

Reality 2.0: Attracting and Engaging the Millennial Library User

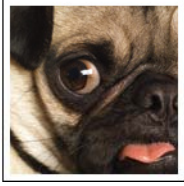
Stephen Abram

The iSchool @ Toronto

Feb. 2, 2009



different



What future was our promise?

different



different

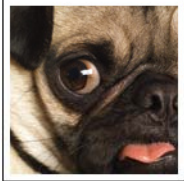


different





different

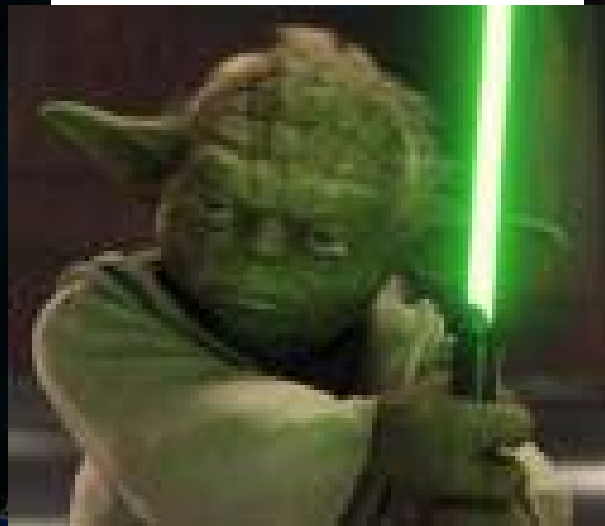


What future is their promise?

Are we preparing them for the world
of their future or *our* past?

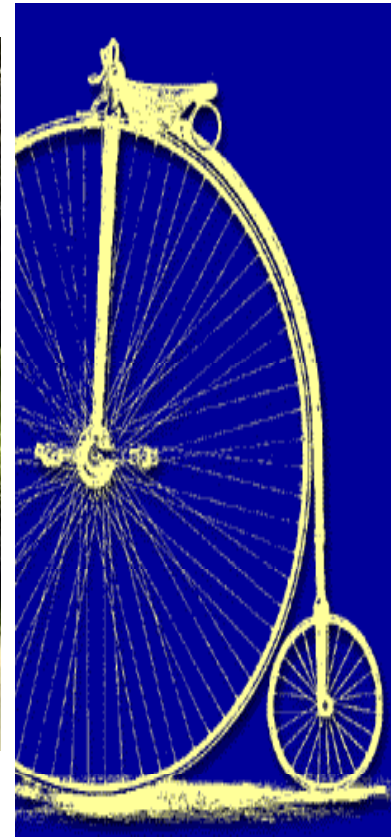
different

2000 Light Stopped



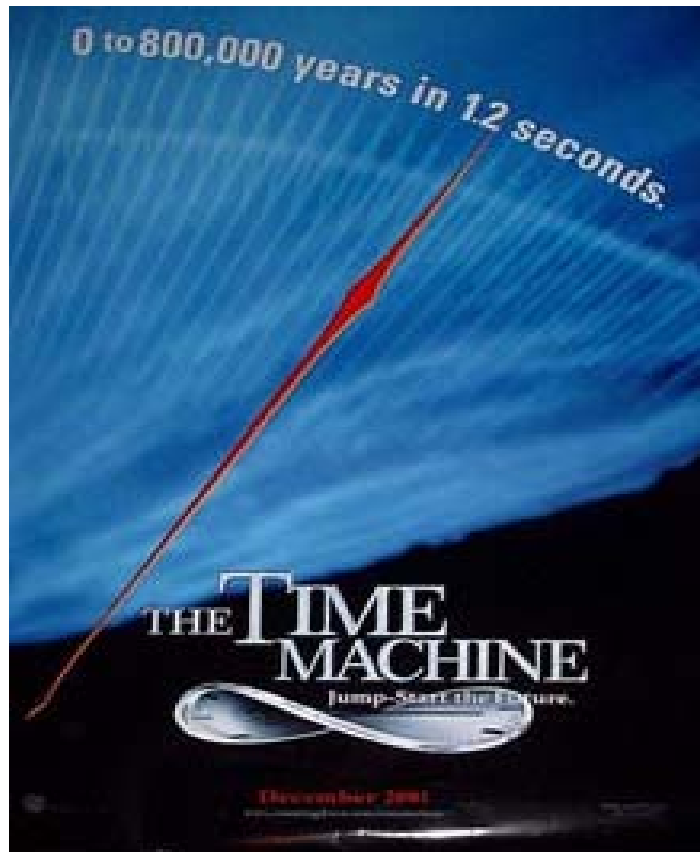
different

2001 Light Slowed to Bicycle Speed



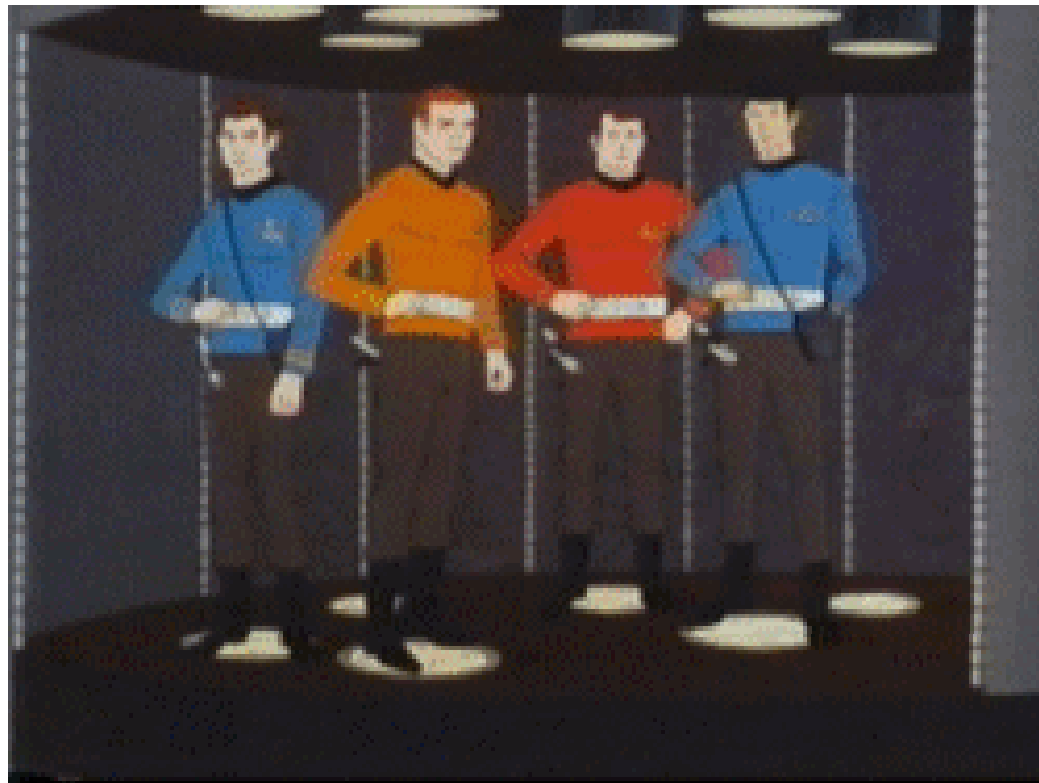
different

2002 Light Sent into Future





2003 Light Transported



different

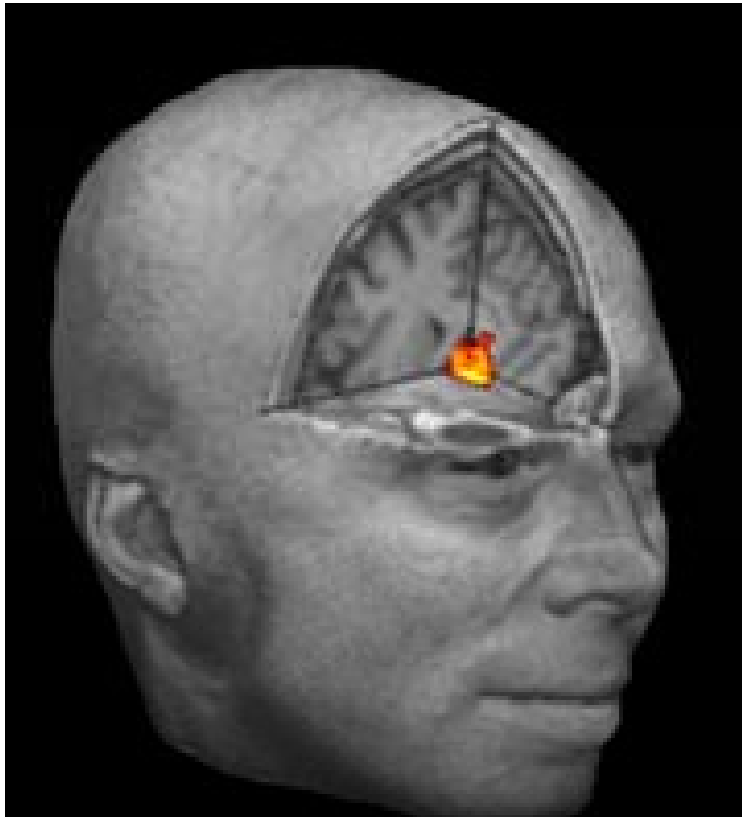
2006 Light Goes Backwards



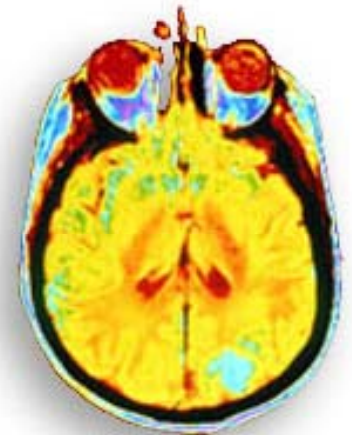
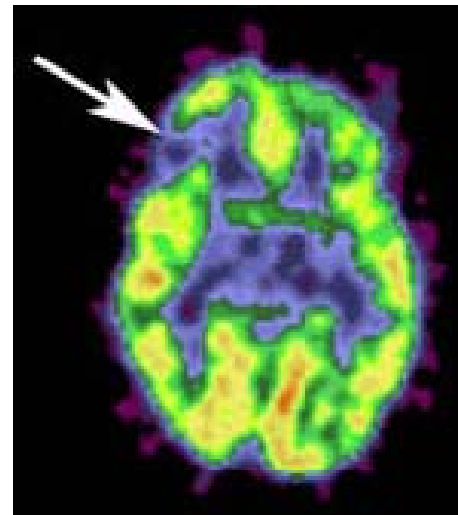
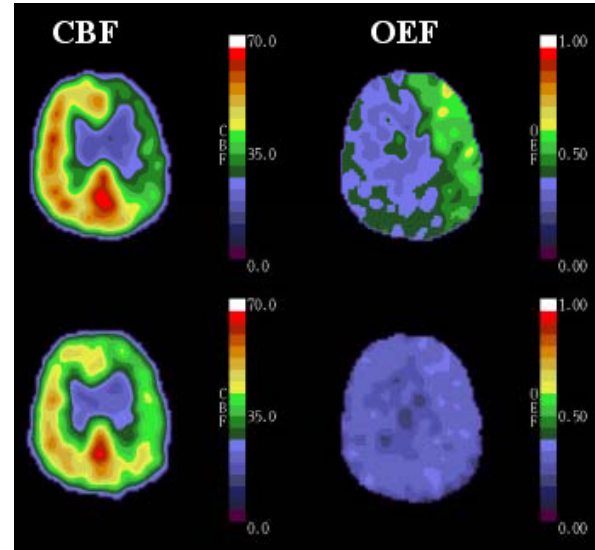
Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester

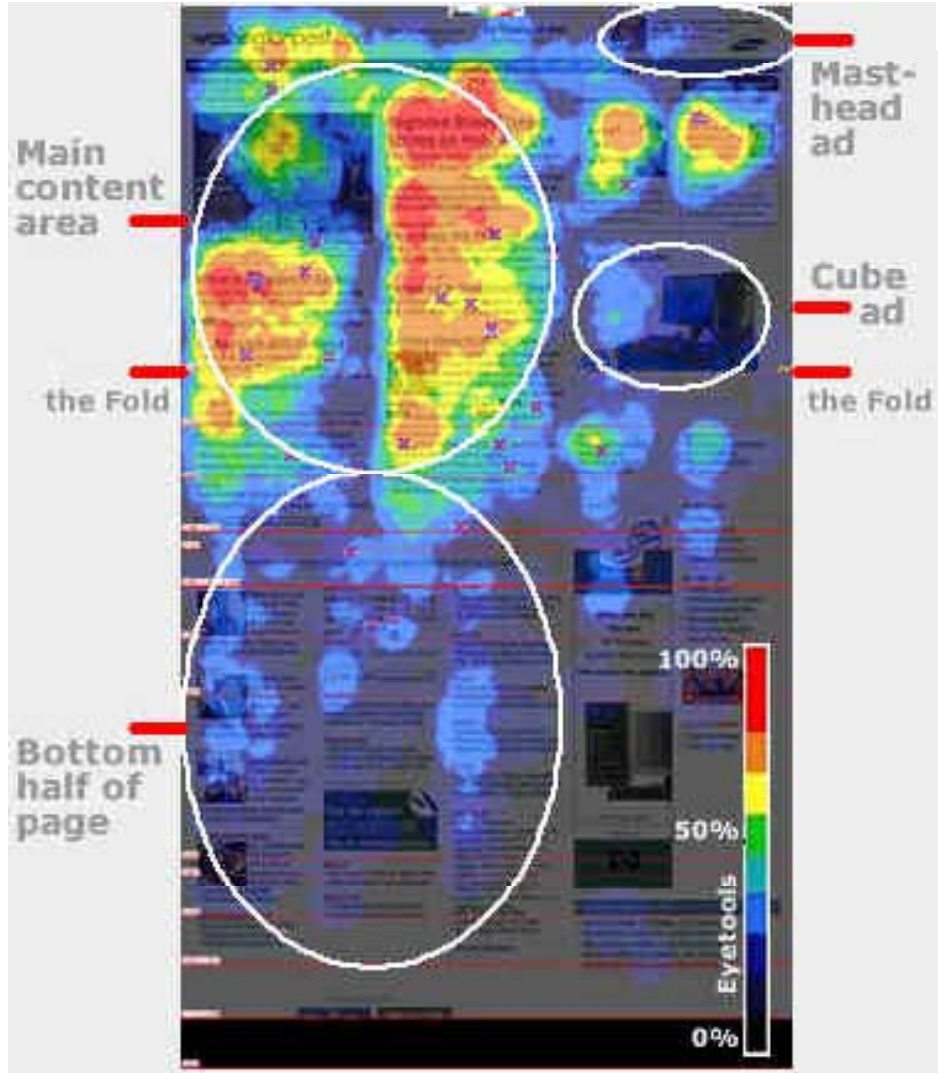
Romulan
cloaking
Devices at
Duke U.



The Scary re-wiring of the Millennials and post-Millennials

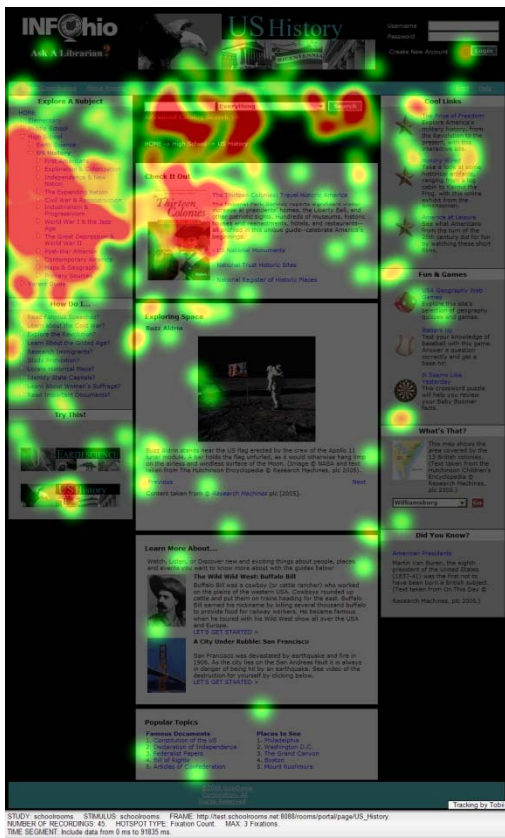


different





Eye Tracking Studies



Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

In Quarter -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. Jason Holmes, *Assistant Professor*
 School of Library and Information Science (SLIS)
 Dr. David Hopkins, *Assistant Professor*
 Information Architecture/Knowledge Management Program (IAKM)
 Dr. Yin Zhang, *Assistant Professor*
 School of Library and Information Science (SLIS)
 Dr. Anthony Saldaña, *Assistant Professor*
 School of Library and Information Science (SLIS)
 Dr. Greg Brady, *Assistant Professor*
 School of Library and Information Science (SLIS)
 May 22, 2006

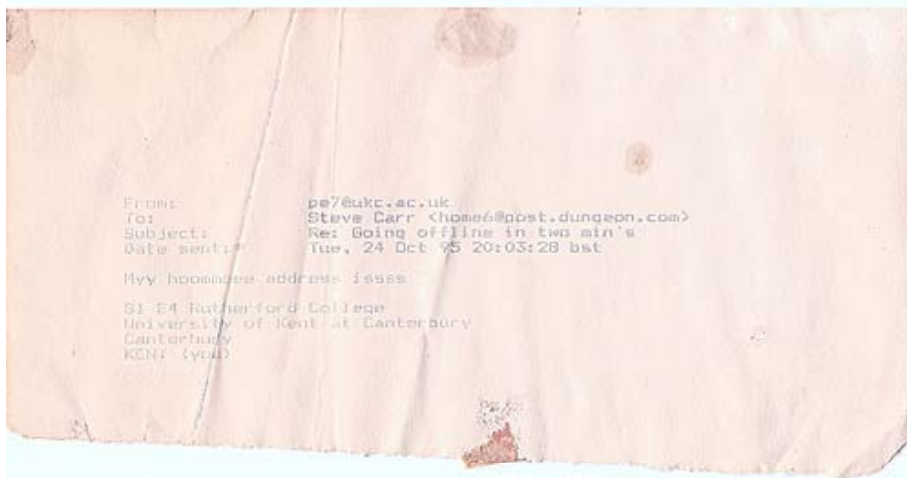


TEENS AND THE INTERNET

Lee Rainie – Director Pew Internet Project
CES – Kids@Play Summit
January 9, 2009

different

Digital native – Born 1990



Email is 22 years old

Today:

87% of teens use
email



PCs are 15 years old

Today:

60% of teens have a
desktop/laptop

different

Digital native – Born 1990



**Today:
97% of teens play
video or computer
games**

Video games are 43 years
old - missile simulator in
1947

17 Pong is 18 years old



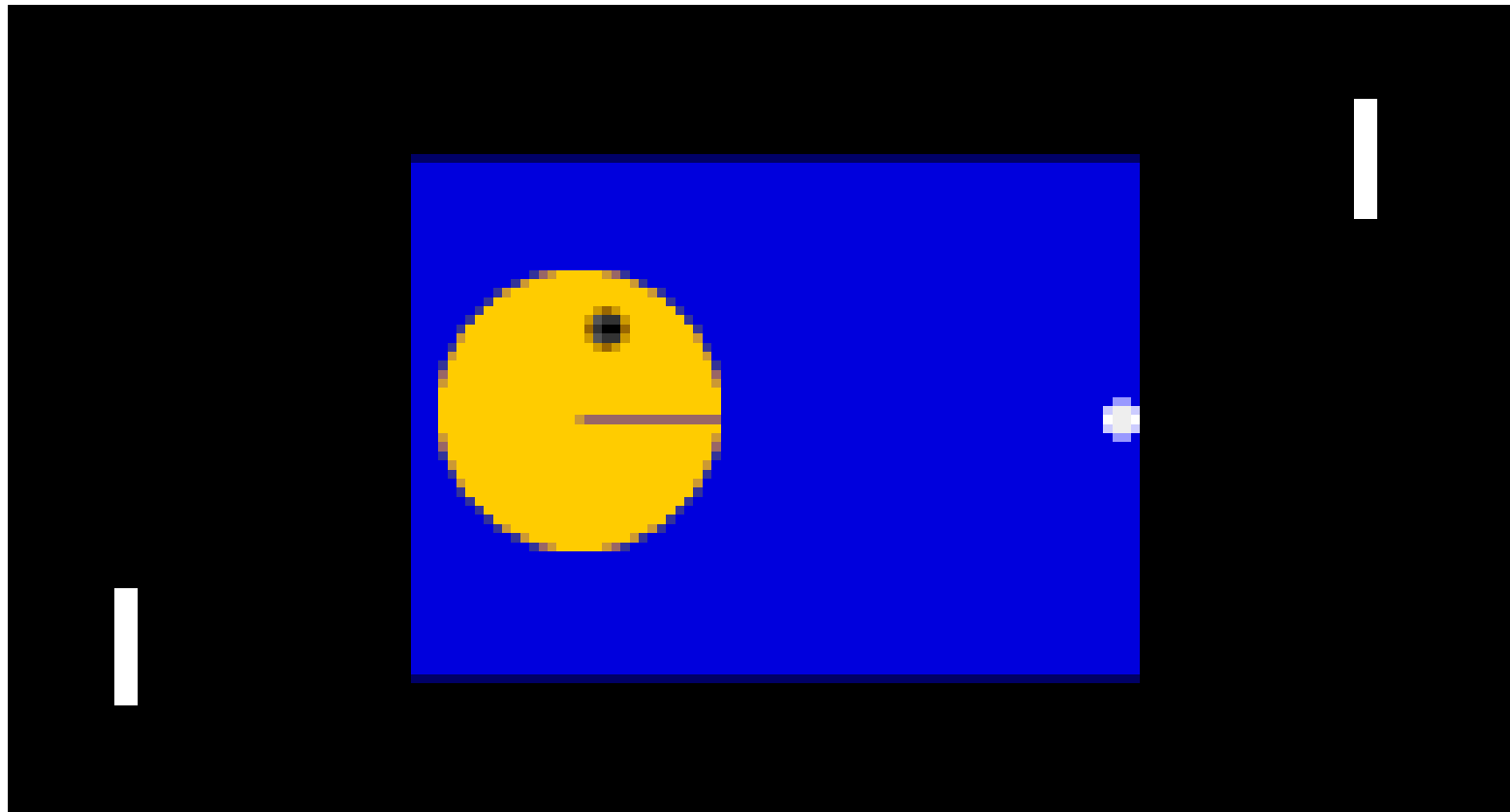
Gaming

BUCK & PULLEYN





Our Gaming Foundations



different

EverQuest / WoW – Their Gaming

The image shows a screenshot of the EverQuest III website on the station.com platform. The page features a dark, atmospheric background with a central illustration of a character in ornate armor riding a dark horse with glowing red eyes and flames. The title "EVERQUEST III" is prominently displayed in a stylized, red and white font. The website includes a navigation menu with links for Home, Media, The Game, Characters, FAQ, Beta, Partners, Forums, and News/Players. A search bar for the Knowledge Base is also present. On the left, there is a "Pre-Order Today!" banner with a small image of the game's cover. Below this is a "TRAILER" section with a video player and "play movie" and "download" buttons. On the right, there is a "FEATURED NEWS" section with two articles titled "TACTICS" and "TRAITS". The top of the page shows the station.com logo, user options like "sign in / change user", "join free", and "why join?", and the SOE (Sony Online Entertainment) logo. A language selector at the bottom indicates "US ENGLISH".

| | |
|---|-----|
| Racing (NASCAR, Mario Kart, Burnout) | 74% |
| Puzzle (Bejeweled, Tetris, Solitaire) | 72 |
| Sports (Madden, FIFA, Tony Hawk) | 68 |
| Action (Grand Theft Auto, Devil May Cry) | 67 |
| Adventure (Legend of Zelda, Tomb Raider) | 66 |
| Rhythm (Guitar Hero, Dance Dance Revolution) | 61 |
| Strategy (Civilization IV, Command and Conquer) | 59 |
| Simulation (Sims, Rollercoaster Tycoon) | 49 |
| Fighting (Tekken, Super Smash Bros., MortalKombat) | 49 |
| First-Person Shooters (Halo, Counter-Strike, Half-Life) | 47 |
| Role-Playing (Final Fantasy, Blue Dragon Republic) | 36 |
| Survival Horror (Resident Evil, Silent Hill, Condemned) | 32 |
| MMOGs (World of Warcraft) | 21 |
| Virtual Worlds (Second Life, Gaia, Habbo Hotel) | 10 |

different

Digital native – Born 1990



Commercial cell phones were 12 years old

Today:
>75% of teens have a cell phone

different

Digital native – Born 1990



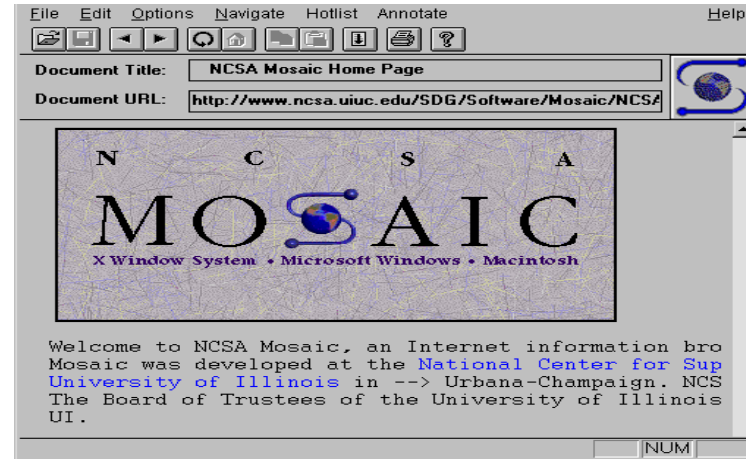
Tim Berners-Lee creates World Wide Web

Today:

93% of teens use the internet

different

Digital native – Preschool (3 years)



First great browser – 1993

Netscape IPO – Aug. 9, 1995

Today:

> 90% of online teens use their browsers for cloud computing activities



Digital native – 1st and 2nd grades (ages 6,7)



ICQ - 1996



AOL instant messaging
- 1997

Today:

~ 68% of online teens use instant messaging

different

Digital native – First grade (age 6)



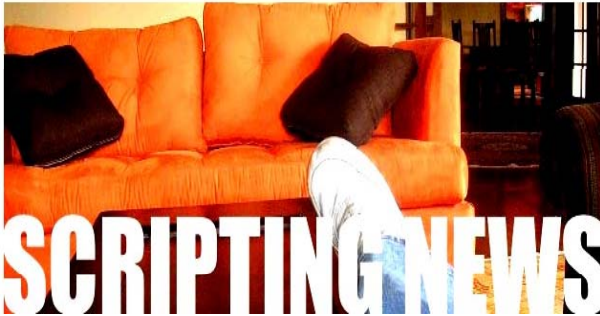
Palm Pilot – 1996

Today:

~20% of teens have their
own PDAs or
Blackberries

different

Digital native – Second grade (age 7)



LiveJournal.com

Home News Create Journal Modify Journal Download Directory Support

What is LiveJournal.com?

LiveJournal.com is a **free service** here on the Internet that allows you to create and customize your very own "live journal" ... an up-to-the-minute log of whatever you're doing, when you're doing it. It's free, it's fun, it's easy to use!



How do I use my LiveJournal?

Blogs – 1997, 1999,
2001, 2003



Today:

~30% of online teens keep
blogs and regularly post

=====

54% read blogs

different

Digital Native – Third grade (age 9)



Napster - 1999

Today:

~35% of online teens find out about new songs by
free downloads

~ 33% of online teens swap files on peer-to-peer

different

Digital native – Third grade (age 9)



TiVo – 1999

Today:

~ 40%-50% of teens have DVRs in house

different

Digital native – Fifth grade (age 11)



Wikipedia - 2001

Today:

~ 55% of online teens use Wikipedia

different

Digital Native – Sixth grade (age 12)



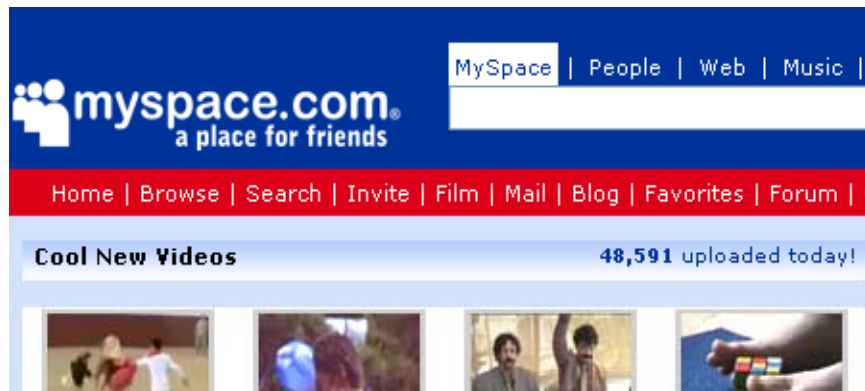
iPod - 2002

Today:

74% of teens have an MP3 player

different

Digital native – 7th and 8th grade (ages 13,14)



MySpace - 2003



Facebook - 2004

Today:

>70% of online teens use social network sites

different

Digital native – Seventh grade (age 13)

 **del.icio.us**
social bookmarking

del.icio.u

[login](#)

- » **all your bookmarks in one place**
- » bookmark things for yourself and friends
- » **check out what other people are bookmarking**

Tags

A tag is simply a word you use to de
bookmark. Unlike folders, you make
you need them and you can use as r
like. The result is a better way to org
bookmarks and a great way to discov
things on the Web.

Del.icio.us - 2003

Today:

40%-50% of online teens tag content

different

Digital native – Seventh grade (age 13)

flickr®



Imperial Palace Las Vegas at Night by Asten

1 comment 2 faves 1 note

Tagged with vegas,blue,night,lasvegas...

Taken on January 6, 2006, uploaded January 11, 2006

See more of Asten's photos, or visit his

Flickr - 2003

Today:

~60%-70% of teens have digital cameras

~50%- 60% of online teens post photos online

different

Digital native – Eighth grade (age 14)

Podcast Alley
Free the Airwaves

Responsible. Honorable. Respectable.

Home | Add a Podcast | Podcast Software | Podcast Forum | What is a Podcast? | Alley Blog | About Us

Pick a Podcast Genre:

Search for a Podcast:
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[Add Your Podcast](#)
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Podcast Alley is the podcast lovers portal. Featuring the best Podcast Directory and the Top 10 podcasts, as voted on by the listeners.

Podcast Interviews

BG Blast
What do you get when you join 3 cool hosts, open community input and all the hottest PodSafe music? BG Blast, Busch Garden's audience driven podcast where listeners have the chance to call in with their most random thoughts, connect with the teen community and maybe even host their very own episode of the show. BG Blast's Associate Producer Andrew Baxter gives the inside scoop on this hot new podcast

PodShow and BT
are coming together in the UK.

BT PodShow
BTPodShow.com
GET ON IT!

NEW! Top 10 for October

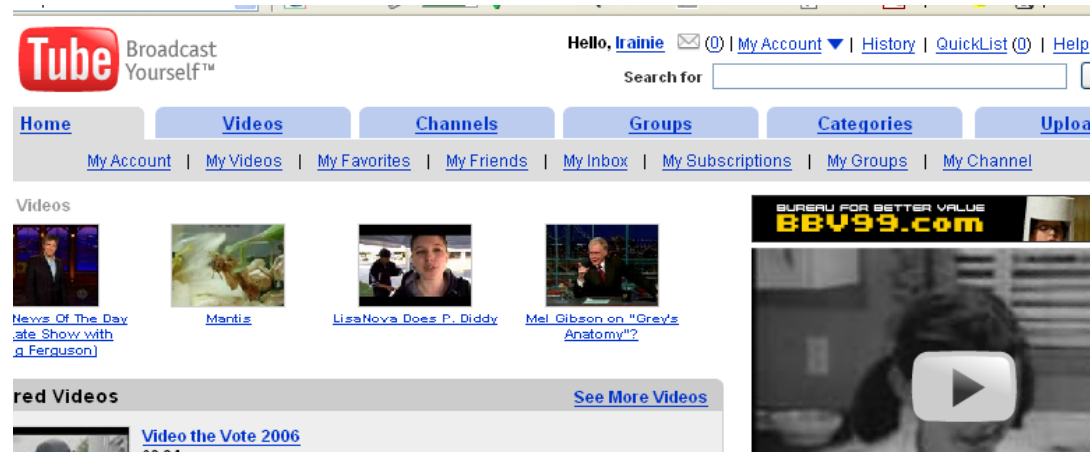
Podcasts – 2004

Today:

>25% of online teens have downloaded podcasts

different

Digital native – Ninth grade (age 15)



YouTube – 2005

Today:

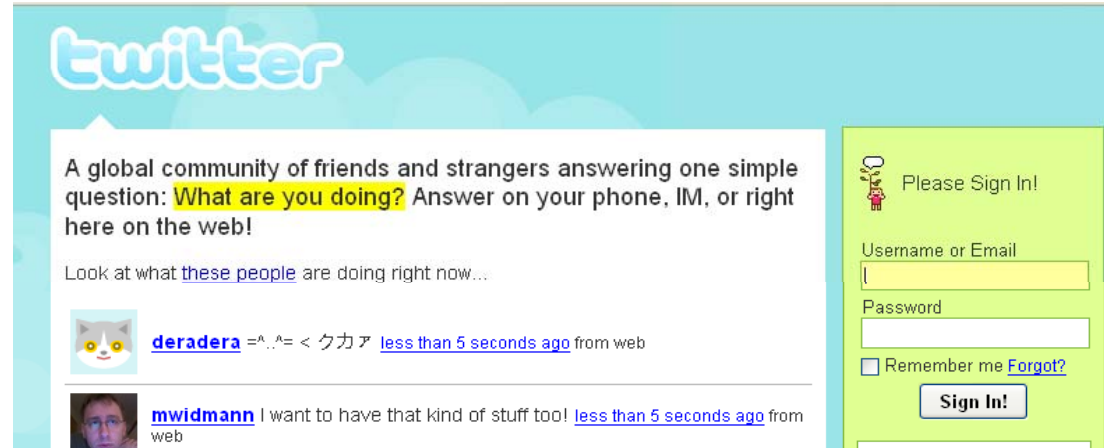
~40% of teens have video cameras

~25% have uploaded videos

>75% view videos on video-sharing sites

different

Digital native – Tenth grade (16)



Twitter – 2006

Today:

???

different

Participatory, creative class -- extras

**Close to three-quarters of
online teens have
created content for the
internet**



Other content creation

39% of online teens have shared their own creations online





Other content creation

~37% of online teens have rated a person, product, or service online

RateMyProfessors.com Home | Forum | T
Enter text to search

Home > United States > Pennsylvania > Penn State - University Park

ADVERTISEMENT
THE NEW 2007 LINCOLN MKZ.

Penn State - University Park
School's Webpage: <http://www.psu.edu/>
University Park, Pennsylvania
Wrong school? [Find your school](#)
Total professors: **3582**
Find your professor by department: All

[Add a professor](#) [Tell a Friend](#)


Rating Key: Good Quality Average Quality
Hot:

Browse Professors
[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#)

different

Other content creation

26% of online teens report keeping their own personal webpage



Kill Hello Kitty Now!

Hello Kitty

Related Links:

- [Hello Kitty is Annoying homepage](#)
- [Kitty Klux Klan](#)
- [We hate Hello Kitty](#)

Have you ever looked at an icon of Hello Kitty and thought ... how cute? Well it's not. I think it is more likely this cat is an evil dictator, looking for a chance to take over the world.

Don't you think it is very suspicious that this cat is so cute and innocent. Dont you think its more likely that this is just a cover up for HKs real intentions - to take over the world.

Hello Kitty is quietly entering in to every

different

Other content creation

~25% of online teens have created or worked on webpages or blogs for others, including those for groups or school assignments

The screenshot shows the homepage of Immanuel Presbyterian Church. The header features the church's name and a logo. A navigation menu on the left lists categories like Christian Education, Music Program, and Youth. The main content area includes a welcome message, a 'WHAT'S NEW' section with an announcement for a March 18th auction, and a 'LIFE AT IMMANUEL' section with links to various church resources and services.

IMMANUEL PRESBYTERIAN CHURCH

You Are Here: Welcome

Welcome to Immanuel Presbyterian Church in McLean, Virginia!

A loving Christian community connecting heart and head in worship, education, and service

COME AND WORSHIP WITH US!

Sunday Worship: services at 9:00 and 11:15 a.m. Unless otherwise indicated, [The Rev. Aaron Fulp-Eickstaedt](#) will be preaching.

For the detailed Sunday Schedule, [click here](#).

This Sunday, March 19: [What Made Jesus Angry?](#)

If you are looking for a church home, we would be delighted to have you [join us](#) and become involved in the activities and a life of nurture together. For our Sunday services, [click here](#). A variety of [child care](#)

WHAT'S NEW

Coming March 18! OUR OUTREACH AUCTION! (extl. link) (See last year's [photos](#))

Lenten Study - [Heart of Christianity questions](#)

Apr. 1 - [Used bike drive](#)

LIFE AT IMMANUEL

[Child Protection Policy and Forms](#)

GET ON BOARD! [Be a Part of IQI](#) See [photos](#)

Wonder about Worship? [Biblical texts abt. worship](#) [Children's Guides to Worship!](#)

2006 AUCTION: MARCH 18: [CLICK HERE!](#) (extl. link) LAST YEAR'S auction -- still have an open item? Check the [2005 auction pages](#) (external link)

different

Other content creation

20% of online teens
say they remix
content they find
online into their
own artistic
creations





This is an ecosystem that
changes the ...

volume



This is an ecosystem that
changes the ...

variety



This is an ecosystem that
changes the ...

velocity



This is an ecosystem that
changes the ...

venues
and availability



This is an ecosystem that
changes the ...

vigilance

different

This is an ecosystem that
changes the ...

vibrance



This is an ecosystem that
changes the ...

valence



This is an ecosystem that
changes the ...

voice



This is an ecosystem that
changes the ...

visibility



This is an ecosystem that
changes the ...

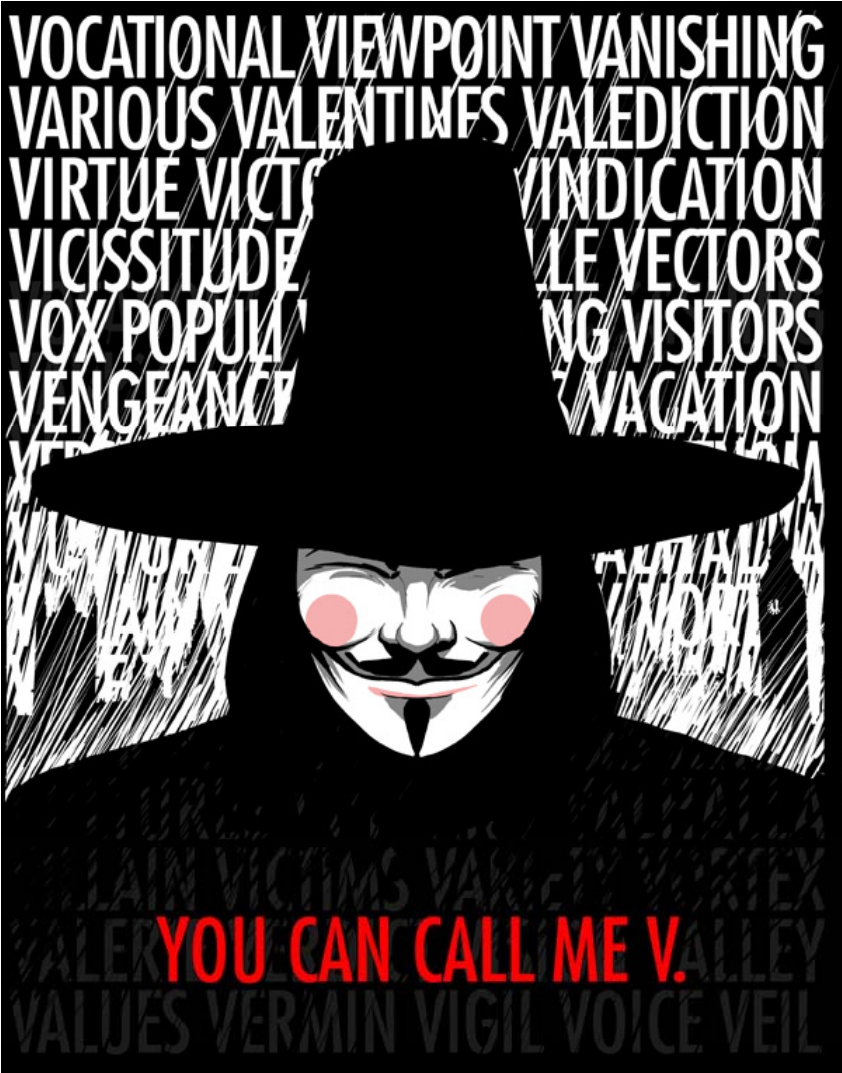
value

of social networks

and filters

different

BUCK & PULLEY N





Thank you!

Lee Rainie

Director

Pew Internet & American Life Project

1615 L Street NW

Suite 700

Washington, DC 20036

Lrainie@pewinternet.org

202-419-4500

different

The Millennials/Gen Y/Echo Boomers

- Who are they?
- What are their values?
- How do they obtain information?
- How do they communicate?
- How do we communicate with them?





Millennial Characteristics

| | | | |
|------------------------------|----------------------------|---------------------|---|
| Principled / Values | More Friends | More Diverse | Respect Intelligence |
| Optimistic / Positive | Internet Natives | More Choices | Format Agnostic |
| Balanced Lives | Adaptive / Flexible | Civic Minded | High Expectations |
| Collaborative | Nomadic | Gamers | Experiential |
| Independent | Confident | Direct | More Liberal & Conservative! |
| Multi-taskers | Inclusive | Patriotic | Entrepreneurial |
| Healthy Lifestyle | Family Oriented | Graphical | Achievement Oriented |

Credit: Richard Sweeney, NJIT



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/month

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throughout Canada & the U.S.

VoIP 9-1-1 service has certain
limitations versus traditional 9-1-1.
See vonage.ca for details.

Cool New People

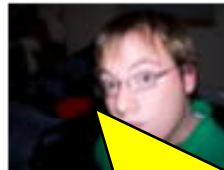
Virginia



Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

Remember my E-mail

LOGIN

SIGN UP!

[Forgot your password?](#)

Blogs
Browse
Chat Rooms

Classifieds
Filmmakers
Forums

Groups

**Reminder:
300,000
A DAY!**

advertisement

MySpace Music



Two Gallants

Indie
San Francisco, CA

Two Gallants bring us an infusion of body-knuckled punk energy to storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

» [Listen Now](#)



**Open an ING DIRECT
Investment Savings
Account.**

START SAVING

MySpace Specials

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

Hennepin County Library's Interests

- General** [library](#), [css](#), [rss feeds](#), [books](#)
- Music** Check out the [new music CDs](#) on order or recently arrived at the library.
- Movies** Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.
- Books** We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).
- Groups:** [Teen Lit, YA/Teen Books Discussion Group](#)
[View All Hennepin County Library's Groups](#)

Hennepin County Library's Details

- Status:** Single
- Zodiac Sign:** [Capricorn](#)
- Smoke / Drink:** No / No

Hennepin County Library's Blurbs

About me:

Library Search

Find books & more

[add Hennepin County Library Catalog search to your My Space!](#)

[26 libraries](#) in suburbs of Hennepin County, MN.

Check out the [blog](#) on our [TeenLinks website](#).

[Need homework help?](#)

Love books? So do we! [Find the next good book you're going to read, share a book review & more.](#)

College? Dating? Health? [Get sound advice.](#)

Question? [Ask us online 24/7.](#)

[hennepin county library](#)

Who I'd like to meet:

[Library Users](#), [Authors](#), [Volunteers](#), [Teens...](#)

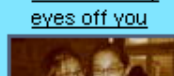
Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.

[eVolver](#)



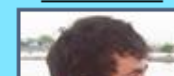
[I can't take my eyes off you](#)

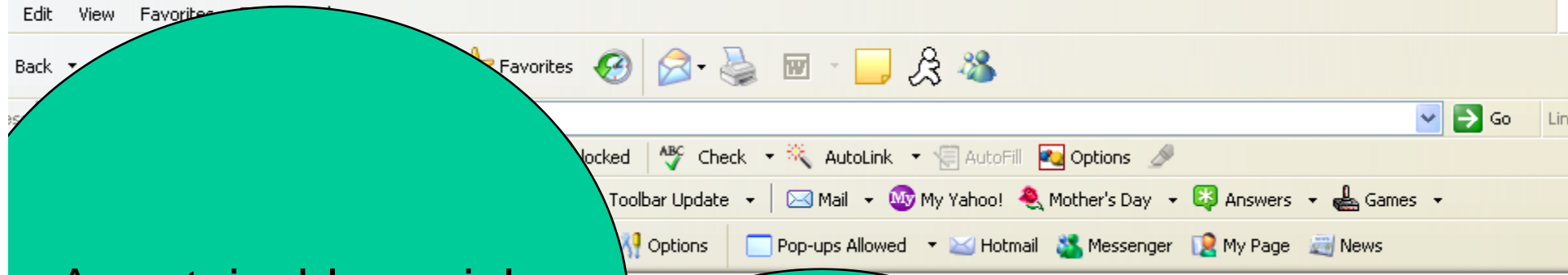


[.:Steen.:](#)



[Charbonneau](#)





A sustainable social network for life.

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

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

My Privacy



University of Phoenix



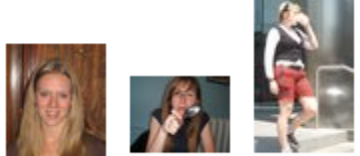
Study where you want.

View More Photos of
View All Zachary's Friends
Send Zachary a Message
Poke Him!

Friend Details edit

You are friends with Zachary.

Mutual Friends
21 friends in common. See All



Personal Info

Political Views: Liberal

Activities: Assistant Operations Manager at Cinemas (I get... Coordinator for the Hockey Club est. 2005 the model United Nations

Interests: I have two hobbies that I collect rare photographs... I have Houdini locking his keys in his car... the rare picture of Norman Rockwell beating up a child. Also, I have a vast seashell collection that I keep



Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING

BUY AND SELL WITH LS

REFER-A-FRIEND



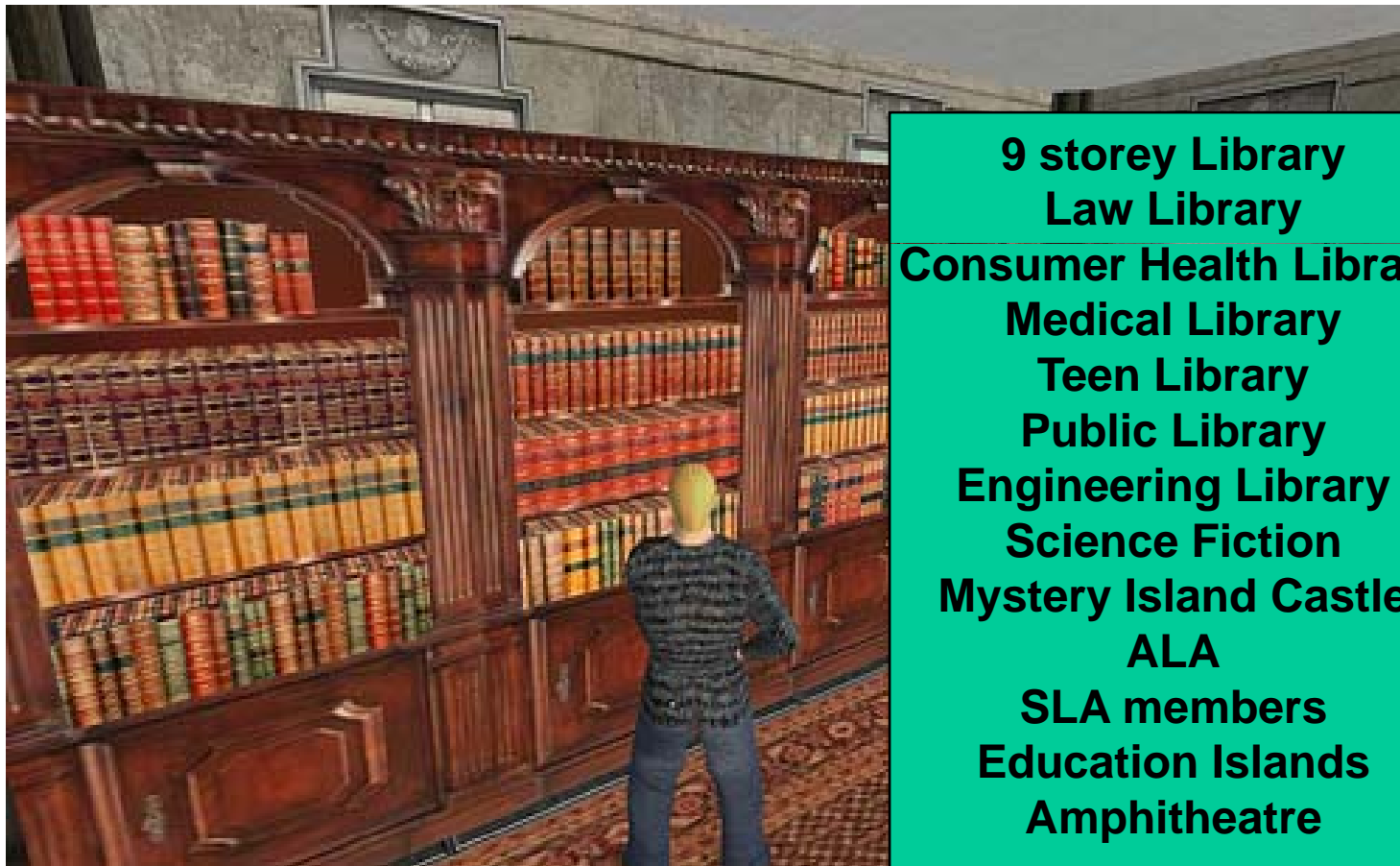
Alliance,
Charlotte,
San Jose SU
Europe (2X)
McMaster

Second L!fe
www.infoisland.org
L!brary
Another innovation from the Alliance Library System

Land For Sale view larger map

different

Second Life Library eBooks



9 storey Library
Law Library
Consumer Health Library
Medical Library
Teen Library
Public Library
Engineering Library
Science Fiction
Mystery Island Castle
ALA
SLA members
Education Islands
Amphitheatre



5,000 Library visits every night!

Me



ZACK MORTAL HOSTED A class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

Reading is virtually fundamental in SL

By **KATT KONGO**
Staff writer

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to treatment of mental illnesses, most would be surprised to learn that SL is now being used by an institution most think of as conventional — a library.

To be more exact, the Alliance Library System (ALS) is currently providing select services to the residents of SL. Initial services have, so far, consisted of book discussions and programs, such as one held Friday on the topic of "Getting Along with IT staff for Librarians and Educators."

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilize the programs, currently offered online to librarians and libraries, within SL. The two entities eventually hope to offer a plethora of library services.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization

provides services to 286 libraries and is partially funded by the state of Illinois.

She added that ALS is one of the most innovative organizations, technologically speaking, and their philosophy is to mine new technologies to spread the gospel of library usage. "Innovation equals risk, innovation equals growth," she stated.

Lori Bell, the ALS's director of innovation, read about SL in the blog of a librarian who was already a resident. She created an account, logged on with her avatar, Lorelei Junot, and saw a population of almost 200,000.

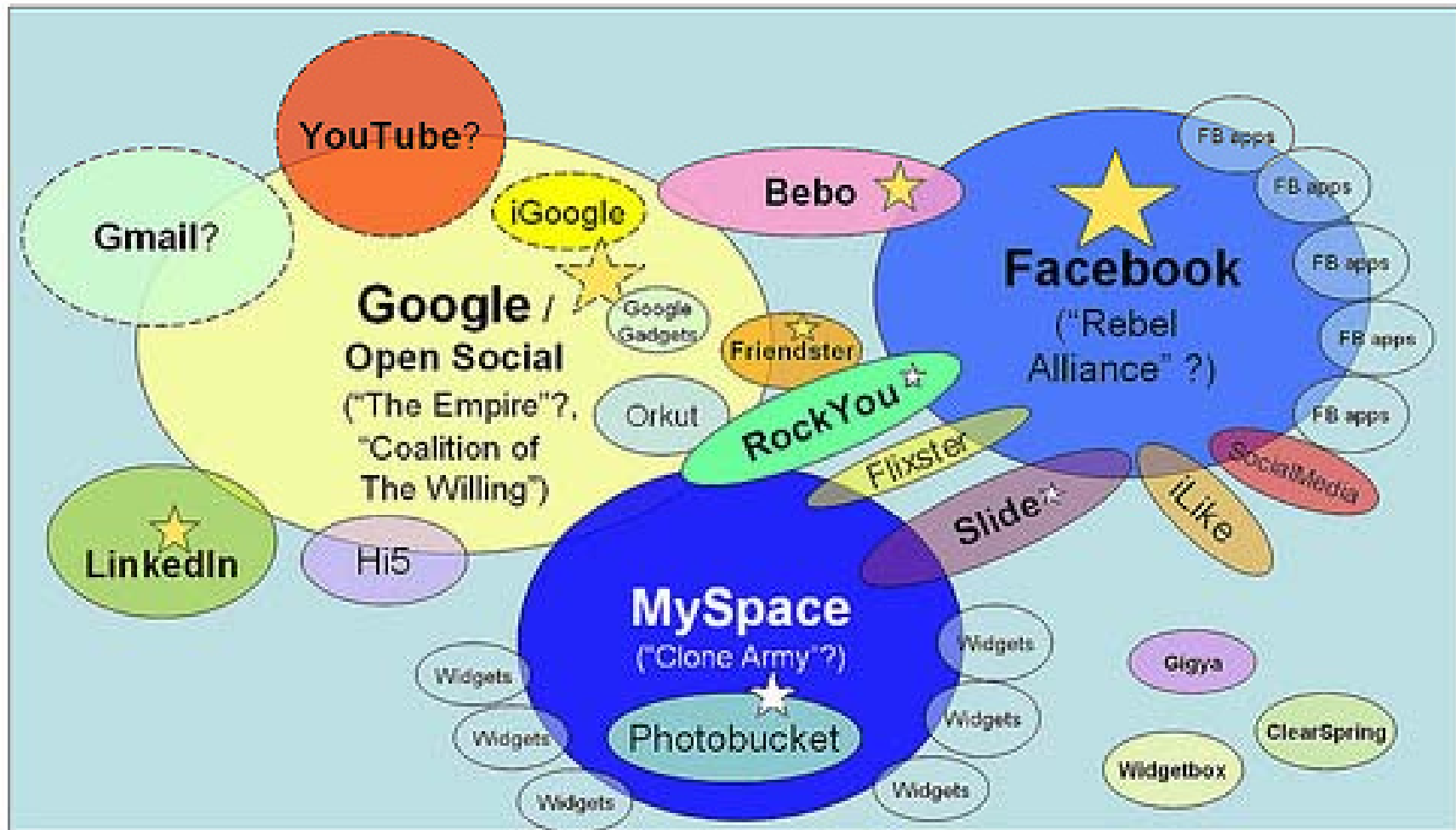
She found that SL had a few libraries, such as Wandering Yaffle's *_blacklibrary*, but thought that library services could be expanded. "Since there is web programming through OPAL, why not offer that in SL?" she said.

Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

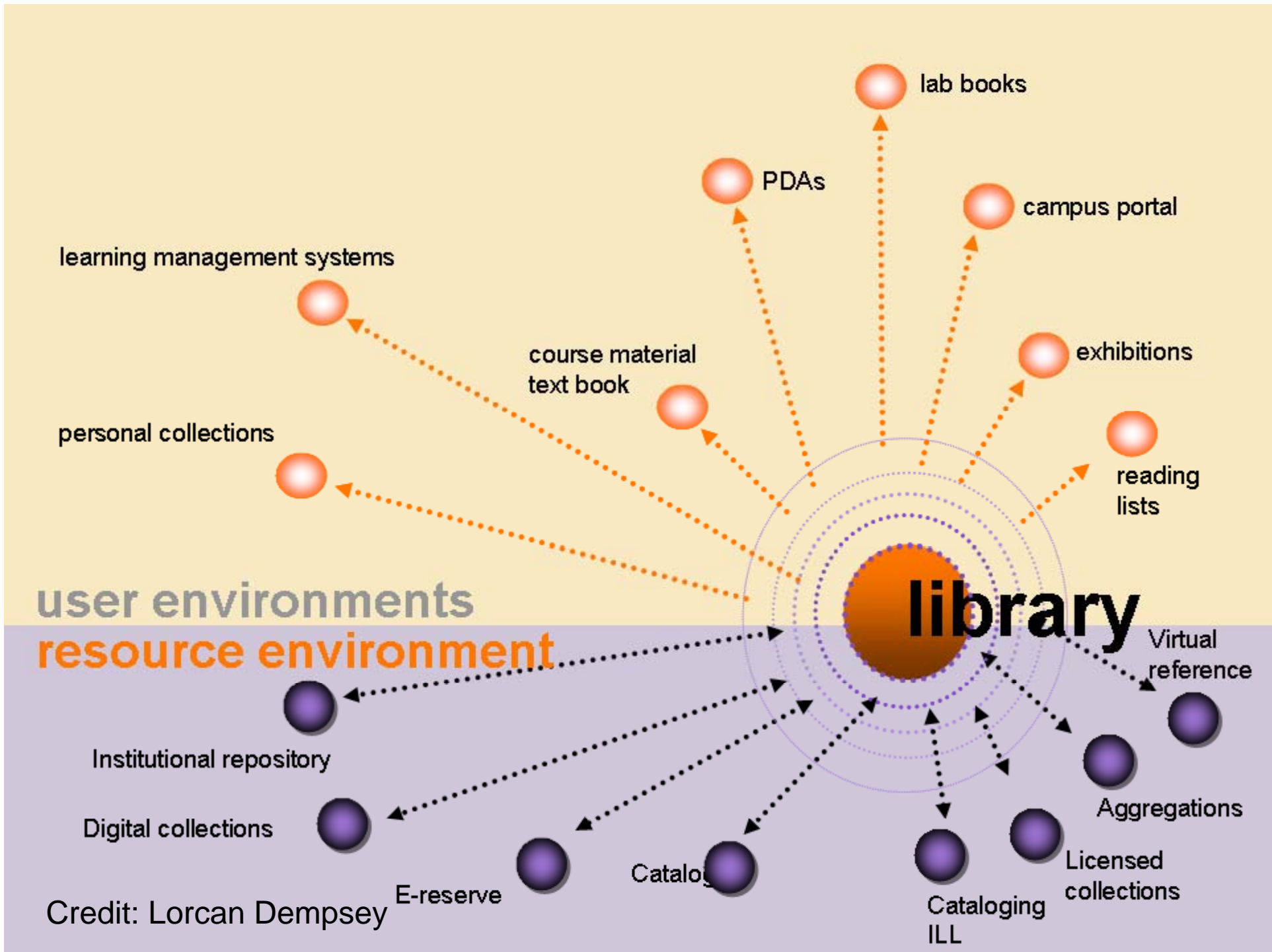
Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20

Social Graph Platform Wars



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



LIBRARY 2.0 MATRIX

Resource Environment Library 2.0 user

Library catalogue - MARC compliant

Web 2.0 platform 24/7

- adaptable user interface

Information services

- Online, Virtual Learning spaces

Blended digital Web Collections

Blended digital repository

Digital access for personal organisation

- E-reserve
- Borrower loan access

Digital access for licensed collections

- e-books, videos & multimedia, images, learning objects, etc
- specialist online databases

Federated searching

- Z39.50

Taxonomy - supported by global metadata standards

Web 2.0 as Platform Library 2.0 user

E-learning 2.0 environment

- LMS, ELGG, LAMS etc.

Social Networks

- MySpace/Facebook
- Blogs & Wikis
- Read/Write web functionality
- Social Bookmarking
- Images & multimedia sharing
- Podcasting & vodcasting

Folksonomy

- Tagging for personalisation

Searching

- Browser and desktop API
- Blogs & social networks
- Visual & metasearch engines

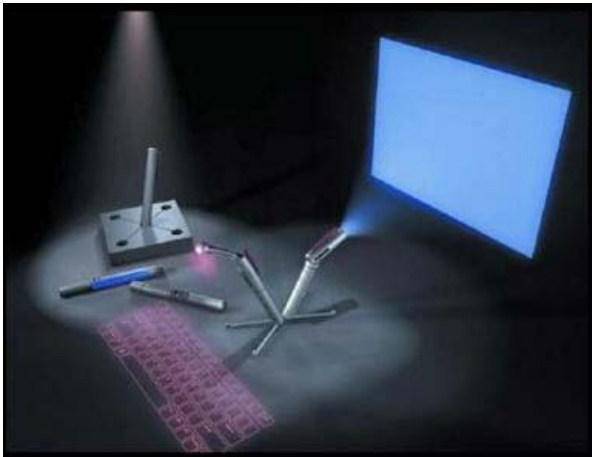
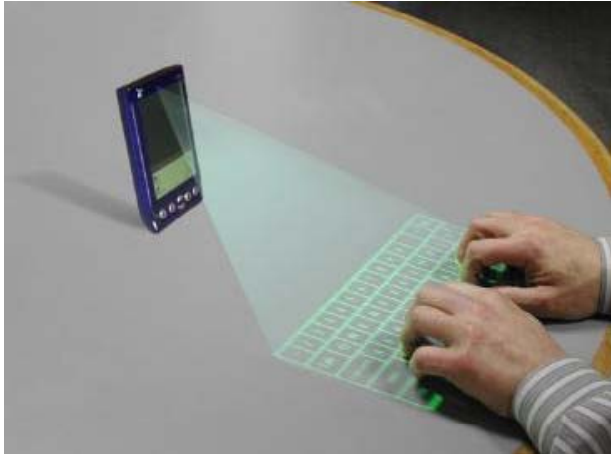
Mobile computing

RSS feeds and Mashups

The Sharing Economy



different



different



BUCK & PULLEYN

different

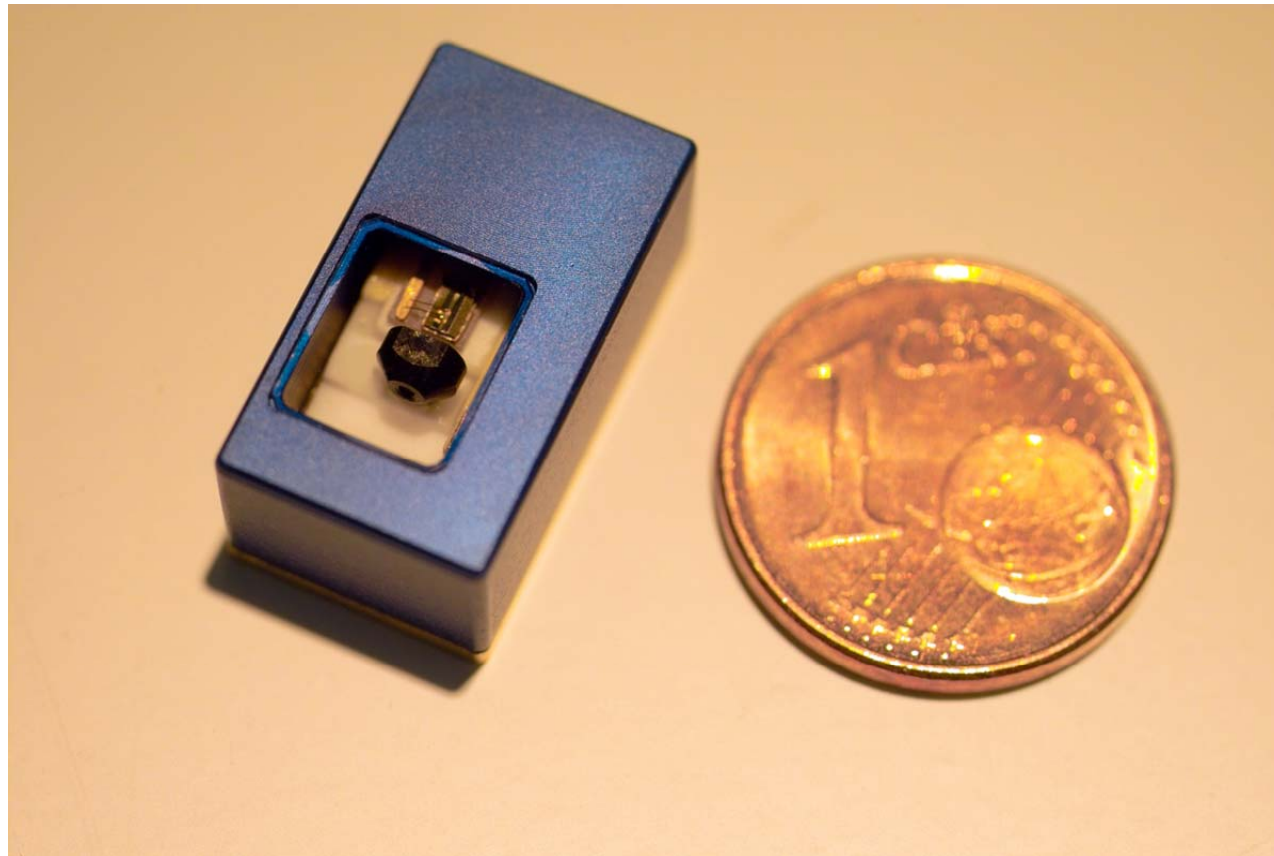


BUCK & PULLEYN



different

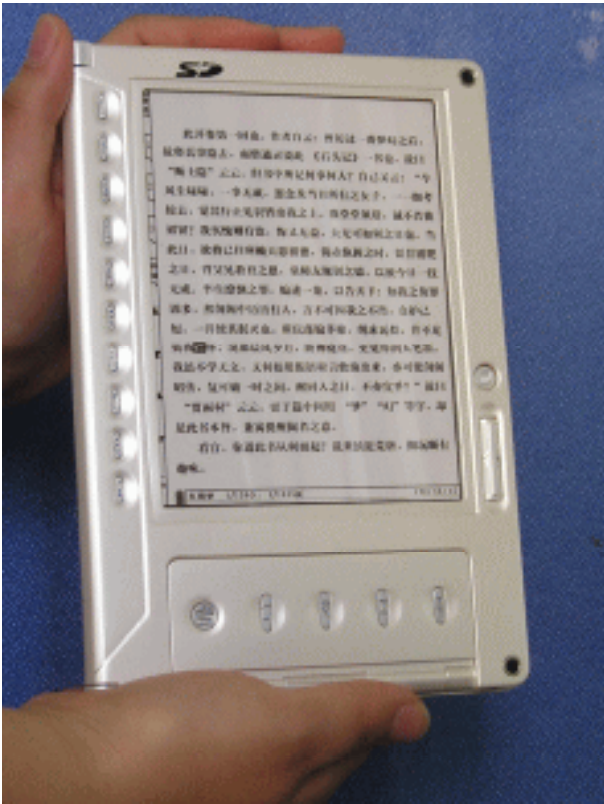
A projector the size of a sugar cube



different



different



different



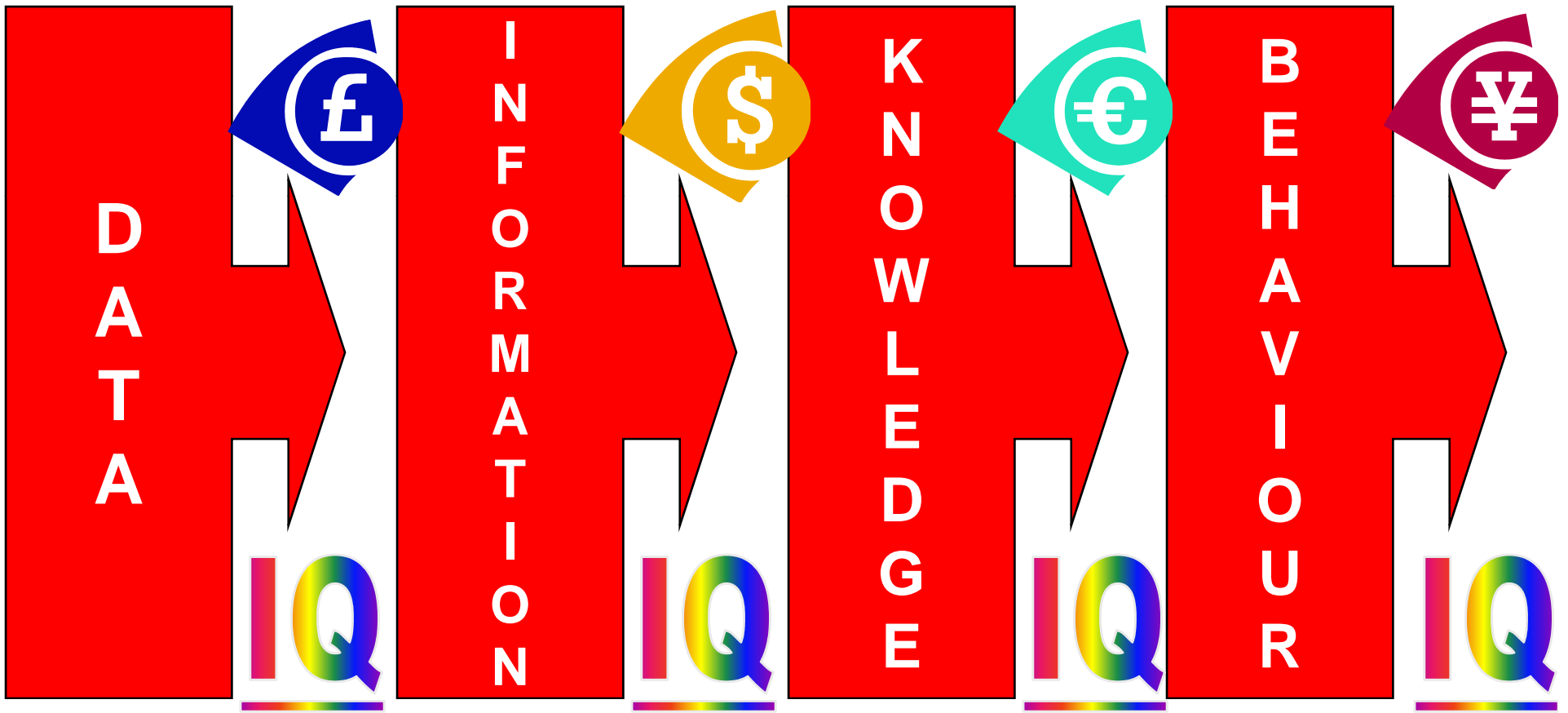
different

Everything's getting smaller



different

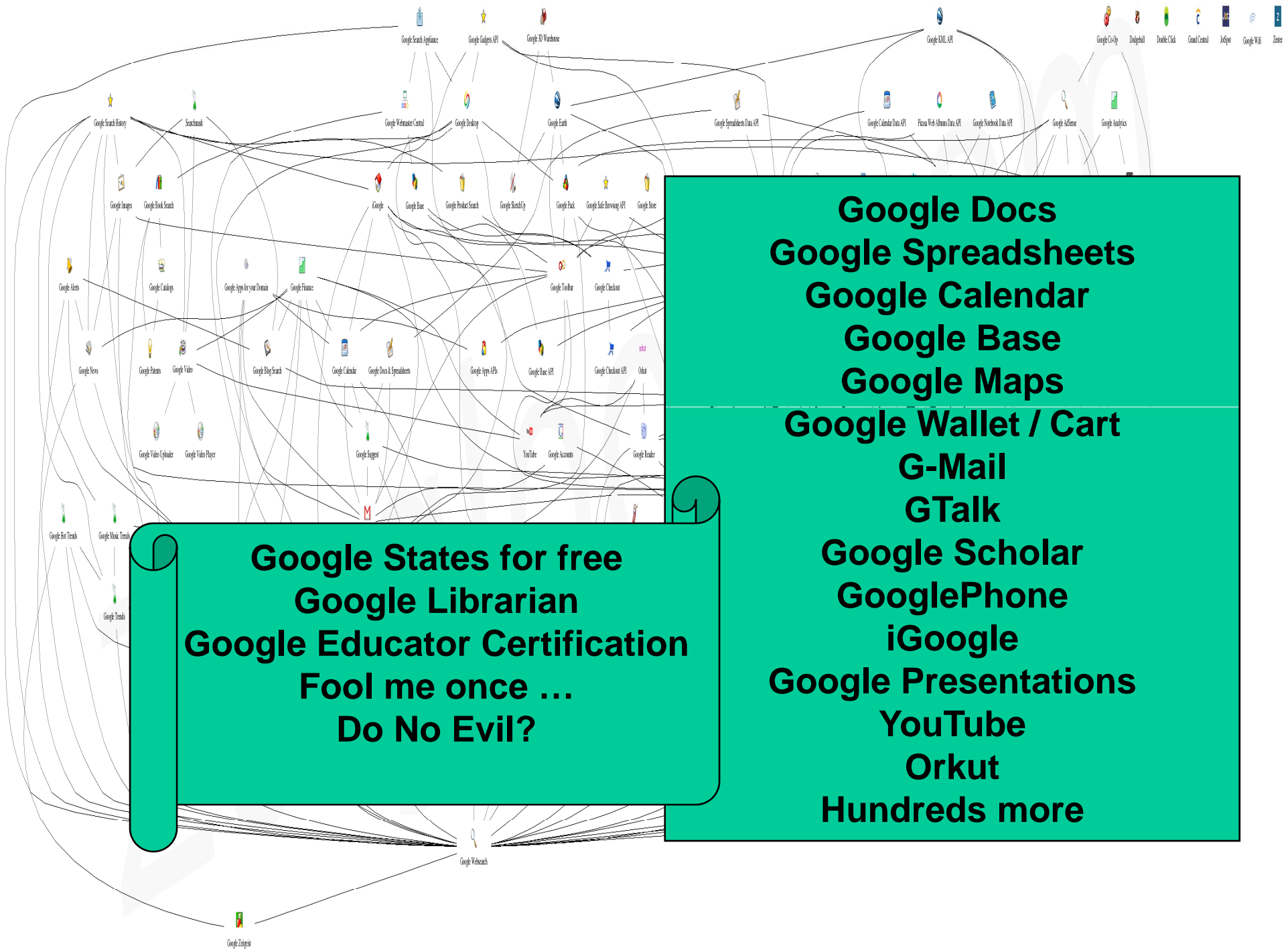
Transformation





**Do no
evil...or,
Search,
Ads and
Apps**

**I ♥ my
customers**



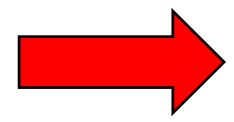
Google Docs
Google Spreadsheets
Google Calendar
Google Base
Google Maps
Google Wallet / Cart
G-Mail
GTalk
Google Scholar
GooglePhone
iGoogle
Google Presentations
YouTube
Orkut
Hundreds more

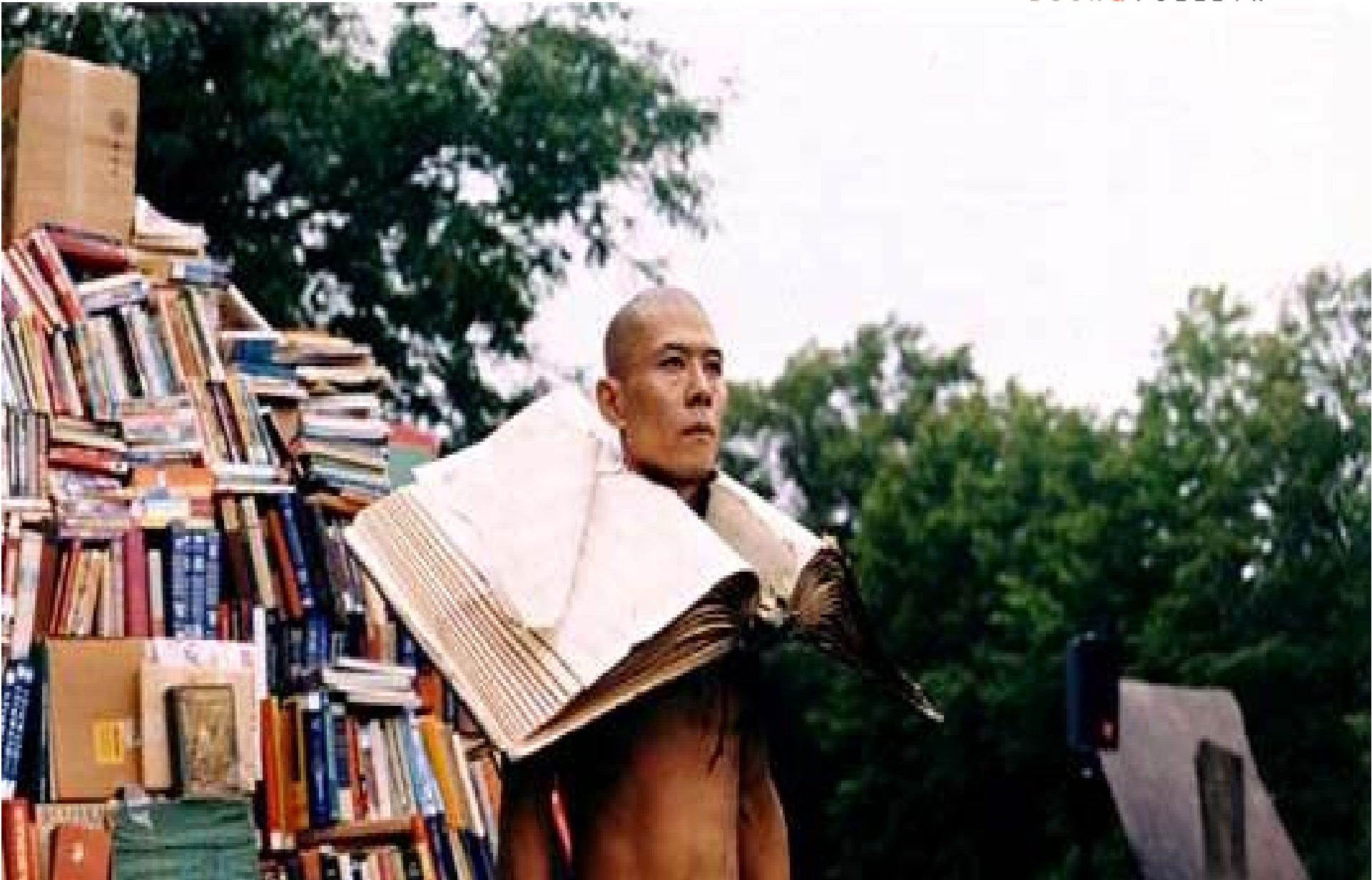
Google States for free
Google Librarian
Google Educator Certification
Fool me once ...
Do No Evil?

What When
Where

Why Who

How



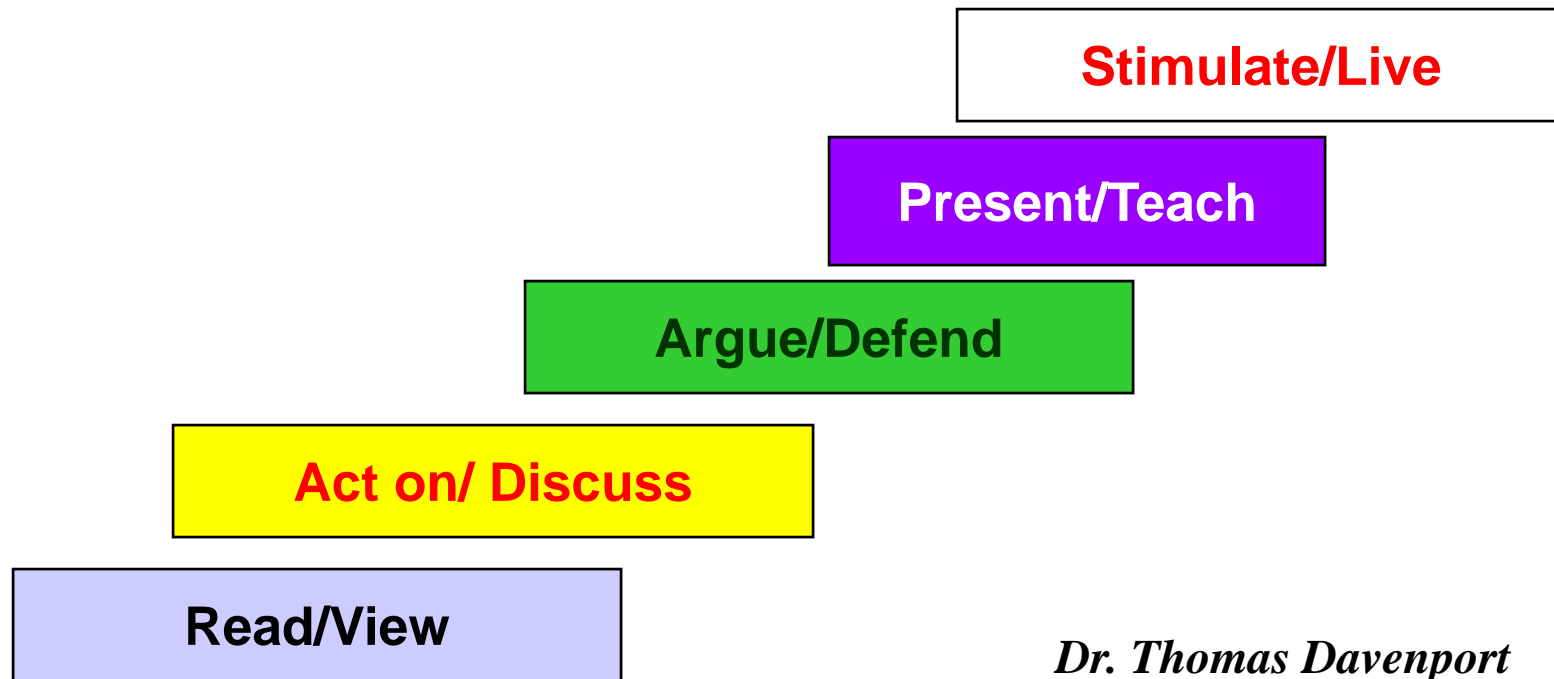


different



different

Information Engagement Levels



Dr. Thomas Davenport

different

Learning Styles

- Visual/Spatial (**P**icture Smart)
- Verbal/Linguistic (**W**ord Smart)
- Musical/Rhythmic (**M**usic Smart)
- Logical/Mathematical (**N**umber Smart)
- Bodily/Kinesthetic (**B**ody Smart)
- Interpersonal (**P**eople Smart)
- Intrapersonal (**S**elf Smart)
 - Piaget, Bloom, Gardner, etc.



different

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: Science and Arithmetic

- English and

K-12 Information Literacy Rubrics

History ed.

Art, Music, and Physical Education, etc.

There is an imperative for people to have a lifelong curriculum - a personal learning strategy



different

Gen Y demographics

- Born between about 1977 and 1994
- Currently aged 12 - 29
- 74 million in U.S. (28% of population)
- Ethnically diverse:
 - More than one-third (38%) not Caucasian
 - 15% African American; 14% Hispanic
 - Many who define themselves as multiracial
- Many from one-parent homes
 - By the early 90s nearly one-third of births were to single mothers
 - One-third of US marriages currently end in divorce

different

| Baby Boomers | Gen. X | Echo Boomers |
|----------------------|---------------------------|-----------------------------|
| 1946-1964 | 1965-1977 | 1978-1995 |
| 74 Million | 49 Million | 78 Million |
| Diversity as a Cause | Accept Diversity | Celebrate Diversity |
| Idealistic | Pragmatic / Cynical | Optimistic /Realistic |
| Mass Movement | Self Reliant / Individual | Self Inventive / Individual |
| Conform to the Rules | Reject the Rules | Rewrite the Rules |
| Killer Job | Killer Life | Killer Lifestyle |



different

Different values

- Gen X:
 - Disillusioned, rebellious, pessimistic
 - Distrusting of authority
 - Late to marry and have children
- Gen Y:
 - Optimistic, idealistic, more traditional
 - More prevalent family and religious values
 - More socially conscious
 - Teen alcohol and drug usage, pregnancy, and homicide rates are down from 1980
 - Predicted: earlier marriages, more children



different

Different values

Gen X:

- Pragmatic/cynical
- Accept diversity
- Reject the rules
- Increasing crime rates
- Latchkey kids
- Talkers
- PC
- Multitask
- Use technology

Gen Y:

- Optimistic/realistic
- Celebrate diversity
- Rewrite the rules
- Decreasing crime rates
- Helicopter parents
- Doers
- Internet
- Multitask even faster
- Assume technology

different

Role models

| | <u>8-12 yrs.</u> | <u>13-21 yrs.</u> |
|------------------|------------------|-------------------|
| Mother: | 76% | 46% |
| Father: | 55% | 36% |
| Grandparent: | 31% | 16% |
| Teacher/coach: | 21% | 16% |
| Singer/musician: | 9% | 13% |
| Athlete: | 8% | 6% |



different

Girl power

Girls:

- Higher reading scores than boys
- Have caught up to boys in math
- Dominate extracurricular activities
- Dominate college enrollments - 57%
- Study more, make higher grades, graduate in less time

Boys:

- Still more likely to take part in sports (63% vs. 49% of girls)
- More likely to be in special ed (73% of all special ed students)
- Four times more likely than girls to commit suicide
- Continue to earn more than girls, but the gap is closing

different

Young people and religion

- 51% say religion is extremely/very important; 26% say it's somewhat important
- 68% say their religious views are similar to their parents'
- 51% agree that "I know God really exists and I have no doubts about it"
- 68% approve of having "In God we trust" on coins
- 67% approve of including "One nation, under God" in the Pledge of Allegiance
- 51% approve of displaying a monument to the Ten Commandments in a public school building
- 45% say prayer is OK at a public school ceremony



different

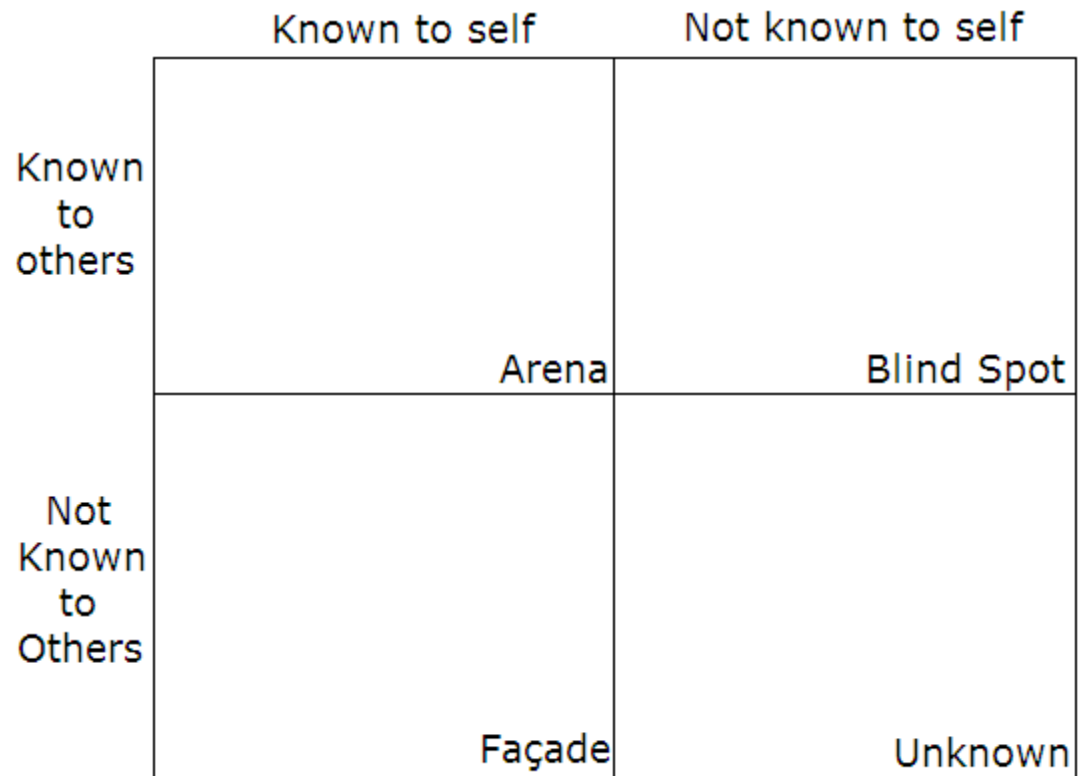
Imagine...

- There has always been MTV
- Text has always been hyperlinked (younger Millennials)
- Popcorn has always been microwaved
- The Vietnam War is studied in ancient history
- Razors, Micros, Shavers, Swings and Dinos are ... ?
- Michael Jackson has always been strange

different

Self Awareness

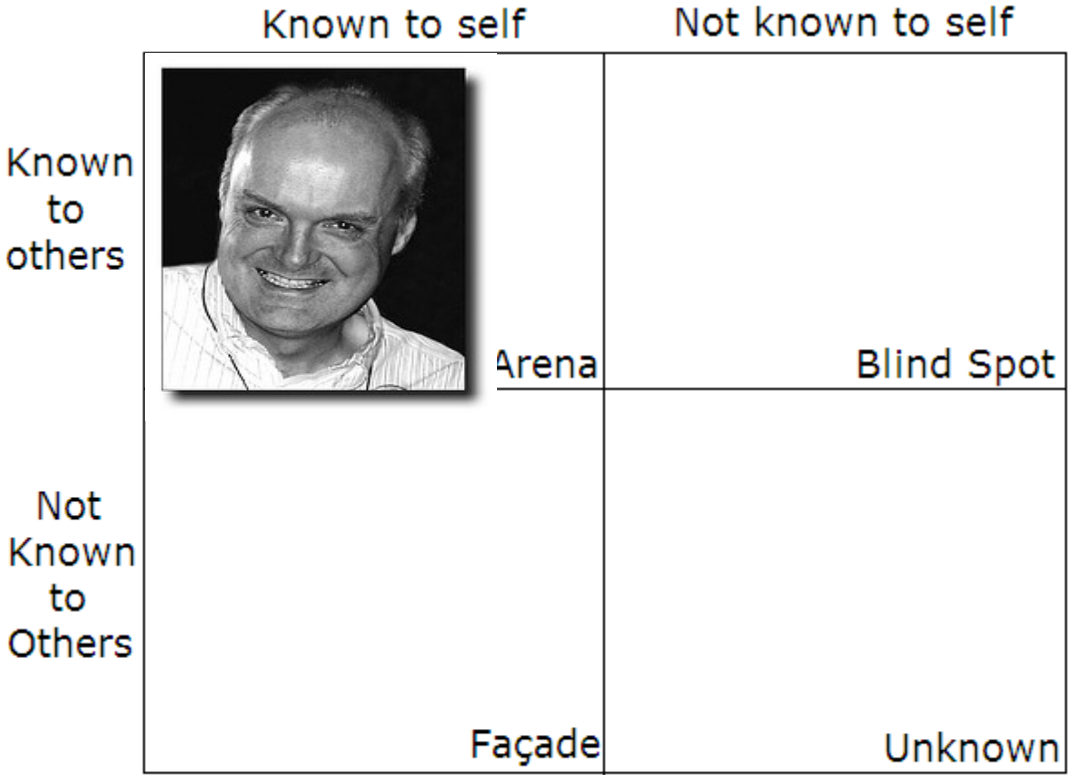
Johari Window



different

Self Awareness

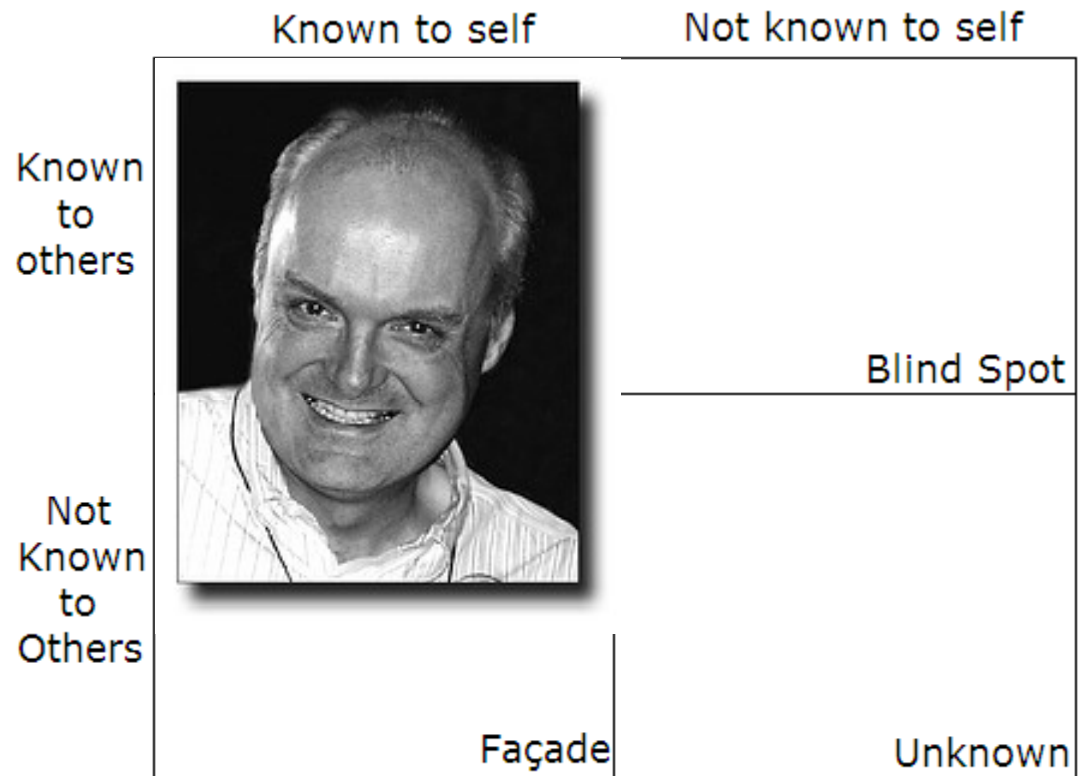
Johari Window



different

Self Awareness

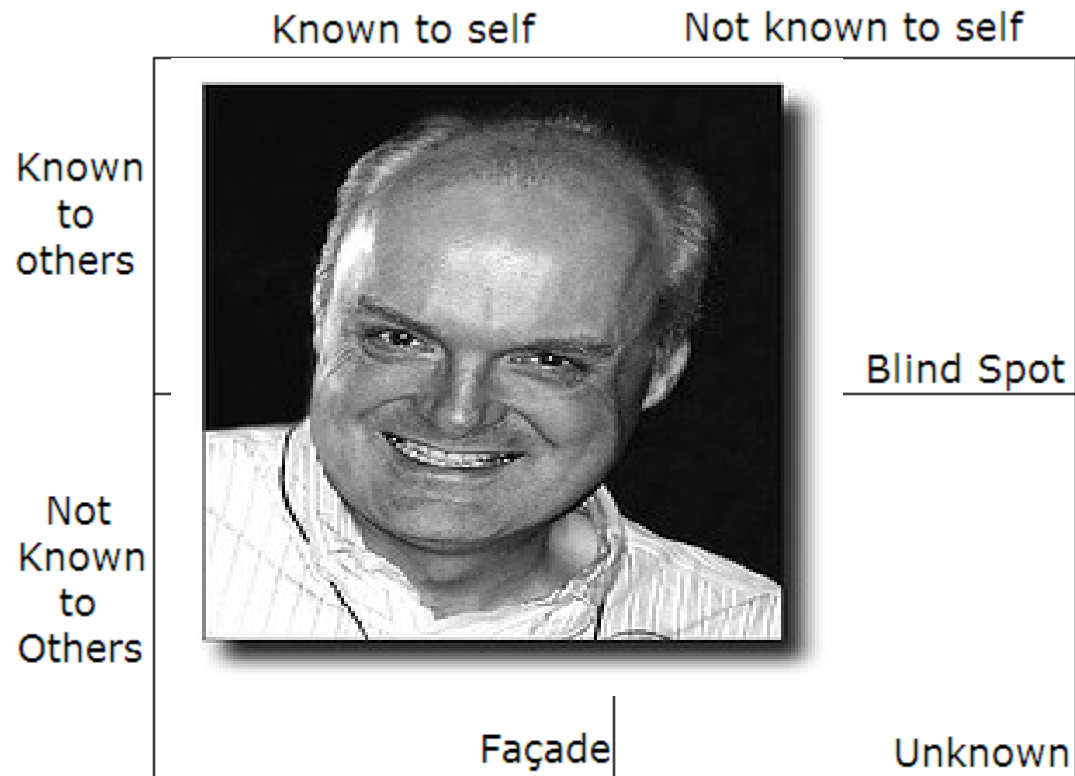
Johari Window



different

Self Awareness

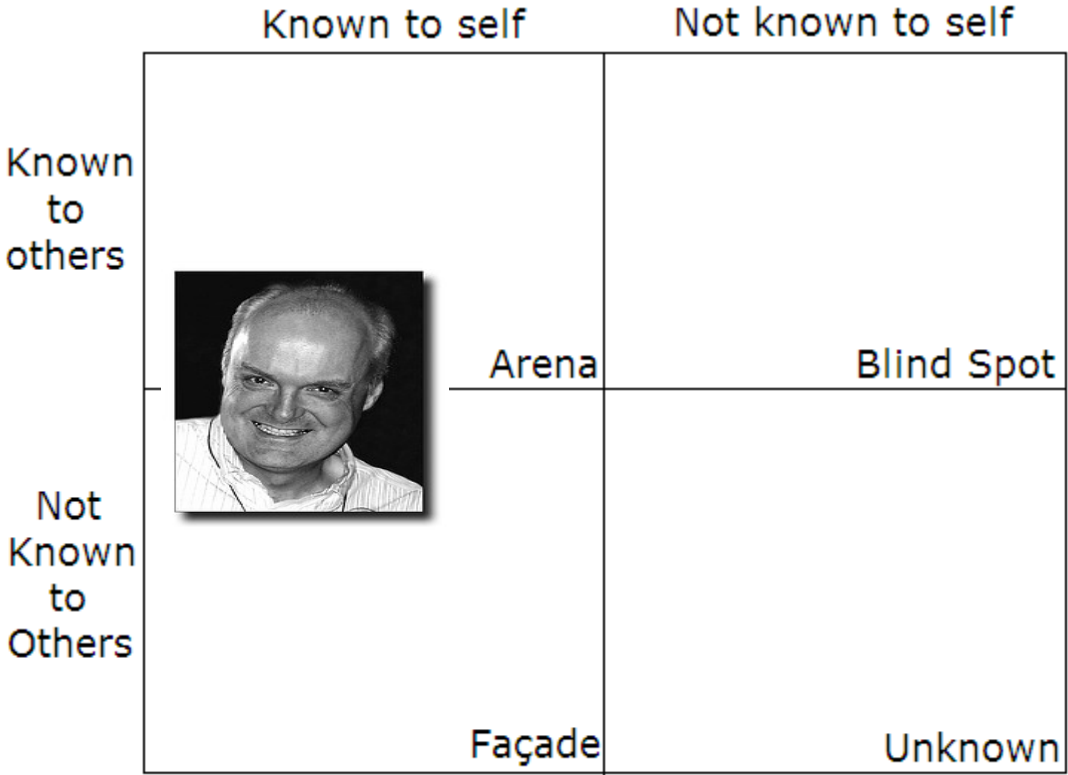
Johari Window



different

Self Awareness

Johari Window



different

Spending power

- Gen Y earned \$233 billion in 2005
- A gender gap still exists
 - Boys: \$128 billion
 - Girls: \$105 billion
- Online behavior a major driver of offline purchases
 - \$42 billion in purchases first seen/researched online (\$729 per capita)
 - Nearly \$22 billion more than last year (\$380 increase per capita)
- 56% of 18 to 21-year-olds are saving for college
- 45% of 18 to 21-year-olds have credit cards



different

Internet penetration

- More than 90% have a home computer
- More than 90% have Internet access
- % having their OWN computer at home:
 - 10-12: 33%
 - 13-15: 46%
 - 16-17: 63%
 - 18-21: 87%
- Over 55% have broadband access



different

Internet usage

- 85% of 13 - 21-year-olds say they spent more than an hour on the Internet “yesterday”
- 50% of 18 - 21-year-olds read the news online in the “past week”
- % of 13 - 21-year-olds who sent more than mail “in the past month:”
 - Links to sites: 50%
 - Photos/pictures: 43%
 - Email advertising: 42%
 - Chain letters: 34%
 - Documents: 32%

different

Weekly media consumption

| <i>Ages</i> | <i>TV hours</i> | <i>Internet hours</i> |
|-------------|-----------------|-----------------------|
| 13 – 15 | 15.9 | 17.4 |
| 16 – 18 | 12 | 17.3 |
| 19 – 20 | 12 | 16.2 |
| 21 – 24 | 13.7 | 15.5 |

different

What they do online

| | |
|------------------------|-----|
| Send or receive e-mail | 56% |
| Chat with people | 53% |
| Help on homework | 51% |
| Just surf the net | 45% |
| Play online games | 42% |
| Sample/listen to music | 35% |
| Download music/audio | 35% |
| Get info for purchases | 34% |
| IM-ing/buddy lists | 29% |
| Get info on hobbies | 25% |

RoperASW Youth Report 2004



different

Media/technology/entertainment options

- Web surfing
- Cell phones and text messaging
- DVD players and burners
- MP3s, JPEGs, digital cameras
- Videogames
- Online gaming
- Streaming video
- Podcasting
- TiVo

...and more



different

Media saturation

- Millennials like choice – they gain a sense of empowerment from having options
- Total media consumption time has remained fixed \therefore the Internet has gained at the expense of other media
- Media selection is based on efficiency in meeting needs
- Internet is preferred for informational needs
- “For today’s kids, media must be instant, electronic, and portable.”
 - *Louis Feola, former President, Universal Worldwide Home Entertainment*

different

New behaviors

- Multi-tasking
- Split screens and crawls
- IM-ing and blogging
- Ad avoidance



different

Multi-tasking

“We live in a state of continuous partial attention.”

- Multi-tasking while watching TV:
 - 75% of kids with TV in room
 - 65% of kids without TV in room
- Girls 9-11 are the most prolific media multi-taskers, combining TV and Internet, TV and radio, and other vehicles more often than boys or younger girls

Knowledge Networks/SRI interviews with 245 children ages 8 to 17

different

Multi-tasking when online

When you are online, what else do you typically do at the same time?

- Eat: 58%
- Listen to CDs/MP3s: 53%
- Talk on the phone: 40%
- Watch TV: 39%
- Listen to the radio: 33%
- Do homework: 24%
- Read: 15%
- Nothing: 5%



different

Interactivity

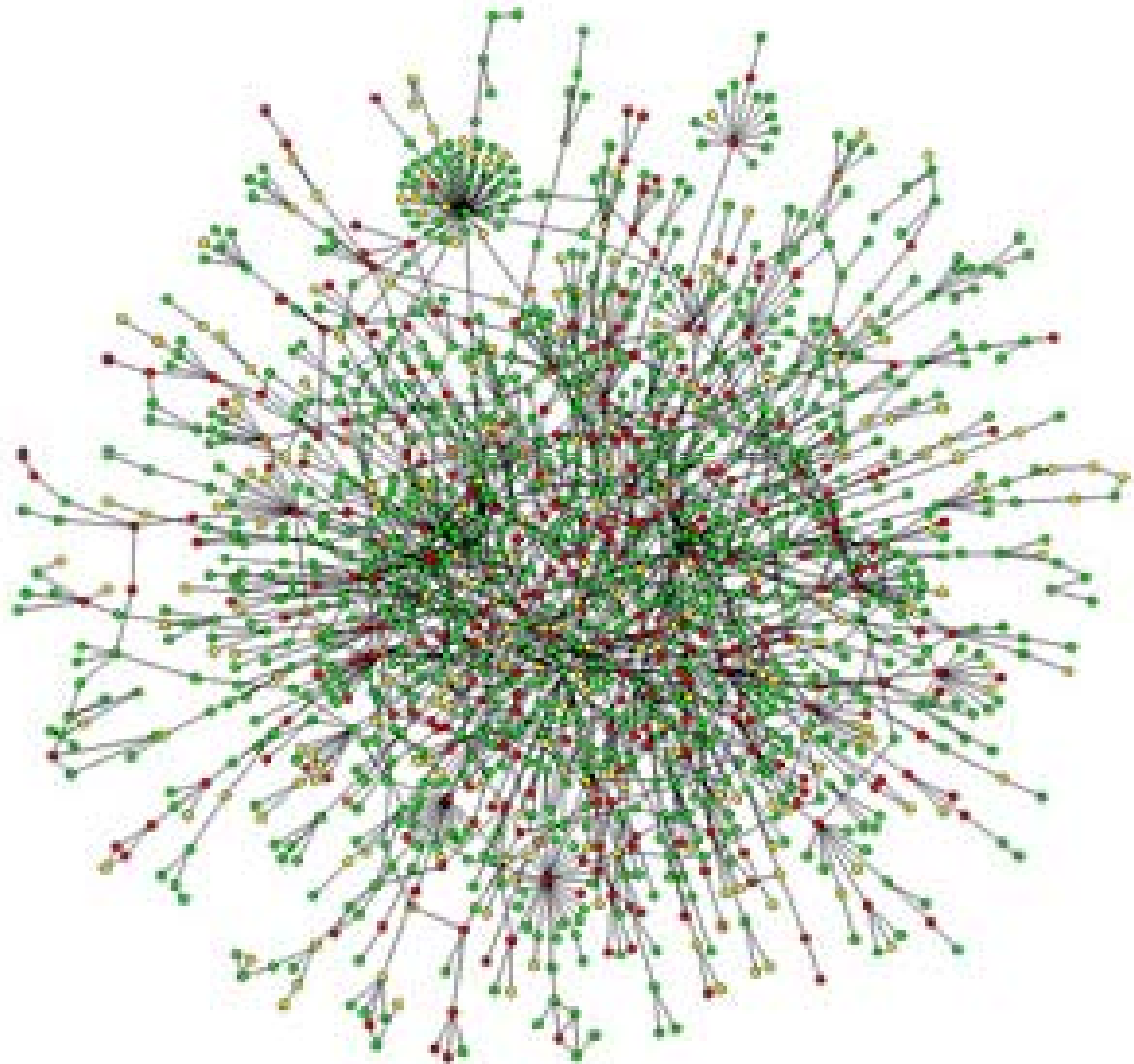
- Pervasiveness of IM'ing and blogging
 - Medium hot vs. medium cool
 - 75% of teens with online access IM
 - Dealing with difficult subjects
- Increasing use of blogs, chats, and podcasting by colleges and other youth marketers
- FuseTV: competing with MTV with split screens plus interactivity and mobile messaging

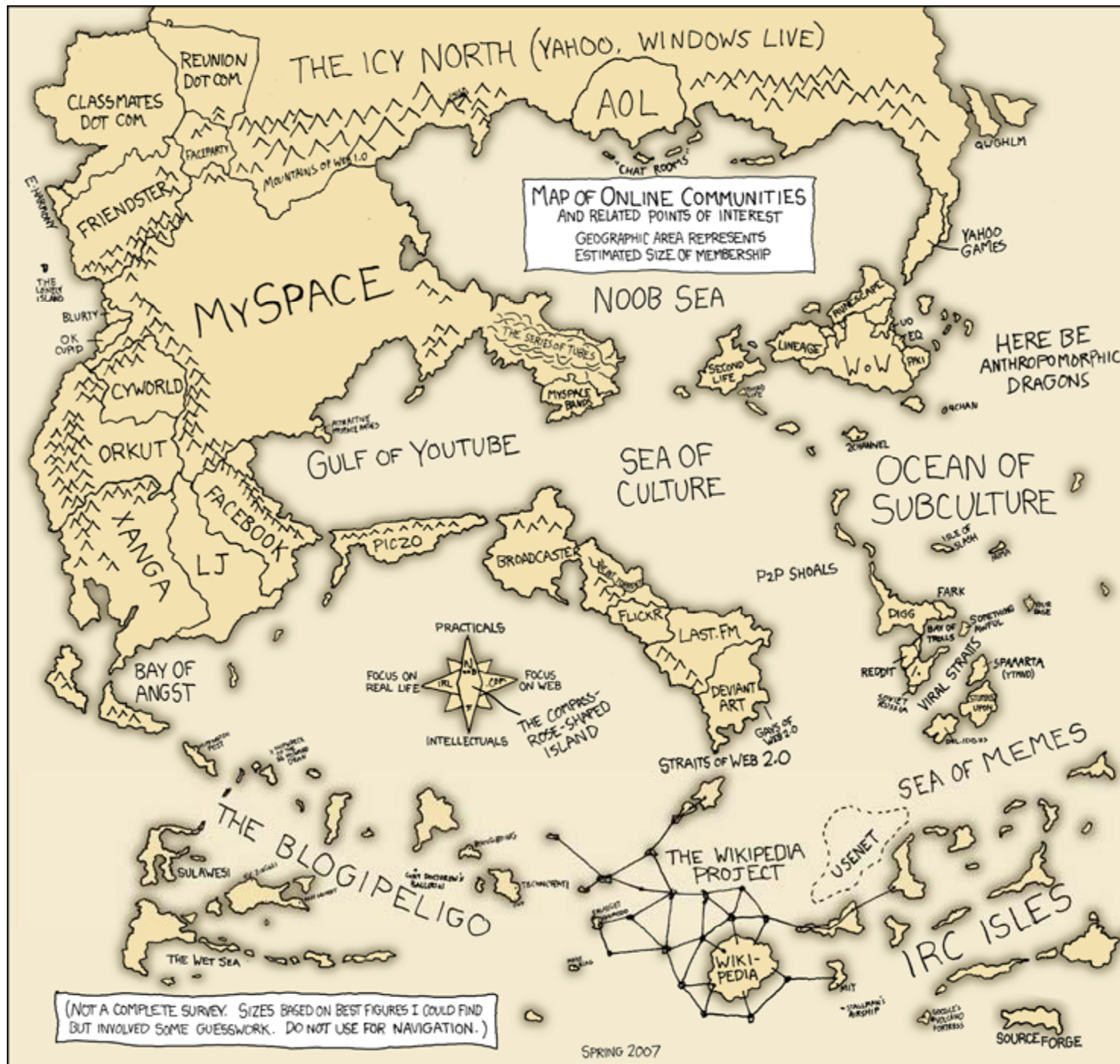
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Gen Y: How do they decide?



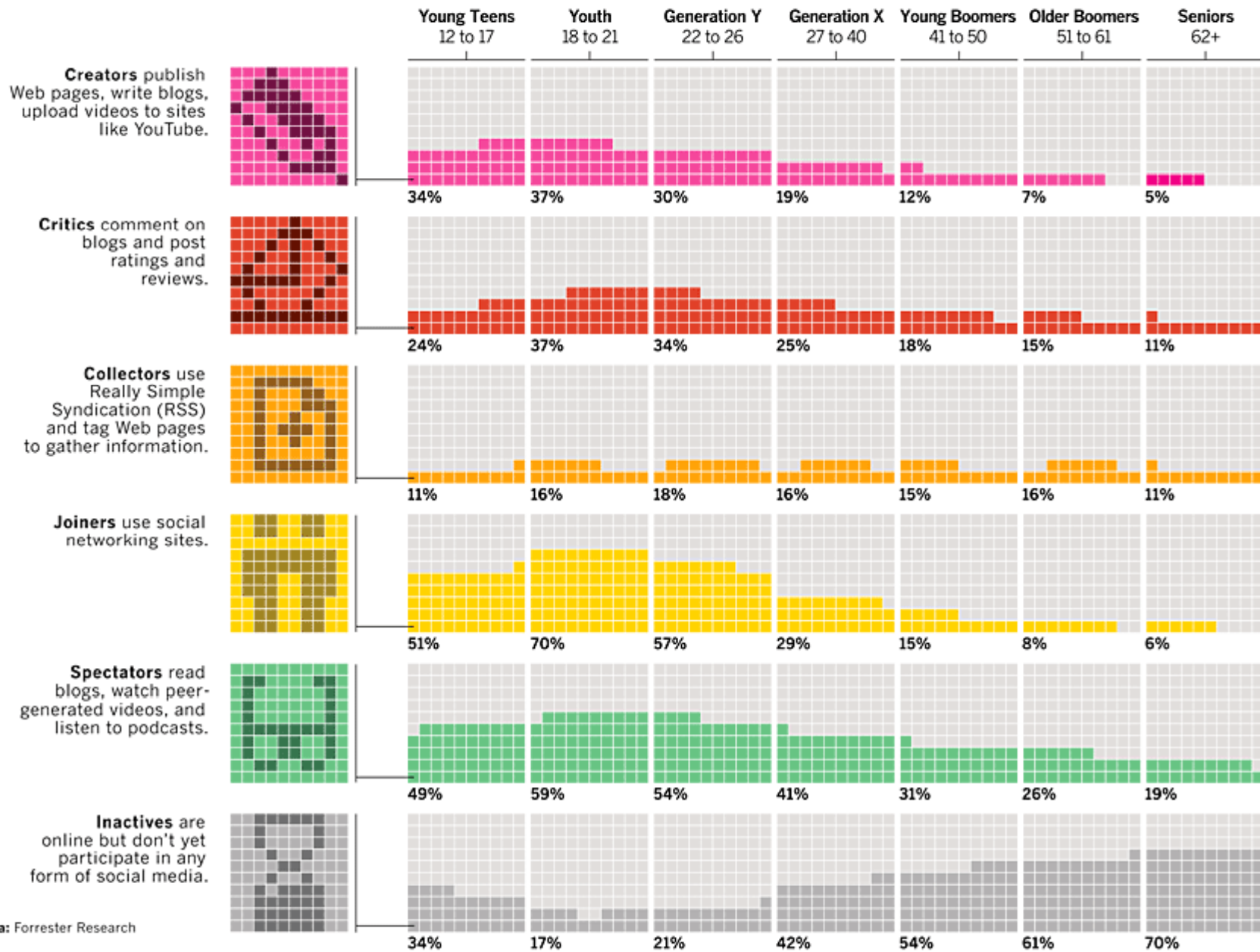
- Word-of-mouth
- Peer support
- Ignore “The Man”
- Movies, TV, and print for trends
- Internet for information
- Delay





What people are doing

Who participates (U.S. online users)



Data: Forrester Research

CHART BY ARNO GHELF



different

Reading declines with age

In the past month have you...

- Read a book, not for school
 - 71% of 8-12 year olds
 - 57% of 13-21 year olds

- Played computer games
 - 86% of 8-12 year olds
 - 68% of 13-21 year olds



*Context is King,
not Content.*

different

Simple Collaboration



Messenger



YAHOO! MESSENGER



Meebo and Trillian

**90%+ of people
from ages 15-25
have at least one
IM account vs.
only 5% of over
30's**



IM: Instant Messaging

- Thomas Ford Memorial Library – 50%
- Pennsylvania State University IM pilots now 28 site campus-wide
- SirsiDynix Docutek *VRLPlus* K-12 experience in New Zealand








different

Podcasting

- Studios
- Webcasts
- YouTube
- ODEO

different

“Web 2.0 generally refers to a second generation of services available on the WWW that lets people collaborate and share information online.” Wikipedia

- Shared Pictures = 
- Shared Knowledge =  
- Shared Bookmarks = 
- Shared News = 
- Shared Videos = 
- Shared Everything = 

LIBRARY 2.0 MATRIX

Resource Environment Library 2.0 user

Library catalogue - MARC compliant

Web 2.0 platform 24/7

- adaptable user interface

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- Online, Virtual Learning spaces

Blended digital Web Collections

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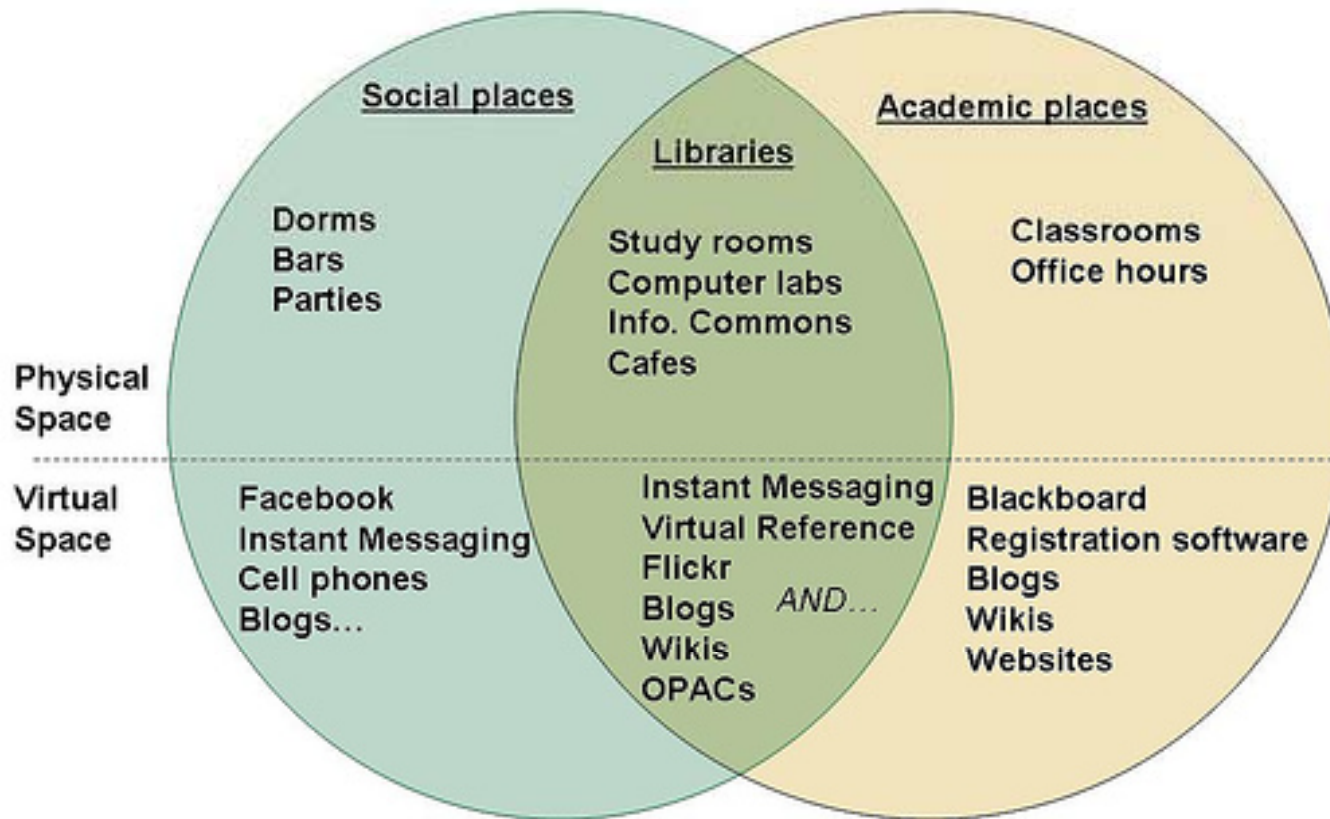
Searching

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- Blogs & social networks
- Visual & metasearch engines

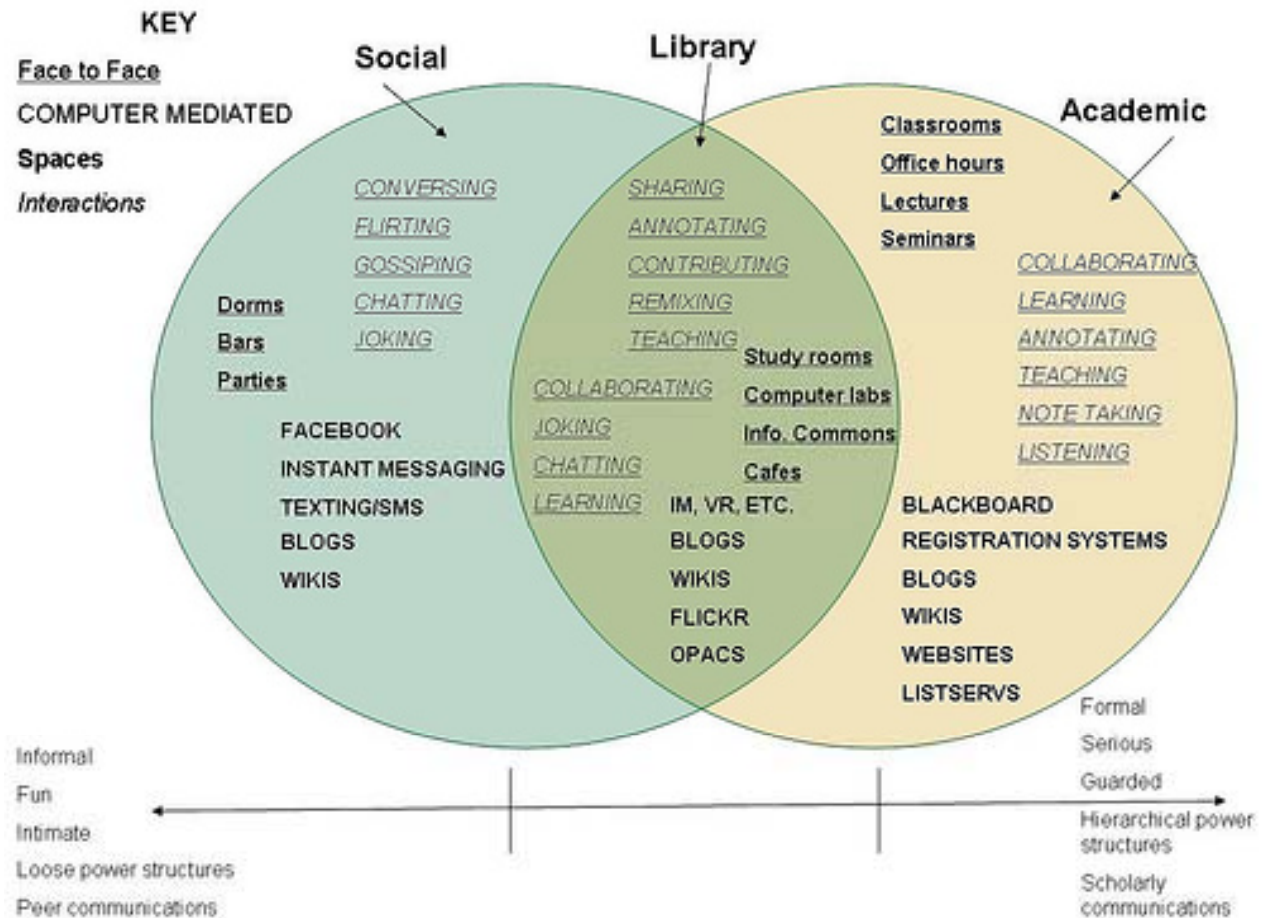
Mobile computing

RSS feeds and Mashups

different



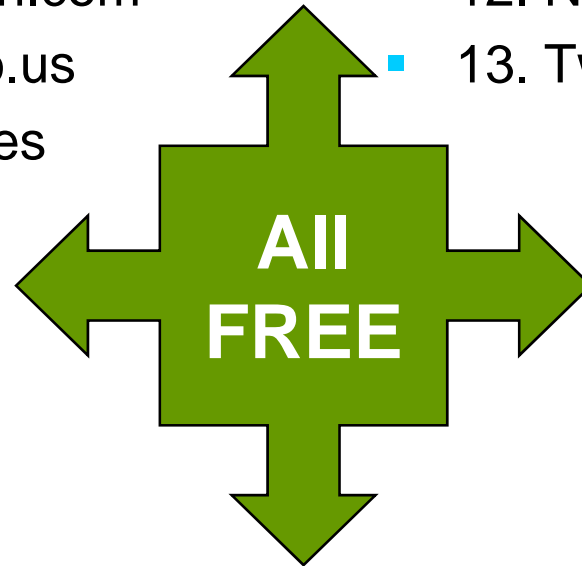
different



different

Top 13 2.0 Apps for Librarians

- 1. Google Suite
- 2. Meebo/Chatango
- 3. Wikipedia
- 4. Worldcat.org
- 5. Amazon.com
- 6. Del.icio.us
- 7. Bloglines
- 8. Zotero
- 9. Facebook
- 10. Wordpress
- 11. MediaWiki
- 12. Ning
- 13. Twitter



different

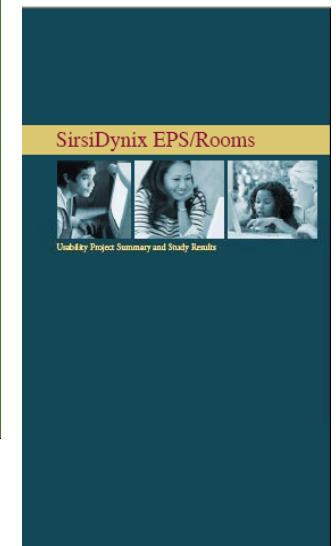
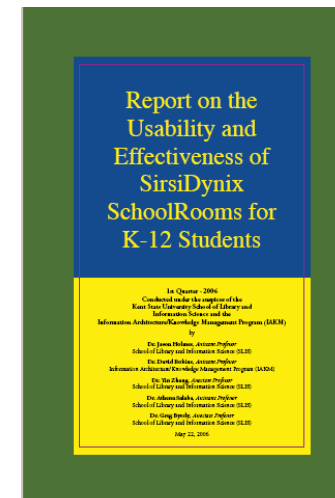
Play!



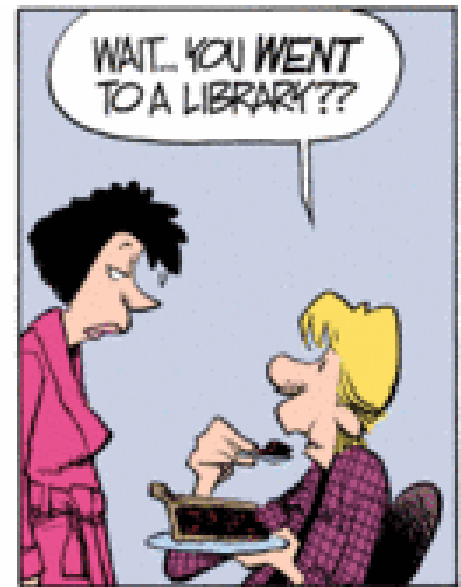
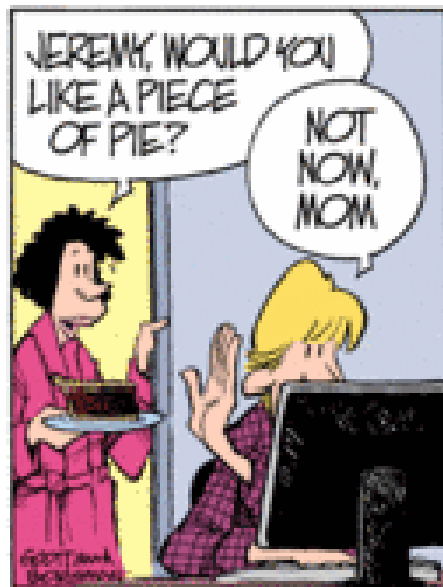
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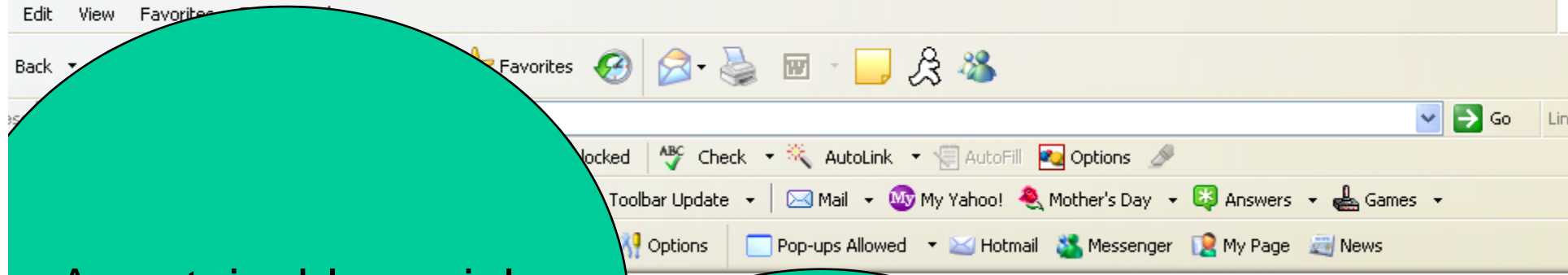
Research and Insights

- Kent State U study of K-12 learners
- Huntsville Madison usability study
- Personas work
- Normative Data Project
- Visualization and Facets
- UCD User-centered Design
- Etc.



different





A sustainable social network for life.

F8 Developers: Libraries have their OPAC in FB now.

Over 85% of all college and University students in North America.

My Privacy

University of Phoenix
Study where you want.

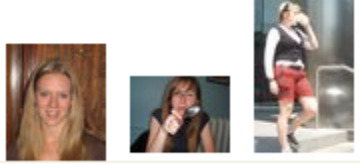
View More Photos of
View All Zachary's Friends
Send Zachary a Message
Poke Him!

Friend Details edit

You are friends with Zachary.

Mutual Friends

21 friends in common. See All



Personal Info

Political Views: Liberal
Activities: Assistant Operator, Cinemas (I get), Coordinator for, Hockey Club est. 2001, the model United Nations
Interests: I have two hobbies that I collect rare photographs... I have Houdini locking his keys in his car... the rare picture of Norman Rockwell beating up a child. Also, I have a vast seashell collection that I keep



Library 2.0

This network is for Library 2.0 Stuff

- Main
- My Page
- Members
- Videos
- Photos
- Forum
- Invite

This network is for librarians and others interested in Library 2.0.

LibWorm Search

- L2 Feeds via SuprGlu**
- [More on ning and the library 2.0 network](#)
 - [Bibliotek 2.0, in stockholm](#)

Welcome:

Welcome to Library 2.0. Once you join, please introduce yourself by going to the [Introductions Topic](#) in the forum or clicking on the link.

=====

[Pop-Up for Library 2.0 Chat](#)

Library 2.0

Welcome to this chat. Please enter your **nickname** to continue.

Get your own chat at [Chatcreator.com](#)

Hello, [Stephen K Abram](#) ([sign out](#))

- [My Friends](#) (Invite More)
- [Edit My Profile](#)
- [Change My Profile Photo](#)
- [Email & Privacy Settings](#)

- Ads by Goooooogle**
- Future of Libraries**
Visionary Futurist - Thomas Frey Keynote Speaker - Library Trends
www.davinoinstitute.com
 - Microsatellite Libraries**
Enrichment for four motifs include 100 sequences and primer design



different

The screenshot shows the SchoolRooms website interface. At the top left is a logo of a computer monitor and keyboard. The main title "SCHOOLROOMS" is in large green and blue letters. To the right is an orange tilted box with the text "EXPLORE DISCOVER LEARN". Below the title is a blue banner with the text "A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY". On the right side of this banner are two small orange squares labeled "Explore" and "Learn".

The main content area is divided into several sections:

- Discover More...** (orange header): A vertical list of links: "What is SchoolRooms", "What's in SchoolRooms", "Who Uses SchoolRooms", "Why Students Like SchoolRooms", "How Does SchoolRooms Work", "Press & Events", and "Home" (teal header).
- Earth Science Room: The Amazing Sun** (dark grey header): A diagram of the sun with labels: "corona - the sun's atmosphere", "chromosphere", "photosphere - the light-producing layer", "core - where the nuclear fusion of helium and hydrogen takes place", and "sunspot - dark patch that makes cooler gases". Below the diagram is the text "© Images by Helicon. Used with permission."
- Explore a new learning portal for the K12 community** (pink header): A small screenshot of the website interface followed by text: "SchoolRooms™ by SirsiDynix is a **new online portal** that encourages K-12 students to **explore, discover, and learn anywhere, anytime.** **Designed to meet students' needs** and to be a tool **for parents** who play an integral role in helping their children continue learning outside the classroom." Below this is the text "Using SchoolRooms, **students** can **search** (all at once!):".
- Best of Web™** (yellow header): A circular image of hands holding a globe followed by text: "Results from high-quality, certified Web sites hand-picked by teachers and librarians. Search databases at the same time and find related articles. Learn more about BOW." Below is a blue arrow icon and the text "Explore More...".
- News & Events** (yellow header): A small image of people followed by text: "Catch up on the [news](#) about SchoolRooms. Check out the next place you can [see SchoolRooms in action](#) and find out more about how SchoolRooms can provide your students with an unparalleled learning experience." Below is a blue arrow icon and the text "Discover More...".
- Case Study: Boston Public Library** (blue header): The Boston Public Library logo followed by text: "Discover how **Boston**".



SCHOOL ROOMS

Username
 Password
 Create New Account

[About INFOhio](#) [About Rooms](#) [Home](#) [Print](#) [Help](#)

Explore A Subject

HOME

- ▶ Elementary
- ▶ Middle School
- ▶ High School
- ▶ Parent Guide

How Do I...

- ▶ Learn About the Solar System?
- ▶ Learn About Rocks?
- ▶ Study Geologic History?
- ▶ Help My Child With Homework?
- ▶ Learn About the Weather?
- ▶ Study the Earth's History?
- ▶ Help My Child with Special Needs?
- ▶ Use Topographic Maps?
- ▶ Teach My Child about Fitness?
- ▶ Help My Child with Research?

Try This...



Everything

[Advanced Catalog Search >>](#)



Weather



News

Today is January 21, 2006

What Are School Rooms?



Welcome to School Rooms, an educational resource for K-12 students, educators and parents that combines teacher-selected, standards-based content with student-friendly software. Through the integration of multi-media and interactive content, School Rooms help promote student exploration and discovery on a variety of topics.

- [Elementary Student Rooms](#)
- [Middle School Student Rooms](#)
- [High School Student Rooms](#)

INFOhio Information

Office Information

Central Office

Phone: (614) 752-2941
 Fax: (614) 752-2941
 Email: central@infohio.org

INFOhio's Central Office is located at the State Library of Ohio.

Directions

The office is located at 274 East First Avenue, Suite 100. Columbus, Ohio 43201.
[Click Here for Directions.](#)

Featured Resources

Parent Toolkit

Featured Sites

Homework Now

My Library Account

- [Renew My Materials](#)
- [My Items on Hold](#)
- [View My Fines](#)
- [Review My Library Account](#)

Room Contributors

A+ Elementary Contributors

1. Tim DeFrance
2. Laurie Simms
3. Barbara Gage

A+ Middle School Contributors

1. Jennifer Schwelik
2. Shelly Lewis
3. Kristen Roope

Recommended Resources



EARTH SCIENCE

Username
 Password
[Create New Account](#)

[Room Contributors](#) [About Rooms](#)

[Home](#)

[Print](#) [Help](#)

Explore A Subject

HOME

- ▶ Elementary
- ▼ Middle School
 - ▼ **Earth Science**
 - ▶ Earth's History
 - ▶ Weather, Climate & Atmosphere
 - ▶ Earth's Changing Interior
 - ▶ Earth's Exterior & Resources
 - ▶ Minerals & Rocks
 - ▶ Planet Earth & the Solar System
 - ▶ US History
 - ▶ High School
 - ▶ Parent Guide

How Do I...

- ▶ Research the Big Bang?
- ▶ Explore Eras and Epochs?
- ▶ Read a Weather Map?
- ▶ Learn about Meteorology?
- ▶ Research Plate Tectonics?
- ▶ Learn to Conserve?
- ▶ Research the Rock Cycle?
- ▶ Become a Geologist?
- ▶ Research the Moon's Phases?
- ▶ Explore the Space Station?

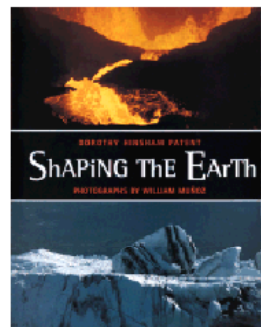
Try This!

[Advanced Catalog Search >>](#)

HOME -> Middle School -> Earth Science

[Browse History](#)

Check It Out



Shaping the Earth

Many forces have shaped the Earth throughout time, from plate tectonics to humans. Take a trip from the past to the present with Shaping the Earth.

- Continental Drift
- The Greenhouse Effect
- 101 Amazing Earth Facts

Animals in Their Environment

Homes and Shelter



Cool Links



[Savage Earth](#)
 When the Earth moves, watch out! Discover just how powerful an earthquake can be.



[Volcanoes](#)
 Melt rocks and use clues and maps to discover volcanoes around the world.



[Mountain Maker, Earth Shaker](#)
 Try your hand at plate tectonics!

Fun & Games



[What on Earth?](#)
 Test your knowledge of Earth Science with this Jeopardy-style game!



[Continental Drift](#)
 How much do you know about the basics of plate tectonics?



[Sea Monsters](#)
 Travel through seven deadly seas and see if

different



Be More Open to the Users' Paths - Filtering



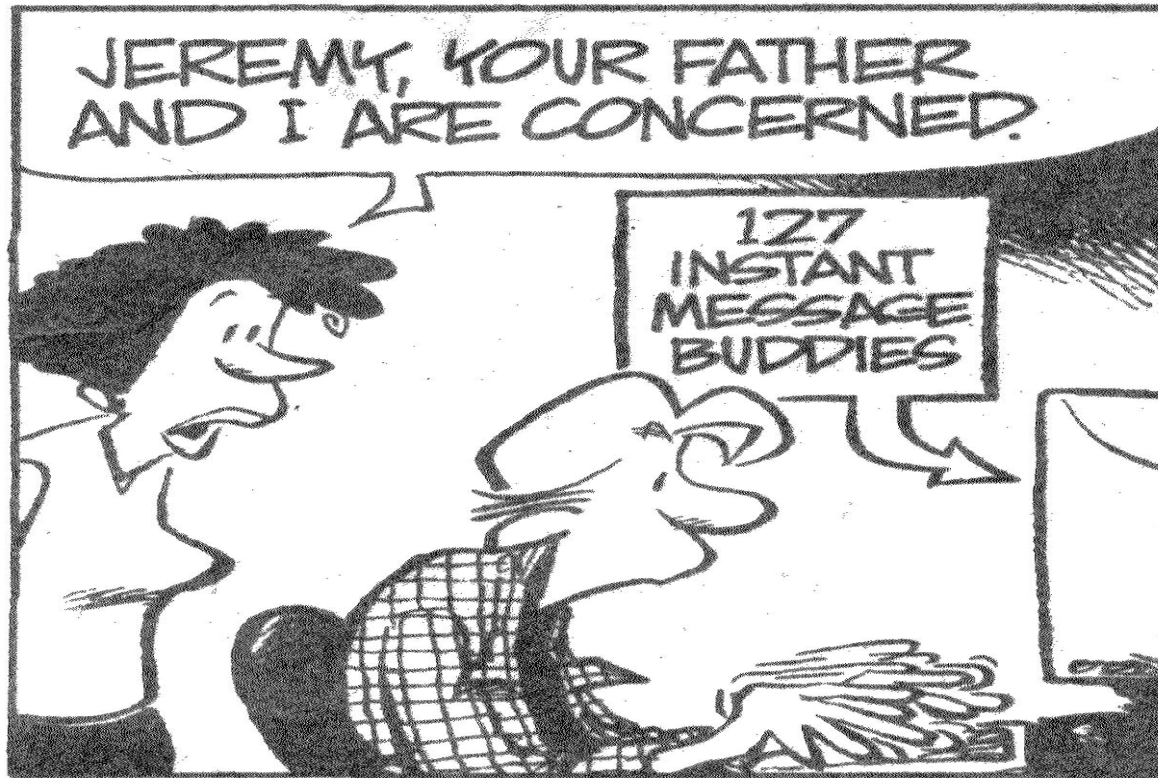


different

Visual fragmentation

- Split screens, crawls, Flash, etc. are expected in videos, TV, Web sites, movies, and video games – it’s “normal”
- In magazines Millennials prefer one-spread layouts, concise copy blocks, “information chunks”
- Print integration with Web sitelets is efficient and expected

Zits by Jerry Scott & Jim



SCOTT AND BOGGSMAN 6/17

Borgman





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... IS THERE
A PROBLEM?

YEAH.
NOT ENOUGH
TIME.

Questions and discussion



Thank you

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