Trendspotting
Weak Signals from the Future

Stephen Abram
McGill University SIS
Web 2.0 Conference
Montreal, PQ
Feb. 13, 2009
Can Library and Information Pros Influence the Direction of the Information and Knowledge Based Economy in a Major way?

Yes
Up Front

• Innovation, ethnographic approach, evidence based, trust culture and instincts
• Creating the information and knowledge based society and economy
• Corporate futurist in a large company, quarterly, annual economic, tech and sector forecast drive strategy and investment priorities
• Innovation is a TEAM effort – no one owns anything completely
• I, We, Stand on Shoulders
Are we casualties of the Web?

- Like Bookstores, Newspapers, etc.?
- Yahoo!
- Google
- DEC Compaq HP
- Microsoft
- OCUL
- CLA Broadband and Copyright
- ALA $100 Million
Thomson MegaLaw Transformation

• Goal – improve the way law is practiced globally and substantially worldwide in 5 years – Riot in Quebec City
• All law worldwide – 300 companies before West merger – I lost count of the number of librarians who were VP’s, EVP’s or CEO’s after 350... Chief Change Agents
• Start with Canada – case law, statutes - What is the value add? Move on to US, UK, OZ, SA
• All librarians in charge – for instance I had 200 lawyers reporting to me. Redesign the law taxonomy and ontology
• Focus Groups – thousands of libraries – all librarian lead – and ethnographic work on observing behaviours – e.g. Big tables – Folio – etc.
• It worked
ProQuest EEBO

- 1500 to 1799 all books in English – PQ UK
- 1800-1899 – Gale (Cengage)
- 2008 joint agreement
- Long before Google Books and legal
- Archived and safe
ProQuest and Micromedia Newspapers

- QL – InfoGlobe – NYT fulltext
- CBCA Fulltext project in 1994 – Gail and rights
- ProQuest – NYT, WSJ, LAT, CSM, CT, WP, BG
- MML – G&M, TorStar (911) + 400 others from CLA MF collections
- Zoning vs. indexing vs. freetext
- New markets – ads, genealogy, birthday
- Personal story of 1930’s death
InfOhio and SchoolRooms

- Massive millennial and post millennial research effort – Harris Poll, Gartner, Pew, Kent State, + others in lit search

- Every lesson, every day, every subject, every grade, every learning style

- 250 librarians and teacher librarians
- All US and national standards
- Eye tracking, usability, K-12 – Kent State U and ERB
- Every school – 2600 in Ohio
- All public library OPACs and school collections
- All state and local online resources
- Photos (like DK, National Geographic, etc.)
- Every lesson, every day, every subject, every grade
The Scary re-wiring of the Millennials and post-
Imaging techniques allow us to see which areas of the brain control these functions.
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.

Students can search (all at once):
What Are School Rooms?

Welcome to School Rooms, an educational resource for K-12 students, educators and parents that combines teacher-selected, standards-based content with student-friendly software. Through the integration of multi-media and interactive content, School Rooms help promote student exploration and discovery on a variety of topics.

- Elementary Student Rooms
- Middle School Student Rooms
- High School Student Rooms

Room Contributors

**Elementary Contributors**
1. Tim DeFrange
2. Laurie Simms
3. Barbara Gage

**Middle School Contributors**
1. Jennifer Schwellk
2. Shelly Lewis
3. Kristen Rooppe
Personas and SirsiDynix

- Cynefyn – David Snowden
- Singapore
- 9/11
- Public Library focus
- 15,000 stories collected in 5 large complex consortia clients in the north-eastern US and Canada
- Results: Community and Learning tops
Military

- Navy, Air Force, Army, Marines, CIA, National Guard, CSIS, etc.
- Death rates rise and fall
- 2.0 Millennials Blogging, Facebook, MySpace, Flickr, YouTube, digital phones, laptops from Iraq and Afghanistan
- IED’s and James King
- Boredom and Fear
- eBooks, audio books, games, music, etc.
- Lead to TroopTube
BiblioCommons and LibraryThing

- OLA Knowledge Ontario - ODL
- Oakville Public Library
- Backwards engineering permission
- Amazon features but localization
- Beth Jefferson
SLA Alignment Project

• 1 million dollars over two years
• Fleischman Hillard, Andy Hines, Outsell
• C level, HR, IT, R&D, Marketing, Strategy and InfoPros in all sectors and including non-profit and academic
• What do they feel and think?
• Steve McGarvey NLP
• John Cotton Dana visit and SLA naming
• Results released in Savannah in January
• Very exciting
Be Important

EXPENDABILITY

KIRK, SPOCK, MCCOY, AND ENSIGN RICKY ARE BEAMING DOWN TO THE PLANET. GUESS WHO'S NOT COMING BACK.
## Primary Research

### Segmentation and Sampling Design

<table>
<thead>
<tr>
<th>Country</th>
<th>C-level Execs</th>
<th>IT Pros</th>
<th>HR Pros</th>
<th>Marketing Pros</th>
<th>Strategy Pros</th>
<th>Info Pros/Librarians</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>25 25 25 25 25 175 300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>25 25 25 25 25 25 150</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>25 25 25 25 25 25 150</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>25 25 25 25 25 25 150</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTALS</td>
<td>100 100 100 100 100 250 750</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Demographics

Geographic Representation

- Australia: 15%
- UK: 23%
- Canada: 22%
- US: 40%
Demographics

Market Sectors

- Business Svcs.: 25%
- Consumer Svcs.: 6%
- Education: 12%
- Government: 8%
- Health Care: 6%
- High Tech: 15%
- Other: 10%
- Manuf.: 18%
Key Findings

• Information Roles
• Information Habits
• Perceptions of Value
• Perceptions of Role
### Information Habits

#### Top information categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Information</td>
<td>43%</td>
</tr>
<tr>
<td>Market Research Reports &amp; Services</td>
<td>36%</td>
</tr>
<tr>
<td>Education &amp; Training</td>
<td>35%</td>
</tr>
<tr>
<td>Scientific, Technical &amp; Medical</td>
<td>30%</td>
</tr>
<tr>
<td>News</td>
<td>27%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>26%</td>
</tr>
<tr>
<td>Legal &amp; Regulatory</td>
<td>19%</td>
</tr>
<tr>
<td>Credit &amp; Financial</td>
<td>15%</td>
</tr>
<tr>
<td>B2B Trade</td>
<td>15%</td>
</tr>
<tr>
<td>Yellow Pages &amp; Directories</td>
<td>8%</td>
</tr>
<tr>
<td>Do not use information</td>
<td>5%</td>
</tr>
</tbody>
</table>
Perceptions of Value

Most Valuable Information Roles (Users vs. Providers)

- Making information available to the desktop: Providers 40%, Users 33%
- Providing competitive intelligence information: Providers 42%, Users 33%
- Conducting research on users' behalf: Providers 42%, Users 33%
- Providing training on search/use of information: Providers 23%, Users 19%
- Managing internal content: Providers 18%, Users 10%
- Analyzing research results on users' behalf: Providers 16%, Users 13%
- Helping locate information/experts: Providers 18%, Users 16%
- Research staff working on project teams: Providers 18%, Users 16%
- Managing a portal or intranet: Providers 11%, Users 13%
- Integrating content into work processes: Providers 12%, Users 10%
- Providing an alerting service on selected topics: Providers 14%, Users 11%
- Managing a physical library and print collection: Providers 28%, Users 11%
- Evaluating and purchasing content sources: Providers 8%, Users 8%
- Staffing a reference desk, call center, etc.: Providers 15%, Users 8%
- Consultation on organizing information: Providers 7%, Users 6%
- Providing customized information products: Providers 4%, Users 7%
- Document delivery: Providers 14%, Users 7%
- Managing external content: Providers 7%, Users 6%
- Information architecture: Providers 7%, Users 5%
- Copyright compliance: Providers 4%, Users 3%
- Other: Providers 2%, Users 2%
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- Copyright compliance: Providers 3%, Users 4%
- Other: Providers 2%, Users 2%
Perceptions of Value

Most Important Attributes of Information Resources

Overall relevancy of the information: 94%
Timeliness of information: 93%
Ease of use/access: 93%
Provision of the most current information available: 93%
Overall relevancy of the information: 93%
Easy to do business with: 91%
Respected in the industry: 91%
A provider of relevant and actionable information: 89%
Depth of coverage: 89%
Ease to interact with: 89%
Overall cost-effectiveness: 88%
A trusted advisor in the marketplace: 87%
On the leading edge of the information marketplace: 86%
Usability/user interface: 86%
Services that I will reuse the next time: 84%
Overall value of decision support: 81%
Update frequency: 80%
Breadth of coverage: 78%
Frequency of delivery: 78%
Services that I would recommend to others: 72%
Integrates new technologies for delivery of information: 72%
Includes value-added analysis: 69%
Medium/format: 68%
Visible in the marketplace: 66%
Bundling of components/packaging: 50%
## Perceptions of Value

### Value of Information to Organizations

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I know where to store info</td>
<td>79%</td>
</tr>
<tr>
<td>I know how to integrate info into my workflow</td>
<td>77%</td>
</tr>
<tr>
<td>Info is easy to access once I find it</td>
<td>76%</td>
</tr>
<tr>
<td>I have a good understanding of what is available</td>
<td>76%</td>
</tr>
<tr>
<td>I have access to high quality content</td>
<td>71%</td>
</tr>
<tr>
<td>I know how to manage proprietary documents/data</td>
<td>70%</td>
</tr>
<tr>
<td>It is easy to find info I use to make daily decisions</td>
<td>67%</td>
</tr>
<tr>
<td>Info helps me make strategic decisions</td>
<td>67%</td>
</tr>
<tr>
<td>Info is easy to find</td>
<td>66%</td>
</tr>
<tr>
<td>The info I need is effectively integrated into my workflow</td>
<td>66%</td>
</tr>
<tr>
<td>Quality/credibility/accuracy is clearly discernable</td>
<td>65%</td>
</tr>
<tr>
<td>I have had adequate training on how to search for/use info</td>
<td>65%</td>
</tr>
<tr>
<td>Info is timely/frequently updated</td>
<td>63%</td>
</tr>
<tr>
<td>Info saves me time</td>
<td>60%</td>
</tr>
<tr>
<td>It is easy to find info I use to make critical, high-risk decisions</td>
<td>59%</td>
</tr>
<tr>
<td>There are effective processes in place for sharing internal info</td>
<td>58%</td>
</tr>
<tr>
<td>Info pros are deeply integrated into my org’s business processes</td>
<td>53%</td>
</tr>
<tr>
<td>Info helps me save money</td>
<td>51%</td>
</tr>
<tr>
<td>Info helps me generate revenue</td>
<td>44%</td>
</tr>
</tbody>
</table>
## Perceptions of Role

### Role of Information Professionals

<table>
<thead>
<tr>
<th>Role Perception</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Make resources and info accessible in a timely, convenient secure manner</td>
<td>50%</td>
</tr>
<tr>
<td>Create a culture of continuous learning and knowledge sharing</td>
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<tr>
<td>Provide credible/customized/contextualized info to promote informed decisions</td>
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<tr>
<td>Save time &amp; money by efficiently/effectively obtaining info</td>
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<tr>
<td>Facilitate good decision-making by acquiring/authenticating valuable resources</td>
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<td>Provide expert analysis and deliver value-added intelligence</td>
<td>36%</td>
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<td>33%</td>
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<tr>
<td>Anticipate and address info needs to achieve organizational objectives</td>
<td>31%</td>
</tr>
<tr>
<td>Develop &amp; demonstrate KM expertise across industries and disciplines</td>
<td>26%</td>
</tr>
<tr>
<td>Access networks of experts/colleagues to obtain info &amp; best practices</td>
<td>26%</td>
</tr>
<tr>
<td>Collaborate to better understand how to approach challenges &amp; opportunities</td>
<td>25%</td>
</tr>
<tr>
<td>Pursue continuous learning through innovative technology &amp; education practices</td>
<td>21%</td>
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<tr>
<td>Promote information literacy through training &amp; education</td>
<td>21%</td>
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<td>Embrace Web 2.0 technologies in the management &amp; dissemination of info</td>
<td>12%</td>
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### Perceptions of Role

#### Role of Association/Organization

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Interactive Editor

Respondents were asked to rate specific words and concepts

Words with positive mentions are always good, perhaps there are words that while positive, could be replaced with ones mentioned more often.

These words represent the **buzz** portion of the concept, *many* people mention them **positively**.

Finding better choices for words or phrases plotted here will help the concept.

There will always be words that are less liked than others, our goal is to have them mentioned as infrequently as possible.

---

More Liked

Intensity of Liking

Less Liked

Frequency of Mention
#1: Continuous Learning and Expertise
#2: Knowledge Navigators/Value-added Intelligence
#3: Strategic Advisors/Growth Drivers

- Achieve organizational objectives and successful outcomes
- Anticipating and addressing information needs
- Collaborate to create a deeper understanding
- Acquiring and authenticating valuable resources
- Advance business objectives

- Provide insights and identify trends
- Expert analysis
- Create competitive advantage
- Facilitate good decision-making

Strategic advisors and growth drivers

Incidence vs. Likelihood graph
#5: Networking/Personal & Prof. Connections

- Global exchange of knowledge, experience and ideas
- Interaction
- Share new ideas, trends and cutting-edge developments
- Across disciplines and geographies
- Knowledge sharing
- Collaboration
- Enhances professional and personal development
- Global networking
- Meaningful connections, contacts and friendships
- A network, virtually and globally
- Comprehensive professional communities
- The collective evolution of the profession
- Collegiality
#6: Champions of the Profession

- Promoting and strengthening the role and value of our members
- Leaders in their organizations and communities
- Global business community
- Global organization of information professionals and librarians
- Partners with key stakeholders in the information industry
- Represents the interest of the industry
- Unified voice of the profession
- Shaping information policy
- Advocates and sets best practices

Incidence

Insectivity
Instant Response Dial Sessions

- Sessions in Washington D.C. and Toronto, Canada
- Corporate executive participants (VP-level and above)
- Information profession participants (members and potential members)
Methodology

• Aggregated data from alignment survey and language exploration

• Refined positioning and key messages

• Taped Q&A sessions of key influencers and new messages

• Conducted dial sessions to measure current language against new language
Five Key Findings

1. Promote vs. defend value-driven benefits
2. *Knowledge* is the bridge between information and action
3. Evolution, not revolution
4. The “suite” spot—appealing to corporate executives
5. The “L” word
Positioning the Profession

Knowledge-sharing

Competitive advantage

Bottom-line benefits

Critical assets

Critical assets
Positioning the Association

Professional success

Global networking

Advocacy
Communications Framework

- Key Messages
- Core Values
- Vision & Mission
- Positioning Statement

PROFESSION

ASSOCIATION
23 Things / Learning 2.0

- 50,000 plus library workers
- 5 Continents
- 60+ Countries
- 18+ Languages
- From Helene Blowers, me and hundreds of others
- Now 23 Things selfpaced learning is available from SLA and many other associations internationally
Our Careers Have Seasons
About the Learning 2.0 Project:

This blog has been set-up as part of PLCMC’s Learning 2.0 project to encourage staff to experiment and learn about the new and emerging technologies that are reshaping the context of information on the Internet today. The objectives of this program are to:

- encourage exploration of Web 2.0 and new technologies by PLCMC staff;
- provide staff with new tools (that are freely available on the Internet) to better support PLCMC’s mission: Expanding minds, Empowering individuals and Enriching our community;
- reward staff for taking the initiative to complete 23 self-discovery exercises.

The Learning 2.0 program was designed by Helene Blowers, PLCMC Technology Director, with the support and assistance of several staff and is loosely based upon Stephen Abram’s article, 42 Things I (or you) might want to do this year (Information Outlook - Feb 2006) and the website 42Things.

Step by step my mind will yearn to advance, advance, advance, advance, advance
Welcome to 23 Things!

23 Things

- Week 1: Introduction - Learn to learn this way
- Week 2: Blogging
- Week 3: Tagging, Folksonomies & Technorati
- Week 4: Photos & Images
- Week 5: RSS & Newsreaders
- Week 6: Play Week
- Week 7: Wikis - Collaborative Portals
- Week 8: Online Applications & Tools
- Week 9: Podcasts, Video & Downloadable Audio

Committee Members & Liaisons

- Chair: Deb Hunt
- Board Liaison: Susan Fifer Canby
- Regina Avila
- Karen Huffman

23 Things Blog

Thursday, May 22, 2008

Welcome to 23 Things

Last changed May 27, 2008 13:54 by susan.fifer.canby

T h e n e w W e b 2 . 0 t o o l s a r e c o m e i n g t o u s f a s t a n d f u r i o u s l y a n d w e a l l m e a n t o l e a r n t h e m w e l l a s t o h e l p o u r c l i e n t s w i t h t h e m . A s y o u p r o b a b l y l e a r n e d a t S L A t h i s J u n e , N O W i s t h e t i m e f o r c o l l e a g u e s - - s o w e c a n a l l h e l p e a c h o t h e r . 2 3 T h i n g s i s a s t e p b y s t e p , w e e k - b y - w e e k s c h e d u l e w e c a n a l l i n c o r p o r a t e t h i s l e a r n i n g a n d s t a r t a p p l y i n g i t . W e e v e n h a v e s t r a t e g y f o r t h e s o m e o f t h e t o o l s o r o n l y w a n t t o l e a r n s o m e w i t h i n t h e 2 3 . T o l e a r n m o r e a n d j o i n u s i n f o r a p r i z e a n d c e r t i f i c a t e , p l e a s e c l i k e h e r e t o r e g i s t e r .

Posted at 22 May @ 8:55 AM by susan.fifer.canby | 0 comments | Edit

Participants' Blogs

With twenty-three things I’m going to learn...
Innovate in 2008

- Green
- 23 Things
- Second Life
- Innovation Lab
- Twitter
- eBooks
- Streaming Video
- Book Summaries
Be a Lab Rat!
Welcome to the Innovation Portal

Membership in SLA means access to cutting-edge products, services, and programs designed specifically for you—the information professional. Information that adapts as fast as your environment, SLA sets the standard.
The SLA Innovation Laboratory

Experiment!

SLA is committed to fulfilling its members' needs, and these are increasingly represented in technological training and self-learning activities. The Innovation Laboratory is populated with SLA-licensed software and open-source applications. The selection of tools we offer will be even more with your input and as budgets allow.

In addition, to software applications, SLA will be offering free technology training courses to members. Including such topics as:

- Setup and use of a wiki
- Setup and use of a blog
- Using Adobe for client communication
- Understanding social networking
- Web development with Dreamweaver
- Creating podcasts

Visit the Innovation Lab when you are able. Experiment with and learn about the new technologies and then to share your learning with other members in a collegial and wonderful fashion that SLA is known for.

The SLA Innovation Laboratory Application Suite

Why just read about the latest information tools? Just jump in and try out the robust selection of XX fee and free application tools that we've selected for you.

Twitter Away at SLA 2008

For the first time at conference, we'll use Twitter to make the conference experience more collaborative. Join fellow Lab Rats and make the conference more of a "we" event.

Technology Links

We've scoured the web and gathered a collection of sweet applications for you to "play" with. Dive deep, and let the rest of us know about the gems you come up with.

23 Things

This is a step-by-step, week-by-week paced learning strategy for information professionals to learn 23 new information tools.

Second Life

SLA has set up an Island on Second Life. Now's your chance to find out what the fuss is all about.

SLA Innovation Wiki

This component of the Innovation Lab allows you to share your learnings and creations. As you do we'll be building a virtual library of members' lab innovations for your SLA colleagues to learn from.

And you can explore the projects other members have built.
SLA Initiatives – Seattle Twitter

The SLA Innovation Laboratory
a place to explore

Twitter

The Lab Rat loves twitters (and tweets)

For the first time at conference, we’ll use Twitter to make the conference experience more collaborative. Join fellow Lab Rats in making the conference more of a "we" event.

Why should you use Twitter and sign up for sla2008? You can use it for note-taking during sessions, meetings and presentations. If you’d like you can, immediately, share gems of what you have learned with other conference participants or colleagues back home. Or you could use it as a "parking lot" for ideas as they occur to you. The best reason to use Twitter is to connect with colleagues at conference and even to direct people to your blog/website for more information.

By following the sla2008 feed, you will have the opportunity to participate in SLA2008. Feel free use Twitter to ask questions, even if you’re not at the conference!

Setting up a Twitter account

SLA Lab Rat, Daniel Lee, demonstrates the use of Twitter to get you started.
Our space in SL is slowly taking shape

Above is a photo of our space in Second Life (SL) as it currently exists. We secured the space in February and have been slow to build on it. Our hope is to make our land (4,096 sq. meters or 44,089 sq. ft.) a space that contains a welcome area, an exhibit area and a sandbox (a place where people can experiment with building things).

Although building structures in SL takes less time than in real life, it still takes time, forethought and skill. If you are interested in working with us on
SLA in SL
Just for fun

Me
SLA Initiatives – Free eBrary

1,000+ Titles
SLA Initiatives – execuBooks

The Game-Changer
How You Can Drive Revenue and Profit Growth with Innovation
By A.G. Lafley and Ram Charan
Published by Green Business, 2005
ISBN 0787966208

Zenobia: The Curious Book of Business
A Tale of Triumph Over Yes-Men, Cynics, Hazards, and Other Corporate Killjoys
By Mathew Greenwalt and Beth Keyman
Published by Rizzoli, 2006
ISBN 0847806148

Introduction

Innovation is pretty much the same in today’s business world as it has been for decades: create new customers, new products and new services that drive revenue growth and profits. What’s different is how to do it.

The best way to win in today’s world is through innovation. But innovation has often been left to technical experts or perceived as unnecessary by those long used to working on their own. In fact, the most powerful companies today are those that incorporate innovation into their everyday work.

The book is about improving existing – and sometimes improving existing – revenue growth and profits – have to be integrated to this way you run your business. That means making innovation central to the goals, strategies, structure, culture, leadership and including projects and values of your business.

Executive A.G. Lafley, CEO of Procter & Gamble, says his job is focused on integrating innovation into everything the company does. When he took the job in June 2000, P&G was embattled by scandal. Lafley wanted to turn things around and focused on a few simple but powerful things:

- They put innovation at the center of change management. At P&G, this meant not only the CEO, but the rest of the organization.
- They made sure that everyone understands that the CEO is the boss, regardless of the original source of innovation — an idea, a technology, a social trend.
- They built a cross-functional team that could bring together the best talent from all areas of the company.
- They created a culture of openness and transparency, allowing employees to speak freely and challenge assumptions.

Buy the Full Book!
SLA Initiatives – Atomic Learning

- **Web-based software training** available 24/7
- More than **35,000 tutorial movies** on more than 110 of the common software applications
- Over 500 **new tutorials** added every 45 days
- **Closed captions** available on thousands of tutorials
- Over 200 **technology-based classroom** activities and curriculum resources
- **Home access** so you, and your students and their parents, can use Atomic Learning where and when you need it
- **Usage tracking** that displays which tutorials have been accessed by username and usage levels by site/district
- **AL’s Weekly Tech Tips** and e-Newsletters that keep you up-to-date on frequently asked questions, news, and the latest tutorial releases
- **Assistance with integrating** Atomic Learning into your technology and training environment
SLA Initiatives – NewsGator

News Connections

Welcome to News Connections, the latest of the SLA Connections series of resources published to keep SLA members abreast of the latest industry and association news.

SLA Feed Reader

SLA News Connections now includes access to open Web content driven by NewsGator’s reader, delivering RSS feeds to the desktops of SLA members.

*** Find out more about how RSS can improve the way information is disseminated in your organization *** Attend a free educational Webinar from NewsGator Technologies

Read the latest Factiva News Connections.

These articles are summarized by topic, of which there are currently eight, using Factiva Track Modules.

Read the latest Nexcerpt News Connections.

Connect to web sites for news and other items of interest.

*** Create and publish your own Nexcerpt issues ***

SLA members receive a 10% discount on Nexcerpt’s services.

If you have ideas for additional topics, please let us know at resources@sla.org.
SLA Initiatives - Factiva Alerts
Thomson MegaLaw Transformation

• Goal – improve the way law is practiced globally and substantially worldwide in 5 years – Riot in Quebec City
• All law worldwide – 300 companies before West merger – I lost count of the number of librarians who were VP’s, EVP’s or CEO’s after 350... Chief Change Agents
• Start with Canada – case law, statutes - What is the value add? Move on to US, UK, OZ, SA
• All librarians in charge – for instance I had 200 lawyers reporting to me. Redesign the law taxonomy and ontology
• Focus Groups – thousands of libraries – all librarian lead – and ethnographic work on observing behaviours – e.g. Big tables – Folio – etc.
• It worked
ProQuest EEBO

- 1500 to 1799 all books in English – PQ UK
- 1800-1899 – Gale (Cengage)
- 2008 joint agreement
- Long before Google Books and legal
- Archived and safe
ProQuest and Micromedia Newspapers

- QL – InfoGlobe – NYT fulltext
- CBCA Fulltext project in 1994 – Gail and rights
- ProQuest – NYT, WSJ, LAT, CSM, CT, WP, BG
- MML – G&M, TorStar (911) + 400 others from CLA MF collections
- Zoning vs. indexing vs. freetext
- New markets – ads, genealogy, birthday
- Personal story of 1930’s death
InfOhio and SchoolRooms

- Massive millennial and post millennial research – Harris Poll, Gartner, Pew, Kent State, + others in litsearch
- 250 librarians and teacher librarians
- All US and national standards
- Eye tracking, usability, K-12 – Kent State U and ERB
- Every school – 2600 in Ohio
- All public library OPACs and school collections
- All state and local online resources
- Photos (like DK, National Geographic, etc.)
- Every lesson, every day, every subject, every grade
The Scary re-wiring of the Millennials and post-
Imaging techniques allow us to see which areas of the brain control these functions.
SchoolRooms™ by SirsDynix 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.

Students can search (all at once):
What Are School Rooms?

Welcome to School Rooms, an educational resource for K-12 students, educators and parents that combines teacher-selected, standards-based content with student-friendly software. Through the integration of multi-media and interactive content, School Rooms help promote student exploration and discovery on a variety of topics.

- Elementary Student Rooms
- Middle School Student Rooms
- High School Student Rooms

Room Contributors

**Elementary Contributors**
1. Tim DeFrange
2. Laurie Simms
3. Barbara Gage

**Middle School Contributors**
1. Jennifer Schwellik
2. Shelly Lewis
3. Kristen Roope
Personas and SirsiDynix

• Cynefyn – David Snowden
• Singapore
• 9/11
• Public Library focus
• 15,000 stories collected in 5 large compolex consortia clients in the north-eastern US and Canada
• Results:
Military

- Navy, Air Force, Army, Marines, CIA, National Guard, CSIS, etc.
- Death rates
- 2.0 Millennials Blogging, Facebook, MySpace, Flickr, YouTube, digital phones, laptops
- IED’s James King
- Boredom and Fear
- eBooks, audio books, games, music, etc.
- Lead to TroopTube
BiblioCommons and LibraryThing

- OLA Knowledge Ontario - ODL
- Oakville Public Library
- Backwards engineering permission
- Amazon features but localization
- Beth Jefferson
Social Graph Platform Wars

Google / Open Social
("The Empire"?, "Coalition of The Willing")

Facebook
("Rebel Alliance" ?)

MySpace
("Clone Army" ?)

YouTube?

iGoogle

Gmail?

LinkedIn

Hi5

Friendster

RockYou

Flixster

SlideX

iLike

Photobucket

Gigya

ClearSpring

Widgets

Widgetbox

FB apps

SocialMedia

= announced Platform / API

= unannounced Platform / API

Platform Wars insanity: Dave McClure, 12/12/07

The Conversation
The Art of Listening, Learning, and Sharing

Brought to you by
Brian Solis and JESS3
The Sharing Economy
SirsiDynix ILS

- XML
- Mobile
- iPhones – DCPL application
- API
- Use of Open Source software
- Platforms
- OpenID
- Library 2.0
- Customer Service Wiki
- Customer service website
Science Info on the Go: Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices

Mobile devices help libraries meet the evolving information needs of the sci-tech community by expanding traditional services and exploring new opportunities.

### Enhancing / Expanding Services

**Mobile Reference = Answers on the go**

- Mobile librarians to meet the diffuse information needs of our specialized clientele.
- Email
- Instant Messaging
- Phone
- In person and outreach

### New Opportunities

**Text Messaging Reference**

- Answers from anywhere by SMS
- Expert assistance at point of need

**Social Networking**

- Mobile devices facilitate library 2.0 and social networking initiatives.
  - Twitter
  - Facebook
  - flickr

### Considerations

- Choosing a technology
- Identifying New Workflows
- Establishing Management Models: Staffing, Training
- Exploring Best Practices for a Quality Service (shifting communication styles and user expectations)
A Mainly Mobile Focus
more than you think.

Enter Info*Nation

Info*Nation is a project designed to promote the library and information professions in Canada.
Welcome!
Libraries have changed since your grandmother was a kid. Sure, we still have books, but we have so much more... Take a peek around Info*Nation and discover what a career in libraries might look like - we know you'll find more than you think.

“Every day I have the limits of my imagination redrawn, simply by coming to work.”

- Jeff Papineau, Library Technician, Bruce Peel Special Collections Library, University of Alberta
I first became interested in librarianship due to my desire for world domination.

Pascal Lupien, Librarian, University of Guelph

Why I love my job
What I enjoy most about being an academic librarian is the variety. A typical day's work may involve teaching an undergraduate class or workshop, meeting a graduate research assistant for a one-on-one consultation, developing promotional materials, creating an interactive tutorial for the website, selecting resources for a new graduate program and investigating how the latest technologies can help to improve students' educational experience. Another very cool thing about working in academic libraries is the ability to shape one's own work and career path. The research and scholarly activities component of most academic librarian positions offers us the possibility to pursue just about anything that is of interest.

Why I chose a career in libraries
I first became interested in librarianship due to my desire for world domination. Information is the ultimate power and librarians, as the masters of information, are clearly poised to rule the planet with a shushing hand! Just kidding (about the shushing part, I've never shushed anyone). Seriously, though, I did become interested in a career in libraries because of my love of information. I have always enjoyed searching for, finding, organizing, sharing and making sense of information. A career as a librarian allows us not only to develop skills in all of these areas, but to apply these skills to making people's lives easier. Librarians I know do everything from working with intellectually challenged youth to providing...
Why we love our job

We are a two person library in one of the largest litigation law firms in BC. Our library users are the firm's lawyers, articling students, paralegals, and secretaries. We help them with their research questions, order articles, assemble case law for legal briefs. We train them to use commercial electronic resources and in-house databases that we build and maintain. In a law library, speed and accuracy of service are essential: we work as a team and try to impress our users with a "magical" reference service.

We continually update our skills with on-line courses, seminars and conferences, by participating in library associations and by reading library literature and blogs.

For our efforts we are rewarded with generous salaries and vacation time, great benefits, bonuses, fun perks and the appreciation of very grateful lawyers. Overall, our work is satisfying and fulfilling and we recommend it to organized and energetic people who love working in a team for a variety of people, with a variety of needs.
“[It] seems evident enough from all that has been said, that the old type of library must modify itself in accordance with the new needs which the evolution of knowledge and the growth of print have created”

—John Cotton Dana, “Librarian at Large”
“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”

— Guy Kawasaki
Be The Change You Want To See
The world is going to change with or without you... Get ready!
So what should we be paying attention to?
Let’s Look At the Supposed Limits to the Future
Happily, There Are None.
Transformational Things Happen

• Google settled with the AAP. Combined with the Google Book Search API, etc. the library firmament shifted immeasurably and at 8 on the Richter scale.
Transformational Things Happen

• The FCC agreed to open the "white space" - the broadcast spectrum used by over the air television - to use by others apart from the regulated television stations, by a vote of 5-0 yesterday. This is a major accomplishment that companies such as Google, Microsoft, Dell and Hewlett-Packard have been lobbying for over the past couple of years.

• As Larry Page noted in the Official Google blog, "This is a clear victory for Internet users and anyone who wants good wireless communications."
Change

• 025.431: The Dewey blog
• 973.932.
• The updates to Dewey are below:
• 973.93 2001–
• 973.931 Administration of George W. Bush, 2001–2009
• 973.932 Administration of Barack Obama, 2009–
2.0 Influencers

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

Top 10 Most Influential web tools for the 2008 US elections

How many are we already using?
The Real Economy

ALA and $100 Million
Anyone here expecting great staff increases?
As this next slide demonstrates, the ROI of setting fire to your money isn’t quite as favorable as blowing it all at the track, but still outperforms building a Flash intro screen.
You can’t wait for everyone to change at once.
"Bar-toons" by Harrod

Public Library

Like Wikipedia, only it takes 4 hours

Bad Civic Ad Campaigns #32
Is that the Internet in your pocket or are you just really smart?
A Mainly Mobile Focus
Weak Signals: Radio vs. TV
Blink, blink, blink, blink, blink, blink, blink, blink

Hey, that wink worked for Sarah!
“YouTube”
‘Flickr’
“Twitter”

Election 2008

Hot election topics
SNL, Plumber, Cindy McCain,
#johnmccainknows, Tina Fey,
Socialist, Arch, GOP, Bush, Senator

The election is in 16 days.

What do you think?

Updates about the election from Twitter users

Rivergoat Dave Letterman pummeled McCain the other night.) about a minute ago

lanewscape Weird News: Cat Championship Includes Obama, McCain - The Cats http://tinyurl.com/6cx8qy about a minute ago

What’s this?
We're filtering hundreds of Twitter updates per minute to create a new source for gathering public opinion about the election and a new way for you to share your thoughts.

All Candidates
Barack Obama
John McCain
Joe Biden
Sarah Palin
Yahoo Trumps NBC, Huh?!

Opening Ceremony, 3/08/08 8:08 pm CST
Will Kobe, LeBron pass on Darfur?
Dan Wetzel, Yahoo! Sports - 9:35 am EDT
The U.S. hoops stars have the chance to join Joey Cheek’s protests of Darfur and take their own shots at China.

Let the women's soccer rebuilding begin
Martin Rogers, Yahoo! Sports - 2:33 am EDT
A 2-0 loss to Norway to kick off the Olympics signaled the need for the reconstruction of a once-mighty U.S. program.

More News
- Morgan Hamm out of Olympics with ankle injury
- Air pollution shrouds Beijing on eve of Olympics
- Bush arrives in Beijing for Summer Olympics

Latest Video
- Olympic Torch paraded over the Great Wall
- China revokes Gulid medalist's visa

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<th>Silver</th>
<th>Bronze</th>
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<td>Mexico</td>
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My First Tribble
Kids on Social Crack

Would you like to pick up a wizard hat?

Yes  No
TechCrunch is the new F**kedCompany.com
Gamers are old.
The Soccer Mom – Gamer, eLearner, TXT’er, hmmmmm

Soccer Moms
embarrassing kids more now than ever before
Geocaching: Silicon Sally and GIS, Maps, GPS, and recalculating

Adventures in Geocaching

The good guys. The bad guys. And their quest for the elusive Tupperware container.
Competitive Advantage

Global Change (China, India, EMEA)
Watching The Kids Toys
Whatcha’ doin’ 2.0 with your books?
What does your best borrowed report look like?

http://www.flickr.com/photos/blu_blue/262096844/in/pool-booksandportraits
What does your book recommendation blog look like?

http://www.flickr.com/photos/matthk/2054262239/
How do your community book reviews do?

http://www.flickr.com/photos/cjanebuy/340249608/in/pool-booksandportraits
How are your web based book clubs?

http://www.flickr.com/photos/mthiesson/176153663/
Do your users like your video author interviews?

http://www.flickr.com/photos/lori_an/319433801/
Do the local moms like the podcast stories?
Are your book displays innovative?

http://www.flickr.com/photos/lori_an/319433802/in/photostream/
Can you circulate books from anywhere? Like the parking lot, sidewalk sale, nursing home?

http://www.flickr.com/photos/library_mistress/525385533/
Retail Sales Down? NO
Titles Down? NO
Circulation Down? NO
Reading Down? NO
Teen Reading Down? NO
Academia? ?
Will Reading Matter?

Audiobooks and eBooks . . . And Google
Be Afraid, be very afraid
Huge increase in library use!
Two Kinds of People
Searching books fulltext through the OPAC . . .
Can We Invent the Future?
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President 2008, SLA
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
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