

# Government as a Participant in Social Networks

## Adding Authority to the Conversation



# The Dynamic Web

- Over ½ of World's population under 17 (UNESCO)
- Over 1 billion people now online
- 70% of United States has access to broadband
- 77% of Americans 12 years and older go online
- 28% of Internet users have tagged or categorized content online
- Mobile is proliferating (Microsoft launches live mobile 6/18)
- User generated content is growing exponentially

The screenshot shows the homepage of the Library of Congress website. At the top, the logo "The LIBRARY of CONGRESS" is displayed next to a search bar with a "SEARCH" button and a link to "More Search Options". Below the header, there are several featured sections:

- Resources for...:** A list of user groups including Kids, Families, Librarians, Publishers, Researchers, Teachers, and Visitors.
- Library Resources:** A list of services such as About the Library, American Folklife Center, Ask a Librarian, Braille and Audio Materials, Copyright Office, Digital Preservation, Jobs/Fellowships, Kluge Center, Law Library of Congress, Library Catalogs, Poetry, and Support the Library.
- LIBRARY CATALOGS:** A section for print, multimedia, and online resources.
- AMERICAN MEMORY:** A section for historic maps, photos, documents, audio, and video.
- EXHIBITIONS:** A section for presentations of treasures from past and present collections.
- GLOBAL GATEWAY:** A section for multilingual resources on world culture.
- THOMAS:** A section for legislative information, current and historical.
- HIGHLIGHTS FROM THE LIBRARY:** A section featuring "Song of America Tour" (Hampson and Thomas in 11-city music tour), "Wise Guide to loc.gov" (The rarest of the rare; a powerful dream), "Today in History | February 8" (From the Library's American Memory collections), and "Shop at the Library" (Winter sale, Prints, photographs).
- Webcasts:** A section for "A Talk with Betty Friedan" and "More on Women's Studies".
- LIBRARY NEWS & EVENTS:** A section for "African Americans at War" (New stories from the Veterans History Project), "Report on 'Orphan Works'" (Copyright Office considers rights of absentee owners), and "Alvin Ailey American Dance Archives" (Library acquires papers, photos, sketches).

At the bottom of the page, there are links for "Site Map", "Contact", "Accessibility", and "Legal".

# The Dynamic Web

- **“Participatory Volunteerism” increasing:**
  - **Community-based interaction**
  - **Sharing**
  - **Assistance in managing, changing, contributing, and fostering information and data**

The screenshot shows the homepage of The Library of Congress American Memory. At the top, there is a navigation bar with links for HOME, BROWSE, ABOUT, HELP, and CONTACT. A search bar is located on the right side of the header. Below the navigation bar, the main content area is divided into several sections. On the left, there is a 'Browse Collections by Topic' section with a grid of links for various subjects such as Advertising, African American History, Architecture, and more. On the right, there is a 'Collection Highlights' section featuring three featured items: 'Military Situation Maps' with a map image, 'Walt Whitman' with a portrait image, and 'Today in History' for February 7 with a clock icon. At the bottom of the page, there is a footer with the text 'The Library of Congress | Legal'.

- **This is about “ME”.** There must be a relationship to who I am, what communities I participate in, and what is important and relevant to me.

# The Library in The Dynamic Web

- One of the oldest Federal and Cultural Institutions
- Serves Congress and the American People
- 130 million items in the physical collections
- 22 million items online
- Web Usage:
  - 5 billion hits a year
  - 111 million visitors a year
  - 2 million page views per day
  - Usage across United States and over 200 countries

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# The Library in The Dynamic Web

- **Diverse and Changing User Base:**
  - **Scholars/Researchers**
  - **Teachers**
  - **Students**
  - **Librarians/archivists**
  - **Publishers**
  - **General Public**

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- Resources for...:** A list of user groups with radio buttons: Kids, Families; Librarians; Publishers; Researchers; Teachers; Visitors.
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  - African Americans at War:** New stories from the Veterans History Project.
  - Report on "Orphan Works":** Copyright Office considers rights of absentee owners.
  - Alvin Ailey American Dance Archives:** Library acquires papers, photos, sketches.
  - View all Library news and events**

At the bottom of the page, there are links for Site Map, Contact, Accessibility, and Legal.

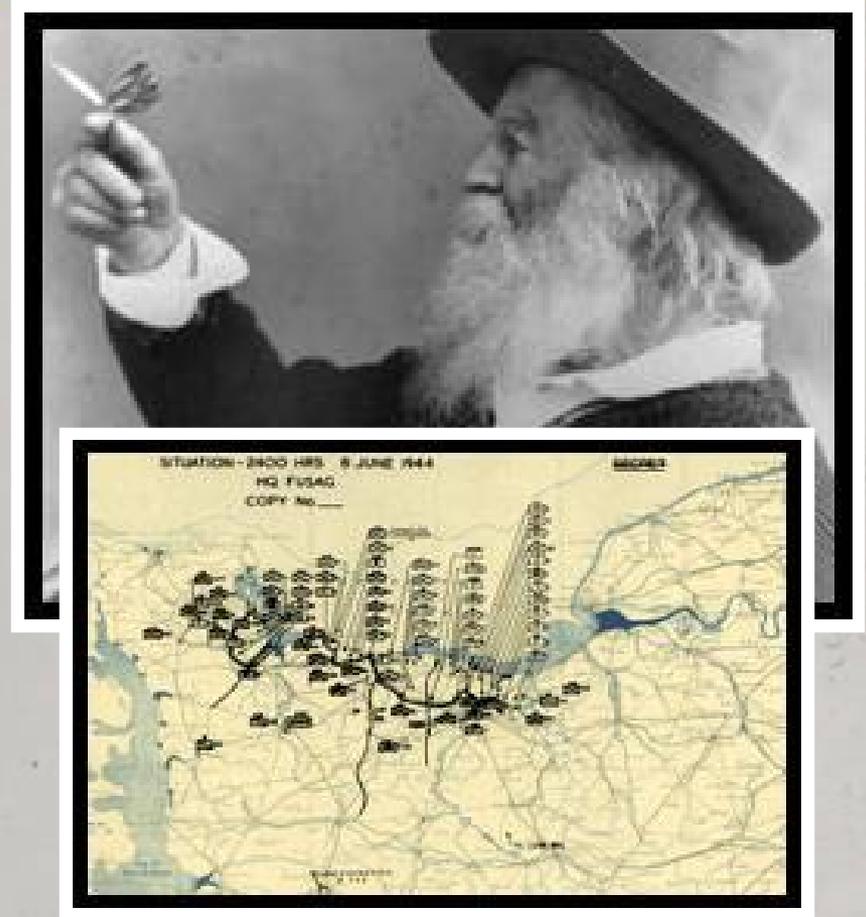
# The Library in The Dynamic Web

- **Definition of Libraries is changing**
- **LC can be considered a large electronic content and media company**
- **Must compete in the dynamic world of the Internet and strive to maintain relevance**
- **Web/technology now moving faster than an older and well established institution can accommodate**

The screenshot shows the homepage of the Library of Congress website. At the top, there is a search bar with a 'SEARCH' button and a link to 'More Search Options'. Below the search bar is a navigation menu with five categories: 'LIBRARY CATALOGS', 'AMERICAN MEMORY', 'EXHIBITIONS', 'GLOBAL GATEWAY', and 'THOMAS'. Each category has a brief description of its content. Below the navigation menu is a 'HIGHLIGHTS FROM THE LIBRARY' section, which features several featured items: 'Song of America Tour', 'Wise Guide to loc.gov', 'Today in History | February 8', and 'Shop at the Library'. The 'Shop at the Library' section includes a 'WINTER SALE' banner and links to 'Winter sale' and 'Prints, photographs'. At the bottom of the page, there is a footer with links for 'Site Map', 'Contact', 'Accessibility', and 'Legal'.

# The Library in The Dynamic Web

- **Library and other agencies must maintain position as a source of primary source information in a space where Wikipedia and others exist and are quickly becoming the first stop**
- **Institutions must now meet users in their spaces, communities, and environments**
- **Institutions must now recognized the importance of the relationship to their users and the relationship and relevance of the content to their users**



# The Library in The Dynamic Web

- **Bringing Authority to the Web (Library of Congress current initiatives):**
  - Really Simple Syndication
  - MetaSearch and Beta Search Applications
  - Open Site Map Project Participation (Spring 06)
  - Strong Relationships with Major Search Engines
- **Future Initiatives:**
  - Podcasts (7/5/2007)
  - Second Life Pilot
  - Flickr Pilot
  - Tag Clouds
  - Widgets
  - Wikipedia Source
  - World Digital Library (Prototype 10/2007)
  - New Visitors Experience (Launch 9/2008)

*Communities, Sharing,  
Interaction, Personalization,  
Authentic and Authoritative*

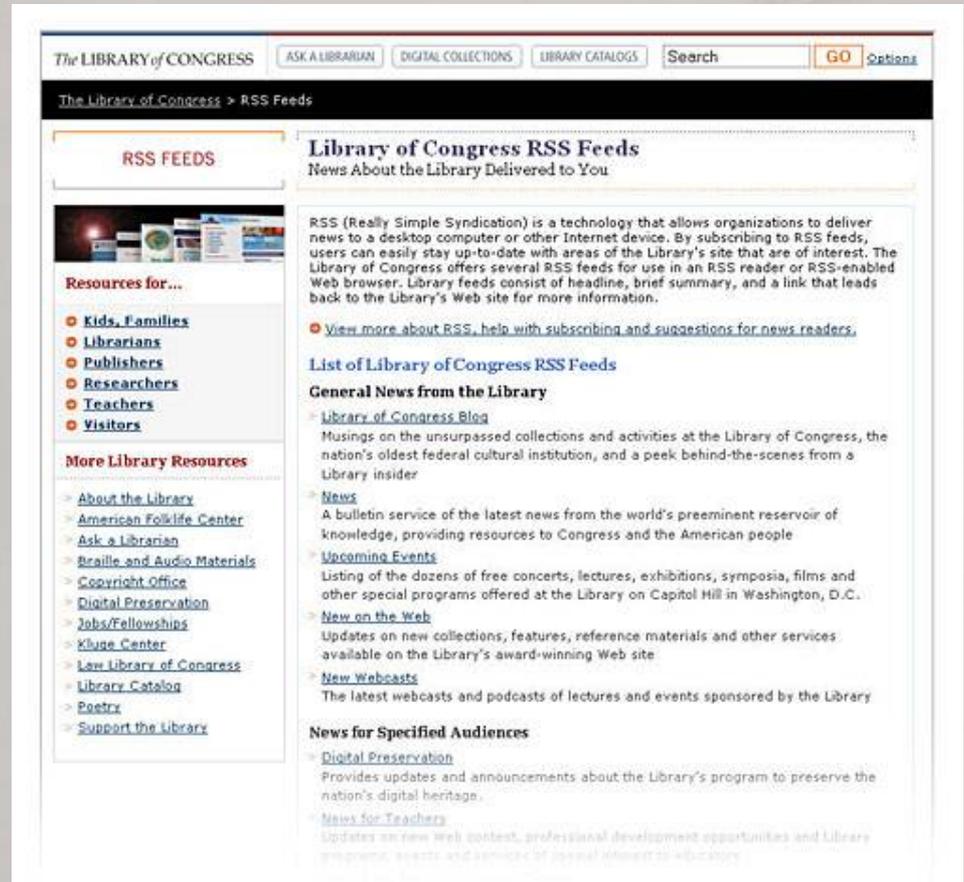
# The Library of Congress Blog

- Launched on April 24<sup>th</sup>, 2007
- <http://www.loc.gov/blog/>
- Since then...
  - 55 posts
  - 255 Comments
- According to Technorati...
  - 150 blog links
  - Ranked 30,950 out of 70 million
- (stats as of June 15, 2007)

The screenshot shows the Library of Congress Blog homepage. At the top, there is a navigation bar with links for "ASK A LIBRARIAN", "DIGITAL COLLECTIONS", "LIBRARY CATALOGS", a search box, and a "GO" button. Below this is a breadcrumb trail: "The Library of Congress > Library of Congress Blog". The main header features the "LIBRARY OF CONGRESS BLOG" logo and the title "Library of Congress Blog" with the tagline "Light and liberty go together." A search box for the blog is located on the left. Below the search box is a "CATEGORIES" list with links to various topics such as Blogging, Capitol Hill, Congress, Curators, Events, Exhibitions, LC Web site, Libraries, Music, New Visitors Experience, News, Open Thread, Thomas Jefferson Building, Today in History, and Washington DC. A "BLOGROLL" section lists other related blogs like Librarian.net, LibVibe, National Journal's Beltway Blogroll, NEA's Big Read blog, and Smithsonian's Eye Level blog. The main content area features a large image of the Thomas Jefferson Building under construction, with a caption "About this image". Below the image is the article title "A Grand Old Flag" by Matt Raymond, dated June 14th, 2007. The article text discusses the history of the American flag and mentions the "Wise Guide" launched on that day. A quote from the article is highlighted in a light blue box: "Did you know that the current American flag was a result of a school project? Can you believe that the resulting grade on the project was only a B minus? In 1958, high school student Robert G. Heft of Lancaster, Ohio, was spurred on by his interest in politics and talk of Alaska and Hawaii becoming states to design a 50-star flag as a school project. His teacher, Stanley Pratt, gave him a B minus on the project, describing it as unoriginal. However, he would grant Heft a higher grade if Congress accepted the design. Thanks to the late congressman Walter Moeller, Heft earned his gold star when the design was accepted in 1960." The article concludes with the text "No, I didn't know — but I do now! Happy Flag Day, everyone!" and a list of tags: "flag, day, stars and stripes, american flag, u.s. flag, flags, holiday, holidays, history".

# Really Simple Syndication (RSS)

- **18 RSS Feeds Currently Available**
- **More planned... including for THOMAS**



The screenshot shows the Library of Congress website's RSS Feeds page. At the top, there is a navigation bar with links for 'ASK A LIBRARIAN', 'DIGITAL COLLECTIONS', and 'LIBRARY CATALOGS', along with a search box and a 'GO' button. Below the navigation bar, the page title is 'The Library of Congress > RSS Feeds'. The main content area is titled 'Library of Congress RSS Feeds' and 'News About the Library Delivered to You'. It includes a section for 'RSS FEEDS' with a small image of various RSS feed icons. To the left, there are two columns of links: 'Resources for...' with links for Kids, Families, Librarians, Publishers, Researchers, Teachers, and Visitors; and 'More Library Resources' with links for About the Library, American Folklife Center, Ask a Librarian, Braille and Audio Materials, Copyright Office, Digital Preservation, Jobs/Fellowships, Kluge Center, Law Library of Congress, Library Catalog, Poetry, and Support the Library. The main content area also includes a paragraph explaining RSS technology, a link to 'View more about RSS, help with subscribing and suggestions for news readers', a 'List of Library of Congress RSS Feeds' section, and several news items under 'General News from the Library' and 'News for Specified Audiences'.

The LIBRARY of CONGRESS      [Options](#)

The Library of Congress > RSS Feeds

**RSS FEEDS**

**Library of Congress RSS Feeds**  
News About the Library Delivered to You

RSS (Really Simple Syndication) is a technology that allows organizations to deliver news to a desktop computer or other Internet device. By subscribing to RSS feeds, users can easily stay up-to-date with areas of the Library's site that are of interest. The Library of Congress offers several RSS feeds for use in an RSS reader or RSS-enabled Web browser. Library feeds consist of headline, brief summary, and a link that leads back to the Library's Web site for more information.

[View more about RSS, help with subscribing and suggestions for news readers.](#)

**List of Library of Congress RSS Feeds**

**General News from the Library**

[Library of Congress Blog](#)  
Musings on the unsurpassed collections and activities at the Library of Congress, the nation's oldest federal cultural institution, and a peek behind-the-scenes from a Library insider

[News](#)  
A bulletin service of the latest news from the world's preeminent reservoir of knowledge, providing resources to Congress and the American people

[Upcoming Events](#)  
Listing of the dozens of free concerts, lectures, exhibitions, symposia, films and other special programs offered at the Library on Capitol Hill in Washington, D.C.

[New on the Web](#)  
Updates on new collections, features, reference materials and other services available on the Library's award-winning Web site

[New Webcasts](#)  
The latest webcasts and podcasts of lectures and events sponsored by the Library

**News for Specified Audiences**

[Digital Preservation](#)  
Provides updates and announcements about the Library's program to preserve the nation's digital heritage.

[News for Teachers](#)  
Updates on new Web content, professional development opportunities and Library programs, events and services of special interest to educators.

**Resources for...**

- [Kids, Families](#)
- [Librarians](#)
- [Publishers](#)
- [Researchers](#)
- [Teachers](#)
- [Visitors](#)

**More Library Resources**

- [About the Library](#)
- [American Folklife Center](#)
- [Ask a Librarian](#)
- [Braille and Audio Materials](#)
- [Copyright Office](#)
- [Digital Preservation](#)
- [Jobs/Fellowships](#)
- [Kluge Center](#)
- [Law Library of Congress](#)
- [Library Catalog](#)
- [Poetry](#)
- [Support the Library](#)

# Meta Search

- Searches the following sources:
  - Library of Congress Web site
  - American Memory
  - Online Catalog
  - Prints & Photographs Online Catalog
  - THOMAS

The screenshot shows the Library of Congress website's search results for the query 'Lincoln'. The page layout includes a navigation bar at the top with links for 'ASK A LIBRARIAN', 'DIGITAL COLLECTIONS', and 'LIBRARY EXHIBITS'. Below the navigation bar, there are breadcrumb links: 'The Library of Congress > Open Search Home > Search Results'. On the left side, there is a search box containing the text 'Lincoln' and a 'Search' button. Below the search box, there are links for 'New Search Home', 'FAQs', and 'Search Help'. The main content area is titled 'Search Results' and features a section for 'Library of Congress Web site (at least 500 results)'. This section contains a list of search results, each with a numbered title and a brief description. The results include links to sheet music, symposiums, teacher resources, diaries, and virtual libraries. At the bottom of the results list, there are links for 'See more results | Visit Library of Congress Web Site' and 'U.S. historical, cultural collections (at least 500 results)'. The page also includes a footer with copyright information and a 'Print this page' link.

# Tagging Pilot Project with Flickr

- **Increase Metadata of Collections**
  - **3000 items to start**
  - **Learn how users tag content**
  - **Make Content relevant**
  - **Share with the World**

The screenshot shows a Flickr page for a photograph of a man playing a fiddle. The title is "Fiddlin' Bill Henseley, Mountain Fiddler, Asheville, North Carolina by Ben Shahn, 1937 (LOC)". Below the photo is a caption: "Public Domain. Suggested credit: Shahn/Library of Congress via pingnews. Additional source information. CALL NUMBER: LC-USF33-006258-M3 [P&P] REPRODUCTION NUMBER: LC-USF33-006258-M3 (b&w film copy neg. from print) LC DIG-00001-00252 (digital file from print)". To the right of the photo is a list of sets it belongs to, including "Public Domain: Library of Congress (Set)", "Interestingness - Top 100 (Set)", "Your Favorites (Set)", "All Public Domain (Set)", "Americana (Set)", "Public Domain (Set)", "Ben Shahn (Set)", "Public Domain Sources (Pis. R)", "Ben Shahn (Po)", and "Games People Family (Kand)". Below the sets is a "Tags" section with a list of tags: "Harley-Davidson", "Motorcycle", "Leesburg, VA", "Holga", "Lomography", and "B&W". A mouse cursor is pointing at the "Tags" section, and a small box is open showing the list of tags and an "Add a tag" button.

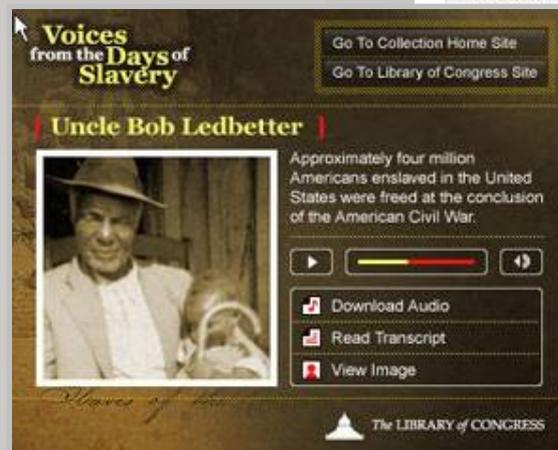
# Second Life Pilot

- **Meet Users in their worlds: Enabling features, functions, and interactions with content not possible otherwise**



# Web Widgets

- Share it,
- Extend reach,
- Inspire knowledge



# Issues and Challenges

- **Institution slow to change**
- **Laws, regulations, and policy issues**
- **Failure to recognize major shifts in external world**
- **Changing user base (last resort vs first resort)**
- **Legacy systems, applications, architectures, and data stores**
- **Unions: Changes in position descriptions/job duties**
- **Copyright and other rights issues**
  
- **Issues and challenges do not allow us to move forward as quickly as we would like.....**