Becoming “Data Native”
Library.Link Network Update

Jeff Penka
The Library.Link Network, Zepheira, and University of South Carolina
Purpose Driven, Audience Focused

Need → Manage → Transform → Find → Use → Measure → Need
Motivation and Perspective

Supplier (Push)  Consumer (Pull)
• Former chief scientist at Baidu,
• led the company's Artificial Intelligence Group
• Adjunct professor at Stanford University

Andrew Ng
@AndrewYNg

For AI to be free we need not just Open Source, but also a strong Open Data movement.

1:06 PM - 5 Feb 2017

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Rogue J. Bigham @jeffbigham · Mar 12
Replying to @AndrewYNg
perhaps. but, arguably, the data is much harder and expensive to collect than developing the algorithms to run on it.

Michiel Trimpe @mtrimpe · Feb 5
Replying to @AndrewYNg
And strong data ownership. Google has every search click I ever made... but even though they're mine I can't get those anymore.
Outreach

External
- Web
- Community
- Partners

Internal
- Library
- Programs
- Social
- Catalog
Control

Hands Free
Published Content
Syndication Program
On/Off Config

Hands On
Search
Embed
APIs
Access

Organic
Harvest
Browse

Direct
Embedded Data
Query APIs
Feeds
Partnerships

Formal:
- Contracts
- Keys
- Feeds
- Specs

Informal:
- Policies
- Access
- Social
Measurements Without Compromise

Intelligence
- Metrics
- Outreach
- Logs
- Standard/Portable

Privacy
- No Patron Data
- No Third Party
• Helping libraries become “data native”
• Telling individual and shared stories
• Connecting via the Network
1. Direct Use at Library:
   - Website
   - Catalog
   - Social

2. Direct Use in community:
   - Schools
   - Theater
   - Government
   - Personal

3. Direct & Organic:
   - Harvesters
   - Syndication Partners

Precision of Targeting and Control
Engaging with your communities and measuring impact

Blogs, newsletters

Web Presence

Bulletin Boards, Flyers, Newspaper, Coffee Shops

Social Media

Community Outreach, Education, Senior Living

Bookmobiles and Pop-up/Embedded Staff
Use

Embeddable Living Data

- Reflects current collection
- Saves staff time
- More patron connections to library content & context

Examples:
- Items, Series, Concepts
- New York Times Bestsellers

Connect to the Library’s Discovery & Fulfillment
Events
Author Visits, Book Clubs, Professional Development

Blogs and News Items
Recommendations, Featured Titles, Current Events

Upcoming Films/Books

Outreach
City Government, Local Arts, Local News, Historical Society
TIM BERNERS-LEE, INVENTOR OF THE WEB, PLOTS A RADICAL OVERHAUL OF HIS CREATION
With library resources accessible via published Linked Data, the Internet Archive can provide recognized reach to new audiences.
data.world delivers modern data tools and data sets for local and comparative analysis of libraries, collections, coverage, and communities.
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