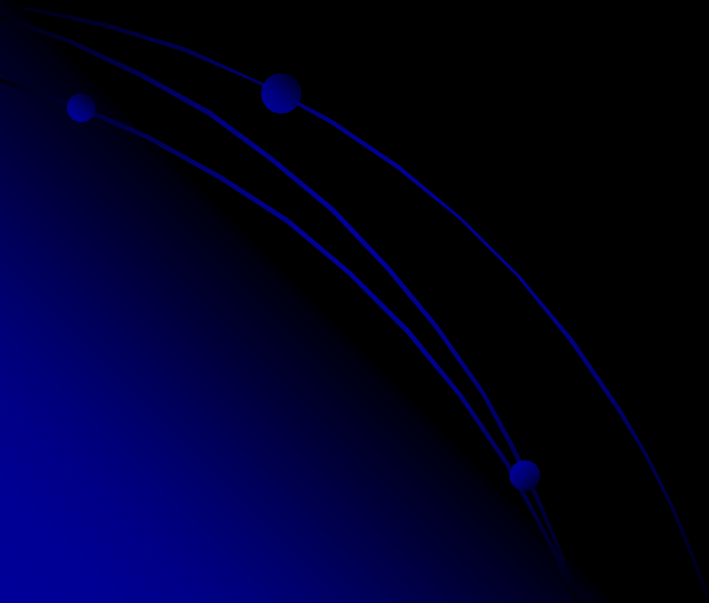
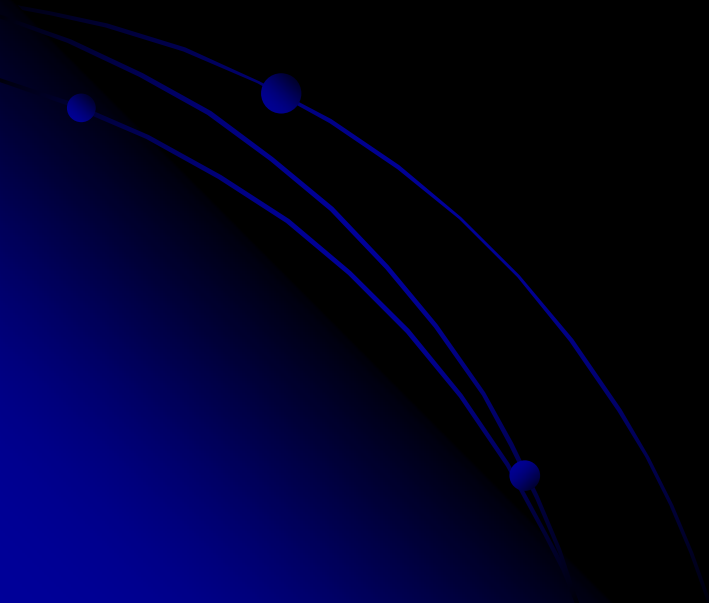


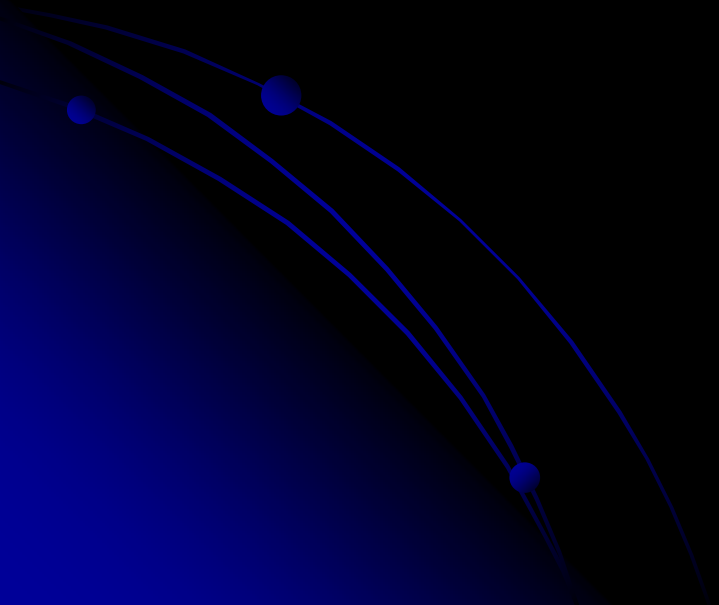
**Did you know . . .**



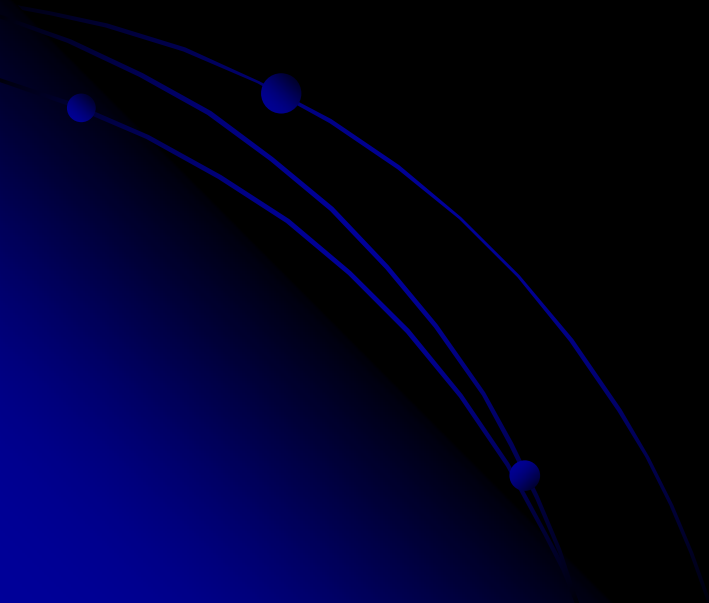
**Sometimes size *does* matter.**



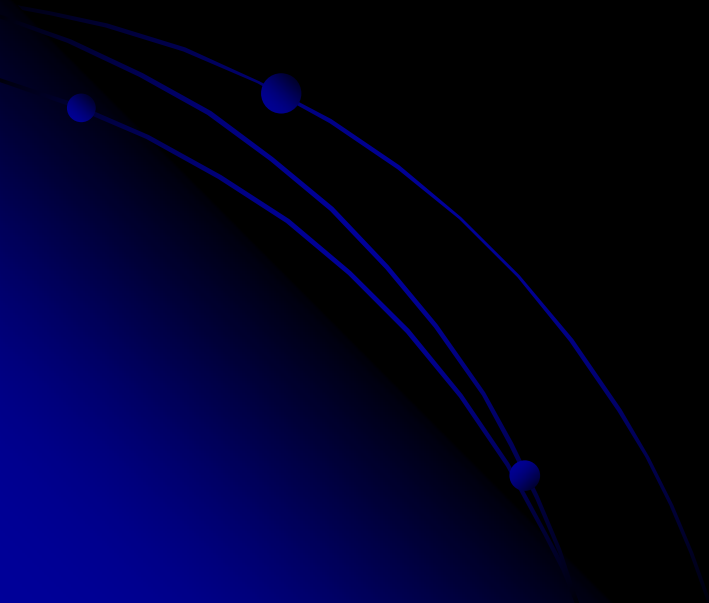
**If you're one in a million in  
China . . .**



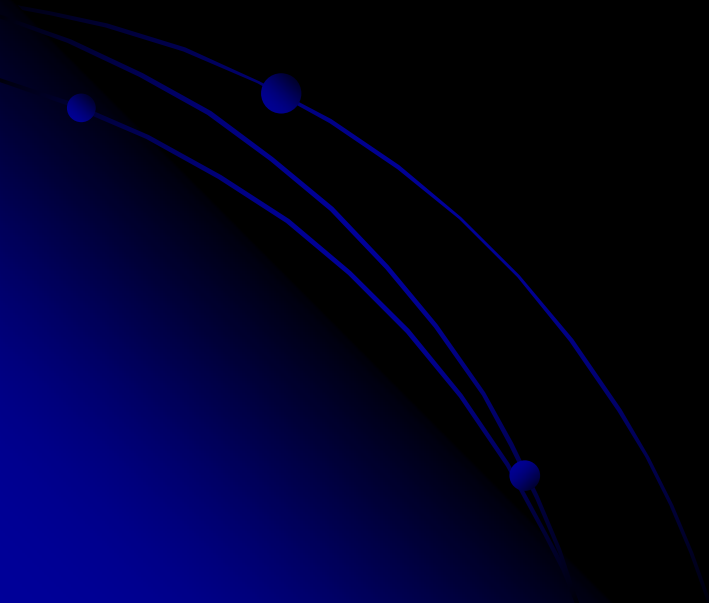
**There are 1,300 people just  
like you.**



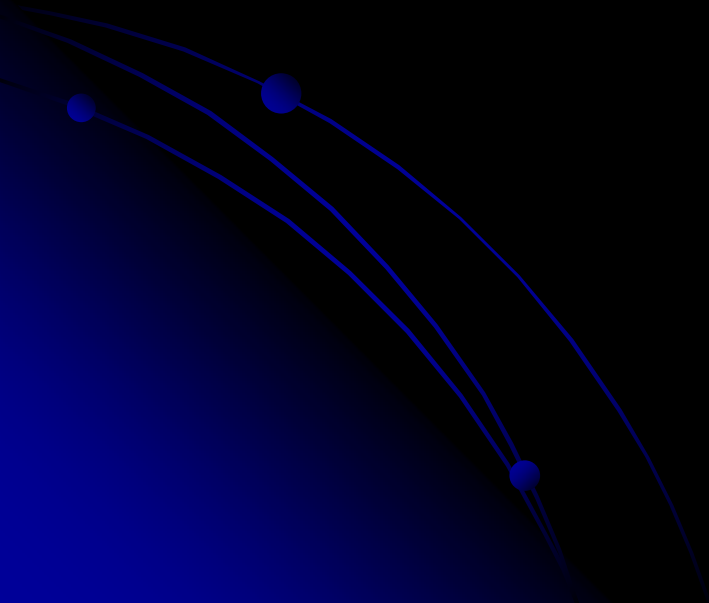
**In India, there are 1,100  
people just like you.**



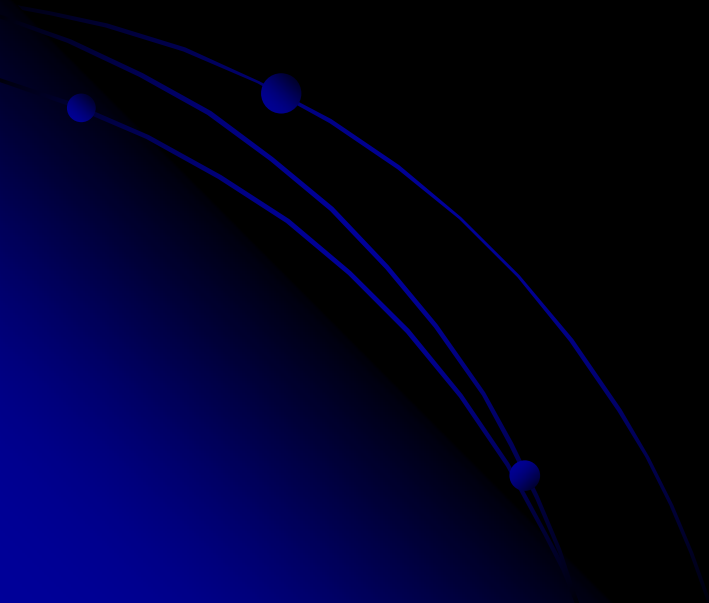
**The 25% of the population in  
China with the highest IQ's . . .**



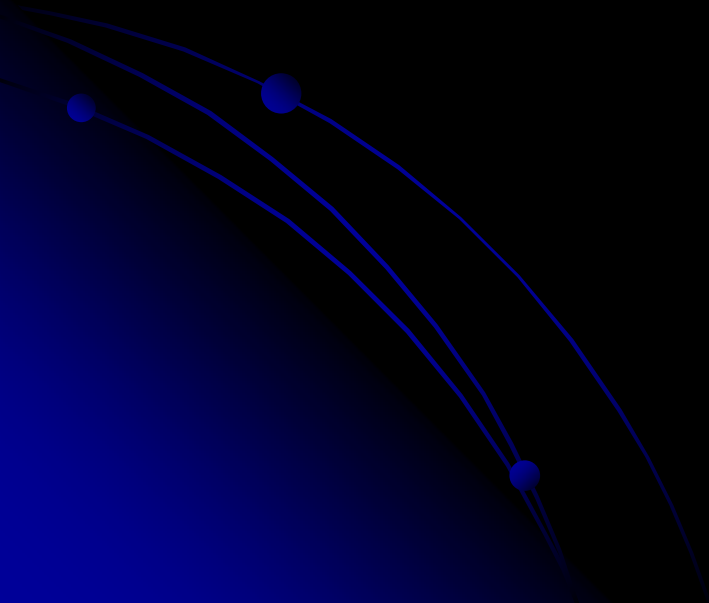
**Is greater than the total  
population of North America.**



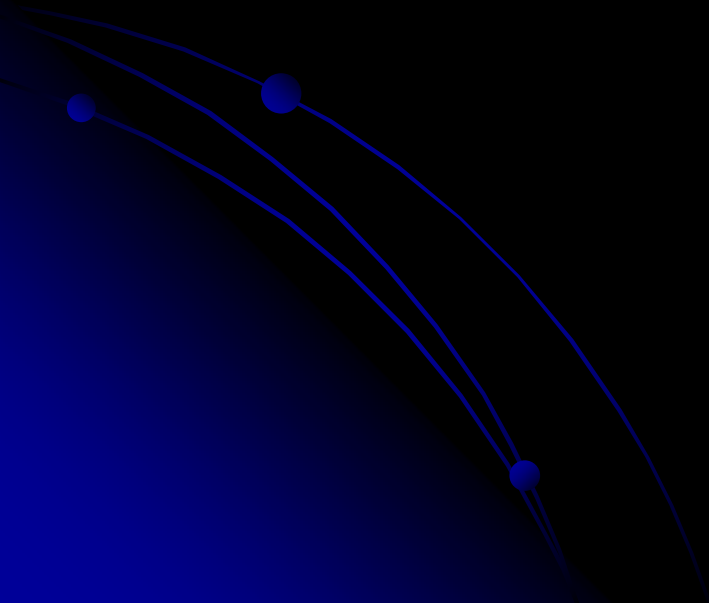
**In India, it's the top 28%.**



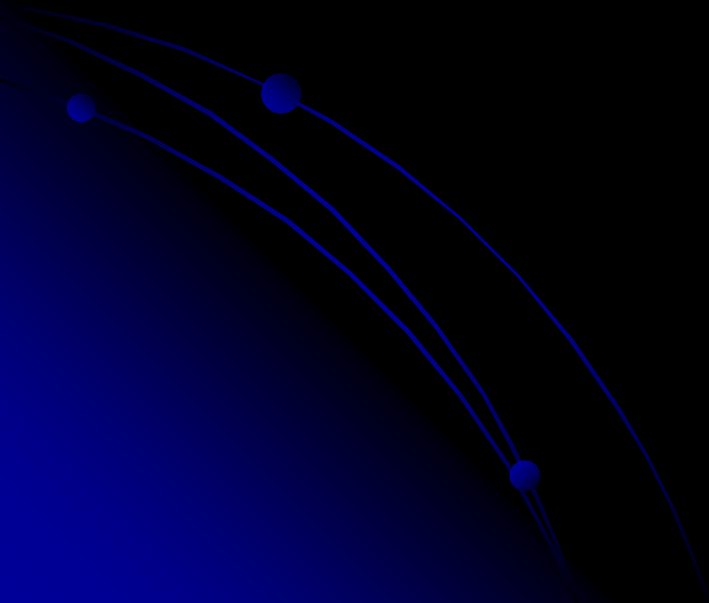
**Translation for teachers:  
They have more honors kids  
than we have kids.**



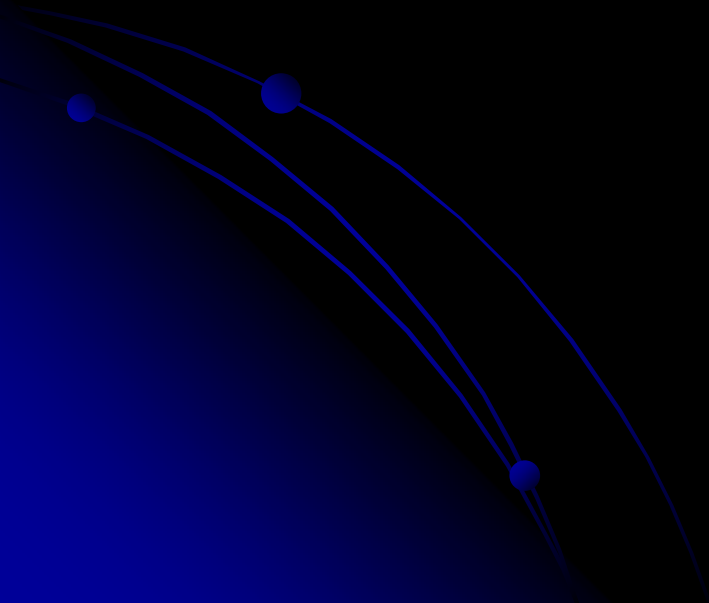
**Did you know . . .**



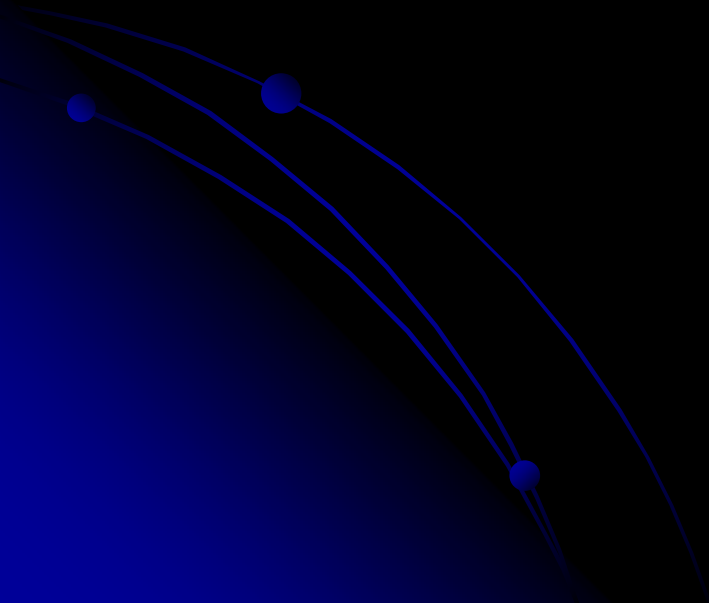
**China has become the number one English speaking country in the world.**



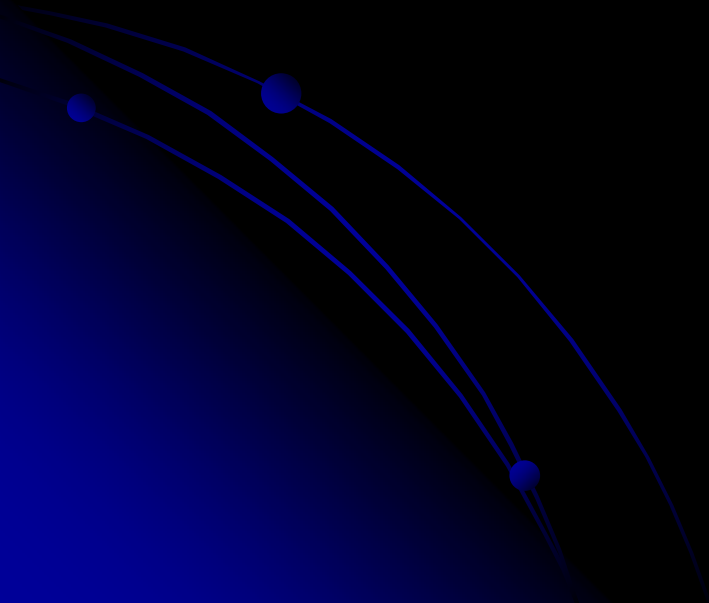
**If you took every single job in  
the U.S. today and shipped it to  
China . . .**

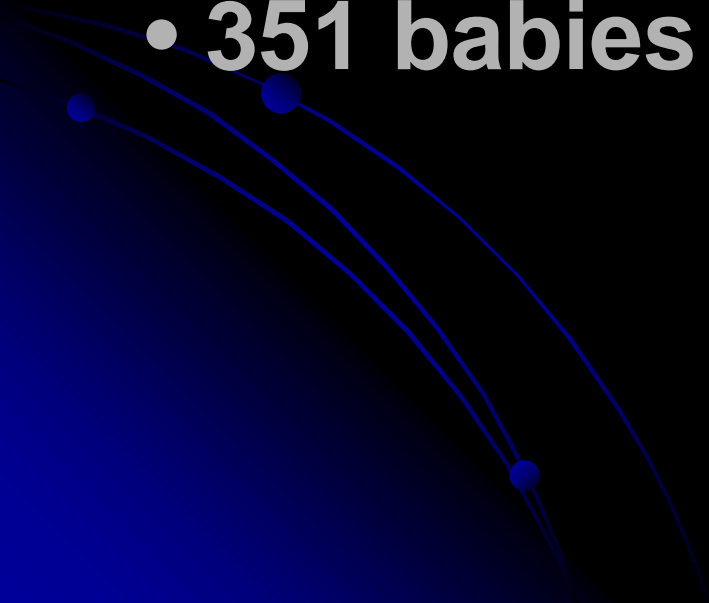


**China would still have a labor surplus.**

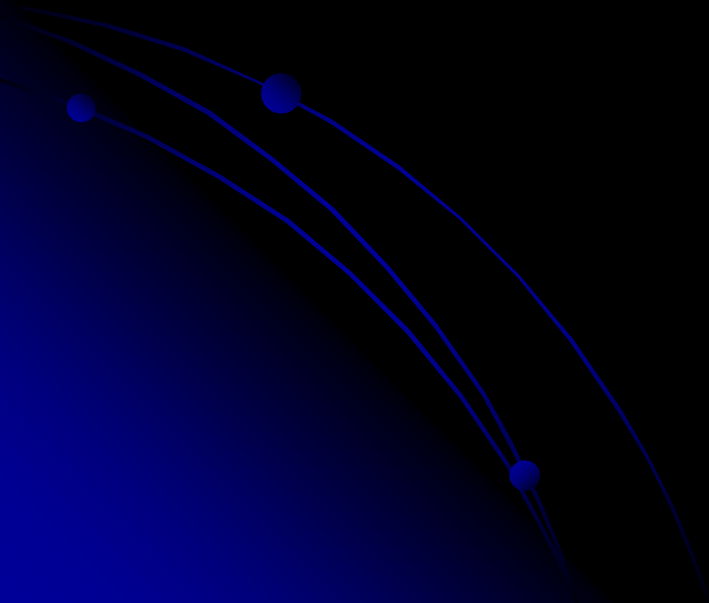


**During the course of this 7  
minute presentation . . .**

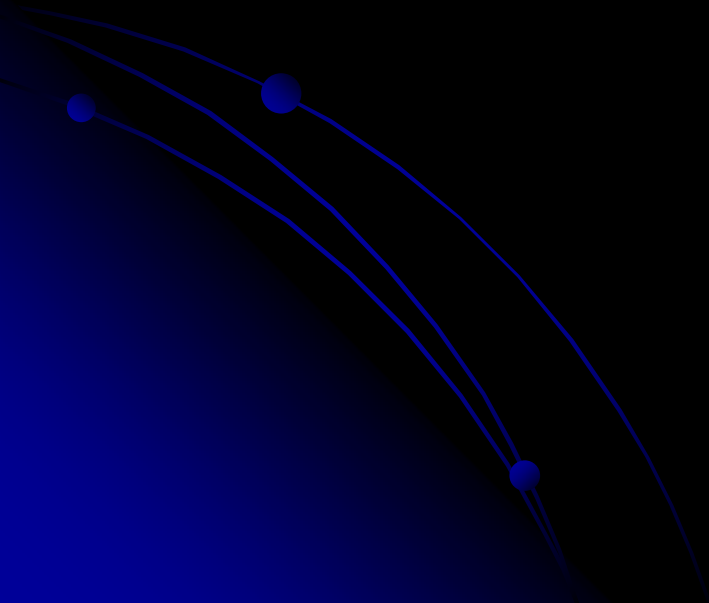


- **60 babies will be born in the U.S.**
  - **244 babies will be born in China.**
  - **351 babies will be born in India.**
- 

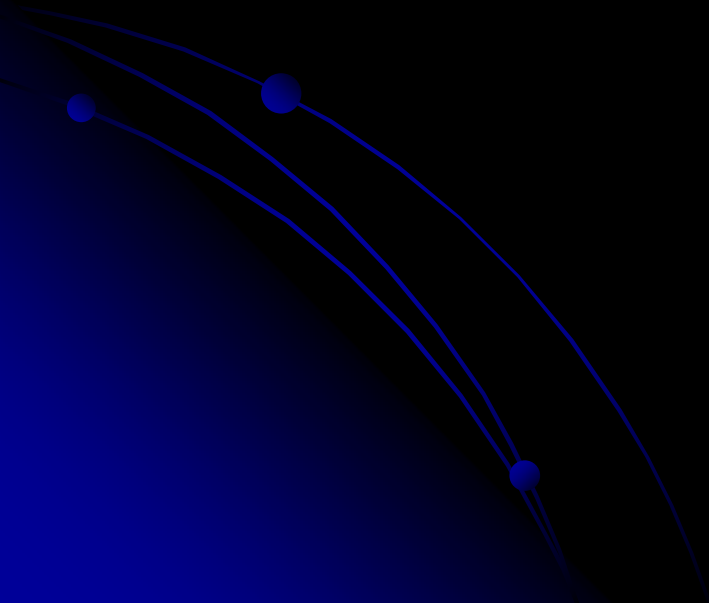
**The U.S. Department of Labor estimates that today's learner will have 10-14 careers in their lifetime.**



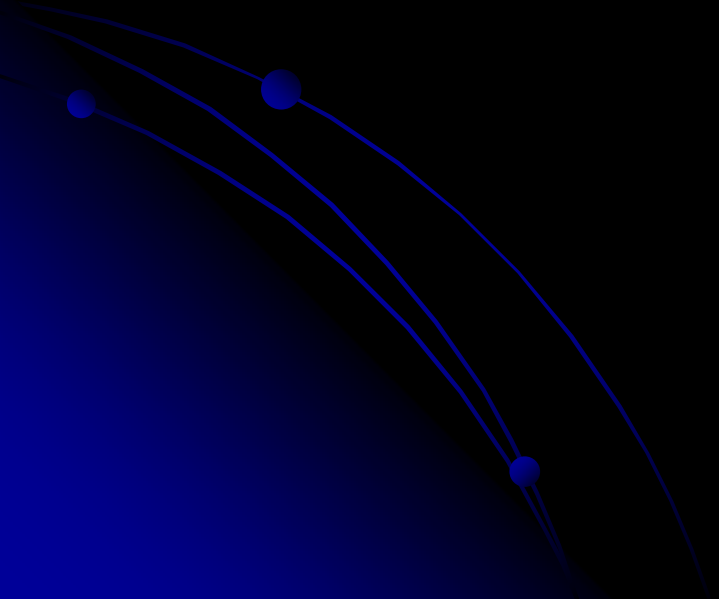
**Yes, 10-14 *careers* – not jobs.**



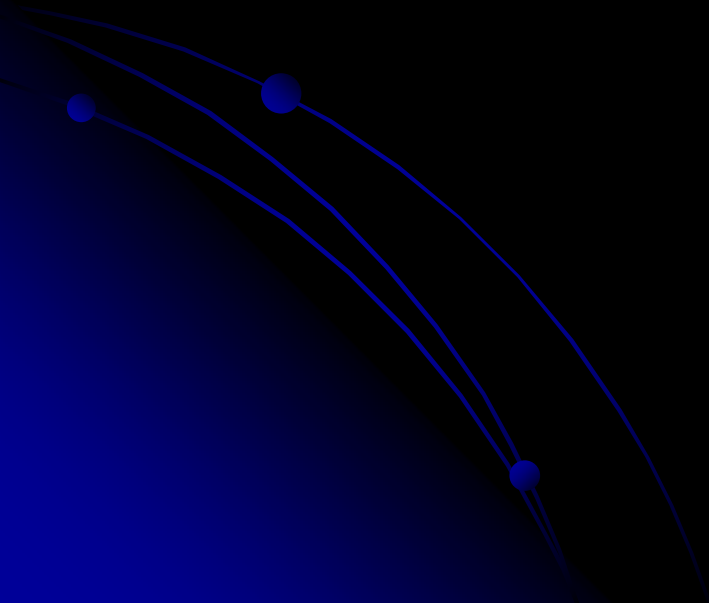
**According to the U.S.  
Department of Labor . . .**



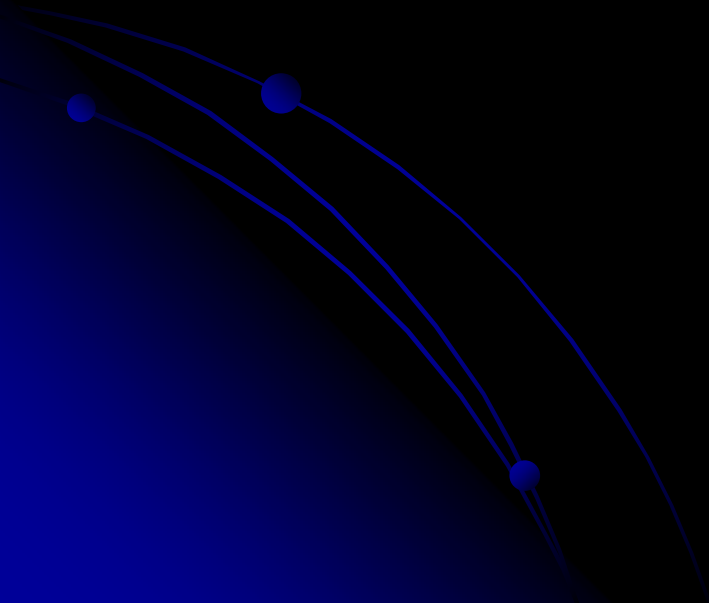
**1 out of 2 workers today is  
working for a company they  
have been employed by for less  
than one year.**



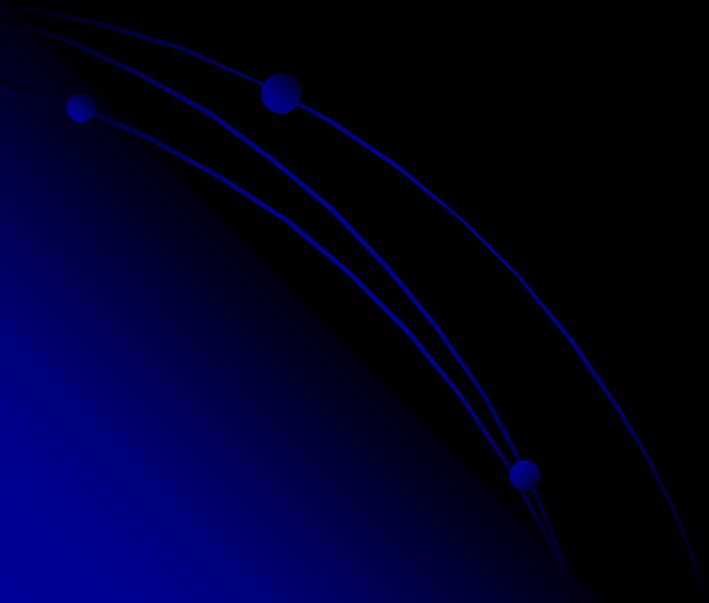
**2 out of 3 are working for a  
company they have worked for  
less than five years.**



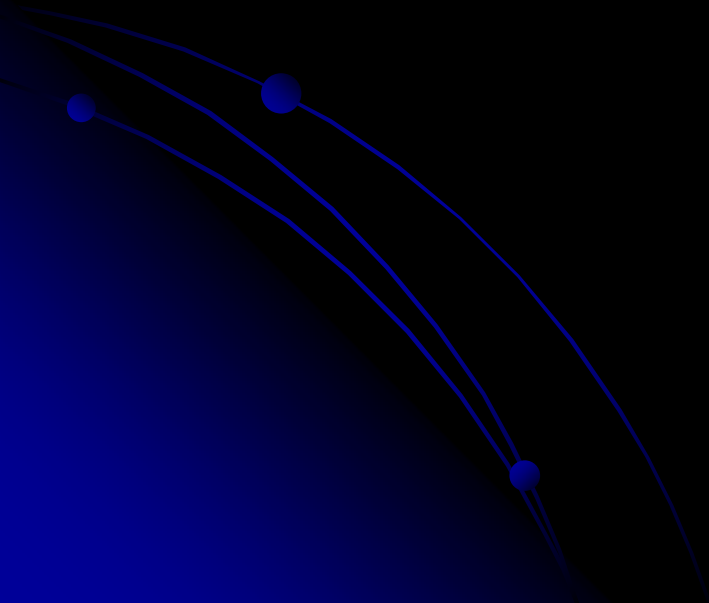
**According to former Secretary of  
Education Richard Riley . . .**



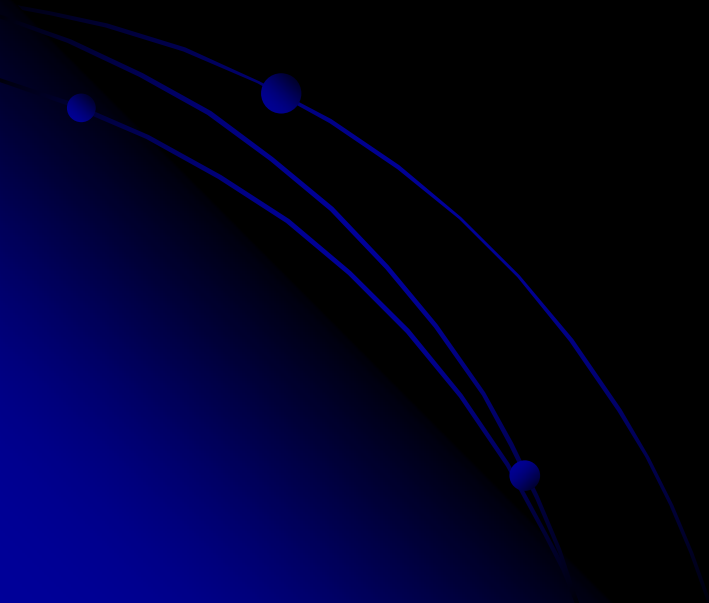
**The top 10 in-demand jobs in  
2010 didn't exist in 2004.**



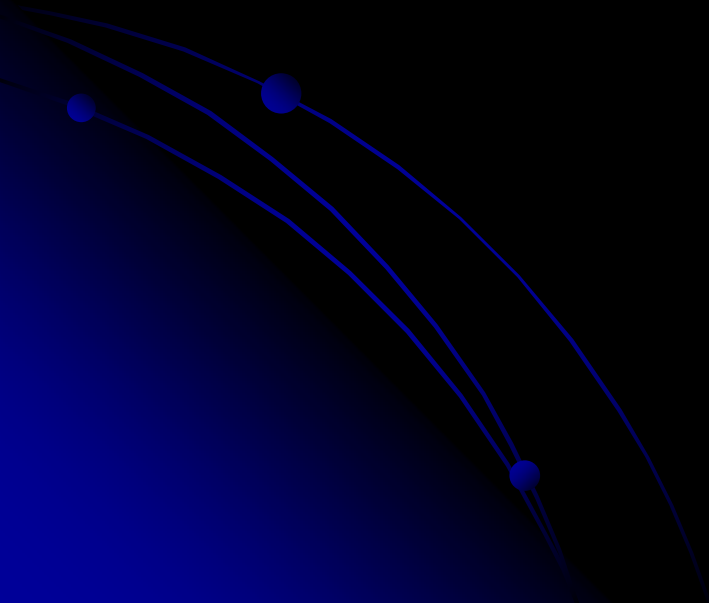
**We are currently preparing  
students for jobs that don't yet  
exist . . .**



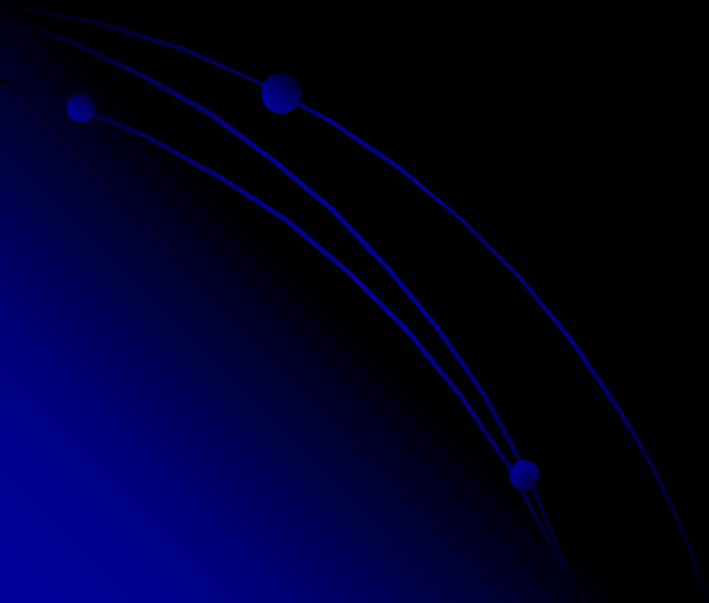
**Using technologies that  
haven't been invented . . .**




**In order to solve problems we  
don't even know are problems  
yet.**

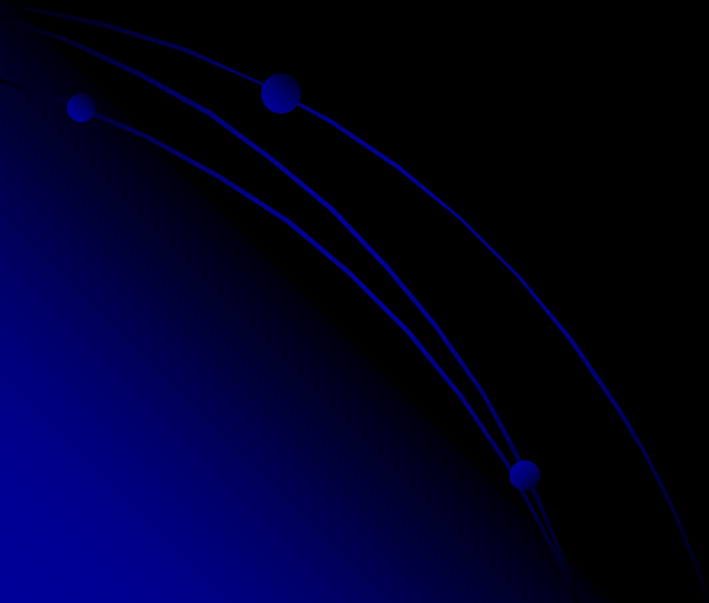


**Name this country . . .**

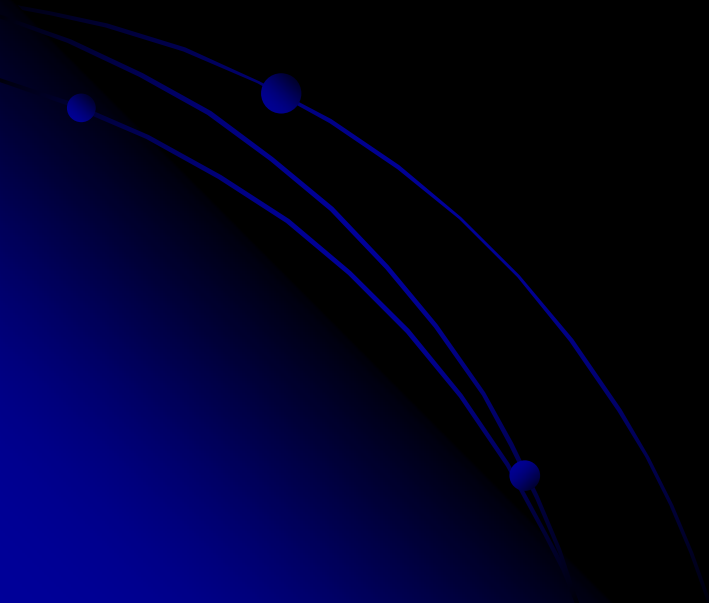


- Richest in the World
  - Largest Military
  - Center of world business and finance
  - Strongest education system
  - World center of innovation and invention
  - Currency the world standard of value
  - Highest standard of living
- 

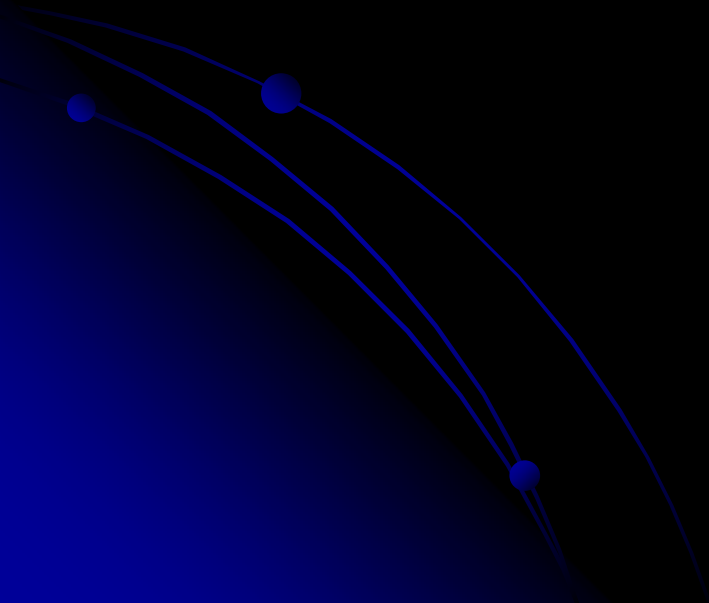
**England.**



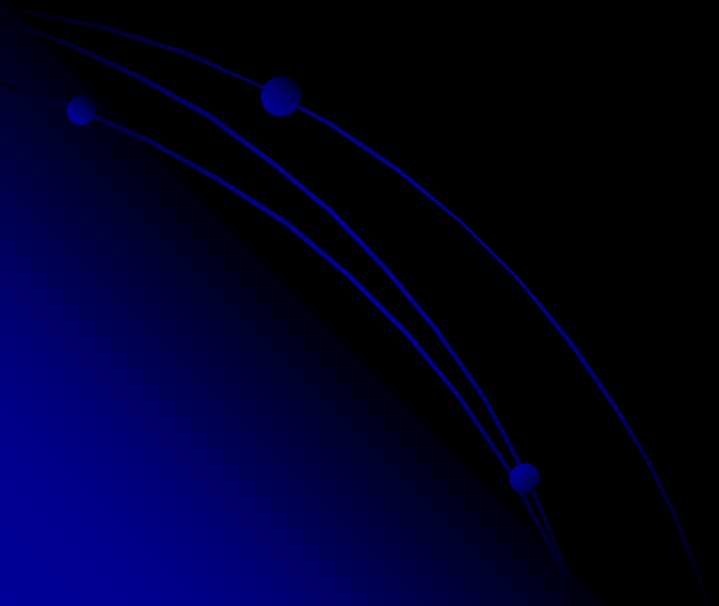
**In 1900.**



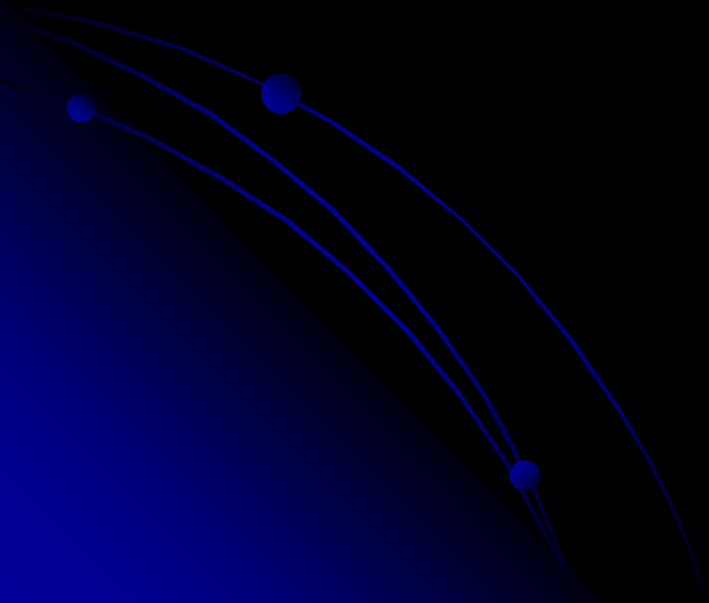
**Did you know . . .**



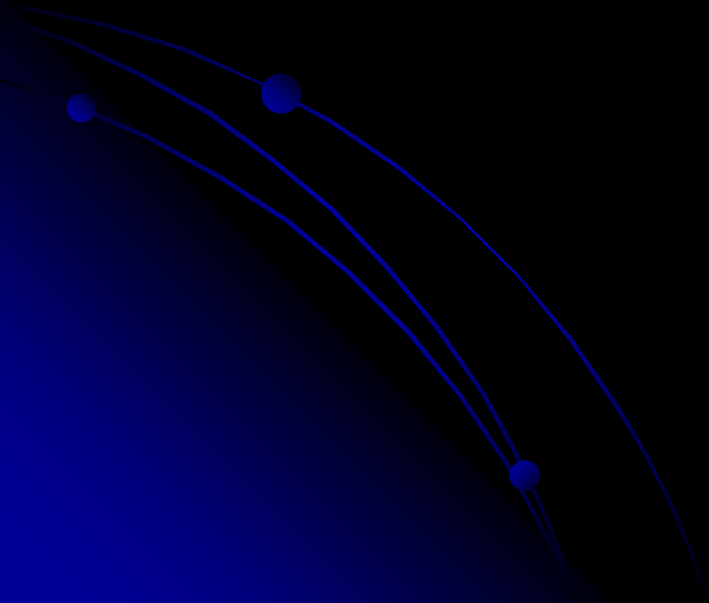
**The U.S. is 20<sup>th</sup> in the world in  
broadband Internet penetration.  
(Luxembourg just passed us.)**



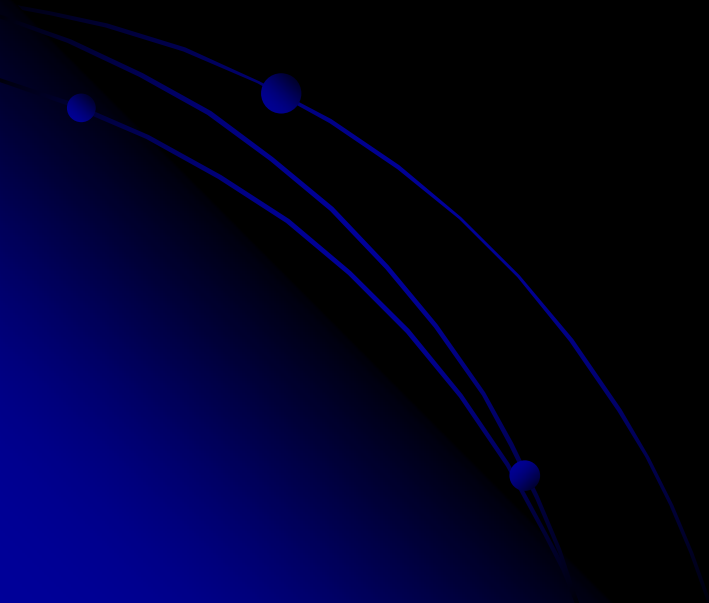
**In 2002 alone Nintendo invested  
more than \$140 million in  
research and development.**



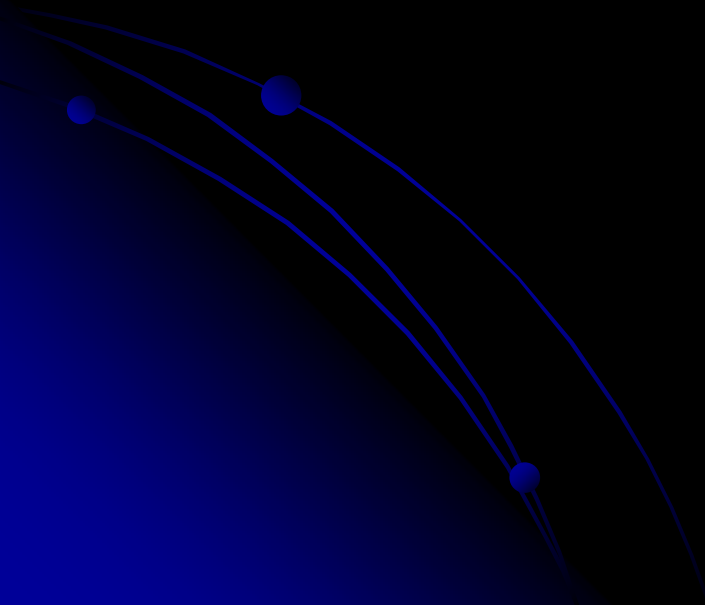
**The U.S. Federal Government  
spent less than half as much on  
Research and Innovation.**



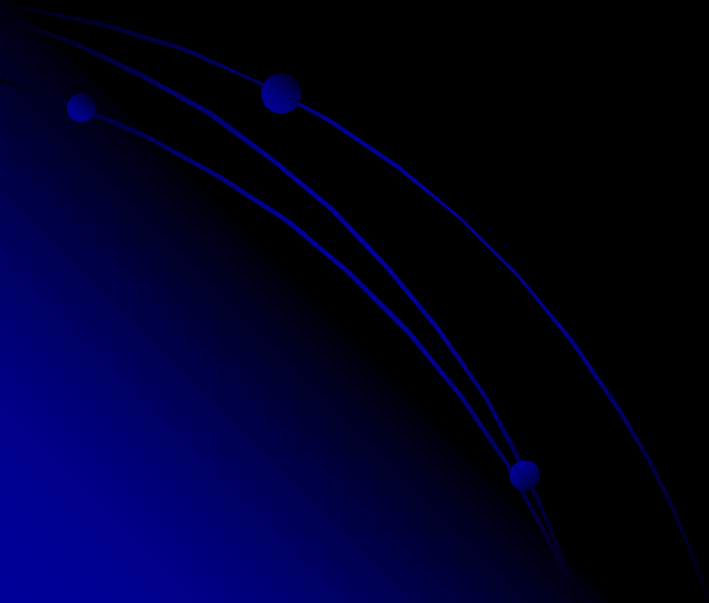
**1 out of every 8 couples married  
in the U.S. last year met online.**



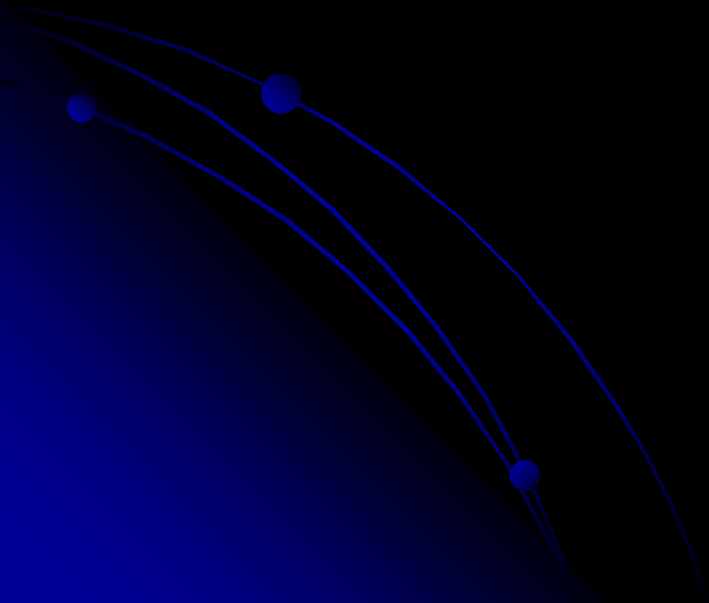
**There are over 84 million  
registered users of MySpace.  
(June 2006)**



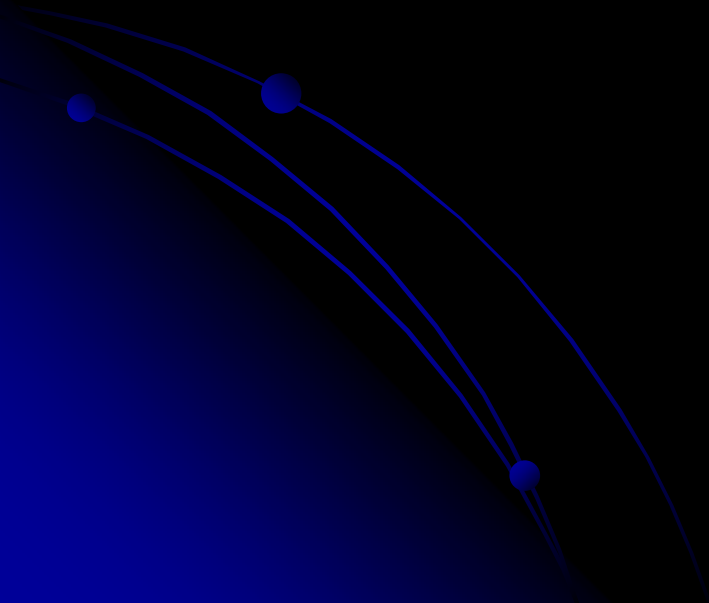
**The average MySpace page is  
visited 30 times a day.**



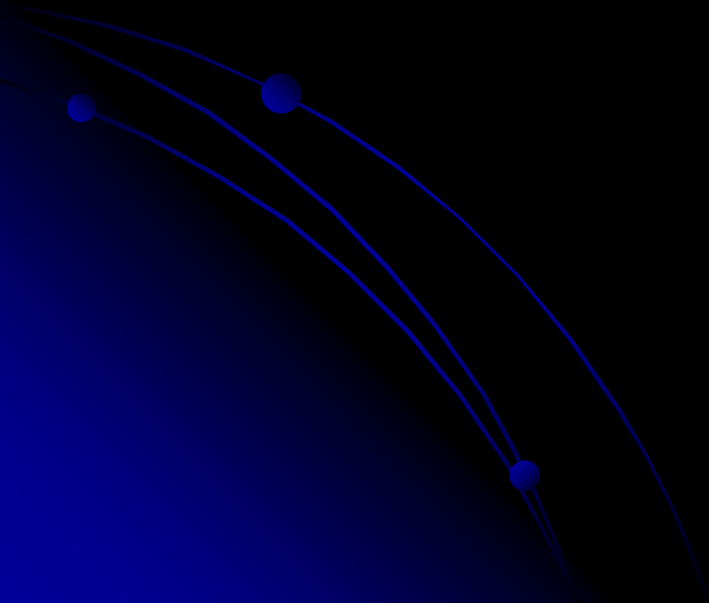
**Did you know . . .**



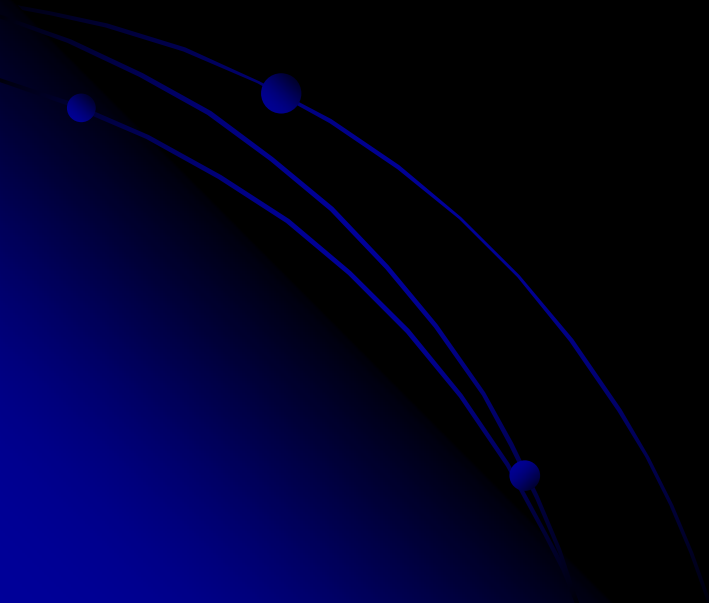
**We are living in *exponential*  
times.**



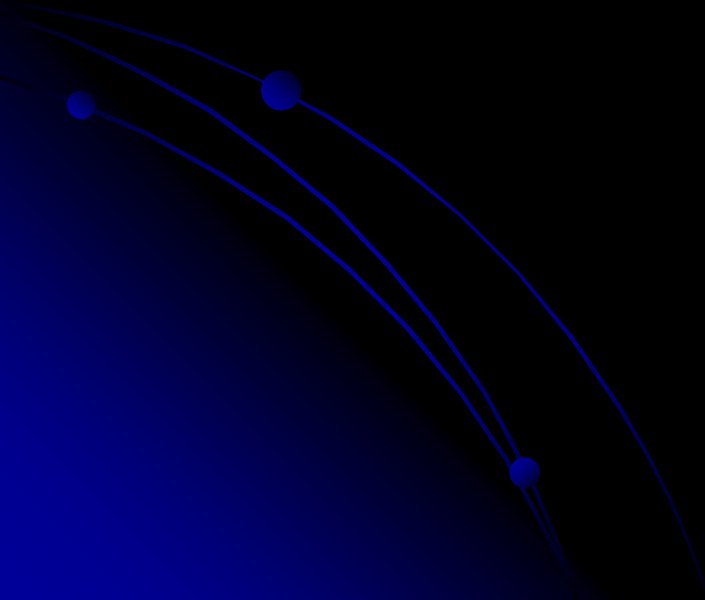
**There are over 2.4 billion searches performed on Google each month.**



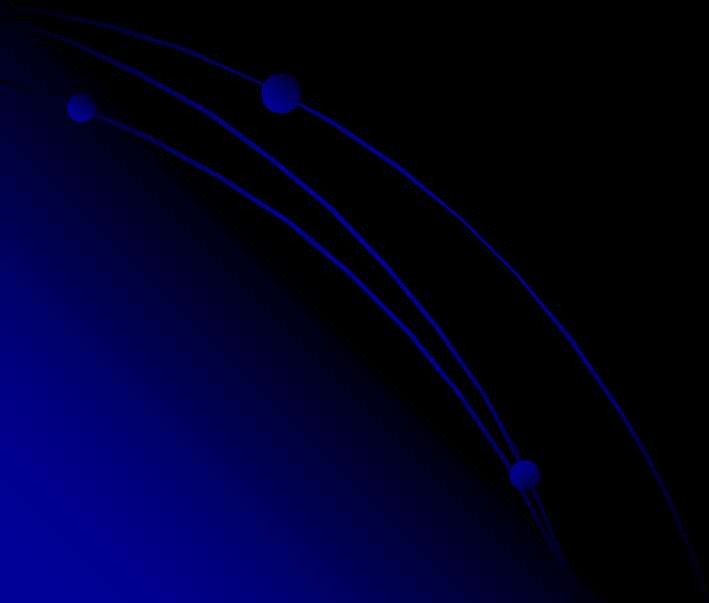
**To whom were these questions  
addressed B.G.?  
(Before Google)**



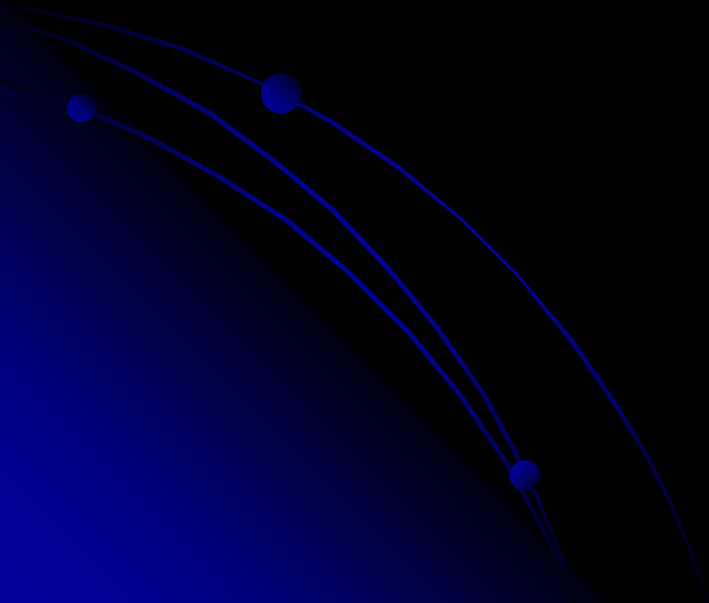
**The number of text messages  
sent and received every day  
exceeds the population of the  
planet.**



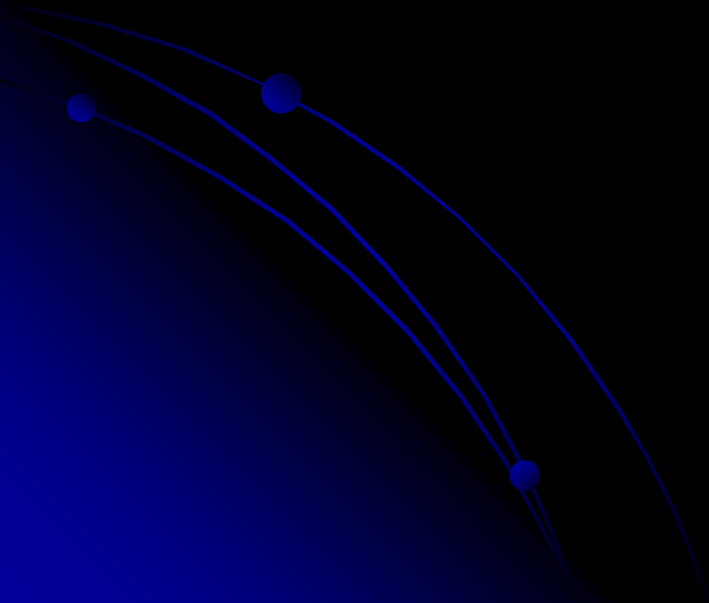
**There are about 540,000 words  
in the English language . . .**



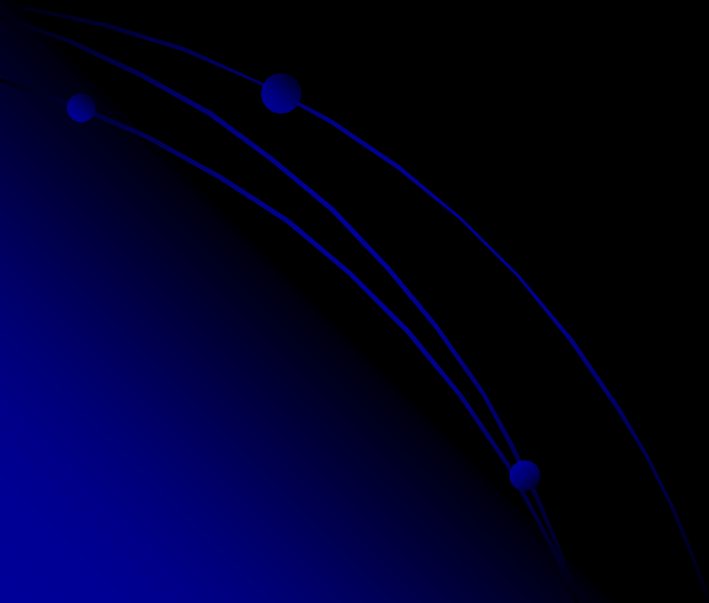
**About 5 times as many as  
during Shakespeare's time.**



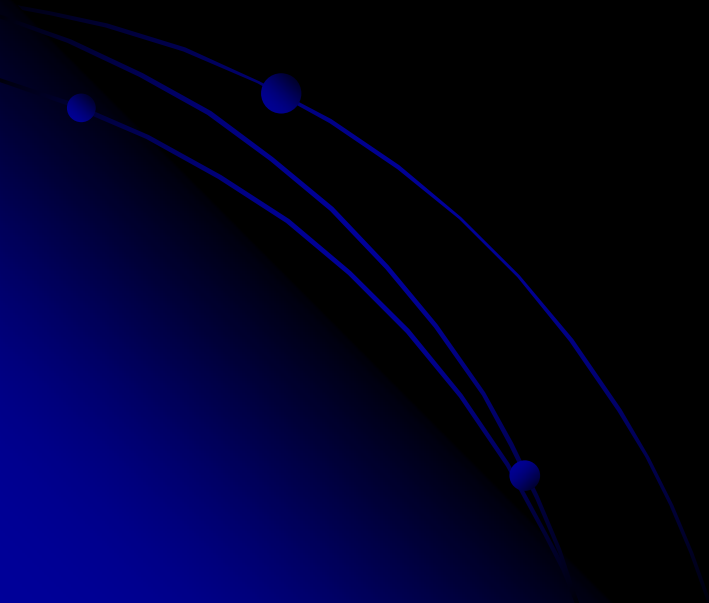
**More than 3,000 new books  
are published . . .**



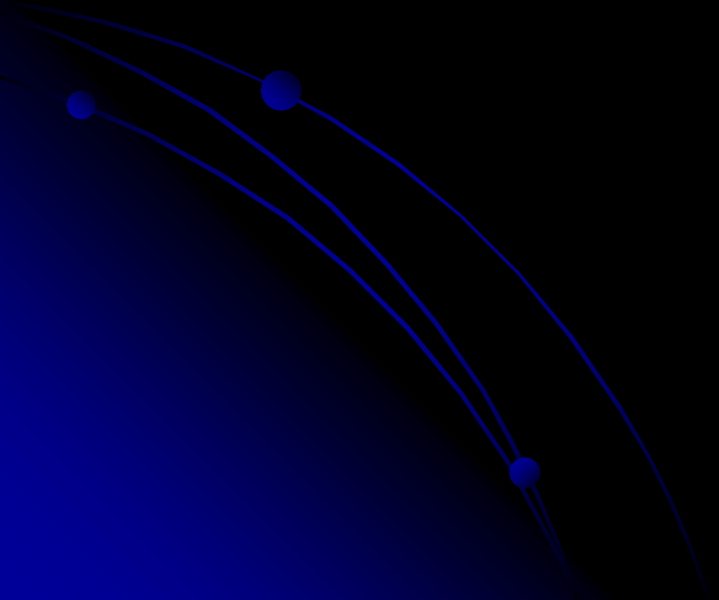
**Daily.**



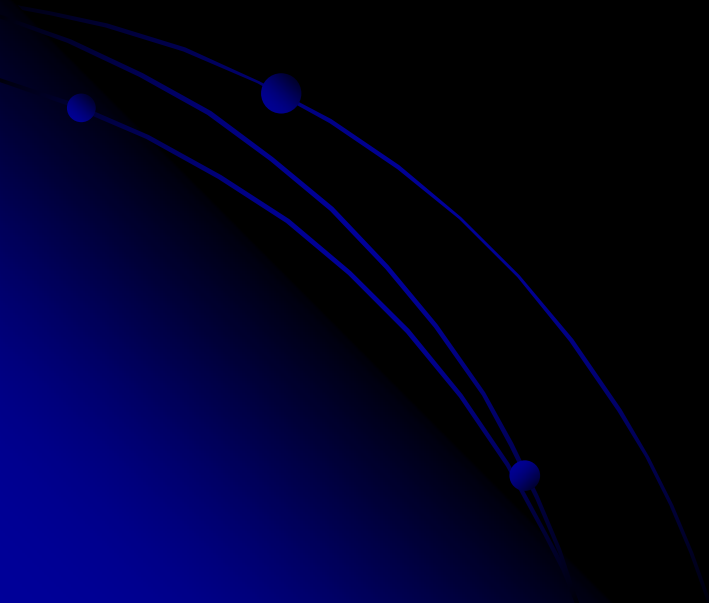
**It's estimated that a week's  
worth of New York Times . . .**



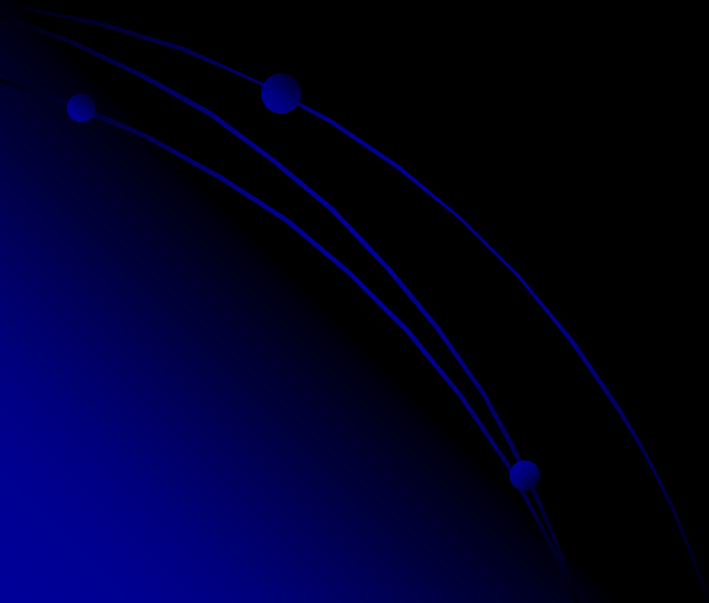
**Contains more information than  
a person was likely to come  
across in a *lifetime* in the 18<sup>th</sup>  
century.**



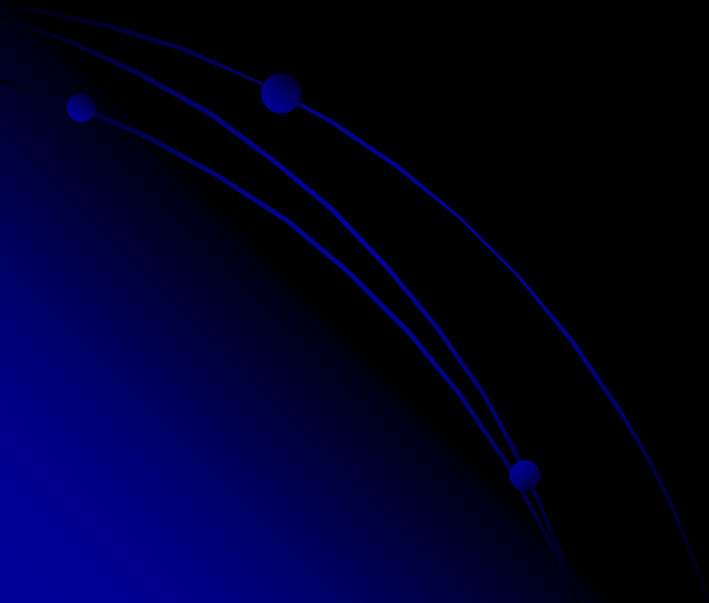
**It's estimated that 1.5 exabytes  
(that's  $1.5 \times 10^{18}$ ) of unique new  
information will be generated  
worldwide this year.**



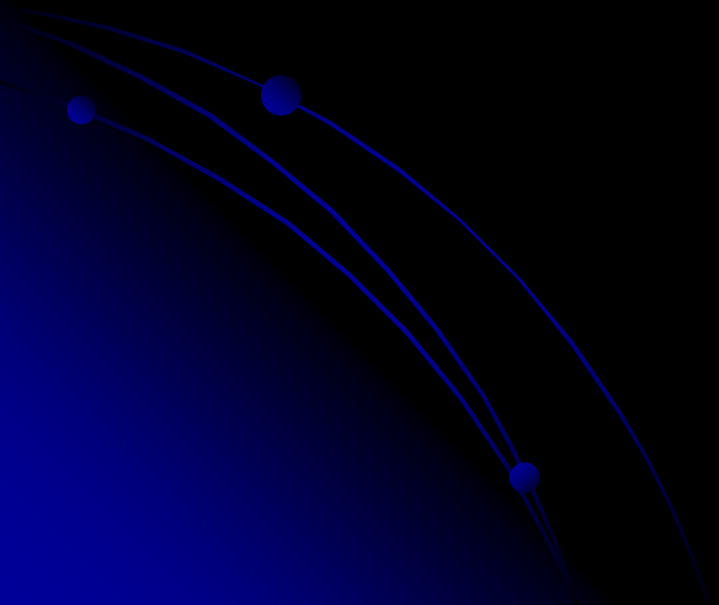
**That's estimated to be more than  
in the previous 5,000 years.**



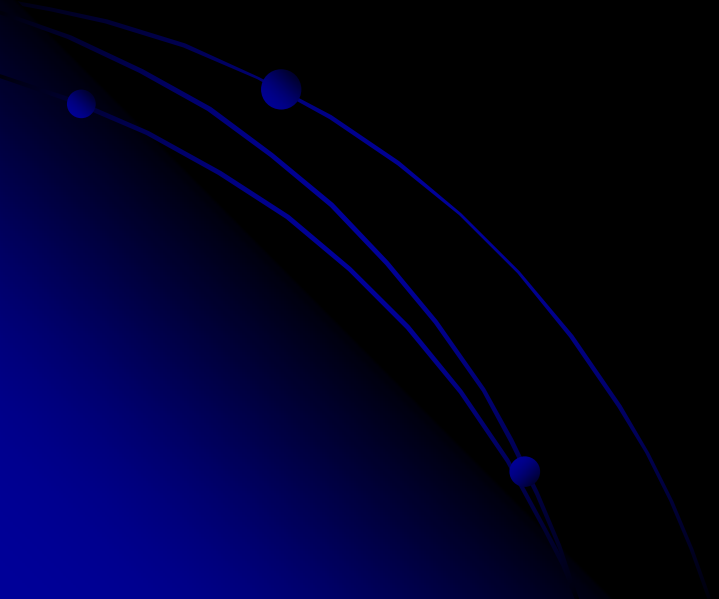
**The amount of new technical information is doubling every 2 years.**



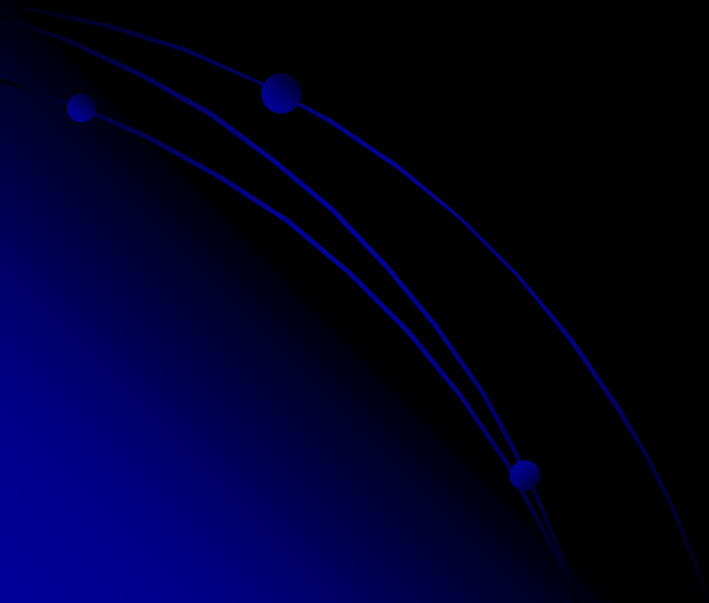
**That means for a student  
starting a four-year technical or  
college degree . . .**



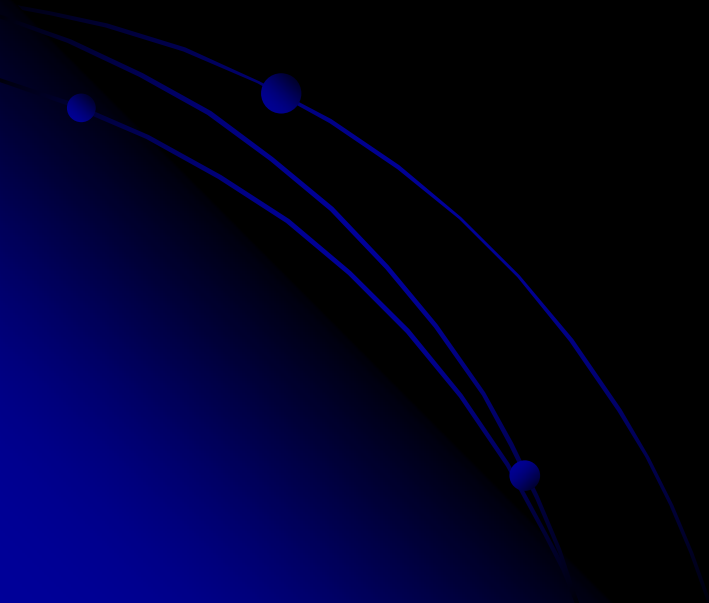
**Half of what they learn in their first year of study will be outdated by their third year of study.**



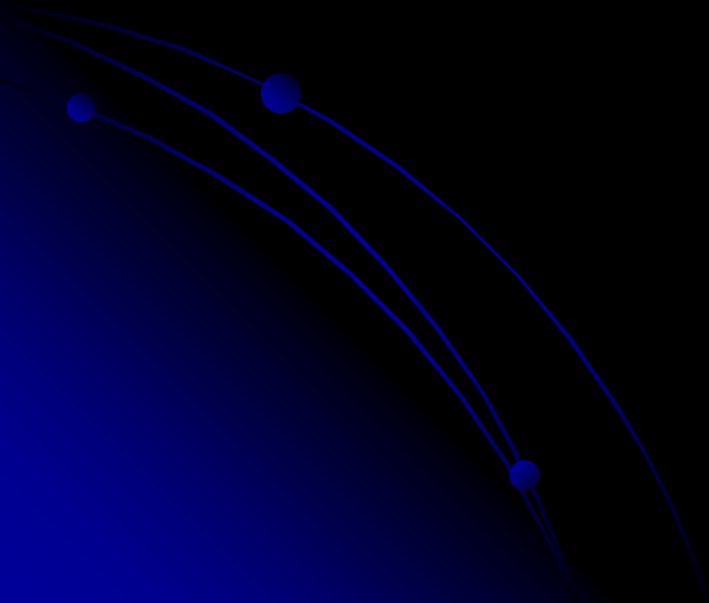
**It's predicted to double every  
72 hours by 2010.**



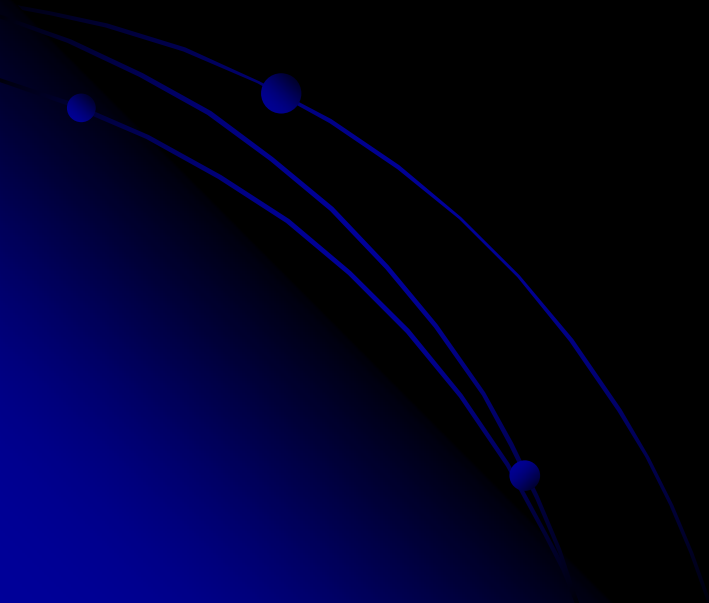
**Third generation fiber optics has recently been separately tested by NEC and Alcatel . . .**



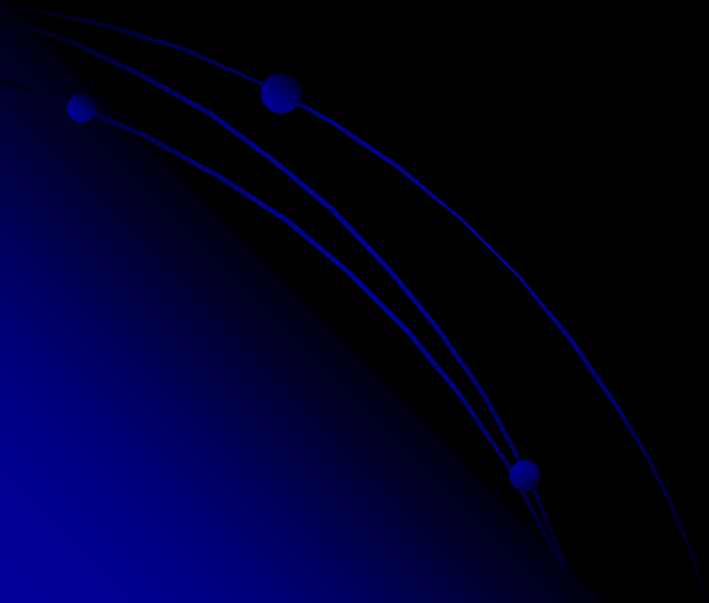
**That pushes 10 trillion bits per second down one strand of fiber.**



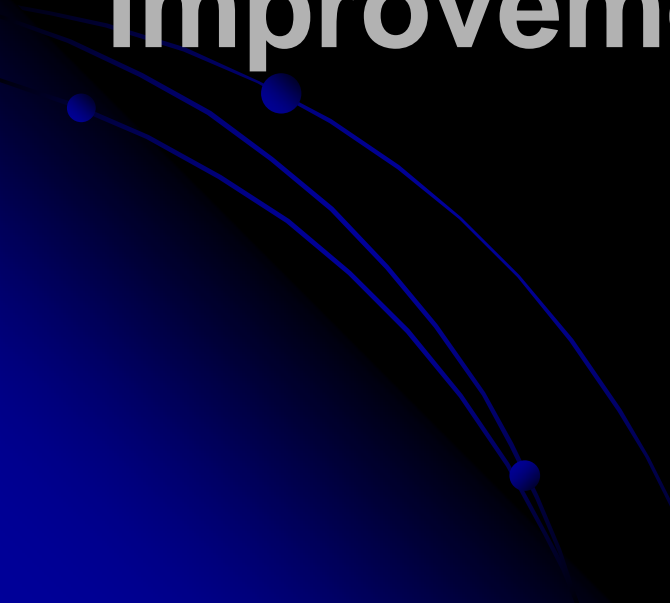
**That's 1,900 CDs or 150 million simultaneous phone calls every second.**



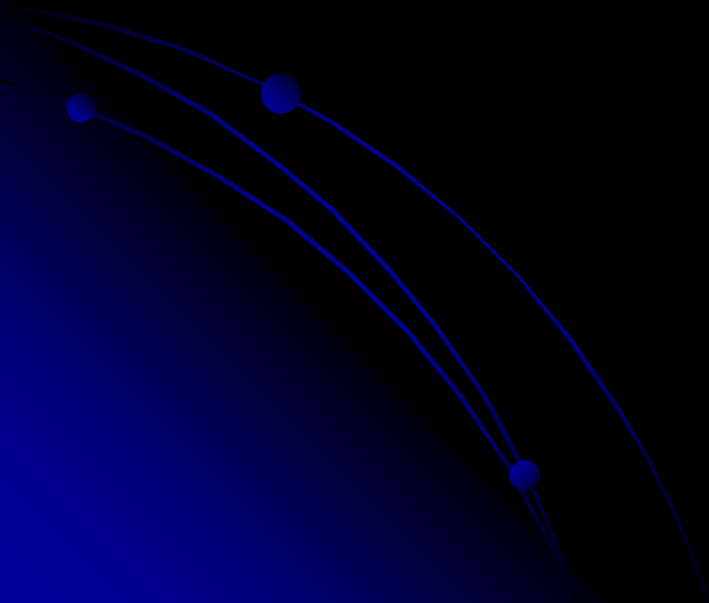
**It's currently tripling about every 6 months and is expected to do so for at least the next 20 years.**



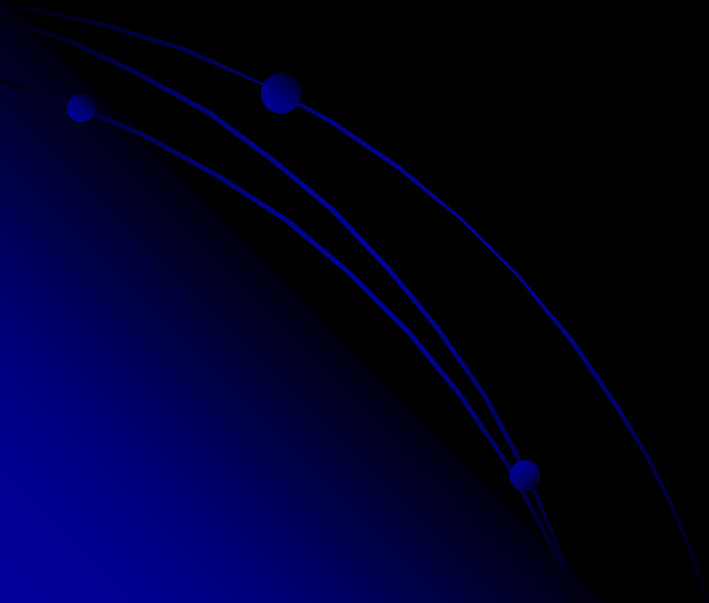
**The fiber is already there, they're just improving the switches on the ends. Which means the marginal cost of these improvements is effectively \$0.**



**Predictions are that by 2008  
e-paper will be cheaper than real  
paper.**



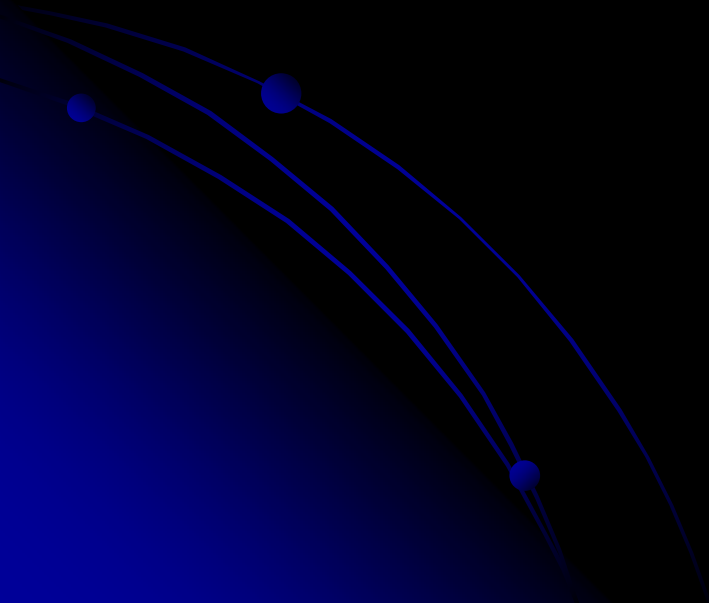
**47 million laptops were shipped worldwide last year.**



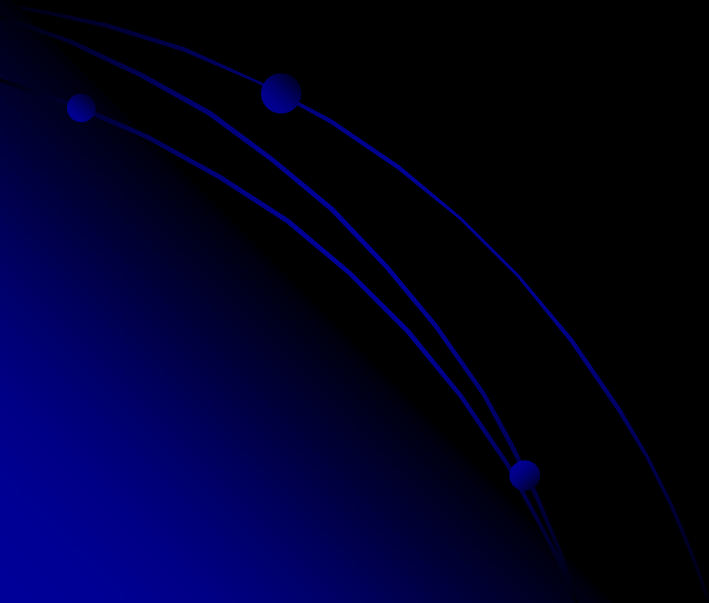
**The \$100 laptop project is expecting to ship between 50 and 100 million laptops a year to children in underdeveloped countries.**



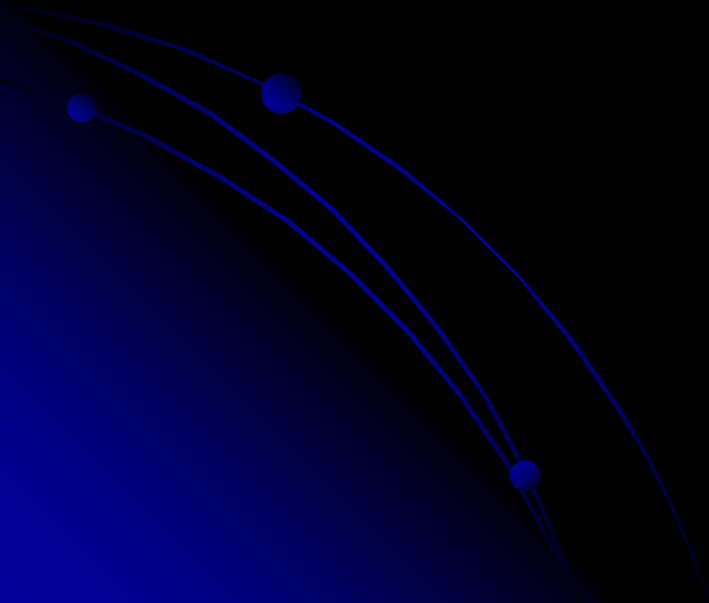
**Predictions are that by 2013 a  
supercomputer will be built that  
exceeds the computation  
capability of the Human  
Brain . . .**



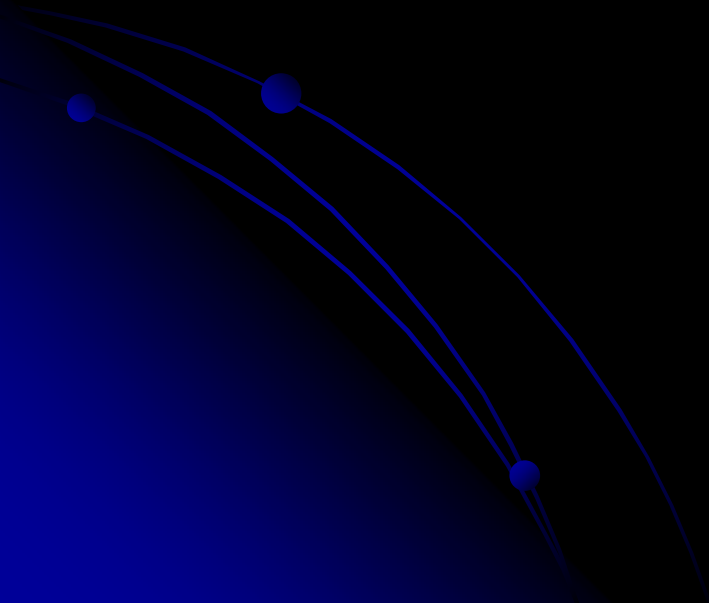
**By 2023, a \$1,000 computer will  
exceed the capabilities of the  
Human Brain . . .**



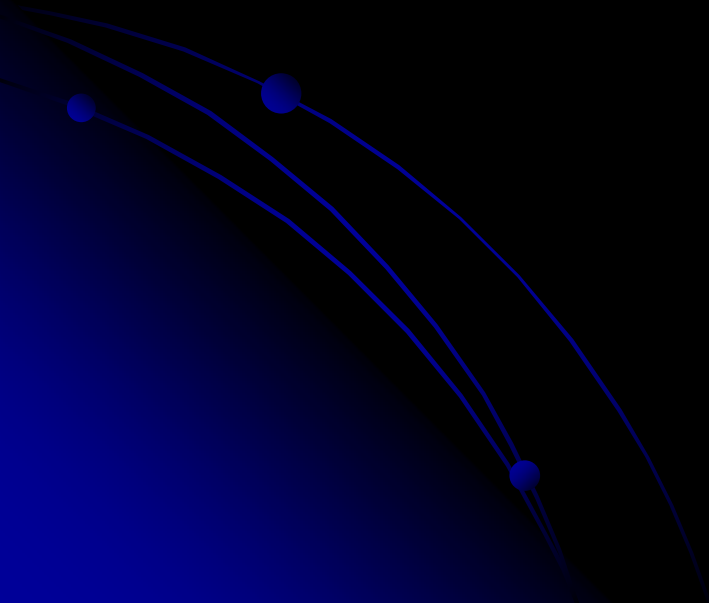
**First grader Abby will be just 23  
years old and beginning her  
(first) career . . .**



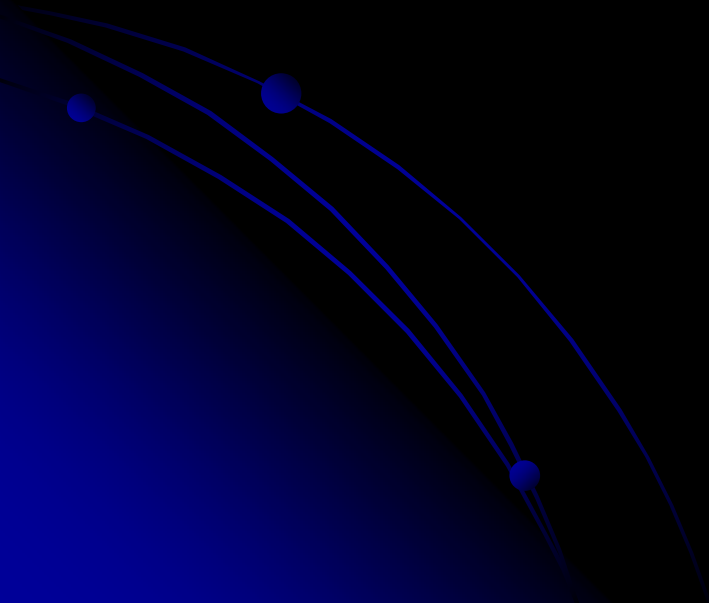
**And while technical predictions  
farther out than about 15 years  
are hard to do . . .**



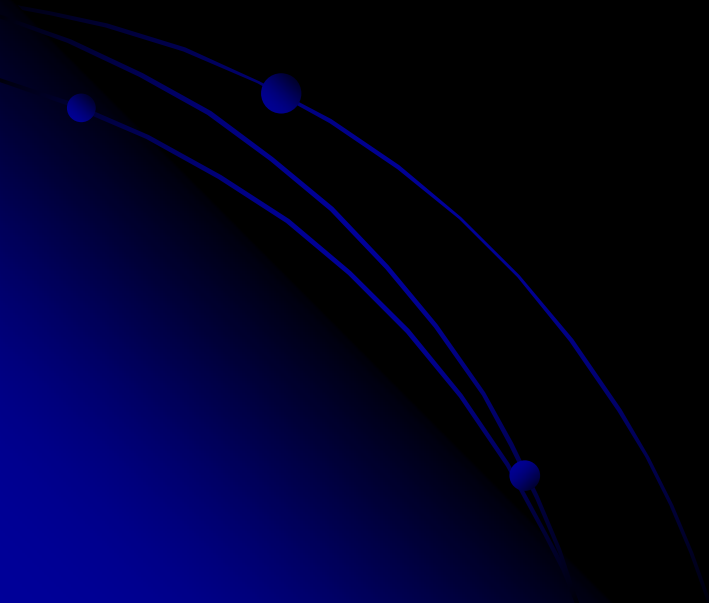
**Predictions are that by 2049 a  
\$1,000 computer will exceed the  
computational capabilities of the  
*human race.***



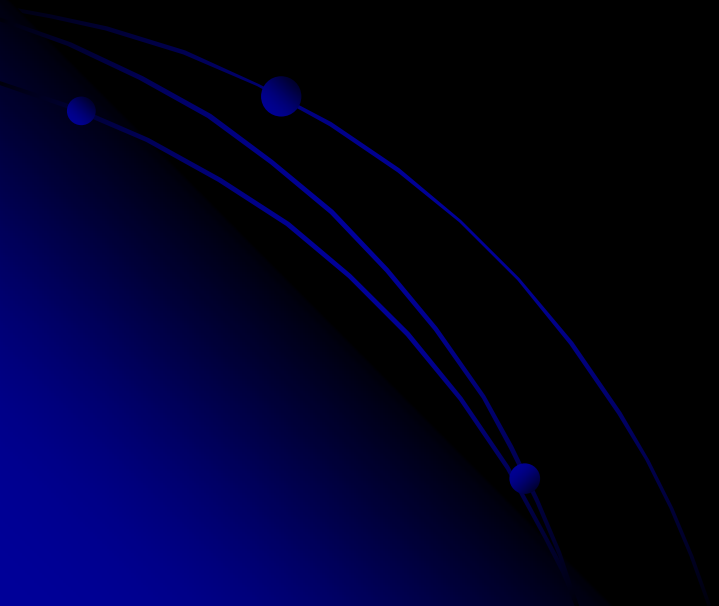
**What does it all mean?**



**Shift Happens.**



Now *you* know . . .









# 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**

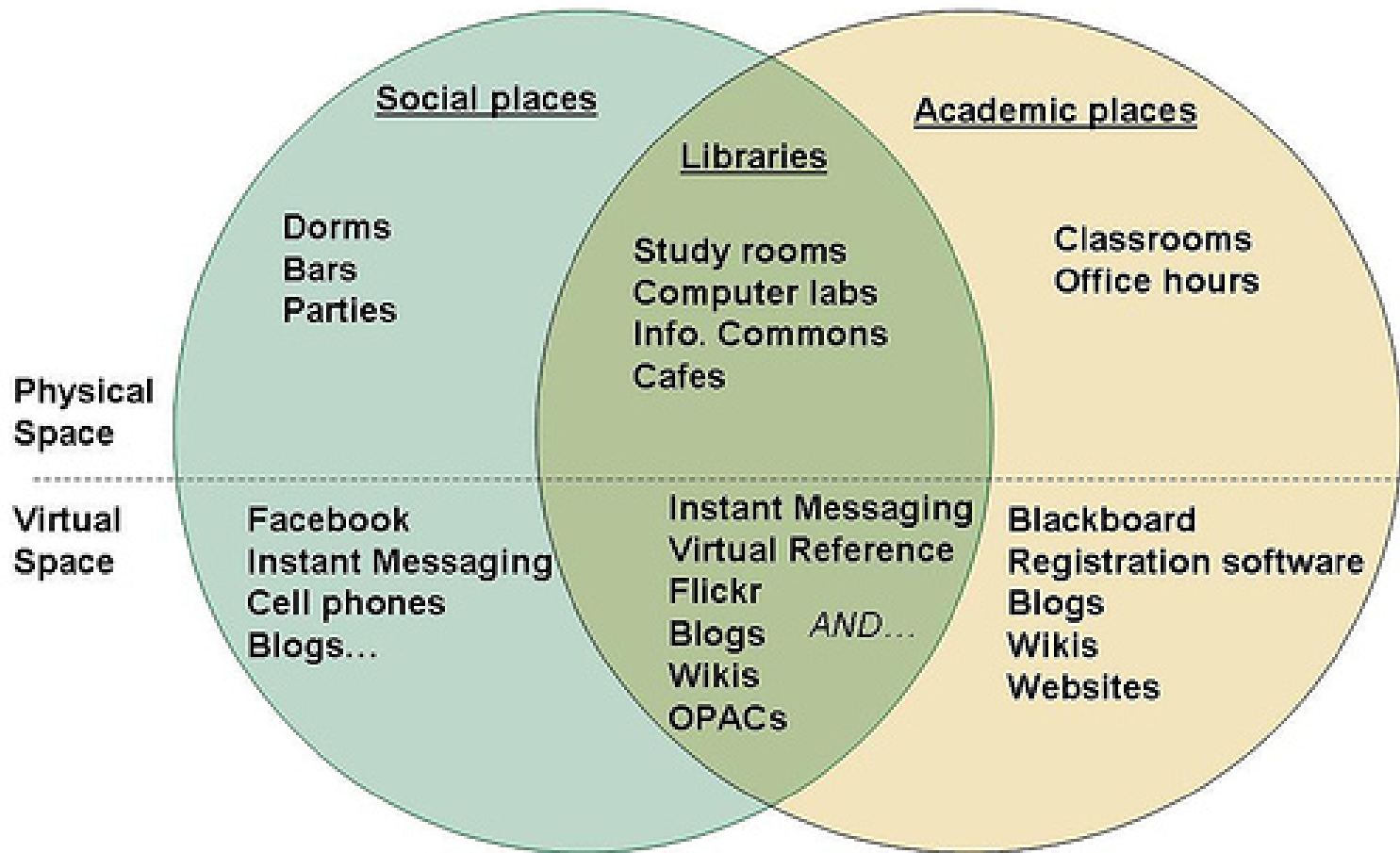
- Tagging for personalisation

**Searching**

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

**Mobile computing**

**RSS feeds and Mashups**



**KEY**

Face to Face

**COMPUTER MEDIATED**

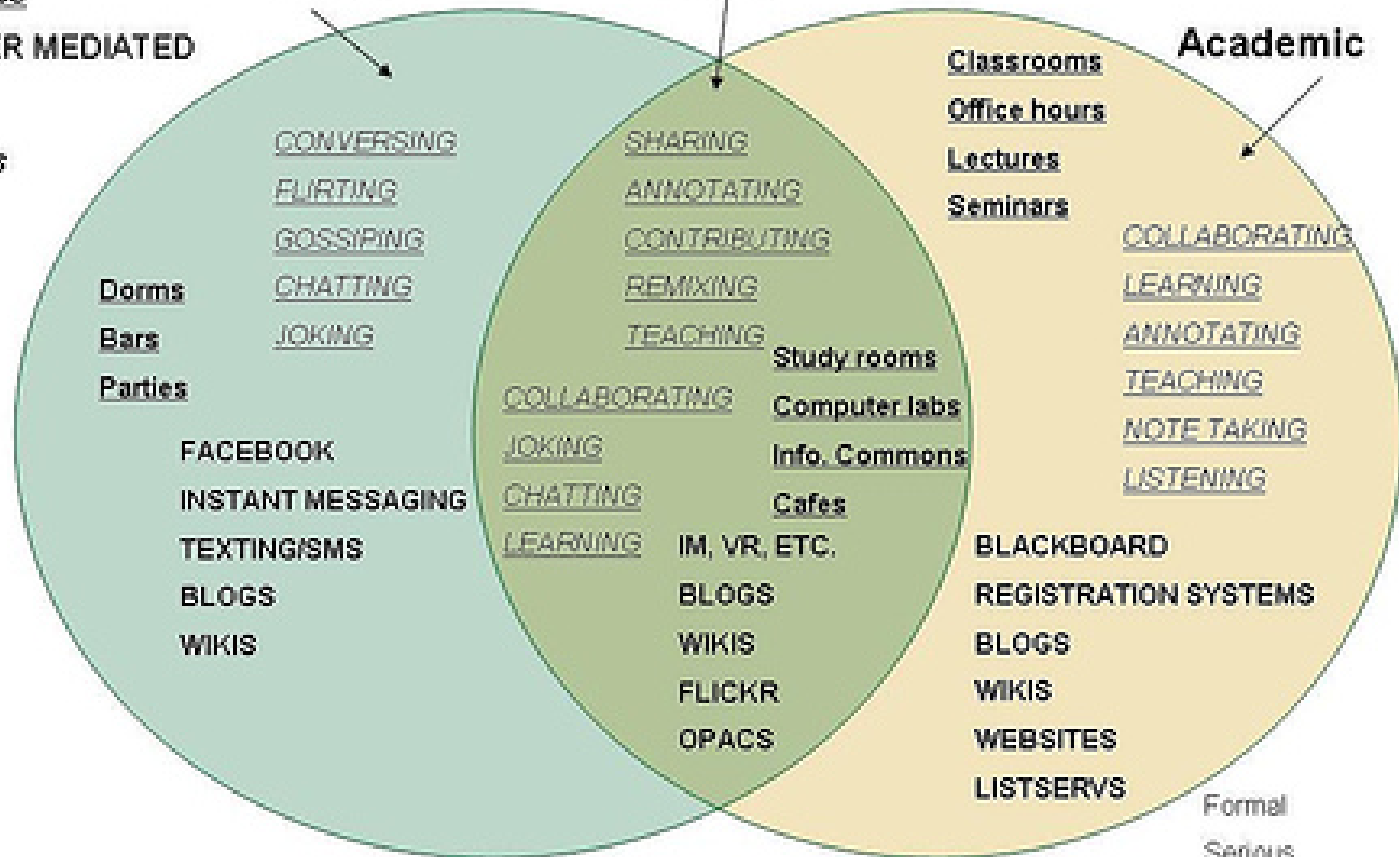
**Spaces**

*Interactions*

**Social**

**Library**

**Academic**



Dorms  
Bars  
Parties

FACEBOOK  
INSTANT MESSAGING  
TEXTING/SMS  
BLOGS  
WIKIS

CONVERSING  
FLIRTING  
GOSSIPING  
CHATTING  
JOKING

COLLABORATING  
JOKING  
CHATTING  
LEARNING

SHARING  
ANNOTATING  
CONTRIBUTING  
REMIXING  
TEACHING

Study rooms  
Computer labs  
Info. Commons

Cafes  
IM, VR, ETC.  
BLOGS  
WIKIS  
FLICKR  
OPACS

Classrooms  
Office hours  
Lectures  
Seminars

COLLABORATING  
LEARNING  
ANNOTATING  
TEACHING  
NOTE TAKING  
LISTENING

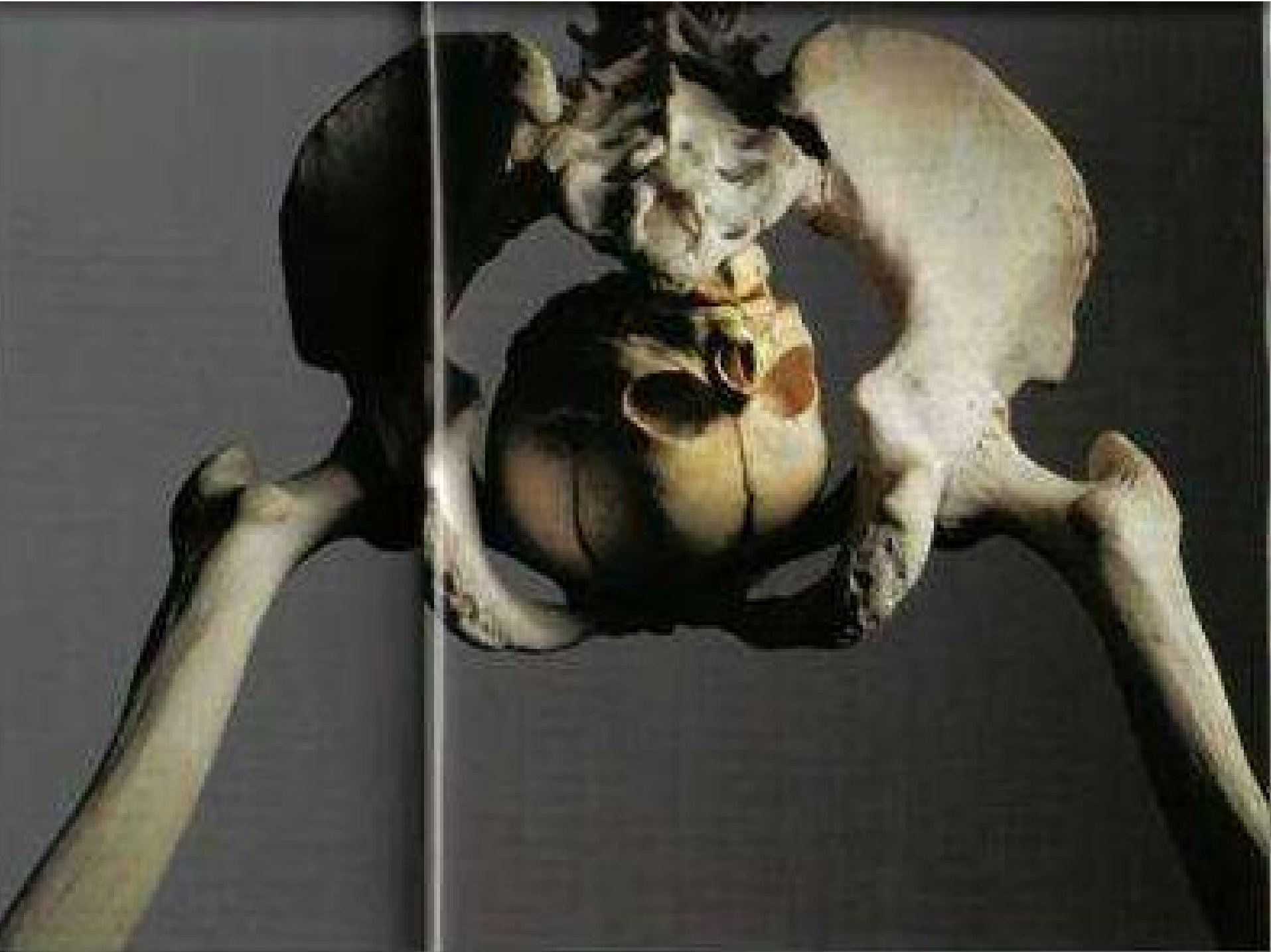
BLACKBOARD  
REGISTRATION SYSTEMS  
BLOGS  
WIKIS  
WEBSITES  
LISTSERVS

Informal  
Fun  
Intimate  
Loose power structures  
Peer communications

Formal  
Serious  
Guarded  
Hierarchical power structures  
Scholarly communications









Sitting in a 3.8-metre sea  
kayak and watching  
a four-metre great  
white approach you is  
a fairly tense experience



# Optical Illusions



# Optical Illusions



How are you?









Internet Traffic circa 2002-5

**THEN**



Internet Traffic **NOW**

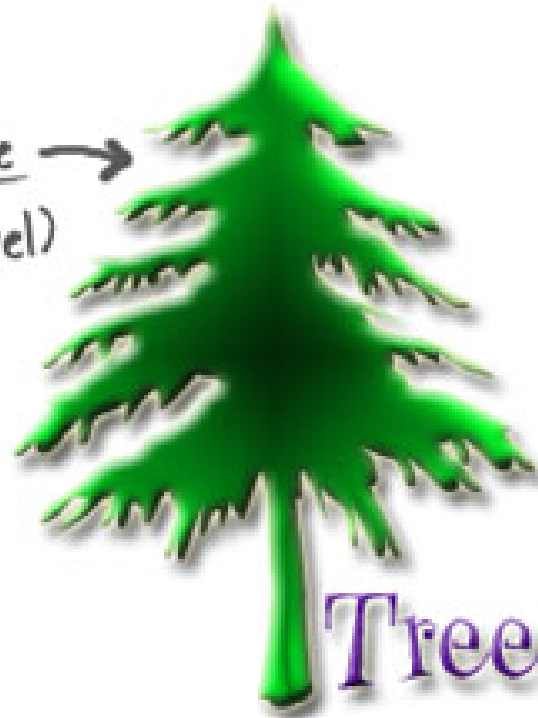


**SOON**

Internet Traffic 2007-2010



We get stuck here →  
(implementation level)



Tree 2.0

But this is what matters most  
↓ (meta level)



The right forest

There's no place like home.





**CHANGED  
PRIORITIES  
AHEAD**



**RED ROUTE**

**No stopping  
at any time**

**JAEGER**

# WORRY TANK

What if it doesn't work?

What if it all blows up in our faces?

What if somebody sees?

What happens if it works... all too well?



What happens ten years down the line?

**THEN**  
**WHAT?**

to feel  
happening  
you can  
you can

ing **focus**

to feel free  
I cant live my  
opportunities  
to feel









# Librarian 2.0 *plays*



Address <http://www.43things.com/>

Go

Links

Google 43 things Search PageRank 709 blocked Check AutoLink AutoFill Options 43 things

[Home](#) [Zeitgeist](#) [Log In](#)  





# 43 Things

What do you want to do with your life?



Discover what's important, make it happen, share your progress. Find your 43 things. [Learn more...](#)

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](#)  [yesterdayshigh 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 ict 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](#) [exercise more](#)  [outwit wants to file papers that](#)

## Top Cities

- [Seattle](#) 1090 people
- [New York City](#) 791 people
- [London](#) 779 people
- [Chicago](#) 737 people
- [San Francisco](#) 595 people
- [Los Angeles](#) 562 people
- [Toronto](#) 500 people
- [Boston](#) 406 people
- [Vancouver](#) 385 people
- [Austin](#) 366 people
- [Portland](#) 365 people
- [Atlanta](#) 361 people
- [Sydney](#) 320 people
- [Houston](#) 317 people
- [San Diego](#) 301 people

→ [See more](#)

## Today's Tags

- [travel](#) 4299

# A couple of things to try...

- Check out Learning 2.0 at PLCMC et al
- Subscribe to my blog, *Stephen's Lighthouse*
- *<http://stephenslighthouse.sirsidynix.com>*
- Try Bloglines if you haven't yet
- Read my articles (links from Lighthouse blog)
- Read *OneSource* and *UpStream*
- Read what your colleagues are reading
- Encourage the SirsiDynix Institute

# What are we reading?

*The New Economics of Culture and Commerce*

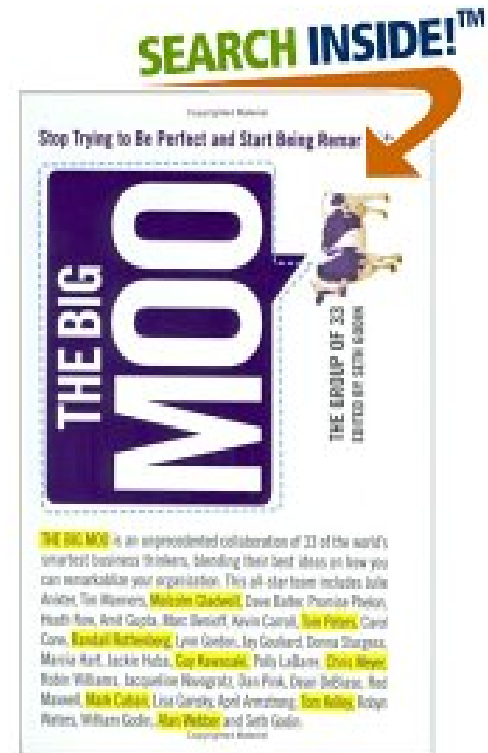
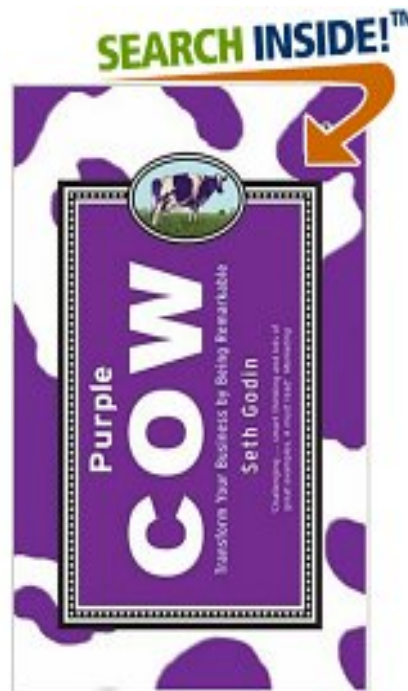
## The Long Tail



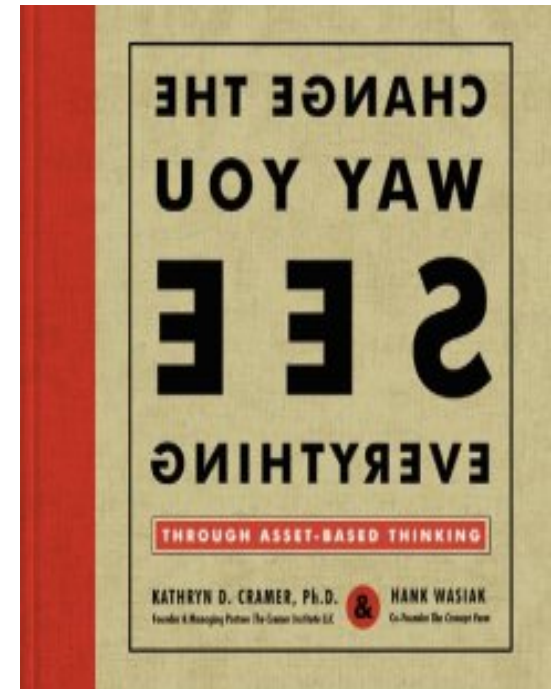
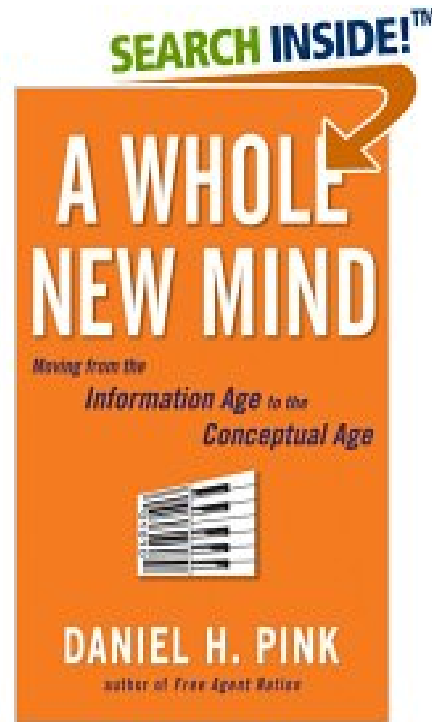
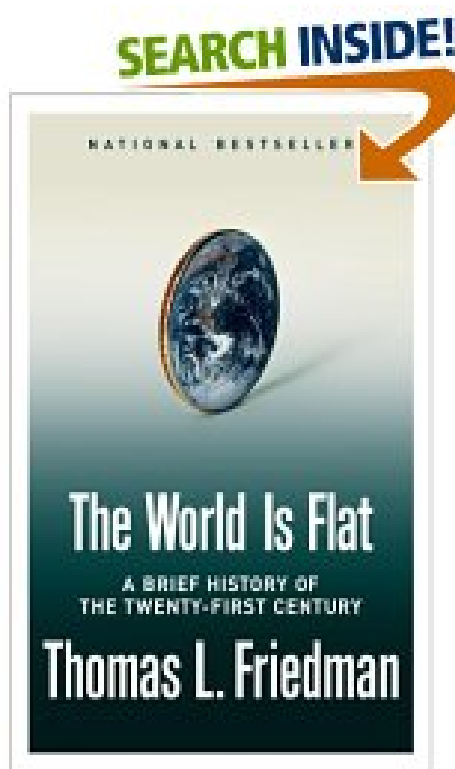
Why the Future of Business  
Is Selling Less of More

CHRIS ANDERSON

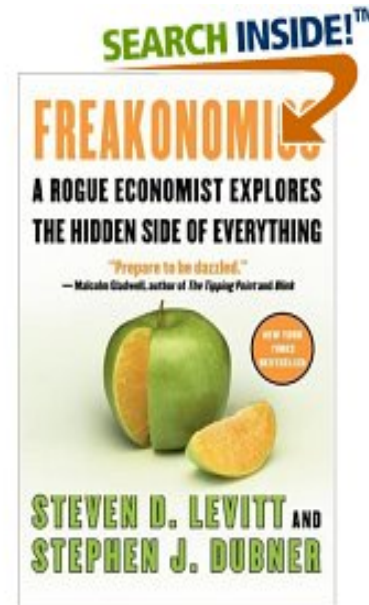
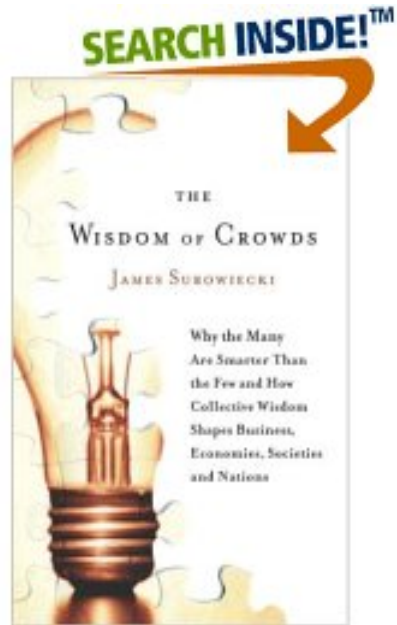
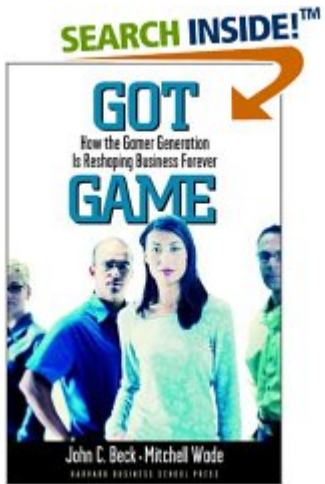
*"Anderson's insight refines Google's strategic thinking to a profound level."  
READ THE INSIGHTS AND TAKE AWAY  
—ANDREW HARRIS, FORBES*



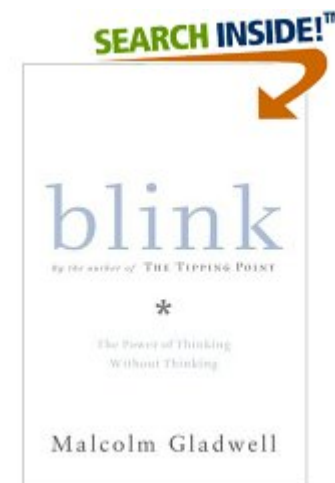
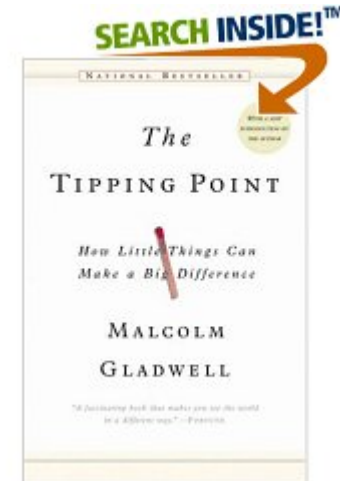
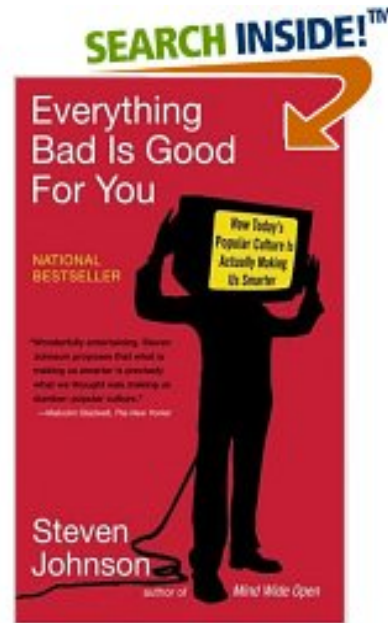
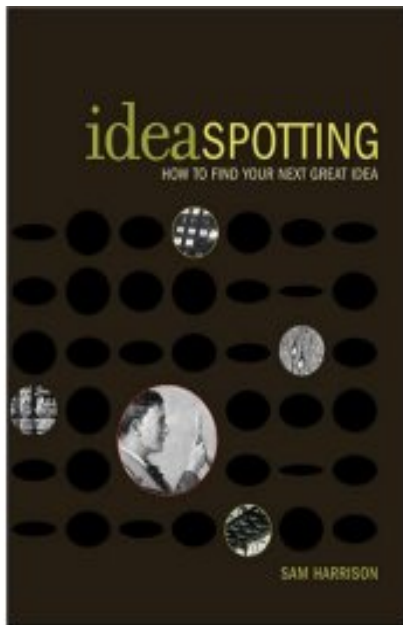
# What are we reading?



# What are we reading?



# What are we reading?







# So, how should Info Pros react?



# BRAINS



- We KNOW more than they do!
- We have VERY high information literacy skills.



# HEART



- We care about excellent customer service.
- We strive to meet their REAL needs.



# COURAGE



- We're out there every day doing this.
- We will survive and thrive.





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Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>