Web 2.0: Information Industry 3.0

Nov. 27, 2007

Stephen Abram
President 2008, SLA
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Me:
MLS, FSLA
SLA, CLA, OLA
TERLA, ITAC
IIC
Hay, C&L, Law, etc.
Thomson
Micromedia
IHS
ProQuest
SirsiDynix
Ohio Study
Personas
Value
Blog
Columns
Author
Why should academics and their students care? The center balances three key factors: business value, IT process, organizational culture.
The Pattern Effect
Optical Illusions
Open or Closed Systems?
Forests and Trees

We get stuck here (implementation level)
The Big Picture

But this is what matters most
(meta level)

The right forest
Challenges

- Customer Experience
- Complexity, Complication
- Seamlessness
- Partnerships
- Money and Value
- Business vs. Social Models
- Portability
- Mashability
- Format Agnosticism
this

...is as important as this
Life Cycle: Four Basic Stages

<table>
<thead>
<tr>
<th>Audience</th>
<th>Early Adopters</th>
<th>Mainstream</th>
<th>Late Adopters</th>
<th>Laggards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market</td>
<td>Small</td>
<td>Growing</td>
<td>Large</td>
<td>Contracting</td>
</tr>
<tr>
<td>Sales</td>
<td>Low</td>
<td>High</td>
<td>Flattening</td>
<td>Moderate</td>
</tr>
<tr>
<td>Competition</td>
<td>Low</td>
<td>Moderate</td>
<td>High</td>
<td>Moderate</td>
</tr>
<tr>
<td>Business Focus</td>
<td>Awareness</td>
<td>Market Share</td>
<td>Customer Retention</td>
<td>Transition</td>
</tr>
<tr>
<td>Design Focus</td>
<td>Tuning</td>
<td>Scaling</td>
<td>Support</td>
<td>Transition</td>
</tr>
</tbody>
</table>
Adoption Ambiguity

1. You are here
2. And you should be trying to enter here...
3. But you are overly concerned about being here
4. So, instead, you get nowhere.
Technology Adoption Life Cycle

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

- **Mainstream Markets**
  - **Early Majority** (34%)
  - **Late Majority** (34%)

- **Early Markets**
  - **Innovators** (2.5%)
  - **Early Adopters** (13.5%)

- **Late Market**
  - **Conservatives**: Hold on!
  - **Skeptics**: No way!

- **Visionaries**: Get ahead!
- **Techies**: Try it!
Thomson buys Reuters, sells Gale, etc.
NYT Free, WSJ next or LOS?
Microsoft merges with Yahoo! and/or Facebook?
Semel out, Yang in.
iTunes, SpiralFrog
Murdoch buys Dow Jones / WSJ
MySpace and Photobucket
Facebook opens up?
And more . . . .
Top 10 Strategic Issues for the Information Space

1. Our Changing Users – Millennials, GenX, Boomers, Seniors
2. Preserving Our Culture – OCA, BigG, Alouette, etc. (especially non-US, aboriginal), Repositories, standards, access
3. ME! – personalization, personal devices, “I matter more than you!”
Top 10 Strategic Issues for the Institutional Space

4. Boundarylessness - Cross-disciplinary and inter-disciplinary research – Your Chimney/Silo no long matters!

5. Being Local – GPS, GIS, Google default

6. Beyond Lists - Make me a picture, show me a visual, forget advanced search!

7. eLearning – support or replace?, e-coursepacks, etc. Sakai, Blackboard, etc.
Top 10 Strategic Issues for the Institutional Space

8. Reorganized market – Consort, Teams, cross-functional, relationship management

9. Portlets – XML, portability, Unicode, J2EE, JSR168, mash-ups, Web 2.0, inter-operability, etc.

10. Teaching Success and KM – the real role of information literacy – is it possible?
Change?
Focus?
Focus?
Last Month’s Perfect Storm?

- Facebook gets a $750,000,000.00 equity investment from Microsoft and two equity capital firms.
- Facebook introduces social ads today on top of their F8 development platform.
- Google heads past 10,000 licensed traditional publishers.
- Google adds new libraries all the time to Google BookSearch.
- Google heads past $700.00 a share during a market drop.
- MySpace acquires Dow Jones and the Wall Street Journal.
- Thomson continues work on the major acquisition of Reuters.
- Google announces last week that MySpace, Bebo, Engage.com, Friendster, hi5, Hyves, imeem, LinkedIn, Ning, Oracle, Orkut, Plaxo, Salesforce.com, Six Apart, Tianji, Viadeo, and XING have joined Google OpenSocial - their new "open" platform for development anywhere.
- Google introduces Google OpenMobile Android development platform.
- We are about to see the biggest transformation of the web experience since people thought e-mail, or search or content were kings. Killer apps?!
- The Canadian dollar has soared past the US $ ($1.11 today!) for the first time in years. Time to shop on the road again - just bought a new leather jacket (actually 2!!).
- And the first US Boomer applied for their pension.
- Strap yourself in, the rest of 2007 and 2008 are 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)
- Format agnosticism
- Generations turtle driving user behaviour changes
- Mergers (Reuters, Dow Jones, Gale, MS Yahoo!? etc.) increase in Information sector
- 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
2020 Prediction from Peter Kaufman

- Over the next **13 years** an iPod size device will hold:
- 1 year’s worth of **video** (8,760 hours) by **2012** (5 years from now)
- ALL the commercial **music** ever created by **2015** (8 years), and
- ALL the **content** ever created (in all media) by **2020** (13 years).

- This will drive a new global phase of large informational hubs on the web and massive aggregations of content and services.
- What does this Internet and personal device hybrid world look like?
## Millennial Characteristics

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

Credit: Richard Sweeney, NJIT
Ohio
Boston +
Philadelphia
Delaware
California
South Carolina
Australia
etc.
Suppose there’re 250,000 books... Or 25,000,000 in less than 4 years? How does that compare to your worldview?

Articles and Chapters ... OpenURL 99¢ rentals, Ads...

“I’m a book publisher so I don’t bundle anything.”

“We are still dealing with Whether it is the journal Or disaggregated articles.”

How does that compare to your worldview?
The Featuritis Curve

User Happiness

Happy User Peak
“Guess I better look at the manual…”
“Cool!”
“I Rule!”

“I’m so glad they added this.”

“Nice, but I wish I could do more…”

“Hey, where the f*** did they put that?!”

“Now I can’t even do the ONE SIMPLE THING I bought this for…”

“I Suck!”

Number of Features
First Monday first steps in academic research
WORRY TANK

What if it doesn't work?
What if it all blows up in our face?
What if somebody sues?
What happens if it works... all too well?

What happens ten years down the line?
Reminder: 300,000+ A DAY!
Then integrate 3.0 resolvers and federated search.
A sustainable social network for life.

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

Over 80% of all college and University students in North America.
Emerging Service Ecology – add OPAC, rights mgt., federated search, resolvers, AND OpenID (federated identity management in social space)
Kyle: We do have access to such a database, it's called ProQuest Dissertations and Theses - Full Text: http://www.library.ucalgary.ca/gradpubs/dissertations/index.cmd?ID=1166. If it's a recent thesis, there's a good chance that it is available through ProQuest. Otherwise, there would be a paper copy of it held in the U of A Libraries' system. Let me know if you find it. - Randy

Randy Reichardt (Alberta) wrote at 3:11pm on February 22nd, 2007

Steve, thanks for the note and the keywords. I'll relay your suggestion of a "bar code" signal to my colleague, and will see if we can come up with something interesting. ENU And thanks to you, Andrea, Jessica, and Leonard for being the best students to (in our new group, your collective support is much appreciated) - Randy

Steve LaBerge (Alberta) wrote at 3:11pm on February 22nd, 2007

Wow Randy! You are so amazing, I don't think I have this many ways to contact my parents and we live in...
Niche Market Social Strategies
Alliance, Charlotte, LC
San Jose SU
Europe (2X)
McMaster
IBM
Second Life Library eBooks

- 9 storey Library
- Law Library
- Consumer Health Library
- Medical Library
- Teen Library
- Public Library
- Engineering Library
- Science Fiction
- Mystery Island Castle
- ALA
- Europe at double
- Australia
- SLA members
- Education Islands
- Amphitheatre
5,000 Library visits every night!
80 hours / week professionally staffed reference desk
Reading is virtually fundamental in SL

By KATT KONGO
Staff writer

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

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

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

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization provides services to 285 libraries and is partially funded by the state of Illinois.

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

Lon Ball, the ALS’s director of innovation, read about SL in the blog of a librarian who was already a resident. She created an account, logged on with her avatar, Lurelei Lynot, and saw a population of almost 200,000.

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

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

Ball concurred, saying, “The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20
Library 2.0 = (books 'n stuff + people + radical trust) x participation
Knowledge Ecologies

We can’t manage knowledge . . . nobody can.

What you can do is to manage the environment in which knowledge can be created, discovered, captured, shared, distilled, validated, transferred, adopted, adapted and applied.
Taking The Knowledge Positioning

Data >>>> Information >>>> Knowledge >

- Apply standards
- Tangible Representations of Data
- Learning
- Knowing
- Filtering
- Evaluating
- Balancing
Knowledge is not the path to: WISDOM
Taking The Knowledge Positioning

Data => Information => Knowledge => Behaviour

- Apply Standards
- Store & Move
- Display
- Chart
- Graph
- Publish
- Picture
- Format

- Knowing
- Learning
- Filtering
- Evaluating

Gerunds

- Do
- Decide
- Choose
- Apply
- Enact

Action Verbs
KM is the path to:

- **Behaviour**
- Decisions and performance
- Key success factors are intelligent, informed and impactful results
- Has value in proportion to its results in the context of the individual or social organization
Transformational Process

• Data
• Information
• Knowledge
• Behaviour

• Norm
• Form
• Transform
• Perform

Success
Information Engagement Levels

- Read/View
- Argue/Defend
- Present/Teach
- Simulate/Live
- Act on/Discuss
- Authority?

Dr. Thomas Davenport
Learning Styles

- Visual/Spatial (Picture Smart)
- Verbal/Linguistic (Word Smart)
- Musical/Rhythmic (Music Smart)
- Logical/Mathematical (Number Smart)
- Bodily/Kinesthetic (Body Smart)
- Interpersonal (People Smart)
- Intrapersonal (Self Smart)

- Piaget, Bloom, Gardner, etc.
Personality and Searching

• “Five personality dimensions and their influence on information behaviour”
• Jannica Heinstrom, Abo Akademi University, Finland (Oct. 2003)
• [http://informationr.net/ir/9-1/paper165.html](http://informationr.net/ir/9-1/paper165.html)

• Central Question: “How does personality influence searching behaviour?”
Personality and Searching

<table>
<thead>
<tr>
<th>Dimension</th>
<th>High Level</th>
<th>Low Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neuroticism</td>
<td>Sensitive, Nervous</td>
<td>Secure, confident</td>
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<tr>
<td></td>
<td>Outgoing, energetic</td>
<td>Shy, withdrawn</td>
</tr>
<tr>
<td></td>
<td>Inventive, curious</td>
<td>Cautious, conservative</td>
</tr>
<tr>
<td></td>
<td>Friendly, compassionate</td>
<td>Competitive, outspoken</td>
</tr>
<tr>
<td></td>
<td>Efficient, organized</td>
<td>Easy-going, careless</td>
</tr>
<tr>
<td>Extraversion</td>
<td>vs</td>
<td>vs</td>
</tr>
<tr>
<td>Openness</td>
<td>vs</td>
<td>vs</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>vs</td>
<td>vs</td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>vs</td>
<td>vs</td>
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</tbody>
</table>

VS
Sample Conclusions

• Extraversion was related to informal information retrieval as well as preference for thought provoking documents over documents which confirmed previous ideas.
Sample Conclusions

- Openness to experience was related to broad information seeking, incidental information acquisition, critical information judgement, preference of thought provoking documents instead of documents which confirmed previous results.
- Conservativeness was related to problems with relevance judgement and preference for confirming documents.
Sample Conclusions

- Competitiveness was related to lack of time being a barrier to information retrieval, problems with relevance judgement and competence in critical analysis of information. \textit{Low levels of agreeableness forms a base for skeptical and critical thinking.}
Sample Conclusions

• *Conscientiousness* was related to preference for thought provoking documents and use of effort in information seeking. *Carelessness*, on the other hand was related to problems with relevance judgement, feeling that lack of time was a barrier to information retrieval and preference for documents that confirm previous ideas.
Personas

mmm... documents!
Context is King, not Content.
So what should we pay attention to?

- Behavioural Alignment – Scholar’s Projects
- Learning Styles and Personality
- User Needs – their real needs
- Personality
- Work Flows, Quality, Productivity & Speed
- Next phase of web – 3.0?, Second Earth, OpenCroquet, Android, OpenSocial
I ♥️ my customers
Google States for free
Google Librarian
Google Educator Certification
Fool me once … Evil?

Google Docs and Spreadsheets
Google Calendar
Google Base
Google Maps
Google Wallet / Cart
G-Mail
GTalk
Google Scholar
GooglePhone
iGoogle
Google Presentations
Google Share
College Life by Google
Get on the Visual, OpenURL and Federated Search Wagon
Visual Trends

- Grokker
- Aquabrowser
- KartOO
- Folksonomies
- Tag Clouds, Word Clouds
- Etc.
Map of Online Communities and Related Points of Interest
Geographic area represents estimated size of membership.

(Not a complete survey. Sizes based on best figures I could find, but involved some guesswork. Do not use for navigation.)
What people are doing

- **Creators** publish Web pages, write blogs, and upload videos to sites like YouTube.
  - Young Teens: 34%
  - Youth: 37%
  - Generation Y: 30%
  - Generation X: 19%
  - Young Boomers: 12%
  - Older Boomers: 7%
  - Seniors: 5%

- **Critics** comment on blogs and post ratings and reviews.
  - Young Teens: 24%
  - Youth: 37%
  - Generation Y: 34%
  - Generation X: 25%
  - Young Boomers: 18%
  - Older Boomers: 15%
  - Seniors: 11%

- **Collectors** use Really Simple Syndication (RSS) and tag Web pages to gather information.
  - Young Teens: 11%
  - Youth: 16%
  - Generation Y: 18%
  - Generation X: 16%
  - Young Boomers: 15%
  - Older Boomers: 16%
  - Seniors: 11%

- **Joiners** use social networking sites.
  - Young Teens: 51%
  - Youth: 70%
  - Generation Y: 57%
  - Generation X: 29%
  - Young Boomers: 18%
  - Older Boomers: 8%
  - Seniors: 6%

- **Spectators** read blogs, watch peer-generated videos, and listen to podcasts.
  - Young Teens: 49%
  - Youth: 59%
  - Generation Y: 54%
  - Generation X: 41%
  - Young Boomers: 31%
  - Older Boomers: 26%
  - Seniors: 19%

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

Data: Forrester Research
Scholars’ Citations Go Social
Features of America’s Top 50 Magazine Websites, 2007

Percent of Magazines

- RSS Feeds: 64%
- RSS Ads: 44%
- Most Popular: 18%
- Mobile: 60%
- Video: 26%
- Podcasts: 48%
- Message Boards: 42%
- Registration: 36%
- Bookmarking: 4%
- Tags: 20%
- Article Comments: 18%
- Blogs: 58%
- Blog Roll: 54%
- Comments on Blogs: 18%

Web Features: 2007
Everything’s getting smaller
Sizing Up Our Global Social Networks: Growth from the Internet to Web 2.0

Internet – 24 Years Old

Web – 16 Years Old

Exponential Growth

Web 2.0

???

1.1 Billion users

500 Million Web Nodes

70 Million Blogs

Jan. 1st, 1983
IP Internet is Launched

August 6th, 1991
The Web Becomes Publicly Available

Early 2004,
“Web 2.0” Term Is Cited

Early 2006,
“Enterprise 2.0” Is Articulated
Web 2.0: The Inevitable Trough of Disillusionment
Next Up: Streaming media, MP3's, podcasts, etc.
ELF - keeping tabs on your library material
Web 2.0 – Library 2.0

- RSS
- Spoken Word Searching
- Wikis
- New Programming Tools: AJAX, API, J2EE,
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services, SaaS
- 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
- Visualization
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
Intention Paths
The Value Hierarchy in Web 2.0 Software

1. Users
   - attention
   - interaction
   - presence
   - usage
   - collaboration

2. Data
   - secondary:
     - microformatting
     - ranking
     - trackbacks
     - tagging
     - bookmarking
   - primary:
     - information
     - shared media
     - attention
     - data
     - feeds
     - links

3. 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 3rd.

Source: http://web2.wsj2.com
Top 13 2.0 Apps for Librarians

1. Google Suite
2. Meebo/Chatango
4. WorldCat.org
5. Amazon.com
6. Del.icio.us
7. Bloglines
8. Zotero
9. Facebook
10. Wordpress
11. MediaWiki
12. Ning
13. Twitter
## LIBRARY 2.0 MATRIX

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<thead>
<tr>
<th>Resource Environment</th>
<th>Web 2.0 as Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Library 2.0 user</strong></td>
<td><strong>Library 2.0 user</strong></td>
</tr>
<tr>
<td>Library catalogue - MARC compliant</td>
<td>E-learning 2.0 environment - LMS, ELGG, LAMS etc.</td>
</tr>
<tr>
<td>Web 2.0 platform 24/7 - adaptable user interface</td>
<td>Social Networks - MySpace/Facebook, Blogs &amp; Wikis</td>
</tr>
<tr>
<td>Information services - Online, Virtual Learning spaces</td>
<td>- Read/Write web functionality, Social Bookmarking</td>
</tr>
<tr>
<td>Blended digital Web Collections</td>
<td>- Images &amp; multimedia sharing, Podcasting &amp; vodcasting</td>
</tr>
<tr>
<td>Blended digital repository</td>
<td>Folksonomy - Tagging for personalisation</td>
</tr>
<tr>
<td>Digital access for personal organisation - E-reserve, Borrower loan access</td>
<td>Searching - Browser and desktop API, Blogs &amp; social networks</td>
</tr>
<tr>
<td>Digital access for licensed collections - e-books, videos &amp; multimedia, images, learning objects, etc</td>
<td>- Visual &amp; metasearch engines</td>
</tr>
<tr>
<td>- specialist online databases</td>
<td>Mobile computing</td>
</tr>
<tr>
<td>Federated searching - Z39.50</td>
<td>RSS feeds and Mashups</td>
</tr>
<tr>
<td>Taxonomy - supported by global metadata standards</td>
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</tbody>
</table>

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?
Market Opportunities

• New Discovery Systems
  – Portals and Portlets (JSR168)
  – OpenURL with Federated Search
  – Visualization and Display

• Advanced interoperable metadata embedded

• Personalization

• eLearning

• Digital devices (phones, etc.) and GPS
Tagging, Scanning, RSS
del.icio.us
social bookmarking

» all your bookmarks in one place
» bookmark things for yourself and friends
» check out what other people are bookmarking

» get started «

hotlist
what's hot right now on del.icio.us

HOT NOW
Revision3 save this
first posted by: mcavant
podcast video tech technology blog tags

Toom: Excite your site save this
first posted by: geoff
blog forum web2.0 hosting tools tags

Vector Art with Photoshop - Online Tutorial at Melissa Clifton page 1 save this
first posted by: hurqui
photoshop tutorial vector art howto tags

tags to watch

search
A Brief Interview with Google's Matt Cutts
Home
The Semantic Indexing Project

productivity
Rands In Repose: Trickle Theory
The Joel on Software Discussion Group - Best tips that no one seems to know about?
Why email is addictive (and what to do about it)
google
Understand JSR168, Portlets and RSS
Adopt API’s, AJAX, Java, J2EE, widgets, gadgets, mashups, Oracle, etc.
“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
2.0 is about play
And play diffuses behavioural change - FAST
23 Things Learning 2.0

- Week 1: Introduction
- Week 2: Blogging
- Week 3: Photos & Images
- Week 4: RSS & Newsreaders
- Week 5: Play Week
- Week 6: Tagging, Folksonomies & Technorati
- Week 7: Wikis
- Week 8: Online Applications & Tools
- Week 9: Podcasts, Video & Downloadable audio
Learning 2.1

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

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5 Weeks to a Social Library

- [http://www.sociallibraries.com/course/week1](http://www.sociallibraries.com/course/week1)

- Credit: Amanda Etches-Johnson, Meredith Farkas, et al and the entire 5 weeks team.
100+ Things

"If you are up for a challenge and would like to learn something NEW every day? Keep an eye on this fascinating Blog by a Reference Librarian located in Guam!

Titled: The Internet can change your life: 'a series of daily assignments designed to teach the newbie all the wonderful things the Internet has to offer'

It's not too late to catch up...

http://rameyerguam.blogspot.com/
Build a Petting Zoo

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

- **Helene Blowers** — Technology Director, Public Library of Charlotte and Mecklenburg County

- **Learning 2.0: Make "play" your New Year's resolution**

- Jan 09, 2007

Two SDI Sessions

- **Christine Mackenzie** —Chief Executive Officer, Yarra Plenty Regional Library

- **Hopping into Library 2.0: Experiencing Lifelong Learning**

- **Feb 05, 2007**

Resources

- PLCMC Learning 2.0 Blog
  - http://plcmcl2-about.blogspot.com/
- 43 Things I might want to do this year Information Outlook (Feb. 2006) by Stephen Abram
  - http://www.findarticles.com/p/articles/mi_m0FWE/is_2_10/ai_n16133338
- Yarra Plenty Online Learning
We’re looking too close
The Landscape Today
The Emerging Landscape
Stephen Abram
Author, ALA Editions
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

These PPT slides will be at my blog:
Stephen’s Lighthouse