Top 25 Technologies to Watch
And How Libraries are Changing

May 10, 2008

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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 New (or new enough)?

- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Infinite fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
What does Sustainability Mean?
What Does Boundarylessness mean?
What Commitment Does It Take?
The world is going to change with or without you... get ready
CHANGED PRIORITIES AHEAD
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
- War and Famine
- Ignorance and Prejudice
- Globalization
- Diminution of Voice
- Only 2 search harvests
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Technolust
• When something needs to change…

• Do it.

• Take responsibility
Library culture of poverty, victimization, risk aversion, and passive resistance
How Can Libraries and Information Have No Borders?
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
Being More Open to Comment
Amazon
Chapters/Indigo
Barnes & Noble
BN BookBrowser
Borders
Suggestica
Inside a Dog (teens)
MySpace Books
Books We Like
OCLC's FictionFinder
All Consuming
LibraryThing
Next Favorite
StoryCode
Rating Zone
Hypatia and AlexLit
WhichBook.net
AllReaders.com
Reader's Robot
gnooks

LibraryThing BETA
amazon.com
MySpace Books
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.
- It won't fly.
- We've always done it this way.
- 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.
- We don't have consensus yet.
- It can't be done.
- We're doing OK as it is.
- We don't have the staff.
- We tried that before.
- It's too complicated.
- It's contrary to policy.
- We have too many layers.
- There's too much red tape.
- It's not my job.
- It's against tradition.
- They're too entrenched.
- Another department tried that.
- It's not our problem.
- It needs more thought.
- There's no clear mandate.
- We're waiting for guidance on that.
- It won't work in this department.
- Maybe.
- Maybe not.
- We've never done that before.
- It needs committee study.
- It will never fly upstairs.
- They don't really want to change.
- It's too visionary.
- It's hopeless.
- We can't take the chance.
- It's too radical.
- They won't fund it.
- There's not enough time.
- No se puede.
- Me falta ánimo.
- ¡Nunca pasará!
- It's impossible!
Change?
Focus?
Focus
Being Open to Lifelong Learning
Build a Sandbox
Your Career Has Seasons
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
Being More Open
Experimentation, Pilots and
Innovation
Be More Open to New Paths
Be More Open to the Users’ Paths
Being More Open to Social Networks, Content, Access and …
MAP OF ONLINE COMMUNITIES AND RELATED POINTS OF INTEREST

Geographic area represents estimated size of membership.

NOT A COMPLETE SURVEY. SIZES BASED ON BEST FIGURES I COULD FIND, BUT INVOLVED SOME GUESSWORK. DO NOT USE FOR NAVIGATION.

Spring 2007
**What people are doing**

- Creators publish Web pages, write blogs, upload videos to sites like YouTube.
  - Young Teens: 34%, Youth: 37%, Generation Y: 30%, Generation X: 19%, Young Boomers: 12%, Older Boomers: 7%, Seniors: 5%

- Critics comment on blogs and post ratings and reviews.
  - Young Teens: 24%, Youth: 37%, Generation Y: 34%, Generation X: 25%, Young Boomers: 18%, Older Boomers: 15%, Seniors: 11%

- Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.
  - Young Teens: 11%, Youth: 16%, Generation Y: 18%, Generation X: 16%, Young Boomers: 15%, Older Boomers: 16%, Seniors: 11%

- Joiners use social networking sites.
  - Young Teens: 51%, Youth: 70%, Generation Y: 57%, Generation X: 29%, Young Boomers: 15%, Older Boomers: 8%, Seniors: 6%

- Spectators read blogs, watch peer-generated videos, and listen to podcasts.
  - Young Teens: 49%, Youth: 59%, Generation Y: 54%, Generation X: 41%, Young Boomers: 31%, Older Boomers: 26%, Seniors: 19%

- Inactives are online but don’t yet participate in any form of social media.
  - Young Teens: 34%, Youth: 17%, Generation Y: 21%, Generation X: 42%, Young Boomers: 54%, Older Boomers: 61%, Seniors: 70%

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

Data: Forrester Research

[Chart by ANNO CHEIF]
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
Will Reading Matter?
Your Five Year Plan?

Who Are You Targeting?
Results and Impact
Retail Sales Down? NO
Titles Down? NO
Circulation Down? NO
Reading Down? NO
Teen Reading Down? NO
Don’t be a Format Bigot
Watch the Next Steps
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
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
EXCUSES

EXCUSES
Turning Excuses in 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 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
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 Different
Find Our Voice and Using It
Be More Open to New Users
## Millennial Characteristics

<table>
<thead>
<tr>
<th>Principlled / Values</th>
<th>More Friends</th>
<th>More Diverse</th>
<th>Respect Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic / Positive</td>
<td>Internet Natives</td>
<td>More Choices</td>
<td>Format Agnostic</td>
</tr>
<tr>
<td>Balanced Lives</td>
<td>Adaptive / Flexible</td>
<td>Civic Minded</td>
<td>High Expectations</td>
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<tr>
<td>Collaborative</td>
<td>Nomadic</td>
<td>Gamers</td>
<td>Experiential</td>
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<tr>
<td>Independent</td>
<td>Confident</td>
<td>Direct</td>
<td>More Liberal and more conservative</td>
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<tr>
<td>Multi-taskers</td>
<td>Inclusive</td>
<td>Patriotic</td>
<td>Entrepreneurial</td>
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<tr>
<td>Healthy Lifestyle</td>
<td>Family Oriented</td>
<td>Graphical</td>
<td>Achievement Oriented</td>
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Credit: Richard Sweeney, NJIT
Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

1st Quarter - 2006

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METABOLISM

The slower it gets,
the faster it catches up with you.
25 Technologies to Watch
And How
SirsiDynix Institute
Jan. 31, 2008

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Mobile
Open Handset Alliance
Android
Tagging
Scrapbooking
SaaS
Software as a Service
Application Hosts
Microblogging
Social Content
Public Social Networking
Private Social Networking
Social Networking Integration (F8, MySpace Developer, IBM, OpenSocial)
e-Books
TEN LEVE

e-Book Devices
Personal Homepages
Cloud Software
RSS Groups and Readers
iTunes, SpiralFrog
Podcasts
Streaming Media
Apple Touch, iPod, merged Gaming
Local Dominance
Custom Search MicroFederation
OpenID
Presence Management
Avatars
eLearning
Web-based Collaboration
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Be More Open to New Paths
Being Open to Standing Out
Have Some Fun
Context is King, not Content.
We librarians must learn that when we study something to death, *Death was not our original goal.*
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
Honest to G*d – Have Fun
Be The Change You Want To See
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How?
Play
Blogs
Conferences & Unconferences
Alerts
Forecasts
Read Widely
Magazines
Trends and Zeitgeist
Watch YouTube
Watch a Kid
Build a Technology Petting Zoo
Schedule It
Get a Buddy