

Library 2.0 –crossing or burning bridges over the digital divide?

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INTRODUCTION

- ▶ Society and communication are changing.
- ▶ My study explores how the Library 2.0 model relates to the digital divide.
- ▶ Theoretical frames/methods, results and conclusions, summary

My queries

- ▶ How can changes inspired by the Library 2.0 model made in a Swedish public libraries affect the digital divide?
- ▶ How can the digital divide be considered in the planning of changes according to the Library 2.0 model?

How can the digital divide be considered as concrete measures are then taken?

What consequences can an adaption to the Library 2.0 model be believed to have on the digital divide?

Definitions

- ▶ Digital divide:
“[T]hose who do, and those who do not, use the panoply of digital resources to engage, mobilize, and participate in public life.” (Norris, Pippa, *2001 Digital divide?: civic engagement, information poverty, and the Internet worldwide*, p 3)
- ▶ Library 2.0:
A vision of an open communication between library and patrons resulting in a state of constant purposeful change of the library and empowerment of the patron, mostly made possible by electronic resources.

Swedish public libraries

- ▶ At least one public library in every municipality, aided by county libraries.
- ▶ Financed by the main municipalities and the Swedish arts council.
- ▶ Visited by around 60% of the Swedish population.



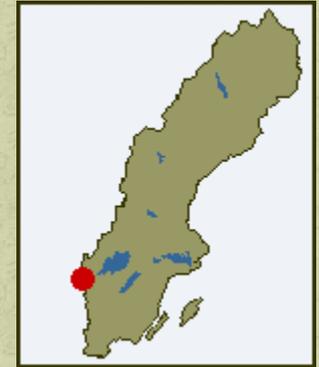
The municipality of Kungälv

- ▶ The municipality of Kungälv

West coast of Sweden, Västra Götaland county

‘ Municipality of about 42.000 inhabitants

Struggling economy



The public library of Kungälv

- ▶ The public library of Kungälv:

Placed in a cultural facility called “Mimers hus”

A school library for an upper secondary school

Cooperating with several other organisations

In the middle of changing
in accordance with
the library 2.0 model.



THEORETICAL FRAMES / METHODS

- ▶ **Qualitative study:**
Investigates the meaning and nature of a phenomenon or event.
Aims to understand its subject in depth.
- ▶ **Case study:**
Investigates a specific event, person, occurrence, institution or social group.
Aims to increase understanding of the complexity of a case.
- ▶ **My study** combines these two perspectives by striving to understand rather than to explain and by paying attention to points of view without mistaking them for objective truths.

What I did

- ▶ Read up on the library and municipality of the study.
- ▶ Performed semi-structured interview of open ended questions with the chief librarian
- ▶ Performed shorter interviews with two patrons.

RESULTS AND CONCLUSIONS

–Visions and goals of the change

Goals:

- ▶ Current, exciting and popular meeting place
- ▶ Adapted to its contemporary time
- ▶ A public space controlled by the patrons

Intended methods:

- ▶ Analyse the change of the surrounding world
- ▶ Define a new strategy
- ▶ Identify the possibilities of the organisation to meet new challenges
- ▶ Create a plan of action

Slogan:

- ▶ “Sharper, smarter, bolder, **online**”

Or, put in different words...

- ▶ Challenge habitual routines of the library as an organization and updating the staff
- ▶ Reach out to individual and potential patrons by becoming more contemporary, attractive and practical for modern information needs.
- ▶ Create more extensive networks and become a natural part of the local community

The concrete measures taken and planned so far

- ▶ **The internal changes:**
increased marketing, improvement of webpage, upcoming new organization of staff and ICT–courses for librarians
- ▶ **Apparent changes:**
"lifestyle rooms", more spaces online and ICT–courses for patrons.
- ▶ **New place in the local community:**
active in the local community and new collaboration between main library and affiliated libraries.

Consequences of the process so far

- ▶ The library has increased its amount of patrons.
- ▶ The patrons have taken advantage of the new opportunities to learn about electronic resources and meet the library in new places.
- ▶ The local community might have taken a step towards achieving a bridging of the digital divide.

SUMMARY

- ▶ How can the digital divide be considered in the planning of changes according to the Library 2.0 model?

What do the intentions forming the (possibly digital) change mean for the digital divide?

Who is attracted by the changes and who is excluded?

How can accessibility be maintained for both sides of the digital divide?

SUMMARY

- ▶ **How can the digital divide be considered as concrete measures are then taken?**

Be aware that patrons and staff might take to the change in different ways.

Maintain a focus on the patrons.

Prioritize access, ICT support and interest in how changes are seen.

SUMMARY

- ▶ **What consequences can an adaptation to the Library 2.0 model be believed to have on the digital divide?**

It has been difficult to trace the concrete effects of the Library 2.0 model on the digital divide.

Public libraries can create a common and open environment for exploring the potential of digital resources.

The library 2.0 model encourage a focus on patrons, constant adaptation and digital resources.

THANK YOU FOR LISTENING !

