Libraries and Museums in the Flat World: Are They Becoming Virtual Destinations?

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Outline

• “The World is Flat”
• Libraries in the flat world
• Library “as a place”
• Inside out library
• Libraries as virtual destinations
• Museums in the flat world
• Challenges for museums
• EC Recommendation on the digitization and online accessibility of cultural material and digital preservation (24 August 2006)
• Conclusions
“The World Is Flat”, by Tom Friedman

- Impact of networks
- Death of distance
- Global competition
  - G 1.0: 1492-1800: Countries globalizing
  - G 2.0: 1800-2000: Companies globalizing
  - G 3.0: 2000 ---: Individuals globalizing
World Flatteners

- **MS Windows (1989)**
  “a universal graphical user interface . . . to look at the world through”

- **Netscape (1995)**
  a web browser making the world flatter no matter where the page is located

- **Workflow**
  Software and standards: “Have your application talk to my application”

  ...

- **The steroids**
  Digital, mobile, personal and virtual access to information
“...what the flattening of the world means is that we are now connecting all the knowledge centers on the planet together into a single global network, which –if politics and terrorism do not get in the way- could usher in an amazing era of prosperity and innovation.” (p.8)
Yes, but . . .

• Yes, we are connecting all the knowledge centers on the planet together, perhaps

• But the world is not flat for most libraries and museums

• Full contents of knowledge centers have yet to be open access
"World is Flat" at Sofia Univ. Library

LSU database - Find - Zero result

Your search found nothing

- Document type: All Documents
- Find request: Title=world is flat

Maybe you made a typing mistake.

Click the browser's Back button to return to previous screen
“World is Flat” at Rousse Univ. Library

No matches found. (Няма съответстващи записи.)
Error 500

Front server could not find a free WWW Server
"The world is flat" - Google Search - TİNET tarafından sağlanan Microsoft Internet Explorer

Find in a Library: The world is flat - a brief history of the ...
The world is flat - a brief history of the twenty-first century. By: Thomas L. Friedman. Type: English. Book, Publisher: New York: Farrar, ...
www.worldcatlibraries.org/wcpa/cwdoc3d6723bb69cdad199e8348a03e526.html - Similar pages

Find in a Library: The world is flat a brief history of the ...
The world is flat [a brief history of the twenty-first century]. By: Thomas L. Friedman, Oliver Wyman. Type: English: Sound Recording ...
www.worldcatlibraries.org/wcpa/cwdoc3d6723bb69cdad199e8348a03e526.html - Similar pages

Find in a Library: Reflex: a Vik Muniz primer. | English Book ...
... São Paulo -- the land of opportunity -- The world is flat -- the image within: apportionings and likenesses -- Lines and more lines -- Crystals, granis, ...
www.worldcatlibraries.org/wcpa/cwdoc3d6723bb69cdad199e8348a03e526.html - Similar pages

Find in a Library: Twisted urban and visionary landscapes in ...
... into the landscape of painting through the painting of landscape / Mark Godfrey -- Takashi Murakami. Takashi Murakami declares the world is flat / Dance ...
www.worldcatlibraries.org/wcpa/cwdoc3d6723bb69cdad199e8348a03e526.html - Similar pages

In order to show you the most relevant results, we have omitted some entries very similar to the 4 already displayed. If you like, you can repeat the search with the omitted results included.

Not in Bulgaria?
Library Catalogs Offer No Help

• “We don’t have it but
  – We can get it from such and such libraries
  – We can order it online for you from Amazon
  – You can get more information about this book from Amazon, Google, Yahoo! and so on
  – You can get reviews of this book from the following addresses
  – We can provide reviews of this book online from the following journals which we subscribe to
  – We own the following titles of the same author
  – . . .”
Library as a “Place” Metaphor

• “Library is the heart of the university”
• Hard to identify where exactly the library is on campus nowadays because it is not just the building but the contents and services
• Contents and services are increasingly becoming available outside the library building
  – E.g., e-journals, e-books, and open access government publications
  – E.g., reference, electronic document delivery, user training (Kohl, 2006).
Libraries as Virtual Destinations

- First, library catalogs became virtual destinations
- Now, libraries themselves are becoming virtual destinations
- What exactly do we mean by libraries as virtual destinations?
“World is Flat” at Univ. of California

Printed copies

Electronic copies

“World is Flat” at AUBG Library

AUBG Library is NOT a virtual destination
Bulgarian *chitalishta* (cultural community centers)

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**Bulgaria, Houses of Books**
J Boturna - Transitions Online, 2006 - CEEOL
... after the 1989 demise of the communist state, is mainly thanks to a project called *Chitalishta*, or "reading houses," initiated by the Bulgarian Ministry of...

**Bulgarian: A Concise History of Bulgaria**
RJ Crampton - 1997 - books.google.com
... zi6 CONC LU SION 2.3 4 Appendix i Bulgarian monarchs 2.44 ... 35 3.2. Medieval Bulgarian peasants. Incunabulum, National Library, Vienna 37 ...

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**Bulgarian Cultural Heritage: Interpretation and Presentation Problems and Prospects**
M Zlatava, K Chludeki, A Zlatava - archip.cz
... the cultural community centres (*chitalishta*) - a unique creation of the Bulgarian national spirit that set them up as original cultural centres on local level. ...

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**The Post-War Historiography of Modern Bulgaria**
PE Mosely - The Journal of Modern History, 1937 - JSTOR
... church and school. 24 For the development of the Bulgarian movement 32 Y ... prez vremena voynde, 1913-19 (1929), S. Chilingarov, *Chitalishta* slied osnovodchdenieto ...

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Bulgarian Cultural Heritage: Interpretation and Presentation
Problems and Prospects

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1. Introduction

The cultural community centres (chitalishta) - a unique creation of the Bulgarian national spirit that set them up as original cultural centres on local level. Built during the Bulgarian Revival period (the latter half of the 19th century) with the means and efforts of the entire population in towns and villages, they comprise libraries, circles for regional studies and their own museum collections of objects from the lifestyle, culture and writing in a particular settlement. The cultural community centres encourage and promote the activities of different authentic folklore ensembles which preserve the songs, dances and festive rites of the particular region.
Library Catalogs

• Library catalogs represent only a fraction of the information universe
• They list bibliographic descriptions of (mainly) books of their own only
• Journal articles are not represented in the catalogs at all!
• They should function similar to “Amazoogle” (L. Dempsey)
Amazoogle

• The World is Flat in Amazon.com
  – Detailed info on book, TOC, reviews, customer discussions, concordance, Inside the Book, search features, e-copy of the book, info on authors’ other books, etc.

• The World is Flat in Google
  – reviews of books, Wikipedia articles, free video of an interview with the author, price comparisons, etc.
Flow and flattening: the library in the user environment, Not the user in the library environment.

Flattening and flow: Flexible assembly of services from multiple sources.

Source: Dempsey, LIBER Conference, 2005
Library catalog: “A mediocre product at a high price” (Lloyd Sokvitne)

- “Our users expect simplicity and immediate reward and Amazon, Google, and iTunes are the standards against which we [libraries] are judged. Our current systems pale beside them” (University of California, 2005, p. 7).
Unstoppable Fall of Library as a “Place”

• Number of users physically visiting libraries decreasing

• Yet the use of online resources increasing

• Most users tend to bypass libraries and go for “one stop shopping”

• Users still stop by because there are still some sources that are not on the web that can be obtained only through libraries

• But this will soon change . . .
Challenges for Libraries

• Open Access
• Digitization projects
• Google Scholar
  – More than 100 libraries open their library catalogs and/or collections to Google Scholar
• Failure to move resources and services to the network means losing existing users forever!
• Users are likely to supplant the library with something else that is available on the web
Museums in the Flat World

• Challenges facing museums
  – storage areas, fragile objects, geographically disperse museum buildings, travel costs, natural hazards, etc.

• “Museums as virtual destinations”
• “Inside out museums”
• “Virtual museums”
• Examples . . .
About the OAC

- Learn more about the OAC
- Virtual collections
- List of contributing institutions
- Help us improve the OAC

Finding Aids  Images  Texts

Find a finding aid

A "finding aid" describes and provides an inventory of primary source materials (manuscripts, papers, pictures, etc.) in a collection.

Collection Highlights

The OAC brings together historical materials from a variety of California institutions, including museums, historical societies, and archives. Over 120,000 images; 50,000 pages of documents, letters, and oral histories; and 8,000 guides to collections are available.

Offering easy-to-use search and viewing tools, the OAC organizes images into thematic and institutional collections, such as historical topics, nature, places, and technology. Click on the featured images to learn more or go to our image search page.
Digital Archive Network for Anthropology and World Heritage

This site is dedicated to the access, presentation, and preservation of material objects that represent human cultural and biological heritage worldwide.
The Digital Michelangelo Project

Our project logo
(click here to read about its design)

Our laser scan of the David
(click here for more images)

Vergine Italiana

News flashes:
- 3/29/04 - A SIGGRAPH 2004 paper describing the technology underlying our ScanView system.
- 3/29/04 - Check out two new photographic essays, about a physical replica of the David, and on a new book about restoring the statue.
- 3/27/03 - Download ScanView, a program that lets you fly around our models of Michelangelo’s statues - no license required.

About the project

Introduction

Recent improvements in laser rangefinder technology, together with algorithms developed at Stanford for combining multiple range and color images, allow us to reliably and accurately digitize the external shape and surface characteristics of many physical objects. Examples include machine parts, cultural artifacts, and design models for the manufacturing, moviemaking, and video game industries.
The Digital Michelangelo Project
Challenges for Museums

• Unique museum objects including 3D ones
  – E.g., pictures, sculptures, installations

• Digitization of 3D objects
  – Digitized 3D David of Michelangelo takes 500GB storage space with special software to view (Hemminger, Bolas, & Schiff, 2005).

• One-off exhibitions

• Archeological sites, buildings, crafts and customs preserved as part of cultural heritage

• Preserving “born digital” cultural heritage objects
  – E.g., SimCity, virtual Web communities, intelligent objects
The Old Mostar Bridge (Stari Most)
Preservation of Cultural Heritage in the Flat World

• As a society we are “becoming increasingly dependent on digital artifacts to represent our cultural and artistic heritage”

• “Digital information lasts forever - or five years, whichever comes first". 

(Rothenberg, 1995).
European Commission Recommendation

1) Digitization of content
   – by setting up large scale digitization facilities;

2) Online accessibility
   – by promoting the development of the European Digital Library as the multilingual access point to Europe’s cultural heritage; and

3) Digital preservation
   – by establishing national strategies and plans for the long-term preservation of and access to digital material.

“Europe's Cultural and Scientific Heritage at a Click of a Mouse”

- “i2010: Digital Libraries Initiative”
- “Digitize once, distribute widely”
- Future for the Past
  – DIGICULT, CALIMERA, COINE, ERPANET, NEDLIB
- Future for the Present
- Preserving the Internet (B. Kahle)
Graceful Exit or Becoming a Truly Virtual Destination

- Increase digitized resources
- Increase born-digital resources
- Enrich the catalog with services and data
- Federate discovery and delivery of books, journals, and journal articles
- Link the user to full text whenever possible
- For items that cannot be delivered instantly, offer a range of unmediated, quick delivery options
- Push metadata and links out to course Web pages and portals
- Take advantage of e-commerce functions to serve non-members of the library community

Conclusions I

• Move resources and services to the network and restructure

• Strive to play an important role in users’ increasingly networked work, learning, and living environments

• Tackle the long-term preservation of digital information needs (the “sine qua non” of the survival of libraries and museums in the flat world)
Conclusions II

- Libraries and museums should strive to be truly virtual destinations in the web information space.
- They should aim to provide online access to all types of information sources.
- Otherwise, they are in danger of being bypassed/ignored in the “flat world.”
- “What we find changes who we become.”
“What we find changes who we become”
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In his recent book, "The World is Flat", Thomas Friedman reviews the impact of networks on globalization. The emergence of the Internet, web browsers, computer applications talking to each other through the Internet, and the open source software, among others, made the world flatter and created an opportunity for individuals to collaborate and compete globally. Friedman predicts that "connecting all the knowledge centers on the planet together into a single global network... could usher in an amazing era of prosperity and innovation". Networking also is changing the ways by which libraries and museums provide access to information sources and services. In the flat world, libraries and museums are no longer a physical "place" only: they are becoming "virtual destinations". This paper discusses the implications of this transformation for the digitization and preservation of, and access to, cultural heritage resources.

Keywords: networked libraries; libraries as virtual destinations; museums as virtual destinations; digitization of cultural heritage resources; "inside out" digital cultural repositories.
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