



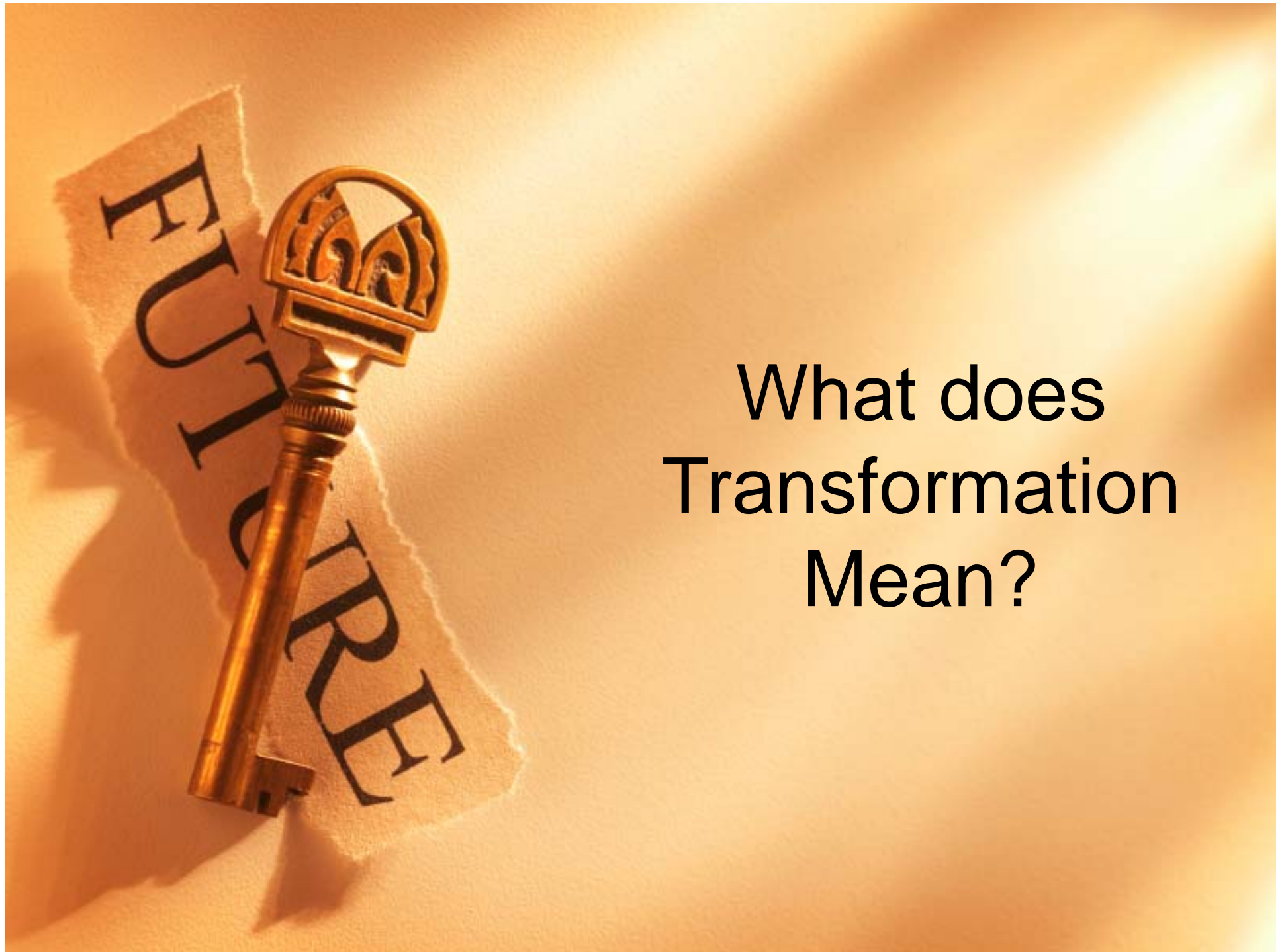
CHESTER
COUNTY
LIBRARY SYSTEM
Read • Connect • Discover

Next Generation Experiences: Transforming Libraries

Oct. 14, 2008

Stephen Abram, MLS, FSLA

Vice President,
Innovation SirsiDynix
Chief Strategist,
SirsiDynix Institute

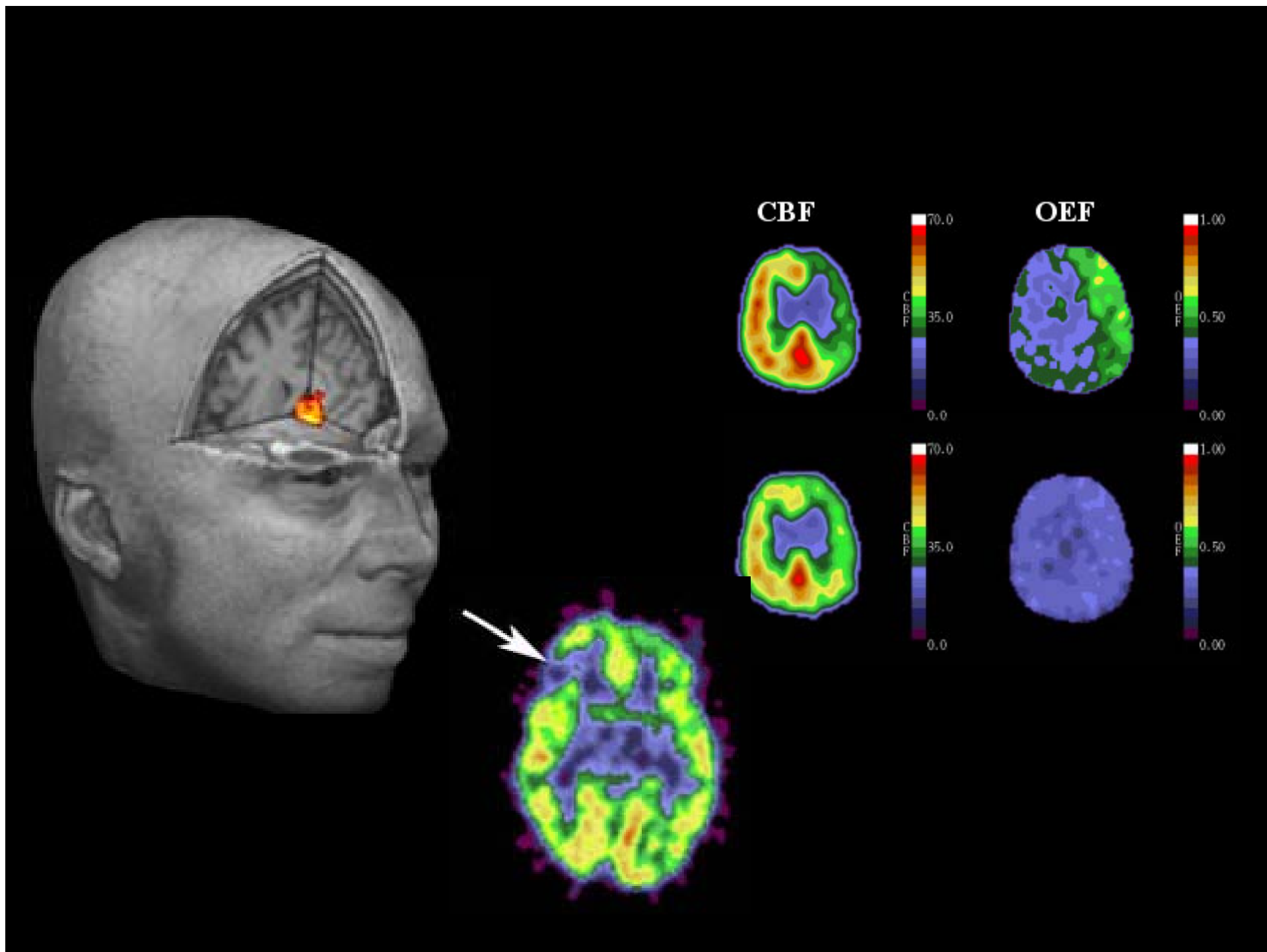


What does
Transformation
Mean?

Living in a Transformational Age



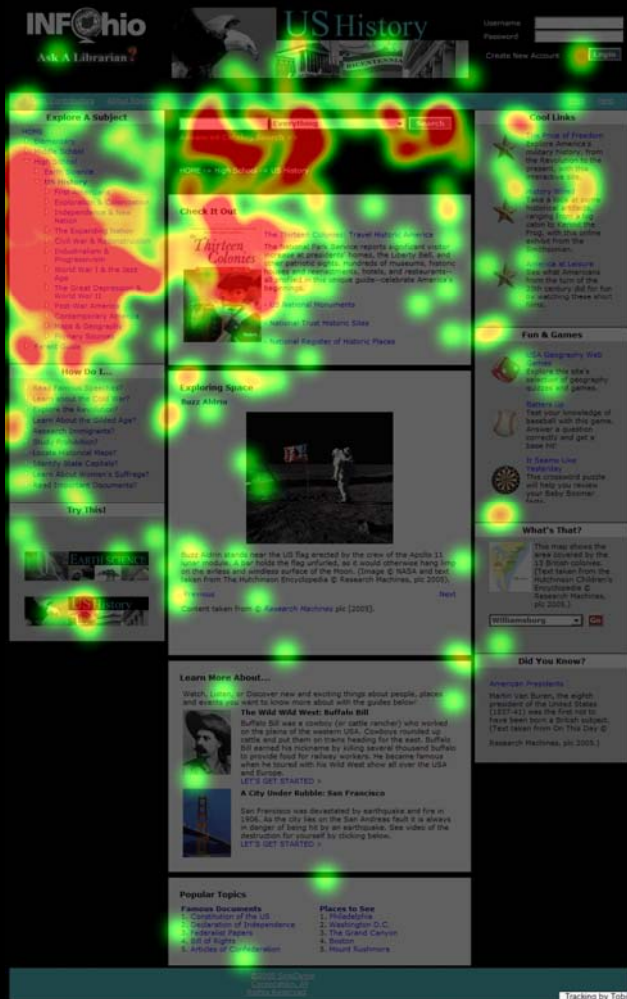
- Agriculture – Industry – Finance – Knowledge ...
- Books, Content
- Connections
- Entertainment
- Community
- Kids
- Opportunity
- Everything



Millennial Behaviours

Principled / Values	More Friends	More Diverse	Respect Intelligence
Optimistic / Positive	Internet Natives	More Choices	Format Agnostic
Balanced Lives	Adaptive / Flexible	Civic Minded	High Expectations
Collaborative	Nomadic	Gamers	Experiential
Independent	Confident	Direct	More Liberal and more conservative
Multi-taskers	Inclusive	Patriotic	Entrepreneurial
Healthy Lifestyle	Family Oriented	Graphical	Achievement Oriented

Credit: Richard Sweeney, NJIT



STUDY: schoolrooms - STIMULUS: schoolrooms - FRAME: http://www.schoolrooms.net/606/rooms/portalpage/US_History
 NUMBER OF RECORDINGS: 45 - HOTSPOT TYPE: Fusion Count - MAX: 3 Fusions
 TIME SEGMENT: Include data from 0 ms to 91835 ms

Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

In Quarter - 2006
 Conducted under the auspices of the
 Kent State University School of Library and
 Information Science and the
 Information Architecture/Knowledge Management Program (IAKM)
 by

Dr. Jason Holmes, Associate Professor
 School of Library and Information Science (SLIS)
 Dr. David Bokias, Associate Professor
 Information Architecture/Knowledge Management Program (IAKM)
 Dr. Yun Zhang, Associate Professor
 School of Library and Information Science (SLIS)
 Dr. Athena Sakala, Associate Professor
 School of Library and Information Science (SLIS)
 Dr. Greg Byngh, Associate Professor
 School of Library and Information Science (SLIS)

May 22, 2006



STUDY: schoolrooms - STIMULUS: schoolrooms - FRAME: http://www.schoolrooms.net/606/rooms/portalpage/US_History
 NUMBER OF RECORDINGS: 45 - HOTSPOT TYPE: Fusion Count - MAX: 3 Fusions
 TIME SEGMENT: Include data from 0 ms to 91835 ms

Learning Styles

- Visual/Spatial (**P**icture Smart)
- Verbal/Linguistic (**W**ord Smart)
- Musical/Rhythmic (**M**usic Smart)
- Logical/Mathematical (**N**umber Smart)
- Bodily/Kinesthetic (**B**ody Smart)
- Interpersonal (**P**eople Smart)
- Intrapersonal (**S**elf Smart)

– Piaget, Bloom, Gardner, etc.

Information Literacy

- Standard Curriculum Components
 - Mathematics / Arithmetic
 - Science, Biology, Physics & Chemistry
 - English, Languages
 - History, Geography, Politics, Sociology
 - Music, Art, Phys ed.
 - Guidance, Religion

Information Literacy

- Information literacy is integrally tied every aspect of the curriculum
 - Mathematics
 - Science
 - Critical thinking and language
 - Analysis
 - Interpersonal
 - Interpersonal and Intrapersonal skills - Religion, Guidance, etc.
 - *There is an imperative for people to have a lifelong curriculum - a personal learning strategy*

K-12 Information Literacy Rubrics



SCHOOLROOMS

EXPLORE
DISCOVER
LEARN

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

Explore Learn

Discover More...

What is SchoolRooms

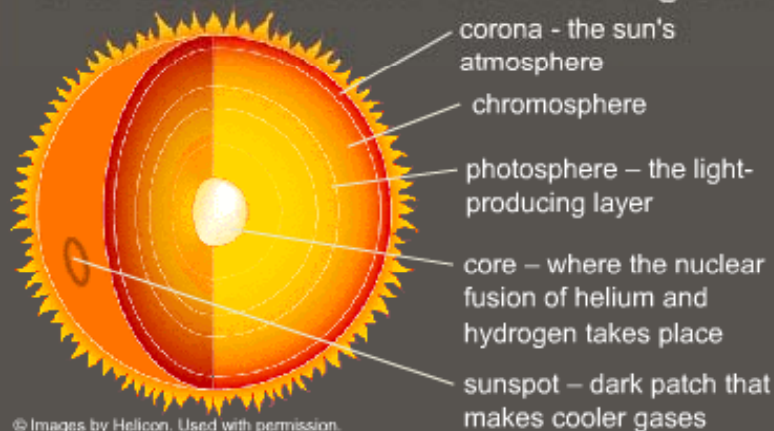
What's in SchoolRooms

Who Uses SchoolRooms

Why Students Like SchoolRooms

How Does SchoolRooms

Earth Science Room: The Amazing Sun



© Images by Helicon. Used with permission.

Explore a new learning portal for the K12 community



SchoolRooms™ by SirsiDynix is a **new online portal** that encourages K-12 students to

explore, discover, and learn anywhere, anytime.

Designed to meet **students'** needs and to be a tool **for parents** who play an integral role in helping their children continue learning outside the classroom.

Using SchoolRooms, **students** can **search** (all at once!):



Best of Web™

Results from high-quality, certified Web sites hand-picked by teachers and

librarians. Search databases at the same time and find related articles. Learn more about BOW.

→ Explore More...



News & Events

Catch up on the [news](#) about SchoolRooms. Check out the next place you can [see SchoolRooms in action](#) and find out more about how SchoolRooms can provide your students with an unparalleled learning experience.

→ Discover More...

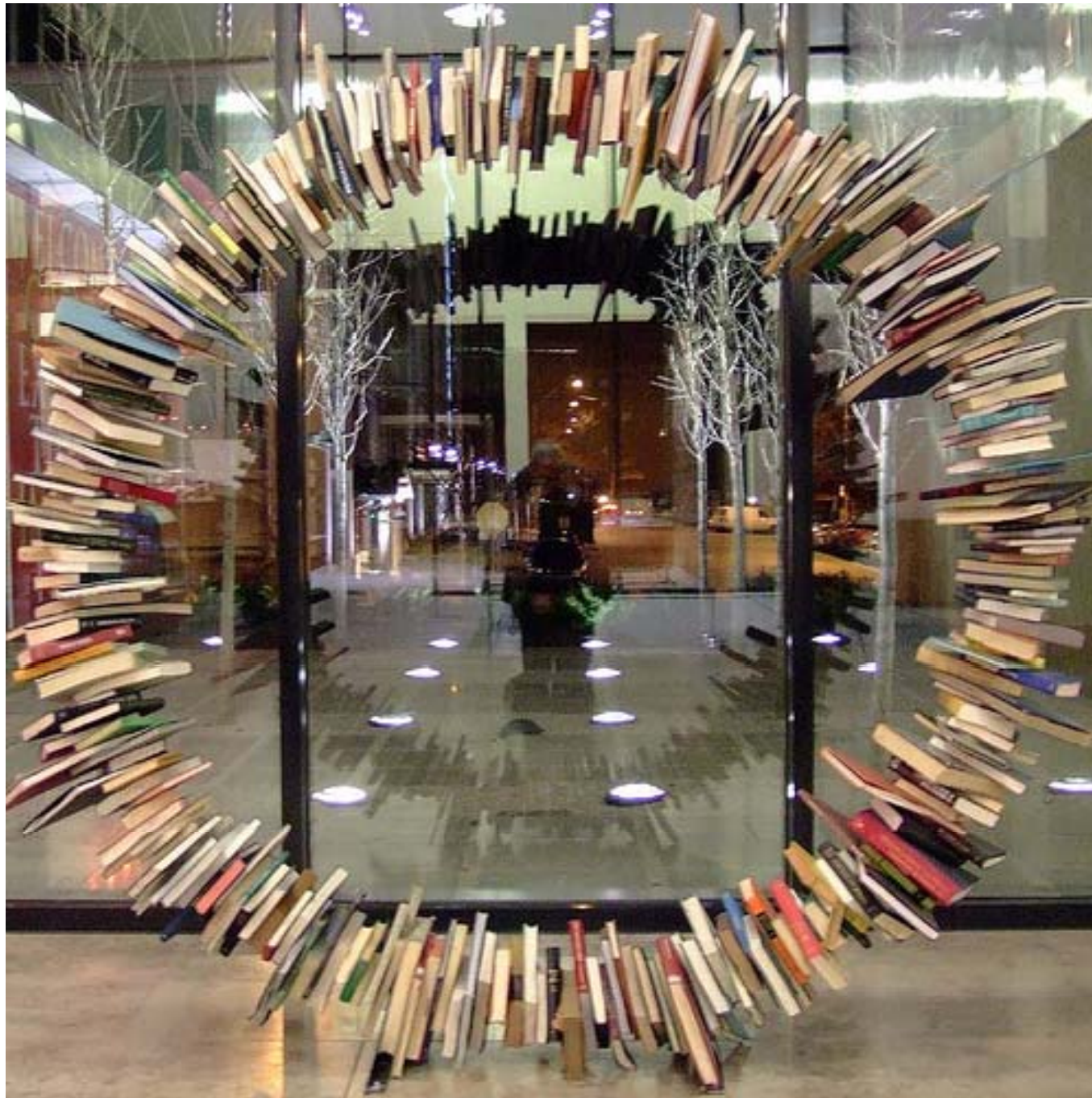


Case Study:

[Boston Public Library](#)
Discover how **Boston**

Ohio
Boston +
Philadelphia
Delaware
California
South Carolina
etc.





<http://www.flickr.com/photos/24939552@N04/2364737096/>





http://www.flickr.com/photos/blu_blue/262096844/in/pool-booksandportraits



<http://www.flickr.com/photos/matthk/2054262239/>



<http://www.flickr.com/photos/cjanebuy/340249608/in/pool-booksandportraits>



<http://www.flickr.com/photos/mthiesson/176153663/>



http://www.flickr.com/photos/lori_an/319433801/





http://www.flickr.com/photos/library_mistress/525385533/



http://www.flickr.com/photos/library_mistress/525385511/



<http://www.flickr.com/photos/keeping-it-real/160822516/>



Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?

NO

Reading Down?

NO

Teen Reading Down?

NO

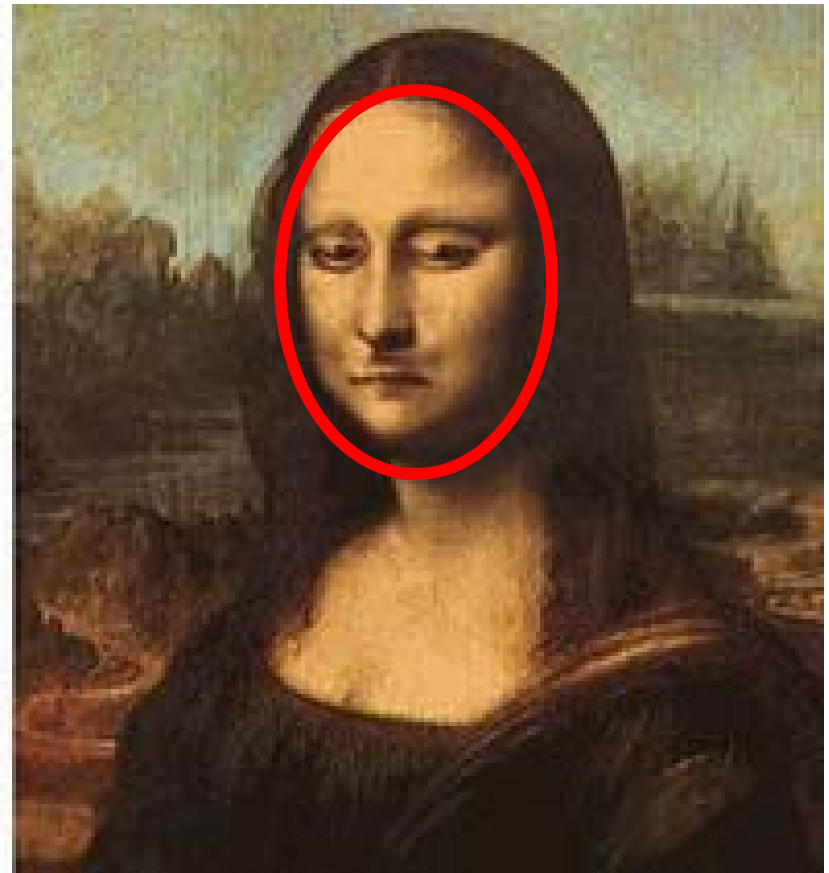
What do Libraries do?

- K-12 schools
- Hospitals
- Government
- Public Libraries
- Academia
- Colleges

The Pattern Effect



Optical Illusions





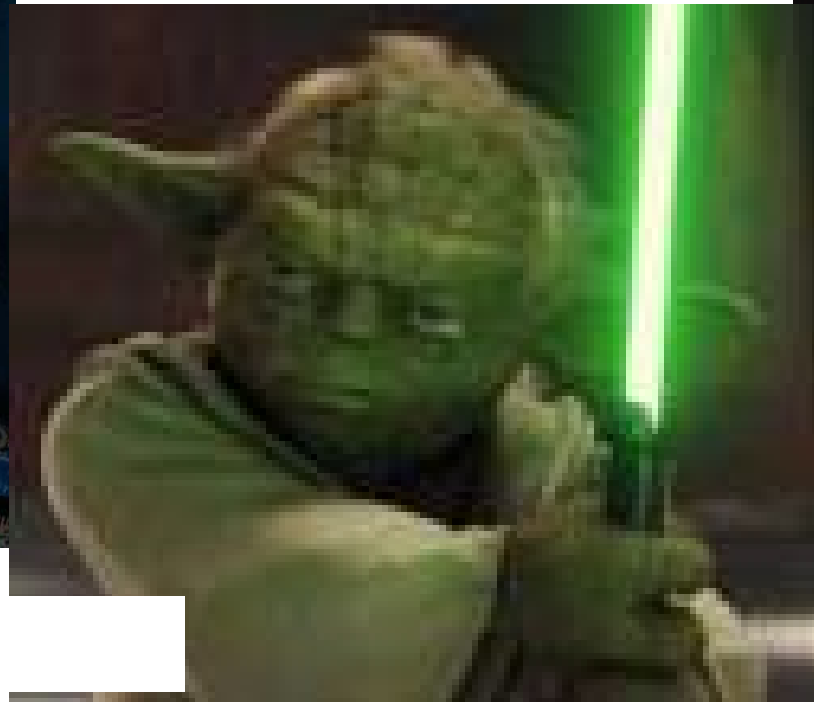
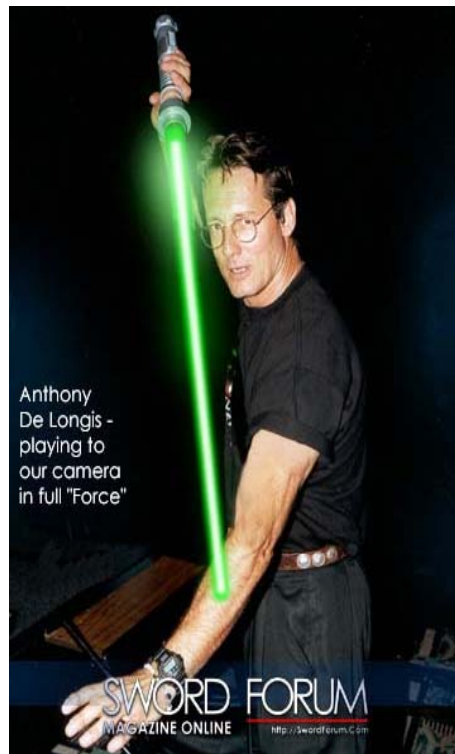
Nano, Light, BioTech, Genome, Web 2.0



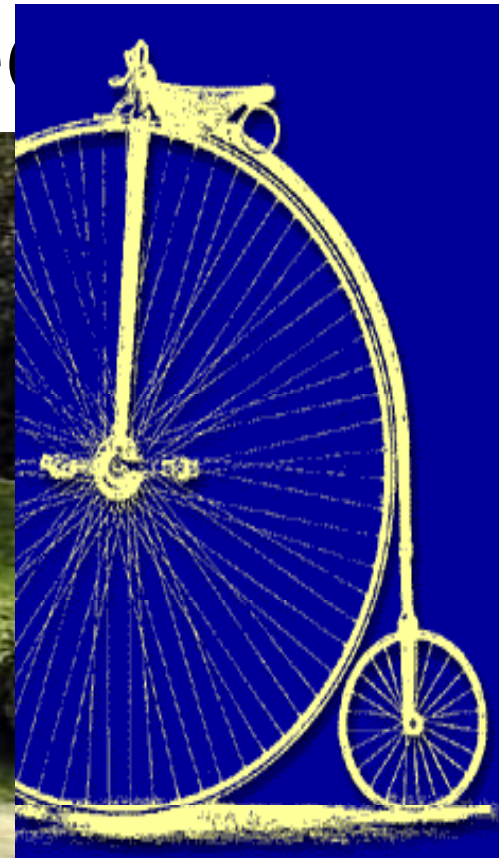




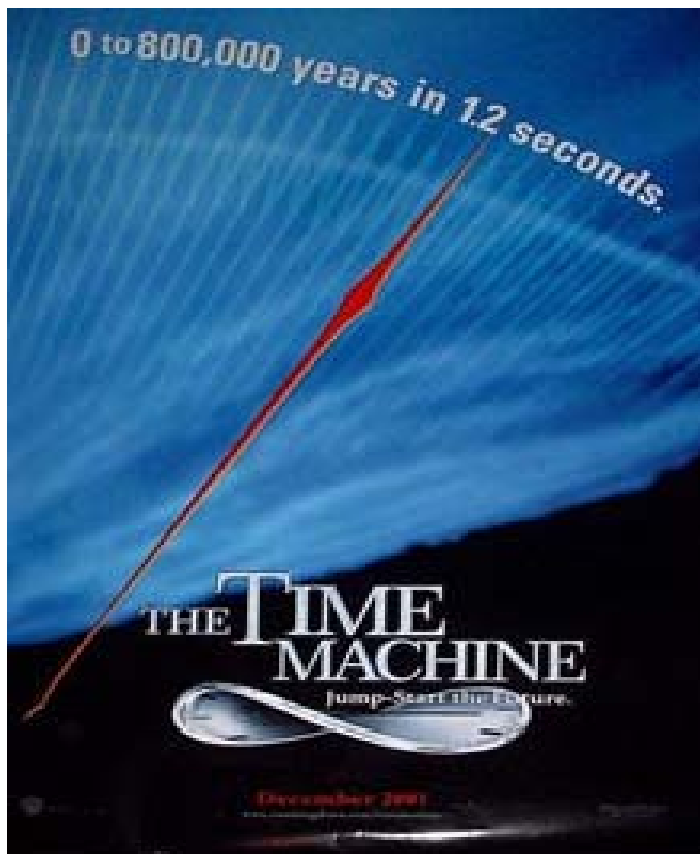
2000 Light Stopped



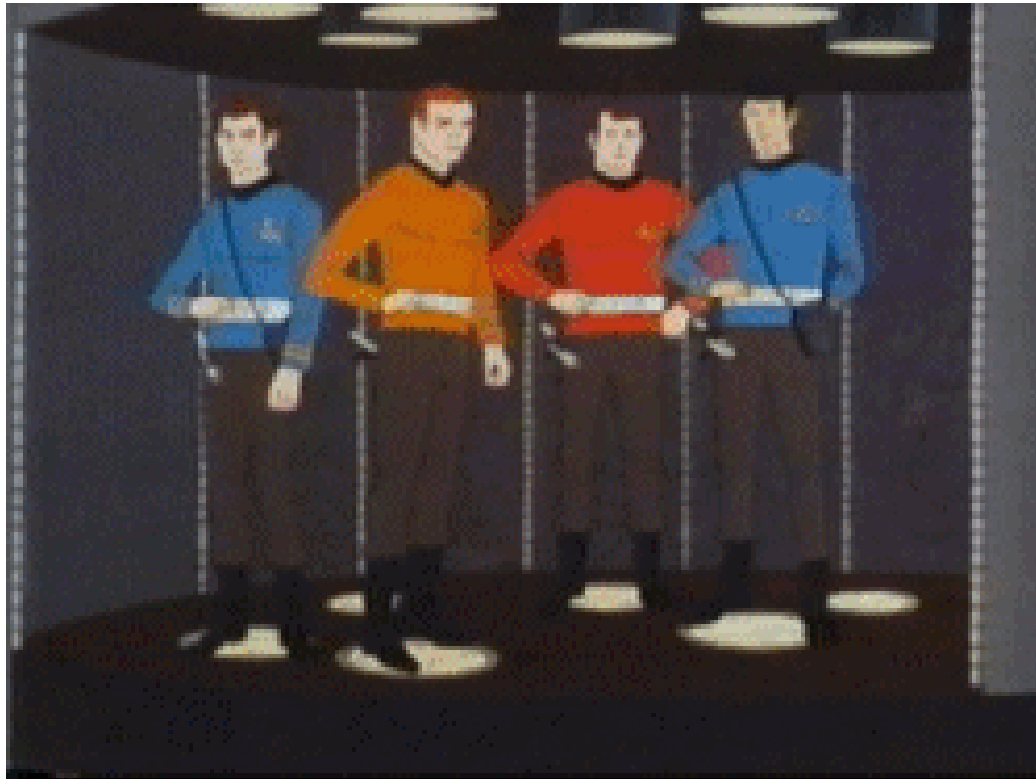
2001 Light Slowed to Bicycle Speed



2002 Light Sent into Future



2003 Light Transported (in Australia!)



2006 Light Goes Backwards



Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester

Romulan
cloaking
Devices at
Duke U.



What Does It All Mean?

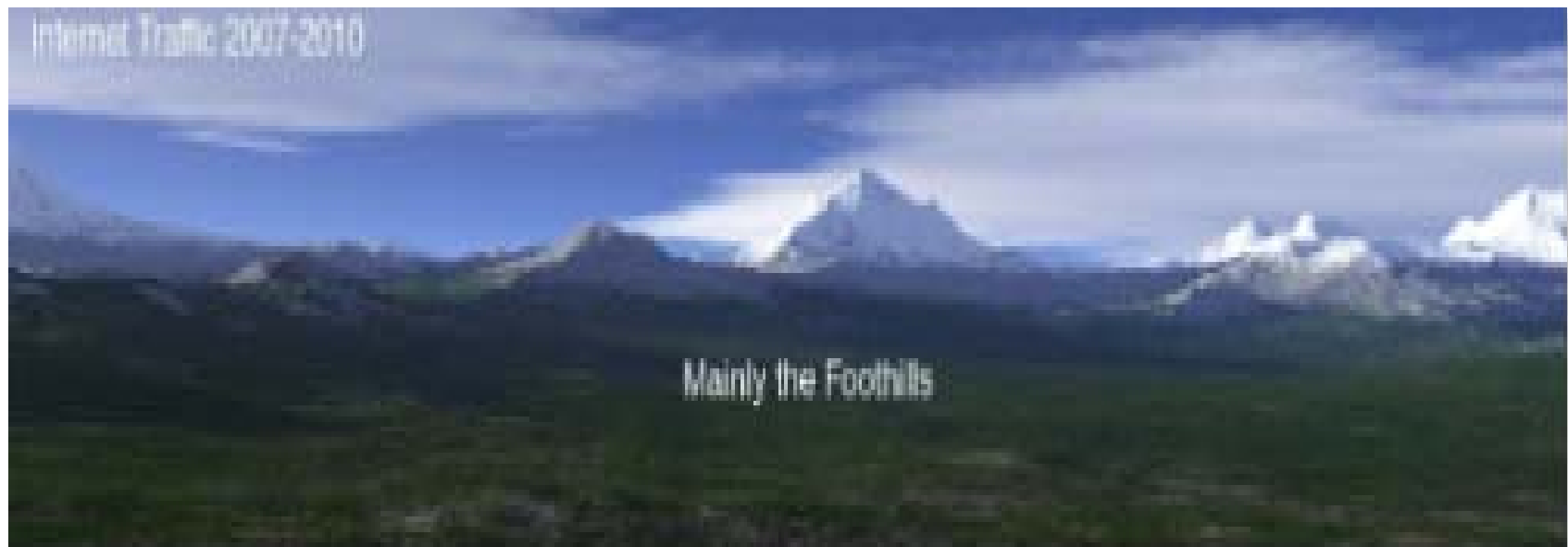
We're looking too close



The Landscape Today



The Emerging Landscape





<http://www.flickr.com/photos/jelens/220958280/in/pool-booksandportraits>

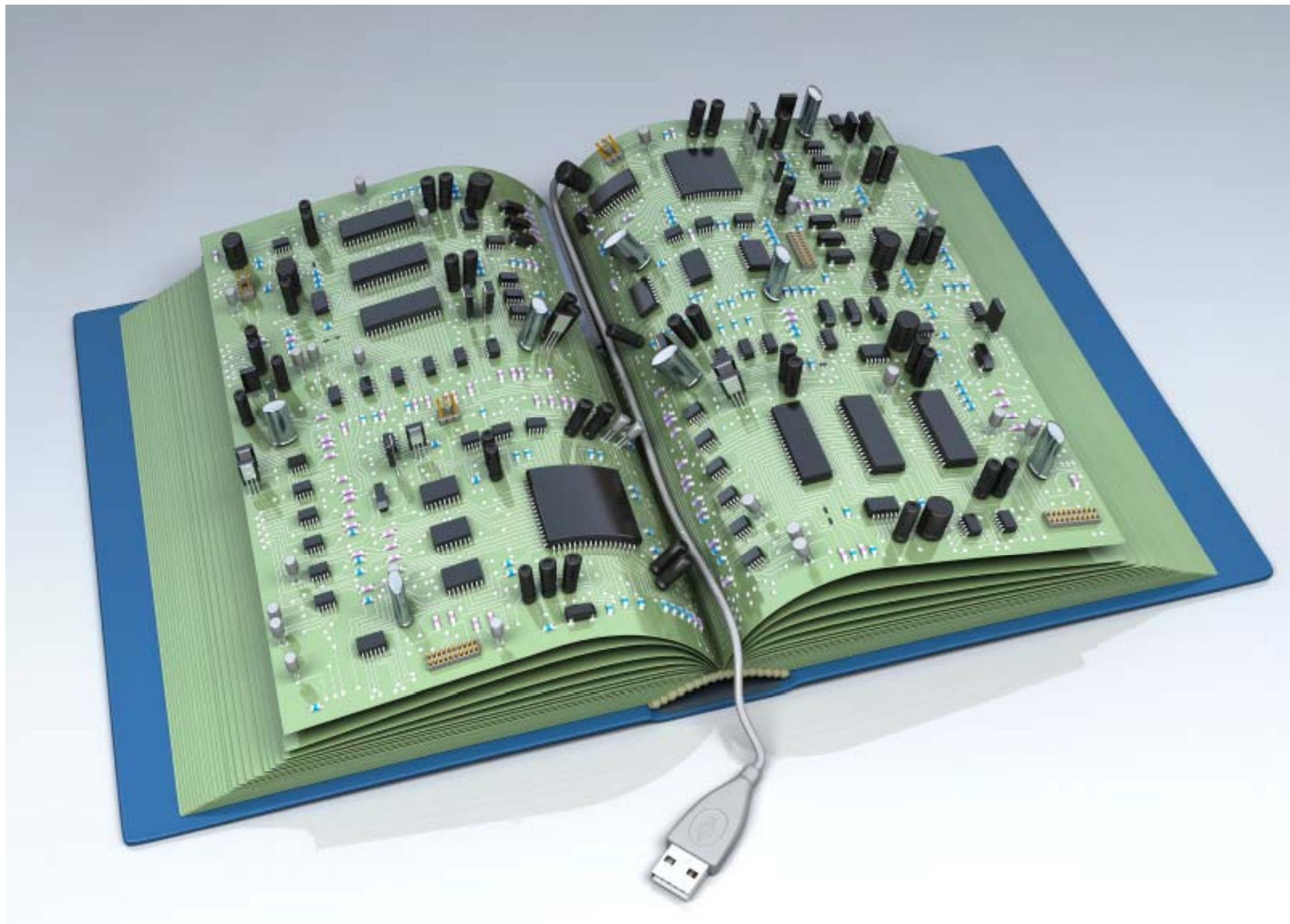


<http://www.flickr.com/photos/paperfaerie/2234768407/>



<http://www.flickr.com/photos/timtom/2473955087/>





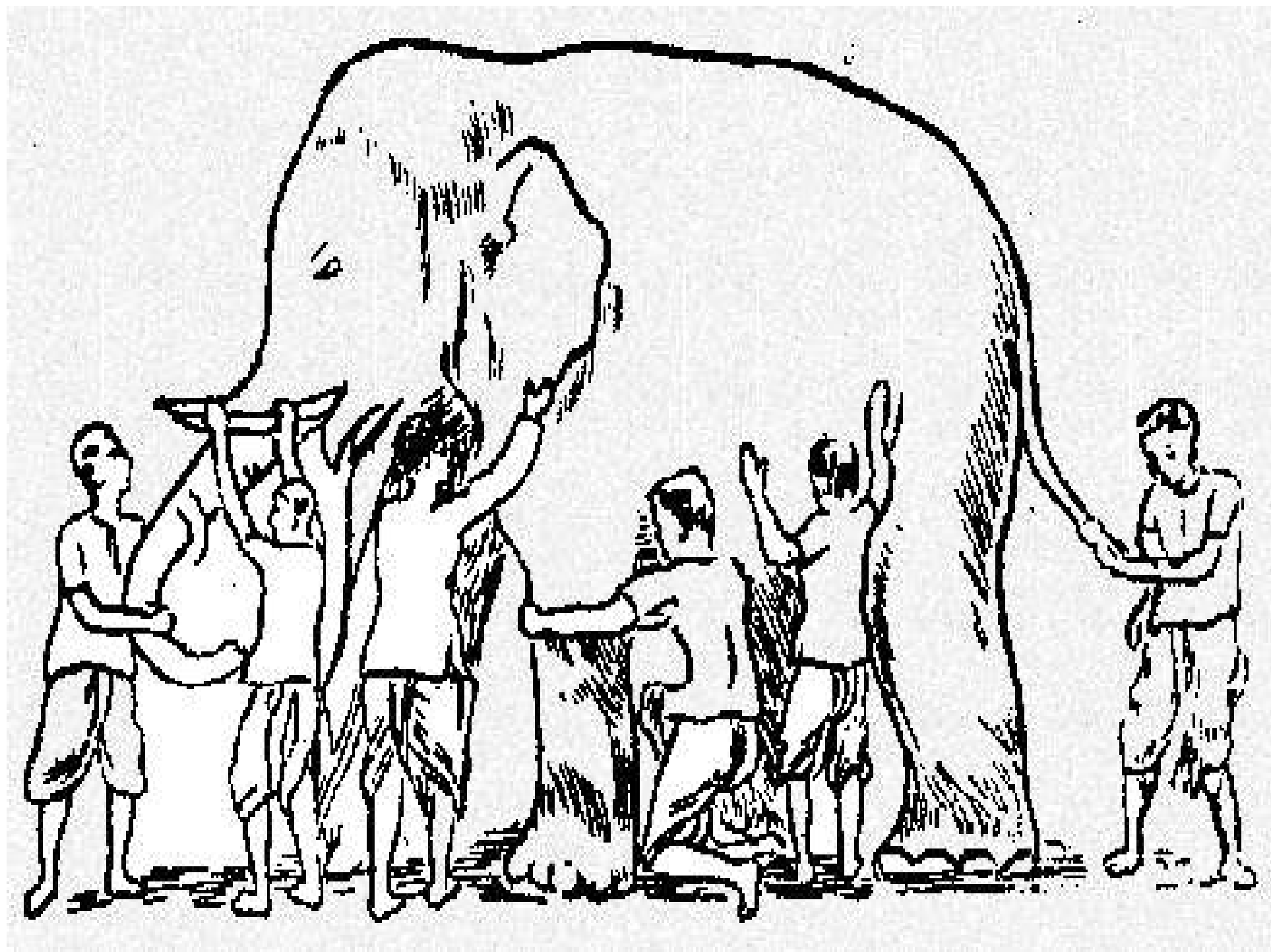














Librarian Magic





CHESTER
COUNTY
LIBRARY SYSTEM
Read • Connect • Discover

Next Generation Experiences: Transforming Libraries

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Chief Strategist,
SirsiDynix Institute

- When something needs change...
- Do it.
- Take responsibility



What Commitment Does It Take?

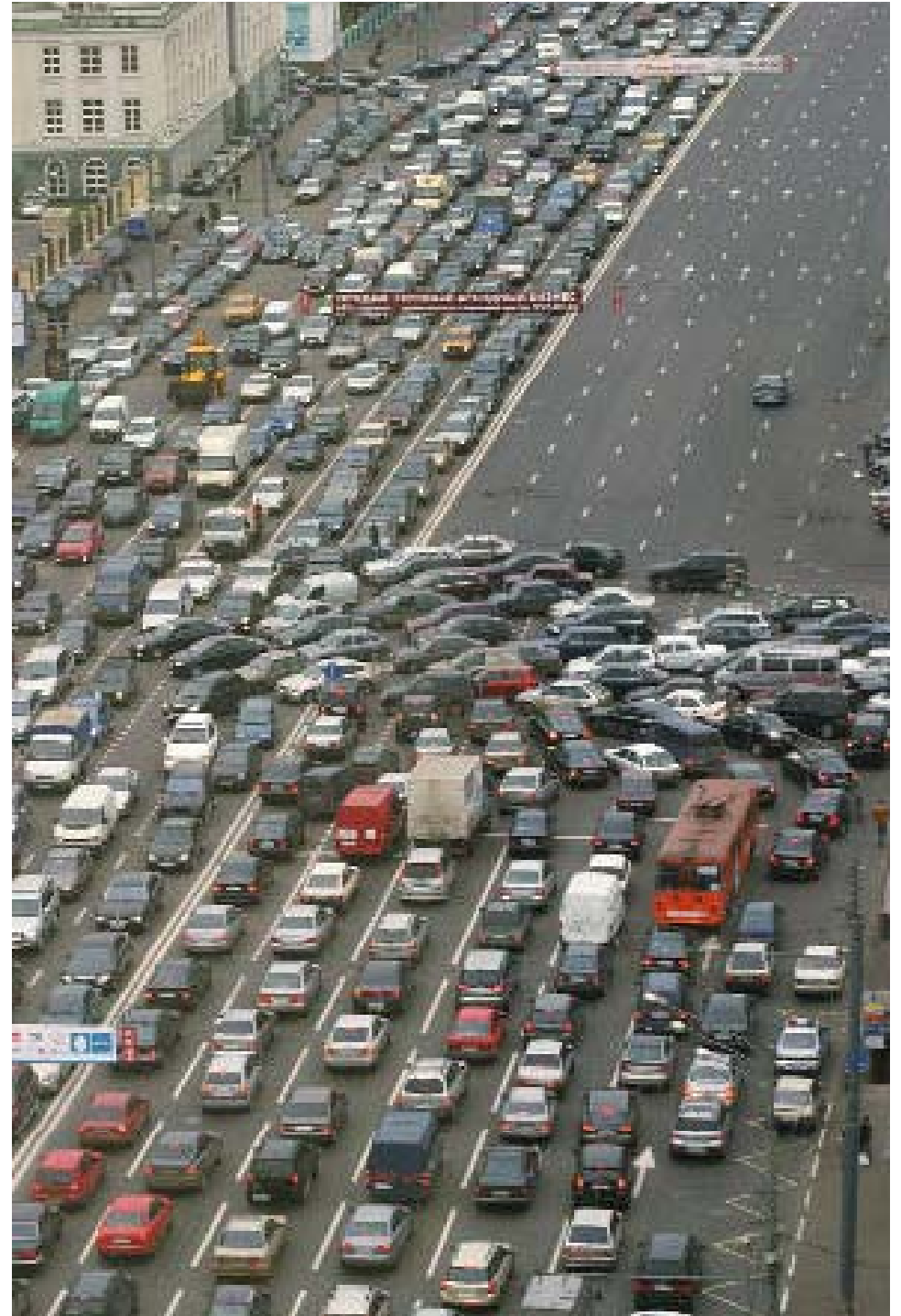




THE WORLD IS
GOING TO CHANGE
WITH OR WITHOUT
YOU...

GET READY!

- **You can't wait for everyone to change at once.**





Our Careers Have Seasons





Library culture of poverty, victimization, risk aversion, and passive resistance

EXCUSES



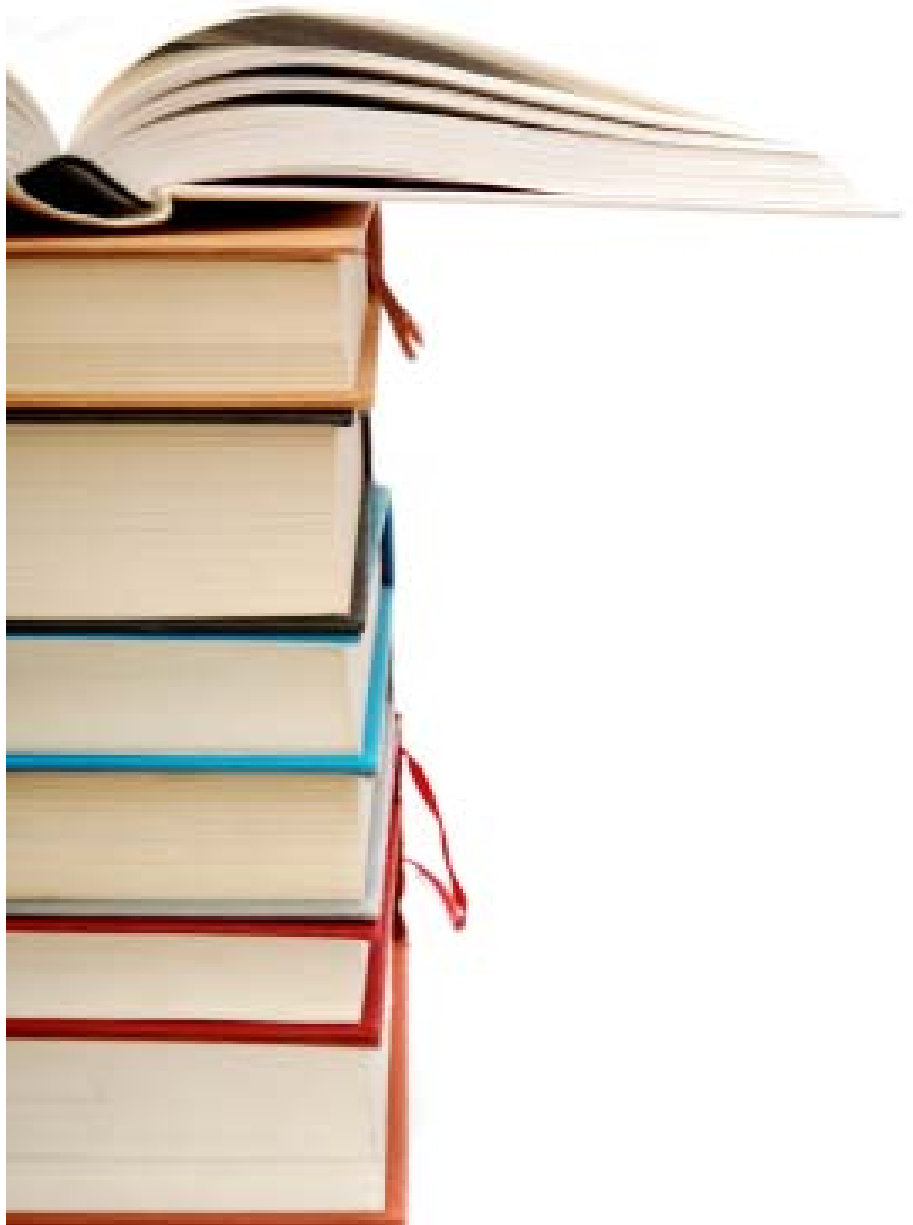
Turning Excuses in Reasons

And Reasons into Plans

[illegible]







Being More
Open to
Comment

[Amazon](#)
[Chapters/Indigo](#)
[Barnes & Noble](#)
BN [BookBrowser](#)
[Borders](#)
[Suggestica](#)
[Inside a Dog](#) (teens)
[MySpace Books](#)
[Books We Like](#)
OCLC's [FictionFinder](#)
[All Consuming](#)
[LibraryThing](#)
[Next Favorite](#)
[StoryCode](#)
[Rating Zone](#)
[Hypatia and AlexLit](#)
[WhichBook.net](#)
[AllReaders.com](#)
[Reader's Robot](#)
[gnooks](#)



MySpace Books



<http://www.flickr.com/search/?q=book+sculpture&page=44>

Being Open to Borderless Thinking



Physical
Mental
Imagination
Ideas
Innovation
Creativity



Can We
Invent the
Future?



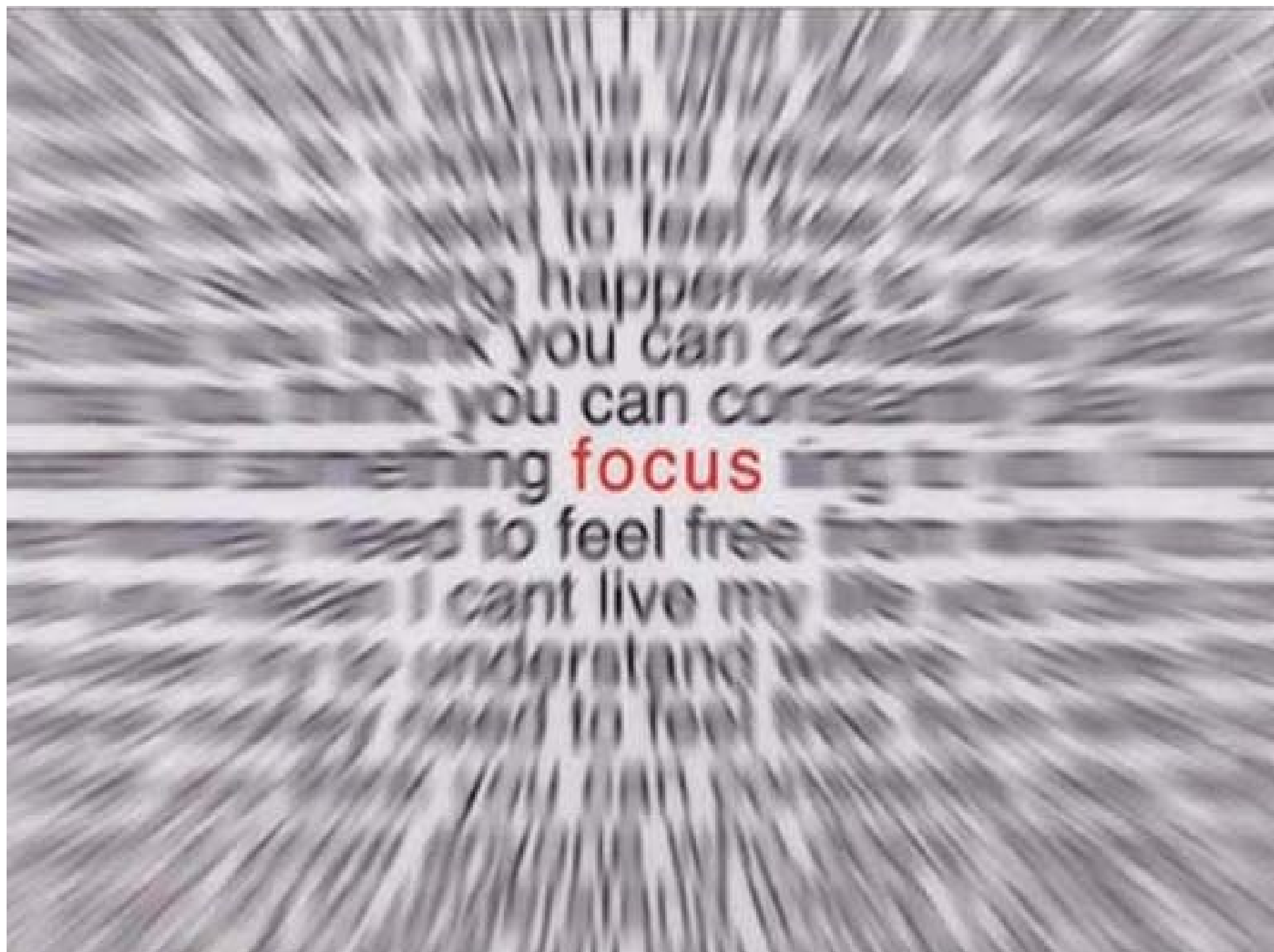
Being More Open to Criticism
and Feedback



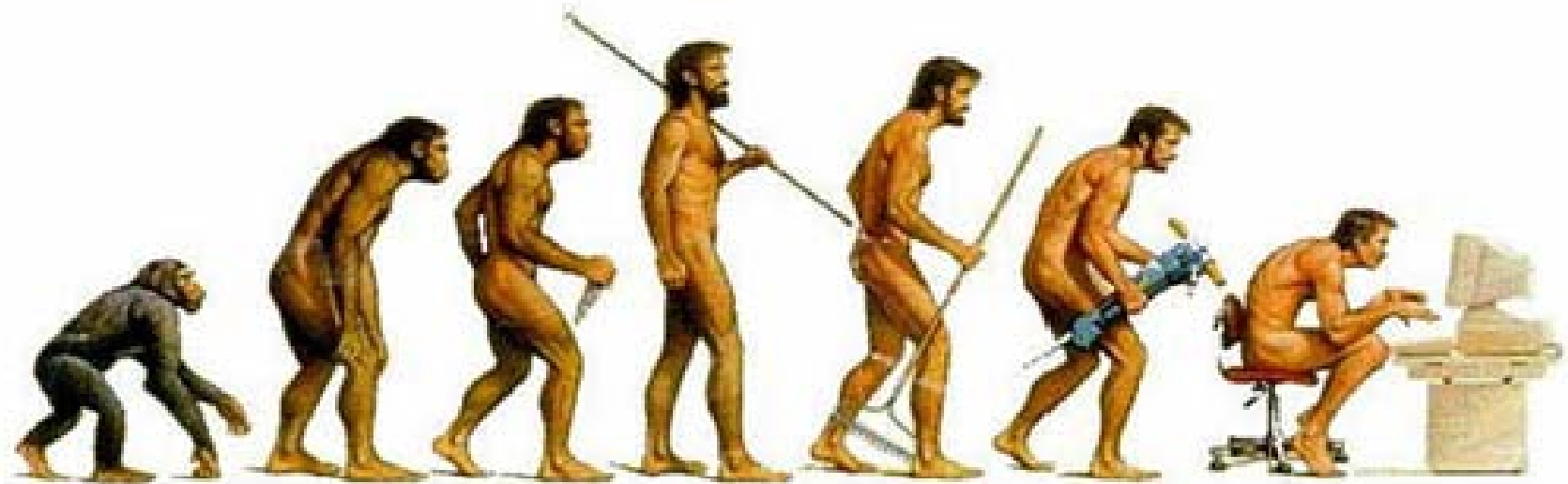
Being More Open to
Recommendations

Being More Open to Change





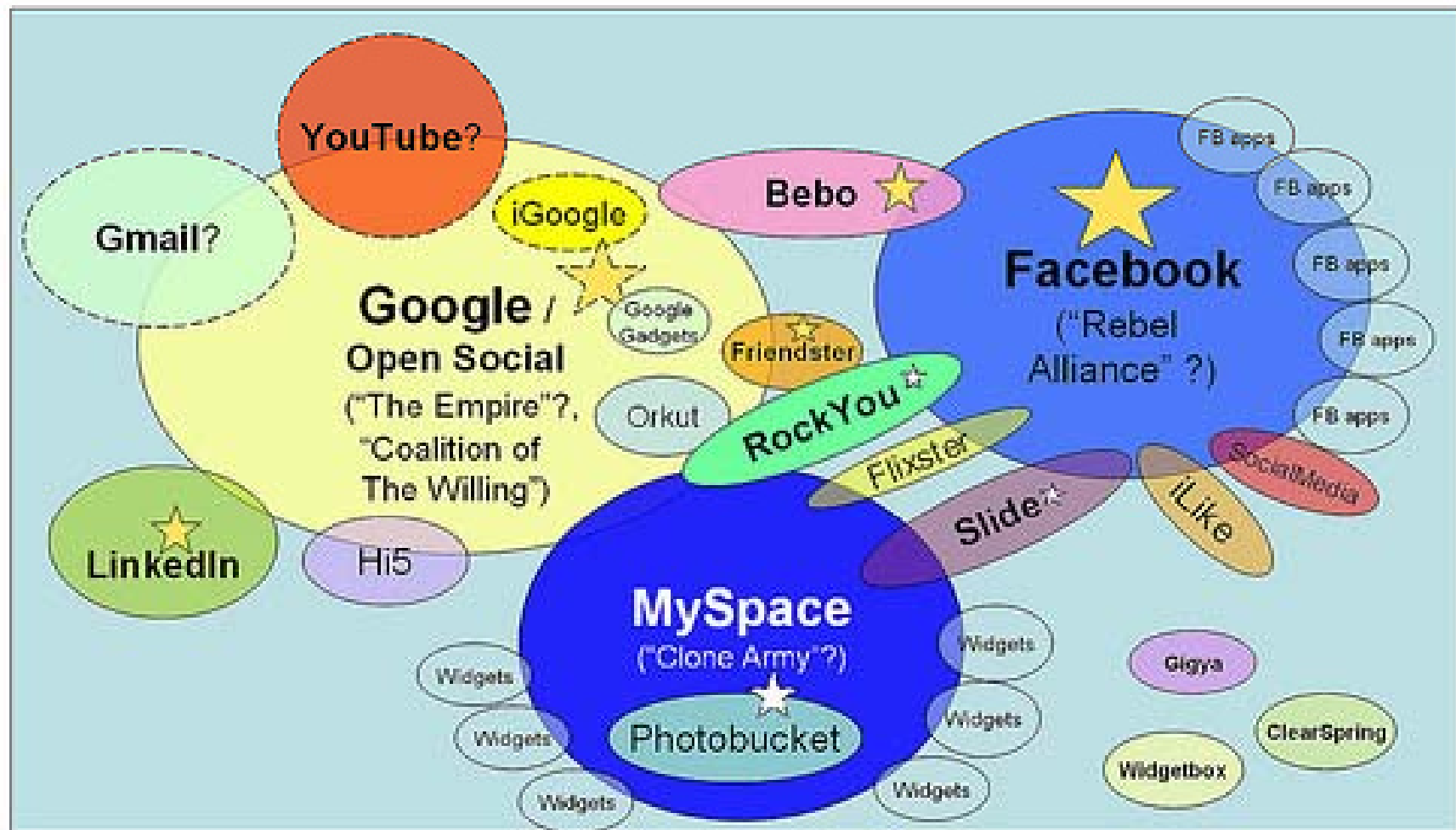
to feel free
happening
you can
you can
something **focus**
to feel free
I cant live my
understand
to feel



Being More Open Experimentation, Pilots and Innovation



Social Graph Platform Wars

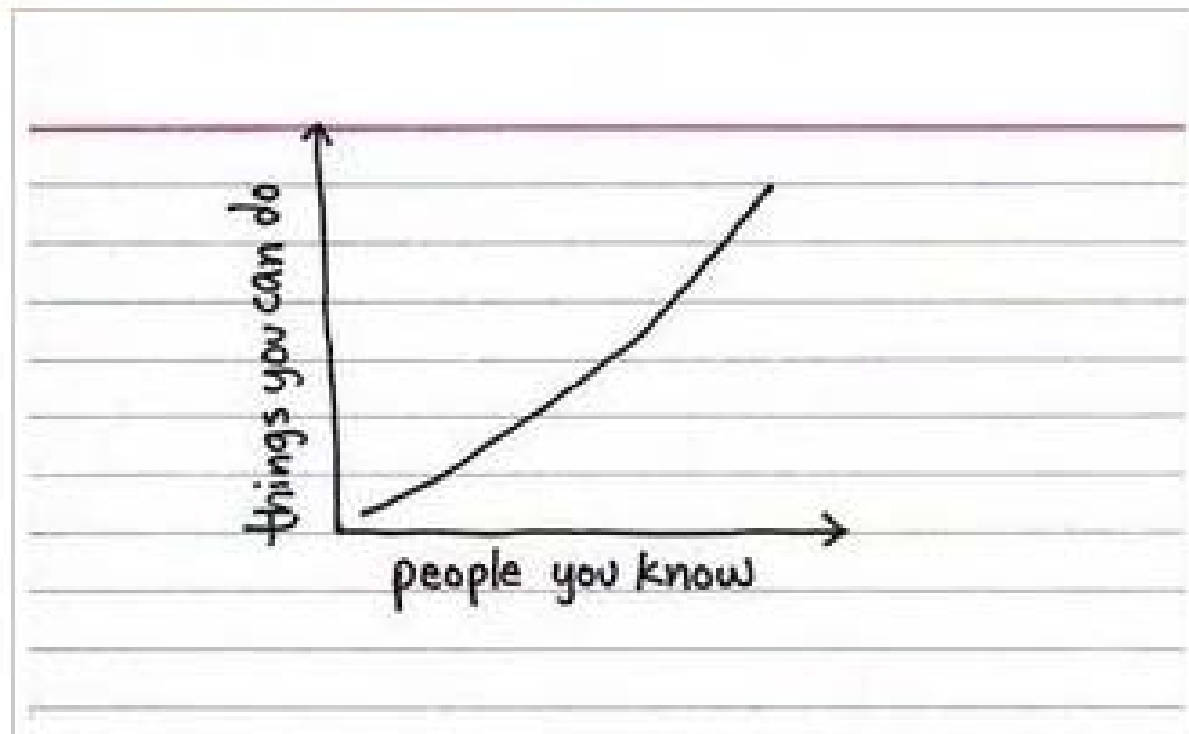


Platform Wars Insanity: Dave McClure, 12/12/07

<http://500hats.typepad.com> | <http://500hats.com>

THURSDAY, AUGUST 14, 2008

This is what 2.0 means.



POSTED BY JESSICA HAGY AT 5:44 AM



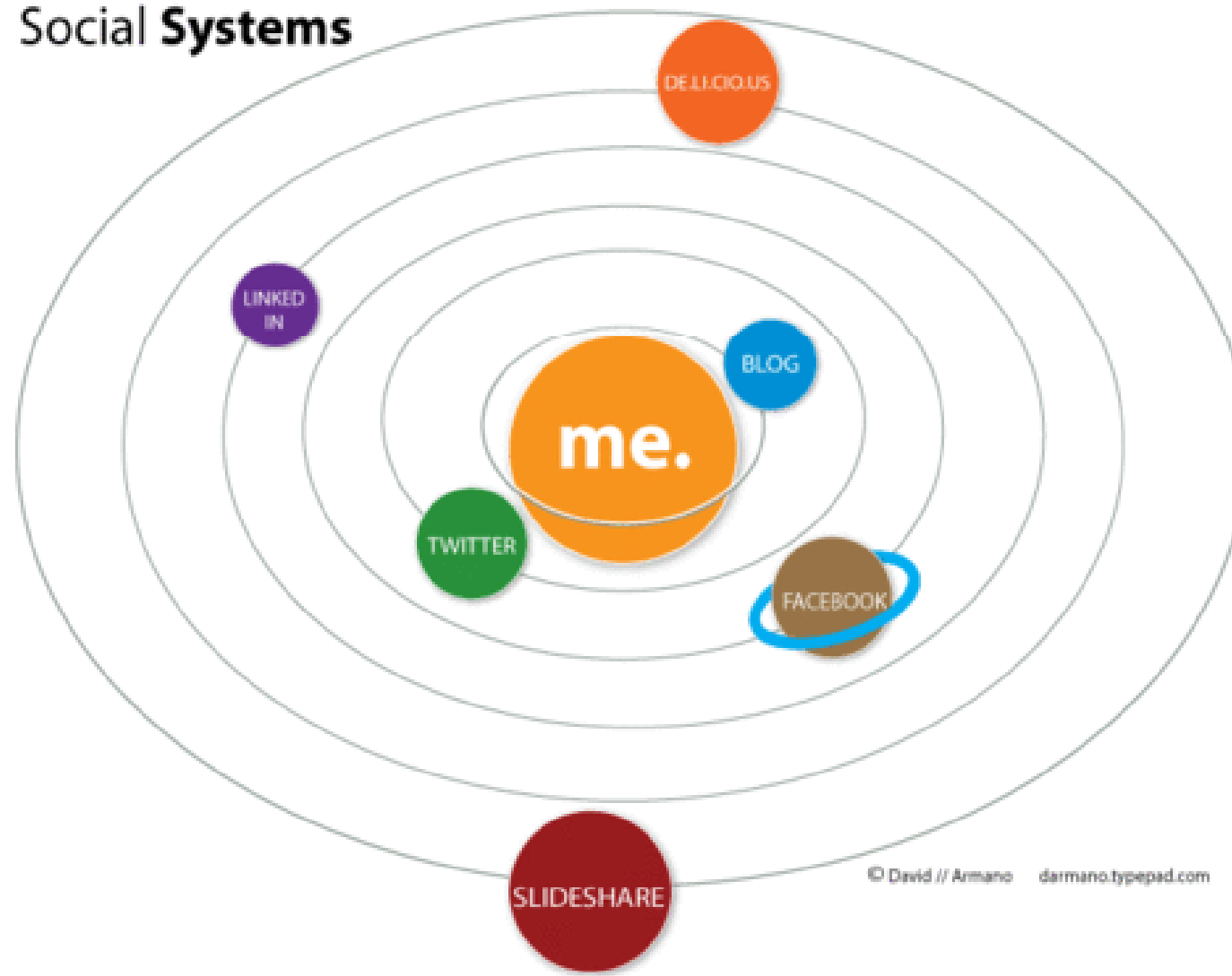
Being More Open to Social
Networks, Content, Access
and ...more

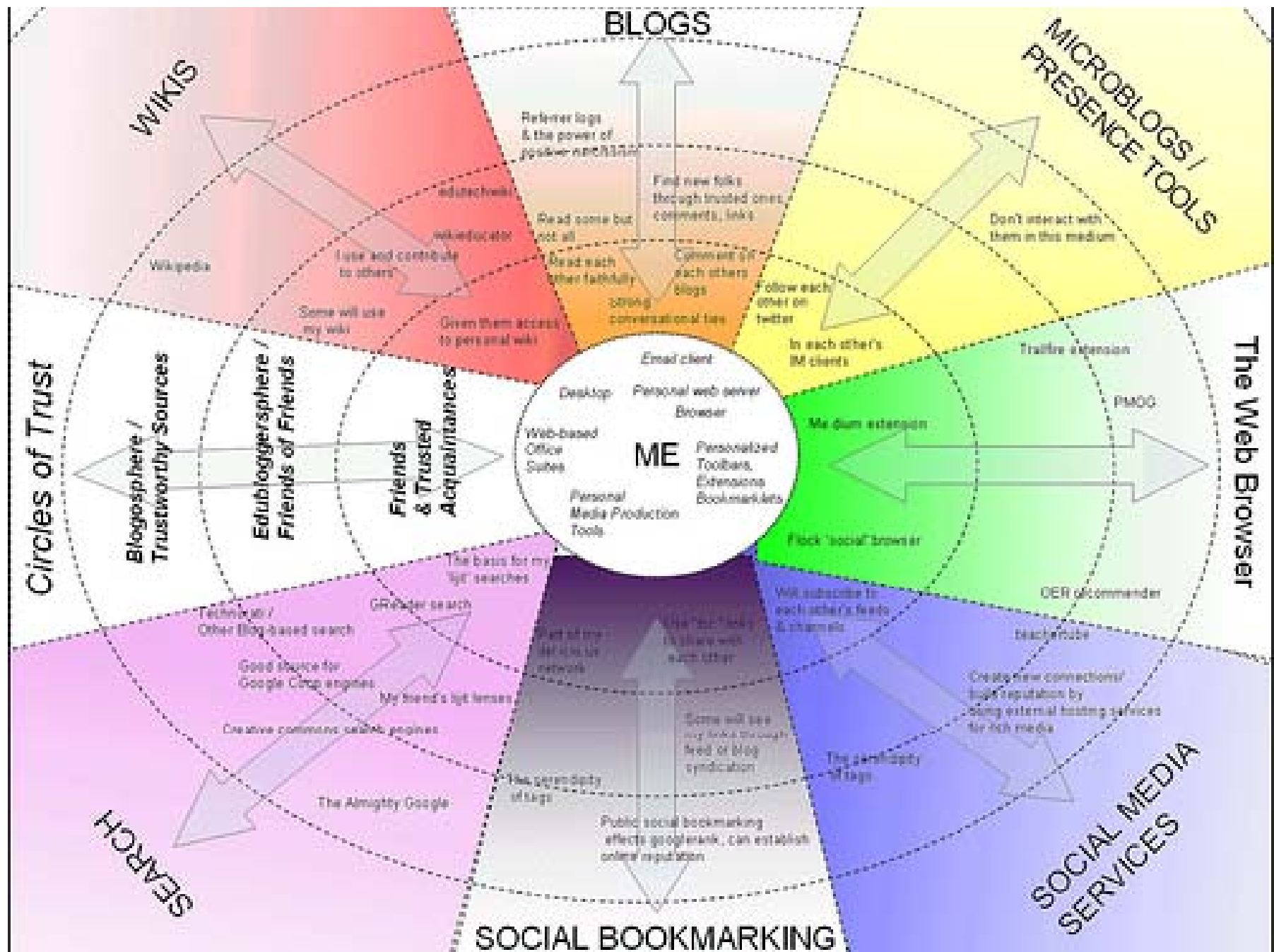


Libraries &
Universities
are
Social
Institutions

The background of the slide features a complex network graph visualization. It consists of numerous small, colored nodes (primarily green, red, and yellow) connected by a dense web of thin, grey lines. The nodes are distributed across the frame, with a higher concentration in the center and more sparse connections towards the edges, creating a radial or star-like pattern. A large, solid red circle is superimposed on the left side of the image, containing the text 'Libraries & Universities are Social Institutions' in white, sans-serif font.

Social Systems





<http://www.flickr.com/photos/nessman/2590572476/>

What's Normal Now?

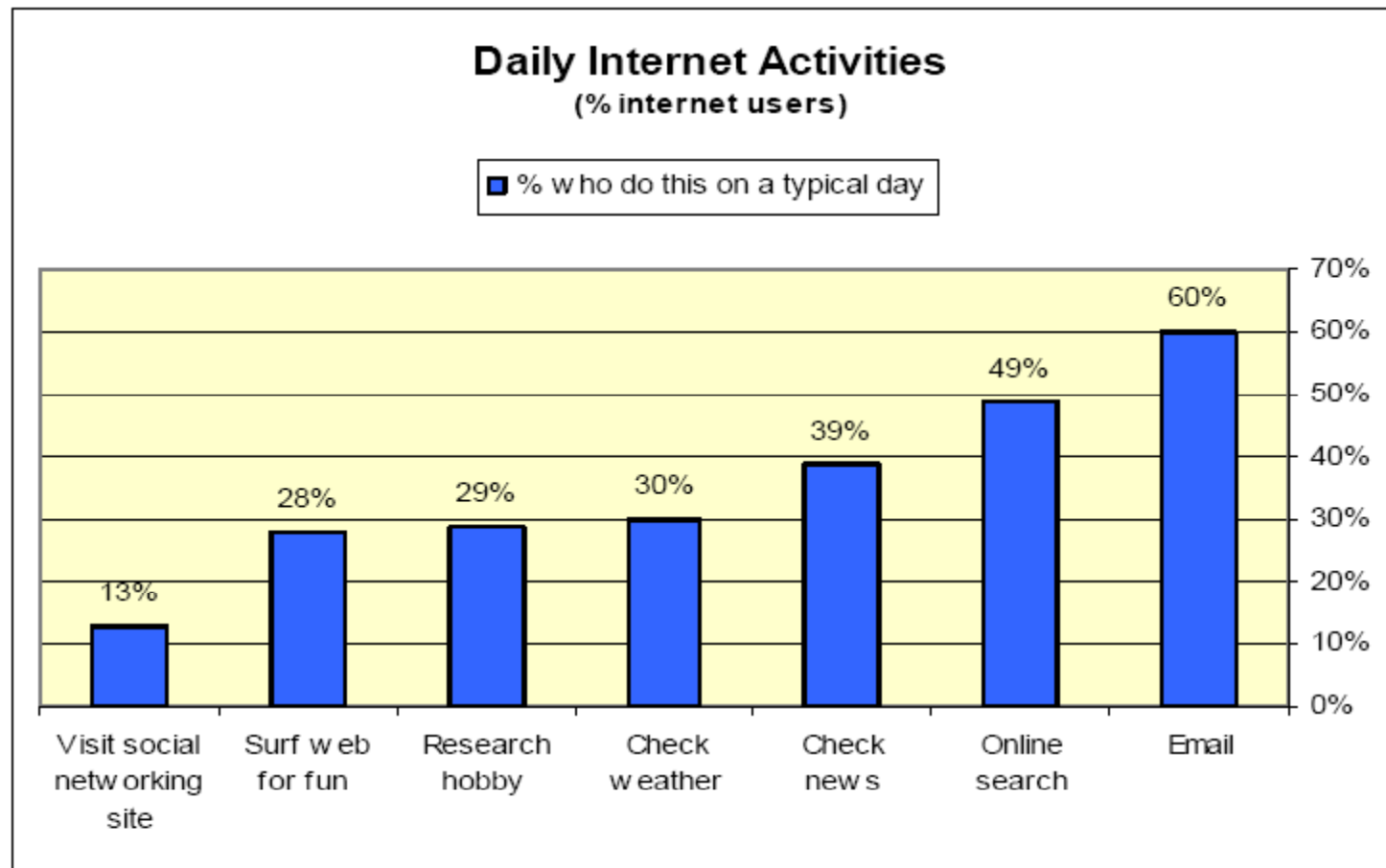
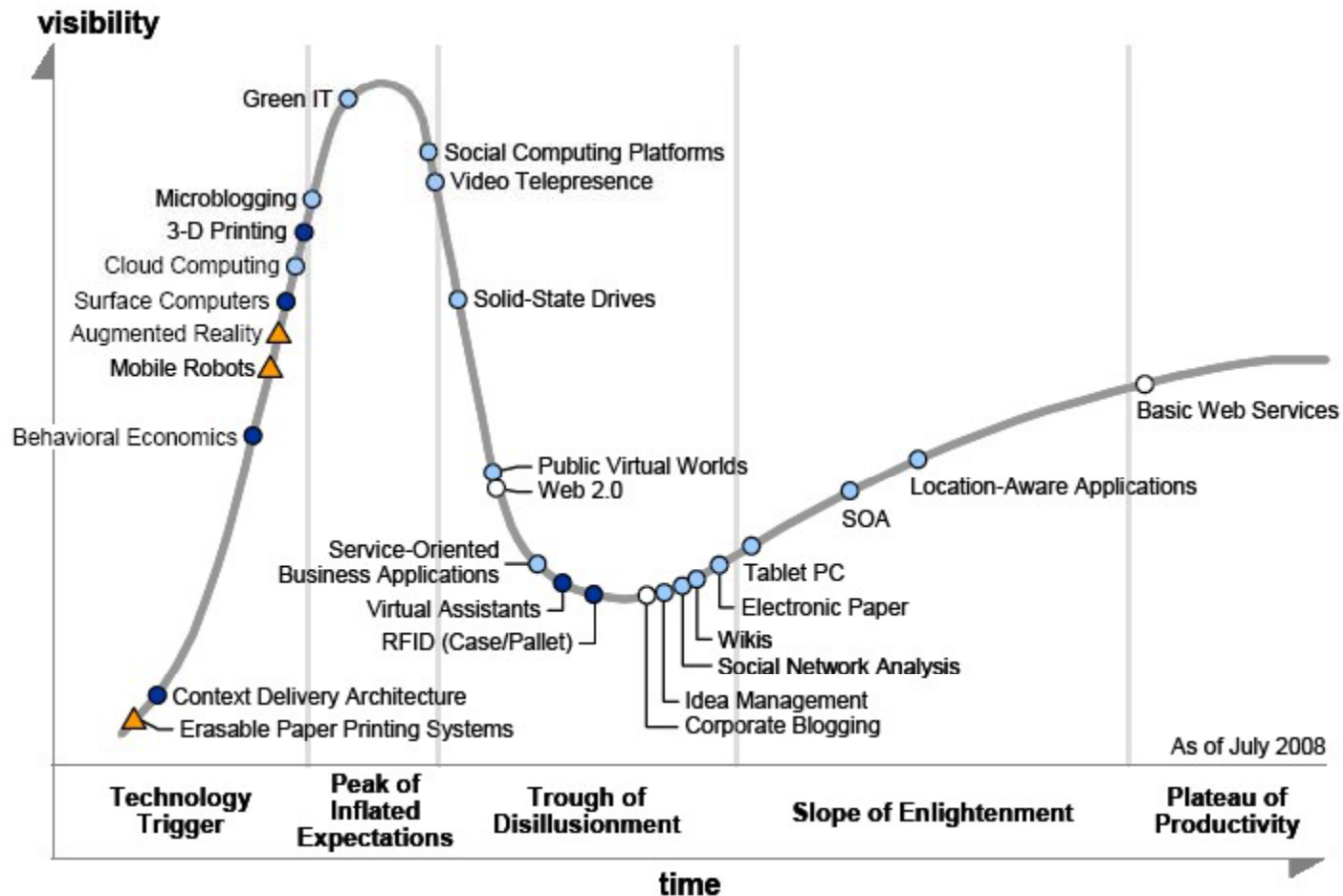


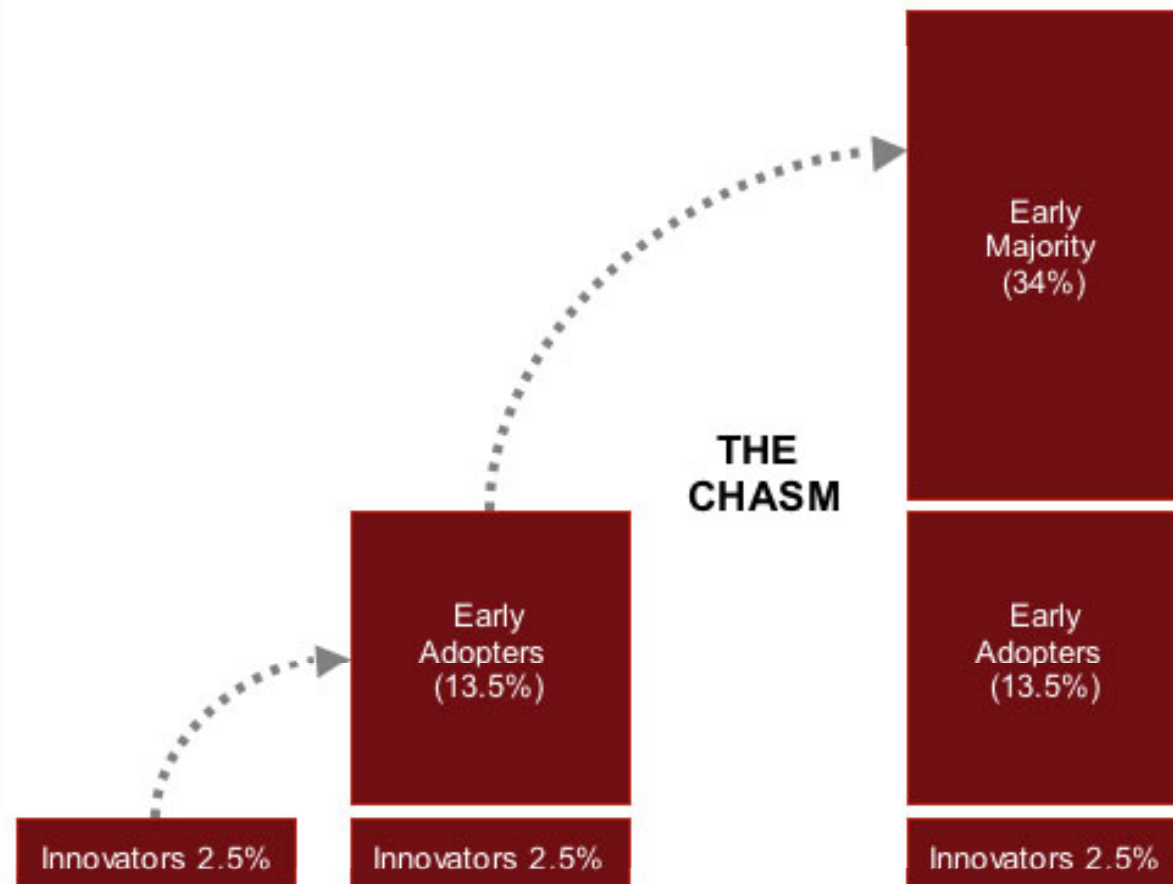
Figure 1. Hype Cycle for Emerging Technologies, 2008



- RSS
- Blogs
- YouTube
- Social Networks
- Tagging
- Facebook
- MySpace
- Wikis
- SEO
- GIS

Source: Gartner (July 2008)

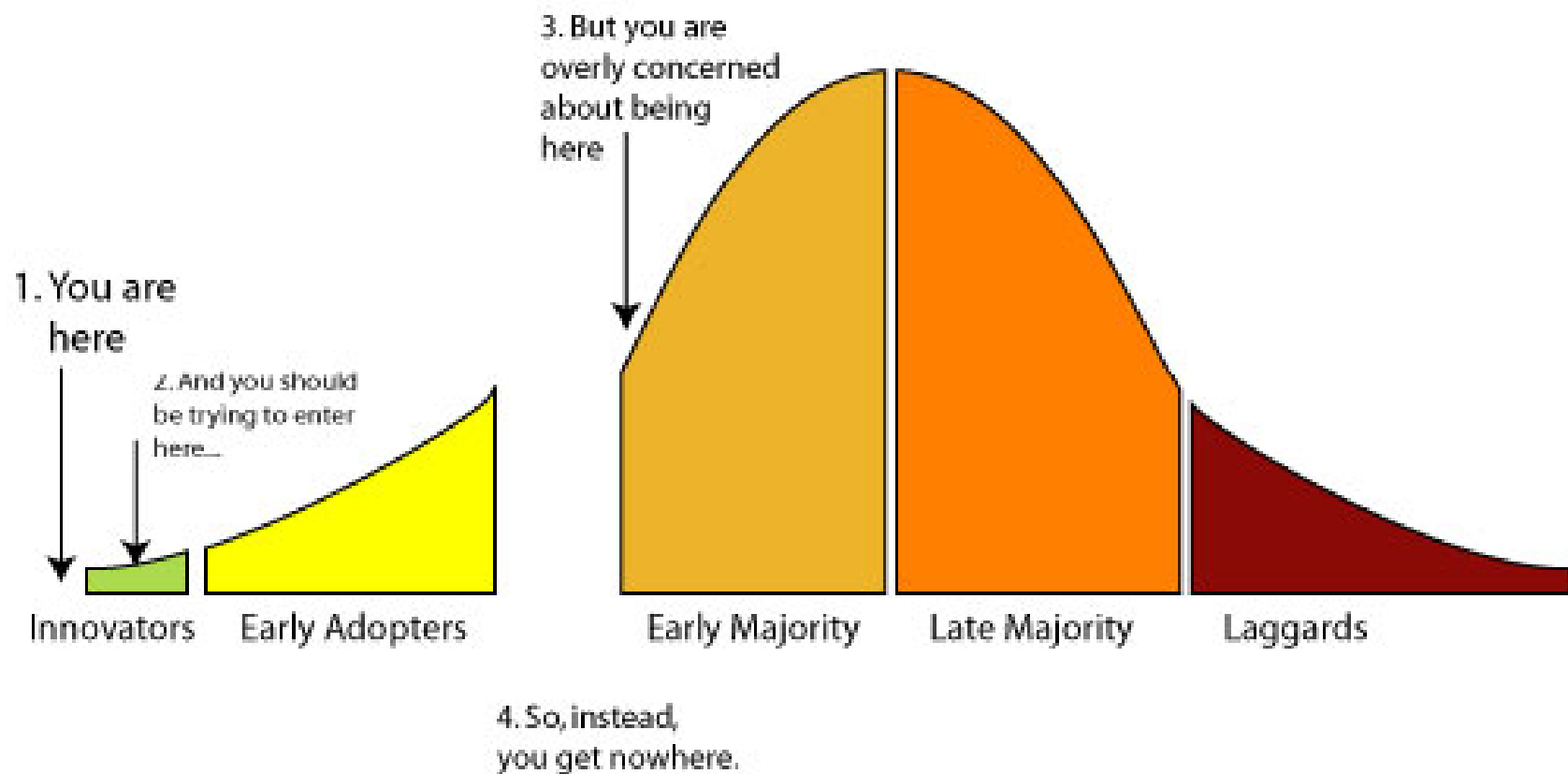
The Dynamics of Crossing the Chasm



Alex Iskold for Read/WriteWeb

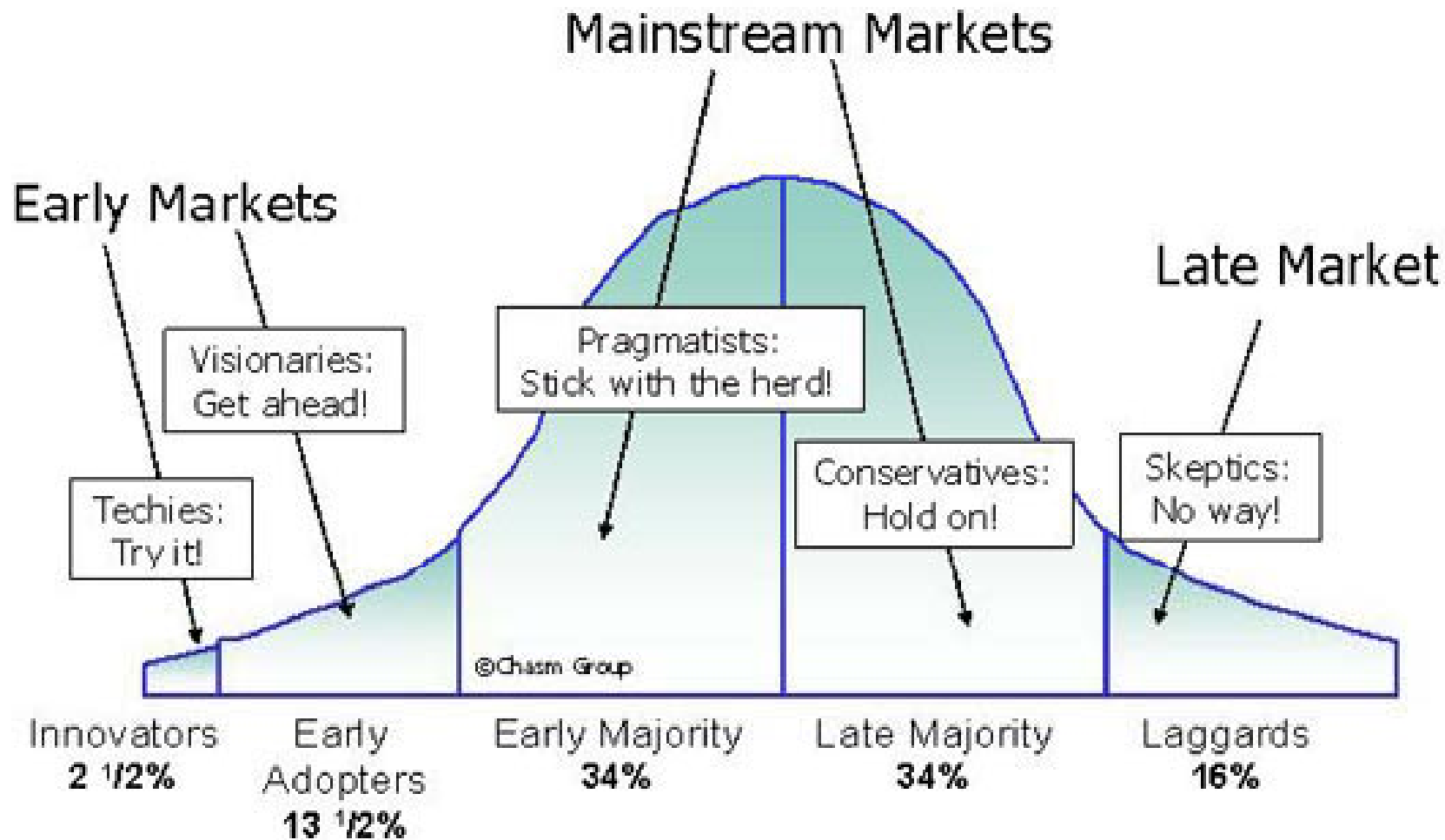
Miss Rogue's Currently Frustrating Chasm Dialogue

circa 2006

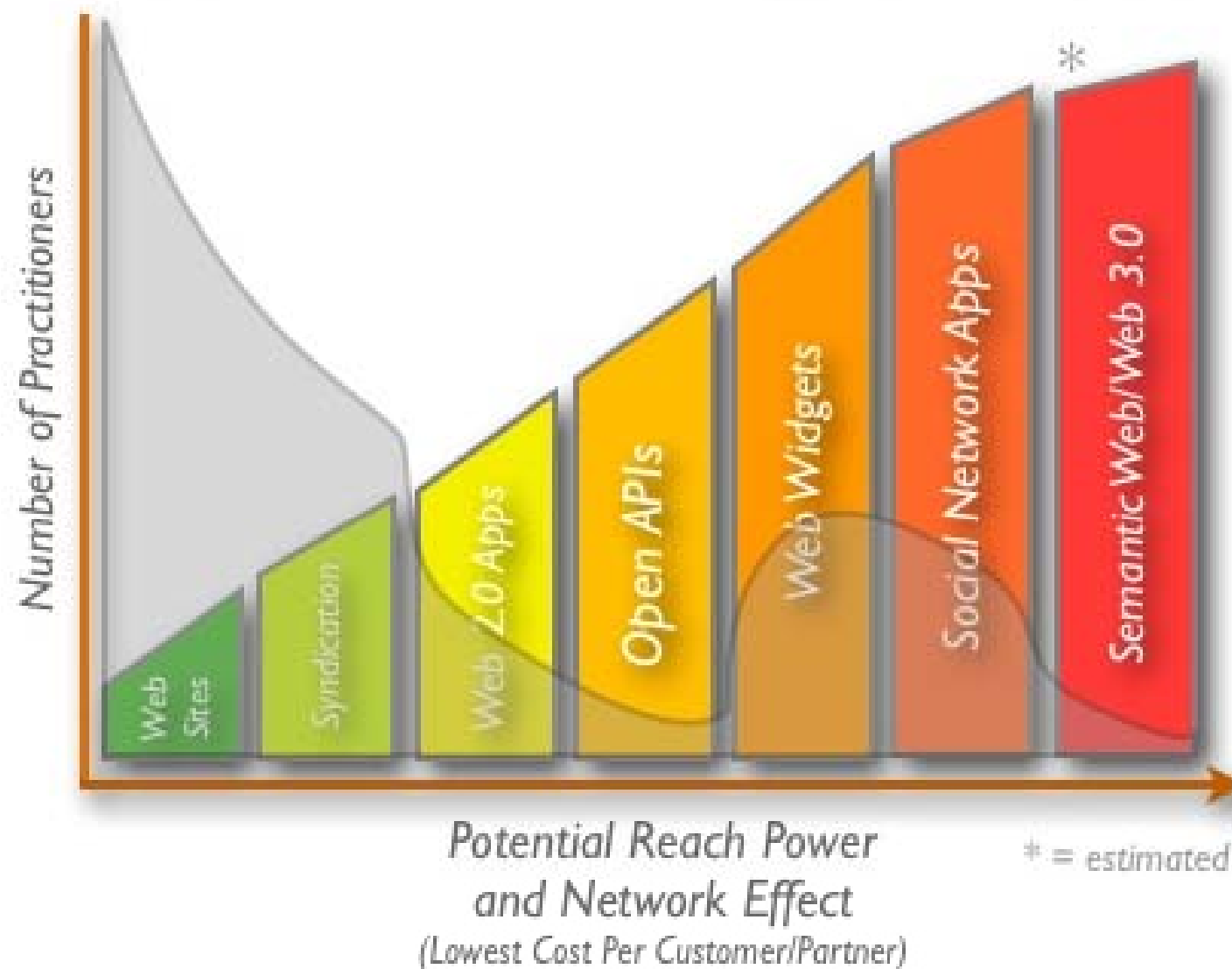


Technology Adoption Life Cycle

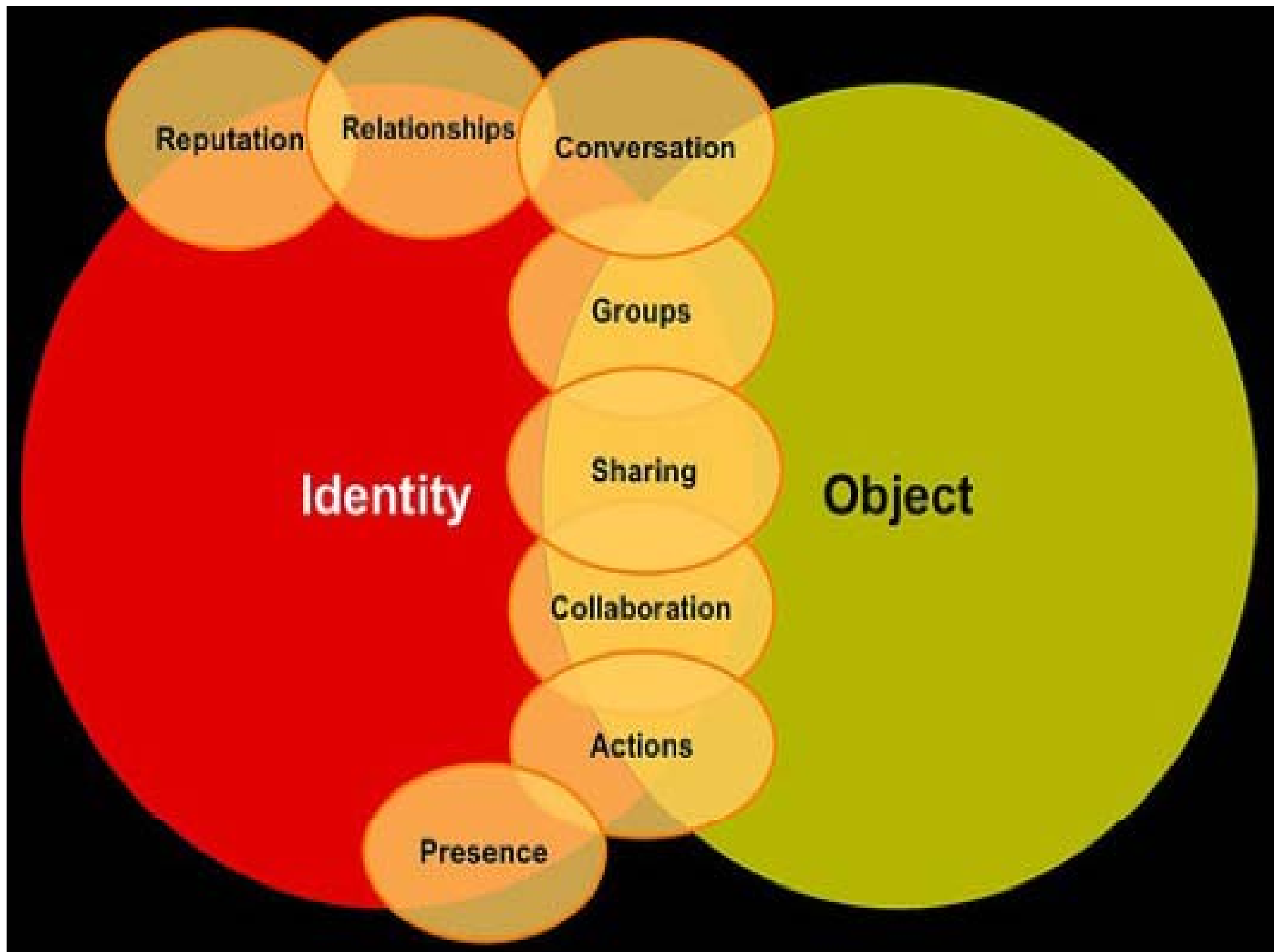
Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology



The new Web 2.0 era distribution models remain largely untapped



Source: Dion Hinchcliffe. 2008. Hinchcliffe & Company. <http://hinchcliffeandco.com>



Be Where Your Users Are



plaxo

Ning

Linked in



knol™
BETA A unit of knowledge.



MySpace Developer Platform
a place for developers™



opensocial

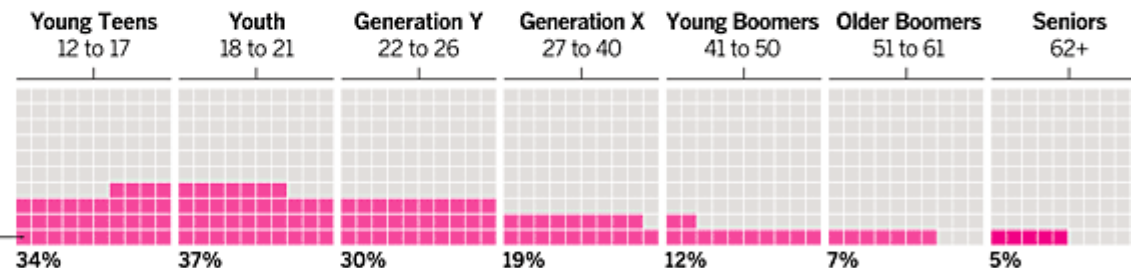
Get Good at The Cloud



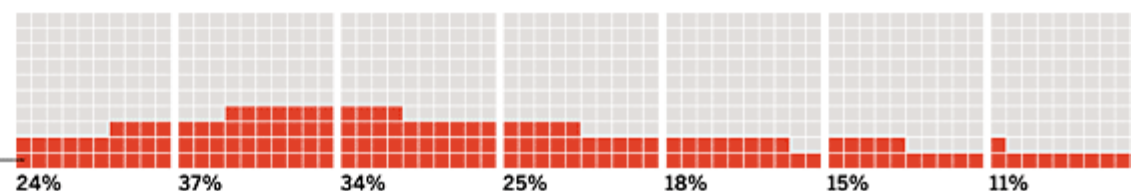
What people are doing

Who participates (U.S. online users)

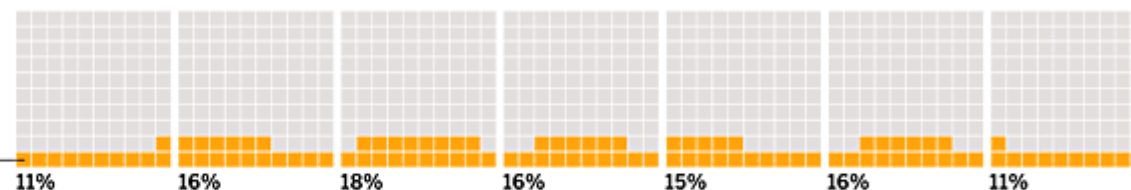
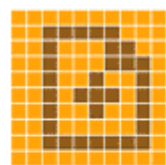
Creators publish Web pages, write blogs, upload videos to sites like YouTube.



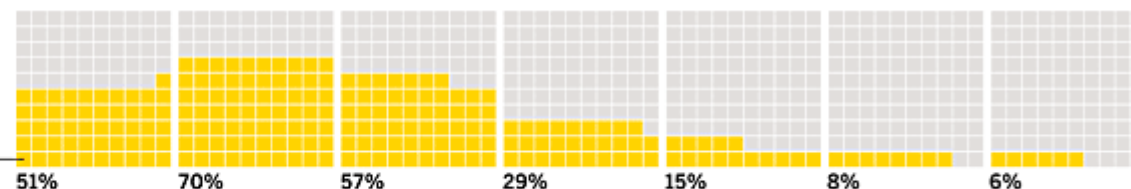
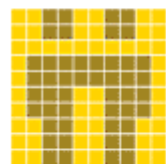
Critics comment on blogs and post ratings and reviews.



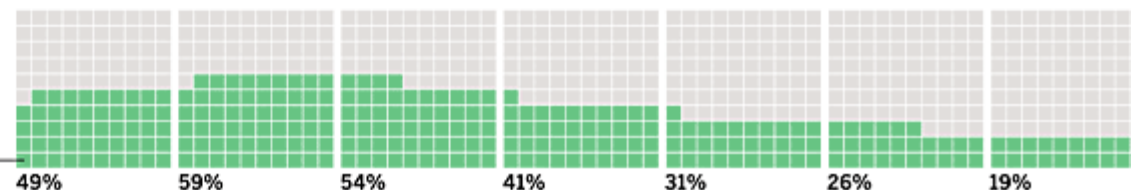
Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



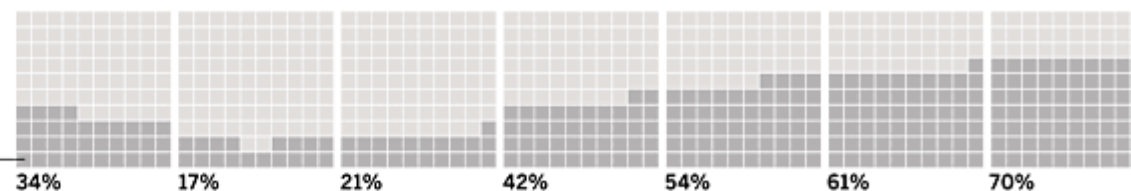
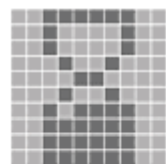
Joiners use social networking sites.



Spectators read blogs, watch peer-generated videos, and listen to podcasts.



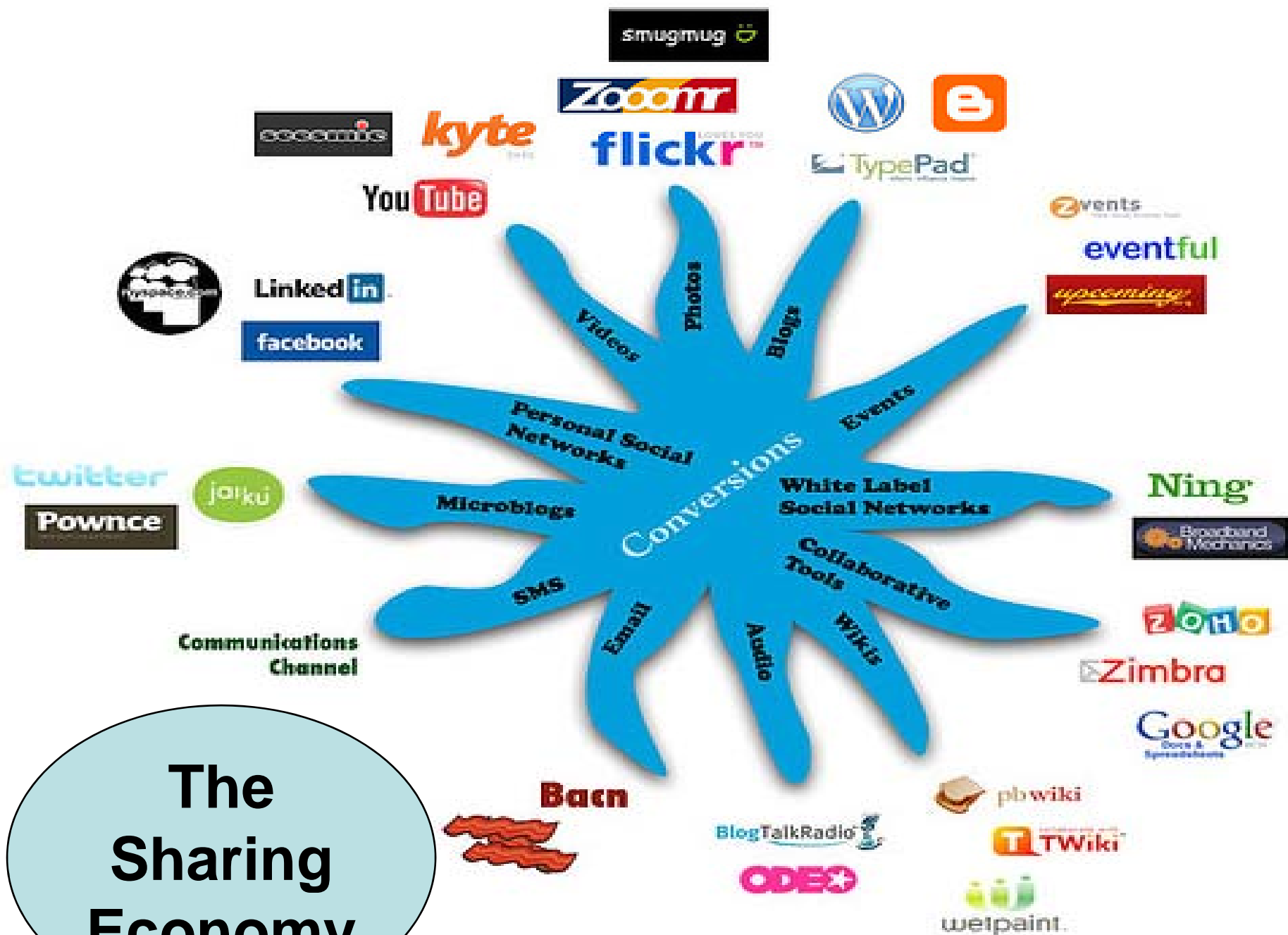
Inactives are online but don't yet participate in any form of social media.



Data: Forrester Research

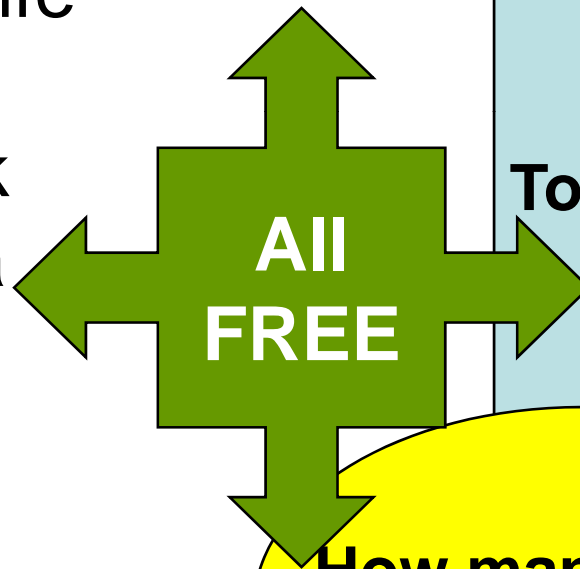
CHART BY ARNO GHELF

The Sharing Economy



2.0 Influencers

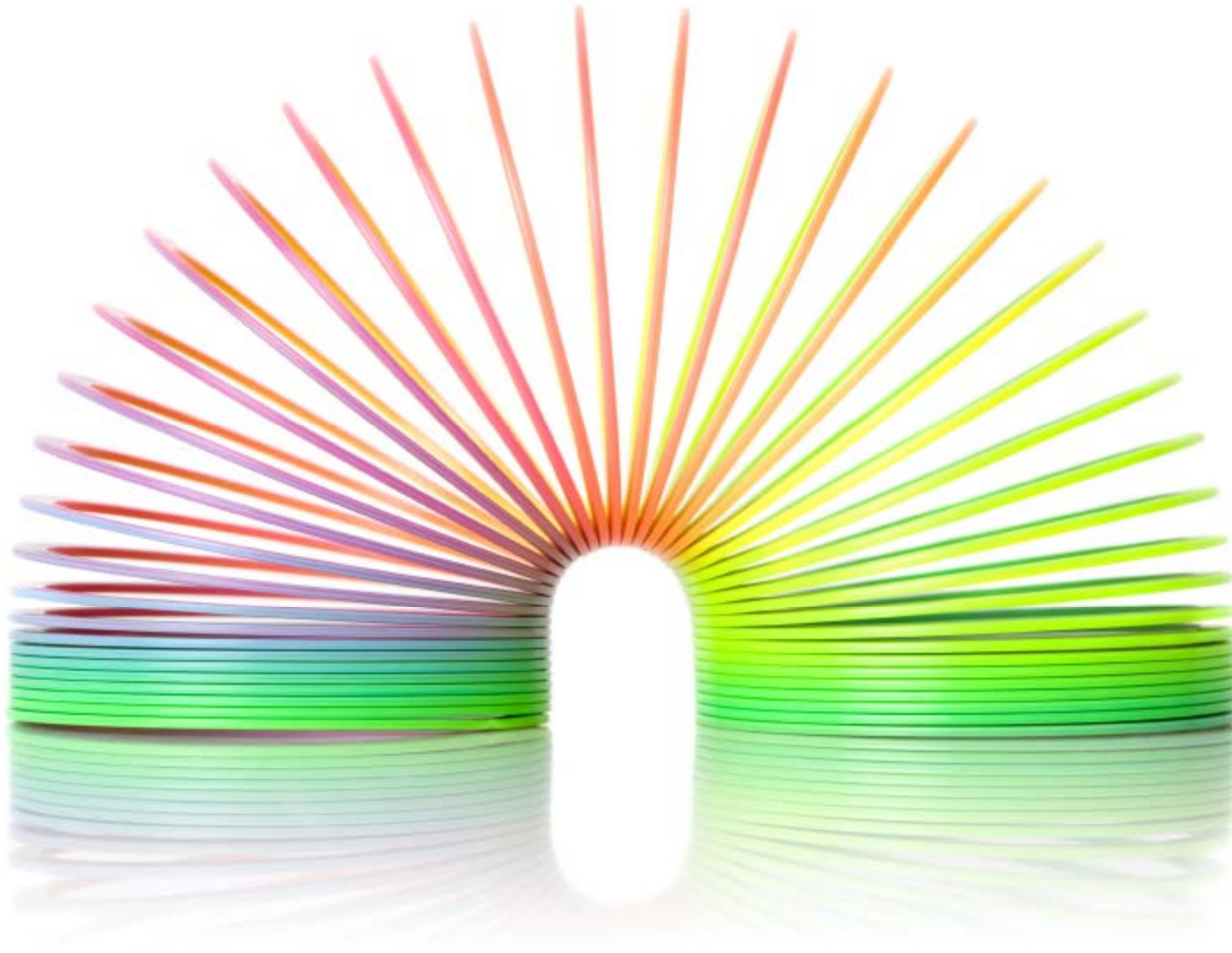
1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog



**Top 10 Most Influential
web tools for the
2008 US elections**

**How many are we
already using?**

Being More Flexible



Being More Open to Risk



Being Open to Ambiguity





I've got my tinfoil hat on



Be
More
Open
to
Technology
and
Unintended
Consequences



Google™

facebook.

**Your
Personal
Five
Year
Plan?**



 Information 

Noun

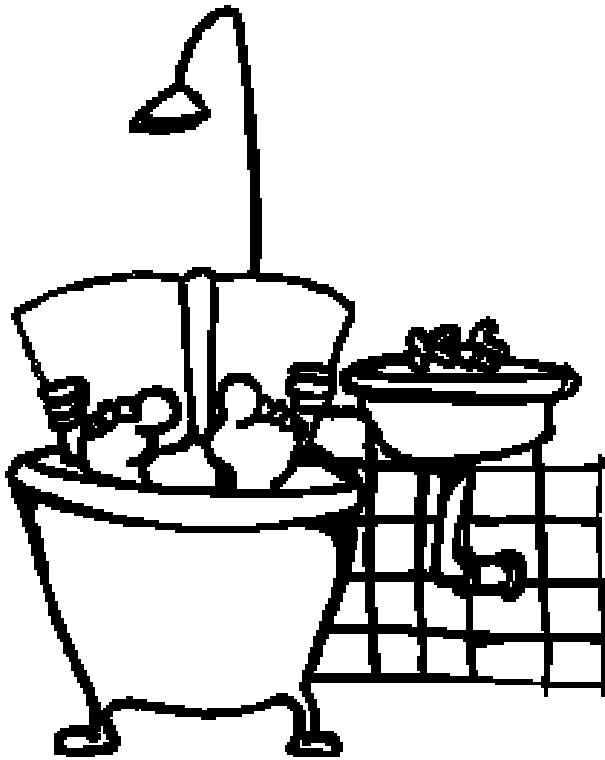
 Inform 

Verb

 Informed 

Results and Impact

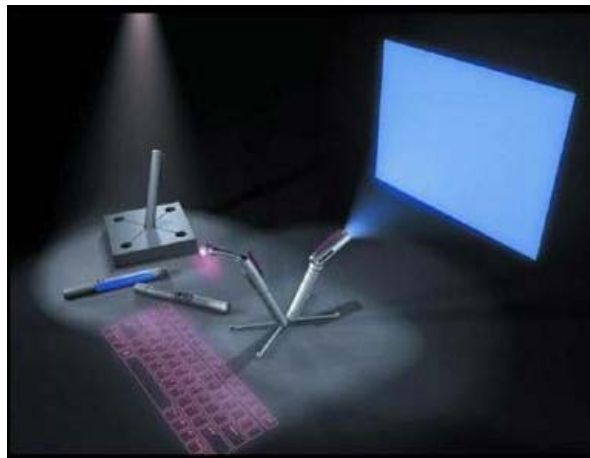
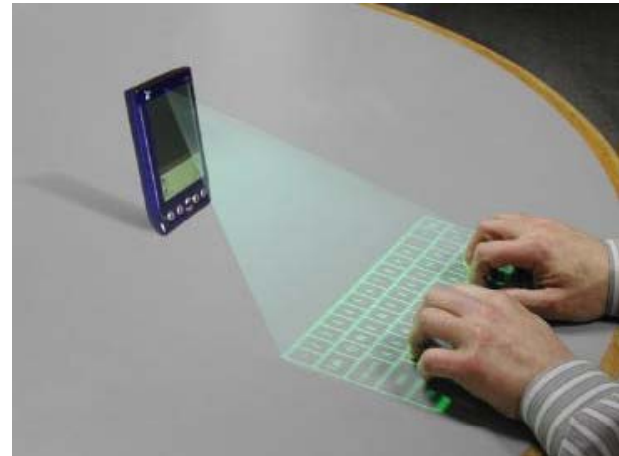
Will Reading Matter?





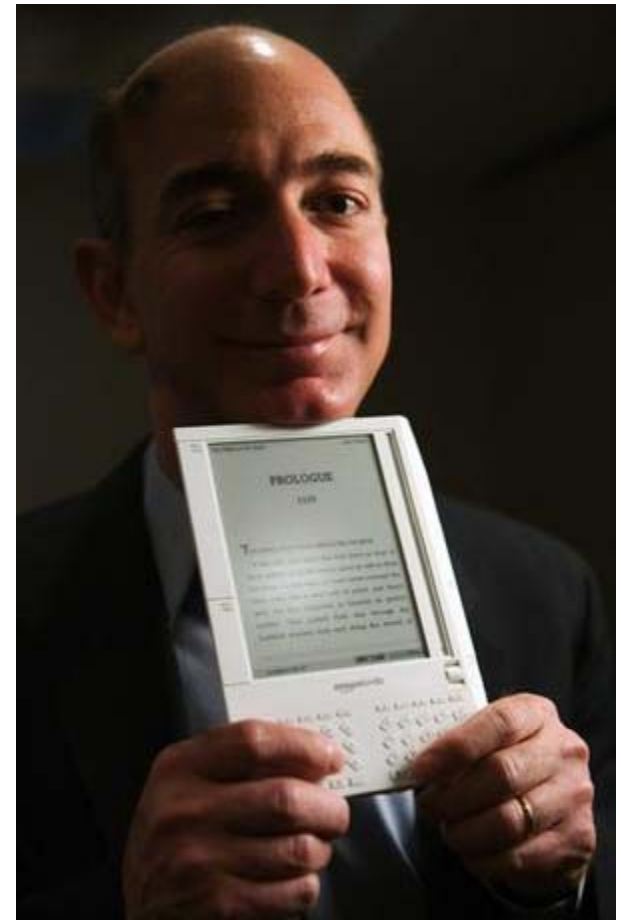
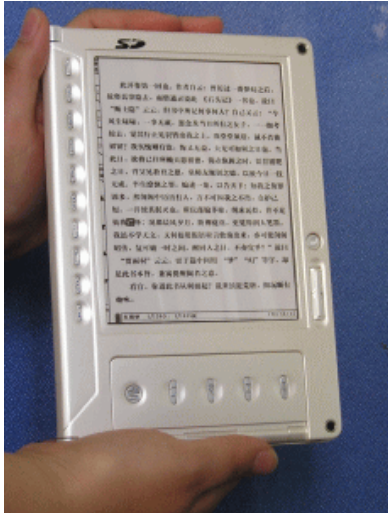
**Don't be a
Format
Bigot**





This is normal



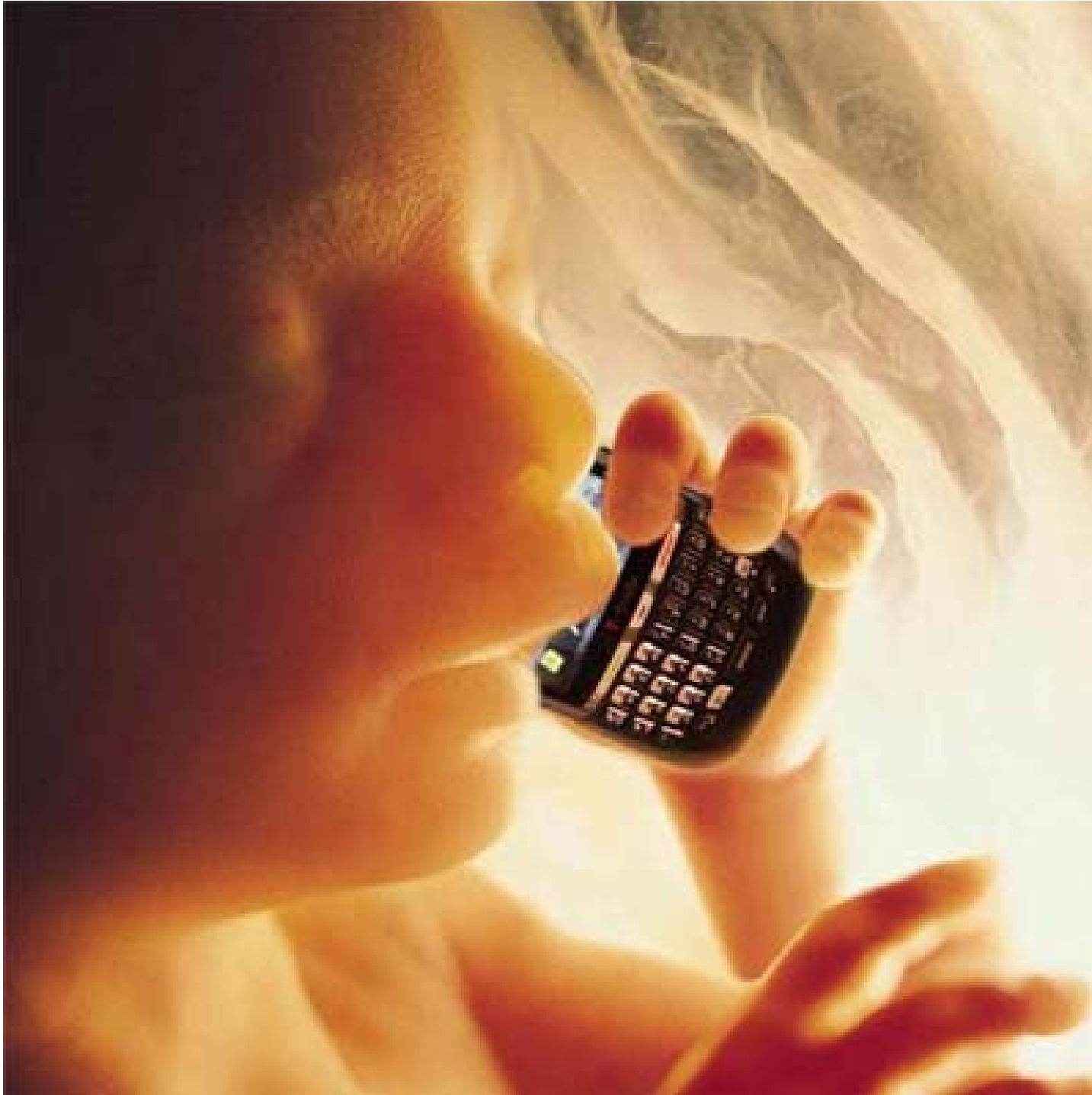


Device Agnostic & DRM Wars





Everything's getting smaller



A
Mainly
Mobile
Focus

Science Info on the Go:

Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices

- Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu

Mobile devices help libraries meet the evolving information needs of the sci-tech community by expanding traditional services and exploring new opportunities.

Enhancing / Expanding Services

Mobile Reference = Answers on the go

Mobile librarians to meet the diffuse information needs of our specialized clientele.

Email
Instant Messaging
Phone
In person and outreach



Considerations

- Choosing a technology
- Identifying New Workflows
- Establishing Management Models: Staffing, Training
- Exploring Best Practices for a Quality Service (shifting communication styles and user expectations)

New Opportunities

Text Messaging Reference

- Answers from anywhere by SMS
- Expert assistance at point of need

Social Networking

Mobile devices facilitate library 2.0 and social networking initiatives.

twitter

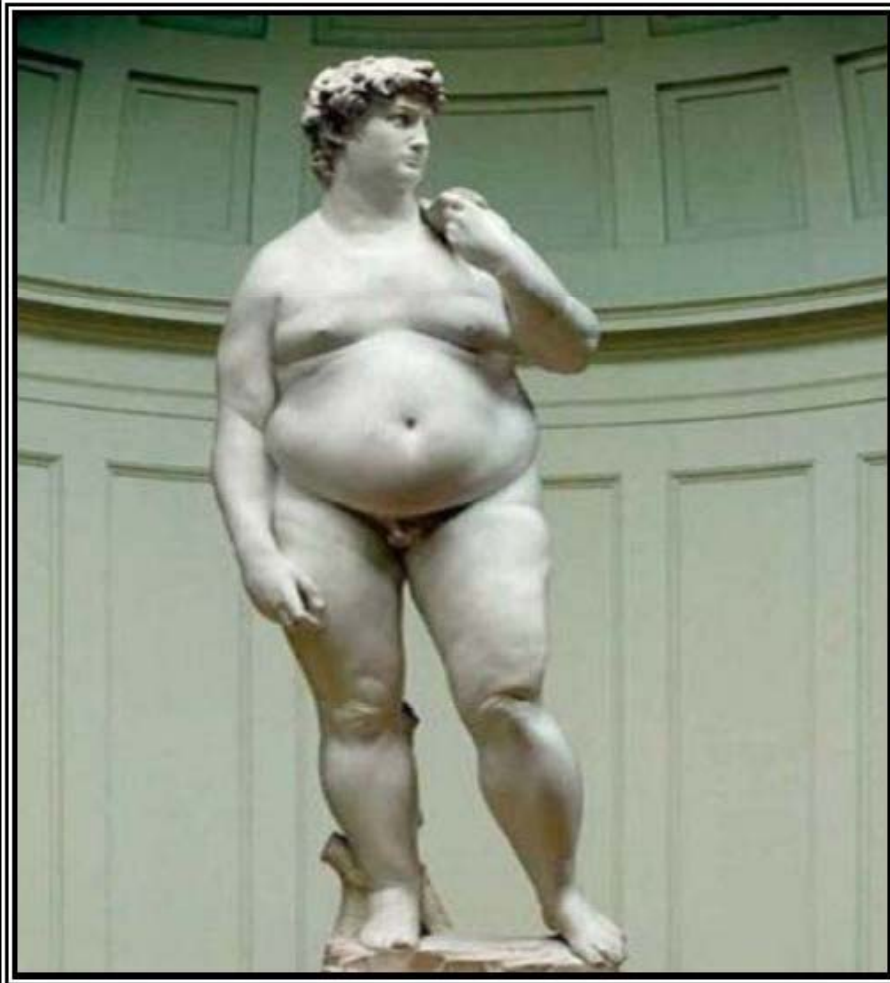
flickr

facebook

Value



- Faceted Search
- OpenURL
- Federated Search
- Portals
- Portlets
- API's



METABOLISM

The slower it gets,
the faster it catches up with you.





2.0 is about *play*

A Key Intervention



Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0



23 Learning 2.0 Things

- *Week 1: Introduction* (official start after Seattle Conference)
- *Week 2: Blogging*
- *Week 3: Photos & Images*
- *Week 4: RSS & Newsreaders*
- *Week 5: Play Week*
- *Week 6: Tagging, Folksonomies & Technorati*
- *Week 7: Wikis*
- *Week 8: Online Applications & Tools*
- *Week 9: Podcasts, Video & Downloadable audio*

Learning 2.1

Technology Petting Zoos

Technology Scholars

5 Weeks to a Social Library

The Internet Can Change Your Life

SirsiDynix Institute, WebJunction,
OPAL, etc.

Build a Petting Zoo

- Real devices: iPods, MP3 players, video, smart phones, texters, etc.
- Special PC's: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations



Build a Sandbox



PLAN



It can't work without you

Your Ideas?

Collegiality



Being Comfortable with Speed



Being Open to New Ideas



Letting Go of Control

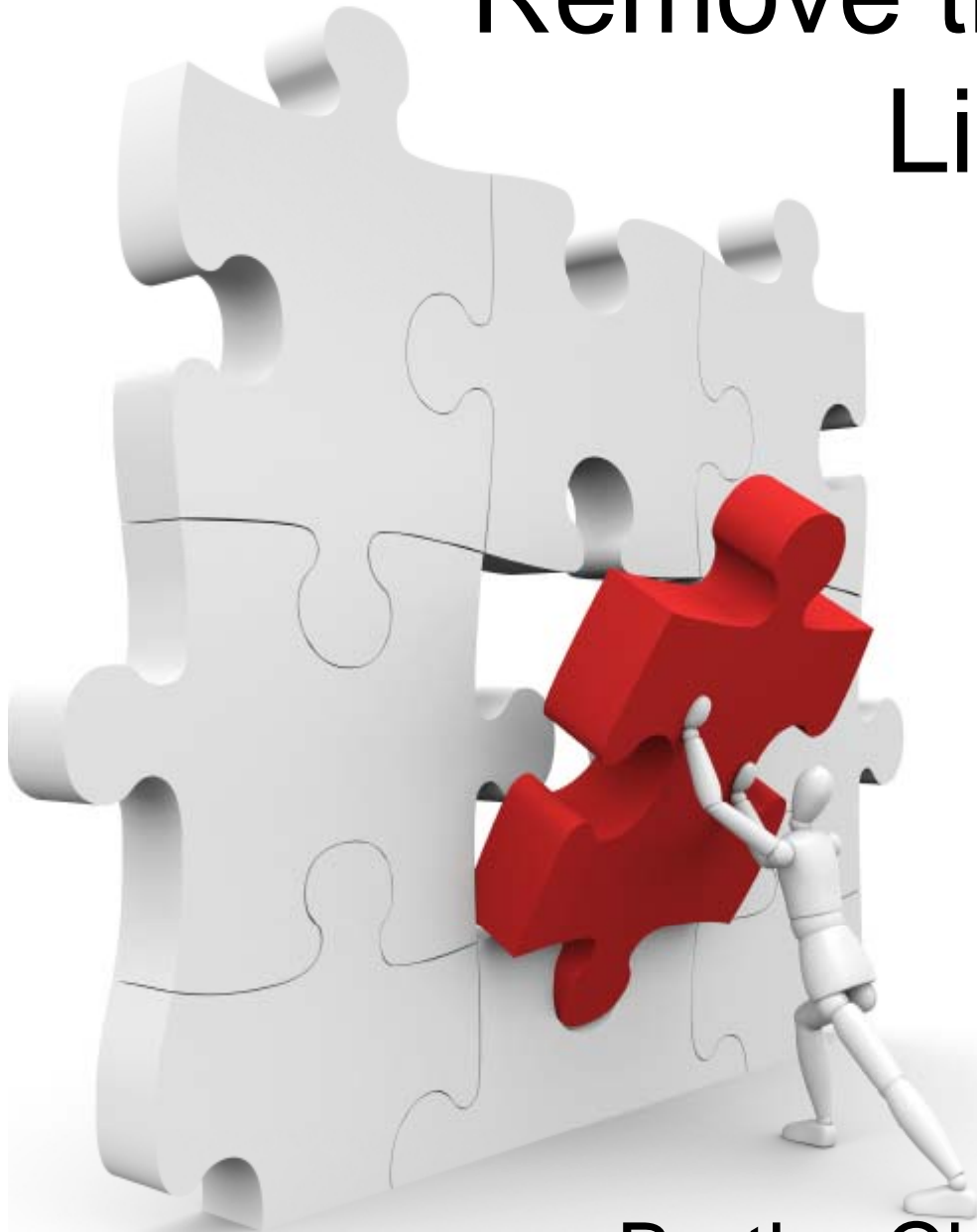


Remove the Borders in Libraries



Be the Change We Want to See

Remove the Borders In the Library Community



Be the Change We Want to See.



Remove the Borders Between Libraries and Members

Be the Change We Want to See.



Be The
Change We
Want to See

Remove the Borders Between
Librarians and Influencers

Be Inspirational



Be Important



EXPENDABILITY

KIRK, SPOCK, MCCOY, AND ENSIGN RICKY ARE BEAMING
DOWN TO THE PLANET. GUESS WHO'S NOT COMING BACK.



Put Your Meat In The Game

Know What Makes Us (and You) Different



Find Our Voice and Use It



Be More Open to New Folks



Be More Open to New Paths



Be More Open to the Users' Paths



Honest to G*d – Have Fun



Being Open to Standing Out





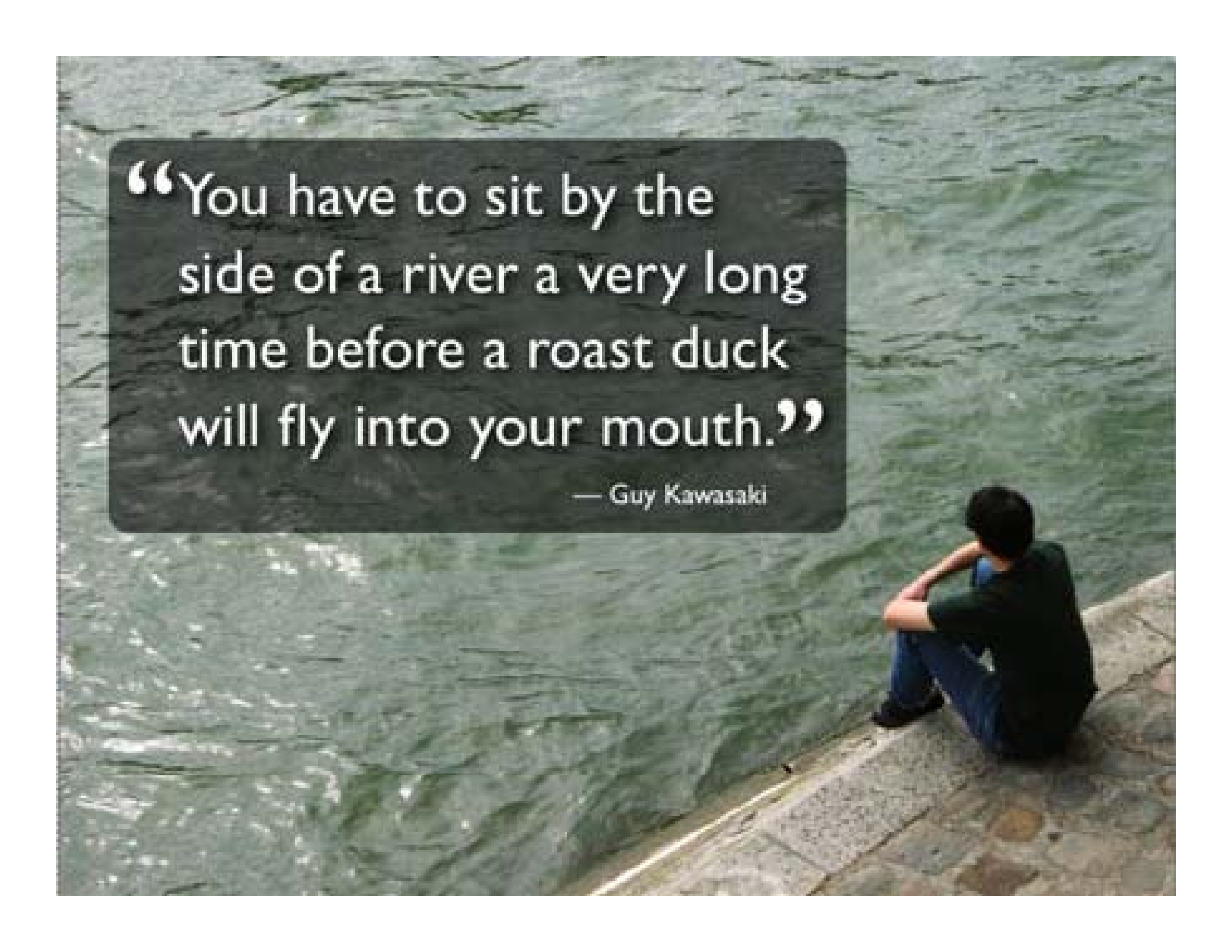
Have Some
Fun

We librarians must learn that when we study something to death, *Death was **not** our original goal.*





A Third Path

A person with dark hair, wearing a dark t-shirt and blue jeans, is sitting on a stone ledge by a river. They are looking out at the water, which has a greenish-grey hue and some ripples. The person is sitting with their back to the camera, looking towards the right side of the frame. The stone ledge is made of large, light-colored blocks. The background is a vast expanse of water with some small, dark patches of vegetation visible in the distance.

“You have to sit by the
side of a river a very long
time before a roast duck
will fly into your mouth.”

— Guy Kawasaki





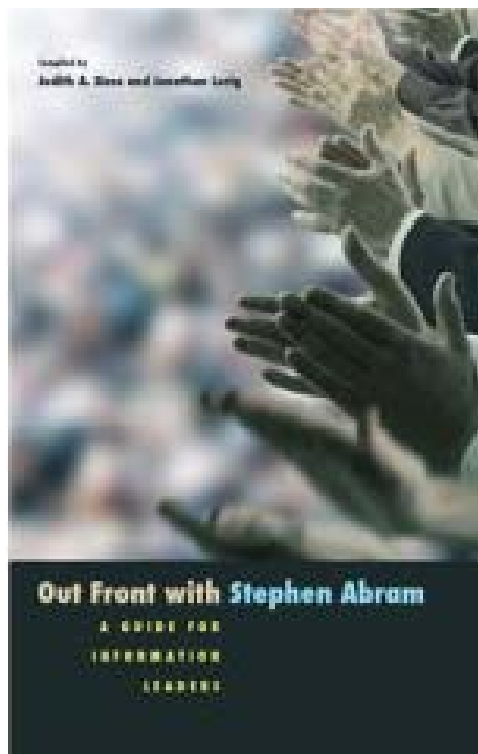
Be The Change You Want To See

Slides

- These PPT slides will be at my blog 'Stephen's Lighthouse'

<http://stephenslighthouse.sirsidynix.com>





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President 2008, SLA
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Cel: 416-669-4855

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<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>



CHESTER
COUNTY
LIBRARY SYSTEM
Read • Connect • Discover

The Challenges Ahead: Transforming Libraries

Oct. 15, 2008

Stephen Abram, MLS, FSLA

Vice President,
Innovation SirsiDynix
Chief Strategist,
SirsiDynix Institute

Let's Look At the Supposed Limits to the Future



Happily, There Are None.



Or, sadly, there are a lot.

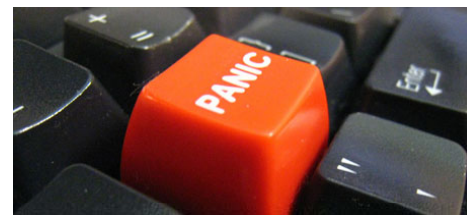
- National Debt and National Borrowing
- Sub-prime Mortgage Crises
- Bankruptcies ...
- Gold Prices
- Oil Prices
- War and Famine
- Ignorance and Prejudice
- Globalization
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Technolust

The Perfect Storm?

- Facebook gets a \$750,000,000.00 equity investment from Microsoft and two equity capital firms.
- Facebook introduces **social ads** last month on top of their F8 development platform (Beacon)
- Google heads past **10,000** licensed traditional publishers
- Google adds new libraries all the time to Google **BookSearch** and last week's API.
- Microsoft, AOL, Yahoo??
- The stock market woes
- MySpace acquires Dow Jones and the Wall Street Journal and soon more.
- Thomson acquires Reuters.
- Google announces that MySpace, Bebo, Engage.com, Friendster, hi5, Hyves, imeem, LinkedIn, Ning, Oracle, Orkut, Plaxo, Salesforce.com, Six Apart, Tianji, Viadeo, and XING have joined Google **OpenSocial** - their new "open" platform for development anywhere. **Yahoo! Joined too.**
- MySpace, Facebook and Google Cooperate on identity! OpenID
- Google introduces Google **OpenMobile** Open Handset Alliance / Android development platform
- The US \$ is challenged
- And the first US Boomer applied for their pension in November 2007.
- Strap yourself in, 2009 is going to be a fine ride. Enjoy.

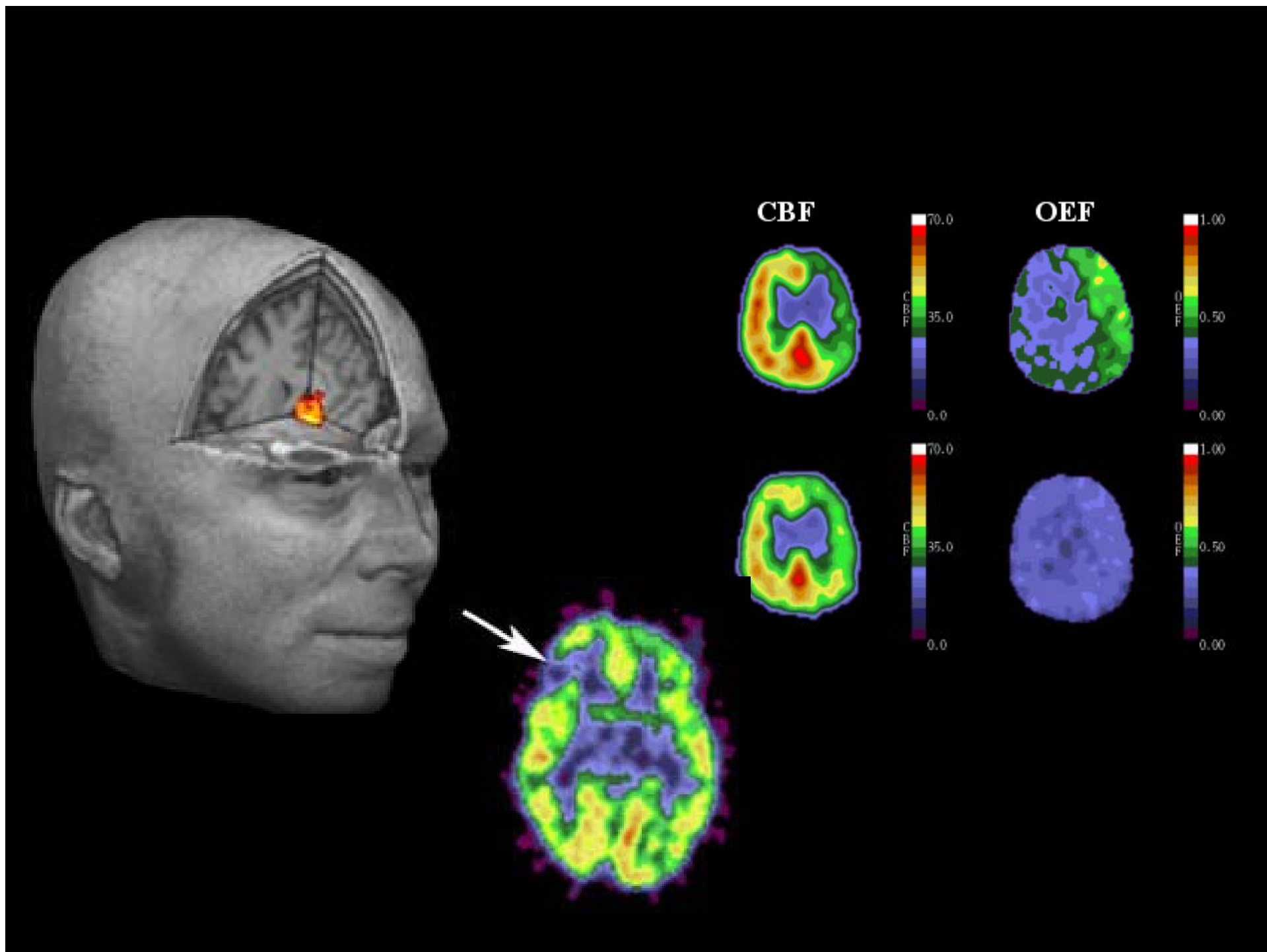
What's New (or new enough)?

- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Virtually unlimited fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Registries and SaaS
- Device proliferation (Kindle, iPhones, etc.)
- What's old? Attacks on research, rights, intellectual freedom, access, filters, blacklisting, copyright balance, privacy, DRM, patents, trademarks, voice, etc.



Stuff Will Change Much Faster Now

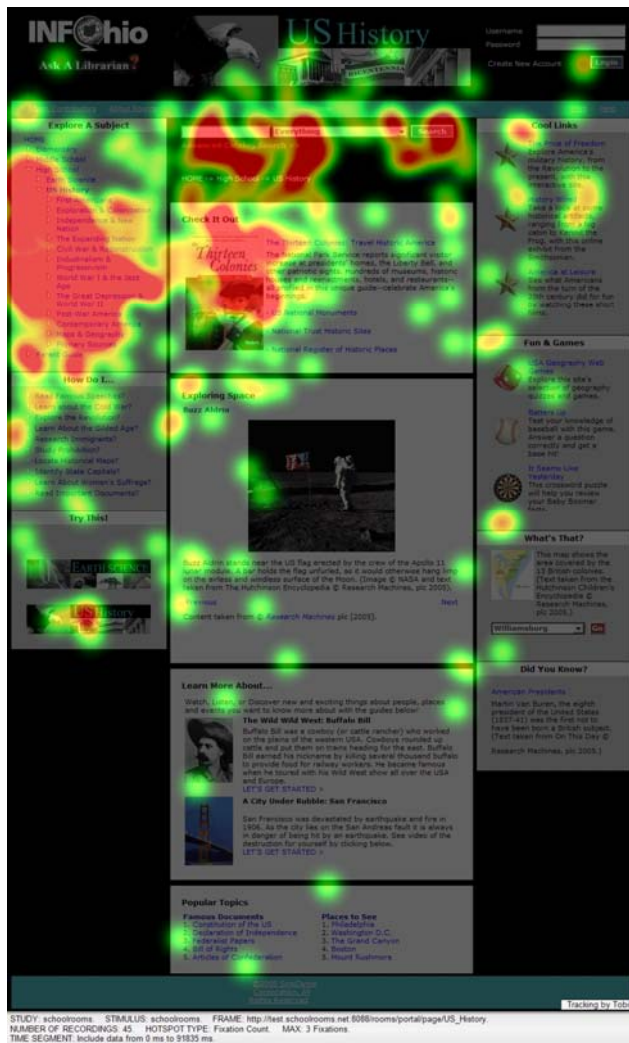
- Over the next 13 years an iPod size device will hold:
- iPods can hold year's worth of video by **2012**
- Or ALL the commercial music ever created by **2015**
- Or ALL content ever created (in all media) by **2020**
- Videogames outsell most content – combined!
- Jeez – Ringtones are even big
- Amazon + Audible + OpenSocial, F8, MySpace Developer, Android . . . Microsoft + Yahoo + Facebook + 40 ads engines? Or AOL!!
- Pocket-sized devices will dominate
- Your avatar will parallel your life by IBM



Millennial Behaviours

Principled / Values	More Friends	More Diverse	Respect Intelligence
Optimistic / Positive	Internet Natives	More Choices	Format Agnostic
Balanced Lives	Adaptive / Flexible	Civic Minded	High Expectations
Collaborative	Nomadic	Gamers	Experiential
Independent	Confident	Direct	More Liberal and more conservative
Multi-taskers	Inclusive	Patriotic	Entrepreneurial
Healthy Lifestyle	Family Oriented	Graphical	Achievement Oriented

Credit: Richard Sweeney, NJIT



Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

In Quarter - 2006
 Conducted under the auspices of the
 Kent State University School of Library and
 Information Science and the
 Information Architecture/Knowledge Management Program (IAKM)
 by

Dr. Jason Holmes, Associate Professor
 School of Library and Information Science (SLIS)
 Dr. David Bokias, Associate Professor
 Information Architecture/Knowledge Management Program (IAKM)
 Dr. Yun Zhang, Associate Professor
 School of Library and Information Science (SLIS)
 Dr. Athena Sakala, Associate Professor
 School of Library and Information Science (SLIS)
 Dr. Greg Byngh, Associate Professor
 School of Library and Information Science (SLIS)

May 22, 2006





SCHOOLROOMS

EXPLORE
DISCOVER
LEARN

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

Explore Learn

Discover More...

What is SchoolRooms

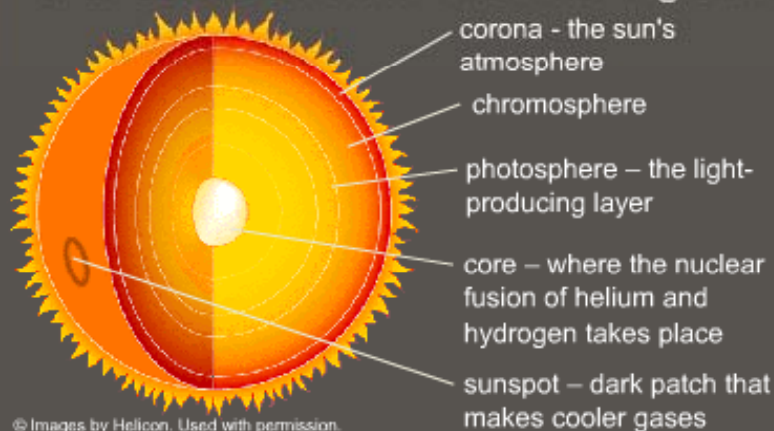
What's in SchoolRooms

Who Uses SchoolRooms

Why Students Like
SchoolRooms

How Does SchoolRooms

Earth Science Room: The Amazing Sun



© Images by Helicon. Used with permission.

Explore a new learning portal for the K12 community



SchoolRooms™ by SirsiDynix is a **new online portal** that encourages K-12 students to **explore, discover, and learn** anywhere, anytime.

Designed to meet **students'** needs and to be a tool **for parents** who play an integral role in helping their children continue learning outside the classroom.

Using SchoolRooms, **students** can **search** (all at once!):



Best of Web™

Results from high-quality, certified Web sites hand-picked by teachers and

librarians. Search databases at the same time and find related articles. Learn more about BOW.

→ Explore More...



News & Events

Catch up on the [news](#) about SchoolRooms. Check out the next place you can [see SchoolRooms in action](#) and find out more about how SchoolRooms can provide your students with an unparalleled learning experience.

→ Discover More...

**Boston
Public**

Case Study:

[Boston Public Library](#)
Discover how **Boston**

Ohio
Boston +
Philadelphia
Delaware
California
South Carolina
etc.





Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?

NO

Reading Down?

NO

Teen Reading Down?

NO

- When something needs change...
- Do it.
- Take responsibility





Library culture of poverty, victimization, risk aversion, and passive resistance

[Amazon](#)
[Chapters/Indigo](#)
[Barnes & Noble](#)
BN [BookBrowser](#)
[Borders](#)
[Suggestica](#)
[Inside a Dog](#) (teens)
[MySpace Books](#)
[Books We Like](#)
OCLC's [FictionFinder](#)
[All Consuming](#)
[LibraryThing](#)
[Next Favorite](#)
[StoryCode](#)
[Rating Zone](#)
[Hypatia and AlexLit](#)
[WhichBook.net](#)
[AllReaders.com](#)
[Reader's Robot](#)
[gnooks](#)



MySpace Books



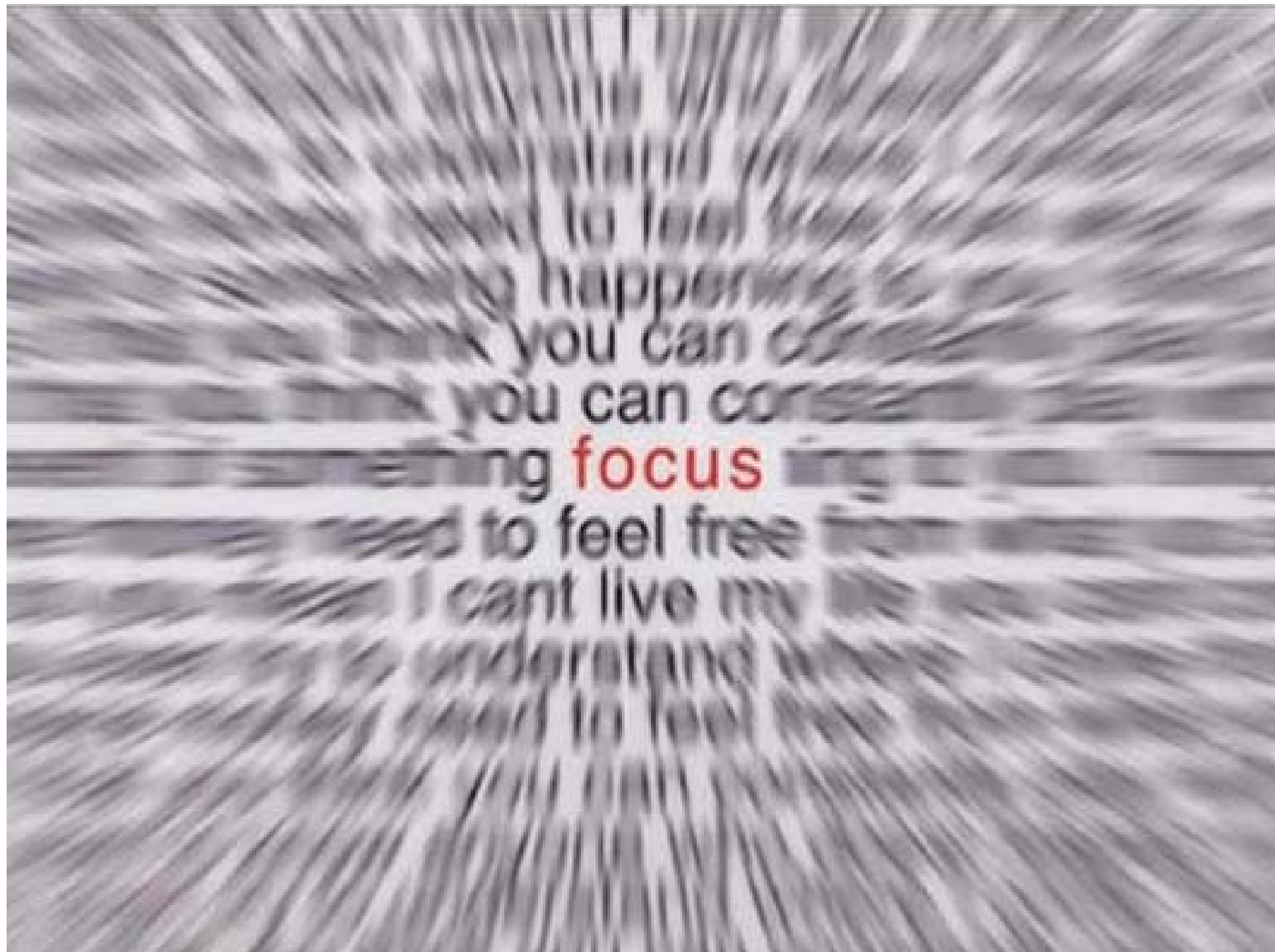
Being More Open to Criticism
and Feedback



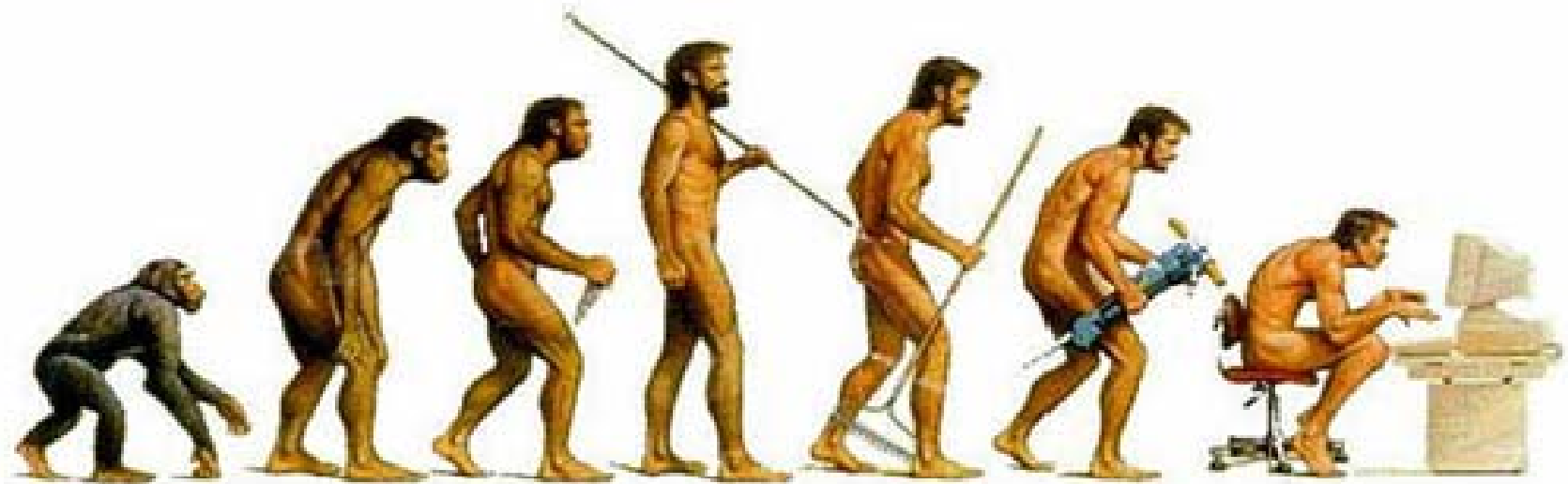
Being More Open to
Recommendations

Being More Open to Change





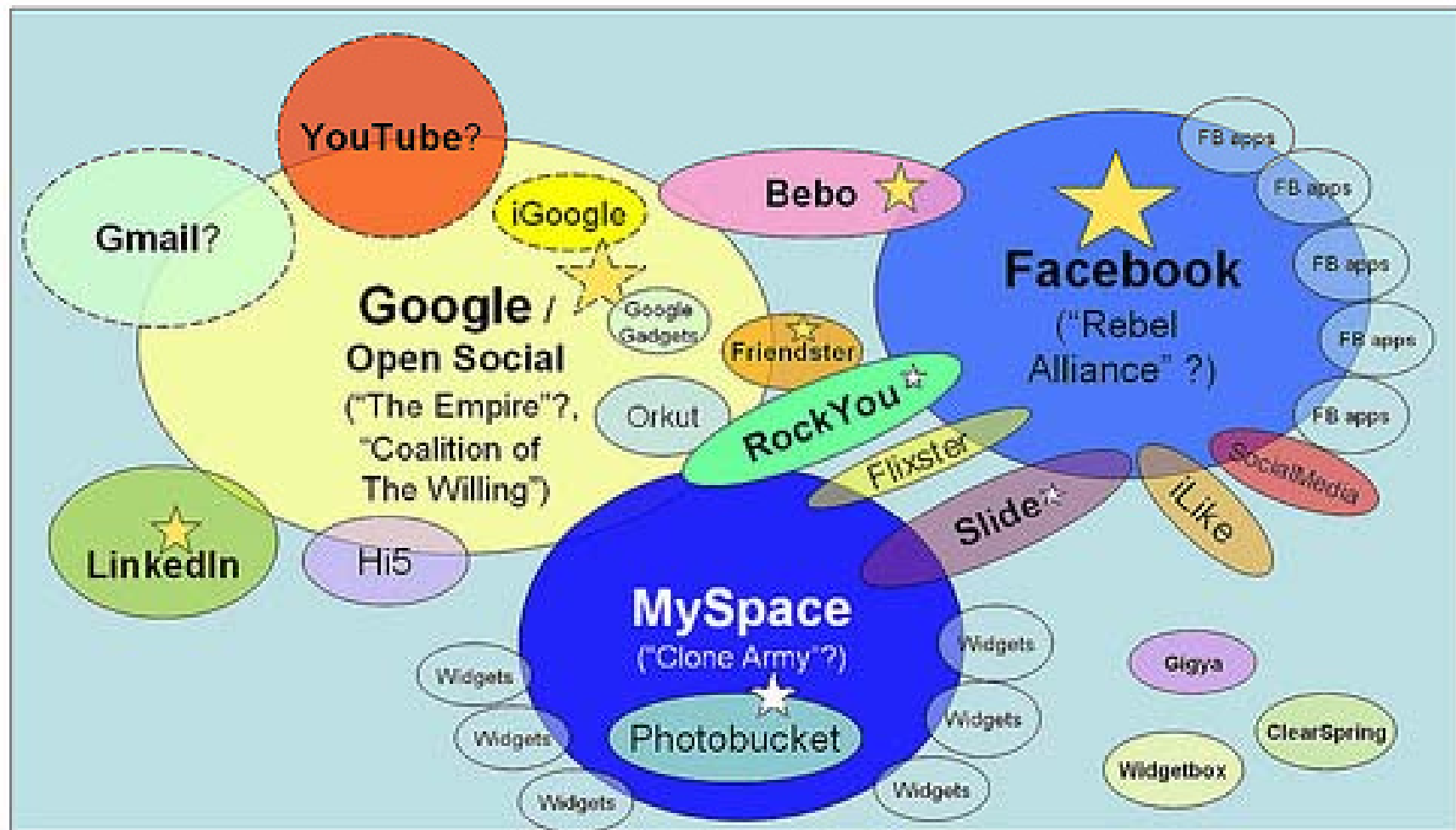
...to feel free
...happening
...you can
...you can
...something **focus** ...
...to feel free
...I cant live my
...understand
...to feel



Being More Open Experimentation, Pilots and Innovation



Social Graph Platform Wars



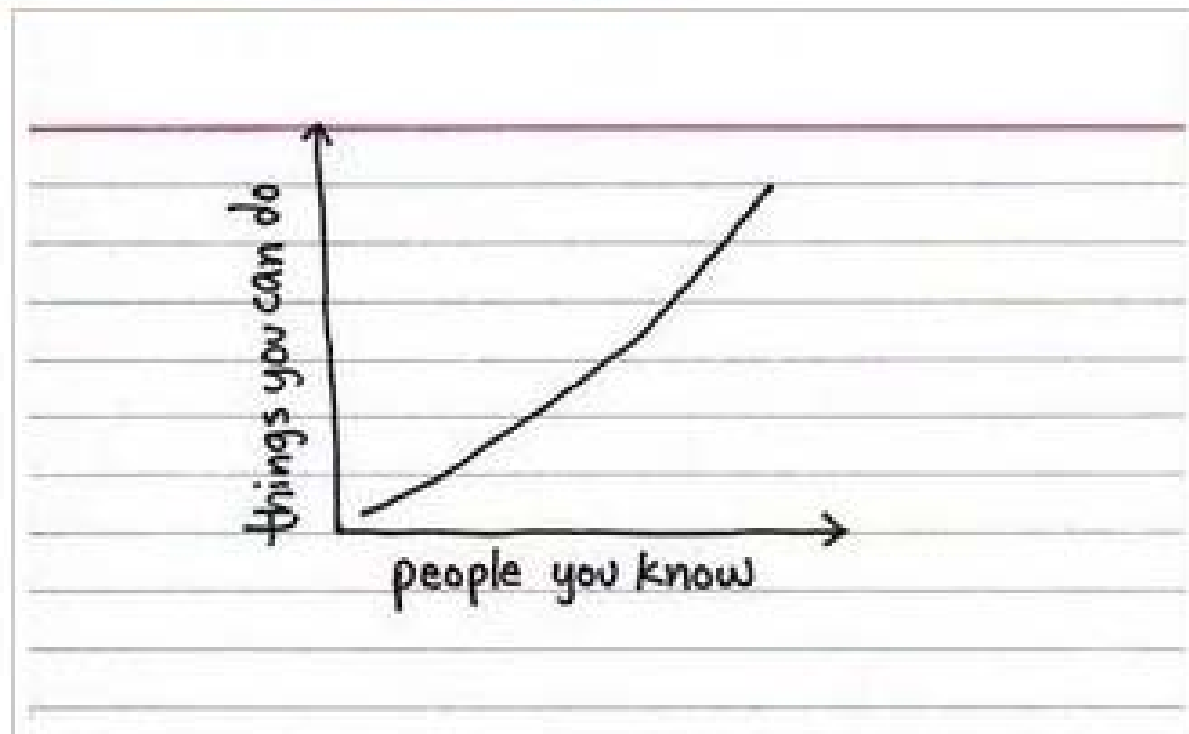
★ = announced Platform / API
☆ = unannounced Platform / API

Platform Wars insanity: Dave McClure, 12/12/07

<http://500hats.typepad.com> | <http://500hats.com>

THURSDAY, AUGUST 14, 2008

This is what 2.0 means.



POSTED BY JESSICA HAGY AT 5:44 AM



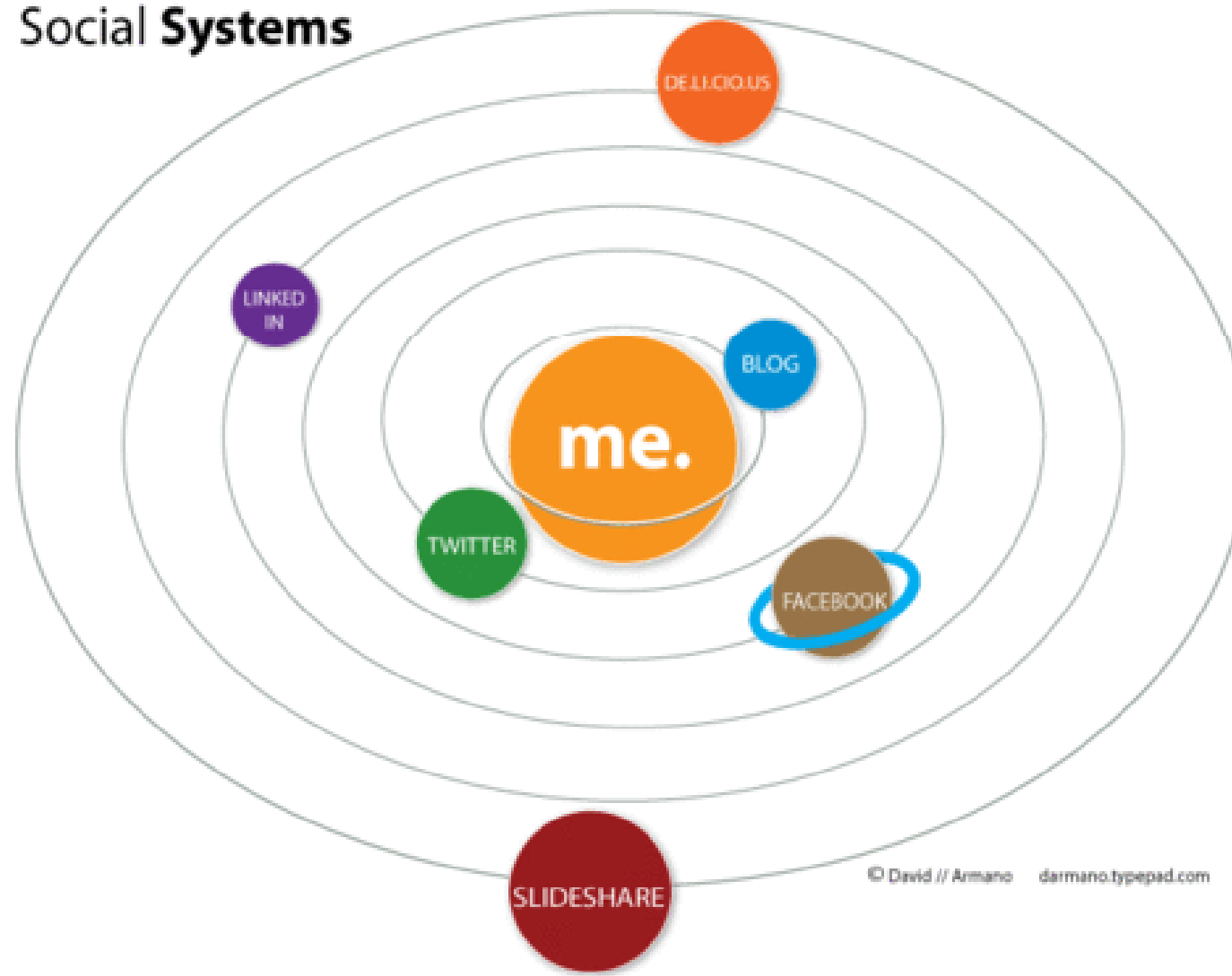
Being More Open to Social
Networks, Content, Access
and ...more

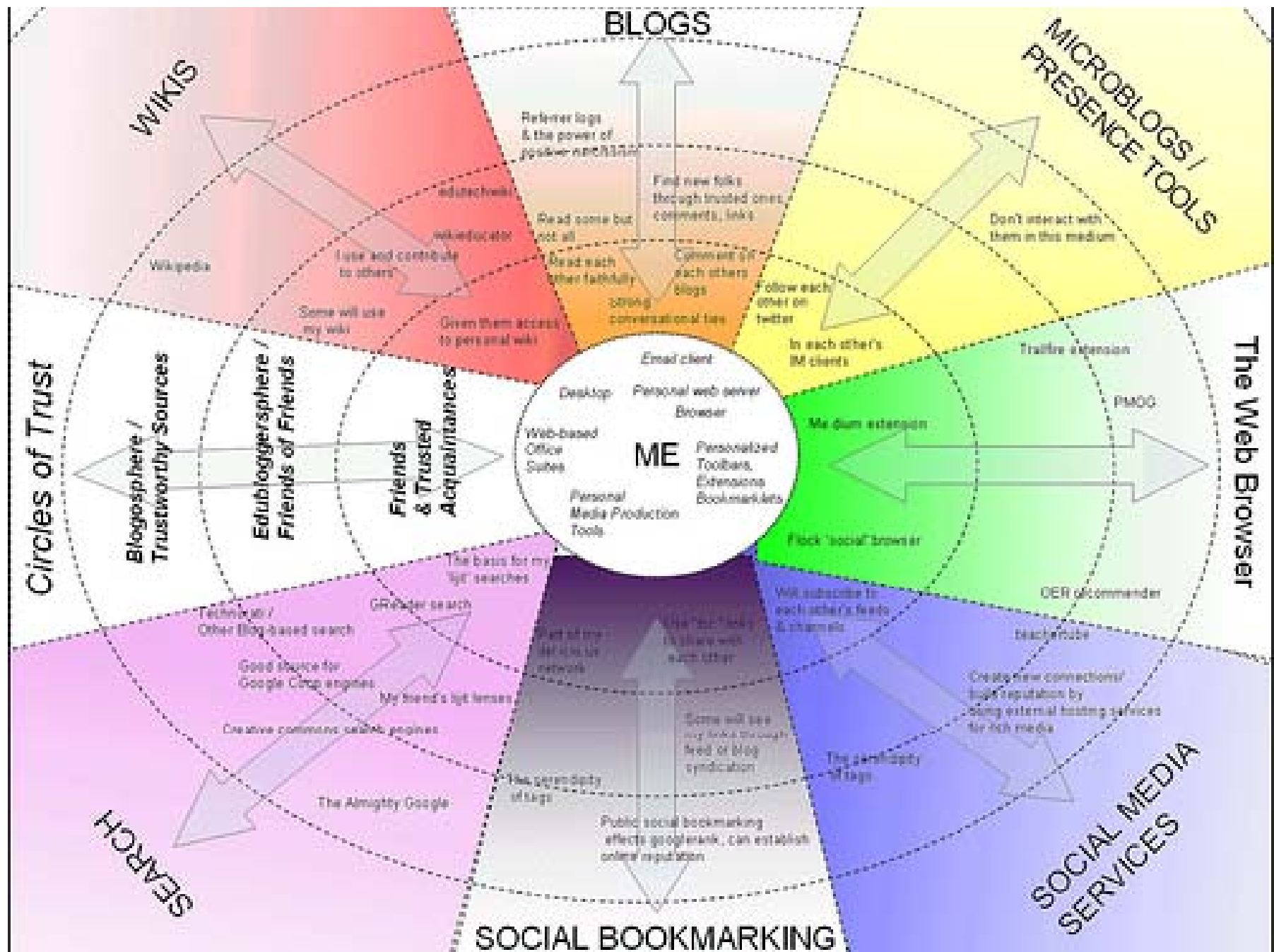


Libraries &
Universities
are
Social
Institutions

The background of the slide features a complex network graph visualization. It consists of numerous small, colored nodes (primarily green, red, and yellow) connected by a dense web of thin, grey lines. The nodes are distributed across the frame, with a higher concentration in the center and some smaller clusters towards the edges. A large, solid red circle is positioned on the left side of the image, partially overlapping the network graph. Inside this red circle, the text 'Libraries & Universities are Social Institutions' is written in a white, sans-serif font, arranged in five lines.

Social Systems





<http://www.flickr.com/photos/nessman/2590572476/>



<http://www.flickr.com/photos/briansolis/2735401175/>

What's Normal Now?

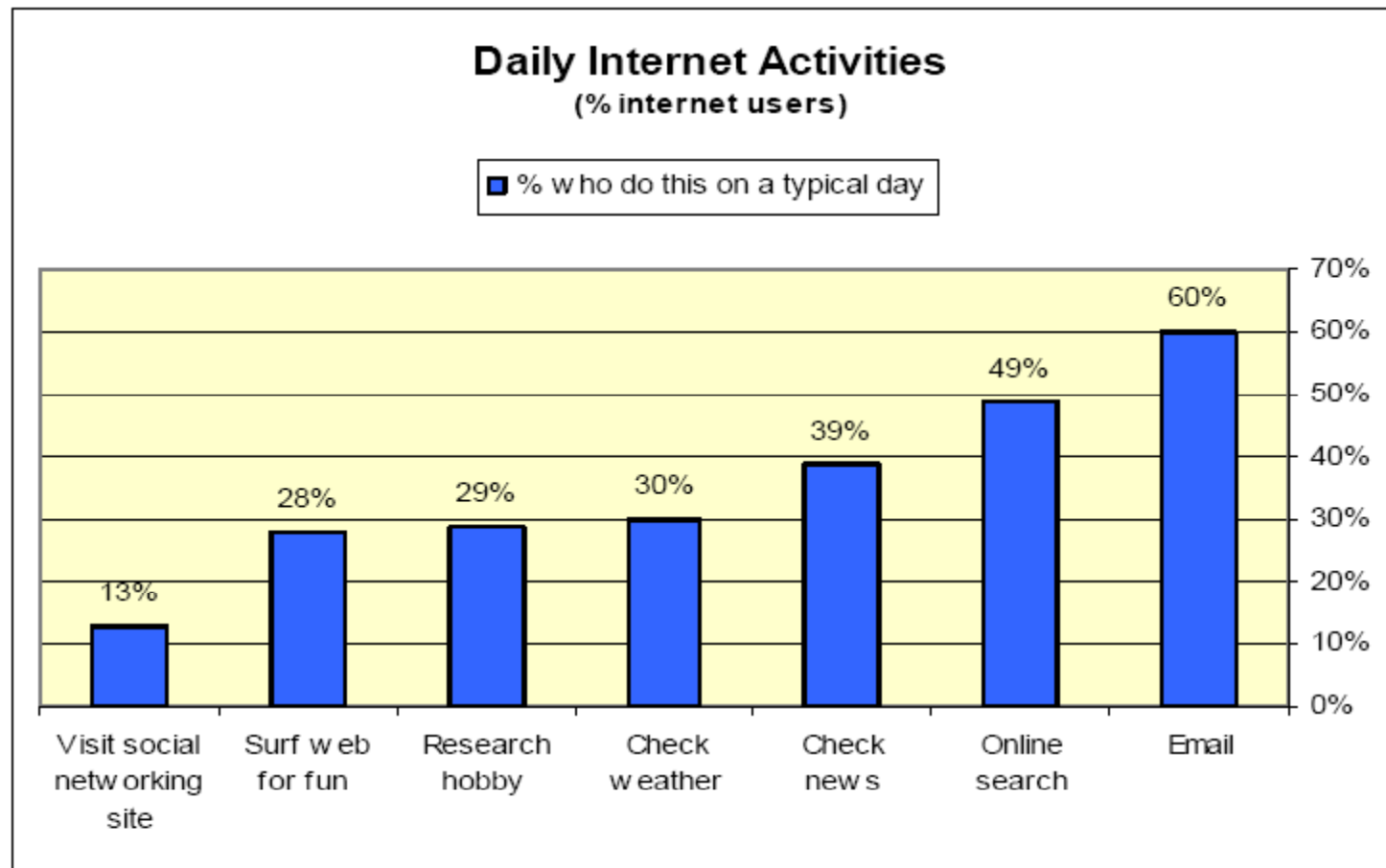
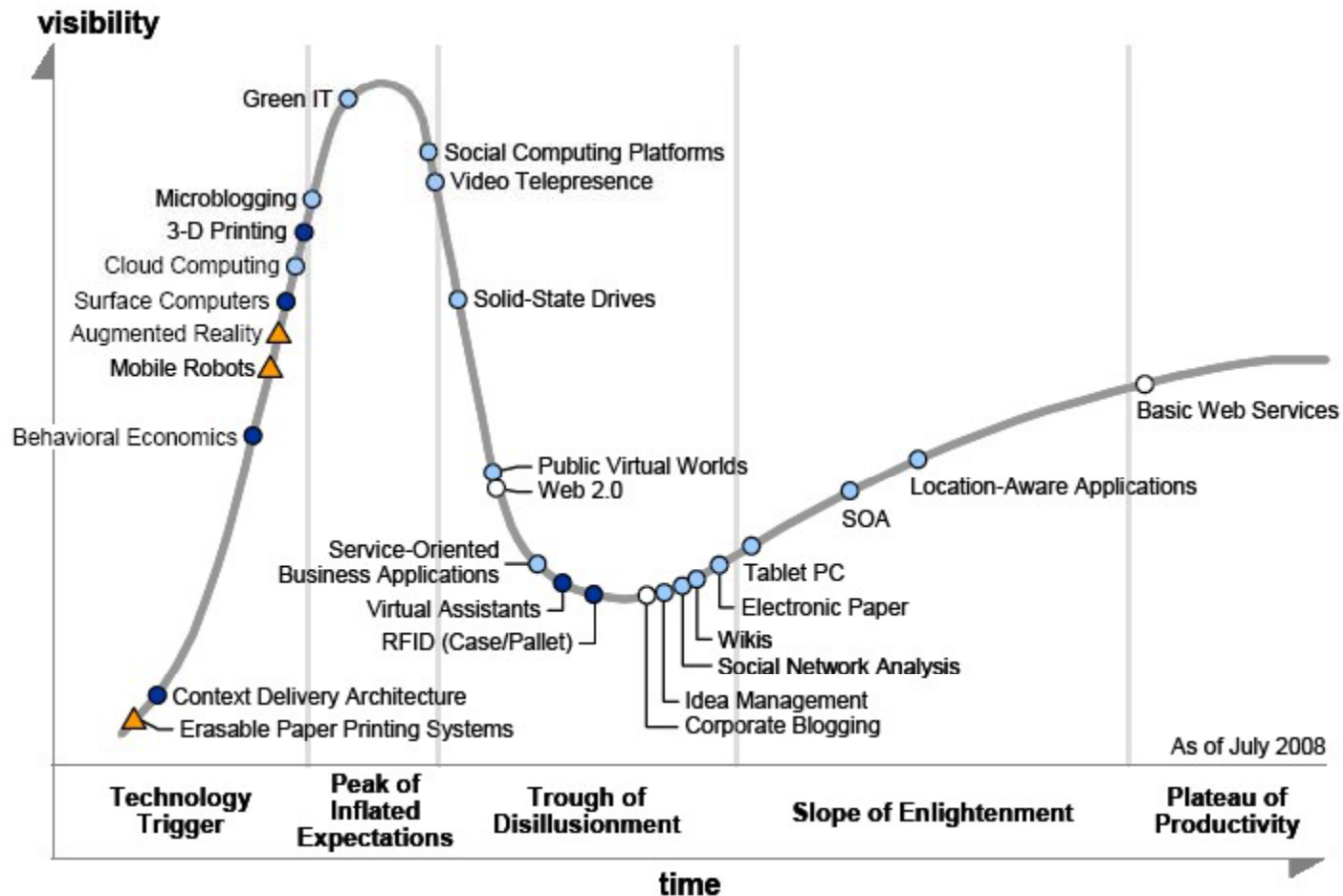


Figure 1. Hype Cycle for Emerging Technologies, 2008

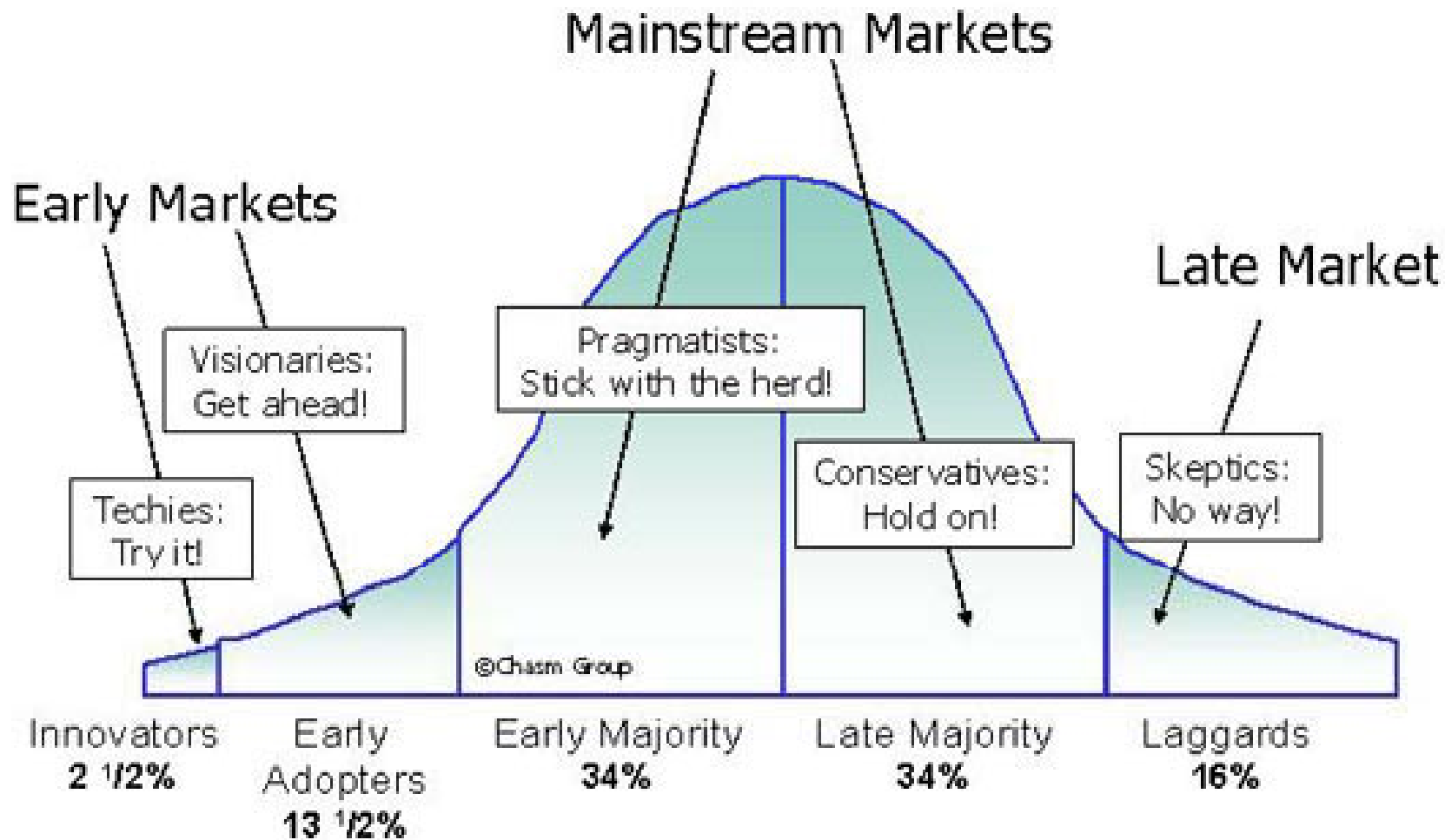


- RSS
- Blogs
- YouTube
- Social Networks
- Tagging
- Facebook
- MySpace
- Wikis
- SEO
- GIS

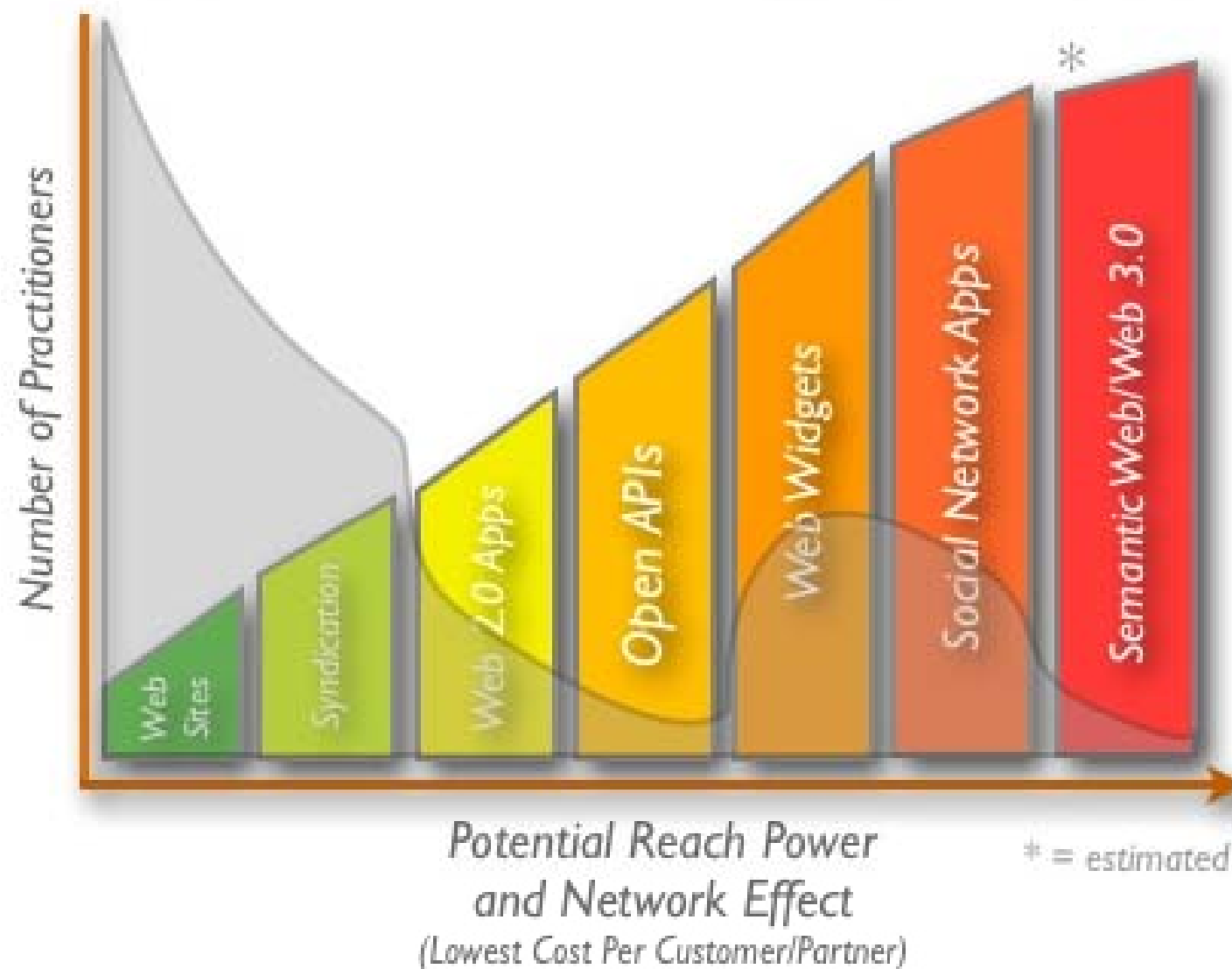
Source: Gartner (July 2008)

Technology Adoption Life Cycle

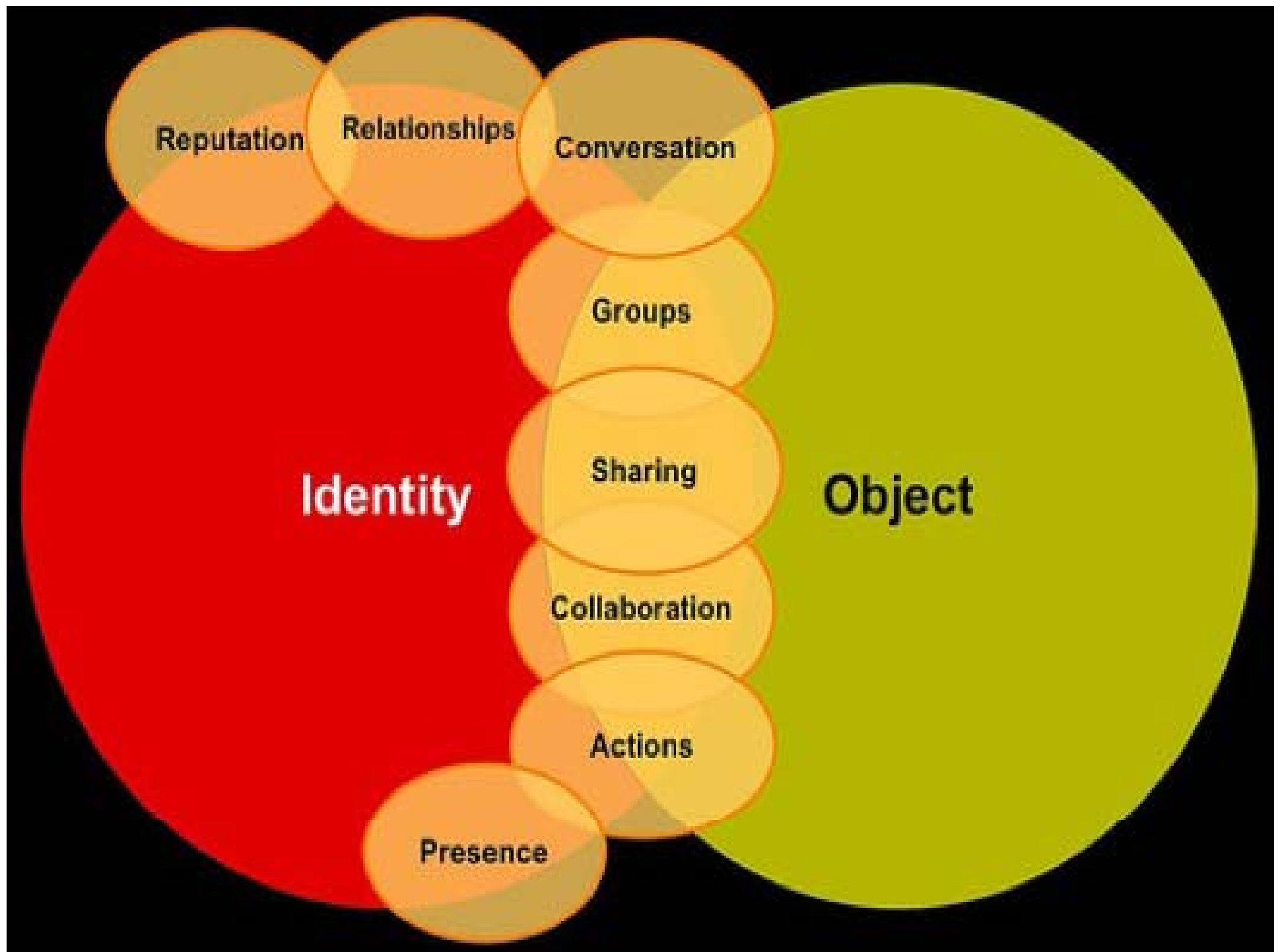
Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology



The new Web 2.0 era distribution models remain largely untapped



Source: Dion Hinchcliffe. 2008. Hinchcliffe & Company. <http://hinchcliffeandco.com>



Be Where Your Users Are



plaxo

Ning

Linked in



knol™
BETA A unit of knowledge.



MySpace Developer Platform
a place for developers™



opensocial

Get Good at The Cloud



What people are doing

Who participates (U.S. online users)

Creators publish Web pages, write blogs, upload videos to sites like YouTube.



Young Teens
12 to 17

Youth
18 to 21

Generation Y
22 to 26

Generation X
27 to 40

Young Boomers
41 to 50

Older Boomers
51 to 61

Seniors
62+

34%

37%

30%

19%

12%

7%

5%

Critics comment on blogs and post ratings and reviews.



24%

37%

34%

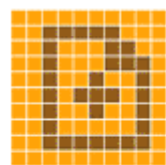
25%

18%

15%

11%

Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



11%

16%

18%

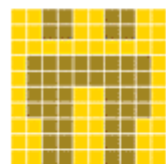
16%

15%

16%

11%

Joiners use social networking sites.



51%

70%

57%

29%

15%

8%

6%

Spectators read blogs, watch peer-generated videos, and listen to podcasts.



49%

59%

54%

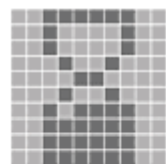
41%

31%

26%

19%

Inactives are online but don't yet participate in any form of social media.



34%

17%

21%

42%

54%

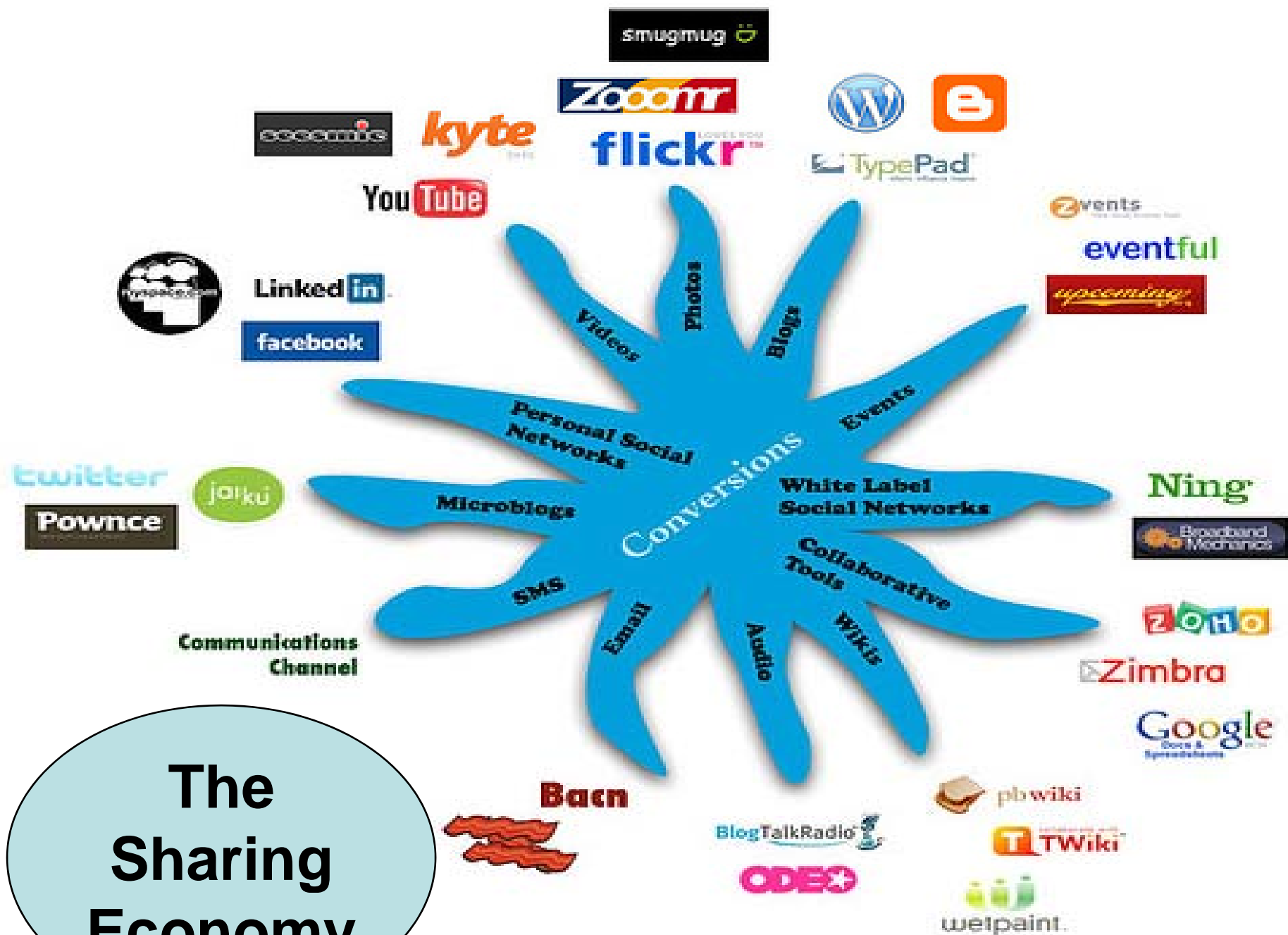
61%

70%

Data: Forrester Research

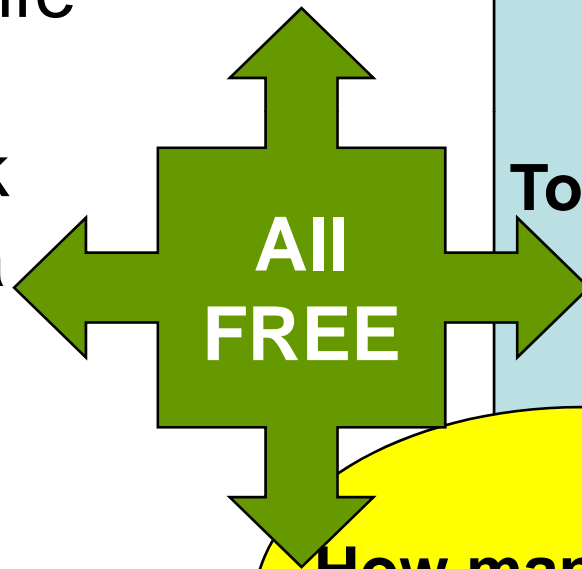
CHART BY ARNO GHELF

The Sharing Economy



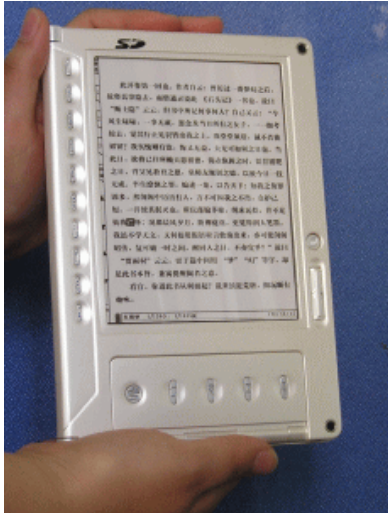
2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog



**Top 10 Most Influential
web tools for the
2008 US elections**

**How many are we
already using?**

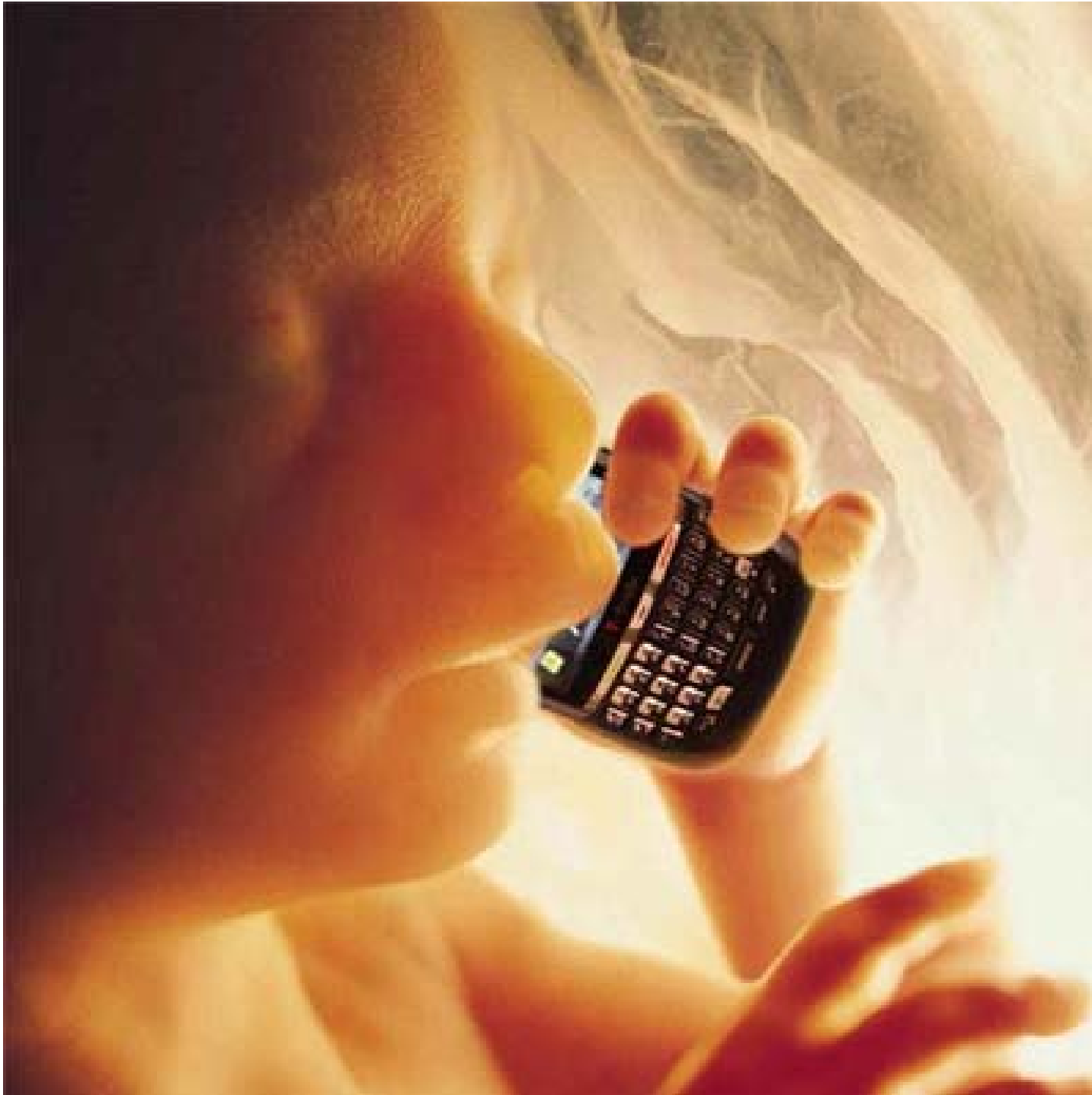


**Device
Agnostic &
DRM Wars**





Everything's getting smaller



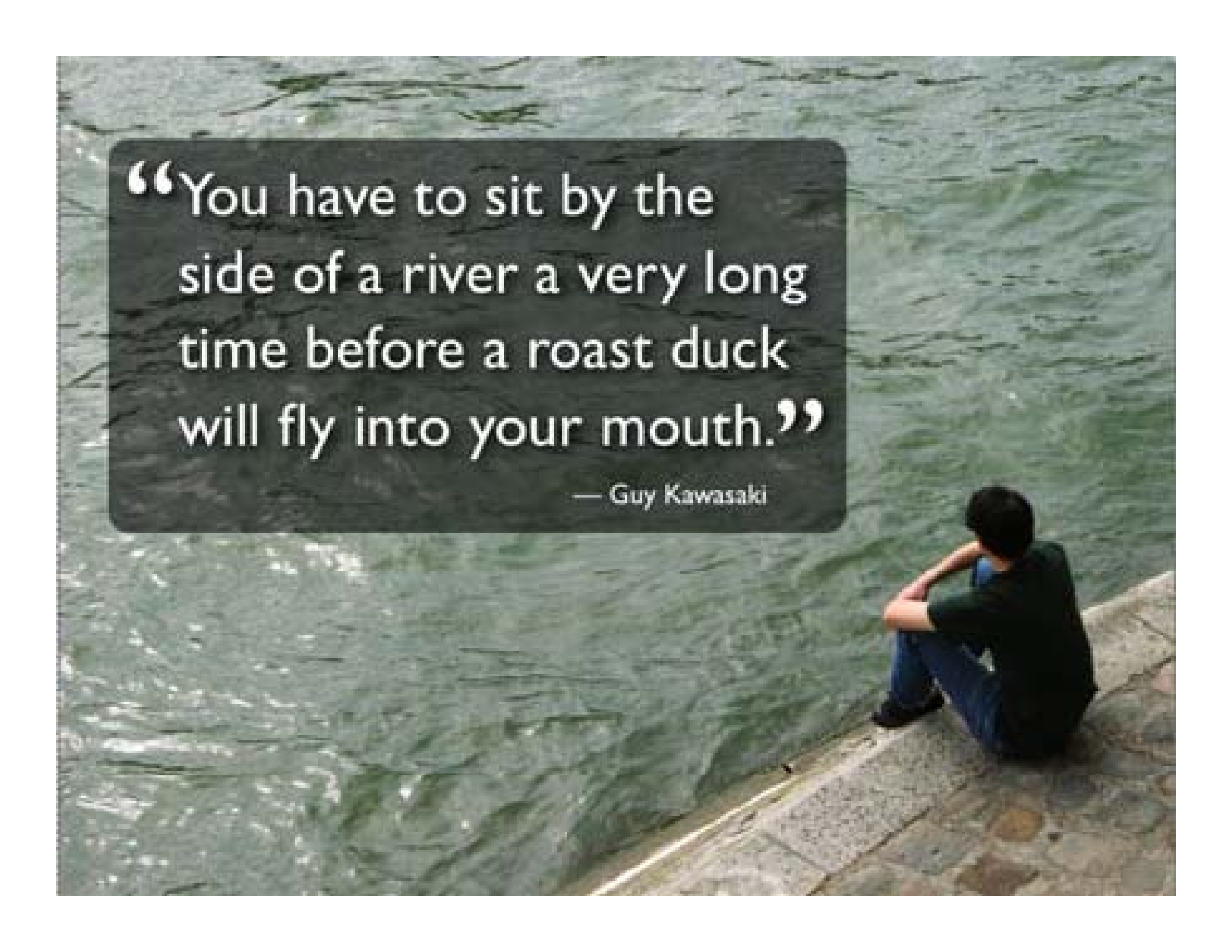
A
Mainly
Mobile
Focus

Be More Open to New Paths



Be More Open to the Users' Paths



A person with dark hair, wearing a dark t-shirt and blue jeans, is sitting on a stone ledge by a river. They are looking out at the water, which has a greenish-grey hue and some ripples. The scene is captured from a slightly elevated angle, showing the person's back and the expanse of the river.

“You have to sit by the
side of a river a very long
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Slides

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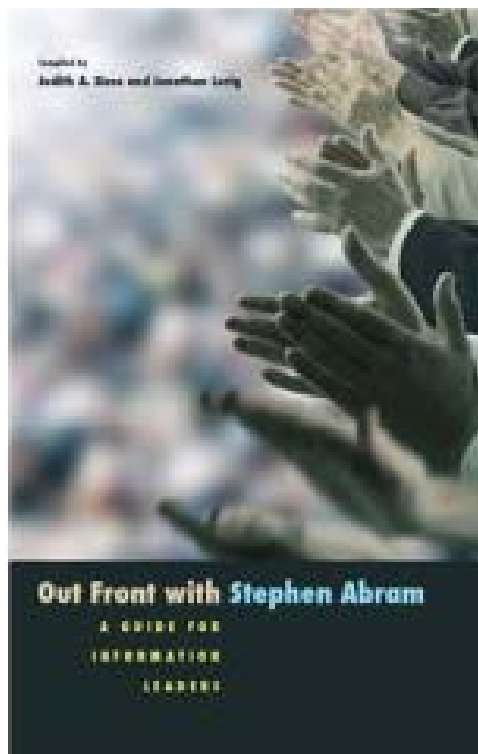




Library culture of poverty, victimization, risk aversion, and passive resistance

WORRY TANK





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