



# **Libraries and Librarians: What the Future Holds**

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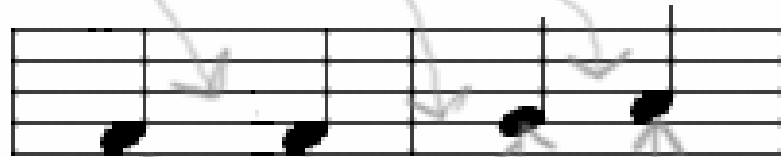
**Joe Janes, PhD**

**University of Washington iSchool**

# Challenges

- Customer Experience
- Organization
- Technology
- Partnerships
- Money and Value
- Capacity for Leadership and Change
- Tactical Events and Issues
- Change Leadership vs. Change Management
- Our Culture

this



...is as important as this

pp

Ped. \* Ped. \*

The first system of music consists of two staves. The treble staff begins with a piano (*pp*) dynamic marking. The music features a melodic line in the treble and a supporting bass line. The system concludes with a *Ped.* marking and an asterisk.

Ped. \*

The second system continues the musical piece. It features similar melodic and bass line patterns. The system concludes with a *Ped.* marking and an asterisk.

1. 2.

Ped. \* Ped. \*

The third system includes two endings. The first ending is marked '1.' and the second ending is marked '2.'. The music concludes with a *Ped.* marking and an asterisk.



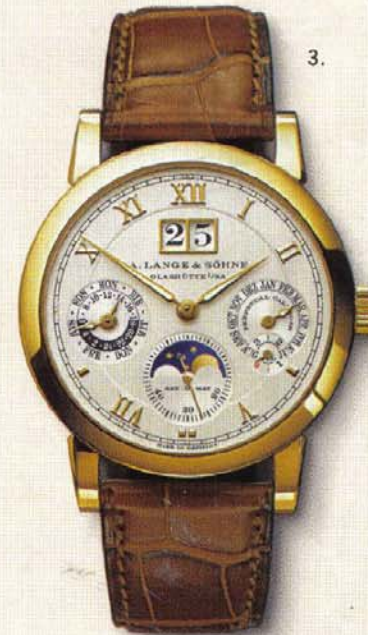
1. All parts of the movement of the LANGEMATIK PERPETUAL.

2. The fully assembled movement of the LANGEMATIK PERPETUAL – a masterpiece.

3. The LANGEMATIK PERPETUAL in yellow gold. With perpetual calendar and outside date. Self-winding Lange movement. Ref. 310.021.



2.



3.

For more information, please contact:

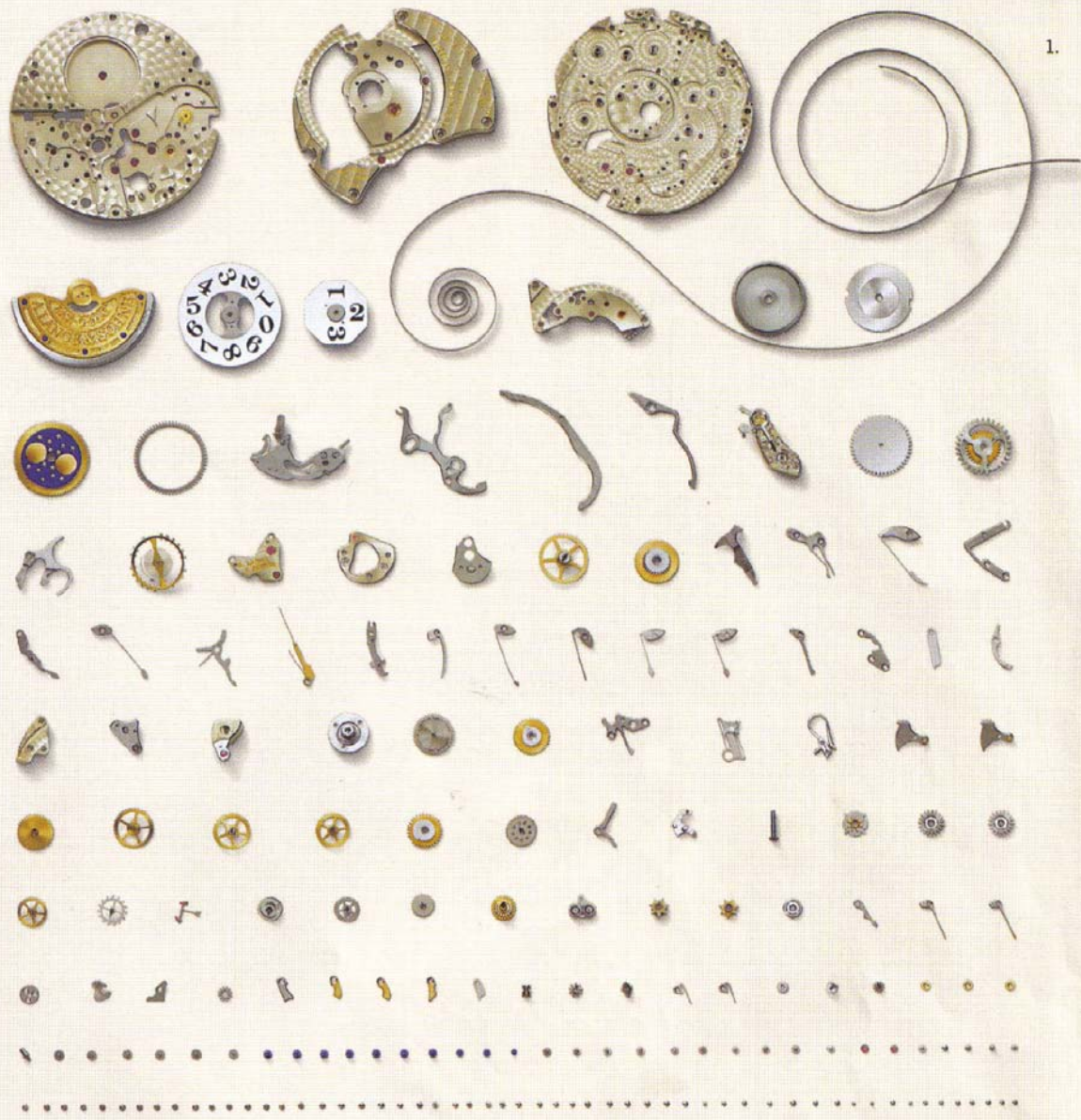
General agent for "A. Lange & Söhne"  
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645 Fifth Avenue, New York, NY 10022

[www.lange-soehne.com](http://www.lange-soehne.com)

**A. LANGE & SÖHNE**  
GLASHÜTTE I/SA

7

1.





## What people are doing

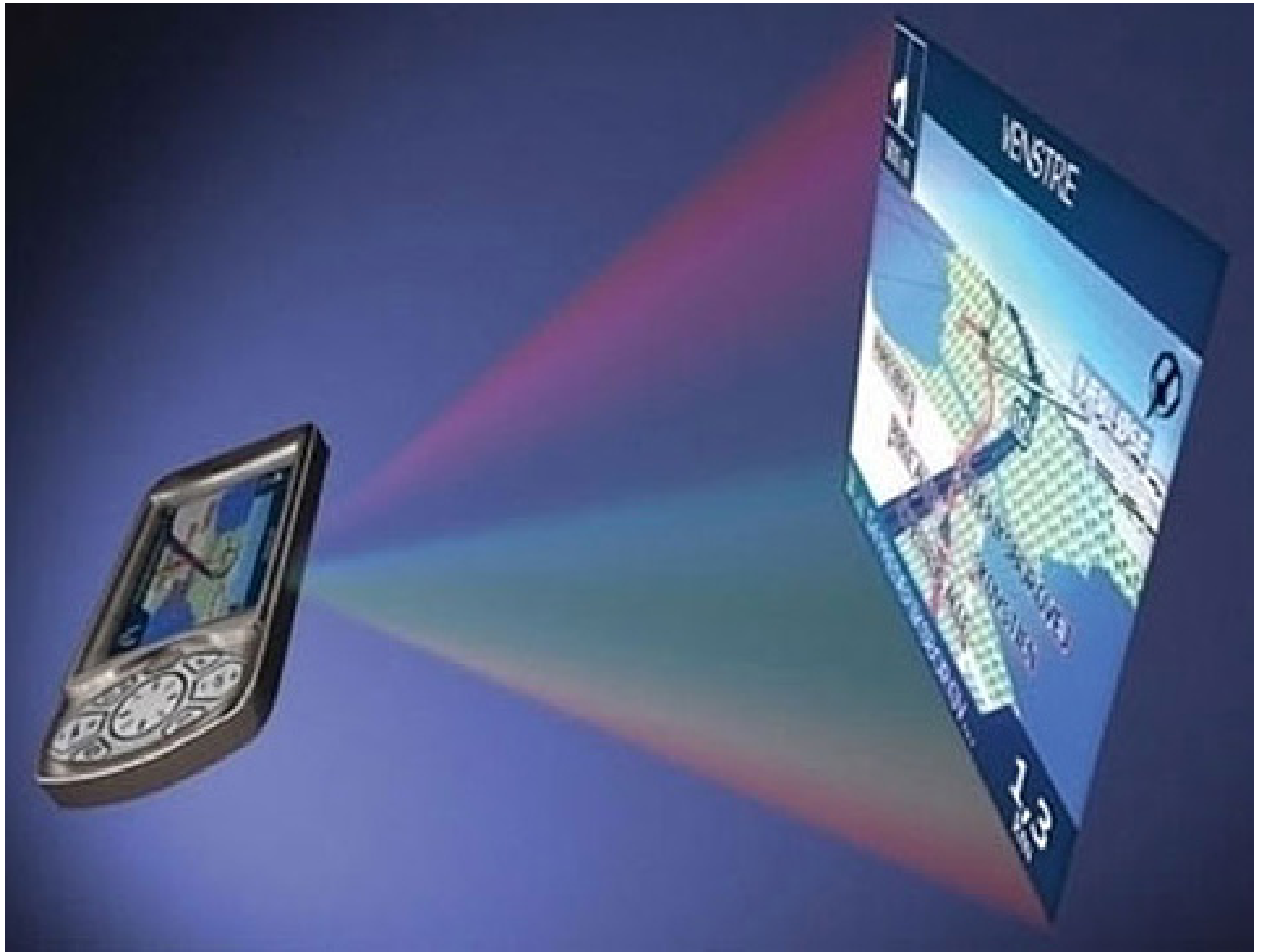
## Who participates (U.S. online users)



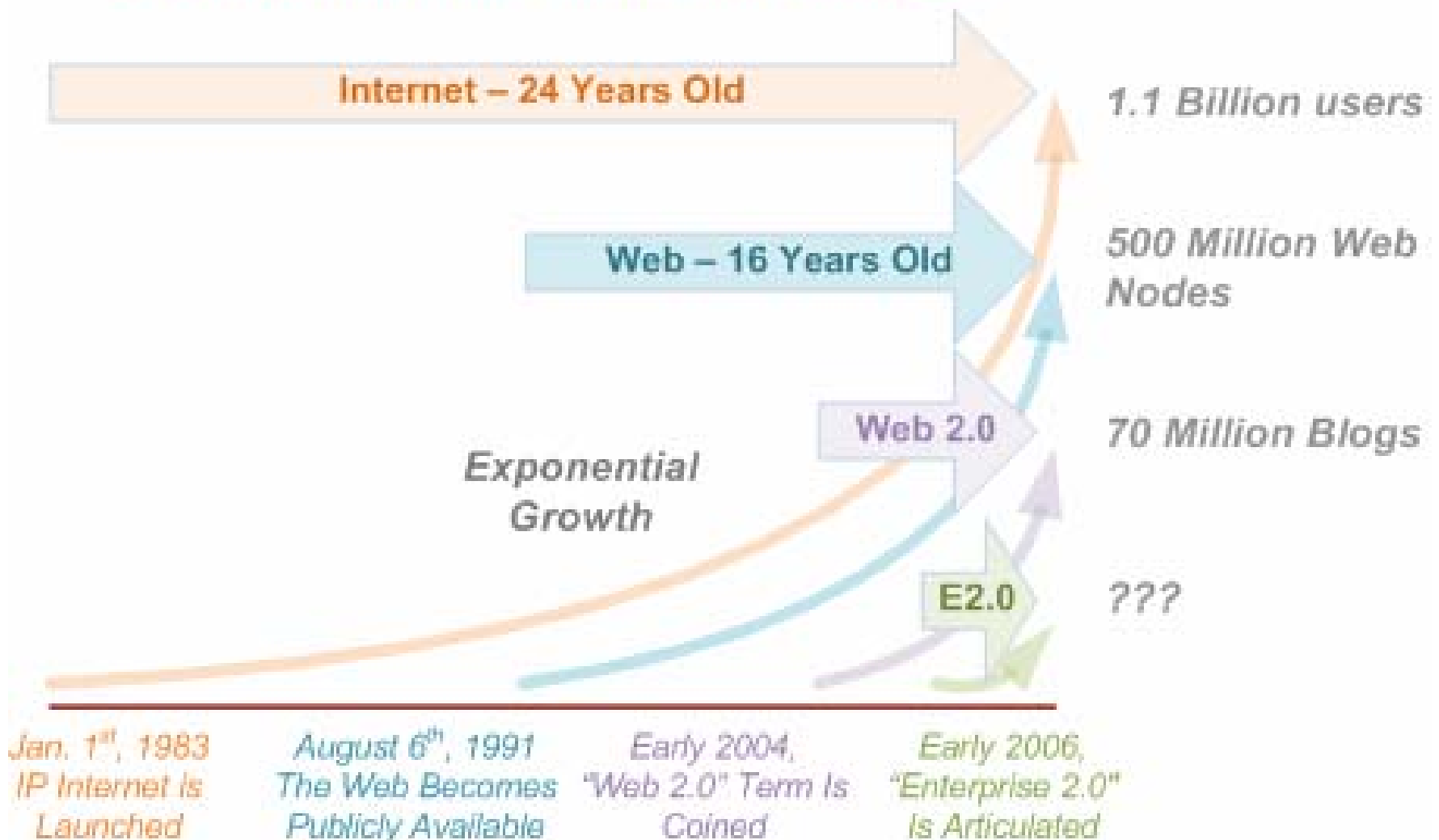
Data: Forrester Research

CHART BY ARNO GHELFI





# Sizing Up Our Global Social Networks: Growth from the Internet to Web 2.0















# LIBRARY 2.0 MATRIX

## Resource Environment

Library 2.0 user

**Library catalogue** - MARC compliant

**Web 2.0 platform 24/7**

- adaptable user interface

**Information services**

- Online, Virtual Learning spaces

**Blended digital Web Collections**

**Blended digital repository**

**Digital access for personal organisation**

- E-reserve
- Borrower loan access

**Digital access for licensed collections**

- e-books, videos & multimedia, images, learning objects, etc
- specialist online databases

**Federated searching**

- Z39.50

**Taxonomy** - supported by global metadata standards

## Web 2.0 as Platform

Library 2.0 user

**E-learning 2.0 environment**

- LMS, ELGG, LAMS etc.

**Social Networks**

- MySpace/Facebook
- Blogs & Wikis
- Read/Write web functionality
- Social Bookmarking
- Images & multimedia sharing
- Podcasting & vodcasting

**Folksonomy**

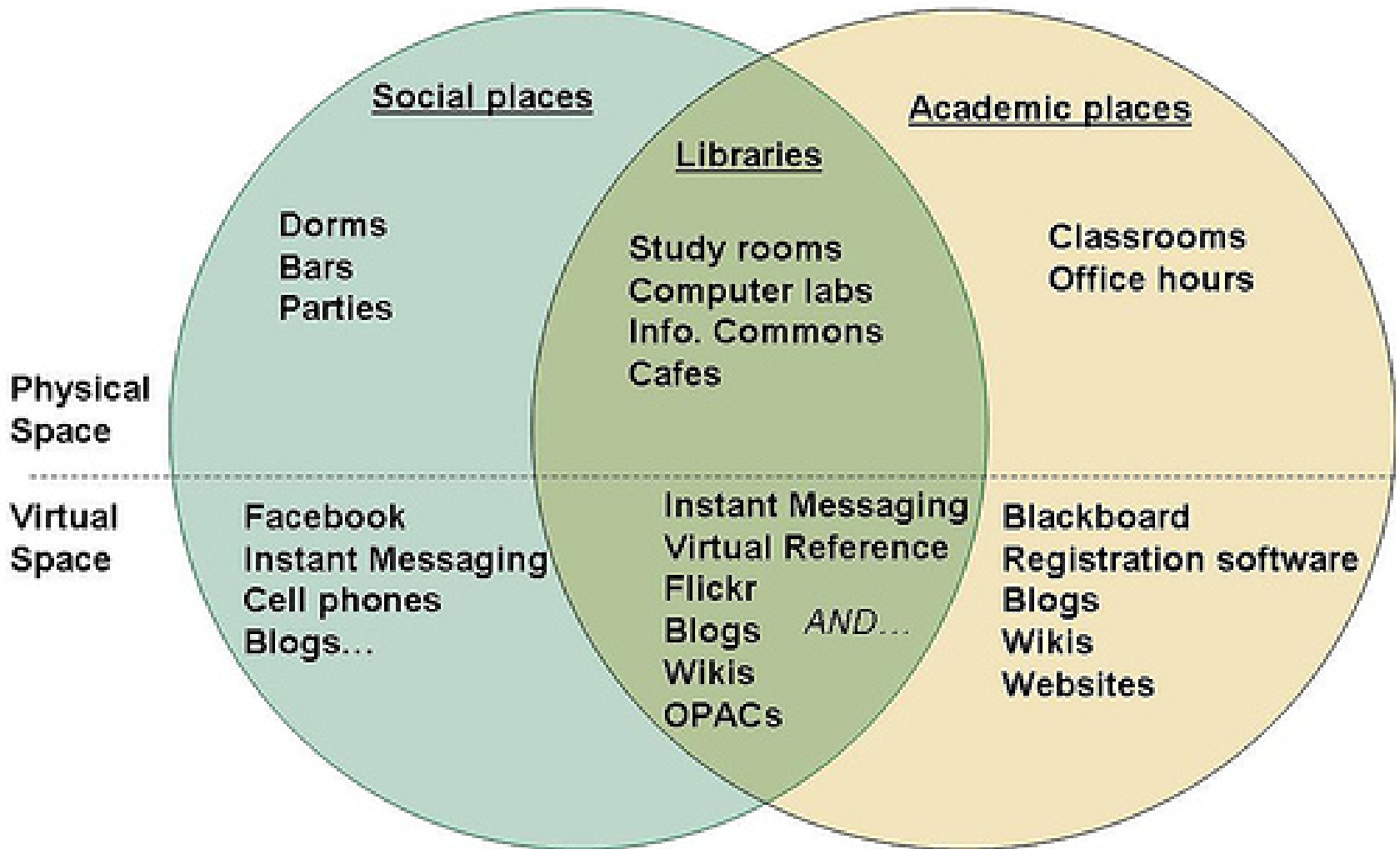
- Tagging for personalisation

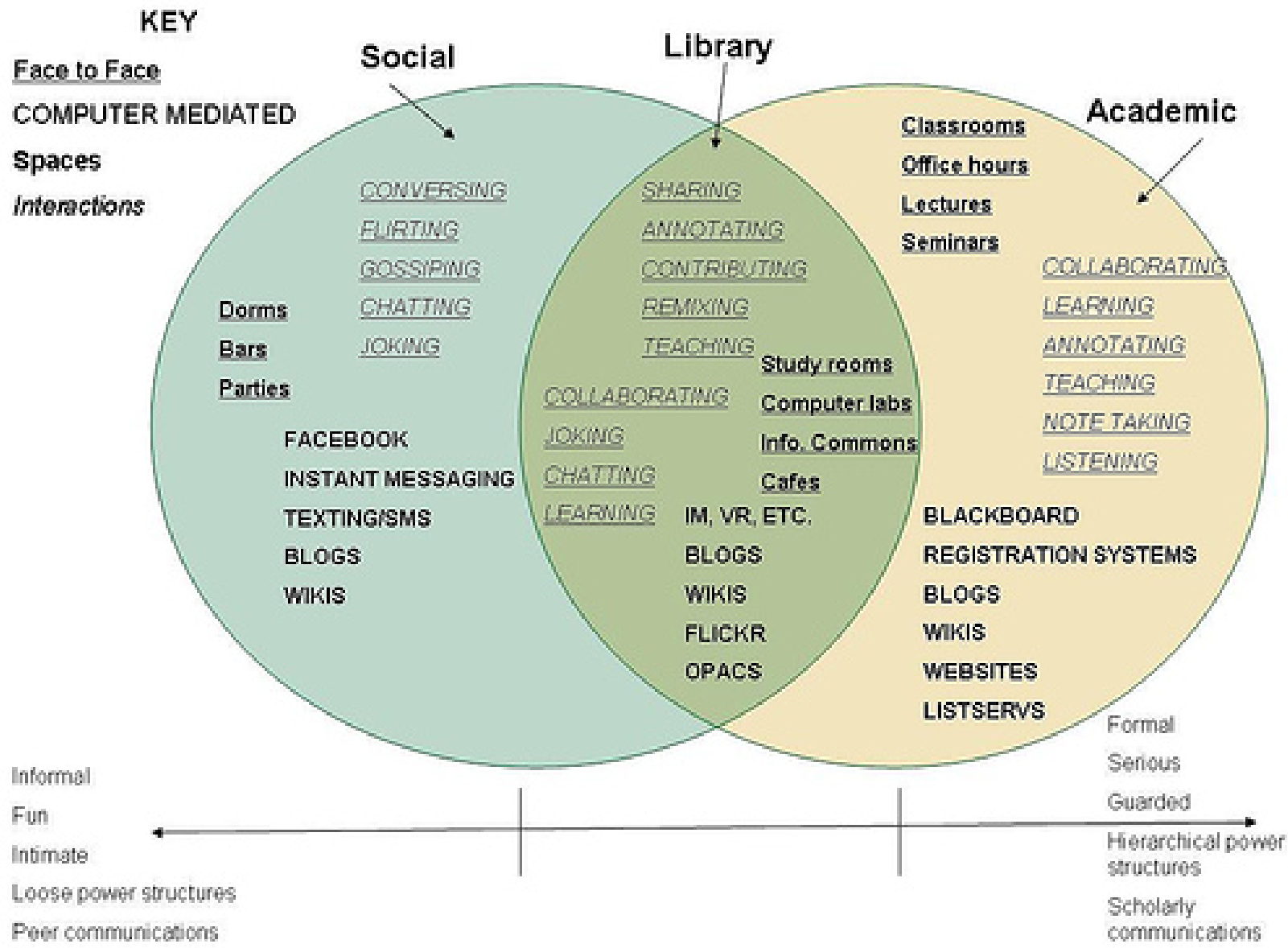
**Searching**

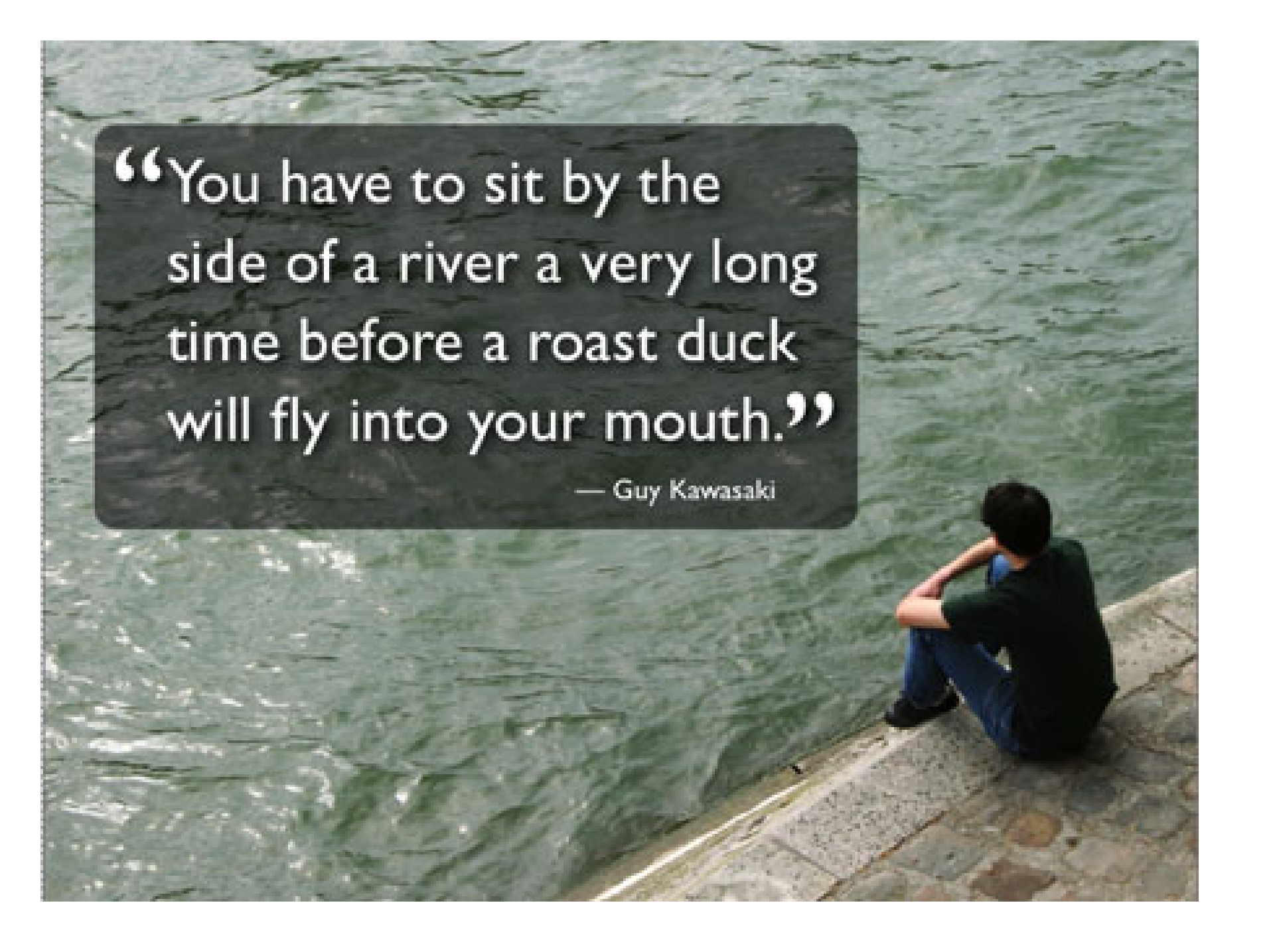
- Browser and desktop API
- Blogs & social networks
- Visual & metasearch engines

**Mobile computing**

**RSS feeds and Mashups**





A person is sitting on a stone ledge by a river, looking out at the water. The person is wearing a dark green t-shirt and blue jeans. The water is a dark, rippling green. 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

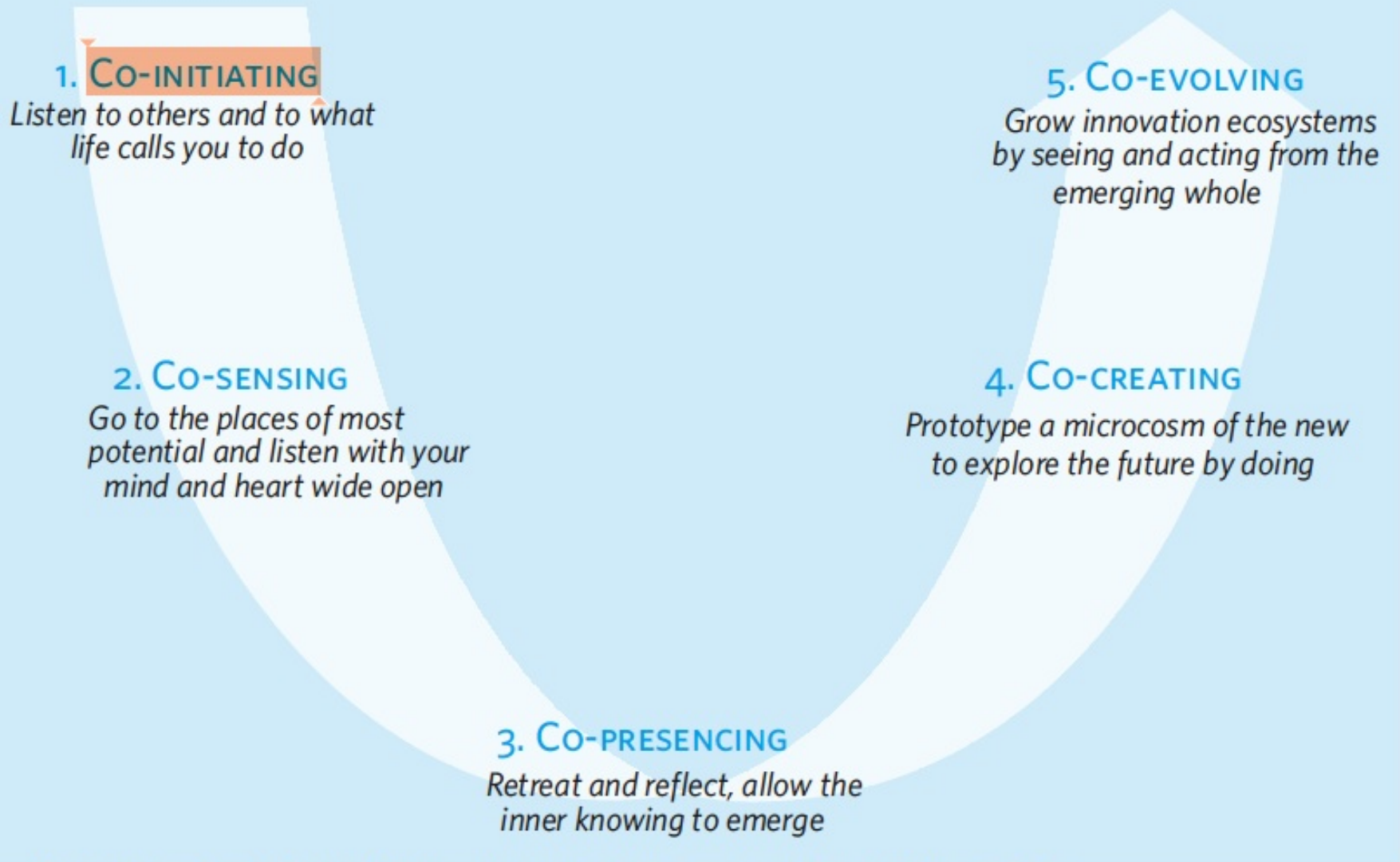


FIGURE 21.1 THE FIVE MOVEMENTS OF THE U PROCESS



Change  
Week  
starts  
Monday!



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