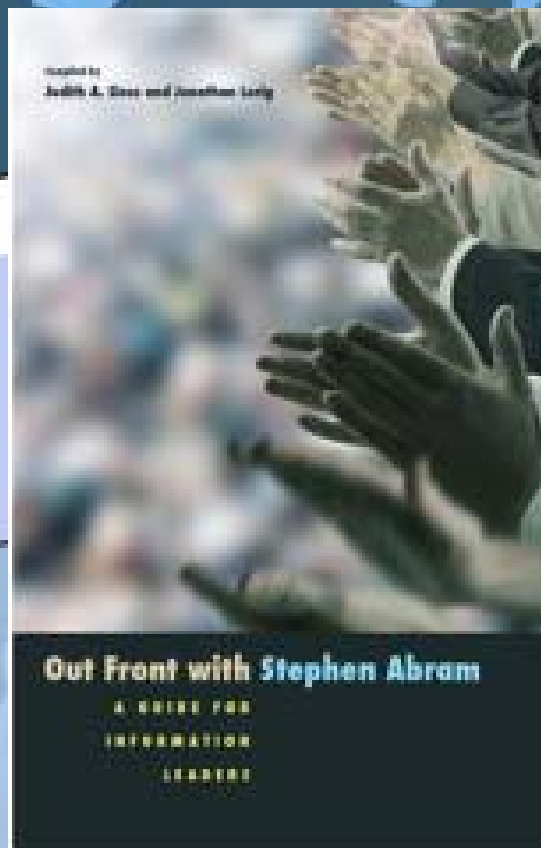




A Tech Forecast: Library 2.0 in the Real World



Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute



Stephen Abram



Slides

- These PPT slides will be at:
- Stephen's Lighthouse
- <http://stephenslighthouse.sirsidynix.com>
- Or give me a USB drive and I'll give you a copy.





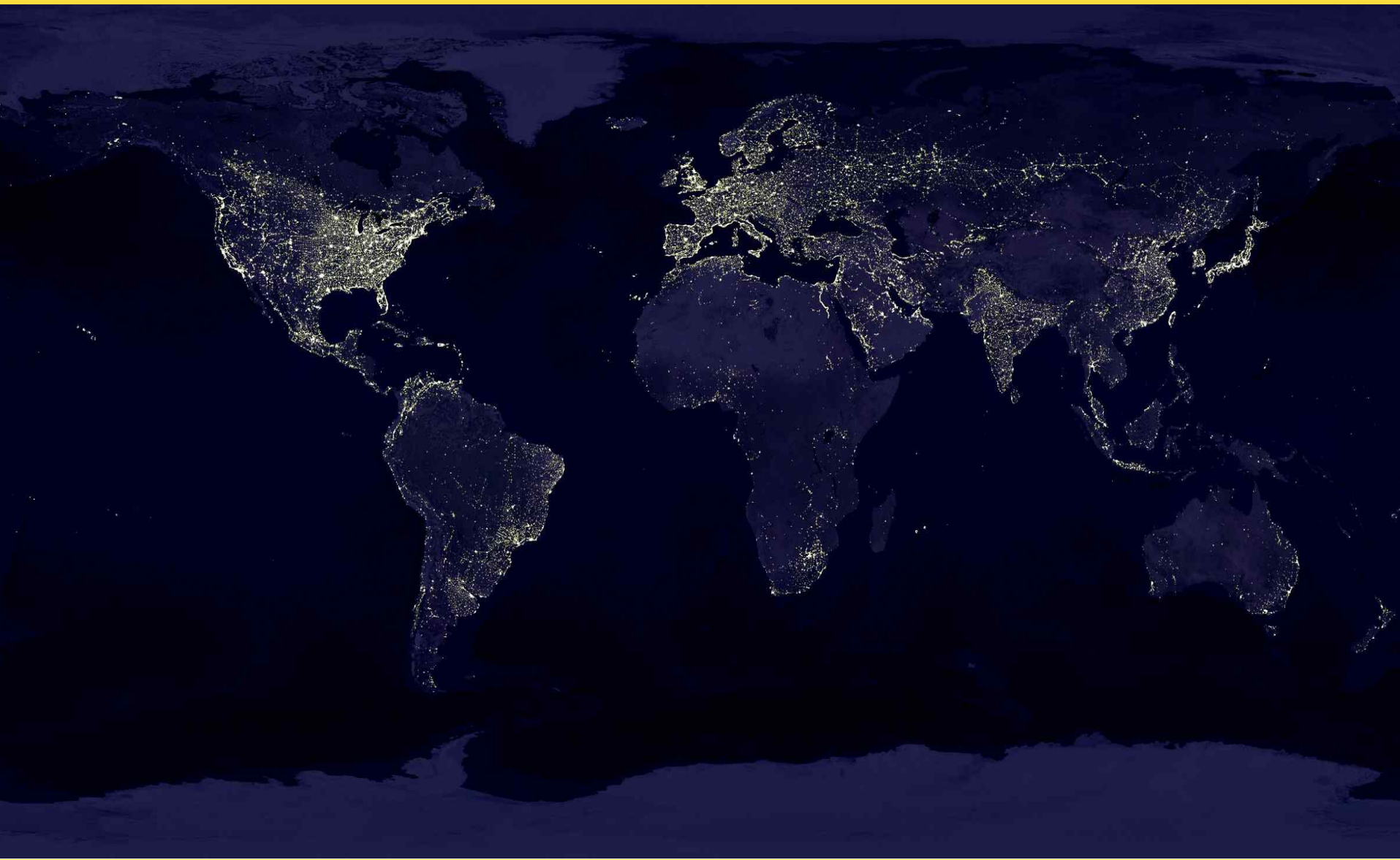
The Perfect Storm

- US National debt increases affecting global economy
- \$4+ /gallon gas in US messes biggest consumer economy
- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- Format agnosticism
- Generations turtle driving user behaviour changes
- Mergers (Reuters, Dow Jones, Gale, MS Yahoo!?, etc.) increase in Information sector
- Multi-type Consortia increase of necessity
- New standards (XML, JSR168, etc.) drive portalization and personalization of the web
- New social competitors emerge to Google, MS, Yahoo, Ask, etc. Second Earth?



Pew 2020 Predictions

- Very low cost, ubiquitous and fast global network
- Humans remain in charge of technology in the near term but automated “smart agents” will proliferate
- Virtual reality will be compelling enough to enhance worker productivity (Gartner predicts that by 2012 80% of Internet users will use an avatar.)
- Technological addiction problems will arise
- Tech “refuseniks” will emerge as a cultural group
- Privacy will emerge as a more balanced issue





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?

Why Libraries Need Strategic Focus

- Our *real* goals:
- Our enterprise mission and vision
- Entertainment
- Cultural preservation and use/re-use
- Learning, Scholarship, R&D
- Community
- Bridging the divide
- Decisions and action /policy
- Discovery, Creativity, Invention, Innovation
- A FUTURE orientation based on respecting the past.



"That's Just Your Perception"





Optical Illusions



**CHANGED
PRIORITIES
AHEAD**



RED ROUTE

**No stopping
at any time**

JAEGER

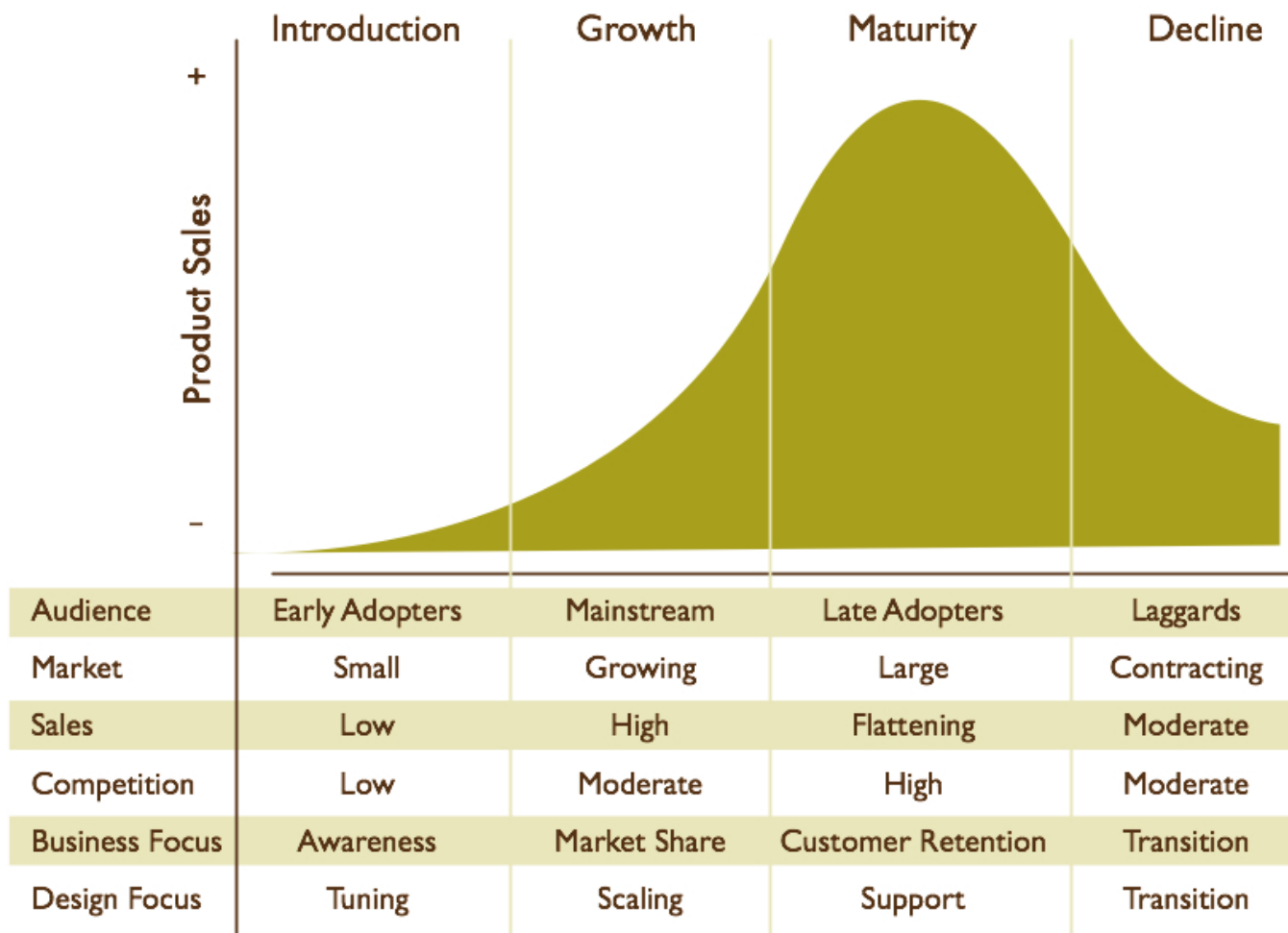




Challenges for Us

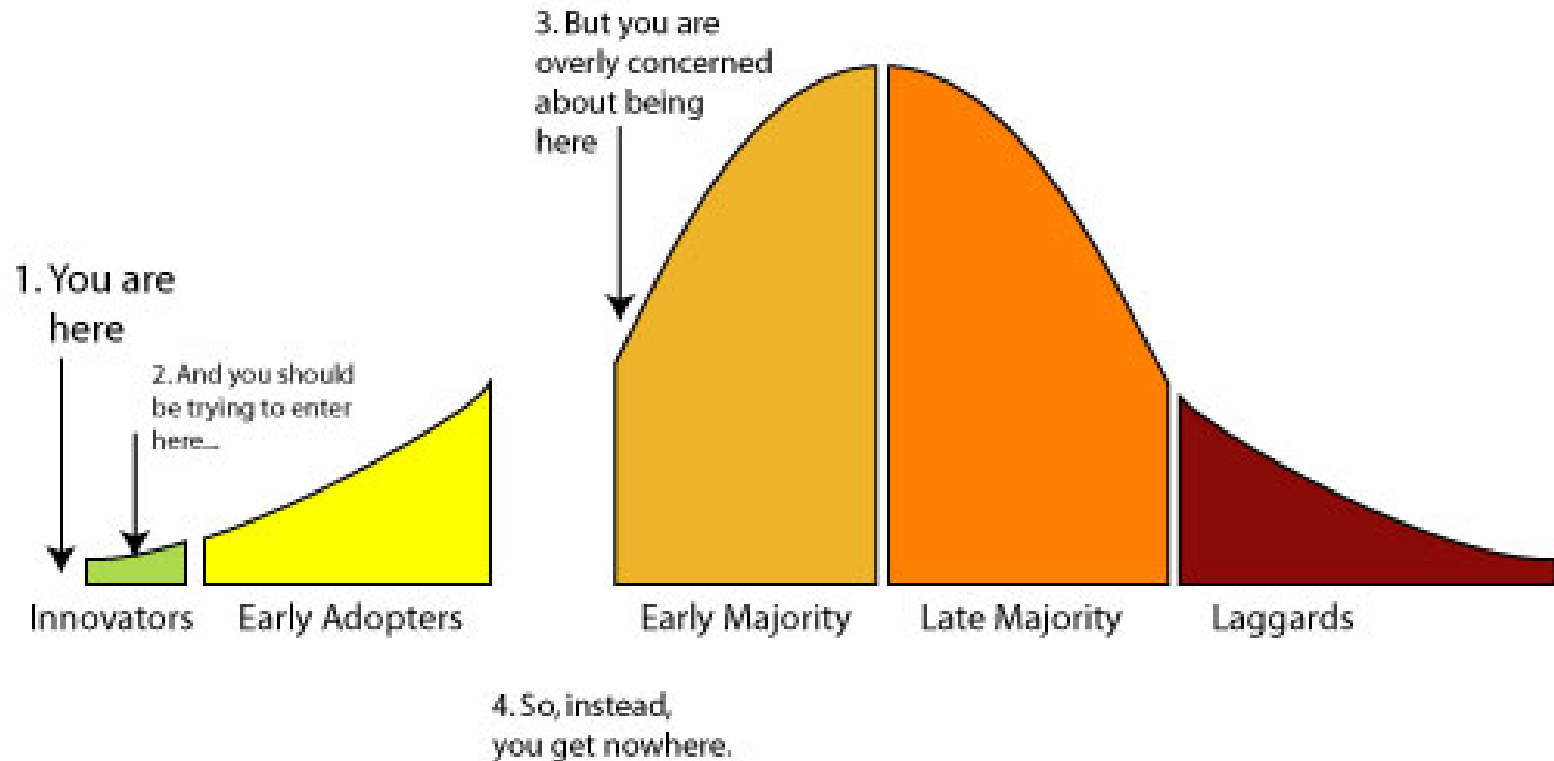
- Customer Experience
- Organization and OD
- Technology
- Partnerships and Alliances
- Money and Communicating Value
- Capacity for Leadership and Change
- Programming for Everyone
- Change Leadership vs. Change Management
- Our Culture – good and bad

Life Cycle: Four Basic Stages



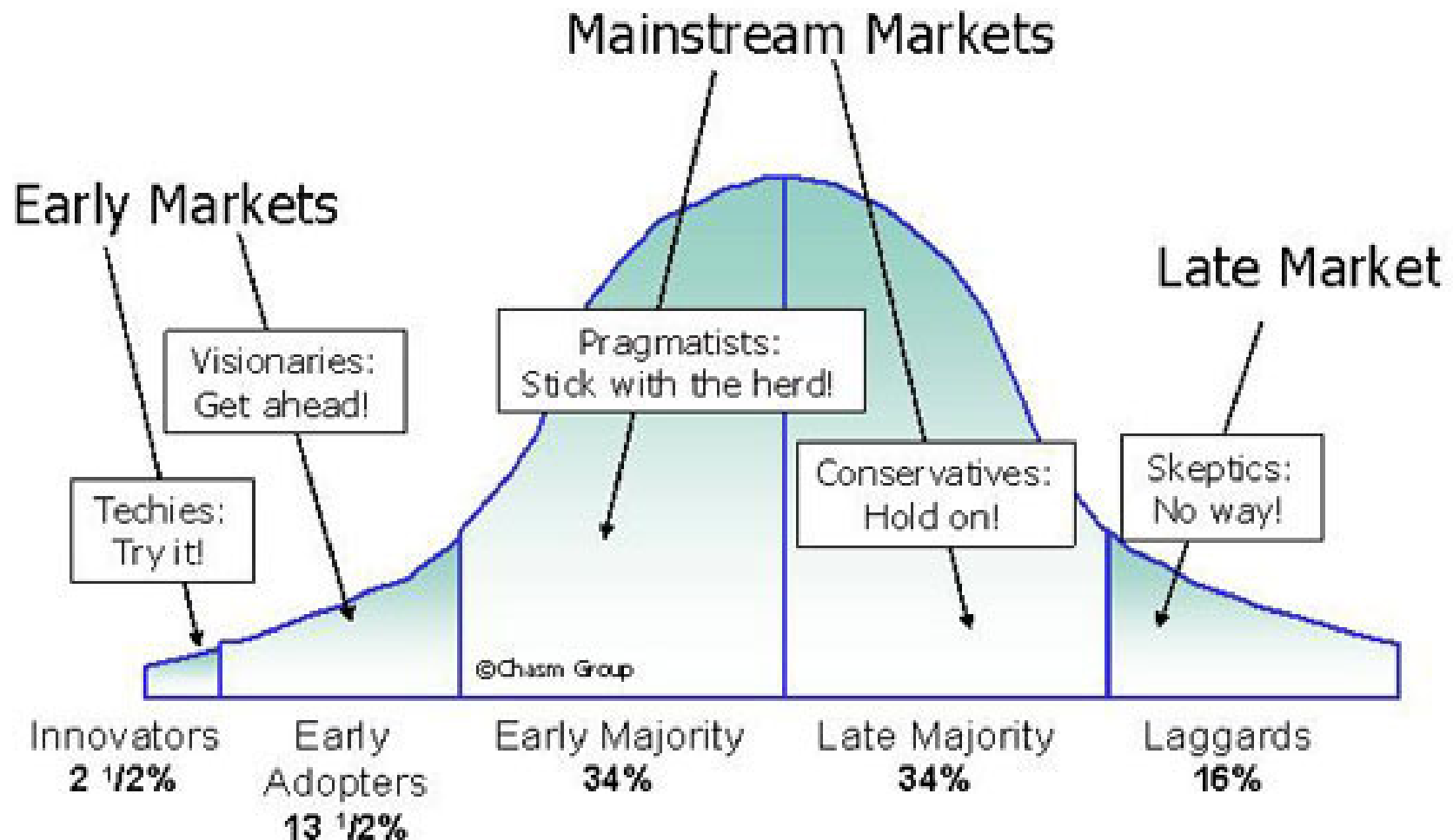


Adoption Ambiguity

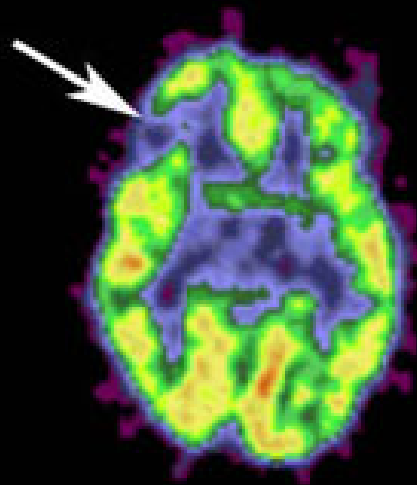


Technology Adoption Life Cycle

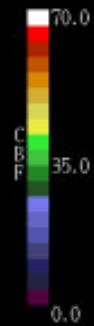
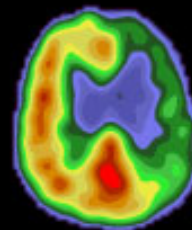
Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology



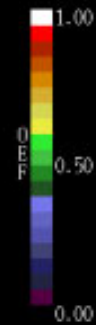
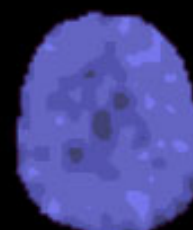
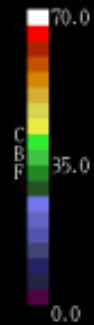
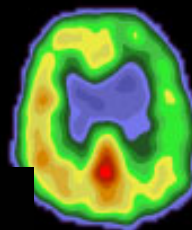
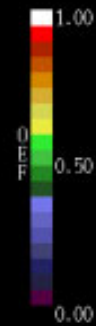
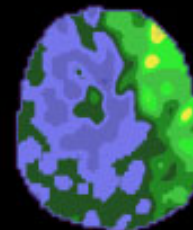




CBF



OEF



Simple Collaboration



Messenger



AOL Instant Messenger™



MESSENGER



Internet Relay Chat
informatics about IRC

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 throughout 28 site campus-wide
- SirsiDynix Docutek *VRLPlus* K-12 experience in New Zealand



Are You Ready? For the Millennials?



SCHOOLROOMS

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

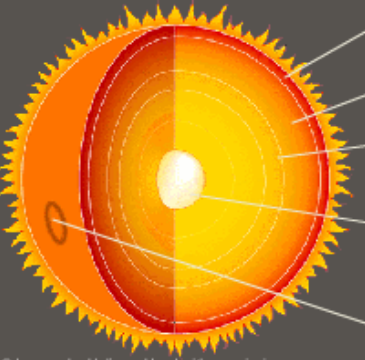
[EXPLORE](#) [DISCOVER](#) [LEARN](#)

[Explore](#) [Learn](#)

Discover More...

- [What is SchoolRooms](#)
- [What's in SchoolRooms](#)
- [Who Uses SchoolRooms](#)
- [Why Students Like SchoolRooms](#)
- [How to Use SchoolRooms](#)
- [Events](#)


Earth Science Room: The Amazing Sun



- corona - the sun's atmosphere
- chromosphere
- photosphere - the light-producing layer
- core - where the nuclear fusion of helium and hydrogen takes place
- sunspot - dark patch that makes cooler gases

© 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...](#)

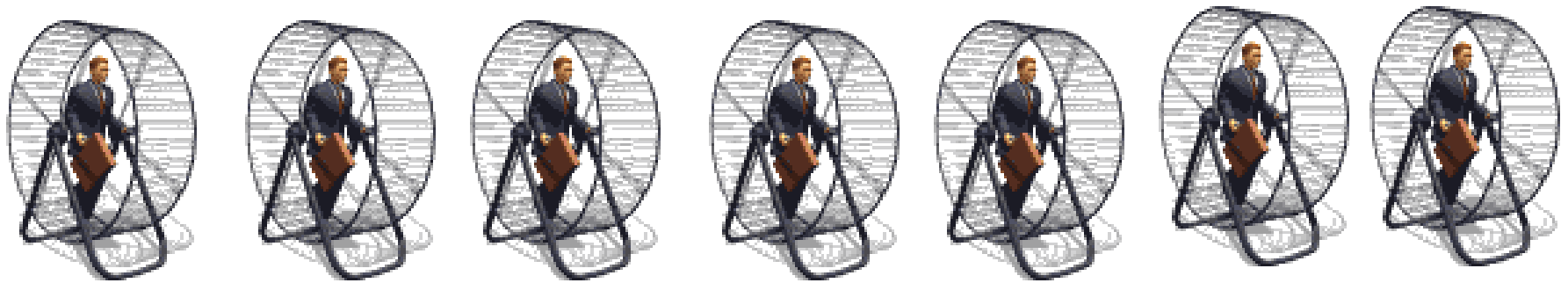
Case Study:



Boston Public Library
Discover how **Boston**



Ohio
Boston +
Philadelphia
Delaware
California
South Carolina
Australia
etc.



**Thomson buys Reuters , sells Gale, etc.
Microsoft merges with Yahoo! and / or whom?
Semel out, Yang in.
Murdoch buys Dow Jones / WSJ
MySpace and Photobucket
Facebook opens up?
And more**



MY OPAC

SUCKS



Change?



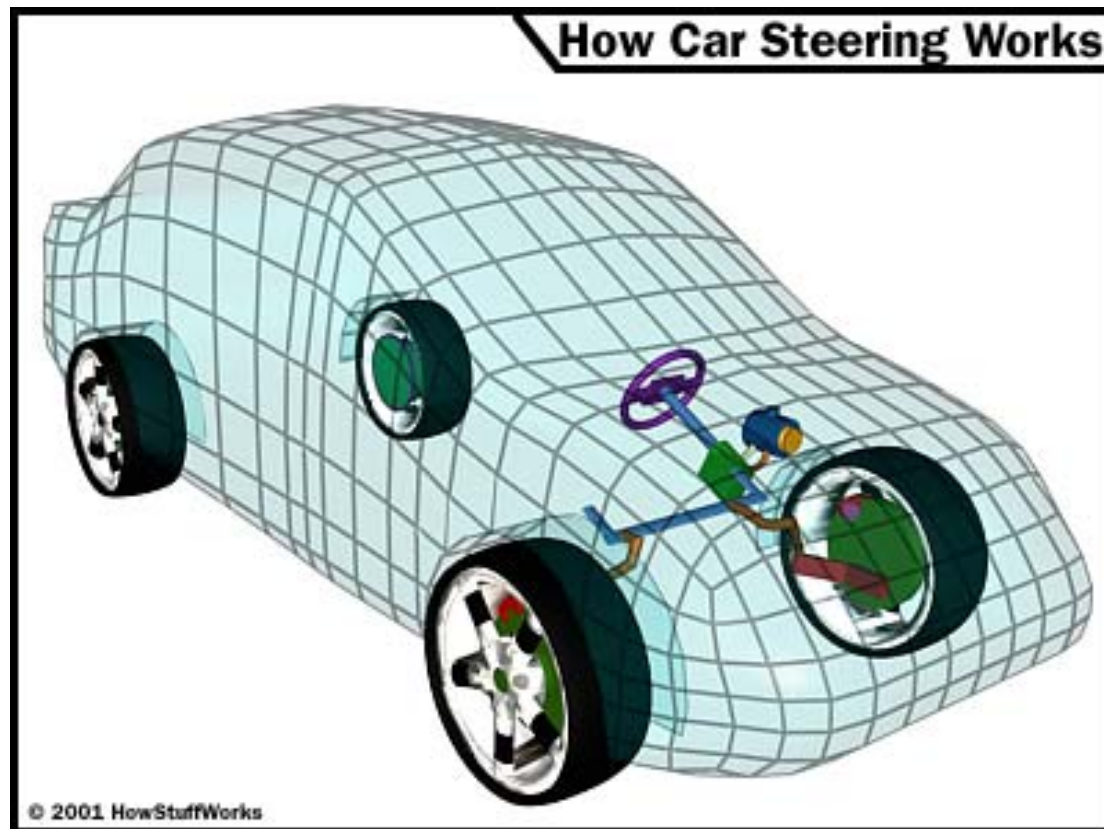


Focus?





Focus?







Meanwhile, Back at the Ranch

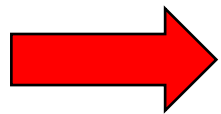


What
Where

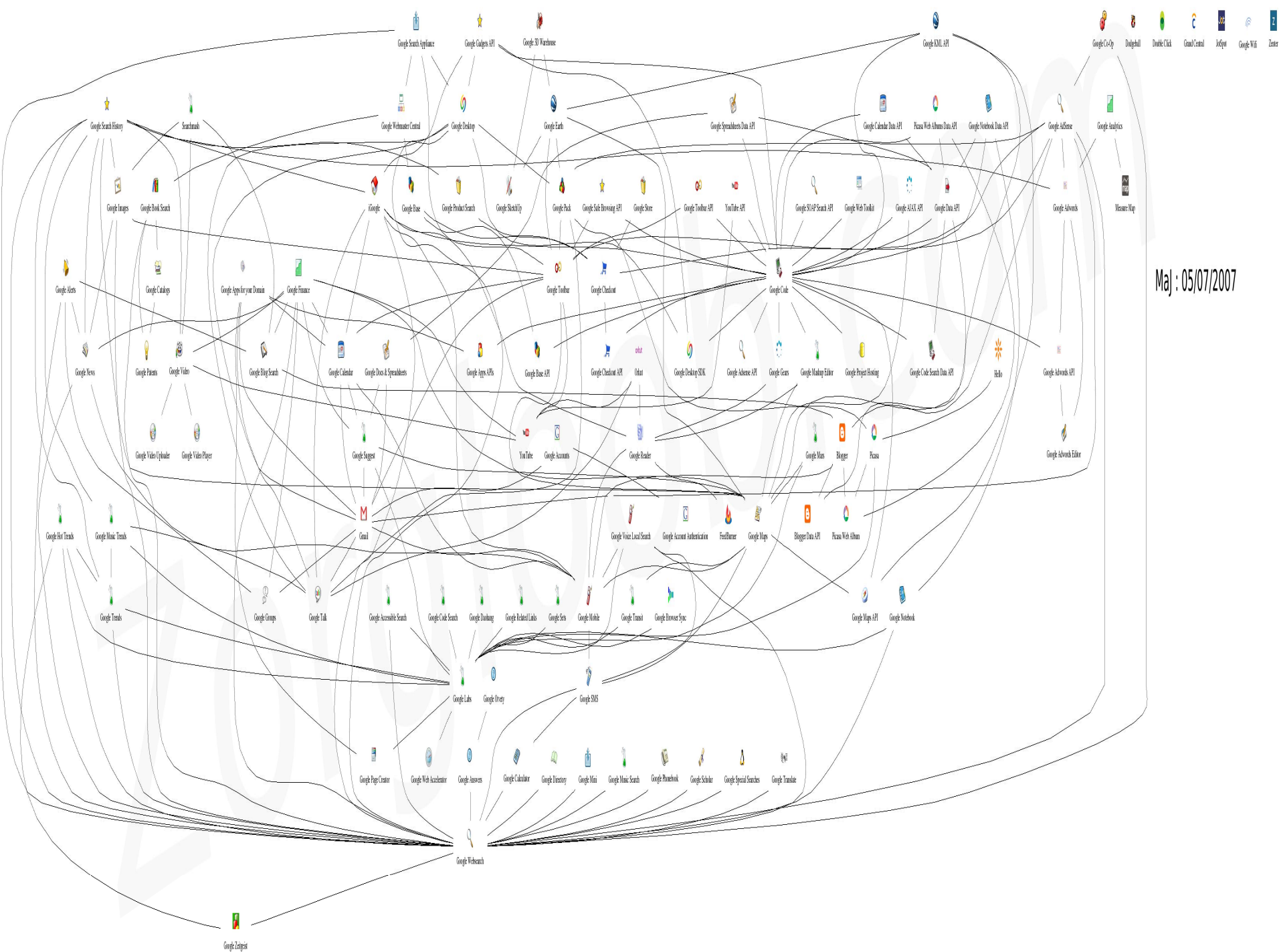
When

Why
Who

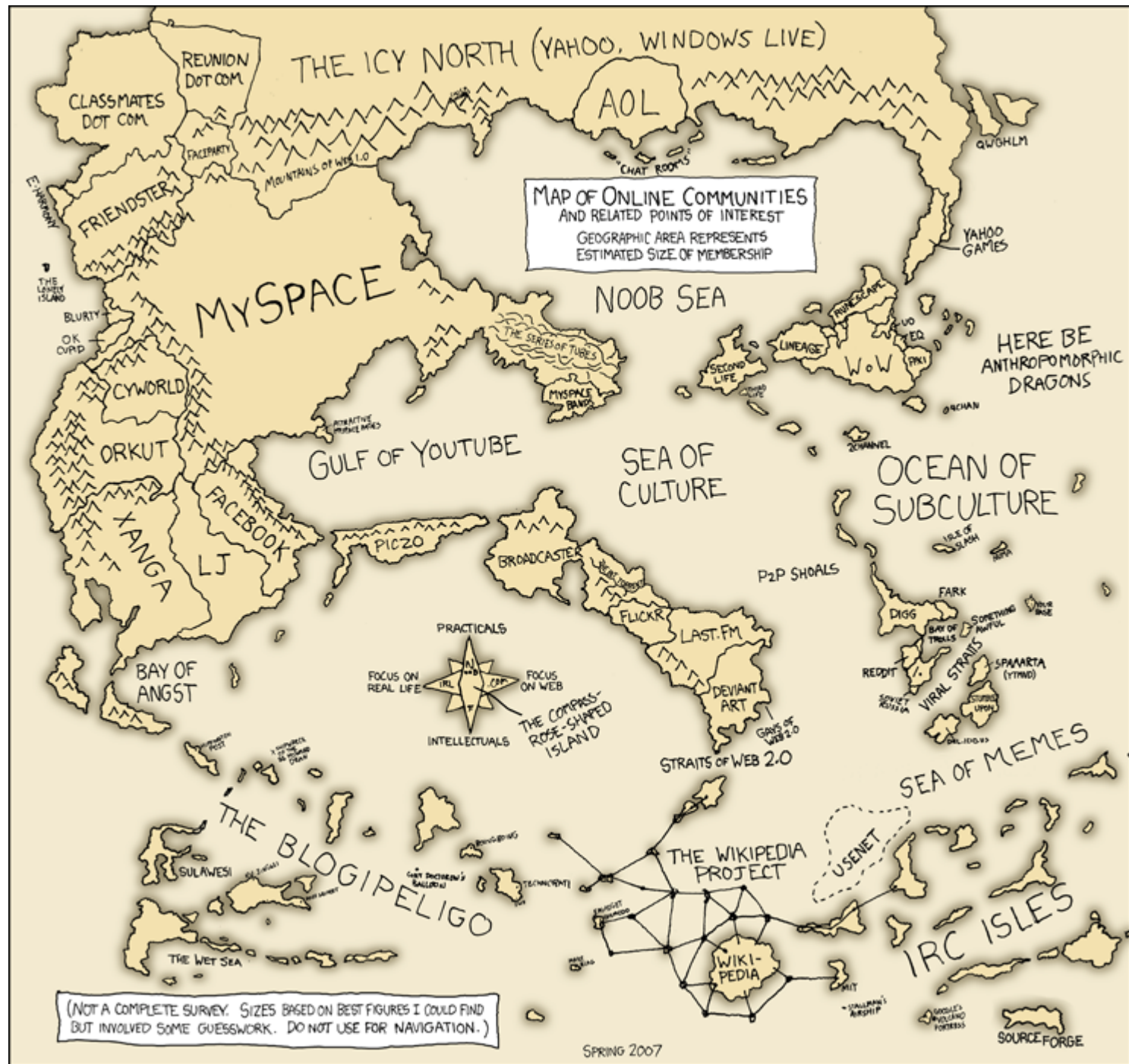
How

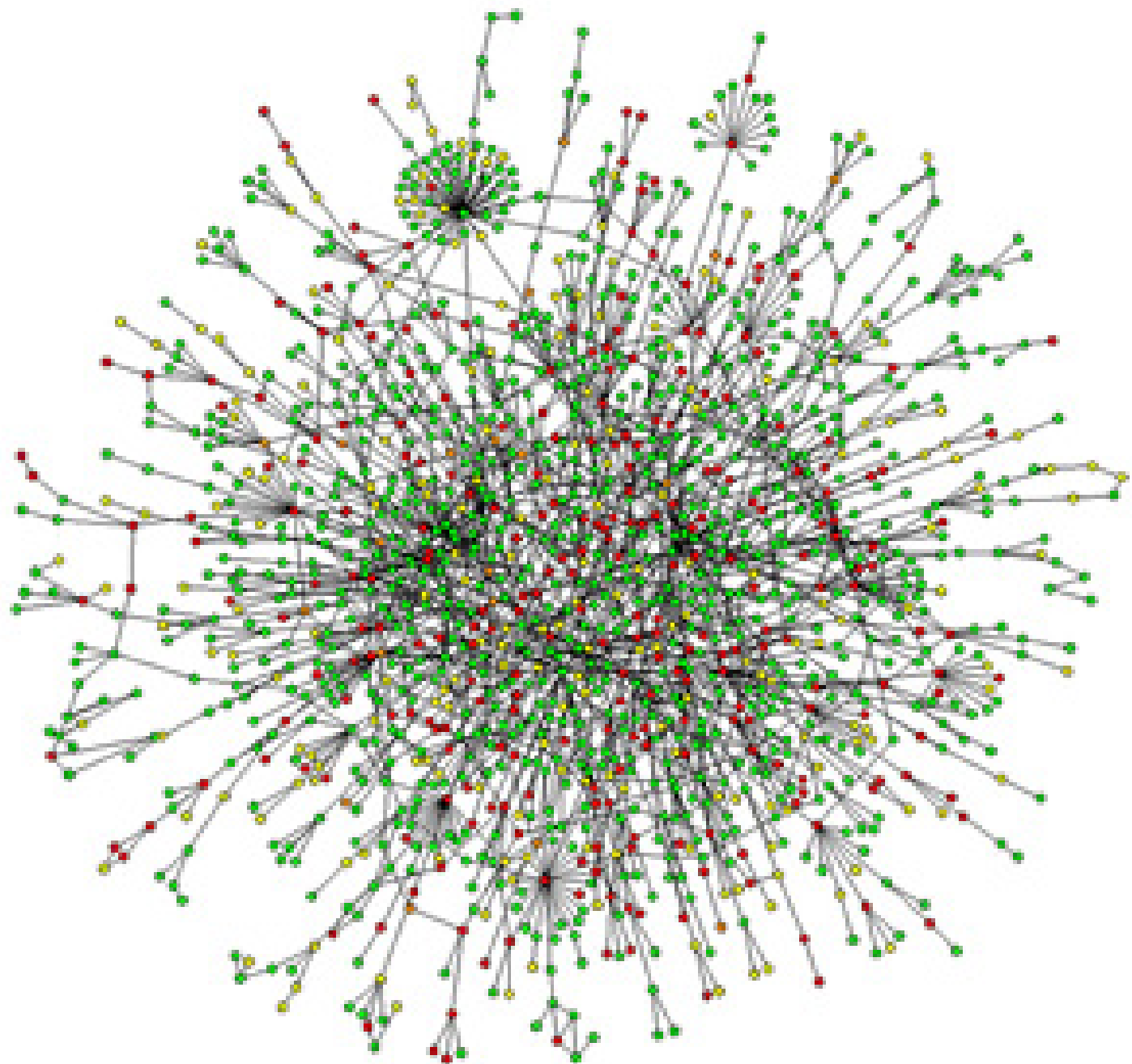






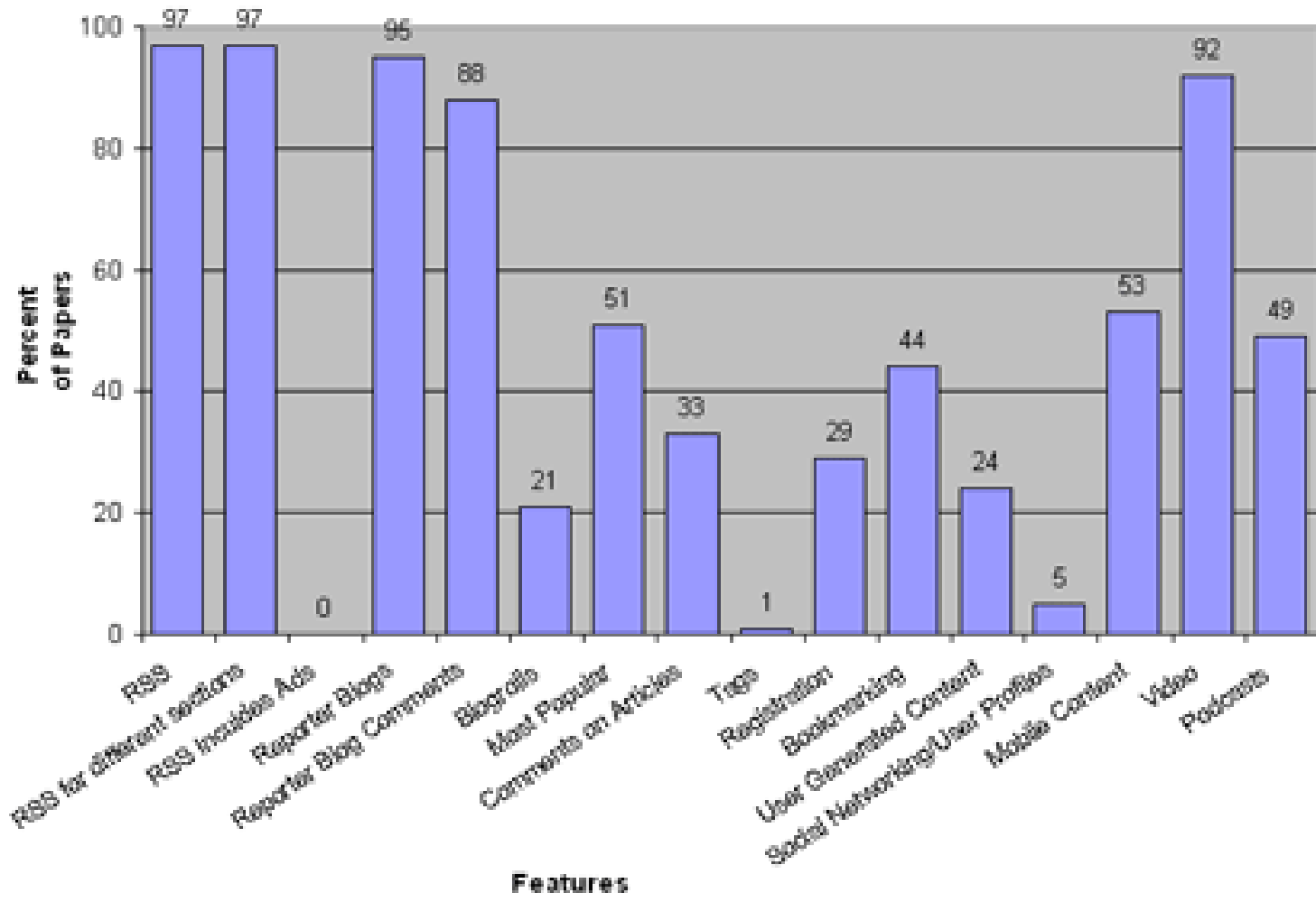
Maï : 05/07/2007



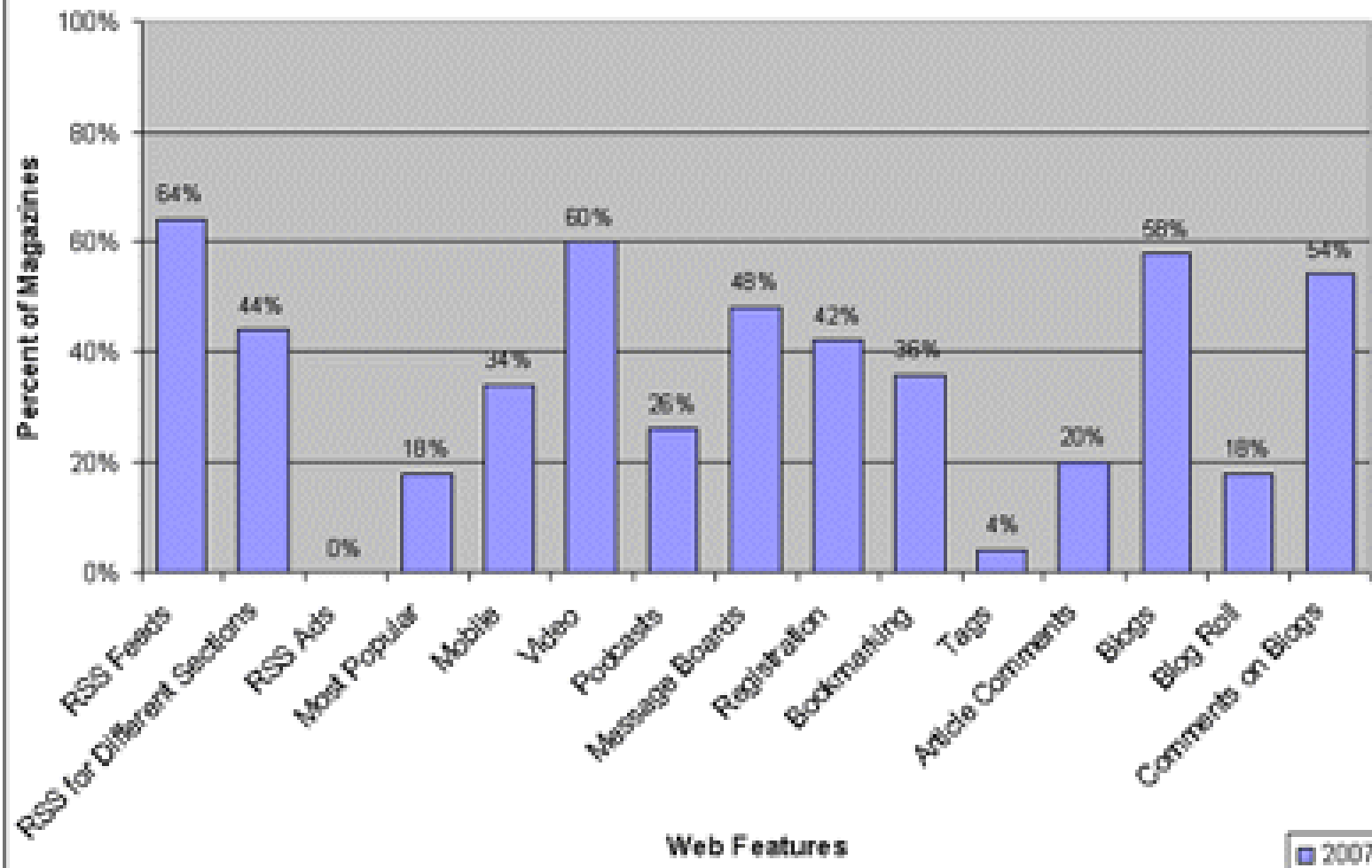




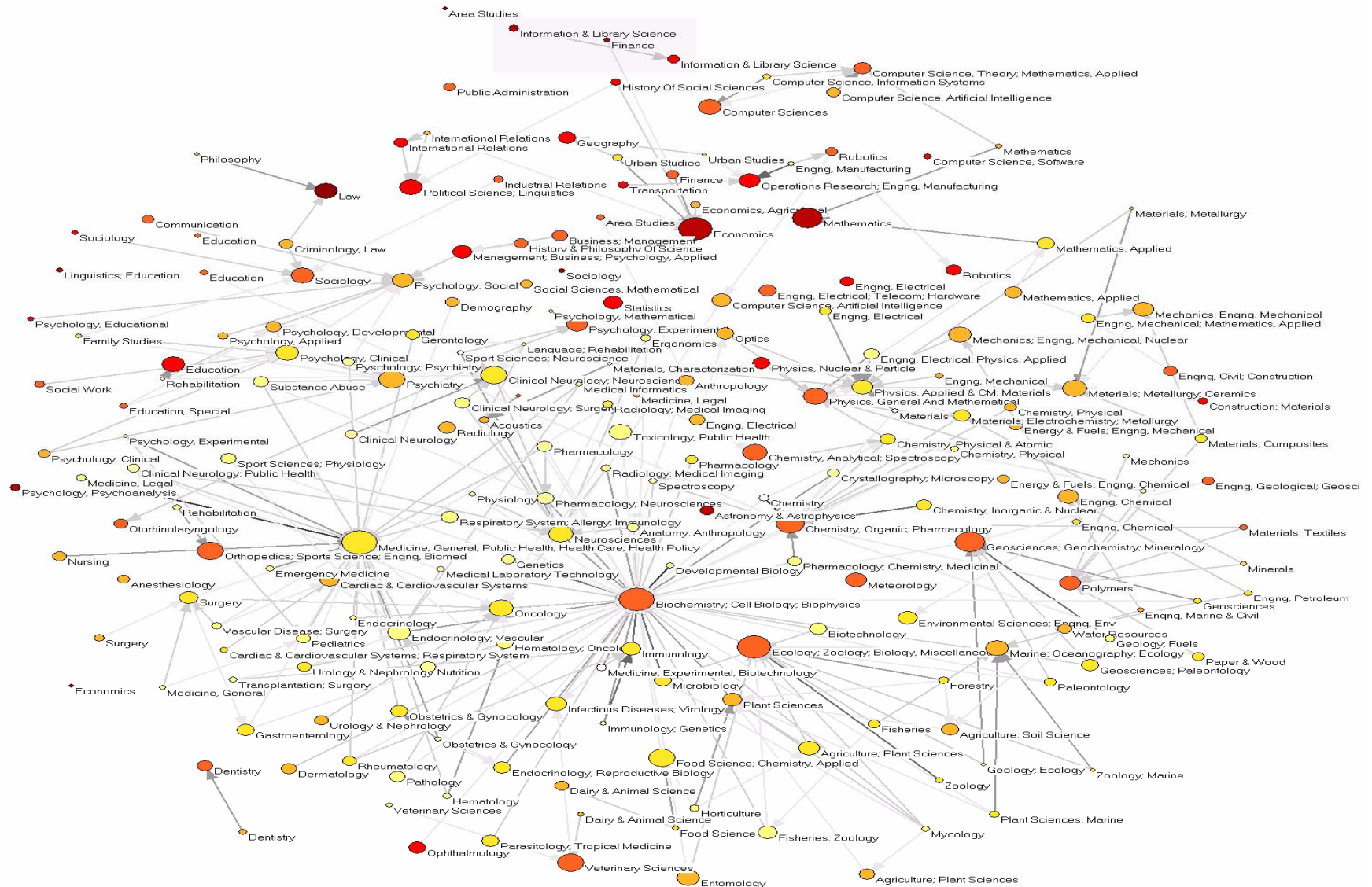
Online Features of America's Top 100 Newspapers, 2007



Features of America's Top 50 Magazine Websites, 2007



Scholars' Citations Go Social





Books are going social.





Articles and Chapters ... 99¢ rentals...

Suppose there are 1000 books
online in less than 1 year?

How does that compare to your libraries?





All that matters is...

- Community
- Learning
- Interaction

**The user
is not
broken**

Karen Schneider



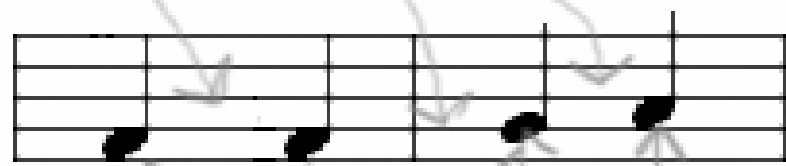
Libraries core skill is not
delivering *information*

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

Libraries are about learning
and building communities



this



...is as important as this



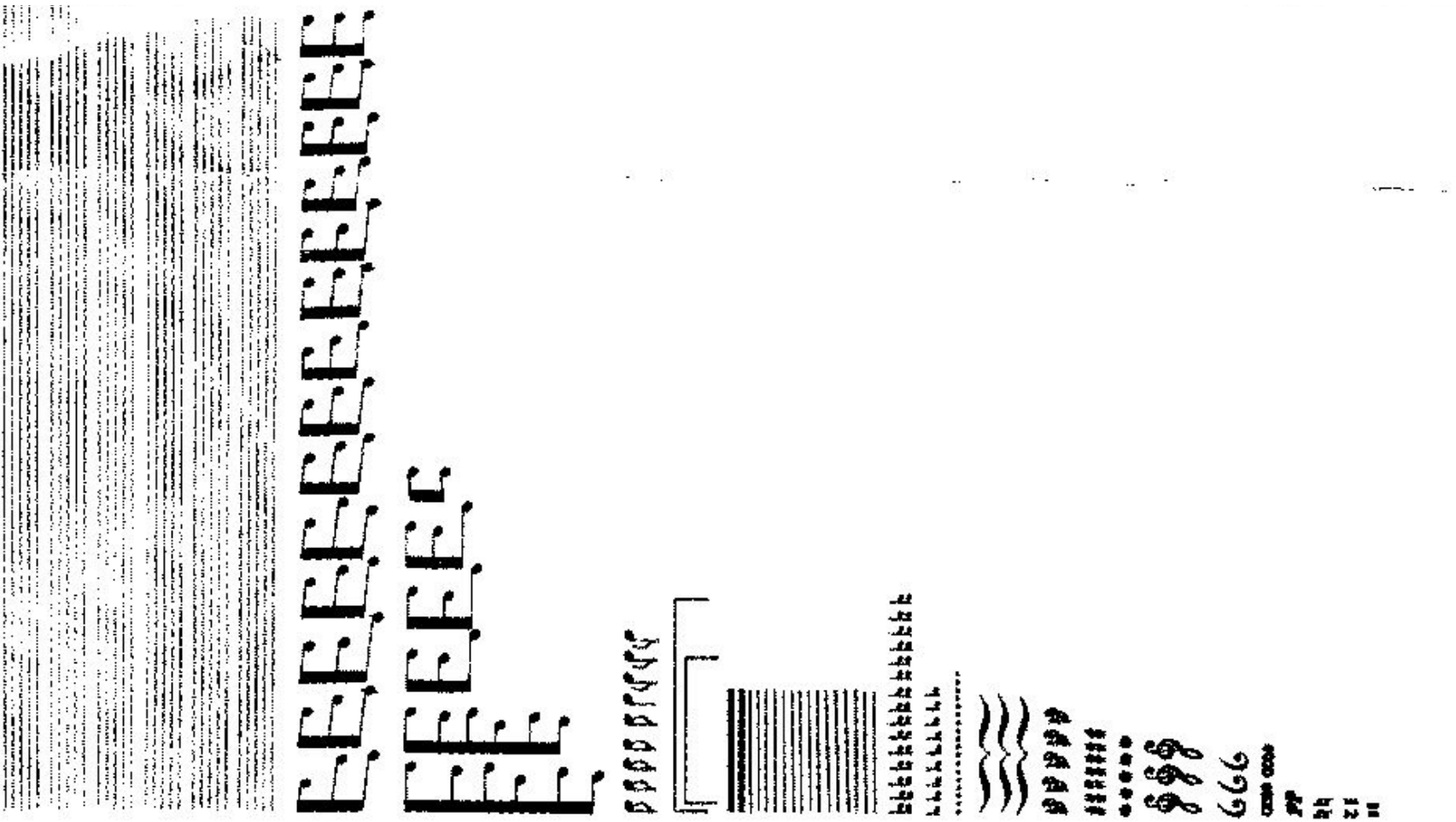
pp

Ped. * *Ped.* *

Ped. *

1. 2.

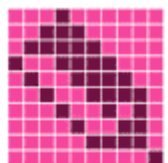
Ped. * *Ped.* *



What people are doing

Who participates (U.S. online users)

Creators publish Web pages, write blogs, upload videos to sites like YouTube.



Young Teens
12 to 17

Youth
18 to 21

Generation Y
22 to 26

Generation X
27 to 40

Young Boomers
41 to 50

Older Boomers
51 to 61

Seniors
62+

34%

37%

30%

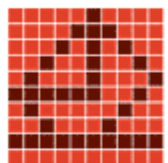
19%

12%

7%

5%

Critics comment on blogs and post ratings and reviews.



24%

37%

34%

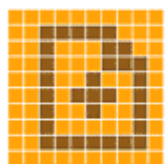
25%

18%

15%

11%

Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



11%

16%

18%

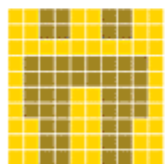
16%

15%

16%

11%

Joiners use social networking sites.



51%

70%

57%

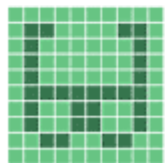
29%

15%

8%

6%

Spectators read blogs, watch peer-generated videos, and listen to podcasts.



49%

59%

54%

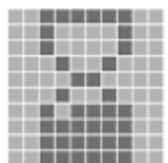
41%

31%

26%

19%

Inactives are online but don't yet participate in any form of social media.



34%

17%

21%

42%

54%

61%

70%

Data: Forrester Research

CHART BY ARNO GHELFI



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.



Personality and Searching

- “Five personality dimensions and their influence on information behaviour”
- Jannica Heinström, Abo Akademi University, Finland (Oct. 2003)
- <http://informationr.net/ir/9-1/paper165.html>
- Central Question: “How does personality influence searching behaviour?”

Personality and Searching

Dimension	High Level	Low Level
Neuroticism	→ Sensitive, Nervous	→ vs Secure, confident
Extraversion	→ Outgoing, energetic	→ vs Shy, withdrawn
Openness	→ Inventive, curious	→ vs Cautious, conservative
Agreeableness	→ Friendly, compassionate	→ vs Competitive, outspoken
Conscientiousness	→ Efficient, organized	→ vs Easy-going, careless



Sample Conclusions

- Extraversion was related to informal information retrieval as well as preference for thought provoking documents over documents which confirmed previous ideas.

Sample Conclusions

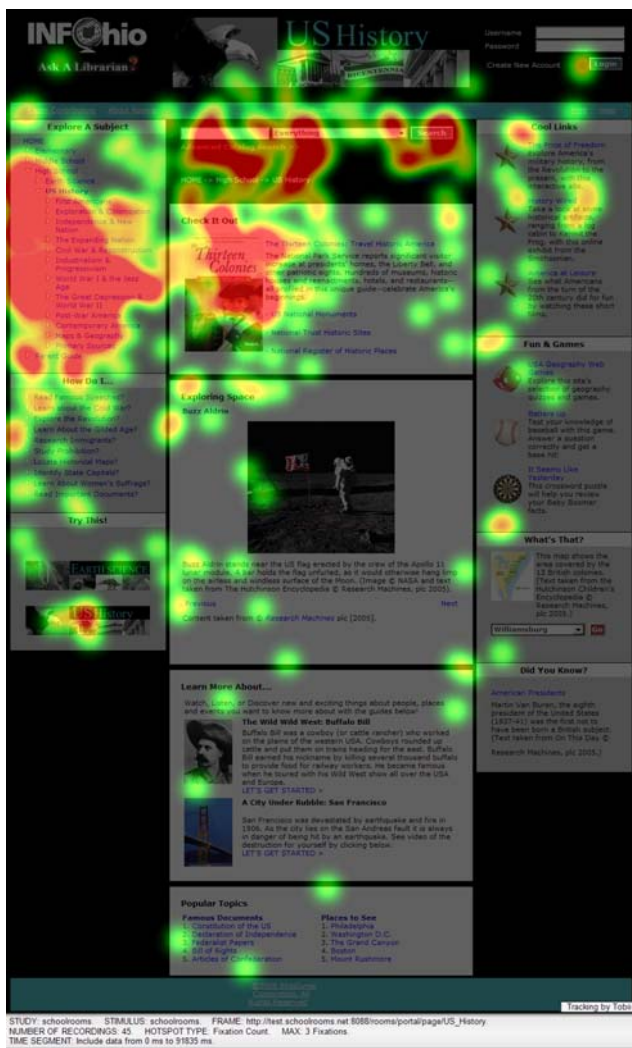
- Openness to experience was related to broad information seeking, incidental information acquisition, critical information judgement, preference of thought provoking documents instead of documents which confirmed previous results. Conservativeness was related to problems with relevance judgement and preference for confirming documents.

Sample Conclusions

- Competitiveness was related to lack of time being a barrier to information retrieval, problems with relevance judgement and competence in critical analysis of information. *Low levels of agreeableness forms a base for skeptical and critical thinking.*

Sample Conclusions

- *Conscientiousness* was related to preference for thought provoking documents instead of documents that confirmed previous ideas and use of effort in information seeking.
Carelessness, on the other hand was related to problems with relevance judgement, feeling that **lack of time** was a barrier to information retrieval and preference for documents that confirm previous ideas.



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

In Quarter - 2006
Conducted under the auspices of the
Kent State University School of Library and
Information Architecture/Knowledge Management Program (IAKM)
by

- Dr. Jason Holmes, Assistant Professor
School of Library and Information Science (SLIS)
- Dr. David Bokias, Assistant Professor
Information Architecture/Knowledge Management Program (IAKM)
- Dr. Yan Zhang, Assistant Professor
School of Library and Information Science (SLIS)
- Dr. Athena Salas, Assistant Professor
School of Library and Information Science (SLIS)
- Dr. Greg Brady, Assistant Professor
School of Library and Information Science (SLIS)

May 22, 2006

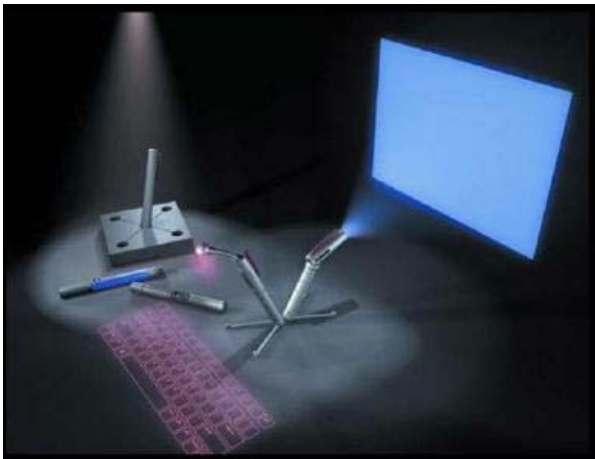
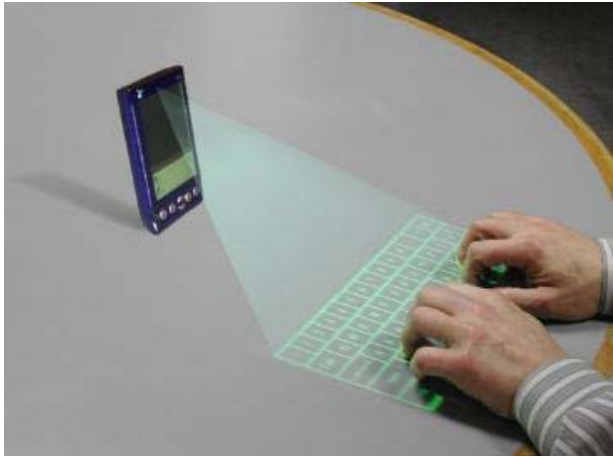




*Context is
King,
not Content.*



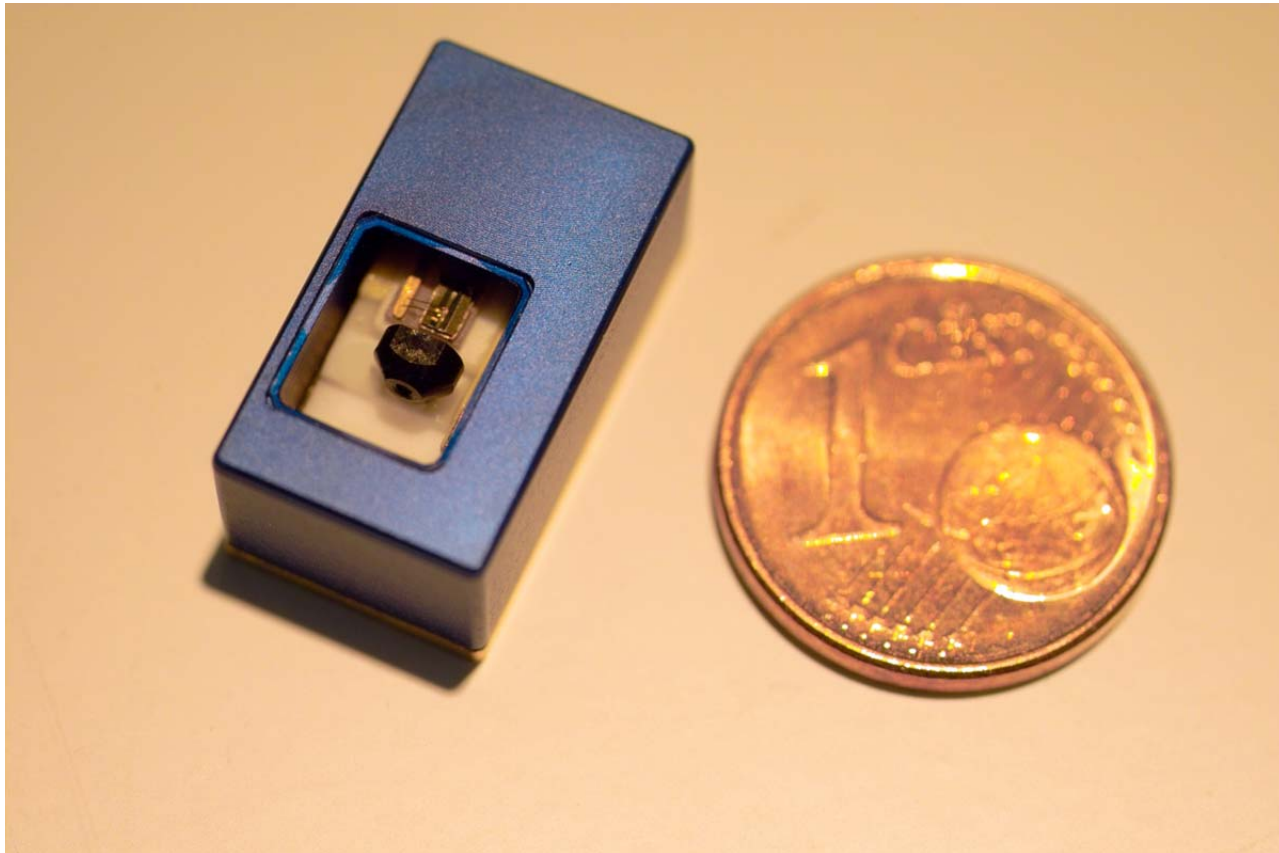
The Context of:
Situations
Individual Users
Time and Place

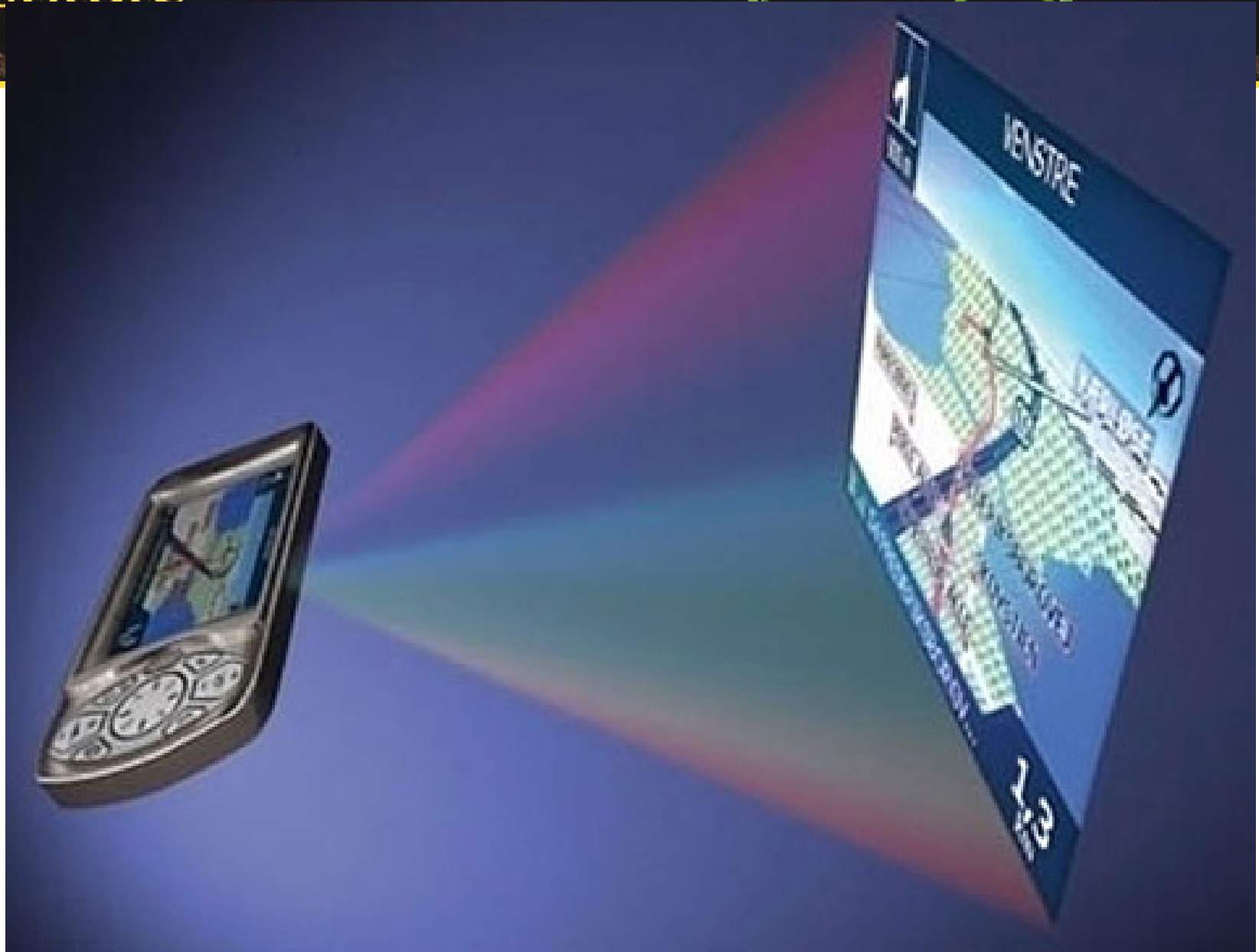


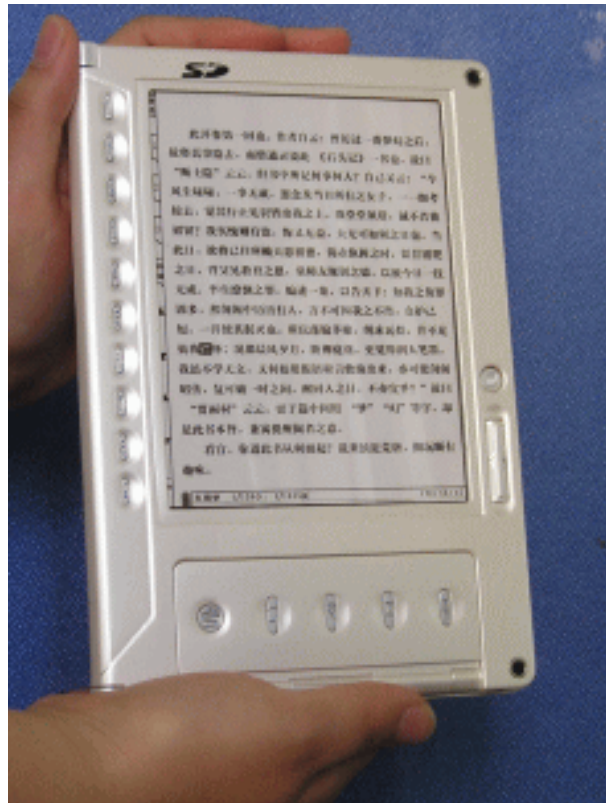




A projector the size of a sugar cube







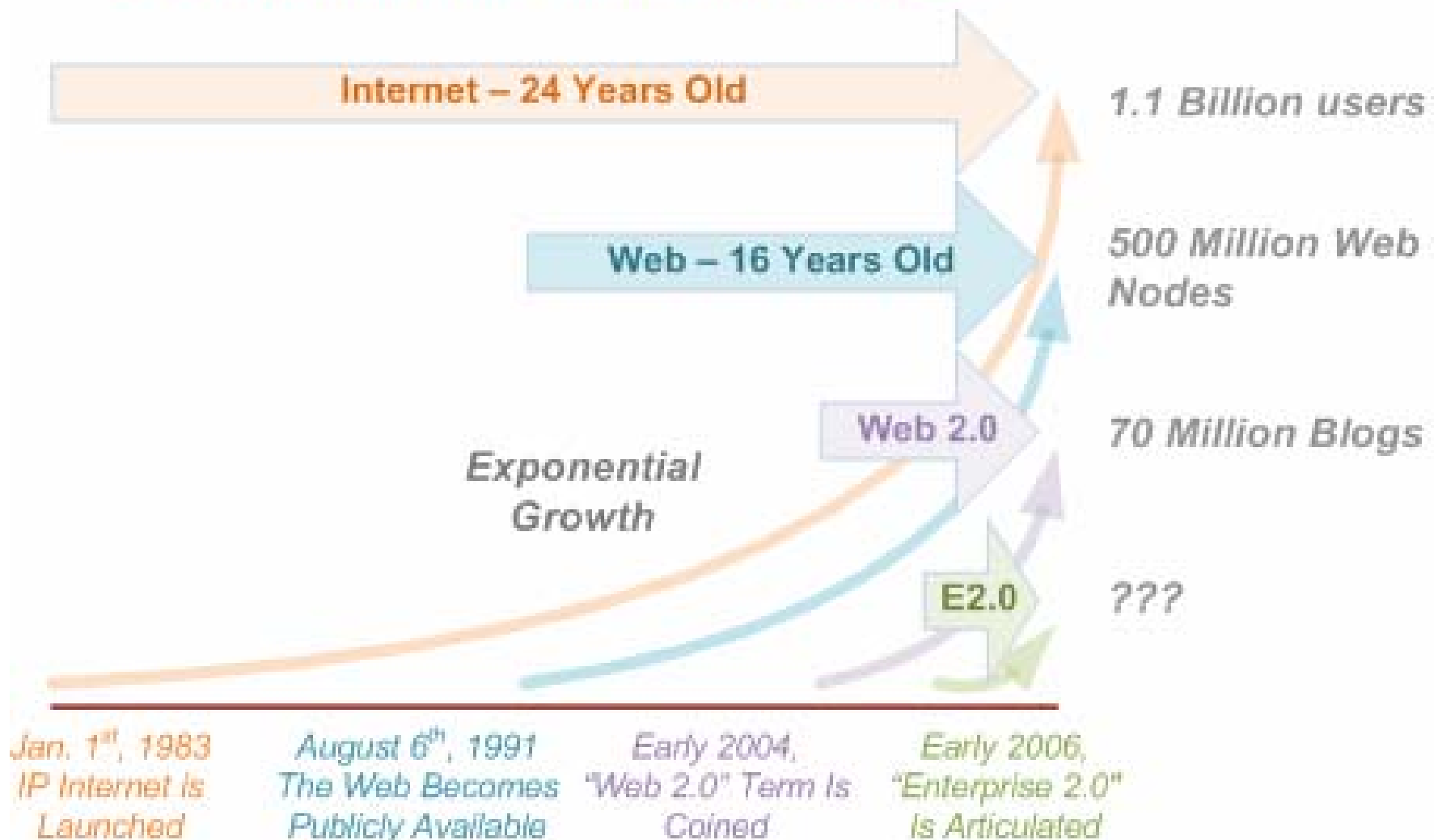




Everything's getting smaller

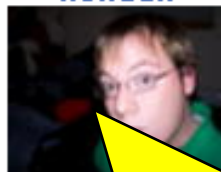
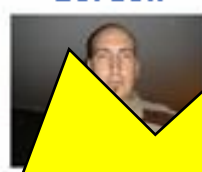


Sizing Up Our Global Social Networks: Growth from the Internet to Web 2.0



**VONAGE**
vonage.ca

▶ Save now

Premium Unlimited
\$39.99
/monthUnlimited 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: Password: ☐ Remember my E-mail

LOGIN

SIGN UP!

[Forgot your password?](#)[Blogs](#)
[Browse](#)
[Chat Rooms](#)[Classifieds](#)
[Filmmakers](#)
[Forums](#)[Groups](#)**Over
300,000 new users
A DAY!**

▼ advertisement

**ING DIRECT**
save your money**Open an ING DIRECT
Investment Savings
Account.**

START SAVING

MySpace Music**Two Gallants**Indie
San Francisco, CATwo 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**

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](#)



A sustainable social network for life.

F8 Developers:
Libraries have
their OPAC
in FB now.

Over 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
rare picture of Norman Rockwell beating up a child.
Also, I have a vast seashell collection that I keep

Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

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

Google Go Bookmarks 65 blocked Check AutoLink AutoFill Send Settings

Search web... Favorites PC Health Form Fill Spaces

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

Submit

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

Go

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

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

[My Friends](#) (invite more)

[Edit My Profile](#)

[Change My Profile Photo](#)

[Email & Privacy Settings](#)

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

NING.COM

Done

start iTunes Library 2.0 - Microsof... Microsoft PowerPoint ... Search with Google 7:27 PM



Address <http://secondlife.com/>

Google second life Search PageRank 847 blocked Check AutoLink AutoFill Options second life



Your World. Your Imagination.

[Resident Login](#) | [Join](#)

WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY

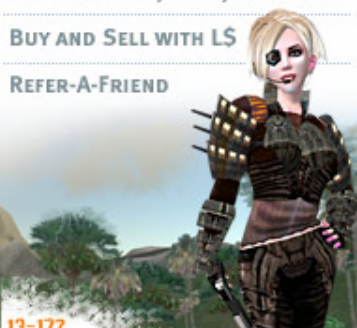
- Resident Links -

**FREE MEMBERSHIP
JOIN NOW!**

MEMBERSHIPS, LAND, & PRICING

BUY AND SELL WITH L\$

REFER-A-FRIEND



13-177

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

Alliance,
Charlotte,
San Jose SU
Europe (2X)
Australia



Land For Sale

[view larger map](#)



**5,000 Library
visits every
night!
80 hours
Reference
Service/week**

Me



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.

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.

Lori 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



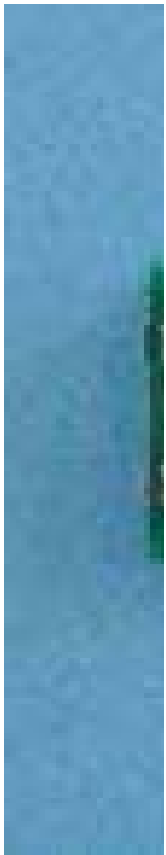


Google invests in wired ...





Bidirectional wireless module



facebook

LibraryThing BETA



amazon.com



OVERDRIVE®



ELF - *keeping tabs on your library material*







Web 2.0 – Library 2.0

- RSS – really simple syndication
- Wikis
- New Programming Tools: AJAX, API, J2EE,
- 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
- Visualization
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking



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

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

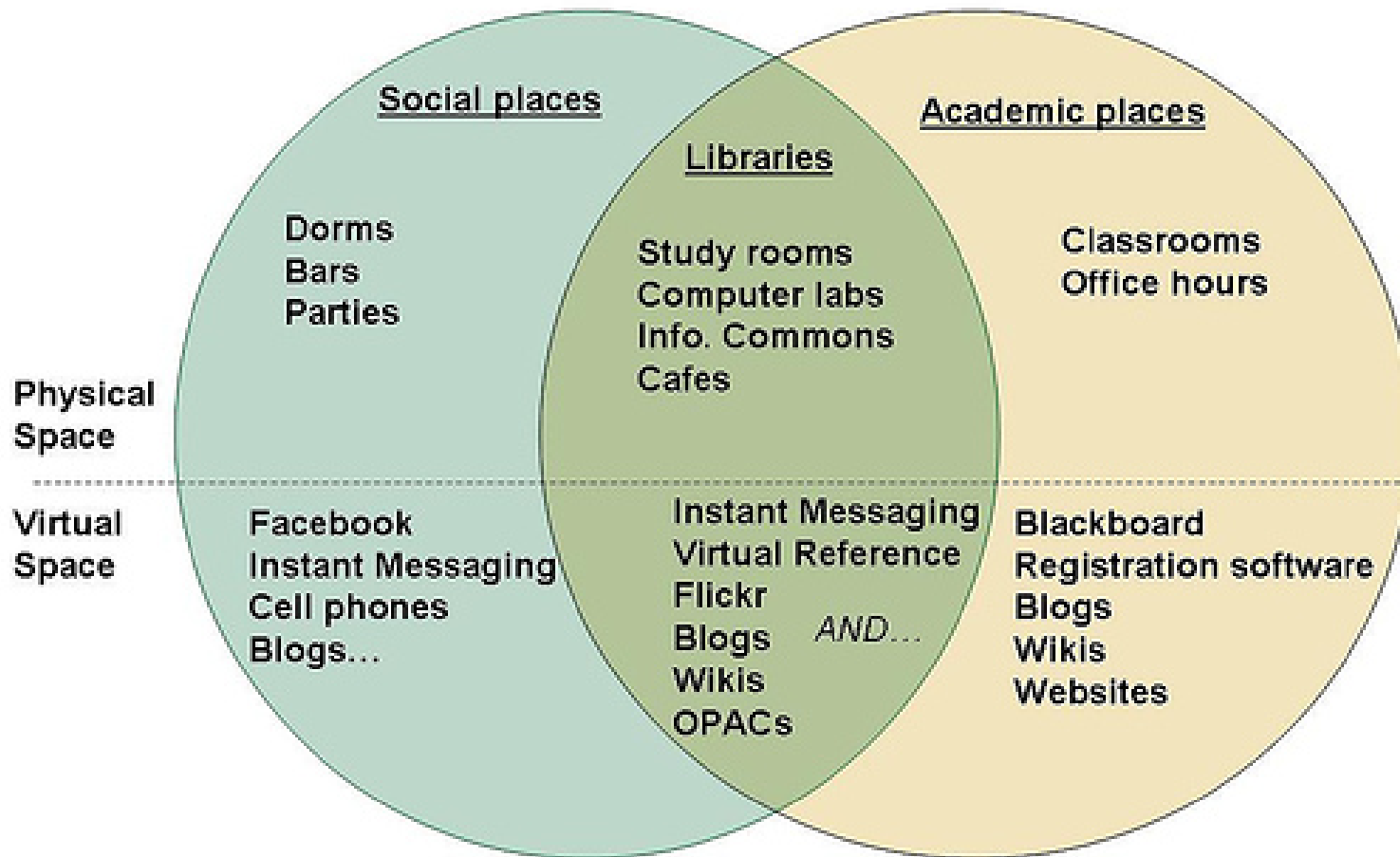
- Tagging for personalisation

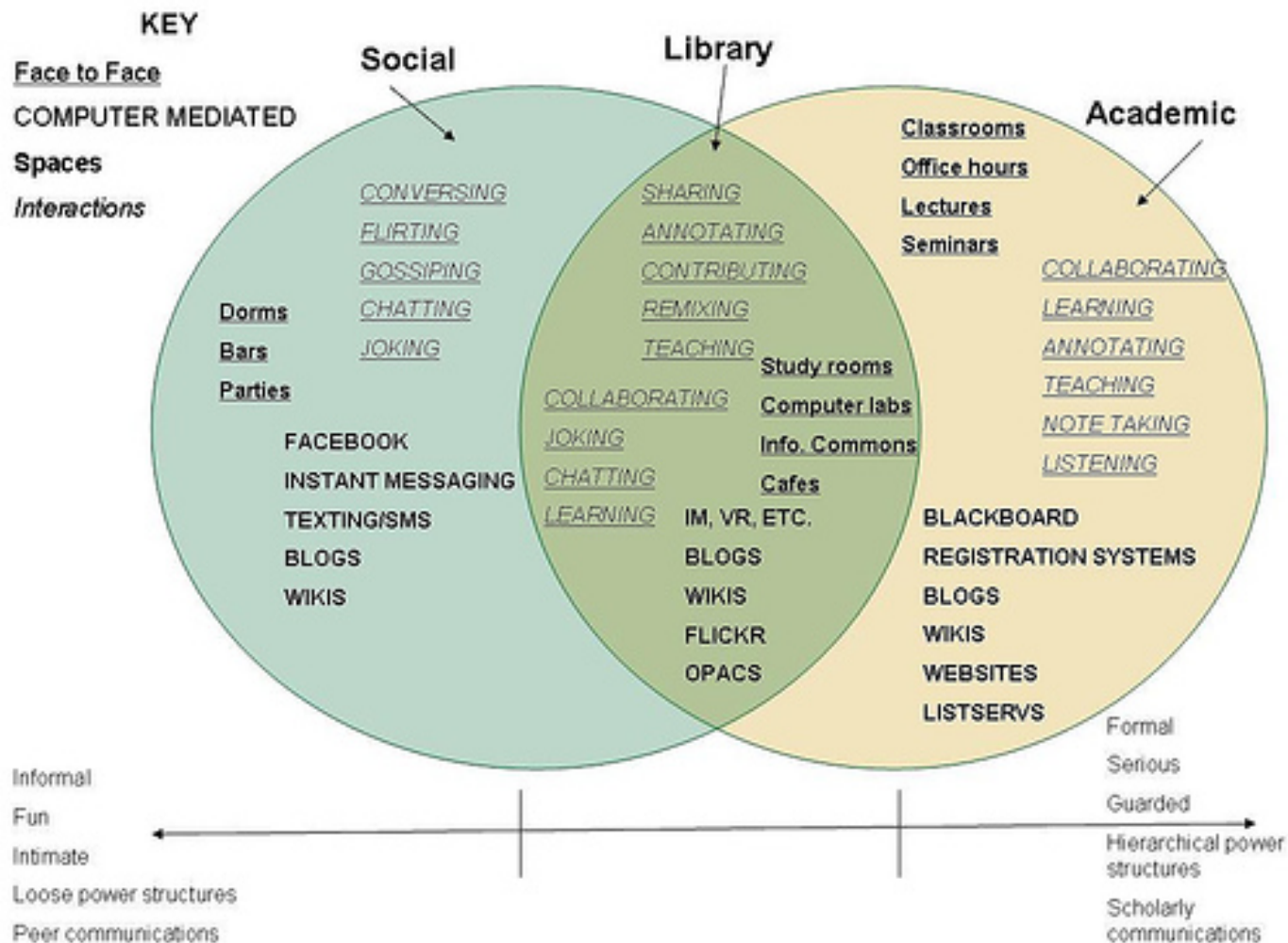
Searching

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

Mobile computing

RSS feeds and Mashups





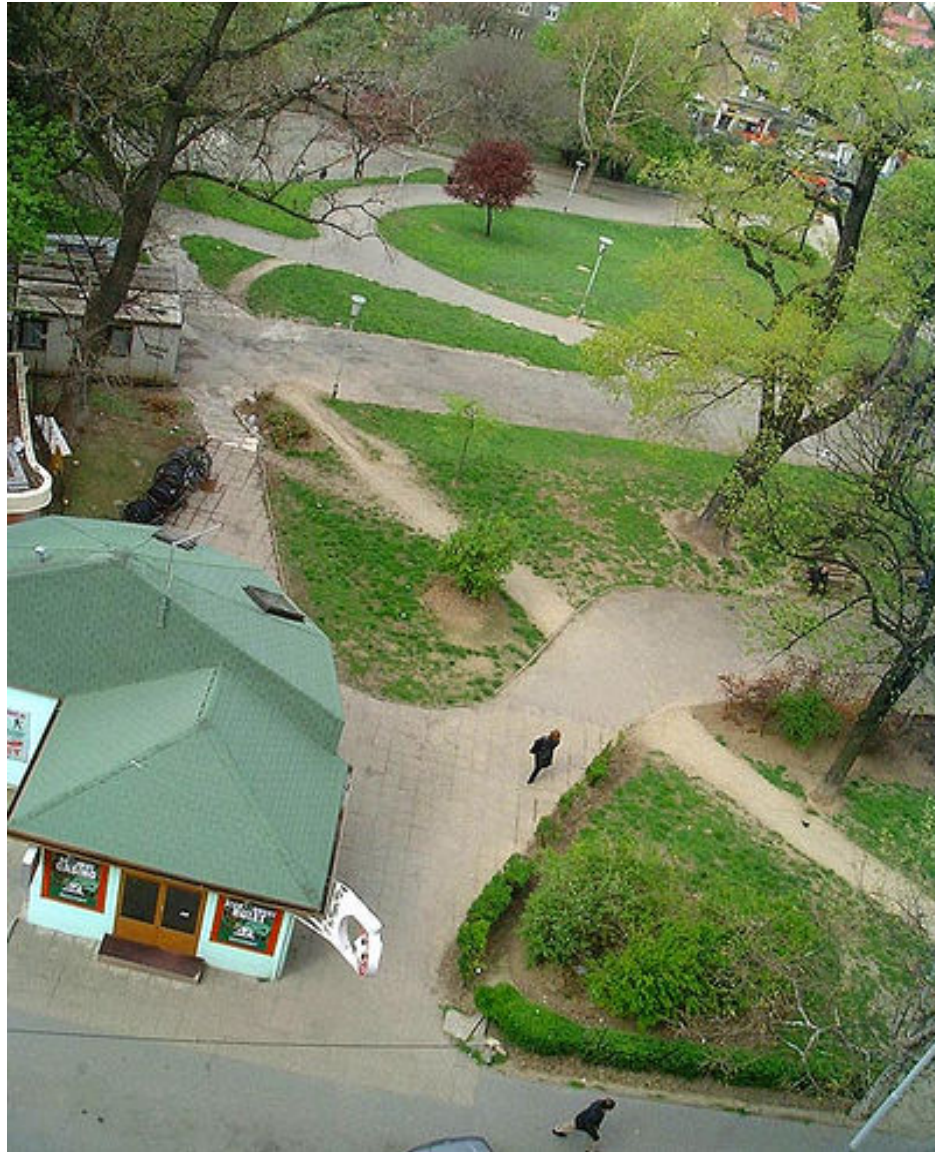






Intention Paths







“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”

— Guy Kawasaki





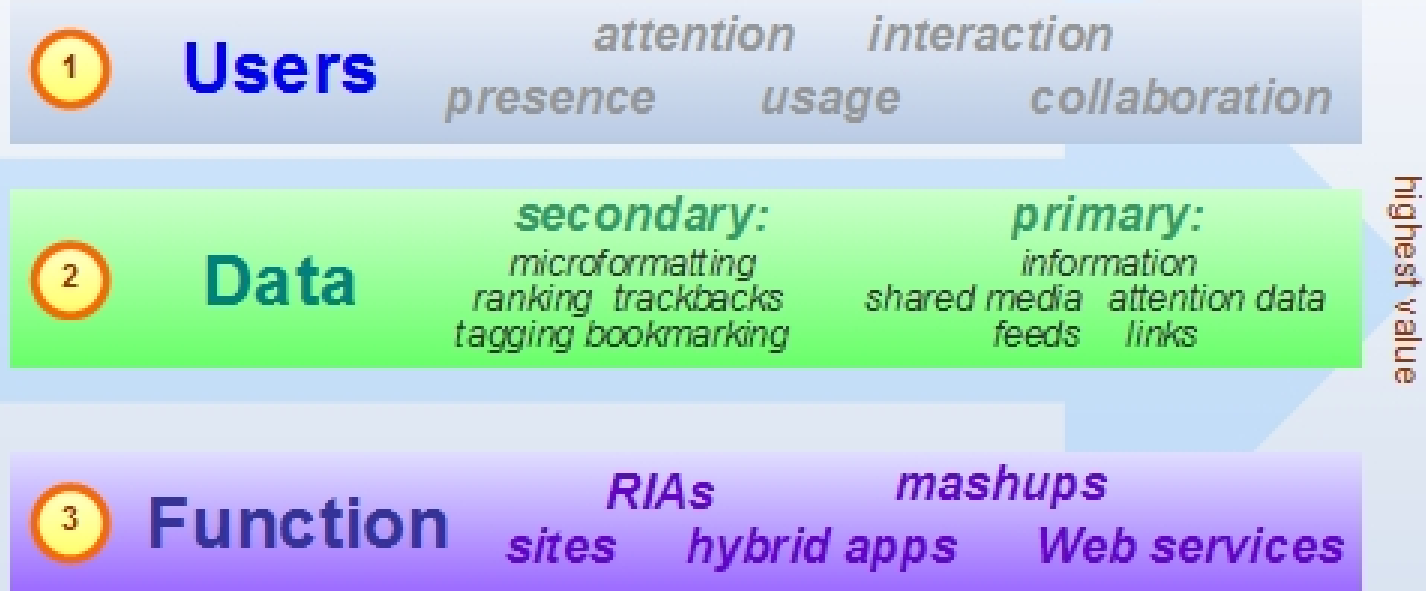
RISK



Challenges

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

The Value Hierarchy in Web 2.0 Software



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



Our Opportunities

- New Discovery Systems
 - Portals and Portlets (JSR168)
 - OpenURL with Federated Search
 - Visualization and Display
- Advanced interoperable metadata embedded
- Personalization and Community
- eLearning
- Digital devices (phones, etc.)

2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

**Top 10 Most Influential
web tools for the
2008 US elections**

**How many are we
already using?**



2.0 is about *play*

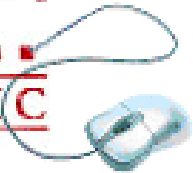


Two Key Interventions



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



Learning 2.0





23 Things Learning 2.0

- *Week 1: Introduction*
- *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*



Learning 2.1

- Helen Blowers latest PLCMC innovation
- [Learning 2.1: Explore... Discover... Play!](#) is the continuation of Learning 2.0
- Requested by staff very often. It is an ongoing list of 'things' with guest bloggers rotating and taking the helm each month as Learning Guides.
- There is a public [Learning 2.1 Ning network](#) as well as a Learning 2.1 Wiki.
- Check it out and feel free to join.
explorediscoverplay.blogspot.com - mashing up 21st century skills with lifelong learning. :)



5 Weeks to a Social Library

- <http://www.sociallibraries.com/course/week1>
- **Credit: Amanda Etches-Johnson, Meredith Farkas, et al and the entire 5 weeks team.**



100+ Things

- "If you are up for a challenge and would like to learn something NEW every day? Keep an eye on this fascinating Blog by a Reference Librarian located in Guam!
- Titled: [The Internet can change your life](#): 'a series of daily assignments designed to teach the newbie all the wonderful things the Internet has to offer'
- It's not too late to catch up...
- <http://rameyerguam.blogspot.com/>



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
- Virtual worlds PC's



Two SDI Sessions

- **Helene Blowers** —Technology Director, Public Library of Charlotte and Mecklenburg County
- [Learning 2.0 : Make "play" your New Year's resolution](#)
- **Jan 09, 2007**
- http://sirsidynixinstitute.com/seminar_page.php?sid=74



Two SDI Sessions

- **Christine Mackenzie** —Chief Executive Officer, Yarra Plenty Regional Library
- **Hopping into Library 2.0 : Experiencing Lifelong Learning**
- **Feb 05, 2007**
- <http://sirsidynixinstitute.com/>

Resources

- PLCMC Learning 2.0 Blog
- <http://plcmcl2-about.blogspot.com/>
- 43 Things I might want to do this year
Information Outlook (Feb. 2006) by
Stephen Abram
- http://www.findarticles.com/p/articles/mi_m0FWE/is_2_10/ai_n16133338
- Yarra Plenty Online Learning
- <http://yarraplentyonlinelearning.blogspot.com/2006/09/learning-20-begins.html>



Play





Looking too close



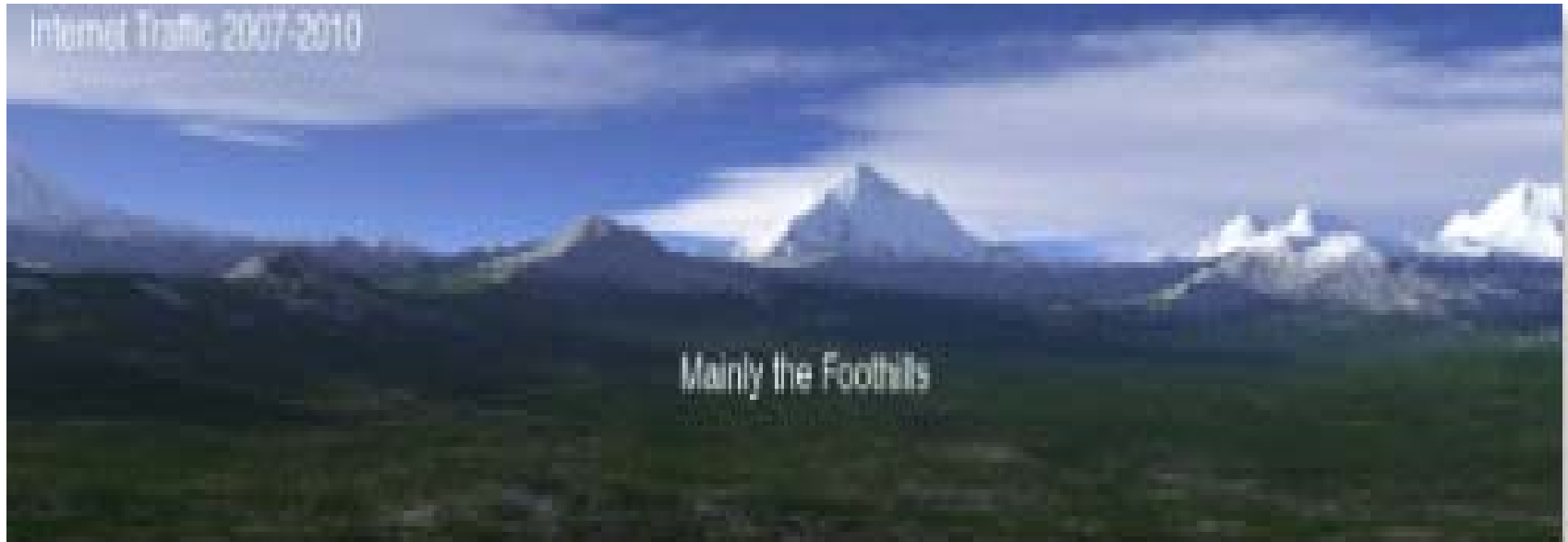


The Landscape Today





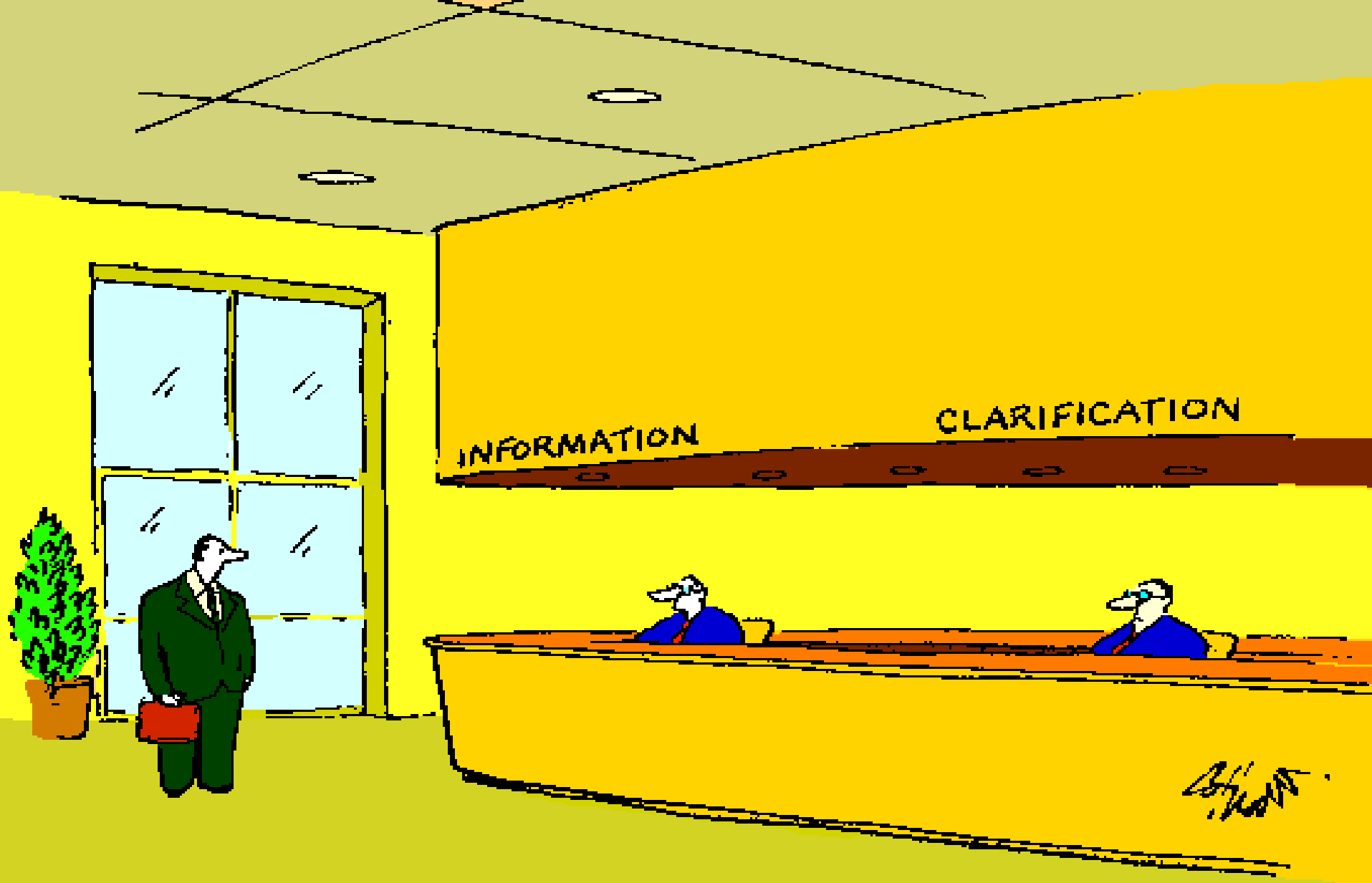
The Emerging Landscape





We librarians must learn that when we study something to death, *Death was not our original goal.*









Are You Ready?

For Imagineering the Library?

Change
Week
starts
Monday!





**In the battle of the river
with the rock . . .
The river wins.**



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