



The Social Library 2020: 2.0 in Action

Jan. 20, 2007 ALA Midwinter

Stephen Abram, MLS
Vice President, Innovation
Chief Strategist, SirsiDynix Institute



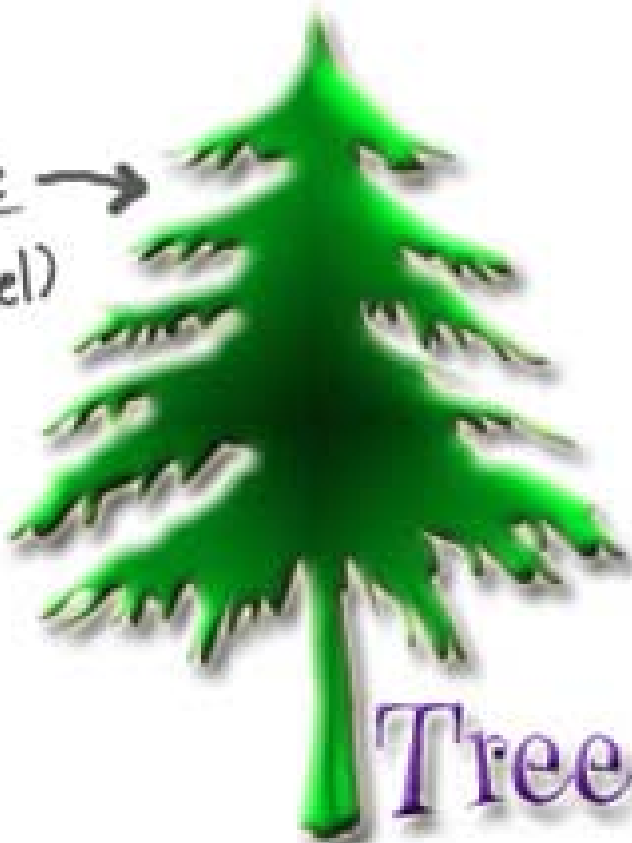
Stephen Abram



What does it mean to be
social?

Forests and Trees

We get stuck here →
(implementation level)



Tree 2.0

The Big Picture

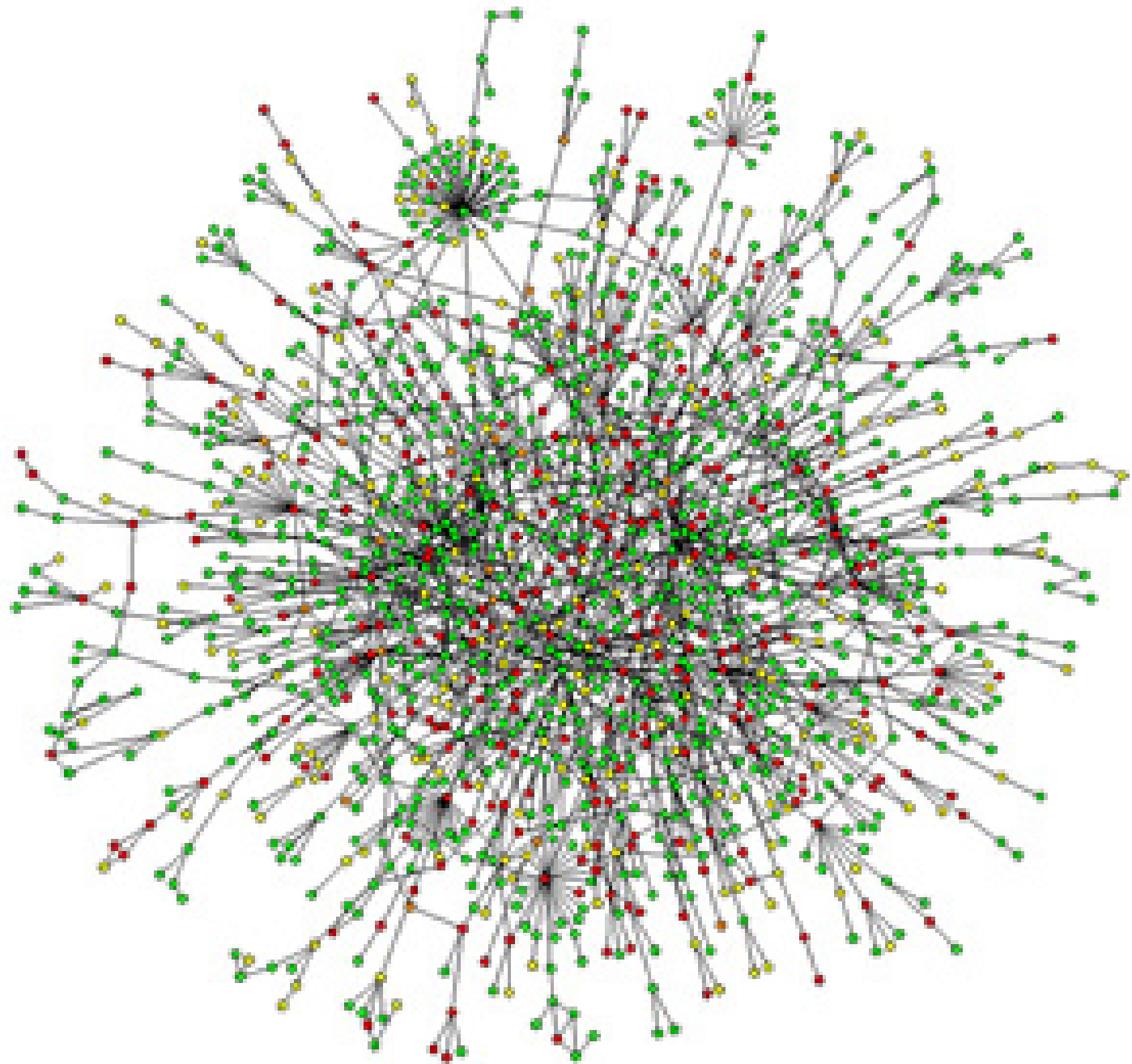
But this is what matters most
↓ (meta level)





Libraries core skill is not
delivering *information*

Libraries improve the
quality of the *question*
and the user experience

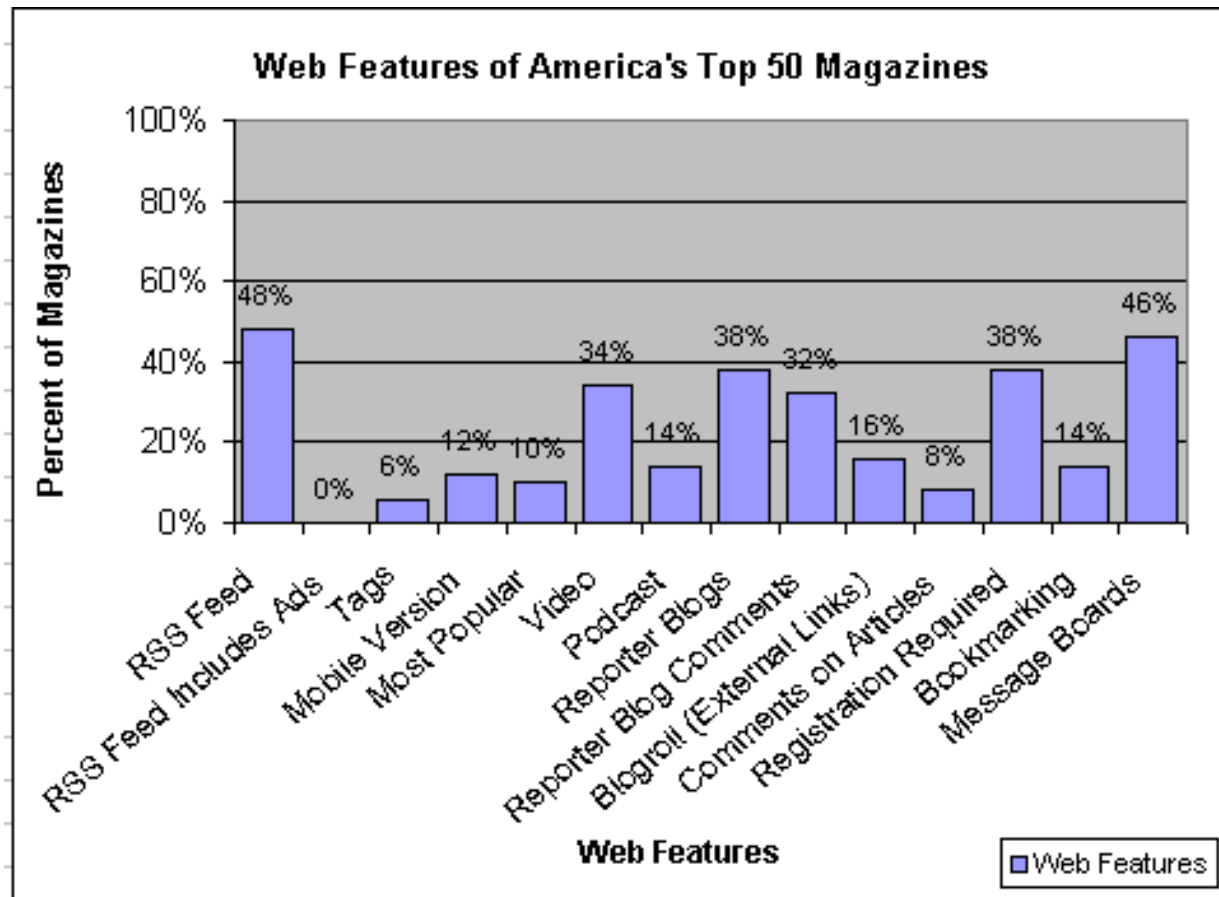




What is Social?

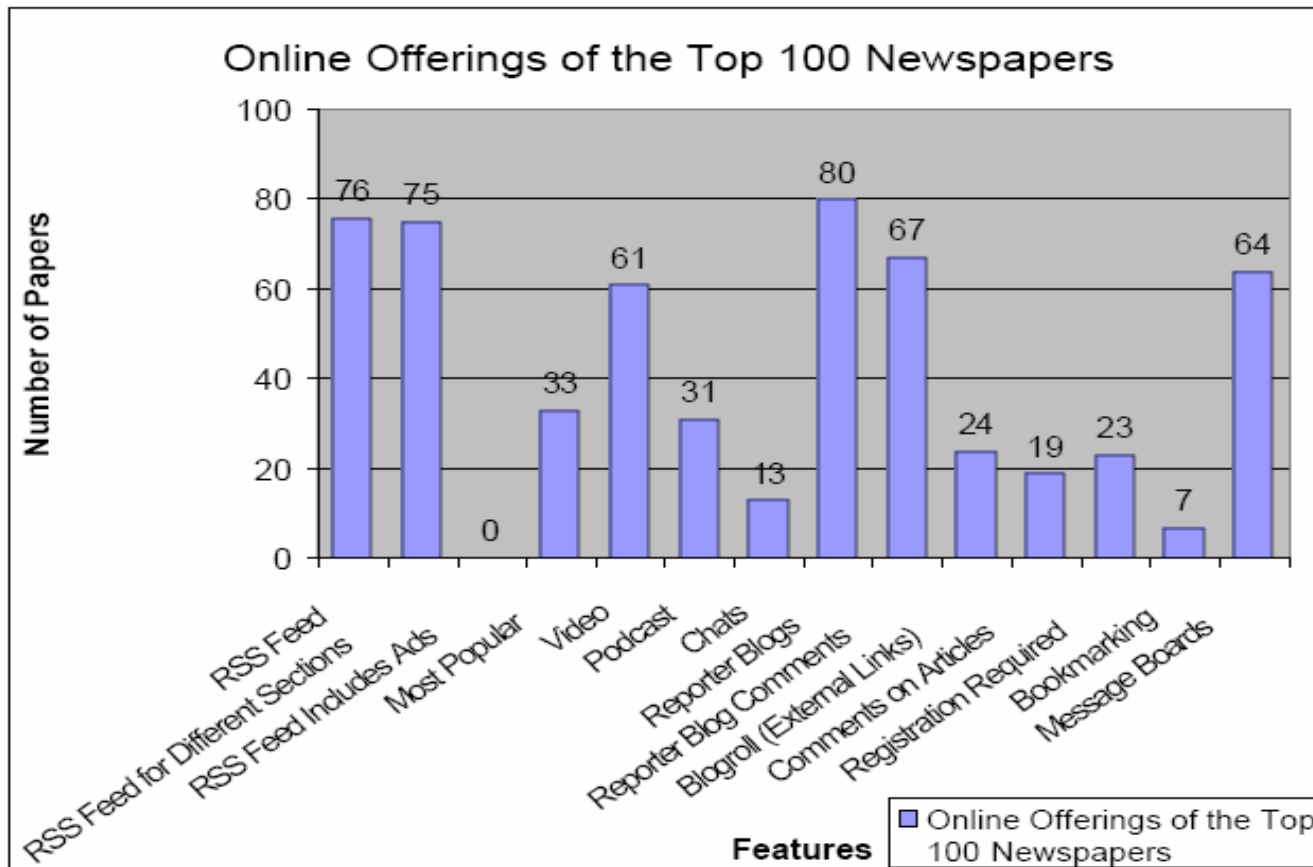
- Life is Social
- Learning is social
- Community and neighbourhoods are social
- Networks are social
- Libraries and schools are social
- Research is social (especially interdisciplinary)
- Creation is social
- Humanity is social
- Student and scholarly life is social

Is Magazine Content Social?





Is News Content Social?



myspace[®] a place for friends

VONAGE
vonage.ca

Premium Unlimited
\$39

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



**Reminder: 15 million daily users,
and 30 billion page
views a month**

Member Login

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs
Browse
Chat Rooms
Classifieds

MySpace Music



Two Gallants fuse a fusion of heavy-knuckled punk energy to storytelling epics and in-your-beer honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

» Listen Now

advertisement

ING DIRECT
save your money

**Open an ING DIRECT
Investment Savings
Account.**

START SAVING

MySpace Specials

mate1 INTIMATE DATING *It's Free!*


I am a: Seeking a:

For: Age: to

Zip/Postal: **SEARCH**

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Film](#) | [Mail](#) | [Blog](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Videos](#) | [Music](#) | [Comedy](#) | [Classifieds](#)

Hennepin County Library



Female
86 years old
HOPKINS, Minnesota
United States

Last Login: 7/18/2006

[View My: Pics | Videos](#)

Hennepin County Library is in your extended network

Contacting Hennepin County Library

[Send Message](#) [Forward to Friend](#)

[Add to Friends](#) [Add to Favorites](#)

[Instant Message](#) [Block User](#)

[Add to Group](#) [Rank User](#)

Hennepin County Library's Latest Blog Entry [[Subscribe to this Blog](#)]

Check out this event: DDR at the Library ([view more](#))

Add the library catalog to your MySpace ([view more](#))

What's Happening at the Library ([view more](#))

Hennepin County Library does not in any way endorse the ads at the top of this page. ([view more](#))

Summer Plans ([view more](#))

[[View All Blog Entries](#)]

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

Hennepin County Library's Blurbs

About me:

[Library Search](#)

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

- Hennepin County Library's Interests**
- General** [library](#), [css](#), [rss feeds](#), [books](#)
 - Music** Check out the [new music CDs](#) on order or recently arrived at the library.
 - Movies** Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.
 - Books** We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).
 - Groups:** [Teen Lit, YA/Teen Books Discussion Group](#)
[View All Hennepin County Library's Groups](#)

Hennepin County Library's Details

Status: Single

Zodiac Sign: [Capricorn](#)

Smoke / Drink: No / No

Hennepin County Library's Blurbs

About me:

Library Search

Find books & more **go**

[add Hennepin County Library Catalog search to your MySpace!](#)

[26 libraries](#) in suburbs of Hennepin County, MN.

Check out the [blog](#) on our [TeenLinks website](#).

[Need homework help?](#)

Love books? So do we! [Find the next good book you're going to read, share a book review & more.](#)

College? Dating? Health? [Get sound advice.](#)

Question? [Ask us online 24/7.](#)
hennepin county library

Who I'd like to meet:

[Library Users](#), [Authors](#), [Volunteers](#), [Teens...](#)

Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.

- [eVolver](#)
- [I can't take my eyes off you](#)
- [:Steen:](#)
- [Charbonneau](#)



Library MySpace Sites

Hennepin County Library

[http://www.myspace.com/hennepincou
ntylibrary](http://www.myspace.com/hennepincountylibrary)

Thomas Ford Memorial Library

<http://www.myspace.com/thomasford>

**Public Library of Charlotte &
Mecklenberg County**

<http://www.myspace.com/libraryloft>

Brooklyn College Library

[http://www.myspace.com/brooklyncoll
egelibrary](http://www.myspace.com/brooklyncollegelibrary)

Lansing Public Library

[http://www.myspace.com/lansingpubli
clibrary](http://www.myspace.com/lansingpubliclibrary)

Morrisville College Libraries

[http://www.myspace.com/morrisvilleco
llegalibrary](http://www.myspace.com/morrisvillecollegelibraries)

Westmount PL

[http://www.myspace.com/westmontlib
rary](http://www.myspace.com/westmontlibrary)

Goshen PL

[http://www.myspace.com/goshenpubli
clibrary](http://www.myspace.com/goshenpubliclibrary)

University of Illinois Undergrad Library

[http://www.myspace.com/undergradli
brary](http://www.myspace.com/undergradlibrary)

Albany County PL

<http://www.myspace.com/acplwy>

UT Austin Library

<http://www.myspace.com/utlibraries>

Carnegie Library of Pittsburgh

<http://www.myspace.com/clpteens>



Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY SUPPORT

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING
BUY AND SELL WITH LS
REFER-A-FRIEND



Alliance,
Charlotte,
Harvard

Try clicking this postcard!

... Second Life. You can click on markers and zoom & pan the map. Try it!
You can turn off this help in the future by clicking [here](#)

Residents: 157,500
Online Now: 5,402
US\$ Spent Today: 187,907.00

Headlines read more news...
Wired.com Making a Living in Secon...
The Escapist





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





Libraries are Social Institutions

We have a clear and valid interest
in applications and environment
that drive social experiences.



MY OPAC

SUCKS

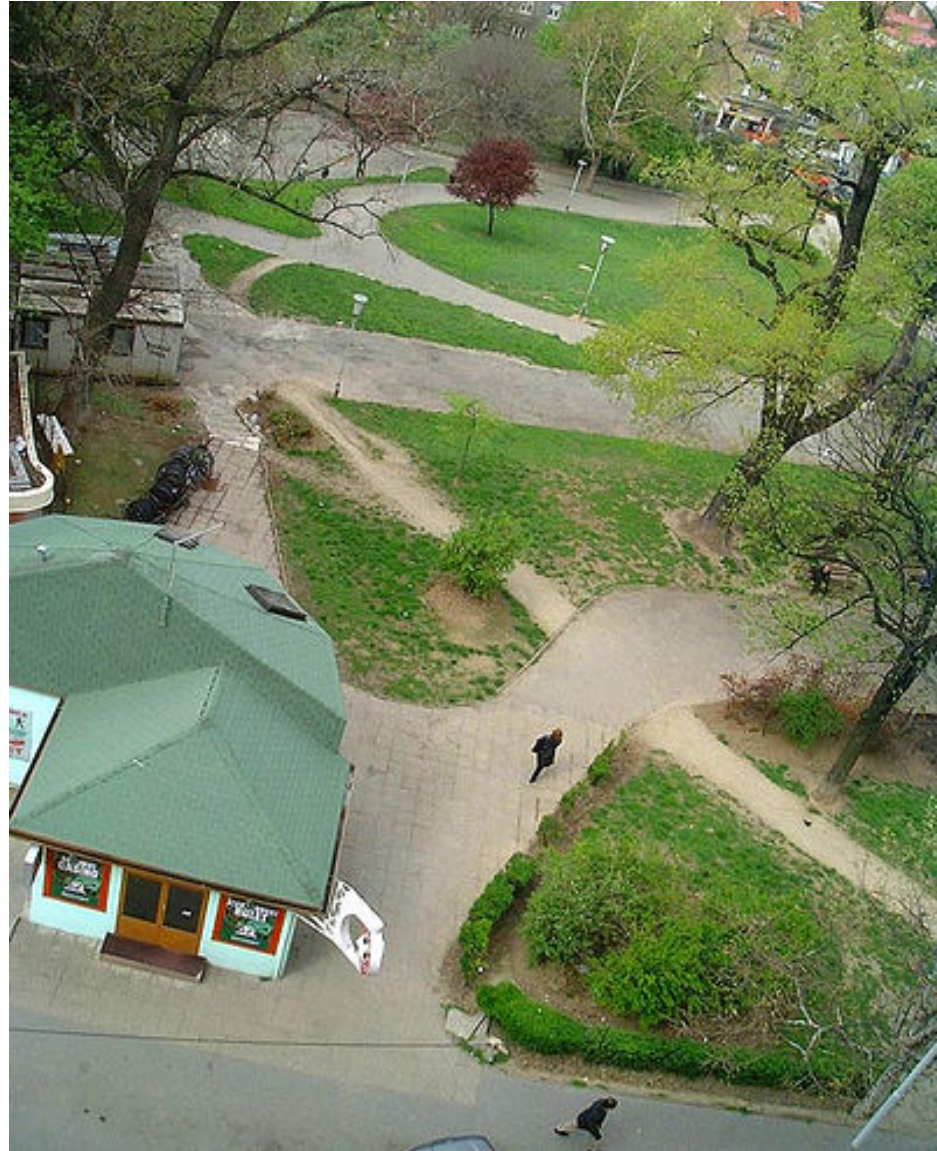


All that matters is...

- **Company**
- **Leadership**
- **Interaction**

**The user
is not
broken**

Karen Schneider







Focus on *Their* Needs



Baba, Kamaldeen



Cristea, Calin-Alexandru



Dzekedzeke, Kumbutso



Feleke, Yeweyenhareg



Gronberg, Wiveca Elisabeth



Habib, Ndema Abu



Kandal, Oyvind



Kulasekara, Mudiyansele



Mphahele, Matsie Theodora



Nalwoga, Hawa



Ndeezi, Grace



Pham, Huong Thi Mai



Purohit, Manju Raj



Sisay, Mitike Molla



Thai, Pham Quang



Tikas, Triinu



Zulu, Richard





What is the Magic Sauce?

YouTube, Blogger, MySpace,
Facebook, Bebo, Wikipedia,
etc.

facebook

Pandora

LibraryThing BETA



amazon.com



AJAX



OVERDRIVE



ELF - keeping tabs on your library material

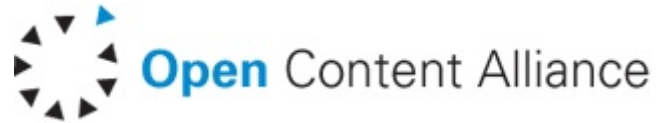








Figure 2 The Many Forms Of Social Computing

Social technology	Examples	Current usage
Social networks Technology that allows users to leverage personal connections.		<ul style="list-style-type: none"> • 6% of North American online consumers use social networking sites weekly, up from 4% in 2004.
RSS An XML standard that lets users collect and read content feeds.		<ul style="list-style-type: none"> • 6% of North American online consumers use RSS weekly. • 47% of marketers use or plan to use RSS feeds.
Open source software Publicly available software that can be copied or modified without payment.		
Blogs Online diaries of text, photos, or other media.		
Search engines Services that find Web content based on user-specified criteria.		
User review portals Web portals that allow users to search for peer reviews on a product or service.		
P2P file sharing Sharing media files over a network powered by users who act as both client and server.		
C2C eCommerce Buying and selling among consumers via the Net.		
Comparison shopping sites Sites that allow consumers to compare products or services.		
Podcasts Online audio or video that users can download to a device.		<ul style="list-style-type: none"> • 1% of North American online consumers listen to podcasts today, but 24% are interested in it.
Wikis/Collaboration software Shared publishing software or site that allows users to edit content.		<ul style="list-style-type: none"> • Wikipedia, a collaborative encyclopedia, has more than 3 million pages, in almost 200 languages.
Tagging Metadata assigned to items like photos or Web pages to facilitate searching and sharing.		<ul style="list-style-type: none"> • According to the <i>Wall Street Journal</i>, tagging sites garner less than 1% of Google's traffic, but they are growing rapidly.

Hmmmm, The magic seems to be social!

WEB 2.0



- RSS – really simple syndication
- Wikis
- New Programming Tools: AJAX, API
- 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
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
- Federated Search and OpenURL

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Get your texthead to nexthead



A Digital Entertainment Destination



Powered by BBN Technologies



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It's about Cooperating and Sharing

- Instant Messaging – by teams
- Virtual Reference – VRL Plus
- Texting, MSN, AIM, IM
- Meebo
- Trillian
- GAIM
- etc.

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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.

Home | Browse | Search | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds

Cool New People

Virginia



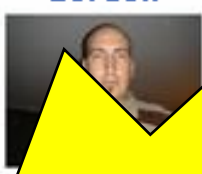
Katrina



Kendall



Gordon



Member Login

E-Mail: [input field]

Password: [input field]

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

- Blogs
- Browse
- Chat Rooms
- Classifieds
- Filmmakers
- Forums
- Groups



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

advertisement



Open an ING DIRECT Investment Savings Account.

START SAVING

MySpace Specials

myspace[®] a place for friends

VONAGE
vonage.ca

Premium Unlimited \$39

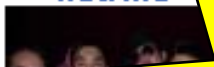
Unlimited local & long-distance throughout Canada & the U.S.
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Save now

Cool New People

Virginia

Katrina



Member Login

Email:

Password:

Remember my E-mail

LOGIN

SIGN UP!

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Blogs
Browse
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ING DIRECT
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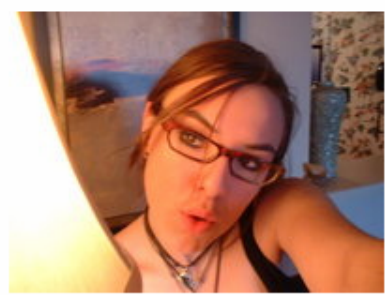


Search

- My Profile [edit](#)
- My Friends
- My Photos
- My Groups
- My Events
- My Messages
- My Account
- My Privacy

University of Phoenix

Study where you want.



- [View More Photos of Me \(22\)](#)
- [Edit My Profile](#)
- [Edit My Picture](#)
- [Edit My Privacy](#)

Humberside Collegiate Institute Friends

41 friends at Humberside Collegiate Institute. [See All](#)



Information [edit](#)

Account Info [\[edit \]](#)

Name: Sydney Abram
 Network: Humberside Collegiate Institute '06
 Last Update: May 13, 2006

Basic Info [\[edit \]](#)

Sex: Female
 Interested In: Men
 Birthday: [June 29, 1988](#)

Contact Info [\[edit \]](#)

Email: syd.abram@gmail.com

Personal Info [\[edit \]](#)

Political Views: Other
 Activities: U of T Gymnastics
 Interests: im interested in mostly glorious things..
 Favorite Music: the good kind
 Favorite TV Shows: the funny ones...freaks and geeks, the office, family guy, arrested development, scrubs.. etc
 Favorite Movies: June Bug..just to be different
 Favorite Books: ofcourse the embarrassing ones..The Alchemist, Of Mice and Men, GhostWorld, Sin City (any volume), Same Difference, Summer Blonde
 Favorite Quotes: "thats..my life story"
 About Me: (insert..bongo solo)

Photos [edit](#)

You have 5 albums. [See All](#)



A sustainable social network for life.

95% of students in clients like U of Toronto, NCSU Stanford, etc.

80% of all college and University student In North America.

My Privacy



University of Phoenix



Study where you want.

View More Photos of
View All Zachary's Friends
Send Zachary a Message
Poke Him!

Friend Details edit

You are friends with Zachary.

Mutual Friends

21 friends in common. See All



Personal Info

Political Views:
Activities:

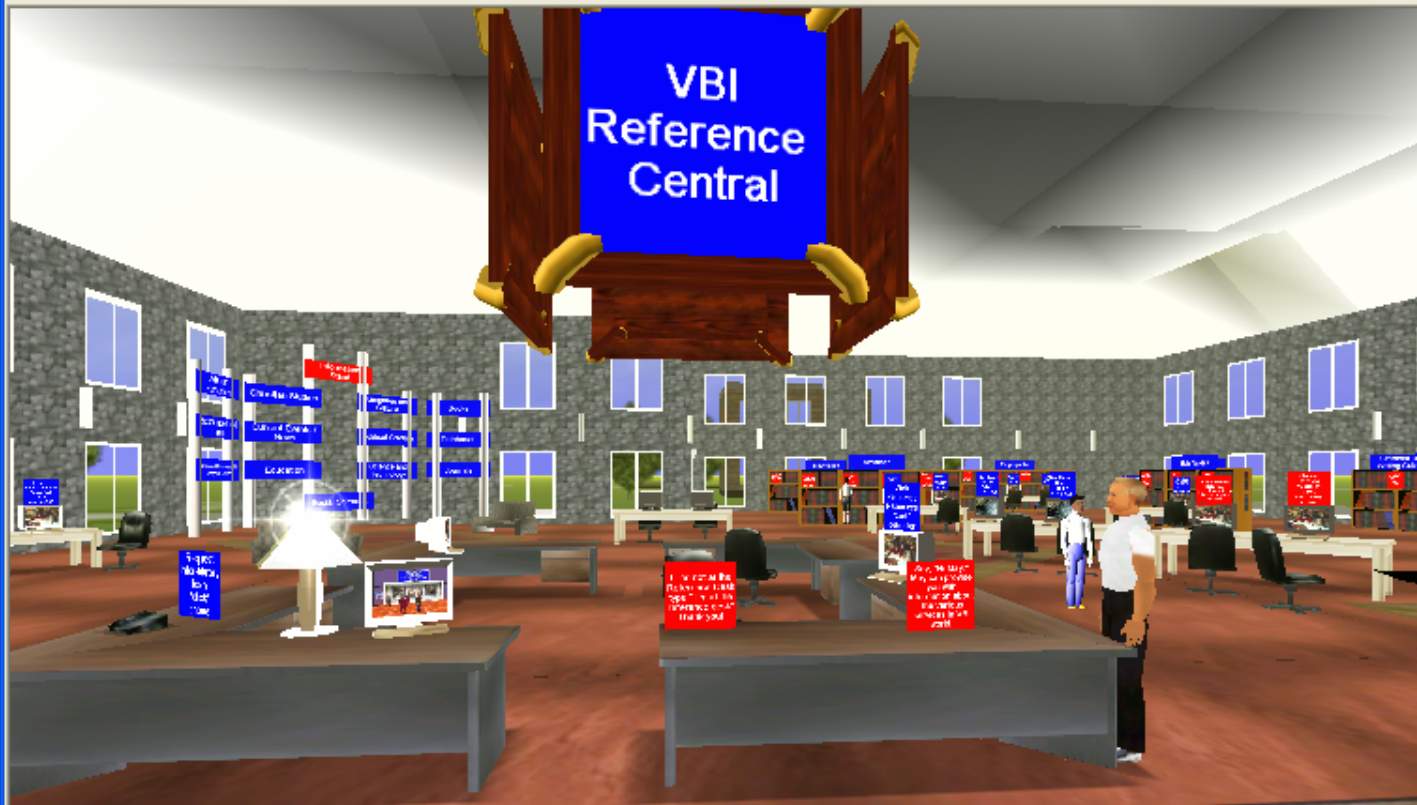
Interests:

Liberal
Assistant Op
Cinemas (I get
Coordinator for
Hockey Club est. 20
the model United Nation
I have two hobbies that I
collect rare photographs... I have
Houdini locking his keys in his car... the on
rare picture of Norman Rockwell beating up a child.
Also, I have a vast seashell collection that I keep



TURN_AROUND WAVE JUMP SPIN JOY1 YES BLOW_KISS EGYPTIAN MACARENA KARATE KICK

URL: http://www.eastern.edu



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

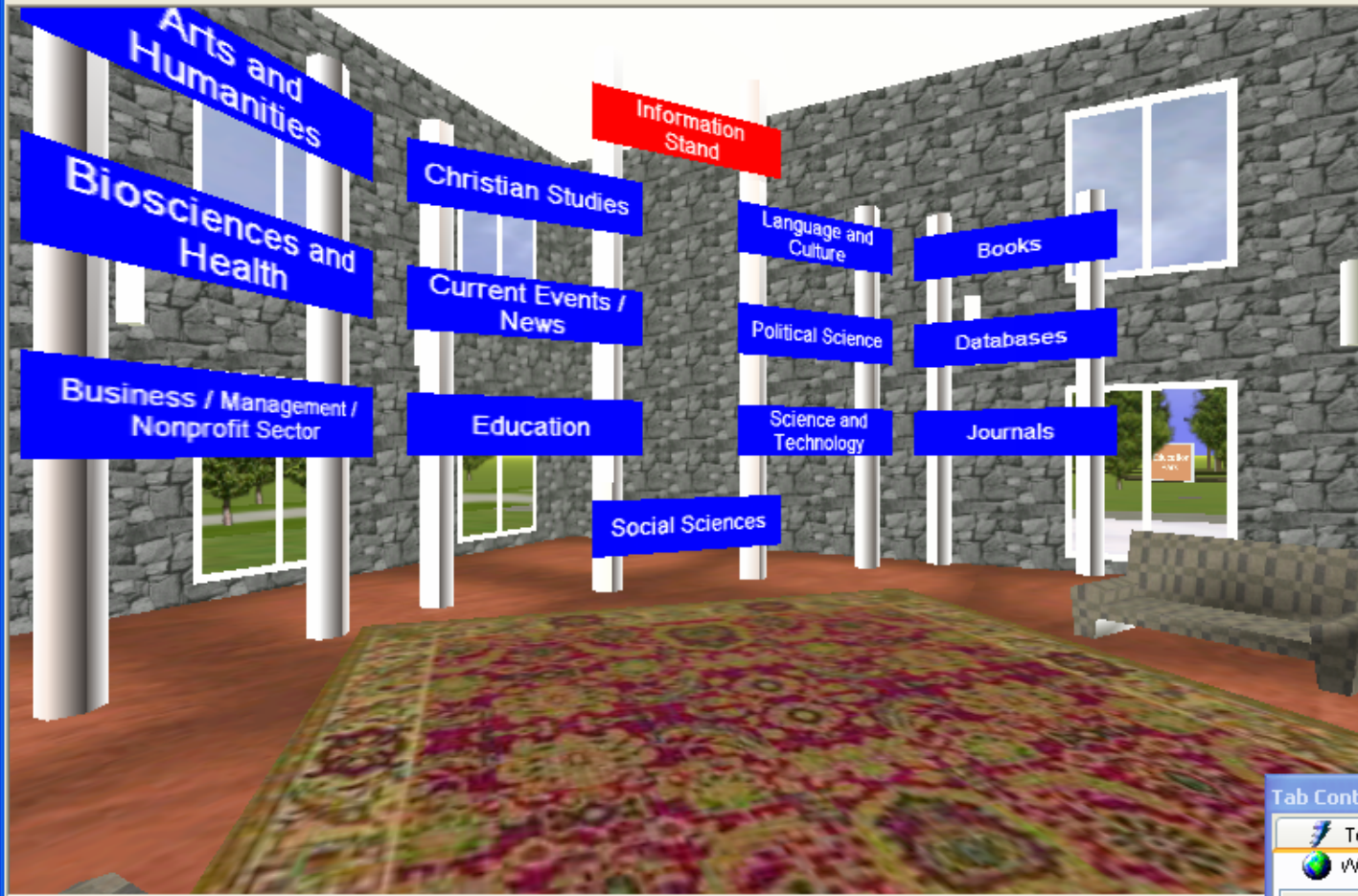
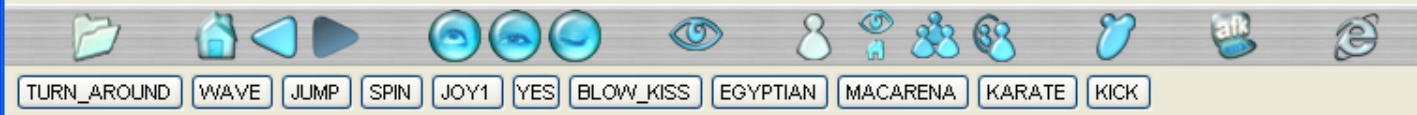
Worlds Contacts Telegrams

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](#)
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> Eastern University Home Page

Tab Controls

Teleports | VoiceChat | Help

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Reading is virtually fundamental in SL

Second Life
www.infoisland.org
Library
Another innovation from the Alliance Library System

services to 286 libraries and lly funded by the state of

added that ALS is one of the ovative organizations, tech-ly speaking, and their phi-is to mine new technologies | the gospel of library usage. ion equals risk, innovation owth," she stated.

Bell, the ASL's director of n, read about SL in the blog rian who was already a re-e created an account, logged er avatar, Lorelei Junot, and ulation of almost 200,000.

found that SL had a few such as Wandering Yaffle's brary, but thought that

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 with-in SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization

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.

Pages Attachments Comments



SCHOOLROOMS

EXPLORE
DISCOVER
LEARN

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

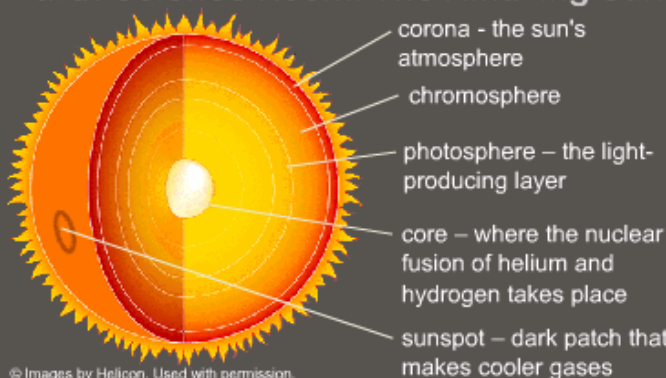
Explore Learn

Discover More...

- What is SchoolRooms
- What's in SchoolRooms
- Who Uses SchoolRooms
- Why Students Like SchoolRooms
- How Does SchoolRooms Work
- Press & Events
- Home



Earth Science Room: The Amazing Sun



© Images by Helicon. Used with permission.

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!):



Best of Web™

Results from high-quality, certified Web sites hand-picked by teachers and librarians. Search databases at the same time and find related articles. Learn more about BOW. [Explore More...](#)



News & Events

Catch up on the [news](#) about SchoolRooms. Check out the next place you can [see SchoolRooms in action](#) and find out more about how SchoolRooms can provide your students with an unparalleled learning experience. [Discover More...](#)



Case Study:
[Boston Public Library](#)
Discover how **Boston**





Boston Public Library

SCHOOLROOMS

Explore. Discover. Learn

Username
Password

[About BPL](#) [Ask a Librarian](#) [Home](#) [Print](#) [Homework Help](#)

Explore a Room

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?
- ▶ Learn About Special Needs?
- ▶ Use Topographic Maps?
- ▶ Teach My Child about Fitness?
- ▶ Help My Child with Research?

Try This...



Everything

Home [Browse History](#)

Back to School? Discover SchoolRooms



It is that time again - BACK TO SCHOOL and that means back to homework, back to learning, and with the new SchoolRooms website BACK TO FUN! Learning about the moon, dinosaurs, Abraham Lincoln, or the Civil War? No problem - we've got you covered! Better yet - put in a search term and search books, magazine articles, websites and more with just one click!

- I am in Elementary
- I am in Middle School
- I am in High School

What Is...

Boston Public Library

Select a Location
Central Library

Phone:(617) 536-5400
Email: info@bpl.org

Monday-Thursday 9-9
Friday and Saturday 9-5
(closed Sundays during the summer)

Directions
 700 Boylston Street, Copley Square, Boston, MA. The Central Library is on the corner of Exeter and Boylston Streets.
[Click Here for Directions.](#)

Library Information



•SirsiDynix•
institute
grow your skills
LIVE



Stephen Abram, MLS
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute

Cel: 416-669-4855

stephen.abram@sirsidynix.com

<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>