Library Challenges: The BIG Stuff

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My Aussie Friends
State Library of Queensland

http://www.flickr.com/photos/katie_hannan/615283599/
Retail Sales Down? NO
Titles Down? NO
Circulation Down? NO
Reading Down? NO
Teen Reading Down? NO
Academia? ?
Will Reading Matter?
Can We Invent the Future?
The world is going to change with or without you...
Get ready.
This is what 2.0 means.

things you can do

people you know
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 unlimited fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Registries and SaaS
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, filters, blacklisting, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
What’s Normal (or are you behind)?

Figure 1. Hype Cycle for Emerging Technologies, 2008

- RSS
- Blogs
- YouTube
- Social Networks
- Tagging
- Facebook
- MySpace
- Wikis
- SEO
- GIS

Years to mainstream adoption:
- ○ less than 2 years
- ● 2 to 5 years
- ● 5 to 10 years
- △ more than 10 years
- × obsolete

Source: Gartner (July 2008)
Resist the library culture of poverty, victimization, risk aversion, and passive resistance
The Dynamics of Crossing the Chasm

Early Adopters (13.5%)

Early Majority (34%)

THE CHASM

Innovators 2.5%

Innovators 2.5%

Alex Iskold for Read/WriteWeb
Miss Rogue's Currently Frustrating Chasm Dialogue
circa 2006

1. You are here
   z. And you should be trying to enter here...
   Innovators Early Adopters

2. So, instead, you get nowhere.

3. But you are overly concerned about being here
   Early Majority Late Majority Laggards
Technology Adoption Life Cycle

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

- **Earliest Markets**
  - Visionaries: Get ahead!
  - Techies: Try it!

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

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

**Innovators**: 2 1/2%

**Early Adopters**: 13 1/2%

**Early Majority**: 34%

**Late 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
- Telling others of progress
- Publishing in any way
The Novelty Curve

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The Sharing Economy
So what should Libraries be paying attention to?
The User-Centered Universe
Be More Open to New Paths
Be More Open to the Users’ Paths
A few things to do right away

Or maybe Monday when you get home.
The Time is NOW!

We absolutely must learn that when we study things to death, that death was not our original goal.

The risk today is in inaction and in not moving forward fast enough
Start Your Mobile

Up 30% in Q2/08
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.

- 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)
Confirm Your Presence

CONFIRM YOUR PRESENCE

Oh my dear! These are so busy times. I have so many things to do. I don’t know what I should do first.

Busy times.

First I should Twitter about this.
Be Where Your Users Are
How does your presence appear?
Personal, Professional, Departmental, Institutional
Get Good at The Cloud

Yahoo!

AOL

Microsoft

News Corporation

Facebook

Zotero

Zoho Docs

delicious

Google Chrome
Play at e-Books
Get Serious on Literacy
Get Serious about eLearning

Blackboard

Angel Learning

Sakai
Care About Our Cultures
Just Expand
Okay, so there’s no way this video’s going viral. Do you think the client would settle for going fungal?
Get Real About Next Generation Content

- 150,000,000 eBooks within the planning horizon
- Article and chapter level text economy
- Emergent merger of audio, video and text and search engine support
- User created content, preprints, data, born digital, web only
- Curating behavioural data
We Influence – Get Political

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

Check out the Olympics
Two Kinds of Librarians
Humans are our Competitive Edge

If we evolve
Being Open to Lifelong Learning
METABOLISM

The slower it gets,
the faster it catches up with you.
Our Careers Have Seasons
Be Important

EXPENDABILITY

Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
A Third Path
“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
Honest to G*d – Have Fun
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