Technology Watch: What's New, What's Coming, and What You Need to Know

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Going Green Slides

- These PPT slides will be at my blog:
  - Stephen’s Lighthouse
    - http://stephenslighthouse.sirsidynix.com
  - Or give me a USB drive and I’ll give you a copy.
What’s New (or new enough)?

- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Infinite fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
What does Sustainability Mean?
What Does Boundarylessness mean?
What Commitment Does It Take?
The world is going to change with or without you...

Get ready!
CHANGED PRIORITIES AHEAD
Let’s Look At the Supposed Limits to the Future
Happily, There Are None.
Or, sadly, there are a lot.

- National Debt and National Borrowing
- Sub-prime Mortgage Crises
- Gold Prices
- Oil Prices
- War and Famine
- Ignorance and Prejudice
- Globalization
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Techolust
• When something needs to change…

• Do it.

• Take responsibility
Library culture of poverty, victimization, risk aversion, and passive resistance
WORRY TANK

What if it all blows up in our face?

What if it doesn't work?

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

What if someone sues?

What happens ten years down the line?

THEN WHAT?
How Can Libraries and Information Have No Borders?
Becoming More Open to a Global Reality
Do Your Members Know Your WHOLE Library’s Offerings?
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
Being More Open to Comment
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

LibraryThing BETA

amazon.com

MySpace Books
Being More Open to Criticism and Feedback
Being More Open to Recommendations
Being More Open to Change
50 Reasons Not To Change

- I'm not sure my boss would like it.
- It's too expensive.
- We'll catch flak for that.
- That's someone else's responsibility.
- It won't fly.
- We've always done it this way.
- It's too complicated.
- We don't have consensus yet.
- We're doing OK as it is.
- We don't have the staff.
- We tried that before.
- It can't be done.
- It's not my job.
- It needs more thought.
- Another department tried that.
- They're too entrenched.
- We're waiting for guidance on that.
- It won't work in this department.
- It's not our problem.
- Maybe. Maybe not.
- We've never done that before.
- It needs committee study.
- There's no clear mandate.
- It will never fly upstairs.
- ¡Nunca pasará! It's too visionary.
Change?
Focus?
Focus
something happening. I need to feel free from the things I can't live my life as I understand. I need to feel free. focus
Being Open to Lifelong Learning
Build a Sandbox
Your Career Has Seasons
Building HR Capacity in Libraries

- 23 Things
- Learning 2.0
- Learning 2.1
- 5 Weeks to a Social Library
- The Internet Can Change Your Life
Being More Open
Experimentation, Pilots and Innovation
Be More Open to New Paths
Be More Open to the Users’ Paths
Social Graph Platform Wars

- YouTube
- Google / Open Social ("The Empire"?, "Coalition of The Willing")
- Bebo
- Facebook ("Rebel Alliance"?)
- RockYou
- MySpace ("Clone Army"?)
- Photobucket
- Gmail
- iGoogle
- LinkedIn
- Hi5
- Friendster
- Orkut
- Flixster
- Slide
t
- iLike
- Gigya
- ClearSpring
- SocialMedia
- Widgetbox
- Widgets

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

Platform Wars insanity: Dave McClure, 12/12/07
Being More Open to Social Networks, Content, Access and …
Social Systems

me.

LINKED IN

TWITTER

DELI.CIOUS

BLOG

FACEBOOK

SLIDEShare

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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.)

Spring 2007
### What people are doing

- **Creatives publish**
  - Web pages, write blogs, upload videos to sites like YouTube.
  - Young Teens: 34%, Youth: 37%, Generation Y: 30%, Generation X: 19%, Young Boomers: 12%, Older Boomers: 7%, Seniors: 5%

- **Critics comment on**
  - Blogs and post ratings and reviews.
  - Young Teens: 24%, Youth: 37%, Generation Y: 34%, Generation X: 25%, Young Boomers: 18%, Older Boomers: 15%, Seniors: 11%

- **Collectors use**
  - Really Simple Syndication (RSS) and tag Web pages to gather information.
  - Young Teens: 11%, Youth: 16%, Generation Y: 18%, Generation X: 16%, Young Boomers: 15%, Older Boomers: 16%, Seniors: 11%

- **Joiners use**
  - Social networking sites.
  - Young Teens: 51%, Youth: 70%, Generation Y: 57%, Generation X: 29%, Young Boomers: 15%, Older Boomers: 8%, Seniors: 6%

- **Spectators read**
  - Blogs, watch peer-generated videos, and listen to podcasts.
  - Young Teens: 49%, Youth: 59%, Generation Y: 54%, Generation X: 41%, Young Boomers: 31%, Older Boomers: 26%, Seniors: 19%

- **Inactives are**
  - Online but don’t yet participate in any form of social media.
  - Young Teens: 34%, Youth: 17%, Generation Y: 21%, Generation X: 42%, Young Boomers: 54%, Older Boomers: 61%, Seniors: 70%

### Who participates (U.S. online users)

Data: Forrester Research
The Sharing Economy
Being More Flexible
Being More Open to Risk
Being Open to a Mosaic of Solutions
Being Open to Ambiguity
I've got my tinfoil hat on.
Be More Open to Technology and Unintended Consequences
Will Reading Matter?
Your Five Year Plan?

Who Are You Targeting?
Results and Impact
Don’t be a Format Bigot
This is normal
Device Agnostic & DRM Wars
Everything’s getting smaller
Mainly Mobile Focus
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
EXCUSES
Turning Excuses in Reasons

And Reasons into Plans
Remove the Borders Inside Libraries

Be the Change We Want to See
Remove the Borders In the Library Community

Be the Change We Want to See.
Remove the Borders Between Libraries and Users

Be the Change We Want to See.
Be The Change We Want to See

Remove the Borders Between Libraries and Influencers
Caring About Our Culture
Be Inspirational
Be Important

EXPENDABILITY

KIRK, SPOCK, MCCOY, AND ENSIGN RICKY ARE BEAMING DOWN TO THE PLANET. GUESS WHO'S NOT COMING BACK.
Put Your Meat In The Game
Know What Makes Us Different
Find Our Voice and Using It
Be More Open to New Users
## Millennial Characteristics

<table>
<thead>
<tr>
<th>Millennial Characteristics</th>
<th>Principle / Values</th>
<th>Optimistic / Positive</th>
<th>Balanced Lives</th>
<th>Collaborative</th>
<th>Independent</th>
<th>Multi-taskers</th>
<th>Healthy Lifestyle</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>More Friends</td>
<td>Internet Natives</td>
<td>Adaptive / Flexible</td>
<td>Nomadic</td>
<td>Confident</td>
<td>Inclusive</td>
<td>Family Oriented</td>
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<tr>
<td></td>
<td>Respect</td>
<td>More Diverse</td>
<td>Civic Minded</td>
<td>Gamers</td>
<td>Direct</td>
<td>Patriotic</td>
<td>Graphical</td>
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<tr>
<td></td>
<td>Intelligence</td>
<td>Format Agnostic</td>
<td>High Expectations</td>
<td>Experiential</td>
<td>More Liberal and more conservative</td>
<td>Entrepreneurial</td>
<td>Achievement Oriented</td>
</tr>
</tbody>
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Credit: Richard Sweeney, NJIT
METABOLISM

The slower it gets, the faster it catches up with you.
Be More Open to New Paths
Be More Open to the Users’ Paths
Being Open to Standing Out
Have Some Fun
Context is King, not Content.
We librarians must learn that when we study something to death, *Death was not our original goal.*
“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
Honest to G*d – Have Fun
Be The Change You Want To See
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