

# **I CAN DO IT ALL BY MYSELF – part III.**

**Exploring new roles for libraries and mediating technologies in  
addressing the DIY mindset of library patrons**

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Montana State University Library

American Library Association Annual Conference, Anaheim, CA. 2012


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[pinboard.in/u:jasonclark/t:ala2012-diy](http://pinboard.in/u:jasonclark/t:ala2012-diy)


**pinboard.in tag for links**

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- 
- What about users that don't come into the building?
    - Libraries are passive
    - Users are active
  - Building engaging tools and online experiences

# **New Paradigm**

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**Traditional library services  
are designed to  
solve  
information scarcity  
by mediation.**

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- In economics, disintermediation is the removal of intermediaries in a supply chain: "cutting out the middleman".
    - [en.wikipedia.org/wiki/Disintermediation](https://en.wikipedia.org/wiki/Disintermediation)

# Disintermediation

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# DIY – “Do It Yourself”


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Ian MacKaye, Punk Rocker and DIY Patron Saint



# DIY – “Do It Yourself”


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- 
- “...recorded their own music, produced albums and merchandise, distributed their works and often performed basement shows in residential homes rather than at traditional venues to secure freedom in performance.”
    - [en.wikipedia.org/wiki/DIY\\_ethic](https://en.wikipedia.org/wiki/DIY_ethic)

# DIY – “Do It Yourself”

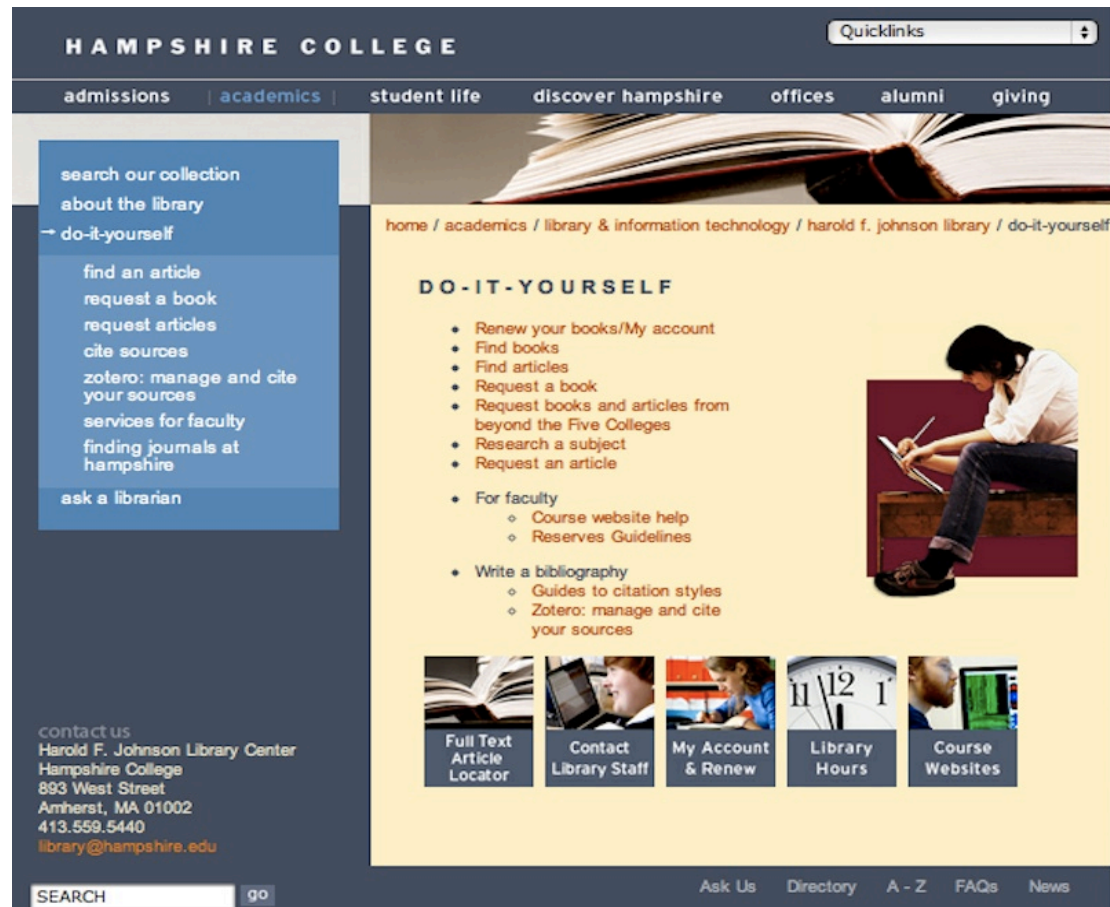
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- 
- DIY as part of Internet Culture
    - Make Magazine
      - [makezine.com](http://makezine.com)
    - Skillshare
      - [www.skillshare.com](http://www.skillshare.com)
  - We work in a medium that facilitates DIY

# DIY and the Internet

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# DIY Libraries



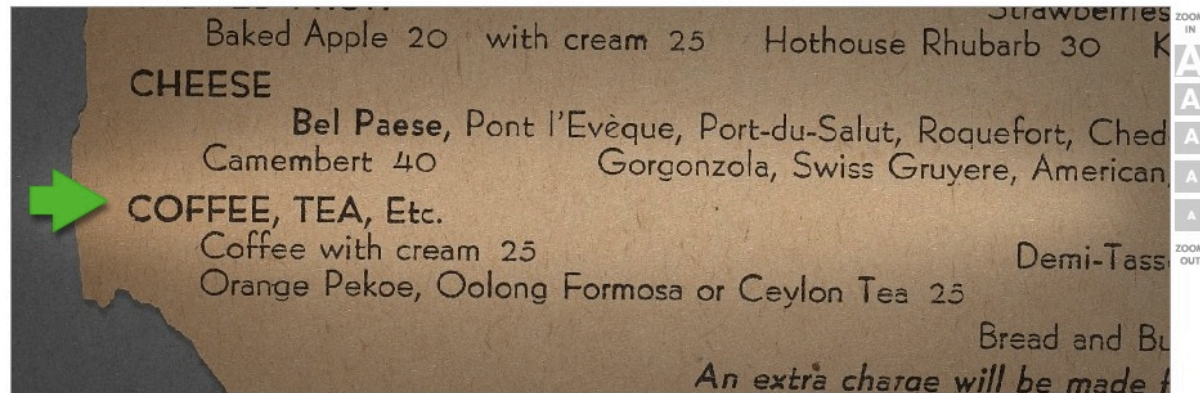
**What about apps and tools  
that create and support  
DIY behavior?**

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- WikiAnswers
  - [wiki.answers.com](http://wiki.answers.com)
- Direct Me NYC: 1940
  - [directme.nypl.org](http://directme.nypl.org)
- What's on the Menu?
  - [menus.nypl.org](http://menus.nypl.org)
- Patron Driven Acquisition
  - [scholarlykitchen.sspnet.org/2011/05/31/what-patron-driven-acquisition-pda-does-and-doesnt-mean-an-faq](http://scholarlykitchen.sspnet.org/2011/05/31/what-patron-driven-acquisition-pda-does-and-doesnt-mean-an-faq)

# Crowdsourcing

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What does this say?

Please type the text of the indicated dish EXACTLY as it appears. Don't worry about accents.

Price (in Dollars):

[See more than one price for this dish?](#)

Trouble reading the text? Type your best guess, then check this box -> ☐

# Crowdsourcing

# READ/WRITE LIBRARY CHICAGO

[Home](#) [About](#) [Upcoming](#) [Catalog](#) [Blog](#) [Get Involved](#) [Press](#) [Contact Us](#)

[Home](#) >

## Get Involved

### Volunteer Meeting and Orientation

Join in the volunteer discussion Google Group [here](#)

We meet monthly to catch up on all the goings on at the Read/Write Library and to acquaint new volunteers with the project. This is the perfect way to get up to speed on what we're working on in our programming, collection development, community outreach and cataloging. All are welcome!

While we try to work out an easy to remember schedule for meetings, for now the best way to find out when they are is to join the discussion list or email [info@readwritelibrary.org](mailto:info@readwritelibrary.org).

[Login](#)


### Visit Us

Friday, Saturday and  
Sunday  
1 PM - 5 PM or by  
appointment

914 N. California  
Walton Entrance  
Chicago, IL 60622 [\[map\]](#)

773-336-2516

# Crowdsourcing

- 
- The Student Research Pad (draft)
    - [www.stephenfrancoeur.com/digitalreference/2012/04/02/the-student-research-pad/](http://www.stephenfrancoeur.com/digitalreference/2012/04/02/the-student-research-pad/)
  - Surfacing scholarly community activity
    - [www.lib.montana.edu/resources/popular.php](http://www.lib.montana.edu/resources/popular.php)
    - [realtime.easybib.com](http://realtime.easybib.com)
  - Mendeley, Academia.edu, Zotero, scholr.ly

# **Research & Citation Management**

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## EasyBib Realtime Feed

See what's being cited **right now**.  
Hypnotizing, we know.



Join the movement. Cite on EasyBib »

**arroyo** in *The University of Arizona Water Resources Research Center*

3 seconds ago

**Kids Work!** in *Kids Work!*

5 seconds ago

**Greetings!** in *nccdat.org/*

6 seconds ago

**Vold's theoretical criminology**

7 seconds ago

**mitosis = cell division** in *communicating at an unknown rate*

10 seconds ago

**The History Place - Great Speeches Collection: President Franklin Roosevelt Speech For a Declaration of War** in *The History Place - Great Speeches Collection: President Franklin Roosevelt Speech For a Declaration of War*

15 seconds ago


**Promoting Nutrition, Disney to Restrict Junk-Food Ads** in *The New York Times*

12 seconds ago

# Research & Citation Management


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- 
- University of Michigan Library Bookmarklets
    - [www.lib.umich.edu/mlibrary-labs](http://www.lib.umich.edu/mlibrary-labs)
  - LibX toolbar
    - [libx.org](http://libx.org)
  - NCSU QuickSearch (metasearch results)
    - [www.lib.ncsu.edu/search/?q=laser](http://www.lib.ncsu.edu/search/?q=laser)
    - [www.lib.ncsu.edu/search/about.html](http://www.lib.ncsu.edu/search/about.html)

# Extending Search

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**NCSU LIBRARIES**

[ASK US](#) | [MY ACCOUNT](#) | [HOURS](#) | [FAQ](#) | [CHAT NOW!](#)

[FIND](#) | [GET HELP](#) | [SERVICES](#) | [ABOUT](#)

Search All  [Search](#)
[About this search tool](#)

### Articles

[laser](#)  
Author: Anonymous  
*Laser Focus World*, V. 44, 2008  
Full Text Online

[Laser](#)  
*Constructioneer*, V. 61, 2006  
Full Text Online

[Lasers](#)  
Author: Anonymous  
*EC & M*, 2011  
Full Text Online

↳ [See all 1,322,152 articles from Summon](#)

### Databases

No database titles found. Please browse Database Titles.

### Browse by subject

- Biology
- Immunology
- Microbiology

↳ [See all subjects](#)

### Books & Media

[Introduction to laser technology \[electronic resource\]](#)  
Author: Hiltz, C. Breck.  
Published: c2012.  
Online

[Introduction to Laser Technology \[electronic resource\]](#)  
Author: Hecht, J.  
Published: 2012.  
Online

[Femtosecond Laser Micromachining \[electronic resource\]: Photonic and M...](#)  
Published: March 2012  
Online

↳ [See all 14,368 books](#)

### Browse by format

- Book (12,238)
- Software and Multimedia (3,123)
- Online (2,220)

↳ [See all formats](#)

### Journals

- Laser Physics and Laser Technologies (RCSLPLT) and Academic Sympos...
- Laser medicine & surgery news
- Applied physics. B, Lasers and optics

↳ [See all 55 journals](#)

### Library Website

[Presentation Remote Lending | NCSU Libraries](#)  
mouse, and *laser* pointer. Policies Presentation remotes can be checked out at the D  
<http://www.lib.ncsu.edu/techlending/presentationremotes>

[Guide to the North Carolina State University, Office of Research and Gradua...](#)  
As Short Wavelength *Lasers* Grown by Molecular Beam Epitaxy , by Littlejohn, M.A., 1973  
[http://www.lib.ncsu.edu/findingaids/ua011\\_014](http://www.lib.ncsu.edu/findingaids/ua011_014)

[NCSU Libraries News » Put Your Older Computer Equipment to Great Use \(and K...  
—however, we will accept; New printer cartridges New \*laser\* printer toner in original boxes If  
...your-older-computer-equipment-to-great-use-and-keep-it-out-of-the-landfill/](#)

↳ [See all 86 website results](#)

### More Search Options

Find results for **laser** in:

- NCSU Scholarly Publications Repository
- NCSU Electronic Theses & Dissertations
- Historical State
- Google Scholar

# Extending Search



**Converting traditional  
services?**

**What are the new "app"  
opportunities?**



- 
- twitterbots, chatbots, statbots
    - Chatbot - University of Nebraska Library
      - [dx.doi.org/10.1108/07378831211213238](https://dx.doi.org/10.1108/07378831211213238)
    - Statbot - Florida State University Library
      - [journal.code4lib.org/articles/85](https://journal.code4lib.org/articles/85)

# **(new) Ready Reference**

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### Welcome to Pixel space

Pixel is an experimental chatbot we are testing that can answer questions about the libraries and our resources. This program was developed using AIML (Artificial Intelligence Mark-up Language). You can find more information about AIML at <http://www.alicebot.org/aiml.html>.

Talk to Pixel like you were talking to a person who is just learning your language. Reply to questions with yes or no, or respond using the prompts Pixel supplies. The first link in a response will appear in a preview window below the response. When you click on any link it will open in a new window. We monitor the logs so when Pixel gives the wrong answer or is unable to answer a question we add information to improve her responses.

You: how do i borrow a book?

Bot: You want to borrow from us?

You: yes

Bot: Do you have a Ncard or a Community User card?


You: ncard

Bot: You can use your Ncard to check-out items from the UNL Libraries. Locate the item, check the status to verify that it is available, retrieve it, and take it to the circulation desk in the library where you found the title. If you want me to search for you say **Lookup** followed by the title. You will see the location under the description of the title with the call number. If you need additional help finding the book, click on the "call number locator" button (to see a map).

# (new) Ready Reference

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- 
- Gimme (Scottsdale Public Library)
    - [gimme.scottsdalelibrary.org](http://gimme.scottsdalelibrary.org)
  - BookMeUp
    - [www.lib.montana.edu/beta/bookme](http://www.lib.montana.edu/beta/bookme)

# **(new) Reader's Advisory**

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# Gimme!

Powered by SPL

Getting a recommendation is easy! Just choose a category from the dropdown menu and click "Go!"

## GIMME...

some enlightenment

GO!

[Tweet](#) [Recommend](#) 63 [Send](#)


GIMME IS POWERED BY:

Scottsdale  
PUBLIC LIBRARY

SUPPORTED BY THE AZ STATE LIBRARY WITH 2010 LSTA FUNDS.

# (new) Reader's Advisory

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- 
- Data mining social media
    - [andyburkhardt.com/2010/02/12/ambient-awareness-in-twitter-for-reference](http://andyburkhardt.com/2010/02/12/ambient-awareness-in-twitter-for-reference)
    - [andyburkhardt.com/2012/04/25/puppies-in-the-library-and-social-media](http://andyburkhardt.com/2012/04/25/puppies-in-the-library-and-social-media)

# **(new) Outreach**

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Marc Rizzi

@MarcRizzi

 Follow

I think @champlib should rent out puppies to students to help you study and deal with stress. Everyones GPA would increase #campchamp #btv


1 Apr 12

 Reply  Retweet  Favorite

It all started with a tweet. At the start of the month a student made an off-hand comment on Twitter about renting puppies to deal with stress. Last week several of us were chatting at an event about finals coming up and I mentioned the idea of pet therapy for helping with stress. Gloria, one of our awesome circulation assistants is also a dog-sitter/walker, and she was thrilled with the idea. She knew the perfect fun and relaxed dogs to bring (Thea and Pippin).



# (new) Outreach

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- 
- Range Science Information System (RSIS)
    - [rangescience.info](http://rangescience.info)
  - Experts creating a digital "bookshelf"

## **(new) Digital Collections**

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[HOME](#)
[ABOUT](#)
[SEARCH](#)
[CONTACT US](#)

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## RANGE SCIENCE INFORMATION SYSTEM (RSIS)


### BROWSE

- [Article Titles](#)
- [Journal Titles](#)
- [MLRA Ecoregions](#)
- [Vegetation Types](#)
- [AGROVOC Subjects](#)
- [Keywords](#)

### ABOUT

Article citations on: riparian ecosystems, rangeland management, range environments.

- [About RSIS Citation Database and Sponsors](#)
- [More About Searching](#)



range stream

### SAMPLE CITATIONS

**Management and economic implications of intensive grazing on dairy farms in the northeastern states**

Parker, W. J., L. D. Muller, and D. R. Buckmaster in *Journal of Dairy Science* (1992)

Keyword(s): intensive grazing, confined feeding, economics, dairy...

**Effects of grazing on restoration of southern mixed prairie soils**

Fuhlendorf, S. D., H. Zhang, T. R. Tunnell, D. M. Engle, and A. F. Cross in *Restoration Ecology* (2002)




Keyword(s): carbon sequestration, nitrogen conservation reserve program, grazing, resto...

**Grazing effects on nutritional quality of bluebunch wheatgrass for elk**

Wambolt, C. L., M. R. Frisina, K. S. Douglass, and H. W. Sherwood in *Journal of Range Management* (1997)

Keyword(s): *Agropyron spicatum*, *Cervus elaphus*, cattle grazing, big game nutrition, cru...


### CREATED AND MAINTAINED BY

© Montana State University Library

[MSU Digital Collections](#) | [Mobile](#) | [XML feed](#)

# (new) Digital Collections

- 
- Patron Driven Acquisition
    - [scholarlykitchen.sspnet.org/2011/05/31/what-patron-driven-acquisition-pda-does-and-doesnt-mean-an-faq](http://scholarlykitchen.sspnet.org/2011/05/31/what-patron-driven-acquisition-pda-does-and-doesnt-mean-an-faq)

# **(new) Collection Development**

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EBSCO Publishing

About

Browse Collections

Manage/Order

For Publishers

Newsletter

Free Trial

Share |

## About

### eBooks & Audiobooks

Collection Development

Acquisition Options

Patron Driven Acquisition

User Experience

eBooks Interface

Audiobooks Interface

Downloading eBooks

Downloading Audiobooks

Order Titles

“eBooks on EBSCOhost is robust, sophisticated, and competitive – worthy of serious consideration by any library looking to expand its e-book collection”

- From CHOICE  
April 2012

## Patron Driven Acquisition

### Build a Collection with Guaranteed Usage

EBSCO's Patron Driven Acquisition (PDA) program is a great collection development and acquisition model that helps libraries to preserve their budget while maintaining control over the collection development process.

Create PDA title lists for your library using specific criteria, and then expose the bibliographic records to end users without purchasing the titles. A title on the PDA list is triggered for purchase when a patron directly accesses the title, guaranteeing that only those titles with usage are purchased.

**Three easy steps to set up Patron Driven Acquisition lists for eBooks on EBSCOhost:**


- Build a collection** — Select titles appropriate for the Interests of your patron base—whether you're looking for content from a specific publisher or frontlist titles in a particular subject area.
- Expose the titles to your patrons** — Load the bibliographic records to your catalog. This allows users to discover titles by browsing or searching the library collection.
- Buy only what gets used** — A purchase is triggered when a patron:
  - Downloads an eBook or audiobook title
  - Views an eBook for more than ten minutes
  - Views more than ten pages of an eBook
  - Prints, emails, or copies & pastes a portion of an eBook page

### What Happens when I Have More Requests than Licenses for a Title?

EBSCO's **Smart PDA** option (coming soon) is a cost-effective way to offer multi-user access through user-triggered license upgrades, which eliminates the frustration experienced by users who are confronted with hold queues.

With Smart PDA, libraries choose how and when to apply upgrade options (by title)—such as upgraded access to the three user or unlimited user purchase model—providing the librarian(s) with full control over costs and book availability. Users are never met with the need to “wait” for a title, and libraries never pay for more access than is needed.

# (new) Collection Development

- 
- Sorting databases based on popularity (clickthrough analytics)
    - [www.lib.montana.edu/resources/popular.php](http://www.lib.montana.edu/resources/popular.php)

## **(new) Content Selection**

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## Articles & Research Databases

[Home](#) » [Resources](#) » Index

### By title

[ABC](#) | [DEF](#) | [GHI](#) | [JKL](#) | [MNO](#) | [PQR](#) | [STU](#) | [VWX](#) | [YZ](#)

### By subject

[I want to do research in...](#) [+ full list](#)

### By format

[I need news, ebooks, theses, etc.](#) [+ full list](#)

[Suggested](#) [Popular](#) [Trials](#)

#### Trending This Month

[Academic Search Complete](#) (1757 visits) [i...](#)


[Web of Science](#) (1343 visits) [i...](#)

[PsycInfo](#) (1026 visits) [i...](#)

[Web of Knowledge Combined](#) (880 visits) [i...](#)

[+ more](#)

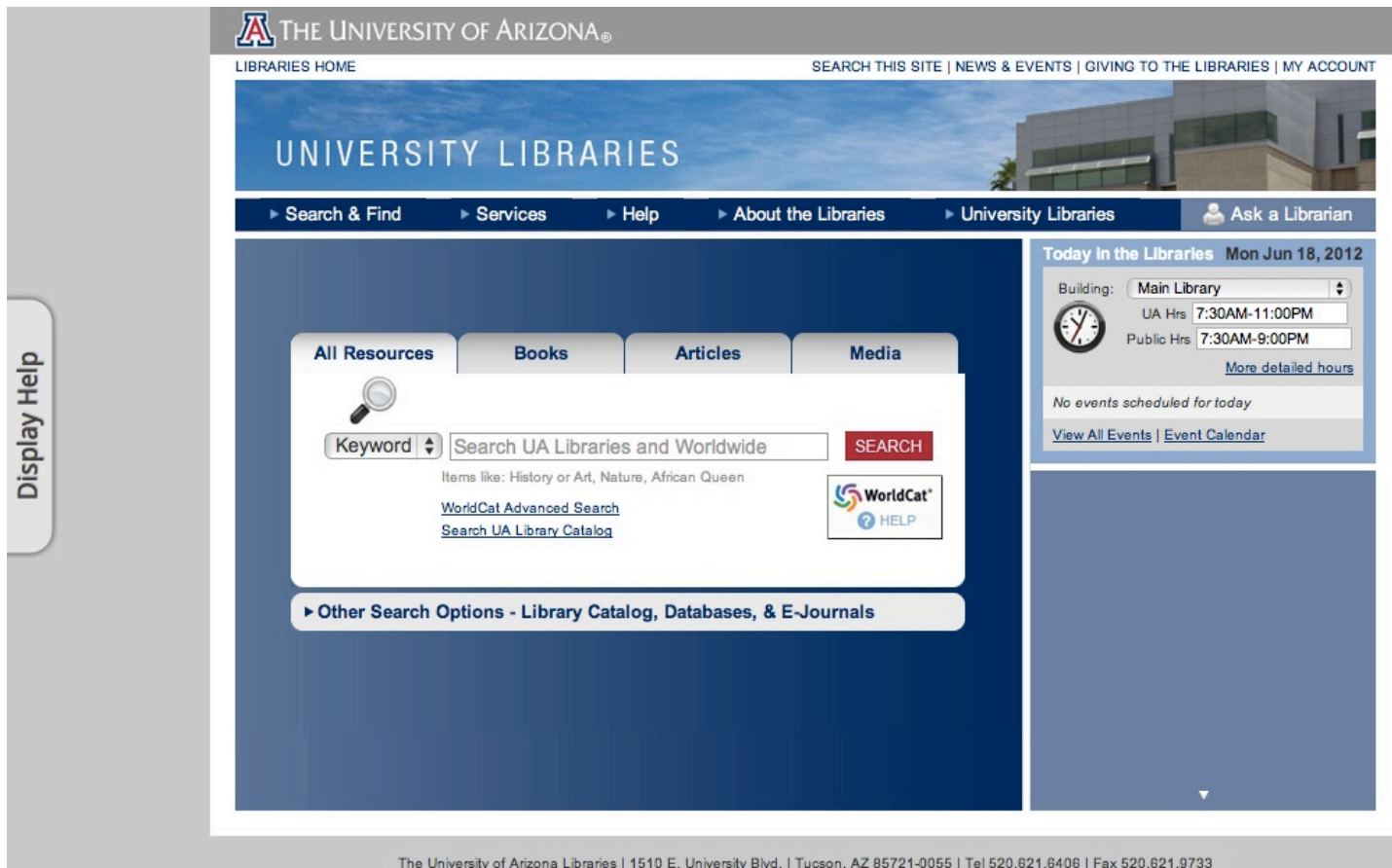
# (new) Content Selection

- 
- Real-time Instruction
    - [bit.ly/zA9DCf](http://bit.ly/zA9DCf)
    - [americanlibrariesmagazine.org/columns/practice/guide-side](http://americanlibrariesmagazine.org/columns/practice/guide-side)
  - "Guide on the Side", a tutorial created for JSTOR by University of Arizona librarians

# **(new) Instruction**


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The screenshot shows the homepage of The University of Arizona Libraries. At the top, the university's logo and name are displayed, along with navigation links for 'LIBRARIES HOME', 'SEARCH THIS SITE', 'NEWS & EVENTS', 'GIVING TO THE LIBRARIES', and 'MY ACCOUNT'. Below this is a large blue banner with the text 'UNIVERSITY LIBRARIES'. A secondary navigation bar includes links for 'Search & Find', 'Services', 'Help', 'About the Libraries', 'University Libraries', and 'Ask a Librarian'. The main content area features a search bar with a magnifying glass icon, a dropdown menu for 'Keyword', and a text input field containing 'Search UA Libraries and Worldwide'. A red 'SEARCH' button is to the right of the input field. Below the search bar, there are links for 'WorldCat Advanced Search' and 'Search UA Library Catalog'. To the right of the search bar is a 'WorldCat' logo with a 'HELP' link. A sidebar on the right side of the page displays 'Today in the Libraries' for 'Mon Jun 18, 2012', showing the building as 'Main Library' and the hours as '7:30AM-11:00PM' for UA Hrs and '7:30AM-9:00PM' for Public Hrs. It also mentions 'No events scheduled for today' and provides links for 'View All Events' and 'Event Calendar'. A vertical 'Display Help' button is located on the left side of the page. The footer contains the address: 'The University of Arizona Libraries | 1510 E. University Blvd. | Tucson, AZ 85721-0055 | Tel 520.621.6406 | Fax 520.621.9733'.

# (new) Instruction

- 
- New job duties, New staffing models
  - Realignment of personnel
  - Look for public service + tech service collaborations
  - This is a great opportunity!
  - We all have some role to play; it just might be a new role.

## **Takeaways & Next Steps**

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## THE TEAM

### Core Team

Ben Vershbow (Manager, NYPL Labs) – @subsublibrary

David Riordan (Product Manager) – @riordan

Mauricio Giraldo Arteaga (Interaction Designer/Developer) – @mgiraldo

Zeeshan Lakhani (Applications Developer) – @zeeshanlakhani

Trevor Thornton (Senior Applications Developer, Archives) – @trevorthornton

### Curatorial Partners

Liz Denlinger (Carl H. Pforzheimer Collection of Shelley and His Circle)

Sylviane Diouf (Schomburg Center for Research in Black Culture)

Rebecca Federman (Electronic Resources/Culinary Collections)

Michael Inman (Rare Book Division)

Matt Knutzen (Map Division)

Maira Liriano (Milstein Division of U.S. History, Local History & Genealogy)

Stephen Pinson (Print and Photography Collection)

Doug Reside (Library for the Performing Arts)

William Stingone (Manuscripts and Archives)

### Steering Group

Ann Thornton (Acting Andrew W. Mellon Director of The New York Public Library)

Victoria Steele (Brooke Russell Astor Director of Collections Strategy)

Micah May (Director of Strategy, Office of Strategic Planning))

Jane Aboyoun (Chief Technology Officer, NYPL Information Technology Group)

Michael Lascarides (Senior Manager of Web Initiatives)

James Murdock (Director of Multimedia Content, NYPL Department of Communications)

# Takeaways & Next Steps

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- Bookmarklets
  - [www.lib.montana.edu/~jason/files/bookmarklets](http://www.lib.montana.edu/~jason/files/bookmarklets)
- AskREF
  - [www.lib.montana.edu/~jason/files/question-point](http://www.lib.montana.edu/~jason/files/question-point)
- BookMeUp
  - [www.lib.montana.edu/~jason/files.php](http://www.lib.montana.edu/~jason/files.php)

# Code Samples

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Twitter Hashtag

#diy

**Questions?**

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