

## Web 2.0 Land of Unexpected Consequences

Frances Jacobson Harris  
Rolling Prairie Library System  
August 8, 2008

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## What is Web 2.0?

- “Read/write” capabilities, rather than “read-only”
- User-generated content
- An all-purpose platform, a suite of applications
- Participatory, decentralized, self-service
- Content available for remixing, aggregating, syndicating
- A social space, conducive to sharing

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## Snapshot: Teens and web use

- 93% of American teens use the Internet
- 73% of all families have broadband at home
- 89% of American teens have access at home
- 75% have access at school
- 50% have gone online from a library
- 51% go online daily
- 90% of online teens share the computer with other family members
- 73% use the computer in a public space at home
- 53% use computers with filters
- 45% use a computer with monitoring software

Lenhart, Pew Internet & American Life Project, August 16, 2007  
[http://www.pewinternet.org/PPF/r/105/presentation\\_display.asp](http://www.pewinternet.org/PPF/r/105/presentation_display.asp)

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## Social networks in flux

- Blog fatigue
  - Too hard to feed and maintain
- From Friendster to MySpace to Facebook to LinkedIn
- From e-mail to instant messaging and text messaging
- Rise of avatar-based persistent social worlds, multi-user virtual environments (MUVEs)

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## Cell phones

- Teens and tweens with cell phones use them at least two hours a day
- 96% stay in touch with parents on a daily basis, 20% do so at least five times a day
- Text messaging is huge
  - 58% who use text messaging do so during class
  - 52% text while at the movies
  - 28% text at the dinner table
  - 26% check for messages within ten minutes of waking up

Disney Mobile Cell and Tell survey, Harris Interactive, 2007

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## Music

- Music is core
- Teens prefer digital music to radio (MediaWeek, 12/12/2005)
- Teens prefer free to paid-for downloads (New Media Age, 10/20/2005)
  - Only 9% of 16-25-year-olds buy music downloads every month, 35% own mp3 players)
- Where do they find it?
  - iTunes, torrents, music blogs, file uploading sites, and social networking sites
  - Last.fm hype list: <http://www.last.fm/music/>
  - MySpace music page: <http://profile.myspace.com/index.cfm?fuseaction=music>
  - Mashable's online music toolbox: <http://mashable.com/2007/07/06/online-music/> (content creation)
  - Internet radio that "learns" your tastes ([pandora.com](http://pandora.com), [slacker.com](http://slacker.com))

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## Online video

- Young adults are the most active consumers
- Young adults favor comedy, adults favor news
- Online video viewing is social
  - Viewers share links and watch with other people
- Online video viewing is interactive
  - Viewers rate videos, post comments, and upload their own videos

Madden, Pew Internet & American Life Project, July 25, 2007

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## Here, but not quite here...

- Don't (yet) use the tools (some) adults find useful (RSS, Twitter)
- RSS (Really Simple Syndication) is an XML file format that allows content to be distributed to those who subscribe to it.
- Twitter is a short message system that reports what you are doing in real time (via the Twitter website, instant messaging, or cell phone text messaging)

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## Teens, privacy, and online social networks

- 66% of teens with profiles have restricted access to them in some way
- 56% say they have posted at least some fake information on their profiles
- Teens want to stay safe, but also want their friends to be able to find them

Lenhart & Madden, Pew Internet & American Life Project, April 18, 2007

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## Social networks and safety

They get it already

- The predator threat has been sensationalized
  - overly-simplistic media reports of research
  - television shows like “To Catch A Predator”
- Teens can sense the stranger-danger fear is overblown
- They don’t want to be treated like little kids

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## National Association of School Boards study

“Students and parents report fewer recent or current problems, such as cyberstalking, cyberbullying and unwelcome personal encounters, than school fears and policies seem to imply.”

“Most problems students and parents report are similar to the types of problems typically associated with any other media (television or popular music) or encountered in everyday life.”

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## National Association of School Boards study

- 7% of students say someone has asked them for information about their personal identity on a social networking site
- 7% say they’ve experienced cyberbullying
- 4% say they’ve had conversations that make them uncomfortable
- 3% say a stranger they met online tried to meet them in person
- .08% say they’ve actually met someone in person without their parents’ permission

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### National Association of School Boards study

- Find ways to harness the educational value of social networking
- Ensure equitable access
  - A new kind of digital divide
- Pay attention to the nonconformists
  - Engage them and improve their performance
  - They are the early adopters
- Reexamine social networking policies
- Encourage social networking companies to increase educational value

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### American Psychologist study

- Internet offenders pretended to be teenagers in only 5 percent of the crimes. Most involve adult men who are open about their interest in sex.
- Nearly 75% of victims who met offenders face-to-face did so more than once.
- Online sex offenders are seldom violent; stalking or abduction are rare.
- Youth who engaged in four or more risky online behaviors (such as talking online about sex to unknown people) were much more likely to report receiving online sexual solicitations.
- Offenders use instant messages, e-mail, and chat rooms to develop relationships (not social networking sites like MySpace and Facebook).
- Boys who are gay or questioning may be more susceptible to Internet-initiated sex crimes.

American Psychologist, Vol. 63, No. 2

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### Unintended consequences

- Good
  - Example: Unprecedented opportunities for social activism
- Bad
  - Example: The “viral” phenomenon\*
  - Young people are the most “contagious carriers” in the viral spread of online video (Madden, July 25, 2007)
- Just plain interesting
  - Example: A social culture that requires no advanced planning
- Best not to frame these conversations in terms of “good” and “bad”

\*Which can, in some circumstances, be considered “good”

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## What should we be worried about?

- The commonplace threats -- teens texting while driving
- Lack of teen savvy about identity theft (i.e., we're all still more worried about predators than kids' wallets)
- Social networking sites that look like they are for young children, but aren't ([Zwinktopia](#), [Gaia Online](#), [Wee World](#), [IMVU](#), [Habbo Hotel](#))

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## Social worlds are seductive

- Huge focus on consumption
  - Don't go on vacation or lose your computer privileges - you may miss a "payment" on your virtual car!
- Screen time = sedentary time
- Weigh the benefits of helping a shy kid find a voice vs. experiencing face-to-face human interaction

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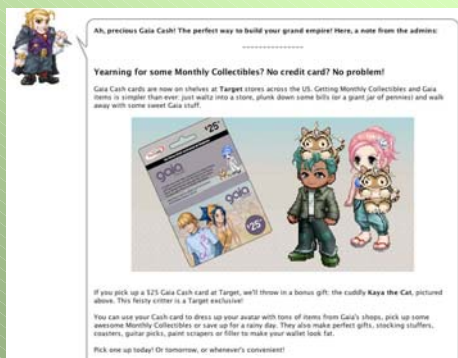
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Ah, precious Gaia Cash! The perfect way to build your grand empire! Here, a note from the admin:

Yearning for some Monthly Collectibles? No credit card? No problem!

Gaia Cash cards are now on shelves at Target stores across the US. Getting Monthly Collectibles and Gaia items is simpler than ever: just walk into a store, plunk down some bills (or a giant pile of pennies) and walk away with some sweet Gaia stuff!

If you pick up a \$25 Gaia Cash card at Target, we'll throw in a bonus gift: the cuddly Kaya the Cat, pictured above. This festive critter is a Target exclusive!

You can use your Cash card to dress up your avatar with tons of items from Gaia's shops, pick up some awesome Monthly Collectibles or save up for a name day. They also make perfect gifts: stocking stuffers, coasters, guitar picks, paint scrapers or filler to make your wallet look fat.

Pick one up today! Or tomorrow, or whenever's convenient!

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## Privacy

- A whole different sensibility
  - Anywhere parents and teachers are NOT
  - An outlook that embraces 24/7 accessibility
- “...some level of unwanted contact as a known downside of maintaining a social networking profile and view it as a relatively minor “cost of doing business” in this environment.”

Smith, Pew Internet & American Life Project, Oct.14 2007

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## Target marketing



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## Old-fashioned mischief

“Many of you who have new computers have mentioned to me that strange messages [most of which were not very nice] are showing up when you are displaying from your computer to a smartboard or a screen. This is occurring because your computer has a technology called Bluetooth active on the computer. Students can then use their cell phones or PDAs or any technology with bluetooth on to send messages to your computer which are then displayed to your screen or smartboard.

To turn off Bluetooth:...

Doug Johnson quoting a note from a tech to the school staff  
Blue Skunk Blog, October 6, 2007

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## Community and relationships

- Online communities are the new virtual malls
  - “Facebook is the new rolodex” (Jeremy)
  - Overscheduled? You can still meet with your friends

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## Profiles: Switchboards for social life

Lenhart, Pew Internet & American Life Project



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## Status updates



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## Friends' events

**Tomorrow, October 14**

**Music of the Americas**  
A Concert of Music of Traditions from North, Central, and South America

Hosted by: Scripps College Music Department  
Type: Music/Arts - Concert  
Where: Garrison Theater  
When: Tomorrow from 3:00 pm to 5:00 pm  
Friends: Marquis Wang

**Monday, October 15**

**Hunger Awareness Week**  
United Nations World Food Programme

Hosted by: Purdue War on Hunger - Committee of 19  
Type: Causes - Rally  
Where: All of Campus  
When: Monday, October 15 at 9:30 am until Friday, October 19 at 7:00 pm  
Friends: Robert's Alger

**The Simpsons's Family Values**  
Long Time Simpsons Writer, Mike Banta

Hosted by: The JBU and CPC  
Type: Education - Lecture  
Where: Graham Chapel  
When: Monday, October 15 from 6:30 pm to 7:30 pm  
Friends: Susan Roth

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## Social activism

From Shara, who attended a “massive” anti-war march in Washington, D.C.:

“One speaker, after warning the mainstream media and Bush that everyone will know about this march from YouTube, ended with: ‘The revolution may not be televised, but it will be **UPLOADED!!**’”

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- Alternative news sources
  - [Moveon.org](http://Moveon.org)
  - [Democracynow.org](http://Democracynow.org)
  - [Justforeignpolicy.org](http://Justforeignpolicy.org)
- Opportunities for organizing
  - Facebook events
  - Online voting and discussion
- Unintended consequences here too
  - Tech leaves out sectors of the membership
  - Sites almost make it almost “too easy”

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## Content creation

- Remixing
  - Video + music + text, etc.
  - See <http://mashable.com>
- Sharing
  - Creation doesn't occur in isolation
- Case studies:
  - deviantART.com
  - fanfiction.net
  - craftster.org

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## Something for everyone - [deviantART.com](http://deviantART.com)

- Posting art
- Commenting on others' art
- Posting stories
- Requires filtering strategies to avoid art overload

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## Something for everyone - [fanfiction.net](http://fanfiction.net)

- Posting stories
- Reading stories
- Commenting on others' stories
- Linda's filtering strategies:
  - Reads fiction of friends who write
  - Reads their recommendations
    - Night Wind's "Padded Cell" forum to find Transformers recommendations
  - Looks through others' favorites lists.

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**Something for everyone -**  
[craftster.org](http://craftster.org)

- Forums by craft type
  - Section for posting things you've made
  - Section for posting questions
  - Section for things that went wrong
  - Section for swaps
- Blog
- Craftopedia

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**Implications for libraries**

- Huge disconnect between student use of computers at school and student use of computers at home
- A new digital divide
  - Between teachers/librarians and students
  - Between students who have access to social networking tools at home and students whose use is limited to the restrictive school environment or the shared public library environment

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**Yet, there's hope**

- Pew survey results challenge the assumption that libraries are losing relevance in the Internet age
  - More than half of Americans (53%) visited libraries in the past year
  - Young adults in tech-loving Generation Y (age 18-30) led the pack
- Young adults are the most likely to say they will use libraries in the future when they encounter problems
  - 40% of Gen Y said they would visit libraries
  - 20% of those above age 30 say they would visit libraries

Estabrook, Witt, & Rainie, Pew Internet & American Life Project, December 30, 2007

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## Library 2.0

- Applying Web 2.0 principles to the library environment
- Identifying tools that support learning and personal growth
- Finding ways to make tools safe(ish), for example:
  - Filtered e-mail and blogging services  
<http://www.gaggle.net>
  - Free blogging for educators  
<http://edublogs.org/>
  - Self-contained social networks  
<http://www.ning.com/>
  - Hosting services yourself

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## Facebook catalog app



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## Host an event



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## Don't die before you try...

- RSS (really simple syndication)
  - RSS in Plain English, <http://www.blip.tv/file/205570/>
  - Bloglines, <http://www.bloglines.com>, and Google Reader, <http://www.google.com/reader>
  - Embedding feeds, <http://unihighlibrary.pbwiki.com/Science+News+Feeds>  
<http://www.library.uiuc.edu/ugl/>
- Personalized web environments - iGoogle, <http://www.google.com/ig> or Pageflakes
  - Jefferson Middle School, Champaign <http://www.pageflakes.com/JSMVirtualLibrary/20631985>

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## Ethics 'R us too

- Respect teens' privacy
  - Don't spy on them in MySpace
  - Let them [friend you](#); don't friend them
- DO teach responsible use of online technologies; don't expect it to work
- Keep the conversation open

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## A few more free library 2.0 resources

- Google for Educators, <http://www.google.com/educators>
- Blogs ([edublogs.org/](http://edublogs.org/), [blogger.com](http://blogger.com))
- Wikis ([pbwiki.com](http://pbwiki.com), [wikispaces.com](http://wikispaces.com))
- Web boards ([phpbb.com](http://phpbb.com))
- Photo and video sharing sites ([flickr.com](http://flickr.com), [youtube.com](http://youtube.com))
- A new generation of social networking services, like [ning.com](http://ning.com)
- Recommender sites ([LibraryThing](http://LibraryThing))
- Social bookmarking services (<http://del.icio.us/>)
- Mashups (Flagrant Disregard's Flickr toys, <http://bighugelabs.com/flickr/> and [mashable.com](http://mashable.com))
- Twitter (microblogging), <http://twitter.com>

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## How can I possibly keep up?

- The YALSA blog: <http://yalsa.ala.org/blog>
- The Blue Skunk Blog, from Doug Johnson: <http://doug-johnson.squarespace.com/blue-skunk-blog>
- Joyce Valenza's [Never Ending Search](http://www.slj.com): <http://www.slj.com>
- YALSA's Teen Tech Week wiki, general resources: [http://wikis.ala.org/yalsa/index.php/General\\_resources\\_for\\_Teen\\_Tech\\_Week](http://wikis.ala.org/yalsa/index.php/General_resources_for_Teen_Tech_Week)
- [Teacherlibrarianwiki.pbwiki.com](http://Teacherlibrarianwiki.pbwiki.com)
- Library Success: A Best Practices Wiki: [http://www.libsuccess.org/index.php?title=Main\\_Page](http://www.libsuccess.org/index.php?title=Main_Page)
- The AASL blog: <http://www.aasl.ala.org/aasblog>
- Ypulse, teen tech trends from Anastasia Goodstein: <http://www.ypulse.com/>
- Five Weeks to a Social Library: <http://www.sociallibraries.com/course/>

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