Next Generation Libraries: The 2.0 Phenomenon

Internet Librarian International, Oct. 8, 2007
London, UK

Stephen Abram
President-elect, SLA
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
What Does It All Mean, 2.0?
The Pattern Effect
Optical Illusions
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
We librarians must learn that when we study something to death, *Death was not our original goal.*
RISK
Millennials
# Millennial Behaviours

<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 and more 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
Learning Styles

- Visual/Spatial (Picture Smart)
- Verbal/Linguistic (Word Smart)
- Musical/Rhythmic (Music Smart)
- Logical/Mathematical (Number Smart)
- Bodily/Kinesthetic (Body Smart)
- Interpersonal (People Smart)
- Intrapersonal (Self Smart)
  - Piaget, Bloom, Gardner, etc.
Ohio
Boston + Philadelphia
Delaware
California
South Carolina
Australia
etc.
Pockets
2020 Prediction from Peter Kaufman

• By 2020, iPod size devices will hold:
  
  –1 year’s worth of video (8,760 hours) by 2012 (5 years from now)
  
  –ALL the commercial music ever created by 2015 (8 years), and
  
  –ALL the content ever created (in all media) by 2020 (13 years).
A projector the size of a sugar cube
Everything’s getting smaller
Local Ads
Transformation

DATA

INFORMATION

KNOWLEDGE

BEHAVIOUR

IQ

IQ

IQ

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

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

Google States for free
Google Librarian
Google Educator Certification
Fool me once …
Do No Evil?
Chapters
Suppose there are 25,000,000 books... Or 125,000,000 online in less than 4 years? How does that compare to your libraries?
...is as important as this
Build in Format Agnosticity
Emergent Federated Discovery

Getting from Grade 3 to High School over the next 5 years
Wireless
Ubiquity
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband, Satellite, Wimax, WiFi, etc.
Magazine Content Goes Social

**Features of America's Top 50 Magazine Websites, 2007**

<table>
<thead>
<tr>
<th>Web Feature</th>
<th>Percent of Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS Feeds</td>
<td>64%</td>
</tr>
<tr>
<td>RSS for Different Sections</td>
<td>44%</td>
</tr>
<tr>
<td>RSS Ads</td>
<td>18%</td>
</tr>
<tr>
<td>Most Popular</td>
<td>34%</td>
</tr>
<tr>
<td>Mobile</td>
<td>60%</td>
</tr>
<tr>
<td>Video</td>
<td>48%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>36%</td>
</tr>
<tr>
<td>Message Boards</td>
<td>60%</td>
</tr>
<tr>
<td>Registration</td>
<td>42%</td>
</tr>
<tr>
<td>Bookmarking</td>
<td>0%</td>
</tr>
<tr>
<td>Tags</td>
<td>0%</td>
</tr>
<tr>
<td>Article Comments</td>
<td>26%</td>
</tr>
<tr>
<td>Blogs</td>
<td>20%</td>
</tr>
<tr>
<td>Blog Roll</td>
<td>54%</td>
</tr>
<tr>
<td>Comments on Blogs</td>
<td>18%</td>
</tr>
</tbody>
</table>

*2007 data*
News Content Goes Social

Online Features of America's Top 100 Newspapers, 2007

<table>
<thead>
<tr>
<th>Features</th>
<th>Percent of Papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS</td>
<td>97</td>
</tr>
<tr>
<td>RSS for different sections</td>
<td>97</td>
</tr>
<tr>
<td>RSS Incites Ads</td>
<td>96</td>
</tr>
<tr>
<td>Reporter Blogs</td>
<td>96</td>
</tr>
<tr>
<td>Reporter Blog Comments</td>
<td>96</td>
</tr>
<tr>
<td>Biogailles</td>
<td>88</td>
</tr>
<tr>
<td>Most Popular Comments on Articles</td>
<td>88</td>
</tr>
<tr>
<td>Tags</td>
<td>51</td>
</tr>
<tr>
<td>Registration</td>
<td>51</td>
</tr>
<tr>
<td>Bookmarking</td>
<td>92</td>
</tr>
<tr>
<td>User Generated Content</td>
<td>92</td>
</tr>
<tr>
<td>Social Networking/User Profiles</td>
<td>92</td>
</tr>
<tr>
<td>Mobile Content</td>
<td>92</td>
</tr>
<tr>
<td>Video</td>
<td>49</td>
</tr>
<tr>
<td>Podcasts</td>
<td>49</td>
</tr>
</tbody>
</table>
Scholars’ Citations Go Social
(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

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)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Young Teens 12 to 17</th>
<th>Youth 18 to 21</th>
<th>Generation Y 22 to 26</th>
<th>Generation X 27 to 40</th>
<th>Young Boomers 41 to 50</th>
<th>Older Boomers 51 to 61</th>
<th>Seniors 62+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creators</td>
<td>34%</td>
<td>37%</td>
<td>30%</td>
<td>19%</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Critics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collectors</td>
<td>24%</td>
<td>37%</td>
<td>34%</td>
<td>25%</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Joiners</td>
<td>11%</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Spectators</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>18%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Inactives</td>
<td>49%</td>
<td>59%</td>
<td>54%</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Data: Forrester Research
Reminder: 200,000-250,000 A DAY!
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 students in North America.
Alliance, Charlotte, San Jose SU Europe (2X) McMaster
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
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 stuff 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 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 giving background information about the ALS, Pope said 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 to spread the gospel of library usage. “Innovation equals risk, innovation equals growth,” she stated.

Lori 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, Loresi Imhot, 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.

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

See BOOK, Page 20
Trends

- US National debt increases (affecting every international economy)
- $4 gallon gas in US messes with biggest consumer economy ($150 barrel)
- Google (Search, Ads, & Apps) dominance combined with new social and local competitors for Google, MS, Yahoo, Ask, etc.
- Generations turtle with user behaviour changes driving demographic value
- Mergers and Alliances (Reuters/Thomson, Dow Jones/MySpace, Gale, MS/Yahoo/Facebook, Reed?, Textbooks, etc.? ) increase in Information sector
- Multi-type Consortia increase of necessity
Pew 2020 Predictions

- Very low cost, ubiquitous and fast global network
- Humans remain in charge of technology in the near term but automated “smart agents” will proliferate
- Virtual reality will be compelling enough to enhance worker productivity (Gartner predicts that by 2012 80% of Internet users will use an avatar.
- Technological addiction problems will arise
- Tech “refuseniks” will emerge as a cultural group
- Privacy will emerge as a more balanced issue
- English will be a universal language of global communications, but other languages will not be displaced.
- What about DRM?
Technology Adoption Life Cycle

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

Mainstream Markets

Early Markets
- Visionaries: Get ahead!
- Techies: Try it!

Early Majority
- Pragmatists: Stick with the herd!
- Conservatives: Hold on!

Late Market
- Skeptics: No way!

Innovators 2 1/2%
Early Adopters 13 1/2%
Early Majority 34%
Late Majority 34%
Laggards 16%
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.
Global Change (China, India, EMEA)
Do Libraries Feel Too Poor?
Do we focus on the right things?
MY OPAC SUCKS
Libraries Need Strategic Focus

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

A FUTURE based on respecting the past
Are we really ready to meet the needs of the end user?

Count the time all staff spend in user interaction activities?

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

Are you training the next generation?

*Be honest.*
Knowledge

Information
Context is King, not Content.
“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 Presence =
- Shared Pictures =
- Shared Knowledge =
- Shared Bookmarks =
- Shared News =
- Shared Videos =
- Shared Everything =
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Flickr, Wikipedia, etc.
Sharing
ELF - keeping tabs on your library material
Top 13 2.0 Apps for Librarians

- 1. Google Suite
- 2. Meebo/Chatango
- 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
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?

All FREE
User/Learner Experience
Real Change?
Over Focus?
User Focus?
Opportunities

• E-Learning
• SaaS or ASP – Hosted Solutions
• Information Commons, Learning Commons
• Meta-Learning metadata
• Community Integration
• CRM and partnerships
• True Experiences
<table>
<thead>
<tr>
<th><strong>LIBRARY 2.0 MATRIX</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Resource Environment</strong></td>
</tr>
<tr>
<td>Library 2.0 user</td>
</tr>
<tr>
<td>Library catalogue - MARC compliant</td>
</tr>
<tr>
<td>Web 2.0 platform 24/7</td>
</tr>
<tr>
<td>- adaptable user interface</td>
</tr>
<tr>
<td>Information services</td>
</tr>
<tr>
<td>- Online, Virtual Learning spaces</td>
</tr>
<tr>
<td>Blended digital Web Collections</td>
</tr>
<tr>
<td>Blended digital repository</td>
</tr>
<tr>
<td>Digital access for personal organisation</td>
</tr>
<tr>
<td>- E-reserve</td>
</tr>
<tr>
<td>- Borrower loan access</td>
</tr>
<tr>
<td>Digital access for licensed collections</td>
</tr>
<tr>
<td>- e-books, videos &amp; multimedia, images, learning objects, etc</td>
</tr>
<tr>
<td>- specialist online databases</td>
</tr>
<tr>
<td>Federated searching</td>
</tr>
<tr>
<td>- Z39.50</td>
</tr>
<tr>
<td>Taxonomy - supported by global metadata standards</td>
</tr>
<tr>
<td><strong>Web 2.0 as Platform</strong></td>
</tr>
<tr>
<td>Library 2.0 user</td>
</tr>
<tr>
<td>E-learning 2.0 environment</td>
</tr>
<tr>
<td>- LMS, ELGG, LAMS etc</td>
</tr>
<tr>
<td>Social Networks</td>
</tr>
<tr>
<td>- MySpace/Facebook</td>
</tr>
<tr>
<td>- Blogs &amp; Wikis</td>
</tr>
<tr>
<td>- Read/Write web functionality</td>
</tr>
<tr>
<td>- Social Bookmarking</td>
</tr>
<tr>
<td>- Images &amp; multimedia sharing</td>
</tr>
<tr>
<td>- Podcasting &amp; vodcasting</td>
</tr>
<tr>
<td>Folksonomy</td>
</tr>
<tr>
<td>- Tagging for personalisation</td>
</tr>
<tr>
<td>Searching</td>
</tr>
<tr>
<td>- Browser and desktop API</td>
</tr>
<tr>
<td>- Blogs &amp; social networks</td>
</tr>
<tr>
<td>- Visual &amp; metasearch engines</td>
</tr>
<tr>
<td>Mobile computing</td>
</tr>
<tr>
<td>RSS feeds and Mashups</td>
</tr>
</tbody>
</table>

Intention Paths
Understand JSR168, Portlets and RSS

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

Get on the Visual, OpenURL and Federated Search Wagon

Use Open Source & Open Access wisely
2.0 is about *play*
Doing an Intervention
23 Things Learning 2.0

- Week 1: Introduction
- Week 2: Blogging
- Week 3: Photos & Images
- Week 4: RSS & Newsreaders
- Week 5: Play Week
- Week 6: Tagging, Folksonomies & Technorati
- Week 7: Wikis
- Week 8: Online Applications & Tools
- Week 9: Podcasts, Video & Downloadable audio
Learning 2.1
Technology Petting Zoos
Technology Scholars
5 Weeks to a Social Library
The Internet Can Change Your Life
SirsDynix Institute, WebJunction, OPAL, etc.
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
Change Week starts Monday!
“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
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
Slides

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

http://stephenslighthouse.sirsidynix.com