

## CLA Annual Conference, 2008

### Cliff Landis: It's All About the User

No one attending the after-lunch presentation by Cliff Landis had any trouble staying awake. A knowledgeable, creative, energetic, and energizing speaker, Cliff is Assistant Professor and Technology Librarian at Valdosta State University, Valdosta, Georgia. The house was packed for his presentation; *It's All About the User: Libraries, Technology, and the Future*.

Cliff discussed the evolution of social connectivity on the Web, beginning with a quick look back at Web 1.0, built upon an author-reader model that connects information. He reviewed the proliferation of Web 2.0 services and tools, which connect people and invite them to interact and participate. It is knowledge that is connected in a Web 3.0 environment, in which users add value to content, for example, by tagging. In the future, Cliff sees Web 4.0, which will permit the connection of intelligence, with the combination of information, people, and technology.

Cliff asks what all of this means to library workers. His answer is given in the title of his presentation. It is all about library users and new approaches to them. Libraries should give many choices, ask users what they want, consult with them *before* making changes, and free them from having to "jump through hoops" that we may have made. Cliff's points resonated with those made in an earlier program on design thinking, in which the importance of the user experience also was emphasized.

Cliff offers some Library 2.0 principles. The library is ubiquitous; has no barriers; welcomes participation; uses flexible, best-of-breed systems; encourages the heart; is human; acknowledges that its users are human; and harnesses users to create new and modify existing services and to implement them. In order not to be left behind, libraries must talk with users and use the same tools that they do. In Cliff's opinion, at the very least, every public library should have a blog. To keep from being overwhelmed, Cliff suggests spending 10 to 15 minutes each day on learning a new tool, learning one tool at a time, and sharing what you learn with others.

Cliff's Web site is <http://clifflandis.net/>. The link to his blog post about CLA, which includes a link to his PowerPoint presentation, is <http://clifflandis.net/2008/04/30/connecticut-library-association/>.