The Social Library 2.0

Stephen Abram
President-elect, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute
Optical Illusions
Optical Illusions
2000
Light
Stopped

Anthony De Longis - playing to our camera in full "Force"

SWORD FORUM
MAGAZINE ONLINE
http://swordforum.com

©20th Century Fox Film Corp.
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

Romulan cloaking Devices at Duke U.
CHANGED PRIORITIES AHEAD
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
Libraries core skill is not delivering *information*.

Libraries improve the quality of the *question* and the *user experience*.
I ❤️ my customers
IF TELEVISION'S A BABYSITTER, THE INTERNET'S A DRUNK LIBRARIAN WHO WON'T SHUT UP.
What is Social?

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

Online Offerings of the Top 100 Newspapers

<table>
<thead>
<tr>
<th>Feature</th>
<th>Number of Papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS Feed for Different Sections</td>
<td>76, 75</td>
</tr>
<tr>
<td>RSS Feed Includes Acts</td>
<td>0</td>
</tr>
<tr>
<td>Most Popular</td>
<td>33</td>
</tr>
<tr>
<td>Video</td>
<td>61</td>
</tr>
<tr>
<td>Podcast</td>
<td>31</td>
</tr>
<tr>
<td>Chats</td>
<td>13</td>
</tr>
<tr>
<td>Reporter Blogs</td>
<td>80</td>
</tr>
<tr>
<td>Reporter Blog Comments</td>
<td>67</td>
</tr>
<tr>
<td>Blogroll (External Links)</td>
<td>24</td>
</tr>
<tr>
<td>Comments on Articles</td>
<td>19</td>
</tr>
<tr>
<td>Registration Required</td>
<td>23</td>
</tr>
<tr>
<td>Bookmarking</td>
<td>7</td>
</tr>
<tr>
<td>Message Boards</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 Maps

Yahoo! Local

MSN Search

* Web
* News
* Images
* Desktop
* Encarta

Search for: Starbucks
Near Me

Search Tips:
- View all your results on a map... learn more
- Refine and sort your results... learn more
- Rate and review businesses... learn more about Yahoo! Local
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Focus on Their Needs
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Wikipedia, etc.
Hmmmm, 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>LinkedIn, Facebook, orkut, myspace, Friendster, FeedBurner, Bloglines, Digg</td>
<td>• 6% of North American online consumers use social networking sites weekly, up from 4% in 2006.</td>
</tr>
<tr>
<td>RSS</td>
<td>Openoffice.org, Linux, OpenOffice.org, Apache Software Foundation</td>
<td>• 6% of North American online consumers use RSS weekly.</td>
</tr>
<tr>
<td>Open source software</td>
<td>Apache Software Foundation, BitNami, Fedora, Ubuntu, CentOS</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
<tr>
<td>Blogs</td>
<td>Weblogs.com, MSN, MSN, TypePad, Pluck</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
<tr>
<td>Search engines</td>
<td>Google, Yahoo, Bing, DuckDuckGo</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
<tr>
<td>User review portals</td>
<td>TripAdvisor, Yelp, IMDb, Amazon, eBay</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
<tr>
<td>P2P file sharing</td>
<td>BitTorrent, BitTorrent, BitTorrent, BitTorrent, BitTorrent</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
<tr>
<td>C2C, eCommerce</td>
<td>Amazon.com, eBay, Craigslist, Craigslist, Craigslist</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
<tr>
<td>Comparison shopping sites</td>
<td>PriceGrabber.com, Shopzilla, Shopzilla, Shopzilla, Shopzilla</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
<tr>
<td>Podcasts</td>
<td>Blubrry, Podtrax, Juice, Podcast Alley, Juice</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
<tr>
<td>Wikis/Collaboration software</td>
<td>MediaWiki, Basecamp, Socialtext, Basecamp, Socialtext</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
<tr>
<td>Tagging</td>
<td>Flickr, del.icio.us, Digg, Tagulous, Juice</td>
<td>- 47% of marketers use open source feeds.</td>
</tr>
</tbody>
</table>

Source: Forrester Research, Inc.
WEB 2.0

- RSS – really simple syndication
- Wikis
- New Programming Tools: AJAX, API
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open access, Open Source, Open Content
- Screencasting
- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
- Federated Search and OpenURL
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del.icio.us

social bookmarking

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

» get started «

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

 Revision3  save this  first posted by:  mavatar

 TooOm : Excite your site  save this  first posted by:  geoff

 Vector Art with Photoshop - Online Tutorial at Melissa Clifton page 1  save this  first posted by:  hurqui

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.

more...

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)

more...

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

Source: DLI B
Add hundreds of database suppliers (MS already has about 120).

Make it OpenURL compliant.

Make it Browserless.

Add a toolbar that behaves in a research way.

Integrate e-commerce for articles, standards, etc.

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

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

Add for online discussions, communities of practice, group and individual blogs and connections through social networking software.

Add tools – citation, RefWorks, ProCite, stat packages, and then ally with Sun to build a new OS for wireless world...

Do OCLC stuff.

Add virtual reference.

Google Books.
Suppose there’re 250,000 books . . . Or 25,000,000 in less than 5 years? How does that compare to your libraries?
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Get your texthead to nexthead
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- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Federated Search
- Socially Driven Content
- Social Bookmarking
- Open access, Open Source, Open Content
- Screencasting
What would **social** federated search look like?

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

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

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

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

- Thomas Ford Memorial Library – 50%!
- Pennsylvania State University IM pilots now campus wide
- SirsiDynix Docutek VRLPlus K-12 experience in New Zealand

- Discover IM, JYBE, SMS and Skype
- Grow into Virtual Reference
- Collaborate on province-wide and national VR
Guide Session

Status: Looking for a guide...
Status: Connected to guide: RonlyceB
RonlyceB: Hi there. I will be helping with your search.
You: Hi.
RonlyceB: Hello! What can I help you with today?
You: I need to search about Mercury.
RonlyceB: Sure.
You: You there?
Status: Session ended.

Guide Recommended Resources for: Science > Astronomy

Luxury Cruise to Mars
Visit the Red Planet in style. Low-gravity fun for everyone!

Open Directory Quick Search for: Science > Astronomy
Displaying 1 - 5 of 32 | Next 10
1. Planetary Transits Across the Sun

Sponsored Links

1. google space.com
   https://google.space.com/search?q=mercury&site=default_collection&client=default_frontend&source=chrome&source=chrome

2. www.noblemind.com
   http://www.noblemind.com/search?what=mercury

3. astronomylinks.com
   http://astronomylinks.com/cgi-bin/links/search.cgi?query=mercury

4. jux2 Meta Search Engine

5. DMOZ
   http://search.dmoz.org/cgi-bin/search?search=mercury
It’s about Cooperating and Sharing

• Instant Messaging – by teams
• Virtual Reference
• Texting, MSN, AIM, IM
• Meebo
• Trillian
• GAIM
• etc.
The Value Hierarchy in Web 2.0 Software

1. Users
   - attention
   - interaction
   - presence
   - usage
   - collaboration

2. Data
   - secondary:
     - microformatting
     - ranking
     - trackbacks
     - tagging
     - bookmarking
   - primary:
     - information
     - shared media
     - feeds
     - attention
     - data
     - links

3. Function
   - RIA sites
   - hybrid apps
   - mashups
   - Web services

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

Source: http://web2.wsj2.com
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Librarians who Drupal?  19 Replies
Started by Hyron Vinnns on Mar 8 2007 — Hyron Vinnns's discussions
Any other librarians developing Drupal sites out there? I'd love to chat. I have setup a Drupal 5.1 installation on my development server at home using a WAMP environment. I've added and created a... Read More
Tagged: Drupal

Why Johnny Can't Search (Intelligently)  3 Replies
Started by Michael Johnson on Mar 8 2007 — Michael Johnson's discussions
From the Chronicle of Higher Education (Wednesday, March 21st, 2007): "No matter how tech-savvy today's students are, many of them doing research online cannot distinguish information from facts... Read More

From the past Neal Stephenson's Snow Crash (1992)  14 Replies
Started by Larry Greenwood on Mar 7 2007 — Larry Greenwood's discussions
Has anyone in this group by chance ever read Neal Stephenson's Snow Crash? Right that was 15 years ago, even before the web. Neal was in that group of writers who were labeled "cyberpunk" or "cyber... Read More

Online Northwest 2007 Keynote: Stephen Abram  1 Reply
Started by Lone Hawke on Mar 7 2007 — Lone Hawke's discussions
The Social Library - Becoming Library 2.0 A keynote speech prepared and delivered at Online Northwest 2007 by Stephen Abram. Abram is Vice President of Innovation for SirsiDynix. Online Northwest... Read More
Tagged: interview, Librarian, librarians

RealTime Chat anyone?  23 Replies
Started by Adam Hawke on Mar 7 2007 — Adam Hawke's discussions

Heading to Denmark
Reminder: 200,000-250,000 A DAY!
Reminder: 15 million daily users, and 30 billion page views a month
Hennepin County Library’s Flubs

About me:

Library Search

Find books & more

and Hennepin County Library catalog search to your MySpace!

26 libraries in custom to Hennepin County, MN.

Check out the blog on our Teen Links website.

Need homework help?

Love books? So do we! Find the next good book you’re going to read, share a book review & more.


Question? Ask us online 24/7.

hennepin county library

Who’d I like to meet:

Library Users, Authors, Volunteers, Teens...

Hennepin County Library’s Friend Space

Hennepin County Library has 293 friends.

eVolver

I can’t take my eyes off you

.Steen...

Charbonneau

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

Hennepin County Library’s Interests

General
library, cas, rss feeds, books

Music
Check out the new music CDs on order or recently arrived at the library.

Movies
Want to reserve the new discs at the library? How about teen ows? 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
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

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 Blurb

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 ..
You have been selected! Get a FREE* laptop!

CONGRATULATIONS!
YOU ARE THE 1,000,000TH VISITOR
CLICK HERE TO CLAIM

Banner Number: 2274NVT0-4

*details apply

Morrisville College Libraries is in your extended network

Morrisville College Libraries's Latest Blog Entry [Subscribe to this Blog]

New Library ToolBar! (view more)

Study in the Library? (view more)

Rock and Roll Library (view more)

Doing Citations (view more)

RIP: Octavia Butler, 1947-2006 - science fiction author (view more)

[View All Blog Entries]
Library MySpace Sites

Hennepin County Library
http://www.myspace.com/hennepincountylibrary

Thomas Ford Memorial Library
http://www.myspace.com/thomasford

Public Library of Charlotte & Mecklenberg County
http://www.myspace.com/libraryloft

Brooklyn College Library
http://www.myspace.com/brooklyncollegelibrary

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

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

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

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

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

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

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

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

Information

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

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

Contact Info [edit]
Email: syd.abram@gmail.com

Personal Info [edit]
Political Views: Other
Activities: U of T Gymnastics
Interests: I'm interested in mostly glorious things...
Favorite Music: the good kind
Favorite TV Shows: the funny ones...freaks and geeks, the office, family guy, arrested development, scrubs.. etc
Favorite Movies: June Bug...just to be different
Favorite Books:
Favorite Quotes: of course the embarrassing ones. The Alchemist, Of Mice and Men, ghostWorld, Sin City (any volume), Some Difference, Summer Blonde
About Me:

Humberside Collegiate Institute

41 friends at Humberside Collegiate Institute

Photos

You have 5 albums.

Sydney Abram

View More Photos of Me (22)
Edit My Profile
Edit My Picture
Edit My Privacy

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

Study where you want.

University of Phoenix

Humberside Collegiate Institute

Stephanie Craig
Jessica Tonkin
Hall Hamilton
A sustainable social network for life.

95% of students in clients like U of Toronto, NCSU, Stanford, etc.

80% of all college and University students in North America.
Welcome to the ActiveWorlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to support@active-worlds.com.
Alliance, Charlotte, Harvard
Teen SL Library services meeting, Sun 5/7/06
Second Life Library eBooks
Reading Room
Inside

Linden Lab is temporarily postponing the release of 1.9.1. They will continue to release updated versions of 1.9.1 on the preview grid for testing. They will still be bringing the grid down for some hardware and server side code upgrades. These changes will occur between tomorrow from 6am to noon SLT.

FYI

The Line

Perspectives Page 4

Index

The Line Page 5

Comics Page 6

Entertainment Page 7

Photo Contest Page 8

Art Pages 11-12

Sports Page 16

Web Poll

Go to our website at www.metaversemessenger.com to participate in our online poll.

This week's question:

"Should Linden Lab sell Linden dollars?"

Look for the results from last week's poll on Page 4.

About Us

Volume 1, No.39

Second Life

The Metaverse Messenger

Sido (169, 195)

M²

M2

The Metaverse Messenger

A REAL NEWSPAPER FOR A VIRTUAL WORLD

Tuesday, May 9, 2006

A Second Life Publication

Free

happy mother's day

M2
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.

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 has 285 libraries and is wholly funded by the state of Illinois. "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," Pope said. "We're finding those in the field to be immensely excited about the possibilities afforded by SL." Bull concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20
Croquet is...

...a new open source software platform for creating deeply collaborative multi-user online applications. It features a network architecture that supports communication, collaboration, resource sharing, and synchronous computation among multiple users. Using Croquet, software developers can create powerful and highly collaborative multi-user 2D and 3D applications and simulations.
Library 2.0 = ( books 'n stuff
+ people
+ radical trust )
× participation

Darlene Fichter, 2006
Evolution of Reference and the Scholarly Experience

Sustainability
Del.icio.us
Wikis
Tagging
IM and VR
Organization
Capacity
## Library 2.0 Matrix

<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><strong>Library catalogue</strong> - MARC compliant</td>
<td><strong>E-learning 2.0 environment</strong> - LMS, ELGG, LAMS etc.</td>
</tr>
<tr>
<td><strong>Web 2.0 platform 24/7</strong> - adaptable user interface</td>
<td><strong>Social Networks</strong></td>
</tr>
<tr>
<td><strong>Information services</strong> - Online, Virtual Learning spaces</td>
<td>- MySpace/Facebook</td>
</tr>
<tr>
<td><strong>Blended digital Web Collections</strong></td>
<td>- Blogs &amp; Wikis</td>
</tr>
<tr>
<td><strong>Blended digital repository</strong></td>
<td>- Read/Write web functionality</td>
</tr>
<tr>
<td><strong>Digital access for personal organisation</strong></td>
<td>- Social Bookmarking</td>
</tr>
<tr>
<td>- E-reserve</td>
<td>- Images &amp; multimedia sharing</td>
</tr>
<tr>
<td>- Borrower loan access</td>
<td>- Podcasting &amp; vodcasting</td>
</tr>
<tr>
<td><strong>Digital access for licensed collections</strong> - e-books, videos &amp; multimedia, images, learning objects, etc.</td>
<td><strong>Folksonomy</strong></td>
</tr>
<tr>
<td>- specialist online databases</td>
<td>- Tagging for personalisation</td>
</tr>
<tr>
<td><strong>Federated searching</strong></td>
<td><strong>Searching</strong></td>
</tr>
<tr>
<td>- Z39.50</td>
<td>- Browser and desktop API</td>
</tr>
<tr>
<td><strong>Taxonomy</strong> - supported by global metadata standards</td>
<td>- Blogs &amp; social networks</td>
</tr>
<tr>
<td></td>
<td>- Visual &amp; metasearch engines</td>
</tr>
<tr>
<td></td>
<td><strong>Mobile computing</strong></td>
</tr>
<tr>
<td></td>
<td><strong>RSS feeds and Mashups</strong></td>
</tr>
</tbody>
</table>

Emerging Model for Community, Learning and Research Enterprises

Credit: adapted from Rick Luce, LANL
Library 2.0
Web 2.0

- The Web As Platform
- Harnessing Collective Intelligence
- Data As Valuable As Functionality
- Continuous Improvement Gradient
- Frictionless Programming & Data Models
- Software That Crosses Boundaries
- Immersive, Social, Rich User Experiences
- Peer Production, Cost-Effective, Scalability

Identity 2.0
Library 2.0
Law 2.0
Media 2.0
Advertising 2.0
Democracy 2.0
The Long Tail of QUESTIONS

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

# of questions

ask Google

? libraries

ask a person

difficulty
Web 2.0:
The Inevitable Trough of Disillusionment
Yes – They are different, period.
## MILLENNIAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Trait 1</th>
<th>Trait 2</th>
<th>Trait 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principled / Values</td>
<td>More Friends</td>
<td>More Diverse</td>
<td>Respect Intelligence</td>
</tr>
<tr>
<td>Optimistic / Positive</td>
<td>Internet Natives</td>
<td>More Choices</td>
<td>Format Agnostic</td>
</tr>
<tr>
<td>Balanced Lives</td>
<td>Adaptive / Flexible</td>
<td>Civic Minded</td>
<td>High Expectations</td>
</tr>
<tr>
<td>Collaborative</td>
<td>Nomadic</td>
<td>Gamers</td>
<td>Experiential</td>
</tr>
<tr>
<td>Independent</td>
<td>Confident</td>
<td>Direct</td>
<td>More Liberal / conservative</td>
</tr>
<tr>
<td>Multi-taskers</td>
<td>Inclusive</td>
<td>Patriotic</td>
<td>Entrepreneurial</td>
</tr>
<tr>
<td>Healthy Lifestyle</td>
<td>Family Oriented</td>
<td>Graphical</td>
<td>Achievement Oriented</td>
</tr>
</tbody>
</table>

Credit: Richard Sweeney, NJIT
Usability

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

Heat Maps help SirsiDynix understand how to layout pages.
Adapting to Technology
SchoolRooms 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):

- 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

Best of Web™
Results from high-quality, certified Web sites hand-picked by teachers and librarians. Search databases at the same time and find related articles. Learn more about BCW. Explore More...

News & Events
Catch up on the latest news about SchoolRooms. Check out the next place you can see SchoolRooms in action and find out more about how SchoolRooms can provide your students with an unparalleled learning experience. Discover More...

Case Study:
Boston Public Library
Discover how Boston
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
Back to School? Discover SchoolRooms

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

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

What Is...
A projector the size of a sugar cube
Everything’s getting smaller
Librarian 2.0
plays
What do you want to do with your life?

I want to do this

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

learn to skateboard  finish my masters degree  download the new episode of 24  go to Greece  smoothcharliebrown wants to attend a Soccer World Cup game  learn french  Drop a dress size (or two!)  Clean my room and maintain it  dye my hair blonde  find the meaning of life  have my own garden  be more creative  google myself  yesterdayhigh 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 smoking  go 50  exercise more  haveautie wants to stop you are that...
Two Key Interventions
23 Learning 2.0 Things

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

• Real devices: iPods, MP3 players, video, smart phones, texters, etc.
• Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
• Gaming stations
Looking too close
The Landscape Today
The Emerging Landscape
It’s an **Information Ocean**, not a Highway.
We librarians must learn that when we study something to death, *Death was not our original goal.*
Libraries are a community “Exploration Space” not merely a collection space.
On the End User for Life
The power of libraries
LEAD
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