Reality 2.0: Transforming Ourselves, Our Associations and Our Enterprises

SLA Long Island, Sept. 18, 2008
Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President,
Innovation, SirsiDynix
Chief Strategist,
SirsiDynix Institute
What does Transformation Mean?
Found New World Order

Your new world order is installed and ready to use.
CHANGED PRIORITIES AHEAD
Librarian Magic
What Does Boundarylessness mean?
• When something needs change…

• Do it.

• Take responsibility
What Commitment Does It Take?
The world is going to change with or without you...

Get ready.
• You can’t wait for everyone to change at once.
Let’s Look At the Supposed Limits to the Future

The Future

NEXT EXIT
Happily, There Are None.
Or, sadly, there are a lot.

- National Debt and National Borrowing
- Sub-prime Mortgage Crises
- Bankruptcies …
- Gold Prices
- Oil Prices
- War and Famine
- Ignorance and Prejudice
- Globalization
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Technolust
Last year
4 trillion dollars gone
The Perfect Storm?

• Facebook gets a $750,000,000.00 equity investment from Microsoft and two equity capital firms.
• Facebook introduces social ads last month on top of their F8 development platform (Beacon)
• Google heads past 10,000 licensed traditional publishers
• Google adds new libraries all the time to Google BookSearch and last week’s API.
• Google heads past $700.00 a share during a market drop. Buys Sprint??
• MySpace acquires Dow Jones and the Wall Street Journal and soon more.
• Thomson acquires Reuters.
• Google announces that MySpace, Bebo, Engage.com, Friendster, hi5, Hyves, imeem, LinkedIn, Ning, Oracle, Orkut, Plaxo, Salesforce.com, Six Apart, Tianji, Viadeo, and XING have joined Google OpenSocial - their new "open" platform for development anywhere. Yahoo! Joined too.
• MySpace, Facebook and Google Cooperate on identity! OpenID
• Google introduces Google OpenMobile Open Handset Alliance / Android development platform
• The Canadian dollar has soared past the US $ and then dropped
• And the first US Boomer applied for their pension in November 2007.
• Strap yourself in, 2009 is going to be a fine ride. Enjoy.
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.
Stuff Will Change Much 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!!
- Pocket-sized devices will dominate
- Your avatar will parallel your life by IBM
Our Careers Have Seasons
Library culture of poverty, victimization, risk aversion, and passive resistance
How Can Your Career Have No Borders?
Global Change (China, India, EMEA)
Preparing Ourselves for the economy that will be
Being More Open to Comment
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
Can We Invent the Future?
Being More Open to Criticism and Feedback
Being More Open to Recommendations
Being More Open to Change
50 Reasons Not To Change

I'm not sure my boss would like it.
It's too expensive.
It's too ambitious.
We don't have the equipment.
It's impossible!

We'll catch flak for that.
No one asked me.
We didn't budget for it.
I don't have the authority.

That's someone else's responsibility.
It won't fly.
It's not my responsibility.
We can't take the chance.

It's too complicated.
No es mi problema.
It will take too long.
It's hopeless.

We've always done it this way.
We don't have consensus yet.
It can't be done.
They won't fund it.

It's too political.
We're doing it as it is.
It's not my job.
It needs more thought.

We tried that before.
It's contrary to policy.
We have too many layers.
Another department tried that.

It's too radical.
We're waiting for guidance on that.
It won't work in this department.

It's not our problem.
There's too much red tape.

This is just a fad.
It needs committee study.
There's no clear mandate.
It will never fly upstream.

Maybe.
Maybe not.
We've never done that before.
Mo se puede.
¡Nunca pasará!

Me falta ánimo.
They don't really want to change.
It's too visionary.
Change?
Focus?
Focus on the Journey
Being More Open
Experimentation, Pilots and Innovation
Social Graph Platform Wars

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

Facebook
("Rebel Alliance"?)

MySpace
("Clone Army"?)

Photobucket

Gmail?

iGoogle

Friendster

Bebo

Orkut

Hi5

LinkedIn

Flixster

Slide2

iLike

Facebook Apps

Social Media

Gigya

ClearSpring

Widgetbox

Widgets

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

★ = announced Platform / API
★ ★ = unannounced Platform / API
Being More Open to Social Networks, Content, Access and …more
Social Systems

me.

LinkedIn
Twitter
Facebook
Slideshare
 Delicious
 Blog
http://www.flickr.com/photos/nessman/2590572476/
Technology Adoption Life Cycle

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

- **Mainstream Markets**
  - Early Majority: 34%
  - Late Majority: 34%

- **Early Markets**
  - Innovators: 2 1/2%
  - Early Adopters: 13 1/2%

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

- **Visionaries:** Get ahead!
- **Techies:** Try it!
The new Web 2.0 era distribution models remain largely untapped.
Be Where Your Users Are
Get Good at The Cloud
MAP OF ONLINE COMMUNITIES AND RELATED POINTS OF INTEREST

GEOGRAPHIC AREA REPRESENTS ESTIMATED SIZE OF MEMBERSHIP

(Spring 2007)

(Not a complete survey. Sizes based on best figures I could find, but involved some guesswork. Do not use for navigation.)
### What people are doing

- **Creatives**: publish Web pages, write blogs, upload videos to sites like YouTube.
- **Critics**: comment on blogs and post ratings and reviews.
- **Collectors**: use Really Simple Syndication (RSS) and tag Web pages to gather information.
- **Joiners**: use social networking sites.
- **Spectators**: read blogs, watch peer-generated videos, and listen to podcasts.
- **Inactives**: are online but don’t yet participate in any form of social media.

### Who participates (U.S. online users)

<table>
<thead>
<tr>
<th></th>
<th>Young Teens 12 to 17</th>
<th>Youth 18 to 21</th>
<th>Generation Y 22 to 26</th>
<th>Generation X 27 to 40</th>
<th>Young Boomers 41 to 50</th>
<th>Older Boomers 51 to 61</th>
<th>Seniors 62+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creatives</td>
<td>34%</td>
<td>37%</td>
<td>30%</td>
<td>19%</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Critics</td>
<td>24%</td>
<td>37%</td>
<td>34%</td>
<td>25%</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Collectors</td>
<td>11%</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Joiners</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>15%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Spectators</td>
<td>49%</td>
<td>59%</td>
<td>54%</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Inactives</td>
<td>34%</td>
<td>17%</td>
<td>21%</td>
<td>42%</td>
<td>54%</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
</table>

*Data: Forrester Research*
The Sharing Economy
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?
Being More Flexible
Being More Open to Risk
Being Open to Ambiguity
I've got my tinfoil hat on
Be
More
Open
to
Technology
and
Unintended
Consequences
Your Personal Five Year Plan?
Information
Noun
Inform
Verb
Informed

Results and Impact
Retail Sales Down? NO

Titles Down? NO

Circulation Down? NO

Reading Down? NO

Teen Reading Down? NO
Will Reading Matter?
Don’t be a Format Bigot
This is normal
Device Agnostic & DRM Wars
Everything’s getting smaller
A
Mainly
Mobile
Focus
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
- Facebook
- Flickr
- Networking
- Learning / Professional Development
- Influence / Lobbying / Public Education
- Selling Stuff (You gotta survive!)
Association
Expectations 2.0

• Connect me – to information, to other members, to influencers, to staff
• Deliver an ecology where I can learn
• Deliver an experience that engages
• Let my voice be heard
• Be there virtually and physically
Supporting the Tradition

• Membership Growth
• 2009 Centennial
• Strategic Alignment Research
• A New AMS! Yay, eventually.
• E-learning accreditation (IACET) and learning partnerships
• Special partnerships, e.g. SIIA, ASAE, InfoToday, educators
Traditional Value

- Units – chapter, divisions, caucuses
- Leadership opportunities
- Professional development

- Publications
- Discussion Lists
- Influence, educating influencers
METABOLISM

The slower it gets, the faster it catches up with you.
What Commitment Does It Take?
Studying the Future

- The Strategic Alignment Project
  - Study influencers
  - Study Us
  - Technology Forecast
- The March 2008 Board Long Term Strategy Retreat
Your Website

Welcome to SLA!
Through innovative learning, successful networking, and effective advocacy, SLA is a connective force for our profession.
Click here to join now!

Upcoming Events
- Nominate 2008 BOD
- 2008 Leadership Summit
- Events Calendar
- What's New at Click U
- Course of the Month
- 2007 Research Grant

Membership 101
- NEW - Update Your Information
- Connect with Units
- Change/Add a Unit
- Info Pro... What's that?

Useful Resources
- 2007 SLA Annual Salary Survey now available!
- 2008 Member Volunteer Opportunities
- SLA Feed Reader
- Membership Directory
- New SLA Wiki

SLA NEWS
- New Certificate in Copyright Management offered by SLA's Click University®
- SLA Announces Survey Results Showing Salary Increases

Career Center
- Job Seekers
- Search Jobs
- Post Resume
- Virtual Advisors
- Latest Opportunities
- Articulation and Information

CLICK UNIVERSITY

Researching Patent and Trademark Information: Part 2
Trademark Information
January 23, 2008
2:00 pm - 3:30 pm

Presented: Daniela Barbosa, Dow Jones Client Solutions
Your Education Partner

Try the Click U Course of the Month at NO CHARGE to Members!

New To Click U: 2008

2008 Click U Live! Event Calendar Now Available

Get a head start on planning your professional development and learning opportunities in 2008 by reviewing the Click U Live! 2008 event calendar. [learn more...]

CI Certificates Program Graduation

SLA hosted the final course of the 2007 CI Certificates Program in November and held a graduation ceremony for the first class of SLA members to complete a full certificate in Competitive Intelligence from Click U. Congratulations to all of our graduates! [learn more...]

Knowledge Management Certificates Program

2008 Click U Live! Event Calendar Now Available

[2008 Click U Live! Event Calendar Now Available]
CLICK University

• CI Certificates Program Graduation
• Knowledge Management Certificates Program
• Certificate in Copyright Management
• Certificate in Competitive Intelligence
• Career Center
• Gary Price’s Research Tool Box
• Annual Conference Delivered!
• Professional Improvement Libraries: A La Carte Pricing
• Course of the Month Course of the Month
• Leadership & Management Library (Almost 1,000 books)
• 25% Student Member Discount
• University of Toronto: Professional Learning Centre
• IACET Recognition
Leadership & Management Library
execuBooks Summaries

The Game-Changer
How You Can Drive Revenue and Profit Growth with Innovation
By A.G. Lafley and Ram Charan
Published by Greenes Business, 2000
ISBN 9780362288176

Introduction
Winning 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 something one does not often do. Long gone are the days of innovation on the product level. Today's companies must work on the company level as well.

The current trend is to think of innovation as something that happens outside the company. Innovation is all about internal connections, the way companies innovate. It starts with the need to create a new product or service, and then the company must look at what it can do outside the company. It starts with the need to create a new product or service, and then the company must think about how it can make internal connections to make innovation happen.

The more connections, the more ideas: the more connections, the more solutions. And because what gets measured gets managed, Lafley envisioned a goal that not only would improve the company's financial performance, but also would improve the company's customers' experience. The goal was to increase the company's revenue growth rate by 10%.

Buy the Full Book!

Zenobia: The Curious Book of Business
A Tale of Triumph Over Yes-Men, Cynics, Hierarchy, and Other Corporate Killjoys
By Matthew Greenwald and Seth Kaynert
Published by Greenes Business, 2006
ISBN 9781617547398

Introduction
Zenobia is a mythical place, a once-prosperous business giant that has become a victim of its own internal dynamics. The story tells of Zenobia's downfall and the attempts to save the company from its internal woes.

Zenobia, a young, ambitious job seeker who has not yet been trusted with success and power. The story tells of her ability to see the company's potential and to make strategic changes that will save it. She must learn to rely on creativity, imagination, and teamwork, as well as taking personal risks, just to make it to Room 153 where her job interview will take place.

For those who want everyone else already employed there — Zenobia represents an opportunity for corporate adventure, a place where imagination and ingenuity can span the most extraordinary ideas. While Zenobia struggles under the weight of its current employee hierarchy, it simultane-
ously offers incredible opportunities for someone who takes risks and thrives on exploring new paths and who sees the endless possibility in the environment and people around her.

Buy the Full Book!
Innovation for Units

- Discussion Lists
- Websites
- Blogs
- Social Networks
- Wikis
- Surveys
- Conferencing
- Community software
Atomic Learning

• Access to over 25,000 software training movies for a calendar year
• Access to all additional tutorials added throughout the year. 500 or more new tutorials are added every 45 days.
• Just-in-time software training
• Valuable educational resources
• Online Newsletter and Tech Tips
**Wikipedia** defines a **Blog** as -

A website where entries are written in chronological order and commonly displayed in reverse chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (artblog), photographs (photoblog), sketchblog, videos (vlog), music (MP3 blog), audio (podcasting) and are part of a wider network of social media. Micro-blogging is another type of blogging which consists of blogs with very short posts.

Below are YouTube videos of three popular blogging sites:

**WordPress:**

![WordPress Video](image1)

**BlogRovR:**

![BlogRovR Video](image2)

**TypePad:**

![TypePad Video](image3)
SLA operates several Web logs, or blogs, where members can catch up on topical information and leave comments. A list of the open blogs is below:

<table>
<thead>
<tr>
<th>SLA &amp; SLA Unit Blogs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLA Blog</td>
</tr>
<tr>
<td>INFO X - The CEO’s Blog</td>
</tr>
<tr>
<td>Solos Helping Solos Blog</td>
</tr>
<tr>
<td>Impact: Leadership &amp; Management Division Blog</td>
</tr>
<tr>
<td>Information Technology Division</td>
</tr>
<tr>
<td>IT Blogging Section</td>
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<tr>
<td>Government Information Division</td>
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<tr>
<td>Kentucky Chapter</td>
</tr>
<tr>
<td>Bio Med Division/Systems Thinking Perspective</td>
</tr>
<tr>
<td>Pharmaceutical &amp; Health Technology Division/Position Profiles</td>
</tr>
<tr>
<td>IPANDA Net</td>
</tr>
<tr>
<td>Chapter Modeling Task Force</td>
</tr>
<tr>
<td>Remembering Frank Spaulding</td>
</tr>
<tr>
<td>SLA 2006 Conference Blog</td>
</tr>
<tr>
<td>SLA 2005 Conference Blog</td>
</tr>
</tbody>
</table>

SLA invites units to create their own blogs on SLA’s service through
# 2007 Salary Survey & Workplace Study

The 2007 SLA Salary Survey & Workplace study is available! [Click here to purchase.]

## 2007 Salary Survey Results

### 2007 Basic Annual Salaries:

<table>
<thead>
<tr>
<th>Region</th>
<th>10th</th>
<th>First</th>
<th>Median</th>
<th>Third</th>
<th>90th</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td></td>
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</tr>
<tr>
<td>United States</td>
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<tr>
<td>United Kingdom</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Other Europe</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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**Blogs**

- SLA-IT
- Mobile Phone
- Projectors
- Gov Information Division
- Pew Survey: Finding Government-Related Information
- IT Blogging Section
- New Year’s Resolution: Blog more!
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.
It's Not Very Old
1/16/2008 9:23:39 PM

All these things we depend on are truly quite young.

This month marks the 25th anniversary of TCP/IP. It was co-invented by our SLA Seattle Conference keynote Vinton "Vin" Cerf.

So TCP/IP is about as old as a university grad just starting out today.

I put up my first website at the end of 1994 based on 1992 CERN stuff. It was awful. The Canadian government went on the web in 1995 about the same time as America Online started offering internet access.

So websites are about 14. Wow - all set for an exciting high school career.

It is joined by browsers that started out in about 1993.

Just getting to sophomore year.

Just recently we noticed that Google’s domain name was 10 years old but the search service is only about nine.

So Google style searching is only in about grade five.

Last week, Wikipedia turned 7 or 8. So it is in Grade 4.

Blogs started in about 1998 but really blossomed in 2002.

So they’re ten too and join Wikis in grade four homeroom.

MySpace is from 1999.

A sturdy 8 year old. Grade 2 is fun.

Delicious tagging started in 2003.

So it’s four and entering junior kindergarten.
23 October 2006 Press Release

Contact:
Cara Battaglini
+1.703.647.4917
cara@sla.org

SLA Partners with NewsGator to Deliver Free Customized RSS Feeds to Info Pros

Alexandria, Virginia, USA, 23 October 2006 - The Special Libraries Association (SLA) announced today that it has partnered with NewsGator to launch an online service that delivers RSS (Really Simple Syndication) feeds to the desktops of thousands of information professionals. This exclusive service is free only to members of SLA, and is available at www.sla.org as part of the SLA News Connections.

"Access to online content is nothing new to our community," said Janice R. Lachance, Chief Executive Officer of SLA. "Access to real-time RSS feeds, however, is new to the business world, and we saw this as an opportunity to expose our members to a practical solution through their SLA experience. We are thrilled that NewsGator has delivered this wonderful service for SLA and the global community of information professionals."

SLA News Connections now includes access to open Web content driven by NewsGator's reader. Members of SLA can access the content through the "Resources" tab on the SLA home page. Newsgator is also offering free educational Webinars and a special SLA member discount on their solutions for businesses. More information is available in the News Connections area.
Energizing SLA

• Volunteer Project for Participation
• The Innovation Laboratory (Software, Wikis, Flickr, Blogs, social tool and more)
• Student Initiative
• Learning 2.0 – 23 Things in 15 Minutes a Day

SLA

• Seattle Conference Twitter
• Social Networking Pilots (Find me on Facebook and Ning)
• The Testimony Project
• Second Life for SLA Orientation
SLA in SL
Just for fun
Me
2.0 is about play
A Key Intervention
23 Learning 2.0 Things

- **Week 1: Introduction** (official start after Seattle Conference)
- **Week 2: Blogging**
- **Week 3: Photos & Images**
- **Week 4: RSS & Newsreaders**
- **Week 5: Play Week**
- **Week 6: Tagging, Folksonomies & Technorati**
- **Week 7: Wikis**
- **Week 8: Online Applications & Tools**
- **Week 9: Podcasts, Video & Downloadable audio**
Learning 2.1
Technology Petting Zoos
Technology Scholars
5 Weeks to a Social Library

The Internet Can Change Your Life

Sirsidynix Institute, WebJunction, OPAL, etc.
Build a Petting Zoo

• Real devices: iPods, MP3 players, video, smart phones, texters, etc.
• Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
• Gaming stations
Build a Sandbox
Personal Play

• GO2WEB20.net
• The Complete Web 2.0 Directory
• http://go2web20.net/
It can’t work without you

Your Ideas?
Innovate in 2008

SLA
Connecting People and Information
Collegiality
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
EXCUSES
Turning Excuses in Reasons

And Reasons into Plans
Remove the Borders Inside SLA

Be the Change We Want to See
Remove the Borders In the Library Community

Be the Change We Want to See.
Remove the Borders Between SLA and Members

Be the Change We Want to See.
Be The Change We Want to See

Remove the Borders Between Librarians and Influencers
Be Inspirational
Be Important

EXPENDABILITY

Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
Put Your Meat In The Game
Know What Makes Us (and You) Different
Find Our Voice and Use It
Be More Open to New Members
Honest to G*d – Have Fun
Being Open to Standing Out
Have Some Fun
We librarians must learn that when we study something to death, *Death was not our original goal.*
“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
Remember:
Your Member ID and Password Unlocks a World of Value
Slides

• These PPT slides will be at my blog ‘Stephen’s Lighthouse’

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http://stephenslighthouse.sirsidynix.com