



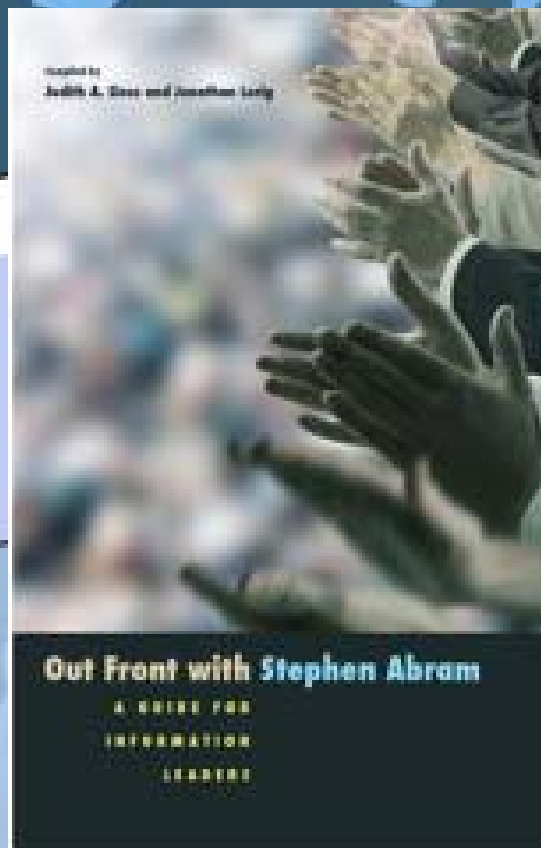
The Social Web 2.0: A Library Technology Forecast

SMUG July 28, 2007

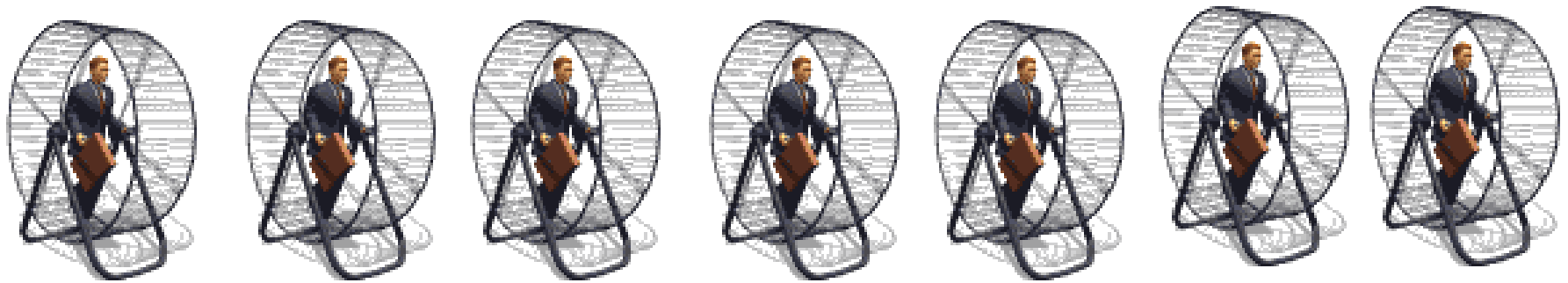
Stephen Abram

Vice President, Innovation

Chief Strategist, SirsiDynix Institute



Stephen Abram



This month's deals & rumours:
Thomson buys Reuters
Microsoft merges with Yahoo!?
Murdoch buying Dow Jones / WSJ?
MySpace and Photobucket
Textbook Publishers sold
And more





MY OPAC

SUCKS



Optical Illusions





Optical Illusions





Change?



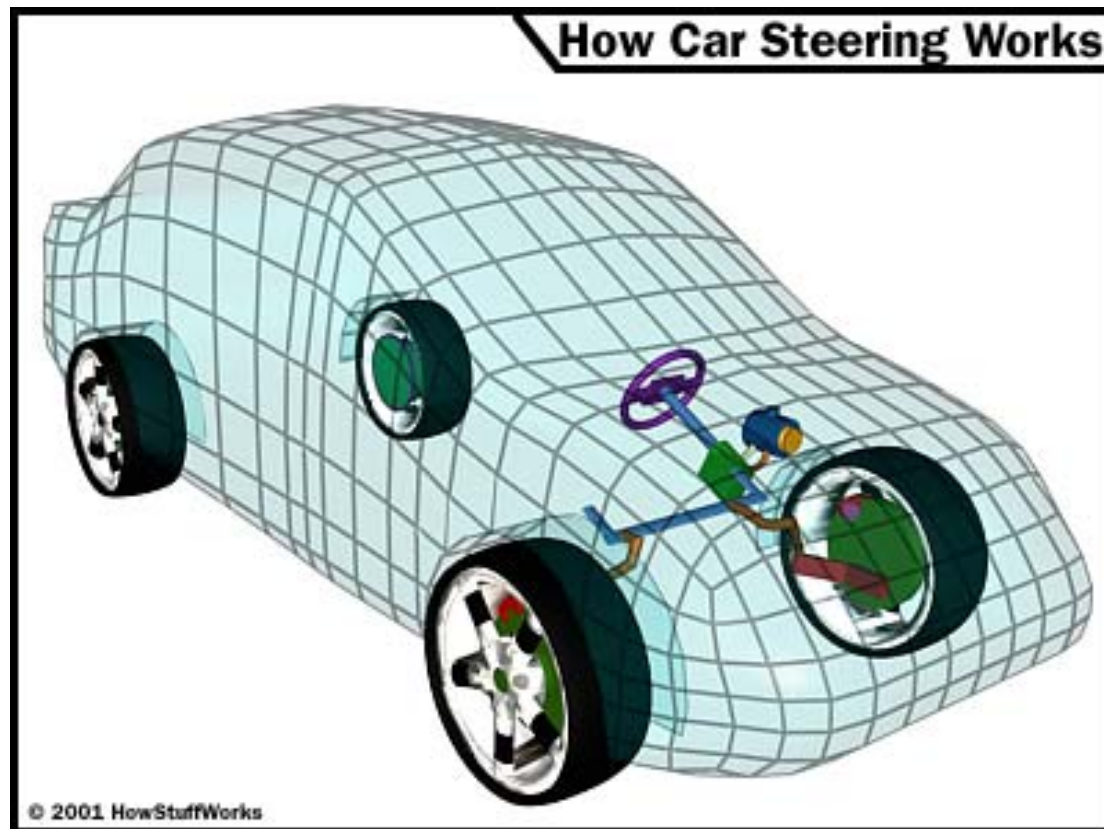


Focus?





Focus?







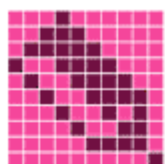
Meanwhile, Back at the Ranch



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

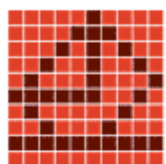
Young Boomers
41 to 50

Older Boomers
51 to 61

Seniors
62+

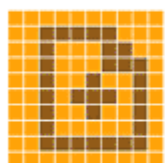
34% 37% 30% 19% 12% 7% 5%

Critics comment on blogs and post ratings and reviews.



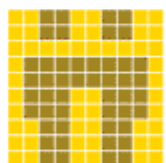
24% 37% 34% 25% 18% 15% 11%

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



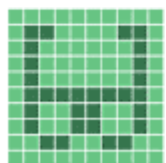
11% 16% 18% 16% 15% 16% 11%

Joiners use social networking sites.



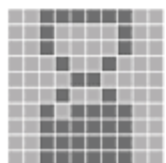
51% 70% 57% 29% 15% 8% 6%

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

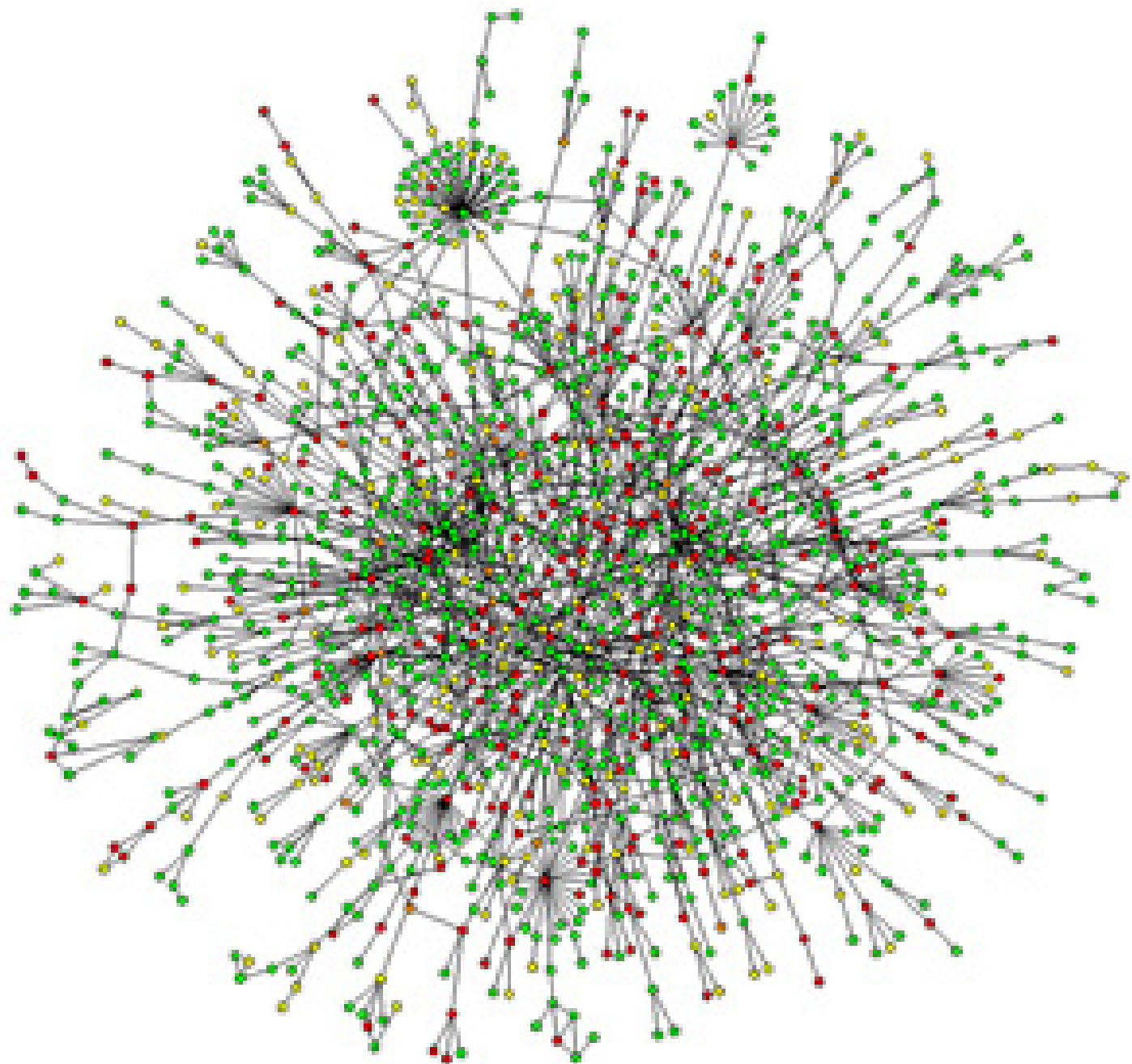


49% 59% 54% 41% 31% 26% 19%

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

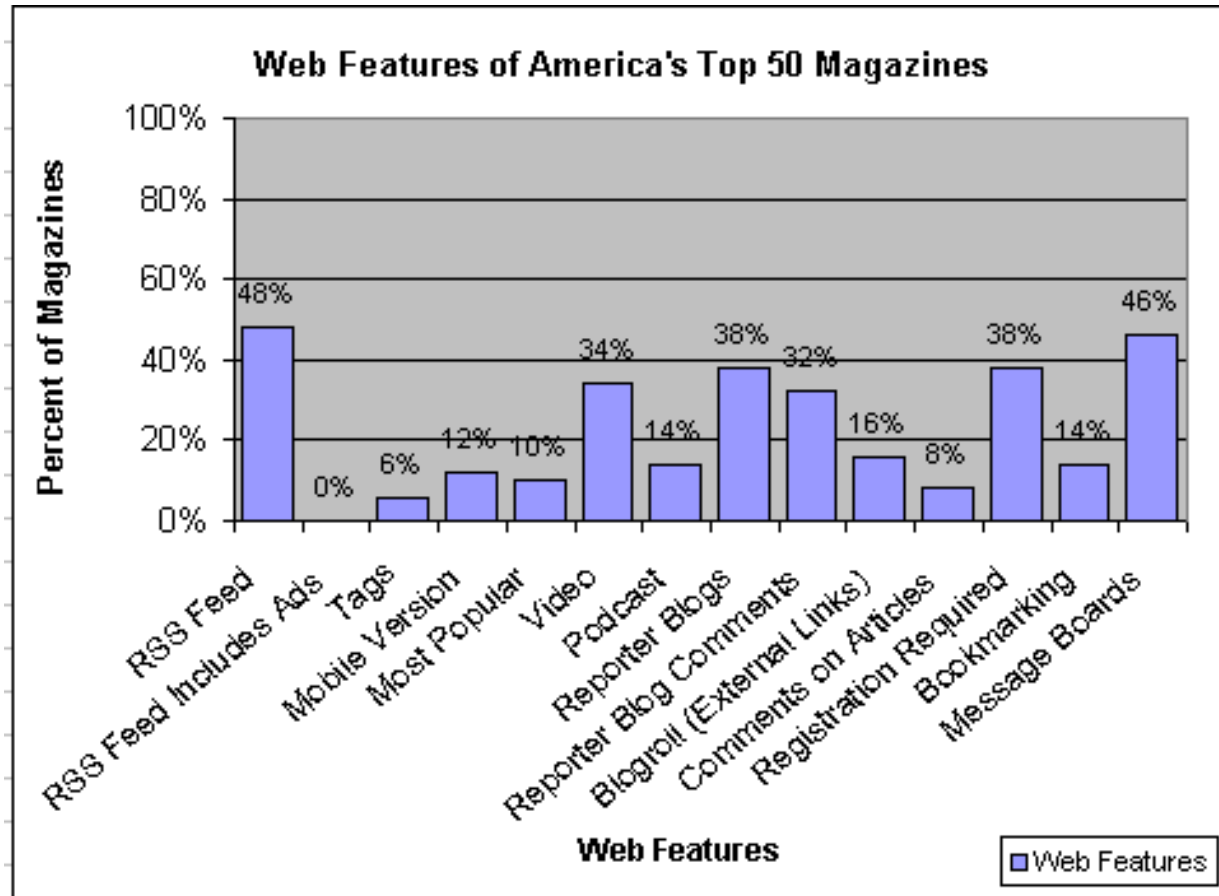


34% 17% 21% 42% 54% 61% 70%

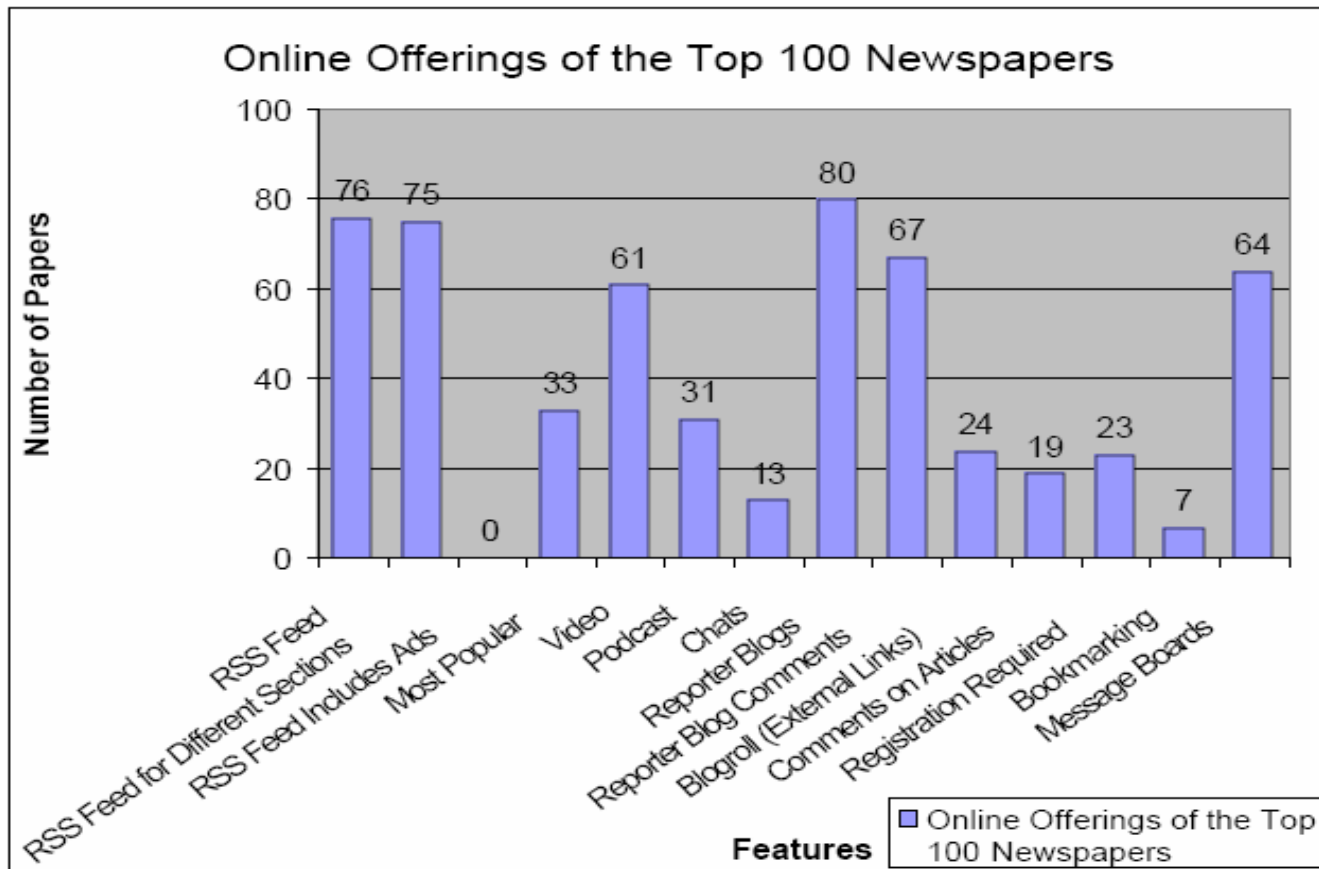




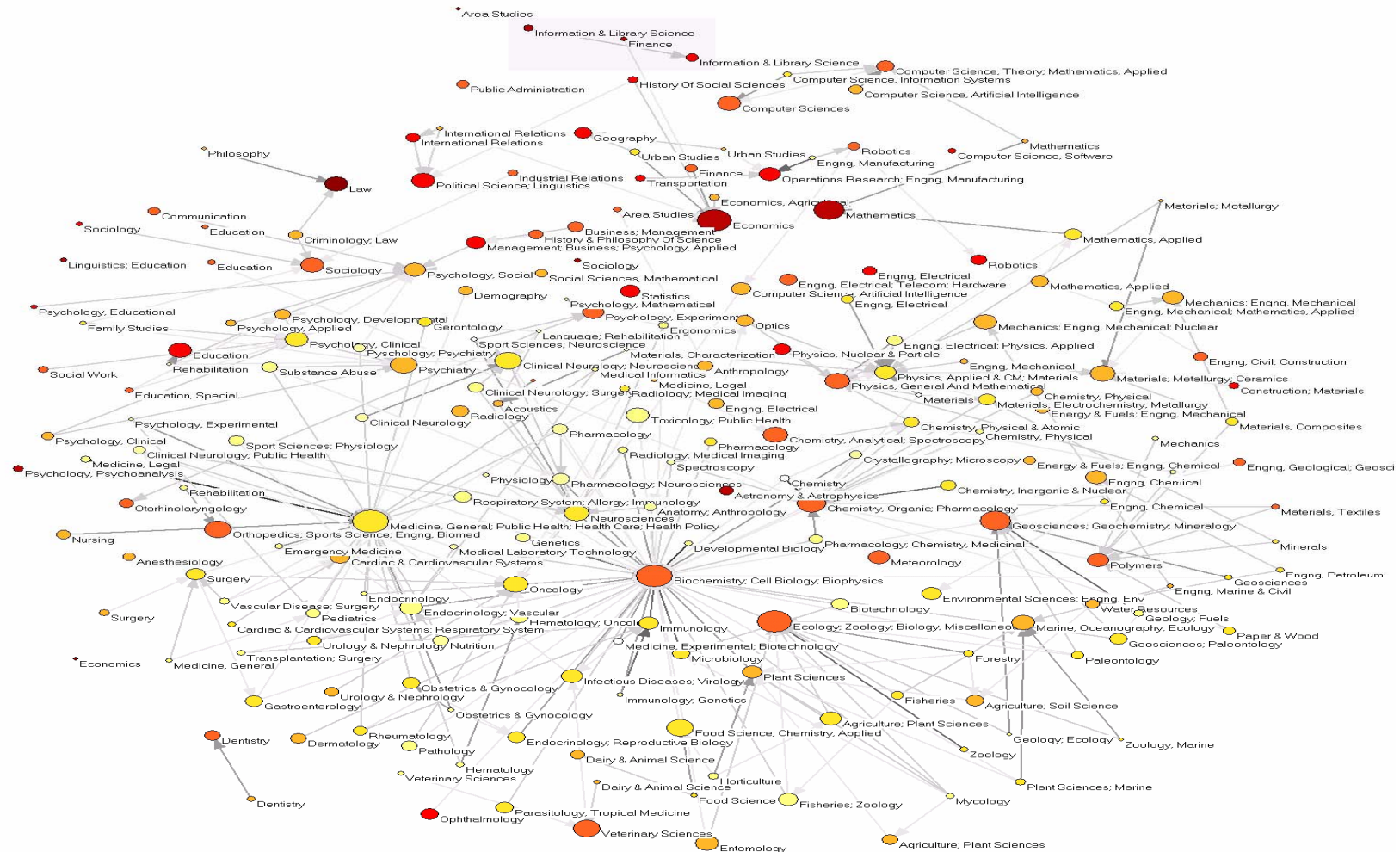
Magazine Content Goes Social



News Content Goes Social



Scholars' Citations Go Social





**And the 95 Theses of
The Cluetrain Manifesto
arrived**



Libraries are Social Institutions

We have a clear and valid interest in applications and environment that drive social experiences.



All that matters is...

- **Con**
- **Le**
- **Interaction**

**The user
is not
broken**

Karen Schneider



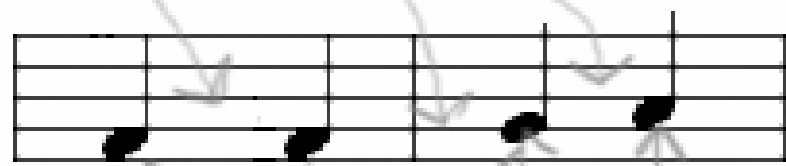
Libraries core skill is not
delivering *information*

Libraries improve the
quality of the *question*
and the user experience

Libraries are about learning
and building communities



this



...is as important as this



pp

Ped.

1. 2.

Ped.



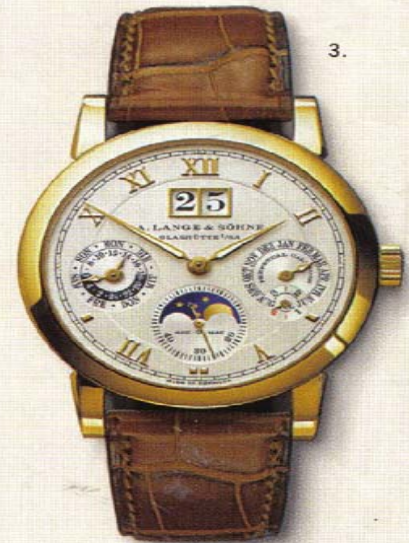
1. All parts of the movement of the
LANGEMATIK PERPETUAL.

2. The fully assembled movement
of the LANGEMATIK PERPETUAL
– a masterpiece.

3. The LANGEMATIK PERPETUAL
in yellow gold. With perpetual calendar
and outsize date. Self-winding Lange
movement. Ref. 310.021.



2.



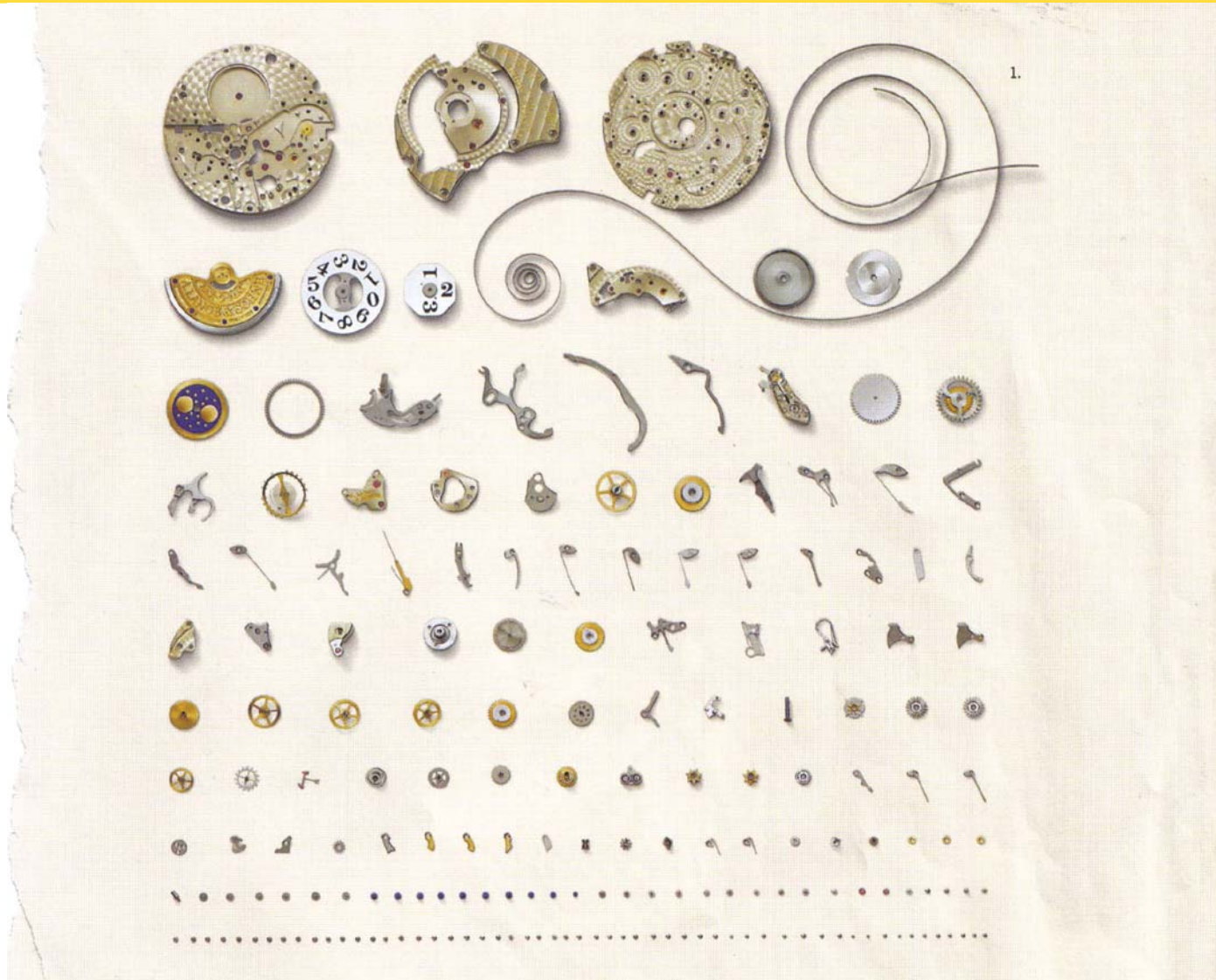
3.

For more information, please contact:

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Richemont North America, Inc.
645 Fifth Avenue, New York, NY 10022

www.lange-soehne.com

A. LANGE & SÖHNE
GLASHÜTTE I/SA







All that matters is...

- **Co**
- **Le**
- **Interaction**

**The user
is not
broken**

Karen Schneider



Libraries core skill is not
delivering *information*

Libraries improve the
quality of the *question*
and the user experience





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





Are You Ready?
For the next five years?



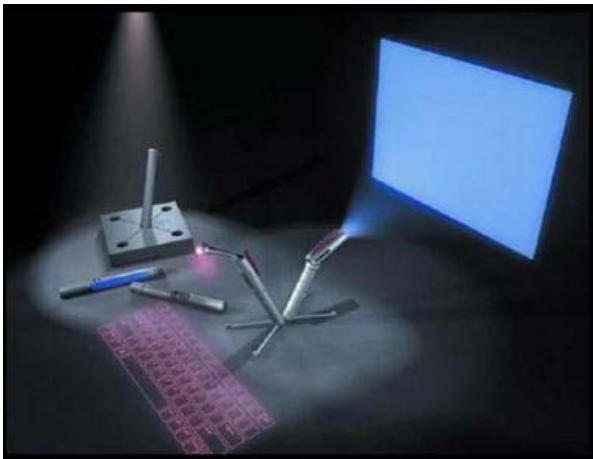
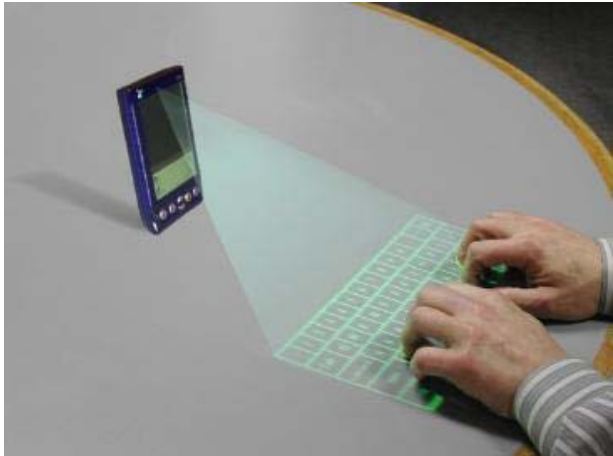
What do you foresee?

- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- U.S. Debt Changes (\$1 trillion, Oil)
- Major Technology Shifts (PDA, broadband)
- Millennials and Learning
- Stock Market



Folks Keep Coming for Specific Advice

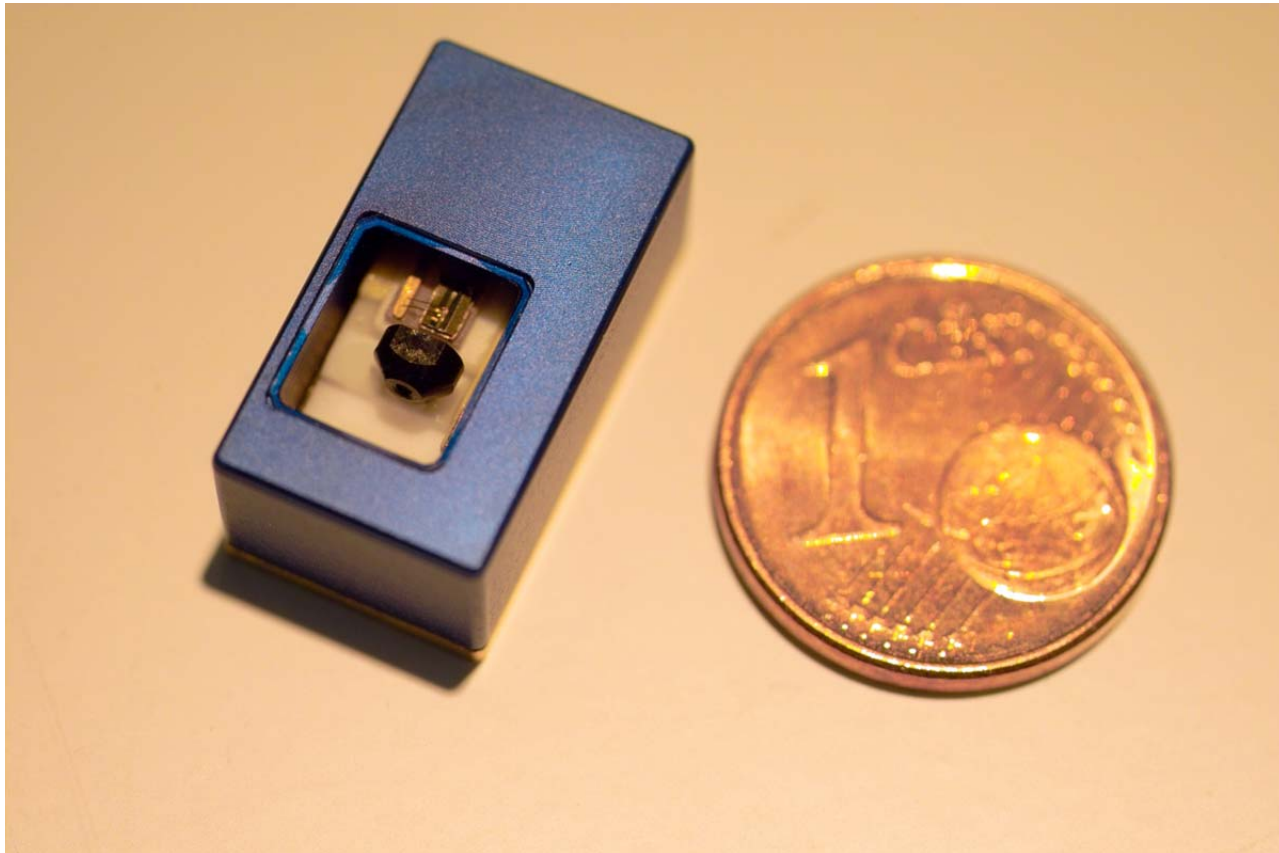
Steve's
Top
10

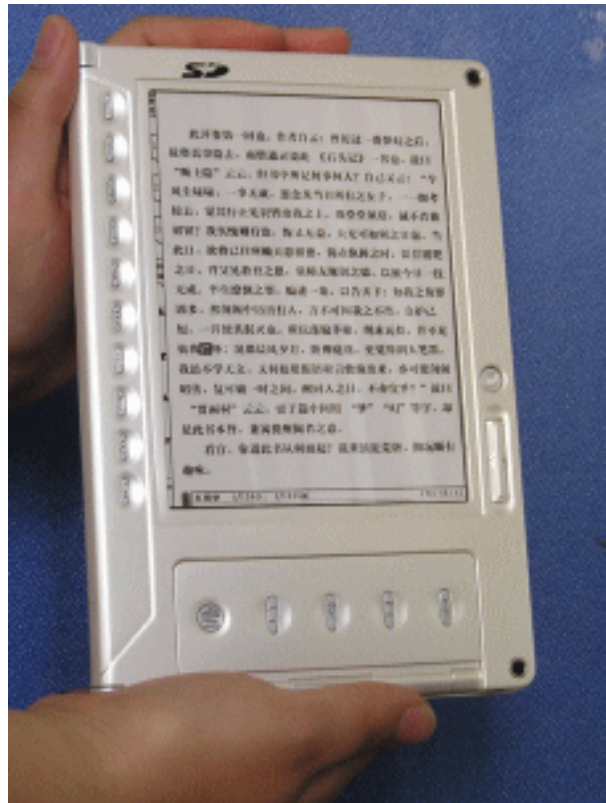






A projector the size of a sugar cube









Everything's getting smaller





Advice #1: Go XML for Dominant Personal Devices

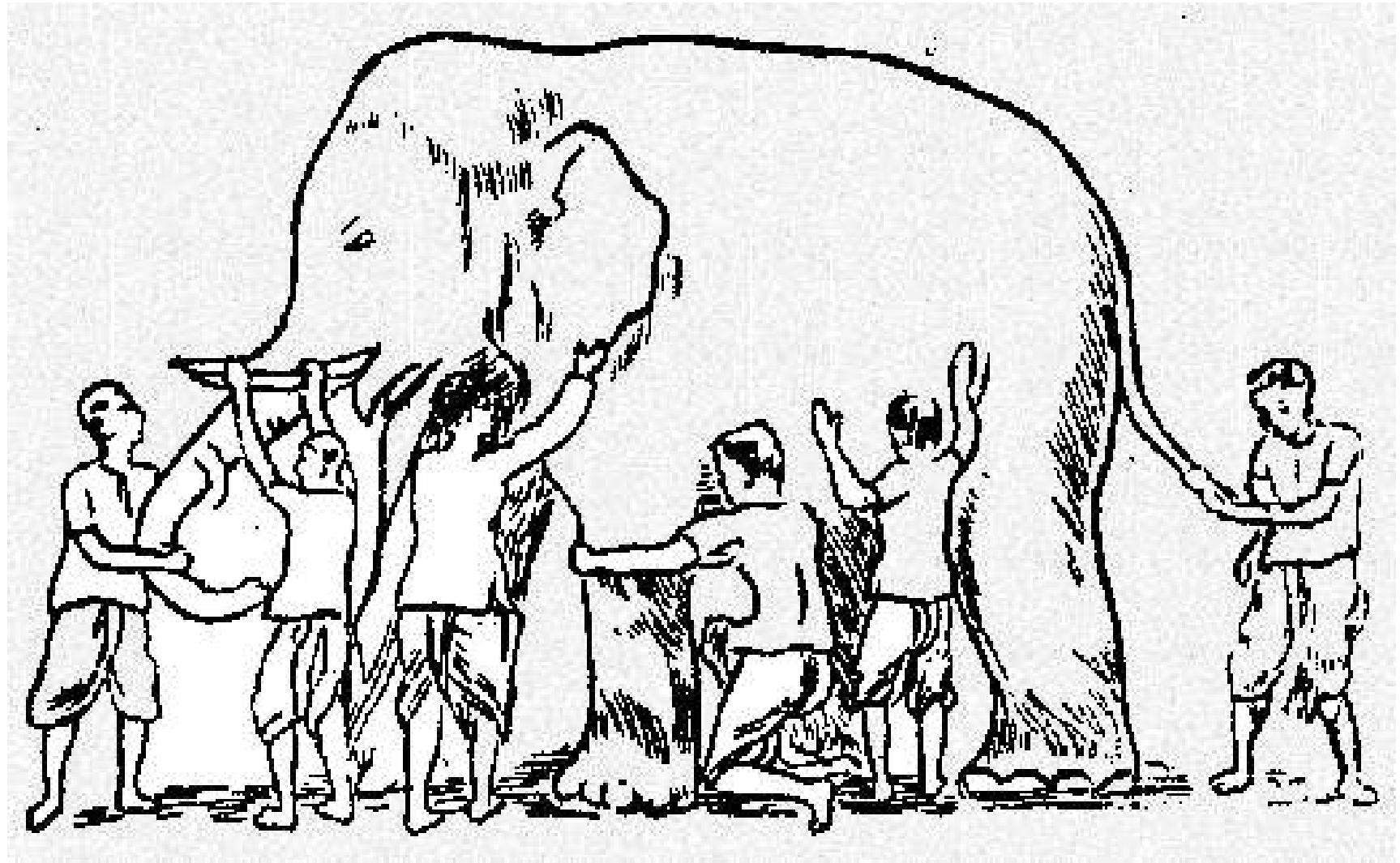


Intention Paths











You can't make it too simple.





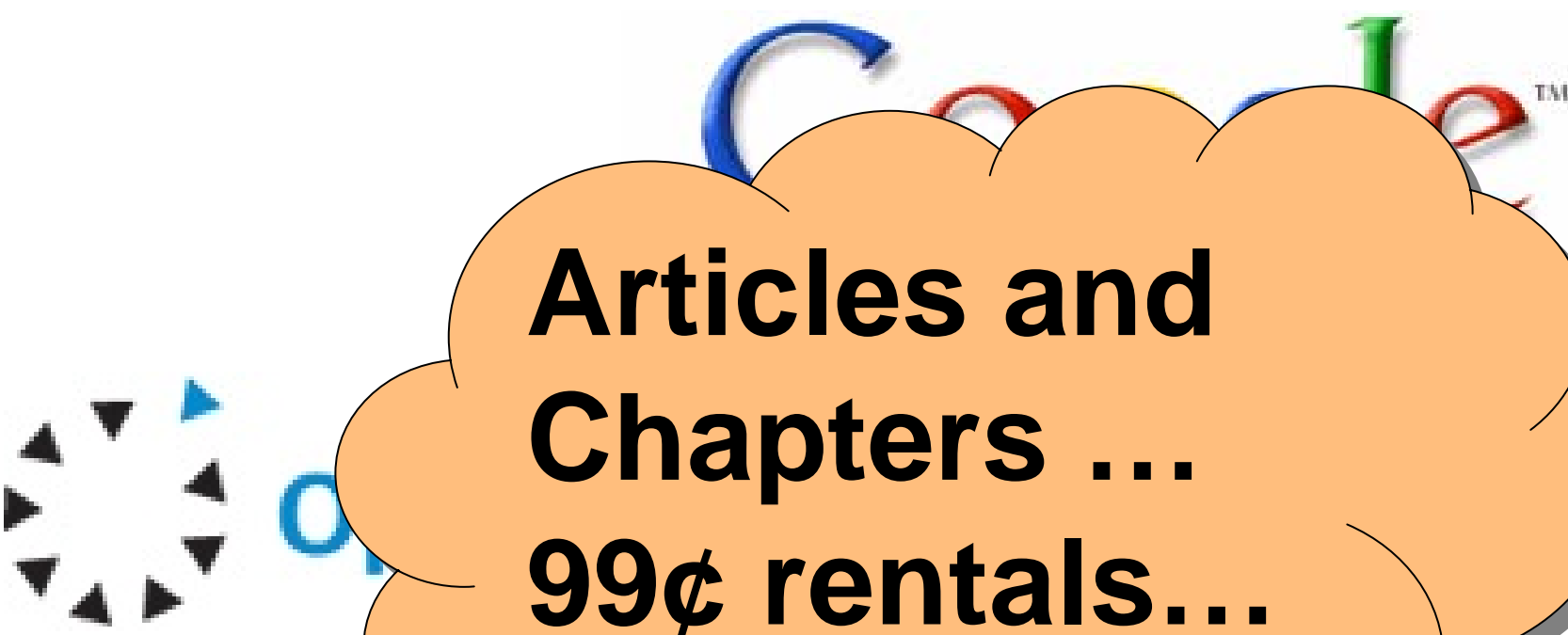
Advice #2: Understand JSR168, Portlets and RSS



Are You Ready?

For the next steps in search?



The background of the central text area features a large, stylized orange cloud shape. Behind the cloud, the Google logo is partially visible in its characteristic colors (blue, red, yellow, green). To the left of the cloud, there is a circular icon composed of several small black triangles pointing outwards, resembling a loading or refresh symbol.

Articles and Chapters ... 99¢ rentals...

Suppose there are 25,000,000 in less than 4 years? Or

How does that compare to your libraries?

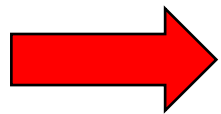


What
Where

When

Why
Who

How






iGoo

Google Docs and Spreadsheets
Google Calendar
Google Base
Google Maps
Google Wallet / Cart
G-Mail
GTalk
Google Scholar
GooglePhone
iGoogle
Google 'Presently'

Google St...
Google Lib...
Google Educator Cen...
Fool me once ...
Evil?

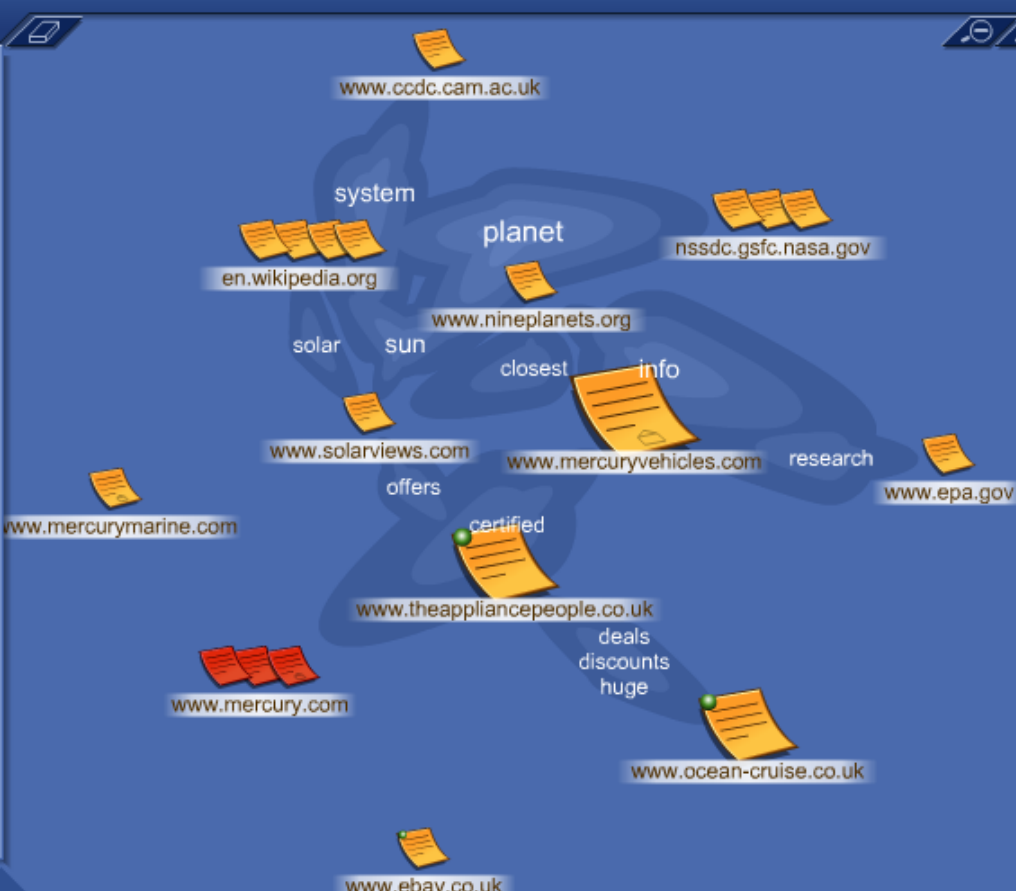
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KartOO
www.kartoo.com

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[<<](#)

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[english pages](#)
[options](#)
[Products](#)

Saved map
 New map
 Topics :
 information on mercury
 mercury marine
 manufacturer of mercury
 planet mercury
 closest to the sun
 planet to the sun
 solar system
 pictures of mercury
 nearest planet
 mercury project
 info
 certified
 research
 deals
 discounts
 huge
 offers
 planet
 sun
 solar
 system
 closest
 Popular Queries




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Mercury Appliance Deals Online
 Search our ex-display models and you could find an absolute bargain. With discounts of up to 1,000 possible there are huge savings to be made. Don't hang about on these limited offers. >>

Mercury Cruise Deals Huge discounts on all worldwide cruises. Save up to 75% today.
<http://www.ocean-cruise.co.uk> >>

Mercury on eBay Great prices on music memorabilia. Buy it. Sell it. Love it. eBay.co.uk.
<http://www.ebay.co.uk> >>

print the map
 Send a map
 Add a site
 Add a Topic
 save the map...

Preview by 

KartOO



Advice #3:

Get on the Visual, OpenURL and FedSearch Wagon



Google invests in wired ...





Bidirectional wireless module



Where are your users?

[Saved Locations](#) | [Sign in](#) | [Help](#)

Google Maps

Web Images Video News Maps Desktop [more »](#)

charlotte nc library

[Search Maps](#)

[Search the map](#) [Find businesses](#) [Get directions](#)

Maps

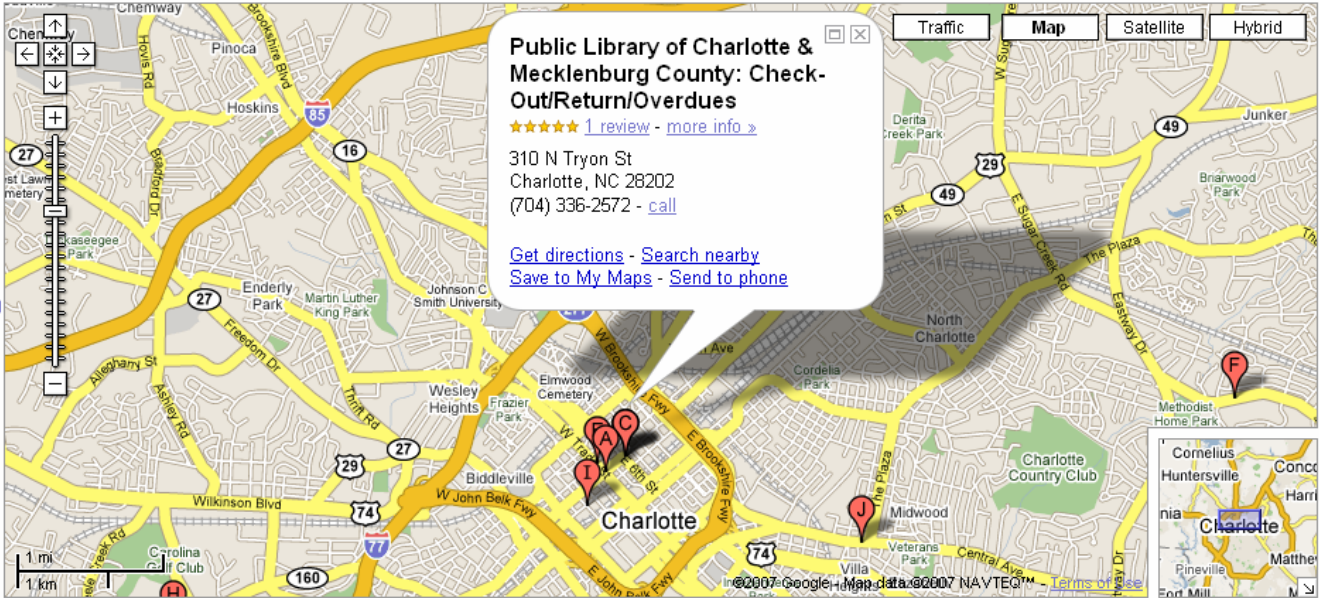
[Print](#) [Email](#) [Link to this page](#)

[Search Results](#) [My Maps](#) [New!](#)

Results 1-10 of about 8,140 for **library** near **Charlotte, NC** - [Modify search](#)

Categories: [Libraries Public](#), [Government Offices County](#)

- A** [Moore & Van Allen](#) - [more info »](#)
100 N Tryon St # 4700, Charlotte, NC
(704) 331-1000 - [call](#)
- B** [Mint Museums Gift Shop](#) - [more info »](#)
2730 Randolph Rd, Charlotte, NC
(704) 337-2037 - [call](#) - [2 reviews](#)
- C** [Public Library of Charlotte & Mecklenburg County: Check-Out/Return/Overdues](#) - [more info »](#)
310 N Tryon St, Charlotte, NC
(704) 336-2572 - [call](#) - [1 review](#)
- D** [Charlotte Library](#) - [more info »](#)
310 N Tryon St, Charlotte, NC
(704) 336-2725 - [call](#) - [1 review](#)
- E** [First Presbyterian Church](#) - [more info »](#)



Public Library of Charlotte & Mecklenburg County: Check-Out/Return/Overdues
★★★★★ [1 review](#) - [more info »](#)
310 N Tryon St
Charlotte, NC 28202
(704) 336-2572 - [call](#)
[Get directions](#) - [Search nearby](#)
[Save to My Maps](#) - [Send to phone](#)

Charlotte



Prediction from Peter Kaufman

- Over the next 13 years an iPod or a device its size will be able to hold:
- a year's worth of video (8,760 hours) by 2012 (5 years from now)
- ALL the commercial music ever created by 2015 (8 years), and
- ALL the content ever created (in all media) by 2020 (13 years).
- We are now in an Internet phase of large informational hubs on the web, massive aggregations of content and services. It is quite a centralized environment. It will be interesting to see how patterns of use change as devices evolve as Peter discusses. At some stage in the near future, I assume, we will be shipping large amounts of content around to people on small devices. We could give people their own library, which synchs up from time to time with various services?



Advice #4: GPS & Broadband: Deal with It - Act Local



Are You Ready?

For Web 2.0 / Library 2.0?

facebook

LibraryThing^{BETA}



amazon.com



OVERDRIVE[®]



ELF - keeping tabs on your library material









What is the Magic Sauce?

YouTube, Blogger, MySpace,
Facebook, Bebo, Flickr,
Wikipedia, etc.

Flickr: Photos from abram_stephen - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Feeds Print Mail

Address http://www.flickr.com/photos/7280861@N07/ Go Links

Google G Go Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Search web... Favorites PC Health Form Fill Spaces

Flickr: Photos from ...

flickr Signed in as **abram_stephen** (1 new) Help Sign Out


Home You Organize Contacts Groups Explore Search your photos Search

Your photos 12 photos / 0 views
Sets Tags Archives Favorites Popular Profile

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Tag
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Daily!**

start iTunes Flickr: Photos from ab... Microsoft PowerPoint ... Search with Google 7:22 PM





BiblioCommons



Advice #5: Be Library 2.0 Interact and Relate

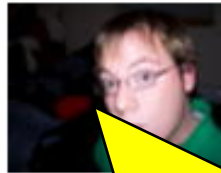


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For advanced social networks

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Premium Unlimited
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Remember my E-mail

[LOGIN](#)[SIGN UP!](#)[Forgot your password?](#)[Blogs](#)
[Browse](#)
[Chat Rooms](#)[Classifieds](#)
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200,000-250,000
A DAY!

▼ advertisement

**ING DIRECT**
save your money**Open an ING DIRECT
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Account.**[START SAVING](#)**MySpace Music****Two Gallants**Indie
San Francisco, CATwo Gallants bring us an infusion of body-knuckled punk energy to
storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a
surprisingly original sound out of their timeworn influences.» [Listen Now](#)**MySpace Specials**

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Premium Unlimited
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throughout Canada & the U.S.VoIP 9-1-1 service has certain
limitations versus traditional 9-1-1.
See vonage.ca for details.[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Rank](#) | [Mail](#) | [Blog](#) | [Groups](#) | [Events](#) | [Games](#) | [Music](#) | [Classifieds](#)**Cool New People****Virginia****Katrina**

**Reminder: 15 million daily users,
and 30 billion page
views a month**

Member Login

Email

☐ Remember my E-mail
Forgot your password?[Blogs](#)[Browse](#)[Chat Room](#)[Classifieds](#)

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MySpace Music

Two Gallants fuse a fusion of heavy-knuckled punk energy to
storytelling epics in your beer, onky-tonk. They've crafted a
surprisingly original sound out of their timeworn influences.

» [Listen Now](#)**ING DIRECT**
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For: Age: to

Zip/Postal: **SEARCH**

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Hennepin County Library



Female
86 years old
HOPKINS, Minnesota
United States

Last Login: 7/18/2006

[View My: Pics | Videos](#)

Contacting Hennepin County Library

[Send Message](#)

[Forward to Friend](#)

[Add to Friends](#)

[Add to Favorites](#)

[Instant Message](#)

[Block User](#)

[Add to Group](#)

[Rank User](#)

MySpace URL:

<http://www.myspace.com/hennepincountylibrary>

Hennepin County Library is in your extended network

Hennepin County Library's Latest Blog Entry [\[Subscribe to this Blog\]](#)

Check out this event: DDR at the Library [\(view more\)](#)

Add the library catalog to your MySpace [\(view more\)](#)

What's Happening at the Library [\(view more\)](#)

Hennepin County Library does not in any way endorse the ads at the top of this page. [\(view more\)](#)

Summer Plans [\(view more\)](#)

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Hennepin County Library's Blurbs

About me:

[Library Search](#)

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

Hennepin County Library's Interests

General [library](#), [css](#), [rss feeds](#), [books](#)

Music Check out the [new music](#) CDs on order or recently arrived at the library.

Movies Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.

Books We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).

Groups: [Teen Lit](#), [YA/Teen Books Discussion Group](#)

[View All Hennepin County Library's Groups](#)

Hennepin County Library's Details

Status: Single

Zodiac Sign: [Capricorn](#)

Smoke / Drink: No / No

Hennepin County Library's Blurbs

About me:

Library Search

Find books & more [go](#)

[add Hennepin County Library Catalog search to your MySpace!](#)

[26 libraries](#) in suburbs of Hennepin County, MN.

Check out the [blog](#) on our [TeenLinks website](#).

[Need homework help?](#)

Love books? So do we! [Find the next good book you're going to read, share a book review & more.](#)

College? Dating? Health? [Get sound advice.](#)

Question? [Ask us online 24/7.](#)
hennepin county library

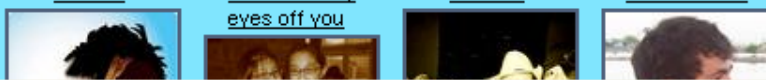
Who I'd like to meet:

Library Users, Authors, Volunteers, Teens...

Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.

[eVolver](#) [I can't take my eyes off you](#) [.Steen.](#) [Charbonneau](#)



A sustainable social network for life.

95% of students in clients like U of Toronto, NCSU Stanford, etc.

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[Send Zachary a Message](#)
[Poke Him!](#)

Friend Details

[edit](#)

You are friends with Zachary.

Mutual Friends

21 friends in common.

[See All](#)



Personal Info

Political Views:

Activities:

Interests:

Liberal

Assistant Op
Cinemas (I get
Coordinator for
Hockey Club est. 20
the model United Nation
I have two hobbies that I
collect rare photographs... I have
Houdini locking his keys in his car... the
rare picture of Norman Rockwell beating up a child.
Also, I have a vast seashell collection that I keep

Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites RSS Feeds Print Mail

Address <http://www.facebook.com/group.php?gid=2244905594> Go Links

Google Search web... Go Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Facebook | Engineeri...

Search

My Profile edit

My Friends

My Photos

My Shares

My Notes

My Groups

My Events

My Messages

My Mobile

My Account

My Privacy

facebook home search browse invite help logout

Engineering Information & Reference Service - U Alberta Alberta

Information

Group Info

Name: Engineering Information & Reference Service - U Alberta

Type: Organizations - Academic Organizations

Description: The Engineering Librarians at the University of Alberta are available to help all engineering students, staff, and professors in the Faculty of Engineering with their research and information needs. If you are working on an assignment, paper, design project, thesis or dissertation, tracking down a hard-to-find paper, please feel free to contact us for help.

Contact Info

Email: randy.reichardt@ualberta.ca

Website: <http://www.library.ualberta.ca/scitech/index.cfm>

Office: 1-26 Cameron SciTech Library

Province: Alberta

Recent News

Need help searching Compendex (Engineering Index)? Please check our narrated and non-narrated screencasts:

Narrated: http://www.library.ualberta.ca/screencast/engineering/compendex_narrated/compendex_narrated.html

Non-narrated: http://www.library.ualberta.ca/screencast/engineering/compendex_nonnarrated/compendex_nonnarrated.html

LIBRARIES

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Diane Clark (Alberta)
Engineering Librarian (Civil Environmental Mining Petroleum)

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Engineering Librarian (Mechanical, Electrical/Computer)

Randy Reichardt (Alberta)
Engineering Librarian (Chemical/Materials, Nanotechnology)

Related Groups

The Engineers
Student Groups - Academic Groups

U of A Comprehensive
Student Groups - General

U of A MatE's
Student Groups - Classes & Departments

The legendary UofA Facebook
Kegger Xperiment (FKX)
Student Groups - Social Groups

IQ QUESTION:
Which does not belong in the group?

Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Feeds Mail Print Address Book

Address <http://library20.ning.com/> Go Links

Google Go

Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Search web... Favorites PC Health Form Fill Spaces

Ning sabram Create Your Own Social Network! Search Sign Out

Library 2.0

This network is for Library 2.0 Stuff

Main My Page Members Videos Photos Forum Invite

This network is for librarians and others interested in Library 2.0.

LibWorm Search

Submit

L2 Feeds via SuprGlu

[More on ning and the library 2.0 network](#)

[Bibliotek 2.0, in stockholm](#)

Welcome:

Welcome to Library 2.0. Once you join, please introduce yourself by going to the [Introductions Topic](#) in the forum or clicking on the link.

=====

[Pop-Up for Library 2.0 Chat](#)

Library 2.0

Welcome to this chat. Please enter your **nickname** to continue.

[Administrator login](#)

Go

Get your own chat at [Chatcreator.com](#)

Hello, [Stephen K Abram](#) (sign out)

[My Friends](#) (invite More)

[Edit My Profile](#)

[Change My Profile Photo](#)

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Future of Libraries

Visionary Futurist - Thomas Frey Keynote Speaker - Library Trends www.davinciinstitute.com

Microsatellite Libraries

Enrichment for four motifs include 100 sequences and primer design

Done Internet

start iTunes Library 2.0 - Microsof... Microsoft PowerPoint ... Search with Google 7:27 PM



URL: <http://www.eastern.edu>

EASTERN UNIVERSITY

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- > [Books](#)
- > [Databases](#)
- > [Journals](#)
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- > [Interlibrary Loan](#)
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- > [Faculty Resources](#)
- > [Web Index](#)
- > [Eastern University Home Page](#)

Immigration Officer: Welcome to the Activeworlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to support@activeworlds.com

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!

Tab Controls

Teleports | VoiceChat | Help

Worlds | Contacts | Telegrams

Worlds	User
VBI	1
!AWEDU!	0
^centre^	0



Address <http://secondlife.com/>

Google second life Search PageRank 847 blocked Check AutoLink AutoFill Options second life



Your World. Your Imagination.

[Resident Login](#) | [Join](#)

WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY

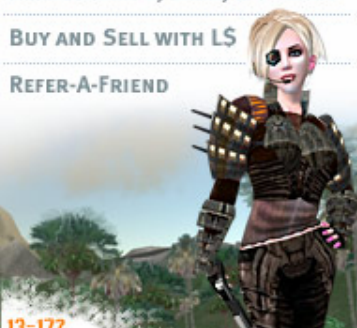
- Resident Links -

**FREE MEMBERSHIP
JOIN NOW!**

MEMBERSHIPS, LAND, & PRICING

BUY AND SELL WITH L\$

REFER-A-FRIEND



13-177



Alliance,
Charlotte,
San Jose SU
Europe (2X)
Australia

You can click
map. Try it!
by clicking

Land For Sale

[view larger map](#)

Second L!fe
www.infoisland.org
L!brary
Another innovation from the Alliance Library System





Second Life Library eBooks



9 storey Library
Law Library
Consumer Health Library
Medical Library
Teen Library
Public Library
Engineering Library
Science Fiction
Mystery Island Castle
ALA
SLA members
Education Islands
Amphitheatre



**5,000 Library
visits every
night!**

Me



ZACK MORTAL HOSTED A class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

Reading is virtually fundamental in SL

By KATT KONGO
Staff writer

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to treatment of mental illnesses, most would be surprised to learn that SL is now being used by an institution most think of as conventional — a library.

To be more exact, the Alliance Library System (ALS) is currently providing select services to the residents of SL. Initial services have, so far, consisted of book discussions and programs, such as one held Friday on the topic of "Getting Along with IT staff for Librarians and Educators."

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilize the programs, currently offered online to librarians and libraries, within SL. The two entities eventually hope to offer a plethora of library services.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization

provides services to 286 libraries and is partially funded by the state of Illinois.

She added that ALS is one of the most innovative organizations, technologically speaking, and their philosophy is to mine new technologies to spread the gospel of library usage. "Innovation equals risk, innovation equals growth," she stated.

Lori Bell, the ALS's director of innovation, read about SL in the blog of a librarian who was already a resident. She created an account, logged on with her avatar, Lorelei Junot, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle's [blacklibrary](#), but thought that library services could be expanded. "Since there is web programming through OPAL, why not offer that in SL?" she said.

Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20



Advice #6: Get Social

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 elections**

**How many are we
already using?**



Advice #7: Get Political



Opportunities

- E-Learning
- SaaS or ASP – Hosted Solutions
- Information Commons
- Learning Commons
- Community Integration
- Reference Cowboys
- Virtual Operations and Branches
- Consortia mergers and leadership



Advice #8: Reorganize



Simple Collaboration



Messenger



AOL Instant Messenger™

YAHOO! MESSENGER



**90%+ of people
from ages 15-25
have at least one
IM account vs.
only 5% of over
30's**



IM: Instant Messaging

- Thomas Ford Memorial Library – 50%!
- Pennsylvania State University IM pilots now 28 site campus-wide
- SirsiDynix Docutek *VRLPlus* K-12 experience in New Zealand



Advice #9: Get Conversational



Librarian 2.0 *plays*

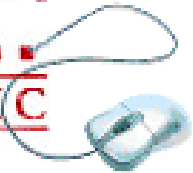


Two Key Interventions



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



Learning 2.0



23 Learning 2.0 Things

- *Week 1: Introduction* (official start of week August 7th)
- *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*



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

Henrik Edberg's discussion of 9 Mistakes That Can Kill Your Personal Growth

- Thinking you already know everything
- Being confused by the marketing hype
- Not taking action
- Giving up
- Worrying about/listening to what others think
- Dabbling with it
- Having unreasonable expectations
- Failing to/not wanting to (at least start to) understand yourself
- Not taking responsibility for yourself
- <http://www.positivityblog.com/index.php/2007/03/03/9-mistakes-that-can-kill-your-personal-growth/>



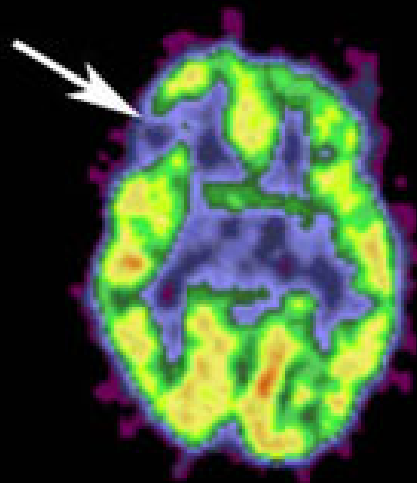




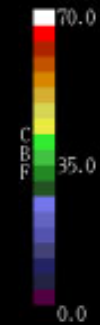
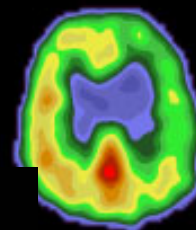
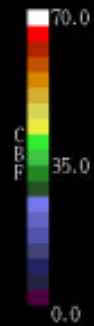
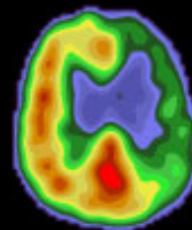
Advice #10: Increase Your HR Capacity to Adapt



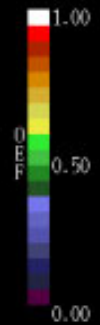
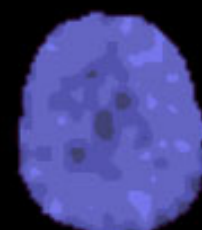
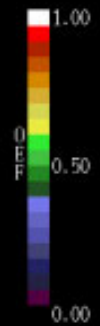
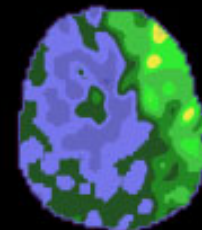
Are You Ready? For the Millennials?



CBF



OEF



STUDY: schoolrooms STIMULUS: schoolrooms FRAME: http://test.schoolrooms.net/008/rooms/portal/page/US_History
NUMBER OF RECORDINGS: 45 HOTSPOT TYPE: Fixation Count MAX: 3 Fixations
TIME SEGMENT: Include data from 0 ms to 91835 ms

May 22, 2006

Tracking the Food



SCHOOLROOMS

EXPLORE
DISCOVER
LEARN

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

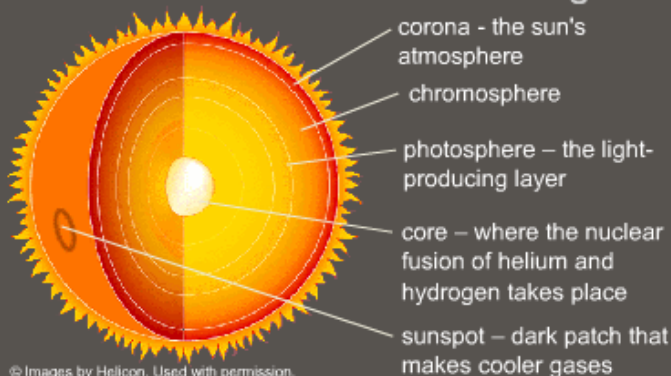
Explore Learn

Discover More...

- What is SchoolRooms
- What's in SchoolRooms
- Who Uses SchoolRooms
- Why Students Like SchoolRooms
- How Does SchoolRooms Work
- Press & Events
- Home



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**



Boston Public Library

SCHOOLROOMS

Explore. Discover. Learn

Username

Password

Login

[About BPL](#) [Ask a Librarian](#) [Home](#) [Print](#) [Homework Help](#)

Explore a Room

Home

- ▶ Elementary
- ▶ Middle School
- ▶ High School
- ▶ Parent Guide

How Do I...

- ▶ Learn About the Solar System?
- ▶ Learn About Rocks?
- ▶ Study Geologic History?
- ▶ Help My Child With Homework?
- ▶ Learn About the Weather?
- ▶ Study the Earth's History?
- ▶ Learn About Special Needs?
- ▶ Use Topographic Maps?
- ▶ Teach My Child about Fitness?
- ▶ Help My Child with Research?

Try This...



Elementary

Everything

Home [Browse History](#)

Back to School? Discover SchoolRooms



It is that time again - BACK TO SCHOOL and that means back to homework, back to learning, and with the new SchoolRooms website BACK TO FUN! Learning about the moon, dinosaurs, Abraham Lincoln, or the Civil War? No problem - we've got you covered! Better yet - put in a search term and search books, magazine articles, websites and more with just one click!

- I am in Elementary
- I am in Middle School
- I am in High School

Boston Public Library

Select a Location

Central Library

Phone: (617) 536-5400
Email: info@bpl.org

Monday-Thursday 9-9
Friday and Saturday 9-5
(closed Sundays during the summer)

Directions

700 Boylston Street, Copley Square, Boston, MA. The Central Library is on the corner of Exeter and Boylston Streets.
[Click Here for Directions.](#)

Library Information

Get a Library Card

What Is...



Are You Ready?

For Imagineering the Library?



**Are You Ready?
To Change?**



Looking too close



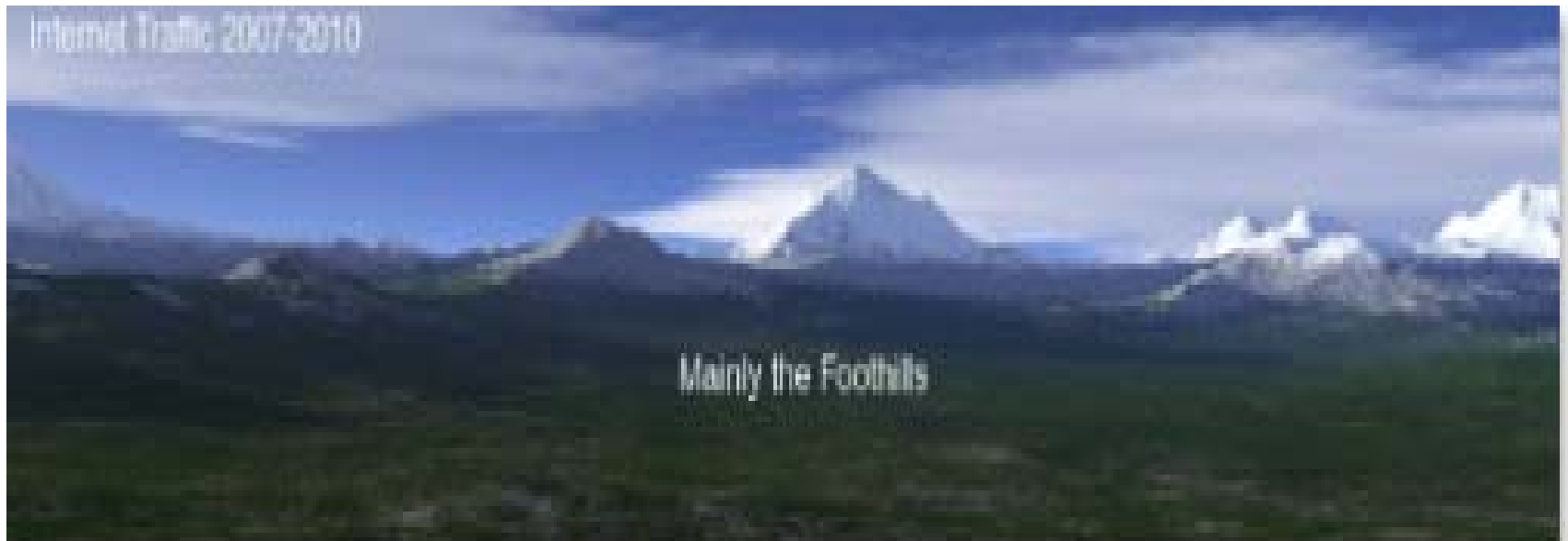


The Landscape Today





The Emerging Landscape



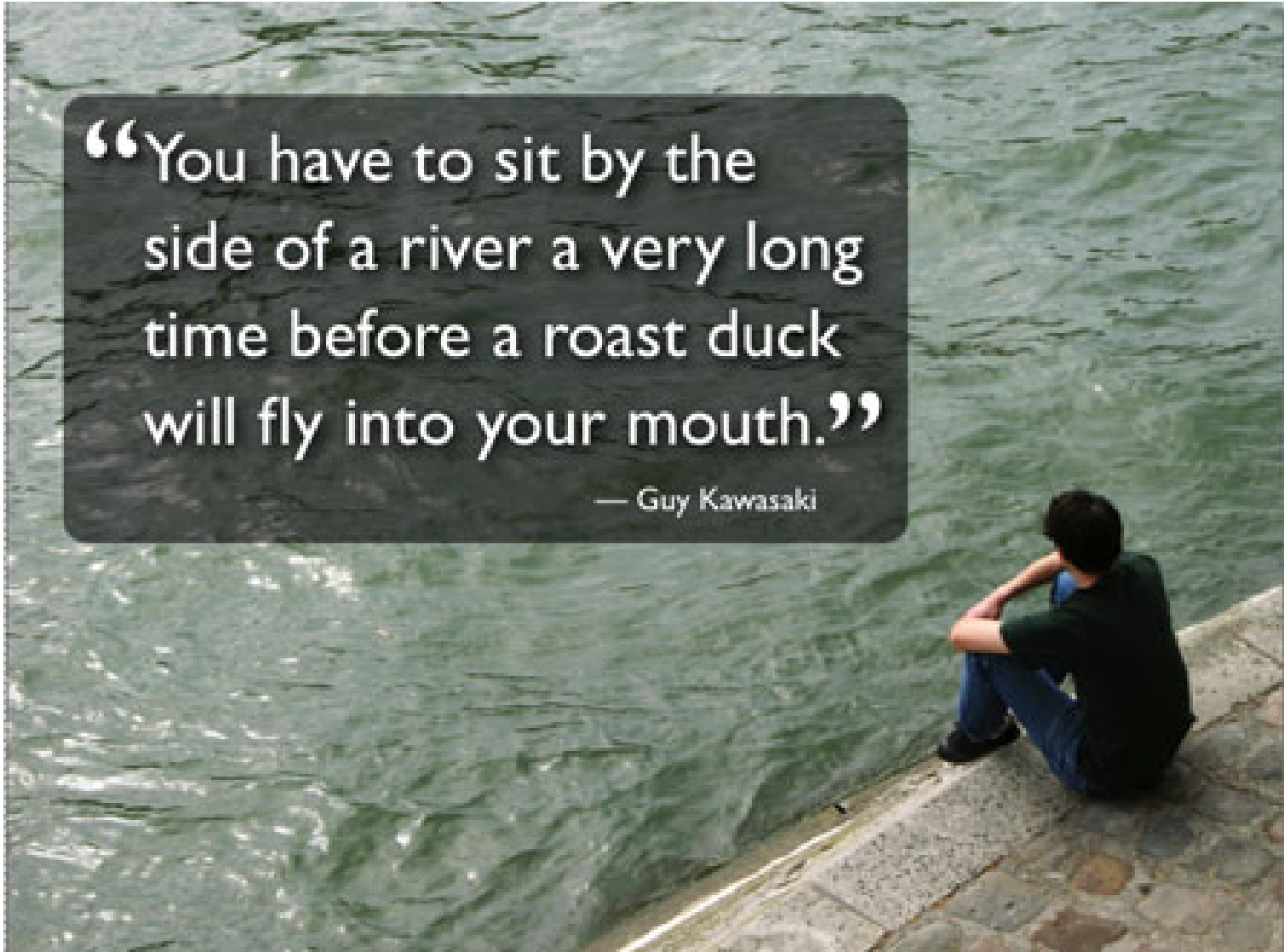


RISK



“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





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