



Next Generation Libraries: The Social Web 2.0:

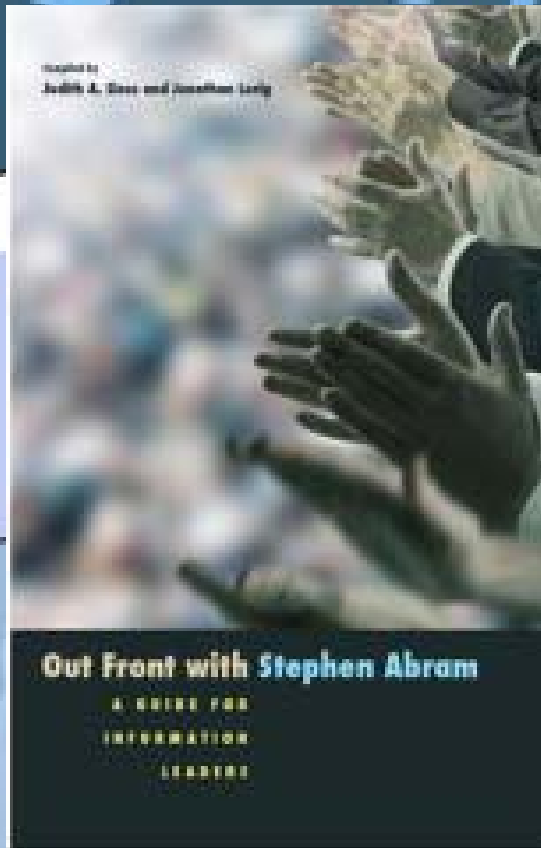
Reaching Forward
In Illinois

May 18, 2007

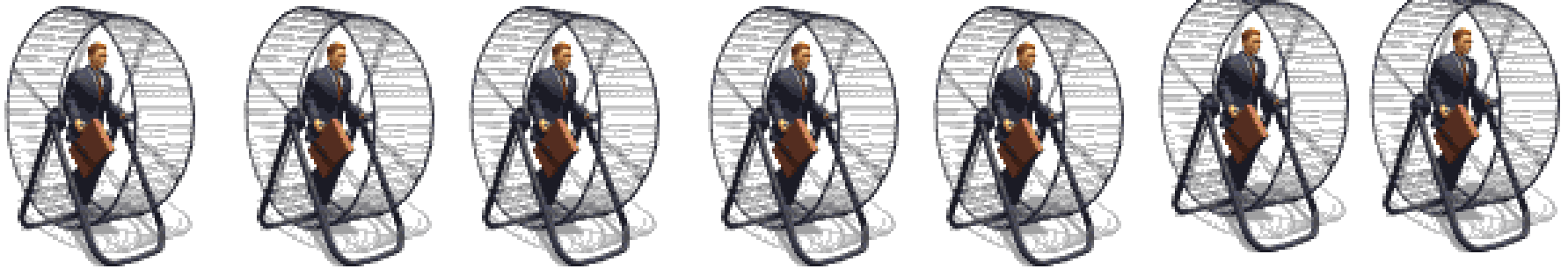
Stephen Abram

Vice President, Innovation

Chief Strategist, SirsiDynix Institute



Stephen Abram



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





All that matters is...

- **Company**
- **Leadership**
- **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.*





Are You Ready?
For the next five years?



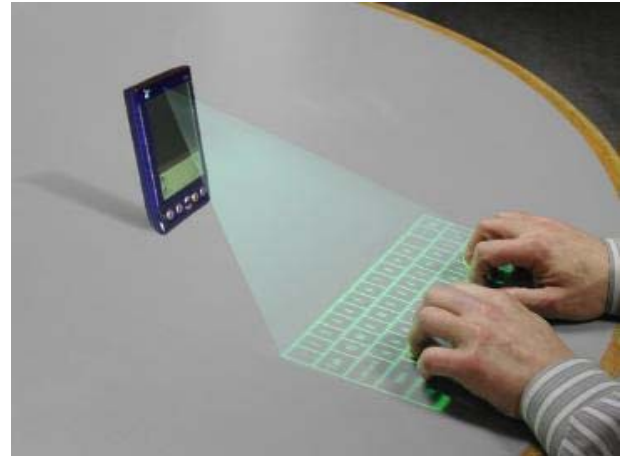
What do you foresee?

- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)?
- U.S. Debt Changes (\$1 trillion, 4\$ Oil)?
- Major Technology Shifts (PDA, Broadband)
- Millennials and Learning
- Stock Market



Folks Keep Asking for Specific Advice

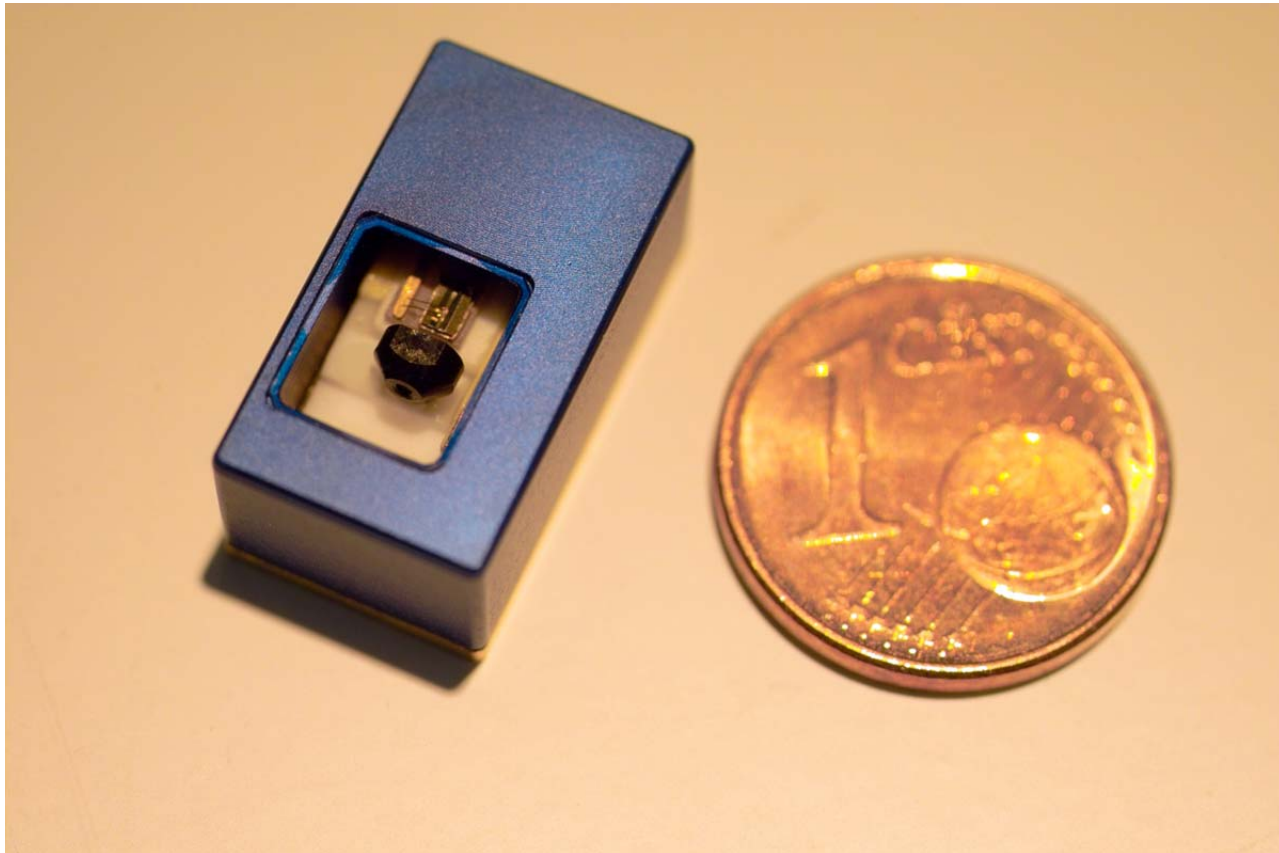
Steve's
Magic
8 Ball







A projector the size of a sugar cube





Everything's getting smaller



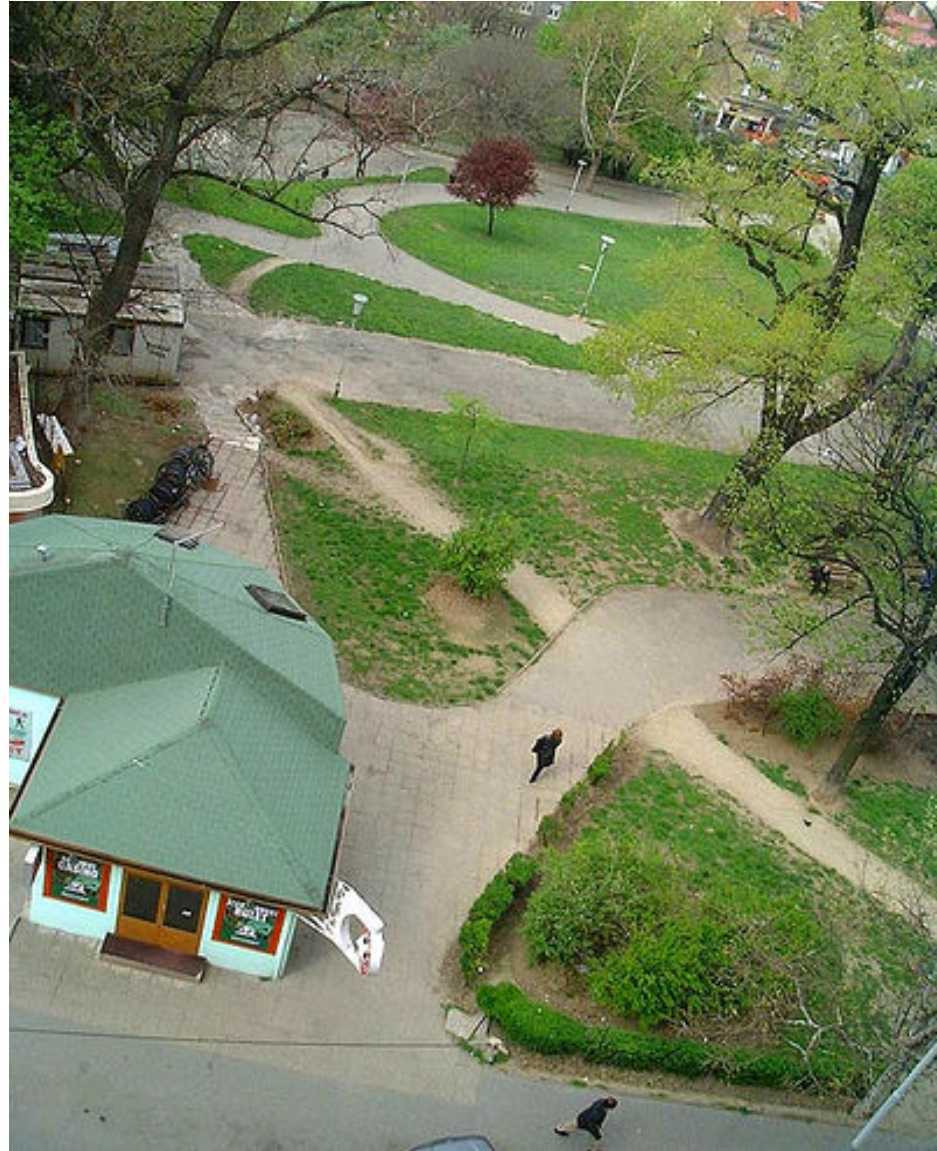


Advice #1: Go XML for Dominant Personal Devices

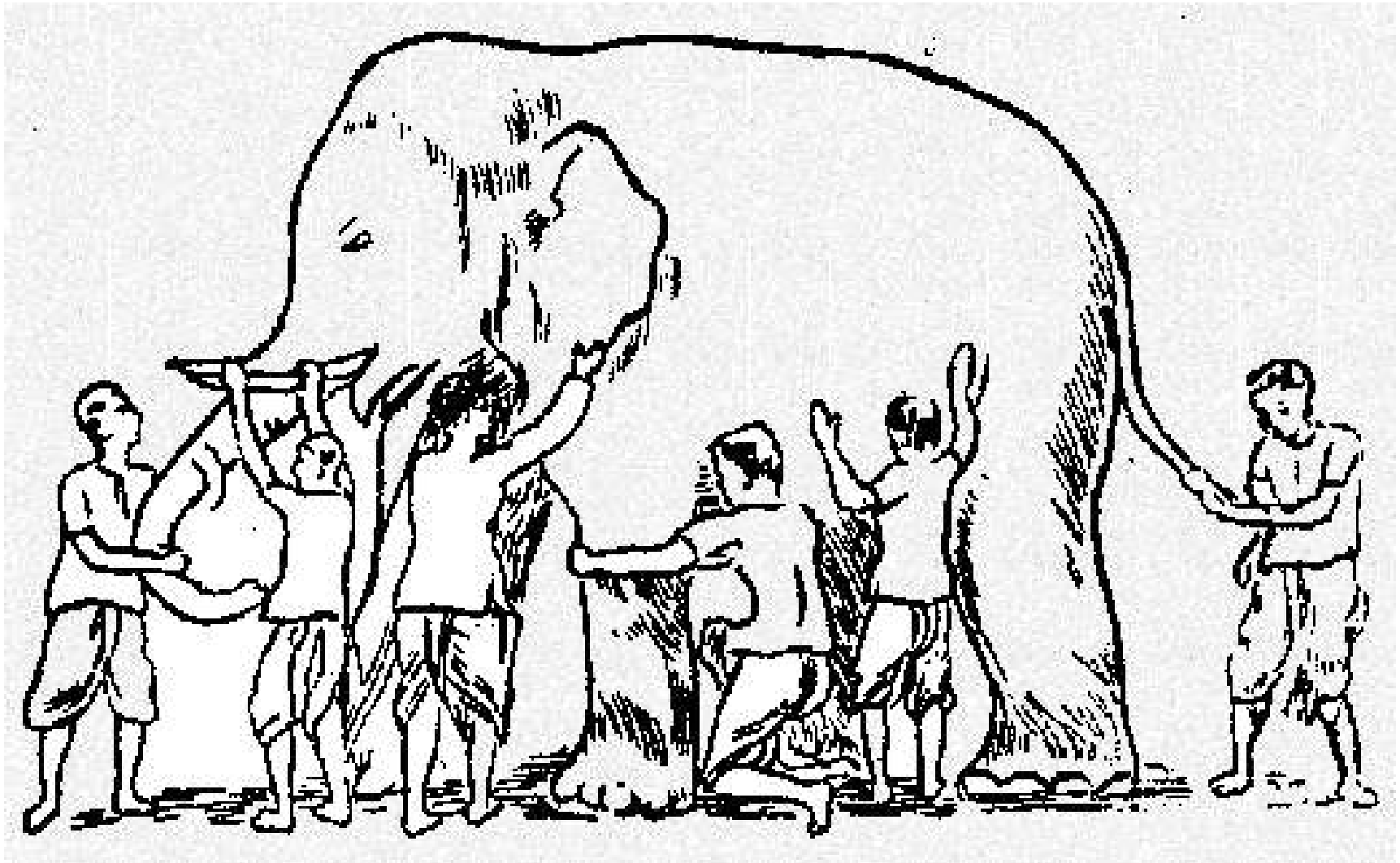


Intention Paths











You can't make it too simple.



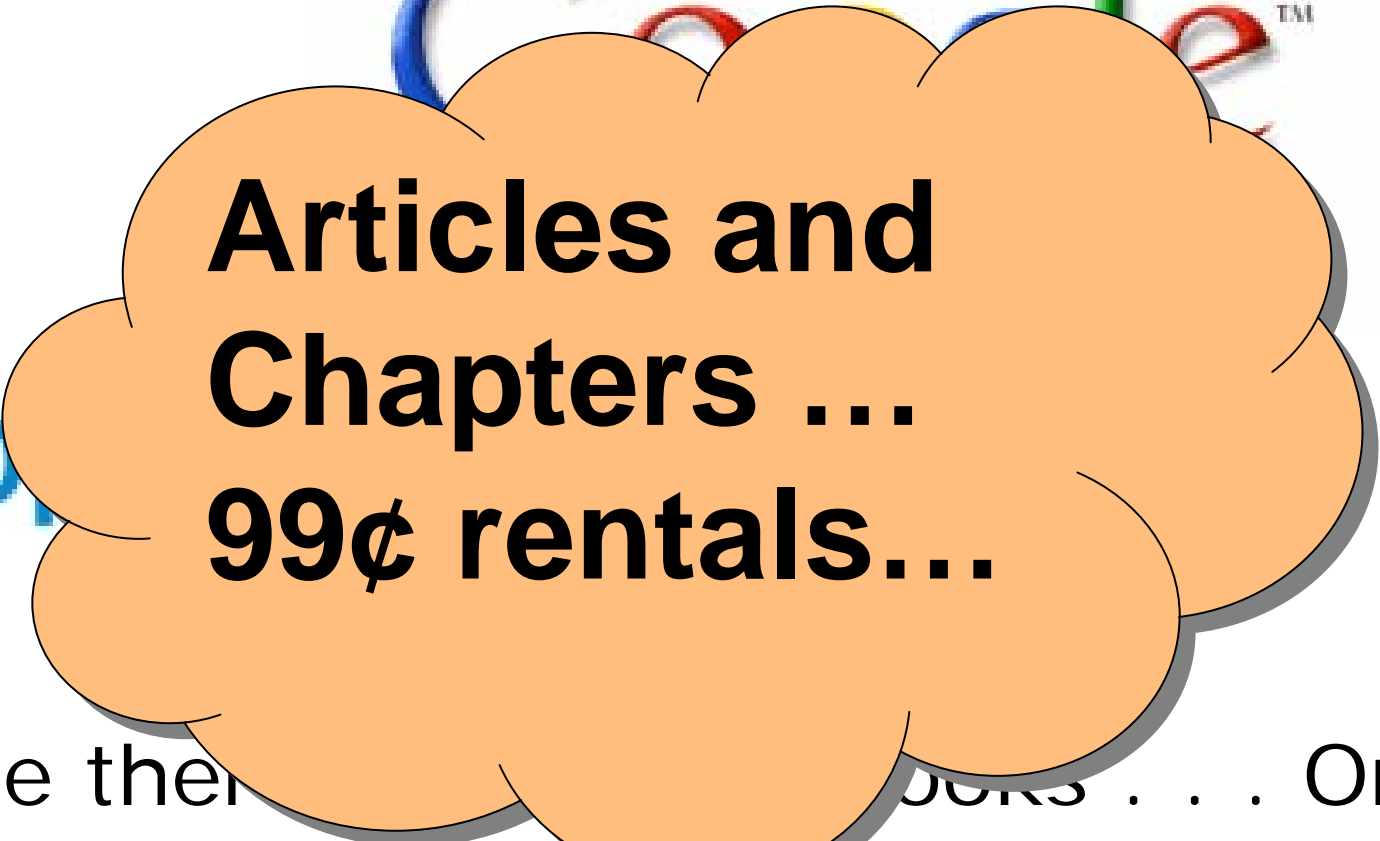


Advice #2: Understand JSR168, Portlets and RSS



Are You Ready?
For the next steps in search?





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

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

How does that compare to your libraries?



I ♥ my
customers

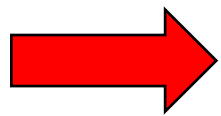
What
Where



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 Store
Google Lib
Google Educator Cen
Fool me once ...
Evil?



Advice #3:

Get on the Visual, OpenURL
and FedSearch Wagon





Google invests in wired ...





Bidirectional wireless module



Hydro Broadband



Where are your users?

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

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

charlotte nc library

[Search the map](#) [Find businesses](#) [Get directions](#)

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

Search Results My Maps **New!**

Results 1-10 of about 8,140 for **library** near **Charlotte, NC** - [Modify search](#)

Categories: [Libraries Public](#), [Government Offices County](#)

- A** [Moore & Van Allen](#) - [more info »](#)
100 N Tryon St # 4700, Charlotte, NC
(704) 331-1000 - [call](#)
- B** [Mint Museums Gift Shop](#) - [more info »](#)
2730 Randolph Rd, Charlotte, NC
(704) 337-2037 - [call](#) - [2 reviews](#)
- C** [Public Library of Charlotte & Mecklenburg County: Check-Out/Return/Overdues](#) - [more info »](#)
310 N Tryon St, Charlotte, NC
(704) 336-2572 - [call](#) - [1 review](#)
- D** [Charlotte Library](#) - [more info »](#)
310 N Tryon St, Charlotte, NC
(704) 336-2725 - [call](#) - [1 review](#)
- E** [First Presbyterian Church](#) - [more info »](#)

Public Library of Charlotte & Mecklenburg County: Check-Out/Return/Overdues
★★★★★ 1 review - [more info »](#)
310 N Tryon St
Charlotte, NC 28202
(704) 336-2572 - [call](#)
[Get directions](#) - [Search nearby](#)
[Save to My Maps](#) - [Send to phone](#)



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



Are You Ready?
For Web 2.0 / Library 2.0?

facebook

LibraryThing BETA



amazon.com



AJAX



OVERDRIVE



ELF - *keeping tabs on your library material*









What is the Magic Sauce?

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



Flickr: Photos from abram_stephen - Microsoft Internet Explorer

File Edit View Favorites Tools Help

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

Signed in as **abram_stephen** (1 new) Help Sign Out

flickr Home You Organize Contacts Groups Explore Search your photos Search


Your photos

12 photos / 0 views

[Sets](#) [Tags](#) [Archives](#) [Favorites](#) [Popular](#) [Profile](#)

PLEASE READ THIS IMPORTANT SECURITY NOTICE.


Stephen-stripped



[click here to add a description](#)

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


StephenFull-HiRes



[click here to add a description](#)

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Uploaded on Mar 10, 2007 | [Delete](#)
0 comments

StephenFull-by



[click here to add a description](#)

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

**40%
Tag
7%
Daily!**

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





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
/month

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.

Cool New People

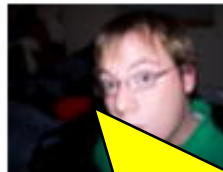
Virginia



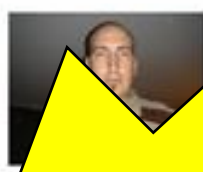
Katrina



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



Open an ING DIRECT
Investment Savings
Account.

START SAVING

MySpace Music



Two Gallants
Indie
San Francisco, CA

Two Gallants bring us an infusion of body-knuckled punk energy to storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

» Listen Now

MySpace Specials



Home | Browse | Search | Invite | Rank | Mail | Blogs | Photos | Events | Games | Music | Classifieds

Cool New People



Member Login

email: [input field]

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs
Browse
Chat Rooms

Classifieds

MySpace Music



Two Gallants... fusion of... knuckled punk energy to... in-your-beer, onky-tonk. They've crafted a... surprisingly ori... und out of their timeworn influences.

» Listen Now

advertisement



Open an ING DIRECT Investment Savings Account.

START SAVING

MySpace Specials

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



mate1 *It's Free!* INTIMATE DATING 

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

- [Send Message](#)
- [Forward to Friend](#)
- [Add to Friends](#)
- [Add to Favorites](#)
- [Instant Message](#)
- [Block User](#)
- [Add to Group](#)
- [Rank User](#)

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

Hennepin County Library is in your extended network

Hennepin County Library's Latest Blog Entry [\[Subscribe to this Blog\]](#)

Check out this event: DDR at the Library [\(view more\)](#)

Add the library catalog to your MySpace [\(view more\)](#)

What's Happening at the Library [\(view more\)](#)

Hennepin County Library does not in any way endorse the ads at the top of this page. [\(view more\)](#)

Summer Plans [\(view more\)](#)

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

Hennepin County Library's Blurbs

About me:

[Library Search](#)

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](#)



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.

My Privacy



University of Phoenix



Study where you want.

View More Photos of
View All Zachary's Friends
Send Zachary a Message
Poke Him!

Friend Details edit

You are friends with Zachary.

Mutual Friends

21 friends in common. See All



Personal Info

Political Views:

Activities:

Interests:

Liberal

Assistant Op
Cinemas (I get
Coordinator for
Hockey Club est. 20
the model United Nation
I have two hobbies that I
collect rare photographs... I have
Houdini locking his keys in his car... the on
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 Refresh Home Search Favorites Recycle Bin Mail Desktop Search

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

Google G Go Bookmarks 65 blocked Check AutoLink AutoFill Send Settings

Search web... Favorites PC Health Form Fill Spaces

Facebook | Engineeri...



facebook home search browse invite help logout

Engineering Information & Reference Service - U Alberta Alberta

Information

Group Info

Name: Engineering Information & Reference Service - U Alberta

Type: Organizations - Academic Organizations

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

Contact Info

Email: randy.reichardt@ualberta.ca

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

Office: 1-26 Cameron SciTech Library

Province: Alberta

Recent News

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

Narrated: http://www.library.ualberta.ca/screencast/engineerin_g/compendex_narrated/compendex_narrated.html

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

Officers

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

Jerry Kowalyk (Alberta)
Engineering Librarian (Mechanical, Electrical/Computer)

Randy Reichardt (Alberta)
Engineering Librarian (Chemical/Materials, Nanotechnology)

Related Groups

The Engineers
Student Groups - Academic Groups

U of A Comprehensive
Student Groups - General

U of A MatE's
Student Groups - Classes & Departments

The legendary UofA Facebook
Kegger Xperiment (FKX)
Student Groups - Social Groups

Search

My Profile edit

My Friends

My Photos

My Shares

My Notes

My Groups

My Events


My Messages


My Mobile


My Account

My Privacy

IQ QUESTION:
Which does not belong in the group?







Done

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



Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail News RSS Feeds

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

Google Go Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Search web... Favorites PC Health Form Fill Spaces

Ning sabram Create Your Own Social Network Search Sign Out

Library 2.0

This network is for Library 2.0 Stuff

Main My Page Members Videos Photos Forum Invite

This network is for librarians and others interested in Library 2.0.

LibWorm Search

Submit

L2 Feeds via SuprGlu

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

[Bibliotek 2.0, in stockholm](#)

Welcome:

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

[Pop-Up for Library 2.0 Chat](#)

Library 2.0

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

[Administrator login](#)

Go

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

Hello, [Stephen K Abram](#) (sign out)

- [My Friends](#) (Invite More)
- [Edit My Profile](#)
- [Change My Profile Photo](#)
- [Email & Privacy Settings](#)

Ads by Goooooogle

Future of Libraries
Visionary Futurist - Thomas Frey Keynote
Speaker - Library Trends
www.davinciinstitute.com

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

Done Internet

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



TURN_AROUND WAVE JUMP SPIN JOY1 YES BLOW_KISS EGYPTIAN MACARENA KARATE KICK

URL: http://www.eastern.edu



EASTERN UNIVERSITY

ABOUT | ACADEMICS | ADM

Library :

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

> Eastern University Home Page

Tab Controls

Teleports VoiceChat Help

Worlds Contacts Telegrams

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

Immigration Officer: Welcome to the Activeworlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to support@activeworlds.com

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



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 LS
REFER-A-FRIEND



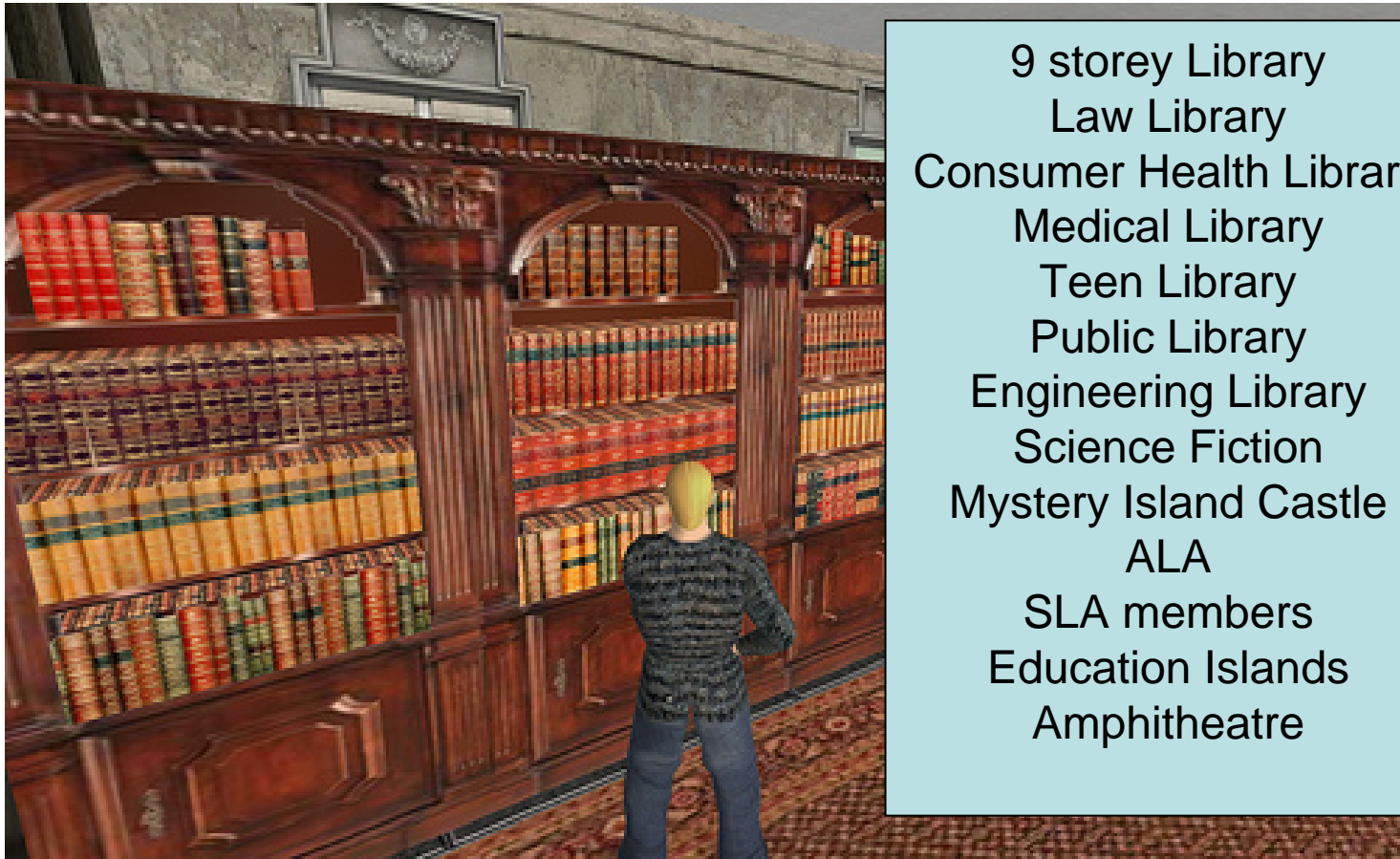
Alliance,
Charlotte,
San Jose SU
Europe (2X)
Australia

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

Land For Sale view larger map

ab

Second Life Library eBooks



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



**5,000 Library
visits every
night!**

Me



Pages
Attachments
Comments



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.

Loni 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



Simple Collaboration



Messenger



AOL Instant Messenger™

YAHOO! MESSENGER



Internet Relay Chat

**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 *VRLPlus* K-12 experience in New Zealand



Advice #7: Get Conversational



Librarian 2.0 *plays*



Two Key Interventions



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



Learning 2.0



23 (or 29!) Learning 2.0 Things

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



**Some Libraries
Have added
ILS training
PC Reservations
And more
To the list**



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



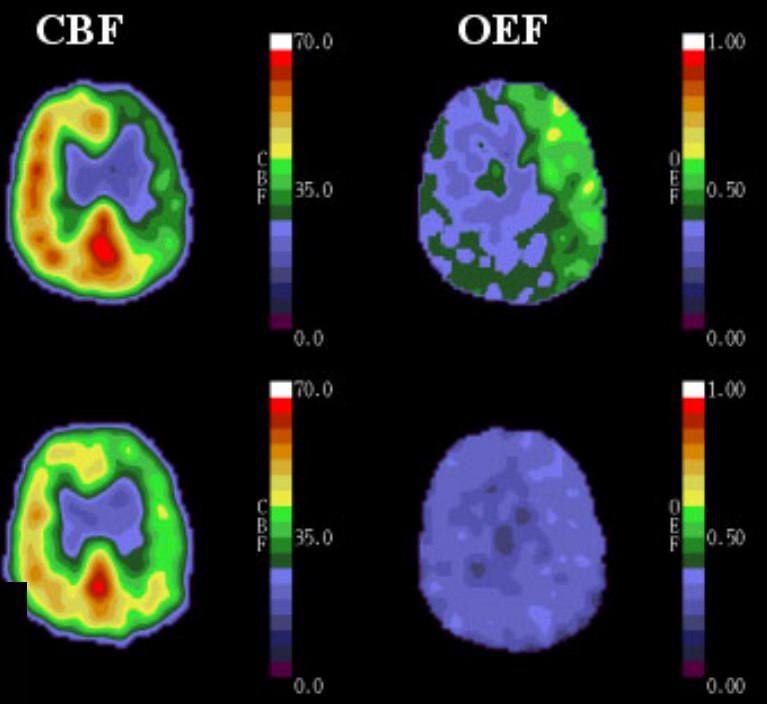
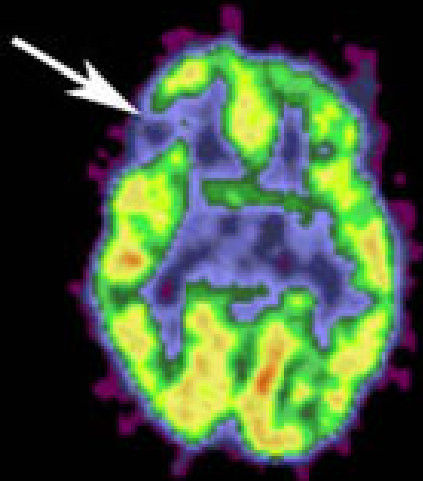




Advice #8: Increase Your HR Capacity to Adapt



Are You Ready? For the Millennials?





INFOhio
 Ask A Librarian

US History

Explore A Subject

Check It Out

Fun & Games

What's That?

Did You Know?

Learn More About...

Popular Topics

Tracking by Info

Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

1st Quarter - 2006
 Conducted under the auspices of the Kent State University School of Library and Information Science and the Information Architecture/Knowledge Management Program (IAKM) by

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

Dr. David Bokias, Assistant Professor
 Information Architecture/Knowledge Management Program (IAKM)

Dr. Yin Zhang, Assistant Professor
 School of Library and Information Science (SLIS)

Dr. Athena Salaka, Assistant Professor
 School of Library and Information Science (SLIS)

Dr. Greg Brysh, Assistant Professor
 School of Library and Information Science (SLIS)

May 22, 2006

INFOhio
 Ask A Librarian

US History

Explore A Subject

Original Inhabitants

How Do I...?

Colonists

Founding Fathers

Try This!

Presidents

Scientists & Inventors

Writers

Artists & Musicians

Leaders

Immigrants

People in Sports

Did You Know?

Tracking by Info



SCHOOLROOMS

EXPLORE
DISCOVER
LEARN

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

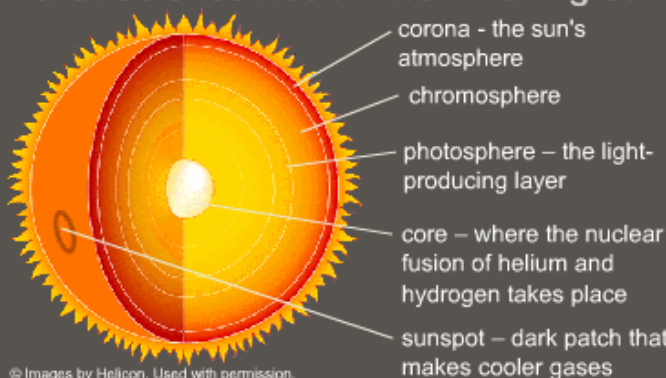
Explore Learn

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

[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...



Everything

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

What Is...

Boston Public Library

Select a Location
Central Library

Phone:(617) 536-5400
Email: 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



Are You Ready?
For Imagineering the Library?





**Are You Ready?
To Change?**

Looking too close

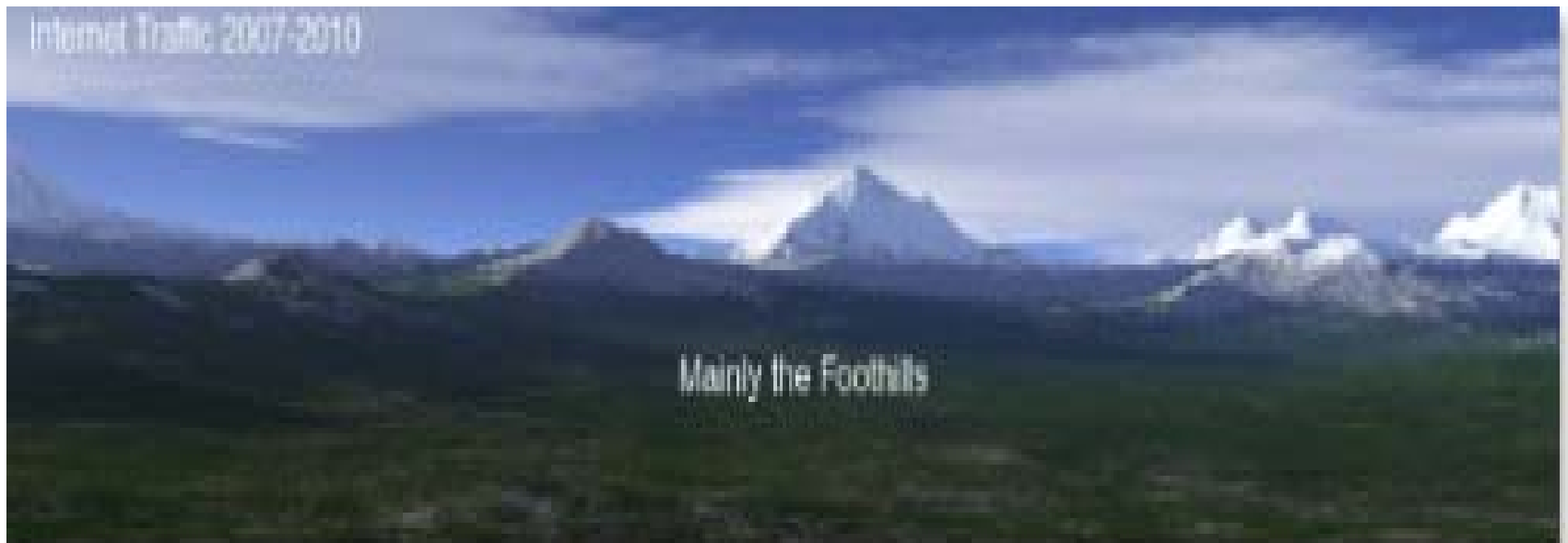


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