Reality 2.0: Leadership and Strategy

BLACKWELL

Timberline Leadership Institute
May 20 2008
Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President,
Innovation SirsiDynix
Chief Strategist,
SirsiDynix Institute
Going Green Slides

• These PPT slides will be at my blog:
• **Stephen’s Lighthouse**
  • [http://stephenslighthouse.sirsidynix.com](http://stephenslighthouse.sirsidynix.com)
• Or give me a USB drive and I’ll give you a copy.
What’s Changing (or new enough)?

- Speed of Change
- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines - SEO
- GIS oriented search and ads
- Infinite fulltext books
- Streaming
- Personalization 3.0 – GoogleConnect?
- Microblogging
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, copyright balance, privacy, DRM, patents, trademarks, voice, etc. (e.g. global warming, abortion, digital choices)
What does Sustainability Mean?
METABOLISM
The slower it gets, the faster it catches up with you.
Studying the Future

- What are these folks like? Are they different than us?
- What world will they experience and what skills do they need?
Building blocks

- Information
- Communication
- Media
- Social
- Numeracy
- Visual
- Literacies
What Does Boundarylessness mean?
The world is going to change with or without you...

get ready
CHANGED
PRIORITIES
AHEAD

RED ROUTE
No stopping
at any time
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
- Gold Prices
- Oil Prices
- Changes in Demographics
- Competition for Labour
- War and Famine
- Ignorance and Prejudice
- Globalization
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Technolust
The Perfect Storm?

- Facebook gets a $750,000,000.00 equity investment from Microsoft and two equity capital firms.
- Facebook introduces social ads last month on top of their F8 development platform (Beacon)
- Google heads past 10,000 licensed traditional publishers
- Google adds new libraries all the time to Google BookSearch and last week’s API.
- Google MS Yahoo! Who Hoo?
- MySpace acquires Dow Jones and the Wall Street Journal and soon LinkedIn.
- Thomson acquires Reuters.
- Google announces that MySpace, Bebo, Engage.com, Friendster, hi5, Hyves, imeem, LinkedIn, Ning, Oracle, Orkut, Plaxo, Salesforce.com, Six Apart, Tianji, Viadeo, and XING have joined Google OpenSocial - their new "open" platform for development anywhere. Yahoo! joined
- MySpace, Facebook and Google Cooperate on identity!
- Google introduces Google OpenMobile Open Handset Alliance / Android development platform
- The Canadian dollar has soared past the US $ then par-ish
- And the first US Boomer applied for their pension in November.
- Strap yourself in, 2008 is going to be a fine ride. Enjoy.
Pew 2020 Predictions

- North America finally, hits tipping point

- 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
Kaufman’s 2020 Predictions

• 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?
Information searches that solve problems

How people use the internet, libraries, and government agencies when they need help

DECEMBER 30, 2007

Leigh Estabrook, Professor Emerita, University of Illinois-Urbana-Champaign
Evans Witt, CEO, PSRAI
Lee Rainie, Director, Pew Internet & American Life Project
What’s Restructuring?

• Top 3 or 4?
• SaaS – TCO of our information architecture
• Reference Cowboys to Learning Commons
• eLearning and Distance Education
• Information Literacy or Success?
The Learning Commons

Successful Digital Experience

- **Useful**: Is there a reason to use this? Does it serve a purpose? Does it satisfy needs?
- **Useable**: Is it intuitive? Is it easy to use? Is it accessible?
- **Desirable**: Is it pleasing aesthetically? Is it differentiated? Is it memorable?
- **Sustainable**: Can it be maintained? Can it evolve? Can it be supported? Can it scale?
- **Social**: Does it facilitate conversation? Does it support sharing? Does it encourage community?

**The Basics**

**Users**: Emotional and rational wants/needs
**Business**: Measurable goals and objectives
**Brand**: Core values and brand objectives

© David Armano darmano.typepad.com
Caring About Our Culture (IR)
Will Reading Matter?
• When something needs to change…

• Do it.

• Take responsibility
Library culture of poverty, victimization, risk aversion, and passive resistance
Becoming More Open to a Global Reality
Do Your Members Know Your WHOLE Library’s Offerings?
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
Build an Ideation and Innovation Culture
Being More Open to Comment
<table>
<thead>
<tr>
<th>Amazon</th>
<th>Chapters/Indigo</th>
</tr>
</thead>
<tbody>
<tr>
<td>BN</td>
<td>Barnes &amp; Noble</td>
</tr>
<tr>
<td>BN</td>
<td>BookBrowser</td>
</tr>
<tr>
<td>Borders</td>
<td>Suggestica</td>
</tr>
<tr>
<td>Inside a Dog</td>
<td>(teens)</td>
</tr>
<tr>
<td>MySpace Books</td>
<td>Books We Like</td>
</tr>
<tr>
<td>OCLC's FictionFinder</td>
<td>All Consuming</td>
</tr>
<tr>
<td>LibraryThing</td>
<td>Next Favorite</td>
</tr>
<tr>
<td>StoryCode</td>
<td>Rating Zone</td>
</tr>
<tr>
<td>Hypatia and AlexLit</td>
<td>WhichBook.net</td>
</tr>
<tr>
<td>AllReaders.com</td>
<td>Reader's Robot gnooks</td>
</tr>
<tr>
<td>MySpace Books</td>
<td></td>
</tr>
</tbody>
</table>
Being More Open to Criticism and Feedback
Being More Open to Recommendations
Being More Open to Change
50 Reasons Not To Change

- I’m not sure my boss would like it.
- It’s too expensive.
- We’ll catch flak for that.
- That’s someone else’s responsibility.
- We’ve always done it this way.
- It won’t fly.
- We don’t have the equipment.
- We didn’t budget for it.
- I don’t have the authority.
- It’s too ambitious.
- No one asked me.
- It’s complicated.
- What’s in it for me?
- We don’t have consensus yet.
- It can’t be done.
- It’s not my job.
- We tried that before.
- It needs more thought.
- Another department tried that.
- It’s against tradition.
- They’re too entrenched.
- It will take too long.
- It’s hopeless.
- We can’t take the chance.
- It’s too radical.
- There’s too much red tape.
- It needs committee study.
- It will never fly upstairs.
- It’s too visionary.
- There’s no clear mandate.
- We’re waiting for guidance on that.
- We’re not doing OK as it is.
- We don’t have the staff.
- Maybe.
- Maybe not.
- We’ve never done that before.
- I’m all for it, but...
- No se puede.
- Me falta ánimo.
- They don’t really want to change.
Change?
Focus?
Focus
The Learning Commons

Successful Digital Experience

Useful
Is there a reason to use this?
Does it serve a purpose?
Does it satisfy needs?

Useable
Is it intuitive?
Is it easy to use?
Is it accessible?

Desirable
Is it pleasing aesthetically?
Is it differentiated?
Is it memorable?

Sustainable
Can it be maintained?
Can it evolve?
Can it be supported?
Can it scale?

Social
Does it facilitate conversation?
Does it support sharing?
Does it encourage community?

The Basics

Users: Emotional and rational wants/needs
Business: Measurable goals and objectives
Brand: Core values and brand objectives

Foundation

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Your Career Has Seasons
Being Open to Lifelong Learning
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
23 Things - Learning 2.0
Self-paced Change

- 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
Being More Open
Experimentation, Pilots and Innovation
Be More Open to New Paths
Be More Open to the Users’ Paths
The Cloud
The Cloud (WSJ May 6)

• **The Cloud.** The desktop computer isn't going away. But as bandwidth speeds increase, more and more computing can be done in the network of computers sitting in data centers - aka the "cloud."...

• **The Edge.** The cloud is nothing without devices, browsers and users to feed it....

• **Speed.** Once you build the cloud, it's all about network operations....

• **Platform.** ...Having a fast cloud is nothing if you keep it closed. The trick is to open it up as a platform for every new business idea to run on, charging appropriate fees as necessary....

http://www.andykessler.com/andy_kessler/2008/05/wsj-the-war-for.html
Follow the Ad Money

• What is the sweet spot of advertising?
  – 18-29 year olds
  – Better-educated
  – Professionals and career-oriented

• Where do you find these folks?
  – University campuses, distance education
  – Research environments

• What would you do strategically?
  – GPS/GIS, gScholar/ MS Live Academic, Local, Global (Unicode), Streaming Media, Digitization of scholarly collections . . .Hmmmmm.
  – Partner with academic institutions, Trojan-style
Be More Open to Social Networks, Open Content, Open Access and …

Localize it, Customize it, Integrate it, Promote it
eLearning Distance Ed
Hmmmm.... Librarians are valid friends and contacts
Self Awareness

**Johari Window**

<table>
<thead>
<tr>
<th>Known to self</th>
<th>Not known to self</th>
</tr>
</thead>
<tbody>
<tr>
<td>Known to others</td>
<td>Arena</td>
</tr>
<tr>
<td>Not known to Others</td>
<td>Blind Spot</td>
</tr>
<tr>
<td></td>
<td>Façade</td>
</tr>
<tr>
<td></td>
<td>Unknown</td>
</tr>
</tbody>
</table>
Self Awareness

Johari Window

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Self Awareness

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Self Awareness

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- Known to others
- Not known to others

- Arena
- Blind Spot
- Façade
- Unknown
How does your presence appear?
Personal, Professional, Departmental, Institutional
### What people are doing

<table>
<thead>
<tr>
<th>Activity</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>Creatures publish</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web pages, write blogs, upload videos to sites like YouTube.</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 comment on blogs and post ratings and reviews.</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 use Really Simple Syndication (RSS) and tag Web pages to gather information.</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 use social networking sites.</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 read blogs, watch peer-generated videos, and listen to podcasts.</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 are online but don’t yet participate in any form of social media.</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>

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

Data: Forrester Research
The Sharing Economy
Tagging Opportunity
...is as important as this
Balancing pre-coordinate and Post-coordinate access
News Content Has Gone Social

Online Features of America's Top 100 Newspapers, 2007

Percent of Papers

Features

RSS
RSS for different sections
RSS inside Ads
Reporter Blogs
Reporter Blog Comments
Biogrid
Most Popular Comments on Articles
Top
Registration
Bookmarks
User Generated Content
Social Networking/User Profiles
Mobile Content
Video
Podcasts
Magazine Content Has Gone Social

So have web search, music, radio, podcasts, and reality shows!
Being More Flexible
Being More Open to Risk
Being Open to a *Mosaic* of Solutions including Proprietary, Open Source, Open Access & Licensed Hybrids
Being Open to Ambiguity
I've got my tinfoil hat on
Be More Open to Technology and Unintended Consequences
Your Five Year Plan?

Who Are You Targeting?
Information
Noun
Inform
Verb
Informed

Results and Impact
Don’t be a Format Bigot
This is normal
Device Agnostic & DRM Wars
Everything’s getting smaller
A Mainly Mobile Focus
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
NO EXCUSES
Turning Excuses in Reasons

And Reasons into Plans
What Commitment Does It Take?

Eyes WIDE Open

PLAN
Be Important

EXPENDABILITY

Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
Know What Makes Us Different
Find Our Voice and Using It
Be More Open to New Users
## Millennial Characteristics

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Values</th>
<th>Friends</th>
<th>Diverse</th>
<th>Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principled / Values</td>
<td>More</td>
<td>Respect</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Optimistic / Positive</td>
<td>More</td>
<td>More</td>
<td></td>
<td>Diverse</td>
</tr>
<tr>
<td>Balanced Lives</td>
<td>Internet</td>
<td>More</td>
<td>Civic</td>
<td></td>
</tr>
<tr>
<td>Collaborative</td>
<td>More</td>
<td>Choices</td>
<td>Civic</td>
<td></td>
</tr>
<tr>
<td>Independent</td>
<td>More</td>
<td>More</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>Multi-taskers</td>
<td>Nomadic</td>
<td>Choices</td>
<td>Experiential</td>
<td></td>
</tr>
<tr>
<td>Healthy Lifestyle</td>
<td>Confident</td>
<td></td>
<td></td>
<td>Experiential</td>
</tr>
<tr>
<td>Inclusive</td>
<td>Direct</td>
<td>High</td>
<td>Entrepreneur</td>
<td></td>
</tr>
<tr>
<td>Family Oriented</td>
<td>Direct</td>
<td>More</td>
<td>Entrepreneur</td>
<td></td>
</tr>
<tr>
<td>Patriotic</td>
<td>Graphical</td>
<td>More</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graphical Oriented</td>
<td>Achievement</td>
<td>More</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Credit: Richard Sweeney, NJIT
Earth Science Room: The Amazing Sun

- corona - the sun's atmosphere
- chromosphere
- photosphere - the light-producing layer
- core - where the nuclear fusion of helium and hydrogen takes place
- sunspot - dark patch that makes cooler gases

Explore a new learning portal for the K12 community

SchoolRooms™ by SirsiDynix is a new online portal that encourages K-12 students to explore, discover, and learn anywhere, anytime.

Designed to meet students' needs and to be a tool for parents who play an integral role in helping their children continue learning outside the classroom.

Using SchoolRooms, students can search (all at once):
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. Joan Holcomb, Associate Professor
School of Library and Information Science (SLIS)
Dr. David Robinson, Associate Professor
Information Architecture/Knowledge Management Program (IAKM)
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Dr. Alessandra Lata, Associate Professor
School of Library and Information Science (SLIS)
Dr. Greg Nystrom, Associate Professor
School of Library and Information Science (SLIS)
May 22, 2006
Context is King, not Content.
Who
What
Where
When
Why
How
Librarian Magic
We librarians must learn that when we study something to death, *Death was not our original goal.*
A Third Path
Remove the Borders Inside Libraries

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

And the barriers inside the community too…

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

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

Remove the Borders Between Libraries and Influencers
Be Inspirational
“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
Honest to G*d – Have Fun
Be The Change You Want To See
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