



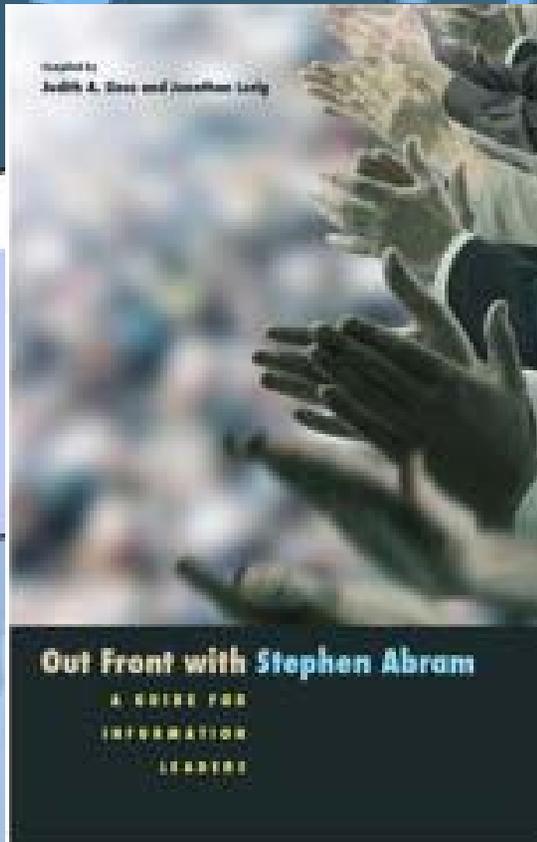
Social Libraries and Librarians: Collaboration Cooperation Sharing Storytelling Networking



August 27, 2007

Stephen Abram

**Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute**



Stephen Abram



Slides

- These PPT slides will be at:
- Stephen's Lighthouse
- <http://stephenslighthouse.sirsidynix.com>
- Or give me a USB drive and I'll give you a copy.

Trends

- US National debt
- \$4 gallon gas
- Generations
- Mergers (Reuters, Dow Jones, Gale, MS Yahoo!?, etc.)
- Multi-type Consortia (examples)
- New standards (XML, JSR168, etc.)
- Portalization
- List vs. Visualization
- New competition – Google, MS, Yahoo, Ask, etc.
- User behaviour changes



Pew 2020 Predictions

- A low-cost global network will be thriving and creating new opportunities in a “flattening” world.
- Humans will remain in charge of technology, even as more activity is automated and “smart agents” proliferate. However, a significant 42% of survey respondents were pessimistic about humans’ 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. This was one of the major surprises 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 benign 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.



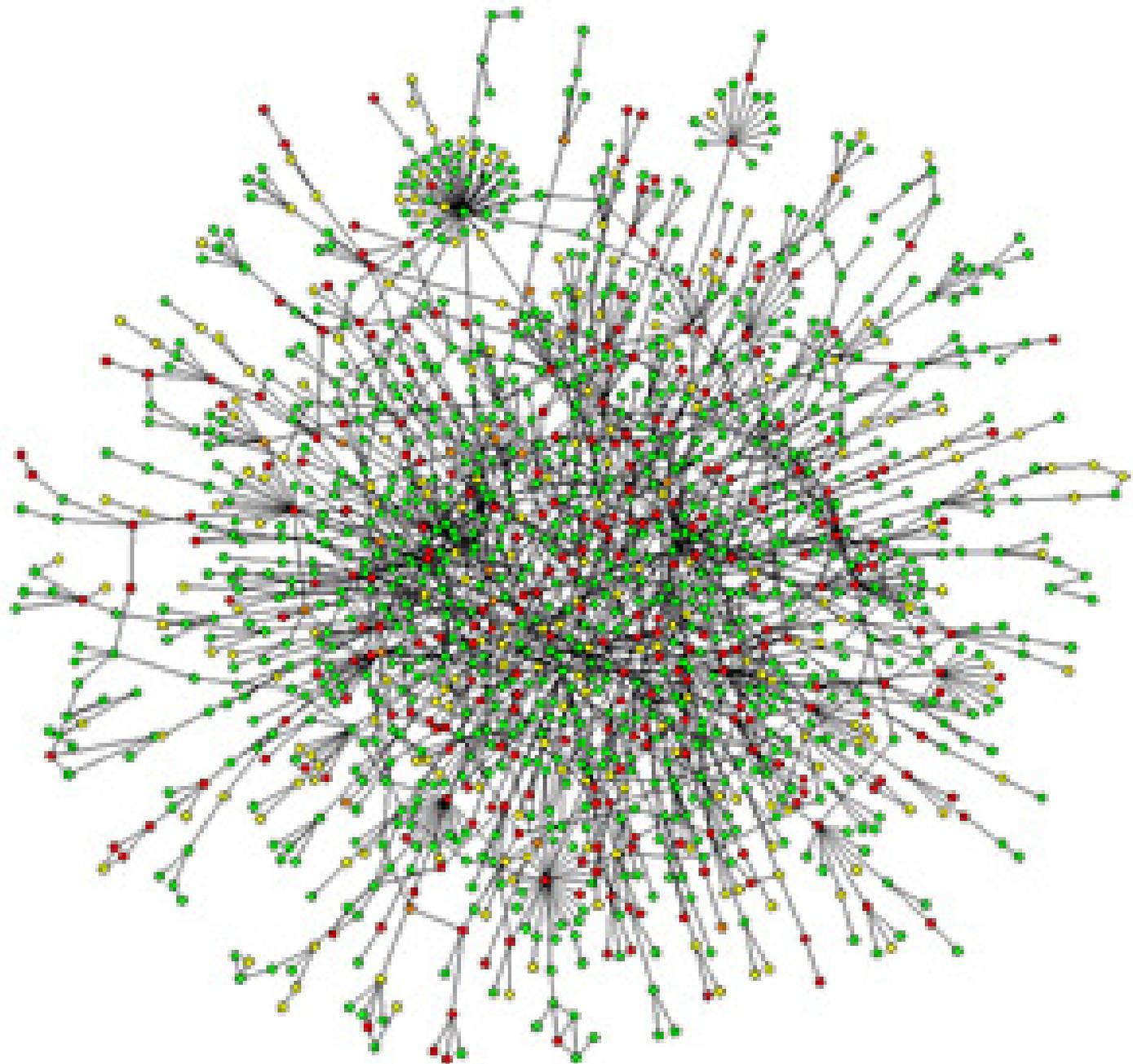
Prediction from Peter Kaufman

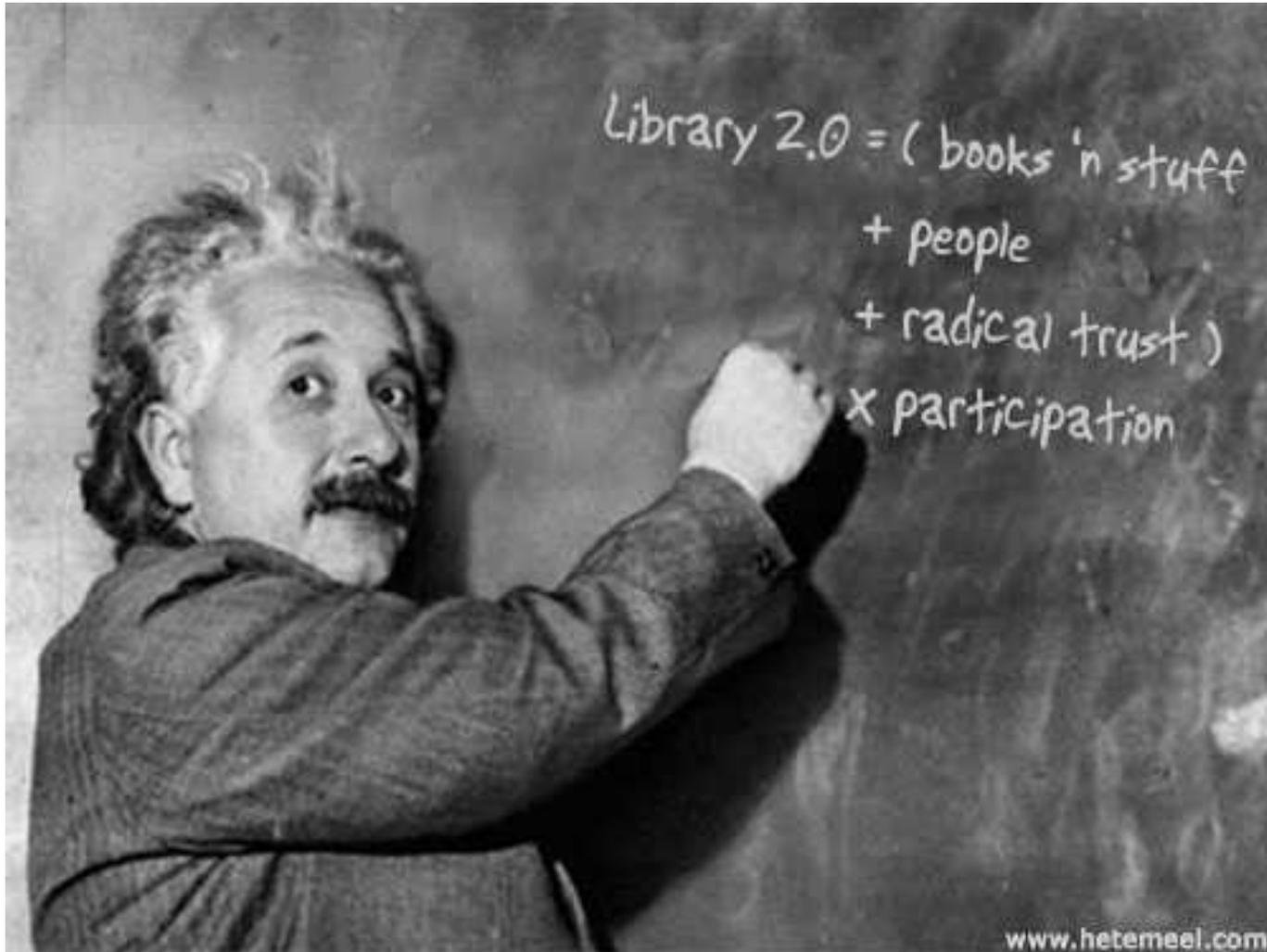
- Over the next 13 years an iPod or a device its size will be able to hold:
- a year's worth of video (8,760 hours) by 2012 (5 years from now)
- ALL the commercial music ever created by 2015 (8 years), and
- ALL the content ever created (in all media) by 2020 (13 years).
- We are now in an Internet phase of large informational hubs on the web, massive aggregations of content and services. It is quite a centralized environment. It will be interesting to see how patterns of use change as devices evolve as Peter discusses. At some stage in the near future, I assume, we will be shipping large amounts of content around to people on small devices. We could give people their own library, which synchs up from time to time with various services?



Why Libraries and KM

- Our *real* goals:
- Our enterprise mission and vision
- Cultural preservation and use/re-use
- Learning
- Scholarship, R&D
- Community
- Decisions and action /policy
- Discovery, Creativity, Invention
- Innovation
- A FUTURE orientation based on respecting the past.







Knowledge Ecologies

*You can't manage knowledge . . .
nobody can.*

What you can do is to manage the environment in which knowledge can be created, discovered, captured, shared, distilled, validated, transferred, adopted, adapted and applied.

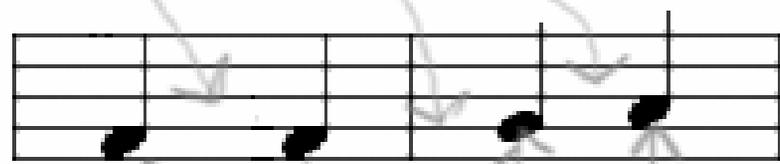


Snowden's 3 Rules

- 1. Knowledge will only ever be volunteered it can not be conscripted.***
- 2. We only know what we know when we need to know it.***
- 3. We always know more than we can tell and we will always tell more than we can write down."***



this



...is as important as this



pp

Red. * Red. *

This system contains the first two staves of music. The upper staff begins with a piano (*pp*) dynamic marking. The lower staff includes two dynamic markings: *Red.* and ** Red. **.

Red. *

This system contains the next two staves of music. The lower staff includes two dynamic markings: *Red.* and ***.

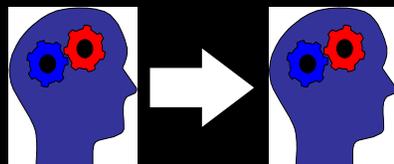
1. 2.

Red. * *Red.* *

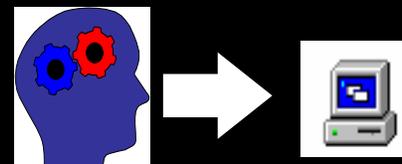
This system contains the final two staves of music. The first staff has two first endings labeled '1.' and '2.'. The lower staff includes four dynamic markings: *Red.*, ***, *Red.*, and ***.

Knowledge Transfer Processes

Tacit

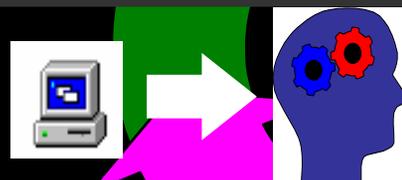


Socialization:
Water cooler,
Conferences

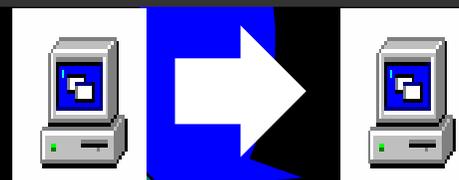


Capture:
Write a
report

From



Internalization:
Form opinion
of a report



Dissemination:
Contribute to
a repository

Explicit

Tacit

To

Explicit



Taking The Knowledge Positioning

Data >>> Information >>> Knowledge >

- Apply standards
- Tangible Representations of Data
- Learning
- Knowing
- Filtering
- Evaluating
- Balancing

Knowledge is not the path to:





Taking The Knowledge Positioning

Data Information Knowledge *Behaviour*

====>

=====>

=====>

=====>

- Apply
- Standards
- Store & Move

- Display
- Chart
- Graph
- Publish
- Picture
- Format

- Knowing
- Learning
- Filtering
- Evaluating

Gerunds

- Do
- Decide
- Choose
- Apply
- Enact

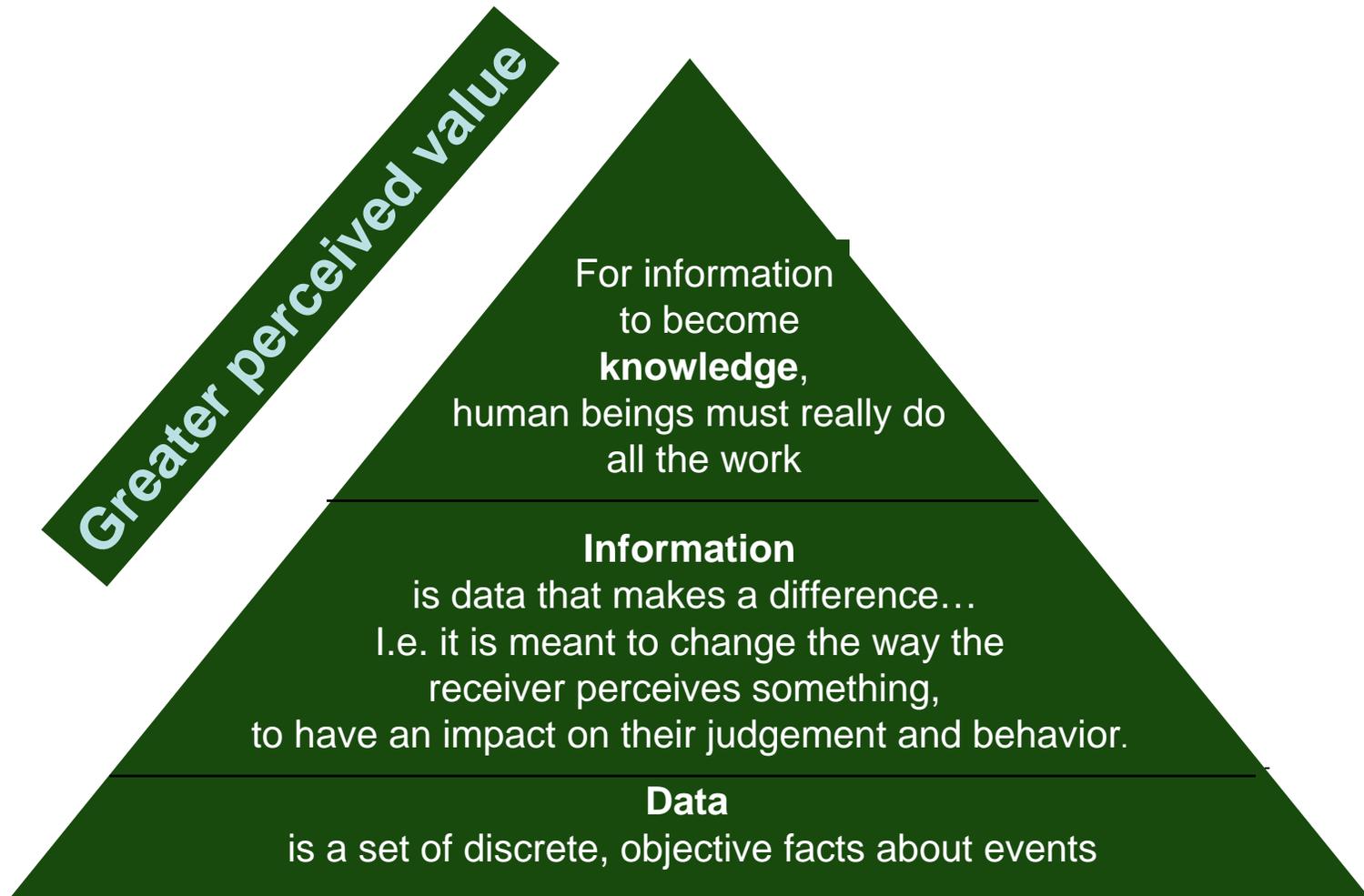
Action Verbs



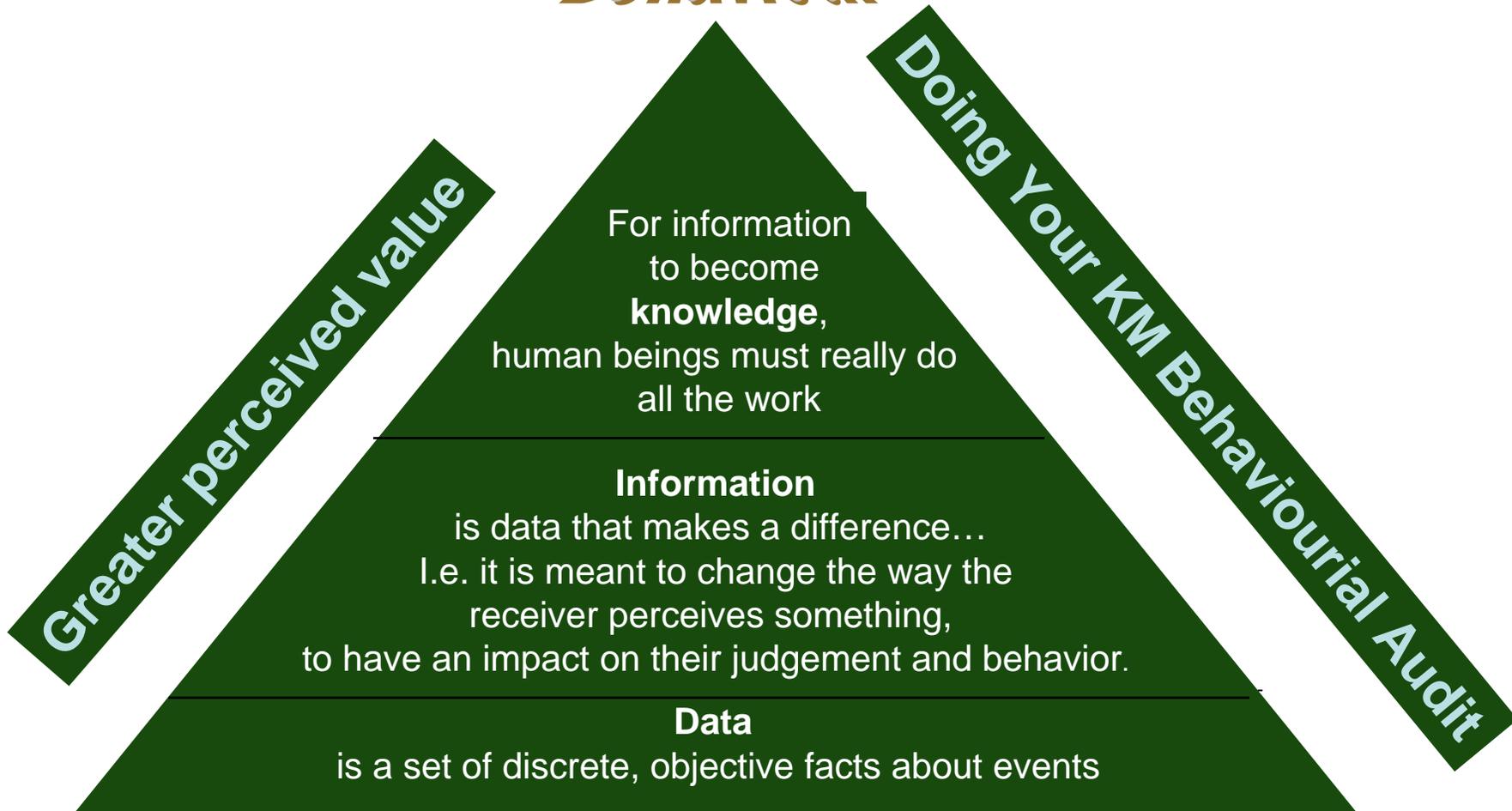
KM is the path to:

- ***Behaviour***
- Decisions that result in action, even if that action is non-action
- Key success factors are intelligent, informed and impactful results
- Has value in proportion to its results in the context of the individual or social organization

Becoming Knowledge



Behaviour



Positioning Libraries



Transformational Process

- Data
- Information
- Knowledge
- Behaviour
- Norm
- Form
- Transform
- Perform





Information Engagement Levels

Simulate/Live

Present/Teach

Argue/Defend

Act on/ Discuss

Content

Read/View

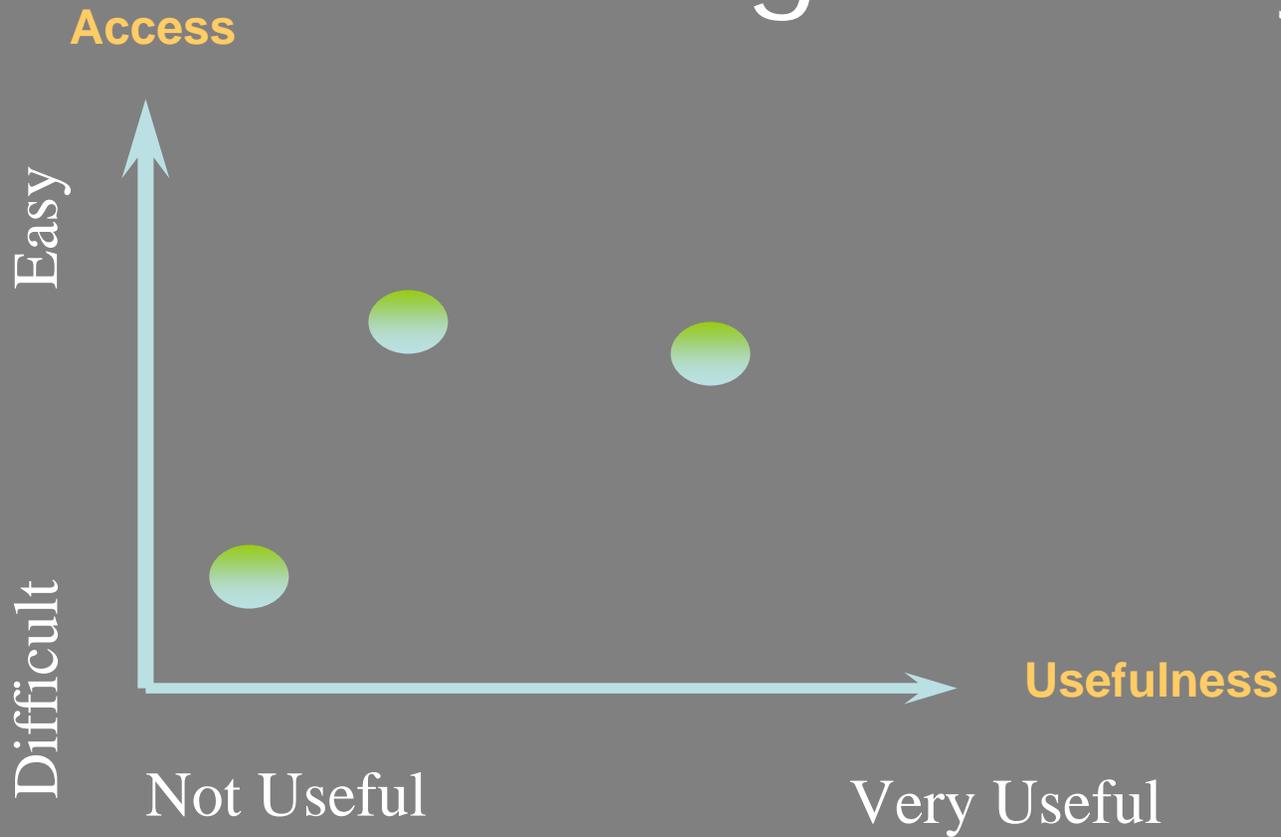
Source

Situation

Dr. Thomas Davenport

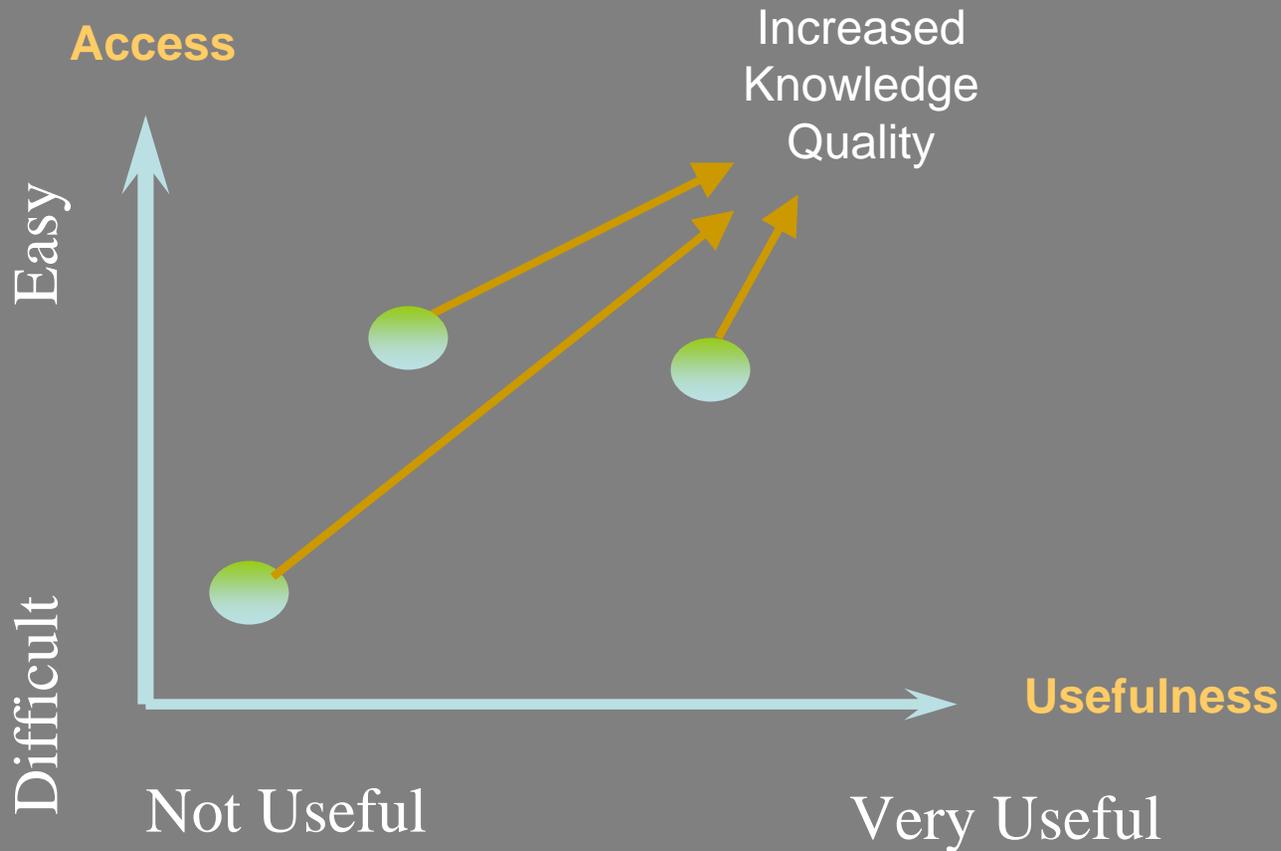


Knowledge Quality





Knowledge Quality





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.



Personality and Searching

- “Five personality dimensions and their influence on information behaviour”
- Jannica Heinström, Abo Akademi University, Finland (Oct. 2003)
- <http://informationr.net/ir/9-1/paper165.html>
- Central Question: “How does personality influence searching behaviour?”

Personality and Searching

| Dimension | High Level | Low Level |
|-------------------|----------------------------|---------------------------|
| Neuroticism | Sensitive, Nervous | Secure, confident |
| Extraversion | Outgoing, energetic | Shy, withdrawn |
| Openness | Inventive, curious | Cautious, conservative |
| Agreeableness | Friendly, compassionate | Competitive, outspoken |
| Conscientiousness | Efficient, organized | Easy-going, careless |



Sample Conclusions

- Extraversion was related to informal information retrieval as well as preference for thought provoking documents over documents which confirmed previous ideas.



Sample Conclusions

- Openness to experience was related to broad information seeking, incidental information acquisition, critical information judgement, preference of thought provoking documents instead of documents which confirmed previous results. Conservativeness was related to problems with relevance judgement and preference for confirming documents.



Sample Conclusions

- Competitiveness was related to lack of time being a barrier to information retrieval, problems with relevance judgement and competence in critical analysis of information. *Low levels of agreeableness forms a base for skeptical and critical thinking.*



Sample Conclusions

- *Conscientiousness* was related to preference for thought provoking documents instead of documents that confirmed previous ideas and use of effort in information seeking.
Carelessness, on the other hand was related to problems with relevance judgement, feeling that **lack of time** was a barrier to information retrieval and preference for documents that confirm previous ideas.



INFOhio
Ask A Librarian?

Explore A Subject

Check It Out

How Do I...?

Try This!

Popular Topics

US History

Check It Out

Learn More About...

A City Under Rubble: San Francisco

Username: _____
 Password: _____
 Create New Account

Cool Links

Fun & Games

What's That?

Did You Know?

INFOhio
Ask A Librarian?

Explore A Subject

Check It Out

How Do I...?

Try This!

EARTH SCIENCE

Check It Out

Animals in their environment

Home and Shelter

Username: _____
 Password: _____
 Create New Account

Cool Links

Fun & Games

What's That?

Did You Know?

INFOhio
Ask A Librarian?

Explore A Subject

Check It Out

How Do I...?

Try This!

US HISTORY

Check It Out

Original Inhabitants

How Do I...?

Try This!

Username: _____
 Password: _____
 Create New Account

Cool Links

Fun & Games

What's That?

Did You Know?



*Context is
King,
not Content.*



***The Context of:
Situations
Individual Users
Time and Place***

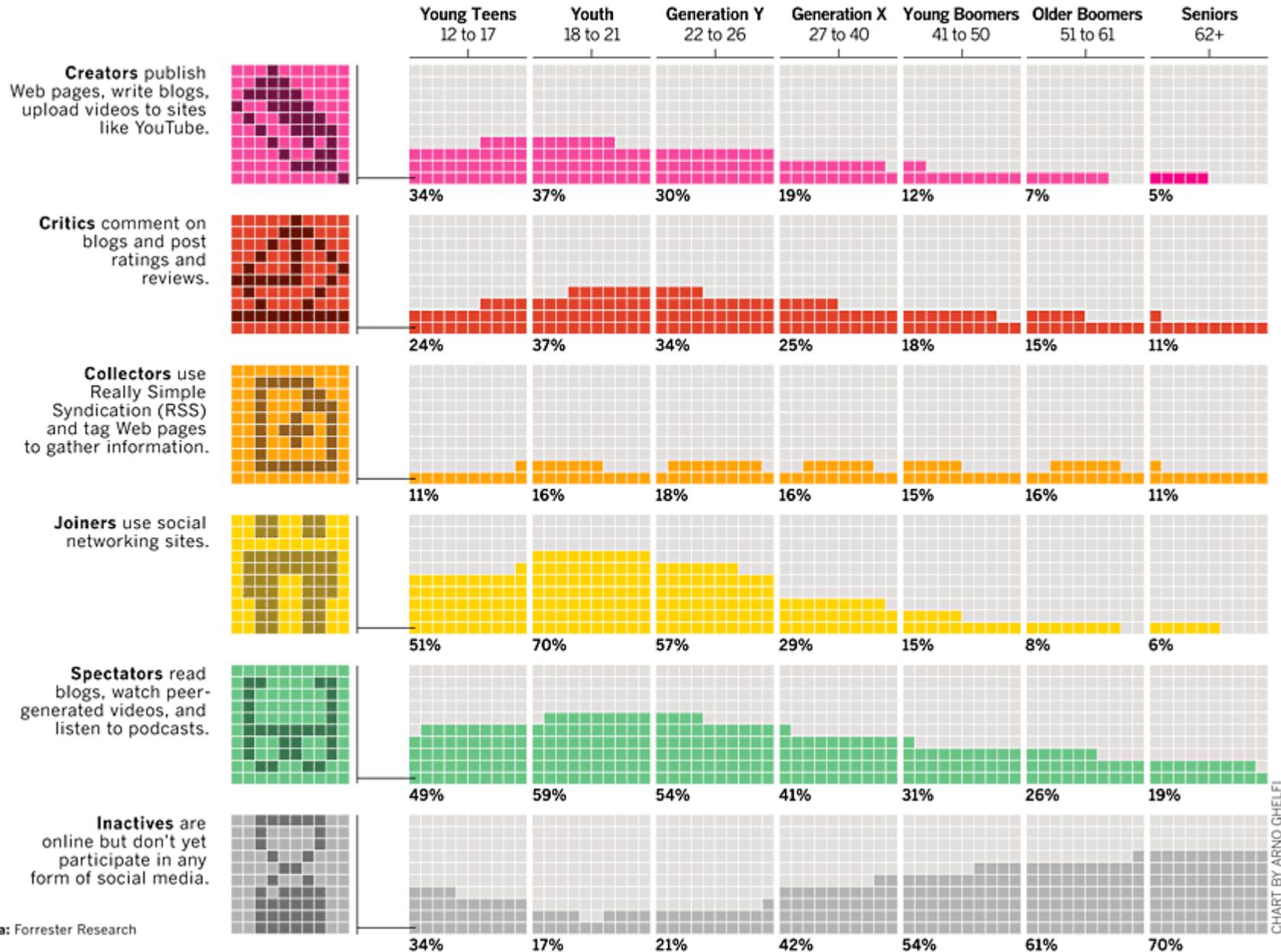


So what should we pay attention to?

- Behavioural Alignment
- Learning Styles
- User Needs –real needs
- Personality
- Work Flows
- Quality
- Speed (Save the time of the reader)

What people are doing

Who participates (U.S. online users)



Data: Forrester Research

CHART BY ARNO GHELFI



I ♥ my
customers

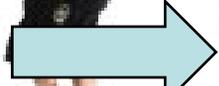
Google

What
Where



When

Why



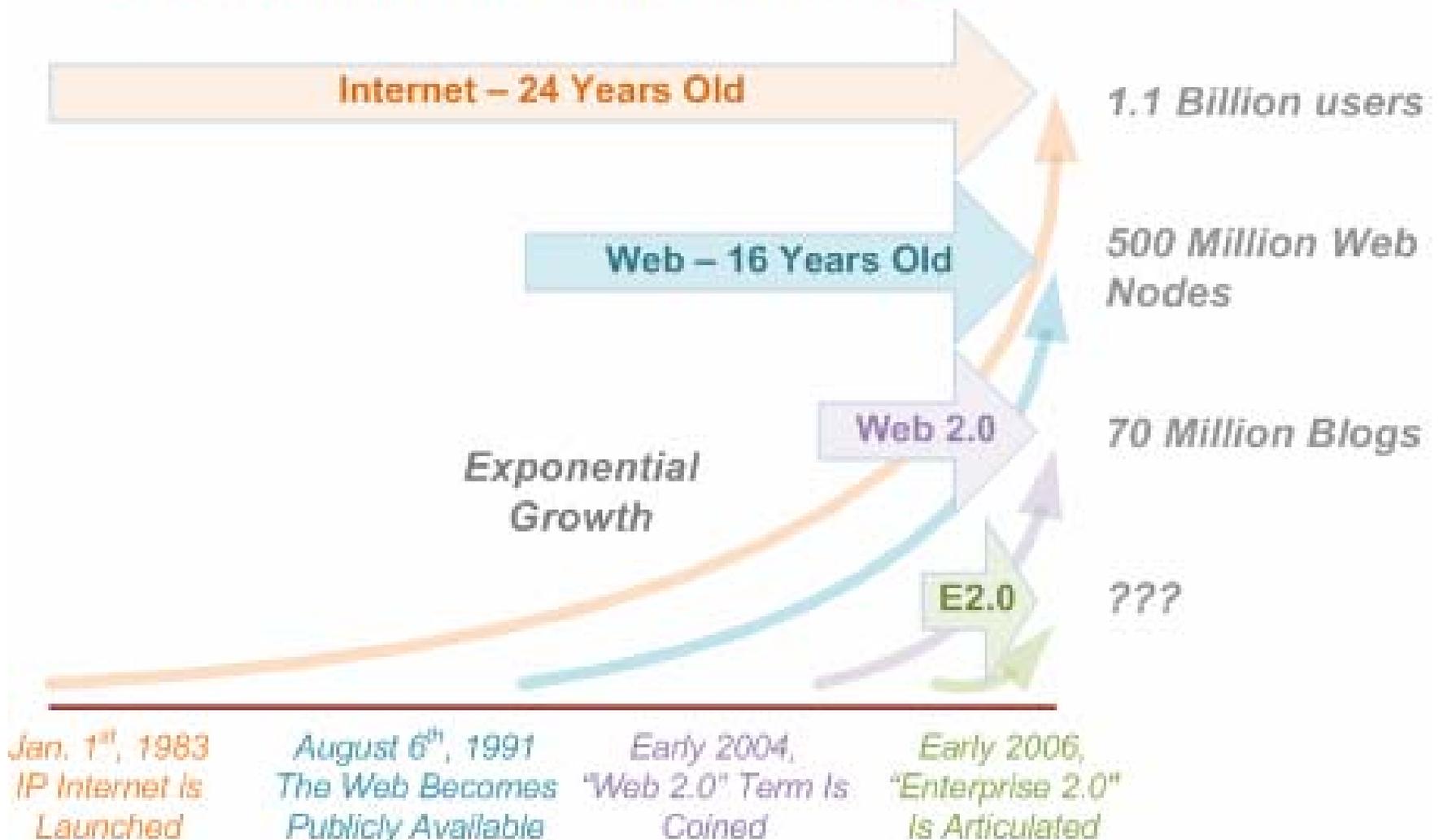
Who

How



etc

Sizing Up Our Global Social Networks: Growth from the Internet to Web 2.0



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

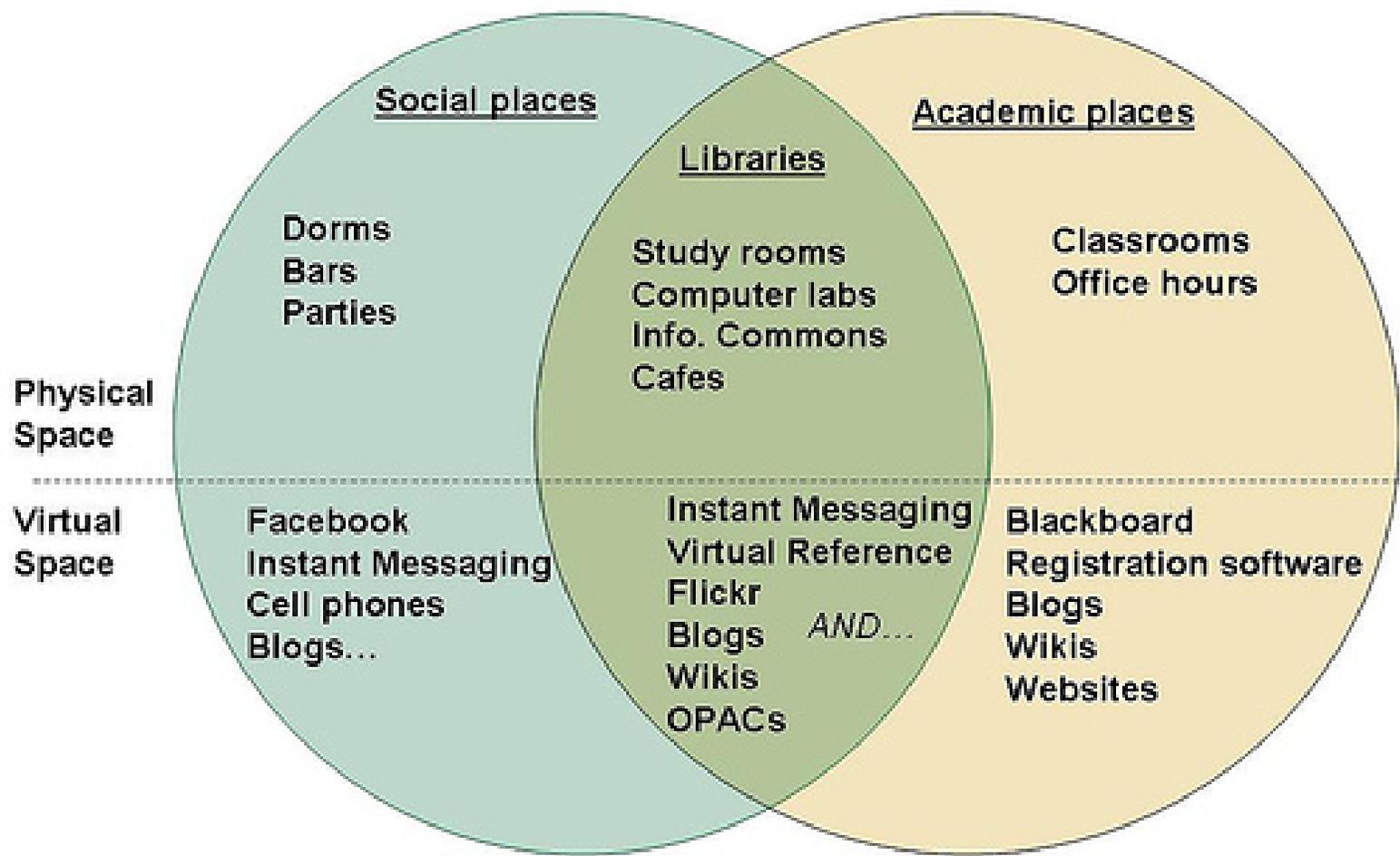
- Tagging for personalisation

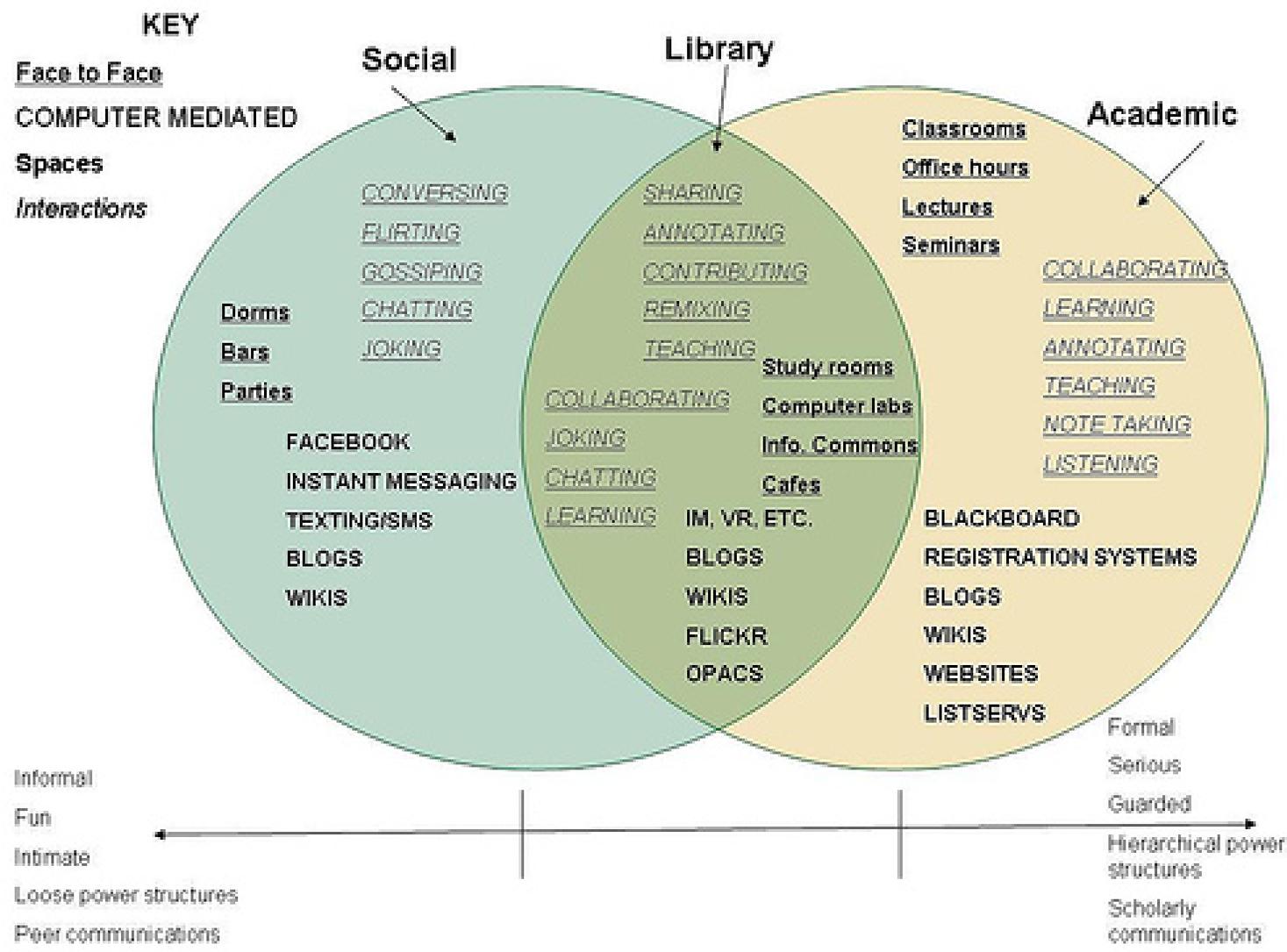
Searching

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

Mobile computing

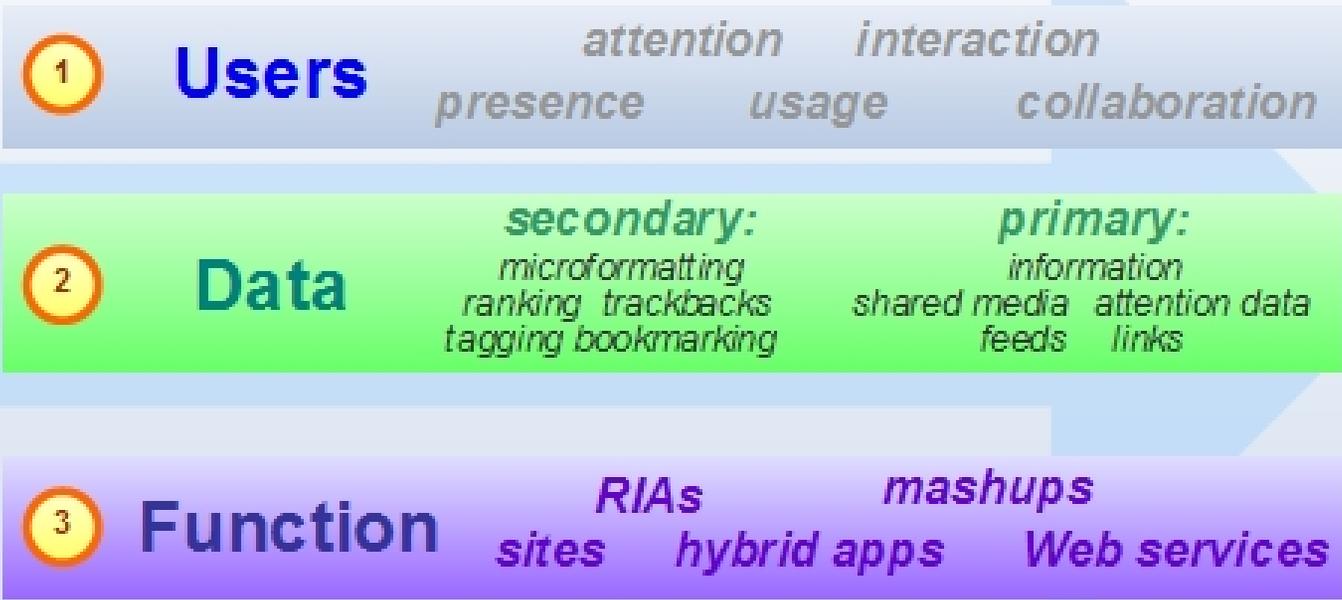
RSS feeds and Mashups







The Value Hierarchy in Web 2.0 Software



Users are the center of the universe in Web 2.0 software, with data and functionality a close but distinct 2nd and 3rds.



Our Opportunities

- New Discovery Systems
 - Portals and Portlets (JSR168)
 - OpenURL with Federated Search
 - Visualization and Display, Folksonomies
- Advanced metadata – but buried
- Personalization
- eLearning
- Digital devices (phones, etc.)



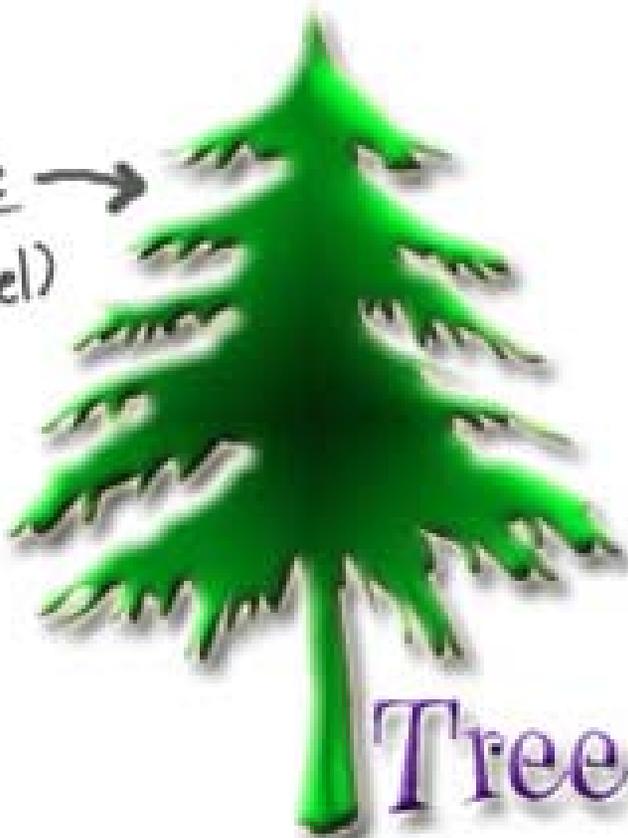
Snowden's Top 11 Mistakes in KM

1. Spending too much time on definitions
2. Emphasizing knowledge stocks over knowledge flows
3. Viewing knowledge as outside of brains and people
4. Not tying shared knowledge to shared context
5. Ignoring tacit knowledge
6. Disentangling knowledge from its uses
7. Downplaying thinking and reasoning
8. Focusing on past and present instead of future
9. Not recognizing the importance of experimentation
10. Substituting technology for human interfaces
11. Seeking to develop direct measures of knowledge



Forests and Trees

We get stuck here →
(implementation level)



Tree 2.0

The Big Picture

But this is what matters most
↓ (meta level)



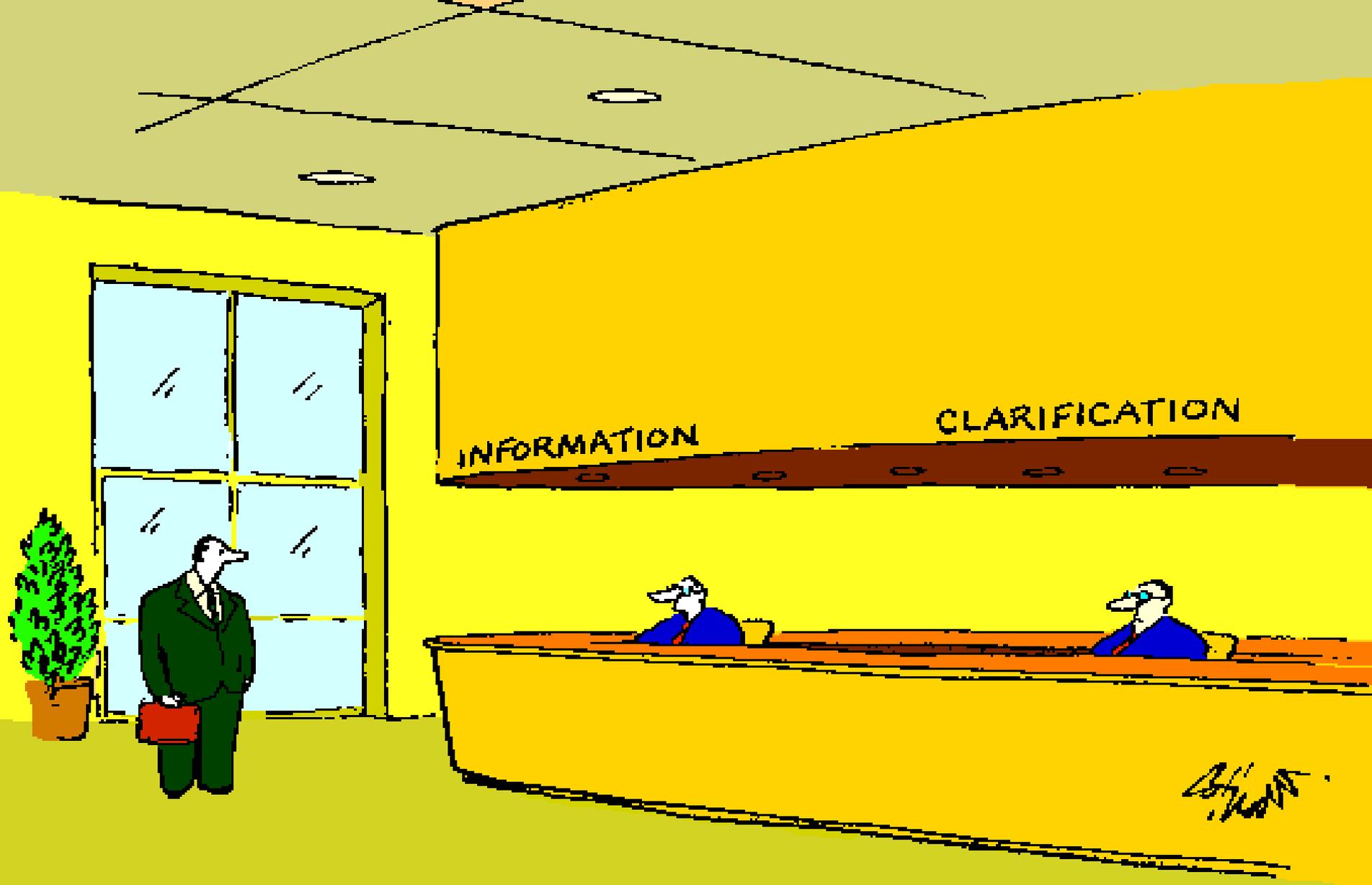
The right forest



Libraries core skill is not
delivering *information*

Libraries improve the
quality of the *question*
and the user experience

Libraries are about learning
and building communities



We're looking too close

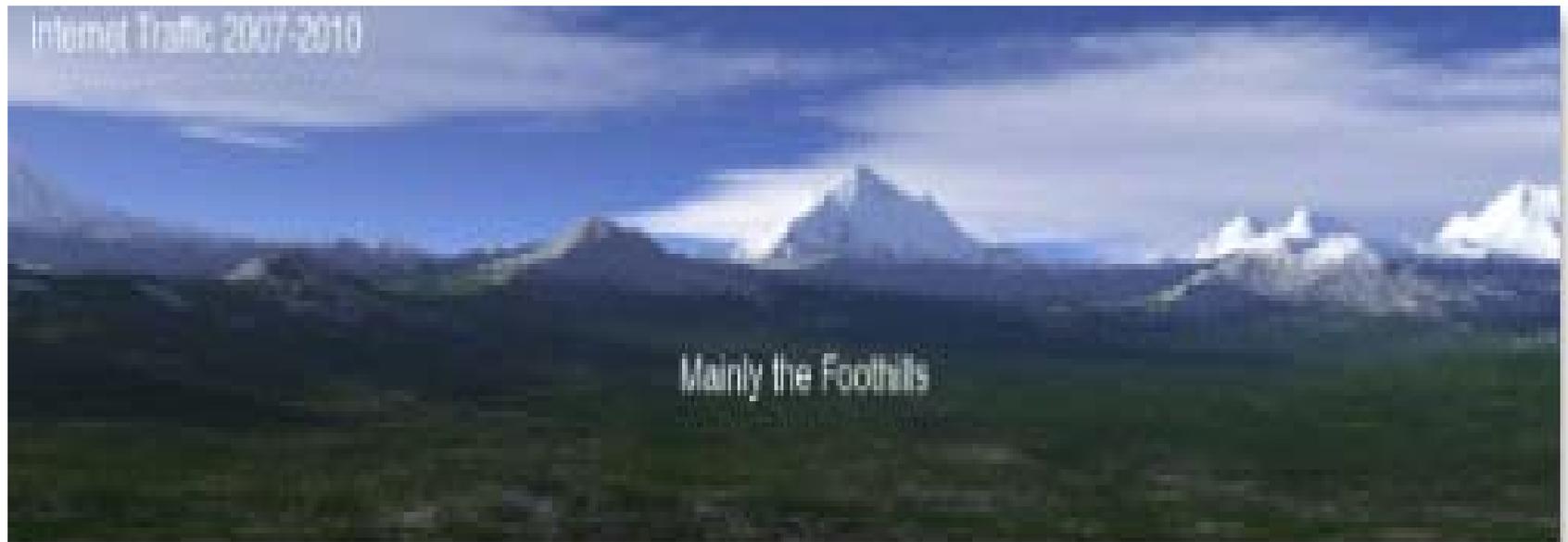


The Landscape Today





The Emerging Landscape





And what are libraries doing?

- Diffusion glaciation
- Endless discussion
- Protecting turf
- Freaking and peaking
- Excuses or reasons...?



MY OPAC

SUCKS



Optical Illusions





Optical Illusions



Change?

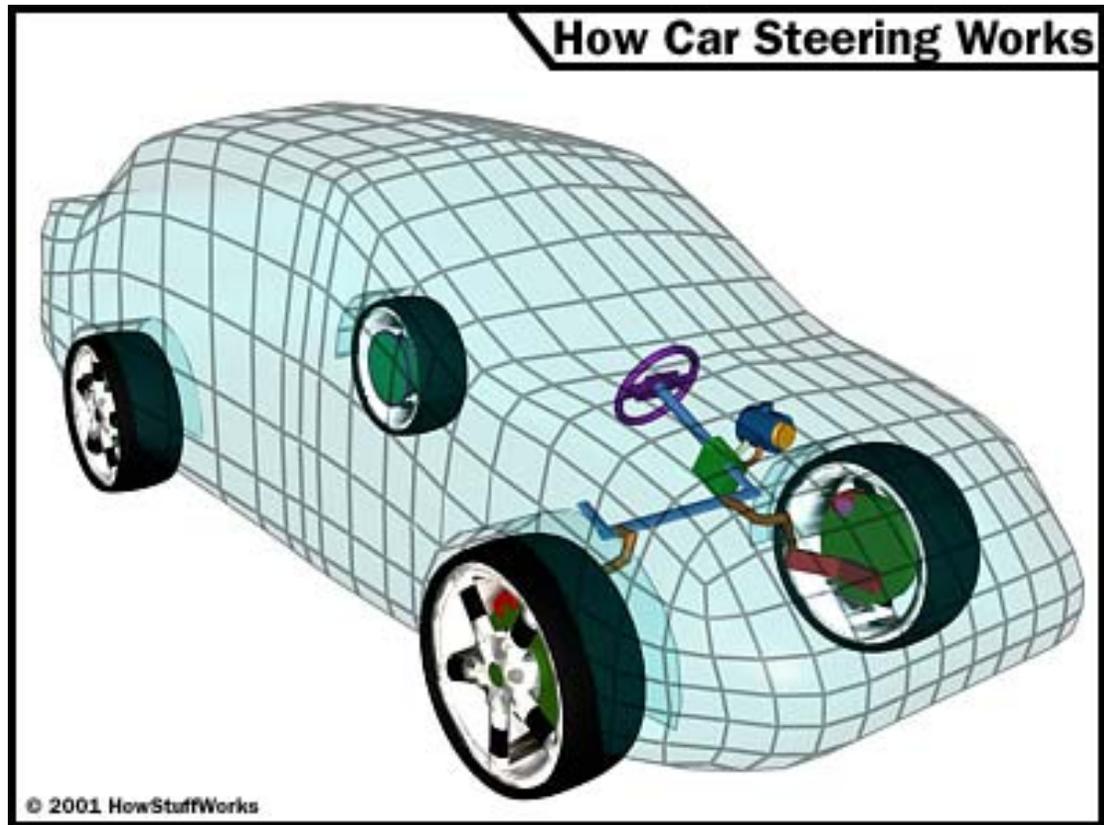




Focus?

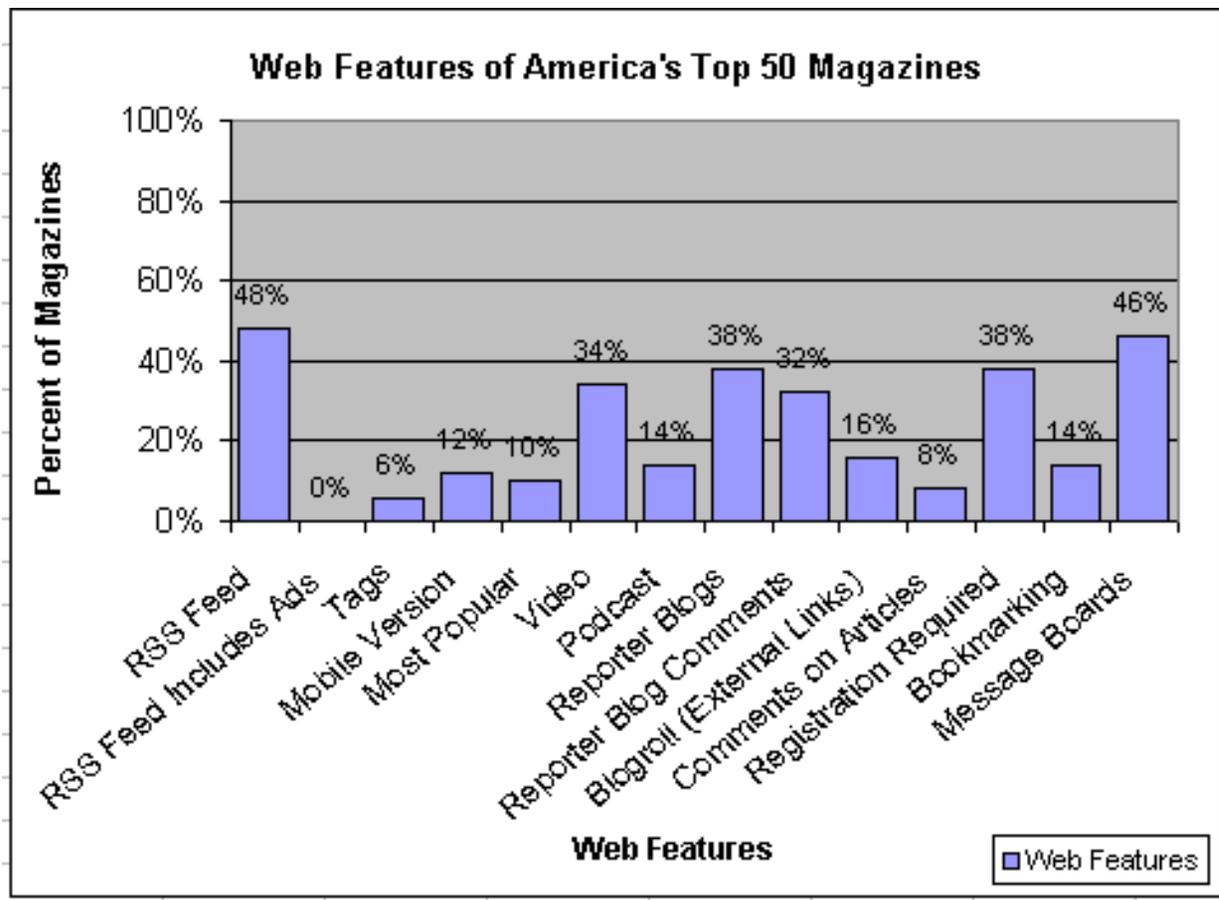


Focus?



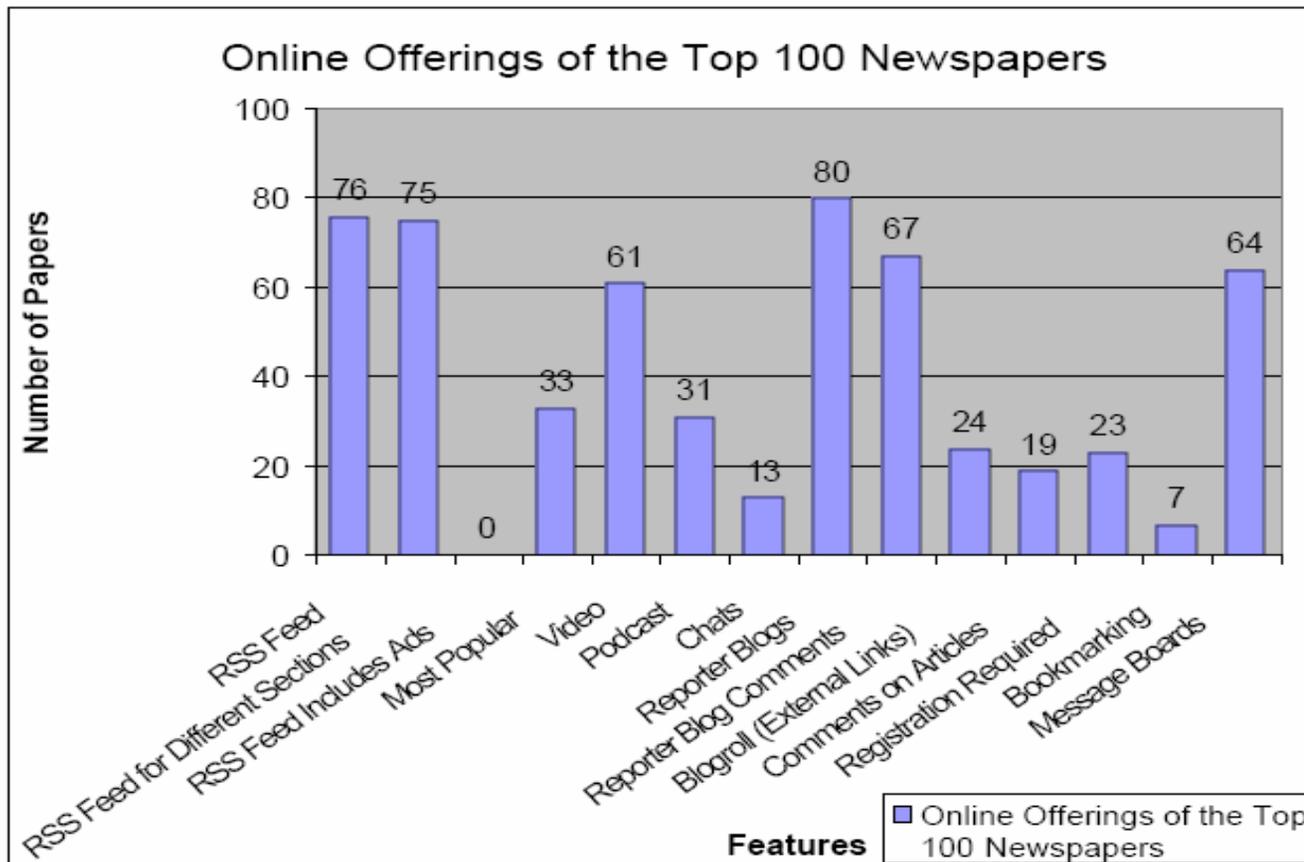


Magazine Content Goes Social

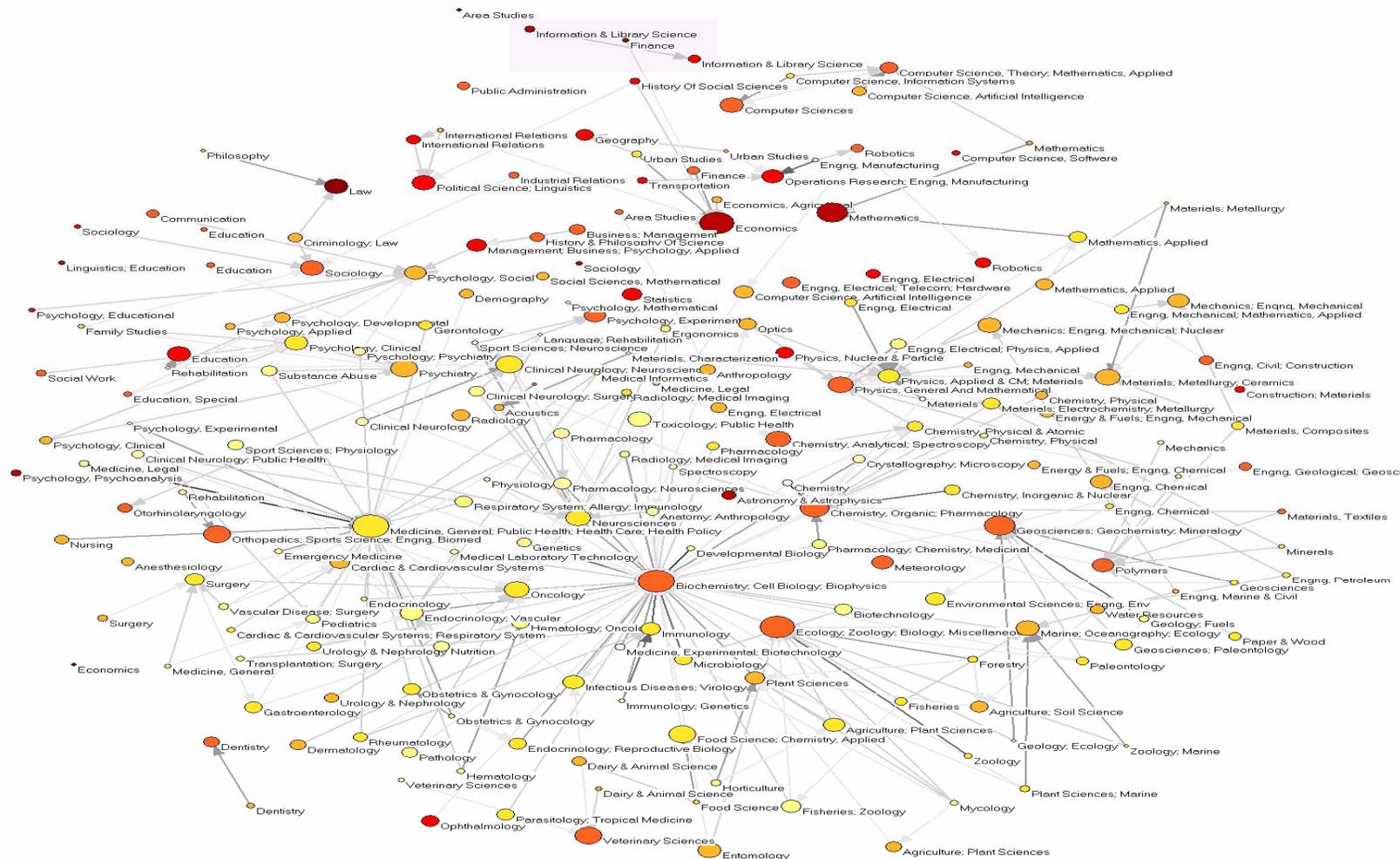




News Content Goes Social



Scholars' Citations Go Social





**And the 95 Theses of
The Cluetrain Manifesto
arrived**



Libraries are Social Institutions

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



Leonardo

- Curiosita - an insatiably curious approach to life and an unrelenting quest for continuous learning
- Dimonstrazione - a commitment to test knowledge through experience, persistence and a willingness to learn from mistakes
- Sensazione- the continual refinement of the senses as the means to enliven experience
- Sfumato (literally "going up in smoke") - a willingness to embrace ambiguity, paradox and uncertainty
- Arte/Scienza - - the development of balance between science and art, logic and imagination. Whole-brain thinking
- Corporalita - the cultivation of grace, ambidexterity, fitness and poise
- Conessione - a recognition and appreciation for the interconnectedness of all things and phenomena. Systems thinking.



All that matters is...

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

**The user
is not
broken**

Karen Schneider

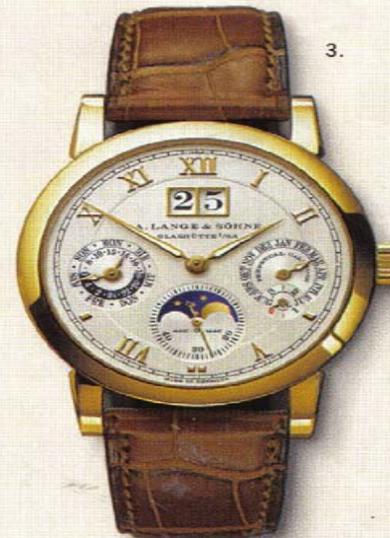
1. All parts of the movement of the LANGEMATIK PERPETUAL.

2. The fully assembled movement of the LANGEMATIK PERPETUAL – a masterpiece.

3. The LANGEMATIK PERPETUAL in yellow gold. With perpetual calendar and outside date. Self-winding Lange movement. Ref. 310.021.



2.



3.

For more information, please contact:

General agent for "A. Lange & Söhne"
Richemont North America, Inc.
645 Fifth Avenue, New York, NY 10022

www.lange-soehne.com

A. LANGE & SÖHNE
GLASHÜTTE I/SA

7







We librarians must learn that when we study something to death, *Death was not our original goal.*



Just do it



Are You Ready?
For the next five years?

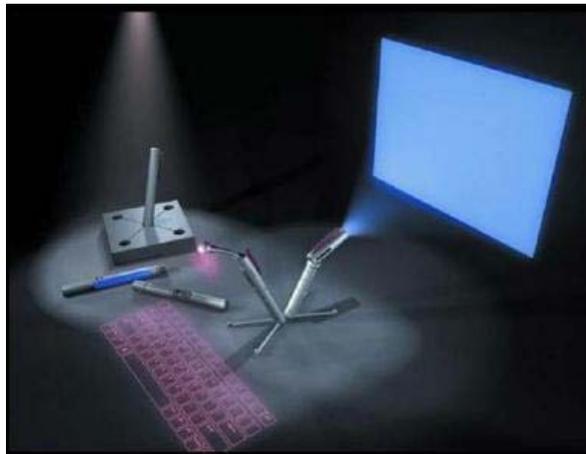
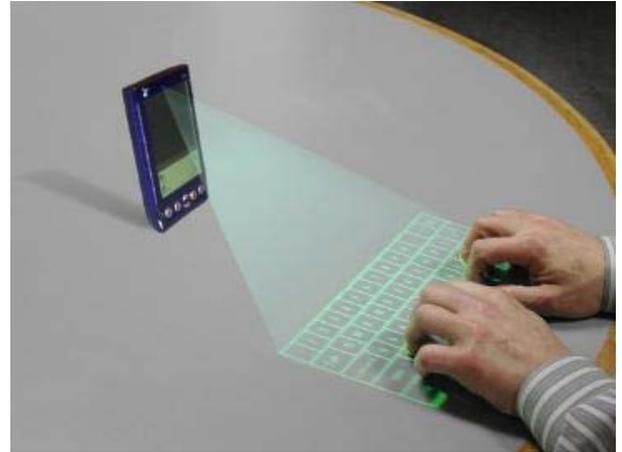


What do you foresee?

- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- U.S. Debt Charges (\$1 trillion US)
- Oil shock (\$4.50?US+/gallon)
- Major Technology Shifts (PDA, broadband)
- Millennials and Learning
- Stock Market and equity capitalists

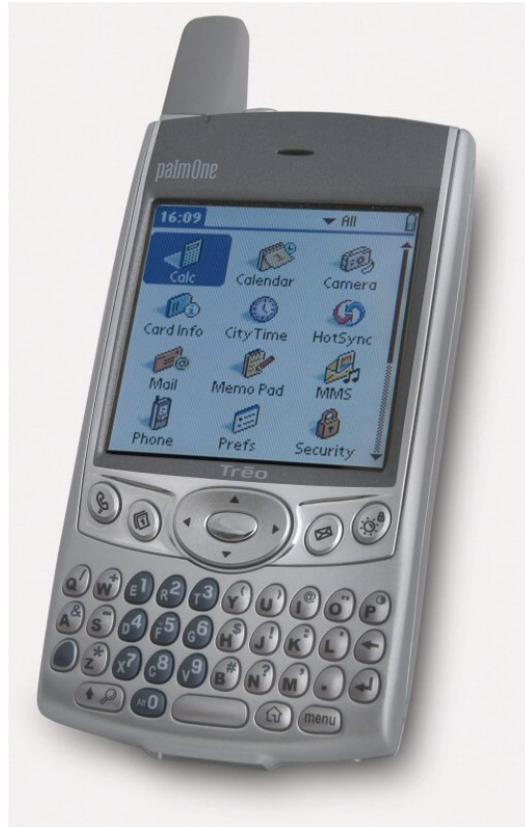


Folks Keep Growing for Specific Steve's Top 10 Place



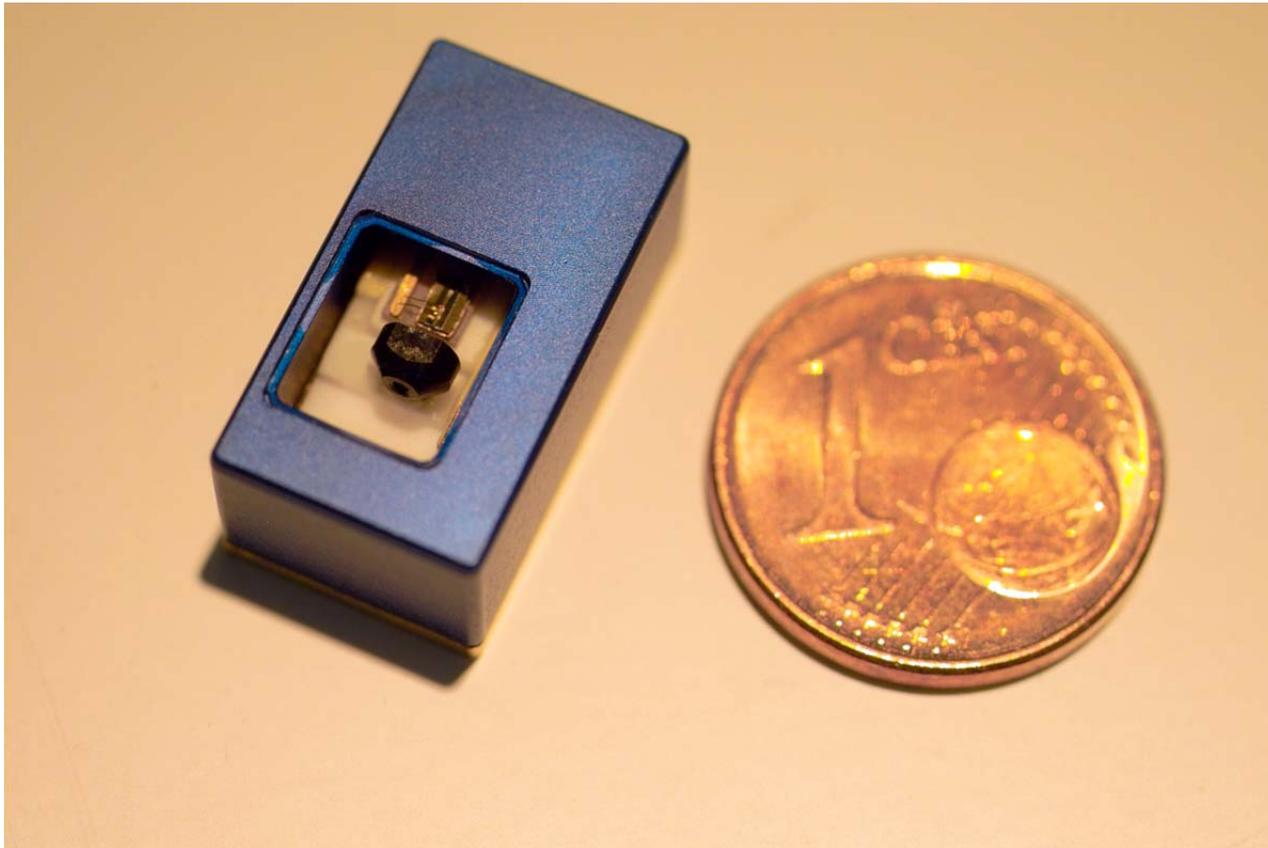


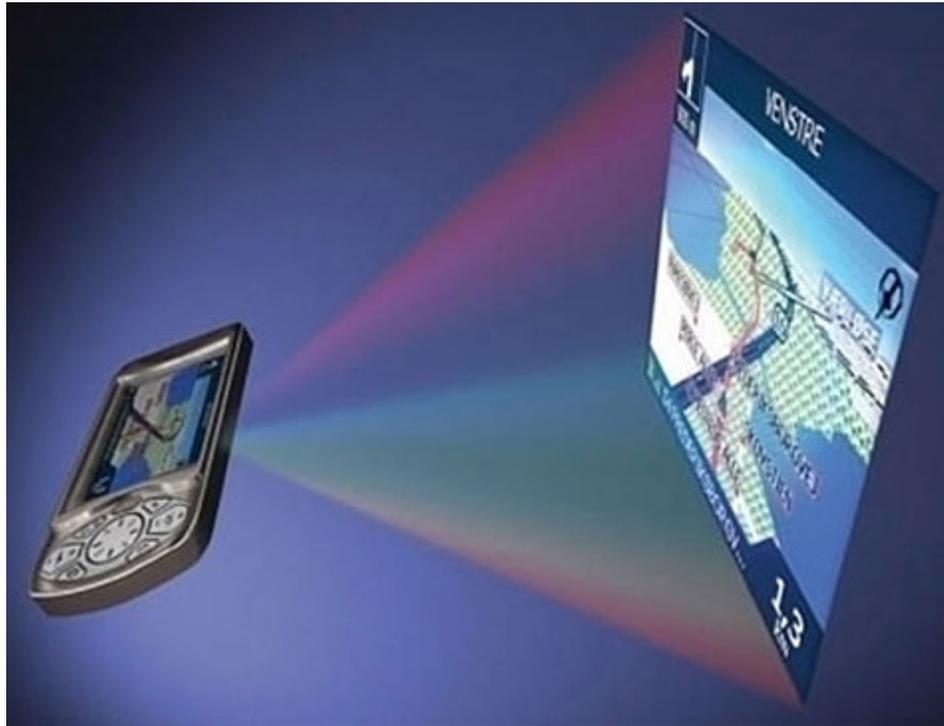






A projector the size of a sugar cube









Everything's getting smaller



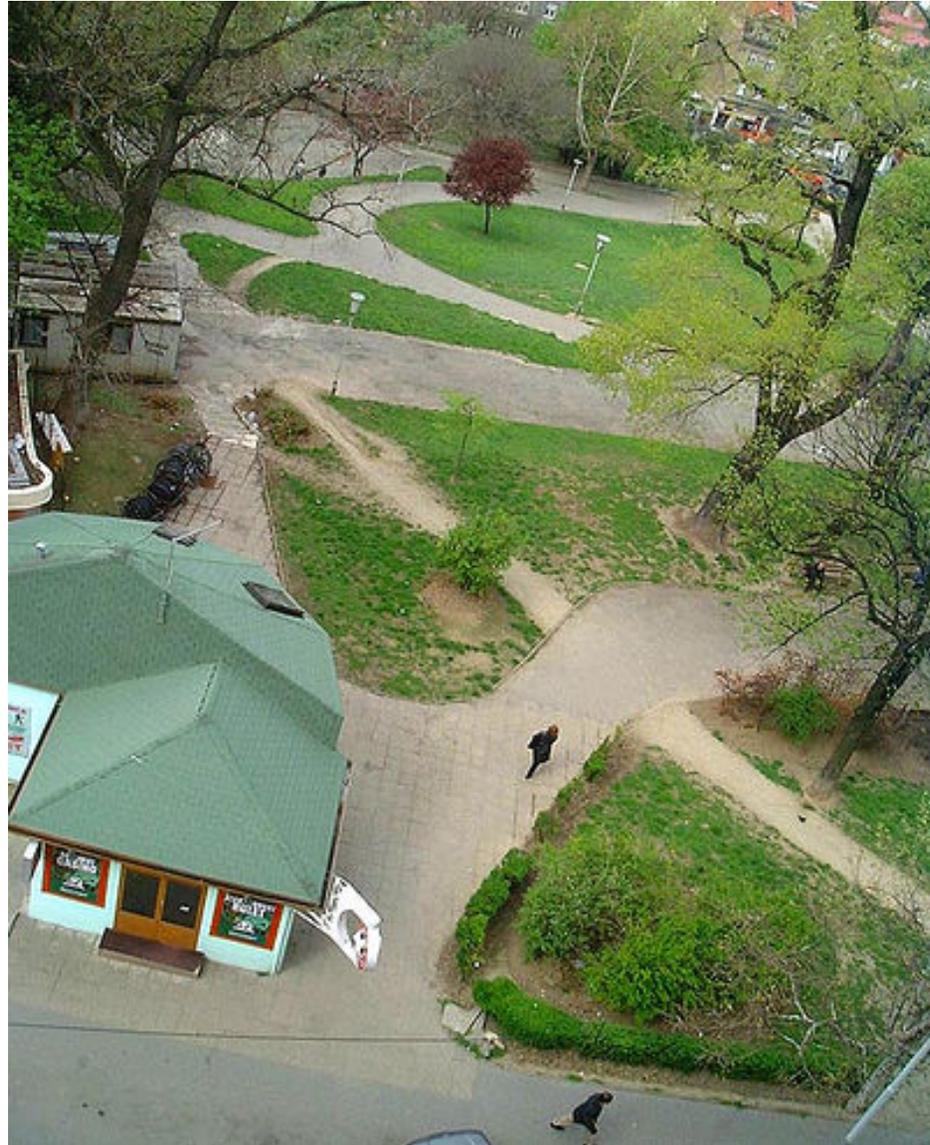


Advice #1: Go XML for Dominant Personal Devices



Intention Paths







You can make it too simple and
that's not good.





Advice #2: Understand JSR168, Portlets and RSS



Advice #2:

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



Are You Ready?
For the next steps in search?





**Articles and
Chapters ...
99¢ rentals...**

Suppose there are 25,000,000 in less than 4 years? Or

How does that compare to your libraries?

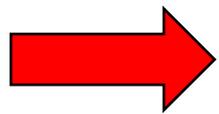
What
Where



When



Why
Who



How





iGoo

- Google Docs and Spreadsheets
- Google Calendar
- Google Base
- Google Maps
- Google Wallet / Cart
- G-Mail
- GTalk
- Google Scholar
- GooglePhone
- iGoogle
- Google 'Presently'

Google St...
Google Lib...
Google Educator Cen...
Fool me once ...
Evil?



Advice #3:

Get on the Visual, OpenURL
and FedSearch Wagon





Google invests in wired ...





Bidirectional wireless module



Hydro Broadband





Advice #4:

**GPS & Broadband: Deal
with It - SEO Local**



Are You Ready?
For Web 2.0 / Library 2.0?

facebook

LibraryThing BETA



amazon.com



AJAX



OVERDRIVE



ELF - keeping tabs on your library material



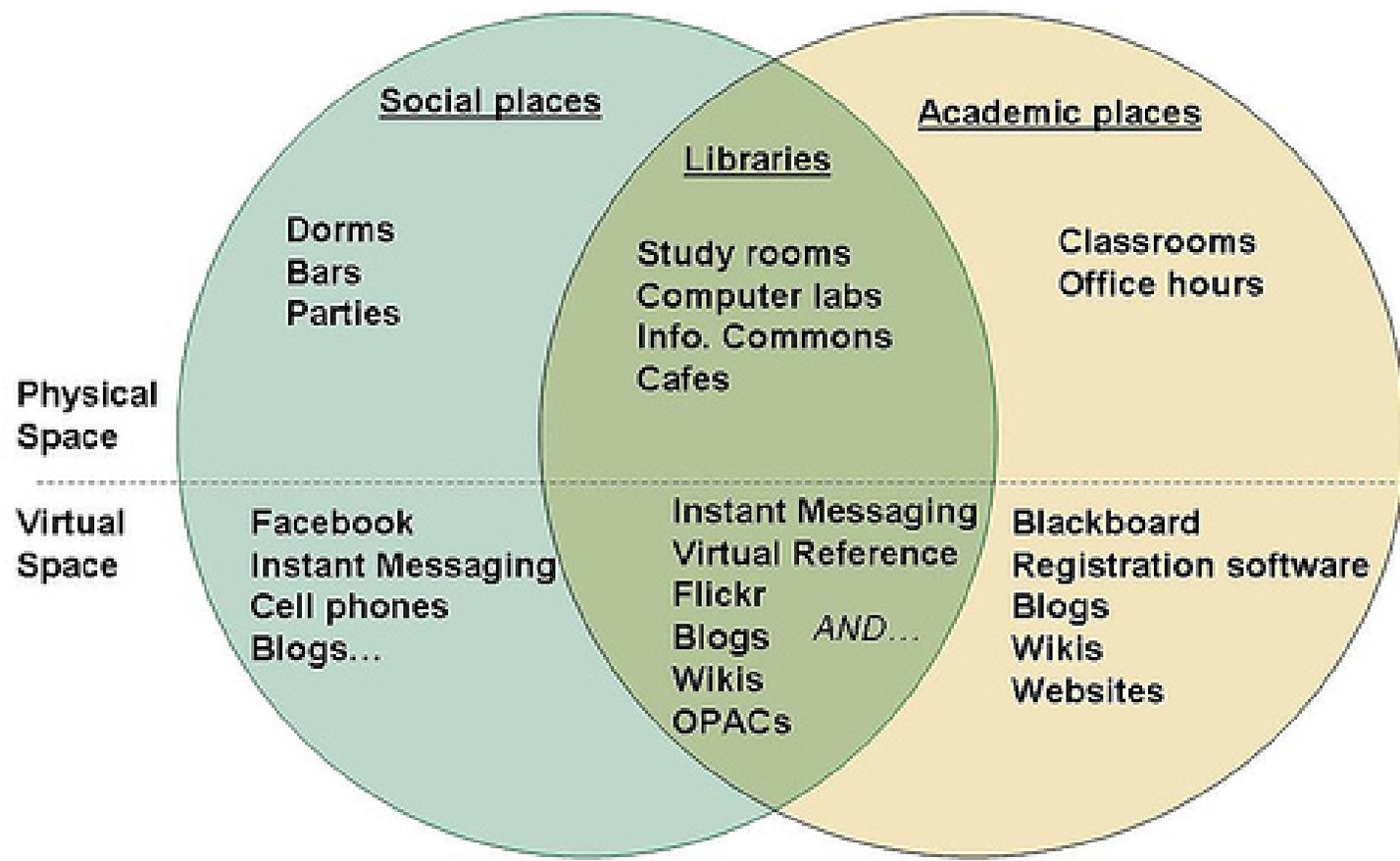


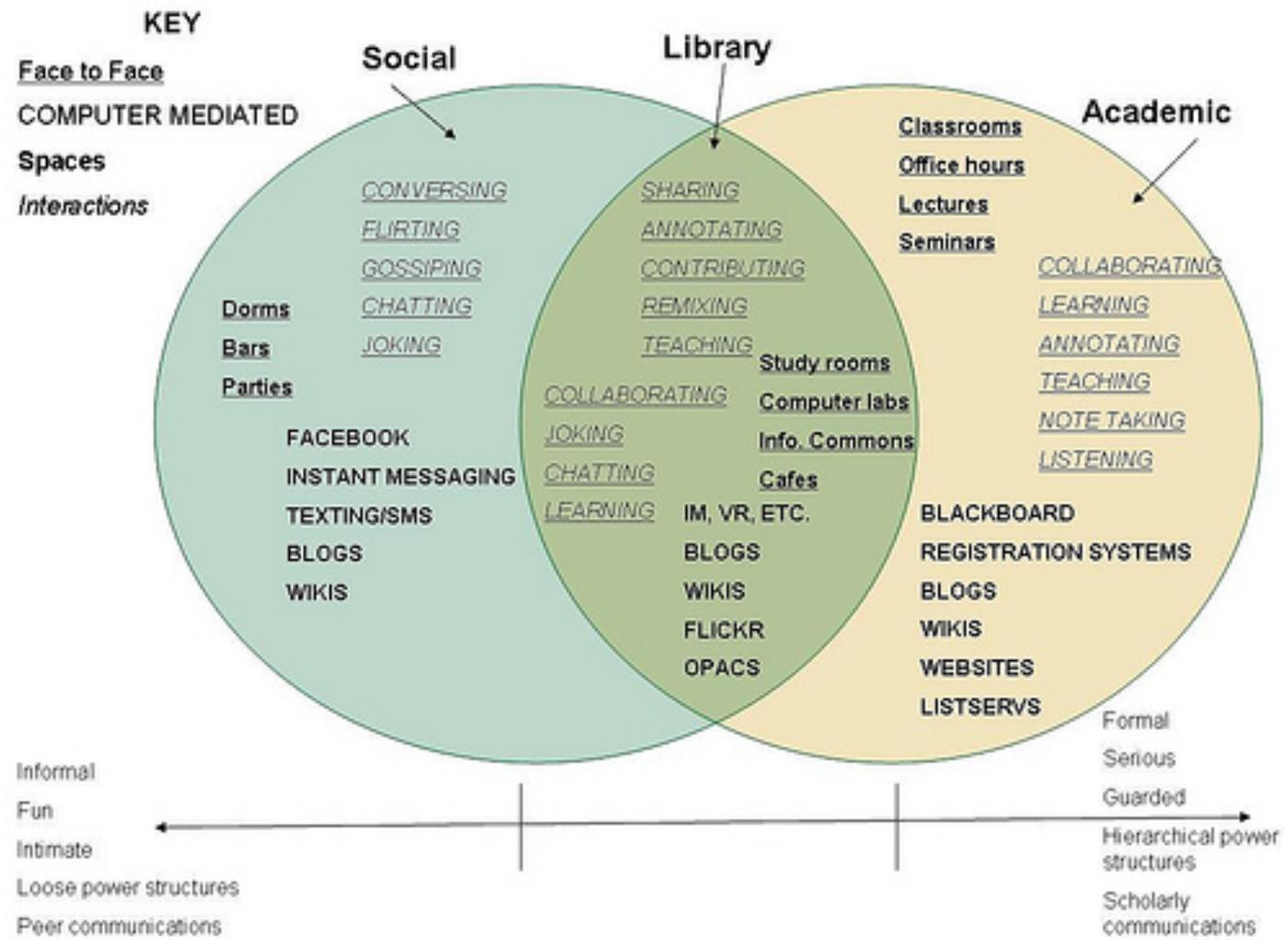




What is the Magic Sauce?

YouTube, Blogger, MySpace,
Facebook, Bebo, Flickr,
Wikipedia, etc.







Flickr: Photos from abram_stephen - Microsoft Internet Explorer

File Edit View Favorites Tools Help

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

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

flickr 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



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

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StephenFull-by



click here to add a description

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0 comments

**40%
Tag
7%
Daily!**

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



**Build in
Format
Agnosticity**



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



Advice #5: Be Library 2.0 Interact and Relate



Are You Ready?
For advanced social networks



VONAGE
vonage.ca

▶ Save now



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.

Cool New People

Virginia

Katrina

Kendall

Gordon

Member Login

E-Mail:

Password:

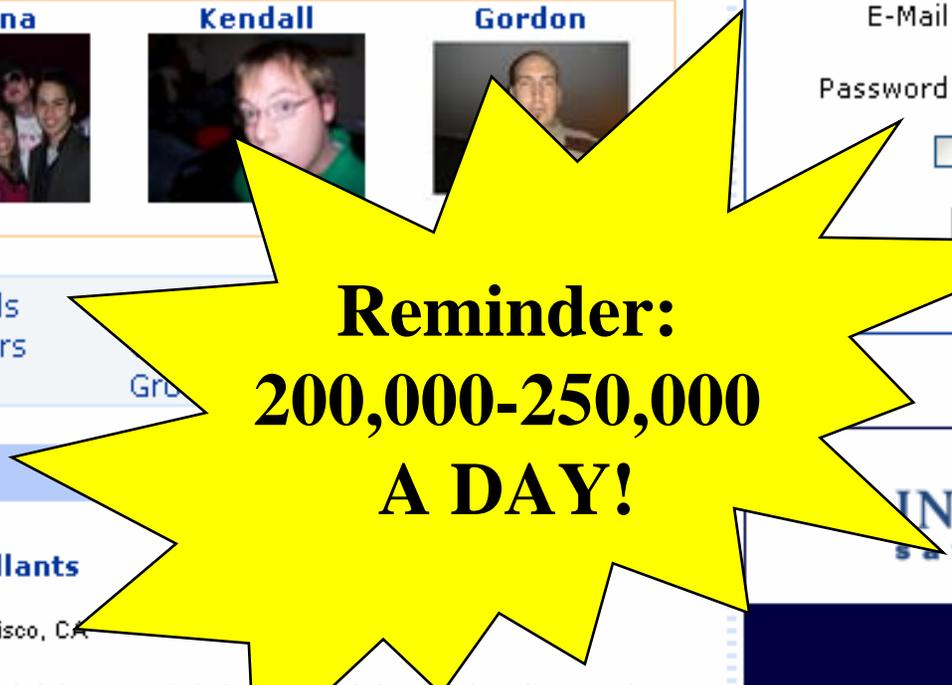
Remember my E-mail

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

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

- Hennepin County Library's Interests**
- General** [library](#), [css](#), [rss feeds](#), [books](#)
 - Music** Check out the [new music CDs](#) on order or recently arrived at the library.
 - Movies** Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.
 - Books** We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).
 - Groups:** [Teen Lit, YA/Teen Books Discussion Group](#)
[View All Hennepin County Library's Groups](#)

Hennepin County Library's Details

Status: Single

Zodiac Sign: [Capricorn](#)

Smoke / Drink: No / No

Hennepin County Library's Blurbs

About me:

Library Search

Find books & more **go**

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

[26 libraries](#) in suburbs of Hennepin County, MN.

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

[Need homework help?](#)

Love books? So do we! [Find the next good book you're going to read, share a book review & more.](#)

College? Dating? Health? [Get sound advice.](#)

Question? [Ask us online 24/7.](#)
hennepin county library

Who I'd like to meet:

[Library Users](#), [Authors](#), [Volunteers](#), [Teens...](#)

Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.

- [eVolver](#)
- [I can't take my eyes off you](#)
- [:Steen:](#)
- [Charbonneau](#)



A sustainable social network for life.

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

Over 80% of all college and University student 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:

Activities:

Interests:

Liberal

Assistant Op
Cinemas (I get
Coordinator for
Hockey Club est. 20
the model United Nation
I have two hobbies that I
collect rare photographs... I have
Houdini locking his keys in his car... the on
rare picture of Norman Rockwell beating up a child.
Also, I have a vast seashell collection that I keep



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

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Recycle Bin Mail Desktop Search

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

Google G Go Bookmarks 65 blocked Check AutoLink AutoFill Send Settings

Search web... Favorites PC Health Form Fill Spaces

Facebook | Engineeri...

facebook home search browse invite help logout

Engineering Information & Reference Service - U Alberta Alberta

Information

Group Info

Name: Engineering Information & Reference Service - U Alberta

Type: Organizations - Academic Organizations

Description: The Engineering Librarians at the University of Alberta are available to help all engineering students, staff, and professors in the Faculty of Engineering with their research and information needs. If you are working on an assignment, paper, design project, thesis or dissertation, tracking down a hard-to-find paper, please feel free to contact us for help.

Contact Info

Email: randy.reichardt@ualberta.ca

Website: <http://www.library.ualberta.ca/scitech/index.cfm>

Office: 1-26 Cameron SciTech Library

Province: Alberta

Recent News

Need help searching Compendex (Engineering Index)? Please check our narrated and non-narrated screencasts:

Narrated: http://www.library.ualberta.ca/screencast/engineerin g/compendex_narrated/compendex_narrated.html

Non-narrated: http://www.library.ualberta.ca/screencast/engineerin g/compendex_nonnarrated/compendex_nonnarrated.html

Officers

Diane Clark (Alberta)
Engineering Librarian (Civil Environmental Mining Petroleum)

Jerry Kowalyk (Alberta)
Engineering Librarian (Mechanical, Electrical/Computer)

Randy Reichardt (Alberta)
Engineering Librarian (Chemical/Materials, Nanotechnology)

Related Groups

The Engineers
Student Groups - Academic Groups

U of A Comprehensive
Student Groups - General

U of A MatE's
Student Groups - Classes & Departments

The legendary UofA Facebook
Kegger Xperiment (FKX)
Student Groups - Social Groups

Search

My Profile edit

My Friends

My Photos

My Shares

My Notes

My Groups

My Events

My Messages

My Mobile

My Account

My Privacy

IQ QUESTION:
Which does not belong in the group?







Done

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



Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail New Tab

Address http://library20.ning.com/ Go Links

Google 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 Forum Invite

This network is for librarians and others interested in Library 2.0.

LibWorm Search

Submit

L2 Feeds via SuprGlu

[More on ning and the library 2.0 network](#)

[Bibliotek 2.0, in stockholm](#)

Welcome:

Welcome to Library 2.0. Once you join, please introduce yourself by going to the [Introductions Topic](#) in the forum or clicking on the link.

[Pop-Up for Library 2.0 Chat](#)

Library 2.0

Welcome to this chat. Please enter your **nickname** to continue.

[Administrator login](#)

Go

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

Hello, [Stephen K Abram](#) (sign out)

- [My Friends](#) (Invite More)
- [Edit My Profile](#)
- [Change My Profile Photo](#)
- [Email & Privacy Settings](#)

Ads by Goooooogle

Future of Libraries
Visionary Futurist - Thomas Frey Keynote
Speaker - Library Trends
www.davinciinstitute.com

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

Done Internet

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

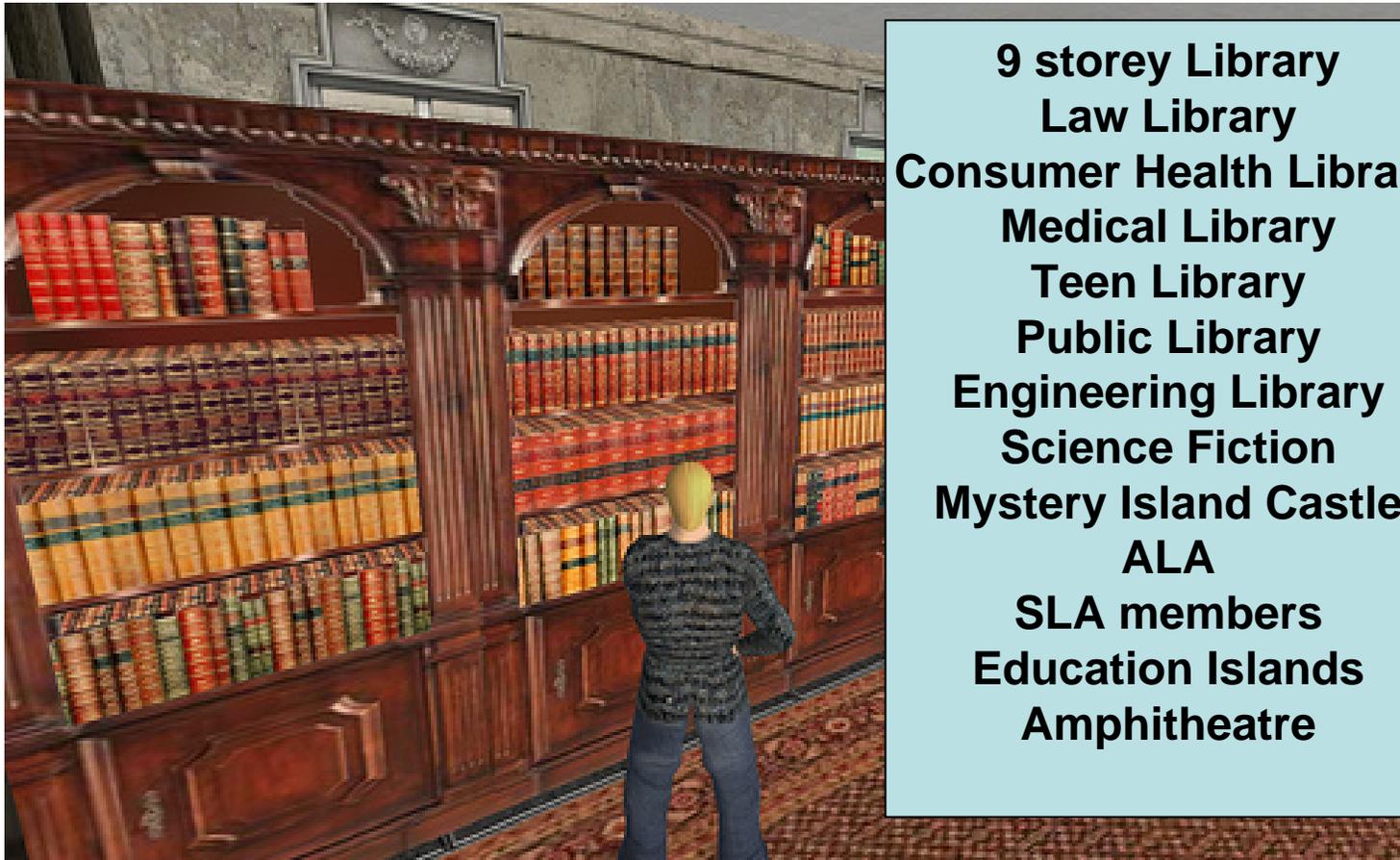


Alliance,
Charlotte,
San Jose SU
Europe (2X)
McMaster

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

Land For Sale view larger map
ab
The SCREAM in The DARK of The NIGHT

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
SLA members
Education Islands
Amphitheatre



**5,000 Library
visits every
night!**

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



Advice #6: Get Social

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?**



Advice #7: Get Political



Opportunities

- E-Learning
- SaaS or ASP – Hosted Solutions
- Information Commons
- Learning Commons
- Community Integration
- Reference Cowboys
- Virtual Operations and Branches
- Consortia mergers and leadership

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

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Interactive Services powering business communications.

- Meeting Center
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- 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

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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

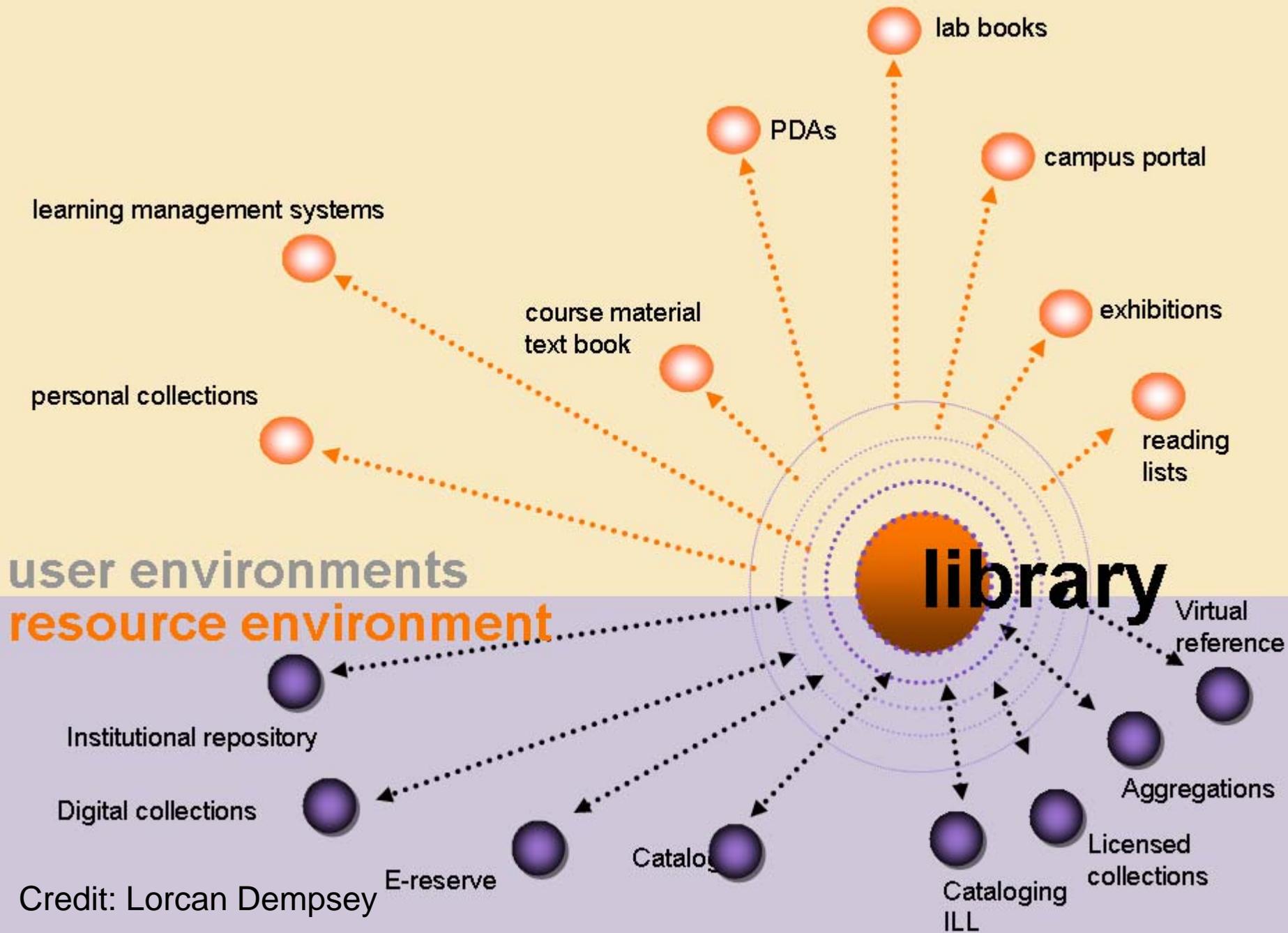
ASP and Network Solutions

Case Study

Digital Collaboration - New White Paper!



Advice #8: Reorganize





Simple Collaboration



Messenger



AOL Instant Messenger™

YAHOO! MESSENGER



Meebo and Trillian

**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 28 site campus-wide
- SirsiDynix Docutek *VRLPlus* K-12 experience in New Zealand



Advice #9: Get Conversational



Librarian 2.0 *plays*



Traditional Learning Activities

- Reading & browsing -- especially out of your field
- Conferences – learning, networking, exhibits
- Courses – free to \$\$\$, distance thru onsite to live-in



*Technology Competencies
and Training for Libraries
by Sarah Houghton-Jan*

LibrarianInBlack.typepad.com

How to:

- Build a foundation
- Buy-in & staff participation
- Write competency desc.
- Format the list
- Implement the competencies
- Assessing staff on them
- Planning for tech training



Making Conference Choices

- Needs assessment tied to mission, vision, strategic goals
 - Individual development vs. enterprise priorities
- Annual conference plan: team
 - Who goes? Building capacity?
 - Local, international
 - Early or bulk registration
 - Van vs. individual cars or plane tickets
 - Diversity (single issues, libraries, HR, IT)
 - Sharing: lunch brown bag sessions, blogs



Conference Variety

- Practical vs. visionary conferences
- For profit / tracked conferences vs. not for profit / association / grassroots conferences
- Keynotes, networking opps, size



Supplementing Conf Experience

- Proceedings
- Blogs, link lists
- Wikis
- PPTs on conference websites
- Webcasts, Podcasts & YouTube videos
- Flickr
- Speaker contact



Build Your Own: Free/Low Costs Learning Experiences

- SirsiDynix Institute
- Education Institute (Partnership)
- WebJunction
- Vendor training events (CAVAL, SirsiDynix, ProQuest, LexisNexis, etc.)
- Training sessions & audiobooks: iTunes, PodScope, Podzinger
- Inviting experts for staff prof'l development



Other Learning Experiences

- SLA Click U
- U of T, FIS PLC
- University Distance Lib/Info programs: San Jose State, Simmons, Syracuse, FSU
- Executive Learning: SLA, U of T, Queens





Hi Today

- 15 Minutes a day concept
- 15 minutes a day movement
- Not every day needed
- Don't get all AR / OC about this.
- It's supposed to be fun



Thank You

- **Helene Blowers** —Technology Director, Public Library of Charlotte and Mecklenburg County
- The staff and leadership of the Public Library of Charlotte & Mecklenburg County (NC) and Yarra Plenty Regional Library (Australia)



Best Practices in Personal Learning 2.0



Think About Yourself

- Just cuz it worked in grade school... or not
- Know Your Learning Style
- Know your attention span
- Schedule it
- I or E - Play well with others?
- How well do you do alone, in classes, in pairs?
- Anonymity or not
- Think about your reaction to PowerPoint
- Think about your reaction to group work



43 Things

What do you want to do with your life?

Discover what's important, make it happen, share your progress. Find your 43 things. [Learn more...](#)

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](#)  [yesterdayshigh 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](#)  [tekeo wants to do better in ict 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](#)

Top Cities

- [Seattle](#) 1090 people
- [New York City](#) 791 people
- [London](#) 779 people
- [Chicago](#) 737 people
- [San Francisco](#) 595 people
- [Los Angeles](#) 562 people
- [Toronto](#) 500 people
- [Boston](#) 406 people
- [Vancouver](#) 385 people
- [Austin](#) 366 people
- [Portland](#) 365 people
- [Atlanta](#) 361 people
- [Sydney](#) 320 people
- [Houston](#) 317 people
- [San Diego](#) 301 people

→ [See more](#)

Today's Tags

- [travel](#) 4299



Several Key Interventions in 2006



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



Learning 2.0





12 Best Practices in Enterprise Learning 2.0



Best Practice #1

- **Don't confuse learning with training**
- Lifelong vs. an Event



Best Practice #2

- **Design the program for late bloomers**



Best Practice #3

- **Allow participants to blog anonymously**



Best Practice #4

- **Use 1.0 methods to continually communicate**



Best Practice #5

- **Focus on “discovery” & offer challenges**



Best Practice #6

- **Encourage staff to work together**



Best Practice #7

- **It's not about "doing IT right"**



Best Practice #8

- **Practice transparency & enable radical trust**



Best Practice #9

- **Continually encourage staff to "Play"**



Best Practice #10

- **Consider rewards – they work and focus attention**



Best Practice #11

- **Remember your culture and how you want it to change**



Best Practice #12

- **Involve top management – team, director, CIO, trustees, deans...**
- **Demonstrate involvement, respect and valuing employee learning**



23 Learning 2.0 Things

- *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*



*" **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 = 
- Shared Knowledge =  
- Shared Bookmarks = 
- Shared News = 
- Shared Videos = 
- Shared Everything = 



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.](#) :)



PLCMC Tech Scholars

- **PLCMC Technology Scholars Program**
- Ideas that was born in the shower
- Goal: Emphasize the library system in the area of new and emerging technology that could benefit *all staff*.
- The PLCMC Technology Scholars Program provides the opportunity for four staff members a year (two every 6 months) to take up to a 6 month leave from the regular daily grind and focus their attention on a technology project that they wish to lead.
- Excitement: Give staff members the ability to fly with their ideas
- If you're interested in how PLCMC has set this program up, there's a [pdf](#) of FAQs Helene developed for staff.



5 Weeks to a Social Library

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



Personal Play

- GO2WEB20.net
- The Complete Web 2.0 Directory
- <http://go2web20.net/>



100+ 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 Technology Petting Zoo

Everything's getting smaller





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



Henrik Edberg's discussion of 9 Mistakes That Can Kill Your Personal Growth

- Thinking you already know everything
- Being confused by the marketing hype
- Not taking action
- Giving up
- Worrying about/listening to what others think
- Dabbling with it
- Having unreasonable expectations
- Failing to/not wanting to (at least start to) understand yourself
- Not taking responsibility for yourself



Two SDI Sessions

- **Helene Blowers** —Technology Director, Public Library of Charlotte and Mecklenburg County
- [Learning 2.0 : Make "play" your New Year's resolution](#)
- **Jan 09, 2007**
- http://sirsidynixinstitute.com/seminar_page.php?sid=74



Two SDI Sessions

- **Christine Mackenzie** —Chief Executive Officer, Yarra Plenty Regional Library
- [Hopping into Library 2.0 : Experiencing Lifelong Learning](#)
- **Feb 05, 2007**
- <http://sirsidynixinstitute.com/>



Resources

- PLCCM Learning 2.0 Blog
- <http://plcmcl2-about.blogspot.com/>
- 43 Things I might want to do this year
Information Outlook (Feb. 2006) by
Stephen Abram
- http://www.findarticles.com/p/articles/mi_m0FWE/is_2_10/ai_n16133338
- Yarra Plenty Online Learning
- <http://yarraplentyonlinelearning.blogspot.com/2006/09/learning-20-begins.html>



It's all about . . .

- **Exposing** staff to new tools
- **Encouraging** PLAY
- **Empowering** individuals
- **Expanding** the knowledge toolbox
- **Eliminating** FEAR



The Concept of

Play

Two Key Interventions



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



Learning 2.0





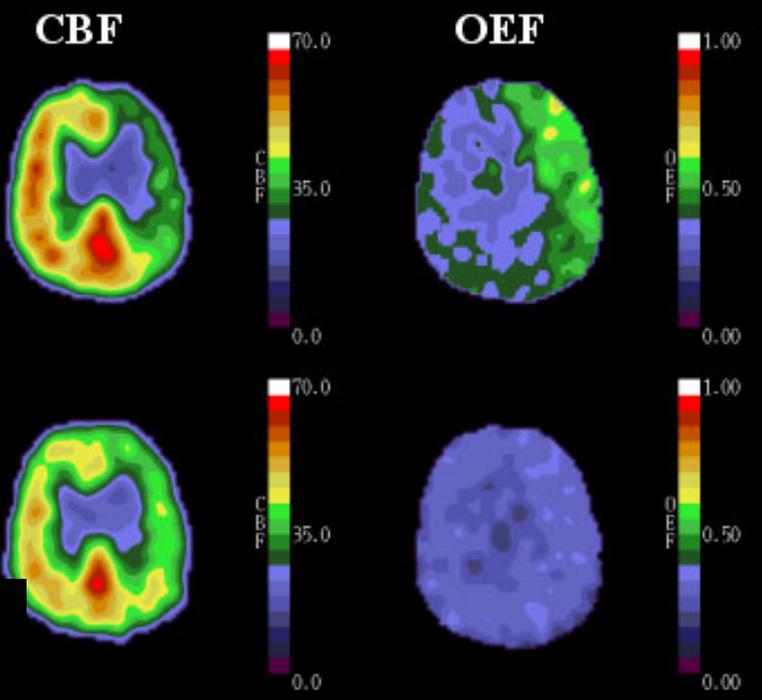
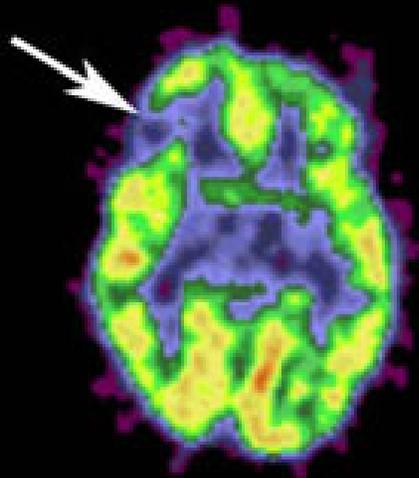




Advice #10: Increase Your HR Capacity to Adapt



Are You Ready? For the Millennials?





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



SCHOOLROOMS

EXPLORE
DISCOVER
LEARN

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

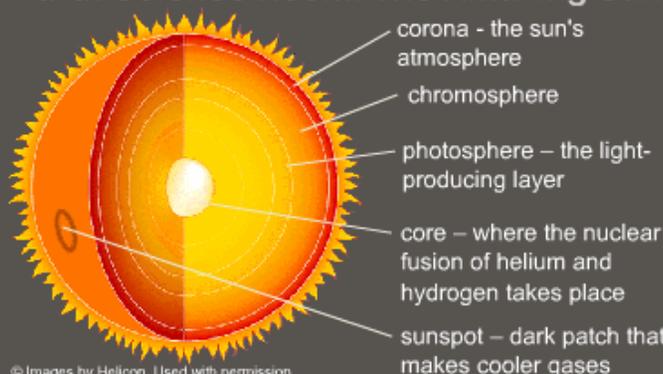
Explore Learn

Discover More...

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



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**



Are You Ready?
For Imagineering the Library?

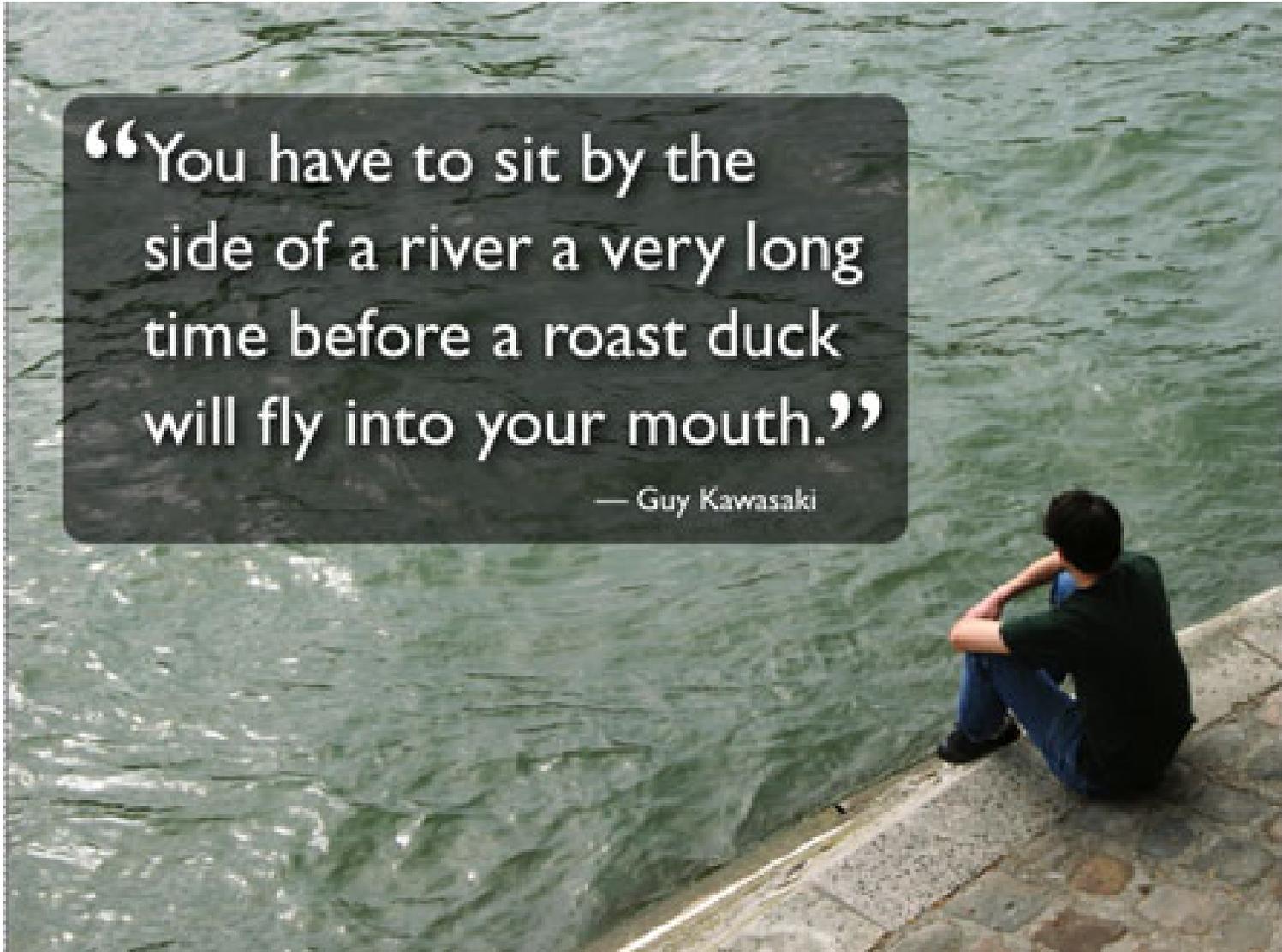


RISK



“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



•SirsiDynix•
institute
grow your skills



Stephen Abram, MLS
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

Cel: 416-669-4855

stephen.abram@sirsidynix.com

<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>

A 3D-rendered red rectangular block with the word "DEAKIN" embossed on its top surface in a metallic, silver-colored font. The block is tilted at an angle, and its shadow is cast onto a yellow surface below it.