The Social Library 2.0

Stephen Abram
President-elect, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute
Optical Illusions
Optical Illusions
2000
Light
Stopped
2001 Light Slowed to Bicycle Speed
2002 Light Sent into Future
2003 Light Transported
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.
CHANGED PRIORITIES AHEAD
Forests and Trees

We get stuck here
(implementation level)
The Big Picture

But this is what matters most (meta level)

The right forest
Libraries core skill is not delivering information

Libraries improve the quality of the question and the user experience
I ❤️ my customers
IF TELEVISION'S A BABYSITTER, THE INTERNET'S A DRUNK LIBRARIAN WHO WON'T SHUT UP.
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 inter-disciplinary)
• Creation is social
• Humanity is social
• Student and scholarly life is social
Is Magazine Content Social?
Is News Content Social?

Online Offerings of the Top 100 Newspapers

- RSS Feed for Different Sections: 76
- RSS Feed Includes Acts: 75
- Most Popular: 0
- Video: 33
- Podcast: 61
- Chats: 31
- Reporter Blogs: 13
- Reporter Blog Comments: 80
- Blogroll (External Links): 67
- Comments on Articles: 24
- Registration Required: 19
- Bookmarking: 23
- Message Boards: 7

Features:
- Online Offerings of the Top 100 Newspapers
Are Scholars’ Citations Social?
Libraries are Social Institutions

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

• Community
• Learning
• Interaction

The user is not broken

Karen Schneider
Where are our users?
Google & Kansas City
Social Drives Local
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Focus on Their Needs
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Wikipedia, etc.
Hmmmm, The magic seems sees to be social!

<table>
<thead>
<tr>
<th>Social technology</th>
<th>Examples</th>
<th>Current usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>LinkedIn, Facebook, Orkut, MySpace</td>
<td>6% of North American online consumers use social networking sites weekly, up from 4% in 2004.</td>
</tr>
<tr>
<td>RSS</td>
<td>An XML standard that lets users collect and read content feeds.</td>
<td>6% of North American online consumers use RSS weekly.</td>
</tr>
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<td>Friendster, Bloglines</td>
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</tr>
<tr>
<td>Open source software</td>
<td>Apache Software Foundation, OpenOffice.org</td>
<td>6% of North American online consumers use RSS weekly.</td>
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<tr>
<td>Blogs</td>
<td>Blogger.com, TypePad</td>
<td>6% of North American online consumers use RSS weekly.</td>
</tr>
<tr>
<td>Search engines</td>
<td>Google, Yahoo, and MSN</td>
<td>6% of North American online consumers use RSS weekly.</td>
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<tr>
<td>User review portals</td>
<td>TripAdvisor, iGadgets</td>
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<tr>
<td>P2P file sharing</td>
<td>BitTorrent, Kazaa</td>
<td>6% of North American online consumers use RSS weekly.</td>
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<tr>
<td>C2C eCommerce</td>
<td>eBay, Craigslist</td>
<td>6% of North American online consumers use RSS weekly.</td>
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<tr>
<td>Comparison shopping sites</td>
<td>PriceGrabber.com, Shopzilla</td>
<td>6% of North American online consumers use RSS weekly.</td>
</tr>
<tr>
<td>Podcasts</td>
<td>PodChatters, iTunes, Podcast Alley</td>
<td>6% of North American online consumers use RSS weekly.</td>
</tr>
<tr>
<td>Wikis/Collaboration software</td>
<td>del.icio.us, Digg</td>
<td>Wikipedia, a collaborative encyclopedia, has more than 35 million pages, in almost 200 languages.</td>
</tr>
<tr>
<td>Tagging</td>
<td>bea, shadows, Flickr</td>
<td>According to the Wall Street Journal, tagging sites garnered less than 1% of Google’s traffic, but they are growing rapidly.</td>
</tr>
</tbody>
</table>

Source: Forrester Research, Inc.
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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Sirs Dynix Institute
Grow Your Skills
### WEB 2.0

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<tr>
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<td>User-driven Reviews</td>
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<tr>
<td>Personalized Alerts</td>
<td>Rankings &amp; User-driven Ratings</td>
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<tr>
<td>Web Services</td>
<td>Instant Messaging and Virtual Reference</td>
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del.icio.us

social bookmarking

» all your bookmarks in one place
» bookmark things for yourself and friends
» check out what other people are bookmarking

learn more...

Tags
A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

hotlist
what's hot right now on del.icio.us

Revision3 save this
first posted by: marcavitar
podcast video tech technology blog tags

Tooum: Excite your site save this
first posted by: geoff
blog forum web2.0 hosting tools tags

Vector Art with Photoshop - Online Tutorial at Melissa Clifton page 1 save this
first posted by: hurqui
photoshop tutorial vector art howto tags

search
A Brief Interview with Google's Matt Cutts
Home
The Semantic Indexing Project

productivity
Rands In Repose: Trickle Theory
The Joel on Software Discussion Group - Best tips that no one seems to know about?
Why email is addictive (and what to do about it)

Tags to watch

more...
<table>
<thead>
<tr>
<th>General</th>
<th>Scholarly</th>
<th>Links</th>
<th>Web Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag of URLs</td>
<td>Simpy</td>
<td>Feed Me Links</td>
<td>Flickr</td>
</tr>
<tr>
<td>Del-icio.us</td>
<td>FURL</td>
<td>Linkfilter</td>
<td>Spurl</td>
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<tr>
<td>Frassle</td>
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<td>Livemarks</td>
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<tr>
<td>Livemarks</td>
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<td>Stumble Upon</td>
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<td>Stumble Upon</td>
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<td>Wists</td>
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<td>Wists</td>
<td></td>
<td>Dude, Check This Out!</td>
<td></td>
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<td>openIBM</td>
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<td>CiteULike</td>
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<td></td>
<td></td>
<td>(ArXiv)</td>
<td>(Merlot)</td>
</tr>
</tbody>
</table>

Source: DLIB
Add hundreds of database Suppliers (MS already has about 120.

Make it OpenURL compliant

Make it Browserless

Integrate e-commerce for articles, standards, etc.

Predict their needs through mining of Gmail, surfing, and behaviours

Personalize it and track your needs and add alerts …

Add for online discussions, communities of practice, group and Individual blogs and connections through social networking software

Add virtual reference

Google Books

And then ally with Sun to build a new OS for wireless world…

Google Office
Suppose there’re 250,000 books . . . Or 25,000,000 in less than 5 years? How does that compare to your libraries?
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SirsDynix Institute
Institute Grow Your Skills
Get your texthead to nexthead
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- Federated Search
- Socially Driven Content
- Social Bookmarking
What would social federated search look like?

- SRU, SRW, Speed, RSS, visualization, faceted results, OS compliance, relevance tuning, all content, etc.
- Grade 1, Grade 3, High School
- Beyond groups and clusters of content and users
- Beyond journals – books, gov’t docs, chapters, reports, lab notes, ...
- Beyond bounded collections
- Socially driven relevance, facets, visual display, tiled
- Personalized
- The default
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Simple Collaboration

- MSN .NET Messenger
- AOL Internet Messenger
- ICQ
- Yahoo! Messenger
- Yahoo! IMvironments
- IRC
- Trillian, GAIM, MEEBO

Most now with voice, video, co-browsing...Can you?

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 campus wide
• SirsiDynix Docutek VRLPlus K-12 experience in New Zealand

• Discover IM, JYBE, SMS and Skype
• Grow into Virtual Reference
• Collaborate on province-wide and national VR
Guide Session

Status: Looking for a guide...
Status: Connected to guide: Ronymc:
Ronymc: Hi there, I will be helping with your search.
You: Hi Ronymc: hello what can i help you with today?
You: I need to search about Mercury
Ronymc: sure
You: You there?
Status: Session ended.

Guide Recommended Resources for: Science > Astronomy

1. google space
   https://google.space.com/search?q=mercury&site=default_collection&client=default_frontend&output=xml_nsdtd
2. www.noblemind.com
   http://www.noblemind.com/search/er-16form-mercury
3. astronomylinks.com
   http://astronomylinks.com/cgi-bin/links/search.cgi?query=mercury
4. jux2 Meta Search Engine Compare Search Engines
5. DMOZ
   http://search.dmoz.org/cgi-bin/search?q=mercury

Open Directory Quick Search for: Science > Astronomy

Displaying 1 - 5 of 32 | Next 5
1. Planetary Transits Across the Sun
It’s about Cooperating and Sharing

- Instant Messaging – by teams
- Virtual Reference
- Texting, MSN, AIM, IM
- Meebo
- Trillian
- GAIM
- etc.
The Value Hierarchy in Web 2.0 Software

1. Users
   - attention
   - interaction
   - presence
   - usage
   - collaboration

2. Data
   - secondary:
     - microformatting
     - ranking trackbacks
     - tagging bookmarking
   - primary:
     - information
     - shared media feeds
     - attention data links

3. Function
   - RIA sites
   - hybrid apps
   - mashups
   - Web services

Users are the center of the universe in Web 2.0 software, with data and functionality a close but distinct 2nd and 3rd.

Source: http://web2.wsj2.com
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Librarians who Drupal? 10 replies
Started by: Myra Leonard on Mar 8 2007
Any other librarians developing Drupal sites out there? I’d love to chat. I have set up a Drupal 5.1 installation on my development server at home using a WAMP environment. I’ve edited and created a.

Why Johnny Can’t Search (Intelligently) 3 replies
Started by: Michael Johnson on Mar 8 2007
From the Chronicle of Higher Education (Wednesday, March 7th, 2007): “No matter how tech-savvy today’s students are, many of them doing research online cannot distinguish information from facts.”

From the past Neal Stephenson’s Snow Crash (1992) 14 replies
Started by: Larry Greenwood on Mar 7 2007
Has anyone in this group by chance ever read Neal Stephenson’s Snow Crash? Right that was 15 years ago, even before the web. Neal was in that group of writers who were labeled “cyberpunk” or “cyber...”

Online Northwest 2007 Keynote: Stephen Abram 1 reply
Started by: Lorne Hiebert on Mar 7 2007
The Social Library: Becoming Library 2.0 by Stephen Abram. Abram is Vice President of Innovation for SirsiDynix. Online Northwest...

RealTime Chat anyone? 23 replies
Started by: Adam Isner on Mar 7 2007
A forum for librarians to discuss and exchange ideas related to the digital age.
Library 2.0

This network is for Library 2.0 Stuff

Welcome to your page on Library 2.0!
It's easy to make this page uniquely yours. What makes your profile yours?
Follow these 4 steps:
- Add your personal photo
- Edit your page's theme
- Add a blog post
- Invite Friends

Your Library 2.0 Box
Click "edit" to add text, videos, photos, or any widget to this box. It's another way...
sabram

Heading to Denmark

about 3 hours ago from web

© 2007 DigiMoos | About Me | Contact | Blog | API | Help | Terms of Service

About sabram

Name: Stephen
Bio: VP Innovation for SirsDynx and ELA president-elect
Location: Toronto, ON
Web: http://stephenslimn

0 Favorites
0 Friends
0 Followers
1 Update

Want an account? Join for Free!
Have an account? Sign In!
Reminder: 200,000-250,000 A DAY!
Reminder: 15 million daily users, and 30 billion page views a month.
UIUC Undergraduate Library

"Everybody's favorite place to study and hang out."

Female
37 years old
URBANA, ILLINOIS
United States

Last Login:
11/29/2006

View My: Pics | Videos

Contacting UIUC Undergraduate Library

SEND MESSAGE
ADD TO FRIENDS
INSTANT MESSAGE
ADD TO GROUP
FORWARD TO FRIEND
ADD TO FAVORITES
BLOCK USER

UIUC Undergraduate Library is in your extended network

UIUC Undergraduate Library's Latest Blog Entry [Subscribe to this Blog]

Voting Day! (view more)

Loanable Laptops are Here! (view more)

Gaming Night on October 21st (view more)

Back in the swing of things! (view more)

The Integrated Services Desk (view more)

[View All Blog Entries]

UIUC Undergraduate Library's Blurb

About me:
1402 West Gregory Urbana, IL, 61801 (217) 333-3477 .. askundergrad I'm the University of Illinois Undergraduate Library, and I opened in 1969. I'm the friendliest little library in the whole world, so send me a message or come visit me. ..
Library MySpace Sites

Hennepin County Library
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/brooklyncollege

Lansing Public Library
http://www.myspace.com/lansingpublic

Morrisville College Libraries
http://www.myspace.com/morrisvillecollege

Westmount PL
http://www.myspace.com/westmontlibrary

Goshen PL
http://www.myspace.com/goshenpublic

University of Illinois Undergrad Library
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
Harvard...
A sustainable social network for life.

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

80% of all college and University students in North America.
Alliance, Charlotte, Harvard
Teen SL Library services meeting, Sun 5/7/06
Second Life Library eBooks
Reading Room
Linden Lab is temporarily postponing the release of 1.9.1. They will continue to release updated versions of 1.9.1 on the preview grid for testing. They will still be bringing the grid down for some hardware and server side code upgrades. These changes will occur between tomorrow from 6am to noon SLT.

Perspectives ........ Page 4
The Line ............. Page 5
Comics ................ Page 6
Entertainment ......... Page 7
Photo Contest ......... Page 8
Fashion ............ Pages 11-12
Art ................ Page 13
Sports ............... Page 16

Go to our website at www.metaversemessenger.com to participate in our online poll.
This week's question: "Should Linden Lab sell Linden dollars?"
Look for the results from last week's poll on Page 4.

Volume 1, No.39
Second Life
The Metaverse Messenger
Sido (169, 195)

M²
Happy Mother's Day
The Metaverse Messenger
A Real Newspaper for a Virtual World

Tuesday, May 9, 2006 A Second Life Publication Free
Reading is virtually fundamental in SL

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

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.

ALSL, 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 platoon of library services.

In a telephone interview, Kitty Pope, executive director for the ALSL, 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 ALSL, 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.

Ball concurred, saying, “The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20
Croquet is...

...a new open source software platform for creating deeply collaborative multi-user online applications. It features a network architecture that supports communication, collaboration, resource sharing, and synchronous computation among multiple users. Using Croquet, software developers can create powerful and highly collaborative multi-user 2D and 3D applications and simulations.
Library 2.0 = (books 'n stuff + people + radical trust) x participation

Darlene Fichter, 2006
Evolution of Reference and the Scholarly Experience

Sustainability
Del.icio.us
Wikis
Tagging
IM and VR
Organization
Capacity
## LIBRARY 2.0 MATRIX

<table>
<thead>
<tr>
<th>Resource Environment</th>
<th>Web 2.0 as Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Library Environment</strong></td>
<td><strong>Library 2.0 user</strong></td>
</tr>
<tr>
<td>Library catalogue - MARC compliant</td>
<td>E-learning 2.0 environment - LMS, ELGG, LAMS etc.</td>
</tr>
<tr>
<td><strong>Web 2.0 platform 24/7</strong></td>
<td>Social Networks</td>
</tr>
<tr>
<td>- adaptable user interface</td>
<td>- MySpace/Facebook</td>
</tr>
<tr>
<td><strong>Information services</strong></td>
<td>- Blogs &amp; Wikis</td>
</tr>
<tr>
<td>- Online, Virtual Learning spaces</td>
<td>- Read/Write web functionality</td>
</tr>
<tr>
<td><strong>Blended digital Web Collections</strong></td>
<td>- Social Bookmarking</td>
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<td><strong>Blended digital repository</strong></td>
<td>- Images &amp; multimedia sharing</td>
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<tr>
<td><strong>Digital access for personal organisation</strong></td>
<td>- Podcasting &amp; vodcasting</td>
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<td>- E-reserve</td>
<td><strong>Folksonomy</strong></td>
</tr>
<tr>
<td>- Borrower loan access</td>
<td>- Tagging for personalisation</td>
</tr>
<tr>
<td><strong>Digital access for licensed collections</strong></td>
<td><strong>Searching</strong></td>
</tr>
<tr>
<td>- e-books, videos &amp; multimedia, images, learning objects, etc</td>
<td>- Browser and desktop API</td>
</tr>
<tr>
<td>- specialist online databases</td>
<td>- Blogs &amp; social networks</td>
</tr>
<tr>
<td><strong>Federated searching</strong></td>
<td>- Visual &amp; metasearch engines</td>
</tr>
<tr>
<td>- Z39.50</td>
<td><strong>Mobile computing</strong></td>
</tr>
<tr>
<td><strong>Taxonomy</strong> - supported by global metadata standards</td>
<td><strong>RSS feeds and Mashups</strong></td>
</tr>
</tbody>
</table>

Emerging Model for Community, Learning and Research Enterprises

Credit: adapted from Rick Luce, LANL
Library 2.0

Professional practice

Society and environment

Library owner

Other libraries, suppliers, publishers

Modes of communication and technology

User

Collections and information resources

Buildings and physical services

Modes of information
Web 2.0

- The Web As Platform
- Harnessing Collective Intelligence
- Data As Valuable As Functionality
- Continuous Improvement Gradient
- Frictionless Programming & Data Models
- Software That Crosses Boundaries
- Immersive, Social, Rich User Experiences
- Mash-ups
- AJAX
- RSS
- Unintended uses
- Software as a Service

Identity 2.0
Library 2.0
Law 2.0
Media 2.0
Advertising 2.0
Democracy 2.0
The Long Tail of QUESTIONS

as questions become more difficult, where do you go for answers?

# of questions

difficulty

ask

Google

libraries

? ask a person
Web 2.0:
The Inevitable Trough of Disillusionment
Yes – They are different, period.
# MILLENNIAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Principled / 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>
</tr>
<tr>
<td>Collaborative</td>
<td>Nomadic</td>
<td>Gamers</td>
<td>Experiential</td>
</tr>
<tr>
<td>Independent</td>
<td>Confident</td>
<td>Direct</td>
<td>More Liberal /conservative</td>
</tr>
<tr>
<td>Multi-taskers</td>
<td>Inclusive</td>
<td>Patriotic</td>
<td>Entrepreneurial</td>
</tr>
<tr>
<td>Healthy Lifestyle</td>
<td>Family Oriented</td>
<td>Graphical</td>
<td>Achievement Oriented</td>
</tr>
</tbody>
</table>

Credit: Richard Sweeney, NJIT
Usability

The A frame adopted from newspaper layout does not work.
Heat Maps are created by tracking user eye movements and summing the records for user groups. Here, the eye movements of elementary school students were tracked and recorded resulting in a Heat Map that clearly shows the students' focus on the navigation options in the top left, the main feature panel in the center of the page, and the search box in the center top. This actual webpage can be seen by clicking here.

Heat Maps help SirsiDynix understand how to layout pages.
Adapting to Technology
Featured News

EverQuest Platinum

A MASSIVE COLLECTION OF THE FIRST EIGHT ADVENTURE PACKED EXPANSIONS FOR EVERQUEST!

GET EQ PLATINUM TODAY FOR $19.99
Explore A Subject

HOME
- Elementary
- Earth Science
- US History
- Middle School
- High School
- Parent Guide

How Do I...
- Learn About Dinosaurs?
- Use a Library?
- Learn About Earthquakes?
- Explore Space?
- Research Wars?
- Study the Presidents?
- Write a Report?
- Look at a Map?

Check It Out

My America
Poetry is fun and even better when you can learn more about the United States and its regions by reading the poetry in this book! Included are fun facts, colored maps and pictures while you travel through each state.

- What's a Poem?
- Poetry Ideas!
- Giggle Poetry

The US and its Neighbors
Check It Out

Hubble Space Telescope
The Hubble Space telescope orbits the Earth at a height of about 600 kilometers (373 miles). Since it was launched in 1990, astronomers have used it to collect information that helps them work out the age of the universe and how fast it is expanding. (Text taken from the Hutchinson Children's Encyclopedia © Research Machines, plc 2005.)
- Hubble Telescope
- Expanding Universe
- Edwin Hubble

The Amazing Sun - Our Star
Explore A Subject

HOME
- Elementary
- Middle School
- High School
- Parent Guide
  - Elementary
  - Middle School
  - High School

How Do I...
- Deal with My Teen Dating?
- Know if My Child has ADD?
- Help My Teen Stay Healthy?
- Help My Child with Anxiety?
- Learn about Extracurriculars?
- Talk to My Child's Teacher?
- Prepare My Teen for College?
- Learn Computer Skills?
- Find Science Fair Ideas?
- Teach Testing Strategies?

Try This!

Check It Out

Advanced Catalog Search >>

Everything

Search

HOME -> Parent Guide

Homework Helper
Visit this site for tips on helping your kids with homework while maintaining your sanity.
- Math Help
- Science Help
- English Help

Learn More About...

Watch, Listen, or Discover new and exciting things about people, places and events you want to know more about with the guides below!

Choosing A College
There is much to consider when trying to choose a college. How do you know which classes and tests your child should take or how much is it going to...
A projector the size of a sugar cube
Everything’s getting smaller
Librarian 2.0

plays
What do you want to do with your life?

215,920 people in 4,879 cities are doing 331,085 things including...

learn to skateboard finish my masters degree download the new episode of 24 go to Greece smoothcharliebrown wants to attend a Soccer World Cup game learn french Drop a dress size (or two!) Clean my room and maintain it dye my hair blonde find the meaning of life have my own garden be more creative google myself yesterdayishigh wants to do something small to make everyday worthwhile Become more focused play Mario Brothers 3 download msn plus make an ATC each day Have friends everywhere learn to trust take dance lessons

Organize and Systematize all of my digital data make people understand that declawing a cat is a painful unnecessary surgery and there are better ways to deal with cat's scratching talk to a stranger read The Lion The Witch and the Wardrobe stop biting my nails organize my life better practice on my bass more learn Gaelic tekeo wants to do better in iet and english find a new job think and grow rich become a better public speaker stop screwing around on the internet learn english lose 50 pounds GET MY GRAD SCHOOL APPLICATIONS TOGETHER!!! lose 20 pounds and keep it off meet johnny depp stop skinny fit exercising more...
Two Key Interventions
23 Learning 2.0 Things

- **Week 1: Introduction** (official start of week August 7th)
- **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**
Build a Petting Zoo

• Real devices: iPods, MP3 players, video, smart phones, texters, etc.
• Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
• Gaming stations
Looking too close
The Landscape Today
The Emerging Landscape
It’s an **Information Ocean**, not a Highway.
We librarians must learn that when we study something to death, *Death was not our original goal.*
Libraries are a community “Exploration Space” not merely a collection space.
On the End User for Life
The power of libraries
LEAD
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Chief Strategist, SirsiDynix Institute
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Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com