

•SirsiDynix•
institute
grow your skills



Information 3.0

Information 3.0: The 2.0 Phenomenon on Steroids

BookNet Technology Forum 2008

March 6, 2008

Stephen Abram

President 2008, SLA

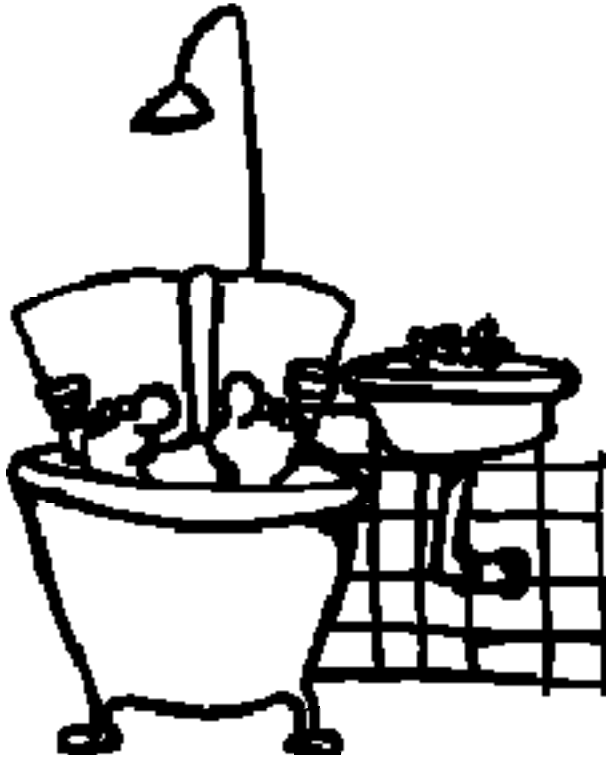
Vice President, Innovation, SirsiDynix

Chief Strategist, SirsiDynix Institute





Will Reading Matter?





Your
Five
Year
Plan?

Who
Are
You
Targeting?

Google™

facebook.





How Complex is the Shift?





➔ Information ←

Noun

➔ Inform ←

Verb

➔ Informed ←

Results and Impact



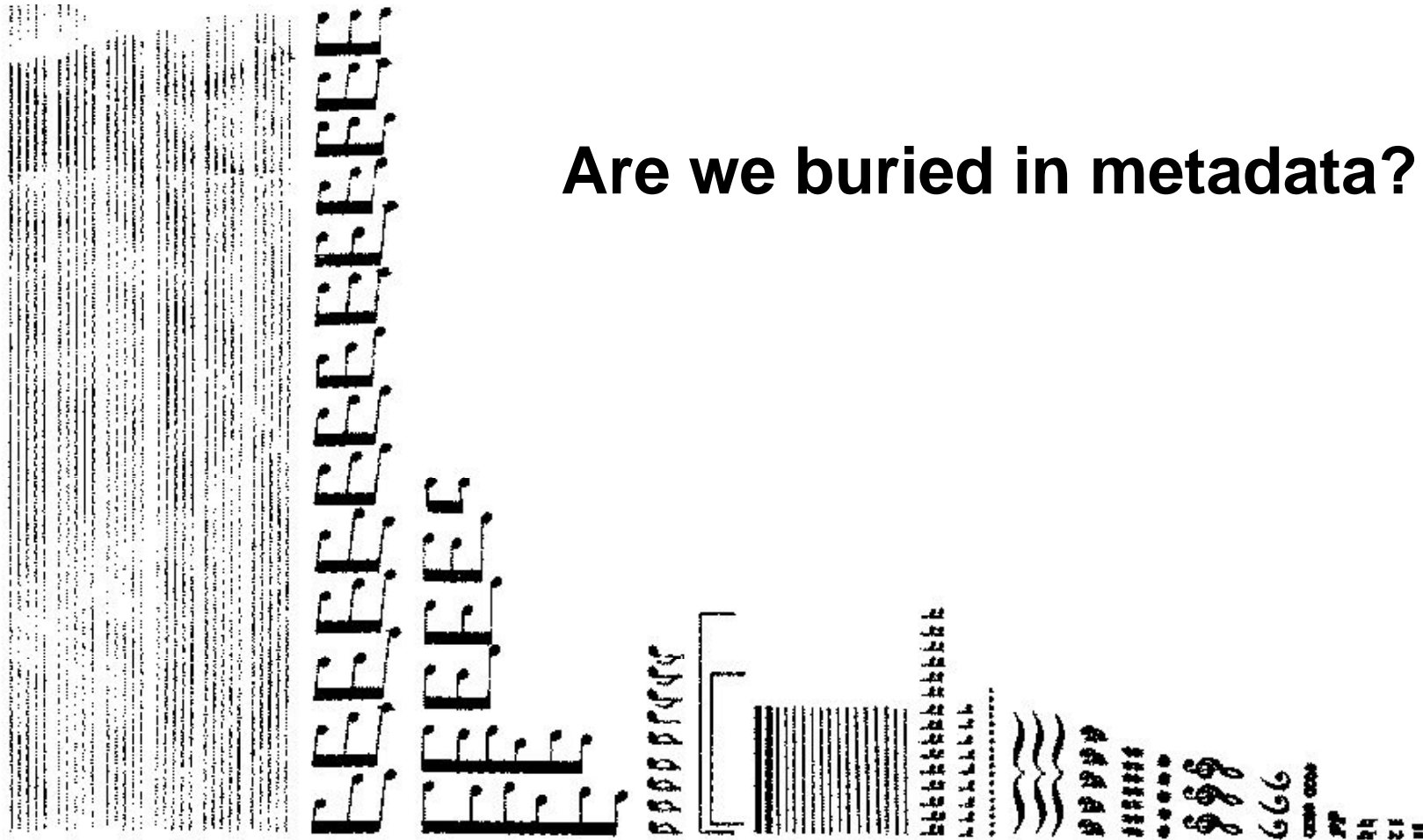
this



...is as important as this

How complicated can we make it?

The image displays three systems of musical notation for piano. The first system begins with a piano (*pp*) dynamic marking. The second system continues the piece. The third system features two endings: the first ending leads back to the beginning of the system, and the second ending concludes the piece. The notation includes treble and bass clefs, a 3/8 time signature, and various rhythmic values such as eighth and sixteenth notes. There are also some handwritten-style markings below the staves, possibly indicating fingerings or performance instructions.

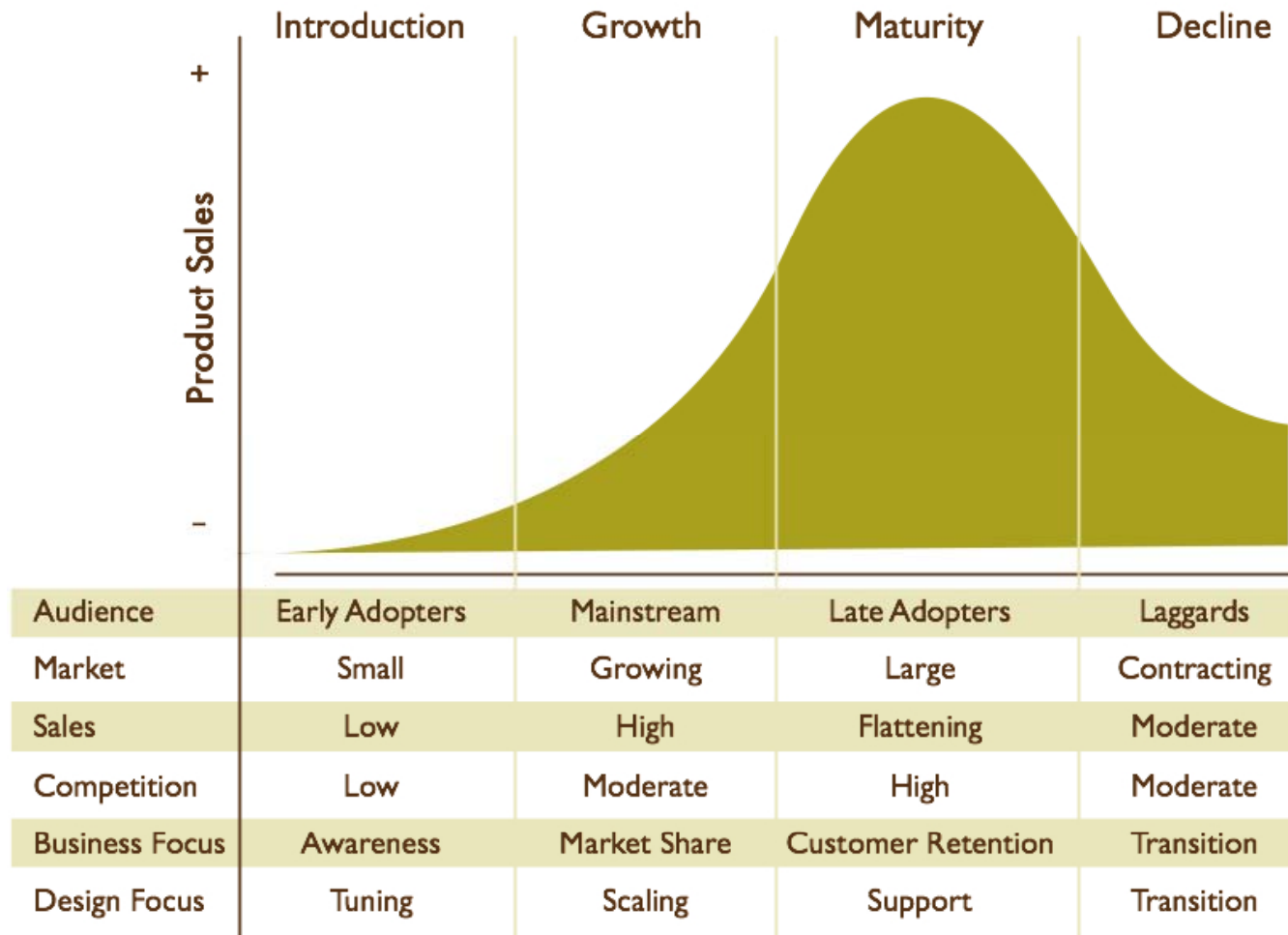


Are we buried in metadata?

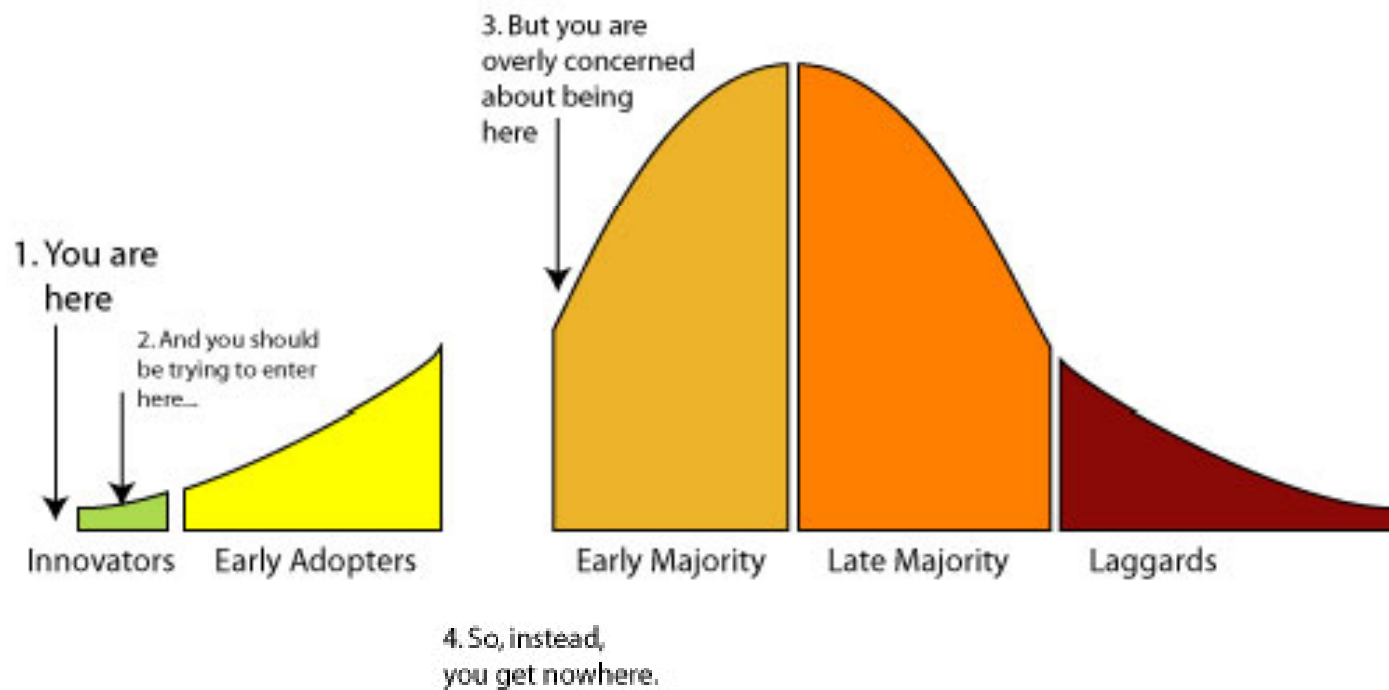




Life Cycle: Four Basic Stages

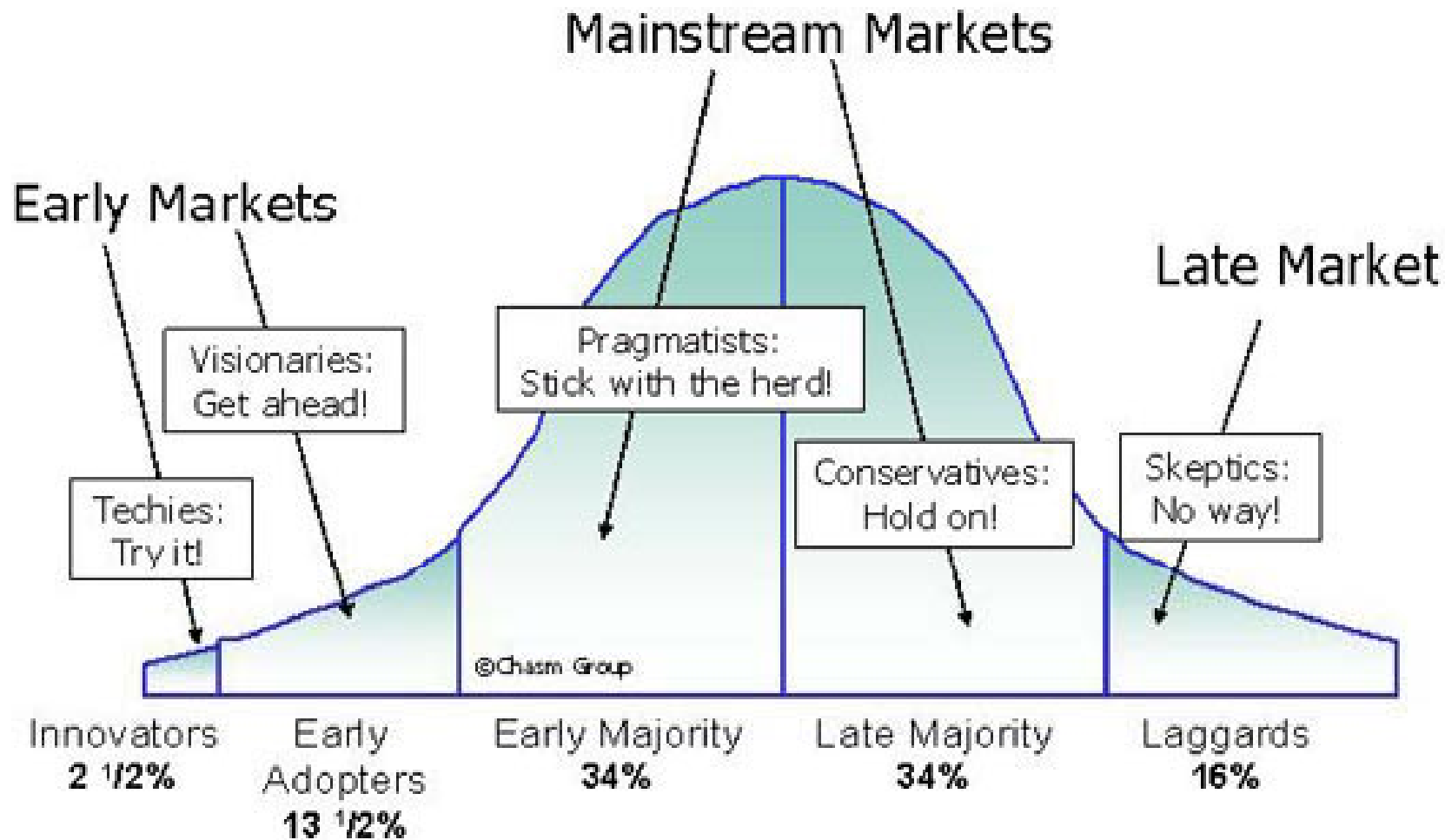


Adoption Ambiguity



Technology Adoption Life Cycle

Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology





Change?



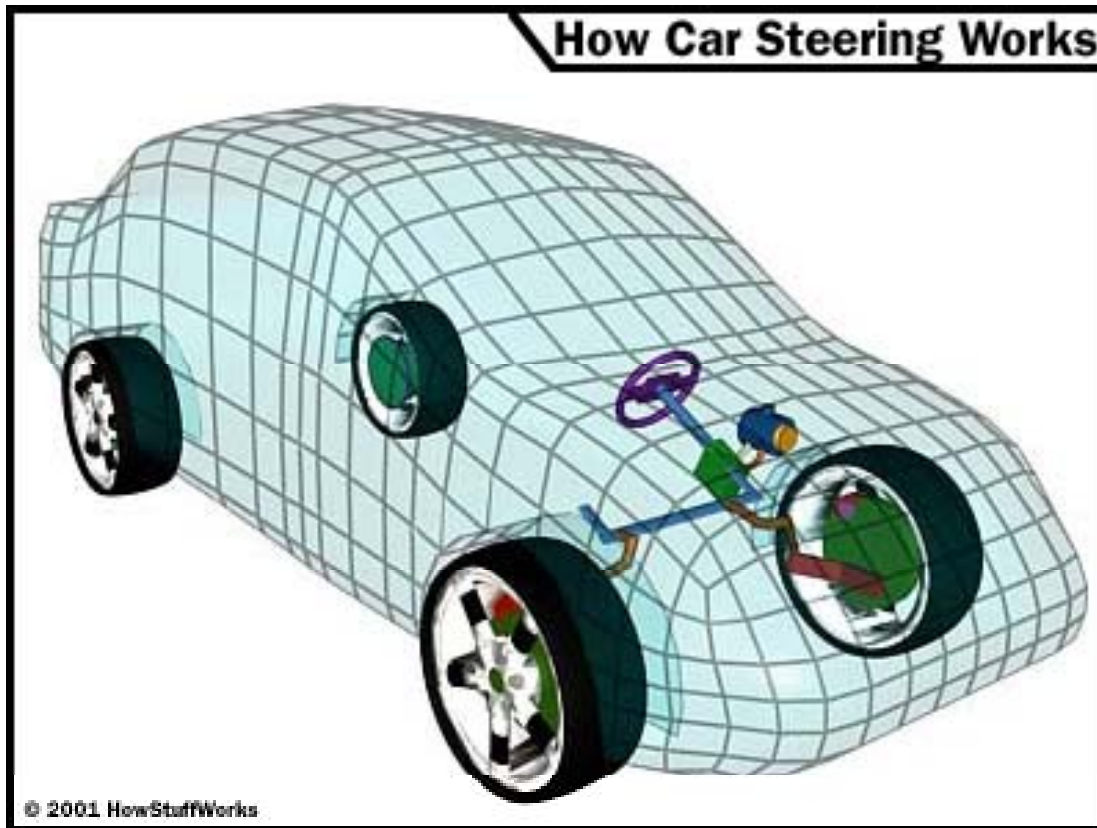


Focus?





Focus?



Stuff Will Change Faster Now

- Over the next 13 years an iPod size device will hold:
- iPods can hold year's worth of video by **2012**
- Or ALL the commercial music ever created by **2015**
- Or ALL content ever created (in all media) by **2020**
- Videogames outsell most content – combined!
- Jeez – Ringtones are even big
- Amazon + Audible
- OpenSocial, F8, MySpace Developer, Android . . .
- Microsoft + Yahoo + Facebook + 40 ads engines? Or AOL!!
- Google + everyone else rumors (Plaxo, LinkedIn, Sprint, CNET, Yell, and ?)
- Pocket-sized devices dominate



What Really Matters?

In the information space?



*Context is
King,
not Content.*

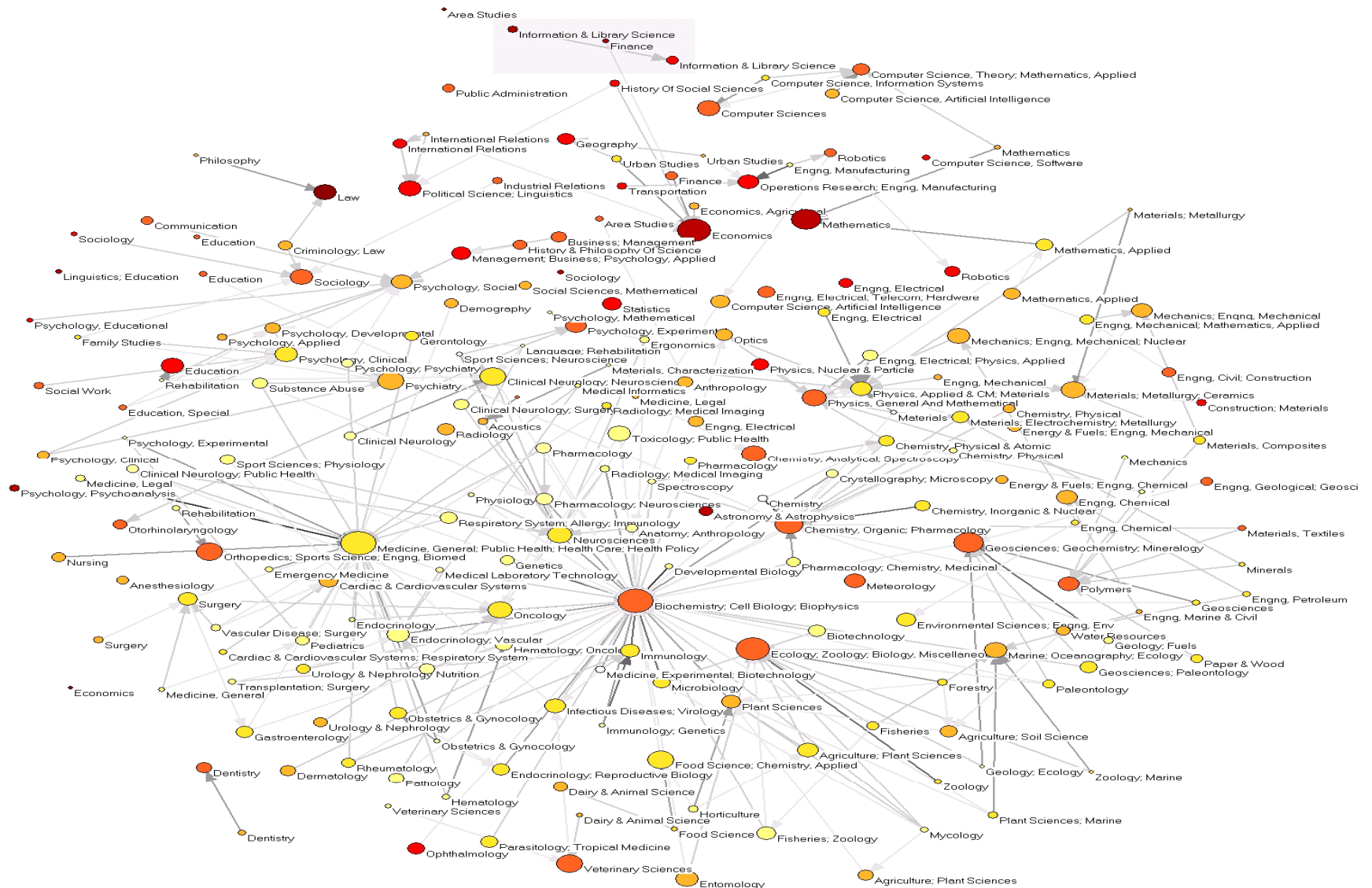


***Contact is
King?***



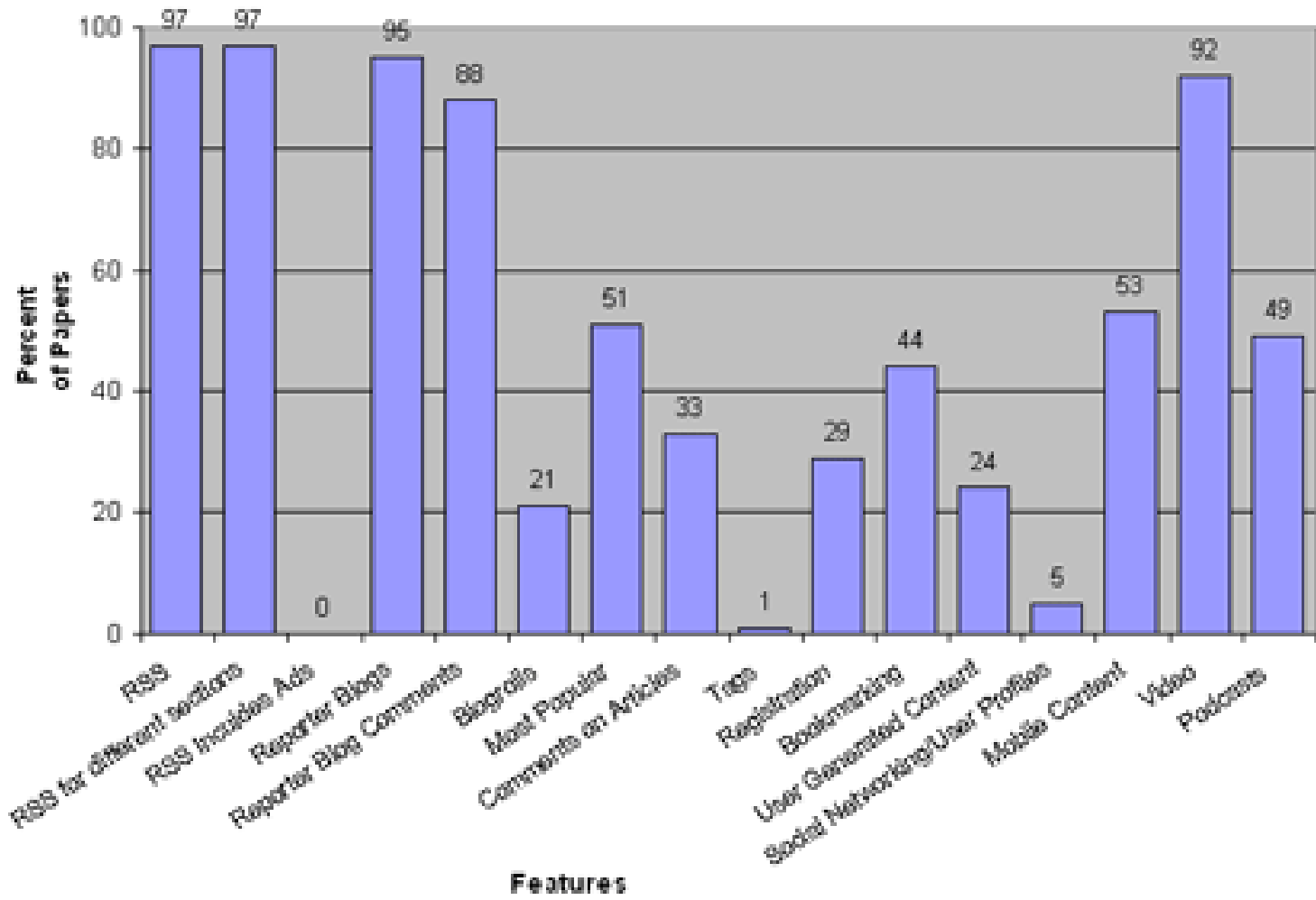
*Can Content be
Both?*

Scholars' Citations Go Social



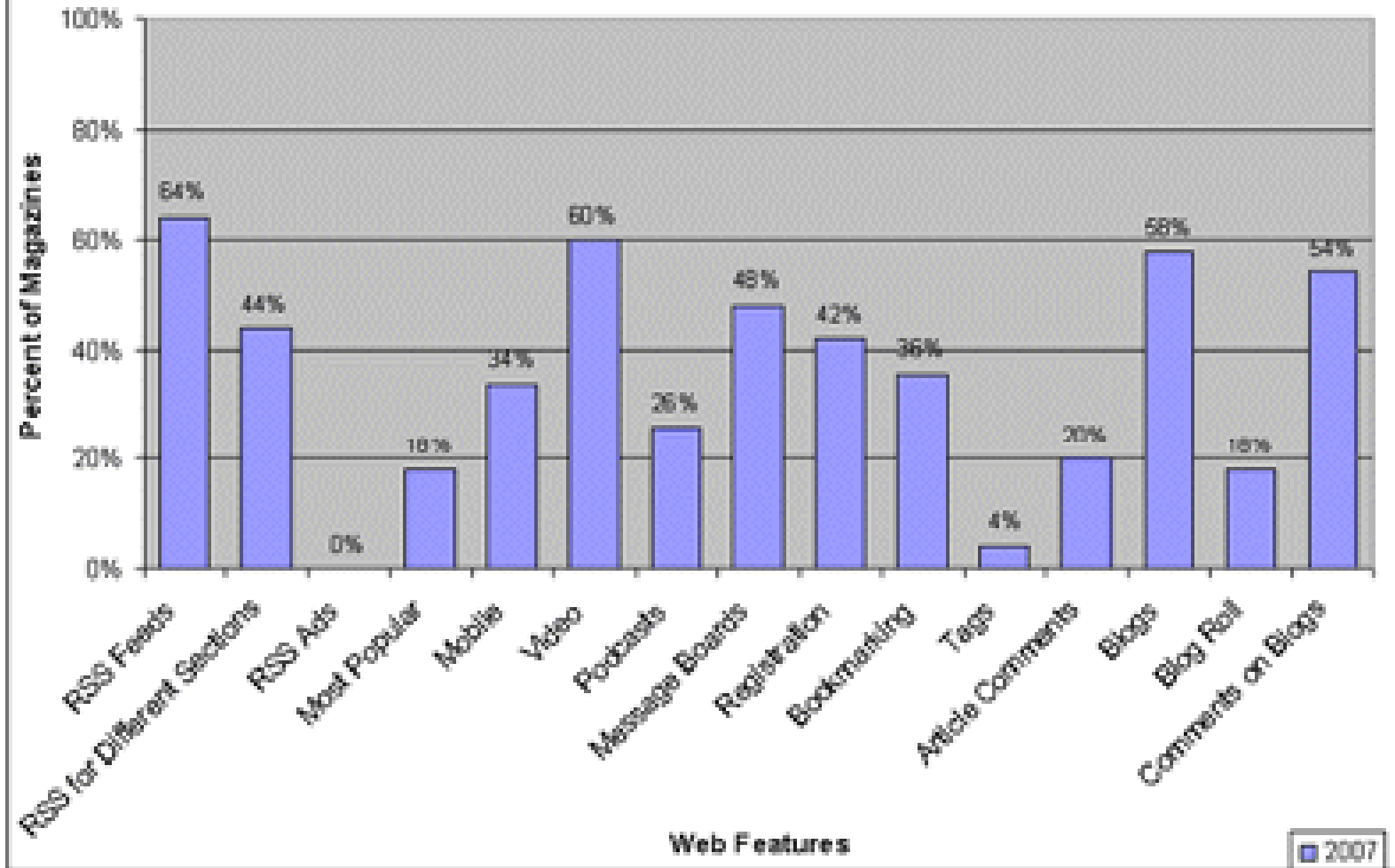


Online Features of America's Top 100 Newspapers, 2007





Features of America's Top 50 Magazine Websites, 2007





[Amazon](#)

[Chapters/Indigo](#)

[Barnes & Noble](#)

BN [BookBrowser](#)

[Borders](#)

[Suggestica](#)

[Inside a Dog \(teens\)](#)

[MySpace Books](#)

[Books We Like](#)

OCLC's [FictionFinder](#)

[All Consuming](#)

[LibraryThing](#)

[Next Favorite](#)

[StoryCode](#)

[Rating Zone](#)

[Hypatia and AlexLit](#)

[WhichBook.net](#)

[AllReaders.com](#)

[Reader's Robot](#)

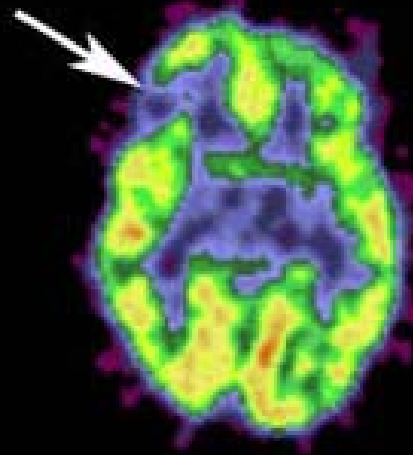
[gnooks](#)



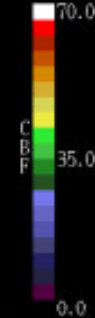
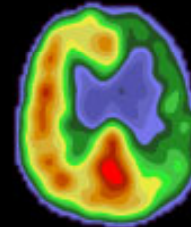
MySpace Books



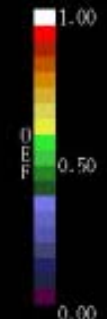
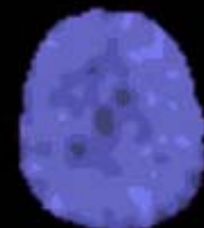
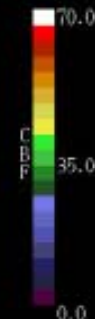
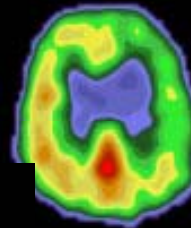
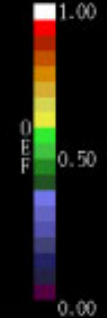
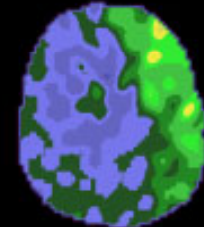
End Users
Learners
Readers
Discoverers
Clients
Customers



CBF



OEF





INFoChio
 Ask A Librarian

US History

Explore A Subject

Cool Links

Fun & Games

What's That?

Did You Know?

Learn More About...

Popular Topics

Tracking by Toon

Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

In Quarter - 2006
 Conducted under the auspices of the
 Kent State University School of Library and Information Science and the
 Information Architecture/Knowledge Management Program (IAKM)
 by

Dr. Jason Holmes, Assistant Professor
 School of Library and Information Science (SLIS)

Dr. David Bokias, Assistant Professor
 Information Architecture/Knowledge Management Program (IAKM)

Dr. Yun Zhang, Assistant Professor
 School of Library and Information Science (SLIS)

Dr. Athena Sakala, Assistant Professor
 School of Library and Information Science (SLIS)

Dr. Greg Byngh, Assistant Professor
 School of Library and Information Science (SLIS)

May 22, 2006

INFoChio
 Ask A Librarian

US History

Explore A Subject

Cool Links

How Do I...

Founding Fathers

Try This!

Presidents

Scientists & Inventors

Writers

Artists & Musicians

Leaders

Immigrants

People in Sports

Who's That?

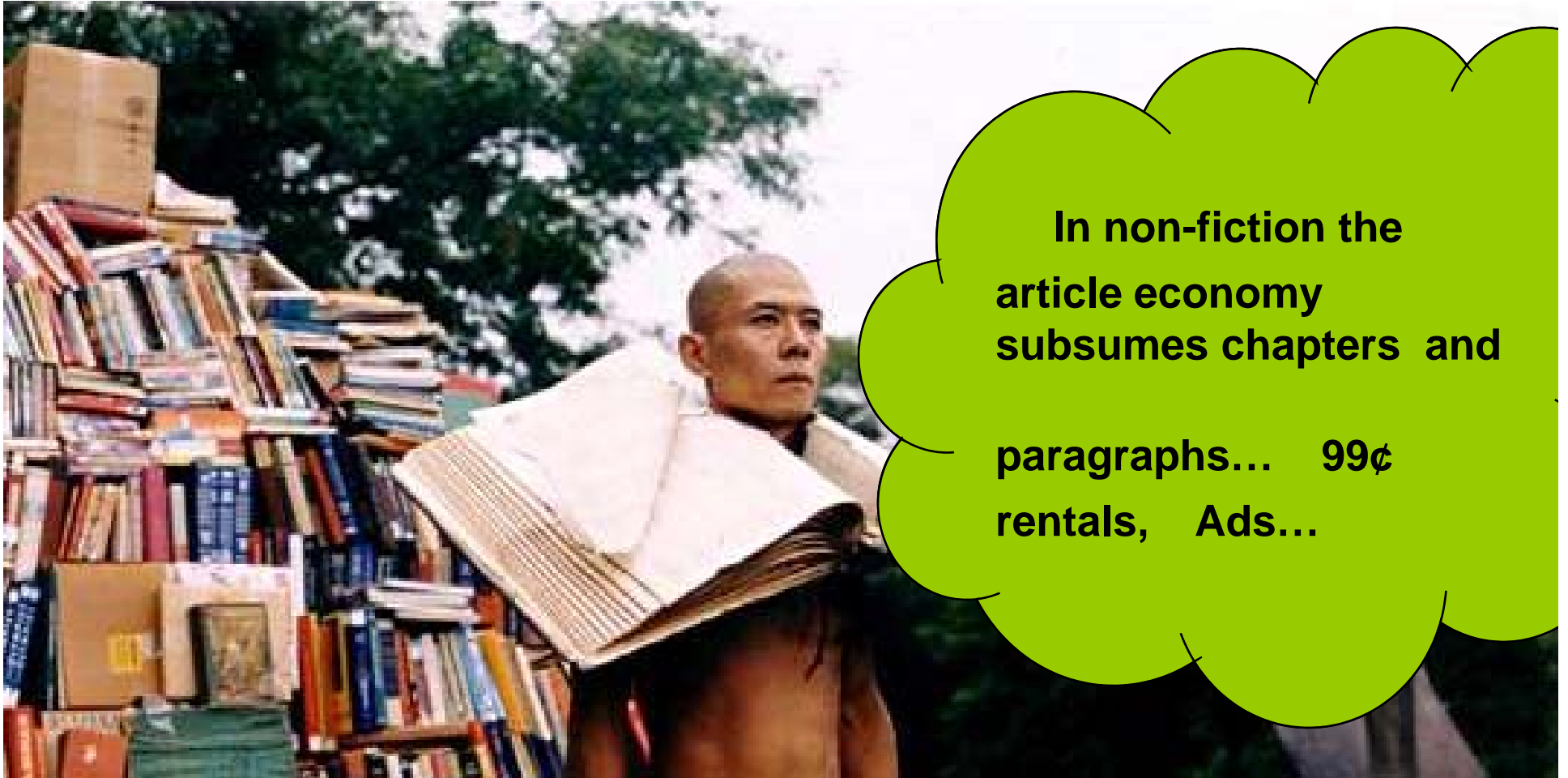
Did You Know?

Tracking by Toon

Millennials Are Different

Principled / Values	More Friends	More Diverse	Respect Intelligence
Optimistic / Positive	Internet Natives	More Choices	Format Agnostic
Balanced Lives	Adaptive / Flexible	Civic Minded	High Expectations
Collaborative	Nomadic	Gamers	Experiential
Independent	Confident	Direct	More Liberal and more conservative
Multi-taskers	Inclusive	Patriotic	Entrepreneurial
Healthy Lifestyle	Family Oriented	Graphical	Achievement Oriented

Credit: Richard Sweeney, NJIT and S. Abram



**In non-fiction the
article economy
subsumes chapters and
paragraphs... 99¢
rentals, Ads...**



**Prepare for the
chapter level
economy to
combine with the
article level world.
And 99¢ rentals**

Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?

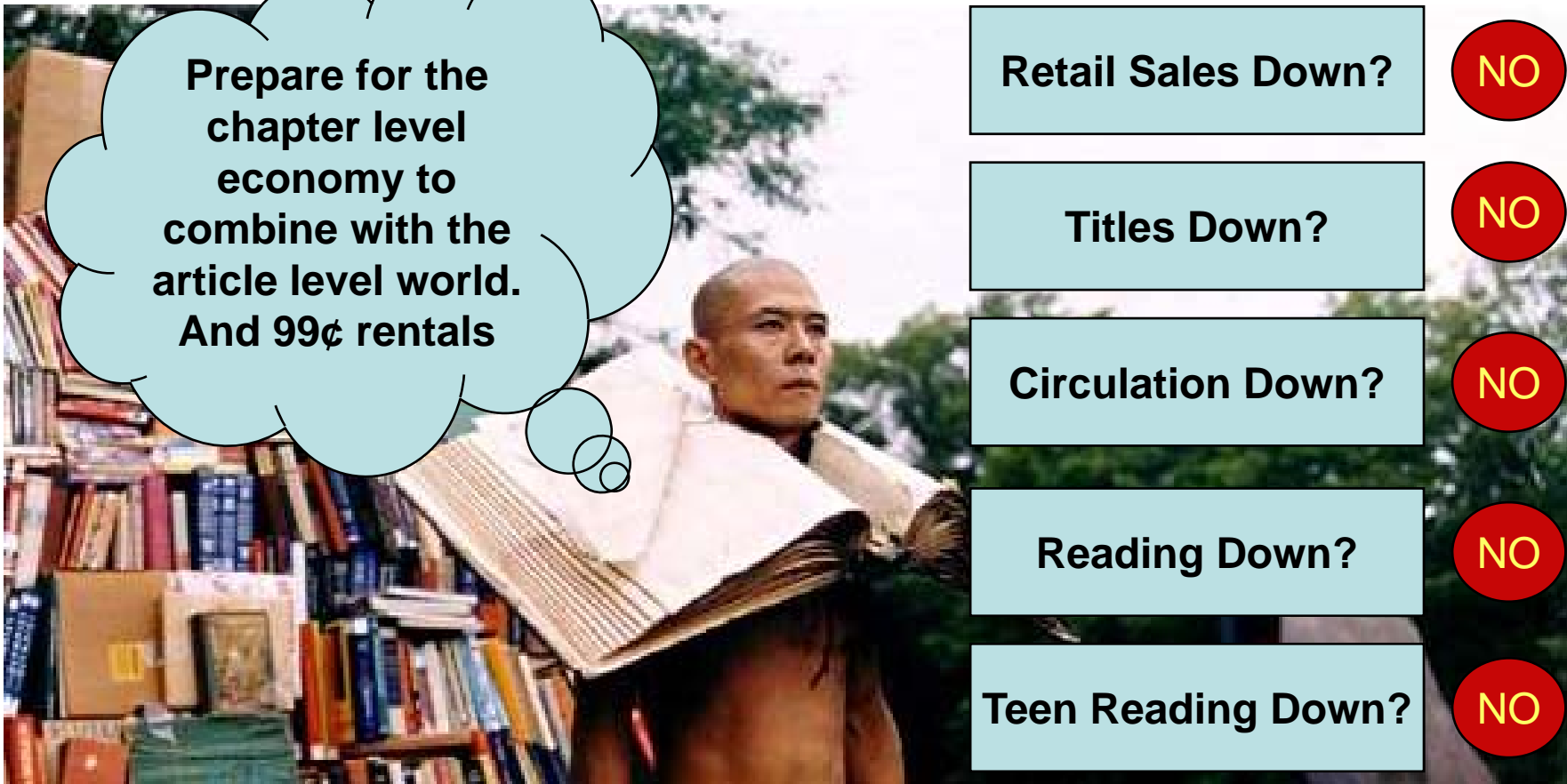
NO

Reading Down?

NO

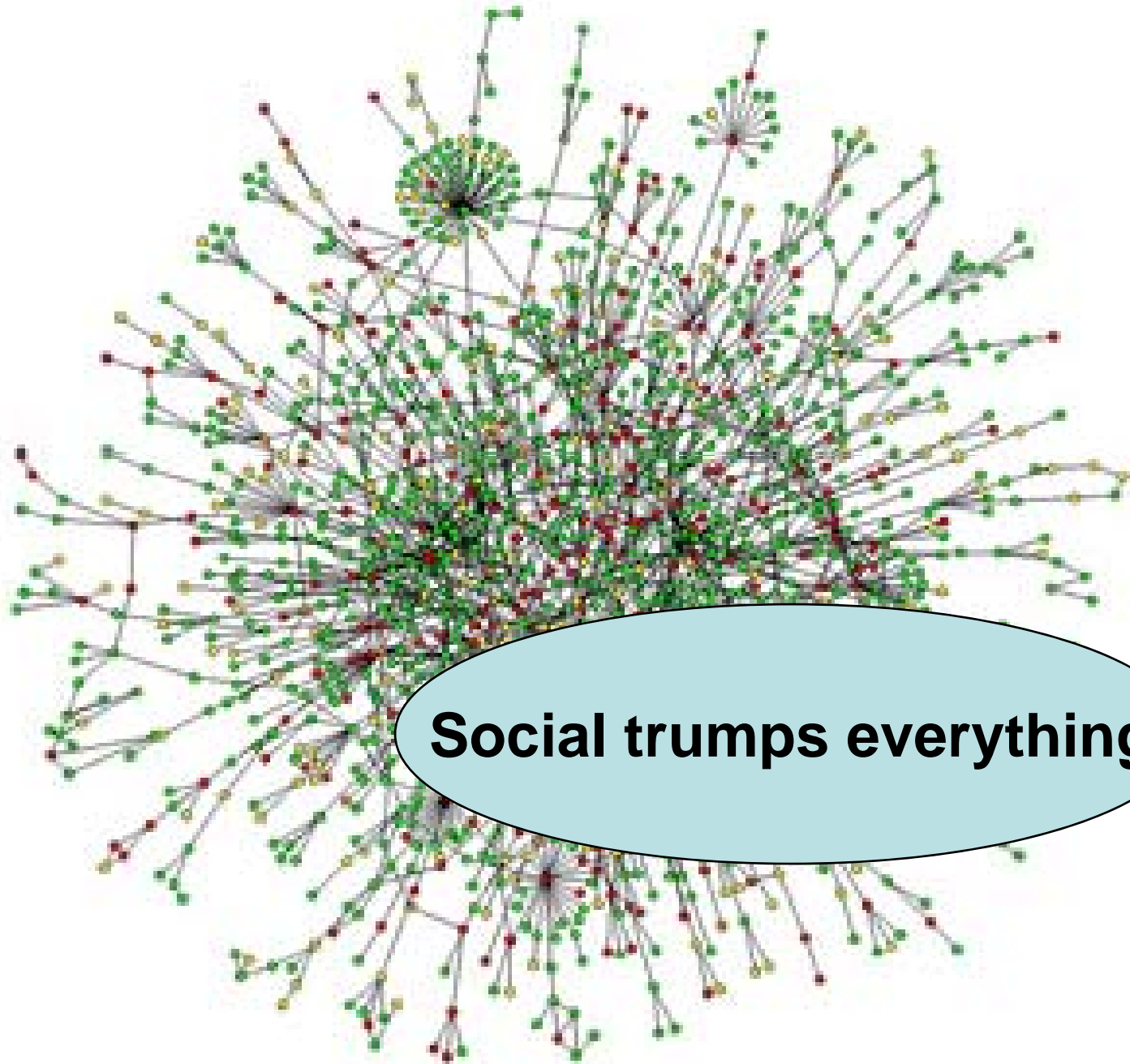
Teen Reading Down?

NO



Some Formats Die



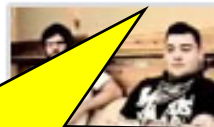


Cool New Videos

75...5 uploaded today!



Pepsi
Super B
Commercia
Justin
Timberlake
Su



vs.
Action
ma

- Books
- Filmmak
- Comedy
- Impact
- MySpace TV
- Music
- Profile Editor
- Secret Shows

**Reminder:
300,000+
A DAY!**

It's Easy. [Click here to get started](#)

**And they're
Publishing...
a lot**

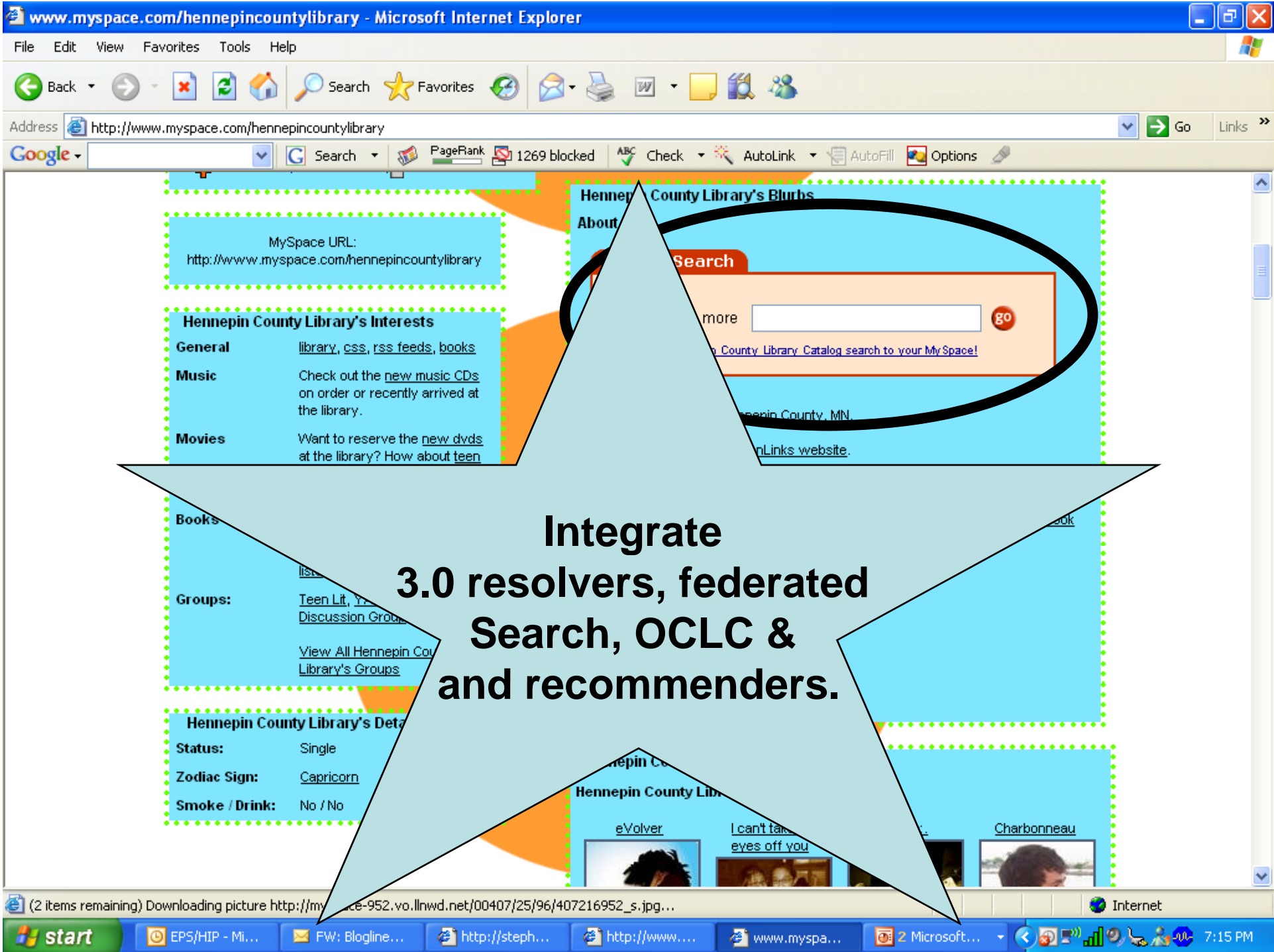
MySpace's Profile Editor

It's Easy.

✓ Check your [Tiscali](#), [Libero](#), [Com.de](#),
[AOL](#), [Yahoo!](#), [Hotmail](#) and [GMX](#)
contacts and find them on MySpace!

Cool New People

Edith mike Cara



Integrate
3.0 resolvers, federated
Search, OCLC &
and recommenders.



A sustainable social network for life.

F8 Developer

Over 80% of all college and University students In North America.



**Emerging Service Ecology –
add OPAC, rights mgt.,
federated search, resolvers,
AND OpenID (federated
identity management)
in social space**

The background screenshot shows a Facebook group page with the following visible elements:

- Browser title: Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer
- Address bar: http://www.facebook.com/group.php?gid=22449055
- Page content: Includes a profile picture, a header for 'UNIVERSITY OF ALBERTA LIBRARIES', and a 'Related Groups' section listing groups like 'The Engineers', 'U of A Comprehensive', and 'U of A MatE's'.
- Taskbar: Shows the Windows Start button, open applications (Facebook, Microsoft PowerPoint), and the system tray with the time 7:23 PM.





Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? | SHOWCASE | BUSINESS PARTNERS | DEVELOPERS | COMMUNITY

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING

BUY AND SELL WITH LS

REFER-A-FRIEND



13-177



Alliance,
Charlotte,
San Jose SU
Europe (2X)
McMaster
IBM

You can click
map. Try it!
by clicking

Land For Sale

view larger map

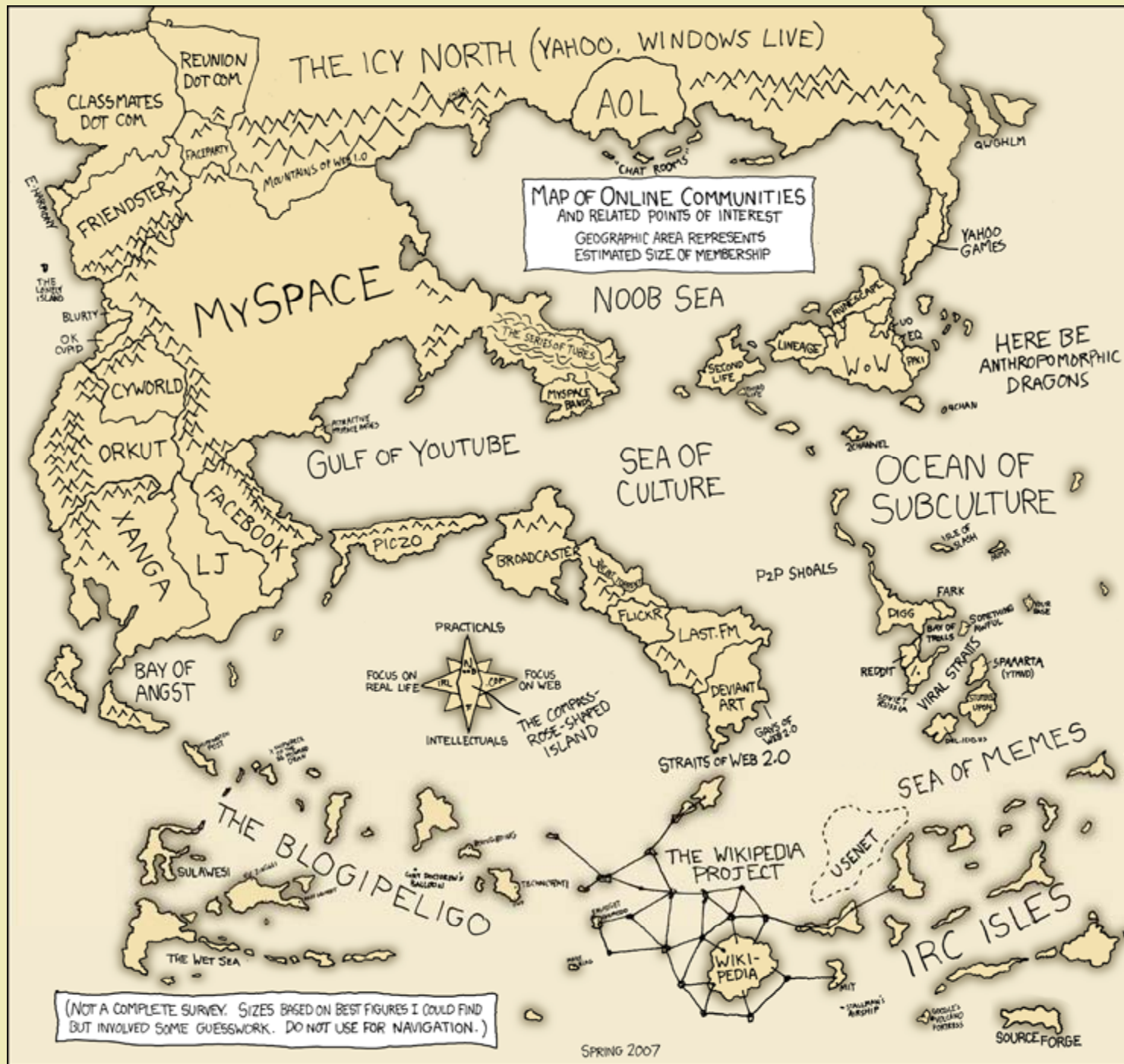
Second Life
www.infoisland.org
Library
Another innovation from the Alliance Library System

ab



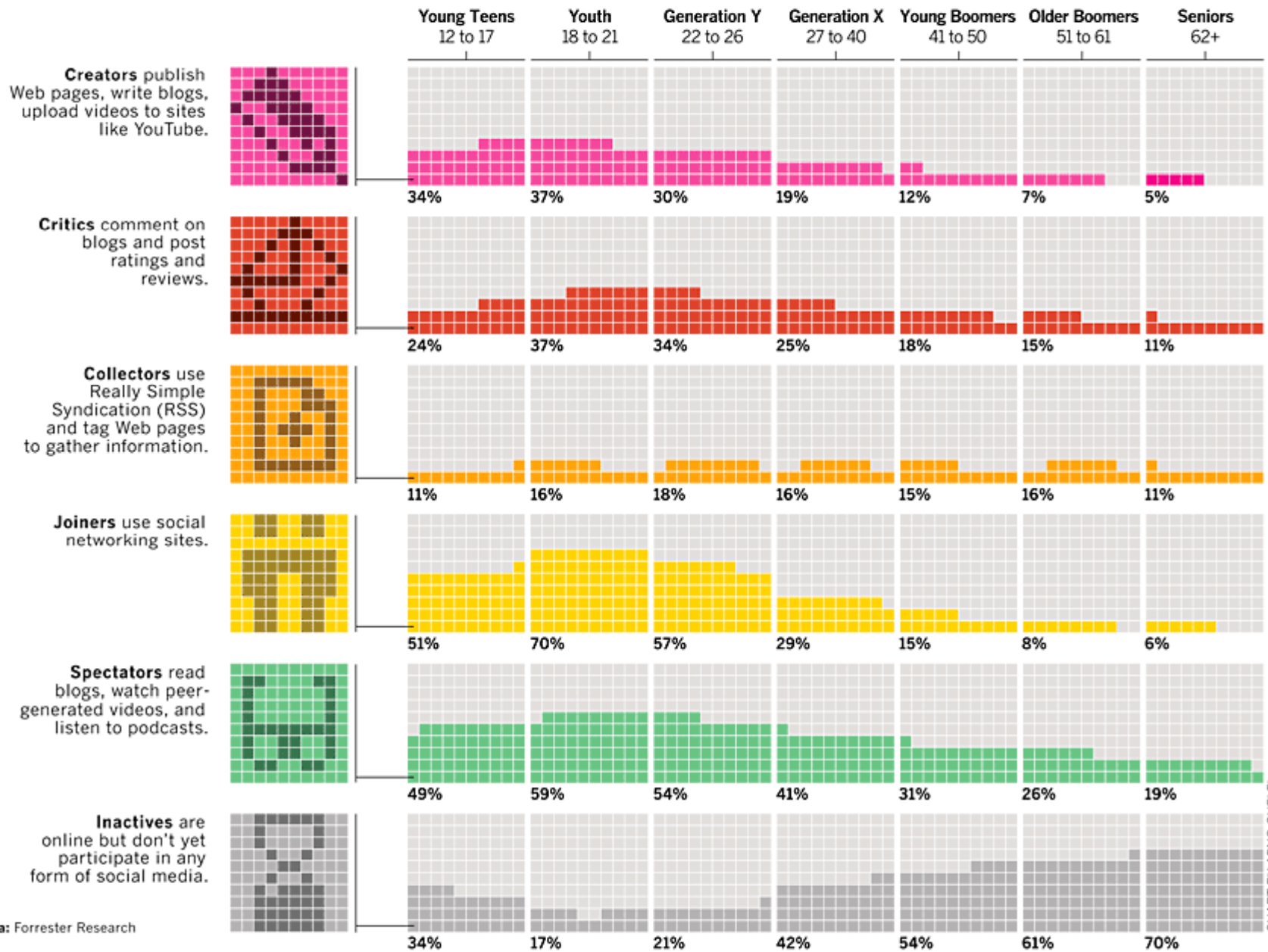
**5,000 Library
visits every night!
80 hours / week
professionally
staffed reference
desk**

Me



What people are doing

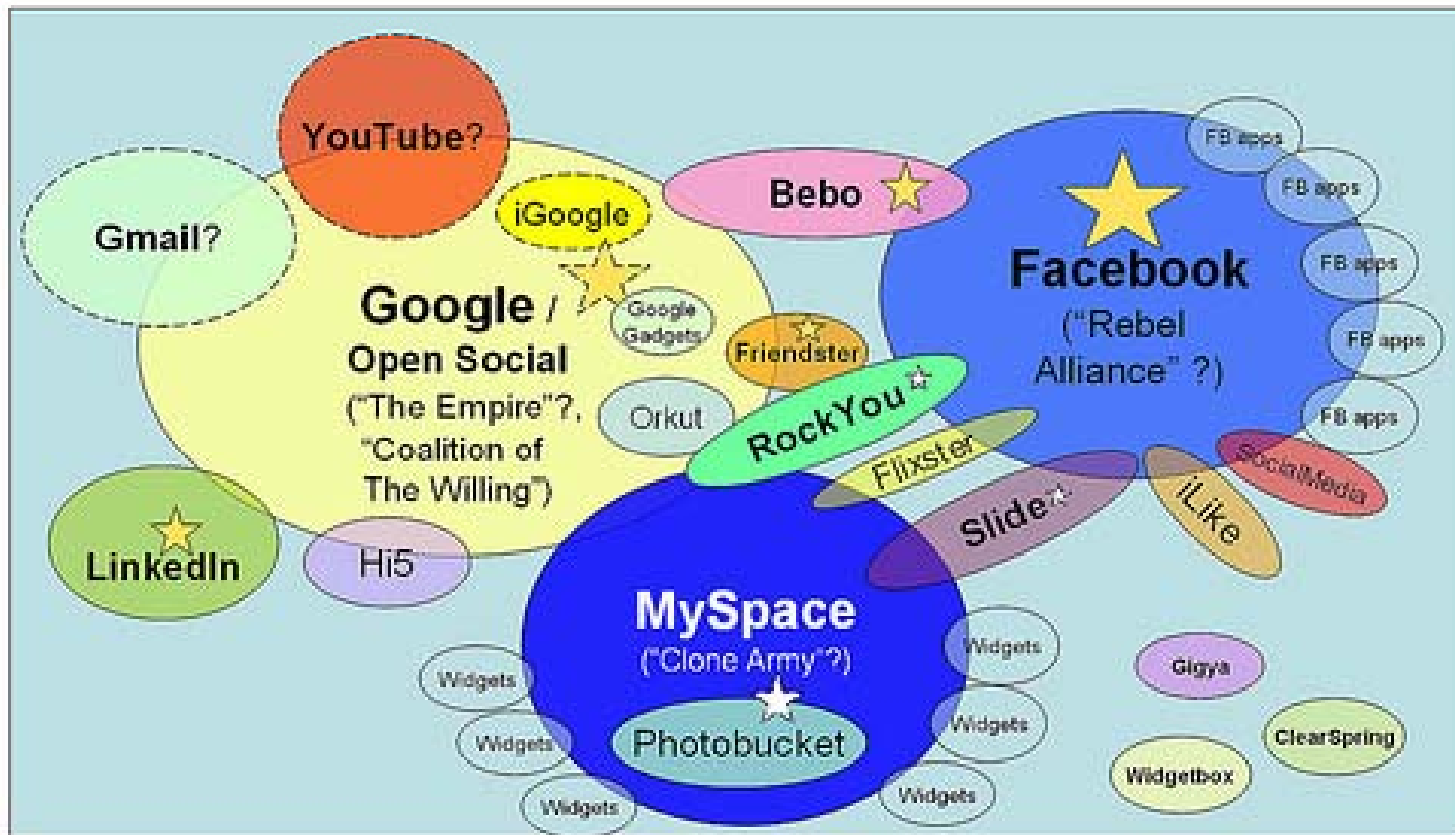
Who participates (U.S. online users)



Data: Forrester Research

CHART BY ARNO GHELFI

Social Graph Platform Wars



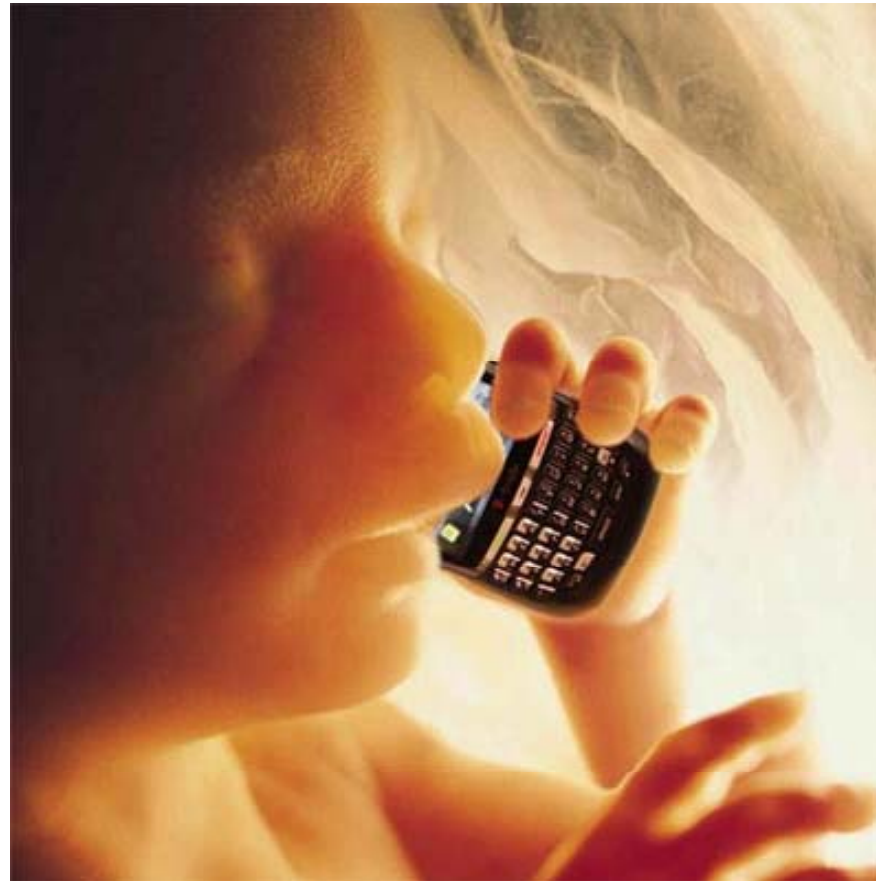
- ★ = announced Platform / API
- ☆ = unannounced Platform / API

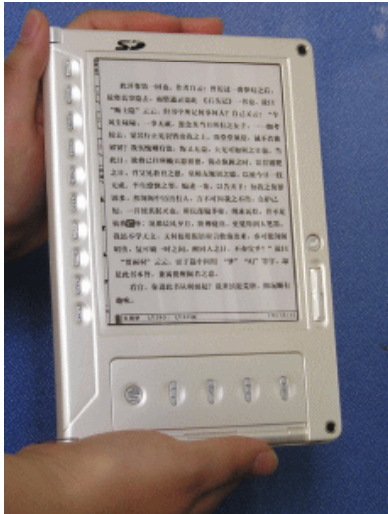
Platform Wars Insanity: Dave McClure, 12/12/07

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



An Inherently Mobile Focus





**Device
Agnostic &
DRM Wars**







Everything's getting smaller

**XML turned
10 Years Old
Last month**










Opportunity





The Changing Nature of Sharing

- Shared Pictures = 
- Shared Knowledge =  
- Shared Bookmarks =  del.icio.us
- Shared News =  **Technorati**TM
- Shared Videos = 
Broadcast YourselfTM
- Shared Everything = 
a place for friends

Web 2.0/Information 2.0

- Portlets and JSR 168
- Spoken Word Searching
- Wikis
- New Programming Tools: AJAX, API, J2EE, widgets, mashups
- Blogs and blogging, RSS
- Recommender Functionality
- Personalized Alerts
- Web Services, SaaS
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open Access, Open Source, Open Content
- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video, Screencasting
- Visualization
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
- Mobile, XML



User Intention Paths





Top 10 Strategic Issues for the "Book" Space

1. Our Changing Users – Millennials, GenX, Boomers, Seniors
2. Preserving Our Culture – OCA, BigG, Alouette, etc. (especially non-US, aboriginal), Repositories, standards, access
3. ME! – personalization, personal devices, "I matter more than you!"



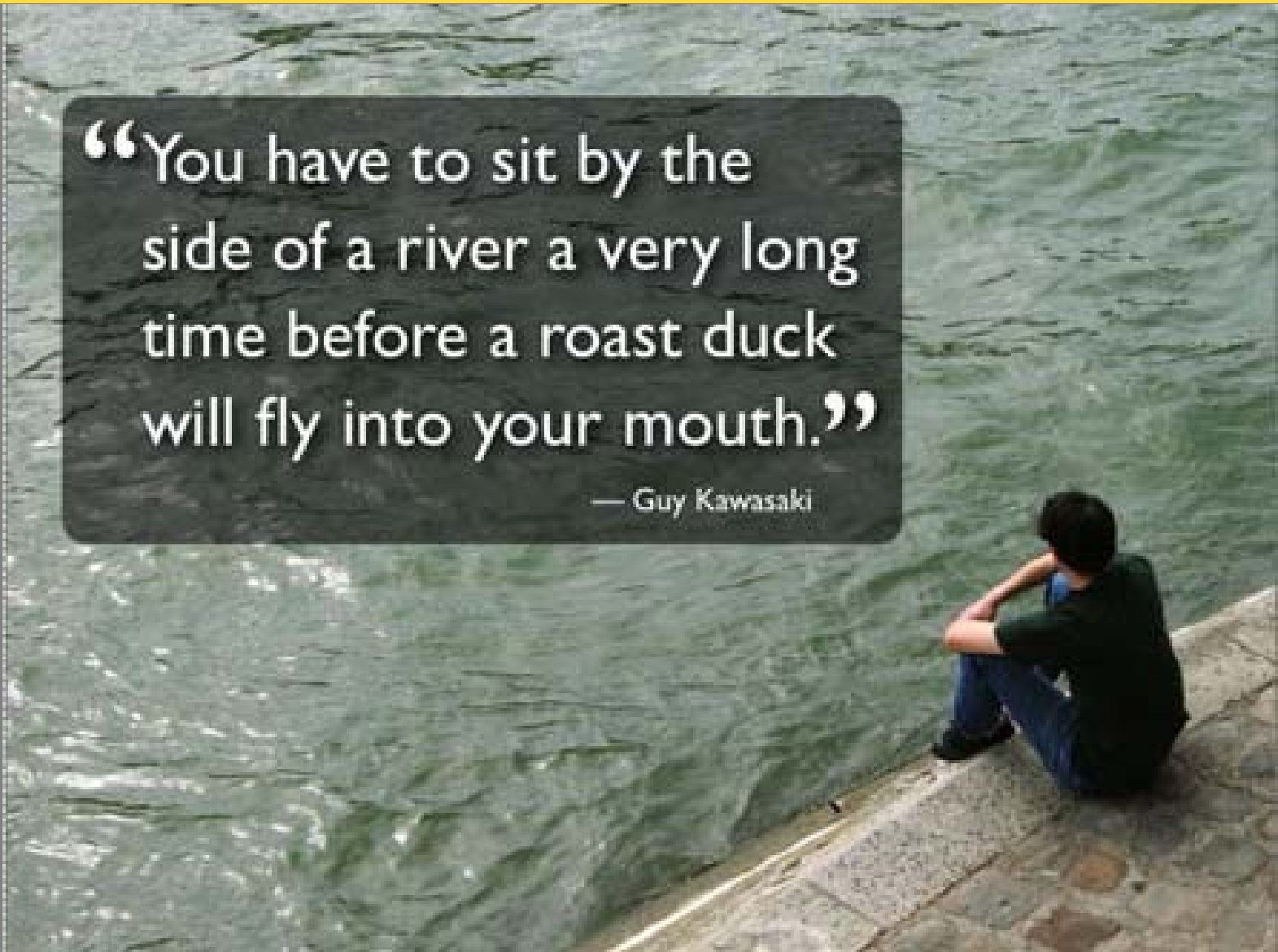
Top 10 Strategic Issues for the "Book" Space

4. Boundarylessness - Cross-disciplinary and inter-disciplinary research – Your Chimney/Silo no long matters!
5. Being Local – GPS, GIS, Google default
6. Beyond Lists - Make me a picture, show me a visual, forget advanced search!
7. eLearning – support or replace?, e-coursepacks, etc. Sakai, Blackboard, etc.



Top 10 Strategic Issues for the "Book" Space

8. Recommenders, tagging, tag clouds, crowd sourcing
9. Portlets – XML, portability, Unicode, J2EE, JSR168, mash-ups, Web 2.0, inter-operability, etc.
10. Teaching Success and KM – the real role of information literacy – is it possible?



“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



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Author, ALA Editions
President, SLA
Past President, CLA & OLA
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute



These PPT slides will be at my blog:
Stephen's Lighthouse