



## Technoschism:

Reorganizing and Restructuring Libraries for the Real Future

May 2, 2007



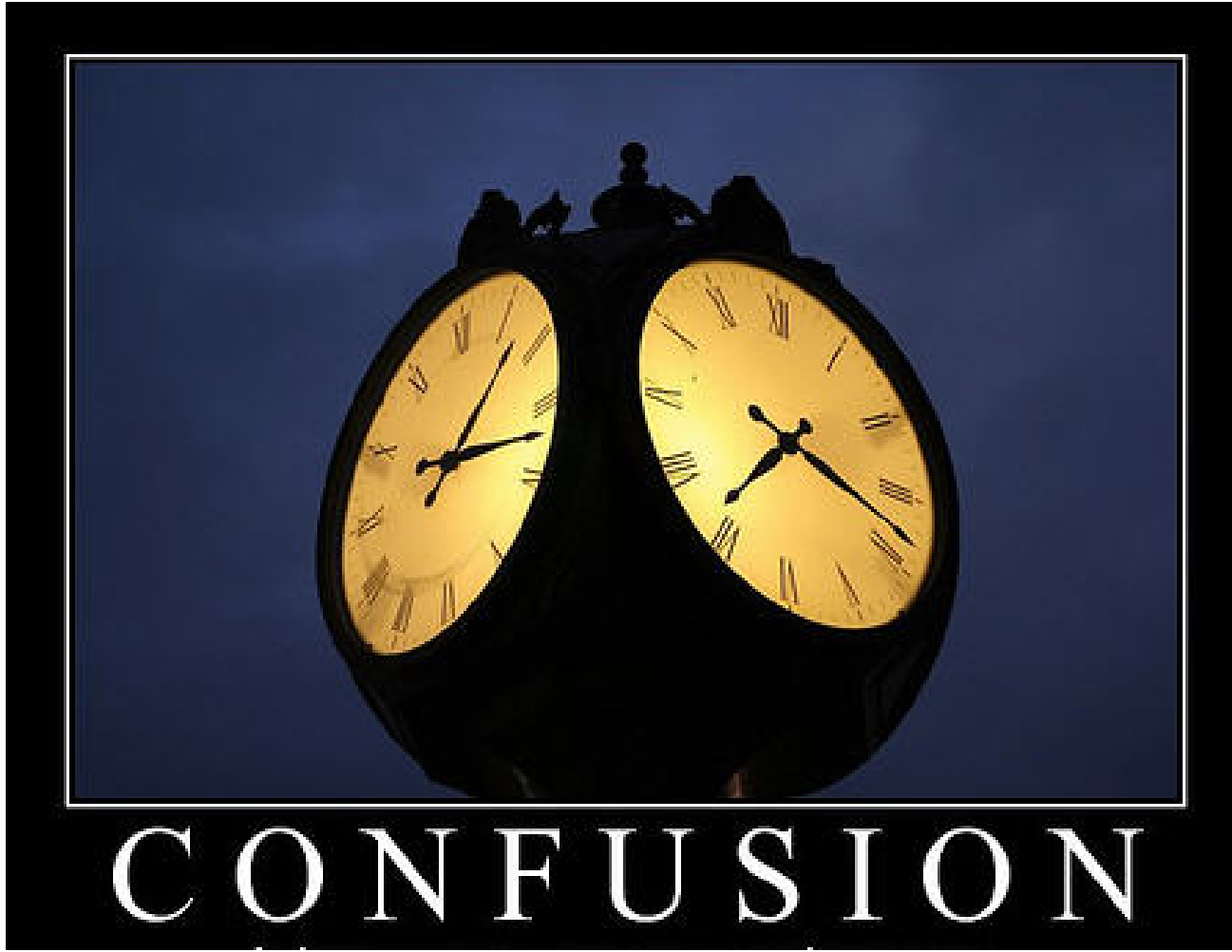
Stephen Abram

Vice President, Innovation

Chief Strategist, SirsiDynix Institute

 **SirsiDynix** Branching Out @ MLA  
May 2 - 4, 2007 Sturbridge MA







Libraries core skill is not  
delivering *information*

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



**It's an**  
*Information*  
*Ocean*, not a  
**Highway.**



**Libraries are a  
community**

**“Exploration**

**Space” not merely  
a collection space.**





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



**Just do it**



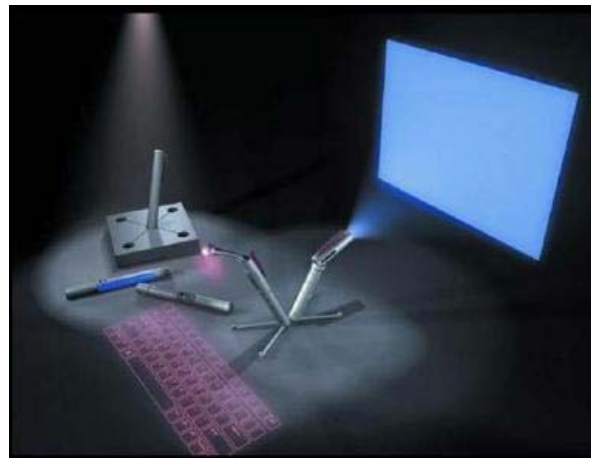
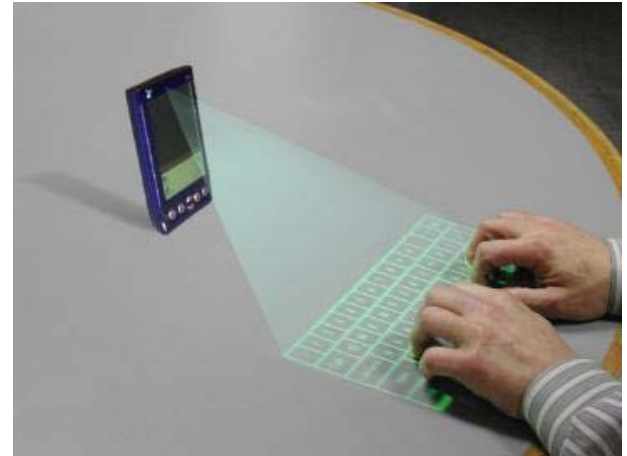
**Are You Ready?**  
**For the next five years?**

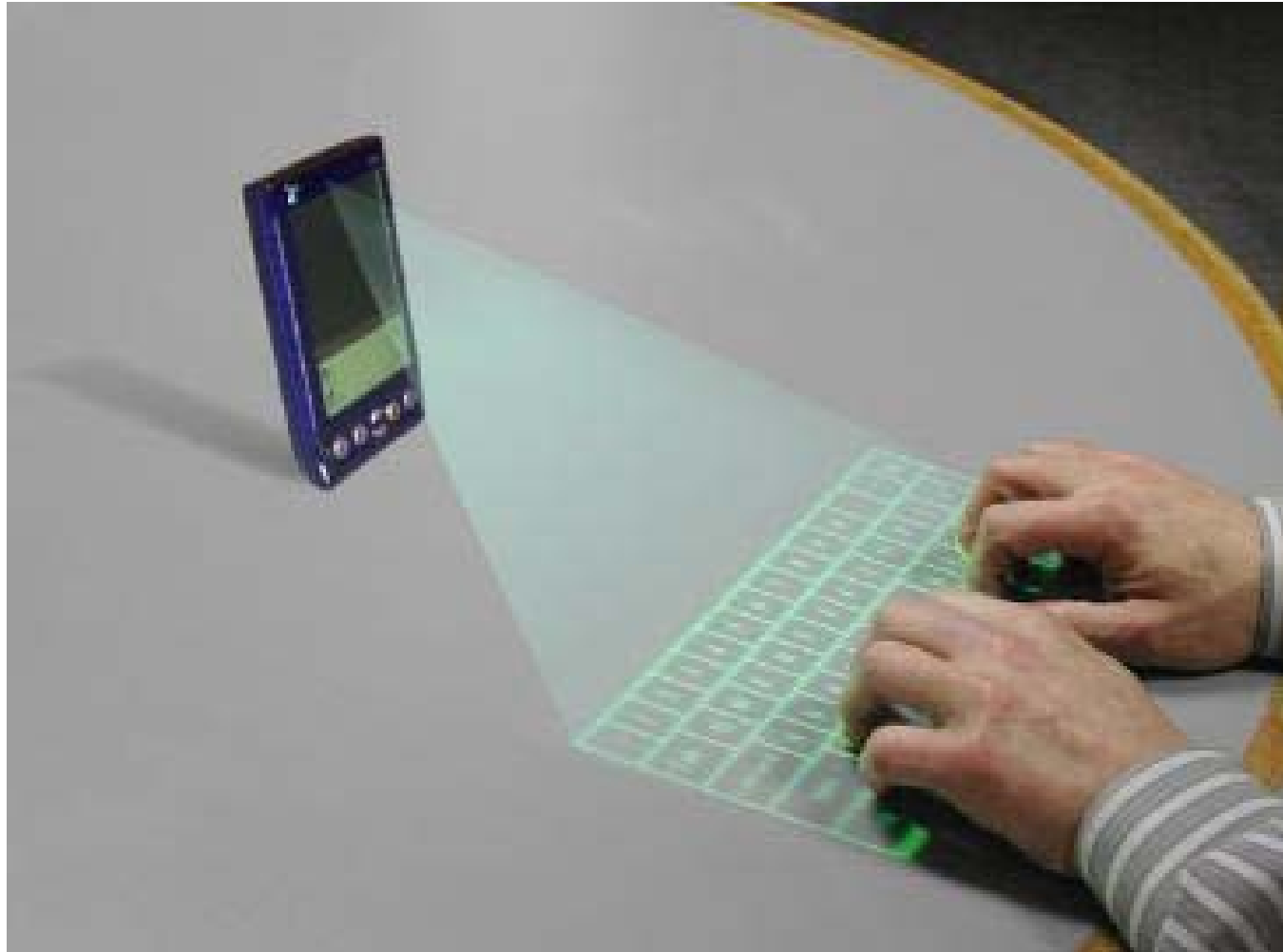


**Folks Keep Asking  
for Specific Advice**

Top  
10

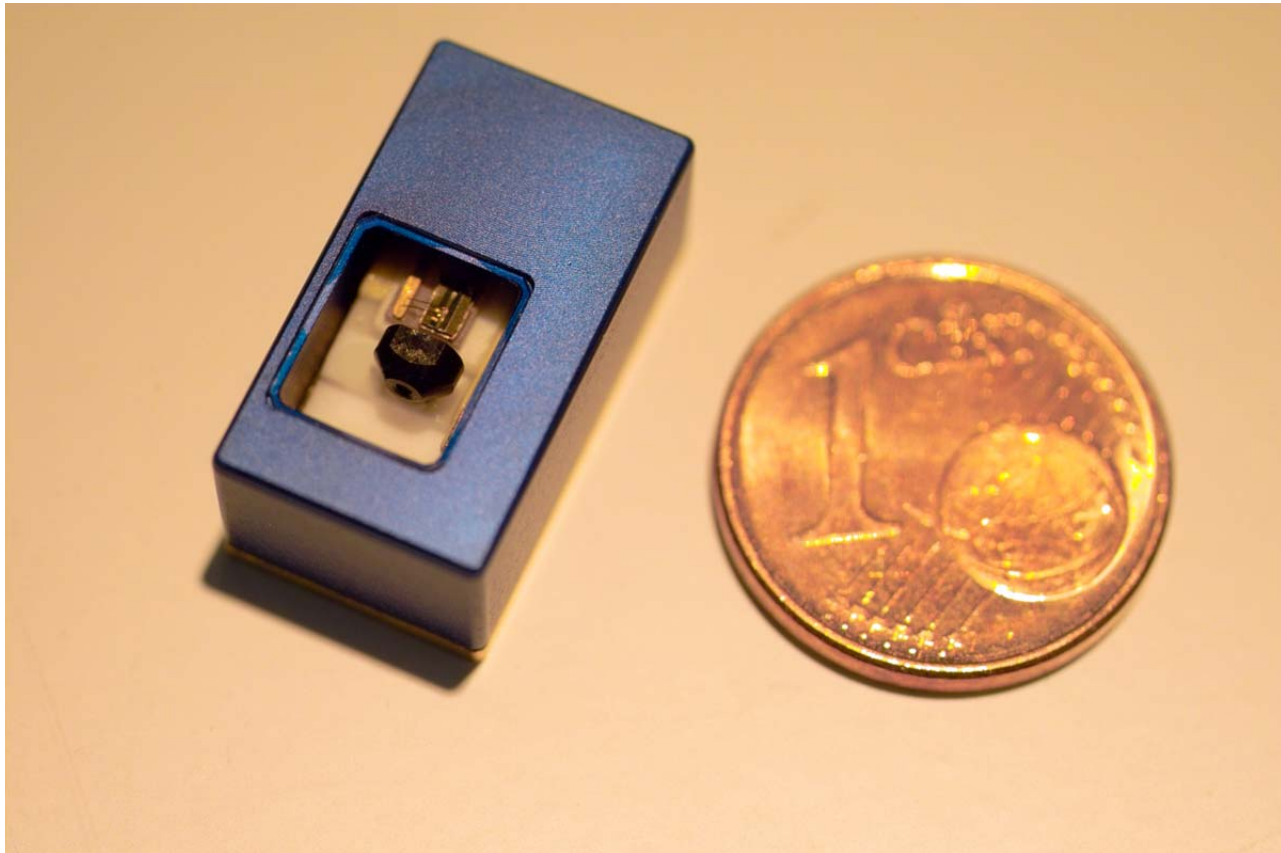








A projector the size of a sugar cube









# Everything's getting smaller





# Advice #1: Go XML for Dominant Personal Devices



All that matters is...

- **Company**
- **Leadership**
- **Interaction**

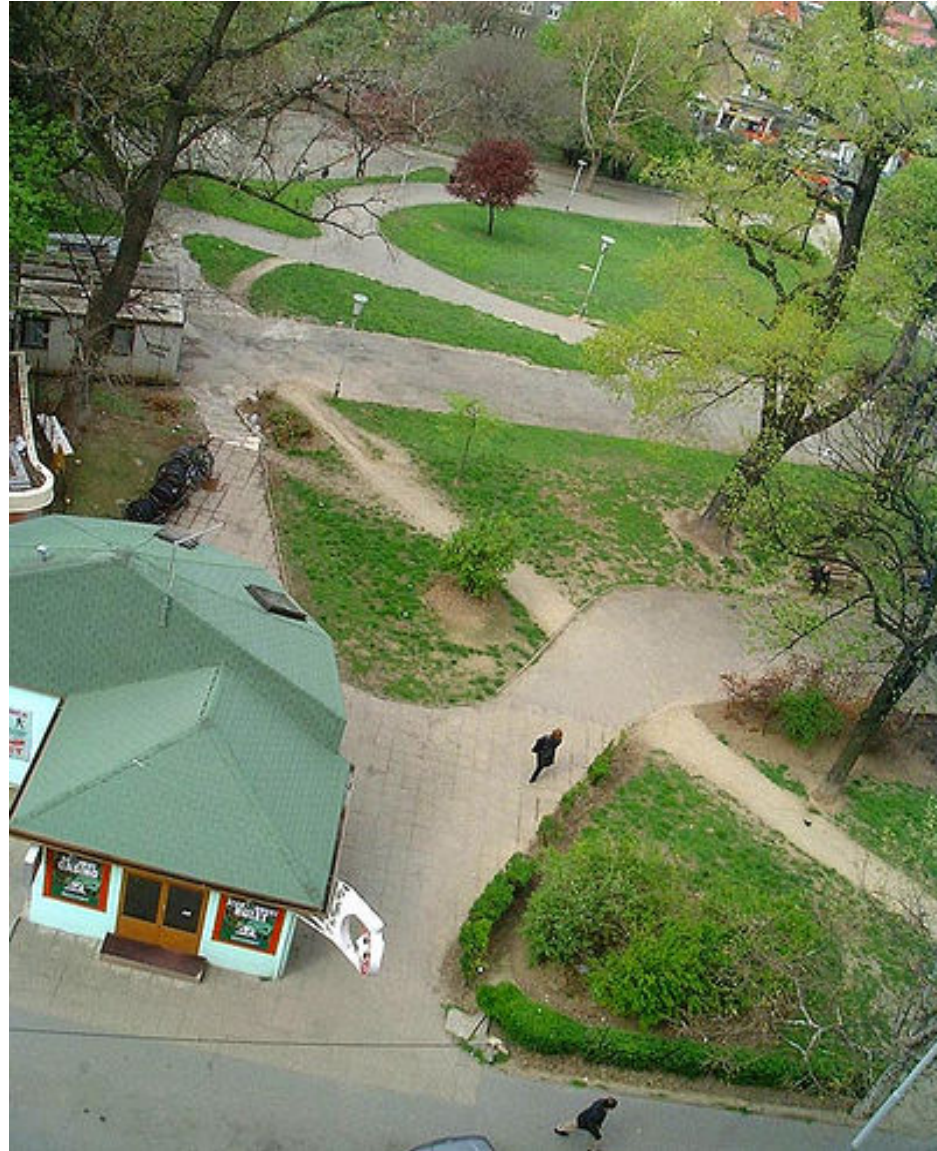
**The user  
is not  
broken**

**Karen Schneider**

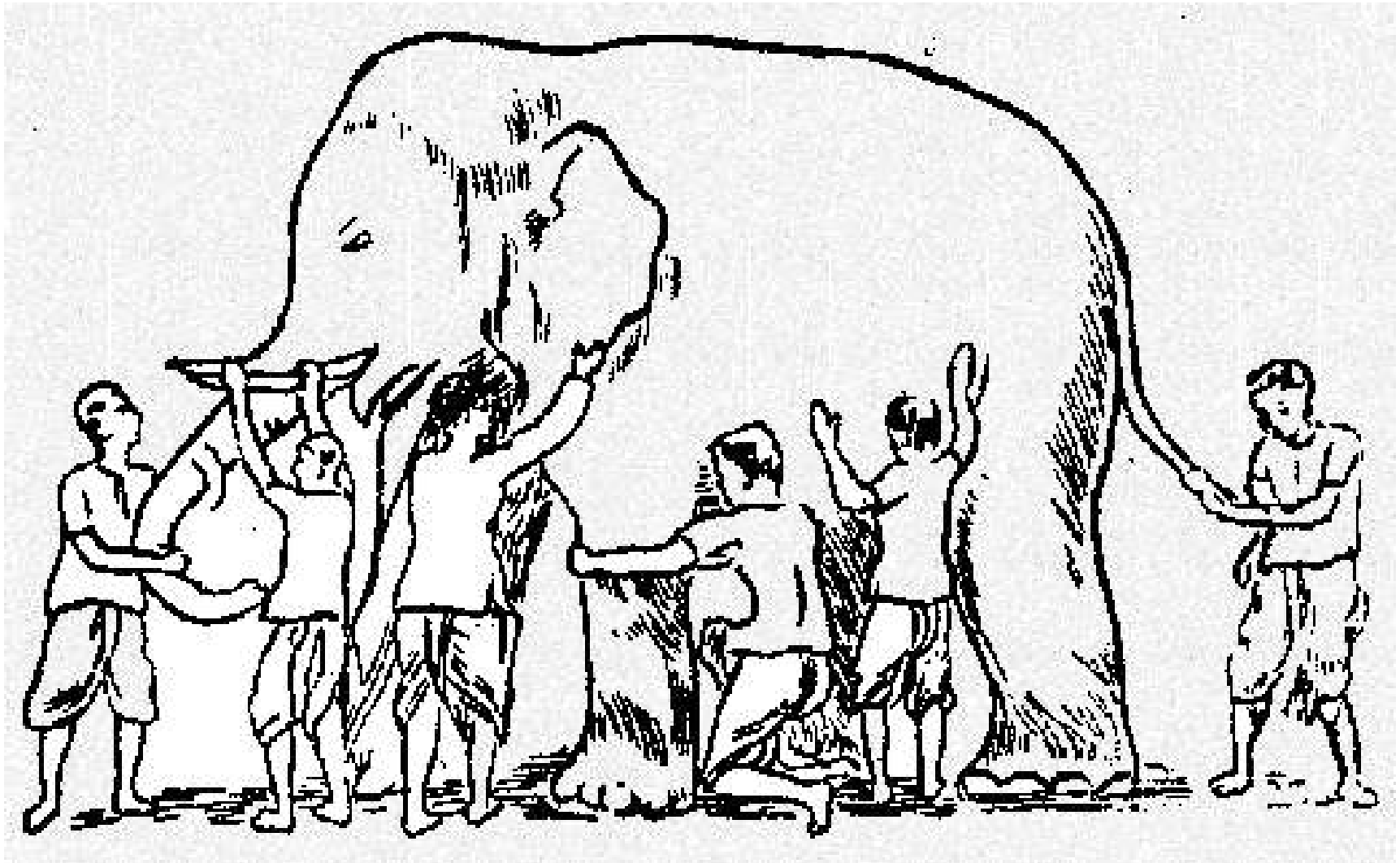


# Intention Paths











You can't make it too simple.





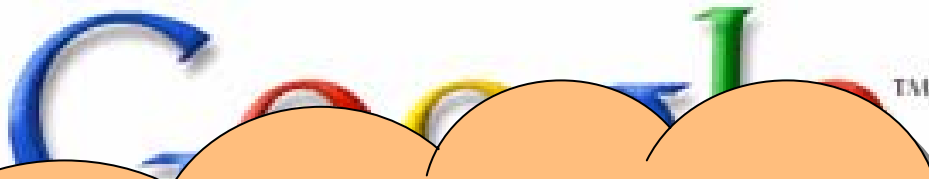
# Advice #2: Understand JSR168, Portlets and RSS



**Are You Ready?**  
**For the next steps in search?**



Open



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

Suppose there's ... Or  
25,000,000 in less than 4 years?

How does that compare to your libraries?





I ♥ my  
customers

What  
Where



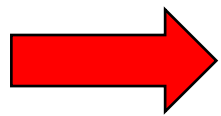
When



Why



Who



How





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

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

Predict... mining of Gmail, ... behaviours

Add virtual reference

Google Books

... presents an article



**iGoogle™**

**Google States for free  
Google Librarian  
Google Educator Certification  
Fool me once ...  
Evil?**



# Advice #3: Get on the OpenURL and FedSearch Wagon





# Google invests in wired ...





# Bidirectional wireless module



# Where are our users?

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

Google Maps  
public library Spokane, WA Search Businesses  
Search the map Find businesses Get directions

## Maps

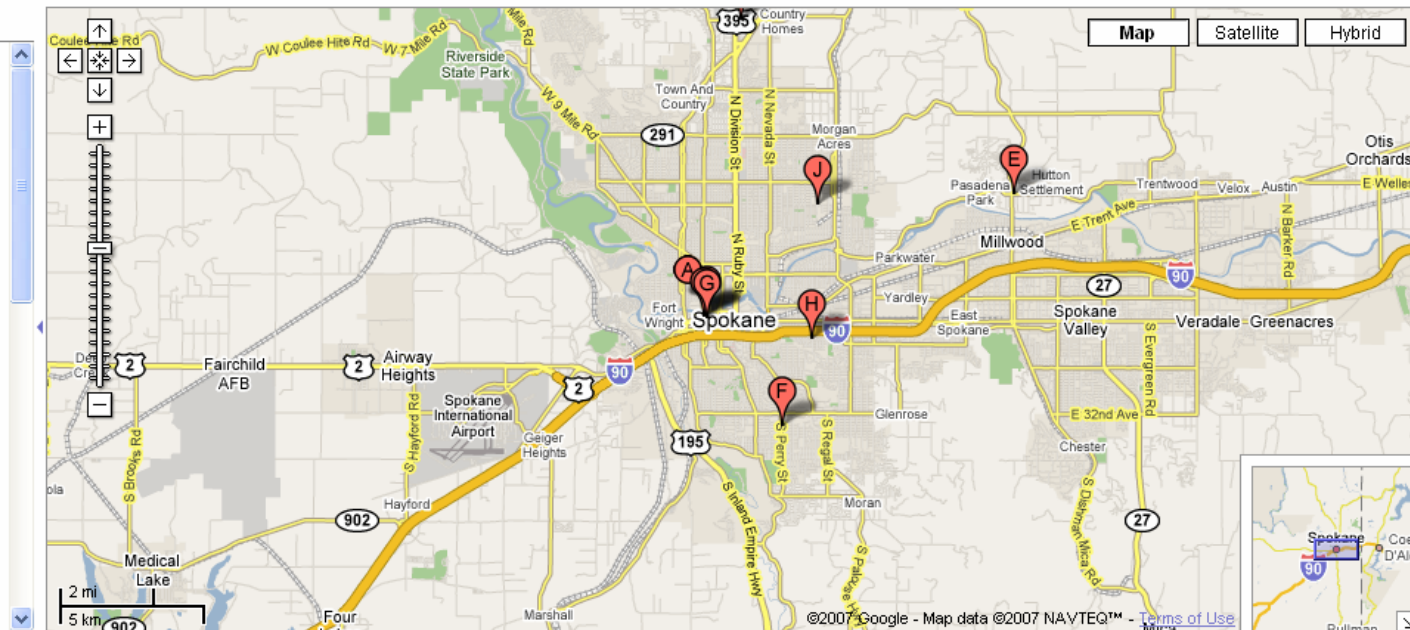
Print Email Link to this page

Search Results My Maps **New!**

Results 1-10 of about 1,782 for **public library** near **Spokane, WA** - [Modify search](#)

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

- A** [Spokane Public Library: Library Director](#) - more info »  
Spokane, WA  
(509) 444-5307 - call
- B** [Spokane Public Library](#) - more info »  
906 W Main Ave, Spokane, WA  
(509) 444-5300 - call - 1 review
- C** [Spokane Public Library: Information & Quick Reference](#) - more info »  
Spokane, WA  
(509) 444-5336 - call
- D** [Spokane County Law Library](#) - more info »  
421 W Riverside Ave # 1020, Spokane, WA  
(509) 477-3680 - call



# Google & Kansas City



# They know where your users are



What  Where

e.g. coffee shops e.g. Poughkeepsie, NY

Remember this location

Yahoo! My Yahoo! Mail

**YAHOO! LOCAL** [Sign In](#) [New User? Sign Up](#) [Local Home](#) - [Yellow Pages](#) - [Help](#)

Search for:  Location:

e.g. restaurants, dentists, museums Address, City & State, or Zip

**msn.** Search

[Web](#) [News](#) [Images](#) [Desktop](#) [Encarta](#)

+Search Builder Settings Help Espanol

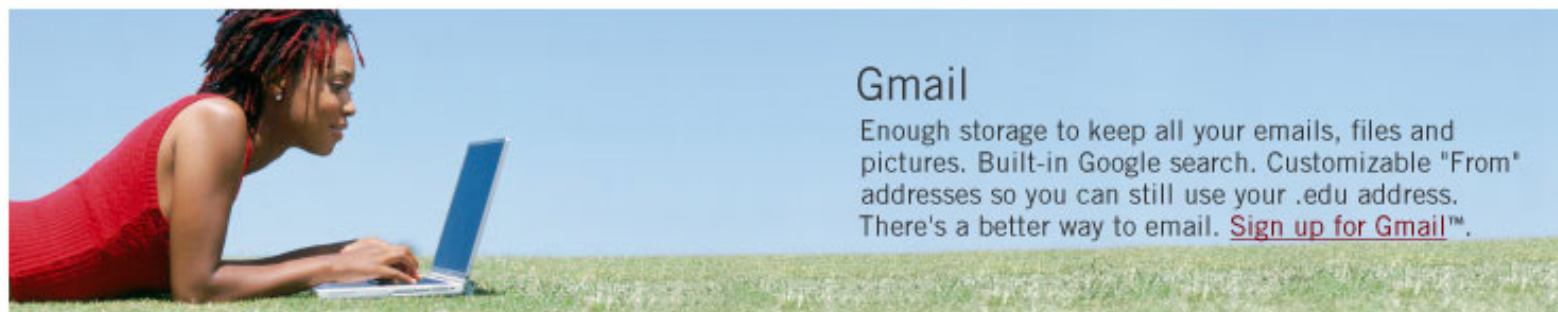
**How to get the most out of Yahoo! Local:**

- View all your results on one map... [learn more](#)
  - Refine and sort your results... [learn more](#)
  - Rate and review businesses... [learn more](#)
- [Learn more about Yahoo! Local](#)



## 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.



### Gmail

Enough storage to keep all your emails, files and pictures. Built-in Google search. Customizable "From" addresses so you can still use your .edu address. There's a better way to email. [Sign up for Gmail™](#).



Gmail



Talk



SMS



Blogger



Desktop



Scholar



Picasa

**Get your Gmail account today.**

[Click here to signup](#)

Already have Gmail?  
[Sign in here.](#)

**Google Tip #5:**



To search for something that involves a range of numbers, use two periods (no spaces). Do you need to know what was invented in the late 19th century? Try ['inventions 1850..1899'](#).

**Sign up for the Google Friends Newsletter** to stay informed of Google's latest products and more. [Sign Up Today.](#)

**Stay up to date on your favorite subjects:** create [Google Alerts.](#)



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



**Are You Ready?**  
**For Web 2.0 / Library 2.0?**

facebook

LibraryThing BETA



amazon.com



OVERDRIVE®



AJAX®



**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](#)

© This photo is **public**. [Change?](#)  
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



Address http://del.icio.us/

Google delicious 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

**Toom : 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



# Tagging

General  
 Scholarly

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

Links

Web Pages



# Get your texthead to nexthead



Powered by BBN Technologies





# BiblioCommons



# Advice #5: Be Library 2.0 Interact and Relate



# Are You Ready?

For advanced social networks



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

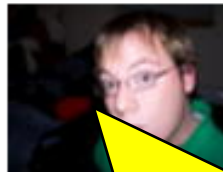
Virginia



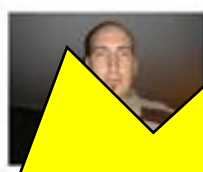
Katrina



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 | Events | Games | Music | Classifieds

Cool New People



Member Login

Username and password input fields

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](#)

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](#)]

**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'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**

Past Shows  
Included

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

- |   |   |
|---|---|
|  <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>         |

UIUC Undergraduate Library is in your extended network

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

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

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

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

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

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

[[View All Blog Entries](#)]

### UIUC Undergraduate Library's Blurbs

#### About me:

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

**MySpace URL:**



# Library MySpace Sites

**Hennepin County Library**

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

**Thomas Ford Memorial Library**

<http://www.myspace.com/thomasford>

**Public Library of Charlotte &  
Mecklenberg County**

<http://www.myspace.com/libraryloft>

**Brooklyn College Library**

<http://www.myspace.com/brooklyncollegelibrary>

**Lansing Public Library**

<http://www.myspace.com/lansingpubliclibrary>

**Morrisville College Libraries**

<http://www.myspace.com/morrisvillecollegelibraries>

**Westmount PL**

<http://www.myspace.com/westmountlibrary>

**Goshen PL**

<http://www.myspace.com/goshenpubliclibrary>

**University of Illinois Undergrad Library**

<http://www.myspace.com/undergradlibrary>

**Albany County PL**

<http://www.myspace.com/acplwy>

**UT Austin Library**

<http://www.myspace.com/utlibraries>

**Carnegie Library of Pittsburgh**

<http://www.myspace.com/clpteens>



Cool New People

Virginia

Katrina



Member Login

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs  
Browse  
Chat Rooms  
Classifieds

# My Smarter Space

MySpace Music



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

» Listen Now

advertisement



## Open an ING DIRECT Investment Savings Account.

START SAVING

MySpace Specials



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  
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 Refresh Print Mail Stop Taskbar


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...

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facebook home search browse invite help logout

### Engineering Information & Reference Service - U Alberta

Alberta

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#### 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

---

**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](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](http://www.library.ualberta.ca/screencast/engineerin g/compendex_nonnarrated/compendex_nonnarrated.html)

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**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



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

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Refresh Mail Print

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...

 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](#)

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


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

[Message - Report](#)

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

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

[Message - Report](#)

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

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

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 Refresh Print Mail New Tab

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](http://www.davinciinstitute.com)

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

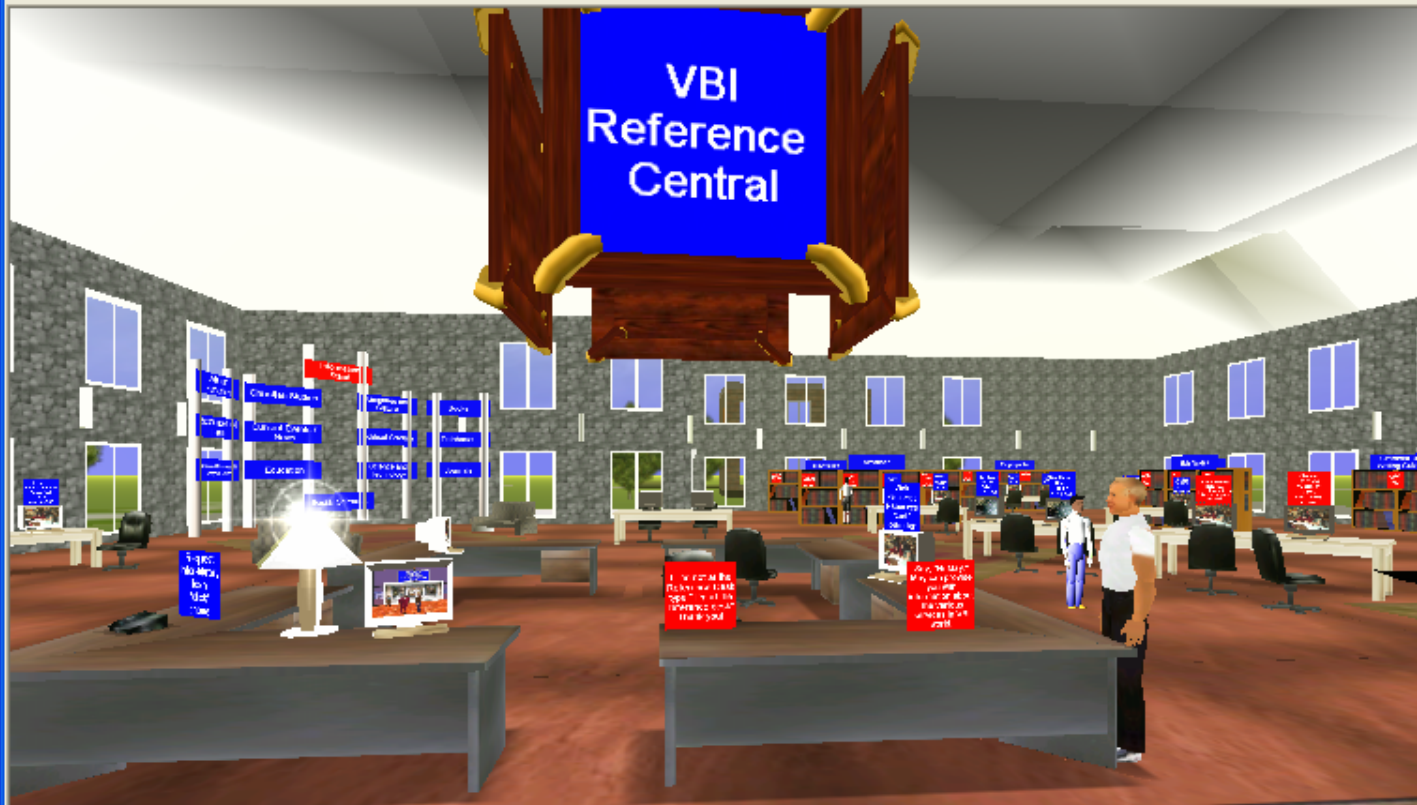
Done Internet

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](mailto:support@activeworlds.com)

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



Your World. Your Imagination.

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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 Harvard

Second Life. You can click & pan the map. Try it!

help in the future by clicking

Land For Sale

view larger map

Second Life  
www.infoisland.org  
**Library**  
Another innovation from the Alliance Library System

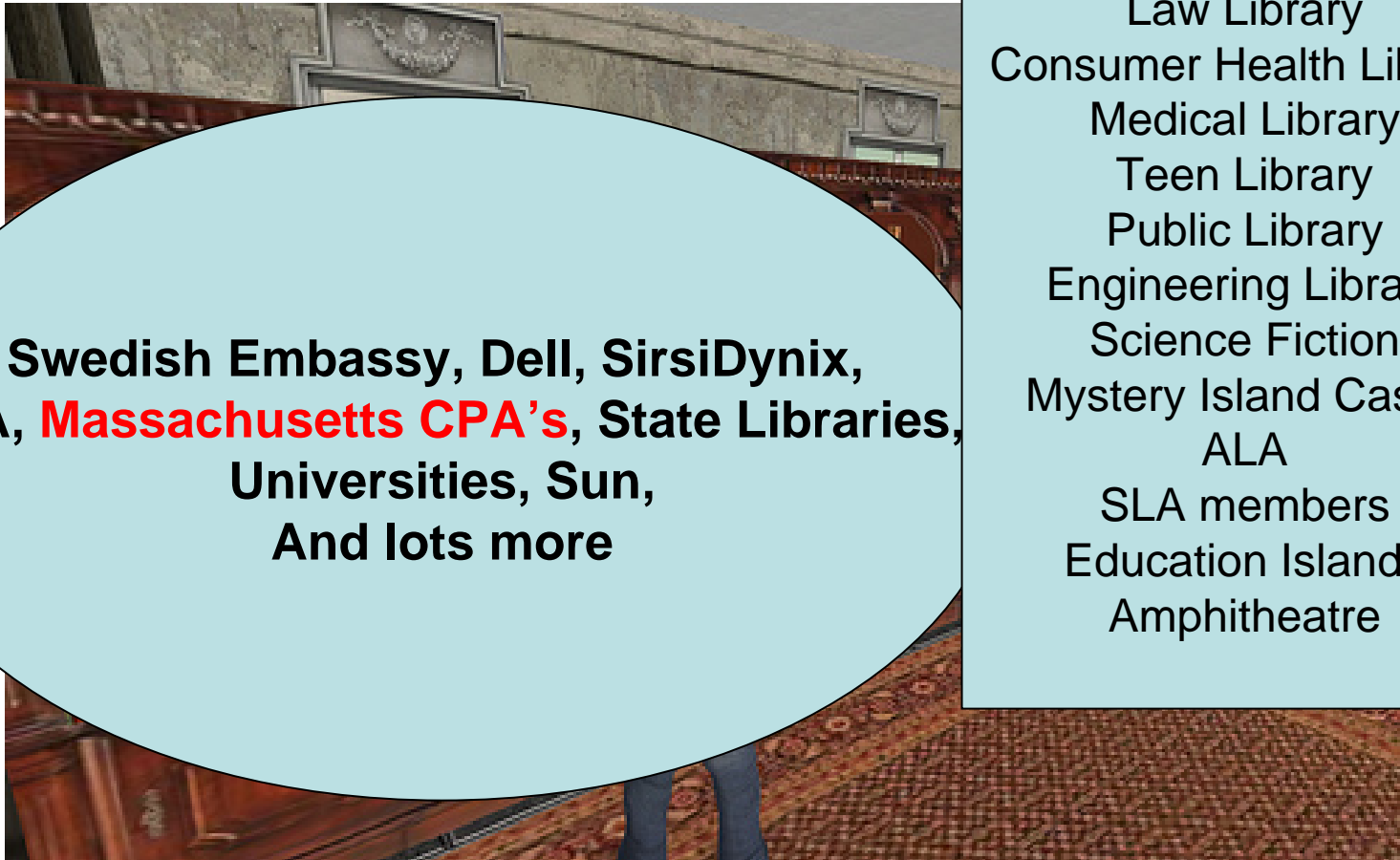
ab



# 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

**Swedish Embassy, Dell, SirsiDynix,  
ALA, Massachusetts CPA's, State Libraries,  
Universities, Sun,  
And lots more**







Second Life  
www.infoisland.org  
**Library**  
Another innovation from the Alliance Library System

# Reading is virtually fundamental in SL

services to 286 libraries and fully funded by the state of

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

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

Bell found that SL had a few libraries, such as Wandering Yaffle's library, but thought that virtual library services could be expanded.

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.

"Since there is web programming through OPAL, why not offer that in SL?" she said.

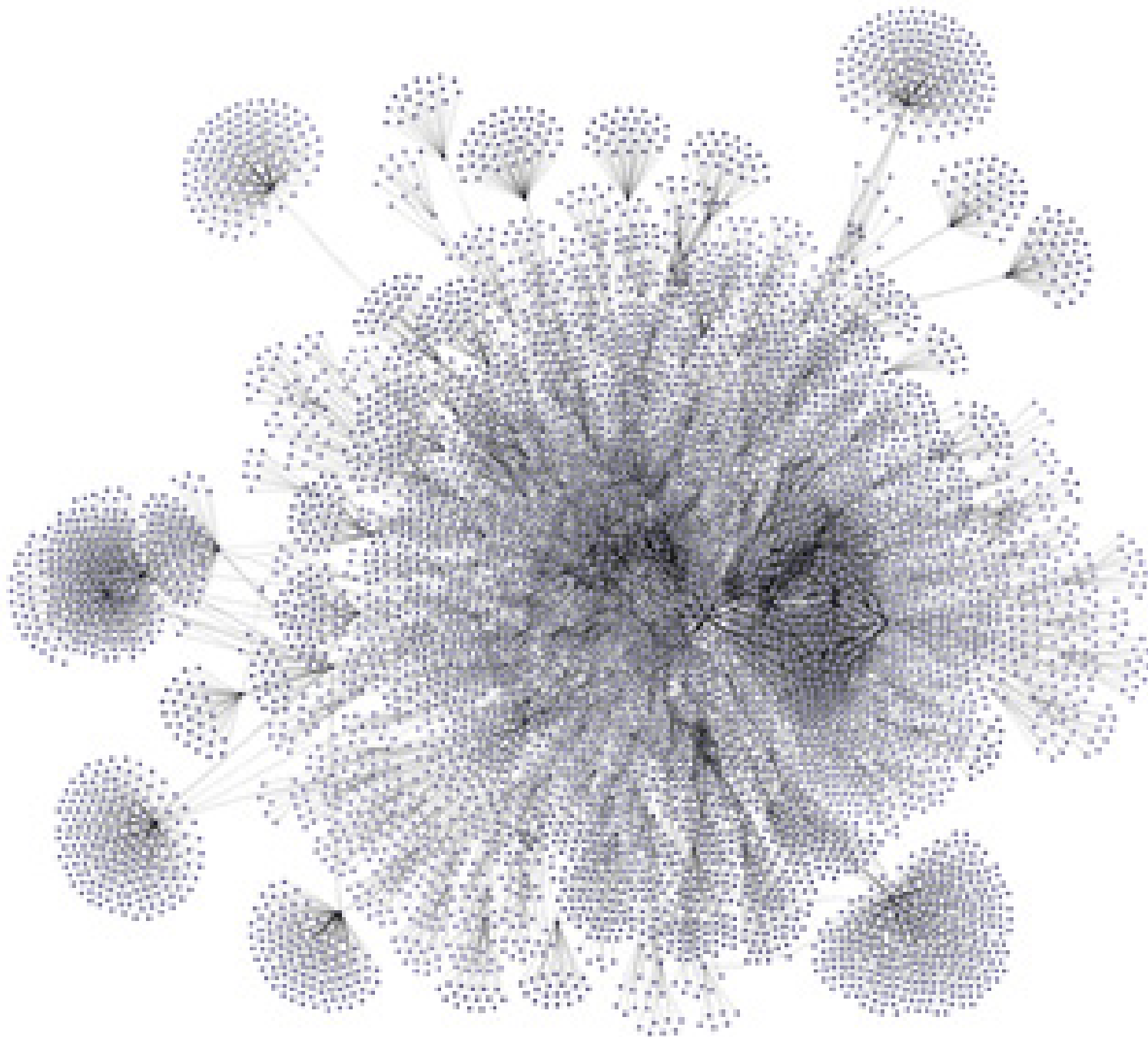
Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

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

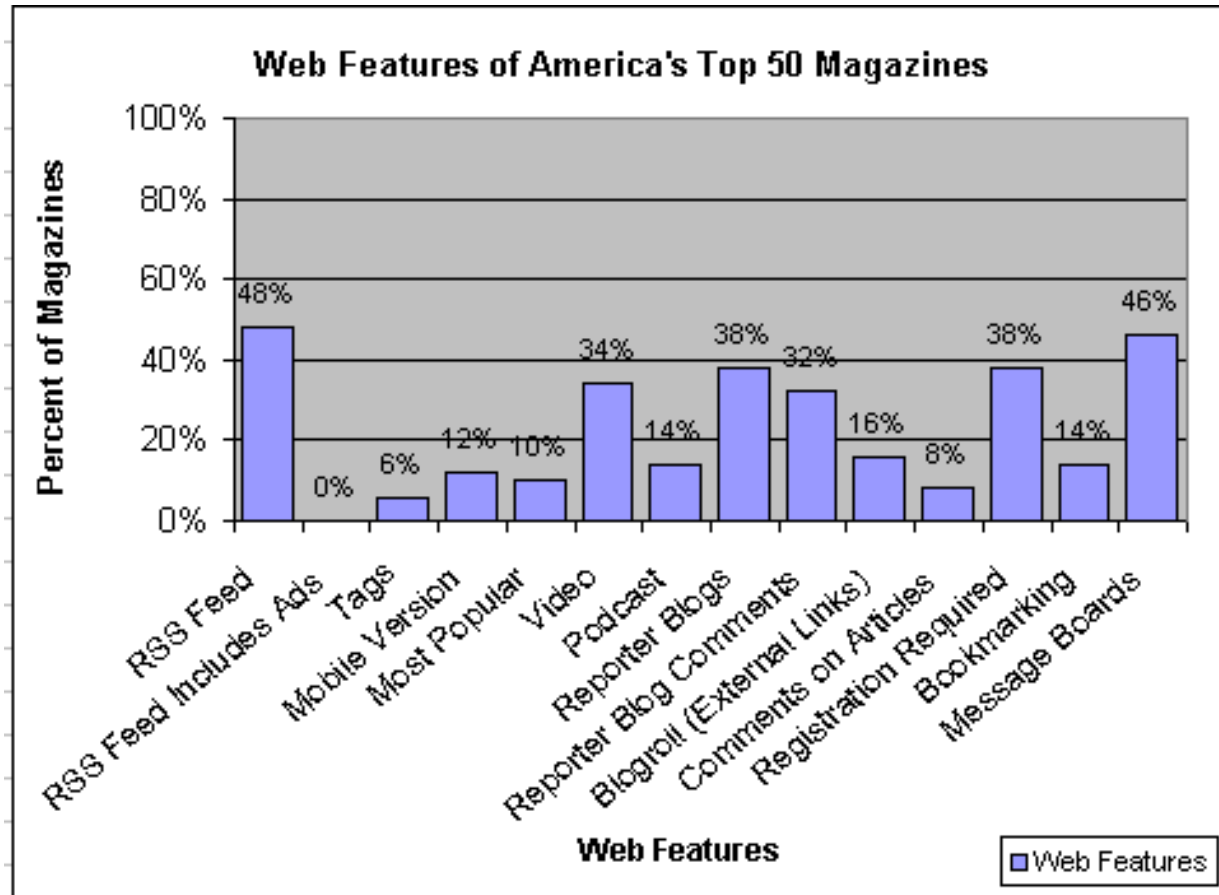
Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

**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.

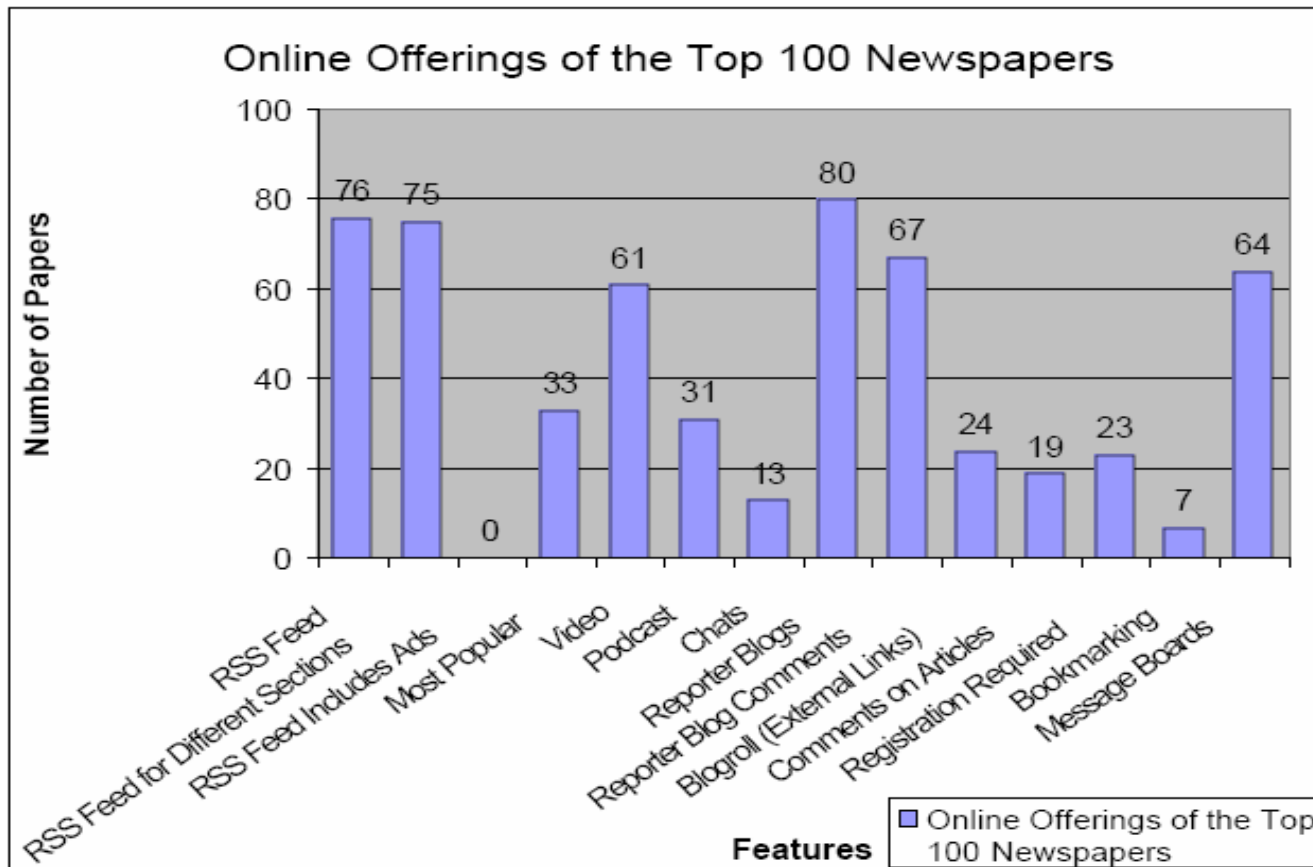
**See BOOK, Page 20**



# Is Magazine Content Social?



# Is News Content Social?







# 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
- Information Commons
- Learning Commons
- Community Integration
- Reference Cowboys
- Virtual Operations and Branches



# Advice #8: Reorganize

# Simple Collaboration

- MSN .NET Messenger  Messenger
- AOL Internet Messenger 
- ICQ  MESSENGER
- Yahoo! Messenger 
- Yahoo! IMvironments
- IRC 
- Trillian, GAIM, MEEBO

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

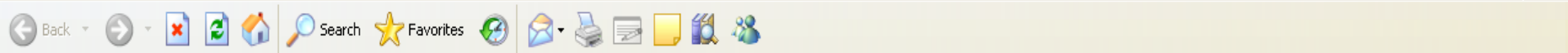
**Most now with voice, video, co-browsing...Can you?**



# IM: Instant Messaging

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

- Discover IM, JYBE, SMS and Skype
- Grow into Virtual Reference
- Collaborate on province-wide and national VR



Address <http://www.chacha.com/> Go Links >>

Google G Go Bookmarks 9 blocked Check AutoLink AutoFill Send to Settings



ChaCha Search

Search With Guide

[What's This?](#)

[What's This?](#)

[Make ChaCha your Homepage!](#) | [The ChaCha Underground](#)



# 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



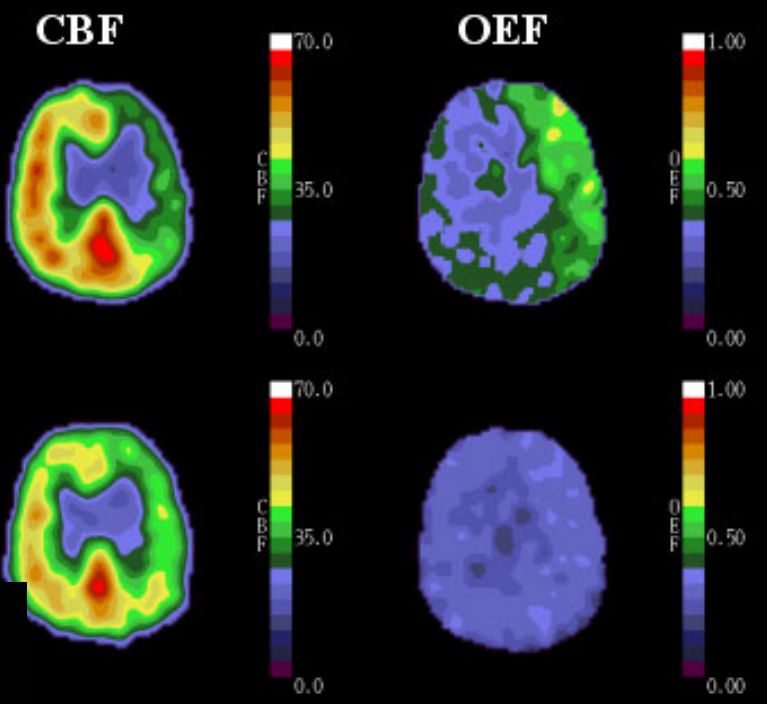
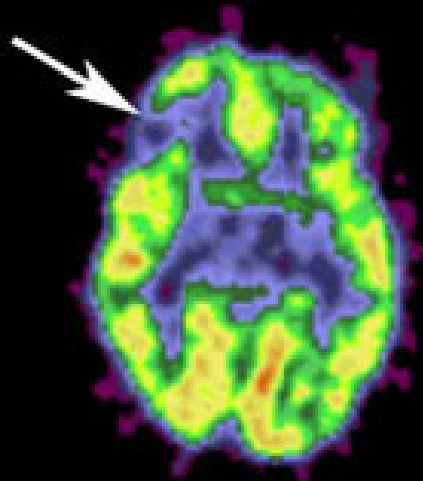




# Advice #10: Increase Your HR Capacity to Adapt



# Are You Ready? For the Millennials?





# 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>



**INFOhio**  
 Ask A Librarian

**US History**

Explore A Subject

Cool Links

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**

In 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 Salas, 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...?

Founding Fathers

Try This!

Presidents

Scientists & Inventors

Writers

Artists & Musicians

Leaders

Immigrants

People in Sports

Tracking by Info



# SCHOOLROOMS

EXPLORE  
DISCOVER  
LEARN

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

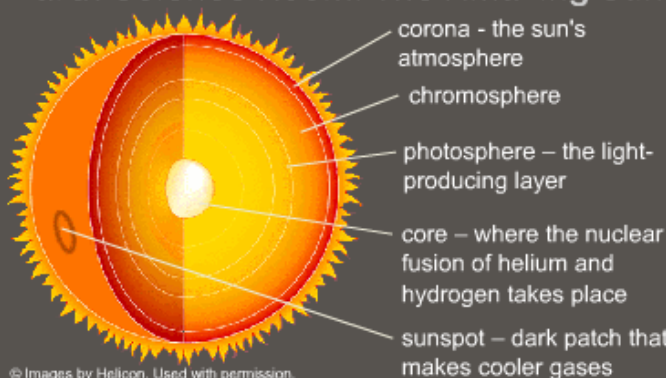
Explore Learn

## 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**



**INFO**  **hio**

Ask A Librarian?



ELEMENTARY

Username

Password

Create New Account

[Login](#)

[Room Contributors](#) [About Rooms](#)

[Home](#)

[Print](#) [Help](#)

## Explore A Subject

HOME

- ▾ **Elementary**
  - [Earth Science](#)
  - [US History](#)
- [Middle School](#)
- [High School](#)
- [Parent Guide](#)

## How Do I...

- [Learn About Dinosaurs?](#)
- [Use a Library?](#)
- [Learn About Earthquakes?](#)
- [Explore Space?](#)
- [Research Wars?](#)
- [Study the Presidents?](#)
- [Write a Report?](#)
- [Look at a Map?](#)

Advanced Catalog Search >>

HOME -> Elementary

[Browse History](#)

## Cool Links



### [Funology](#)

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



### [Cool Science for Curious Kids](#)

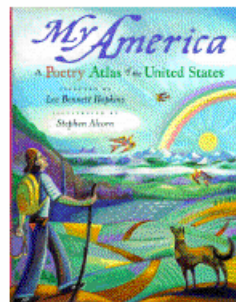
Explore science with the fun games on this site!



### [Wayback Technology 1900](#)

See what kinds of technology people had in 1900!

## Check It Out



### My America

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

- [What's a Poem?](#)
- [Poetry Ideas!](#)
- [Giggle Poetry](#)

The US and its Neighbors





# 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](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**



**Are You Ready?**  
**For Imagineering the Library?**



**Are You Ready?  
To Change?**



# Looking too close

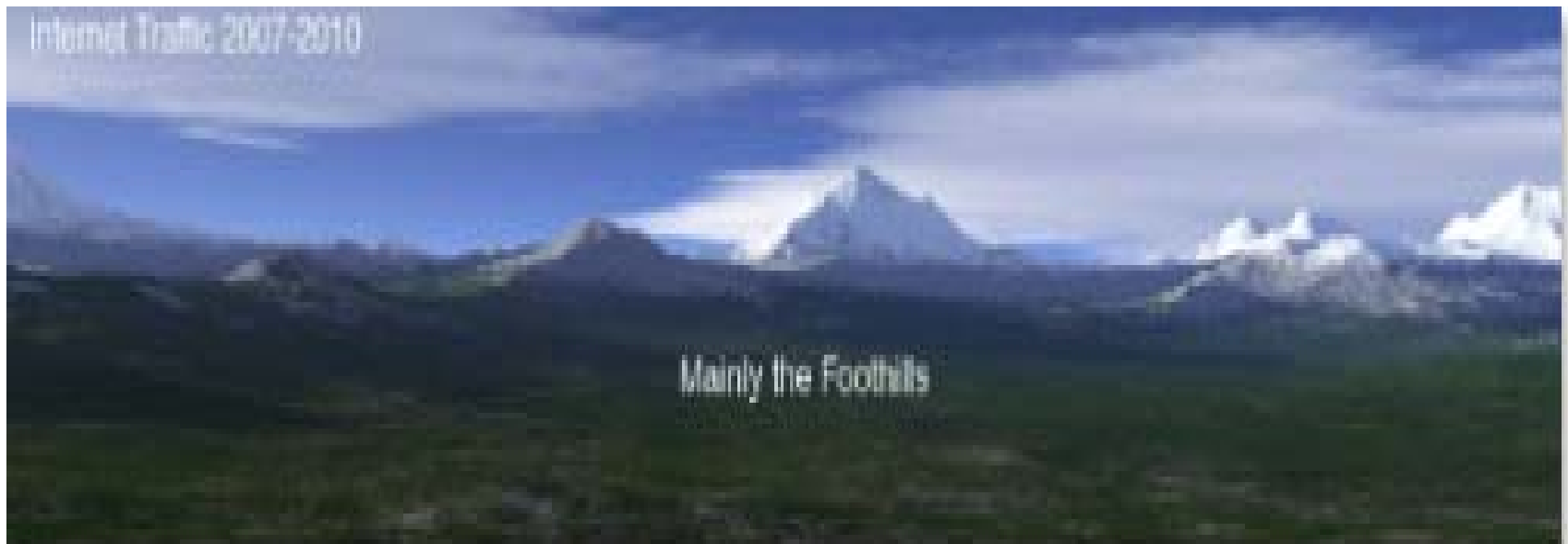


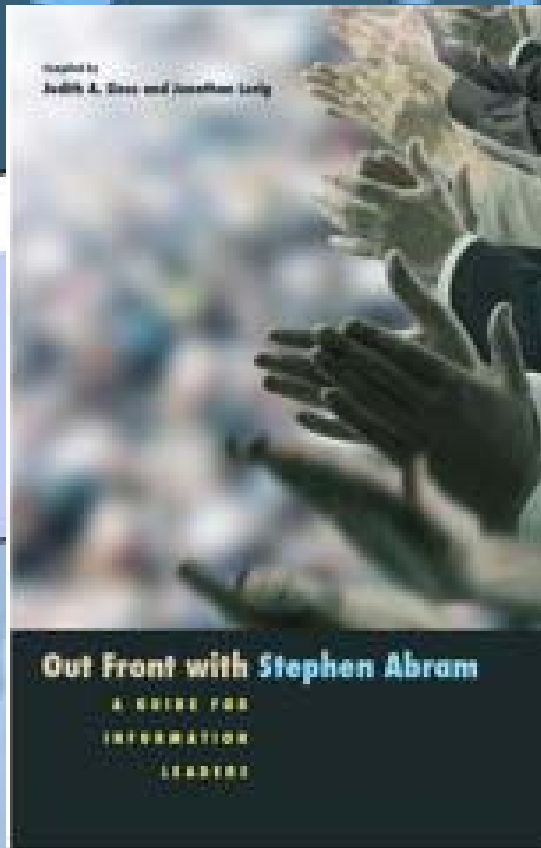
# The Landscape Today





# The Emerging Landscape





Stephen Abram

•SirsiDynix•  
**institute**  
grow your skills



 **SirsiDynix**

*MLA*  
MASSACHUSETTS  
LIBRARY  
ASSOCIATION

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Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>



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