Our User Experience: Puzzle Pieces Falling in Place

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Slides

• These PPT slides will be at:
• Stephen’s Lighthouse
• http://stephenslighthouse.sirsidynix.com
• Or give me a USB drive and I’ll give you a copy.
One week’s worth of rumours:
Thomson buys Reuters
Microsoft merges with Yahoo!?
Murdoch buying Dow Jones / WSJ?
MySpace and Photobucket
And more . . . .
And what are libraries doing?

- Diffusion glaciation
- Endless discussion
- Protecting turf
- Freaking and peaking
Optical Illusions
Optical Illusions
Change?
Focus?
Focus?
Meanwhile, Back at the Ranch
Map of Online Communities

And Related Points of Interest

Geographic Area Represents Estimated Size of Membership

(Spring 2007)
I ❤️ my customers
Magazine Content Goes Social

Web Features of America’s Top 50 Magazines

Percent of Magazines

- RSS Feed: 48%
- RSS Feed Includes Ads: 0%
- Mobile Version: 6%
- Most Popular: 12%
- Video: 10%
- Podcast: 14%
- Reporter Blogs Comments: 34%
- Blogroll (External Links): 38%
- Comments on Articles: 32%
- Registration Required: 16%
- Bookmarking: 8%
- Message Boards: 38%
- Mobile Version: 14%

Legend: Web Features
News Content Goes Social

Online Offerings of the Top 100 Newspapers

- RSS Feed
- RSS Feed Includes Acts
- Most Popular
- Video
- Podcast
- Chats
- Reporter Blogs
- Reporter Blog Comments
- Blogroll/External Links
- Comments on Articles
- Registration Required
- Bookmarking
- Message Boards

Number of Papers

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<th>Features</th>
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Features: Online Offerings of the Top 100 Newspapers
Scholars’ Citations Go Social
And the 95 Theses of *The Cluetrain Manifesto* arrived
Libraries are Social Institutions

We have a clear and valid interest in applications and environment that drive social experiences.
All that matters is... 

- Community
- Learning
- Interaction

The user is not broken

Karen Schneider
Libraries core skill is not delivering *information*.

Libraries improve the quality of the *question* and the *user experience*.
We librarians must learn that when we study something to death, *Death was not our original goal.*

*Just do it*
Are You Ready?
For the next five years?
What do you foresee?

- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- U.S. Debt Charges ($1 trillion)
- Oil shock ($4.50?+/gallon)
- Major Technology Shifts (PDA, broadband)
- Millennials and Learning
- Stock Market and equity capitalists
Folks Keep Asking for Specific Advice

Steve’s Top (OPAC) 10
8 GB Flash memory

$599 2 year contract

Google
A projector the size of a sugar cube
Everything’s getting smaller
Advice #1:
Go XML for Dominant Personal Devices
Intention Paths
You can make it too simple and that’s not good.
Advice #2: Understand JSR168, Portlets and RSS
Advice #2:
Adopt API’s, AJAX, Java, widgets, gadgets, mashups, etc.
Are You Ready?
For the next steps in search?
Suppose there are 250,000 books... Or 25,000,000 in less than 4 years? How does that compare to your libraries?

Articles and Chapters ... 99¢ rentals...
Google States for free
Google Librarian
Google Educator Certification
Fool me once …
Evil?

Google Docs and Spreadsheets
Google Calendar
Google Base
Google Maps
Google Wallet / Cart
G-Mail
GTalk
Google Scholar
GooglePhone
iGoogle
Google ‘Presently’
Advice #3: Get on the Visual, OpenURL and FedSearch Wagon
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Where are your users?
Advice #4: GPS & Broadband: Deal with It - SEO Local
Are You Ready?
For Web 2.0 / Library 2.0?
ELF - keeping tabs on your library material
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Flickr, Wikipedia, etc.
40% Tag 7% Daily!
Build in Format Agnosticism
BiblioCommons

Hint: You need unlimited indexes.
Advice #5: Be Library 2.0
Interact and Relate
Are You Ready?
For advanced social networks
Reminder: 200,000-250,000 A DAY!
Reminder: 15 million daily users, and 30 billion page views a month
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.
Alliance, Charlotte, San Jose SU Europe (2X) Australia
Second Life Library eBooks

- 9 storey Library
- Law Library
- Consumer Health Library
- Medical Library
- Teen Library
- Public Library
- Engineering Library
- Science Fiction
- Mystery Island Castle
- ALA
- SLA members
- Education Islands
- Amphitheatre
5,000 Library visits every night!

Me
Reading is virtually fundamental in SL

By 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 utilizes 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.

Lee 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, Lavalee Imnot, 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
Advice #6:
Get Social
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?
Advice #7: Get Political
Opportunities

• E-Learning
• SaaS or ASP – Hosted Solutions
• Information Commons
• Learning Commons
• Community Integration
• Reference Cowboys
• Virtual Operations and Branches
• Consortia mergers and leadership
Advice #8: Reorganize
Simple Collaboration

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

Messenger
AOL Instant Messenger
Yahoo! Messenger
icq
Meebo and Trillian
IM: Instant Messaging

- Thomas Ford Memorial Library – 50%!
- Pennsylvania State University IM pilots now 28 site campus-wide
- SirsiDynix Docutek VRLPlus K-12 experience in New Zealand
Advice #9: Get Conversational
Librarian 2.0
plays
Two Key Interventions
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

- Helen Blowers latest PLCMC innovation
- **Learning 2.1: Explore... Discover... Play!** is the continuation of Learning 2.0
- Requested by PLCMC staff very often. It is an ongoing list of ‘things’ with guest bloggers rotating and taking the helm each month as Learning Guides.
- There is a public [Learning 2.1 Ning network](http://explorediscoverplay.blogspot.com) 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](http://explorediscoverplay.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
PLCMC Tech Scholars

- **PLCMC Technology Scholars Program**
- **Ideas that was born in the shower**
- **Goal:** Emphasize the library system in the area of new and emerging technology that could benefit *all staff.*
- The PLCMC Technology Scholars Program provides the opportunity for four staff members a year (two every 6 months) to take up to a 6 month leave from the regular daily grind and focus their attention on a technology project that they wish to lead.
- **Excitement:** Give staff members the ability to fly with their ideas
- If you're interested in how PLCMC has set this program up, there's a [pdf](#) of FAQs Helene developed for staff.
5 Weeks to a Social Library

- Five Weeks to a Social Library is the first free, grassroots, completely online course devoted to teaching librarians about social software and how to use it in their libraries. It was developed to provide a free, comprehensive, and social online learning opportunity for librarians who do not otherwise have access to conferences or continuing education and who would benefit greatly from learning about social software.

- The course is taught using a variety of social software tools so that the participants acquire experience using the tools while they are taking part in the class. It uses synchronous online communication, with one or two weekly Webcasts and many small group IM chat sessions made available to participants each week.

- By the end of the course, each student develops a proposal for implementing a specific social software tool in their library.

- Course content is freely viewable and all live Webcasts are archived for later viewing.

- The course will cover the following topics:
  - Blogs, RSS, Wikis, Social Networking Software and Second Life, Flickr, Social Bookmarking Software, Selling Social Software @ Your Library
5 Weeks to a Social Library

- The content of this course is licensed under a Creative Commons Attribution-Non-Commercial-Share-Alike license.
- For a listing of the social software experts who will be presenting during the course, please visit the Program. You can also access content for each week of the course from the menu on this course page.
- The list of individuals participating in the course is available on the Participant Blogs page. To receive all blog content coming from the course, you can subscribe to the following RSS feed http://www.sociallibraries.com/course/blog/feed. To receive only blog posts from the organizers of the course, you can subscribe to this RSS feed http://www.sociallibraries.com/course/taxonomy/term/13/0/feed.
- “We hope you all will take something useful from this course!”
5 Weeks to a Social Library

- http://www.sociallibraries.com/course/week1

- Credit: Amanda Etches-Johnson and the entire 5 weeks team.
Advice #10: Increase Your HR Capacity to Adapt
Are You Ready?
For the Millennials?
SchoolRooms: 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 K12 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 Library
Discover how Boston
Back to School? Discover SchoolRooms

It is that time again - BACK TO SCHOOL and that means back to homework, back to learning, and with the new SchoolRooms website BACK TO FUN! Learning about the moon, dinosaurs, Abraham Lincoln, or the Civil War? No problem - we've got you covered! Better yet - put in a search term and search books, magazine articles, websites and more with just one click!

- I am in Elementary
- I am in Middle School
- I am in High School

What Is...
Are You Ready?
For Imagineering the Library?
Are You Ready?
To Change?
Looking too close
The Landscape Today
The Emerging Landscape
RISK