



Innovation for A Better Future

It's 2010: Get Ready

Stephen Abram, MLS, FSLA

The Darien Library, Darien, CT

Nov. 8, 2009



Extended Slides available soon
at Stephen's Lighthouse blog

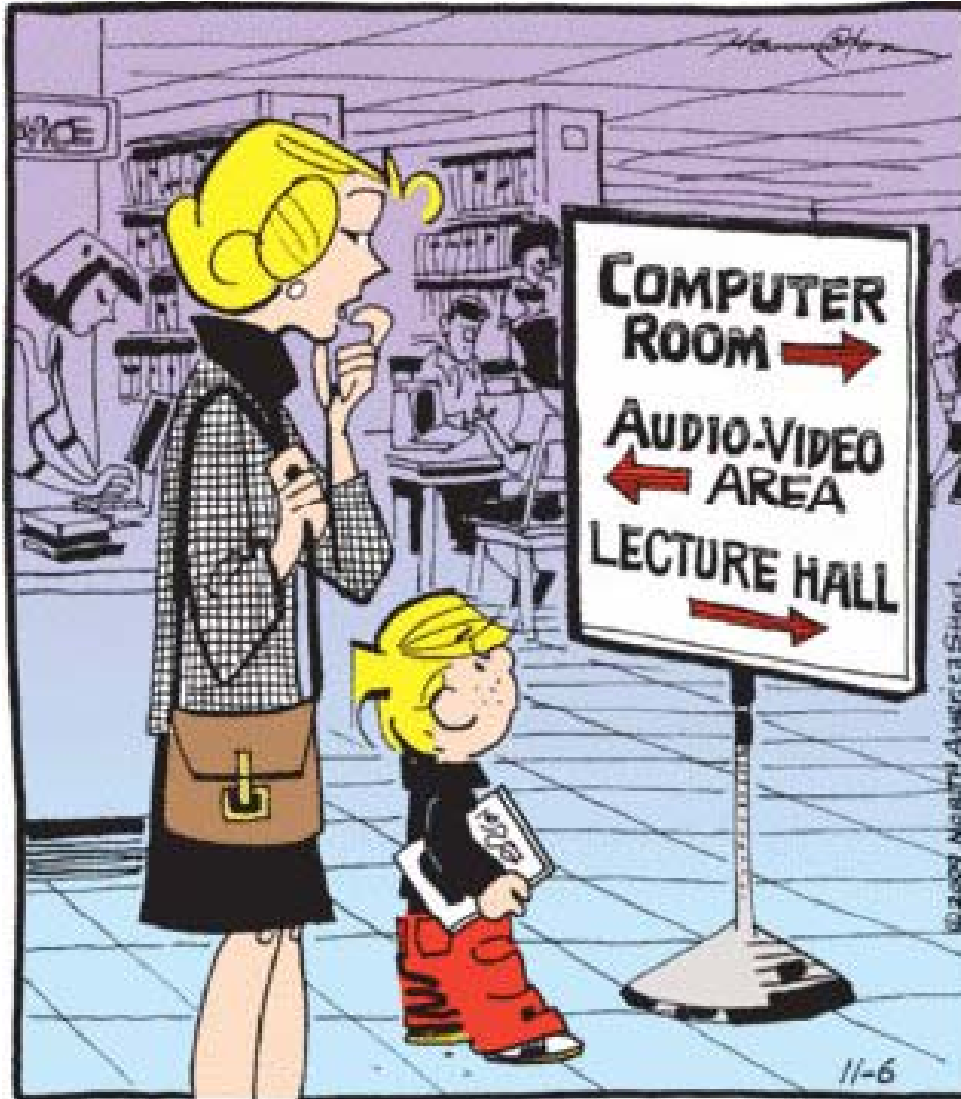






LIBRARY





"I REMEMBER WHEN WE CAME TO THE LIBRARY TO LOOK FOR BOOKS."



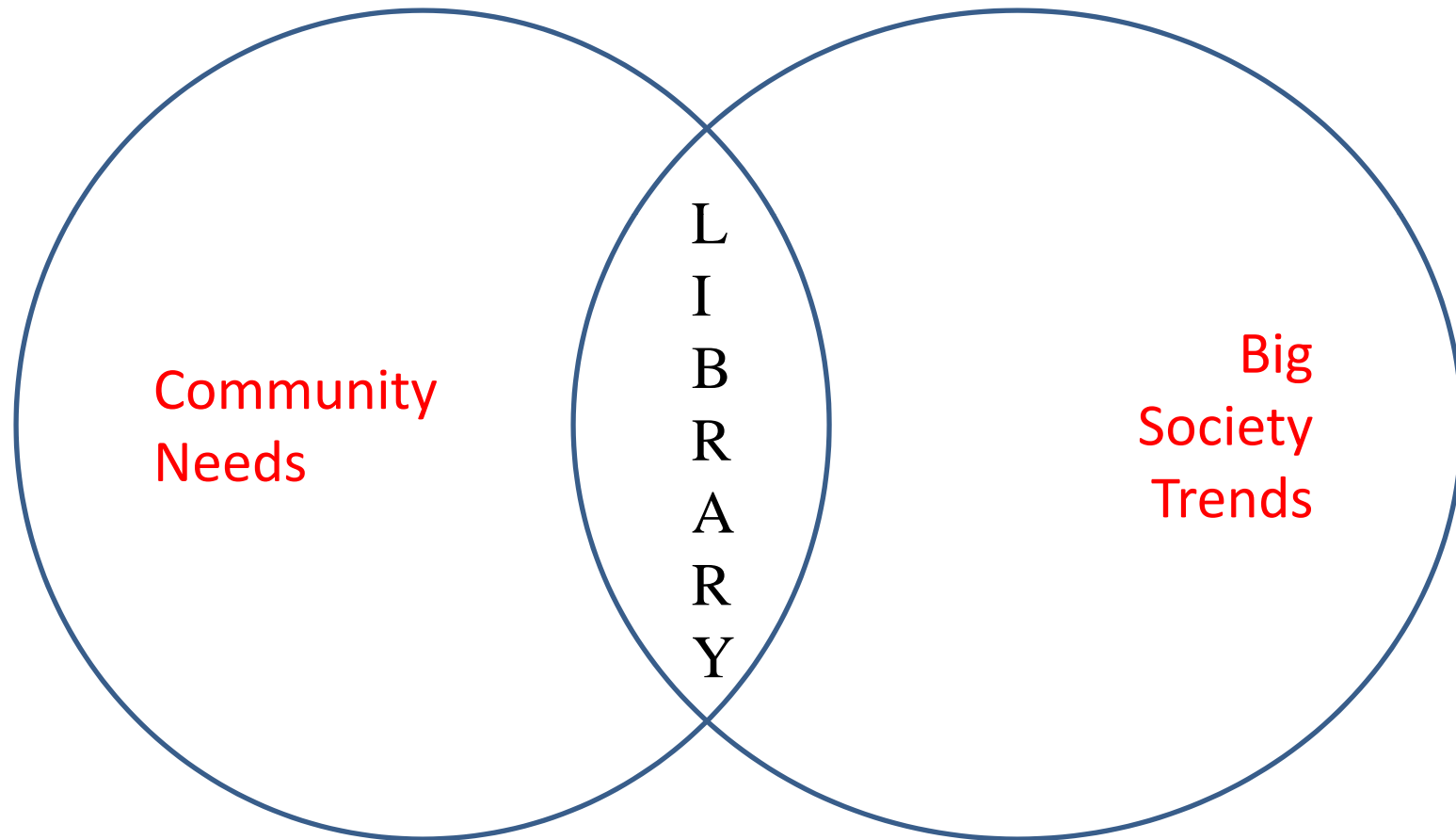




What Are Libraries Really For?

- 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 25 point increase)
- Competitive Advantage (Canada, EC, India, China, etc.)
- Social Glue
- Community
- Learning
- Interaction

The Broadband Opportunity (TV, WIMAX, WiFi, Sat/LEO, etc.)



What Are the Big Trends?

- Exponential Change . . .
- Demographic
 - e.g. Seniors
 - e.g. Millennials
- Technological
- Global
- And more

Social Media Trends

YouTube

Social Media Revolution (4:22)

<http://socialnomics.net/video/>

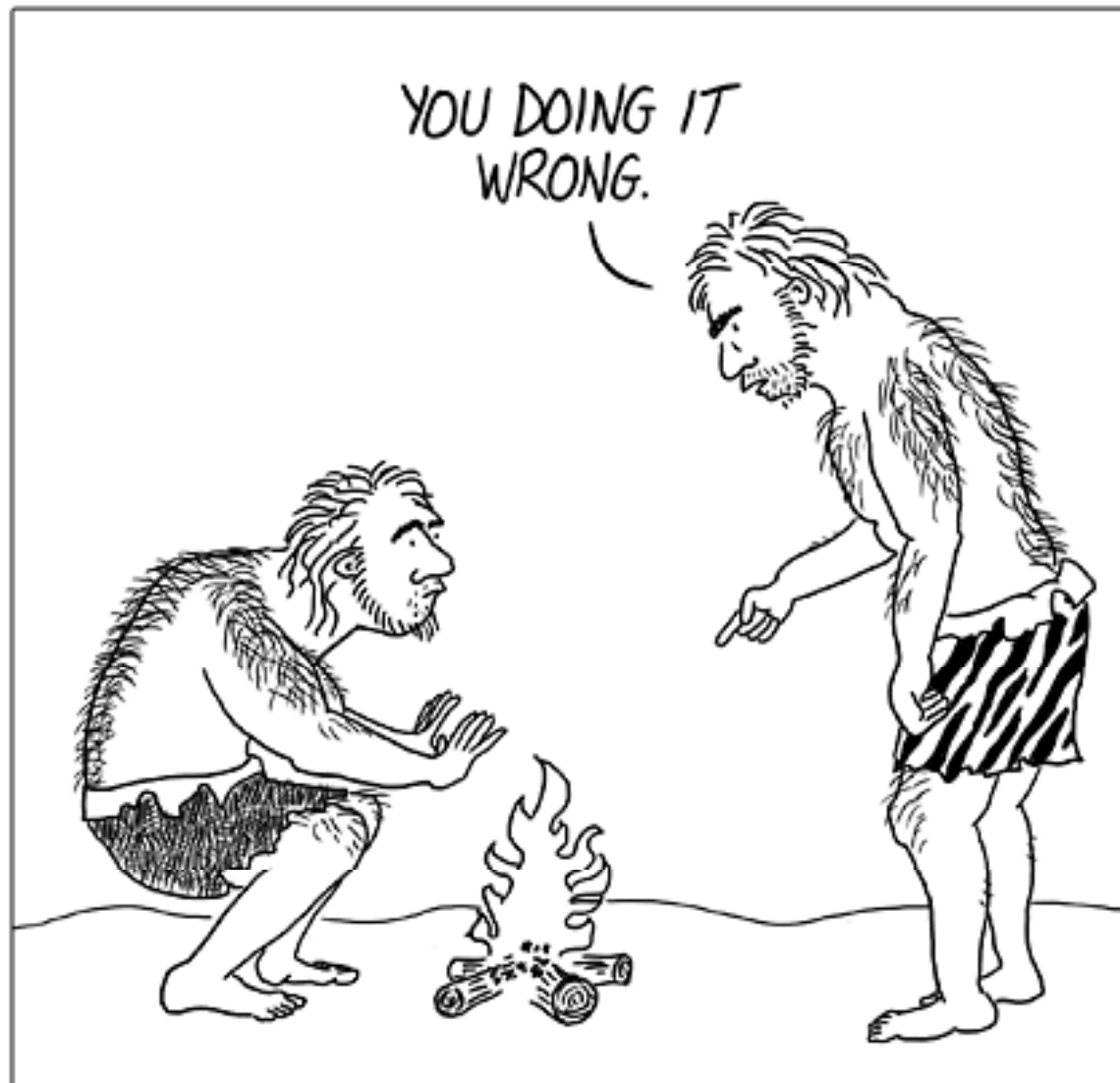
Did You Know 4.0 (4:45)

<http://www.youtube.com/watch?v=6ILQrUrEWe8>

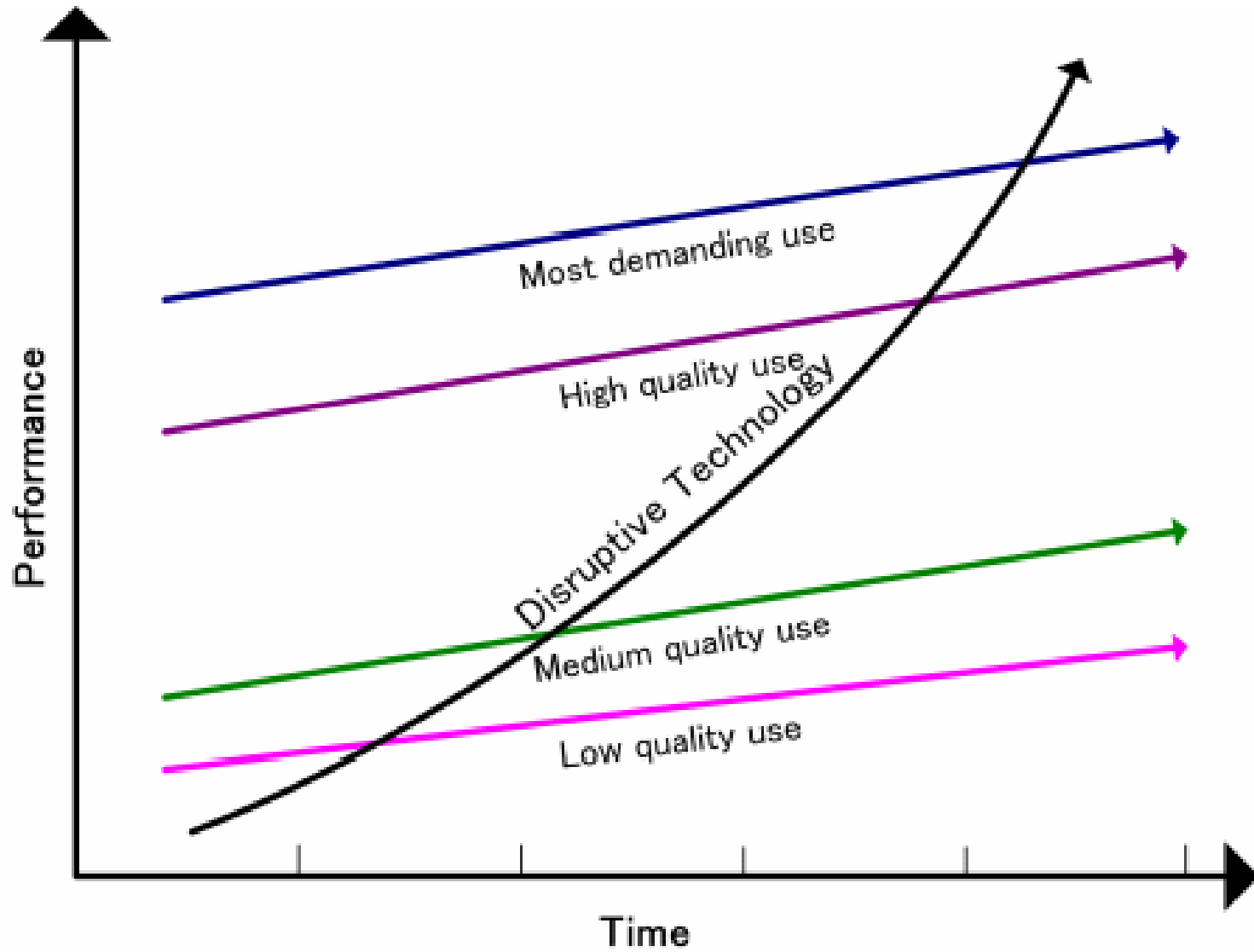
No Quick Fixes

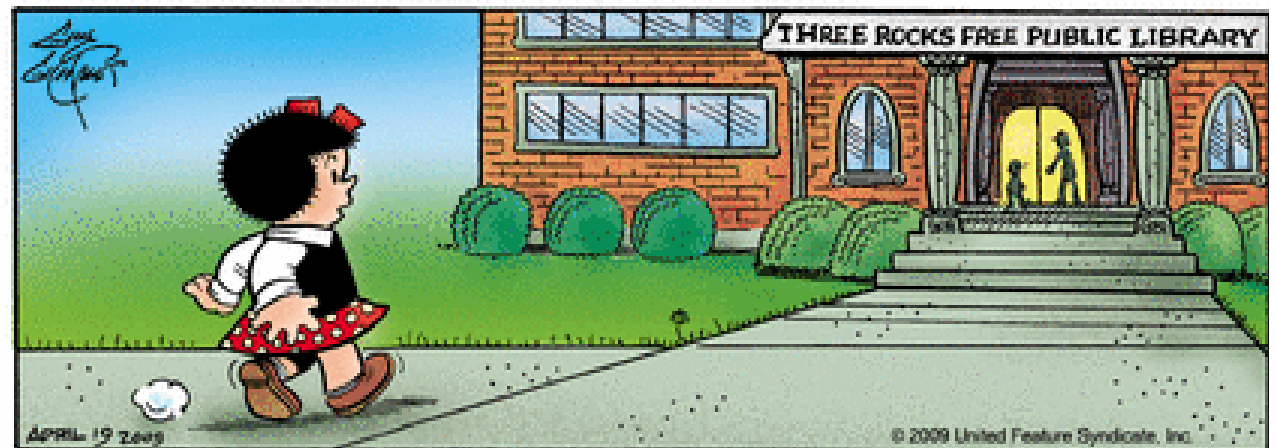
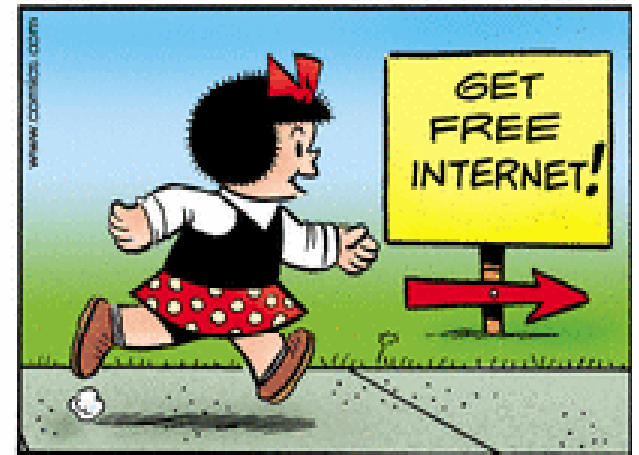
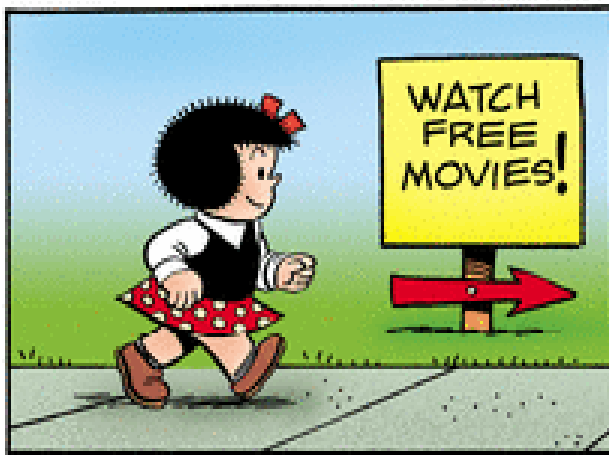
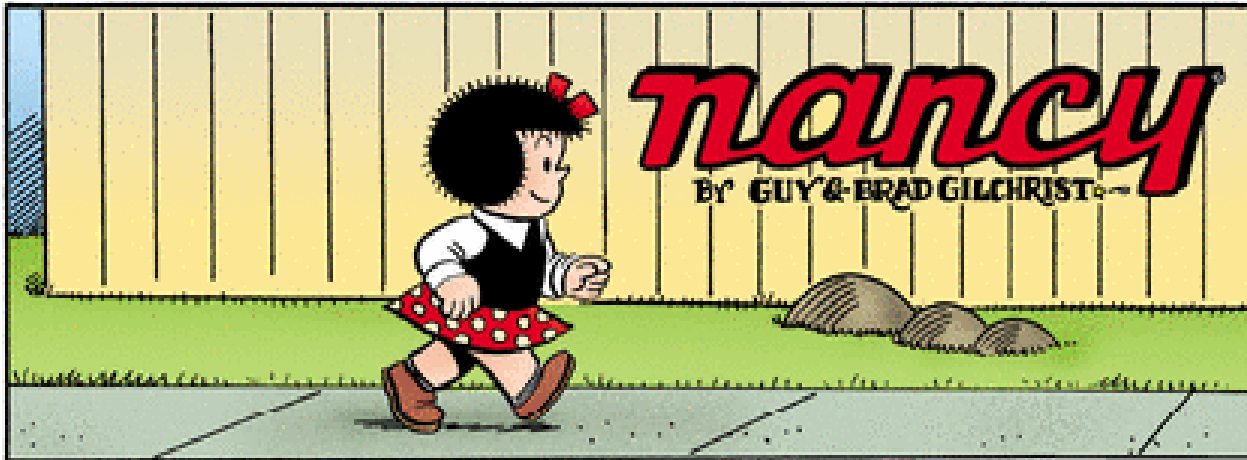







First known ancestor of the social media consultant.



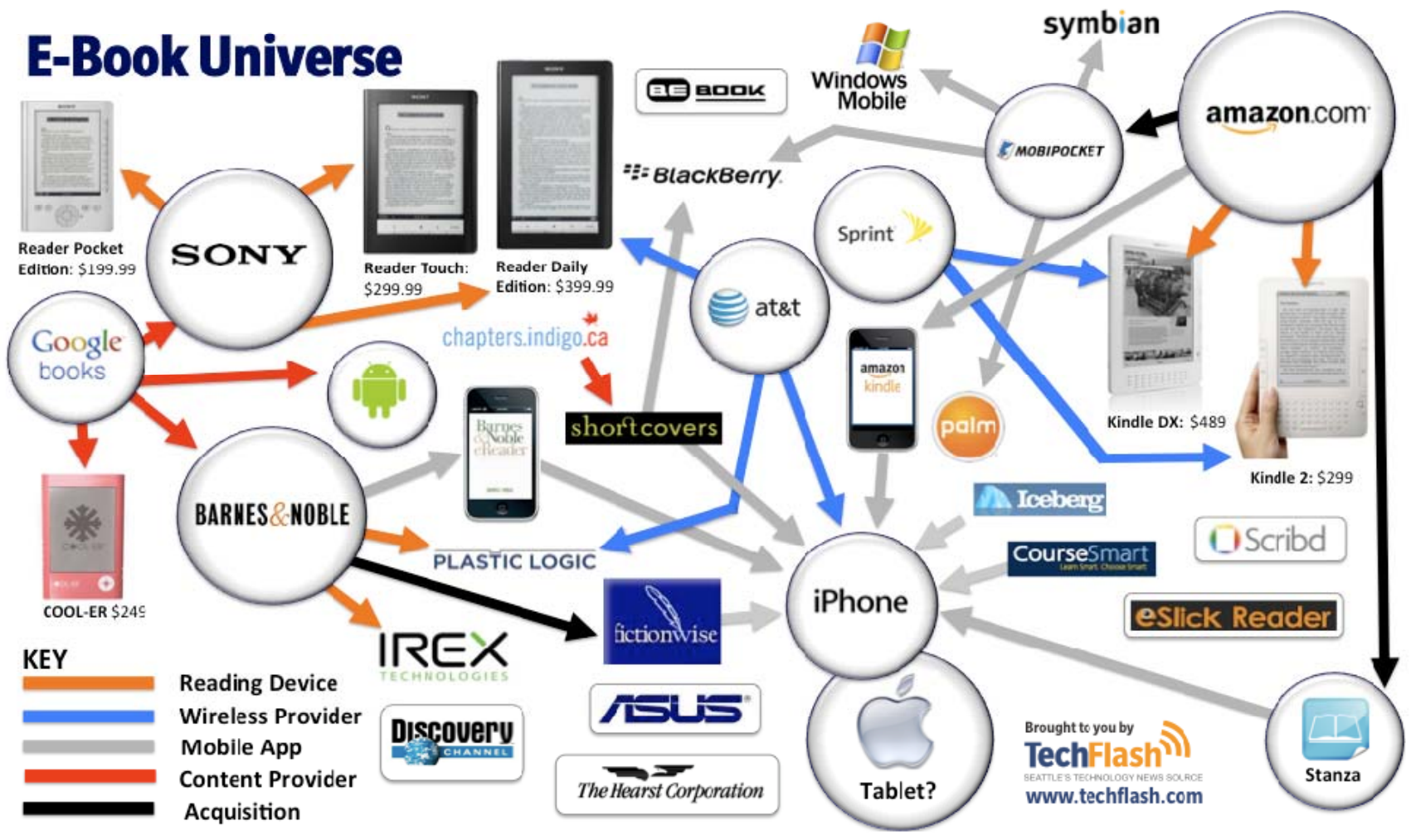






Is the traditional book
or text book
now a hollow
experience?

E-Book Universe





コンテンツ提供元： © さいとろ・たかね / さいとろ・プロダクション / リイド社



GIZMODO

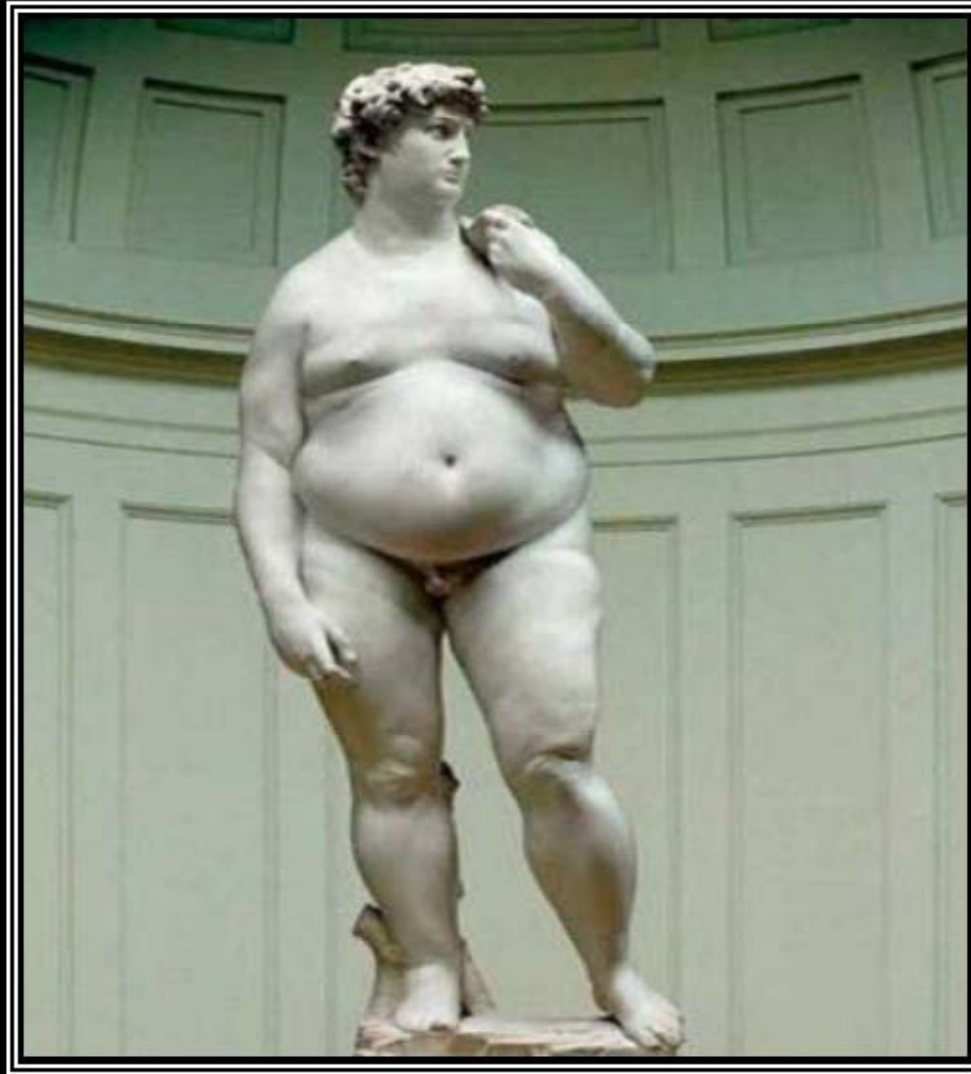




How Can We Empower Our Communities?



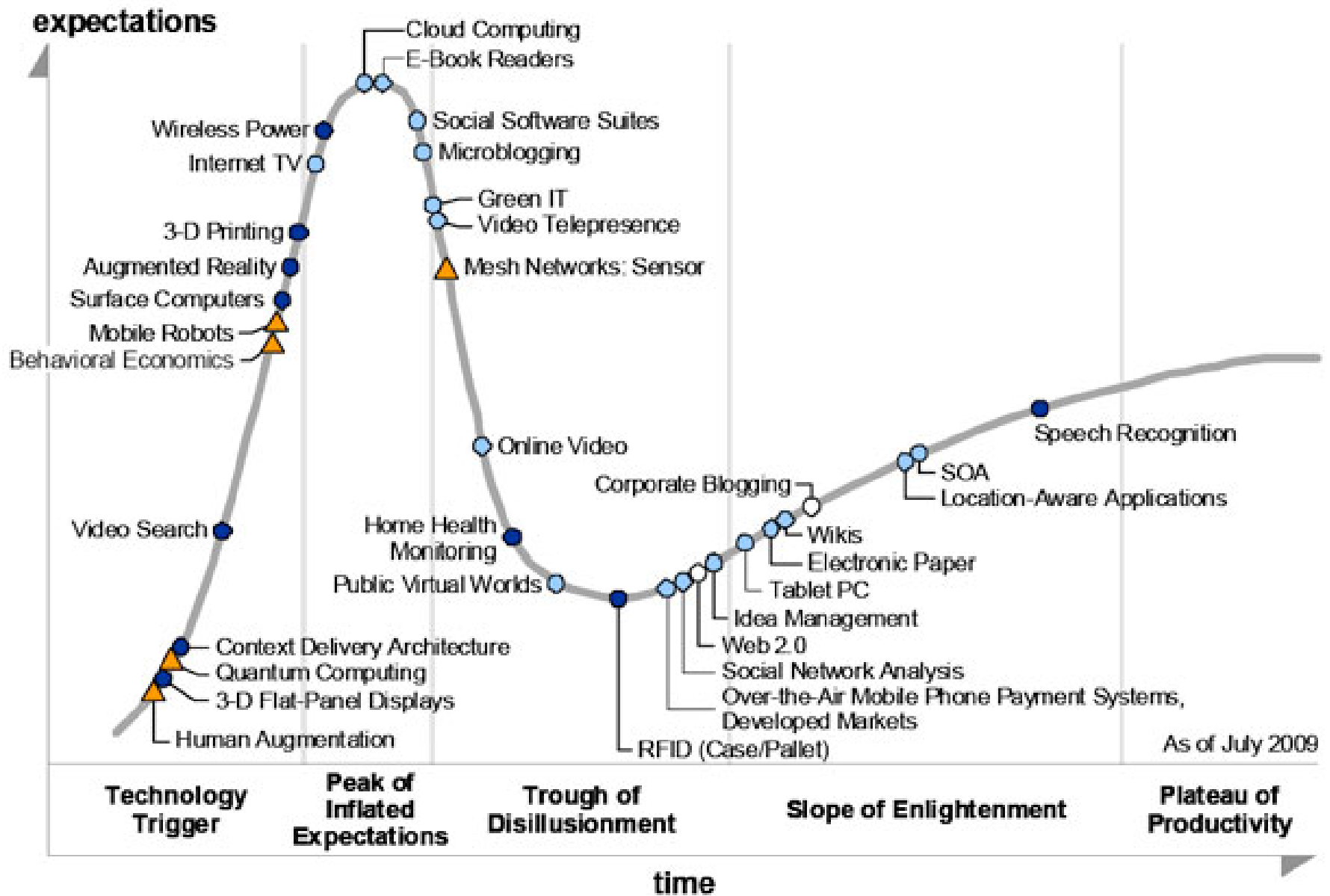
And Cultivate and Nurture Them?



METABOLISM

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

Figure 1. Hype Cycle for Emerging Technologies, 2009



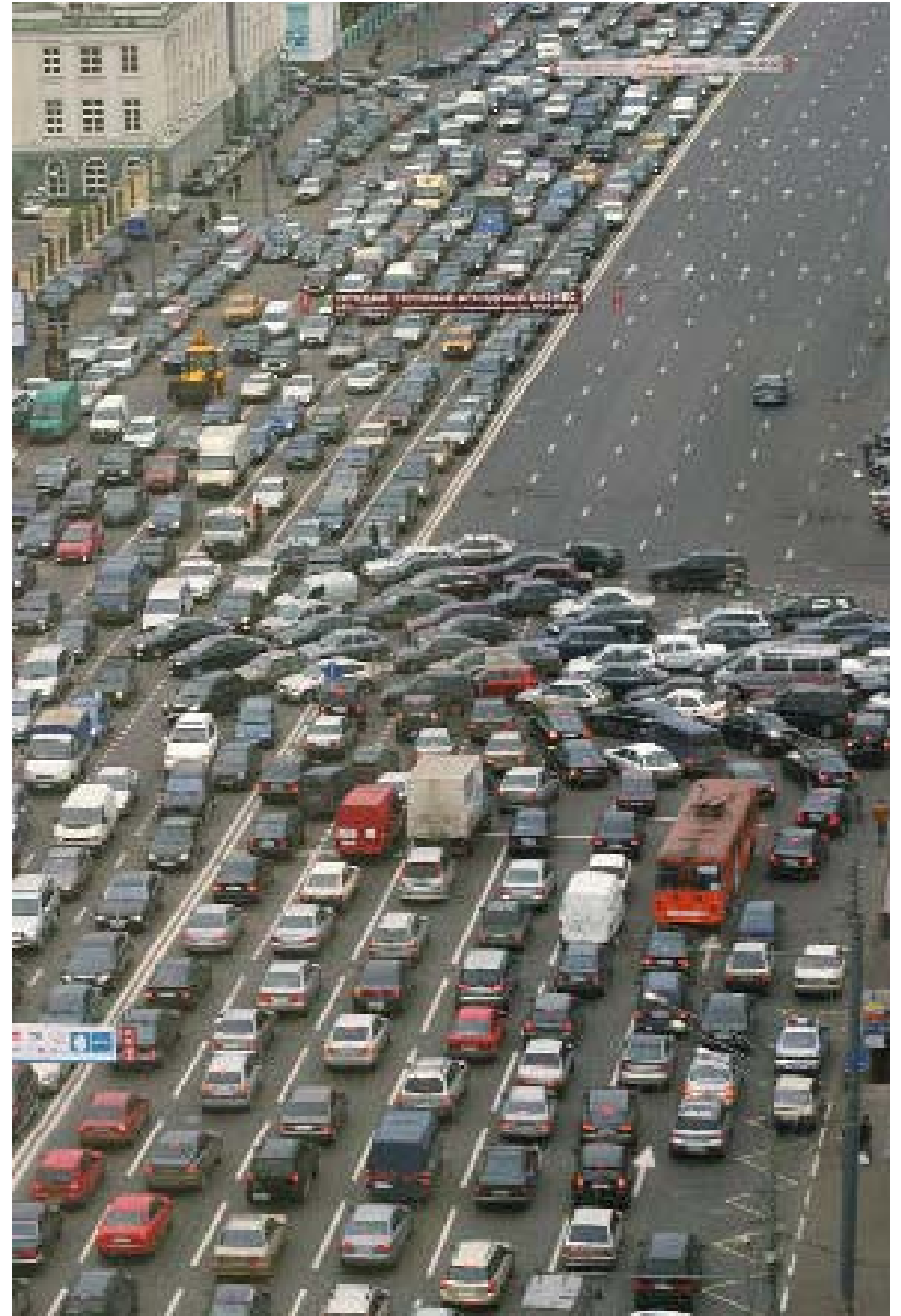
As of July 2009

Years to mainstream adoption:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

Source: Gartner (July 2009)

- **You can't wait for everyone to change at once.**



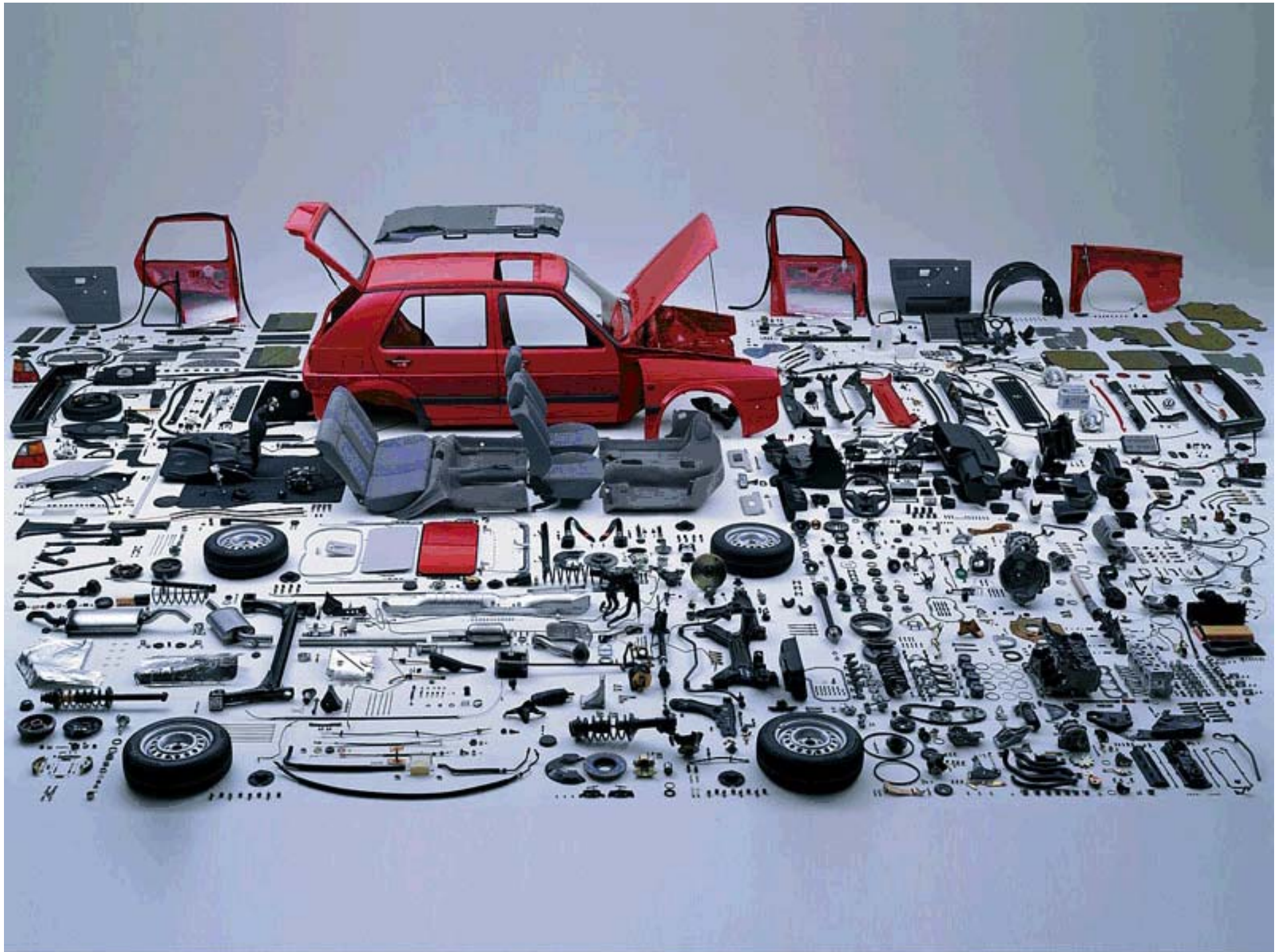
Bricks, Clicks and Tricks



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.

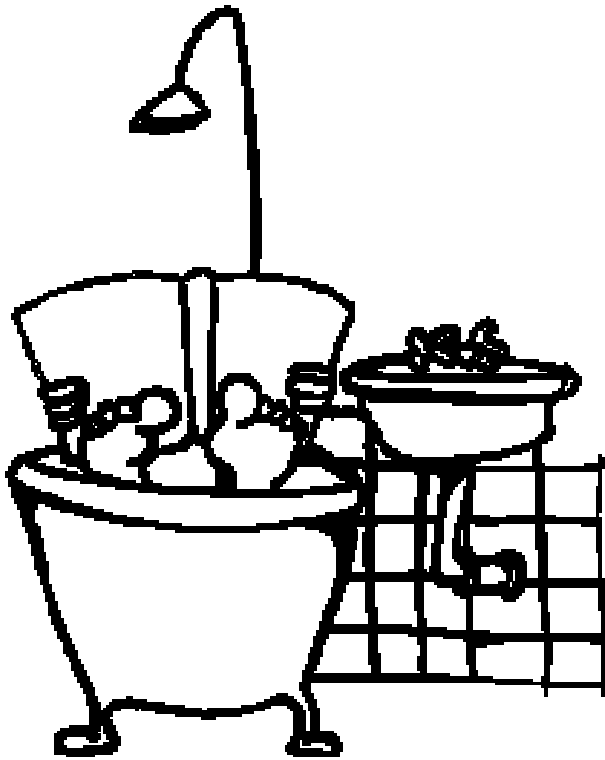


Yes, this is ancient marketing/sales wisdom: they aren't buying your hammer, they are buying the deck of their dreams. Help them build it.



Will Reading Matter?

Are we confusing books and reading?



Audiobooks, Cengage and eBooks . . . And Google



<http://www.flickr.com/photos/keeping-it-real/160822516/>



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/lorian/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
- SOPAC
- Delicious
- Digg
- YouTube

<http://www.flickr.com/photos/lorian/319433802/in/photostream/>



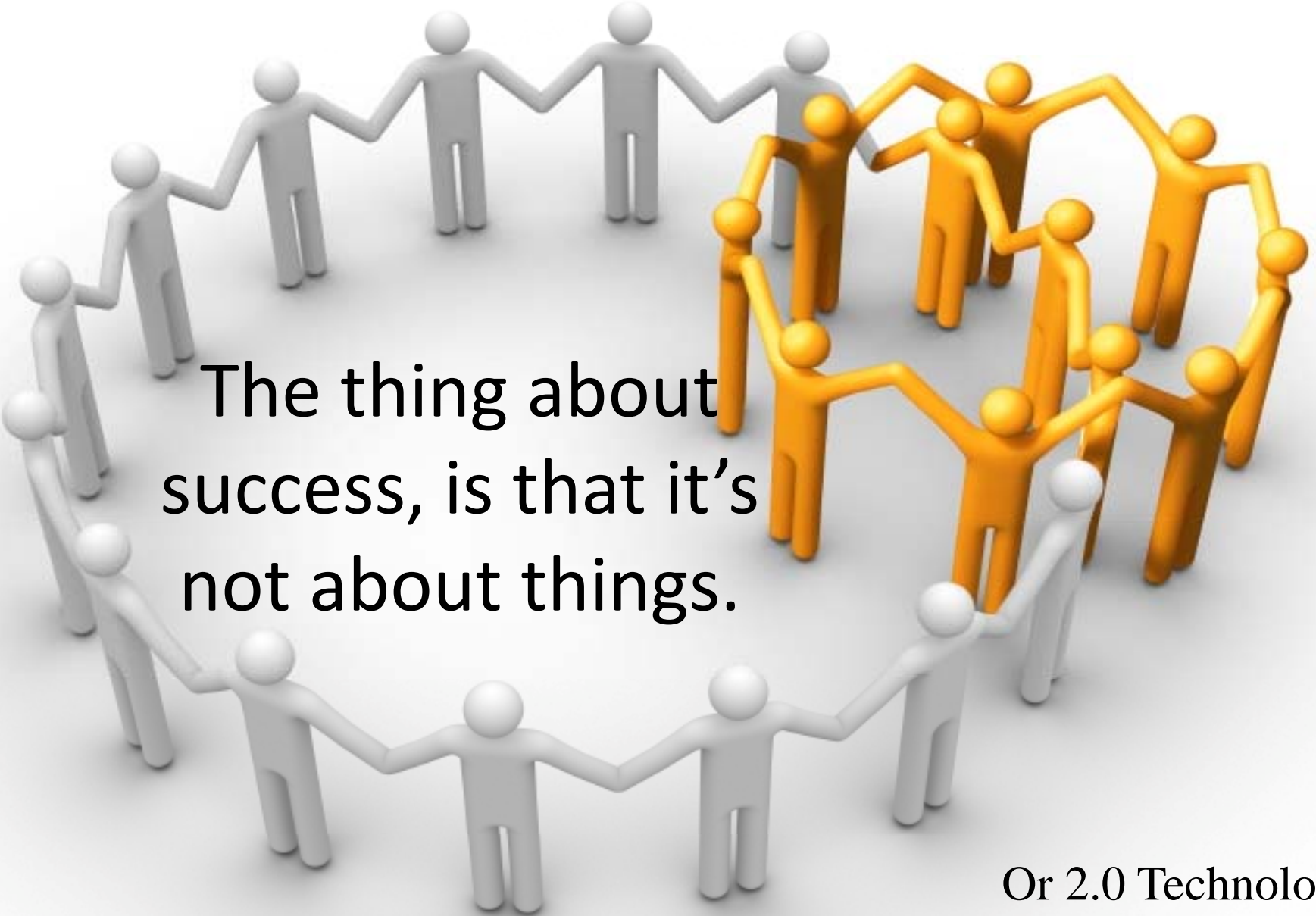
Can you
circulate books
from anywhere?

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

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.

Or 2.0 Technology

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





What do libraries
want?
Relevance
Making a Difference



Observe Your Users

What do they really want?



SEARCH

SEARCH



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 least 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







Human Genome Project Information

[About the HGP](#)[Ethical, Legal, &
Social Issues](#)[Medicine](#)[Education](#)[Gene Gateway](#)[Research Archive](#)[Post-HGP
Progress](#)[SITE
INDEX](#)

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.

RECENT NEWS

Nature: Meetings that changed the world: Santa Fe 1986 (Oct. 16, 2008)

Victor McKusick, Genetics Pioneer, Dies at 86 (July 23, 2008)

GINA: Genetic Information Nondiscrimination Act Becomes Law (May 21, 2008)

First High-resolution Sequence Map of Human Structural Variation (May 1, 2008)

Gene Therapy Breakthrough for Blindness (April 27, 2008)

What's next?





Oncorhynchus mykiss
C-value: 2.60pg

[Home](#)[Search Data](#)[Statistics](#)[FAQ](#)[References](#)[Submit Data](#)[Links](#)

Gregory Lab
GENOMIC DIVERSITY



BIO
Biodiversity Institute
of Ontario



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:

Gregory, T.R. (2005). Animal Genome Size Database. <http://www.genomesize.com>.

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)

+ Entire Database

Number of species/subspecies available:	4890 (3191 Vertebrates, 1699 Non-Vertebrates)
Smallest animal genome size:	0.02pg , <i>Pratylenchus coffeae</i> , Plant-parasitic nematode
Largest animal genome size:	132.83pg , <i>Protopterus aethiopicus</i> , Marbled lungfish



[Tour our new Quick Search](#)

Mouse Genome Informatics

[About](#) [Help](#) [FAQ](#)

[Search](#) [Download](#) [More Resources](#) [Submit Data](#) [Find Mice \(IMSR\)](#) [Contact Us](#)



Explore MGI

[All Search Tools](#)

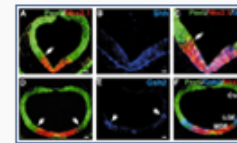
Genes



Phenotypes



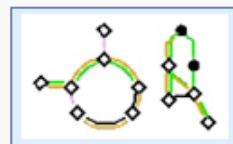
Expression



Function



Pathways



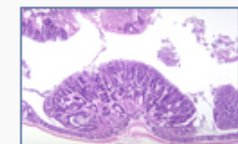
Strains / SNPs

Variation Type	DBV/ZJ	FVB/NJ	129/SVJ	Allele Summary (all strains)
SNP	G	G	A	A/G
SNP	C	C	T	C/T

Orthology



Tumors



FAQs

How do I...

- .. search for genes by genomic interval? [FAQ](#)
- .. find mutations for phenotypes or diseases? [FAQ](#)

News

March 26, 2009

- MGI 4.21: access and analyze gene expression data using the [MGI Batch Query](#) tool. [Read more...](#)
- MGI 4.2 release features enhancements to the MGI



Encyclopedia of Life

"Imagine an electronic page for each species of organism on Earth..." - Edward O. Wilson

[login](#) | [create an account](#)

FIND

SHOWING AUTHORITATIVE INFORMATION

Names Tags Full-text

Explore

[more species](#)


[Pterocryptis torrentis](#)
(Kobayakawa, 1989)

Thailand silurus



[Euprotomicrus bispinatus](#)
(Quoy and Gaimard, 1824)

Pygmy shark



[Amblycirrhitus pinos](#)
(Mowbray, 1927)

Grannyfish



[Gnaphosidae](#)

Ground Spiders



[Hydrolaqus affinis](#) (de Brito
Capello, 1868)

Smalleyed rabbitfish



[Spermacoce glabra](#) Michx.

Smooth false buttonweed

EOL Announcements

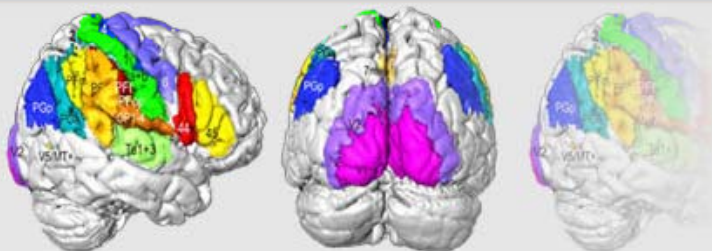
- For more information on becoming a curator or contributor, see how to [help us build EOL](#).
- Do you have photos you'd like to contribute to the Encyclopedia of Life? Start adding them to the [EOL Flickr group](#) directly or by using the iPhone application ([available via iTunes](#)) and we'll periodically pull them into EOL. [Watch the "How to" slideshow](#) or visit the [Flickr group home page](#) for

Featured



What's New?

- 05/16/2009 - [Check out the blogs from the BioBlitz at the Indiana Dunes!](#)
- 05/13/2009 - [Count down to the Indiana Dunes BioBlitz, May 15-16, 2009](#)
- 05/11/2009 - [Show off your photography skills with EOL's bi-weekly image contests](#)
- 05/08/2009 - EO Wilson will be giving a special Mother's Day [lecture on Biodiversity](#) in Palo Alto, CA



Advancing Understanding of the Human Brain

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[Meetings](#)
[Membership](#)
[Publications/Resources](#)
[Awards](#)
[Career Opportunities](#)
[Related Links](#)
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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](#)



Dates to Remember:

Deadlines

Advance Registration –

May 15, 2009

Hotel Reservation –

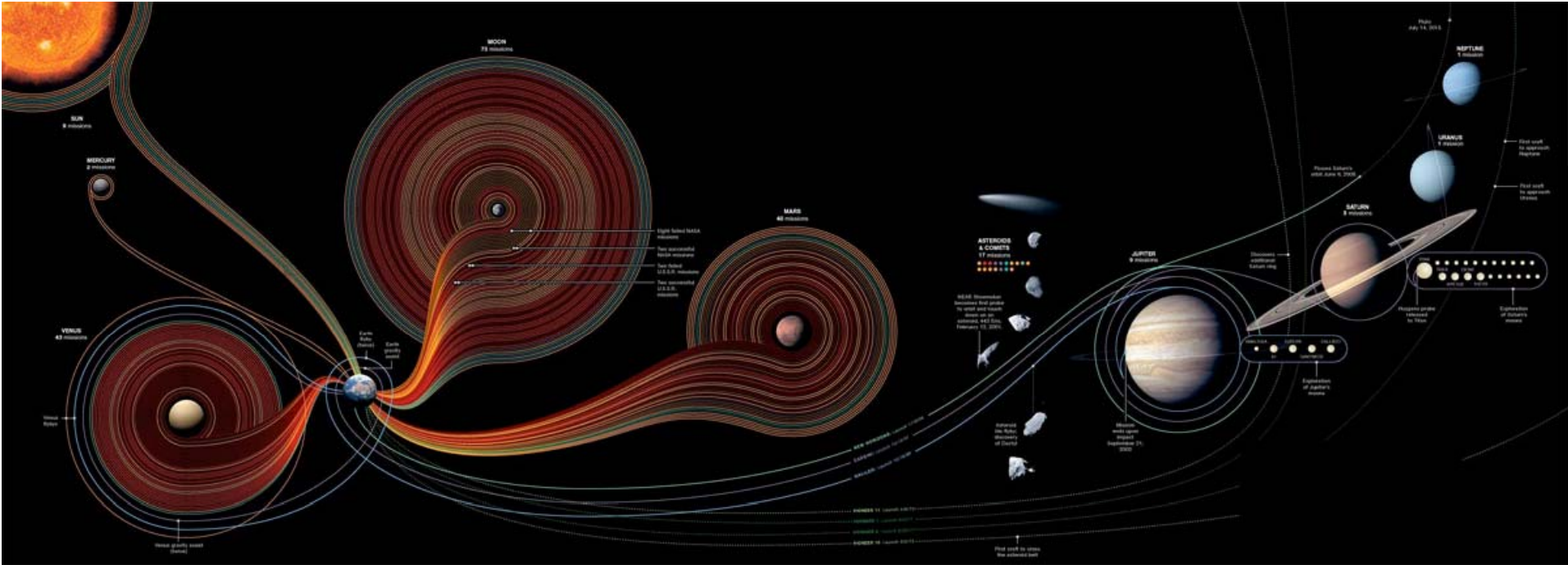
May 28, 2009

Important Notices:

Don't forget to renew your membership for 2009!

Poster and Oral Session acceptance notification has been sent out. Please visit the

different

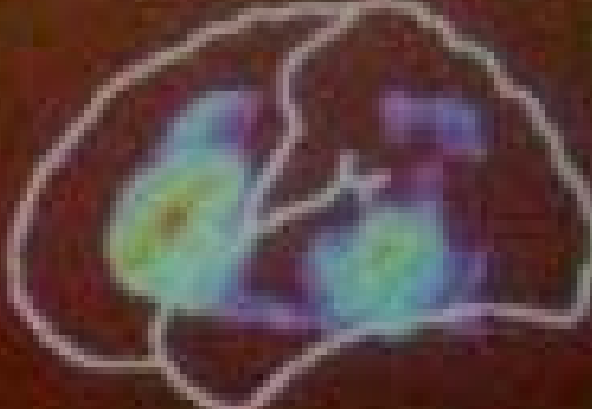


The Future Discovered

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

Viewing

Listening



Speaking

Generating verbs

Imaging techniques allow us to see which areas of the brain control functions.

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.





Diabetes Online



Yes, Stephen did just say Lizard Spit

Luck / Opportunity

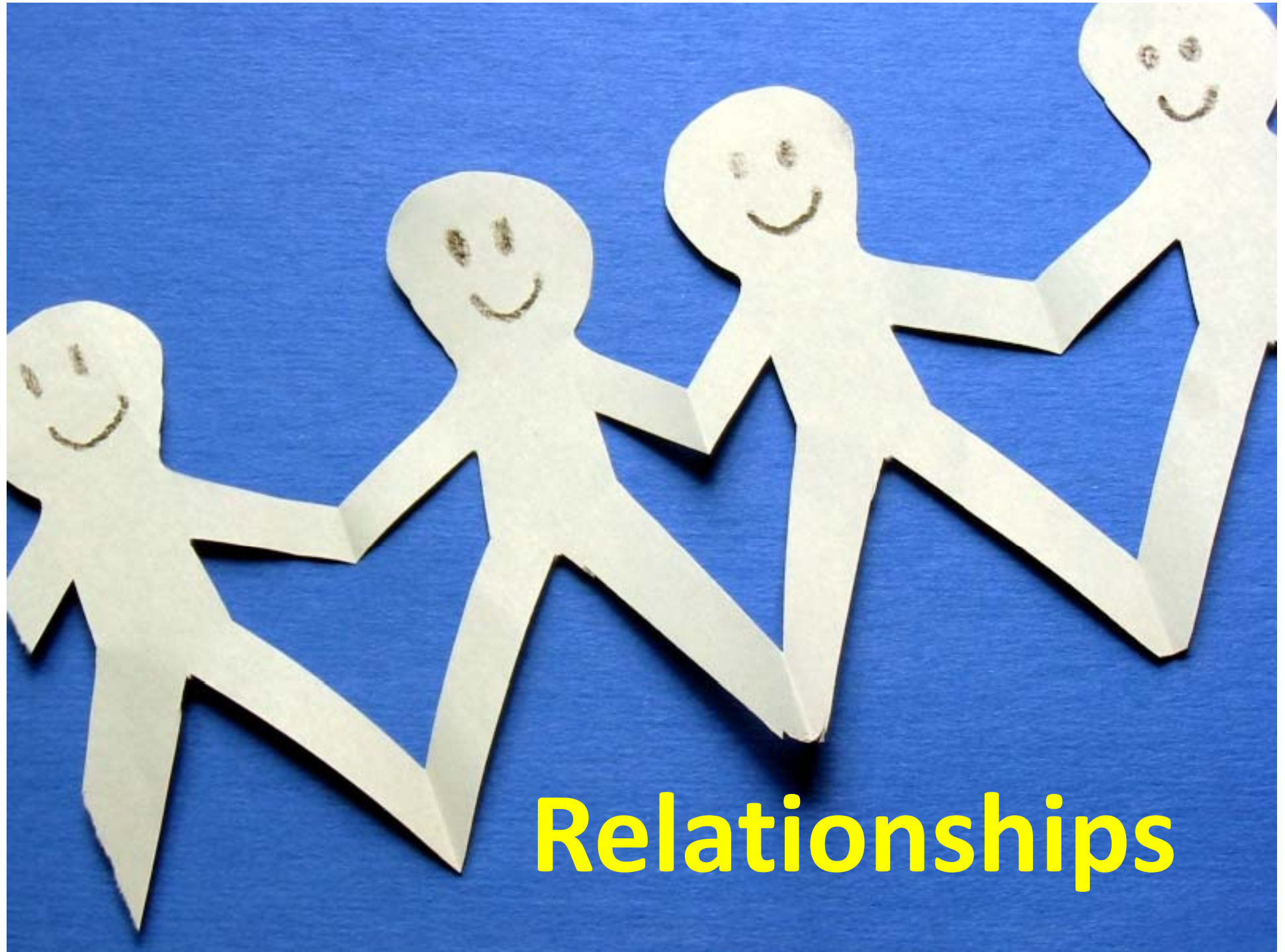


Community

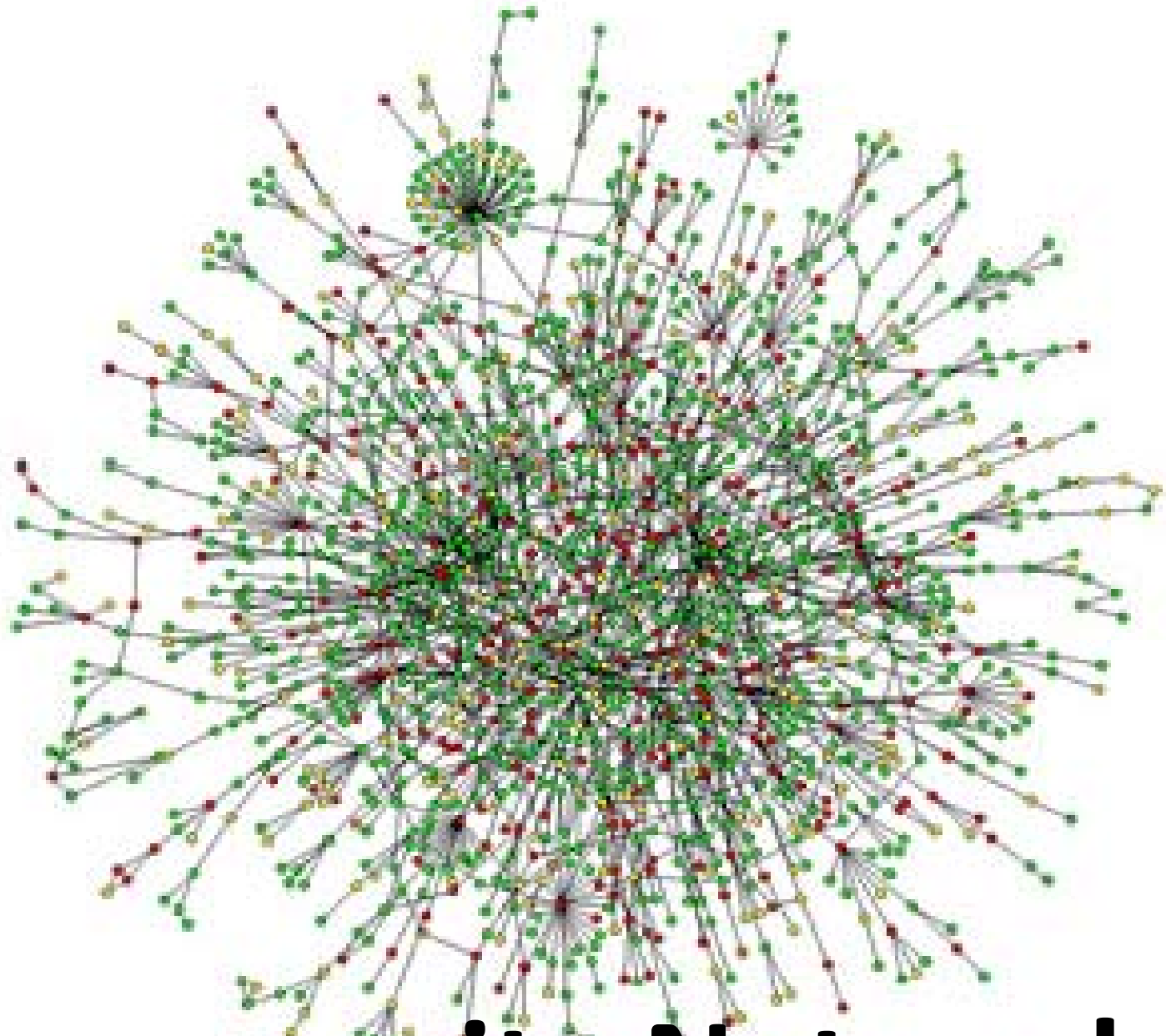




Conversations



Relationships



Community Networks

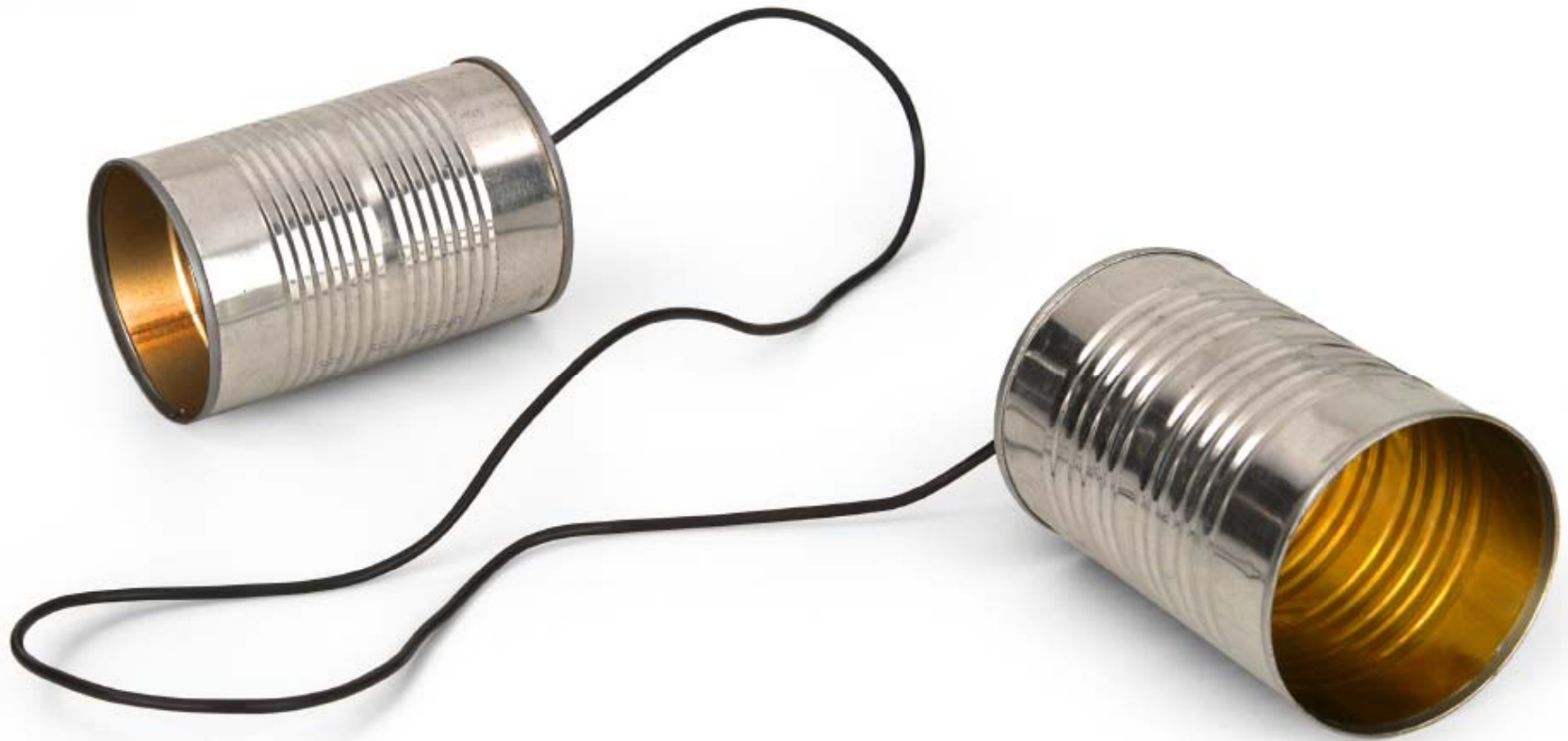
Life





Alerts

Connection



A school of goldfish swimming in a white background. One fish in the center is blue, while all others are gold. The word "Personalization" is written in bold black text across the middle of the image.

Personalization

Personalization



A high-contrast, black and white graphic of a fingerprint, showing the intricate ridges and valleys of the skin. The fingerprint is centered on the page and serves as a background for the text.

Personalization



I am unique.
Understand me.

It's personal.



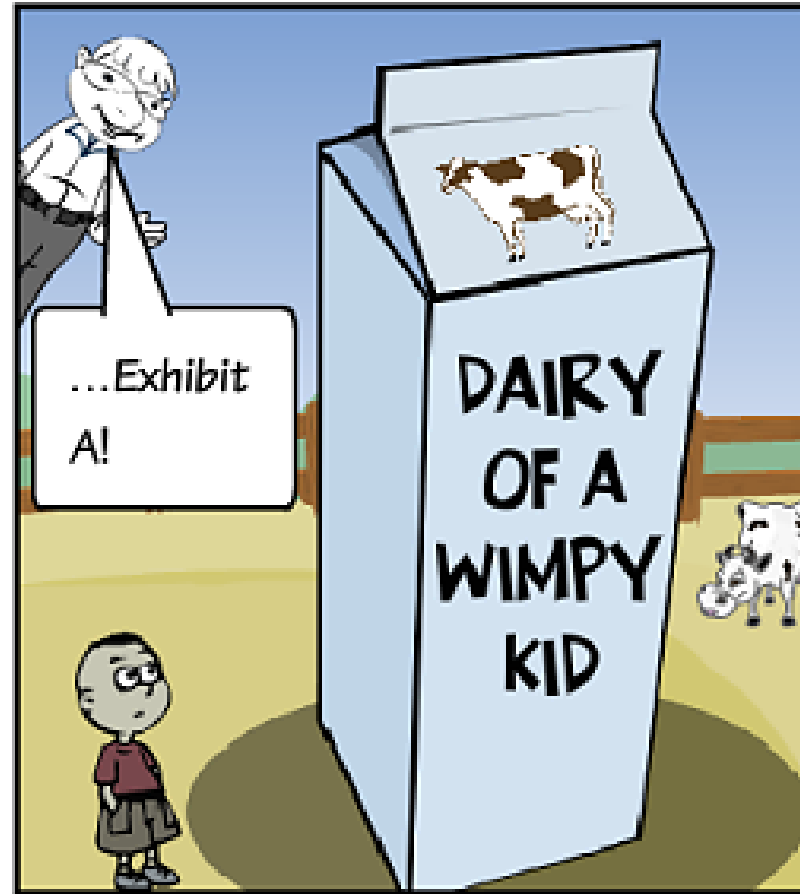
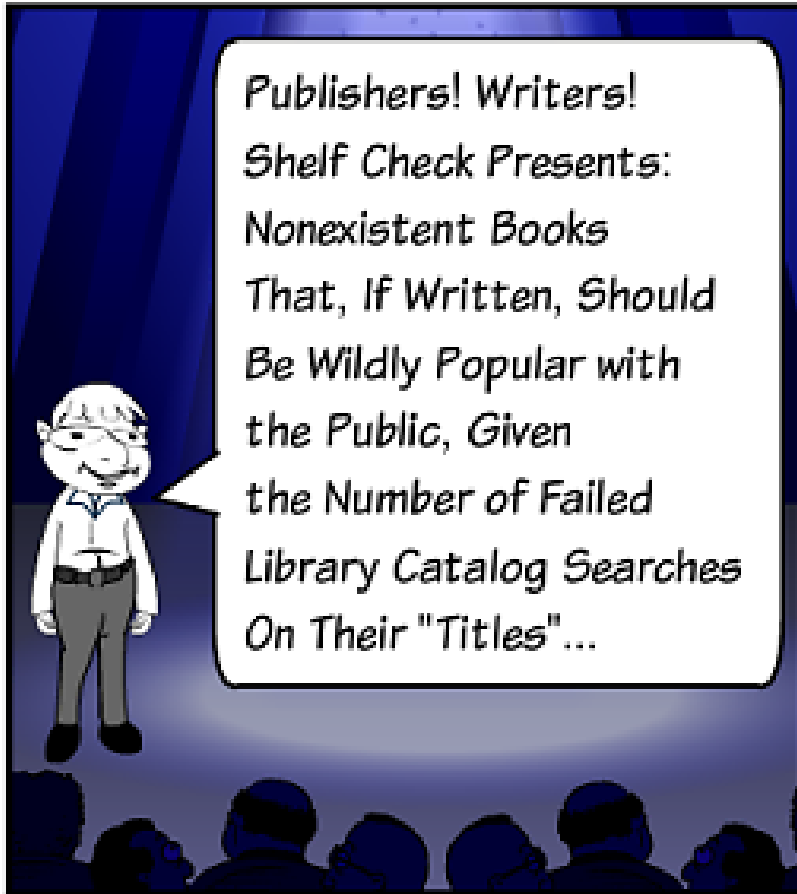
Don't limit me!
Who are you to limit me?

How many dead
ends in your library?
On your website?
In your OPAC?

FAIL

SHELF CHECK 345 - BY POESYGALORE

WWW.TOONDOO.COM







A warm, dimly lit living room scene. In the foreground, a brown leather sofa is partially visible. An open book with yellowed pages lies on the left side of the sofa. To the right, a wooden side table holds a glass of red wine and a lamp with a large, textured, orange-red shade. The lamp is lit, casting a soft glow. The background is a dark wood-paneled wall. The word "Comfort" is written in white, bold, sans-serif font across the center of the image.

Comfort



Simplicity

A large, textured red circle with a brushstroke-like appearance. The word "Learning" is written in a bold, blue, sans-serif font in the center of the circle.

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.



Play



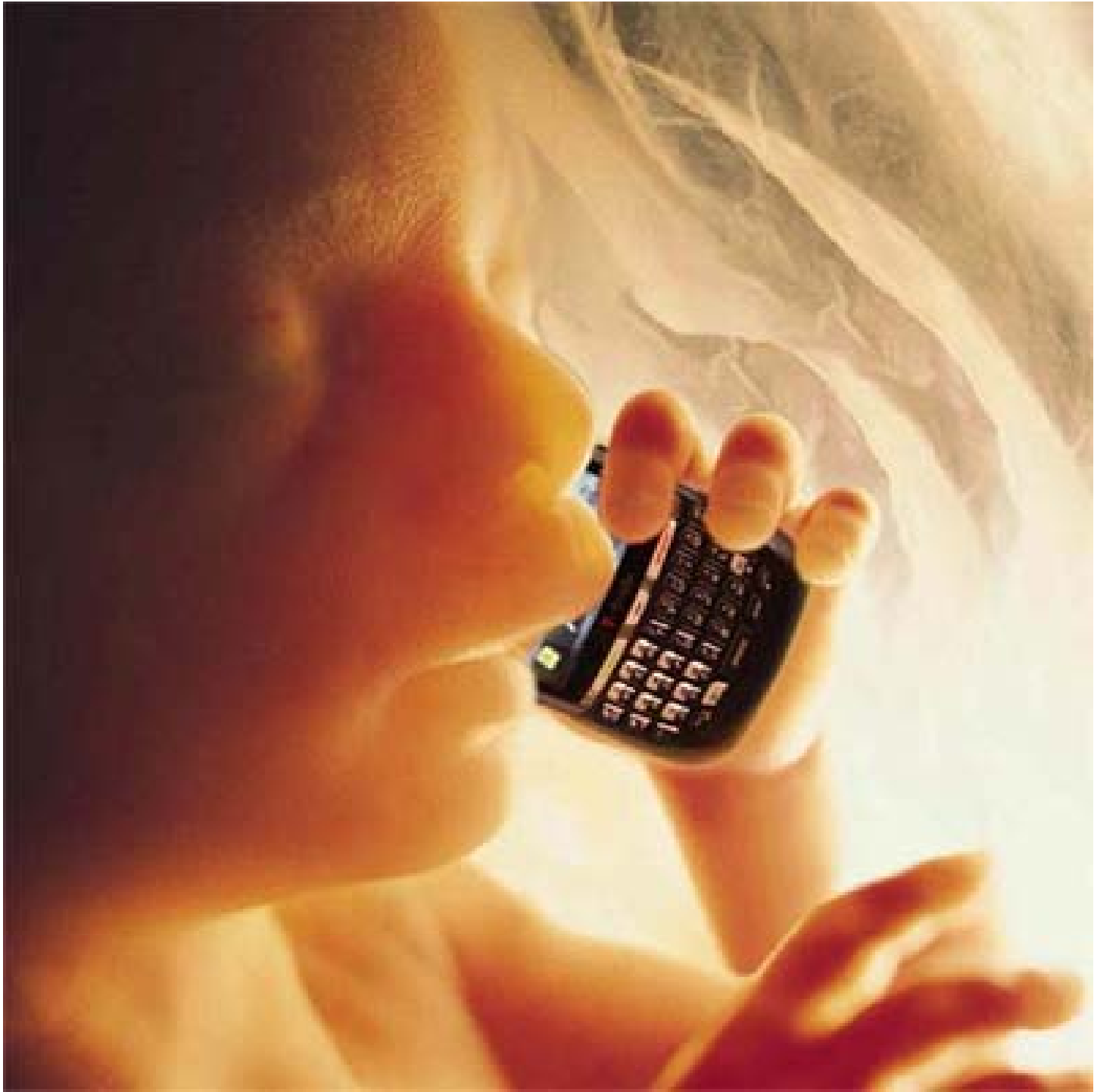
Growing up from books,
Extending the experience



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





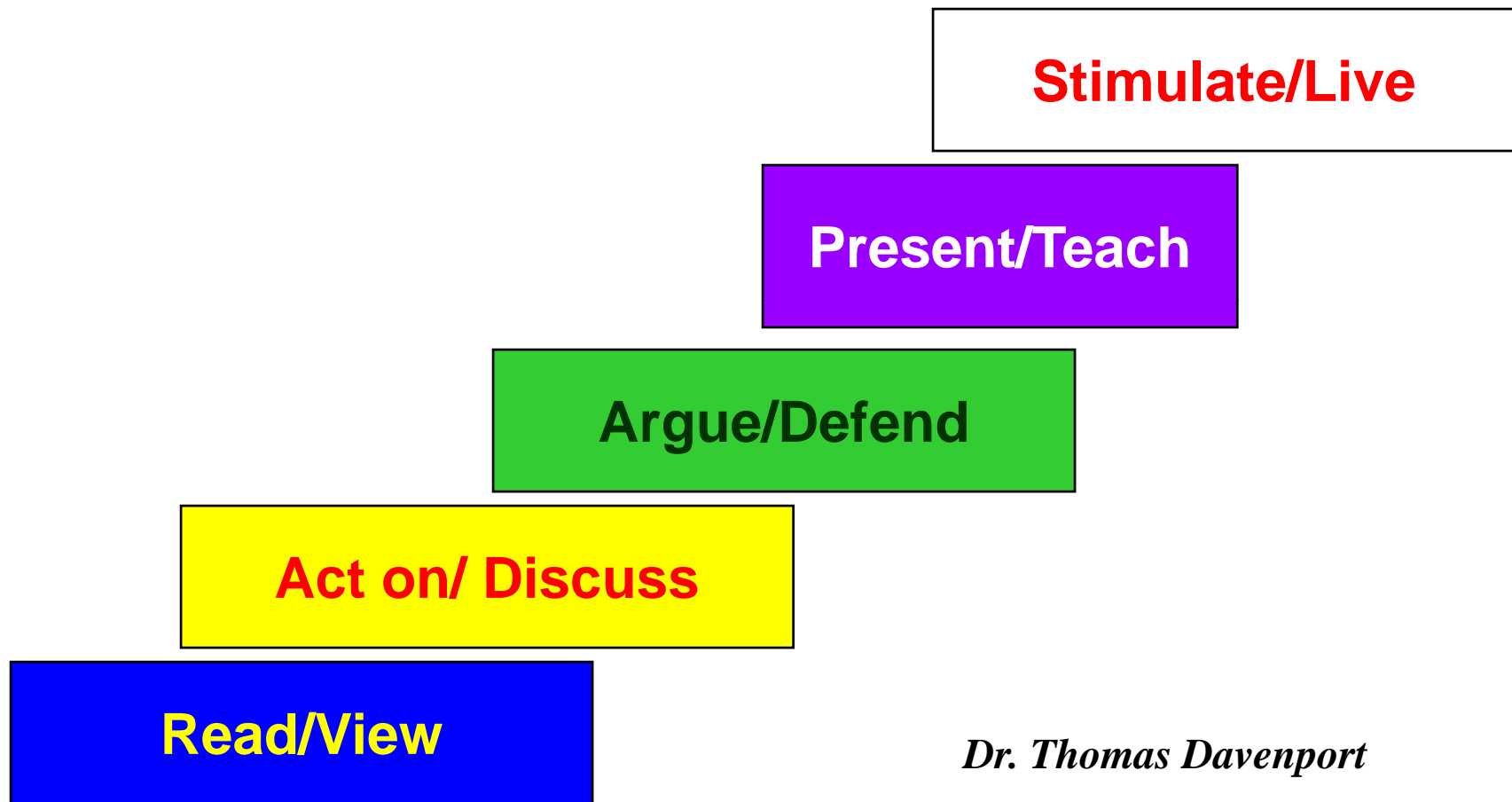


Who Are Your Staff Stars?



Do Your Users Know Their Names?

Energy & Engagement



Dr. Thomas Davenport

Information Engagement Levels

Culture

Conservation and Protection

Local history

Roots

American memory

Progress



SUCCESS



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



What's Your Experience Look Like?



What's Your Experience Look Like?

Re-Imagine Your SPACE



What's Your Experience Look Like?

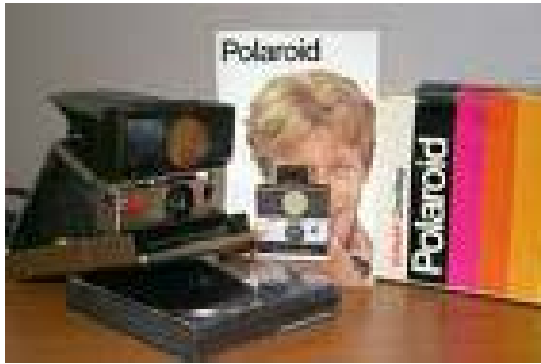


What changes with ubiquitous access?

Is it Frozen in Time?



Can libraries keep up with change?



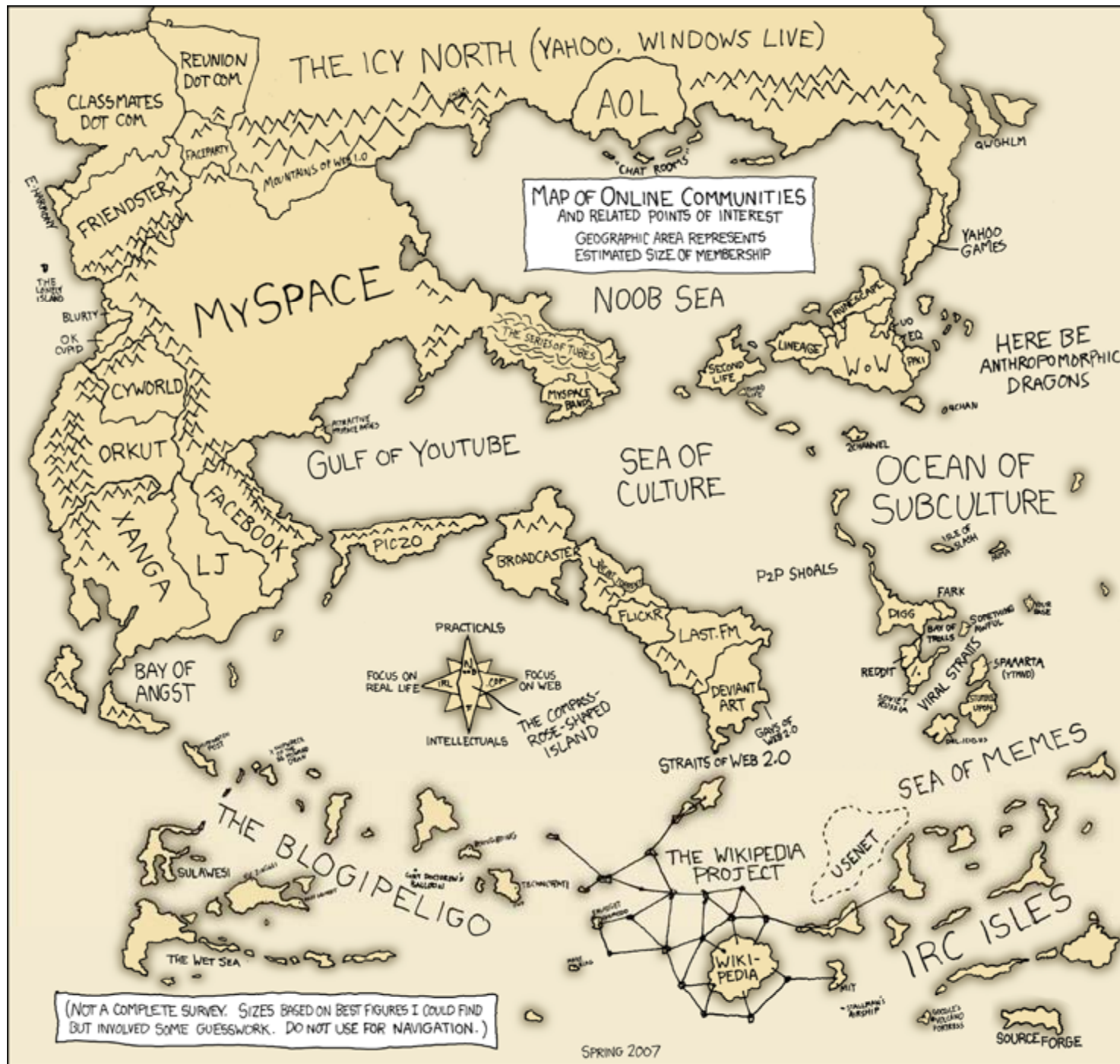
The BIG Assumption

**“The Internet has
now progressed to
its infancy”**

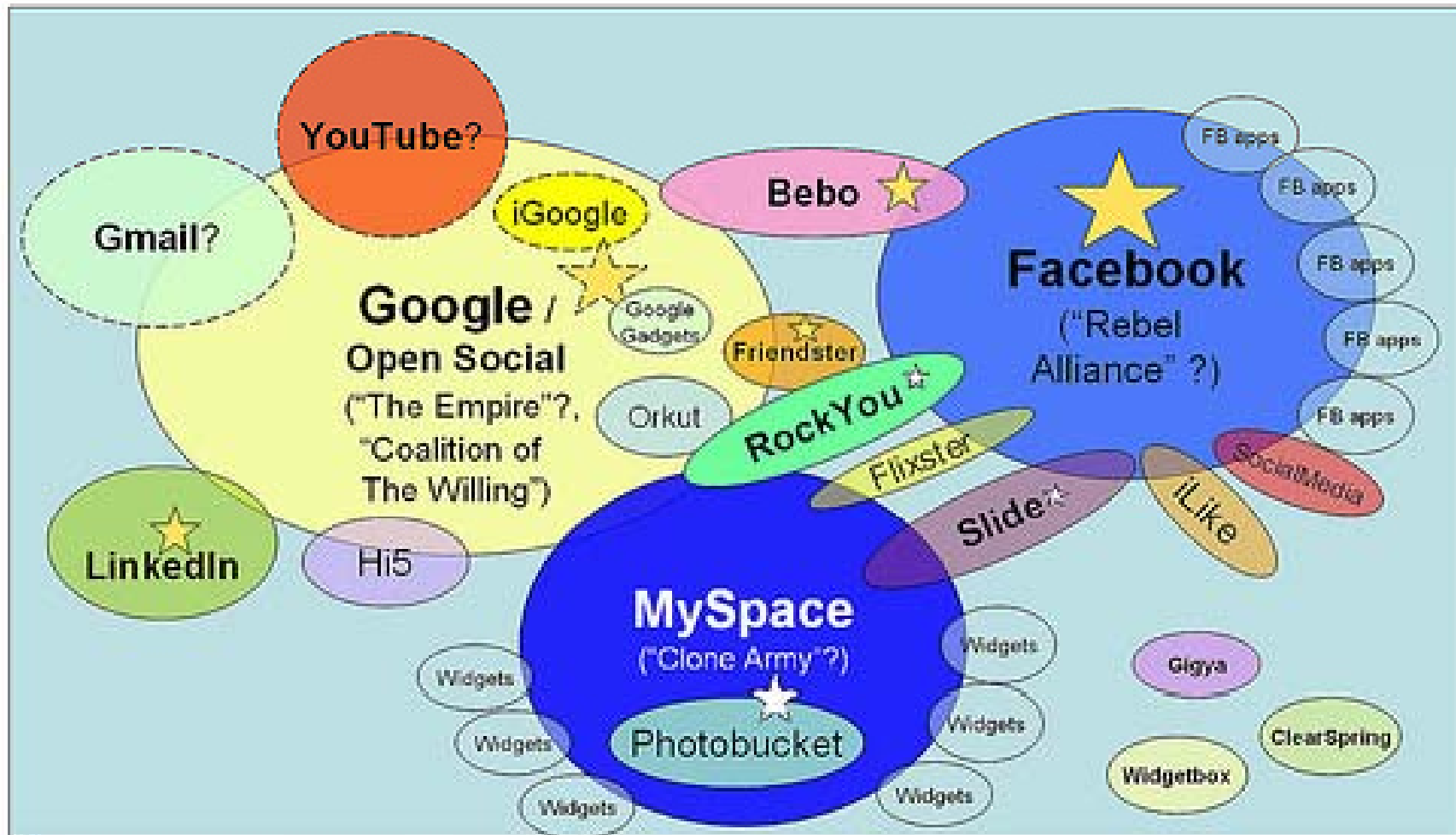
Search, Social Networks, Learning, Commerce

The Next 17 Slides

**“Detail that can
be reviewed
later online”**



Social Graph Platform Wars



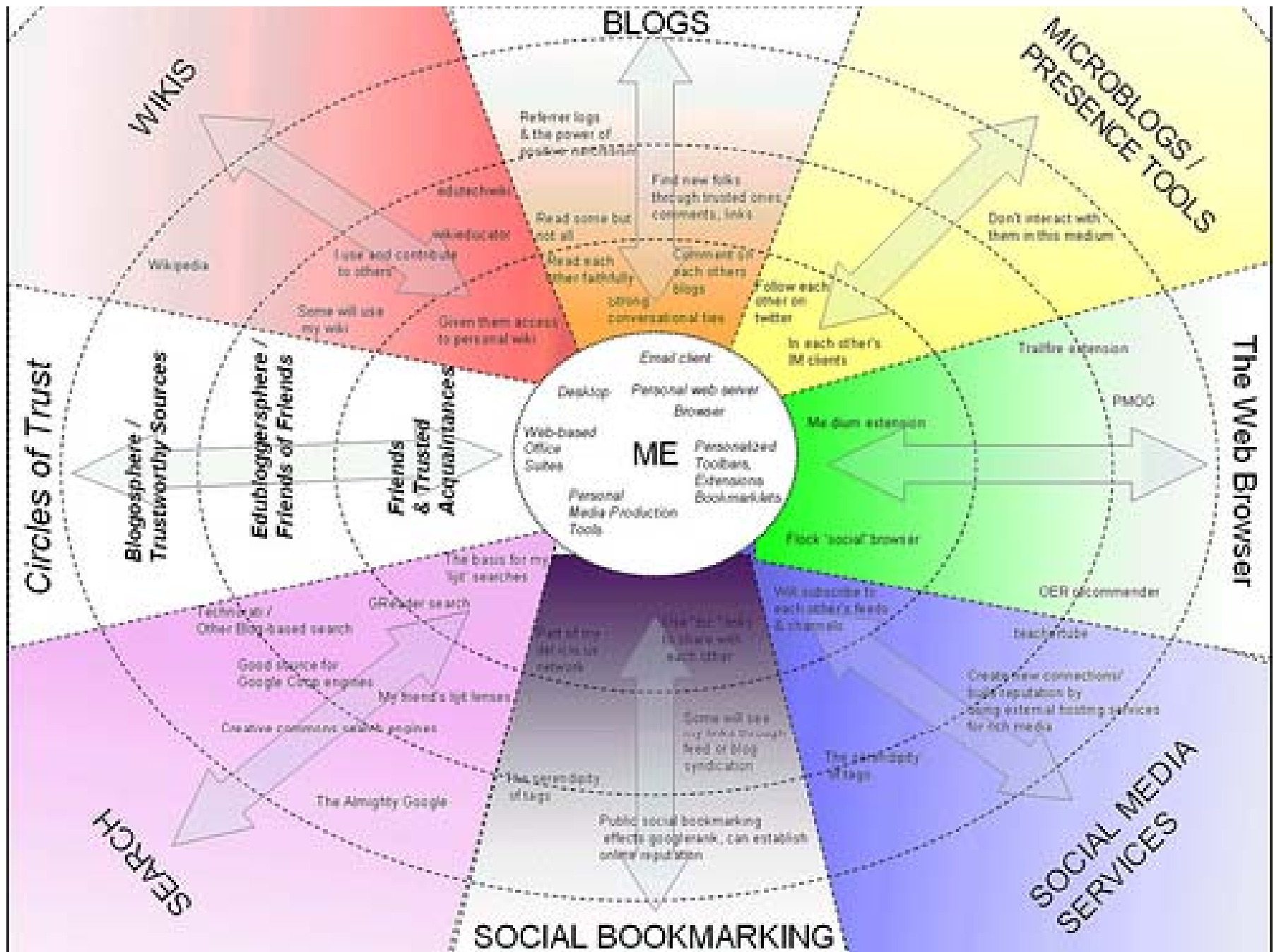
★ = announced Platform / API

☆ = unannounced Platform / API

& AMAZON

Platform Wars insanity: Dave McClure, 12/12/07

<http://500hats.typepad.com> | <http://500hats.com>

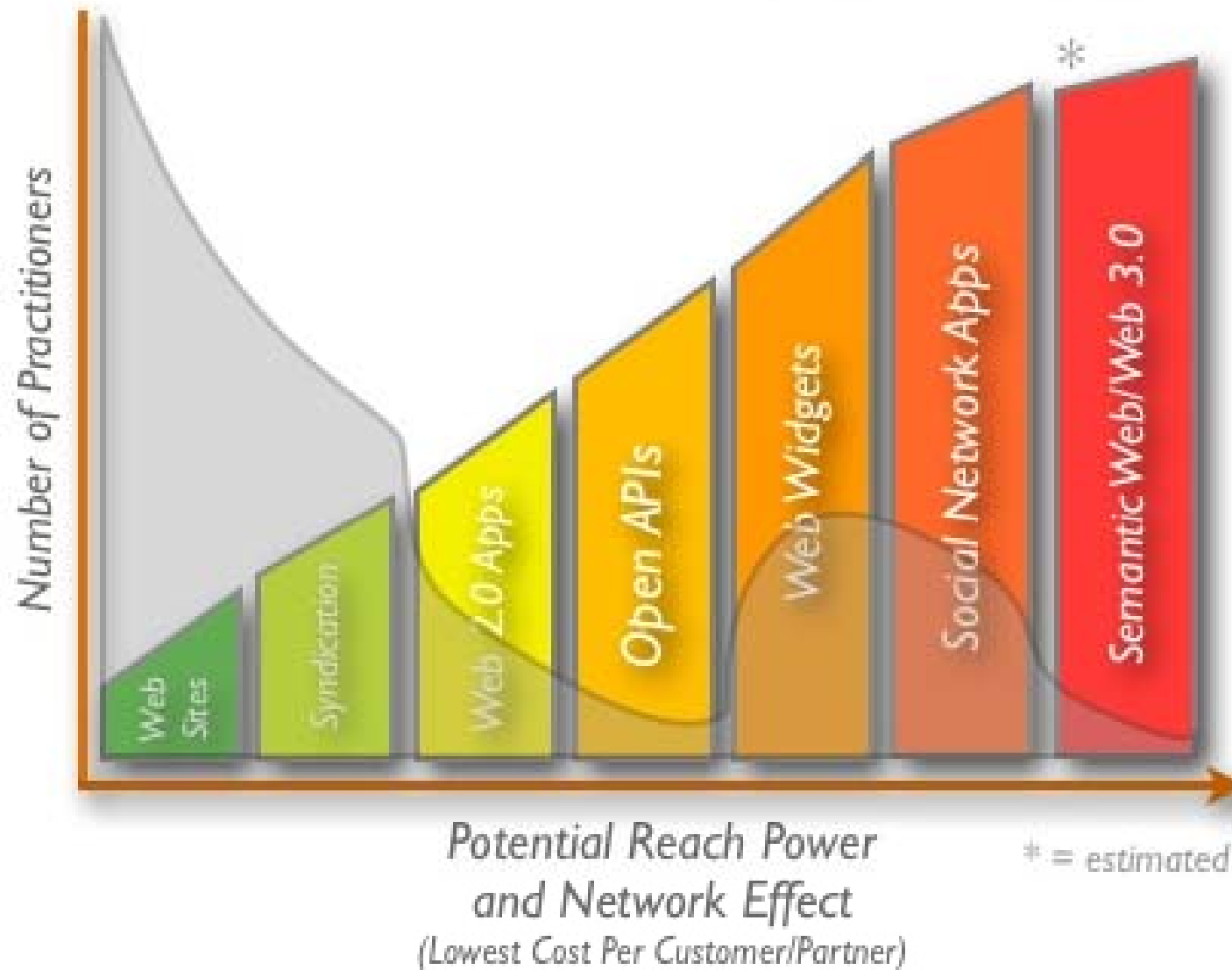


<http://www.flickr.com/photos/nessman/2590572476/>



<http://www.flickr.com/photos/briansolis/2735401175/>

The new Web 2.0 era distribution models remain largely untapped





Source: Dion Hinchcliffe. 2008. Hinchcliffe & Company. <http://hinchcliffeandco.com>

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™
- Shared Knowledge =  WIKIPEDIA 
- Shared Bookmarks =  del.icio.us
- Shared News =  Technorati™
- Shared Videos =  YouTube
Broadcast Yourself™
- Shared Everything =  myspace.com®
a place for friends

Get Good at The Cloud



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

flickr

facebook



Be Where Your Users Are



plaxo

Ning

LinkedIn



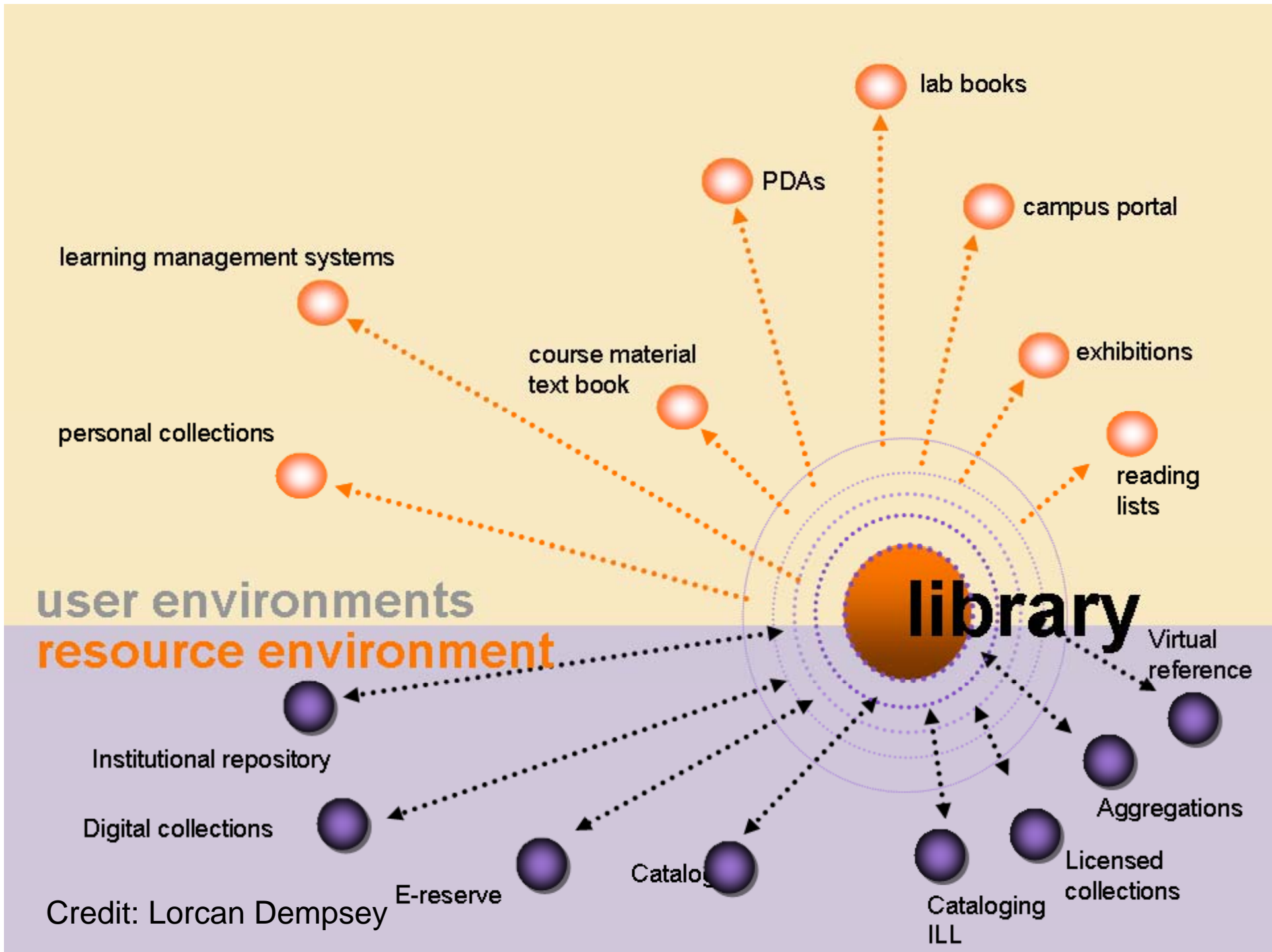
knol™
A unit of knowledge.
BETA



MySpace Developer Platform
a place for developers™



opensocial



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

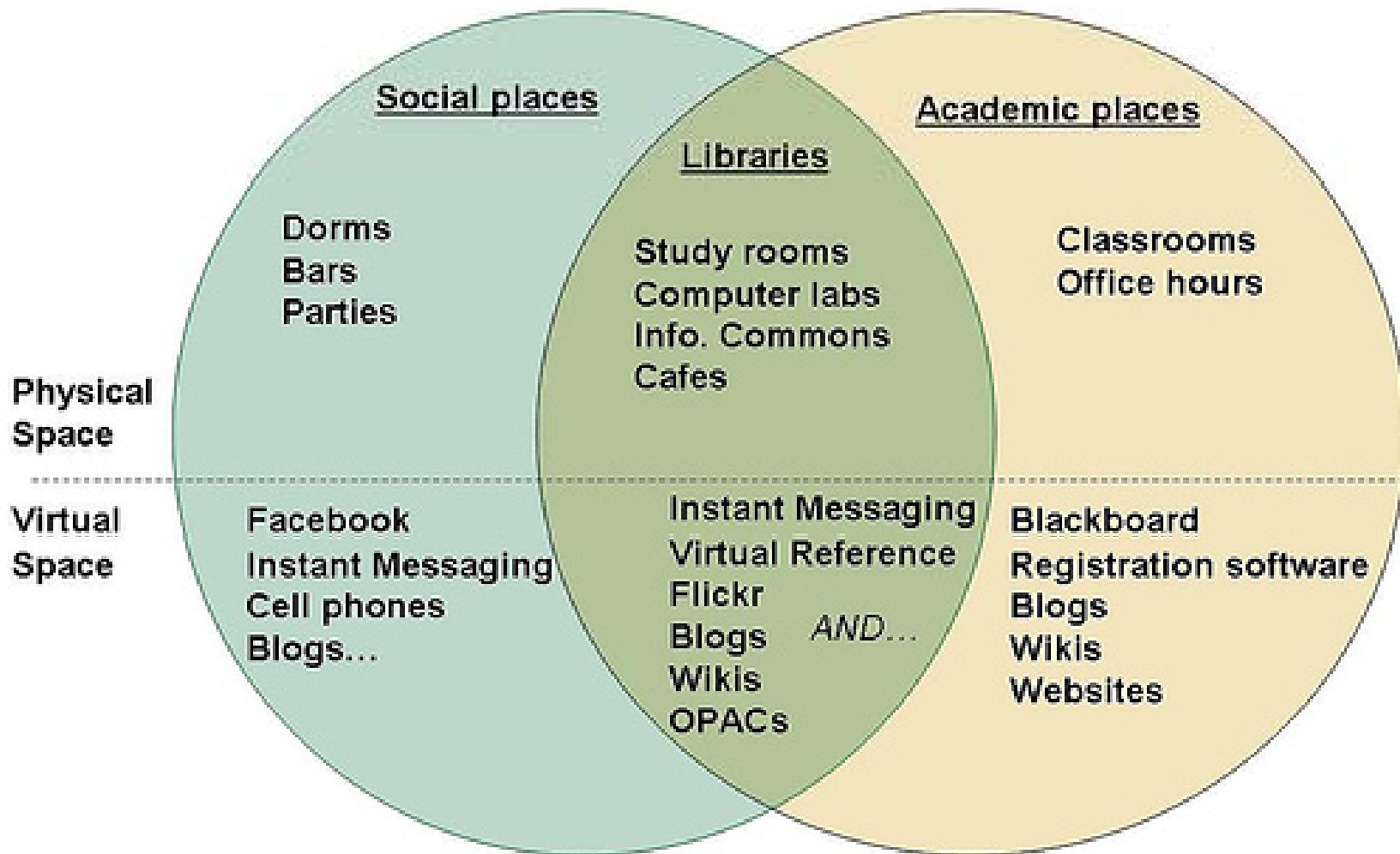
- Tagging for personalisation

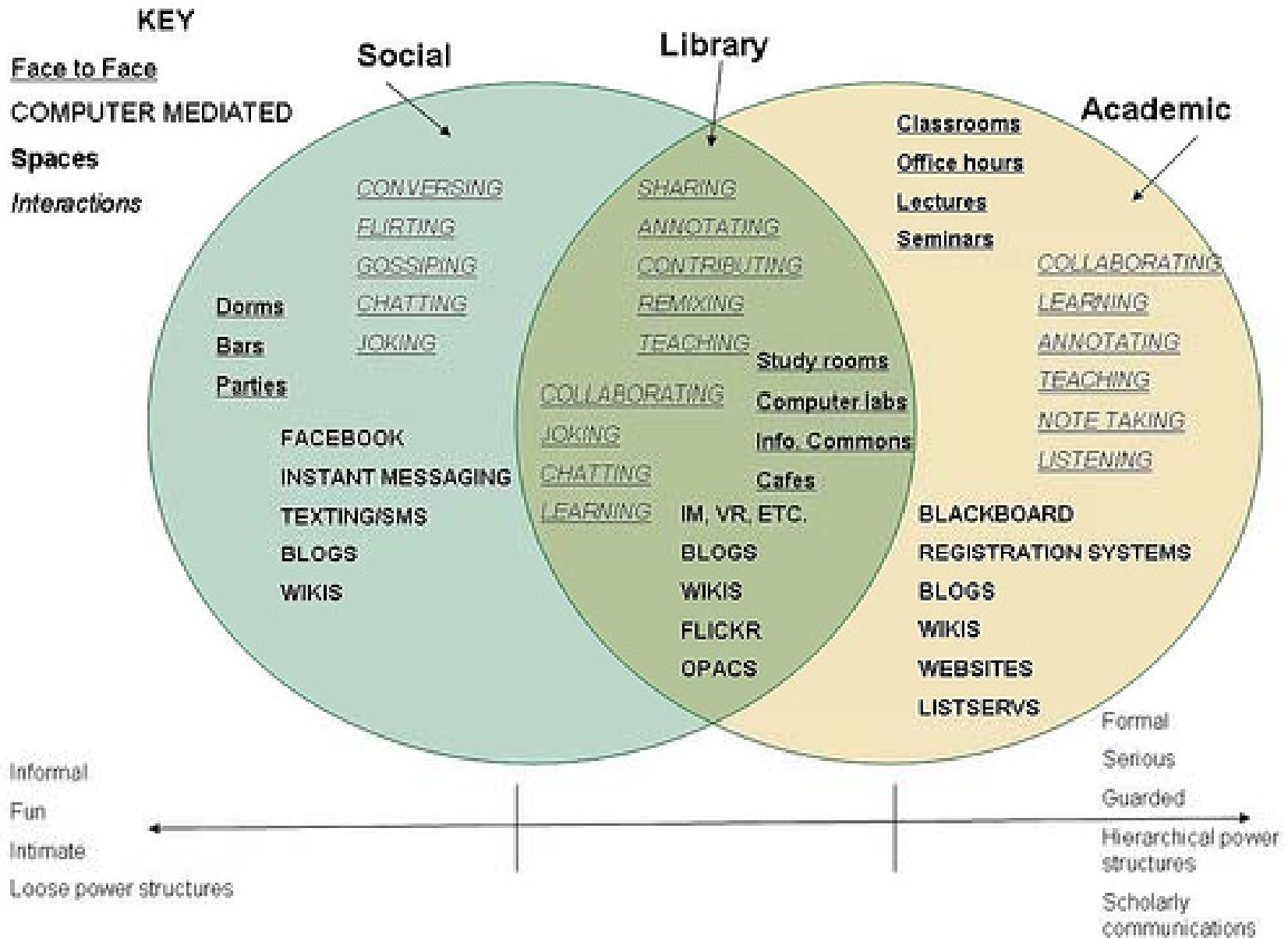
Searching

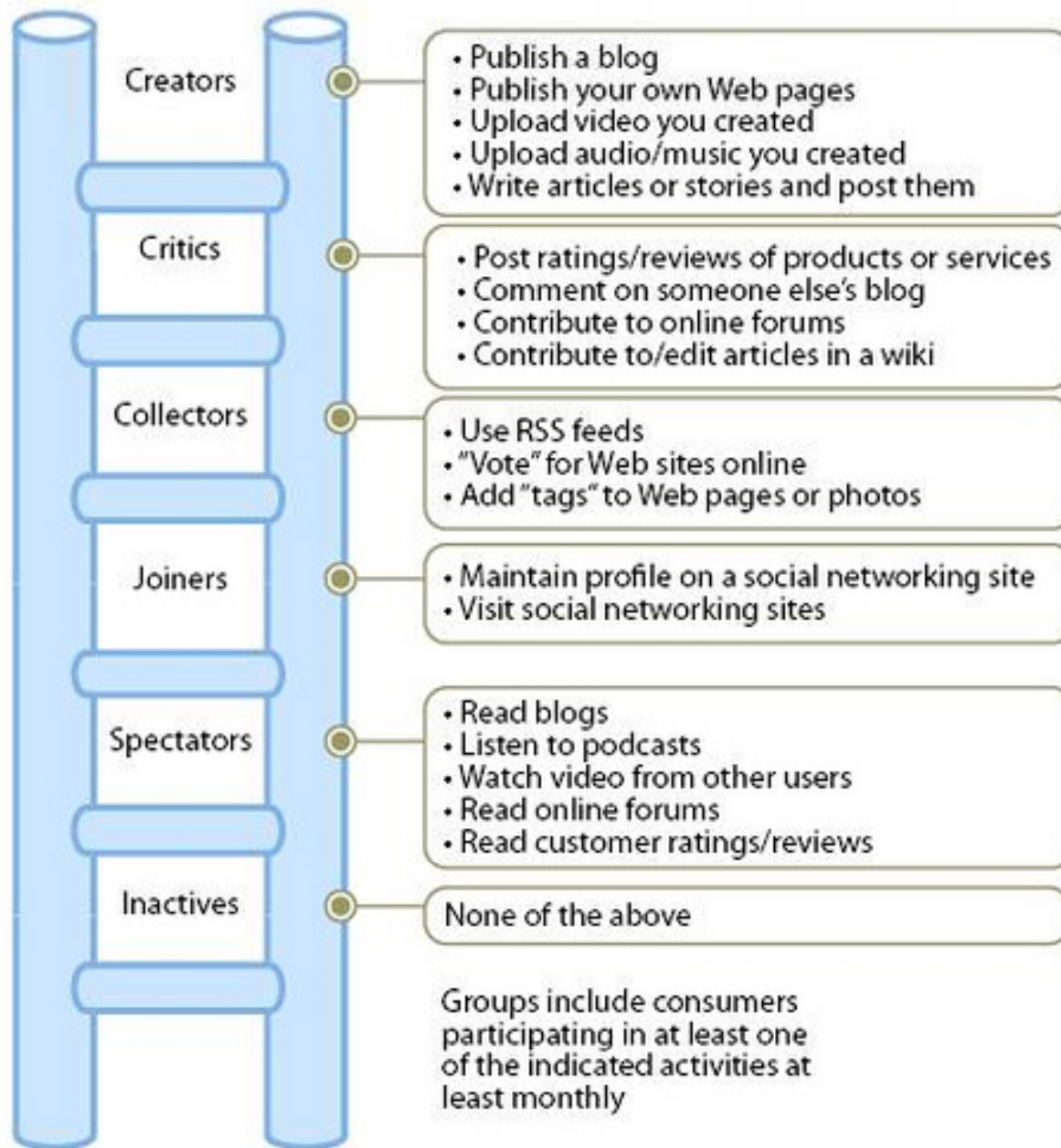
- Browser and desktop API
- Blogs & social networks
- Visual & metasearch engines

Mobile computing

RSS feeds and Mashups

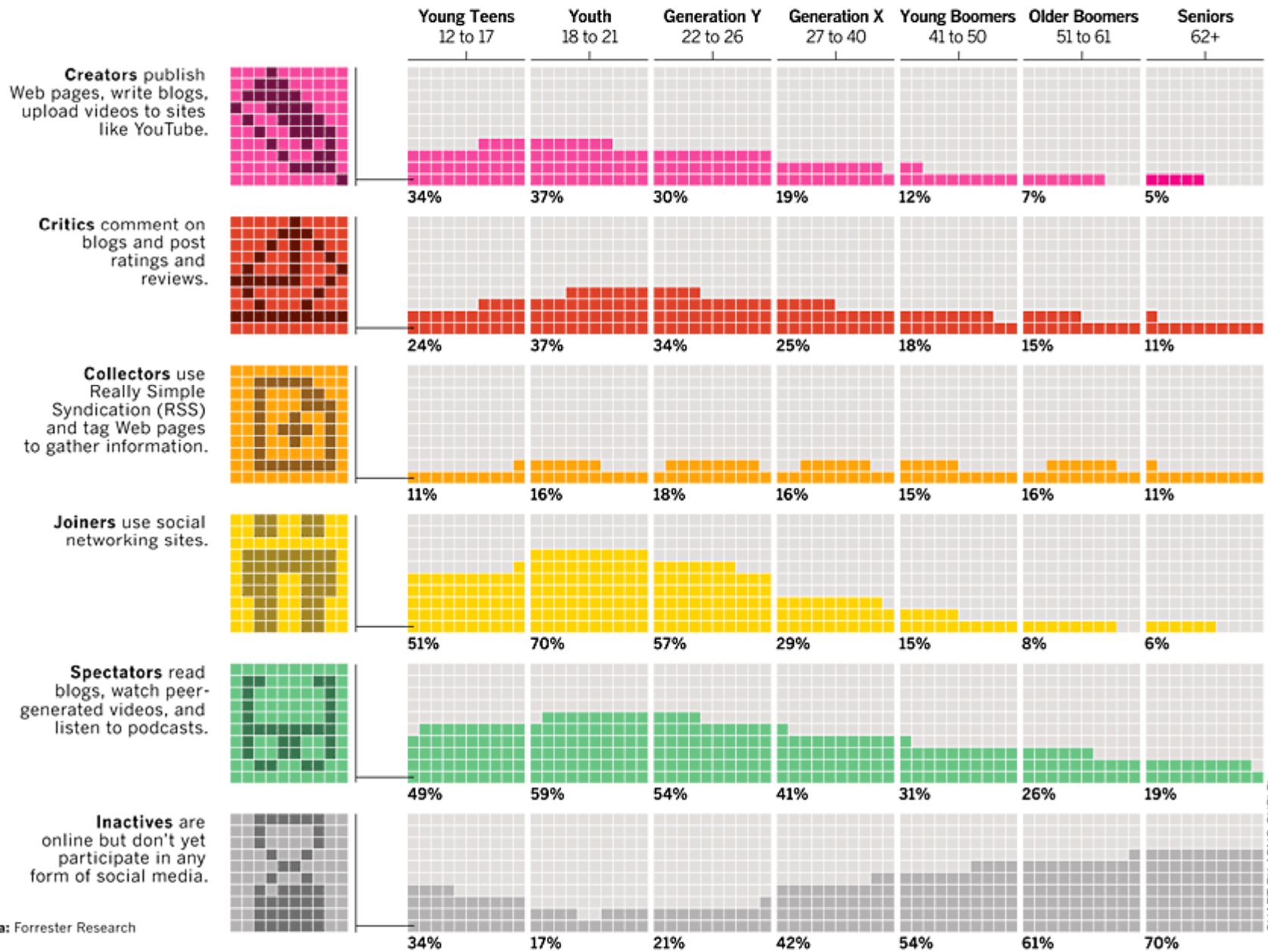






What people are doing

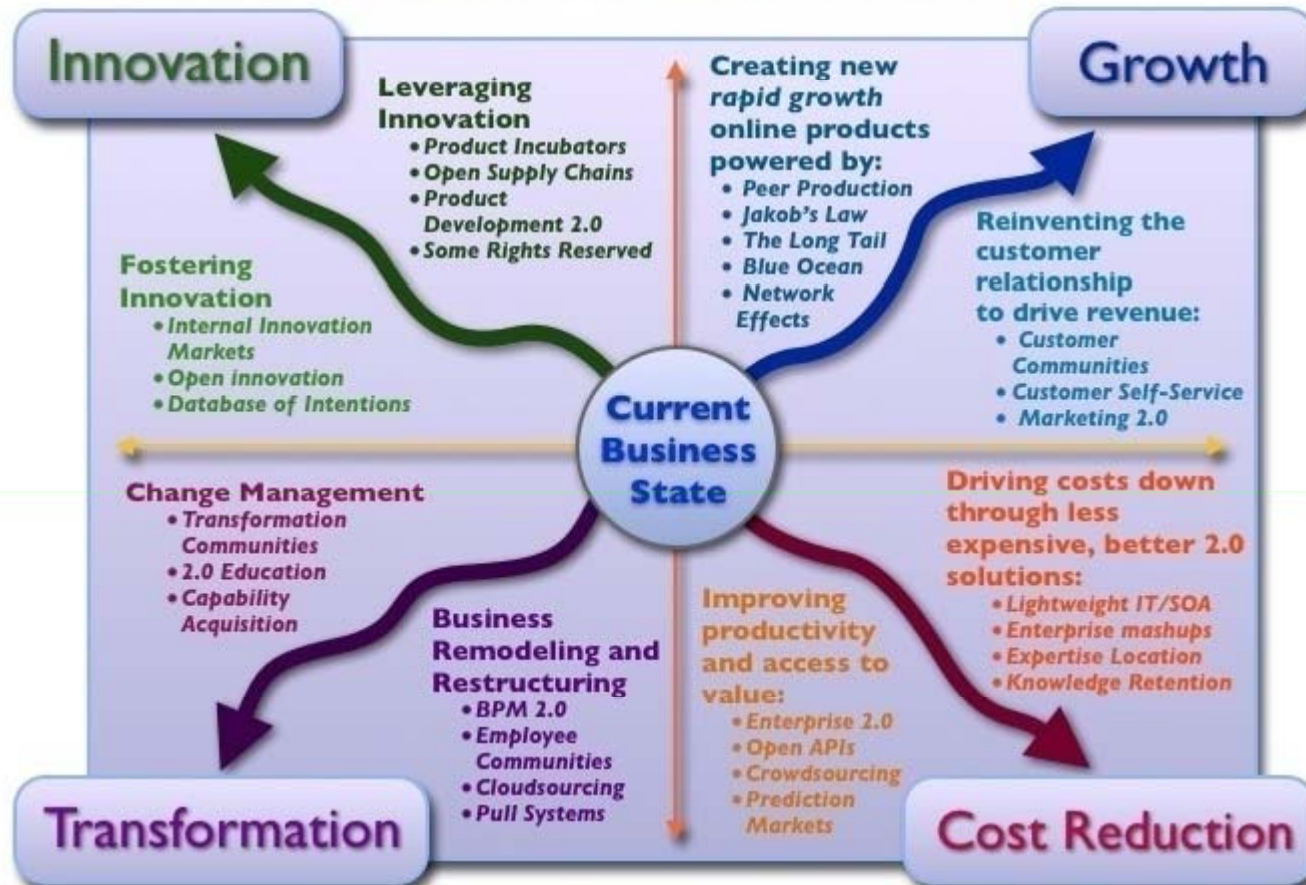
Who participates (U.S. online users)



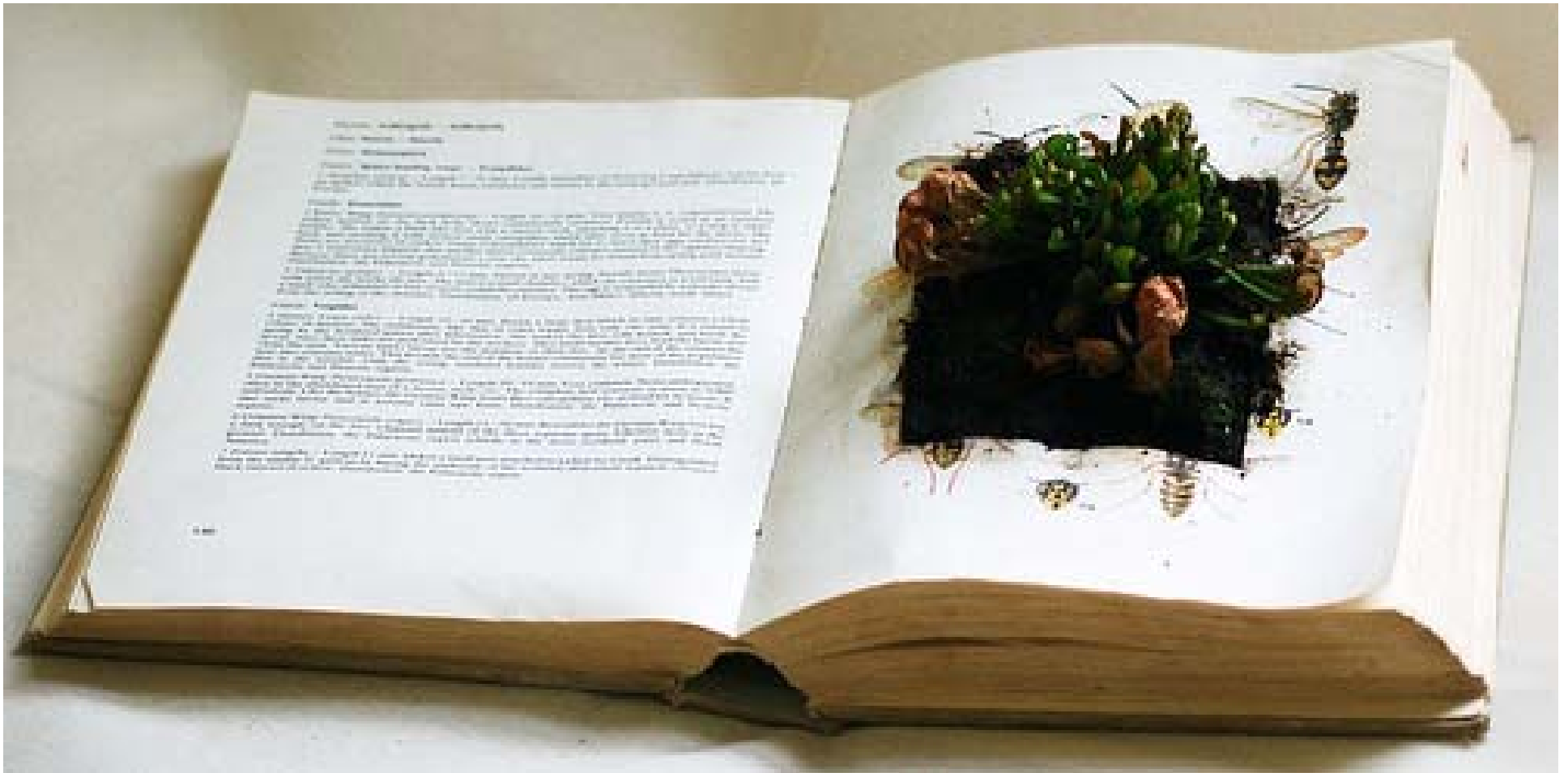
Data: Forrester Research

CHART BY ARNO GHELFI

How to Survive and Thrive in Business Today with 2.0

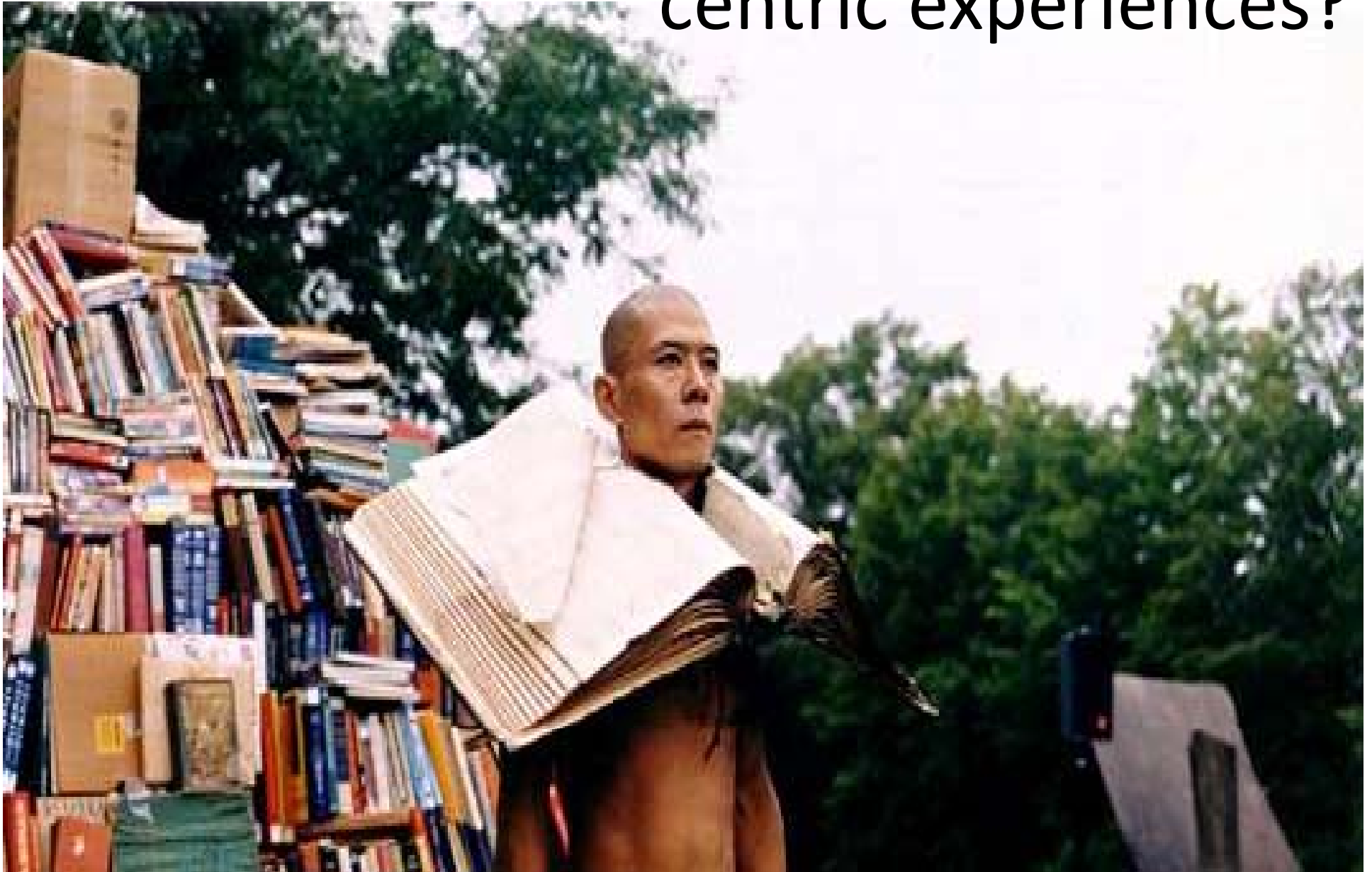


Are we ready for the post book world?



<http://www.flickr.com/search/?q=book+sculpture&page=44>

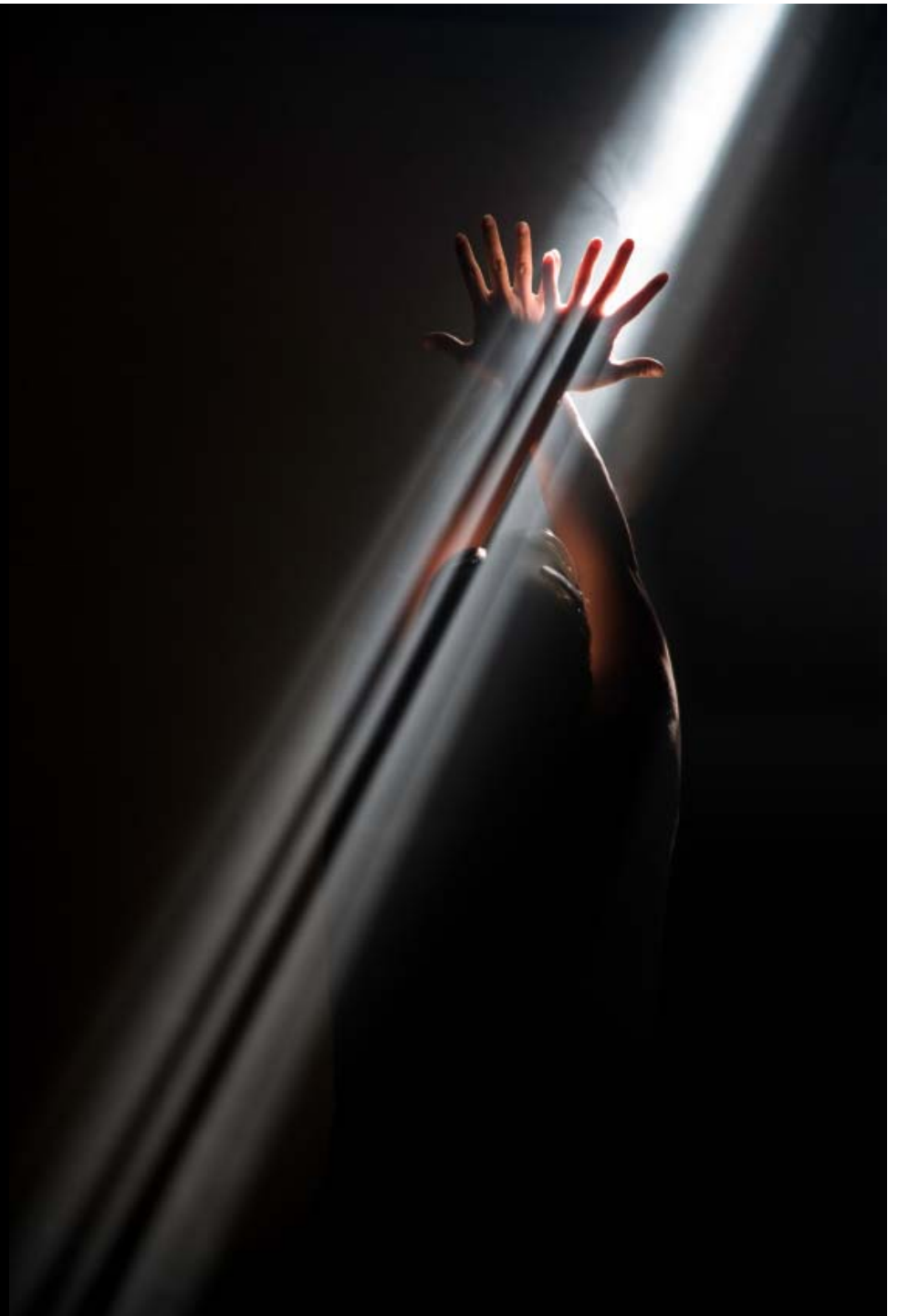
Can we get our heads out of book-
centric experiences?





**Libraries
Creating the
Third Path...**

Re-Energizing Libraries

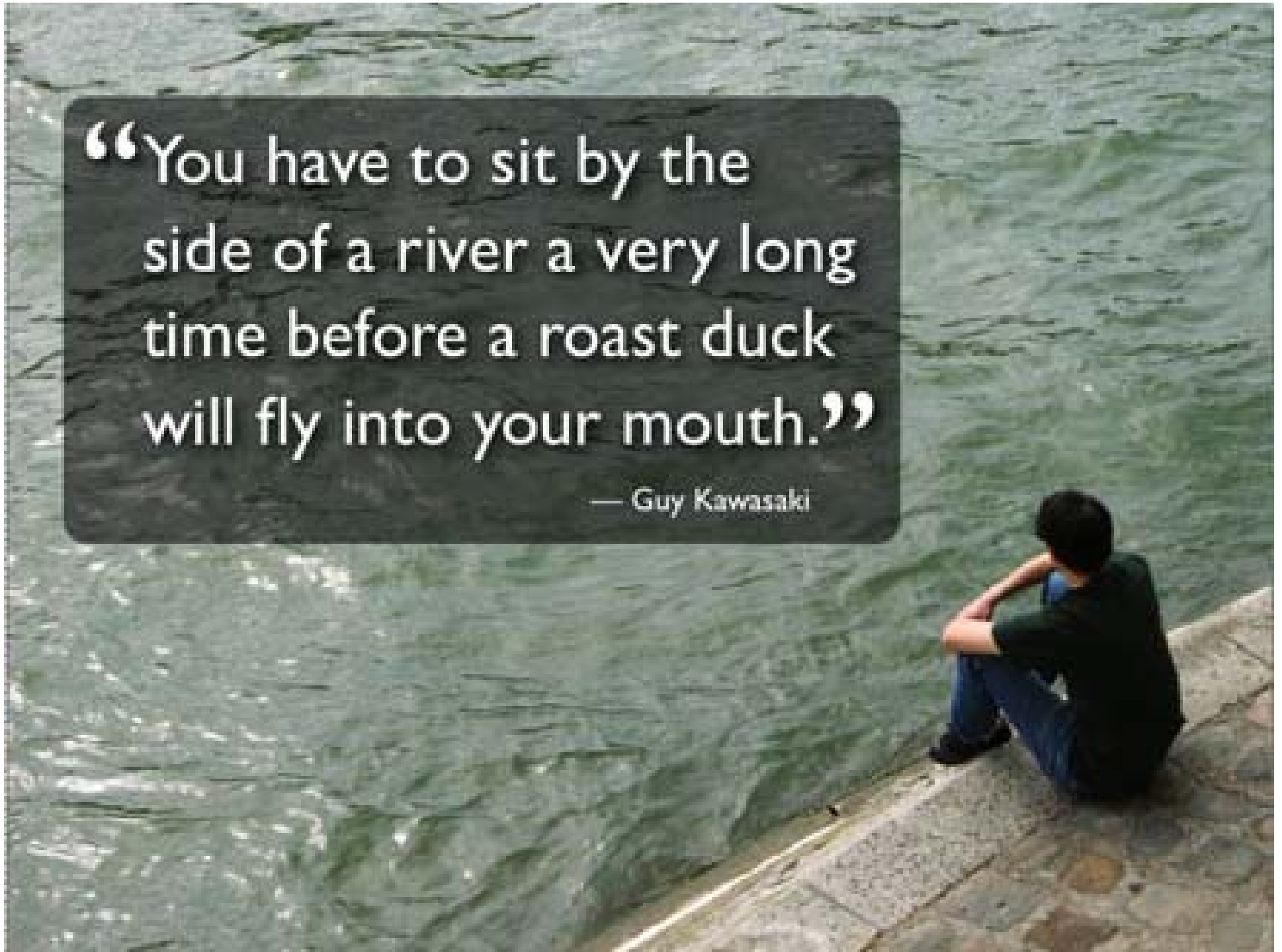


The WORLD IS
GOING TO CHANGE
WITH OR WITHOUT
YOU...

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.”

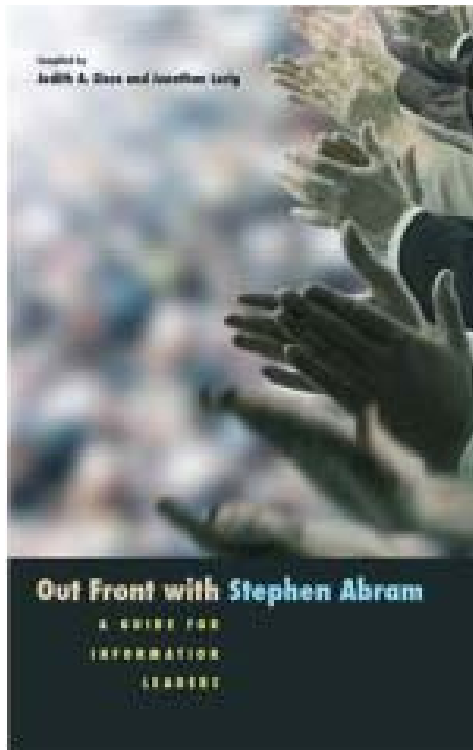
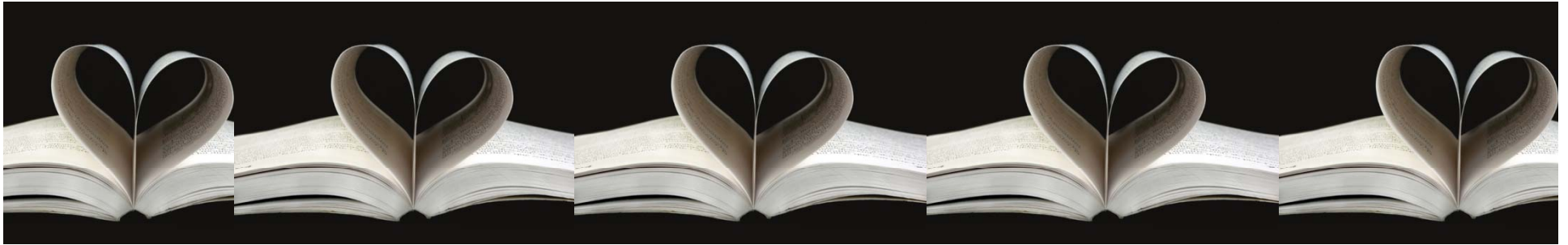
— Guy Kawasaki





What is
at the heart
of libraries?

Is it you?



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