

# Hyperlinked Library Services for Everyone: Innovations & Evolution

Michael Stephens, PhD  
Tame the Web & SJSU SLIS  
RCPL Staff Education Day  
November 9, 2011





<http://www.flickr.com/photos/flightlessxbird365/3740808686>



“The Library is unlimited  
and cyclical”  
Jorge Luis Borges



# What keeps you up at night?





“I want risk-takers...innovators.. and creatives.”







“Everything is  
different now.”



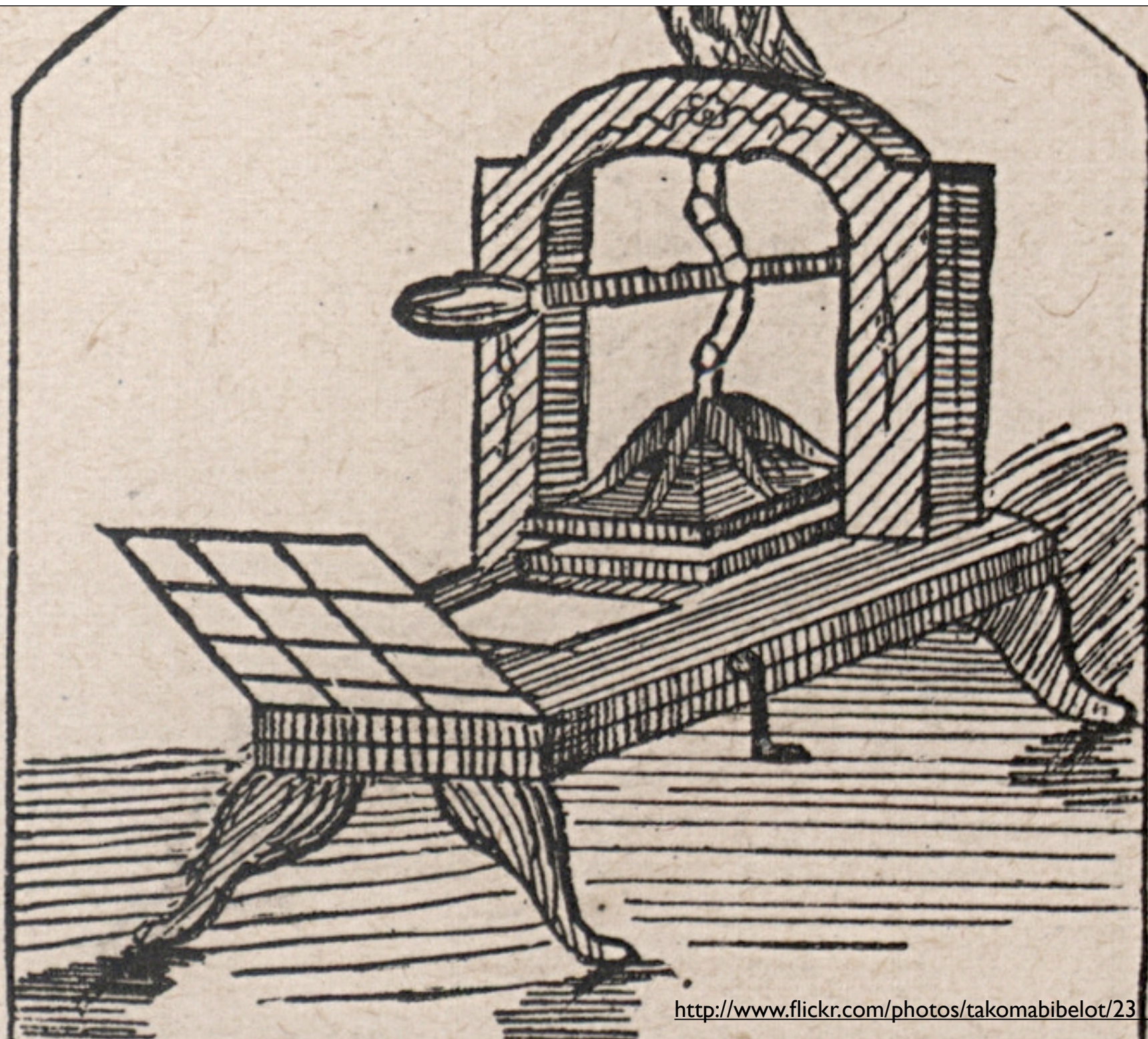
# Hyperlinked World



Any sufficiently advanced  
technology is  
indistinguishable from magic.















<http://www.flickr.com/photos/flightlessxbird365/3740808686>





# Continuous Computing



[http://www.technologyreview.com/read\\_article.aspx?id=16236](http://www.technologyreview.com/read_article.aspx?id=16236)

<http://www.flickr.com/photos/striatic/101594790>



# Ubiquitous Social Connections





# The Web has changed everything.



Open Profiles Rich User Experience  
**Social Web**

Participatory  
**New Media**

Comments  
**Web 2.0**

Memes Radical Trust  
**Social Tools**

Harnessing Collective Intelligence

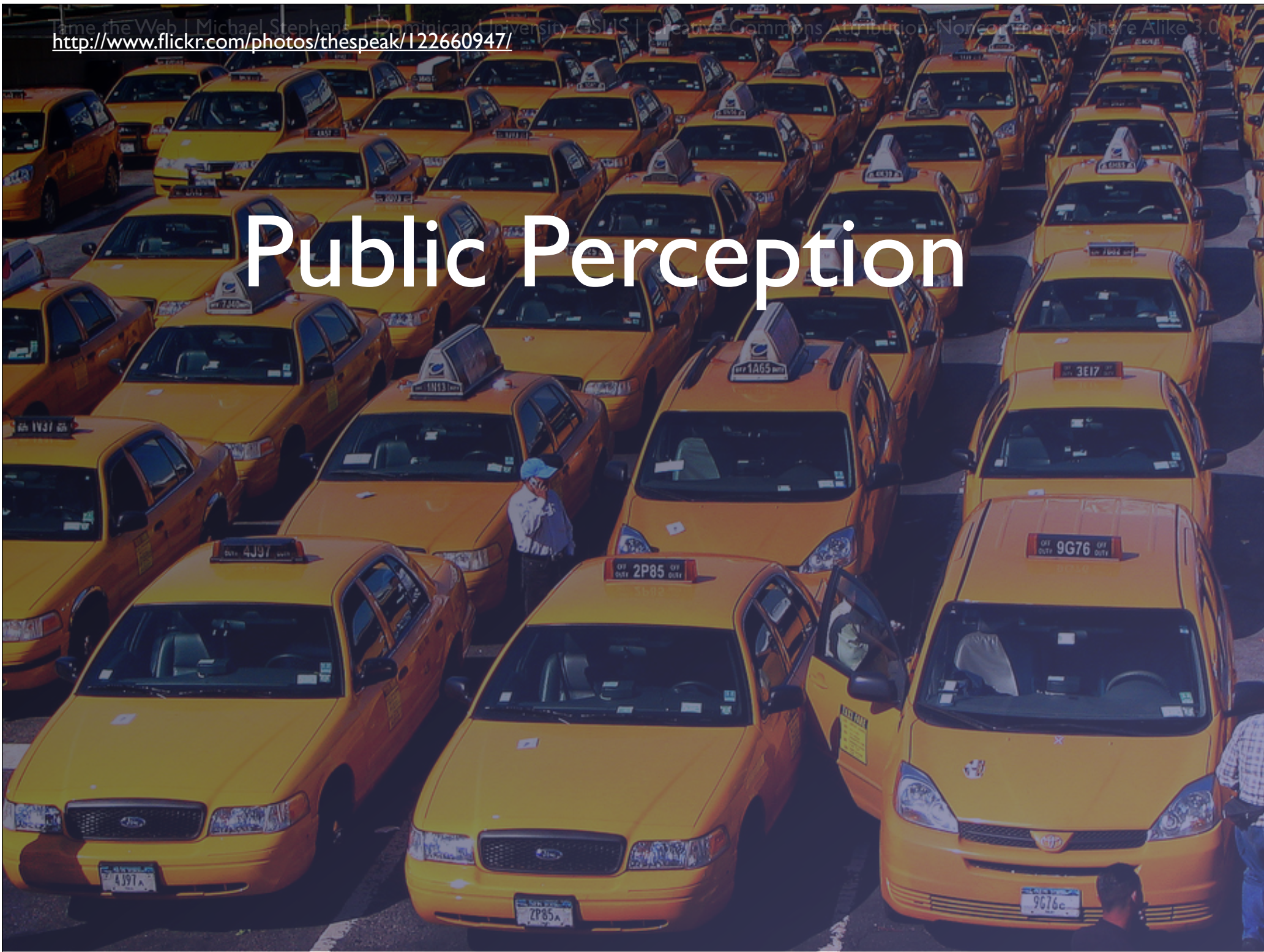
Feeds



# Challenges



# Public Perception







People start with search engines: 1% start at the library web site

Google Search

I'm Feeling Lucky

[Ad](#)  
[Pre](#)  
[Lar](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

©2008 Google

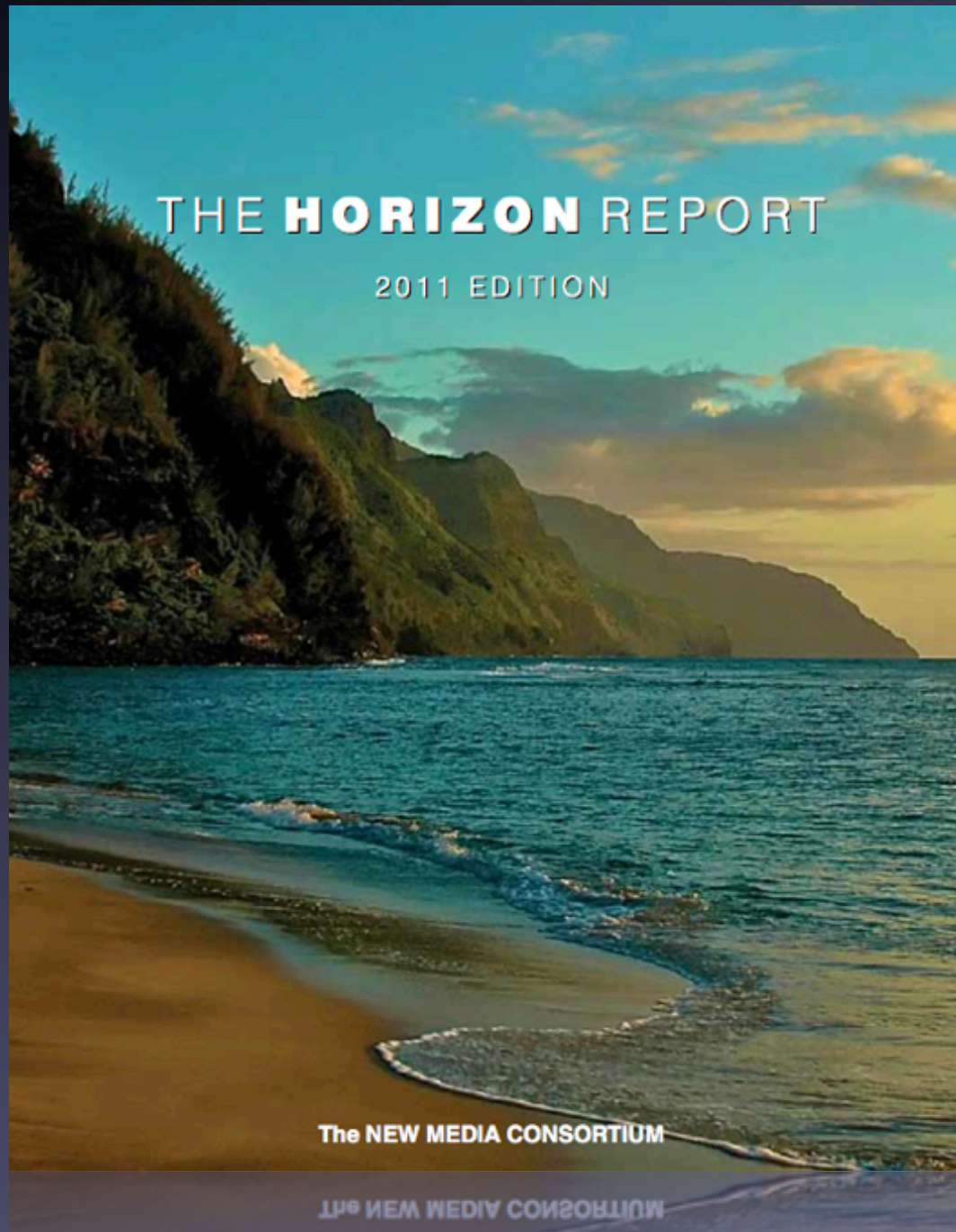
Trends toward increased information self-service and seamlessness are clearly evident in the survey results.



# CHANGES Opportunities

<http://www.flickr.com/photos/flightlessxbird365/3740808686>






<http://net.educause.edu/ir/library/pdf/HR2011.pdf>



# Horizon Report

- 1 Year or Less - Electronic Books
- 1 Year or Less - Mobile Devices
- 2-3 Years - Augmented Reality
- 2-3 Years - Game Based Learning





More than **800 million active users**  
The fastest growing demographic is  
those 35 years old and older

<http://www.flickr.com/photos/itsallaboutmich/1362473050/>

<http://www.facebook.com/press/info.php?statistics>



# CHANGE

## Current Thinking



An aerial photograph of a baseball field. The infield is made of reddish-brown dirt, and the outfield is green grass. Two people are standing on the grass near the edge of the infield. The text "Conversation is king." is overlaid in white at the bottom.

# Conversation is king.

<http://www.flickr.com/photos/metrosis/66642106/>

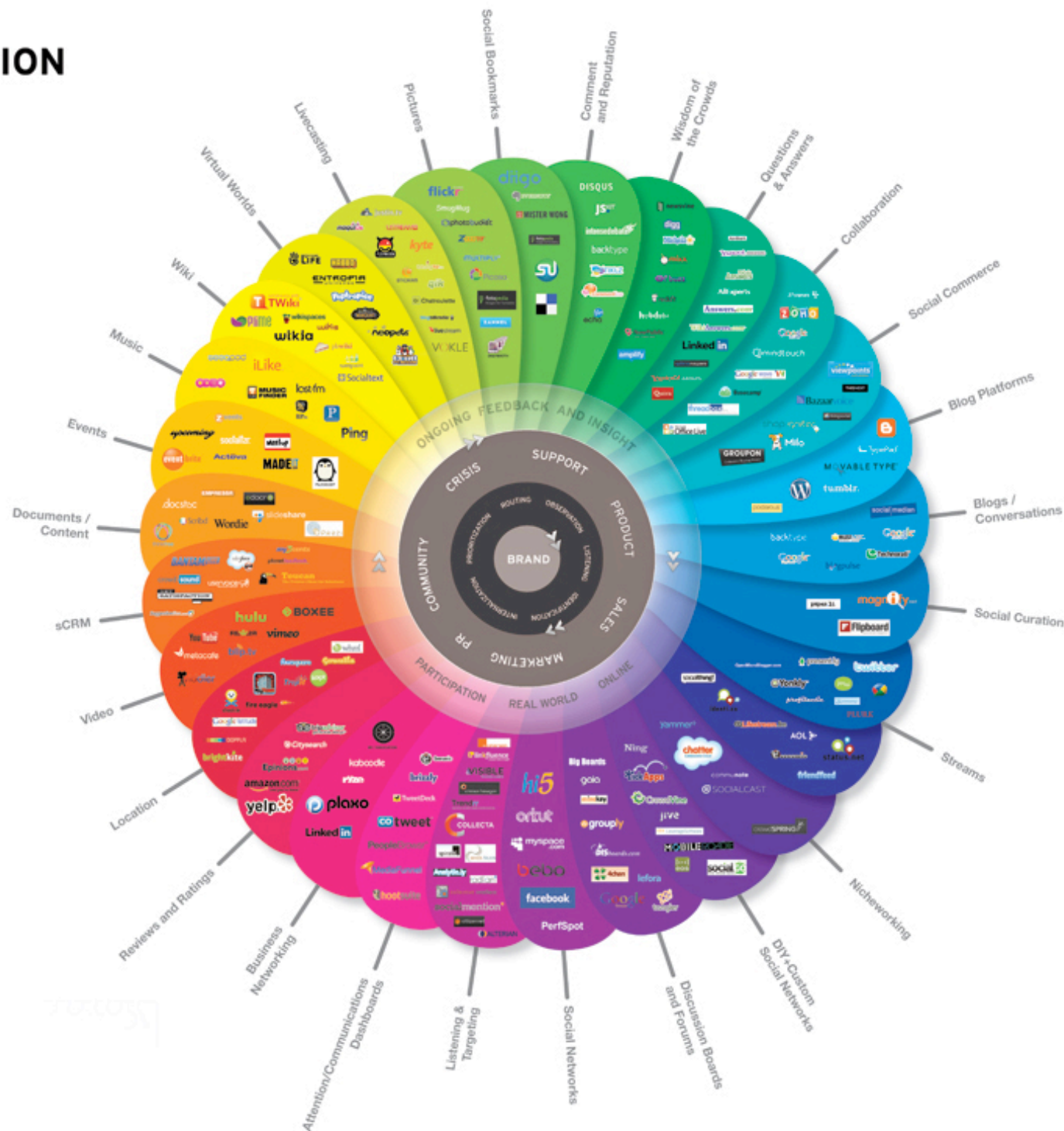


# Community Conversation



# THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



For more information  
check out [theconversationprism.com](http://theconversationprism.com)



[Edit this place](#) - ✓ [Owner-verified list](#)

## Richland County Public Library ☆

1431 Assembly Street, Columbia, SC 29201

(803) 799-9084

[myrcpl.com](http://myrcpl.com)

[Directions](#) [Search nearby](#) [Save to map](#) [more ▼](#)

[WRITE A REVIEW](#)

[Upload a photo](#)

► **Categories:** Public Library, Youth Organizations Centers..., Charitable & Non-Profit...

► **Hours:** Today 9:00 am – 9:00 pm

3 reviews **Your rating:** ★★★★★

hampton bostick · lucy hampton · free wifi hotspots · wachovia gallery · chicken man

Richland County Public Library is the public library system of Richland County, South Carolina. It has 11 branches including its 242000 ft2 Main Library. In 2001, it was named the National Library of the Year by the Library Journal and the Gale Group. - All text is available under the terms of the GNU Free Documentation License - Wikipedia

Public Library serving Columbia SC in the Richland County area. - From the owner

### Photos

[Upload a photo](#)



Panoramio



Panoramio



myrcpl.com

[myrcpl.com](http://myrcpl.com)



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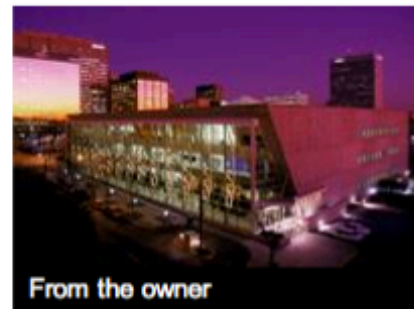
### Reviews

[WRITE A REVIEW](#)

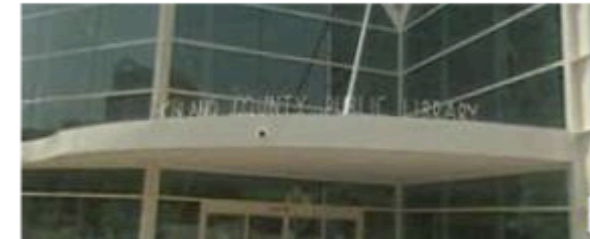


Payne - Jul 19, 2011

★★★★★ **Awesome library!** Incredible catalog of books, videos, CDs, and magazines, and the staff is always



From the owner



### Job Openings

Search For Job Openings.  
Apply For a Position Today!  
[www.FindTheRightJob.com](http://www.FindTheRightJob.com)

### Nonprofit Raffle Tickets

Custom Raffle Ticket Printing. 200+ Designs. 10% Nonprofit Discount.  
[TicketPrinting.com/RaffleTickets](http://TicketPrinting.com/RaffleTickets)

### Pell Grants For Adults

You May Qualify for Grants to Earn Your Degree Online. Start Today!  
[www.ClassesandCareers.com/Colleges](http://www.ClassesandCareers.com/Colleges)

### Non-profit jobs

Promote economic freedom.  
Join the Koch Associate Program!  
[www.CharlesKochInstitute.org](http://www.CharlesKochInstitute.org)

This is the best library  
I've ever been to This  
library has an extensive,  
well-organized selection.  
The staff is very helpful  
and courteous. I love  
RCPL!



**Awesome library!** Incredible catalog of books, videos, CDs, and magazines, and the staff is always very friendly and helpful. I live in Lexington County and pay the \$60 annual non-resident fee to be able to have a card ... money well spent!



# Transparency



<http://www.flickr.com/photos/93896575@N00/698692268>



# The Transparent Library





# Open Communication & Decision Making



# Be Selfish, Promote Service

<http://www.libraryjournal.com/article/CA6663769.html>

<http://www.flickr.com/photos/mdumlao98/237755557/>





# Telling our story to all.



CHANGE

“A growing organism...”





# What can we do?



# How do we go forward?

<http://www.flickr.com/photos/scampion/2792352899/>



# What does this evolving library look like?

REVISED  
EDITION



# Core Values evolve.





# Stewardship





<http://www.flickr.com/photos/mediaeater/197563926>





Signed in as [mstephens7](#) (1 new) [Help](#) [Sign Out](#)

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## Where in the World are Our Friends?

[Slideshow](#)

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Friends of RCPL Travel with Eco-Friendly Bags! Want one? On sale at all RCPL locations! Get yours today! Learn more about joining the conversation here:

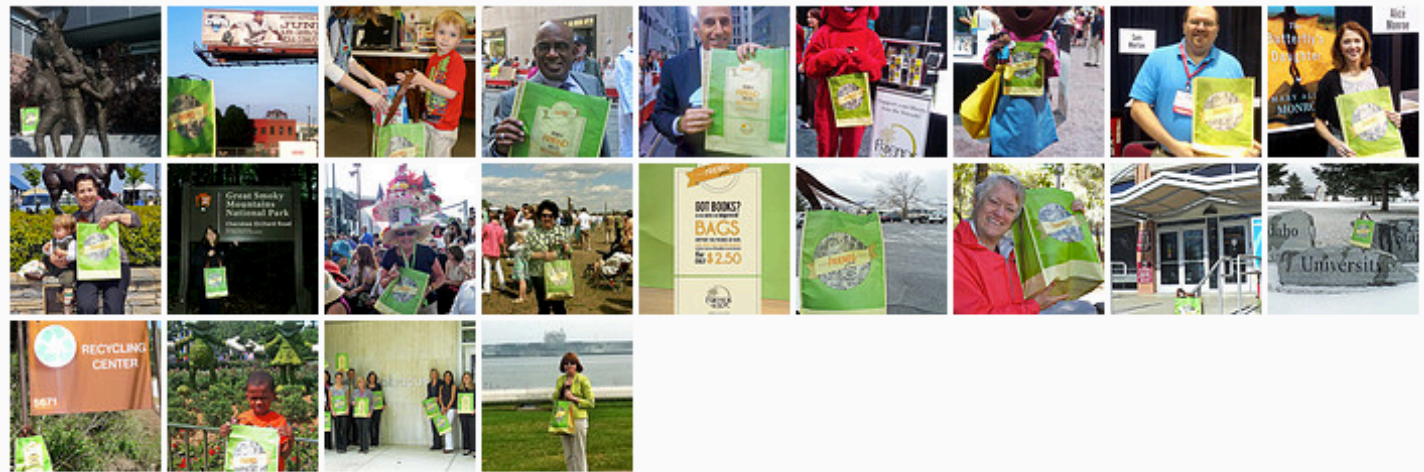
[myrcpl.com/news/06/2011/take-your-friends%E2%80%99-tote-y...](http://myrcpl.com/news/06/2011/take-your-friends%E2%80%99-tote-y...)

22 photos | 10 views | [Add a comment?](#)

items are from between 22 Mar 2011 & 05 Jul 2011.



[Feed](#) – Subscribe to the set "Where in the World are Our Friends?"





# Service









**katswartz** katswartz

Meeting w/ @myRCPL Melanie Huggins about leadership programs & partnerships with @ColaSCChamber & @impactcolumbia 4sq.com/nn0KuY

26 Aug

— in reply to @katswartz ↑



**@myRCPL**

myRCPL

@katswartz . Have a great meeting @myRCPL today! We love partnerships and look forward to working with you!

26 Aug via HootSuite ☆ Favorite ↻ Retweet ↩ Reply

Mentioned in this Tweet



**katswartz** katswartz · Follow

@ColumbiaSC native + cheerleader. VP for @ColaSCChamber, @LeadershipCAE & @ImpactColumbia. Mother to 3 awesome four-legged children. Daughter, sister & friend.



**myRCPL** myRCPL · Follow

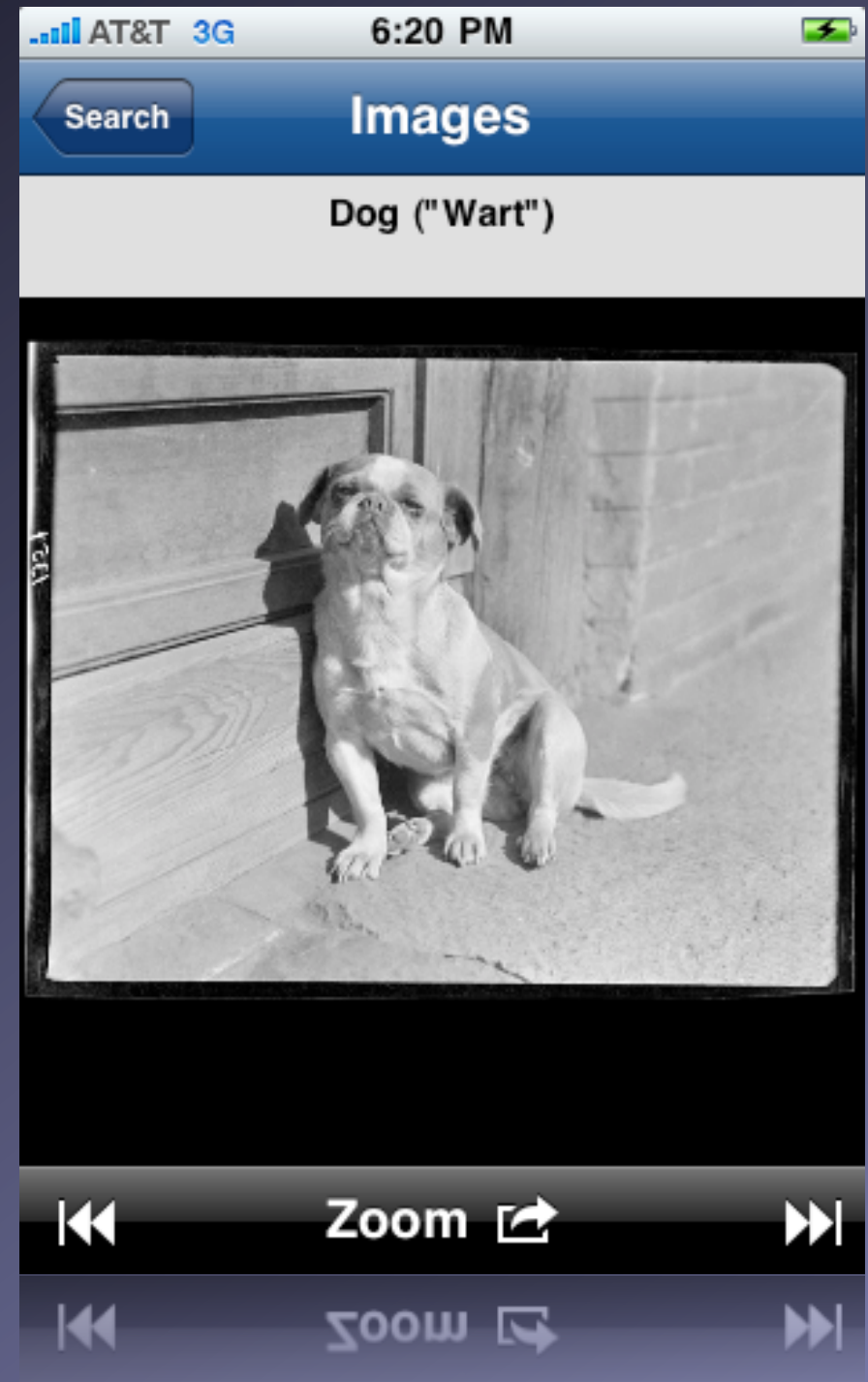
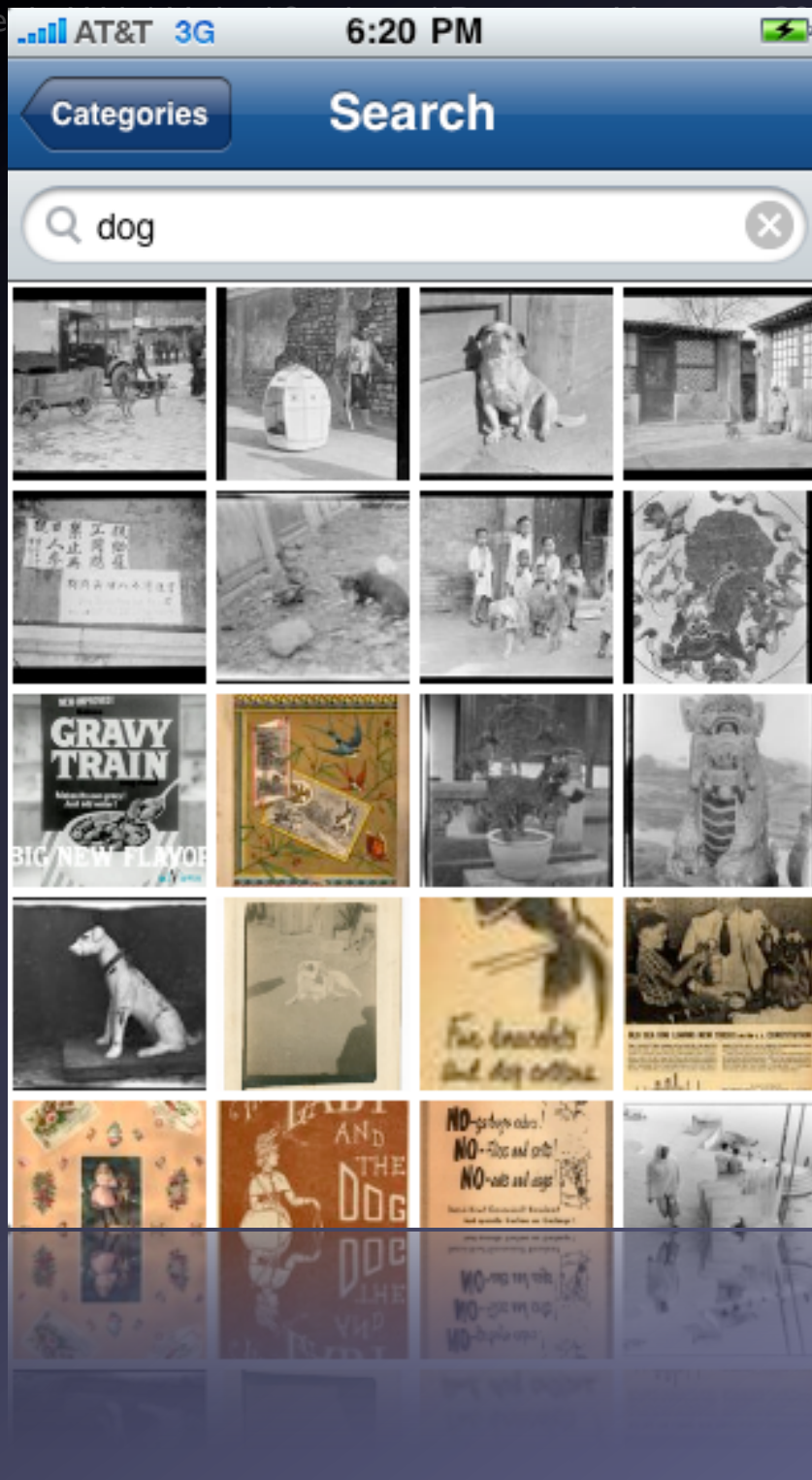
There's something for everyone at the Richland County Public Library. Check us out today!



# Access







# Professionalism











# Technology use evolves.





# Technolust



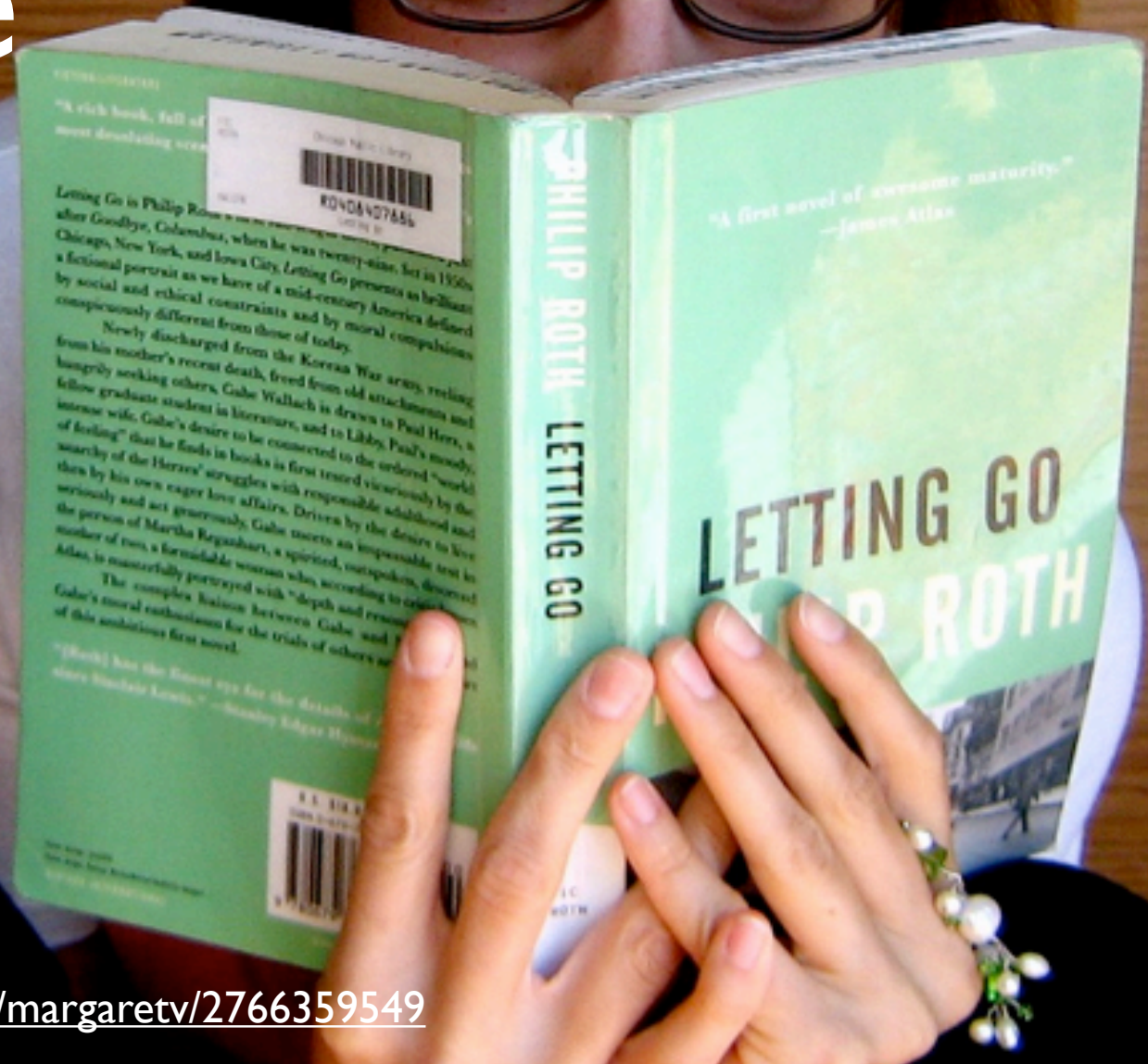


# Technostress



<http://www.flickr.com/photos/ndm007/510980765/>

# Techno-divorce



<http://www.flickr.com/photos/margaretv/2766359549>





# Techno-hesitation

<http://www.flickr.com/photos/bluejeff/3116763658/>



# Technophobia





13:32:38  
10.Mrz.2010

## Die Stabi twittert jetzt auch

Nutzen Sie den  
Microblogging-  
Dienst Twitter?

Dann folgen Sie doch  
der Stabi unter  
[twitter.com/stabihh](https://twitter.com/stabihh)



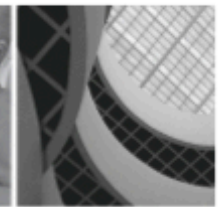
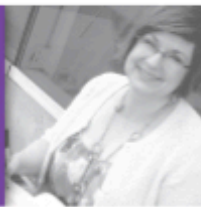
# Techno-integration





# RICHLAND COUNTY PUBLIC LIBRARY

inspire. inform. entertain.



Search our catalog:

Go

my account

hours & locations

events

books, movies, music &  
more

support RCPL

children

teens

research & learning

employment

about RCPL

community services

## headlines

how do I... ▼



### **Concert at Your Library this Sunday:**

Bring the family for a special performance by folk singer **Elizabeth Mitchell** at **3 p.m. on Sunday, November 13** in the Children's Room of the Main Library, 1431 Assembly St. Mitchell will perform beautiful folk music with her husband and young daughter. She shares her variety of songs for joy and the benefit of sharing music with children.



### **RCPL To Close for Staff Education Day Tomorrow**

All library locations will be closed on **Wednesday, November 9** for Staff Education Day. Library staff from all locations will gather to discuss innovation in libraries and attend training in an effort to better serve library customers and the community. To renew materials, please visit [your account](#) or call 929-3425 or 929-3427. Items can be returned using the book drops available at all 11 RCPL locations.



### **Kindle lovers - start downloading at your library!**

RCPL's [eBook collection](#) is now compatible with the Amazon Kindle. More than **5,000 titles** can be downloaded from the library's website so you can take your library everywhere you go. Download the latest bestseller or that biography you've been meaning to read. What are you waiting for? Grab your Kindle, iPad, Nook, eReader, iPhone and start downloading today. Need help? [Click here](#) or call us at 803-929-3450.

[See all recent news](#)

## get rcpl E-NEWS

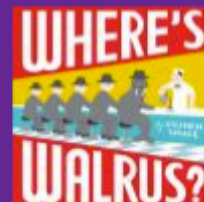
Want to get e-mails about  
upcoming events and free  
classes at the library?

support  
RCPL

get  
downloads

new  
releases

@  
RCPL



[see new  
books](#)


[see new  
DVDs,  
CDs and  
more](#)

inspire  
inform

We welcome  
everyone.





A photograph of a library interior. In the foreground, a person's legs wearing grey trousers and black high-heeled shoes are visible, resting on a purple carpet. In the background, there are tall bookshelves filled with books, a blue metal cart, and other people in the distance. The text is overlaid in white, bold, sans-serif font.

Librarians - make people  
feel welcome - and  
personalize their service.  
Samuel Green



1876



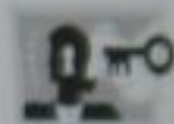
# Encouraging or Discouraging?





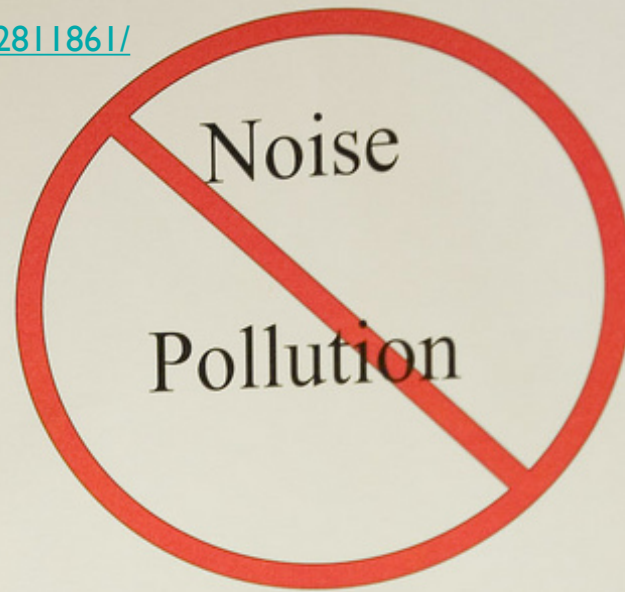


MUST HAVE A VALID LIBRARY  
CARD TO HAVE ACCESS TO  
THE BATHROOM





<http://www.flickr.com/photos/trucolorsfly/2632811861/>



WHAT PART OF QUIET DIDN'T YOU  
UNDERSTAND?



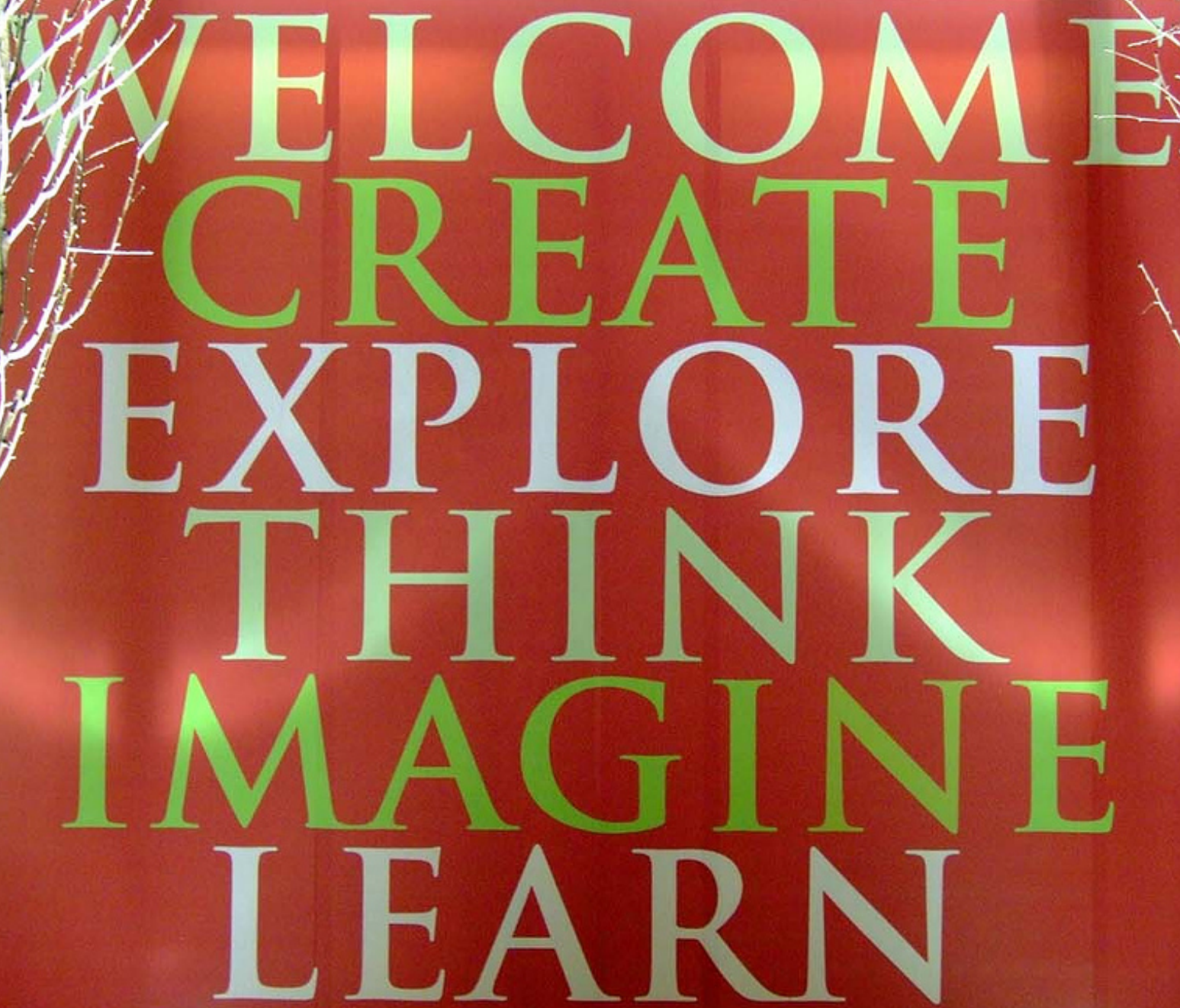


ASK HERE

EXIT





A large red wall serves as the background for the text. Two bare, white trees are positioned on either side of the wall. The text is arranged in seven lines, alternating between white and green colors. The words are: WELCOME, CREATE, EXPLORE, THINK, IMAGINE, and LEARN.

WELCOME  
CREATE  
EXPLORE  
THINK  
IMAGINE  
LEARN



# returns here please

Please direct all your enquiries to our  
Customer Service Desk inside the library





It's a pleasant visit for all  
please-



**NO CELL PHONES!**



**NO FOOD OR DRINKS!**



**NO SMOKING!**

WELCOME



RESERVED  
FOR  
DIRECTOR









**This is a  
designated  
quiet area!  
Do Not Move  
the Furniture**





<http://www.flickr.com/photos/jensenpernille/2981390059/>







# Perform a “Kindness Audit.”



Info  
environments  
evolve.





A man in a white lab coat is sitting on a red metal wall, looking down at a small mobile device in his hands. The background is a red metal wall with horizontal ridges. The text is overlaid on the right side of the image.

The mobile device will be  
the primary connection  
tool to the internet  
for most people in the  
world in 2020.

<http://www.pewinternet.org/Reports/2008/The-Future-of-the-Internet-III.aspx>

<http://www.flickr.com/photos/darwinbell/3196413626/>





<http://www.flickr.com/photos/byebyeempire/32412783/>



# Mobile Info Interaction



AT&T 3G 7:05 AM

Labrador retriever

## Labrador Retriever

Labrador Retriever



Yellow Labrador Retriever

Nicknames	Lab Labrador
Country of origin	Originated <a href="#">Canada</a> ; developed as a breed in the <a href="#">UK</a>
Traits	
Weight	Male 27–36 kg (60–79 lb)

Navigation icons: back, forward, home, refresh, search

AT&T 3G 7:05 AM

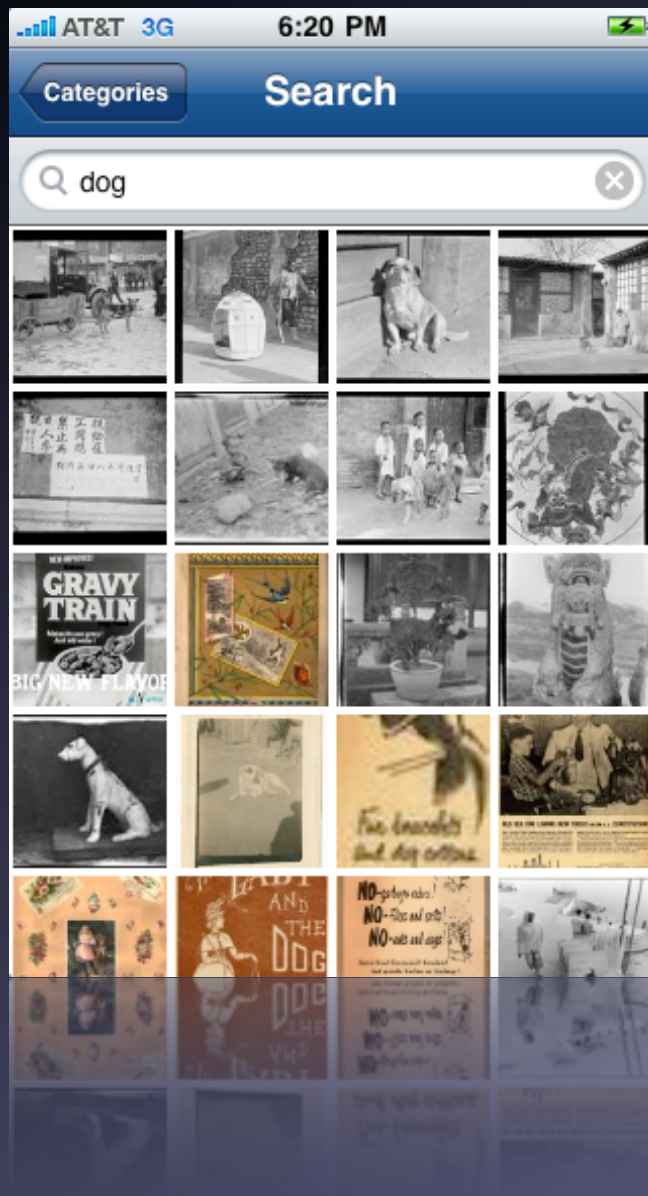
The **Labrador Retriever** (also **Labrador**, or **Lab** for short) is one of several kinds of [retriever](#), a type of [gun dog](#). They have webbed paws for swimming, useful when they retrieve their prey, hence the name retriever. The Labrador, once known as the Lesser Newfoundland, is the most popular [breed](#) of [dog](#) (by registered ownership) in the world, and is, by a large margin, the most popular breed by registration in [Canada](#), the [United States](#) (since 1991),<sup>[2]</sup> and the [United Kingdom](#).<sup>[3]</sup> It is also the most popular breed of [assistance dog](#) in Canada, the United States, [Australia](#), [United Kingdom](#) and many other countries,<sup>[citation needed]</sup> as well as being widely used by police and other official bodies for their detection and working abilities. Typically, Labradors are athletic, and love to swim, play catch and retrieve games, and are good with young children.<sup>[4]</sup>

Navigation icons: back, forward, home, refresh, search











AT&T 3:42 PM 84%



## Psalter World Map

Maps & Views



This is a miniature version of a world map commissioned by Henry III in the 1230s for his bedchamber in the Palace of Westminster.

This picture was probably created before the original was destroyed in the early 1260s. Some of the details, for instance the River Nile (bottom right) or Cornwall (bottom left), are so small they are virtually invisible to the human eye.

God is shown blessing the world. His orb is a miniaturised globe. The world, surrounded by the



God is shown blessing the world. His orb is a







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Search! Try places, people, tags.. [Go!](#)

+ [Bugs?](#) [Feedback?](#) [Leave it here!](#)

Logged in as [Michael](#) in [River Forest, IL](#)



## Welcome to foursquare!

We're all about helping you find new ways to explore the city.

We'll help you meet up with your friends and let you earn points and unlock badges for discovering new places, doing new things and meeting new people.

[\[Learn more!\]](#)

If you own a bar or restaurant, foursquare can help you find new ways to **connect with your customers**. If you're a developer, check out the **foursquare API**.

ps: Follow us on [Twitter](#) and [Tumblr](#) for the latest updates!

## Newly Crowned Mayors near River Forest, IL! [\[huh?\]](#)



[Diane S. @ Istria Cafe](#)



[Greg M. @ Home on Ellis](#)



[Steak P. @ Scoops](#)



[Nick P. @ Angels and Kings](#)



[Alanalou @ Green Mill Cocktail Lounge](#)



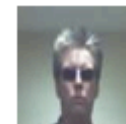
[Lindsay L. @ Stay Lounge](#)



[Matt M. @ Golden Apple](#)



[Cindy @ Home](#)



[Steven A. @ Jeri's Grill](#)



[Alanalou @ The Underground Lounge](#)



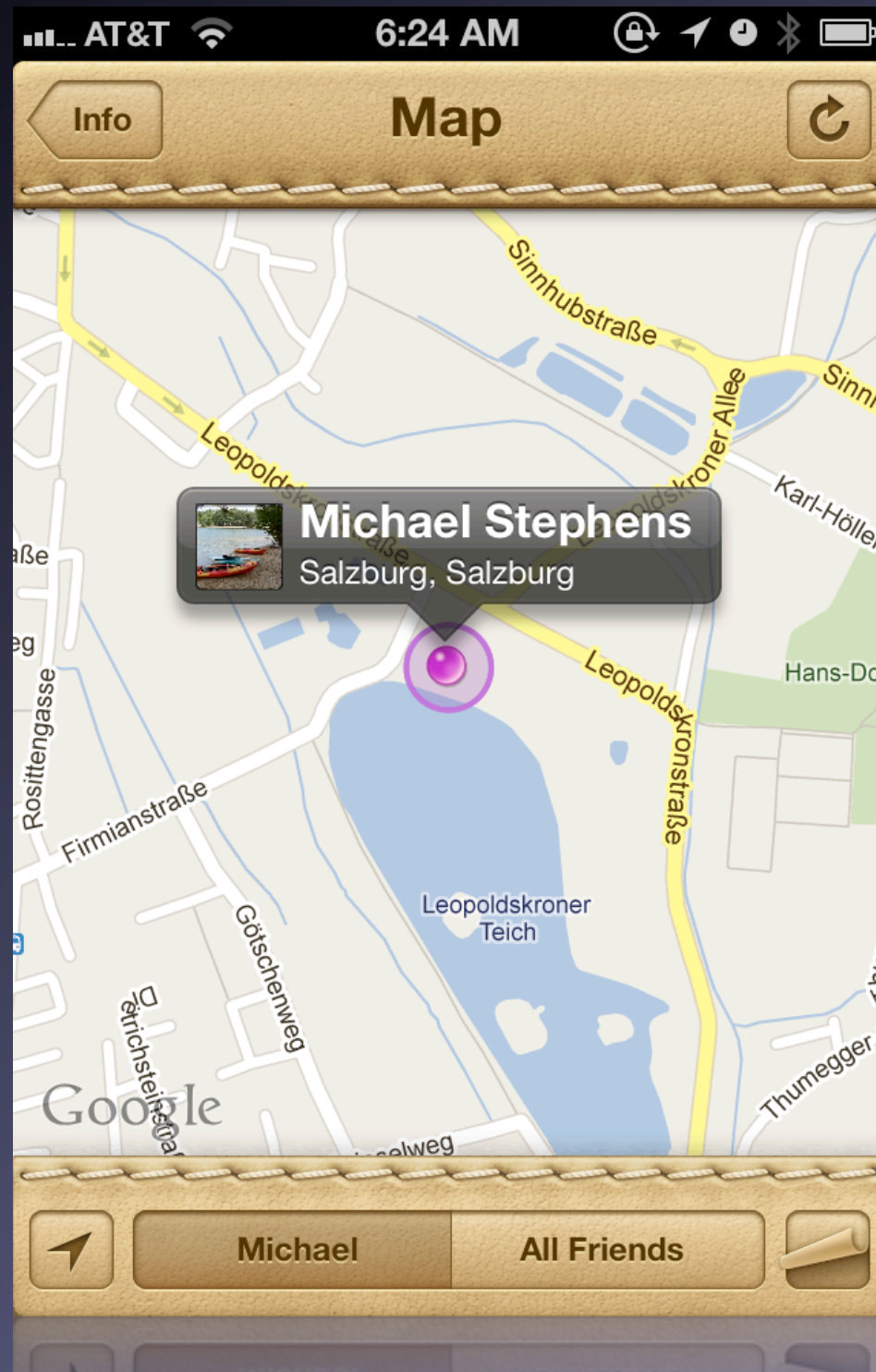
# Location Aware Info Environments



# Hyperlocal

<http://www.libraryjournal.com/article/CA6668445.html>









Michael in Chicago, IL | [Notifications](#) | [Apps](#) | [Help](#) | [Settings](#) | [Log Out](#)

[Me](#) | [History](#) | [Badges](#) | [Stats](#) | [Friends](#)

Search places, people and tips



## RCPL Cooper Branch

5317 Trenholm  
Forest Acres, SC

[Report a problem](#)



**Categories:** College Library, Library

**Tags:** *untagged*

[edit](#)

YOUR CHECK-INS | TOTAL PEOPLE | TOTAL CHECK-INS

0

25

92

Mayor

Last 60 Days



**Jennie Joe W.**  
10 checkins



Do you manage this venue? [Claim here](#)

## Tips

[Popular](#) | [Recent](#)

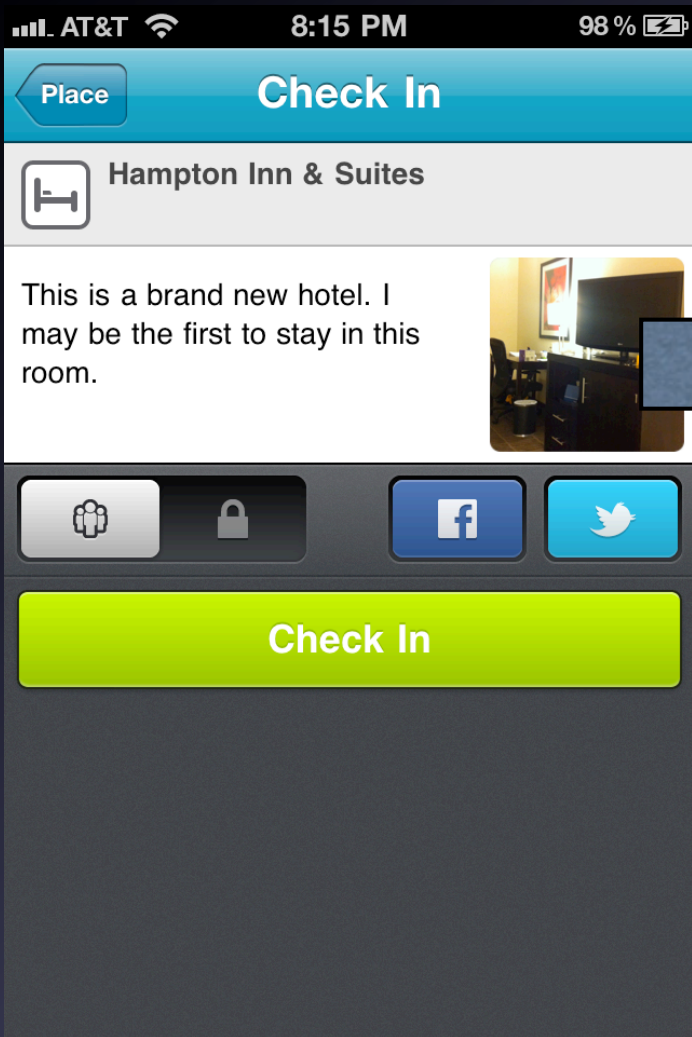
There are no Tips! Have you been here? Leave a Tip to let other people know what's good.

Example: Order the burger and ask for the secret sauce!



SHARE

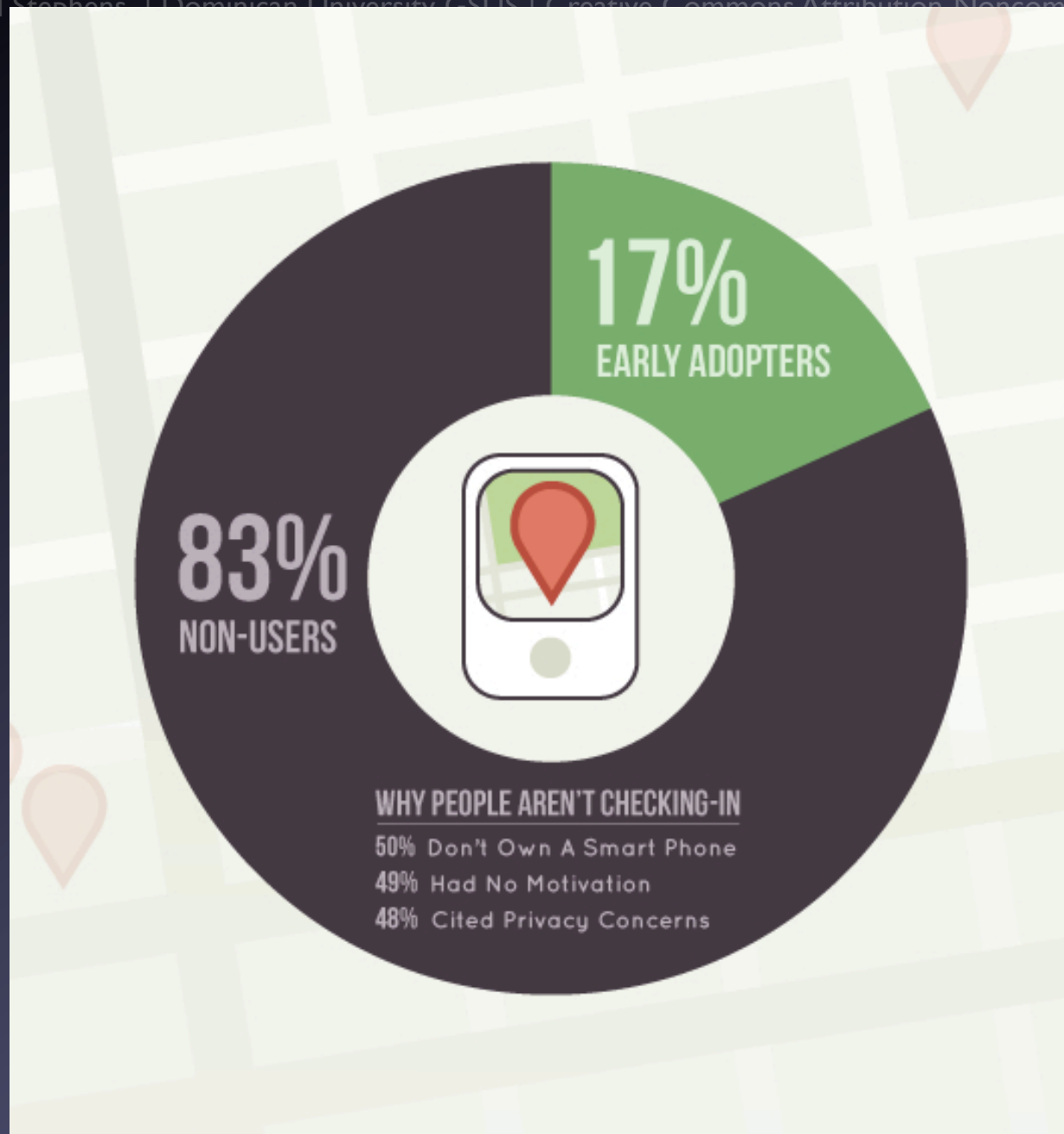




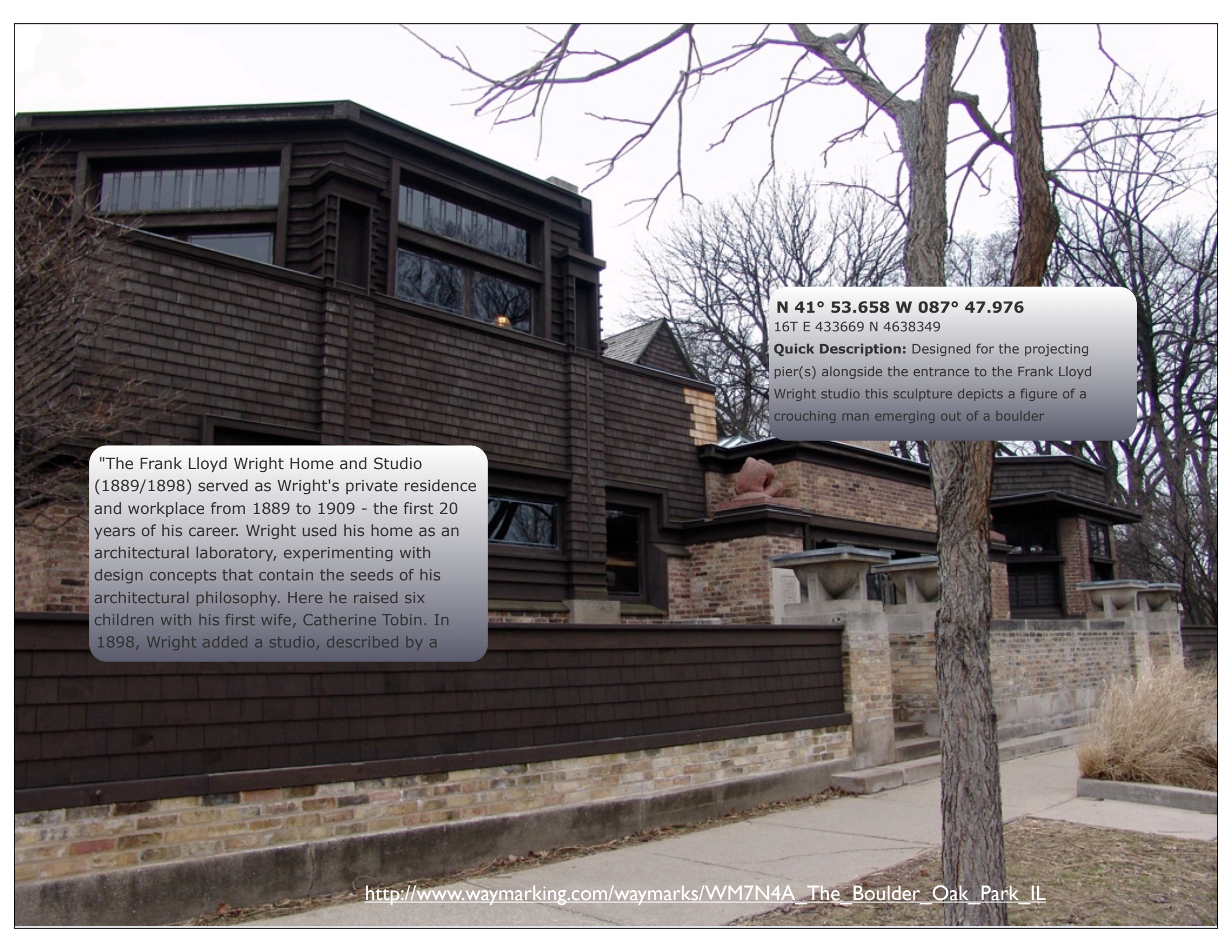


...just 4% of online Americans actually take advantage of services such as Gowalla or Foursquare that allow them to share their location with friends or to find other people who are nearby.









"The Frank Lloyd Wright Home and Studio (1889/1898) served as Wright's private residence and workplace from 1889 to 1909 - the first 20 years of his career. Wright used his home as an architectural laboratory, experimenting with design concepts that contain the seeds of his architectural philosophy. Here he raised six children with his first wife, Catherine Tobin. In 1898, Wright added a studio, described by a

**N 41° 53.658 W 087° 47.976**

16T E 433669 N 4638349

**Quick Description:** Designed for the projecting pier(s) alongside the entrance to the Frank Lloyd Wright studio this sculpture depicts a figure of a crouching man emerging out of a boulder

[http://www.waymarking.com/waymarks/WM7N4A\\_The\\_Boulder\\_Oak\\_Park\\_IL](http://www.waymarking.com/waymarks/WM7N4A_The_Boulder_Oak_Park_IL)



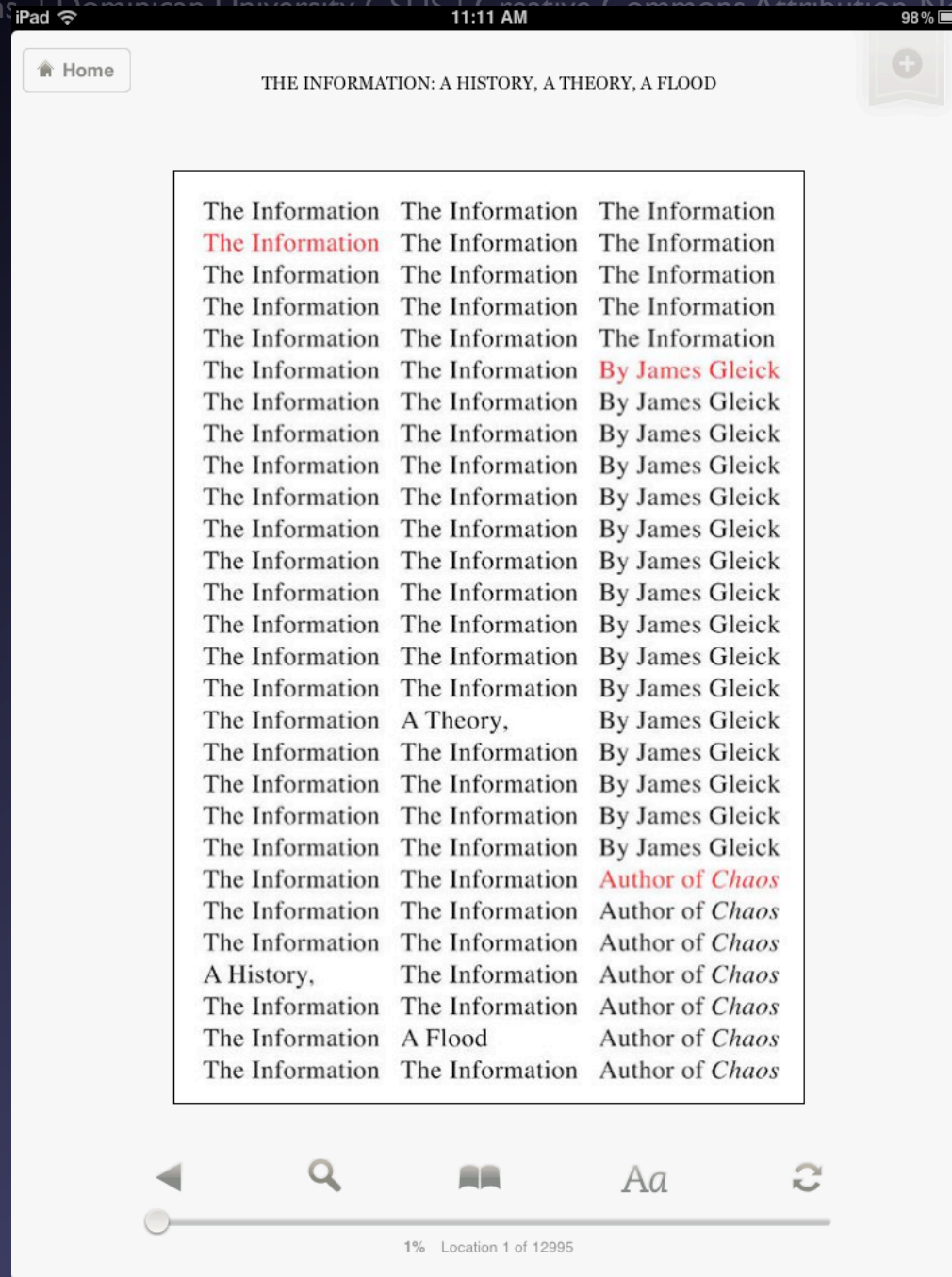


<http://vimeo.com/19148329>

[http://www.readriteweb.com/archives/this\\_is\\_the\\_creepy\\_super\\_cool\\_future\\_of\\_smartphone.php](http://www.readriteweb.com/archives/this_is_the_creepy_super_cool_future_of_smartphone.php)

# Social Reading





## THE INFORMATION: A HISTORY, A THEORY, A FLOOD

cling. Each new information technology, in its own time, set off blooms in storage and transmission. From the printing press came new species of information organizers: dictionaries, cyclopaedias, almanacs—compendiums of words, classifiers of facts, trees of knowledge. Hardly any information technology goes obsolete. Each new one throws its predecessors into relief. Thus Thomas Hobbes, in the seventeenth century, resisted his era's new-media hype: "The invention of printing, though ingenious, compared with the invention of letters is no great matter." Up to a point, he was right. Every new medium transforms the nature of human thought. In the long run, history is the story of information becoming aware of itself.

Some information technologies were appreciated in their own time, but others were not. One that was sorely misunderstood was the African talking drum.

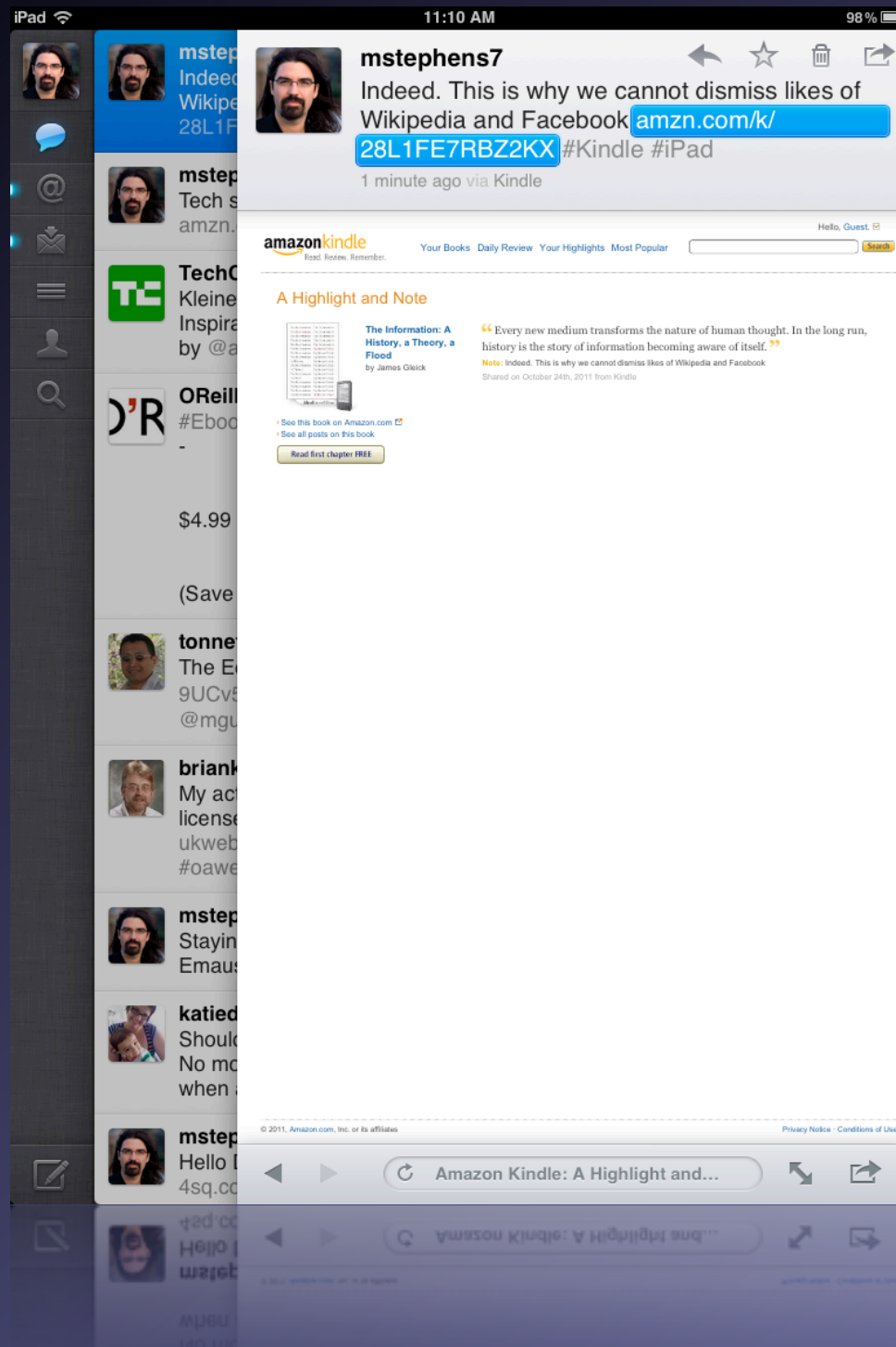
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And added drily: "In this role, electronic man is no less a nomad than his Paleolithic ancestors."

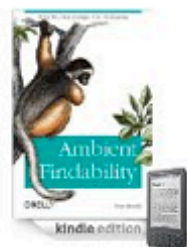
Shared

berndt





## Highlights and Notes from Michael Stephens (Twitter: [mstephens7](#))



“ Our gadgets become part of our lives. The transition from nice to necessary can happen surprisingly fast, as novel use becomes expected facility. Consider the following: Student use of wireless laptops during classroom lectures for real-time reference (e.g., to fact check the professor's claims) and backchannel communications with fellow students (i.e., the digital equivalent of passing notes). ”

**Note:** Hurrah for the back channel! Are you ready for this profs?

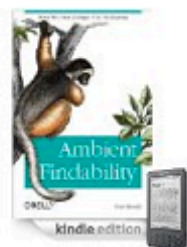
Shared on January 21st, 2011 from Kindle

[Ambient Findability](#)

by [Peter Morville](#)

[See this item on Amazon.com](#)

Read first chapter FREE



“ Why will our students not get up and walk a hundred meters to access a key journal article in the library? The natural human tendency in information seeking is to fall back on passive and sampling and selecting behaviors derived from millions of years of [evolution]....It is not surprising, then, that the methods of access designed by librarians are generally little used.[#] ”

**Note:** Bates again. can we handle this truth?

Shared on January 21st, 2011 from Kindle

[Ambient Findability](#)

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Read first chapter FREE

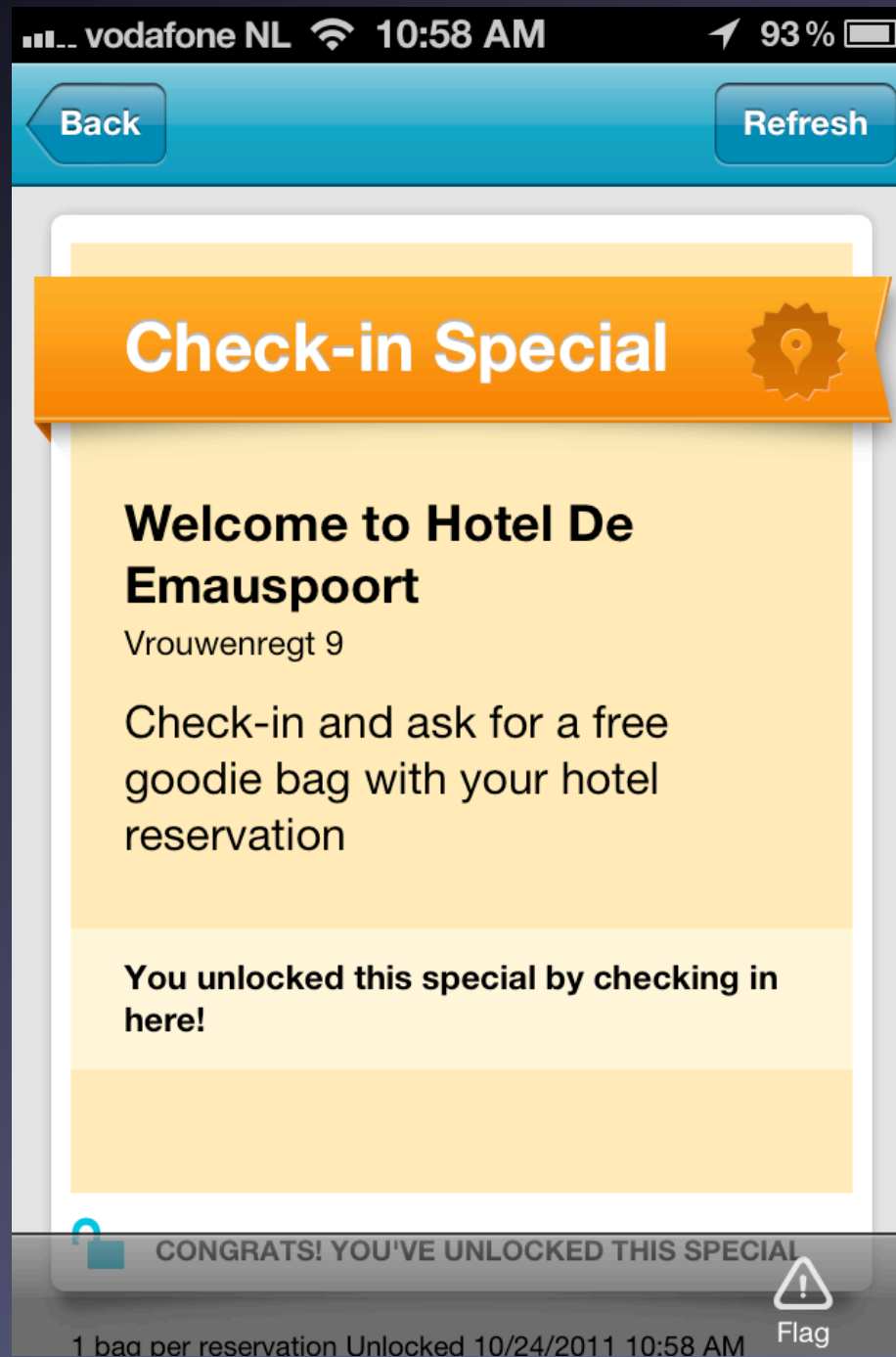
[https://kindle.amazon.com/post/see\\_more/2B0DZKSG2T33L](https://kindle.amazon.com/post/see_more/2B0DZKSG2T33L)



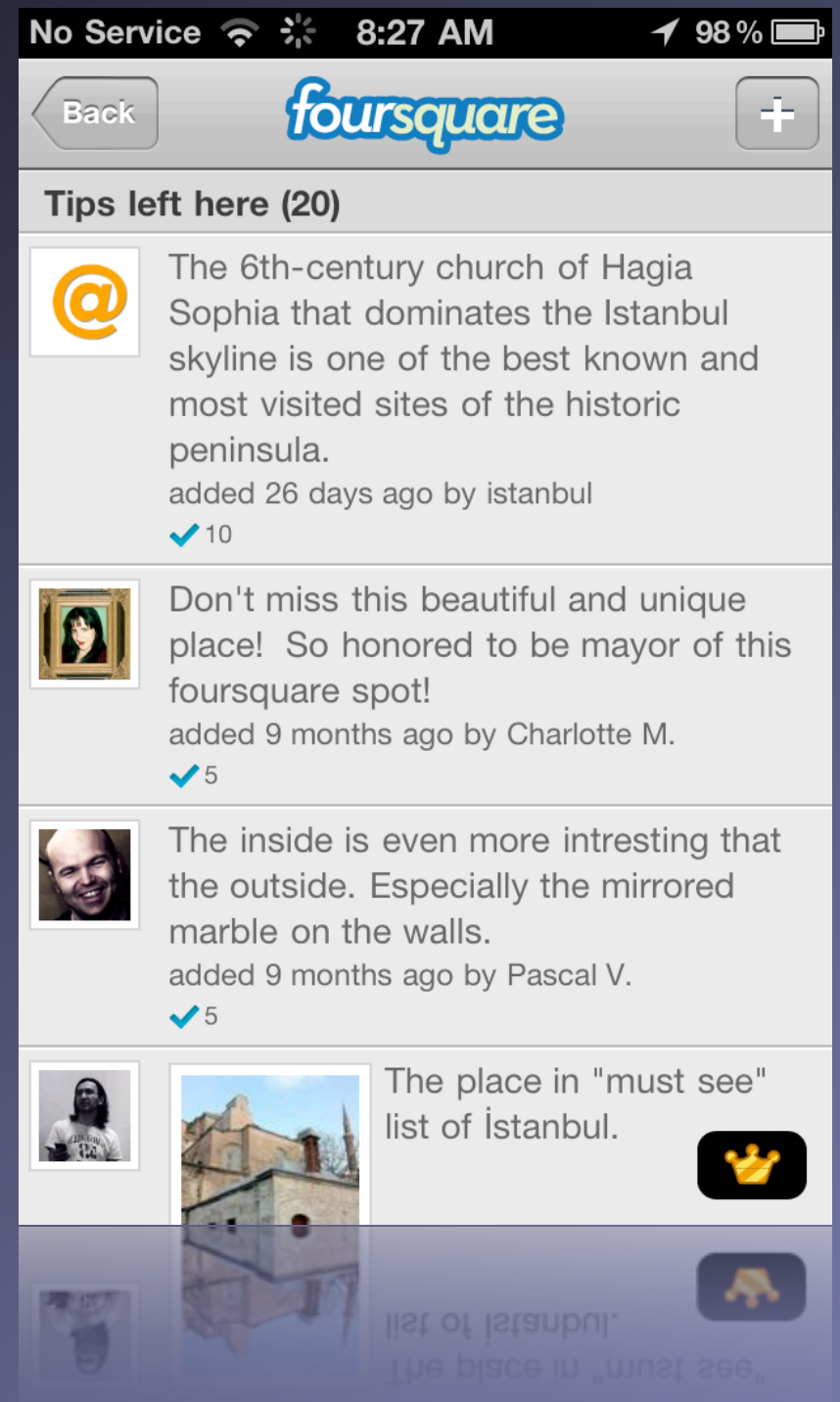
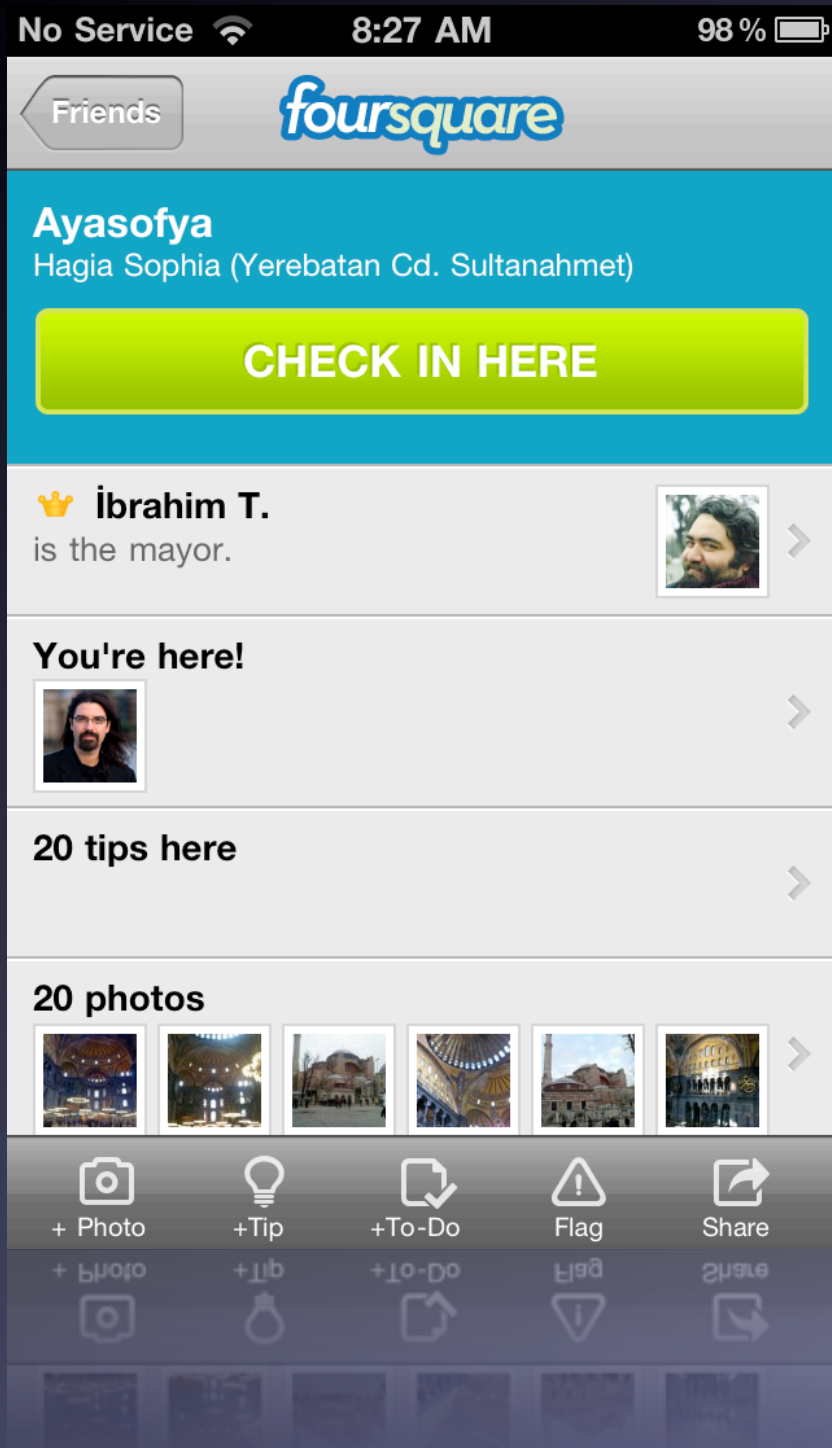
“ Instead, she proposed a berrypicking model that recognizes the iterative and interactive nature of the information seeking process. Bates understood that the query



Direct engagement can  
be a powerful thing.











# Geo-spatial Information Curation & Stewardship?





# Embedded Local Experts?





# How will you connect with your users in a mobile landscape??

# Library learning evolves.









“I believe that this has been one of the most transformational and viral activities to happen globally to libraries in decades.”

Stephen Abram





A word cloud visualization on a dark background, featuring various terms related to library impact. The words are arranged in a non-uniform, overlapping manner. The colors of the words include shades of blue, orange, yellow, and white. The words are of varying sizes, with 'Increased' and 'Library' being the largest. The words are: awareness, communication, Library, New Users, life, tools, ways, use, Confidence/Helping, working/service personal, staff, Improvements, inclusive, impact, Better/Increased, Tools feeling, and Impact.

awareness  
communication  
Library  
New Users  
life  
tools  
ways  
use  
Confidence/Helping  
working/service personal  
staff  
Improvements  
inclusive  
impact  
Better/Increased  
Tools feeling  
Impact

Better/Increased awareness  
of 2.0 Tools/ inclusive feeling  
for staff: 30%

Increased use of tools  
in Library: 21%



# I'm comfortable learning about new technologies.



54% / 33%

Agree / Strongly Agree

Total N=320

<http://www.flickr.com/photos/robertfrancis/352039124/>

# I'm confident I can learn new technologies.

**53% / 36%**

Agree / Strongly Agree





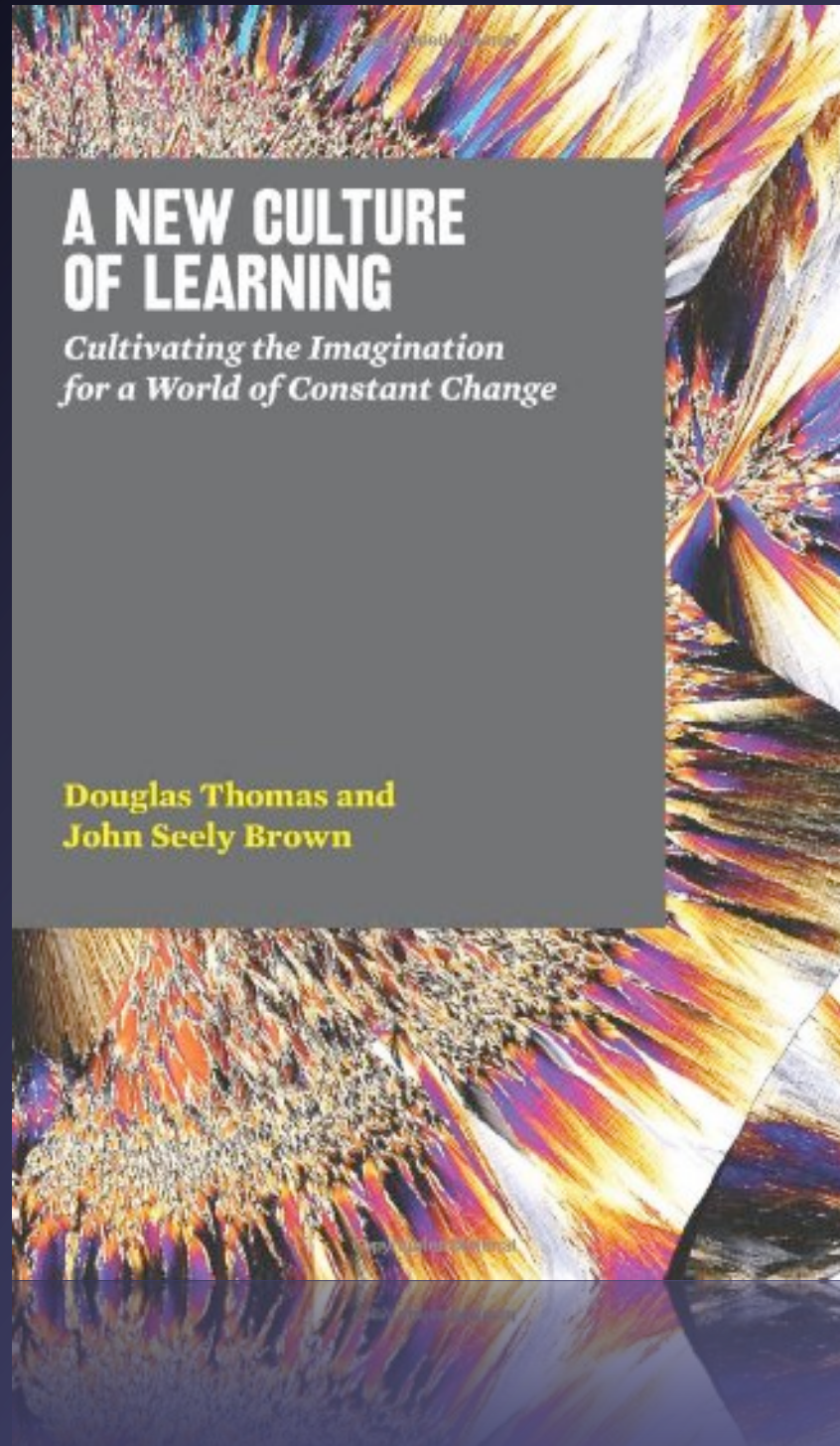


<http://www.flickr.com/photos/alefbetac/874362753/>

The need for  
innovation .... is widely  
recognized, and  
**imagination and play** are  
key ingredients for making  
it happen.

Thomas & Brown








“The world is changing  
faster than ever and our skill  
sets have a shorter life.”

Thomas & Brown



A photograph of a young child with dark hair, eyes closed, and a joyful expression, lying in a ball pit filled with blue balls. The child's face is partially obscured by the balls, and their hands are visible, reaching out and touching the balls. The entire image has a semi-transparent blue overlay.

“Play is the basis for  
cultivating imagination and  
innovation.”

Thomas & Brown

<http://www.flickr.com/photos/gaspi/12944421/>

# Sustaining the learning culture.



# Library space evolves.



“...a place where each person adds more value.”

Dr. Carol Rose

<http://www.alatechsource.org/blog/2008/11/a-commons-experience.html>



# Hanging Out, Messing Around, and Geeking Out

Kids Living  
and Learning  
with New Media

with contributions by Judd Antin, Megan Finn,  
Arthur Law, Annie Manion, Sarai Mitnick,  
David Schlossberg, and Sarita Yardi

Mizuko Ito  
Sonja Baumer  
Matteo Bittanti  
danah boyd  
Rachel Cody  
Becky Herr-Stephenson  
Heather A. Horst  
Patricia G. Lange  
Dilan Mahendran  
Katynka Z. Martínez  
C. J. Pascoe  
Dan Perkel  
Laura Robinson  
Christo Sims  
Lisa Tripp

# YOUmedia



Join us! Sign up!

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## Calendar

Tuesday, January 18 ▾

Tuesday, January 18

4:00pm Library of Games: Podcasts

4:00pm Photogenic

5:30pm Ones & Twos

Wednesday, January 19

4:00pm Elements of Design

6:00pm Lyricist Loft

Events shown in time zone:  
Central Time

Google Calendar  
[view full calendar](#)

## facebook



YouMedia @ Chicago  
Public Library

Like

**YouMedia @ Chicago Public Library**  
YOUmedia, the Library's innovative digital learning space for teens, will be expanded to the Thurgood Marshall (Englewood), Rudy Lozano (Pilsen) and the new Richard M. Daley (West Humboldt Park) branch libraries. YOUmedia in the neighborhood locations will serve both middle school and high school youth.

\*The Evolution ...  
[See More](#)



**Chicago Public Library Services in High Demand in 2010 Due to Effects of Economic Downturn**

[www.artdaily.org](http://www.artdaily.org)

## The Art of Remixing: The Mark Bradford Project

### THE MARK BRADFORD PROJECT

The Museum of Contemporary Art Chicago presents The Mark Bradford Project, a year-long audience participation residency connecting the artist with the Chicago community. This project leads up to the Mark Bradford exhibition, the first survey of the artist's work to date, on view at the MCA, Chicago, May 28–September 18, 2011.

Museum of Contemporary Art Chicago

About the artist  
[Frequently Asked Questions](#)  
[Blog Archive](#)  
[Subscribe](#)

Contributors  
[Mark Bradford](#)  
[Tasha Van Sol](#), Associate Curator  
[Mike Wilkerson](#), Blog Administrator

Links  
[MCA Chicago](#)  
[Mark Bradford exhibition](#)  
[Exhibition Dates](#)  
[YOUmedia](#)

### THE ARTIST



Mark Bradford's first survey exhibition—featuring more than 40 paintings, as well as early sculptural works and new commissions—opens at the MCA in May 2011.

Mark received the MacArthur Genius Award—a distinguished award for extraordinary originality and dedication in creative pursuits—I believe, because he fluidly connects painting, abstraction, and community, which are often separate and self-contained worlds. When Mark was giving, he designed the advertising for his mother's hair salon, and even now his artistic process begins with what he calls "richmond posters" that are plastered onto abandoned public spaces in his south central LA neighborhood. Advertising low-cost divorce, DNA testing, or money-making schemes, they trace a community's pulse of networks, underground economies, and changing urban demographics. Mark has a very physical process that is much like the Latin root of the word "abstract," which means to draw or pull away. He cuts, sands, paints, collages, and even bulldozes these posters, flyers, and billboard papers. As if an archeologist, a DJ, or a poet repping old funk, Mark digs into the complex, multilayered dynamics and histories of places and streets after time, culture, and artistic expression have moved on.

Video

Photo

Design

Music

Blog post

YOU get a chance to create with Mark Bradford and the MCA. \*\*Jan- May 2011\*\* The Mark Bradford Project connects MacArthur Fellow and contemporary artist Mark Bradford with different Chicago communities to interact around the creative process. Over the course of a year, Bradford serves as a catalyst for community engagement projects and ongoing discussions, including connecting Bradford with Lindblom Math and Science Academy, as well as teenagers in Chicago Public Library's YOUmedia program. The themes of mixed media, and mapping, which Bradford explores in many of his paintings, serves as unifying threads for both projects

[View More Featured Media](#)



Like

Meet Mentor: Marcus Lumpkin

The only times you won't see Marcus Lumpkin riding his bike to work at YOUmedia are on

<http://youmediachicago.org/>



Community  
Creativity  
Collaboration  
Curiosity  
Connectivity

HOME

ABOUT

EQUIPMENT

SOFTWARE

HELP

Search the archive...

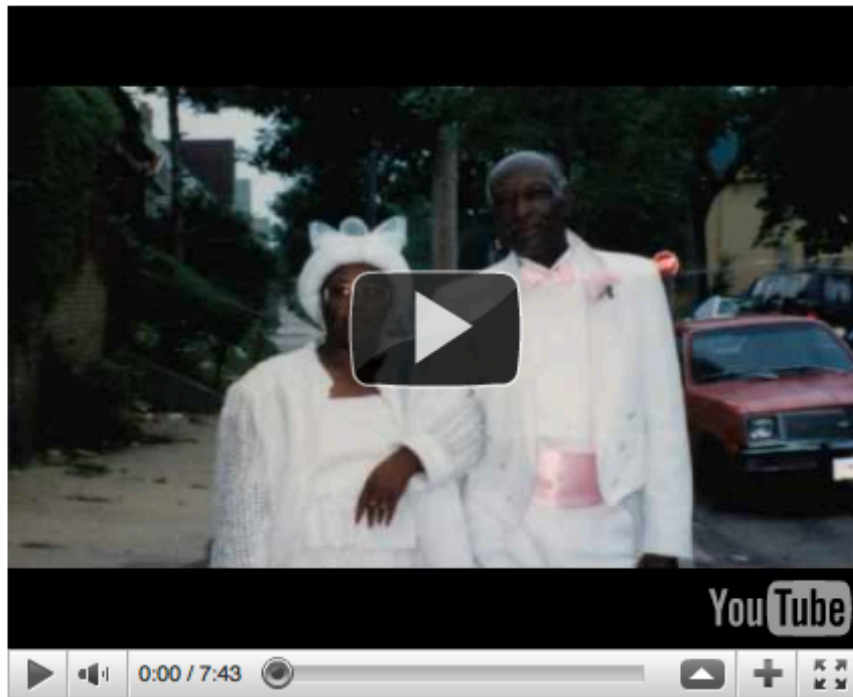


Home » Created Content

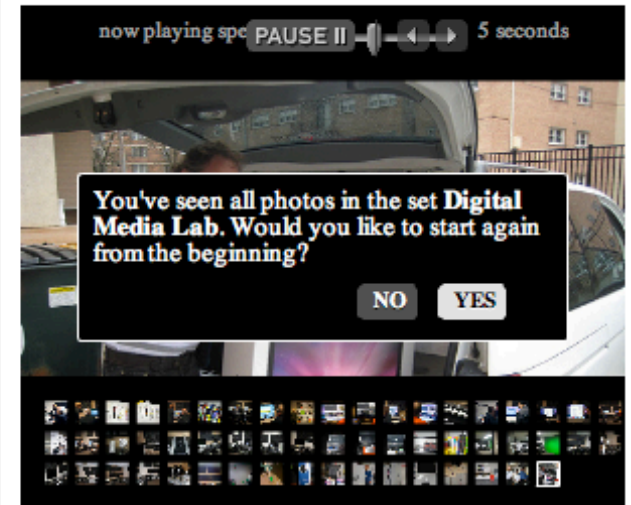
## My Family's History

5 JANUARY 2011

ONE COMMENT



A movie made by Talia Lord in the DML for a homework assignment. This is her family's history.



### Need Help?

If a computer is not working, users should ask for help from the Adult Computer Lab. Please dial x2179 from the Digital Media Lab to contact the Adult Computer Lab.

### Contact Us

Contact us at  
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847.673.7774 phone

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[Accessories](#) (1) [Mobile](#) (3) [ringtones](#) (1)

**Digital Media Lab** (36) [media](#) (1) [Productivity](#) (7)

[Photography](#) (6) [scooby doo](#) (1) [@ Your Library](#) (4)











# Keep Stories Share Stories Make Stories

<http://www.alatechsource.org/blog/2009/07/the-visitors.html>













“a **great** place to grow”

**No more shhhh...**

**Community conversations,  
presentations and inspiration  
welcome.**

Quiet areas inside and out.

Green space, green tips,  
green technology.







# Libraries evolve.





# A focus for the future....

# PRESENCE



# Mobile? Portable? Access issues fall away...



<http://www.pewinternet.org/Reports/2008/The-Future-of-the-Internet-III.aspx>

<http://www.flickr.com/photos/darwinbell/3196413626/>





# Just in time service...



# With heart.





# Technology with Heart





CC - Caroline



DR - Donna



MO - Marion



RL - Richard



SVH - Shirley



SdH - Simone



# ChChCityLibraries

**@ChristchurchLib** Christchurch New Zealand

Christchurch City Libraries -the largest network of public libraries in New Zealand. Discover our collections, connect with our resources, play and learn.

<http://christchurchcitylibraries.com>

☒ Blocked — Undo

Message



Timeline

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Following

Followers

Lists ▾



**ChristchurchLib** ChChCityLibraries

RT @magna\_quies: Christchurch city libraries photo hunt competition <http://tinyurl.com/24yothc> Thanks for the mention! SvH

5 hours ago



**ChristchurchLib** ChChCityLibraries

thanks @GregComfort and @gwenniie we'll add it to our wish lists! Sv

5 hours ago



**ChristchurchLib** ChChCityLibraries

A question for those who went to #TedxChCh - When is it happening again and should we all go? SvH

10 hours ago



**ChristchurchLib** ChChCityLibraries

Well done @kebabette on your #fridaysshorts win. Very clever!, SvH

11 hours ago



**ChristchurchLib** ChChCityLibraries

@ChristchurchLib is part of <http://www.anyquestions.co.nz> - online help for kids with homework, how to search and find information DR

11 hours ago



ChristchurchLib

438

Tweets

1,166

Following

449

Followers

3

L

Following 1,166

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Businesses · Media · Developers · Widgets

<http://twitter.com/#!/ChristchurchLib>


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(630) 466-7900 ext. 2587

be social     

<https://library.waubonsee.edu/staff/>

<http://tametheweb.com/2010/12/27/integrating-staff-personal-social-media-presence-into-library-web-site-human-touch/>







Going  
forward...







My hopes?

<http://www.flickr.com/photos/svenwerk/169916936/>



I hope that we tell our  
story well.



I hope that we guide  
our users into the  
digital landscape.

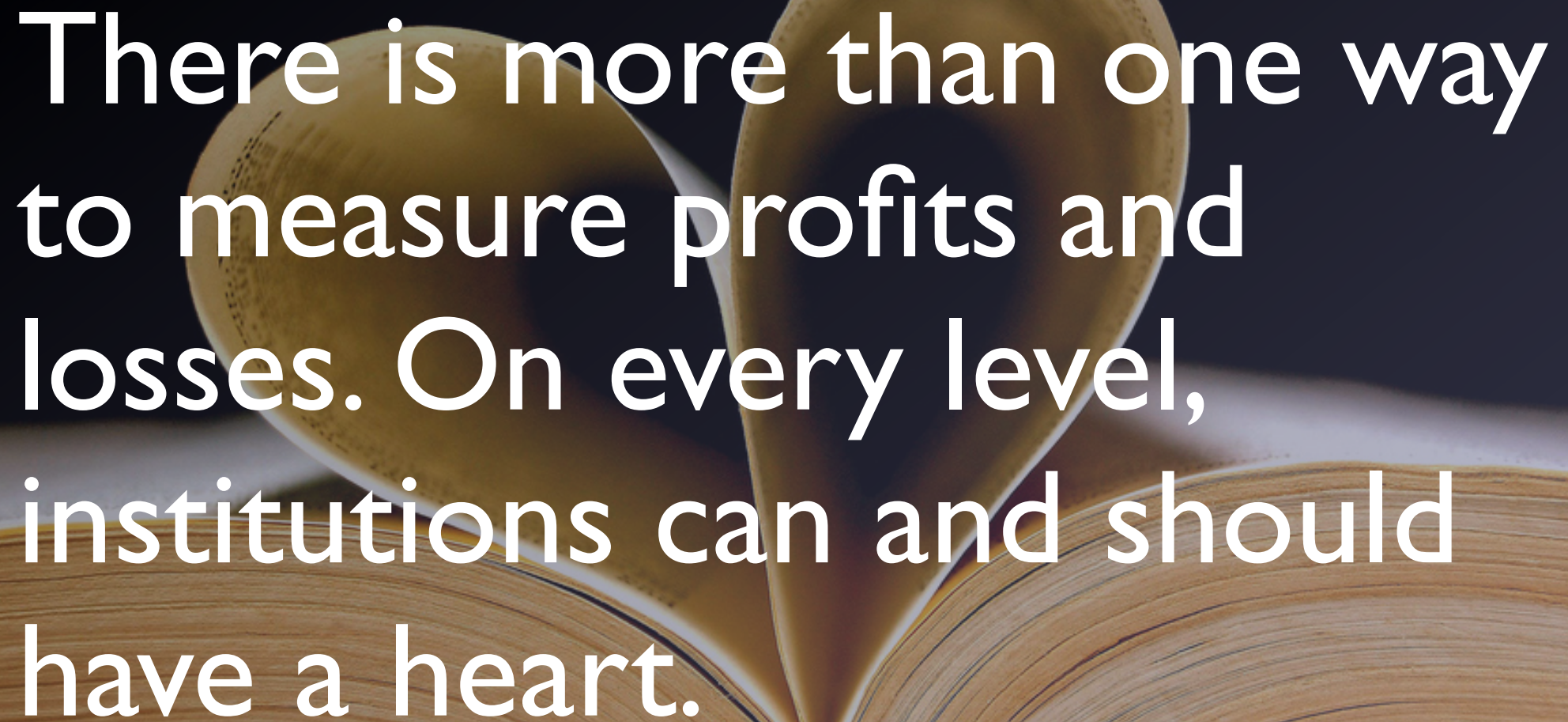
I hope that we make  
good decisions.



I hope that we open  
our doors to everyone.

I hope that we  
encourage the heart.



A close-up photograph of an open, antique book with thick, yellowed pages. Two seashells are placed on the pages, their curved interiors facing each other to form a heart shape. The background is dark, making the light-colored shells and pages stand out.

There is more than one way  
to measure profits and  
losses. On every level,  
institutions can and should  
have a heart.

Randy Pausch  
*The Last Lecture*



# What can we do?





Be  
Transparent



# Break down barriers.



A photograph of a traditional Chinese medicine cabinet. The cabinet is made of light-colored wood and features a grid of numerous small drawers, each with a metal handle. To the right of the drawers are shelves filled with books, some of which are bound in yellow and orange covers. The overall scene is warmly lit, suggesting an indoor setting.

Let our core values  
guide *everything* we do.





# Stories have power.



The word "FLICKR" is written in a stylized, glowing yellow font. The letters are composed of thin, bright lines that give the impression of being drawn with a light pen or made of neon. The background is dark, with the silhouettes of trees visible at the top.

Extend the mission.



Progress

Evaluate



A wide-angle photograph of a sunset. The sky is filled with vibrant orange and red clouds, with a bright yellow sun low on the horizon. The foreground shows dark silhouettes of tall grass and a calm body of water reflecting the sky's colors.

# Watch the horizon.

<http://www.flickr.com/photos/kruggg6/99414638>



An abstract painting with a textured, layered appearance. The background is a mix of light blue, white, and green. In the upper right, the words "Learn always" are written in a white, sans-serif font. Below this, the year "2012" is painted in large, bold, brownish-orange numbers. At the bottom, the word "LEARN" is painted in large, bold, black letters, with the "R" having a green outline. The overall style is expressive and modern.

Learn always

Image: <http://www.flickr.com/photos/aaronschmidt/281619803>



# Be nimble. Be quick



A man with a shaved head, wearing a grey zip-up jacket and dark jeans, is captured in a dynamic, low-angle shot against a clear blue sky. He is striking a pose with his arms outstretched and one leg raised, looking directly at the camera with a slight smile. The text "Have Fun" is overlaid in large white letters on the left side of the image.

# Have Fun

<http://www.flickr.com/photos/danorbit/1814156778>



# Know it's okay to fail.





# Look for Connections





# Develop your Personal Learning Network





Involve your users  
every step of the way.



<http://www.flickr.com/photos/tookie/183503927/>

A group of children are silhouetted against a bright sunset over the ocean. They are captured in mid-air, jumping and playing joyfully on the beach. The sun is low on the horizon, creating a strong lens flare and reflecting on the water. The sky is filled with soft, golden clouds.

# Be creative





# Be Human





Be Kind



# Bring your Heart with You



The background of the image is split vertically. The left side shows a close-up of a red brick wall with visible mortar lines. The right side is a solid red wall with a large, slightly textured heart shape painted on it. The heart is a darker shade of red than the wall.

Let the heart  
drive change.

<http://www.flickr.com/photos/darwinbell/470473931/>

# Keep going....









# Thanks!

Michael Stephens

SJSU SLIS

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[www.tametheweb.com](http://www.tametheweb.com)



# Learning 2.0 Research

Find out more at:

<http://research.tametheweb.com>



citylibraries





<http://tametheweb.com/the-transparent-library/>