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**Immaterial Labour and the Post-Fordist Public Library**

Public libraries in Canada, the United States, the United Kingdom, Australia, and Scandinavia have embraced the discourse of Web 2.0 as an innovation that promises to effectively update social relations between this historic institution and its users. Further, interactive programs that privilege the participation and creativity of self-selecting users to collectively produce content directly complement the new customer service ethos of the institution. While modeling many of their services and management practices after those in the commercial sector, public libraries constitute their adoption of Web 2.0 applications as evidence of their continuing value as cornerstones of democracy where the peer-to-peer, collaborative and community-driven nature of social networking technologies are framed as instances of democracy and freedom in action. In addition, the immaterial (creative, symbolic, often language-based) and unwaged productive labour that is a product of social networking projects, (i.e. user tagging of materials in a library catalogue) are constituted as contributing to the development of an information commons. This presentation situates the seeming novelty of the public library's adoption of Web 2.0 technologies within the wider context of capitalism as a historically continuous system of social and economic organization. French School Regulation Theory's twin analytic concepts of Fordism and post-Fordism are applied to a reading of the public library as (1) a mode of social regulation, and (2) a site of productive work. Analyzing fifty years of public library policy documents produced by the Government of Ontario, Canada, a model of the library user as information consumer-producer is produced at the intersection of the corporatization of the public sector and the gradual diminishment of the public librarian as a paid professional. The purpose of this analysis is theoretical and practical. Theoretically, it expands upon current LIS scholarship dealing with the dismantling of the public sphere. Practically, it is hoped that this analysis will resonate with public library practitioners and policy makers by providing them with a critical interpretation of contemporary managerial and service trends and highlighting where alternatives to the status quo exist.