Library & Learning 2.0:
It’s about ... PLAY!

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http://www.personoftheyear.be/

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Web 2.0 generally refers to a second generation of services available on the WWW that lets people collaborate and share information online.” - Wikipedia.com

- Shared Pictures = flickr
- Shared Videos = YouTube
- Shared News = digg
- Shared Bookmarks = del.icio.us
- Shared Knowledge = Wikipedia
- Shared Everything = myspace

“The heart of Library 2.0 is user-centered change. It is a model for library service that encourages constant and purposeful change, inviting user participation in the creation of both the physical and the virtual services they want, supported by consistently evaluating services. It also attempts to reach new users and better serve current ones through improved customer driven offerings. Each component by itself is a step toward better serving our users, however, it is through the combined implementation of all of those that we can reach Library 2.0.” — Michael Casey
It's about ....

Cultivating Communities
It's about ....

Human conversations
It's about ....

Collaboration
It's about ....

Being in their space

http://www.westernspringhistory.org

www.myspace.com/libraryloft
Adult Second Life Library project:

It’s about ....

Small pieces loosely joined

http://infoisland.org/
It's about ....

Shifting the focus

http://www.plcmc.org/Catalog/plugins.asp

http://www.hcpl.lib.tx.us/ebranch/toolbar/
New Jersey Libraries - 3 Reasons
http://www.njlibraries.org/

http://www.plcmc.org/fotofun/default.asp
Jessica, University City Library member since 2001

http://teens.denverlibrary.org/media/youtube.html

It’s about …

http://teens.denverlibrary.org/media/youtube.html

Letting go!
Enlightening **Expanding Communities** Energetic
**Empowering Individuals** Enabling
Equality **Engaging users** Embedded Embracing Enchanting
Encouraging participation... etc.

It’s about ....

**You & learning**

What can Libraries do to continually keep up with changes?
**Player** [pley-er] *noun*

1. a person or thing that plays.
2. one actively involved especially in a competitive field or process.

- **Introduce** staff to new technologies available on the web.
- **Encourage** staff to take responsibility for their learning.
- **Reward** staff for taking the initiative to complete 23 self-discovery exercises.
Engaged + Motivated = Learning

Learning 2.0 Things

Week 1: Introduction
Week 2: Blogging
Week 3: Photos & Images
Week 4: RSS & Newsreaders
Week 5: Play week
Week 6: Tagging & Folksonomies
Week 7: Wikis
Week 8: Online applications & tools
Week 9: Podcasts, Videos & Downloadable audio

+ 1 month of extra exploration time.
Lifelong learning habits:

1. Begin with the end in mind
2. Accept responsibility for own learning
3. View problems as challenges
4. Have confidence in yourself as a competent, effective learner
5. Create your own learning toolbox
6. Use technology to your advantage
7. Teach & mentor others

7.5 … Play!
L2 Statistics:

540 PLCMC Staff
372 Participants
69% voluntary
226 MP3 Players
42% voluntary

- Support staff learning & encourage all members of staff (especially mgmt & non PS) to participate.
- Build the program for late bloomers.
- Allow participants to blog anonymously
- Communicate regularly using 1.0 methods
- Focus on discovery & encourage challenges
- Encourage staff to use each other & work together.
- Remember that it’s not about acceptance or doing it right. It’s about exposure.
- Find funding for incentives – huge ROI !!!
- Practice transparency & radical trust
& encourage staff continually to ...

PLAY!
It's the Learning 2.0 way.

Learning 2.0
What staff said ...

It has already helped me assist borrowers with questions about the Internet and the resources the Library is offering.
I looked at the whole process as a dare - if the rest of the staff could do this, so could I as a representative of the over-60 crowd!

The most eye-opening part of Learning 2.0 for me has been the variety of ways that people can engage with each other socially online.
# 23 Thing, AT LAST! ..
I didn’t think I could do it, but I worked hard and here I am.

Thank you Samantha! I’m so happy and proud of myself. I learned a lot and I have grown so much.

Thank you so much for all the help and support. You believed in me and I did it! Thank you so much!

I’m so proud of myself and I can’t wait to see what else I can do with my new knowledge in Technology.

Thank you for increasing my knowledge in Technology. If it hadn’t been for you and Learning 2.0, my knowledge of technology would still be in a very small box.
I feel like Cinderella who just finished her chores in time to go to the Ball.
(But the chores were a learning experience and hold promise for the future.)

I want to thank all those who made this Learning experience possible. I hope I get to talk to you personally to tell you how exciting it was to go through the program.

Overall I thought this was a crazy good program, really easy, and really made me think.
It helps to have nice little incentives of course, but I think the true reward (whether or not we want to admit it) is that we’re improving our minds.