The Extensible Library: Library 2.0 and Patron 2.0
The Public Library Perspective

SOCIETY FOR SCHOLARLY PUBLISHING
JUNE 8, 2007
SAN FRANCISCO

LORI BOWEN AYRE, MLIS
PRINCIPAL
THE GALECIA GROUP

Public Library 2.0

- Library is user oriented and convenient
- Services are interactive
  - user contributed content being is used to add value
- Services are mostly self-service but with expertise available
- Library is where the user is
  - MySpace, Flickr, Google (via Worldcat)
- Library is fun and has something for everyone
  - gaming as well as click-free zones

Today's Library Patrons: Dr. Jekyll and Mr. Hyde

- Comfortable with technology
- Expect instant gratification
- Prefer downloading or getting things in email
- Has no time

- Computer illiterate
- Used to waiting for things
- Prefers books, magazines and browsing the stacks
- Has no money

One thing they both have in common...

Neither of them

gets

subscription databases

The Long Tail

NetFlix services the long tail

Walmart services the head of the tail

Public libraries service the long tail *and* short head

But they are not servicing either end as effectively as they could…

Commitment to Free Services

- Libraries are losing out to services like Amazon that are more convenient

- Many potential users would rather pay for the convenience of buying a book than wait for the free (but slow) library service

- Many librarians feel offering for pay services diminishes the services provided for free

Setting Aside Values….

- By sticking to "for free only," Dr. Jekyll's needs are not being met
  - home/office delivery, personal messenger
  - buy items through his library
  - queue items, send automatically, no fines
  - or, debit fines automatically
- Even if librarians get comfortable with charging for services, they don't have a good way to add "for pay" services

Aren't you the people who want to sell books?

- Offer options to sell directly to patrons from library websites
  - users select
  - users pay you online
  - you deliver
- Libraries get credit for providing the service

You want to make people aware of your books, right?

- Offer to provide RSS feeds of new titles on library websites
- Help libraries make purchase decisions by
  - capturing requests from patrons for titles desired
  - letting libraries know what their users have requested

More Ideas for Publishers

- More preprocessing options
- Direct delivery (drop ship)
- Book 'buy backs' – resell them for libraries
- Print on demand
- Digitize on demand
- Make digitization and online availability one step in publishing lifecycle
- Make books available in multiple formats right from the start

Journals

Nobody understands subscription databases – make them go away

Instead:
1. Make discovery possible
2. Make access easy
3. Make it affordable to buy individual articles

Think iTunes

- Unbundle articles from journals
- Unbundle journals from databases
- These become access points for discovery not basis for licensing
- Charge libraries for "find and get" services
- $ .99/song adds up…
- Make discovery possible for every article
- Make access easy
- Make many more $ .99 sales

Keep in mind….

- The Public Library is the only authentication option available for many people
- Public libraries need to have licenses that ensure that even the poor can access high quality information
- The public library licenses should reflect their unique position in society

Interoperability Levels of RFID Tags

- Level 1: within the library
  - shouldn't ever have to replace tags once in a book
- Level 2: within the community
  - library tags only read by library readers
- Level 3: within ILL
  - same tags work in all libraries
- Level 4: supply chain
  - Tags placed in books as high in supply chain as possibe

Rethinking Resource Sharing Manifesto

- Restrictions shall only be imposed as necessary by individual institutions with the goal that the lowest possible barriers to fulfillment are presented to the user.

- Library users shall be given appropriate options for delivery format, method of delivery, and fulfillment type, including loan, copy, digital copy, and purchase.

- …no material that is findable should be totally unattainable.

- Libraries should offer service at a fair price rather than refuse…

Closing Thoughts

HELP PUBLIC LIBRARIES EXTEND DISCOVERY AND FULFILLMENT OPPORTUNITIES