



# The Social Web 2.0

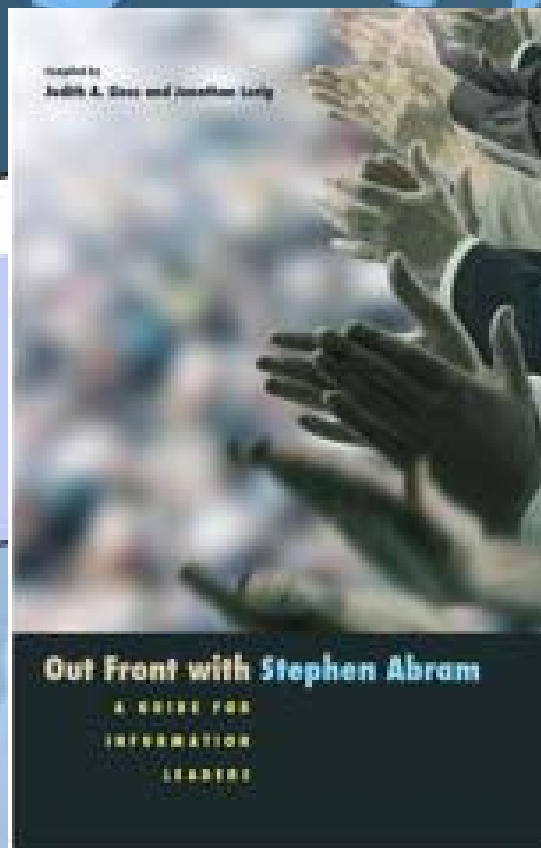
May 9, 2007



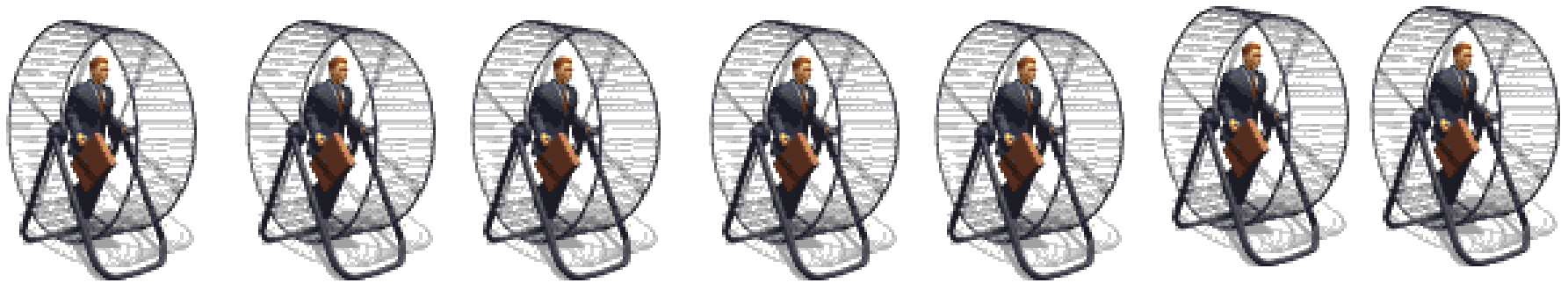
EMORY  
UNIVERSITY



Stephen Abram  
Vice President, Innovation  
Chief Strategist, SirsiDynix Institute

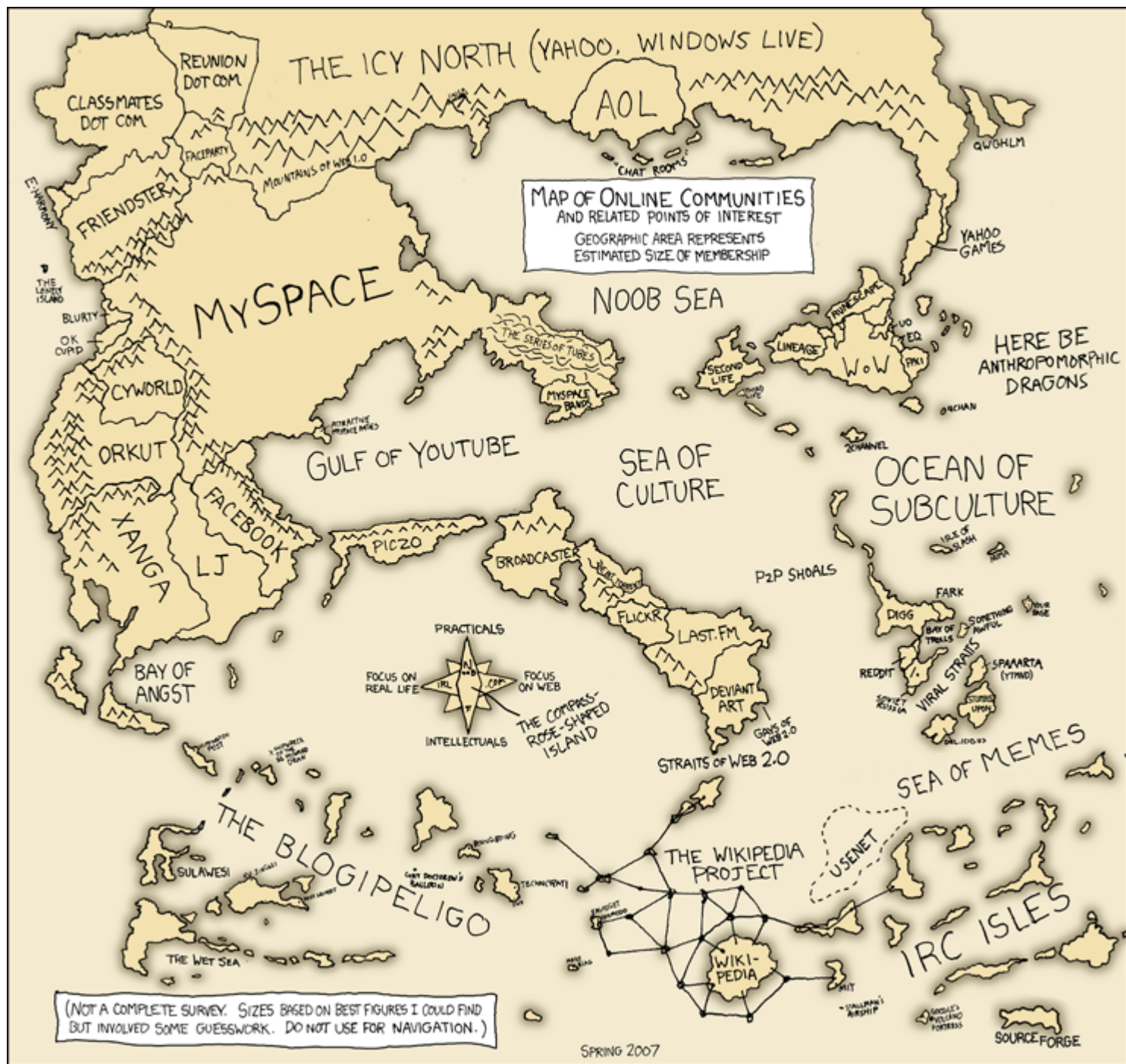


Stephen Abram



**One week's worth of rumours:  
Thomson buys Reuters – or Google  
Microsoft merges with Yahoo!  
Murdoch buying Dow Jones / WSJ  
MySpace and Photobucket  
And more . . . .**











All that matters is...

- **Code**
- **Learning**
- **Interaction**

**The user  
is not  
broken**

**Karen Schneider**



Libraries core skill is not  
delivering *information*

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







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



**Just do it**

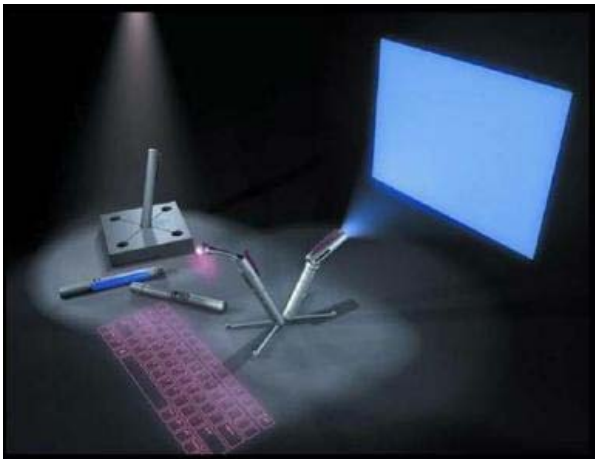
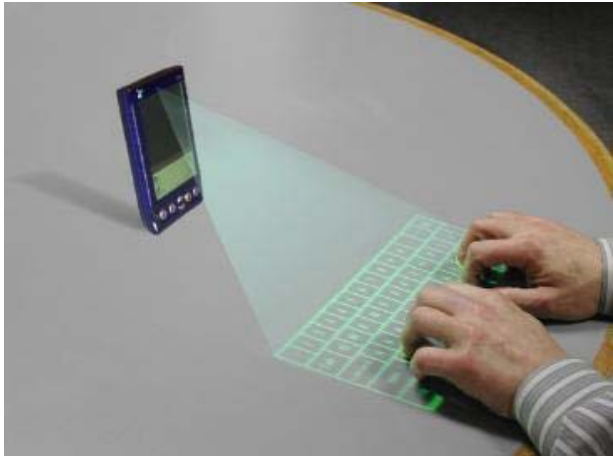


**Are You Ready?**  
**For the next five years?**



# Folks Keep Asking for Specific Advice

Top  
10



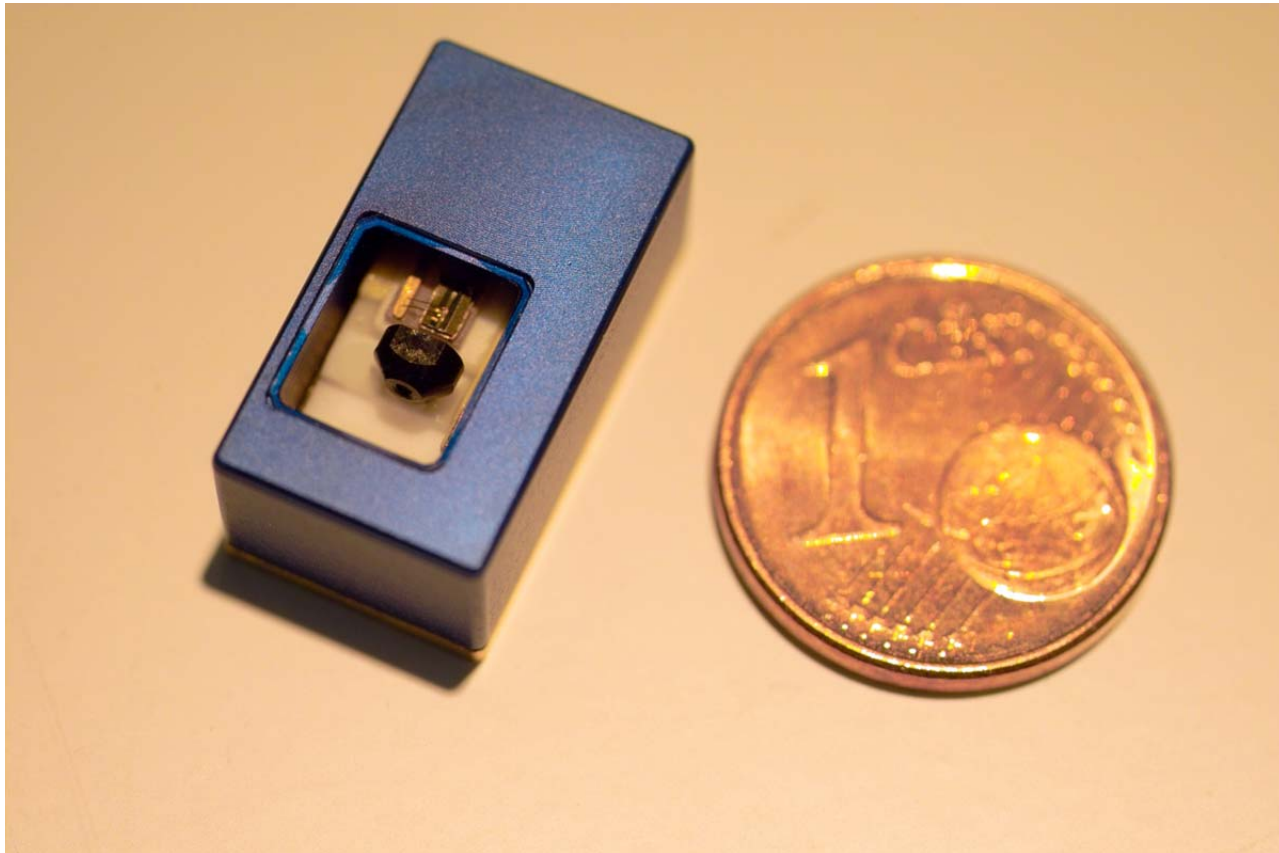


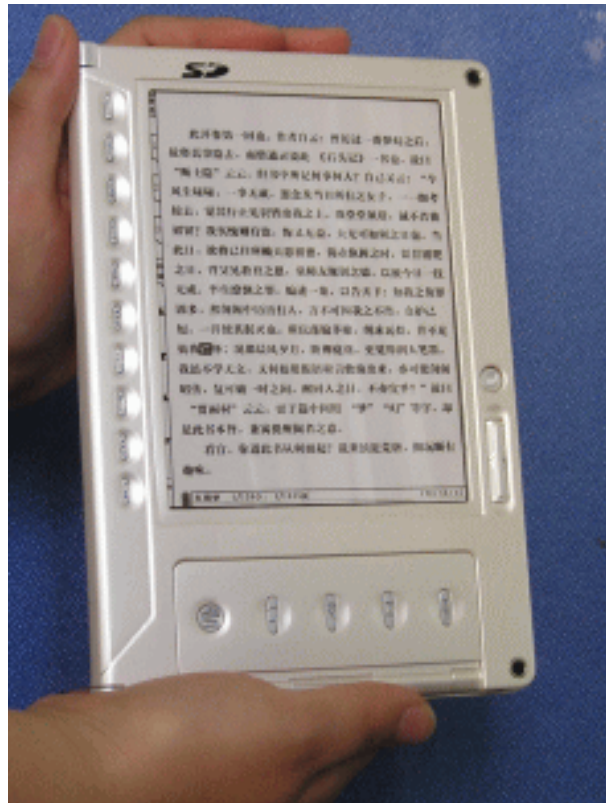






# A projector the size of a sugar cube









# Everything's getting smaller





# Advice #1: Go XML for Dominant Personal Devices

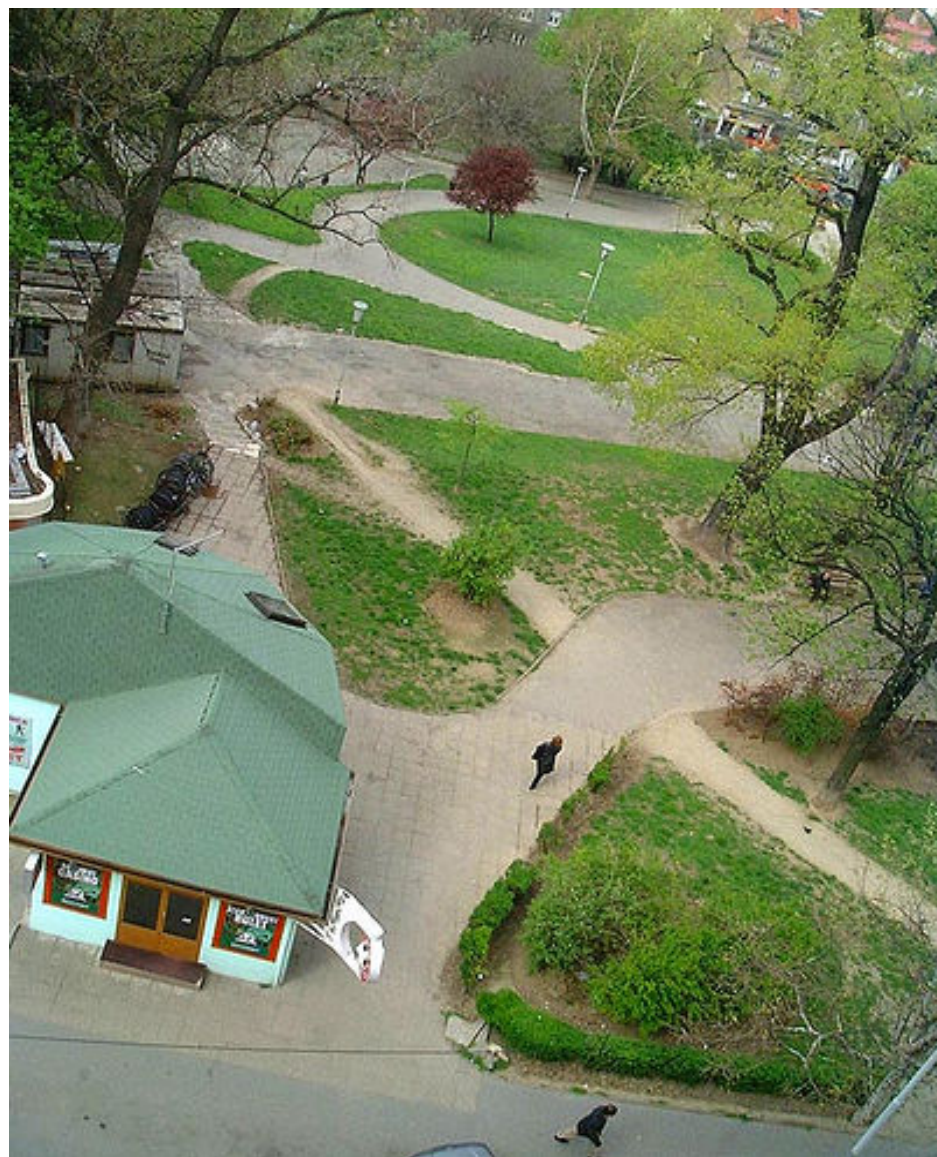




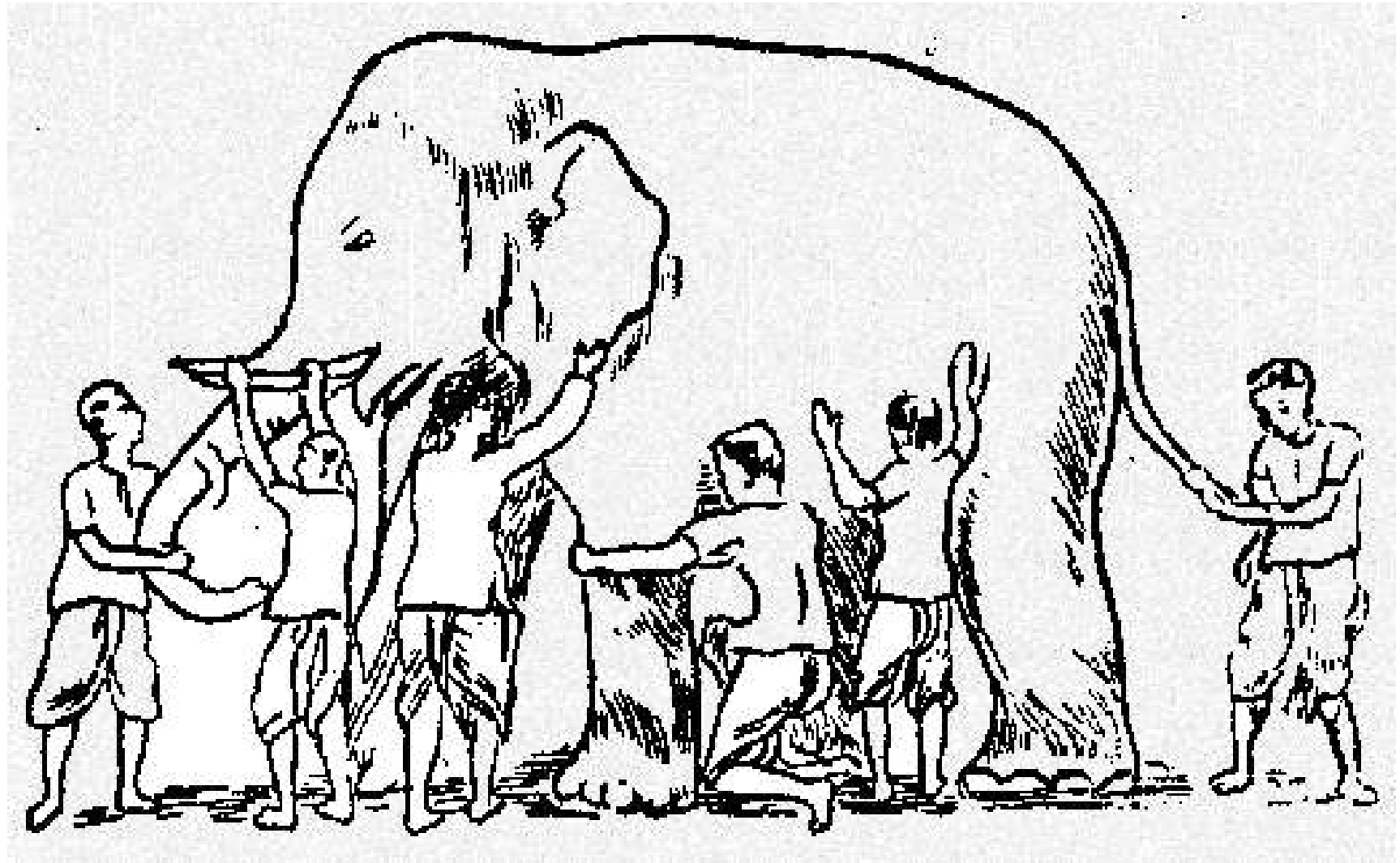
# Intention Paths













You can't make it too simple.







# Advice #2: Understand JSR168, Portlets and RSS



# Are You Ready?

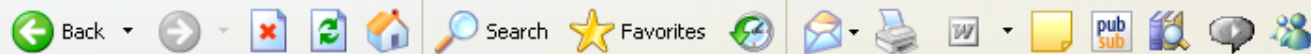
For the next steps in search?





# Are We Ready?

## For the REAL Google Scholar?



Address http://services.google.com/university/



Links

Google Search 1643 blocked Check AutoLink AutoFill Options

## College life, powered by Google



You spend your life dealing with information. A lot of it is academic, a lot more is personal, it all matters, and you can probably use better tools for handling it effectively. On this page, we'd like to introduce you to a few of them.



### Google Scholar

We can't write 20 double-spaced pages for you, but we can get you started. Google Scholar helps you find and search academic papers, abstracts and other authoritative sources – all with the speed and accuracy of Google search. [Try it now](#)



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Talk



SMS



Maps



Toolbar



Scholar



Picasa

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Already have Gmail?

[Sign in here.](#)

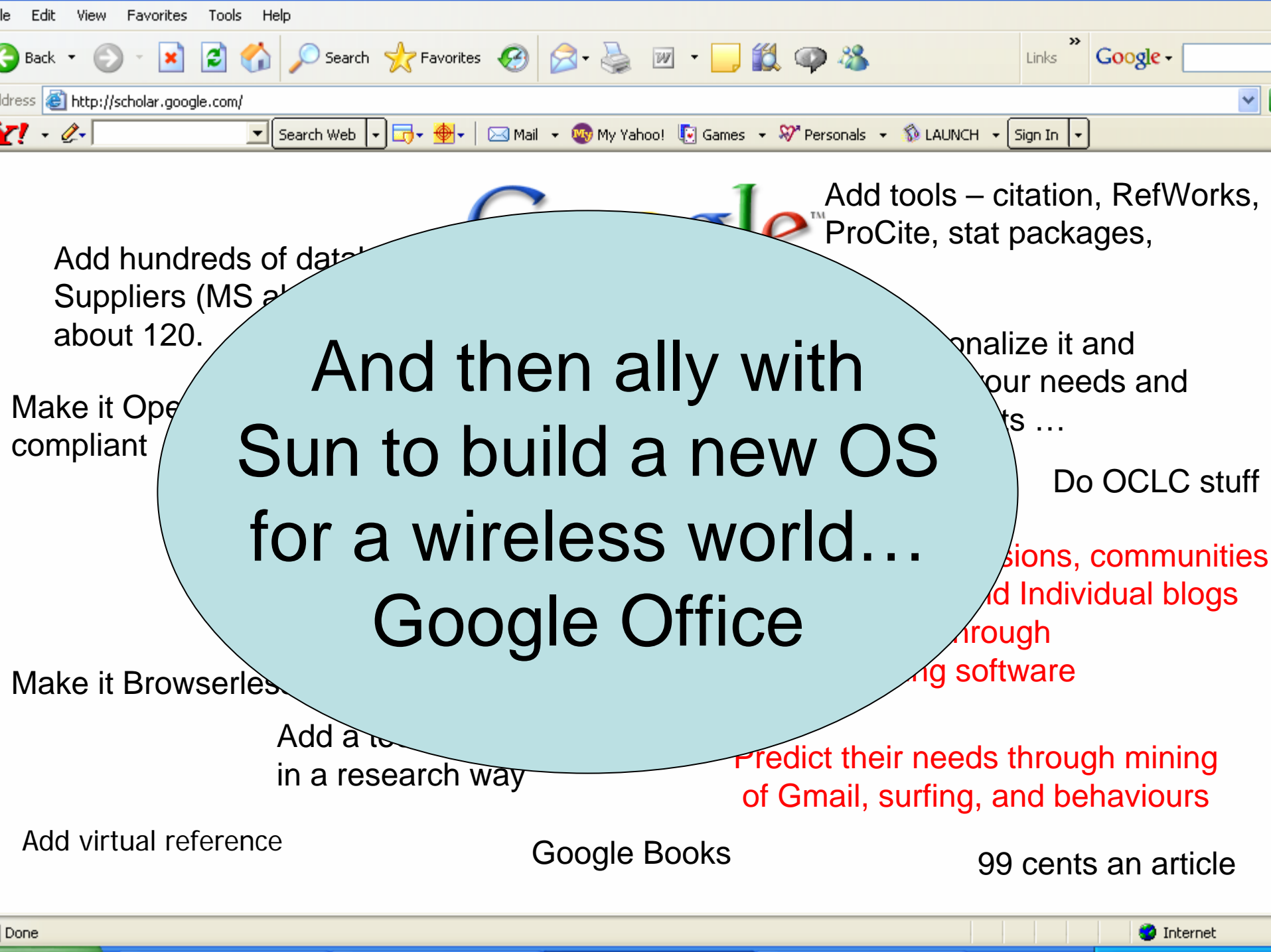
### Google Tip #21:



Enter a product [\[hawaiian shirt\]](#) into the Google search box to get relevant info, such as price, and links at the top of your search results, which are linked to merchants who participate in [Froogle](#).

**Sign up for the Google Friends Newsletter** to stay informed of Google's latest products and more.

[Sign Up Today.](#)



le Edit View Favorites Tools Help

Back Search Favorites Links Google

Address http://scholar.google.com/

Search Web Mail My Yahoo! Games Personals LAUNCH Sign In

Add tools – citation, RefWorks, ProCite, stat packages,

Add hundreds of data Suppliers (MS at about 120.

Make it Open compliant

Personalize it and your needs and ...

Do OCLC stuff

Predictions, communities and Individual blogs through software

Make it Browserless

Add a to in a research way

Predict their needs through mining of Gmail, surfing, and behaviours

Add virtual reference

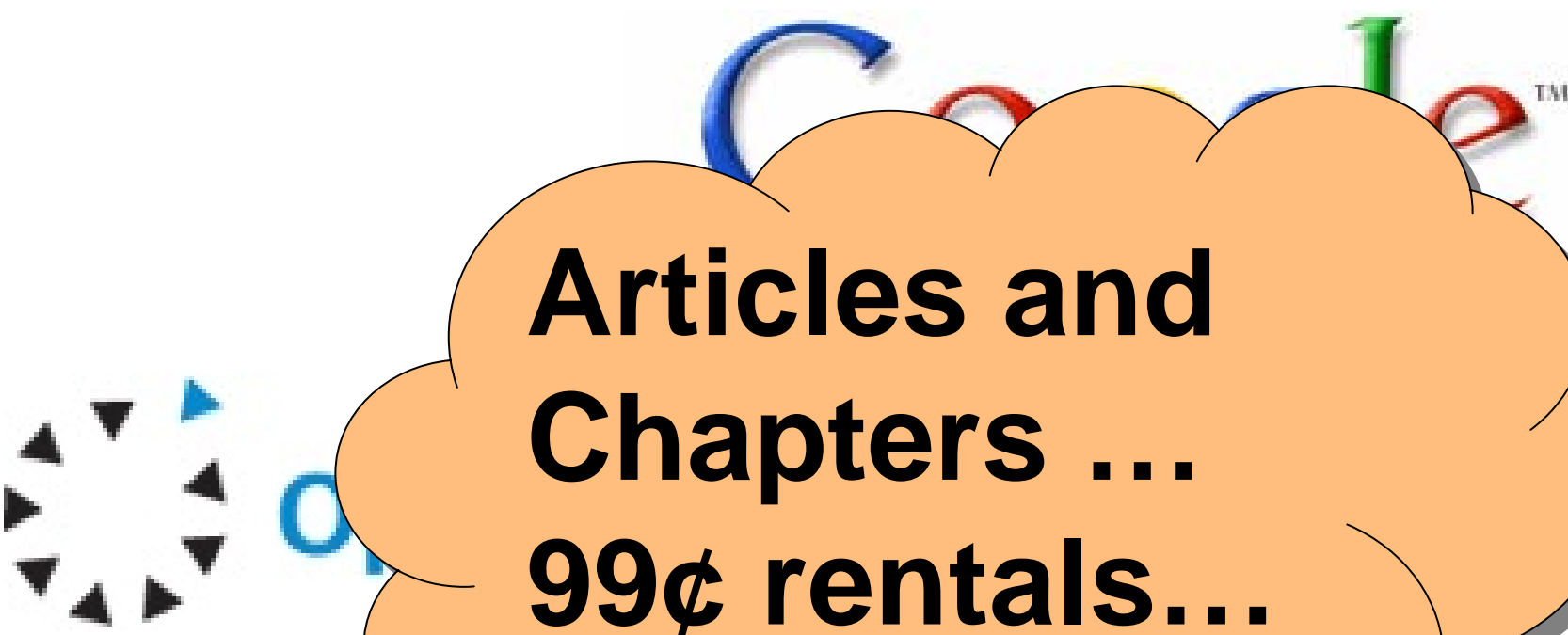
Google Books

99 cents an article

Done Internet

And then ally with  
Sun to build a new OS  
for a wireless world...  
Google Office



A large, light-orange cloud shape with a black outline and a drop shadow is centered on the slide. Behind the cloud, the Google logo is partially visible in its characteristic multi-colored font. To the left of the cloud, there is a circular loading spinner composed of several small black triangles arranged in a ring.

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

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

How does that compare to your libraries?



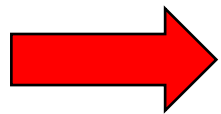


What  
Where

When

Why  
Who

How






iGoo

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

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

KartOO visual meta s...


**KartOO**  
[www.kartoo.com](http://www.kartoo.com)

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

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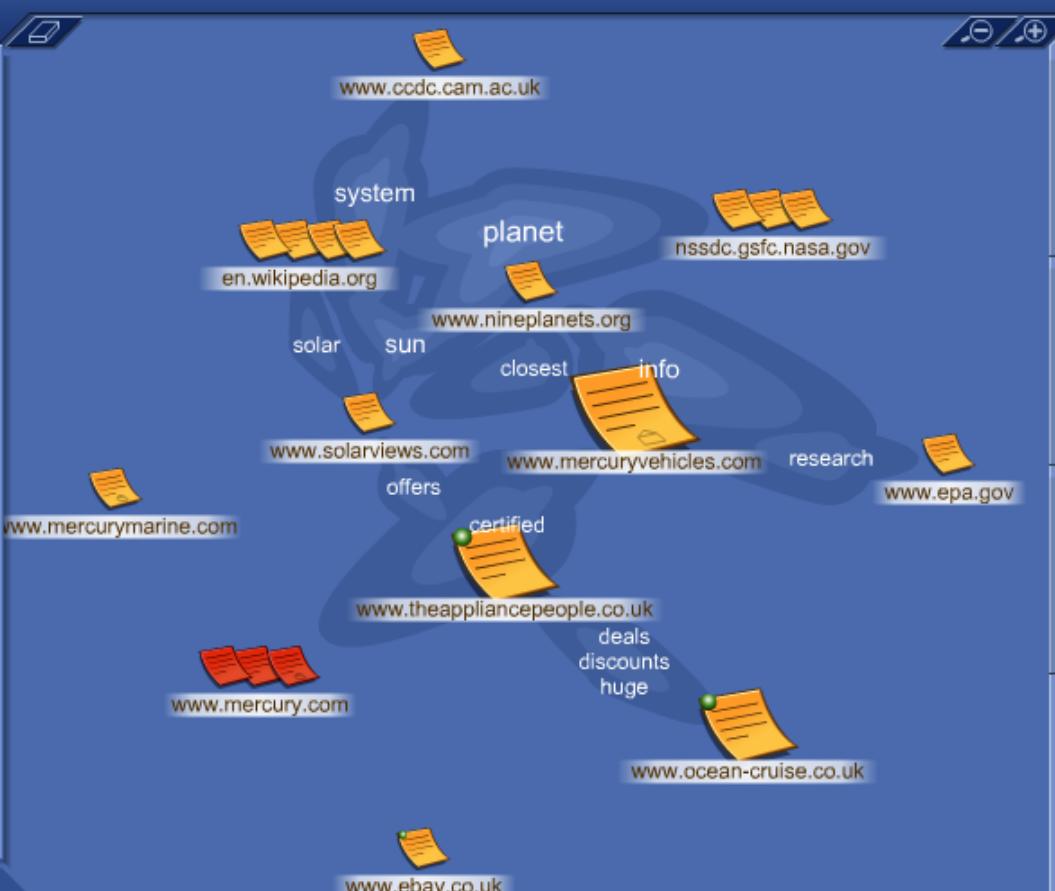
Saved map

New map

Topics :

- information on mercury
- mercury marine
- manufacturer of mercury
- planet mercury
- closest to the sun
- planet to the sun
- solar system
- pictures of mercury
- nearest planet
- mercury project
- info
- certified
- research
- deals
- discounts
- huge
- offers
- planet
- sun
- solar
- system
- closest

Popular Queries



**Sponsor**

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

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

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

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

Preview by

**KartOO**



# Advice #3:

## Get on the OpenURL and FedSearch Wagon





# Google invests in wired ...





# Bidirectional wireless module



# Where are your users?

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



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

emory university

Search Maps

Search the map

Find businesses

Get directions

## Maps

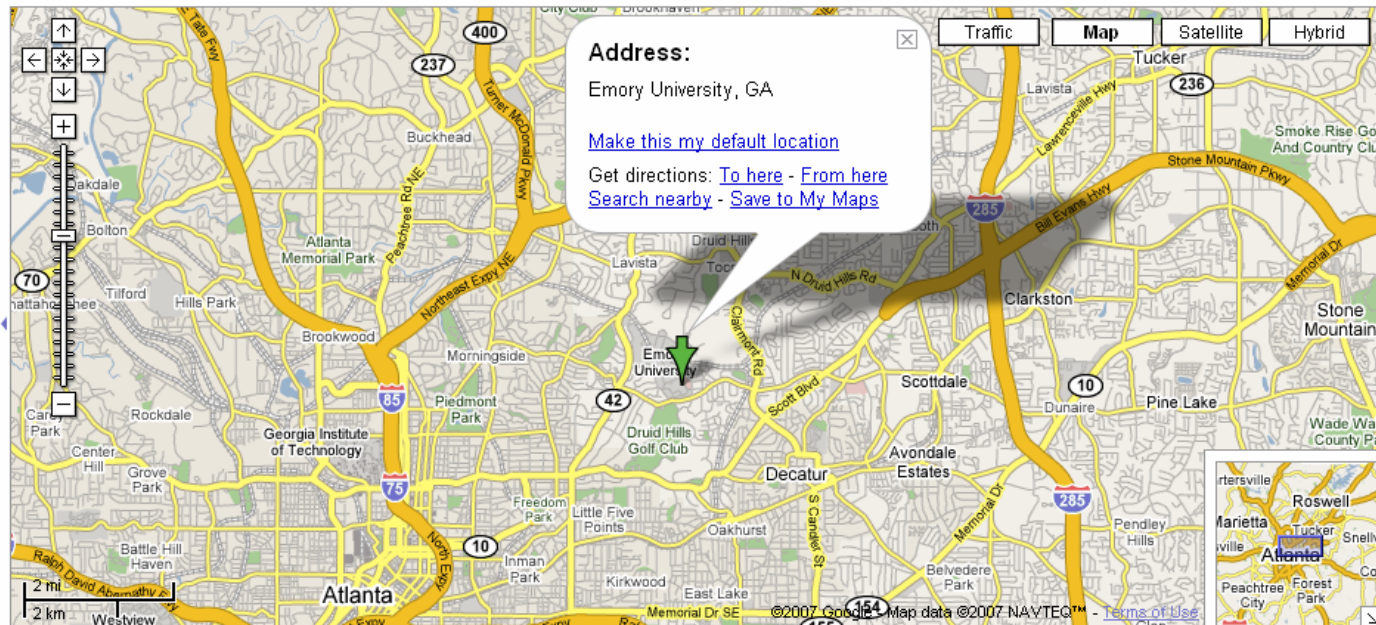
[Print](#) [Email](#) [Link to this page](#)

Search Results

My Maps **New!**



Emory University, GA





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



# Are You Ready?

## For Web 2.0 / Library 2.0?



facebook

LibraryThing<sup>BETA</sup>



amazon.com



OVERDRIVE<sup>®</sup>



ELF - keeping tabs on your library material









# What is the Magic Sauce?

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

# WEB 2.0



- 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

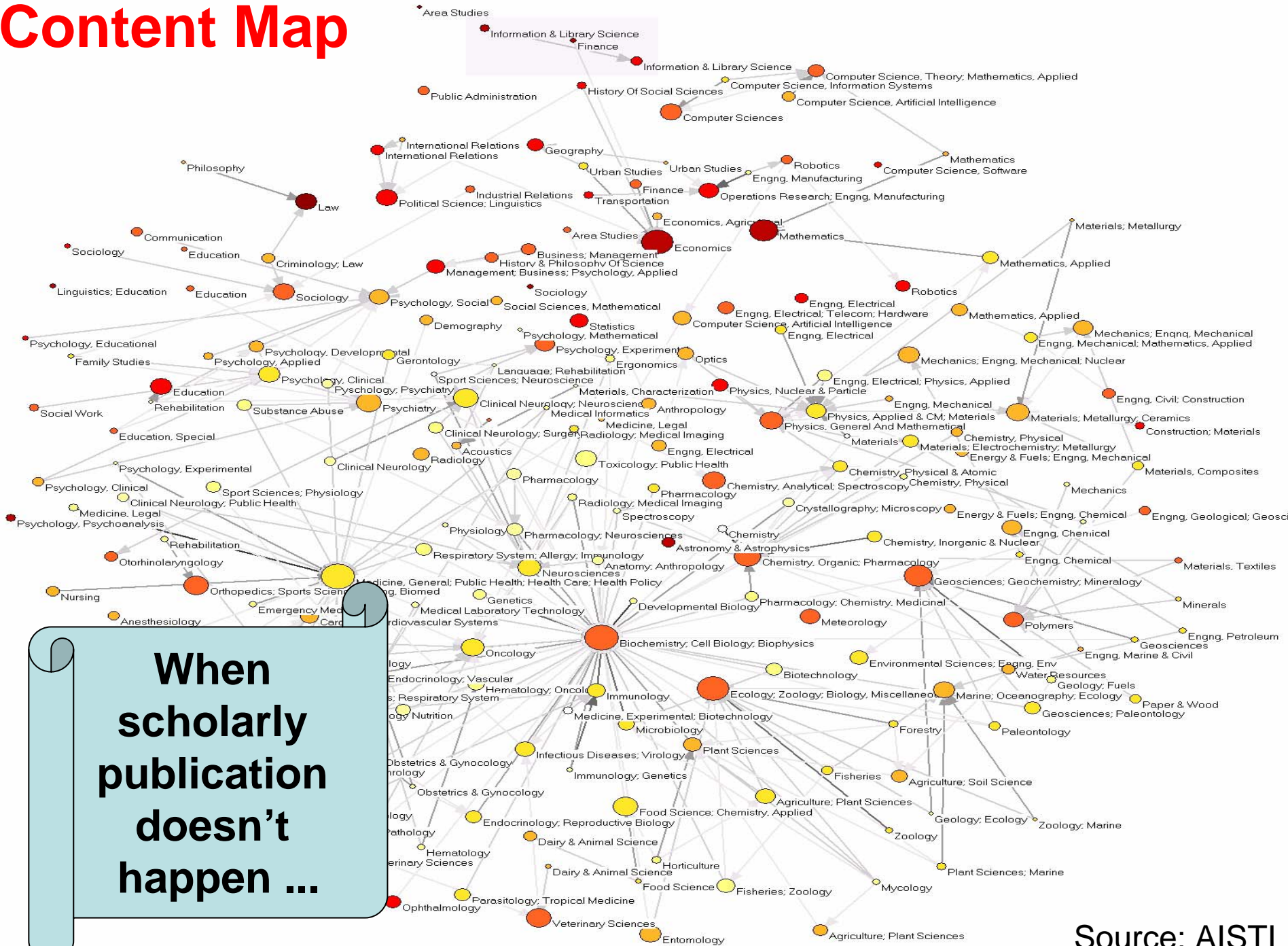


# Scholarly General

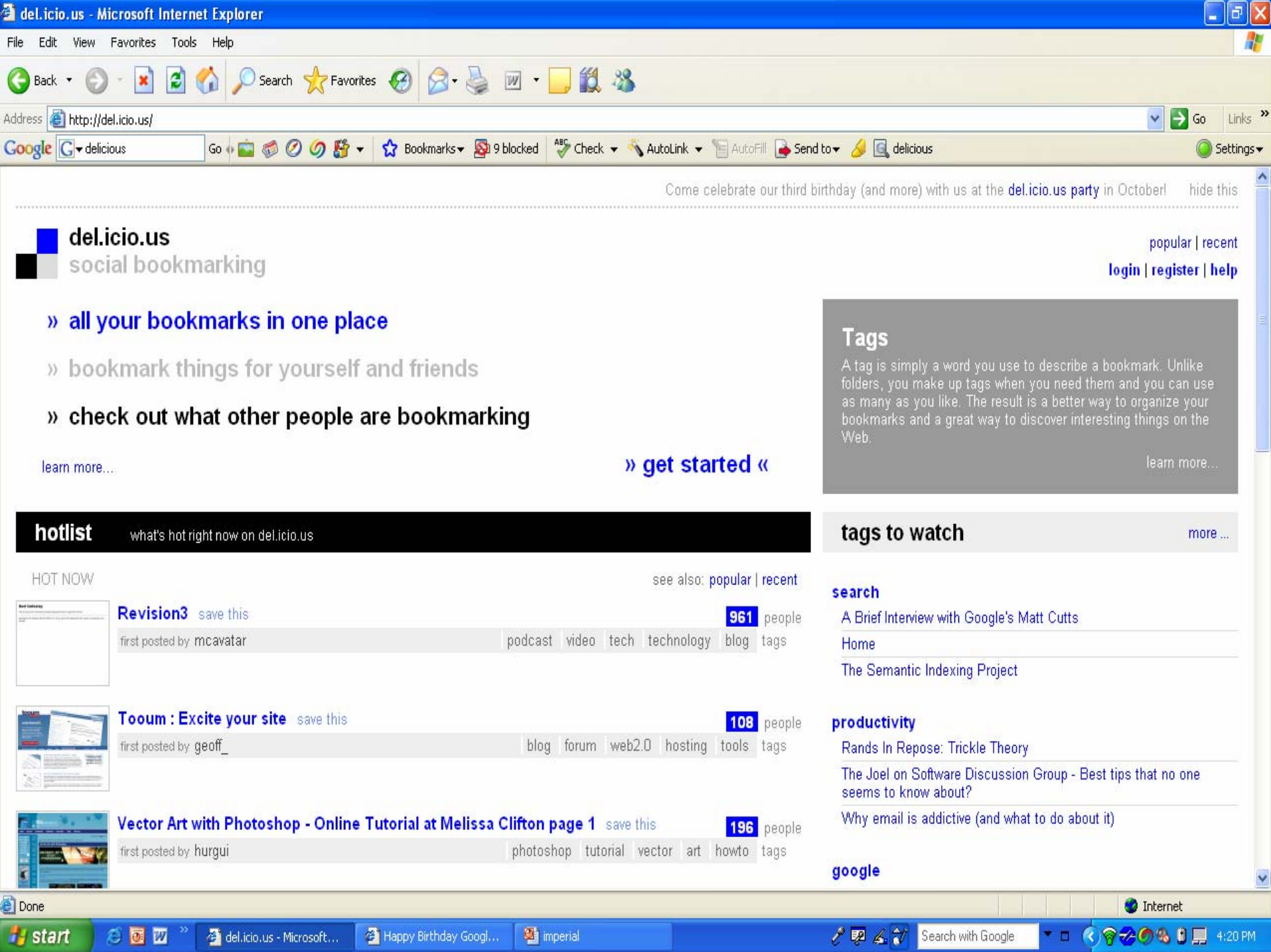
Links      Web Pages

Source: DLIB

# Content Map



Source: AISTI



Address http://del.icio.us/

Google

delicious

Go



Bookmarks

9 blocked

Check

AutoLink

AutoFill

Send to

delicious

Settings

Come celebrate our third birthday (and more) with us at the [del.icio.us party](#) in October! [hide this](#)

del.icio.us

social bookmarking

[popular](#) | [recent](#)[login](#) | [register](#) | [help](#)» [all your bookmarks in one place](#)

» bookmark things for yourself and friends

» check out what other people are bookmarking

[learn more...](#)» [get started](#) «

## Tags

A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

[learn more...](#)

## hotlist

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

HOT NOW

[see also: popular](#) | [recent](#)**Revision3** [save this](#)

961 people

first posted by [mcavatar](#)[podcast](#) [video](#) [tech](#) [technology](#) [blog](#) [tags](#)**Tooom : Excite your site** [save this](#)

108 people

first posted by [geoff\\_](#)[blog](#) [forum](#) [web2.0](#) [hosting](#) [tools](#) [tags](#)**Vector Art with Photoshop - Online Tutorial at Melissa Clifton page 1** [save this](#)

196 people

first posted by [hurgui](#)[photoshop](#) [tutorial](#) [vector](#) [art](#) [howto](#) [tags](#)

## tags to watch

[more ...](#)

### 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

Done

start

[del.icio.us - Microsoft...](#)[Happy Birthday Googl...](#)[imperial](#)[Search with Google](#)[Search with Google](#)

Internet

4:20 PM



Flickr: Photos from abram\_stephen - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Feeds Mail Print

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

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

Search web... Favorites PC Health Form Fill Spaces

Flickr: Photos from ...

**flickr** Signed in as **abram\_stephen** (1 new) Help Sign Out


Home You Organize Contacts Groups Explore Search your photos Search

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

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

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0 comments


**StephenFull-HiRes**



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**StephenFull-by**



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0 comments

**40%  
Tag  
7%  
Daily!**

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







# BiblioCommons



# Advice #5: Be Library 2.0 Interact and Relate

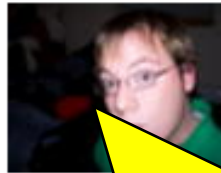


# Are You Ready?

For advanced social networks

**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:**  
**200,000-250,000**  
**A DAY!**

▼ advertisement

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

**VONAGE**  
vonage.ca

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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](#) | [Blog](#) | [Groups](#) | [Events](#) | [Games](#) | [Music](#) | [Classifieds](#)**Cool New People****Virginia****Katrina**

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

**Member Login**Email: ☐ Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

[Blogs](#)[Browse](#)[Chat Room](#)[Classifieds](#)

advertisement

**MySpace Music**

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

» [Listen Now](#)**ING DIRECT**  
save your money

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

START SAVING

**MySpace Specials**





**mate1**  
INTIMATE DATING

*It's Free!*



I am a:  Seeking a:

For:  Age:  to

Zip/Postal:

[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

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| <a href="#">Send Message</a>    | <a href="#">Forward to Friend</a> |
| <a href="#">Add to Friends</a>  | <a href="#">Add to Favorites</a>  |
| <a href="#">Instant Message</a> | <a href="#">Block User</a>        |
| <a href="#">Add to Group</a>    | <a href="#">Rank User</a>         |

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](#)

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](#)



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[Add to Friends](#)



[Add to Favorites](#)



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[Block User](#)



[Add to Group](#)



[Rank User](#)

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](#))

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### 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 ..

**MySpace URL:**



# Library MySpace Sites

**Hennepin County Library**

[http://www.myspace.com/hennepincou  
ntylibrary](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  
egelibrary](http://www.myspace.com/brooklyncoll<br/>egelibrary)

**Lansing Public Library**

[http://www.myspace.com/lansingpubli  
clibrary](http://www.myspace.com/lansingpubli<br/>clibrary)

**Morrisville College Libraries**

[http://www.myspace.com/morrisvilleco  
llegelibrary](http://www.myspace.com/morrisvilleco<br/>llegelibrary)

**Westmount PL**

[http://www.myspace.com/westmontlib  
rary](http://www.myspace.com/westmontlib<br/>rary)

**Goshen PL**

[http://www.myspace.com/goshenpubli  
clibrary](http://www.myspace.com/goshenpubli<br/>clibrary)

**University of Illinois Undergrad Library**

[http://www.myspace.com/undergradli  
brary](http://www.myspace.com/undergradli<br/>brary)

**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>

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Study where you want.

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[View All Zachary's Friends](#)  
[Send Zachary a Message](#)  
[Poke Him!](#)

#### Friend Details

[edit](#)

You are friends with Zachary.

#### Mutual Friends

21 friends in common.

[See All](#)



#### Personal Info

Political Views:

Activities:

Interests:

Liberal

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



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


File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Reload Print Mail

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

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

Facebook | Engineeri...



Search

My Profile edit

My Friends

My Photos

My Shares

My Notes

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Engineering Information & Reference Service - U Alberta Alberta

**Information**

**Group Info**

Name: Engineering Information & Reference Service - U Alberta

Type: Organizations - Academic Organizations

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

**Contact Info**

Email: [randy.reichardt@ualberta.ca](mailto:randy.reichardt@ualberta.ca)

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

Office: 1-26 Cameron SciTech Library

Province: Alberta

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

Narrated: [http://www.library.ualberta.ca/screencast/engineering/compendex\\_narrated/compendex\\_narrated.html](http://www.library.ualberta.ca/screencast/engineering/compendex_narrated/compendex_narrated.html)

Non-narrated: [http://www.library.ualberta.ca/screencast/engineering/compendex\\_nonnarrated/compendex\\_nonnarrated.html](http://www.library.ualberta.ca/screencast/engineering/compendex_nonnarrated/compendex_nonnarrated.html)

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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

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







Done

start iTunes Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 7:23 PM

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 to Settings

Search web... Favorites PC Health Form Fill Spaces

Facebook | Engineeri...

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

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](#)

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**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](#)

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**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

Internet

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

Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

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

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

Google  Go

Bookmarks 65 blocked ABC Check AutoLink AutoFill Send Settings

Search web... Favorites PC Health Form Fill Spaces

Ning sabram Create Your Own Social Network! Search Sign Out

# Library 2.0

This network is for Library 2.0 Stuff

Main My Page Members Videos Photos Forum Invite

Welcome:

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

Pop-Up for Library 2.0 Chat

Library 2.0

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

[Administrator login](#)

Go

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

LibWorm Search

Submit

L2 Feeds via SuprGlu

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

[Bibliotek 2.0, in stockholm](#)

Change My Profile Photo

Email & Privacy Settings

Ads by Goooooogle

**Future of Libraries**  
Visionary Futurist - Thomas Frey Keynote  
Speaker - Library Trends  
[www.davinciinstitute.com](http://www.davinciinstitute.com)

**Microsatellite Libraries**  
Enrichment for four motifs include 100 sequences and primer design

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



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**Library :**

- > [Library Catalogs](#)
- > [Books](#)
- > [Databases](#)
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- > [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](mailto:support@activeworlds.com)

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!

[Teleports](#)
[VoiceChat](#)
[Help](#)

[Worlds](#)
[Contacts](#)
[Telegrams](#)

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





Address <http://secondlife.com/>

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



Your World. Your Imagination.

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

WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY

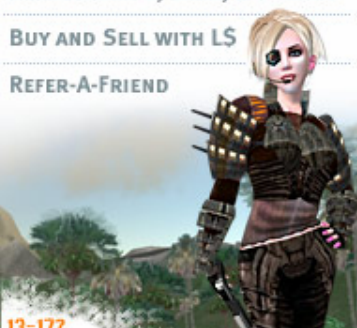
- Resident Links -

**FREE MEMBERSHIP  
JOIN NOW!**

MEMBERSHIPS, LAND, & PRICING

BUY AND SELL WITH L\$

REFER-A-FRIEND



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

You can click  
map. Try it!  
by clicking

Land For Sale

[view larger map](#)

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







# Second Life Library eBooks



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





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

# Reading is virtually fundamental in SL

By KATT KONGO  
Staff writer

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

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

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

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

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

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

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

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

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

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

**See BOOK, Page 20**





# Advice #6: Get Social

## 2.0 Influencers

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

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

**How many are we  
already using?**





# Advice #7: Get Political



# Opportunities

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



# Advice #8: Reorganize



# Simple Collaboration



**Messenger**



**AOL Instant Messenger**™

**YAHOO!** MESSENGER



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



# IM: Instant Messaging

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





# Advice #9: Get Conversational



# Librarian 2.0 *plays*

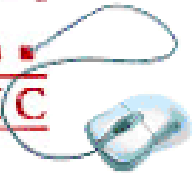


# Two Key Interventions



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



# Learning 2.0





# 23 Learning 2.0 Things

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



# Build a Petting Zoo

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





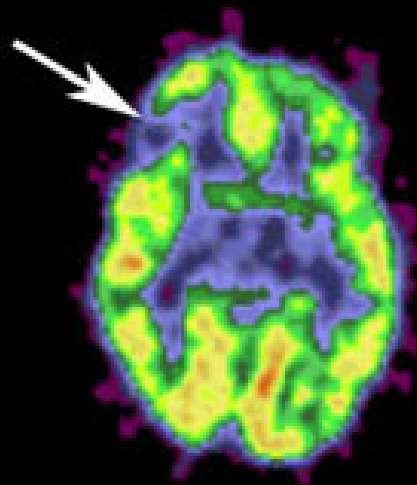




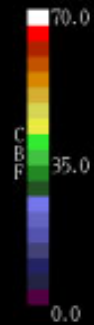
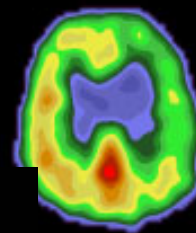
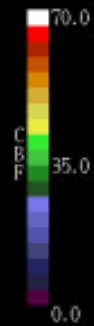
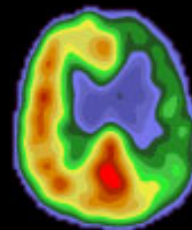
# Advice #10: Increase Your HR Capacity to Adapt



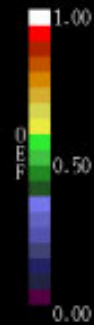
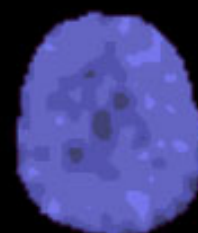
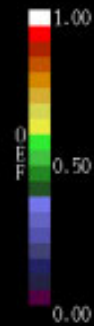
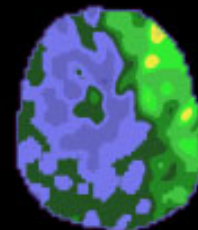
# Are You Ready? For the Millennials?



**CBF**



**OEF**







# MILLENNIAL CHARACTERISTICS

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

Credit: Richard Sweeney, NJIT

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

## May 22, 2006

Tracking the Food



# SCHOOLROOMS

EXPLORE  
DISCOVER  
LEARN

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

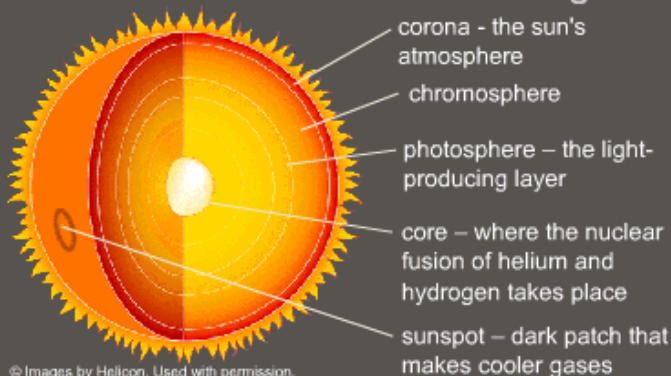
Explore Learn

## Discover More...

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



## Earth Science Room: The Amazing Sun



© Images by Helicon. Used with permission.

## Explore a new learning portal for the K12 community



SchoolRooms™ by SirsiDynix is a **new online portal** that encourages K-12 students to **explore, discover, and learn** **anywhere. anytime.**

**Designed to meet students' needs** and to be a tool **for parents** who play an integral role in helping their children continue learning outside the classroom.

Using SchoolRooms, **students can search** (all at once!):



## Best of Web™

Results from high-quality, certified Web sites hand-picked by teachers and librarians. Search databases at the same time and find related articles. Learn more about BOW. [Explore More...](#)



## News & Events

Catch up on the [news](#) about SchoolRooms. Check out the next place you can [see SchoolRooms in action](#) and find out more about how SchoolRooms can provide your students with an unparalleled learning experience. [Discover More...](#)



## Case Study:

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





# Boston Public Library

## SCHOOLROOMS

Explore. Discover. Learn

Username

Password

Login

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

### Explore a Room

**Home**

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

### How Do I...

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

### Try This...



Elementary

Everything

Search

Home [Browse History](#)

### Back to School? Discover SchoolRooms



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

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

### Boston Public Library

**Select a Location**

Central Library

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

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

**Directions**

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

**Library Information**

Get a Library Card

What Is...



# Are You Ready?

## For Imagineering the Library?





**Are You Ready?  
To Change?**



# Looking too close



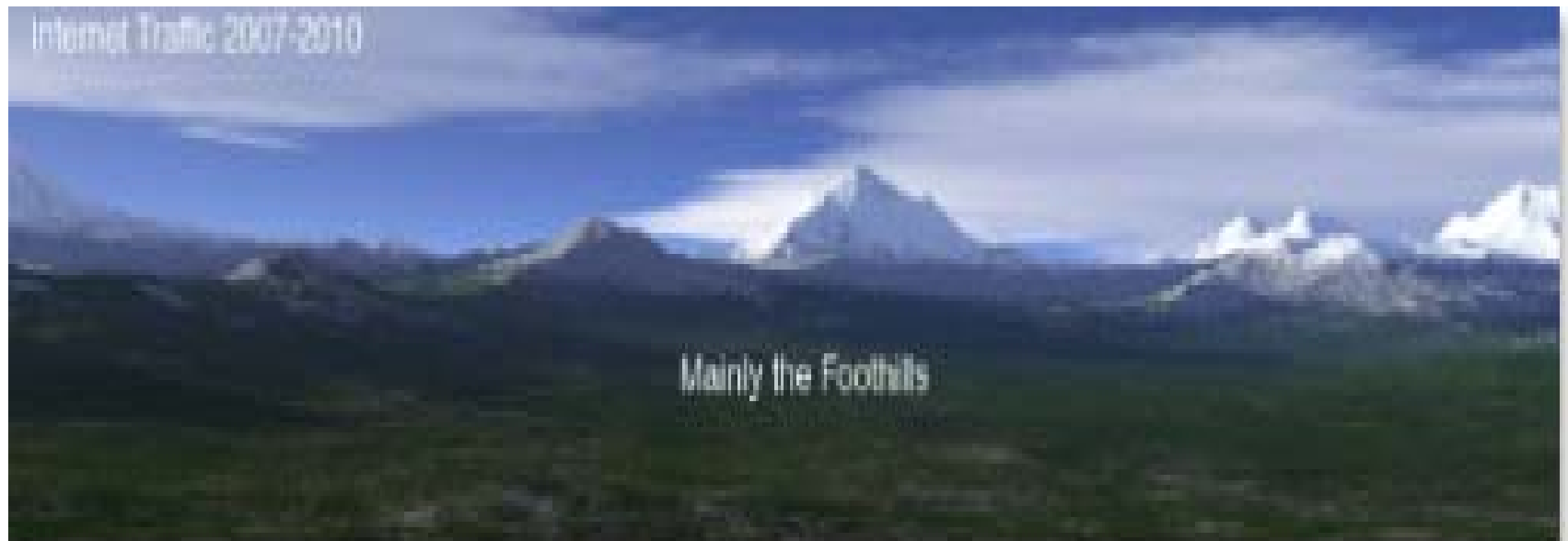


# The Landscape Today





# The Emerging Landscape







• SirsiDynix •  
**institute**  
grow your skills



 **SirsiDynix**



**EMORY**  
UNIVERSITY

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

[stephen.abram@sirsidynix.com](mailto:stephen.abram@sirsidynix.com)

<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>