Building Capacity for Change: Transforming Our Associations and Libraries

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Slides

These PPT slides will be at:
Stephen’s Lighthouse
http://stephenslighthouse.sirsidynix.com
The world is going to change with or without you...

Get ready!
Libraries & Associations are Social Institutions
The Sharing Economy
Social Graph Platform Wars

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

YouTube?

Bebo

Facebook
("Rebel Alliance?")

LinkedIn

Hi5

MySpace
("Clone Army?")

Gmail?

iGoogle

Friendster

Orkut

RockYou

Flixster

Slide?

iLike

Photobucket

Widgets

Gigya

ClearSpring

Widgetbox

FB apps

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


★ = announced Platform / API
☆ = unannounced Platform / API
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?
Retail Sales Down?  NO
Titles Down?  NO
Circulation Down?  NO
Reading Down?  NO
Teen Reading Down?  NO
Don’t be a Format Bigot
We Care About Our Culture(s)
Elements of the Web’s Next Generation

- Hard to Recreate Data
- Enrichment & Annotation
- Copyrighted & IP Content
- Unique Formulas

Software That Gets Better The More People Use it

Face
- HTML
- JavaScript

Services (API)
- RSS
- REST

SOAP
- XML

user control
- Mash-up
- Two-way interaction

World-Wide Web

people
- blogs
- wikis
- VOIP

Source: http://web2.wsj2.com
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

**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)

**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
    - twitter
  - facebook
    - facebook
  - flickr
    - flickr
So what should Libraries and Associations be paying attention to?
Mobile
Presence Management
Tagging delicious
FOUR

Scrapbooking

zotero
Personal Homepages
Microblogging
Social Content
Private Social Networking

Ning

plaxo

LinkedIn
e-Books and Devices
Personal Homepages
Cloud Software
RSS Groups and Readers

Bloglines
SIXTEEN

iTunes, MP3

iTunes 7
Streaming Media
SEO and GIS
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