

The Social Library 2.0

Stephen Abram
President-elect, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute







Optical Illusions



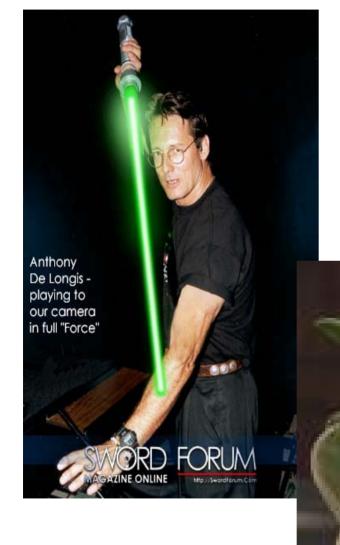


Optical Illusions



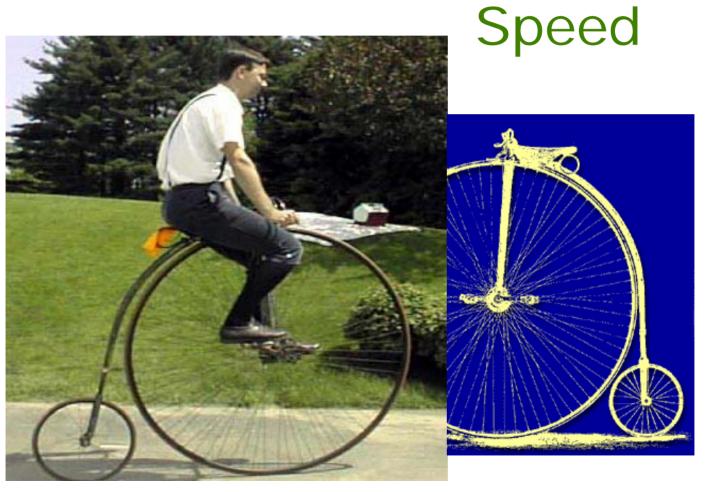






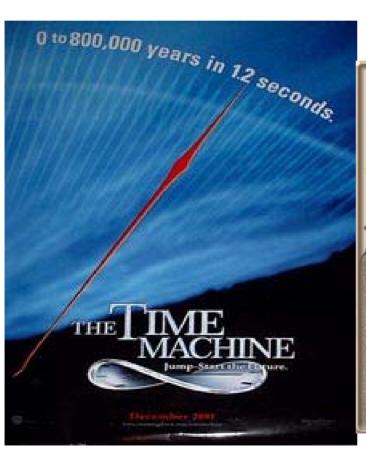


2001 Light Slowed to Bicycle





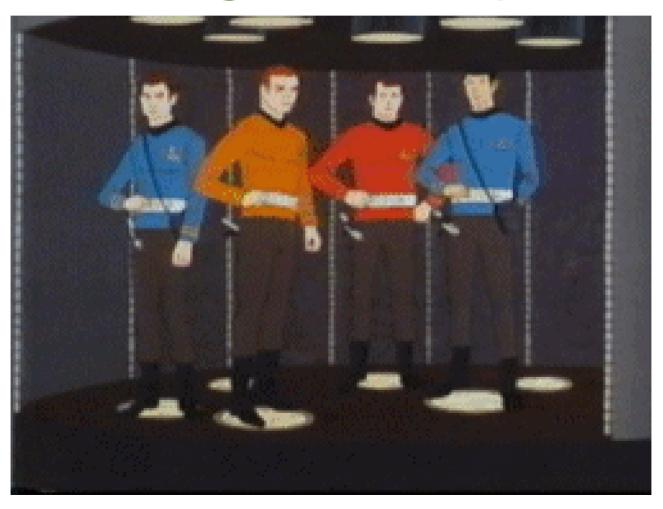
2002 Light Sent into Future







2003 Light Transported





2006 Light Goes Backwards



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

Image credit: Univ. of Rochester

Romulan cloaking Devices at Duke U.





Forests and Trees





The Big Picture

But this is what matters most (meta level)





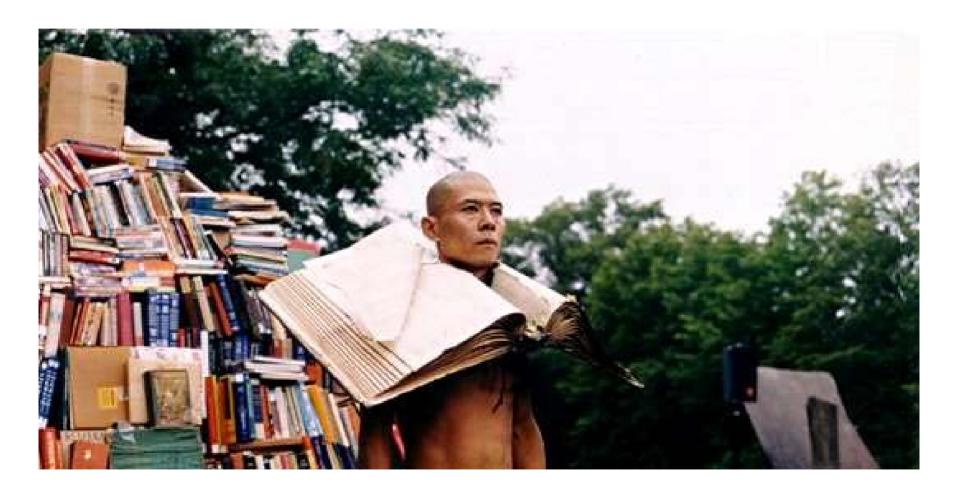


Libraries core skill is not delivering *information*

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







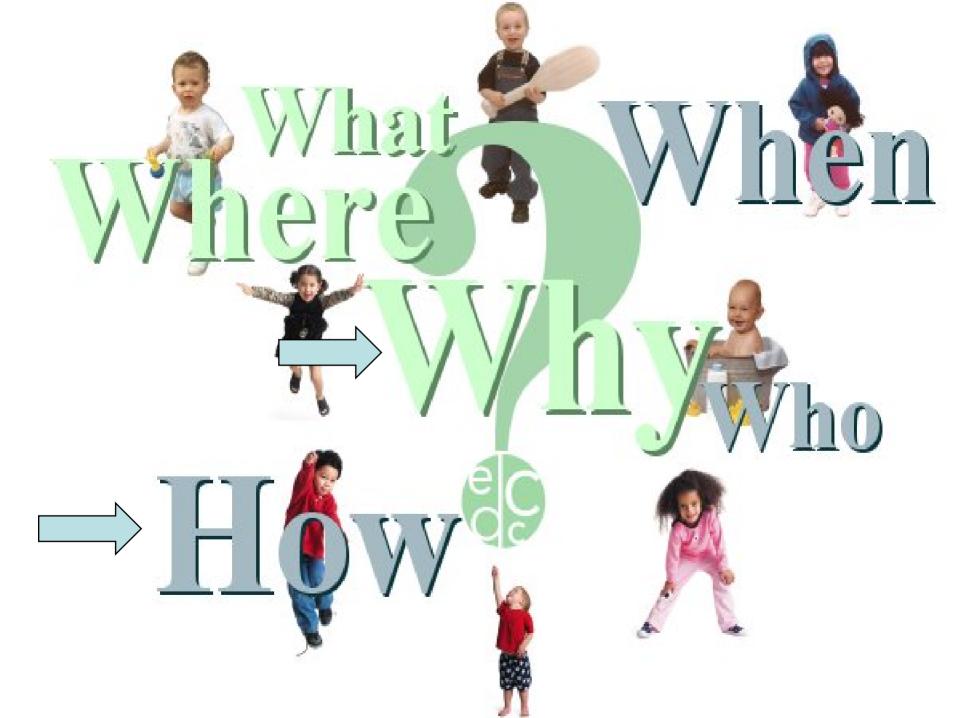






institute

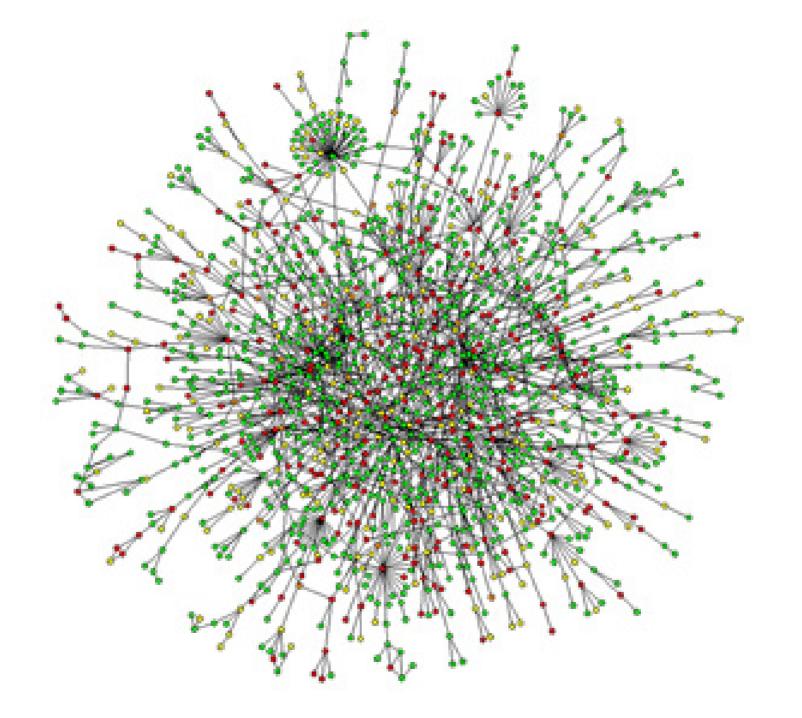












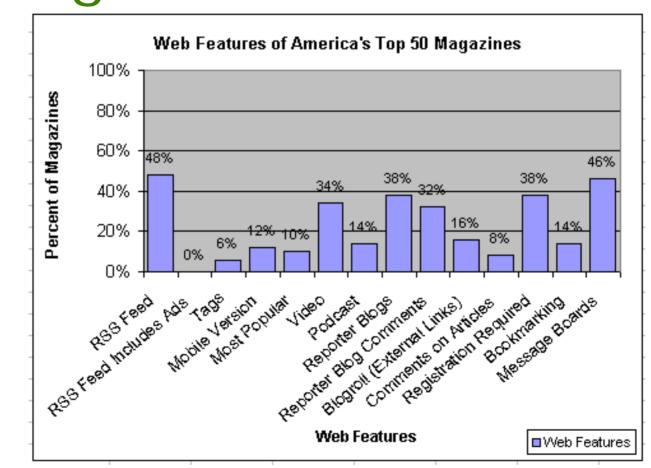


What is Social?

- Life is Social
- Learning is social
- Community and neighbourhoods are social
- Networks are social
- Libraries and schools are social
- Research is social (especially interdisciplinary)
- Creation is social
- Humanity is social
- Student and scholarly life is social

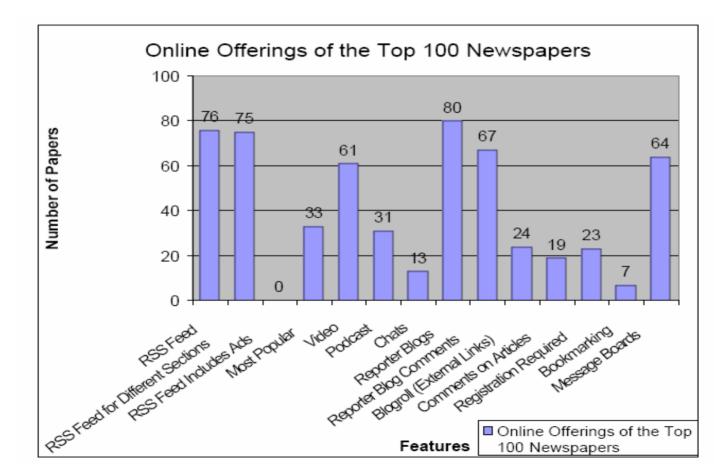


Is Magazine Content Social?



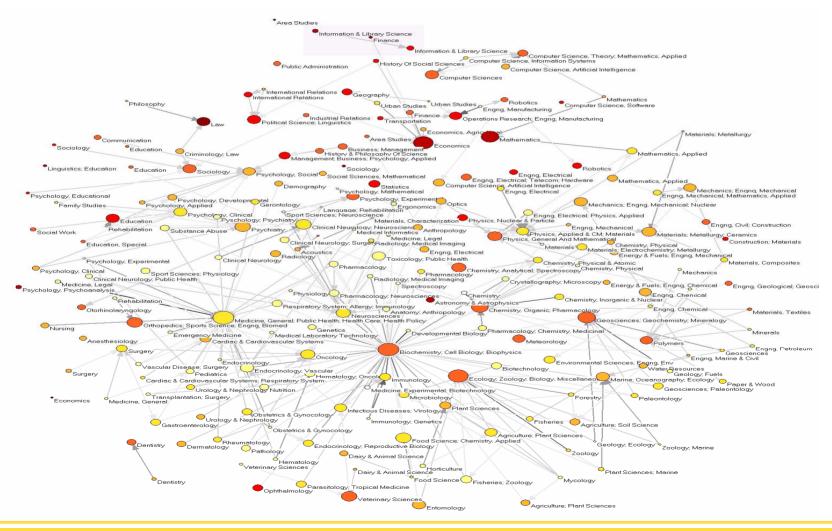


Is News Content Social?





Are Scholars' Citations Social?





Libraries are Social Institutions

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







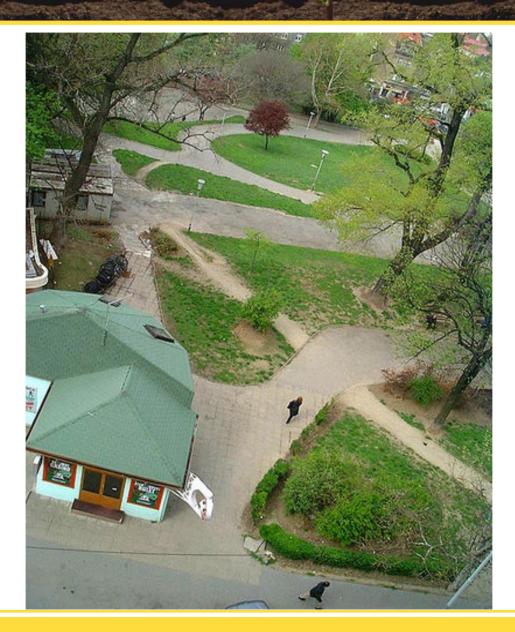
The user • Cd is not broken Karen Schneider Interaction















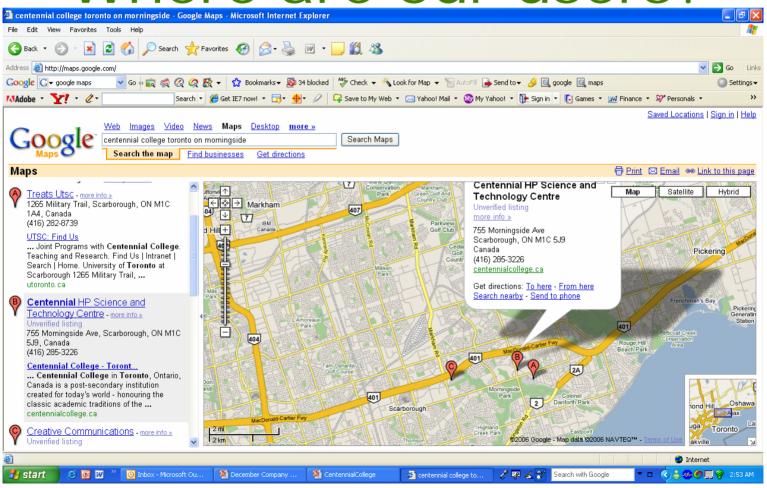








Where are our users?





Google & Kansas City





Social Drives Local



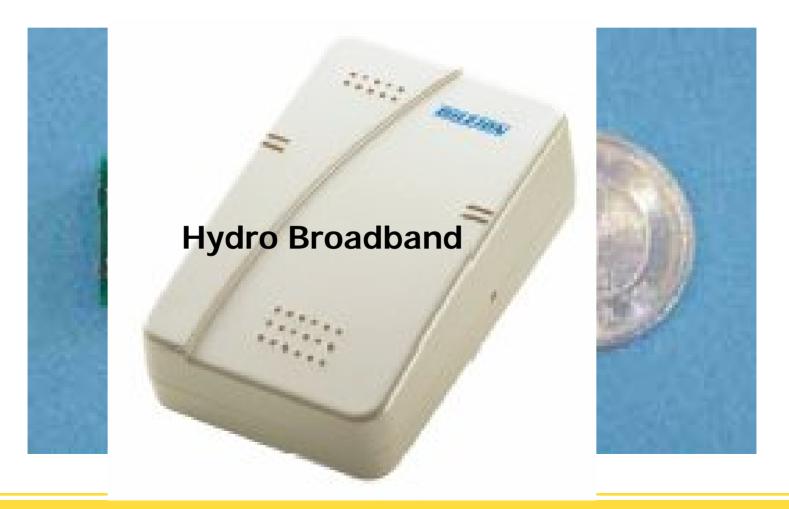


Google invests in wired ...





Bidirectional wireless module





Focus on *Their* Needs



Baba, Kamaldeen



Cristea, Calin-Alexandru



Dzekedzeke, Kumbutso



Feleke, Yeweyenhareg



Grønberg, Wiveca Elisabeth



Habib, Ndema Abu



Kandal, Øyvind



Kulasekara, Mudiyanselage





Nalwoga, Hawa



Ndeezi, Grace



Pham, Huong Thi Mai



Purohit, Manju Raj



Sisay, Mitike Molla



Thai, Pham Quang



Tikas, Triinu



Zulu, Richard





What is the Magic Sauce?

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



























OVERDRIVE°











ELF - keeping tabs on your library material

















Figure 2 The Many Forms Of Social Computing



Source: Forrester Research, Inc.



- RSS really simple syndication
- Wikis
- New Programming Tools: AJAX, API
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open access, Open Source,
 Open Content
- Screencasting

- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media audio and video
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
- Federated Search and OpenURL



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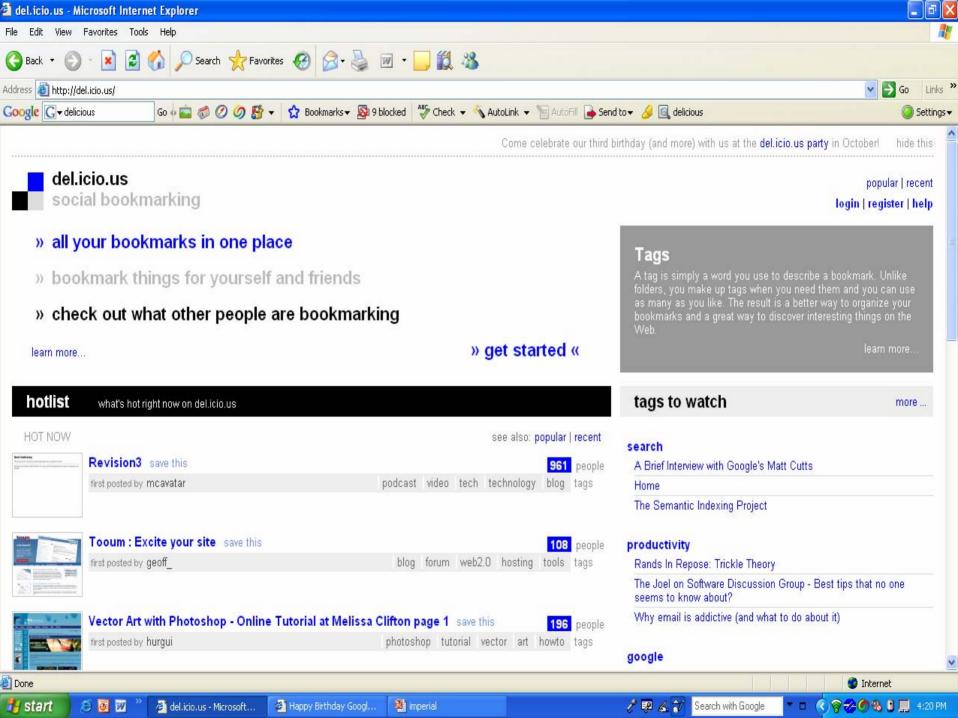






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Tagging

General

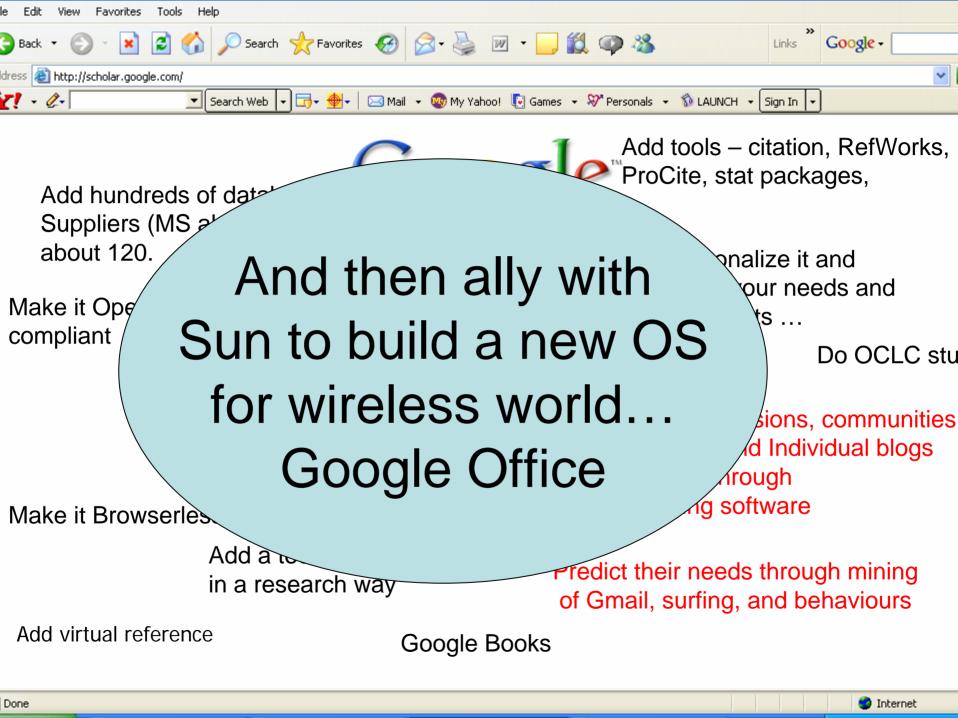
Scholarly

Bag of URLs Blogmarks	Simpy Flickr
Del-icio.us Feed Me Links	FURL
Frassle Linkfilter	Spurl
Livemarks	
Stumble Upon	
Wists	
Dude, Check This Out!	
openI BM	
Connotea	(ArXiv)
Unalog	(Merlot)
CiteULike	

Links

Web Pages

Source: DLIB











Open Content Alliance

Suppose there're 250,000 books . . . Or 25,000,000 in less than 5 years?

How does that compare to your libraries?



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Powered by BBN Technologies









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- Federated Search
- Socially Driven Content
- Social Bookmarking



What would *social* federated search look like?

- SRU, SRW, Speed, RSS, visualization, faceted results, OS compliance, relevance tuning, all content, etc.
- Grade 1, Grade 3, High School
- Beyond groups and clusters of content and users
- Beyond journals books, gov't docs, chapters, reports, lab notes, ...
- Beyond bounded collections
- Socially driven relevance, facets, visual display, tiled
- Personalized
- The default



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Simple Collaboration

MSN .NET Messenger

Messenger



 AOL Internet Messenger



- YAHOO! MESSENGER
- Yahoo! Messenger icq.
- Yahoo! IMvironments
- Trillian, GAIM, MEEBO

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

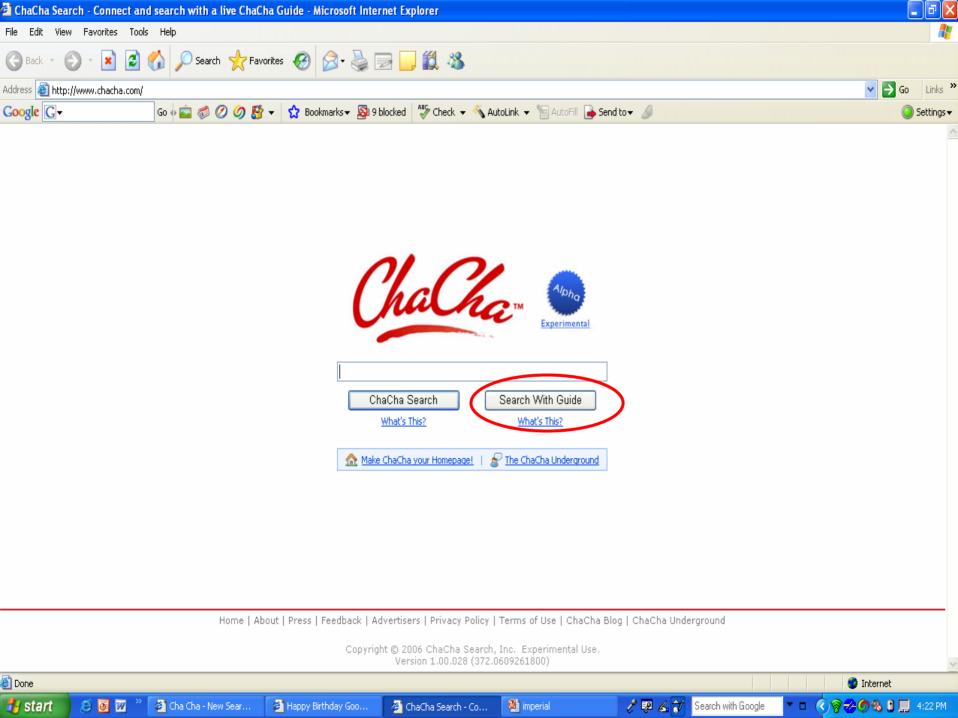
Most now with voice, video, co-browsing...Can you?

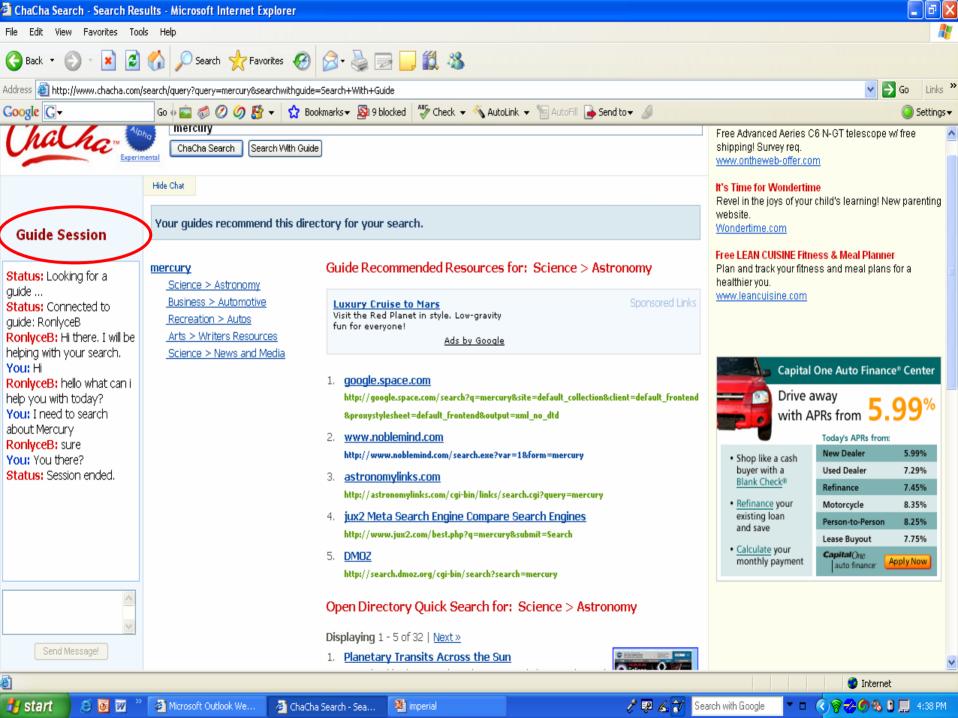




IM: Instant Messaging

- Thomas Ford Memorial Library 50%!
- Pennsylvania State University IM pilots now campus wide
- SirsiDynix Docutek VRLPlus K-12 experience in New Zealand
 - Discover IM, JYBE, SMS and Skype
 - Grow into Virtual Reference
 - Collaborate on province-wide and national VR







It's about Cooperating and Sharing

- Instant Messaging by teams
- Virtual Reference
- Texting, MSN, AIM, IM
- Meebo
- Trillian
- GAIM
- etc.





Users attention interaction
 presence usage collaboration

Data secondary:

microformatting
ranking trackbacks
tagging bookmarking

primary: information shared media attention data feeds links highest value

Function RIAs mashups sites hybrid apps Web services

Users are the center of the universe in Web 2.0 software, with data and functionality a close but distinct 2nd and 3^{rds}.

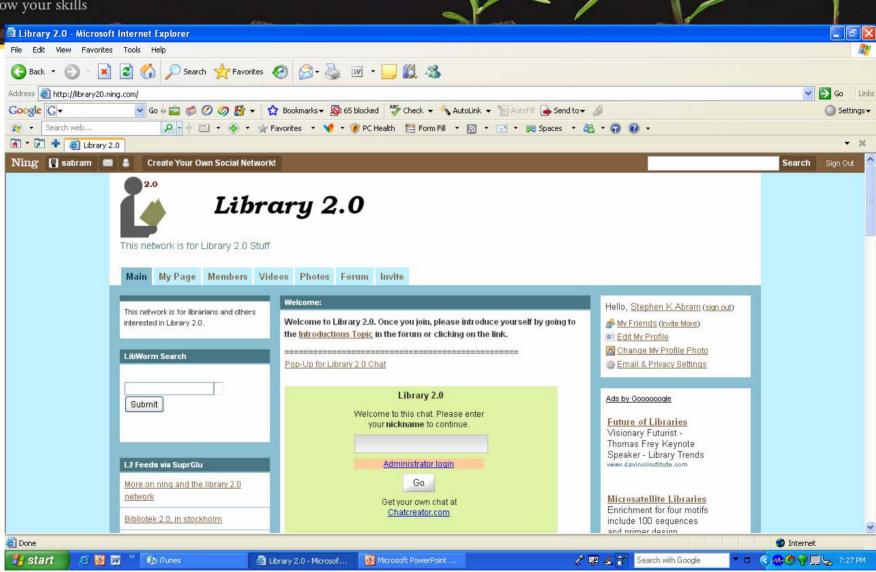
Source: http://web2.wsj2.com



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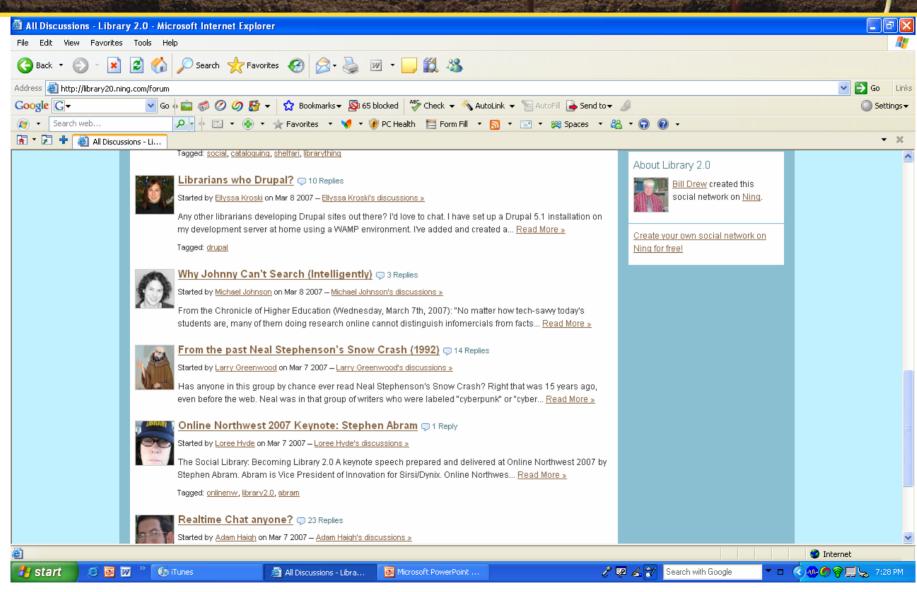
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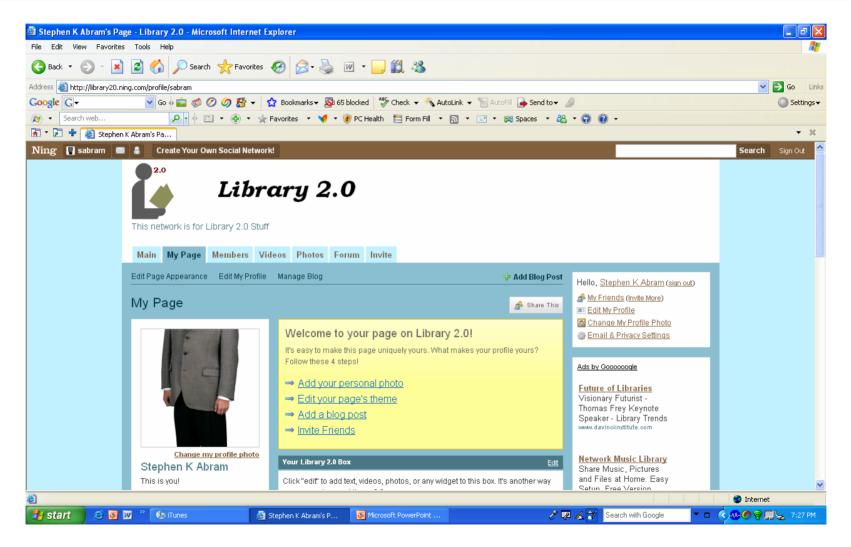




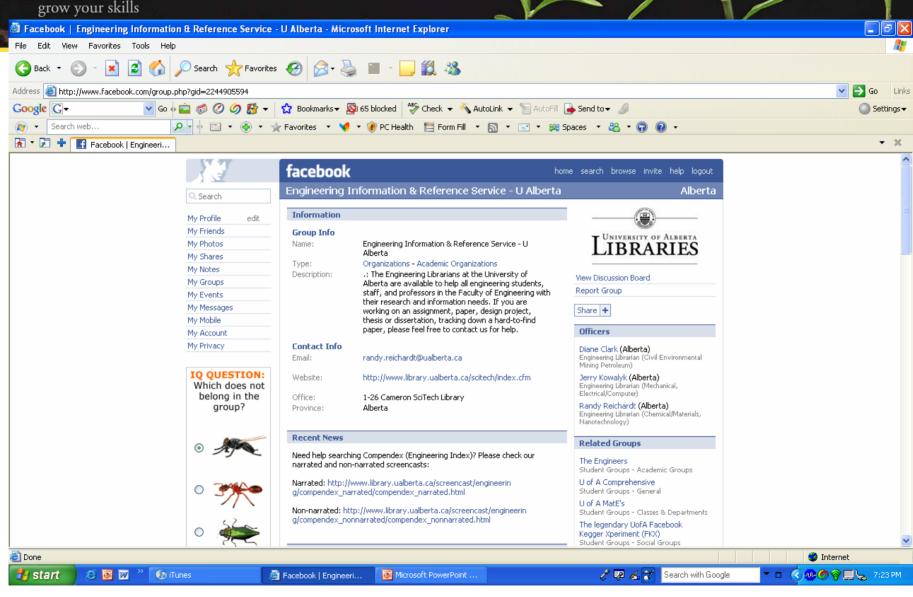


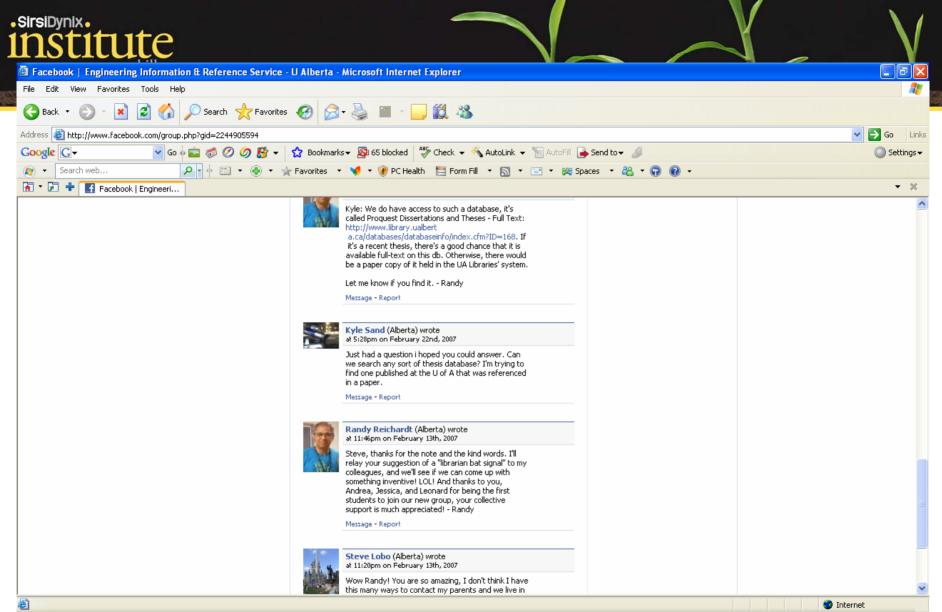
























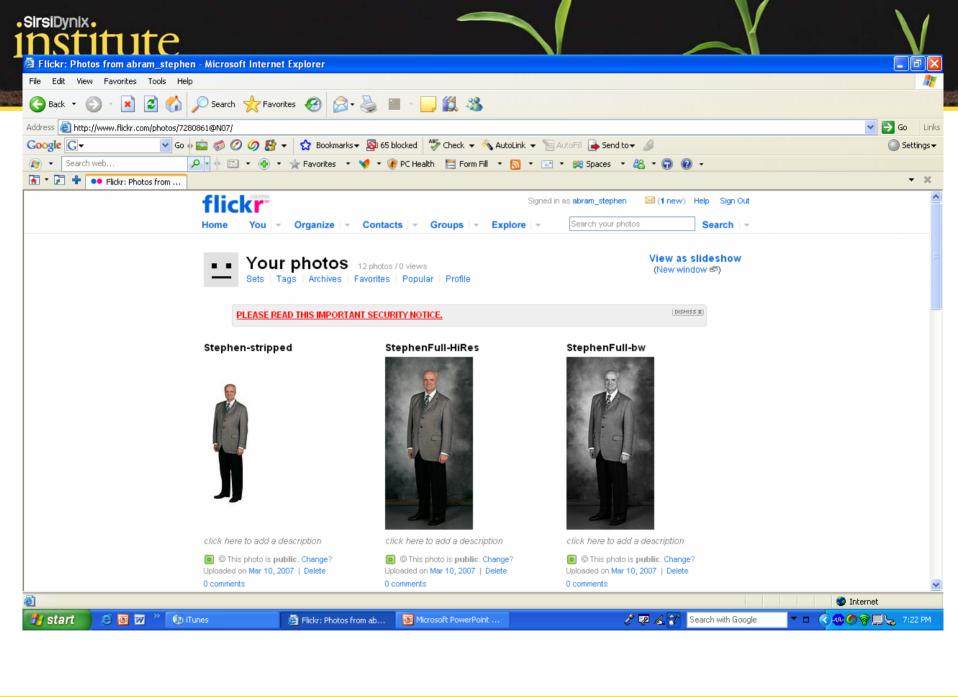


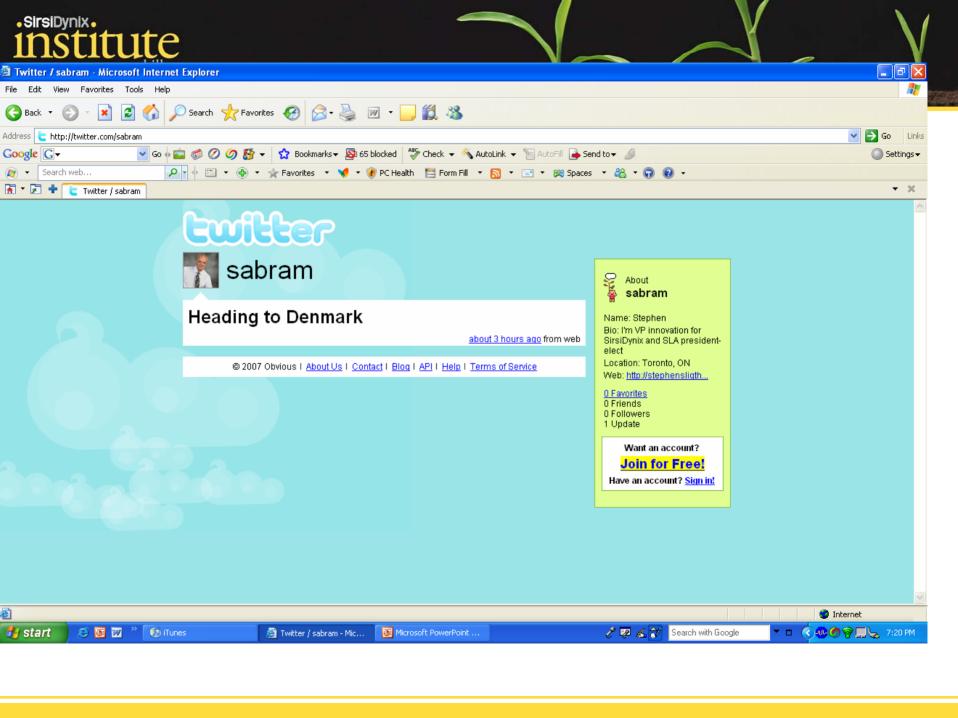
















Unlimited local & long-distance throughout Canada & the U.S.

VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage ca for details.

Home | Browse | Search | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds

Premium Unlimited

Cool New People









Classifieds Blogs Filmmakers Browse Chat Rooms Forums

Reminder:

MySpace Music



Two Gallants Indie San Francisco, CA

Two Gallants bring us an infusion storytelling epics and tear-in-your surprisingly original sound out of their timeworn influences.

ody-knuckted punk energy to er honky-tonk. They've crafted a

» Listen Now

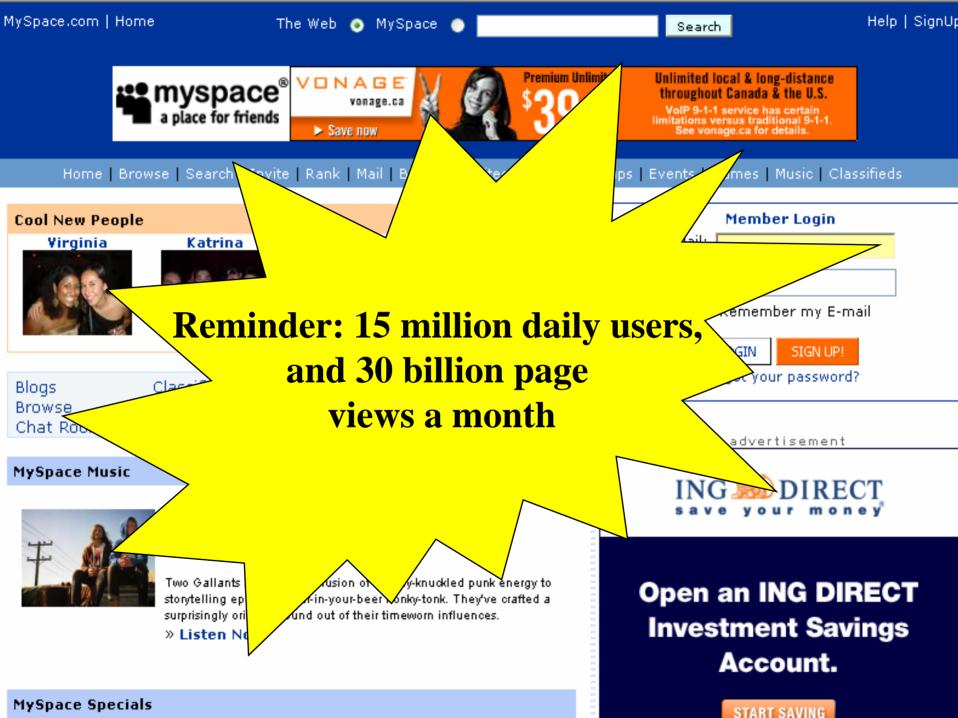
200,000-250,000

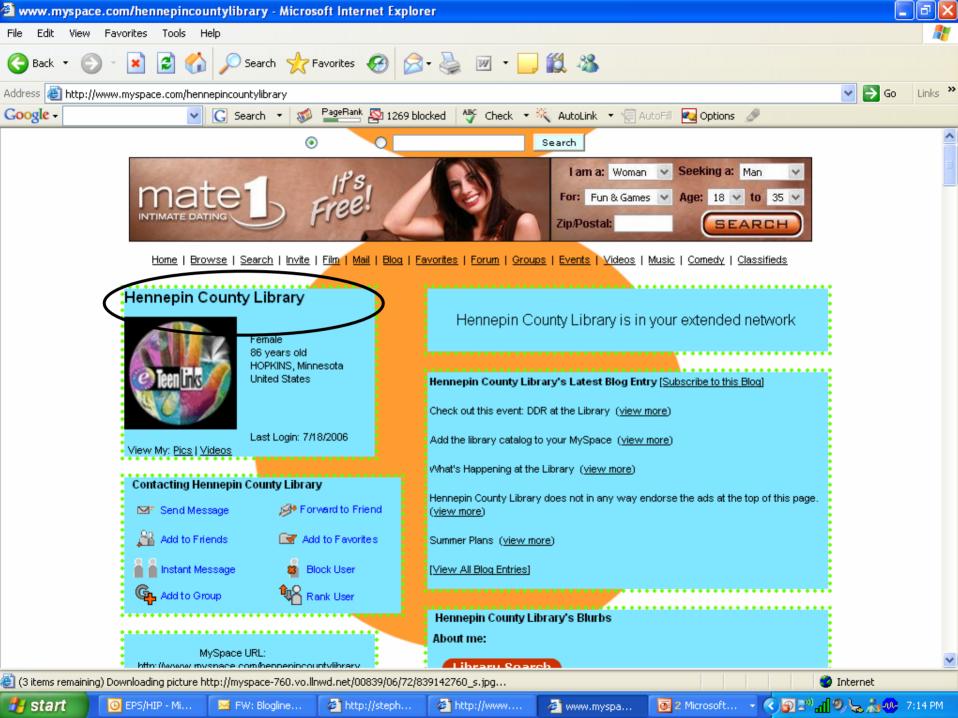
A DAY!

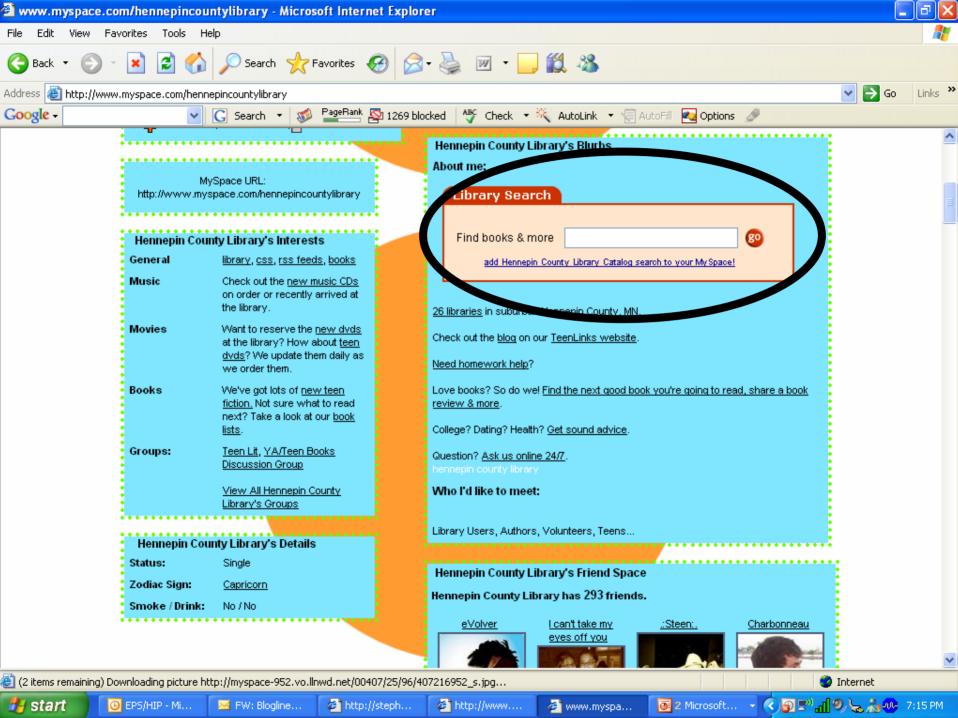


Member Login

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













JUST ADDED: MIRCHIDA

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 hand out."

Female: 37 years old URBANA, ILLINOIS United States

Last Login: 11/29/2006

View My: Pics | Videos

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]

Contacting UIUC Undergraduate Library



Forward to Friend



Add to Friends **Instant Message**



Add to Favorites Block User



Add to Group



Rank User

MySpace URL:

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





You have been selected! Get a FREE* laptop!

CONGRATULATIONS!

CLICK HERE TO CLAIM online reward center

Banner Number: 2274NVT0-4 *details appl

Web



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





Morrisville College Libraries is in your extended network

Morrisville College Libraries's Latest Blog Entry [Subscribe to this Blog] New Library TooBar! (view more) Study in the Library? (view more) Rock and Roll Library (view more) Doing Citations (view more) RIP: Octavia Butler, 1947-2006 - science fiction author (view more) [View All Blog Entries]

Morrisville College Libraries's Blurbs





Home Bands TV Colleges Schools Register Help

Bands



<u>Director</u> <<u>Directorbebo></u>



The Slumber Party
Girls
<slumberp
artygirls>



Razorlight <Razorlight>



DEVASTATE <DEVASTATE06>



<u>BoxSet</u> <cesttresbon>



<u>Kinkγ</u> ≤kinkγmusic≻

Beboers



<downfo
ryou123>



<huddude22>



<tomntilly>



<chrischa
mbers3356>



<u><xx-callγ-xx></u>



<KatyWri ght1993>

Sign In

Username or Email Address

Password

Lost your password?

Punt, Pass and Play!

View high school football pics and videos. You can upload your own and leave comments!

Check out fridaynightlights >



<fridaynight
lights>





Library MySpace Sites

Hennepin County Library

http://www.myspace.com/hennepincountylibrary

Thomas Ford Memorial Library

http://www.myspace.com/thomasford

Public Library of Charlotte & Mecklenberg County

http://www.myspace.com/libraryloft

Brooklyn College Library

http://www.myspace.com/brooklyncoll eqelibrary

Lansing Public Library

http://www.myspace.com/lansingpubliclibrary

Morrisville College Libraries

http://www.myspace.com/morrisvilleco llegelibrary **Westmount PL**

http://www.myspace.com/westmontlib rary

Goshen PL

http://www.myspace.com/goshenpubliclibrary

University of Illinois Undergrad Library http://www.myspace.com/undergradlibrary

Albany County PL

http://www.myspace.com/acplwy

UT Austin Library

http://www.myspace.com/utlibraries

Carnegie Library of Pittsburgh

http://www.myspace.com/clpteens

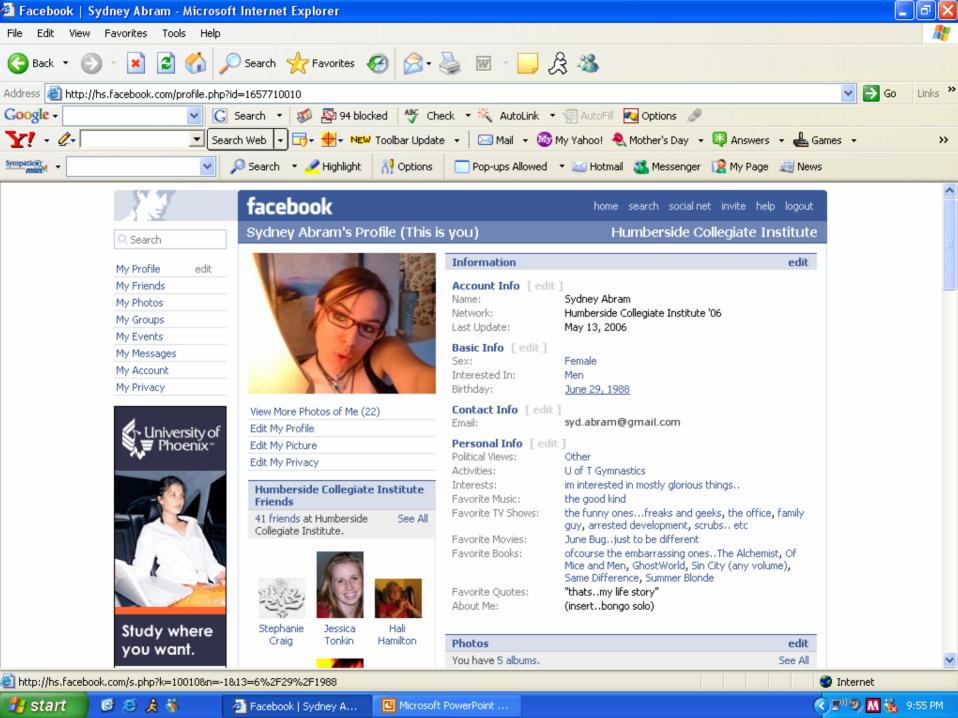


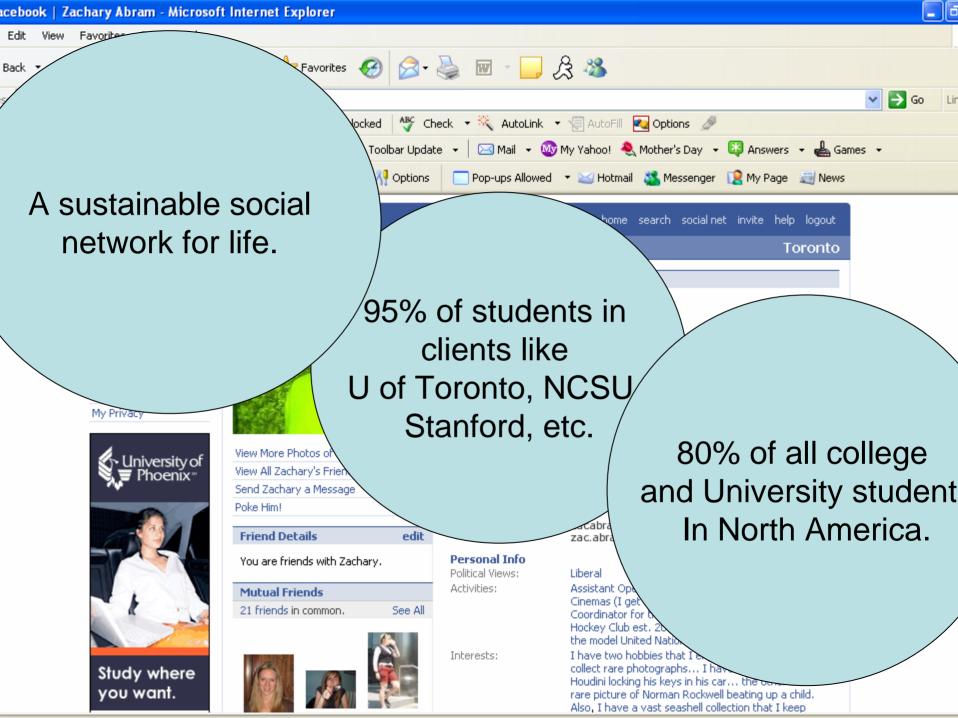
Investment Savings Account.

START SAVING

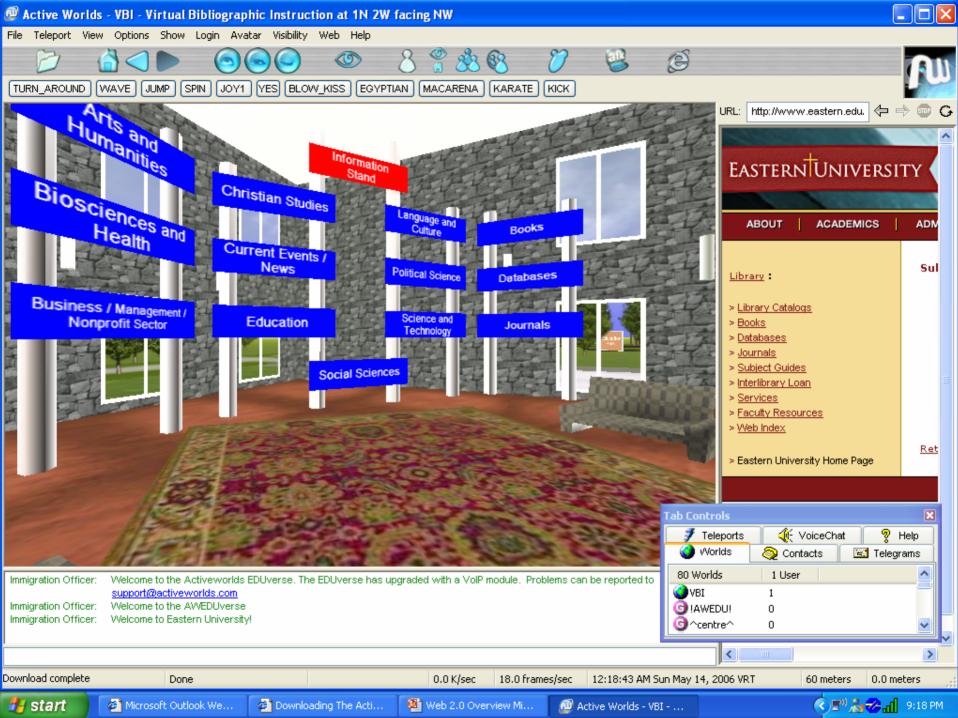
» Listen No



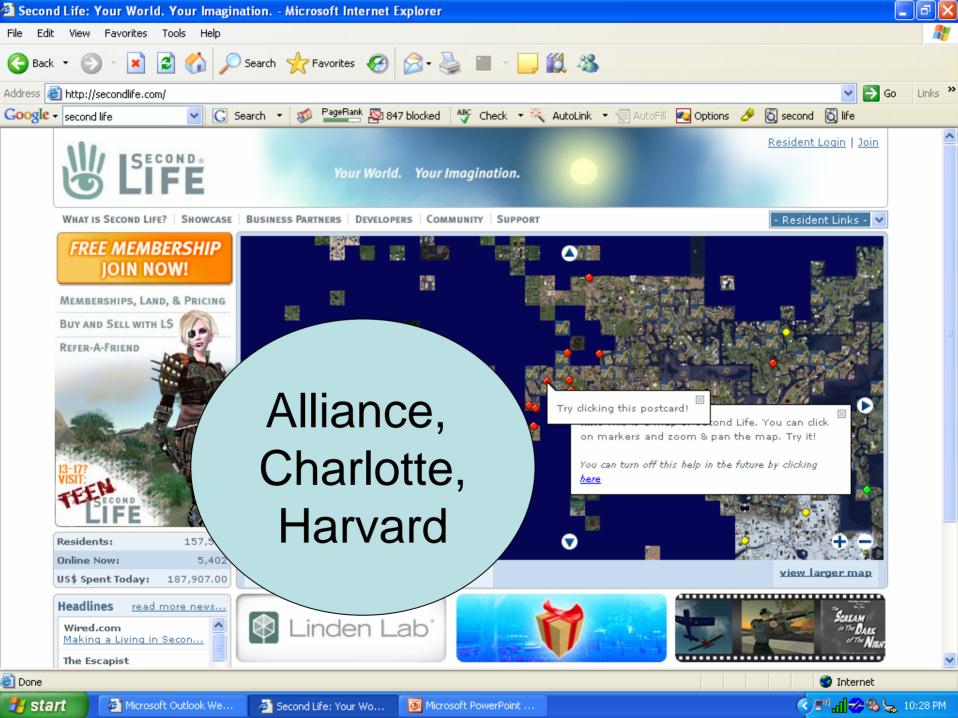
















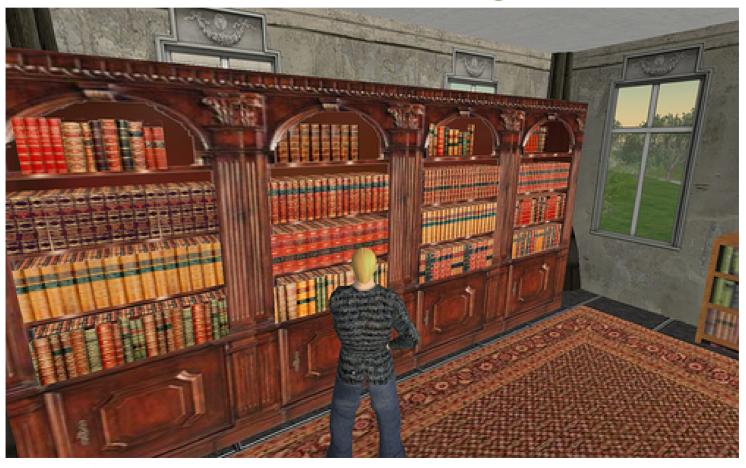


Teen SL Library services meeting, Sun 5/7/06





Second Life Library eBooks





Reading Room









Inside

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.

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 Page 15

 Sports
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Web Poll About Us

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



Sim of the Week - Page 9

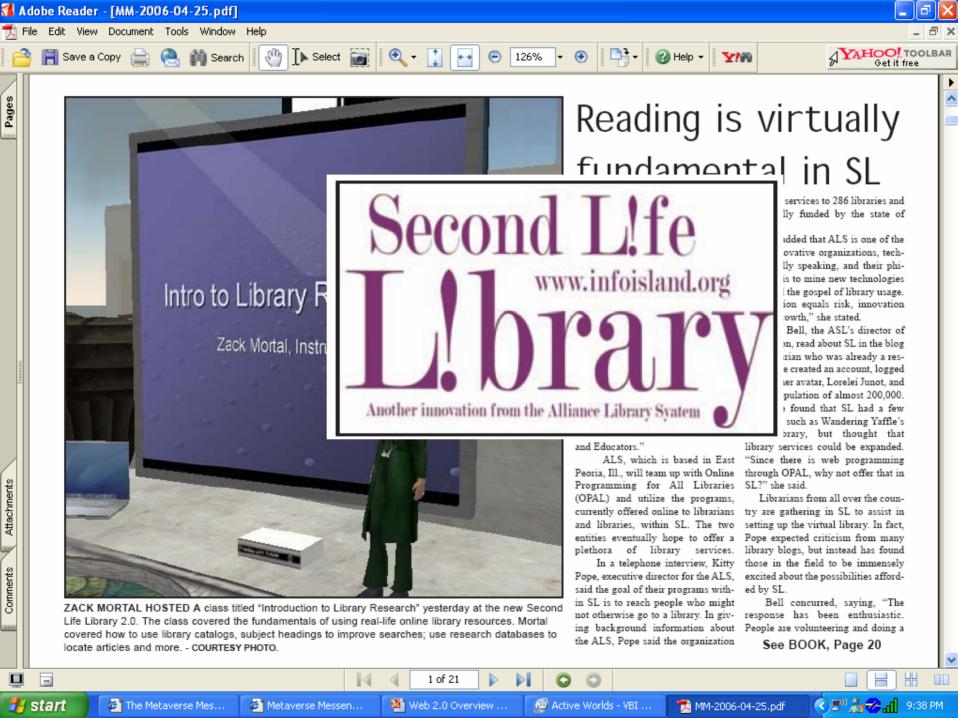
Metaverse Messenger

A REAL NEWSPAPER FOR A VIRTUAL WORLD

Tuesday, May 9, 2006

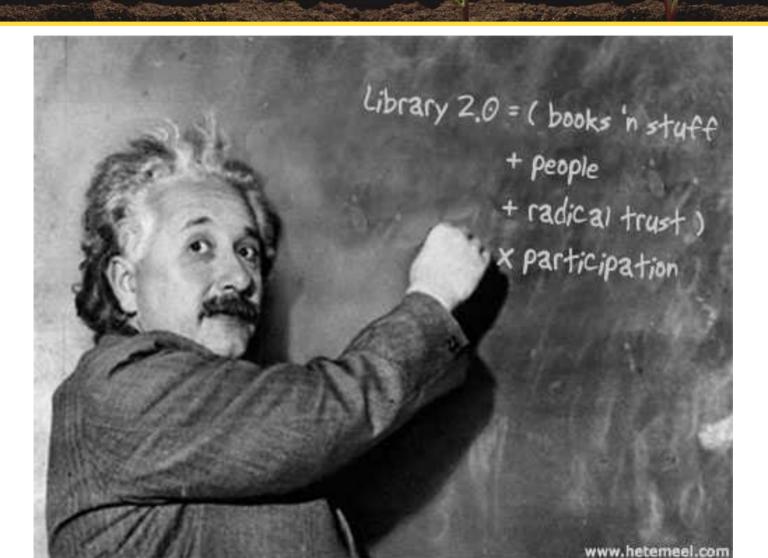
A Second Life Publication

Free









Darlene Fichter, 2006





Evolution of Reference and the Scholarly Experience

Sustainability

Del.icio.us

Wikis

Tagging

IM and VR

Organization

Capacity





LIBRARY 2.0 MATRIX

Resource Environment Library 2.0 user

Library catalogue - MARC compliant Web 2.0 platform 24/7

- adaptable user interface

Information services

- Online, Virtual Learning spaces

Blended digital Web Collections

Blended digital repository

Digital access for personal organisation

- E-reserve
- Borrower loan access

Digital access for licensed collections

- e-books, videos & multimedia, images, learning objects, etc.
- specialist online databases

Federated searching

Z39.50

Taxonomy - supported by global metadata standards

Web 2.0 as Platform Library 2.0 user

E-learning 2.0 environment

- LMS, ELGG, LAMS etc.

Social Networks

- MySpace/Facebook
- Blogs & Wikis
- Read/Write web functionality
- Social Bookmarking
- Images & multimedia sharing
- Podcasting & vodcasting

Folksonomy

Tagging for personalisation

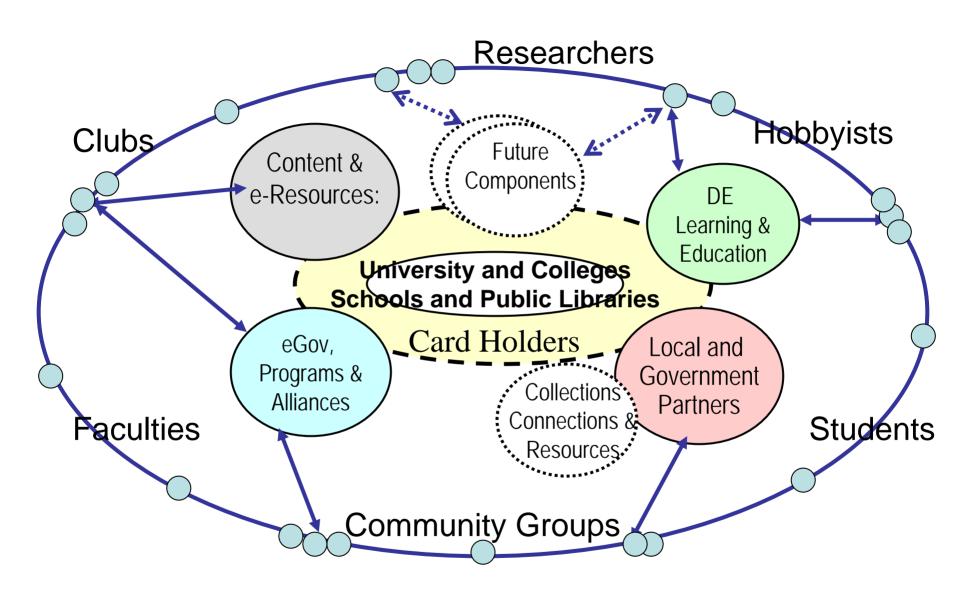
Searching

- Browser and desktop API
- Blogs & social networks
- Visual & metasearch engines

Mobile computing

RSS feeds and Mashups

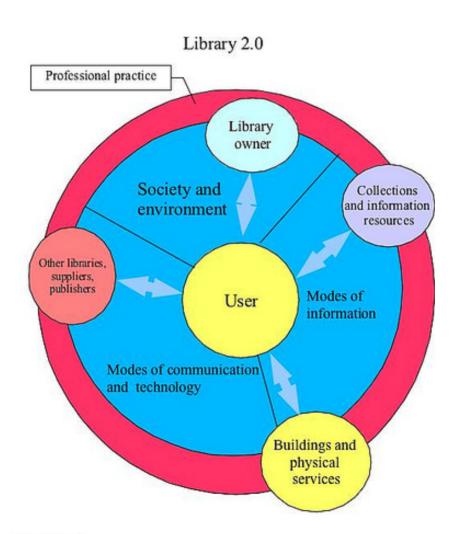
http://heyjude.wordpress.com/2006/09/01/music-inspires-library-20-matrix/



Emerging Model for Community, Learning and Research Enterprises

Credit: adapted from Rick Luce, LANL

Library 2.0





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



Identity 2.0

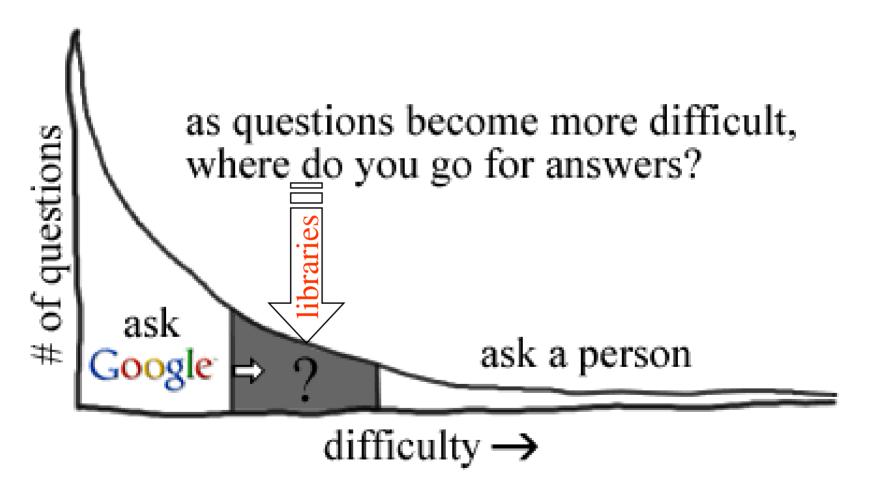
> Library 2.0

Law 2.0

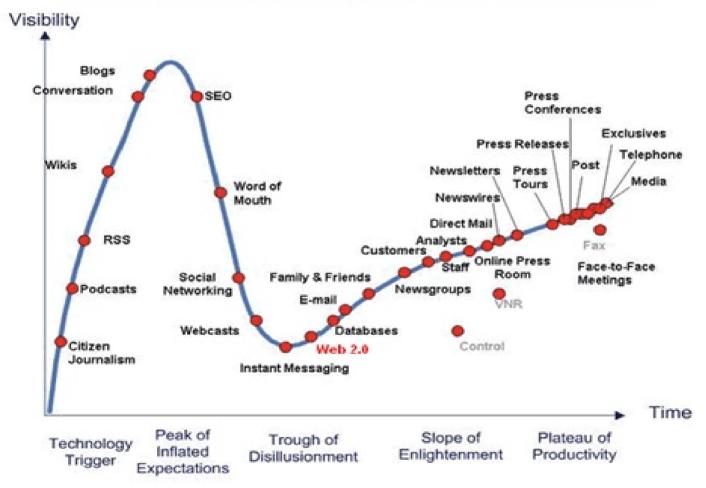
Media 2.0 Democracy 2.0

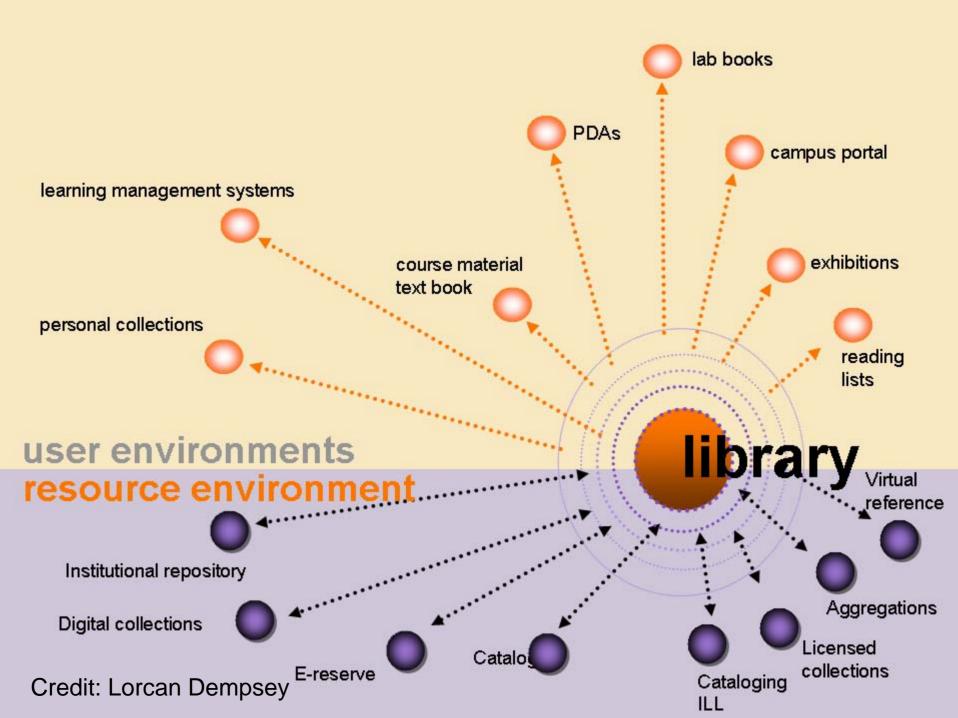
Advertising 2.0

The Long Tail of QUESTIONS



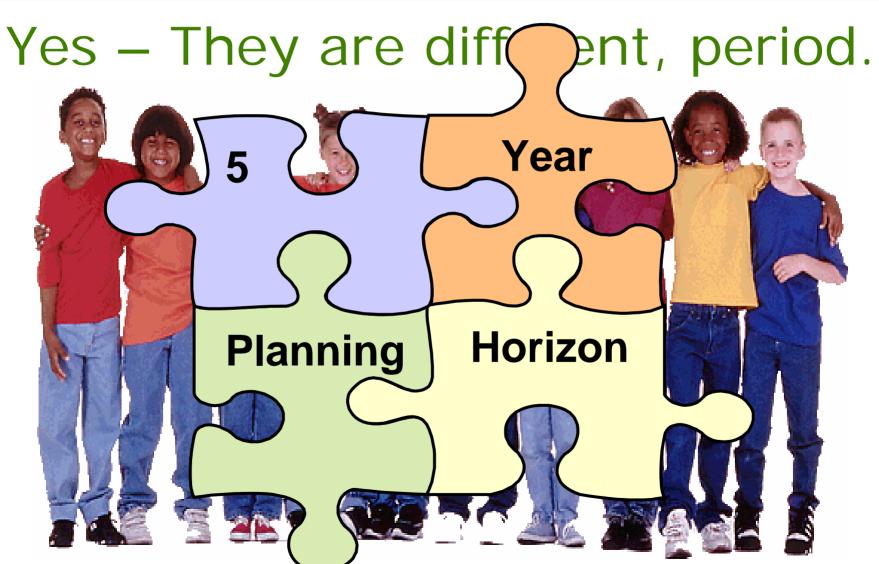
Web 2.0: The Inevitable Trough of Disillusionment



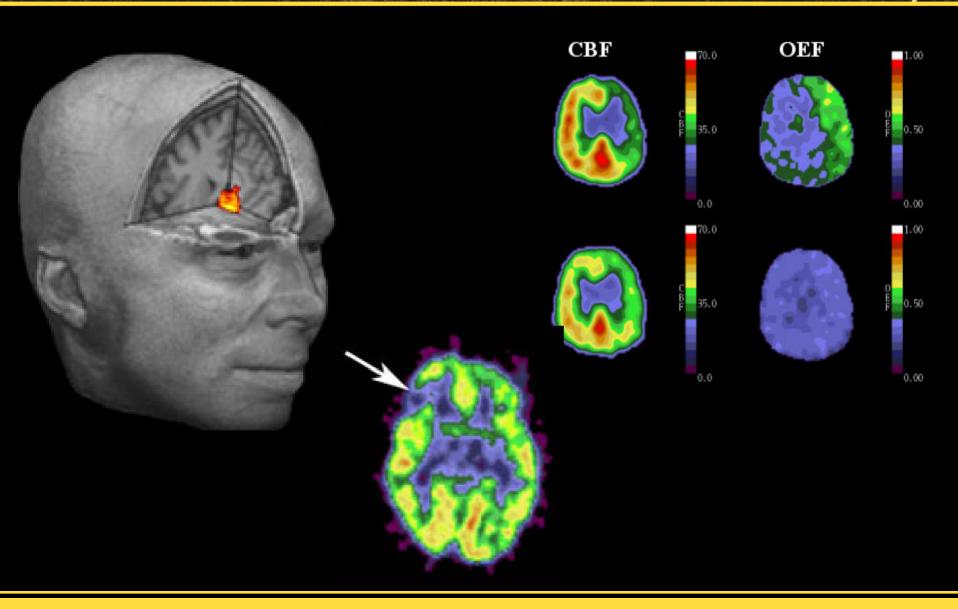
















MILLENNIAL CHARACTERISTICS

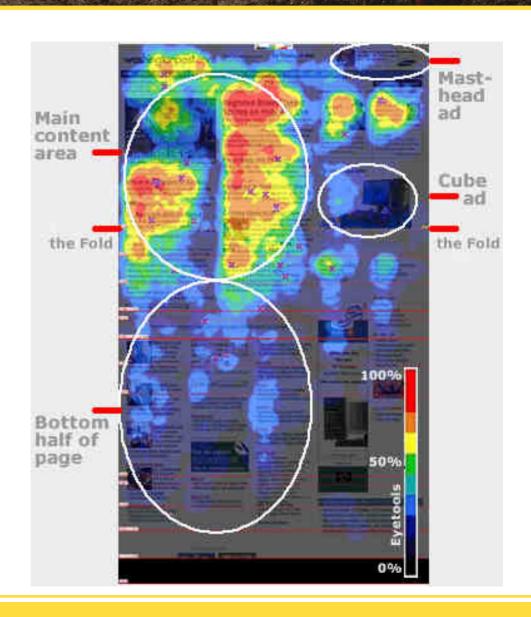
Principled / Values	More Friends	More Diverse	Respect Intelligence
Optimistic / Positive	Internet Natives	More Choices	Format Agnostic
Balanced Lives	Adaptive / Flexible	Civic Minded	High Expectations
Collaborative	Nomadic	Gamers	Experiential
Independent	Confident	Direct	More Liberal /conservative
Multi-taskers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

Credit: Richard Sweeney, NJIT

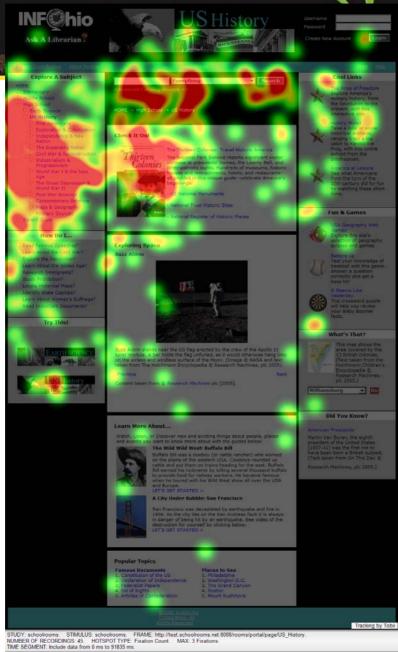


Usability

The A frame adopted from newspaper layout does not work.









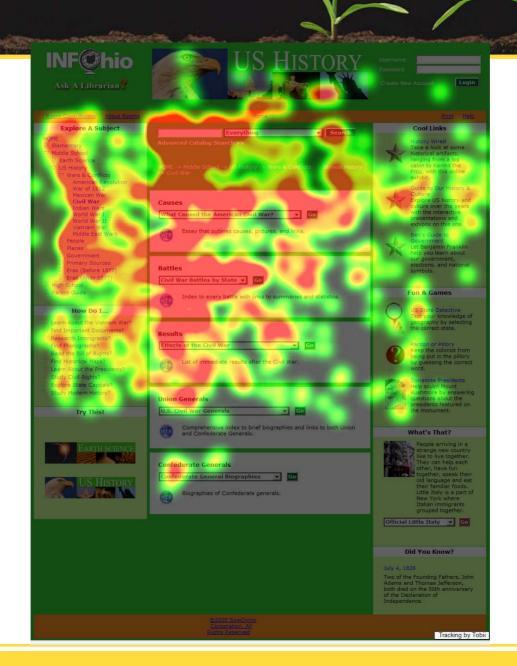




Heat Maps are created by tracking user eye movements and summing the records for user groups. Here, the eye movements of elementary school students were tracked and recorded resulting in a *Heat Map* that clearly shows the students focus on the navigation options in the top left, the main feature panel in the center of the page, and the search box in the center top. This actual webpage can be seen by clicking here.

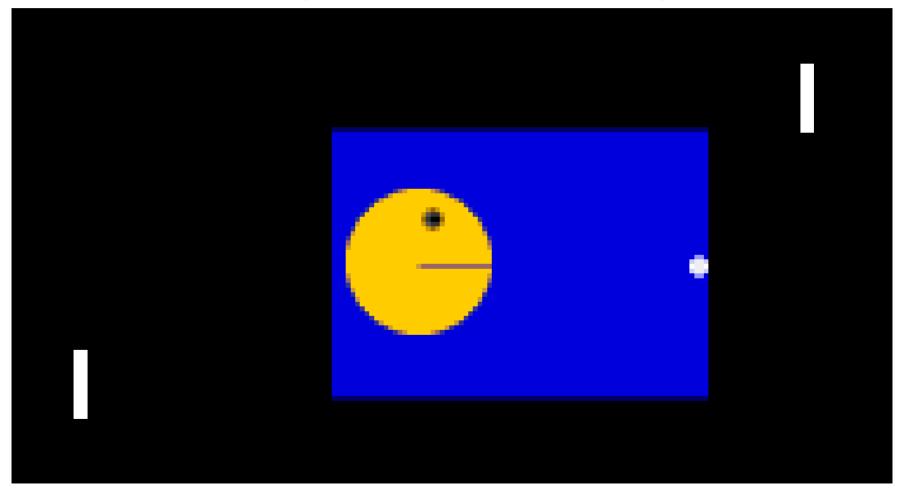
Heat Maps help SirsiDynix understand how to layout pages

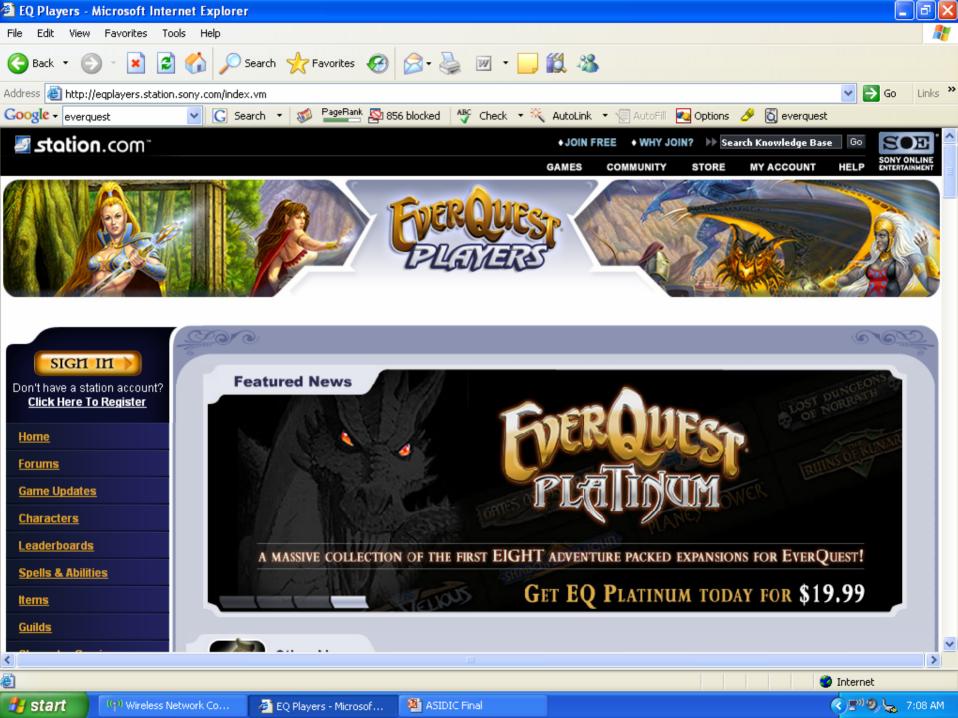


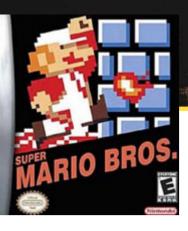


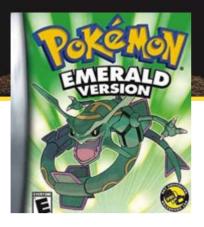


Adapting to Technology

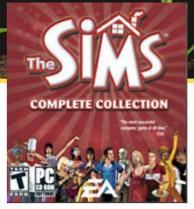










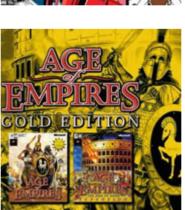


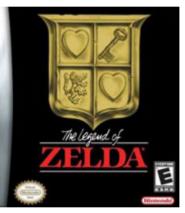


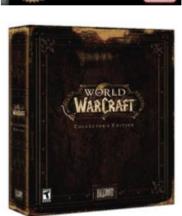




























A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

Explore Learn

iscover More...

What is SchoolRooms

What's in SchoolRooms

Who Uses SchoolRooms

Why Students Like SchoolRooms

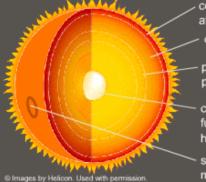
How Does SchoolRooms Work

Press & Events

Home



Earth Science Room: The Amazing Sun



corona - the sun's atmosphere chromosphere

photosphere - the lightproducing layer

core - where the nuclear fusion of helium and hydrogen takes place

sunspot - dark patch that makes cooler gases

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 oncel):



Best of Web™

Results from highquality, 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 scover how Boston









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 - US History
- Middle School
- High School
- Parent Guide

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- Learn About Dinosaurs?
- Use a Library?
- Learn About Earthquakes?
- **Explore Space?**
- Research Wars?
- Study the Presidents?
- Write a Report?
- Look at a Map?

Everything

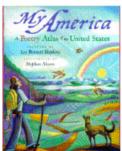


Search

Browse History

Check It Out

Advanced Catalog Search >>



My America

Poetry is fun and even better when you can learn more about the United States and its regions by reading the poetry in this book! Included are fun facts, colored maps and pictures while you travel through each state.

- What's a Poem?
- Poetry Ideas!
- Giggle Poetry

The US and its Neighbors

Cool Links



Funology Check out the fun trivia, activities, crafts, jokes, and experiments at this site.



Cool Science for Curious Kids Explore science with the fun games on this site!

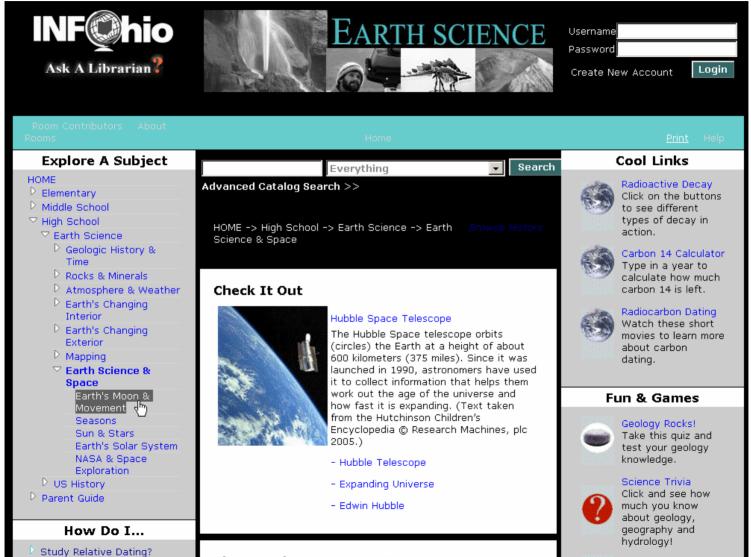


Wayback Technology 1900 See what kinds of technology people had in 1900!





Copped Trivia



The America Sun - Our Star





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- Middle School
- P High School
- ▼ Parent Guide
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- Middle School
- High School

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- Deal with My Teen Dating?
- ▶ Know if My Child Has ADD?
- P Help My Teen Stay Healthy?
- P Help My Child with Anxiety?
- D Learn about Extracurriculars?
- Dalk to My Child's Teacher?
- Prepare My Teen for College?
- Learn Computer Skills? Find Science Fair Ideas?
- Veach Testing Strategies:

Try This!

Everything

Search

Advanced Catalog Search >>

HOME -> Parent Guide

Browse History

Check It Out



Homework Helper

Visit this site for tips on helping your kids with homework while maintaining vour sanity.

- Math Help
- Science Help
- English Help

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There is much to consider when trying to choose a college. How do you know which classes and tests your child chould take or how much ic it going to

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Elementary Math. Terms What is that symbol

called? Find out. here.



Middle School Terms Visit this glossary of mathematical terms.



High School Terms Learn about terms from Algebra I to Calculus

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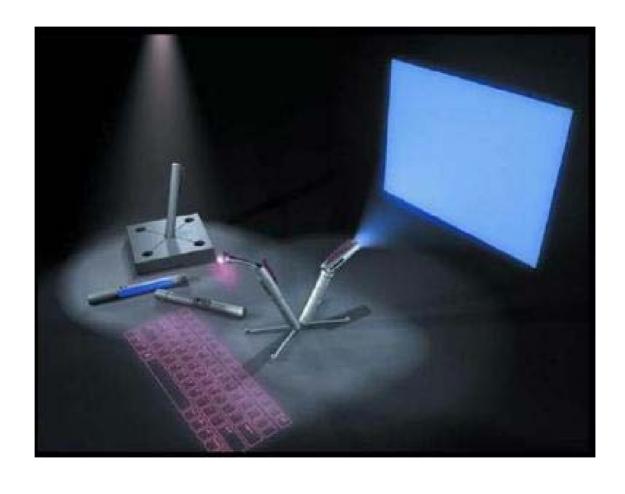










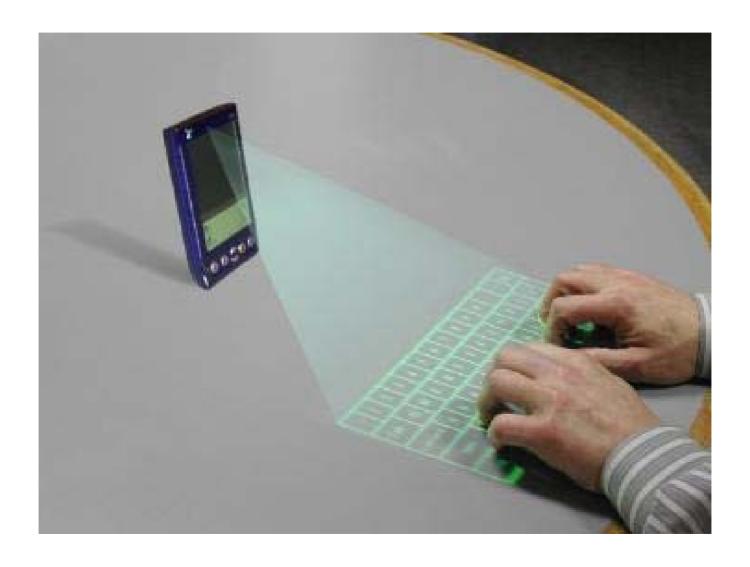




A projector the size of a sugar cube























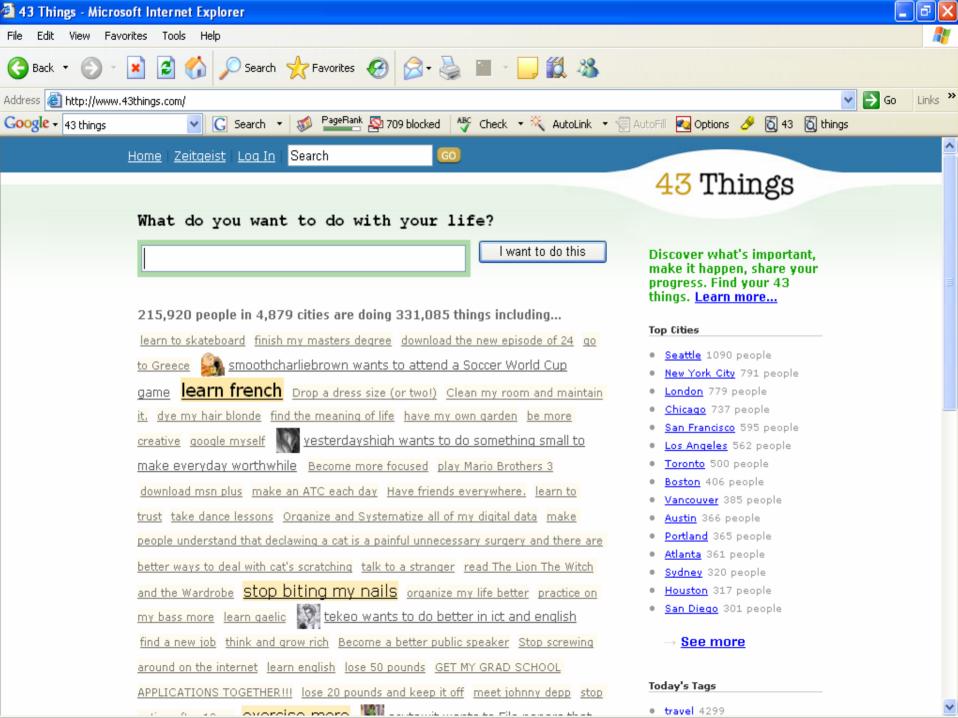
Everything's getting smaller







Librarian 2.0 plays





PLCM(C

Two Key Interventions





Learning 2.0





23 Learning 2.0 Things

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



Build a Petting Zoo

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







Looking too close



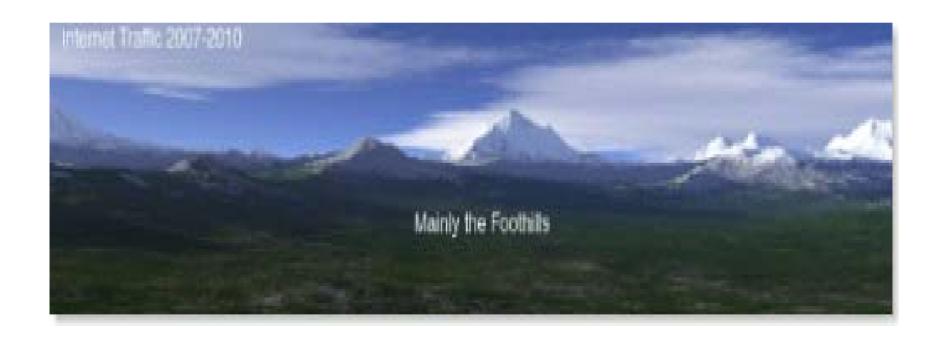


The Landscape Today





The Emerging Landscape





It's an Information Ocean, not a Highway.

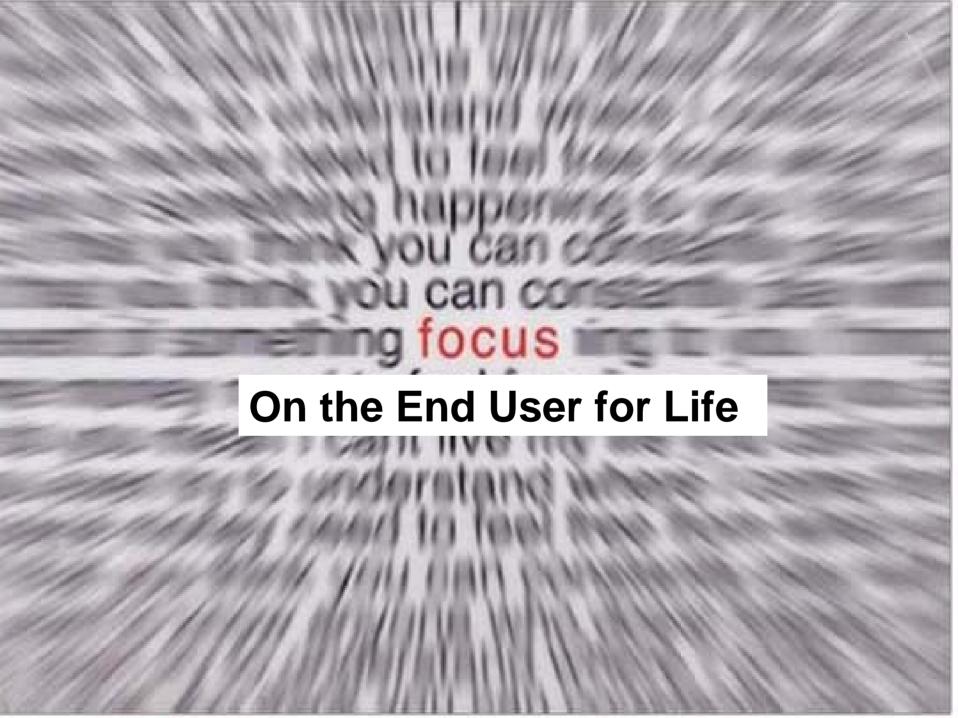


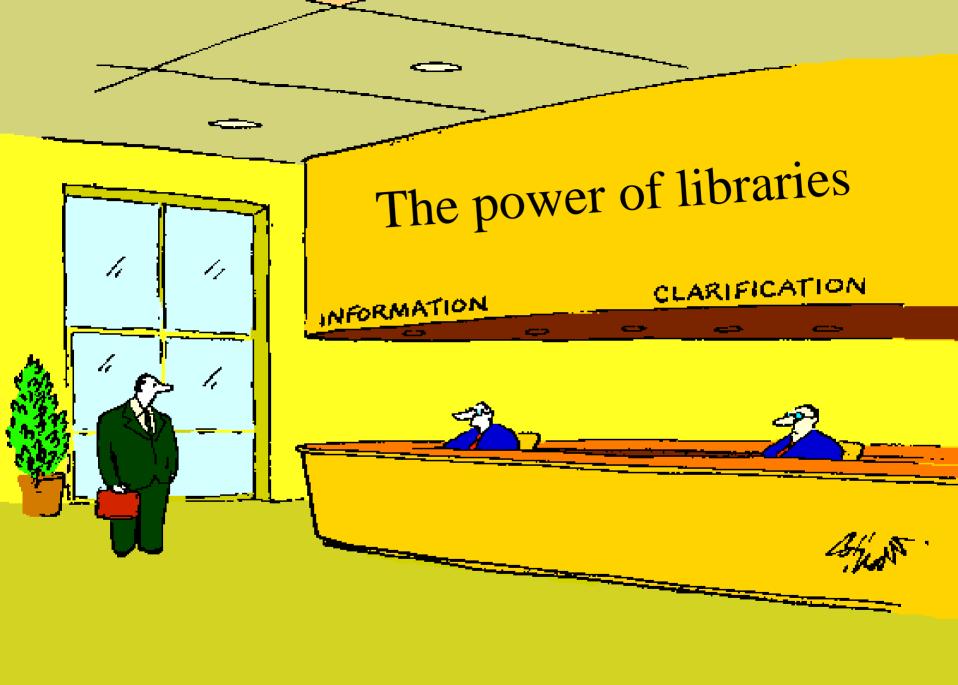


We librarians must learn that when we study something to death, *Death was not our original goal*.





















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Stephen's Lighthouse Blog
http://stephenslighthouse.sirsidynix.com