Innovation and Libraries

What is at the Heart of Libraries?

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Southern California SirsiDynix User Group
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Extended Slides available today at Stephen’s Lighthouse blog
How Do You Capture Ideas?

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

- Expectations
  - Cloud Computing
  - E-Book Readers
  - Social Software Suites
  - Microblogging
  - Green IT
  - Video Telepresence
  - Mesh Networks: Sensor
  - Online Video
  - Corporate Blogging
  - Wikis
  - Electronic Paper
  - Tablet PC
  - Idea Management
  - Web 2.0
  - Social Network Analysis
  - Over-the-Air Mobile Phone Payment Systems, Developed Markets
  - RFID (Case/Pallet)
  - Location-Aware Applications
  - Speech Recognition

- As of July 2009

- Time
  - 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
  - ✗ obsolete

Source: Gartner (July 2009)
• You can’t wait for everyone to change at once.
Bricks, Clicks and Tricks
Are we going to a totally build it yourself world?

Imagine IKEA merging with GM...
Newspapers: Assemble them yourself.
Re-imagine the textbook, coursepack, etc.
Yes, this is ancient marketing/sales wisdom: they aren't buying your hammer, they are buying the deck of their dreams. Help them build it.
Will Reading Matter?
Are your staff 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-booksand
How are your web based communities doing?

How many dozen are there?

http://www.flickr.com/photos/mthiesson/17
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/
The thing about success, is that it’s not about things.

Or 2.0 Technology
Make a list of your last 10 projects. Now describe them in terms that they only solved an end user problem – NOT a library problem.

By any chance do you prioritize your needs over end users?
What problems do you solve?
Are they librarian or end user problems?

Solve a Problem for Your Readers
Draw a 1 to 7 scale.

1___2___3___4___5___6___7

Plot all initiatives on it.

One: Solves end-user problems from the end user’s perspective

Seven: Solves library staff problems and pain points?
What do libraries want?

Relevance

Making a Difference
Can you describe end user pain points and dreams and desires in their terms?
What are their real goals?
Search results? HA HA HA!
Observe Your Users
OK – Now let’s ask ourselves what our users really, REALLY want.
Self-Service Web Portal
Context is King, not Content.
Do we truly understand their goals?
Can we at east agree that they don’t want whiz bang widgets, gadgets, shiny new tools or any other raw technology?

Let’s address the human condition.
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
- Amphibians
- Birds
- Fishes
- Mammals
- Reptiles
- All Invertebrates
- Annelids
- Arachnids
- Crustaceans
- Echinoderms
- Flatworms
- Insects
- Molluscs
- Nematodes
- Methods, Cell Types, and Standard Species

(Other invertebrate groups are insufficiently represented for summary stats)
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
June 18-23, 2009 in San Francisco, California
The Future Discovered

• Stem Cells
• fMRI and The Brain
• Cloning
• Wind and other energy
• Nanotechnology
• Robotics
• Book Digitization
• Music
• Streaming Media
• Seed Bank
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.
Diabetes Online

Yes, Stephen did just say Lizard Spit
Luck / Opportunity
Community
Conversations
Relationships
Community Networks
Alerts
Connection
Personalization
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 OPAC?
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
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
Who Are Your Staff Stars?

Do Your Users Know Their Names?
Information Engagement Levels

Stimulate/Live

Present/Teach

Argue/Defend

Act on/ Discuss

Read/View

Energy & Engagement

Dr. Thomas Davenport
Culture

Conservation and Protection
Progress
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
No Quick Fixes
“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’s Your Experience Look Like?
What’s Your Experience Look Like?
What’s Your Experience Look Like?
What changes with ubiquitous access?
Is it Frozen in Time?
Can libraries keep up with change?
Can libraries keep up with change?
The BIG Assumption

“The Internet has now progressed to its infancy”

Search, Social Networks, Learning, Commerce
The Next 17 Slides

“Detail that can be reviewed later online”
MAP OF ONLINE COMMUNITIES
AND RELATED POINTS OF INTEREST

GEOGRAPHIC AREA REPRESENTS
ESTIMATED SIZE OF MEMBERSHIP

(NOT A COMPLETE SURVEY. SIZES BASED ON BEST FIGURES I COULD FIND.
BUT INVOLVED SOME GUESSWORK. DO NOT USE FOR NAVIGATION.)

SHEET: SPRING 2007
Social Graph Platform Wars

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

Facebook
(“Rebel Alliance”?)

MySpace
(“Clone Army”?)

Photobucket

& AMAZON

★ = announced Platform / API
★ ★ = unannounced Platform / API
http://www.flickr.com/photos/briansolis/2735401175/
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
“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://en.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
News Corporation
Facebook

zotero
Delicious
Zoho Docs
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

**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)

**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
Be Where Your Users Are

orkut
facebook
bebo
mixi
myspace.com
Ning
Linkedin
plaxo
knol
MySpace Developer Platform
opensocial
# LIBRARY 2.0 MATRIX

## Resource Environment
- **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
- **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**

A Venn diagram shows the overlap between social places and academic places.

**Social places**
- Dorms
- Bars
- Parties

**Libraries**
- Study rooms
- Computer labs
- Info. Commons
- Cafes

**Academic places**
- Classrooms
- Office hours

**Virtual Space**
- Facebook
- Instant Messaging
- Cell phones
- Blogs

**Physical Space**
- Instant Messaging
- Virtual Reference
- Flickr
- Blogs
- Wikis
- OPACs

**Virtual Space** overlaps with **Physical Space**
- Blackboard
- Registration software
- Blogs
- Wikis
- Websites
Groups include consumers participating in at least one of the indicated activities at least monthly.
What people are doing

<table>
<thead>
<tr>
<th>Activity</th>
<th>Young Teens 12 to 17</th>
<th>Youth 18 to 21</th>
<th>Generation Y 22 to 26</th>
<th>Generation X 27 to 40</th>
<th>Young Boomers 41 to 50</th>
<th>Older Boomers 51 to 61</th>
<th>Seniors 62+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creatives publish Web pages, write blogs, upload videos to sites like YouTube.</td>
<td>34%</td>
<td>37%</td>
<td>30%</td>
<td>19%</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Critics comment on blogs and post ratings and reviews.</td>
<td>24%</td>
<td>37%</td>
<td>34%</td>
<td>25%</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.</td>
<td>11%</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Joiners use social networking sites.</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>15%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Spectators read blogs, watch peer-generated videos, and listen to podcasts.</td>
<td>49%</td>
<td>59%</td>
<td>54%</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Inactives are online but don’t yet participate in any form of social media.</td>
<td>34%</td>
<td>17%</td>
<td>21%</td>
<td>42%</td>
<td>54%</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
</table>

Data: Forrester Research
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

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

Transformation

- Change Management
  - Transformation Communities
  - 2.0 Education
  - Capability Acquisition

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

Cost Reduction

- Driving costs down through less expensive, better 2.0 solutions:
  - Lightweight IT/SOA
  - Enterprise mashups
  - Expertise Location
  - Knowledge Retention

- Improving productivity and access to value:
  - Enterprise 2.0
  - Open APIs
  - Crowdsourcing
  - Prediction Markets

Current Business State

What are the Real Challenges?

• Scalability (and this doesn’t mean web scale)
• Retreading our colleagues - quickly
• Prejudice about users & Disrespect of users
• Demographic Mosaic Change
• Lack of Accountability and Urgency to Act
• Demand for Reproducibility and Proofs
• Coordination and Sharing
• Vision
• Leadership
• Financial Resources (excuse vs. reason)
The BIG PICTURE Changes

What is at the core of usability?
(Hint – It’s not about clickthroughs.)
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?
Inventing the Future

• How much time do you spend having a clear view of it?
• How is it shared with your colleagues and clients?
Libraries
Creating the
Third Path...
What is the scariest scenario for libraries?
I have an archaeology background . . .
Re-Energizing Libraries
The world is going to change with or without you...

Get ready!
What is at the heart of libraries?

Is it you?
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