



Reality 2.0: Attracting and Engaging the Millennial Library User

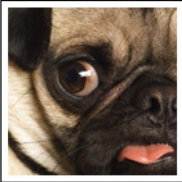
Stephen Abram

Milwaukee and Waukesha County Federated Library Systems

Oct. 22, 2007



different



What future was our promise?

different



different



different





different



What future is their promise?

Are we preparing them for the world of their future or *our* past?

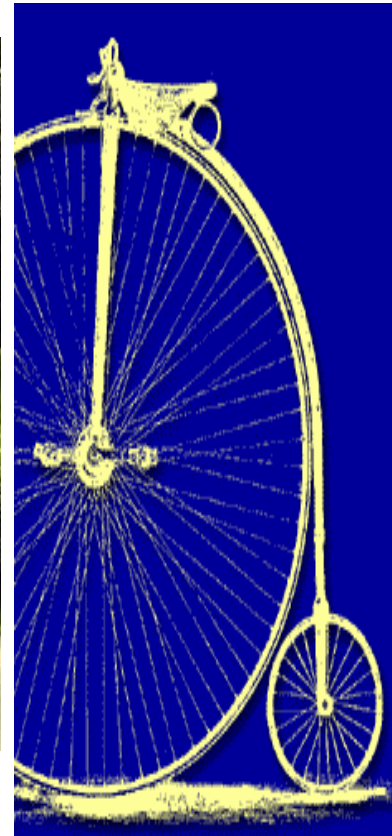
different

2000 Light Stopped



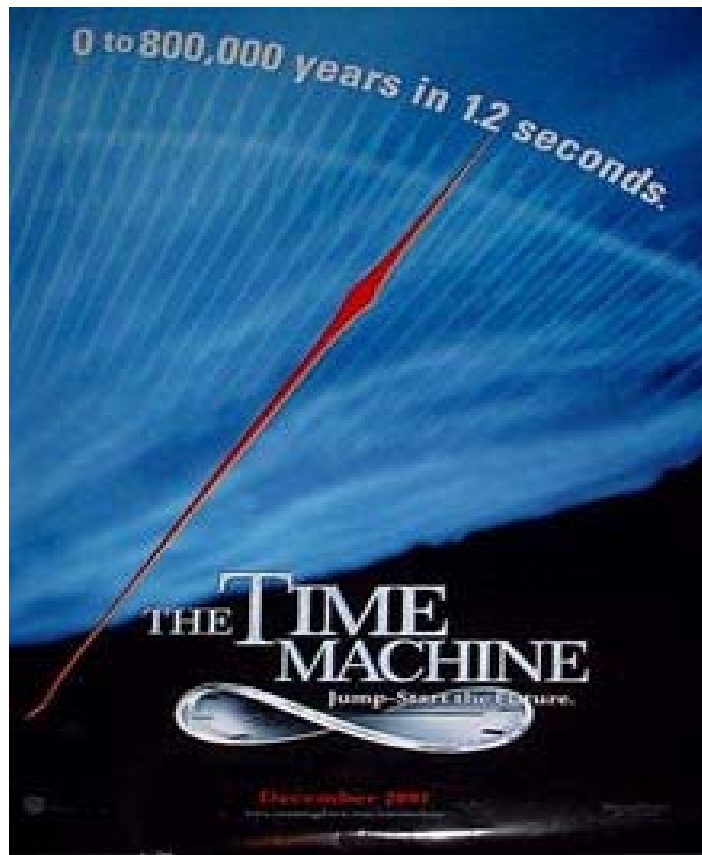
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2001 Light Slowed to Bicycle Speed



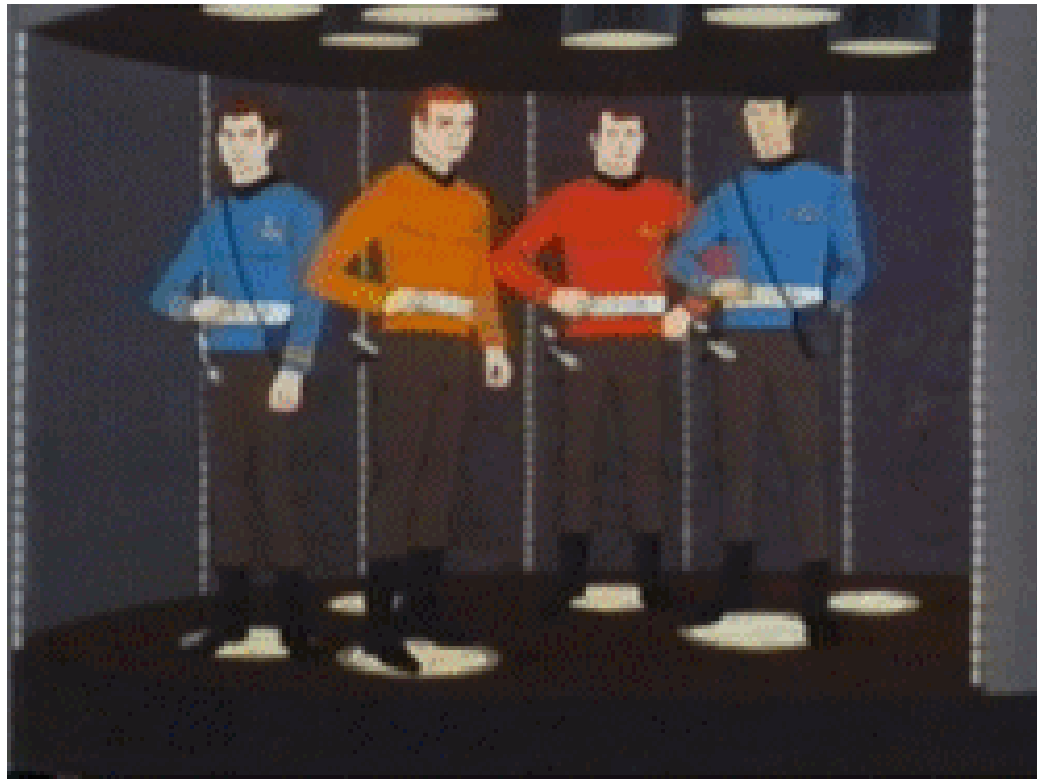
different

2002 Light Sent into Future



different

2003 Light Transported



different

2006 Light Goes Backwards



Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester

Romulan
cloaking
Devices at
Duke U.

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The Millennials/Gen Y/Echo Boomers

- Who are they?
- What are their values?
- How do they obtain information?
- How do they communicate?
- How do we communicate with them?

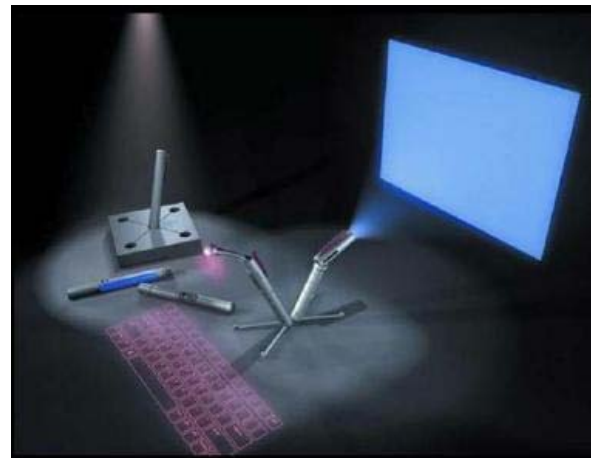
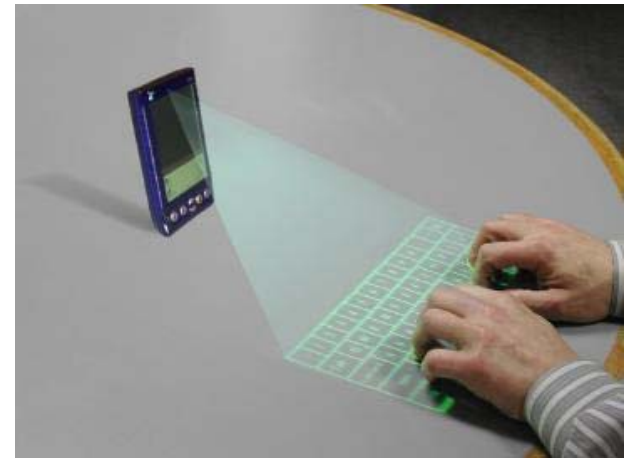




2020 Prediction from Peter Kaufman

- 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).

different



different

BUCK & PULLEYN

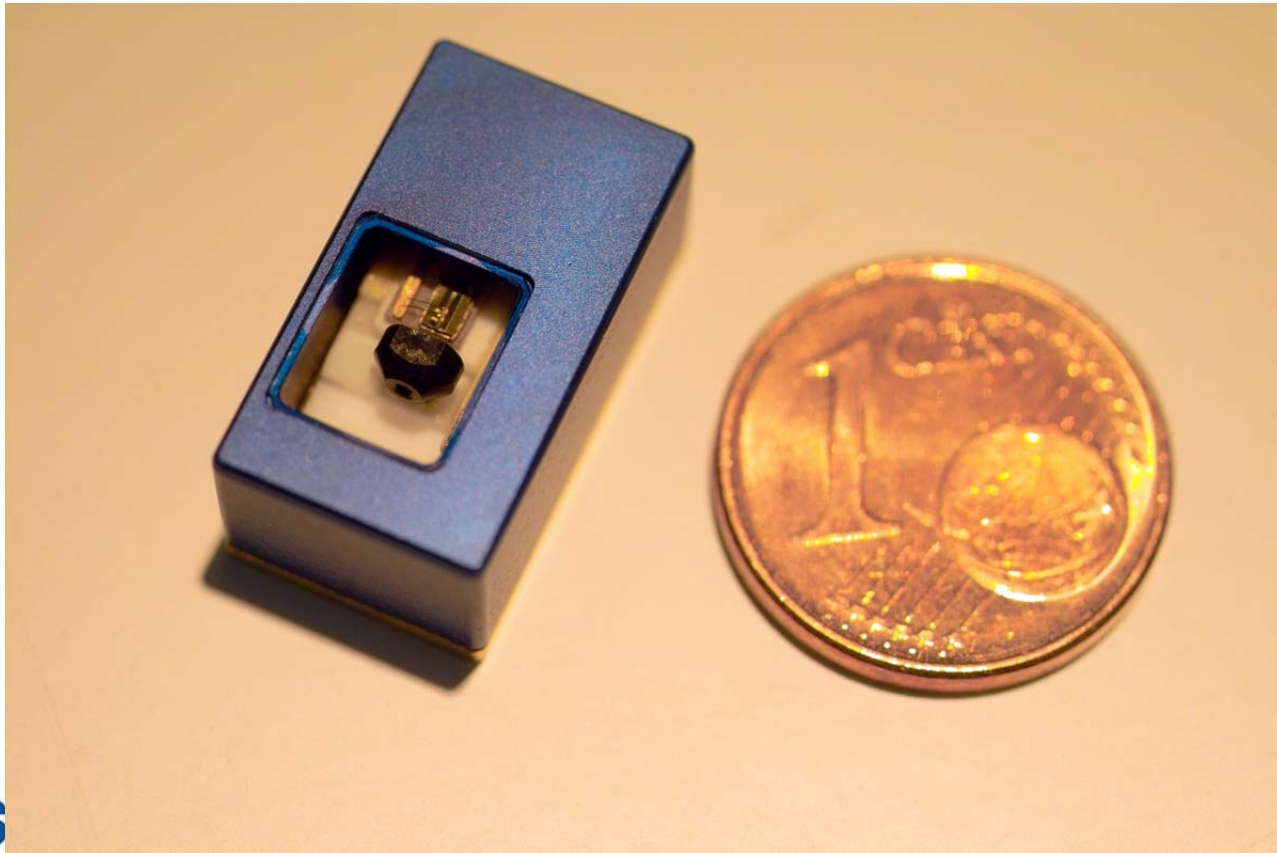


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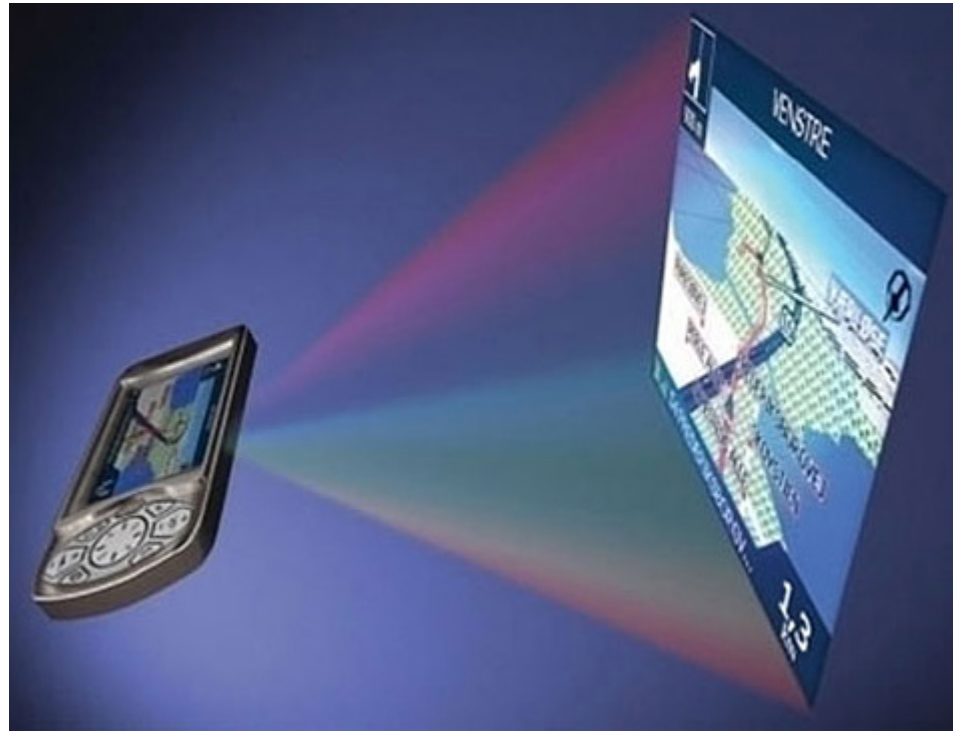


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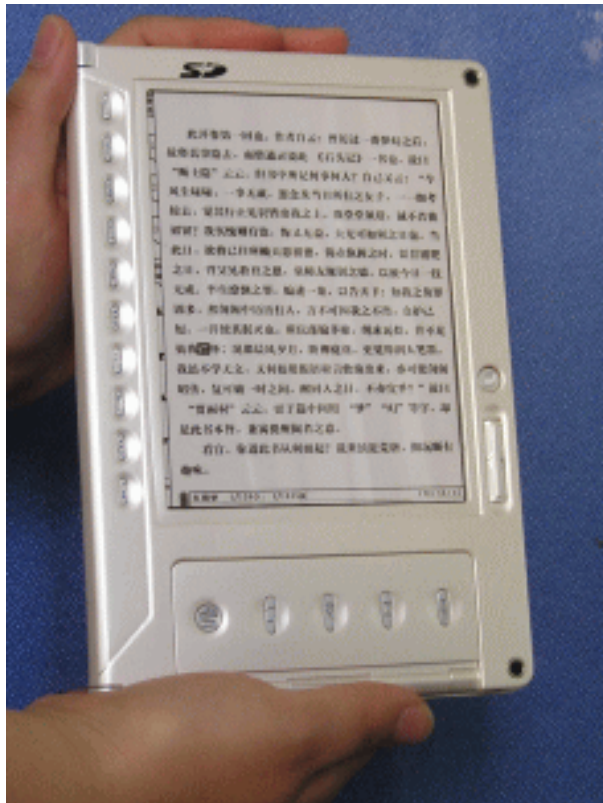
A projector the size of a sugar cube



different



different



different



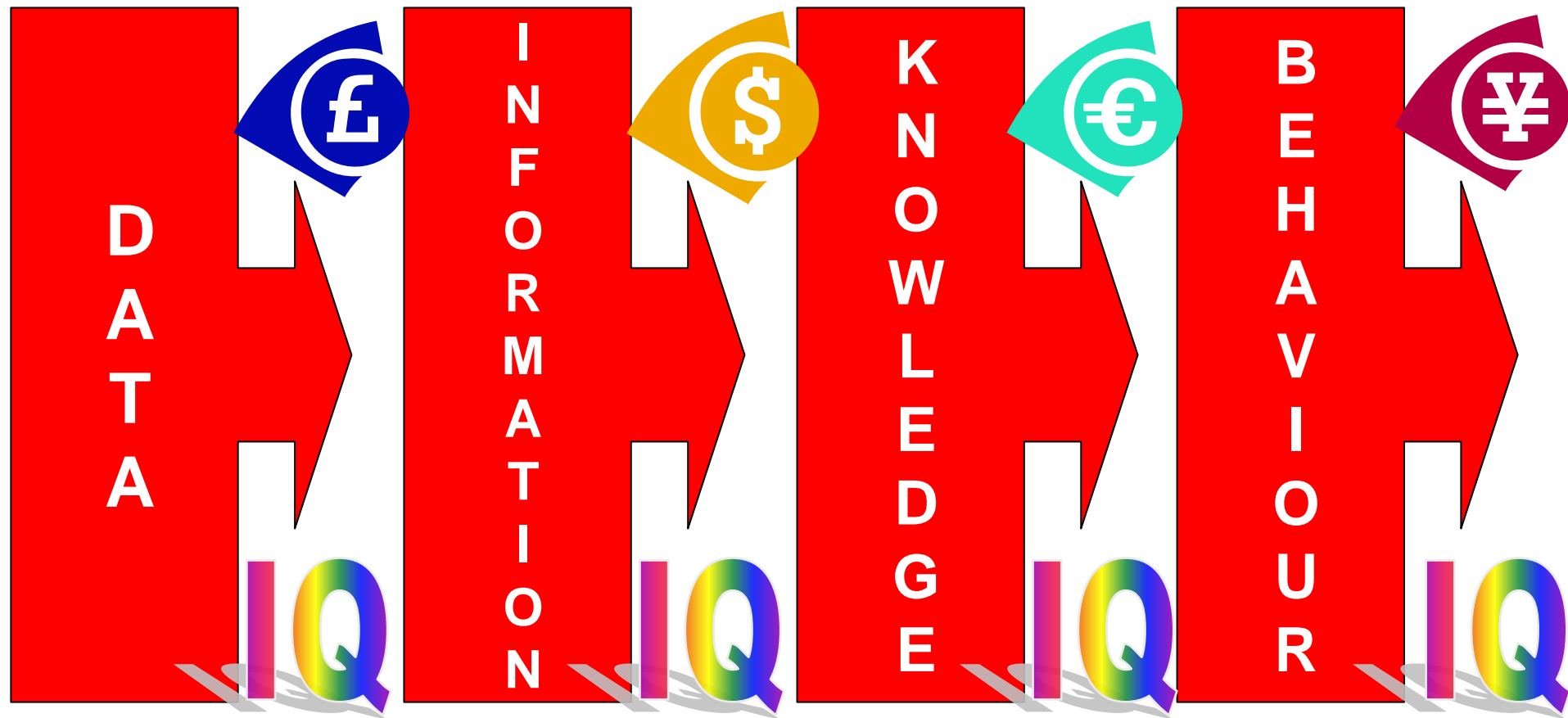
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Everything's getting smaller



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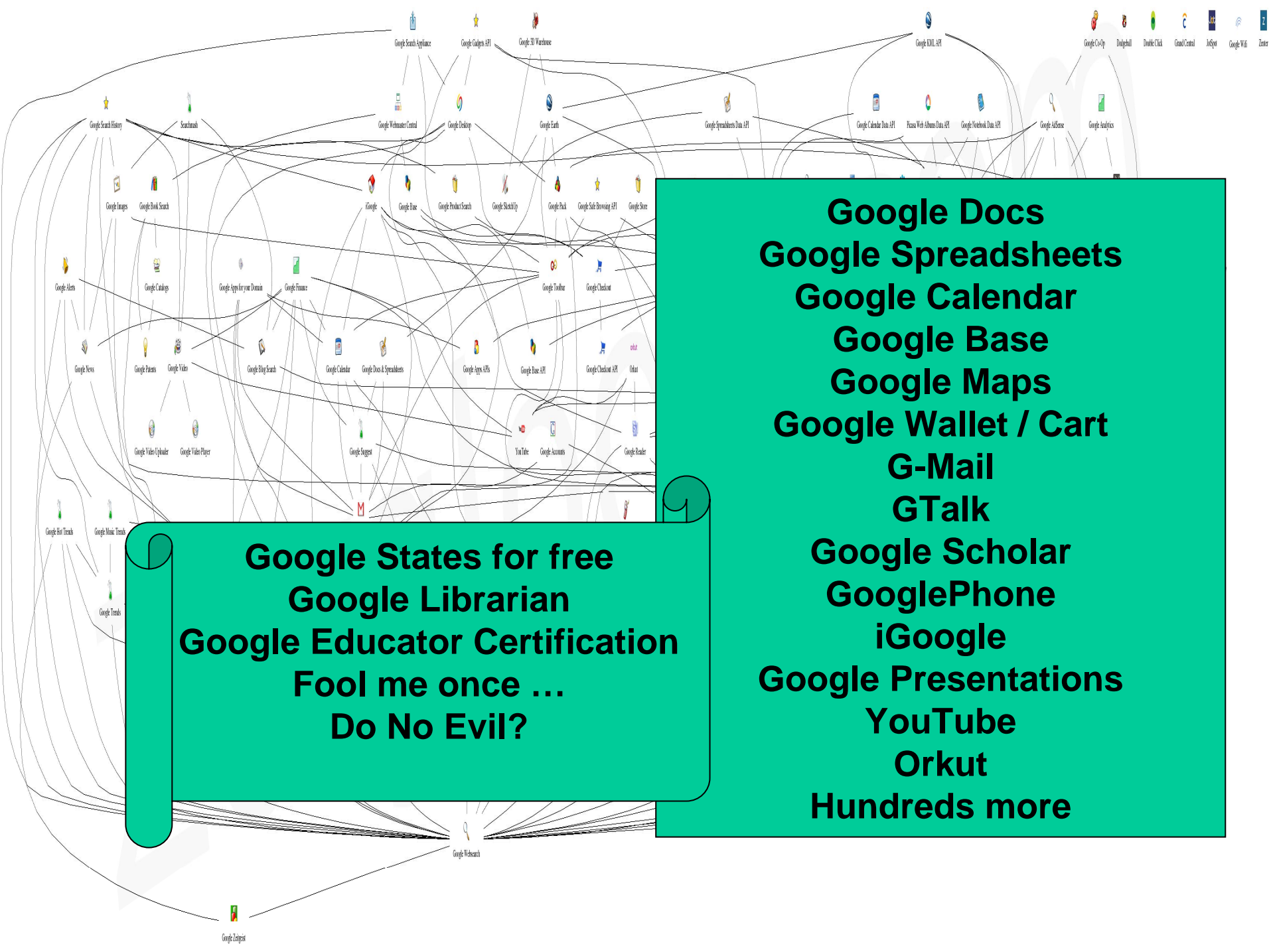
Transformation



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

**I ♥ my
customers**

G O O G L E



**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



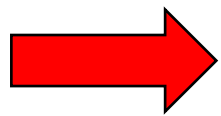
When



Why



Who



How



different



different



different

Information Engagement Levels

Stimulate/Live

Present/Teach

Argue/Defend

Act on/ Discuss

Read/View

Dr. Thomas Davenport

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Learning Styles

- Visual/Spatial (**P**icture Smart)
- Verbal/Linguistic (**W**ord Smart)
- Musical/Rhythmic (**M**usic Smart)
- Logical/Mathematical (**N**umber Smart)
- Bodily/Kinesthetic (**B**ody Smart)
- Interpersonal (**P**eople Smart)
- Intrapersonal (**S**elf Smart)
 - Piaget, Bloom, Gardner, etc.



Information Literacy

- Standard Curriculum Components
 - Mathematics / Arithmetic
 - Science, Biology, Physics & Chemistry
 - English, Languages
 - History, Geography, Politics, Sociology
 - Music, Art, Phys ed.
 - Guidance, Religion



Information Literacy

- Information literacy is integrally tied every aspect of the curriculum: Science and Arithmetic

K-12 Information Literacy Rubrics

- English and

History ed.

Art, Music, Dance, etc.

There is an imperative for people to have a lifelong curriculum - a personal learning strategy



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Gen Y demographics

- Born between about 1977 and 1994
- Currently aged 12 - 29
- 74 million in U.S. (28% of population)
- Ethnically diverse:
 - More than one-third (38%) not Caucasian
 - 15% African American; 14% Hispanic
 - Many who define themselves as multiracial
- Many from one-parent homes
 - By the early 90s nearly one-third of births were to single mothers
 - One-third of US marriages currently end in divorce

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Baby Boomers	Gen. X	Echo Boomers
1946-1964	1965-1977	1978-1995
74 Million	49 Million	78 Million
Diversity as a Cause	Accept Diversity	Celebrate Diversity
Idealistic	Pragmatic / Cynical	Optimistic / Realistic
Mass Movement	Self Reliant / Individual	Self Inventive / Individual
Conform to the Rules	Reject the Rules	Rewrite the Rules
Killer Job	Killer Life	Killer Lifestyle



different

Different values

- Gen X:
 - Disillusioned, rebellious, pessimistic
 - Distrusting of authority
 - Late to marry and have children
- Gen Y:
 - Optimistic, idealistic, more traditional
 - More prevalent family and religious values
 - More socially conscious
 - Teen alcohol and drug usage, pregnancy, and homicide rates are down from 1980
 - Predicted: earlier marriages, more children



different

Different values

Gen X:

- Pragmatic/cynical
- Accept diversity
- Reject the rules
- Increasing crime rates
- Latchkey kids
- Talkers
- PC
- Multitask
- Use technology

Gen Y:

- Optimistic/realistic
- Celebrate diversity
- Rewrite the rules
- Decreasing crime rates
- Helicopter parents
- Doers
- Internet
- Multitask even faster
- Assume technology

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Role models

	<u>8-12 yrs.</u>	<u>13-21 yrs.</u>
Mother:	76%	46%
Father:	55%	36%
Grandparent:	31%	16%
Teacher/coach:	21%	16%
Singer/musician:	9%	13%
Athlete:	8%	6%



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Girl power

Girls:

- Higher reading scores than boys
- Have caught up to boys in math
- Dominate extracurricular activities
- Dominate college enrollments - 57%
- Study more, make higher grades, graduate in less time

Boys:

- Still more likely to take part in sports (63% vs. 49% of girls)
- More likely to be in special ed (73% of all special ed students)
- Four times more likely than girls to commit suicide
- Continue to earn more than girls, but the gap is closing

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Young people and religion

- 51% say religion is extremely/very important; 26% say it's somewhat important
- 68% say their religious views are similar to their parents'
- 51% agree that "I know God really exists and I have no doubts about it"
- 68% approve of having "In God we trust" on coins
- 67% approve of including "One nation, under God" in the Pledge of Allegiance
- 51% approve of displaying a monument to the Ten Commandments in a public school building
- 45% say prayer is OK at a public school ceremony



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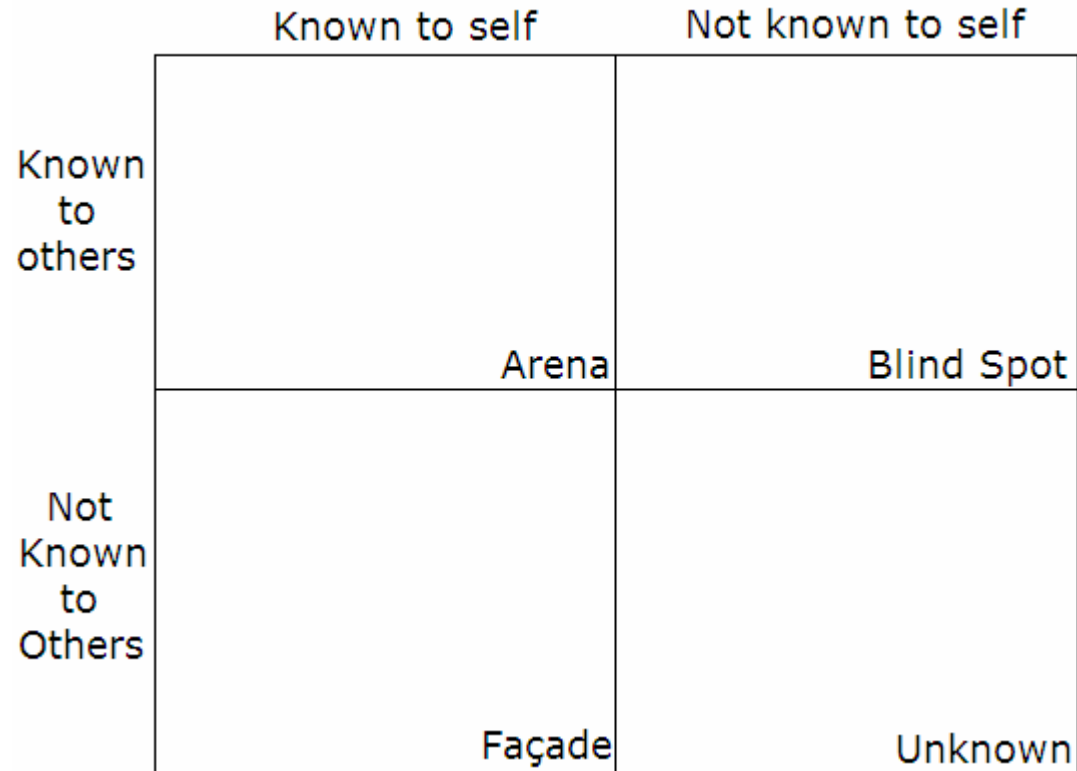
Imagine...

- There has always been MTV
- Text has always been hyperlinked (younger Millennials)
- Popcorn has always been microwaved
- The Vietnam War is studied in ancient history
- Razors, Micros, Shavers, Swings and Dinos are ... ?
- Michael Jackson has always been strange

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Self Awareness

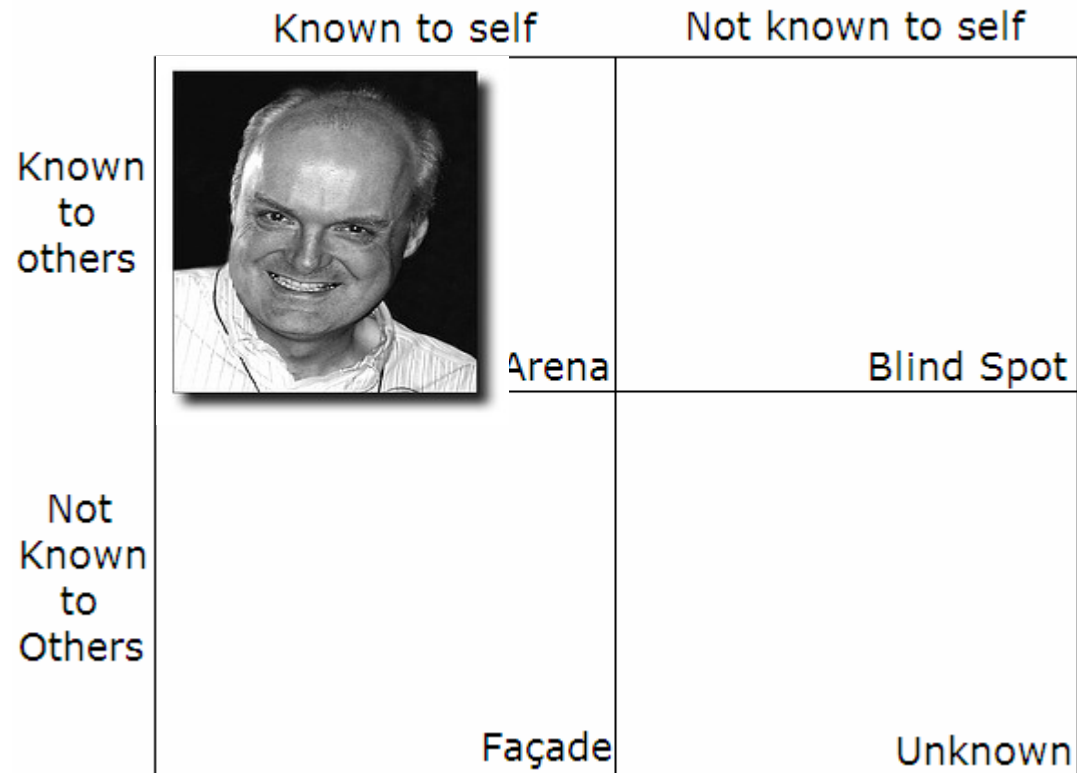
Johari Window



different

Self Awareness

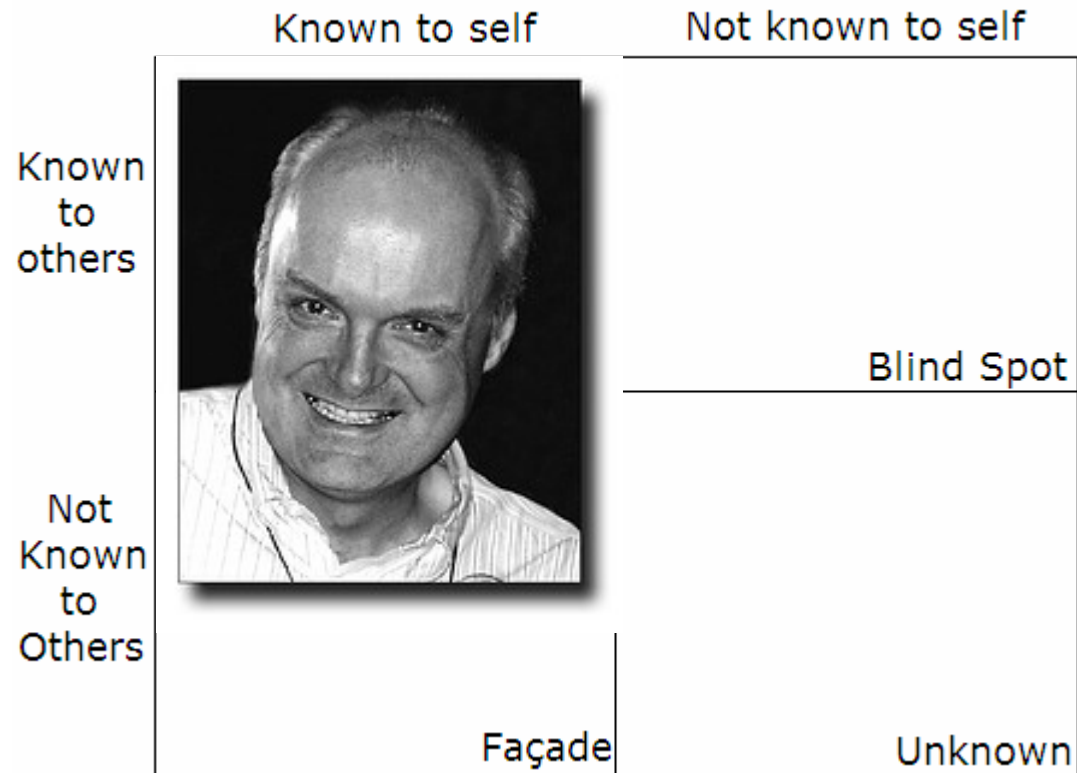
Johari Window



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Self Awareness

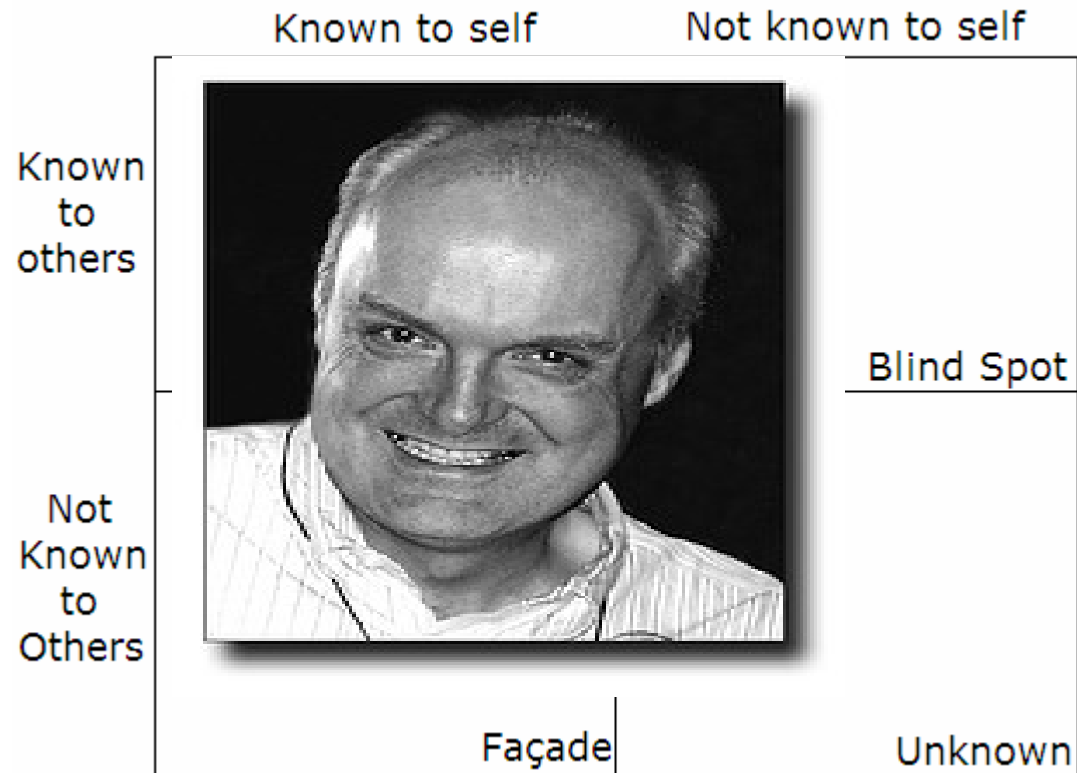
Johari Window



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Self Awareness

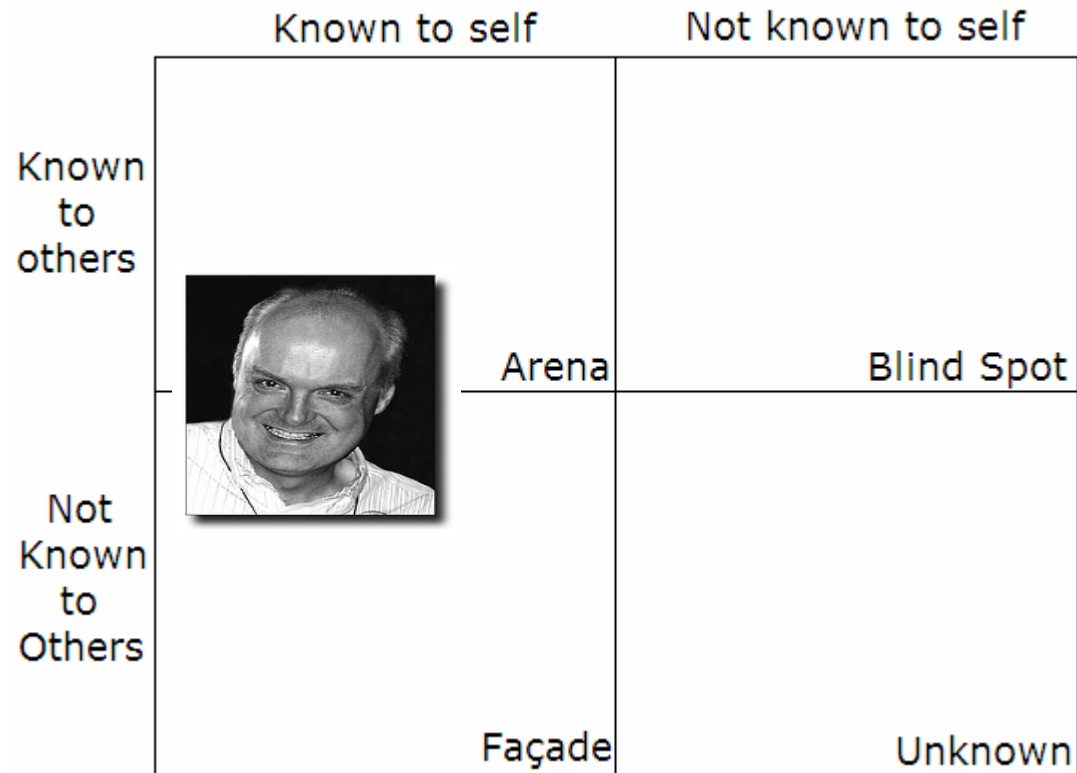
Johari Window



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Self Awareness

Johari Window





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Spending power

- Gen Y earned \$233 billion in 2005
- A gender gap still exists
 - Boys: \$128 billion
 - Girls: \$105 billion
- Online behavior a major driver of offline purchases
 - \$42 billion in purchases first seen/researched online (\$729 per capita)
 - Nearly \$22 billion more than last year (\$380 increase per capita)
- 56% of 18 to 21-year-olds are saving for college
- 45% of 18 to 21-year-olds have credit cards



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Internet penetration

- More than 90% have a home computer
- More than 90% have Internet access
- % having their OWN computer at home:
 - 10-12: 33%
 - 13-15: 46%
 - 16-17: 63%
 - 18-21: 87%
- Over 55% have broadband access



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Internet usage

- 85% of 13 - 21-year-olds say they spent more than an hour on the Internet “yesterday”
- 50% of 18 - 21-year-olds read the news online in the “past week”
- % of 13 - 21-year-olds who sent more than mail “in the past month:”
 - Links to sites: 50%
 - Photos/pictures: 43%
 - Email advertising: 42%
 - Chain letters: 34%
 - Documents: 32%

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Weekly media consumption

<i>Ages</i>	<i>TV hours</i>	<i>Internet hours</i>
13 – 15	15.9	17.4
16 – 18	12	17.3
19 – 20	12	16.2
21 – 24	13.7	15.5



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What they do online

Send or receive e-mail	56%
Chat with people	53%
Help on homework	51%
Just surf the net	45%
Play online games	42%
Sample/listen to music	35%
Download music/audio	35%
Get info for purchases	34%
IM-ing/buddy lists	29%
Get info on hobbies	25%

RoperASW Youth Report 2004



Media/technology/entertainment options

- Web surfing
- Cell phones and text messaging
- DVD players and burners
- MP3s, JPEGs, digital cameras
- Videogames
- Online gaming
- Streaming video
- Podcasting
- TiVo

...and more



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Media saturation

- Millennials like choice – they gain a sense of empowerment from having options
- Total media consumption time has remained fixed ∴ the Internet has gained at the expense of other media
- Media selection is based on efficiency in meeting needs
- Internet is preferred for informational needs
- “For today’s kids, media must be instant, electronic, and portable.”
 - *Louis Feola, former President, Universal Worldwide Home Entertainment*



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New behaviors

- Multi-tasking
- Split screens and crawls
- IM-ing and blogging
- Ad avoidance



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Multi-tasking

“We live in a state of continuous partial attention.”

- Multi-tasking while watching TV:
 - 75% of kids with TV in room
 - 65% of kids without TV in room
- Girls 9-11 are the most prolific media multi-taskers, combining TV and Internet, TV and radio, and other vehicles more often than boys or younger girls

*2003 Knowledge Networks/SRI interviews with 245 children
ages 8 to 17*



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Multi-tasking when online

When you are online, what else do you typically do at the same time?

- Eat: 58%
- Listen to CDs/MP3s: 53%
- Talk on the phone: 40%
- Watch TV: 39%
- Listen to the radio: 33%
- Do homework: 24%
- Read: 15%
- Nothing: 5%



Interactivity

- Pervasiveness of IM'ing and blogging
 - Medium hot vs. medium cool
 - 75% of teens with online access IM
 - Dealing with difficult subjects
- Increasing use of blogs, chats, and podcasting by colleges and other youth marketers
- FuseTV: competing with MTV with split screens plus interactivity and mobile messaging

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Gen Y: How do they decide?



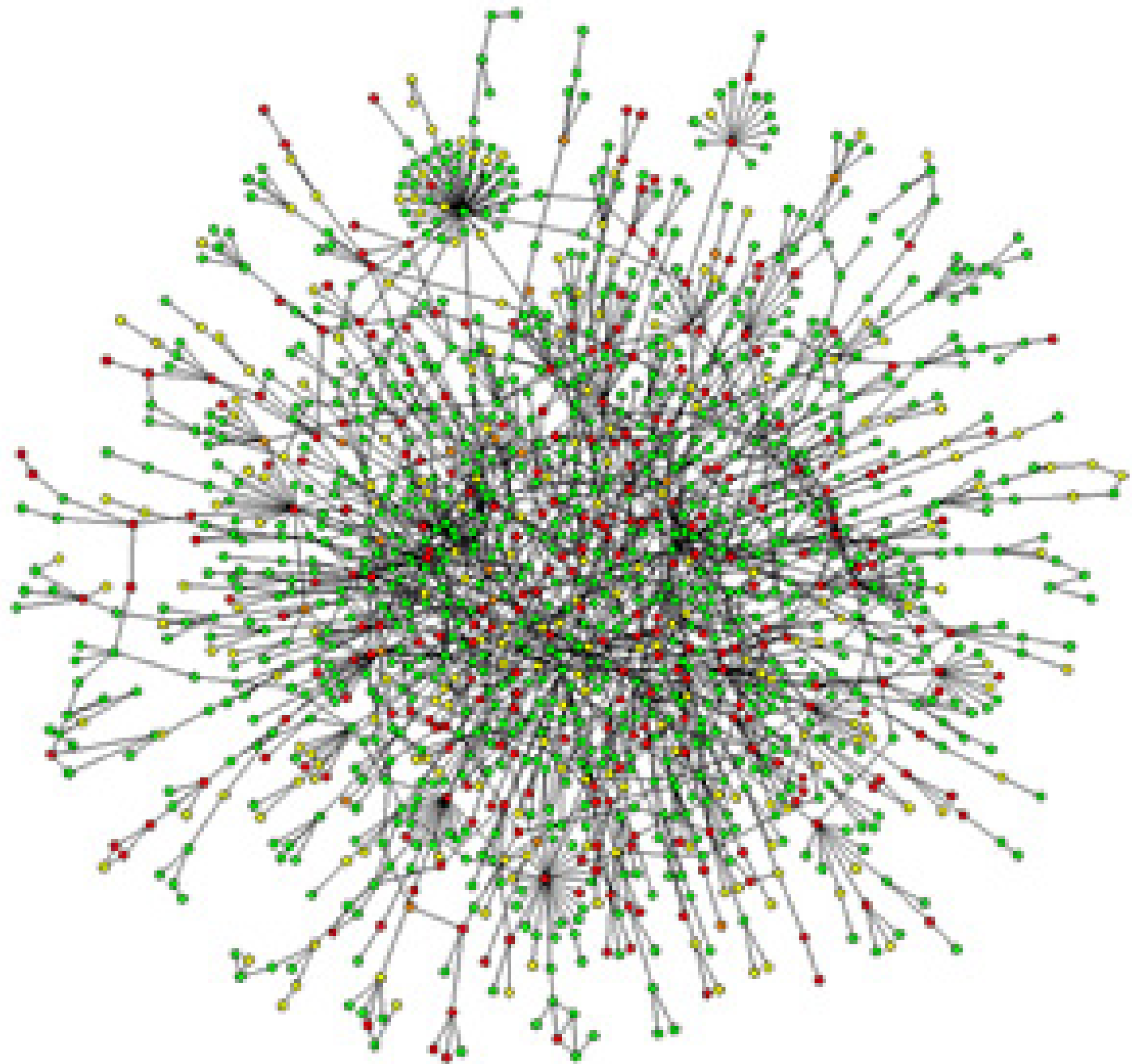
- Word-of-mouth
- Peer support
- Ignore “The Man”
- Movies, TV, and print for trends
- Internet for information
- Delay

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2020 Prediction from Peter Kaufman

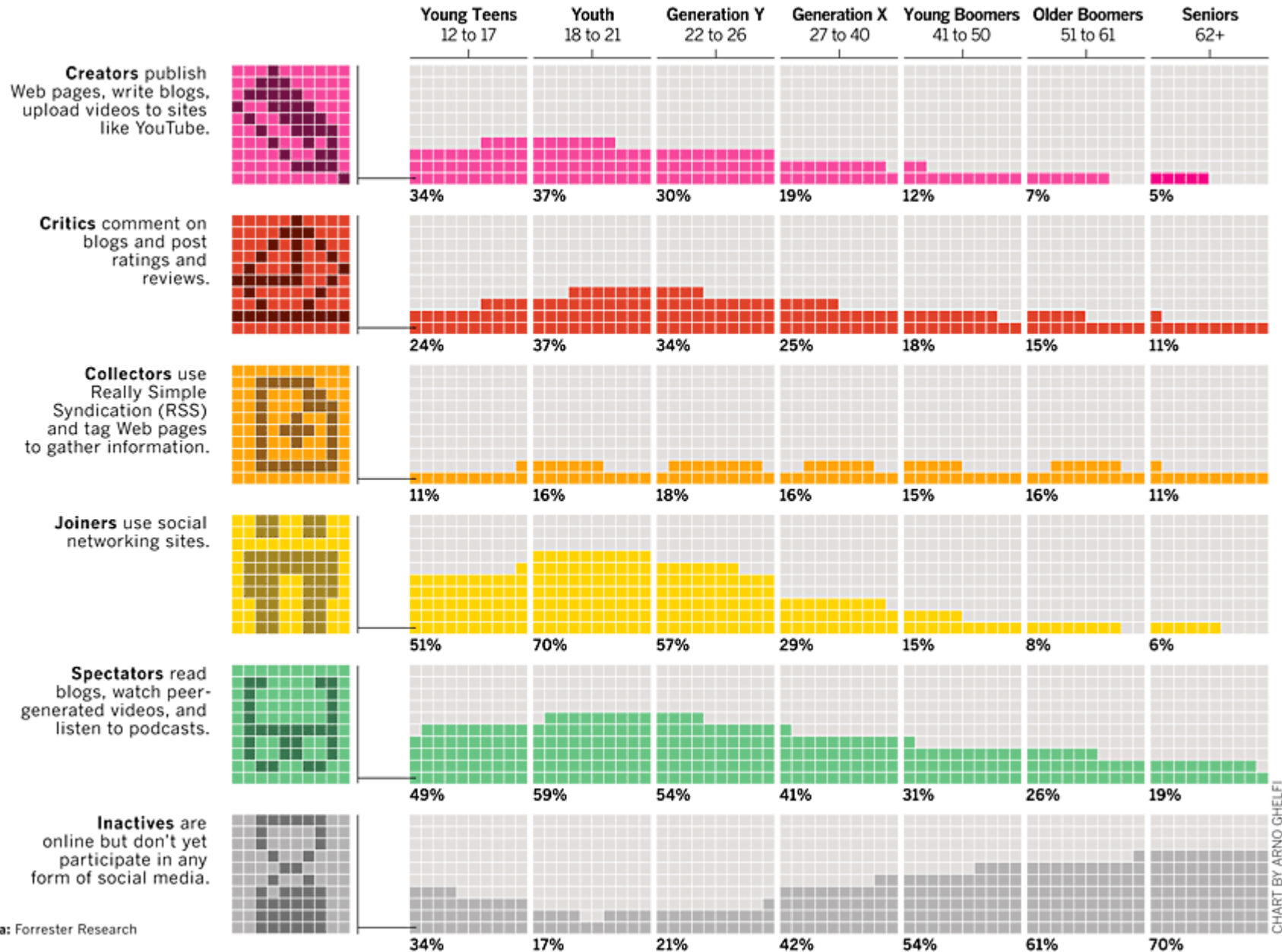
- Over the next **13 years** an iPod size device will hold:
- 1 year's worth of video (8,760 hours) by **2012** (5 years from now)
- ALL the commercial music ever created by **2015** (8 years), and
- ALL the content ever created (in all media) by **2020** (13 years).

- 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?



What people are doing

Who participates (U.S. online users)



Data: Forrester Research

CHART BY ARNO GHELFI



Reading declines with age

In the past month have you...

- Read a book, not for school
 - 71% of 8-12 year olds
 - 57% of 13-21 year olds

- Played computer games
 - 86% of 8-12 year olds
 - 68% of 13-21 year olds



Context is King,
not Content.



Simple Collaboration



Messenger



Meebo and Trillian

90%+ of people from ages 15-25 have at least one IM account vs. only 5% of over 30's



IM: Instant Messaging

- Thomas Ford Memorial Library – 50%!
- Pennsylvania State University IM pilots now 28 site campus-wide
- SirsiDynix Docutek *VRLPlus* K-12 experience in New Zealand



Gaming







Podcasting

- Studios
- Webcasts
- YouTube
- ODEO

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“Web 2.0 generally refers to a second generation of services available on the WWW that lets people collaborate and share information online.” Wikipedia

- Shared Pictures = 
- Shared Knowledge =  
- Shared Bookmarks = 
- Shared News = 
- Shared Videos = 
- Shared Everything = 

facebook

LibraryThing BETA



amazon.com



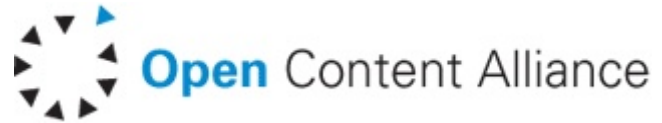
AJAX



OVERDRIVE



ELF - *keeping tabs on your library material*







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

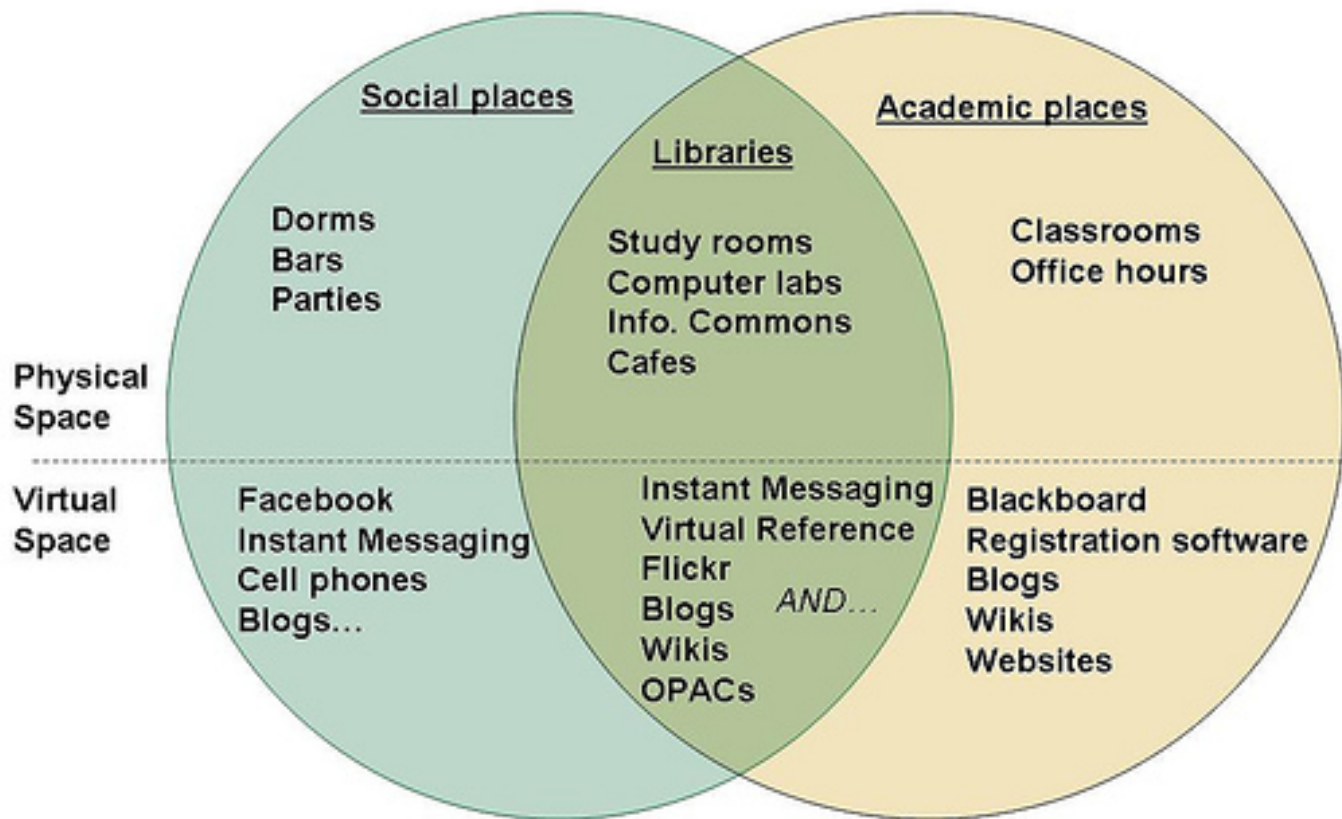
Searching

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

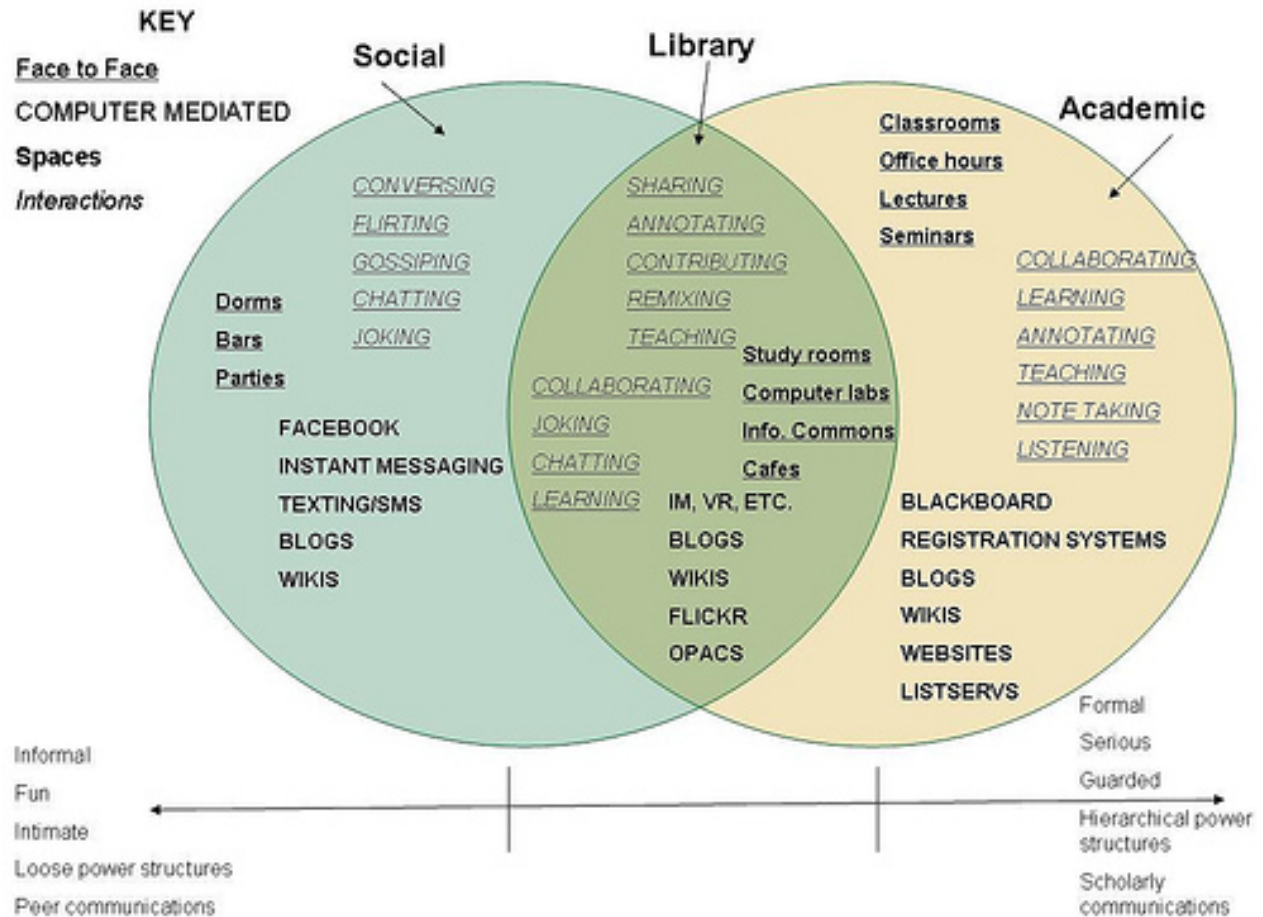
Mobile computing

RSS feeds and Mashups

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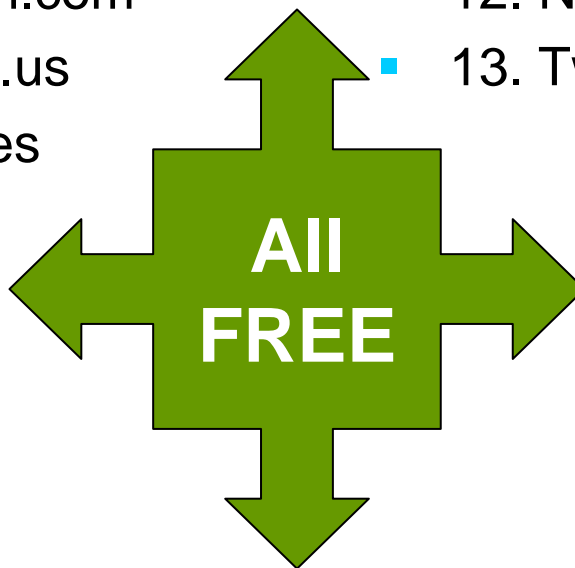
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Top 13 2.0 Apps for Librarians

- 1. Google Suite
- 2. Meebo/Chatango
- 3. Wikipedia
- 4. Worldcat.org
- 5. Amazon.com
- 6. Del.icio.us
- 7. Bloglines
- 8. Zotero
- 9. Facebook
- 10. Wordpress
- 11. MediaWiki
- 12. Ning
- 13. Twitter



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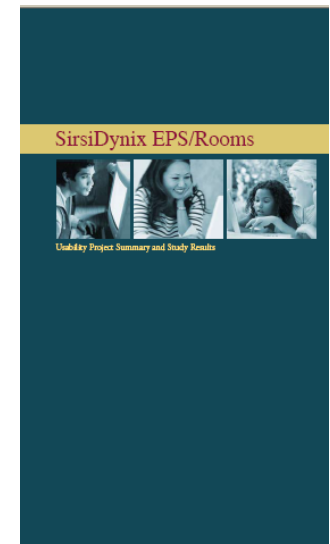
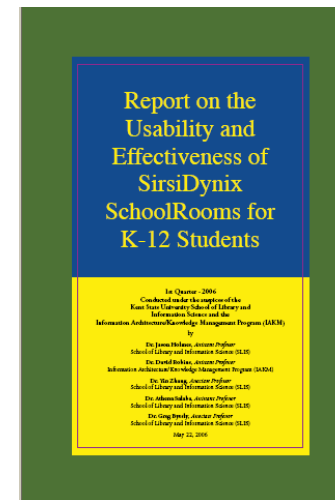
Play!



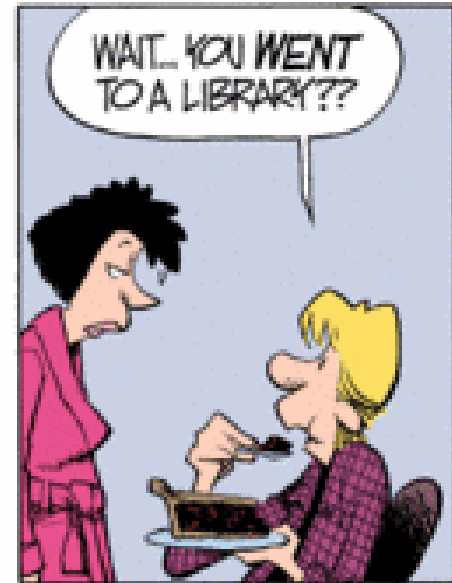
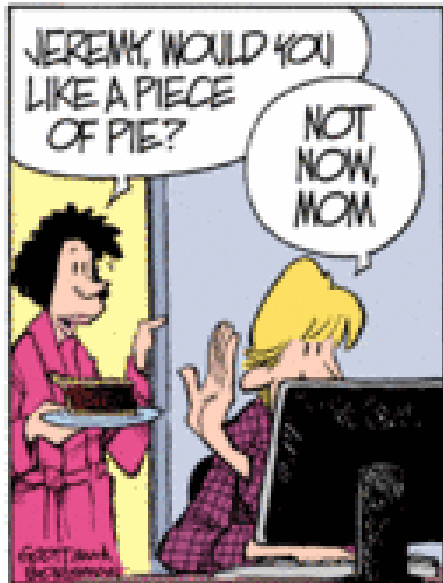
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Research and Insights

- Kent State U study of K-12 learners
- Huntsville Madison usability study
- Personas work
- Normative Data Project
- Visualization and Facets
- UCD User-centered Design
- Etc.

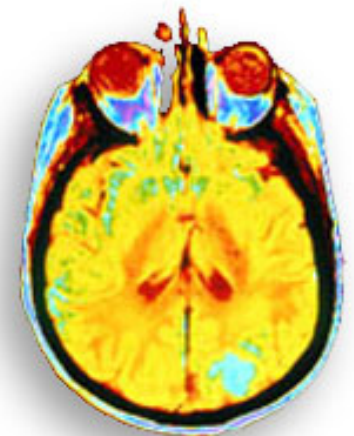
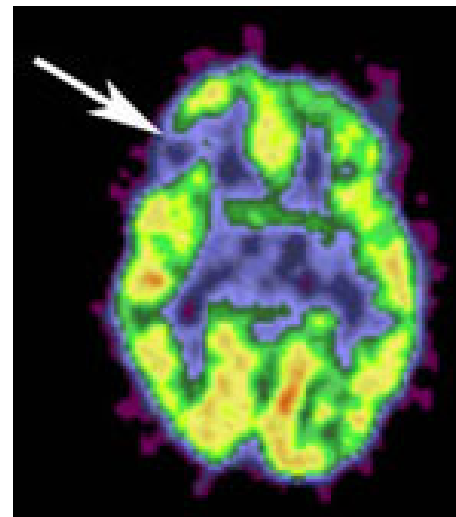
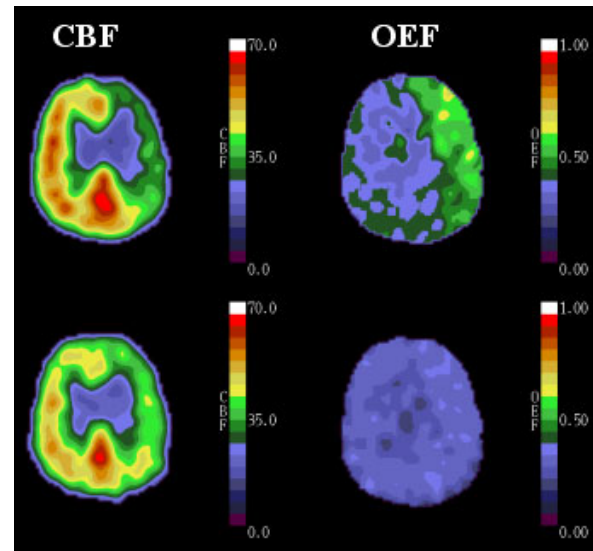


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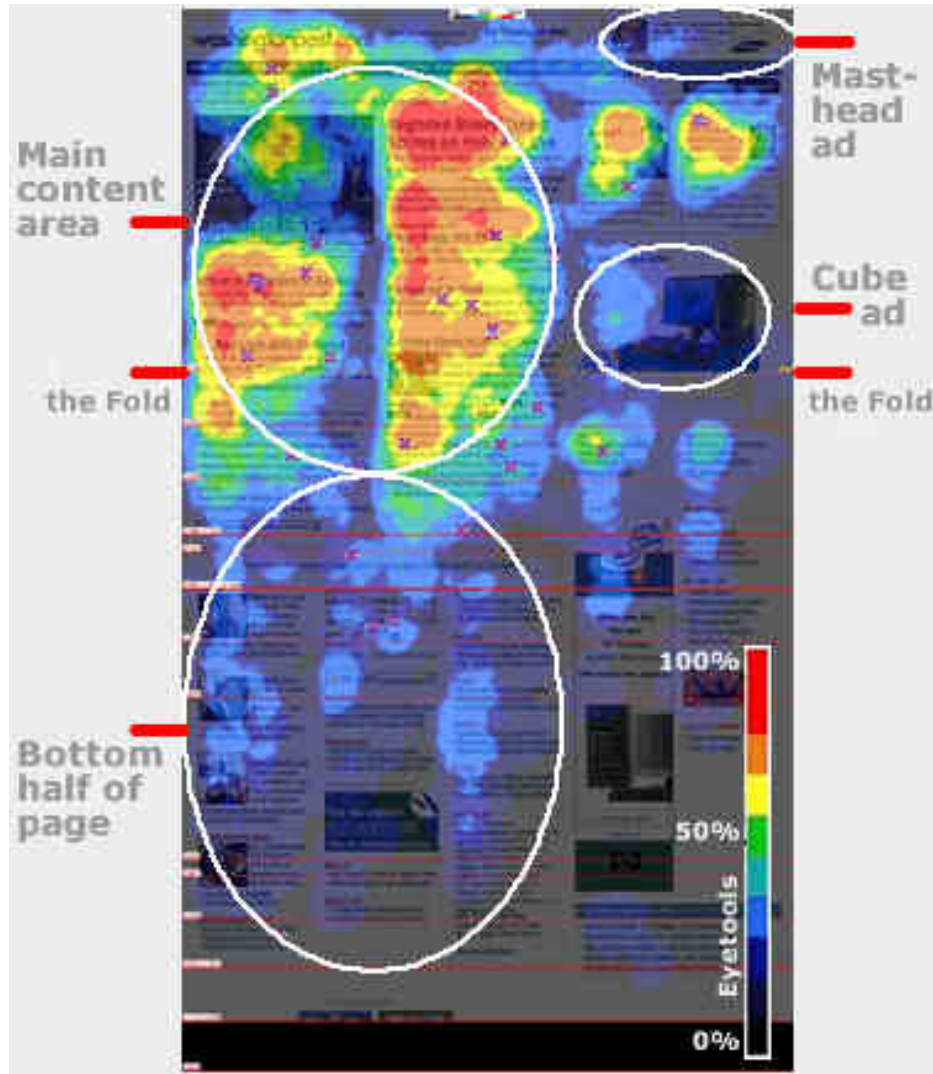




The Scary re-wiring of the Millennials and post-Millennials

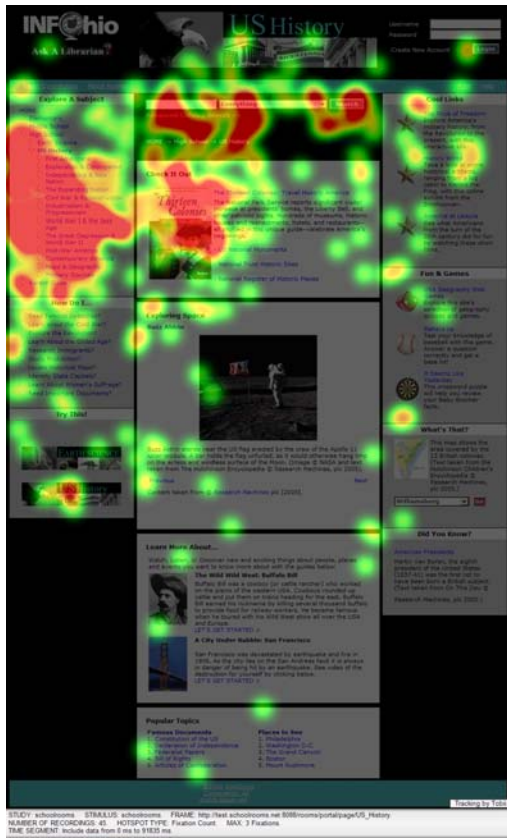


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Eye Tracking Studies



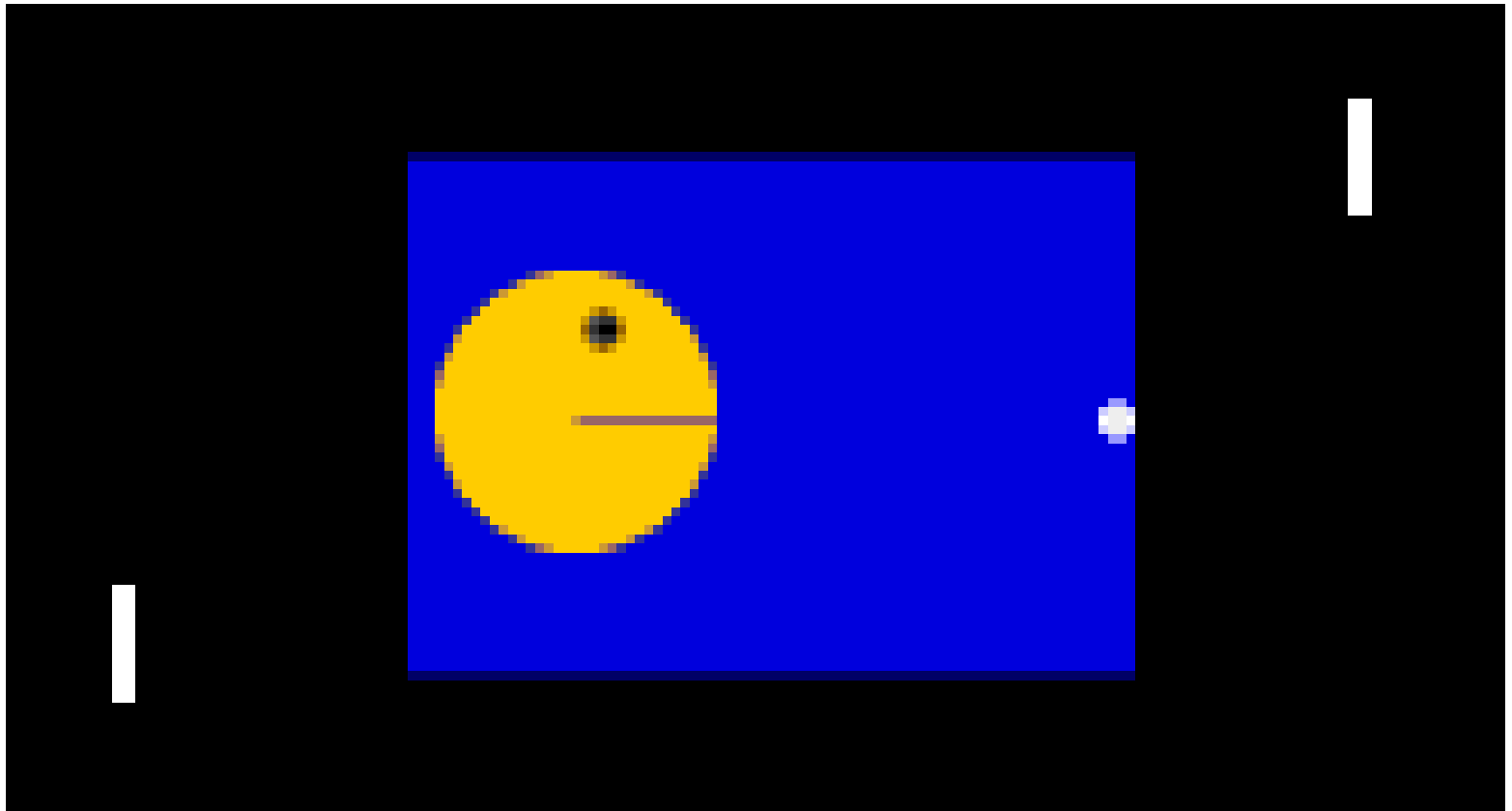
Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

In Quarter - 2006
Conducted under the auspices of the
Kansas State University School of Library and
Information Science and the
Information Architecture/Knowledge Management Program (IAKM)
by
Dr. Jason Hollos, Assistant Professor
School of Library and Information Science (SLIS)
Dr. David Bokros, Assistant Professor
Information Architecture/Knowledge Management Program (IAKM)
Dr. Yin Zhang, Assistant Professor
School of Library and Information Science (SLIS)
Dr. Athanasios, Assistant Professor
School of Library and Information Science (SLIS)
Dr. Greg Brady, Assistant Professor
School of Library and Information Science (SLIS)
May 22, 2006



different

Our Gaming Foundations



different

EverQuest / WoW – Their Gaming

The image shows the homepage of the EverQuest III website. At the top, the URL 'station.com' is visible, along with navigation links for 'sign in / change user', 'join free', and 'why join?'. The SOE (Sony Online Entertainment) logo is in the top right corner. A search bar for the 'Knowledge Base' is located below the navigation. The main navigation menu includes 'Home', 'Media', 'The Game', 'Characters', 'FAQ', 'Beta', 'Partners', 'Forums', and 'News/Players'. The central banner features a character in ornate armor riding a dark horse with glowing red eyes and flames. The text 'EVERQUEST III' is prominently displayed in a stylized font. To the left, there is a 'Pre-Order Today!' button with a small game box image. Below this is a 'TRAILER' section with a video player and 'play movie' and 'download' buttons. To the right, there is a 'FEATURED NEWS' section with two articles titled 'TACTICS' and 'TRAITS'. At the bottom, there is a language selector for 'US ENGLISH' with a dropdown arrow.



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 & Conservative!
Multi-taskers	Inclusive	Patriotic	Entrepreneurial
Healthy Lifestyle	Family Oriented	Graphical	Achievement Oriented

Credit: Richard Sweeney, NJIT

myspace[®] a place for friends

VONAGE
vonage.ca

Premium Unlimited
\$39.99
/month

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.

Save now

Cool New People

Virginia



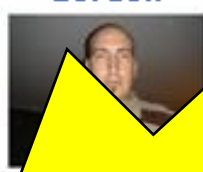
Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

Remember my E-mail

LOGIN

SIGN UP!

[Forgot your password?](#)

- Blogs
- Browse
- Chat Rooms

- Classifieds
- Filmmakers
- Forums

Groups

Reminder:
200,00-350,000
A DAY!

advertisement



Open an ING DIRECT
Investment Savings
Account.

START SAVING

MySpace Music



Two Gallants

Indie
San Francisco, CA

Two Gallants bring us an infusion of body-knuckled punk energy to storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

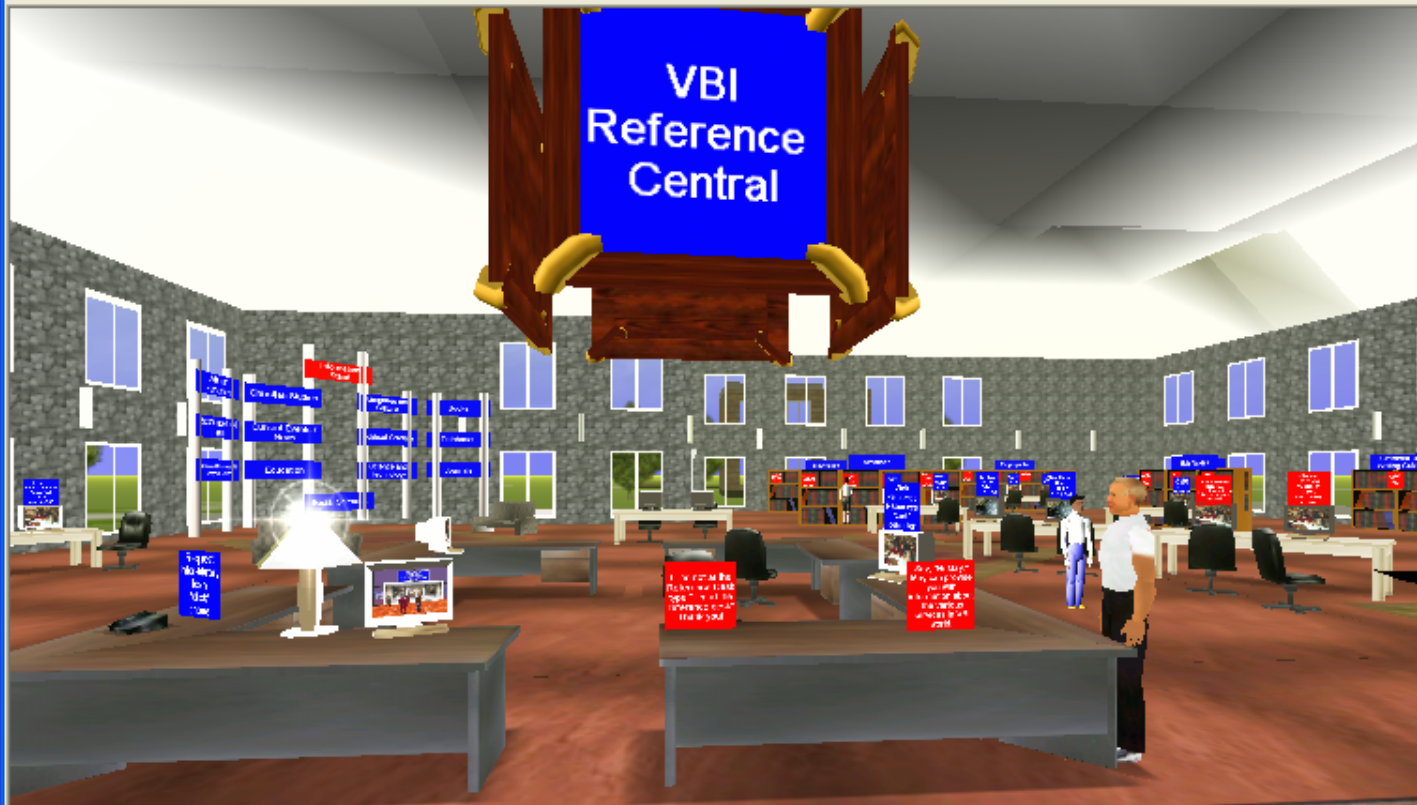
» [Listen Now](#)

MySpace Specials



TURN_AROUND WAVE JUMP SPIN JOY1 YES BLOW_KISS EGYPTIAN MACARENA KARATE KICK

URL: http://www.eastern.edu



EASTERN UNIVERSITY

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Tab Controls

Teleports VoiceChat Help

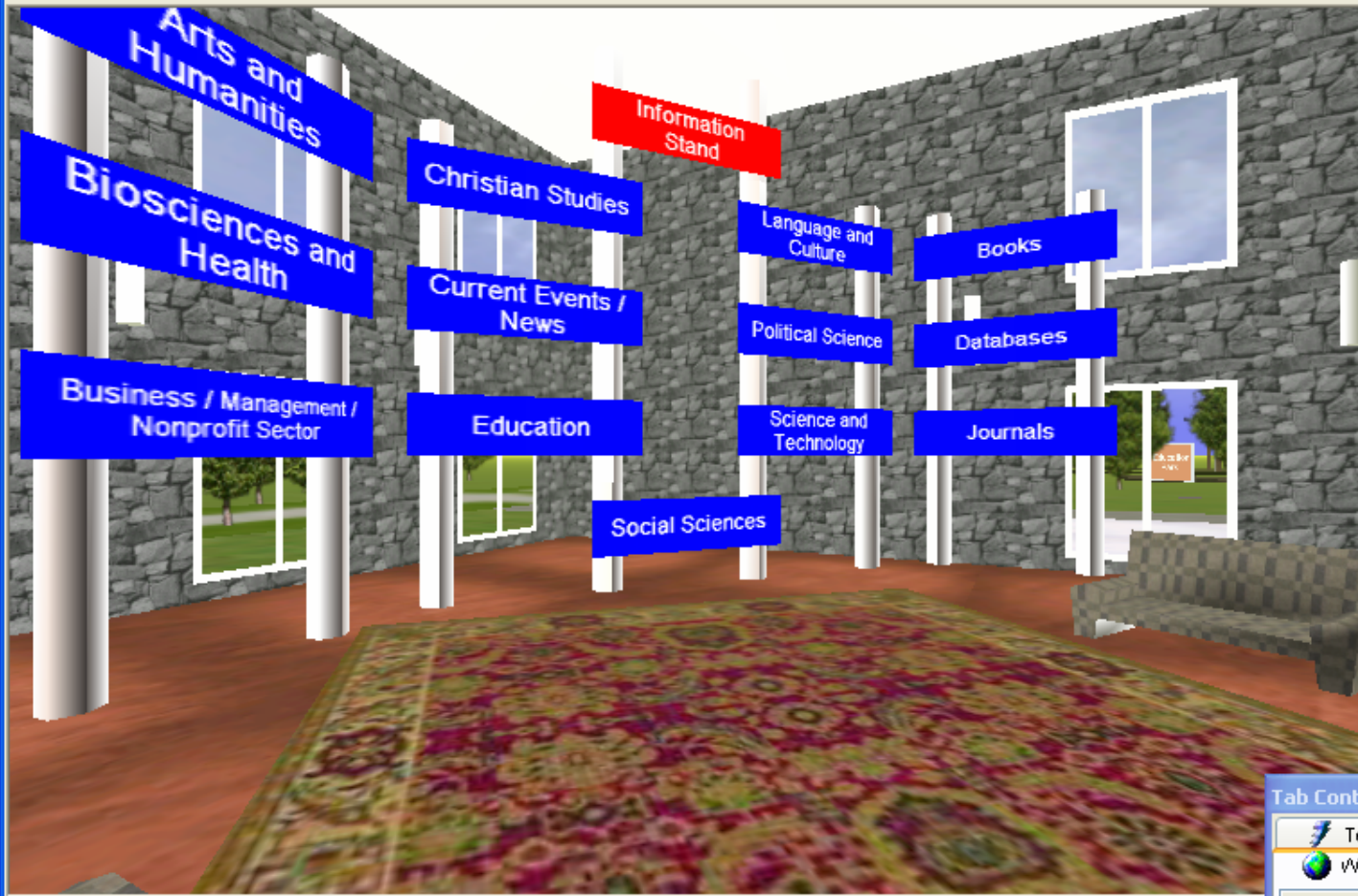
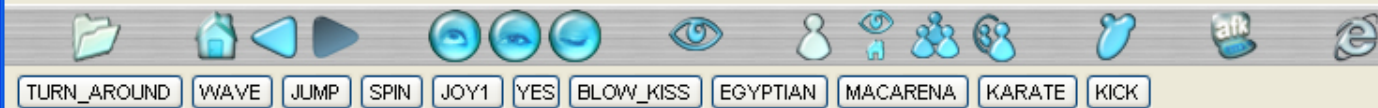
Worlds Contacts Telegrams

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

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



EASTERN UNIVERSITY

ABOUT | ACADEMICS | ADM

Library :

- > [Library Catalogs](#)
- > [Books](#)
- > [Databases](#)
- > [Journals](#)
- > [Subject Guides](#)
- > [Interlibrary Loan](#)
- > [Services](#)
- > [Faculty Resources](#)
- > [Web Index](#)

> Eastern University Home Page

Tab Controls

Teleports | VoiceChat | Help

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WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY

- Resident Links -

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Alliance,
Charlotte,
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Europe (2X)
Australia

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

Land For Sale view larger map

ab



WHAT IS IT? PRICING FEATURES VIRTUAL LAND FOR PARENTS COMMUNITY



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JEWELRY/ACCESSORY DESIGNER



A VIRTUAL WORLD FOR TEENS

Join Teens from all over the globe in Teen Second Life - a 3D virtual world created by you and for you. Create, learn new skills, start a business, meet new people -- it's your world, your imagination.



Hang out with your friends at the Coffee Spot in Teen Second Life!

FREE BASIC ACCOUNT
Click here for a FREE lifetime Basic account >>

TELL A FRIEND

Isn't it more fun to share a good thing with your friends?

Try the Teen Second Life Refer-A-Friend Program and you could get all kinds of good stuff. [More](#)

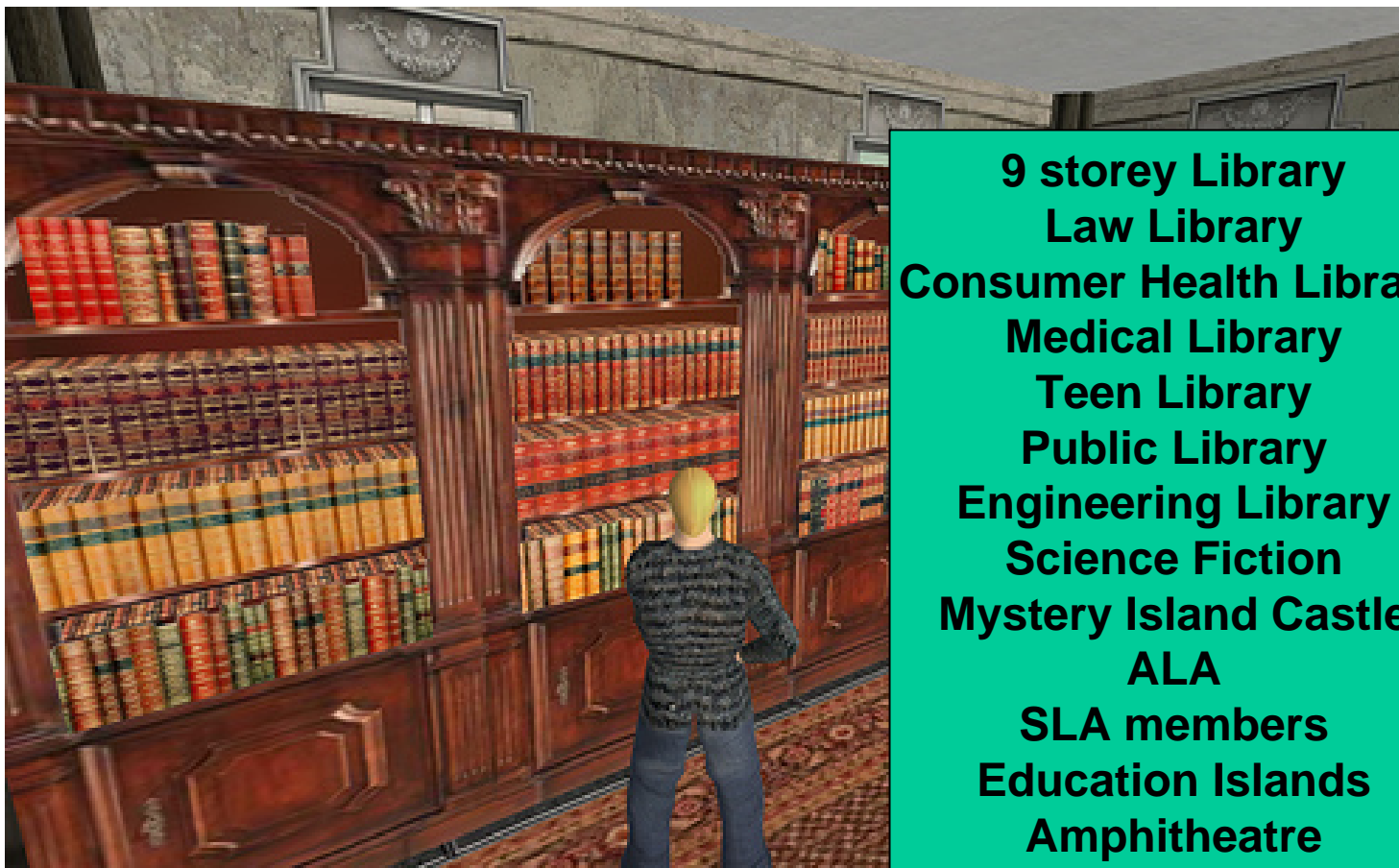
different

Teen SL Library services meeting, 5/7/06



different

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
SLA members
Education Islands
Amphitheatre**

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Pages

Attachments

Comments



Intro to Library Research
Zack Mortal, Instructor

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 staff for Librarians 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.

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 286 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.

Loni 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, Lorelei Junot, 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.

Bell concurred, 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.

1 of 21

start The Metaverse Mes... Metaverse Messen... Web 2.0 Overview ... Active Worlds - VBI ... MM-2006-04-25.pdf 9:38 PM

Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://library20.ning.com/> Go Links

Google G Go Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Search web... Favorites PC Health Form Fill Spaces

Library 2.0

Ning sabram Create Your Own Social Network Search Sign Out

Library 2.0

This network is for Library 2.0 Stuff

Main My Page Members Videos Photos Forum Invite

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

LibWorm Search

L2 Feeds via SuprGlu

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

[Bibliotek 2.0, in stockholm](#)

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](#)

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


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

- [My Friends](#) (Invite More)
- [Edit My Profile](#)
- [Change My Profile Photo](#)
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[Ads by Goooooogle](#)

Future of Libraries
Visionary Futurist - Thomas Frey Keynote Speaker - Library Trends
www.davinciinstitute.com

Microsatellite Libraries
Enrichment for four motifs include 100 sequences and primer design.



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What's in SchoolRooms

Who Uses SchoolRooms

Why Students Like SchoolRooms

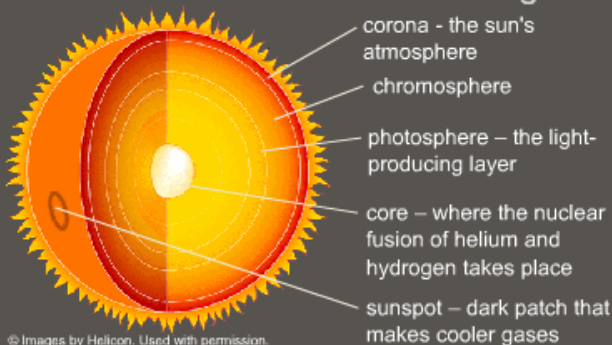
How Does SchoolRooms Work

Press & Events

Home



Earth Science Room: The Amazing Sun



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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.**

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Using SchoolRooms, **students can search** (all at once!):



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Case Study:
Boston Public Library
Discover how **Boston**



SCHOOL ROOMS

Username

Password

Create New Account

Explore A Subject

HOME

- ▶ Elementary
- ▶ Middle School
- ▶ High School
- ▶ Parent Guide

How Do I...

- ▶ Learn About the Solar System?
- ▶ Learn About Rocks?
- ▶ Study Geologic History?
- ▶ Help My Child With Homework?
- ▶ Learn About the Weather?
- ▶ Study the Earth's History?
- ▶ Help My Child with Special Needs?
- ▶ Use Topographic Maps?
- ▶ Teach My Child about Fitness?
- ▶ Help My Child with Research?

Try This...



Everything

[Advanced Catalog Search >>](#)



Weather



News

Today is January 21, 2006

What Are School Rooms?



Welcome to School Rooms, an educational resource for K-12 students, educators and parents that combines teacher-selected, standards-based content with student-friendly software. Through the integration of multi-media and interactive content, School Rooms help promote student exploration and discovery on a variety of topics.

- [Elementary Student Rooms](#)
- [Middle School Student Rooms](#)
- [High School Student Rooms](#)

Room Contributors

A+ Elementary Contributors

1. Tim DeFrance
2. Laurie Simms
3. Barbara Gage

A+ Middle School Contributors

1. Jennifer Schwelik
2. Shelly Lewis
3. Kristen Roope

INFOhio Information

Office Information

Central Office

Phone: (614) 752-2941
 Fax: (614) 752-2941
 Email: central@infohio.org

INFOhio's Central Office is located at the State Library of Ohio.

Directions



The office is located at 274 East First Avenue, Suite 100. Columbus, Ohio 43201.
[Click Here for Directions.](#)

Featured Resources

Parent Toolkit

Featured Sites

Homework Now

My Library Account

- [Renew My Materials](#)
- [My Items on Hold](#)
- [View My Fines](#)
- [Review My Library Account](#)

Recommended Resources



Username
 Password
[Create New Account](#)

[Room Contributors](#) [About Rooms](#)

[Home](#)

[Print](#) [Help](#)

Explore A Subject

HOME

- ▶ Elementary
- ▼ Middle School
 - ▼ **Earth Science**
 - ▶ Earth's History
 - ▶ Weather, Climate & Atmosphere
 - ▶ Earth's Changing Interior
 - ▶ Earth's Exterior & Resources
 - ▶ Minerals & Rocks
 - ▶ Planet Earth & the Solar System
 - ▶ US History
 - ▶ High School
 - ▶ Parent Guide

How Do I...

- ▶ Research the Big Bang?
- ▶ Explore Eras and Epochs?
- ▶ Read a Weather Map?
- ▶ Learn about Meteorology?
- ▶ Research Plate Tectonics?
- ▶ Learn to Conserve?
- ▶ Research the Rock Cycle?
- ▶ Become a Geologist?
- ▶ Research the Moon's Phases?
- ▶ Explore the Space Station?

Try This!

[Advanced Catalog Search >>](#)

HOME -> Middle School -> Earth Science

[Browse History](#)

Check It Out



Shaping the Earth

Many forces have shaped the Earth throughout time, from plate tectonics to humans. Take a trip from the past to the present with Shaping the Earth.

- Continental Drift
- The Greenhouse Effect
- 101 Amazing Earth Facts

Animals in Their Environment

Homes and Shelter



Cool Links



Savage Earth

When the Earth moves, watch out! Discover just how powerful an earthquake can be.



Volcanoes

Melt rocks and use clues and maps to discover volcanoes around the world.



Mountain Maker, Earth Shaker

Try your hand at plate tectonics!

Fun & Games



What on Earth?

Test your knowledge of Earth Science with this Jeopardy-style game!



Continental Drift

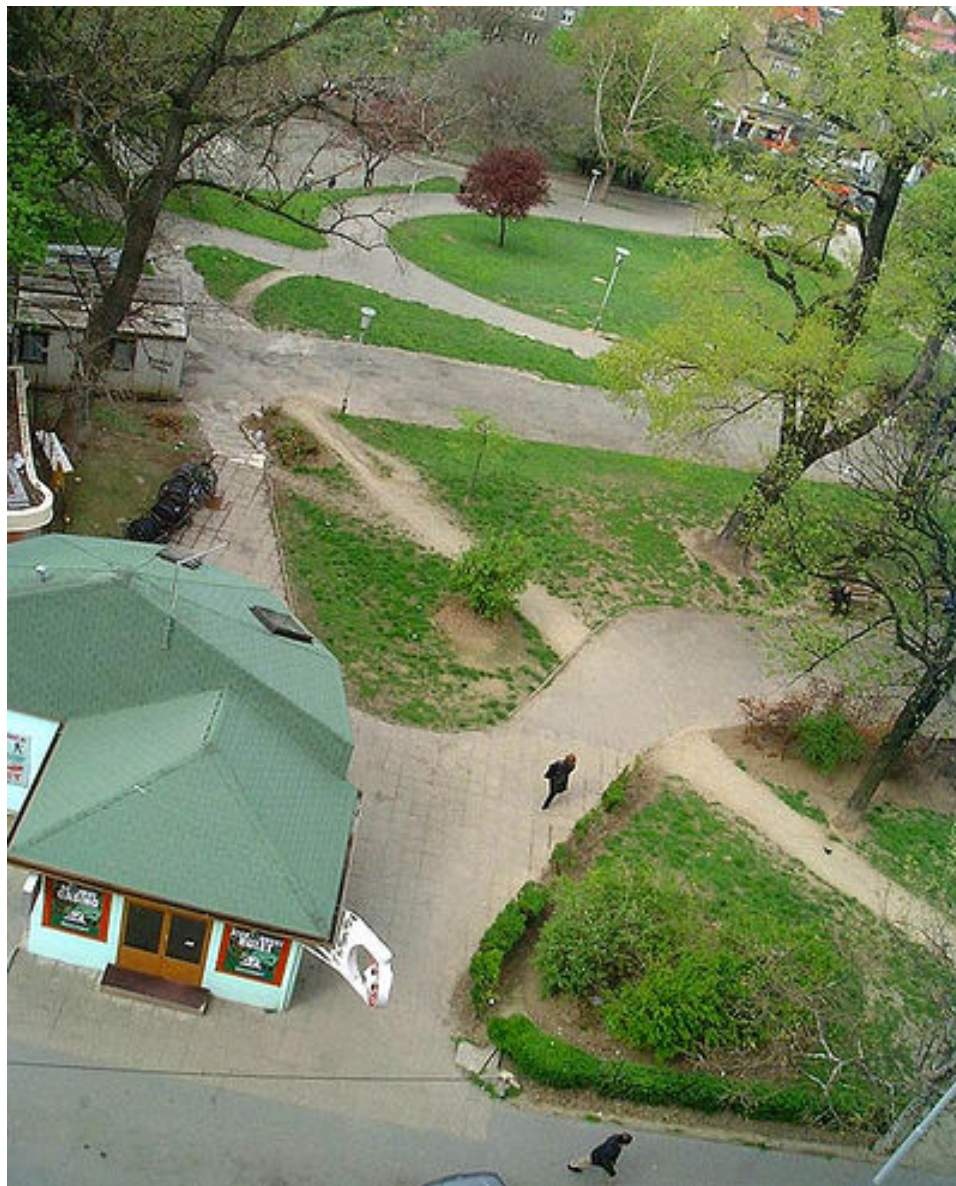
How much do you know about the basics of plate tectonics?



Sea Monsters

Travel through seven deadly seas and see if

different





different

Visual fragmentation

- Split screens, crawls, Flash, etc. are expected in videos, TV, Web sites, movies, and video games – it’s “normal”
- In magazines Millennials prefer one-spread layouts, concise copy blocks, “information chunks”
- Print integration with Web sitelets is efficient and expected

Zits by Jerry Scott & Jim



SCOTT AND BOGGSMAN 6/17

Borgman





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... IS THERE
A PROBLEM?

YEAH.
NOT ENOUGH
TIME.

different

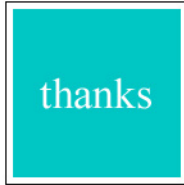




different

Web tools to consider

- e-zines and e-newsletters
- Discussion boards
- Online chats
- “My librarian” (e-mail and IM)
- Quizzes, games, and contests
- e-postcards
- Wallpaper and screen savers
- News and events updated daily



Questions and discussion

BUCK & PULLEYN



Thank you

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Chief Strategist, SirsiDynix Institute

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Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>