A Tech Forecast: Library 2.0 in the Real World

April 5, 2007
Stephen Abram
President-elect, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute
Research and Insights

- Kent State U study of K-12 learners
- Huntsville Madison usability study
- Personas work
- Normative Data Project
- Visualization and Facets
- UCD User-centered Design
- Etc.
Optical Illusions
Optical Illusions
2000 Light Stopped

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

SWORD FORUM MAGAZINE ONLINE

©20th Century Fox Film Corp.
2001 Light Slowed to Bicycle Speed
2002 Light Sent into Future

THE TIME MACHINE
Jump-Start the Future.

December 2001

Mr. Time Machine transports you... back to the past
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
A projector the size of a sugar cube
Everything’s getting smaller
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 interdisciplinary)
- Creation is social
- Humanity is social
- Student and scholarly life is social
Is Magazine Content Social?

Web Features of America’s Top 50 Magazines

<table>
<thead>
<tr>
<th>Web Feature</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>Mobile Version</td>
<td>6%</td>
</tr>
<tr>
<td>Most Popular</td>
<td>12%</td>
</tr>
<tr>
<td>Video</td>
<td>10%</td>
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<tr>
<td>Podcast</td>
<td>34%</td>
</tr>
<tr>
<td>Reporter Blogs</td>
<td>14%</td>
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<tr>
<td>Comments on Articles</td>
<td>38%</td>
</tr>
<tr>
<td>Registration Required</td>
<td>32%</td>
</tr>
<tr>
<td>Bookmarking</td>
<td>16%</td>
</tr>
<tr>
<td>Message Boards</td>
<td>8%</td>
</tr>
<tr>
<td>Web Features</td>
<td>14%</td>
</tr>
</tbody>
</table>

Percent of Magazines Range: 0% to 100%
Is News Content Social?

Online Offerings of the Top 100 Newspapers

<table>
<thead>
<tr>
<th>Feature</th>
<th>Number of Papers</th>
</tr>
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<tr>
<td>RSS Feed for Different Sections</td>
<td>76</td>
</tr>
<tr>
<td>RSS Feed Includes Acts Most Popular</td>
<td>75</td>
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<tr>
<td>Video</td>
<td>0</td>
</tr>
<tr>
<td>Podcast</td>
<td>33</td>
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<tr>
<td>Chats</td>
<td>31</td>
</tr>
<tr>
<td>Reporter Blogs</td>
<td>13</td>
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<tr>
<td>Reporter Blog Comments</td>
<td>61</td>
</tr>
<tr>
<td>Blogroll (External Links)</td>
<td>80</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>
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<td></td>
<td>7</td>
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</table>
Are Scholars’ Citations Social?
Libraries are Social Institutions

We have a clear and valid interest in applications and environment that drive social experiences.
MY OPAC SUCKS
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
Focus on Their Needs
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Wikipedia, etc.
Hmmm, The magic seems to be social!
**WEB 2.0**

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del.icio.us
social bookmarking

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

» get started «

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

tags to watch
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>
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<tr>
<th>General</th>
<th>Scholarly</th>
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<tbody>
<tr>
<td>Bag of URLs</td>
<td>Connotea</td>
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<tr>
<td>Blogmarks</td>
<td>Unalog</td>
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<td>Del.icio.us</td>
<td>CiteULike</td>
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<td>Feed Me Links</td>
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<td>Frassle</td>
<td>(ArXiv)</td>
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<td>Linkfilter</td>
<td>(Merlot)</td>
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<td>Digg</td>
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<td>Livemarks</td>
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<td>Stumble Upon</td>
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<td>Wists</td>
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<td>Dude, Check This Out!</td>
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<td>openIBM</td>
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<tr>
<th>Links</th>
<th>Web Pages</th>
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<tr>
<td>Simpy</td>
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<td>Flickr</td>
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<td>FURL</td>
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<td>Spurl</td>
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</table>
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… Google Office Google Books Do OCLC stu
Suppose there’re 250,000 books . . . Or 25,000,000 in less than 5 years? How does that compare to your libraries?
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Get your texthead to nexthead
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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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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.
It’s about Cooperating and Sharing

- Instant Messaging – by teams
- Virtual Reference
- Texting, MSN, AIM, IM
- Meebo
- Trillian
- GAIM
- etc.
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Librarians who Drupal? 10 Replies
Started by Mike on Mar 8 2007 - Michael'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 local development server at home using WAMP environment. I've added and created a... Read More
Tagged: Drupal

Why Johnny Can't Search (Intelligently) 3 Replies
Started by Michael on Mar 8 2007 - Michael's discussions
From the Chronicle of Higher Education (Wednesday, March 7th, 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 on Mar 7 2007 - Larry'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 "cyberpunky" or "cyber... Read More

Online Northwest 2007 Keynote: Stephen Abram 1 Reply
Started by Lynne on Mar 7 2007 - Lynne'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: Online Northwest 2.0, Abram

RealTime Chat anyone? 23 Replies
Started by Adam on Mar 7 2007 - Adam's discussions...
Kyle: We do have access to such a database. It's called ProQuest Dissertations and Theses - Full Text: http://www.library.ualberta.ca/dissindex.cfm?IL=558. If it's a recent thesis, there's a good chance that it is available full-text on this site. Otherwise, there would be a paper copy of it held in the UA Libraries' system.

Let me know if you find it. - Randy

Message - Report

Kyle Sand (Alberta) wrote
at 9:28pm on February 19th, 2007

Just had a question I hoped you could answer. Can we search any of these databases? I'm trying to find one published on the U of A that was referenced in a paper.

Message - Report

Randy Reisem: (Alberta) wrote
at 11:49pm on February 19th, 2007

Steve, thanks for the note and the kind words. I'll relay your suggestion to a librarian that I work with, and we'll see if we can come up with something better. LCK! And thanks to you, Andrew, thanks, and thanks for being the first students to join our new group, your collective support is much appreciated - Randy

Message - Report

Steve Lallo (Alberta) wrote
at 1:18pm on February 19th, 2007

Wen Randy! You are so amazing. I don't think I have this many ways to contact my parents and we live in
Heading to Denmark
Reminder: 200,000-250,000 A DAY!
Reminder: 15 million daily users, and 30 billion page views a month
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/brooklyncollagelibrary

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
My Smarter Space
Sydney Abram's Profile (This is you)

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

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

Contact Info
Email: syd.abram@gmail.com

Personal Info
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: 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"

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.
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

Sim of the Week - Page 9

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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

M The Metaverse Messenger

A REAL NEWSPAPER FOR A VIRTUAL WORLD

Tuesday, May 9, 2006

A Second Life Publication

Free
Reading is virtually fundamental in SL

Second 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 utilizes the programs, currently offered online to librarians and libraries, within SL. The two entities eventually hope to offer a platform of library services.

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

Darlene Fichter, 2006
Evolution of Reference and the Scholarly Experience

Sustainability
Del.icio.us
Wikis
Tagging
IM and VR
Organization
Capacity
LIBRARY 2.0 MATRIX

Resource Environment
Library 2.0 user

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

Web 2.0 as Platform
Library 2.0 user

E-learning 2.0 environment
  - LMS, ELGG, LAMS etc.
Social Networks
  - MySpace/Facebook
  - Blogs & Wikis
  - Read/Write web functionality
  - Social Bookmarking
  - Images & multimedia sharing
  - Podcasting & vodcasting
Folksonomy
  - Tagging for personalisation
Searching
  - Browser and desktop API
  - Blogs & social networks
  - Visual & metasearch engines
Mobile computing
RSS feeds and Mashups

Emerging Model for Community, Learning and Research Enterprises

Credit: adapted from Rick Luce, LANL
Library 2.0

Professional practice

Library owner

Society and environment

Other libraries, suppliers, publishers

Modes of communication and technology

User

Collections and information resources

Modes of information

Buildings and physical services
Web 2.0

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

Identity 2.0
Library 2.0
Law 2.0
Media 2.0
Advertising 2.0
Democracy 2.0
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
Yes – They are different, period.
# Millennial Characteristics

<table>
<thead>
<tr>
<th>Principle / 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.
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
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 Movement
      - Seasons
      - Sun & Stars
      - Earth's Solar System
      - NASA & Space Exploration
    - US History
    - Parent Guide

How Do I...

- Study Relative Dating?

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

The Amazing Sun - Our Star
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...
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
- teakeo 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 doing stuff
- lose 50
- exercise more
- ujeaut wants to fill you up that

Today's Tags
- travel 4299
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.
Summary: Google Issues

- Broadband through hydro
- SEO, Ads, Optimization
- Default to Local GIS
- Google Scholar, Librarian, Education
- Google Office / Sun OS
Summary: Your Strategies

• 5W’s = Why? and How?
• 2-way Communication like Blogs
• Use Library 2.0 tools
• Use the social we tools like Facebook
• Use IM
• Use Tags, Visualization, Zotero
• Teach research and life skills
On the End User for Life
The power of libraries

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