The New Scholar: How are they different and how are libraries changing?

Jan. 10, 2008
LIU Palmer School Class

Stephen Abram
President 2008, SLA
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Me:
MLS, FSLA
SLA, CLA, OLA
TERLA, ITAC IIC
Hay, C&L, Law, etc.
Thomson
Micromedia
IHS
ProQuest
SirsiDynix
Ohio Study
Personas
Value
Blog
Columns
Author
The New Student and Professor: What exactly is different?
Your 5 Year Plan

Google

Facebook
Usability

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

Heat Maps help SirsiDynix understand how to layout pages
Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

1st Quarter - 2004
Conducted under the auspices of the Kent State University School of Library and Information Science and the Information Architecture/Knowledge Management Program (IAKM)
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May 2004
Adapting to Technology
## Millennial Characteristics

<table>
<thead>
<tr>
<th>Principled / Values</th>
<th>More Friends</th>
<th>More Diverse</th>
<th>Respect Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic / Positive</td>
<td>Internet Natives</td>
<td>More Choices</td>
<td>Format Agnostic</td>
</tr>
<tr>
<td>Balanced Lives</td>
<td>Adaptive / Flexible</td>
<td>Civic Minded</td>
<td>High Expectations</td>
</tr>
<tr>
<td>Collaborative</td>
<td>Nomadic</td>
<td>Gamers</td>
<td>Experiential</td>
</tr>
<tr>
<td>Independent</td>
<td>Confident</td>
<td>Direct</td>
<td>More Liberal 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.
How Will Academic Libraries Adapt?
The New Technologies:
Web 2.0 meets Library 2.0
and Student 2.0
and Classroom 2.0
Formats Die and Change
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
### What people are doing

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

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

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

- **Joiners** use social networking sites.
  - Young Teens: 51%
  - Youth: 70%
  - Generation Y: 57%
  - Generation X: 29%
  - Young Boomers: 18%
  - Older Boomers: 8%
  - Seniors: 6%

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

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

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*Data: Forrester Research*
Social Graph Platform Wars

Google / Open Social
("The Empire", "Coalition of The Willing")

Facebook
("Rebel Alliance"?)

MySpace
("Clone Army"?)

Photobucket

Gmail?

iGoogle

YouTube?

Bebo

LinkedIn

Hi5

Friendster

Flixter

ILike

RockYou

SocialMedia

Gigya

Widgetbox

ClearSpring

FB apps

widgets

Platforms Wars insanity: Dave McClure, 12/12/07

☆ = announced Platform / API
☆☆ = unannounced Platform / API
Map of Online Communities and Related Points of Interest

Geographic area represents estimated size of membership.

(Not a complete survey. Sizes based on best figures I could find, but involved some guesswork. Do not use for navigation.)
Scholars’ Citations Go Social
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
## LIBRARY 2.0 MATRIX

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

Mobile Focus?
Context is King, not Content.
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.
I ♥️ my customers
Top 10 Strategic Issues for the Institutional Space

1. Our Changing Users – Millennials, GenX, Boomers, Seniors
2. Preserving Our Culture – OCA, BigG, Alouette, etc. (especially non-US, aboriginal), Repositories, standards, access
3. ME! – personalization, personal devices, “I matter more than you!”
Top 10 Strategic Issues for the Institutional Space

4. Boundarylessness - Cross-disciplinary and inter-disciplinary research – Your Chimney/Silo no long matters!
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. Sakai, Blackboard, etc.
Top 10 Strategic Issues for the Institutional Space

8. Reorganized market – Consort, Teams, cross-functional, relationship management

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

10. Teaching Success and KM – the real role of information literacy – is it possible?
The New Ecology
The Impact on Publishers
Everything’s getting smaller
Market Opportunities

• New Discovery Systems
  – Portals and Portlets (JSR168)
  – OpenURL with Federated Search
  – Visualization and Display

• Advanced interoperable metadata embedded

• Personalization

• eLearning

• Digital devices (phones, etc.) and GPS
Technological Opportunities

- Understand JSR168, Portlets and RSS
- Embed Tagging, visual, word clouds
- Adopt API’s, AJAX, Java, J2EE, widgets, gadgets, mashups, SaaS, etc.
- Behavioural Alignment – Scholar’s Projects
- Learning Styles and Personality
- User Needs – their real needs
- Work Flows, Quality, Productivity & Speed
- Next phase of web – 3.0?, Second Earth, OpenCroquet, Android, OpenSocial, OpenHandset Alliance, F8
...is as important as this
Ohio
Boston +
Philadelphia
Delaware
California
South Carolina
Australia
etc.

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

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

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.

Case Study:
Boston Public Library
Discover how Boston
Suppose there are 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...

“I’m a book publisher so I don’t bundle anything.”

“We are still dealing with whether it is the journal or disaggregated articles.”

How does that compare to your worldview?
First Monday first steps in academic research

![Pie chart showing the sources of information for academic research: Course reading (40%), Library Web (23%), Search engine (13%), Librarian (4%), Professor (12%), Wikipedia (3%), Visit library (2%), Buy book (1%), No response (1%).]
We’re looking too close
The Landscape Today
The Emerging Landscape
“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
Author, ALA Editions
President 2008, SLA
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

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