



## Extreme Library Makeover: MCLS Leadership Institute



Oct. 20, 2006

Stephen Abram

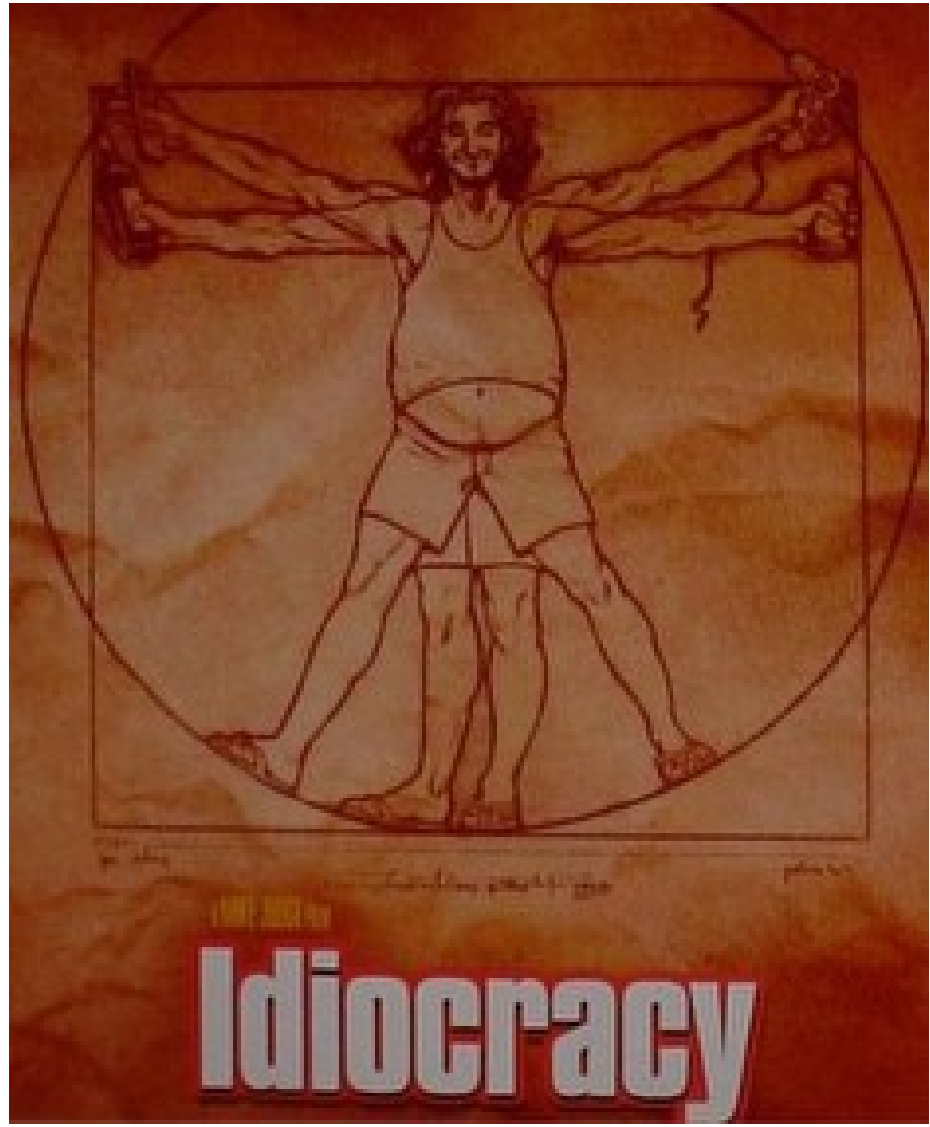
Vice President, Innovation

SirsiDynix



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

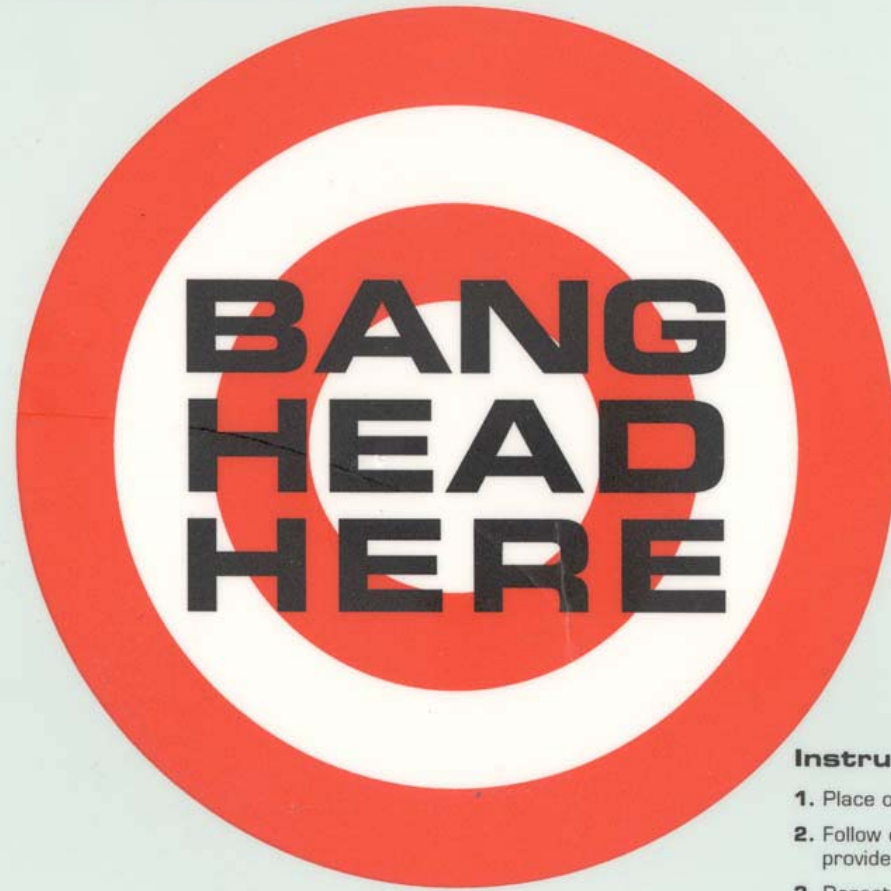








## ANTI-STRESS KIT



### Instructions

1. Place on firm surface.
2. Follow directions provided in circle.
3. Repeat until you are anti-stressed or become unconscious.

# The Future Ain't What it Used to Be!

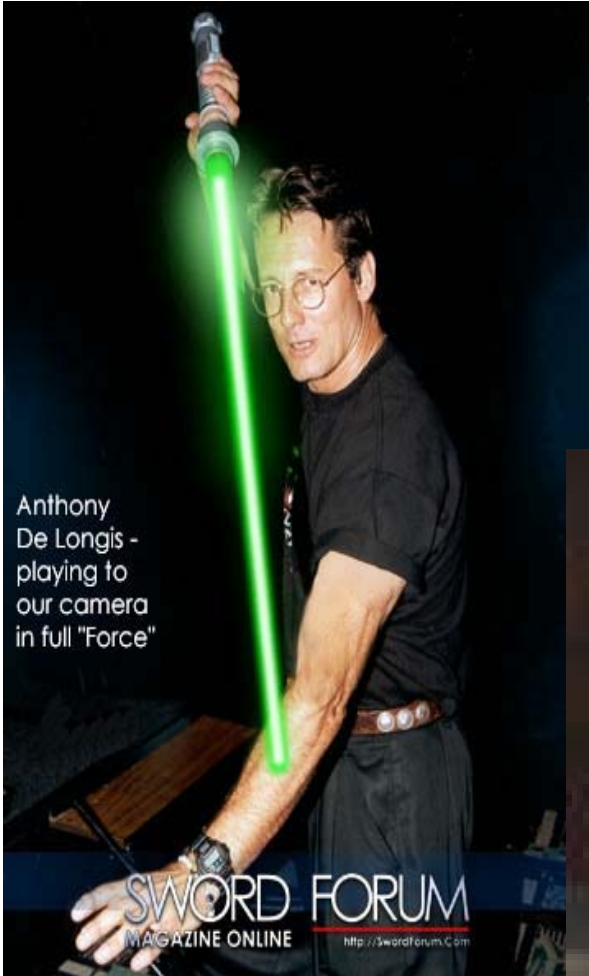




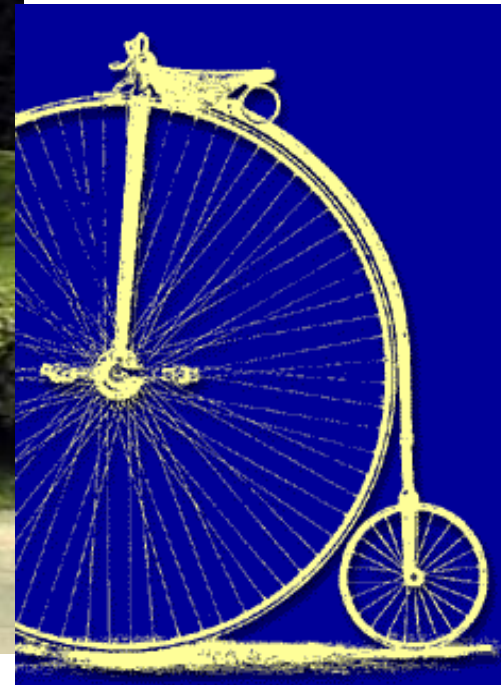
The Future Ain't What it Used  
to Be!

**SHIFT HAPPENS**

# 2000 Light Stopped

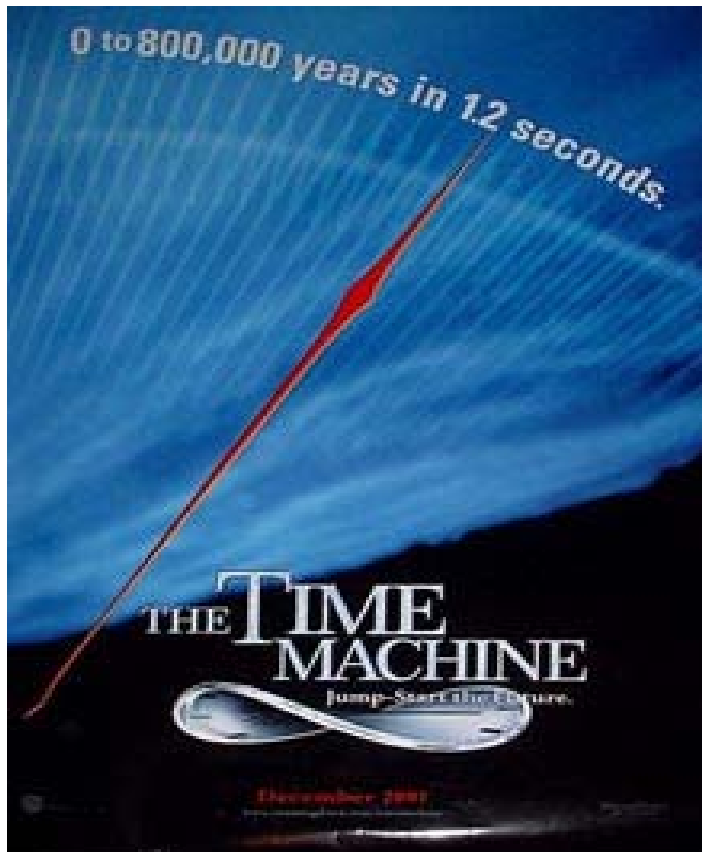


# 2001 Light Slowed to Bicycle Speed

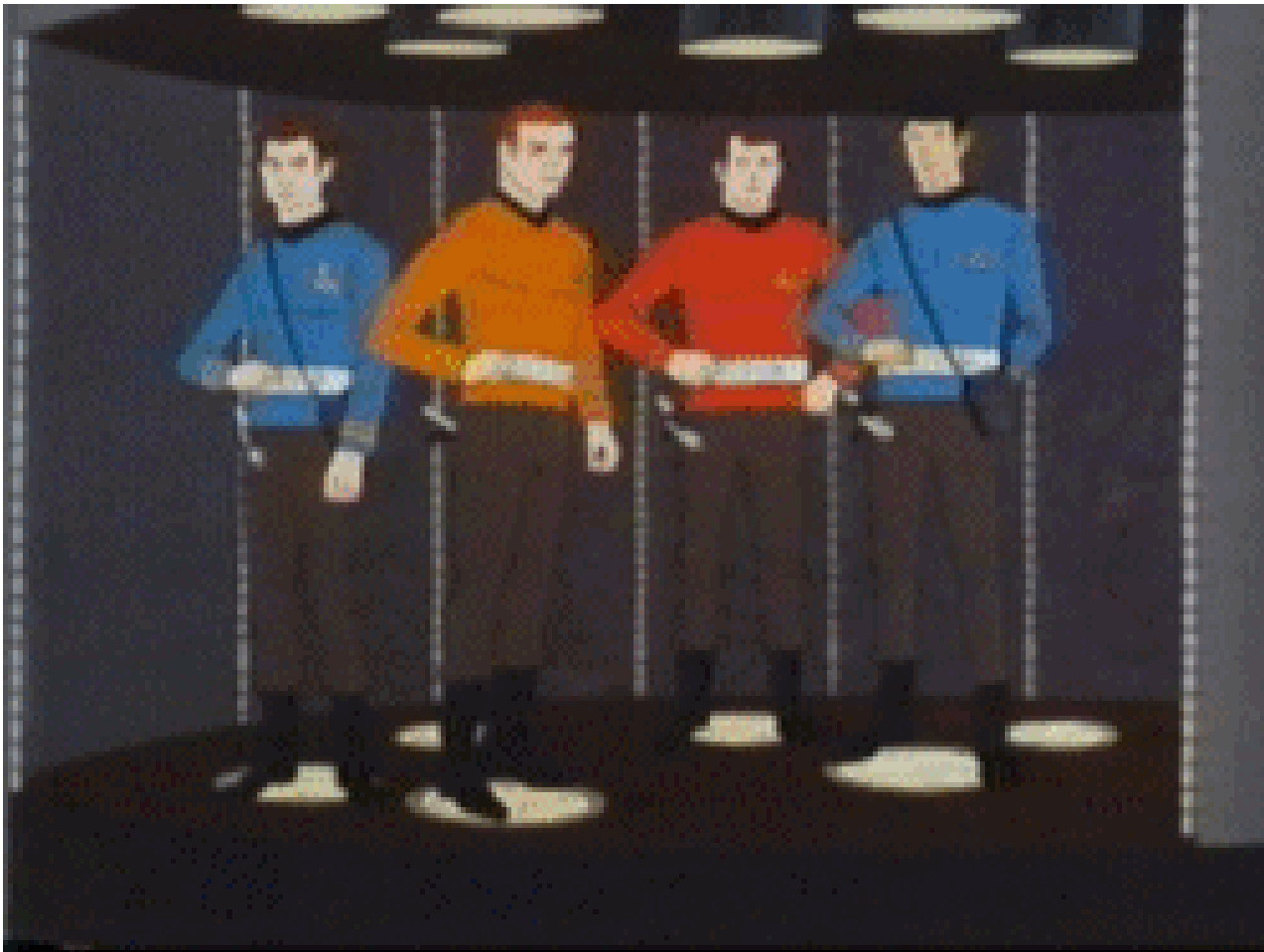




# 2002 Light Sent into Future



# 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



**CHANGED  
PRIORITIES  
AHEAD**



**RED ROUTE**

**No stopping  
at any time**

**JAEGER**

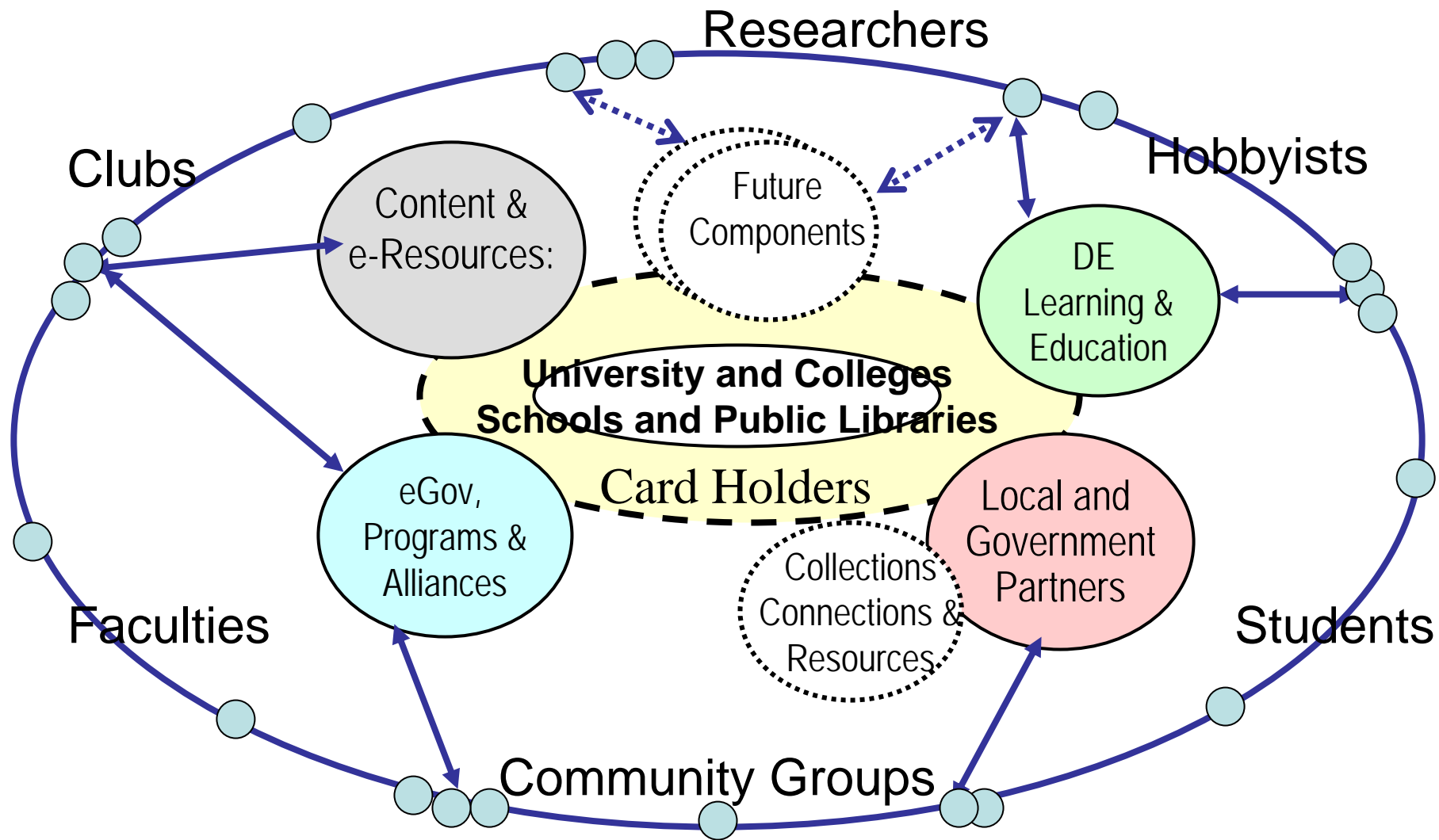
There's no place like home.





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

Get out the Kaopectate™



## Emerging Model for Community, Learning and Research Enterprises

Credit: adapted from Rick Luce, LANL



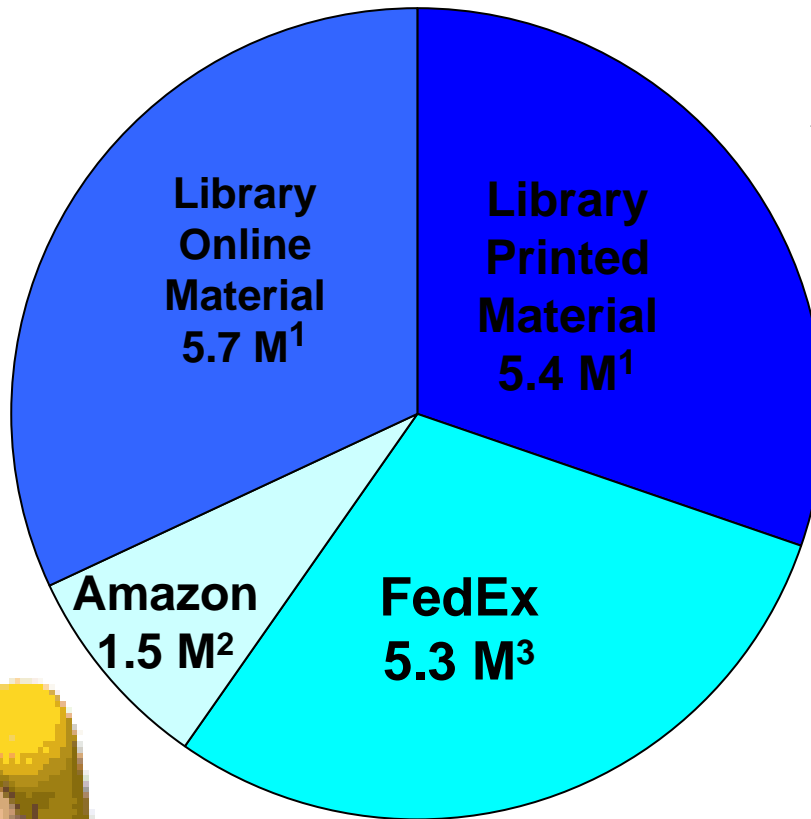
Which one is Sergey  
and which one  
is the other guy...?





G  g l e

# US Libraries Daily Circulation



**SirsiDynix software circulates 2,000,000 books daily**



1. OCLC, "Libraries, How They Stack Up", Copyright 2003 OCLC Online Computer Library Center, Inc.
2. Cox, John. "Amazon dives into technology services." InfoWorld, June 10, 2003. [http://www.infoworld.com/article/03/06/10/HNamazondives\\_1.html? Business](http://www.infoworld.com/article/03/06/10/HNamazondives_1.html?Business) (Accessed August 28, 2003.). "How to go from 100 to 1.5 million unites per day." Internet Retailer, June 10, 2003. <http://www.internetretailer.com/dailyNews.asp?id=9521> (Accessed August 28, 2003.)
3. FedEx Annual Report 2003

# US Libraries as a Destination

**US PUBLIC LIBRARY VISITS**

**1.1 Billion**

(STATE LIBRARY DATA, 2001-02)

**9X**

**US SPORTS ATTENDANCE**

**.2 Billion**

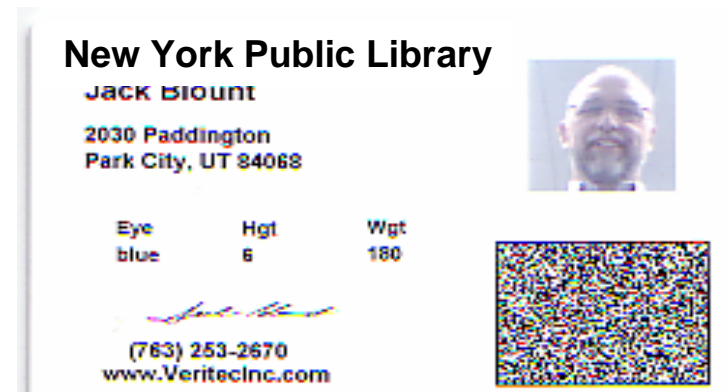
(STATISTICAL ABSTRACT 2002, CHART \_\_224)



**250 million people  
see SirsiDynix  
software  
in libraries**

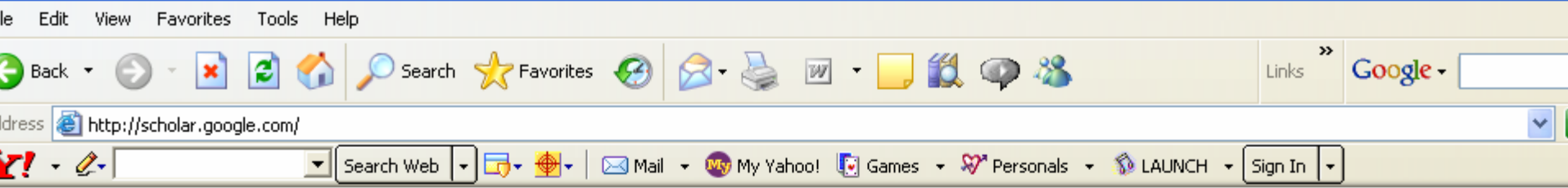
# Library Cards vs. Drivers' Licenses

- Six times more people have library cards than drivers licenses<sup>1</sup>



**SirsiDynix software  
manages more  
patron cards  
than global  
driver licenses**

1. OCLC, "Libraries, How They Stack Up", Copyright 2003 OCLC Online Computer Library Center, Inc.



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

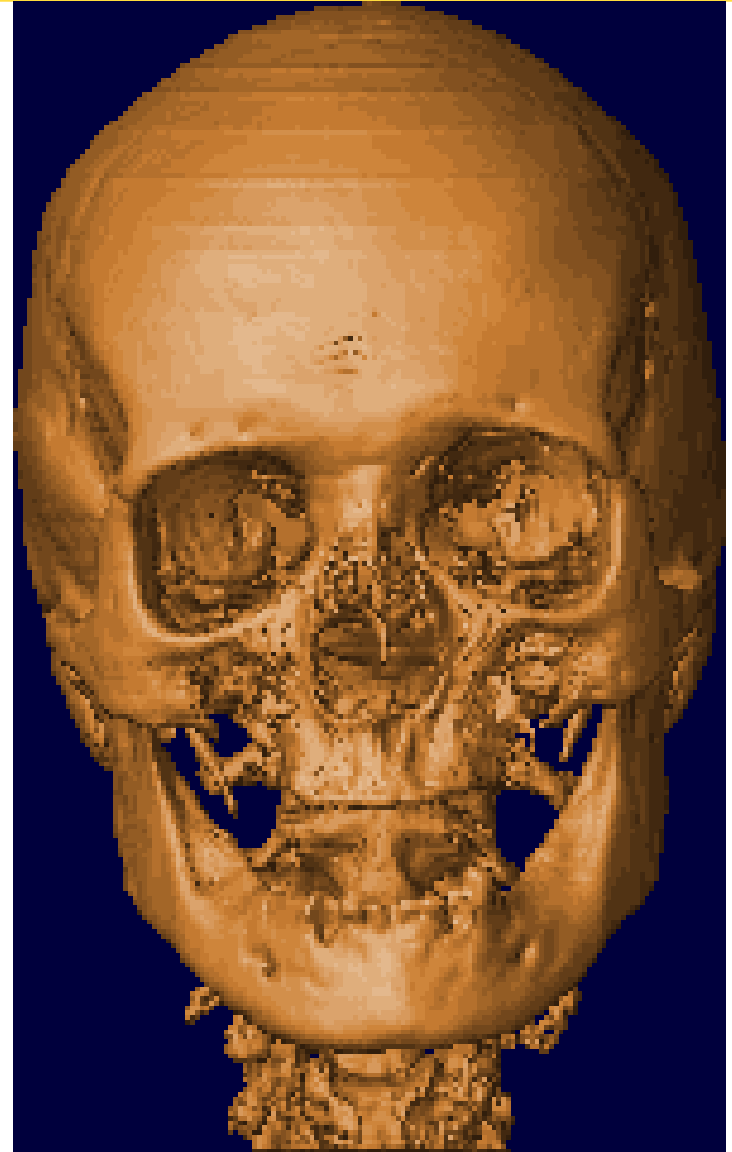
ur needs through mining all, surfing, and behaviours

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](#)



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### 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.](#)



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

How does that compare to B&ECPL?

# Google™

## Suggest BETA

Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) <sup>New!</sup> [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 & Kansas City





# Google™ Local BETA

What  Where

*e.g. coffee shops*

Yahoo! My Yahoo! Mail

**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](#)
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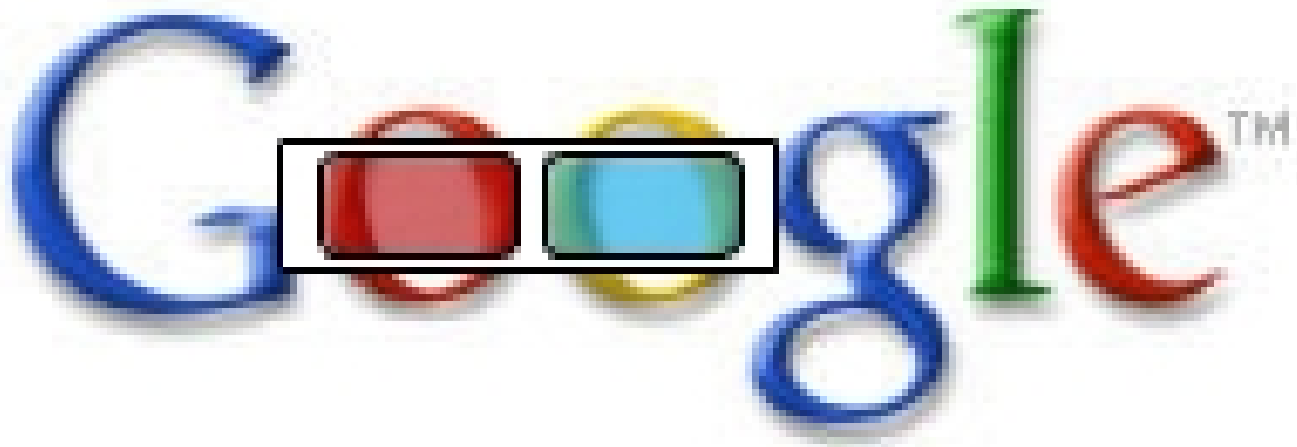
**msn.** Search

Web News Images Desktop Encarta

+Search Builder Settings Help Espanol

# Google and 3D

- San Francisco first.





# Wireless

Toronto, San Francisco...

Free, broadband and efficient...?



# 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.





# 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

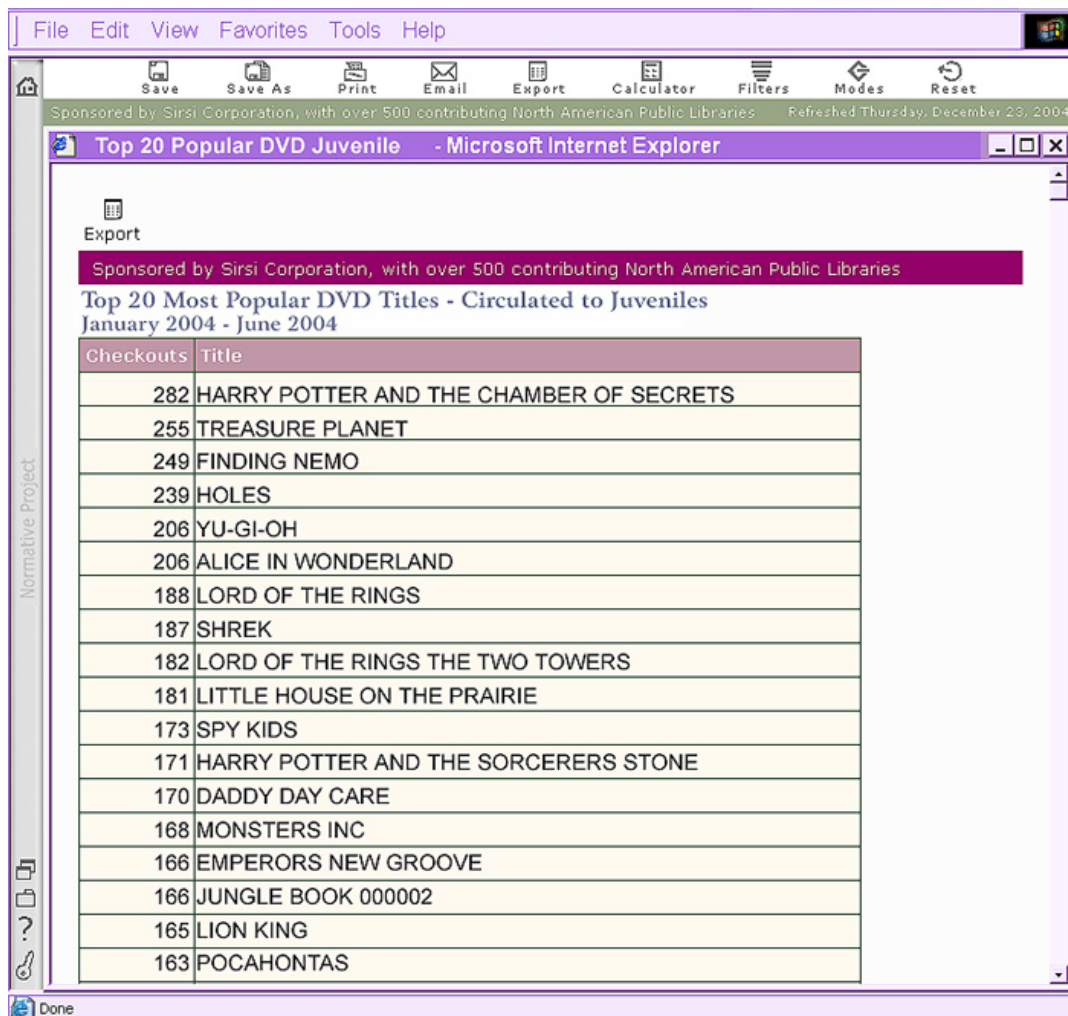
Library System	All Library System	Hour of Day	All Hour of Day
Geographic Area	All Geographic Area	Day of Week	All Day of Week
Geographic Code	All Geographic Code	User Zip Code	All User Zip Code
Population Served	All Population Served	Language	All Language
Transaction Date	All Transaction Date	LC Call 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

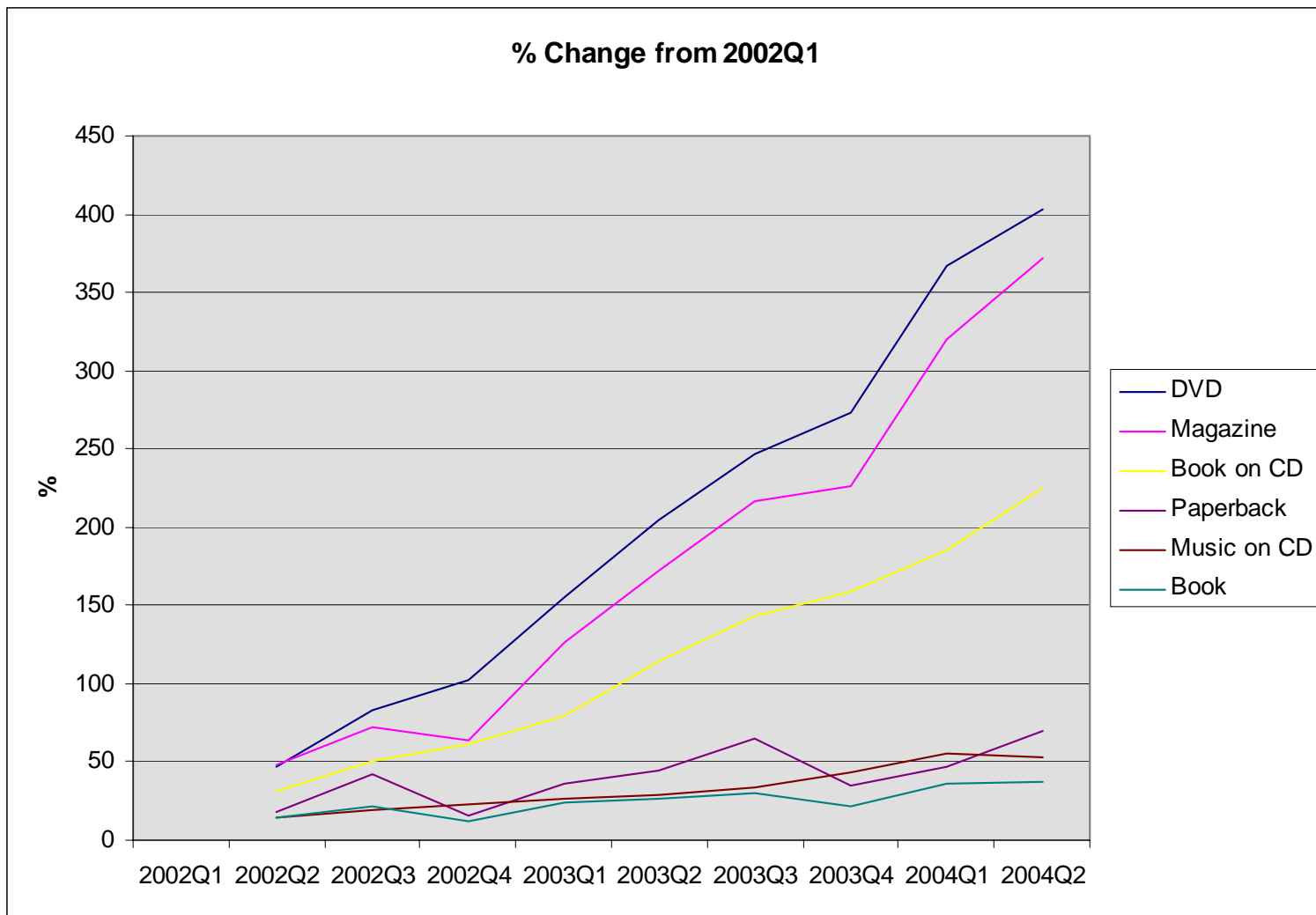
Sponsored by Sirsi Corporation, with over 500 contributing North American Public Libraries

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

# SirsiDynix Library Transactions





# Over-used books by Dewey Class

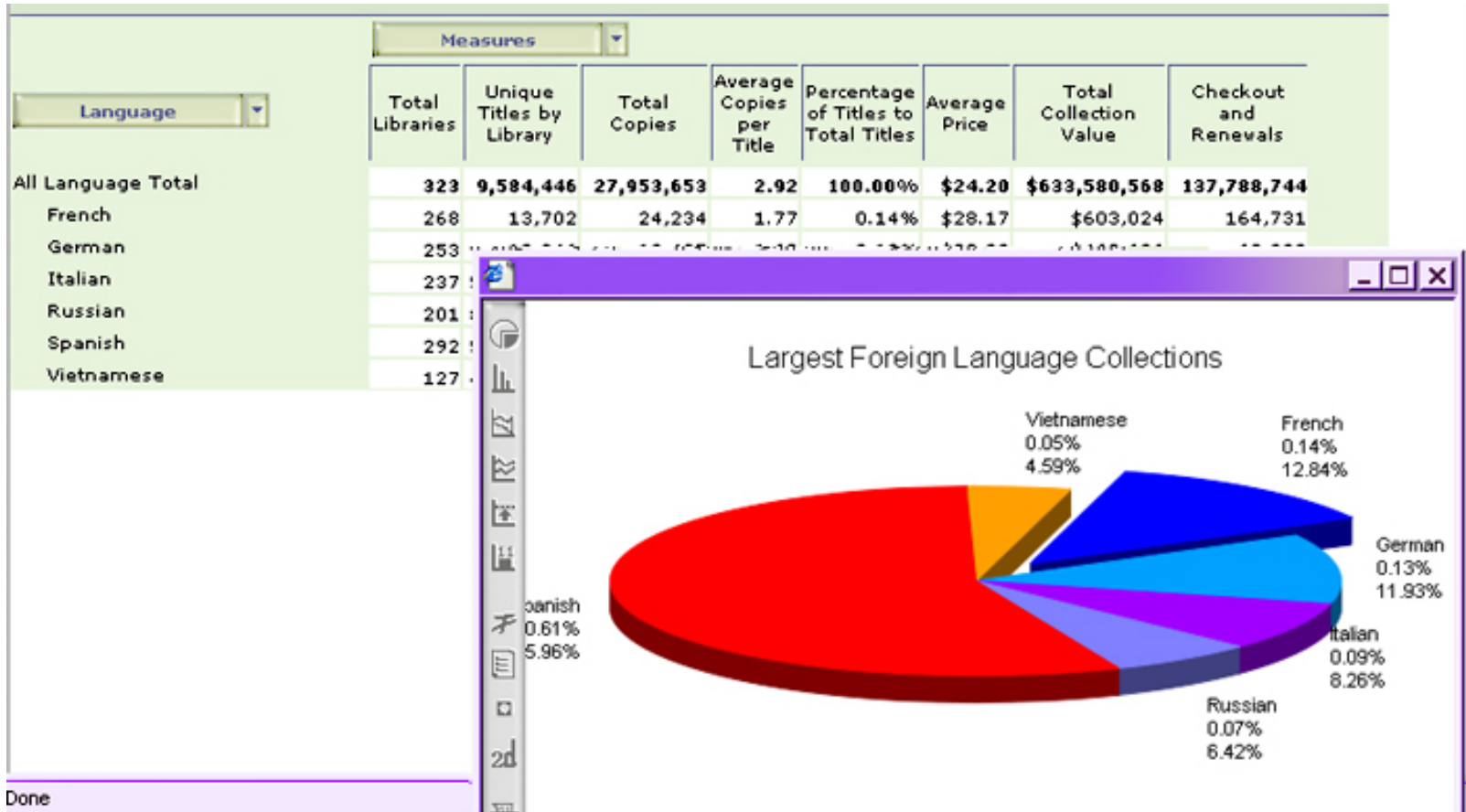
Dewey call number ranges	Checkout and Renewals	Turnover Rank (of 100)	% of Titles Rank (of 100)	Difference in ranks
(450) Italian, Romanian, Rhaeto-Romantic	19,196	13	91	-78
(440) Romance languages French	44,996	9	84	-75
(460) Spanish & Portuguese languages	124,313	3	73	-70
(470) Italic Latin	6,454	32	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.



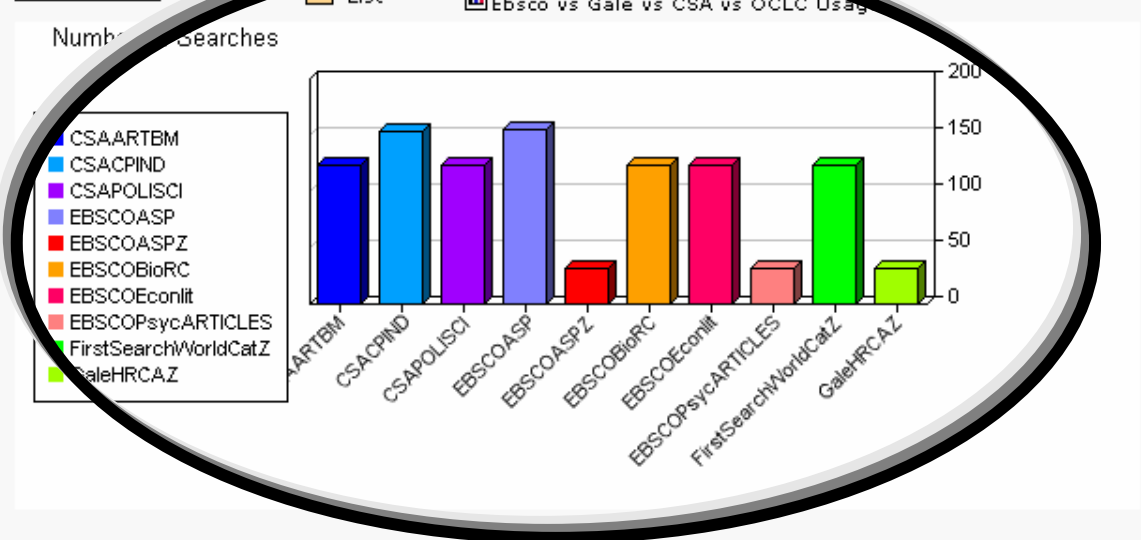
# My SwiftView

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

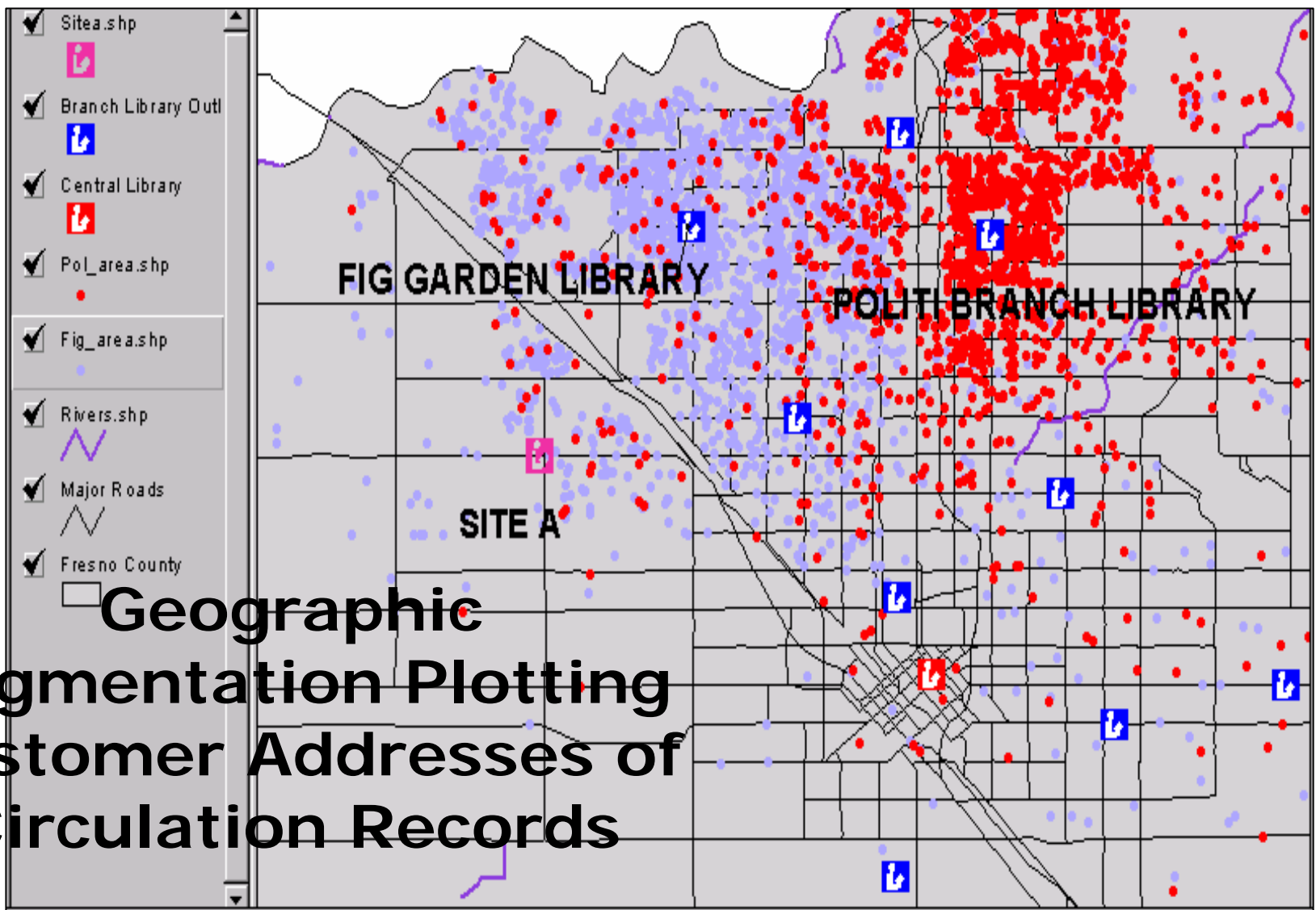
- GRANDVIEW - Over 1,000 new users in 2004
- Single Search Total - Hits and All Hour Of Day over 2,000 where Latest Sample
- GRANDVIEW and CHILD - Total Items Checked Out and libro mas referencia over 2000
- MISSING - Checkout over 1,200
- CENTER and RETIREE - Total Items Checked Out and libro mas referencia 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 Paid
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

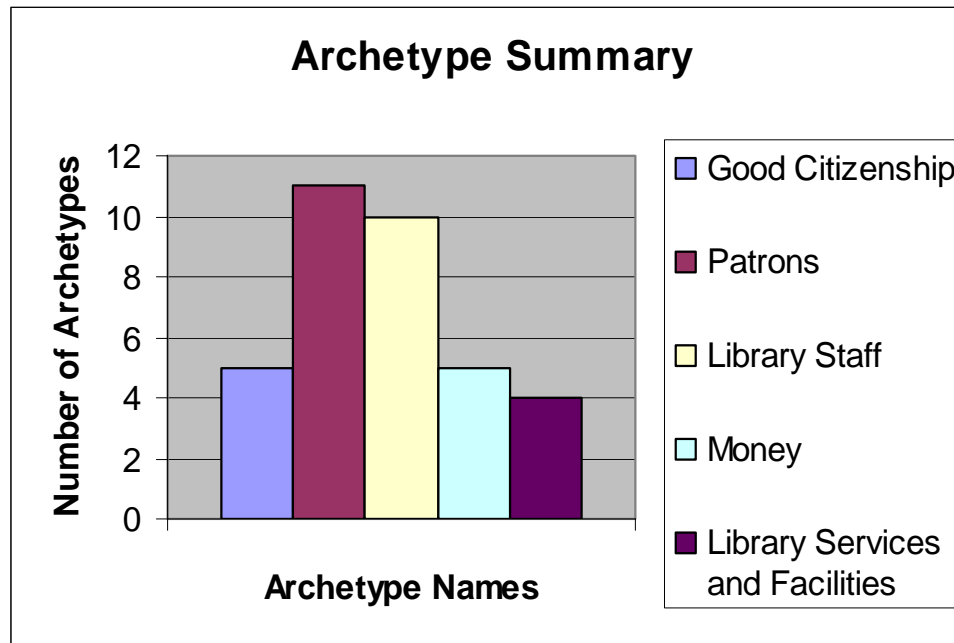
Archetypes	Themes	Values
<ul style="list-style-type: none"><li>• Good Citizenship</li><li>• Patrons</li><li>• Library Staff</li><li>• Money</li><li>• Library Services and Facilities</li></ul>	<ul style="list-style-type: none"><li>• Interaction</li><li>• Technology</li><li>• Efficiency</li><li>• Money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

Issues

Ideal State



# Archetypes: Characters





# Good Citizenship Archetypes

**Well-Rounded Citizen**  
**(13 attributes)**



**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**

# Good Citizenship Archetypes

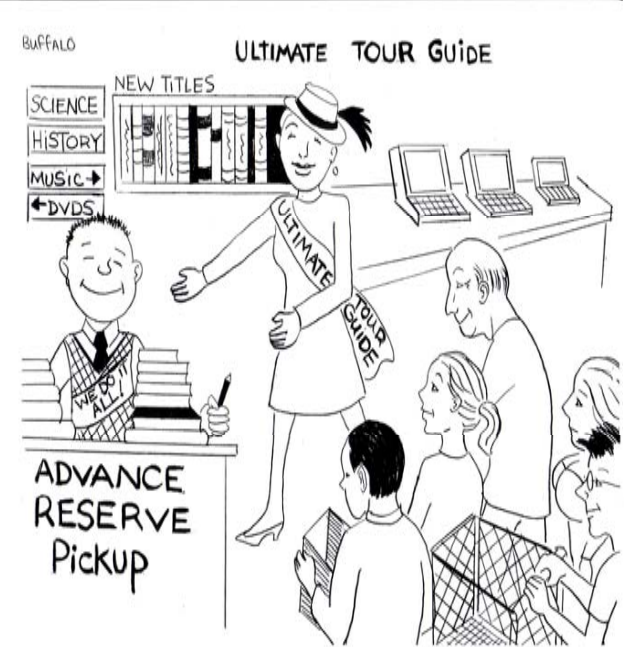
## Strong Community Leader (6 attributes)



**Community builder**  
**Connected**  
**Connecting with**  
**community**  
**Gives people mission**  
**Networking**  
**Pulls community**  
**together**

# Library Staff Archetypes

## Ultimate Tour Guide (7 attributes)

	<ul style="list-style-type: none"><li><b>Advance reserve on new materials</b></li><li><b>Abundance of items</b></li><li><b>One-stop shopping</b></li><li><b>Video/DVD lost in drop box</b></li><li><b>Access to materials never afford</b></li><li><b>Up to date, current materials</b></li><li><b>Diversity of materials</b></li></ul>
--	---



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.

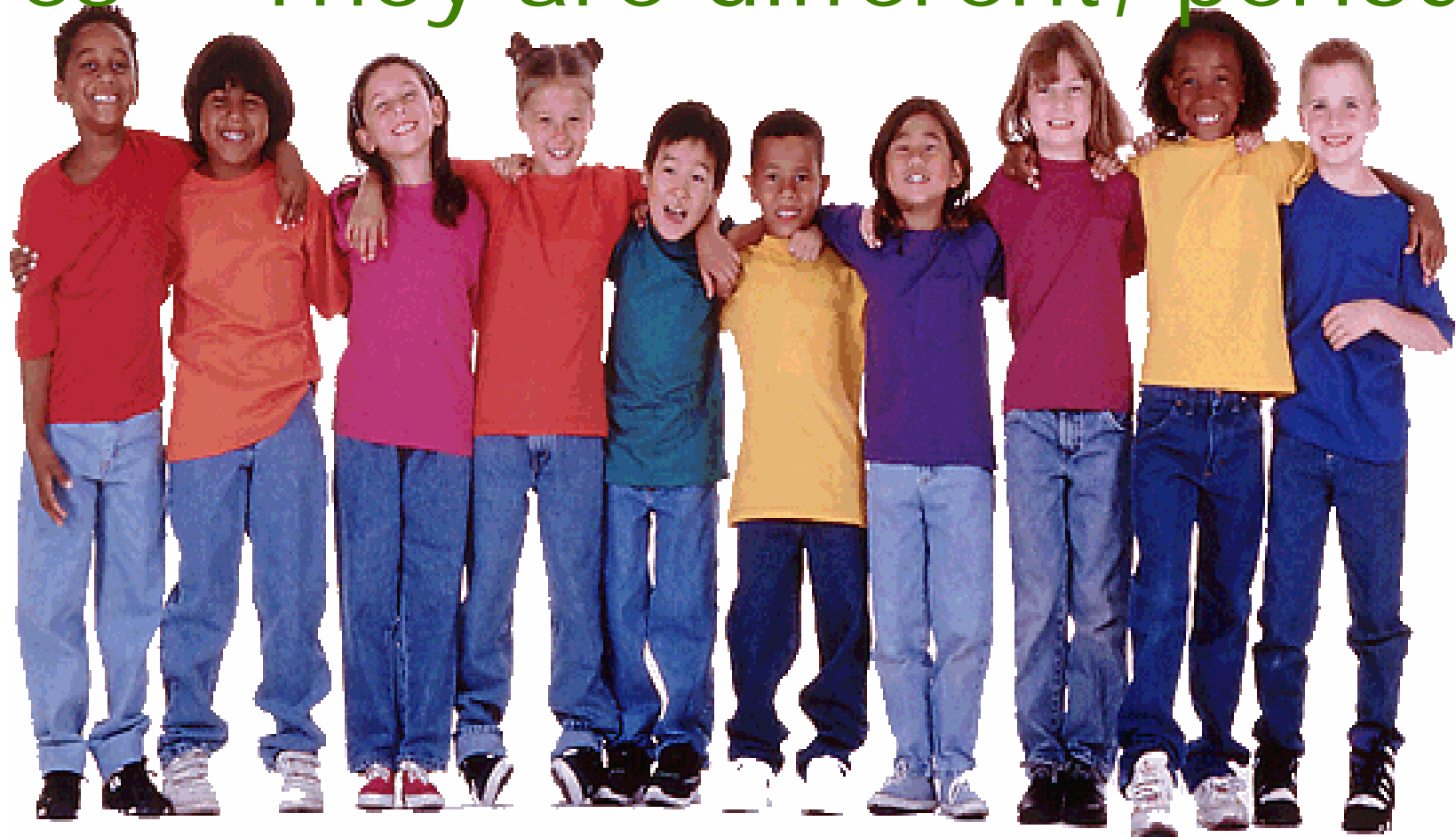


16



...5 year planning horizon

Yes – They are different, period.





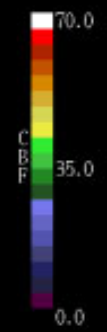
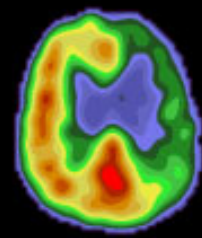
# MILLENNIAL CHARACTERISTICS

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

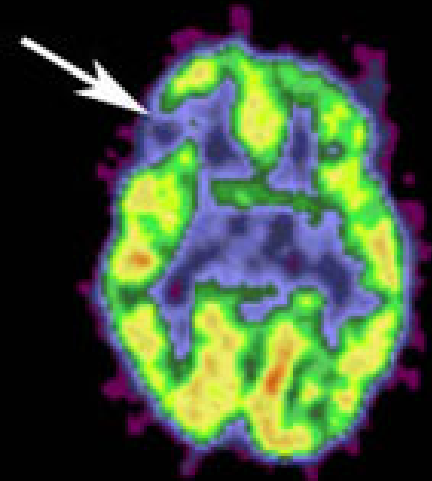
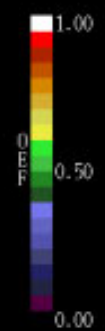
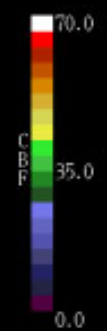
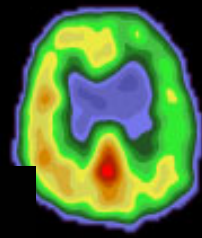
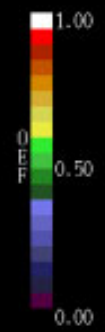
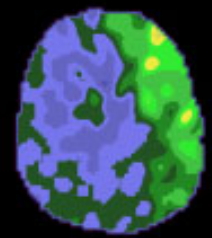
Credit: Richard Sweeney, NJIT



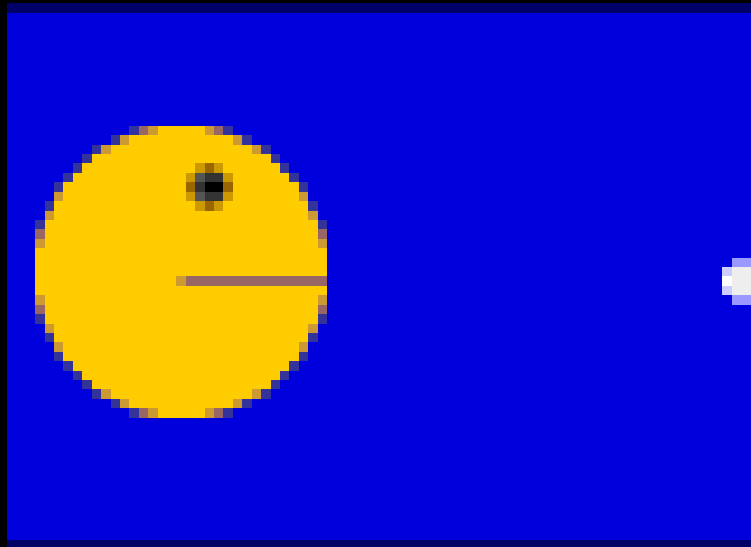
**CBF**



**OEF**



# Adapting to Technology



# EverQuest

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TACTICS

TRAITS

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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

Cool New People

Virginia



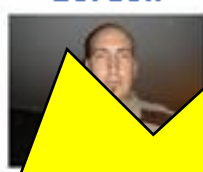
Katrina



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



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**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



Home | Browse | Search | Invite | Rank | Mail | Blogs | Events | Games | Music | Classifieds

Cool New People



Member Login

Username and password input fields for member login

Remember my E-mail

SIGN IN SIGN UP!

Forgot your password?

Blogs Browse Chat Rooms

MySpace Music



Two Gallants... fusion of... knuckled punk energy to... in-your-beer, onky-tonk. They've crafted a surprisingly original sound out of their timeworn influences. >> Listen Now

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START SAVING

MySpace Specials

Reminder: 15 million daily users, and 30 billion page views a month

**mate1** INTIMATE DATING *It's Free!*

I am a:  Seeking a:

For:  Age:  to

Zip/Postal:

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Film](#) | [Mail](#) | [Blog](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Videos](#) | [Music](#) | [Comedy](#) | [Classifieds](#)

### Hennepin County Library



Female  
86 years old  
HOPKINS, Minnesota  
United States

Last Login: 7/18/2006

[View My: Pics | Videos](#)

#### Contacting Hennepin County Library

- [Send Message](#)
- [Forward to Friend](#)
- [Add to Friends](#)
- [Add to Favorites](#)
- [Instant Message](#)
- [Block User](#)
- [Add to Group](#)
- [Rank User](#)

MySpace URL:  
<http://www.myspace.com/hennepincountylibrary>

Hennepin County Library is in your extended network

#### Hennepin County Library's Latest Blog Entry [\[Subscribe to this Blog\]](#)

Check out this event: DDR at the Library [\(view more\)](#)

Add the library catalog to your MySpace [\(view more\)](#)

What's Happening at the Library [\(view more\)](#)

Hennepin County Library does not in any way endorse the ads at the top of this page. [\(view more\)](#)

Summer Plans [\(view more\)](#)

[\[View All Blog Entries\]](#)

#### Hennepin County Library's Blurbs

About me:

[Library Search](#)

MySpace URL:  
<http://www.myspace.com/hennepincountylibrary>

- Hennepin County Library's Interests**
- General** [library](#), [css](#), [rss feeds](#), [books](#)
  - Music** Check out the [new music CDs](#) on order or recently arrived at the library.
  - Movies** Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.
  - Books** We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).
  - Groups:** [Teen Lit, YA/Teen Books Discussion Group](#)  
[View All Hennepin County Library's Groups](#)

**Hennepin County Library's Details**

**Status:** Single

**Zodiac Sign:** [Capricorn](#)

**Smoke / Drink:** No / No

### Hennepin County Library's Blurbs

**About me:**

**Library Search**

Find books & more  **go**

[add Hennepin County Library Catalog search to your MySpace!](#)

[26 libraries](#) in suburbs of Hennepin County, MN.

Check out the [blog](#) on our [TeenLinks website](#).

[Need homework help?](#)

Love books? So do we! [Find the next good book you're going to read, share a book review & more.](#)

College? Dating? Health? [Get sound advice.](#)

Question? [Ask us online 24/7.](#)  
hennepin county library

**Who I'd like to meet:**

[Library Users](#), [Authors](#), [Volunteers](#), [Teens...](#)

### Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.

- [eVolver](#)
- [I can't take my eyes off you](#)
- [:Steen:](#)
- [Charbonneau](#)

Sign In

Home Bands TV Colleges Schools Register Help



### Bands



Director  
<Directorbebo>



The Slumber Party  
Girls  
<slumberp  
artgirls>



Razorlight  
<Razorlight>



DEVASTATE  
<DEVASTATE06>



BoxSet  
<cestresbon>



Kinky  
<kinkymusic>

### Beboers



<downfo  
ryou123>



<huddude22>



<tomntilly>



<chrischa  
mbers3356>



<xx-cally-xx>



<KatyWri  
ght1993>

### Sign In

Username or Email Address

Password

Lost your [password?](#)

### Punt, Pass and Play!

View high school football pics and videos. You can upload your own and leave comments!

[Check out fridaynightlights >](#)



<fridaynight  
lights>



# 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/clptens>

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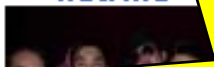
Unlimited local & long-distance throughout Canada & the U.S.  
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Save now

Cool New People

Virginia

Katrina



Member Login

email:

password:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs  
Browse  
Chat Rooms  
Classifieds

# My Smarter Space

MySpace Music



Two Gallants fuse a fusion of heavy-knuckled punk energy to storytelling epics and in-your-beer honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

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MySpace Specials



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- [Upload](#)

- [My Account](#)
- [My Videos](#)
- [My Favorites](#)
- [My Friends](#)
- [My Inbox](#)
- [My Subscriptions](#)
- [My Groups](#)
- [My Channel](#)

**Featured Videos**

[See More Videos](#)



**[Nouvelle Vague - Dance With Me](#)**

03:52

From Bande A Part out now on Luaka Bop/V2

Tags: [French](#) [New Wave](#) [Sexy Music](#) [Lounge](#) [Girls](#) [Hot](#) [Dancing](#) [Cute](#) [V2](#) [Luaka Bop](#) [2K](#) [Indie](#) [Peace](#)

Added: 1 week ago in Category: [Music](#)

From: [V2RecordsNYC](#)

Views: 377



161 ratings



**[Me and Jeff Goldblum](#)**

01:08

Me and Jeff hanging out VIP style

Tags: [Goldblum](#) [Celebrity](#) [Mad Cow](#)

Added: 7 months ago in Category: [Entertainment](#)

From: [mbstokes](#)

Views: 82,143



901 ratings



**[Painter Sketch](#)**

02:21

This animated sketch -- made with acrylic paint, a canvas, and a Super-8 camera propped up on a ladder -- was a preliminary test for a longer animated project that I never got around to. The footage is from 1992. The

Harvard, Yale,...

User Name:

Password:

[Sign In](#)

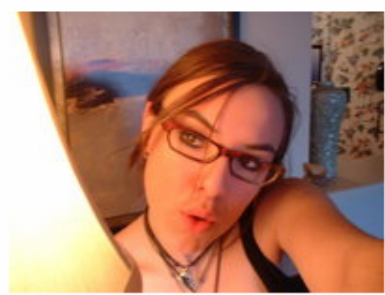


Search

- 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](mailto: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](#)

- Search
- My Profile edit
- My Friends
- My Photos
- My Groups
- My Events
- My Messages
- My Account
- My Privacy

# facebook

## Zachary Abram's Profile



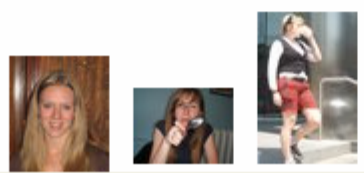
[View More Photos of Zachary \(2\)](#)  
[View All Zachary's Friends](#)  
[Send Zachary a Message](#)  
[Poke Him!](#)

### Friend Details [edit](#)

You are friends with Zachary.

### Mutual Friends

21 friends in common. [See All](#)



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### Personal Info

Political Views:

Activities:

Interests:

Cinema  
Coordinator for the  
Hockey Club est. 2003,  
the model United Nations  
I have two hobbies that I enjoy to the fullest, I collect rare photographs... I have two... One of Houdini locking his keys in his car... the other is a rare picture of Norman Rockwell beating up a child. Also, I have a vast seashell collection that I keep

ents in  
ca.  
SU,  
tc.



TURN\_AROUND WAVE JUMP SPIN JOY1 YES BLOW\_KISS EGYPTIAN MACARENA KARATE KICK

URL: http://www.eastern.edu



EASTERN UNIVERSITY

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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](mailto:support@activeworlds.com)

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



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WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY SUPPORT

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

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REFER-A-FRIEND



Try clicking this postcard!

... Second Life. You can click on markers and zoom & pan the map. Try it!  
You can turn off this help in the future by clicking [here](#)

Residents: 157,500  
Online Now: 5,402  
US\$ Spent Today: 187,907.00

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





# Teen SL Library services meeting





# Second Life Library Reading Room



## Inside



Sim of the Week - Page 9

## FYI

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.

## Index

Perspectives . . . . .	Page 4
The Line . . . . .	Page 5
Comics . . . . .	Page 7
Entertainment . . . . .	Page 7
Photo Contest . . . . .	Page 8
Fashion . . . . .	Pages 11-12
Art . . . . .	Page 15
Sports . . . . .	Page 16

## Web Poll

Go to our website at [www.metaversemessenger.com](http://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)



# happy mother's day The Metaverse Messenger

A REAL NEWSPAPER. FOR A VIRTUAL WORLD

Tuesday, May 9, 2006

A Second Life Publication

Free



**ZACK MORTAL HOSTED A** class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

# Reading is virtually fundamental in SL

By **KATT KONGO**  
*Staff writer*

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to treatment of mental illnesses, most would be surprised to learn that SL is now being used by an institution most think of as conventional — a library.

To be more exact, the Alliance Library System (ALS) is currently providing select services to the residents of SL. Initial services have, so far, consisted of book discussions and programs, such as one held Friday on the topic of "Getting Along with IT staff for Librarians and Educators."

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

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization

provides services to 286 libraries and is partially funded by the state of Illinois.

She added that ALS is one of the most innovative organizations, technologically speaking, and their philosophy is to mine new technologies to spread the gospel of library usage. "Innovation equals risk, innovation equals growth," she stated.

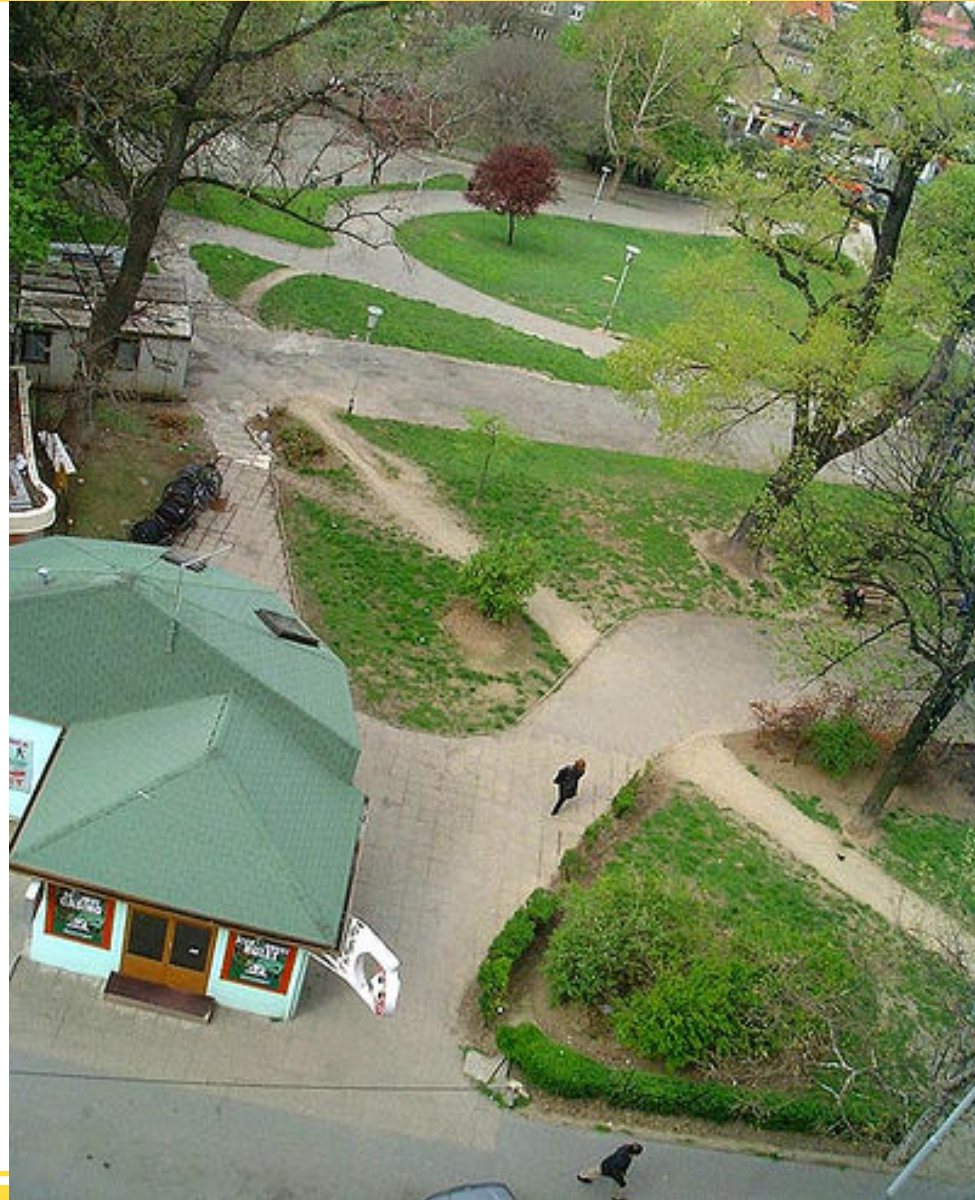
Loni Bell, the ALS's director of innovation, read about SL in the blog of a librarian who was already a resident. She created an account, logged on with her avatar, Lorelei Junot, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle's [\\_blacklibrary](#), but thought that library services could be expanded. "Since there is web programming through OPAL, why not offer that in SL?" she said.

Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

**See BOOK, Page 20**





# 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

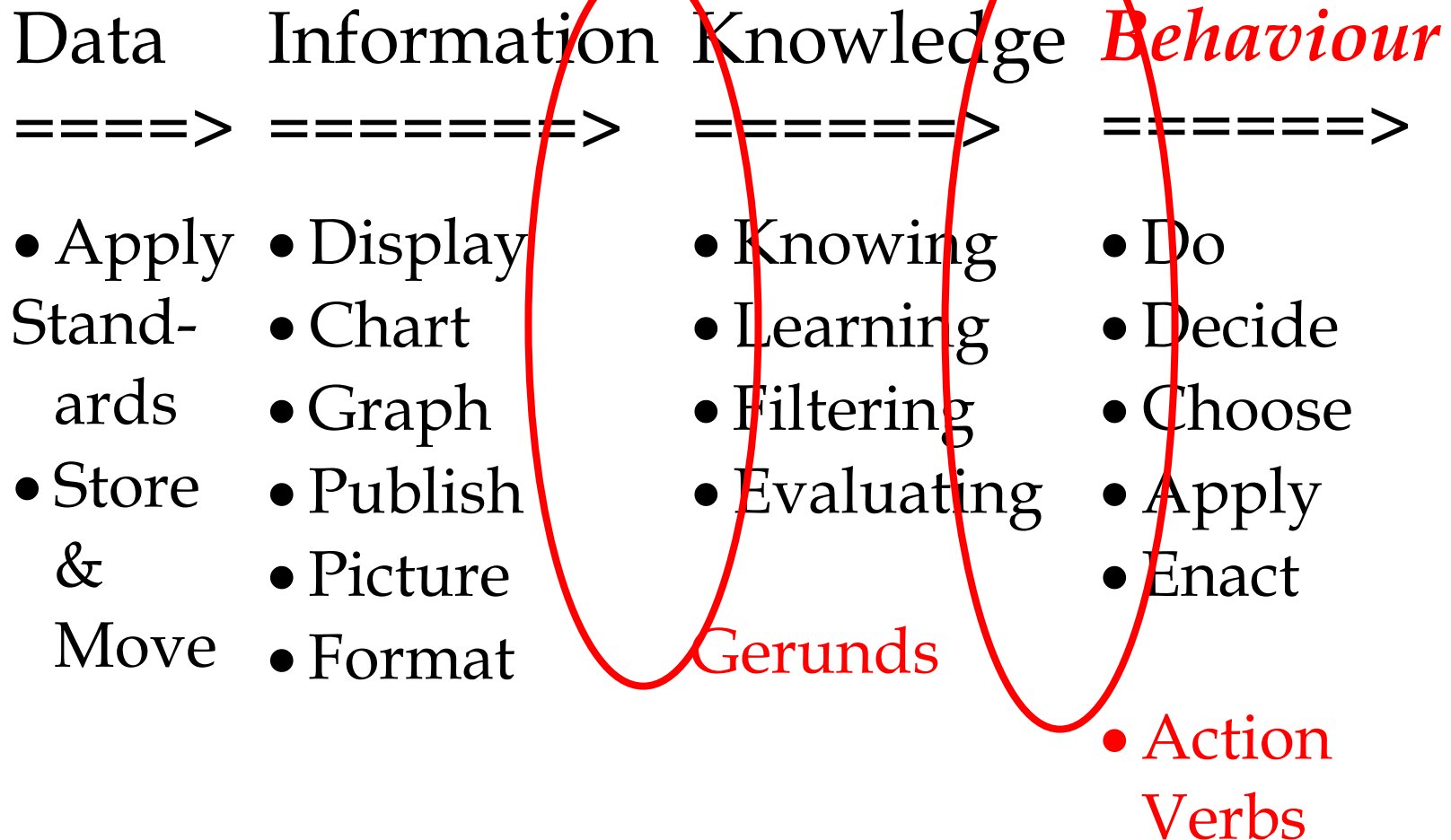


# Information Fluency

- 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.



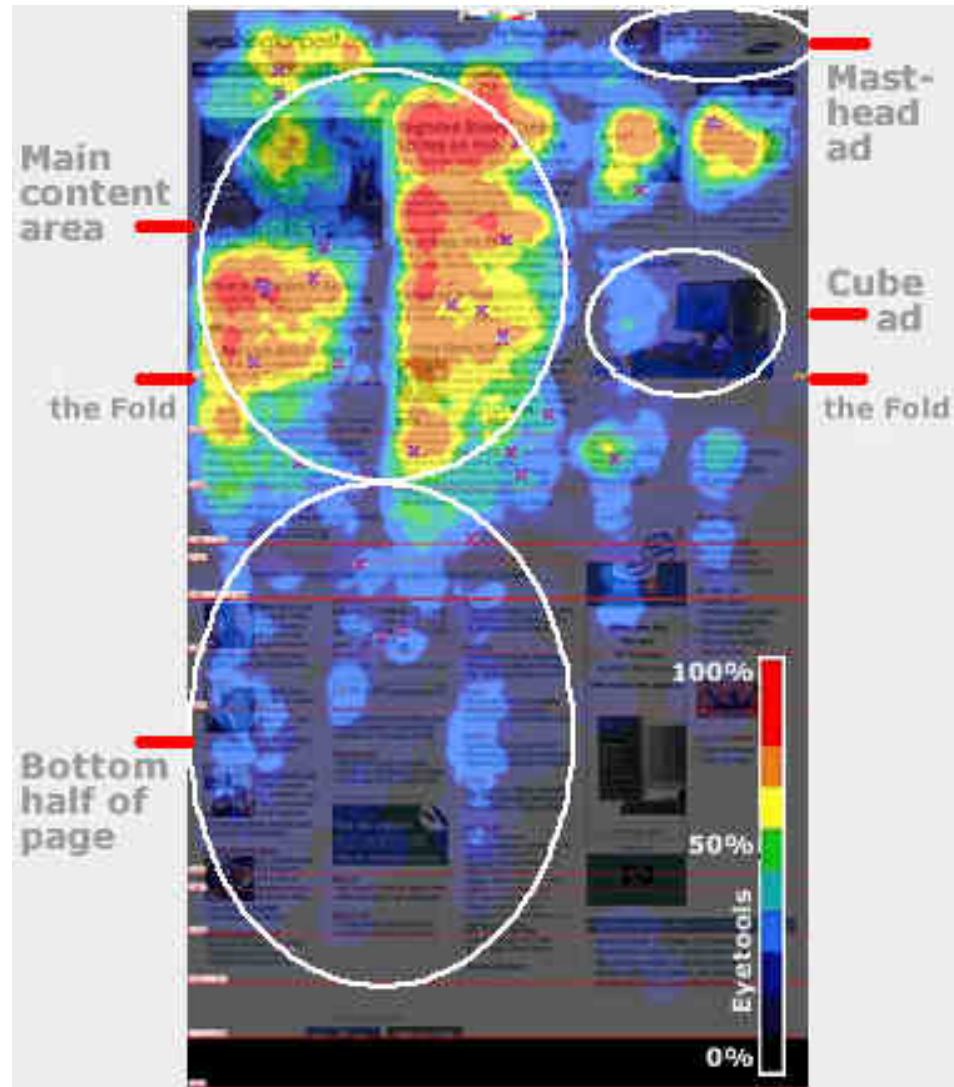
# Taking The Knowledge Positioning





# Usability

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 a red house icon with a mouse cursor pointing to it, labeled 'SCHOOLROOMS'. Further right are login 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:** A dropdown menu with 'Everything' selected and a 'Search' button.
- HOME:** A list of links: Elementary, Middle School, High School, and Parent Guide.
- How Do I...:** A list of help topics including solar system, rocks, geologic history, homework, weather, earth's history, special needs, topographic maps, fitness, and research.
- Try This...:** A section with a 'ELEMENTARY' button.
- Advanced Catalog Search >>:** A search interface with weather and news icons, and a date display for February 2, 2006.
- What Are SchoolRooms?:** A welcome message and a list of room types: Elementary Student Rooms, Middle School Student Rooms, and High School Student Rooms.
- Room Contributors:** Lists contributors for Elementary (Tim DeFrance, Laurie Simms) and Middle School (Jennifer Schwelik, Shelly Lewis).
- INFOhio Information:** Office information (Central Office), phone/fax numbers, email, and directions to the office at 274 East First Avenue, Suite 100, Columbus, Ohio 43201.
- Featured Resources:** A dropdown menu showing 'Parent Toolkit' and a 'GO' button.
- Featured Sites:** A dropdown menu showing 'Homework Now' and a 'GO' button.
- My Library Account:** Links for 'Renew My Materials', 'My Items on Hold', 'View My Fines', and 'Review My Library Account'.



**INF**  **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](#)

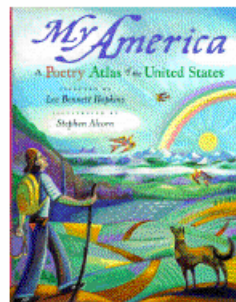
Explore science with the fun games on this site!



### [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

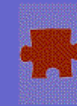
## Fun & Games



[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...)



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Password

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[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!

Everything

[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



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Password

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[Home](#)

[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

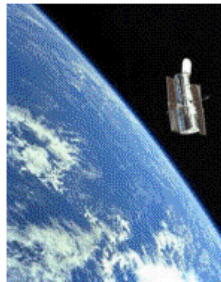
## How Do I...

- ▾ Study Relative Dating?

[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



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[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](#)

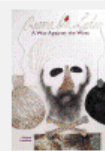
Public Broadcasting Service (U.S.) (2001)  
1 copy available at Available

#### [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](#)

**Can Bin Laden Be Caught?**

Ebsco Master File Premier

**Ebsco Master File Premier**

[4525 Results](#)

[See \(4625\) 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**



### 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.

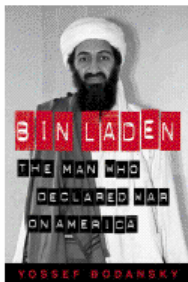
**Author:** Bodansky, Yossef.

**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



# R O O M S

## Southern University Library

Username Password 
[Create New Account](#)

[Ask A Librarian](#)
[About Rooms](#)
[Home](#)
[Print](#)
[Help](#)

### Explore a Room

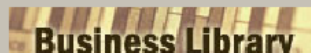
#### Home

- ▶ [Audiences](#)
- ▶ [Careers & Employment](#)
- ▶ [Entertainment Room](#)
- ▶ [Family Health & Fitness](#)
- ▶ [Food & Drink](#)
- ▶ [Genealogy & Family History](#)
- ▶ [Home Improvement](#)
- ▶ [Parenting](#)
- ▶ [Personal Finance & Investing](#)
- ▶ [Reading Room](#)
- ▶ [Reference](#)
- ▶ [Travel & Tourism](#)

### How Do I...

- ▶ [Study for the LSAT?](#)
- ▶ [Find a Mentor?](#)
- ▶ [Study Abroad?](#)
- ▶ [Choose a Style Guide?](#)
- ▶ [Create My Own Website?](#)
- ▶ [Find Graduate School Rankings?](#)
- ▶ [Research Literature?](#)
- ▶ [Improve My Grammar?](#)
- ▶ [Find Online Calculators?](#)
- ▶ [Prepare for an Interview?](#)

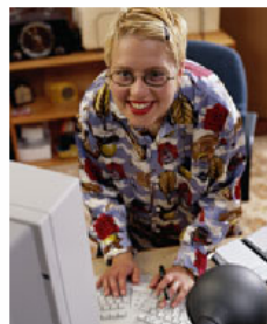
### Campus Libraries





[Advanced Catalog Search >>](#)
[Home](#)
[Browse History](#)

### Ask a Librarian



#### Reference Help

The librarians of SU Library are here to help you! Not only do we have reference librarians available for your assistance during library hours, but you can also contact a librarian via email or virtual chat. ...More

- [Chat with a Librarian](#)
- [Virtual Reference Shelf](#)

### Staff Picks



#### Oxford History of English Literature

The Short Oxford History of English Literature, 2e provides a comprehensive beginner's guide to the literature of the British Isles from the Anglo-Saxon period to the present day in one volume. ...More

### Library Highlights

#### Select a Location

Phone: 555-555-5555

Fax: 555-555-9999

Email: [contact@lib.edu](mailto:contact@lib.edu)

MON - THUR - 12AM to 11PM

FRI - 12AM to 6PM

SAT - 12AM to 5PM

SUN (Sept. to May) - 1PM to 5PM

#### Directions

The library is located on O'Fallon Road between That Road and Lois Lane.

[Map and Directions](#)

#### Featured Services



### My Library Account

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

### Research Help

[Subject Guides](#)



# Boston Public Library

## SCHOOLROOMS

Explore. Discover. Learn

Username

Password

[About BPL](#) [Ask a Librarian](#) [Home](#) [Print](#) [Homework Help](#)

### Explore a Room


**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?
- ▶ Learn About Special Needs?
- ▶ Use Topographic Maps?
- ▶ Teach My Child about Fitness?
- ▶ Help My Child with Research?

### Try This...



Elementary

Home [Browse History](#)

### 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...

### Boston Public Library

**Select a Location**

Central Library

Phone: (617) 536-5400  
Email: [info@bpl.org](mailto:info@bpl.org)

Monday-Thursday 9-9  
Friday and Saturday 9-5  
(closed Sundays during the summer)

**Directions**

700 Boylston Street, Copley Square, Boston, MA. The Central Library is on the corner of Exeter and Boylston Streets.  
[Click Here for Directions.](#)

**Library Information**

Get a Library Card



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



Target. Searching for the target...



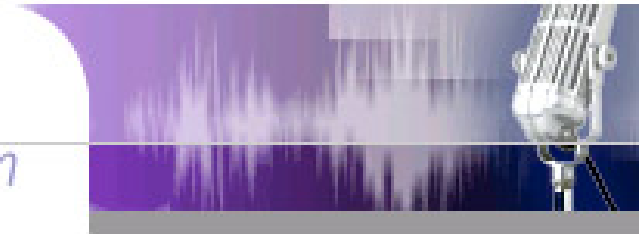
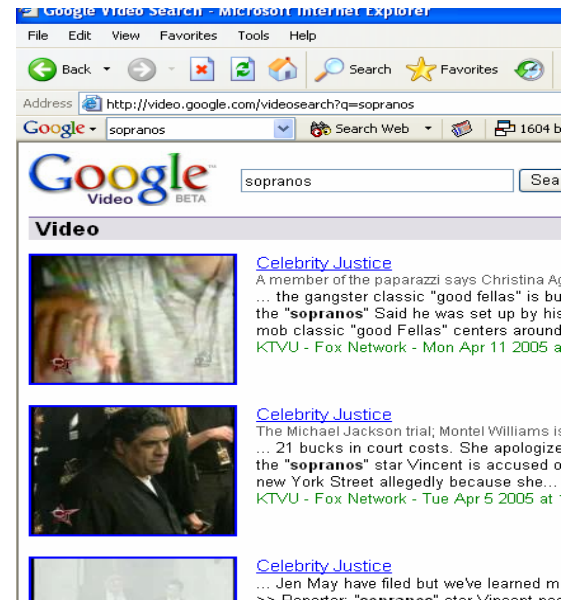
- Federated Search should not look like Google.
- Differentiate. Target.
- Build Federated collections.
- Target your community

# Get your texthead to nexthead

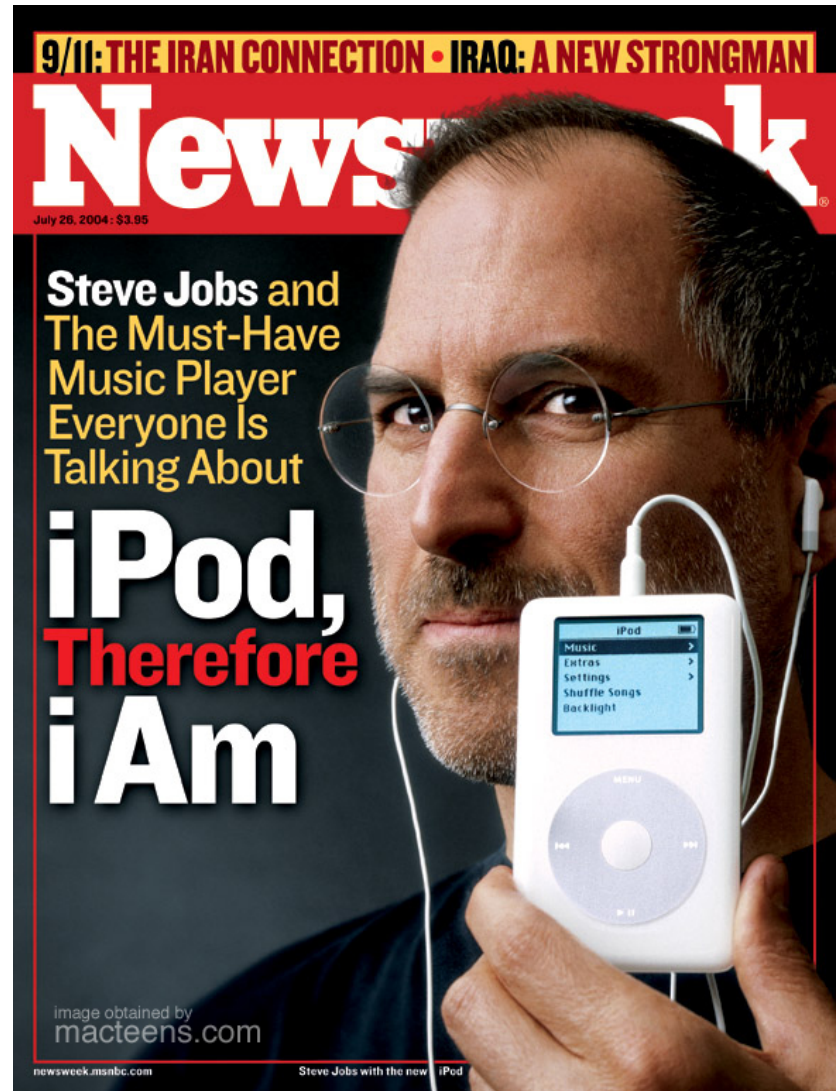
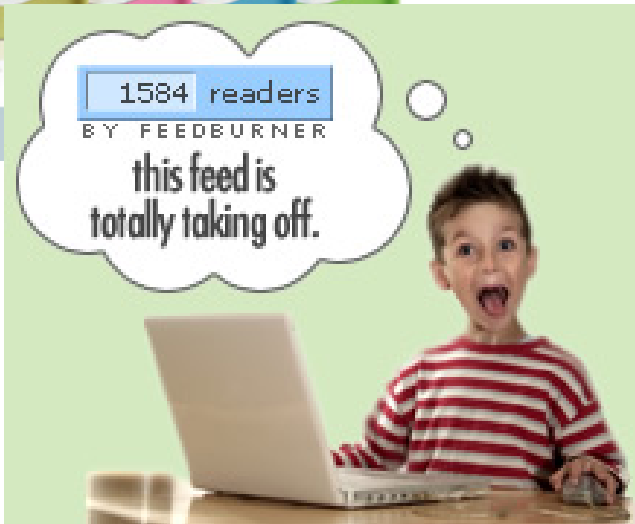
- MP3's
- Streaming Media
- Voice search



**SpeechBot™**  
*audio search using speech recognition*



# Podcasting





Position libraries where we  
excel

What  
Where



When

Why



Who

How



etc



Once more with *feeling*



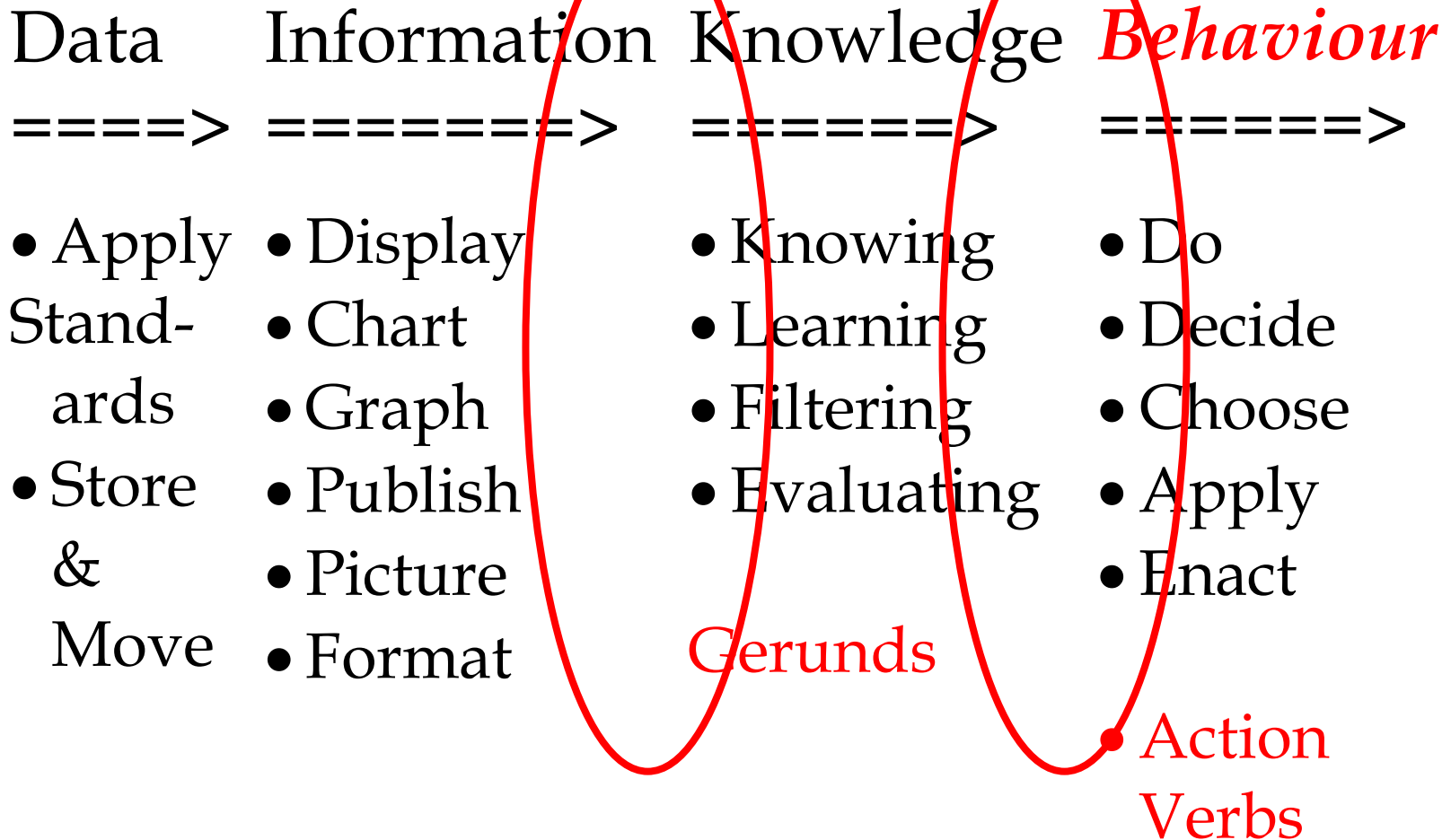
Libraries core skill is not  
delivering *information*



Libraries improve the  
quality of the *question*



# Taking The Knowledge Positioning





## Information Engagement Levels

**The ultimate  
healthy ecology**

**Stimulate/Live**

**Present/Teach**

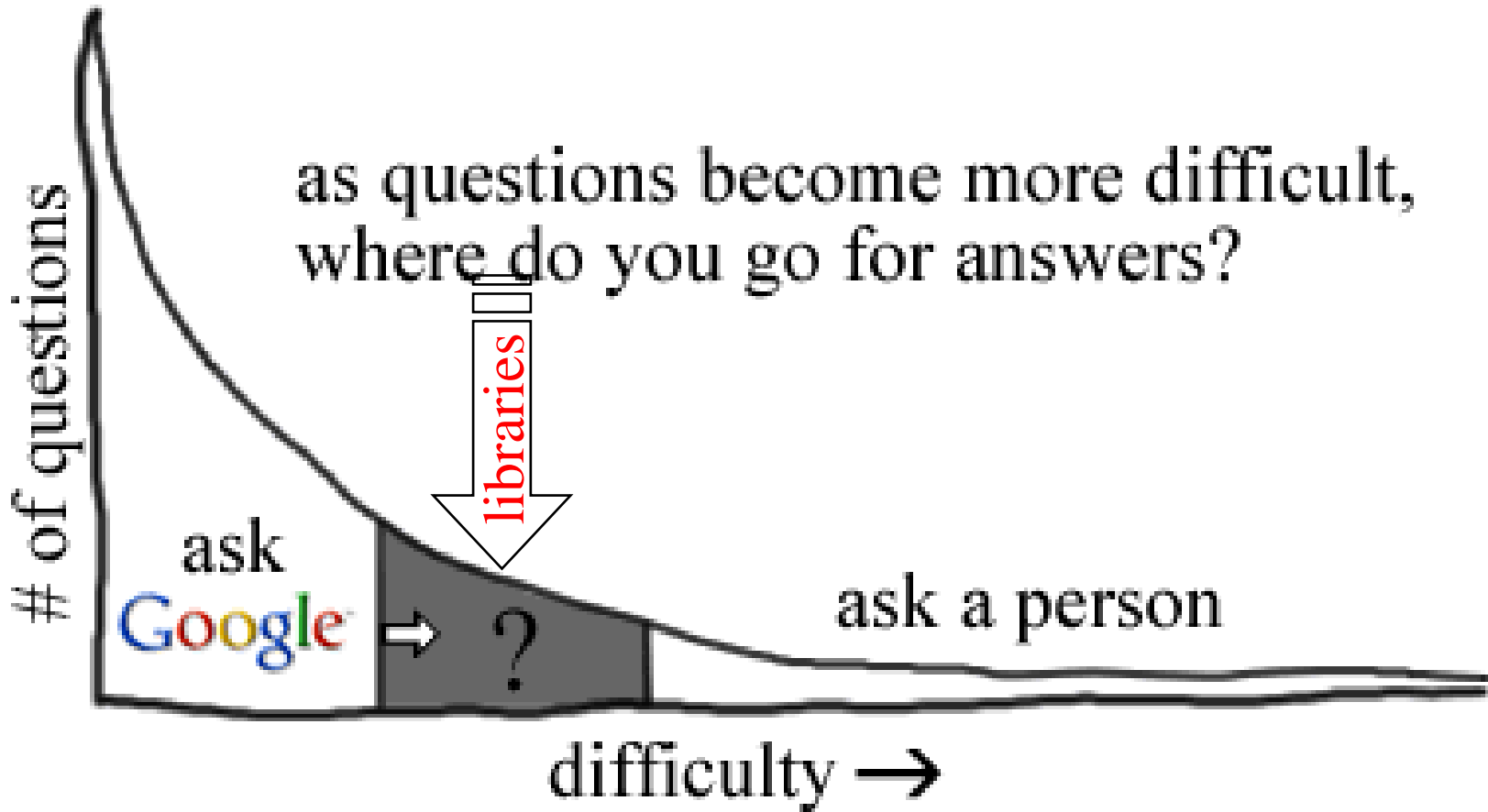
**Argue/Defend**

**Act on/ Discuss**

**Read/View**



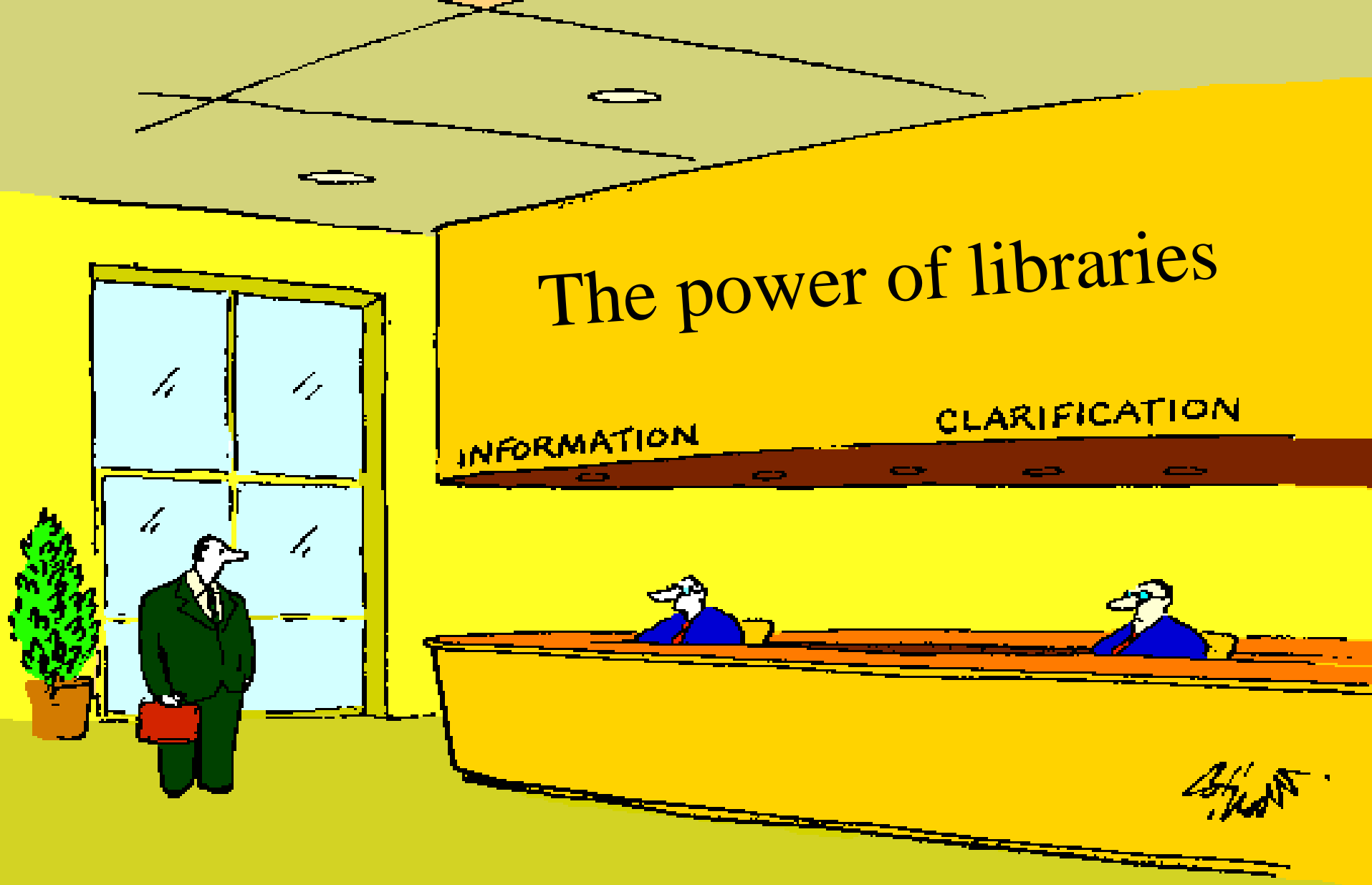
# A Renewed Positioning



# The power of libraries

INFORMATION

CLARIFICATION





# Next *Massive Wave* of Innovation will *Start*

in 2006/7

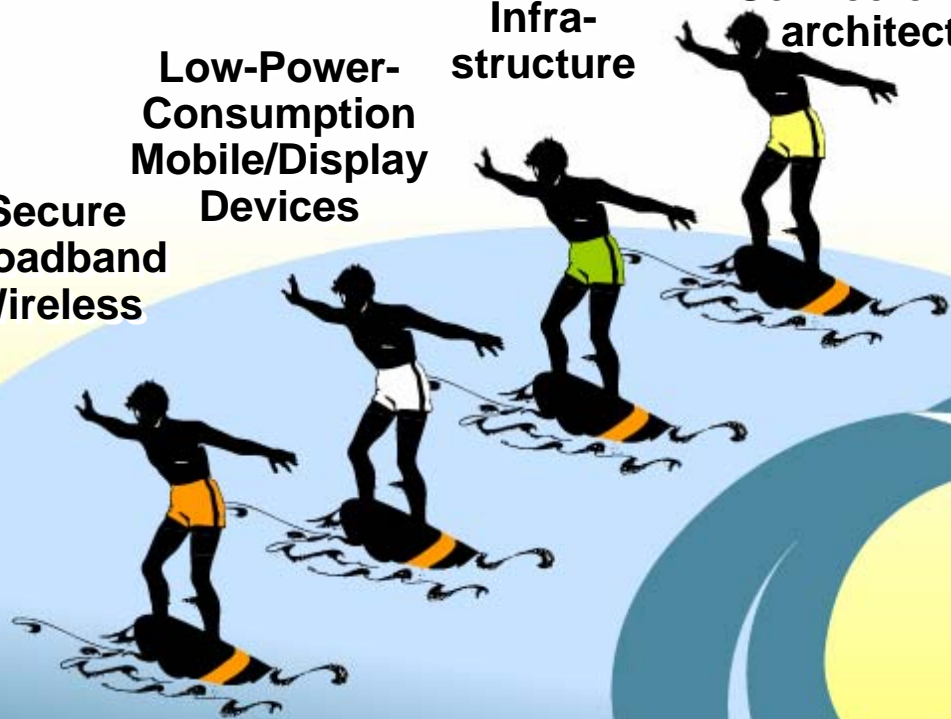
Transition to  
Service-oriented  
architecture

Real-Time  
Infra-  
structure

Low-Power-  
Consumption  
Mobile/Display  
Devices

Secure  
Broadband  
Wireless

**2006/7**







# Google invests in wired ...





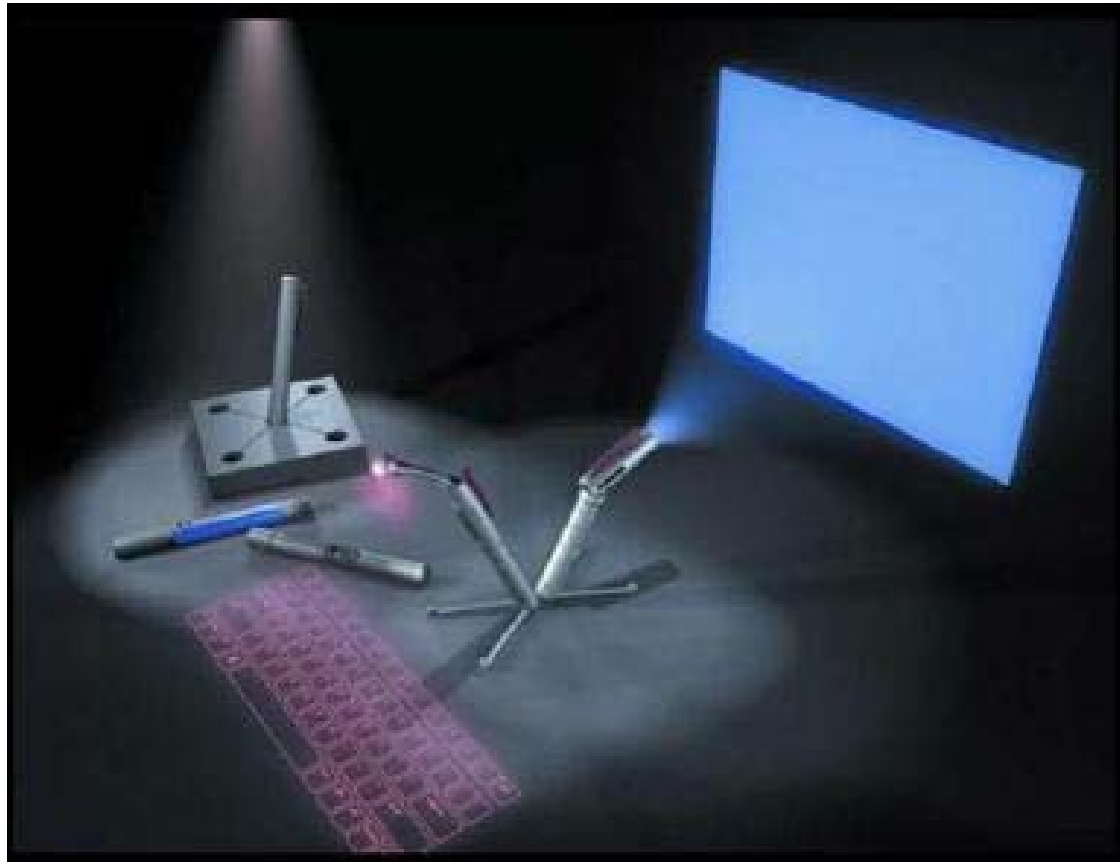
# Bidirectional wireless module





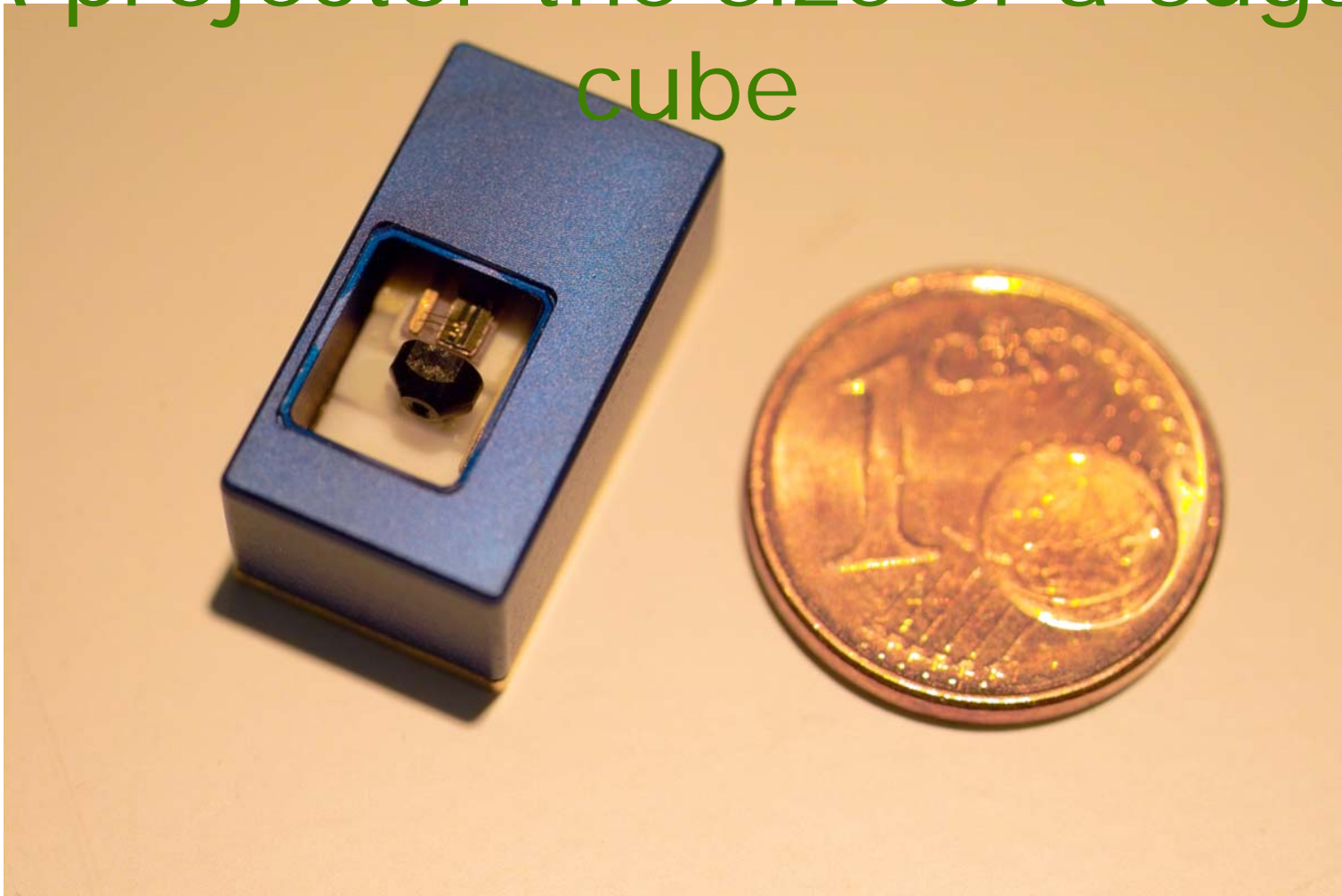


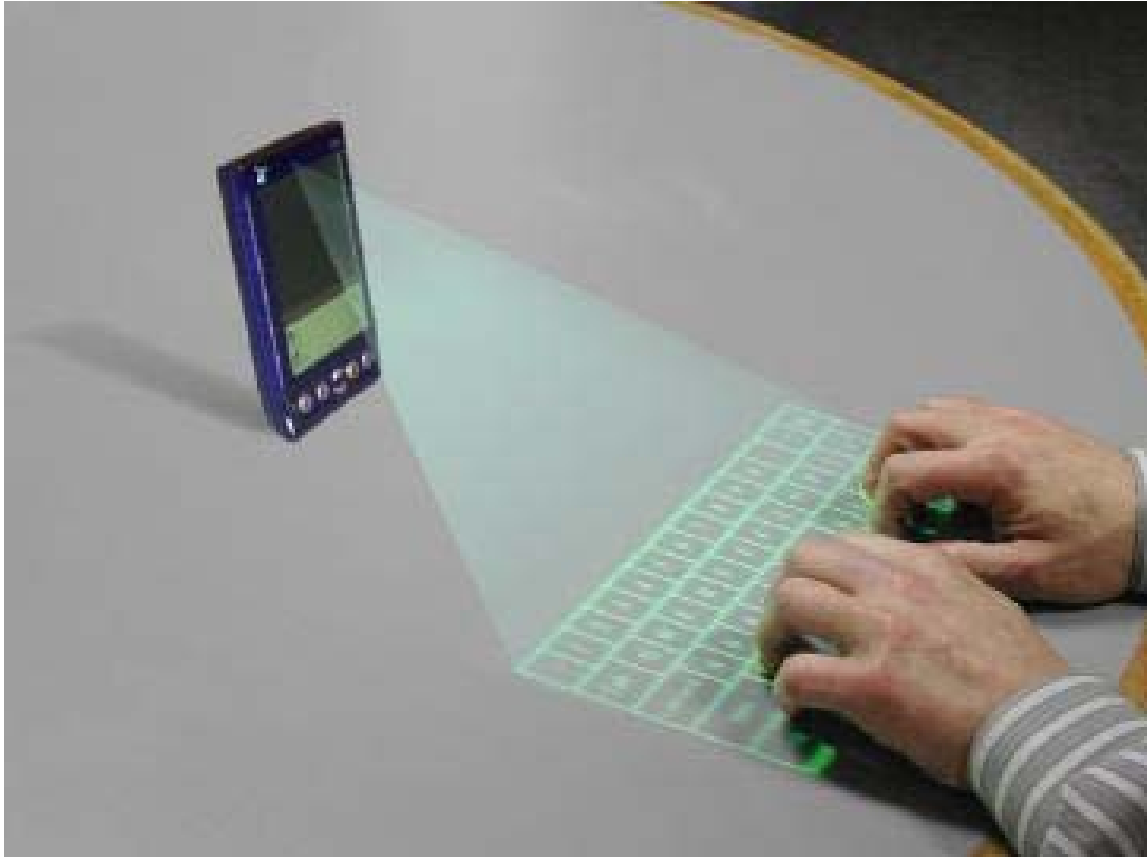






A projector the size of a sugar  
cube





<http://www.snopes.com/photos/advertisements/pcpen.asp>





# Everything's getting smaller









# Build community context first

Learning

Research

Culture / Entertainment

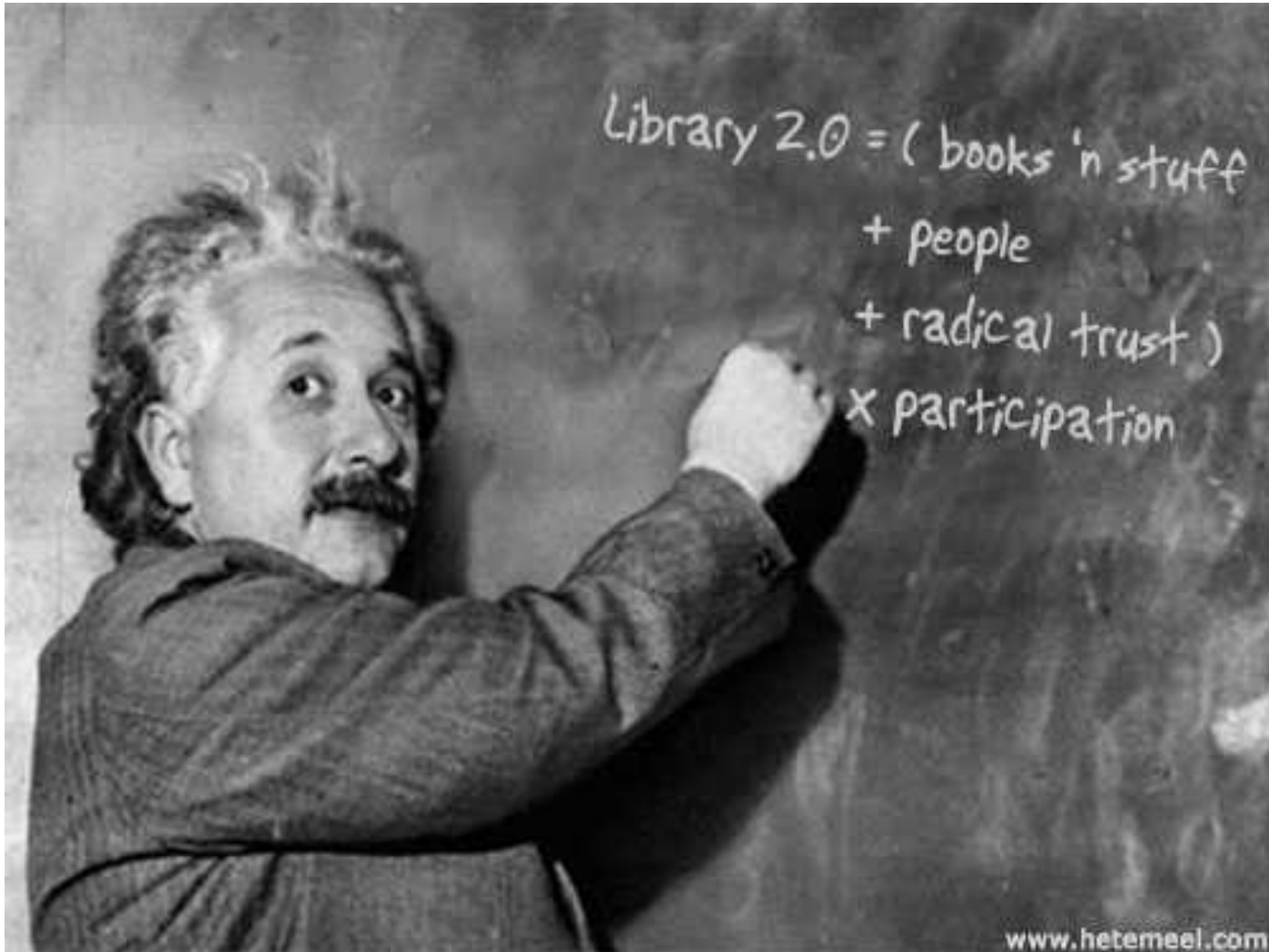
Workplace

Neighbourhood

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

# 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





# Librarian 2.0 *plays*







# 43 Things

What do you want to do with your life?



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

215,920 people in 4,879 cities are doing 331,085 things including...

[learn to skateboard](#) [finish my masters degree](#) [download the new episode of 24](#) [go to Greece](#)  [smoothcharliebrown wants to attend a Soccer World Cup game](#) [learn french](#) [Drop a dress size \(or two!\)](#) [Clean my room and maintain it.](#) [dye my hair blonde](#) [find the meaning of life](#) [have my own garden](#) [be more creative](#) [google myself](#)  [yesterdayshigh wants to do something small to make everyday worthwhile](#) [Become more focused](#) [play Mario Brothers 3](#) [download msn plus](#) [make an ATC each day](#) [Have friends everywhere.](#) [learn to trust](#) [take dance lessons](#) [Organize and Systematize all of my digital data](#) [make people understand that declawing a cat is a painful unnecessary surgery and there are better ways to deal with cat's scratching](#) [talk to a stranger](#) [read The Lion The Witch and the Wardrobe](#) [stop biting my nails](#) [organize my life better](#) [practice on my bass more](#) [learn gaelic](#)  [tekeo wants to do better in ict and english](#) [find a new job](#) [think and grow rich](#) [Become a better public speaker](#) [Stop screwing around on the internet](#) [learn english](#) [lose 50 pounds](#) [GET MY GRAD SCHOOL APPLICATIONS TOGETHER!!!](#) [lose 20 pounds and keep it off](#) [meet johnny depp](#) [stop](#) [exercise more](#)  [outwitwants to file papers that](#)

## Top Cities

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

→ [See more](#)

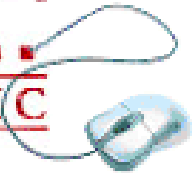
## Today's Tags

- [travel](#) 4299



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



# 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*



# 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.



For Pete's sake, take a risk.

# 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



**I've got my tinfoil hat on**





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# 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.*





All that matters is...

- **Community**
- **Learning**
- **Interaction**



LEAD



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