Future of Libraries
Monterey Public Library, Oct. 30, 2007
Monterey, Cal.

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Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
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.
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
- Entertainment is not trivial
- Cultural preservation and use/re-use
- Learning, Scholarship, Recommendations
- Homework support & the Question economy
- Bridging the divide
- Decisions and action /policy
- Discovery, Creativity, Invention, Innovation
- A FUTURE orientation based on respecting the past.
And You Feel Poor
The Post Office introduces the Card Callmaker. It remembers the numbers you need and dials them for you.
EXCUSES
Trends

- US National debt increases (affecting every economy)
- $4 gallon gas in US messes biggest consumer economy ($150 barrel)
- 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
(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)

<table>
<thead>
<tr>
<th></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</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></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spectators</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>16%</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
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.
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!
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.

LaRae 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 Hmm, 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
Context is King, not Content.
Millennial Characteristics

Principled / Values: More Friends, More Diverse, Respect Intelligence
Optimistic / Positive: Internet Natives, More Choices, Format Agnostic
Balanced Lives: Adaptive / Flexible, Civic Minded, High Expectations
Collaborative: Nomadic, Gamers, Experiential
Independent: Confident, Direct, More Liberal and more conservative
Multi-taskers: Inclusive, Patriotic, Entrepreneurial
Healthy Lifestyle: Family Oriented, Graphical, Achievement Oriented

Credit: Richard Sweeney, NJIT
Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

1st Quarter - 2006

Conducted under the auspices of the Kent State University School of Library and Information Science and the Information Architecture/Knowledge Management Program (IAKM) by:

Dr. Jason Hilfman, Associate Professor
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Dr. Qingyu Zhang, Associate Professor
School of Library and Information Science (SLIS)

May 15, 2006
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.
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

Explore a new learning portal for the K-12 community

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. Explore More...

**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. Discover More...

**Case Study:**
Boston Public Library
Discover how Boston
Second Strategic Issue

Preserving Our Culture – (non-US, aboriginal), Repositories, standards, access
this

...is as important as this
Suppose there's 250,000 books... Or 25,000,000 in less than 4 years? How does that compare to your libraries?

Articles and Chapters ... 99¢ rentals...
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)
ELF - keeping tabs on your library material
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
• 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
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
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 inter-disciplinary 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: 18%
- Mobile: 34%
- Video: 60%
- Podcasts: 26%
- Message Boards: 48%
- Registration: 42%
- Bookmarking: 36%
- Tags: 4%
- Article Comments: 20%
- Blogs: 18%
- Blog Roll: 58%
- Comments on Blogs: 54%

Web Features
News Content Goes Social

Online Features of America’s Top 100 Newspapers, 2007

<table>
<thead>
<tr>
<th>Feature</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 Inclusions Ads</td>
<td>96</td>
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<tr>
<td>Reporter Blogs</td>
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<tr>
<td>Reporter Blog Comments</td>
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</tr>
<tr>
<td>Biographies</td>
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<tr>
<td>Most Popular Comments on Articles</td>
<td>29</td>
</tr>
<tr>
<td>Tags</td>
<td>24</td>
</tr>
<tr>
<td>Registration</td>
<td>5</td>
</tr>
<tr>
<td>Bookmarks</td>
<td>49</td>
</tr>
<tr>
<td>User Generated Content</td>
<td>53</td>
</tr>
<tr>
<td>Social Networking/Profiles</td>
<td>92</td>
</tr>
<tr>
<td>Mobile Content</td>
<td>49</td>
</tr>
</tbody>
</table>
Scholars’ Citations Go Social
Fifth Strategic Issue

Retreading Ourselves
2.0 is about *play*
Two Key Interventions

Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0
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 as well as a Learning 2.1 Wiki.
• Check it out and feel free to join. 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.
"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/](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 ♥️ my customers
Seventh Strategic Issue

eLearning – support or replace?
Opportunities

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

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

- Reference Cowboys
- Virtual Operations and Branches
- 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.*
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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Stephen’s Lighthouse Blog
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