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The New Student & Professor: What is different and are libraries changing?

Feb. 7, 2008

2008 PSP Conference

**Stephen Abram
President 2008, SLA**

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Me:
MLS, FSLA
SLA, CLA, OLA
TERLA, ITAC
IIC
Hay, C&L, Law, etc.
Thomson
Micromedia
IHS
ProQuest
SirsiDynix
Ohio Study
Personas
Value
Blog
Columns
Author

Stephen Abram

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The New Student and Professor: What exactly is different?

 **SirsiDynix**

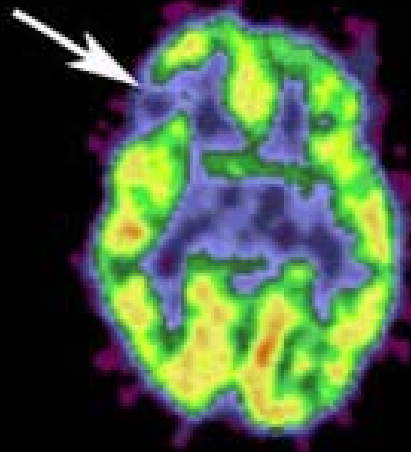


Google™

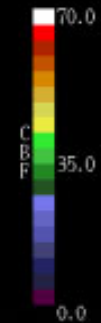
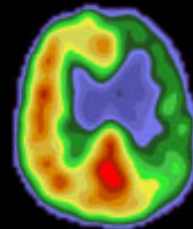
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Your Five Year Plan

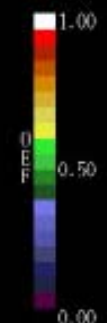
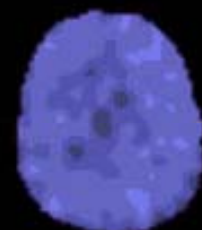
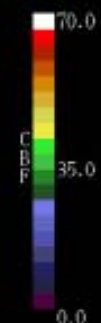
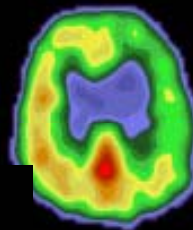
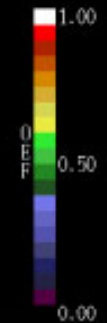
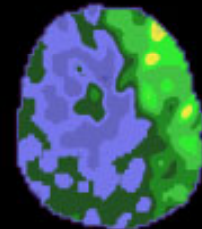




CBF



OEF





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
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Dr. David Bokias, Assistant Professor
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 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

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.

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How Will Academic Libraries Adapt?

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The New Technologies:
Web 2.0 meets Library 2.0
and Student 2.0
and Classroom 2.0

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Formats Die and Change



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**Articles and
Chapters ...
OpenURL
99¢ rentals,
Ads... 4 years?**

**“I’m a book publisher
so I don’t
bundle anything.”**

**“We are still dealing with
Whether it is the journal
Or disaggregated
articles.”**

Support

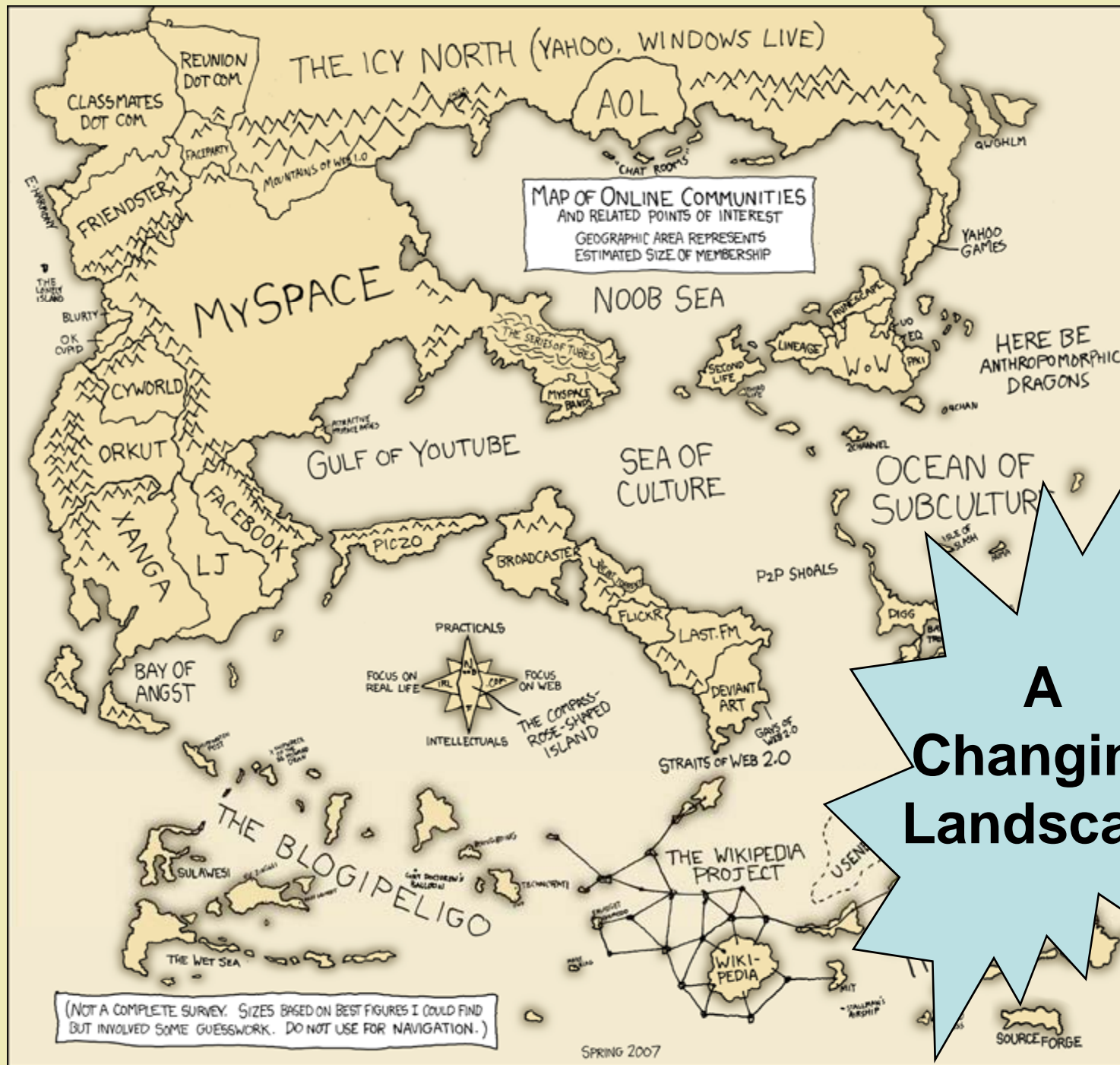
minimum

How does that compare to your worldview?



Web 2.0 – Library 2.0

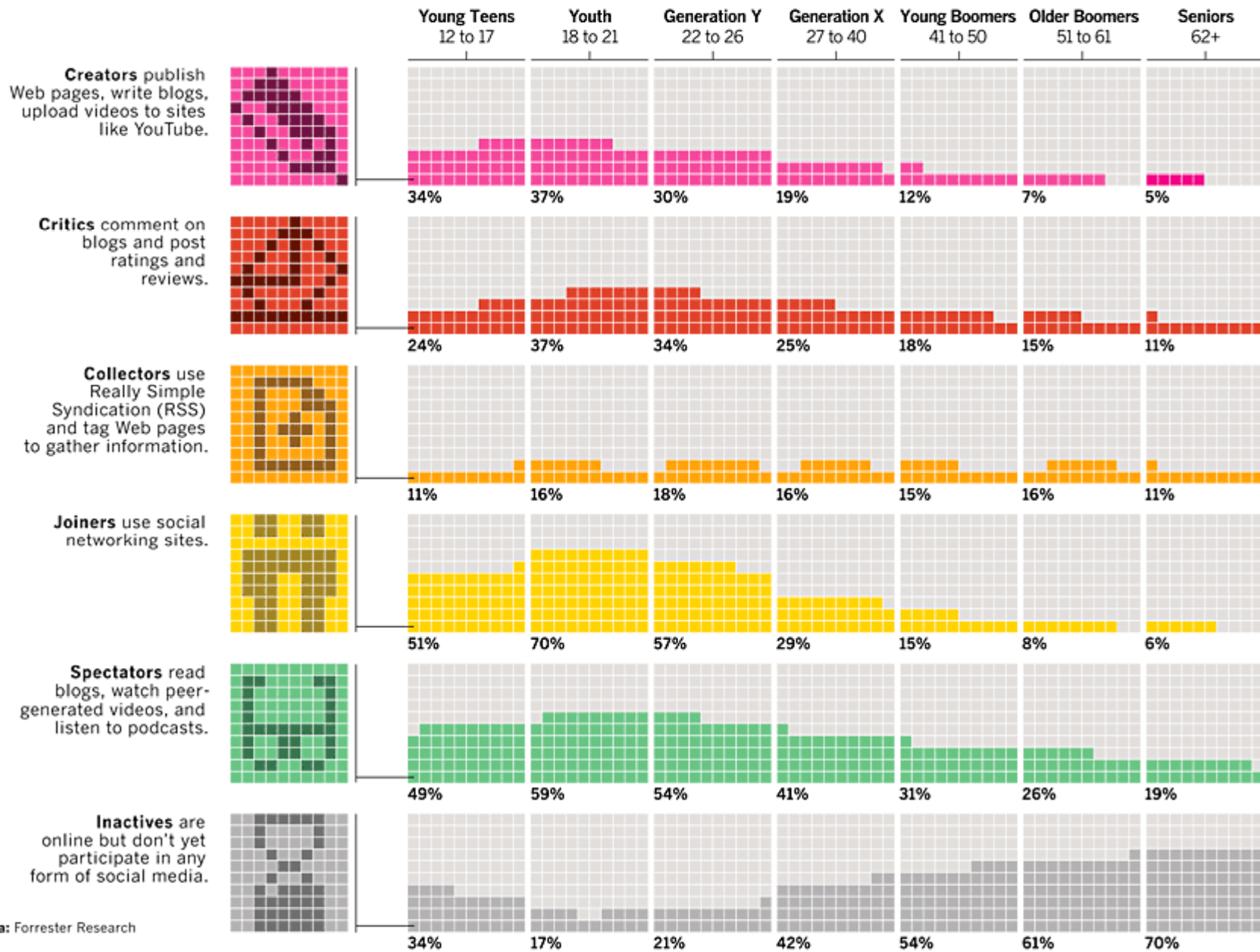
- RSS
- Spoken Word Searching
- Wikis
- New Programming Tools: AJAX, API, J2EE,
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services, SaaS
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open Access, Open Source, Open Content
- Screencasting
- Commentary 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



A Changing Landscape

What people are doing

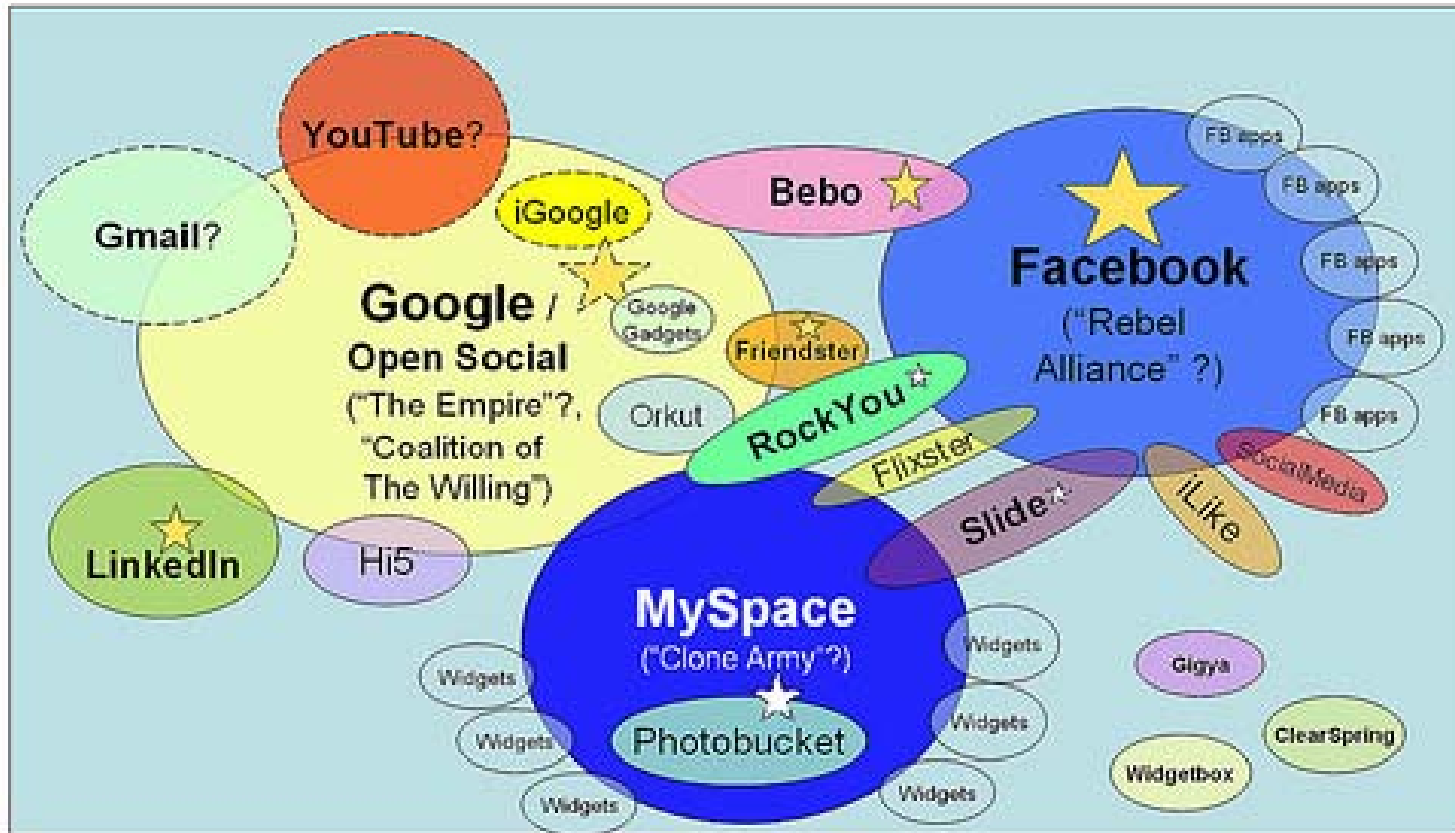
Who participates (U.S. online users)



Data: Forrester Research

CHART BY ARNO GHELFI

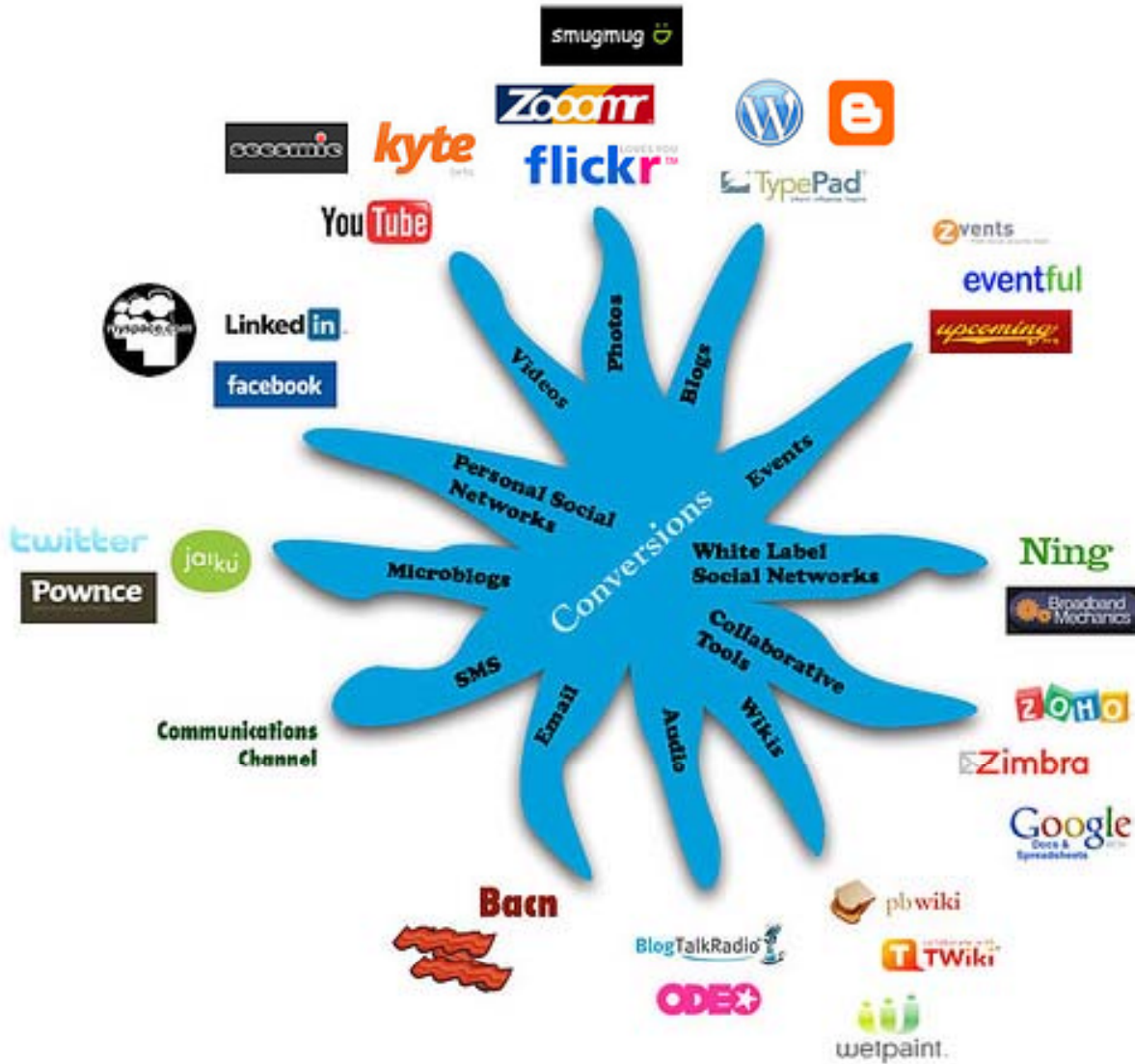
Social Graph Platform Wars



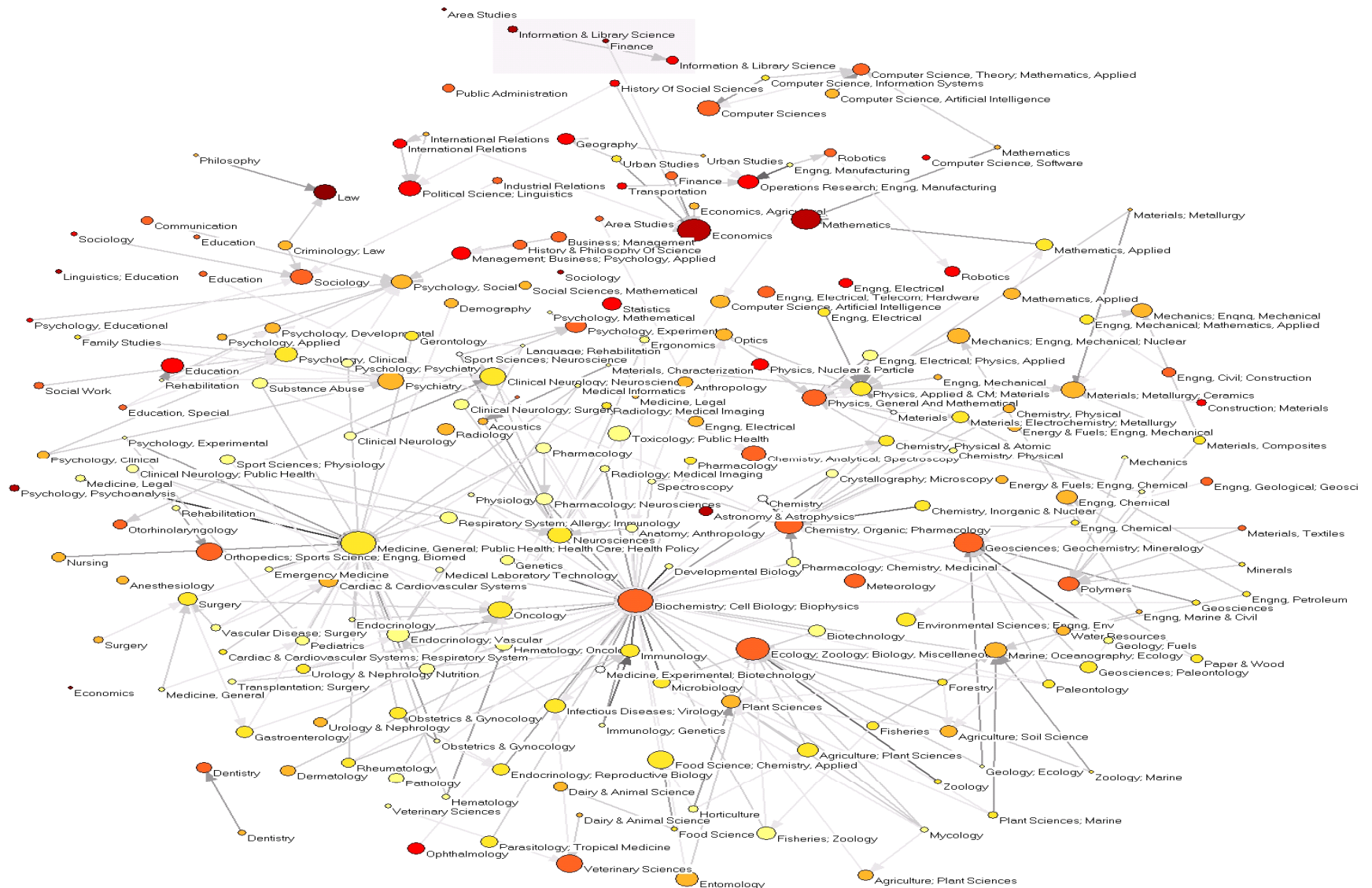
- ★ = announced Platform / API
- ☆ = unannounced Platform / API

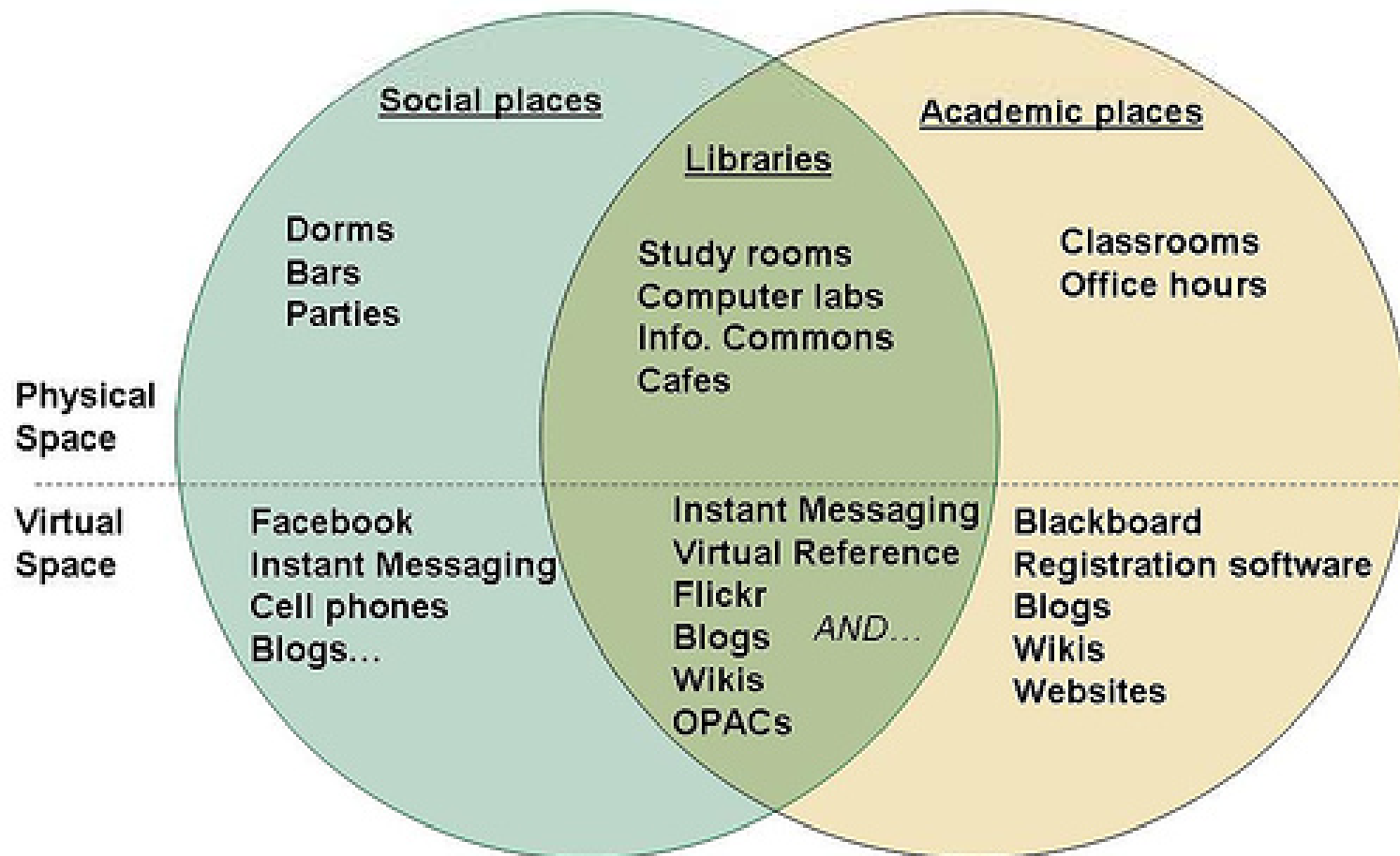
Platform Wars insanity: Dave McClure, 12/12/07

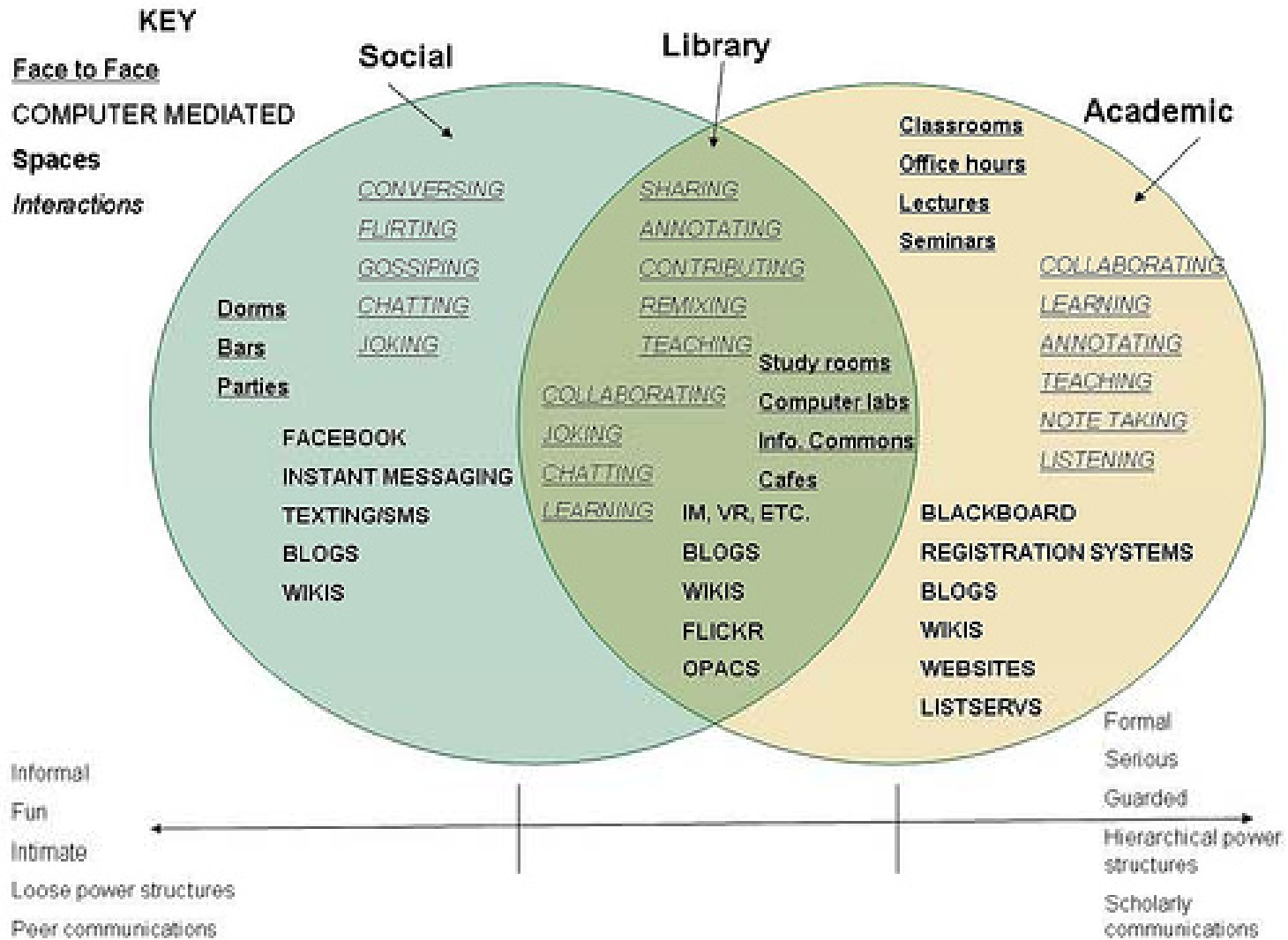
<http://500hats.blogspot.com> | <http://500hats.com>

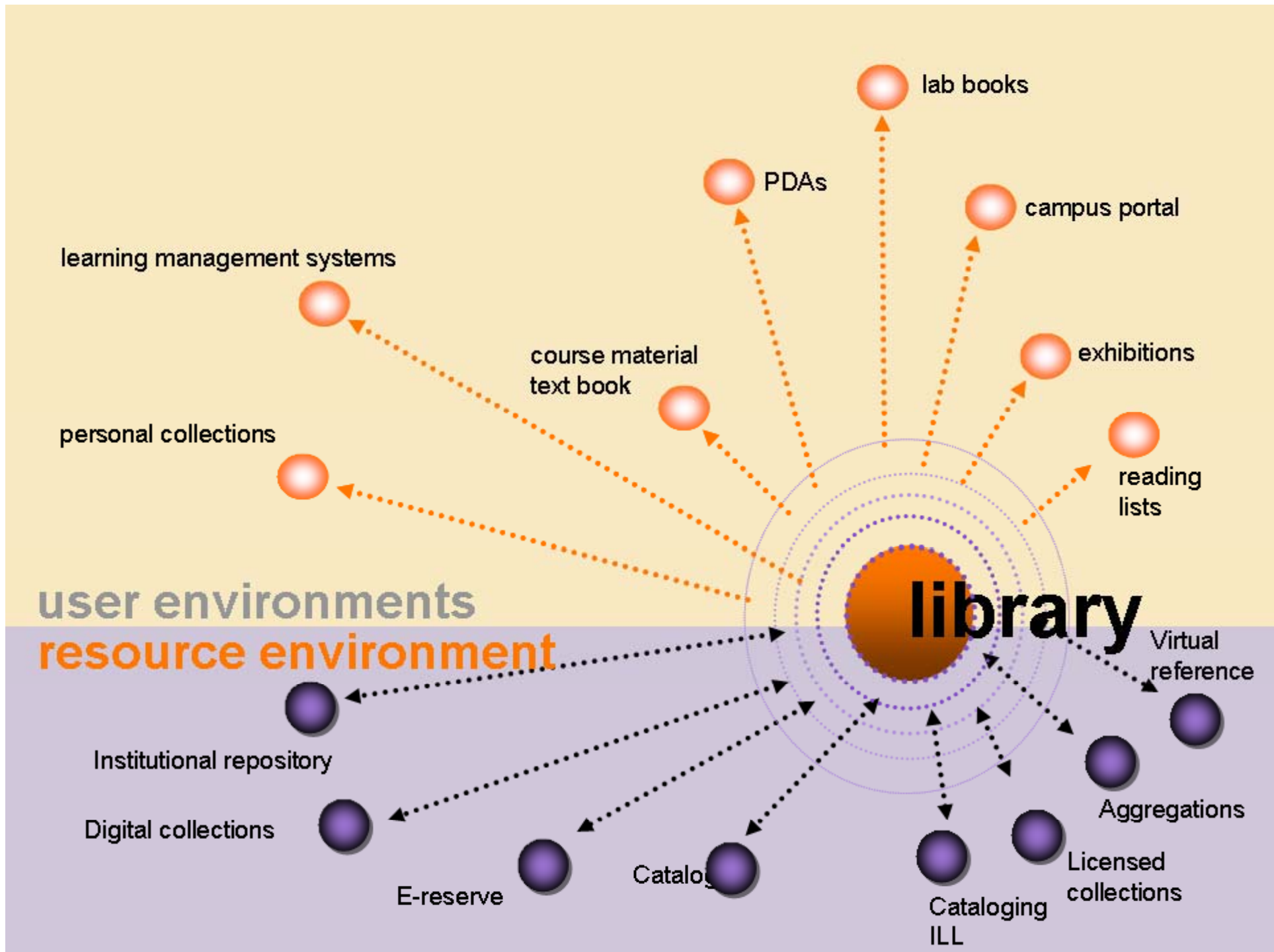


Scholars' Citations Go Social











Top 13 2.0 Apps for Librarians

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

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

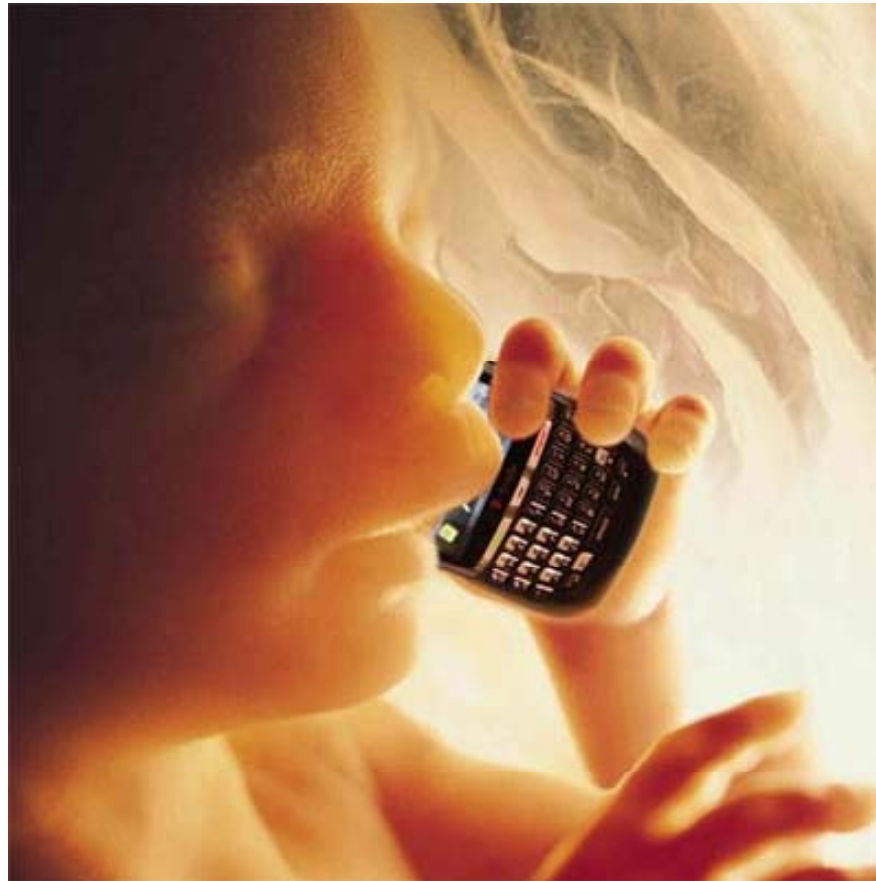
- Browser and desktop API
- Blogs & social networks
- Visual & metasearch engines

Mobile computing

RSS feeds and Mashups



Mobile Focus?

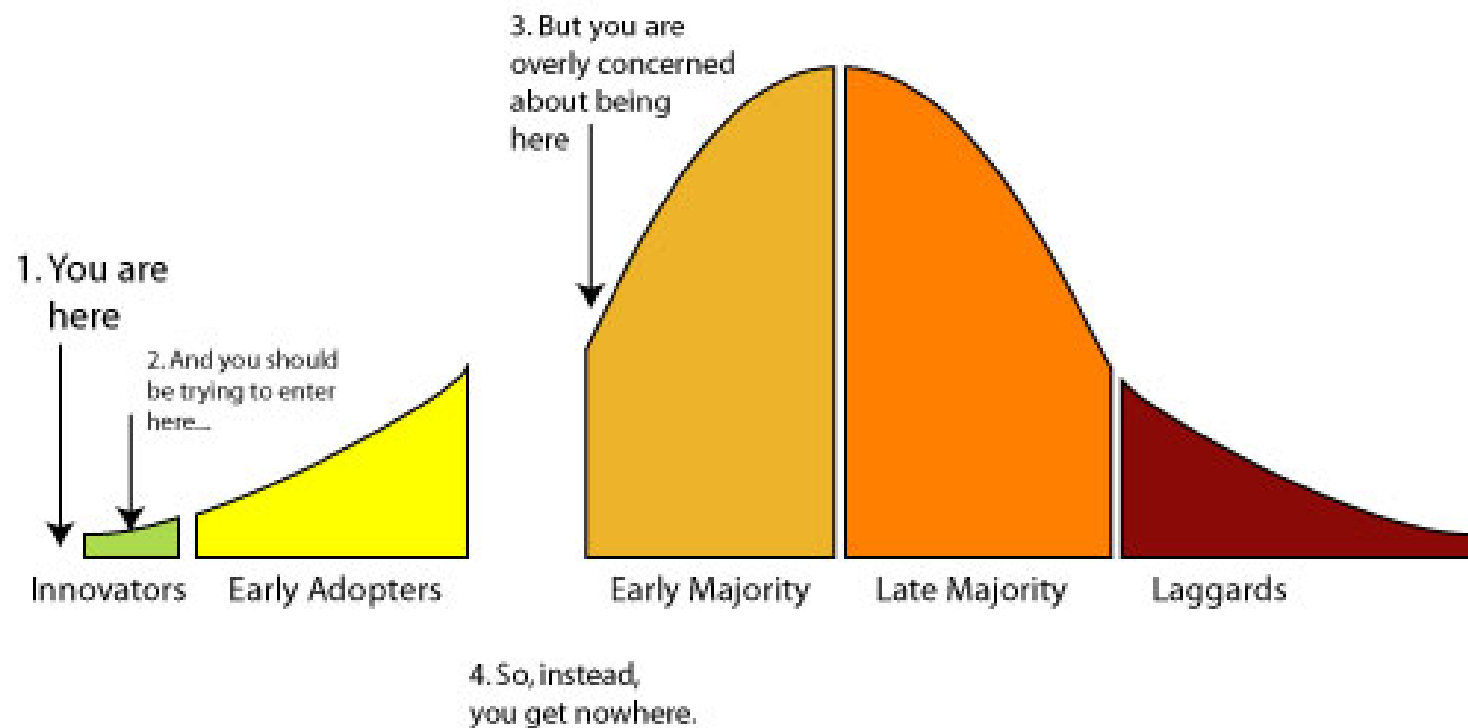




*Context is
King,
not Content.*



Adoption Ambiguity





I ♥ my
customers

Google

What When
Where

Why Who

How





Top 10 Strategic Issues for the Institutional Space

1. Our Changing Users – Millennials, GenX, Boomers, Seniors
2. Preserving Our Culture – OCA, BigG, Alouette, etc. (especially non-US, aboriginal), Repositories, standards, access
3. ME! – personalization, personal devices, “I matter more than you!”



Top 10 Strategic Issues for the Institutional Space

4. Boundarylessness - Cross-disciplinary and inter-disciplinary research – Your Chimney/Silo no long matters!
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. Sakai, Blackboard, etc.



Top 10 Strategic Issues for the Institutional Space

8. Reorganized market – Consort, Teams, cross-functional, relationship management
9. Portlets – XML, portability, Unicode, J2EE, JSR168, mash-ups, Web 2.0, inter-operability, etc.
10. Teaching Success and KM – the real role of information literacy – is it possible?

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The New Ecology



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The Impact on Publishers





Everything's getting smaller





Market Opportunities

- New Discovery Systems
 - Portals and Portlets (JSR168)
 - OpenURL with Federated Search
 - Visualization and Display
- Advanced interoperable, embedded metadata
- Personalization - Learning Styles and Personality
- eLearning - **Huge**



Technological Opportunities

- Understand JSR168, Portlets and RSS
- Embedded Tagging, visual, word clouds
- Adopt API's, AJAX, Java, J2EE, widgets, gadgets, mashups, SaaS, etc.
- Social and Behavioural tracking
- Behavioural Alignment – Scholar's Portals
- Digital devices (phones, etc.) and GPS
- Work Flows, Quality, Productivity & Speed
- Next phase of web – 3.0?, Second Earth, OpenCroquet, Android, OpenSocial, OpenHandset Alliance, F8, MySpace SDK, OpenID



this




...is as important as this





The image displays three systems of musical notation for piano, arranged vertically. Each system consists of a treble staff and a bass staff. The first system begins with a piano (*pp*) dynamic marking. The second system includes a *trio* marking. The third system features first and second endings, indicated by '1.' and '2.' above the treble staff. The notation includes various note values, rests, and articulation marks such as slurs and accents.





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
- Does SchoolRooms
- s & 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.

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...

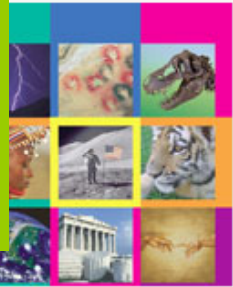
News & Events

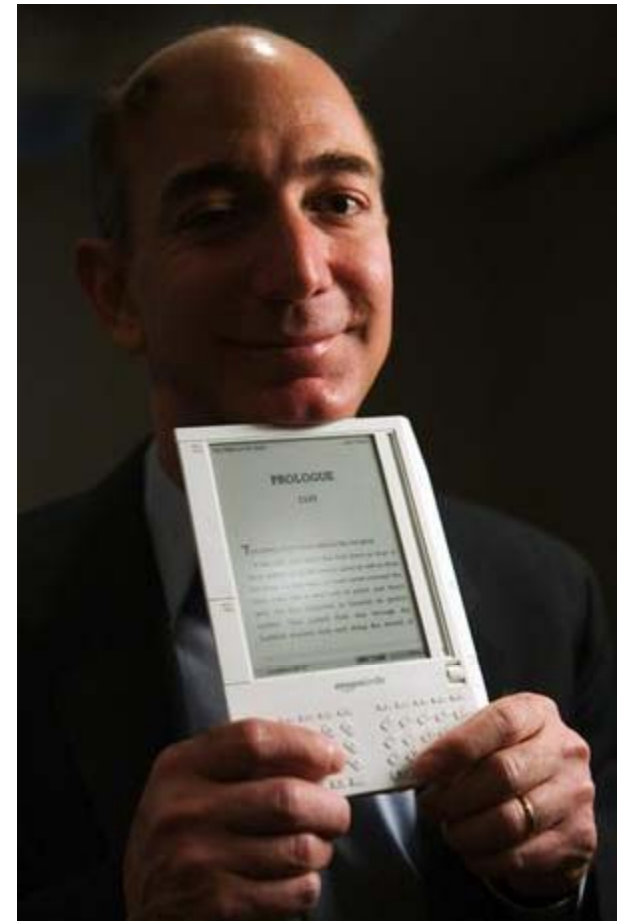
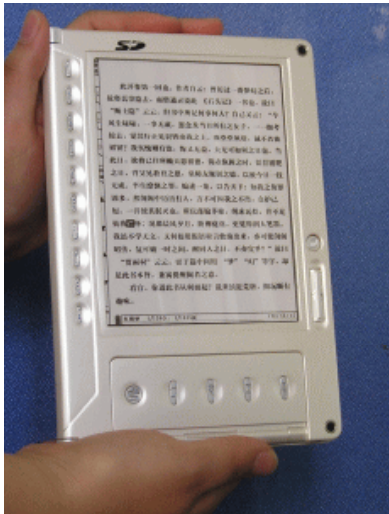
Catch up on the [news](#) about SchoolRooms. Check out the next place you can [see SchoolRooms in action](#) and find out more about how SchoolRooms can provide your students with an unparalleled learning experience.

➔ Discover More...

Case Study:
[Boston Public Library](#)
 Discover how **Boston**

Ohio
 Boston +
 Philadelphia
 Delaware
 California
 South Carolina
 Australia
 etc.

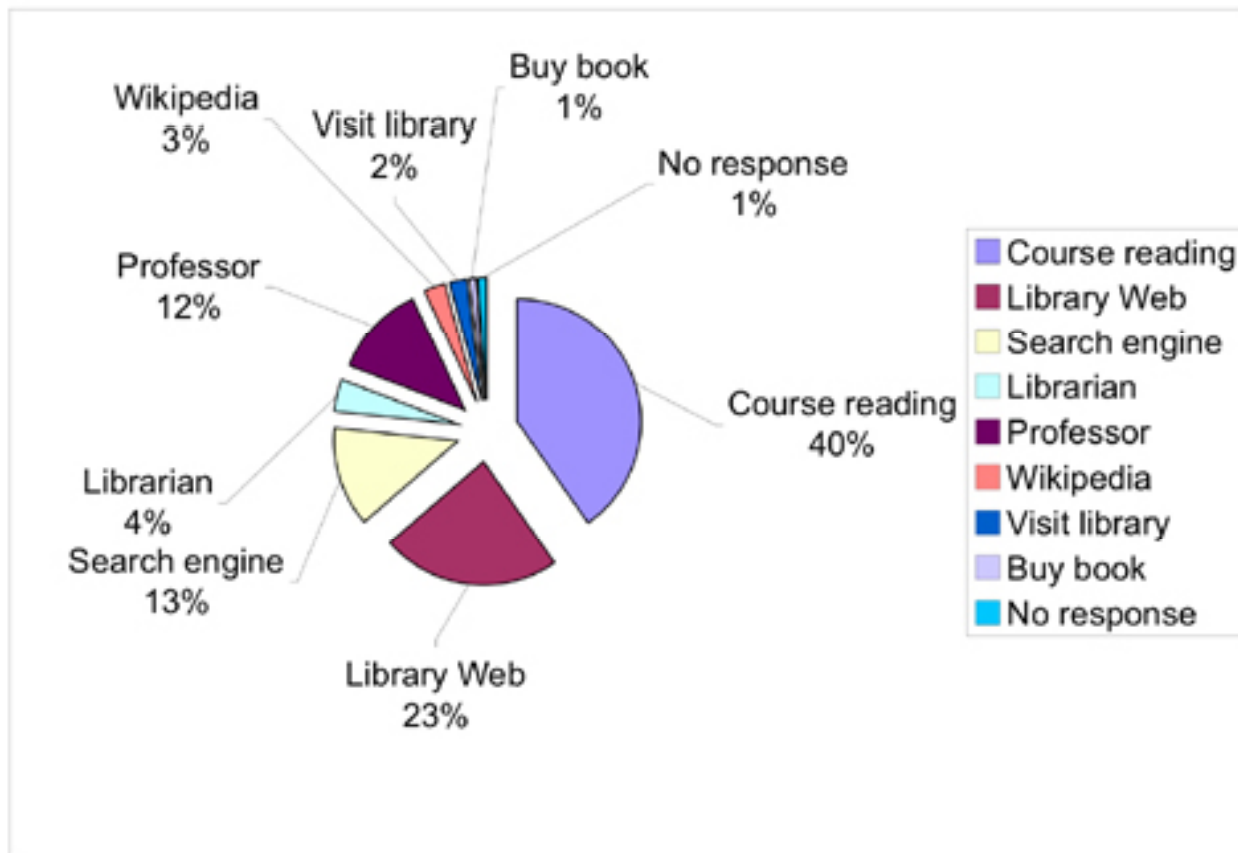








First Monday first steps in academic research





We're looking too close



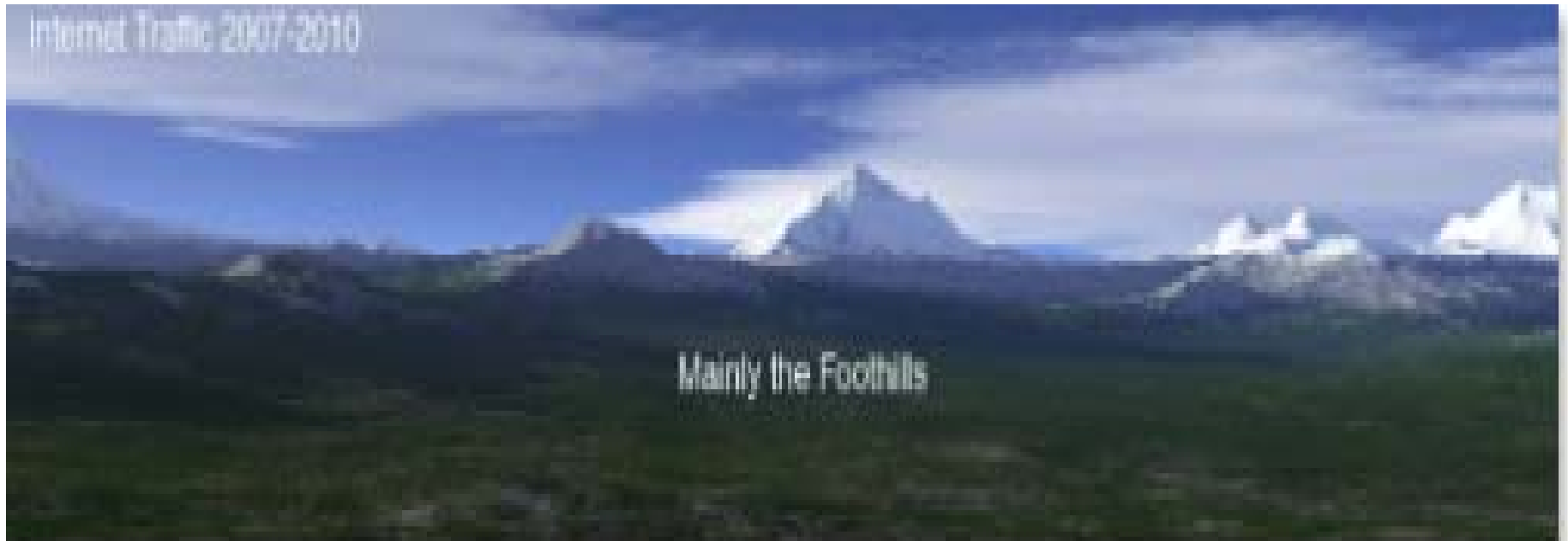


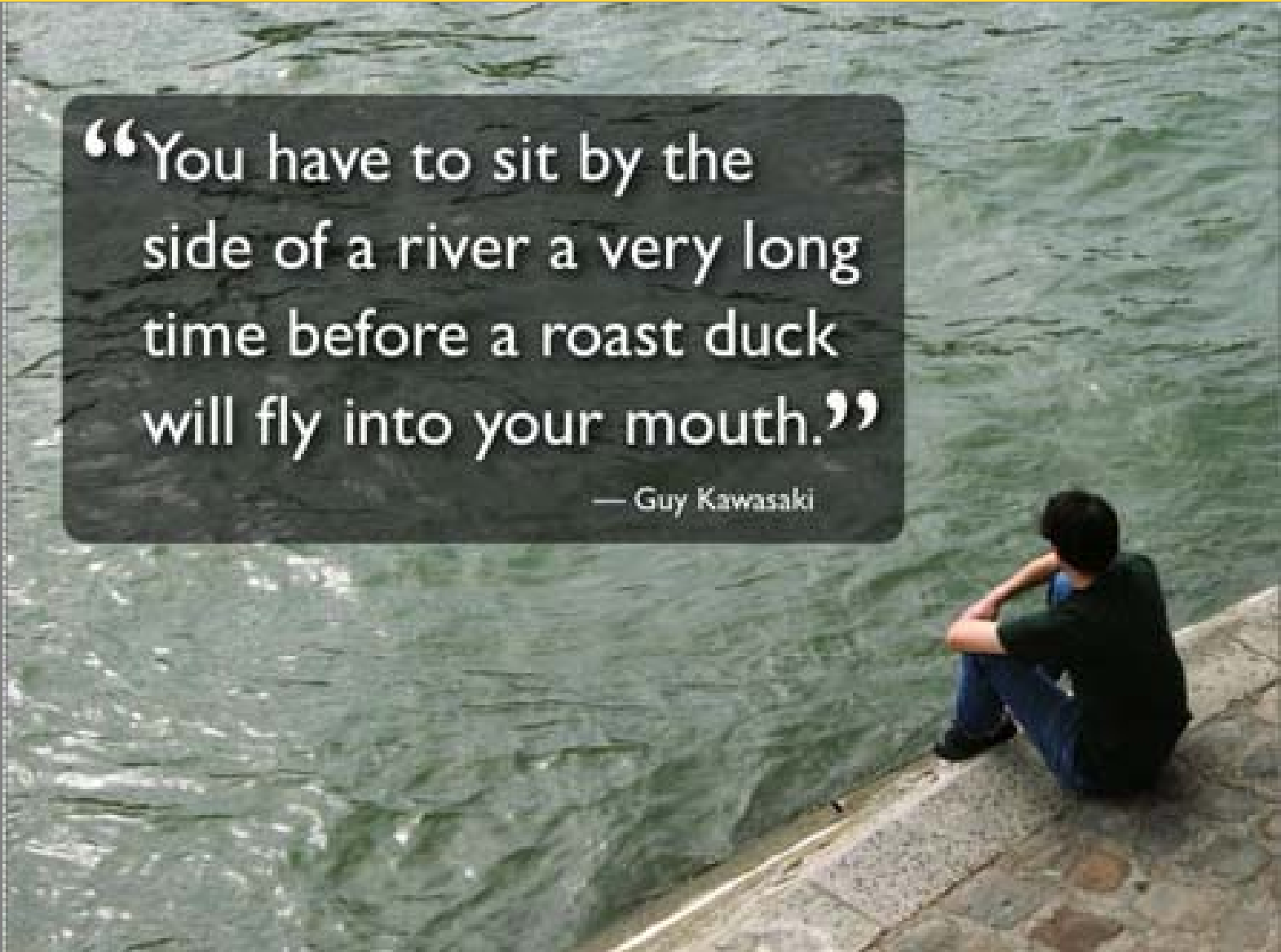
The Landscape Today





The Emerging Landscape





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

— Guy Kawasaki

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Stephen Abram
Author, ALA Editions
President 2008, SLA
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute



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