Next Generation Sharing Technologies:
Throw Off Your Policies and Expose Yourself

Boston Satellite Meeting
August 6, 2008
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President 2008, SLA
Vice President,
Innovation, SirsiDynix
Chief Strategist,
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Going Green Slides

• These PPT slides will be at my blog:
  • Stephen’s Lighthouse
    • [http://stephenslighthouse.sirsidynix.com](http://stephenslighthouse.sirsidynix.com)
• I’ve given them to IFLA laptop here.
Hmmmmmm...

We seem to have an awareness issue. D’Oh!
Three ILL Stories

Story #1

Sharon Terry is president and CEO of the Genetic Alliance and the founding executive director of PXE International, an advocacy group for the genetic condition pseudoxanthoma elasticum (PXE)

http://www.ala.org/ala/acrl/acrlpubs/crlnews/backissues2005/julyaugust05/publicinterest.cfm
Three ILL Stories

Story #2

Colorado and the evolution of flowers and ILL.
Three ILL Stories

Story #3

Protecting habitat and rare plants and creatures and ILL
What is ILL’s Value Proposition

- Speed?
- You get out of the way?
- Trust the independent?
- Self Service & Personal Service?
- Confidentiality? Trustworthy?
- Contextual Understanding?
- Lesson Level?
- Sensitivity (Masters & Johnson)?
- Flexibility? (fines…?)
- Cost…? (Are your policies driven by copiers?)
- What does the research say?
What will the world look like soon?
And what is the ILL/RS Spin?
Can you plan for an ambiguous future?
What’s New (or new enough)?

- Semantic Web (i.e. Twine)
- The Cloud (Google, Zoho and Microsoft, etc.)
- Fewer choices for search engines (Maybe two? Cuil?)
- GIS oriented search and ads – Manipulation of the user
- Hosted Registries (OCLC? ISSN/ISBN? DOI?)
- Mashup Fever – everything from ILS & GBS to Firefox
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging (Twitter, FriendFeed)
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, user rights, intellectual freedom, access, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
The Google Challenge
Will Reading Matter?
What is the impact of essentially infinite collections of full text books in the Cloud?
Journal Collections Bound
Article Level Change
Book Collections
Chapter Level Change
Paragraph Level Change
Amazon Used & Digital Vaults
Retail Sales Down? NO
Titles Down? NO
Circulation Down? NO
Reading Down? NO
Teen Reading Down? NO
Academic Collections Use Down? ?
Don’t be a format bigot
Library culture of poverty, victimization, risk aversion, and passive resistance
Can We Predict the Future AND Invent New Paradigms? Can we think BIG?
Building for sustainability means preparing for the assumed future.
And that future won’t necessarily be an extension of the past.
The world is going to change with or without you...

Get ready.
Change, Ever more, and *Driven*

- National Debt and National Borrowing
- Sub-prime Mortgage Crises
- Gold Prices
- Oil Prices
- War and Famine
- Ignorance and Prejudice
- Globalization
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Technolust
• When something needs to change…

• Do it.

• Take responsibility
Becoming More Open to a Global Reality
This is normal
Device Agnostic & DRM Wars
Everything’s getting smaller
Mainly Mobile Focus
Identity

- Reputation
- Relationships
- Conversation
- Groups
- Sharing
- Collaboration
- Actions
- Presence

Object
Science Info on the Go: Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices

- Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu

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.

**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)
Being More Open to Recommendations

And, heresy, just buying those recommendations
focus
Being More Open
Experimentation, Pilots and Innovation
Be More Open to New Paths
Be More Open to the Users’ Paths
The Cloud
Everywhere Libraries

Libraries are Social Institutions
An End-user focus looks like this
How does your presence appear?
Personal, Professional, Departmental, Institutional
(Not a complete survey. Sizes based on best figures I could find, but involved some guesswork. Do not use for navigation.)
<table>
<thead>
<tr>
<th>What people are doing</th>
<th>Who participates (U.S. online users)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Creatives</strong> publish Web pages, write blogs, upload videos to sites like YouTube.</td>
<td></td>
</tr>
<tr>
<td>Young Teens (12 to 17)</td>
<td>34%</td>
</tr>
<tr>
<td>Youth (18 to 21)</td>
<td>37%</td>
</tr>
<tr>
<td>Generation Y (22 to 26)</td>
<td>30%</td>
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<tr>
<td>Generation X (27 to 40)</td>
<td>19%</td>
</tr>
<tr>
<td>Young Boomers (41 to 50)</td>
<td>12%</td>
</tr>
<tr>
<td>Older Boomers (51 to 61)</td>
<td>7%</td>
</tr>
<tr>
<td>Seniors (62+)</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Critics</strong> comment on blogs and post ratings and reviews.</td>
<td></td>
</tr>
<tr>
<td>Young Teens (12 to 17)</td>
<td>24%</td>
</tr>
<tr>
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<td>37%</td>
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<tr>
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<td>34%</td>
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<tr>
<td>Young Boomers (41 to 50)</td>
<td>18%</td>
</tr>
<tr>
<td>Older Boomers (51 to 61)</td>
<td>15%</td>
</tr>
<tr>
<td>Seniors (62+)</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Collectors</strong> use Really Simple Syndication (RSS) and tag Web pages to gather information.</td>
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<tr>
<td>Young Teens (12 to 17)</td>
<td>11%</td>
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<tr>
<td>Youth (18 to 21)</td>
<td>16%</td>
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<td><strong>Joiners</strong> use social networking sites.</td>
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<tr>
<td>Young Teens (12 to 17)</td>
<td>51%</td>
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<tr>
<td>Youth (18 to 21)</td>
<td>70%</td>
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<tr>
<td>Generation Y (22 to 26)</td>
<td>57%</td>
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<td>Young Boomers (41 to 50)</td>
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<tr>
<td>Older Boomers (51 to 61)</td>
<td>8%</td>
</tr>
<tr>
<td>Seniors (62+)</td>
<td>6%</td>
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<td><strong>Spectators</strong> read blogs, watch peer-generated videos, and listen to podcasts.</td>
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<tr>
<td>Young Teens (12 to 17)</td>
<td>49%</td>
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<td>59%</td>
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<td>Generation Y (22 to 26)</td>
<td>54%</td>
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<td>Generation X (27 to 40)</td>
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<td><strong>Inactives</strong> are online but don’t yet participate in any form of social media.</td>
<td></td>
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Data: Forrester Research
The Sharing Economy
Being More Flexible
Being More Open to Risk
Being Open to a Mosaic of Solutions
Your Five Year Plan?

Who Are You Targeting?
Results and Impact

Information

Noun

Inform

Verb

Informed
It is time to stop talking about removing some of the sacred cows of ILL and just do it?
Sacred Cow #1

ILL can add value by giving personal service.
Happy Cow #1

Get out of the way!
Sacred Cow #2

Users mostly want text items in fulltext and for free.
Happy Cow #2

Let the users decide.
Sacred Cow #3

We must track our net-lender and net-borrower status.
Happy Cow #3

SHARE!

(Most are surprised at how different their conclusions are from the actual data.)
Sacred Cow #4

We have control over what happens, especially with students and the powerless.
Happy Cow #4

Get over yourself.
You don’t.
The user gives you the power.
Sacred Cow #5

We own our metadata and catalogue records and therefore have the right to control access.
Happy Cow #5

Can you say cognitive dissonance?

We don’t want unbalanced copyright, DRM, etc. unless we profit!
Sacred Cow #6

We can build interoperability.
Happy Cow #6

Yes we can. But we need to give stuff up to make this stuff happen.

Yes – some of our policies have a level of AR/OC that could reach an APA definition of psychological dysfunction.
Sacred Cow #7

Digitization is expensive.
Happy Cow #7

Not always.

Storage is cheaper than dirt (Roy Tennant)
Sacred Cow #8

ILL/RS is a separate operation from reference, circulation, collection development, technical services,…
Happy Cow #8

The powerful pay-offs are in the synergies and teamwork.
Sacred Cow #9

The world of technology and software and the Internet will stabilize soon.
Happy Cow #9

You’re dreaming.
Sacred Cow #10

Our suppliers are stable.
Happy Cow #10

Sorry, nope.

Amazon buys Abebooks/LibraryThing

Ex Libris (and SFX) gets new owners

Serials Solutions does eBooks
Sacred Cow #11

We have to make it clear to the user that this takes time and effort.
Happy Cow #11

Get over yourself. Most people only acknowledge the letter carrier at Christmas, if that.
Sacred Cow #12

Libraries are good and pure and others are evil. We do what we do for their own good.
Happy Cow #12

Ha!

Libraries are neither particularly cooperative or collaborative. Can we take consortia to the next level?
We librarians must learn that when we study something to death, *Death was not our original goal.*
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
"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
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