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 Dynamic Web

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

- **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**

The Library in The Dynamic Web

- **Diverse and Changing User Base:**

    – **Scholars/Researchers**
    – **Teachers**
    – **Students**
    – **Librarians/archivists**
   – **Publishers**
    – **General Public**

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 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**
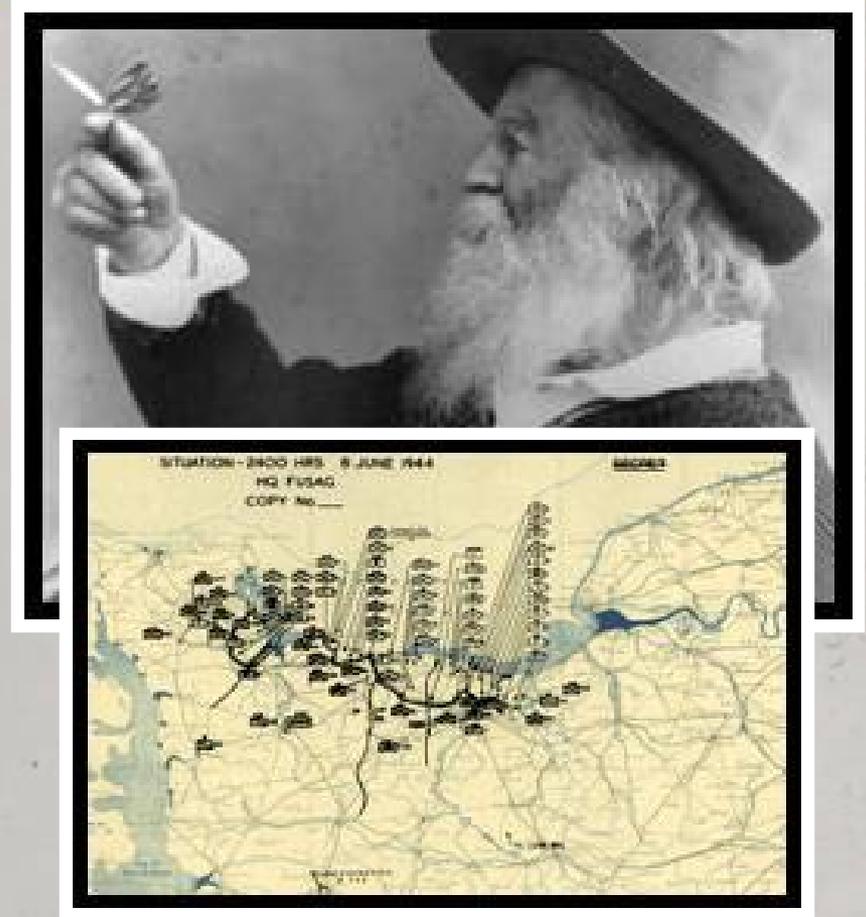
The Library in The Dynamic Web

- **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 24th, 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)**

Really Simple Syndication (RSS)

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

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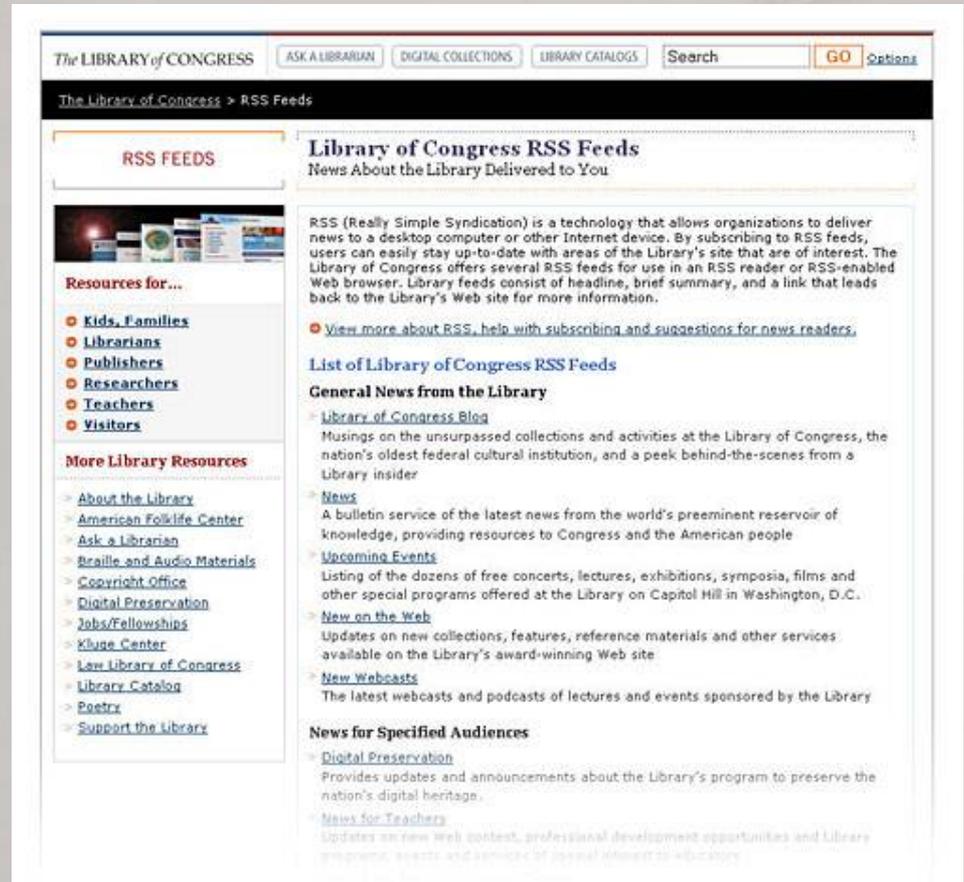
- **Searches the following sources:**
  - **Library of Congress Web site**
  - **American Memory**
  - **Online Catalog**
  - **Prints & Photographs Online Catalog**
  - **THOMAS**

Tagging Pilot Project with Flickr

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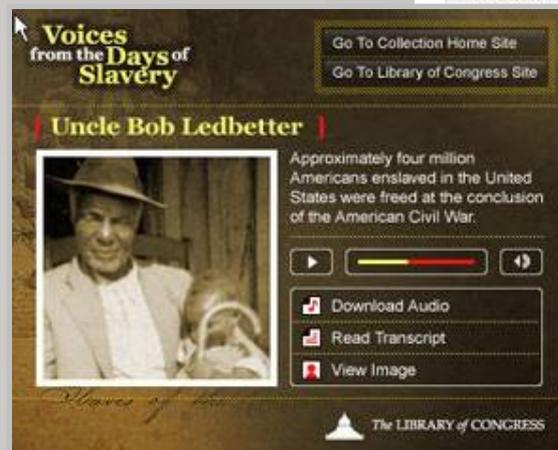 - **Share with the World**

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…………**