Where did the library go on the way to Web 2.0?
What is the digital library? That term smacks of “filmed play,” “horseless carriage,” and the like. The digital library will be less like a library than we think, and more like itself.

Esther Dyson, December, 1992
Library Meme Map

Strategic Positioning
- Library as "first stop" for information

User Positioning
- You can trust the integrity of the library and the information it curates

Core Competencies
- Selection of resources based on quality and patron needs
- Organization of collections both physically and virtually (catalog)
- Guidance in discovery and access by trained reference intermediaries
- Curation of resources with attention to long-term preservation

Control Zone
Inter-mediation
Uniformity
Document fixity
Longevity
Web “1.0” Meme Map

Document Web

Strategic Positioning:
- The Web as an open information space

User Positioning:
- You control your information access and dissemination

Core Competencies
- Network of linked documents (any page can link to any other)
- Anyone can author documents
- Text, images, other genre combined
- Anywhere access

- Portals (netscape, yahoo)
- Personal websites
- Content management systems
- Online encyclopedias
- Web directories (yahoo)
- Federated search
- Walled gardens (AOL)
- Uniform Naming/Access (URLs)
- Stateless Access Protocol
- Hypertext/Hypermedia
- Common client (browser)
Libraries made digital

Strategic Positioning
- Library as "first stop" for information

User Positioning
- Consumer of information that has been mediated by library expertise

Core Competencies
- Selection of resources based on quality and patron needs
- Organization of collections both physically and virtually (catalog)
- Guidance in discovery and access by trained reference intermediaries
- Curation of resources with attention to long-term preservation

Control Zone
Intermediation
Uniformity
Document fixity
Longevity
Safe islands in dangerous seas
Web “2.0” Meme Map

Social (Read/Write) Web

Integration into Web 2.0 Cyberlearning Platform