The Social Library 2.0: The User as the Driving Force
Jan. 12, 2007: Council of Libraries
Bridgeport, CT

Stephen Abram
President-elect, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute
Stephen Abram
Some New Stuff Today

Not formally announced yet so please don’t blog it right away...
Key Concerns and Strategies

- E-Learning Support
- Organizing for Success
- Adding Competencies
- Changing User Behaviors
- Expanding Format Choices and Form factors
- Competition
Optical Illusions
Optical Illusions
The Future Ain’t What it Used to Be!

SHIFT HAPPENS
2000 Light Stopped
2001 Light Slowed to Bicycle Speed
2002 Light Sent into Future

The Time Machine
Jump-Start the Future.

December 2001

Mr. Time Machine transports you... back to the past
2003 Light Transported
2006 Light Goes Backwards

Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester
Forests and Trees

We get stuck here (implementation level)

Tree 2.0
The Big Picture

But this is what matters most
(meta level)

The right forest
Looking too close
The Landscape Today
The Emerging Landscape
Libraries core skill is not delivering *information*

Libraries improve the quality of the *question* and the *user experience*
Pew 2020 Predictions

- A low-cost global network will be thriving and creating new opportunities in a “flattening” world.

- Humans will remain in charge, even as more activity is automated and “smart agents” proliferate. However, a significant 42% of survey respondents were pessimistic about humanity’s ability to control the technology in the future. This significant majority agreed that dangers and dependencies will grow beyond our ability to stay in charge of technology, as indicated in the survey.

- Virtual reality will be compelling enough to enhance worker productivity and also spawn new addiction problems.

- Tech “refuseniks” will emerge as a cultural group characterized by their choice to live off the network. Some will do this as a way to limit information overload, while others will commit acts of violence and terror against technology-inspired change.

- People will wittingly and unwittingly disclose more about themselves, gaining some benefits in the process even as they lose some privacy.

- English will be a universal language of global communications, but other languages will not be displaced. Indeed, many felt other languages such as Mandarin, would grow in prominence.
Do you sometimes feel poor?
I ♥ my customers
IF TELEVISION'S A BABYSITTER, THE INTERNET'S A DRUNK LIBRARIAN WHO WON'T SHUT UP.
What is Social?

- Life is Social
- Learning is social
- Community and neighbourhoods are social
- Networks are social
- Libraries and schools are social
- Research is social (especially interdisciplinary)
- Creation is social
- Humanity is social
- Student and scholarly life is social
Is Magazine Content Social?

Web Features of America’s Top 50 Magazines

<table>
<thead>
<tr>
<th>Web Feature</th>
<th>Percent of Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS Feed</td>
<td>48%</td>
</tr>
<tr>
<td>RSS Feed Includes Ads</td>
<td></td>
</tr>
<tr>
<td>Mobile Version</td>
<td></td>
</tr>
<tr>
<td>Most Popular</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td></td>
</tr>
<tr>
<td>Podcast</td>
<td></td>
</tr>
<tr>
<td>Reporter Blogs</td>
<td></td>
</tr>
<tr>
<td>Blogroll (External Links)</td>
<td></td>
</tr>
<tr>
<td>Comments on Articles</td>
<td></td>
</tr>
<tr>
<td>Registration Required</td>
<td></td>
</tr>
<tr>
<td>Bookmarking</td>
<td></td>
</tr>
<tr>
<td>Message Boards</td>
<td></td>
</tr>
</tbody>
</table>

Percentages shown for each feature indicate the proportion of magazines offering these web features.
Is News Content Social?

Online Offerings of the Top 100 Newspapers

- RSS Feed for Different Sections: 76
- RSS Feed Includes Acts: 75
- RSS Feed Includes Most Popular: 0
- Video: 33
- Podcast: 61
- Chats: 31
- Reporter Blogs: 13
- Reporter Blog Comments: 80
- Blogroll/External Links: 67
- Comments on Articles: 24
- Registration Required: 19
- Bookmarking: 23
- Message Boards: 7
Are Scholars’ Citations Social?
Libraries are Social Institutions

We have a clear and valid interest in applications and environment that drive social experiences.
All that matters is...

- Community
- Learning
- Interaction

The user is not broken

Karen Schneider
Google & Kansas City
Social Drives Local

Google Maps

Yahoo! Local

MSN Search

Search for: starbucks

Near Me
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Focus on Their Needs
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Wikipedia, etc.
Hmmmm, The magic seems to be social!
WEB 2.0

- RSS – really simple syndication
- Wikis
- New Programming Tools: AJAX, API
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open access, Open Source, Open Content
- Screencasting
- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
- Federated Search and OpenURL
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del.icio.us
social bookmarking

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

» 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.

Tags to watch
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
## Tagging

<table>
<thead>
<tr>
<th>Links</th>
<th>Web Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General</strong></td>
<td></td>
</tr>
<tr>
<td>Bag of URLs</td>
<td>Blogmarks</td>
</tr>
<tr>
<td>Del-icio.us</td>
<td>Feed Me Links</td>
</tr>
<tr>
<td>Frassle</td>
<td>Linkfilter</td>
</tr>
<tr>
<td>Livemarks</td>
<td>Stumble Upon</td>
</tr>
<tr>
<td>Dude, Check This Out!</td>
<td></td>
</tr>
<tr>
<td>openIBM</td>
<td></td>
</tr>
<tr>
<td><strong>Scholarly</strong></td>
<td></td>
</tr>
<tr>
<td>Connotea</td>
<td></td>
</tr>
<tr>
<td>Unalog</td>
<td></td>
</tr>
<tr>
<td>CiteULike</td>
<td></td>
</tr>
</tbody>
</table>

Source: DLIB
Add hundreds of database suppliers (MS already has about 120.

Make it OpenURL compliant

Make it Browserless

Add a toolbar that behaves in a research way

Integrate e-commerce for articles, standards, etc.

Predict their needs through mining of Gmail, surfing, and behaviours

Personalize it and track your needs and add alerts …

Add for online discussions, communities of practice, group and individual blogs and connections through social networking software

Add virtual reference

Google Books

And then ally with Sun to build a new OS for wireless world…

Google Office
Suppose there’re 250,000 books . . . Or 25,000,000 in less than 5 years? How does that compare to your libraries?
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Get your texthead to nexthead
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- Instant Messaging and Virtual Reference
- Federated Search
- Socially Driven Content
- Social Bookmarking
What would **social** federated search look like?

- SRU, SRW, Speed, RSS, visualization, faceted results, OS compliance, relevance tuning, all content, etc.
- Grade 1, Grade 3, High School
- Beyond groups and clusters of content and users
- Beyond journals – books, gov’t docs, chapters, reports, lab notes, ...
- Beyond bounded collections
- Socially driven relevance, facets, visual display, tiled
- Personalized
- The default
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- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
Simple Collaboration

- MSN .NET Messenger
- AOL Internet Messenger
- ICQ
- Yahoo! Messenger
- Yahoo! IMvironments
- IRC
- Trillian, GAIM, MEEBO

Most now with voice, video, co-browsing...Can you?

90%+ of people from ages 15-25 have at least one IM account vs only 5% of over 30’s
IM: Instant Messaging

- Thomas Ford Memorial Library – 50%!
- Pennsylvania State University IM pilots now campus wide
- SirsiDynix Docutek VRLPlus K-12 experience in New Zealand

- Discover IM, JYBE, SMS and Skype
- Grow into Virtual Reference
- Collaborate on province-wide and national VR
It’s about Cooperating and Sharing

- Instant Messaging – by teams
- Virtual Reference
- Texting, MSN, AIM, IM
- Meebo
- Trillian
- GAIM
- etc.
WEB 2.0

- RSS – really simple syndication
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Reminder: 200,000-250,000 A DAY!
Reminder: 15 million daily users, and 30 billion page views a month
Library MySpace Sites

Hennepin County Library
http://www.myspace.com/hennepincountylibrary

Thomas Ford Memorial Library
http://www.myspace.com/thomasford

Public Library of Charlotte & Mecklenberg County
http://www.myspace.com/libraryloft

Brooklyn College Library
http://www.myspace.com/brooklyncollegelibrary

Lansing Public Library
http://www.myspace.com/lansingpubliclibrary

Morrisville College Libraries
http://www.myspace.com/morrisvillecollegelibrary

Westmount PL
http://www.myspace.com/westmontlibrary

Goshen PL
http://www.myspace.com/goshenpubliclibrary

University of Illinois Undergrad Library
http://www.myspace.com/undergradlibrary

Albany County PL
http://www.myspace.com/acplwy

UT Austin Library
http://www.myspace.com/utlibraries

Carnegie Library of Pittsburgh
http://www.myspace.com/clpteens
My Smarter Space
# Sydney Abram's Profile

**Humberside Collegiate Institute**

### Information

<table>
<thead>
<tr>
<th>Account Info</th>
<th>edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Sydney Abram</td>
</tr>
<tr>
<td>Network:</td>
<td>Humberside Collegiate Institute '06</td>
</tr>
<tr>
<td>Last Update:</td>
<td>May 13, 2006</td>
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<table>
<thead>
<tr>
<th>Basic Info</th>
<th>edit</th>
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<tbody>
<tr>
<td>Sex:</td>
<td>Female</td>
</tr>
<tr>
<td>Interested In:</td>
<td>Men</td>
</tr>
<tr>
<td>Birthday:</td>
<td>June 29, 1988</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact Info</th>
<th>edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email:</td>
<td><a href="mailto:syd.abram@gmail.com">syd.abram@gmail.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Personal Info</th>
<th>edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political Views:</td>
<td>Other</td>
</tr>
<tr>
<td>Activities:</td>
<td>U of T Gymnastics</td>
</tr>
<tr>
<td>Interests:</td>
<td>I'm interested in mostly glorigous things..</td>
</tr>
<tr>
<td>Favorite Music:</td>
<td>the good kind</td>
</tr>
<tr>
<td>Favorite TV Shows:</td>
<td>the funny ones../freaks and geeks, the office, family guy, arrested development, scrubs.. etc</td>
</tr>
<tr>
<td>Favorite Movies:</td>
<td>June Bug...just to be different</td>
</tr>
<tr>
<td>Favorite Books:</td>
<td>ofcourse the embarrassing ones.. The Alchemist, Of Mice and Men, ghostWorld, Sin City (any volume), Saine Difference, Summer Blonde</td>
</tr>
<tr>
<td>Favorite Quotes:</td>
<td><em>that's..my life story</em></td>
</tr>
<tr>
<td>About Me:</td>
<td>(insert..bonigo solo)</td>
</tr>
</tbody>
</table>

### Photos

You have 5 albums.

**Humberside Collegiate Institute Friends**

- 41 friends at Humberside Collegiate Institute
  - See All

**University of Phoenix**

- Study where you want.
95% of students in clients like U of Toronto, NCSU, Stanford, etc.

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

A sustainable social network for life.
Alliance, Charlotte, Harvard
Teen SL Library services meeting, Sun 5/7/06
Second Life Library eBooks
Reading Room
Linden Lab is temporarily postponing the release of 1.9.1. They will continue to release updated versions of 1.9.1 on the preview grid for testing. They will still be bringing the grid down for some hardware and server side code upgrades. These changes will occur between tomorrow from 6am to noon SLT.

Perspectives........Page 4  
The Line................Page 5  
Comics................Page 7  
Entertainment........Page 7  
Photo Contest.........Page 8  
Fashion..............Pages 11-12  
Art....................Page 16  
Sports................Page 16

Go to our website at www.metaversemessenger.com to participate in our online poll.

This week's question: "Should Linden Lab sell Linden dollars?"

Look for the results from last week's poll on Page 4.

Volume 1, No.39
Second Life
The Metaverse Messenger
Sido (169, 195)
Reading is virtually fundamental in SL

Second Life

www.infoisland.org

Another innovation from the Alliance Library System

services to 285 libraries and is funded by the state of

added that ALS is one of the orative organizations, techni-

ally speaking, and their phi-
is to mine new technologies

the gospel of library usage.
ion equas risk, innovation

crowth,” she stated.

Ball, the ALS’s director of

read about SL in the blog

man who was already a res-

created an account, logged

as avatar, Loralee Annot, and

ulsion of almost 200,000.

found that SL had a few

such as Wandering Yaffle’s

bary, but thought that

AL’s, 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
platform 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 giv-
ing background information about

the ALS, Pope said the organization

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 coun-
try 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 afford-
ed by SL.

Ball concurred, saying, “The
response has been enthusiastic.
People are volunteering and doing a

See BOOK, Page 20
Croquet is...

...a new open source software platform for creating deeply collaborative multi-user online applications. It features a network architecture that supports communication, collaboration, resource sharing, and synchronous computation among multiple users. Using Croquet, software developers can create powerful and highly collaborative multi-user 3D and 2D applications and simulations.
Library 2.0 = (books 'n stuff + people + radical trust) x participation

Darlene Fichter, 2006
Evolution of Reference and the Scholarly Experience

- Sustainability
- Del.icio.us
- Wikis
- Tagging
- IM and VR
- Organization
- Capacity
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
- 239.50
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

The Long Tail of QUESTIONS

as questions become more difficult, where do you go for answers?

# of questions

ask Google

ask a person

difficulty
WIKIS
WEB 2.0
RSS FEEDS
STREAMING MEDIA
GAMING
SOCIAL FOLKSONOMIES
JAVA AND MASHUPS
PODCASTS
NEWSPAPERS
Yes – They are different, period.
# MILLENNIAL CHARACTERISTICS

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

Credit: Richard Sweeney, NJIT
Usability

The A frame adopted from newspaper layout does not work.
Heat Maps are created by tracking user eye movements and summarizing the records for user groups. Here, the eye movements of elementary school students were tracked and recorded resulting in a Heat Map that clearly shows the students focus on the navigation options in the top left, the main feature panel in the center of the page, and the search box in the center top. This actual webpage can be seen by clicking here.

Heat Maps help SirsiDynix understand how to layout pages.
Earth Science Room: The Amazing Sun

- corona - the sun's atmosphere
- chromosphere
- photosphere - the light-producing layer
- core - where the nuclear fusion of helium and hydrogen takes place
- sunspot - dark patch that makes cooler gases

Expanding a new learning portal for the K12 community

SchoolRooms™ by SirsDynix is a new online portal that encourages K-12 students to explore, discover, and learn anywhere, anytime.

Designed to meet students' needs and 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):

- Explore
- Learn

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 BCW.

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
Check It Out

My America
Poetry is fun and even better when you can learn more about the United States and its regions by reading the poetry in this book! Included are fun facts, colored maps and pictures while you travel through each state.

- What's a Poem?
- Poetry Ideas!
- Giggle Poetry

The US and its Neighbors
Check It Out

Hubble Space Telescope

The Hubble Space telescope orbits (circles) the Earth at a height of about 600 kilometers (375 miles). Since it was launched in 1990, astronomers have used it to collect information that helps them work out the age of the universe and how fast it is expanding. (Text taken from the Hutchinson Children's Encyclopedia © Research Machines, plc 2005.)

- Hubble Telescope
- Expanding Universe
- Edwin Hubble

The Amazing Sun - Our Star
Everything’s getting smaller
Librarian 2.0

plays
What do you want to do with your life?

I want to do this

215,920 people in 4,879 cities are doing 331,085 things including...

learn to skateboard   finish my masters degree   download the new episode of 24   go to Greece   smoothcharliebrown wants to attend a Soccer World Cup game   learn french   Drop a dress size (or two!)   Clean my room and maintain it   dye my hair blonde   find the meaning of life   have my own garden   be more creative   google myself   yesterdayhigh wants to do something small to make everyday worthwhile   Become more focused   play Mario Brothers 3   download msn plus   make an ATC each day   Have friends everywhere   learn to trust   take dance lessons   Organize and Systematize all of my digital data   make people understand that declawing a cat is a painful unnecessary surgery and there are better ways to deal with cat's scratching   talk to a stranger   read The Lion The Witch and the Wardrobe   stop biting my nails   organize my life better   practice on my bass more   learn Gaelic   tekeeo wants to do better in ic and english   find a new job   think and grow rich   become a better public speaker   stop screwing around on the internet   learn english   lose 50 pounds   GET MY GRAD SCHOOL APPLICATIONS TOGETHER!!!   lose 20 pounds and keep it off   meet johnny depp   stop dying 65   stop exercising more   whatautiwants to file you are that
Two Key Interventions
23 Learning 2.0 Things

- **Week 1: Introduction** (official start of week August 7th)
- **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**
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
We librarians must learn that when we study something to death, *Death was not our original goal.*
CHANGED PRIORITIES AHEAD
The power of libraries
LEAD
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