



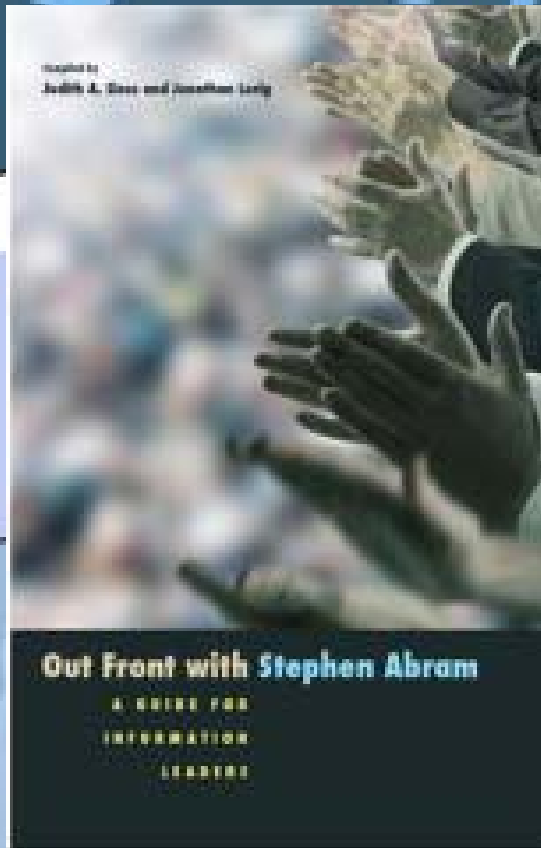
# Charting the Future of SLA and Libraries

**Oct 24, 2007**

**Stephen Abram**  
**President 2008, SLA**

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





Stephen Abram



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**Isn't it just  
FANTASTIC?!**

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# Nano, Light, BioTech, Genome, Web 2.0

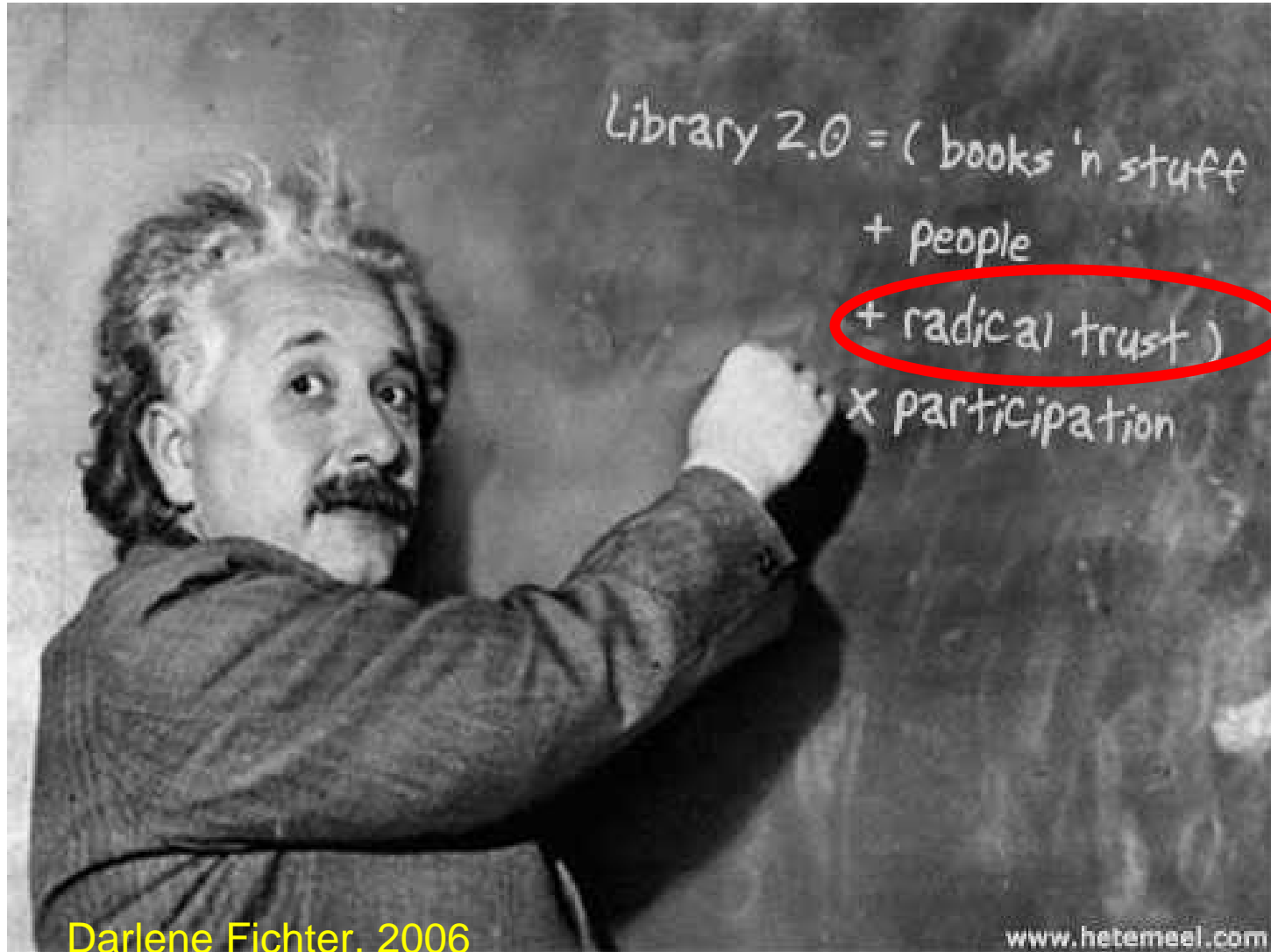
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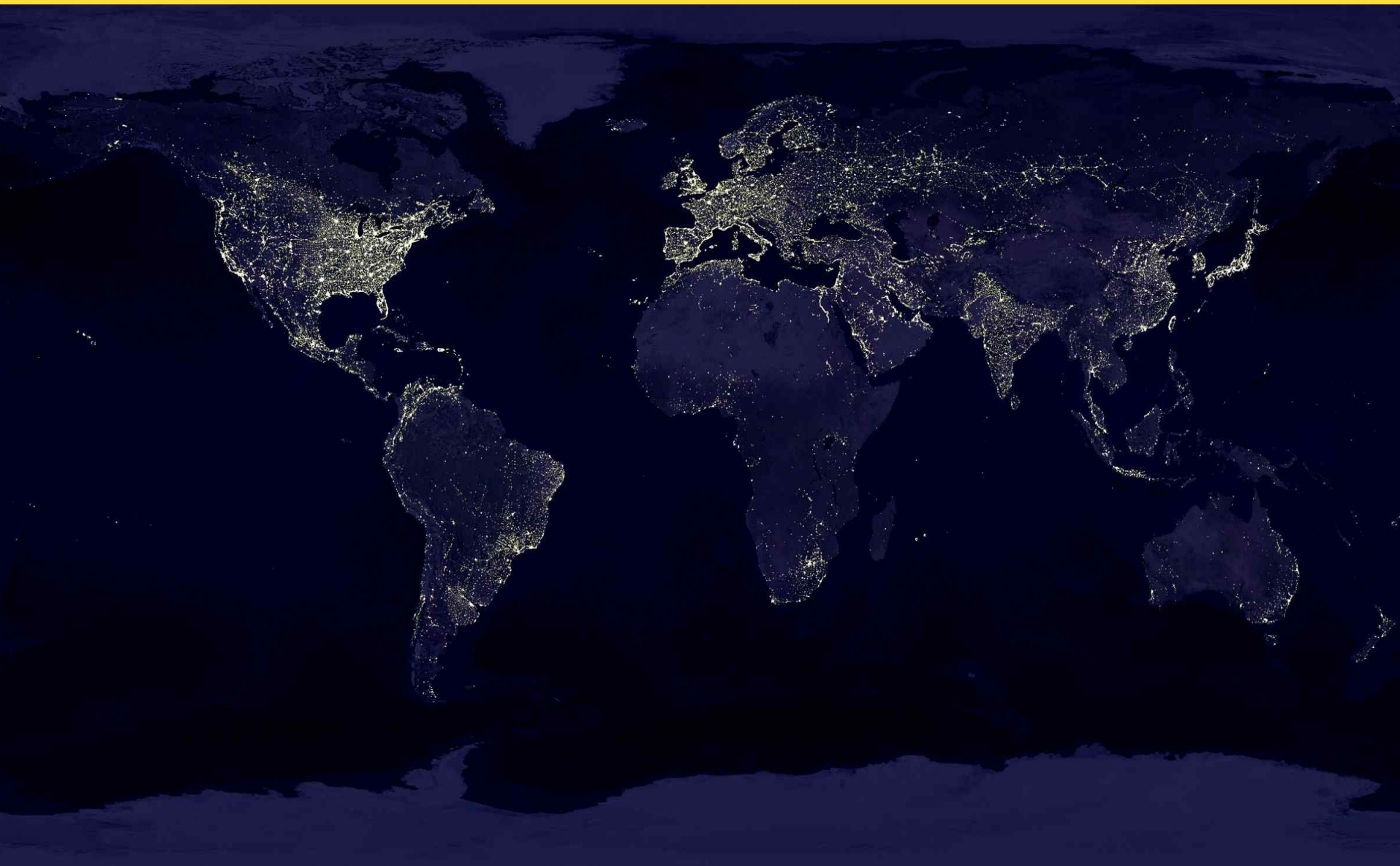
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# What Does It All Mean, 2.0?

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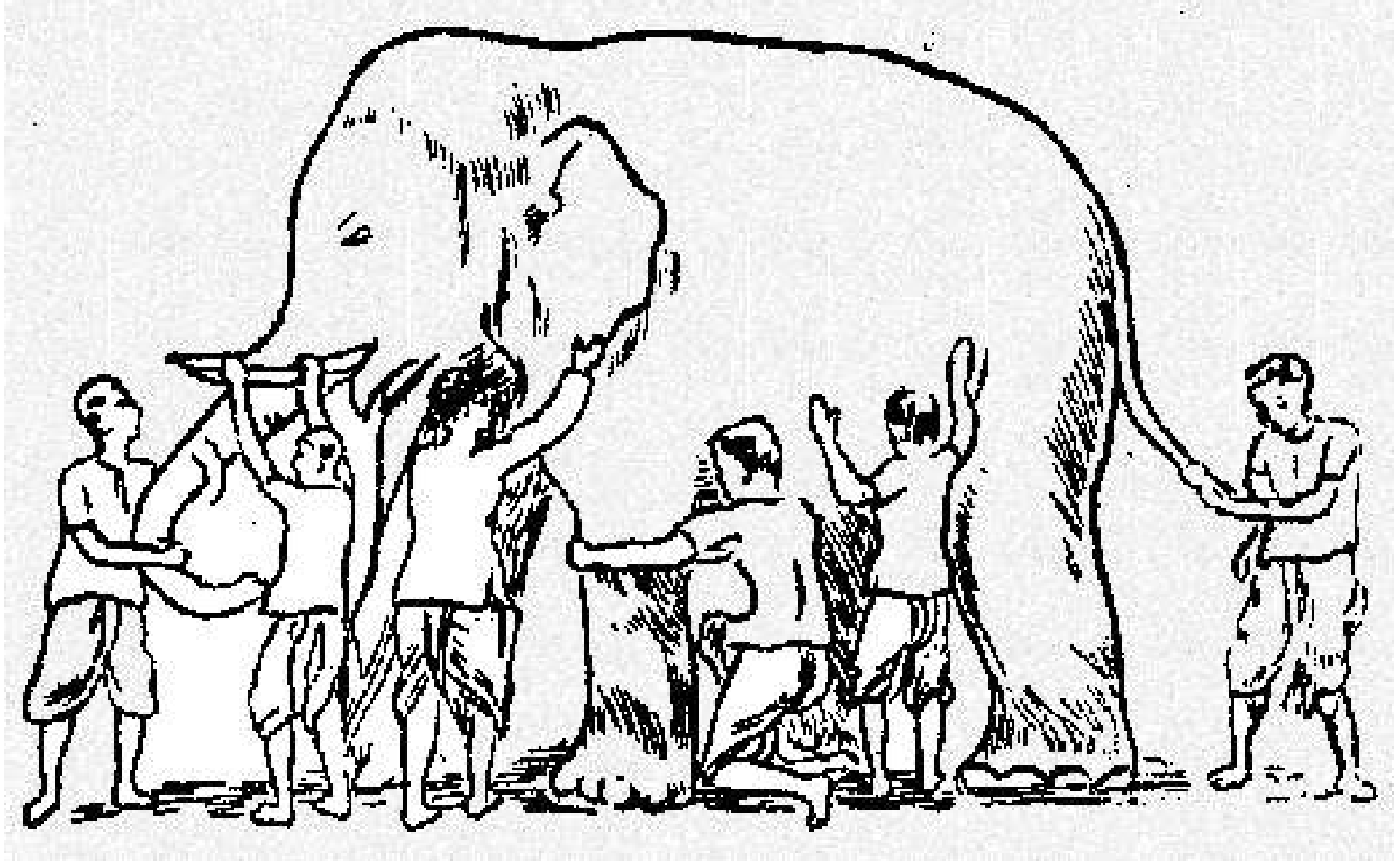


Darlene Fichter, 2006





**i Found New World Order** ✕  
Your new world order is installed and ready to use.



**CHANGED  
PRIORITIES  
AHEAD**



**RED ROUTE**

**No stopping  
at any time**

**JAEGER**



# Associations

- Networking
- Learning / Professional Development
- Influence / Lobbying / Public Education
- Selling Stuff (

**Challenges:**  
**Diverse Members**  
**Life Stages**  
**Communication**  
**Financial**  
**Change Management**  
**Diffusion**



# Great Expectations

The future is already here,  
it's just not evenly  
distributed yet!



# Expectations 1.0

- Yes the principles and foundations of associations have not changed. . . *We have* always done this.
- The tools we use are entering a new era. And where we get the tools, how we use them, and how flexible and timely we can be *is* changing.
- Will attitudes and aptitudes change if we don't re-frame the conversation? *Maybe.*



# Web Expectations 1.0

- Educate (vs. Learn)
- Search
- Retrieve
- View
- Print
- Link
- Navigate
- Read
- . . .



# Association Expectations 1.0

- Link me to others
- Educate me
- Give me a leg up
- Fix the government(s)
- Give me benefits
- I'll give you volunteer time
- I'll pay you on spec and for service
- Represent my interests



# Association Expectations 2.0

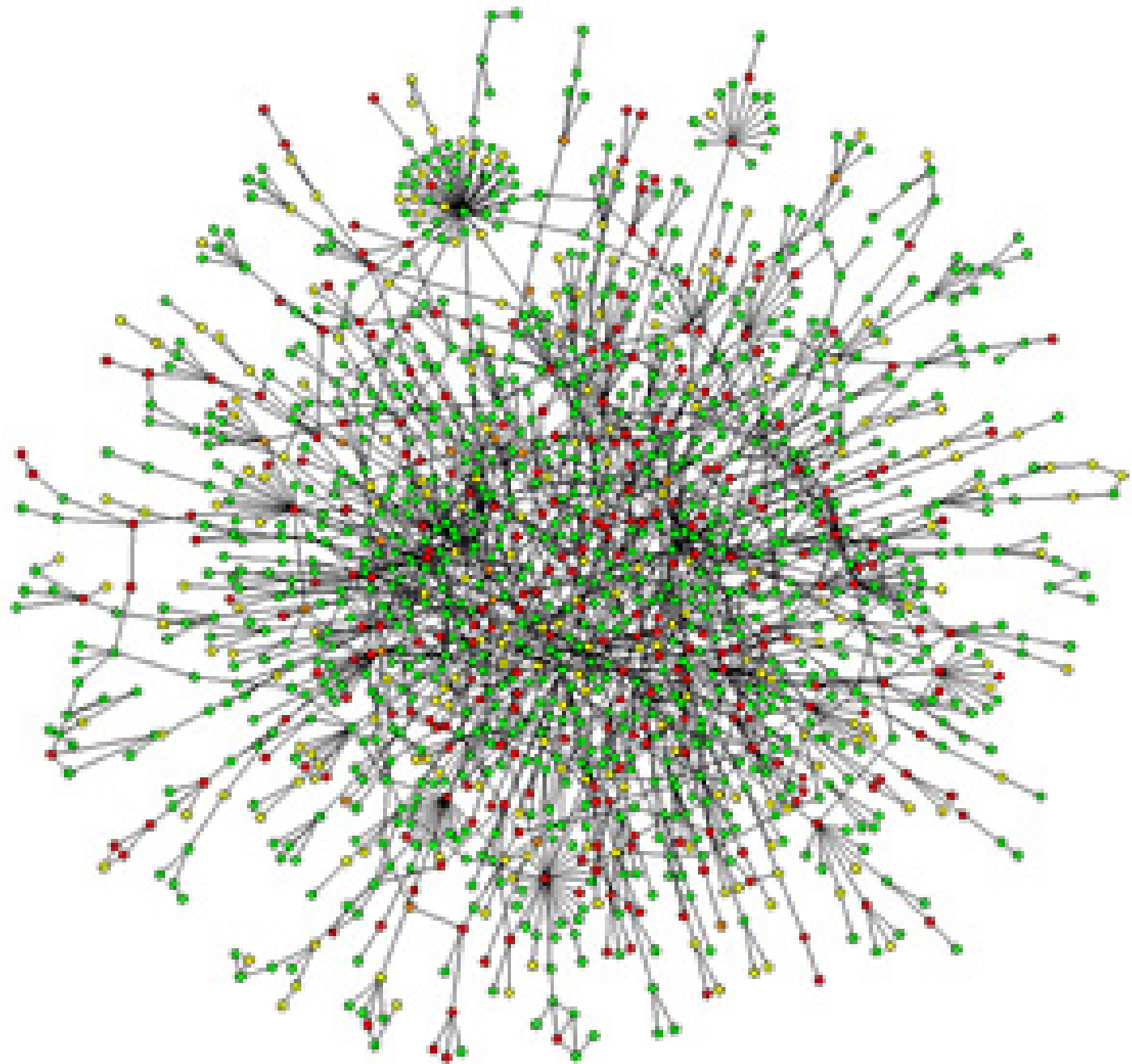
- Understand “me”
- Be there.

**Figure 2** The Many Forms Of Social Computing

Social technology	Examples	Current usage
<b>Social networks</b> Technology that allows users to leverage personal connections.	Linked in facebook orkut friendster. myspace® a place for friends	<ul style="list-style-type: none"> <li>• 6% of North American online consumers use social networking sites weekly, up from 4% in 2004.</li> </ul>
<b>RSS</b> An XML standard that lets users collect and read content feeds.	Bloglines FeedBurner Yahoo! newsGator Pluck	<ul style="list-style-type: none"> <li>• 6% of North American online consumers use RSS weekly.</li> <li>• 47% of marketers use or plan to use RSS feeds.</li> </ul>
<b>Open source software</b> Publicly available software that can be copied or modified without payment.	The Apache Software Foundation http://www.apache.org/ OpenOffice.org Linux MySQL	<ul style="list-style-type: none"> <li>• 56% of US firms use open source software; 19% plan to use it.</li> <li>• 39% of European firms use open source software; 29% plan to.</li> </ul>
<b>Blogs</b> Online diaries of text, photos, or other media.	GAWKER TypePad™ Blogger WEBLOGS.COM msn Spaces xanga	<ul style="list-style-type: none"> <li>• 10% of North American online consumers visit blogs weekly.</li> <li>• 51% of marketers use or plan to use blogs in some way.</li> </ul>
<b>Search engines</b> Services that find Web content based on user-specified criteria.	YAHOO! msn Ask Jeeves Online Google Technorati	<ul style="list-style-type: none"> <li>• 79% of US online consumers use a search engine weekly.</li> <li>• 79% of marketers use search marketing.</li> </ul>
<b>User review portals</b> Web portals that allow users to search for peer reviews on a product or service.	tripadvisor reviewcentre informed choices Insider Pages. cnet ONET.com Game Rankings	<ul style="list-style-type: none"> <li>• 12% of North American consumers visit ratings.</li> </ul>
<b>P2P file sharing</b> Sharing media files over a network powered by users who act as both client and server.	T MuziBit BitTorrent gnutella	<ul style="list-style-type: none"> <li>• 6% of North American and European online consumers use P2P networks.</li> </ul>
<b>C2C eCommerce</b> Buying and selling among consumers via the Net.	ebay amazon.com craigslist uBid	<ul style="list-style-type: none"> <li>• 27% of North American and European online consumers bid or sell in online marketplaces.</li> </ul>
<b>Comparison shopping sites</b> Sites that allow consumers to compare products or services.	PriceGrabber.com shopzilla Froogle	<ul style="list-style-type: none"> <li>• 24% of North American online consumers visit comparison shopping sites.</li> </ul>
<b>Podcasts</b> Online audio or video that users can download to a device.	Podcast Alley ODEX Juice PodShow	<ul style="list-style-type: none"> <li>• 1% of North American online consumers use podcasts today, but 10% are interested in it.</li> </ul>
<b>Wikis/Collaboration software</b> Shared publishing software or site that allows users to edit content.	Jotopod Basecamp Socialtext WIKIPEDIA	<ul style="list-style-type: none"> <li>• Wikipedia, a collaborative encyclopedia, has more than 3 million pages, in almost 200 languages.</li> </ul>
<b>Tagging</b> Metadata assigned to items like photos or Web pages to facilitate searching and sharing.	del.icio.us digg bea shadows flickr	<ul style="list-style-type: none"> <li>• According to the Wall Street Journal, tagging sites garner less than 1% of Google's traffic, but they are growing rapidly.</li> </ul>

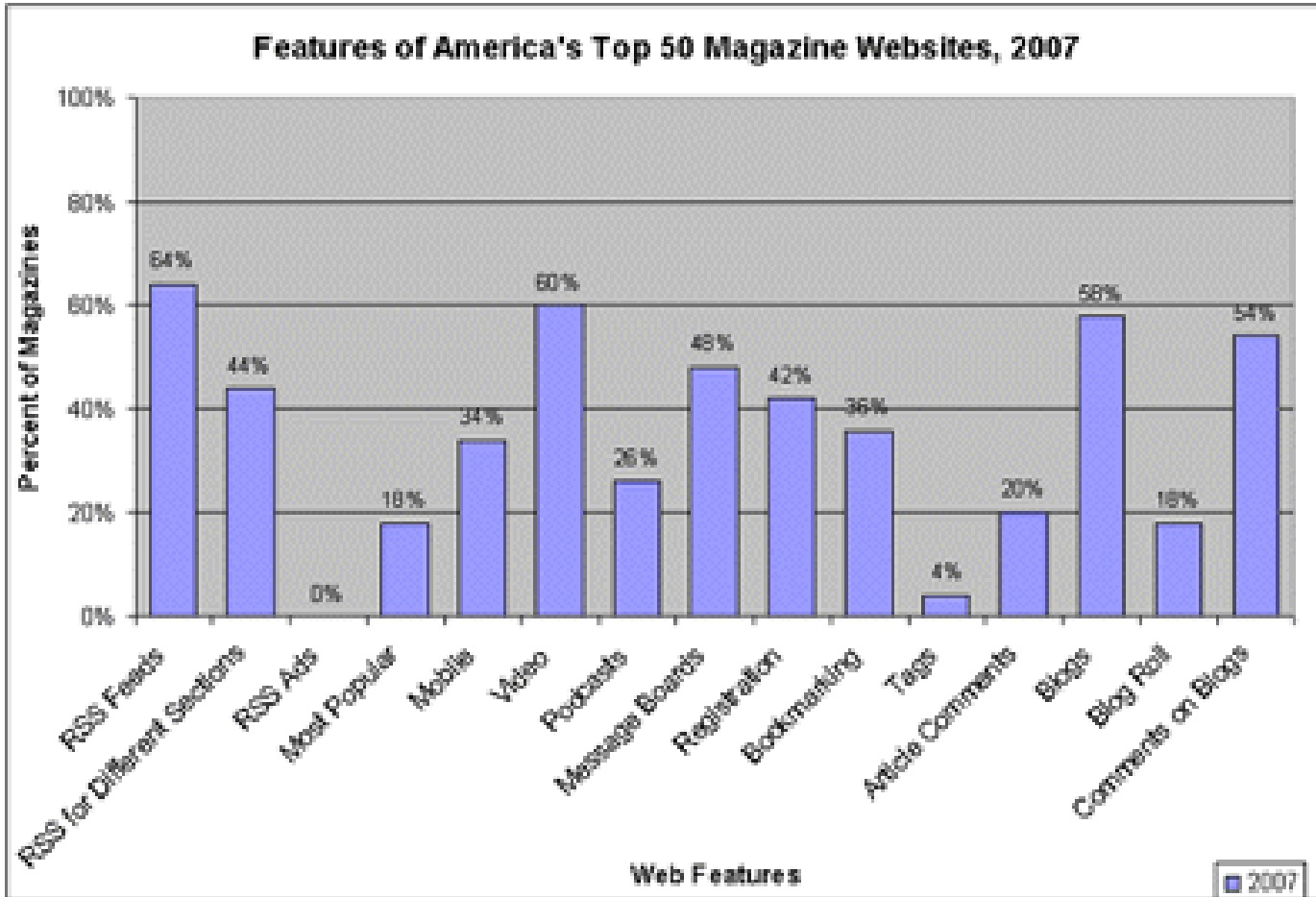
Hmmmm, The magic seems to be social!

Source: Forrester Research, Inc.





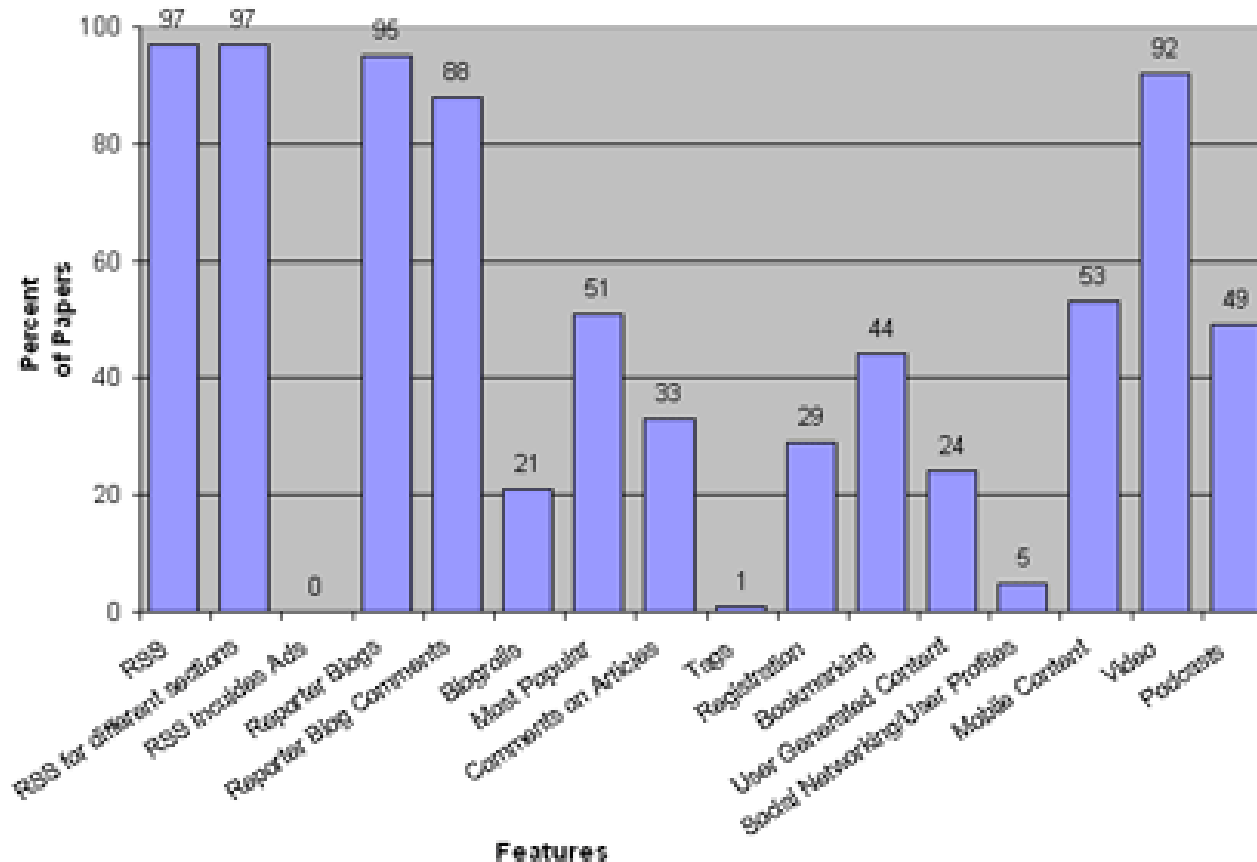
# Magazine Content Goes Social



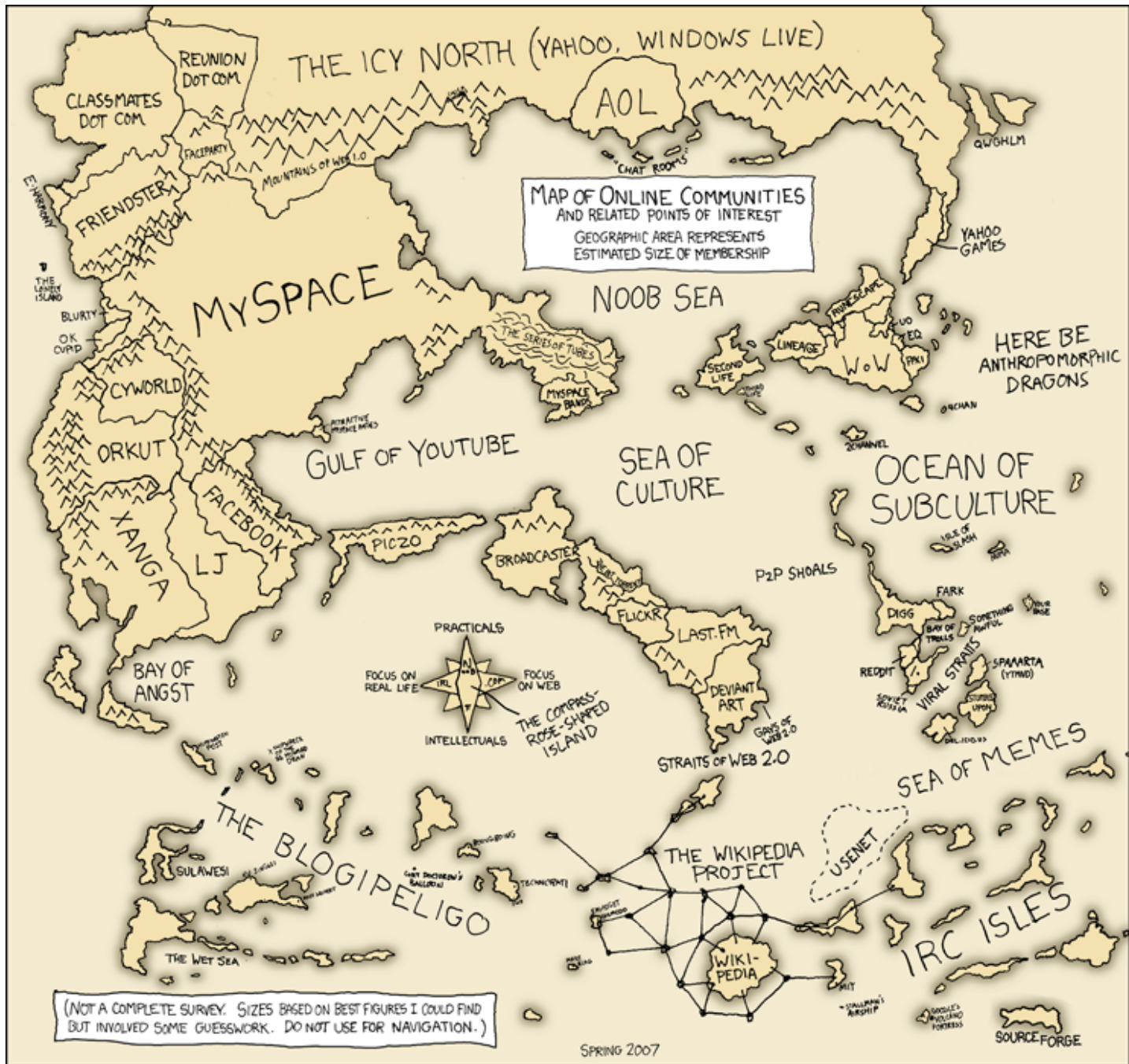


# News Content Goes Social

Online Features of America's Top 100 Newspapers, 2007



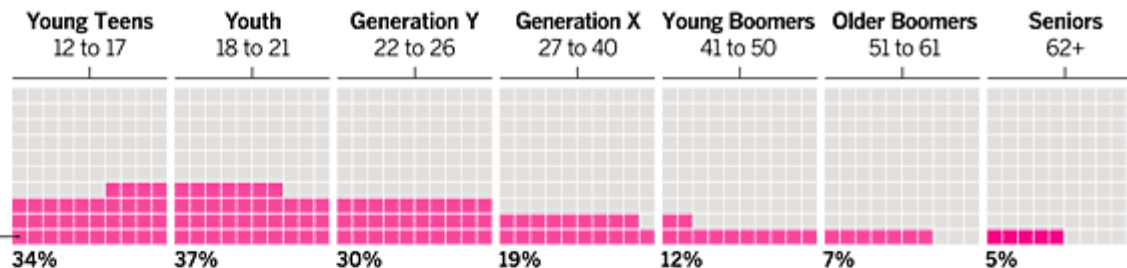
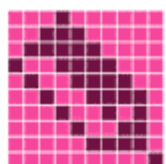




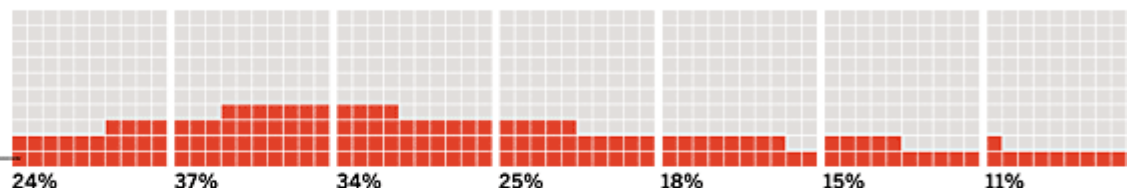
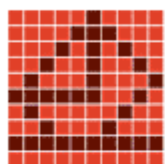
## What people are doing

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

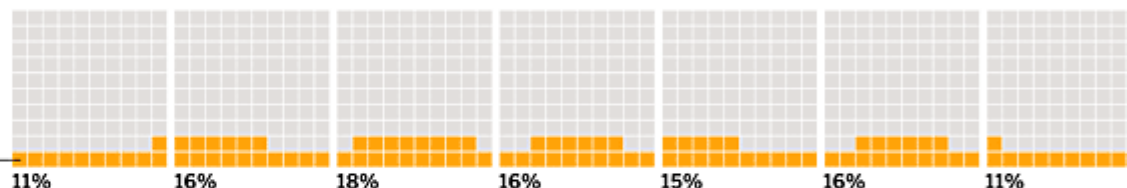
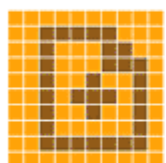
**Creators** publish Web pages, write blogs, upload videos to sites like YouTube.



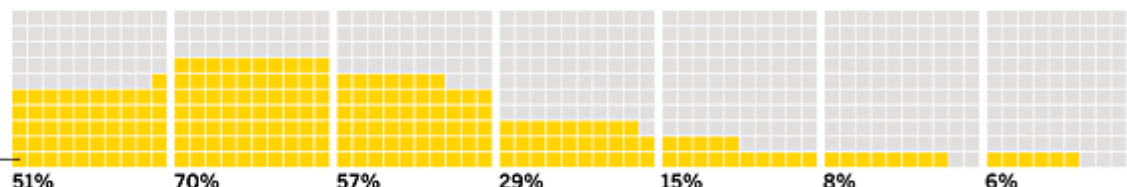
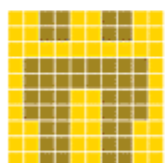
**Critics** comment on blogs and post ratings and reviews.



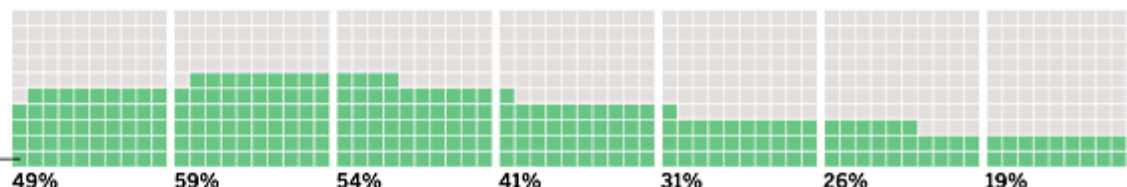
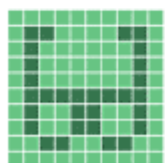
**Collectors** use Really Simple Syndication (RSS) and tag Web pages to gather information.



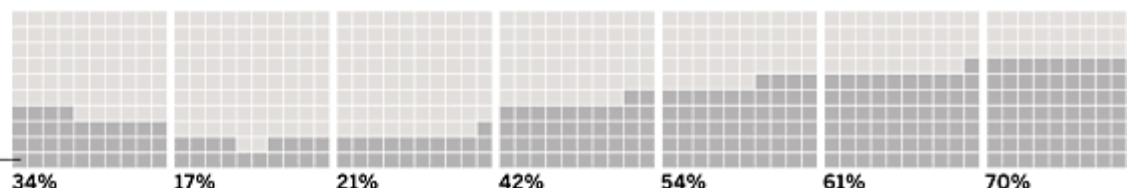
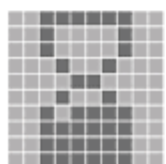
**Joiners** use social networking sites.



**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.



Data: Forrester Research

CHART BY ARNO GHELFI

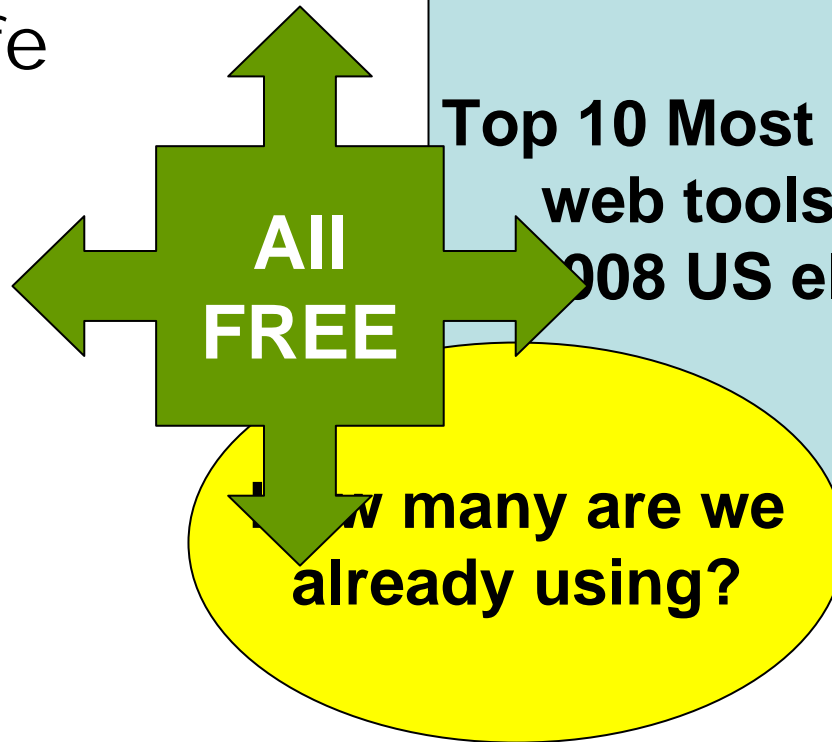


# Association Expectations 2.0

- Connect me – to information, to other members, to influencers, to staff
- Deliver an ecology where I can learn
- Deliver an experience that engages
- Let my voice be heard
- Be there virtually and physically

## 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**



# Supporting the Tradition

- Membership Growth
- 2009 Centennial
- Strategic Alignment Research
- A New AMS! Yay.
- E-learning accreditation and learning partnerships
- Special partnerships, eg. SIIA



# Ideas to Energize *Innovation*

- Volunteer Project for Participation – [sla.org](http://sla.org)
- Podcasts on Pay and Performance
- An Innovation Laboratory (Software, Wikis, Flickr, Blogs, social tool and more)
- Student Initiative
- Learning 2.0 – 15 Minutes a Day
- Conference Twitter
- Social Networking Pilots (Find me on Facebook and Ning)
- YouTube Videos
- The Testimony Project
- Second Life for SLA Orientation



Your Ideas?



# Association 2.0

Builds Opportunities for Networking,  
Learning, Community, Content Sharing  
and Creation, Influence, and Identity



# Association 2.0

Connects people and  
technology and information  
in context



# Association 2.0

Doesn't shy away from the non-traditional



# Association 2.0

Embraces non-textual information  
and the power of pictures, moving  
images, sight and sound



# Association 2.0

Understands the 'long tail' and leverages the power of old and new content



# Association 2.0

Sees the potential in e-learning



# Association 2.0

Builds and connects members to expert discussions, conversations and communities of practice



# Association 2.0

Uses and develops advanced social networks to enterprise and membership advantage



# Association 2.0

Connects with everyone using their communication mode of choice – telephone, mail, print, Skype, IM, SMS, e-mail, virtual interactivity, etc.



# Association 2.0

Understand the wisdom of crowds  
and the real impacts of the  
blogosphere, syndicasphere and  
wikisphere



# Association 2.0

Understands their members  
at a deep level – not just as  
pointers and clickers



# Association 2.0

Understands members deeply in terms of their goals and aspirations, workflows, and social and content needs, at their life stage.



# Association 2.0

Association 2.0 is where their members are, when the member is here.



# Association 2.0

Association 2.0 strives to spend more time on direct member impact than association management.



# A Key Intervention



*Expanding Minds, Empowering Individuals, Enriching the Community*

PLCMC



# Learning 2.0





# 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*



Learning 2.1  
Technology Petting Zoos  
Technology Scholars  
5 Weeks to a Social Library  
The Internet Can Change Your  
Life  
SirsiDynix Institute,  
WebJunction, OPAL, etc.



2.0 is about *play*



**Play**

# Collegiality





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





# Librarian Core Value Commitments

- **Democracy**
- **Stewardship**
- **Service**
- **Intellectual Freedom**
- **Privacy**
- **Literacy and Learning**
- **Rationalism**
- **Equity of Access**
- **Building Harmony and Balance**

» Michael Gorman, Library Journal, April 15, 2001



**Are You Ready?**  
**For Imagineering the Library?**



**Are You Ready?  
To Change?**



**What is Our  
“Product”?**



# What Are We Selling?



Libraries core skill is not  
delivering *information*

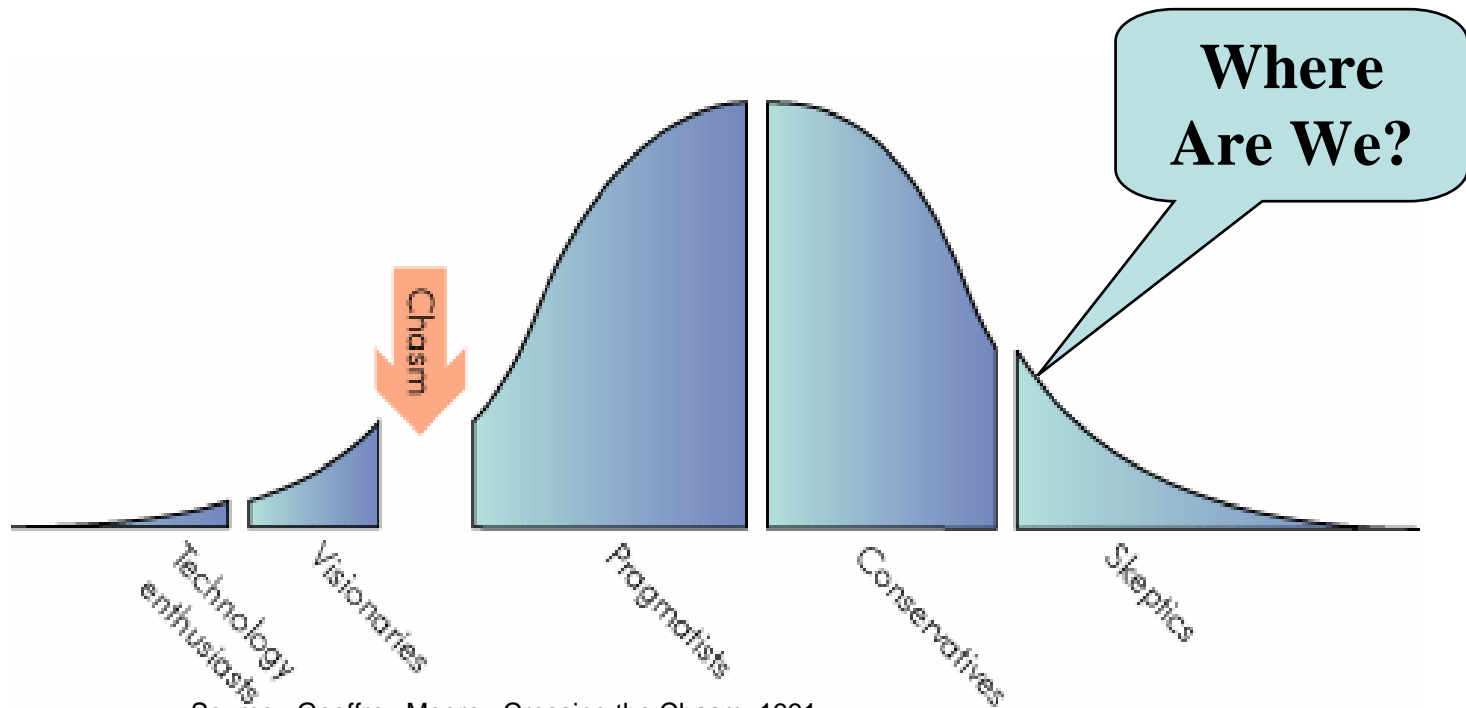
Libraries improve the  
quality of the *question*  
*and the user experience*

Libraries are about discovery,  
learning and building communities



# How Do You Tell A Story?

# Classic Change Adoption



Source: Geoffrey Moore. Crossing the Chasm, 1991.



# Attention

- Sustain their attention
- Communication
- Eye contact
- Visual aids
- Customer involvement



# Interest / Identify

- Interest is not really enough
- Your prospect must identify with the product or service
- You need a story.
- You need a call to action!



# Desire

- Establish the need and lay the foundation
- Identify the Feature
- Sell the Benefit
- Get agreement that the Benefit is there
- You need a hook - Engage



# Action

- The Assumptive Technique
- The Secondary Question Technique
- The Alternative Technique
- The Impending Event Technique
- The Narrative Technique
- Ask for the Sale/Order



# Attributes Which Favor Rapid Adoption

- Relative Advantage
- Compatibility
- Complexity
- Trialability
- Observability

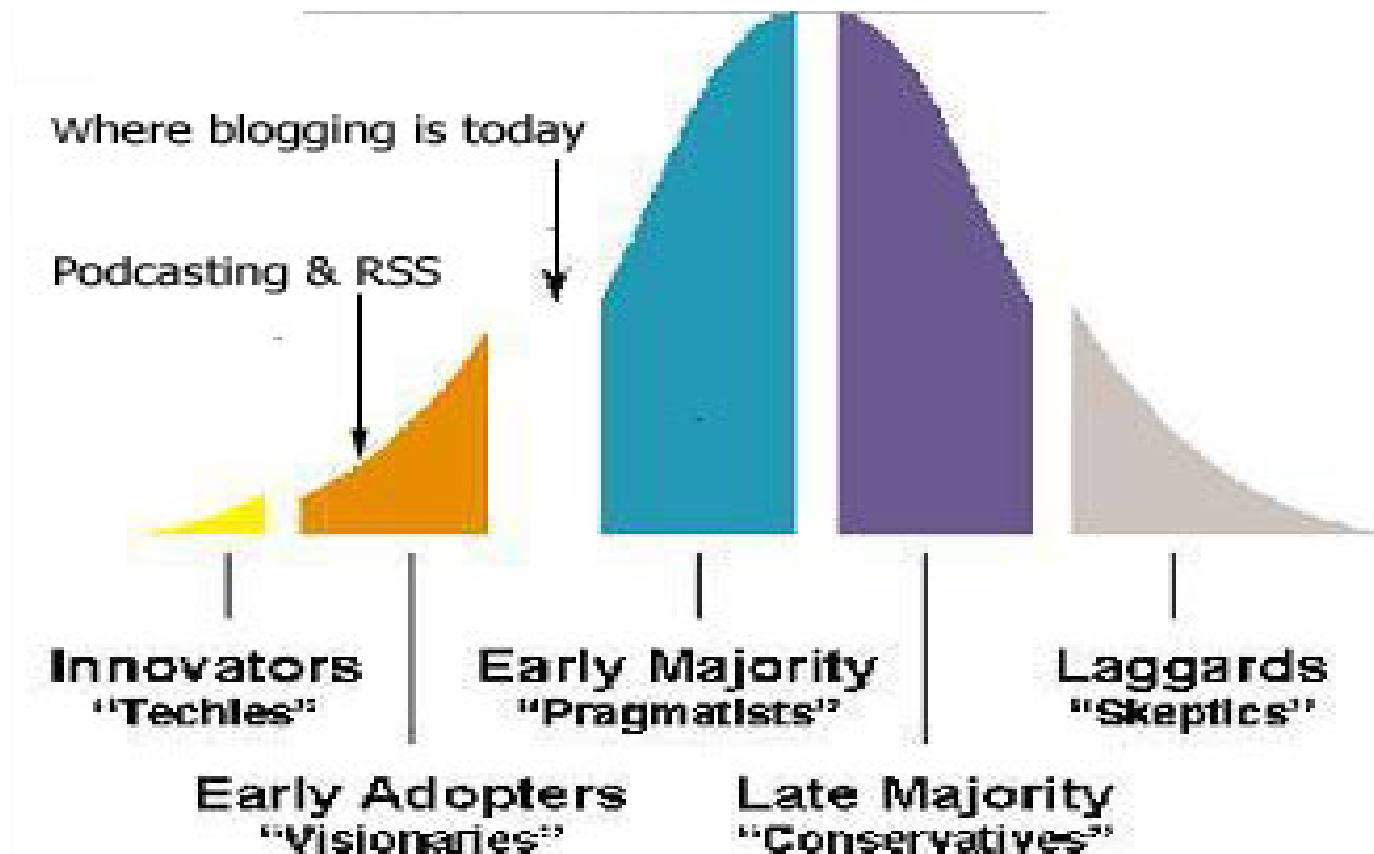


# The Classic Corn Research

- Innovators 2.5%
- Early Adopters 13%
- Early Majority 17%
- Middle Majority 34%
- Laggards 17.5%
- Non-Adopters 16%



# The Adoption Curve





# The Market Adaptation Sequence

- Product Acceptance
- Motivation
- Confidence Level
- Education / Attitude
- Acceptance Criteria
- Selling Strategy



# Understanding Adoption Types: Innovators

- Technology fascination
- Motivation -- Implement New Ideas
- Confidence Level High -- experiment, risk
- Self taught, independent
- Latest technology, few features, performance
- Self sold, when turned on, word of mouth



# Understanding Adoption Types: Early Adopters

- The coming thing
- Motivation -- leap frog the competition, prove business
- Willing to try new things, reasonable risk
- Will attend night school to learn
- Innovation, better way to do job, selective
- Sold on benefits, references, word of mouth



# Understanding Adoption Types: Late Adopters

- Obvious solutions to problems
- Motivation --social pressure, fear of obsolescence
- No risk, slow to change, needs references
- Seminars, proven products, hand holding
- Brand important, pay for needed features only, terms & conditions important
- Examples, address cost/technical support



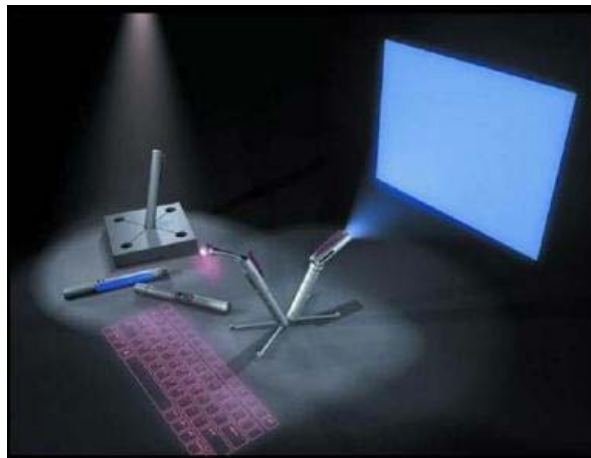
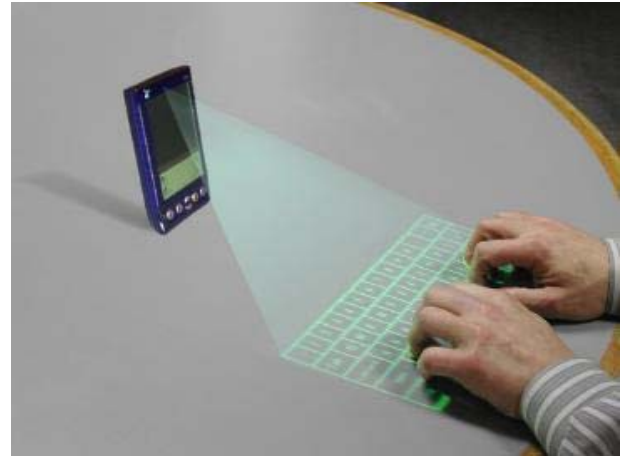
# Understanding Adoption Types: Laggards

- Absolute need
- Extreme competition/social pressure
- Reluctant to change
- Will send someone to a seminar, needs proof, ease of use
- Lowest cost, competitive terms, brand
- Productivity increases, fear



## 2020 Prediction from Peter Kaufman

- By 2020, iPod size devices 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).

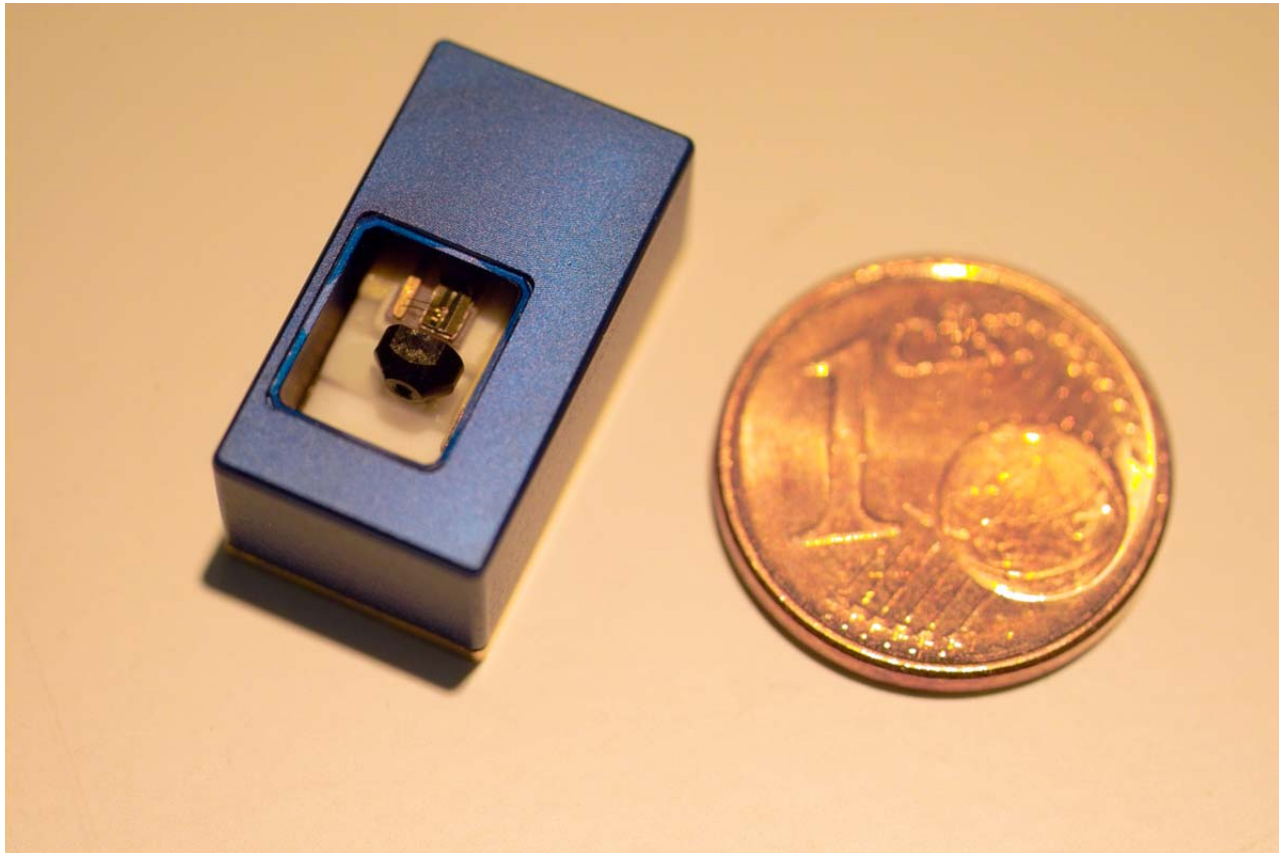


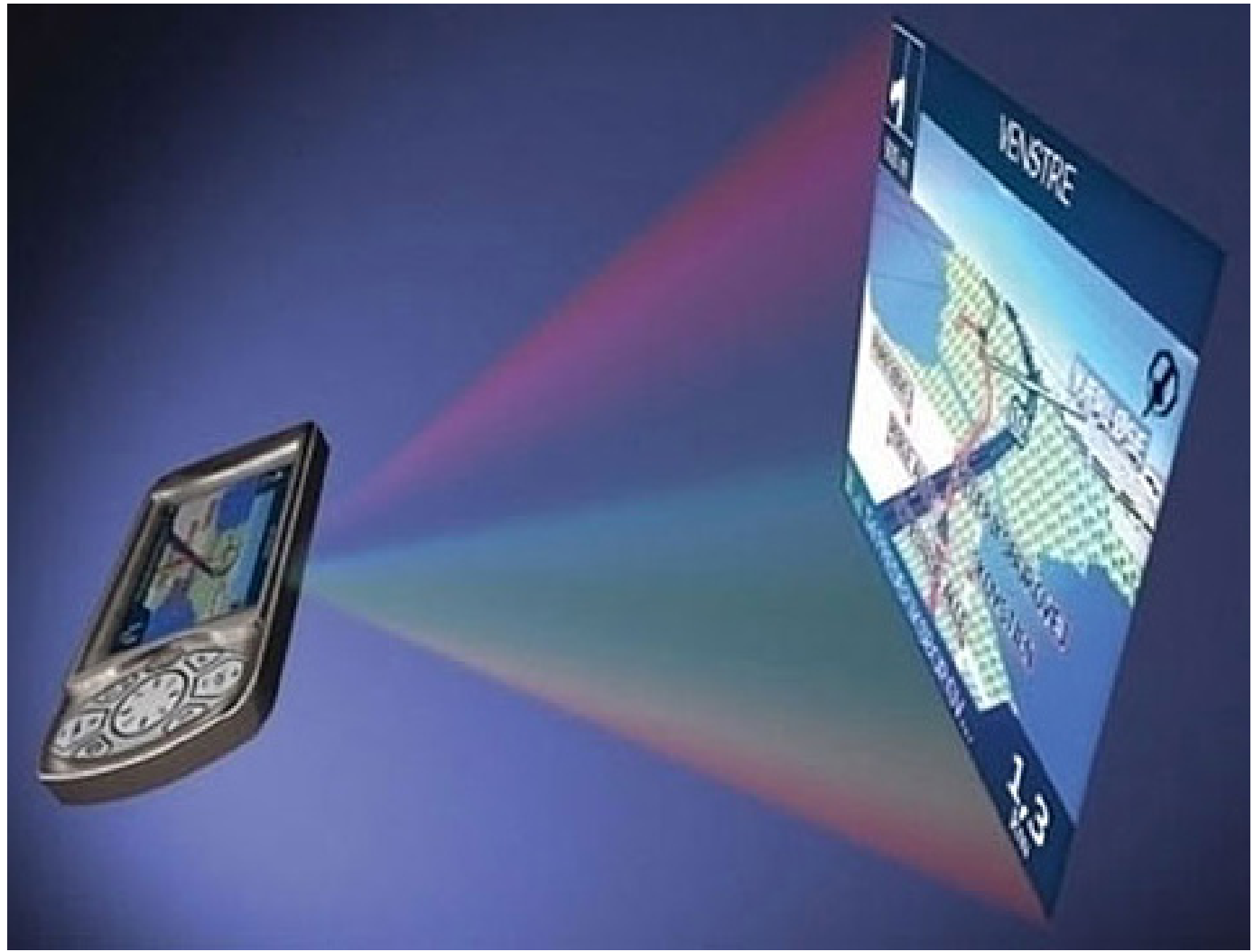


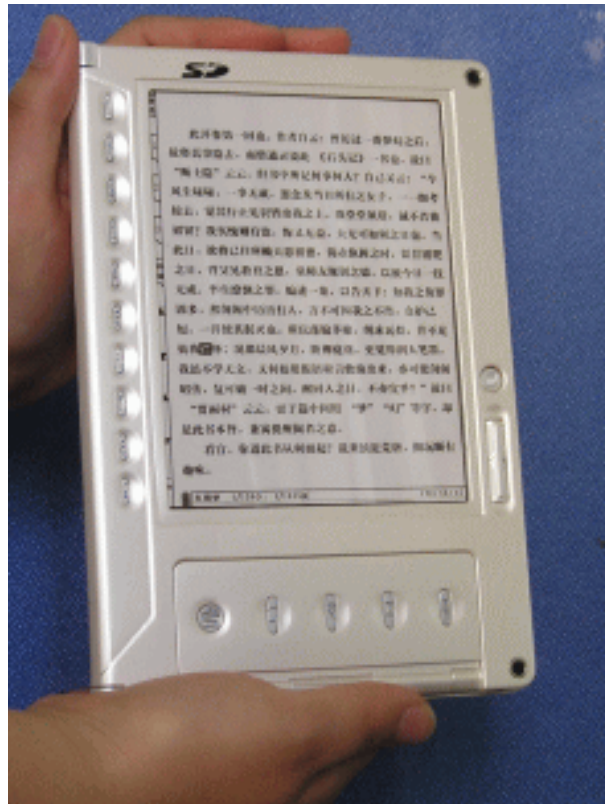




# Projectors the size of sugar cubes





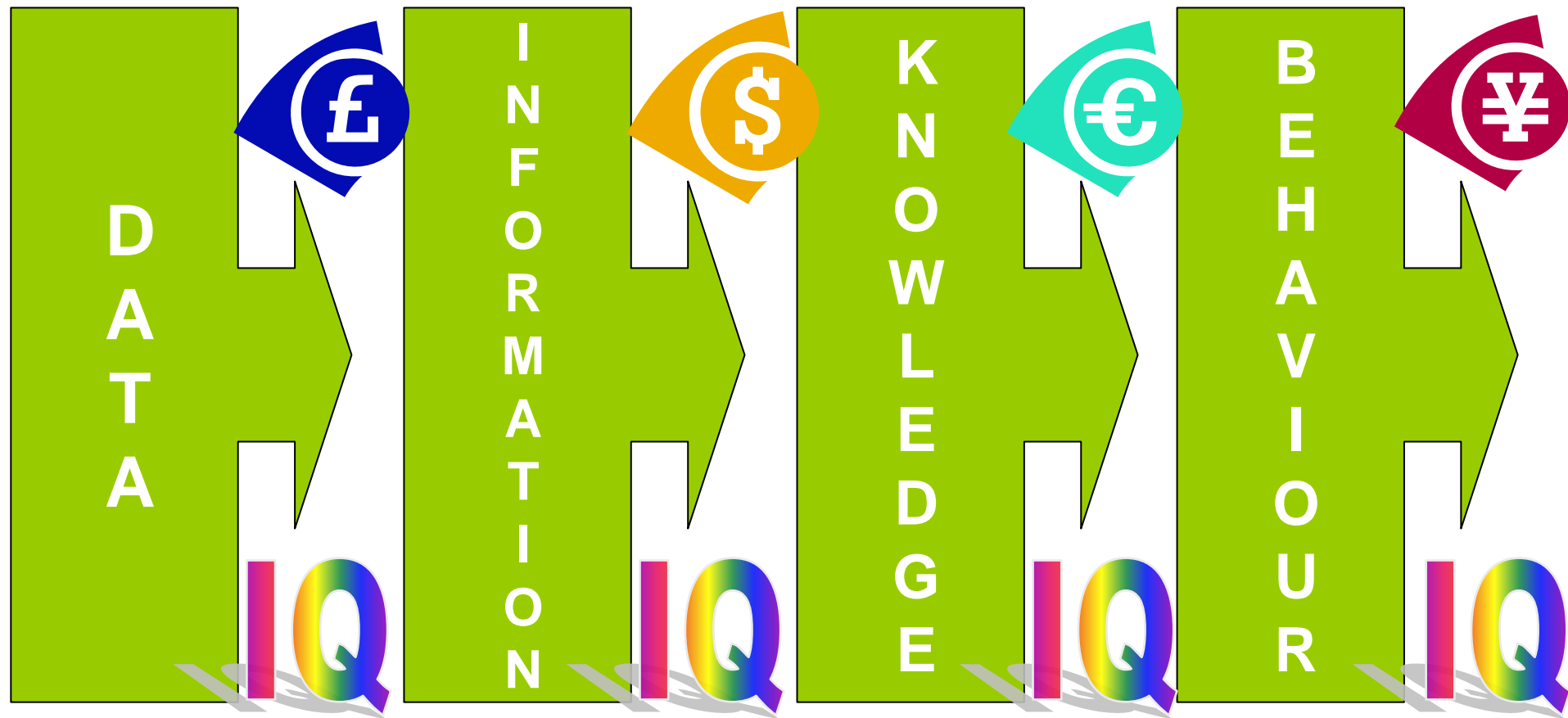





# Everything's getting smaller



# KM Transformation

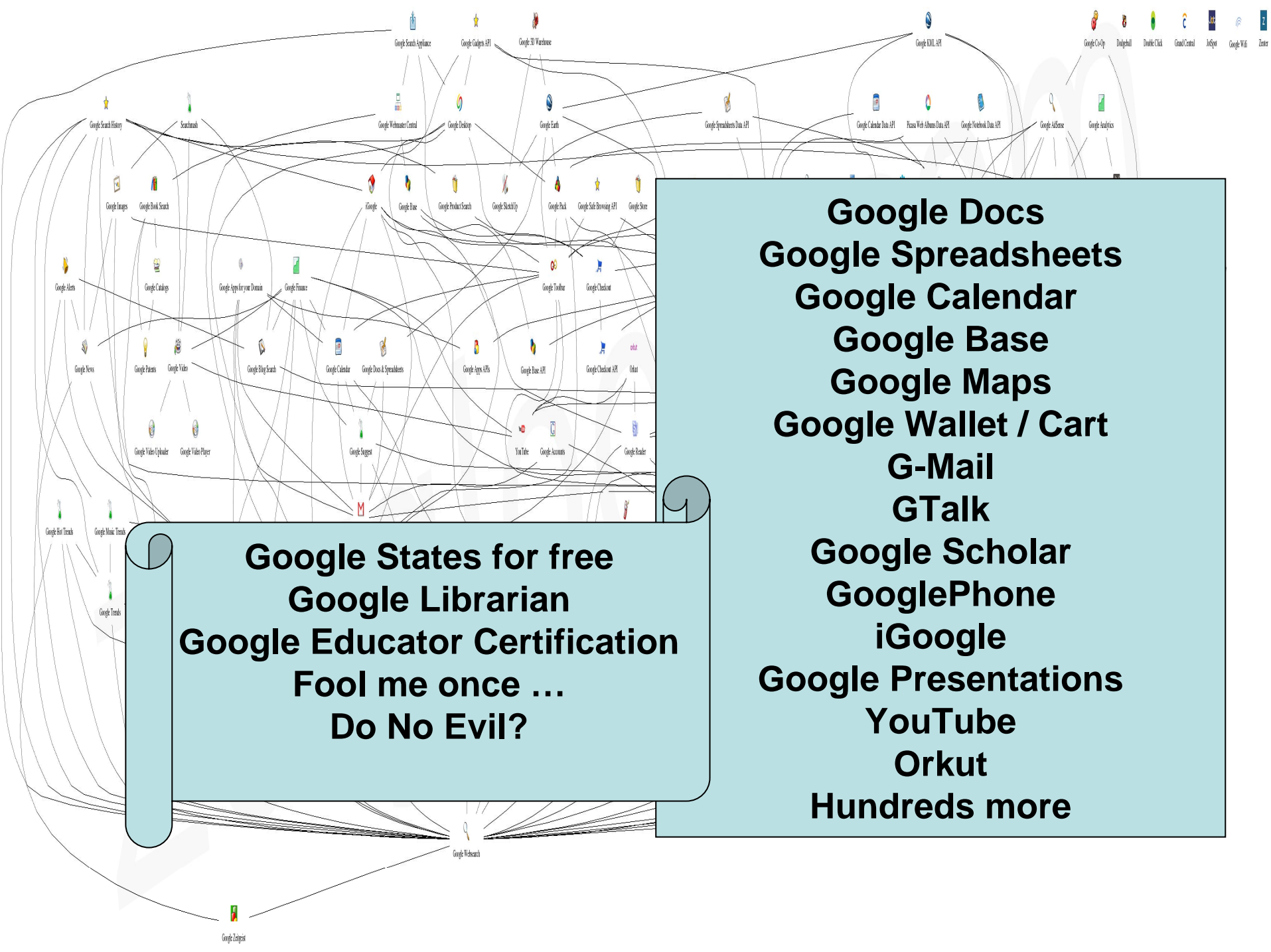




**Do no  
evil...or,  
Search,  
Ads and  
Apps**

**I ♥ my  
customers**

**GOOGLE**



**Google States for free**  
**Google Librarian**  
**Google Educator Certification**  
**Fool me once ...**  
**Do No Evil?**

**Google Docs**  
**Google Spreadsheets**  
**Google Calendar**  
**Google Base**  
**Google Maps**  
**Google Wallet / Cart**  
**G-Mail**  
**GTalk**  
**Google Scholar**  
**GooglePhone**  
**iGoogle**  
**Google Presentations**  
**YouTube**  
**Orkut**  
**Hundreds more**

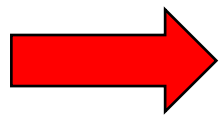
What  
Where



When




Why  
Who



How







**Articles and  
Chapters ...  
99¢ rentals...**

Suppose there are 125,000,000 online in less than 4 years? Or  
125,000,000 online in less than 4 years?  
How does that compare to your libraries?





# Google invests in wired ...



facebook

LibraryThing BETA



amazon.com



AJAX



OVERDRIVE



**ELF** - *keeping tabs on your library material*







## 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>



Videos

Categories

Channels

Community

**Upload**

libraries

Search

powered by **Google**

## Search Results for "libraries"

1 - 20 of about 22,300

Sort by: [Relevance](#) | [Date Added](#) | [View Count](#) | [Rating](#)

Display:

[The Armenian Genocide](#)

Photographs, interviews and video reports in 7 languages.  
[www.theforgotten.org](http://www.theforgotten.org)

[Future of Libraries](#)

Futurist Speaker - Thomas Frey Creating the Library of the Future  
[www.davinciinstitute.com](http://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/](http://www.SurveyLot.com/Free-Membership/)

[Librarian Needed](#)

Earn up to \$25-\$75 per Hour Work at Home - Start Today!  
[www.TeamFTS.com](http://www.TeamFTS.com)

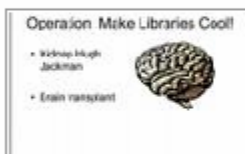
Ads by **Google**

**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+



### Libraries in 2010

My entry for the **Library** and Information Week competition 2007 at <http://librariesinteract.info>

Time: **05:56**

★★★★★

From: [fin4t2](#)

Views: 2,024

Added: 1 month ago

More in [People & Blogs](#)



### 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: **01:48**

★★★★★

From: [pnnicck](#)

Views: 12,858

Added: 4 months ago

More in [Comedy](#)



### Tour of Info Island / Second Life Libraries

video of my avatar Rik Riel skating around Info Island, where the Second Life **Libraries** are found. Music by Torley Linden, skates by Skoopf. Full version ([more](#))

Time: **03:21**

★★★★★

From: [rikomatic](#)

Views: 5,582

Added: 8 months ago

More in [Film & Animation](#)





# Second Life

<http://www.secondlife.com>



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  
REFER-A-FRIEND



Alliance,  
Charlotte,  
San Jose SU  
Europe (2X)  
McMaster

Second Life  
www.infoisland.org  
**L!brary**  
Another innovation from the Alliance Library System

Land For Sale view larger map

ab

SCREAM in The DARK of The NIGHT

# Second Life Library 2.0



**Swedish Embassy, Dell, SirsiDynix,  
ALA, **Massachusetts CPA's**, State Libraries,  
SLA, Universities, Sun,  
And lots more**

**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**





# Reading is virtually fundamental in SL

Second Life  
www.infoisland.org  
**Library**  
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.

services to 286 libraries and fully funded by the state of

added that ALS is one of the innovative organizations, technically speaking, and their philosophy is to mine new technologies as the gospel of library usage. Innovation equals risk, innovation equals growth," she stated.

Bell, the ALS's director of operations, read about SL in the blog of a librarian who was already a regular. She created an account, logged in with her avatar, Lorelei Junot, and discovered a population of almost 200,000.

Bell found that SL had a few libraries, such as Wandering Yaffle's library, but thought that virtual library services could be expanded.

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.

"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.

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

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

**See BOOK, Page 20**



TURN\_AROUND WAVE JUMP SPIN JOY1 YES BLOW\_KISS EGYPTIAN MACARENA KARATE KICK

URL: http://www.eastern.edu



**EASTERN UNIVERSITY**

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- > [Subject Guides](#)
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> [Eastern University Home Page](#)

**Tab Controls**

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Worlds Contacts Telegrams

80 Worlds	1 User
VBI	1
!AWEDU!	0
^centre^	0

Immigration Officer: Welcome to the Activeworlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to [support@activeworlds.com](mailto:support@activeworlds.com)

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



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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.

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Cool New People

Virginia



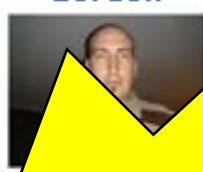
Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

Remember my E-mail

LOGIN

SIGN UP!

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MySpace Specials



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<http://www.facebook.com>



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**Stephen Abram**

Profile ▾

is preparing for ALA in DC.  
 Updated on Sunday [edit](#)

Networks:	None
Sex:	Male
Relationship Status:	Married
Looking For:	Friendship
Birthday:	May 8, 1954
Hometown:	Toronto, Ontario
Political Views:	Very Liberal
Religious Views:	Open

**Mini-Feed** [edit](#) □

**Information** [edit](#) ▾

**Contact Info** [[edit](#)]

Email:	stephen.abram@sirsidynix.com
Windows Live:	SquidDad
Current State:	Ontario
Website:	<a href="http://stephenslighthouse.sirsidynix.com">http://stephenslighthouse.sirsidynix.com</a>

**Personal Info** [[edit](#)]

Activities:	Libraries Speeches Research
Interests:	Millennials Technology 2.0
Favorite Music:	Eminem Diva singers
Favorite TV Shows:	Deadwood 24 Sopranos
Favorite Movies:	Wizard of Oz

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Nancy Smith	Jenny Levine	Cindi Trainor



Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer

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Facebook | Engineeri...




---



Search

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**IQ QUESTION:**  
Which does not belong in the group?

- 
- 
- 

facebook
home search browse invite help logout

Engineering Information & Reference Service - U Alberta
Alberta

**Information**

**Group Info**

Name: Engineering Information & Reference Service - U Alberta

Type: Organizations - Academic Organizations

Description: The Engineering Librarians at the University of Alberta are available to help all engineering students, staff, and professors in the Faculty of Engineering with their research and information needs. If you are working on an assignment, paper, design project, thesis or dissertation, tracking down a hard-to-find paper, please feel free to contact us for help.

**Contact Info**

Email: [randy.reichardt@ualberta.ca](mailto:randy.reichardt@ualberta.ca)

Website: <http://www.library.ualberta.ca/scitech/index.cfm>

Office: 1-26 Cameron SciTech Library


Province: Alberta

**Recent News**

Need help searching Compendex (Engineering Index)? Please check our narrated and non-narrated screencasts:

**Narrated:** [http://www.library.ualberta.ca/screencast/engineerin\\_g/compendex\\_narrated/compendex\\_narrated.html](http://www.library.ualberta.ca/screencast/engineerin_g/compendex_narrated/compendex_narrated.html)

**Non-narrated:** [http://www.library.ualberta.ca/screencast/engineerin\\_g/compendex\\_nonnarrated/compendex\\_nonnarrated.html](http://www.library.ualberta.ca/screencast/engineerin_g/compendex_nonnarrated/compendex_nonnarrated.html)



View Discussion Board

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**Officers**

Diane Clark (Alberta)  
Engineering Librarian (Civil Environmental Mining Petroleum)

Jerry Kowalyk (Alberta)  
Engineering Librarian (Mechanical, Electrical/Computer)

Randy Reichardt (Alberta)  
Engineering Librarian (Chemical/Materials, Nanotechnology)

**Related Groups**

The Engineers  
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Student Groups - General

U of A MatE's  
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The legendary UofA Facebook  
Kegger Xperiment (FKX)  
Student Groups - Social Groups

Done
Internet
start
Facebook | Engineeri...
Microsoft PowerPoint ...
Search with Google
7:23 PM

Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address <http://www.facebook.com/group.php?gid=2244905594> Go Links


Google Go Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Search web... Favorites PC Health Form Fill Spaces


Facebook | Engineeri...

 Kyle: We do have access to such a database, it's called Proquest Dissertations and Theses - Full Text: <http://www.library.ualberta.ca/databases/databaseinfo/index.cfm?ID=168>. If it's a recent thesis, there's a good chance that it is available full-text on this db. Otherwise, there would be a paper copy of it held in the UA Libraries' system.


Let me know if you find it. - Randy  
[Message - Report](#)

 **Kyle Sand** (Alberta) wrote at 5:28pm on February 22nd, 2007

Just had a question i hoped you could answer. Can we search any sort of thesis database? I'm trying to find one published at the U of A that was referenced in a paper.  
[Message - Report](#)

 **Randy Reichardt** (Alberta) wrote at 11:46pm on February 13th, 2007

Steve, thanks for the note and the kind words. I'll relay your suggestion of a "librarian bat signal" to my colleagues, and we'll see if we can come up with something inventive! LOL! And thanks to you, Andrea, Jessica, and Leonard for being the first students to join our new group, your collective support is much appreciated! - Randy  
[Message - Report](#)

 **Steve Lobo** (Alberta) wrote at 11:20pm on February 13th, 2007

Wow Randy! You are so amazing, I don't think I have this many ways to contact my parents and we live in

Internet

start iTunes Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 7:24 PM



Flickr

<http://www.flickr.com>



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### Stephen-stripped



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### StephenFull-HiRes



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### StephenFull-bw



*[click here to add a description](#)*



# Podcasts

i.e. <http://odeo.com>

Or iTunes



# Wikipedia

<http://www.wikipedia.org>

<http://www.mediawiki.org>

<http://pbwiki.com>



[article](#) | [discussion](#) | [view source](#) | [history](#)

All community members are invited to give [Board Election Candidates](#) their endorsements.

## 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](#).

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- [What is a wiki?](#)
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- [More](#)

### System Administrators



- [Installing/Upgrading](#)
- [Configuring](#)
- [Third-party Extensions](#)
- [More](#)

### Developers



- [Submitting a patch](#)
- [SVN commit access](#)
- [Reference Manual](#)
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### News



- **2007-05-09: 1.10.0 branch release**  
*MediaWiki 1.10.0 final release available*
- **2007-05-04: 1.10.0 branch release candidate**

### Current Versions



**1.10.0** · 2007-05-09  
 1.9.3 · 2007-02-20  
 1.6.10 · 2007-02-20



- site
- [Main page](#)
  - [Community portal](#)
  - [Recent changes](#)

- download
- [MediaWiki](#)
  - [Extensions](#)

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- [Help](#)
  - [FAQ](#)
  - [Manual](#)
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- [Bug tracker](#)
  - [Browse SVN](#)
  - [Download from SVN](#)
  - [Code documentation](#)

- communication
- [IRC \(#mediawiki\)](#)




**pb wiki**

*Make a free wiki as easily as a peanut butter sandwich.*

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**Note:** You've recently edited [irsig.pbwiki.com](http://irsig.pbwiki.com).

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. 

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stephen abram

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<http://www.ning.com>



# Ning

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## Create Your Own Social Network for Anything

**brooklyn art project**

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# Library 2.0

This network is for Library 2.0 Stuff

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

LibWorm Search

Submit

L2 Feeds via SuprGlu

[More on ning and the library 2.0 network](#)

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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.

[Administrator login](#)

Go

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

Hello, [Stephen K Abram](#) (sign out)

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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

Done Internet

start iTunes Library 2.0 - Microsof... Microsoft PowerPoint ... Search with Google 7:27 PM



# Twitter

<http://twitter.com/home>

# twitter

[Home](#) [Your profile](#) [Invite](#) [Public timeline](#) [Badges](#) [Settings](#) [Help](#) [Sign out](#)

What are you doing?

Characters available: **89**

I am presenting to an SLA Chapter

Update

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## What You And Your [Friends](#) Are Doing



**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 lorcan explore facebook. [about 1 hour ago](#) from mobile web ☆



**itgirl** Just drove to my old house. Accidentally. Oh brother. [about 3 hours ago](#) from [bt](#) ☆



**kgs** storing some evergreens for Twitterprose, so I'm ready for ALA.  
[about 5 hours ago](#) from web ☆



**davidleeking** Oh yeah... david's finally got DSL at home... I'm movin



Welcome back,  
**[Stephen](#)**

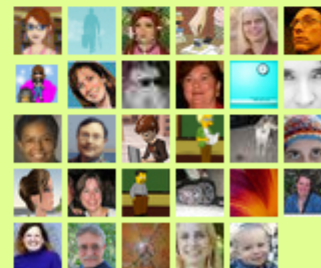
Currently: *I'm preparing powerpoints for ALA at 3:35 am. I am an idiot.*

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# Blogging

<http://www.blogger.com>

<http://www.blogspot.com>

<http://wordpress.com>



## Stephen's Lighthouse

By SirsiDynix's Vice President of Innovation, Stephen Abram

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

### JUNE 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					<a href="#">1</a>	<a href="#">2</a>
<a href="#">3</a>	<a href="#">4</a>	<a href="#">5</a>	<a href="#">6</a>	<a href="#">7</a>	<a href="#">8</a>	<a href="#">9</a>
<a href="#">10</a>	<a href="#">11</a>	<a href="#">12</a>	<a href="#">13</a>	<a href="#">14</a>	<a href="#">15</a>	<a href="#">16</a>
<a href="#">17</a>	<a href="#">18</a>	<a href="#">19</a>	<a href="#">20</a>	<a href="#">21</a>	<a href="#">22</a>	<a href="#">23</a>
<a href="#">24</a>	<a href="#">25</a>	<a href="#">26</a>	<a href="#">27</a>	<a href="#">28</a>	<a href="#">29</a>	<a href="#">30</a>

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 What's hot, and why!

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The most **popular music** bloggers are linking to right now.

- |  |   |
|--|---|
| <p> <b>Icky Thump</b><br/>       The White Stripes<br/>  258 new links to this album</p> | <p> <b>Minutes to Midnight</b><br/>       Linkin Park<br/>  147 new links to this album</p>       |
| <p> <b>Back to Black</b><br/>       Amy Winehouse<br/>  109 new links to this album</p>  | <p> <b>It Won't Be Soon Before Long</b><br/>       Maroon 5<br/>  105 new links to this album</p> |
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# Tagging, Scanning, RSS Zotero



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Signed in as **abram\_stephen** (1 new) Help Sign Out

**flickr** Home You Organize Contacts Groups Explore Search your photos Search


### Your photos

12 photos / 0 views

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**40%  
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7%  
Daily!**

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

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» 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.

learn more...

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

HOT NOW

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**Revision3** save this 961 people  
 first posted by mcavatar podcast video tech technology blog tags
- 
**Toom : Excite your site** save this 108 people  
 first posted by geoff\_ blog forum web2.0 hosting tools tags
- 
**Vector Art with Photoshop - Online Tutorial at Melissa Clifton page 1** save this 196 people  
 first posted by hurgui photoshop tutorial vector art howto tags

## tags to watch more ...

- ### 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



# SEO

<http://searchengineland.com>

<http://searchenginewatch.com>



LinkedIn / Plaxo

<http://www.linkedin.com>

<http://www.plaxo.com>



Welcome, **Stephen Abram**  
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Jobs & Hiring

Services

Answers <sup>NEW!</sup>

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People



Enter keyword, name, company or title

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[6 FREE issues of The Economist](#)

## Network updates since June 13

### Questions from your network:

#### Asked by your connections:

**Paul Miller:** As the media and policy makers become increasingly agitated about Google and others 'invading our privacy', how likely...

#### Asked by friends of friends:

( what is this? )

Visual Studio 2003 Install / Uninstall project feature

What services are out there for recommending people and...

[View more questions »](#)

### Profile updates:

- Rebecca Jones has new profile information. [View Profile.](#)
  - Dee Magnoni has new profile information. [View Profile.](#)
  - Elson Freire became Commercial Director at Plugtech do Brasil Ltda. in April. [View Profile.](#)
  - Angela Home is now Director at Management Library at Cornell University. [View Profile.](#)
- [See all...](#)

**RBC Royal Bank**

Free overdraft protection

**Before you meet...**  
Look them up at LinkedIn first!

Name

[GO](#)



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## Comcast partners with Plaxo

Comcast chooses Plaxo to provide the strategically important address book component of its upcoming SmartZone communications center.

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### plaxo News

over

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- See how many of your friends and colleagues are using Plaxo.
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- Create the **perfect e-card** for any occasion
- Get disaster **insurance** for your data
- Search **contacts & calendar** on your phone
- Access 24-hour **phone/email support**
- Store more than **1,000 contacts**



[Start FREE Trial](#)



# Webex / LiveMeeting

<http://www.webex.com>

<http://office.microsoft.com/livemeeting>



**Microsoft Office Live Meeting**

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- Live Communications Server
- Live Meeting

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- Learn about Microsoft's Unified Communications Strategy

Additional Resources

## Microsoft Office Live Meeting

» Live Meeting Home

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- » Overview
- » Top 10 Benefits
- » Demo
- » Try Now
- » Contact Sales

**Help and How-to**

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- » Live Meeting 2003 Help

**Training**

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**Downloads**

- » Live Meeting 2005 Downloads and Add-ins
- » Live Meeting 2003 Downloads and Add-ins

Home > Products

### Microsoft Office Live Meeting



**Overview**

Live Meeting enables you to collaborate online with colleagues, customers, and partners in real time, between either individuals or large groups—with just a PC, and an Internet connection.

- » [Product Overview](#)

[See a demo](#)  
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**Take a free test drive of Live Meeting**

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**Microsoft real-time collaboration video**

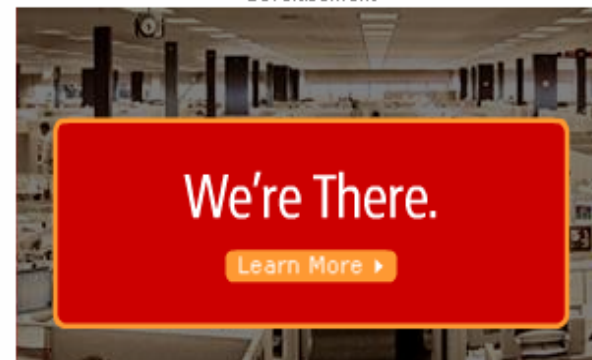
**Featured Template**



**Pet-care instructions**

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 Downloads: 50756  
 Rating: ★★★★★  
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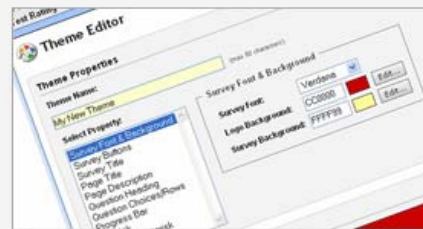
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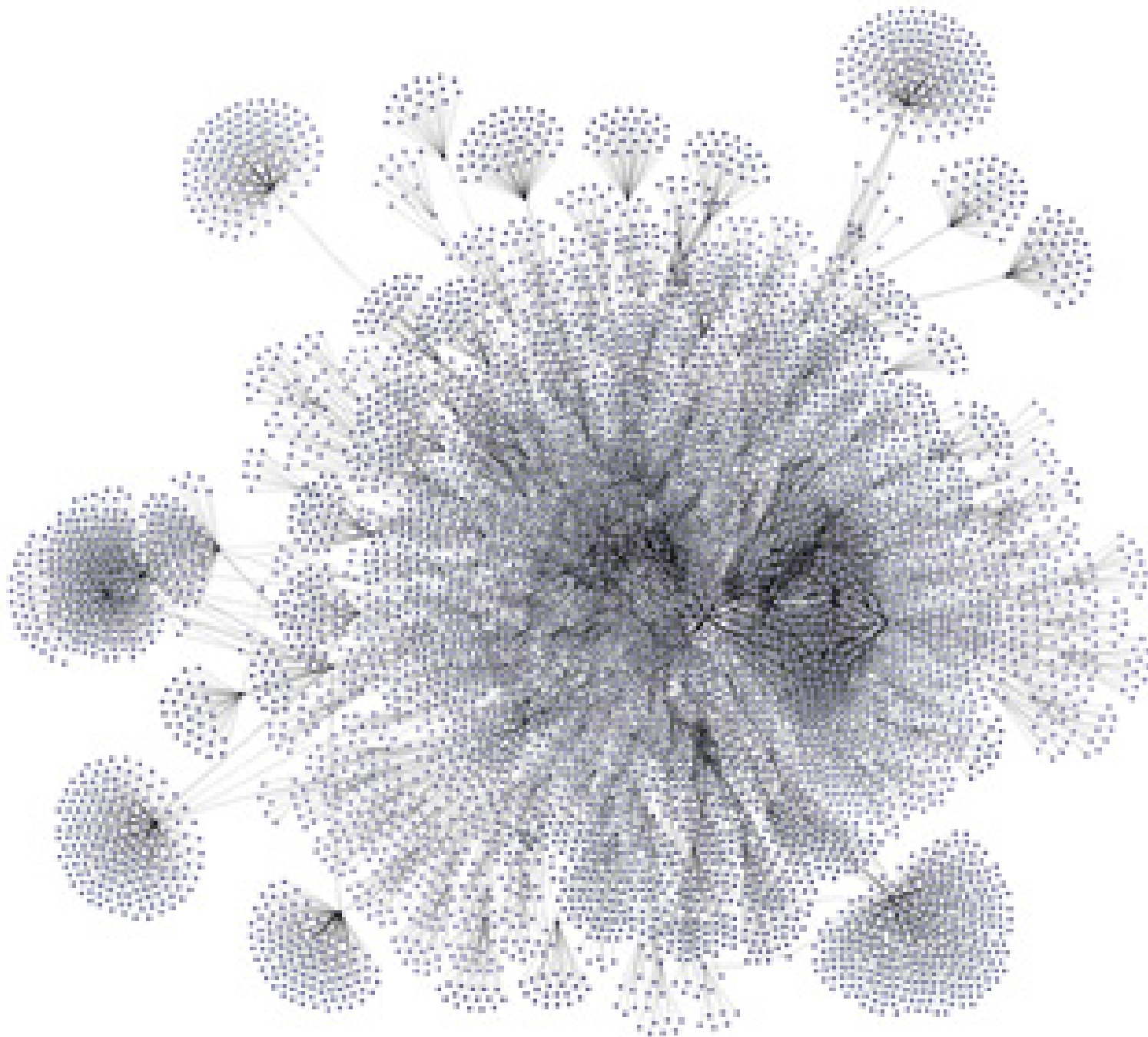
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# What is the Magic Sauce?

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

SLA...?





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



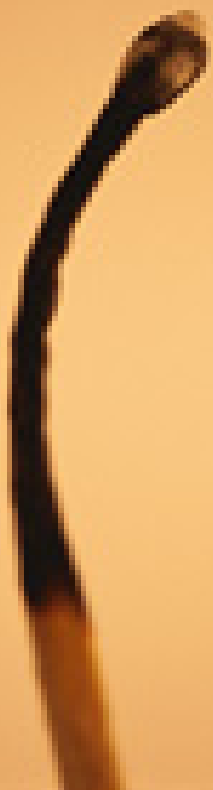
**Just do it**







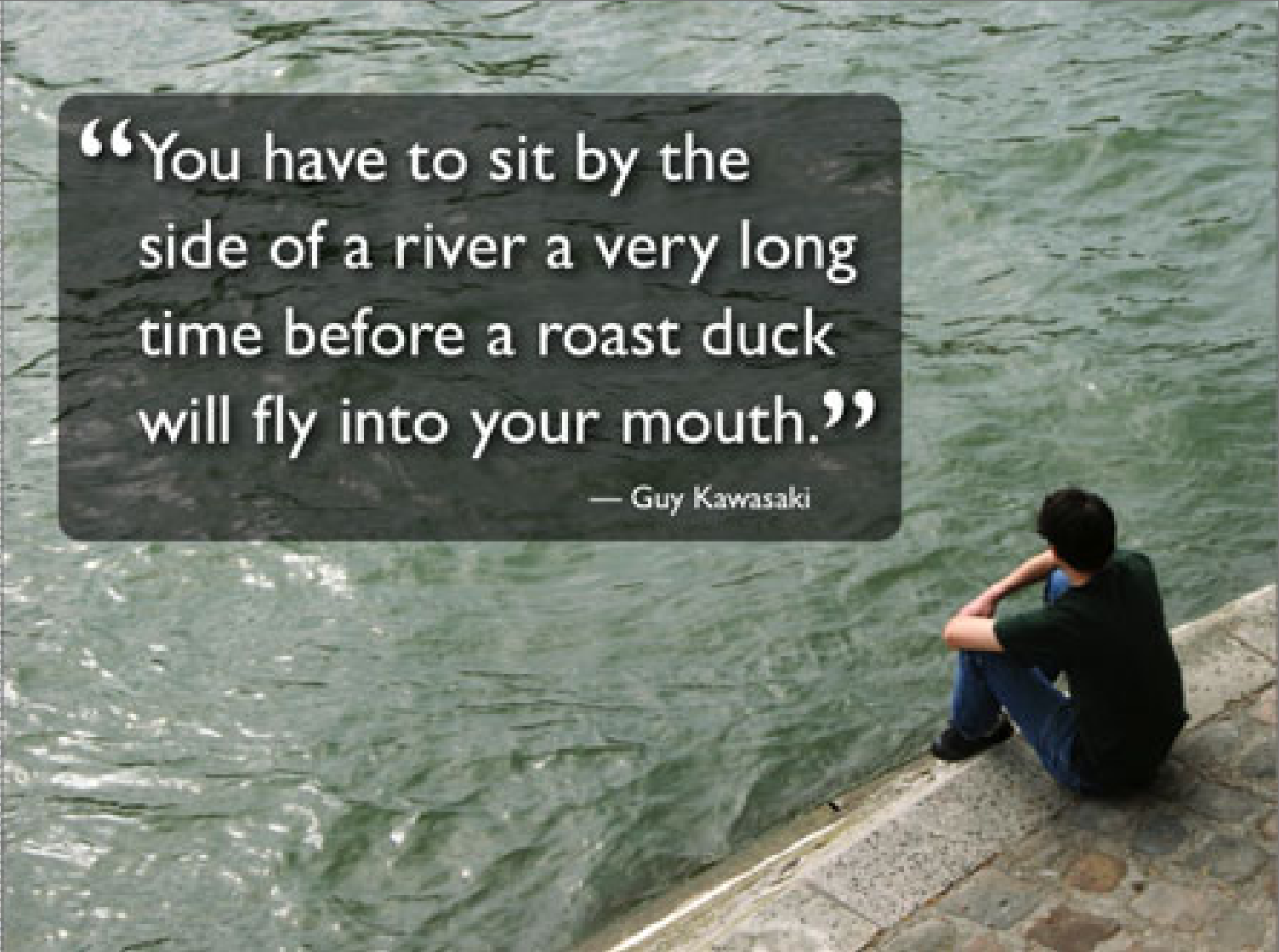
Choose





Change  
Week  
starts  
Monday!



A photograph of a person sitting on a stone ledge by a river, looking out at the water. The person is wearing a dark shirt and blue jeans. The water is greenish and rippling. The scene is captured from a high angle, looking down at the person and the water.

“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





**Remember:**

**Sign up – Volunteer**

**Engage and Participate**

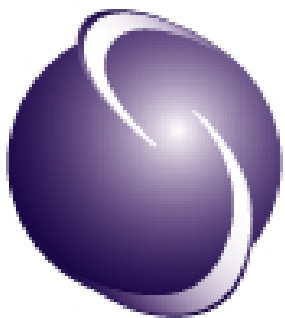
**Join or Renew**

# Slides

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

<http://stephenslighthouse.sirsidynix.com>





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