

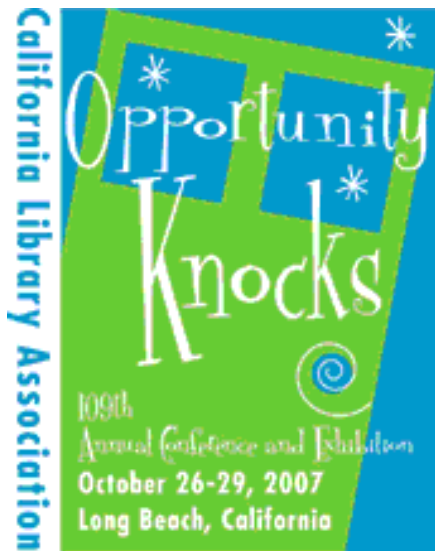


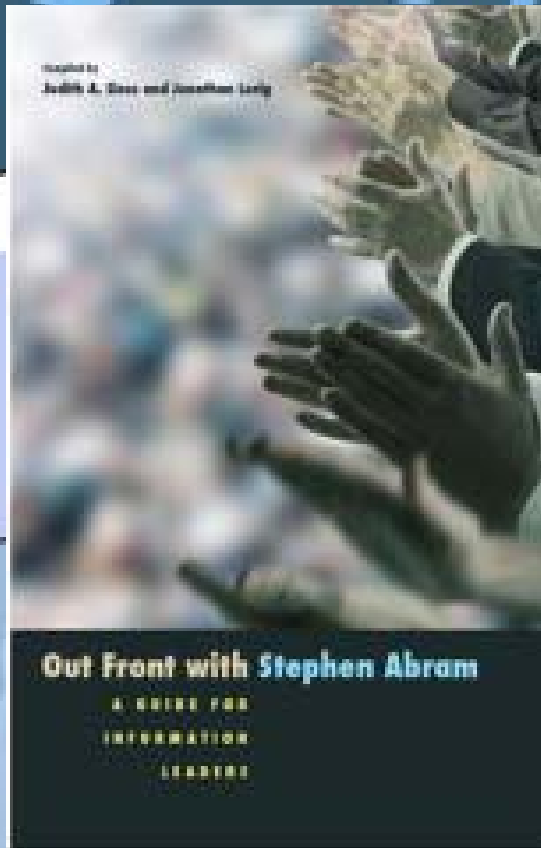
Information 3.0: What's Next? Be Afraid, Break The Inertia

California Library Association Executive Institute
Long Beach, Cal., Oct. 26, 2007

Stephen Abram
President 2008, SLA

Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute





Stephen Abram



Do you wanna talk or listen?

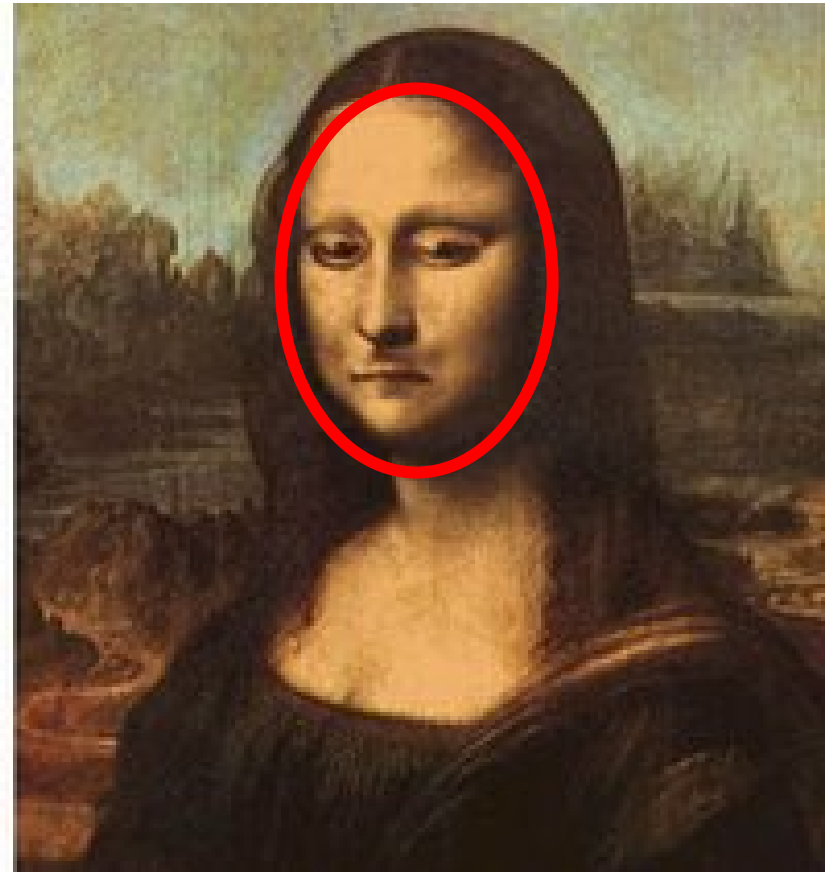


The Pattern Effect





Optical Illusions



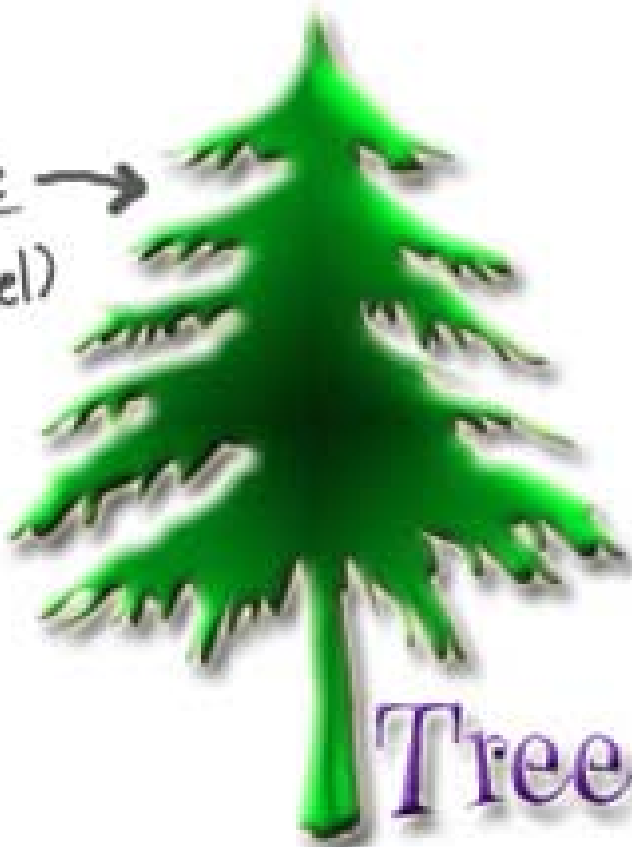


Provocations

Hopefully I can offend or annoy
someone (everyone?) today.

Forests and Trees

We get stuck here →
(implementation level)



Tree 2.0

The Big Picture

But this is what matters most
↓
(meta level)



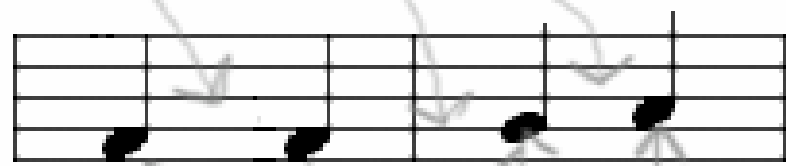


Challenges

- Customer Experience vs. Library Needs
- Complexity, Complication
- Seamlessness
- Partnerships
- Money and Value
- Business vs. Social Models
- Portability
- Mashability
- Format Agnosticism



this



...is as important as this



pp

Handwritten annotations: *And.*, ** And.*, ***

This system contains the first two staves of music. The upper staff begins with a piano (*pp*) dynamic marking. The lower staff has handwritten annotations: *And.* under the first measure, ** And.* under the second measure, and *** under the third measure.

Handwritten annotations: *And.*, ***

This system contains the next two staves of music. The lower staff has handwritten annotations: *And.* under the first measure and *** under the second measure.

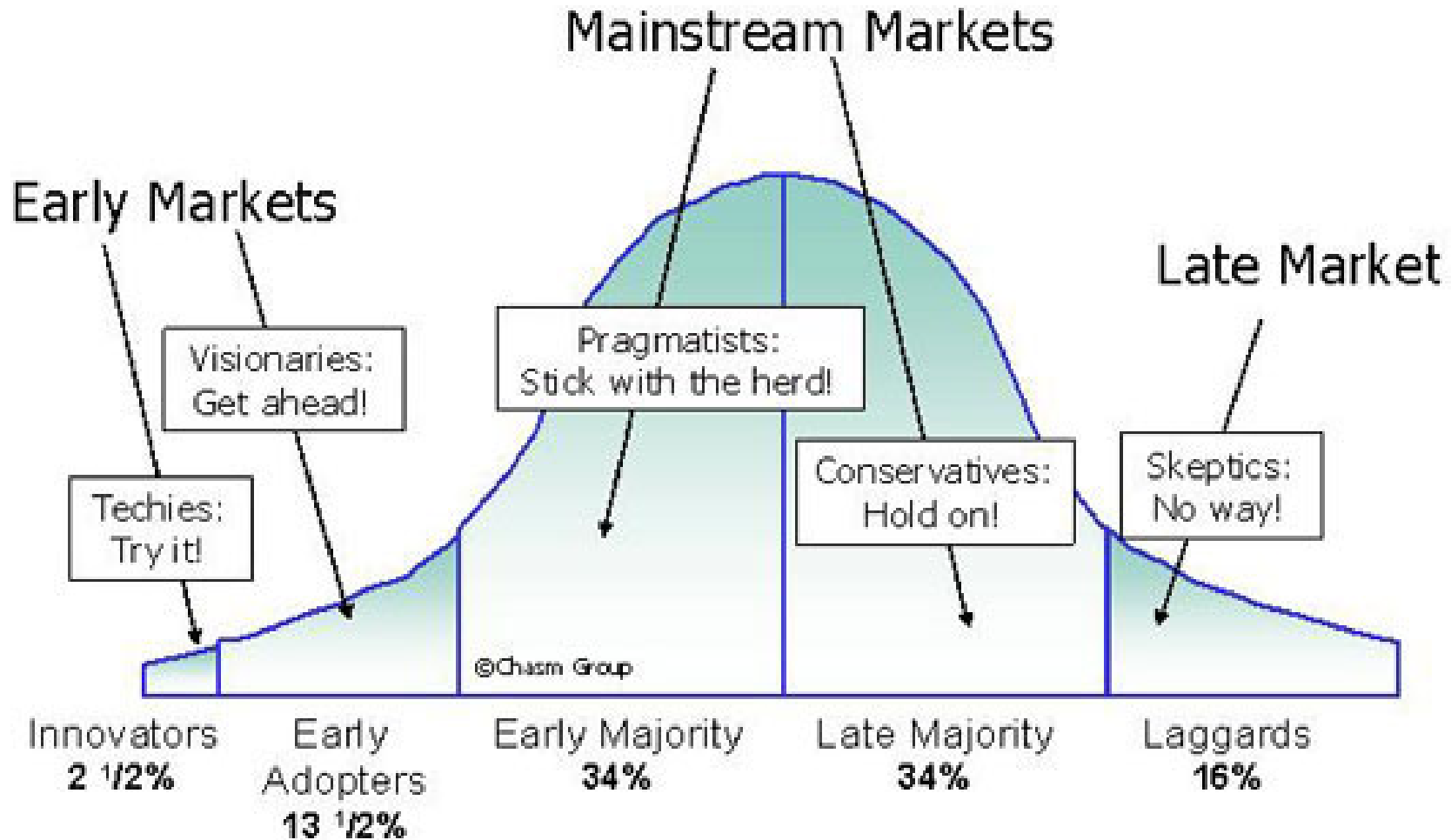
1. 2.

Handwritten annotations: *And.*, ** And.*, ***

This system contains the final two staves of music, including first and second endings. The lower staff has handwritten annotations: *And.* under the first measure, ** And.* under the second measure, and *** under the third measure.

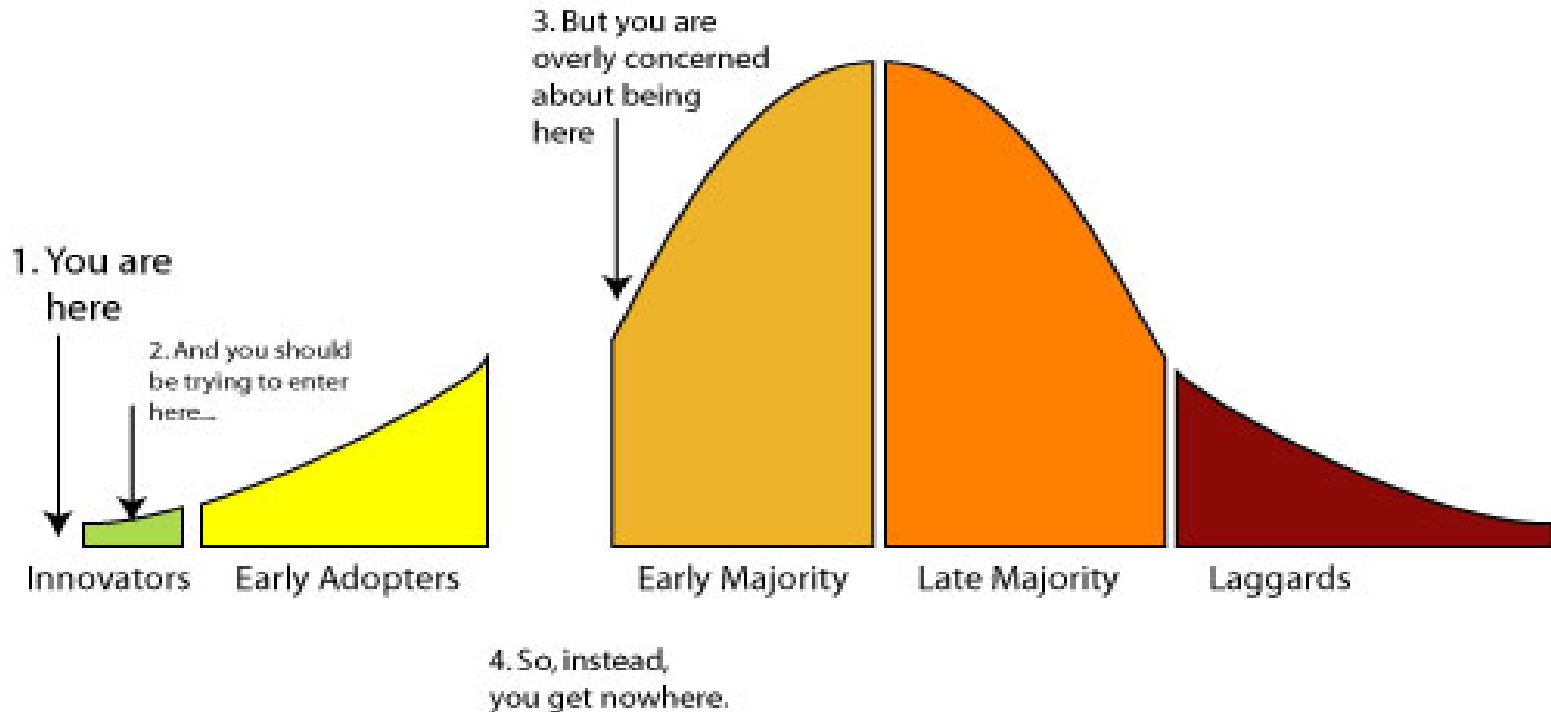
Technology Adoption Life Cycle

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





Adoption Ambiguity





**Library culture of victimization, risk aversion,
and passive resistance**

WORRY TANK

What if it doesn't work?

What if it all blows up in our

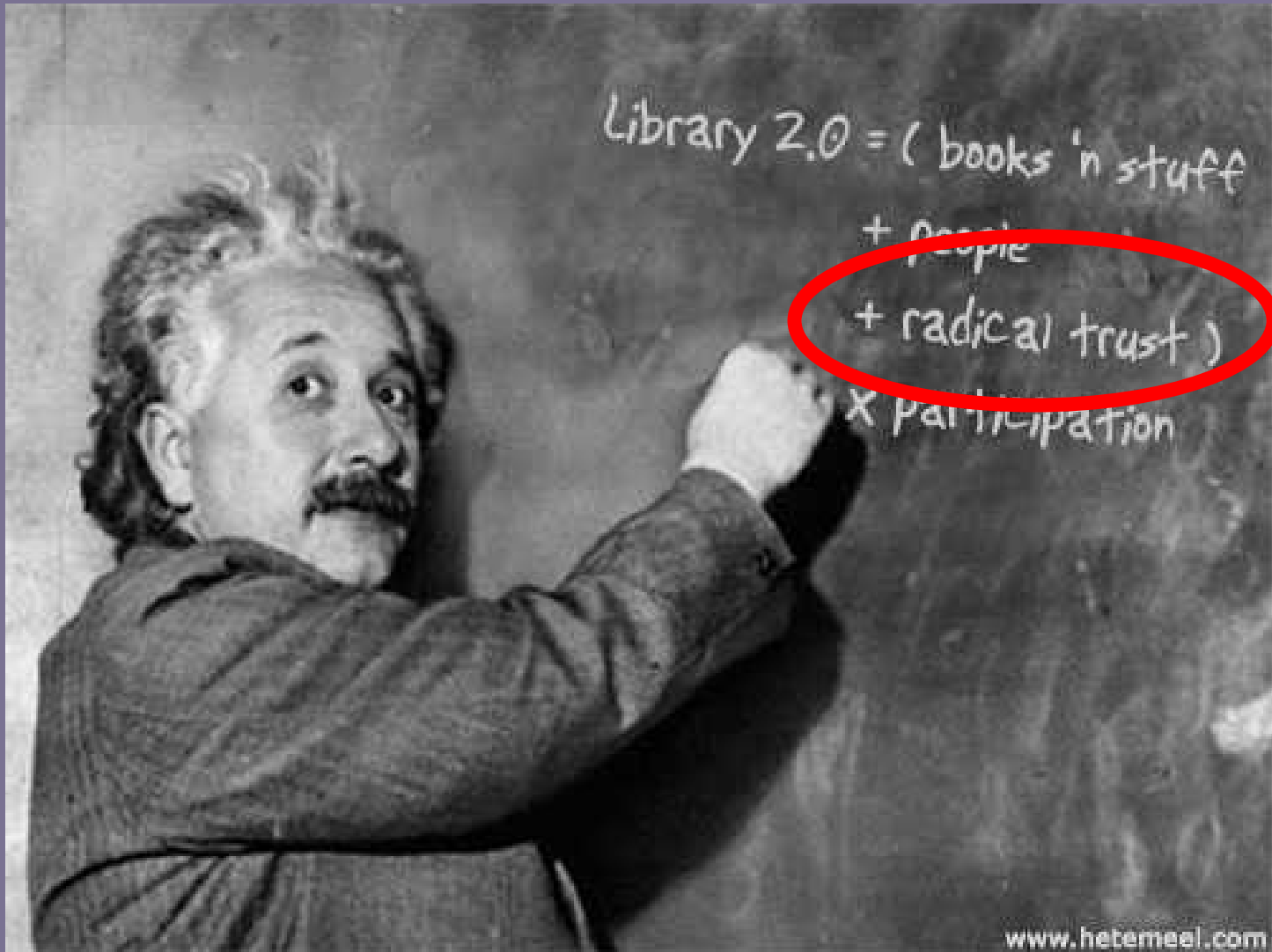
What happens if it works... all too well?

What if somebody sees?

What happens ten years down the line?

THINK WHAT?





www.hetemeel.com

Darlene Fichter, 2006





What part of libraries are social institutions do our colleagues not understand?



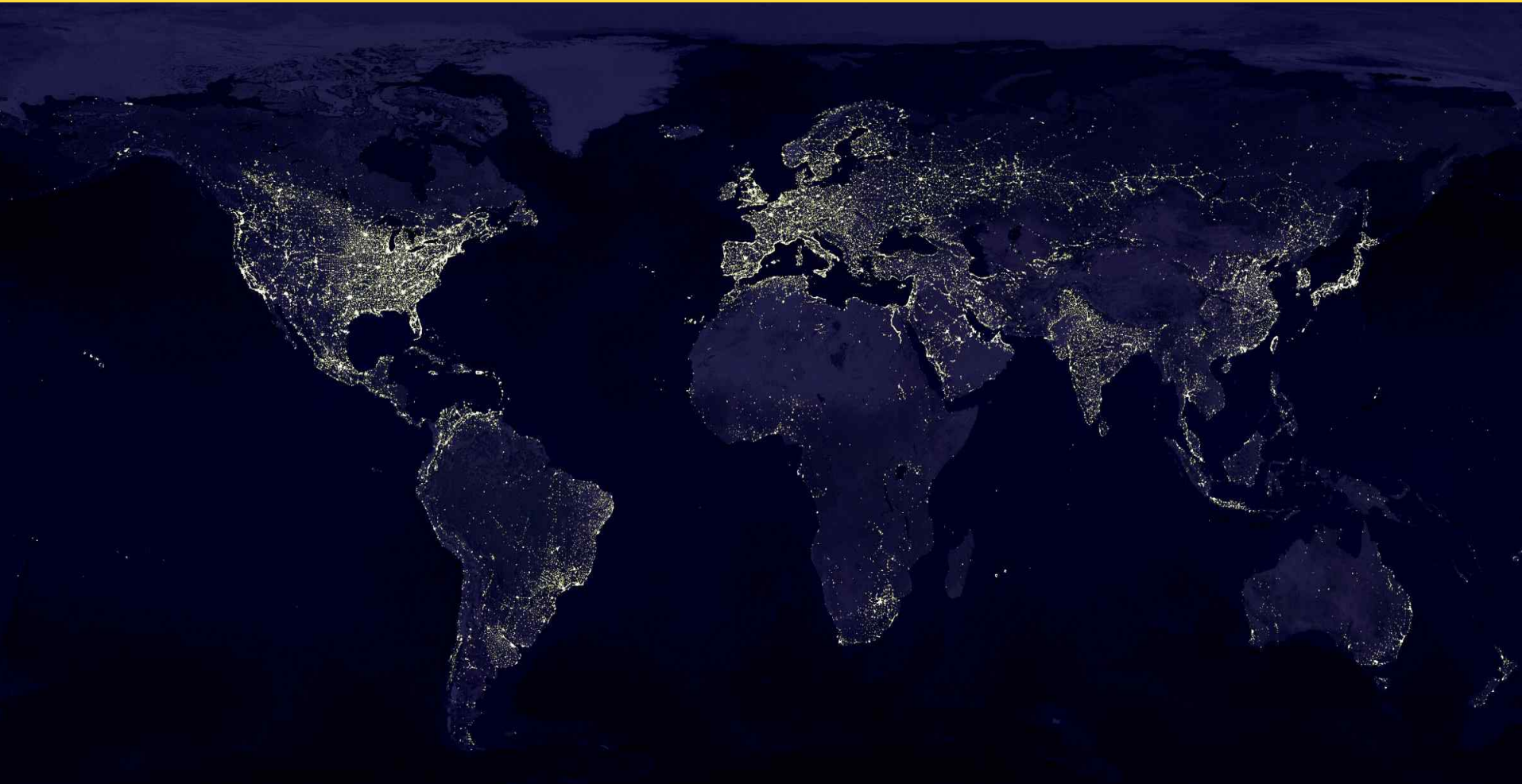
Lucky Seven Landscapes

1. The Global Economic Landscape



The Perfect Storm

- US National debt increases affecting global economy
- \$4+ gallon gas in US messes biggest consumer economy (especially at 100 bbl – US\$ tanking)
- Student numbers decline and immigration paranoia
- Equity capital and Sub-prime mortgages (textbooks)
- Google (Search, Ads, & Apps) Dominance?
- Format agnosticism and Millennials
- Generations turtle driving user behaviour changes
- Mergers (Reuters, Dow Jones, Gale, MS-Facebook, etc.) increase in Information sector
- Multi-type Consortia increase of necessity
- New social competitors emerge to Google, MS, Yahoo, Ask, etc. Second Earth?



- Global Change (China, India, EMEA, etc.)



Lucky Seven Landscapes

2. The Content Landscape



Personas



©2004 P. S. Mueller From Your Belief System Is Shot-2004 Jones Books

Articles and
Chapters ...
OpenURL
99¢ rentals,
Ads...

“I’m a book publisher
so I don’t
bundle anything.”

“We are still dealing with
Whether it is the journal
or disaggregated
articles.”

How does that compare to your worldview?





Lucky Seven Landscapes

3. The Technology Landscape



Pew 2020 Predictions

- Humans remain in charge of technology in the near term but automated “smart agents” will proliferate.
- Virtual reality will be compelling enough to enhance worker productivity. Gartner predicts that by 2012 80% of Internet users will use an avatar. IBM creating universal avatar.
- Technological addiction problems will arise.
- Tech “refuseniks” emerge as a cultural group.
- Privacy will emerge as a more balanced issue.

Very low cost, ubiquitous and fast global network.





Google investments in wired ...





2020 Prediction from Peter Kaufman

- Over the next **13 years** an iPod size device will hold:
 - 1 year's worth of video (8,760 hours) by **2012** (5 years from now)
 - ALL the commercial music ever created by **2015** (8 years), and
 - ALL the content ever created (in all media) by **2020** (13 years).
- This will drive a **new global phase of large informational hubs on the web** and massive aggregations of content and services.
- What does this Internet and personal device hybrid world look like?

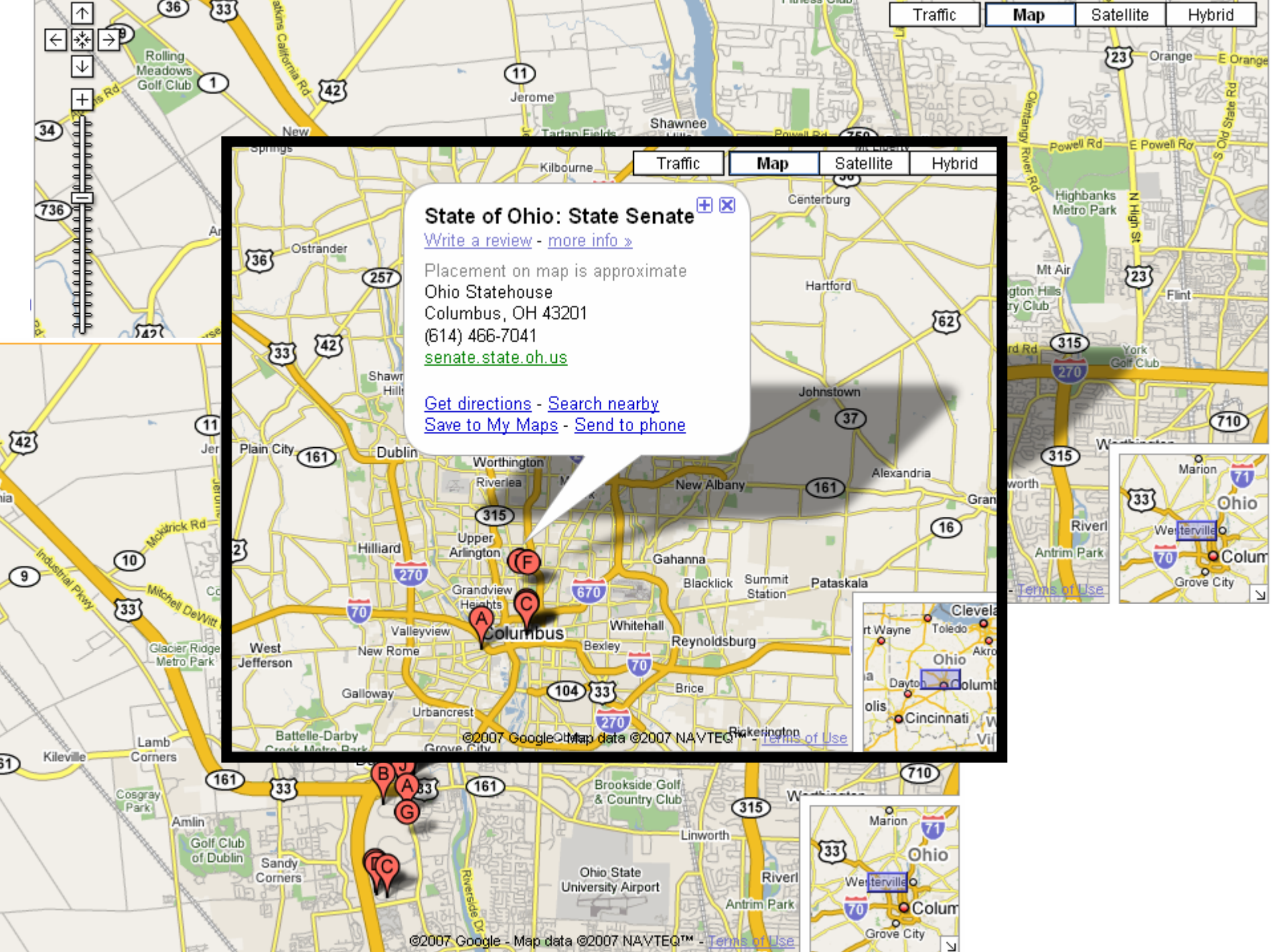


Get Ready for Local.

SEO and Local is scary.

Google & Kansas City





Traffic Map Satellite Hybrid



Traffic Map Satellite Hybrid

State of Ohio: State Senate

[Write a review](#) - [more info](#) »

Placement on map is approximate
Ohio Statehouse
Columbus, OH 43201
(614) 466-7041
senate.state.oh.us

[Get directions](#) - [Search nearby](#)
[Save to My Maps](#) - [Send to phone](#)

©2007 Google, Map data ©2007 NAVTEQ

©2007 Google - Map data ©2007 NAVTEQ™

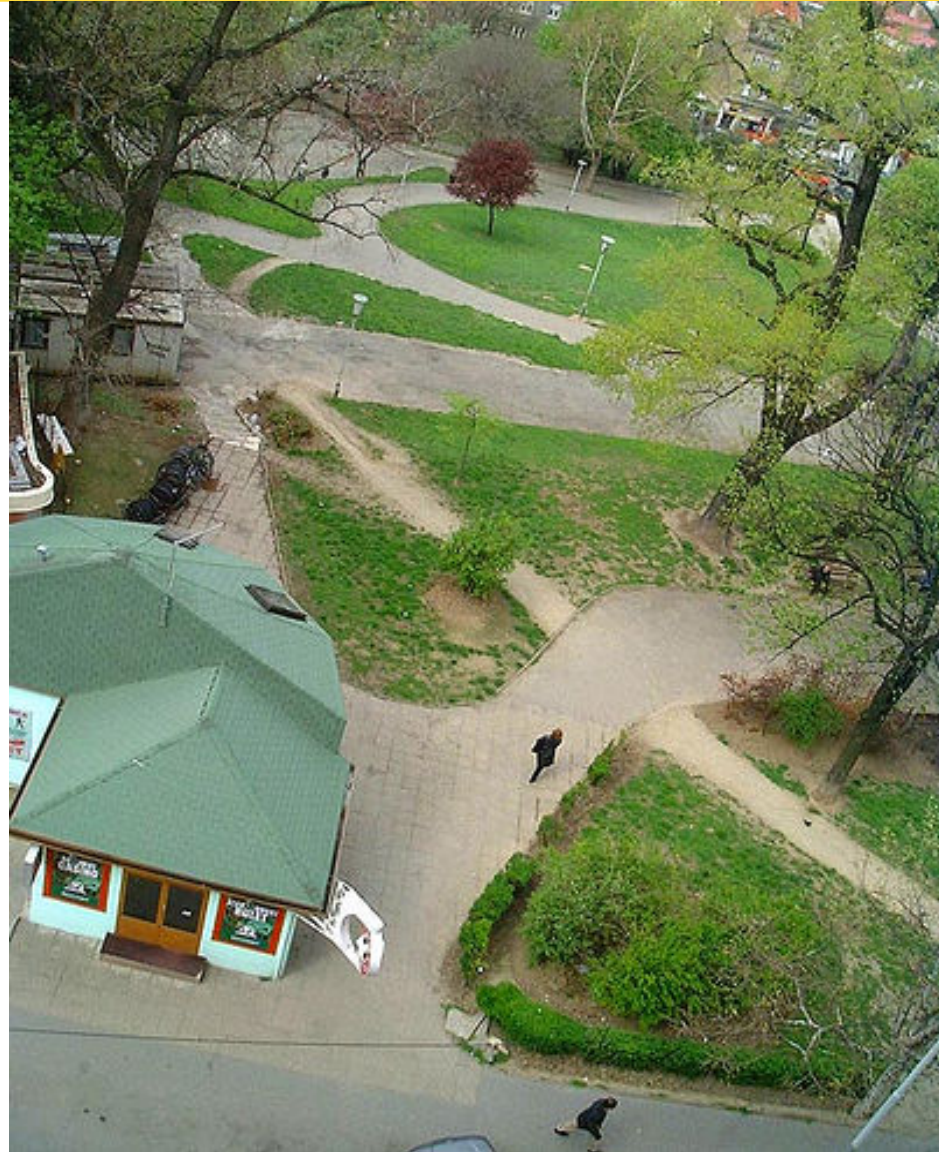


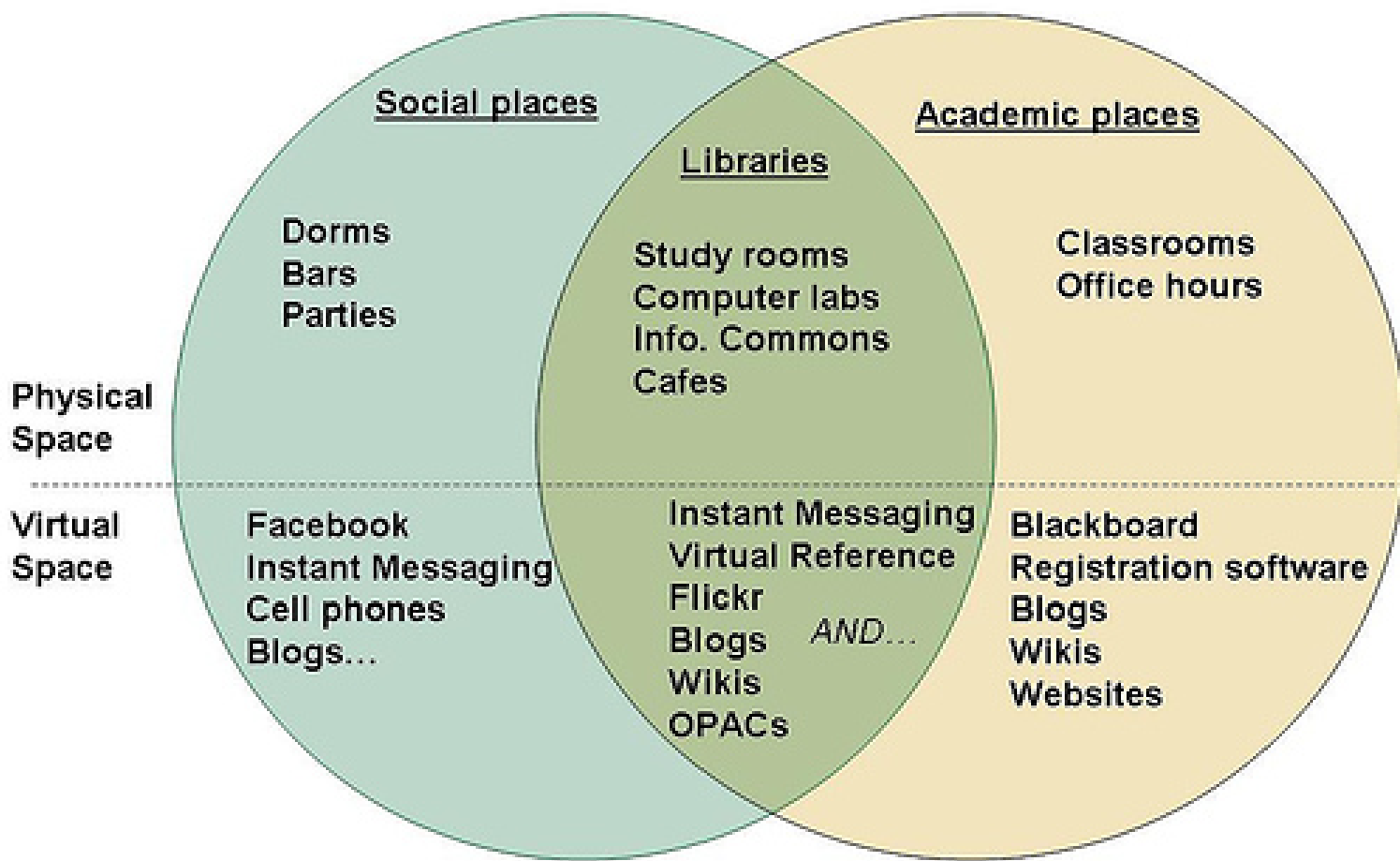


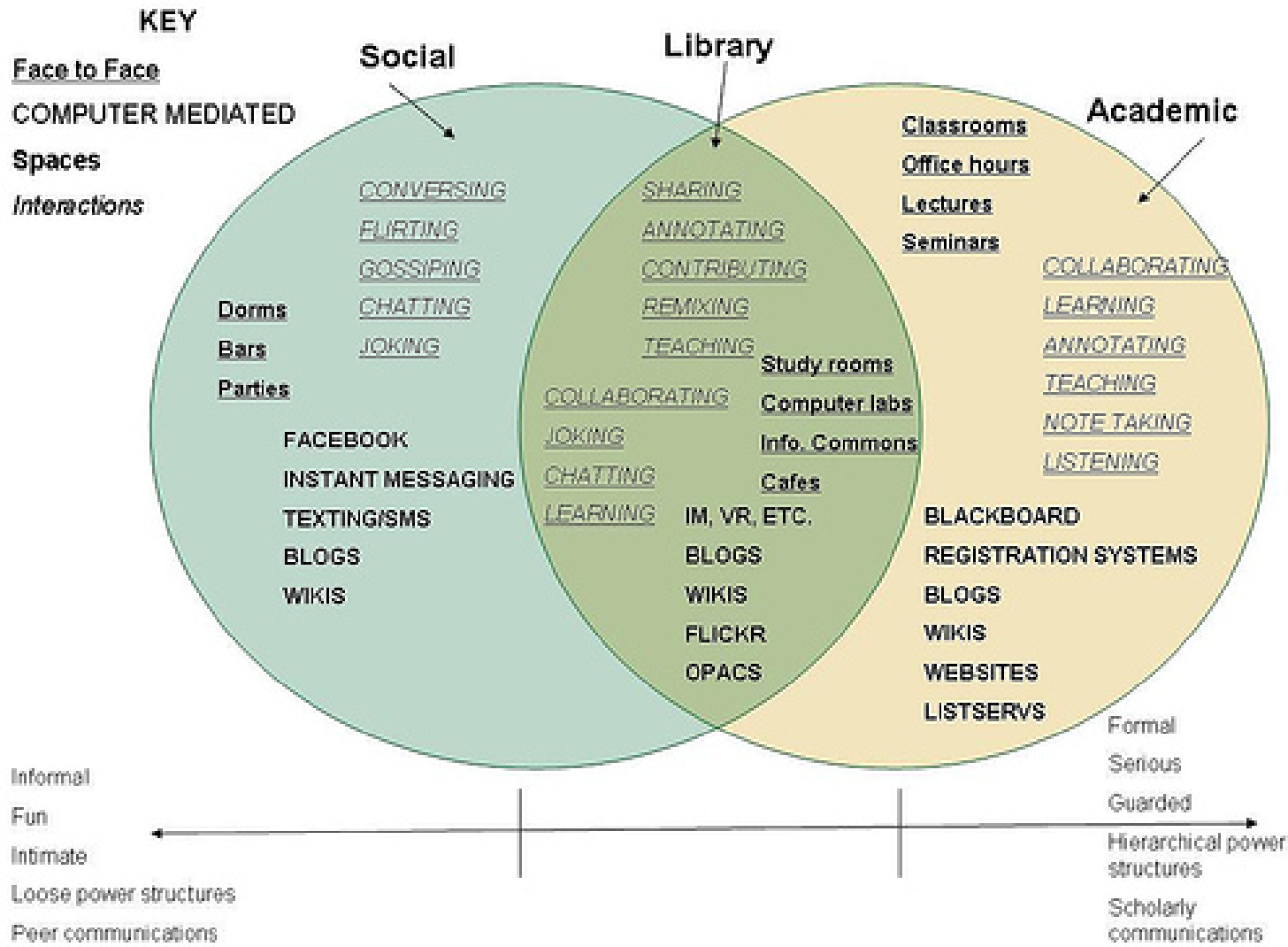
Intention Paths



- Where do our users actually want to go and why?











Top 13 2.0 Apps for Librarians

- 1. Google Suite
- 2. Meebo/Chatango
- 3. Wikipedia
- 4. WorldCat.org
- 5. Amazon.com
- 6. Del.icio.us
- 7. Bloglines
- 8. Zotero
- 9. Facebook
- 10. Wordpress
- 11. MediaWiki
- 12. Ning
- 13. Twitter



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



2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

**Top 10 Most Influential
web tools for the
2008 US elections**

**How many are we
already using?**



Market Opportunities

- New Discovery Systems
 - Portals and Portlets (JSR168)
 - OpenURL with Federated Search
 - Visualization and Display
- Advanced interoperable metadata embedded
- Personalization
- eLearning
- Digital devices (phones, etc.) and GPS



Tagging, Scanning, RSS



Flickr: Photos from abram_stephen - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.flickr.com/photos/7280861@N07/

Google Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Signed in as **abram_stephen** (1 new) Help Sign Out

Home You Organize Contacts Groups Explore Search your photos Search


Your photos

12 photos / 0 views

[Sets](#) [Tags](#) [Archives](#) [Favorites](#) [Popular](#) [Profile](#)

PLEASE READ THIS IMPORTANT SECURITY NOTICE.


Stephen-stripped



click here to add a description

© This photo is **public**. [Change?](#)
Uploaded on Mar 10, 2007 | [Delete](#)
0 comments


StephenFull-HiRes



click here to add a description

© This photo is **public**. [Change?](#)
Uploaded on Mar 10, 2007 | [Delete](#)
0 comments

StephenFull-by



click here to add a description

© This photo is **public**. [Change?](#)
Uploaded on Mar 10, 2007 | [Delete](#)
0 comments

**40%
Tag
7%
Daily!**

start iTunes Flickr: Photos from ab... Microsoft PowerPoint ... Search with Google 7:22 PM



Address http://del.icio.us/

Google delicious Bookmarks 9 blocked Check AutoLink AutoFill Send to delicious Settings

Come celebrate our third birthday (and more) with us at the del.icio.us party in October! hide this

del.icio.us social bookmarking

popular | recent
login | register | help

- » all your bookmarks in one place
- » bookmark things for yourself and friends
- » check out what other people are bookmarking

learn more...

» get started «

Tags

A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

learn more...

hotlist

what's hot right now on del.icio.us

HOT NOW

see also: popular | recent

Revision3 save this 961 people
 first posted by mcavatar podcast video tech technology blog tags

Toom : Excite your site save this 108 people
 first posted by geoff_ blog forum web2.0 hosting tools tags

Vector Art with Photoshop - Online Tutorial at Melissa Clifton page 1 save this 196 people
 first posted by hurgui photoshop tutorial vector art howto tags

tags to watch

more ...

search

A Brief Interview with Google's Matt Cutts

Home

The Semantic Indexing Project

productivity

Rands In Repose: Trickle Theory

The Joel on Software Discussion Group - Best tips that no one seems to know about?

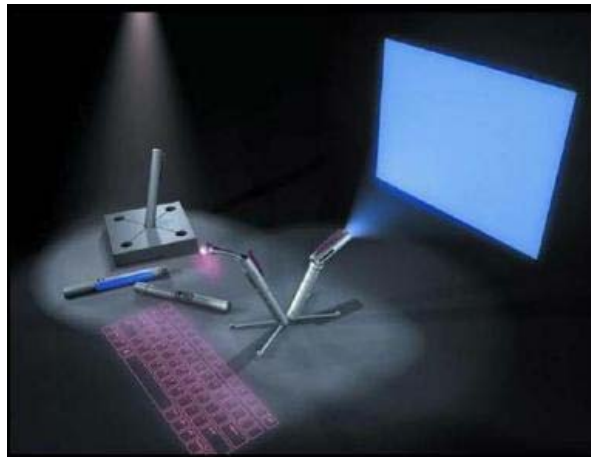
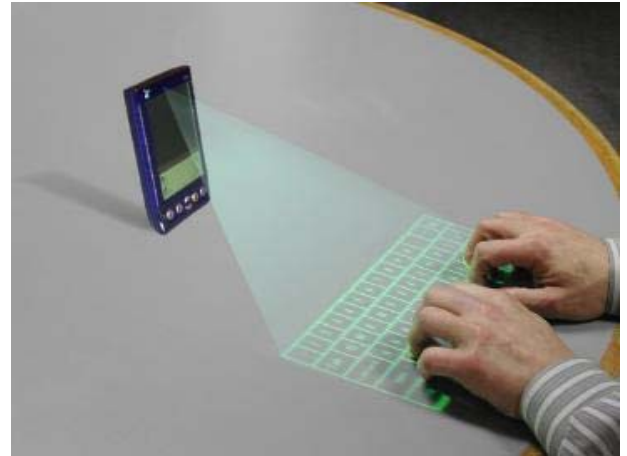
Why email is addictive (and what to do about it)

google

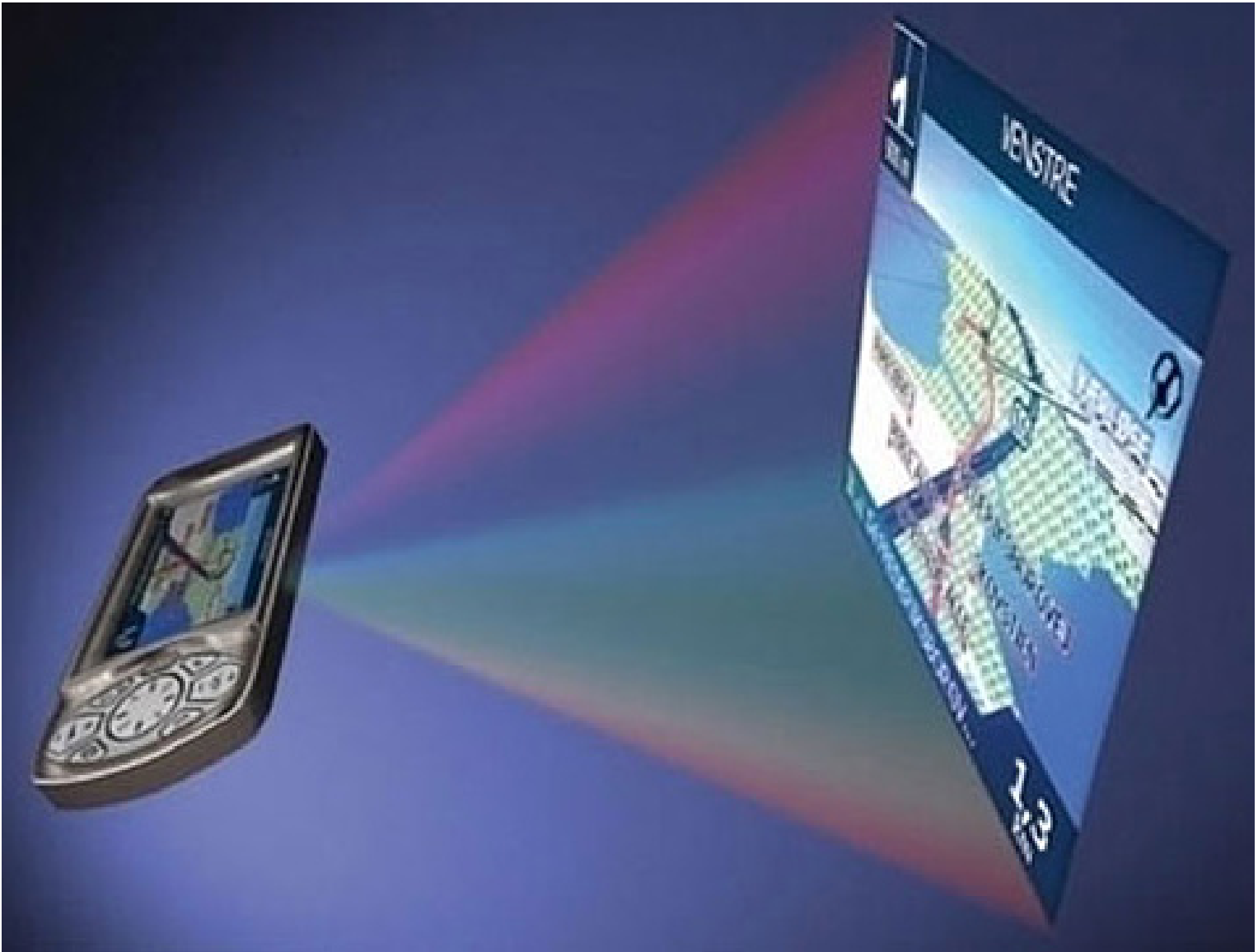


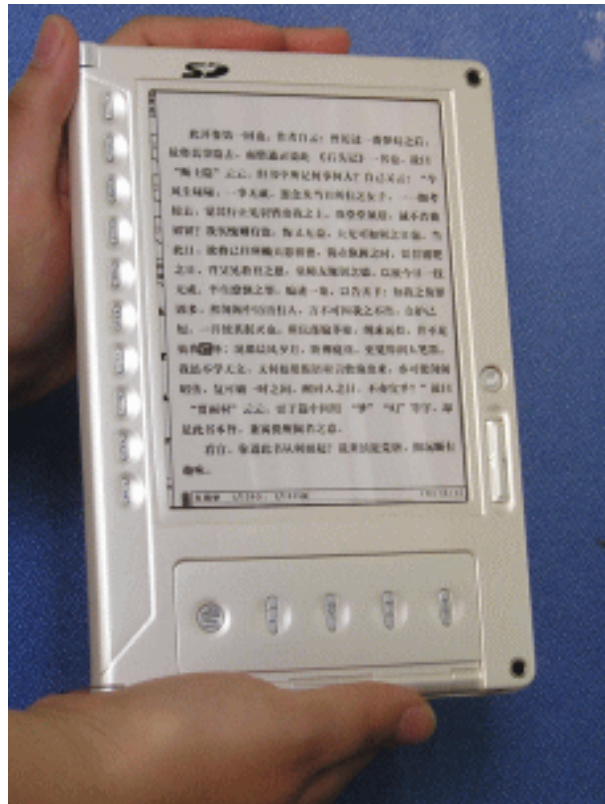
Visual Trends

- Grokker
- Aquabrowser
- KartOO
- Folksonomies
- Tag Clouds, Word Clouds
- Etc.











Everything's getting smaller





Understand JSR168, Portlets and RSS

SaaS is a Major trend.

Adopt API's, AJAX, Java
J2EE, XML, widgets, gadgets, mashups,
Oracle, etc.

Get on the Visual, OpenURL and Federated
Search Wagon

Use Open Source & Open Access wisely



Lucky Seven Landscapes

4. The Process Landscape





Libraries Need Strategic Focus

- Our *real* goals:
- Our community mission and vision
- Recommendations
- Entertainment is not trivial
- Cultural preservation and use/re-use
- Learning, Scholarship, Recommendations
- Homework support & the Question economy
- Bridging the divide – all of 'em
- Decisions and action /policy
- Discovery, Creativity, Invention, Innovation

A FUTURE based on respecting the past



All that matters is...

- **Company**
- **Leadership**
- **Interaction**

**The user
is not
broken**

Karen Schneider



Are we really ready to meet the needs of the end user?

Count the time all staff spend in user interaction activities?

Do your main projects meet pains of library staff or user needs?

Are you training the next generation?

Be honest.

Change?

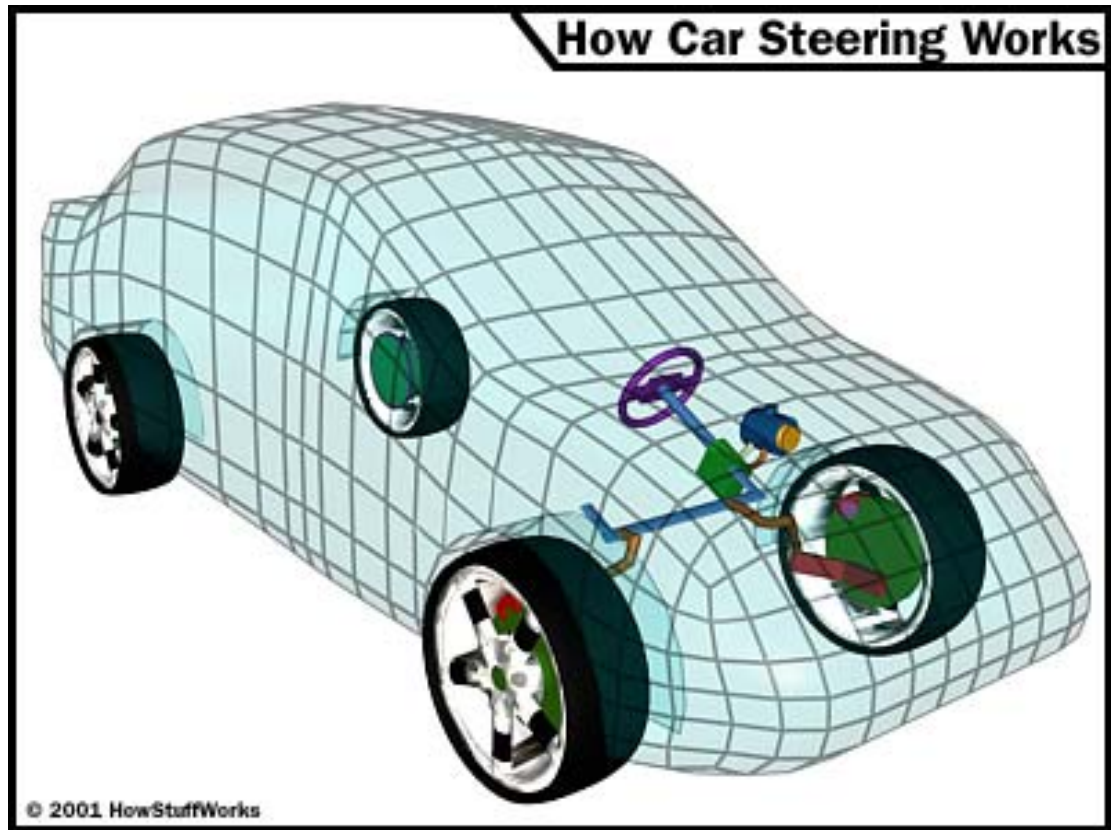




Focus?




Focus?





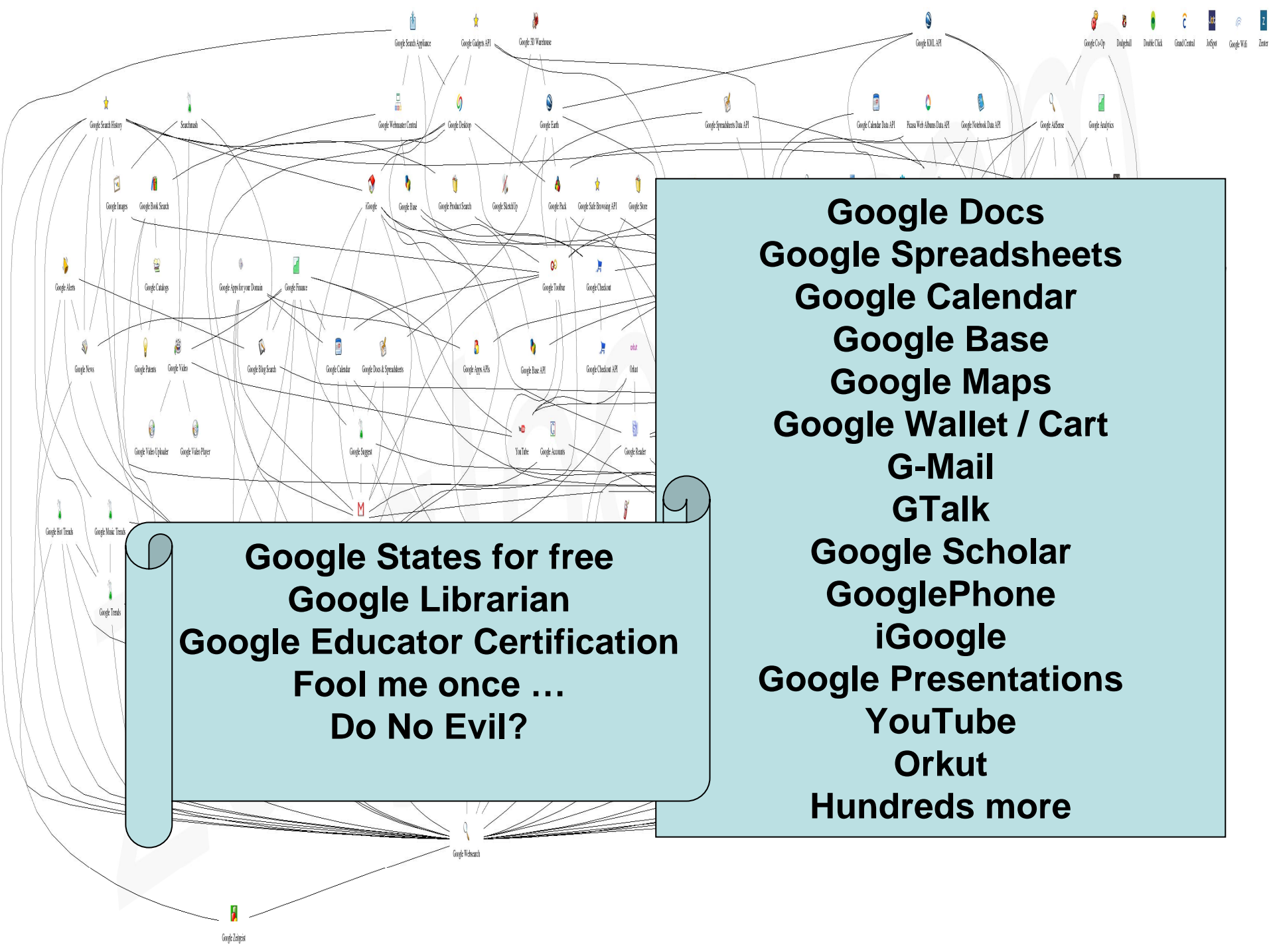
Transformation





**Do no
evil...or,
Search,
Ads and
Apps**

**I ♥ my
customers**



Google Docs
Google Spreadsheets
Google Calendar
Google Base
Google Maps
Google Wallet / Cart
G-Mail
GTalk
Google Scholar
GooglePhone
iGoogle
Google Presentations
YouTube
Orkut
Hundreds more

Google States for free
Google Librarian
Google Educator Certification
Fool me once ...
Do No Evil?

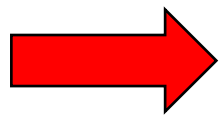
What
Where



When



Why
Who



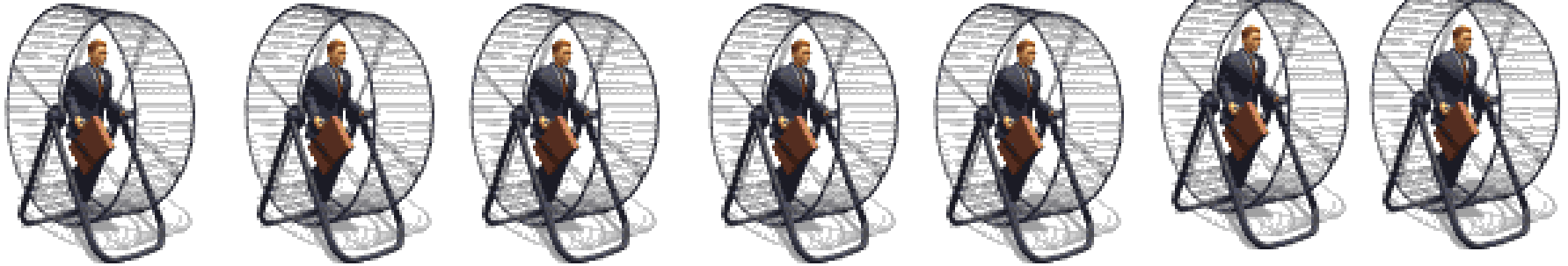
How





Lucky Seven Landscapes

5. The Business Landscape



**Thomson buys Reuters , sells Gale, etc.
NYT Free, WSJ next?
Microsoft merges with Yahoo! and/or FB?
iTunes, SpiralFrog
Murdoch buys Dow Jones / WSJ
MySpace and Photobucket
Facebook opens up. MySpace opens up?
And more**

Live Meeting - Web Collaboration Solutions for Business Communication - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://main.placeware.com/

Microsoft Office Live Meeting
A PlaceWare Service

our services demos & seminars training & resources ordering info customer support

Get Live

Even better collaboration and improved Microsoft Office a new standard in web co

Business Collaboration - Video and online interactive web conferencing from WebEx - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.webex.com/home/default.htm

webex

One Button. Infinite Power.

Attend a FREE WebEx Online Seminar

Interactive Services powering business communications.

- Meeting Center
- OnStage
- OnCall
- Training Center



Centra Provides Web Conferencing, Virtual Classroom, Web Meeting Software and ASP Services for eL - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://www.centra.com/

Centra

Powering the Real-time Enterprise

Web Meetings Virtual Classrooms Web Conferences Knowledge Portals

Solutions for..

- Increasing Sales Productivity
- Finding and Keeping Customers
- Accelerating Application Deployment
- Redefining Training and Learning
- Universities and Scholars

Customer Success

Now Available

ASP and Network Solutions

Case Study

Digital Collaboration - New White Paper!



Lucky Seven Landscapes

6. The User Experience Landscape

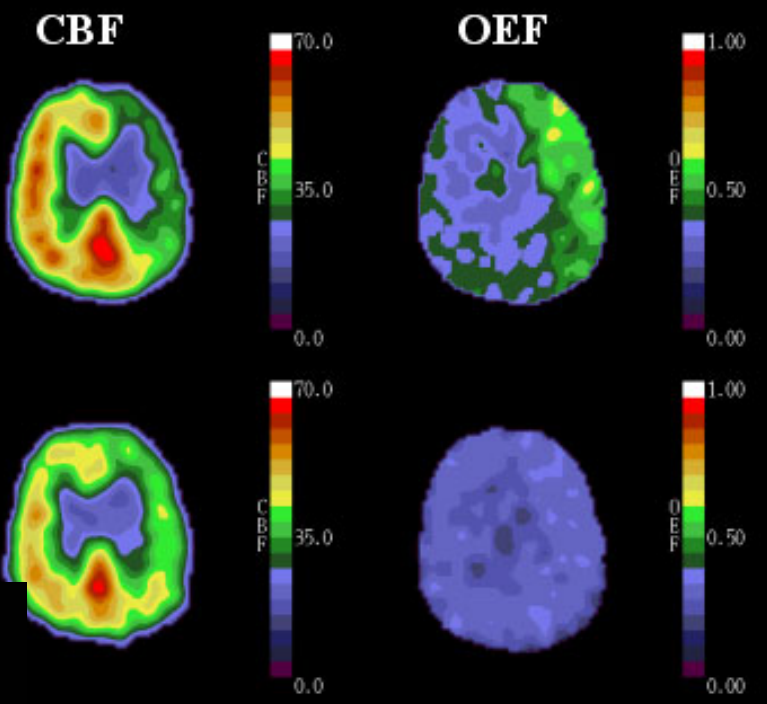
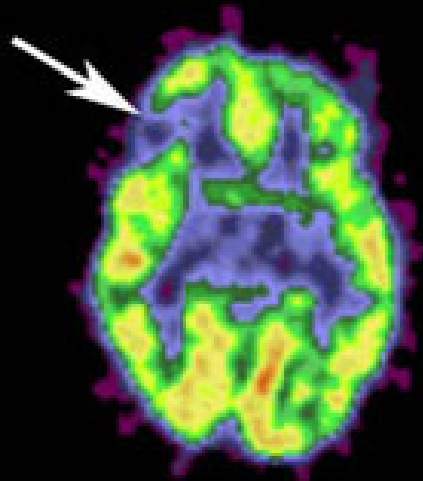


What is Diversity?



A bit of a list

- Language
- Race
- National Origin
- Age
- Gender
- Religion
- Generation
- Income
- Home Style
- Thinking Style
- Learning Style
- School Experience
- Multiple intelligences
- IQ, EQ
- Life Experience
- Urban / Rural / etc.
- Abilities (visual, auditory...)



Millennial Characteristics

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



SCHOOLROOMS

EXPLORE
 DISCOVER
 LEARN

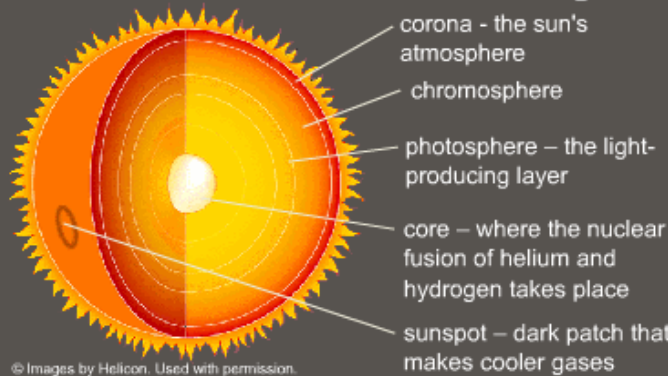
A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

Explore Learn

Discover More...

- What is SchoolRooms
- What's in SchoolRooms
- Who Uses SchoolRooms
- Why Students Like SchoolRooms
- How Does SchoolRooms
- News & Events

Earth Science Room: The Amazing Sun



© Images by Helicon. Used with permission.

Explore a new learning portal for the K12 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!):



Best of Web™

Results from high-quality, certified Web sites hand-picked by teachers and librarians. Search databases at the same time and find related articles. Learn more about BOW. [Explore More...](#)



News & Events

Catch up on the [news](#) about SchoolRooms. Check out the next place you can [see SchoolRooms in action](#) and find out more about how SchoolRooms can provide your students with an unparalleled learning experience. [Discover More...](#)



Case Study:
[Boston Public Library](#)
 Discover how **Boston**

Ohio
 Boston +
 Philadelphia
 Delaware
 California
 South Carolina
 Australia
 etc.





INFOhio
 Ask A Librarian

US History

Explore A Subject

Check It Out

Fun & Games

What's That?

Did You Know?

Learn More About...

Popular Topics

Tracking by Info

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

May 22, 2006

INFOhio
 Ask A Librarian

US History

Explore A Subject

Check It Out

Fun & Games

What's That?

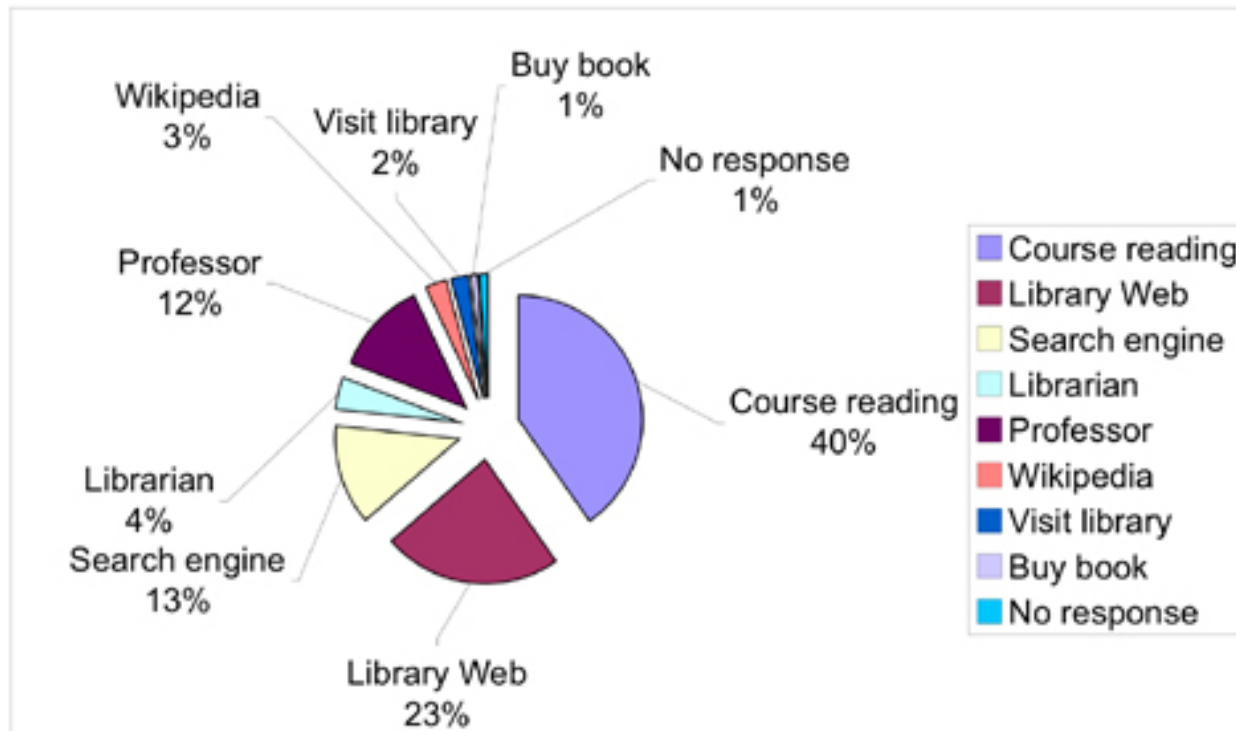
Did You Know?

Learn More About...

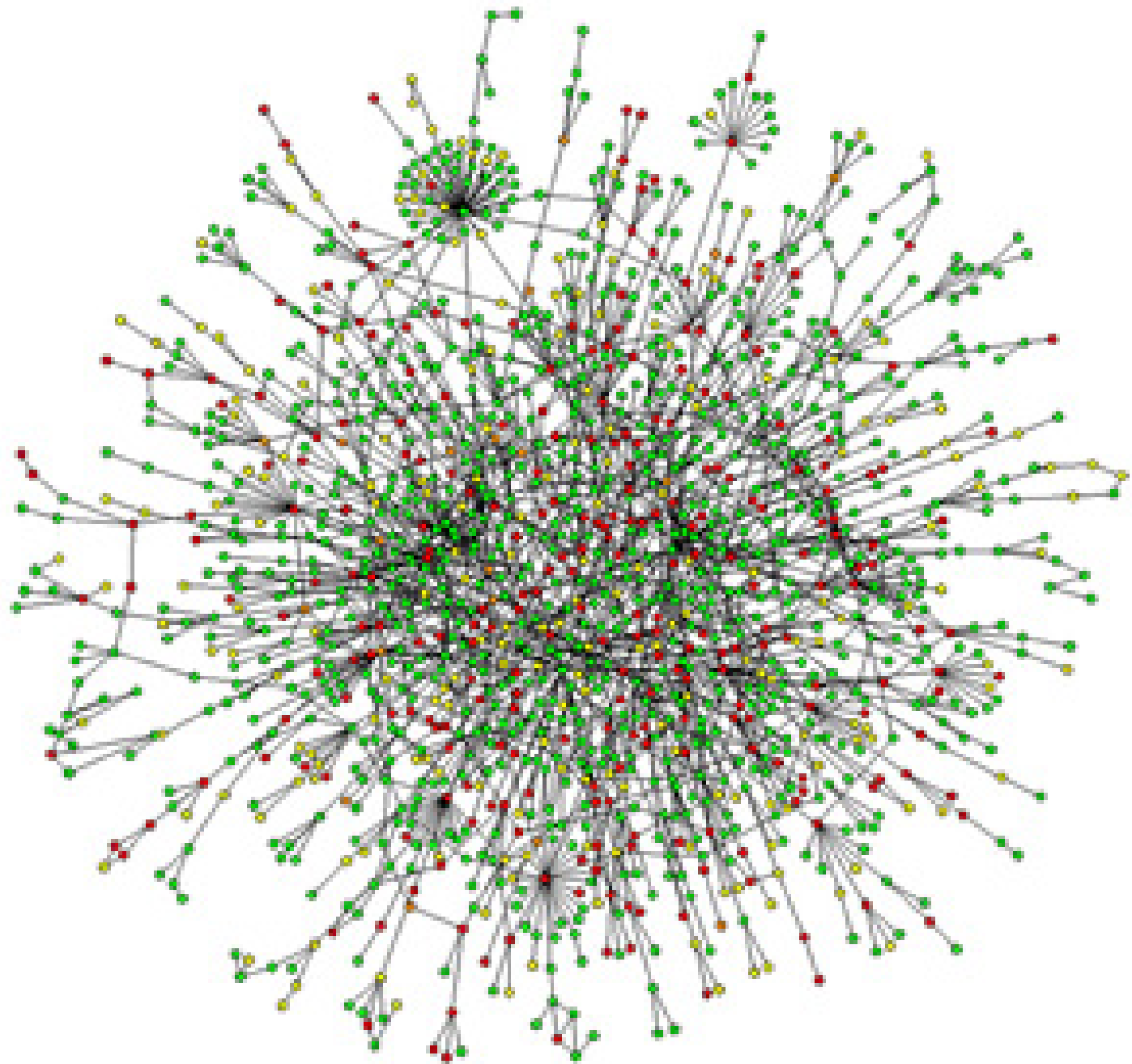
Popular Topics

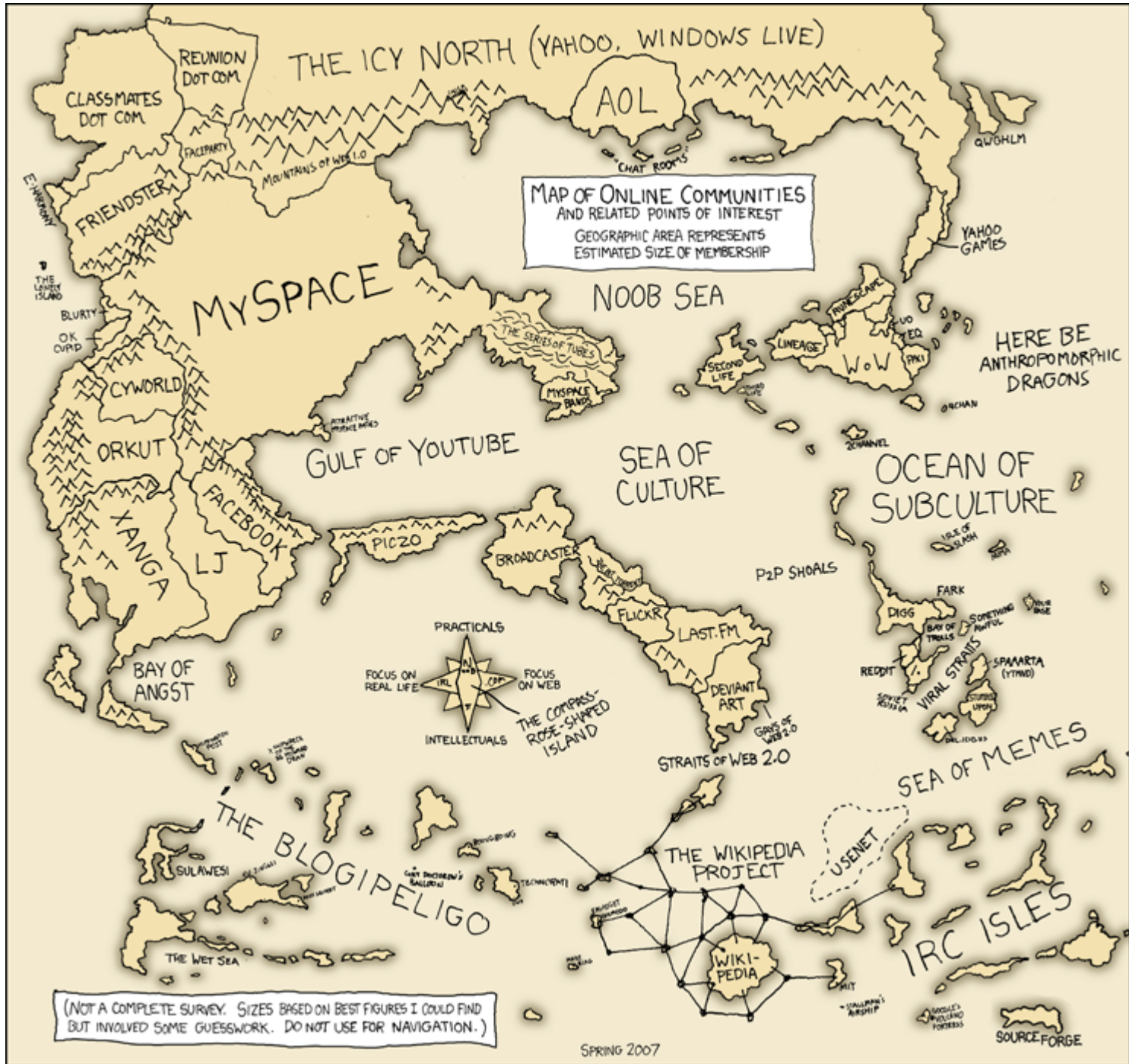
Tracking by Info

First Monday first steps in academic research

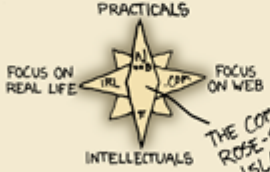


Very shallow insights so far





MAP OF ONLINE COMMUNITIES AND RELATED POINTS OF INTEREST
 GEOGRAPHIC AREA REPRESENTS ESTIMATED SIZE OF MEMBERSHIP

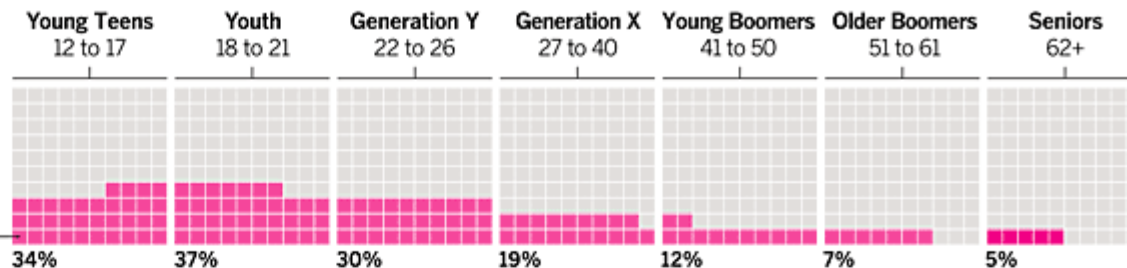
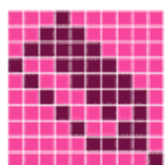


(NOT A COMPLETE SURVEY. SIZES BASED ON BEST FIGURES I COULD FIND BUT INVOLVED SOME GUESSWORK. DO NOT USE FOR NAVIGATION.)

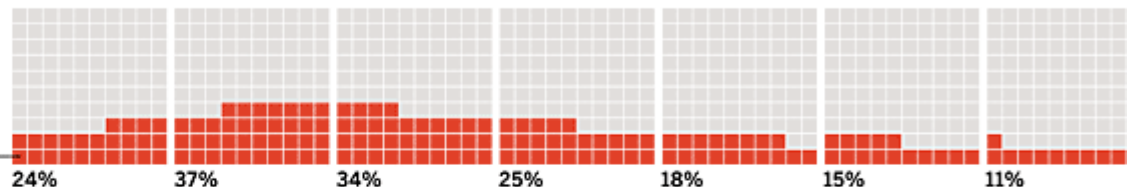
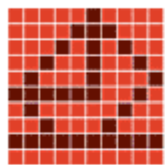
What people are doing

Who participates (U.S. online users)

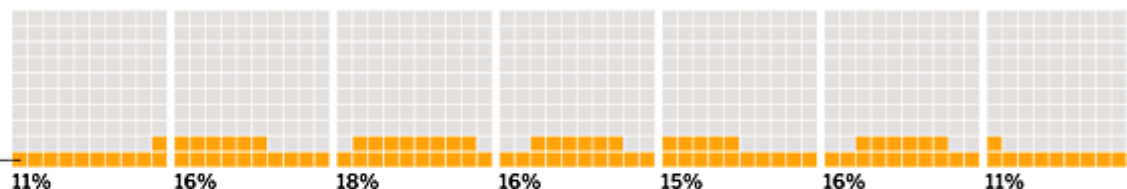
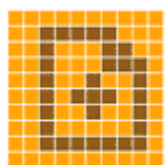
Creators publish Web pages, write blogs, upload videos to sites like YouTube.



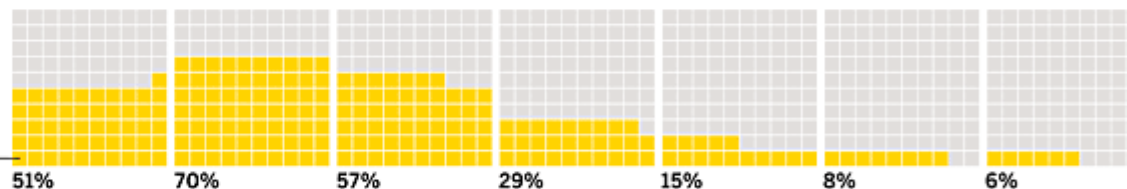
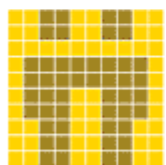
Critics comment on blogs and post ratings and reviews.



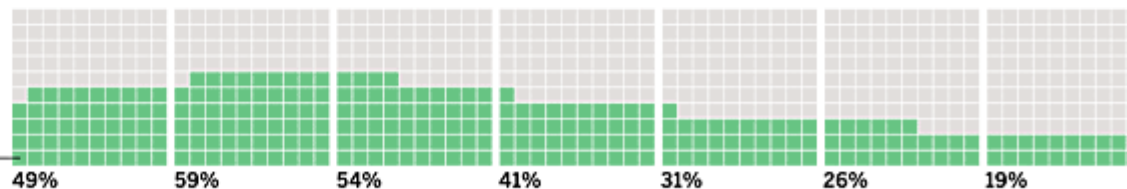
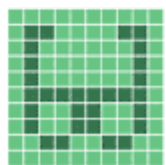
Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



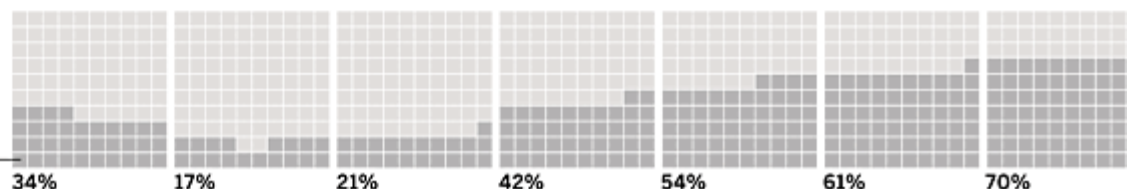
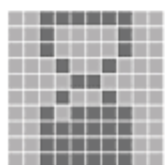
Joiners use social networking sites.



Spectators read blogs, watch peer-generated videos, and listen to podcasts.



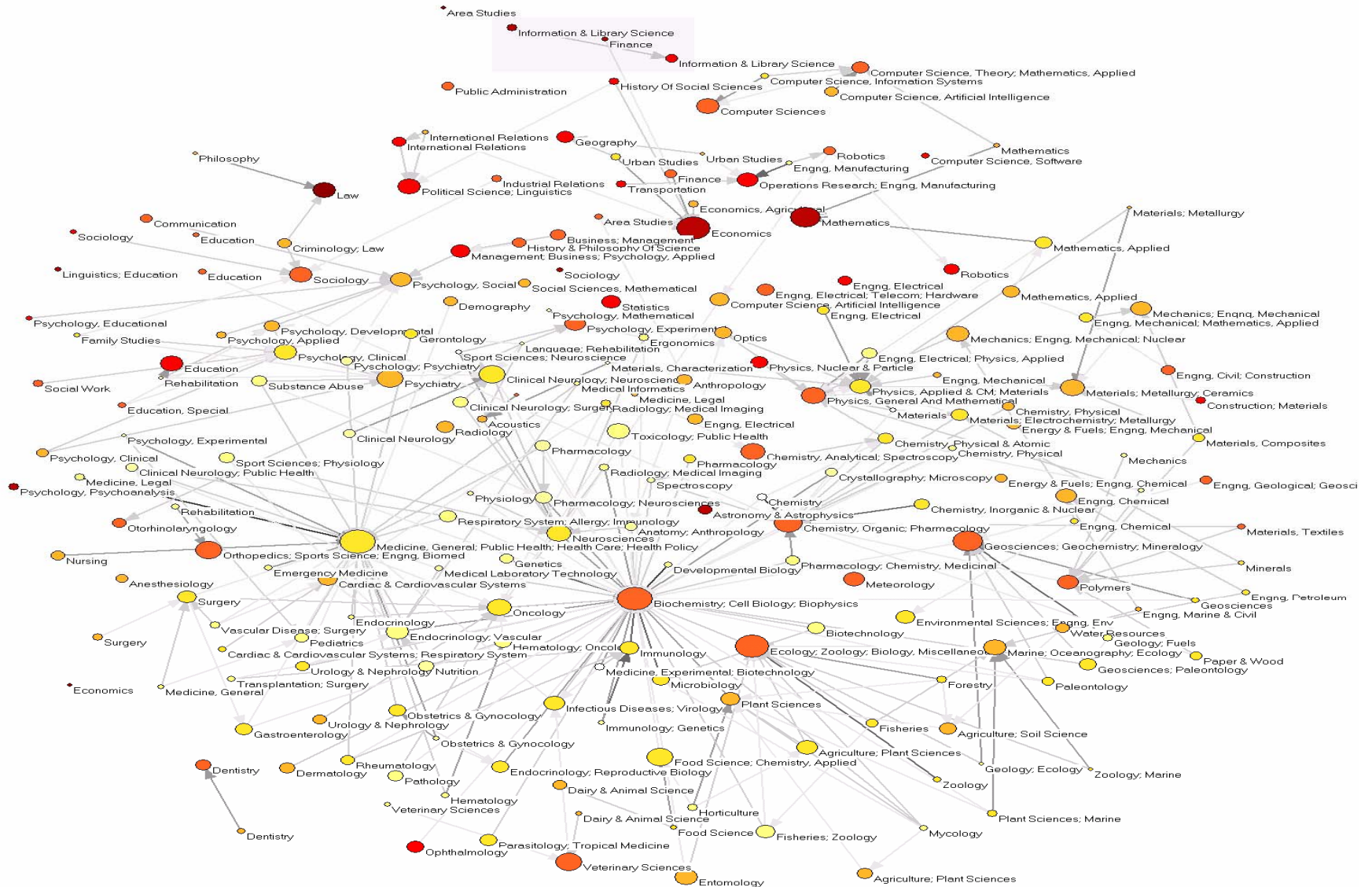
Inactives are online but don't yet participate in any form of social media.



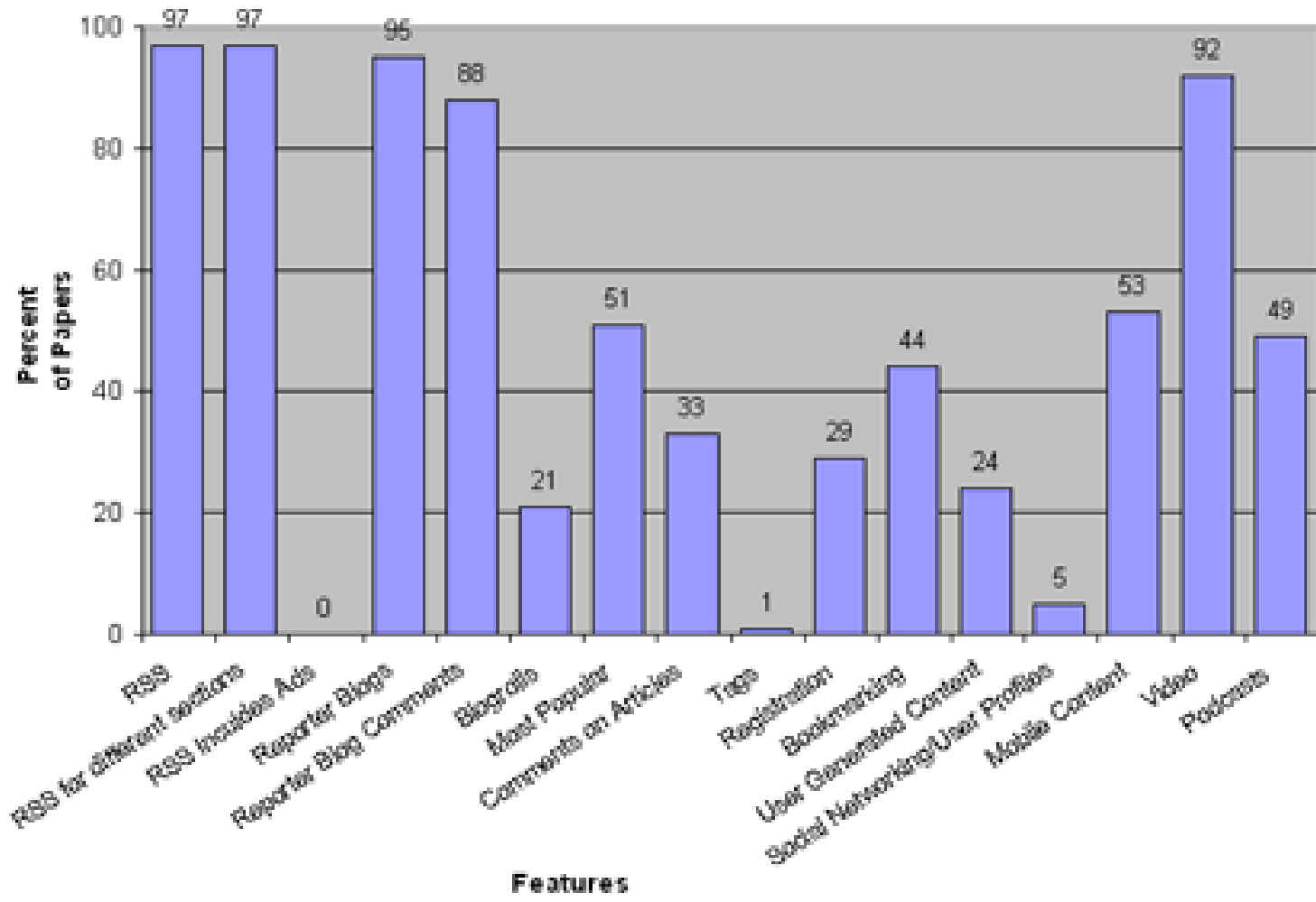
Data: Forrester Research

CHART BY ARNO GHELFI

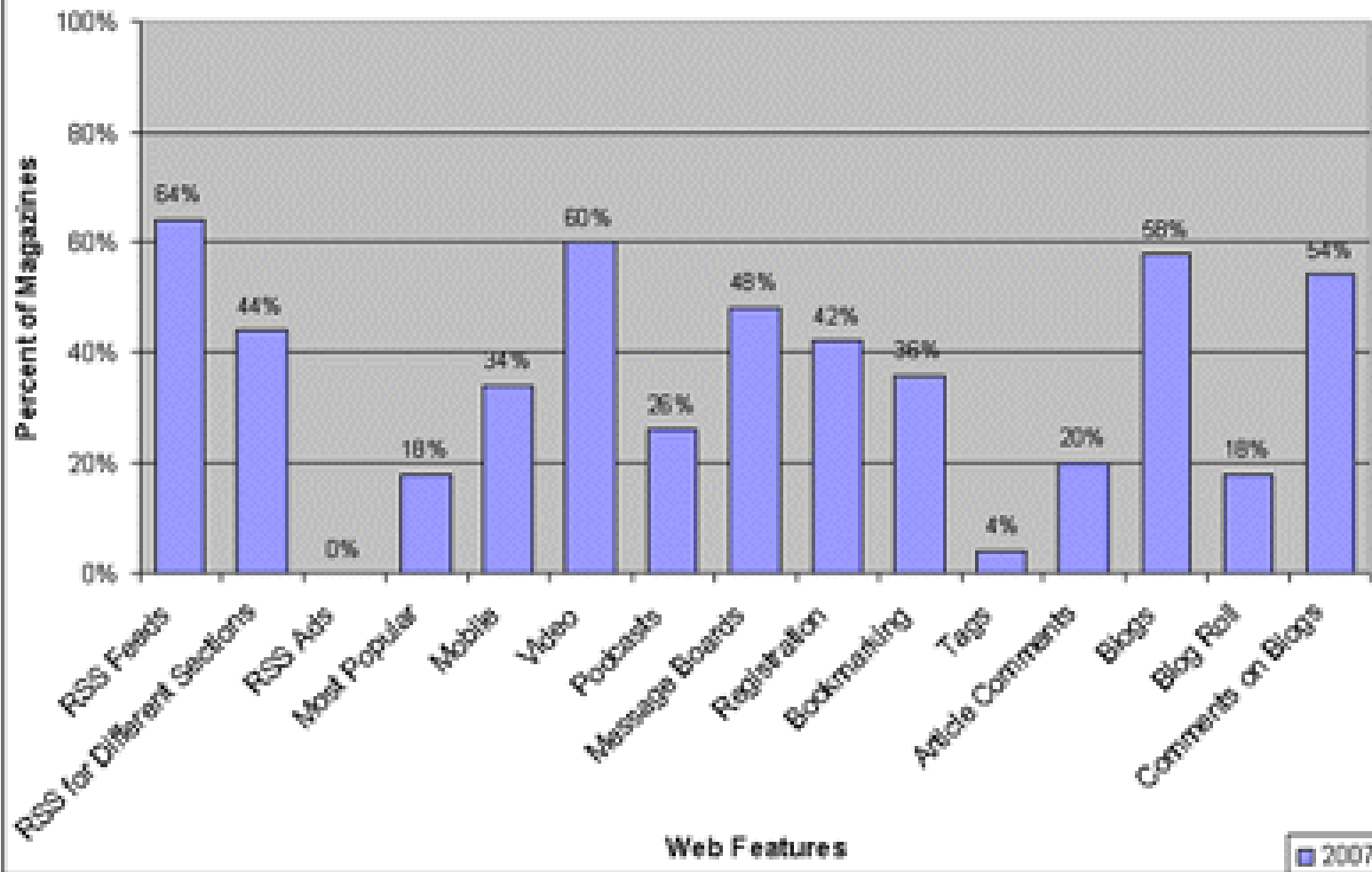
Scholars' Citations Go Social



Online Features of America's Top 100 Newspapers, 2007



Features of America's Top 50 Magazine Websites, 2007



myspace[®] a place for friends

VONAGE
vonage.ca

Premium Unlimited
\$39.99
/month

Unlimited local & long-distance throughout Canada & the U.S.
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Save now

Home | Browse | Search | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds

Cool New People

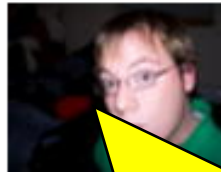
Virginia



Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

Remember my E-mail

LOGIN

SIGN UP!

[Forgot your password?](#)

- Blogs
- Browse
- Chat Rooms
- Classifieds
- Filmmakers
- Forums
- Groups



MySpace Music



Two Gallants

Indie
San Francisco, CA

Two Gallants bring us an infusion of body-knuckled punk energy to storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

» [Listen Now](#)

advertisement



Open an **ING DIRECT** Investment Savings Account.

START SAVING

MySpace Specials

Hennepin County Library's Blurbs

About me:

Library Search

Find books & more **go**

[add Hennepin County Library Catalog search to your My Space!](#)

26 libraries in suburbs of Hennepin County, MN.

Check out the [blog](#) on our [TeenLinks](#) website.

next good book you're going to read, share a book

Get sound advice.

us online 24/7.

county library

like to meet:

ers, Authors, Volunteers, Teens...

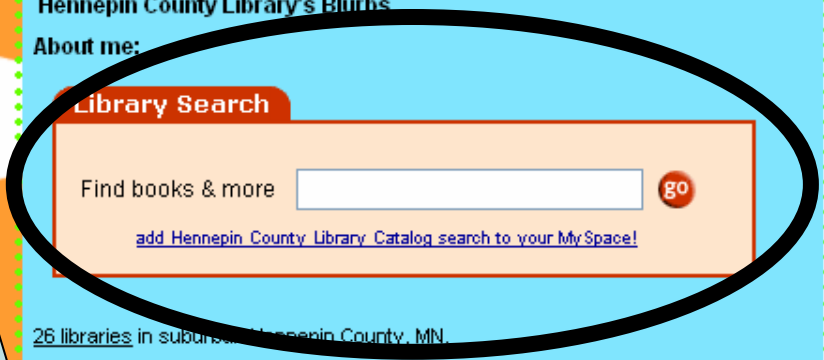
Hennepin County Library's Friend Space

county Library has 293 friends.

I can't take my eyes off you

..Steen..

Charbonneau



**Then integrate
3.0 resolvers
and
federated
search.**



A sustainable social network for life.

F8 Developer

95% of students in clients like U of Toronto, NCSU, Stanford, etc.

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

My Privacy



University of Phoenix



Study where you want.

View More Photos of
View All Zachary's Friends
Send Zachary a Message
Poke Him!

Friend Details edit

You are friends with Zachary.

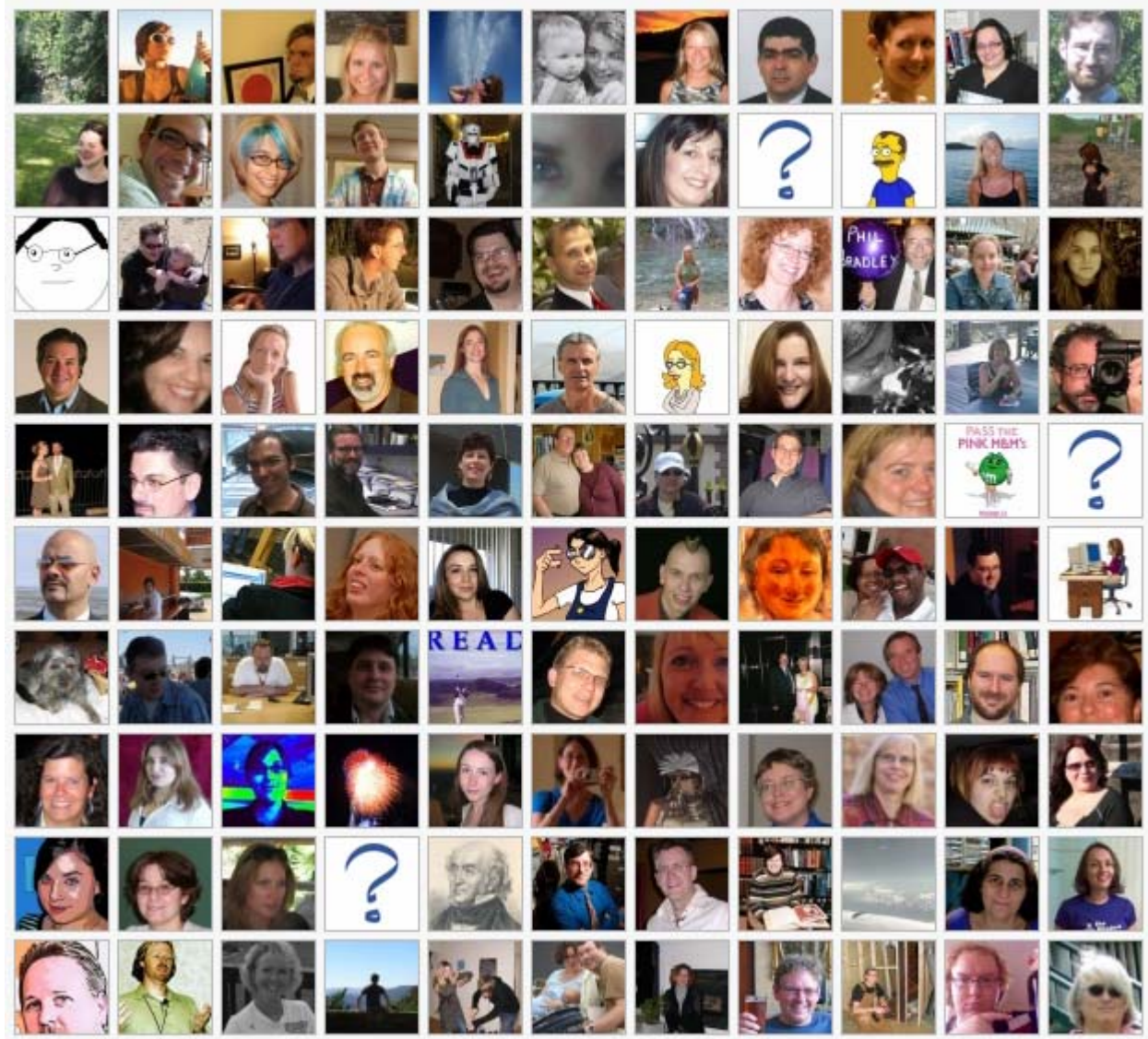
Mutual Friends

21 friends in common. See All



Personal Info

Political Views: Liberal
 Activities: Assistant Operator, Cinemas (I get... Coordinator for the Hockey Club est. 20... the model United Nations
 Interests: I have two hobbies that I collect rare photographs... I have Houdini locking his keys in his car... the rare picture of Norman Rockwell beating up a child. Also, I have a vast seashell collection that I keep



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

Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer

Address <http://www.facebook.com/group.php?gid=22449055>

Done

start iTunes Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 7:23 PM



Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Refresh Print Mail Stop Send To

Address <http://www.facebook.com/group.php?gid=2244905594> Go Links

Google G Go Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings


Search web... Favorites PC Health Form Fill Spaces

Facebook | Engineeri...

 Kyle: We do have access to such a database, it's called Proquest Dissertations and Theses - Full Text: <http://www.library.ualberta.ca/databases/databaseinfo/index.cfm?ID=168>. If it's a recent thesis, there's a good chance that it is available full-text on this db. Otherwise, there would be a paper copy of it held in the UA Libraries' system.


Let me know if you find it. - Randy

[Message](#) - [Report](#)

 **Kyle Sand** (Alberta) wrote at 5:28pm on February 22nd, 2007


Just had a question i hoped you could answer. Can we search any sort of thesis database? I'm trying to find one published at the U of A that was referenced in a paper.

[Message](#) - [Report](#)

 **Randy Reichardt** (Alberta) wrote at 11:46pm on February 13th, 2007

Steve, thanks for the note and the kind words. I'll relay your suggestion of a "librarian bat signal" to my colleagues, and we'll see if we can come up with something inventive! LOL! And thanks to you, Andrea, Jessica, and Leonard for being the first students to join our new group, your collective support is much appreciated! - Randy

[Message](#) - [Report](#)

 **Steve Lobo** (Alberta) wrote at 11:20pm on February 13th, 2007

Wow Randy! You are so amazing, I don't think I have this many ways to contact my parents and we live in

Internet

start iTunes Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 7:24 PM



Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://library20.ning.com/

Google G Go Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Search web... Favorites PC Health Form Fill Spaces

Ning sabram Create Your Own Social Network! Search Sign Out

Library 2.0

This network is for Library 2.0 Stuff

Main My Page Members Videos Photos For

Welcome:
Welcome to Libr
the Introductions

Pop-Up for Library 2.0

Welcome to the
your nickname

[Administrator login](#)

Go

Get your own chat at
[Chatcreator.com](#)

LibWorm Search

Submit

L2 Feeds via SuprGlu

More on ning and the library 2.0 network

[Bibliotek 2.0, in stockholm](#)

Microsatellite Libraries
Enrichment for four motifs include 100 sequences and primer design

Niche Market Social Strategies

Done Internet

start iTunes Library 2.0 - Microsof... Microsoft PowerPoint ... Search with Google 7:27 PM



TURN_AROUND WAVE JUMP SPIN JOY1 YES BLOW_KISS EGYPTIAN MACARENA KARATE KICK

URL: http://www.eastern.edu



EASTERN UNIVERSITY

ABOUT | ACADEMICS | ADM

Library :

- > [Library Catalogs](#)
- > [Books](#)
- > [Databases](#)
- > [Journals](#)
- > [Subject Guides](#)
- > [Interlibrary Loan](#)
- > [Services](#)
- > [Faculty Resources](#)
- > [Web Index](#)

> [Eastern University Home Page](#)

Tab Controls

Teleports VoiceChat Help

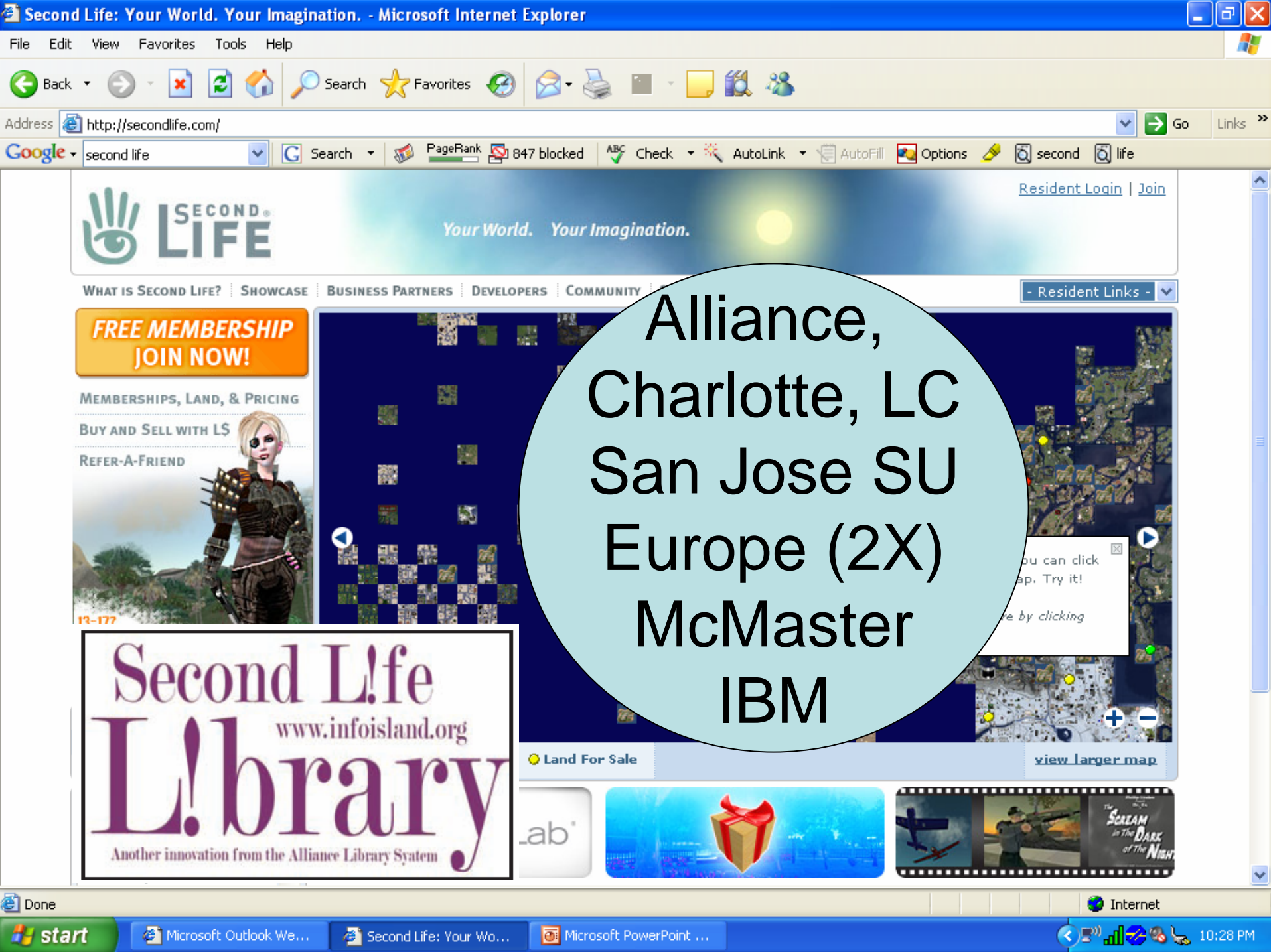
Worlds Contacts Telegrams

80 Worlds	1 User
VBI	1
!AWEDU!	0
^centre^	0

Immigration Officer: Welcome to the Activeworlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to support@activeworlds.com

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



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



Your World. Your Imagination.

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

**FREE MEMBERSHIP
JOIN NOW!**

MEMBERSHIPS, LAND, & PRICING
BUY AND SELL WITH LS
REFER-A-FRIEND



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

Land For Sale view larger map

ab

Second Life Library eBooks



9 storey Library
Law Library
Consumer Health Library
Medical Library
Teen Library
Public Library
Engineering Library
Science Fiction
Mystery Island Castle
ALA
Europe at double
Australia
SLA members
Education Islands
Amphitheatre



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

Me



ZACK MORTAL HOSTED A class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

Reading is virtually fundamental in SL

By **KATT KONGO**
Staff writer

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to treatment of mental illnesses, most would be surprised to learn that SL is now being used by an institution most think of as conventional — a library.

To be more exact, the Alliance Library System (ALS) is currently providing select services to the residents of SL. Initial services have, so far, consisted of book discussions and programs, such as one held Friday on the topic of "Getting Along with IT staff for Librarians and Educators."

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilize the programs, currently offered online to librarians and libraries, within SL. The two entities eventually hope to offer a plethora of library services.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization

provides services to 286 libraries and is partially funded by the state of Illinois.

She added that ALS is one of the most innovative organizations, technologically speaking, and their philosophy is to mine new technologies to spread the gospel of library usage. "Innovation equals risk, innovation equals growth," she stated.

Loni Bell, the ALS's director of innovation, read about SL in the blog of a librarian who was already a resident. She created an account, logged on with her avatar, Lorelei Junot, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle's [_blacklibrary](#), but thought that library services could be expanded. "Since there is web programming through OPAL, why not offer that in SL?" she said.

Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20

Pages
Attachments
Comments



Lucky Seven Landscapes

7. Future Landscape



Tough Love

Do we have the courage?



2.0 is about *play*



And play diffuses behavioural change - FAST



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



Learning 2.0





23 Things Learning 2.0

- *Week 1: Introduction*
- *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*



Learning 2.1
Technology Petting Zoos
Technology Scholars
5 Weeks to a Social Library
The Internet Can Change Your
Life
SirsiDynix Institute,
WebJunction, OPAL, etc.



Learning 2.1

- Helen Blowers latest PLCMC innovation
- [Learning 2.1: Explore... Discover... Play!](#) is the continuation of Learning 2.0
- Requested by staff very often. It is an ongoing list of 'things' with guest bloggers rotating and taking the helm each month as Learning Guides.
- There is a public [Learning 2.1 Ning network](#) as well as a Learning 2.1 Wiki.
- Check it out and feel free to join.
explorediscoverplay.blogspot.com - [mashing up 21st century skills with lifelong learning.](#) :)



5 Weeks to a Social Library

- <http://www.sociallibraries.com/course/week1>
- **Credit: Amanda Etches-Johnson, Meredith Farkas, et al and the entire 5 weeks team.**



180+ Things

- "If you are up for a challenge and would like to learn something NEW every day? Keep an eye on this fascinating Blog by a Reference Librarian located in Guam!
- Titled: [The Internet can change your life](#): 'a series of daily assignments designed to teach the newbie all the wonderful things the Internet has to offer'
- It's not too late to catch up...
- <http://rameyerguam.blogspot.com/>



Build a Petting Zoo

- Real devices: iPods, MP3 players, video, smart phones, texters, etc.
- Special PC's: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations
- Virtual worlds PC's



Play



Information 3.0

- 3.0? Check out the *weak signals...*
- Second Earth
- OpenCroquet
- Active Worlds
- Google and U AZ
- Facebook and Second Life
- Twine Semantic Web

We're looking too close



The Landscape Today

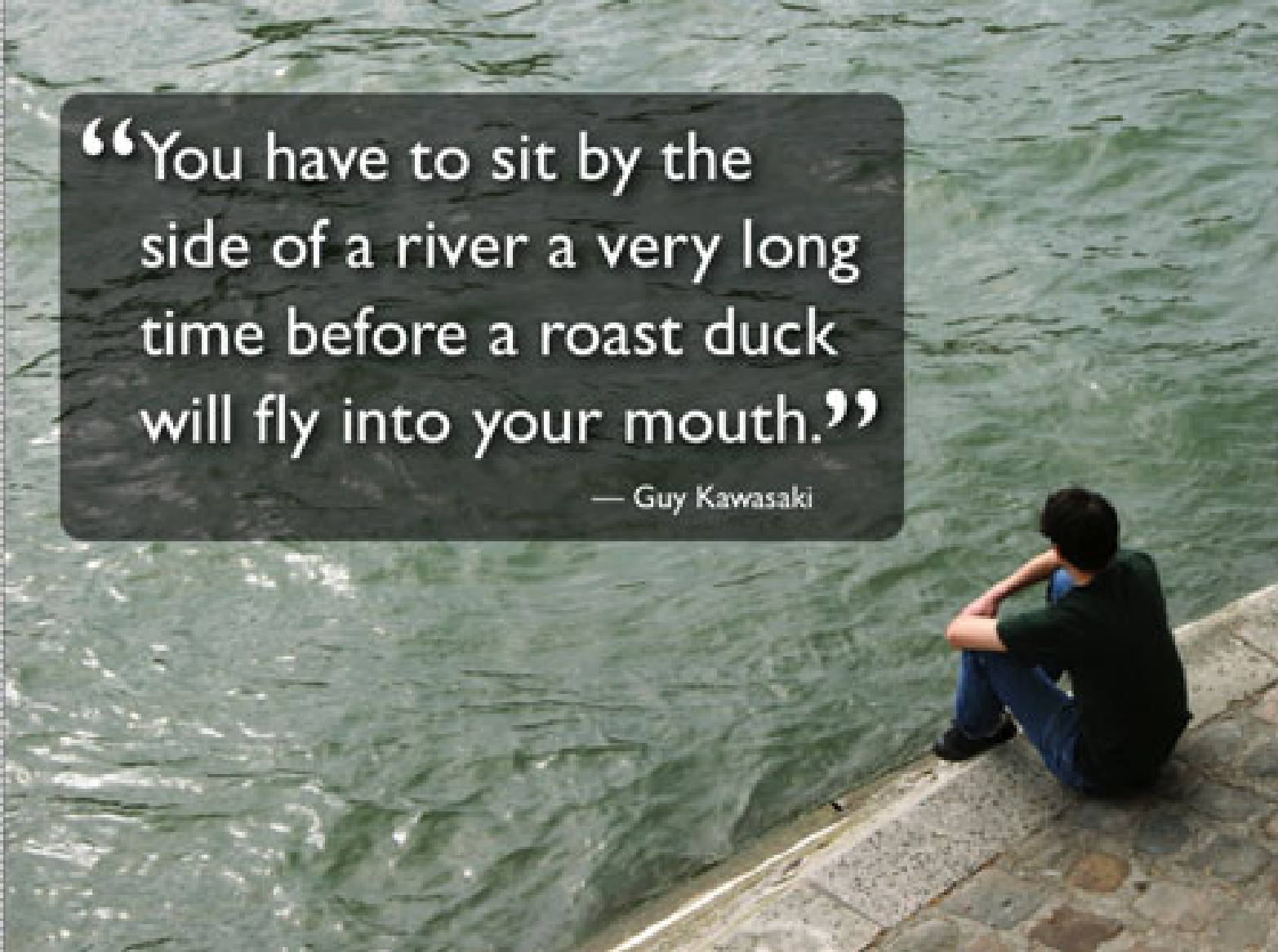


The Emerging Landscape





*Context is
King,
not Content.*



“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

Slides

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

<http://stephenslighthouse.sirsidynix.com>





Stephen Abram
Author, ALA Editions
President 2008, SLA
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute