Building Capacity for Change: 25 Technologies Transforming Libraries

Bibliotheek Rotterdam / DOK, Aug. 27, 2008
Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President, Innovation SirsiDynix
Chief Strategist, SirsiDynix Institute
Slides

These PPT slides are at:
Stephen’s Lighthouse
http://stephenslighthouse.sirsidynix.com

And Jaap is Livestreaming this.
http://www.flickr.com/photos/keeping-it-real/160822516/
Retail Sales Down? NO
Titles Down? NO
Circulation Down? NO
Reading Down? NO
Teen Reading Down? NO
Academia? ?
Can We Predict the Future and Invent New Paradigms?
The world is going to change with or without you... get ready
This is what 2.0 means.
What’s Normal Now?

Daily Internet Activities (% internet users)

- Visit social networking site: 13%
- Surf web for fun: 28%
- Research hobby: 29%
- Check weather: 30%
- Check news: 39%
- Online search: 49%
- Email: 60%

%% who do this on a typical day
Stuff Will Change Faster Now

- Over the next 13 years an iPod size device will hold:
  - iPods can hold year’s worth of **video** by **2012**
  - Or ALL the commercial **music** ever created by **2015**
  - Or ALL **content** ever created (in all media) by **2020**
  - Videogames outsell most content – combined!
  - Jeez – Ringtones are even big
  - Amazon + Audible
  - OpenSocial, F8, MySpace Developer, Android . . .
  - Microsoft + Yahoo + Facebook + 40 ads engines? Or AOL!!
  - Google + everyone else rumours (Plaxo, LinkedIn, Sprint,
    - CNET, Yell, and ?)
  - Pocket-sized devices dominate
What’s New (or new enough)?

- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Virtually Infinite fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
Resist the library culture of poverty, victimization, risk aversion, and passive resistance
The Dynamics of Crossing the Chasm

- Innovators 2.5%
- Early Adopters (13.5%)
- Early Majority (34%)
- Innovators 2.5%

Alex Iskold for Read/WriteWeb
1. You are here
   2. And you should be trying to enter here.

Miss Rogue's Currently Frustrating Chasm Dialogue
circa 2006

3. But you are overly concerned about being here

4. So, instead, you get nowhere.
Technology Adoption Life Cycle

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

- **Mainstream Markets**
  - **Visionaries:** Stick with the herd!
  - **Pragmatists:** Hold on!

- **Early Markets**
  - **Innovators:** 2 1/2%
  - **Early Adopters:** 13 1/2%
  - **Techies:** Try it!

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

- **Late Majority** 34%
- **Early Majority** 34%
- **Laggards** 16%
The new Web 2.0 era distribution models remain largely untapped

Potential Reach Power and Network Effect
(Lowest Cost Per Customer/Partner)

• You can’t wait for everyone to change at once.
Libraries & Universities are Social Institutions
Scholars’ Citations Go Social
And, what does social mean?

- Sharing
- Networking
- Collaboration
- Learning together
- Shared discovery
- Juries
- The Invisible College
- Communities
- Telling others of progress
- Publishing in any way
Web/Library 2.0

Figure 1. Hype Cycle for Emerging Technologies, 2008

Source: Gartner (July 2008)
The Novelty Curve

© David // Armano  darmano.typepad.com
The Conversation
The Art of Listening, Learning, and Sharing

http://www.flickr.com/photos/briansolis/2735401175/
We Influence

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?
Blog it
PDF it
Stream it
RSS it
Discuss it

...!
Don’t be a Format Bigot
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

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)

Joe Murphy  Yale Science Libraries  joseph.murphy@yale.edu
So what should Libraries be paying attention to?
The User-Centered Universe

Social Systems

me.

LINKED IN
TWITTER
BLOG
FACEBOOK
SLIDESHARE
DELICIOUS
Oh my dear! These are so busy times. I have so many things to do. I don’t know what I should do first.

First I should Twitter about this.
Tagging delicious
Scrapbooking

zotero

Connotea
Personal Homepages
Portals, Portlets, Mashups
Microblogging
Social Content
Public Social Networking

orkut<br>facebook<br>bebo

mixi<br>myspace.com
Private Social Networking
Social Networking Integration
e-Books and Devices
Cloud Software
RSS Groups and Readers

Bloglines

Google Reader

NewsGator
iTunes, MP3
Podcasts & Screencasts
Streaming Media

Did you see the Tech Olympics?
Okay, so there’s no way this video’s going viral. Do you think the client would settle for going fungal?
SEO and GIS
Federated Search
Custom Search
Next Generation Content

- 150,000,000 eBooks
- Article and chapter level text economy
- Emergent merger of audio, video and text
- User created content, preprints, data, digital only
- Curating behavioural data
TWENTY THREE

DRM
Virtual Worlds

Second Life
Google Lively
There
Humans as the Competitive Edge
LIBRARY 2.0 MEME MAP

Library that LETS
- The library invites participation
- Integration with (e) learning environment

STAFF
- Creation of an Emerging Technology Committee
- Library is a framework for integrating change into all levels of library operations

Library is human
- The library is everywhere
- Patron 2.0 = from content consumer to content creator
- The library uses flexible, best-of-breed systems

The library is a
- The library has no barriers

THE PHYSICAL LIBRARY
- Loud spaces for collaboration & conversation
- Mobile devices for users
- Social computing apps to meet users’ need when, where and how they need it

OPAC
- Federated search
- RSS for cataloging records & search results
- Records tagging
- User reviews

1. User-centricity
2. Technology-savvy environment
3. Reaching of the patrons long tail
4. Content for more than one device
5. Component-based software, not monolithic ILS
6. Constant change
7. Use of Web 2.0 apps and services
8. Open standards
Some ideas are just bad
Two Kinds of Librarians
“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
Stephen Abram, MLS, FSLA
President 2008, SLA
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Cel: 416-669-4855
stephen.abram@sirsidynix.com
http://www.sirsidynix.com
Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com