The Social Library: Becoming Library 2.0

Feb. 16, 2007: Corvallis, Oregon
Stephen Abram
President-elect, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute
The Future Ain’t What it Used to Be!

SHIFT HAPPENS
Forests and Trees

We get stuck here
(implementation level)

Tree 2.0
The Big Picture

But this is what matters most
↓
(meta level)

The right forest
Focus on Their Needs
Librarians core skill is not delivering *information*.

Librarians improve the quality of the *question* and the *user experience*. 
What, Where, When, Why, Who, How
Suppose there’re 250,000 books . . . Or 50 million or more in less than 5 years? How does that compare to your libraries?
I love my customers
IF TELEVISION'S A BABYSITTER, THE INTERNET'S A DRUNK LIBRARIAN WHO WON'T SHUT UP.
What is Social?

• Life is Social
• Learning is social
• Community and neighbourhoods are social
• Networks are social
• Libraries and schools are social
• Research is social (especially inter-disciplinary)
• Creation is social
• Humanity is social
• Student and scholarly life is social
Is Magazine Content Social?

Web Features of America's Top 50 Magazines

<table>
<thead>
<tr>
<th>Web Features</th>
<th>Percent of Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS Feed</td>
<td>48%</td>
</tr>
<tr>
<td>RSS Feed Includes Ads</td>
<td>0%</td>
</tr>
<tr>
<td>Tags</td>
<td>6%</td>
</tr>
<tr>
<td>Mobile Version</td>
<td>12%</td>
</tr>
<tr>
<td>Most Popular</td>
<td>10%</td>
</tr>
<tr>
<td>Video</td>
<td>34%</td>
</tr>
<tr>
<td>Podcast</td>
<td>38%</td>
</tr>
<tr>
<td>Reporter Blogs</td>
<td>32%</td>
</tr>
<tr>
<td>Blogroll (External Links)</td>
<td>16%</td>
</tr>
<tr>
<td>Comments on Articles</td>
<td>8%</td>
</tr>
<tr>
<td>Registration Required</td>
<td>14%</td>
</tr>
<tr>
<td>Bookmarking</td>
<td>14%</td>
</tr>
<tr>
<td>Message Boards</td>
<td>46%</td>
</tr>
</tbody>
</table>
Is News Content Social?

Online Offerings of the Top 100 Newspapers

<table>
<thead>
<tr>
<th>Features</th>
<th>Number of Papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS Feed for Different Sections</td>
<td>76</td>
</tr>
<tr>
<td>RSS Feed Includes Acts</td>
<td>75</td>
</tr>
<tr>
<td>Most Popular</td>
<td>0</td>
</tr>
<tr>
<td>Video</td>
<td>80</td>
</tr>
<tr>
<td>Podcast</td>
<td>61</td>
</tr>
<tr>
<td>Chats</td>
<td>33</td>
</tr>
<tr>
<td>Video Details</td>
<td>31</td>
</tr>
<tr>
<td>Blogroll</td>
<td>13</td>
</tr>
<tr>
<td>Comments on Articles</td>
<td>67</td>
</tr>
<tr>
<td>Registration Required</td>
<td>24</td>
</tr>
<tr>
<td>Bookmarking</td>
<td>19</td>
</tr>
<tr>
<td>Message Boards</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>64</td>
</tr>
</tbody>
</table>
Are Scholars’ Citations Social?
Libraries are Social Institutions

We have a clear and valid interest in applications and environment that drive social experiences.
All that matters is...

- Community
- Learning
- Interaction

The user is not broken

Karen Schneider
Where are our users?
Google & Kansas City
Social Drives Local
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Wikipedia, etc.
Facebook

Pandora

LibraryThing

RSS

Kazaa Plus

Blogger

amazon.com

blinkx TV

Picasa

Picture Simplicity

Google

talk

AJAX

OVERDRIVE

LimeWire

orkut beta

ELF - keeping tabs on your library material

open source

myspace

a place for friends

flickr beta

Open Content Alliance
Hmmm, the magic seems to be social!

<table>
<thead>
<tr>
<th>Social technology</th>
<th>Examples</th>
<th>Current usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>Technology that allows users to leverage personal connections.</td>
<td>• 6% of North American online consumers use social networking sites weekly, up from 4% in 2004.</td>
</tr>
<tr>
<td>RSS</td>
<td>An XML standard that lets users collect and read content feeds.</td>
<td>• 6% of North American online consumers use RSS weekly.</td>
</tr>
<tr>
<td>Open source software</td>
<td>Publicly available software that can be copied or modified without payment.</td>
<td>• 67% of marketers use open source software.</td>
</tr>
<tr>
<td>Blogs</td>
<td>Online diaries of text, photos, or other media.</td>
<td></td>
</tr>
<tr>
<td>Search engines</td>
<td>Services that find Web content based on user-specified criteria.</td>
<td></td>
</tr>
<tr>
<td>User review portals</td>
<td>Web portals that allow users to search for peer reviews on a product or service.</td>
<td></td>
</tr>
<tr>
<td>P2P file sharing</td>
<td>Sharing media files over a network powered by users who act as both client and server.</td>
<td></td>
</tr>
<tr>
<td>CIIC eCommerce</td>
<td>Buying and selling among consumers via the Internet.</td>
<td></td>
</tr>
<tr>
<td>Comparison shopping sites</td>
<td>Sites that allow consumers to compare products or services.</td>
<td></td>
</tr>
<tr>
<td>Podcasts</td>
<td>Online audio or video that users can download to a device.</td>
<td></td>
</tr>
<tr>
<td>Wikis/Collaborative software</td>
<td>Shared publishing software or site that allows users to edit content.</td>
<td></td>
</tr>
<tr>
<td>Tagging</td>
<td>Metadata assigned to items like photos or Web pages to facilitate searching and sharing.</td>
<td></td>
</tr>
</tbody>
</table>

Source: Forrester Research, Inc.
WEB 2.0

- RSS – really simple syndication
- Wikis
- Federated Search, OpenURL
- 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
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Reminder: 200,000-250,000 A DAY!
Reminder: 15 million daily users, and 30 billion page views a month
UIUC Undergraduate Library

"Everybody's favorite place to study and hang out."

Female
37 years old
URBANA, ILLINOIS
United States

Last Login: 11/29/2006

View My: Pics | Videos

Contacting UIUC Undergraduate Library

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

UIUC Undergraduate Library is in your extended network

UIUC Undergraduate Library's Latest Blog Entry [Subscribe to this Blog]

Voting Day! (view more)

Loanable Laptops are Here! (view more)

Gaming Night on October 21st (view more)

Back in the swing of things! (view more)

The Integrated Services Desk (view more)

[View All Blog Entries]

UIUC Undergraduate Library's Blurs

About me:
1402 West Gregory Urbana, IL, 61801 (217) 333-3477 .. askundergrad I'm the University of Illinois Undergraduate Library, and I opened in 1969. I'm the friendliest little library in the whole world, so send me a message or three...
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/brooklyncollgeolibrary

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

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

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

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

University of Illinois Undergrad Library
http://www.myspace.com/undergradlibrary

Albany County PL
http://www.myspace.com/acplwy

UT Austin Library
http://www.myspace.com/utlibraries

Carnegie Library of Pittsburgh
http://www.myspace.com/clpteens
Harvard...
Sydney Abram's Profile (This is you)

Information

Account Info [ edit ]
Name: Sydney Abram
Network: Humberside Collegiate Institute '06
Last Update: May 13, 2006

Basic Info [ edit ]
Sex: Female
Interested In: Men
Birthday: June 29, 1988

Email: syd.abram@gmail.com

Personal Info [ edit ]
Activities: U of T Gymnastics
Interests: 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: Of course the embarrassing ones..The Alchemist, OF Mice and Men, ghost World, Sin City (any volume), Same Difference, Summer Blonde
Favorite Quotes: "that's...my life story"

View More Photos of Me (22)

My Profile
My Friends
My Photos
My Groups
My Events
My Messages
My Account
My Privacy

Humberside Collegiate Institute

Friends
41 friends at Humberside Collegiate Institute

View All

Stephanie Craig
Jessica Tonkin
Hall Hamilton

Photos
You have 5 albums.
95% of students in clients like U of Toronto, NCSU, Stanford, etc.

80% of all college and University students in North America.

A sustainable social network for life.
Welcome to Active Worlds - VBI - Virtual Bibliographic Instruction at 15 1W facing N.

VBI Reference Central

- Immigration Officer: Welcome to the Activeworlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to support@activeworlds.com.
- Immigration Officer: Welcome to the AMEDUverse.
- Immigration Officer: Welcome to Eastern University!
Welcome to the ActiveWorlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to support@activeworlds.com.

Welcome to the AMEDUverse.

Welcome to Eastern University!
Teen SL Library services meeting, Sun 5/7/06
Second Life Library eBooks
Reading Room
Reading is virtually fundamental in SL

Second Life
www.infoisland.org

Another innovation from the Alliance Library System

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.

ALSL, 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 platform of library services.

In a telephone interview, Kitty Pope, executive director for the ALSL, 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 ALSL, Pope said the organization 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.

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

See BOOK, Page 20
WEB 2.0

- RSS – really simple syndication
- **Wikis**
- New Programming Tools: AJAX, API
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- Web Services
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- **Socially Driven Content**
- Social Bookmarking
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del.icio.us

social bookmarking

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

» get started «

hotlist
what's hot right now on del.icio.us

HOT NOW

Revision3 save this
first posted by: mc年年底
podcast video tech technology blog tags

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

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

Tags
A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. the result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

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

productivity
Rands In Repose: Trickle Theory
The Joel on Software Discussion Group - Best tips that no one seems to know about?
Why email is addictive (and what to do about it)

google
<table>
<thead>
<tr>
<th>Tagging</th>
<th>Links</th>
<th>Web Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>Bag of URLs</td>
<td>Simpy</td>
</tr>
<tr>
<td></td>
<td>Blogmarks</td>
<td>Flickr</td>
</tr>
<tr>
<td></td>
<td>Del-icio.us</td>
<td>FURL</td>
</tr>
<tr>
<td></td>
<td>Feed Me Links</td>
<td>Spurl</td>
</tr>
<tr>
<td></td>
<td>Frassle</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Linkfilter</td>
<td></td>
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<tr>
<td></td>
<td>Livemarks</td>
<td></td>
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<tr>
<td></td>
<td>Stumble Upon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wists</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dude, Check This Out!</td>
<td></td>
</tr>
<tr>
<td></td>
<td>openIBM</td>
<td></td>
</tr>
<tr>
<td>Scholarly</td>
<td>Connotea</td>
<td>(ArXiv)</td>
</tr>
<tr>
<td></td>
<td>Unalog</td>
<td>(Merlot)</td>
</tr>
<tr>
<td></td>
<td>CiteULike</td>
<td></td>
</tr>
<tr>
<td>Source: DLIB</td>
<td></td>
<td></td>
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</tbody>
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Get your texthead to nexthead

Limewire
YouTube
Yahoo! Video
Kazaa
Podscope
Overdrive
Spiralfrog
Podzing

A Digital Entertainment Destination

Powered by BBN Technologies
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- Instant Messaging and Virtual Reference
- Federated Search
- Socially Driven Content
- Social Bookmarking
What would **social** federated search look like?

- Grade 1, Grade 3, High School and beyond
- SRU, SRW, Speed, RSS, visualization, faceted results, OS compliance, relevance tuning, all content, etc.
- Beyond journals – books, gov’t docs, chapters, reports, lab notes, … and beyond bounded collections
- Beyond groups and clusters of content and users
- Socially driven relevance, facets, visual display, tiled
- Personalized
- The default
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Simple Collaboration

- MSN .NET Messenger
- AOL Internet Messenger
- ICQ
- Yahoo! Messenger
- Yahoo! IMvironments
- IRC
- Trillian, GAIM, MEEBO

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

90%+ of people from ages 15-25 have at least one IM account vs only 5% of over 30’s
IM: Instant Messaging

• Thomas Ford Memorial Library
• Pennsylvania State University IM pilots now campus wide
• SirsiDynix Docutek VRLPlus K-12 experience in New Zealand

- Discover IM, JYBE, SMS and Skype
- Grow into Virtual Reference
- Collaborate on state-wide and national VR
It’s about Cooperating and Sharing

• Instant Messaging – by teams
• Virtual Reference
• Texting, MSN, AIM, IM
• Meebo
• Trillian
• GAIM
• etc.
Library 2.0 = (books 'n stuff + people + radical trust) x participation
<table>
<thead>
<tr>
<th>Resource Environment</th>
<th>Web 2.0 as Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Library 2.0 user</strong></td>
<td><strong>Library 2.0 user</strong></td>
</tr>
<tr>
<td>Library catalogue</td>
<td>E-learning 2.0 environment</td>
</tr>
<tr>
<td>- MARC compliant</td>
<td>- LMS, ELGG, LAMS etc.</td>
</tr>
<tr>
<td>Web 2.0 platform 24/7</td>
<td>Social Networks</td>
</tr>
<tr>
<td>- adaptable user interface</td>
<td>- MySpace/Facebook</td>
</tr>
<tr>
<td>Information services</td>
<td>- Blogs &amp; Wikis</td>
</tr>
<tr>
<td>- Online, Virtual Learning spaces</td>
<td>- Read/Write web functionality</td>
</tr>
<tr>
<td>Blended digital Web Collections</td>
<td>- Social Bookmarking</td>
</tr>
<tr>
<td>Blended digital repository</td>
<td>- Images &amp; multimedia sharing</td>
</tr>
<tr>
<td>Digital access for personal organisation</td>
<td>- Podcasting &amp; vodcasting</td>
</tr>
<tr>
<td>- E-reserve</td>
<td>Folksonomy</td>
</tr>
<tr>
<td>- Borrower loan access</td>
<td>- Tagging for personalisation</td>
</tr>
<tr>
<td>Digital access for licensed collections</td>
<td>Searching</td>
</tr>
<tr>
<td>- e-books, videos &amp; multimedia, images, learning objects, etc</td>
<td>- Browser and desktop API</td>
</tr>
<tr>
<td>- specialist online databases</td>
<td>- Blogs &amp; social networks</td>
</tr>
<tr>
<td>Federated searching</td>
<td>- Visual &amp; metasearch engines</td>
</tr>
<tr>
<td>- Z39.50</td>
<td>Mobile computing</td>
</tr>
<tr>
<td>Taxonomy - supported by global metadata standards</td>
<td>RSS feeds and Mashups</td>
</tr>
</tbody>
</table>

The Long Tail of QUESTIONS

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

# of questions

libraries

Google

ask

?]

ask a person

difficulty
Yes – They are different, period.
# MILLENNIAL CHARACTERISTICS

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

Credit: Richard Sweeney, NJIT
Usability

The A frame adopted from newspaper layout does not work.
Heat Maps are created by tracking user eye movements and summing the records for user groups. Here, the eye movements of elementary school students were tracked and recorded resulting in a Heat Map that clearly shows the students focus on the navigation options in the top left, the main feature panel in the center of the page, and the search box in the center top. This actual webpage can be seen by clicking here.

Heat Maps help SirsiDynix understand how to layout pages.
Earth Science Room: The Amazing Sun

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

Explore a new learning portal for the K-12 community

SchoolRooms™ by SirsDynix is a new online portal that encourages K-12 students to explore, discover, and learn anywhere, anytime.

Designed to meet students' needs and to be a tool for parents who play an integral role in helping their children continue learning outside the classroom.

Using SchoolRooms, students can search (all at once):
Adapting to Technology
Are you ready for the truly mobile?
A projector the size of a sugar cube
Everything’s getting smaller
Looking too close
The Landscape Today
The Emerging Landscape
Just do it

We librarians must learn that when we study something to death, *Death was not our original goal.*
On the End User for Life
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CHANGED PRIORITIES AHEAD
The Future is Now: Shifting Demographics, Emerging Competencies, and the Canadian Library Workforce

Ernie Ingles
Kathleen Delong
Allison Sivak
Findings

• Leadership
• Team work
• Management
• Vision
• Collaboration
Welcome!
Libraries have changed since your grandmother was a kid. Sure, we still have books, but we have so much more... Take a peek around Info*Nation and discover what a career in libraries might look like - we know you'll find more than you think.

"Every day I have the limits of my imagination redrawn, simply by coming to work."

- Jeff Papineau, Library Technician, Bruce Peel Special Collections Library, University of Alberta
Tour the Library Community
Find out why these individuals chose a career in libraries and what they love about their jobs.*

*These are real people (trust us, you can’t make this stuff up).
Why I love my job
What I enjoy most about being an academic librarian is the variety. A typical day’s work may involve teaching an undergraduate class or workshop, meeting a graduate research assistant for a one-on-one consultation, developing promotional materials, creating an interactive tutorial for the website, selecting resources for a new graduate program and investigating how the latest technologies can help to improve students’ educational experience. Another very cool thing about working in academic libraries is the ability to shape one’s own work and career path. The research and scholarly activities component of most academic librarian positions offers us the possibility to pursue just about anything that is of interest.

Why I chose a career in libraries
I first became interested in librarianship due to my desire for world domination. Information is the ultimate power and librarians, as the masters of information, are clearly poised to rule the planet with a shushing hand! Just kidding (about the shushing part, I’ve never shushed anyone). Seriously, though, I did become interested in a career in libraries because of my love of information. I have always enjoyed searching for, finding, organizing, sharing and making sense of information. A career as a librarian allows us not only to develop skills in all of these areas, but to apply these skills to making people’s lives easier. Librarians I know do everything from working with intellectually challenged youth to providing
At the Core
Back in the days of sensible shoes, buns and shushing (and YES, those days are past) the library world held the same basic values it does today. If any of the concepts below inspire you with noble aspirations, you may have found your calling – in libraries. Grab a chair and find out what we're all about.

- Literacy & Education
- Serving the Public
- Intellectual Freedom
- Access to Information
- Mediation
- Preservation
- Professionalism

"The current climate for librarians in Canada is one that promotes the importance of civic responsibility, community outreach, information policy design and professional advocacy work."

- Nicole Godin, Librarian, Bell Canada
INF0*NAT10N
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WEB 2.0

- RSS – really simple syndication
- Wikis
- New Programming Tools: AJAX, API
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open access, Open Source, Open Content
- Screencasting

- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
- Federated Search and OpenURL
Librarian 2.0
plays
What do you want to do with your life?

I want to do this

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

learn to skateboard  finish my masters degree  download the new episode of 24  go to Greece  smoothcharliebrown wants to attend a Soccer World Cup game  learn french  Drop a dress size (or two!)  Clean my room and maintain it  dye my hair blonde  find the meaning of life  have my own garden  be more creative  google myself  yesterdayshigh wants to do something small to make everyday worthwhile  Become more focused  play Mario Brothers 3  download msn plus  make an ATC each day  Have friends everywhere  learn to trust  take dance lessons  Organize and Systematize all of my digital data  make people understand that declawing a cat is a painful unnecessary surgery and there are better ways to deal with cat's scratching  talk to a stranger  read The Lion The Witch and the Wardrobe  stop biting my nails  organize my life better  practice on my bass more  learn gaelic  tekeo wants to do better in iet and english  find a new job  think and grow rich  become a better public speaker  stop screwing around on the internet  learn english  lose 50 pounds  GET MY GRAD SCHOOL APPLICATIONS TOGETHER!!!  lose 20 pounds and keep it off  meet johnny depp  stop lying  exercise more  ...
Two Key Interventions
23 Learning 2.0 Things

- Week 1: Introduction (official start of week August 7th)
- Week 2: Blogging
- Week 3: Photos & Images
- Week 4: RSS & Newsreaders
- Week 5: Play Week
- Week 6: Tagging, Folksonomies & Technorati
- Week 7: Wikis
- Week 8: Online Applications & Tools
- Week 9: Podcasts, Video & Downloadable audio
Build a Petting Zoo

• Real devices: iPods, MP3 players, video, smart phones, texters, etc.
• Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
• Gaming stations
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