

•SirsiDynix•
institute
grow your skills



Next Generation Libraries: The Social Web 2.0

North Suburban Library System, March 4, 2008



Stephen Abram, MLS, FSLA
President 2008, SLA

Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute



Stephen Abram

Slides

- These PPT slides will be at:
- Stephen's Lighthouse
- <http://stephenslighthouse.sirsidynix.com>



The WORLD IS
GOING TO CHANGE
WITH OR WITHOUT
YOU...

GET READY!

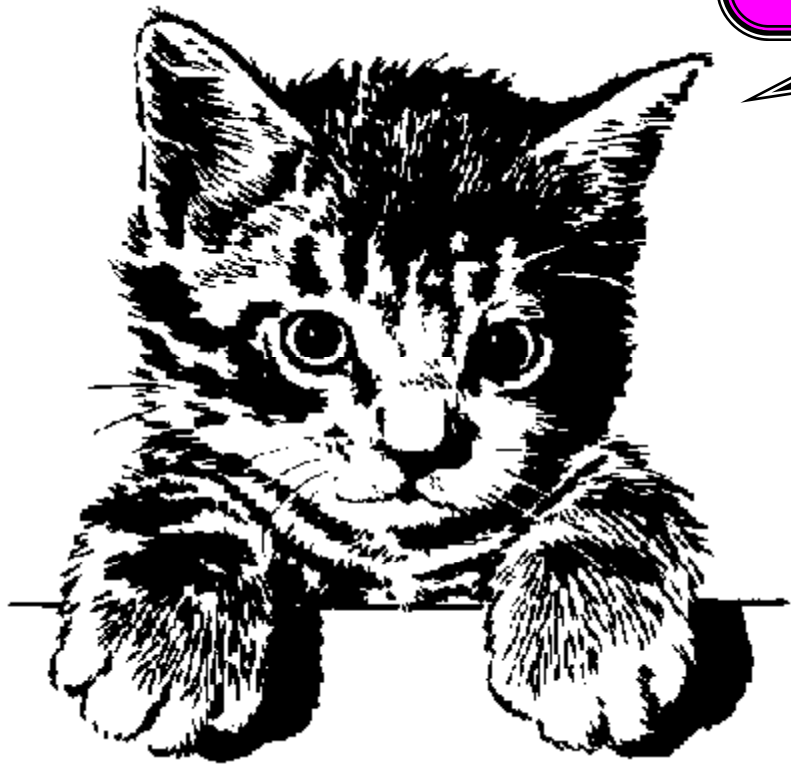


BARK?

**Huh?
Why?**

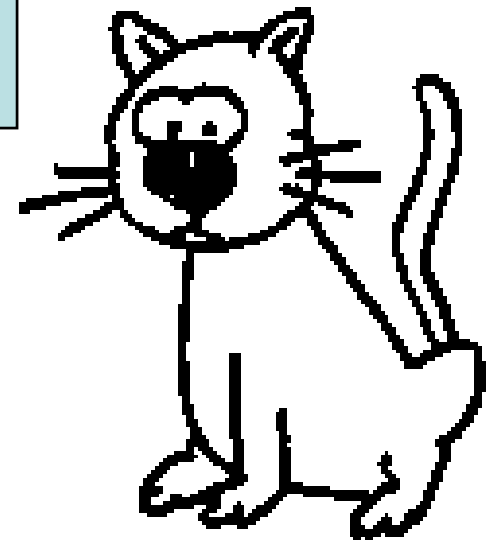


**SAY
BARK
For Me!**



Mew

Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark
Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark, Bark



I
am just so cute and good that they
can't help but notice me. That's
enough.



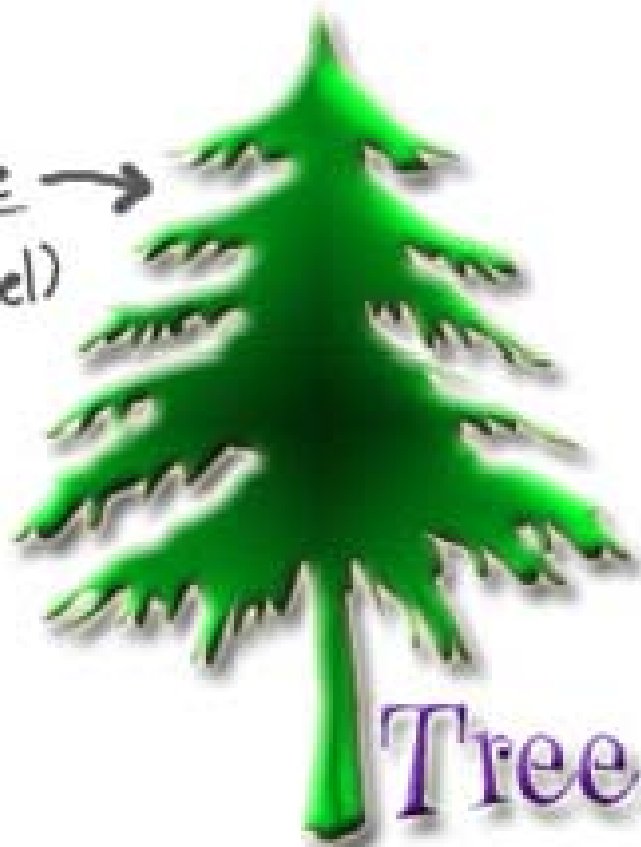
It's a cat eat dog world.





Forests and Trees

We get stuck here →
(implementation level)

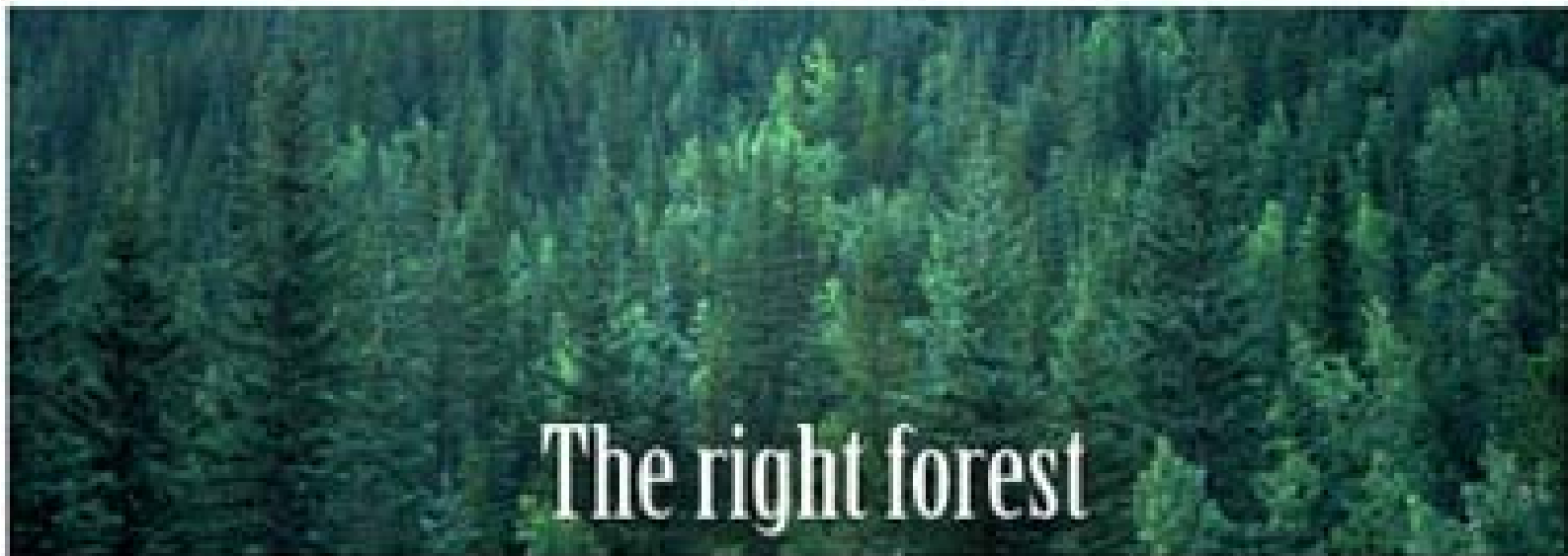


Tree 2.0



What is the Big Picture In Library Land?

But this is what matters most
↓ (meta level)



Today

- What is the real Google (and their ilk) challenge?
- What do they do well?
- What do we do well?
- What should we do now to ensure success?





I ♥ my
customers

Google

Global Trends

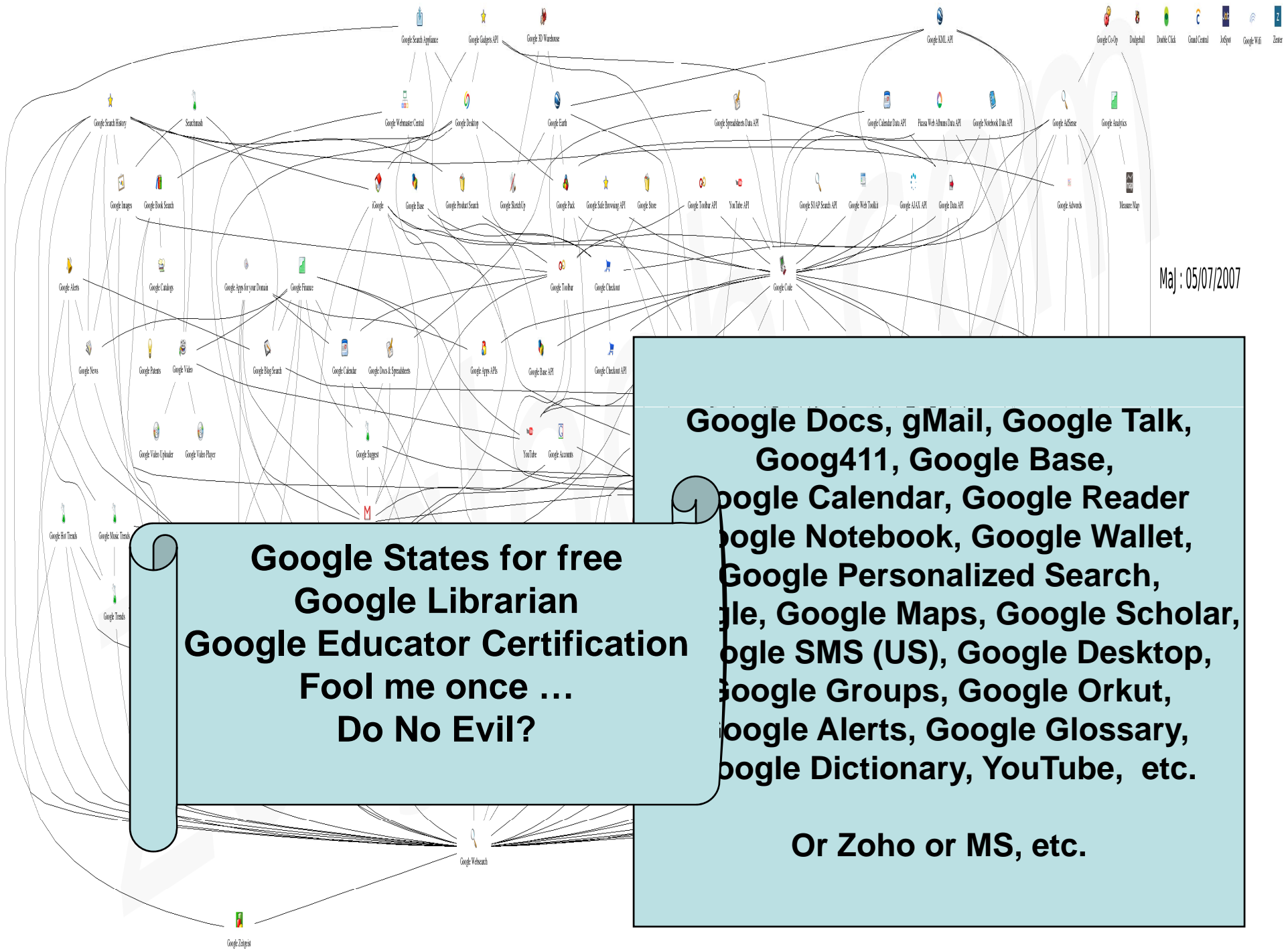
- US National debt increases (affecting every global economy) combined with Sub-prime Crisis
- \$4+ gallon gas in US messes US consumer economy (\$150 barrel by end of 2008?)
- China and India Become World English Powers
- Will social content/networks or search engines dominate? Whither e-mail?
- Generations 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
- How will people communicate? VOIP, IM, Email?



Global Change (China, India, EMEA)

Last Year'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 does a major acquisition of Reuters.
- Google announces in Nov. 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 and down to \$1.03!) for the first time in years. Time to shop on the road again
- And the first US Boomer applied for their pension in .
- Strap yourself in, the rest of 2008 is going to be a fine ride. Enjoy.



Maj : 05/07/2007

**Google States for free
 Google Librarian
 Google Educator Certification
 Fool me once ...
 Do No Evil?**

**Google Docs, gMail, Google Talk,
 Goog411, Google Base,
 Google Calendar, Google Reader
 Google Notebook, Google Wallet,
 Google Personalized Search,
 Google Maps, Google Scholar,
 Google SMS (US), Google Desktop,
 Google Groups, Google Orkut,
 Google Alerts, Google Glossary,
 Google Dictionary, YouTube, etc.**

Or Zoho or MS, etc.

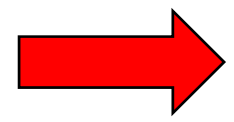
Google Zips

What When
Where

Why Who

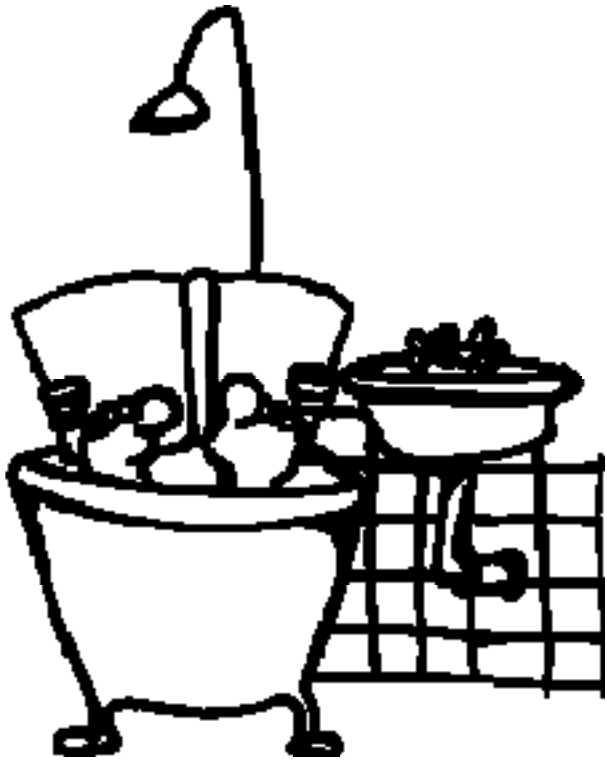
How

etc





Will Reading Matter?





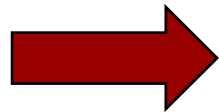
Your
Five
Year
Plan?

Who
Are
You
Targeting?

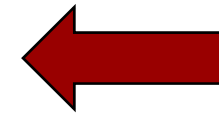
Google™

facebook.

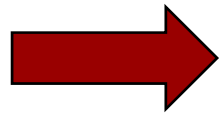




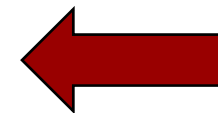
Noun



Information



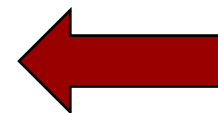
Inform



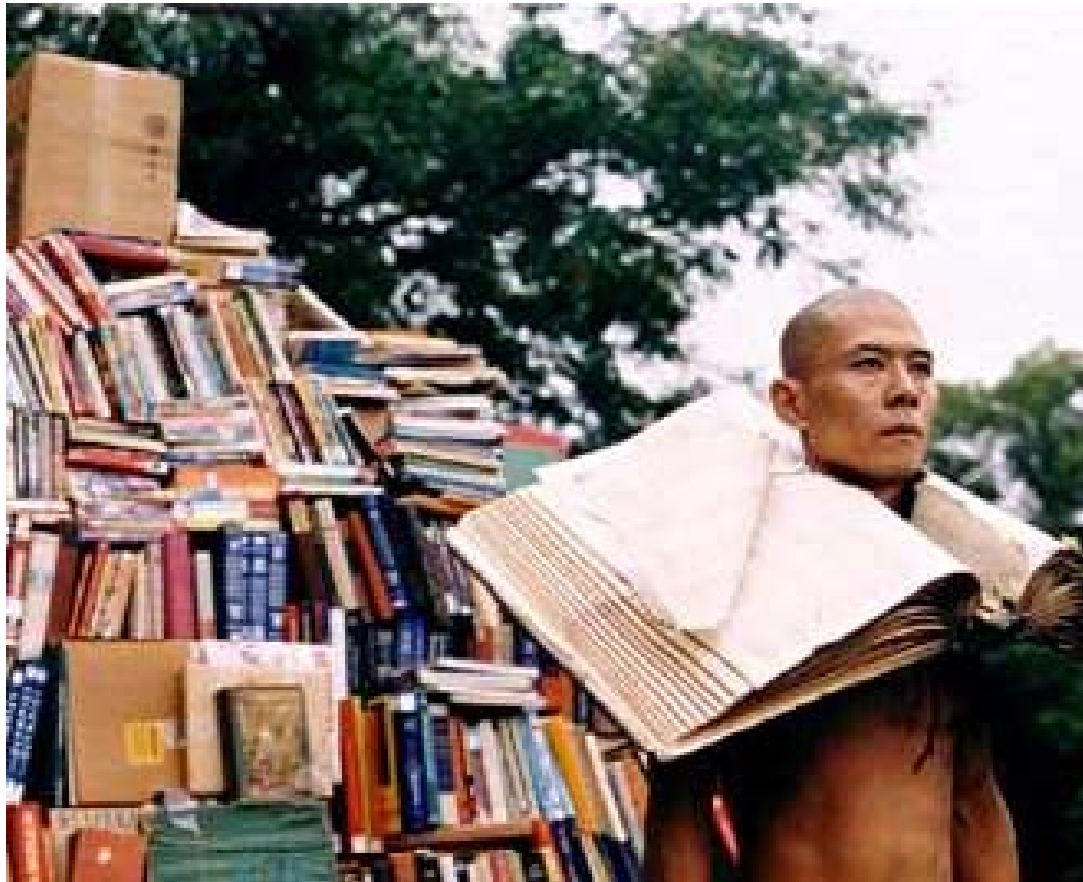
Verb



Informed



Results and Impact



Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?

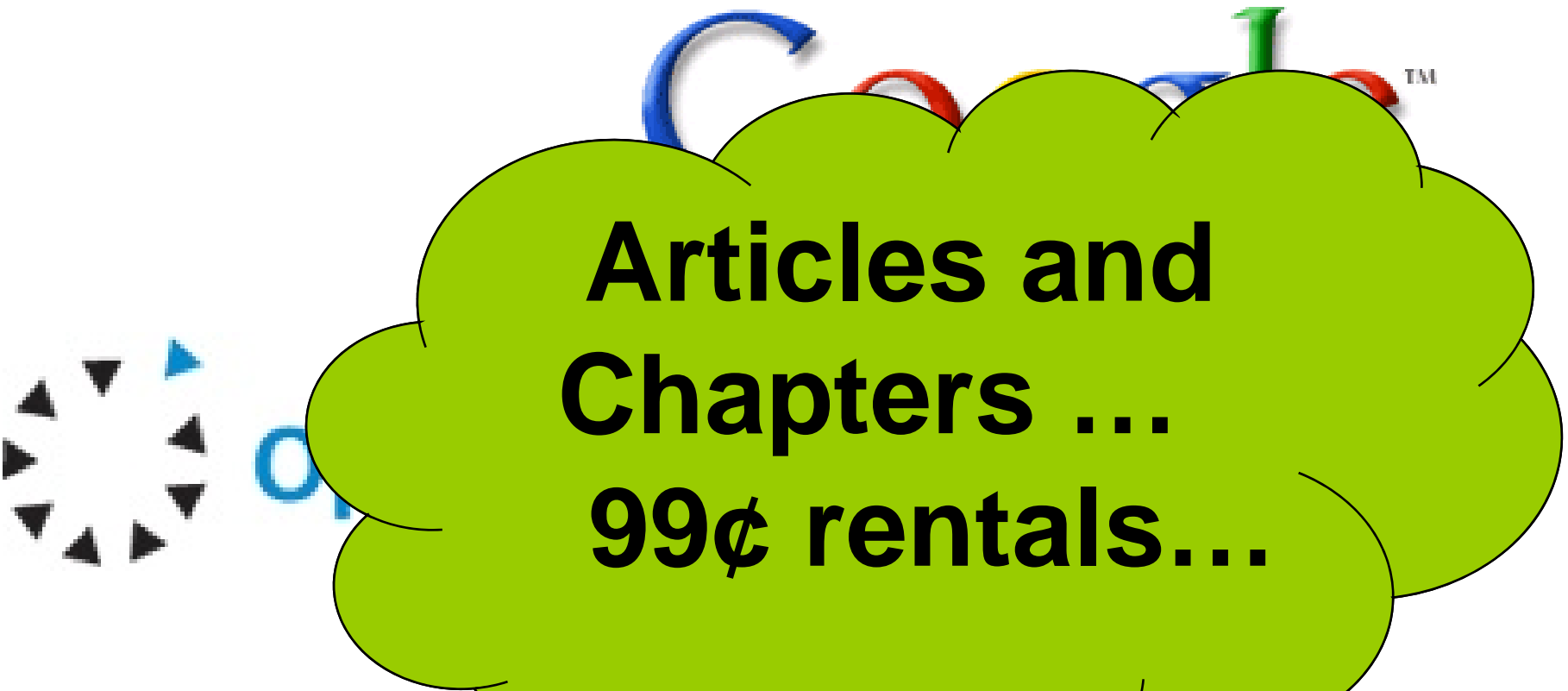
NO

Reading Down?

NO

Teen Reading Down?

NO



**Articles and
Chapters ...
99¢ rentals...**

Suppose there are 25,000,000 books . . . Or
25,000,000 in less than 4 years?

How does that compare to your libraries?





"Public library" - Google Maps - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Google "Public library" Go

Address <http://maps.google.com/maps?f=q&hl=en&geocode=&time=&date=&type=&q=Indianapolis,+IN&sl=37.0625,-95.677068&sspn=32.059939,81.738281&ie=UTF8>

Web Images Video News Maps Gmail more

Google Maps e.g., "10 market st, san francisco" or "hotels near lax"

"Public library" Search Maps

Search the map Find businesses Get directions

Search Results My Maps

Results 1 - 10 of about 2,987 for "Public library" - [Modify search](#)

Categories: [Libraries Public](#)

- A** [Interim Central Library](#) - [more info >](#)
202 N Alabama St, Indianapolis, IN
(317) 269-1700
- B** [University Library](#) - [more info >](#)
755 W Michigan St, Indianapolis, IN
(317) 274-0462
- C** [Indiana State Library](#) - [more info >](#)
140 N Senate Ave, Indianapolis, IN
(317) 232-3675
- D** [Fishers Public Library](#) - [more info >](#)
5 Municipal Dr, Fishers, IN
(317) 579-0300 - [4 reviews](#)
- E** [Plainfield Public Library](#) - [more info >](#)
1120 Stafford Rd, Plainfield, IN
(317) 839-6602 - ★★★★★
- F** [Zionsville Public Library](#) - [more info >](#)
250 N 5th St, Zionsville, IN

Indiana State Library
[Write a review](#) - [more info >](#)
140 N Senate Ave
Indianapolis, IN 46204
(317) 232-3675
[lib.in.us](#)
[Get directions](#) - [Search nearby](#)
[Save to My Maps](#) - [Send to phone](#)

Internet 7:44 AM





Google invests in wired ...



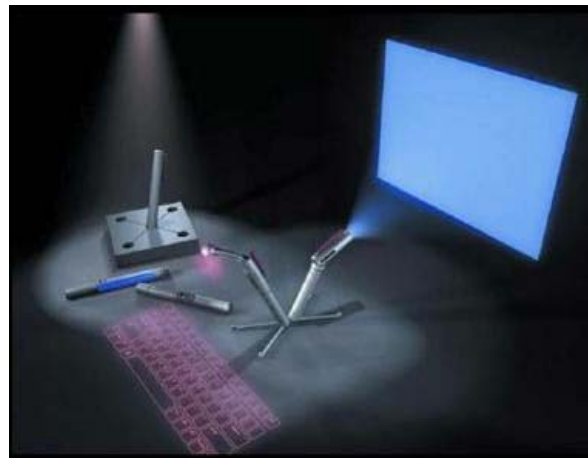


Bidirectional wireless module



Hydro Broadband







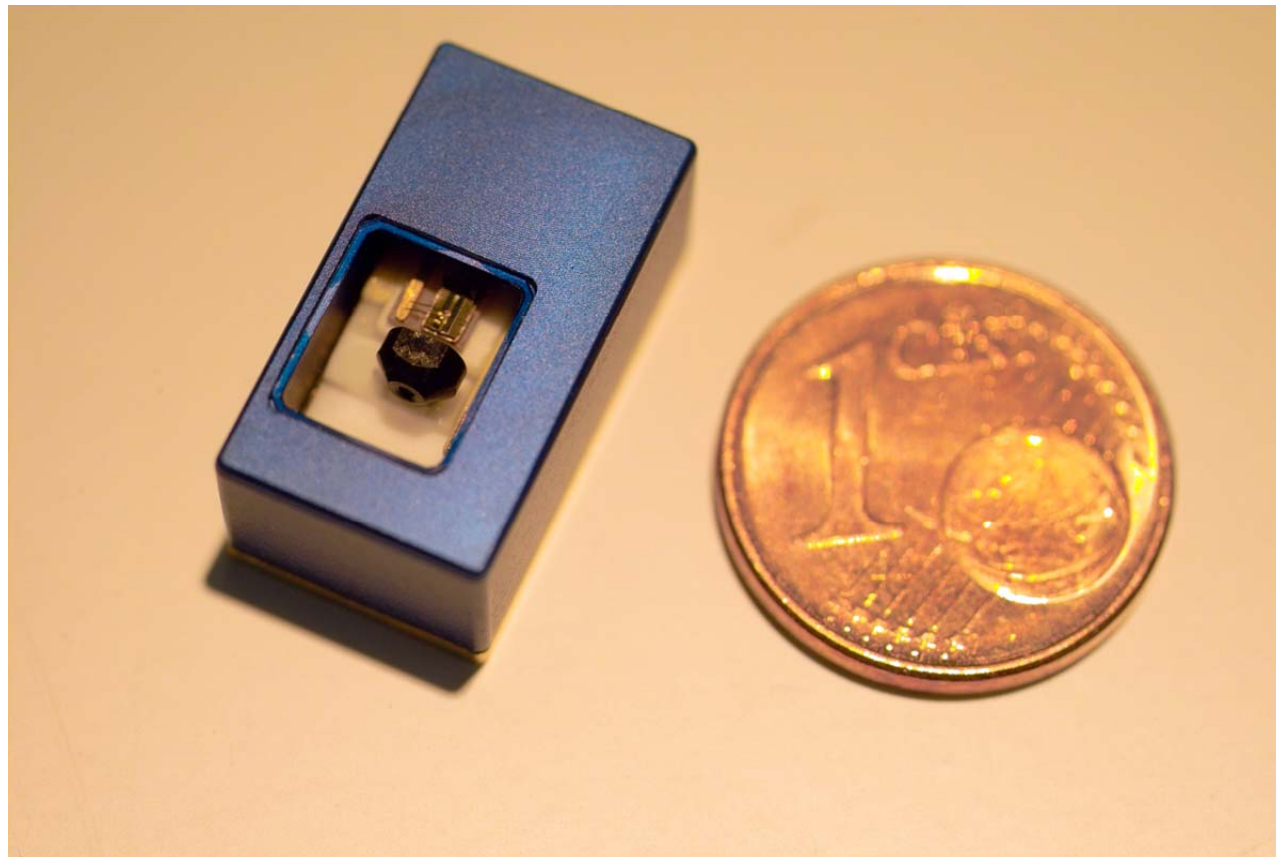


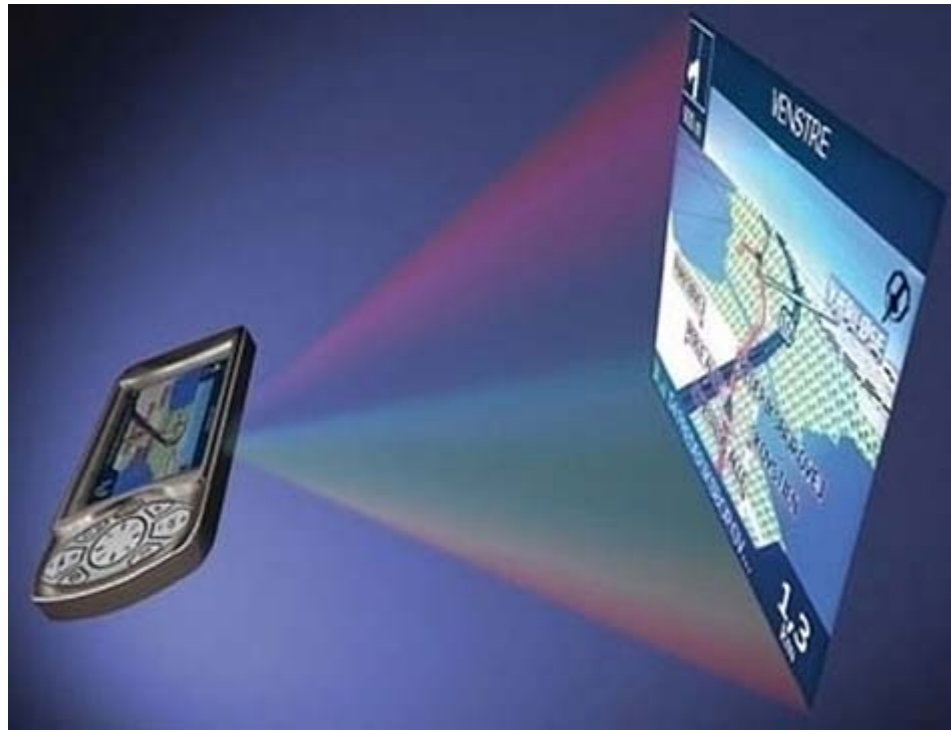
2020 Prediction from Peter Kaufman

- 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 content and device hybrid world look like?



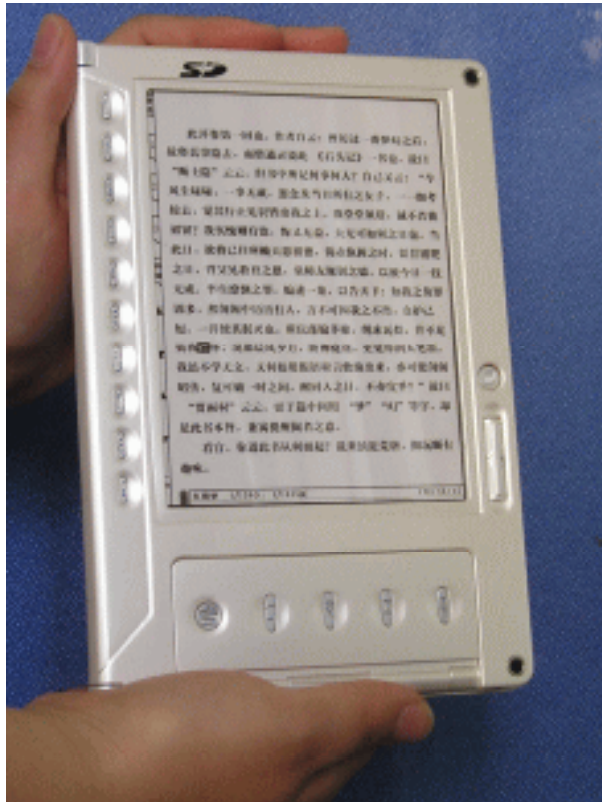
A projector the size of a sugar cube





This is normal outside of North America







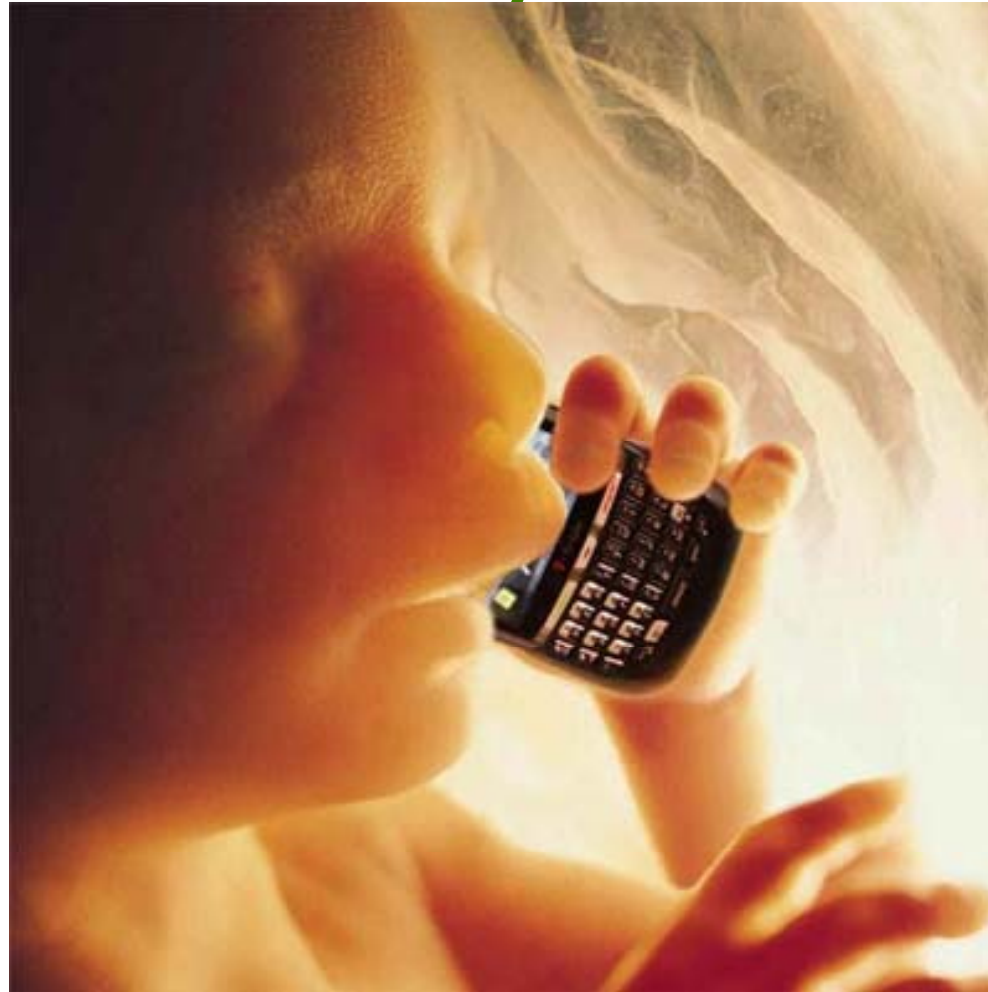


Everything's getting smaller





An Inherently Mobile Focus





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.



Why Libraries Need Strategic Focus

- Our *real* goals (ROI and Impact):
- Our community mission and vision
- Entertainment is not trivial
- Cultural preservation and use/re-use
- Learning, Scholarship, Continuing Education
- The Question Economy
- Bridging all the divides
- Recommendations and Advice
- Discovery, Creativity, Invention, Innovation
- A FUTURE orientation based on respecting the past.

SirsiDynix
institute
grow your skills









**Library culture of victimization, risk aversion,
and passive resistance**

WORRY TANK



What happens if it doesn't work?

What if it all blows up in our faces?

What happens if somebody sues?

What happens if it works... all too well?

What happens ten years down the line?

THINK WHAT?

A. Chaf



EXCUSES





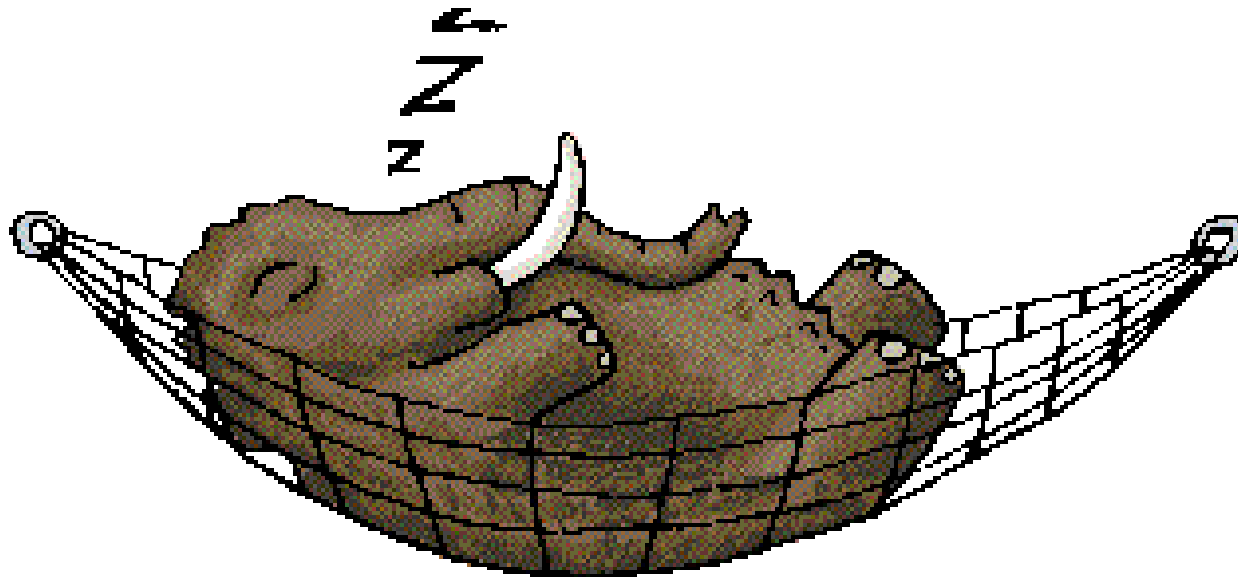
The OCLC Report . . .

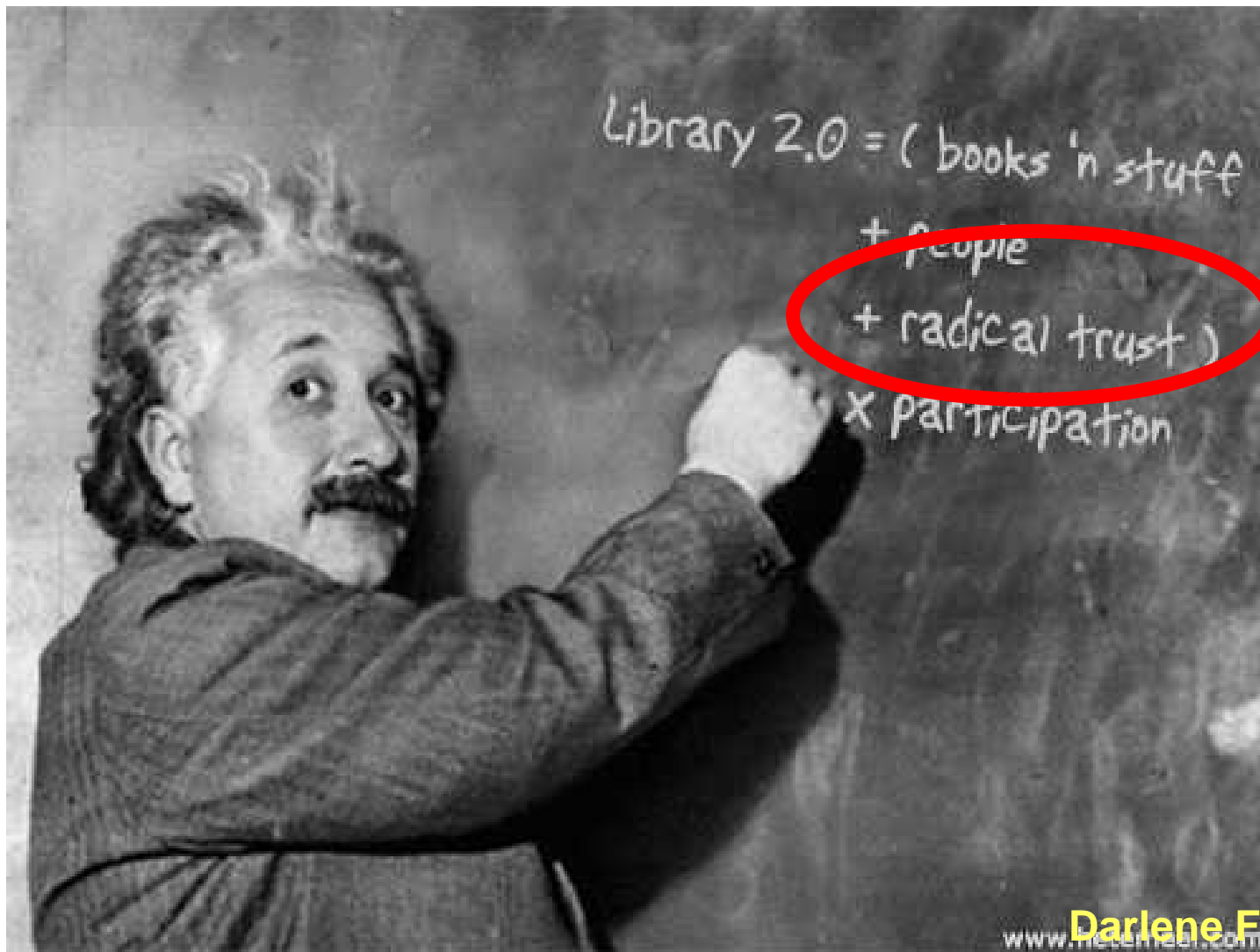


What part of libraries are social institutions
do our colleagues not understand?

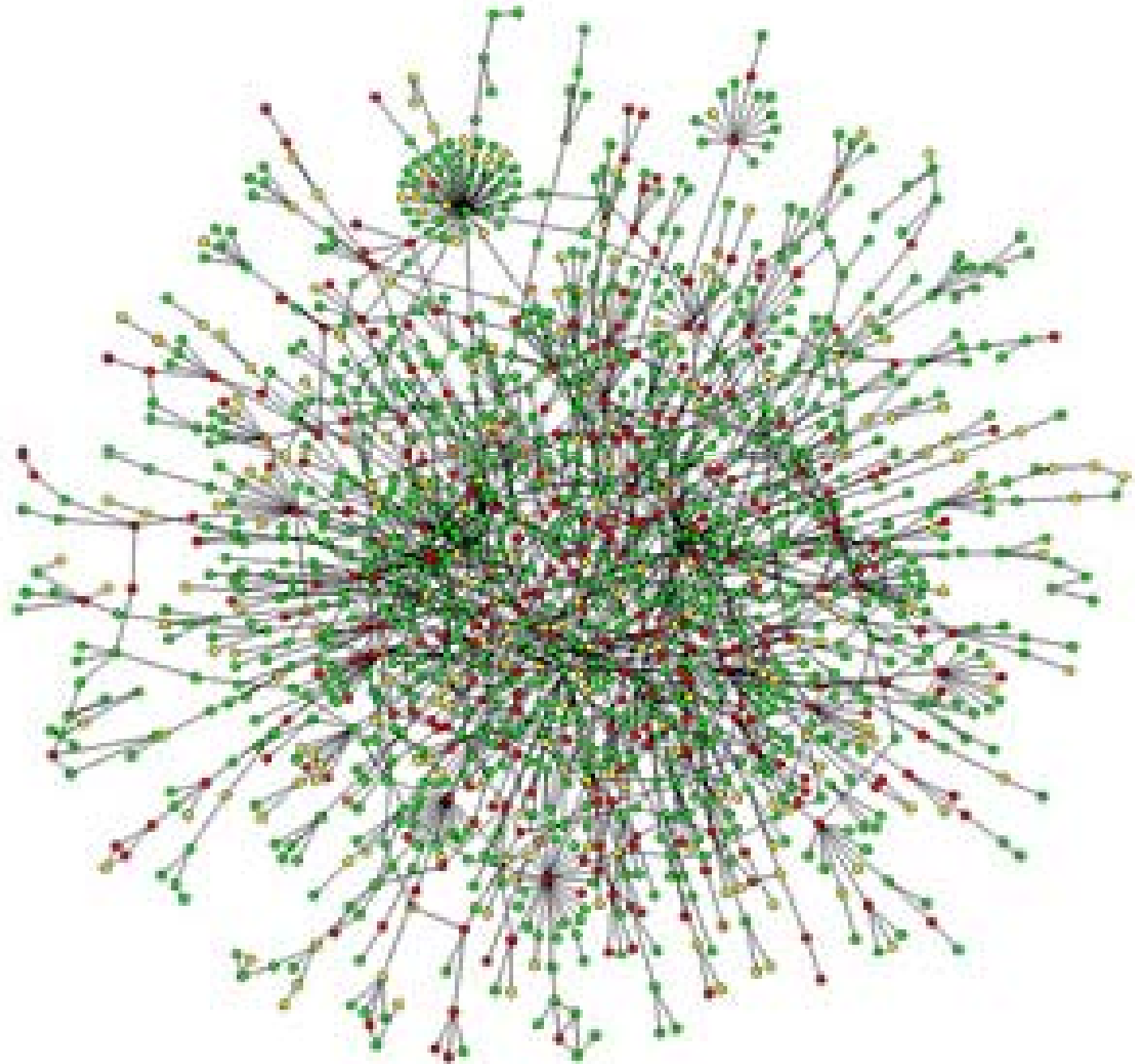


Is there a sleeping
elephant in your libraries?



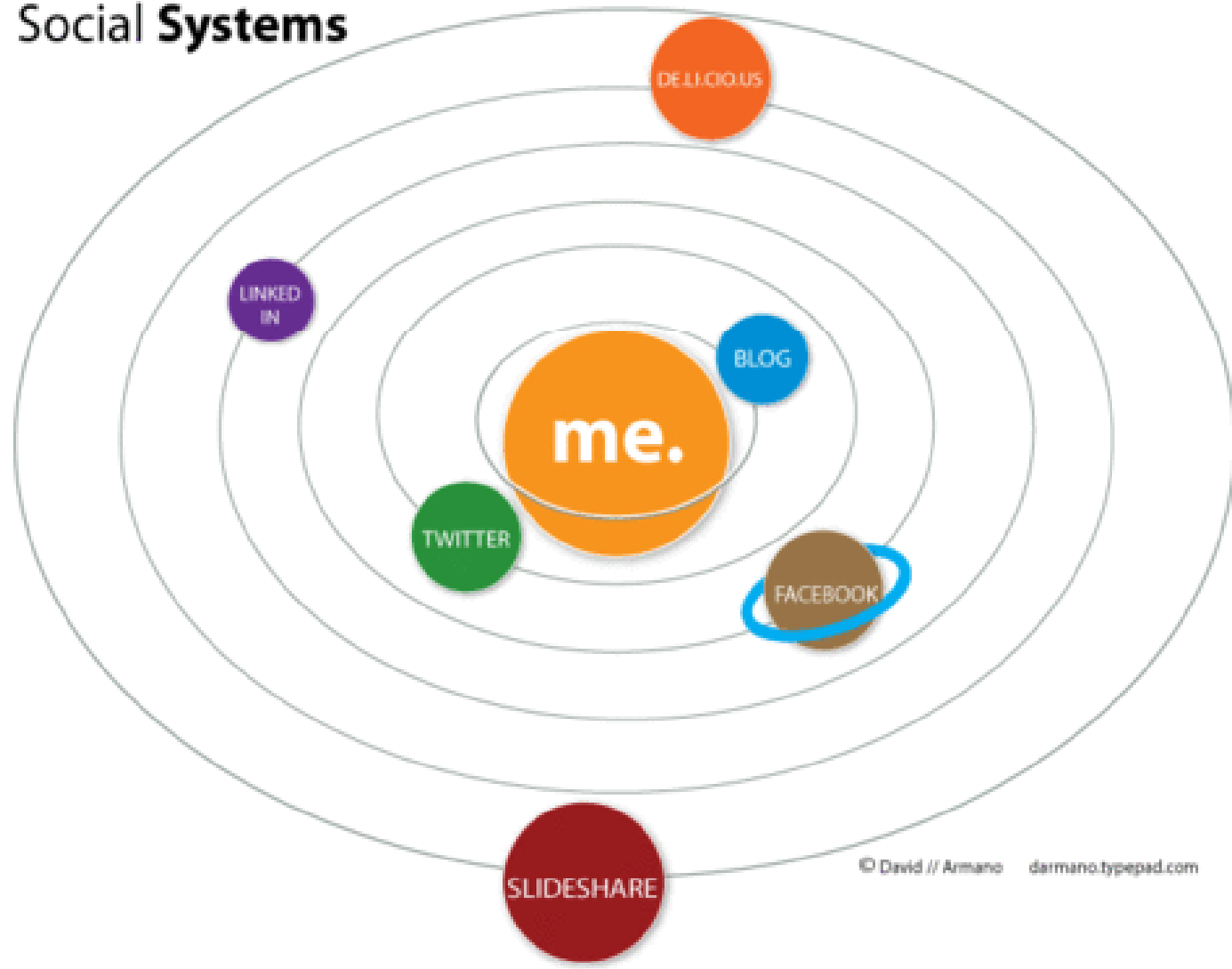


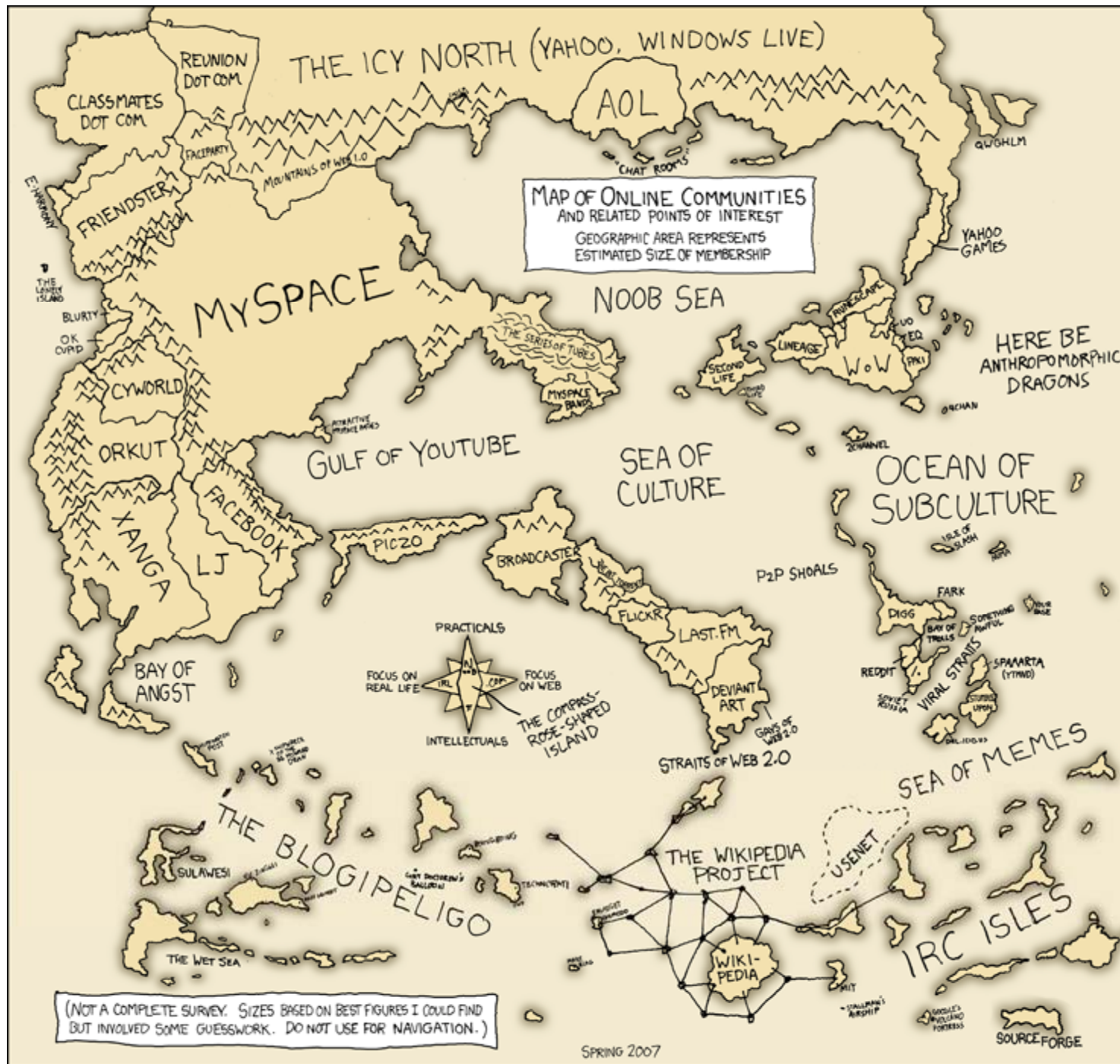
Darlene Fichter, 2006





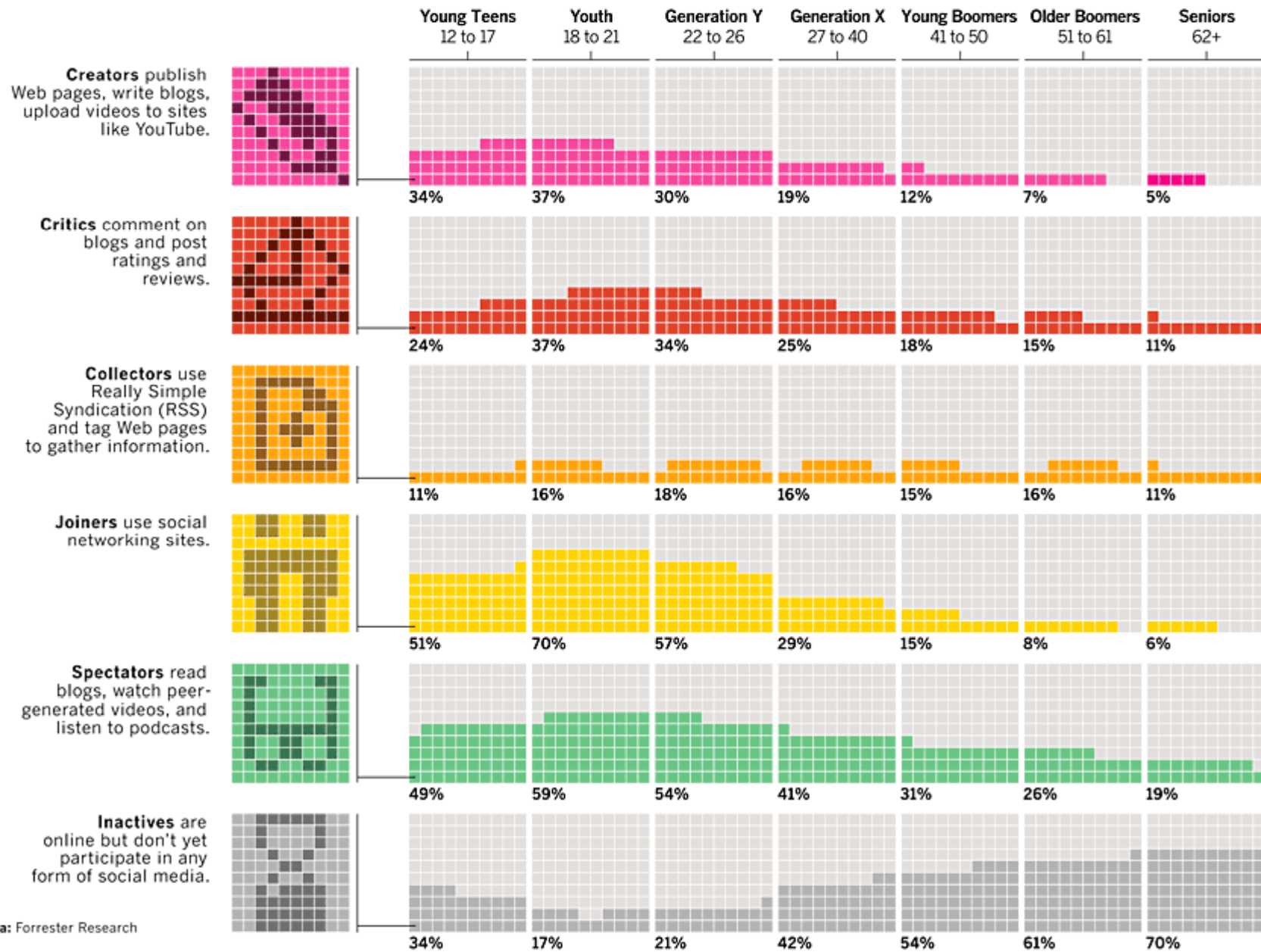
Social Systems





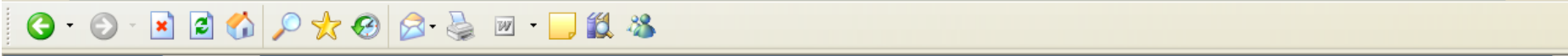
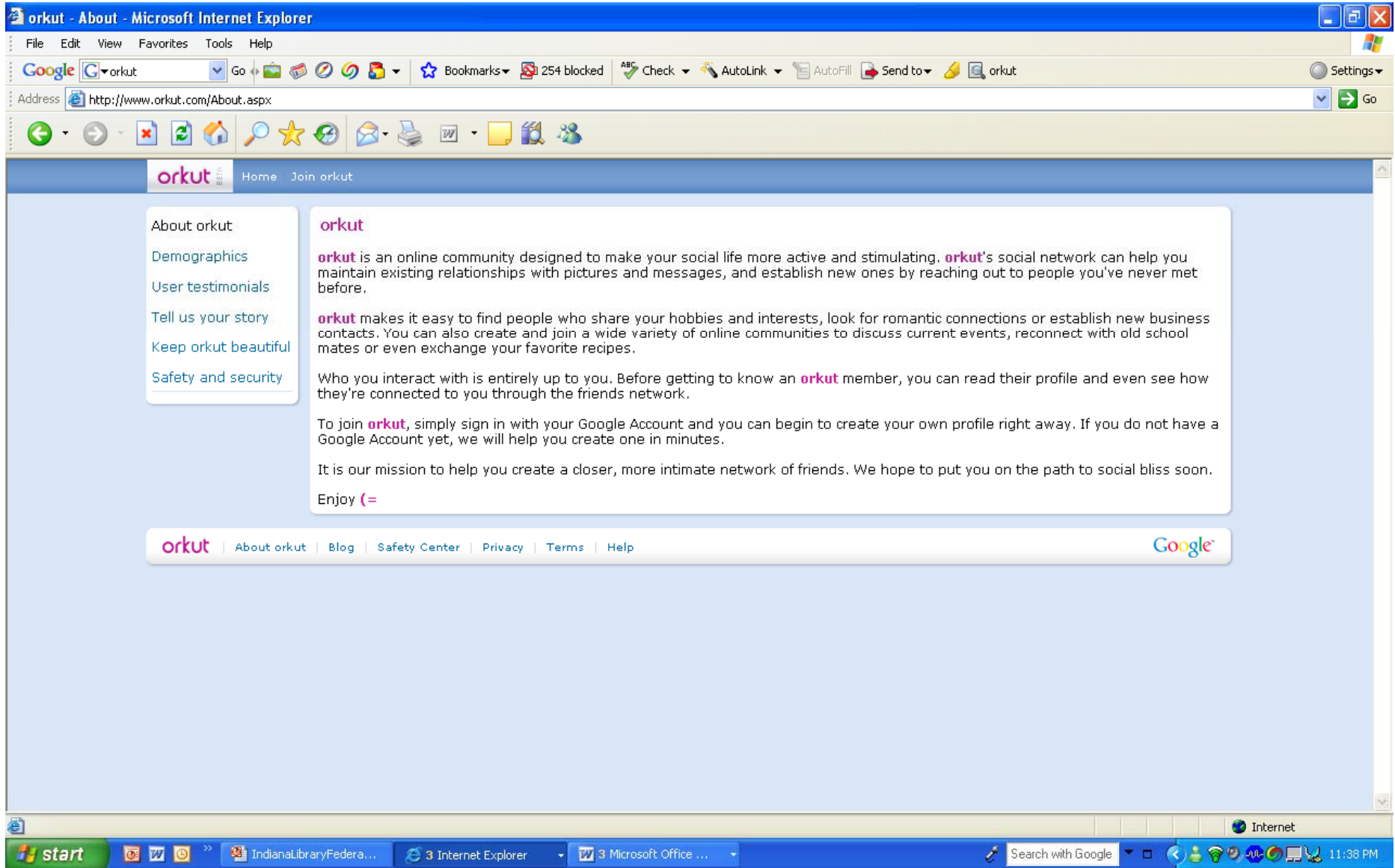
What people are doing

Who participates (U.S. online users)



Data: Forrester Research

CHART BY ARNO GHELF



- About orkut
- Demographics
- User testimonials
- Tell us your story
- Keep orkut beautiful
- Safety and security

orkut

orkut is an online community designed to make your social life more active and stimulating. **orkut's** social network can help you maintain existing relationships with pictures and messages, and establish new ones by reaching out to people you've never met before.

orkut makes it easy to find people who share your hobbies and interests, look for romantic connections or establish new business contacts. You can also create and join a wide variety of online communities to discuss current events, reconnect with old school mates or even exchange your favorite recipes.

Who you interact with is entirely up to you. Before getting to know an **orkut** member, you can read their profile and even see how they're connected to you through the friends network.

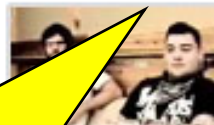
To join **orkut**, simply sign in with your Google Account and you can begin to create your own profile right away. If you do not have a Google Account yet, we will help you create one in minutes.

It is our mission to help you create a closer, more intimate network of friends. We hope to put you on the path to social bliss soon.

Enjoy (=

Cool New Videos

75...5 uploaded today!



Pepsi
Super B
Commercia
Justin
Timberlake
Su

vs.
Action
ma

- Books
- Filmma
- Comedy
- Impact
- MySpace TV
- Music
- Profile Editor
- Secret Shows

**Reminder:
300,000+
A DAY!**

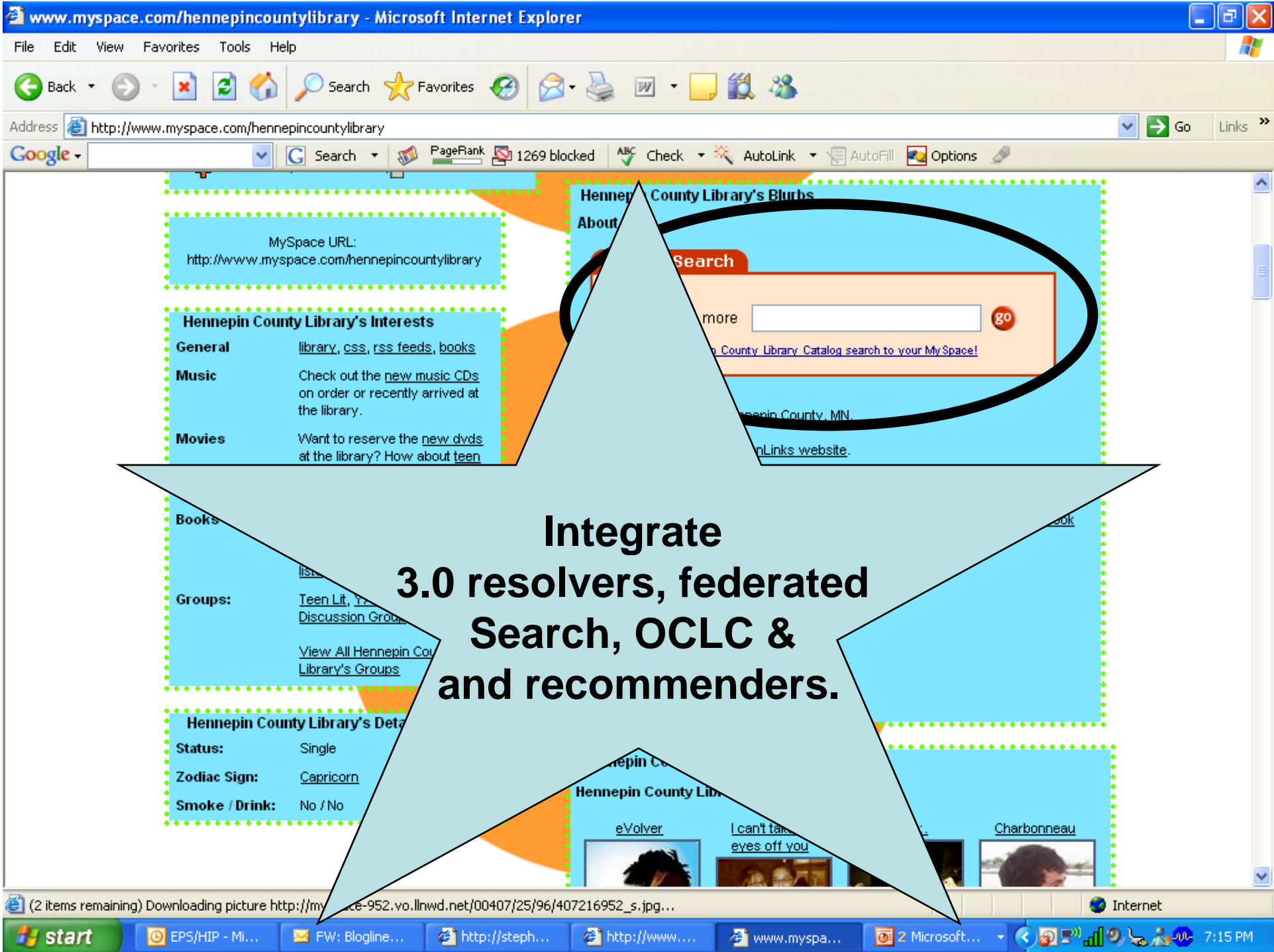
MySpace's Profile Editor
It's Easy. Click here to get started

Member Login
password?

Find Your Friends
Check your [Tiscali](#), [Libero](#), [Comcast](#), [D.de.](#), [AOL](#), [Yahoo!](#), [Hotmail](#) and [GMX](#) contacts and find them on MySpace!

Cool New People
Edith mike Cara

**And they're
Publishing...
a lot**

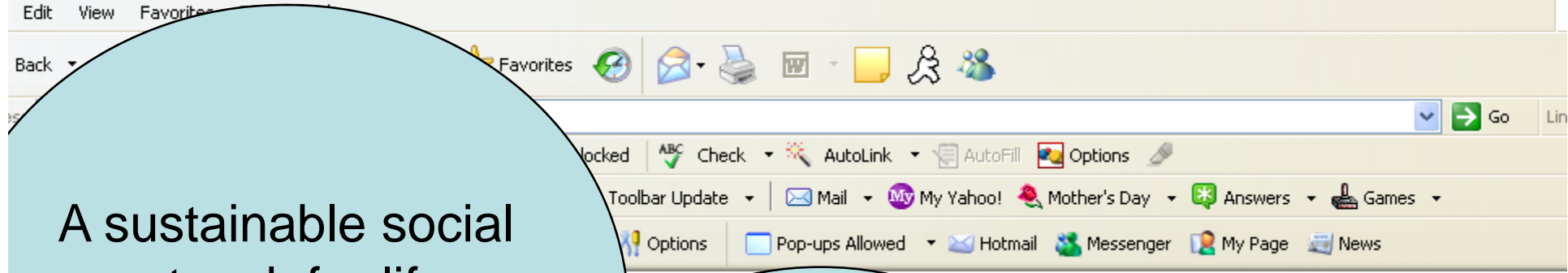


**Integrate
3.0 resolvers, federated
Search, OCLC &
and recommenders.**



**Emerging Service Ecology –
add OPAC, rights mgt.,
federated search, resolvers,
AND OpenID (federated
identity management)
in social space**





A sustainable social network for life.

F8

95% of students in clients like U of Toronto, NCSU Stanford, etc.

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



My Privacy University of Phoenix Study where you want.

View More Photos of View All Zachary's Friend Send Zachary a Message Poke Him! Friend Details edit You are friends with Zachary. Mutual Friends 21 friends in common. See All

Personal Info Political Views: Liberal Activities: Assistant Op Cinemas (I get Coordinator for Hockey Club est. 2 the model United Nation I have two hobbies that I collect rare photographs... I have Houdini locking his keys in his car... the rare picture of Norman Rockwell beating up a child. Also, I have a vast seashell collection that I keep



Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Recycle Bin Mail Desktop Search

Address <http://www.facebook.com/group.php?gid=2244905594> Go Links

Google Search web... Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Facebook | Engineeri...

facebook home search browse invite help logout

Engineering Information & Reference Service - U Alberta Alberta

Information

Group Info
Name: Engineering Information & Reference Service - U Alberta
Type: Organizations - Academic Organizations
Description: The Engineering Librarians at the University of Alberta are available to help all engineering students, staff, and professors in the Faculty of Engineering with their research and information needs. If you are working on an assignment, paper, design project, thesis or dissertation, tracking down a hard-to-find paper, please feel free to contact us for help.

Contact Info
Email: randy.reichardt@ualberta.ca
Website: <http://www.library.ualberta.ca/scitech/index.cfm>
Office: 1-26 Cameron SciTech Library
Province: Alberta

Recent News

Need help searching Compendex (Engineering Index)? Please check our narrated and non-narrated screencasts:

Narrated: http://www.library.ualberta.ca/screencast/engineerin_g/compendex_narrated/compendex_narrated.html

Non-narrated: http://www.library.ualberta.ca/screencast/engineerin_g/compendex_nonnarrated/compendex_nonnarrated.html

Officers

Diane Clark (Alberta)
Engineering Librarian (Civil Environmental Mining Petroleum)

Jerry Kowalyk (Alberta)
Engineering Librarian (Mechanical, Electrical/Computer)

Randy Reichardt (Alberta)
Engineering Librarian (Chemical/Materials, Nanotechnology)

Related Groups

The Engineers
Student Groups - Academic Groups


U of A Comprehensive
Student Groups - General


U of A MatE's
Student Groups - Classes & Departments


The legendary UofA Facebook
Kegger Xperiment (FKX)
Student Groups - Social Groups

My Profile edit
My Friends
My Photos
My Shares
My Notes
My Groups
My Events
My Messages
My Mobile
My Account
My Privacy

IQ QUESTION:
Which does not belong in the group?







Done

start iTunes Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 7:23 PM





Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail

Address http://library20.ning.com/ Go Links

Google Search web... Bookmarks 65 blocked ABC Check AutoLink AutoFill Send to Settings

Library 2.0

Ning sabram Create Your Own Social Network Search Sign Out

2.0
Library 2.0

This network is for Library 2.0 Stuff

Main My Page Members Videos Photos Forum Invite

This network is for librarians and others interested in Library 2.0.

LibWorm Search

Submit

L2 Feeds via SuprGlu
[More on ning and the library 2.0 network](#)
[Bibliotek 2.0 in stockholm](#)

Welcome:
Welcome to Library 2.0. Once you join, please introduce yourself by going to the [Introductions Topic](#) in the forum or clicking on the link.

[Pop-Up for Library 2.0 Chat](#)

Library 2.0
Welcome to this chat. Please enter your **nickname** to continue.

[Administrator login](#)
Go
Get your own chat at [Chatcreator.com](#)

Hello, [Stephen K Abram](#) (sign out)
[My Friends](#) (Invite More)
[Edit My Profile](#)
[Change My Profile Photo](#)
[Email & Privacy Settings](#)

Ads by Goooooogle
Future of Libraries
Visionary Futurist - Thomas Frey Keynote Speaker - Library Trends
[www.davinciinstitute.com](#)
Microsatellite Libraries
Enrichment for four motifs include 100 sequences and primer design

Done Internet

start iTunes Library 2.0 - Microsof... Microsoft PowerPoint ... Search with Google 7:27 PM



Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? | SHOWCASE | BUSINESS PARTNERS | DEVELOPERS | COMMUNITY

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING
BUY AND SELL WITH LS
REFER-A-FRIEND



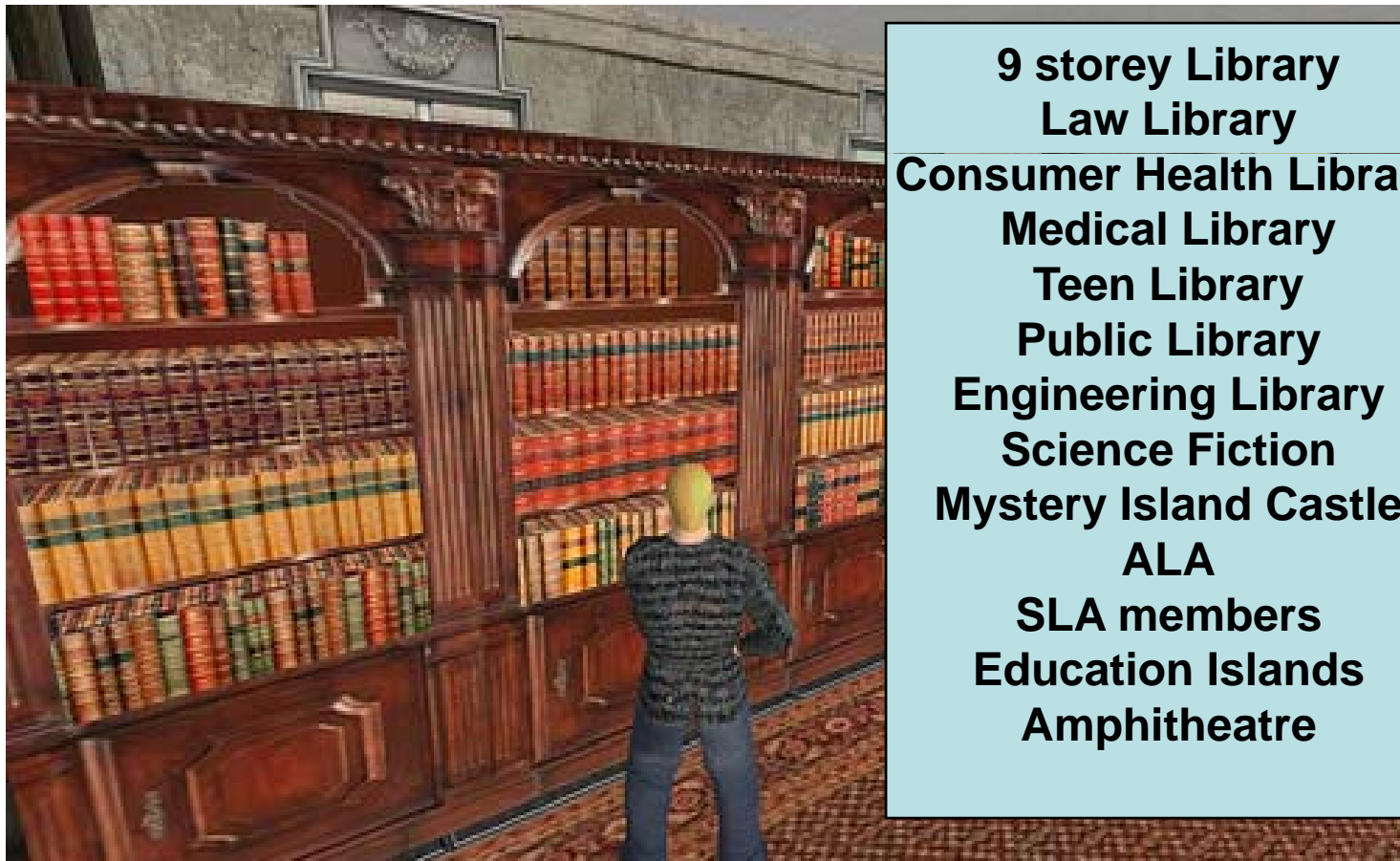
Alliance,
Charlotte,
San Jose SU
Europe (2X)
McMaster

Second Life
www.infoisland.org
L!brary
Another innovation from the Alliance Library System

Land For Sale view larger map



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!
80 hours / week
professionally
staffed reference
desk**

Me



ZACK MORTAL HOSTED A class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

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 staff 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 plethora 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 286 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 Bell, 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 Junot, and saw a population of almost 200,000.

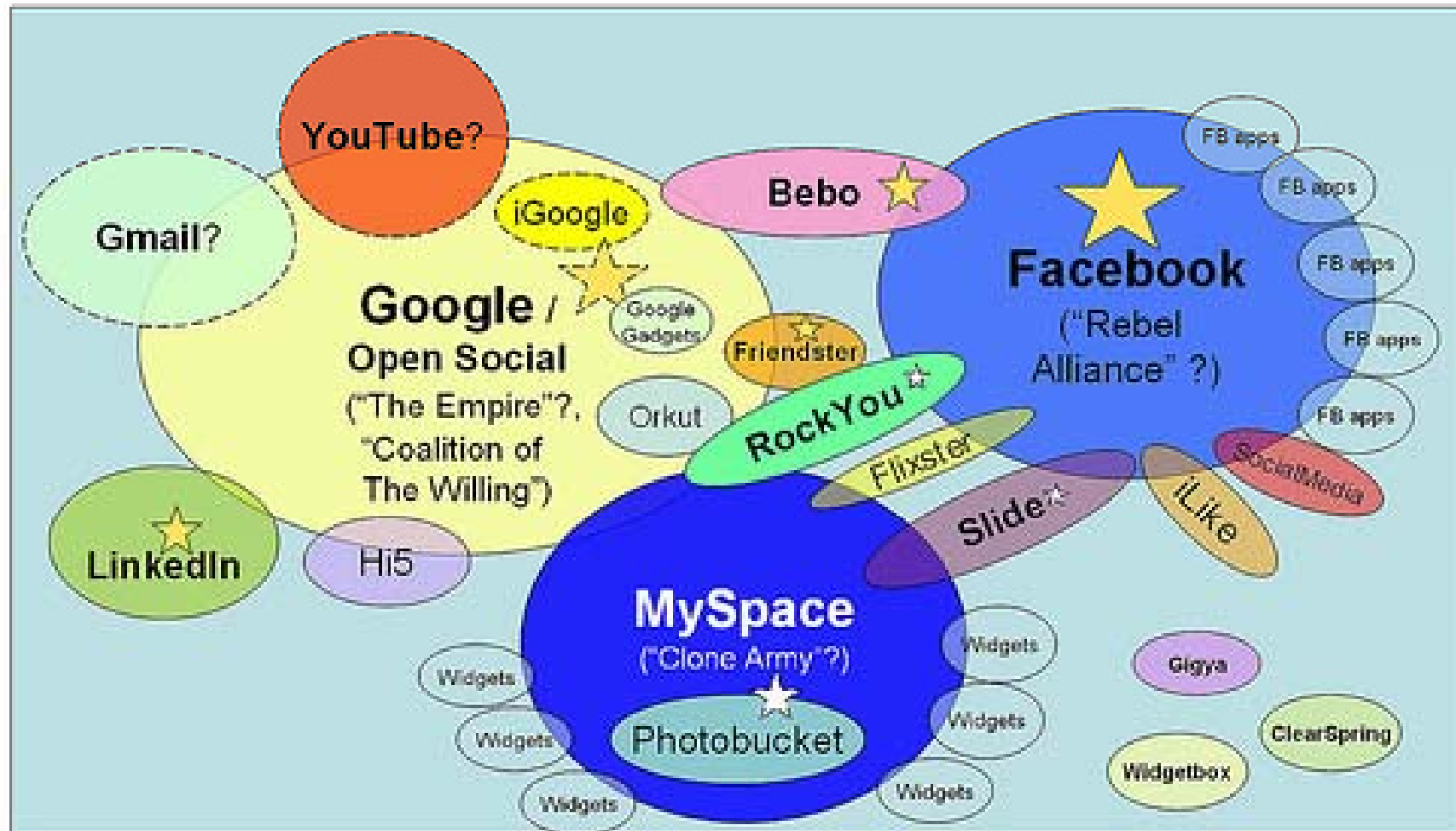
She found that SL had a few libraries, such as Wandering Yaffle's *_blacklibrary*, but thought that library services could be expanded. "Since there is web programming through OPAL, why not offer that in SL?" she said.

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.

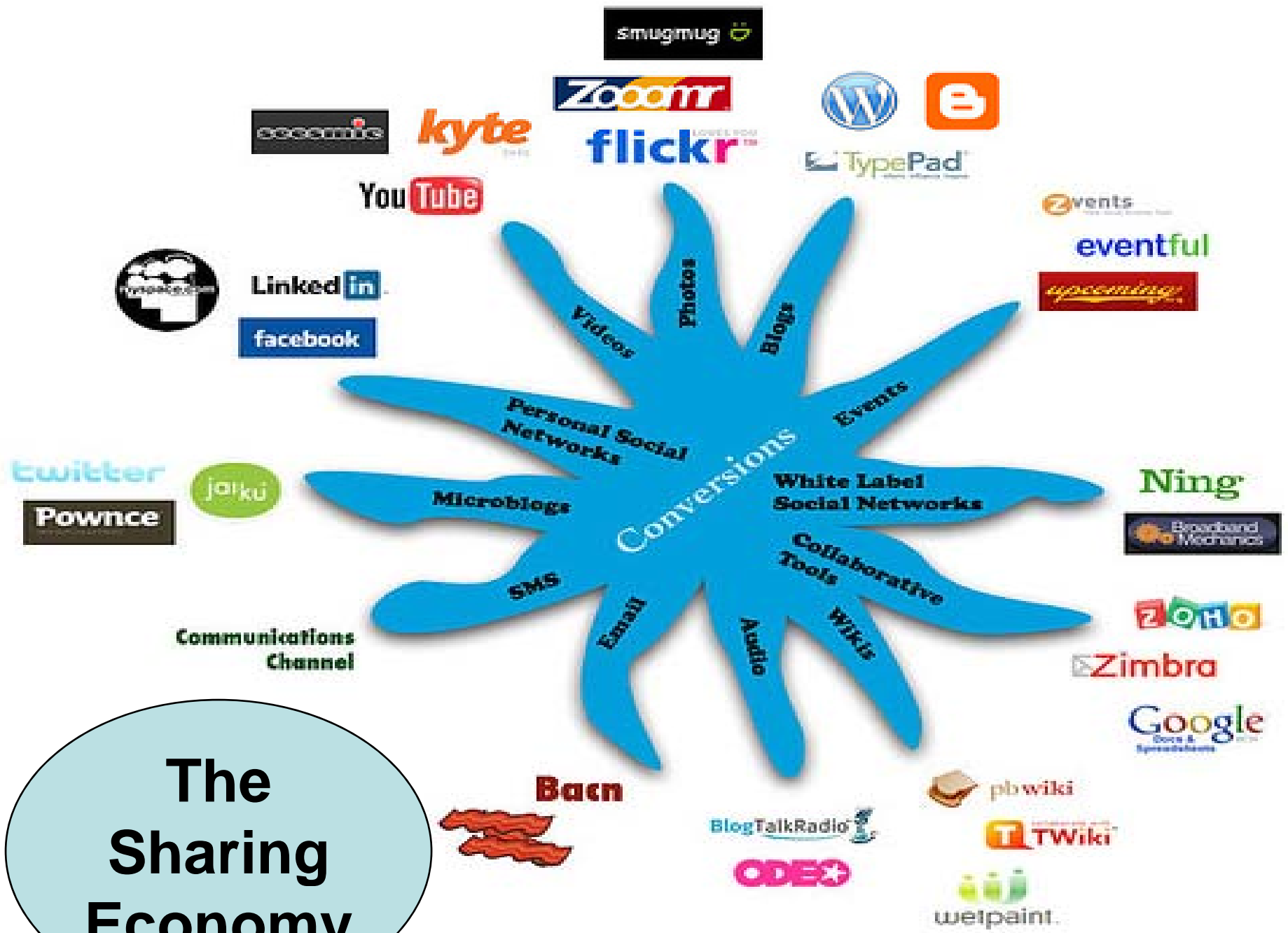
Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20

Social Graph Platform Wars



- ★ = announced Platform / API
- ☆ = unannounced Platform / API

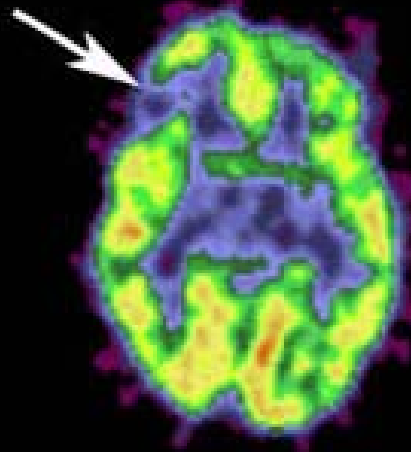


The Sharing Economy

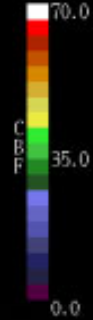
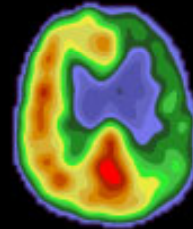




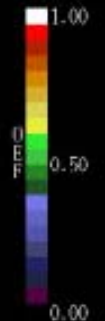
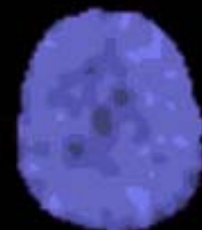
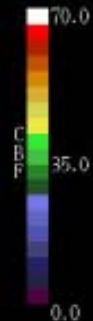
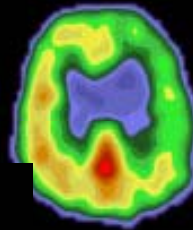
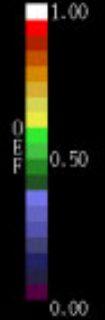
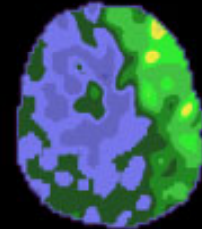
*Context is
King,
not Content.*



CBF



OEF



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



Learning Styles

- Visual/Spatial (**P**icture Smart)
- Verbal/Linguistic (**W**ord Smart)
- Musical/Rhythmic (**M**usic Smart)
- Logical/Mathematical (**N**umber Smart)
- Bodily/Kinesthetic (**B**ody Smart)
- Interpersonal (**P**eople Smart)
- Intrapersonal (**S**elf Smart)
 - Piaget, Bloom, Gardner, etc.



INFoChio
 Ask A Librarian

US History

Explore A Subject

Cool Links

Fun & Games

What's That?

Did You Know?

Learn More About...

Popular Topics

Tracking by Toon

Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

In 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 Holmes, Assistant Professor
 School of Library and Information Science (SLIS)

Dr. David Bokias, Assistant Professor
 Information Architecture/Knowledge Management Program (IAKM)

Dr. Yun Zhang, Assistant Professor
 School of Library and Information Science (SLIS)

Dr. Athena Sakala, Assistant Professor
 School of Library and Information Science (SLIS)

Dr. Greg Byngh, Assistant Professor
 School of Library and Information Science (SLIS)

May 22, 2006

INFoChio
 Ask A Librarian

US History

Explore A Subject

Cool Links

How Do I...

Founding Fathers

Try This!

Presidents

Scientists & Inventors

Writers

Artists & Musicians

Leaders

Immigrants

People in Sports

Who's That?

Did You Know?

Tracking by Toon







SCHOOLROOMS

EXPLORE
 DISCOVER
 LEARN

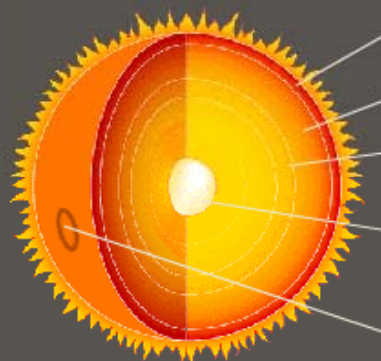
A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

■ Explore ■ Learn

Discover More...

- What is SchoolRooms
- What's in SchoolRooms
- Who Uses SchoolRooms
- Why Students Like SchoolRooms
- Events

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


© Images by Helicon. Used with permission.

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 BOW.

[➔ Explore More...](#)

Explore a new learning portal for the K12 community




SchoolRooms™ by SirsiDynix 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.

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**

Using SchoolRooms, **students** can **search** (all at once!):

Ohio
 Boston +
 Philadelphia
 Delaware
 California
 South Carolina
 Australia
 etc.



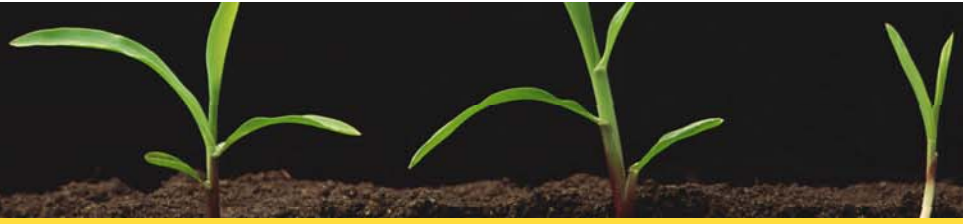


this



...is as important as this





1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.

The image displays a musical score for piano, organized into three systems. Each system consists of a grand staff with a treble clef on the upper staff and a bass clef on the lower staff. The first system begins with a piano (*pp*) dynamic marking. The second system contains several performance markings, including *ped.* (pedal) and asterisks. The third system features a first ending bracket labeled '1.' and a second ending bracket labeled '2.'. The score concludes with *ped.* and asterisk markings.



Simple Collaboration



Messenger



Meebo and Trillian

**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



*"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 = 
- Shared Knowledge =  
- Shared Bookmarks =  del.icio.us
- Shared News =  **Technorati**TM
- Shared Videos = 
Broadcast YourselfTM
- Shared Everything = 
a place for friends

facebook

LibraryThing BETA



amazon.com



AJAX



OVERDRIVE



ELF - keeping tabs on your library material









What is the Magic Sauce?

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



BRICKS

CLICKS

TRICKS





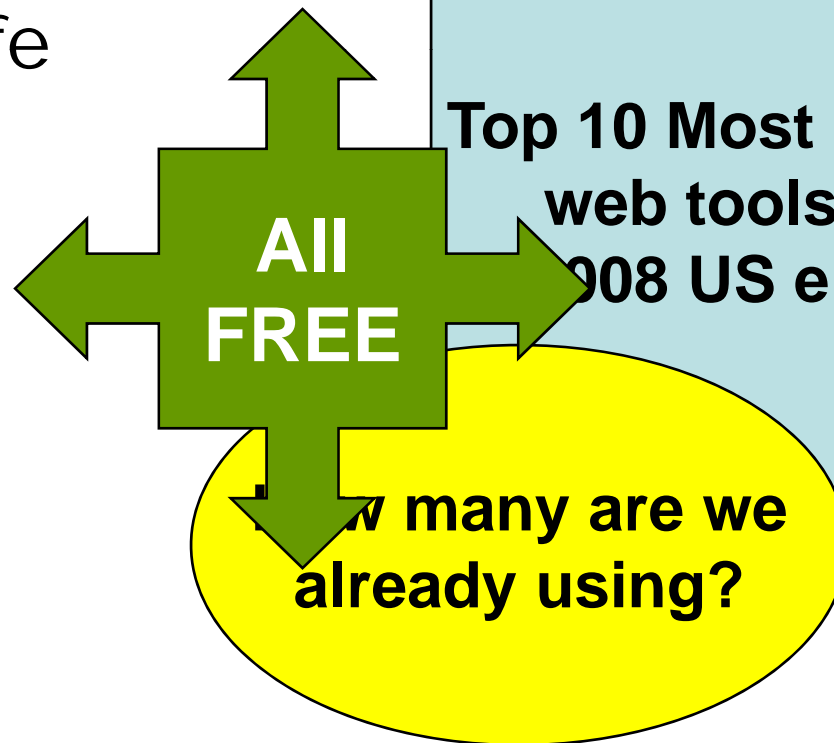
Top 13 2.0 Apps for Librarians

- 1. Google Suite
- 2. Meebo/Chatand
- 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



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**



Change?



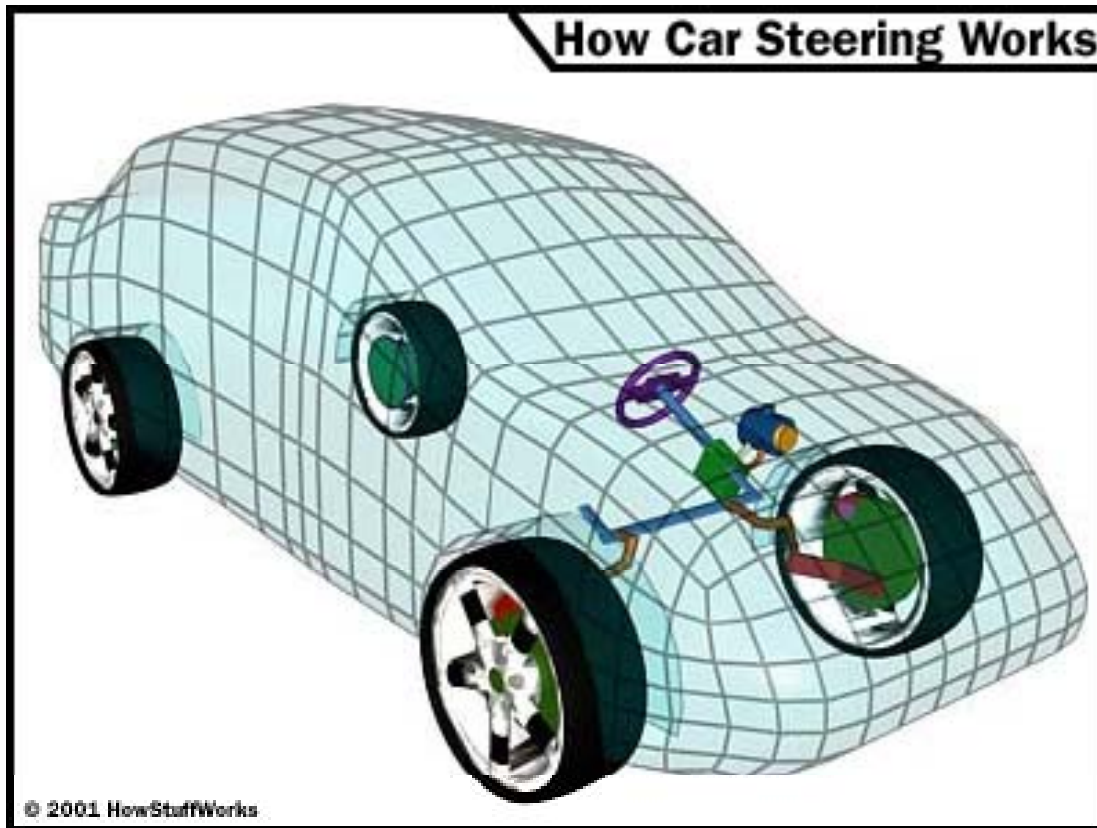


Focus?



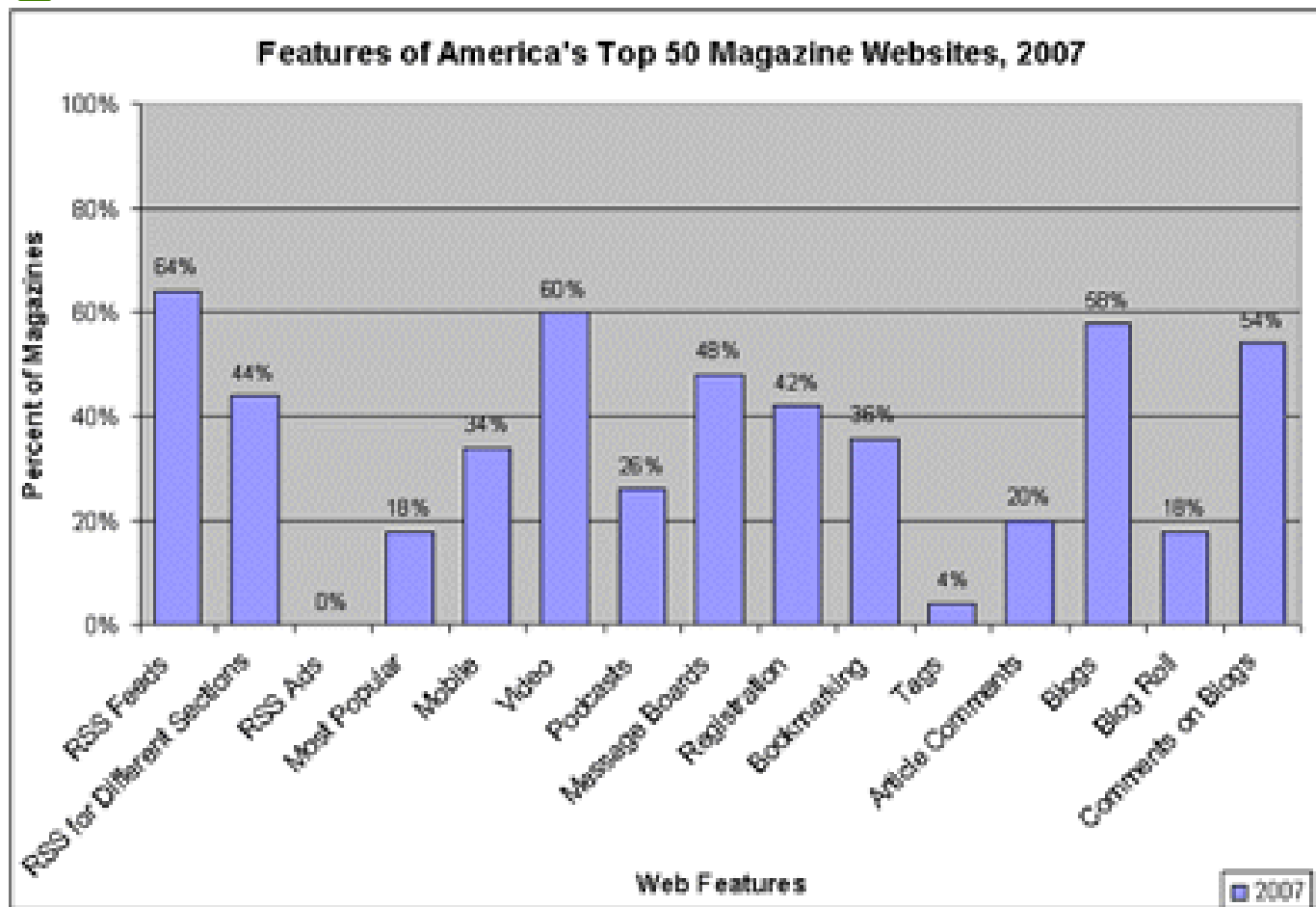


Focus?



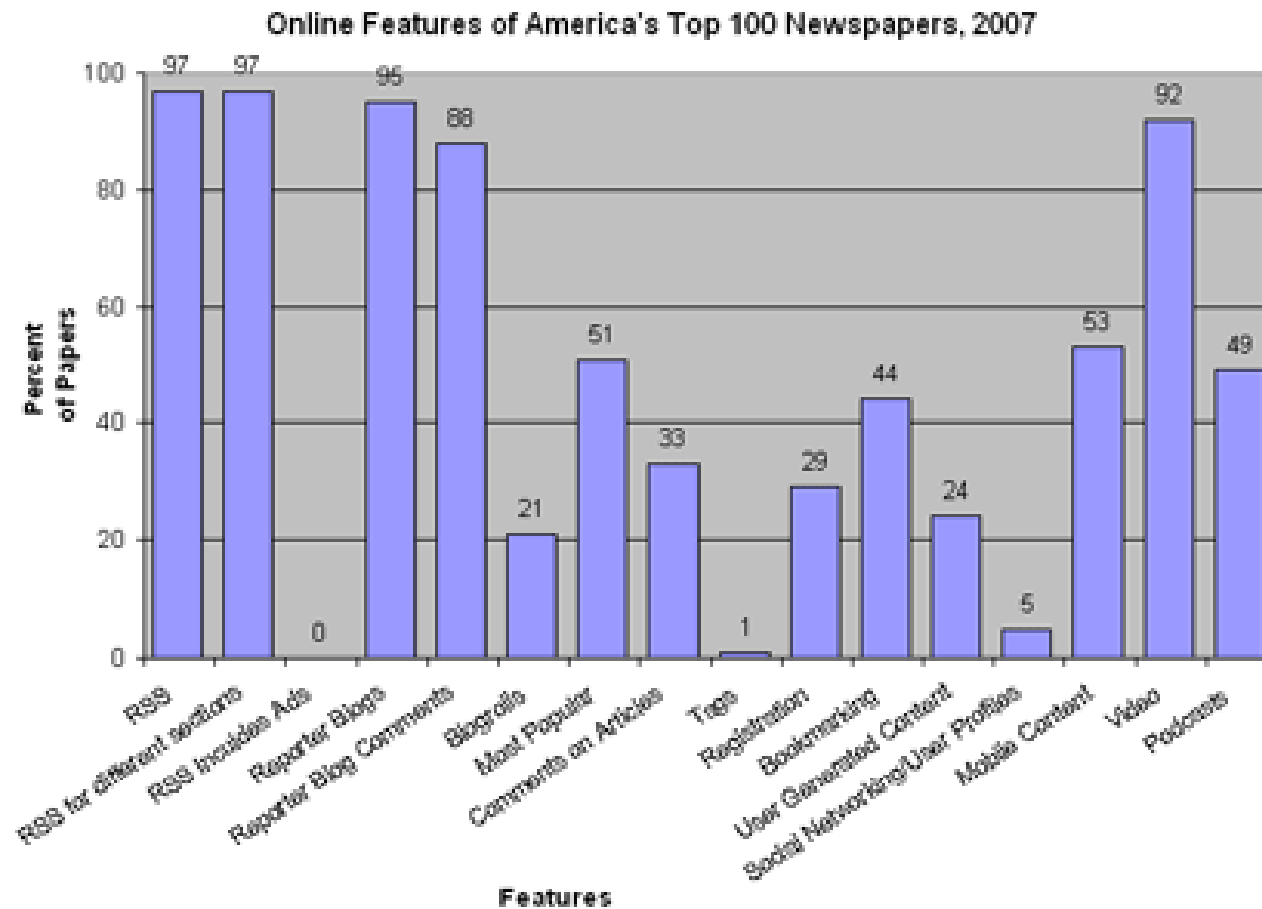


Magazine Content Goes Social

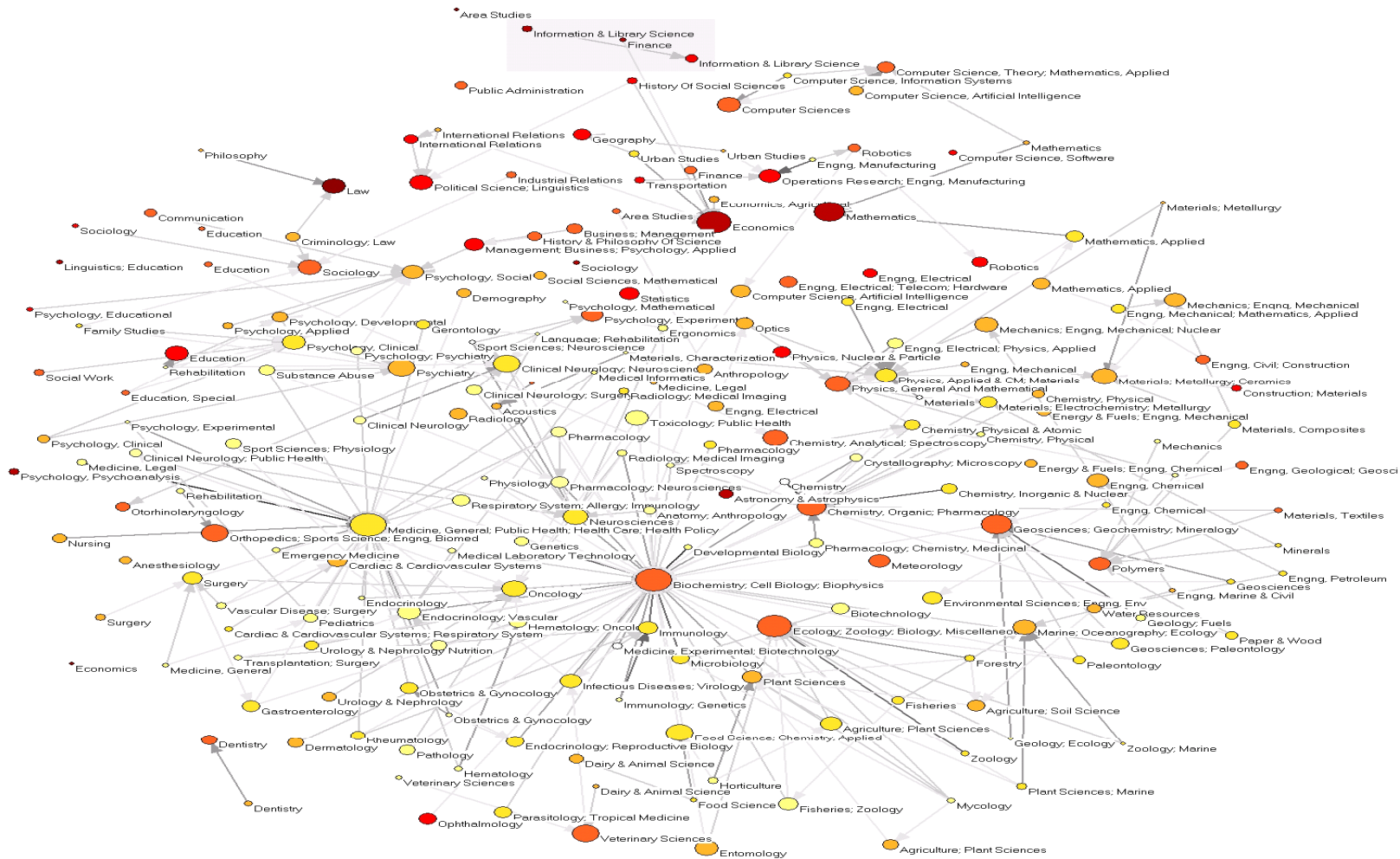




News Content Goes Social



Scholars' Citations Go Social





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>
- **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



PLAN





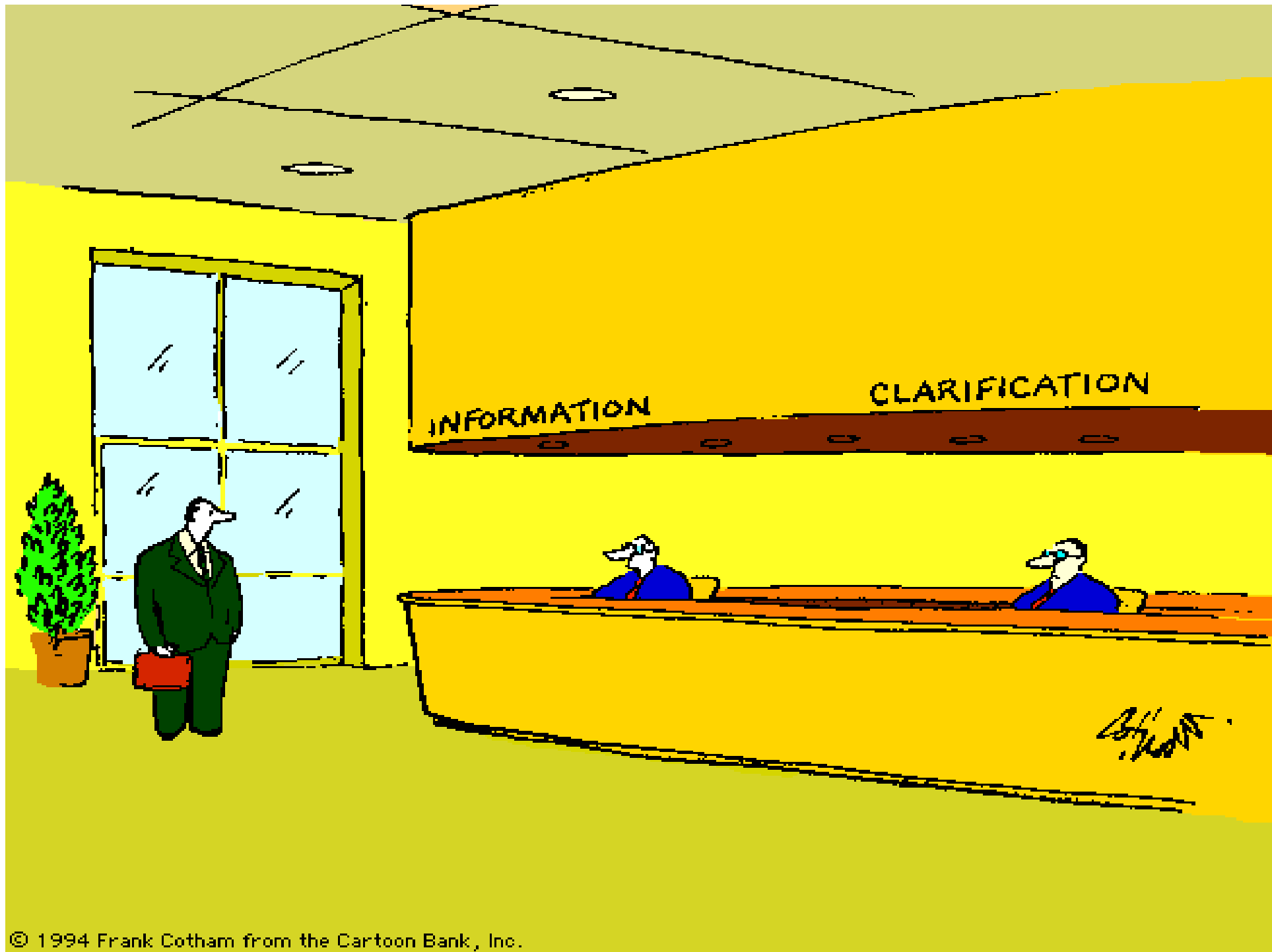
Opportunities

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



The Reference Transformation

- Reference Cowboys
- Capturing Expertise - Sustainability
- 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



Intention Paths









You can make it too simple and
that's not good.





- Libraries serve many communities in many sectors. This is our context. We improve the equality of questions, organize the world's recorded knowledge and culture, and deliver the right content experiences for our users. But, overall, we live in the context of our users. We live alongside them, not as machines and algorithms, but as humans whose aim is to provide excellent service and experiences.
- We don't create that context; our users arrive at our service points with their context full-blown and intact. It is basic to our profession that we understand deeply the communities we serve. We need to empathize with users' goals, psychological needs, and competency levels, no matter if they come in virtually or not. We must ensure that the user doesn't get too much content, too little context, and too few librarians.



How do we create the new user experience?



•SirsiDynix•
institute
grow your skills



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

•SirsiDynix•
institute
grow your skills



Get on the Visual, OpenURL and Federated Search Wagon





KartOO visual meta s...

KartOO www.kartoo.com

help << mercury Search english pages options Products

Saved map
 New map
 Topics :
 information on mercury
 mercury marine
 manufacturer of mercury
 planet mercury
 closest to the sun
 planet to the sun
 solar system
 pictures of mercury
 nearest planet
 mercury project
 info
 certified
 research
 deals
 discounts
 huge
 offers
 planet
 sun
 solar
 system
 closest
 Popular Queries

planet

system

planet

en.wikipedia.org

www.ccdc.cam.ac.uk

nssdc.gsfc.nasa.gov

www.nineplanets.org

solar

SUN

closest

info

www.solarviews.com

www.mercuryvehicles.com

research

www.epa.gov

offers

www.mercury.com

certified

www.theappliancepeople.co.uk

deals

discounts

huge

www.mercury.com

www.ocean-cruise.co.uk

www.mercury.com

www.ebay.co.uk

Sponsor

Mercury Appliance Deals Online
 Search our ex-display models and you could find an absolute bargain. With discounts of up to 1,000 possible there are huge savings to be made. Don't hang about on these limited offers.

Mercury Cruise Deals Huge discounts on all worldwide cruises. Save up to 75% today.
<http://www.ocean-cruise.co.uk>

Mercury on eBay Great prices on music memorabilia. Buy it. Love it. eBay.co.uk.
<http://www.ebay.co.uk>

print the map
 Send a map
 Add a site
 Add a Topic
 save the map...

Preview by **KartOO**



Visual Ideas

- Grokker
- Aquabrowser
- KartOO
- Endeca
- SirsiDynix Facets
- Folksonomies
- etc.



We're looking too close



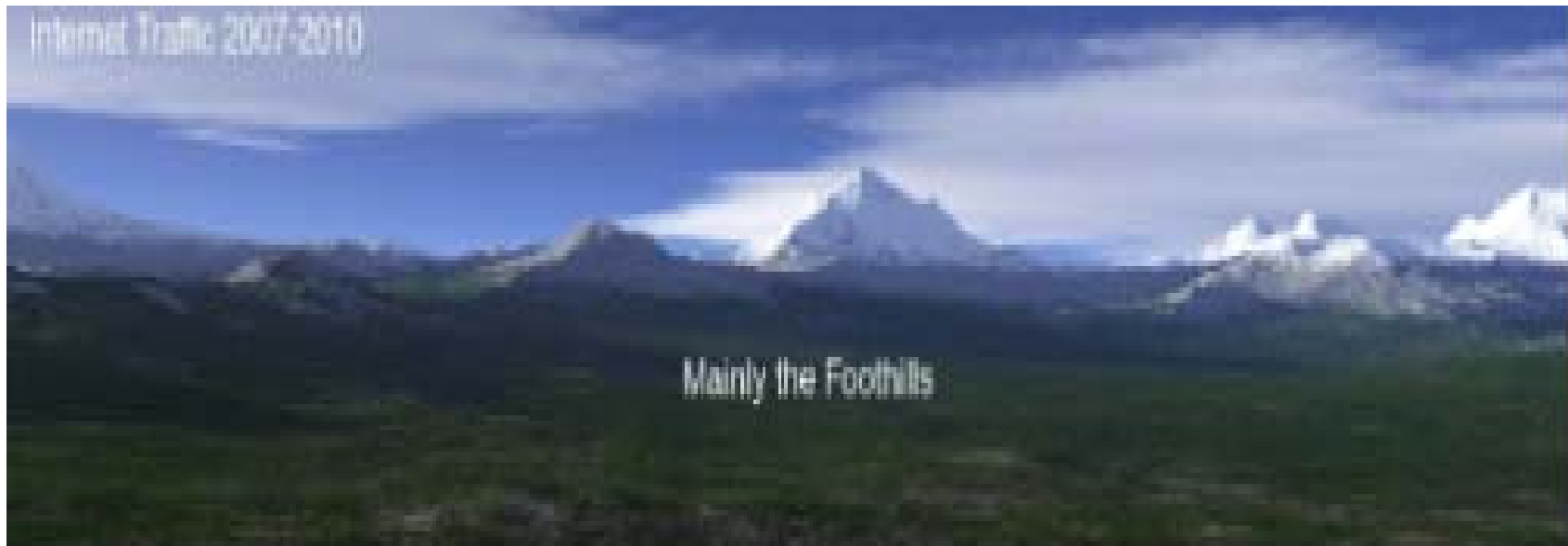


The Landscape Today





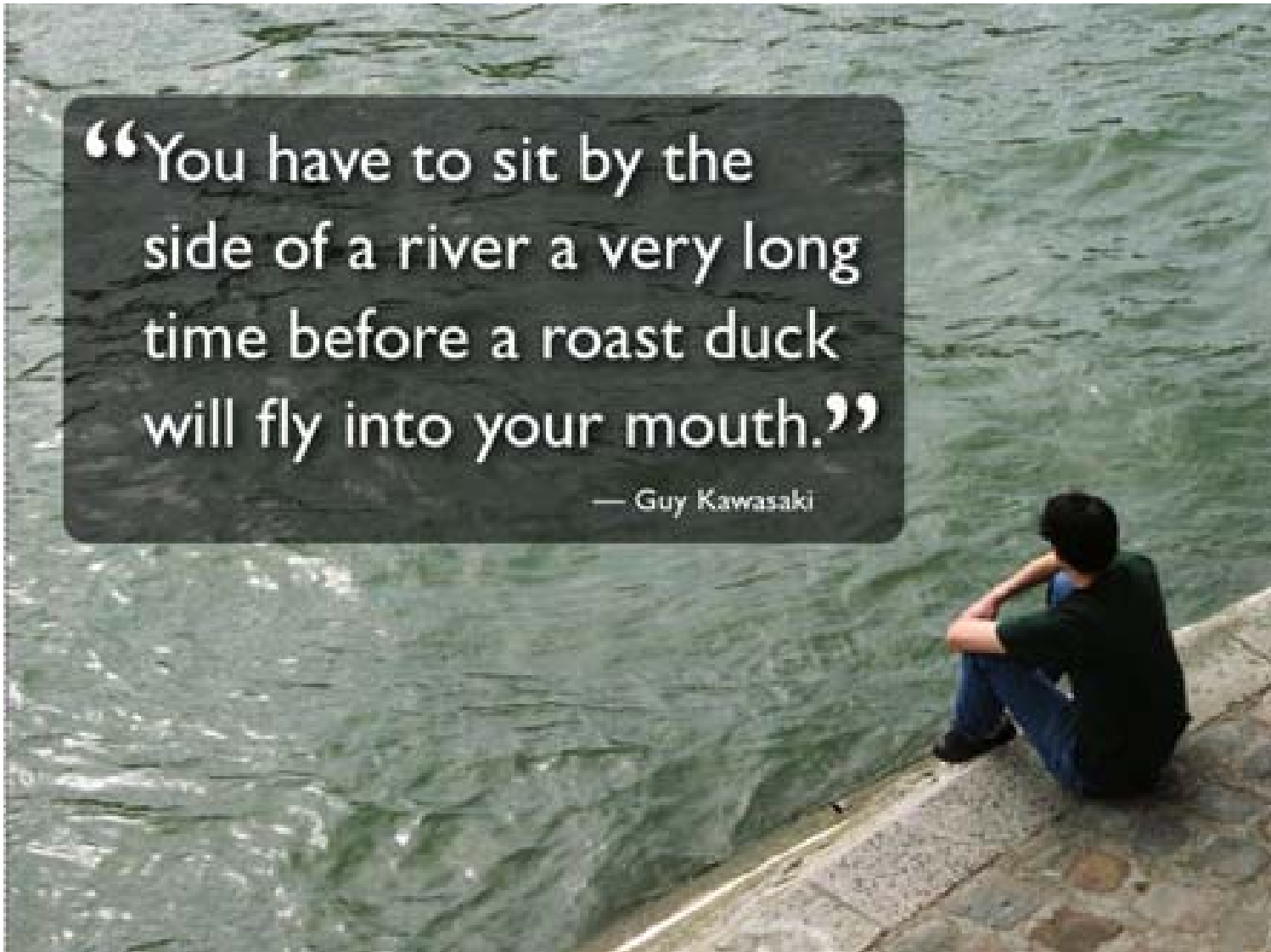
The Emerging Landscape





“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





•SirsiDynix•
institute
grow your skills



Stephen Abram, MLS
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

Cel: 416-669-4855

stephen.abram@sirsidynix.com

<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>



YouTube Insights

Words





YouTube Insights

Library Dominoes





YouTube Insights

Did You Know?





YouTube Insights

The Librarian and the IT Professional





YouTube Insights

Vision of Students Today





YouTube Insights

**Web 2.0 . . . The Machine is
Us/ing Us**





YouTube Insights

Information R/evolution





YouTube Insights

Book Help Desk





YouTube Insights

**Here Comes Another
Bubble v1.1 - The Richter
Scales**





YouTube Insights

**Can't Touch This
Perceptive Pixel**





YouTube Insights

**From Ape Man
to Computing Man**





YouTube Insights

Conversation with Stephen Abram





YouTube Insights

Scary Mary Poppins

