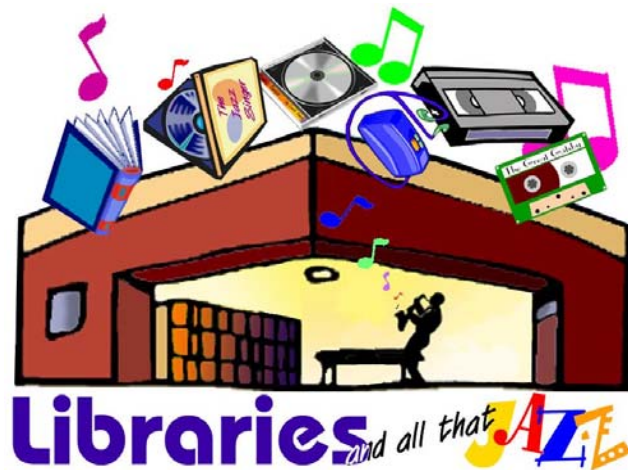




Libraries *and all that* **JAZZ**

Bringing Knowledge to Life.


Library 2.0



**Stephen Abram, MLS
VP, Innovation SirsiDynix**

**Idaho Library Association
October 5, 2006**

Bringing Knowledge to Life.

RSS WIKI IM OH MY!  **1.0**
Edition


LIBRARY 2.0

FOR

DUMMIES

STOP MAKING THEM COME TO YOU, HECK, AT LEAST MEET THEM IN THE MIDDLE.

CAN I BURN MY OWN CD IN THE LIBRARY?



www.SignGenerator.org



myspace[®] a place for friends

VONAGE
vonage.ca

Premium Unlimited
\$39.99
/month

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

Save now

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

Cool New People

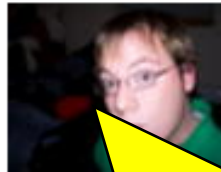
Virginia



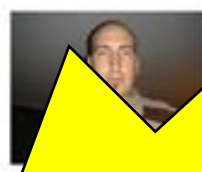
Katrina



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

**Reminder:
200,000-250,000
A DAY!**

advertisement



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

START SAVING

MySpace Music



Two Gallants
Indie
San Francisco, CA

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

» [Listen Now](#)

MySpace Specials

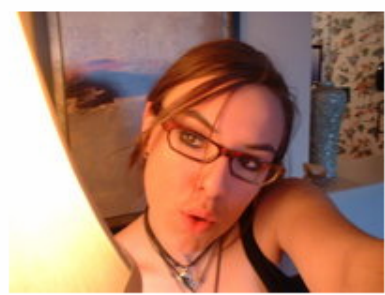


Search

- 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](#)

Explore A Subject

HOME

- ▶ [Elementary](#)
- ▶ [Middle School](#)
- ▶ [High School](#)
- ▶ [Parent Guide](#)

How Do I...

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

Try This...



Advanced Catalog Search >>



Today is February 2, 2006

What Are SchoolRooms?



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

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

Room Contributors

A+ Elementary Contributors

1. Tim DeFrange
2. Laurie Simms

A+ Middle School Contributors

1. Jennifer Schwelik
2. Shelly Lewis

INFOhio Information

Office Information

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

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

Directions



The office is located at 274 East First Avenue, Suite 100. Columbus, Ohio 43201.

[Click Here for Directions.](#)

Featured Resources

Featured Sites

My Library Account

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



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URL: http://www.eastern.edu



EASTERN UNIVERSITY

ABOUT | ACADEMICS | ADM

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- > [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!



WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY SUPPORT

Resident Login | Join Resident Links

FREE MEMBERSHIP JOIN NOW!

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



Residents: 157,518 Online Now: 5,402 US\$ Spent Today: 187,907.00



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Event Postcard Land For Sale view larger map

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

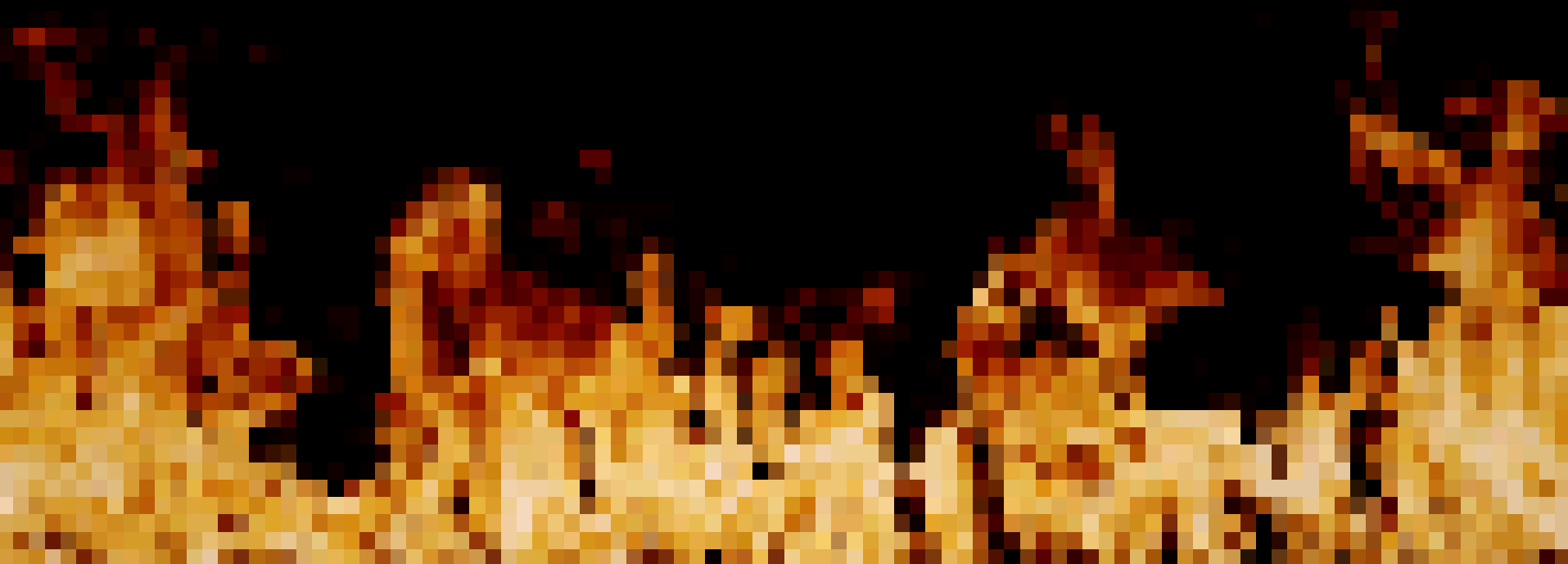




Bringing Knowledge to Life.

Great Expectations

- The future is already here, it's just not evenly distributed yet.



Expectations 1.0

- Search
- Retrieve
- Print
- Link
- Navigate
- Read
- . . .

WEB 2.0

“Web 2.0 is a term often applied to a perceived ongoing transition of the World Wide Web from a collection of websites to a full-fledged computing platform serving web applications to end users. Ultimately Web 2.0 services are expected to replace desktop computing applications for many purposes.”

Wikipedia



“Library 2.0 is an operating model that allows libraries to respond rapidly to market needs. This does not mean that we abandon our current users or our mission. It is a philosophy of rapid change, flexible organization structures, new Web 2.0 tools, and user participation that will put the library in a much stronger position, ready to efficiently and effectively meet the needs of a larger user population.”

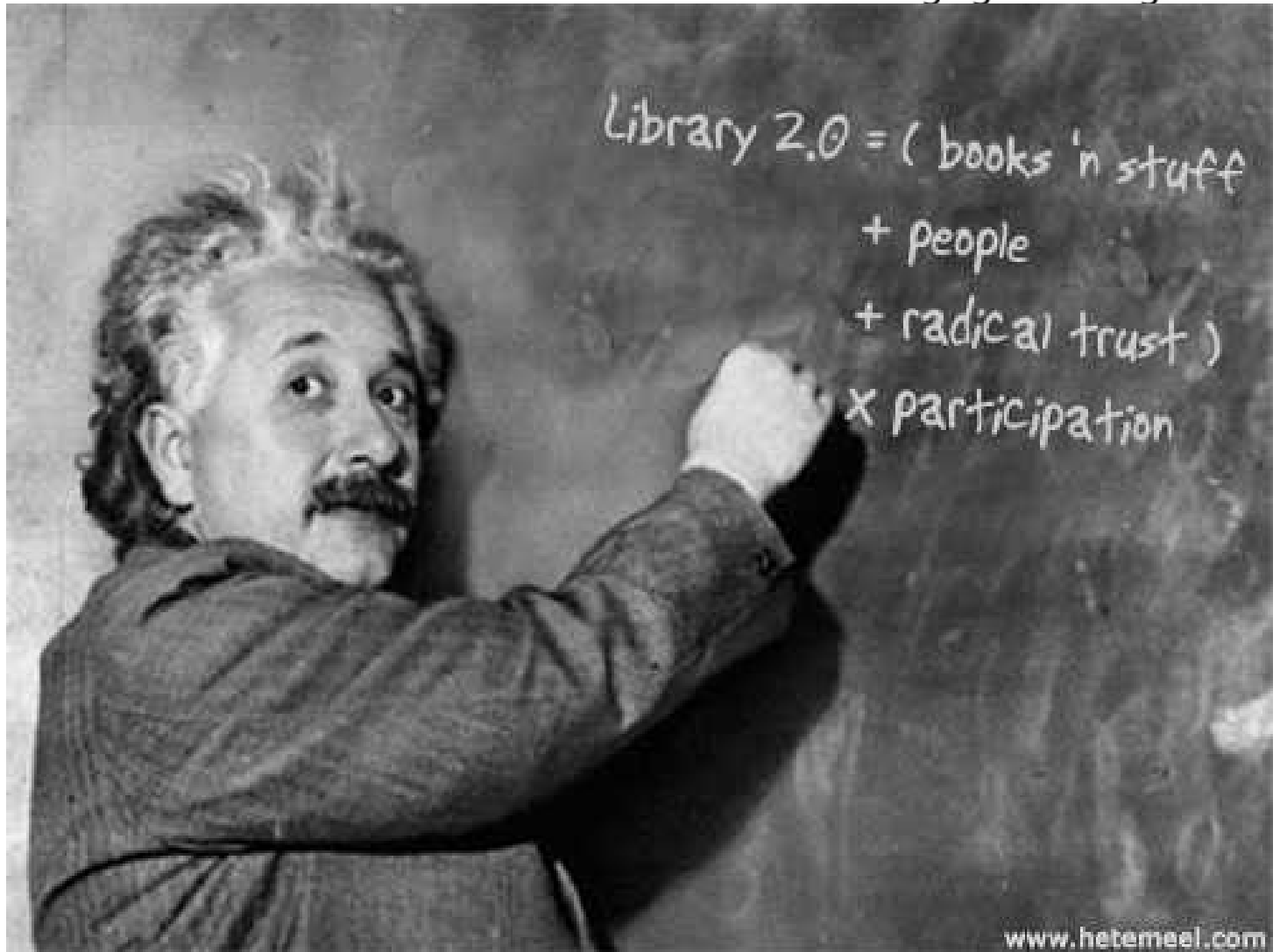
**Michael Casey, LibraryCrunch.com blog
Gwinnett County PL**



Library 2.0 is very much influenced by technology-driven, two-way, social interactions between staff and staff and staff and patrons. L2 has provided a framework within which we've been able to re-evaluate every aspect of classical librarianship with the end goal of usability and findability in mind.

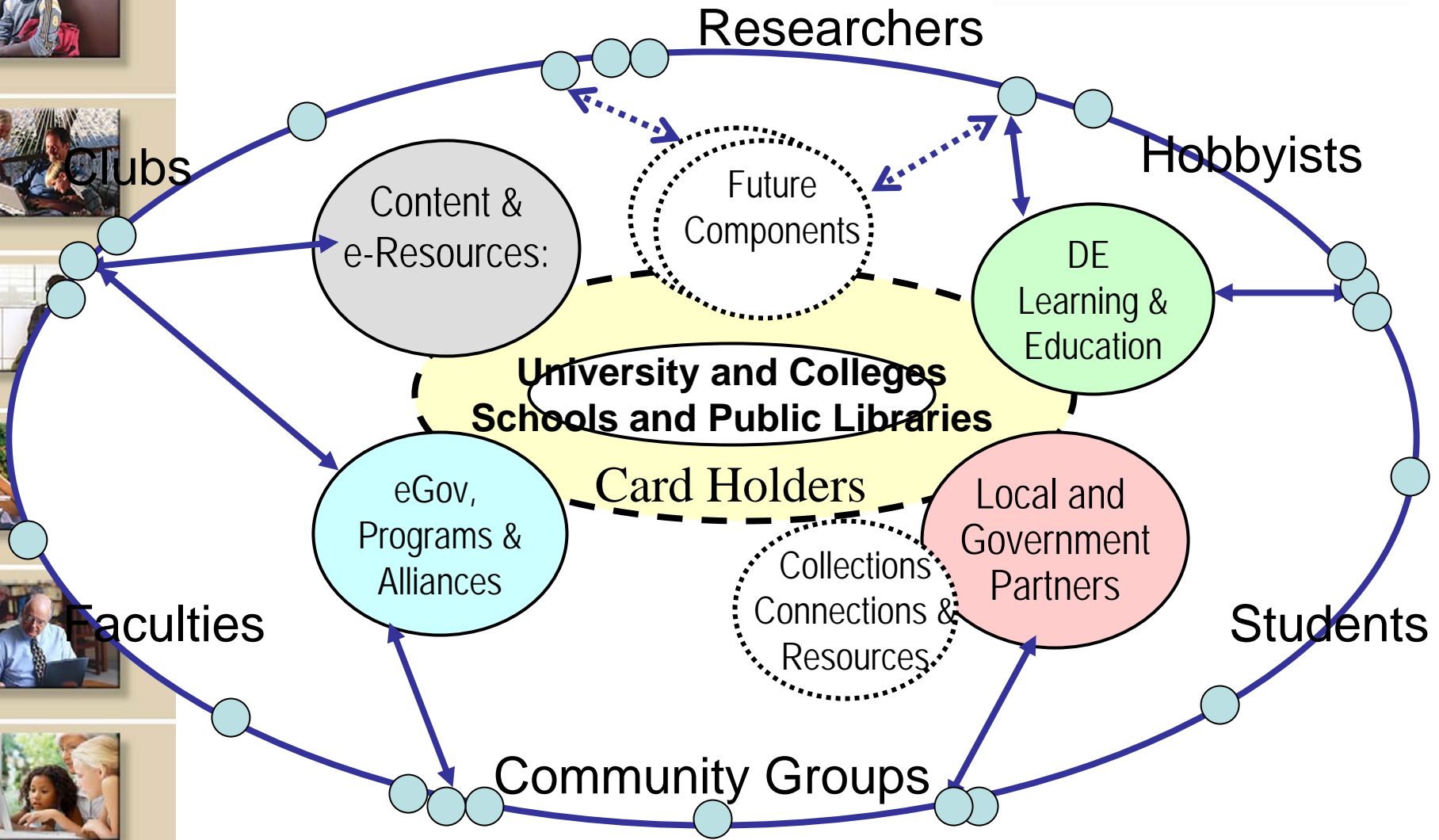
John Blyberg, Blyberg.net, AADL





Darlene Fichter, 2006

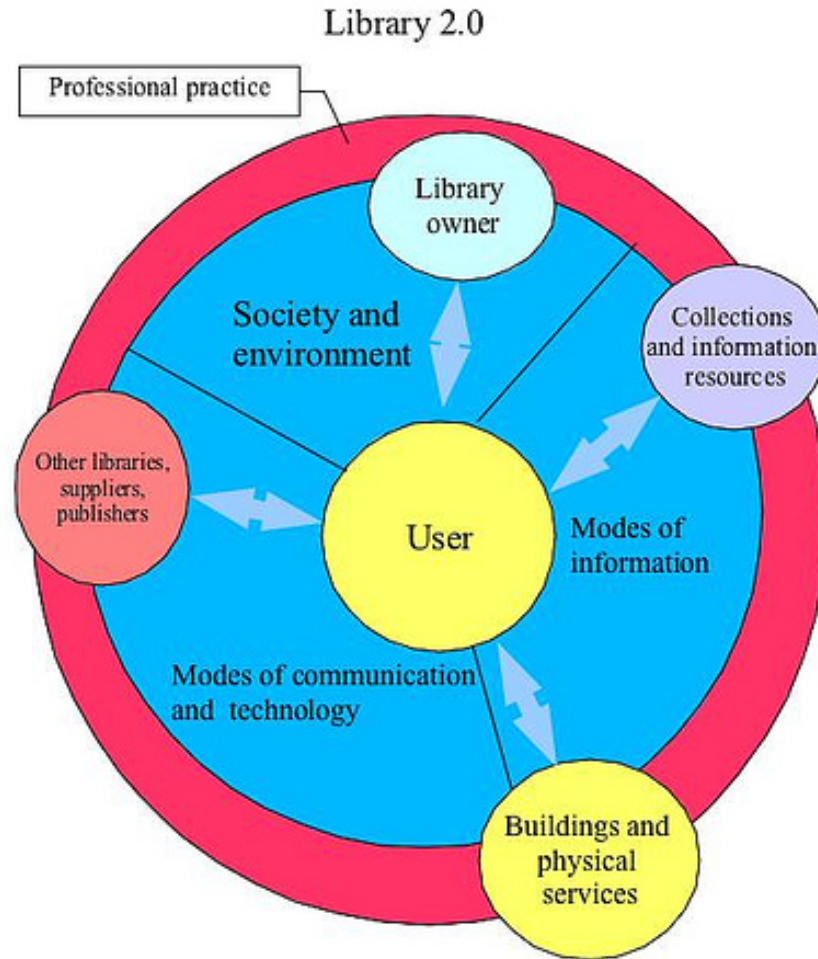




Emerging Model for Community, Learning and Research Enterprises



Library 2.0



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

peer
production

cost-effective
scalability

AJAX

unintended
uses

mash-ups

Software as
a Service

tagging

RSS

Identity
2.0

Library
2.0

Law 2.0

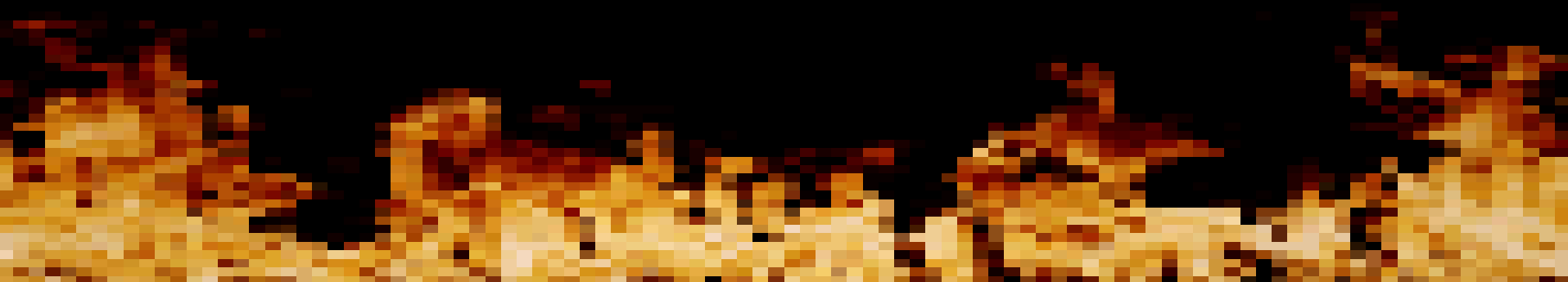
Media
2.0

Advertising
2.0

Democracy
2.0

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
- 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



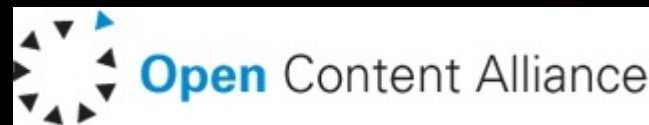
facebook

Pandora

LibraryThing BETA



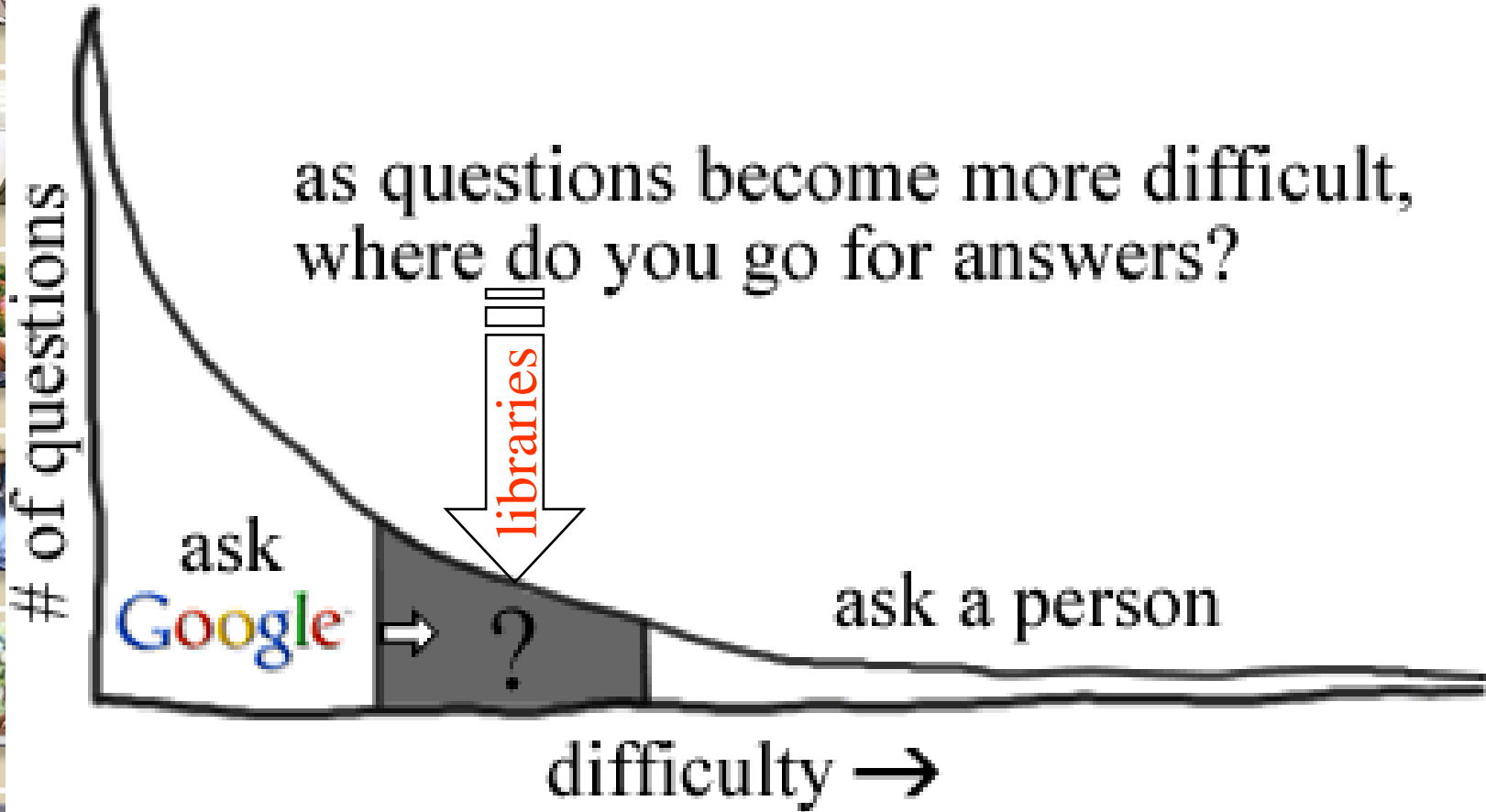
ELF - keeping tabs on your library material







The Long Tail of QUESTIONS



The Value Hierarchy in Web 2.0 Software

1

Users

attention *interaction*
presence *usage* *collaboration*

2

Data

secondary: *primary:*
microformatting *information*
ranking trackbacks *shared media* *attention data*
tagging bookmarking *feeds* *links*

highest value

3

Function

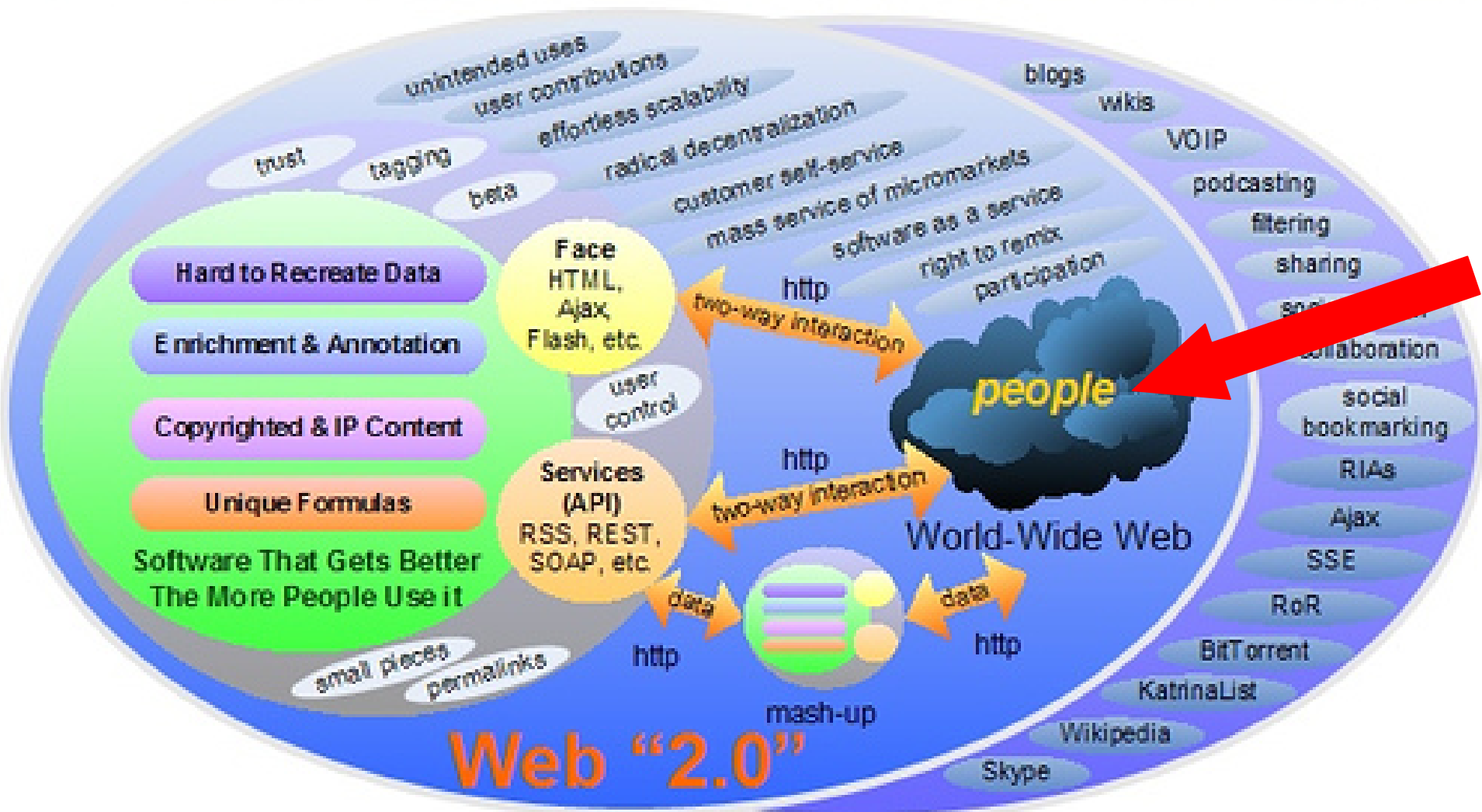
RIAs *mashups*
sites *hybrid apps* *Web services*

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

Source: <http://web2.wsj2.com>



Elements of the Web's Next Generation



Source: <http://web2.wsj2.com>

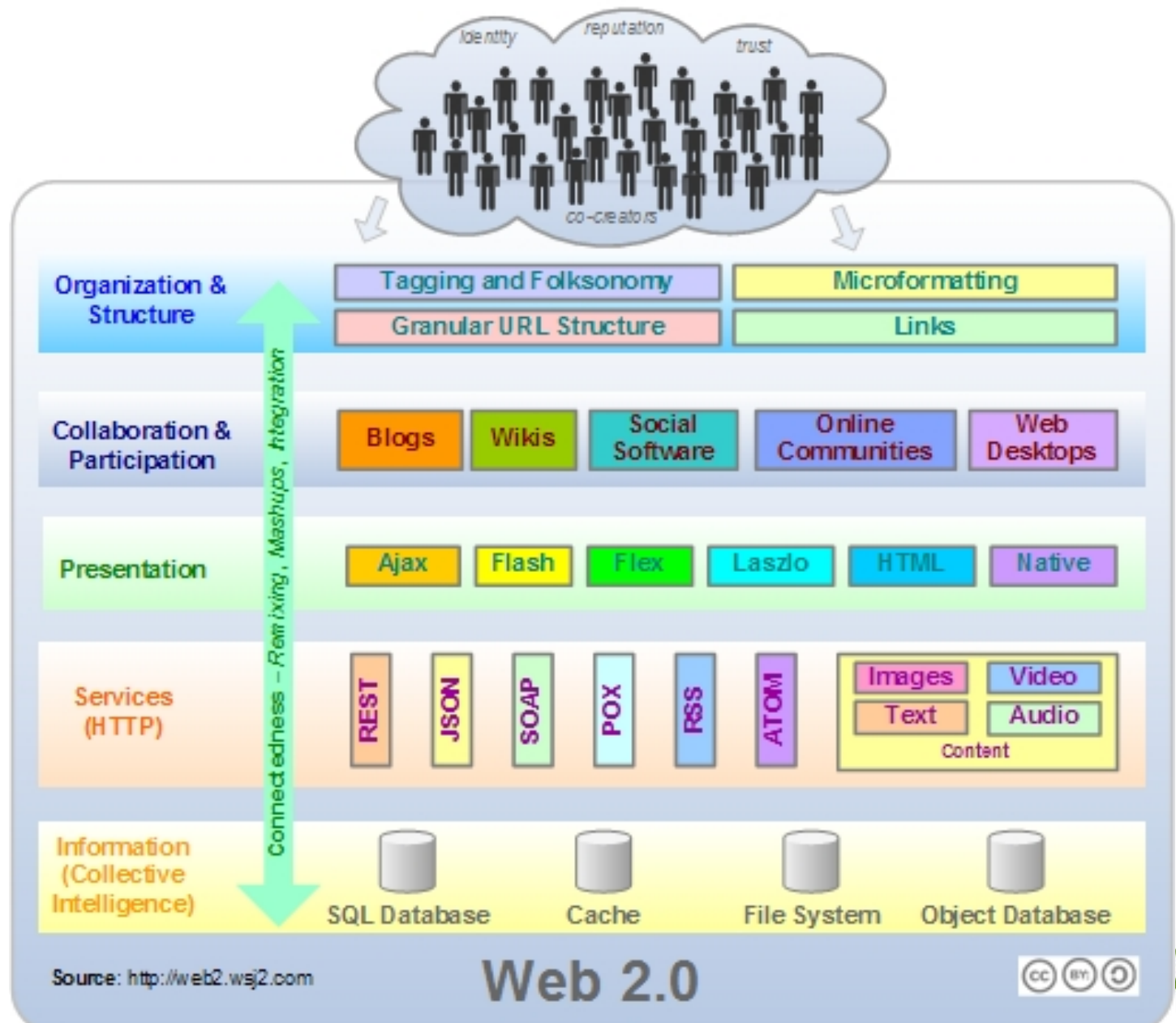


Pull-Based Systems on the Web Are Altering Traditional Enterprise



Yet Another View of Web 2.0

A Stratigraphic View of the People and Elements



Bringing Knowledge to Life.

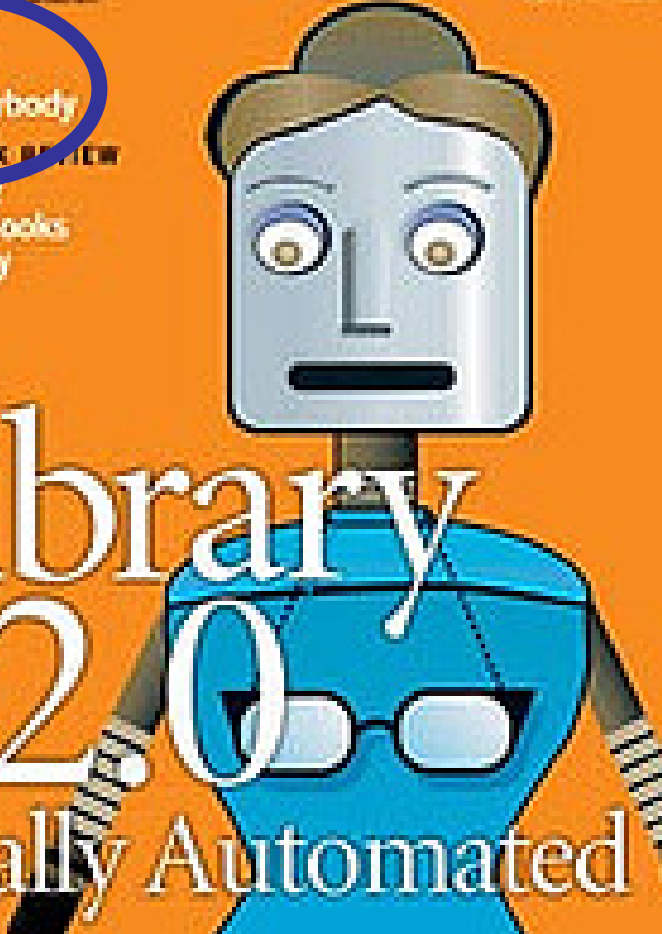
Boozy Push for ALA Attendance in New Orleans

LIBRARY JOURNAL

SirsiDynix
Buys Everybody

IN THE BOOK REVIEW
Ozarkans:
The Gay Books
Controversy

Library 220 Totally Automated



Web 2.0: The Inevitable Trough of Disillusionment



Why Fruit₂0®?

Talk to Us

Product Info

Advertising

News



Fruit₂0®

Zero Calories

Zero Grams of Carbohydrates

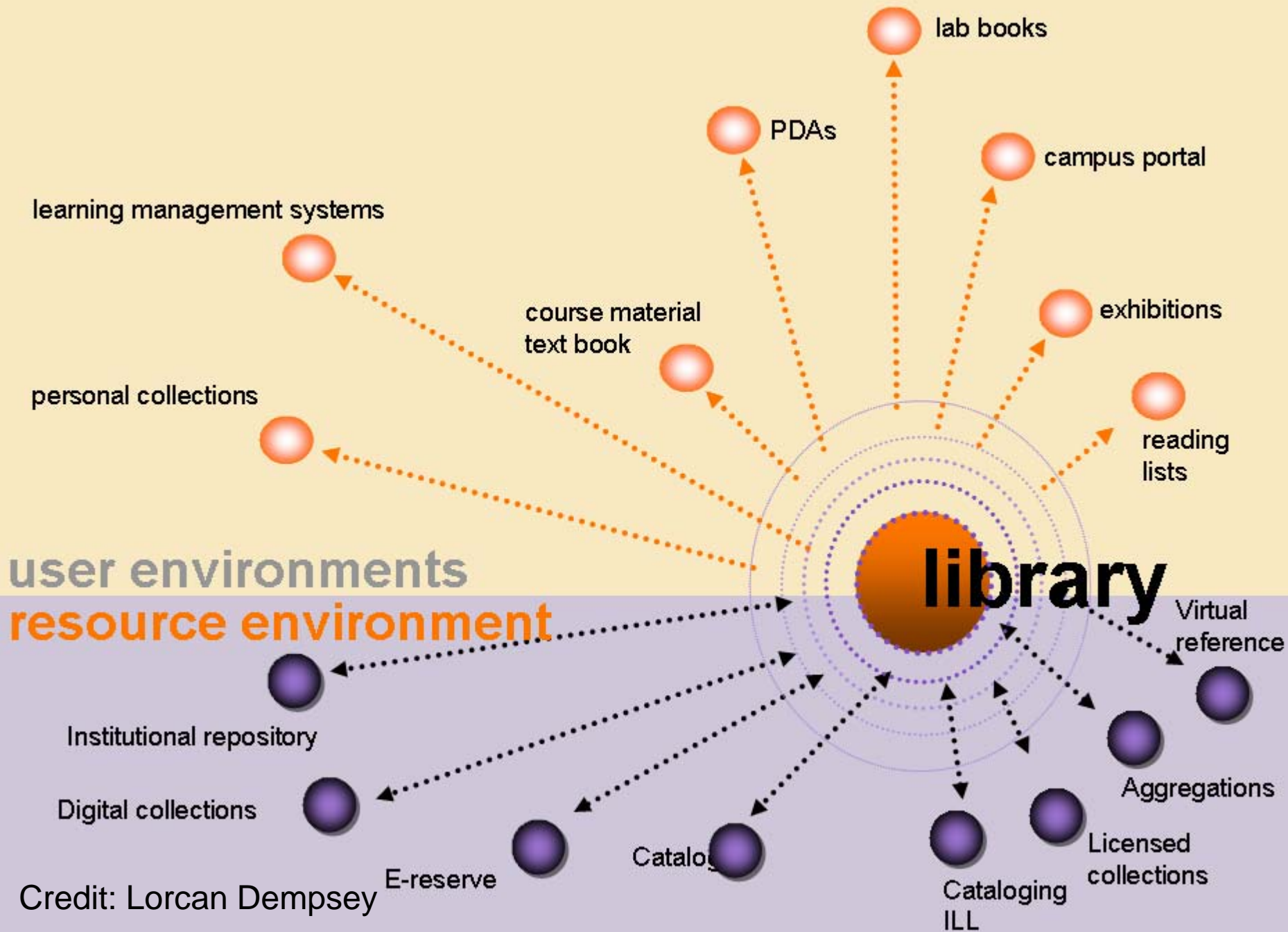
Zero Grams of Sugar

Eleven Flavors

NEW! Fruit₂0 Plus 10™

Now With 10 Essential Vitamins & Minerals





Credit: Lorcan Dempsey

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

Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

RSS – really simple syndication



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Wikis



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

New Programming Tools:
AJAX, API, unAPI, Mash-ups, widgets,
Gadgets, Java/J2EE, wizards



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Blogs and blogging



Bringing Knowledge to Life.



BLOGGING

WE'RE GOING TO NEED MORE MONKEYS.

Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Commentary and comments



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WEB 2.0

**What does
it really
mean?**

Personalization and My Profiles





Bringing Knowledge to Life.



Personalization

- RSS, MyLibrary, etc.



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WEB 2.0

**What does
it really
mean?**

Podcasting, P2P and MP3 files



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WEB 2.0

**What does
it really
mean?**

Streaming Media – audio and video
Podcasts, MP3's



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Reviews and User-driven Ratings



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Recommender Functionality



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Personalized Alerts



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Instant Messaging and Virtual Reference

Have you seen ChaCha?





ChaCha Search

Search With Guide

[What's This?](#)

[What's This?](#)

[Make ChaCha your Homepage!](#) | [The ChaCha Underground](#)



mercury
ChaCha Search Search With Guide

Hide Chat

Your guides recommend this directory for your search.

Guide Session

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

- mercury
- Science > Astronomy
- Business > Automotive
- Recreation > Autos
- Arts > Writers Resources
- Science > News and Media

Guide Recommended Resources for: Science > Astronomy

Luxury Cruise to Mars Sponsored Links
Visit the Red Planet in style. Low-gravity fun for everyone!
Ads by Google

- google.space.com
http://google.space.com/search?q=mercury&site=default_collection&client=default_frontend&proxystylesheet=default_frontend&output=xml_no_dtd
- www.noblemind.com
http://www.noblemind.com/search.exe?var=1&form=mercury
- astronomylinks.com
http://astronomylinks.com/cgi-bin/links/search.cgi?query=mercury
- jux2 Meta Search Engine Compare Search Engines
http://www.jux2.com/best.php?q=mercury&submit=Search
- DMOZ
http://search.dmoz.org/cgi-bin/search?search=mercury

Open Directory Quick Search for: Science > Astronomy

Displaying 1 - 5 of 32 | Next »

- Planetary Transits Across the Sun

Free Advanced Aeries C6 N-GT telescope w/ free shipping! Survey req.
www.ontheweb-offer.com

It's Time for Wondertime
Revel in the joys of your child's learning! New parenting website.
Wondertime.com

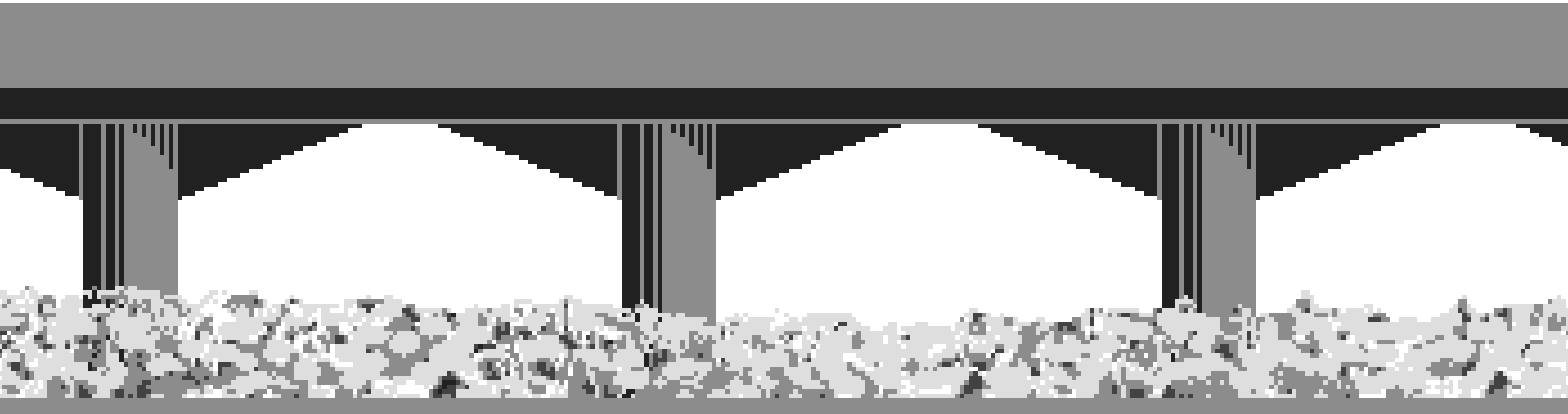
Free LEAN CUISINE Fitness & Meal Planner
Plan and track your fitness and meal plans for a healthier you.
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Capital One Auto Finance® Center
Drive away with APRs from **5.99%**
Today's APRs from:
New Dealer 5.99%
Used Dealer 7.29%
Refinance 7.45%
Motorcycle 8.35%
Person-to-Person 8.25%
Lease Buyout 7.75%
Shop like a cash buyer with a Blank Check®
Refinance your existing loan and save
Calculate your monthly payment
Apply Now

WEB 2.0

Productivity Tools

WHY?



Productivity Tools

- Self Service, OneStop
- Print / PC Management
- RFID
- ILL Solutions
- Wireless
- SmartSource
- Secured Resources
- PocketCirc
- LiveNetwork
- Envisionware
- E-vance, e-events
- Consulting services

Get your
backroom
act in order!



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Web Services



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Device Neutral and Independent



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Folksonomies, Tagging and Tag Clouds
Visualization



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Photos (e.g. Flickr, Picasa)



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Social Networking



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Socially Driven Content



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Social Bookmarking



Bringing Knowledge to Life.

WEB 2.0

**What does
it really
mean?**

Open Access, Open Source, Open Content





Library 2.0

All of the above!
And FRBR, etc.
And a culture of nimble experimentation.

Library 2.0

Learning
Community
Productivity

Librarian 2.0

The Guru of the Information Age!



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Understands the power of the Web 2.0 opportunities



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Learns the major tools of Web 2.0 and
Library 2.0 and tries to innovate



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Combines e-resources and print formats
and is container and format agnostic.



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Is device *independent* and uses and delivers to everything from laptops to Smartphones to PDAs to iPods



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Develops targeted federated search and
adopts the OpenURL standard



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Works at the Lesson Level



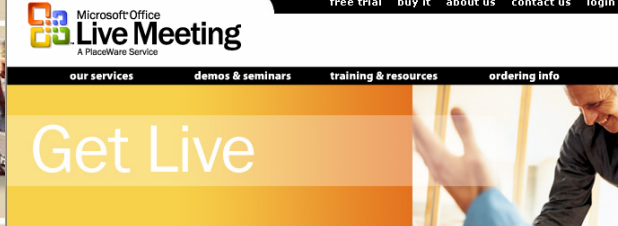
Our inner child learns fastest. Let 'em out to play!

Bringing Knowledge to Life.

Sakai



Blackboard

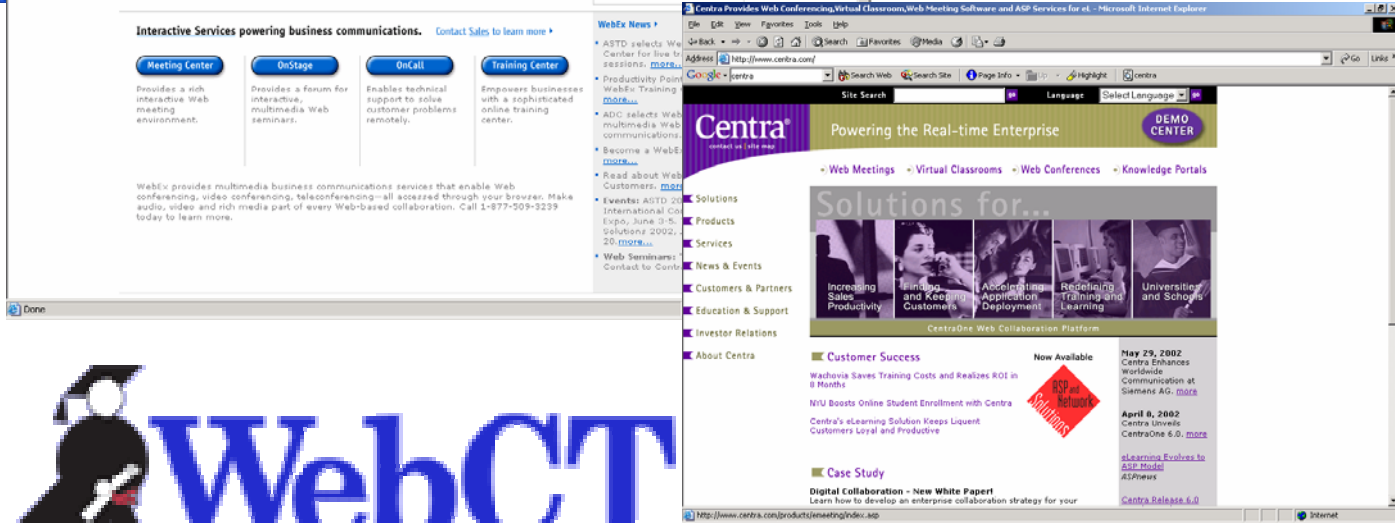
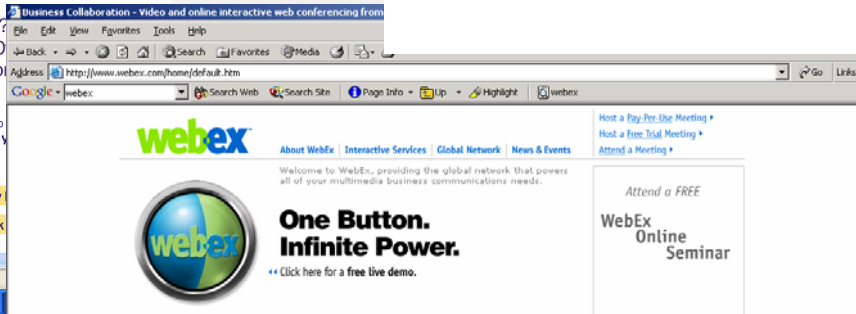


Even better collaboration and improved Microsoft Office Live Meeting, a new standard in web collaboration.

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FREE 30 DAY TRIAL!

Sign up in 30 days

Daily Quick



Librarian 2.0

Connects people and technology and
information in context



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Doesn't shy away from non-traditional cataloguing and classification and chooses tagging, folksonomies and user-driven content descriptions where appropriate.



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Embraces non-textual information and the power of pictures, moving images, sight and sound



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Understands the 'long tail' and leverages
the power of old and new content



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Sees the potential in using content sources like the Open Content Alliance, Google Print and OpenWorldCat



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Connects users up to expert discussions, conversations and communities of practice *and* participates there as well



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Uses and develops advanced social networks to enterprise advantage



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Connects with everyone using their communication mode of choice – telephone, mail, print, Skype, IM, SMS, e-mail, virtual reference, etc.



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Encourages user driven metadata and user developed content and commentary



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Understands the wisdom of crowds and the real roles and impacts of the blogosphere, web syndicasphere and wikisphere



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Understands their users at a deep level –
not just as pointers and clickers



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Understands end users deeply in terms of their goals and aspirations, workflows, and social and content needs, and more.



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Librarian 2.0 is where the user is, when the user is there. This is an immersion environment.



Our inner child learns fastest. Let 'em out to play!

Librarian 2.0

Librarian 2.0 strives to spend more time on direct end user impacts than library management.



Our inner child learns fastest. Let 'em out to play!

WIKIS
WEB 2.0
RSS FEEDS
STREAMING MEDIA
GAMING
SOCIAL FOLKSONOMIES
JAVA AND MASHUPS
PODCASTS



Bringing Knowledge to Life.



Librarian 2.0 *plays*



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

Links >>

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





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43 Things

What do you want to do with your life?

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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

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Bringing Knowledge to Life.



Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0



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*



WORRY TANK



What if it doesn't work?

What if it all blows up in our

What if somebody sees?

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

What happens ten years down the line?

THINK WHAT?

R. Chaf

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