Arrghhh: A Tech Forecast
MLA Southern Chapter, Nov. 13, 2007
Charleston SC

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Slides

- These PPT slides will be at:
- Stephen’s Lighthouse
- [http://stephenslighthouse.sirsidynix.com](http://stephenslighthouse.sirsidynix.com)
- Or give me a USB drive and I’ll give you a copy.
The world is going to change with or without you... get ready.
CHANGED PRIORITIES AHEAD
Forests and Trees

We get stuck here
(implementation level)

Tree 2.0
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
The Big Picture

But this is what matters most
(meta level)

The right forest
Why Libraries Need Strategic Focus

• Our *real* goals:
• Our community mission and vision
• Healing
• Cultural preservation and use/re-use
• Learning, Scholarship, Recommendations
• The Question economy
• Bridging the divide
• Decisions and action /policy
• Discovery, Creativity, Invention, Innovation
• A FUTURE orientation based on respecting the past.
The Post Office introduces the Card Callmaker. It remembers the numbers you need and dials them for you.
Library culture of victimization, risk aversion, and passive resistance
WORRY TANK

What if it doesn't work?
What if it all blows up in our face?
What happens if it works... all too well?

What if somebody sues?

What happens ten years down the line?

THEN WHAT?
EXCUSES
What part of libraries are social institutions do our colleagues not understand?
Is there a sleeping elephant in your POW?
Last Week’s Perfect Storm?

- Facebook gets a $750,000,000.00 equity investment from Microsoft and two equity capital firms.
- Facebook introduces social ads today on top of their F8 development platform.
- Google heads past 10,000 licensed traditional publishers.
- Google adds new libraries all the time to Google BookSearch.
- Google heads past $700.00 a share during a market drop.
- MySpace acquires Dow Jones and the Wall Street Journal.
- Thomson continues work on the major acquisition of Reuters.
- Google announces last week that MySpace, Bebo, Engage.com, Friendster, hi5, Hyves, imeem, LinkedIn, Ning, Oracle, Orkut, Plaxo, Salesforce.com, Six Apart, Tianji, Viadeo, and XING have joined Google OpenSocial - their new "open" platform for development anywhere.
- Google introduces Google Open Mobile Android development platform.
- We are about to see the biggest transformation of the web experience since people thought e-mail, or search or content were kings. Killer apps?!
- The Canadian dollar has soared past the US $ ($1.07 today!) for the first time in years. Time to shop on the road again - just bought 2 leather jackets.
- And the first US Boomer applied for their pension 2 weeks ago.
- Strap yourself in, the rest of 2007 and 2008 are going to be a fine ride. Enjoy.
Trends

- US National debt increases (affecting every economy)
- $4+ gallon gas in US messes US consumer economy ($150 barrel by end of 2008)
- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- Generations turtle driving user behaviour changes
- Mergers (Reuters, Dow Jones, Gale, MS Facebook, etc.) increase in Information sector
- Multi-type Consortia increase of necessity
- New standards (XML, JSR168, etc.) drive portalization and personalization of the web
- New social and local competitors emerge to Google, MS, Yahoo, Ask, etc.
2020 Prediction from Peter Kaufman

- Over the next **13 years** an iPod size device 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).

- This will drive a new global phase of large informational hubs on the web and massive aggregations of content and services.
- What does this Internet and personal device hybrid world look like?
First Strategic Issue

Our Changing Users – Millennials, GenX, Boomers, Seniors
The Social Web
Library 2.0 = (books 'n stuff + people + radical trust ) \times participation

Darlene Fichter, 2006
MAP OF ONLINE COMMUNITIES
AND RELATED POINTS OF INTEREST

Geographic area represents estimated size of membership

(Spring 2007)

(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

<table>
<thead>
<tr>
<th>Activity</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>Creators publish Web pages, write blogs, upload videos to sites like YouTube.</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 comment on blogs and post ratings and reviews.</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>Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.</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>Joiners use social networking sites.</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>Spectators read blogs, watch peer-generated videos, and listen to podcasts.</td>
<td>49%</td>
<td>59%</td>
<td>54%</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Inactives are online but don’t yet participate in any form of social media.</td>
<td>34%</td>
<td>17%</td>
<td>21%</td>
<td>42%</td>
<td>54%</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
</table>

*Data: Forrester Research*
Reminder:
200,000-250,000
A DAY!
Hennepin County Library's Flavors

About me:

Library Search

Find books & more

and Hennepin County Library Catalog search to your MySpace!

26 libraries in custody, 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.


Question? Ask us online 24/7.

Who'd I like to meet:

Library Users, Authors, Volunteers, Teens...

Hennepin County Library has 293 friends.

eVolver, I can't take my eyes off you, Steen, Charbonneau
95% of students in clients like U of Toronto, NCSU, Stanford, etc.

Over 80% of all college and University students in North America.

A sustainable social network for life.

F8
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 KATI 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. I 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.

Lon 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, Lorelei Hornet, and now has a population of almost 200,000.

She found that SL is 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
Context is King, not Content.
**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.
Second Strategic Issue

Preserving Learning and History, Repositories, Standards, Access
...is as important as this
Suppose there were 250,000 books... Or 25,000,000 in less than 4 years? How does that compare to your libraries?
Build in Format Agnosticism
Third Strategic Issue

ME! – personalization,
personal devices,
“I matter more than you!”
Simple Collaboration

90%+ of people from ages 15-25 have at least one IM account vs. only 5% of over 30’s

Messenger

AOL Instant Messenger™

Yahoo!® Messenger

icq

Meebo and Trillian
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
“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://technorati.com)
- Shared Videos = ![YouTube](https://www.youtube.com)
- Shared Everything = ![MySpace](https://www.myspace.com)
What is the Magic Sauce?

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

All FREE

How many are we already using?
A projector the size of a sugar cube
Everything’s getting smaller
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Fourth Strategic Issue

Boundarylessness - Cross-disciplinary and interdisciplinary research
Change?
Focus?
Focus?
Magazine Content Goes Social

Features of America's Top 50 Magazine Websites, 2007

- RSS Feeds: 64%
- RSS for Different Sections: 44%
- Most Popular Articles: 18%
- Mobile Access: 34%
- Video: 60%
- Podcasts: 26%
- Message Boards: 48%
- Registration: 42%
- Bookmarking: 36%
- Article Comments: 20%
- Blogs: 58%
- Blog Roll: 54%
- Comments on Blogs: 18%

Web Features
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 includes Ads</td>
<td>0</td>
</tr>
<tr>
<td>Reporter Blogs</td>
<td>0</td>
</tr>
<tr>
<td>Reporter Blog Comments</td>
<td>21</td>
</tr>
<tr>
<td>Biographies</td>
<td>51</td>
</tr>
<tr>
<td>Most Popular Comments on Articles</td>
<td>33</td>
</tr>
<tr>
<td>Tags</td>
<td>29</td>
</tr>
<tr>
<td>Registration</td>
<td>44</td>
</tr>
<tr>
<td>Bookmarks</td>
<td>53</td>
</tr>
<tr>
<td>User Generated Content</td>
<td>49</td>
</tr>
<tr>
<td>Social Networking/User Profiles</td>
<td>53</td>
</tr>
<tr>
<td>Mobile Content</td>
<td>24</td>
</tr>
<tr>
<td>Video</td>
<td>92</td>
</tr>
<tr>
<td>Podcasts</td>
<td>49</td>
</tr>
</tbody>
</table>
Scholars’ Citations Go Social
Fifth Strategic Issue

Retreading Ourselves
2.0 is about play
Two Key Interventions
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

- 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](http://learning21.ning.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. :)

5 Weeks to a Social Library

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

- Credit: Amanda Etches-Johnson, Meredith Farkas, et al and the entire 5 weeks team.
180+ 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 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
Sixth Strategic Issue

Beyond Lists - Make me a picture, show me a visual, forget advanced search!
I love my customers
Seventh Strategic Issue

eLearning – support or replace?
Opportunities

- E-Learning
- SaaS or ASP – Hosted Solutions
- Information Commons, Learning Commons
- Meta-Learning metadata
- Medical Community Integration
- Partnerships
- Learning Object Repositories (SCORM)
Eighth Strategic Issue

Reorganize – Consort, Teams, cross-functional, relationship management
The Reference Transformation

- Reference Cowboys
- Virtual Operations
- Trans-generational mentoring
- Inter-generational support (tags, wikis, etc.)
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

Ninth Strategic Issue

Portlets – XML, portability, Unicode, J2EE, JSR168, mash-ups, etc.
Intention Paths
You can make it too simple and that’s not good.
Understand JSR168, Portlets and RSS
Adopt API’s, AJAX, Java, J2EE, widgets, gadgets, mashups, Oracle, etc.
We librarians must learn that when we study something to death, *Death was not our original goal.*

*Just do it*
Get on the Visual, OpenURL and Federated Search Wagon
Visual Ideas

• Grokker
• Aquabrowser
• KartOO
• Folksonomies
• Etc.
Tenth Strategic Issue

Teaching ‘Success’ and Aligning with Knowledge Behaviours – the real role of information literacy. Believing in our users.
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
Change Week starts Monday!
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