Building Capacity for Change: 25 Technologies Transforming Libraries

Stockholm, Sweden
Oct. 6, 2008
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President 2008, SLA
Vice President, Innovation SirsiDynix
Chief Strategist, SirsiDynix Institute
<table>
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<tr>
<th>Stephen Abram</th>
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<tr>
<td>CLA, OLA, SLA, ITAC, IFI</td>
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<tr>
<td>U of Toronto, San Jose State, Clarion Univ., NELI</td>
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<td>Stephen’s Lighthouse blog</td>
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Out Front with Stephen Abram
A Guide for Information Leaders

Stephen Abram
These PPT slides are at:

Stephen’s Lighthouse

http://stephenslighthouse.sirsidynix.com

And Jaap is Livestreaming this.
Can We Predict the Future and Invent New Paradigms?
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 Infinite fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
Resist the library culture of poverty, victimization, risk aversion, and passive resistance
The Dynamics of Crossing the Chasm

Innovators 2.5%

Early Adopters (13.5%)

Early Majority (34%)

Early Adopters (13.5%)

Innovators 2.5%

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

1. You are here
2. And you should be trying to enter here...

3. But you are overly concerned about being here

4. So, instead, you get nowhere.
Technology Adoption Life Cycle

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

- **Early Markets**
  - Innovators: 2 1/2%
  - Early Adopters: 13 1/2%
  - Techies: Try it!
  - Visionaries: Get ahead!

- **Mainstream Markets**
  - Early Majority: 34%
  - Early Adopters: Stick with the herd!
  - Pragmatists: Hold on!

- **Late Market**
  - Late Majority: 34%
  - Conservatives: Hold on!
  - Skeptics: No way!

- **Laggards**: 16%
The new Web 2.0 era distribution models remain largely untapped
• 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
• Communities
• Telling others of progress
• Publishing in any way
Web/Library 2.0

Figure 1. Hype Cycle for Emerging Technologies, 2008

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<th>Technology Trigger</th>
<th>Peak of Inflated Expectations</th>
<th>Trough of Disillusionment</th>
<th>Slope of Enlightenment</th>
<th>Plateau of Productivity</th>
</tr>
</thead>
</table>

- Technology Trigger:
  - Context Delivery Architecture
  - Erasable Paper Printing Systems

- Peak of Inflated Expectations:
  - Social Computing Platforms
  - Video Telepresence
  - Solid-State Drives

- Trough of Disillusionment:
  - Public Virtual Worlds
  - Web 2.0
  - Service-Oriented Business Applications
  - Virtual Assistants
  - RFID (Case/Pallet)

- Slope of Enlightenment:
  - Tablet PC
  - Electronic Paper
  - Wikis
  - Social Network Analysis
  - Idea Management
  - Corporate Blogging

- Plateau of Productivity:
  - Basic Web Services
  - Location-Aware Applications

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

Source: Gartner (July 2008)
The Novelty Curve

I can't live without this

I think I'm in love

This looks interesting

I'm telling all my friends

Hm. Haven't used in several weeks

Are you still here?

I've moved on. You should too.
The Sharing Economy
Social Graph Platform Wars

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

Facebook
("Rebel Alliance" ?)

MySpace
("Clone Army"?)

Photobucket

Gmail?

iGoogle

LinkedIn

Hi5

Friendster

Bebo

iLike

RockYou

Flixster

SlideX

SocialMedia

Widgets

ClearSpring

Gigya

Widgetbox

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?
Blog it
PDF it
Stream it
RSS it
Discuss it
...!
Don’t be a Format Bigot
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)

Joe Murphy  Yale Science Libraries  joseph.murphy@yale.edu
ACRL2008 Poster Session 6/30/2008
So what should Libraries be paying attention to?
The User-Centered Universe
ONE

Mobile
Two

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

First I should Twitter about this.
THREE

Tagging

delicious
Personal Homepages
Portals, Portlets, Mashups
Microblogging
Social Content
Eight

Public Social Networking

orkut beta
facebook
bebo
mixi
myspace.com
Private Social Networking

NING

plaxo

Ning

LinkedIn
Social Networking Integration
e-Books and Devices
eLearning
Cloud Software
FIFTEEN

RSS Groups and Readers

Bloglines

Google Reader

NewsGator
iTunes, MP3
Podcasts & Screencasts
Streaming Media

Did you see the Tech Olympics?
Okay, so there’s no way this video’s going viral.
Do you think the client would settle for going fungal?
SEO and GIS
Federated Search
Custom Search
Next Generation Content

- 150,000,000 eBooks
- Article and chapter level text economy
- Emergent merger of audio, video and text
- User created content, preprints, data, digital only
- Curating behavioural data
TWENTY THREE

DRM
Virtual Worlds

Second Life
Google Lively
There
Humans as the Competitive Edge
LIBRARY 2.0 MEME MAP

Library
that fits
that suggests
that learns
that gathers
that combines
that organizes

Library that LETS
The library invites participation
OPAC
- Federated search
- RSS for cataloging records & search results
- Records tagging
- User reviews

STAFF
Creation of an Emerging Technology Committee

Integration with (e) learning environment

Library is a framework for integrating change into all levels of library operations

The library has no barriers

The library is human

The library is everywhere

Patron 2.0 = from content consumer to content creator

THE PHYSICAL LIBRARY
Loud spaces for collaboration & conversation
Mobile devices for users

1. User-centricity
2. Technology-savvy environment
3. Reaching of the patrons long tail
4. Content for more than one device
5. Component-based software, not monolithic ILS
6. Constant change
7. Use of Web 2.0 apps and services
8. Open standards

Social computing apps to meet users' needs when, where and how they need it

The library uses flexible, best-of-breed systems
Some ideas are just bad
Two Kinds of Librarians
Our Careers Have Seasons
METABOLISM

The slower it gets, the faster it catches up with you.
SLA Studying the Future

- The Strategic Alignment Project
  - Study influencers
  - Study Us
  - Technology Forecast

- The March 2008 Board Long Term Strategy Retreat
SLA’s 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
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 best way to win in today's world is through innovation. But innovation has often been left to technical experts or perceived as something you can't control. Now, with the right focus on innovation, you can win.

Buy the Full Book!

© 2009 execuBooks inc.

summarizes the best books in business —
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
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:

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<tr>
<th>SLA &amp; SLA Unit Blogs</th>
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<tr>
<td>SLA Blog</td>
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<tr>
<td>INFO X - The CEO's Blog</td>
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<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>
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<tr>
<td>Pharmaceutical &amp; Health Technology Division/Position Profiles</td>
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<tr>
<td>IPANDA Net</td>
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<tr>
<td>Chapter Modeling Task Force</td>
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<tr>
<td>Remembering Frank Spaulding</td>
</tr>
<tr>
<td>SLA 2006 Conference Blog</td>
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SLA invites units to create their own blogs on SLA's service through
NewsGator Alliance

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.
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.
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
“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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