The Social Library: Becoming Library 2.0

Feb. 15, 2007: King County Library System
Stephen Abram
President-elect, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute
Sometimes it feels like this . . .
There’s no place like home...
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*
Pew 2020 Predictions

- A low-cost global network will be thriving and creating new opportunities in a “flattening” world.

- Humans will remain in charge, even as more activity is automated and “smart agents” proliferate. However, a significant majority agreed that technology in the future will be beyond our ability to stay in charge of technology, as shown in the survey.

- Virtual reality will be compelling enough to enhance worker productivity and also spawn new addiction problems.

- Tech “refuseniks” will emerge as a cultural group characterized by their choice to live off the network. Some will do this as a way to limit information overload, while others will commit acts of violence and terror against technology-inspired change.

- People will wittingly and unwittingly disclose more about themselves, gaining some benefits in the process even as they lose some privacy.

- English will be a universal language of global communications, but other languages will not be displaced. Indeed, many felt other languages such as Mandarin, would grow in prominence.
Do you sometimes feel poor?
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 interdisciplinary)
- Creation is social
- Humanity is social
- Student and scholarly life is social
Is Magazine Content Social?

![Web Features of America's Top 50 Magazines](chart.png)
Is News Content Social?
Are Scholars’ Citations Social?
BiblioCommons
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?

Results 1-10 of about 12,766 for library near Issaquah, WA - [Show details]
Categories: Libraries, Government, Offices, County

- Issaquah Library - [More info]
  10 W Sunset Way, Issaquah, WA
  (425) 392-5430 - call: 2 reviews

- King County Library - [More info]
  980 Newport Way NW, Issaquah, WA
  (425) 392-3200 - call

- Trinity Lutheran College - [More info]
  4221 208th Ave SE, Issaquah, WA
  (425) 392-0400 - call

- King County Library System - [More info]
  980 Newport Way NW, Issaquah, WA
  (425) 392-3200 - call

- Kent Regional Library - [More info]
  212 2nd Ave NE, Issaquah, WA
  (425) 392-5075 - call

- King County of Newport Way Library - [More info]
  14290 SE Newport Way, Bellevue, WA
  (425) 747-2390 - call: 1 review

Get directions: [To here] - [From here]
Search nearby - Send to phone
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.
Figure 2: The Many Forms of Social Computing

<table>
<thead>
<tr>
<th>Social technology</th>
<th>Examples</th>
<th>Current usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>LinkedIn</td>
<td>6% of North American online consumers use social networking sites weekly, up from 4% in 2004.</td>
</tr>
<tr>
<td>Technology that allows users to leverage personal connections.</td>
<td>Facebook</td>
<td>6% of North American online consumers use RSS weekly.</td>
</tr>
<tr>
<td></td>
<td>orkut</td>
<td>- 67% of marketers use RSS feeds.</td>
</tr>
<tr>
<td></td>
<td>myspace</td>
<td></td>
</tr>
<tr>
<td></td>
<td>friendster</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FeedBurner</td>
<td></td>
</tr>
<tr>
<td>RSS</td>
<td>Pluck</td>
<td></td>
</tr>
<tr>
<td>An XML standard that lets users collect and read content feeds.</td>
<td>Pluck</td>
<td></td>
</tr>
<tr>
<td>Open source software</td>
<td>Apache</td>
<td></td>
</tr>
<tr>
<td>Publicly available software that can be copied or modified without payment.</td>
<td>Apache</td>
<td></td>
</tr>
<tr>
<td>Blogs</td>
<td>TypePad</td>
<td></td>
</tr>
<tr>
<td>Online diaries of text, photos, or other media.</td>
<td>TypePad</td>
<td></td>
</tr>
<tr>
<td>Search engines</td>
<td>Google</td>
<td></td>
</tr>
<tr>
<td>Services that find Web content based on user-specified criteria.</td>
<td>Google</td>
<td></td>
</tr>
<tr>
<td>User review portals</td>
<td>TripAdvisor</td>
<td></td>
</tr>
<tr>
<td>Web portals that allow users to search for peer reviews on a product or service.</td>
<td>TripAdvisor</td>
<td></td>
</tr>
<tr>
<td>P2P file sharing</td>
<td>BitTorrent</td>
<td></td>
</tr>
<tr>
<td>Sharing media files over a network powered by users who act as both client and server.</td>
<td>BitTorrent</td>
<td></td>
</tr>
<tr>
<td>C2C eCommerce</td>
<td>eBay</td>
<td></td>
</tr>
<tr>
<td>Buying and selling among consumers via the Net.</td>
<td>eBay</td>
<td></td>
</tr>
<tr>
<td>Comparison shopping sites</td>
<td>PriceGrabber.com</td>
<td></td>
</tr>
<tr>
<td>Sites that allow consumers to compare products or services.</td>
<td>PriceGrabber.com</td>
<td></td>
</tr>
<tr>
<td>Podcasts</td>
<td>Shopzilla</td>
<td></td>
</tr>
<tr>
<td>Online audio or video that users can download to a device.</td>
<td>Shopzilla</td>
<td></td>
</tr>
<tr>
<td>Wikis/Collaboration software</td>
<td>Digg</td>
<td>1% of North American online consumers listen to podcasts today, but 24% are interested in it.</td>
</tr>
<tr>
<td>Shared publishing software or site that allows users to edit content.</td>
<td>Digg</td>
<td>Wikipedia, a collaborative encyclopedia, has more than 3 million pages, in almost 200 languages.</td>
</tr>
<tr>
<td>Tagging</td>
<td>bea</td>
<td>According to the Wall Street Journal, tagging sites garner less than 1% of Google's traffic, but they are growing rapidly.</td>
</tr>
<tr>
<td>Metadata assigned to items like photos or Web pages to facilitate searching and sharing.</td>
<td>bea</td>
<td></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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del.icio.us
social bookmarking

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

get started

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

HOT NOW
Revision3  save this
first posted by: m.c.s on
podcast video tech technology blog tags

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

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

tags to watch

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

productivity
Randy 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)

google
## Tagging

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

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

Make it OpenURL compliant

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

Add a toolbar that behaves in a research way

Integrate e-commerce for articles, standards, etc.

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

Do OCLC stu
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
Grow Your Skills
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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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- Social Bookmarking
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: RonlyceB
RonlyceB: Hi there, I will be helping with your search.
You: Hi RonlyceB, what can I help you with today?
You: I need to search about Mercury
RonlyceB: sure.
You: You there?
Status: Session ended.

Guide Recommended Resources for: Science > Astronomy

1. google space.com
   https://google.space.com/search?q=mercury&site=default_collection&client=default_frontend&prname=style=default_frontend&ooutput=xml_no_dtd
2. www.noblemind.com
   http://www.noblemind.com/search?var=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?search=mercury

Open Directory Quick Search for: Science > Astronomy

Displaying 1 - 5 of 32 | Next »
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**
   - RIAs
   - 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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Reminder:
200,000-250,000 A DAY!
Reminder: 15 million daily users, and 30 billion page views a month
Hennepin County Library's Blurb:

About me:

Library Search

Find books & more

and Hennepin County Library catalog search to your MySpace!

26 libraries in custom: 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.


Question? Ask us online 24/7.

Hennepin County Library

Who'd I like to meet:

Library Users, Authors, Volunteers, Teens...

Hennepin County Library has 293 friends.

eVolver
can't take my eyes off you

Steen
Charbonneau
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 | Forward to Friend
Add to Friends | Add to Favorites
Instant Message | Block User
Add to Group | Rank 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 Blurbs

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 visit for a study break! ...
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/brooklyncollegelibrary

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

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

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

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

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
Hello, Stephen!

View My:
- Profile
- Pics
- Videos
- Blog
- Comments
- Friends

Edit Profile
- Account Settings
- Add/Edit Photos
- Add/Change Videos
- Manage Calendar
- Manage Blog
- Manage Address Book

Cool New Videos

Featured Profile
- What's the deal?
My Smarter Space
Sydney Abram's Profile (This is you)

Information

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: I'm 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:
Favorite Quotes: 
About Me:
"that's my life story"
(insert.. bongo solo)

Photos
You have 5 albums.
Stephen Abram's Profile (This is you)

Stephen Abram
No Network
Sex: Male
Relationship Status: Married
Looking For: Friendship
Birthday: May 8, 1954
Hometown: Toronto, Ontario
Political Views: Very Liberal
Religious Views: Open

View More Photos of Me (1)
Edit My Profile
Create a Profile Badge

▼ Status
[!] Keep your friends updated on your current status.

▼ Friends
65 friends
See All

Download Privacy Settings | Print This Page

▼ Mini-Feed
Displaying 10 stories.

Today
- Stephen and Rian M. are now friends. 4:20pm
- Stephen and Pamela Jacobs are now friends. 4:20pm
- Stephen and Ruth Kneale are now friends. 4:20pm
- Stephen and Donna Bourne-Tysom are now friends. 4:20pm

Yesterday
- Stephen and Wendy Juniper are now friends. 5:39pm
- Stephen and Geoff Harder are now friends. 10:47am

February 12
- Stephen joined the group NEL1 Alumni. 5:30pm
- Stephen and Meg Kribbe are now friends. 5:32pm

February 11
- Stephen joined the group Gaming Librarians. 3:00pm
- Stephen and Chuck Cerny are now friends. 3:00pm
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.
Teen SL Library services meeting, Sun 5/7/06
Second Life Library eBooks
Reading Room
Inside

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.

FYI

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Sports . . . . . . Page 16

Web Poll

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.

About Us

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

M²

happy mother’s day

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

Zack Mortal, Instructor

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.

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilizes the programs, currently offered online to librarians and libraries, within SL. The two entities eventually hope to offer a platform 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 library services to 285 libraries and is fully funded by the state of Illinois.

added that ALS is one of the few organizations, technically speaking, and their philosophy to mine new technologies as the gospel of library usage, innovation, risk, innovation, growth,” she stated.

Ball, the ALS’s director of marketing, read about SL in a blog, created an account, logged into an avatar, Lorrain Jones, and found a virtual world of almost 200,000. He found that SL had a few such as Wandering Yaffe’s library, but thought that 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 criticisms from many library blogs, but instead has found those in the field to be immensely excited about the possibilities offered by SL.

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

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 )
× 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**

**Resource Environment**
- Library 2.0 user

<table>
<thead>
<tr>
<th>Library catalogue</th>
<th>MARC compliant</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Web 2.0 platform 24/7</strong></td>
<td>adaptable user interface</td>
</tr>
<tr>
<td><strong>Information services</strong></td>
<td>Online, Virtual Learning spaces</td>
</tr>
<tr>
<td><strong>Blended digital Web Collections</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Blended digital repository</strong></td>
<td></td>
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<tr>
<td><strong>Digital access for personal organisation</strong></td>
<td>E-reserve</td>
</tr>
<tr>
<td></td>
<td>Borrower loan access</td>
</tr>
<tr>
<td><strong>Digital access for licensed collections</strong></td>
<td>e-books, videos &amp; multimedia,</td>
</tr>
<tr>
<td></td>
<td>images, learning objects, etc</td>
</tr>
<tr>
<td></td>
<td>specialist online databases</td>
</tr>
<tr>
<td><strong>Federated searching</strong></td>
<td>Z39.50</td>
</tr>
<tr>
<td><strong>Taxonomy</strong></td>
<td>supported by global metadata standards</td>
</tr>
</tbody>
</table>

**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** | |
Emerging Model for Community, Learning and Research Enterprises

Credit: adapted from Rick Luce, LANL
Library 2.0

Professional practice

Library owner

Society and environment

Other libraries, suppliers, publishers

Modes of communication and technology

Collections and information resources

User

Modes of information

Buildings and physical services
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

Identity 2.0
Library 2.0
Law 2.0
Media 2.0
Advertising 2.0
Democracy 2.0

AJAX, mash-ups, RSS, software as a Service
The Long Tail of QUESTIONS

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

# of questions

ask

Google

?  libraries

ask a person

difficulty
Boozy Push for ALA Attendance in New Orleans

Library 22.0
Totally Automated

SirsiDynix
Buys Everybody

Oklahoma: The Gay Books Controversy
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
SchoolRooms 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!):
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
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

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...

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...
Back to School? Discover SchoolRooms

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

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

What Is...
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?

I want to do this

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 ic 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 lying  go 60  exercising more  Wataw wants to fill you up on that...
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.
Just do it

We librarians must learn that when we study something to death, \textit{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
So, how should Info Pros react?
BRAINS

- You KNOW more than they do!
- You have VERY high information literacy skills
- What else would be the key competency in a knowledge-based society?
HEART

- You care about excellent customer service
- You strive to meet their REAL needs
COURAGE

- You’re out there every day doing this
- You will survive and thrive
Clicking your heels together is not enough!

• Get out there and sell yourself and your talents – not just your databases and collections!
The Future Ain’t What it Used to Be!

SHIFT HAPPENS
Let’s not study it to death...
Support Each Other – Encourage the soul.
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Chief Strategist, SirsiDynix Institute
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