Next Generation Experiences: Transforming Libraries

O.H.D.U.G.
Ontario Horizon & Dynix Users Group

Stratford, ON Sept. 29, 2008
Stephen Abram, MLS, FSLA
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
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
PAST

FUTURE
Our Careers Have Seasons
Library culture of poverty, victimization, risk aversion, and passive resistance
WORRY TANK

What if it all doesn't work?
What if it all blows up in our face?
What if somebody sues?
What if it works all too well?

Then what?

ten years down the line?
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 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 will take too long.
It's hopeless.

We've always done it this way.
It's too complicated.
What's in it for me?
We can't take the chance.

It's too political.
We don't have consensus yet.
It can't be done.
It's not my job.

We're doing OK as it is.
We have too many layers.
We don't have the staff.
They won't fund it.

It's against tradition.
It needs more thought.
Another department tried that.
It's too radical.

We tried that before.
It's not our problem.
It won't work in this department.
It's too visionary.

There's too much red tape.
We're waiting for guidance on that.
They're too entrenched.
It needs committee study.

This is just a fad.
There's no clear mandate.
It will never fly upstairs.
[Untranslatable Spanish phrases]

Maybe. Maybe not.
We've never done that before.
I'm all for it, but...
Change?
Focus?
Focus on the Journey
something focus

eed to feel free

cant live my life

understand why

I want to feel

Being More Open
Experimentation, Pilots and Innovation
Social Graph Platform Wars

- YouTube
- Google
- Bebo
- Facebook
- MySpace
- LinkedIn
- RockYou
- Photobucket
- iGoogle
- Friendster
- Hi5
- Orkut
- Flixster
- Slide
t
- iLike
- Gigya
- ClearSpring
- Widgetbox
- Widgets
- FB apps
- SocialMedia
- FB apps
- FB apps
- FB apps
- FB apps
- FB apps
- FB apps
- Widgetbox

★ = announced Platform / API
★☆ = unannounced Platform / API

Platform Wars insanity: Dave McClure, 12/12/07
This is what 2.0 means.
Being More Open to Social Networks, Content, Access and …more
Libraries & Universities are Social Institutions
Scholars’ Citations Go Social
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
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)
The Dynamics of Crossing the Chasm

- Innovators 2.5%
- Early Adopters (13.5%)
- Early Majority (34%)
- Innovators 2.5%

THE CHASM

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

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

2. But you are overly concerned about being here

Technology Adoption Life Cycle

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

- **Innovators**: 2 1/2%
- **Early Adopters**: 13 1/2%
- **Early Majority**: 34%
- **Late Majority**: 34%
- **Laggards**: 16%

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

**Mainstream Markets**
- **Pragmatists**: Stick with the herd!

**Late Market**
- **Conservatives**: Hold on!
- **Skeptics**: No way!
The new Web 2.0 era distribution models remain largely untapped.
Be Where Your Users Are
Get Good at The Cloud

Yahoo!

AOL bebo

Microsoft

News Corporation

Facebook

zotero

ZOHO Docs

delicious

Google Chrome
(NOT A COMPLETE SURVEY. SIZES BASED ON BEST FIGURES I COULD FIND, BUT INVOLVED SOME GUESSSWORK. 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>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>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></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collectors</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>Joiners</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spectators</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>Inactives</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</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

How many are we already using?

Top 10 Most Influential web tools for the 2008 US elections

All FREE
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
Watch the Next Steps
This is normal
Device Agnostic & DRM Wars
Everything’s getting smaller.
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.

**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
ACRL/STS Poster Session 6/30/2008
Value

- Faceted Search
- OpenURL
- Federated Search

- Portals
- Portlets
- API’s
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
SLA in SL
Just for fun

Me
2.0 is about play
A Key Intervention

Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0
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
It can’t work without you

Your Ideas?
Collegiality
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
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 Folks
<table>
<thead>
<tr>
<th>Millennial Behaviours</th>
<th>Core Values</th>
<th>Personality Traits</th>
<th>&quot;Other&quot; Aspects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principled / Values</td>
<td>More Friends</td>
<td>More Diverse</td>
<td>Respect Intelligence</td>
</tr>
<tr>
<td>Optimistic / Positive</td>
<td>Internet Natives</td>
<td>More Choices</td>
<td>Format Agnostic</td>
</tr>
<tr>
<td>Balanced Lives</td>
<td>Adaptive / Flexible</td>
<td>Civic Minded</td>
<td>High Expectations</td>
</tr>
<tr>
<td>Collaborative</td>
<td>Nomadic</td>
<td>Gamers</td>
<td>Experiential</td>
</tr>
<tr>
<td>Independent</td>
<td>Confident</td>
<td>Direct</td>
<td>More Liberal and more conservative</td>
</tr>
<tr>
<td>Multi-taskers</td>
<td>Inclusive</td>
<td>Patriotic</td>
<td>Entrepreneurial</td>
</tr>
<tr>
<td>Healthy Lifestyle</td>
<td>Family Oriented</td>
<td>Graphical</td>
<td>Achievement Oriented</td>
</tr>
</tbody>
</table>

Credit: Richard Sweeney, NJIT
Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

Ira Quastor - 2006

Conducted under the auspices of the Kent State University School of Library and Information Science and the Information Architecture/Knowledge Management Program (IAKM)

by

Dr. James Härkman, Associate Professor
School of Library and Information Science (SLIS)

Dr. David Filho, Associate Professor
Information Architecture/Knowledge Management Program (IAKM)

Dr. Shih-Chiang, Associate Professor
School of Library and Information Science (SLIS)

Dr. Ajit Ramchandani, Associate Professor
School of Library and Information Science (SLIS)

Dr. Greg Pidgeon, Associate Professor
School of Library and Information Science (SLIS)

July 22, 2006
Learning Styles

- Visual/Spatial (Picture Smart)
- Verbal/Linguistic (Word Smart)
- Musical/Rhythmic (Music Smart)
- Logical/Mathematical (Number Smart)
- Bodily/Kinesthetic (Body Smart)
- Interpersonal (People Smart)
- Intrapersonal (Self Smart)

- Piaget, Bloom, Gardner, etc.
Information Literacy

• Standard Curriculum Components
  – Mathematics / Arithmetic
  – Science, Biology, Physics & Chemistry
  – English, Languages
  – History, Geography, Politics, Sociology
  – Music, Art, Phys ed.
  – Guidance, Religion
Information Literacy

• Information literacy is integrally tied every aspect of the curriculum:
  – Mathematical thinking and logical thinking skills
  – Mathematical and Arithmetic
  – Scientific method – Sciences
  – Criticism, interpretation and comprehension – English and languages
  – Analytical thinking – History, Geography
  – Interpretive and imaginative – music, art, and physical education
  – Interpersonal and Intrapersonal skills – Religion, Guidance, etc.

K-12 Information Literacy Rubrics

There is an imperative for people to have a lifelong curriculum - a personal learning strategy
Ohio
Boston +
Philadelphia
Delaware
California
South Carolina
etc.

Ohio
Boston +
Philadelphia
Delaware
California
South Carolina
etc.
Be More Open to New Paths
Be More Open to the Users’ Paths
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
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
Open Source Questions

- Scalability
- SaaS
- API
- Portlets (JSR168)
- Speed
- Support – size and dimensions
- Financial Auditability
- Military partnerships
- Contracts

- Architectural flex
- Kernel persistence
- Developer market
- Hiring
- Indemnification
- Sustainability
- Cost, investment
- User experience
- Testing
- Training