Library 2.0 in the Real World: Or Stephen’s Big Ideas

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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.
One week’s worth of rumours:
Thomson buys Reuters
Microsoft merges with Yahoo!
Murdoch buying Dow Jones / WSJ
MySpace and Photobucket
And more . . . .
All that matters is...

• Community
• Learning
• Interaction

The user is not broken

Karen Schneider
Libraries core skill is not delivering *information*

Libraries improve the quality of the *question* and the *user experience*
And what are libraries doing?

- Diffusion glaciation
- Endless discussion
- Protecting turf
- Freaking and peaking
Optical Illusions
Optical Illusions
Change?
Focus?
Focus?
Meanwhile, Back at the Ranch
I ♥ my customers
Magazine Content Goes Social

Web Features of America’s Top 50 Magazines

<table>
<thead>
<tr>
<th>Web Features</th>
<th>Percent of Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS Feed</td>
<td>48%</td>
</tr>
<tr>
<td>RSS Feed Includes Ads</td>
<td>0%</td>
</tr>
<tr>
<td>Tags</td>
<td>6%</td>
</tr>
<tr>
<td>Mobile Version</td>
<td>12%</td>
</tr>
<tr>
<td>Most Popular</td>
<td>10%</td>
</tr>
<tr>
<td>Video</td>
<td>34%</td>
</tr>
<tr>
<td>Podcast</td>
<td>38%</td>
</tr>
<tr>
<td>Reporter Blogs</td>
<td>32%</td>
</tr>
<tr>
<td>Blogroll (External Links)</td>
<td>16%</td>
</tr>
<tr>
<td>Comments on Articles Required</td>
<td>8%</td>
</tr>
<tr>
<td>Bookmarking</td>
<td>14%</td>
</tr>
<tr>
<td>Message Boards</td>
<td>14%</td>
</tr>
</tbody>
</table>

Percent of Magazines
News Content Goes Social

Online Offerings of the Top 100 Newspapers

- RSS Feed for Different Sections: 76
- RSS Feed Includes Acts: 75
- Most Popular: 0
- Video: 33
- Podcast: 61
- Chats: 31
- Reporter Blogs: 13
- Reporter Blog Comments: 80
- Blogroll (External Links): 67
- Comments on Articles: 24
- Registration Required: 19
- Bookmarking: 23
- Message Boards: 7

Features:
- Online Offerings of the Top 100 Newspapers
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.
CHANGED PRIORITIES AHEAD
The Future Ain’t What it Used to Be!

SHIFT HAPPENS
We librarians must learn that when we study something to death, *Death was not our original goal.*
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 Changes ($1 trillion, Oil)
- Major Technology Shifts (PDA, broadband)
- Millennials and Learning
- Stock Market
Folks Keep Asking for Specific Advice

Steve’s Top 10
A projector the size of a sugar cube
Everything’s getting smaller
Advice #1:
Go XML for Dominant Personal Devices
Intention Paths
You can’t make it too simple.
Advice #2: Understand JSR168, Portlets and RSS
Are You Ready?
For the next steps in search?
Suppose there are 250,000 books... Or 25,000,000 in less than 4 years? How does that compare to your libraries?
I ♥ my customers
Google States for free
Google Librarian
Google Educator Certification
Evil?

Google Docs and Spreadsheets
Google Calendar
Google Base
Google Maps
Google Wallet / Cart
G-Mail
GTalk
Google Phone
Google Scholar
Google 'Presently'
Advice #3: Get on the Visual, OpenURL and FedSearch Wagon
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Where are your users?
Advice #4: GPS & Broadband: Deal with It - Act Local
Are You Ready?
For Web 2.0 / Library 2.0?
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Flickr, Wikipedia, etc.
Build in Format Agnosticity
Advice #5:
Be Library 2.0
Interact and Relate
Are You Ready?
For advanced social networks
Reminder:
200,000-250,000
A DAY!
Reminder: 15 million daily users, and 30 billion page views a month
95% of students in clients like U of Toronto, NCSU, Stanford, etc.

Over 80% of all college and university students in North America.
Kyle: We do have access to such a database. It's called Request Dissertations and Theses - Full Text: http://www.library.ucsb.edu/databases/dissindex.cfm?ID=568. If it's a recent thesis, there's a good chance that it is available full-text on this site. Otherwise, there would be a paper copy of it held in the UCSB libraries' system.

Let me know if you find it. - Randy

Kyle Sand (Alberta) wrote
at 5:15pm on February 23rd, 2007

Just had a question I hoped you could answer. Can we search any sort of thesis database? I'm trying to find one published at the U of A that was referenced in a paper.

Randy Reicherdt (Alberta) wrote
at 11:46pm on February 13th, 2007

Steve, thanks for the note and the kind words. I'll relay your suggestion of a librarian's gift to my colleagues, and well see if we can come up with something Inventor LOV! And thanks to you, Andrea, Jasyka, and everyone for being the first students to join our new group, your collective support is much appreciated! - Randy

Steve Loho (Alberta) wrote
at 11:06pm on February 13th, 2007

Wow, Randy! You are so amazing! I don't think I have this many ways to contact my parents and we live in...
Alliance, Charlotte, San Jose SU Europe (2X) Australia
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 Ball, 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, Lovelie Jimot, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle’s black library, but thought that library services could be expanded. “Since there is no 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
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 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
Advice #8: Reorganize
Simple Collaboration

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
Two Key Interventions
23 Learning 2.0 Things

- **Week 1**: Introduction (official start of week August 7th)
- **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

• Helen Blowers latest PLCMC innovation
• **Learning 2.1: Explore... Discover... Play!** is the continuation of Learning 2.0
• Requested by PLCMC 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](http://example.com) as well as a Learning 2.1 Wiki.
• Check it out and feel free to join: [explorediscoverplay.blogspot.com](http://explorediscoverplay.blogspot.com) - mashing up 21st century skills with lifelong learning
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
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

• Five Weeks to a Social Library is the first free, grassroots, completely online course devoted to teaching librarians about social software and how to use it in their libraries. It was developed to provide a free, comprehensive, and social online learning opportunity for librarians who do not otherwise have access to conferences or continuing education and who would benefit greatly from learning about social software.

• The course is taught using a variety of social software tools so that the participants acquire experience using the tools while they are taking part in the class. It uses synchronous online communication, with one or two weekly Webcasts and many small group IM chat sessions made available to participants each week.

• By the end of the course, each student develops a proposal for implementing a specific social software tool in their library.

• Course content is freely viewable and all live Webcasts are archived for later viewing.

• The course will cover the following topics:
  • Blogs, RSS, Wikis, Social Networking Software and Second Life, Flickr, Social Bookmarking Software, Selling Social Software @ Your Library
5 Weeks to a Social Library

- The content of this course is licensed under a Creative Commons Attribution-Non-Commercial-Share-Alike license.
- For a listing of the social software experts who will be presenting during the course, please visit the Program. You can also access content for each week of the course from the menu on this course page.
- The list of individuals participating in the course is available on the Participant Blogs page. To receive all blog content coming from the course, you can subscribe to the following RSS feed http://www.sociallibraries.com/course/blog/feed. To receive only blog posts from the organizers of the course, you can subscribe to this RSS feed http://www.sociallibraries.com/course/taxonomy/term/13/0/feed.
- “We hope you all will take something useful from this course!”
5 Weeks to a Social Library

- [http://www.sociallibraries.com/course/week1](http://www.sociallibraries.com/course/week1)

- Credit: Amanda Etches-Johnson and the entire 5 weeks team.
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
Personal Play

- GO2WEB20.net
- The Complete Web 2.0 Directory
- http://go2web20.net/
365 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, currently on Assignment #100 as of today.“
- http://rameyerguam.blogspot.com/
The Concept of Play
Advice #10: Increase Your HR Capacity to Adapt
Are You Ready?
For the Millennials?
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):

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

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 latest 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
Bonus Advice #10: Focus on Largest Markets
Are You Ready?
For Imagineering the Library?
Are You Ready?
To Change?
Looking too close
The Landscape Today
The Emerging Landscape
RISK
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