Library 2.0: Fact or Fiction?

Global e-Info Symposium,
University of Alabama Huntsville
Dec. 6-7, 2007

Stephen Abram, MLS, FSLA
President 2008, SLA

Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
What part of libraries are social institutions do our colleagues not understand?
Libraries are all about sharing.
“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 = [flickr](https://www.flickr.com)
- Shared Knowledge = [Wikipedia](https://en.wikipedia.org)
- Shared Bookmarks = [del.icio.us](https://del.icio.us)
- Shared News = [Technorati](https://www.technorati.com)
- Shared Videos = [YouTube](https://www.youtube.com)
- Shared Everything = [myspace.com](https://www.myspace.com)
Once More with Feeling this Time!

Library 2.0: Fact or Fiction?
Content is NOT King
More Content is NOT Kingier
Libraries are Social Institutions
Libraries’ Core Service Proposition is to Improve the Quality of the Question
Transformational Libraries
Libraries’ Core Differentiation Proposition is to Align with Their Communities
Academic Libraries focus on learning, research and discovery.
Libraries’ Key Challenge is to Create an Effective User Experience EVERYWHERE that Our Clients Have Needs.
Clients’ Needs include their social needs – like overall student life.
The Pattern Effect
Open or Closed Systems?
Forests and Trees

We get stuck here (implementation level)
The Big Picture

But this is what matters most (meta level)

The right forest
BRICKS
CLICKS
TRICKS
Wesch Videos
Another Bubble?
Challenges 2.0 Helps Solve

- Customer Experience (from the user in)
- Seamlessness – expanding space
- Partnerships – to reach new users
- Money and Value – productivity, cost
- Bridging Business and Social Models
- Portability and Mashability
- Format Agnosticism, format evolution
...is as important as this
Adoption Ambiguity

1. You are here
2. And you should be trying to enter here...
3. But you are overly concerned about being here
4. So, instead, you get nowhere.

Innovators Early Adopters

Early Majority Late Majority Laggards
Support the Expeditionary Librarians
10 Strategic Issues for Information Professionals

1. Adapting to Rapidly Changing Users: Millennials, GenX, Boomers, Seniors

2. Ads & Massive Repositories (OCA, BigG) standards, access operability

3. ME! – personalization, personal devices, “I matter more than you!”
10 Strategic Issues for Information Professionals

4. Boundarylessness - Cross-disciplinary - Our Silos are too narrow! Commons

5. Being Local – GPS, GIS, Google default

6. Beyond Lists - Make me a picture, show me a visual, forget advanced search!

7. eLearning – support or replace?, e-coursepacks, etc. (Blackboard, etc.)
10 Strategic Issues for Information Professionals

8. Increasing the Value Proposition of the Information Professional

9. Adopting Portlets – XML, portability, Unicode, J2EE, JSR168, mashups, Web 2.0, inter-operability, etc.

10. Teaching Success and KM – the real role of information literacy
Change?
Focus?
Focus?
Retail Sales Down? NO
Titles Down? NO
Circulation Down? NO
Reading Down? NO
Teen Reading Down? NO
Suppose there're 250,000 books... Or 25,000,000 in less than 4 years? How does that compare to your worldview?

Articles and Chapters ...
OpenURL
99¢ rentals,
Ads...
The Featuritis Curve

User Happiness

Happy User Peak

"I Rule!"

"Guess I better look at the manual..."

"Cool!"

"Hey, where the f*** did they put that?!"

"I'm so glad they added this."

"Now I can't even do the ONE SIMPLE THING I bought this for..."

"Nice, but I wish I could do more..."

"I Suck!"

Number of Features
First Monday 1st step in research

Now – tell me steps 2 thru 8
And what are those questions?

When was your last question audit?
Is Library 2.0 Real?

Come on!
Duh!

Are we currently in an ambiguous phase? Yes.
Reminder: 300,000+ A DAY!
Then integrate 3.0 resolvers Meebo & federated search.
A sustainable social network for life.

F8 Developer

Are you ready to advise in this space? Are you a professional friend or colleague?

95% of students in clients like U of Toronto, NCSU, Stanford, etc.
Emerging Service Ecology – add OPAC, rights mgt., federated search, resolvers, AND OpenID (federated identity management) in social space
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
Me

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

Pay your fines in Second Life
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 the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

The ALS’s director of operations about SL in the blog post, wrote a resounding blog about SL in the blog post, wrote a resounding blog, blog about SL in the blog post, wrote a resounding blog, blog about SL in the blog post, wrote a resounding blog.

The ASL’s director of operations about SL in the blog post, wrote a resounding blog. She added, “The response has been enthusiastic.

Pope said that the organization provides services to 285 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. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

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 the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

The ALS’s director of operations about SL in the blog post, wrote a resounding blog. She added, “The response has been enthusiastic.

Pope said that the organization provides services to 285 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. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to the treatment of mental illnesses, many residents are unaware of its role in improving access to information.

The ALS, or the Association of Library Service, provides services to 285 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 lead the gospel of library usage. She brings innovation and risk, innovation and risk, she stated.
Library 2.0 = (books 'n stuff
+ people
+ radical trust)
× participation

www.hetemeel.com

Darlene Fichter, 2006
Library 2.0 is all about Knowledge Ecologies

Libraries can’t manage knowledge ... Nobody can.

What you can do is to manage the environment in which knowledge happens.
Context is King, not Content.
So what should we pay attention to?

- Behavioural Alignment – like the OCUL Scholar’s Projects
- Learning Styles and Personality
- User Needs – their real needs (Ethnography)
- Personality affects (Heinstrom PhD)
- Work Flows, Quality, Productivity & Speed
- Next phase of web – 3.0?, Second Earth, OpenCroquet, Android, F8, OpenSocial, Android, Open Handset Alliance...
MAP OF ONLINE COMMUNITIES
AND RELATED POINTS OF INTEREST

GEORGIC 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

- **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.

Who participates (U.S. online users)

- **Young Teens** 12 to 17
- **Youth** 18 to 21
- **Generation Y** 22 to 26
- **Generation X** 27 to 40
- **Young Boomers** 41 to 50
- **Older Boomers** 51 to 61
- **Seniors** 62+

Data: Forrester Research
Scholars’ Citations Go Social
Content Goes Social
Content Goes Social

Features of America’s Top 50 Magazine Websites, 2007

- RSS Feeds: 64%
- RSS Ads: 44%
- Most Popular: 0%
- Mobile: 18%
- Video: 34%
- Podcasts: 26%
- Message Boards: 48%
- Registration: 42%
- Bookmarking: 36%
- Tags: 4%
- Article Comments: 20%
- Blogs: 58%
- Blog Roll: 54%
- Comments on Blogs: 18%
Web 2.0 – Library 2.0

- RSS
- Spoken Word Searching
- Wikis
- New Programming Tools: AJAX, API, J2EE,
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services, SaaS
- 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
- Visualization
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
Intention Paths
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

All FREE
Understand J SR168, Portlets and RSS
Adopt API’s, AJAX, Java J2EE, widgets, gadgets, mashups, Oracle, etc.
Investigate Saas
Get on the Visual, OpenURL and Federated Search Wagon
Recipe yearbook.
Recipe yearbook (Los Angeles, Calif.) Bon appétit.
1987.

500 five ingredient recipes / [editor, Jan Miller].
c2002.

Our best quick & easy recipes / compiled by Jean Wickstrom Liles ; edited by Lisa Hooper Talley.
c1996.

Taste of home's simple & delicious : quick, easy recipes, everyday ingredients.
Taste of home.
c2006.
2.0 is about play
23 Things and Learning 2.0/2.1
Technology Petting Zoos
Technology Scholars
5 Weeks to a Social Library
The Internet Can Change Your Life
SirsiDynix Institute, WebJunction, OPAL, etc.
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
“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
So what’s Coming Up?

- Visionary Leadership and OD
- Social Networking on a shoestring
- Staff Development in a 2.0 world
- Repositories and Digitization
- SuperLearning
- Gaming
Stephen Abram, MLS FSLA
Author, ALA Editions
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

These PPT slides will be at my blog:
Stephen’s Lighthouse
Wrap Up

Stephen Abram, MLS FSLA
Author, ALA Editions
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

These PPT slides will be at my blog:
Stephen’s Lighthouse
The world is going to change with or without you...
GET READY.
BARK?
Huh? Why?

SAY BARK For Me!
Mew
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
I am just so cute and good that they can’t help but notice me. That’s enough.
It’s a cat eat dog world.
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

We’re looking too close
The Landscape Today
The Emerging Landscape
Thanks.

Stephen Abram, MLS FSLA
Author, ALA Editions
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

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