Library 2.0: Fact or Fiction?

Online International, London, UK
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The New Social OCLC Report . . .

What part of libraries are social institutions do our colleagues not understand?
Libraries are all about sharing.
“Web 2.0 generally refers to a second generation of services available on the WWW that lets people collaborate and share information online.” Wikipedia

- Shared Pictures = ![flickr](https://flickr.com)
- Shared Knowledge = ![Wikipedia](https://en.wikipedia.org)
- Shared Bookmarks = ![del.icio.us](https://del.icio.us)
- Shared News = ![Technorati](https://technorati.com)
- Shared Videos = ![YouTube](https://youtube.com)
- Shared Everything = ![MySpace](https://myspace.com)
Once More with Feeling this Time!

Library 2.0: Fact or Fiction?
Content is NOT King
More Content is NOT Kingier
Libraries are Social Institutions
Libraries’ Core Service Proposition is to Improve the Quality of the Question
Transformational Libraries
Libraries’ Core Differentiation Proposition is to Align with Their Communities
Libraries’ Key Challenge is to Create an Effective User Experience EVERYWHERE that Our Clients Have Needs.
The Pattern Effect
Open or Closed Systems?
Forests and Trees

We get stuck here (implementation level)
The Big Picture

But this is what matters most
(meta level)

The right forest
BRICKS
CLICKS
TRICKS
Challenges 2.0 Helps Solve

- Customer Experience (from the user in)
- Seamlessness – expanding space
- Partnerships – to reach new users
- Money and Value – productivity, cost
- Bridging Business and Social Models
- Portability and Mashability
- Format Agnosticism, format evolution
this

...is as important as this
Adoption Ambiguity

1. You are here
2. And you should be trying to enter here...
3. But you are overly concerned about being here.
4. So, instead, you get nowhere.
Support the Expeditionary Librarians
10 Strategic Issues for Information Professionals

1. Adapting to Rapidly Changing Users: Millennials, GenX, Boomers, Seniors

2. Ads & Massive Repositories – OCA, BigG, Alouette, etc. (especially non-US), Repositories, standards, access

3. ME! – personalization, personal devices, “I matter more than you!”
10 Strategic Issues for Information Professionals

4. Boundarylessness - Cross-disciplinary - Your Silo is too narrow!

5. Being Local – GPS, GIS, Google default

6. Beyond Lists - Make me a picture, show me a visual, forget advanced search!

7. eLearning – support or replace?, e-coursepacks, etc. (Blackboard, etc.)
10 Strategic Issues for Information Professionals

8. Increasing the Value Proposition of the Information Professional

9. Adopting Portlets – XML, portability, Unicode, J2EE, JSR168, mashups, Web 2.0, inter-operability, etc.

10. Teaching Success and KM – the real role of information literacy
Change?
Focus?
Focus?
Suppose there’re 250,000 books... Or 25,000,000 in less than 4 years? How does that compare to your worldview?
The Featuritis Curve

User Happiness vs. Number of Features

Happy User Peak:
- "I Rule!"
- "Cool!"
- "I'm so glad they added this."
- "Nice, but I wish I could do more..."

Decline:
- "Guess I better look at the manual..."
- "Hey, where the f*** did they put that?!"
- "Now I can't even do the ONE SIMPLE THING I bought this for..."
- "I Suck!"
First Monday 1st step in research

Now – tell me steps 2 thru 8
Is Library 2.0 Real?

Come on!
Duh!

Are we currently in an ambiguous phase? Yes.
Reminder: 300,000+ A DAY!
Then integrate 3.0 resolvers Meebo & federated search.
A sustainable social network for life.

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

F8 Developer

Are you ready to advise in this space? Are you a professional friend or colleague?
Emerging Service Ecology – add OPAC, rights mgt., federated search, resolvers, AND OpenID (federated identity management in social space)
Niche Market Social Strategies
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
Europe at double
Australia
SLA members
Education Islands
Amphitheatre
5,000 Library visits every night!
80 hours / week professionally staffed reference desk

Pay your fines in Second Life
Reading is virtually fundamental in SL

By KAIT 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, not many know that

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 is the risk, innovation she stated.

The ALS's director of blog about SL in the blog is ready a recount, logged sales hit and almost 200,000

had a few thoughts that could be expanded. Programming that in

from all over the country in SL to assist in

the actual library. In fact, expected criticisms from many 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

Learn Searching in Second Life

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, search engines to improve searches, use research databases to locate articles and more. - COURTESY PHOTO.
Library 2.0 = (books 'n stuff + people + radical trust) x participation

Darlene Fichter, 2006
Library 2.0 is all about Knowledge Ecologies

*Libraries can’t manage knowledge ... nobody can.*

What you can do is to manage the environment in which knowledge happens.
Context is King, not Content.
So what should we pay attention to?

- Behavioural Alignment – like the OCUL Scholar’s Projects
- Learning Styles and Personality
- User Needs – their real needs (personas)
- Personality affects (Heinstrom PhD)
- Work Flows, Quality, Productivity & Speed
- Next phase of web – 3.0?, Second Earth, OpenCroquet, Android, F8, OpenSocial, Android, Open Handset Alliance...
Spring 2007

Map of Online Communities
and Related Points of Interest
Geographic area represents estimated size of membership

MySpace
Noob Sea
Facebook
Gulf of YouTube

Sea of Culture
Sea of Memes

Bay of Angst

Ocean of Subculture
IRC Isles

The Blog/El Peligro

The Wikipedia Project

(Not a complete survey. Sizes based on best figures I could find, but involved some guesswork. Do not use for navigation.)
What people are doing

Creators publish
Web pages, write blogs, upload videos to sites like YouTube.

Critics comment on blogs and post ratings and reviews.

Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.

Joiners use social networking sites.

Spectators read blogs, watch peer-generated videos, and listen to podcasts.

Inactives are online but don’t yet participate in any form of social media.

Who participates (U.S. online users)

<table>
<thead>
<tr>
<th></th>
<th>Young Teens 12 to 17</th>
<th>Youth 18 to 21</th>
<th>Generation Y 22 to 26</th>
<th>Generation X 27 to 40</th>
<th>Young Boomers 41 to 50</th>
<th>Older Boomers 51 to 61</th>
<th>Seniors 62+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creators</td>
<td>4%</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>25%</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
Scholars’ Citations Go Social
Features of America's Top 50 Magazine Websites, 2007

Percent of Magazines

- RSS Feeds: 64%
- RSS Ads: 44%
- Most Popular: 0%
- Mobile: 18%
- Video: 34%
- Podcasts: 26%
- Message Boards: 48%
- Registration: 42%
- Bookmarking: 36%
- Tags: 4%
- Article Comments: 20%
- Blogs: 56%
- Blog Roll: 54%
- Comments on Blogs: 18%
Web 2.0 – Library 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
Intention Paths
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
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
<table>
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<tr>
<th>Title</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recipe yearbook</td>
<td>Recipe yearbook (Los Angeles, Calif.) Bon appétit.</td>
<td>1987</td>
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<td>Taste of home's simple &amp; delicious : quick, easy recipes, everyday</td>
<td>Taste of home.</td>
<td>c2006</td>
</tr>
</tbody>
</table>
2.0 is about play
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.
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
“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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Chief Strategist, SirsiDynix Institute

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