Are Libraries Innovative Enough?

Nov. 3, 2006

Stephen Abram
Vice President, Innovation
Stephen Abram
"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."
"I'll be happy to give you innovative thinking. What are the guidelines?"
What is Innovation?

An innovation is an idea, practice, or object that is perceived as new by the individual or other unit of adoption.

It matters little, as far as human behavior is concerned, whether or not the idea is new as measured by the lapse of time since its first use or discovery. The perceived newness of the idea for the individual determines his or her reaction to it. If an idea is new to the individual, it is an innovation.

Everett Rogers
CHANGED PRIORITIES AHEAD
“Don’t you know what a library is for?
It’s to prevent us from making damn fools of ourselves.”

George Locke
Chief Librarian
1908-1937
Toronto Public Library,
quoted in the Toronto Star
April 3, 1982
All that matters is...

• Community
• Learning
• Interaction

The user is not broken

Karen Schneider
Focus on the *User*
Free, like kittens
Can we find our power?

Can we use it for good?
Libraries Daily Circulation

- Library Online Material: 5.7 M
- Library Printed Material: 5.4 M
- Amazon: 1.5 M
- FedEx: 5.3 M

Libraries as a Destination

PUBLIC LIBRARY VISITS
1.1 Billion
(STATE LIBRARY DATA, 2001-02)

SPORTS ATTENDANCE
.2 Billion
(STATISTICAL ABSTRACT 2002, CHART __224)

9X
Library Card vs. Driver’s License

• Six times more people have library cards than driver’s licenses\(^1\)

Examples of Canadian Library Innovation

ASIN Portal

Council of Atlantic University Librarians

Caul/CbuA

Ontario Council of University Libraries

Scholar’s Workstation

8R’s

Knowledge Ontario

Open Content Alliance

Open Canada Digitization Initiative

Project Alouette
Examples of American Library Innovation

- California Digital Library
- InfOhio
- Alliance Library System Second Life
- Seattle PL RFID book mover
- Florida Resource Sharing
- Ask Colorado
- etc.
I ❤️ my customers
WARNING
Image contains hidden message

Google Scholar…
Everything the modern advertiser needs
IF TELEVISION'S A BABYSITTER, THE INTERNET'S A DRUNK LIBRARIAN WHO WON'T SHUT UP.
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*
The question we should be asking is...

What’s the BEST future FOR libraries?
Pew 2020 Predictions

- A low-cost global network will be thriving and creating new opportunities in a “flattening” world.

- Humans will remain in charge of technology, even as more activity is automated and “smart agents” proliferate. However, 42% of survey respondents were pessimistic about humans’ ability to control the technology, with dangers and dependencies growing beyond our ability to stay in charge. This was one of the major surprises.

- Virtual reality will be compelling enough to enhance worker productivity and also spawn new addiction problems.

- Tech “refuseniks” will emerge as a cultural group characterized by their choice to live off the network. Some will do this as a benign way to limit information overload, while others will commit acts of violence and terror as a rejection of change.

- People will wittingly and unwittingly disclose more about themselves, gaining some benefits in the process even as they lose some privacy.

- English will be a universal language of global communications, but other languages will not be displaced. Indeed, many felt other languages such as Mandarin, would grow in prominence.
On the fringes

Lime Wire

ELF - keeping tabs on your library material

Library Thing Beta

YouTube

Podzinger

Powered by BBN Technologies
WEB 2.0

- 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

- 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

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- Screencasting
Library 2.0 = (books 'n stuff + people + radical trust) x participation

Darlene Fichter, 2006
LIBRARY 2.0 MATRIX

Resource Environment     Web 2.0 as Platform
Library 2.0 user         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

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

Productivity
Productivity Tools

Self Service, OneStop
Print / PC Management
RFID
ILL Solutions
Wireless
SmartSource
Secured Resources
PocketCirc
LiveNetwork
Envisionware
E-vance, e-vents
Consulting services

Get our backroom act in order!
Librarian 2.0 plays
43 Things

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 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 texting  stop drugs  stop exercising more  [a great way to get old]

Discover what's important, make it happen, share your progress. Find your 43 things. Learn more...

Top Cities

- Seattle 1090 people
- New York City791 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 364 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

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
Yes – They are different, period.

5 year planning horizon
# 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</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
Adapting to Technology
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/brooklyncolllege_library

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

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

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)

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: of course the embarrassing ones...The Alchemist, Of Mice and Men, ghostWorld, Sin City (any volume), Same Difference, Summer Blonde
Favorite Quotes: "that's my life story" (insert..bonjo solo)

Photos [ edit ]
You have 5 albums.

WHAT IS SECOND LIFE?  SHOWCASE  BUSINESS PARTNERS  DEVELOPERS  COMMUNITY  SUPPORT

FREE MEMBERSHIP
JOIN NOW!

MEMBERSHIPS, LAND, & PRICING
BUY AND SELL WITH LS
REFER-A-FRIEND

Residents: 157,510
Online Now: 5,402
US$ Spent Today: 137,907.00

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

Linden Lab

Event  Postcard  Land For Sale

Try clicking this postcard!

You can click on markers and zoom & pan the map. Try it!

You can turn off this help in the future by clicking here.

view larger map
Thanks again to Talis for second prize in the Library Mashup competition! Several Second Lifers were on hand at the Internet Librarian conference this week in Monterey California to receive the award. Prize money was used to purchase several new buildings and furniture for them.

On Sunday, October 29 at 8 am sl there will be an Info Island orientation and tour for
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 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 that has not been the case. 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
Usability

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

What is SchoolRooms
What's in SchoolRooms
Who Uses SchoolRooms
Why Students Like SchoolRooms
How Does SchoolRooms Work
Press & Events

Home

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 SirsiDynix 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):

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 BOW.

Explore More...

News & Events
Catch up on the 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
MAPS

- Information Density
- USA Today Weather
Add hundreds of database Suppliers (MS already has about 120.

Make it OpenURL compliant

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,

Do OCLC stu

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

Add virtual reference
Suppose there’re 250,000 books . . . Or 15,000,000 in 5 years? How does that compare to your places?
Google & Kansas City
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
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?

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

- Aaron Schmidt - at Thomas Ford PL
- Pennsylvania State University IM pilots
- New Zealand K-12 Project
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!

1. google.space
https://google.space.com/search?q=mars
designed by Google

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

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

4. jux2 Meta Search Engine Compare Search Engines

5. DMOZ
http://search.dmoz.org/cgi-bin/search?search=mercury

Open Directory Quick Search for: Science > Astronomy

Displaying 1 - 5 of 32 | Next 2
1. Planetary Transits Across the Sun
Getting on Board with the 3 big, permanent Revolutions

Blogging
Podcasting
Streaming
Get your texthead to nexthead

• MP3’s
• Streaming Media
• Voice search
A projector the size of a sugar cube
INK PAPER DISPLAY
ENABLING TECHNOLOGY
EASY-TO-READ
REVOLUTIONARY
Everything’s getting smaller
Once more with *feeling*

Libraries core skill is not delivering *information*

Libraries improve the quality of the *question*
The power of libraries
Are Libraries Innovative Enough?

Diffusion
We librarians must learn that when we study something to death, *Death was not our original goal*. 
Are Libraries Innovative **ENOUGH?**
Get Fired Up
@your library™
Stephen Abram, MLS
VP Innovation, SirsiDynix
Cel: 416-669-4855
stephen.abram@sirsidynix.com
http://www.sirsidynix.com
Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com