

SirsiDynix  
**institute**  
grow your skills



# Knowledge, Information and the 21<sup>st</sup> Century

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Oct. 7, 2008  
Stockholm, Sweden

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Stephen Abram



# Some of the Advance Questions I Received





## Some of the Advance Questions I Received

The word library...? Attitudes toward or the word. Would it be better to call libraries Infocenter or Idea Stores?



# Some of the Advance Questions I Received

Is the special library on the point of extinction?



# Some of the Advance Questions I Received

Will librarians become redundant when all the information is on the web?



# Some of the Advance Questions I Received

What is the libraries role in the organization. The importance of marketing and personal relationships.



# Some of the Advance Questions I Received

Is the value of a library  
measurable?







# Some of the Advance Questions I Received

How can a library/librarian survive without books?





# Some of the Advance Questions I Received

Which skills does a special  
librarian need today and in  
the future?



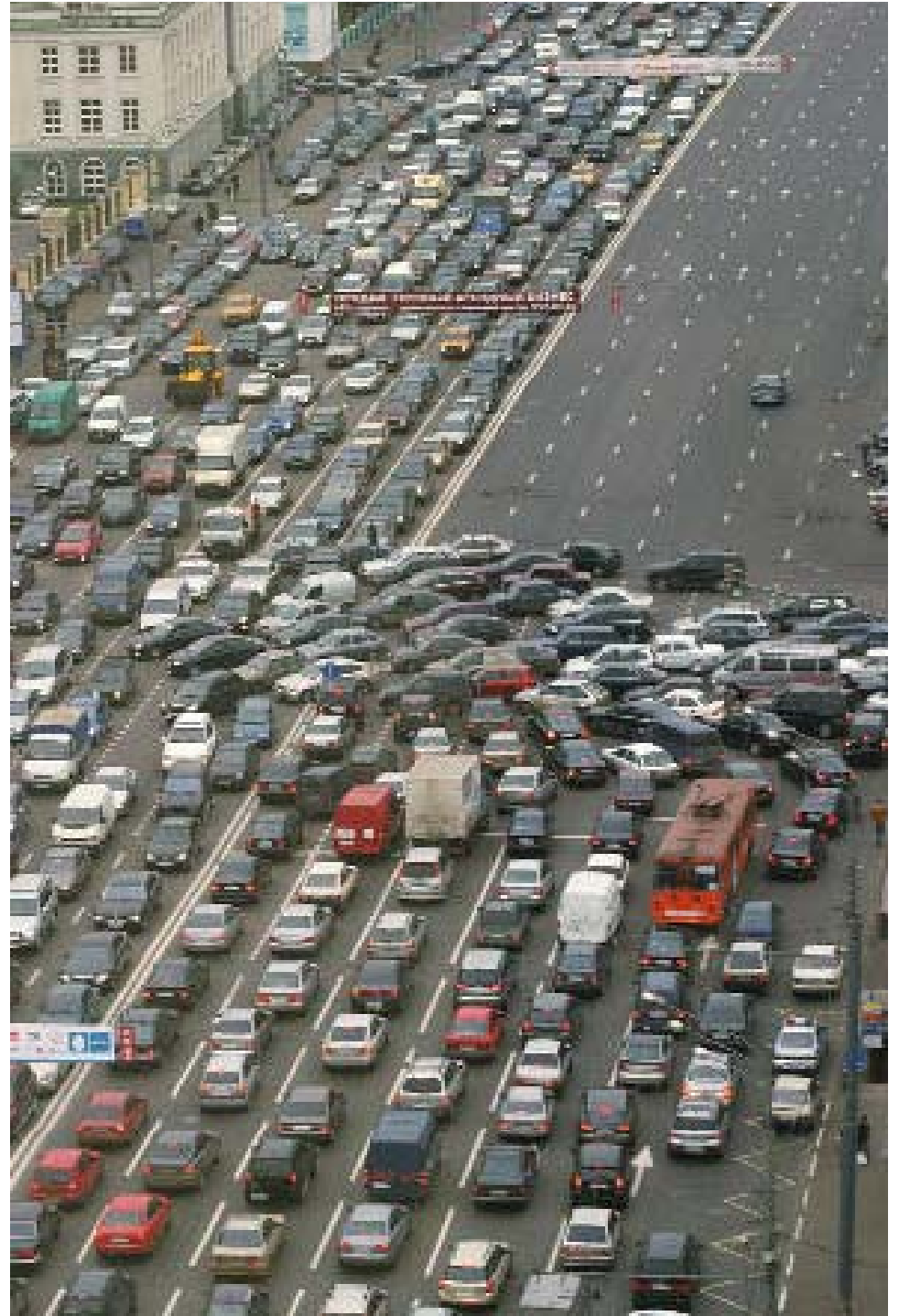
So what  
should we  
be paying  
attention  
to?



The WORLD IS  
GOING TO CHANGE  
WITH OR WITHOUT  
YOU...

GET READY!

- You can't wait for everyone to change at once.





Our Careers Have Seasons



- WiMax, WiFi, G3/G4
- Copper/Telco/cable
- Fibre
- Dark fibre
- Satellite
- Wireless
- Hydro
- 'Baseballs'
- TV Whitespace
- Starbucks







# Google invests in wired ...







# Bidirectional wireless module

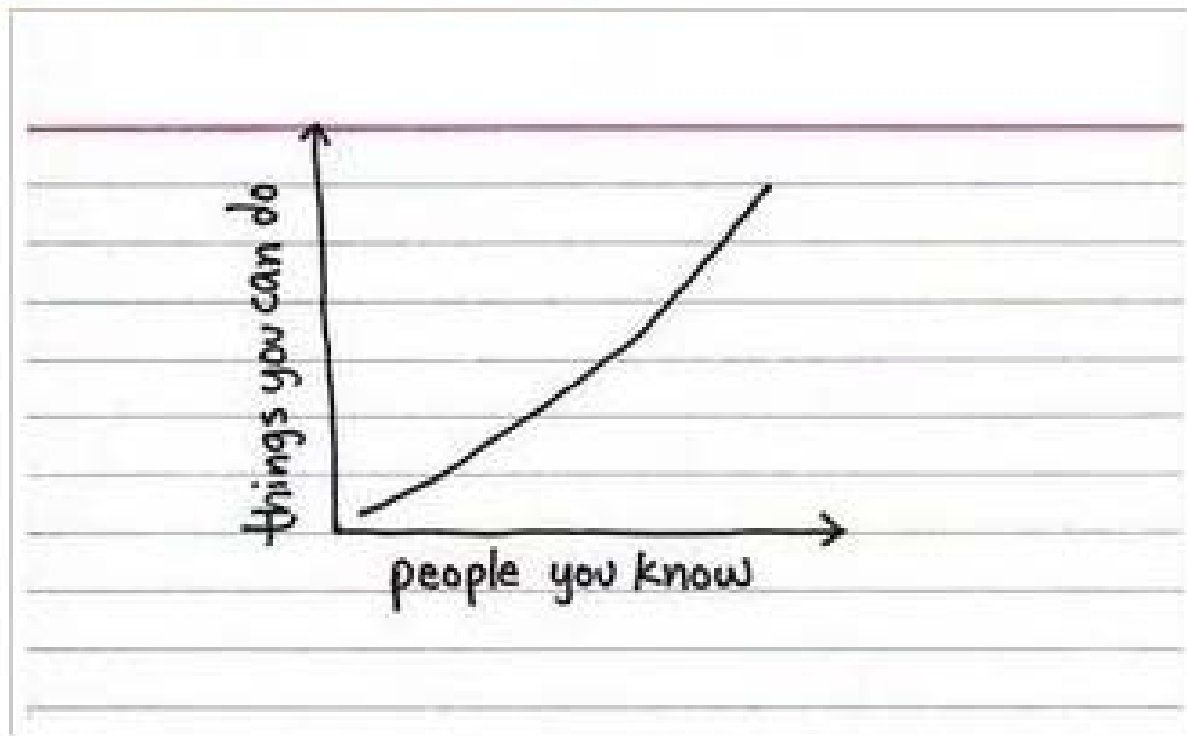






THURSDAY, AUGUST 14, 2008

## This is what 2.0 means.

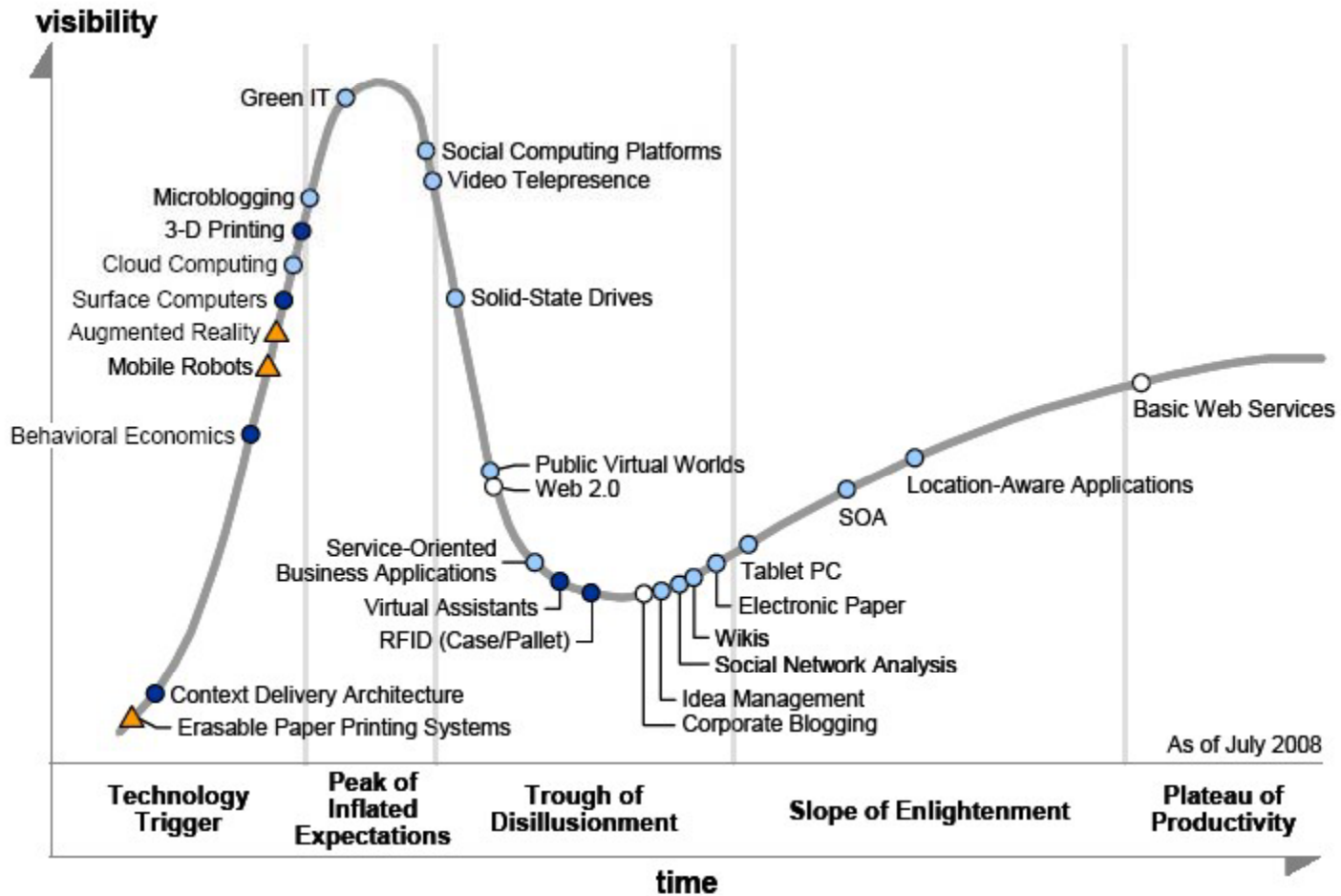


POSTED BY JESSICA HAGY AT 5:44 AM





Figure 1. Hype Cycle for Emerging Technologies, 2008



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

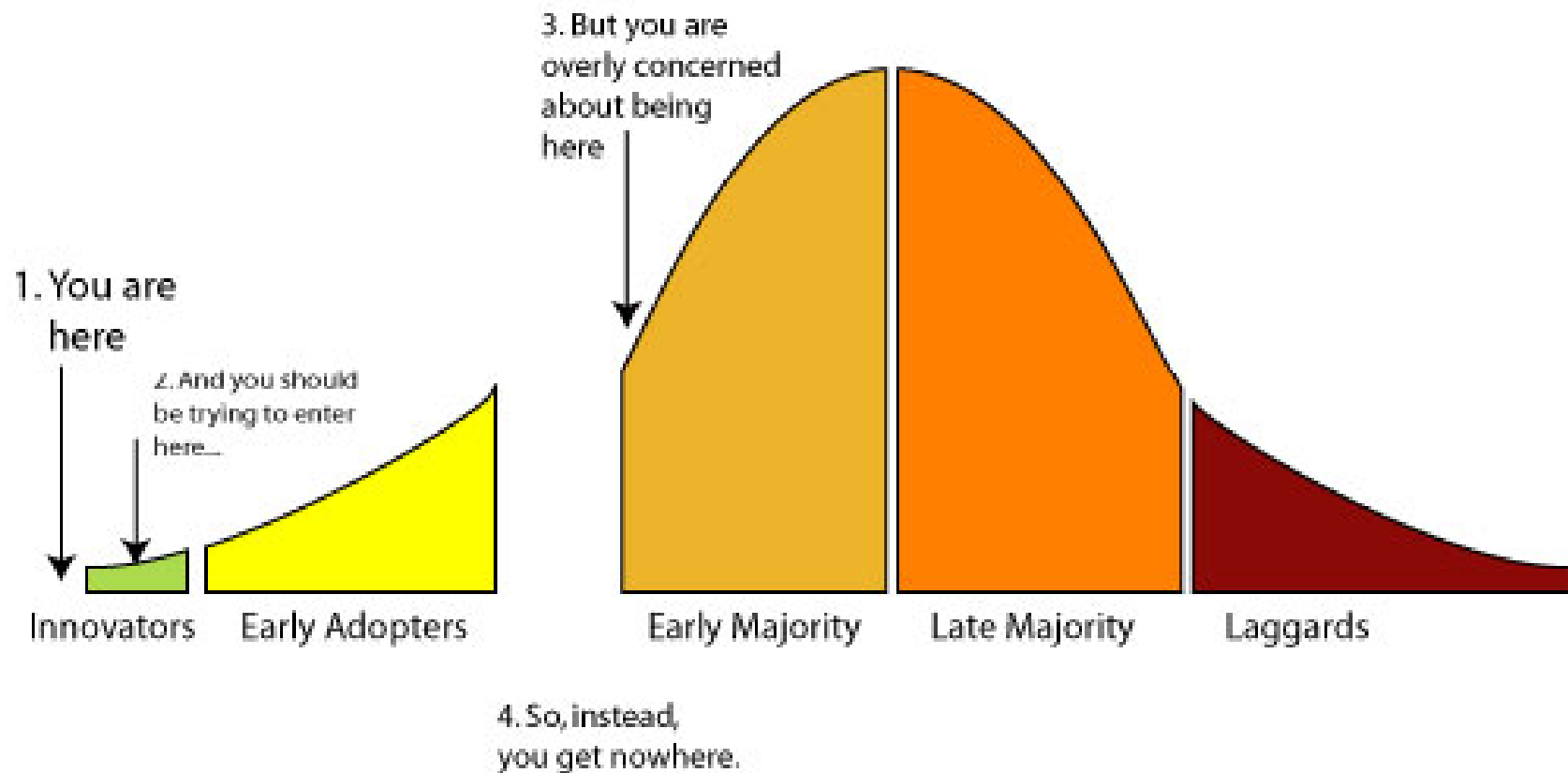
**Years to mainstream adoption:**

- less than 2 years    ● 2 to 5 years    ● 5 to 10 years    ▲ more than 10 years    ⊗ obsolete before plateau

Source: Gartner (July 2008)



## Miss Rogue's Currently Frustrating Chasm Dialogue circa 2006

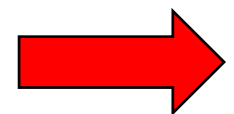


What When  
Where

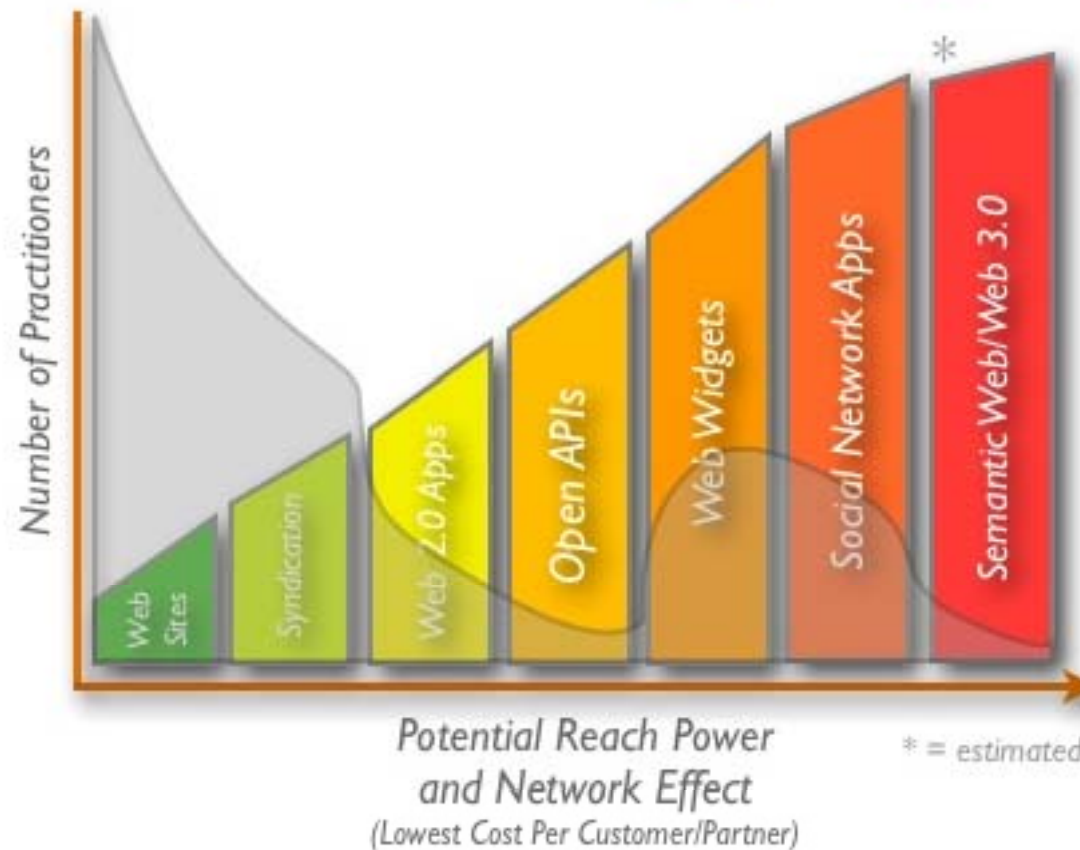
Why Who

How

etc



## The new Web 2.0 era distribution models remain largely untapped



Source: Dion Hinchcliffe. 2008. Hinchcliffe & Company. <http://hinchcliffeandco.com>

A complex network graph with many nodes and edges, overlaid with a red circle containing text. The graph consists of numerous small, multi-colored nodes (green, red, yellow, and black) connected by thin, grey lines. The nodes are distributed across the frame, with a higher density in the center and more sparse connections towards the edges. A large, solid red circle is positioned in the lower-left quadrant, partially overlapping the network. Inside this circle, the text "Libraries & Universities are Social Institutions" is written in a white, sans-serif font, centered vertically and horizontally within the circle.

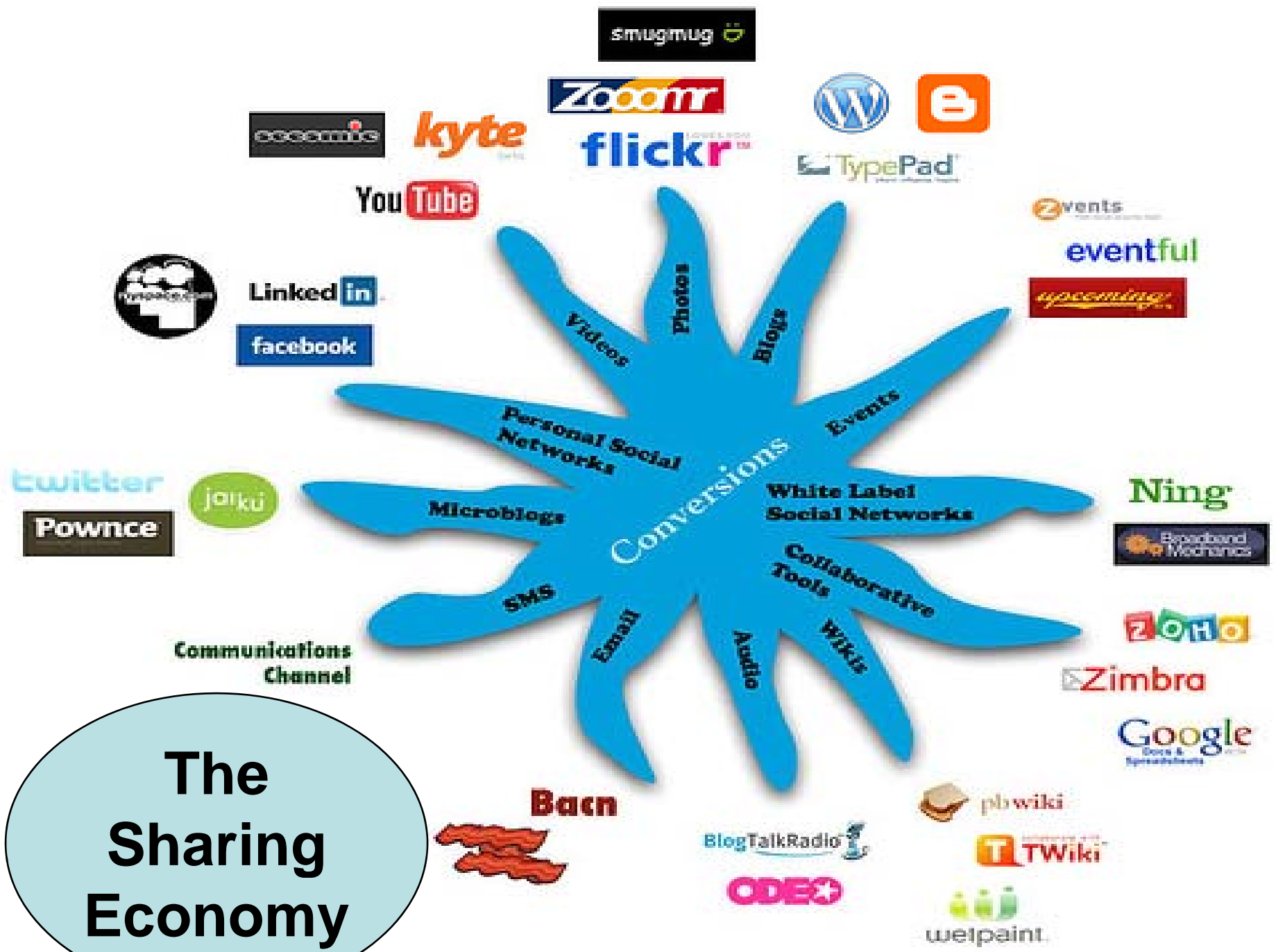
Libraries &  
Universities  
are  
Social  
Institutions





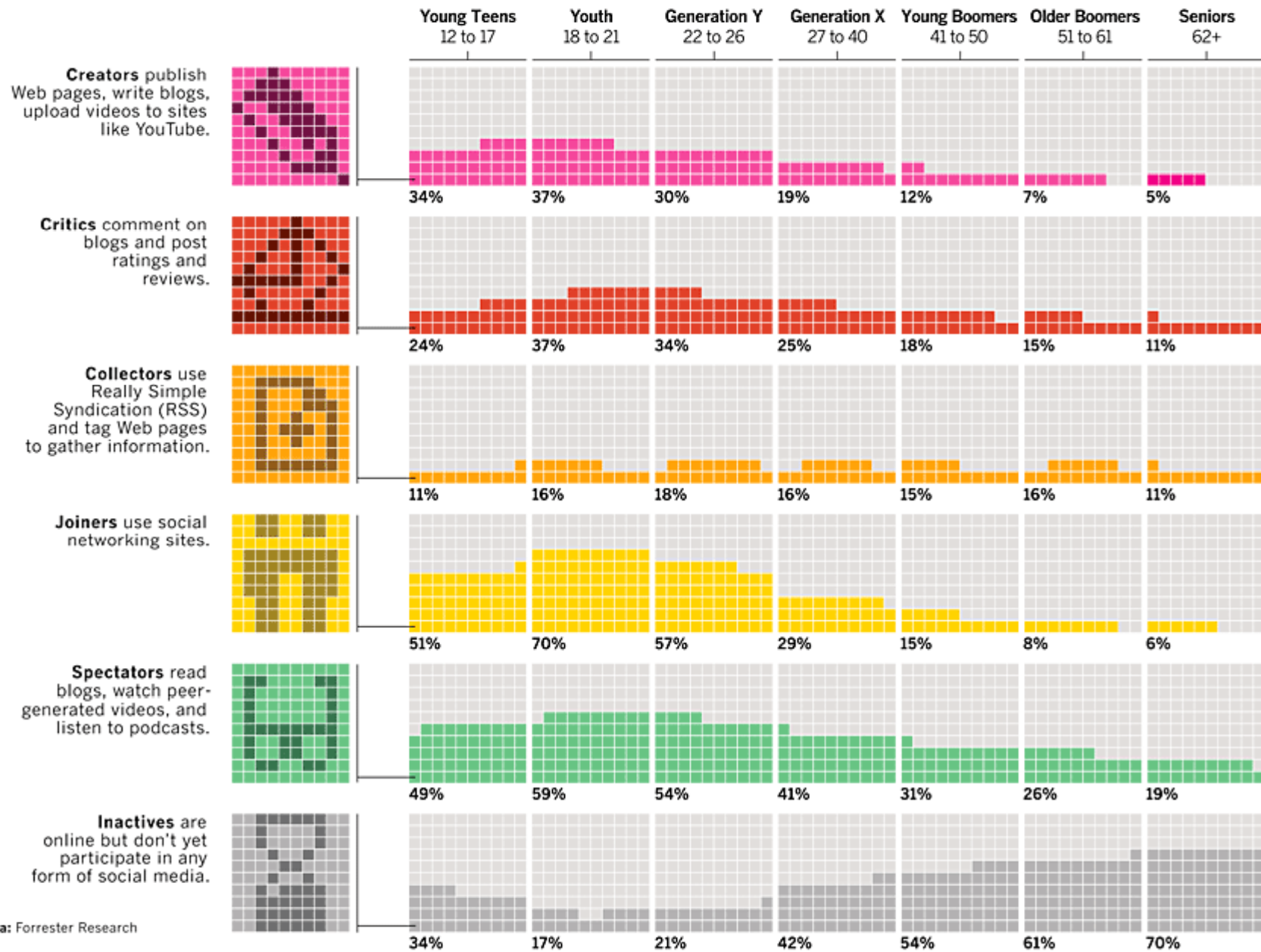
<http://www.flickr.com/photos/briansolis/2735401175/>

# The Sharing Economy



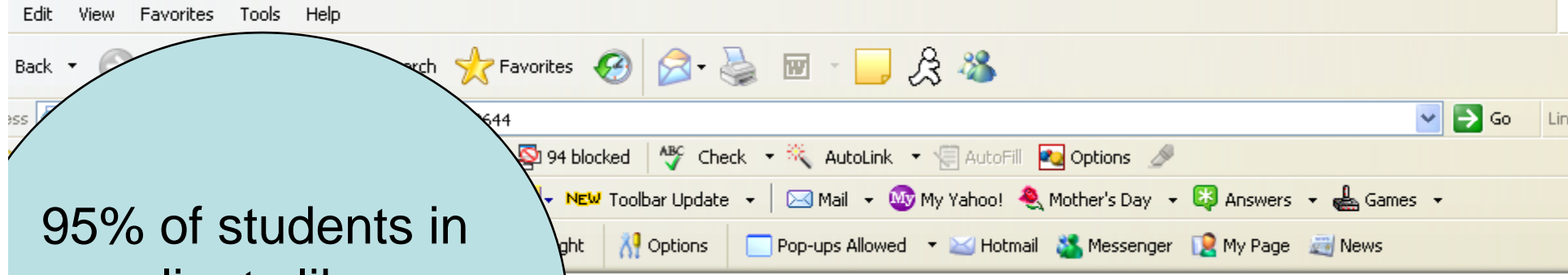
## What people are doing

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



Data: Forrester Research

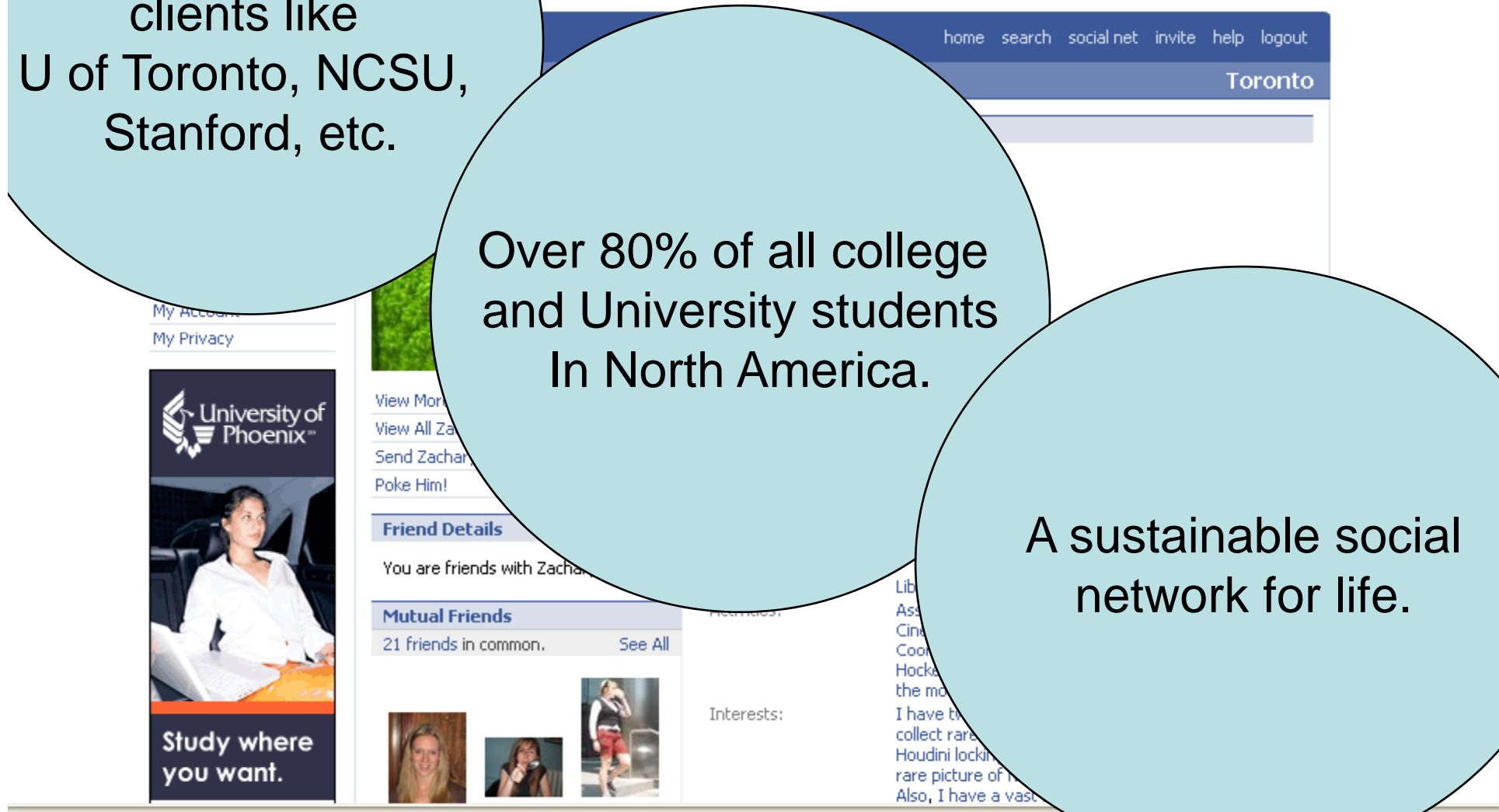
CHART BY ARNO GHELFI



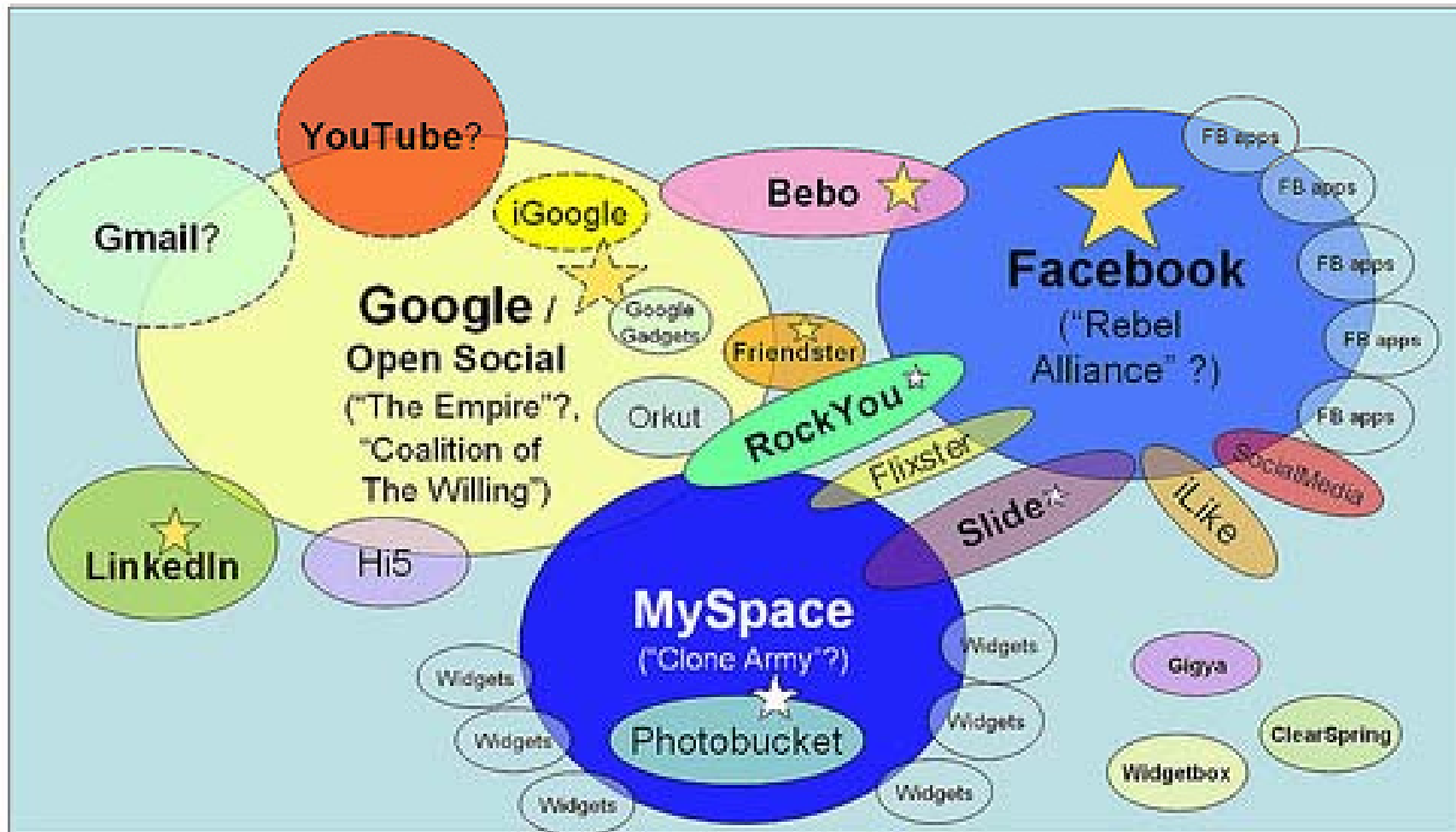
95% of students in clients like U of Toronto, NCSU, Stanford, etc.

Over 80% of all college and University students In North America.

A sustainable social network for life.

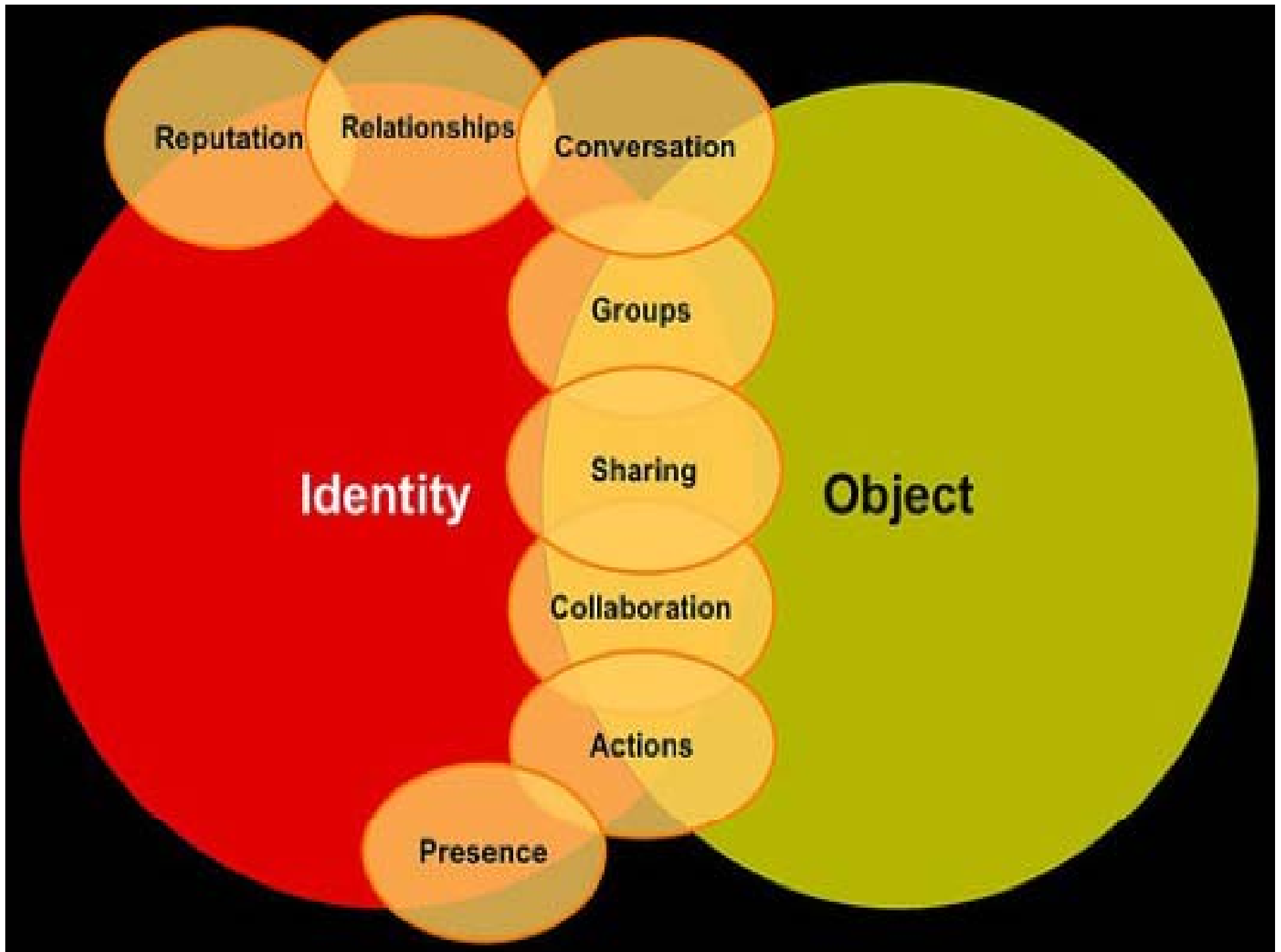


# Social Graph Platform Wars



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

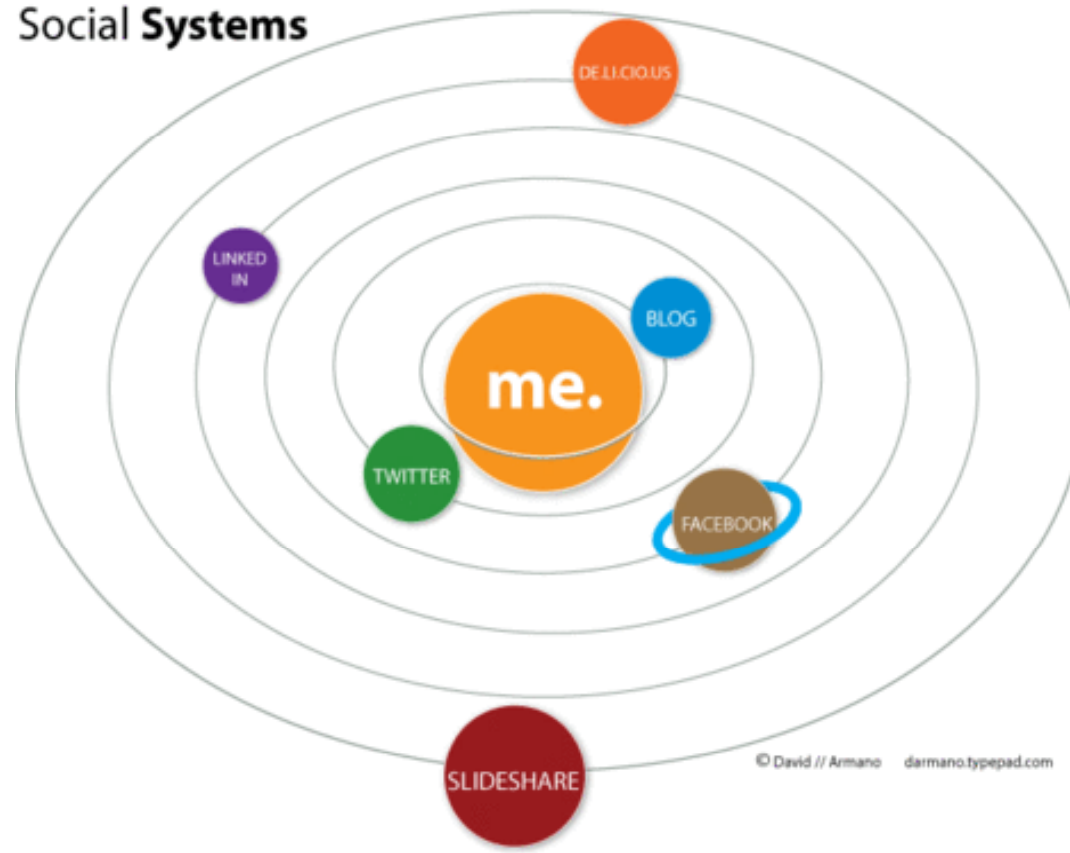
Wild Cards  
Amazon, MS/Yahoo!





# The User-Centered Universe

Social **Systems**





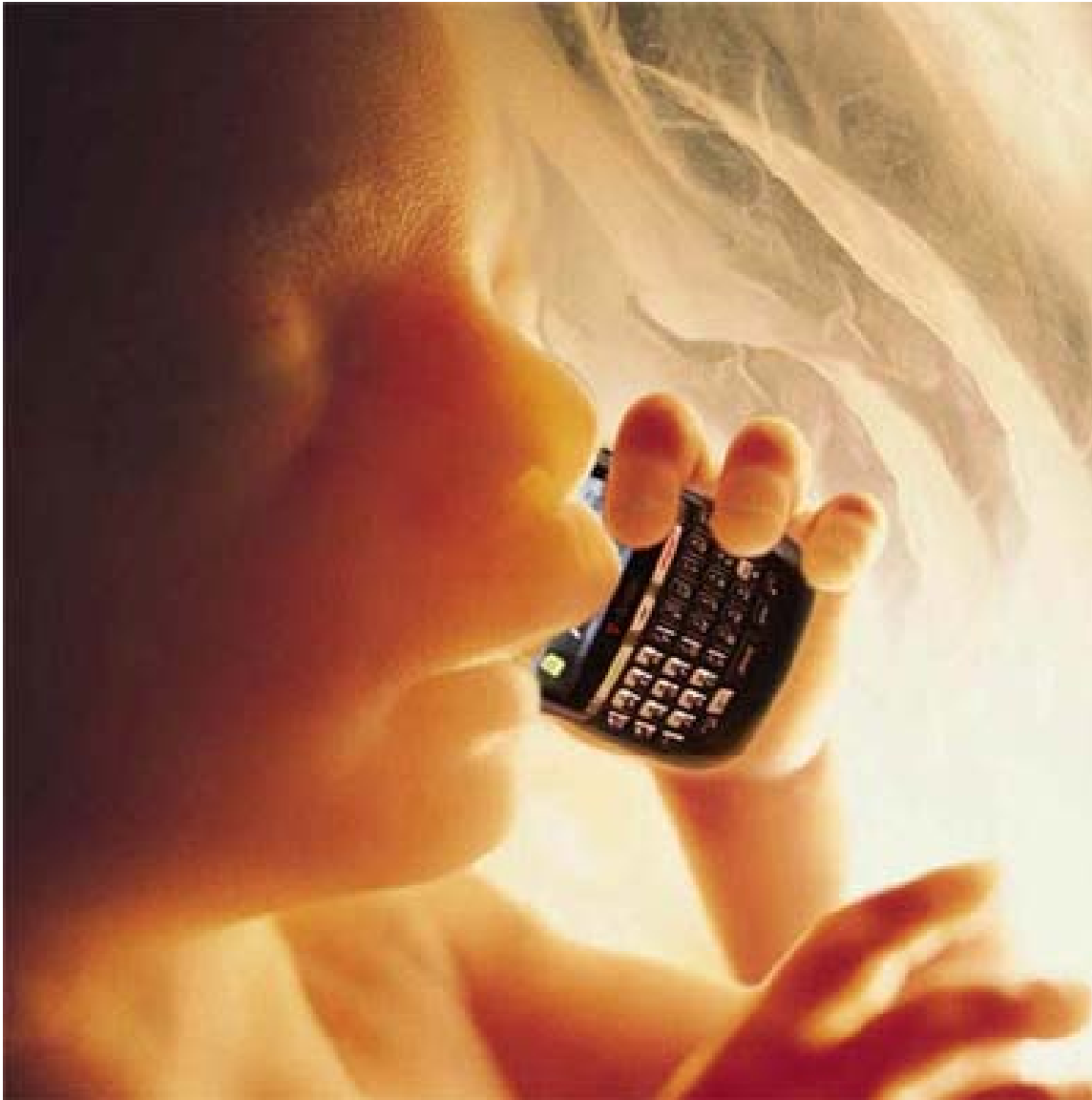


# Be More Open to the Users' Paths





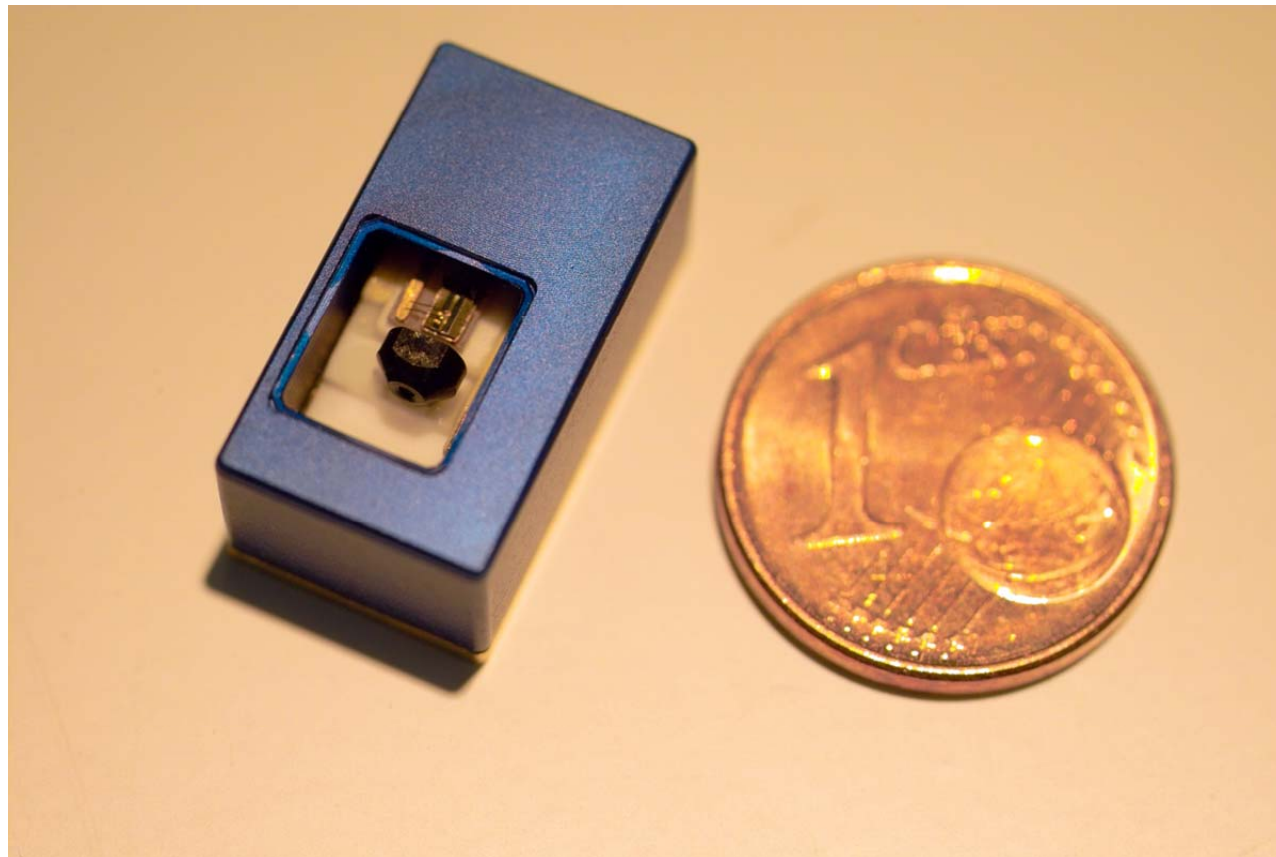
# Start Your Mobile



- Up 30% in Q2/08
- Japanese top 10 bestsellers
- iPhone hacks
- TV in Korea
- TXT focus groups on OZ
- TXT trumps voice calls



A projector the size of a sugar cube





# 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)

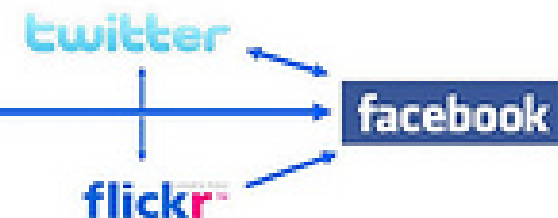
### New Opportunities

#### 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.



# Be Where Your Users Are



plaxo

Ning

LinkedIn



knol™  
A unit of knowledge.  
BETA



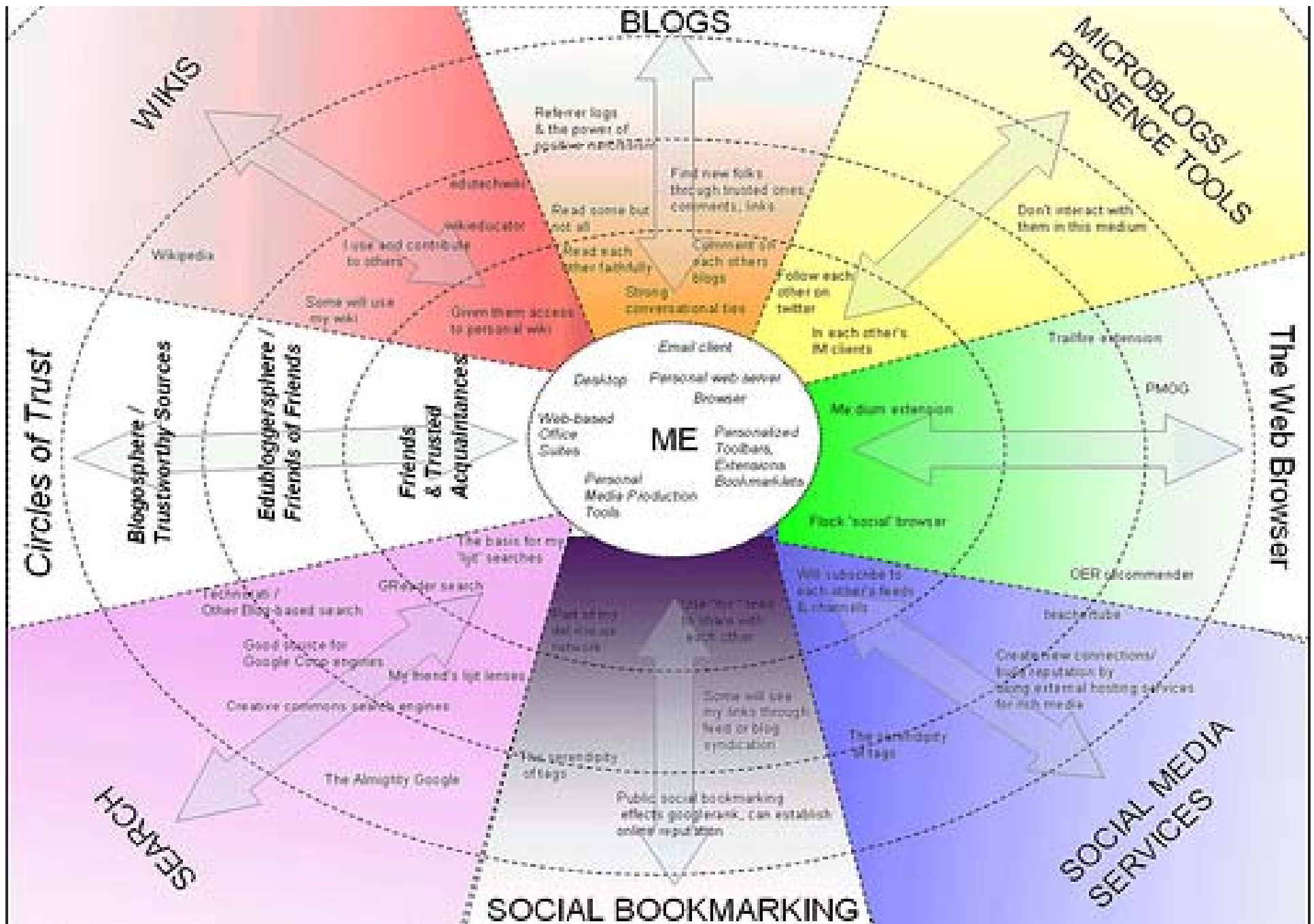
MySpace Developer Platform  
a place for developers™



opensocial

# Get Good at The Cloud



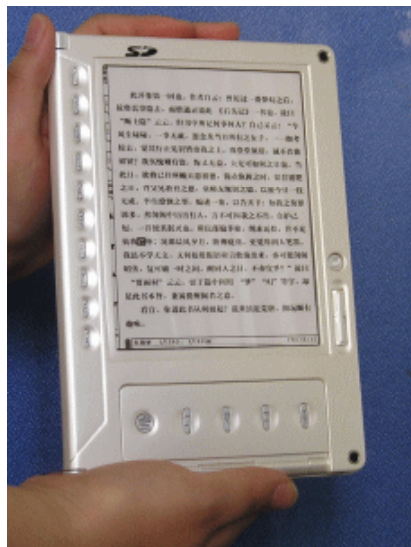


<http://www.flickr.com/photos/nessman/2590572476/>



# Play at e-Books

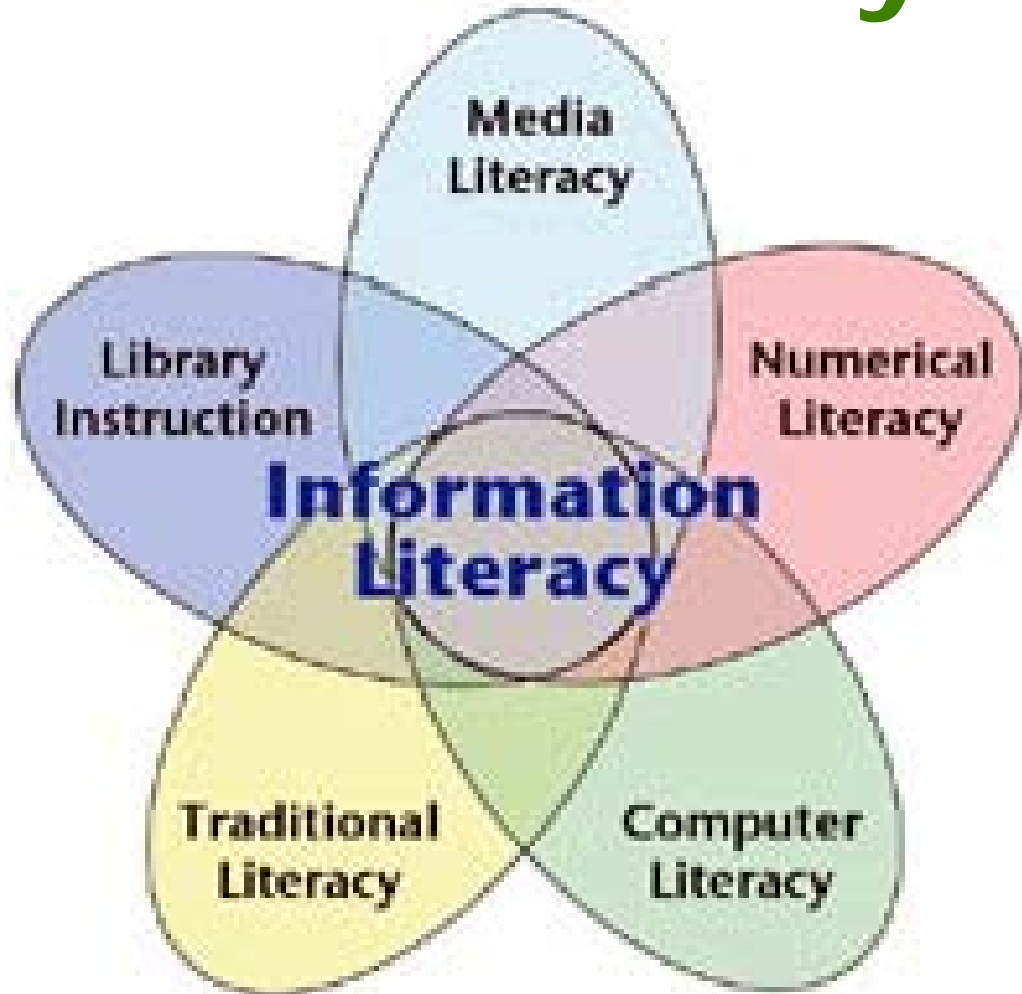
Japan  
Top 10







# Get Serious on Literacy



# What's New (or new enough)?

- Semantic Web (Twine)
- The Cloud (Google, Amazon, 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 (Twitter)
- SaaS and Registries
- Open Source, Open Access, Open Content
- 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.





# Understand Influence & Politics

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 elections**

**Check out  
the Olympics**



# Two Kinds of People

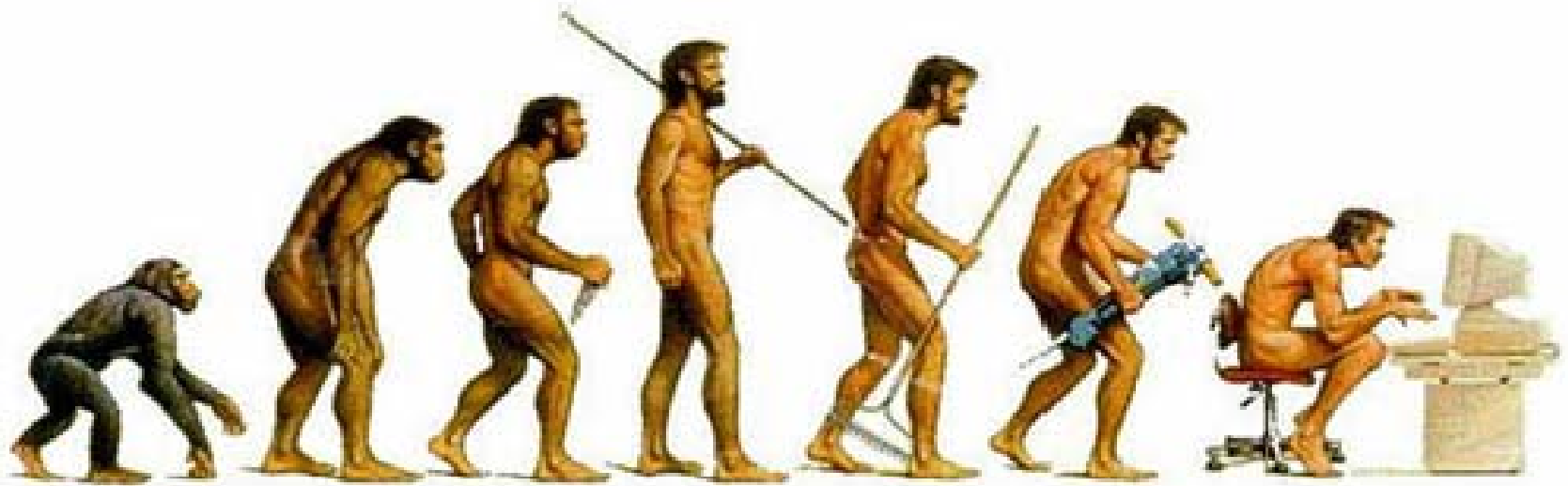




# Humans are our Competitive Edge

If we evolve







We must learn that when we study something to death, *Death was **not** our original goal.*

**The  
risk  
is in  
slowness**







•SirsiDynix•  
**institute**  
grow your skills



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