The Social Library 2.0
Dec. 7, 2006
Stephen Abram
President-elect, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute
Some New Stuff Today

Not formally announced yet so please don’t blog it...
The Future Ain’t What it Used to Be!

SHIFT HAPPENS
2000 Light Stopped
2001 Light Slowed to Bicycle Speed
2002 Light Sent into Future
2003 Light Transported
2006 Light Goes Backwards

Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester
CHANGED PRIORITIES AHEAD
Libraries core skill is not delivering *information*

Libraries improve the quality of the *question*
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, a significant majority agreed that we will not have the ability to stay in charge of technology in the future.

- 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 means to limit information overload, while others will commit acts of violence and terror against technology-inspired 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.
Do you sometimes feel poor?
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?

Web Features of America’s Top 50 Magazines

- RSS Feed: 48%
- RSS Feed Includes Ads: 0%
- Mobile Version: 6%
- Most Popular: 12%
- Video: 10%
- Podcast: 14%
- Reporter Blogs: 34%
- Comments on Articles: 38%
- Registration Required: 32%
- Bookmarking: 16%
- Message Boards: 8%
- Web Features: 14%
Is News Content Social?

Online Offerings of the Top 100 Newspapers
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
Focus on Their Needs
What is the Magic Sauce?

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

Pandora

LibraryThing

RSS

Kazaa Plus

Blogger

Amazon.com

binkx TV

Picasa Picture Simplicity

Google

AJAX

iPod Which iPod are you?

OverDrive

LimeWire

orkut beta

ELF - keeping tabs on your library material

Open Source

myspace a place for friends

flickr beta
Hmmmm, The magic seems to be social!

---

**Figure 2** The Many Forms Of Social Computing

<table>
<thead>
<tr>
<th>Social technology</th>
<th>Examples</th>
<th>Current usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>LinkedIn</td>
<td>- 6% of North American online consumers use social networking sites weekly, up from 4% in 2004.</td>
</tr>
<tr>
<td>Technology that allows users to leverage personal connections.</td>
<td>Facebook</td>
<td>- 6% of North American online consumers use RSS weekly.</td>
</tr>
<tr>
<td>RSS</td>
<td>Orkut</td>
<td>- 67% of marketers use blogs and RSS feeds.</td>
</tr>
<tr>
<td>An XML standard that lets users collect and read content feeds.</td>
<td>Myspace</td>
<td>-</td>
</tr>
<tr>
<td>Open source software</td>
<td>Friendster</td>
<td>-</td>
</tr>
<tr>
<td>Publicly available software that can be copied or modified without payment.</td>
<td>Bloglines</td>
<td>-</td>
</tr>
<tr>
<td>Blogs</td>
<td>Friendster</td>
<td>-</td>
</tr>
<tr>
<td>Online diaries of text, photos, or other media.</td>
<td>FeedBurner</td>
<td>-</td>
</tr>
<tr>
<td>Search engines</td>
<td>Apache Software Foundation</td>
<td>-</td>
</tr>
<tr>
<td>Services that find Web content based on user-specified criteria.</td>
<td>Google</td>
<td>-</td>
</tr>
<tr>
<td>User review portals</td>
<td>Trip Advisor</td>
<td>-</td>
</tr>
<tr>
<td>Web portals that allows users to search for peer reviews on a product or service.</td>
<td>MSN</td>
<td>-</td>
</tr>
<tr>
<td>P2P file sharing</td>
<td>Amazon.com</td>
<td>-</td>
</tr>
<tr>
<td>Sharing media files over a network powered by users who act as both client and server.</td>
<td>Craigslist</td>
<td>-</td>
</tr>
<tr>
<td>C2C eCommerce</td>
<td>eBay</td>
<td>-</td>
</tr>
<tr>
<td>Buying and selling among consumers via the Net.</td>
<td>Craigslist</td>
<td>-</td>
</tr>
<tr>
<td>Comparison shopping sites</td>
<td>PriceGrabber.com</td>
<td>-</td>
</tr>
<tr>
<td>Sites that allow consumers to compare products or services.</td>
<td>Shoptiva</td>
<td>-</td>
</tr>
<tr>
<td>Podcasts</td>
<td>P2P collect</td>
<td>- 1% of North American online consumers listen to podcasts today, but 24% are interested in it.</td>
</tr>
<tr>
<td>Online audio or video that users can download to a device.</td>
<td>Juice</td>
<td>-</td>
</tr>
<tr>
<td>Wikis/Collaboration software</td>
<td>Wikipedia</td>
<td>- 1% of Google’s traffic, but they are growing rapidly.</td>
</tr>
<tr>
<td>Shared publishing software or site that allows users to edit content.</td>
<td>Digg</td>
<td>-</td>
</tr>
<tr>
<td>Tagging</td>
<td>Flickr</td>
<td>-</td>
</tr>
<tr>
<td>Metadata assigned to items like photos or Web pages to facilitate searching and sharing.</td>
<td>Digg</td>
<td>-</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
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
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
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
- Screencasting
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: marmalard
podcast video tech technology blog tags

Tooum: 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: humqui
photoshop tutorial vector art howto tags

tags to watch

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
## Tagging

<table>
<thead>
<tr>
<th>General</th>
<th>Scholarly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag of URLs</td>
<td>Connotea</td>
</tr>
<tr>
<td>Blogmarks</td>
<td>Unalog</td>
</tr>
<tr>
<td>Del-icio.us</td>
<td>CiteULike</td>
</tr>
<tr>
<td>Feed Me Links</td>
<td>(ArXiv)</td>
</tr>
<tr>
<td>Frassle</td>
<td>(Merlot)</td>
</tr>
<tr>
<td>Linkfilter</td>
<td></td>
</tr>
<tr>
<td>Livemarks</td>
<td></td>
</tr>
<tr>
<td>Stumble Upon</td>
<td></td>
</tr>
<tr>
<td>Wists</td>
<td></td>
</tr>
<tr>
<td>Dude, Check This Out!</td>
<td></td>
</tr>
<tr>
<td>openIBM</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Links</th>
<th>Web Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simpy</td>
<td>FURL</td>
</tr>
<tr>
<td>Flickr</td>
<td>Spurl</td>
</tr>
</tbody>
</table>

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

Google Office
Suppose there’re 250,000 books . . . Or 25,000,000 in less than 5 years? How does that compare to your libraries?
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
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
- 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
Get your texthead to nexthead
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
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
- Federated Search
- Socially Driven Content
- Social Bookmarking
- Wikis
- New Programming Tools: AJAX, API
- Blogs and blogging
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
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
- 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
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

1. **google space.com**
   https://goole.space.com/search?q=mercury&site=default_collection&client=default_frontend&output=xml_no_dtd

2. **www.nohlemind.com**
   http://www.nohlemind.com/search?q=mercury&x=10&form=mercury

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

4. **jup2 Meta Search Engine Compare Search Engines**
   http://www.jup2.com/mercury&submit=Search

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

Open Directory Quick Search for: Science > Astronomy

Displaying 1 - 5 of 32 | Next 5

1. **Planetary Transits Across the Sun**
It’s about Cooperating and Sharing

• Instant Messaging – by teams
• Virtual Reference
• Texting, MSN, AIM, IM
• Meebo
• Trillian
• GAIM
• etc.
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
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
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/brooklyncollegetlibrary

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

Photos
You have 5 albums.

Edit
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.

Sim of the Week - Page 9

FYI

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

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
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™
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 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

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

Using SchoolRooms, students can search (all at once):
Explore A Subject

HOME
- Elementary
  - Earth Science
  - US History
- Middle School
- High School
- Parent Guide

How Do I...
- Learn About Dinosaurs?
- Use a Library?
- Learn About Earthquakes?
- Explore Space?
- Research Wars?
- Study the Presidents?
- Write a Report?
- Look at a Map?

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
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
Explore A Subject
- HOME
  - Elementary
  - Middle School
  - High School
- Parent Guide
  - Elementary
  - Middle School
  - High School

How Do I...
- Deal with My Teen Dating?
- Know if My Child Has ADD?
- Help My Teen Stay Healthy?
- Help My Child with Anxiety?
- Learn about Extracurriculars?
- Talk to My Child's Teacher?
- Prepare My Teen for College?
- Learn Computer Skills?
- Find Science Fair Ideas?
- Teach Testing Strategies?

Try This!

Check It Out
Homework Helper
Visit this site for tips on helping your kids with homework while maintaining your sanity.
- Math Help
- Science Help
- English Help

Learn More About...
Choosing A College
There is much to consider when trying to choose a college. How do you know which classes and tests your child should take or how much is it going to...
Back to 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  yesterdayshigh wants to do something small to make everyday worthwhile  Become more focused  play Mario Brothers 3  download msn plus  make an ACI 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 dying and or exercising more  get my workout to fit me up so 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
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
Stephen Abram, MLS
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Cel: 416-669-4855
stephen.abram@sirsidynix.com
http://www.sirsidynix.com
Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com