

# The User is Not Broken

Presentation to the  
Special Libraries and Information Services  
Group (SLIS), South Africa  
October, 2006

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# The Read/Write World

- Blogs
- MySpace
- Texting
- Gaming
- YouTube
- Podcasting
- Wikis
- Instant messaging
- eBay

# Key Web 2.0 expressions

- Disruption
- Radical trust
- User as contributor
- Rich user experiences
- User behavior not predetermined

**All technologies have their place in the sun...**



**And all technologies evolve and die.**

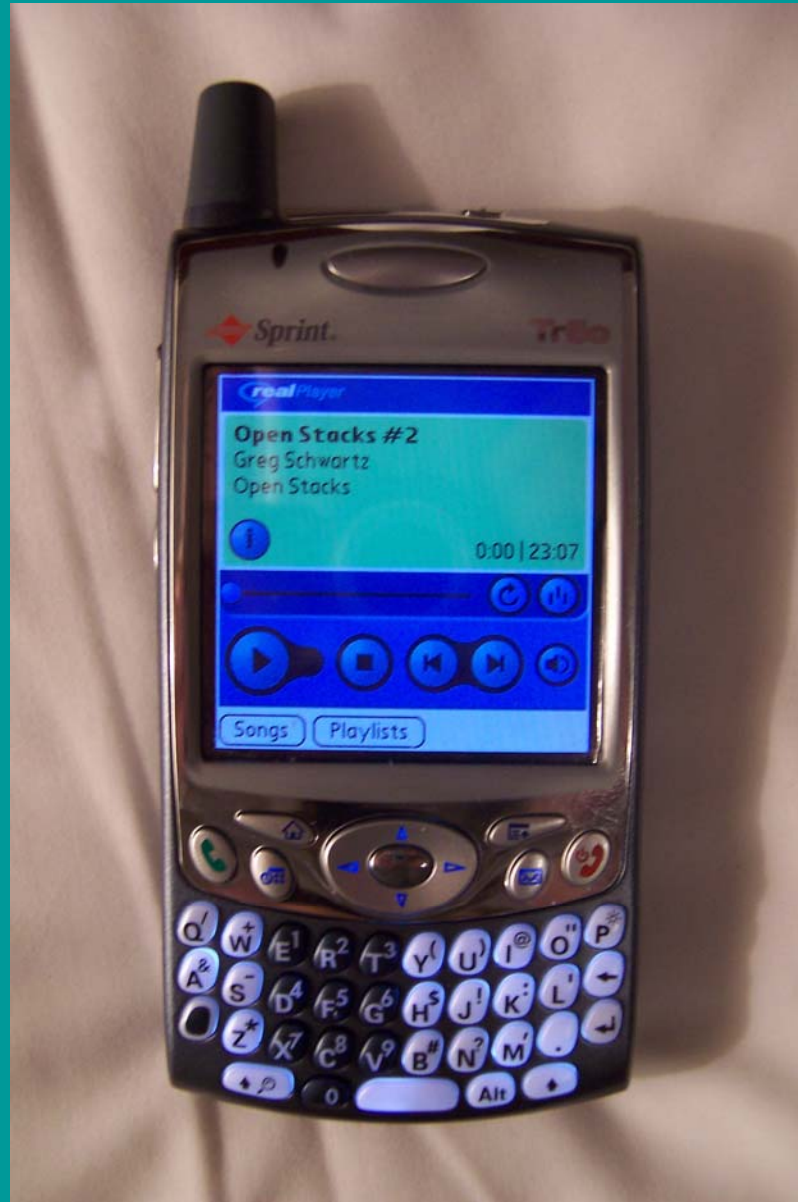




Every technology you learned about in library school will be dead someday.

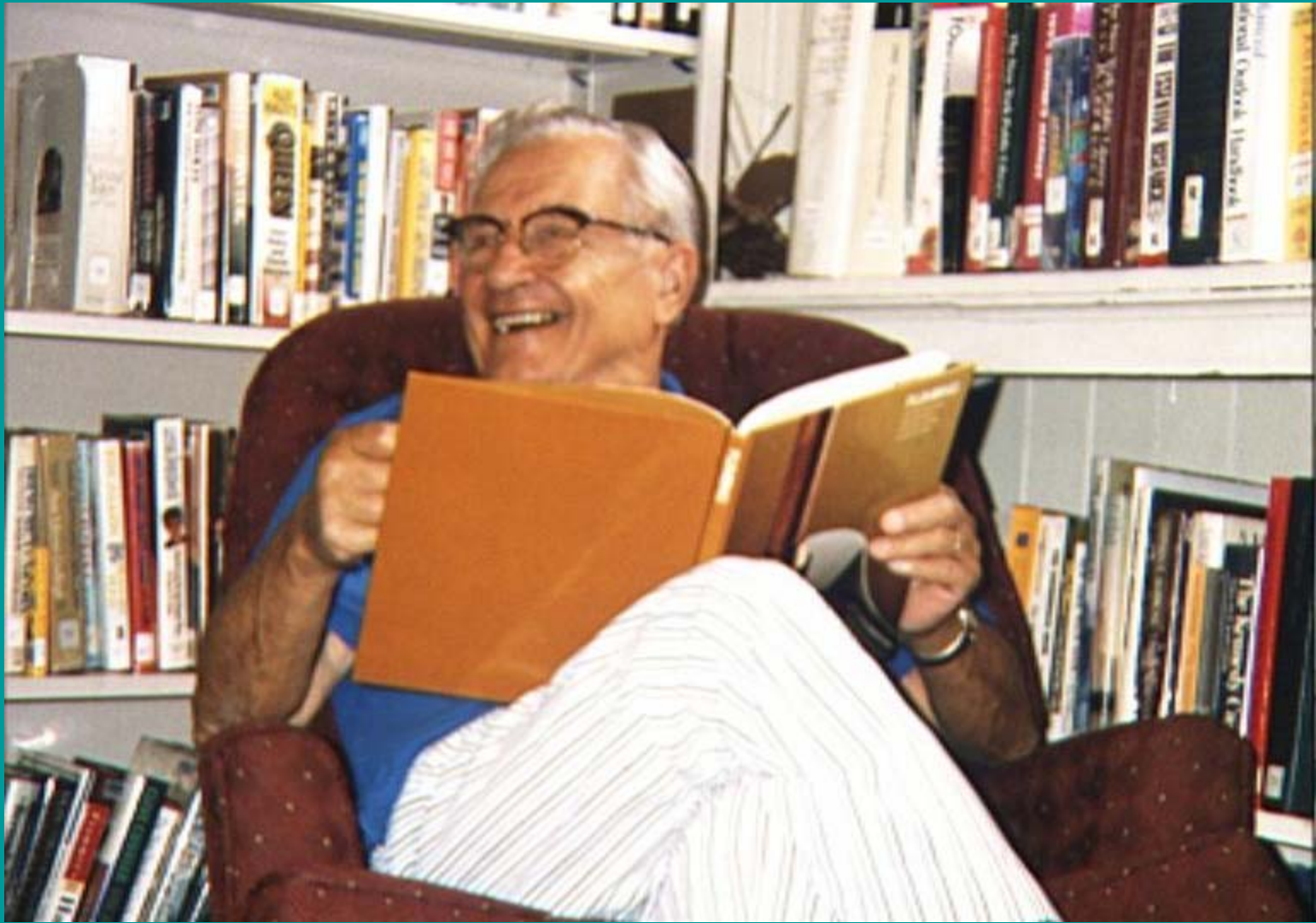


*Every* technology will be dead someday.





You are not a format. You are a service.







People are essentially smart...

They learn from their environments...





Priority signs, type B - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://homepages.cwi.nl/~dik/english/træ








Customize Links Search OED Online Subscribe with Bloglines TSLL -- v. 22, no. 3 -- ...

Google traffic signs inter Search PageRank ABC Check AutoLink AutoFill Subscribe >>

A... Tr... Di... Th... Pu... AL... Th... BB... Ga... f... Fi... CW C... G gr... P...

### B2. Stop.

When signing the convention the signatory has to say which variant of this sign is chosen (B2a or B2b). The word on the sign may be in a different language. I have not yet seen versions of B2b with different wording.

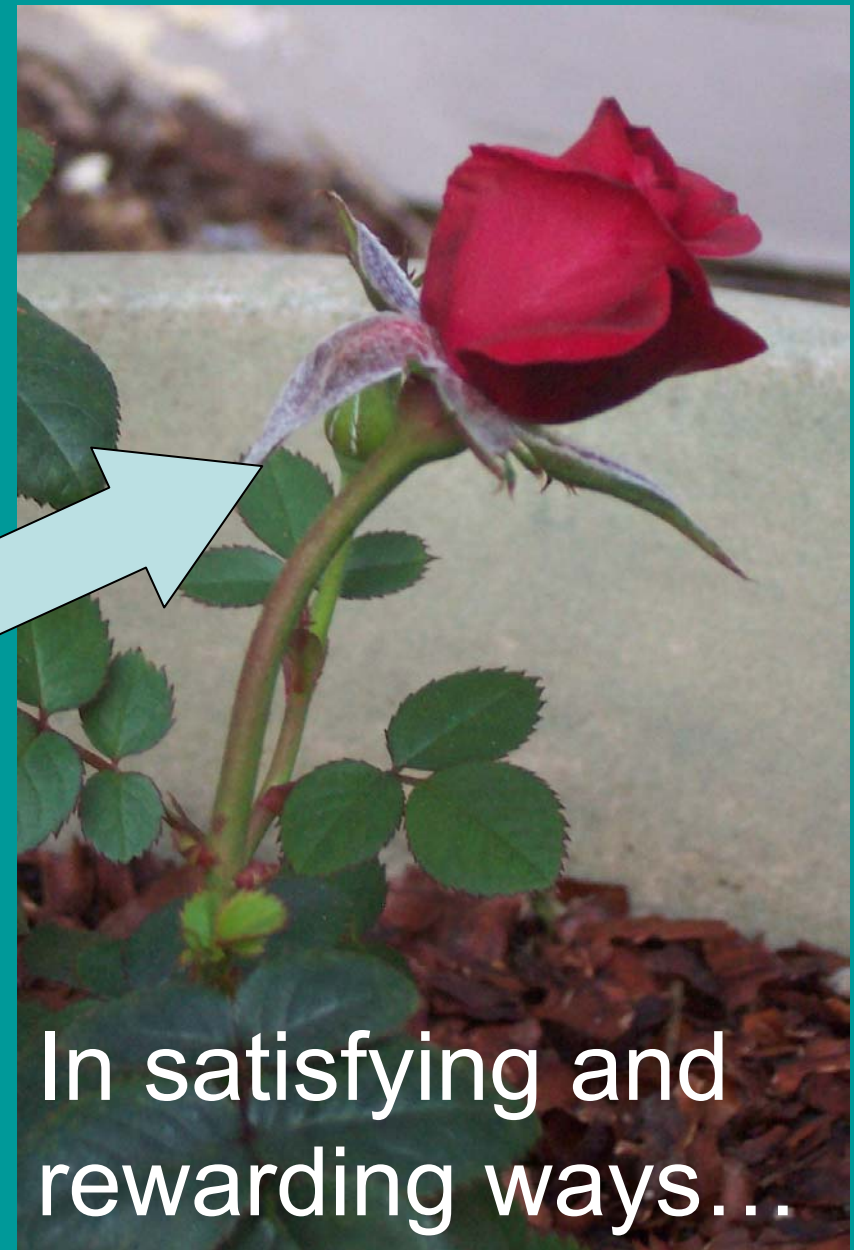
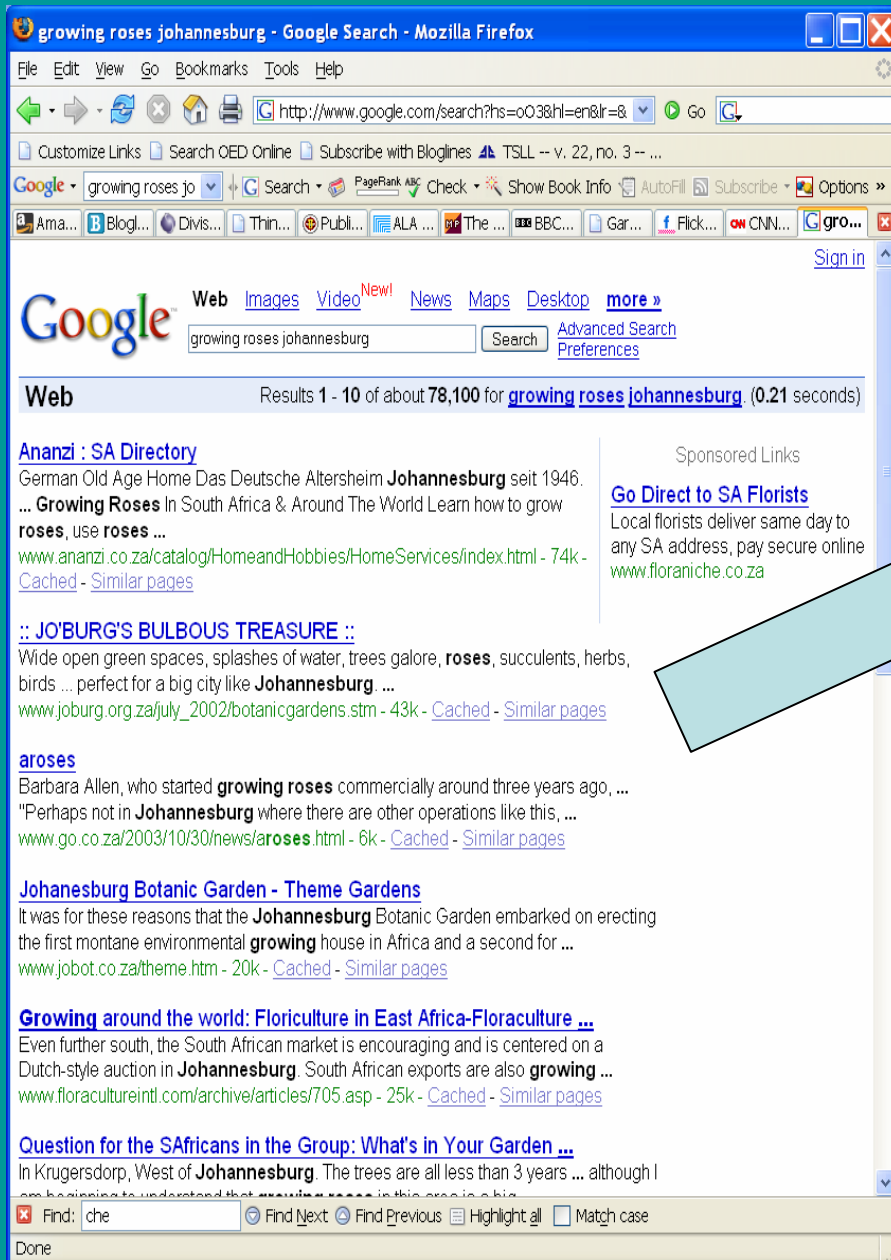
	B2a.1: Stop and yield the right of way.
	B2a.2: Stop and yield the right of way, Spanish/Portuguese version as used in South America.
	B2a.3: Stop and yield the right of way, but in Mexico this version of Spanish is used.
	B2a.4: Stop and yield the right of way, French version as used in parts of Canada.
	B2a.5: Stop and yield the right of way, bilingual French/English version as used in parts of Canada, it can also be the other way around.
	B2a.6: Stop and yield the right of way, Malay version as used in Malaysia.
	B2a.7: Stop and yield the right of way, the Turkish version.

Find: che Find Next Find Previous Highlight all Match case

Done

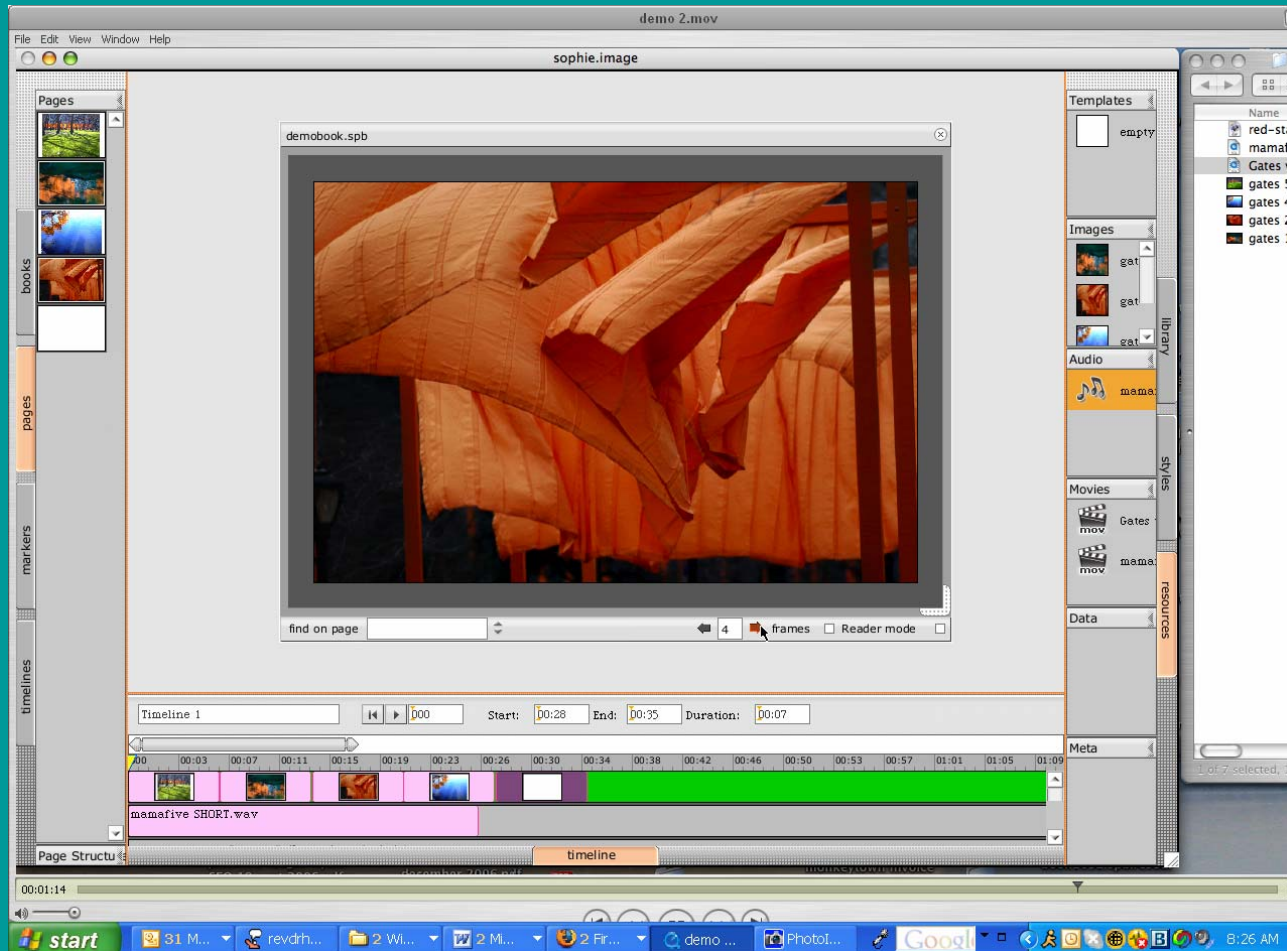
Successfully  
generalizing  
appropriate  
behavior...







# Sometimes in manners simultaneously familiar and novel...



Early prototype of Sophie, the networked book, from Institute for the Future of the Book

Often with great wit.



**But sometimes, when our users have trouble using our systems, we try to fix the users.**

**We treat them like broken formats.**



**The user is not broken.**



Toddler play area, NJ



**Your *system* is broken  
until proven otherwise.**

# Roy Tennant's "Five Clicks"



FIND INFORMATION	LIBRARY CATALOGS	SERVICES	ABOUT THE LIBRARIES	HELP	NEWS & EVENTS
<ul style="list-style-type: none"><li>• Books</li><li>• <b>Articles</b></li><li>• Electronic resources</li><li>• Websites</li><li>• All types</li></ul>	<ul style="list-style-type: none"><li>• <b>UCB-Pathfinder</b></li><li>• <b>ALL UC-MELVYL</b></li><li>• Guide to library catalogs</li><li>• Other library catalogs</li></ul>	<ul style="list-style-type: none"><li>• Borrowing materials</li><li>• Renewing materials</li><li>• Borrowing from other libraries</li><li>• Course reserves and exams</li><li>• Copying</li><li>• Document delivery (for a fee)</li><li>• Library privileges</li><li>• Services for users</li></ul>	<ul style="list-style-type: none"><li>• Libraries and collections A-Z</li><li>• Hours and maps</li><li>• Visitor information</li><li>• Giving to the Library</li><li>• More ...</li></ul>	<ul style="list-style-type: none"><li>• Research assistance</li><li>• Library classes and tours</li><li>• Connecting from off campus</li><li>• Computers in the libraries</li><li>• Frequently asked questions</li><li>• Contact us</li></ul>	<p><b>IIRL closure</b> The Institute of Industrial Relations Library will close for a major remodel beginning Nov.1. » <a href="#">Details</a></p> <p><b>Database changes</b> The Directory of CDL-Licensed Content is retiring, and several article databases are getting a new look. » <a href="#">Details</a></p> <p>» <a href="#">New in the libraries</a> » <a href="#">Exhibits &amp; events</a></p>



UNIVERSITY OF CALIFORNIA BERKELEY <i>Library</i>					
HOME	FIND INFORMATION	LIBRARY CATALOGS	SERVICES	ABOUT THE LIBRARIES	HELP
Books		Electronic resources	All types		
Articles		Websites			

## Find Articles

- » If you already know which articles you want, use our [Journals](#) page.
- » To look up articles on your topic, search databases or indexes from the lists below.

These databases index articles published in journals, magazines, newspapers, conference proceedings, and other sources. Some databases offer the complete text of the article. Others list only the citation, which you can use to look for the printed copy. Look for [UC-eLinks](#) which may lead you to the full text.

### [Article Databases by Subject](#)

These lists will help you identify a selective group of databases to search publications core to particular disciplines.

#### [General Article Databases](#)

These databases are useful if your topic is multidisciplinary or interdisciplinary. This list provides good resources as you begin your research.

#### [News Article Databases](#)

These databases index articles from newspapers and other news sources.

#### [Article Databases A-Z](#)

This complete listing of all databases is useful if you are familiar with the names of databases, or wish to browse all indexes available.





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Articles	Websites				

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This list will help you identify a selective group of databases to search publications core to particular disciplines.

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### A

- [African American Studies](#)
- [African Studies](#)
- [Agricultural and Resource Economics](#)
- [American and English Literature](#)
- [American Studies](#)
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- [Applied Science and Technology](#)
- [Architecture](#)
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- [Art Practice](#)
- [Asian American Studies](#)
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[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

### B

- [Bioengineering](#)
- [Biological Sciences](#)
- [Biostatistics](#)
- [British Studies](#)
- [Building Science](#)



ABC-CLIO

California Digital Library Office of the President  
**America: History and Life** [ [About the Database](#) ]

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- Help
- FAQ
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- Exit

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[Title/Translation](#)

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[Do](#)

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[Publication Date](#)

[Time Period](#)

[Entry Number](#)

5 clicks to get to a search box!!!

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[ [Content Support](#) ] [ [Technical Support](#) ]  
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**The OPAC is not the sun.**

**The OPAC is at best a distant planet,  
every year moving farther  
from the orbit of its solar system.**



# Search results, Queens Library, Lolita

Queens Library - AquaBrowser Library - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://aqua.queenslibrary.org/?q=lolita

Customize Links Search OED Online Subscribe with Bloglines TSSL -- v. 22, no. 3 -- ...

Google grokker Search PageRank Check AutoLink AutoFill Subscribe Options grokker

Queens Library  
Enrich your life

KIDS | TEENS | LOGIN/REGISTER | MY ACCOUNT

Home Books Articles Dvd/Video Music Websites Software Audiobooks Events

Search the Catalog: lolita

Your query 'lolita' returned 140 results.  
sorted by relevance

1. Lolita  
Book  
Vladimir Vladimirovich Nabokov, Zlatko Crnkovic, Magdalena Medaric  
Found: Lolita (2)  
Date: 1998  
Publisher: Sys  
Call Number: Co

2. Lolita  
Book  
Dziela zebrane; Nabokov, Vladimir Vladimirovich  
Vladimir Vladimirovich Nabokov  
Found: Lolita (2)  
Date: 1997  
Publisher: Da Capo  
Call Number: P

3. Lolita  
Videos and DVDs  
Wildlife agenda  
spirit in the water  
Lolita, killer whale  
Kathi Goertzen. Narrator, Sharon Howard, Kathi Goertzen, ...  
train her play with her and love her parting with Lolita the killer whale who has awed and entertained visitors at Miami's Seaquarium for the past 25 years would be heartbreaking.  
Subject: killer whale, endangered species, ...  
Found: Lolita (3)  
Date: 1998  
Publisher: Distributed by Northstar Entertainment  
Call Number: VHS

4. Lolita  
Book  
Mirovai?e? klassika  
roman  
Vladimir Vladimirovich Nabokov, Vladimir Vladimirovich Nabokov

Select a Branch  
All locations

Refine your search

Format

- Books (83)
- Videos and DVDs (38)
- Music CDs and Cassettes (14)
- Books on Cassette or CD (3)
- Music Scores (2)

Author

- Nabokov, Vladimir Vladimirovich (22)
- Files, Lolita (12)
- Nafisi, Azar (5)
- 33 more...

Subject

- Feature films (20)
- Video recordings for the hearing impaired (11)
- Women (11)
- Popular music (8)
- Operas (8)
- 145 more...

Language

External Sources

To search in external sources, please log in.

Library card #:

pin:

Login

Find: disrupt Find Next Find Previous Highlight all Match case

Done

The screenshot shows the Grokker web application running in a Mozilla Firefox browser. The browser's address bar contains the URL: <http://live.grokker.com/grokker.html?query=lolita&Yahoo=true&Wikipedia=true&Amazon=true&numResults=250>. The Grokker interface has a green header with the Grokker logo and navigation links like 'News & Events', 'Blogs', 'Contact Us', 'Feedback', 'Help', and 'Home'. Below the header, there's a search bar with the query 'lolita' and a 'GROK' button. The main content area is divided into two panes. The left pane, titled 'Outline View', shows a hierarchical list of search results for 'lolita'. The first item, 'lolita (205 results)', is circled in red. This item is expanded to show a list of related items, including 'Novel Lolita (48)', 'Nabokov's Lolita (46)', 'Vladimir Nabokov (36)', 'Sue Lyon (33)', 'Published Lolita (32)', 'James Mason (31)', 'Peter Sellers (23)', 'Jeremy Irons (21)', 'Stanley Kubrick (21)', 'Gothic Lolita (15)', 'Widespread Critical Admiration for the Book (15)', 'According to Marr (14)', 'Lolita DVD (14)', 'Lolita Lempicka (14)', 'American Culture (11)', 'Humbert Humbert's (11)', 'References to French Literature (10)', 'Style is Characterized by Word PLAY (6)', and 'General (2)'. The right pane, titled 'Map View', shows the details for the selected result, 'lolita'. It includes a link to 'Reading Lolita in Tehran: A Memoir in Books', a description of the book, and a link to 'Greatest Films: Lolita (1962)'. The browser's status bar at the bottom shows the text '©MMVI Groxis Inc., All Rights Reserved.' and a search bar with the text 'Find: disrupt'.

# The user is the sun.



Clifton Park, NY



The user  
is the sun.



Gwinnett Co., GA

By way of Michael Casey, "Library Crunch"

The user is the sun.



Soweto, South Africa



**For that matter, the online user  
is not "remote."**

**You, the librarian, are remote,  
and it is your job to close that gap.**

# Amazon as Web 2.0 Done Right

Amazon.com: James Tiptree, Jr.: The Double Life of Alice B. Sheldon: Books: Julie Phillips - Mozilla Firefox

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http://www.amazon.com/gp/product/0312203853/ref=pd\_rvl\_gw\_3/104-0147381-3115970?ie=UTF8

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JAMES TIPTREE, JR.  
The Double Life of Alice B. Sheldon  
JULIE PHILLIPS

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Find: doma Find Next Find Previous Highlight all Match case Reached end of page, continued from top  
Done

Libvibe & YouTube

# Wonderfully stentorian librarian voice delivering news via podcast

LibVibe: the library news podcast - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://libvibe.blogspot.com/

Customize Links Search OED Online Subscribe with Bloglines TSSL -- v. 22, no. 3 -- ... Add to Connotea

Google libvibe Search PageRank ABC Check AutoLink AutoFill Subscribe Options libvibe

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Blogger SEARCH THIS BLOG SEARCH ALL BLOGS BlogThis! GET YOUR OWN BLOG FLAG? NEXT BLOG»



11 OCTOBER 2006

## LibVibe - 11 October 2006

Click on the link above to *listen* to the program.

Stories reported:

Arson destroys Williamsport library; Turmoil in TN: after LSSI contract, director sent home; City libraries in 'crisis' as staff shortages close doors; At Philly 'Future' school, books are so 20th Century; Library volunteers just say no to drug testing.

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-----

Innovative Interfaces

-----

POSTED BY LIBVIBE AT 9:56 PM

A PODCAST CHECK OF  
LIBRARY NEWS HEADLINES.  
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LINKS

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# Free online video, many opportunities for outreach

YouTube - Rock 'n' Roll Library - Mozilla Firefox

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http://www.youtube.com/watch?v=ItCIHaksjf4

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**You Tube** Broadcast Yourself

Hello, [kgschneider](#) | My Account | History | QuickList | Help | Log Out


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**Rock 'n' Roll Library**



Added **March 31, 2006** **SUBSCRIBE** to [stephlibrarian](#)

From [stephlibrarian](#)

A geeky guy is transformed by the librar ... ([more](#))

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Tags [library](#) [rock](#) [books](#)

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Embed `<object width="425" height="350"><param name="`

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Views: 5,936  
Comments: 3  
Favorited: 13 times  
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**More and more,  
your most passionate users will never meet you face to face.**

**More and more,  
your most alienated users will never meet you face to face.**



# The Curse of Biblish

It is easier for a camel to pass through the eye of a needle than to find a library website that is usable and friendly and provides services rather than talking about them in weird library jargon.

# Your website is your ambassador to tomorrow's library funders.

The screenshot shows a Microsoft Internet Explorer browser window displaying the City of Palo Alto Library's online resources page. The address bar shows the URL <http://www.cityofpaloalto.org/library/reference/resourcesonline.html>. The page features a navigation bar with links like Back, Forward, Stop, Home, Search, Favorites, and a search box. The main content area is titled "Resources Online" and "Library", with a sub-header "Available 24/7 with a variety of services". Below this, there are three main sections: "Magazines & Media", "Business & Co. Reports", and "Newspapers". Each section lists various resources with "More Info" links. A callout bubble is overlaid on the page, containing the text: "Far too many libraries put their list of resources *inside* their firewall— imagine if you shopped for groceries that way!". The browser's status bar at the bottom shows "Internet".

City of Palo Alto - Library - Reference - Resources Online! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://www.cityofpaloalto.org/library/reference/resourcesonline.html> Go Links

Google palo alto public library Search Web AutoFill

Search Web

## Resources Online

### Library

Available 24/7 with a variety of services. Call reference at 329-2664 or email [libraryreference@cityofpaloalto.org](mailto:libraryreference@cityofpaloalto.org). Click on the left to go directly to that database.

**RESOURCES ONLINE..... Always Open!**

Magazines & Media	Business & Co. Reports	Newspapers
<b>General Magazines</b> <a href="#">More Info</a>	<b>Business News</b> <a href="#">More Info</a>	<b>International &amp; National News</b> <a href="#">More Info</a>
<b>Elibrary (from inside library)</b> <a href="#">More Info</a>	<b>Company Profiles</b> <a href="#">More Info</a>	<b>National News</b> <a href="#">More Info</a>
<b>Elibrary</b> <a href="#">More Info</a>	<b>Reference USA</b> <a href="#">More Info</a>	<b>Local News</b> <a href="#">More Info</a>
Problems accessing elibrary? Read this.	Problems accessing Reference USA? Read this.	<b>Historical New York Times</b> <a href="#">More Info</a>
<b>Informa</b> <a href="#">More Info</a>	<b>OneFile</b> <a href="#">More Info</a>	Problems accessing the Historical NYT through ProQuest? Read this.
<b>OneFile</b> <a href="#">More Info</a>		<b>OneFile</b> <a href="#">More Info</a>
<b>Homework Help</b>	<b>Homework Help</b>	<b>Homework Help</b>

Internet



Information flows down the path of least resistance. If you block a tool the users want, users will go elsewhere to find it.



You cannot change the user,  
but you can transform the user experience to meet the user.



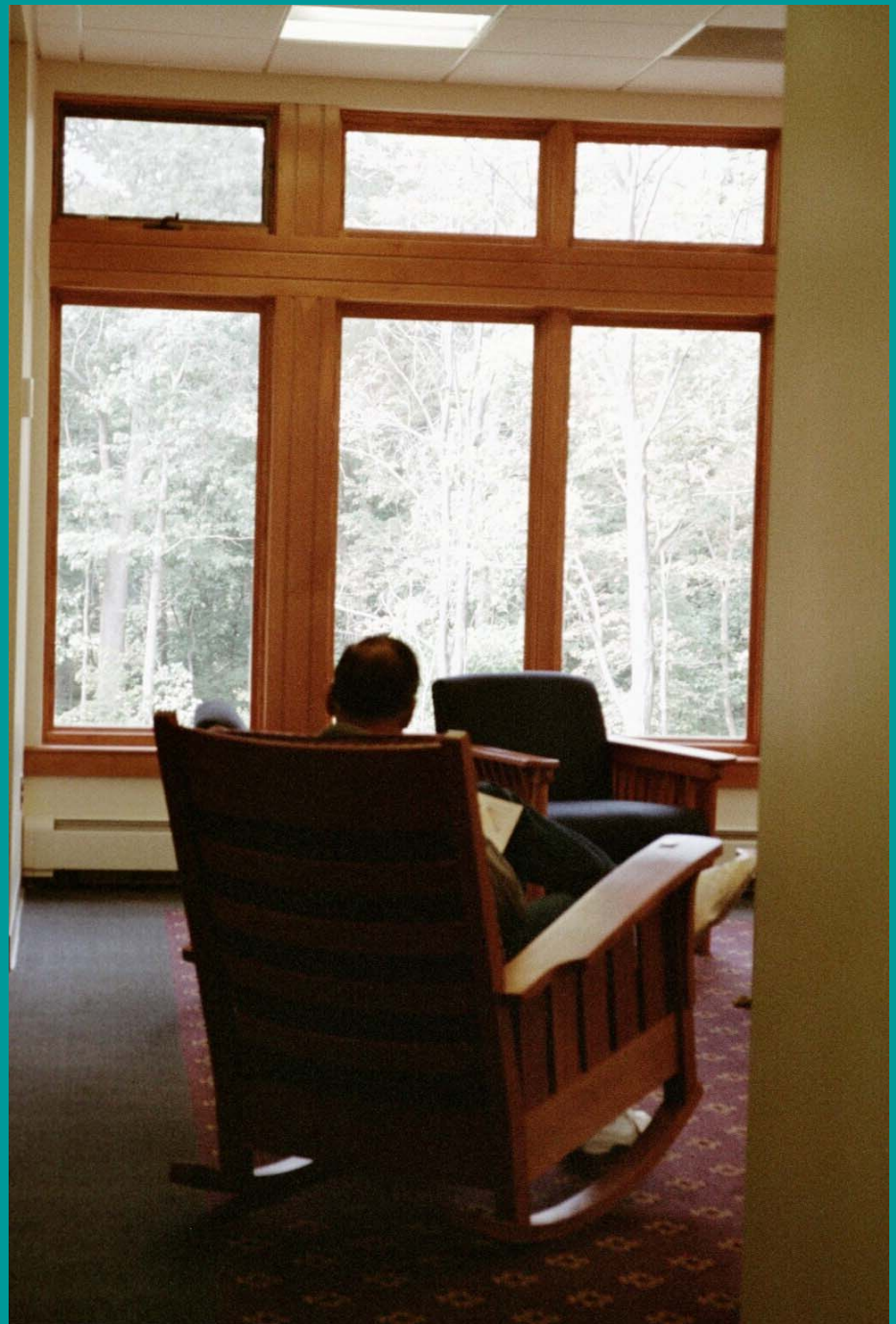
Wireless classroom, NY





Coat closet transformed into laptop storage

The most significant help you can provide your users is to add value and meaning to the information experience, wherever it happens; defend their right to read; and then get out of the way.





We have wonderful third spaces that offer our users places where they can think and dream and experience information.



Is your library a place where people can dream?





# Thanks to Moreover for their generous support!

