



Competing with Google

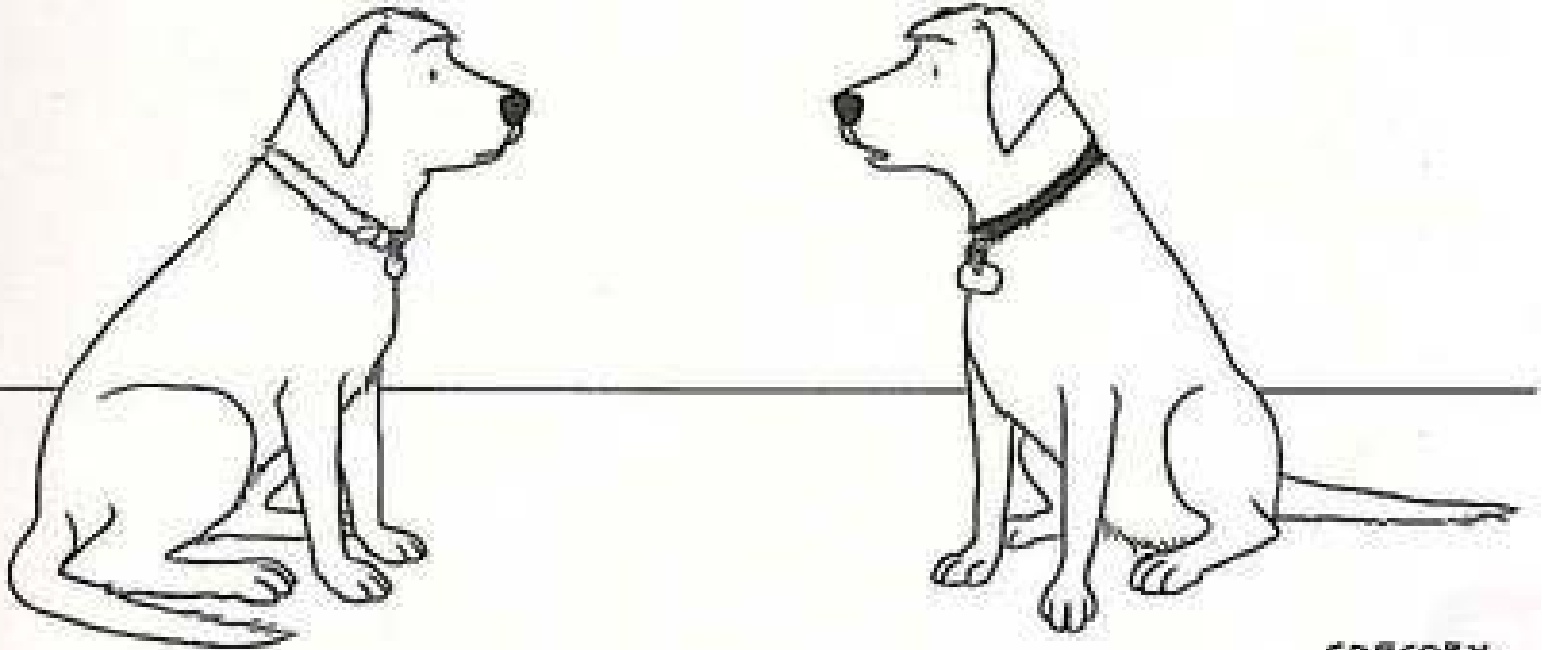
Oct. 10, 2006

Stephen Abram

Vice President, Innovation

SirsiDynix





GREGORY

"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."



"I'll be happy to give you innovative thinking. What are the guidelines?"



E-Content

By Paul B. Gandel

Libraries: Standing at the Wrong Platform, Waiting for the Wrong Train?

Libraries have taken some major hits over the past few months, again raising questions about how or whether libraries will survive a constantly shifting information landscape. The announcement by the University of Texas regarding the digitalization of its undergraduate li-

ship would continue to serve as anchors in a sea of change. Today's online catalog has expanded in scope and range but still preserves the underlying structure of yesterday's card catalog, in the form of MARC records. Collections have rapidly expanded into digital formats, and the methods for accessing these digital col-

lections are less about individual journals and titles and more about getting the most titles for the fewest bucks by contracting with large aggregators of electronic materials. As Paul Kobulnicky pointed out in his E-Content article in *EDUCAUSE Review*, libraries are increasingly concentrating their energies on the



©2004 P. S. Mueller From Your Belief System Is Shot-2004 Jones Books



Big Question That Matters

**How do we position libraries
and librarians for this century?**

Do we copy Google or do we
complement or do we compete?



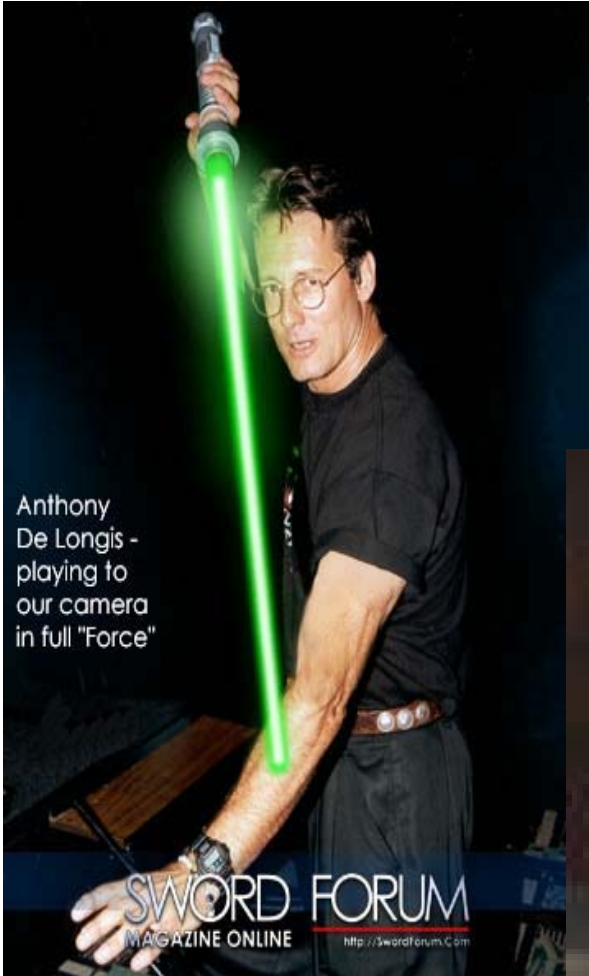
The Future is not an Extension of the Past

- The very things that made us successful will not ensure your future success.
- In fact, continuing to do the same things in the future could spell failure.
- Organizations must be retooled, new skills must be learned or brought into the organization to ensure our viability
- Occasionally, you must leave things behind as you evolve and move forward.

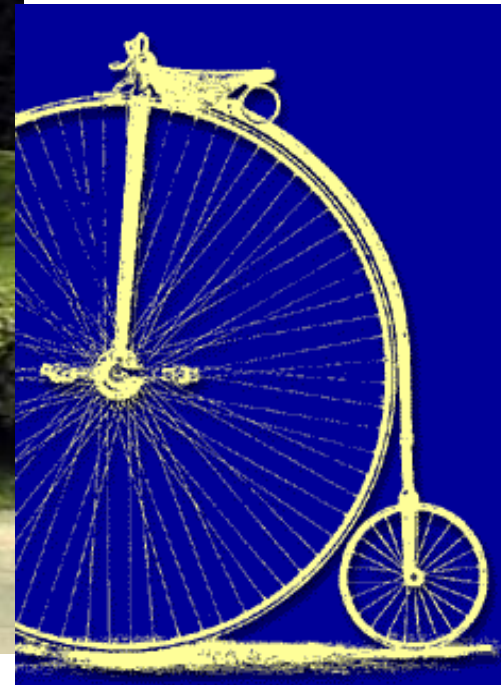
The Future Ain't What it Used to Be!



2000 Light Stopped

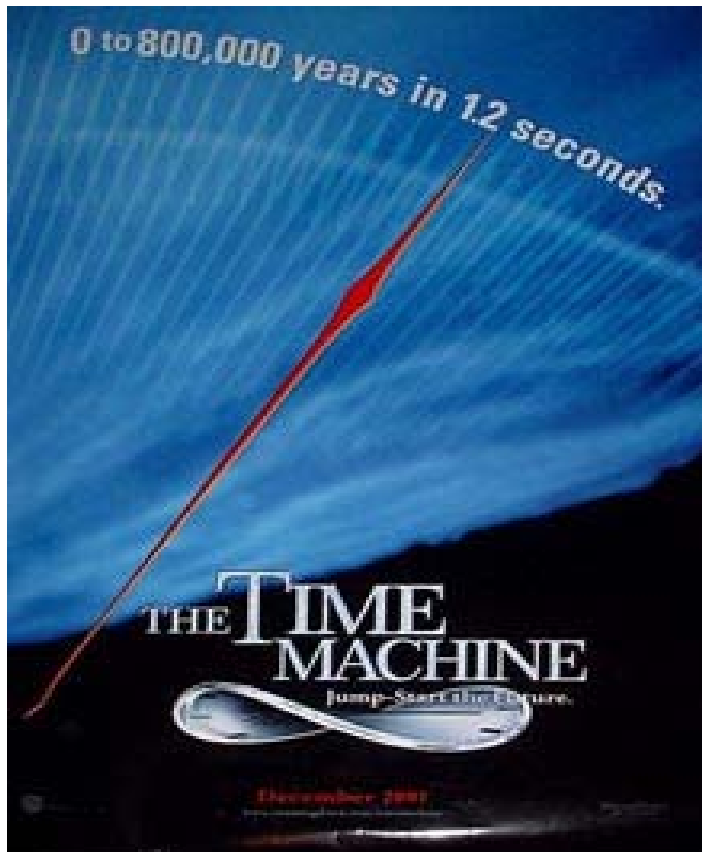


2001 Light Slowed to Bicycle Speed

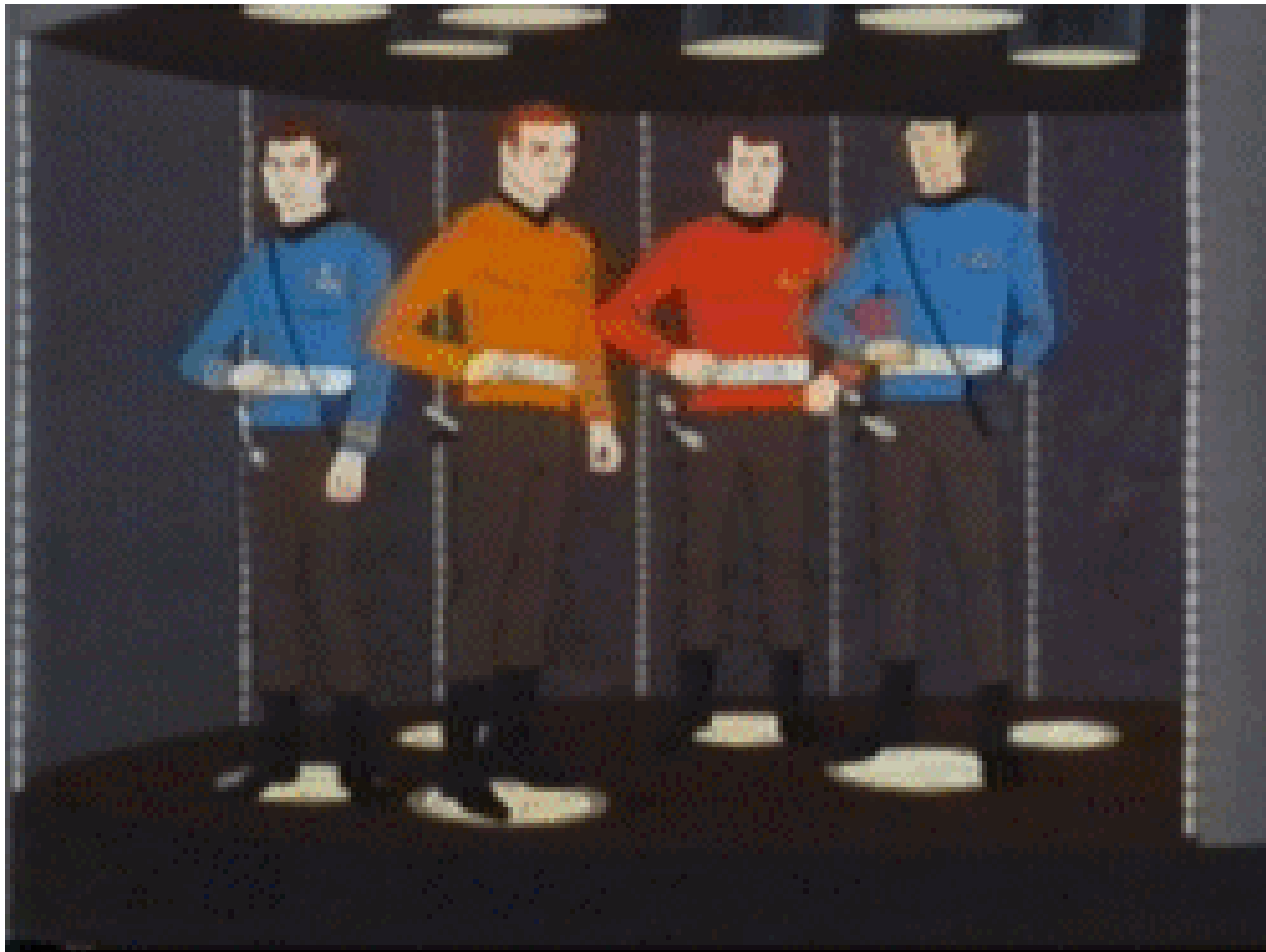




2002 Light Sent into Future



2003 Light Transported





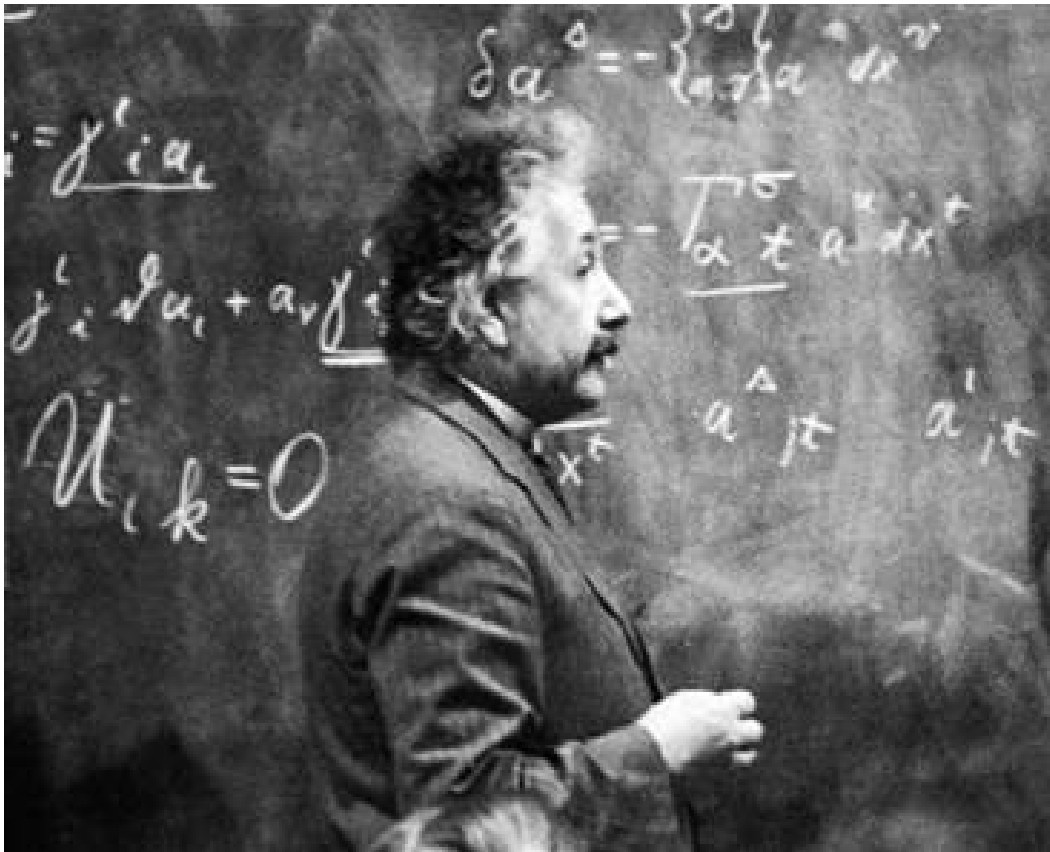
2006 Light Goes Backwards



Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester

1905 1955 2005



- Five key papers from 1905, Einstein's "annus mirabilis" or miracle year:
- Quantum nature of light
- Dimension of molecules
- Brownian motion
- [Special relativity](#)
- [Mass-energy equivalence \(E=mc²\)](#)



We love books but we need to
enter a 12 step program.

Get out the Kaopectate™



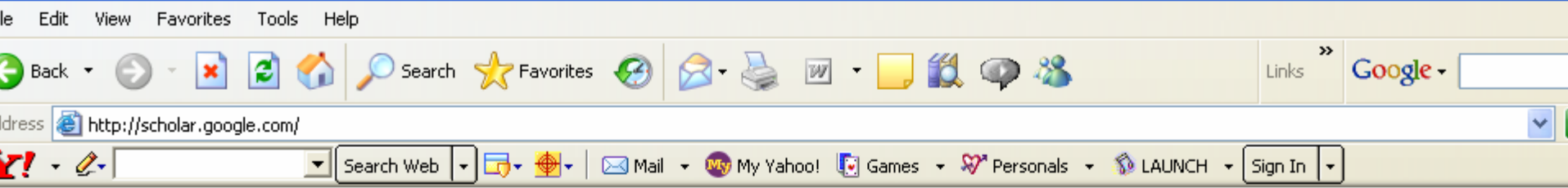
Which one is Sergey
and which one
is the other guy...?







G  g l e



Add tools – citation, RefWorks, ProCite, stat packages,

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

Personalize it and track your needs and Add alerts ...

Make it OpenUP compliant

Do OCLC stu

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

ussions, communities and Individual blogs through software

Make it

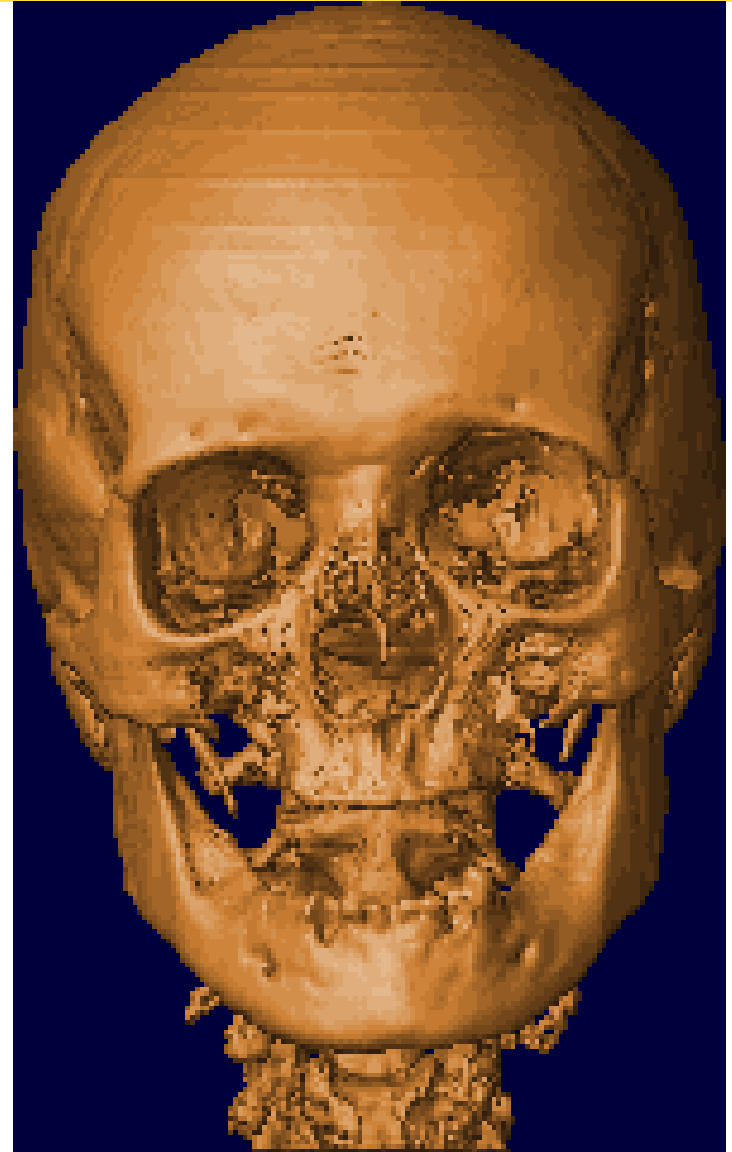
ur needs through mining all, surfing, and behaviours

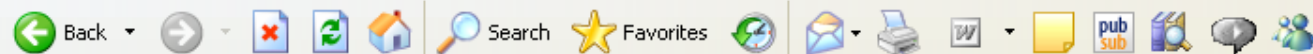
Add virtual reference



WARNING
Image contains
hidden message

Google Scholar...
Everything the modern
advertiser needs





College life, powered by Google



You spend your life dealing with information. A lot of it is academic, a lot more is personal, it all matters, and you can probably use better tools for handling it effectively. On this page, we'd like to introduce you to a few of them.



Google Scholar

We can't write 20 double-spaced pages for you, but we can get you started. Google Scholar helps you find and search academic papers, abstracts and other authoritative sources – all with the speed and accuracy of Google search. [Try it now](#)



Gmail



Talk



SMS



Maps



Toolbar



Scholar



Picasa

Get your Gmail account today.

[Click here to signup](#)

Already have Gmail?

[Sign in here.](#)

Google Tip #21:



Enter a product [\[hawaiian shirt\]](#) into the Google search box to get relevant info, such as price, and links at the top of your search results, which are linked to merchants who participate in [Froogle](#).

Sign up for the Google Friends Newsletter to stay informed of Google's latest products and more.

[Sign Up Today.](#)



Open Content Alliance

Suppose there're 250,000 books . . . Or
15,000,000 in 5 years?

How does that compare to your library?

Google Print BETA Library Project

- [About Google Print](#)
- [Google Print Help](#)
- [Publisher Program](#)
 - [Success Stories](#)
 - [Print Tour](#)
 - [Help Center](#)
 - [Apply Now](#)
- Library Project**
 - [Common Questions](#)
 - [Publisher Questions](#)

Existing Publishers
[Log in](#) to your account.

What is the Library Project?

Google Print makes offline information searchable. As part of this project, we're now working to index the book collections of several major research libraries and make this content searchable through Google Print alongside books provided by publishers through our [Publisher Program](#).

What is the goal of Google Print for Libraries?

This project's aim is simple: make it easier to find relevant books. We hope to guide more users to books – specifically books they might not be able to find any other way – all while carefully respecting authors' and publishers' copyrights. Our ultimate goal is to work with publishers and libraries to create a comprehensive, searchable, virtual card catalog of all books in all languages that helps users discover new books and publishers find new readers.

What will library books in Google look like?

If you are in the United States and you search for [Books and Culture](#) by Hamilton Wright Mabie, for instance, you'll be able to page through as much of it as you like, because its 1896 copyright means it's now in the public domain in the United States. These public domain books look very similar to publisher-submitted books except you will be able to click through all the pages of the book.

A book such as the 1924 [True Stories of Pioneer Life](#) by Mary C. Moulton, on the other hand, may still be in copyright in the United States, and we treat it as such. So, when you preview it on Google Print, you'll only see snippets of text directly around your search term. This snippet view is designed to help users find the book in their search results and make a decision about whether to go find a physical copy of the book with just bibliographic information and a few short sentences around their search query.

See what Google Print pages look like on our [Google Print Screenshots](#) page.

Book Pages



[View a full page of the book](#)
 Some books will restrict the number of pages you can view

Book Info Only





Web Images Groups News Froogle Local^{New!} Desktop more »

mach <i>avelli</i>	
machiavelli	1,140,000 results
machu picchu	540,000 results
machine mart	1,490,000 results
machu pichu	80,400 results
machine head	14,200,000 results
machine guns	3,650,000 results
machines	54,600,000 results
machine	103,000,000 results
machine gun	5,850,000 results
mach	9,470,000 results

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

As you type, Google

sults. [Learn more](#)



Google™ Local BETA

What Where

e.g. coffee shops

[Yahoo!](#) [My Yahoo!](#) [Mail](#) [Search the Web](#)

YAHOO! LOCAL [Sign In](#) [New User? Sign Up](#) [Local Home](#) - [Yellow Pages](#) - [Help](#)

Search for: **Location:** [Search Tips](#)

e.g. restaurants, dentists, museums *Address, City & State, or Zip*

Try these search ideas:

- [Tax Services in Los Angeles, CA](#)
- [Italian Restaurants in Detroit, MI](#)
- [Fitness Centers in Seattle, WA](#)

How to get the most out of Yahoo! Local:

- View all your results on one map... [learn more](#)
- Refine and sort your results... [learn more](#)
- Rate and review businesses... [learn more](#)

[Learn more about Yahoo! Local](#)

msn. Search

[Web](#) [News](#) [Images](#) [Desktop](#) [Encarta](#)

+Search Builder Settings Help Espanol

Google & Kansas City



Search results for **libraries** in this map
Categories: [Libraries](#), [Libraries Public](#)

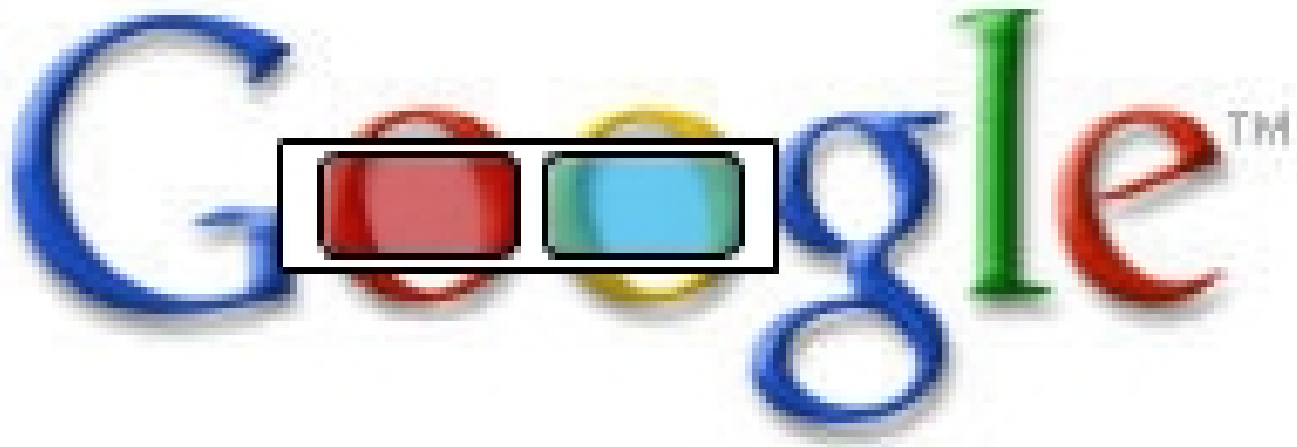
- A** [Public Libraries: Minneapolis Public Library](#)
250 Marquette Ave, Minneapolis, MN
(612) 630-6000
- B** [Leonard Street & Deinar](#)
150 S 5th St #2300, Minneapolis, MN
(612) 335-1500
- C** [Walden University](#)
155 5th Ave S #200, Minneapolis, MN
(612) 338-7224
- D** [Zelle Hofmann Voelbel Mason](#)
500 Washington Ave S #4000, Minneapolis, MN
(800) 899-5291
- E** [St Paul Public Library](#)
90 4th St W, St Paul, MN
(651) 266-7000
- F** [Gray Plant Mooty Mooty & Bennett PA](#)
80 S 8th St #500, Minneapolis, MN
(612) 343-2800

Public Libraries: Minneapolis Public Library
250 Marquette Ave
Minneapolis, MN
(612) 630-6000
friendsofmpl.org - [2293 more »](#)
[1 Review »](#)
Directions: [To here](#) - [From here](#)

The map shows Minneapolis, MN, with several library locations marked with letters A through F. A pop-up window is open for location A, providing details for the Minneapolis Public Library. The map includes street names, highways (35W, 52, 65, 280, 12), and landmarks like Northwestern College and Augsburg College. Map controls like zoom in/out and map type selection (Map, Satellite, Hybrid) are visible.

Google and 3D

- San Francisco first.





Google - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print

Address <http://www.google.com/ig> Go Links

Google google blog Search PageRank 0 blocked Check AutoLink AutoFill Options google blog

[Classic Home](#) | [Sign in](#)

Google

Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#)

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

Google Search I'm Feeling Lucky

[Personalize your Google homepage](#)

Already Personalized?
[Sign in](#)

Top Stories

[New storm gains strength near Caymans](#)
Seattle Post Intelligencer - [all 1221 related »](#)

[Status of Iraqis killed by US military causes confusion](#)
Daily Star - Lebanon - [all 625 related »](#)

[Hurricane Bus Driver Faces Charges](#)
Guardian Unlimited - [all 218 related »](#)

Weather

[Happy, TX](#)
79°F / 26°C
Clear
Wind: N at 4 mph
Humidity: 22%

Today	Tue	Wed
84° 53°	85° 56°	80° 45°

Quote of the Day

He who praises you for what you lack wishes to take from you what you have.
- [Don Juan Manuel](#)

Word of the Day

[aberrant](#): abnormal.

[Advertising Programs](#) - [Business Solutions](#) - [Privacy Policy](#) - [About Google](#)

©2005 Google

start AlbertaIMConference Microsoft Outlook We... Google - Microsoft Int... Internet 4:31 PM



Google Wireless

San Francisco...

Free, broadband and efficient...?



Welcome to Gmail

A Google approach to email.

Gmail is an experiment in a new kind of webmail, built on the idea that you should never have to delete mail and you should always be able to find the message you want. The key features are:

- **Search, don't sort.**
Use Google search to **find the exact message** you want, no matter when it was sent or received.
- **Don't throw anything away.**
1000 megabytes of free storage so you'll never need to delete another message.
- **Keep it all in context.**
Each message is grouped with all its replies and displayed as a conversation.
- **No pop-up ads. No untargeted banners.**
You see only [relevant text ads](#) and links to related web pages of interest.

Gmail Sign In

Username:

Password:

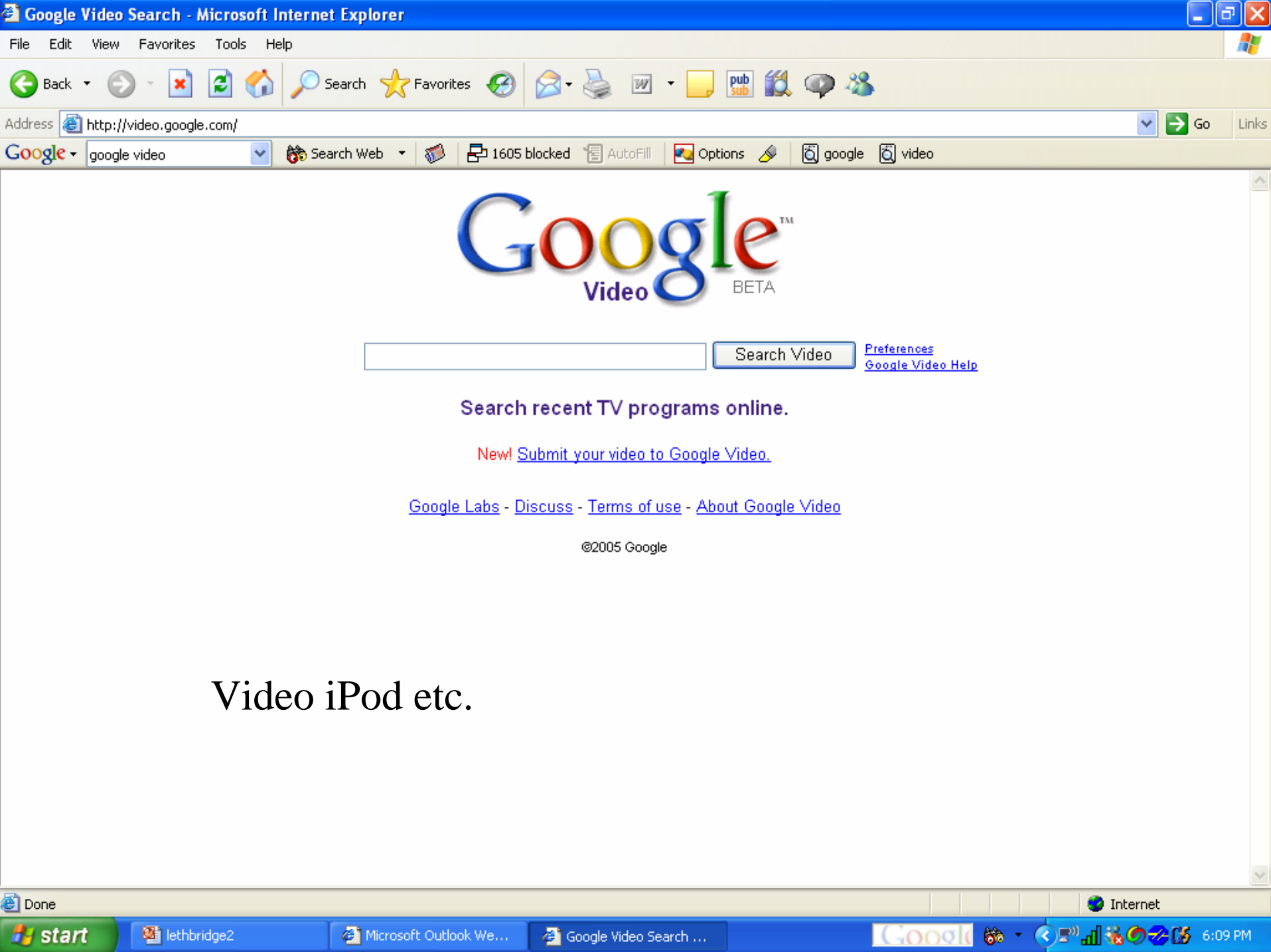
Don't ask for my password for 2 weeks.

[Forgot your password?](#)

Learn more [about Gmail](#).

Check out our [new features!](#)

A few words about [privacy and Gmail](#).



Google™

Video BETA

 [Preferences](#)
[Google Video Help](#)

Search recent TV programs online.

New! [Submit your video to Google Video.](#)

[Google Labs](#) - [Discuss](#) - [Terms of use](#) - [About Google Video](#)

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Video iPod etc.



Can Google keep introducing this much change?





Just this past few months . . .

- Who's going to buy AOL?
 - Google or MSN or someone else?
- How will Amazon alliances play out?
 - Google/A9, MSN?, OCLC...?
- Google hires GAIM developer yesterday.
- What's the next phase of OpenWorldCat?
 - Amazon, Yahoo!, Google, Ask Jeeves, ... Wiki comments?
- What's next with ILS's?
 - OpenURL, federated search, eCommerce, community.

The White House
PRESIDENT GEORGE W. BUSH

President * News * Vice President * History & Tours * First Lady * Mrs. Cheney

YOUR GOVERNMENT KIDS ESPAÑOL CONTACT PRIVACY POLICY SITE MAP SEARCH

EMAIL UPDATES SEARCH

- Issues**
- Hurricane Relief
 - Homeland Security
 - Judicial Nominations
 - National Security
 - Renewal in Iraq
 - Jobs & Economy
 - Social Security
 - More Issues >

- News**
- Current News
 - Press Briefings
 - Proclamations
 - Executive Orders
 - Radio
- RSS RSS Feeds

- Major Speeches**
- Hurricane Relief
 - War on Terror
 - Energy Act
 - Second Term Agenda

- Interact**
- Ask the White House
 - White House Interactive

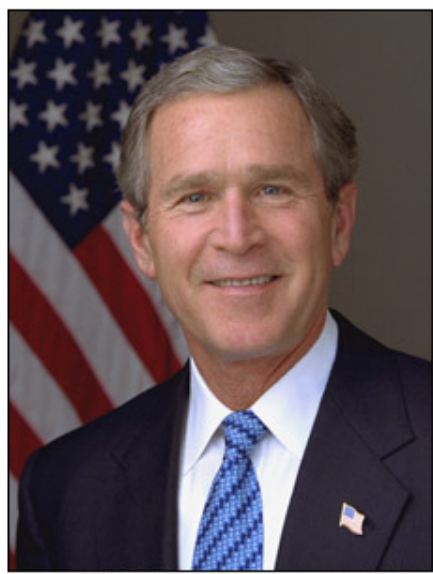
Your Government

Home > President > Biography

President George W. Bush

En Español

George W. Bush is the 43rd President of the United States. He was sworn into office on January 20, 2001, re-elected on November 2, 2004, and sworn in for a second term on January 20, 2005. Prior to his Presidency, President Bush served for 6 years as the 46th Governor of the State of Texas, where he earned a reputation for bipartisanship and as a compassionate conservative who shaped public policy based on the principles of limited government, personal responsibility, strong families, and local control.



White House photo by Eric Draper

President Bush was born on July 6, 1946, in New Haven, Connecticut, and grew up in Midland and Houston, Texas. He received a bachelor's degree in history from Yale University in 1968, and then served as an F-102 fighter pilot in the Texas Air National Guard. President Bush received a Master of Business Administration from Harvard Business

Family
Married to [First Lady Laura Bush](#)

Daughters
Twin daughters, Jenna and Barbara.

Born
Born July 6, 1946.

College
Yale University, bachelor's degree, history

Graduate School
Harvard University, Master of Business Administration

Career and Public Service

- Owner, oil and gas business
- Partner, Texas Rangers Baseball Team
- Governor of Texas
- President of the United States



Stephen's Top 10 Strategies for Libraries to make it in a Google World



Strategy #1

Know your market



Wal-Mart and business activity models



We have an imperative to
aggregate our data and
mine it for insights.



Normative Data Project

- By Dec. 2005:
 - 300+ library systems
 - 2,500 library service outlets and branches
 - Over 1 billion annual circ transactions, 2-3 years of data
- Today
 - Already over 30,000,000 items
 - Over 20 states
 - Already over 900 libraries
 - And more...



Normative Data Project

- Includes:
- Amazing extra features
 - NCES statistics
 - Budget and expenditure data
 - U.S. Census data
 - Detailed GIS Maps from FSU
- All FULLY integrated

**Learn to learn
from other's
experiences**

SirsiDynix and FSU Normative Data Project

<http://www.libraryndp.info>



All Circulation Measures

*Excluded empty rows and column

▼ Slice Options

Library System	All Library System	Hour of Day	All Hour of Day
Geographic Area	All Geographic Area	Day of Week	All Day of Week
Geographic Code	All Geographic Code	User Zip Code	All User Zip Code
Population Served	All Population Served	Language	All Language
Transaction Date	All Transaction Date	LC Call Number	All LC Call Number
Year Published	All Year Published	Item Type	All Item Type

User Profile: [▼]
 Measures: [▼]
 Dewey Call Number: [▼]

	Total Libraries	Checkout	Renewals	Holds	Total Circulation	Copy Turnover Ratio
Adult						
(000) Generalities	322	378,510	206,662	49,490	634,662	1.08
(010) Bibliography	275	8,584	3,412	1,839	13,835	1.15
(020) Library & information sciences	292	28,193	12,773	5,048	46,014	1.12
(030) General encyclopedic works	305	38,277	7,274	1,595	47,146	1.04
(050) General serials & their indexes	214	112,843	19,275	2,003	134,121	1.02
(060) General organization & museology	226	2,719	691	355	3,765	1.10
(070) News media, journalism, publishing	305	39,823	11,799	7,315	58,937	1.14
(080) General collections	277	11,448	3,196	1,620	16,264	1.11
(090) Manuscripts & rare books	96	448	163	69	680	1.11
(100) Philosophy & psychology	235	5,636	1,986	702	8,324	1.09
(110) Metaphysics	216	3,286	1,181	468	4,935	1.10
(120) Epistemology, causation, humankind	255	8,300	2,973	1,434	12,707	1.13
(130) Paranormal phenomena	314	164,106	45,241	20,642	229,989	1.10
(140) Specific philosophical schools	165	1,494	524	224	2,242	1.11
(150) Psychology	337	388,317	142,262	62,549	593,128	1.12
(160) Logic	170	1,440	658	262	2,360	1.12
(170) Ethics (Moral philosophy)	307	57,485	16,447	7,572	81,504	1.10
(180) Ancient, medieval, Oriental philosophy	246	11,080	3,831	1,331	16,242	1.09

What is actually circulating?

And to whom –like DVD's to kids

Sponsored by Sirsi Corporation, with over 500 contributing North American Public Libraries Refreshed Thursday, December 23, 2004

Top 20 Popular DVD Juvenile - Microsoft Internet Explorer

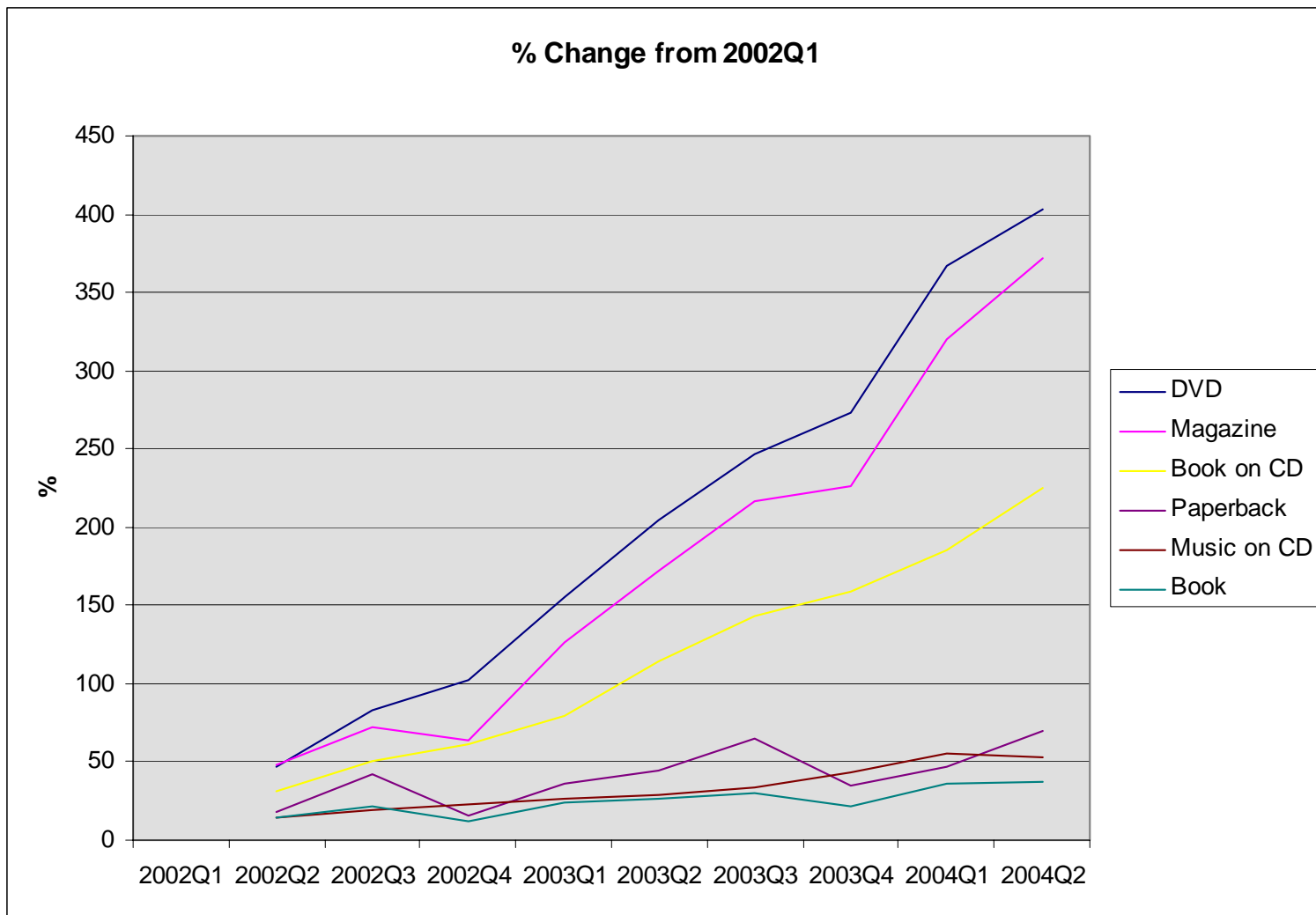
Export

Sponsored by Sirsi Corporation, with over 500 contributing North American Public Libraries

Top 20 Most Popular DVD Titles - Circulated to Juveniles
January 2004 - June 2004

Checkouts	Title
282	HARRY POTTER AND THE CHAMBER OF SECRETS
255	TREASURE PLANET
249	FINDING NEMO
239	HOLES
206	YU-GI-OH
206	ALICE IN WONDERLAND
188	LORD OF THE RINGS
187	SHREK
182	LORD OF THE RINGS THE TWO TOWERS
181	LITTLE HOUSE ON THE PRAIRIE
173	SPY KIDS
171	HARRY POTTER AND THE SORCERERS STONE
170	DADDY DAY CARE
168	MONSTERS INC
166	EMPERORS NEW GROOVE
166	JUNGLE BOOK 000002
165	LION KING
163	POCAHONTAS

Done





Over-used books by Dewey Class

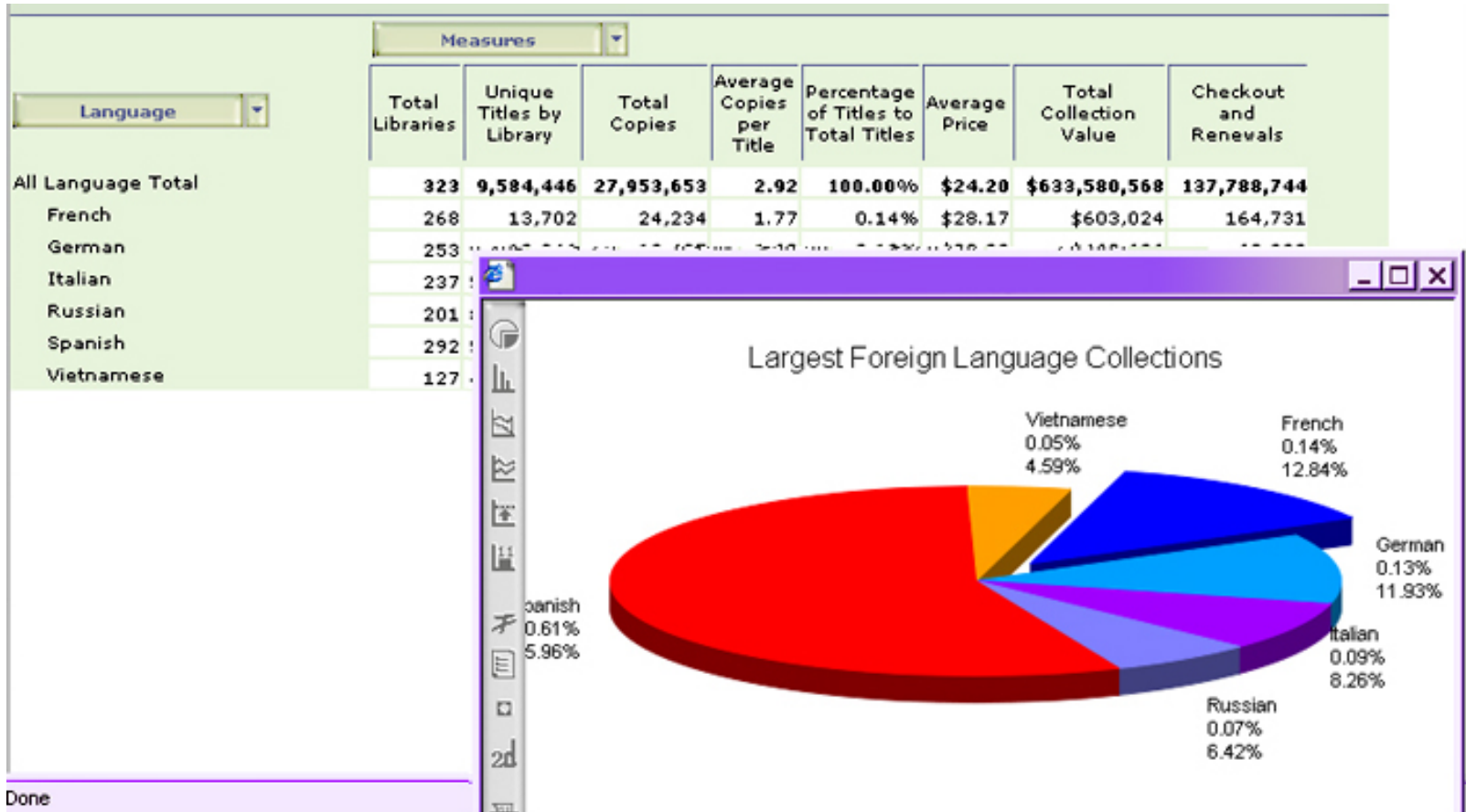
Dewey call number ranges	Checkout and Renewals	Turnover Rank (of 100)	% of Titles Rank (of 100)	Difference in ranks
(450) Italian, Romanian, Rhaeto-Romantic	19,196	13	91	-78
(440) Romance languages French	44,996	9	84	-75
(460) Spanish & Portuguese languages	124,313	3	73	-70
(470) Italic Latin	6,454	32	97	-65
(410) Linguistics	61,037	14	77	-63
(560) Paleontology Paleozoology	284,004	4	61	-57
(710) Civic & landscape art	175,370	8	64	-56
(210) Natural theology	13,459	41	92	-51



Under-used books by Dewey Class

Dewey call number ranges	Checkout and Renewals	Turnover Rank (of 100)	% of Titles Rank (of 100)	Difference in ranks
(700) The arts	175,914	75	31	44
(010) Bibliography	18,924	99	54	45
(020) Library & information sciences	70,638	96	48	48
(360) Social services; association	875,808	62	12	50
(300) Social sciences	764,617	64	13	51
(320) Political science	307,733	77	23	54
(800) Literature & rhetoric	423,057	78	24	54
(340) Law	335,182	81	26	55

Collections by Language





- Computer book circulation by publication year – Are we OK?
- Maori language book circulation by region – Are we doing OK?
- Can I get data to support this grant I am writing?
- Journal titles comparison – electronic title to print title usage for rationalization project
- What is our usage by branch from postcode?
- How am I faring in my cohort (geography or domain)?
- Are other libraries successful with graphic novels? How many would I need?
- Is my consumer health collection too old?
- More, more, more.



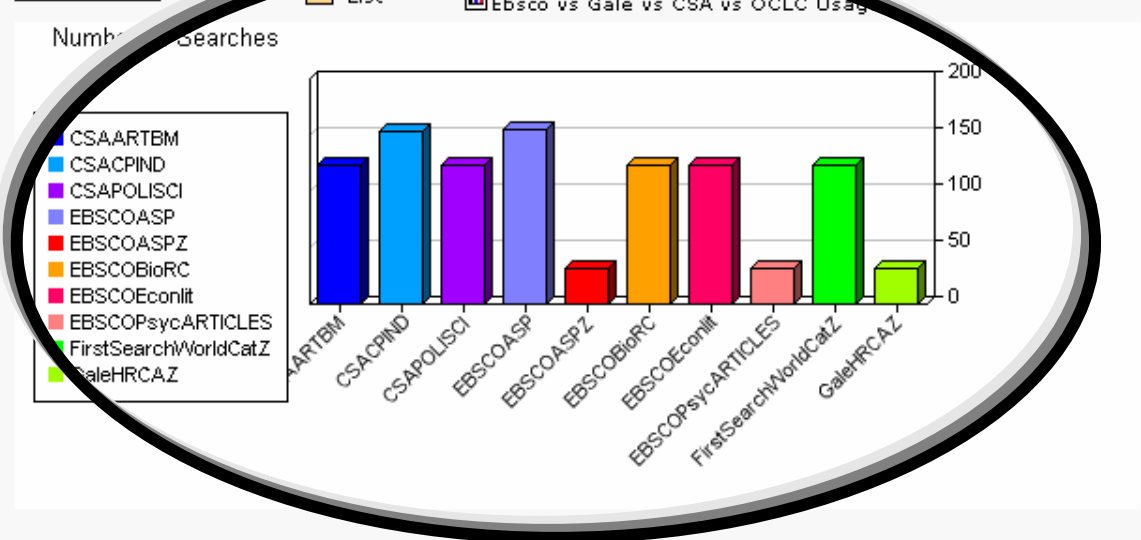
My SwiftView

Welcome back, Library Director, to your SwiftView.
It has been **1 hour and 59 minutes** since you last logged in.

SwiftAnalysis

- Resolver All Measures
- All Acquisitions Measures
- All Authority Measures
- All Bill Measures
- All Catalog Measures
- All Charges Measures
- All Circulation Measures
- All OPAC Measures
- All Resolver Measures
- Electronic Title Resolution by Vendor

SwiftCharts



SwiftAlerts

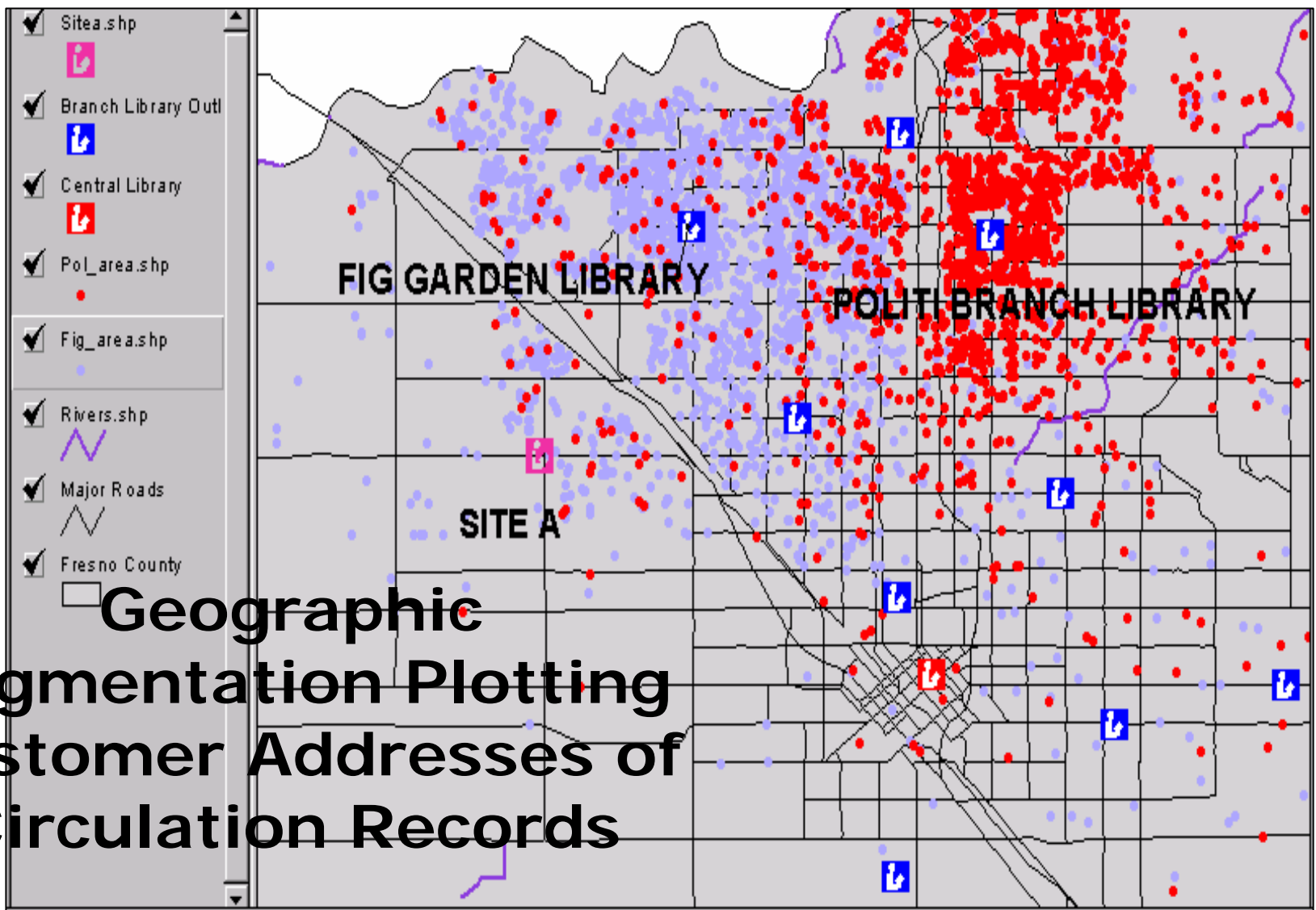
- GRANDVIEW - Over 1,000 new users in 2004
- Single Search Total - Hits and All Hour Of Day over 2,000 where Latest Sample
- GRANDVIEW and CHILD - Total Items Checked Out and libro mas referencia over 2000
- MISSING - Checkout over 1,200
- CENTER and RETIREE - Total Items Checked Out and libro mas referencia over 15
- ADULT02 - 3934R - Balance drops below \$0.00
- JOHNSON Library 2004 Total Amount Billed

SwiftQueries

Which 25 Funds had the highest amount paid?

22 Rows	Fund Account Number - Fund Id	Amount Budgeted	Amount
1	ADULT07		
2	ADULT06		
3	ADULT03	300,000	
4	REFERENCE3		
5	JUVENILE1		
6	JUVENILE5		
7	JUVENILE4		
8	JUVENILE8	76,283	
9	ADULT04		
10	REFERENCE8		
11	ADULT10		
12	JUVENILE9	76,283	
13	GIFT	1,000,000	
14	JUVENILE2		

ask questions of your data



Geographic Segmentation Plotting Customer Addresses of Circulation Records



Strategy #2

Know Your Customers better than
Google



Personas

- Personas are hypothetical representations of a natural grouping of users that drive decision-making for (*development*) projects.
 - They are defined by goals.
 - They focus on what is valuable to the user and subsequently on how he or she behaves.
- They are not Stereotypes or Archetypes



Personas Goals

- Starting with understanding the users in terms of their:
 - needs, preferences, and desires
 - goals and aspirations
 - expectations and assumptions
 - values and their beliefs
 - tolerance for risk and change



Our Approach

- Narrative capture and identification of characters, issues and problems, behaviors and actions.
- Narrative pattern review of content, service and product needs
- Identification of priority requirements for specific market identities i.e. personas



Why Narrative Capture?

- Knowledge can only be volunteered
it cannot be conscripted
- I only know what I know when I
need to know it
- I always know more than I can say
and I will always say more than I
can write down



Anecdote Circles

The five (5) workshops held in April-May 2005

- Bergen County Public Library
- Buffalo Erie Public Library
- Cleveland Public Library
- Hamilton Public Library
- S.A.I.L.S. Middleboro, MA

Starter Statements

- Describe a day that involved coming to the library.
- Describe a day that you wanted to come to the library but couldn't.
- Give us an example of when you learned something from others at the library.
- Give us an example of when you tried to learn something from others at the library but didn't.
- Give us an example from the past when you have used a computer to find information and were surprised about what you found.
- Give us an example from the past when you decided you wouldn't be able to find the information through the computer – why?



Summary Groupings

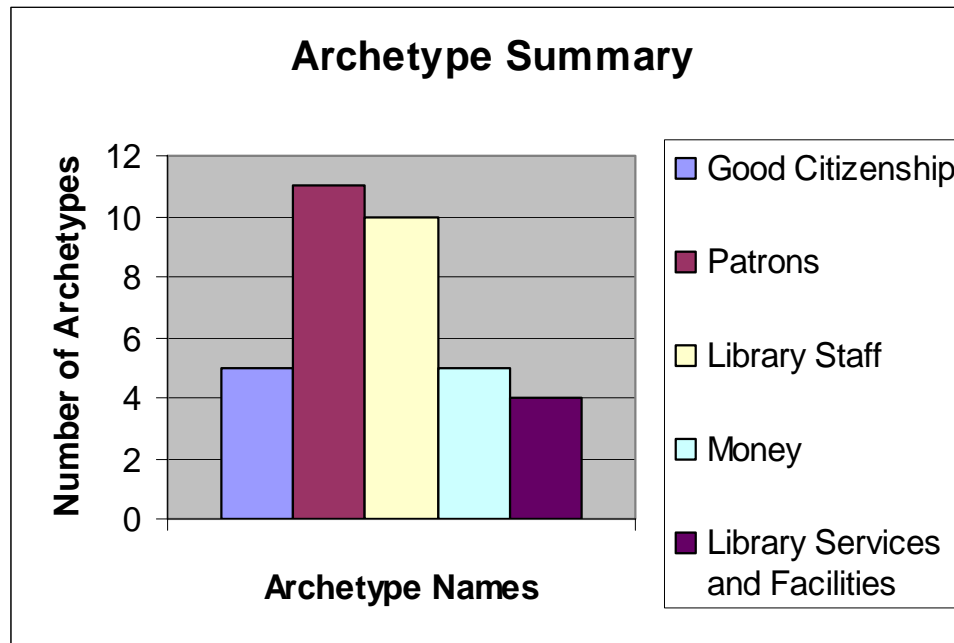
Archetypes	Themes	Values
<ul style="list-style-type: none">• Good Citizenship• Patrons• Library Staff• Money• Library Services and Facilities	<ul style="list-style-type: none">• Interaction• Technology• Efficiency• Money	<ul style="list-style-type: none">• Community• Learning• Quality• Efficiency• Money/Risk

Issues

Ideal State



Archetypes: Characters





Good Citizenship Archetypes

Well-Rounded Citizen
(13 attributes)

	<p>Collaborate Community brings people together Cozy Diverse activities Encourage creativity Good use of our money Human contact Intellectual opportunities Kids feel safe Nurturing Opportunities – social Security Willing to chat when time permits</p>	<p>Bergen County</p>
--	---	----------------------

Good Citizenship Archetypes

Strong Community Leader (6 attributes)

	<p>Community builder Connected Connecting with community Gives people mission Networking Pulls community together</p>	<p>SAILS</p>
--	---	--------------

Library Staff Archetypes

Ultimate Tour Guide (7 attributes)



- Advance reserve on new materials**
- Abundance of items**
- One-stop shopping**
- Video/DVD lost in drop box**
- Access to materials never afford**
- Up to date, current materials**
- Diversity of materials**

Buffalo-Erie



Mass Narrative Representation Prototypes

File Options Help

Introduction Web-like TextPanels JumpingIndicators ClustersInSpace SlidingPanels

Restart Back Random

Quality: Other user perspectives

Values

	Primary Anchor	Secondary Anchor
Academic (11 items)		
Adult (140 items)		
Arts professional (0 items)		
Board member (0 items)		
Reading club member (1 item)		
Computer user (299 items)		
Disabilities (3 items)		
Downtown worker (1 item)		
Driver (20 items)		
From China (1 item)		
From India (0 items)		
Grandparent (0 items)		
Heavy user (7 items)		
High School student (4 items)		
Internet user (237 items)		
Late night user (9 items)		
Library volunteer (11 items)		
Night-time user (8 items)		
No home computer (7 items)		
Non-computer user (1 item)		
NPR listener (6 items)		
Parent of middle-school student (3 items)		
Parent of teenagers (13 items)		
Parent of toddler (21 items)		
Professional (65 items)		
Referrer (17 items)		
Senior (8 items)		
Tax payer (0 items)		
Teenager (11 items)		
Toddler (15 items)		
Tween (10 items)		
Walker (8 items)		
Weekend user (1 item)		

[What is a quality?](#)



7 SirsiDynix Personas

- **Discovery Dan**
 - Dan represents the adult non-researcher population.
- **Haley High School**
 - Haley represents the high school student population.
- **Jennifer**
 - Jennifer represents the parents of teenagers.
- **Mommy Marcie**
 - Marcie represents the parents of young children.
- **Rick Researcher**
 - Rick represents adult researchers who own a personal computer.
- **Senior Sally**
 - Sally represents senior citizens.
- **Tasha Learner**
 - Tasha represents adult researchers who do not own a personal computer.



The SirsiDynix Personas Project

- Public Library Pilot Project
 - Libraries in rural, urban and suburban Northeastern U.S. and Canada to start
 - March through May, 2005
 - Leveraging proven techniques for understanding complex markets (Cynefin Centre)
- Follow up to cover the broader U.S.A. and global marketplace
- Follow up for Academic and School personas

MS Personas

*See Computers
In Libraries
U of Toronto too*

MSN Home | My MSN | Hotmail | Shopping | Money | People & Chat | Sign In | Web Search: Go

msn

Home | MSN Sites | Ad Products | Services | Contact Us | Client Center

- Home
- What is MSN?
- Why Market on MSN?
- Audience Profile**
 - MSN Personas**
 - Research
 - International

msn personas

We try to understand an audience through numbers, charts and graphs, but often times we lose sight of the people who represent these statistics. The MSN audience is comprised of a broad range of users at different stages in their life, who use MSN in their own unique way. To help better define the people behind the numbers, MSN has created personas for some key audience segments.

Based on a custom study done by Nelson/Netratings and Comscore, MSN has compiled information about the following groups of people to show a day in each of their lives. We have provided some top line information on each persona here, but for more information, please contact your MSN Sales Representative.


Meet Tyler
Age 8-13, Tyler is best known as a "tween". He has grown up with the Internet and is just beginning to experiment. [Click here](#) to see when Tyler is online and what he is doing.

Meet Amanda
Age 14-17, Amanda is at the pivotal point in her life where she is beginning to define her brand affinities. She is savvy and sees the Internet as an advanced communications medium for her and her friends. [Click here](#) to see when Amanda is online and what she is doing.

Meet Michael
Age 18-35, Michael is the single, young techie. He represents the last of the historical power users of the Internet, but is still one of the leaders in adopting new technology. [Click here](#) to see what Michael is doing online.

Meet Jessica
Age 18-34, Jessica is the single professional who is already learning about the work/life balance and how the Internet can help. She voraciously consumes content on the Internet - [click here](#) to learn what she is doing online.

Meet Marie
Age 33-44, Marie is a married mom trying to juggle the demands of her family, along with handling her part time business. She uses the Internet to get it all done, quickly and easily. [Take a look](#) at when Marie is online and what she is doing.



16



...5 year planning horizon

Yes – They are different, period.

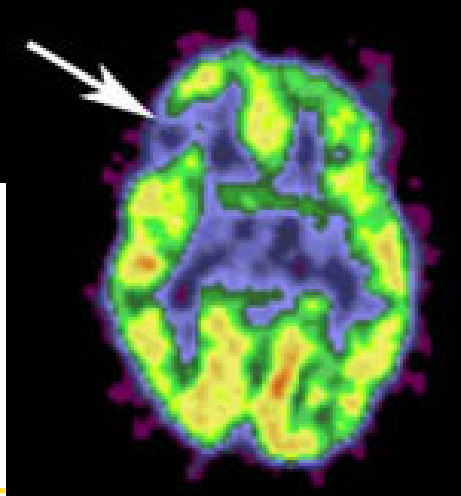
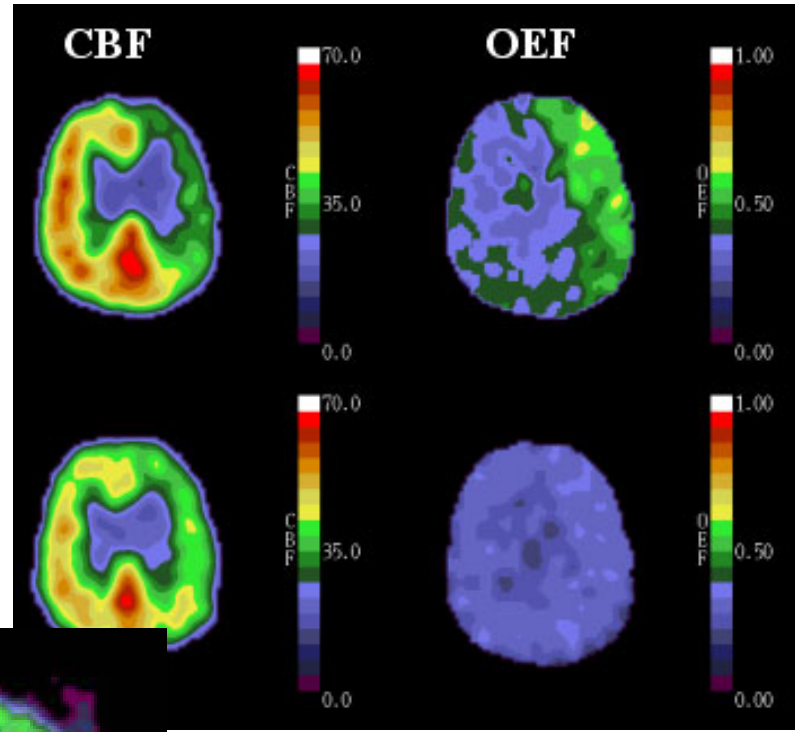
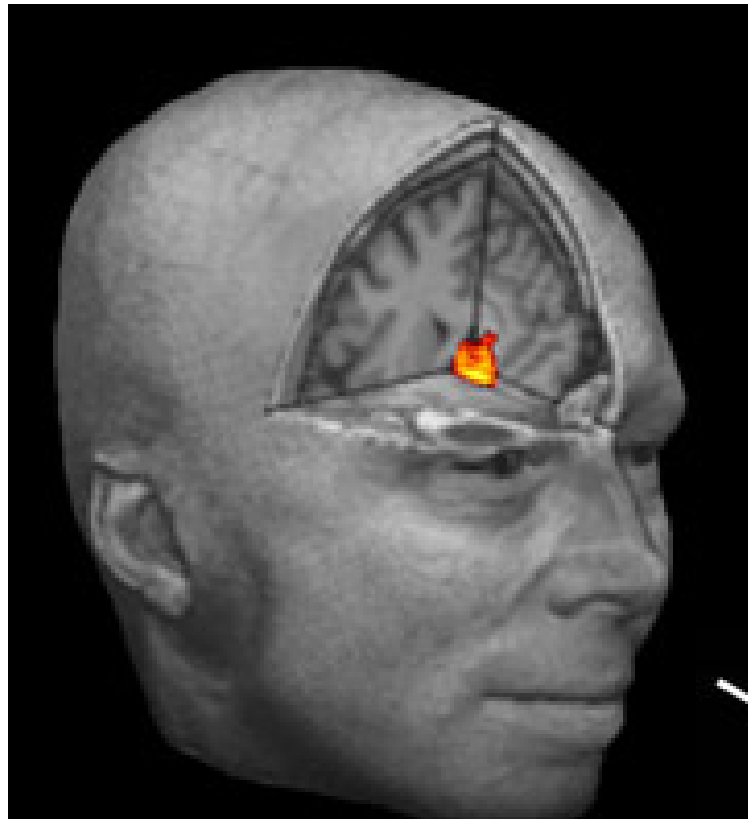




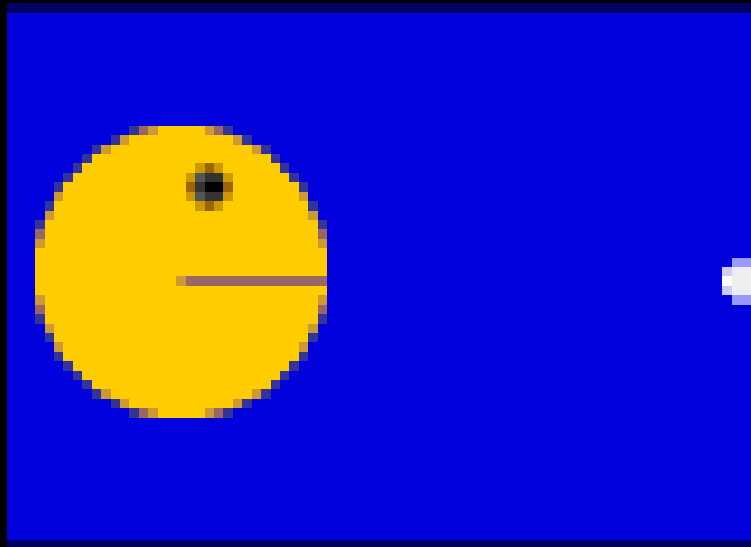
MILLENNIAL CHARACTERISTICS

Principled / Values	More Friends	More Diverse	Respect Intelligence
Optimistic / Positive	Internet Natives	More Choices	Format Agnostic
Balanced Lives	Adaptive / Flexible	Civic Minded	High Expectations
Collaborative	Nomadic	Gamers	Experiential
Independent	Confident	Direct	More Liberal
Multi-taskers	Inclusive	Patriotic	Entrepreneurial
Healthy Lifestyle	Family Oriented	Graphical	Achievement Oriented

Credit: Richard Sweeney, NJIT



Adapting to Technology



EverQuest

station.com™

sign in / change user | join free | why join? | SOE SONY ONLINE ENTERTAINMENT

Search Knowledge Base

Games | Community | Store | My Account | Help

Home | Media | The Game | Characters | FAQ | Beta | Partners | Forums | News/Players

Pre-Order Today! ▶

TRAILER

play movie | download

US ENGLISH

FEATURED NEWS

TACTICS

TRAITS

EVERQUEST III



And it's not just the kids!

- Young adults
- Seniors
- The 'poor' and the working 'class'
- The digital divide
- Ethnicity
- The "*general public*" ain't so general anymore

– *Pew Internet and American Life Project*



Intelligence and Learning Styles

- Visual/Spatial (Picture Smart)
- Verbal/Linguistic (Word Smart)
- Musical/Rhythmic (Music Smart)
- Logical/Mathematical (Number Smart)
- Bodily/Kinesthetic (Body Smart)
- Interpersonal (People Smart)
- Intrapersonal (Self Smart)
 - Piaget, Bloom, Gardner, etc.



Information Literacy

- Standard Curriculum Components
 - Mathematics / Arithmetic
 - Science, Biology, Physics & Chemistry
 - English, Languages
 - History, Geography, Politics, Sociology
 - Music, Art, Phys ed.
 - Guidance, Religion

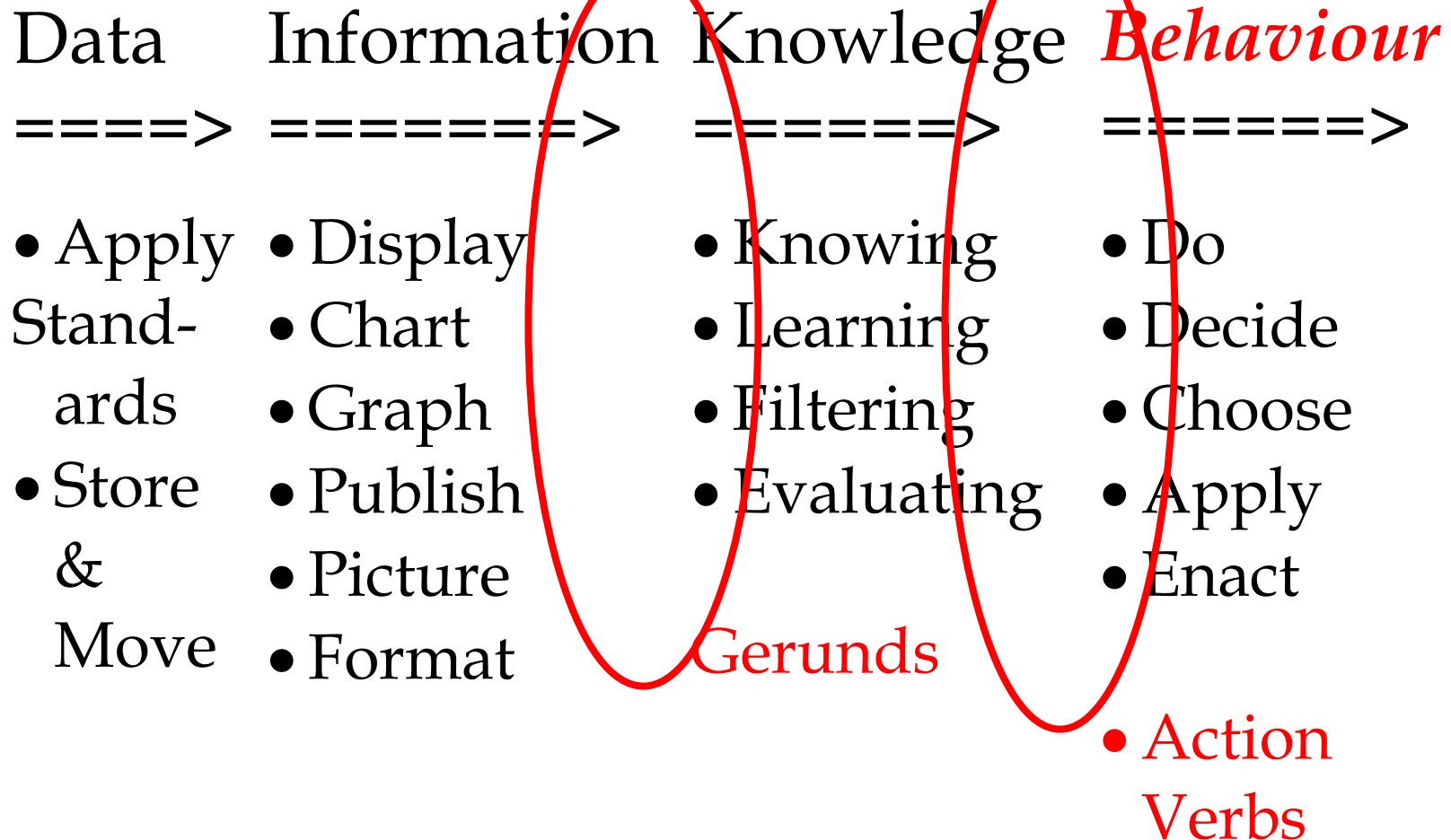


Information Fluency

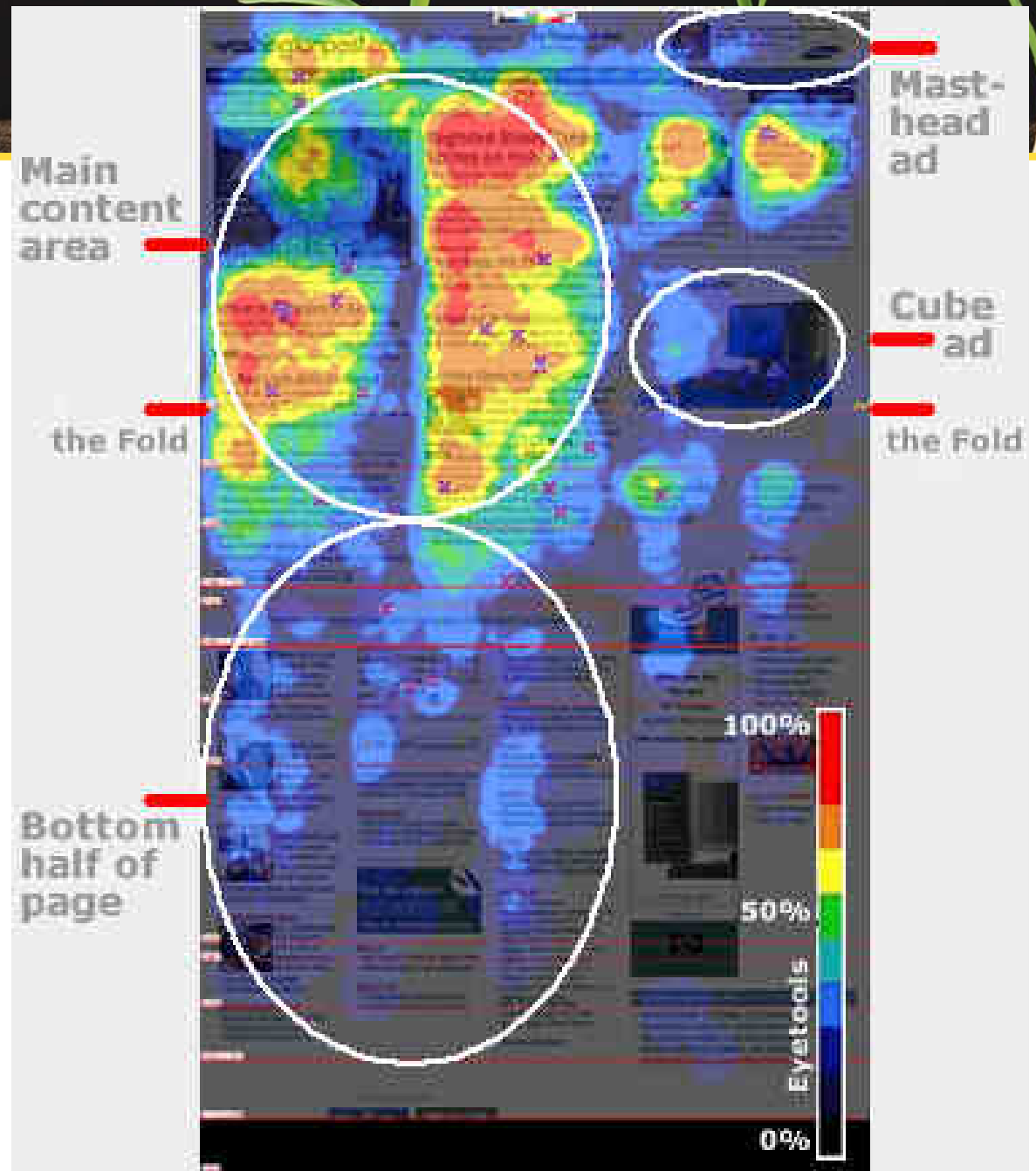
- Information literacy is integrally tied every aspect of the curriculum:
 - Mathematical logical thinking skills - Math and Arithmetic
 - Scientific method - Sciences
 - Criticism, interpretation and comprehension - English and languages
 - Analytical thinking - History, Geography
 - Interpretive and imaginative- music, art & phys ed.
 - Inter and Intrapersonal skills - Religion, Guidance, etc.



Taking The Knowledge Positioning



The A frame
adopted from
newspaper layout
is not what works.



Let's Take a Look...

The screenshot shows the INFOhio SchoolRooms website. At the top left is the INFOhio logo with a globe icon and a link to 'Ask A Librarian?'. To the right is the 'SCHOOLROOMS' logo with a red house icon. A login section includes fields for 'Username' and 'Password', and buttons for 'Create New Account' and 'Login'. Below the header is a navigation bar with links for 'About INFOhio', 'About Rooms', 'Home', 'Print', and 'Help'. The main content area is divided into several sections: 'Explore A Subject' with a dropdown menu and a 'Search' button; 'HOME' with a list of subject categories; 'How Do I...' with a list of help topics; 'Try This...' with a 'ELEMENTARY' button; 'Advanced Catalog Search >>' with a search bar and 'Weather' and 'News' icons; 'What Are SchoolRooms?' with a photo of students and a welcome message; 'Room Contributors' with two columns of contributor lists; 'INFOhio Information' with office information, directions, and featured resources; and 'My Library Account' with links for renewing materials and viewing fines.

INFOhio
Ask A Librarian?

SCHOOLROOMS

Username
Password
Create New Account

About INFOhio About Rooms Home Print Help

Explore A Subject
Everything Search

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...
ELEMENTARY

Advanced Catalog Search >>
Weather News 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 DeFrance
2. Laurie Simms
A+ Middle School Contributors
1. Jennifer Schwelik
2. Shelly Lewis

INFOhio Information
Office Information
Central Office
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
Parent Toolkit GO
Featured Sites
Homework Now GO

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



INFO  **hio**

Ask A Librarian?



ELEMENTARY

Username

Password

Create New Account

[Login](#)

[Room Contributors](#) [About Rooms](#)

[Home](#)

[Print](#) [Help](#)

Explore A Subject

HOME

- ▾ [Elementary](#)
 - [Earth Science](#)
 - [US History](#)
- [Middle School](#)
- [High School](#)
- [Parent Guide](#)

How Do I...

- [Learn About Dinosaurs?](#)
- [Use a Library?](#)
- [Learn About Earthquakes?](#)
- [Explore Space?](#)
- [Research Wars?](#)
- [Study the Presidents?](#)
- [Write a Report?](#)
- [Look at a Map?](#)

Advanced Catalog Search >>

HOME -> Elementary

[Browse History](#)

Cool Links



[Funology](#)

Check out the fun trivia, activities, crafts, jokes, and experiments at this site.



[Cool Science for Curious Kids](#)

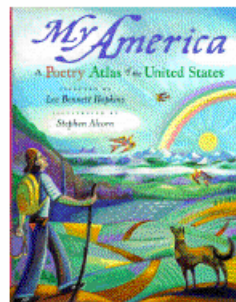
Explore science with the fun games on this site!



[Wayback Technology 1900](#)

See what kinds of technology people had in 1900!

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

- ▶ [Look at a Map?](#)
- ▶ [Learn About the Seasons?](#)
- ▶ [Research Folk Tales?](#)

Try This!



The US and its Neighbors

Map of North America



This map shows the countries, that make up the continent of North America. (Image and text taken from The Hutchinson Children`s Encyclopedia © Research Machines, plc 2005).

[Previous](#)

[Next](#)

Content taken from © [Research Machines](#) plc [2005].

Learn More About...

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



Earth Sciences

Discover the world around you with our Earth Sciences Room. Here you'll find information on the oceans, rocks, maps, weather, and the solar

Fun & Games



[History Mystery](#)
Follow the clues to solve the mystery!



[NASA Games](#)
Learn more about the Earth and beyond through games.



[A Game a Day](#)
Choose a puzzle, memory, word or strategy game here!

Who's That?



Apollo 11 astronauts Neil Armstrong, Michael Collins, and Buzz Aldrin wear biological isolation garments put on within their spacecraft. (Text taken from [NASA.gov](#))



Username

Password

[Create New Account](#)

[Login](#)

[Room Contributors](#) [About Rooms](#)

[Home](#)

[Print](#) [Help](#)

Explore A Subject

HOME

- ▷ Elementary
- ▼ **Middle School**
 - ▷ Earth Science
 - ▷ US History
- ▷ High School
- ▷ Parent Guide

How Do I...

- ▷ Learn About the Civil War?
- ▷ Learn About the Government?
- ▷ Explore Stars and Galaxies?
- ▷ Learn About Latitude?
- ▷ Visit the Statue of Liberty?
- ▷ Learn About Volcanoes?
- ▷ Discover Prehistoric Animals?
- ▷ Learn About Weather Safety?
- ▷ Discover Important Women?
- ▷ Listen to Famous Speeches?

Try This!

[Advanced Catalog Search >>](#)

[HOME](#) -> [Middle School](#)

[Browse History](#)

Check It Out



Earth Rocks!

Earth provides a natural playground that really rocks! Rock climbing is a popular hobby that takes advantage of this natural resource. Discover the exhilaration of scaling a mountainside or cliff while enjoying what this earth has to offer.

- [Rock Climbing Safety](#)
- [Natural Climbing Sites](#)
- [ABC's of Rock Climbing](#)

Weather Works

[Weather Balloon](#)

Cool Links



[Eyewitness to History](#)

Learn about history from people who were actually there!



[The World of the Vikings](#)

Are you curious about what it was like to be a Viking? Get the answers to all your questions here.



[Fact Monster](#)

If you're interested in geography, this is an awesome site for you!

Fun & Games



[Ask Dr. Universe](#)

Ask Dr. Universe your most curious science questions.



[Funology](#)

Who says science can't be fun? Enjoy the science of



EARTH SCIENCE



Username

Password

[Create New Account](#)

[Login](#)

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[Print](#) [Help](#)

Explore A Subject

HOME

- Elementary
- Middle School
- ▾ High School
 - ▾ Earth Science
 - Geologic History & Time
 - Rocks & Minerals
 - Atmosphere & Weather
 - Earth's Changing Interior
 - Earth's Changing Exterior
 - Mapping
 - ▾ Earth Science & Space
 - Earth's Moon & Movement 
 - Seasons
 - Sun & Stars
 - Earth's Solar System
 - NASA & Space Exploration
 - US History
 - Parent Guide

How Do I...

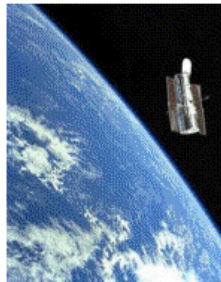
- Study Relative Dating?

Everything

Advanced Catalog Search >>

HOME -> High School -> Earth Science -> Earth Science & Space [Browse History](#)

Check It Out



Hubble Space Telescope

The Hubble Space telescope orbits (circles) the Earth at a height of about 600 kilometers (375 miles). Since it was launched in 1990, astronomers have used it to collect information that helps them work out the age of the universe and how fast it is expanding. (Text taken from the Hutchinson Children's Encyclopedia © Research Machines, plc 2005.)

- Hubble Telescope
- Expanding Universe
- Edwin Hubble

Cool Links



Radioactive Decay

Click on the buttons to see different types of decay in action.



Carbon 14 Calculator

Type in a year to calculate how much carbon 14 is left.



Radiocarbon Dating

Watch these short movies to learn more about carbon dating.

Fun & Games



Geology Rocks!

Take this quiz and test your geology knowledge.



Science Trivia

Click and see how much you know about geology, geography and hydrology!

[Space Trivia](#)

[The Amazing Sun - Our Star](#)



Explore A Subject

- HOME
- ▷ Elementary
- ▷ Middle School
- ▽ High School
 - ▽ Earth Science
 - ▷ Geologic History & Time
 - ▷ Rocks & Minerals
 - ▷ Atmosphere & Weather
 - ▷ Earth's Changing Interior
 - ▷ Earth's Changing Exterior
 - ▷ Mapping
 - ▽ Earth Science & Space
 - Earth's Moon & Movement**
 - Seasons
 - Sun & Stars
 - Earth's Solar System
 - NASA & Space Exploration
 - ▷ US History
 - ▷ Parent Guide

How Do I...

- ▷ Study Relative Dating?
- ▷ Learn about the Ice Age?
- ▷ Research Rock Properties?
- ▷ Discover Rock Mining Methods?
- ▷ Learn about Weather Fronts?
- ▷ Research Cloud Formation?
- ▷ Study Wegener's Theories?
- ▷ Explore Mass Wasting?
- ▷ Use a Topographic Map?
- ▷ Research Star Classification?

Everything

Advanced Catalog Search >>

HOME -> High School -> Earth Science -> Earth Science & Space -> Earth's Moon & Movement [Browse History](#)


Phases of the Moon

Phases of the Moon 

Phases of the Moon
 Moon Phases
About Moon Phases is the n...anges. See
 ...is site.


Composition of the Moon

Is the Moon Really Cheese?

 If the moon isn't made of cheese, what is it made of? This site explains.


NASA's Missions to the Moon

Mission to the Moon




 Resources from NASA.

Precession, Rotation & Revolution




Moon Rotation

 Learn how the moon moves.


Cool Links

-  [Radioactive Decay](#)
Click on the buttons to see different types of decay in action.
-  [Carbon 14 Calculator](#)
Type in a year to calculate how much carbon 14 is left.
-  [Radiocarbon Dating](#)
Watch these short movies to learn more about carbon dating.

Fun & Games

-  [Geology Rocks!](#)
Take this quiz and test your geology knowledge.
-  [Science Trivia](#)
Click and see how much you know about geology, geography and hydrology!
-  [Space Trivia](#)
Even clicking the wrong answer on this quiz is fun!

What's That?

 The Hertzsprung-Russell diagram is used to represent the luminosity and temperature of



Ask A Librarian?



Username
Password
[Create New Account](#)

[Room Contributors](#) [About Rooms](#)

[Home](#)

[Print](#) [Help](#)

Explore A Subject

HOME

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

How Do I...

- ▷ [Deal with My Teen Dating?](#)
- ▷ [Know if My Child Has ADD?](#)
- ▷ [Help My Teen Stay Healthy?](#)
- ▷ [Help My Child with Anxiety?](#)
- ▷ [Learn about Extracurriculars?](#)
- ▷ [Talk to My Child's Teacher?](#)
- ▷ [Prepare My Teen for College?](#)
- ▷ [Learn Computer Skills?](#)
- ▷ [Find Science Fair Ideas?](#)
- ▷ [Teach Testing Strategies?](#)

Try This!

Everything

Advanced Catalog Search >>

[HOME](#) -> [Parent Guide](#)

[Browse History](#)

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...

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



Choosing A College

There is much to consider when trying to choose a college. How do you know which classes and tests your child should take or how much is it going to

Back to Basics



Elementary Math Terms

What is that symbol called? Find out here.



Middle School Terms

Visit this glossary of mathematical terms.



High School Terms

Learn about terms from Algebra I to Calculus



Related Topics

Related Topics

- [Public Schools](#)
- [Homeschooling](#)
- [Private Schools](#)
- [Parochial Schools](#)

Related Subjects

[Teacher Conferences](#)

Explore A Subject

HOME

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

See Results In

- [Library Catalog](#)
- [Curriculum Resource Catalog](#)
- [Cuyahoga County](#)
- [Databases](#)
- [The Web](#)

Search Results via RSS

Search
Everything
for "Bin
Laden"

[XML](#)

Icon Legend

- Cassette
- Audio CD
- Book
- DVD
- Large Print Edition
- LP Recording
- Electronic Resource
- Filmstrip

Everything

[Advanced Catalog Search >>](#)

[HOME](#)

[Browse History](#)

Library Catalog

[Frontline \[web site\] : hunting Bin Laden](#)

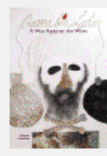
Public Broadcasting Service (U.S.) (2001)
1 copy available at Available

[Osama bin Ladin and al-Qaida \[web site\]](#)

International Policy Institute for Counter-Terrorism. (2001)
1 copy available at Available

[Osama bin Laden : a war against the West](#)

Landau, Elaine. (2002)
2 copies available at Available



[Ghost wars : the secret history of the CIA, Afghanistan, and bin Laden, from the Soviet invasion to September 10, 2001](#)

Coll, Steve. (2004)
1 copy available at Available



[Bin Laden : the man who declared war on America](#)

Bodansky, Yossef. (2001)
1 copy available at Available



Curriculum Resource Catalog

[Osama bin Laden](#)
c2001.

[Osama Bin Laden](#)
2001.

[The evolution of modern terrorism](#)
2002.

[In search of Bin Laden](#)
2001.

[Osama Bin Laden](#)
Garcia, Rich. 2002.

[See \(7\) more >>>](#)

Databases

[The American Taliban](#)
BritannicaAmerica

[BritannicaAmerica](#)
100 Results



Reference Material



Room™



Sheet Music



VHS



Best of the Web



Web Link

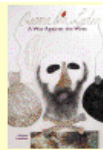


[See \(8\) More](#)

Cuyahoga County



Osama bin Laden :
Landau, Elaine. 2002.



In search of bin Laden
Moyers, Bill D. 2001.



How did this happen? :
Hoge, James F. c2001.



Holy war, Inc. :
Bergen, Peter L., c2001.



Usama bin Laden's al-Qaida :
Alexander, Yonah. Swetnam,
Michael S. 2001.

[See \(82\) more >>>](#)

The Web



FBI Ten Most Wanted Fugitive - Usama Bin Laden

Can Bin Laden Be Caught?

Ebsco Master File Premier

Ebsco Master File Premier

4525 Results

[See \(4625\) more >>>](#)



Explore A Subject

HOME

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

Library Catalog Searches

- [Advanced Catalog Search](#)
- [Browse Search](#)
- [Call Number Browse](#)

Try This...



[Advanced Catalog Search >>](#)

[Browse History](#)

[Previous](#) [Next](#) [Go to Results](#) [Search History](#) [Kept Records \(0\)](#)

(Record 5 of 8)

Bin Laden : the man who declared war on America
 1st ed.

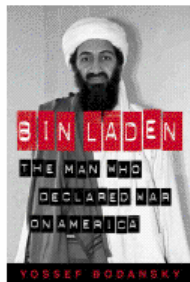
Author: Bodansky, Yossef.

Publisher: Roseville, Calif. : Forum,

Pub Year: 2001

Pages: xxiii, 439 p. :

ISBN: 0761535810



[See More About this Item](#)

- ▷ [Keep Item](#)
- ▷ [Place Hold](#)
- ▷ [Find more by this author](#)
- ▷ [Find more on this topic](#)
- ▷ [Find nearby items on shelf](#)
- ▷ [Item Details](#)
- ▷ [Catalog Record](#)
- ▷ [MARC Record](#)

A Look Inside:

Holdings:

	Copies	Material	Location
Shaker Heights High School			
B BIN LADEN BOD	1	Biography Collection	Available



Real Portal Success

Usability vs. Satisfaction

Satisficing vs. meeting *Real* Needs

Transactions vs. Transformations



Strategy #3

Be where your customers are



How much of your usage
is in person?

Be honest with yourself.

Simple Collaboration

- MSN .NET Messenger



- AOL Internet Messenger



- ICQ



- Yahoo! Messenger 

- Yahoo! IMvironments

- IRC



- Trillian, GAIM, MEEBO

85%+ of people from ages 15-25 have at least one IM account - only 5% of over 30's

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

IM

- Aaron Schmidt -at Thomas Ford PL
- Pennsylvania State University IM pilots
 - Discover IM, JYBE, SMS and Skype
 - Grow into Virtual Reference like SirsiDynix Docutek VRL *Plus*
 - Collaborate on Statewide and national VR



Strategy #4

Target. Searching for the target...



- Federated Search should not look like Google.
- Differentiate. Target.
- Build Federated collections.
- Target your community



Build Compelling Content

- In CONTEXT!!!
- Repositories – only with compelling experiences.
- Understand what compelling is.



Strategy #5

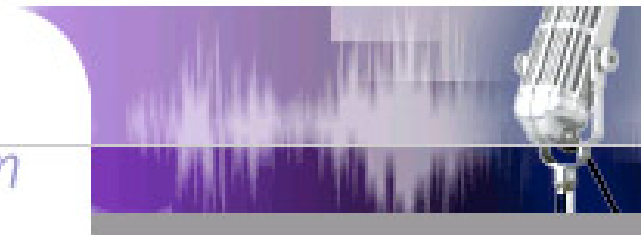
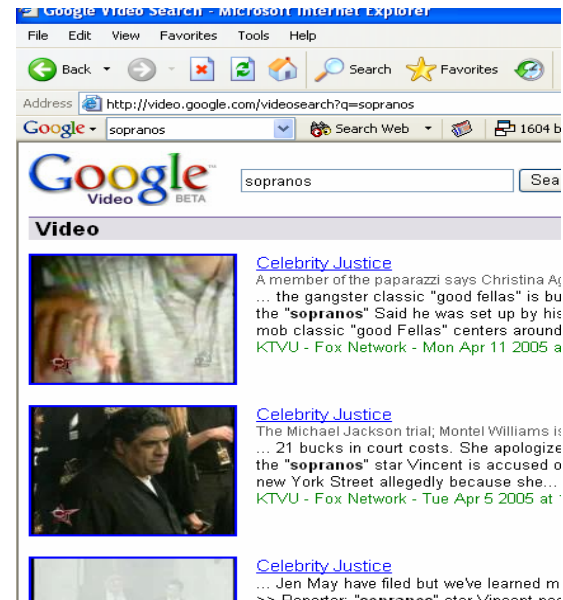
Support your cultural
mandate

Get your texthead to nexthead

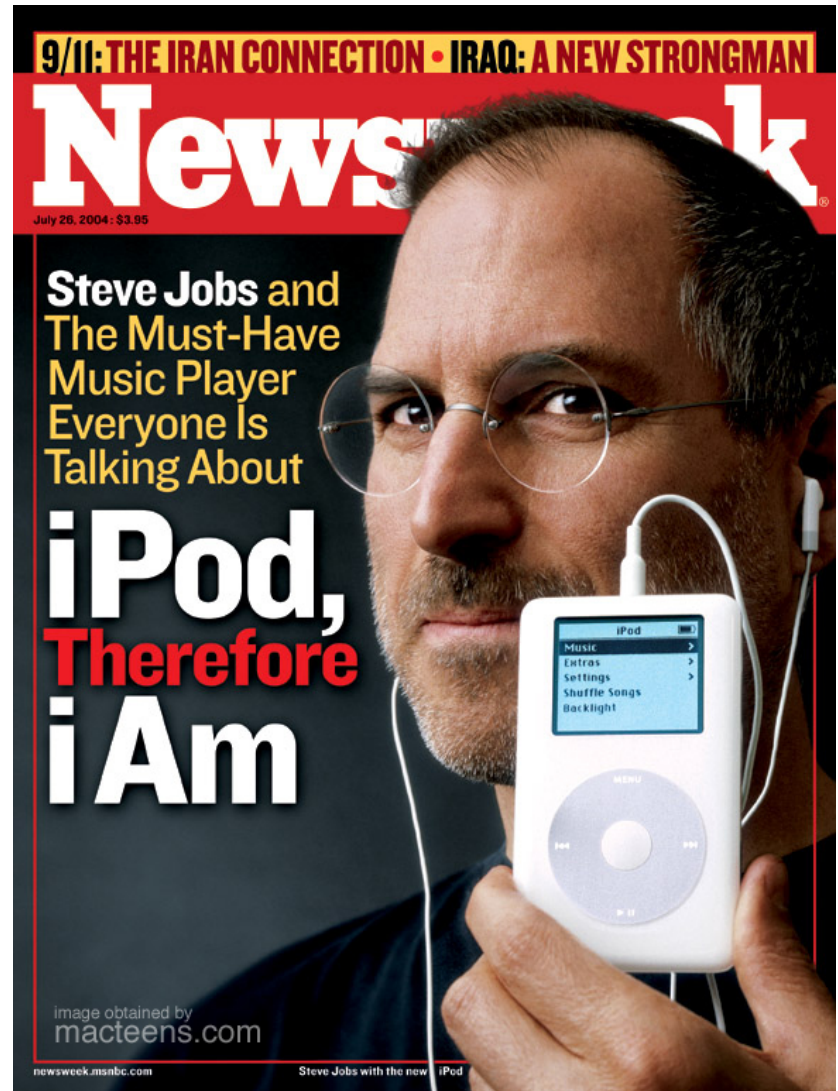
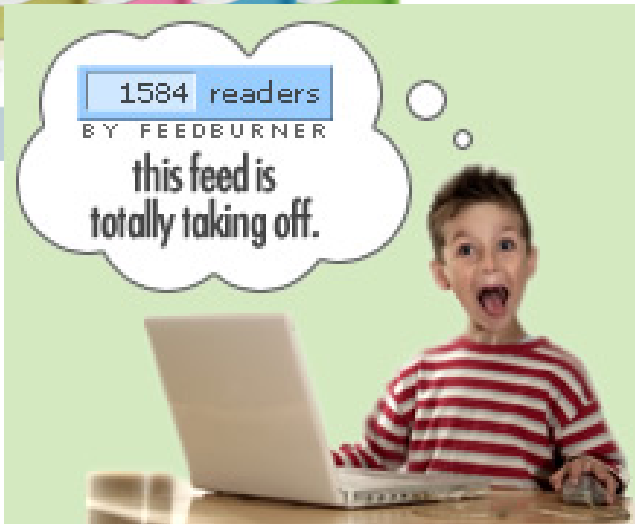
- MP3's
- Streaming Media
- Voice search



SpeechBot™
audio search using speech recognition



Podcasting





Strategy #6

Position libraries where we
excel

What
Where



When

Why



Who

How



etc



Once more with *feeling*



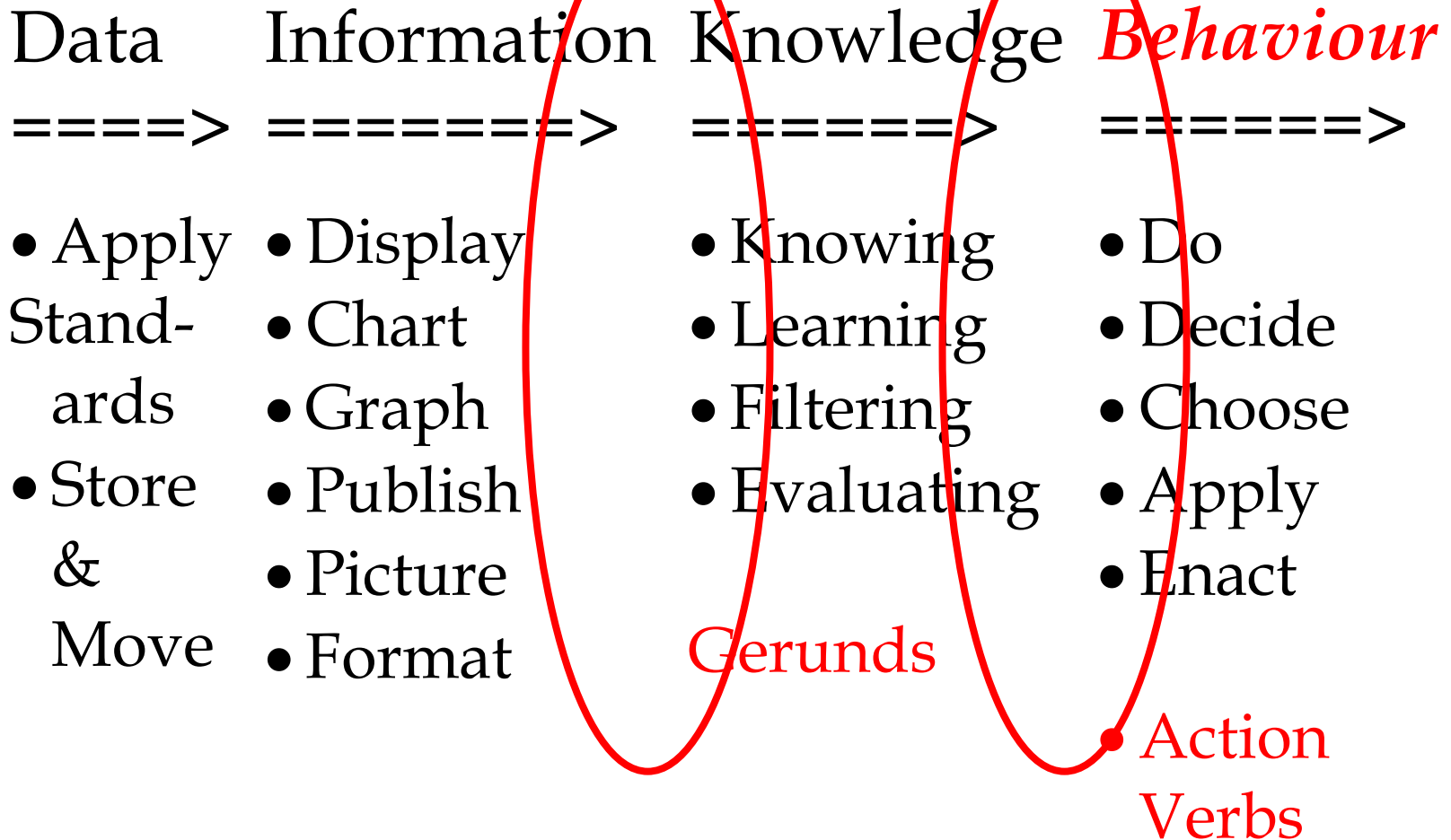
Libraries core skill is not
delivering *information*



Libraries improve the
quality of the *question*



Taking The Knowledge Positioning





Information Engagement Levels

**The ultimate
healthy ecology**

Stimulate/Live

Present/Teach

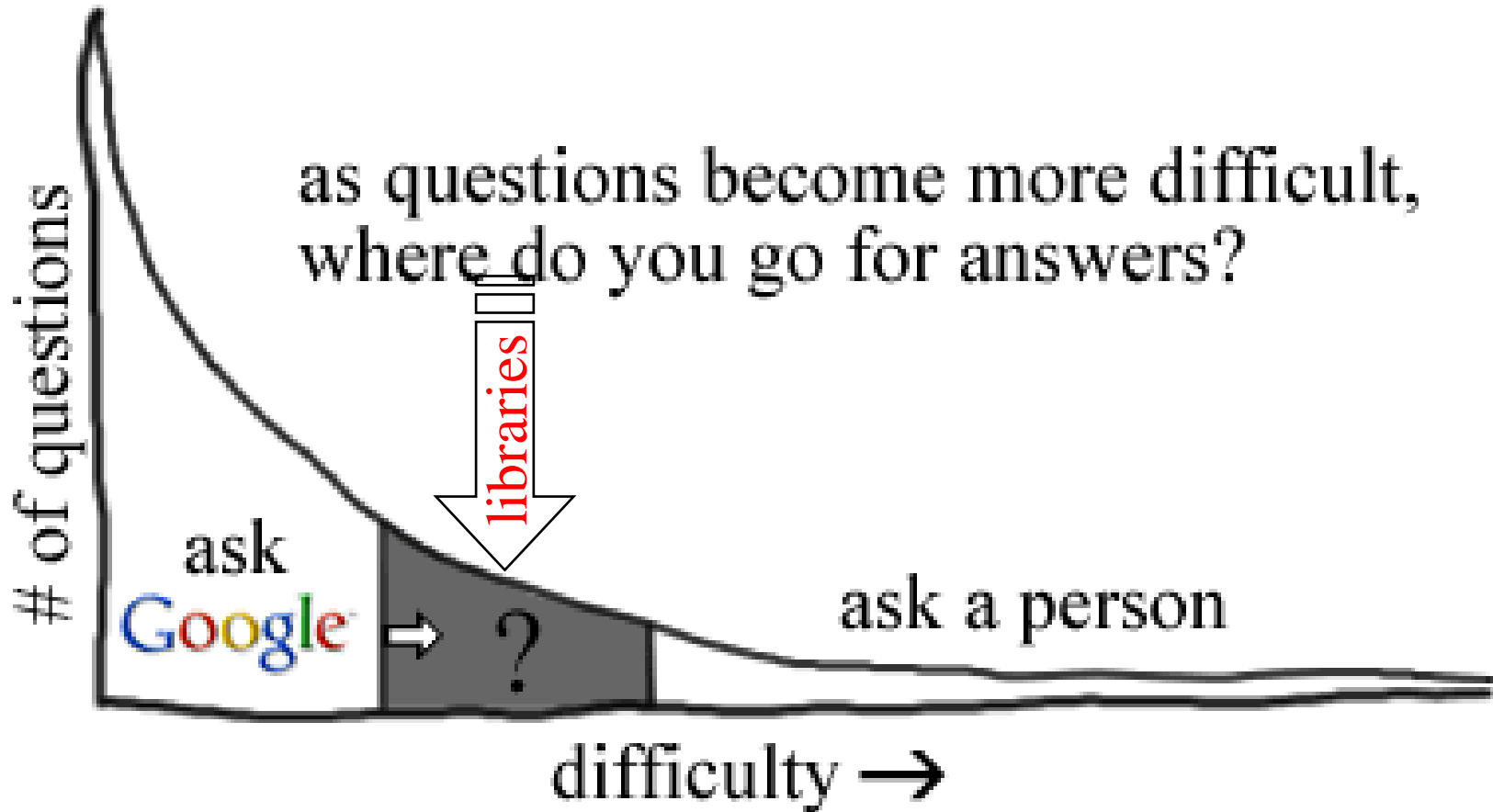
Argue/Defend

Act on/ Discuss

Read/View



A Renewed Positioning





It's an *Information Ocean*,
not a highway.

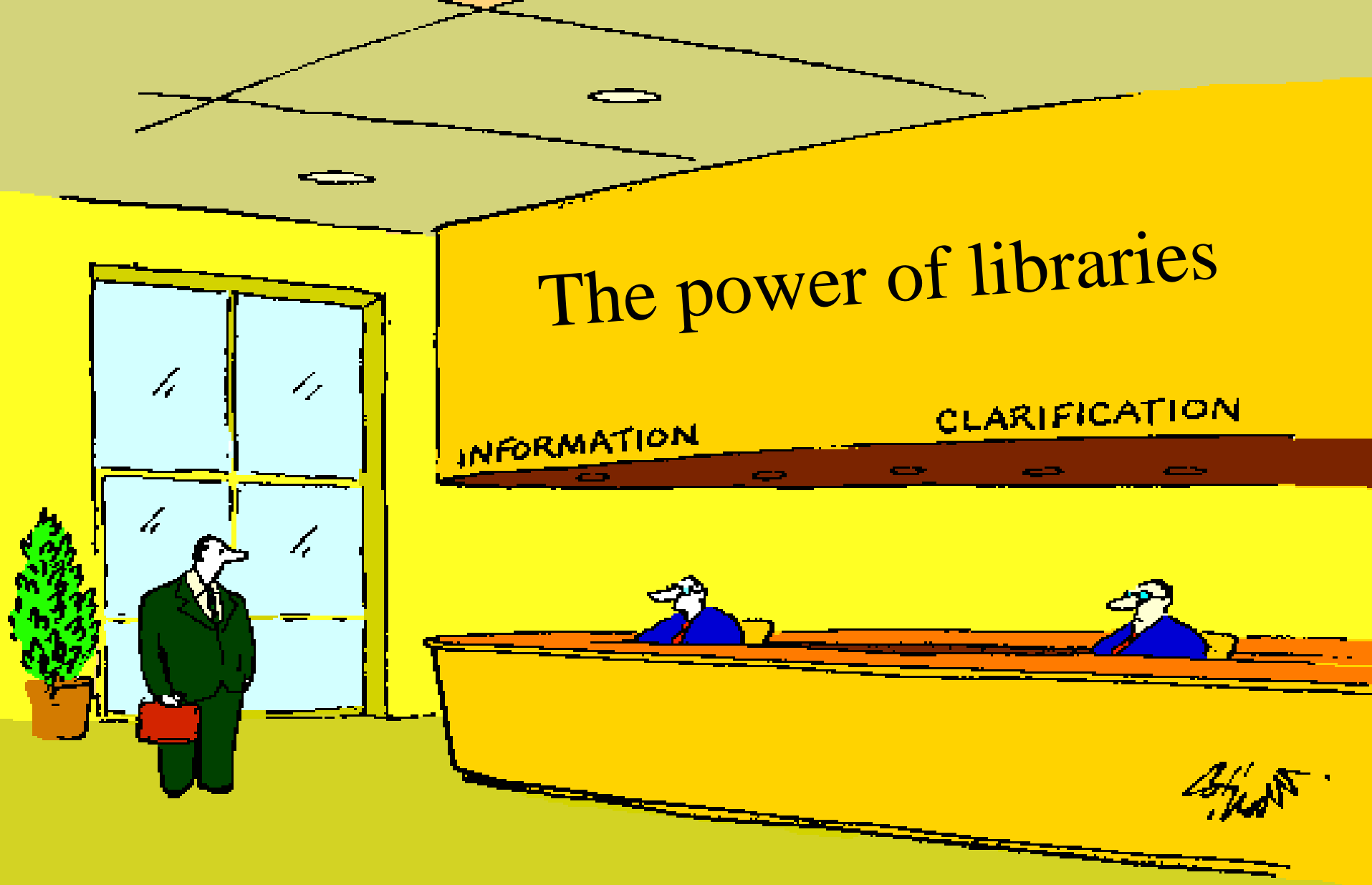


**Libraries are an “Exploration
Space” not a collection
space.**

The power of libraries

INFORMATION

CLARIFICATION





Strategy #7

Be wireless



Next *Massive Wave* of Innovation will *Start*

in 2006/7

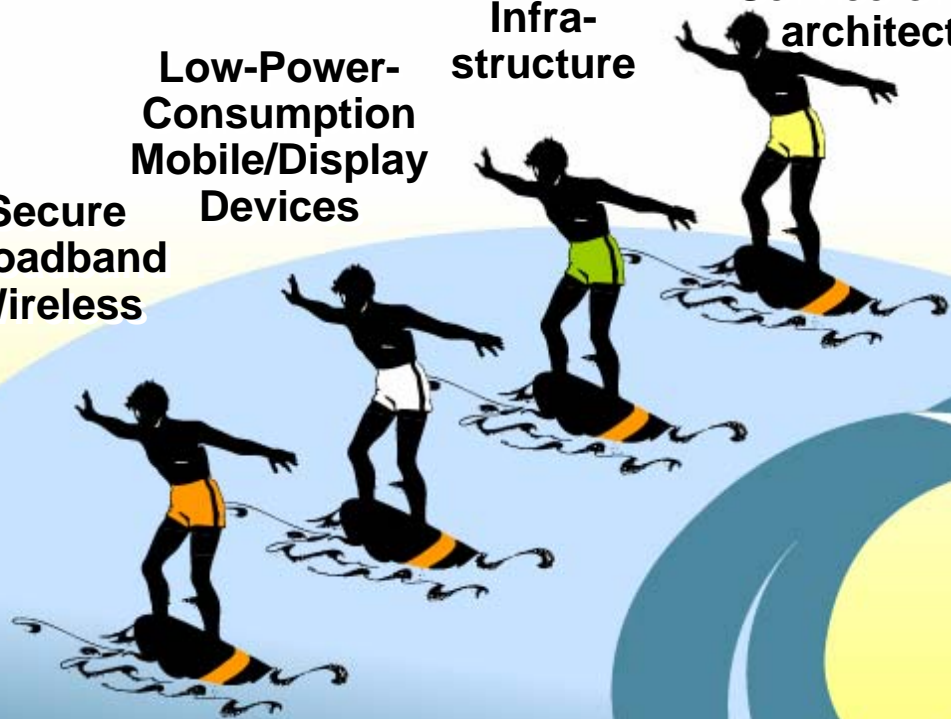
Transition to
Service-oriented
architecture

Real-Time
Infra-
structure

Low-Power-
Consumption
Mobile/Display
Devices

Secure
Broadband
Wireless

2006/7







Google invests in wired ...





Bidire

module



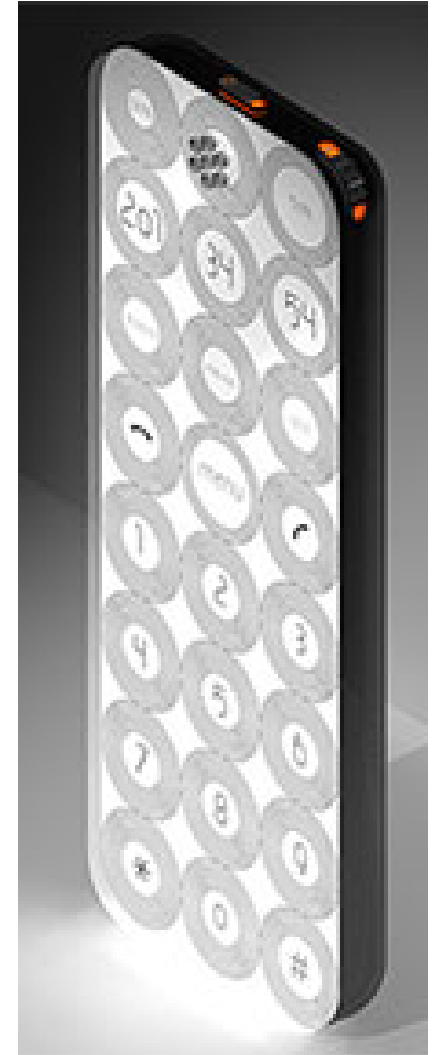
Hydro Broadband



Everything's getting smaller



Nano Phone



DoCoMo new series



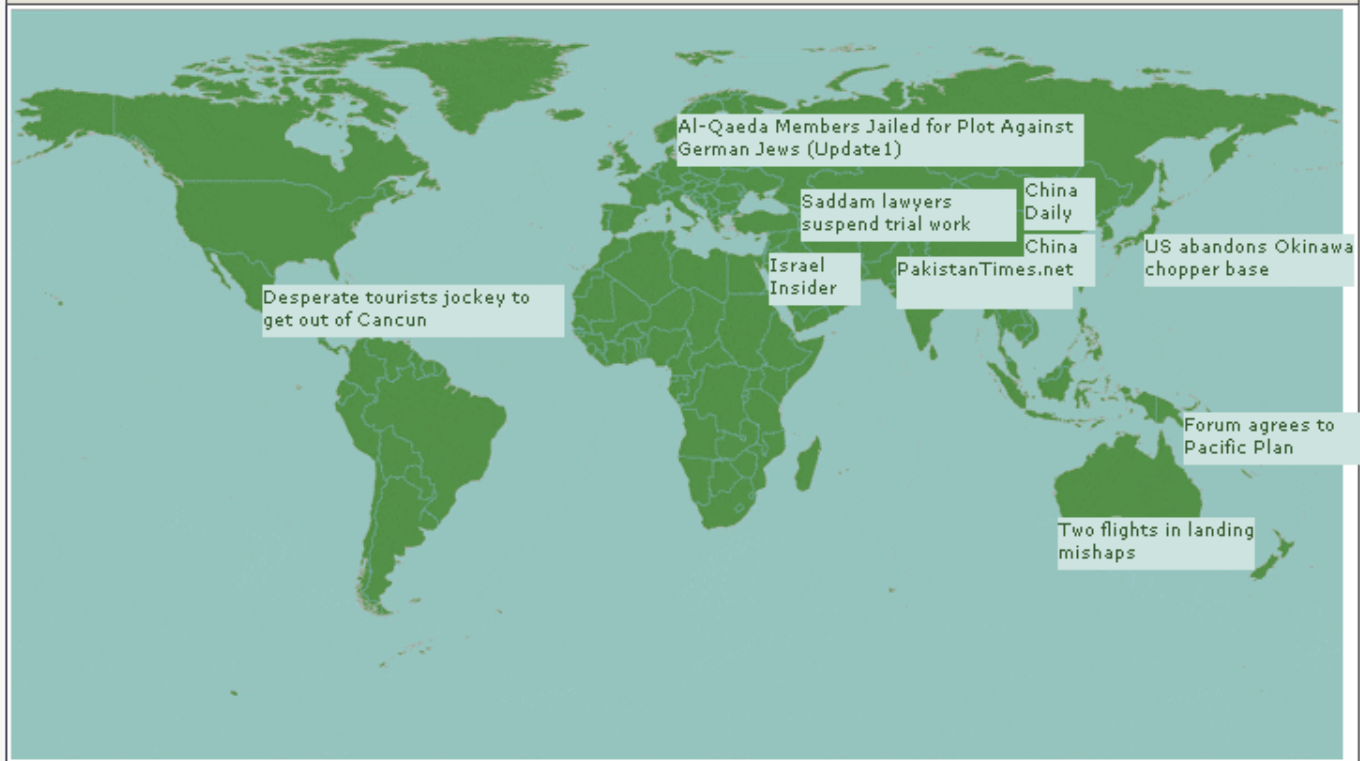


Strategy #8

Get Visual



Home || Blog || Projects || Google Hacks || Artificial Life || Search || About



Desperate tourists jockey to get out of Cancun

Al-Qaeda Members Jailed for Plot Against German Jews (Update1)

Saddam lawyers suspend trial work

Israel Insider

PakistanTimes.net

China Daily

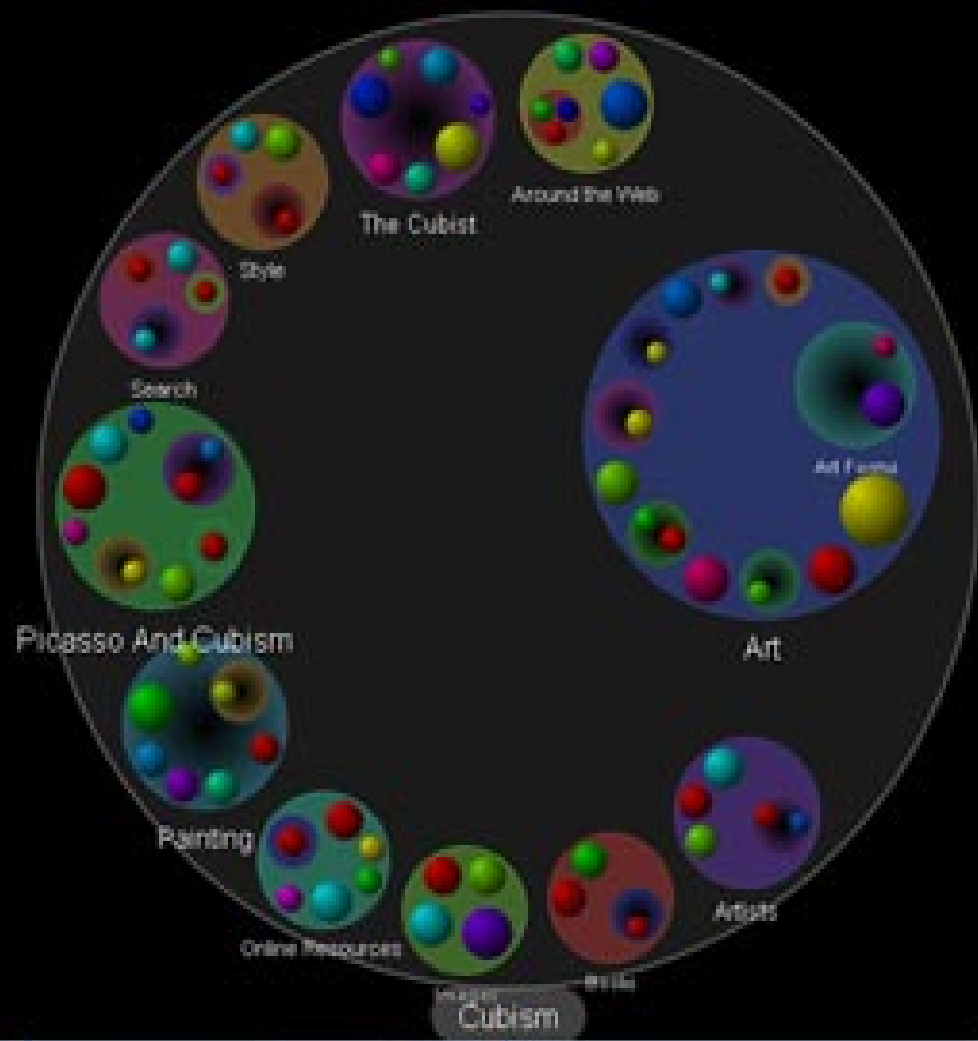
China

US abandons Okinawa chopper base

Forum agrees to Pacific Plan

Two flights in landing mishaps

Google News Map



Name or Description contains

Rank is at most

Color

Domain

Source



Strategy #9

Integrate



Build community context first

Learning

Research

Culture / Entertainment

Workplace

Neighbourhood

- It's not about the Library! It is about five very specific user spaces, communities . . .



Portals

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Portals, Portlets

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

RSS – really simple
syndication

A bright yellow, multi-pointed starburst graphic with a gradient from light yellow to a darker yellow at the center. It is positioned on the left side of the slide, partially overlapping the text 'WHY?'.

WHY?

WEB 2.0

Wikis

A bright yellow starburst graphic with multiple sharp points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Blogs and blogging

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

New Programming
Tools:

AJAX, API, Mash-ups,
J2EE, Java, widgets,
wizards

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Commentary and comments

A bright yellow starburst graphic with multiple sharp points, containing the text 'WHY?' in black.

WHY?

WEB 2.0

Personalization and My
Profiles

A bright yellow starburst graphic with multiple points, containing the word 'WHY?' in bold black text.

WHY?

WEB 2.0

Podcasting, Screencasting,
Webcasting, P2P and MP3's
Streaming Media – audio and
video

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Reviews and User-driven
Ratings

Recommender Functionality

A bright yellow starburst graphic with multiple sharp points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Personalized Alerts

A bright yellow starburst graphic with multiple sharp points, containing the text 'WHY?' in black.

WHY?

WEB 2.0

Web Services

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Instant Messaging and
Virtual Reference

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Folksonomies, Tagging and
Tag Clouds
Visualization

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Photos (e.g. Flickr, Picasa)

A bright yellow starburst graphic with multiple sharp points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Social Networking

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Socially Driven Content

A bright yellow starburst graphic with multiple points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

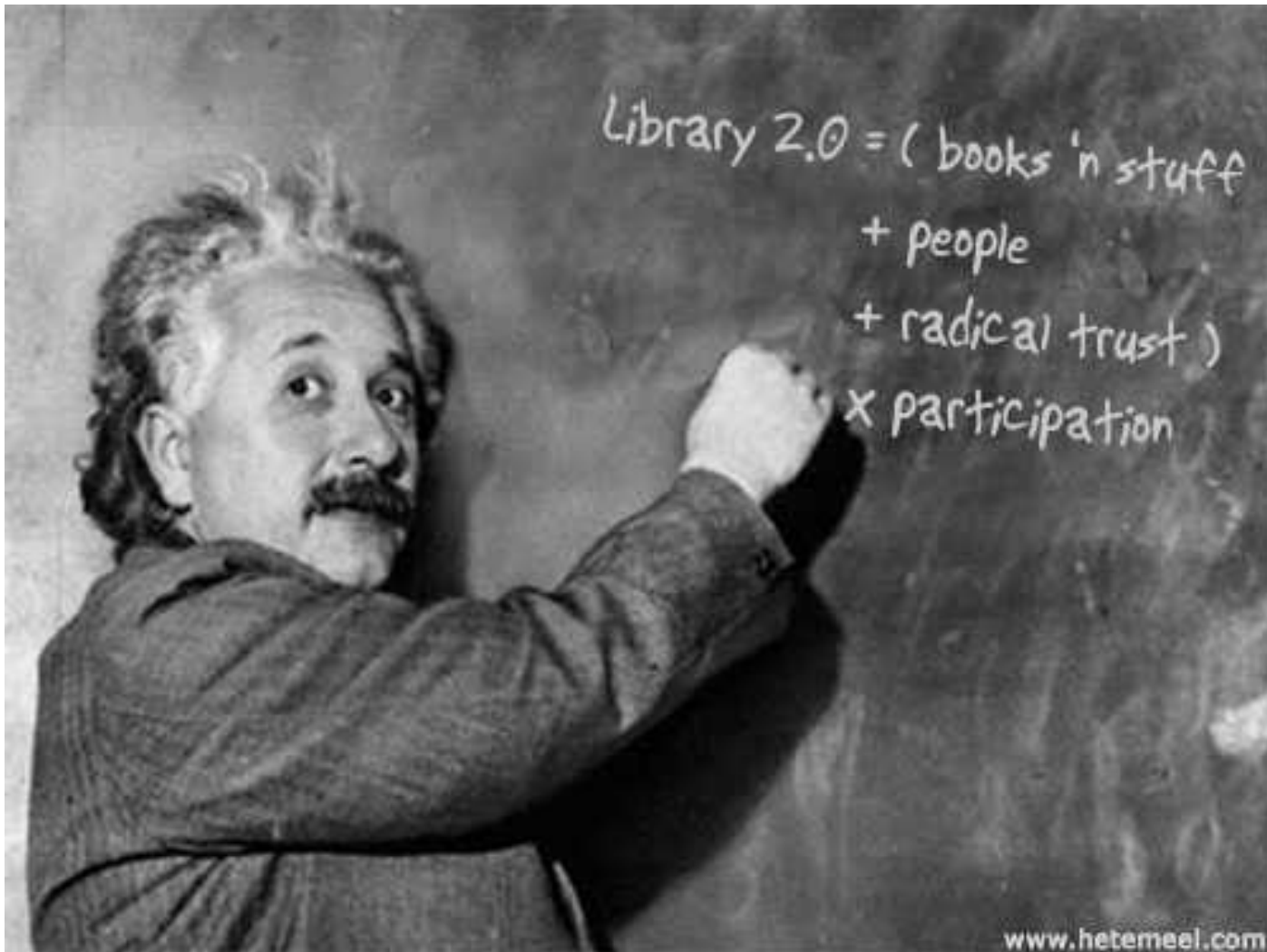
Open Access,
Open Source,
Open Content

A bright yellow starburst graphic with multiple sharp points, containing the text 'WHY?' in bold black letters.

WHY?

WEB 2.0

Social Bookmarking





You Know You're Web 2.0 When...

- You can easily comment on, or preferably, actually change the content that you find on a Web site.
- You can label your information with tags and [use them](#) to find that information again.
- Your Web page doesn't reload *even once* as you get a whole lotta work done.
- You are actively aware of other users' recent activity on a site.
- It's possible for you to easily share with others the information you're contributing on the Web site.
- You can syndicate your information on a Web site elsewhere on the Internet through a feed like RSS or Atom.
- You can [pick and choose](#) the pieces of a Web site that you like and then add that functionality to your own site.
- There are [easy ways](#) to find out what content is the most popular or interesting at the moment.
- You heard about a new Web site because a friend enthusiastically recommended it to you out of the blue.
- There happens to be a mind boggling amount information and a lot of people on a site, yet it seems easy to find what you want and communicate with others.
- Everything you ever added to a given Web site can be [removed easily](#) at your whim.
- The Web site actively encourages you to share and reuse its information and its services with others. And it even provides a [license](#) to do so.



Strategy #10

For Pete's sake, take a risk.

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?



I've got my tinfoil hat on





© Philipp Lenssen
blog.outer-court.com



The Last Word



It's an
Information
Ocean, not a
Highway.



**Libraries are an
“Exploration
Space” not a
collection space.**



The tornado is
coming...

First stop OZ,
Emerald City or
the root cellar in the dust bowl?





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.



to feel
happening
you can
you can

ing **focus**

to feel free
I cant live my
opportunities
to feel



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



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<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>