Reflections and Provocations
– Lessons Learned

SSP Top Management Roundtable
Sept. 7, 2007

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Chief Strategist, SirsiDynix Institute
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
Life Cycle: Four Basic Stages

<table>
<thead>
<tr>
<th></th>
<th>Introduction</th>
<th>Growth</th>
<th>Maturity</th>
<th>Decline</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Product Sales</td>
<td></td>
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<table>
<thead>
<tr>
<th>Audience</th>
<th>Early Adopters</th>
<th>Mainstream</th>
<th>Late Adopters</th>
<th>Laggards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market</td>
<td>Small</td>
<td>Growing</td>
<td>Large</td>
<td>Contracting</td>
</tr>
<tr>
<td>Sales</td>
<td>Low</td>
<td>High</td>
<td>Flattening</td>
<td>Moderate</td>
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<tr>
<td>Competition</td>
<td>Low</td>
<td>Moderate</td>
<td>High</td>
<td>Moderate</td>
</tr>
<tr>
<td>Business Focus</td>
<td>Awareness</td>
<td>Market Share</td>
<td>Customer Retention</td>
<td>Transition</td>
</tr>
<tr>
<td>Design Focus</td>
<td>Tuning</td>
<td>Scaling</td>
<td>Support</td>
<td>Transition</td>
</tr>
</tbody>
</table>

idea-sandbox.com
Adoption Ambiguity

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.

Innovators | Early Adopters | Early Majority | Late Majority | Laggards
Technology Adoption Life Cycle

Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology.

- **Mainstream Markets**
- **Early Markets**
  - Visionaries: Get ahead!
  - Techies: Try it!
- **Late Market**
  - Skeptics: No way!

- **Innovators**: 2 1/2%
- **Early Adopters**: 13 1/2%
- **Early Majority**: 34%
- **Late Majority**: 34%
- **Laggards**: 16%
Top 10 Strategic Issues

1. Our Changing Users – Millennials, GenX, Boomers, Seniors
2. Preserving Our Culture – (especially non-US, aboriginal),Repositories, standards, access
3. ME! – personalization, personal devices, “I matter more than you!”
Top 10 Strategic Issues

4. Boundarylessness - Cross-disciplinary and inter-disciplinary research

5. Being Local – GPS, GIS, Google default

6. Beyond Lists - Make me a picture, show me a visual, forget advanced search!
Top 10 Strategic Issues

7. eLearning – support or replace?
8. Reorganize – Consort, Teams, cross-functional, relationship management
9. Portlets – XML, portability, Unicode, J2EE, JSR168, mash-ups, Web 2.0, inter-operability, etc.
10. Teaching Success and KM – the real role of information literacy
Change?
Focus?
Focus?
The Perfect Storm

- US National debt increases affecting global economy
- $4 gallon gas in US messes biggest consumer economy
- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- Format agnosticism
- 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 social competitors emerge to Google, MS, Yahoo, Ask, etc. Second Earth?
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
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?
Millennial Characteristics

- Principled / Values
- More Friends
- More Diverse
- Respect
- Intelligence

- Optimistic / Positive
- Internet Natives
- More Choices
- Format Agnostic

- Balanced Lives
- Adaptive / Flexible
- Civic Minded
- High Expectations

- Collaborative
- Nomadic
- Gamers
- Experiential

- Independent
- Confident
- Direct
- More Liberal and more conservative

- Multi-taskers
- Inclusive
- Patriotic
- Entrepreneurial

- Healthy Lifestyle
- Family Oriented
- Graphical
- Achievement Oriented

Credit: Richard Sweeney, NJIT
Suppose there are 250,000 books... Or 25,000,000 in less than 4 years?
How does that compare to your libraries?
The Featuritis Curve

User Happiness

Happy User Peak

"I Rule!"

"Guess I better look at the manual..."

"Cool!"

"Hey. where the f*** did they put that?!"

"I'm so glad they added this."

"Now I can't even do the ONE SIMPLE THING I bought this for..."

"Nice, but I wish I could do more..."

"I Suck!"

Number of Features
First Monday first steps in academic research

- Course reading: 40%
- Library Web: 23%
- Search engine: 13%
- Librarian: 4%
- Professor: 12%
- Visit library: 2%
- Buy book: 1%
- No response: 1%
- Wikipedia: 3%
Reminder:
250,000-350,000
A DAY!
95% of students in clients like U of Toronto, NCSU, Stanford, etc.

Over 80% of all college and University students in North America.

A sustainable social network for life.
Alliance, Charlotte, San Jose SU Europe (2X) McMaster IBM
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
Australia
SLA members
Education Islands
Amphitheatre
5,000 Library visits every night! 80 hours / week professionally staffed reference desk

Me
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 stuff for Librarians and Educators.”

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilizes 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 285 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.

Los 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, Lovelie Jimot, 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.

Ball concluded, 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.
Library 2.0 = (books 'n stuff + people + radical trust) x participation

Darlene Fichter, 2006
...is as important as this
Knowledge Ecologies

We can’t manage knowledge . . . nobody can.

What you can do is to manage the environment in which knowledge can be created, discovered, captured, shared, distilled, validated, transferred, adopted, adapted and applied.
Taking The Knowledge Positioning

Data >>> Information >>> Knowledge

- Apply standards
- Tangible Representations of Data
- Learning
- Knowing
- Filtering
- Evaluating
- Balancing
Knowledge is not the path to:

WISDOM
Taking The Knowledge Positioning

<table>
<thead>
<tr>
<th>Data</th>
<th>Information</th>
<th>Knowledge</th>
<th>Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply Standards</td>
<td>Display</td>
<td>Knowing</td>
<td>Do</td>
</tr>
<tr>
<td>Store &amp; Move</td>
<td>Chart</td>
<td>Learning</td>
<td>Decide</td>
</tr>
<tr>
<td></td>
<td>Graph</td>
<td>Filtering</td>
<td>Choose</td>
</tr>
<tr>
<td></td>
<td>Publish</td>
<td>Evaluating</td>
<td>Apply</td>
</tr>
<tr>
<td></td>
<td>Picture</td>
<td>Gerunds</td>
<td>Enact</td>
</tr>
<tr>
<td></td>
<td>Format</td>
<td></td>
<td>Action Verbs</td>
</tr>
</tbody>
</table>

- Applying Standards
- Storing & Moving
- Displaying
- Charting
- Publishing
- Formatting
- Knowing
- Learning
- Filtering
- Evaluating
- Acting
- Deciding
- Choosing
- Applying
- Enacting
- Action Verbs
KM is the path to:

- **Behaviour**
- Decisions and performance
- Key success factors are intelligent, informed and impactful results
- Has value in proportion to its results in the context of the individual or social organization
Transformational Process

- Data
- Information
- Knowledge
- Behaviour
- Norm
- Form
- Transform
- Perform

Success
Information Engagement Levels

Read/View

Argue/Defend

Act on/Discuss

Present/Teach

Simulate/Live

Authority?
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.
Personality and Searching

• “Five personality dimensions and their influence on information behaviour”
• Jannica Heinstrom, Abo Akademi University, Finland (Oct. 2003)
• [http://informationr.net/ir/9-1/paper165.html](http://informationr.net/ir/9-1/paper165.html)

• Central Question: “How does personality influence searching behaviour?”
Personality and Searching

Dimension | High Level | Low Level
--- | --- | ---
Neuroticism | Sensitive, Nervous | Secure, confident
Extraversion | Outgoing, energetic | Shy, withdrawn
Openness | Inventive, curious | Cautious, conservative
Agreeableness | Friendly, compassionate | Competitive, outspoken
Conscientiousness | Efficient, organized | Easy-going, careless
Sample Conclusions

- Extraversion was related to informal information retrieval as well as preference for thought provoking documents over documents which confirmed previous ideas.
Sample Conclusions

• Openness to experience was related to broad information seeking, incidental information acquisition, critical information judgement, preference of thought provoking documents instead of documents which confirmed previous results. Conservativeness was related to problems with relevance judgement and preference for confirming documents.
Sample Conclusions

- Competitiveness was related to lack of time being a barrier to information retrieval, problems with relevance judgement and competence in critical analysis of information. Low levels of agreeableness forms a base for skeptical and critical thinking.
Sample Conclusions

- **Conscientiousness** was related to preference for thought provoking documents and use of effort in information seeking. **Carelessness**, on the other hand was related to problems with relevance judgement, feeling that lack of time was a barrier to information retrieval and preference for documents that confirm previous ideas.
Context is King, not Content.
So what should we pay attention to?

- Behavioural Alignment
- Learning Styles
- User Needs – real needs
- Personality
- Work Flows
- Quality & Speed
- Next phase of web – 3.0?
I ♥ my customers
Google States for free
Google Librarian
Google Educator Certification
Fool me once ... Evil?
Get on the Visual, OpenURL and Federated Search Wagon
Mercury Appliance Deals Online
Search our ex-display models and you could find an absolute bargain. With discounts of up to 1,000 possible there are huge savings to be made. Don’t hang about on these limited offers.

Mercury Cruise Deals
Huge discounts on all worldwide cruises. Save up to 75% today.
http://www.ocean-cruise.co.uk

Mercury on eBay
Great prices on music memorabilia. Buy it. Sell it. Love it. eBay.co.uk
http://www.ebay.co.uk

› print the map
› Send a map
› Add a site
› Add a Topic
› save the map...
Visual Trends

- Grokker
- Aquabrowser
- KartOO
- Folksonomies
- Tag Clouds, Word Clouds
- Etc.
### What people are doing

<table>
<thead>
<tr>
<th>Role</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>Creators</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>16%</td>
<td>18%</td>
<td>8%</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

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### 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: Online but don’t yet participate in any form of social media.
Scholars’ Citations Go Social
Features of America’s Top 50 Magazine Websites, 2007

Percent of Magazines

- RSS Feeds: 64%
- RSS Ads: 0%
- Most Popular: 18%
- Mobile: 34%
- Videos: 60%
- Podcasts: 26%
- Message Boards: 48%
- Registration: 42%
- Bookmarking: 36%
- Tags: 4%
- Article Comments: 20%
- Blogs: 58%
- Blog Roll: 18%
- Comments on Blogs: 54%

Web Features

2007
Everything’s getting smaller
Sizing Up Our Global Social Networks: Growth from the Internet to Web 2.0

- Internet – 24 Years Old
  - Jan. 1st, 1983: IP Internet is Launched

- Web – 16 Years Old
  - Early 2004: “Web 2.0” Term Is Coined

- Web 2.0
  - Early 2006: “Enterprise 2.0” Is Articulated

- Exponential Growth

- 1.1 Billion users
- 500 Million Web Nodes
- 70 Million Blogs
- ???
Next Up: Streaming media, MP3’s, podcasts, etc.
Web 2.0 – Library 2.0

- RSS – really simple syndication
- Wikis
- New Programming Tools: AJAX, API, J2EE,
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open access, Open Source, Open Content
- Screencasting

- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video
- Visualization
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
Intention Paths
The Value Hierarchy in Web 2.0 Software

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

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

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

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

**Source**: http://web2.wsj2.com
Our Opportunities

• New Discovery Systems
  – Portals and Portlets (JSR168)
  – OpenURL with Federated Search
  – Visualization and Display

• Advanced interoperable metadata embedded

• Personalization

• eLearning

• Digital devices (phones, etc.)
“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
2.0 is about *play*
Two Key Interventions
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](http://www.ning.com/) 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_m0FWE/is_2_10/ai_n16133338
- Yarra Plenty Online Learning
We’re looking too close
The Landscape Today

Internet Traffic 2006

Microsoft

Yahoo

Google

AOL

FaceBook

YouTube

MySpace

The Foothills have risen
The Emerging Landscape