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@Brunning: People & Technology

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of both young and older patrons drawn by this new atmosphere. Libraries in K-12 and higher education are now getting into the act, first by supporting increasing research and courses on game design and the use of games in education, and then more directly — public library style — by facilitating gaming events and even collecting and circulating the games themselves.

Libraries need to become what Neilburger calls "platforms for the community." They need to "reinvent themselves... by providing unique user experiences." Patrons (young and old) require interactive engagement and should see the library as an active place for involvement. Games do this. Academic libraries, with their unique positioning and perception as curriculum support, can use expertise in game techniques and research for teaching and promotion. They can become the "go-to" source for teaching faculty and students. Interactive engagement is the key to maintaining and improving relevancy.

When I walked into that hotel lobby with my stylish Russian hat, I was as excited as I had ever been in my life. I anticipated learning how to immerse myself in library gaming and be paid for it. How cool is that? Incredibly, the experience taught me much more than I had expected. Turns out this gaming and libraries phenomenon is emblematic of a cultural paradigm shift for libraries. It's about the future and from the library. An issue to be addressed is the general library "paradigm shift" that is occurring in public and academic libraries. Use for nostalgia. Use for research, use for recreation, use for good reading. Ponder how far we've gone?

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**Postscript**

Two years after Metropolitan Library System's groundbreaking Symposium on Gaming, Learning, and Libraries the American Library Association took over the reins (still under the able direction of Jenny Levine), and the conference became the ALA TechSource "first annual" Gaming, Learning, and Libraries Symposium. Over the last two such conferences were still held in Chicago, though in a western suburb at a much easier-to-pronounce hotel name and in a much warmer month. For the record, I attended without my Russian hat. 🦅

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Starting in the September issue of Against the Grain, I will begin writing a column entitled: “Engaging the Incubator: Media Minding a Library.” The concept is to consider, explain, rant and rave (and even review) all types of non-print media as to collection development, deployment, utilization and effect on and from the library. An issue to be addressed is the general library "paradigm shift" that is becoming necessary as a result of engaging this media. I am using the term "media" to basically mean anything that does not require ink as an interface. This includes videos, streaming technology, games, audio-books, eBooks, e-anything, blogs, social media software, mobile devices and anything that lights up, bleeps, or uses electricity to power its interface or make it works. See you again in September. Viva La Revolution! — JS

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**Google Observed...**

There is no shortage of books about Google. Early reports included John Battelle's insider look, "How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture" which was all roses and no thorns. "What Would Google Do?" by Jeff Jarvis, along the same lines profiled Google as not only a new technology but a new way of doing business — even of thinking. Ken Auletta, the New Yorker writer and reporter, took a more measured approach to the behemoth, agreeing with Battelle and Jarvis but cautiously suggesting the "end of the world as we know it" brought about by Google may not be the total deliverance we thought. But it wasn’t all bad either; we are “Googled.”

Recent times have not been as good for the company. Google just lost its case against copyright as we know it by Judge Denny Chin's ruling against the settlement. Google is now in just about every court in the world wagering one form of litigation or another on privacy, data security, and search equity. It’s taking some lumps that weren’t recorded in the Battelle, Auletta, or Jarvis.

Three books in the last year or two set the tone and outline the shape of things to come for Google. Nick Carr, who keynoted at the recent SLA conference in New Orleans, writes in the “The Shallows: What the Internet is Doing to our Brains,” the Internet, led by Google, is filtering how we think at the neurological level. Because Google is all about immediate relevant results in a sea of data and information, it has promoted, with its ingenious algorithms that reward popular pages, a sugar high when it comes to what we want to know and consider knowledge. There is no depth to researching on the Internet — only information spread shallow across a huge sea surface of data.

A more comprehensive social, historical, and cultural analysis shows up in Siva Vaid-hyanathan’s Googlization of Everything: Why We Should Worry. Vaidhyanathan’s, media studies professor at University of Virginia and noted Google “Gadfly,” got an inside look at Google through interviews with employees but he also interviews everyone else who writes about Google. For librarians his analysis is thorough — walking us through where Google fits in the scheme of what we do for a living — teaching, finding, and delivering information in books, journals, and other important documents. He is especially concerned about the book project, whose impetuous scanning of millions of books and calling it the digital library for all time, ignores copyright, vetting information — all the achievements of publishing and its relationship to knowledge. Stay tuned, we hope to have an awesome interview with the author in at some point this year.

The latest entry into the Google slam is Steven Levy’s “In the Plex: How Google Thinks, Works, and Shapes Our Lives.” And it is less critique than a first-hand look at how Google went to where it is as a business — and what it may face, as we say, “going forward.”

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**At the Only Edge that Means Anything / How We Understand What We Do**

by Dennis Brunning (E Humanities Development Librarian, Arizona State University) <dennis.brunning@gmail.com>

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**Not in Your Browser — Rolling Stone Magazine Cover to Cover**

A 60th birthday brought Rolling Stone Cover to Cover, the DVD archive of the music and counterculture magazine, 1967-2007, into use here @Brunning.

Being older than a rock era magazine isn’t cause to celebrate. But a chance, drink-in-hand, rear-end in Lazy Boy, laptop deployed — to revisit youth, drugs, and rock and roll is indeed celebratory.

Rolling Stone commissioned Bondi Digital to present 40 years of Jan Weiner’s rock icon, a magazine that helped define rock and roll as we know it. Now we can know it digitally.

Although named after Mick and Keith’s enterprise, Rolling Stone first issue stars John Lennon, its patron saint. Lennon made news and noise in Rolling Stone’s pages; who can forget the stunning cover of Lennon, nude and in fetal position snuggled against Yoko (RS, May).

This is the first page the Bondi Reader displays after installation. Disc one launches the software and search engine; from there you have the now-expect disc-swapping exercise to access page image. Ought to be in a browser, sure, but there is a certain pleasure in owning your own copy. It’s like you have the library’s periodicals room.

That said, you have to love microfilm to appreciate Rolling Stone Cover to Cover. What you see is much like what you see with microform — a photograph. With software controls you can zoom in or out but the action is filtering how we think at the neurological level. Because Google is all about immediate relevant results in a sea of data and information, it has promoted, with its ingenious algorithms that reward popular pages, a sugar high when it comes to what we want to know and consider knowledge. There is no depth to researching on the Internet — only information spread shallow across a huge sea surface of data.

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Where earlier insider looks focused on founders Sergey Brin and Larry Page, Levy broadens our understanding of the Dad role of Eric Schmidt, who just got relieved of duties this month, and the army of young engineers. Levy details what it was like to work on “Internet time” that characterized Google’s steep ascent to world-class company and dictator of things online. He also suggests that Google had its share of luck — of being there at the right time — a time which may be running out for the company.

Tinged with irony and most fun is Levy’s critique of Steve Jobs and Google. As we know, the warm fuzzies of Google and Apple, with Eric Schmidt on Apple’s board, ended when Google announced it would compete with Apple’s iPhone. As Apple quickly became Google’s rival (and vice versa), Jobs summed up Google’s mission “Do no evil” simply as BS.

Now Levy likes Google — you have to write about it from inside the Plex. But he couldn’t write the real story without detailing how Google, like any competitive and driven company, did not deal “in an up-front manner” with its partners, rivals, and the little companies that got in its way. From those outside the Plex looking in the motto should be “Cave Google.”
Oscypek is my favorite cheese. Crafted from salted sheep’s milk by the farmers who reside in the Tatra Mountains of Poland, this cheese has been part of the region’s culture since the 15th century. The cheese is hard, cuts like a firm butter, and has an exquisite design stamped into the smoky rind. Sprinkled along Kraków’s Rynek Glowny Central Square are the vendors. Their carts are decorated with stacks of this delicious delight. When I visited Poland 18 years ago, I believe I consumed my weight in oscypek. It was difficult to pass up any cart without a purchase. When Avondale Wine and Cheese opened in the Avondale Point area of West Ashley, Charleston, SC, the owner had an oscypek-like cheese made in New Jersey by a Polish descendent. I was transported back to the summer of consumption, but not completely, for the cheese made in Poland draws its unique flavor from the use of unpasteurized milk. Not an ingredient that is recommended in modern cheese making. Although the debate is renewing among current cheese artisans.

The connection of oscypek with a Nobel Laureate in Literature might not be immediately obvious, but is not as far afield as one might think. When I began sharing my goal of reading works by each Literature Nobel-ist, I received a copy of Independent People as a birthday present from a dear friend. An elegantly poetic, 482-page story about sheep and the life of Bjartur of Summerhouses who tends them. Most people equate sheep with the counting process of sleep, but this rich novel about owning and tending sheep in the harsh bitter Icelandic climate kept this reader in a constant state of page-turning. No sleep while Laxness’s words envelope you in the minutia of housing sheep, tending sheep, searching for lost sheep. Till this day I find the words difficult to explain how the grit and grime of housing sheep, tending sheep, searching for lost sheep. Till this day I find the words difficult to explain how the grit and grime of a shepherd’s life, the life of his family, and the conflict between Bjartur and his daughter Asta Sollija make for fantastic reading. The fact that this piece of work helped secure his Nobel Prize may be all that one needs to say.

The Introduction to the novel is written by Brad Leithauser, an American poet and novelist who is currently on the faculty of Johns Hopkins University in The Writing Seminars. I took a minute to reread his words since it has been several years since I have cracked this spine. His passion for this novel covers the reader like a blanket buffering from a harsh wind. “There are good books and there are great books, and there may be a book that is something still more: it is the book of your life. If you’re quite lucky, you may chance upon a novel which inspires so close a kinship that questions of evaluation become a niggling irrelevance...And the book of my own life? Halldór Laxness’s Independent People.” Wow. Leithauser has immersed himself in every nuance of the novel and entices the reader like an amuse before a feast. His passion for this story inspired him not only to spend time traveling to Iceland but also to seek out Laxness himself.

Laxness’s story begins with an Icelandic tale of sorcery, a history of religious worship and occult lore that haunts the land known as Winterhouses. The elaborate description of every tiny detail of the land — the ruins of an old croft-house, the marshes, the river, the view of the mountain crags — sets the stage for our introduction to Bjartur and the beautiful yet harsh reality of independence.

Bjartur is the protagonist of this story. He has struggled for years in servitude to the Bailiff at Rauthsmyri but now has the financial resources to make a down payment on his own land and is thus able to raise his sheep as a free man. Tasting the grass as if one of his own, marking his territory from the highest knoll, dispelling the relics of the mythical lore that haunts the property. Bjartur declares, “Damn me if I’ll have names that are bound up with spectres of the past farm.” The name Summerhouses is born, and his future as an independent man on this small knoll begins. “‘Size isn’t everything by any means,’ he said aloud to the dog, as if suspecting her of entertaining high ideas. ‘Take my word for it, freedom is of more account than the height of a roof beam. I ought to know; mine cost me eighteen years’ slavery. The man who lives on his own land is an independent man.” But the spectres are not exorcised by the renaming of the land and come to haunt every aspect of his freedom.

Although independence is an obsession with Bjartur, it is not shared by his first wife, Rosa, who was also a servant in the Bailiff’s family. Pregnant with the Bailiff’s son’s child, her parents wed her to Bjartur to hide the growing secret from both Bjartur and the community. Rosa abhors the roughness and longs for the life in the “luxury” of the Bailiff’s home that she traded for this marriage. Autumn brings the annual sheep roundup. Bjartur joins the men of the district for the ride into the mountains, leaving Rosa at Summerhouse with a gimmer, a young female sheep, as a companion. Rosa, heavy with child, hungry for meat, alone, and frightened by the elements, becomes convinced that the gimmer is possessed. Thus, she kills and eats the young sheep. Upon his return, Bjartur cannot find the sheep and is convinced that Rosa has set it free. He once again goes in search of his valued possession. Winter has now set in, and a blizzard delays his return. Rosa has gone into labor and dies in childbirth. The baby girl has clung to life warmed by the faithful dog, Títa. Bjartur now knows that this is not his child, but decides to raise the girl and names her Asta Sollija (her mother was the Asta Sollija). At an early age Asta tests Bjartur’s conviction by losing her virtue. Angry, Bjartur expels her from the home and Asta, with her own stubborn sense of independence, refuses to seek her father’s grace and compassion. This relationship provides the conflict for the novel as the tending of sheep provides the stillness. The simile of lost sheep is not lost on this reader.

I discovered while researching this book that it was a bestseller in the U.S. in 1946. And yet it was out-of-print in English for over 50 years. The speculation is that Laxness’ Communist views ran afoul of the McCarthy era — not unlike another Nobel Literature Laureate, Gabriel Garcia Marquez. Even Leithauser connects the two authors, likening Laxness’ Independent People to Garcia Marquez’s One Hundred Years of Solitude. I delight in this connection as Gabriel Garcia Marquez is one of the “authors of my life,” and I share a passion for his work in a way that is not too dissimilar from Leithauser’s for Laxness.