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

Jan. 8, 2008
National Association of Independent Schools

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 Teacher: What exactly is different?
Your 5 Year Plan
What future was our promise?
What future is their promise?

Are we preparing them for the world of their future or our past?
2000 Light Stopped
2001 Light Slowed to Bicycle Speed
2002 Light Sent into Future
2003 Light Transported
2006 Light Goes Backwards

Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester

Romulan cloaking Devices at Duke U.
Nano, Light, BioTech, Genome, Web 2.0
What Does It All Mean, 2.0?
Last Quarter’s Perfect Storm?

- Facebook gets a $750,000,000.00 equity investment from Microsoft and two equity capital firms.
- Facebook introduces social ads last month 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. Buys Sprint??
- MySpace acquires Dow Jones and the Wall Street Journal and soon LinkedIn.
- 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 OpenMobile Open Handset Alliance / Android development platform.
- The Canadian dollar has soared past the US $ ($1.11 today!) for the first time in years. Time to shop on the road again - just bought a new leather jacket (actually 2!!).
- And the first US Boomer applied for their pension.
- Strap yourself in, the rest of 2007 and 2008 are going to be a fine ride. Enjoy.
The Perfect Storm

- US National debt increases affecting global economy
- $4+ gallon gas in US messes biggest consumer economy
- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- Format agnosticism
- Generations turtle driving user behaviour changes
- Mergers (Reuters, Dow Jones, Gale, MS Yahoo!?, 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 competitors emerge to Google, MS, Yahoo, Ask, etc. Second Earth?
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
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?
We are about to see the biggest transformation of the web and intranet experience since people thought e-mail, or search or content were kings. Killer apps?!
Library 2.0 = (books 'n stuff + people + radical trust) x participation

Darlene Fichter, 2006
Associations

• Networking
• Learning / Professional Development
• Influence / Lobbying / Public Education
• Selling Stuff (You gotta survive!)

Challenges:
- Diverse Members
- Life Stages
- Communication
- Financial
- Change Management
- Diffusion
Great Expectations

The future is already here, it’s just not evenly distributed yet!
Expectations 1.0

• Yes the principles and foundations of associations have not changed. . .  We have always done this.

• The tools we use are entering a new era. And where we get the tools, how we use them, and how flexible and timely we can be is changing.

• Will attitudes and aptitudes change if we don’t re-frame the conversation?  Maybe.
Web Expectations 1.0

- Educate (vs. Learn)
- Search
- Retrieve
- View
- Print
- Link
- Navigate
- Read
- . . .
Association Expectations 1.0

• Link me to others
• Educate me
• Give me a leg up
• Fix the government(s)
• Give me benefits
• I’ll give you volunteer time
• I’ll pay you on spec and for service
• Represent my interests
Association Expectations

2.0

- Understand “me”
- Be there.
<table>
<thead>
<tr>
<th>Social technology</th>
<th>Examples</th>
<th>Current usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>LinkedIn, facebook, myspace, orkut, Friendster</td>
<td>• 6% of North American online consumers use social networking sites weekly, up from 4% in 2004.</td>
</tr>
<tr>
<td>RSS</td>
<td>Bloglines, FeedBurner, Phluck</td>
<td>• 6% of North American online consumers use RSS weekly.</td>
</tr>
<tr>
<td>Open source software</td>
<td>Apache Software Foundation</td>
<td>• 47% of marketers use or plan to use RSS feeds.</td>
</tr>
<tr>
<td>Blogs</td>
<td>BlogType, WordPress, Blogger, Technorati</td>
<td>• 56% of US firms use open source software; 19% plan to use it.</td>
</tr>
<tr>
<td>Search engines</td>
<td>Yahoo!, MSN, Ask Jeeves, OpenOffice, MySQL</td>
<td>• 39% of European firms use open source software; 29% plan to.</td>
</tr>
<tr>
<td>User review portals</td>
<td>TripAdvisor, ReviewCentre, InsiderPages, ONET</td>
<td>• 10% of North American online consumers visit blogs weekly.</td>
</tr>
<tr>
<td>P2P file sharing</td>
<td>P2P network</td>
<td>• 79% of US online consumers use search engines weekly.</td>
</tr>
<tr>
<td>C2C eCommerce</td>
<td>eBay, Amazon</td>
<td>• 79% of marketers use or plan to use blogs in some way.</td>
</tr>
<tr>
<td>Comparison shopping sites</td>
<td>PriceGrabber, Craiglist</td>
<td>• 27% of North American online consumers visit comparison shopping sites.</td>
</tr>
<tr>
<td>Podcasts</td>
<td>Podcast Alley, ODE, Juice</td>
<td>• 1% of North American consumers are interested in it.</td>
</tr>
<tr>
<td>Wikis/Collaboration software</td>
<td>Socialtext, Basecamp, GrooveNetworks</td>
<td>• Wikipedia, a collaborative encyclopedia, has more than 3 million pages, in almost 200 languages.</td>
</tr>
<tr>
<td>Tagging</td>
<td>del.icio.us, Digg, flickr</td>
<td>• According to the Wall Street Journal, tagging sites garner less than 1% of Google's traffic, but they are growing rapidly.</td>
</tr>
</tbody>
</table>

Hmmm, The magic seems to be social!
Magazine Content Goes Social

Features of America's Top 50 Magazine Websites, 2007

- RSS Feeds: 64%
- RSS Ads: 44%
- Most Popular: 18%
- Mobile: 34%
- Video: 60%
- Podcasts: 26%
- Message Boards: 48%
- Registration: 42%
- Bookmarking: 36%
- Tags: 4%
- Article Comments: 20%
- Blogs: 58%
- Blog Roll: 18%
- Comments on Blogs: 54%
News Content Goes Social
Scholars’ Citations Go Social
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.)

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></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>24%</td>
<td>37%</td>
<td>34%</td>
<td>25%</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Collectors</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</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</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</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
Association Expectations 2.0

- Connect me – to information, to other members, to influencers, to staff
- Deliver an ecology where I can learn
- Deliver an experience that engages
- Let my voice be heard
- Be there virtually and physically
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?
SLA Strategies

• Membership Growth
• 2009 Centennial
• Innovation
• Strategic Alignment Research
• A New AMS! Yay.
• E-learning accreditation and learning partnerships
• Special partnerships, e.g. SIIA
Studying the Future

• The Strategic Alignment Project
  – Study influencers
  – Study Us
  – Technology Forecast

• The Board Long Term Strategy Retreat
Ideas to Energize Innovation

- Volunteer Project for Participation – sla.org
- Podcasts on Pay and Performance
- The Innovation Laboratory (Software, Wikis, Flickr, Blogs, social tool and more)
- Student Initiative
- Learning 2.0 – 23 Things in 15 Minutes a Day
- Seattle Conference Twitter
- Social Networking Pilots (Find me on Facebook and Ning)
- YouTube Videos
- The Testimony Project
- Second Life for SLA Orientation
Innovate in 2008
Association 2.0

Builds Opportunities for Networking, Learning, Community, Content Sharing and Creation, Influence, and Identity
Association 2.0

Connects people and technology and information in context
Association 2.0

Doesn’t shy away from the non-traditional
Association 2.0

Embraces non-textual information and the power of pictures, moving images, sight, and sound
Understands the ‘long tail’ and leverages the power of old and new content
Association 2.0

Sees the potential in e-learning
Association 2.0

Builds and connects members to expert discussions, conversations and communities of practice
Association 2.0

Uses and develops advanced social networks to enterprise and membership advantage
Connects with everyone using their communication mode of choice – telephone, mail, print, Skype, IM, SMS, e-mail, virtual interactivity, etc.
Association 2.0

Understands the wisdom of crowds and the real impacts of the blogosphere, syndicasphere and wikisphere
Association 2.0

Understands our members at a deep level – not just as pointers and clickers
Association 2.0

Understands members deeply in terms of their goals and aspirations, workflows, and social and content needs, at their life stage.
Association 2.0

Association 2.0 is where their members are, when the member is here.
Association 2.0

Association 2.0 strives to spend more time on direct member impact than association management.
2.0 is about play
A Key Intervention

Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0
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
Technology Petting Zoos
Technology Scholars
5 Weeks to a Social Library
The Internet Can Change Your Life
SirsiDynix Institute, WebJunction, OPAL, etc.
Collegiality
Classic Change Adoption


Where Are We?
The Adoption Curve

Where blogging is today

Podcasting & RSS

Innovators “Techies”
Early Adopters “Visionaries”
Early Majority “Pragmatists”
Late Majority “Conservatives”
Laggards “Skeptics”
KM Transformation
ELF - keeping tabs on your library material
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?
Millennial Characteristics

- Principled / Values
- Optimistic / Positive
- Balanced Lives
- Collaborative
- Independent
- Multi-taskers
- Healthy Lifestyle

More
- Friends
- Internet Natives
- Adaptive / Flexible
- Nomadic
- Confident
- Inclusive
- Family Oriented

More
- Diverse
- More Choices
- Civic Minded
- Gamers
- Direct
- Patriotic
- Graphical

Respect
- Intelligence
- Format Agnostic
- High Expectations
- Experiential
- More Liberal and more conservative
- Entrepreneurial
- Achievement Oriented

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 School Libraries Adapt?
Information Engagement Levels

- **Stimulate/Live**
- **Present/Teach**
- **Argue/Defend**
- **Act on/ Discuss**
- **Read/View**

*Dr. Thomas Davenport*
Learning Styles

- Visual/Spatial (Picture Smart)
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- Intrapersonal (Self Smart)
  - Piaget, Bloom, Gardner, etc.
Information Literacy

- Standard Curriculum Components
  - Mathematics / Arithmetic
  - Science, Biology, Physics & Chemistry
  - English, Languages
  - History, Geography, Politics, Sociology
  - Music, Art, Phys ed.
  - Guidance, Religion
Information Literacy

• Information literacy is integrally tied every aspect of the curriculum:
  – Mathematical logical thinking skills - Math and Arithmetic
  – Scientific method - Sciences
  – Criticism, interpretation and comprehension - English and languages
  – Analytical thinking - History, Geography
  – Interpretive and imaginative - music, art & phys ed.
  – Inter and Intrapersonal skills - Religion, Guidance, etc.
  – There is an imperative for people to have a lifelong curriculum - a personal learning strategy
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 / Association 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, and upload videos to sites like YouTube.  
  - 12 to 17: 34%
  - 18 to 21: 37%
  - 22 to 26: 30%
  - 27 to 40: 19%
  - 41 to 50: 12%
  - 51 to 61: 7%
  - 62+: 5%

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- **Joiners** use social networking sites.  
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  - 22 to 26: 21%
  - 27 to 40: 42%
  - 41 to 50: 54%
  - 51 to 61: 61%
  - 62+: 70%

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Data: Forrester Research

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Social Graph Platform Wars

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

Facebook
("Rebel Alliance" ?)

MySpace
("Clone Army"?)

Photobucket

iGoogle

Gmail?

YouTube?

Google Gadgets

Friendster

Orkut

Hi5

RockYou

Flixster

Slidest

ILike

Gigya

ClearSpring

Widgetbox

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

★ = announced Platform / API
★★ = unannounced Platform / API
In this diagram, the Institute distinguishes between Social places and Academic places, categorizing them into Physical and Virtual spaces.

**Social places**:
- Physical Space: Dorms, Bars, Parties, Facebook, Instant Messaging, Cell phones, Blogs...
- Virtual Space: Instant Messaging, Virtual Reference, Flickr, Blogs, Wikis, OPACs

**Academic places**:
- Physical Space: Study rooms, Computer labs, Info. Commons, Cafes, Classrooms, Office hours, Blackboard, Registration software, Blogs, Wikis, Websites

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

Mobile Focus?
Context is **King**, not Content.
I ♥️ my customers
The New Ecology
The Impact on Libraries
Our Gaming Foundations
EverQuest / WoW – Their Gaming
Reminder: 200,000-350,000 A DAY!
F8 Developers: Libraries have their OPAC in FB now.

Over 85% of all college and University students in North America.

A sustainable social network for life.
Alliance, Charlotte, San Jose SU Europe (2X) Australia
Teen SL Library services meeting, 5/7/06
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
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.

Lou 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 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
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
this

...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

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.

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
Discover how Boston
What Are School Rooms?

Welcome to School Rooms, an educational resource for K-12 students, educators and parents that combines teacher-selected, standards-based content with student-friendly software. Through the integration of multi-media and interactive content, School Rooms help promote student exploration and discovery on a variety of topics.

- Elementary Student Rooms
- Middle School Student Rooms
- High School Student Rooms

Room Contributors

Elementary Contributors
1. Tim DeFrange
2. Laurie Simms
3. Barbara Gage

Middle School Contributors
1. Jennifer Schweilk
2. Shelly Lewis
3. Kristen Roope
Check It Out

Shaping the Earth
Many forces have shaped the Earth throughout time, from plate tectonics to humans. Take a trip from the past to the present with Shaping the Earth.

- Continental Drift
- The Greenhouse Effect
- 101 Amazing Earth Facts

Animals in Their Environment
Homes and Shelter

Cool Links

Savage Earth
When the Earth moves, watch out! Discover just how powerful an earthquake can be.

Volcanoes
Melt rocks and use clues and maps to discover volcanoes around the world.

Mountain Maker, Earth Shaker
Try your hand at plate tectonics!

Fun & Games

What on Earth?
Test your knowledge of Earth Science with this Jeopardy-style game!

Continental Drift
How much do you know about the basics of plate tectonics?

Sea Monsters
Travel through seven deadly seas and see if...
**Zits** by Jerry Scott & Jim

Jeremy, your father and I are concerned.

127 instant message buddies

Scott and Bergman 6/17
Borgman

WE DON'T SEE YOU HANGING OUT WITH YOUR FRIENDS MUCH ANYMORE

14 SIMULTANEOUS CONVERSATIONS
SO WE JUST WANT TO KNOW...

128 NEW E-MAIL MESSAGES
...IS THERE A PROBLEM?

YEAH. NOT ENOUGH TIME.
Suppose there're 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
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
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

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