Corporate Libraries: Adding Value in the Workplace

Joe Matthews
June 11, 2013
Think about your library
THEN:
Library center of the universe
Resources scarce
Integrated around the collection
hierarchy

Everything in its place
hierarchy

Everything in its place
hierarchy

Controlled vocabulary
hierarchy

Complex systems
Constrained by a physical world
# Customer Criteria for Assessing Value

<table>
<thead>
<tr>
<th>Customer Criterion</th>
<th>Value Added by the Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of use</td>
<td>Browsing, formatting, mediation service, orientation service, ordering, physical processing</td>
</tr>
<tr>
<td>Noise reduction</td>
<td>Access (identification, subject description, subject summary), linkage, precision, selectivity</td>
</tr>
<tr>
<td>Quality</td>
<td>Accuracy, comprehensiveness, currency, reliability, validity</td>
</tr>
<tr>
<td>Adaptability</td>
<td>Closeness to problem, flexibility, simplicity, stimulatory</td>
</tr>
<tr>
<td>Time savings</td>
<td>Response speed</td>
</tr>
<tr>
<td>Cost savings</td>
<td>Savings, increased revenues, grow market share</td>
</tr>
</tbody>
</table>
Nature of Information is Changing

Information was ....
Scare, controlled
Expensive
Shaped by elites
One-way, mass consumption
Slow moving
External to our worlds

Information is ....
All around us
Cheap or free
Shaped by consumers
Designed for sharing, participation & feedback
Immediate
Embedded to our worlds
People come to us PLUS we go to people

The library as place becomes the library as placeless resource
Customers

Network scale
Redundant local infrastructure
The scarce factor is not information; it is attention and especially human attention.

Herb Simon
Ways to Add Value
Community
Building
New Virtual Communities
Context Matters
Edward Tufte & Richard Wurman

Envisioning Information

INFORMATION ARCHITECTS

INFORMATION ANXIETY

A decade after the publication of what has become a cult guidebook to understanding, Richard Saul Wurman, in this expanded & updated volume, gives clarity to confusion with new maps for navigating through a stream of bytes which leave us inundated...
Alphabetical Order
January 18, 1980

Vine

Google Map
Carte Figurative des petits successeurs en hommes de l'Armée Française dans la Campagne de Russie 1812-1813.

Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sommeillent par les barages des gens civils à raison d'un millier pour six mille hommes ; ils sont de plus écrits en livres des gendarmes. Le corps des hommes qui sont en Russie, le voit ceux qui en sortent... Les renseignements qui viennent à dresser la carte en ont précédé ; mais, en couvrient, M. M. Chatelet, de Châtelet de Chambry, a la joie audacieuse de Toulon, faisaient remercier l'Armée depuis le 28 Octobre.

Pour mieux faire juger à l'œil la diminution de l'Armée, j'ai reproduit le corps de Romaine en du Marius-Denon qui, sous la direction de M. M. Chatelet, de Châtelet de Chambry et de Chambry a la joie audacieuse de Toulon, faisaient remercier l'Armée depuis le 28 Octobre.

TABLEAU CRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.

Les États-Unis passent au gèle de 25° au-dessous de zéro...
The Conversation
The Art of Listening, Learning, and Sharing

Brought to you by
Brian Solis and JESS3

Category
Hierarchy
Task or Service
Audience
People are Involved!

Customer Reviews

3.0 out of 5 stars (1)

- 5 star: 0
- 4 star: 0
- 3 star: 1
- 2 star: 0
- 1 star: 0

See the customer review
The Taxonomy Folksonomy Cookbook

Finding the Right Recipe for Organizing Enterprise Metadata

Daniela Barbosa tells us “what’s cooking” in taxonomies and folksonomies.
• Embedded librarian
• Wandering librarian
• Team member
Club of experts
Crowd of people
Coalition of parties
Community of kindred spirits
Crowdsourcing
Libraries Using Crowdsourcing
Find and get over 303,690,650 Australian and online resources: books, images, historic newspapers, maps, music, archives and more

Learn about Trove
A guide to Trove
How to correct newspaper text
How to order a copy of an item

Contribute
Join the community that's organising and improving this information resource.

- 52,383 newspaper text corrections today
- 0 images from users this month
- 5,317 errors flagged this week
- 1,404 comments added this month
- 466 works merged or split this month
- 820 lists this month

Connect to others with similar interests on the Trove forum

News
Picture Australia integration with Trove
Trove 5.0 released

Follow Trove on Twitter
Help The New York Public Library improve a unique collection!

We're transcribing our historical restaurant menus, dish by dish, so that they can be searched by what people were eating back in the day. It's a big job so we need your help! Learn more.

Connect: menus@nypl.org | Twitter | Facebook

So far: 980,955 dishes transcribed from 14,695 menus
Een vader en een zoon.
How to use this tool

The NYPL Map Warper is a tool for digitally aligning ("rectifying") historical maps from the NYPL's collections to match today's precise maps. Visitors can browse already rectified maps or assist the NYPL by aligning a map. Play the video above to tour the site and learn how to rectify a map yourself.

Everyone is welcome to participate!
Maps already georeferenced

Zoom in and click on the red buttons to see maps already georeferenced. Select the "Georeferencer" link from the map popup to visualise in Google Earth and add points to improve the georeferencing!
NLS Map Georeferencer home page - online map georeferencing pilot programme

The Georeferencer application is a collaborative online project, where anyone with access to Internet can help with georeferencing of various historical maps from our collection.

Why georeference maps? | About georeferencer | Help

Please help the National Library of Scotland to georeference our scanned historical maps.

Select a map at random you would like to georeference.

View maps already georeferenced:
Contextualization
The Great War Archive

Introduction

The Great War Archive contains over 6,500 items contributed by the general public between March and June 2008. Every item originates from, or relates to, someone’s experience of the First World War, either abroad or at home. Contributions were received via a special website and also through a series of open days at libraries and museums throughout the country.

The model developed by the Great War Archive has since been used by other initiatives. We are currently working on the Europeana 1914-1918 project to gather further stories and memorabilia from the First World War. Anyone who wants to share their stories or images can do so via the multi-lingual web form at http://europeana1914-1918.eu. Public open days are being held across Europe.

The original Great War Archive initiative accepted contributions until June 2008. After that, people have been invited to share images that they have by posting them to The Great War Archive Flickr Group. To post to the group you will need to set up a free Flickr account.

Many thanks to all those who have contributed to this initiative and assisted in our open days.

Editor's pick

Happy Valentine's Day

My Angel last night I received a letter from you. I learned how strong was the pain on the day we had to separate. Do you remember those beautiful kisses? Do you remember the last one we gave each other between the tears. You did not dare to say a word. The tears were suffocating you. While passing by you were at the window. The [train] guard also told me that. I didn’t see you. I almost thought you didn’t keep the promise made. I didn’t dare to watch more than once. My poor heart was suffocated not by tears, but by a strong passion that I couldn’t resist. You knew what my beliefs were. Also having to leave you again, what a pain... By the end of the year we hope this will end... Greetings and kisses Giuseppe. Enjoy this souvenir from me. In these rough mountains you can find these flowers.
In remembrance of the Union and Confederate soldiers who served in the American Civil War (1861-1865), the Liljenquist Family recently donated their rare collection of almost 700 ambrotype and tintype photographs to the Library of Congress. NOTE (2012): The collection has grown with new donations, including many soldiers with names and also Confederates.

Most of the people and photographers are

Classification

These fascinating photographs represent the impact of the war, which involved many young
Co-Curation

Co-Curation, SteveFE Stream


Created with 1t's Flickr Toys.
Community

Content

Context

Collaboration

Connection
CONNECTED = ENGAGED
impossible
“Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”

-Albert Einstein
VALUE
QUALITY
Demonstrating Value
WARNING

CHALLENGES AHEAD
What is the added value (in the eyes of our customers) for what we currently do?

What can we stop doing (that has little value) – and our customers probably will not notice?

What should we do that will add real value?
What?
Delete
simplify
less is the new more
Automation
Library Consortiums
# Library Collections & Services

<table>
<thead>
<tr>
<th>Acquire</th>
<th>Publishers, text, passive</th>
<th>Active, text+, publish, produce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrange</td>
<td>Set, inflexible, Dewey</td>
<td>Virtual shelves, crowd curation</td>
</tr>
<tr>
<td>Describe</td>
<td>Publishers, LC, OCLC</td>
<td>Folksonomies, ratings, reviews</td>
</tr>
<tr>
<td>Provide</td>
<td>Catalogs, shelves</td>
<td>Merchandize, discovery, exhibits, create, imagine</td>
</tr>
<tr>
<td>Support</td>
<td>Reference</td>
<td>Connect, engage, learn</td>
</tr>
</tbody>
</table>
Value-Added Spectrum

Data

Information

Informing Knowledge

Organizing Processes

Analyzing Processes

Judgmental Processes

Decision Processes

Action

Productive Knowledge

Matching goals
Compromising
Bargaining
Choosing

Presenting
- Options
- Advantages
- Disadvantages

Separating
Evaluating
Validating
Comparing
Interpreting
Synthesizing

Grouping
Classifying
Relating
Formatting
Signaling
Displaying
What Have You Found to be Effective?