

15 Technologies That Are Transforming Our Associations

WSAE, Milwaukee

April 3, 2008

Stephen Abram, MLS, FSLA

President 2008, SLA

Vice President,
Innovation SirsiDynix

Chief Strategist,
SirsiDynix Institute





Stephen Abram

CLA, OLA, SLA,
ITAC, IFI

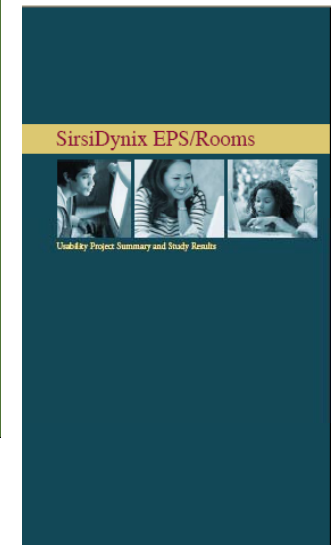
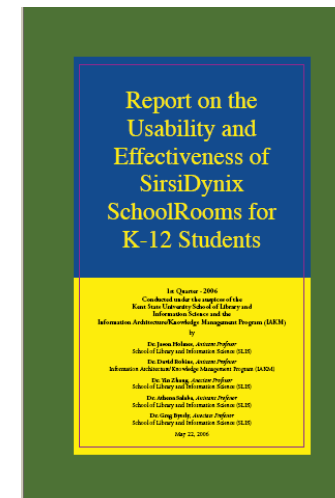
U of Toronto, San
Jose State, Clarion
U

Stephen's
Lighthouse blog
Conferences and
writing

SirsiDynix
Innovation (global)
SirsiDynix Institute

Research and Insights

- Kent State U study of K-12 learners
- Huntsville Madison usability study
- Personas work
- Normative Data Project
- Visualization and Facets
- UCD User-centered Design
- Etc.



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!

RSS WIKI IM OH MY!  **1.0**
Edition

ASSOCIATION 2.0

FOR

DUMMIES

*STOP MAKING
THEM COME
TO YOU,
HECK, AT
LEAST MEET
THEM IN THE
MIDDLE.*

Can I blog my
opinion of our
board?



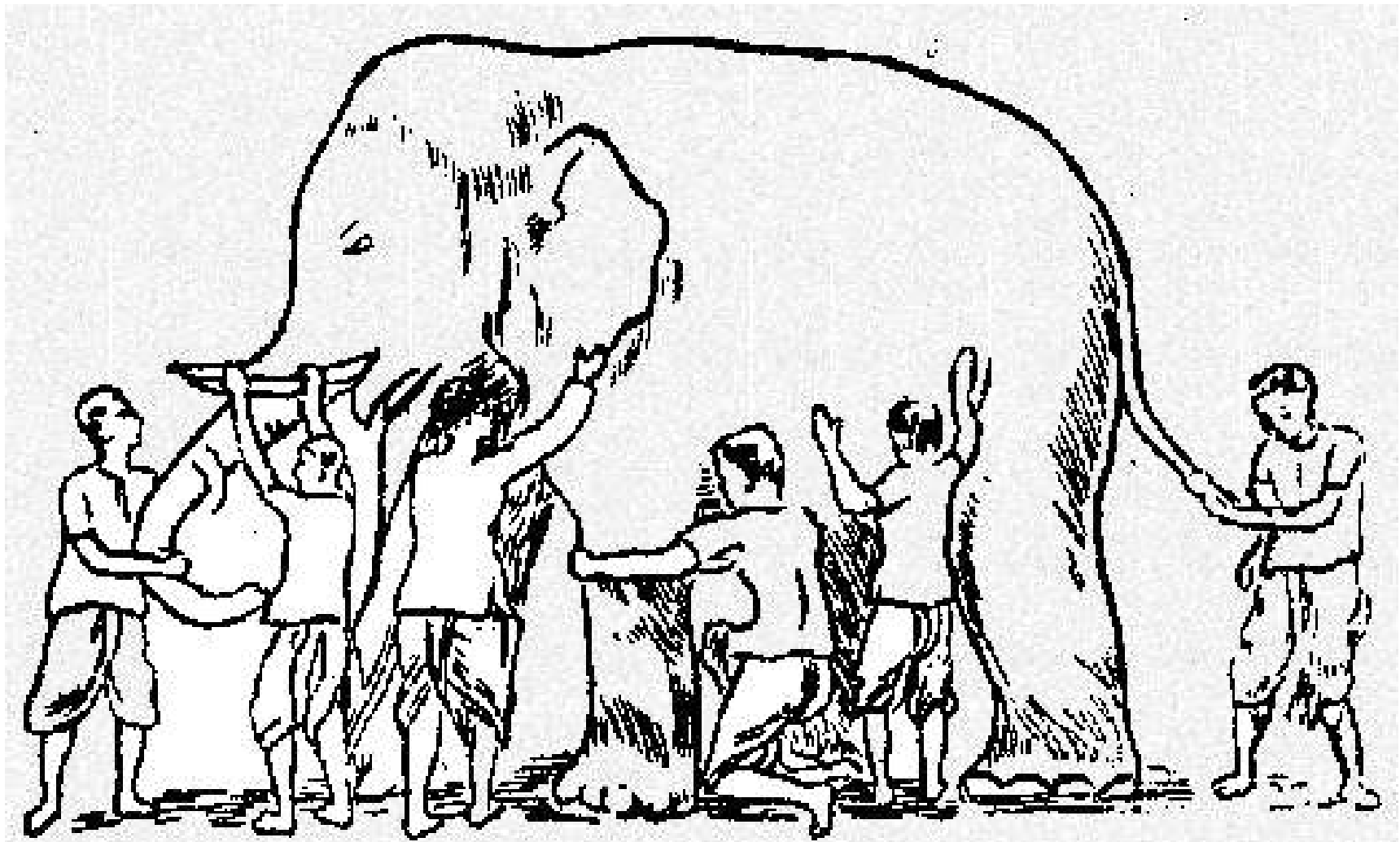
www.SignGenerator.org



What does
Lifelong
Learning
Mean?



Do Your Members Know Your WHOLE Association?





Associations

- Networking
- Learning / Professional Development
- Influence / Lobbying / Public Education
- Selling Stuff (You gotta survive!)

Challenges:
Diverse Members
Life Stages
Communication
Financial
Change Management
Diffusion

Association Expectations 2.0

- Connect me – to information, to other members, to influencers, to staff
- Deliver an ecology where I can learn
- Deliver an experience that engages
- Let my voice be heard
- Be there virtually and physically



Build a Sandbox

Personal Play

- GO2WEB20.net
- The Complete Web 2.0 Directory
- <http://go2web20.net/>



Example: SLA

Supporting the Tradition

- Membership Growth
- 2009 Centennial
- Strategic Alignment Research
- A New AMS! Yay.
- E-learning accreditation (IACET) and learning partnerships
- Special partnerships, e.g. SIIA, ASAE, InfoToday, educators

Traditional Value

- Units – chapter, divisions, caucuses
- Leadership opportunities
- Professional development
- Conferences
- Publications
- Listservs
- Influence, educating influencers
- Certification

Studying the Future

- The Strategic Alignment Project
 - Study influencers
 - Study Us
 - Technology Forecast
- The March 2008 Board Long Term Strategy Retreat

Your Website



Advertisement

Presenter: Daniela Barbosa, Dow Jones Client Solutions



[QuickLinks ▼](#)

Advanced Search Options

Not a member? Join SLA | Forgot Your Password? ☐ Remember

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

Welcome to SLA!

Through innovative learning, successful networking, and effective advocacy, SLA is a connective force for our profession.

Click here to join now!

2008 SLA Leadership Summit

Join hundreds of leaders of SLA, its chapters, divisions, sections, caucuses and committees as they prepare for the year ahead and begin planning for the Centennial Year. **Register today.**

[Read More](#)



Upcoming Events

- Nominate 2009 BOD
- 2008 Leadership Summit
- Events Calendar
- What's New at Click U
- Course of the Month
- 2007 Research Grant



Membership 101

- NEW - Update Your Information
- Connect with Units
- Change/Add a Unit
- Info Pro... What's that?



Useful Resources

- 2007 SLA Annual Salary Survey now available!
- 2008 Member Volunteer Opportunities
- SLA Feed Reader
- Membership Directory
- New SLA Wiki



SLA NEWS

- New Certificate in Copyright Management Offered by SLA's Click University®
- SLA Announces Survey Results Showing Salary Increases

Career Center

[Job Seekers](#)

- [Search Jobs](#)
- [Post Resume](#)
- [Virtual Advisors](#)

[Latest Opportunities](#)

- [Architecture and Instruction](#)

[BLOGS](#)

[ADVOCACY](#)

CLICK U Live!

Web-based seminars for SLA members.

[CLICK UNIVERSITY](#)

Researching Patent and Trademark Information: Part 2, Trademark Information

January 23, 2008
2:00 pm - 3:30pm

Your Education Partner

[Try the Click U Course of the Month at NO CHARGE to Members!](#)



Home
Contact Us
FAQ
Feedback

CLICK UNIVERSITY Log In ▶

About Click

Learn at Click U

Student Center

Account

[Click U Live](#)

[Self-Paced](#)

[University Partners](#)

[Certificate Programs](#)

Search

GO

CLICK U Live!

[2008 Click U Live! Event
Calendar
Now Available](#)



New To Click U: 2008

2008 Click U Live! Event Calendar Now Available

Get a head start on planning your professional development and learning opportunities in 2008 by reviewing the Click U Live! 2008 event calendar. [learn more...](#)

CI Certificates Program Graduation


SLA hosted the final course of the 2007 CI Certificates Program in November and held a graduation ceremony for the first class of SLA members to complete a full certificate in Competitive Intelligence from Click U. Congratulations to all of our graduates! [learn more...](#)

Knowledge Management Certificates Program


CLICK U Certificates

- **CI Certificates Program Graduation**
- **Knowledge Management Certificates Program**
- **Certificate in Copyright Management**
- **Career Center**
- **Gary Price's Research Tool Box**
- **Denver Delivered!**
- **Professional Improvement Libraries: A La Carte Pricing**
- **SLA 2007 Conference Podcasts**
- **Course of the Month Course of the Month**
- **Leadership & Management Library (Almost 1,000 books)**
- **25% Student Member Discount**
- **University of Toronto: Professional Learning Centre**
- **IACET Recognition**

Leadership & Management Library

**CLICK UNIVERSITY**
an SLA experience

Leadership and Management


SLA
Connecting People
and Information

Home | [Sign Out](#) | [Help](#)

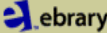
Search | **View** | **Bookshelf**

Simple | **Advanced** | Browse

Search for

 [Improve search results with Search Tips...](#)

English

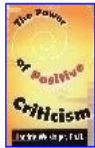
ebrary

Copyright ©1999-2008, ebrary.
By using this website you agree
to the [Terms of Service](#).

Search results: 988 documents

Sort results by: [Score](#) | [Title](#) | [Contributor](#) | [Date](#)


1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Next>>




Result 1 Score: 39%

[Power of Positive Criticism](#)

BOOK - 200 Pages

 [View](#)


Contributor: [Weisinger, Hendrie](#)
Publisher: [AMACOM](#)
Date: 2007
Dewey: 158.2
LC Call Number: BF637.C74.W45 2000eb
ISBN: 0-8144-0483-9
Subjects: [Criticism, Personal.](#),
[Psychology, Industrial.](#)




Result 2 Score: 38%

[How to Write a Business Plan \(8th Edition\)](#)

BOOK - 295 Pages

 [View](#)


Contributor: [McKeever, Mike](#)
Publisher: [Nolo](#)
Date: 2007
Dewey: 658.15/224
LC Call Number: HD30.28.M3839 2007eb
ISBN: 97-1-41-330562-3
Subjects: [Business planning.](#),
[New business enterprises -- Planning.](#),
[New business enterprises -- Finance.](#),
[Small business -- Finance.](#)



Result 3 Score: 39%

[Annual Review of Development Effectiveness 2006 : Getting Results](#)

BOOK - 120 Pages

 [View](#)

Contributor: [Huppi, Monika](#)
Publisher: [World Bank, The](#)
Date: 2006
LC Call Number: HG3881.5.W57.G48 2006eb
ISBN: 97-0-8213-8908-7
Subjects: [World Bank.](#),
[Banks and banking.](#),
[Organizational effectiveness.](#)

Innovation Laboratory



Advertisement

Know How Much You're Worth.

The 2007 SLA Salary Survey & Workplace Study is now available.

Search

Welcome back, Stephen. [Log Out](#) or [Account options](#)

QuickLinks▼

Advanced Search Options

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

Innovation Links
Wiki's
Blog's
Discussion Lists
Social Networking
Technology Links
Web 2.0 Term List
The Web 2.0 Directory

Welcome to the Innovation Portal
Membership in SLA means access to cutting-edge products, services, and programs designed specifically for you--the information professional. Information that adapts as fast as your environment, SLA sets the standard.

Tech News Daily
Your daily dose of technology headlines, brought to you by SLA Partner, Nexerpt. Articles and Archive



Members
Login
My SLA
Events
Renew

Non-Members
Join
Benefits
Request Information

Info Videos
Blogging
Podcasting
Second Life
Social Networking
Wiki's
Test Jump



Web Design: Dreameaver
Getting Started
Site Development
Adding Images
Links, Fonts and Color
Creating Navigation Bars



Online Training Center
Atomic Learning
Partnership
Test



 **Technology Showcase**

 **SLA Collaboration Central**

Atomic Learning

- Access to over 25,000 software training movies for a calendar year
- Access to all additional tutorials added throughout the year. 500 or more new tutorials are added every 45 days.
- Just-in-time software training
- Valuable educational resources
- Online Newsletter and Tech Tips



[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

Wikipedia defines a **Blog** as -

A website where entries are written in chronological order and commonly displayed in reverse chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art(artlog), photographs (photoblog), sketchblog, videos (vlog), music (MP3 blog), audio (podcasting) and are part of a wider network of social media. Micro-blogging is another type of blogging which consists of blogs with very short posts.

Below are YouTube videos of three popular Blogging sites:

WordPress:



BlogRovR:



TypePad:





Advertisement

**Know How Much
You're Worth.**



The 2007 SLA Salary
Survey & Workplace
Study is now available.

Search

Welcome back, Stephen. [Log Out](#) or [Account options](#)

QuickLinks▼

[Advanced Search Options](#)

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

[Home](#) > [SLA Community](#) > [SLA Blogs](#)

Adjust Font Size:



[Unit Blog Guide](#)

SLA Blogs

SLA operates several Web logs, or blogs, where members can catch up on topical information and leave comments. A list of the open blogs is below:

SLA & SLA Unit Blogs

SLA Blog
INFO X - The CEO's Blog
Solos Helping Solos Blog
Impact: Leadership & Management Division Blog
Information Technology Division
IT Blogging Section
Government Information Division
Kentucky Chapter
Bio Med Division/Systems Thinking Perspective
Pharmaceutical & Health Technology Division/Position Profiles
IPANDA Net
Chapter Modeling Task Force
Remembering Frank Spaulding
SLA 2006 Conference Blog
SLA 2005 Conference Blog

Advocacy

Action Alerts

[Save the Date:
Sunshine Week, 19
March 2008](#)

[\\$1 Million Allocated
to Restore EPA
Libraries](#)

[Save the Date:
National Library
Legislative Day, 12
Recent SLA Initiatives](#)

[CAREERS](#)

[BLOGS](#)

SLA invites units to create their own blogs on SLA's service through



Advertisement

Know How Much You're Worth.



The 2007 SLA Salary Survey & Workplace Study is now available.

Search

Welcome back, Stephen. [Log Out](#) or [Account options](#)

QuickLinks▼

Advanced Search Options

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

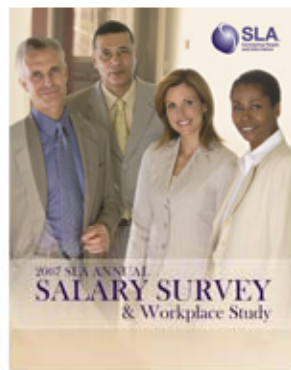
[Home](#) > [Resources](#) > [Research and Surveys](#) > [Salary Surveys](#) > [2007 Salary Survey](#)

Adjust Font Size:



2007 Salary Survey & Workplace Study

The 2007 SLA Salary Survey & Workplace study is available!
[Click here to purchase.](#)



2007 Salary Survey Results

2007 Basic Annual Salaries:

Canada
 United States
 United Kingdom
 All Other Europe

Blogs

[SLA-IT](#)
[Mobile Phone](#)
[Projectors](#)

CAREERS

ADVOCACY

[Gov. Information Division](#)
[Pew Survey: Finding](#)
[Government-Related](#)
[Information](#)

[IT Blogging Section](#)
[New Year's Resolution: Blog](#)
[more!](#)

	Salary						Percent Change
Respondent	10th	First	Median	Third	90th	.	Mean

NewsGator Alliance



Advertisement

Know How Much You're Worth.



The 2007 SLA Salary Survey & Workplace Study is now available.

UserID

Password

[QuickLinks▼](#)

[Advanced Search Options](#)

[Not a member? Join SLA](#) | [Forgot Your Password?](#) ☐ Remember

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

[Home](#) > [Resources](#) > [News Connections](#)

Adjust Font Size:
A A A A

News Connections

Welcome to **News Connections**, the latest of the SLA Connections series of resources published to keep SLA members abreast of the latest industry and association news.

SLA Feed Reader

SLA News Connections now includes access to open Web content driven by [NewsGator's](#) reader, delivering RSS feeds to the desktops of SLA members.

**** Find out more about how RSS can improve the way information is disseminated in your organization**** Attend a free educational Webinar from [NewsGator Technologies](#)

Read the latest Factiva News Connections.

These articles are summarized by topic, of which there are currently eight, using Factiva Track Modules.

Read the latest Nexcerpt News Connections.

Connect to web sites for news and other items of interest.

****Create and publish your own Nexcerpt issues!****
[SLA members receive a 10% discount on Nexcerpt's services.](#)

If you have ideas for additional topics, please let us know at resources@sla.org.

Advocacy

Action Alerts
[\\$1 Million Allocated to Restore EPA Libraries](#)

[Save the Date: Sunshine Week, 19 March 2008](#)

[Save the Date: National Library Legislative Day, 12](#)

[Recent SLA Initiatives](#)

[CAREERS](#)
[BLOGS](#)

NewsGator Alerts

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

[Read](#) | [Manage](#)

◀◀ ◀ Page 1 of 2 ▶ ▶▶

-  My Clippings (0)
-  **My Feeds (15)**
-  Stephen's Lighthouse (15)

- * Organize the list by dragging and dropping.
- * Rename or delete items by right-clicking.
- * [Advanced feed and folder tools.](#)

Add Content

Categories

-  SLA
-  LIS
-  Copyright
-  Careers
-  Headlines
-  Technology
-  Advertising & Marketing
-  Biomedical & Life Sciences
-  Business & Finance
-  Chemistry
-  Competitive Intelligence
-  Education
-  Engineering
-  Environment & Resource Management
-  Food, Agriculture & Nutrition
-  Government Information
-  Information Technology
-  Insurance & Employee Benefits

It's Not Very Old

1/16/2008 9:23:39 PM

All these things we depend on are truly quite young.

This month marks the 25th anniversary of TCP/IP. It was co-invented by our SLA Seattle Conference keynote Vinton "Vin" Cerf.

So TCP/IP is about as old as a university grad just starting out today.

I put up my first website at the end of 1994 based on 1992 CERN stuff. It was awful. The Canadian government went on the web in 1995 about the same time as America Online started offering internet access.

So websites are about 14. Wow - all set for an exciting high school career.

It is joined by browsers that started out in about 1993.

Just getting to sophomore year.

Just recently we noticed that Google's domain name was 10 years old but the search service is only about nine.

So Google style searching is only in about grade five.

Last week, Wikipedia turned 7 or 8. So it is in Grade 4.

Blogs started in about 1998 but really blossomed in 2002.

So they're ten too and join Wikis in grade four homeroom.

MySpace is from 1999.

A sturdy 8 year old. Grade 2 is fun.

Delicious tagging started in 2003.

So it's four and entering junior kindergarten.

Factica Alerts

Factiva Alerts Help

Publications Web News

Compet. and Bus. Intell. [View All](#)

1. [In November last year, business publisher and advisory service Wolters Kluwer...](#) Computer Weekly, 8 January 2008, 812 words, English

Copyright [View All](#)

1. [Third-year law students take on recording industry \[Corrected 01/08/ 08\] ; Working in the legal aid clinic, the two challenge file-sharing ...](#) Portland Press Herald, 7 January 2008, 998 words, English
2. [SONY CHANGES ITS TUNE](#) The Independent, 9 January 2008, 1187 words, English
3. [Pause that VCR! You're likely breaking the law; Canada's proposed copyright revamp stumbles over practical consumer issues](#) Calgary Herald, 7 January 2008, 1005 words, English

KM, CM, RM, Info. Mgt. [View All](#)

1. [Catch-all solution: Used to its full potential, a school's management information system can show where resources are best used and drive improvement](#) The Guardian, 8 January 2008, 1186 words, English
2. [Microsoft goes for Google jugular with search buy](#) Datamonitor News and Comment, 09:54 GMT, 9 January 2008, 963 words, English
3. [Technology Guide: Knowledge sharing - Keep everyone in the know](#) Human Resources, 4 January 2008, 1508 words, English

Search Tools [View All](#)

1. [Yahoo Focuses on Personalized Web, Debuts Updated Mobile Platform](#) Warren's Washington Internet Daily, 8 January 2008, 2145 words, English
2. [ChaCha fast-steppin' into mobile searches](#) Indianapolis Star, 3 January 2008, 1014 words, English
3. [Are Browsers Dead? Mobile phone users historically haven't used the browsers on their handsets. Does that say more about user habits or the ...](#) Wireless Week, 1 January 2008, 1273 words, English

Security and Information [View All](#)

1. [Court battle looms over drug act on data mining](#) The Washington Times, 7 January 2008, 1048 words, English
2. [Sears, Where America Sues; A slew of privacy incidents proceed a slew of corresponding lawsuits.](#) eWEEK, 7 January 2008, 1520 words, English
3. [U.S. Companies With Operations In Europe Must Comply With Data Protection Laws](#) Mondaq Business Briefing, 3 January 2008, 1117 words, English

The Web and Technology [View All](#)

1. [How to Avoid the 10 Worst Internet Scams in 2008: Most experts agree that 2007 was a record year for Internet scams. and 2008 will be even ...](#) eWEEK, 8 January 2008.



Advertisement

**Know How Much
You're Worth.**The 2007 SLA Salary
Survey & Workplace
Study is now available.

Search

UserID

Password

Login

QuickLinks▼

[Advanced Search Options](#)[Not a member? Join SLA](#) | [Forgot Your Password?](#)☐ Remember[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)[Home](#) > [Inside SLA](#) > [Press Room](#) > [SLA Press Releases](#) > [2006 Press Releases](#) > [23 October 2006 Press Release](#)

Adjust Font Size:



23 October 2006 Press Release

Contact:

Cara Battaglini
+1.703.647.4917
cara@sla.org

**SLA Partners with NewsGator to Deliver Free Customized RSS
Feeds to Info Pros**

Alexandria, Virginia, USA, 23 October 2006 - The Special Libraries Association (SLA) announced today that it has partnered with NewsGator to launch an online service that delivers RSS (Really Simple Syndication) feeds to the desktops of thousands of information professionals. This exclusive service is free only to members of SLA, and is available at www.sla.org as part of the SLA News Connections.

"Access to online content is nothing new to our community," said Janice R. Lachance, Chief Executive Officer of SLA. "Access to real-time RSS feeds, however, is new to the business world, and we saw this as an opportunity to expose our members to a practical solution through their SLA experience. We are thrilled that NewsGator has delivered this wonderful service for SLA and the global community of information professionals."

SLA News Connections now includes access to open Web content driven by NewsGator's reader. Members of SLA can access the content through the "Resources" tab on the SLA home page. Newsgator is also offering free educational Webinars and a special SLA member discount on their solutions for businesses. More information is available in the News Connections area

Advocacy**Action Alerts**

[Save the Date:
Sunshine Week, 19
March 2008](#)

[\\$1 Million Allocated
to Restore EPA
Libraries](#)

[Save the Date:
National Library
Legislative Day, 12
Recent SLA Initiatives](#)

CAREERS

BLOGS

SLA: Ideas to Energize *Innovation*

- Volunteer Project for Participation – sla.org
- Podcasts on Pay and Performance
- The Innovation Laboratory (Software, Wikis, Flickr, Blogs, social tool and more)
- Student Initiative
- Learning 2.0 – 23 Things in 15 Minutes a Day
- Seattle Conference Twitter
- Social Networking Pilots (Find me on Facebook and Ning)
- YouTube Videos
- The Testimony Project
- Second Life for SLA Orientation



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.
- Mobile Phone Day
- Special PC's: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations
- Gadget Petting Zoos



PLAN



SLA Annual Conference

Seattle 2008

(Seth Godin, Vint Cerf, Charlie Rose,
free wireless)

DC 2009 Centennial Conference

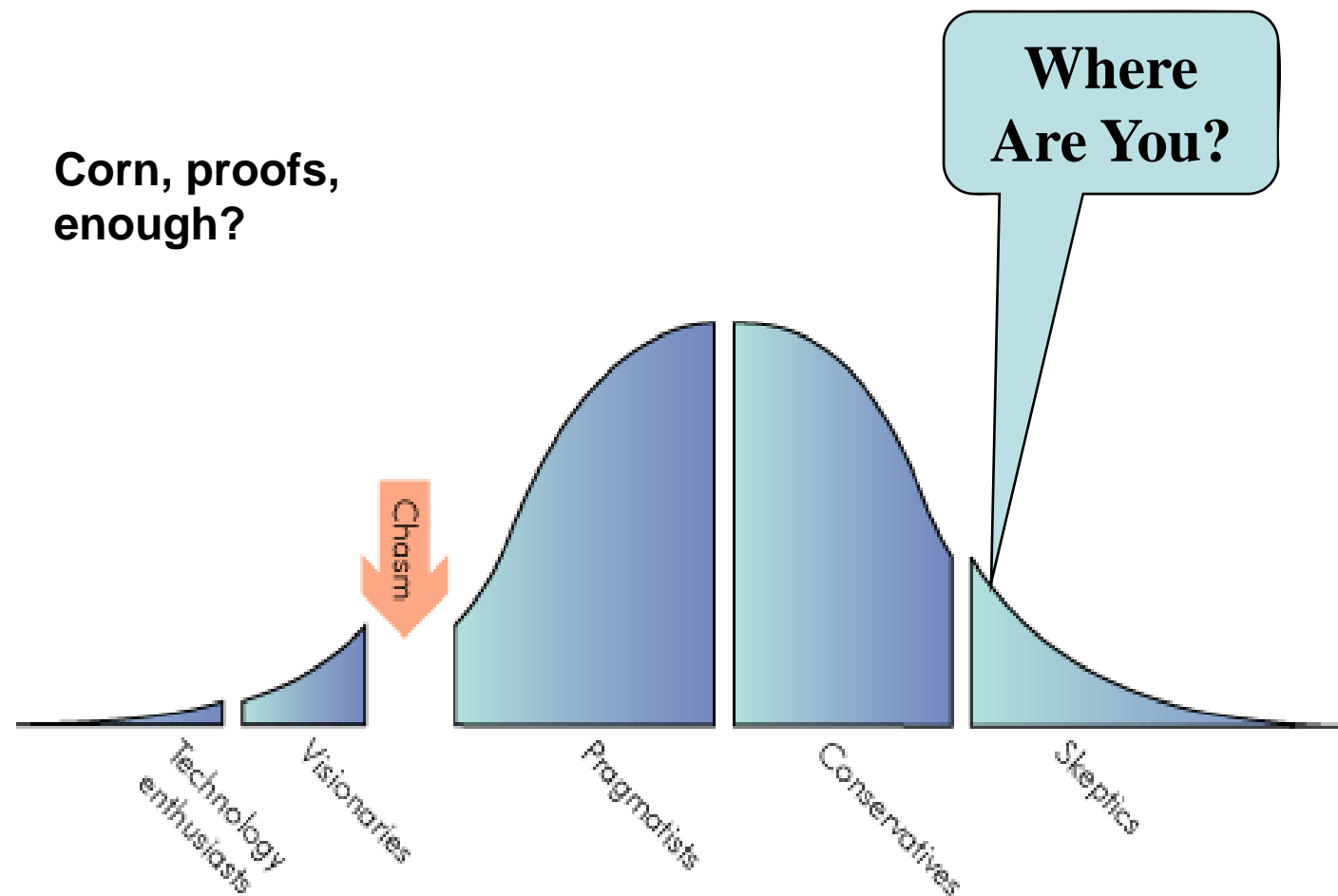
Innovate in 2008



Collegiality

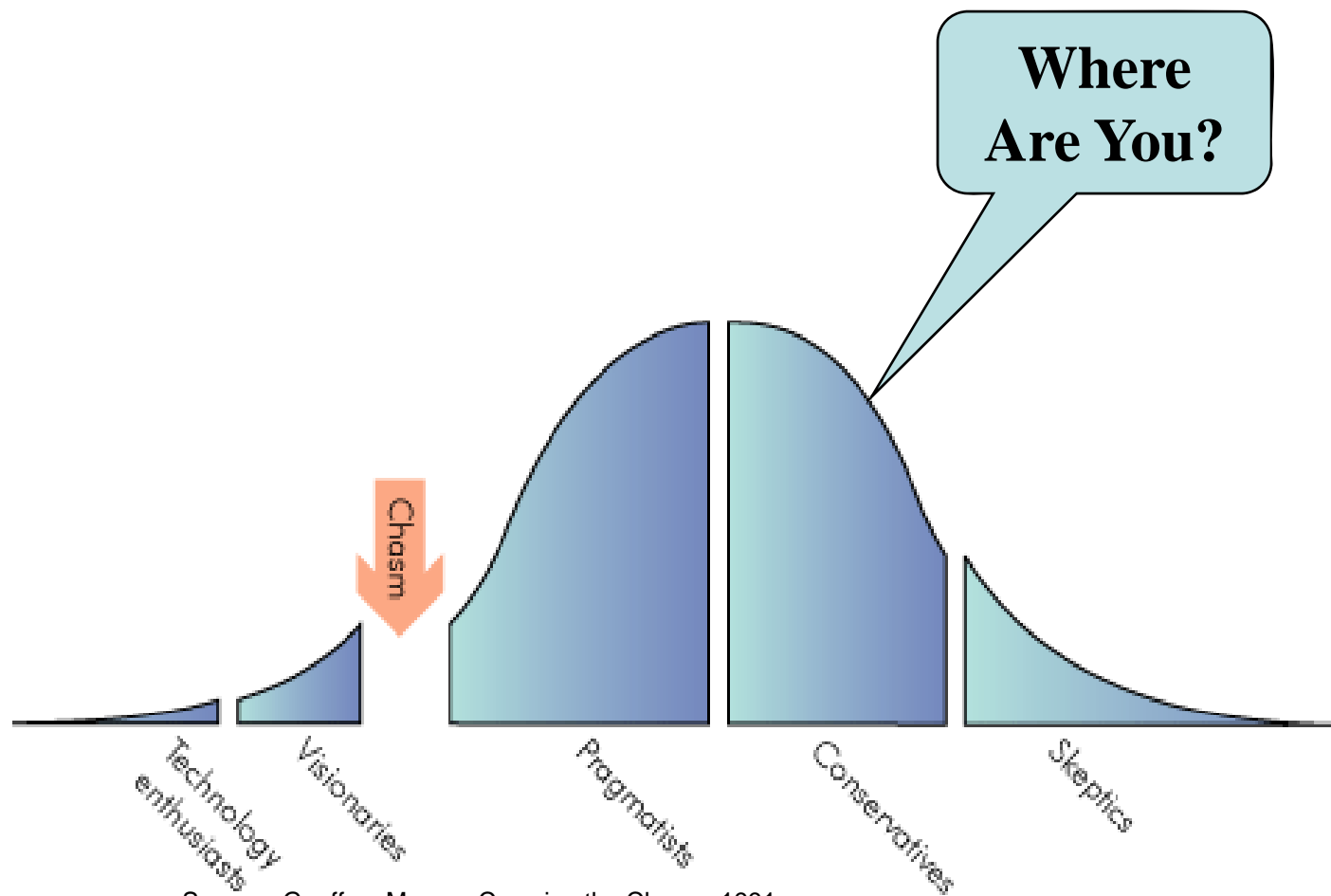


Classic Change Adoption



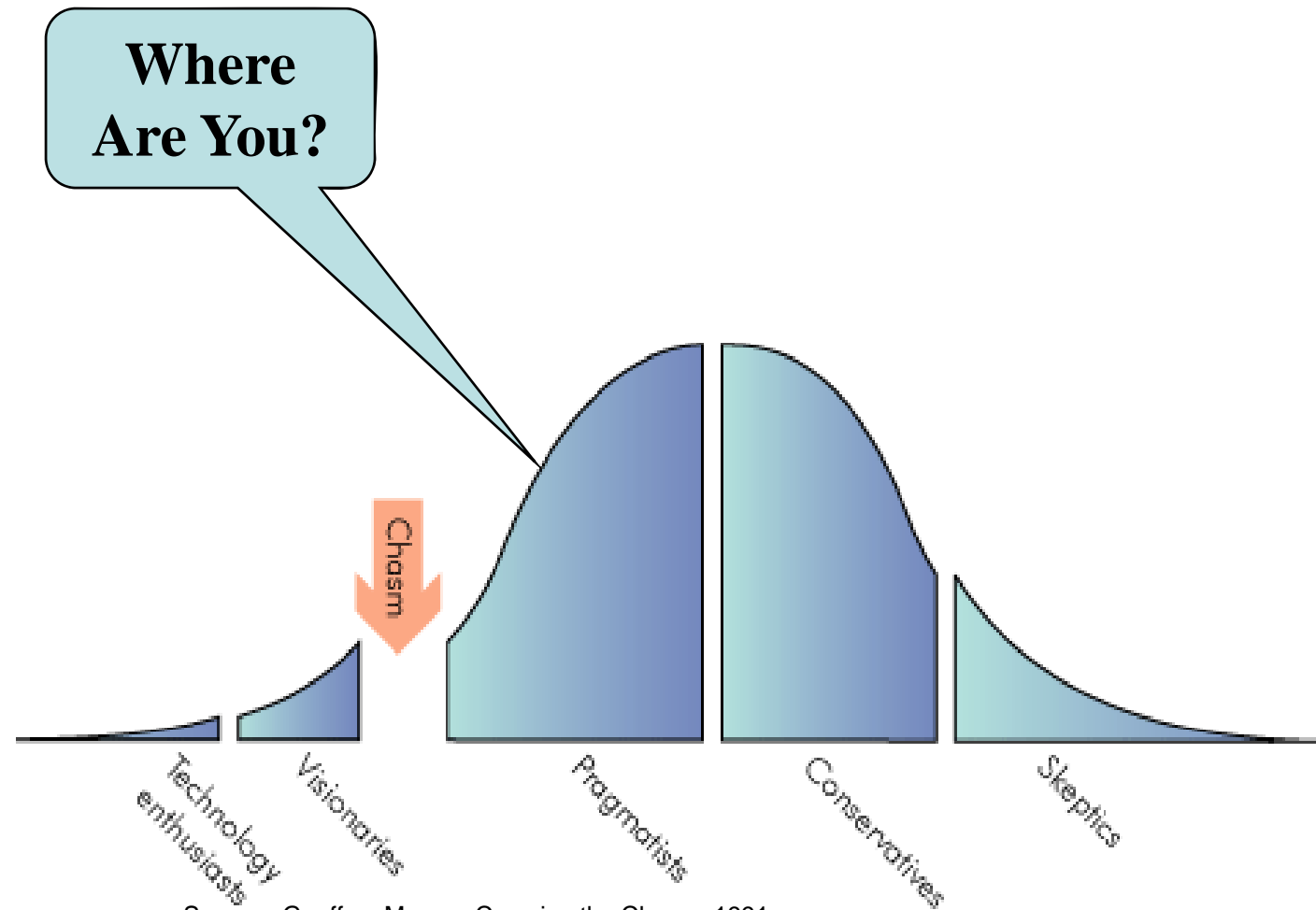
Source: Geoffrey Moore. Crossing the Chasm, 1991.

Classic Change Adoption



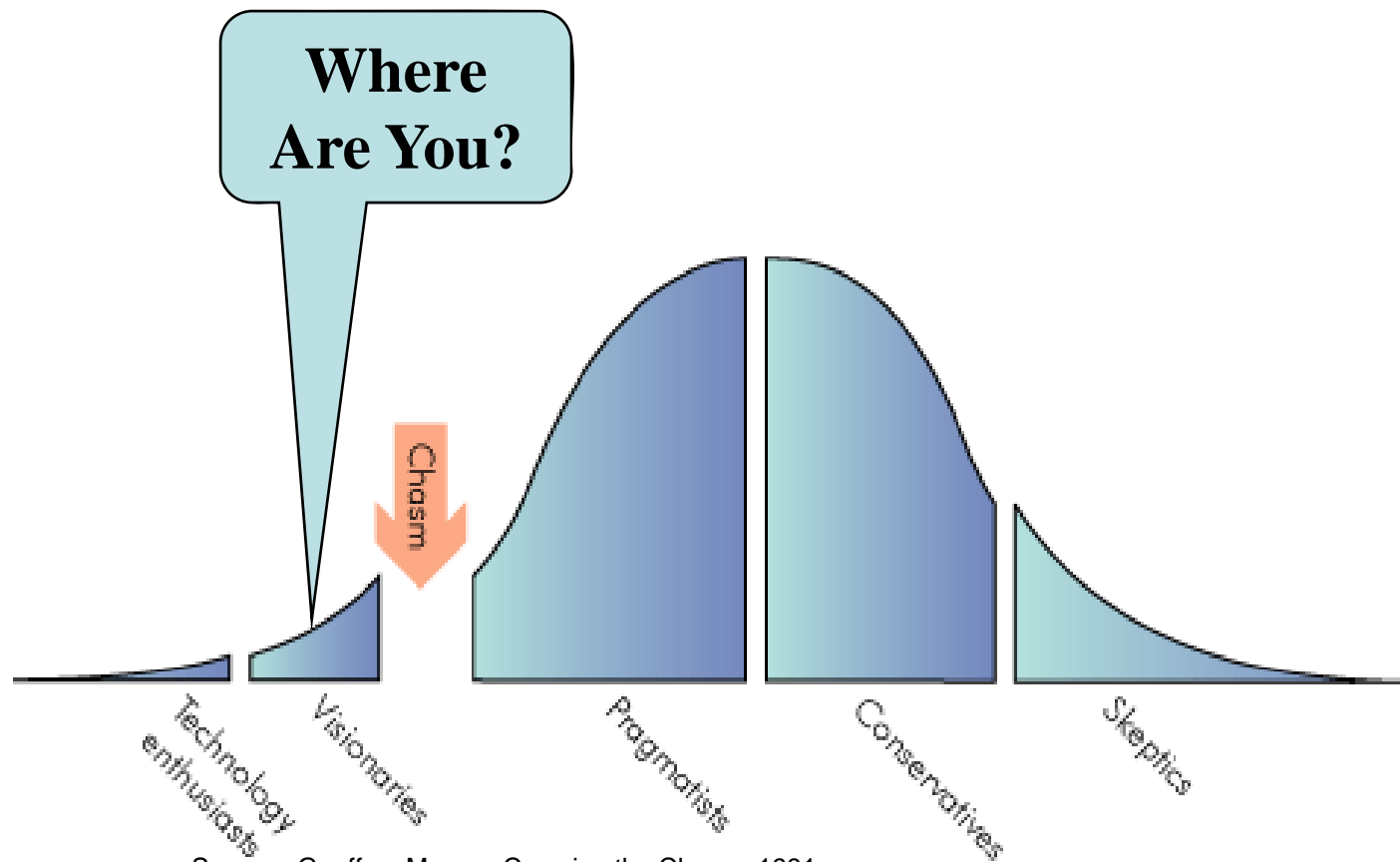
Source: Geoffrey Moore. Crossing the Chasm, 1991.

Classic Change Adoption



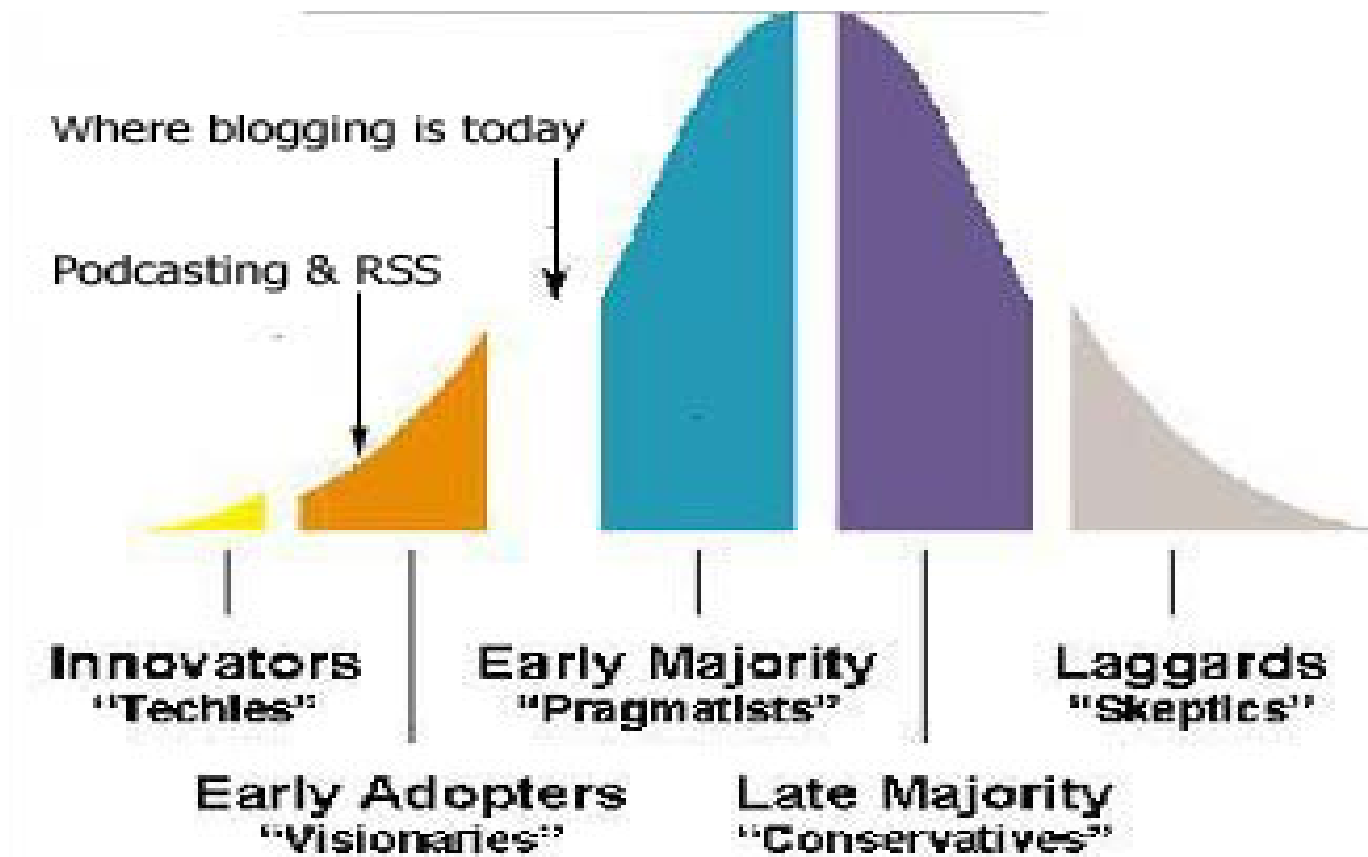
Source: Geoffrey Moore. Crossing the Chasm, 1991.

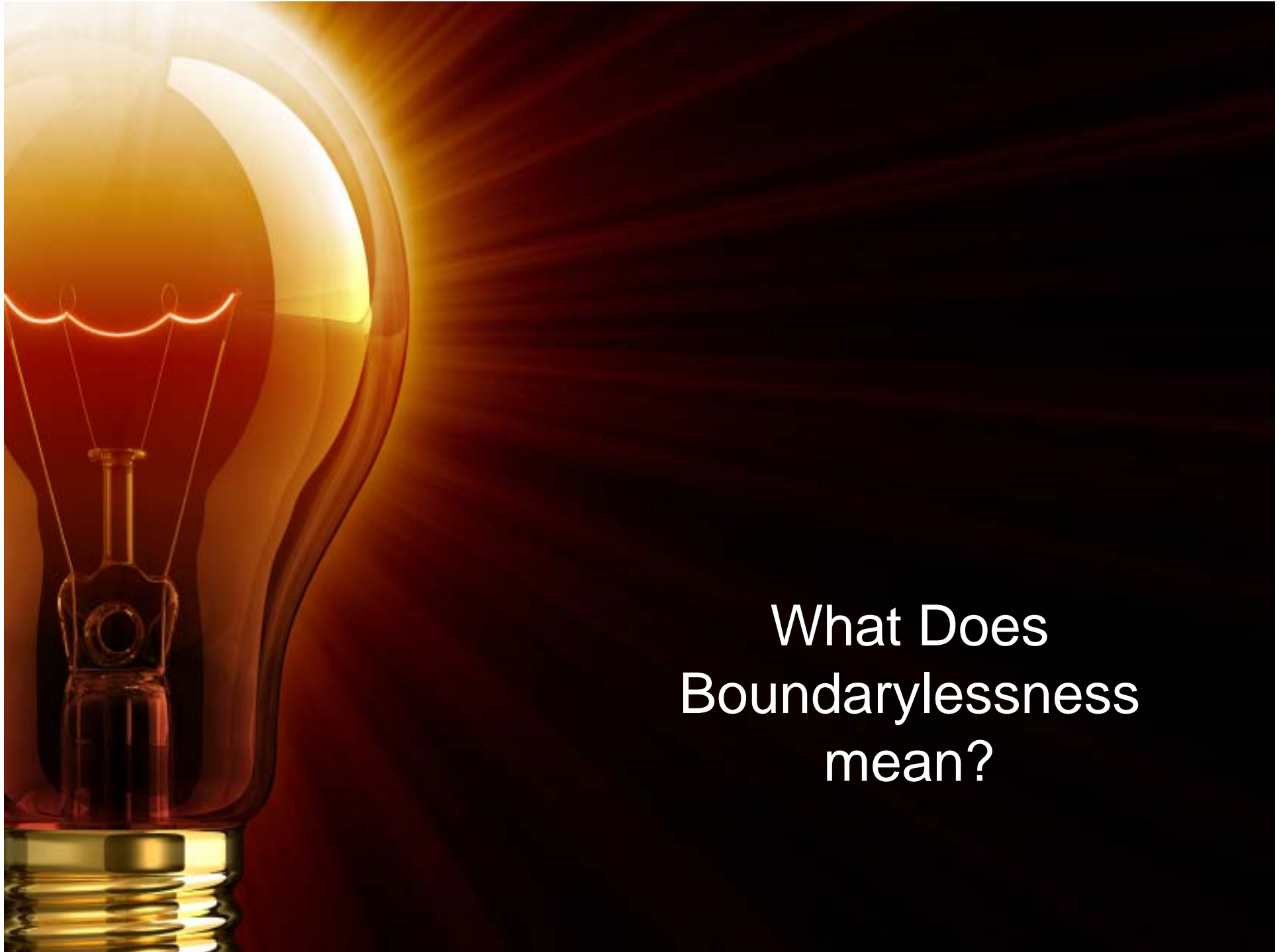
Classic Change Adoption



Source: Geoffrey Moore. Crossing the Chasm, 1991.

The Adoption Curve





What Does
Boundarylessness
mean?

- 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!

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 Techolust



Last ¼'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 (Beacon)
- Google heads past **10,000** licensed traditional publishers
- Google adds new libraries all the time to Google **BookSearch** and last week's API.
- Google heads past \$700.00 a share during a market drop. Buys Sprint??
- MySpace acquires Dow Jones and the Wall Street Journal and soon LinkedIn.
- 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! joins today.**
- MySpace, Facebook and Google Cooperate on identity!
- Google introduces Google **OpenMobile** Open Handset Alliance / Android development platform
- The Canadian dollar has soared past the US \$ (water, oil, wheat, et al)
- And the first US Boomer applied for their pension in November.
- Strap yourself in, 2008 is going to be a fine ride. Enjoy.

The Perfect Storm

- US National debt increases affecting global economy
- \$4+ gallon gas in US messes biggest consumer economy
- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- Consumer and Oil demand in China and India
- Format agnosticism
- Generations turtle driving user behaviour changes
- Multi-type Consortia increase of necessity
- New standards (XML, JSR168, etc.) drive portalization and personalization of the web
- New social competitors emerge to Google, MS, Yahoo, Ask, etc. Second Earth?

Pew 2020 Predictions

- Very low cost, ubiquitous and fast global network
- Humans remain in charge of technology in the near term but automated “smart agents” will proliferate
- Virtual reality will be compelling enough to enhance worker productivity (Gartner predicts that by 2012 80% of Internet users will use an avatar.)
- Technological addiction problems will arise
- Tech “refuseniks” will emerge as a cultural group
- Privacy will emerge as a more balanced issue

Kaufman's 2020 Predictions

- 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 Internet and personal device hybrid world look like?





Our Careers Have Seasons





Does your association endure a culture of poverty, victimization, risk aversion, and passive resistance

WORRY TANK



How Can Your Association Have No Borders?



A world map at night, showing the continents of North America, South America, Europe, Africa, Asia, and Australia. The map is dark blue, and the city lights are glowing yellow. The text "Becoming More Open to a Global Reality" is written in yellow at the bottom of the map.

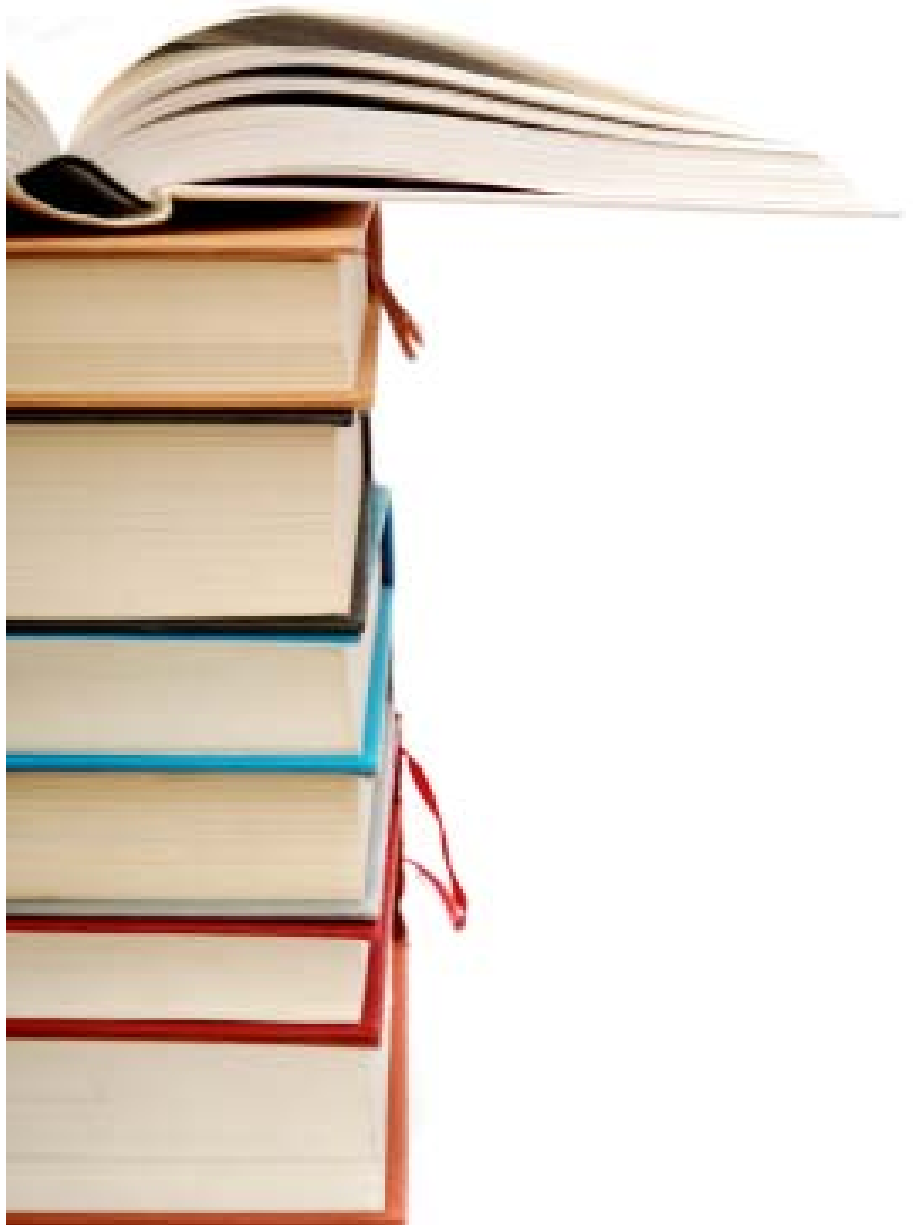
Becoming More Open to a Global Reality

Being Open to Borderless Thinking



Physical
Mental
Imagination
Ideas
Innovation
Creativity





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



Being More Open to Criticism
and Feedback



Being More Open to
Recommendations

Being More Open to Change



50 Reasons Not To Change



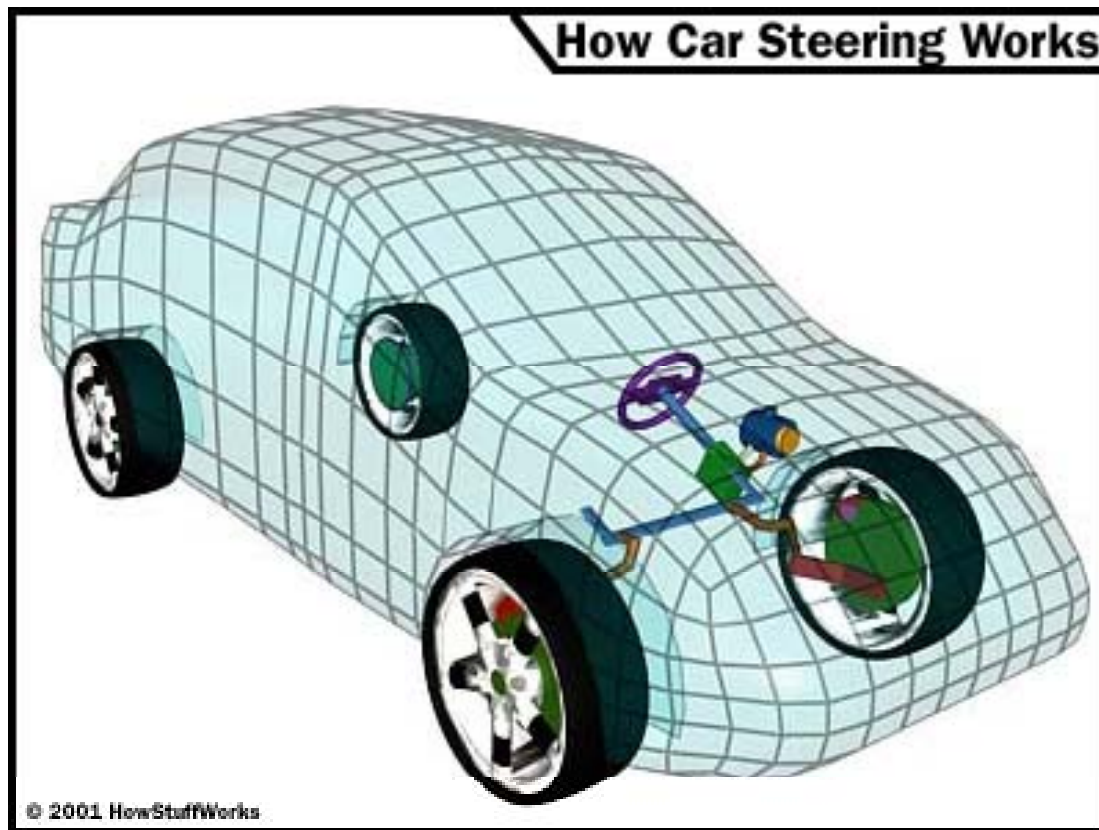
Change?

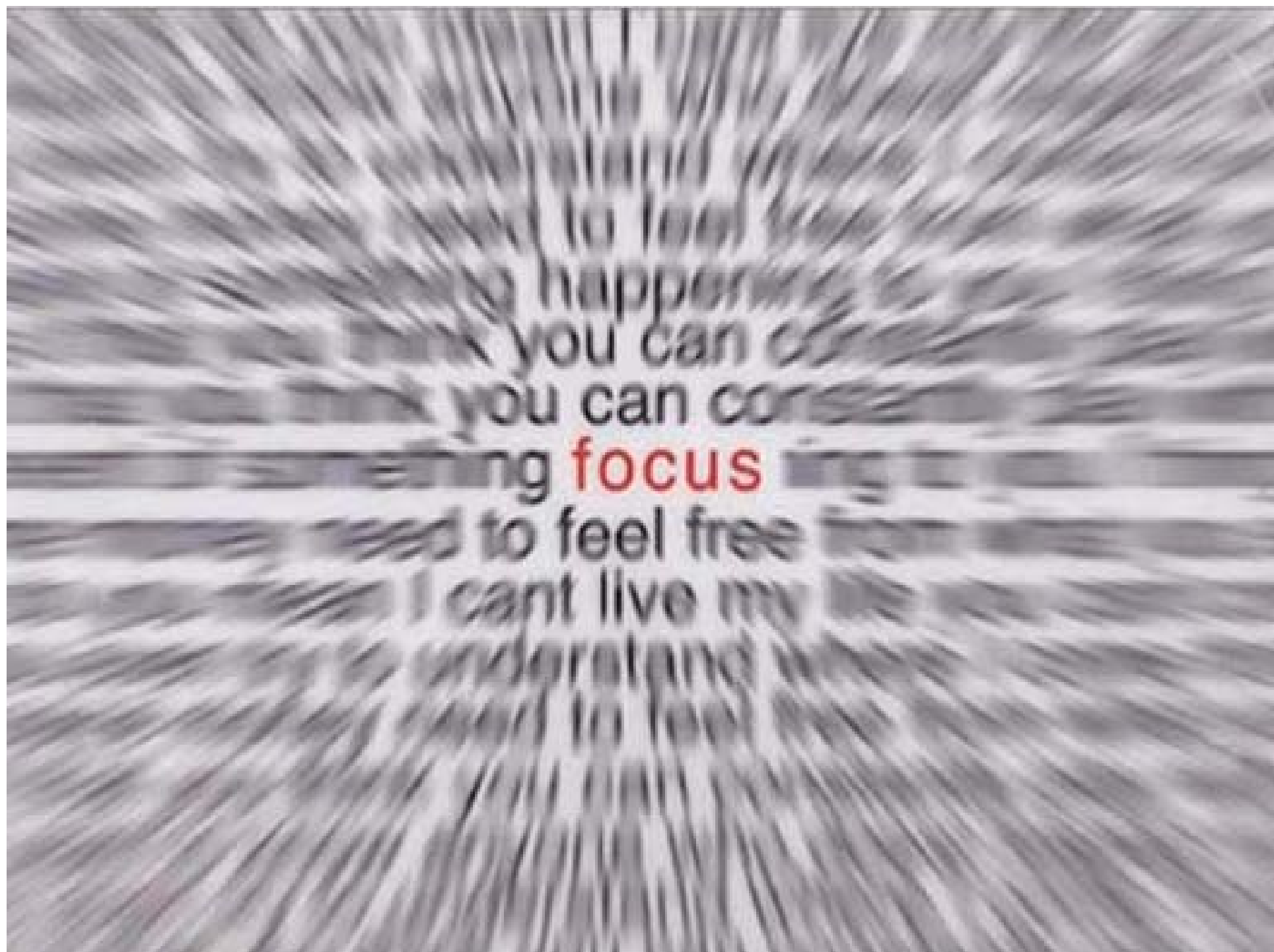


Focus?



Focus on the Journey





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

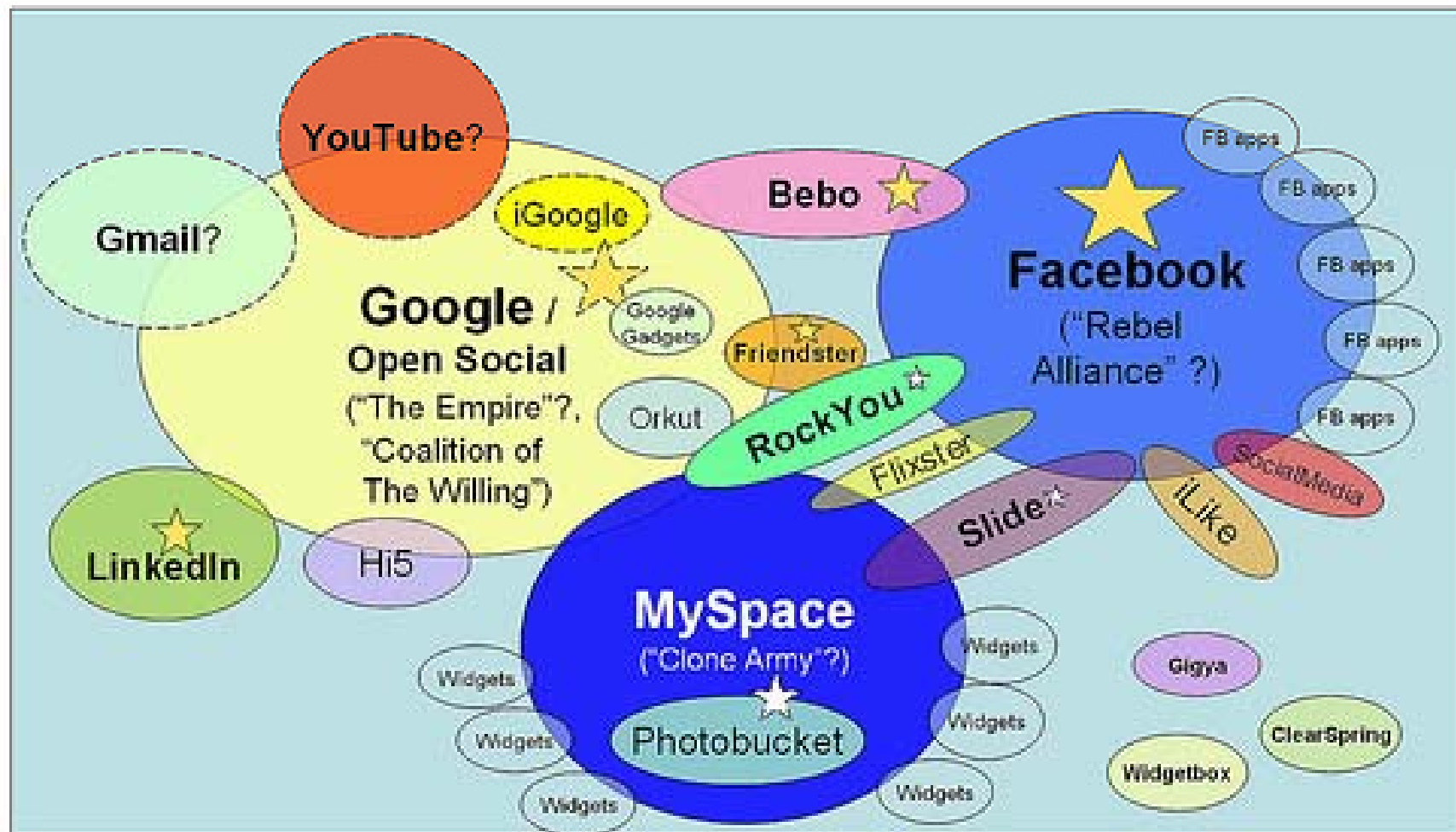
Being Open to Lifelong Learning



Being More Open Experimentation, Pilots and Innovation



Social Graph Platform Wars

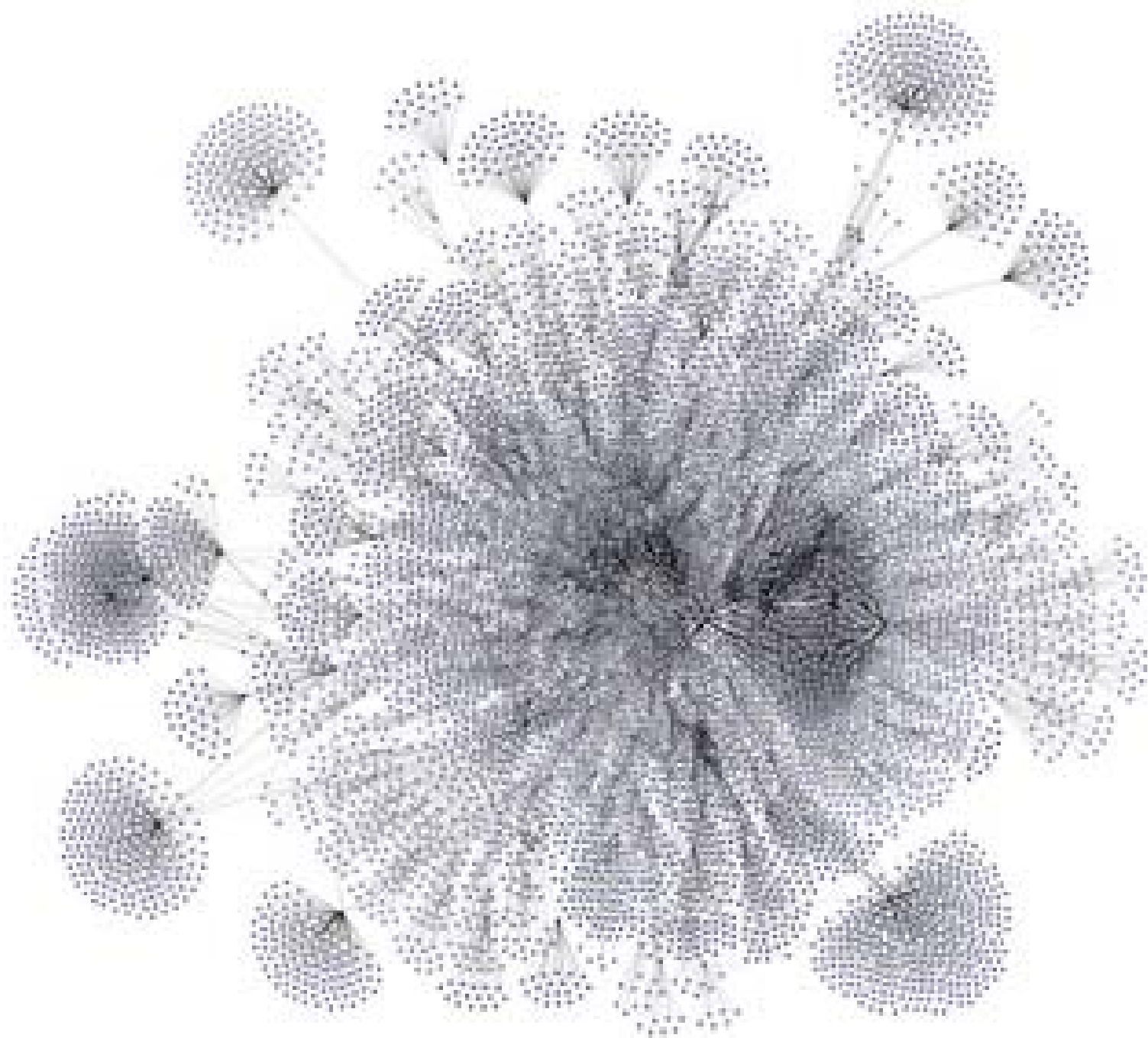


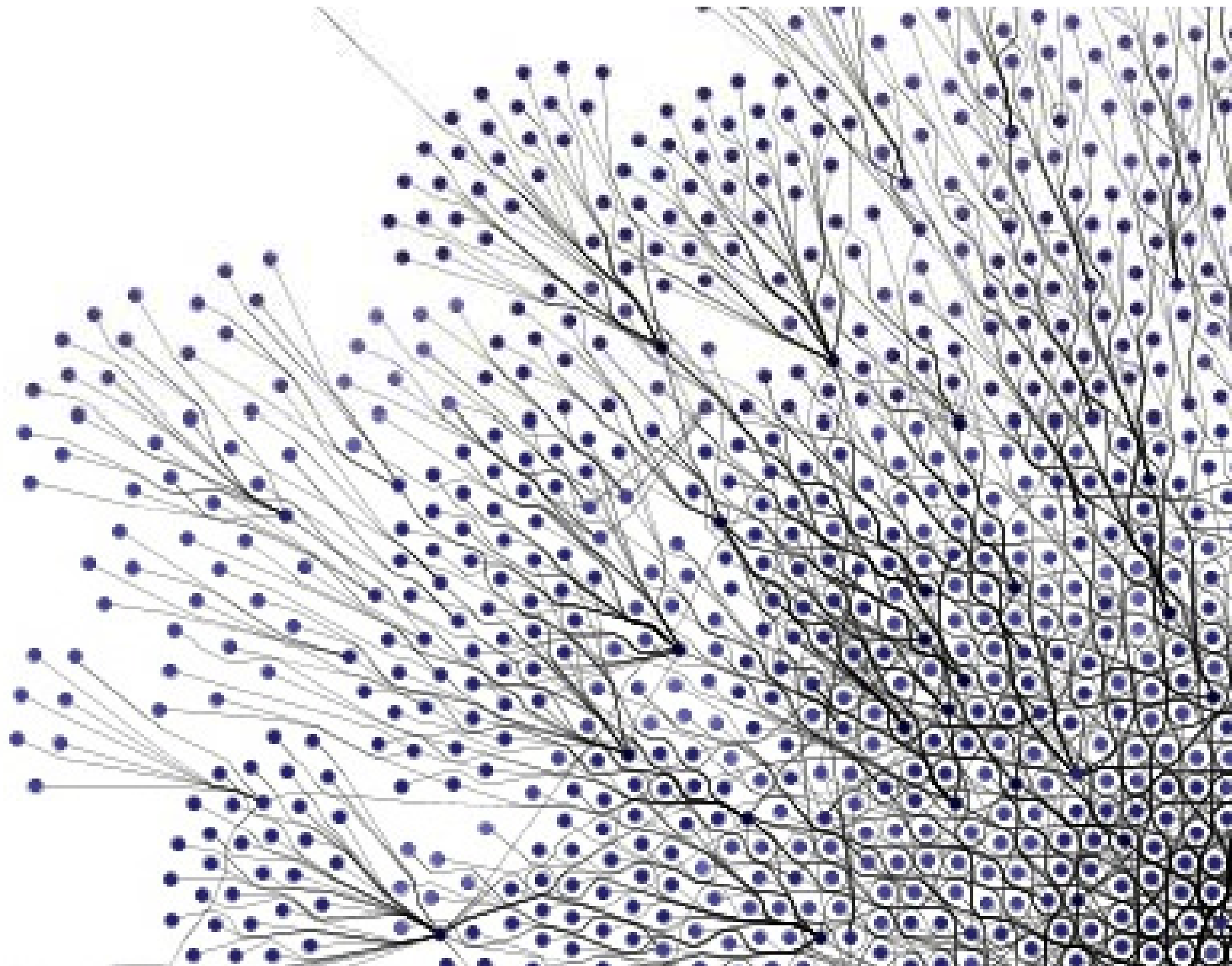
★ = announced Platform / API
☆ = unannounced Platform / API

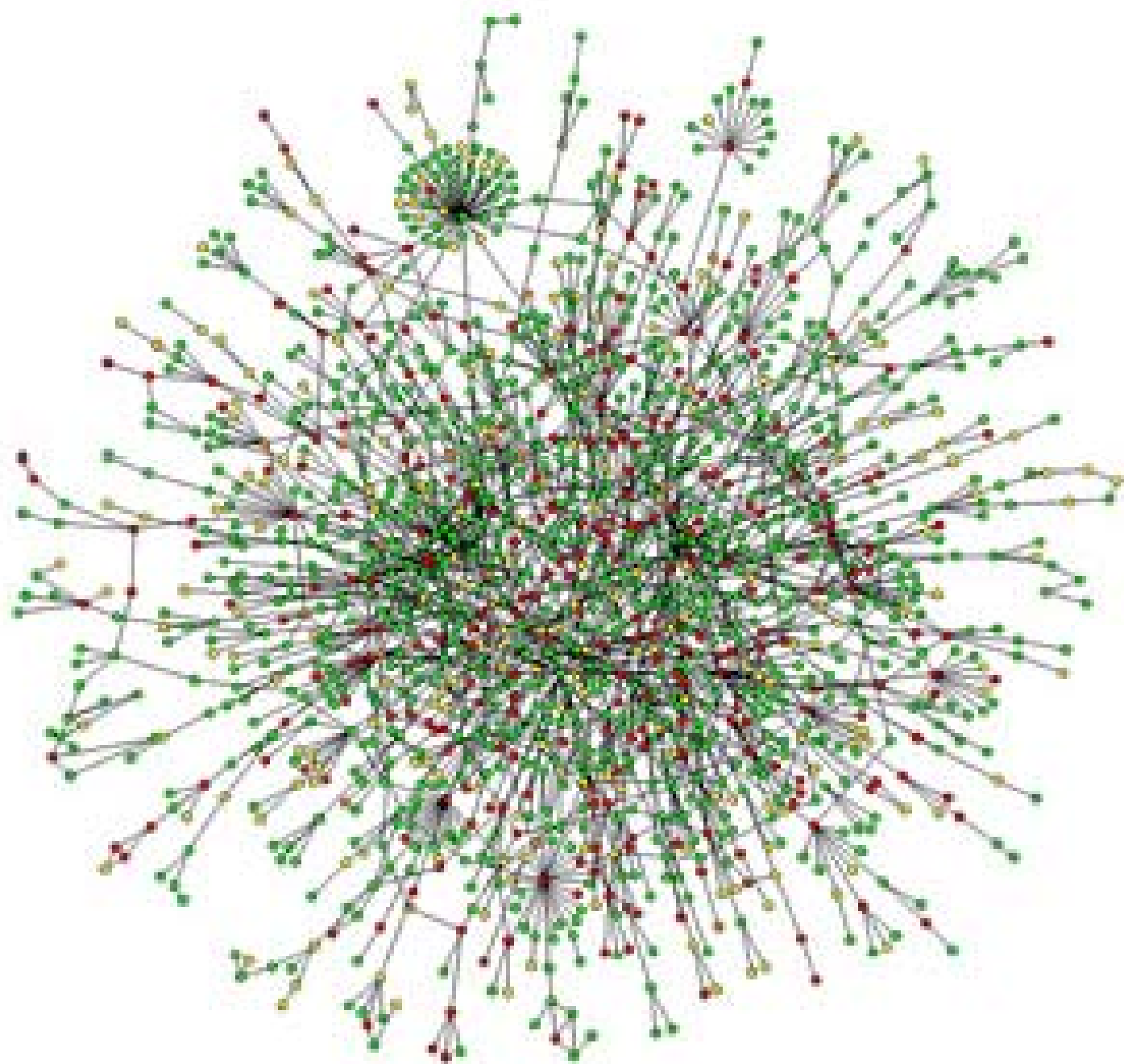
Platform Wars insanity: Dave McClure, 12/12/07

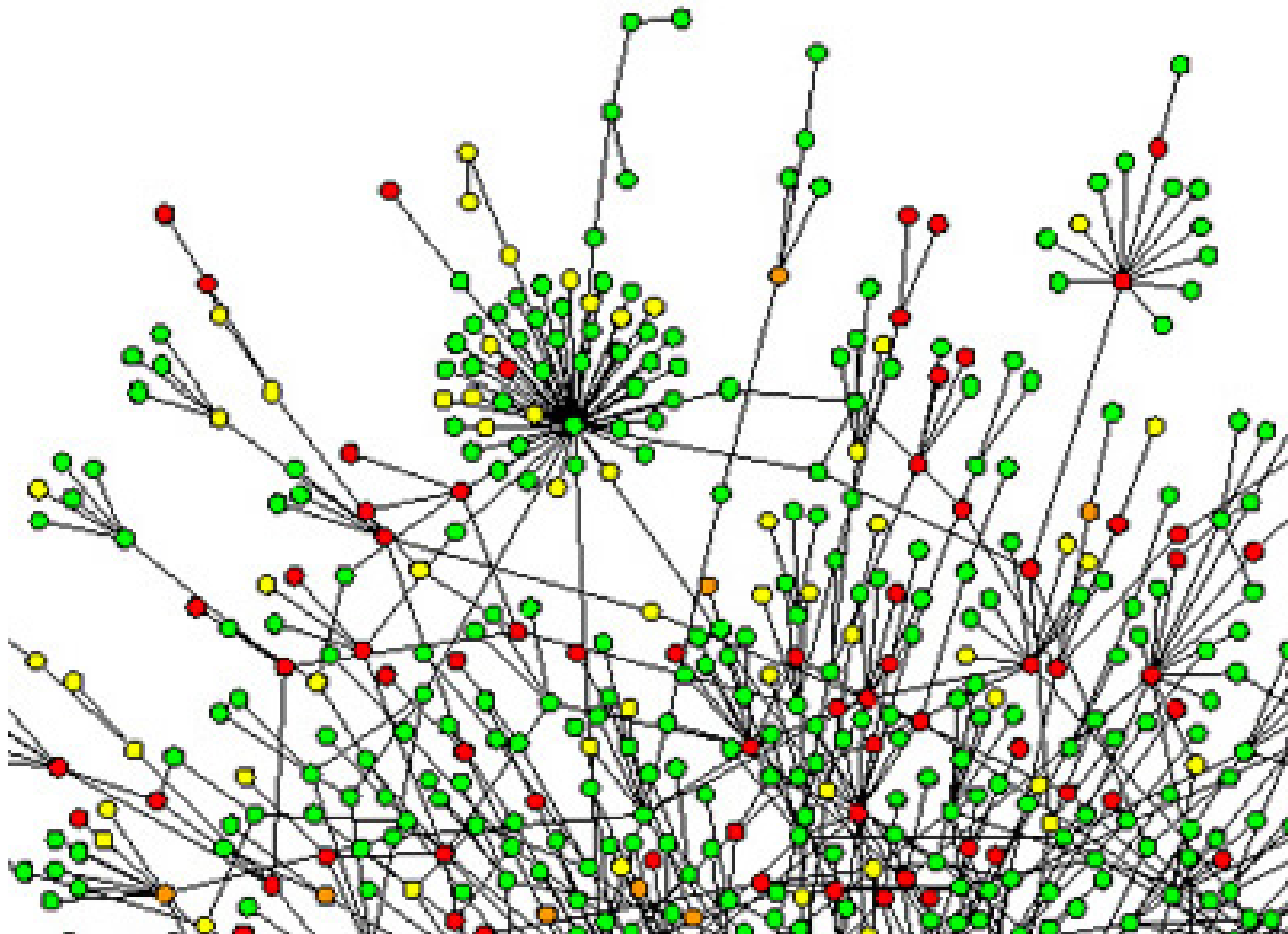
<http://500hats.typepad.com> | <http://500hats.com>

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

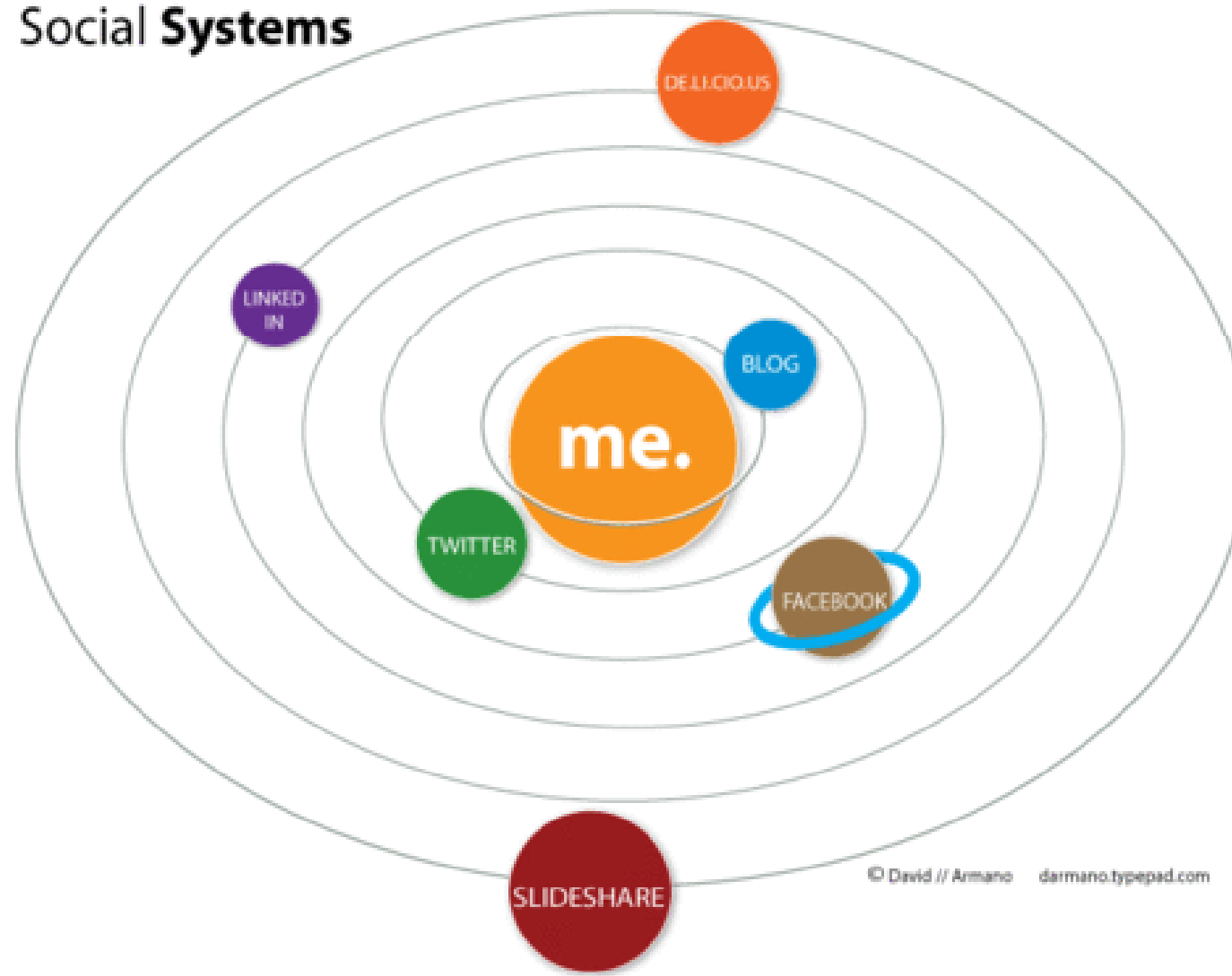








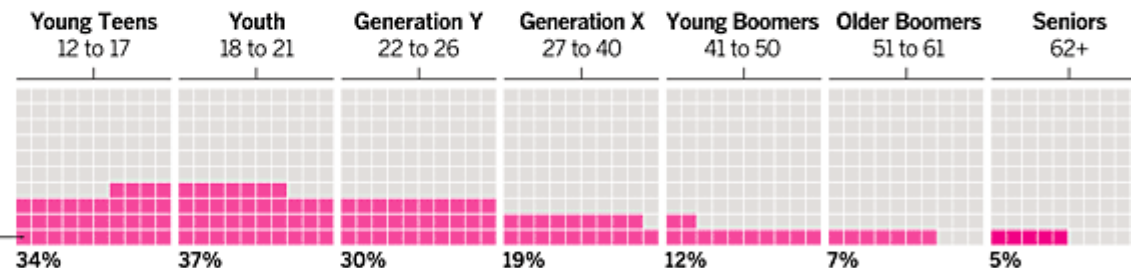
Social Systems



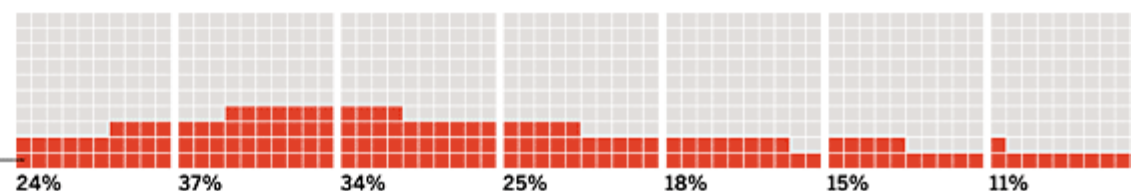
What people are doing

Who participates (U.S. online users)

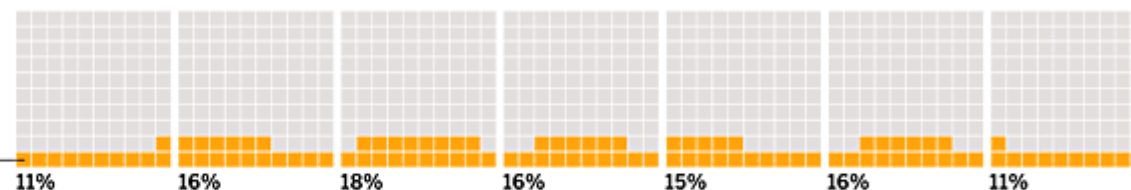
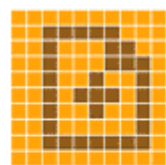
Creators publish Web pages, write blogs, upload videos to sites like YouTube.



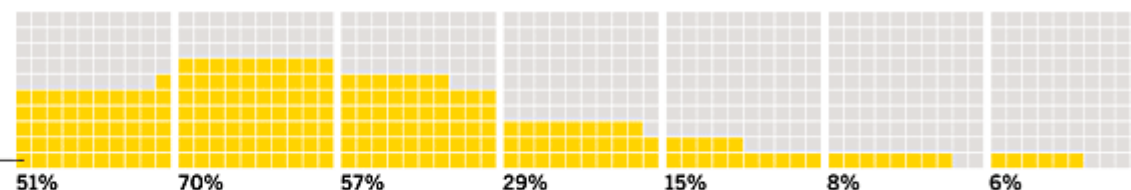
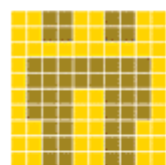
Critics comment on blogs and post ratings and reviews.



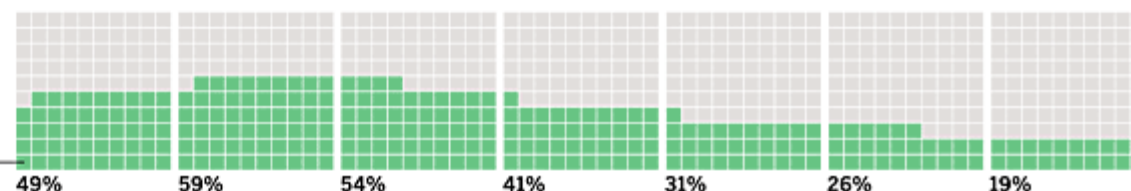
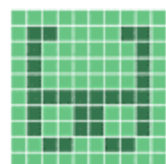
Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



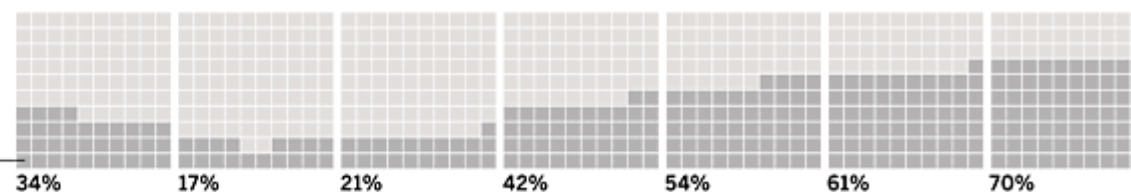
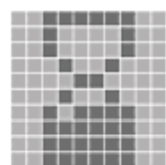
Joiners use social networking sites.



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



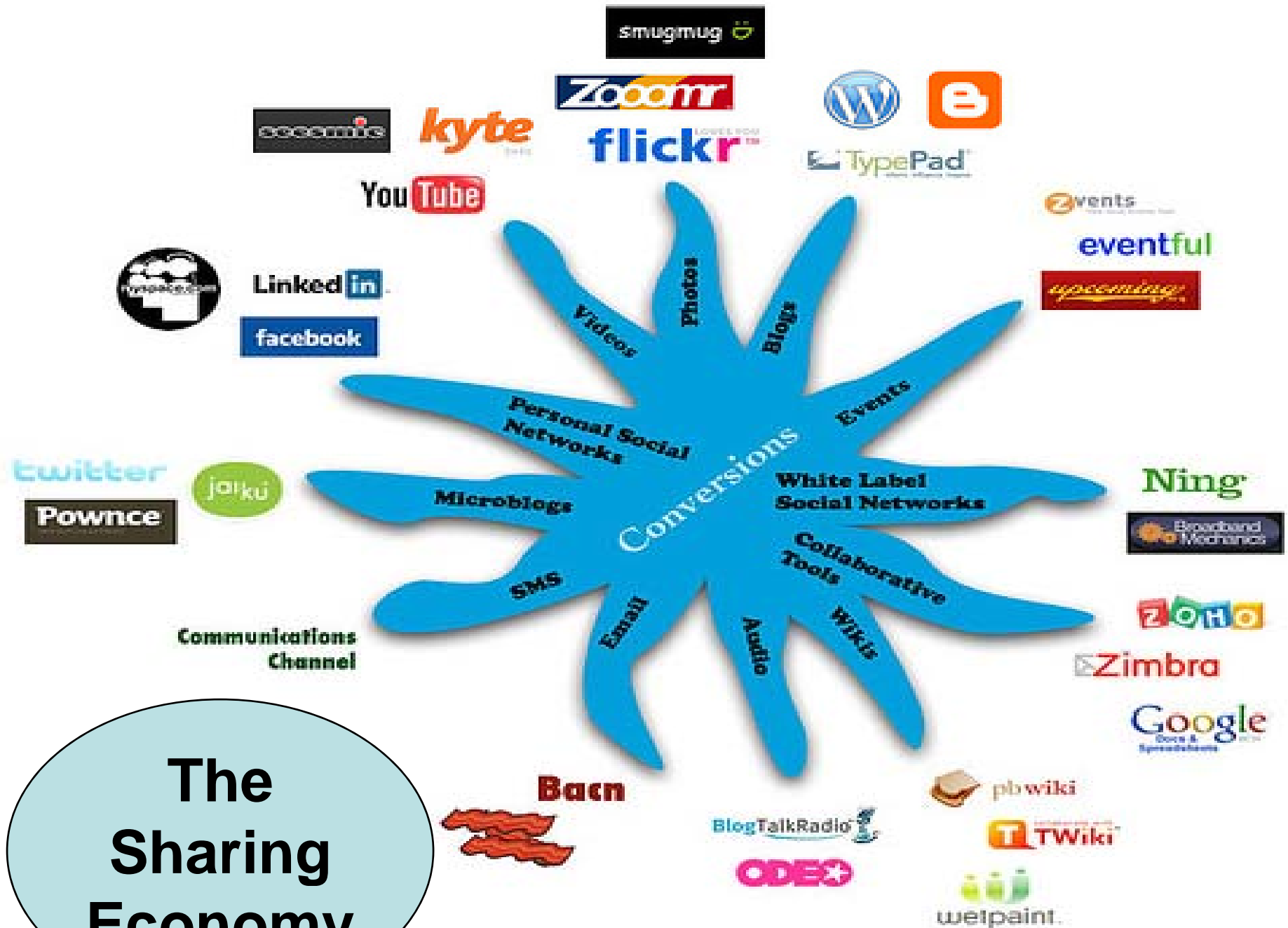
Inactives are online but don't yet participate in any form of social media.



Data: Forrester Research

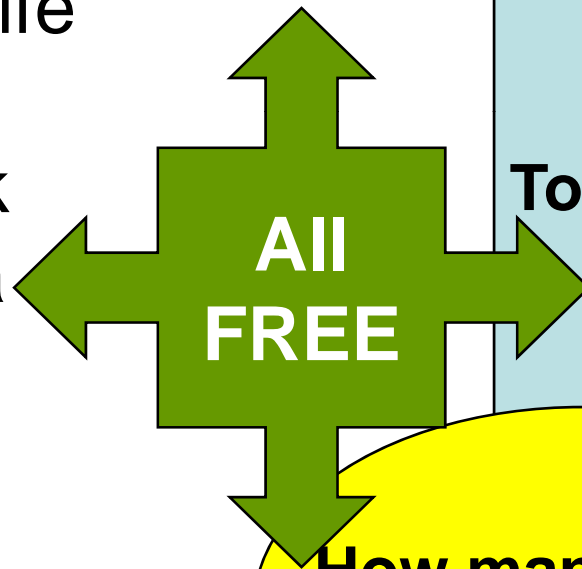
CHART BY ARNO GHELF

The Sharing Economy



2.0 Influencers

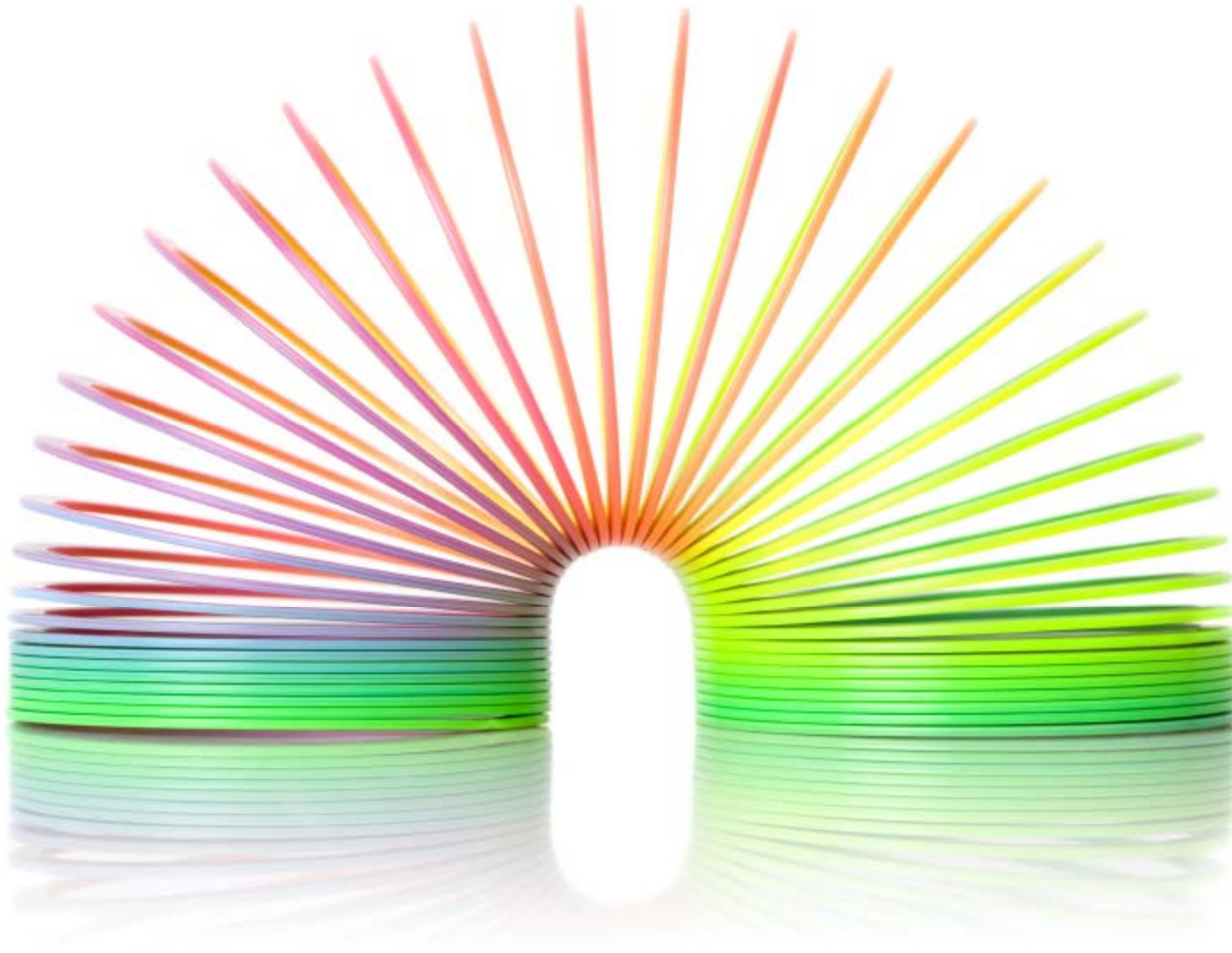
1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog



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

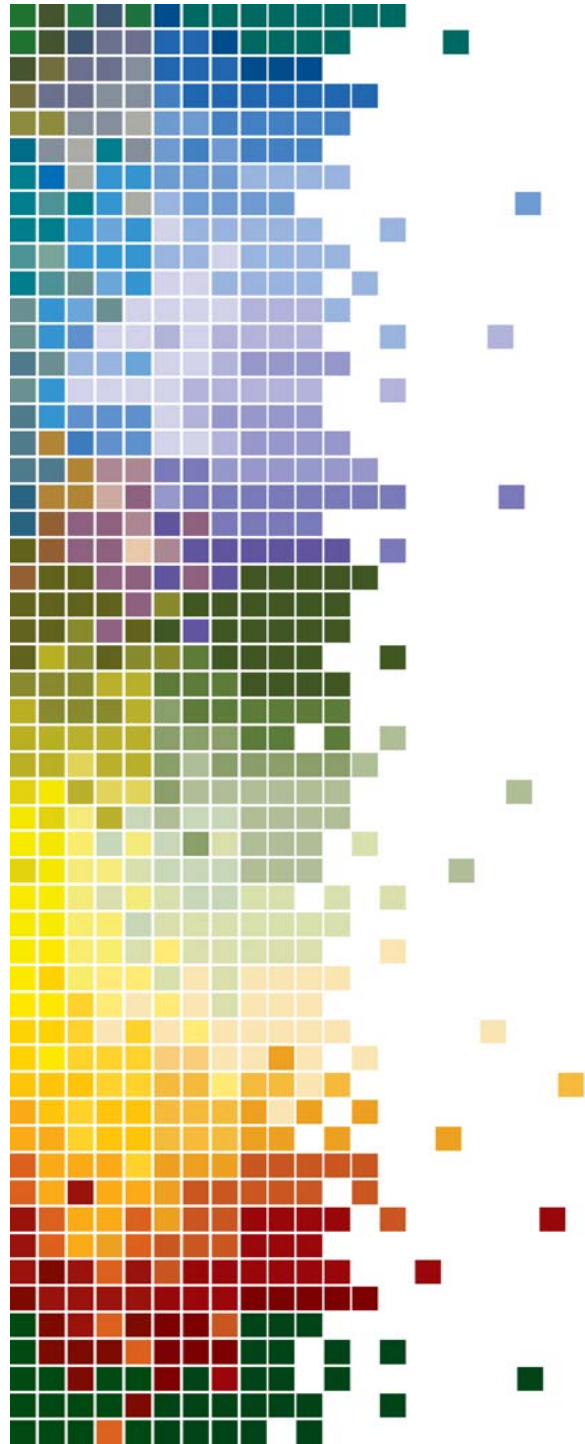
**How many are we
already using?**

Being More Flexible



Being More Open to Risk





Being Open
to a Mosaic
of Solutions

Being Open to Ambiguity





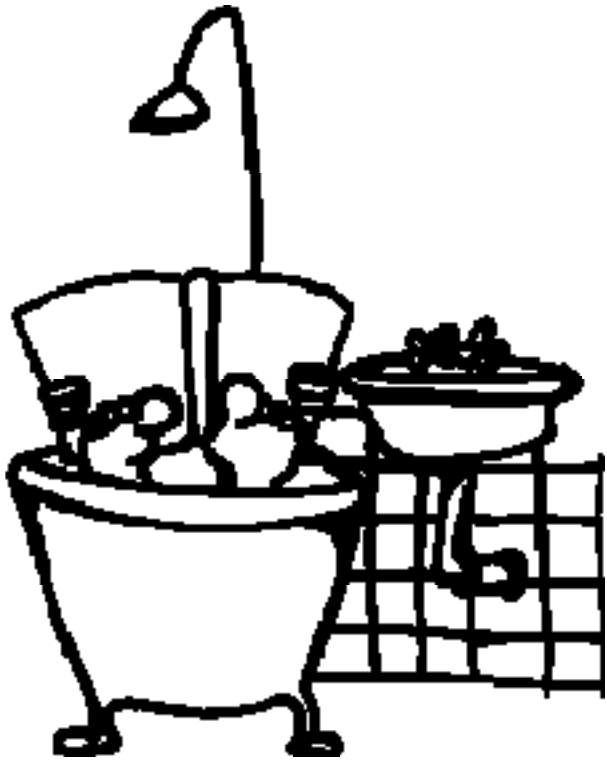
I've got my tinfoil hat on



Be
More
Open
to
Technology
and
Unintended
Consequences



Will Reading Matter?





**Your
Personal
Five
Year
Plan?**



 Information 

Noun

 Inform 

Verb

 Informed 

Results and Impact



Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?

NO

Reading Down?

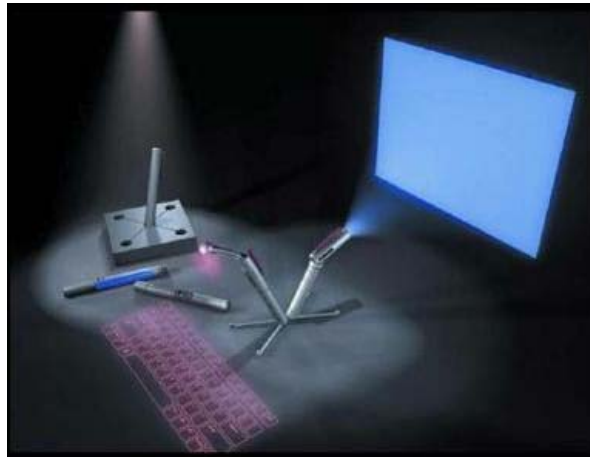
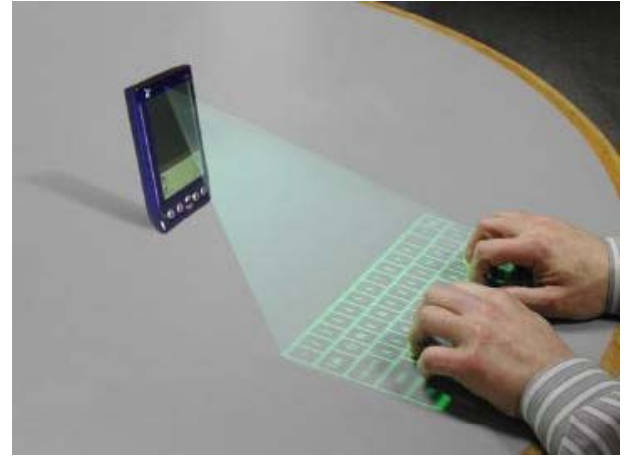
NO

Teen Reading Down?

NO

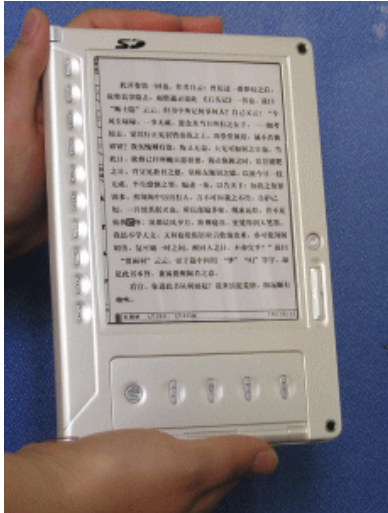






This is normal



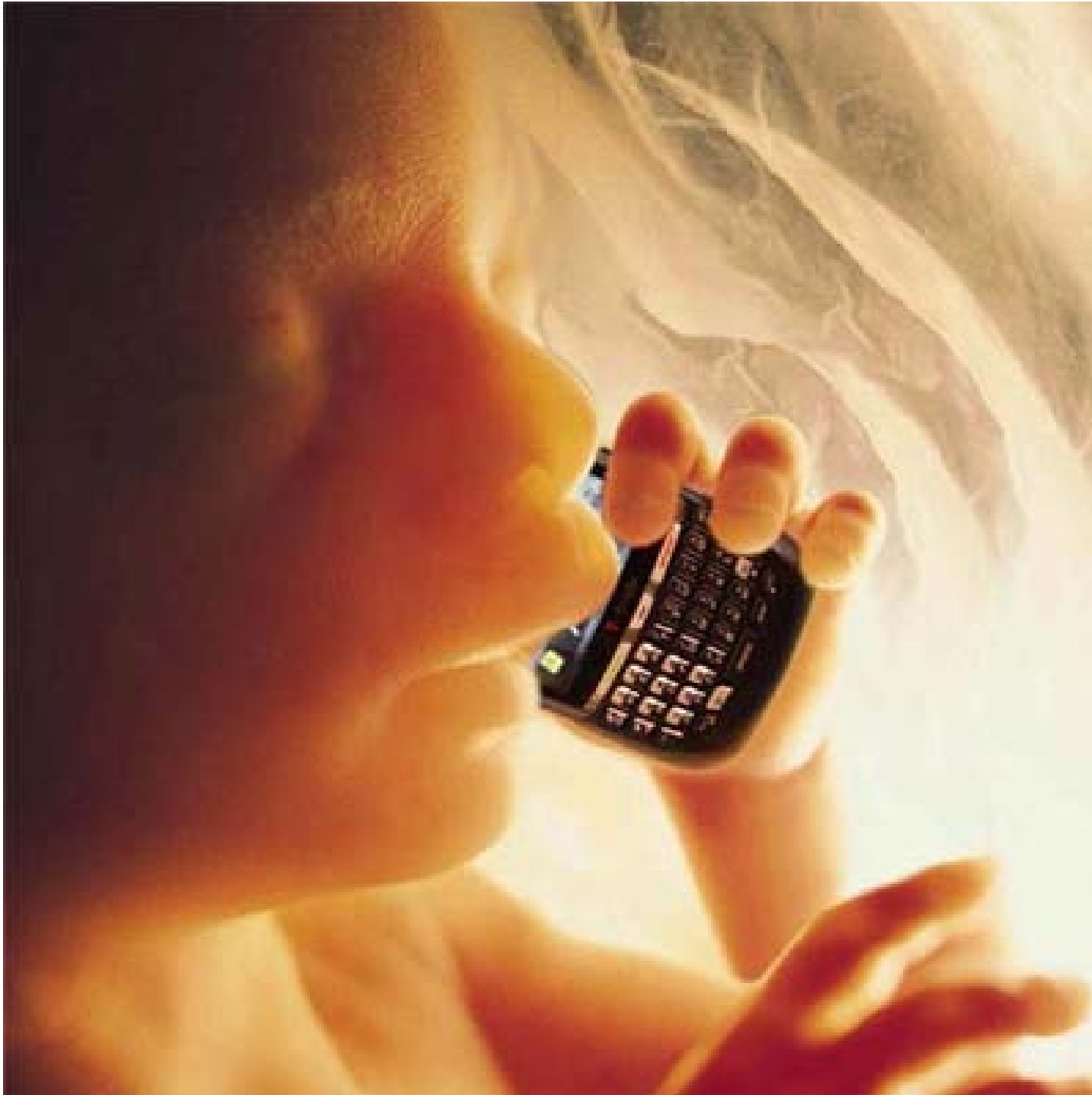


Device Agnostic & DRM Wars





Everything's getting smaller



A
Mainly
Mobile
Focus

Being Comfortable with Speed



Being Open to New Ideas



Optical Illusions



Optical Illusions



Letting Go of Control



EXCUSES



Turning Excuses in Reasons

And Reasons into Plans

Remove the Borders Inside Associations



Be the Change We Want to See

Remove the Borders In the Association Community



Divisions??

Be the Change We Want to See.



Remove the
Borders Between
Associations and Members

Be the Change We Want to See.

The background of the slide is a close-up photograph of water droplets falling onto a blue surface. Each droplet creates a series of concentric ripples that spread outwards. The droplets are captured at various stages of impact, with some showing a small crown-like splash. The overall color palette is a range of blues, from light sky blue to deep navy blue.

Be The
Change We
Want to See

Remove the Borders Between
Associations and Influencers



Caring About Your Culture

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 Your Voice and Use It

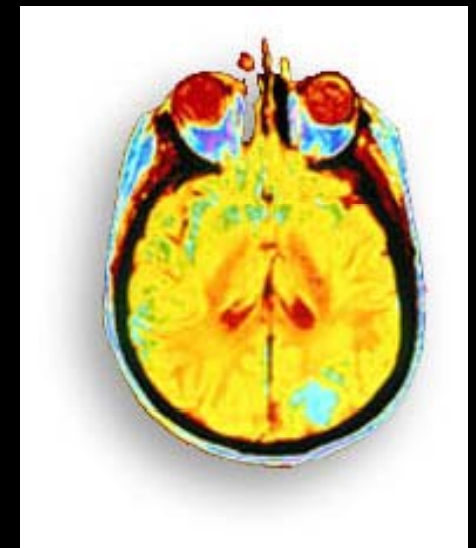
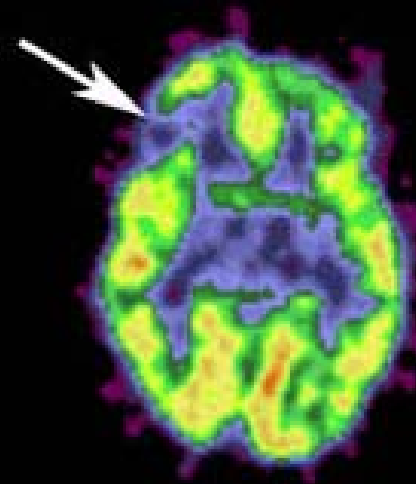
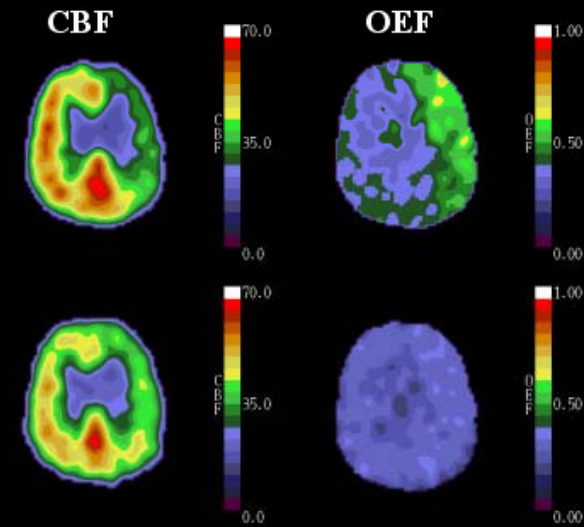


Be More Open to New Members





The Scary re-wiring of the Millennials and post-Millennials

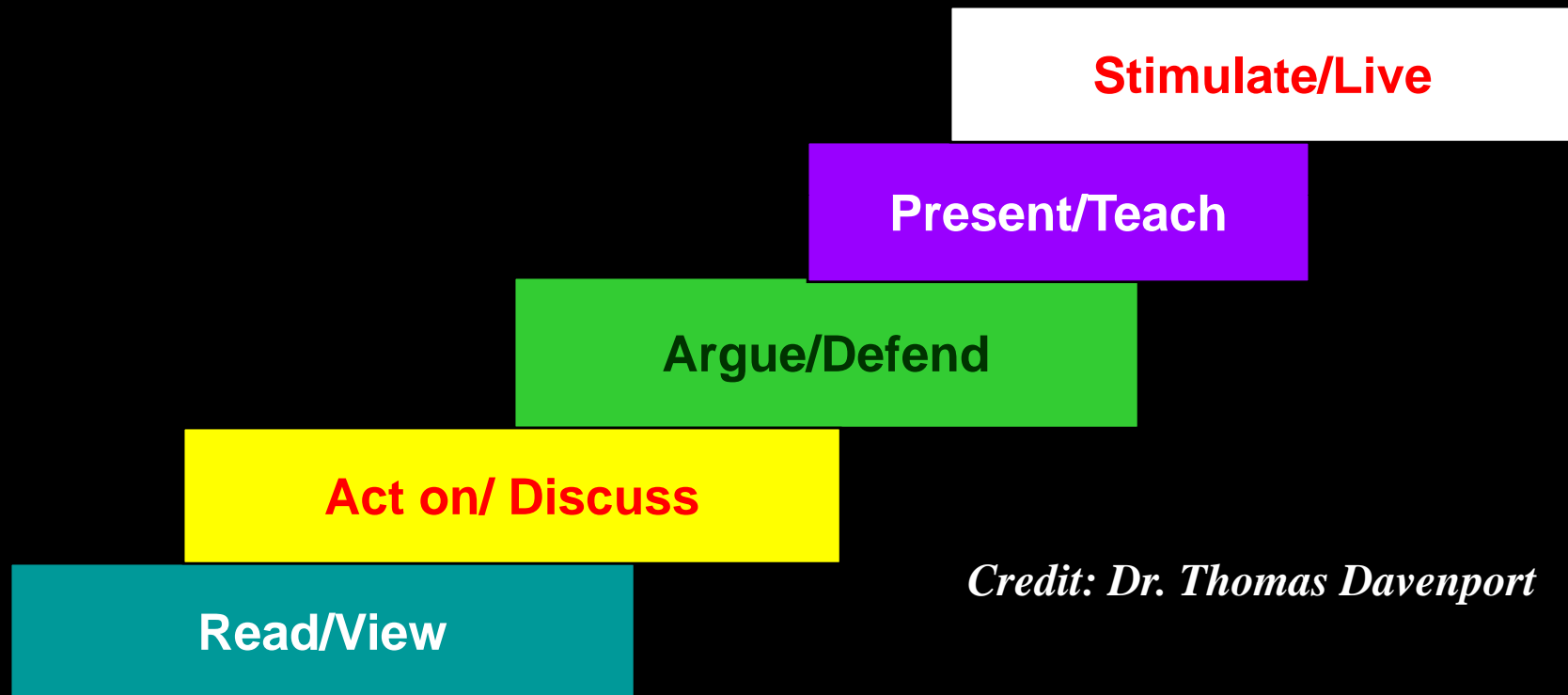


Millennial Characteristics

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

The Engagement Ladder



Credit: Dr. Thomas Davenport

Honest to G*d – Have Fun



Be More Open to New Paths



Be More Open to the Users' Paths



Being Open to Standing Out





Have Some
Fun



Associations must learn that when they study something to death, *Death was **not** their original goal.*



•SirsiDynix•
institute
grow your skills



SLA Goes Green 

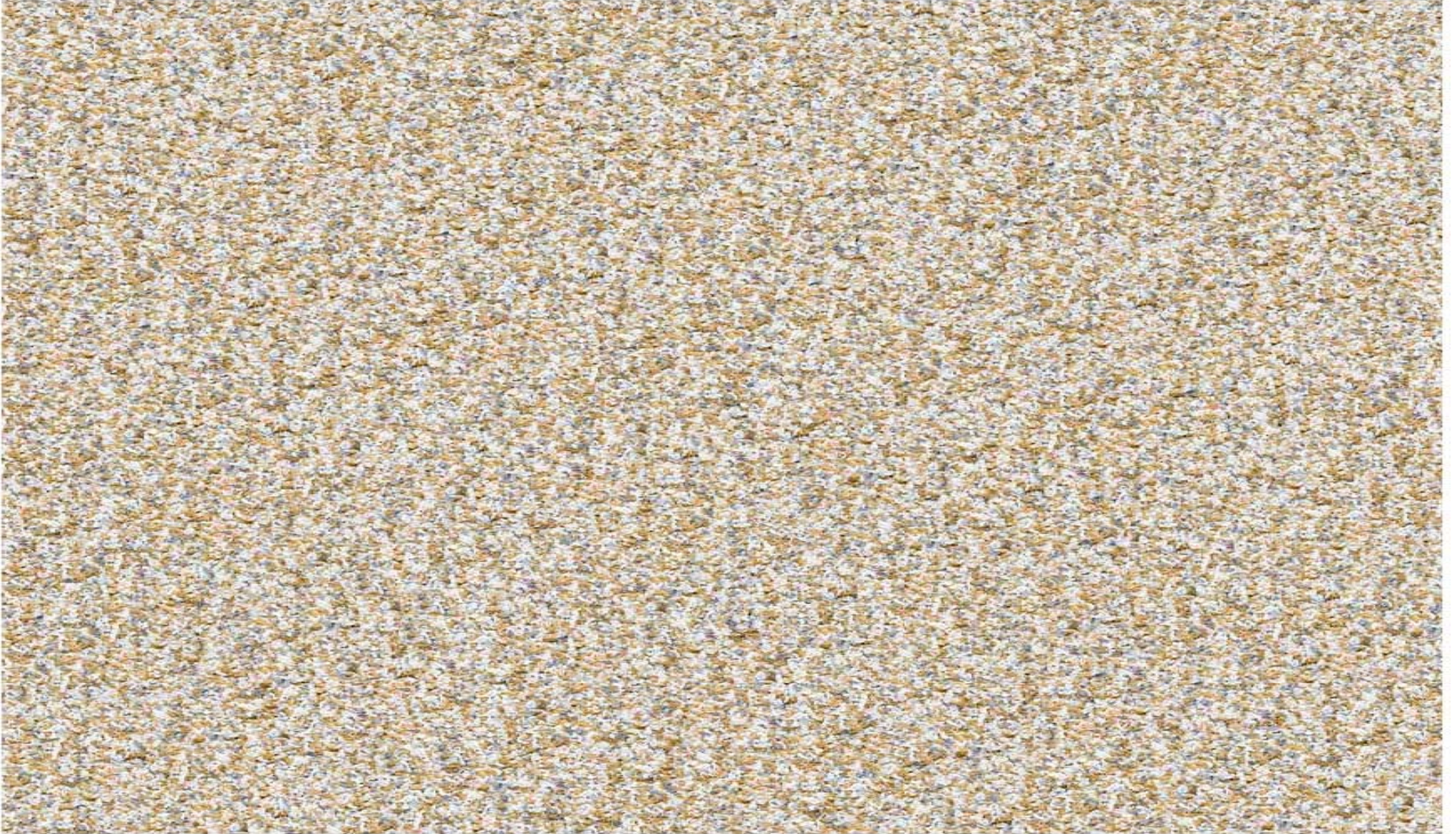
What's This?



2 million plastic bottles, the number
used in the US every five minutes

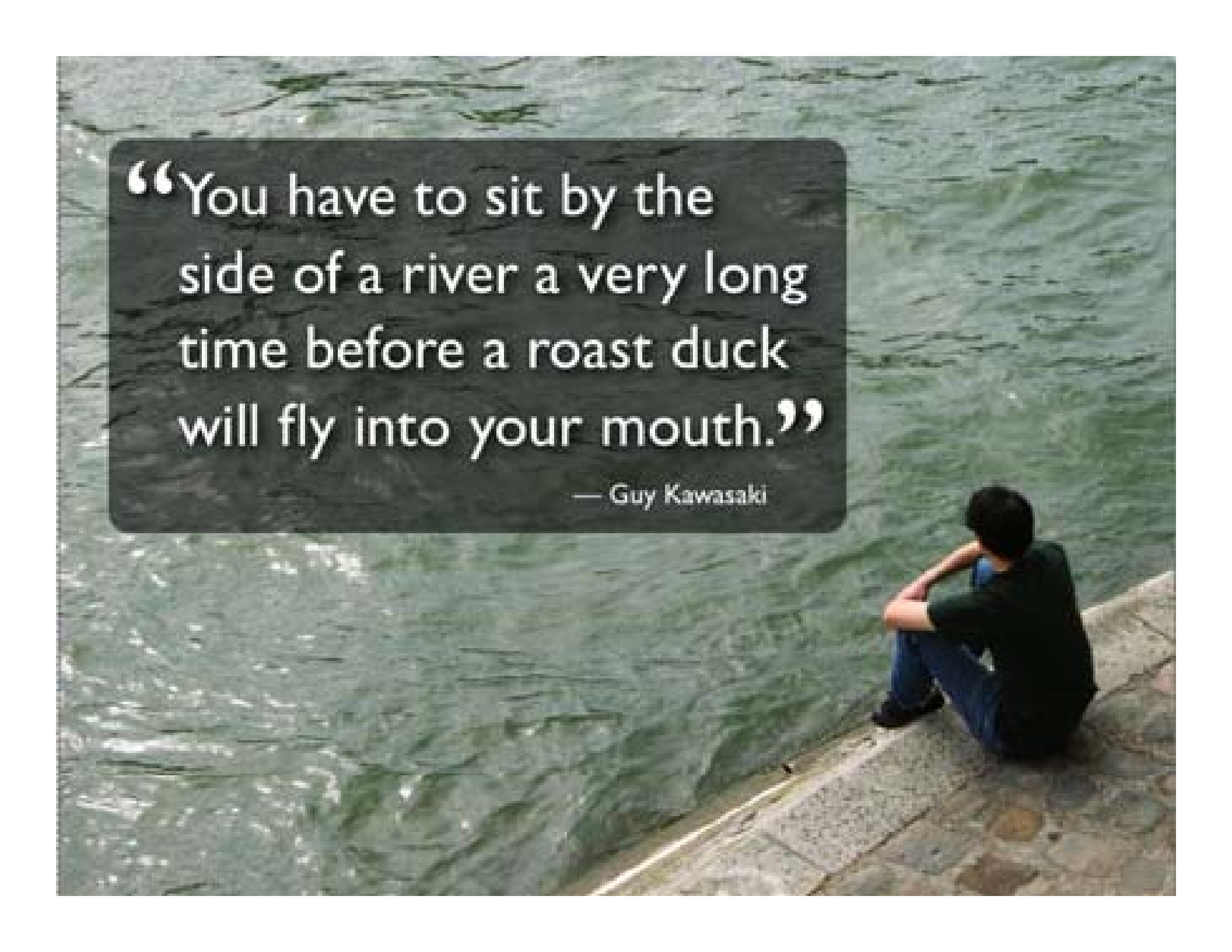


What is It?



60,000 plastic bags, the number used in the US every five seconds.



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 left 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





Remember the Goal:

**Sign up – Volunteer
Engage, Participate
Buy, Join or Renew**

ONE

Mobile

TWO

Open Handset Alliance Android

THREE

Tagging

FOUR

Scrapbooking



SaaS

**Software as a Service
Application Hosts**



Microblogging

SEVEN

Social Content



Public Social Networking

NINE

Private Social Networking



Social Networking Integration

**(F8, MySpace Developer, IBM,
OpenSocial)**



e-Books

TWELVE

e-Book Devices

THIRTEEN

Personal Homepages

FOURTEEN

Cloud Software

FIFTEEN

RSS Groups and Readers

SIXTEEN

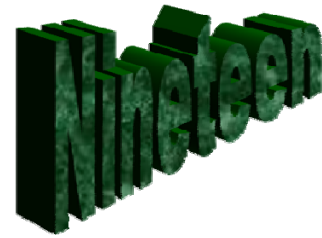
iTunes, SpiralFrog

SEVENTEEN

Podcasts

Eighteen

Streaming Media



Pandora Channels

TWENTY

Presentations

TWENTYONE

Apple Touch, iPod, merged Gaming



Local Dominance



Custom Search

TWENTYFOUR

Presence Management



eLearning

TWENTYSIX

Web-based Collaboration

How?

Play

Blogs

Conferences & Unconferences

Alerts

Forecasts

Read Widely

Magazines

Trends and Zeitgeist

Watch YouTube

Watch a Kid

Build a Technology Petting Zoo

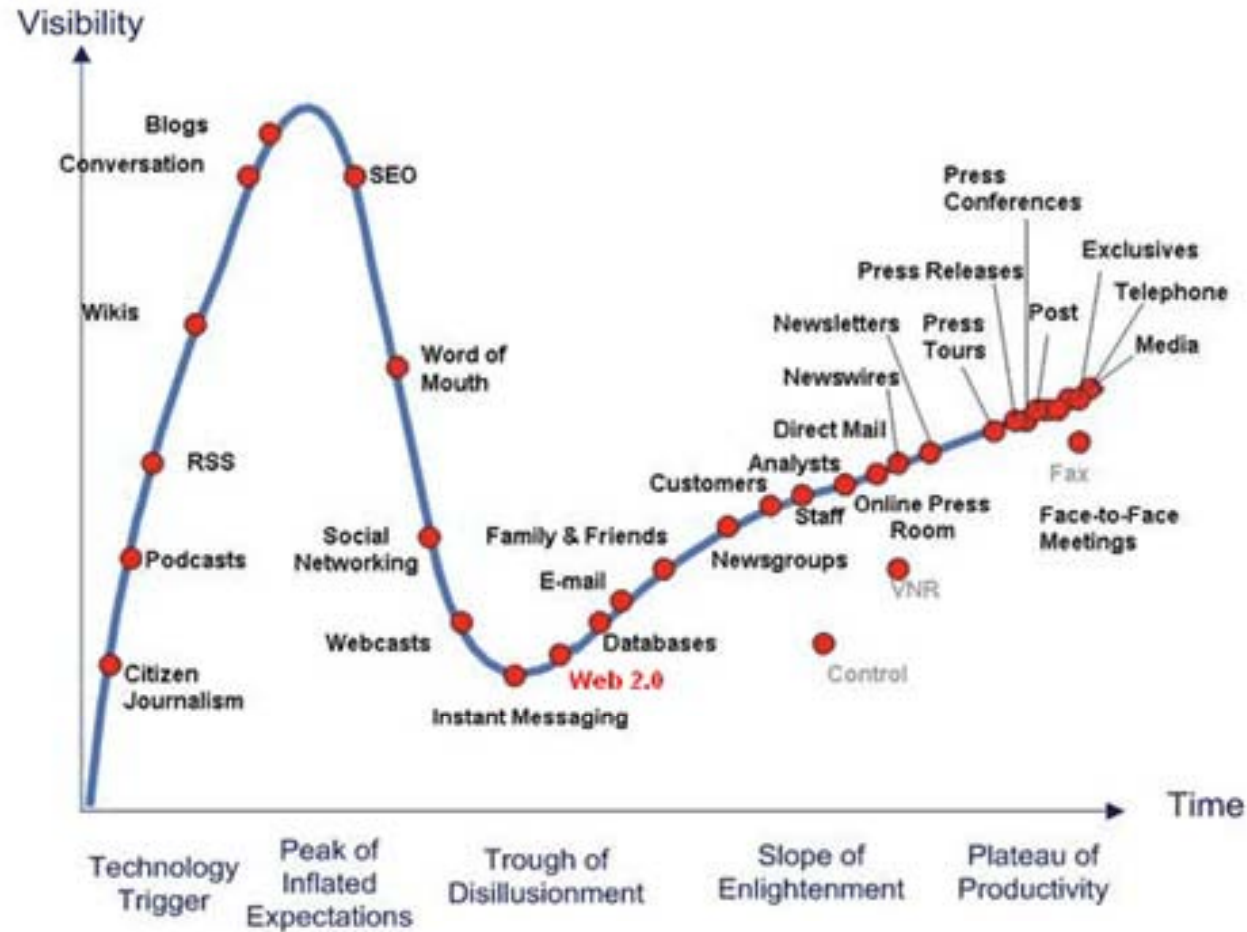
Watch a Kid

Schedule It

Get a Buddy

Web 2.0:

The Inevitable Trough of Disillusionment





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

stephen.abram@sirsidynix.com

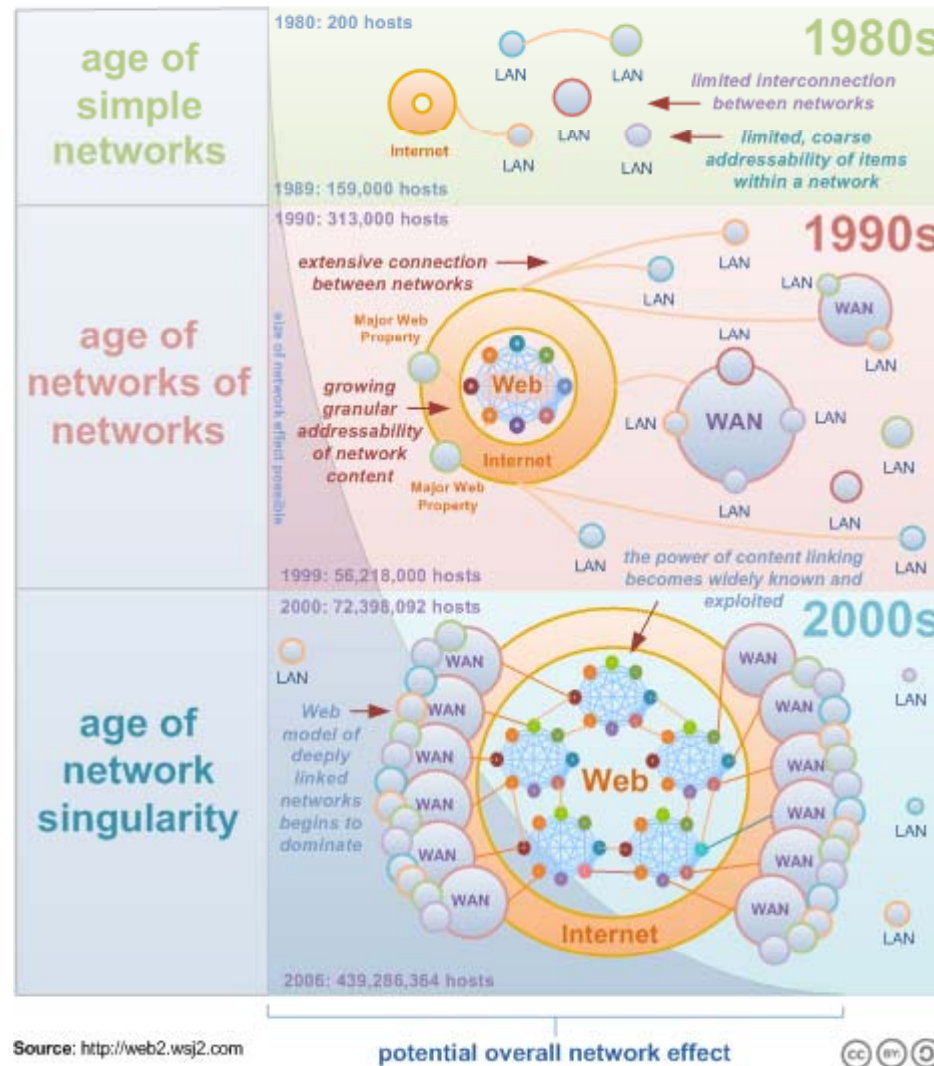
<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>

The Web in 2006

As it reached 1 billion people this year, the Web became the *dominant platform, fusing and imposing structure* on the majority of other networks



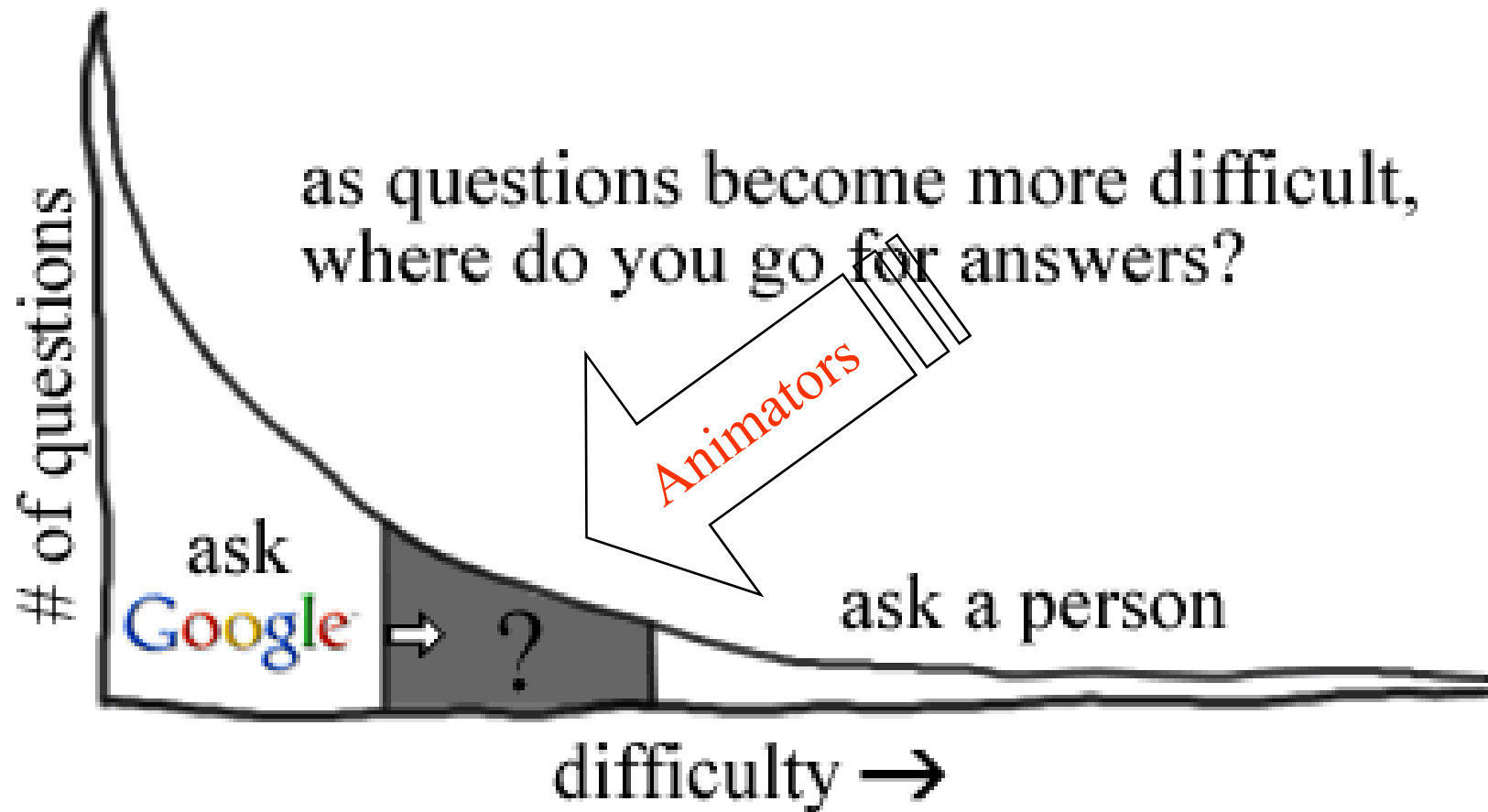
Source: <http://web2.wsj2.com>



How Future Member-centric are
you . . . ?

Really?

The Long Tail





Help | SignUp

The Web MySpace Search

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Classifieds | SignUp

Blogs	Classifieds	Games	Music Videos
Browse	Filmakers	Groups	Schools
Chat Rooms	Forums	Music	Videos

Check Out What's Playing Now

- Fresh Pick
- Featured Videos
- Top Videos

» Browse Videos



MYSACE MUSIC VIDEOS

MySpace Music

[more music]



Assassins

Rock / Electro
Chicago, IL

Chicago's Assassins kill it on the dance floor with their delicious male-female vox laid over Joy Division-style beats, trip hop sounds and indie rock guitars. Press play and you'll be dancing, too.

» Listen Now

MySpace Specials

MYSACE FILM

Screenings | Forums | Top Filmmakers



» Check Out MySpace Films

Member Login

E-Mail:

Password:

☐ Remember Me

LOGIN

SIGN UP!

Forgot your password?

Cool New People

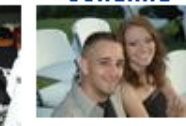
Jesse



Tommy



Johanna

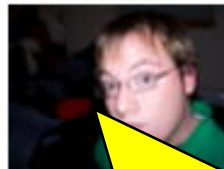


Videos

[more videos]

**VONAGE**
vonage.ca

▶ Save now

Premium Unlimited
\$39.99
/monthUnlimited local & long-distance
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](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Games](#) | [Music](#) | [Classifieds](#)**Cool New People****Virginia****Katrina****Kendall****Gordon****Member Login**E-Mail: Password: ☐ Remember my E-mail[LOGIN](#)[SIGN UP!](#)[Forgot your password?](#)[Blogs](#)
[Browse](#)
[Chat Rooms](#)[Classifieds](#)
[Filmmakers](#)
[Forums](#)[Groups](#)**How much more
info do you need?**

▼ advertisement

MySpace Music**Two Gallants**

Indie

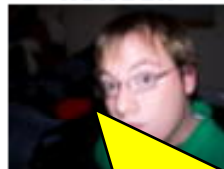
San Francisco, CA

Two 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](#)**ING DIRECT**
save your money®**Open an ING DIRECT
Investment Savings
Account.**[START SAVING](#)**MySpace Specials**

**VONAGE**
vonage.ca

▶ Save now

Premium Unlimited
\$39.99
/monthUnlimited local & long-distance
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](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Games](#) | [Music](#) | [Classifieds](#)**Cool New People****Virginia****Katrina****Kendall****Gordon****Member Login**E-Mail: Password: ☐ Remember my E-mail[LOGIN](#)[SIGN UP!](#)[Forgot your password?](#)[Blogs](#)
[Browse](#)
[Chat Rooms](#)[Classifieds](#)
[Filmmakers](#)
[Forums](#)[Groups](#)**Reminder:**
200,000-350,000
A DAY!

▼ advertisement

MySpace Music**Two Gallants**

Indie

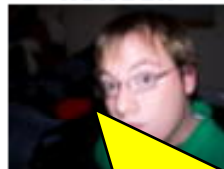
San Francisco, CA

Two 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](#)**ING DIRECT**
save your money®**Open an ING DIRECT
Investment Savings
Account.**[START SAVING](#)**MySpace Specials**

**VONAGE**
vonage.ca

▶ Save now

Premium Unlimited
\$39.99
/monthUnlimited local & long-distance
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](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Games](#) | [Music](#) | [Classifieds](#)**Cool New People****Virginia****Katrina****Kendall****Gordon****Member Login**E-Mail: Password: ☐ Remember my E-mail[LOGIN](#)[SIGN UP!](#)[Forgot your password?](#)[Blogs](#)
[Browse](#)
[Chat Rooms](#)[Classifieds](#)
[Filmmakers](#)
[Forums](#)[Groups](#)**Average age?**
31

▼ advertisement

MySpace Music**Two Gallants**

Indie

San Francisco, CA

Two 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](#)**ING DIRECT**
save your money®**Open an ING DIRECT
Investment Savings
Account.**[START SAVING](#)**MySpace Specials**



VONAGE
vonage.ca

► Save now



Premium Unlimited
\$39

Unlimited local & long-distance
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 | Blogs | Events | Games | Music | Classifieds

Cool New People

Virginia



Katrina



Member Login

Email:

☐ Remember my E-mail

☐ Forgot your password?

Blogs

Browse

Chat Rooms

Classifieds

MySpace Music



Two Gallants fuse a fusion of heavy-knuckled punk energy to storytelling epics in-your-beer, honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.
» [Listen Now](#)

advertisement

ING DIRECT
save your money®

**Open an ING DIRECT
Investment Savings
Account.**

MySpace Specials

**15 million daily users,
and 30 billion page
views a month
Avg: 20 minutes a day**

mate1 It's Free! INTIMATE DATING

I am a: Seeking a:

For: Age: to

Zip/Postal:

SEARCH

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Film](#) | [Mail](#) | [Blog](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Videos](#) | [Music](#) | [Comedy](#) | [Classifieds](#)

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 [\(view more\)](#)

[\[View All Blog Entries\]](#)

Hennepin County Library's Blurbs

About me:

[Library Search](#)

www.myspace.com/hennepincountylibrary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Print Mail W Yellow Bookmarks People

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

Google Search PageRank 1269 blocked ABC Check AutoLink AutoFill Options

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...

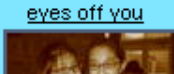
Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.


[eVolver](#)




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



[.:Steen.:](#)



[Charbonneau](#)





JUST ADDED: KILLSWITCH ENGAGE

**GNARLS BARKLEY - ICE CUBE - THE SOUNDS - THE KILLERS
JET - TENACIOUS D - YEAH YEAH YEAHS - SLAYER
AND MANY MANY MORE**

Web



Search

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Film](#) | [Mail](#) | [Blog](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Videos](#) | [Music](#) | [Comedy](#) | [Classifieds](#)

UIUC Undergraduate Library



"Everybody's
favorite place to
study and hang
out."

Female
37 years old
URBANA, ILLINOIS
United States

Last Login:
11/29/2006

View My: [Pics](#) | [Videos](#)

Contacting UIUC Undergraduate 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/askundergrad](#)

UIUC Undergraduate Library is in your extended network

UIUC Undergraduate Library's Latest Blog Entry [[Subscribe to this Blog](#)]

Voting Day! ([view more](#))

Loanable Laptops are Here! ([view more](#))

Gaming Night on October 21st ([view more](#))

Back in the swing of things! ([view more](#))

The Integrated Services Desk ([view more](#))

[[View All Blog Entries](#)]

UIUC Undergraduate Library's Blurbs

About me:

1402 West Gregory Urbana, IL, 61801 (217) 333-3477 .. askundergrad I'm the University of Illinois Undergraduate Library, and I opened in 1969. I'm the friendliest little library in the whole world, so send me a message or ...



VONAGE
vonage.ca

► Save now



Premium Unlimited

\$39

Unlimited local & long-distance
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 | Blogs | Events | Games | Music | Classifieds

Cool New People

Virginia



Katrina



Member Login

Email:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs

Browse

Chat Rooms

Classifieds

MySpace Music



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

» [Listen Now](#)

advertisement

ING DIRECT
save your money®

**Open an ING DIRECT
Investment Savings
Account.**

START SAVING

MySpace Specials

**My
Smarter
Space**

A sustainable social network for life.

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

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

My Privacy



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 Natio

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 Home Search Favorites Reload Print Mail Address Book

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


Google Go Bookmarks 65 blocked Check AutoLink AutoFill Send Settings


Search web... Favorites PC Health Form Fill Spaces


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

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/engineerin/g/compendex_narrated/compendex_narrated.html

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

University of Alberta LIBRARIES

[View Discussion Board](#)
[Report Group](#)

[Share](#) +

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

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

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites RSS Print Mail News Groups

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

Google Go Bookmarks 65 blocked Check AutoLink AutoFill Send Settings

Search web... Favorites PC Health Form Fill Spaces


Facebook | Engineeri...



Kyle Sand (Alberta) wrote
at 5:28pm on February 22nd, 2007

Just had a question i hoped you could answer. Can we search any sort of thesis database? I'm trying to find one published at the U of A that was referenced in a paper.


[Message](#) - [Report](#)



Randy Reichardt (Alberta) wrote
at 11:46pm on February 13th, 2007


Steve, thanks for the note and the kind words. I'll relay your suggestion of a "librarian bat signal" to my colleagues, and we'll see if we can come up with something inventive! LOL! And thanks to you, Andrea, Jessica, and Leonard for being the first students to join our new group, your collective support is much appreciated! - Randy

[Message](#) - [Report](#)



Steve Lobo (Alberta) wrote
at 11:20pm on February 13th, 2007

Wow Randy! You are so amazing, I don't think I have this many ways to contact my parents and we live in

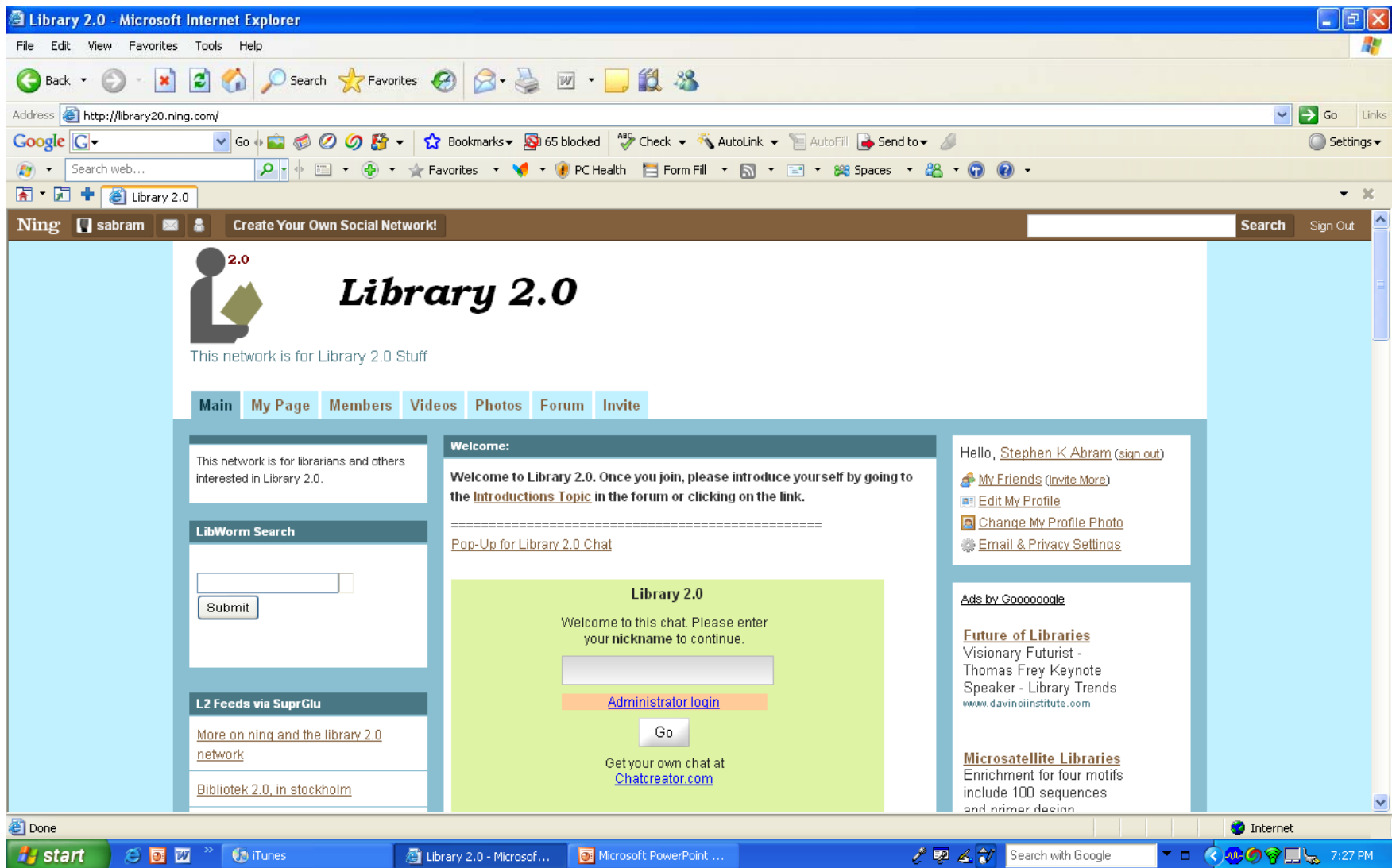


Kyle: We do have access to such a database, it's called Proquest Dissertations and Theses - Full Text: <http://www.library.ualberta.ca/databases/databaseinfo/index.cfm?ID=168>. If it's a recent thesis, there's a good chance that it is available full-text on this db. Otherwise, there would be a paper copy of it held in the UA Libraries' system.

Let me know if you find it. - Randy

[Message](#) - [Report](#)

start iTunes Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 7:24 PM



Flickr: Photos from abram_stephen - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Print Mail

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

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

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](#)

[View as slideshow](#)
(New window)

PLEASE READ THIS IMPORTANT SECURITY NOTICE. [DISMISS X]


Stephen-stripped



[click here to add a description](#)

© This photo is **public**. [Change?](#)
Uploaded on [Mar 10, 2007](#) | [Delete](#)
[0 comments](#)


StephenFull-HiRes



[click here to add a description](#)

© This photo is **public**. [Change?](#)
Uploaded on [Mar 10, 2007](#) | [Delete](#)
[0 comments](#)

StephenFull-bw



[click here to add a description](#)

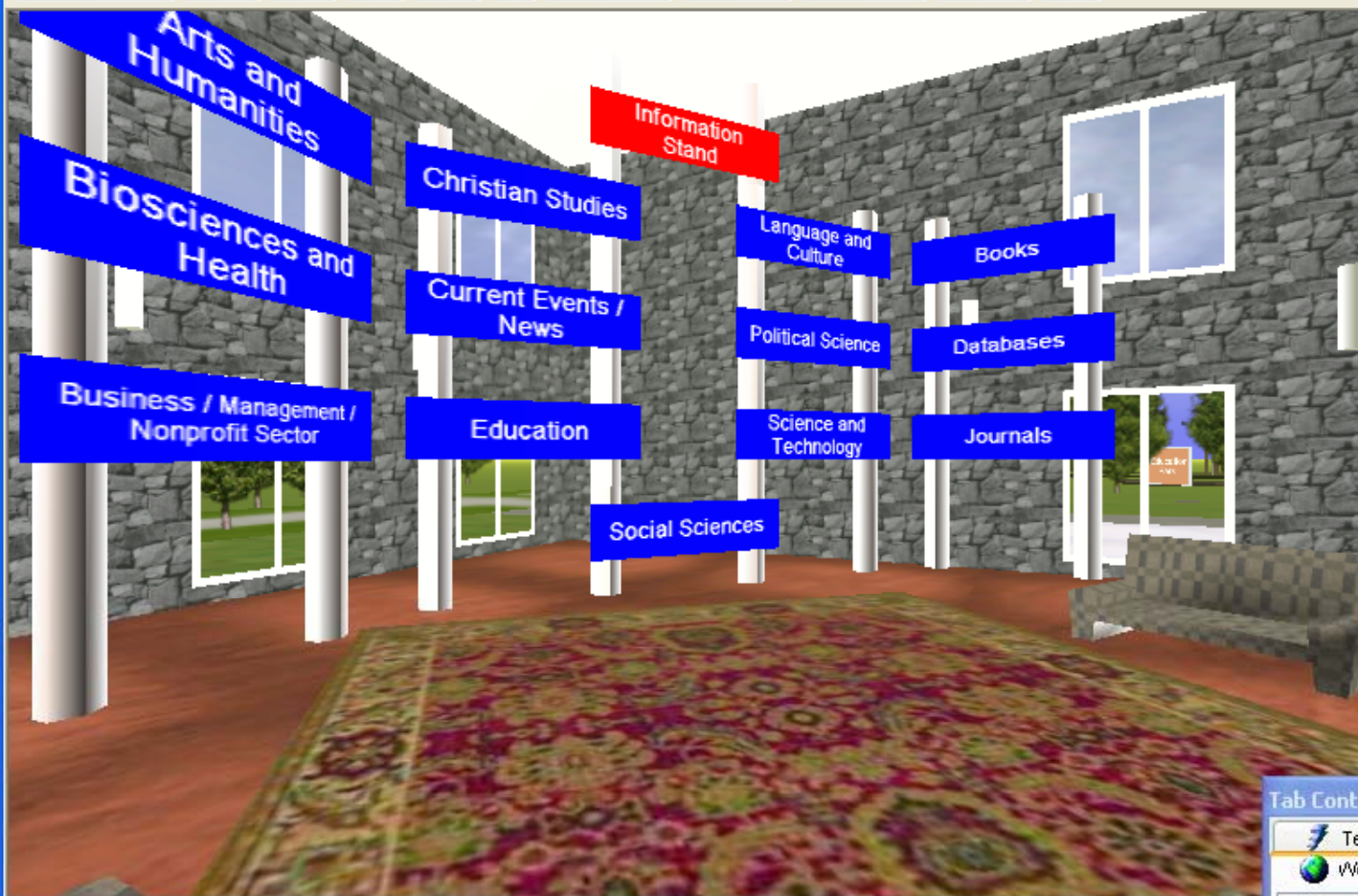
© This photo is **public**. [Change?](#)
Uploaded on [Mar 10, 2007](#) | [Delete](#)
[0 comments](#)

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





TURN_AROUND WAVE JUMP SPIN JOY1 YES BLOW_KISS EGYPTIAN MACARENA KARATE KICK



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

EASTERN UNIVERSITY

ABOUT | ACADEMICS | ADM

Library :

- > [Library Catalogs](#)
- > [Books](#)
- > [Databases](#)
- > [Journals](#)
- > [Subject Guides](#)
- > [Interlibrary Loan](#)
- > [Services](#)
- > [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

Download complete Done 0.0 K/sec 18.0 frames/sec 12:18:43 AM Sun May 14, 2006 VRT 60 meters 0.0 meters



Microsoft Outlook We...

Downloading The Acti...

Web 2.0 Overview Mi...

Active Worlds - VBI - ...

9:18 PM



Your World. Your Imagination.

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

[WHAT IS SECOND LIFE?](#) | [SHOWCASE](#) | [BUSINESS PARTNERS](#) | [DEVELOPERS](#) | [COMMUNITY](#) | [SUPPORT](#)

[- Resident Links -](#)

**FREE MEMBERSHIP
JOIN NOW!**

MEMBERSHIPS, LAND, & PRICING

BUY AND SELL WITH LS

REFER-A-FRIEND



Residents: 157,518
Online Now: 5,402
US\$ Spent Today: 187,907.00

Headlines [read more news...](#)

Wired.com
[Making a Living in Secon...](#)
The Escapist

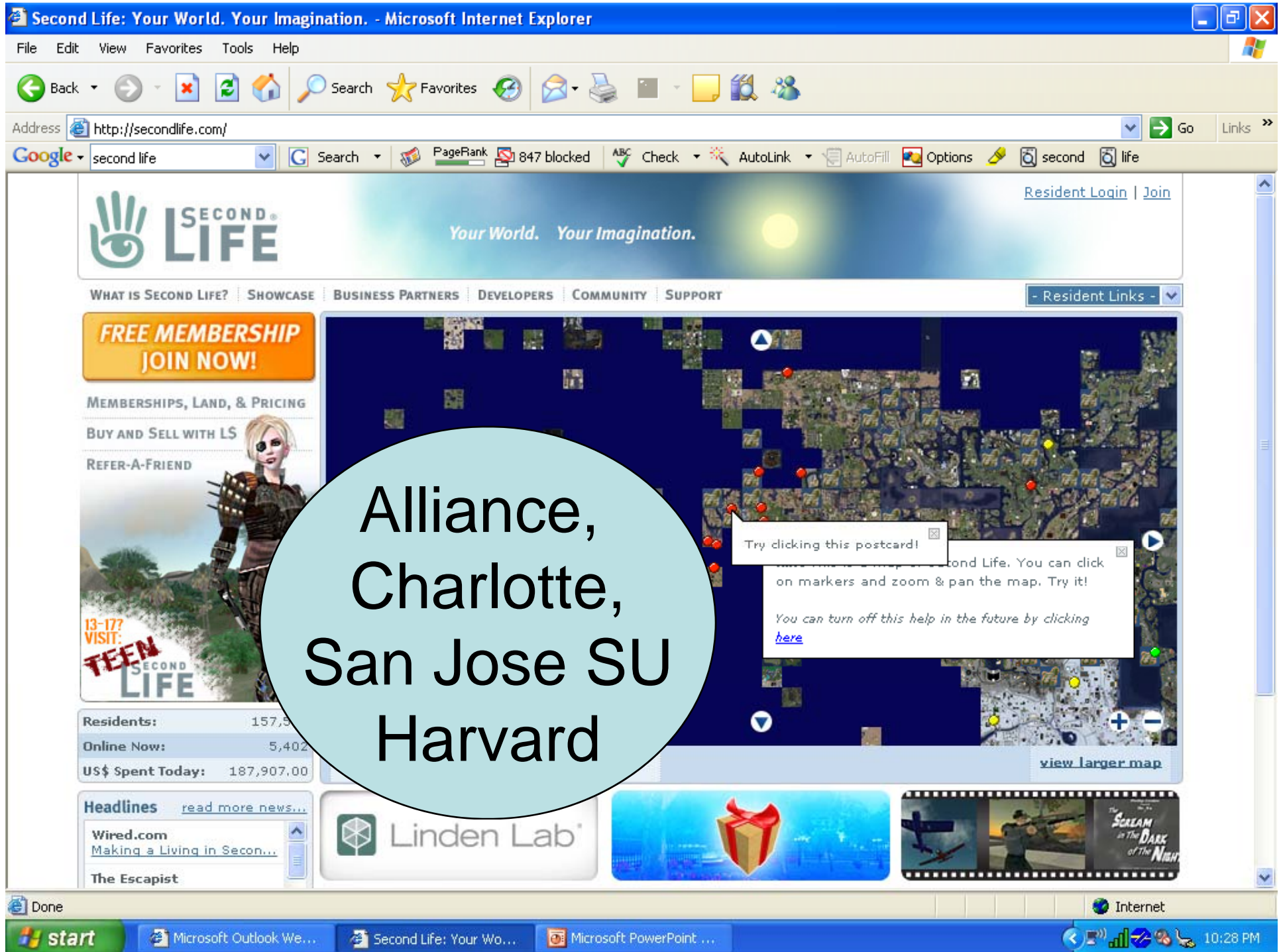


Try clicking this postcard!
... Second Life. You can click on markers and zoom & pan the map. Try it!
You can turn off this help in the future by clicking [here](#)

Event **Postcard** **Land For Sale**

[view larger map](#)







WHAT IS IT? PRICING FEATURES VIRTUAL LAND FOR PARENTS COMMUNITY



A VIRTUAL WORLD FOR TEENS

Join Teens from all over the globe in Teen Second Life - a 3D virtual world created by you and for you. Create, learn new skills, start a business, meet new people -- it's your world, your imagination.

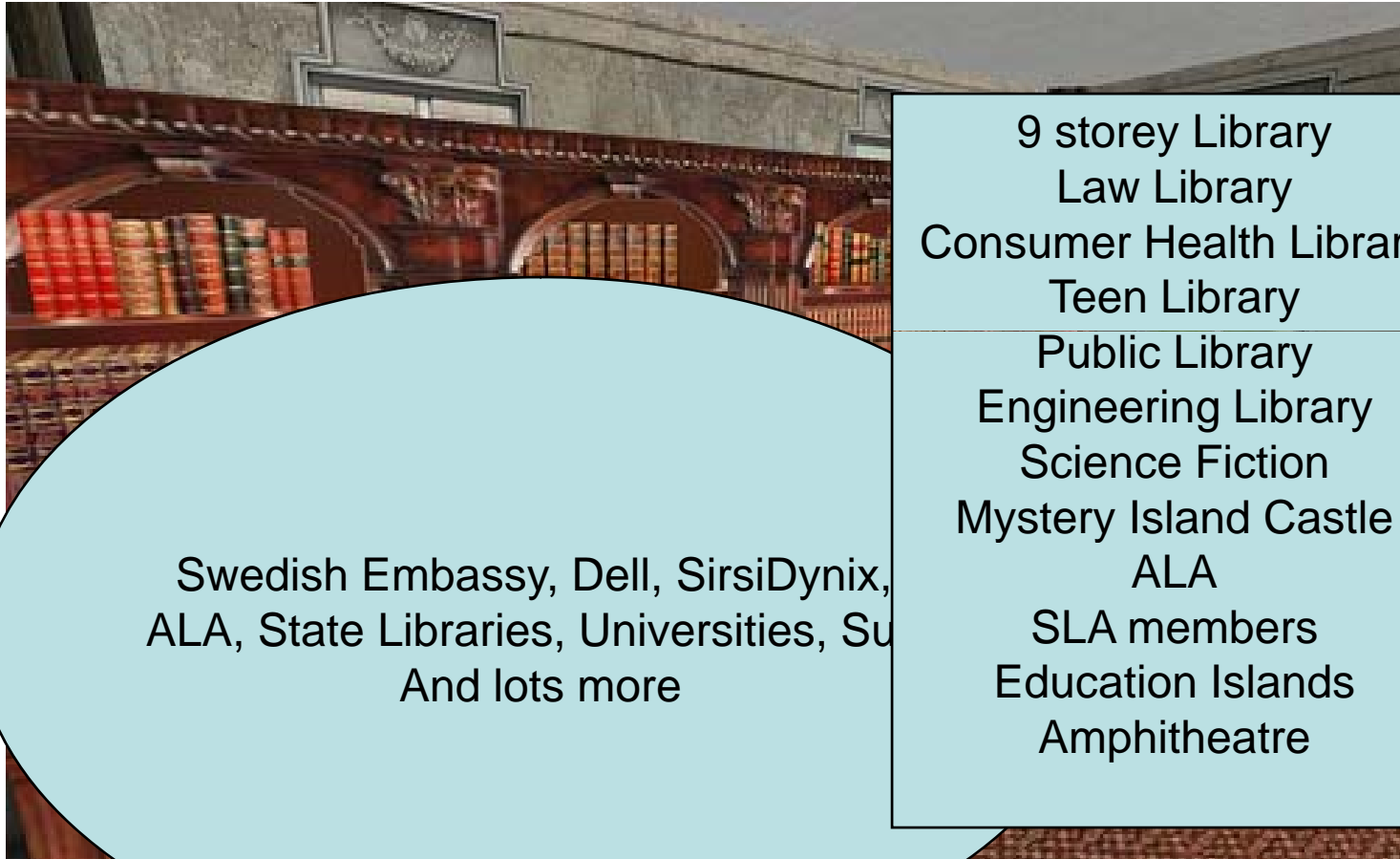


Hang out with your friends at the Coffee Spot in Teen Second Life!



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

Second Life Library eBooks

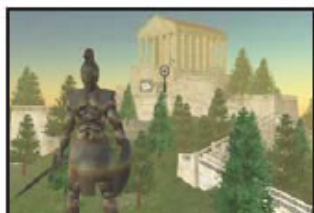


Swedish Embassy, Dell, SirsiDynix,
ALA, State Libraries, Universities, Su
And lots more

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



Inside



Sim of the Week - Page 9

FYI

Linden Lab is temporarily postponing the release of 1.9.1. They will continue to release updated versions of 1.9.1 on the preview grid for testing. They will still be bringing the grid down for some hardware and server side code upgrades. These changes will occur between tomorrow from 6am to noon SLT.

Index

Perspectives Page 4
The Line Page 5
Comics Page 7
Entertainment Page 7
Photo Contest Page 8
Fashion Pages 11-12
Art Page 15
Sports Page 16

Web Poll

Go to our website at www.metaversemessenger.com to participate in our online poll.
This week's question:
"Should Linden Lab sell Linden dollars?"
Look for the results from last week's poll on Page 4.

About Us

Volume 1,
No.39
Second Life
*The Metaverse
Messenger*
Sido (169, 195)



happy mother's day The Metaverse Messenger

A REAL NEWSPAPER FOR A VIRTUAL WORLD

Tuesday, May 9, 2006

A Second Life Publication

Free

Adobe Reader - [MM-2006-04-25.pdf]

File Edit View Document Tools Window Help

Save a Copy

Search

Select

126%

Help

Y!W

YAHOO! TOOLBAR
Get it free

Pages

Attachments

Comments

Reading is virtually fundamental in SL

Second Life Library

www.infoisland.org

Another innovation from the Alliance Library System

services to 286 libraries and lly funded by the state of

added that ALS is one of the ovative organizations, tech- lly speaking, and their phi- is to mine new technologies l the gospel of library usage. ion equals risk, innovation owth," she stated.

Bell, the ALS's director of m, read about SL in the blog rian who was already a re- e created an account, logged er avatar, Lorelei Junot, and pulation of almost 200,000. i found that SL had a few such as Wandering Yaffle's brary, 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 coun- try 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 afford- ed by SL.

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

See BOOK, Page 20

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.

1 of 21

start

The Metaverse Mes...

Metaverse Messen...

Web 2.0 Overview ...

Active Worlds - VBI ...

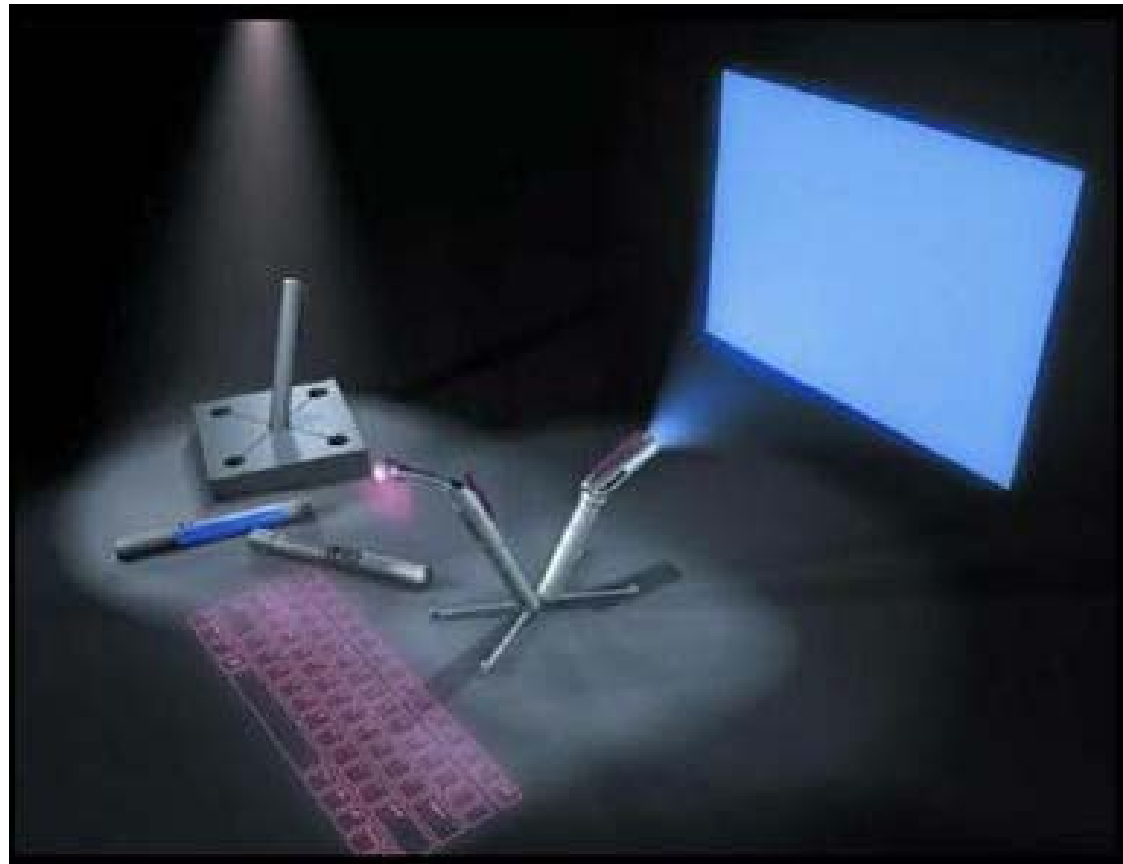
MM-2006-04-25.pdf

9:38 PM

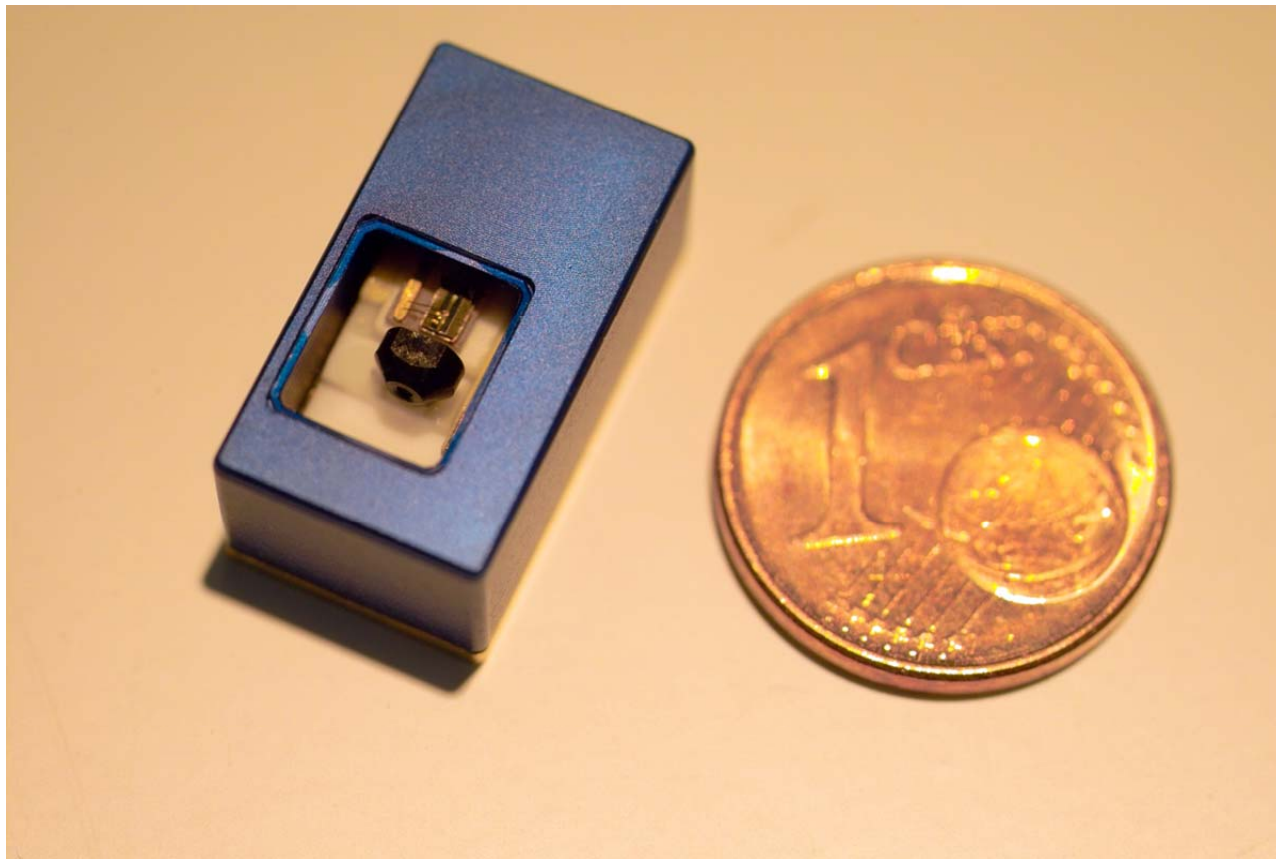


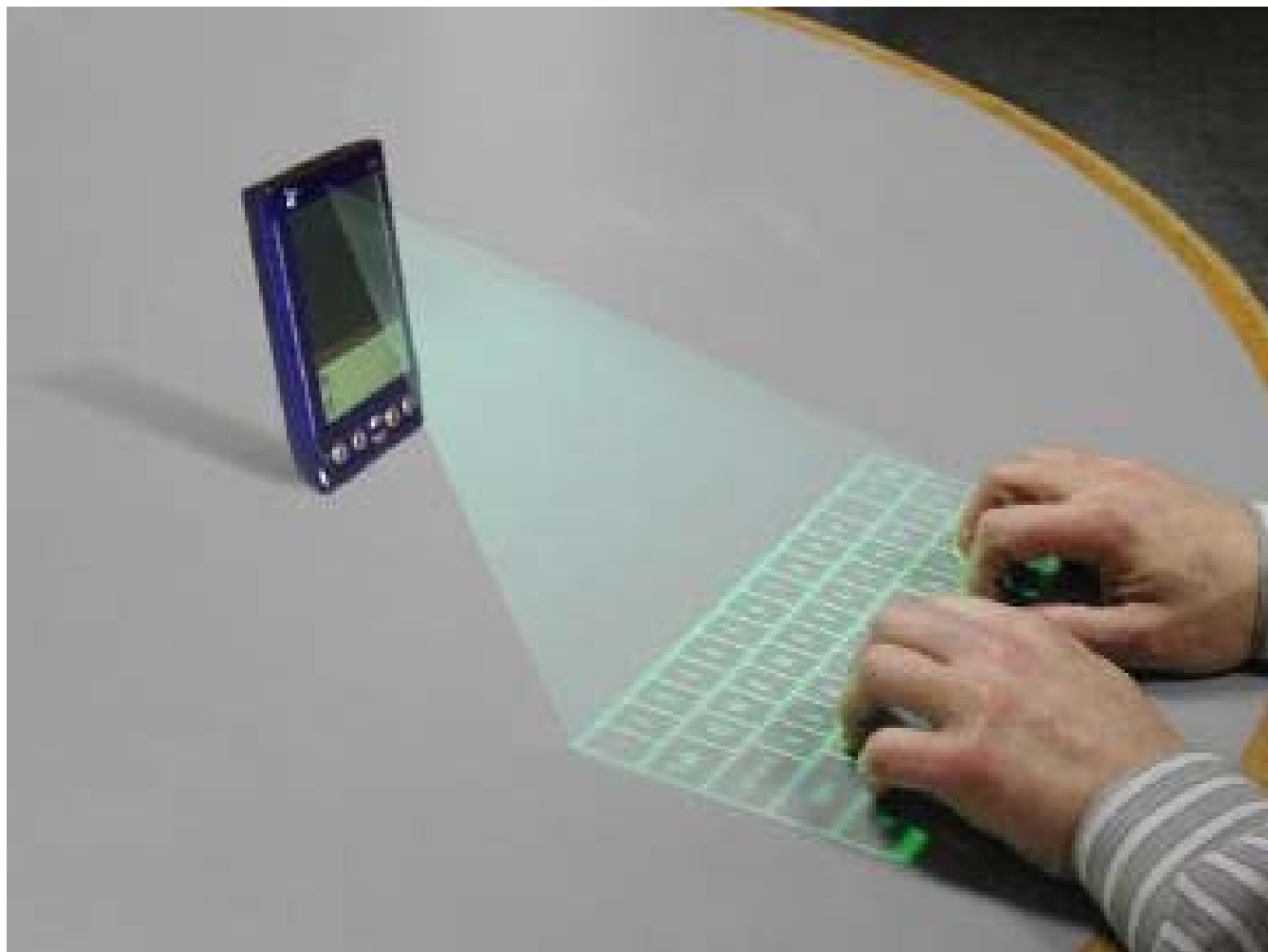


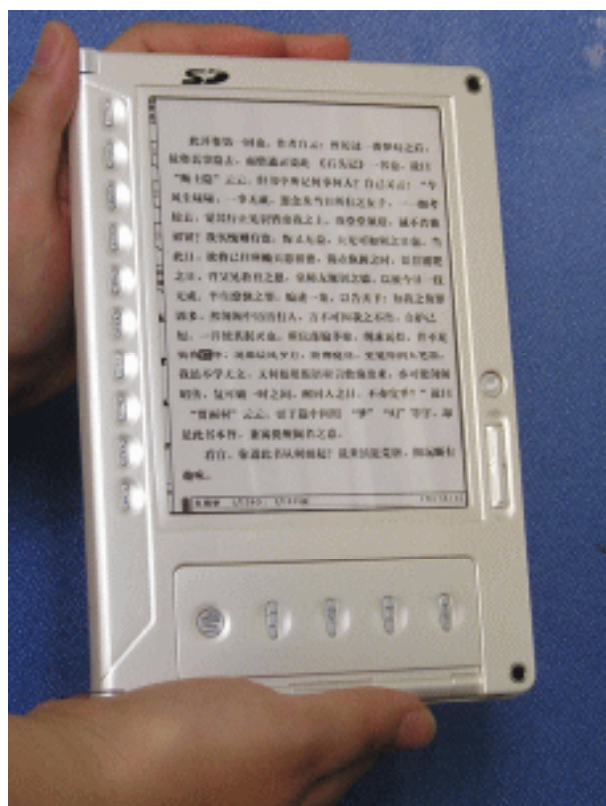




A projector the size of a sugar cube





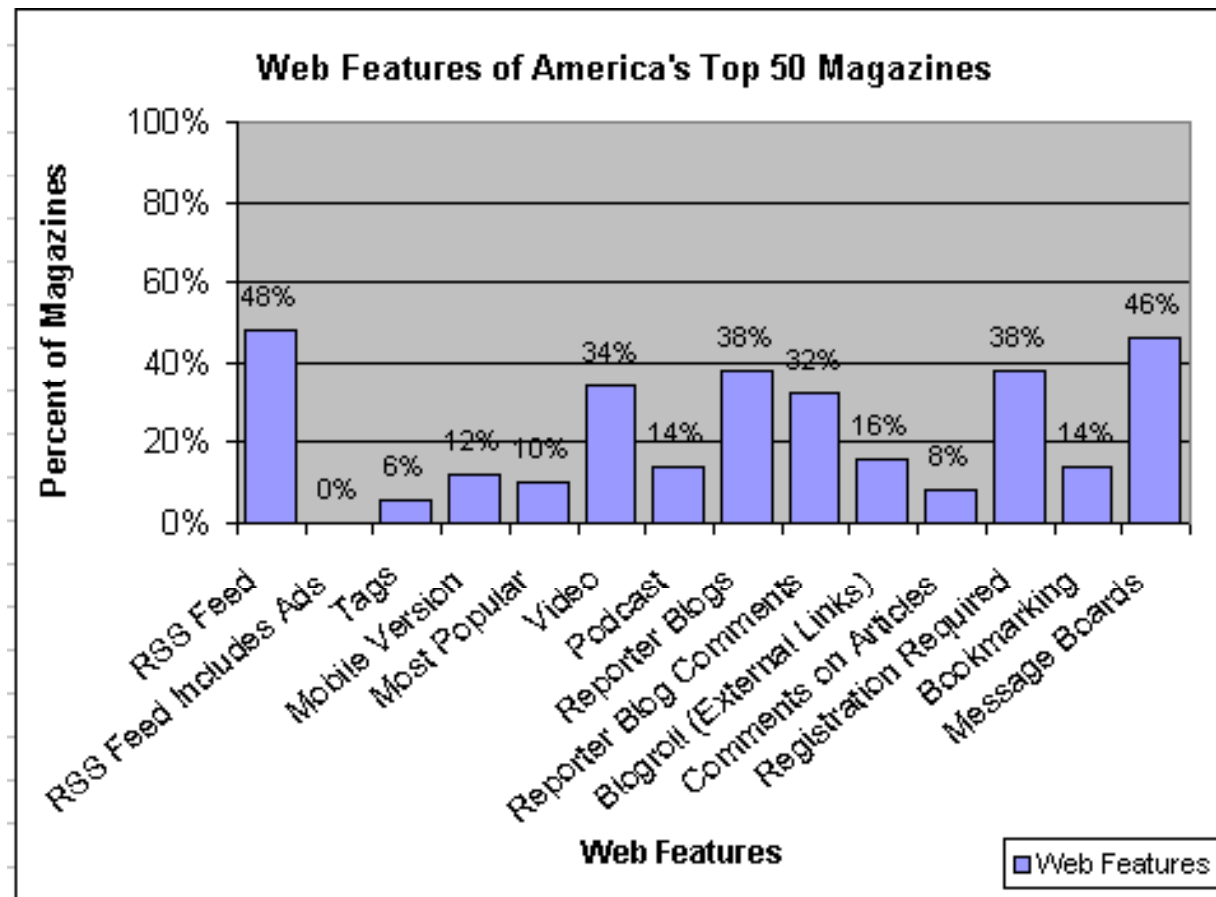




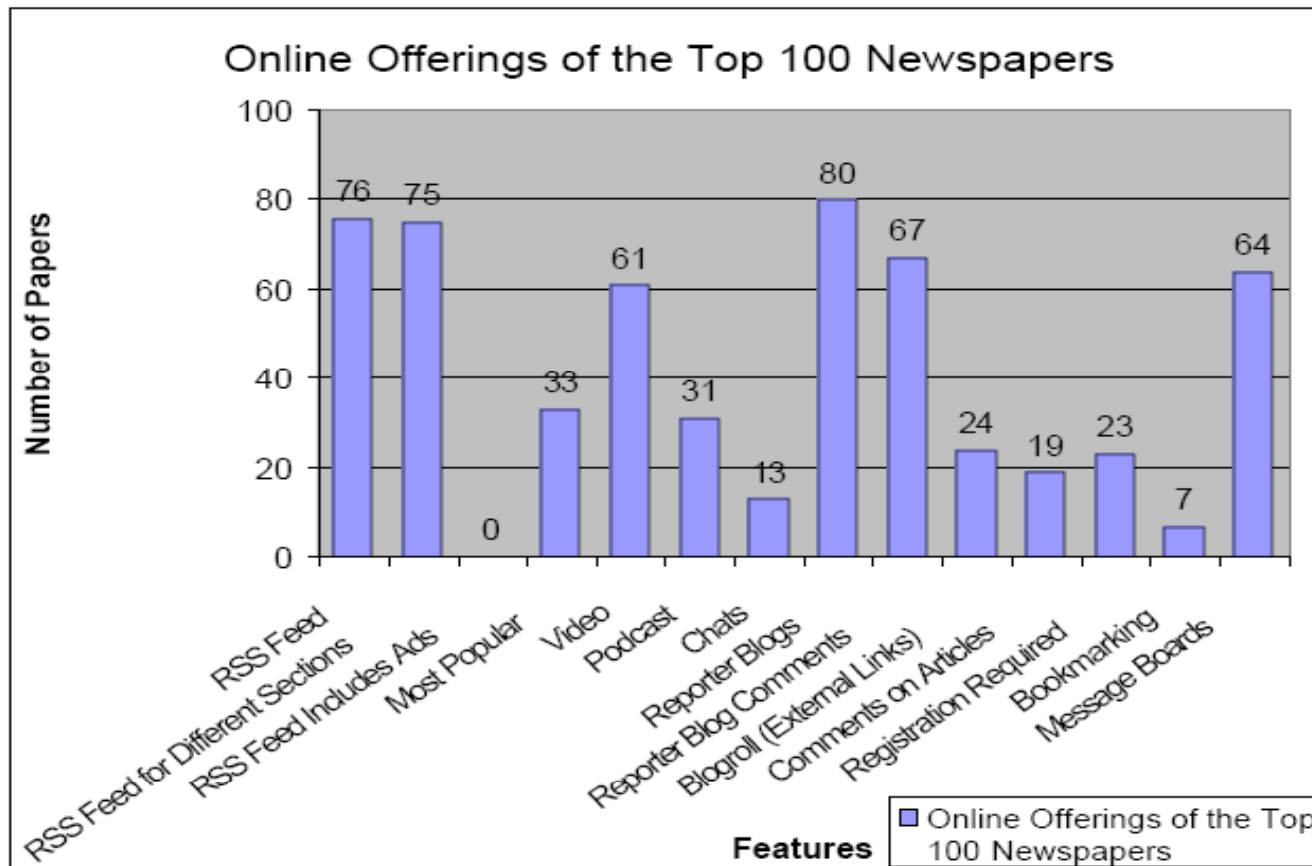
Everything's getting smaller



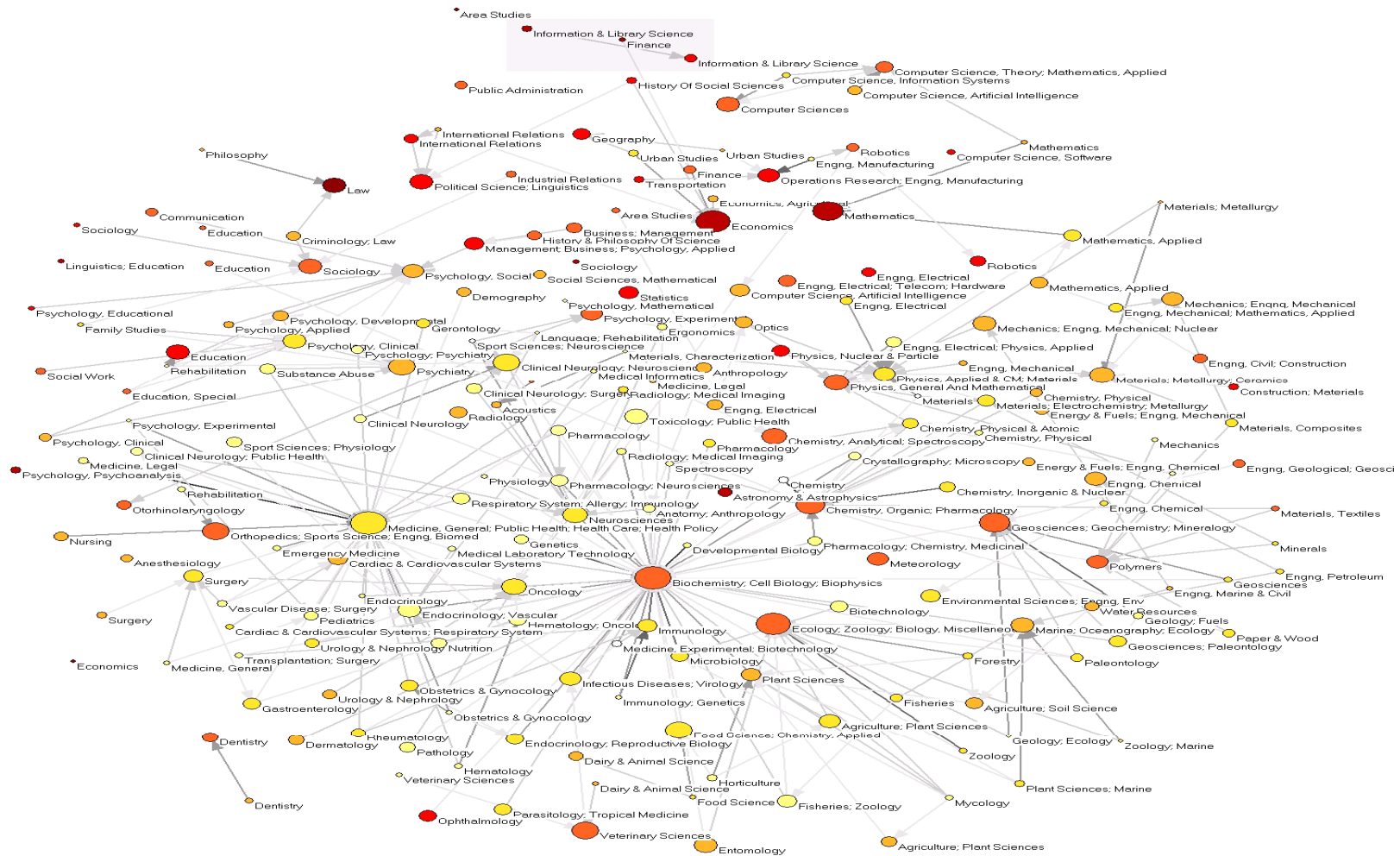
Is Magazine Content Social?



Is News Content Social?



Are Scholars' Citations Social?



Great Expectations

The future is already here, it's just not evenly distributed yet!

Expectations 1.0

- Yes the principles and foundations of associations have not changed. . . We *have* always done this.
- The tools we use are entering a new era. And where we get the tools, how we use them, and how flexible and timely we can be *is* changing.
- Will attitudes and aptitudes change if we don't re-frame the conversation? *Maybe*.

Web Expectations 1.0

- Educate (vs. Learn)
- Search
- Retrieve
- View
- Print
- Link
- Navigate
- Read
- . . .



Association Expectations

1.0

- Link me to others
- Educate me
- Give me a leg up
- Fix the government(s)
- Give me benefits
- I'll give you volunteer time
- I'll pay a you on spec
- Represent my interests





facebook

LibraryThing^{BETA}

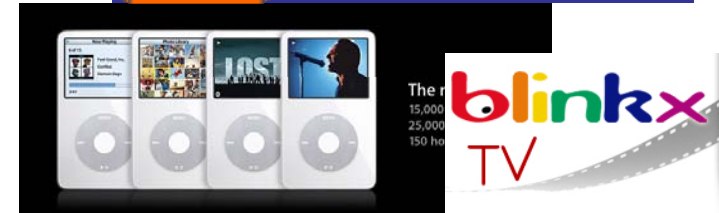
PubSub



Blogger™

flickr^{BETA}™

amazon.com



myspace[®]
a place for friends

Picasa™ Picture Simplicity

open source



Google
talk^{BETA}



OVERDRIVE[®]

AJAX



Lime
wire

orkut^{beta}

ELF - keeping tabs on your library material

Open Content Alliance







Figure 2 The Many Forms Of Social Computing

Social technology	Examples	Current usage
Social networks Technology that allows users to leverage personal connections.	LinkedIn facebook orkut friendster myspace a place for friends	• 6% of North American online consumers use social networking sites weekly, up from 4% in 2004.
RSS An XML standard that lets users collect and read content feeds.	Bloglines Yahoo! newsfeed FeedBurner Pluck	• 6% of North American online consumers use RSS weekly. • 47% of marketers use or plan to use RSS feeds.
Open source software Publicly available software that can be copied or modified without payment.	The Apache Software Foundation http://www.apache.org/ OpenOffice.org Linux MySQL	• 56% of US firms use open source software; 19% plan to use it. • 39% of European firms use open source software; 29% plan to.
Blogs Online diaries of text, photos, or other media.	Bloglines TypePad Blogger WEBLOGS.COM msn Spaces xanga	• 10% of North American online consumers visit blogs weekly. • 51% of marketers use or plan to use blogs in some way.
Search engines Services that find Web content based on user-specified criteria.	Yahoo! msn Ask Jeeves Online Google Technorati	• 79% of US online consumers use a search engine weekly. • 79% of marketers use search marketing.
User review portals Web portals that allow users to search for peer reviews on a product or service.	tripadvisor reviewcentre informed choices Insider Pages chet ONET.com Game Rankings	• 12% of North American online consumers visit ratings.
P2P file sharing Sharing media files over a network powered by users who act as both client and server.	utorrent BitTorrent grouper	• 6% of North American online consumers use P2P networks.
C2C eCommerce Buying and selling among consumers via the Net.	ebay amazon.com craigslist uBid	• 27% of North American online consumers bid or sell in online marketplaces.
Comparison shopping sites Sites that allow consumers to compare products or services.	PriceGrabber.com shopzilla Froogle	• 24% of North American online consumers visit comparison shopping sites.
Podcasts Online audio or video that users can download to a device.	Podcast Alley Odeo Juice PodShow	• 1% of North American online consumers list podcasts as their top interest today, but 24% are interested in it.
Wikis/Collaboration software Shared publishing software or site that allows users to edit content.	Jotspot Basecamp groovynetworks Socialtext WIKIPEDIA	• Wikipedia, a collaborative encyclopedia, has more than 3 million pages, in almost 200 languages.
Tagging Metadata assigned to items like photos or Web pages to facilitate searching and sharing.	bea del.icio.us shadows flickr	• According to the Wall Street Journal, tagging sites garner less than 1% of Google's traffic, but they are growing rapidly.

Hmmmm,
The magic
seems sees
to be social!

Source: Forrester Research, Inc.

Association Expectations 2.0

- Connect me – to information, to other members, to influencers, to staff
- Deliver an ecology where I can learn
- Deliver an experience that engages
- Let my voice be heard
- Be there virtually and physically

Association Expectations 2.0

- Understand “me”

Web 2.0

- The Web As Platform
- Harnessing Collective Intelligence
- Data As Valuable As Functionality
- Continuous Improvement Gradient
- Frictionless Programming & Data Models
- Software That Crosses Boundaries
- Immersive, Social, Rich User Experiences

peer
production

most effective
scalability

AJAX

unintended
uses

mash-ups

Software as
a Service

tagging

RSS

Identity
2.0

Library
2.0

Law 2.0

Media
2.0

Advertising
2.0

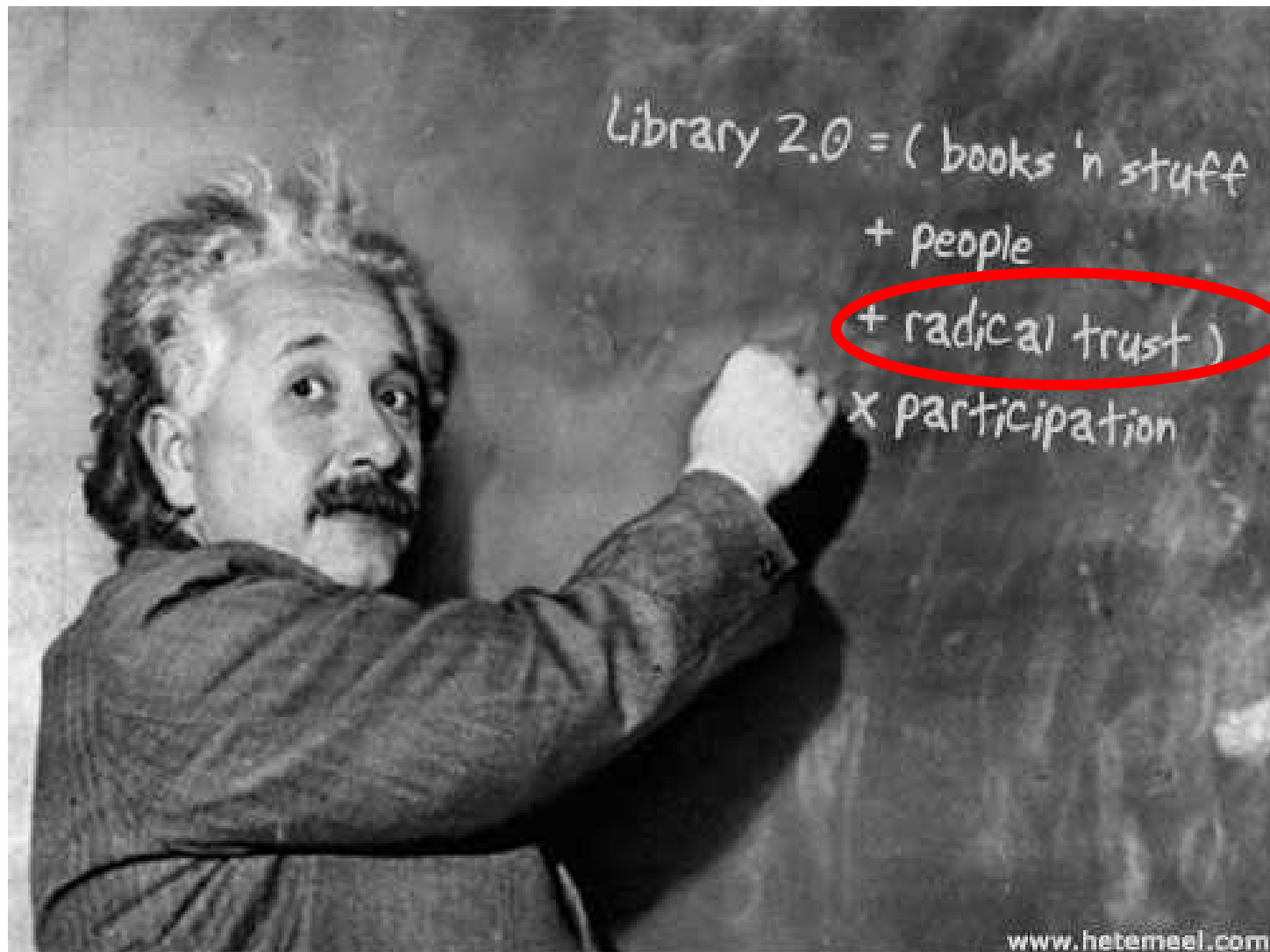
Association
2.0

Association 2.0 is an operating model that allows associations to respond rapidly to market and member needs. This does not mean that we abandon our current members or our mission. It is a philosophy of rapid change, flexible organization structures, new Web 2.0 tools, and member participation that will put our associations in a much stronger position, ready to efficiently and effectively meet the needs of a larger population.”

Adapted from Michael Casey, LibraryCrunch.com blog
Gwinnett County PL

Association 2.0 is very much influenced by technology-driven, two-way, social interactions between staff and staff and staff and members and all and influencers. A2 has provided a framework within which we've been able to re-evaluate every aspect of classical association management with the end goal of usability, findability and the ultimate member experience in mind.

Adapted from John Blyberg, Blyberg.net



Darlene Fichter, 2006

Web 2.0

RSS – really simple syndication

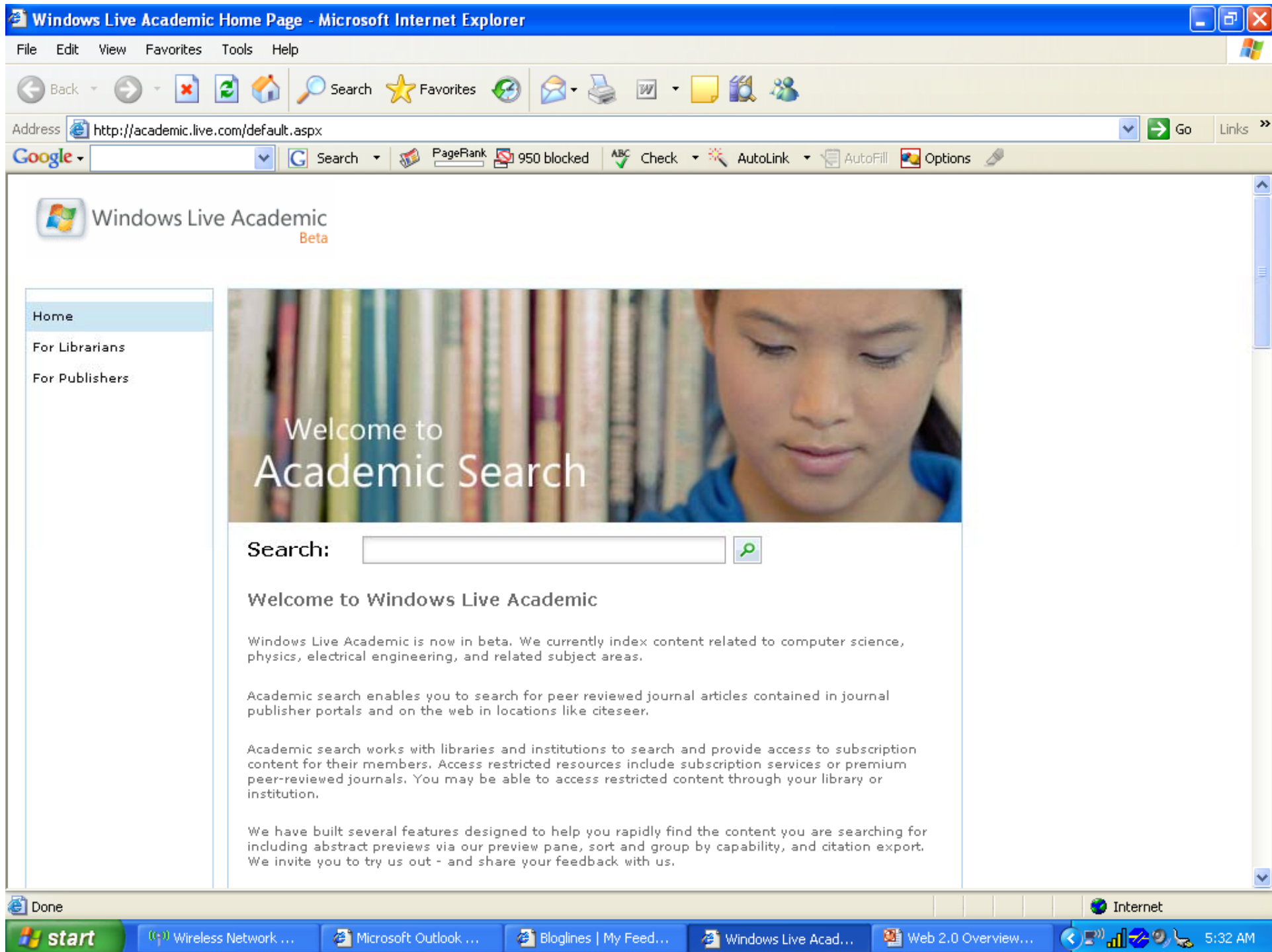
Web 2.0

Wikis

Web 2.0

New Programming Tools:

AJAX, API, Mashups, gadgets,
widgets, wizards, Java/J2EE



Google Advanced Scholar Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Reload Print Mail Wordpad New Folder Runas Runas User

Address http://scholar.google.com/advanced_scholar_search?hl=en&lr= Go Links

Google google scholar Search PageRank 950 blocked Check AutoLink AutoFill Options google scholar

Google Scholar BETA

Advanced Scholar Search

[Advanced Search Tips](#) | [About Google Scholar](#)

Find articles with **all** of the words 10 results

with the **exact phrase**

with **at least one** of the words

without the words

where my words occur

Author Return articles written by
e.g., "P.J. Hayes" or McCarthy

Publication Return articles published in
e.g., J Biol Chem or Nature

Date Return articles published between —
e.g., 1996

Subject Areas ☒ Return articles in all subject areas.

☐ Return only articles in the following subject areas:

- ☐ Biology, Life Sciences, and Environmental Science
- ☐ Business, Administration, Finance, and Economics
- ☐ Chemistry and Materials Science
- ☐ Engineering, Computer Science, and Mathematics
- ☐ Medicine, Pharmacology, and Veterinary Science
- ☐ Physics, Astronomy, and Planetary Science

Google Scholar BETA

Done Internet

start Wireless Network ... Microsoft Outlook ... Bloglines | My Feed... Google Advanced ... Web 2.0 Overview... 5:38 AM

Web 2.0

Blogs and blogging

Web 2.0

Commentary and comments

Web 2.0

Sensemaking – e.g. Squidoo

Web 2.0

Personalization and My Profiles

Web 2.0

Podcasting, P2P and MP3 files

Web 2.0

Streaming Media – audio and video



Web 2.0

Reviews and User-driven Ratings

Web 2.0

Recommender Functionality

Web 2.0

Personalized Alerts

Web 2.0

IM

Twitter / sabram - Microsoft Internet Explorer

File Edit View Favorites Tools Help



Back Forward Stop Reload Home Search Favorites

Address http://twitter.com/sabram Go Links

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

Search web... Favorites PC Health Form Fill Spaces

Twitter / sabram

**sabram**

Heading to Denmark
[about 3 hours ago](#) from web

© 2007 Obvious | [About Us](#) | [Contact](#) | [Blog](#) | [API](#) | [Help](#) | [Terms of Service](#)

About **sabram**

Name: Stephen
Bio: I'm VP innovation for SirsiDynix and SLA president-elect
Location: Toronto, ON
Web: <http://stephenslioth...>

[0 Favorites](#)
[0 Friends](#)
[0 Followers](#)
[1 Update](#)

Want an account?
[Join for Free!](#)
Have an account? [Sign in!](#)

start iTunes Twitter / sabram - Mic... Microsoft PowerPoint ... Search with Google 7:20 PM

danah's World



SecureId

Web 2.0

Folksonomies, Tagging and Tag Clouds

Visualization

Web 2.0

Photos (e.g. Flickr, Picasa)

Web 2.0

Socially Driven Content - Wikis

Web 2.0

Data Mining: Who do I deliver?

Web 2.0

Open Access, Open Source, Open
Content - wikis

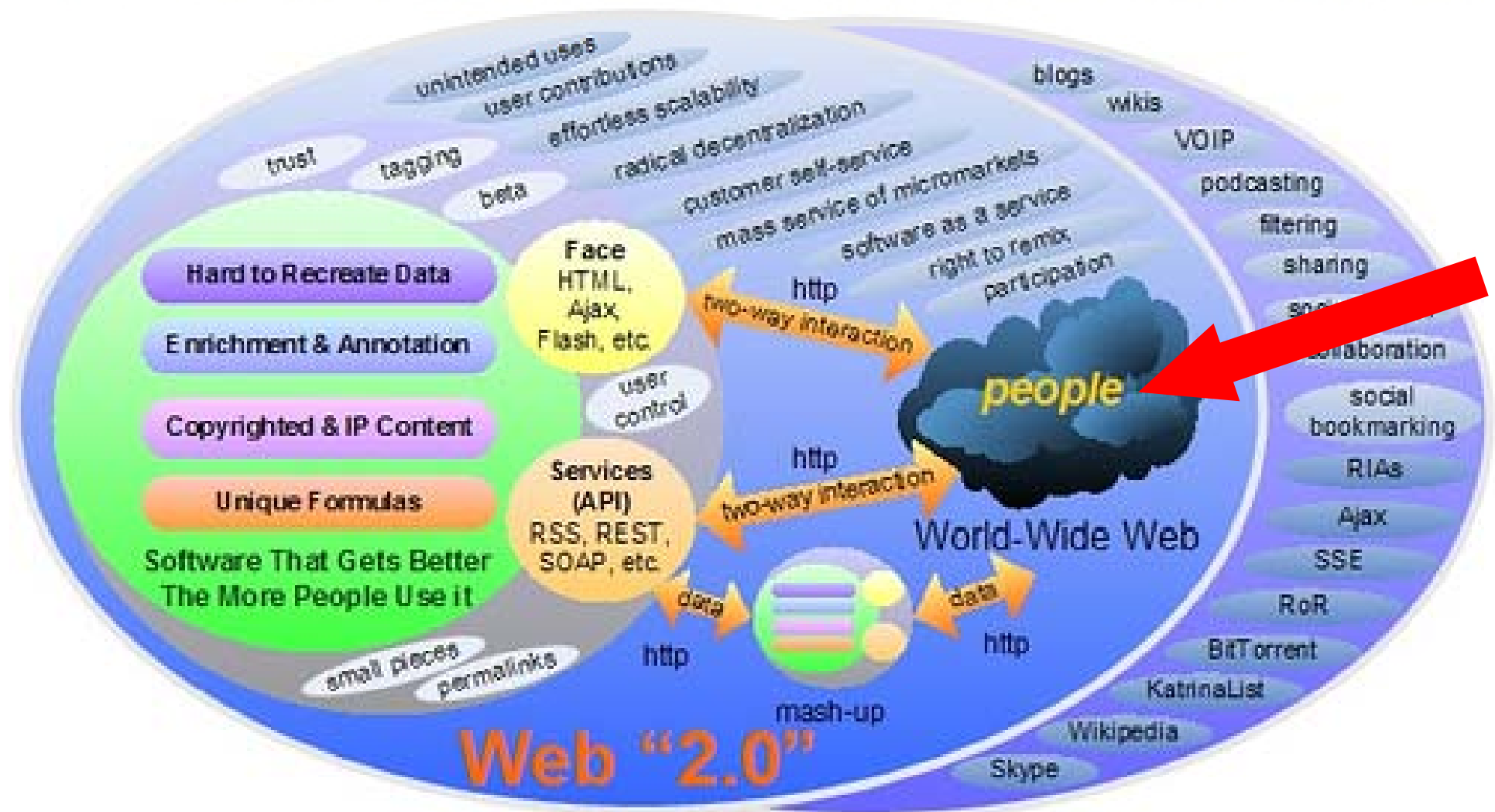
Web 2.0

Social Bookmarking (e.g. del.icio.us, Connotea,
etc.)

Web 2.0

eLearning, Distance Education, Accreditation and regulation

Elements of the Web's Next Generation



Source: <http://web2.wsj2.com>

Pull-Based Systems on the Web Are Altering Traditional Enterprise



Association 2.0

All of the above!
And a culture of nimble
experimentation.

Association 2.0

Networking

Learning

Community

Content Sharing and Creation

Productivity

Identity

Association 2.0

The Guru of the Information Age!

Association 2.0

Connects people and technology
and information in context

Association 2.0

Doesn't shy away from non-traditional content organization and classification and chooses tagging, folksonomies and user-driven content descriptions where appropriate.

Association 2.0

Embraces non-textual
information and the power of
pictures, moving images,
sight and sound

Association 2.0

Understands the 'long tail'
and leverages the power of
old and new content

Association 2.0

Sees the potential in using
content sources like the Open
Content Alliance, Google Print
and OpenWorldCat

Association 2.0

Sees the potential in e-learning

Association 2.0

Connects members up to expert discussions, conversations and communities of practice *and* participates there as well

Association 2.0

Uses and develops advanced social networks to enterprise and membership advantage

Association 2.0

Connects with everyone using their communication mode of choice – telephone, mail, print, Skype, IM, SMS, e-mail, virtual interactivity, etc.

Association 2.0

Understands the wisdom of crowds and the real roles and impacts of the blogosphere, web syndicasphere and wikisphere

Association 2.0

Understands their members at a deep level – not just as pointers and clickers

Association 2.0

Understands members deeply
in terms of their goals and
aspirations, workflows, and
social and content needs, and
more.

Association 2.0

Association 2.0 is where their members are, when the member is there. This is an immersion environment.

Association 2.0

Association 2.0 strives to spend more time on direct member impact than association management.

Association 2.0

CAE 2.0 plays.