



For English press 1 . . .

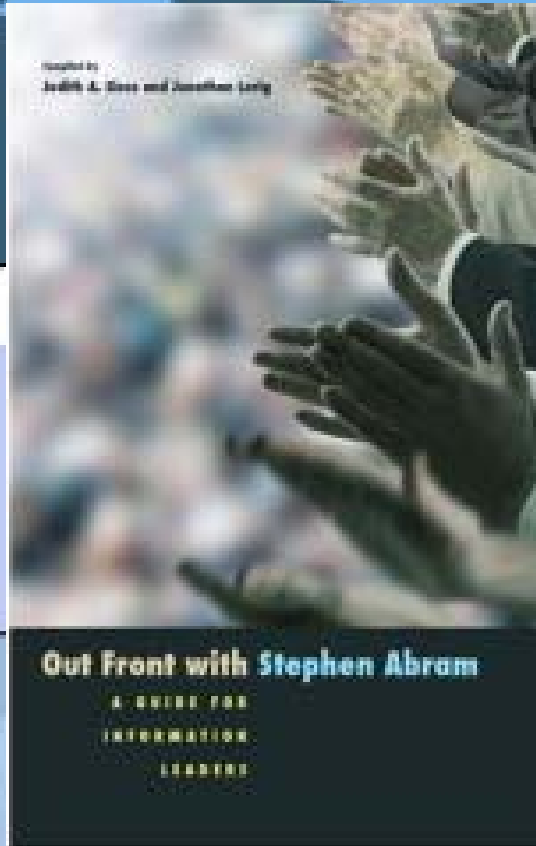
Serving Diverse Communities



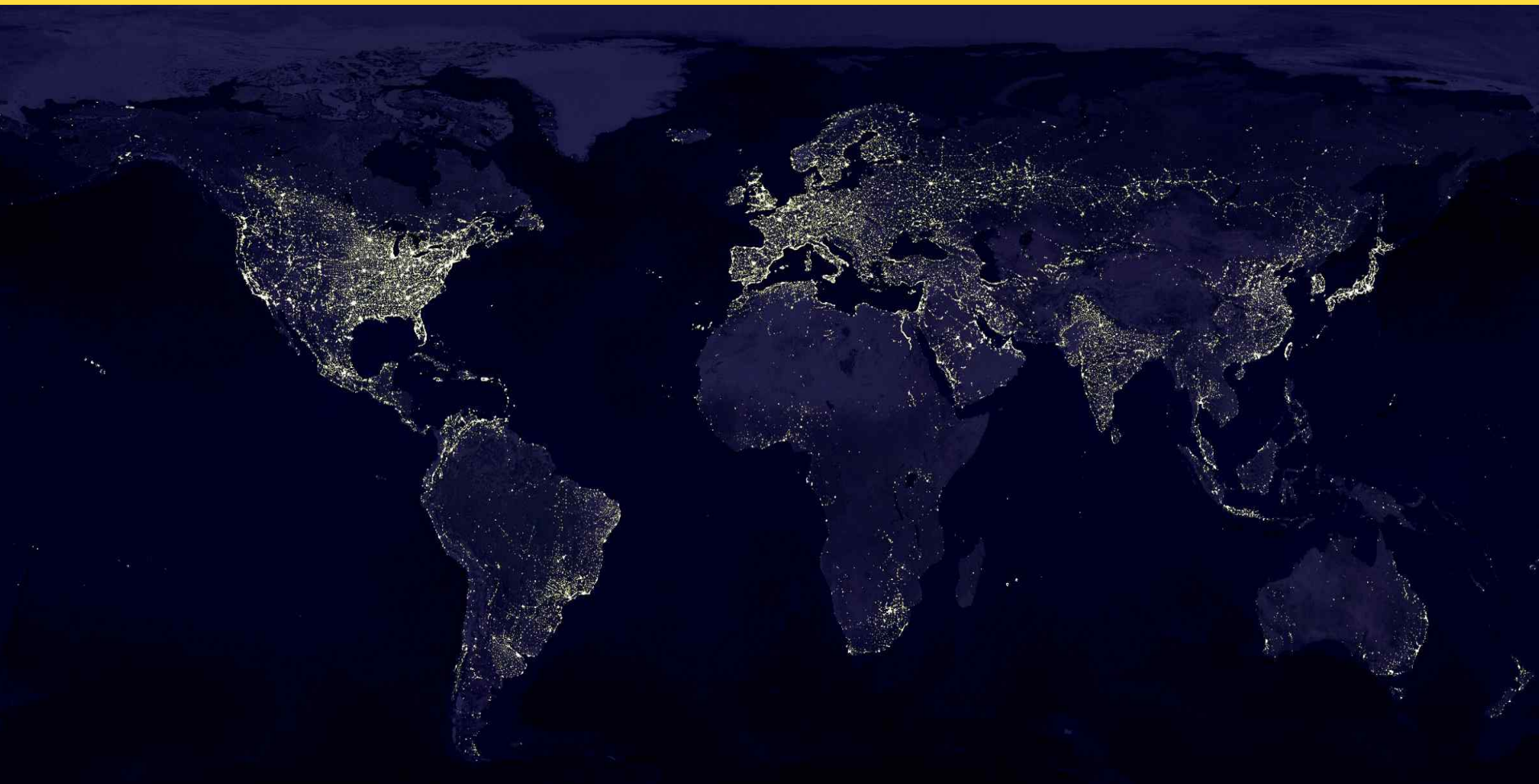
New York Library Assn., Oct. 19, 2007
Buffalo, NY

Stephen Abram
President-elect, SLA

Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute



Stephen Abram



Global Change (China, India, EMEA)



What Does It All Mean, 2.0?

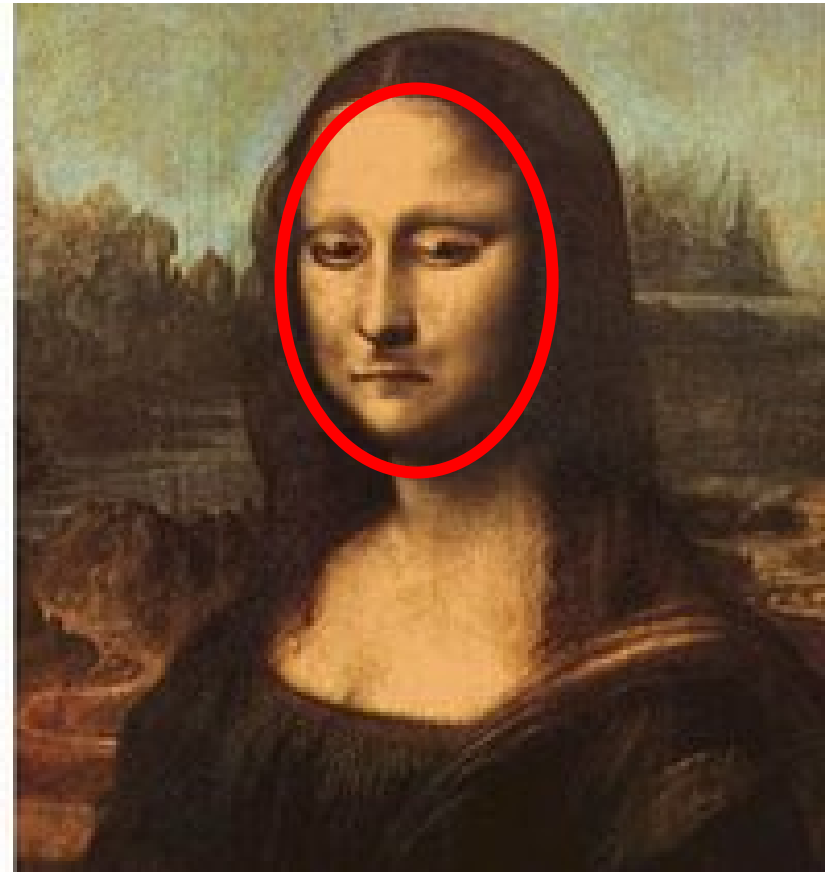


The Pattern Effect





Optical Illusions



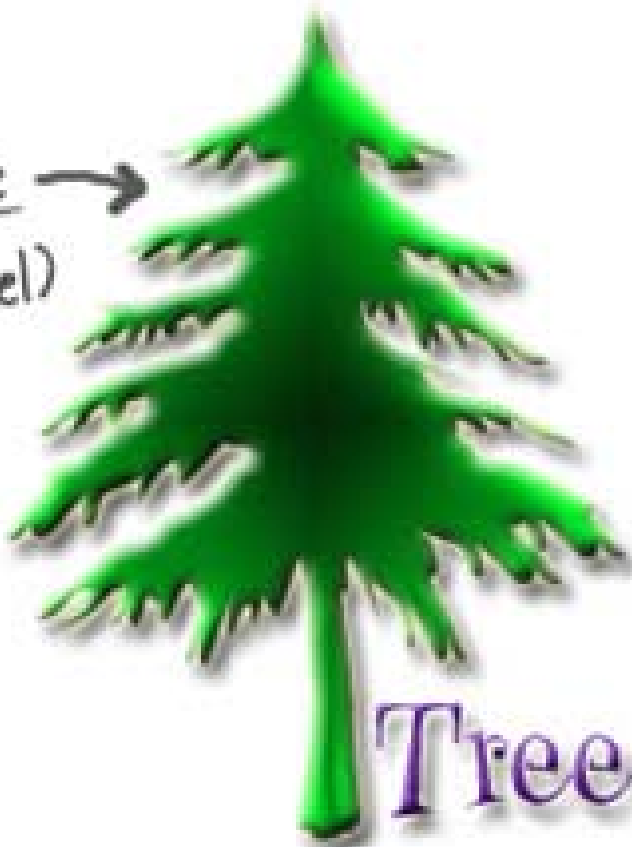


What Colour is the Sky?

- Blue
- Grey
- Black
- White
- Red, Orange, Yellow
- Brown
- Green

Forests and Trees

We get stuck here →
(implementation level)



Tree 2.0

The Big Picture

But this is what matters most
↓ (meta level)





What is Diversity?

Let's brainstorm.



A bit of a list

- Language
- Race
- National Origin
- Age
- Gender
- Religion
- Generation
- Income
- Home Style
- Thinking Style
- Learning Style
- School Experience
- Multiple intelligences
- IQ, EQ
- Life Experience
- Urban / Rural / etc.
- Abilities (visual, auditory...)



Why do we care?



Universal Design benefits all

Sidewalk ramps

Grab bars in tubs

Ramps on sidewalks at corner

Wider Wheelchair parking spaces

Lever door handles

Sound in elevators

Clearer signage



What does it all mean?

Really.



How do we know more?

White hat...



Some Suggestions

- Census data
- Market Research
- Normative Data Project
- NCES Data
- School Boards
- Circulation data
- GPS, GIS, ESRI, MS Earth, Google Maps, etc.

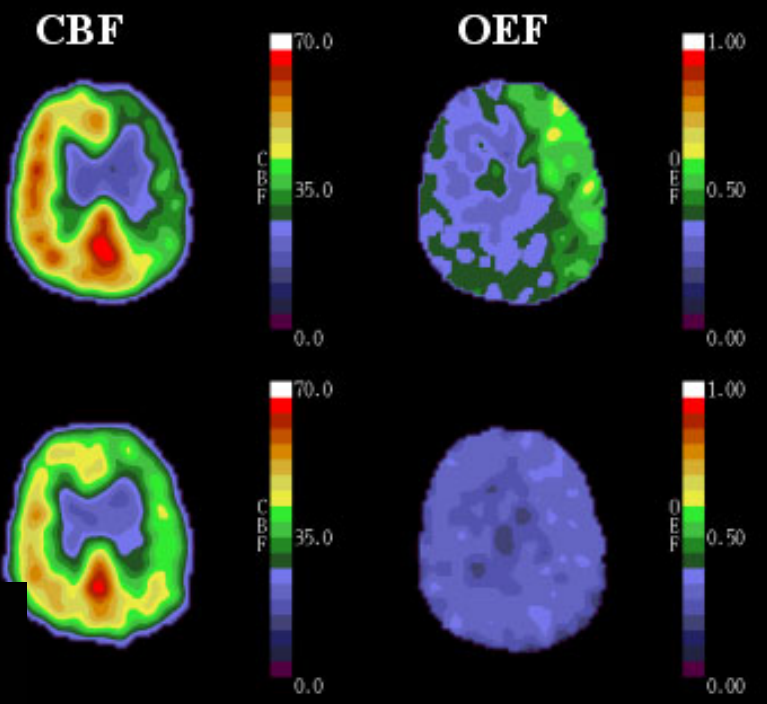
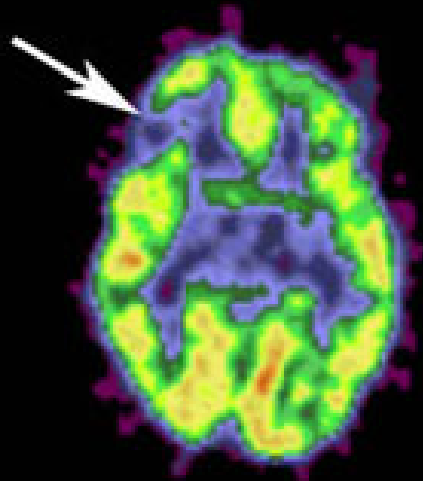
De Bono's Six Thinking Hats

- White Hat
 - Red Hat
 - Black Hat
 - Yellow Hat
 - Green Hat
 - Blue Hat
- What more info do I need?
 - How do I feel about this?
 - Let's ask critical questions.
 - What are the opportunities here?
 - How can we grow this idea?
 - What's the process here? Have we thought of everything?

De Bono's Six Action Shoes

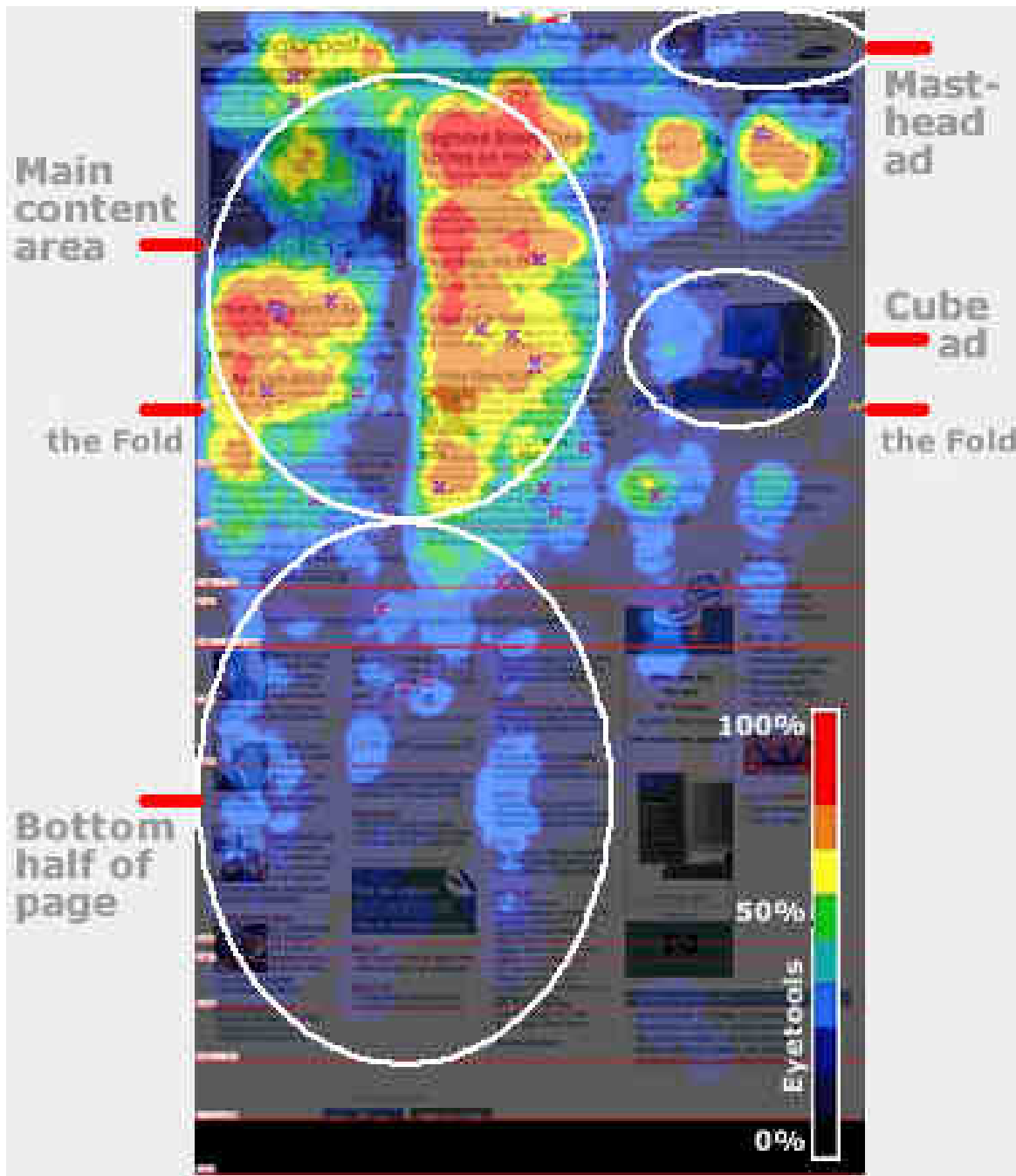
- Navy Formal Shoes
- Grey Sneakers
- Brown Brogues
- Orange Gumboots
- Pink Slippers
- Purple Riding Boots
- Routine Behaviour
- Collect Information
- Pragmatism and Practicality
- Emergency Response
- Human Caring
- Use Your Authority

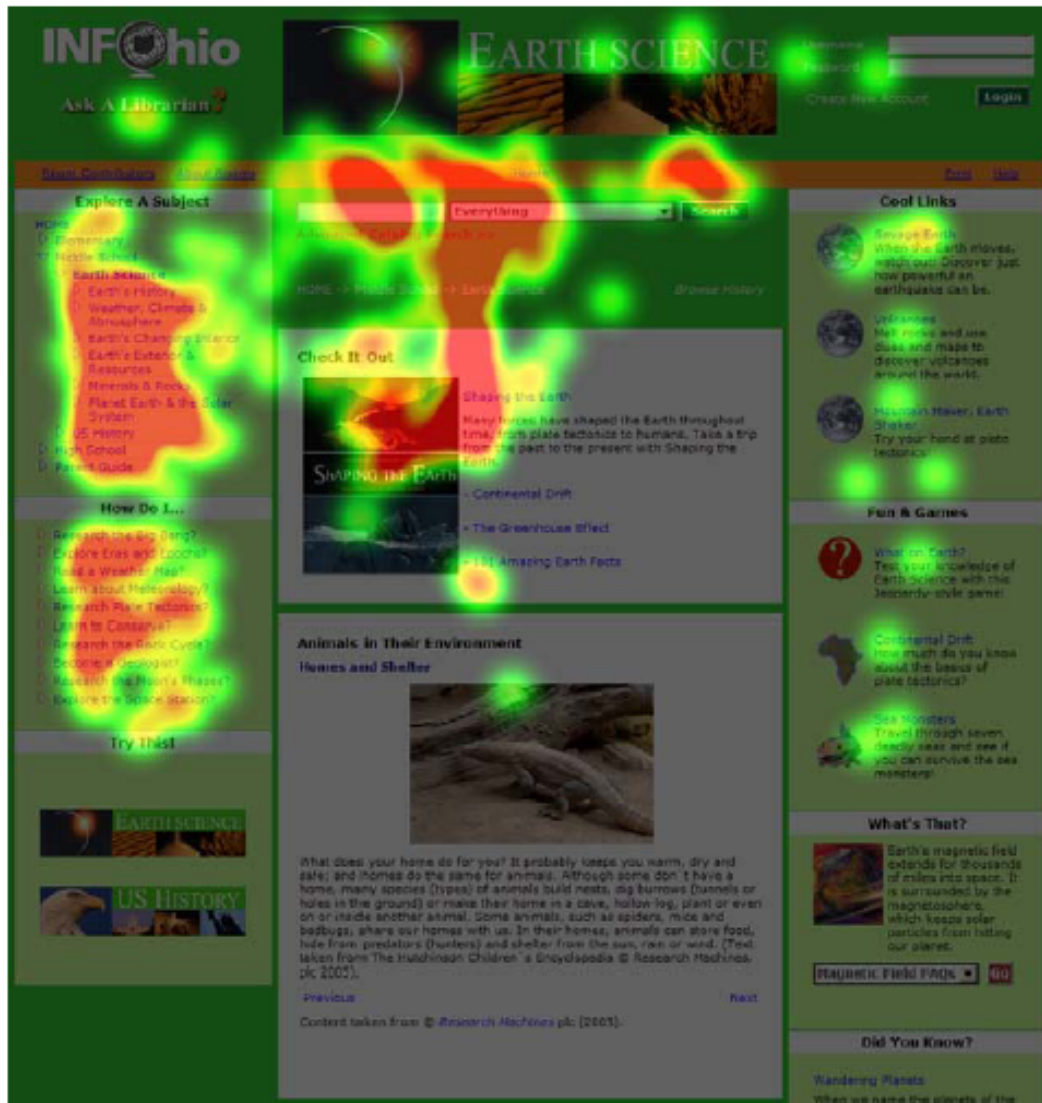
Millennials



Millennial Behaviours


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






Heat Maps are created by tracking user eye movements and summing the records for user groups. Here, the eye movements of elementary school students were tracked and recorded resulting in a *Heat Map* that clearly shows the students focus on the navigation options in the top left, the main feature panel in the center of the page, and the search box in the center top. This actual webpage can be seen by [clicking here](#).

Heat Maps help SirsiDynix understand how to layout pages



Ask A Librarian?



Username:

Password:

[Create New Account](#) [Login](#)

Explore A Subject


HOME

- Elementary
- High School
- High School
- Earth Science
- US History**
 - 13 Colonies
 - Exploration & Colonization
 - Independence & New Nation
 - The Expanding Nation
 - Civil War & Reconstruction
 - Industrialism & Progressivism
 - World War I & the Jazz Age
 - The Great Depression & World War II
 - Post-War America
 - Contemporary America
 - Maps & Geography
 - Primary Sources
 - Travel Guide

Everything

HOME > High School > US History

Check It Out!



The Thirteen Colonies: Travel Historic America

The National Park Service reports significant visitor increase at presidents' homes, the Liberty Bell, and other patriotic spots. Hundreds of museums, historic houses and reenactments, hotels, and restaurants--all profiled in this unique guide--celebrate America's beginnings.

[View this page](#)

[All National Monuments](#)

[National Trust Historic Sites](#)

[National Register of Historic Places](#)

Cool Links


- [The Price of Freedom](#)
Explore America's military history from the Revolution to the present, with this interactive site.
- [History Wink!](#)
Take a look at some historical e-books, ranging from a log cabin to Keano the Frog, with this online exhibit from the Smithsonian.
- [America at Leisure](#)
See what Americans from the turn of the 20th century did for fun by watching these short films.

How Do I...?

- [Read Famous Speeches?](#)
- [Learn about the Cold War?](#)
- [Explore the Revolution?](#)
- [Learn About the Gilded Age?](#)
- [Research Immigrants?](#)
- [Study Prohibition?](#)
- [Locate Historical Maps?](#)
- [Identify State Capitals?](#)
- [Learn About Women's Suffrage?](#)
- [Read Important Documents?](#)

Exploring Space

Buzz Aldrin



Buzz Aldrin stands near the US flag erected by the crew of the Apollo 11 lunar module. A bar holds the flag unfurled, as it would otherwise hang limp on the airless and windowless surface of the Moon. (Image © NASA and text taken from The Hutchinson Encyclopedia © Research Machines, plc 2005.)



[Previous](#) [Next](#)

Content taken from © Research Machines plc (2005).

Fun & Games

- [USA Geography Web Games](#)
Explore this site's selection of geography quizzes and games.
- [Setters Up](#)
Test your knowledge of baseball with this game. Answer a question correctly and get a base hit!
- [It Seems Like Yesterday](#)
This crossword puzzle will help you review your baby boomer facts.


Try This!

Learn More About...

Watch, Listen, or Discover new and exciting things about people, places and events you want to know more about with the guides below!


The Wild Wild West: Buffalo Bill



Buffalo Bill was a cowboy (or cattle rancher) who worked on the plains of the western USA. Cowboys rounded up cattle and put them on trains heading for the east. Buffalo Bill earned his nickname by killing several thousand buffalo to provide food for railway workers. He became famous when he toured with his Wild West show all over the USA and Europe.

[LET'S GET STARTED >](#)


A City Under Rubble: San Francisco



San Francisco was devastated by earthquake and fire in 1906. As the city lies on the San Andreas fault it is always in danger of being hit by an earthquake. See video of the destruction for yourself by clicking below.

[LET'S GET STARTED >](#)

What's That?



This map shows the area covered by the 13 British colonies. (Text taken from the Hutchinson Children's Encyclopedia © Research Machines, plc 2005.)

Popular Topics

<p>Famous Documents</p> <ol style="list-style-type: none"> 1. Constitution of the US 2. Declaration of Independence 3. Federalist Papers 4. Bill of Rights 5. Articles of Confederation 	<p>Places to See</p> <ol style="list-style-type: none"> 1. Philadelphia 2. Washington D.C. 3. The Grand Canyon 4. Boston 5. Mount Rushmore
---	--

Did You Know?

American Presidents

Martin Van Buren, the eighth president of the United States (1837-41) was the first not to have been born a British subject. (Text taken from On This Day © Research Machines, plc 2005.)

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www.schoolrooms.net
02032 520000

Tracking by Tobii

Explore A Subject

- HOME
- ▼ Elementary
 - ▶ Earth Science
 - ▼ US History
 - ▶ Families
 - ▶ Places
 - ▼ Our Nation
 - Famous People
 - Important Events
 - Famous Cities & Regions
 - Government
 - Landmarks & Symbols
 - National History
 - ▶ People
 - ▶ Maps & Graphs
 - ▶ Researching History
 - ▶ Middle School
 - ▶ High School
 - ▶ Parent Guide

How Do I...

- ▶ [Learn about the Civil War?](#)
- ▶ [Study the Presidents?](#)
- ▶ [Take Notes?](#)
- ▶ [Use a Timeline?](#)
- ▶ [Find a Historical Map?](#)
- ▶ [Use a Library?](#)
- ▶ [Research My Family?](#)
- ▶ [Learn About Elections?](#)
- ▶ [Use a Graph?](#)
- ▶ [Read a Biography?](#)

Try This!



Advanced Catalog Search >>

HOME >> Elementary >> US History >> Our Nation >> Famous People >> [Browse History](#)

Original Inhabitants

Visit this site to learn about the mysteries behind the first americans.

Explorers & Discoverers

Visit this site to see maps of exploration and discovery.

Colonists

Learn about Jamestown, pilgrims, and Plymouth Rock at this site.

Founding Fathers

Learn about some of the men who were responsible for founding our country.

Presidents

Click on your favorite president and read about his life at this site.

Scientists & Inventors

Learn about innovation and patents by African American inventors.

Writers

Cool Links

[America's Story](#)
Play games, explore the states, or tour our history through pictures, diaries and more!

[The Branding of America](#)
Learn about products like Kool-Aid, Heinz Ketchup, and Colgate Toothpaste!

[Ben's Guide to Government](#)
Let Benjamin Franklin help you learn about our government, elections, and national symbols.

Fun & Games

[Colonial Postcard Maker](#)
Make a postcard of a scene from colonial times and send it to your friends.

[United States Puzzle](#)
Learn geography by putting the states in their proper place.

[Name That Founding Father](#)
Think you know the Founding Fathers? Test your knowledge with this fun game.

Who's That?

[A Washington Game](#)
At the center of the flag of Washington state is a portrait of George Washington. Washington led the colonists to victory in the American Revolution. He went on to become the first president of the USA.



- ### Explore A Subject
- HOME
 - Elementary
 - Middle School
 - Earth Science
 - US History
 - Wars & Conflicts
 - American Revolution
 - War of 1812
 - Mexican War
 - Civil War**
 - Indian Wars
 - World War I
 - World War II
 - Vietnam War
 - Middle East Wars
 - People
 - Places
 - Government
 - Primary Sources
 - Eras (Before 1877)
 - Eras (After 1877)
 - High School
 - Parent Guide

- ### How Do I...
- Learn About the Vietnam War?
 - Find Important Documents?
 - Research Immigrants?
 - Find Photographs?
 - Read the Bill of Rights?
 - Find Historical Maps?
 - Learn About the Presidents?
 - Study Civil Rights?
 - Explore State Capitals?
 - Study Modern History?

Try This!

- [EARTH SCIENCE](#)
- [US HISTORY](#)

Everything

Advanced Catalog Search >>

HOME -> Middle School -> US History -> Wars & Conflicts -> Civil War

Causes

What Caused the American Civil War?

Essay that outlines causes, pictures, and links.

Battles

Civil War Battles by State

Index to every battle with links to summaries and statistics.

Results

Effects of the Civil War

List of immediate results after the Civil War.

Union Generals

U.S. Civil War Generals

Comprehensive index to brief biographies and links to both Union and Confederate Generals.

Confederate Generals

Confederate General Biographies

Biographies of Confederate generals.

Cool Links

- History Wired**
Take a look at some historical artifacts, ranging from a log cabin to Kermit the Frog, with this online exhibit.
- Guide to Our History & Culture**
Explore US history and culture over the years with the interactive presentations and exhibits on this site.
- Ben's Guide to Government**
Let Benjamin Franklin help you learn about our government, elections, and national symbols.

Fun & Games

- US State Detective**
Test your knowledge of geography by selecting the correct state.
- Pardon or Pillory**
Keep the colonist from being put in the pillory by guessing the correct word.
- Dynamite Presidents**
Help sculpt Mount Rushmore by answering questions about the presidents featured on the monument.

What's That?

- People arriving in a strange new country like to live together. They can help each other, have fun together, speak their old language and eat their familiar foods. Little Italy is a part of New York where Italian immigrants grouped together.

Official Little Italy

Did You Know?

July 4, 1826
Two of the Founding Fathers, John Adams and Thomas Jefferson, both died on the 50th anniversary of the Declaration of Independence.

Information Engagement Levels

Stimulate/Live

Present/Teach

Argue/Defend

Act on/ Discuss

Content

Read/View

Source

Situation

Intelligence and 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.



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*



INFOhio
 Ask A Librarian

US History

Explore A Subject

Check It Out

Fun & Games

What's That?

Did You Know?

Learn More About...

Popular Topics

Tracking by Info

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. Yin Zhang, *Assistant Professor*
 School of Library and Information Science (SLIS)

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

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

May 22, 2006

INFOhio
 Ask A Librarian

US History

Explore A Subject

Original Inhabitants

How Do I...?

Founding Fathers

Try This!

Presidents

Scientists & Inventors

Writers

Artists & Musicians

Leaders

Immigrants

People in Sports

Tracking by Info



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.



SCHOOLROOMS

EXPLORE
 DISCOVER
 LEARN

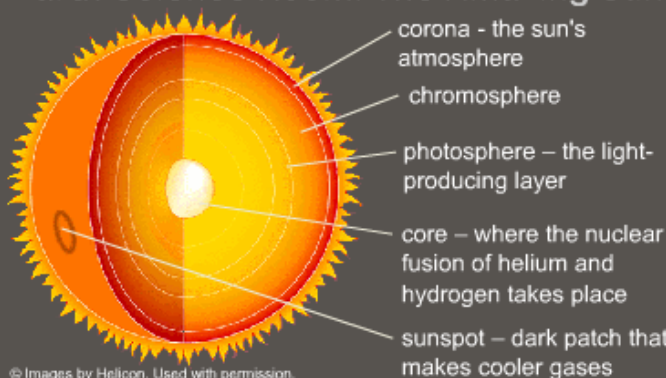
A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

Explore Learn

Discover More...

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

Earth Science Room: The Amazing Sun



© Images by Helicon. Used with permission.

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.

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 BOW. [Explore More...](#)



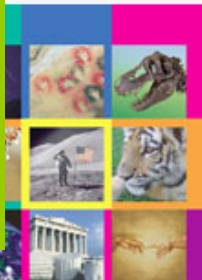
News & Events

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**

Ohio
 Boston +
 Philadelphia
 Delaware
 California
 South Carolina
 Australia
 etc.





Technological Diversity

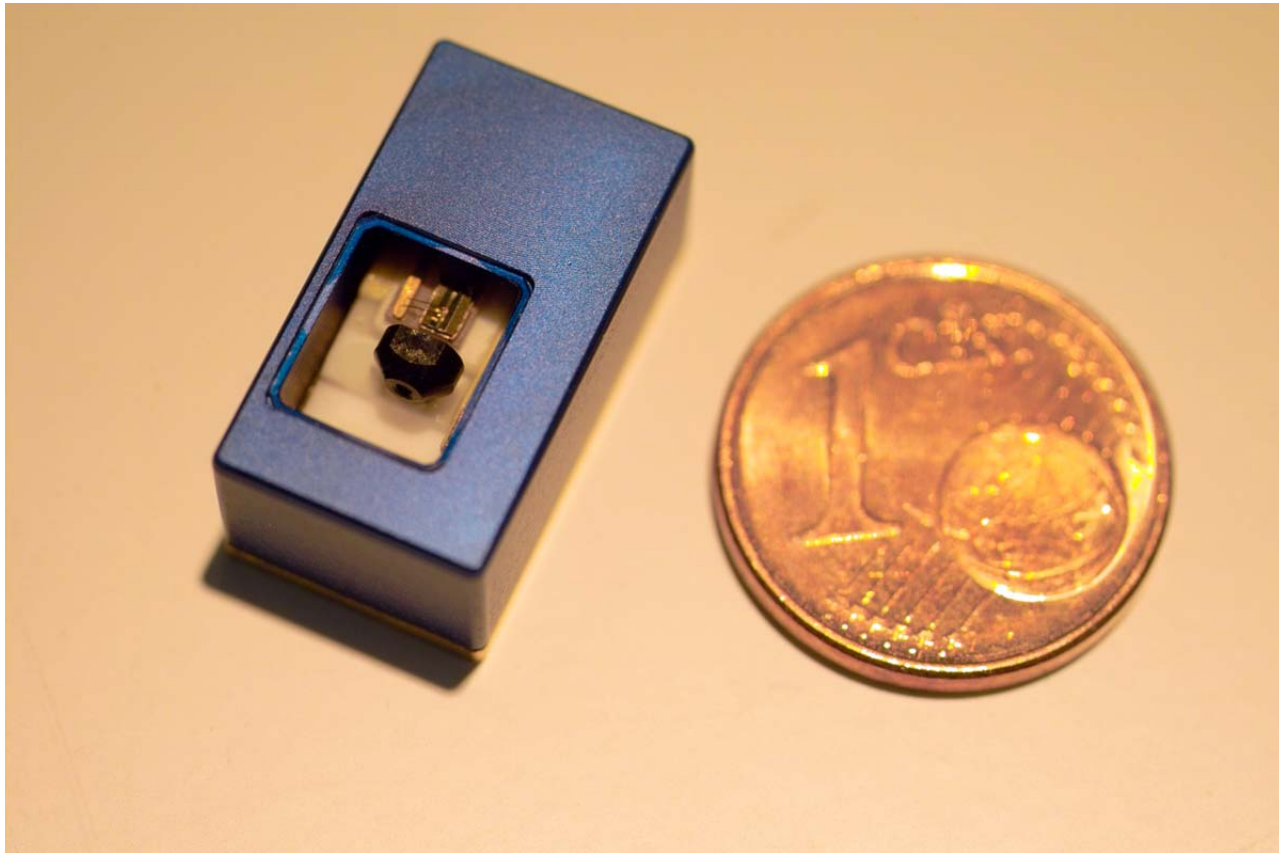
Digital Divide.
Is it really digital?

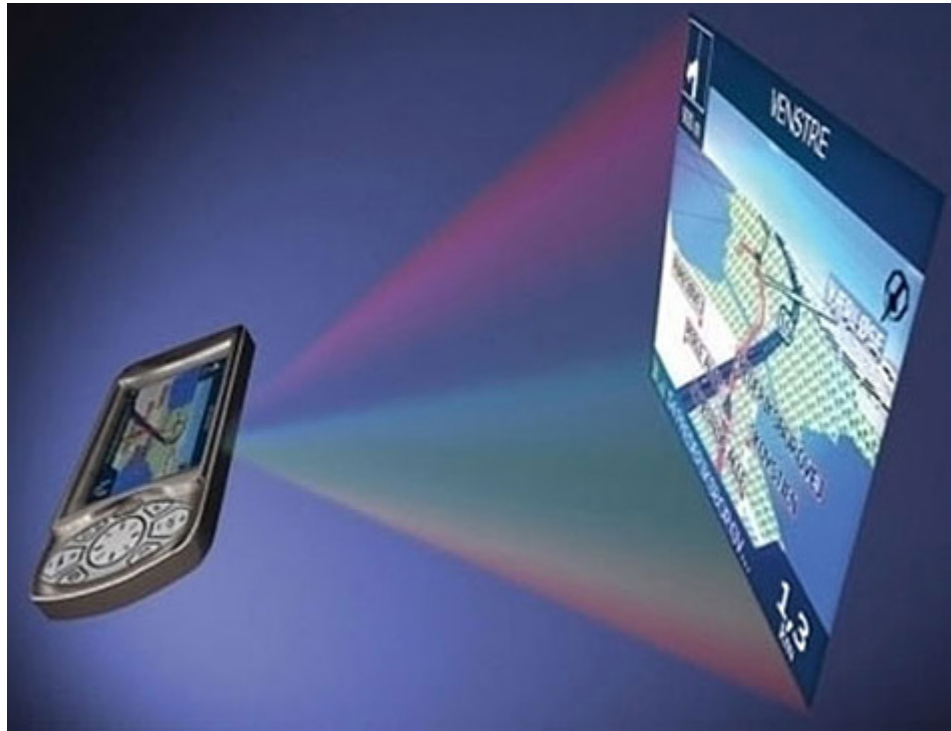
Pockets





A projector the size of a sugar cube








Everything's getting smaller

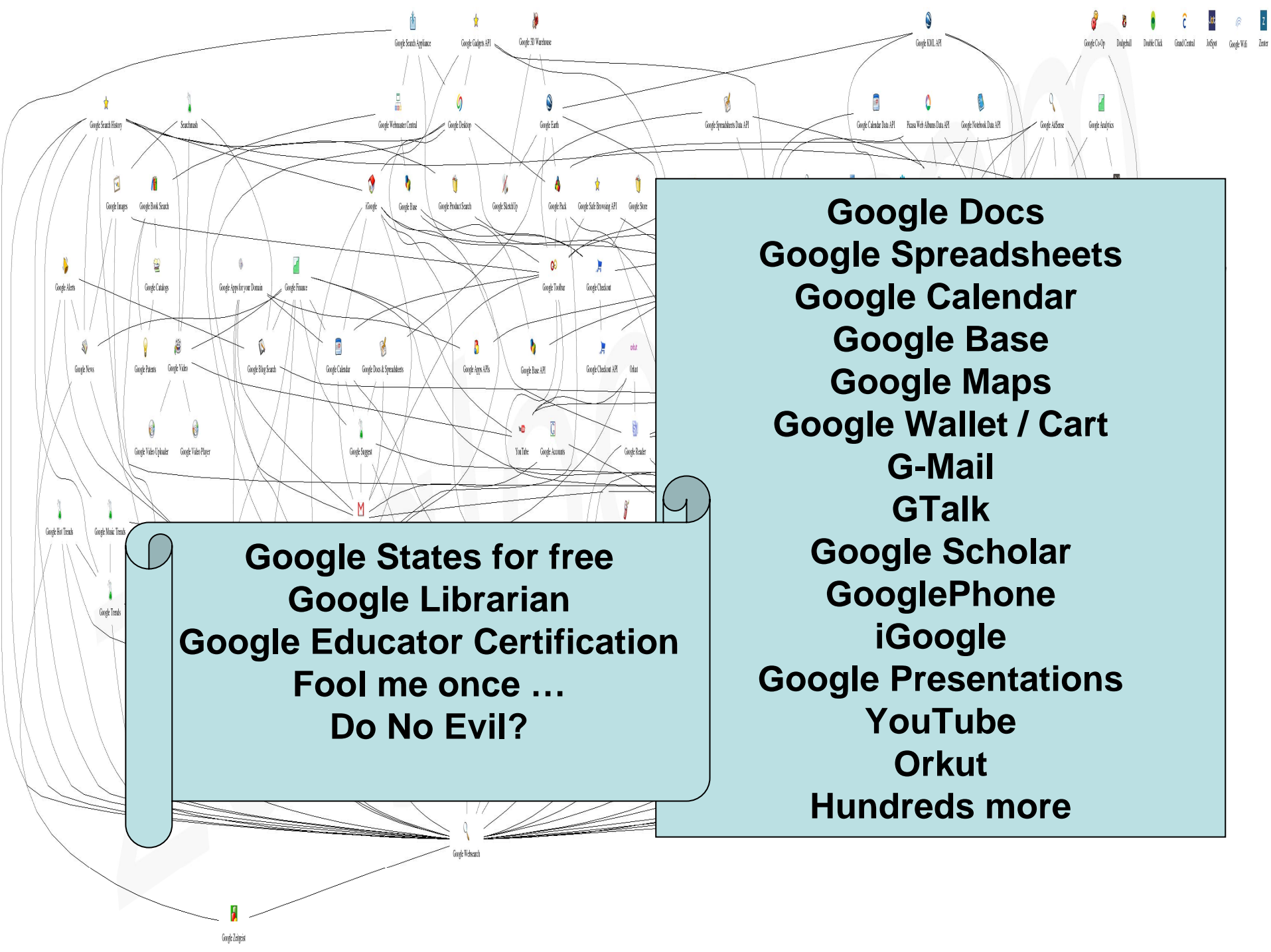




**Do no
evil...or,
Search,
Ads and
Apps**

**I ♥ my
customers**

GOOGLE



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

Google Docs
Google Spreadsheets
Google Calendar
Google Base
Google Maps
Google Wallet / Cart
G-Mail
GTalk
Google Scholar
GooglePhone
iGoogle
Google Presentations
YouTube
Orkut
Hundreds more

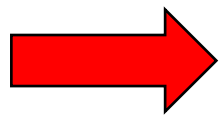
What
Where



When



Why
Who

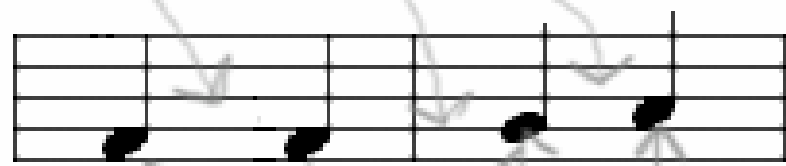


How





this



...is as important as this



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pp

Ped. * *Ped.* *

1. 2.

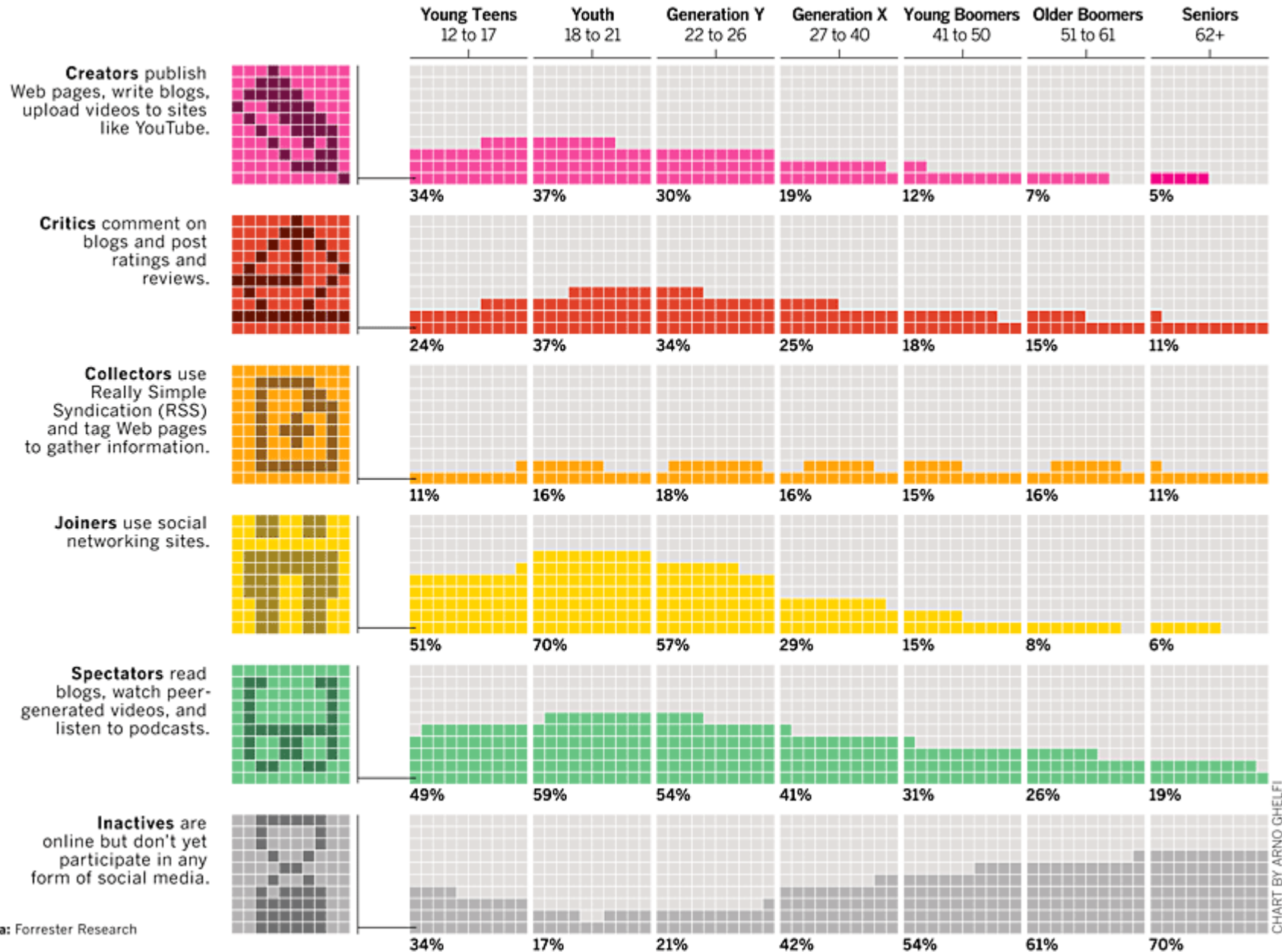
Ped. * *Ped.* *



Social

What people are doing

Who participates (U.S. online users)



Data: Forrester Research

CHART BY ARNO GHELFI

myspace[®] a place for friends

VONAGE
vonage.ca

Premium Unlimited
\$39.99
/month

Unlimited local & long-distance throughout Canada & the U.S.
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Save now

Home | Browse | Search | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds

Cool New People

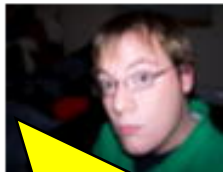
Virginia



Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

- Blogs
- Browse
- Chat Rooms
- Classifieds
- FilmMaker
- Forums
- Fun

MySpace Music



Two Gallants
Indie
San Francisco

Two Gallants bring us an... kled po... energy to... storytelling epics and tear... er hon... onk. They've crafted a... surprisingly original sound... their timeworn influences.

» Listen Now

MySpace Specials

**Reminder:
Adding 300,000 plus
A DAY!**

advertisement



**Open an ING DIRECT
Investment Savings
Account.**

START SAVING

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

- Hennepin County Library's Interests**
- General** [library](#), [css](#), [rss feeds](#), [books](#)
 - Music** Check out the [new music CDs](#) on order or recently arrived at the library.
 - Movies** Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.
 - Books** We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).
 - Groups:** [Teen Lit, YA/Teen Books Discussion Group](#)
[View All Hennepin County Library's Groups](#)

Hennepin County Library's Details

Status: Single

Zodiac Sign: [Capricorn](#)

Smoke / Drink: No / No

Hennepin County Library's Blurbs

About me:

Library Search

Find books & more **go**

[add Hennepin County Library Catalog search to your MySpace!](#)

[26 libraries](#) in suburbs of 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.](#)

College? Dating? Health? [Get sound advice.](#)

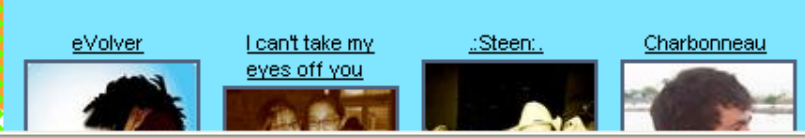
Question? [Ask us online 24/7.](#)
hennepin county library

Who I'd like to meet:

[Library Users](#), [Authors](#), [Volunteers](#), [Teens...](#)

Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.





A sustainable social network for life.

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 Friends
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:

Activities:

Interests:

Liberal

Assistant Op
Cinemas (I get
Coordinator for
Hockey Club est. 20
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

Search

- 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?

- 
- 
- 

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



[View Discussion Board](#)
[Report Group](#)

Share +

- 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



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

- 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.

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



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



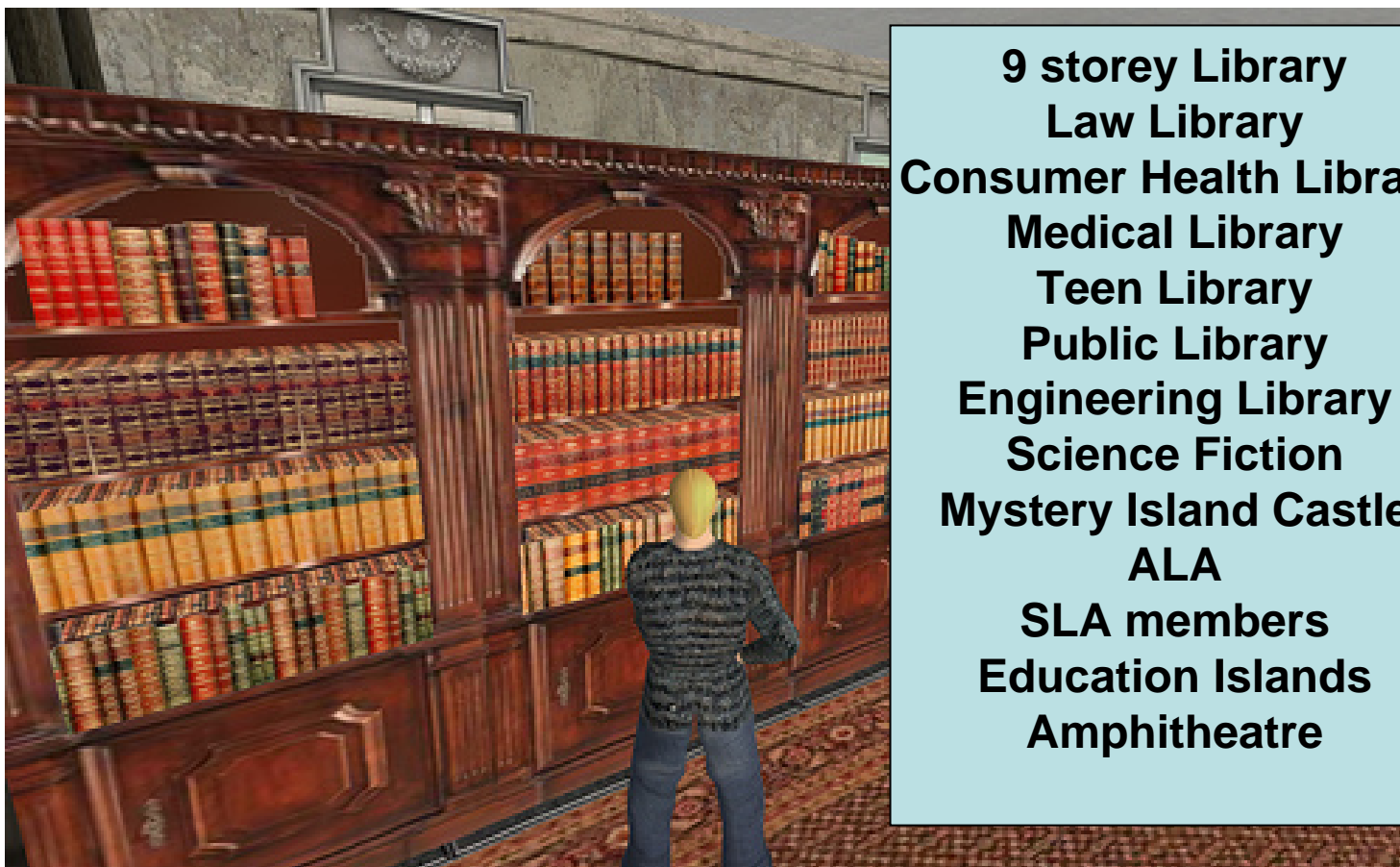
Alliance,
Charlotte,
San Jose SU
Europe (2X)
McMaster

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

Land For Sale view larger map

ab

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



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.

Loni 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.

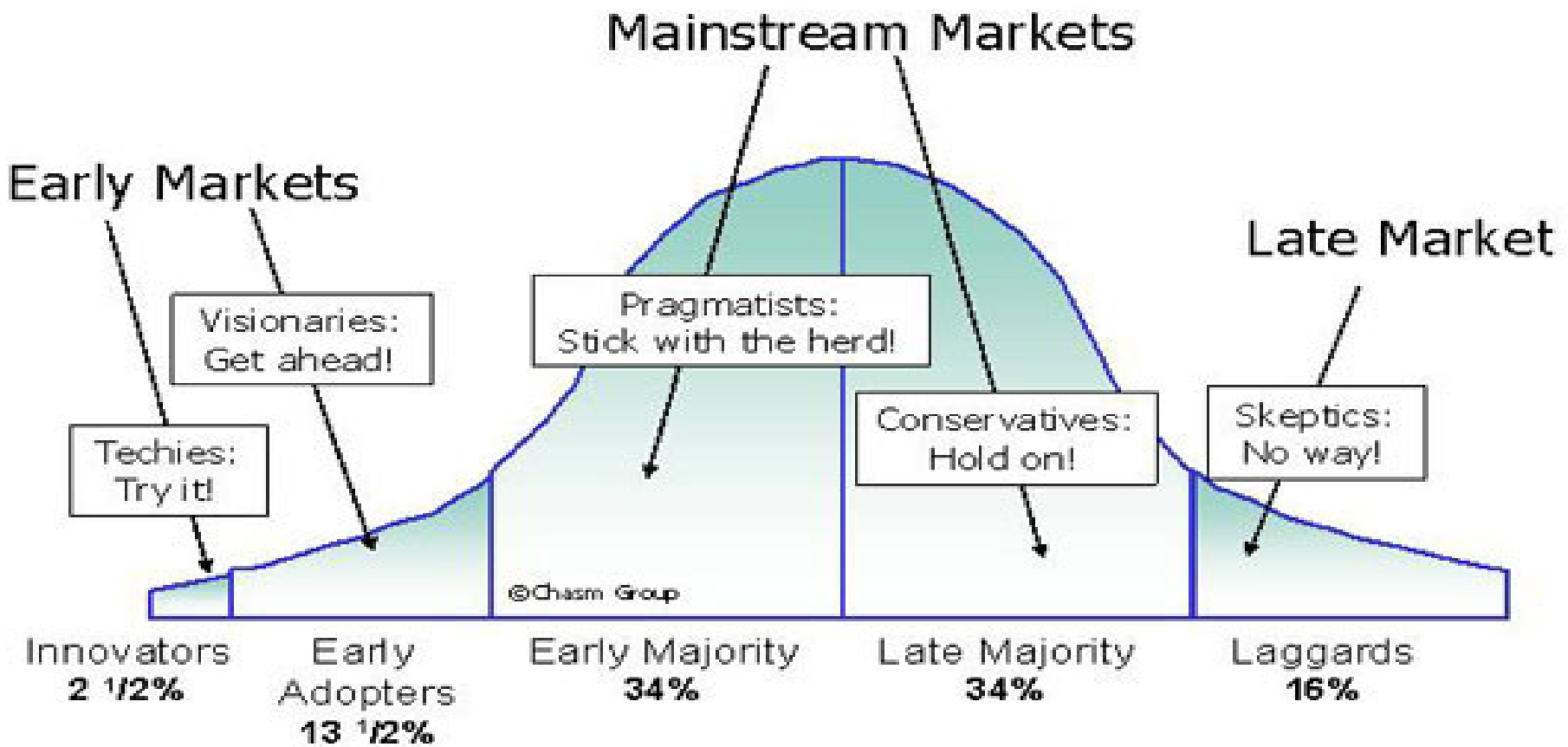
Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20



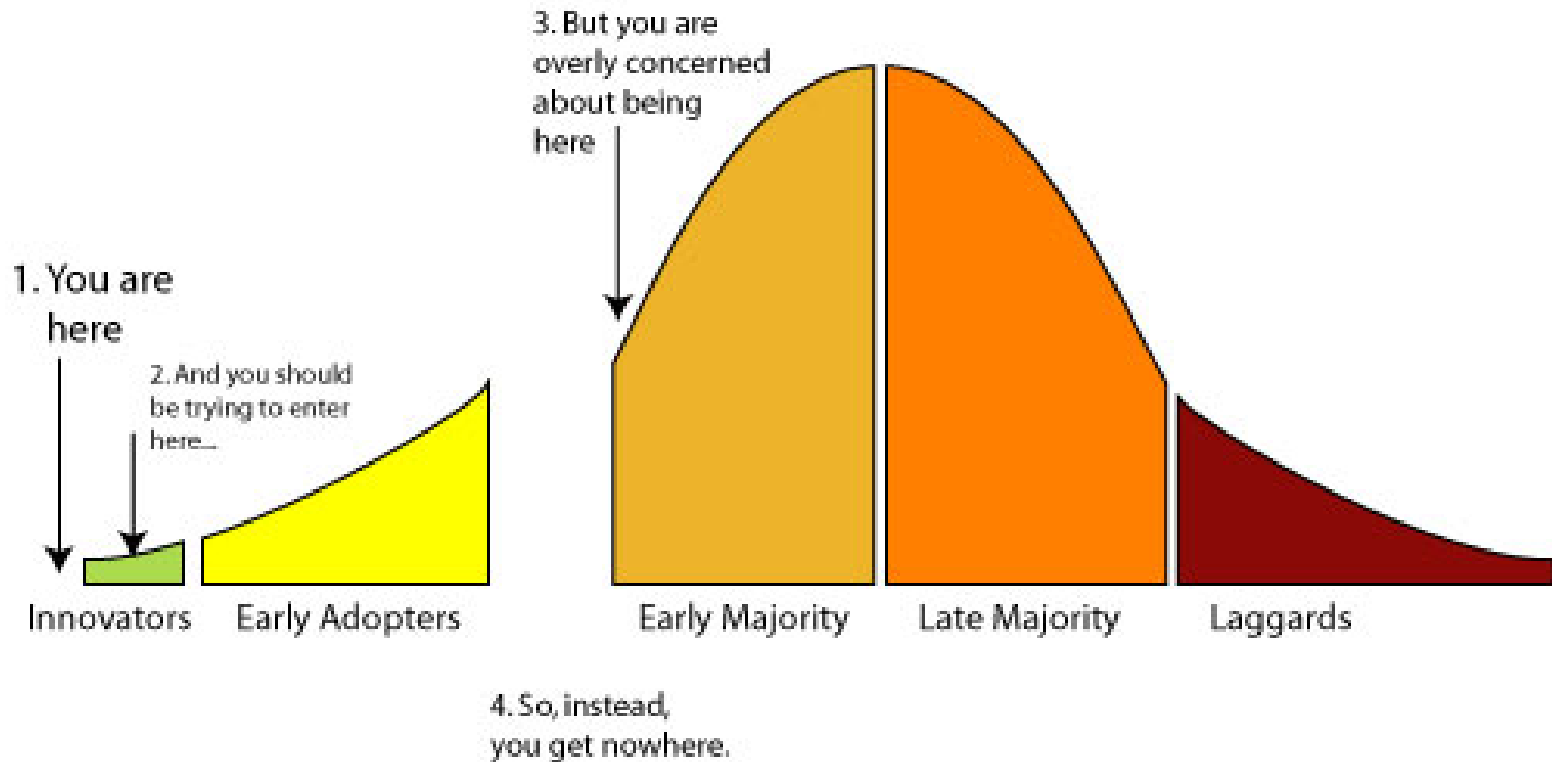
Technology Adoption Life Cycle

Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology





Adoption Ambiguity





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 – all of 'em
- Decisions and action /policy
- Discovery, Creativity, Invention, Innovation

A FUTURE based on respecting the past



*Context is
King,
not Content.*



*" **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 Presence =



• Shared Pictures =

WIKIPEDIA



• Shared Knowledge =



• Shared Bookmarks =



• Shared News =

• Shared Videos =



• Shared Everything =





What is the Magic Sauce?

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

Sharing



Flickr: Photos from abram_stephen - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.flickr.com/photos/7280861@N07/

Signed in as **abram_stephen** (1 new) Help Sign Out

Home You Organize Contacts Groups Explore Search your photos Search


Your photos

12 photos / 0 views

[Sets](#) [Tags](#) [Archives](#) [Favorites](#) [Popular](#) [Profile](#)

PLEASE READ THIS IMPORTANT SECURITY NOTICE.


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0 comments

**40%
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7%
Daily!**

start iTunes Flickr: Photos from ab... Microsoft PowerPoint ... Search with Google 7:22 PM

facebook

LibraryThing BETA



amazon.com



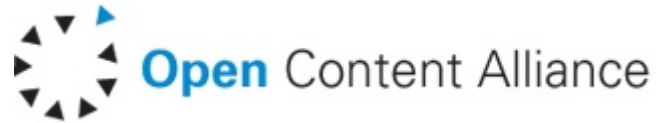
AJAX



OVERDRIVE



ELF - *keeping tabs on your library material*









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



User/Learner

Experience

Real Change?

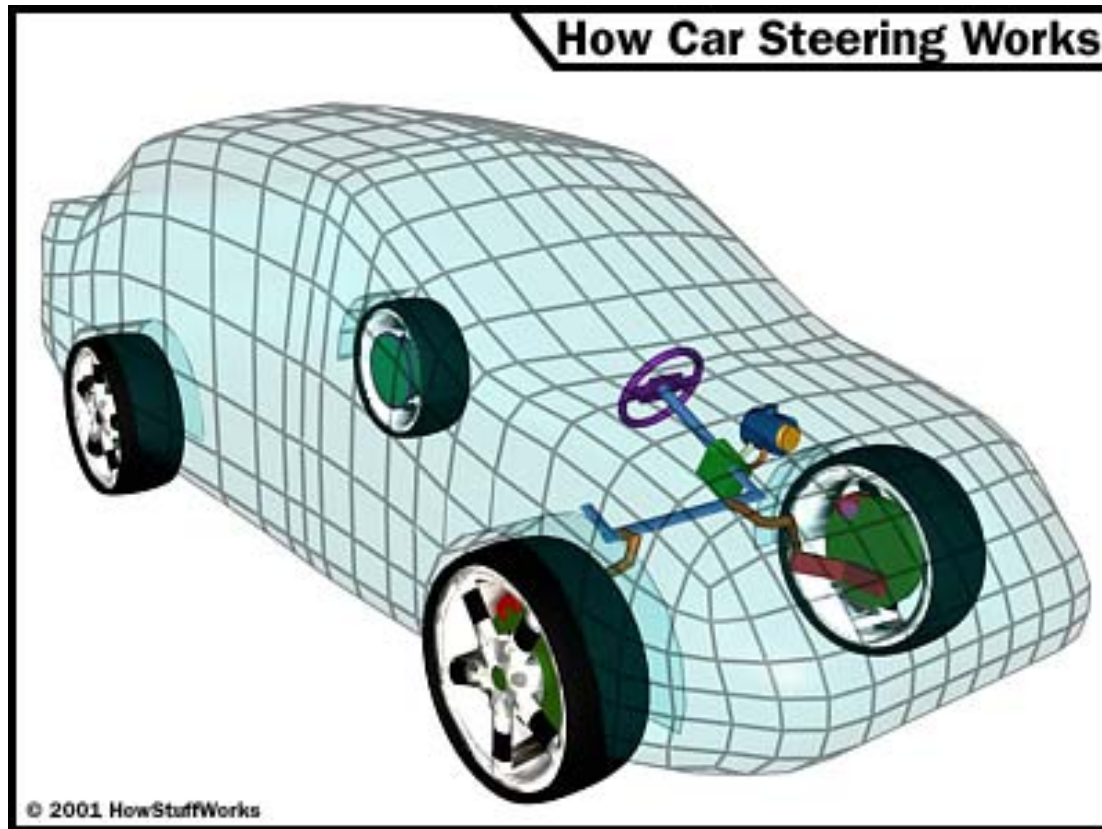




Over Focus?



User Focus?



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

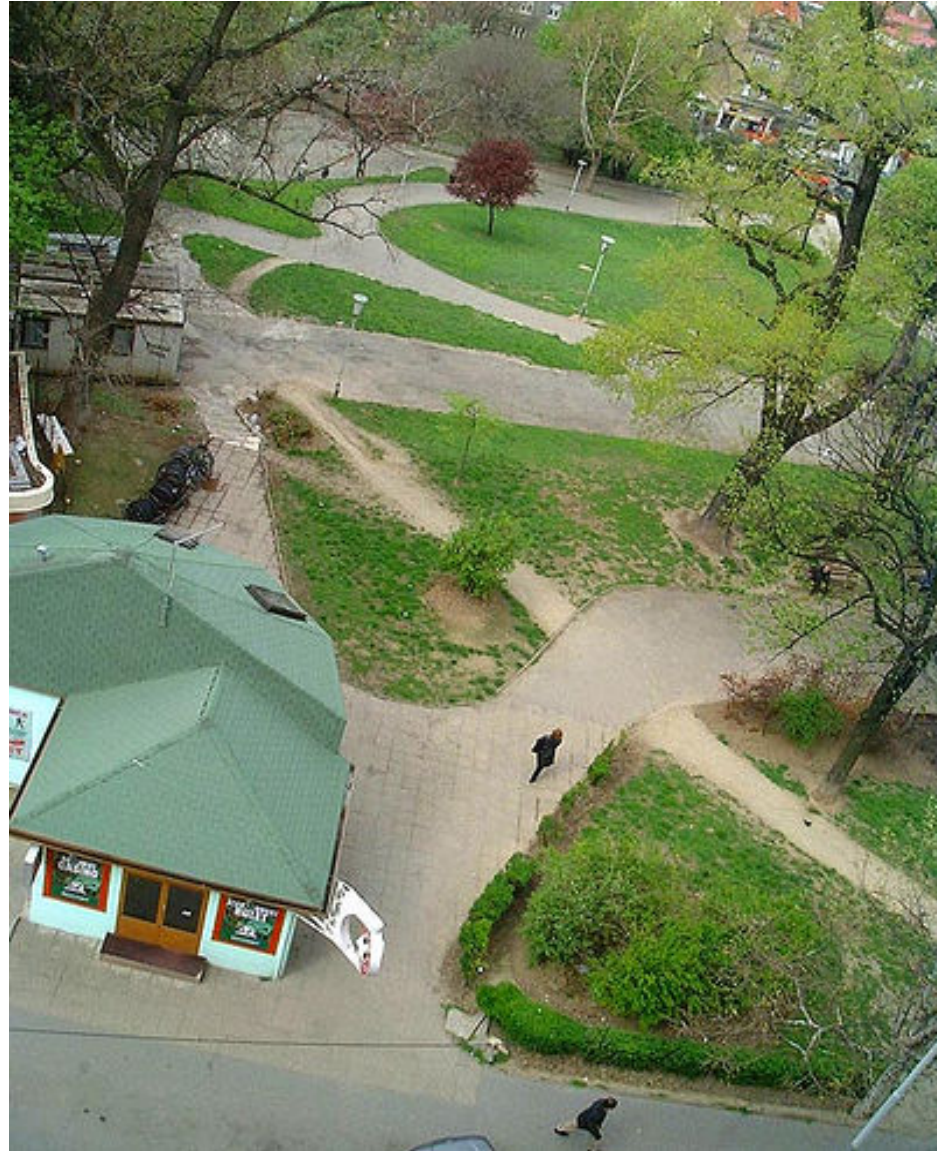
- Browser and desktop API
- Blogs & social networks
- Visual & metasearch engines

Mobile computing

RSS feeds and Mashups

Intention Paths







Understand JSR168, Portlets and RSS

**Adopt API's, AJAX, Java
J2EE, widgets, gadgets, mashups,
Oracle, etc.**

**Get on the Visual, OpenURL and
Federated Search Wagon**

**Use Open Source & Open Access
wisely**



Understand Unicode

Avoid One Stop and Vanilla Solutions

**Know that Eyes move differently
across cultures and ages**

Pay attention to font size and style

Pay attention to Jakob Nielsen's rules



Check your browsers

Test and Adjust

Usability rules

**Colour, Contrast, Type Size,
Type Font, Brightness**

Devices XML

Bricks

Clicks

Tricks



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



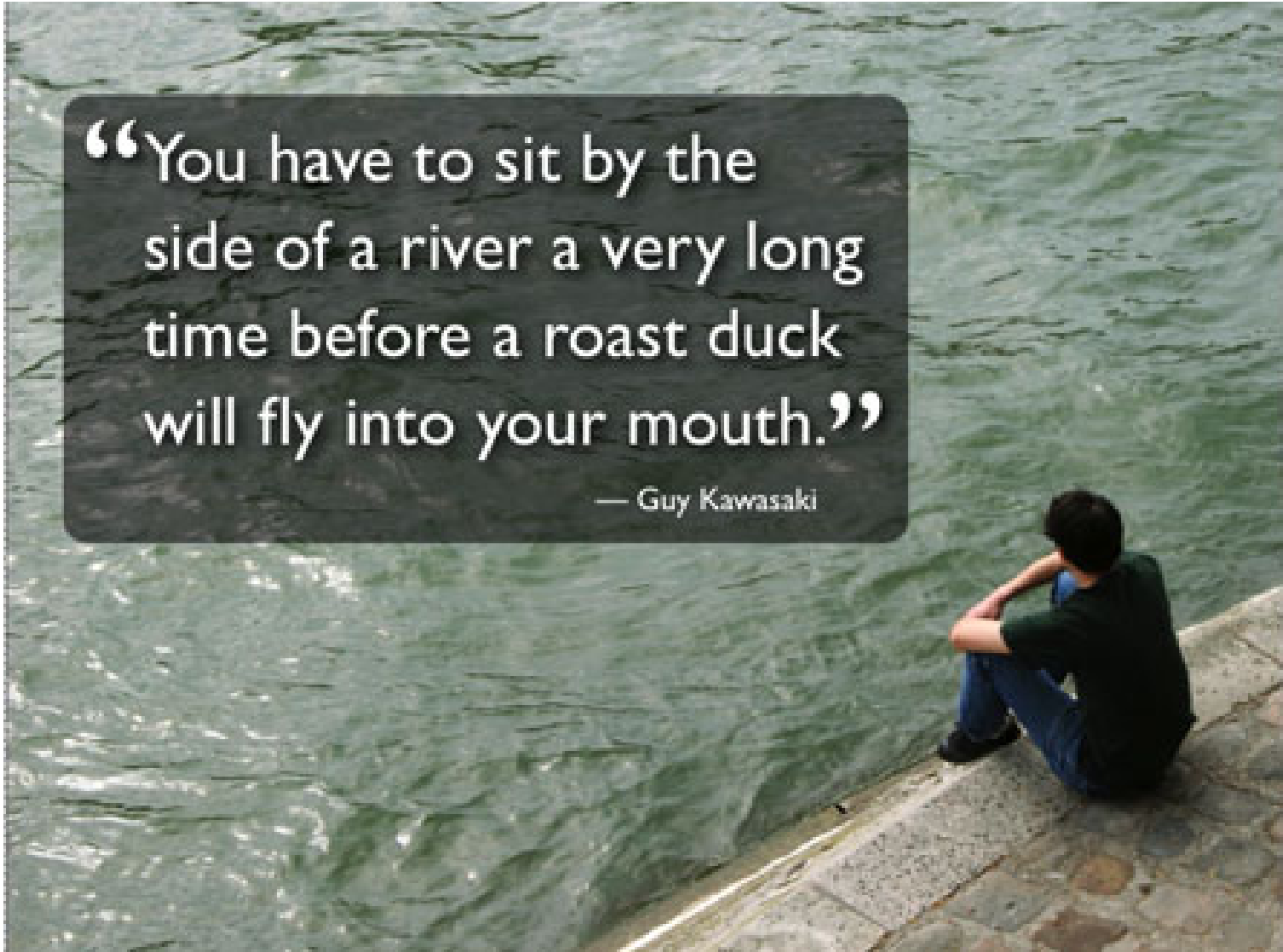






“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”

— Guy Kawasaki



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Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>

Slides

- These PPT slides will be at my blog 'Stephen's Lighthouse'

<http://stephenslighthouse.sirsidynix.com>

