

### The Future Pioneer Library System

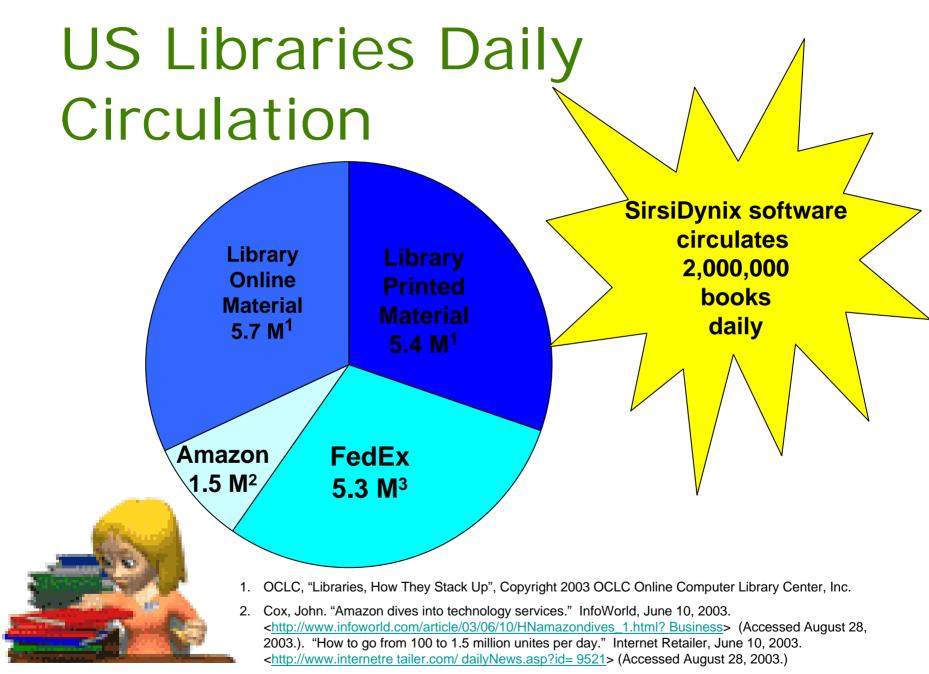
Oct. 18, 2006 Stephen Abram Vice President, Innovation SirsiDynix







"Tll be happy to give you innovative thinking. What are the guidelines?"



<sup>3.</sup> FedEx Annual Report 2003

## US Libraries as a Destination

**9X** 

**US SPORTS ATTENDANCE** 

.2 Billion

(STATISTICAL ABSTRACT 2002, CHART 224)

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



## Library Cards vs. Drivers' Licenses

 Six times more people have library cards than drivers licenses<sup>1</sup>

2030 Paddington Park City, UT 84068 Eve Wat blue 180 here the (763) 253-2670 www.VeritecInc.com SirsiDynix software manages more patron cards

**New York Public Library** 

Jack Blount



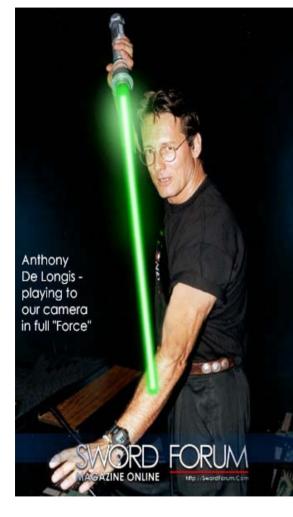
than global driver licenses



## The Future Ain't What it Used to Be!



SirsiDynix. Institute grow your skills



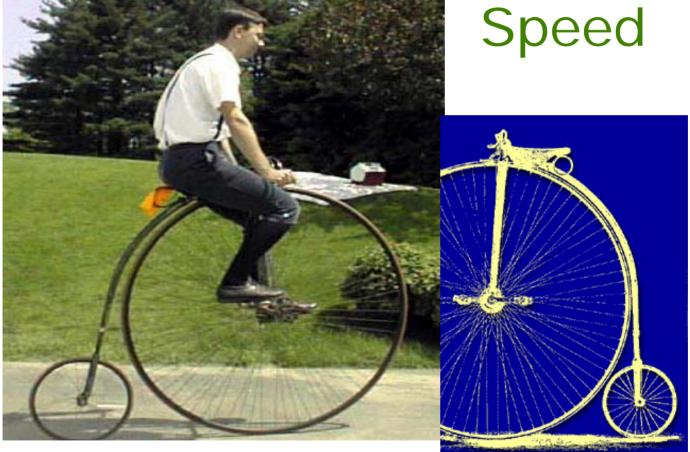
## 2000 Light Stopped





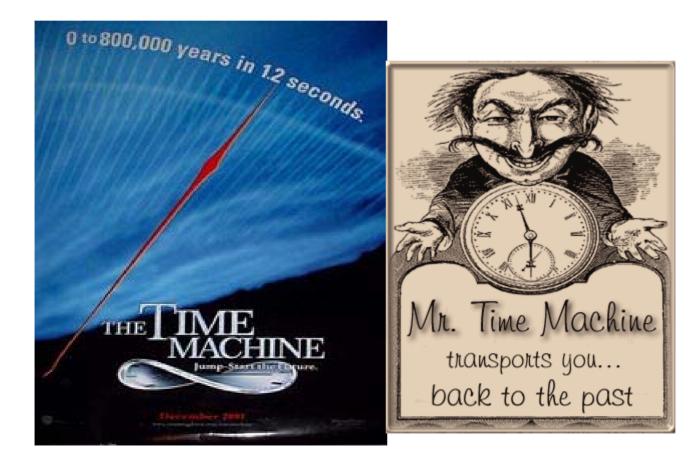


## 2001 Light Slowed to Bicycle



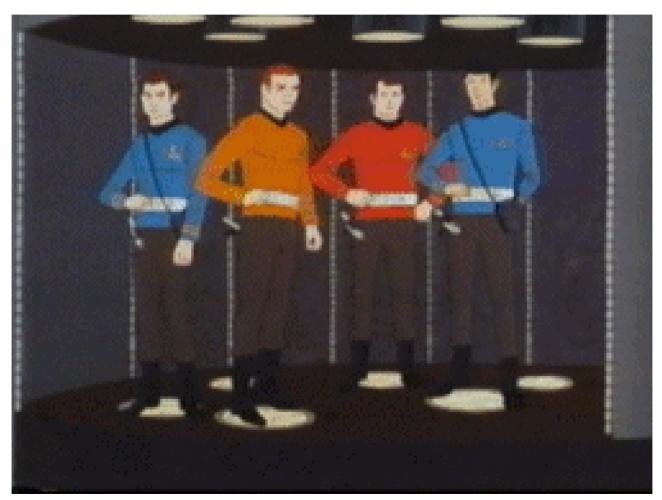


## 2002 Light Sent into Future





## 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



## Pew 2020 Predictions

#### A low-cost global network will be thriving and creating new

- Humans will remain in charge of technology, even as magents" proliferate. However, a significant 42% of surve humans' ability to control the technology in the future dangers and dependent of the majority of th
- Virtual re addiction
- Tech "r network acts of v
- People will w process even as

re about the

forma

d change.

gaining some benefits in the

**Think Back!** 

• 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.

## CHANGED PRIORITIES AHEAD

RED ROUTE

No stopping at any time



## There's no place like home.





## All that matters is...

# Community Learning Interaction

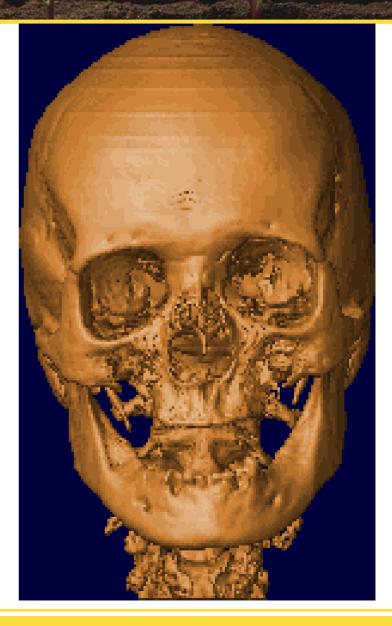






#### WARNING Image contains hidden message

Google Scholar... Everything the modern advertiser needs





## Google Book Search BETA

## Suppose there're 250,000 books . . . Or 15,000,000 in 5 years? How does that compare to Pioneer?

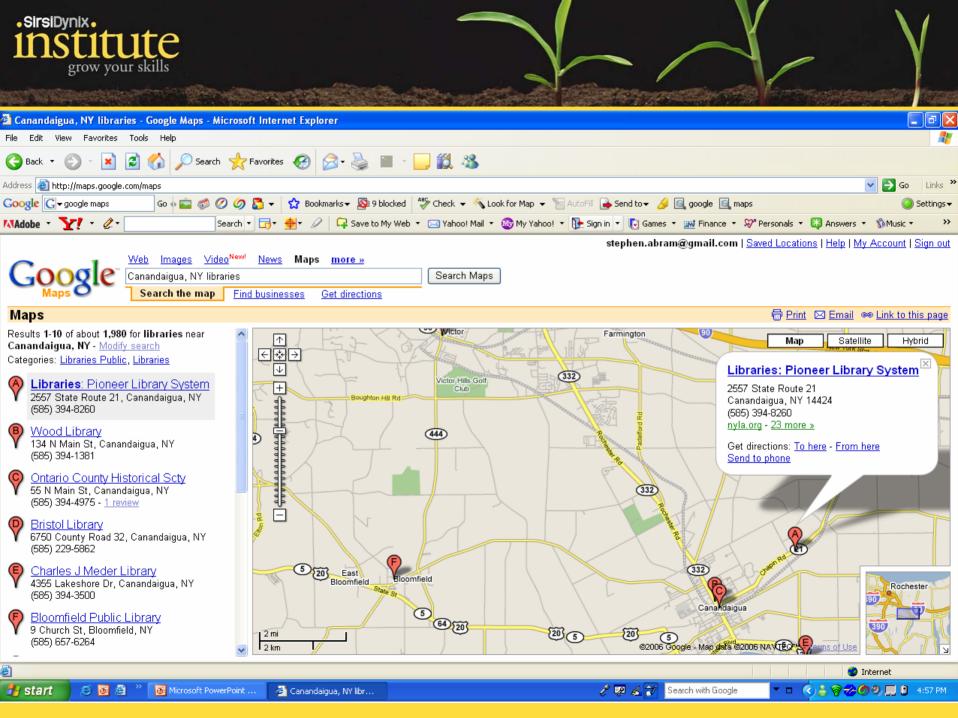


## Google & Kansas City





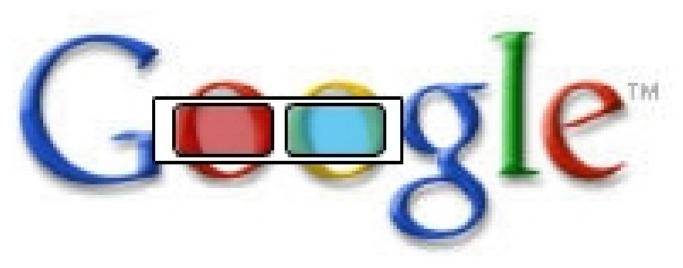






## Google and 3D

• San Francisco first.





## ...5 year planning horizon Yes – They are different, period.

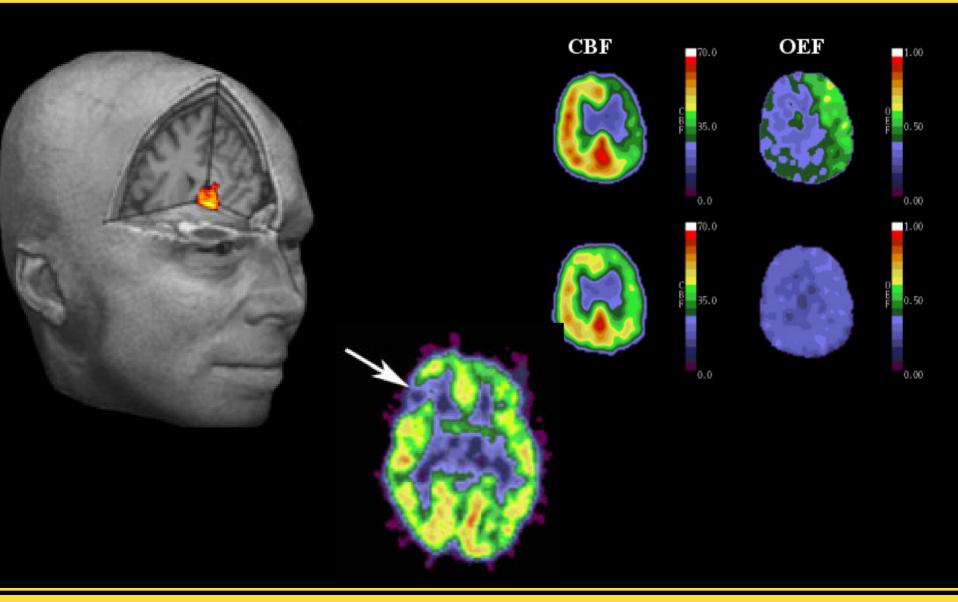


### **MILLENNIAL CHARACTERISTICS**

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

Credit: Richard Sweeney, NJIT

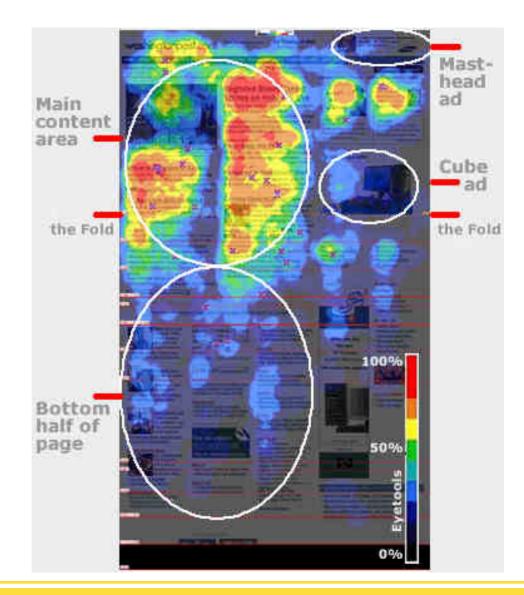
SirsiDynix. Institute grow your skills



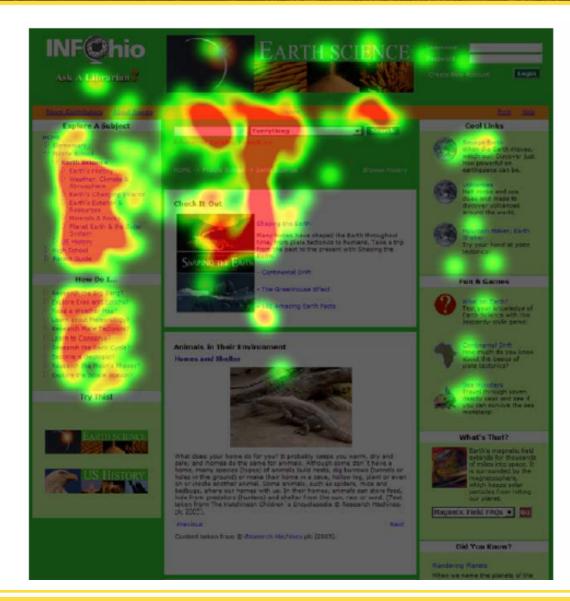


## Usability

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



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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



## EverQuest





## IM

- Aaron Schmidt -at Thomas Ford PL
- Pennsylvania State University IM pilots
  - Discover IM, JYBE, SMS, Texting and Skype

 Grow into Virtual Reference like SirsiDynix Docutek VRL *Plus*

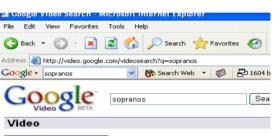
Collaborate on Statewide and National VR



## Get your texthead to nexthead

- MP3's
- Streaming Media
- Voice search







Celebrity Justice A member of the paparazzi says Christina Ar ... the gangster classic "good fellas" is bu the "sopranos" Said he was set up by his mob classic "good Fellas" centers around KTVU - Fox Network - Mon Aor 11 2005 a



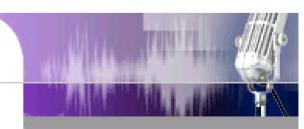
Celebrity Justice

The Michael Jackson trial; Montel Williams is ... 21 bucks in court costs. She apologize the "sopranos" star Vincent is accused o new York Street allegedly because she... KTVU - Fox Network - Tue Apr 5 2005 at



Celebrity Justice ... Jen May have filed but we've learned m >> Penetter: "sensance" star \/incent.ner

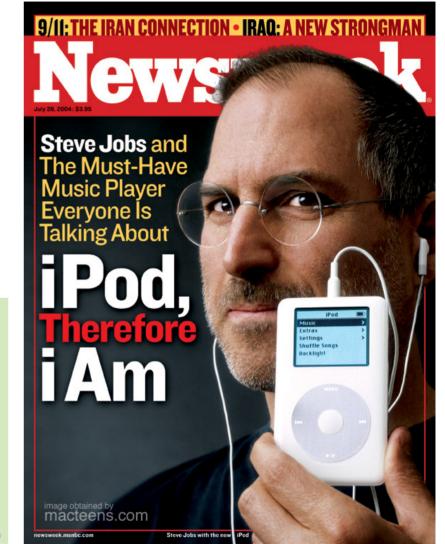






## Podcasting







## Google invests in wired ...





## Bidirectional wireless module

# Hydro Broadband



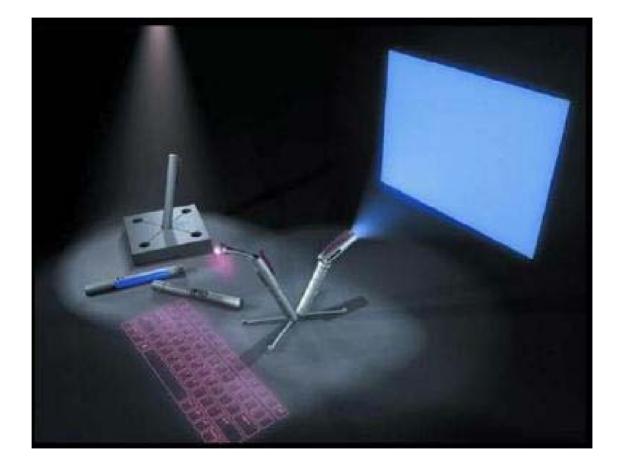
Contrast.





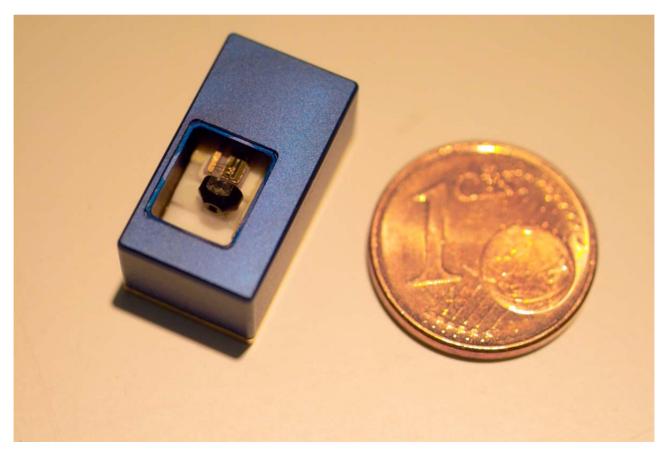




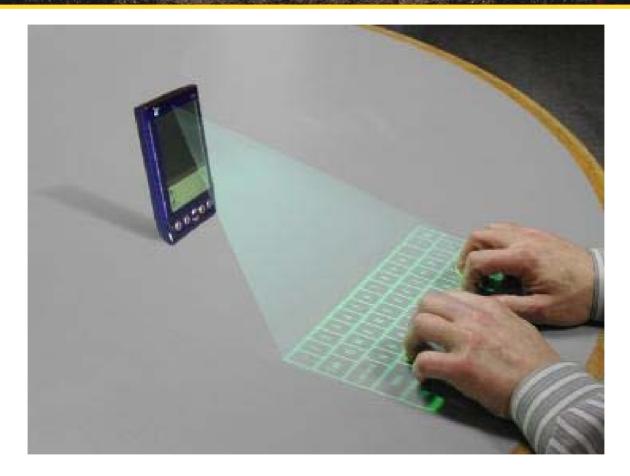




## A projector the size of a sugar cube







http://www.snopes.com/photos/advertisements/pcpen.asp



and tracks







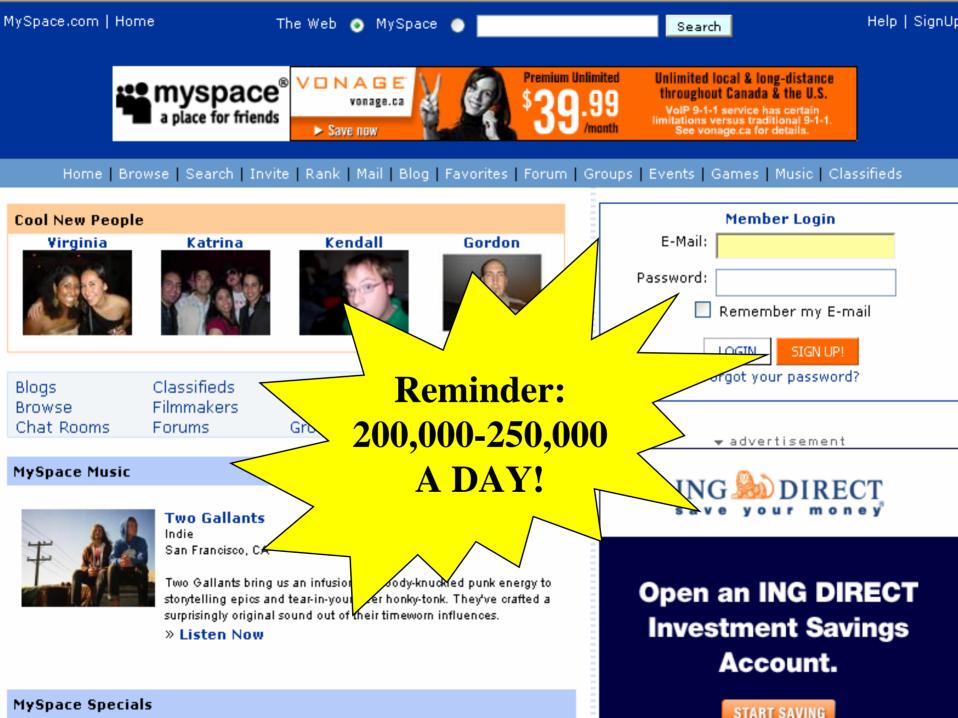
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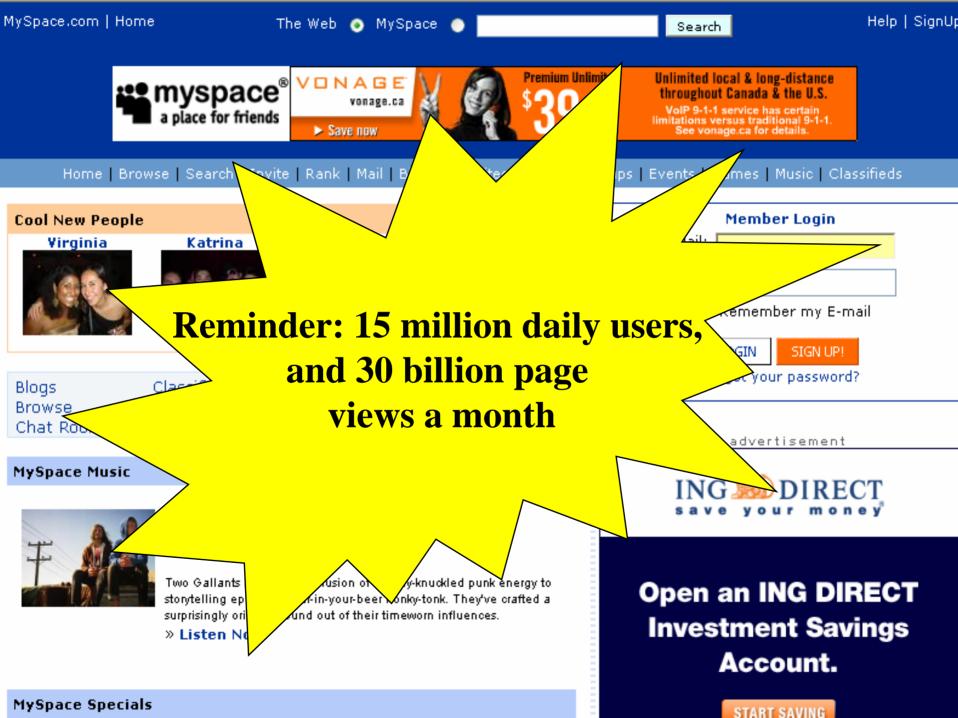


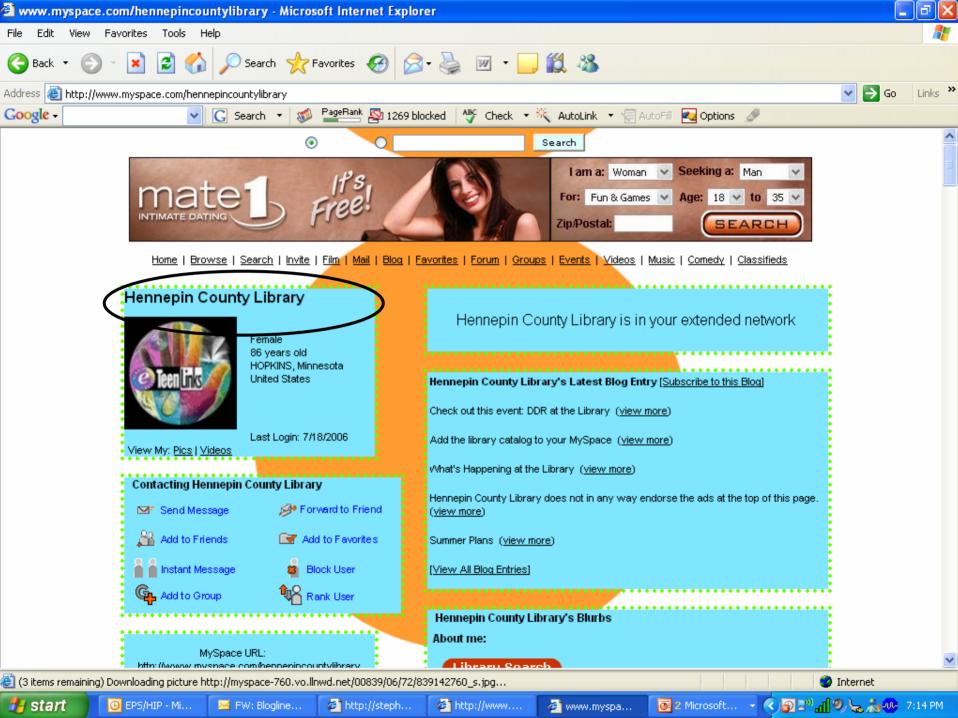


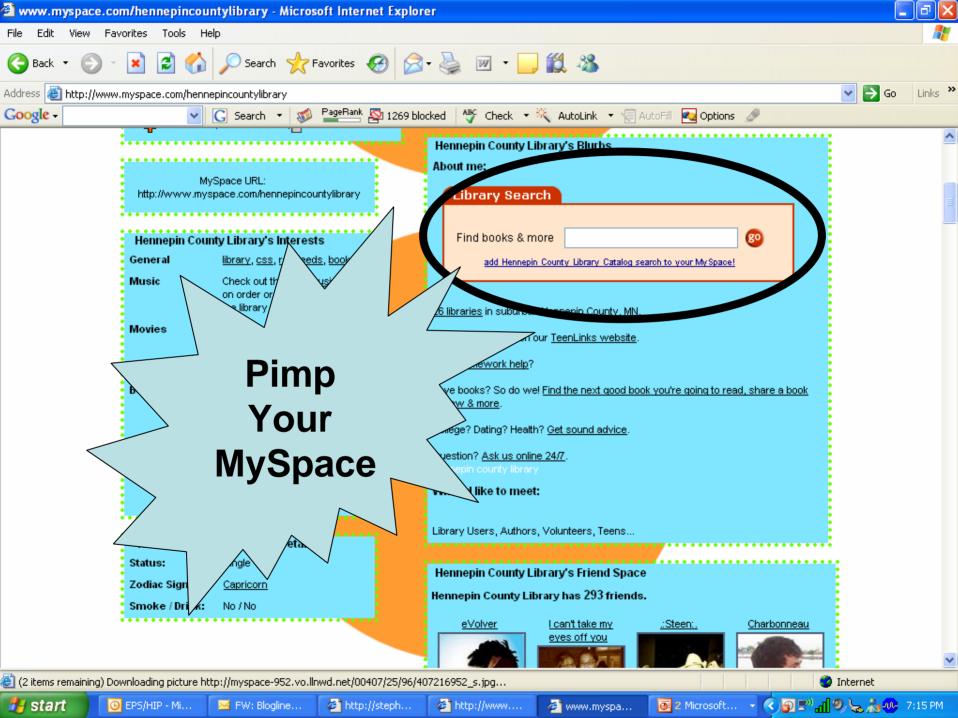
## Everything's getting smaller













## Library MySpace Sites

Hennepin County Library http://www.myspace.com/hen nepincountylibrary

Westmount PL http://www.myspace.com/west montlibrary

Thomas Ford Memorial Library http://www.myspace.com/tho masford

Public Library of Charlotte & Mecklenberg County <u>http://www.myspace.com/libr</u> aryloft

Brooklyn College Library

http://www.myspace.com/bro oklyncollegelibrary

Lansing Public Library

http://www.myspace.com/lans ingpubliclibrary

Morrisville College Libraries

http://www.myspace.com/mor risvillecollegelibrary **Goshen PL** 

http://www.myspace.com/goshe npubliclibrary

University of Illinois Undergrad Library

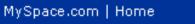
http://www.myspace.com/under gradlibrary

Albany County PL http://www.myspace.com/acplw y

UT Austin Library

http://www.myspace.com/utlibr aries

Carnegie Library of Pittsburgh http://www.myspace.com/clpte ens



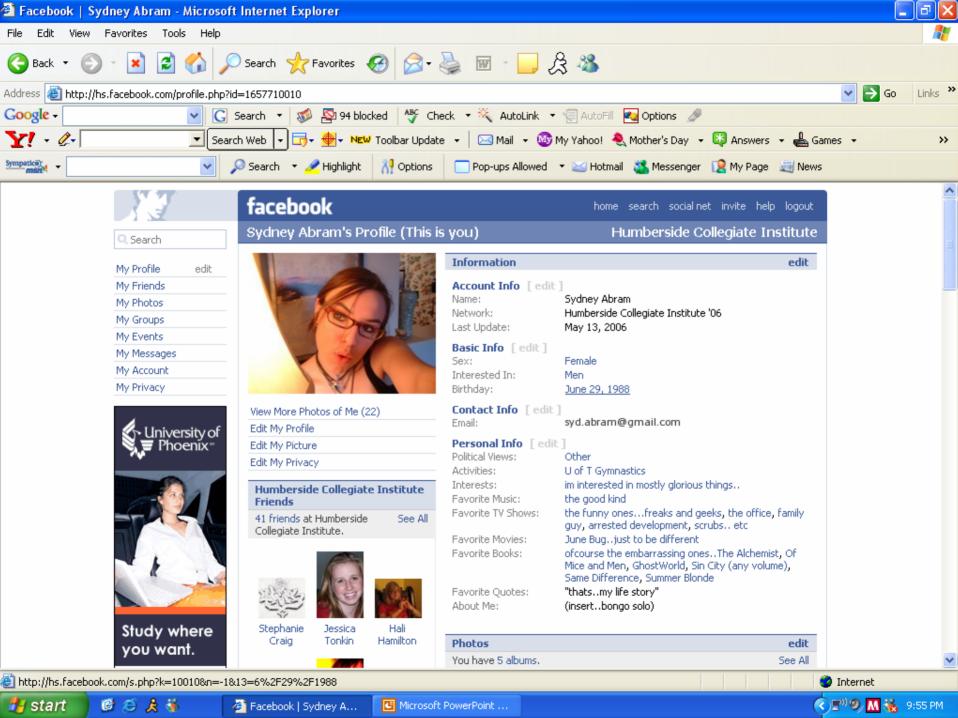
#### The Web 💿 MySpace

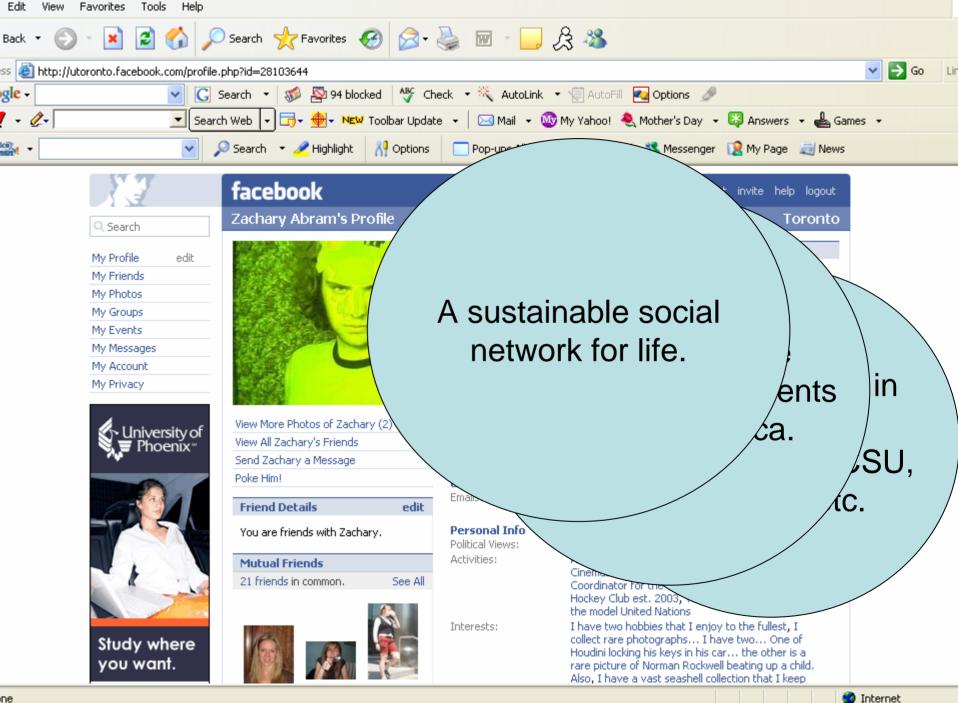
Search

#### Help | SignUp

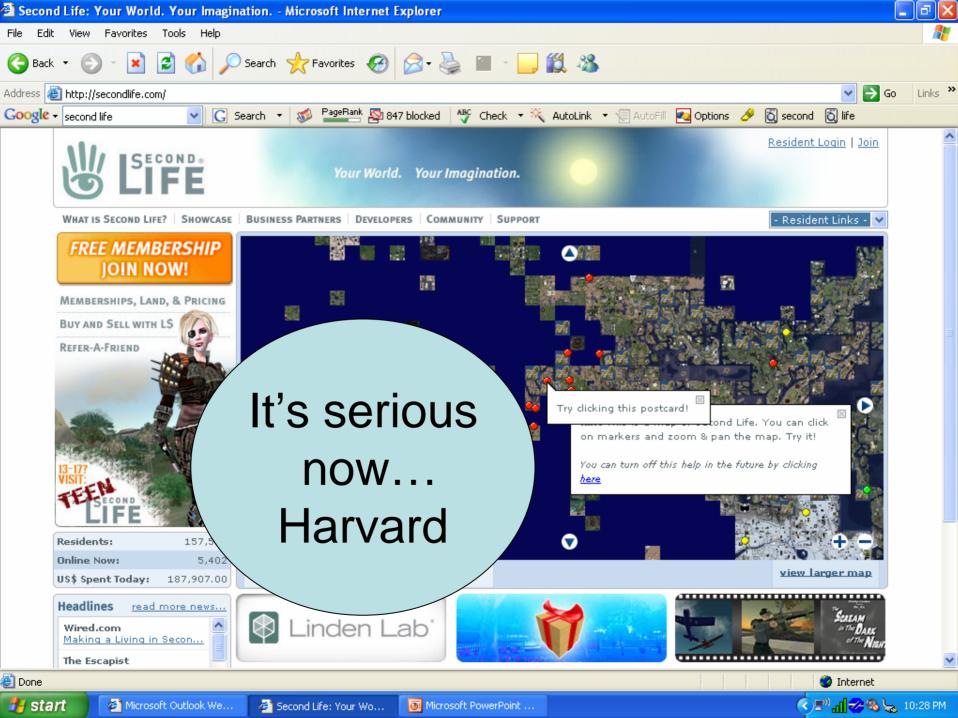










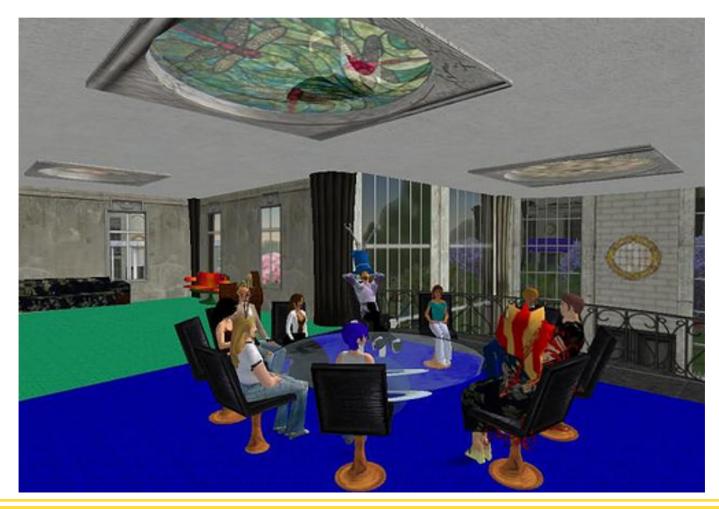








## Teen SL Library services meeting





### Second Life Library Reading Room





Inside



Sim of the Week - Page 9

FYI

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.

#### Perspectives Page 4 The Line . Page 5 Page 7 Comics ... Entertainment. Page 7 Photo Contest . Page 8 Pages 11-12 Fashion . . Art ... Page 15 Page 16 Sports .

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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. Volume 1, No.39 Second Life *The Metaverse Messenger* Sido (169, 195)

Web Poll About Us



Tuesday, May 9, 2006

A Second Life Publication

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Get it free

### Intro to Library Research

Zack Mortal, Instructor

ZACK MORTAL HOSTED A class titled "Introduction to Library Research" vesterday 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.

Metaverse Messen...

1 of 21

🕮 Web 2.0 Overview ...

### Reading is virtually fundamental in SL

#### By KATT KONGO Staff writer

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to treatment of mental illnesses, most would be surprised to learn that SL is now being used by an institution most think of as conventional — a library.

To be more exact, the Alliance Library System (ALS) is currently providing select services to the residents of SL. Initial services have, so far, consisted of book discussions and programs, such as one held Friday on the topic of "Getting Along with IT staff for Librarians and Educators."

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilize the programs, 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 People are volunteering and doing a the ALS, Pope said the organization

📆 MM-2006-04-25.pdf

🔟 Active Worlds - VBI ...

provides services to 286 libraries and is partially funded by the state of Illinois.

She added that ALS is one of the most innovative organizations, technologically speaking, and their philosophy is to mine new technologies to spread the gospel of library usage. "Innovation equals risk, innovation equals growth," she stated.

Lori Bell, the ASL's director of innovation, read about SL in the blog of a librarian who was already a resident. She created an account, logged on with her avatar, Lorelei Junot, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle's blacklibrary, but thought that 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 councurrently offered online to librarians try 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.

Bell concurred, saving, "The response has been enthusiastic.

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See BOOK, Page 20

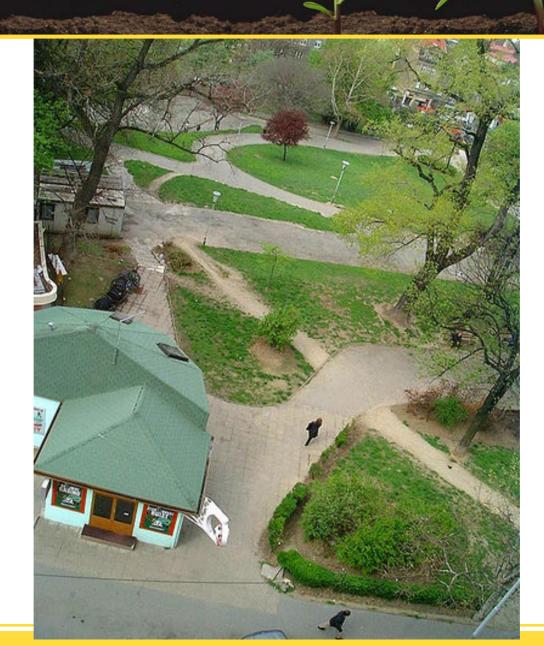
The Metaverse Mes...

🛃 start

Attachments

Comments







## Let's Take a Look ...





#### SirsiDynix. Institute grow your skills

- Look at a Map?
  Learn About the Seasons?
- Research Folk Tales?

#### Try This!



US HISTORY

#### The US and its iveighbors

#### Map of North America



This map shows the countries, that make up the continent of North America. (Image and text taken from The Hutchinson Children`s Encyclopedia © Research Machines, plc 2005).

#### Previous

Next

Content taken from © Research Machines plc [2005].

#### Learn More About...

Watch, Listen, or Discover new and exciting things about people, places and events you want to know more about with the guides below!

#### Earth Sciences

Discover the world around you with our Earth Sciences Room. Here you'll find information on the





<u>History Mystery</u> Follow the clues to solve the mystery!



<u>NASA Games</u> Learn more about the Earth and beyond through gam<u>es.</u>

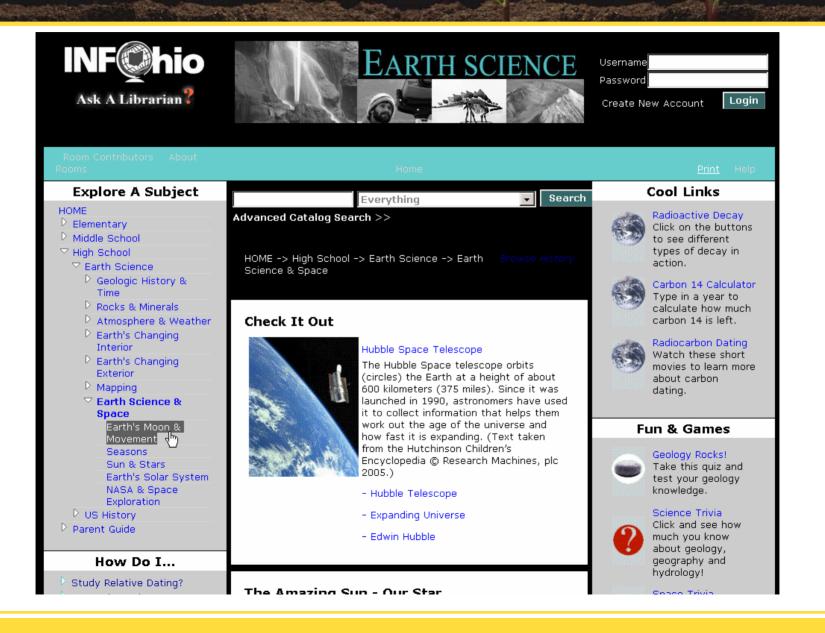
A Game a Day Choose a puzzle, memory, word or strategy game here!

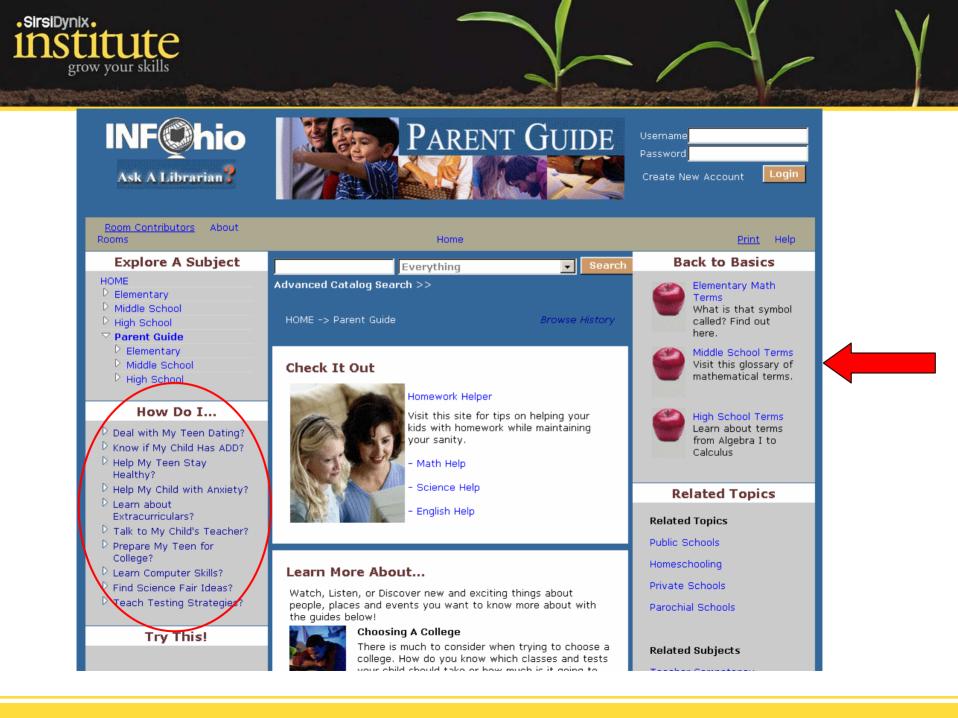
#### Who's That?

Apollo 11 astronauts Neil Armstrong, Michael Collins, and Buzz Aldrin wear biological isolation garments put on within their spacecraft. (Text taken

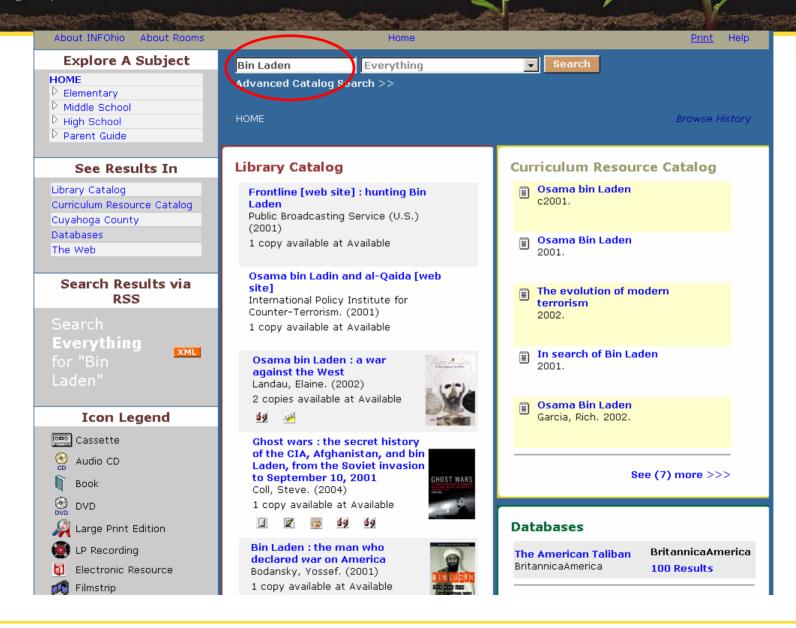




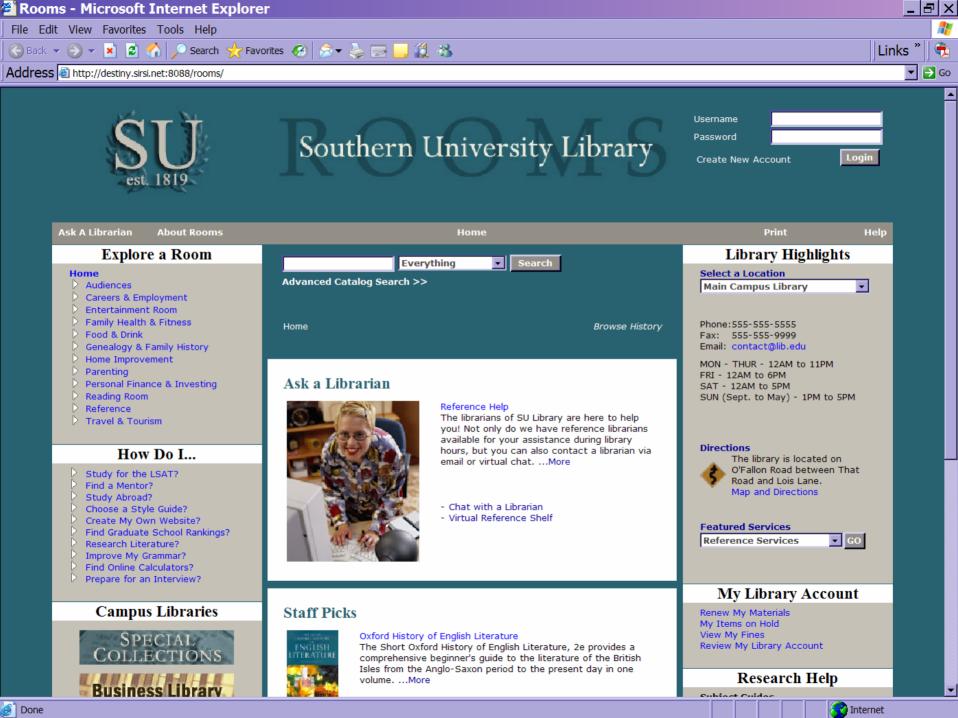




#### SirsiDynix. Institute grow your skills







## 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



## What Does It Look Like?





## Once more with *feeling*



# Libraries core skill is not delivering *information*

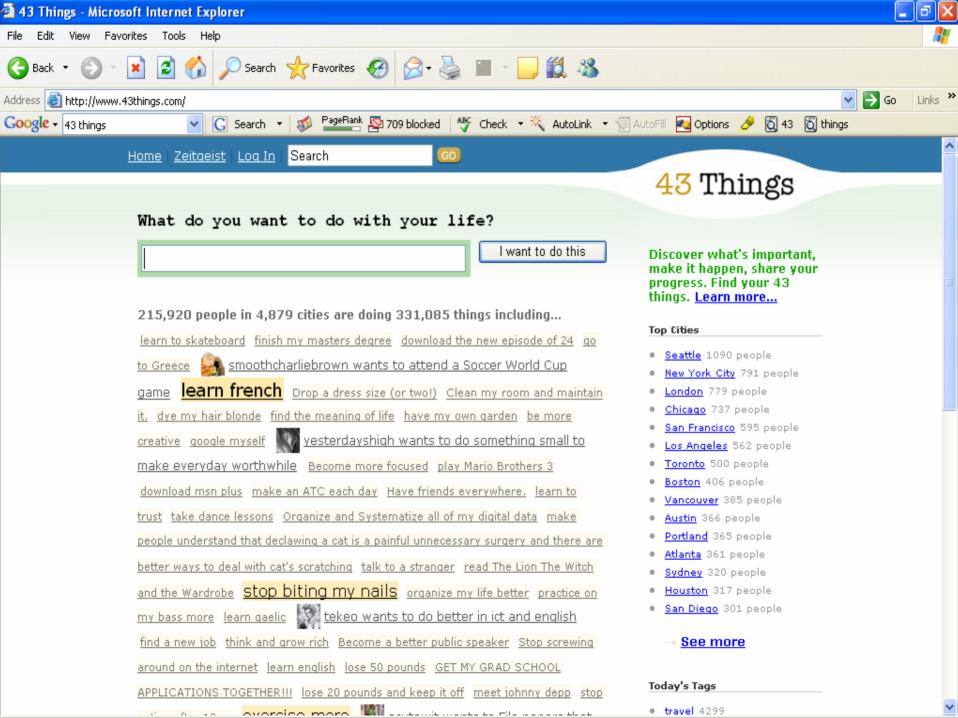


# Libraries improve the quality of the *question*





## Librarian 2.0 plays









## 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







We librarians must learn that when we study something to death, *Death was not our original goal*.





## **SirsiDynix**

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