From Information to Intelligence: Using the Social Web to Transform Communities

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NELA Conference
Hartford, CT
Oct. 19, 2009
Extended slides will be available soon at Stephen’s Lighthouse blog
What Are Libraries Really For?

• Economic Impact – ($6.50 per $1, workforce preparedness, industrial attraction, quality of life, etc.)
• Equity (digital divide, integrating population growth, generations, etc.)
• Student Performance (up to a 25 point increase in test scores)
• Seek Competitive Advantage (Canada, EC, India, China, etc.)
• Social Glue and democracy
• Community
• Learning
• Interaction
The Shallow Thinking of Relying on Google

- Search Engine Optimization
- e.g. US Elections
- Geo-tagging SEO, Ad-driven, Google Scholar(?), Google Books, YouTube, etc.

exporting censorship, one search at a time
Why discuss library impact at all?
Is the traditional book or text book now a hollow experience?
What changes with ubiquitous access?
What’s Your Experience Look Like?
What’s Your Experience Look Like?
Re-Imagine Your SPACE

What’s Your Experience Look Like?
Can we design a 21st Century book experience?
Or will we defend a 16th Century vision?
How do we really feel about technology?
What will the new text experience be for books, news, scholarship and magazines?

Can we assemble them like IKEA? Or on the fly?
Does the IKEA Strategy work for GM. End User - Assemble it yourself!

Can we do better than GM did in adapting to change?
Newspapers: Assemble them yourself. Re-imagine the book, the textbook, the video, the coursepack, and the experience.
Can we make it scalable?

What is the difference between and author and publisher?
One experience, one web page, one book, one article is not sufficient.
Community
Connection
Personalization
Mobility
The Broadband Opportunity (TV, WIMAX, WiFi, Sat/LEO, etc.)

Community Needs

LIBRARY

Big Society Trends
What are the big trends?
It’s been quiet for 15 years.
Prepare for Exponential Change

• Demographic
  • e.g. Seniors
  • e.g. Millennials
• Technological
• Global Competitiveness
• Social
• Government
• And more
Social Media Trends

YouTube

Libraries and Transliteracy
http://www.youtube.com/watch?v=sk4Cw8vrDuM&feature=player_embedded#

Social Media Revolution (4:22)
http://socialnomics.net/video/

Did You Know 4.0 (4:45)
http://www.youtube.com/watch?v=6ILQrUrEWe8
No Quick Fixes
Can libraries keep up with change?
First known ancestor of the social media consultant.
Nancy
by Guy & Brad Gilchrist

Free CDs & DVDs!

Watch free movies!

Listen to free music!

Get free internet!

Read the latest graphic novels free!

Three Rocks Free Public Library

April 19, 2009
MAN GETS RICH WITH GOOGLE, AND HE'S SHOWING YOU HOW!

By: SUSAN PORTER

On a tip from a friend Kevin Hoeffer signed up for Googles, "from home", money making plan and to his surprise he quickly went from rags to riches.

"I was shocked at how easy it was, I got my first check within about 3 weeks and paid off my debt."
コンテンツ提供元： さいとう・たかを / さいとう・プロダクション / リイド社
How Can We Empower Our Communities?

And Cultivate and Nurture Them?
METABOLISM

The slower it gets, the faster it catches up with you.
Figure 1. Hype Cycle for Emerging Technologies, 2009

- Technology Trigger
- Peak of Inflated Expectations
- Trough of Disillusionment
- Slope of Enlightenment
- Plateau of Productivity

Years to mainstream adoption:
- ○ less than 2 years
- ◦ 2 to 5 years
- • 5 to 10 years
- ▲ more than 10 years
- × before plateau

Source: Gartner (July 2009)
• You can’t wait for everyone to change at once.
Bricks, Clicks and Tricks
Will Reading Matter?
Are we confusing books and reading?

Audiobooks, Cengage and eBooks . . . And Google
What does your best borrowed report look like?

Is your Community different?

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

Who is your star recommender?

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

Who is your best teen reviewer?

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

How many dozen are there?

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

Your YouTube DVD trailers?

http://www.flickr.com/photos/lori_an/319433801/
Do you offer podcasts?

Do you record every story time?
Every lecture?
Are you making sense of your collections in a community context?

- BiblioCommons
- ChiliFresh
- LibraryThing for Libraries
- Delicious
- Digg
- YouTube

http://www.flickr.com/photos/lorian/319433802/in/photostream/
Can you circulate books from anywhere?

Like the parking lot, lecture hall, classroom, sidewalk sale, or nursing home?

http://www.flickr.com/photos/library_mistress/525385533/
How about gaming? Social communication? Hobbies? Continuing education and distance learning? And more?

http://www.flickr.com/photos/library_mistress/525385511/
The thing about success, is that it’s not about things.
What new projects is your library engaging in to make a difference for end users and your community?

Can you handle rapid change?
- Demographic?
- Technology?
- Content?
- Global?
- Social?
- Government?
What problems do you solve?
Are they librarian or end user problems?

Solve a Problem for Your Readers
Observe Your Users
What do they really want?
OK – Now let’s ask ourselves what our users really, REALLY want.
Context is King, not Content.
Do we truly understand their goals?
Can we at east agree that they don’t merely want whiz bang widgets, gadgets, shiny new tools or any other raw technology?

Let’s address the human condition.
Discovery & Ideas
Completed in 2003, the Human Genome Project (HGP) was a 13-year project coordinated by the U.S. Department of Energy and the National Institutes of Health. During the early years of the HGP, the Wellcome Trust (U.K.) became a major partner; additional contributions came from Japan, France, Germany, China, and others. See our history page for more information.

Project goals were to

- identify all the approximately 20,000-25,000 genes in human DNA,
- determine the sequences of the 3 billion chemical base pairs that make up human DNA,
- store this information in databases,
- improve tools for data analysis,
- transfer related technologies to the private sector, and
- address the ethical, legal, and social issues (ELSI) that may arise from the project.
This page provides an up to the minute summary of data currently available in the database. Parameters reported include minimum and maximum reported genomes sizes (in picograms), mean genomes sizes with standard error (SE), total number of species assayed, and the methods, cell types, and standards used for all available records. Note that the statistics reported here are based on all records in the database -- for maximum reliability, you are encouraged to evaluate the data for your particular group of interest directly. Note also that these C-value summaries do not currently account for instances of polyploidy (though this will be updated in the future).

Because these statistics refer to the database as a whole, they must be cited as follows if used in a publication:


Please select your group of interest from the list:

Entire Database (i.e., all animals)
- All Chordates
- All Invertebrates

All Invertebrates | Annelids | Arachnids | Bivalves | Echinoderms | Flatworms | Insects | Molluscs | Nematodes

Methods, Cell Types, and Standard Species

(Other invertebrate groups are insufficiently represented for summary stats)

Entire Database

| Number of species/subspecies available: | 4890 (3191 Vertebrates, 1699 Non-Vertebrates) |
| Smallest animal genome size: | 0.02pg, Pratylenchus coffeae, Plant-parasitic nematode |
| Largest animal genome size: | 132.83pg, Proteus aestiopicus, Marbled lungfish |
Welcome!

Who We Are
The Organization for Human Brain Mapping (OHBM) is the primary international organization dedicated to neuroimaging research. The organization was created in 1995 and has since evolved in response to the explosion in the field of human functional neuroimaging and its movement into the scientific mainstream. One of the primary functions of the organization is to provide an educational forum for the exchange of up-to-the-minute and groundbreaking research across modalities exploring Human Brain Mapping. It does this through a growing membership and an annual conference, held in different locations throughout the world.

The 15th Annual Meeting of the Organization for Human Brain Mapping
Jun 18-23, 2009 in San Francisco, California
The Future Discovered

- All genome projects
- Stem Cells
- fMRI and The Brain
- Cloning
- Wind and other energy
- Nanotechnology
- Robotics
- Book Digitization
- Music
- Streaming Media
- Seed Bank
Diabetes Online

Yes, Stephen did just say Lizard Spit
Viewing  
Listening  
Speaking  
Generating verbs  

Imaging techniques allow us to see which areas of the brain control these functions.
Eye Movement Changes
Learning Styles

- Visual/Spatial (Picture Smart)
- Verbal/Linguistic (Word Smart)
- Musical/Rhythmic (Music Smart)
- Logical/Mathematical (Number Smart)
- Bodily/Kinesthetic (Body Smart)
- Interpersonal (People Smart)
- Intrapersonal (Self Smart)

— Piaget, Bloom, Gardner, etc.
Luck / Opportunity
Community Networks
Life
Alerts
Personalization
Personalization
I am unique.
Understand me.

It’s personal.
Don’t limit me!
Who are you to limit me?
How many dead ends in your library?
On your website?
In your collection?
Publishers! Writers! Shelf Check Presents: Nonexistent Books That, If Written, Should Be Wildly Popular with the Public, Given the Number of Failed Library Catalog Searches On Their "Titles"...

...Exhibit A!

Dairy of a Wimpy Kid
Comfort
Simplicity
Learning
Literacy

• Reading literacy
• Numeracy
• Critical literacy
• Social literacy
• Computer literacy
• Web literacy
• Content literacy
• Written literacy

• News literacy
• Technology literacy
• Information literacy
• Media literacy
• Adaptive literacy
• Research literacy
• Academic literacy
• Etc.
Growing up from books,
Extending the experience
Where and When They Want It
Where are the Broadband Opportunities?

• Mobile
• Social networks
• DVD to streaming media
• E-Learning
• Digital Content – from magazines, books to simulations and more.
• Communication – blogs, wikis, etc.
• Content creations and cultural art
Who Are Your Staff Stars?

Do Your Users Know Their Names?
Energy & Engagement

Information Engagement Levels

Dr. Thomas Davenport
These are exciting times.

Choose between achieving a dynamic and exciting future vision or longing for a nostalgic past.
What is at the heart of libraries?

Learning
Interaction
Community
Innovation
Passion
Progress
The BIG Assumption

“The Internet has now progressed to its infancy”

Search, Social Networks, Learning, Commerce
Social Graph Platform Wars

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

& AMAZON
The Sharing Economy
“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: [flickr](https://www.flickr.com)
- Shared Knowledge: [Wikipedia](https://www.wikipedia.org)
- Shared Bookmarks: [del.icio.us](https://del.icio.us)
- Shared News: [Technorati](https://technorati.com)
- Shared Videos: [YouTube](https://www.youtube.com)
- Shared Everything: [myspace.com](https://www.myspace.com)
Get Good at The Cloud

Yahoo!

AOL

Microsoft

Facebook

Zotero

Zoho Docs

delicious

Google Chrome
Science Info on the Go: Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices

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)

Joe Murphy, Yale Science Libraries, joseph.murphy@yale.edu
How to Survive and Thrive in Business Today with 2.0

- **Innovation**
  - Leveraging Innovation
    - Product Incubators
    - Open Supply Chains
    - Product Development 2.0
    - Some Rights Reserved
  - Fostering Innovation
    - Internal Innovation Markets
    - Open innovation
    - Database of Intentions
  - Change Management
    - Transformation Communities
    - 2.0 Education
    - Capability Acquisition

- **Growth**
  - Creating new rapid growth online products powered by:
    - Peer Production
    - Jakob's Law
    - The Long Tail
    - Blue Ocean Network Effects
  - Reinventing the customer relationship to drive revenue:
    - Customer Communities
    - Customer Self-Service
    - Marketing 2.0
  - Driving costs down through less expensive, better 2.0 solutions:
    - Lightweight IT/SOA
    - Enterprise mashups
    - Expertise Location
    - Knowledge Retention

- **Current Business State**
  - Improving productivity and access to value:
    - Enterprise 2.0
    - Open APIs
    - Crowdsourcing
    - Prediction Markets

- **Transformation**
  - Business Remodeling and Restructuring
    - BPM 2.0
    - Employee Communities
    - Cloudsourcing
    - Pull Systems

- **Cost Reduction**

Are we ready for the post book world?

http://www.flickr.com/search/?q=book+sculpture&page=44
Can we get our heads out of book-centric experiences?
Libraries
Creating the Third Path...
Re-Energizing Libraries
Reaching our FULL Potential
The world is going to change with or without you... get ready
“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
What is at the heart of libraries?

Is it you?