The Very Model of a Public 2.0 Program

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Originally, for Staff

26.2 Things In Boston

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Could be, might be, what is your intention to

Koerber, Jennifer (2010) "The Very Model of a Public 2.0 Program". Boston Public Library, Boston, MA.

Now, take it to the public...

...wherever they are


http://www.flickr.com/photos/carpevia/3908268797/ CC-A
Why?
It's an extension of what we already do in our buildings:

- Teach information literacy
- Enable life-long learning at "the people's university"
- Offer workshops and lectures on skills and tools
- Increase awareness of and access to our resources
- Help patrons navigate their world, online and off

Why Not?

- Scalability
- Incentives – if everyone gets a prize, who's paying?
- Interaction – participants' voices get lost in the crowd
- Unpredictability & diversity
  - Unpredictability – you have no idea who you'll get
  - Diversity – proficiency, culture, technology access, etc.
- Accountability – what happens when the troll arrives?

Just do it!

What tools to use?

"3 generations 1 macbook" by lyzadanger
What tools to use?

How long?

Fixed Duration
- "23 Things" seem manageable
- Short-term commitment for staff and participants
- Definite end – sense of accomplishment
- Can be tailored to an interest group or subject

Continuous/Rolling
- Easier for new folks to start
- Less pressure to finish
- More flexibility to play with just the interesting things
- Easily accommodates new tools & ideas
- No need to restart with "Learning 2.0"

One Possible Model

Lesson 05 - Facebook

What is it?
Facebook is a social network – a place where people go to stay connected to friends, family, colleagues and acquaintances online. To create an account on Facebook, go to their homepage and follow the steps. You will need an email address before you do this.

How is it Useful?
With 500 million users and more than 900 million active users, Facebook can be a powerful tool for teaching and learning. It provides an interconnected network of people who can share information and ideas.

Try It Out!
If you don’t want to create a Facebook account right now, you can still see what Facebook is all about by clicking on the “Join the Course” link. Facebook pages are also open to anyone who is interested.
One Possible Model

- Facebook
- Wordpress site
- Meetup
- Twitter
- Promotion
- Bookmarks
- Flyers
- Craigslist ads
- Occasional in-person meetups & trainings
- Monthly raffles for incentives

Recent Inspirations

- "iHCPL" – Harris County Public Library (US)
  http://ihcpl2.blogspot.com/
  http://ihcplnextgen.blogspot.com

- "A Taste of the Web 2.0" – Yarra Plenty Regional Library (Australia)
  http://yprlconnect.blogspot.com/

- “Learning Locally at the Library” – Allen County Public Library (US)

Past Inspirations

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Thank you!

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What tools to use?

- **Blogs**
  - Sequential
  - Interact in comments
  - Easy using free online tools
  - Easy for participants to 'get'
  - Doesn't scale well for inter-participant connections
  - Often results in abandoned blogs

- **Wikis**
  - Dip-in-dip-out format
  - Easy to use as a reference
  - Discussion on every page
  - Self-contained: pages, not whole blogs
  - Less adventurous?
  - Less intuitive interface for true beginners

- **Social Networks**
  - Interaction galore!
  - Totally self-contained
  - Extremely scalable
  - Facebook
  - BuddyPress for WordPress
  - Ning

- **CMS/LMS**
  - Can be self-contained
  - Familiar to distance learning & college students
  - Supports long-term commitment & connection
  - Modular -> multiple courses
  - Can be password-protected yet anonymous
  - More complex set-up & oversight