Libraries and the Global Technology Forecast

Nov. 28, 2008
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Slides

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

http://stephenslighthouse.sirsidynix.com
Let’s Look At the Supposed Limits to the Future
Happily, There Are None.
We Need to be Ahead of the Curve
Growing Out Future . . .
Early This Month a Transformational Event Happened

- Google settled with the AAP. Combined with the Google Book Search API, etc. the library firmament shifted immeasurably and at 8 on the Richter scale.

- Why?
- 150,000,000 books online in 5 years
Retail Sales Down? NO
Titles Down? NO
Circulation Down? NO
Reading Down? NO
Teen Reading Down? NO
Academia? ?
Last Month a Transformational Thing Happened

- The FCC agreed to open the "white space" - the broadcast spectrum used by over the air television - for use by others apart from the regulated television stations, by a vote of 5-0. This is a major accomplishment that companies such as Google, Microsoft, Dell and Hewlett-Packard have been lobbying for over the past couple of years.

- As Larry Page noted in the Official Google blog, "This is a clear victory for Internet users and anyone who wants good wireless communications."

- Why?
What’s On The Horizon?

- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Virtually unlimited fulltext books, API’s and Google/AAP
- Streaming media and spoken word search
- Personalization 3.0 / Social Web
- 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.
Newspaper Shifts

CHANGES AT THE MONITOR

Monitor shifts to Web-first strategy

In 2009, the Monitor will become the first nationally circulated newspaper to replace its daily print edition with its website; the 100 year-old news organization will also offer subscribers weekly print and daily e-mail editions.
Newspaper Shifts
2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

All FREE

Top 10 Most Influential web tools for the 2008 US elections

How many are we already using?
• You can’t wait for everyone to change at once.
Global Change (China, India, EMEA)

On Target

Minus 25K

Plus 20%

!!!!!

!!!!

???
Dealing With Questions

• “Everything is available on the web cheaply, why should we invest in libraries?
• 4 Special Library Stories:
  – The Accountant
  – The Lawyer
  – The Doctor
  – The Teacher
• “If People could ask good questions they wouldn’t need us. We make a difference in our organization’s and people’s success!”
Social Graph Platform Wars

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

MySpace
("Clone Army"?)

Facebook
("Rebel Alliance"?)

- Gmail?
- YouTube?
- iGoogle
- Bebo
- Friendster
- Orkut
- RockYou
- Flicster
- iLike
- Slide2
- Widgets
- Gigya
- ClearSpring
- Widgetbox

⭐ = announced Platform / API
⭐⭐ = unannounced Platform / API

Platform Wars insanity: Dave McClure, 12/12/07
Libraries & Universities are Social Institutions
The User-Centered Universe
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**
  - **Early Majority**: 34%
  - **Late Majority**: 34%

- **Early Markets**
  - **Innovators**: 2 1/2%
  - **Early Adopters**: 13 1/2%
  - **Visionaries**: Get ahead!
  - **Techies**: Try it!
  - **Pragmatists**: Stick with the herd!
  - **Conservatives**: Hold on!

- **Late Market**
  - **Skeptics**: No way!

- **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

[Logos of Yahoo!, AOL, Bebo, Microsoft, News Corporation, Facebook, Zotero, Zoho Docs, Delicious, Google, and Chrome]
The Sharing Economy
Device Agnostic & DRM Wars
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.

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)
Watch The Kids
“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
The world is going to change with or without you...

Get ready!
Our Careers Have Seasons
Traditional Value

- Units – chapter, divisions, caucuses
- Leadership opportunities
- Professional development
- Publications
- Discussion Lists
- Influence, educating influencers
Studying the Future

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

2008 SLA Leadership Summit
Join hundreds of leaders of SLA, its chapters, divisions, sections, caucuses and committees as they prepare for the year ahead and begin planning for the Centennial Year. Register today.
Read More

Upcoming Events
- Nominate 2009 BOD
- 2008 Leadership Summit
- Events Calendar
- What's New at Click U
- Course of the Month
- 2007 Research Grant

Member 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 ClickUniversity®
- SLA Announces Survey Results Showing Salary Increases

Career Center
- Job Seekers
- Search Jobs
- Post Resume
- Virtual Advisors
- Latest Opportunities
- Archiving and Preservation

CLICK U Live!
Web-based seminars for SLA members.

Researching Patent and Trademark Information: Part 2, Trademark Information
January 15, 2008
2:00 pm - 3:30 pm
Your Education Partner

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

9,000+ Courses

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

- Certificates Program Graduations
  - Knowledge Management Certificates Program
  - Certificate in Copyright Management
  - Certificate in Competitive Intelligence
- Gary Price's Research Tool Box
- Free Course of the Month Course of the Month
- IACET Recognition
SLA Initiatives – Innovation Lab

Experiment!

The SLA Innovation Laboratory
a place to explore

SLA is committed to fulfilling its members’ needs, and these are increasingly represented in technological training and self-learning activities. The Innovation Laboratory is populated with SLA-licensed software and open-source applications. The selection of tools we offer will be evolvable with your input and as budgets allow.

In addition to the existing topics such as:

- The SLA Innovation Laboratory Application Suite
  Why just read about the latest information tools? Just jump in and try out the robust selection of XX fee and free application tools that we’ve selected for you.

- Twitter Away at SLA 2008
  For the first time at conference, we’ll use Twitter to make the conference experience more collaborative. Join fellow Lab Rats and make the conference more of a “we” event.

- Technology Links
  We’ve scoured the web and gathered a collection of sweet applications for you to “play” with. Dive deep, and let the rest of us know about the gems you come up with.

- 23 Things
  This is a step by step, week-by-week paced learning strategy for information professionals to learn 23 new information tools.

- Second Life
  SLA has set up an Island on Second Life. Now’s your chance to find out what the fuss is all about.

- SLA Innovation Wiki
  This component of the Innovation Lab allows you to share your learnings and creations. As you do we’ll be building a virtual library of members’ lab innovations for your SLA colleagues to learn from. And you can explore the projects other members have built.

Free With Membership
SLA Initiatives – 23 Things

Welcome to 23 Things!

23 Things Blog

Welcome to 23 Things

The new Web 2.0 tools are coming at us fast and furiously and we all mean to learn them and use them personally as well as to help our clients with them. As you probably learned at SLA this June, NOW is that time. Let's take this challenge together over the summer -- so we can all help each other. 23 Things is a step by step, week by week strategy that is paced so that we can all incorporate this learning and start applying it. We even have a strategy for those of you who either know some of the tools or only want to learn some within the 23. To learn more and join us in this journey, that will be done by September 15, 2008, to be eligible for a prize and certificate, please click here to register.

Posted at 22 May @ 8:55 AM by susan.fifer.canyby | 0 comments | Edit

 Keeping Track: Participant's Blogs

Tag your blog on Delicious. After creating an account, bookmark your blog, adding SLA23Things as a tag.

del.icio.us/tag/sla23things (rss_1.0)
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
Our space in SL is slowly taking shape

Above is a photo of our space in Second Life (SL) as it currently exists. We secured the space in February and have been slow to build on it. Our hope is to make our land (4,096 sq. meters or 44,089 sq. ft.) a space that contains a welcome area, an exhibit area and a sandbox (a place where people can experiment with building things).

Although building structures in SL takes less time than it does in the physical world, Second Life has its own rules and regulations that need to be followed.
SLA in SL
Just for fun

Me
SLA Initiatives – Free eBrary

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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 0787907882

Introduction
Innovation 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 is different is how to do it.

The key way to win in today's world is through innovation. But innovation has often been left to technical experts or perceived as something you do only when you have to. Long gone are the days when innovation was done by a select few and left to the sidelines.

But today's companies are demanding more. To succeed, innovation must be a way of life. For every company, innovation should be a core activity. To do that, innovation must be part of the company's culture.

The Game-Changer is a go-to guide for defining and implementing a plan for innovation. It offers practical tools and techniques for creating a culture of innovation and driving growth and profits.

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Every Week

Zenobia:
The Curious Book of Business
A Tale of Triumph Over Yes-Men, Cynics, Gatekeepers, and Other Corporate Killjoys
By Matthew Greenwald and Beth Kinghan
Published by Prentice Hall, 2006
ISBN 0131871469

Introduction
In the world of Zenobia, innovation is the key to success. By breaking the mold of traditional thinking, Zenobia is able to achieve her goals and make a difference in the world.

Buy the Full Book!
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SLA Initiatives – Atomic Learning

- Web-based software training available 24/7
- More than 35,000 tutorial movies on more than 110 of the common software applications
- Over 500 new tutorials added every 45 days
- Closed captions available on thousands of tutorials
- Over 200 technology-based classroom activities and curriculum resources
- Home access so you, and your students and their parents, can use Atomic Learning where and when you need it
- Usage tracking that displays which tutorials have been accessed by username and usage levels by site/district
- AL’s Weekly Tech Tips and e-Newsletters that keep you up-to-date on frequently asked questions, news, and the latest tutorial releases
- Assistance with integrating Atomic Learning into your technology and training environment

35,000+ Videos
SLA Initiatives – NewsGator

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.
Innovation for Units

- Discussion Lists
- Websites
- Blogs
- Social Networks
- Wikis
- Surveys
- Conferencing
- Community software
Wall Street Journal

- Multiple Placements
- Dow Jones partnership
Build a Sandbox
Collegiality
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
Know What Makes Us (and You) Different
Find Our Voice and Use It
Have Some Fun!
Being Open to Standing Out
Remember:
Your Member ID and Password Unlocks a World of Value
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