At the Heart of Libraries

Stephen Abram, MLS, FSLA
Nashville, Tennessee
April 9, 2009
At the heart of Tennessee

Al and me

Visits to TN

- Opryland
- Graceland
- U Memphis
- TNLA
- Memphis PL
- Vanderbilt
- U of Tennessee
- Knox County PL
- Nashville PL
- And more
"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 deadest tech for libraries?
My First Tribble
Kids on Social Crack

Would you like to pick up a wizard hat?

Yes  No
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.
http://www.flickr.com/search/?q=book+sculpture&page=44
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/5253855533/
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.

COW CURIOUSITY FAIL
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?"
If you can read this, your eyes are fine. YAY!
METABOLISM

The slower it gets, the faster it catches up with you.
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

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

AMAZON
The new Web 2.0 era distribution models remain largely untapped

Potential Reach Power and Network Effect
(Lowest Cost Per Customer/Partner)

The Sharing Economy
2.0 libraries

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 bebo

Google

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
flickr

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)

Joe Murphy Yale Science Libraries joseph.murphy@yale.edu
ACRLSTS Poster Session 6/30/2008
Be Where Your Users Are

orkut

facebook

bebo

mixi

myspace.com

Ning

Linkedin

plaxo

knol

MySpace Developer Platform

opensocial
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?
Being Globally Competitive

On Target

Minus 25K

Plus 20%

Target
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 K-12 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):
SLA Alignment Project

• 1 million dollars over two years
• Fleischman Hillard, Andy Hines, Outsell
• C level, HR, IT, R&D, Marketing, Strategy and InfoPros in all sectors and including non-profit and academic
• What do they feel and think?
• Steve McGarvey NLP
• John Cotton Dana visit and SLA naming
• Results released in Savannah in January
• Very exciting
We Are Important

EXPENDABILITY
Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
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.
Energizing
The Information Profession
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
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