Reality 2.0: Transforming Ourselves

SLA, June 17, 2008
Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President,
Innovation SirsiDynix
Chief Strategist,
SirsiDynix Institute
What does Lifelong Learning Mean?
Found New World Order

Your new world order is installed and ready to use.
Classic Change Adoption

Corn, proofs, enough?

Classic Change Adoption

Where Are We?

Classic Change Adoption

Where Are We?

Classic Change Adoption

Where Are We?

The Adoption Curve

Where blogging is today
Podcasting & RSS

Innovators “Techies”
Early Majority “Pragmatists”
Late Majority “Conservatives”
Laggards “Skeptics”

Early Adopters “Visionaries”
Is all you see?
CHANGED PRIORITIES AHEAD
• When something needs change…

• Do it.

• Take responsibility
The world is going to change with or without you... get ready!
Let’s Look At the Supposed Limits to the Future
Happily, There Are None.
Or, sadly, there are a lot.

- National Debt and National Borrowing
- Sub-prime Mortgage Crises
- Bankruptcies …
- Gold Prices
- Oil Prices
- War and Famine
- Ignorance and Prejudice
- Globalization
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Techolust
- Political Regime Change
Library culture of poverty, victimization, risk aversion, and passive resistance
WORRY TANK

What if it all blows up in our

What if it all diapers

What happens if it works... all too

well?
How Can Your Career Have No Borders?
Becoming More Open to a Global Reality
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
Being More Open to Change
50 Reasons Not To Change

- I'm not sure my boss would like it.
- It's too ambitious.
- We don't have the equipment.
- It's impossible!
- We'll catch flak for that.
- No one asked me.
- We didn't budget for it.
- I don't have the authority.
- That's someone else's responsibility.
- It won't fly.
- We've always done it this way.
- It's too complicated.
- What's in it for me?
- They won't fund it.
- It will take too long.
- We can't take the chance.
- It's too political.
- We don't have consensus yet.
- It can't be done.
- It's not my job.
- It needs more thought.
- Another department tried that.
- It's too radical.
- We're doing OK as it is.
- We don't have the staff.
- It's against tradition.
- They're too entrenched.
- There's too much red tape.
- We're waiting for guidance on that.
- It won't work in this department.
- We tried that before.
- There's not enough time.
- There's no clear mandate.
- It will never fly upstairs.
- It's not our problem.
- Maybe.
- It needs committee study.
- Me falta ánimo.
- They don't really want to change
- I'm all for it, but...
Change?
Focus?
Focus
Being More Open
Experimentation, Pilots and Innovation
Being More Open to Social Networks, Content, Access and ...
Social Systems

me.

LinkedIn
Twitter
Delicious
Blog
Facebook
Slideshare
What people are doing

Creatives 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>Creatives</td>
<td>34%</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>29%</td>
<td>15%</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
The Sharing Economy
Being More Flexible
Being More Open to Risk
Being Open
to a Mosaic
of Solutions
Being Open to Ambiguity
I've got my tinfoil hat on
Be More Open to Technology and Unintended Consequences
Your Personal Five Year Plan?
Information

Noun

Inform

Verb

Informed

Results and Impact
This is normal
Device Agnostic & DRM Wars
Everything's getting smaller
Mainly Mobile Focus
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
EXCUSES
Turning Excuses into Reasons

And Reasons into Plans
Remove the Borders Inside Libraries

Be the Change We Want to See
Remove the Borders In the Library Community

Be the Change We Want to See.
Remove the Borders Between Librarians and Users

Be the Change We Want to See.
Be The Change We Want to See

Remove the Borders Between Librarians and Influencers
Be Inspirational
Be Important

EXPENDABILITY

KIRK, SPOCK, MCCOY, AND ENSIGN RICKY ARE BEAMING DOWN TO THE PLANET. GUESS WHO'S NOT COMING BACK.
Put Your Meat In The Game
Know What Makes Us (and You) Different
Find Your Voice and Use It
Honest to G*d – Have Fun
Be More Open to New Paths
Be More Open to the Users’ Paths
Being Open to Standing Out
“**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](http://i.imgur.com/flickr.png)
- Shared Knowledge = ![Wikipedia](http://i.imgur.com/wikipedia.png)
- Shared Bookmarks = ![del.icio.us](http://i.imgur.com/delicio.png)
- Shared News = ![Technorati](http://i.imgur.com/technorati.png)
- Shared Videos = ![YouTube](http://i.imgur.com/youtube.png)
- Shared Everything = ![Myspace](http://i.imgur.com/myspace.png)
Build a Sandbox
Building HR Capacity in Libraries

- 23 Things
- Learning 2.0
- Learning 2.1
- 5 Weeks to a Social Library
- The Internet Can Change Your Life
Welcome to the Innovation Portal

Membership in SLA means access to cutting-edge products, services, and programs designed specifically for you—the information professional. Information that adapts as fast as your environment, SLA sets the standard.

Tech News Daily
Your daily dose of technology headlines, brought to you by SLA Partner, Nexerpt. Articles and Archive

Members
Login
My SLA
Events
Renew

Non-Members
Join
Benefits
Request Information

Info Videos
Blogging
Podcasting
Second Life
Social Networking
Wiki’s
Test Jump

Web Design: Dreamweaver
Getting Started
Site Development
Adding Images
Links, Fonts and Color
Creating Navigation Bars

Online Training Center
Atomic Learning
Partnership
Test

Technology Showcase

SLA Collaboration Central
SLA Initiatives – Innovation Lab

The SLA Innovation Laboratory
a place to explore

SLA is committed to fulfilling its members' needs, and those are increasingly represented in technological training and self-learning activities. The Innovation Laboratory is populated with SLA-licensed software and open-source applications. The selection of tools we offer will evolve with your input and as budgets allow.

In addition, to software applications, SLA will be offering free technology training courses to members. Including such topics as:

- Setup and use of a wiki
- Setup and use of a blog
- Using Adobe for client communication
- Understanding social networking
- Web development with Dreamweaver
- Creating podcasts

Visit the Innovation Lab when you are able. Experiment with and learn about the new technologies and then to share your learning with other members in the casual, and wonderful fashion that SLA is known for.

The SLA Innovation Laboratory Application Suite
Why just read about the latest information tools? Just jump in and try out the robust selection of XX fee and free application tools that we’ve selected for you.

Twitter Away at SLA 2008
For the first time at conference, we'll use Twitter to make the conference experience more collaborative. Join fellow Lab Rats and make the conference more of a "we" event.

Technology Links
We’ve scoured the web and gathered a collection of sweet applications for you to "play" with. Dive deep, and let the rest of us know about the gems you come up with.

23 Things
This is a a step by step, week-by-week paced learning strategy for information professionals to learn 23 new information tools.

Second Life
SLA has set up an Island on Second Life. Now’s your chance to find out what the fuss is all about.

SLA Innovation Wiki
This component of the Innovation Lab allows you to share your learnings and creations. As you do we'll be building a virtual library of members' lab innovations for your SLA colleagues to learn from. And you can explore the projects other members have built.

SLA has a long tradition in successful education in Innovation Laboratory differs from continuous learning something members you do for yourself, independent of the training, play, and learn, we have the framed learning strategies for you to invest the time and
SLA Initiatives – Atomic Learning

What do you get with a subscription?

- **Web-based software training** available 24/7
- More than **35,000 tutorial movies** on more than 110 of the most common software applications
- Over 500 **new tutorials** added every 45 days
- **Closed captions** available on thousands of tutorials
- Over 200 **technology-based classroom** activities and curriculum resources
- **Home access** so you, and your students and their parents, can use Atomic Learning where and when you need it
- **Usage tracking** that displays which tutorials have been accessed by username and usage levels by site/district
- **AL’s Weekly Tech Tips** and e-Newsletters that keep you up-to-date on frequently asked questions, news, and the latest tutorial releases
- **Assistance with integrating** Atomic Learning into your technology and training environment
SLA Initiatives – Seattle Twitter

The SLA Innovation Laboratory
a place to explore

Twitter

The Lab Rat loves twitters (and tweets)

For the first time at conference, we’ll use Twitter to make the conference experience more collaborative. Join fellow Lab Rats in making the conference more of a "we" event.

Why should you use Twitter and sign up for sla2008? You can use it for note-taking during sessions, meetings and presentations. If you'd like you can, immediately, share gems of what you have learned with other conference participants or colleagues back home. Or you could use it as a "parking lot" for ideas as they occur to you. The best reason to use Twitter is to connect with colleagues at conference and even to direct people to your blog/website for more information.

By following the sla2008 feed, you will have the opportunity to participate in SLA2008. Feel free use Twitter to ask questions, even if you're not at the conference.

Setting up a Twitter account

SLA Lab Rat, Daniel Lee, demonstrates the use of Twitter to get you started.
SLA Initiatives – 23 Things

Welcome to 23 Things!

23 Things Blog

Welcome to 23 Things

Added by Karen Huffman, last edited by Karen Huffman on Jun 03, 2008 (view change)

Labels: social networks, collaboration, committees, minutes, project plan, brainstorming, 23things

Welcome to 23 Things!

Time To Learn
2.0 is about play
A Key Intervention
23 Learning 2.0 Things

- Week 1: Introduction (official start after Seattle Conference)
- 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
Our space in SL is slowly taking shape

Above is a photo of our space in Second Life (SL) as it currently exists. We secured the space in February and have been slow to build on it. Our hope is to make our land (4,096 sq. meters or 44,089 sq. ft.) a space that contains a welcome area, an exhibit area and a sandbox (a place where people can experiment with building things).

Although building structures in SL takes less time than in real life, it will be nice to see things built!
SLA in SL
Just for fun
Me
SLA Initiatives – Free eBrary

1,000+ Titles
Introduction

What is very much the same in today’s business world as it has been for decades is that innovation by itself is not enough. The company needs a strategy to drive innovation and adopt it. This strategy must be at the center of the innovation process from beginning to end. The company must embrace innovation at every level of the organization. The focus must be on creating new customer experiences that drive revenue growth and profit. What’s different is how to do it.

The key to winning in today’s world is innovation. But innovation has often been left to technical experts or perceived as unnecessary by non-technical managers. Our goal is to help companies and managers understand the importance of innovation and how to make it happen.

The Game-Changer

How You Can Drive Revenue and Profit Growth with Innovation

By A.G. Lafley and Ram Charan

Published by Gower Business, 2005
ISBN 0765712364

SLA Initiatives

Every Week
EBSCO Green and LISTA Databases

Thanks EBSCO

FREE
SLA Initiatives – Unit Software

SLA operates several Web logs, or blogs, where members can catch up on topical information and leave comments. A list of the open blogs is below:

<table>
<thead>
<tr>
<th>SLA &amp; SLA Unit Blogs</th>
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</thead>
<tbody>
<tr>
<td>SLA Blog</td>
</tr>
<tr>
<td>INFO X - The CEO’s Blog</td>
</tr>
<tr>
<td>Solos Helping Solos Blog</td>
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<tr>
<td>Impact: Leadership &amp; Management Division Blog</td>
</tr>
<tr>
<td>Information Technology Division</td>
</tr>
<tr>
<td>IT Blogging Section</td>
</tr>
<tr>
<td>Government Information Division</td>
</tr>
<tr>
<td>Kentucky Chapter</td>
</tr>
<tr>
<td>Bio Med Division/Systems Thinking Perspective</td>
</tr>
<tr>
<td>Pharmaceutical &amp; Health Technology Division/Position Profiles</td>
</tr>
<tr>
<td>IPANDA Net</td>
</tr>
<tr>
<td>Chapter Modeling Task Force</td>
</tr>
<tr>
<td>Remembering Frank Spaulding</td>
</tr>
<tr>
<td>SLA 2006 Conference Blog</td>
</tr>
<tr>
<td>SLA 2005 Conference Blog</td>
</tr>
</tbody>
</table>

SLA invites units to create their own blogs on SLA’s service through
Innovation for Units

- Discussion Lists
- Websites
- Blogs
- Social Networks
- Wikis
- Surveys
- Conferencing
- Community software
News Connections

Welcome to **News Connections**, the latest of the SLA Connections series of resources published to keep SLA members abreast of the latest industry and association news.

SLA Feed Reader

SLA News Connections now includes access to open Web content driven by *NewsGator's* reader, delivering RSS feeds to the desktops of SLA members.

*** Find out more about how RSS can improve the way information is disseminated in your organization ***

Attend a free educational Webinar from *NewsGator Technologies*

Read the latest Factiva News Connections.

These articles are summarized by topic, of which there are currently eight, using Factiva Track Modules.

Read the latest Nexcerpt News Connections.

Connect to web sites for news and other items of interest.

*** Create and publish your own Nexcerpt issues ***

SLA members receive a 10% discount on Nexcerpt’s services.

If you have ideas for additional topics, please let us know at resources@sla.org.
**It's Not Very Old**
1/16/2008 9:23:39 PM

All these things we depend on are truly quite young.

This month marks the 25th anniversary of TCP/IP. It was co-invented by our SLA Seattle Conference keynote Vinton "Vin" Cerf.

So TCP/IP is about as old as a university grad just starting out today.

I put up my first website at the end of 1994 based on 1992 CERN stuff. It was awful. The Canadian government went on the web in 1995 about the same time as America Online started offering internet access.

So websites are about 14. Wow - all set for an exciting high school career.

It is joined by browsers that started out in about 1993.

Just getting to sophomore year.

Just recently we noticed that Google’s domain name was 10 years old but the search service is only about nine.

So Google style searching is only in about grade five.

Last week, Wikipedia turned 7 or 8. So it is in Grade 4.

Blogs started in about 1998 but really blossomed in 2002.

So they’re ten too and join Wikis in grade four homeroom.

MySpace is from 1999.

A sturdy 8 year old. Grade 2 is fun.

Delicious tagging started in 2003.

So it’s four and entering junior kindergarten.
SLA Initiatives – Factiva Alerts
SLA Initiatives – Click U

Try the Click U Course of the Month at NO CHARGE to Members!

New To Click U: 2008

2008 Click U Live! Event Calendar Now Available

Get a head start on planning your professional development and learning opportunities in 2008 by reviewing the Click U Live! 2008 event calendar.  learn more...

CI Certificates Program Graduation

SLA hosted the final course of the 2007 CI Certificates Program in November and held a graduation ceremony for the first class of SLA members to complete a full certificate in Competitive Intelligence from Click U. Congratulations to all of our graduates!  learn more...

Knowledge Management Certificates Program
CLICK University

- CI Certificates Program Graduation
- Knowledge Management Certificates Program
- Certificate in Copyright Management
- Certificate in Competitive Intelligence
- Career Center
- Gary Price's Research Tool Box
- Annual Conference Delivered!
- Professional Improvement Libraries: A La Carte Pricing
- Course of the Month Course of the Month
- Leadership & Management Library (Almost 1,000 books)
- 25% Student Member Discount
- University of Toronto: Professional Learning Centre
- IACET Recognition
Your Career Has Seasons
Be a Lab Rat!
Energizing SLA

- Volunteer Project for Participation
- The Innovation Laboratory (Software, Wikis, Flickr, Blogs, social tool and more)
- Student Initiative
- Learning 2.0 – 23 Things in 15 Minutes a Day

- Seattle Conference Twitter
- Social Networking Pilots (Find me on LinkedIn, Facebook and Ning)
- The Testimony Project
- Second Life for SLA Orientation
Remember:
Sign up – Volunteer
Engage and Participate
Join or Renew
Be The Change You Want To See
Collegiality
Innovate in 2008
A Third Path
“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
Be a Curious Lab Rat!
SLA Initiatives – Fast Track
Welcome to the New SLA
Remember: Your Member ID and Password Unlocks a World of Value
These PPT slides will be at my blog ‘Stephen’s Lighthouse’ and the conference website.

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Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com
23 Things

By Richard Geiger & Tim DeWolf
Back in the days of the acoustic coupler
I know my brain was so much suppler
Now there’s a technological profusion.  
Here’s how I’ll deal with my confusion:
With abject apologies to the Four Preps…
Welcome to 23 Things!

Twenty three things I’m going to learn.
Right to the leading edge I’ll return.
Welcome to the original Learning 2.0 Program. This site was created to support PLCMC’s Learning 2.0 Program, a discovery learning program designed to encourage staff to explore new technologies and reward them for doing 23 Things. Since the program’s launched, it has fostered Learning 2.0 programs all over the world. If you are interested in duplicating or modifying this program for your organization, please see Program Notes on About Page and contact Helene Blowers for information.

About the Learning 2.0 Project:

Staff Prizes FAQs for Staff News & Program Notes *

This blog has been set-up as part of PLCMC’s Learning 2.0 project to encourage staff to experiment and learn about the new and emerging technologies that are reshaping the context of information on the Internet today. The objectives of this program are:

- encourage exploration of Web 2.0 and new technologies by PLCMC staff;
- provide staff with new tools (that are freely available on the Internet) to better support PLCMC’s mission: Expanding minds, Empowering individuals and Enriching our community.
- reward staff for taking the initiative to complete 23 self-discovery exercises.

The Learning 2.0 program was designed by Helene Blowers, PLCMC Technology Director, with the support and assistance of several staff and is loosely based upon Stephen Abrams’s article, 43 Things I (or You) might want to do this year (Information Outlook - Feb 2006) and the website 43Things.

Step by step my mind will yearn to advance, advance, advance, advance, advance
I’ll navigate Web Two Point Oh
Set up a blog and rolyo
Get RSS when I’m on the go  ... I’ll advance
I’ll wander around with buds in my ears,  
Absorbing podcasts galore.
My head so full of really cool stuff,
I’ll wonder how I ever managed before.
On my wiki I will share, 
*Pics and flics and thoughts to air.*
Folksonomies will take me where I’ll advance
No more cares of being a loser,
By falling behind in the race.
I’ll make new friends every day,
And they’ll all be in cyberspace.
MySpace, Friendster, and Kaboodle. YouTube, Flickr, all things Google.
Widgets, Netvibes, Technorati,
Starting to go a little bit dotty
Welcome to 23 Things!

With twenty-three things I’m going to learn...