The Social Library 2.0: NextGen Library Economics

Jan. 10, 2007: The Palmer School Institute
Stephen Abram
President-elect, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute
Who are you and what do you want to know?

- Me
- You – goals, ecology
- This Institute
- The future
Some New Stuff Today

Not formally announced yet so please don’t blog it right away...
Optical Illusions
Optical Illusions
The Future Ain’t What it Used to Be!
2000
Light Stopped
2001 Light Slowed to Bicycle Speed
2002 Light Sent into Future

The Time Machine transports you... back to the past
2003 Light Transported
2006 Light Goes Backwards

Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester
Forests and Trees

We get stuck here
(implementation level)
The Big Picture

But this is what matters most
(meta level)

The right forest
Libraries core skill is not delivering *information*

Libraries improve the quality of the *question* and the *user experience*
Pew 2020 Predictions

- A low-cost global network will be thriving and creating new opportunities in a “flattening” world.

- Humans will remain in charge of technology, even as more activity is automated and “smart agents” proliferate. However, a significant majority agreed that we cannot control the technology we have created or stay in control of its development. This was one of the major surprises in the survey.

- Virtual reality will be compelling enough to enhance worker productivity and also spawn new addiction problems.

- Tech “refuseniks” will emerge as a cultural group characterized by their choice to live off the network. Some will do this as a way to limit information overload, while others will commit acts of violence and terror against technology-inspired change.

- People will wittingly and unwittingly disclose more about themselves, gaining some benefits in the process even as they lose some privacy.

- English will be a universal language of global communications, but other languages will not be displaced. Indeed, many felt other languages such as Mandarin, would grow in prominence.
Do you sometimes feel poor?
Worry Tank

What if it doesn't work?
What if it all blows up in our face?
What if somebody sues?
What happens if it works all too well?
What happens ten years down the line?
Then what?
I ♡ my customers
IF TELEVISION'S A BABYSITTER, THE INTERNET'S A DRUNK LIBRARIAN WHO WON'T SHUT UP.
What is Social?

- Life is Social
- Learning is social
- Community and neighbourhoods are social
- Networks are social
- Libraries and schools are social
- Research is social (especially interdisciplinary)
- Creation is social
- Humanity is social
- Student and scholarly life is social
Is Magazine Content Social?

![Graph showing web features of America’s Top 50 Magazines](image)
Is News Content Social?

Online Offerings of the Top 100 Newspapers

- RSS Feed for Different Sections: 76
- RSS Feed Includes Acts: 75
- Most Popular: 61
- Video: 33
- Podcast: 31
- Chats: 13
- Reporter Blogs: 80
- Reporter Blog Comments: 67
- Blogroll (External Links): 24
- Comments on Articles: 19
- Registration Required: 23
- Bookmarking: 7
- Message Boards: 64

Features:
- Online Offerings of the Top 100 Newspapers
Are Scholars’ Citations Social?
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
Where are our users?
Google & Kansas City
Social Drives Local
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Focus on *Their* Needs
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Wikipedia, etc.
Hmmmm, The magic seems to be social!
WEB 2.0

- RSS – really simple syndication
- Wikis
- New Programming Tools: AJAX, API
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services
- 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
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
- Federated Search and OpenURL
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del.icio.us
social bookmarking

> all your bookmarks in one place
> bookmark things for yourself and friends
> check out what other people are bookmarking

» get started «

Tags
A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

hotlist
what's hot right now on del.icio.us

HOT NOW

 Revision3 save this
first posted by: markatma
podcast video tech technology blog tags

 Toooum: Excite your site save this
first posted by: geoff
blog forum web2.0 hosting tools tags

 Vector Art with Photoshop - Online Tutorial at Melissa Clifton page 1 save this
first posted by: hurqui
photoshop tutorial vector art howto tags

search
A Brief Interview with Google's Matt Cutts
Home
The Semantic Indexing Project

productivity
Rands In Repose: Trickle Theory
The Joel on Software Discussion Group - Best tips that no one seems to know about?
Why email is addictive (and what to do about it)

google
# Tagging

<table>
<thead>
<tr>
<th>Links</th>
<th>Web Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag of URLs</td>
<td>Blogmarks</td>
</tr>
<tr>
<td>Del-icio.us</td>
<td>Feed Me Links</td>
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<tr>
<td>Frassle</td>
<td>Linkfilter</td>
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<td>Livemarks</td>
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<td>Stumble Upon</td>
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<td>Wists</td>
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<td>Dude, Check This Out!</td>
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<td>openIBM</td>
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<td>Connotea</td>
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<td>Unalog</td>
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<td>CiteULike</td>
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<td>Simpy</td>
<td>Flickr</td>
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<td>FURL</td>
<td>Spurl</td>
</tr>
<tr>
<td>(ArXiv)</td>
<td>(Merlot)</td>
</tr>
</tbody>
</table>

Source: DLIB
Add hundreds of database suppliers (MS already has about 120).

Make it OpenURL compliant.

Make it Browserless.

Add a toolbar that behaves in a research way.

Integrate e-commerce for articles, standards, etc.

Predict their needs through mining of Gmail, surfing, and behaviours.

Personalize it and track your needs and add alerts...

Add for online discussions, communities of practice, group and individual blogs and connections through social networking software.

Add tools – citation, RefWorks, ProCite, stat packages.

And then ally with Sun to build a new OS for wireless world...

Google Office
Suppose there’re 250,000 books . . . Or 25,000,000 in less than 5 years? How does that compare to your libraries?
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Get your texthead to nexthead
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- User-driven Reviews
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- Instant Messaging and Virtual Reference
- Federated Search
- Socially Driven Content
- Social Bookmarking
What would **social** federated search look like?

- SRU, SRW, Speed, RSS, visualization, faceted results, OS compliance, relevance tuning, all content, etc.
- Grade 1, Grade 3, High School
- Beyond groups and clusters of content and users
- Beyond journals – books, gov’t docs, chapters, reports, lab notes, ...
- Beyond bounded collections
- Socially driven relevance, facets, visual display, tiled
- Personalized
- The default
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- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
Simple Collaboration

- MSN .NET Messenger
- AOL Internet Messenger
- ICQ
- Yahoo! Messenger
- Yahoo! IMvironments
- IRC
- Trillian, GAIM, MEEBO

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

Most now with voice, video, co-browsing...Can you?
IM: Instant Messaging

• Thomas Ford Memorial Library – 50%!
• Pennsylvania State University IM pilots now campus wide
• SirsiDynix Docutek VRLPlus K-12 experience in New Zealand

• Discover IM, JYBE, SMS and Skype
• Grow into Virtual Reference
• Collaborate on province-wide and national VR
Guide Session

Status: Looking for a guide...
Status: Connected to guide: RonlyceB
RonlyceB: Hi there. I will be helping with your search.
You: Hi
RonlyceB: hello what can I help you with today?
You: I need to search about Mercury
RonlyceB: sure.
You: You there?
Status: Session ended.

Guide Recommended Resources for: Science > Astronomy

1. google space.com
   https://google.space.com/search?q=mercury&site=default_collection&client=default_frontend&prsmystylesheet=default_frontend&output=xml_no_dtd
2. www.noblemind.com
   http://www.noblemind.com/search/?sr=18&form=mercury
3. astronomylinks.com
   http://astronomylinks.com/cgi-bin/links/search.cgi?query=mercury
4. jux2 Meta Search Engine Compare Search Engines
5. DMOZ
   http://search.dmoz.org/cgi-bin/search?search=mercury

Open Directory Quick Search for: Science > Astronomy

Displaying 1 - 5 of 32 | Next »
1. Planetary Transits Across the Sun
It’s about Cooperating and Sharing

• Instant Messaging – by teams
• Virtual Reference
• Texting, MSN, AIM, IM
• Meebo
• Trillian
• GAIM
• etc.
The Value Hierarchy in Web 2.0 Software

1. Users
   - attention
   - interaction
   - presence
   - usage
   - collaboration

2. Data
   - secondary:
     - microformatting
     - ranking
     - trackbacks
     - tagging
     - bookmarking
   - primary:
     - information
     - shared media
     - feeds
     - attention
     - data
     - links

3. Function
   - RIA sites
   - hybrid apps
   - mashups
   - Web services

Users are the center of the universe in Web 2.0 software, with data and functionality a close but distinct 2nd and 3rd.

Source: http://web2.wsj2.com
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Reminder:
200,000-250,000
A DAY!
Reminder: 15 million daily users, and 30 billion page views a month
Hennepin County Library is in your extended network.

Hennepin County Library's Latest Blog Entry [Subscribe to this Blog]

Check out this event: DDR at the Library (view more)

Add the library catalog to your MySpace (view more)

What's Happening at the Library (view more)

Hennepin County Library does not in any way endorse the ads at the top of this page. (view more)

Summer Plans (view more)

[View All Blog Entries]

Hennepin County Library's Blurbs

About me:

Library Services

MySpace URL:

http://www.myspace.com/hennepincountylibrary
UIUC Undergraduate Library

"Everybody's favorite place to study and hang out."

Female
37 years old
URBANA, ILLINOIS
United States

Last Login: 11/29/2006

View My: Pics | Videos

Contacting UIUC Undergraduate Library

Send Message | Forward to Friend
Add to Friends | Add to Favorites
Instant Message | Block User
Add to Group | Rank User

UIUC Undergraduate Library is in your extended network

UIUC Undergraduate Library’s Latest Blog Entry [Subscribe to this Blog]

Voting Day! (view more)

Loanable Laptops are Here! (view more)

Gaming Night on October 21st (view more)

Back in the swing of things! (view more)

The Integrated Services Desk (view more)

[View All Blog Entries]

UIUC Undergraduate Library’s Blurb

About me:
1402 West Gregory Urbana, IL, 61801 (217) 333-3477 . askundergrad I’m the University of Illinois Undergraduate Library, and I opened in 1969. I’m the friendliest little library in the whole world, so send me a message or...
You have been selected! Get a FREE* laptop!
CONGRATULATIONS! YOU ARE THE 1,000,000th VISITOR
CLICK HERE TO CLAIM
Banner Number: 2274NVT0-4
*details apply

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

Morrisville College Libraries is in your extended network

Morrisville College Libraries's Latest Blog Entry [Subscribe to this Blog]

New Library ToCBar! (view more)

Study in the Library? (view more)

Rock and Roll Library (view more)

Doing Citations (view more)

RIP: Octavia Butler, 1947-2006 - science fiction author (view more)

[View All Blog Entries]

Morrisville College Libraries's Blurb
About me:
Library MySpace Sites

Hennepin County Library
http://www.myspace.com/hennepincountylibrary

Thomas Ford Memorial Library
http://www.myspace.com/thomasford

Public Library of Charlotte & Mecklenberg County
http://www.myspace.com/libraryloft

Brooklyn College Library
http://www.myspace.com/brooklyncollege

Albany County PL
http://www.myspace.com/acplwy

Lansing Public Library
http://www.myspace.com/lansingpublic

UT Austin Library
http://www.myspace.com/utlibraries

Morrisville College Libraries
http://www.myspace.com/morrisvillecollege

Westmount PL
http://www.myspace.com/westmontlibrary

Goshen PL
http://www.myspace.com/goshenpublic

University of Illinois Undergrad Library
http://www.myspace.com/undergradlibrary

Morrisville College Libraries
http://www.myspace.com/clpteens

Carnegie Library of Pittsburgh
My Smarter Space
Harvard...
Sydney Abram’s Profile (This is you)

Account Info [ edit ]
Name: Sydney Abram
Network: Humberside Collegiate Institute ’06
Last Update: May 13, 2006

Basic Info [ edit ]
Sex: Female
Interested In: Men
Birthday: June 29, 1988

Contact Info [ edit ]
Email: syd.abram@gmail.com

Personal Info [ edit ]
Political Views: Other
Activities: U of T Gymnastics
Interests: interested in mostly glorious things...
Favorite Music: the good kind
Favorite TV Shows: the funny ones...treaks and geeks, the office, family guy, arrested development, scrubs... etc
Favorite Movies: June Bug...just to be different
Favorite Books: ofcourse the embarrassing ones.The Alchemist, Of Mice and Men, ghostWorld, Sin City (any volume), Same Difference, Summer Blonde
Favorite Quotes: “that’s...my life story”
About Me: (insert..bonigo solo)

Photos: You have 5 albums.
A sustainable social network for life.

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

80% of all college and University students in North America.
Alliance, Charlotte, Harvard
Teen SL Library services meeting, Sun 5/7/06
Second Life Library eBooks
Reading Room
Linden Lab is temporarily postponing the release of 1.9.1. They will continue to release updated versions of 1.9.1 on the previous grid for testing. They will still be bringing the grid down for some hardware and server side code upgrades. These changes will occur between tomorrow from 6am to noon SLT.
Reading is virtually fundamental in SL

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

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.

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 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 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 offered by SL.

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

See BOOK, Page 20
Croquet is...

...a new open source software platform for creating deeply collaborative multi-user online applications. It features a network architecture that supports communication, collaboration, resource sharing, and synchronous computation among multiple users. Using Croquet, software developers can create powerful and highly collaborative multi-user 2D and 3D applications and simulations.
Library 2.0 = (books 'n stuff
+ people
+ radical trust)
× participation

Darlene Fichter, 2006
Evolution of Reference and the Scholarly Experience

Sustainability
Del.icio.us
Wikis
Tagging
IM and VR
Organization
Capacity
# LIBRARY 2.0 MATRIX

**Resource Environment**

**Library 2.0 user**

<table>
<thead>
<tr>
<th>Library catalogue</th>
<th>MARC compliant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web 2.0 platform 24/7</td>
<td>adaptable user interface</td>
</tr>
<tr>
<td>Information services</td>
<td>Online, Virtual Learning spaces</td>
</tr>
<tr>
<td>Blended digital Web Collections</td>
<td></td>
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<tr>
<td>Blended digital repository</td>
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<td>Digital access for personal organisation</td>
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<td>- E-reserve</td>
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<td>- Borrower loan access</td>
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<tr>
<td>Digital access for licensed collections</td>
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<tr>
<td>- e-books, videos &amp; multimedia, images, learning objects, etc.</td>
<td></td>
</tr>
<tr>
<td>- specialist online databases</td>
<td></td>
</tr>
<tr>
<td>Federated searching</td>
<td>239.50</td>
</tr>
<tr>
<td>Taxonomy</td>
<td>supported by global metadata standards</td>
</tr>
</tbody>
</table>

**Web 2.0 as Platform**

**Library 2.0 user**

<table>
<thead>
<tr>
<th>E-learning 2.0 environment</th>
<th>LMS, ELGG, LAMS etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Networks</td>
<td></td>
</tr>
<tr>
<td>- MySpace/ Facebook</td>
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<tr>
<td>- Blogs &amp; Wikis</td>
<td></td>
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<tr>
<td>- Read/Write web functionality</td>
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<tr>
<td>- Social Bookmarking</td>
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<tr>
<td>- Images &amp; multimedia sharing</td>
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<tr>
<td>- Podcasting &amp; vodcasting</td>
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<tr>
<td>Folksonomy</td>
<td>Tagging for personalisation</td>
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<td>Searching</td>
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<tr>
<td>- Browser and desktop API</td>
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<tr>
<td>- Blogs &amp; social networks</td>
<td></td>
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<tr>
<td>- Visual &amp; metasearch engines</td>
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<tr>
<td>Mobile computing</td>
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<tr>
<td>RSS feeds and Mashups</td>
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</tbody>
</table>

Emerging Model for Community, Learning and Research Enterprises

Credit: adapted from Rick Luce, LANL
Web 2.0

- The Web As Platform
- Harnessing Collective Intelligence
- Data As Valuable As Functionality
- Continuous Improvement Gradient
- Frictionless Programming & Data Models
- Software That Crosses Boundaries
- Immersive, Social, Rich User Experiences

Identity 2.0
Library 2.0
Law 2.0
Media 2.0
Advertising 2.0
Democracy 2.0
The Long Tail of QUESTIONS

As questions become more difficult, where do you go for answers?

# of questions

difficulty

ask

Google

? 

libraries

ask a person
The Value Hierarchy in Web 2.0 Software

1. **Users**
   - attention
   - interaction
   - presence
   - usage
   - collaboration

2. **Data**
   - **secondary**: microformatting, ranking, trackbacks, tagging, bookmarking
   - **primary**: information, shared media feeds, attention data links

3. **Function**
   - RIAs, sites
   - hybrid apps
   - mashups
   - Web services

Users are the center of the universe in Web 2.0 software, with data and functionality a close but distinct 2\textsuperscript{nd} and 3\textsuperscript{rd}.s.

Source: http://web2.wsj2.com
Elements of the Web’s Next Generation

- Hard to Recreate Data
- Enrichment & Annotation
- Copyrighted & IP Content
- Unique Formulas
- Software That Gets Better The More People Use it
- Services (API) RSS, REST, SOAP, etc.
- Face HTML, Ajax, Flash, etc.

Web “2.0”

Source: http://web2.wsj2.com
Pull-Based Systems on the Web Are Altering Traditional Enterprise
Web 2.0: The Inevitable Trough of Disillusionment
Yes – They are different, period.
# MILLENNIAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Principle / Values</th>
<th>More Friends</th>
<th>More Diverse</th>
<th>Respect Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic / Positive</td>
<td>Internet Natives</td>
<td>More Choices</td>
<td>Format Agnostic</td>
</tr>
<tr>
<td>Balanced Lives</td>
<td>Adaptive / Flexible</td>
<td>Civic Minded</td>
<td>High Expectations</td>
</tr>
<tr>
<td>Collaborative</td>
<td>Nomadic</td>
<td>Gamers</td>
<td>Experiential</td>
</tr>
<tr>
<td>Independent</td>
<td>Confident</td>
<td>Direct</td>
<td>More Liberal / Conservative</td>
</tr>
<tr>
<td>Multi-taskers</td>
<td>Inclusive</td>
<td>Patriotic</td>
<td>Entrepreneurial</td>
</tr>
<tr>
<td>Healthy Lifestyle</td>
<td>Family Oriented</td>
<td>Graphical</td>
<td>Achievement Oriented</td>
</tr>
</tbody>
</table>

Credit: Richard Sweeney, NJIT
Usability

The A frame adopted from newspaper layout does not work.
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.
Adapting to Technology
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

Explore a new learning portal for the K-12 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. 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
Explore A Subject

HOME
- Elementary
- Earth Science
- US History
- Middle School
- High School
- Parent Guide

How Do I...
- Learn About Dinosaurs?
- Use a Library?
- Learn About Earthquakes?
- Explore Space?
- Research Wars?
- Study the Presidents?
- Write a Report?
- Look at a Map?

Check It Out

My America
Poetry is fun and even better when you can learn more about the United States and its regions by reading the poetry in this book! Included are fun facts, colored maps and pictures while you travel through each state.
- What's a Poem?
- Poetry Ideas!
- Giggle Poetry

The US and its Neighbors
Check It Out

Hubble Space Telescope
The Hubble Space telescope orbits (circles) the Earth at a height of about 600 kilometers (375 miles). Since it was launched in 1990, astronomers have used it to collect information that helps them work out the age of the universe and how fast it is expanding. (Text taken from the Hutchinson Children's Encyclopedia © Research Machines, plc 2005.)

- Hubble Telescope
- Expanding Universe
- Edwin Hubble

The Amazing Sun - Our Star
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...
A projector the size of a sugar cube
Everything’s getting smaller
Librarian 2.0

plays
What do you want to do with your life?

215,920 people in 4,879 cities are doing 331,085 things including...
learn to skateboard  finish my masters degree  download the new episode of 24  go
to Greece  smoothcharliebrown wants to attend a Soccer World Cup
came  learn french  Drop a dress size (or two!)  Clean my room and maintain
it,  dye my hair blonde  find the meaning of life  have my own garden  be more
creative  google myself  yesterdayshigh wants to do something small to
make everyday worthwhile  Become more focused  play Mario Brothers 3
download msn plus  make an ATC each day  Have friends everywhere  learn to
trust  take dance lessons  Organize and Systematize all of my digital data  make
people understand that declawing a cat is a painful unnecessary surgery and there are
better ways to deal with cat's scratching  talk to a stranger  read The Lion The Witch
and the Wardrobe  stop biting my nails  organize my life better  practice on
my bass more  learn gaelic  tekeo wants to do better in ic and english
find a new job  think and grow rich  become a better public speaker  stop screwing
around on the internet  learn english  lose 50 pounds  GET MY GRAD SCHOOL
APPLICATIONS TOGETHER!!!  lose 20 pounds and keep it off  meet johnny depp  stop
the villains  exercising more  meet someone who

Discover what's important, make it happen, share your progress. Find your 43 things. Learn more...

Top Cities
- Seattle  1090 people
- New York City  791 people
- London  779 people
- Chicago  737 people
- San Francisco  595 people
- Los Angeles  562 people
- Toronto  500 people
- Boston  406 people
- Vancouver  385 people
- Austin  364 people
- Portland  365 people
- Atlanta  361 people
- Sydney  320 people
- Houston  317 people
- San Diego  301 people

→ See more

Today's Tags
- travel  4299
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
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
Looking too close
The Landscape Today
The Emerging Landscape
It’s an Information Ocean, not a Highway.
We librarians must learn that when we study something to death, *Death was not our original goal.*
Libraries are a community “Exploration Space” not merely a collection space.
On the End User for Life
The power of libraries
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