

Media
Librarian Twitter Wisdom
Community Facebook
Information Networking 2.0 Sourcing
Collaborative Authority Wikipedia
Accuracy Budgets Validity
Google Crowd Change
Social Library Institution

Information 2.0

Can collaborative
information be
authoritative?

My thinking has come full circle.

An OCLC report in 2005

Perceptions of Libraries and Information Resources



Satisfaction with the Overall Experience

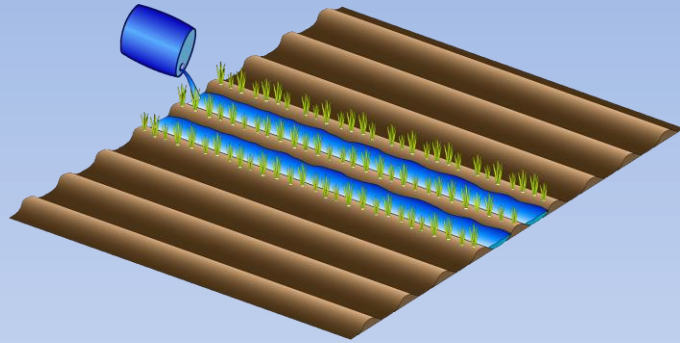
Overall, more respondents are very satisfied with searches using search engines than they are with librarian-assisted searches.



Ninety percent of respondents were satisfied (*very satisfied* or *satisfied*) with the overall experience of using a search engine. Sixty percent of respondents were *very satisfied* with the overall experience of using a search engine compared to 48 percent of respondents who were *very satisfied* with the overall experience of using the assistance of a librarian.

http://www.oclc.org/reports/pdfs/Percept_all.pdf

How can libraries be viable when information satisfaction comes so easily?



Small Farm Irrigation

I know nothing about small farm irrigation, but I do know:

- About our local WSU's county extension office.
- The name of our irrigation district.
- That sustainable farming is very popular and resources are growing every day.
- About a local publication called the "Small Ranch Manual" that offers tips on country living.



Why Are Libraries Still Viable Today?

- We educate
- We know the resources
- We know how to search
- We know how to think critically
- We know how to get to the real question

Information 2.0



2.0 means the next generation and implies a more collaborative approach to getting a task done.

Social media is a big part of the 2.0 movement.

A few examples are:

- Web 2.0
- Politics 2.0
- Marketing 2.0
- Health 2.0



Does Collaboration Reduce Authority?

- Yes
- Sometimes
- Maybe
- Was there ever authority?
- Is it really important?



Library Reality Checks

- Budgets are shrinking.
- Technology changes daily.
- Patrons are getting younger and have different expectations.
- Cultural styles differ widely and often same culture social groups can be more helpful than librarians.
- Patrons are becoming more and more information savvy.



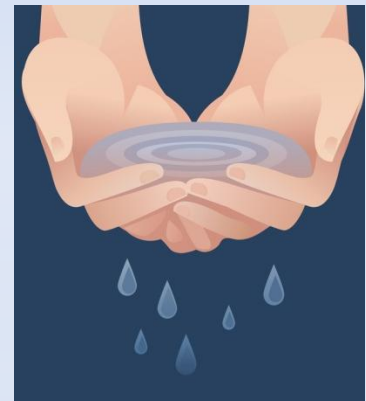
... more reality – our attitudes

- Libraries are constantly evolving to stay viable.
- Technology, by its very nature, means change.

*Trying to stop change is like trying to
hold water in your hands.*

Get over it!!

Learn to anticipate and appreciate
change and roll with it.



Finding Authoritative Information

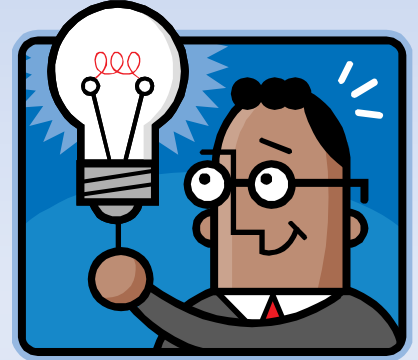
- Who would have the information?
- Search for the information creator or holder first.
- Search that site for information.

Examples:

Tax information (the easy one)

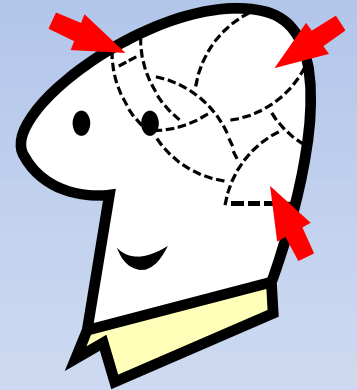
Radiation levels in Washington State

New car seat regulations



Use the filter you were born with.

Learning how to approach a subject is sometimes more fruitful than actually finding an answer.



Less is Best When Searching

Less Words + YOU = Better Results

Don't expect a database or Google to make decisions for you.

Better Online Searching

- Google – Less is more
- Wolfram Alpha – just the facts
- Wikipedia – social editing

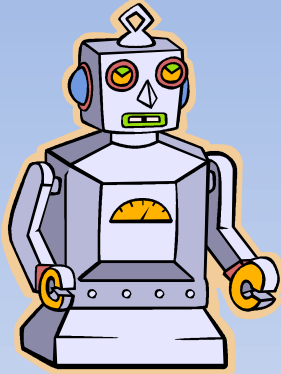
Social Media Sites

- Twitter
- Google+
- Facebook
- YouTube

Effective Searching Google

- Time Boston
- 100 dollars in yen =
- Seattle Mariners
- Weather Ellensburg
- Sunrise Chicago
- Population Kittitas County
- Define interactive
- Asthma and Asthma* = * give me more or truncates
- Zyrtec
- Earthquakes - earthquake California
- Flight tracker
- Calculator - $(72 * 12) / 3 =$

use the “what where” formula



Wolfram|Alpha

- Just the facts, please.

Wolfram Alpha (styled **Wolfram | Alpha**) is an answer engine developed by Wolfram Research. It is an online service that answers factual queries directly by computing the answer from structured data, rather than providing a list of documents or web pages.

http://en.wikipedia.org/wiki/Wolfram_Alpha

- Wolfram Alpha answers specific questions.
2 cups of sugar = tablespoons
- All answers are drawn from facts.
- Wolfram Alpha deals in “real” information, no folklore, legends, etc...
- No opinions are given in Wolfram Alpha.
- Only public information is available.

Wolfram Alpha Examples

Earthquakes

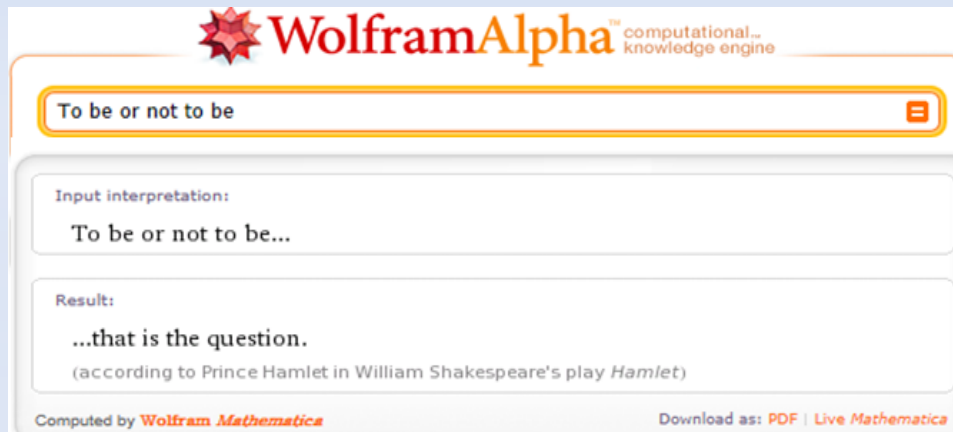
Definitions (although, Wolfram will not correct my spelling)

Math

Science

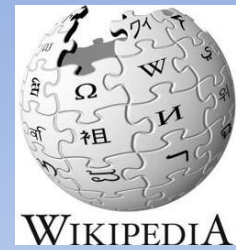
Historic facts

There is even a little bit of humor built in.



The screenshot shows the Wolfram Alpha interface. At the top, the logo reads "WolframAlpha™ computational... knowledge engine". Below the logo is a search bar containing the text "To be or not to be". Underneath the search bar, the "Input interpretation:" section shows "To be or not to be...". The "Result:" section displays the text "...that is the question." followed by "(according to Prince Hamlet in William Shakespeare's play *Hamlet*)". At the bottom left, it says "Computed by Wolfram Mathematica" and at the bottom right, it says "Download as: PDF | Live Mathematica".

Wikipedia



In 2007, Michael Gorman, former president of the American Library Association (ALA) stated in an Encyclopædia Britannica blog that "A professor who encourages the use of Wikipedia is the intellectual equivalent of a dietician who recommends a steady diet of Big Macs with everything."

Study: Wikipedia as accurate as Britannica CNet 2005

Wikipedia is about as good a source of accurate information as Britannica, the venerable standard-bearer of facts about the world around us, according to a study published this week in the journal Nature.

How can we use Wikipedia more reliably?

- In K-12 - Teach to the outline
- Highlight the references, further reading and external links

Twitter Pause

www.twitter.com

Tweet – Posting something on Twitter

Follow – You subscribe to their tweets.

– Hash-tag. Acts as a subject heading

@ – Directing a flow of text at @
someone.

Re-tweeting – you like something and
want to pass it along to your followers
in your own tweet.



@

@

@

@

@

Searching Twitter

(You now need to be signed in to a Twitter account to search)

- Twitter for events
- Twitter for current news
- Twitter for jobs



There is no privacy with Twitter. What is posted is public.


Facebook



- Topical searching within Facebook brings results from Wikipedia, Bing and Google Maps.
- Locating a source on a certain topic and then asking your question there often gets to a very authoritative source.
- Posting a question on your web page will activate your online community.
- As with every answer, the individual must make the decision as to the value of the answer.



Searching Google+

Search Public Google+ Content  3.8k

x

ALL | POSTS | PROFILES | BUZZ | GOOGLE READER

About 56 results (0.11 seconds)

[Goodwill - Google+](#)
Nov 8, 2011 ... Since 1902, Goodwill's concept of building **job** skills, ... to Longview, east to Yakima and **Ellensburg**, along with a portion of South King County.
<https://plus.google.com/101563453506215409743>

[Daily Record News - Google+](#)
Jul 17, 2011 ... **Ellensburg** business incubator has a history of hatching **jobs**.
ELLENSBURG— Robert Hamlin in spring 1991 was 27 and knew little about ...
<https://plus.google.com/117196339704102276991/.../iX73mM21ieb>
Labeled [Posts](#)

<http://gplussearch.com/>



Searching YouTube

YouTube advanced search

You can access advanced search on YouTube by clicking the **Search options** link above your search result videos.

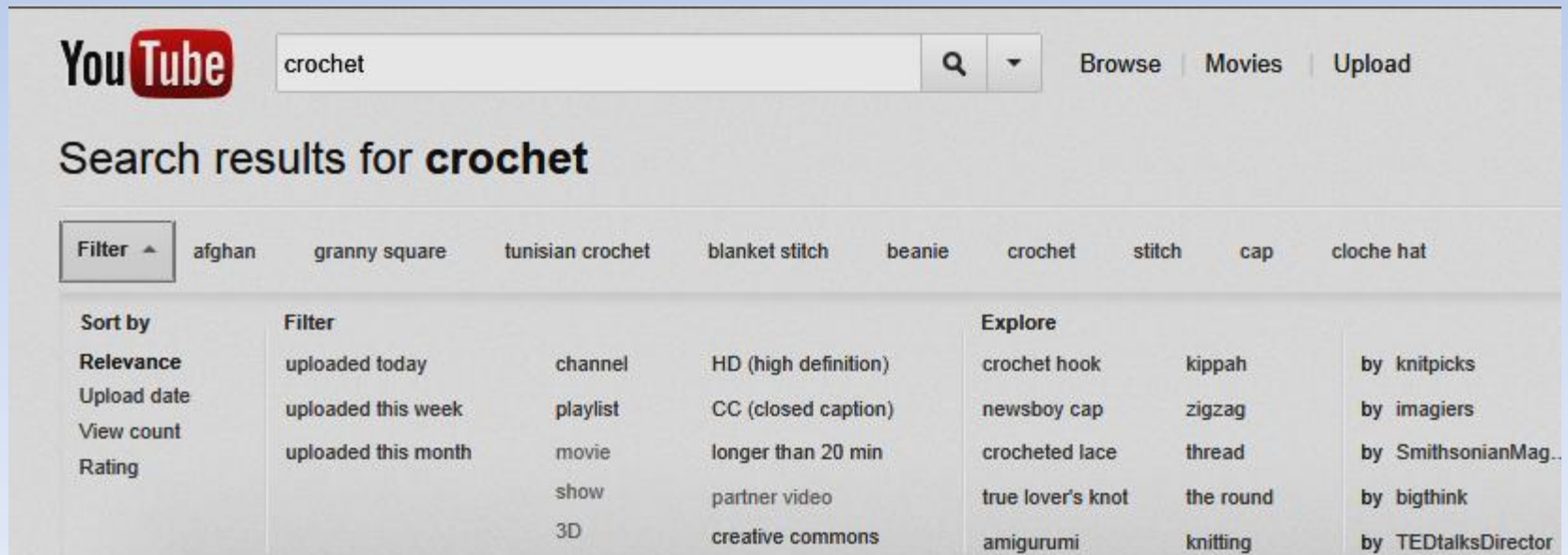
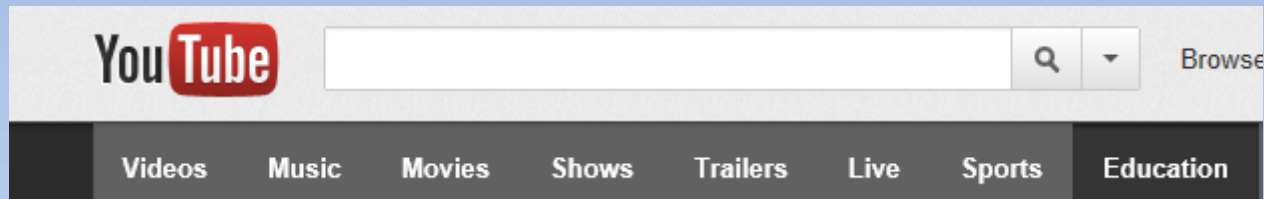
You can filter results by:

- Type of results, such as **Videos, Channels, or Playlists**
- Upload date
- Subject category
- Video length
- Video quality
- Features, such as **Closed captions, Partner videos, or Rentals**

You can also sort your results by:

- Relevance
- Upload date
- View count
- Rating

YouTube



The image shows a search results page on YouTube for the query 'crochet'. At the top left is the YouTube logo. To its right is a search input field containing the text 'crochet', a magnifying glass icon, and a dropdown arrow. Further right are links for 'Browse', 'Movies', and 'Upload'. Below the search bar is the heading 'Search results for **crochet**'. Underneath is a 'Filter' button with an upward arrow, followed by a row of filter tags: 'afghan', 'granny square', 'tunisian crochet', 'blanket stitch', 'beanie', 'crochet', 'stitch', 'cap', and 'cloche hat'. Below the filter tags are three columns of options: 'Sort by' (with options: Relevance, Upload date, View count, Rating), 'Filter' (with options: uploaded today, uploaded this week, uploaded this month, channel, playlist, movie, show, 3D, HD (high definition), CC (closed caption), longer than 20 min, partner video, creative commons), and 'Explore' (with options: crochet hook, newsboy cap, crocheted lace, true lover's knot, amigurumi, kippah, zigzag, thread, the round, knitting, by knitpicks, by imagiers, by SmithsonianMag..., by bigthink, by TEDtalksDirector).



Is Google Ruining Our Memories?

"If men learn this, it will implant forgetfulness in their souls; they will cease to exercise memory because they rely on that which is written, calling things to remembrance no longer from within themselves, but by means of external marks. What you have discovered is a recipe not for memory, but for reminder. "

** Plato from Phaedrus on the written word

This writing down of information became books and books became libraries and we began our livelihoods.

Tomorrow this will all be out of date.

Thank you everyone. Please keep this dialog going. It is ever changing and forever exciting.

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Have fun!!

