

INFORMATION FLUENCY

How networked creators have changed the ecology of information and the world of libraries

Lee Rainie

Director – Pew Internet Project

Computers in Libraries

4.12.10

The internet is the change agent

Then and now

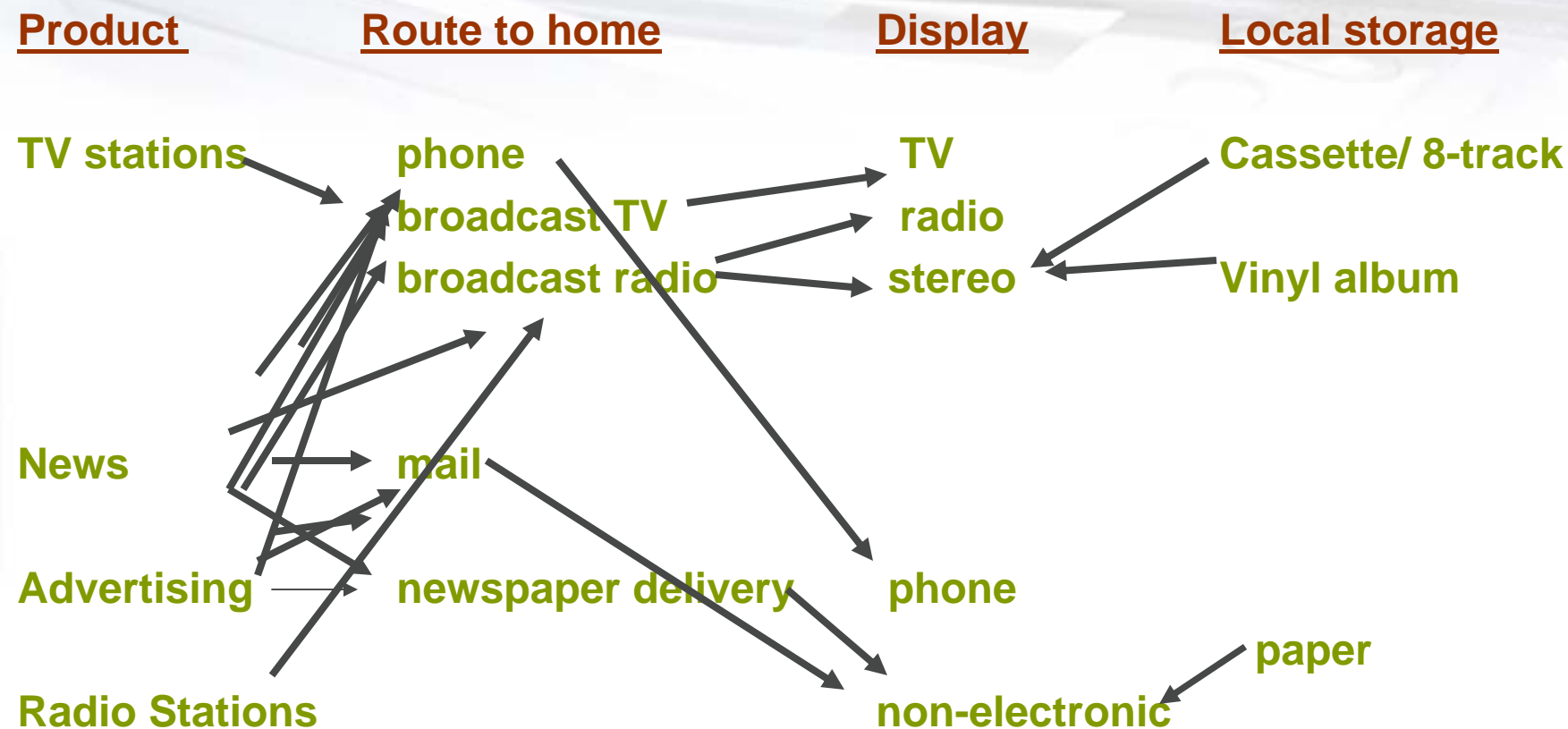
2000

46% of adults use internet
5% with broadband at home
50% own a cell phone
0% connect to internet
wirelessly
<10% use “cloud”
= slow, stationary
connections built around my
computer

2010

75% of adults use internet
62% with broadband at home
80% own a cell phone
53% connect to internet
wirelessly
>two-thirds use “cloud”
= fast, mobile connections
built around outside servers
and storage

Media ecology – then (industrial age)



Tom Wolzien, Sanford C. Bernstein & Co

**37% of adults own DVRs –
up from 3% in 2002**

**48% of adults own laptops –
up from 30% in 2006**

Local storage

VCR

Satellite radio player

37% of adults own game consoles

**18% of adults own
personal gaming devices**

CD/CD-ROM

cell phone memory

MP3 player / iPod

paggers - PDAs

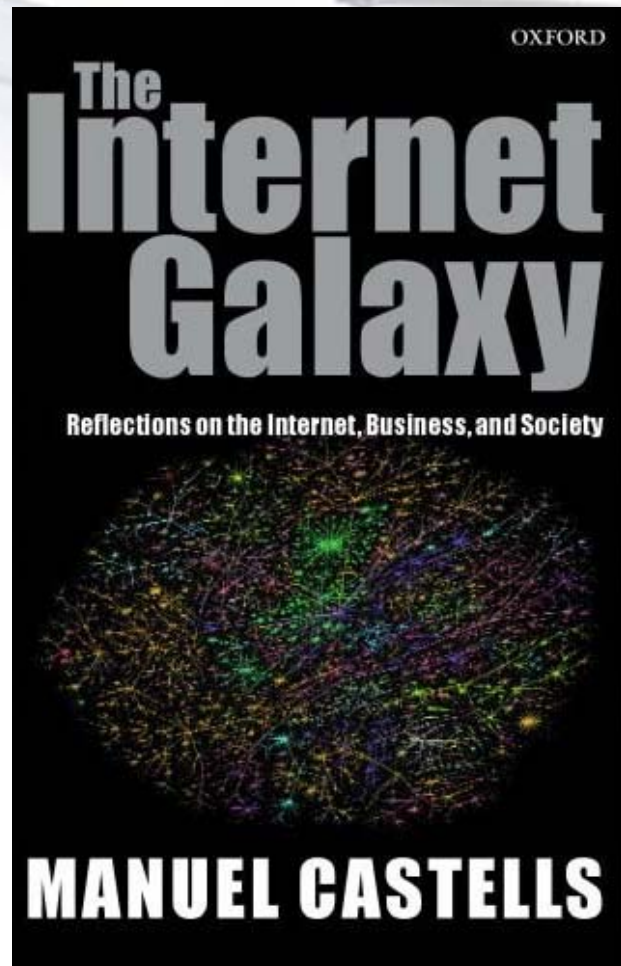
cable box

**43% of adults own MP3 players –
up from 11% in 2005**

Networked creator universe

- 57% are social networking site users
- 37% share photos
- 30% share personal creations
- 30% contribute rankings and ratings
- 28% create content tags
- 26% post comments on sites and blogs
- 19% use Twitter / other status update features
- 15% have personal website
- 15% are content remixers
- 14% are bloggers

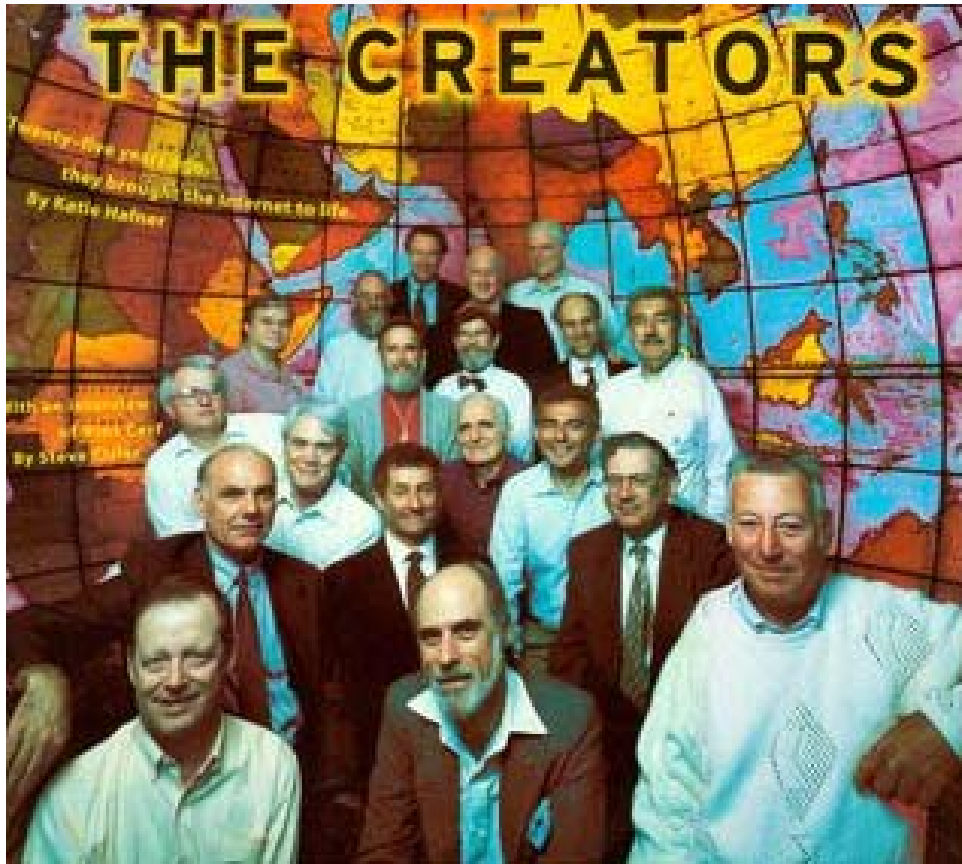
Adapted from Tom Wozniak, Sanford C. Bernstein & Co



Manuel Castells

**Four
cultures
shaped the
internet**

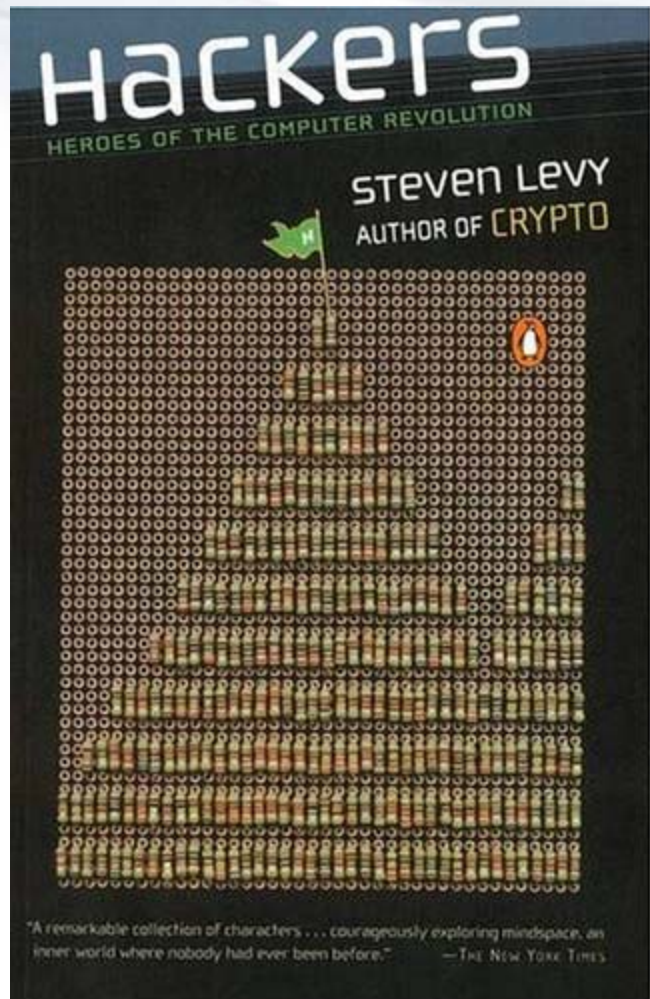
Creators of online culture 1: Techno-elites



**Scientific
method
enshrined**

**Openness
Peer review
Meritocracy**

Creators of online culture 2: Hackers



**Stallman: “Free
speech in the
computer age”**

**Freedom to
create
to appropriate
to redistribute**

Creators of online culture 3: Virtual Communitarians

Whole Earth 'Lectronic Link

THE
W@LL

URL <http://www.well.com/> 

Launched February 1985^[1]

**Early Usenet
groups**

**Horizontal free
communication
Primacy of self-
directing
networks**

Creators of online culture 4: Entrepreneurs



Netscape IPO
Aug. 9, 1995

**Tech know-how
can generate
lots of money**

5th culture of the internet: Networked creators


- Democratized the voices in media
- Challenged traditional media gatekeepers
- Inserted themselves in “expert” affairs
- Enhanced their civic and community roles
 - 37% of internet users contributed to news
 - 20% contributed to health content
 - 19% contributed to civic and political activities

New community-building activities that online content creation enable

- 1. Produce content that helps them expand their social network and increase their social standing**
- 2. Produce content to create social posses to solve problems**
- 3. Produce content to construct “just-in-time-just-like-me” support groups**
- 4. Produce content unlike traditional news organizations**

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Don't Watch Without Us!

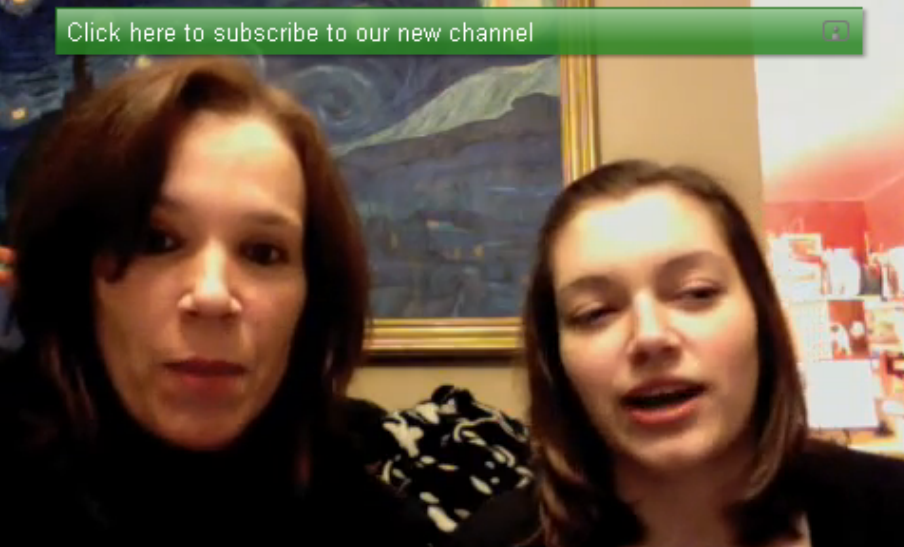
Madrosed's Channel


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Advertisement

Uploads (1282)




Happy Anniversary! 2/8/10
158 views - 10 hours ago



Work work work 2/7/10
245 views - 1 day ago

ferring data from v3.cache1.c.youtube.com...

Beyond Reality - Janet and Maddie



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Profile

Name:	Maddie & Janet
Channel Views:	461,907
Total Upload Views:	3,974,561
Beat:	Entertainment
Age:	45
Joined:	October 19, 2006
Last Sign In:	1 hour ago
Subscribers:	3,972
Website:	http://www.itsbeyondreality.com

We just talk about reality tv & other random stuff
 We're mother/daughter in case you were wondering...Mom=Janet Maddie=daughter
 Maddie just left for college but will continue to do some recaps & college life vlogs. If you got a question: ask us in person - just come to our live show - we rarely answer comments or emails - unfortunately there's just not enough time in the day but we do read them all & appreciate you


Madrosed became friends with Tom

Madrosed uploaded a new video (10

 Happy Anniversary! 2/8/1
 This is what happened b


Actually filmed this on 2/7/10

Madrosed became friends with The

Madrosed became friends with acm

Madrosed uploaded a new video (1 d

 Work work work 2/7/10
 This is what happened b

Other Channels

 **Zembarrassed2ask**
 Its everything you need to know

Subscribers (3972)

Done

unfortunately there's just not enough time in the day but we do read them all & appreciate you taking the time to write us.

#####

LIVE SHOW! SAT NIGHT@10pm EST on
www.blogtv.com/people/itsbeyon drealty
FALL SHOWS WE WILL BE COVERING...

Mon - The Bachelor-On the Wings of Love

Tues & Weds - American Idol

Weds - America's Next Top Model

Thurs - Project Runway

Thurs - Survivor

Sun - The Amazing Race

Everyday - This Is What Happened But You Weren't
Here So You missed It - Home & College Vlogs

About Me:

Future Talking Head

Thanks for watching! Please rate & comment - it
really means a lot to us & PLEASE

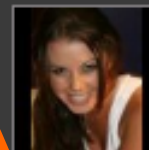
SUBSCRIBE...We'd like to thank all of our
subscribers - you really are the BEST!!!!

#####

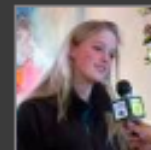
To send us a message or request for Houseguest
of the day or a shoutout please send it to
madrosed@gmail.com

This is the only email we will honor requests for
shoutouts and Houseguest of the day requests -
Thank you :)

Subscribers (3972)



stazaa



digitalre...



alicerd



Jlew

Friends (1912)



jennypenny23



TdashDUB



WilliamSledd



blar

Channel Comments (1526)



SARAHfromLONDONuk (1 week ago)

Like your channel :D



maryduda004 (1 week ago)

Hey guys a love your recaps!

Done

Advantages to creators – conclusions of MacArthur Foundation team

- Negotiating friendship, status, identity
- Creating spaces for building social networks among friends **AND** those who share their interests
- Creating learning opportunities
- Gaining reputational capital

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Jesse Hirsh

Broadcaster, Speaker, Researcher and Strategist

[BIO](#)[BLOG](#)[SPEAKING](#)[BROADCASTING](#)[CONSULTING](#)[POLITICS](#)[CONTACT](#)

RECENT BLOG POSTS

- » [Canadian Democracy in Crisis: A Challenge for the Creative Class](#)
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- » [Rockin the Revolutionary Nokia N900](#)
- » [Tiger Woods and Why Privacy Matters](#)
- » [Rogers & Android: When the Carrier is the Bottleneck](#)
- » [Emerging Business Models for Journalists and Agitators](#)
- » [Last Mile Mobile Solutions: Tracking Crisis Response](#)
- » [Is Privacy Dead?](#)
- » [Resisting Internet Orthodoxy](#)

An Epic Thread Yields Rapid Internet Justice

Posted Wed, 05/27/2009 - 15:29 by jesse

Yesterday I was sent a link to [an incredible and epic thread](#), which a meta-mob of auto enthusiasts formed to mete out rapid Internet justice on a car parts thief who had been preying upon them.

It all started in the parking lot of Toronto's Yorkdale Mall. While the victim was at work, someone stole a specialized front lip from his car, an Acura TSX, in the middle of the day, using his own car to block what he was doing. The victim went to mall security, got video of the crime, but because the thief took the plates off his car, and there are no witnesses, the police said there was nothing they could do.

Frustrated by this lack of action, the victim turned to the TSXClub.com site, a forum for Acura TSX owners. He started the thread in the early hours of May 21st 2009.

As a bit of background, forums online are one of the largest and most vibrant elements of social media, and automotive forums tend to have a character and class all of their own. What is particularly interesting in this case is the not only way the



0
tweets

[tweet](#)

Done

Acura TSX - Car thief posse



- After the internet forensics were complete, and group members were convinced they had their man, the first thing that emerged were image mashups of the alleged thief, mostly making fun of him. Soon thereafter, users combed over Google Maps using the pictures of his car in front of his house and information that it was in Richmond Hill neighborhood and eventually they were able to identify his address by recognizing it in the satellite view, Hirsh wrote. And then more information was unearthed: “They were able to identify his mom and where she lives, his grandmother and where she lives, his sister, her employment, and some of his past crimes, including the fact that he is currently driving even though his license is suspended.”



Advantages to creators in posse situations

- Fact checking and transparency
- Crowdsourcing wisdom, especially among “strangers” who share a common purpose
- Production and accumulation of evidence that is easily search-able

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Lung Cancer Online

Karen Parles, MLS, Editor

Lung Cancer News

Support Research

In Memory of Karen Parles

After an eleven year struggle with non-small cell lung cancer, Karen Parles died of complications of her illness in the early morning hours of February 16, 2009. She dedicated her life and her energies to the well being of her family and friends, and to improving the quality of care and information provided to people living with lung cancer. Upon Karen's diagnosis in 1998, lung cancer was a stigmatized disease, and her children were eight and seven years old. Patients were treated largely as orphans by the establishments that allocated resources to care, research and outreach. Celebrities only died of cancer, never of lung cancer. Karen harnessed her outrage over this state of affairs to drag forward the leading edge of change. She started this website, joined support and advocacy groups, served on national and local committees with leading lung cancer specialists, coauthored **100 Questions and Answers About Lung Cancer**, and directly answered the questions of thousands of patients across the globe regarding issues related to living with lung cancer. For her efforts she was awarded a Bicentennial Medal by Williams College, her alma mater, and the Catherine Logan Award for Service to Survivorship by the National Coalition for Cancer Survivorship. Her greatest reward, however, was living long enough with lung cancer to see her efforts bear fruit. Lung cancer patients now receive greater respect as well as more and better information about their illness, lung cancer research is more appropriately funded, celebrity deaths are now attributed to "lung cancer", and her children are now adults.

A [CaringBridge site in memory of Karen](#) has been created to enable friends and family to stay connected.

▲ **Finding the Best Medical Care**

physicians & hospital locators • lung cancer programs • second opinions • your health care team • communication & self-advocacy • issues that impact care (medical records management, multidisciplinary care)

▲ **Services & Support**

support organizations • support groups (Internet, phone & in-person) • smoking cessation resources • financial & insurance issues • home care & hospice • caregiver & family issues • survivors' stories

▲ **Lung Cancer Information**

general information • types of lung cancer • non-small cell lung cancer (nslc) • small cell lung cancer (scl) • bronchioloalveolar carcinoma (bac) • diagnosis & staging • prognosis & survival

Lung Cancer Online
FOUNDATION
Information for Patients – Funding for Research

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Find: [Next](#) [Previous](#) [Highlight all](#) ☐ Match case

Karen Parles material

*Connecting Family and Friends When Health Matters Most*

Karen Parles

[Welcome](#) | [MY STORY](#) | [Journal](#) | [Guestbook](#) | [Photos](#) | [Resources](#) | [Tributes](#)

My Story

[Print this Page](#)

See Journal below.

BACKGROUND STORY

I have established this site at Caring Bridge in order to keep in touch with all of you who care about Karen. After eleven years of dealing with lung cancer and its treatment, Karen now has advanced liver failure and is in her last days, if not hours. During the last six months Karen has experienced a progressively steeper decline in her health and well being. She started home hospice care about three weeks ago, which has been very helpful for Karen and the rest of us. Hospice has facilitated the type of

♥ **4,787 VISITS FROM FAMILY AND FRIENDS**

HELP SOMEONE ELSE WHEN THEY NEED IT MOST

[Tell a Friend](#) about CaringBridge.

☆ [Help CaringBridge provide this free service](#) to others who need similar support.

TRIBUTE DONATIONS TO CARINGBRIDGE

☆ [Read the caring tributes](#) in honor of Karen.

☆ [Make a Donation in tribute to Karen](#)

- From Esther Schreurs: “I never met Karen personally, but found her when I really needed to find a survivor of this terrible disease. When I found her site, it really was the only one dedicated to survivorship in 2001. I was desperate for information and I found more than that on her site, I found HOPE. I can't overestimate the enormous impact and inspiration she had on me in those early years after my diagnosis.”

Just-in-time-just-like-me communities

- Communities of just-in-time information and support – ad hoc and “on the fly”
- Communities of “rare species”
 - Homophily par excellence (“birds of a feather”)
- Communities of practice that are “space-less”

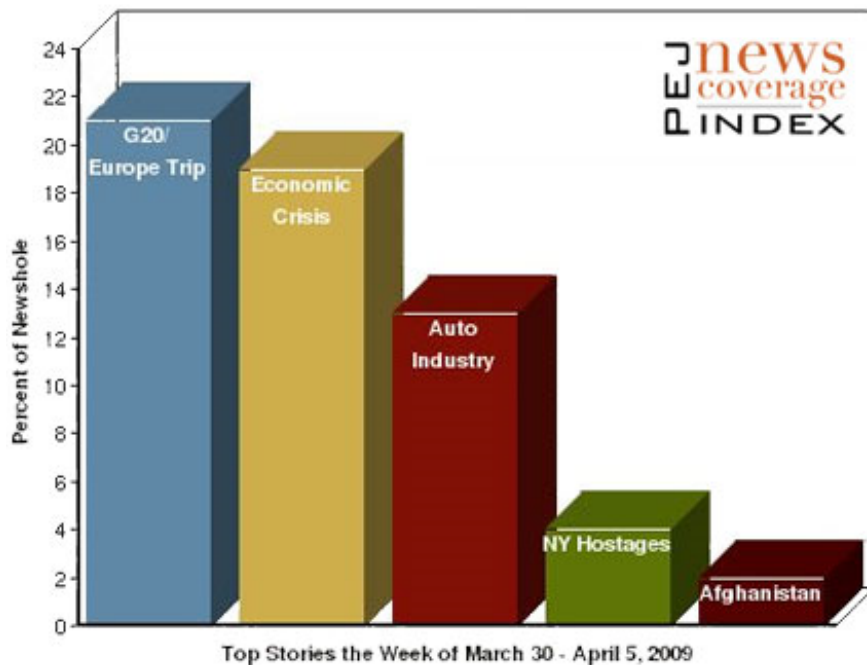
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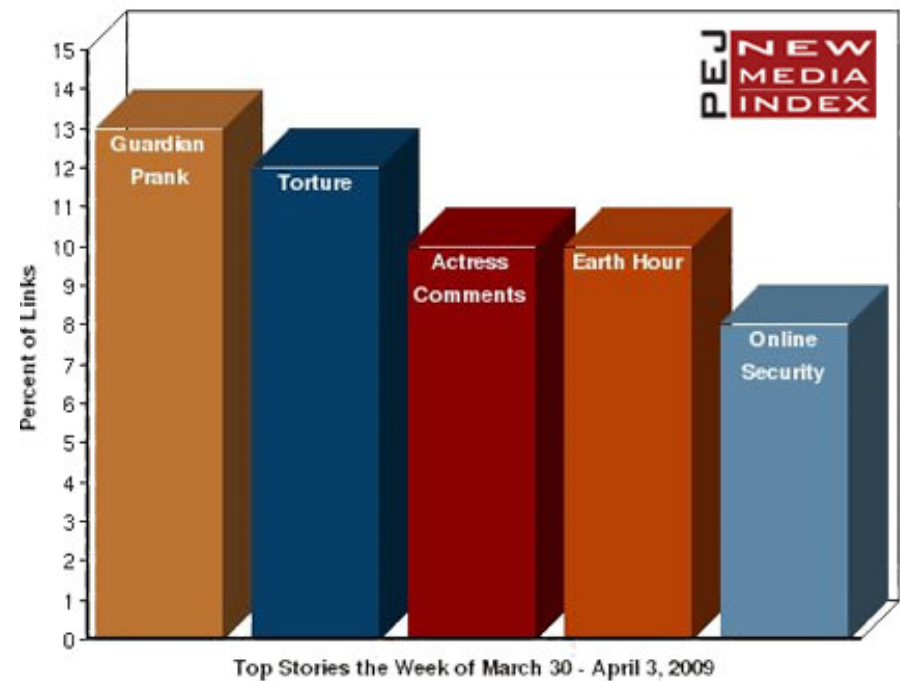
Social media-sphere is the “5th estate”

Week of March 30-April 5, 2009

...While the Traditional Press Focus on Obama and the Economy



Blogosphere is Filled with an Eclectic Mix of Stories...



5th estate publishing tastes

- Technology developments, especially activities in the social media environment
 - Bloggers as “rocket boosters”
 - Links as social currency
- Off-beat stories, especially those with quirky humor
- American exceptionalism stories
- Cultural cleavages and social issues more than economic issues

Implications for libraries – 1

You can be a node in
people's social networks
as they seek information
to help them solve
problems and meet their
needs

Implications for libraries – 2

You can teach new literacies

- screen literacy - graphics and symbols
- navigation literacy
- connections and context literacy
- skepticism
- value of contemplative time
- how to create content
- ethical behavior in new world

Implications for libraries – 3

Need to re-vision your role in a world where much has changed

- Access to information
- Value of information
- Curating info means more than collections
- Creating media – networked creators should be your allies



Thank you!

Lee Rainie

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