Libraries & Evolving Technology

Stephen Abram, MLS, FSLA
Fort Worth Public Library, Texas
April 24, 2009
What is at the heart of libraries?
"BAR-TOONS" by HARROD

PUBLIC LIBRARY
LIKE WIKIPEDIA, ONLY IT TAKES 4 HOURS

BAD CIVIC AD CAMPAIGNS #32
What’s Dead?
No Quick Fixes
What is the scariest scenario for libraries?
My First Tribble
Kids on Social Crack
Watching The Kids & Their Toys
The Beverly Hillbillies
Sexy New Technologies Arrive
Management Gets Excited

OIL!
Sometimes You`re Miss Hathaway

And Sometimes You`re the Clampetts!
Bricks, Clicks and Tricks
Are we going to a totally build it yourself world?

Imagine IKEA merging with GM...
Newspapers: Assemble them yourself.
Will Reading Matter?

Audiobooks and eBooks . . . And Google
Growing up from books,
But bringing them along...
What does your best borrowed report look like?

http://www.flickr.com/photos/blu_blue/262096844/in/pool-booksandportraits
What does your book and article or patent recommendation blog/RSS feed look like?

http://www.flickr.com/photos/matthk/2054262239/
How do your community content reviews do?

http://www.flickr.com/photos/cjanebuy/340249608/in/pool-booksandportraits
How are your web based communities doing?

http://www.flickr.com/photos/mthiesson/176153663/
Do your users like your video author interviews?

http://www.flickr.com/photos/lori_an/319433801/
Do you offer podcasts?
Are your content displays (physical or virtual) innovative?

http://www.flickr.com/photos/lori_an/319433802/in/photostream/
Can you circulate books from anywhere? Like the parking lot, sidewalk sale, nursing home?

http://www.flickr.com/photos/library_mistress/525385533/
Solve a Problem for Your Readers
Who Are Your Stars?

Do Your Users Know Their Names?
Embedded Technology
Filmmaker Rob Spence
Diabetes Online

Yes, Stephen did just say Lizard Spit
Can the Modern Director Use Data?

I used to think correlation implied causation.

Then I took a statistics class. Now I don't.

Sounds like the class helped. Well, maybe.
It’s not this dangerous to just look into and experiment with change.
Is the director at the table?

“No, Thursday’s out. How about never—is never good for you?”
A group in Santa Fe, New Mexico is accusing the city of discriminating against electro-sensitive people because of wireless internet in public buildings.

They have demanded that Wi-Fi services be removed from all government buildings as a remedy.

"I'm allergic to Wi-Fi," said one complainant. "We need to get rid of it."

"I'm allergic to stupid humans. Can we get rid of them too?"
O
MG
WTF
STF
PWN3D
URAN00B
LMAORTF
KTHXBYE:P
IYCN RAE THTS, UR EYES R TEAR 1337. YTYL.
METABOLISM

The slower it gets,
the faster it catches up with you.
Have You Updated Your Training?
Describe how your library is evolving.
What's Your Bread and Butter?
The Emerging Economy

• 1800’s – Industrial Revolution arrived
• And so did a late century depression
• New laws and social modes emerged like unions, labour laws, licensure, etc.
• Nations could control their own destiny
• New professions rose to the top like scientists and engineers
The Emerging Economy

- 1930’s – Financial Revolution arrived
- And so did a mid-century depression
- New laws and social modes emerged like the SEC, Exchange Act, Williams Act, Bank Act, etc.
- Nations could still control their own destiny but integration of trade and finance starts
- Other professions rose to the top like Bankers, CPA’s, financial analysts, and MBA’s, etc.
The Emerging Economy

• Millennium – Information and Knowledge Economy arrives (Yes it arrived a decade ago)
• And so does another new century depression
• New laws and social modes are emerging like copyright, DRM, privacy, and social networking sites
• Nations are not in control but participate in a global mosaic
• New professions will rise to the top like librarians, information scientists, archivists, experience and learning software developers and CI pros, etc.
The Emerging Knowledge Economy

• It’s Global and International
• It’s interdependent
• Social neighbourhoods and nations
• Communities of practice and professional networks
• Interdisciplinary, cross-disciplinary discovery dominates (e.g. genome, life, stem cell, nano, etc.)
• Multi-ethnic, multilingual, multi-cultural
• Massive generational shift
• All major industries will be knowledge based
The Emerging Knowledge Economy

• Examples of Industries that are more knowledge dependent:
  – Agriculture – from R&D to market, Genetic engineers
  – Mining – from discovery through commodity trades
  – Energy – Petroleum, Hydro, Nuclear, Wind, Solar, etc.
  – Forestry, Pulp & Paper – Sustainability and Green
Professions

- Big desktop savings!
- Accountants
- Lawyers
- Doctors and Allied Health pros
- Lawyers
- Military
- Psychotherapy
Economic Exceptions

• Military (e.g. Gaming)
• Education (e.g. Gaming)
• Entertainment (e.g. Gaming)
• Cultural industries (art, museums, theatre, etc.)
• Competitive Intelligence
• Libraries of all types (academic, college, special, public, school, government, etc.)
People are Changing

• Or our understanding of them is improving!
• The new human genome (Shyness, dyslexia, math, music, etc.)
• Human understanding – Bloom’s taxonomy
• MRI’s of reading
• Eye tracking, etc.
• And of course increases in IQ and decreases in fact based knowledge.
Imaging techniques allow us to see which areas of the brain control these functions.
Professional Keywords

• Add Value
• Intelligence
• Advise
• Relationship
• Advice
• Embedded
• Brand positioning
Social Graph Platform Wars

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

Facebook
("Rebel Alliance"?)

MySpace
("Clone Army"?)

iëGoogle

Bebo

Gmail?

LinkedIn

Hi5

YouTube?

RockYou

Flixtser

Slide

iLike

Gigya

ClearSpring

= announced Platform / API

= unannounced Platform / API

AMAZON

Platform Wars insanity: Dave McClure, 12/12/07
http://www.flickr.com/photos/briansolis/2735401175/
The new Web 2.0 era distribution models remain largely untapped

Number of Practitioners

Potential Reach Power and Network Effect

(Lowest Cost Per Customer/Partner)

* = estimated

The Sharing Economy
2.0 libraries

2.0 toolbox

Access your 2.0 Toolbox Blog
Login
More Info on the 2.0 Toolbox
FAQ
Help Resources
Blogs @ the 2.0 Toolbox
Wikis @ the 2.0 Toolbox
blog archives
About
Admin Stuff
Blogs
Site Admin
Wikis
Get Good at The Cloud

Yahoo!

AOL

Microsoft

News Corporation

Facebook

zotero

ZOHO Docs

delicious

Google Chrome
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.
  - twitter
  - facebook

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)
Be Where Your Users Are

orkut\textsuperscript{beta} \quad \textbf{facebook} \quad \textbf{bebo}

mixi\textsuperscript{beta} \quad myspace.com\textsuperscript{TM} \quad \textit{a place for friends}

\textbf{Ning} \quad \textbf{Linkedin\textsuperscript{R}}

\textbf{plaxo} \quad \textbf{knol\textsuperscript{TM}} \quad \textit{A unit of knowledge.}

\textbf{MySpace Developer Platform} \quad \textit{a place for developers}
2.0 is about *play*
23 Learning 2.0 Things

• Week 1: Introduction and Adult Learning

• 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
• Real mobile devices: iPods, MP3 players, video, smart phones, texters, Kindles, Sony Readers, etc.
• Podcasts, Streaming Media
• Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
• Gaming stations

Build a Sandbox
Be a Lab Rat!
Experiment, continuously
Is that the Internet in your pocket or are you just really smart?
SchoolRooms

- Built by Librarians and Teachers
- Every Lesson
- Every Grade
- Every Standard
- Every Subject
- Every State
- OPAC integration, localization
- Scalable – 10 states started so far plus Boston PL and Philadelphia After-School Program
- 5,000 K-12 Learners, 2600 schools in Ohio
- Award Winning: Scholastic Best in Tech Award
Eye Movement Changes
Earth Science Room: The Amazing Sun

corona - the sun's atmosphere
chromosphere
photosphere – the light-producing layer
core – where the nuclear fusion of helium and hydrogen takes place
sunspot – dark patch that makes cooler gases

Explore a new learning portal for the K12 community

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.

Using SchoolRooms, students can search (all at once):
We Are Important
2.0 is about play
23 Learning 2.0 Things

• Week 1: Introduction and Adult Learning

• 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
• Real mobile devices: iPods, MP3 players, video, smart phones, texters, Kindles, Sony Readers, etc.
• Podcasts, Streaming Media
• Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
• Gaming stations

Build a Sandbox
Inventing the Future

• How much time do you spend having a clear view of it?
• How is it shared with your colleagues and clients?
• You can’t wait for everyone to change at once.
Re-Energizing Libraries
Be the Change You Want to See

Focus on Impact and Value
Be The Change We Want to See
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
The World is Going To Change With or Without You...
GET READY.
What is at the heart of libraries?

Learning
Interaction
Community
Innovation
Passion
Progress
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