



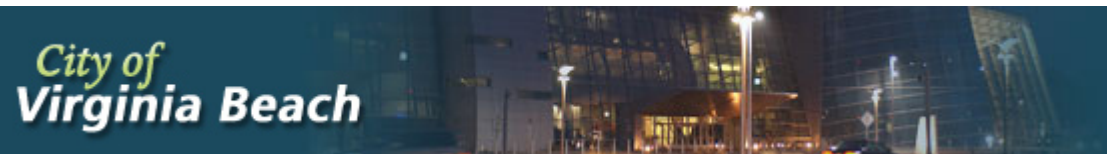
# A Tech Forecast: Library 2.0 in the Real World

Virginia Beach Public Library, March 12, 2008

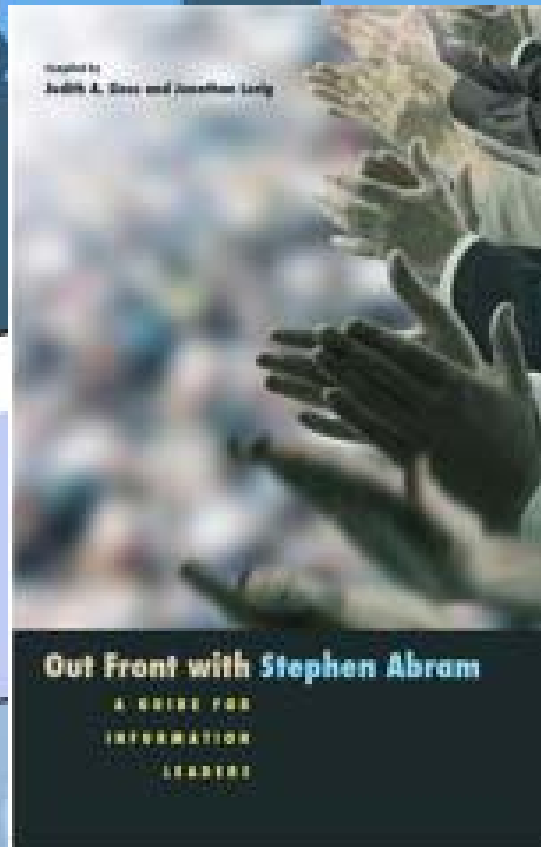


**Stephen Abram, MLS, FSLA**  
President 2008, SLA

Vice President, Innovation, SirsiDynix  
Chief Strategist, SirsiDynix Institute



*City of*  
**Virginia Beach**



Stephen Abram

# Slides

- These PPT slides will be at:
- Stephen's Lighthouse
- <http://stephenslighthouse.sirsidynix.com>



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

GET READY





# We're looking too close



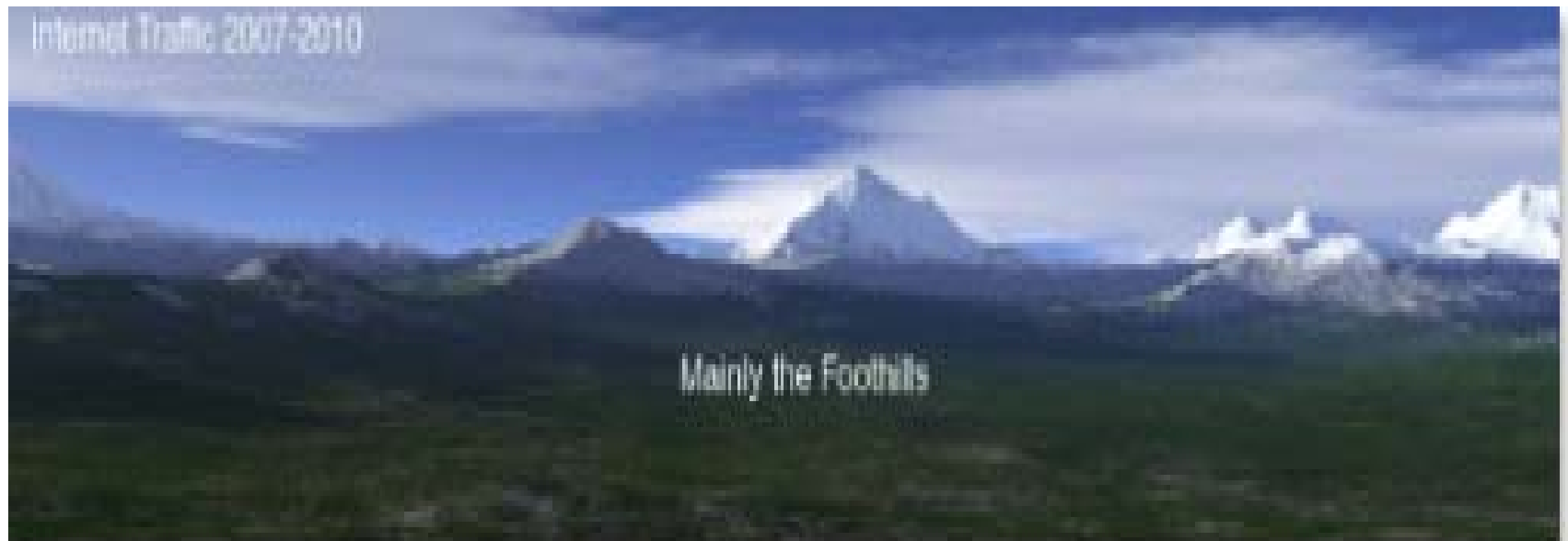


# The Landscape Today





# The Emerging Landscape



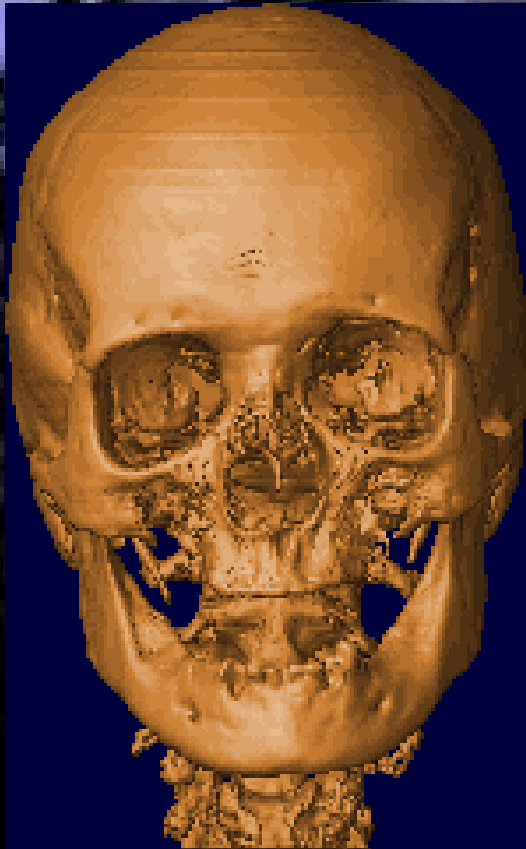


# Today

- What is the real Google challenge?
- What do they do well?
- What do we do well?
- What should we do now to ensure continued success?







I ♥ my  
customers

Google

# Global Trends

- US National debt increases (affecting every global economy) combined with Sub-prime Crisis
- \$4+ gallon gas in US messes US consumer economy (\$150 barrel by end of 2008?)
- China and India Become World English Powers
- Will social content/networks or search engines dominate? Whither e-mail?
- Generations turtle driving user behaviour changes
- Mergers (Reuters, Dow Jones, Gale, MS Facebook, etc.) increase in Information sector
- Multi-type Consortia increase of necessity
- New standards (XML, JSR168, etc.) drive portalization and personalization of the web
- How will people communicate? VOIP, IM, Email?



# Global Change (China, India, EMEA)



# Last Year's 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
- Google heads past 10,000 licensed traditional publishers.
- Google adds new libraries all the time to Google BookSearch.
- Google heads past \$700.00 a share during a market drop. Buys Sprint??
- MySpace acquires Dow Jones and the Wall Street Journal and soon others.
- Thomson does a major acquisition of Reuters.
- Google announces in Nov. 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.
- Google introduces Google OpenMobile Open Handset Alliance / Android development platform
- Ask gives up, MicroHoo?
- The Canadian dollar has soared past the US \$ (\$1.11 and down to \$1.03!) for the first time in years. Time to shop on the road again
- And the first US Boomer applied for their pension in the Fall.
- Strap yourself in, the rest of 2008 is going to be a fine ride. Enjoy.



**Google Docs, gMail, Google Talk,  
Goog411, Google Base,  
Google Calendar, Google Reader  
Google Notebook, Google Wallet,  
Google Personalized Search,  
Google, Google Maps, Google Scholar,  
Google SMS (US), Google Desktop,  
Google Groups, Google Orkut,  
Google Alerts, Google Glossary,  
Google Dictionary, YouTube, etc.**

**Or Zoho or MS, etc.**

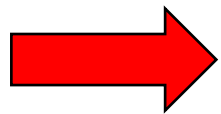


What  
Where

When

Why  
Who

How





# Will Reading Matter?





Your  
Five  
Year  
Plan?

Who  
Are  
You  
Targeting?

Google™



facebook





➡ Information ⬅

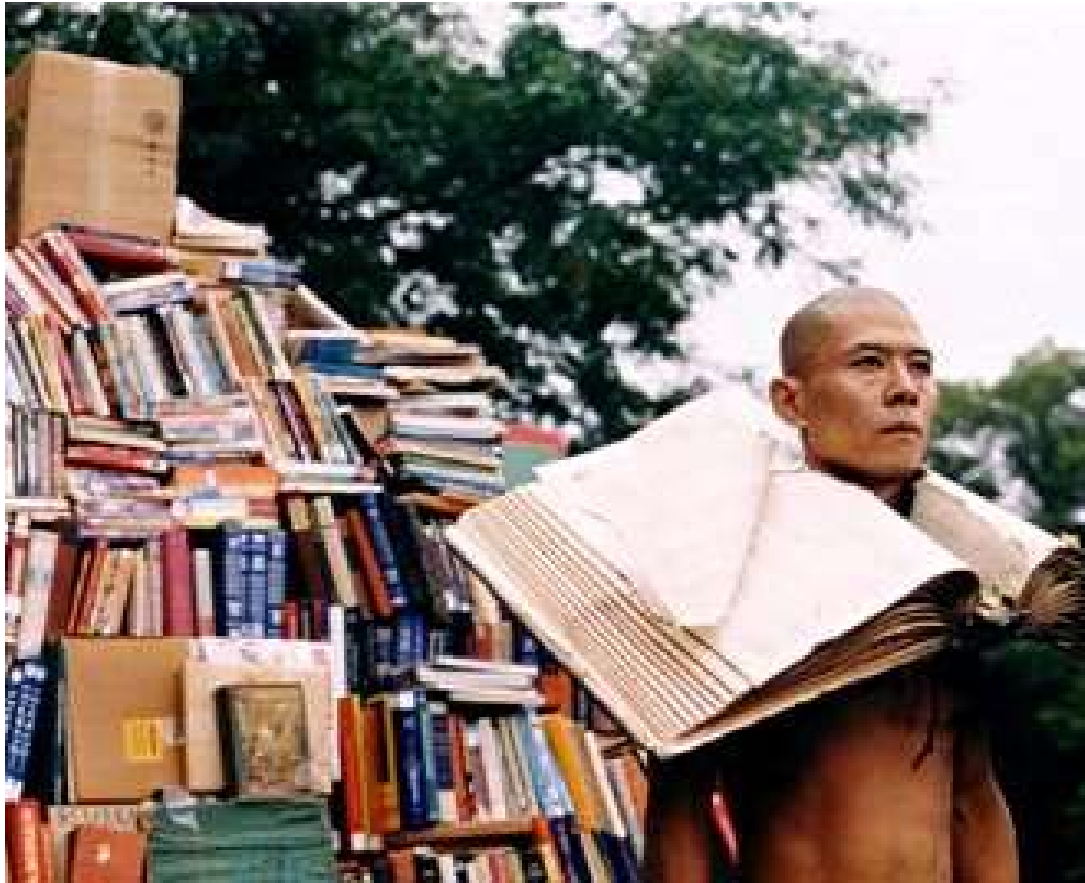
Noun

➡ Inform ⬅

Verb

➡ Informed ⬅

*Results and Impact*



Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?

NO


Reading Down?

NO

Teen Reading Down?

NO



A large, light green cloud shape is centered on the slide. Behind it, the Google logo is partially visible, with the letters 'G', 'o', 'g', 'l', and 'e' appearing in their characteristic colors. To the left of the cloud, there is a circular loading spinner composed of several small black triangles arranged in a ring.

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

Suppose there are 100,000 books . . . Or  
25,000,000 in less than 4 years?

How does that compare to your libraries?



"Public library" - Google Maps - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Google "Public library" Go 254 blocked Check Look for Map AutoFill Send to Public library Settings

Address <http://maps.google.com/maps?f=q&hl=en&geocode=&time=&date=&type=&q=Indianapolis,+IN&sl=37.0625,-95.677068&sspn=32.059939,81.738281&ie=UTF8> Go

Web Images Video News Maps Gmail more

Google Maps e.g., "10 market st, san francisco" or "hotels near lax"

"Public library" Search Maps

Search the map Find businesses Get directions

Search Results My Maps

Text View Map View

Results 1 - 10 of about 2,987 for "Public library" - [Modify search](#)

Categories: [Libraries Public](#)

- A** [Interim Central Library](#) - [more info >](#)  
202 N Alabama St, Indianapolis, IN  
(317) 269-1700
- B** [University Library](#) - [more info >](#)  
755 W Michigan St, Indianapolis, IN  
(317) 274-0462
- C** [Indiana State Library](#) - [more info >](#)  
140 N Senate Ave, Indianapolis, IN  
(317) 232-3675
- D** [Fishers Public Library](#) - [more info >](#)  
5 Municipal Dr, Fishers, IN  
(317) 579-0300 - [4 reviews](#)
- E** [Plainfield Public Library](#) - [more info >](#)  
1120 Stafford Rd, Plainfield, IN  
(317) 839-6602 - ★★★★★
- F** [Zionsville Public Library](#) - [more info >](#)  
250 N 5th St, Zionsville, IN

**Indiana State Library**  
[Write a review](#) - [more info >](#)  
140 N Senate Ave  
Indianapolis, IN 46204  
(317) 232-3675  
[lib.in.us](#)  
[Get directions](#) - [Search nearby](#)  
[Save to My Maps](#) - [Send to phone](#)

©2007 Google - Map data ©2007 NAVTEQ™

start IndianaLibraryFedera... Internet Explorer Microsoft Office ... Search with Google 7:44 AM



# Google invests in wired ...

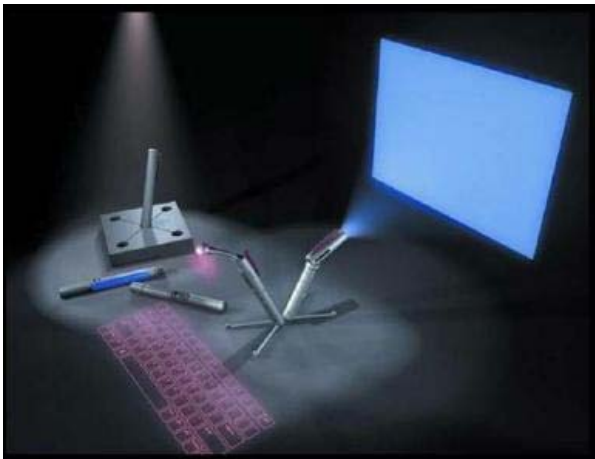
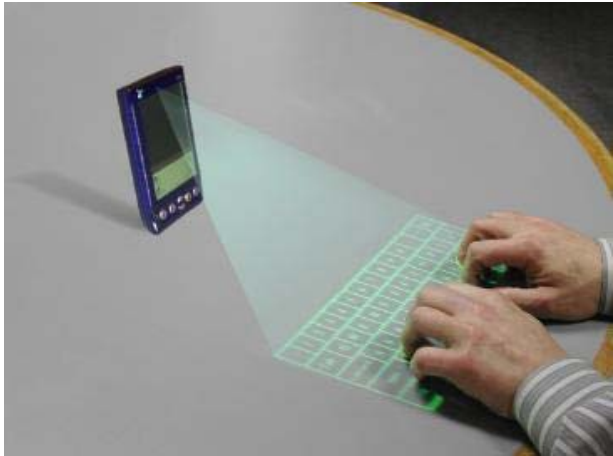






# Bidirectional wireless module









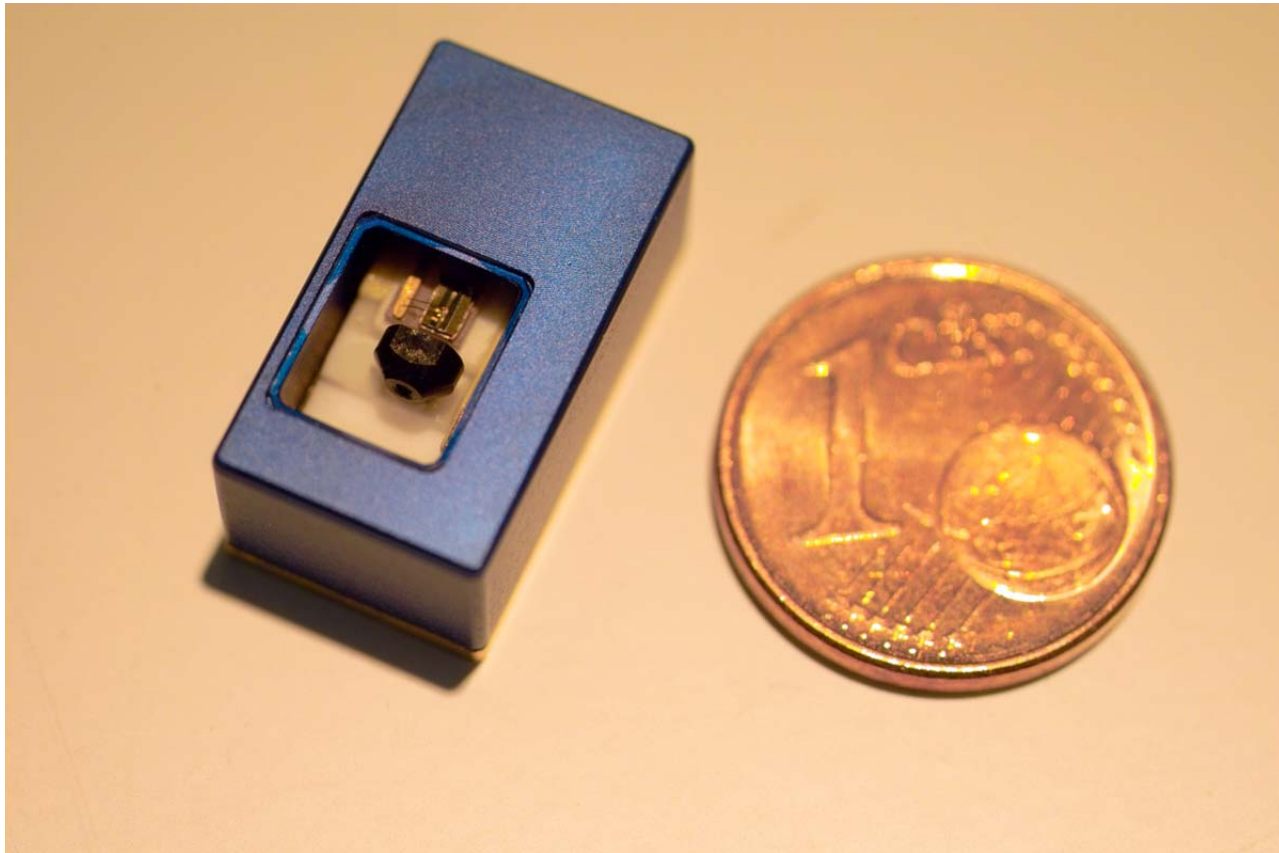
## 2020 Prediction from Peter Kaufman

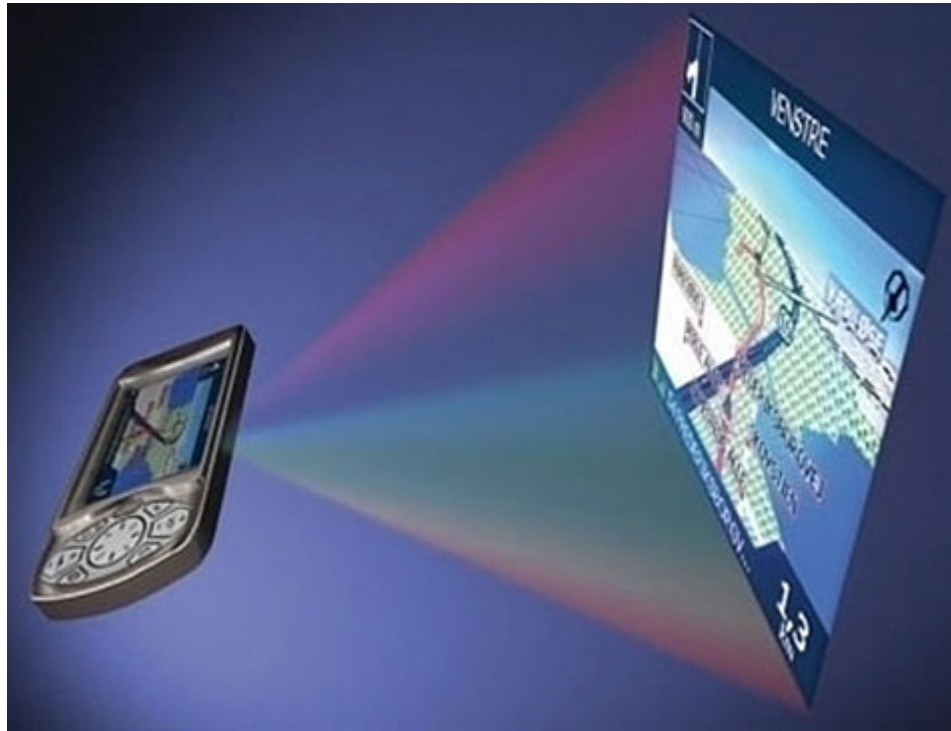
- Over the next **13 years** an iPod size device will hold:
- 1 year's worth of video (8,760 hours) by **2012** (5 years from now)
- ALL the commercial music ever created by **2015** (8 years), and
- ALL the content ever created (in all media) by **2020** (13 years).
- This will drive a new global phase of large informational hubs on the web and massive aggregations of content and services.
- What does this content and device hybrid world look like?



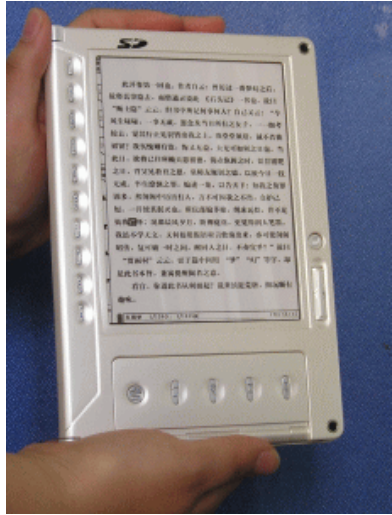


# A projector the size of a sugar cube





**This is normal outside of North America**



# Device Agnostic & DRM Wars





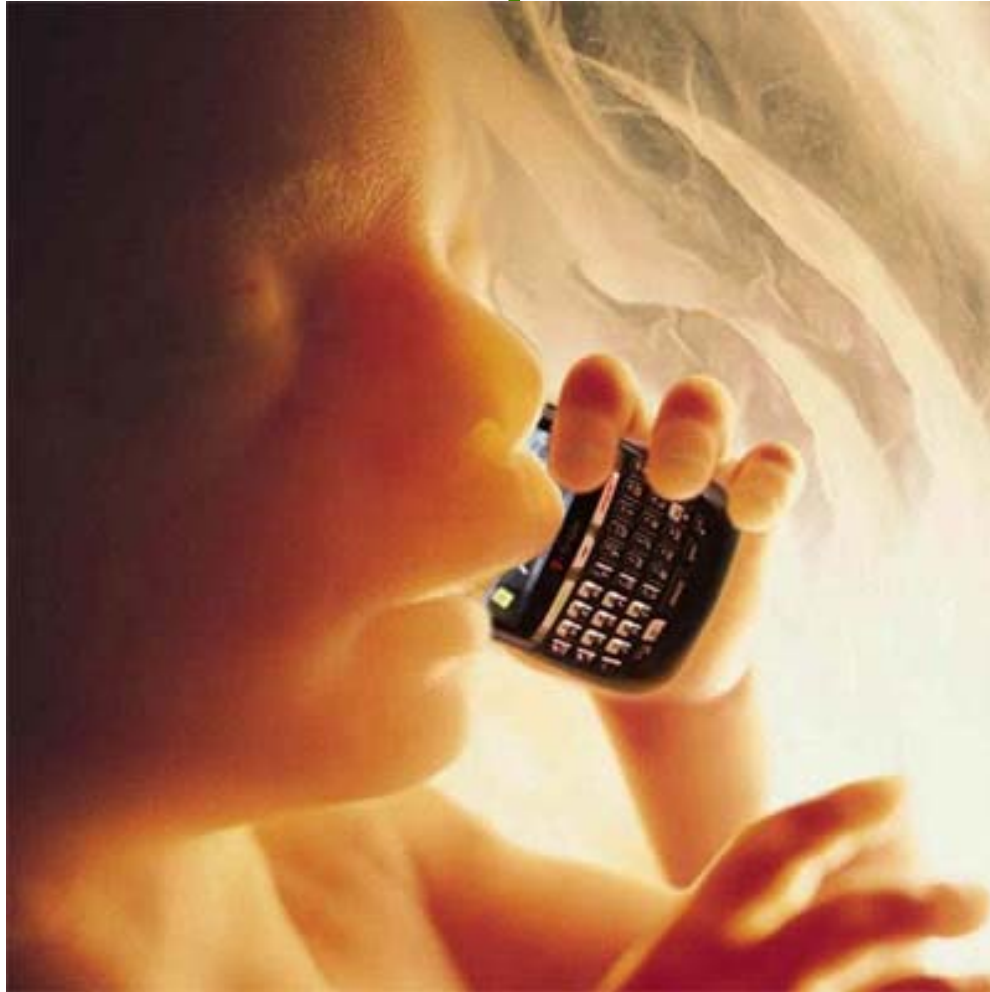


# Everything's getting smaller





# An Inherently Mobile Focus





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.

# Why Libraries Need Strategic Focus

- Our *real* goals (Economic Impact):
- Our community mission and vision
- Entertainment is not trivial
- Cultural preservation and use/re-use
- Learning, Scholarship, Continuing Education
- The Question Economy
- Bridging all the divides
- Recommendations and Advice
- Discovery, Creativity, Invention, Innovation
- A FUTURE orientation based on respecting the past.









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

# WORRY TANK



R. Chas

# 50 Reasons Not To Change





**EXCUSES**





# The OCLC Report . . .



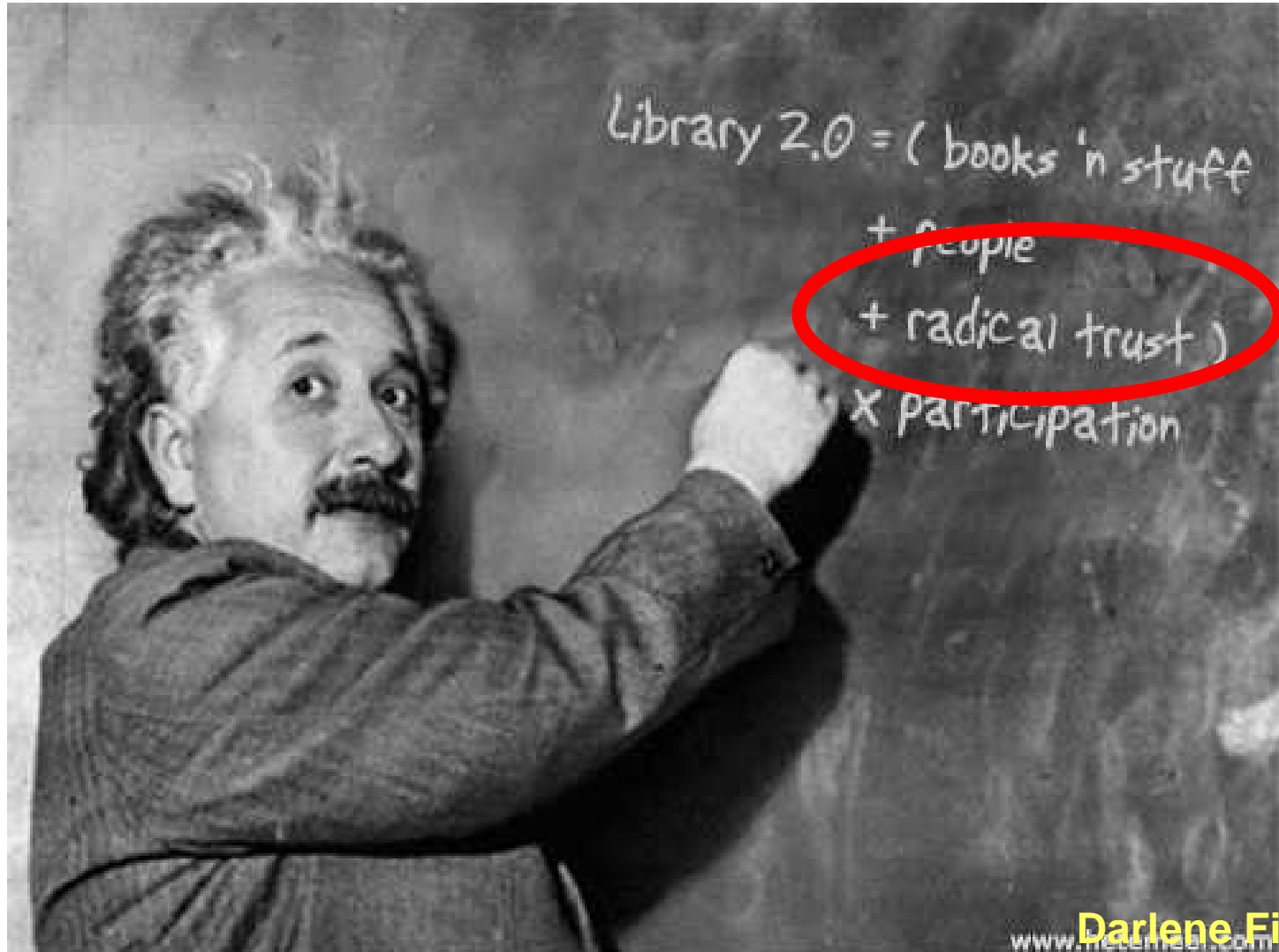
What part of libraries are social institutions  
do our colleagues not understand?

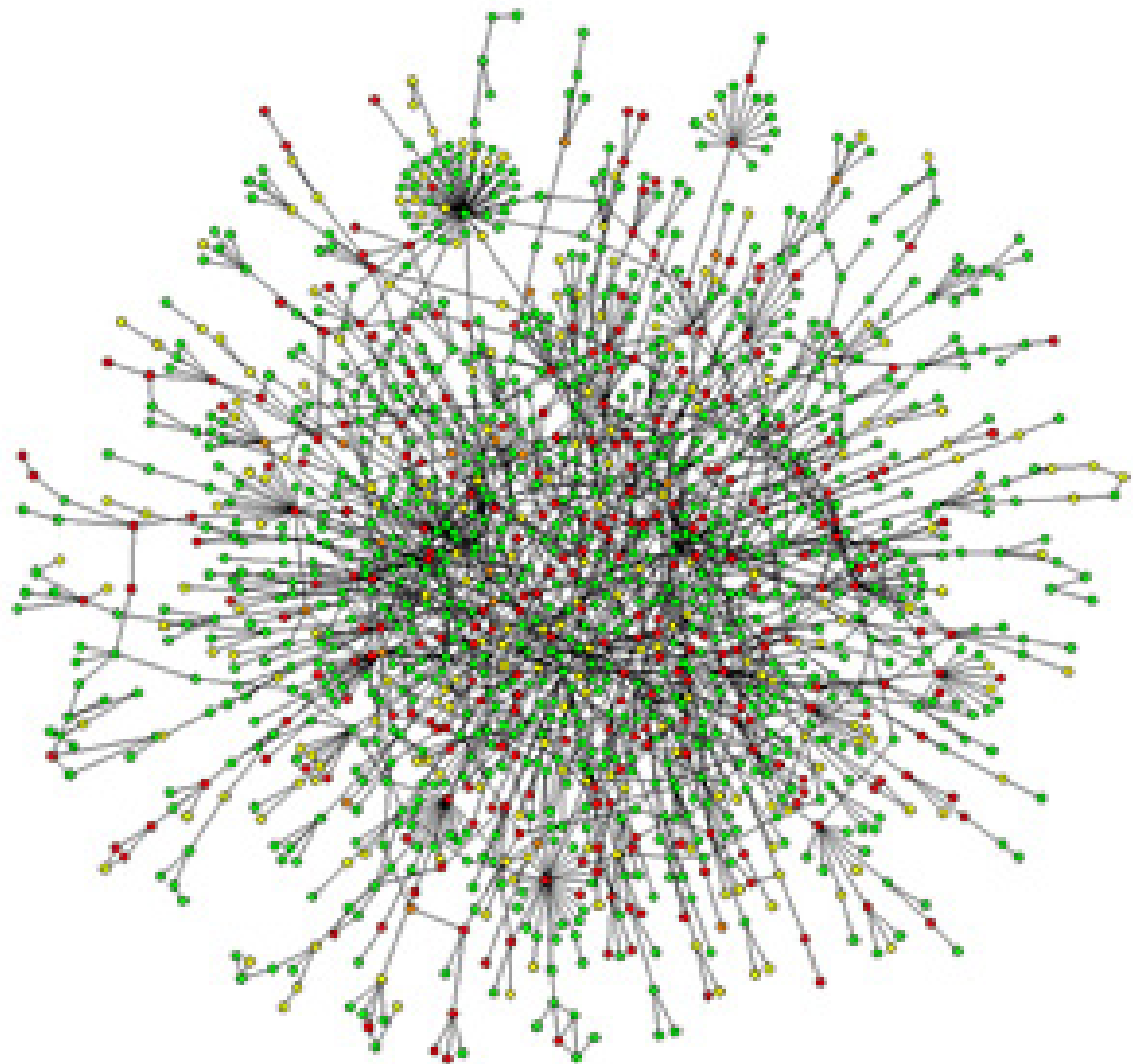


Is there a sleeping  
elephant in your libraries?



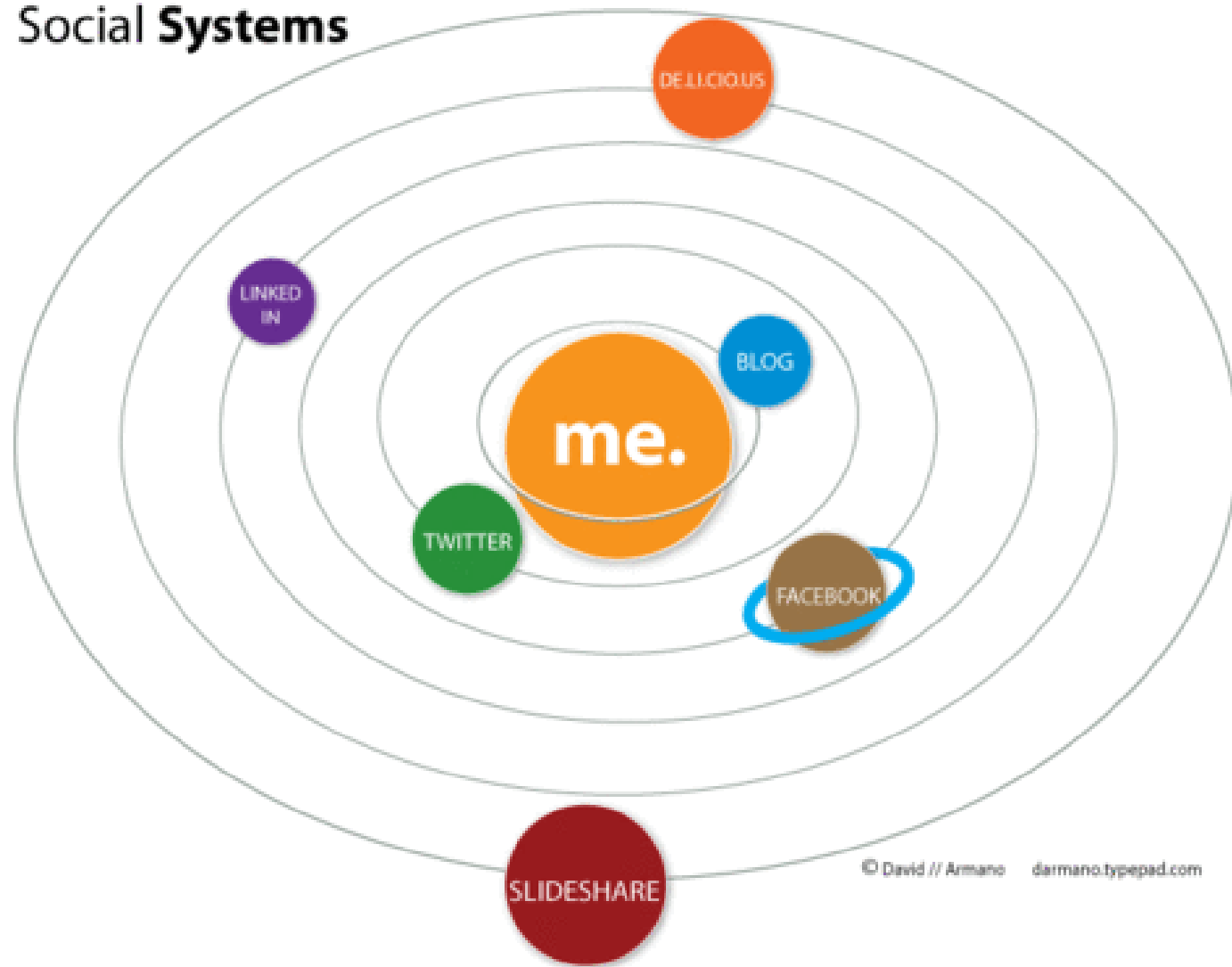


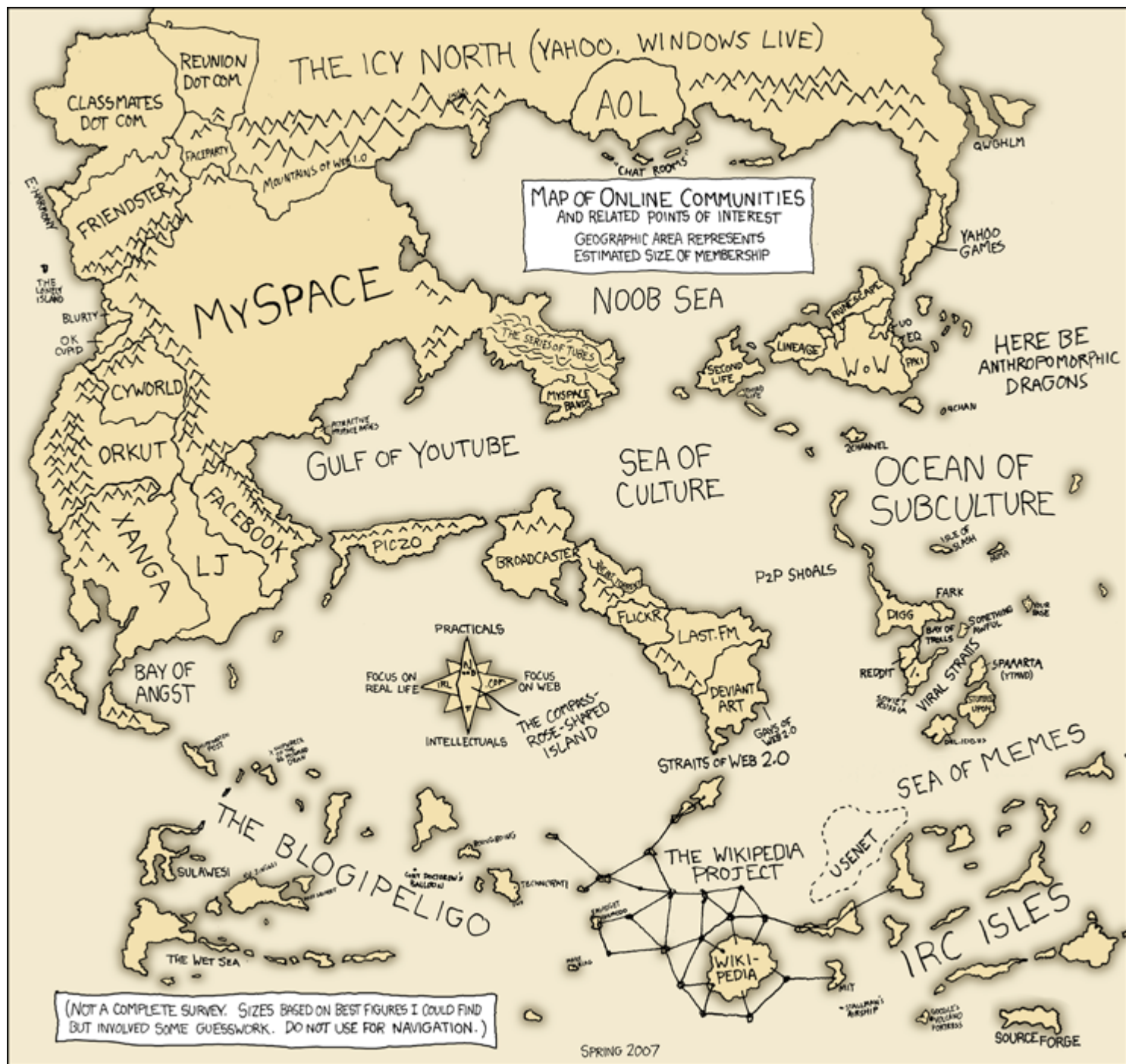






## Social Systems

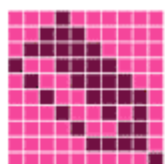




## What people are doing

## 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%

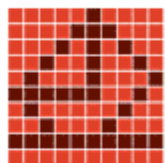
19%

12%

7%

5%

**Critics** comment on blogs and post ratings and reviews.



24%

37%

34%

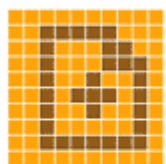
25%

18%

15%

11%

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



11%

16%

18%

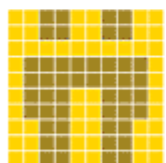
16%

15%

16%

11%

**Joiners** use social networking sites.



51%

70%

57%

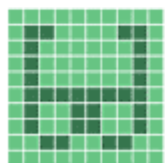
29%

15%

8%

6%

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



49%

59%

54%

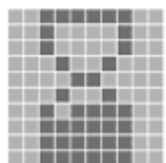
41%

31%

26%

19%

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



34%

17%

21%

42%

54%

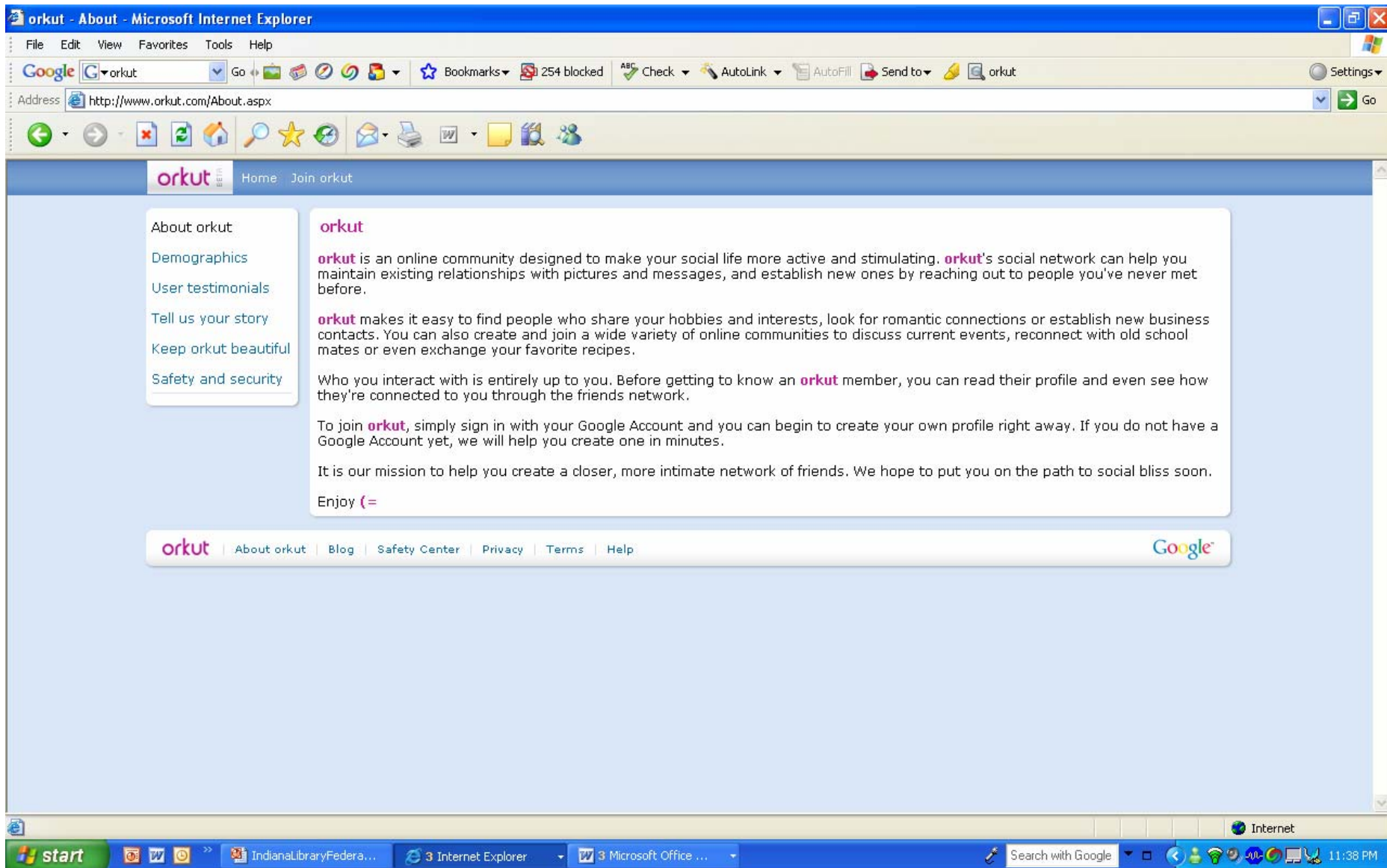
61%

70%

Data: Forrester Research

CHART BY ARNO GHELFI







### Cool New Videos

75,000 uploaded today!



**Reminder:  
300,000+  
A DAY!**

Pepsi  
Super B  
Commercial  
Justin  
Timberlake  
Sup

vs.  
Action  
ma

Books  
 Film  
 Comedy  
 Impact

MySpace TV  
 Music  
 Profile Editor

Tools  
 Secret Shows

### MySpace's Profile Editor

**It's Easy.** [Click here to get started](#)

### Member Login

**And they're  
Publishing...  
a lot**

### MySpace's Profile Editor

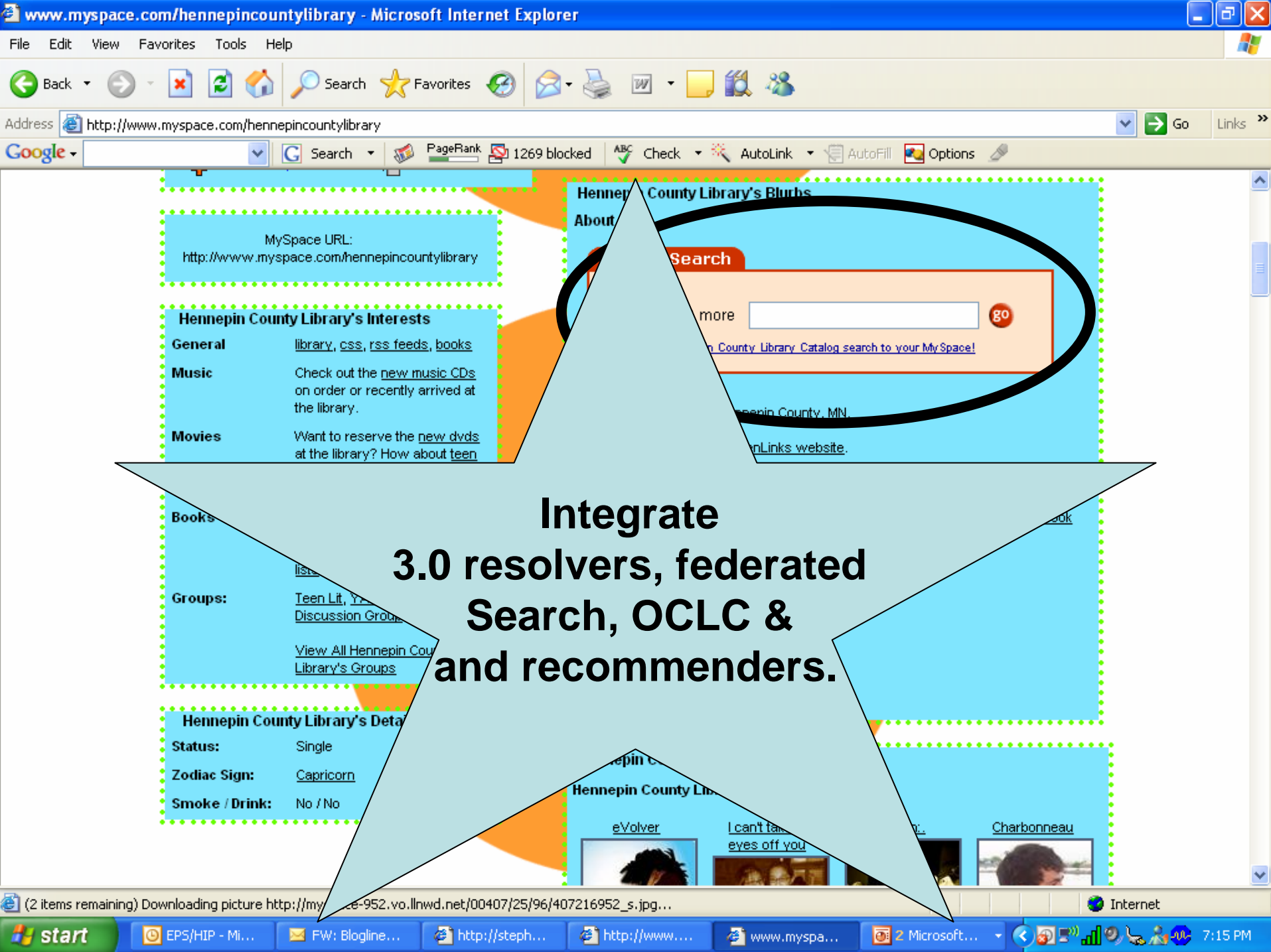
**It's Easy.**

### Find Your Friends on MySpace

✓ Check your [Tiscali](#), [Libero](#), [Bo.de](#),  
[AOL](#), [Yahoo!](#), [Hotmail](#) and [GMX](#)  
contacts and find them on MySpace!

### Cool New People

[Edith](#) [mike](#) [Cara](#)



www.myspace.com/hennepincountylibrary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Print Mail News Groups

Address http://www.myspace.com/hennepincountylibrary Go Links

Google Search PageRank 1269 blocked Check AutoLink AutoFill Options

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](#)

Hennepin County Library's Blurbs

About

Search

more  go

[Hennepin County Library Catalog search to your My Space!](#)

Hennepin County, MN

[enLinks website](#)

Books

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

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

Hennepin County Library's Details

Status: Single

Zodiac Sign: [Capricorn](#)

Smoke / Drink: No / No

Hennepin County Library

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

Integrate 3.0 resolvers, federated Search, OCLC & and recommenders.

(2 items remaining) Downloading picture http://my...-952.vo.llnwd.net/00407/25/96/407216952\_s.jpg...

start EPS/HIP - Mi... FW: Blogline... http://steph... http://www... www.myspa... 2 Microsoft... 7:15 PM



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

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Recycle Bin

Address http://www.facebook.com/group.php?gid=22449055

Google Search web...

Facebook | Engineeri...

**Emerging Service Ecology –  
add OPAC, rights mgt.,  
federated search, resolvers,  
AND OpenID (federated  
identity management)  
in social space**

My Profile My Events My Friends

UNIVERSITY OF ALBERTA  
LIBRARIES

(Alberta)  
arian (Civil Environmental  
Alberta)  
Mechanical,  
(Alberta)  
(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

Done

start

Facebook | Engineeri... Microsoft PowerPoint ...

Search with Google

Internet

7:23 PM

A sustainable social network for life.

F8

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

Over 80% of all college and University students in North America.

My Privacy



University of Phoenix™



Study where you want.

[View More Photos of](#)  
[View All Zachary's Friends](#)  
[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

**IQ QUESTION:**  
Which does not belong in the group?







**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](mailto: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](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](http://www.library.ualberta.ca/screencast/engineering/compendex_nonnarrated/compendex_nonnarrated.html)

**University of Alberta LIBRARIES**

[View Discussion Board](#)

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**Officers**

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

Jerry Kowalyk (Alberta)  
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



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](#)

[Email & Privacy Settings](#)

Ads by Goooooogle

**Future of Libraries**

Visionary Futurist - Thomas Frey Keynote Speaker - Library Trends [www.davinciinstitute.com](http://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





Address <http://secondlife.com/>

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



Your World. Your Imagination.

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WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY

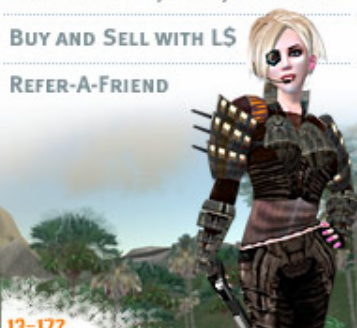
- Resident Links -

**FREE MEMBERSHIP  
JOIN NOW!**

MEMBERSHIPS, LAND, & PRICING

BUY AND SELL WITH L\$

REFER-A-FRIEND



13-177



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

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!  
80 hours / week  
professionally  
staffed reference  
desk**

**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.

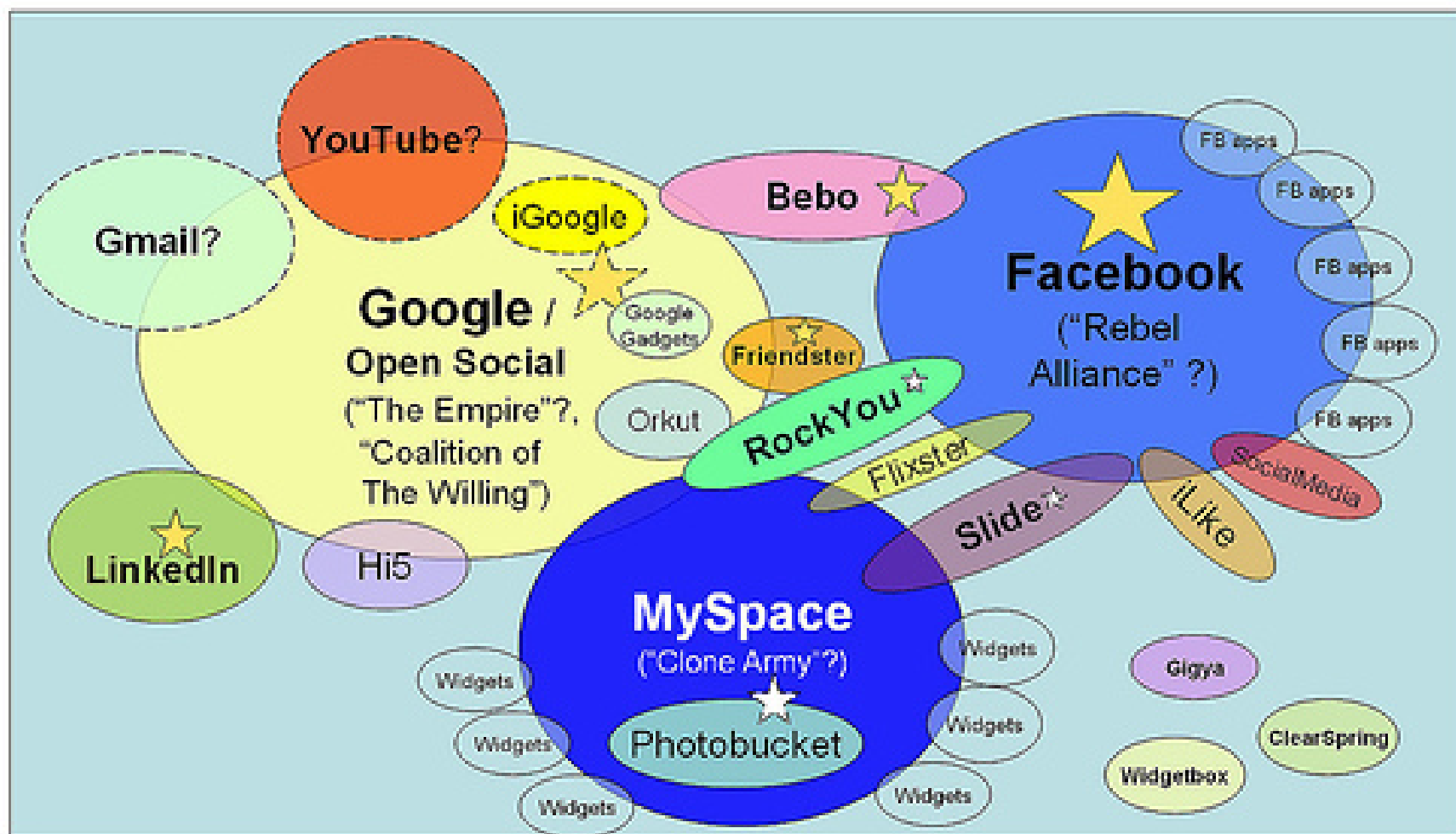
She found that SL had a few libraries, such as Wandering Yaffle's blacklibrary, but thought that library services could be expanded. "Since there is web programming through OPAL, why not offer that in SL?" she said.

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.

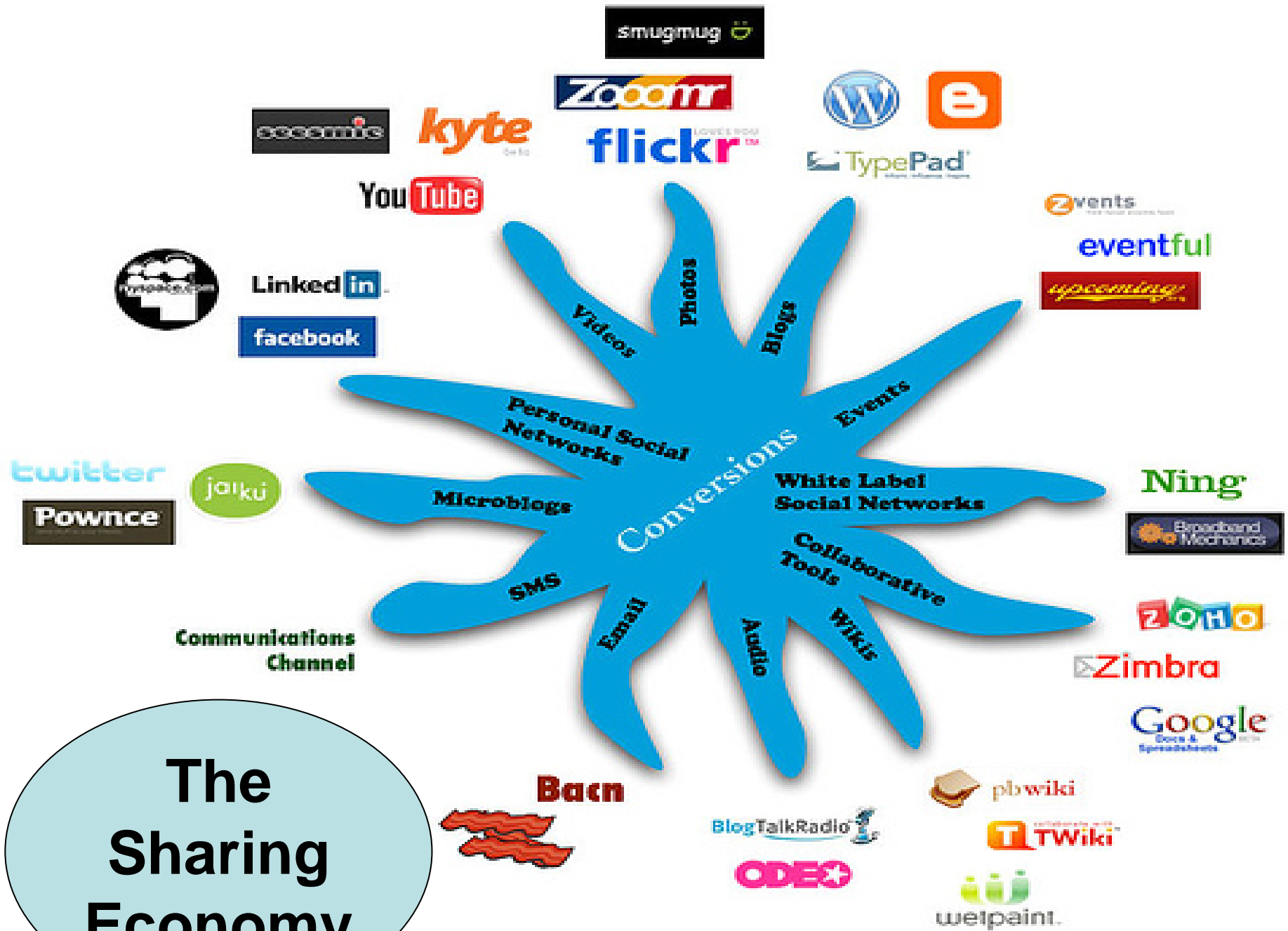
Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

**See BOOK, Page 20**

# Social Graph Platform Wars



# The Sharing Economy







*Context is  
King,  
not Content.*



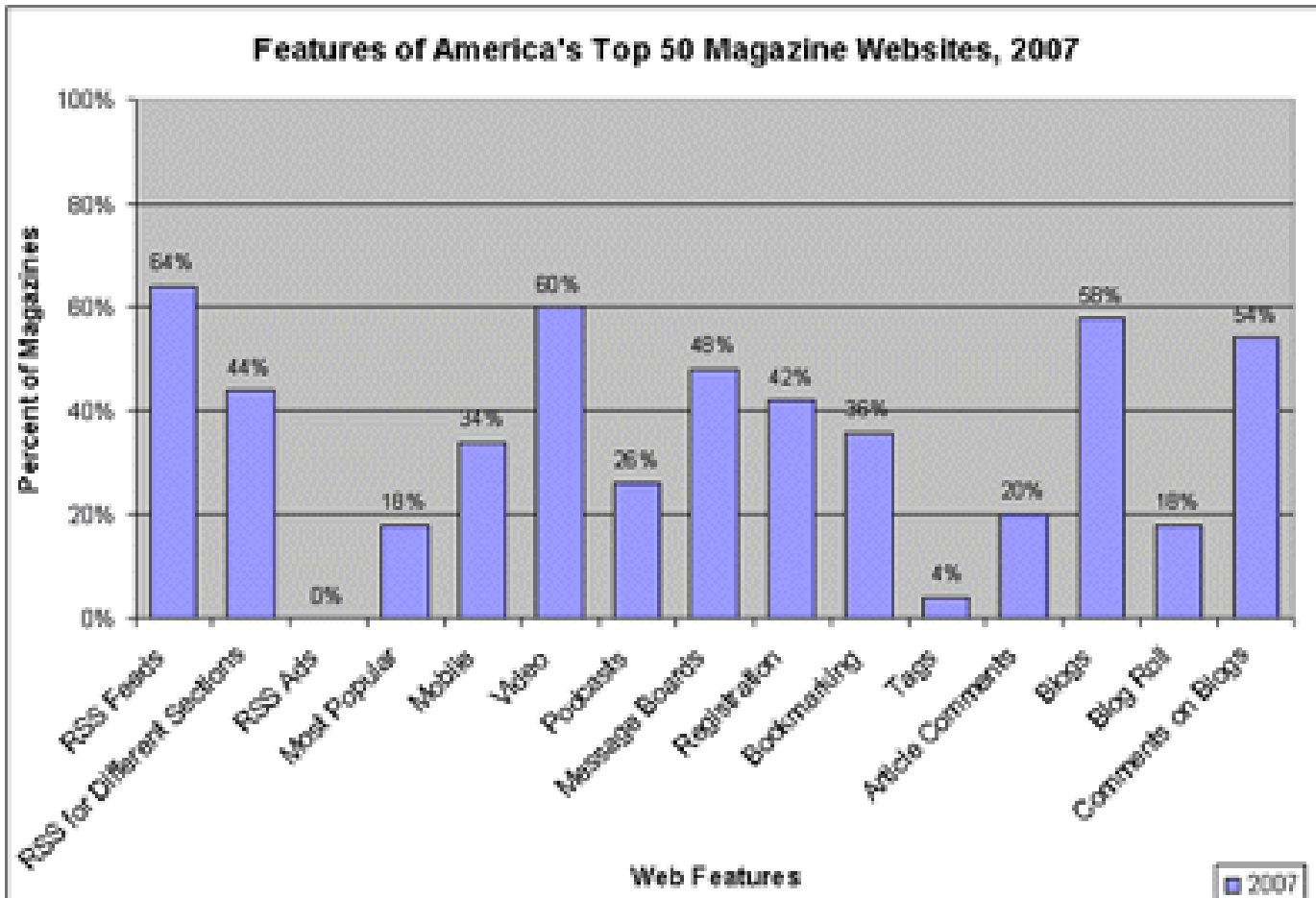
*Contact is  
King?*



*Can Content be  
Both?*

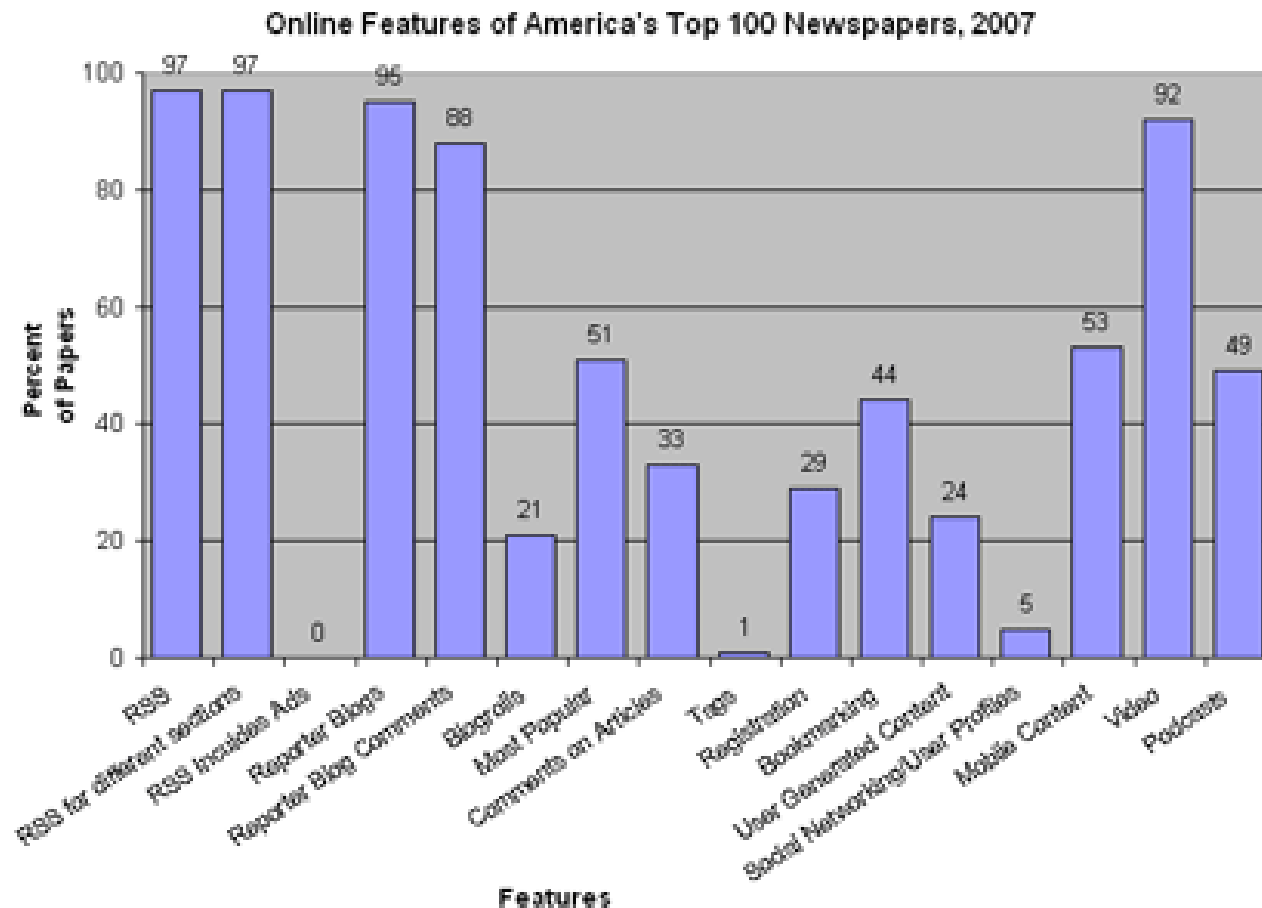


# Magazine Content Goes Social

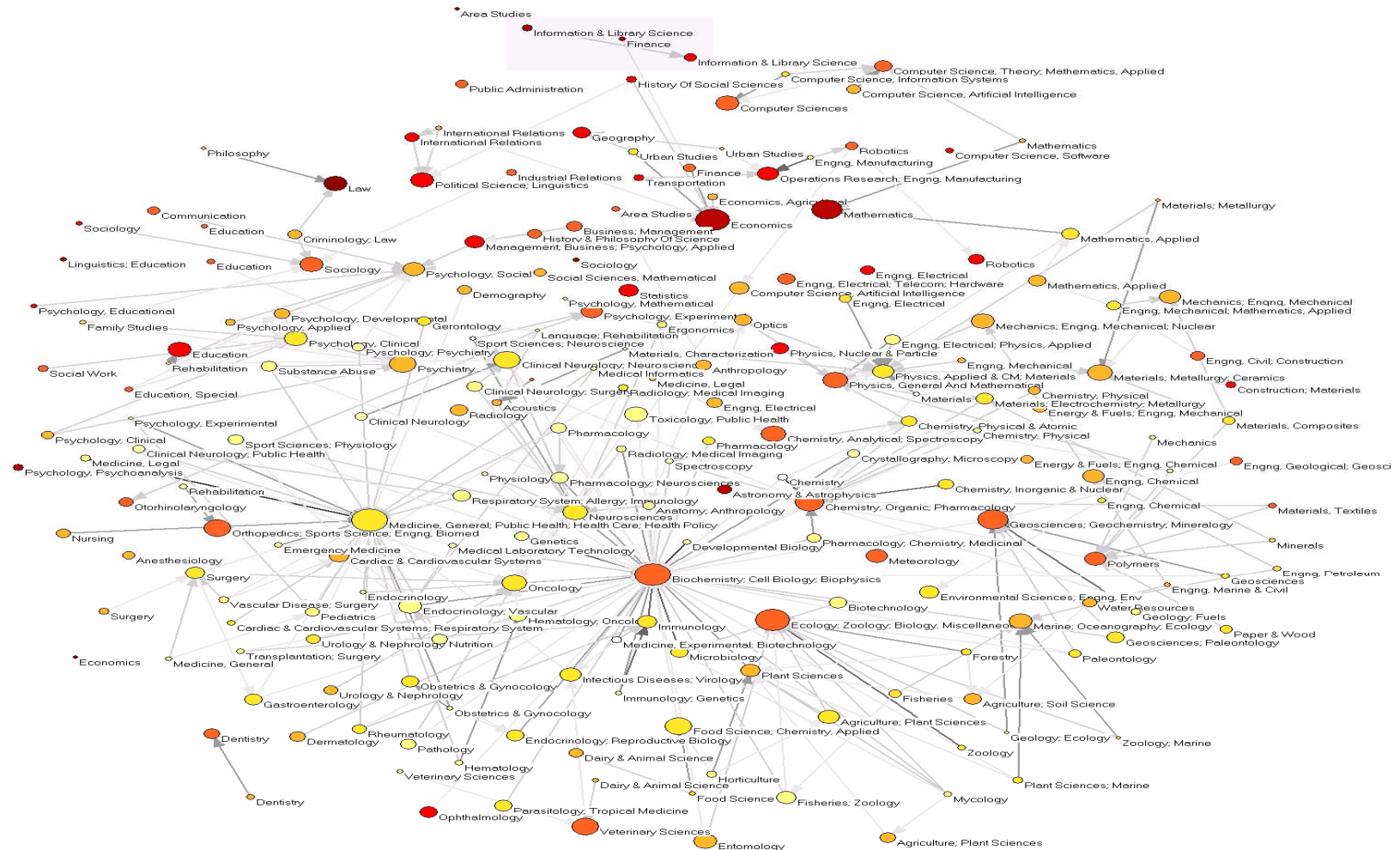




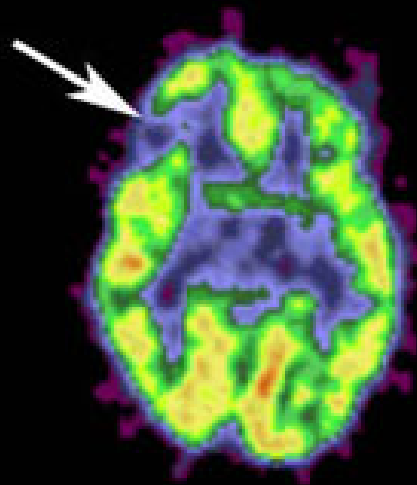
# News Content Goes Social



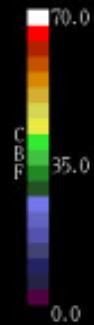
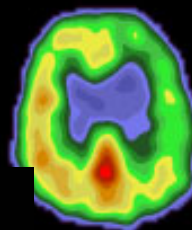
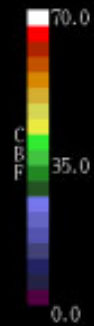
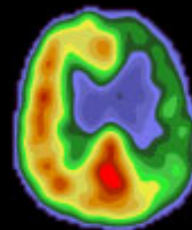
# Scholars' Citations Go Social



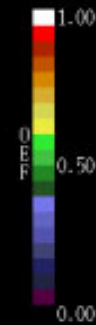
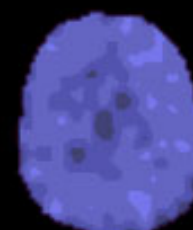
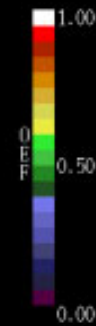
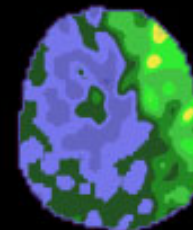




**CBF**



**OEF**



# Millennial Characteristics

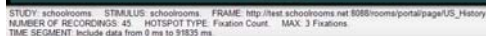
<b>Principled / Values</b>	<b>More Friends</b>	<b>More Diverse</b>	<b>Respect Intelligence</b>
<b>Optimistic / Positive</b>	<b>Internet Natives</b>	<b>More Choices</b>	<b>Format Agnostic</b>
<b>Balanced Lives</b>	<b>Adaptive / Flexible</b>	<b>Civic Minded</b>	<b>High Expectations</b>
<b>Collaborative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

Credit: Richard Sweeney, NJIT



# 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.



Dr. Jason Holmes, *Associate Professor*  
School of Library and Information Science (SLIS)

Dr. David Bohian, *Associate Professor*  
Information Architecture/Knowledge Management Program (IAKMP)

Dr. Yan Zhang, *Associate Professor*  
School of Library and Information Science (SLIS)

Dr. Athena Sakala, *Associate Professor*  
School of Library and Information Science (SLIS)

Dr. Greg Rydell, *Associate Professor*  
School of Library and Information Science (SLIS)

Mar 22, 2006









# SCHOOLROOMS

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

EXPLORE  
DISCOVER  
LEARN

Explore Learn

## Discover More...

- What is SchoolRooms
- What's in SchoolRooms
- Who Uses SchoolRooms
- Why Students Like SchoolRooms
- How to Use SchoolRooms
- Events

## Earth Science Room: The Amazing Sun



- corona - the sun's atmosphere
- chromosphere
- photosphere - the light-producing layer
- core - where the nuclear fusion of helium and hydrogen takes place
- sunspot - dark patch that makes cooler gases

© 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:



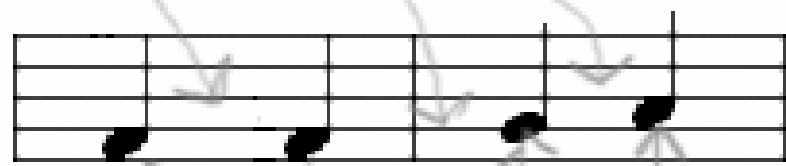
**Boston Public Library**  
 Discover how **Boston**

Ohio  
 Boston +  
 Philadelphia  
 Delaware  
 California  
 South Carolina  
 Australia  
 etc.





this



...is as important as this



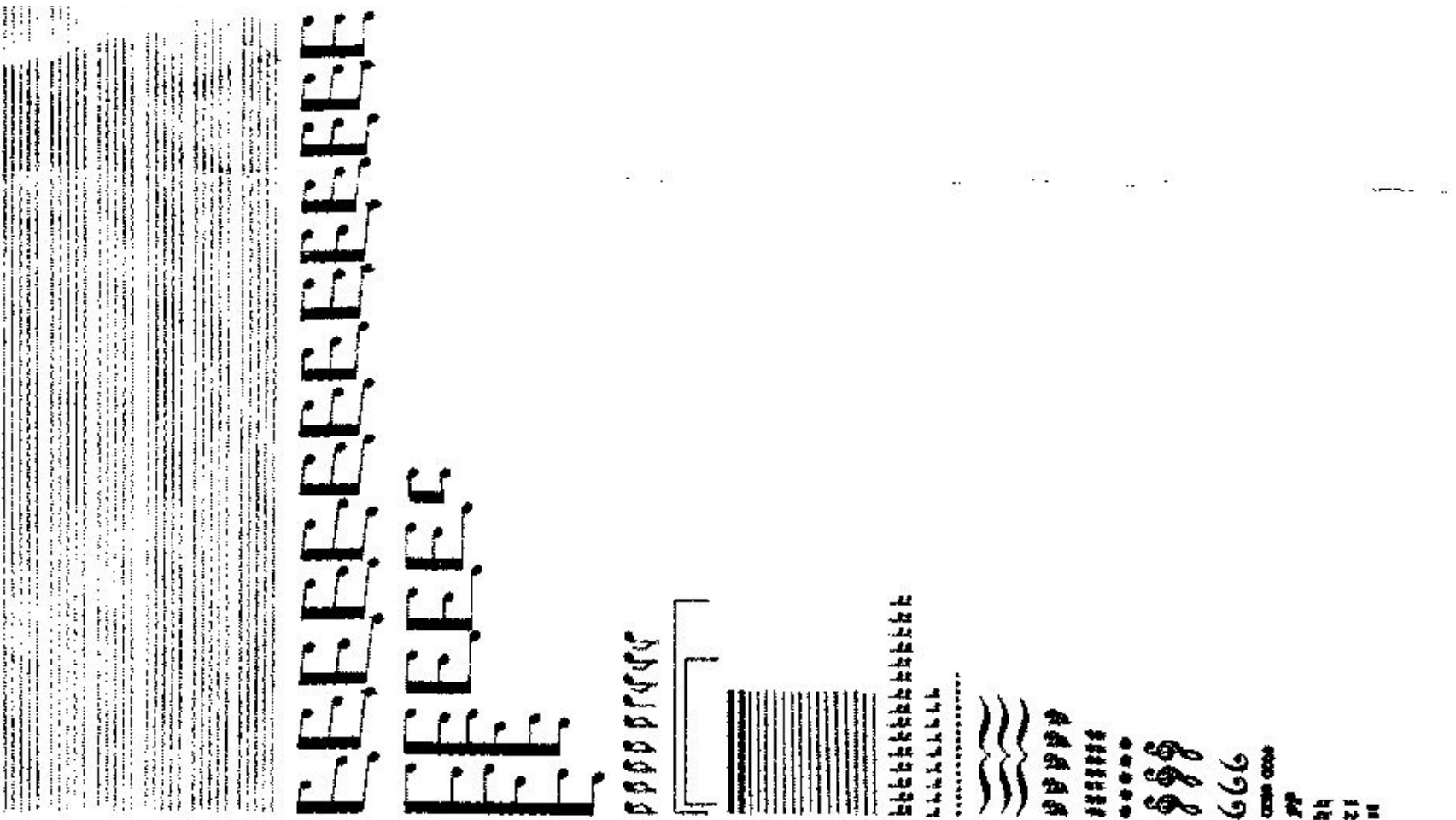
*pp*

*Ped.* \* *Ped.* \*

*Ped.* \*








1. 2.

*Ped.* \* *Ped.* \*





*" **Web 2.0** generally refers to a second generation of services available on the WWW that lets people **collaborate** and **share** information online." Wikipedia*

- Shared Pictures = 
- Shared Knowledge =  
- Shared Bookmarks =  [del.icio.us](http://del.icio.us)
- Shared News =  **Technorati**<sup>TM</sup>
- Shared Videos =    
Broadcast Yourself<sup>TM</sup>
- Shared Everything = 

facebook

LibraryThing<sup>BETA</sup>



amazon.com



OVERDRIVE<sup>®</sup>



ELF - keeping tabs on your library material











# What is the Magic Sauce?

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



BRICKS

CLICKS

TRICKS



[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](#)



LibraryThing BETA

amazon.com

MySpace Books





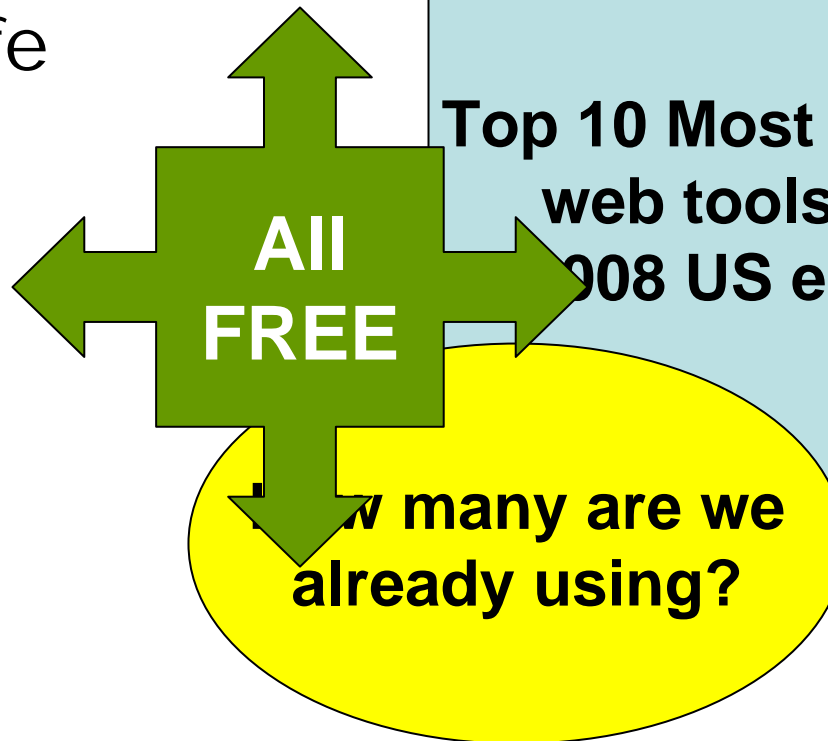
# Top 13 2.0 Apps for Librarians

- 1. Google Suite
- 2. Meebo/Chatango
- 3. Wikipedia
- 4. Worldcat.org
- 5. Amazon.com
- 6. Del.icio.us
- 7. Bloglines
- 8. Zotero
- 9. Facebook
- 10. Wordpress
- 11. MediaWiki
- 12. Ning
- 13. Twitter



## 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**



# Change?



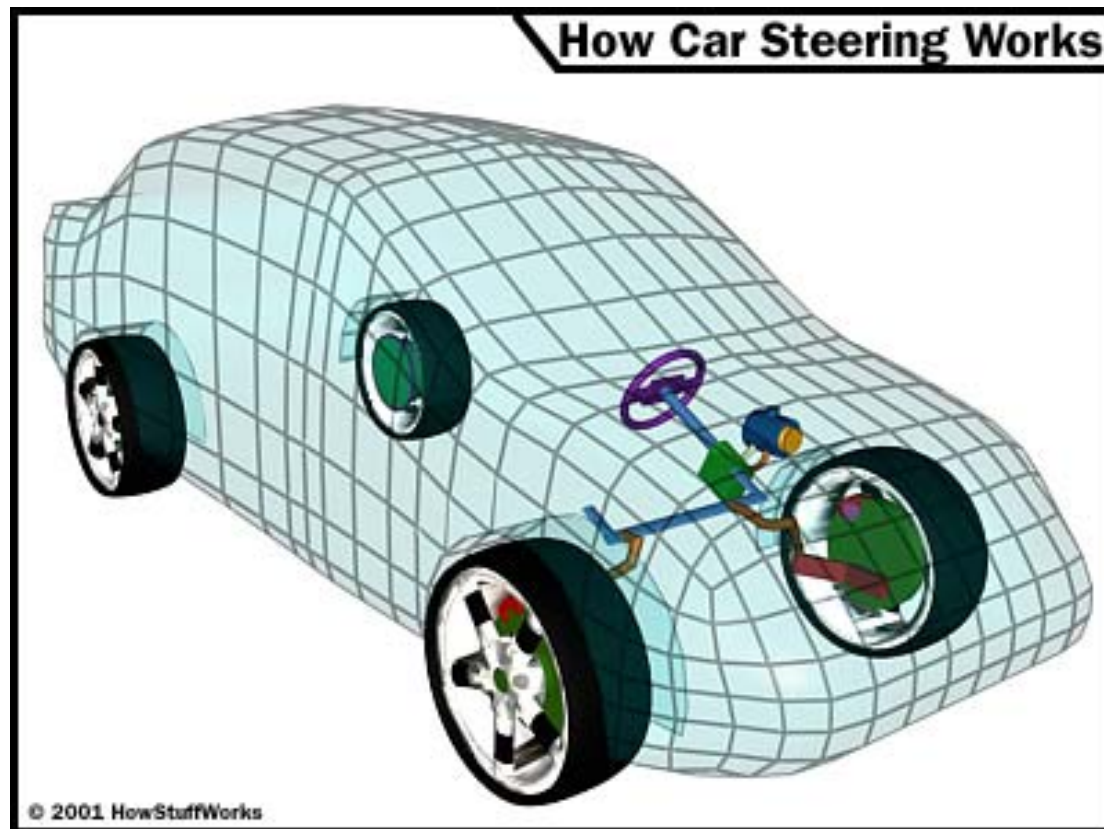


# Focus?





# Focus?







2.0 is about *play*



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



# Learning 2.0





# 23 Things Learning 2.0

- *Week 1: Introduction*
- *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

- Helen Blowers latest PLCMC innovation
- [Learning 2.1: Explore... Discover... Play!](#) is the continuation of Learning 2.0
- Requested by staff very often. It is an ongoing list of 'things' with guest bloggers rotating and taking the helm each month as Learning Guides.
- There is a public [Learning 2.1 Ning network](#) as well as a Learning 2.1 Wiki.
- Check it out and feel free to join.  
[explorediscoverplay.blogspot.com](http://explorediscoverplay.blogspot.com) - mashing up 21st century skills with lifelong learning. :)



# 5 Weeks to a Social Library

- <http://www.sociallibraries.com/course/week1>
- **Credit: Amanda Etches-Johnson, Meredith Farkas, et al and the entire 5 weeks team.**





# 180+ Things

- "If you are up for a challenge and would like to learn something NEW every day? Keep an eye on this fascinating Blog by a Reference Librarian located in Guam!
- Titled: [The Internet can change your life](#): 'a series of daily assignments designed to teach the newbie all the wonderful things the Internet has to offer'
- It's not too late to catch up...
- <http://rameyerguam.blogspot.com/>

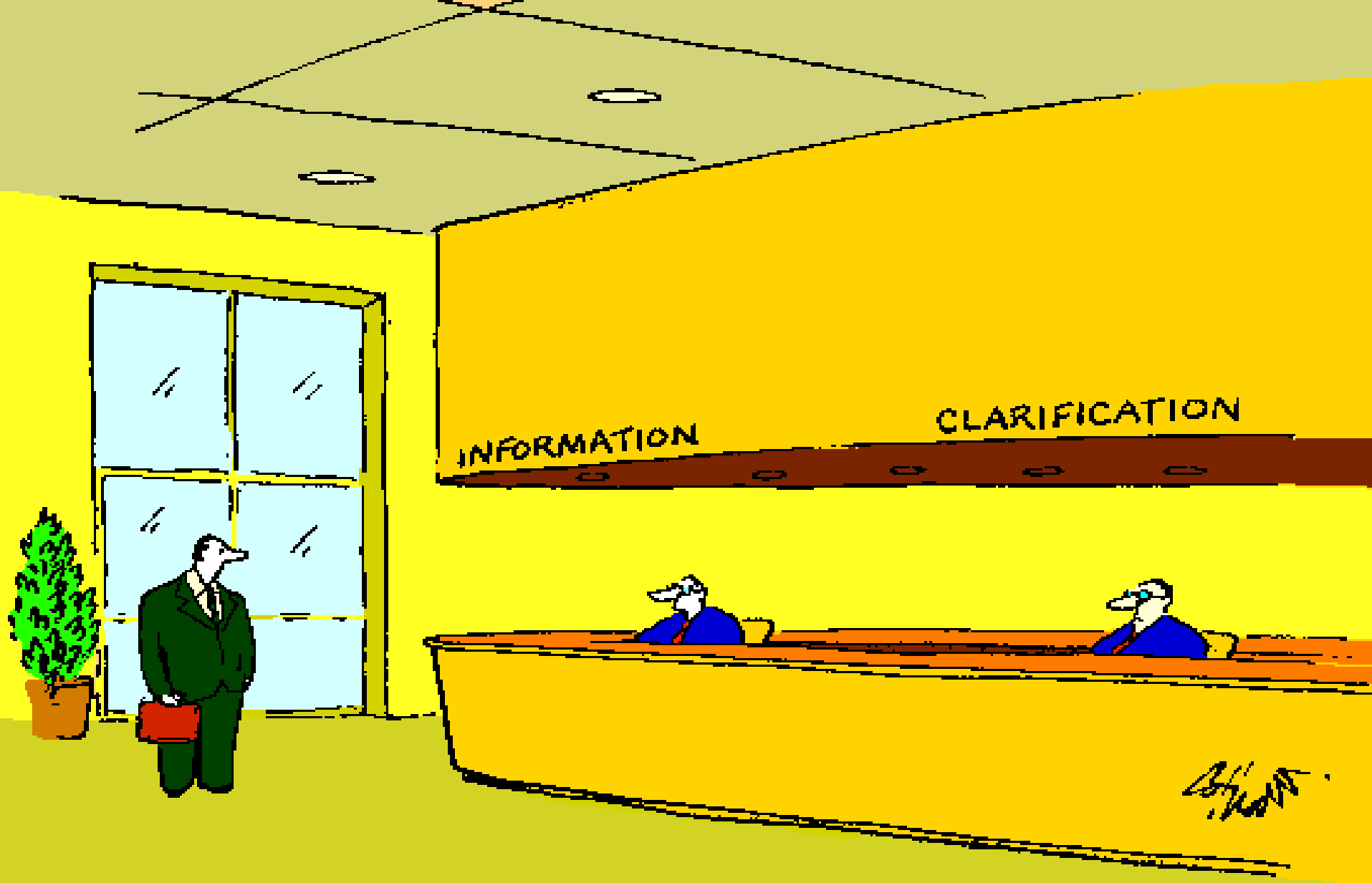
# Build a Petting Zoo

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



Play















# Intention Paths





# How do we create the new user experience?





# Opportunities

- E-Learning
- API's
- SaaS or ASP – Hosted Solutions
- Information Commons, Learning Commons
- Meta-Learning metadata
- Medical (or other) Community Integration
- Partnerships- RSS Reach
- Learning Object Repositories (SCORM)



# The Reference Transformation

- Reference Cowboys
- Capturing Expertise - Sustainability
- Virtual Operations
- Trans-generational mentoring
- Inter-generational support (tags, wikis, etc.)





# Understand JSR168, Portlets and RSS



**Adopt API's, AJAX, Java  
J2EE, widgets, gadgets,  
mashups, Oracle, etc.**




# Get on the Visual, Faceted, OpenURL and Federated Search Wagon



# Visual Ideas

- SirsiDynix Brainware Faceted Display
- Grokker
- Aquabrowser
- KartOO
- Endeca
- Folksonomies and Word Clouds
- etc.

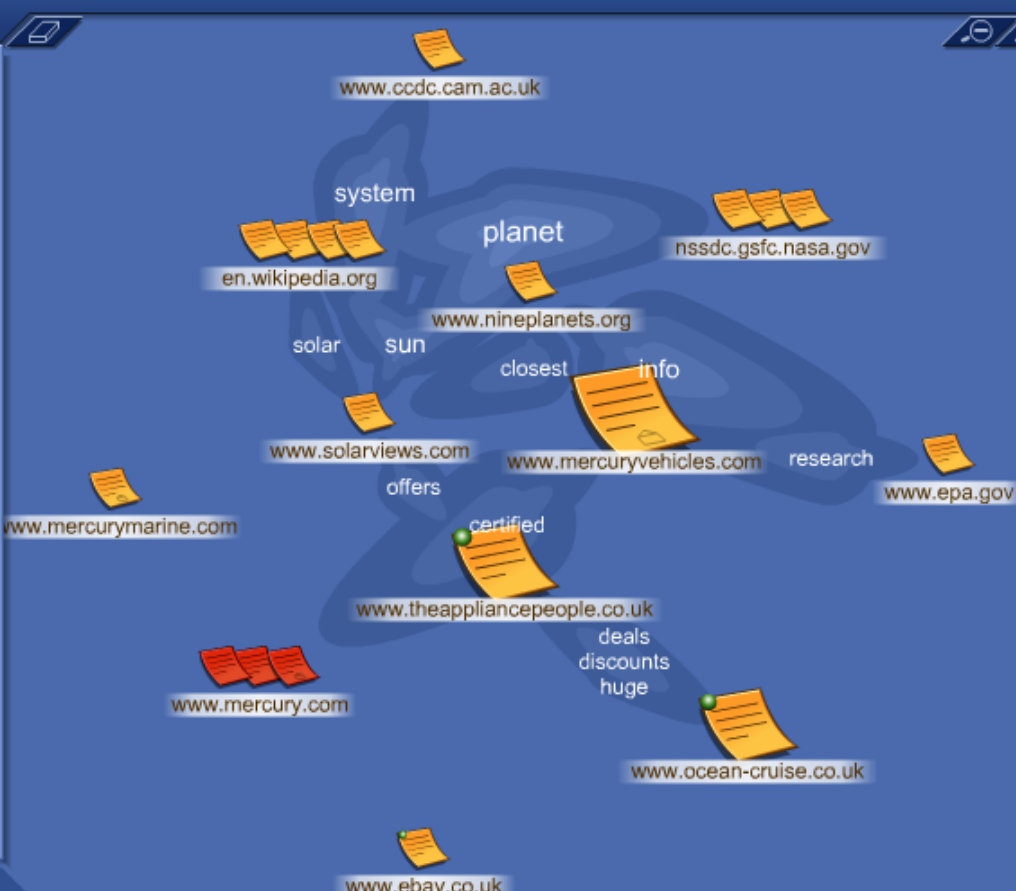
KartOO visual meta s...


**KartOO**  
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 Popular Queries



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 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

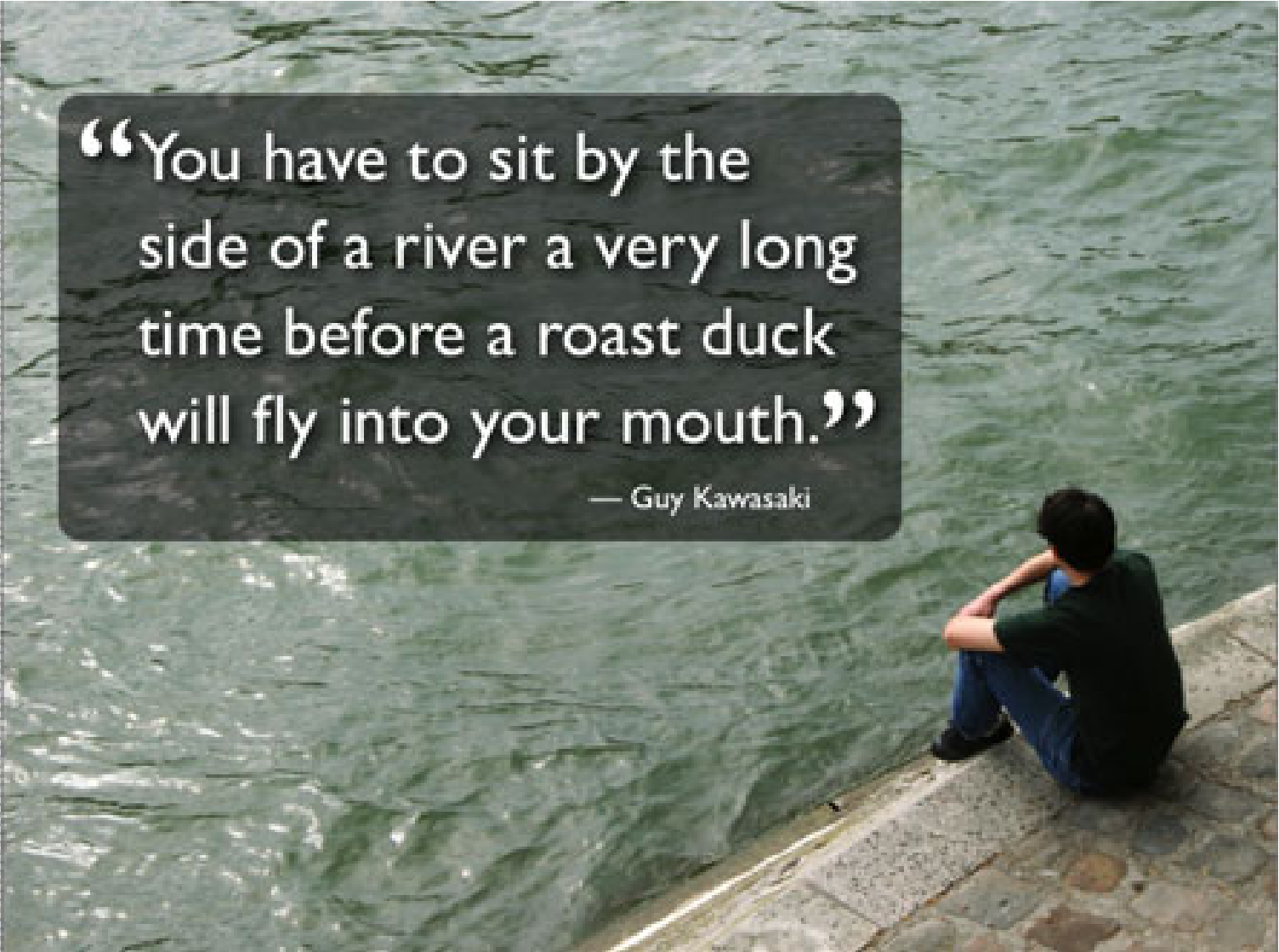
**KartOO**





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

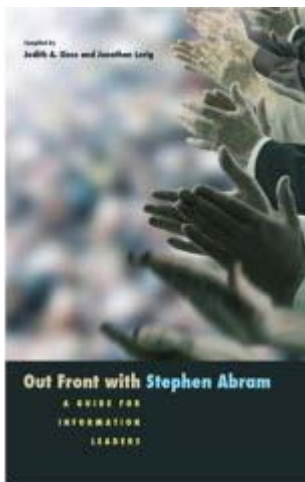


A person with dark hair, wearing a dark green t-shirt and blue jeans, is sitting on a stone ledge by a river. They are looking out at the water, which has a greenish tint. The stone ledge is made of large, irregular stones. The background is a vast expanse of water with some ripples.

“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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Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>