Looking at the Future:
Is there one for Rural and Small Libraries

Association for Rural & Small Libraries
Center for the Study of Rural Librarianship
September 27, 2007

Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
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.
The Pattern Effect
Optical Illusions
Forests and Trees

We get stuck here
(implementation level)

Tree 2.0
The Big Picture

But this is what matters most
(meta level)

The right forest
Our Hurdles

1. The culture of budget driven innovation
2. The culture of victimization
3. The culture of excuses over reasons
4. The culture of critical thinking
5. Lack of true relationships
6. Servant vs. service ethic
7. Focus on Perfection
Do You Feel Poor?
Trends

- US National debt increases (affecting every economy)
- $4 gallon gas in US messes biggest consumer economy ($150 barrel)
- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- Generations turtle driving user behaviour changes
- Mergers (Reuters, Dow Jones, Gale, MS Yahoo!, etc.) increase in Information sector
- Multi-type Consortia increase of necessity
- New standards (XML, JSR168, etc.) drive portalization and personalization of the web
- New competitors emerge to Google, MS, Yahoo, Ask, etc.
Pew 2020 Predictions

- Very low cost, ubiquitous and fast global network
- Humans remain in charge of technology in the near term but automated “smart agents” will proliferate
- Virtual reality will be compelling enough to enhance worker productivity (Gartner predicts that by 2012 80% of Internet users will use an avatar.
- Technological addiction problems will arise
- Tech “refuseniks” will emerge as a cultural group
- Privacy will emerge as a more balanced issue
- English will be a universal language of global communications, but other languages will not be displaced.
2020 Prediction from Peter Kaufman

- Over the next **13 years** an iPod size device will hold:
  - 1 year’s worth of **video** (8,760 hours) by **2012** (5 years from now)
  - ALL the commercial **music** ever created by **2015** (8 years), and
  - ALL the **content** ever created (in all media) by **2020** (13 years).

- This will drive a new global phase of large informational hubs on the web and massive aggregations of content and services.
- What does this Internet and personal device hybrid world look like?
Thomson buys Reuters, sells Gale, etc.
Microsoft merges with Yahoo! and Facebook?
Semel out, Yang in.
Murdoch buys Dow Jones / WSJ
WSJ and NYT go free
MySpace and Photobucket
Facebook opens up?
Cell phones exceed and succeed
And more . . . .
Why 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
- Decisions and action /policy
- Discovery, Creativity, Invention, Innovation
- A FUTURE orientation based on respecting the past.
First Strategic Issue

Our Changing Users – Millennials, GenX, Boomers, Seniors
<table>
<thead>
<tr>
<th>What people are doing</th>
<th>Who participates (U.S. online users)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Creators</strong> publish Web pages, write blogs, upload videos to sites like YouTube.</td>
<td>Young Teens 12 to 17</td>
</tr>
<tr>
<td></td>
<td>34%</td>
</tr>
<tr>
<td><strong>Critics</strong> comment on blogs and post ratings and reviews.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>24%</td>
</tr>
<tr>
<td><strong>Collectors</strong> use Really Simple Syndication (RSS) and tag Web pages to gather information.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11%</td>
</tr>
<tr>
<td><strong>Joiners</strong> use social networking sites.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>51%</td>
</tr>
<tr>
<td><strong>Spectators</strong> read blogs, watch peer-generated videos, and listen to podcasts.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>49%</td>
</tr>
<tr>
<td><strong>Inactives</strong> are online but don’t yet participate in any form of social media.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>34%</td>
</tr>
</tbody>
</table>

Data: Forrester Research

CHART BY ARNO OELF

[Image of the chart showing the percentages for each group and role]
Suppose there are 250,000 books... Or 25,000,000 in less than 4 years? How does that compare to your libraries?
Build in Format Agnosticism
Context is King, not Content.
## 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 and more 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
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.
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 Holste, Associate Professor
School of Library and Information Science (SLIS)

Dr. David Bobek, Associate Professor
Information Architecture/Knowledge Management Program (IAKM)

Dr. Min Zeng, Associate Professor
School of Library and Information Science (SLIS)

Dr. Athanasios, Associate Professor
School of Library and Information Science (SLIS)

Dr. Qing Song, Associate Professor
School of Library and Information Science (SLIS)

May 20, 2006
Second Strategic Issue

Preserving Our Culture – (non-US, aboriginal), Repositories, standards, access
this

...is as important as this
Scanning Parties?
Third Strategic Issue

**ME!** – personalization, personal devices, “I matter more than you!”
Simple Collaboration

90%+ of people from ages 15-25 have at least one IM account vs. only 5% of over 30’s
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
“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]
- Shared Knowledge = [Wikipedia]
- Shared Bookmarks = [del.icio.us]
- Shared News = [Technorati]
- Shared Videos = [YouTube]
- Shared Everything = [myspace.com]
What is the Magic Sauce?

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

All FREE
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 US elections

How many are we already using?

All FREE
A projector the size of a sugar cube
Everything’s getting smaller
Fourth Strategic Issue

FREE and Equitable Access
So what should we pay attention to?

- Behavioural Alignment
- Learning Styles
- User Needs – real needs - Personas
- Personality
- Work Flows
- Quality
- Speed (Save the time of the reader)
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’
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.
Change?
Focus?
Focus?
Fifth Strategic Issue

Being Local – GPS, GIS, etc.
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Sixth Strategic Issue

People are social and users are people!
Magazine Content Goes Social

Features of America's Top 50 Magazine Websites, 2007

- RSS Feeds: 64%
- RSS Ads: 44%
- Most Popular: 0%
- Mobile: 18%
- Video: 34%
- Podcasts: 60%
- Message Boards: 48%
- Registration: 42%
- Bookmarking: 36%
- Tags: 4%
- Article Comments: 20%
- Blogs: 18%
- Blog Roll: 18%
- Comments on Blogs: 54%

Web Features
News Content Goes Social
Scholars’ Citations Go Social
Reminder:
200,000-250,000 A DAY!
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.
IQ QUESTION: Which does not belong in the group?

- Ant
- Spider
- Bee
- Bird
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!
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 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 288 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.

Lon 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, Lovelai Imnot, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle’s Black Library, 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
Seventh Strategic Issue

Selling Libraries
As Essential and Valuable
Are You Ready?
For Imagineering the Library?
What is Our “Product”?
What Are You Selling?
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
How Do You Tell A Story?
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?
YouTube

http://www.youtube.com
Search Results for “libraries”

Sort by: Relevance  |  Date Added  |  View Count  |  Rating

Libraries in 2010
My entry for the Library and Information Week competition 2007 at http://libraryinteract.info
Time: 05:56

The L-Team
If you have a research question, if no one else can help, and if you can find them, maybe you can hire... the L (more)
Time: 01:18

Tour of Info Island / Second Life Libraries
video of my avatar Rk Riel skating around Info Island, where the Second Life Libraries are found. Music by Torley Linden, skates by Skoope. Full version (more)
Time: 03:21

Display: The Armenian Genocide
Photographs, interviews and video reports in 7 languages.
www.theforgotten.org

Future of Libraries
Futurist Speaker - Thomas Frey Creating the Library of the Future
www.davinciinstitute.com

Top-Paid Internet Jobs
Survey companies paying $50-$150/hr Work at home. See if you qualify
www.SurveyLot.com/Free-Membership/

Librarian Needed
Earn up to $25-$75 per Hour Work at Home - Start Today!
www.TeamFTS.com

New on YouTube
Stressed Out?! Watch NEW One Less Stress TV And learn how to deal with stress everyday!

Lip-sync your own video and win a trip to Hollywood! Enter The UpStage by Samsung Contest

You could win $25K or your own banana grove. 21+
Flickr

http://www.flickr.com
Podcasts

i.e. http://odeo.com

Or iTunes
Wikipedia

http://www.wikipedia.org
http://www.mediawiki.org
http://pbwiki.com
New York Public Library
From Wikipedia, the free encyclopedia

This article does not cite any references or sources.
Please help improve this article by adding citations to reliable sources. (help, get involved!) Any material not supported by sources may be challenged and removed at any time.
This article has been tagged since April 2007.

The New York Public Library (NYPL) is one of the leading public libraries of the world and is one of America's most significant research libraries. It is unusual in that it is composed of a very large circulating public library system combined with a very large non-lending research library system. It is simultaneously one of the largest public library systems in the United States and one of the largest research library systems. It is a privately managed, nonprofit corporation with a public mission, operating with both private and public financing.

The historian David McCullough has described the New York Public Library as one of the five most important libraries in America, the others being the Library of Congress, the Boston Public Library, and the university libraries of Harvard and Yale.

Although it is called the New York Public Library, it is does not cover all five boroughs of America's largest city. New York City does not have a single public library system but three of them. The other two are the Brooklyn Public Library and the Queens Borough Public Library. However the New York Public Library is unquestionably the most important and historic of the three.

Currently, the New York Public Library consists of 86 libraries in the Bronx, Manhattan, and Staten Island; four non-lending research libraries; four main lending libraries; a library for the blind and physically handicapped; and 77 neighborhood branch libraries. All libraries in the NYPL system may be used free of charge by all visitors.
Welcome to MediaWiki.org

MediaWiki is a free software wiki package originally written for Wikipedia. It is now used by several other projects of the non-profit Wikimedia Foundation and by many other wikis, including this very website, the home of MediaWiki.

Download MediaWiki right away, or use the links below to explore the basic site contents. You'll find some content translated into other languages, but the primary reference language for the whole site is English. Please read more about this site.

For general questions dealing with the software see the recommended possibilities of communication and maybe our support desk. If you have a suggestion dealing with this wiki, please visit the corresponding discussion page.

About this site  |  About MediaWiki  |  Download  |  Help & Support

**Users**
- What is a wiki?
- Navigation
- How to edit a page
- More

**System Administrators**
- Installing/Upgrading
- Configuring
- Third-party Extensions
- More

**Developers**
- Submitting a patch
- SVN commit access
- Reference Manual
- More

**News**
- 2007-05-09: 1.10.0 branch release
- 2007-05-09: 1.10.0 branch release candidate

**Current Versions**
- 1.10.0 2007-05-09
- 1.9.3 2007-02-20
- 1.8.10 2007-02-20
A PBwiki is an easy-to-use web page that multiple people can edit. It's as easy to make as a peanut butter sandwich.

Take a tour.
Blogging

http://www.blogger.com
http://www.blogspot.com
http://www.wordpress.com
June 19, 2007

Innovation Quote

I am in the Carla O'Dell (APQC CEO) fan club. Here's a recent quote attributed to her:

"Innovation happens at the intersection of need, information, relationship, expertise and diversity"

It's a good start for my participation in the LITA Great Debate at ALA on Saturday. Are Libraries Innovative Enough?

Stephen

Posted by stephen at 6:50 PM | Comments (0)

SirsiDynix Announces New CEO and CFO

Hey, I've got a new boss! I'll look forward to meeting him at ALA starting this week. Yay!

Stephen

FOR IMMEDIATE RELEASE
Bradford County Public Library, Starke, Florida

A blog about the construction of the new building for Bradford County Public Library. Our current building is 4,000 square feet and was built in 1975. The new building is now under construction and will be just 66 2/3 sq ft short of 20,000 square feet, five times the size of our current building. Spyros Drivas, AIA, of Starke, FL, is the architect. We thank the City of Starke for giving us the property and we will give them our building and property in exchange after we move out.

Friday, June 08, 2007
Retention pond and inside shots

The retention pond.
That's Sir Salman Rushdie to you.

From The Book Standard:

Author Salman Rushdie is to receive a knighthood from the Queen, recognising the services to literature of one of the world's most lauded—and most divisive—literary grandees, reports the Guardian. "I am thrilled and humbled to receive this great honor, and am very grateful that my work has been recognized in this way," the newly-minted Sir Salman said in a statement.

The announcement signals a belated endorsement by the British establishment, says the newspaper, 18 years after the author was forced to go on the run after The Satanic Verses was condemned as blasphemy by Iran's late spiritual leader. Britain broke off diplomatic relations over the incident; Rushdie himself had to live in hiding for a decade.

Continue reading this article here.
I am presenting to the ALA PR Session. Hi folks!!!

Welcome back, Stephen
Currently, I'm preparing powerpoints for ALA at 3:35 am. I am an idiot.
1 Direct Message
1 Favorite
29 Friends
33 Followers
27 Updates

Send Notifications To:
- web-only

Activate Phone!
Activate your IM!

sabram I'm preparing powerpoints for ALA at 3:35 am. I am an idiot.
less than 20 seconds ago from web

itgirl enjoying watching lorcain explore facebook. about 1 hour ago from mobile web

itgirl Just drove to my old house. Accidentally. Oh brother. about 3 hours ago from kd

kgs storing some evergreens for Twitterprose, so I'm ready for ALA.
about 5 hours ago from web

davideekina Oh yeah... david's finally got DSL at home... I'm movin
Tagging, Scanning, RSS, Zotero
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 «
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Flickr, Wikipedia, etc.
We librarians must learn that when we study something to death, *Death was not our original goal.*
Eighth Strategic Issue

Retreading Ourselves
2.0 is about play
Two Key Interventions

Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0
23 Things Learning 2.0

- Week 1: Introduction
- 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 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 as well as a Learning 2.1 Wiki.
- Check it out and feel free to join. [explorediscoverplay.blogspot.com](http://explorediscoverplay.blogspot.com) - mashing up 21st century skills with lifelong learning. :)}
5 Weeks to a Social Library

• [http://www.sociallibraries.com/course/week1](http://www.sociallibraries.com/course/week1)

• Credit: Amanda Etches-Johnson, Meredith Farkas, et al and the entire 5 weeks team.
100+ Things

• "If you are up for a challenge and would like to learn something NEW every day? Keep an eye on this fascinating Blog by a Reference Librarian located in Guam!

• Titled: The Internet can change your life: 'a series of daily assignments designed to teach the newbie all the wonderful things the Internet has to offer'

• It's not too late to catch up...

• http://rameyerguam.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
- Virtual worlds PC’s
Two SDI Sessions

- **Helene Blowers** — Technology Director, Public Library of Charlotte and Mecklenburg County

- **Learning 2.0 : Make "play" your New Year's resolution**

- Jan 09, 2007

Two SDI Sessions

- **Christine Mackenzie** —Chief Executive Officer, Yarra Plenty Regional Library

- **Hopping into Library 2.0: Experiencing Lifelong Learning**

- **Feb 05, 2007**

Resources

• PLCMC Learning 2.0 Blog
  • http://plcmcl2-about.blogspot.com/

• 43 Things I might want to do this year
  Information Outlook (Feb. 2006) by Stephen Abram
  • http://www.findarticles.com/p/articles/mi_m0FW
    E/is_2_10/ai_n16133338

• Yarra Plenty Online Learning
  • http://yarraplentyonlinelearning.blogspot.
    com/2006/09/learning-20-begins.html
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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Chief Strategist, SirsiDynix Institute
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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.