

# The Intersections between Libraries, Archives and Museums via Social

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Ateneo de Manila University Rizal Library

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Arts  
Users  
Media  
Venues  
Centers  
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Museums  
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Funding  
Edutainment  
Lending  
Libraries  
Promotions  
Grants  
Performance  
ICT  
Facebook  
Friends  
Learning  
Museum  
Heritage  
Cafes  
Ventures  
Instruction  
Archives  
Collections  
Merchandise  
Infotainment  
Admission  
Cultural  
Processing  
Joint  
DRM  
Restrictions  
Publicity

# Trends promoting collaboration

- Crowdsourcing
- Productivity measured in outputs not by time
- Changes in the adoption of devices will dictate services and activities
- Intergenerational kiss & punch
- Values vs. rules
- Workforce training & retention is critical
- Employee led innovation will be critical for the next generation workforce

# Evidence of Impact

- Social Impacts
- Learning Impacts
- Economic Impacts
- Access and Barriers

# Personal Impact Factors

- Enjoyment / personal satisfaction
- Acquisition of new skills
- Try new experiences
- Builds confidence & self-esteem
- Changed or challenged attitudes
- Develop creativity, cultural awareness, communication, memory
- Provides support for lifelong learning & life skills

# Museum Communication

- One-to-One which translates into User-to-User
- One-to-Many which translates to Museum-to-User (illustrated by webpages or blogs)
- Many-to-Many which translates to Knowledge-to-Knowledge (wikis)

# Generic Learning Outcomes (GLOs)

- an increase in knowledge and understanding
- an increase in skills
- a change in attitudes or values
- enjoyment, inspiration, creativity
- action, behaviour, progression

# Academic Literacies

- Information literacy
- Digital literacy
- Financial literacy
- Visual literacy
- Data literacy
- Graphicacy
- Geographic literacy
- Cultural literacy
- Numeracy
- Scientific literacy
- Creative literacy

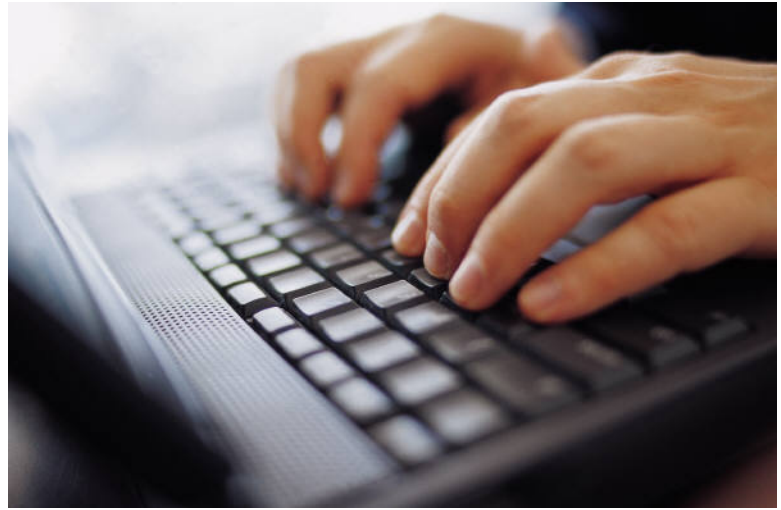
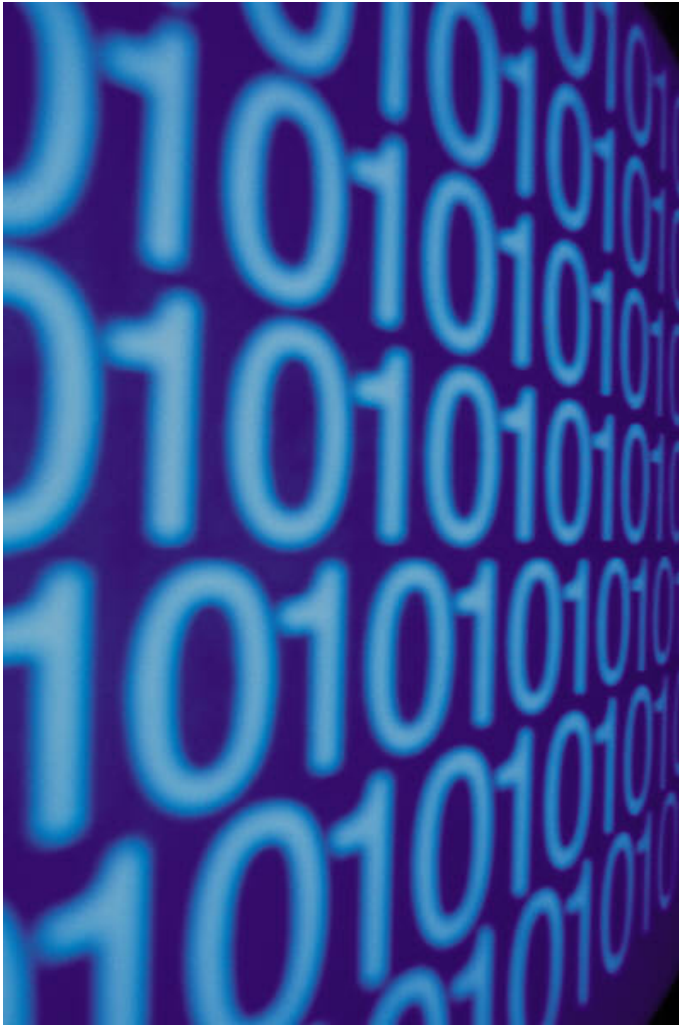


# Collections, Acquisitions & Practices

- Selection & acquisitions
  - Own or subscribe
  - Role of gifts & donations
  - De-selection / weeding / selling
- Descriptive processing
  - Cataloging & control, accessioning
- Resource sharing
- Lending practices
- Cultural heritage
- Digitization & evolving formats

# The Museum Experience

- proximity to museum
- knowledge/background of the staff
- parking facilities
- interest in and educational value of collections
- admission prices
- membership options
- accompanying services of museum like a café or restaurant
- museum store
- daycare provisions
- ease of access for disabled and young children/toddlers



# Digital Rights Management (DRM)

- a method for the publisher to protect their intellectual property,
- the database vendor to discourage harvesting of information,
- allows access to information to the end user without making the experience too cumbersome in the process.

# DRM – Soft vs. Hard Restrictions

<b>Soft Restrictions</b>	Interface or server side configurations of software or hardware that may discourage certain uses such as saving, printing multiple pages, e-mailing. Importantly, the desired use may be achieved through workarounds such as multiple sessions, or operating system or browser functionalities. These workarounds may not be obvious, and they may involve inconvenience to the user.
<b>Hard Restrictions</b>	Systems that strictly prevent uses such as saving, printing, or e-mailing despite operating system or browser functionalities.

Eschenfelder, 2008

# DRM – Restriction Types

**TABLE 2**  
**Summary of Use Restriction Types and**  
**Examples from the Data**

	<b>Definition</b>	<b>Restriction Subtype</b>	<b>Observed Use Restrictions</b>
<b>Soft Restrictions</b>	Interface or server side configuration of hardware and software that may discourage certain uses such as saving, printing multiple pages, e-mailing. Importantly, desired use may be achieved via operating system or browser functionalities; however, it may be inconvenient.	<b>Extent of use</b>	Page print limits, PDF download limits; data export limits; suspicious use tracking.
		<b>Obfuscation</b>	Needing to select items before use options become available.
		<b>Omission</b>	Not providing buttons or links to enact uses.
		<b>Decomposition</b>	Saving document results in many files, making recreating or e-mailing the document difficult.
		<b>Frustration</b>	Page chunking in e-books.
		<b>Warning</b>	Copyright warnings, end-user licenses on startup.
<b>Hard Restrictions</b>	Combinations of hardware and software that strictly control or disallow direct or subsequent use actions including saving, printing, or e-mailing despite operating system or browser functionalities.	<b>Restricted copy and paste OCR</b>	OCR exposed for searching, but not for copying and pasting of text.
		<b>Secure container TPM</b>	Use rights vary by resource.

# Facebook Contents

**FIGURE 1**  
**Comparison in Ranking between Hendrix et al. (2009) and Actual Facebook Contents**

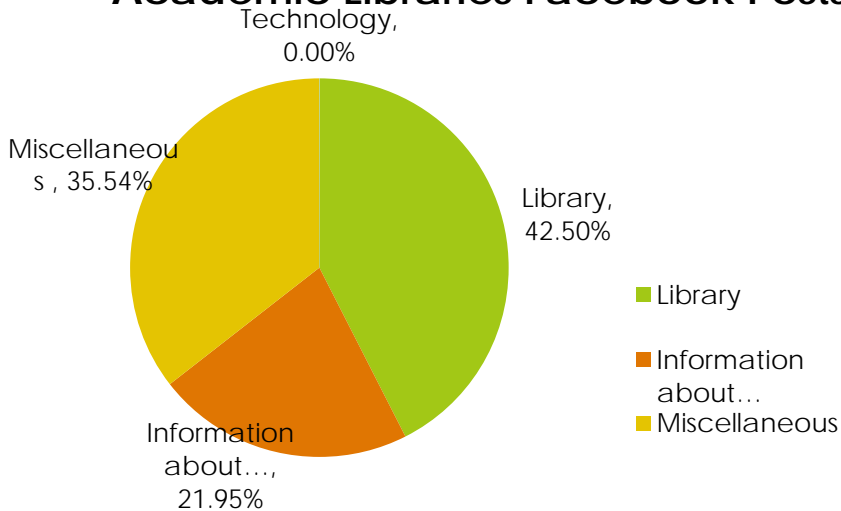
Hendrix et al. (2009) Survey	Actual Facebook Contents
1. Announcements/Marketing	1. Announcements/Marketing (-)
1. Photos	1. OPAC Search (↑)
1. To be where users are	2. RSVP to events (↑)
2. Reference services	3. Photos (↓)
3. Forum for Users	3. To be where users are (↓)
4. RSVP to events	4. Reference Services (↓)
4. OPAC search	4. Forum for Users (↓)
4. Database Search	5. Database Search (↓)
5. Employee Announcements	5. Video (↑)
5. Employee Communication	
No Use	No Use
Administer a course	Administer a course (-)
Tutorials	Tutorials (-)
Post Audio	Post Audio (-)
Video	Employee Communication (↓)
Podcasts	Employee Announcements (↓)

Note. Each tier can contain more than one use. There is no limit to how many uses may fall into a specific tier classification. (-) = No change in rank; (↓) = decrease in rank; (↑) = increase in rank.

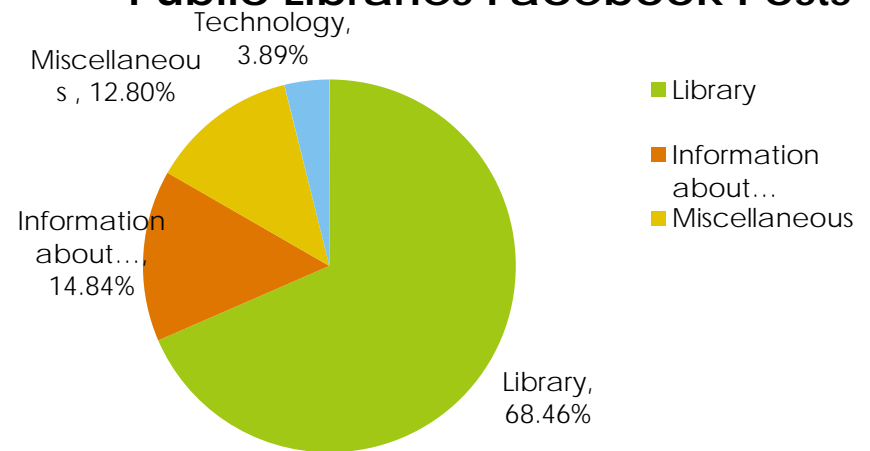
Jacobson, 2011

# Academic vs. Public Library Facebook Posts

## Academic Libraries Facebook Posts



## Public Libraries Facebook Posts



Ahrony, 2012



Source of Funds 2009-2010							
	State or Institutional Allocation	Campus Local Funds from Indirect Cost Recovery/Sponsored Programs	Gifts & Endowments	Grants & Contracts	Auxiliary	Student Fees	Other
ARL Library (Public)							
ARIZONA	74	14	2	1	5	4	0
ARIZONA STATE	98	1	0.5	0.3	0.2	0	0
CALIFORNIA, SANTA BARBARA	96.6	0	2.4	0.2	0.7	0	0.1
COLORADO	95.65	0	2.34	0.2	0.35	0	1.46
DELAWARE	92.6	0	3.65	3.13	0.62	0	0
FLORIDA	91	4	1	2	2	0	0
FLORIDA STATE	94.2	0	0.66	0	0.97	2.85	1.32
HOUSTON	48	0	1.9	0.1	0	50	0
IOWA	95	0	1.6	1.8	1.6	0	0
KANSAS	93	0	2	0	0	3	2
KENT STATE	91.35	0	0.01	0.54	7.7	0.4	0
KENTUCKY	87.6	0	9	3.4	0	0	0
MASSACHUSETTS	45	0	3	1	1	0	50
MICHIGAN	92.65	1.13	2.98	0.18	0.32	0	2.74
MICHIGAN STATE	98.67	0	0.28	0.01	1.03	0	0
MINNESOTA	91	0	5	1	3	0	0
OHIO	92.94	0	2.02	1.19	2.29	0	1.56
OREGON	82.8	2	7.3	2.7	5.2	0	0
PENNSYLVANIA STATE	80.78	0	4.25	2.02	0	12.8	0.15

# Funding Sources

- Annual Campaigns
- Capital Campaigns
- Friends Groups
- Gifts, Endowments and Planned Giving
- Grants
- Joint Venture with Athletics
- E-Commerce
- Cafes
- Library Credit Courses
- Advertising
- Rights and Reproductions
- Fee based services and User Fees
- Student Fees

# Institute of Museums and Library Services Grant Competitions (IMLS)

- Building 21<sup>st</sup> century skills – in conjunction with the MacArthur Fund to promote innovation – ie) learning labs
- Workforce development
- Early learning
- Building digital success
- Connecting to collections



# Infotainment vs. Edutainment



# Resources to consult & join

- American Association of Museums (<http://www.aam.org>)
- Museum Educational Site Licensing Project (<http://www.fmch.ucla.edu/MESL/mesl.htm>)
- Museum Computer Network (<http://www.mcn.edu>),
- Educause (<http://www.educause.org>)
- Online Scholarly Cataloging Initiative ([http://www.getty.edu/foundation/funding/access/current/online\\_cataloging.html](http://www.getty.edu/foundation/funding/access/current/online_cataloging.html))
- American Library Association (<http://www.ala.org>),

Thank you and our apologies for  
not being able to join you