SLA – ICoASL Valedictory

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SLA-ASIAN CHAPTER
These PPT slides will be at my blog ‘Stephen’s Lighthouse’

http://stephenslighthouse.sirsidynix.com
Dealing With Questions

• “Everything is available on the web cheaply, why should we invest in libraries?
• 4 Specialized Librarian 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 by improving the question!”
Let’s Look At the Supposed Limits to the Future
Happily, There Are None.
We Need to be Ahead of the Curve

Found New World Order
Your new world order is installed and ready to use.
Connectivity

- WiMax, WiFi, G3/G4
- Copper/Telco/cable
- Fibre
- Dark fibre
- Satellite
- Wireless
- Hydro
- ‘Baseballs’
- TV Whitespace
- Starbucks an Internet Cafes
Google invests in wired ...
Bidirectional wireless module
• You can’t wait for everyone to change at once.
Technology Adoption Life Cycle

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

On Target

Minus 25K

Plus 20%

Global Change (China, India, EMEA)
Social Graph Platform Wars

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

Facebook
("Rebel Alliance" ?)

MySpace
("Clone Army"?)

YouTube?

iGoogle

Gmail?

LinkedIn

Hi5

Bebo

Friendster

Orkut

RockYou

Flixster

Slide2

iLike

Photobucket

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

Platform Wars insanity: Dave McClure, 12/12/07
Libraries & Universities are Social Institutions
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

orkut beta
facebook
bebo
mixi beta
myspace.com	a place for friends
plaxo
Ning
LinkedIn
knol A unit of knowledge.

MySpace Developer Platform
a place for developers
opensocial
Get Good at The Cloud

YAHOO!

AOL

bebo

Microsoft

News Corporation

myspace.com

facebook

zotero

Zoho Docs

delicious

Google

Chrome
The Sharing Economy
Web 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
We must become Device Agnostic
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

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)

Social Networking

Mobile devices facilitate library 2.0 and social networking initiatives.

- twitter
- facebook
- flickr
“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
Two Kinds of Librarians
The world is going to change with or without you...

Get ready.
Our Careers Have Seasons
We must Commit to Invent the Future We Know the World Needs
It can’t work without you

Share Ideas
Comment
Play
Support
Respect
Iterate
Can we start a new dynamic . . . ?
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
Be More Open to New Members
Watch The Kids
The World is going to change with or without you...

Get ready
Build a Sandbox
Remember:
Your Member ID and Password Unlocks a World of Value
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