Reality 2.0:
Transforming Ourselves, Our Associations and Our Enterprises

SLA Alabama, Oct. 1, 2008
Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President,
Innovation, SirsiDynix
Chief Strategist,
SirsiDynix Institute
What does Transformation Mean?
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
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
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
WORRY TANK

What if it doesn't work?

What if it all blows up in our face?

What happens if it works... all too well?

What if somebody sues?

What happens ten years down the line?

Then what?
How Can Your Career Have No Borders?
Global Change (China, India, EMEA)
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 ambitious.
- We don't have the equipment.
- It's impossible!
- I don't have the authority.
- It's too expensive.
- We'll catch flak for that.
- No one asked me.
- We didn't budget for it.
- That's someone else's responsibility.
- We've always done it this way.
- It won't fly.
- It's too complicated.
- What's in it for me?
- They won't fund it.
- It's too radical.
- We don't have consensus yet.
- It can't be done.
- It's contrary to policy.
- We have too many layers.
- There's too much red tape.
- We're doing OK as it is.
- It's not my job.
- It needs more thought.
- Another department tried that.
- It's not our problem.
- We tried that before.
- It's against tradition.
- They're too entrenched.
- We're waiting for guidance on that.
- It won't work in this department.
- This is just a fad.
- There's not enough time.
- It needs committee study.
- There's no clear mandate.
- It will never fly upstairs.
- Me falta ánimo.
- They don't really want to change
- It's too visionary.
- Maybe. Maybe not.
- We've never done that before.
- I'm all for it, but . . .
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"?)

* = announced Platform / API
☆ = unannounced Platform / API

Platform Wars insanity: Dave McClure, 12/12/07
Being More Open to Social Networks, Content, Access and …more
Social Systems

- Delicious
- LinkedIn
- Twitter
- Blog
- Facebook
- Slideshare

me.
http://www.flickr.com/photos/briansolis/2735401175/
Technology Adoption Life Cycle
Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology.

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

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

- **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)

Be Where Your Users Are
Get Good at The Cloud

Yahoo!

AOL

bebo

Google

Microsoft

News Corporation

MySpace

Facebook

Zotero

Zoho Docs

delicious

Google Chrome
Map of Online Communities and Related Points of Interest

Geographic area represents estimated size of membership.

Map created by: [Artist's Name]

NOT A COMPLETE SURVEY. SIZES BASED ON BEST FIGURES I COULD FIND, BUT INVOLVED SOME GUESSTWORK. DO NOT USE FOR NAVIGATION.

Spring 2007
### What people are doing

- **Creatures** publish Web pages, write blogs, and 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>Age Group</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>Creatures</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

Chart by Ann Cheff
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?
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
Watch the Next Steps
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

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
ACRLISTS Poster Session 6/30/2008
• 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.
Studying the Future

• The Strategic Alignment Project
  – Study influencers
  – Study Us
  – Technology Forecast

• The March 2008 Board Long Term Strategy Retreat
Your Website
Your Education Partner

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
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
The Game-Changer
How You Can Drive Revenue and Profit Growth with Innovation
By A.G. Lafley and Ram Charan
Published by Green Business, 2000
ISBN 0787967173
!

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 profit. What's different is how to do it.
The first way to win in today's world is through innovation. But innovation has often been left to technical experts or perceived as something only large, established companies can do. This is not true. The keys to innovation are simple: define a clear strategy, build the right organization, and measure innovation. The three pieces are not always compatible, but they are. The challenge is to do them all at once.

Zenobia: The Curious Book of Business
A Tale of Triumph Over Yes-Men, Cynics, Hypesters, and Other Corporate Killjoys
By Matthew Greenside and Joel Kaye
Published by ExecuBooks, 2006
ISBN 0787967173
!

Introduction
Zenobia is a mythical place, a once-great business giant that has become a victim of its own internal conflicts. The book tells the story of how Zenobia was founded and how it grew to become a giant in its field. The story is then told of how Zenobia was taken over by a group of outsiders who were able to turn the company around. The book ends with a lesson for today's business leaders:

Conceive a Plan and Prepare for Adulcide
As the entire Zenobia, Moka is determined to use beyond the snippet of what simply the "it" (a) the possibilities of what "it" could be. The meets a variety of very creative characters - Zenobia all of whom represent various elements in her life: in her job, by her own training, and through the corporate "jungles." The book is a guide to surviving through the eyes of a Zenobia employee, and it is a guide to the many ways to turn her company into a successful one.

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: [Link to YouTube video]

Blogger: [Link to YouTube video]

TypePad: [Link to YouTube video]
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>
</tr>
<tr>
<td>Government Information Division</td>
</tr>
<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:

- **Canada**
- **United States**
- **United Kingdom**
- **All Other Europe**

<table>
<thead>
<tr>
<th>Salary</th>
<th>Respondent</th>
<th>10th</th>
<th>First</th>
<th>Median</th>
<th>Third</th>
<th>90th</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
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
2.0 is about play
A Key Intervention

PLCMC Learning 2.0

Expanding Minds, Empowering Individuals, Enriching the Community
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
Collegiality
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
Turning Excuses into 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.*
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
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’

http://stephenslighthouse.sirsidynix.com
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