



# Social Libraries and Librarians: The 2.0 Challenge

**ENERGIZE 2.0**  
**CONFERENCE**



**Stephen Abram**

**Vice President, Innovation, SirsiDynix**  
**Chief Strategist, SirsiDynix Institute**

# What do you foresee?

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- 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

“That’s Just Your Perception”



# Optical Illusions





# Challenges

- Customer Experience
- Organization
- Technology
- Partnerships and Alliances
- Money and Communicating Value
- Capacity for Leadership and Change
- Programming
- Change Leadership vs. Change Management
- Our Culture



**Thomson buys Reuters**  
**Microsoft merges with Yahoo! and / or MySpace?**  
**Semel out, Yang in.**  
**Murdoch buys Dow Jones / WSJ**  
**MySpace and Photobucket**  
**Facebook?**  
**And more . . . .**



MY OPAC SUCKS

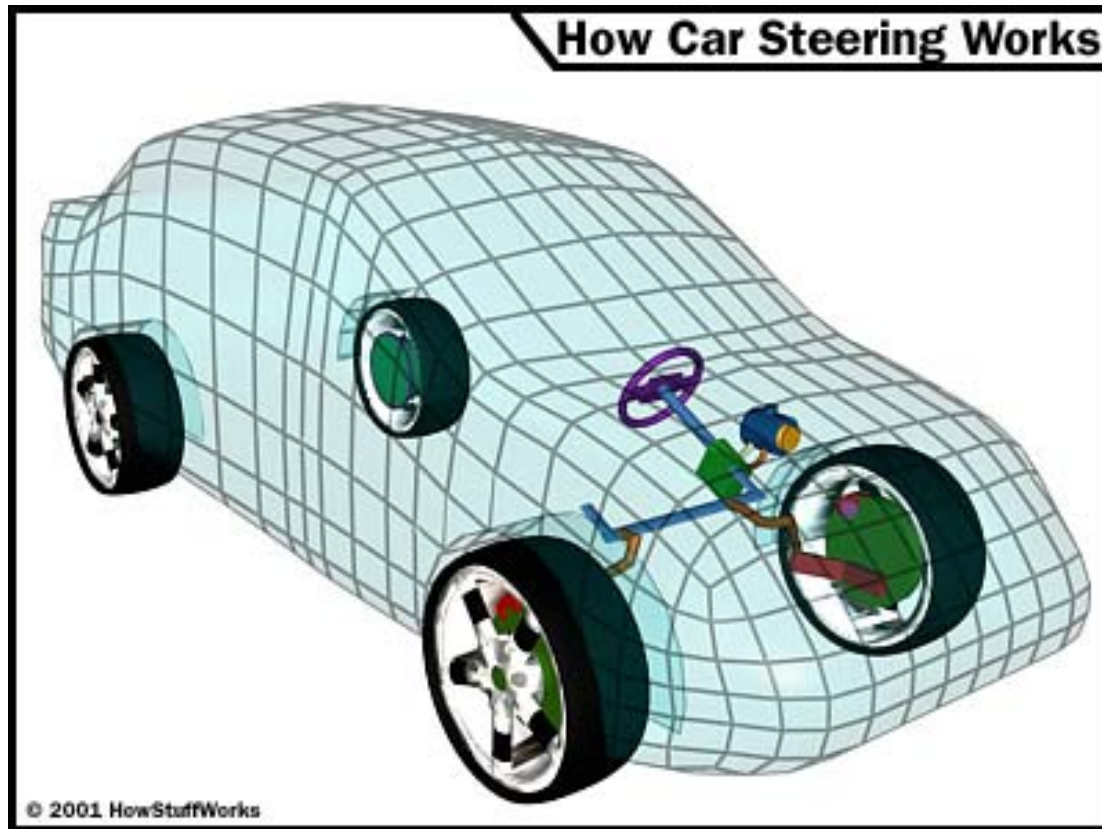
# Change?



# Focus?



# Focus?







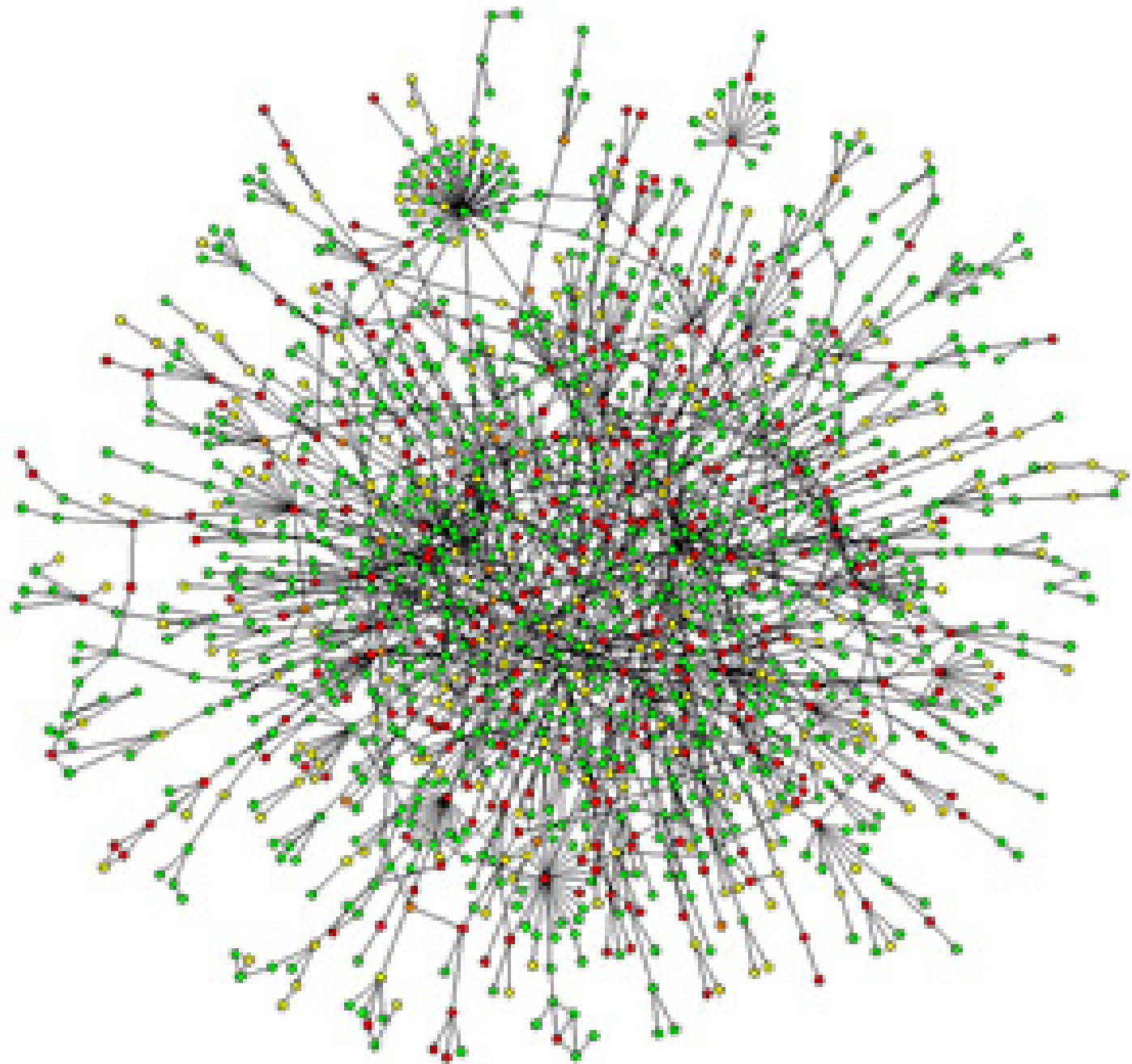
**Meanwhile, Back at the Ranch**



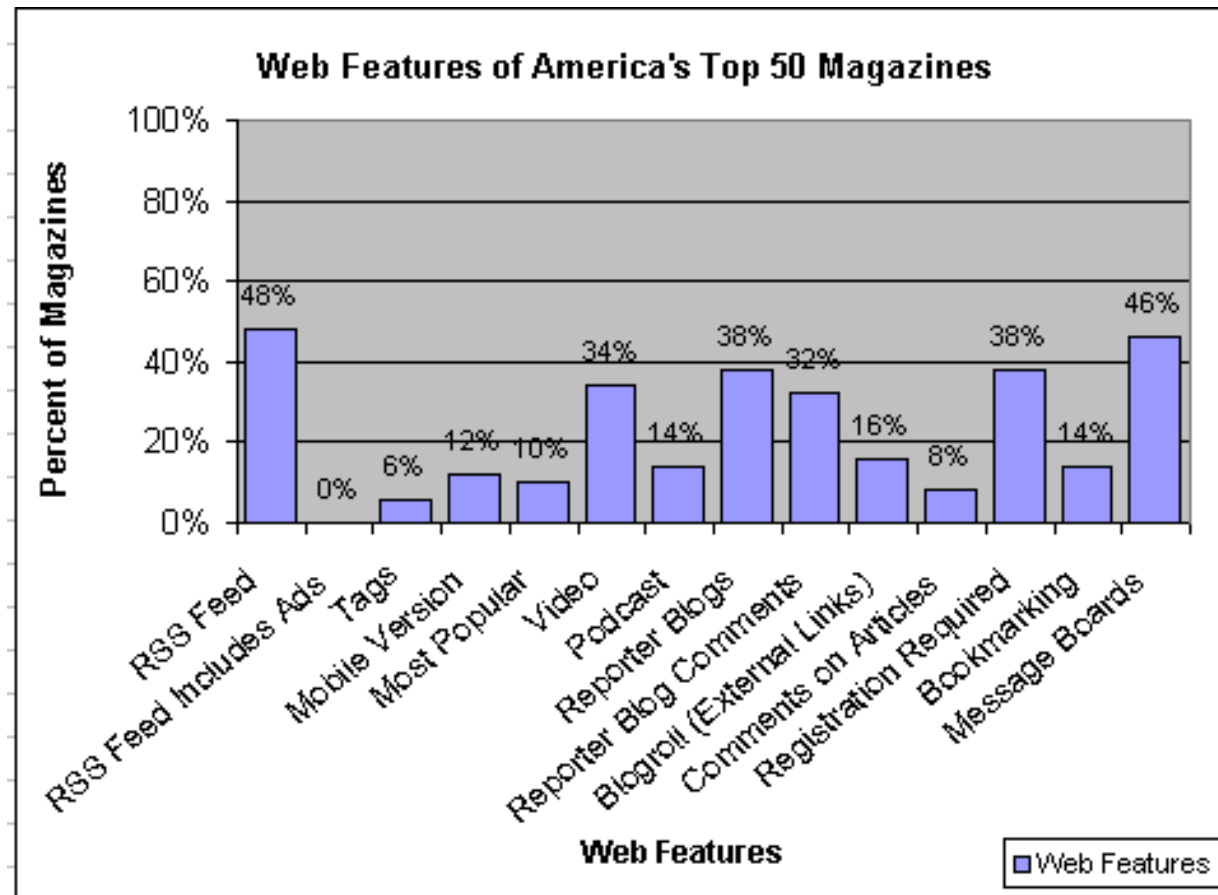
I ♥ my  
customers



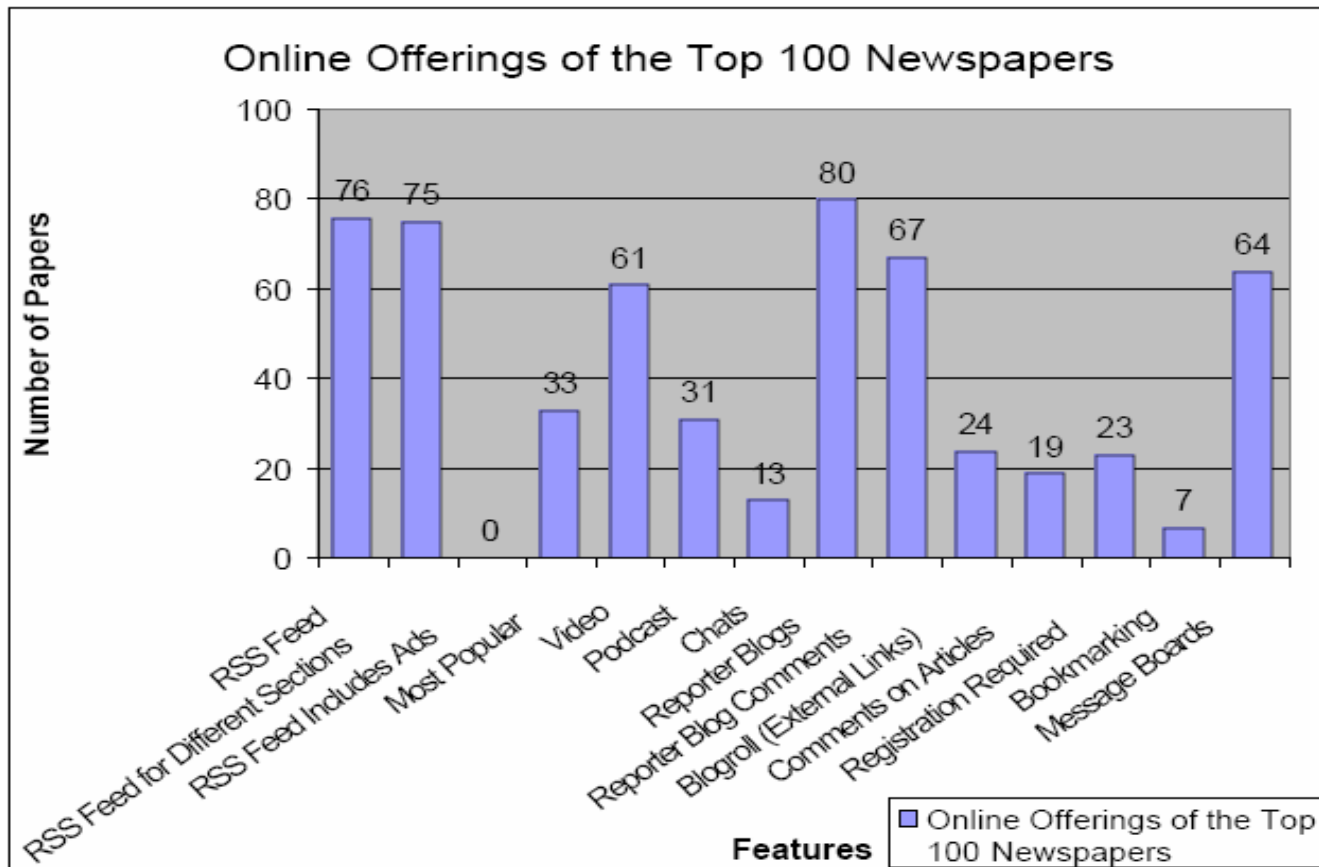




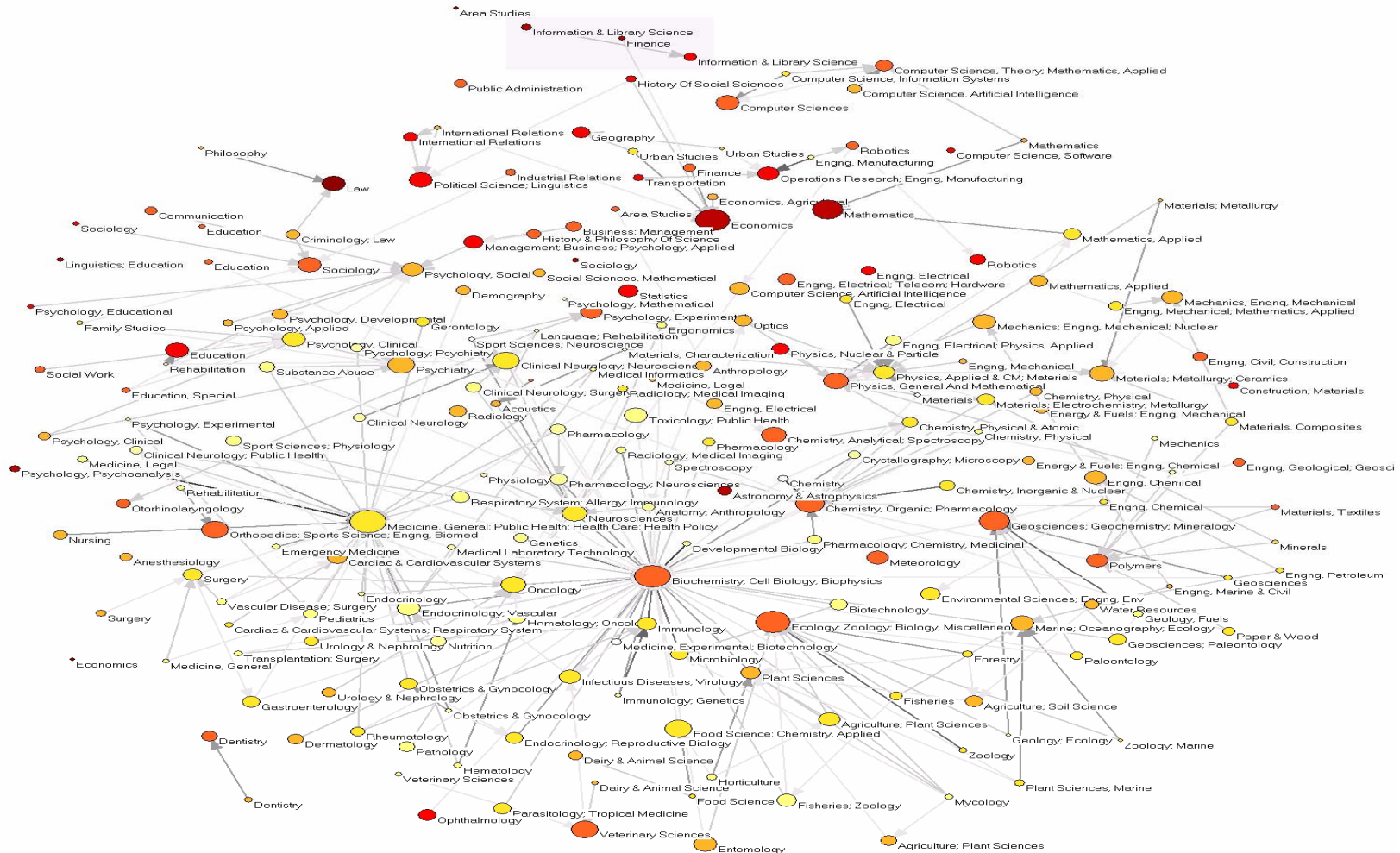
# Magazine Content Goes Social



# News Content Goes Social



# Scholars' Citations Go Social



Books will go social.





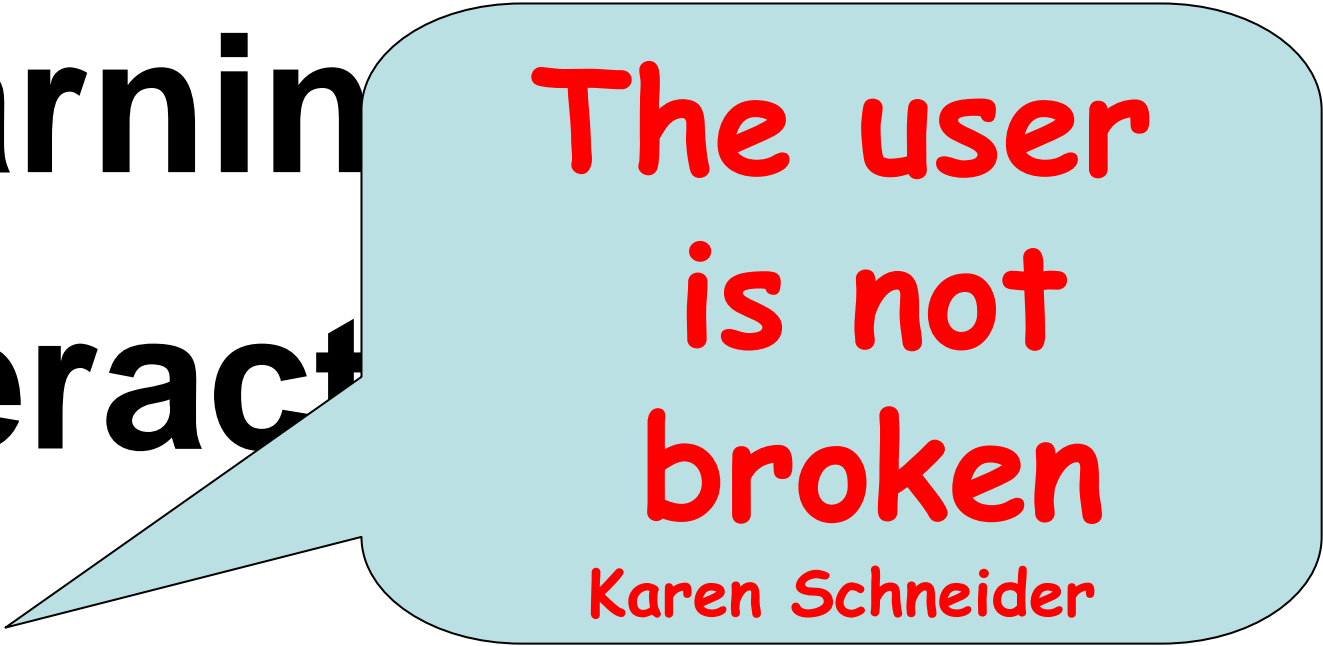
**Build in  
Format  
Agnosticity**

All that matters is...

- **Community**

- **Learning**

- **Interact**



**The user  
is not  
broken**

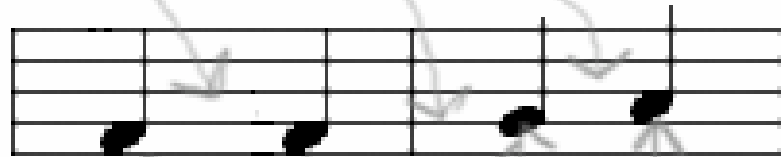
**Karen Schneider**

Libraries core skill is not  
delivering *information*

Libraries improve the quality  
of the *question and the user  
experience*

Libraries are about learning  
and building communities

this



...is as important as this

pp

Ped. \* Ped. \*

The first system of music consists of two staves. The treble staff begins with a piano (*pp*) dynamic marking. The music features a melodic line in the treble and a supporting bass line. The system concludes with a *Ped.* marking and an asterisk.

Ped. \*

The second system continues the musical piece. It features similar melodic and bass line patterns. The system concludes with a *Ped.* marking and an asterisk.

1. 2.

Ped. \* Ped. \*

The third system includes two endings. The first ending is marked '1.' and the second ending is marked '2.'. The music concludes with a *Ped.* marking and an asterisk.

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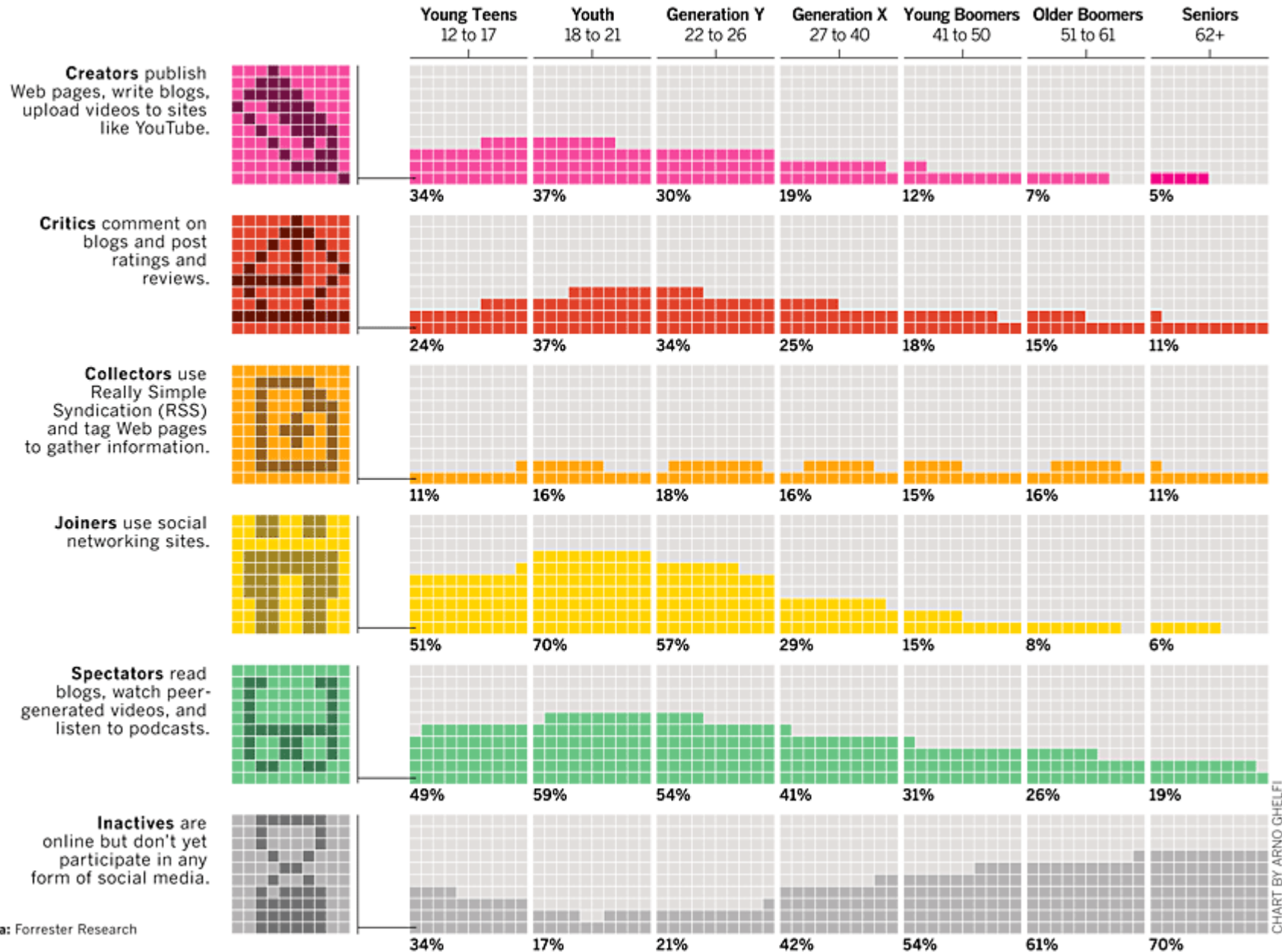
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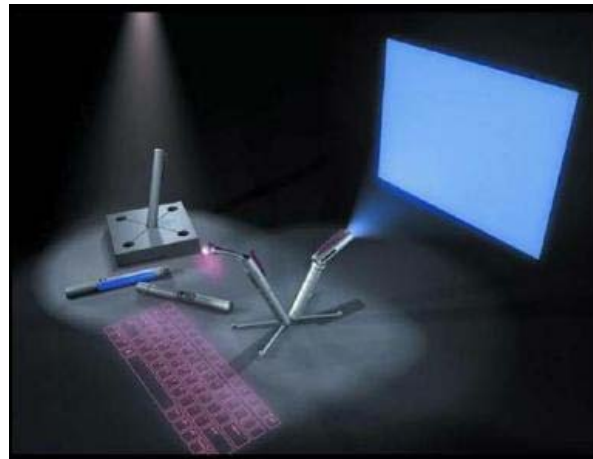
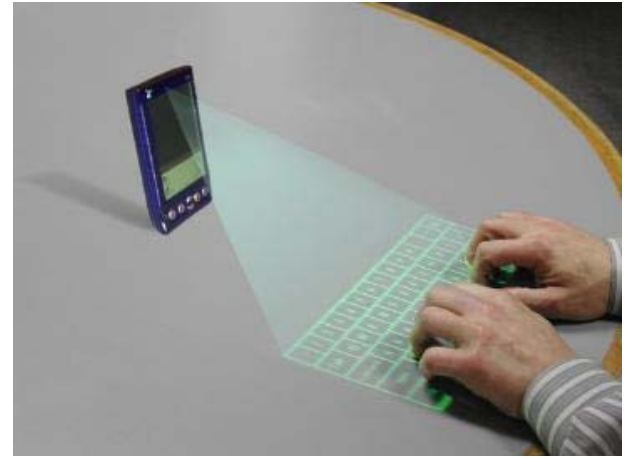
## What people are doing

## Who participates (U.S. online users)



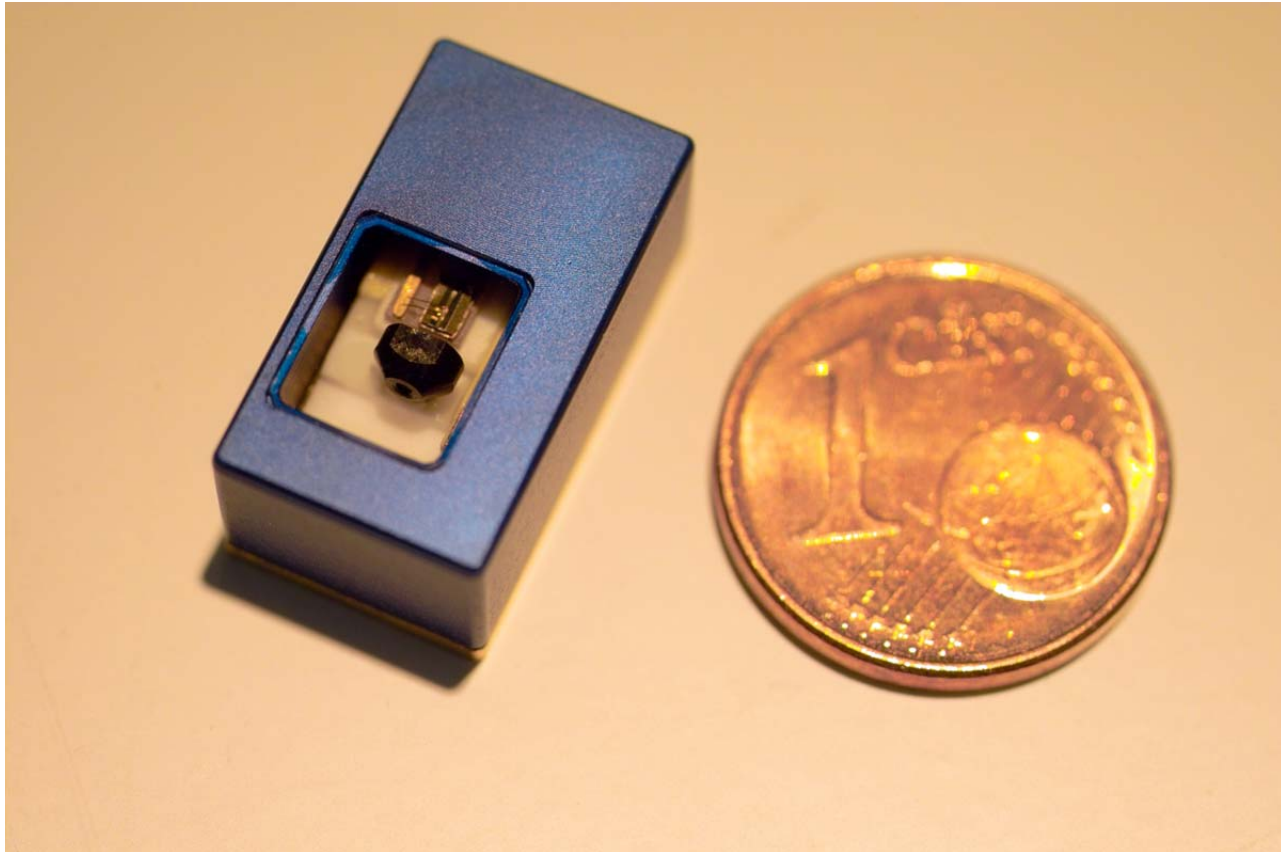
Data: Forrester Research

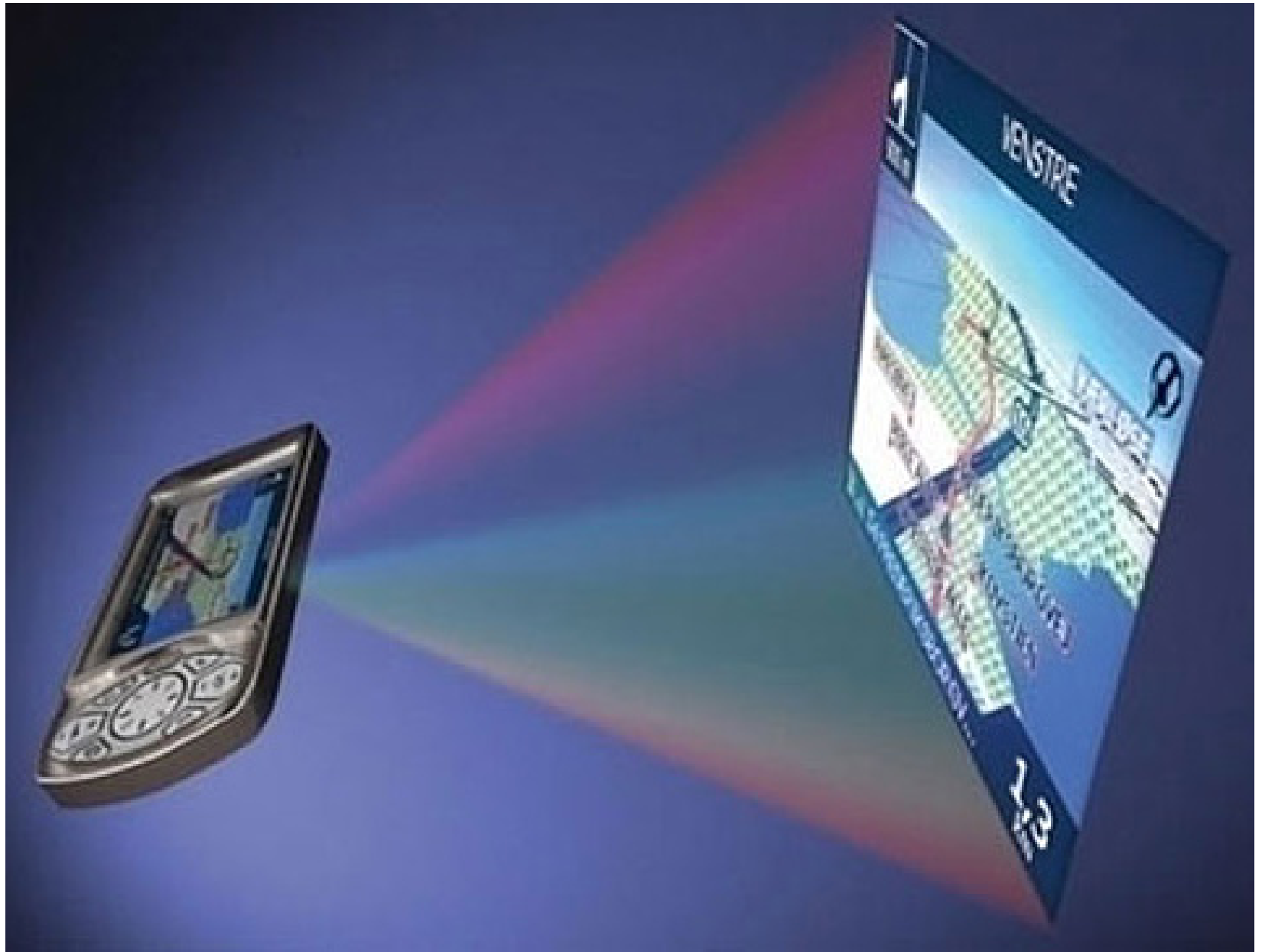
CHART BY ARNO GHELFI

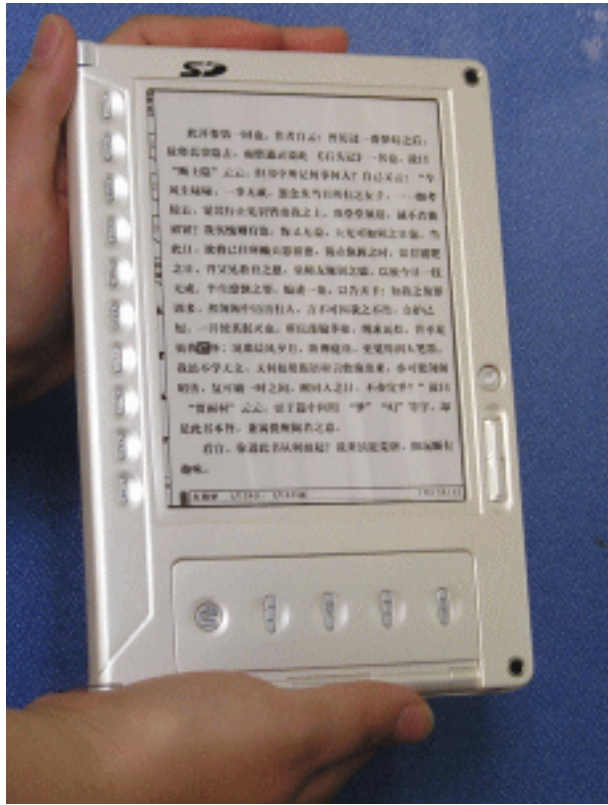




A projector the size of a sugar cube









# Everything's getting smaller



**INFOhio** Ask A Librarian? **US History**

Username: \_\_\_\_\_ Password: \_\_\_\_\_  
 Create New Account

---

**Explore A Subject**

**Check It Out!**

**17th Century Colonies**  
 The 17th Century Colonies Travel History, America's first colonial days, explore reports, significant events, and the lives of the people who lived there. Includes a virtual tour of the Jamestown site, a virtual tour of the Plymouth site, and a virtual tour of the Massachusetts Bay Colony.

**How Do I...?**

**Try This!**

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**Explore A Subject**

**Check It Out!**

**Exploring Space**  
 Sassy Albino

**How Do I...?**

**Try This!**

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**Explore A Subject**

**Check It Out!**

**Animals in Their Environment**  
 Homes and Shelter

**How Do I...?**

**Try This!**

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**Explore A Subject**

**Check It Out!**

**Fun & Games**

**How Do I...?**

**Try This!**

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**Explore A Subject**

**Check It Out!**

**Fun & Games**

**How Do I...?**

**Try This!**

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**Explore A Subject**

**Check It Out!**

**Fun & Games**

**How Do I...?**

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**Explore A Subject**

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**Explore A Subject**

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**How Do I...?**

# Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

1st 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*  
School of Library and Information Science (SLIS)

Dr. David Bokias, *Assistant Professor*  
Information Architecture/Knowledge Management Program (IAKM)

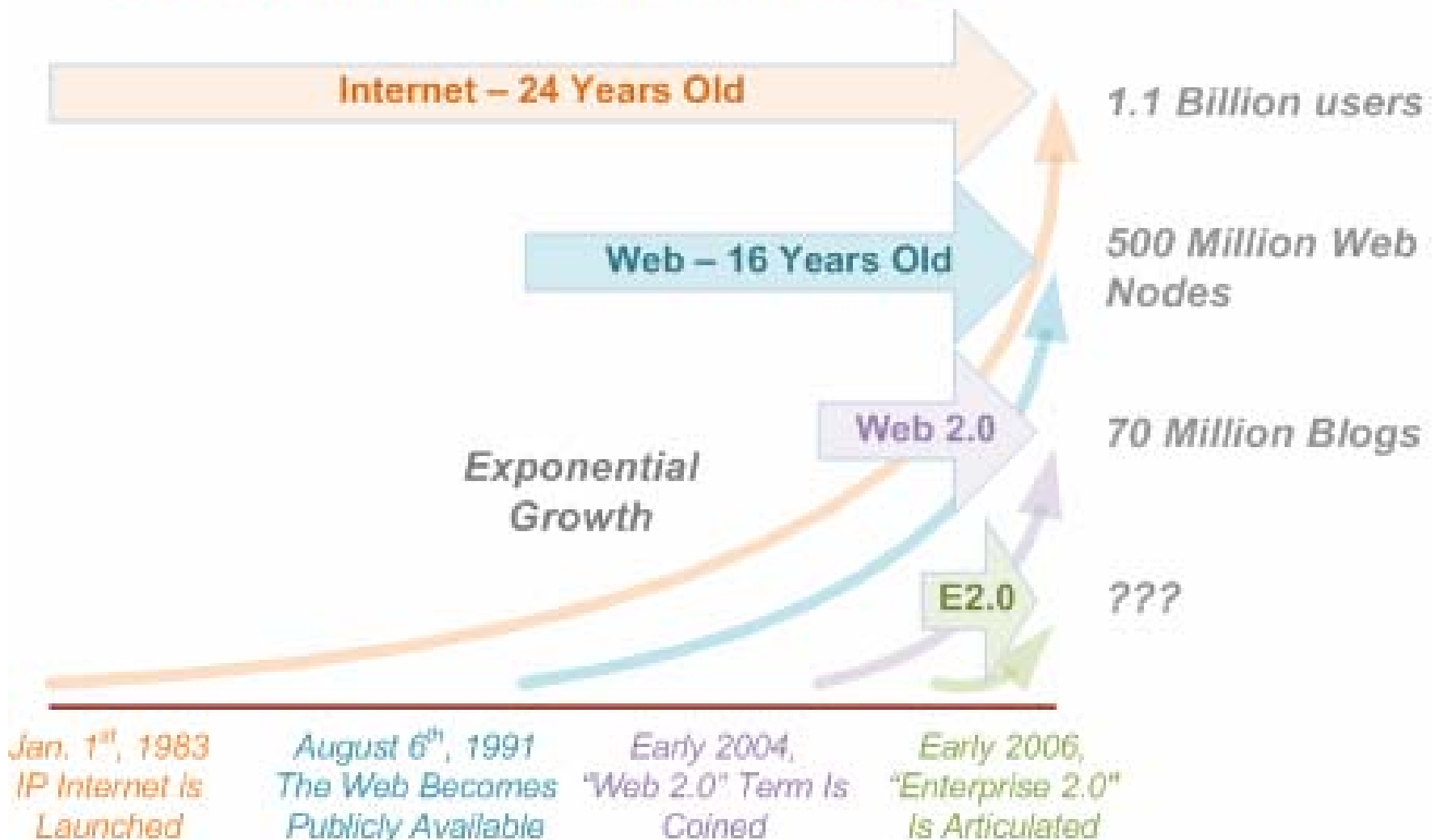
Dr. Yin Zhaog, *Assistant Professor*  
School of Library and Information Science (SLIS)

Dr. Athena Salaka, *Assistant Professor*  
School of Library and Information Science (SLIS)

Dr. Greg Dwyer, *Assistant Professor*  
School of Library and Information Science (SLIS)

May 22, 2006

# Sizing Up Our Global Social Networks: Growth from the Internet to Web 2.0



**myspace**<sup>®</sup> a place for friends

**VONAGE**  
vonage.ca

Premium Unlimited  
**\$39.99**  
/month

Unlimited local & long-distance throughout Canada & the U.S.  
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Save now

Home | Browse | Search | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds

Cool New People

Virginia



Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs  
Browse  
Chat Rooms

Classifieds  
Filmmakers  
Forums

Groups

Over  
**250,000 new users**  
A DAY!

advertisement



Open an **ING DIRECT**  
Investment Savings  
Account.

START SAVING

MySpace Music



Two Gallants

Indie  
San Francisco, CA

Two Gallants bring us an infusion of body-knuckled punk energy to storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

» [Listen Now](#)

MySpace Specials

MySpace URL:  
<http://www.myspace.com/hennepincountylibrary>

**Hennepin County Library's Interests**

**General** [library](#), [css](#), [rss feeds](#), [books](#)

**Music** Check out the [new music CDs](#) on order or recently arrived at the library.

**Movies** Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.

**Books** We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).

**Groups:** [Teen Lit, YA/Teen Books Discussion Group](#)

[View All Hennepin County Library's Groups](#)

**Hennepin County Library's Details**

**Status:** Single

**Zodiac Sign:** [Capricorn](#)

**Smoke / Drink:** No / No

**Hennepin County Library's Blurbs**

**About me:**

**Library Search**

Find books & more  **go**

[add Hennepin County Library Catalog search to your MySpace!](#)

[26 libraries](#) in suburbs of Hennepin County, MN.

Check out the [blog](#) on our [TeenLinks website](#).

[Need homework help?](#)

Love books? So do we! [Find the next good book you're going to read, share a book review & more.](#)

College? Dating? Health? [Get sound advice.](#)

Question? [Ask us online 24/7.](#)  
hennepin county library

**Who I'd like to meet:**

[Library Users](#), [Authors](#), [Volunteers](#), [Teens...](#)

**Hennepin County Library's Friend Space**

Hennepin County Library has 293 friends.

[eVolver](#) [I can't take my eyes off you](#) [:Steen:](#) [Charbonneau](#)



A sustainable social network for life.

F8 Developers  
At least three  
Libraries have  
OPAC in FB now

Over 80% of all college  
and University student  
In North America.

My Privacy

University of Phoenix

Study where you want.

View More Photos of  
View All Zachary's Friends  
Send Zachary a Message  
Poke Him!

**Friend Details** edit

You are friends with Zachary.

**Mutual Friends**

21 friends in common. See All



**Personal Info**

Political Views:

Activities:

Interests:

Liberal

Assistant Op  
Cinemas (I get  
Coordinator for  
Hockey Club est. 20  
the model United Nation  
I have two hobbies that I  
collect rare photographs... I have  
Houdini locking his keys in his car... the  
rare picture of Norman Rockwell beating up a child.  
Also, I have a vast seashell collection that I keep



# Library 2.0

This network is for Library 2.0 Stuff

- Main
- My Page
- Members
- Videos
- Photos
- Forum
- Invite

This network is for librarians and others interested in Library 2.0.

LibWorm Search

- L2 Feeds via SuprGlu
- [More on ning and the library 2.0 network](#)
  - [Bibliotek 2.0, in stockholm](#)

Welcome:

Welcome to Library 2.0. Once you join, please introduce yourself by going to the [Introductions Topic](#) in the forum or clicking on the link.

-----

[Pop-Up for Library 2.0 Chat](#)

Library 2.0

Welcome to this chat. Please enter your **nickname** to continue.

Get your own chat at [Chatcreator.com](#)

- Hello, [Stephen K Abram](#) (sign out)
- [My Friends](#) (Invite More)
  - [Edit My Profile](#)
  - [Change My Profile Photo](#)
  - [Email & Privacy Settings](#)

Ads by Goooooogle

**Future of Libraries**  
Visionary Futurist - Thomas Frey Keynote  
Speaker - Library Trends  
[www.davinciinstitute.com](http://www.davinciinstitute.com)

**Microsatellite Libraries**  
Enrichment for four motifs include 100 sequences and primer design



Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING  
BUY AND SELL WITH LS  
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Alliance,  
Charlotte,  
San Jose SU  
Europe (2X)  
Australia

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

Land For Sale view larger map





**5,000 Library  
visits every  
night!**



**Me**

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Pages

Attachments

Comments



**Intro to Library Research**  
Zack Mortal, Instructor

## 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 plethora 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 286 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.

Loni 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, Lorelei Junot, 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.

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

**See BOOK, Page 20**

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.

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# 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**

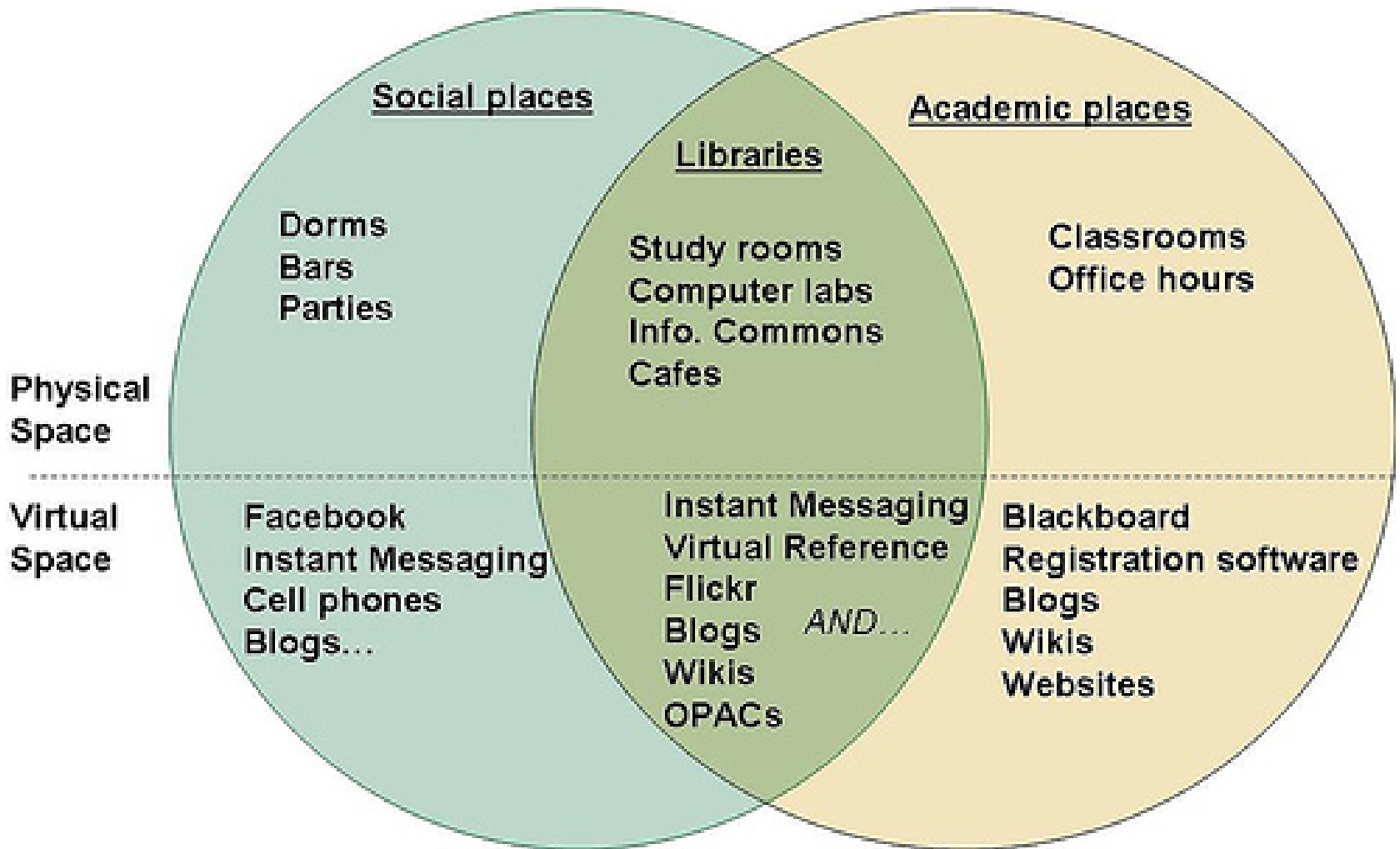
- Tagging for personalisation

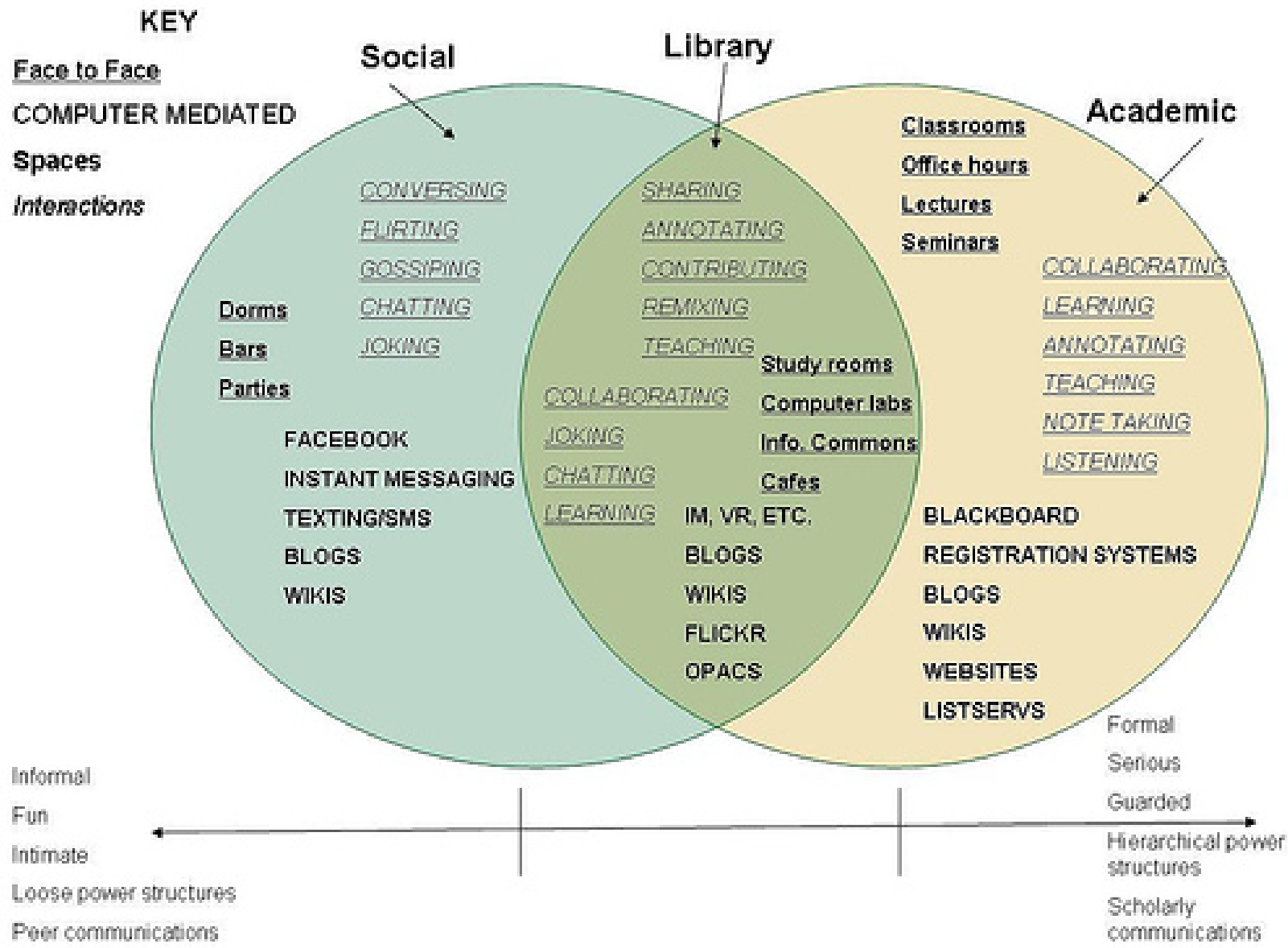
**Searching**

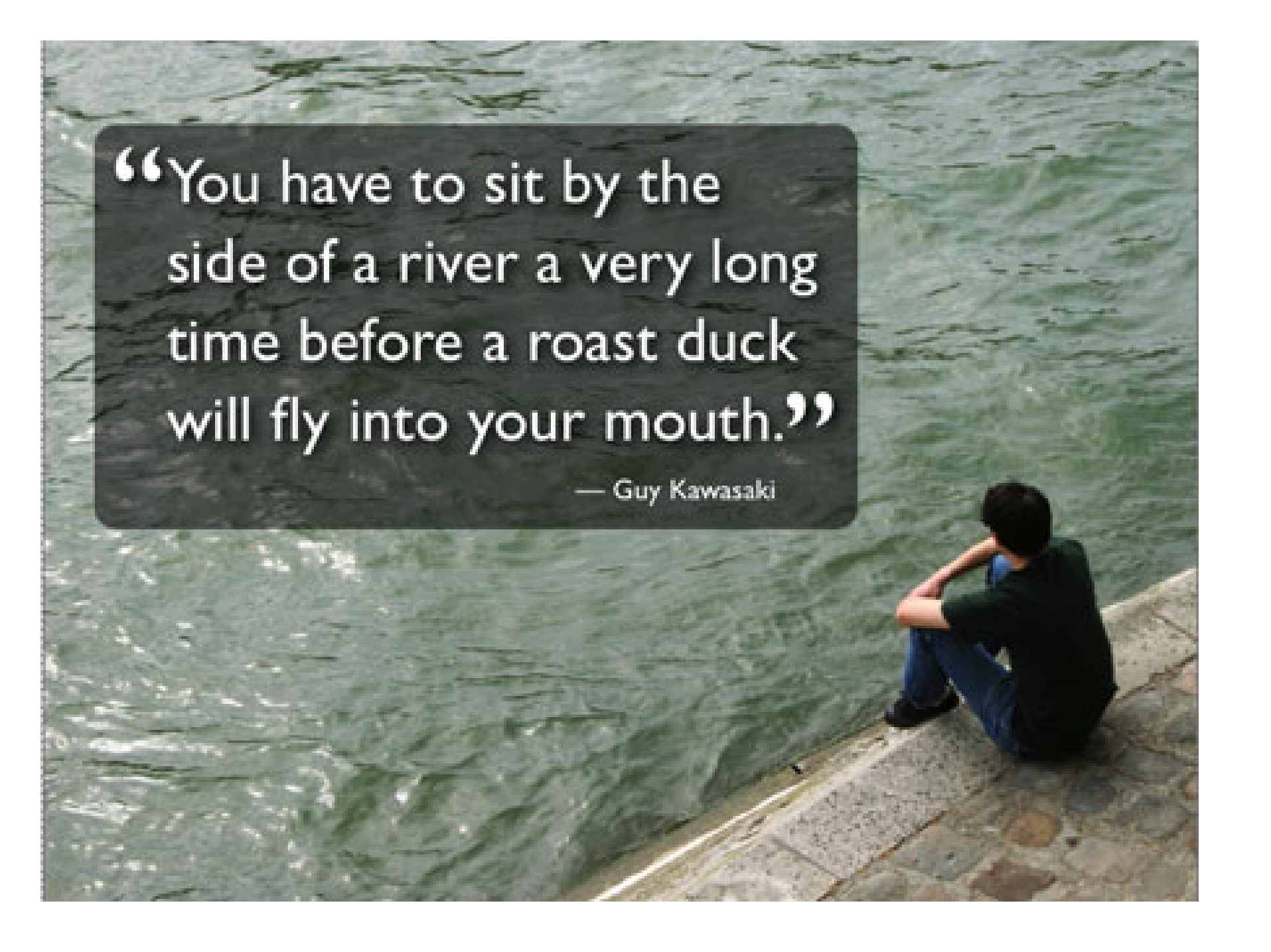
- Browser and desktop API
- Blogs & social networks
- Visual & metasearch engines

**Mobile computing**

**RSS feeds and Mashups**





A person is sitting on a stone ledge by a river, looking out at the water. The person is wearing a dark green t-shirt and blue jeans. The water is a dark green color with some ripples. The stone ledge is made of large, grey stones. The background is a vast expanse of water stretching to the horizon.

“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

**RISK**





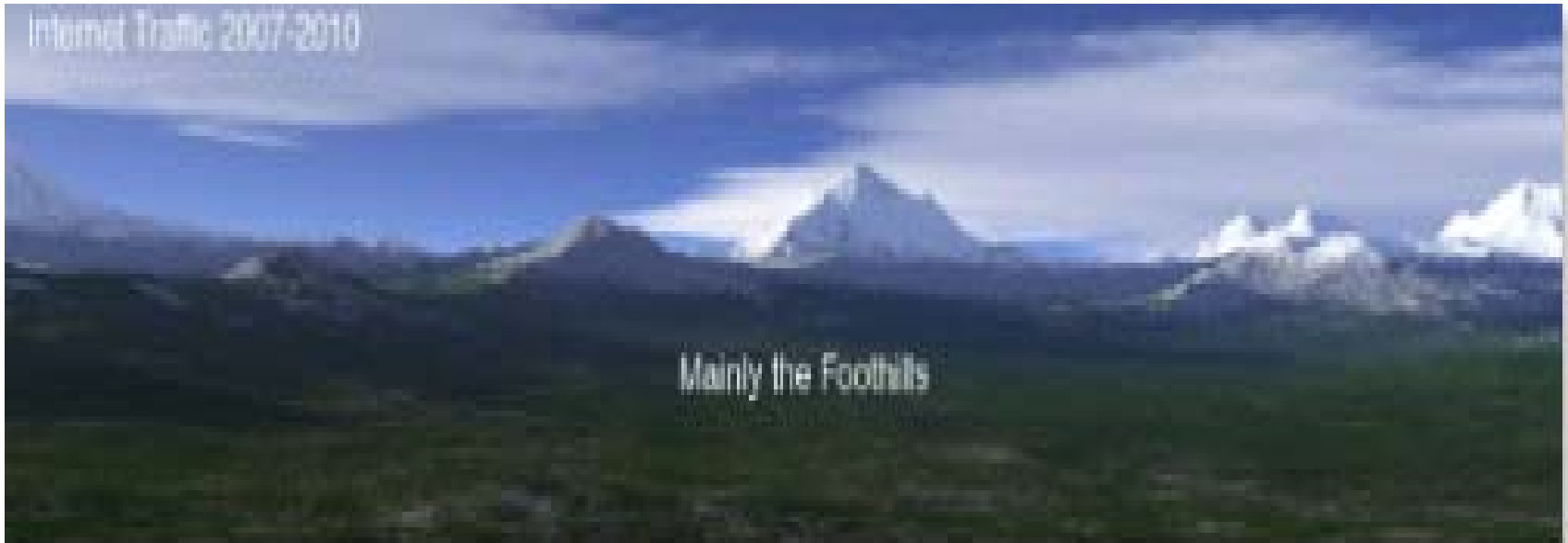
# Looking too close



# The Landscape Today



# The Emerging Landscape





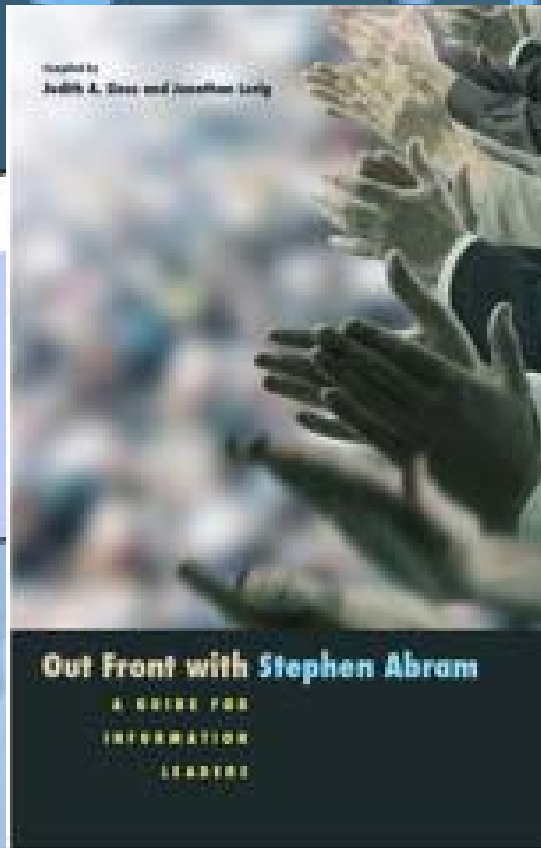
*Worth* 1000.com

We librarians must learn that when we study something to death, *Death was **not** our original goal.*



Change  
Week  
starts  
Monday!





Stephen Abram



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<http://stephenslighthouse.sirsidynix.com>

# Slides

- These PPT slides will be at:
- Stephen's Lighthouse (after ALA)
- <http://stephenslighthouse.sirsidynix.com>
- Or give me a USB drive and I'll give you a copy.

