


Popular Culture, Technology, and the Future of the Library

(or)

The “*Hurrieder*” We Go, The “*Behinder*” We Get



Presentation to the

GOLD/GALILEO Annual Users Group Conference

Athens, Georgia

August 4, 2006

J. Richard Madaus, Ph.D.

College Center for Library Automation

“We are not who we are by the talents and abilities we possess.

We are who we are by the choices we make.”

-- Albus Dumbledore

Before we start – let's mention the world of books



- ❖ They are still here
- ❖ There will never be enough budget to buy all the ones we need
- ❖ Books sales continue to grow


Book sales data from the Book Industry Study Group (BISG)



NET revenue – U. S. Book Publishers

- ✓ 2004 - \$32.5 Billion
- ✓ 2005 – \$34.6 Billion
- ✓ Projected to top \$40 Billion by 2010

Important Questions for 2006 – 2010



- ❖ So – you’ve migrated to a “next generation” library management system – now what?
- ❖ How do you find the “right” place for your library in the ubiquitous and ever-changing world of the internet?
- ❖ How do we continue to invest well in library cooperation and avoid being “cooperated on”?
- ❖ *What’s really involved in TAKING IT TO THE NEXT LEVEL?*
- ❖ Let the adventure begin.....

Evaluation of Internet Sources Death of MARC Automating Reference

JPEG 2000 Metadata Harvesting PDAs/Portability of Data

Preservation of New Media Formats Infrared Personal Search Software

Copyright OPACs and User Behavior Blogging Storage/Organization of Data

Spam Filters Self-Publishing

Home Scholar XML RFID RSS Web Usability Data Transmission

Interoperability E-Resource Management Hiring good Systems personnel Handhelds

Open URL **What's important *RIGHT NOW?*** Open Access

Web Services

Scanning vs. Reading Personal Information Management(PIM)

Wireless/ Wireless Security Privacy and Electronic Confidentiality Biometrics

Broadband Submerging Technologies Integrated Online Library Systems

Human Factors Authentication and Rights Management User Centered Design

Institutional Repositories User Interface Design Search Engines and Research

Policies and Technology Security, Digital Rights Management Metasearching/Federated Searching

USA Patriot Act Game Technology Customization and Personalization

Cultural Trends versus Library Realities...



- ❖ Let's take a few moments to explore the speed of trends in consumer focused technologies and cultural behavior
- ❖ How many of us are planning services for these users?

Slide from a 2001 presentation:


Discovery Online - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address <http://www.nokia.com/press/magazines/discovery/vol47/page20.html> Go Links

NOKIA
DISCOVERY Online [← back to main page](#)



Symbian to Establish New Product Categories, License Software for Wireless Information Devices to Industry

In June, Nokia, Ericsson and Psion announced that have conditionally agreed to form a new joint venture called [Symbian](#). This venture is further strengthened by the support of Motorola who have signed a Memorandum of Understanding to join Symbian.

Done Internet

Slide from 2004 Presentation

Microsoft Internet Explorer - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail

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<http://store.palmone.com/family/index.jsp?categoryId=1960749>

Internet

And in September 2005 ...

Microsoft Internet Explorer window showing the Palm, Inc. website. The address bar displays: http://www.palm.com/us/company/?creativeID=RFB|windows_20051021

The website content includes:

- Navigation:** home, **about Palm, Inc.**, contact us
- Logo:** palm
- Header:** Palm® smartphone experience, meet Windows Mobile platform.
- Left Sidebar:**
 - about palm
 - press room
 - investor relations
 - company info
 - affiliate program
 - jobs at palm
 - contact us
 - legal notices
- Main Content:**
 - [press release](#)
 - [highlights video quicktime 17MB](#)
 - [event webcast 56k 100k](#)
 - [event podcast](#)
 - [newsletter sign-up](#)
- Image:** A Palm Treo smartphone displaying a Windows Mobile interface.
- Logos:** Microsoft, verizon wireless, palm
- Right Sidebar:**
 - company information**
 - ▶ advertising
 - ▶ backgrounder
 - ▶ events
 - ▶ historical timeline
 - ▶ management team
 - ▶ palm accessibility program
 - affiliate program**
 - ▶ for Palm Store - USA
 - ▶ for Palm Store - Canada
 - jobs @ Palm, Inc.**
 - contact palm**
 - ▶ palm contact info
 - ▶ palm store contact info

Windows taskbar at the bottom shows: Start, Internet Explorer, Outlook (Inbox - Microsoft ...), PowerPoint (20051104 TBLC.ppt), About Palm, Inc., and system tray with time 1:43 PM.

Then one month later...

The screenshot shows a Microsoft Internet Explorer browser window. The title bar reads "palmOne - About palmOne, Inc - Press Room - Microsoft Internet Explorer". The address bar contains the URL "http://www.palm.com/us/company/pr/news_feed_story.epl?reqid=773076". The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The toolbar features buttons for Back, Forward, Stop, Refresh, Home, Search, Favorites, History, and Mail. The main content area displays the PalmOne website with a navigation menu on the left and a news article titled "7,000 Oregon Students Use Palm Handhelds in Classrooms". The article is dated October 26, 2005, and reports on a federal technology grant used for a mentoring program in Oregon schools. The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock at 1:52 PM on October 26, 2005.

INTERNATIONAL
contact us

home **about Palm, Inc.**

7,000 Oregon Students Use Palm Handhelds in Classrooms

SUNNYVALE, Calif.--(BUSINESS WIRE)--Oct. 26, 2005--

Consortium of Oregon Schools Uses Mentoring and Training to Spread Handheld-integration Strategy Statewide

More than 7,000 students in eight Oregon school districts are using Palm(R) handheld computers this school year, thanks to a creative mentoring program developed by three recipients of a federal technology grant, Palm, Inc. (Nasdaq:PALM) said today. Their handheld-integration strategy brings in teachers statewide.

"Originally, the districts applied for a one-time grant, but state instructional technology guidelines allowed them to reapply if the district was willing to mentor another district in the use of technology," said Lynn Lary, instructional technology specialist at Lane Education Service District, which supports 16 school districts.

Intent on extending their grants, Lary and two other grant recipients, Colt Gill, assistant superintendent of South Lane School District, and Todd Hamilton, instructional technology specialist at Eugene School District, got to work collaborating on a mentoring and training program. That was three years ago. Today, the program has generated district partnerships throughout the state and has resulted in the formation of the Northwest Handheld Integration Project.

The first year, handhelds were implemented in South Lane and Eugene School districts. "Handhelds are

about Palm
press room
investor relations
company info
affiliate program
jobs at Palm
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About Palm, Ir

Start | Inbox - Mic... | 20051104 ... | palmOne ... | palmOne - ... | 1:52 PM

The marketplace expands and converges at the same time...

Sidekick II Promotion - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History

Address http://www.t-mobile.com/promos/sidekickII.asp?WT.mc_n=Skick2_index&WT.mc_t=OnsiteAd Go

Everybody Needs a Sidekick II

Web offer: \$100.00 off plus free shipping



Get the ultimate communication device.

- E-mail
- Instant messaging
- Web browsing
- Full-featured world phone
- Built-in camera with flash
- Slimmer design

For a limited time only **\$199.99**
Regularly \$299.99
(after \$50.00 [instant online rebate](#)
and \$50.00 [mail-in rebate](#))

»» Product details
»» Play demo

Choose a plan to go with your Sidekick II

Plan	Price (per month)	Whenever Minutes® (per month)	E-mail & Web Browsing	Text & Instant Messaging
Sidekick II + Get More® Plan + Unlimited data	\$59.99	600	Unlimited	Unlimited

Done Internet

Start | | | | | | | | 7:16 PM

Phone Models

Europe, Middle East, Africa



- Main Page
Phone Features
Spotlight
Enhancements
Applications
FAQ
Support and Software for Owners
Product Legal Notices

The Widescreen Experience
Nokia 7710 multimedia smartphone
Image of a man and woman looking at a Nokia 7710 smartphone. The phone is shown in a large, detailed view, highlighting its wide screen and camera. Below the phone, there are two small icons: a play button and a color swatch labeled 'Beige Pearl'.



Nokia 7710 Widescreen Smartphone

Phone Finder
View All Phones

Mobile TV Forum

Now's the time to create the future.

- Home
- Overview
- News and Events
- Discussion Board
- Solutions
- Technology
- Resources



Must-see Mobile TV
 Everyone is equal and everyone is happy

There is already genuine consumer interest in mobile TV. Nokia estimates suggest that around 20% of





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get GAMES™

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WATCH THE SUPER BOWL AD

Choose from the list below to get more details about some of the videos you can watch on your handset.

REGISTER LOG IN

- VCAST HOME
- EXPLORE
- get VIDEO
- BROWSE CLIPS
- HOW TO GET CLIPS
- LEARN MORE
- LAUNCH DEMO
- FAQs
- get GAMES
- PHONES
- WHERE IT WORKS
- HOW IT WORKS

Just Released



News



NBC News
NBC News Update

Amy Robach with an NBC News Update.

[→ Details](#)




CNNtoGO
Now in the News

A constantly updated, fast-paced rundown of today's top stories.

[→ Details](#)

Weather



AccuWeather.com
San Francisco

City Forecast

[→ Details](#)

Entertainment

mera
prices on
heras.
west
smarter.
com/camer

R
mera
xel. 2"
\$449
est
nic

bys.com

gapixel

You A
nera
ly
Dur

MyChoiceF

Verizon Preps LG VX9800 Powerhouse

September 20, 2005

By [Dave Zatz](#)
Contributing Writer, RealTechNews

Today Verizon revealed the LG VX9800. It sports just about every feature a techie could want: Bluetooth, MP3 playback, miniSD slot, QwErTY keyboard, 1.3 megapixel camera, EV-DO.



With its brilliant full-color screen, this phone is loaded with everything you'd want in a wireless device like speakerphone and voice-dialing. And it's on the nation's best, most reliable wireless network. Turn it over, and the LG VX9800 becomes a 1.3 megapixel camera with flash for you to snap and video your favorite moments. Flip the LG VX9800 open, and check out the color screen with full QWERTY keyboard. You can easily send TXT Messages, enjoy IM chats, surf the Web, and send and receive email. *Source: [Verizon](#)*

Bottom Line: It's not tiny, but it is feature-packed - and the price is right at \$299.

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switched ON

"The Maven"

Happy birthday, Switched

Podcast Episode

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NOKIA

culture of mobility

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What's in store for a time-starved, info-hungry society?

Design Movement



What is Mobility?

Nowadays mobility represents more than movement: it encompasses all lifestyles, all industries, all forms of media, and myriad environments.

[Read more](#)

[View film \(Broadband\)](#) [\(Narrowband\)](#)

Report

Trend

Insights

Understanding the Speed of Technology Trends



- ❖ As the “gizmos” keep changing, entirely new markets and ways of doing things become commonplace almost overnight !



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iPod shuffle
512MB \$69
1GB \$99

iPod nano
1GB \$149
2GB \$199
4GB \$249

iPod
30GB \$299
60GB \$399

Introducing iPod Hi-Fi
Home stereo. Reinvented.

iPod Leather Cases

iPod Radio Remote

[Home](#) > [Hardware](#) > [iPod](#)

An Interesting Experiment...

TeleRead: Bring the E-Books Home » iPod vending machine in Atlanta: The potential e-book angle - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail

Address <http://www.teleread.org/blog/?p=2785> Go SnagIt

TeleRead: Bring the E-Books Home

iPod vending machine in Atlanta: The potential e-book angle

May 8, 2005 @ 8:58 am · Filed under [E-books and other digipubs](#), [Podcasting](#), [video](#), [etc.](#), [Audio books](#)

The vending machine shown here sells iPods, not music or audiobooks. Those you might get through WiFi, as others have noted.



The big question: Will the day come in the States when you can buy memory cards and maybe even e-book reading machines at airports? And how many books will the cards hold? I hope that publishers won't be miserly. Otherwise people might as well just download the books.

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Background

[1992-2005 TeleRead info](#)

[Blind and VI edition](#)

[Contact info and FAQs on TeleRead, blog, e-books, etc.](#)

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Start | Internet | 3:31 PM

Inbox - Mic... | TeleRead: ... | Microsoft Po... | Exalead - Mic...



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Mail

Address http://ipod.gcsu.edu/

Go

SnagIt

Apple + iPods @ GCSU

Fine Tuning the BEST Minds!

Click for Breaking
GCSU News in:

- [Military.com](#)
- [eSchool News Online](#)
- [David Letterman](#)
- [Campus Technology](#)
- [USA Today](#)



Our iPod Story

The iColony

Course-Related Projects

Beyond the Classroom

What Is An iPod?

iPod Initiative Leaders

iPods @ GCSU

With a 100% wireless campus, a diverse and growing list of iPod projects that enhance teaching and learning, and a new library and Information Technology Center, Georgia College & State University, Georgia's Public Liberal Arts University, is embracing technology. We are leaders in speaking to students in a language they can understand and enjoy! We are one of the largest and most diverse users of iPod

Stop and think about this...



- ❖ The 57,000,000 MARC records of OCLC WorldCat will fit in 24 Gigabytes of a 40 Gig Ipod with a lot of room left over
(It's actually been done according to Gary Houk of OCLC)
- ❖ So what's next?

tuaw.com

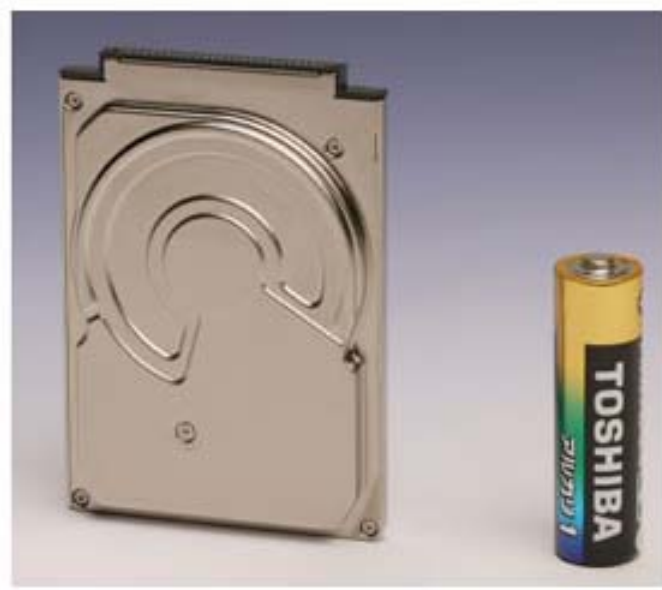
The Unofficial Apple Weblog

[+ MY YAHOO!](#) [+ newsgator](#) [+ MyFeed](#)
WIN member since Jan,

Possible 80G iPod?

Posted Dec 14, 2004, 11:26 AM ET by Barb Dybwad

[Loose-lipped Toshiba](#) has made another new announcement that, without naming Apple, is almost certain to refer to Toshiba's relationship with the Cupertino company. According to the announcement, they will begin shipping 1.8" drives (the form factor currently used in the iPod) in a new capacity of 80GB in 3rd quarter 2005.



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Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Mail



Last Updated: Tuesday, 5 April, 2005, 10:27 GMT 11:27 UK

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Tiny drives set for space boost

Hard drives for mobiles and other portable gadgets could store up to a terabyte of data in the next few years, using a century-old recording process.

Hitachi has said it can fit 230 gigabits of data per square inch on a disk using "perpendicular recording"

The storage industry currently makes hard drives using longitudinal recording, which is reaching its limit.

Hitachi's work means we could see one-inch hard drives holding 60GB instead of up to 10GB currently.

One terabyte is the equivalent of 1,024GB - enough to hold more than 240,000 songs at the standard speeding rate for



Tiny hard drives that hold more data are very desirable for gadgets

FROM OTHER NEWS SITES:

- ▶ [The Register](#) Hitachi headstand sets new HD density record - 12 hrs ago
- ▶ [PC Magazine UK](#) Hitachi breaks hard drive record - 25 hrs ago
- ▶ [vnunet.com](#) Hitachi breaks hard drive record - 28 hrs ago
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The BBC is not responsible for the content of external internet sites

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- ▶ [Portable media gadgets get moving](#)
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22 Apr 04 | Technology



PC Capacity isn't Standing Still Either

XPS Experience - Microsoft Internet Explorer

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Address <http://www.dell.com/content/products/results.aspx/xpsdt?c=us&l=en&s=dhs&cs=19&~ck=anav&a=22~0~68&r> Go SnagIt

XPS Experience

Dell **No Interest for 18 Months on All XPS Systems!**² For qualified customers. Limited Time Offer. [Offer Details](#)

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Processor

- ▶ Intel® Pentium® D Dual-Core (1)
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Get the tools you need to take your lead to the next level. XPS 400!
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Next Generation Gaming Machine available in Special Edition Formula Red or Jet Black

- Genuine Windows® Microsoft® XP Media Center Edition 2005
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- Ultra-expandability with room for up to 3 hard drives and 1.5TB³ of data



From **\$2,270**
20-inch Wide Ultrasharp Flat Panel Included! Please check preliminary ship date, as shipment

Internet

Another slide from a 2001 presentation:

Centon Electronics - Data Stick Products - Microsoft Internet Explorer


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Address <http://www.centon.com/datastick.htm> Go Links Custc

DATA STICK MEMORY PRODUCTS

Centon's Data Sticks conveniently hold up to 128MB of data and are perfect for saving pictures, games, videos, MP3 music, and anything else wanted on the go. Lightweight, extremely compact, energy efficient and easy to use Centon's Data Sticks are an ideal way to store information in today's portable world.



[Product Highlights & Specifications](#)
[Data Stick Driver & Driver Installation Instructions](#)

DENSITY	CENTON PART#
32MB	32MBPENDRIVE
64MB	64MBPENDRIVE
128MB	128MBPENDRIVE

Start | In... | Re... | Mi... | Ce... | Go... | Internet | 5:46 PM

Memory Configurator



Support

- Knowledgebase
- Forums
- Contact Tech Support
- Installation Guides
- Rebate Status
- Online Sales Policies
- Warranty Policy

News & Reviews

- Press Releases
- Centon in the news
- Benchmarks & Reviews

Centon DataStick

**Centon
DataStick**



[Product Specifications](#)

Centon Retail P/N	Density	Speed	Description	Purchase
4GBDATASTICK3	4GB	USB 2.0	DataStick, N/A, USB Connector	ORDER NOW
2GBDATASTICK3	2GB	USB 2.0	DataStick, N/A, USB Connector	ORDER NOW
1GBDATASTICK3	1GB	USB 2.0	DataStick, N/A, USB Connector	ORDER NOW
512MBDATASTICK3	512MB	USB 2.0	DataStick, N/A, USB Connector	ORDER NOW
256MBDATASTICK3	256MB	USB 2.0	DataStick, N/A, USB Connector	ORDER NOW
128MBDATASTICK3	128MB	USB 2.0	DataStick, N/A, USB Connector	ORDER NOW
64MBDATASTICK3	64MB	USB 2.0	DataStick, N/A, USB Connector	ORDER NOW



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



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SanDisk **BUY DIRECT** **RETAIL/CONSUMER****OEM****CORPORATE****DRIVERS****Retail / Consumer**

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SanDisk > [Retail Products](#) **BookLocker™**

BookLocker is an enhanced flash drive with software for reading digital books.

BookLocker makes digital books a reality. Users can access their content by plugging BookLocker into any PC.

There is no software installation or need to be online to read the digital books. When using BookLocker, you are free from carrying around heavy books and backpacks. Dozens of books can fit into a single device. BookLocker's unique technology provides the ultimate content security, a seamless user experience where content is available anywhere, anytime. BookLocker drives new usages of flash storage and increases the value proposition for the millions of people that use SanDisk's flash based storage cards.

BookLocker includes an intuitive reader where users can browse and read their eBooks, as well as search the text, and add notes and highlights to the text.

When online, BookLocker automatically connects to a content server and receives additional content and updates. The content is downloaded directly to the BookLocker device, and from then

**Secure Content Solutions**

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SanDisk Ultra II CompactFlash® Card

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memory

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6

8

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Chinese

- [Blogging Baby](#)
- [Card Squad](#)
- [Cinematical](#)
- [Download Squad](#)
- [Divester \(scuba\)](#)
- [Engadget](#)
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Technology

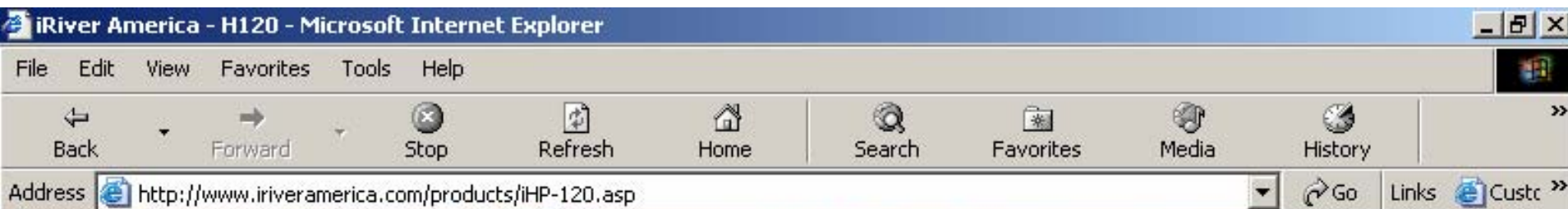
- [CSS Insider](#)
- [Digital Photography](#)

Moving beyond the simple I-Pod world...



- ❖ Mobile devices are converging on and within the overall information marketplace
- ❖ It isn't just Apple computer that is in this business and there are already billions being made...

A slide from a 2003 presentation



H120

The iRiver H120 is the ultimate digital audio player. Listen to over 600 hours of your music or tune in to the built-in FM radio. With a rechargeable battery that lasts up to 16 hours, ultra-fast USB 2.0 file transfers and simple navigation, the H120 is the music player of choice.

MSRP: \$399.99

PHOTOS

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FEATURES

- Plays over 600 hours of digital music*
- Up to 16 hours of battery life
- Supports MP3, WMA, ASF, WAV and OGG music files
- Ultra-fast USB 2.0 transfers (up to 40 times faster than USB 1.0)
- Integrated FM tuner
- Backlit remote control with 4-line display
- Built-in voice recorder
- Intuitive music navigation
- Real-time MP3 encoding (no PC required)
- 28GB of internal storage

PACKED WITH

- Backlit remote control with 4-line display
- iRiver earphones
- Carrying case
- Installation software CD
- AC adapter
- USB 2.0 cable
- Line-in cable
- External microphone
- Printed user manual

Same Web site - 2006

iriver Global Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History

Address http://www.iriver.com/html/product/prpa_category.asp Go

PRODUCT INFORMATION

A
PORTABLE AUDIO



H10
SWEETER ONE
Holds up to 1200 songs or 50000 photos.
Image & text viewer with
Color LCD / FM, REC

V
PORTABLE VIDEO

S
ACCESSORIES

CD AUDIO **CDTYPE** →
Select for detail product information.
Select a Product

FLASH AUDIO **FLASHTYPE** →
Select for detail product information.
Select a Product

HDD AUDIO **HDDTYPE** →
Select for detail product information.
Select a Product

1 2 3 4 5 6

iMP-900.
SLIM X, THE THINNEST
Up to 120 hours of playback
Jog RC with Graphic LCD / FM

1 2 3 4

N10.
WEARABLE PLAYER
16 gray OEL / Records voice
Plays MP3, WMA, ASF

1 2

H10. 5GB
SWEETER ONE
Simple touch scroll interface
Image & text viewer

http://www.iriver.com/html/product/prpa_product.asp?pid=61 Internet

Start Inbo... lightS... CREA... Wind... 2005... iriver... 5:29 PM

Same Web site – 2006

iriver Global Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail

Address http://www.iriver.com/html/product/prpv_product.asp?pidx=45 Go SnagIt

music junkies
iriver **WORLDWIDE >** **PRODUCT | SUI**

PRODUCT INFORMATION



PMP 140
40GB HOLDS UP TO 160 HOURS OF VIDEO
USB 2.0 / USB HOST / TV OUT

A PORTABLE AUDIO
S

BIG IMAGE **MORE IMAGES** **VIEW STORY**

DOWNLOAD
FAQS

PMP100 SERIES 

Done Internet

Start | Inbox ... | 20060... | iriver ... | Zen Vis... | Micros... | 5:19 PM

Another I-Pod Competitor...

CREATIVE.COM - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites Media History

Address <http://www.creative.com> Go

CREATIVE

Worldwide
Country/Region
Selector

Home Corporate Products Support Shop

PRODUCTS

- Sound Blaster
- Portable Media Centers
- MP3 Players
- Speaker Systems
- Cameras
- Graphics
- Mice & Keyboards
- Modems & Networking
- Musical Keyboards
- Storage Devices
- PC Barebone
- Software
- Monitors
- Creative Professional
- Wireless
- Notebook Products
- Accessories
- Latest Products
- All Products

Creative Wins "Best Of CES" Award for 3rd Consecutive Year!
Creative Zen Micro Photo
Winner of the G4techTV Best of CES 2005 Award



[Learn more here](#)

Creative has achieved sales of over
2 million MP3 players in the last 3 months.
Thank you for your support.



WHAT'S NEW

20th Jan - Creative
Grows Q2 Revenues
50% Year-Over-Year
to \$375 Million

CREATIVE

11th Jan - Creative
Announces Sales of
Over Two Million MP3

CREATIVE

<http://www.creative.com/support/>

Internet

Start Inbo... lightS... CREA... Wind... 2005...

4:59 PM

Award winning I-Pod Competitor...

Creative Worldwide - Sound Blaster, MP3 Players, Speakers, Web Cameras and more. - Microsoft Internet Explorer

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Address http://www.creative.com/ Go SnagIt

CREATIVE WORLDWIDE Select Country / Region


Home Corporate Products Press Support Shop

PRODUCTS

- Sound Blaster >>
- Portable Media Players >>
- MP3 Players >>
- Speaker Systems >>
- Web Cameras >>
- Headphones & Headsets
- Accessories
- Digital Cameras
- Mice & Keyboards
- PC Peripherals
- Musical Keyboards
- E-MU / Creative Professional
- Wireless
- Graphics
- Networking / Internet
- Notebook Products
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- Latest Products

Select Your Country / Region

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Loads of entertainment without the load
262,144 colors 2.5" LCD
120 hours of video

15,000 songs
Tens of thousands of photos

PREV 1 2 3 NEXT

MuVo S100

NO SONGBOOK REQUIRED

MAXIMUMPC'S GEAR OF THE YEAR 2005

SOUND BLASTER X-FI

Wireless Music for Active Lifestyles

CREATIVE WIRELESS HEADPHONES SL3100

WHAT'S NEW MORE >>

22 Mar - CREATIVE ANNOUNCES AVAILABILITY OF OPENAL 1.1 IN SOUND BLASTER FAMILY OF SOUND CARDS

26 Jan - CREATIVE ANNOUNCES Q2 FY06 FINANCIAL RESULTS WITH REVENUES OF \$390.8 MILLION

Start | Internet | 5:11 PM

The real move to portable media...

CREATIVE.COM/PortableMediaCenters - Microsoft Internet Explorer

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Address <http://www.creative.com/PortableMediaCenters/> Go


CREATIVE Worldwide Country/Region Selector

Home Corporate Products Support Shop

CREATIVE
Zen PORTABLE MEDIA CENTER

MAIN
PRODUCT INFORMATION
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WINNER


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wallpapers for your home and office desktops

→ CONTEST



<http://www.creative.com/products/> Internet

Start Inbo... lightS... CREA... Wind... 2005... CREA... 5:23 PM

THIS WEEK 2006 Web Site

Zen Vision - Live life your way with music, photos and video - Microsoft Internet Explorer

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Address <http://www.creative.com/products/product.asp?category=210&subcategory=211&product=12985> Go SnagIt

CREATIVE WORLDWIDE Select Country / Region

Home Corporate **Products** Press Support Shop

ZEN VISION Main | Product Info | Accessories | Do More | Gallery | Awards & Reviews

▶ Portable Media Players
▶ Zen
▶ Zen Vision
▶ Zen Portable Media Center
▶ Accessories

Home > Products > Portable Media Players > Zen > Zen Vision

Other Products

- ▶ Sound Blaster
- ▶ MP3 Players
- ▶ Speaker Systems
- ▶ Web Cameras
- ▶ Headphones & Headsets
- ▶ Accessories
- ▶ Digital Cameras
- ▶ Mice & Keyboards
- ▶ PC Peripherals
- ▶ Musical Keyboards
- ▶ E-MU / Creative Professional
- ▶ Wireless
- ▶ Modems & Networking
- ▶ Notebook Products
- ▶ Graphics
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ZEN VISION
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Buy Now

Features Specifications Software Requirements

<http://www.creative.com/products/welcome.asp?category=210&>

Start 20051104 TBLC.ppt Zen Vision - Live life y... Internet 7:27 PM

TIVO jumps in...



- What is TiVo?
- The TiVo box
- TiVo service
- TV shows to go
- ▶ Mobile devices
- ▶ Summer of Mobility Giveaway
- The TiVo advantage
- Demo TiVo
- TiVo newsletters
- What do you need?
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- FAQs
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- Online Scheduling

Planning a road trip? Don't miss your favorite TV shows

Now, with [TiVoToGo™ transfers](#), you can transfer your favorite recordings from your TiVo Series2™ box to your computer or mobile devices so you can watch them anywhere.



With Windows Mobile-based Portable Media Centers watch your favorite movies and television, rock out to the latest hits, or scan through photos, all while working or playing. Just download any digital entertainment you store on your computer and watch it later on your Portable Media Center. It's entertainment made easy, anytime, anywhere. Choices that satisfy all your entertainment needs. For more information, [click here](#).

[Creative Zen](#)



[Samsung Yepp YH-999](#)



[iriver PMC-120](#)



DISH-TV won't be left out...

Home - Microsoft Internet Explorer




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Address <http://www.pocketdish.com/> Go SnagIt

pocketdish **dish NETWORK**

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 <p>AV500E</p>		
 <p>AV402E</p>		

For technical assistance with your product please call 1-877-300-8879
To purchase PocketDish, please visit your local DISH network Retailer

Done Internet

Start | Inbox - Mic... | Nokia N-Gag... | 20051104 TB... | Home - Mic... | 6:40 PM

More and more mobility...

Palm - Products - LifeDrive Mobile Manager - Microsoft Internet Explorer

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Address <http://www.palm.com/us/products/mobilemanagers/lifedrive/> Go SnagIt

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For those... all new LifeDrive™ mobile manager. With a huge 4GB hard drive¹ and built-in Wi-Fi® and

Internet

Start | Inbox ... | Fwd: ... | Palm ... | 20060... | April 2... | 2:44 PM

Not to mention...

Palm - Products - Palm TX handheld - Microsoft Internet Explorer

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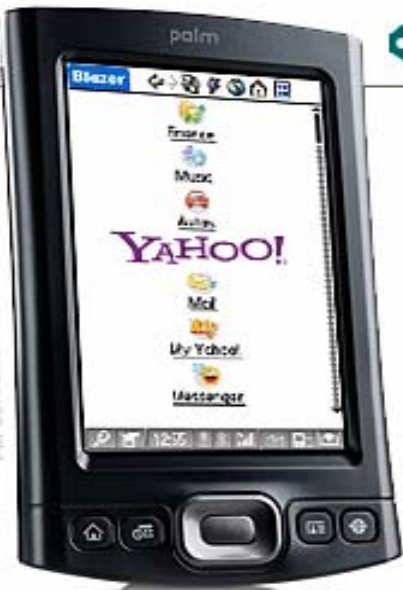
Address http://www.palm.com/us/products/handhelds/tx/ Go SnagIt

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- mobile managers
- smartphones
- accessories
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Products

Internet

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Address <http://www.nokia.com/nseries/index.html> Go SnagIt

NOKIA
Nseries

Menu ▾



Products | Nokia N80

Nokia N91



Nokia N90



Nokia N80



Nokia N70



Nokia N80



Awaken all of your senses and experience the world in a brand new way. The Nokia N80 is a quadband GSM 3G device boasting email, personal organizer, MP3 player and 3 megapixel camera. So now you can talk in pictures, argue in film, shout in color and laugh in song. There's an endless story unfolding around you. Add your piece to it, in any form your mind imagines.

- [Technical Specifications](#) →
- [See the Nokia N80 Story](#) →



Mobile computing from Sony...

Dynamism.com - Sony Vaio U50/U8G - Microsoft Internet Explorer

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Address <http://dynamism.com/u50/main.shtml> Go SnagIt

Notebooks

Subnotebooks

- QOQ D1+
- Samsung Q1
- Panasonic R4
- Samsung Q30+
- Fujitsu T70R
- Motion LS800
- Panasonic T4
- [Sony U Accessories](#)
- [view all](#)

Performance

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- PC accessories

Special Order CloseOut-Sales

service

Warranty

sony vaio U50/U8G



From the incredibly popular U-series, the 1.2 pound Sony Vaio U50 is the lightest PC on the market. Among its many features: multiple quick-launch buttons on its glowing panel, transfective touchscreen TFT and fin-shaped stylus, pointing stick, scrolling control, external foldable keyboard, corded remote control, 900mhz processor, 20gb HDD, Windows XP, and much more.

Additional Links:

- [Contact - Warranty - Support](#)
- [? Ask about this item](#)
- [Share this link with a friend](#)
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[main](#) [specs](#) [pricing](#) [gallery](#)

[buy](#)

The surreal 1.2 pound Sony Vaio U50 is the ultimate next-generation, super-portable PC. Indeed, Sony designed the Vaio U50 with constant mobility in mind. It is the latest in the tremendously successful line of always-carry notebooks from Sony, designated the U-series. Sony makes only limited quantities of the U-series. The three



Windows based portable media...

Upgrading to Windows XP Media Center Edition 2005 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail

Address <http://www.microsoft.com/windowsxp/mediacenter/upgrade/default.msp> Go SnagIt

Product Information ▶
How to Buy
Upgrading
Partners

Resources

Using Windows XP ▶
Downloads ▶
Support
Expert Zone ▶
Worldwide Sites
Windows Update
Windows Marketplace
Windows Family ▶

Upgrading to Windows XP Media Center Edition 2005

Published: October 12, 2004

Windows XP Media Center Edition 2005 is a Windows XP operating system available only on Media Center personal computers. Because of their special hardware feature requirements, Media Center PCs running Windows XP Media Center Edition 2005 are available only from [Microsoft PC Manufacturer partners](#). Interested in purchasing a Media Center PC? Visit one of these [retailers](#).

10:27 PM MediaCenter

Play DVD
Online Spotlight
My Videos
My Pictures
My TV
My Music
More Programs

Get a Media Center PC



Back



Forward



Stop



Refresh



Home



Search



Favorites

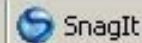


History



Mail

Address <http://www.microsoft.com/windowsxp/mediacenter/default.mspx>



Microsoft.com Home | Site Map

Search Microsoft.com for:



Microsoft Windows XP Media Center Edition 2005

Windows XP Home | Security At Home | Microsoft At Home | Microsoft At Work

Windows XP Media Center Edition

Product Information

How to Buy

Upgrading

Using Media Center

Partners

Resources

Using Windows XP

Downloads

Support

Expert Zone

Worldwide Sites

Microsoft Update

Windows Marketplace

Windows Family

What is a Media Center PC?

See it, Try it, Buy it.



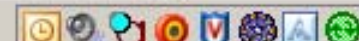
Done

Internet

Start

20051104 TBLC.ppt

Windows XP Media Ce...



7:29 PM

Stop and think about this



- ❖ If WorldCat will fit in your pocket and everything is connected to everything else --- what are the implications for libraries ?
- ❖ Is this a reality for the far future? Or only a few moments from yesterday!

Now, a moment to ponder...

- ❖ I believe that we are not that far from a TERABYTE (1000 Gig) in the pocket! (probably within five years)
- ❖ How soon can we start planning library service for PetaByte (1000 TeraBytes) resources in the pocket? (probably within ten years)
- ❖ However, we probably don't need to think about ExaBytes for a couple of years yet. 😊

Or, maybe ExaBytes will be here pretty quickly

The image shows a screenshot of a Microsoft Internet Explorer browser window. The title bar reads "HVD Alliance - Microsoft Internet Explorer". The address bar shows the URL "http://www.hvd-alliance.org/". The website content features a blue background with the text "Holographic Versatile Disc" and "Terabyte class storage. The Future has arrived." The HVD logo is also visible. The browser's taskbar at the bottom shows the Start button and several open applications, including an email client, a document, a Google search page, and the HVD Alliance website. The system clock in the bottom right corner indicates the time is 5:38 PM.

HVD Alliance - Microsoft Internet Explorer

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Address <http://www.hvd-alliance.org/> Go SnagIt

HOME Members Area

About HVD Alliance About HVD News & Event FAQ Liaison Partners Contact Us

Holographic Versatile Disc

Terabyte class storage. The Future has arrived.



HVD Alliance is a consortium of leading producers, market-makers and customers focused on developing and promoting Holographic Information Storage systems and standardizing products based on those technologies. It is an independent and vendor-neutral voluntary organization.

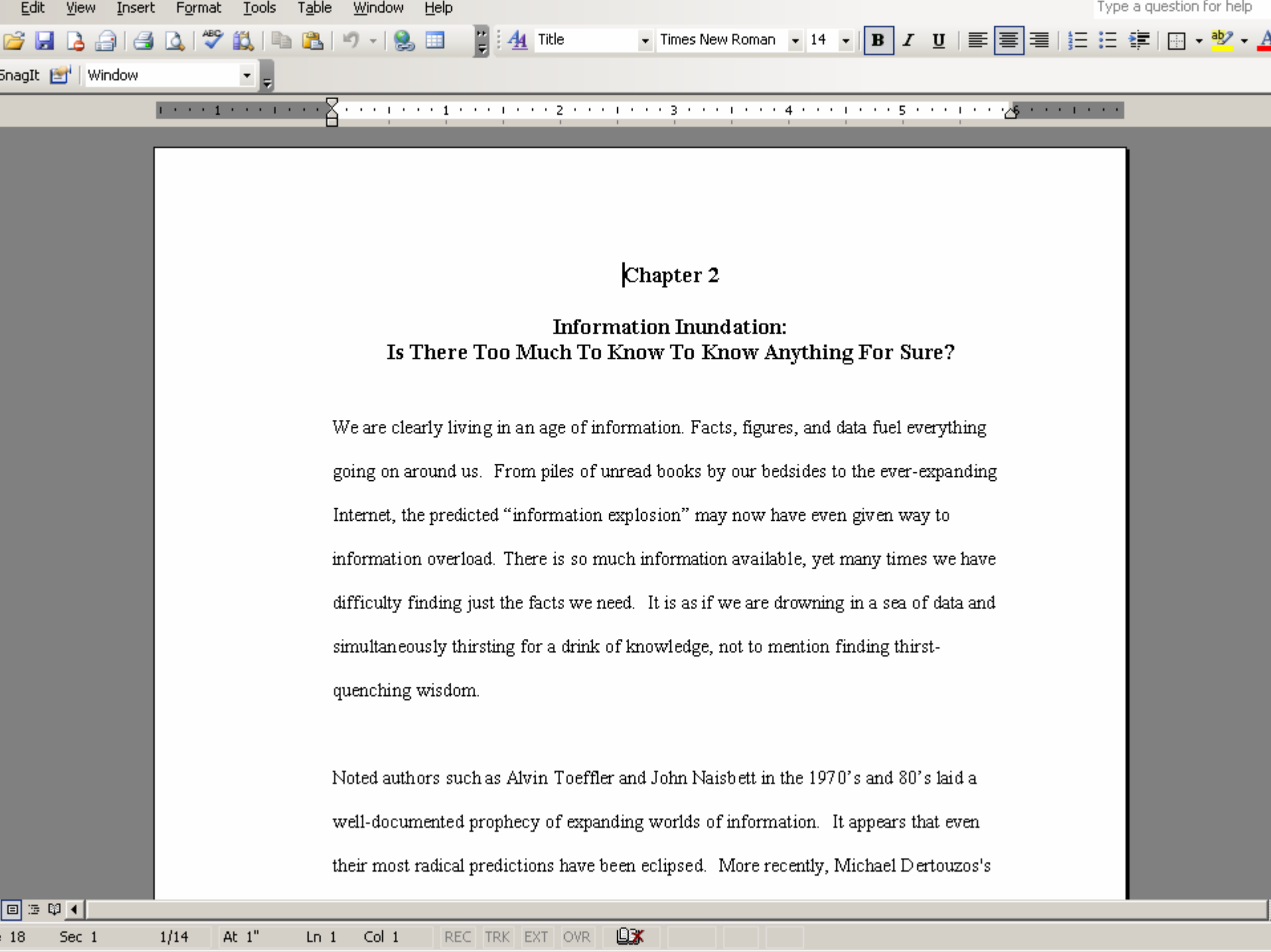
Done Internet

Start | Inbox ... | 20060... | Googl... | HVD A... | Micros... | 5:38 PM

But wait ---Let's talk a little more about research...



- ❖ Have you looked closely at your versions of Windows Office products?
- ❖ Have you found the < *RESEARCH* > button in Word 2003?
- ❖ Let's take a quick peek...

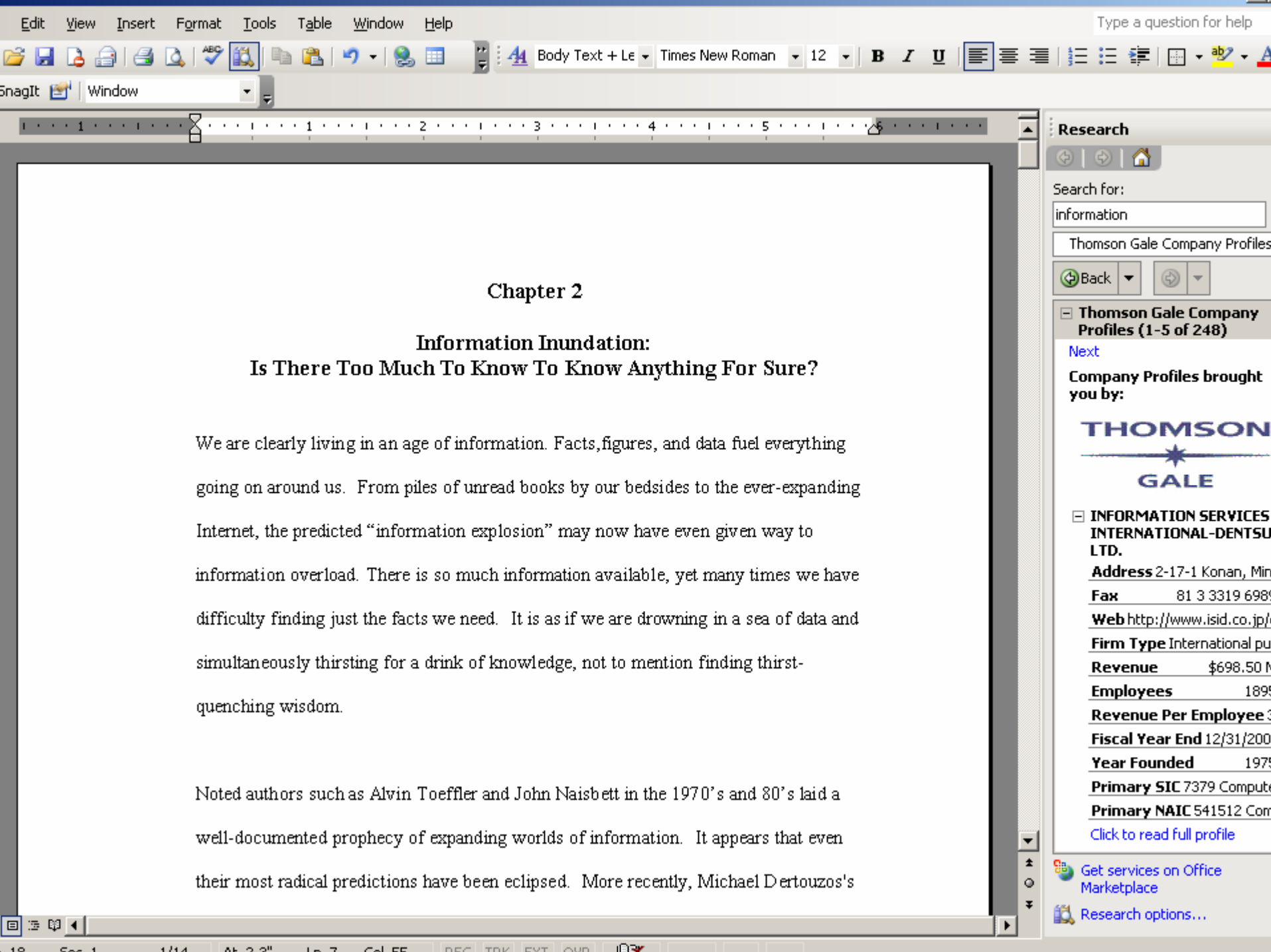


Chapter 2

Information Inundation: Is There Too Much To Know To Know Anything For Sure?

We are clearly living in an age of information. Facts, figures, and data fuel everything going on around us. From piles of unread books by our bedsides to the ever-expanding Internet, the predicted “information explosion” may now have even given way to information overload. There is so much information available, yet many times we have difficulty finding just the facts we need. It is as if we are drowning in a sea of data and simultaneously thirsting for a drink of knowledge, not to mention finding thirst-quenching wisdom.

Noted authors such as Alvin Toffler and John Naisbett in the 1970’s and 80’s laid a well-documented prophecy of expanding worlds of information. It appears that even their most radical predictions have been eclipsed. More recently, Michael Dertouzos's



Chapter 2

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Research

Search for:

information

Thomson Gale Company Profiles

Back

Thomson Gale Company Profiles (1-5 of 248)

Next

Company Profiles brought you by:



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Revenue \$698.50 M

Employees 1895

Revenue Per Employee 3

Fiscal Year End 12/31/200

Year Founded 1975

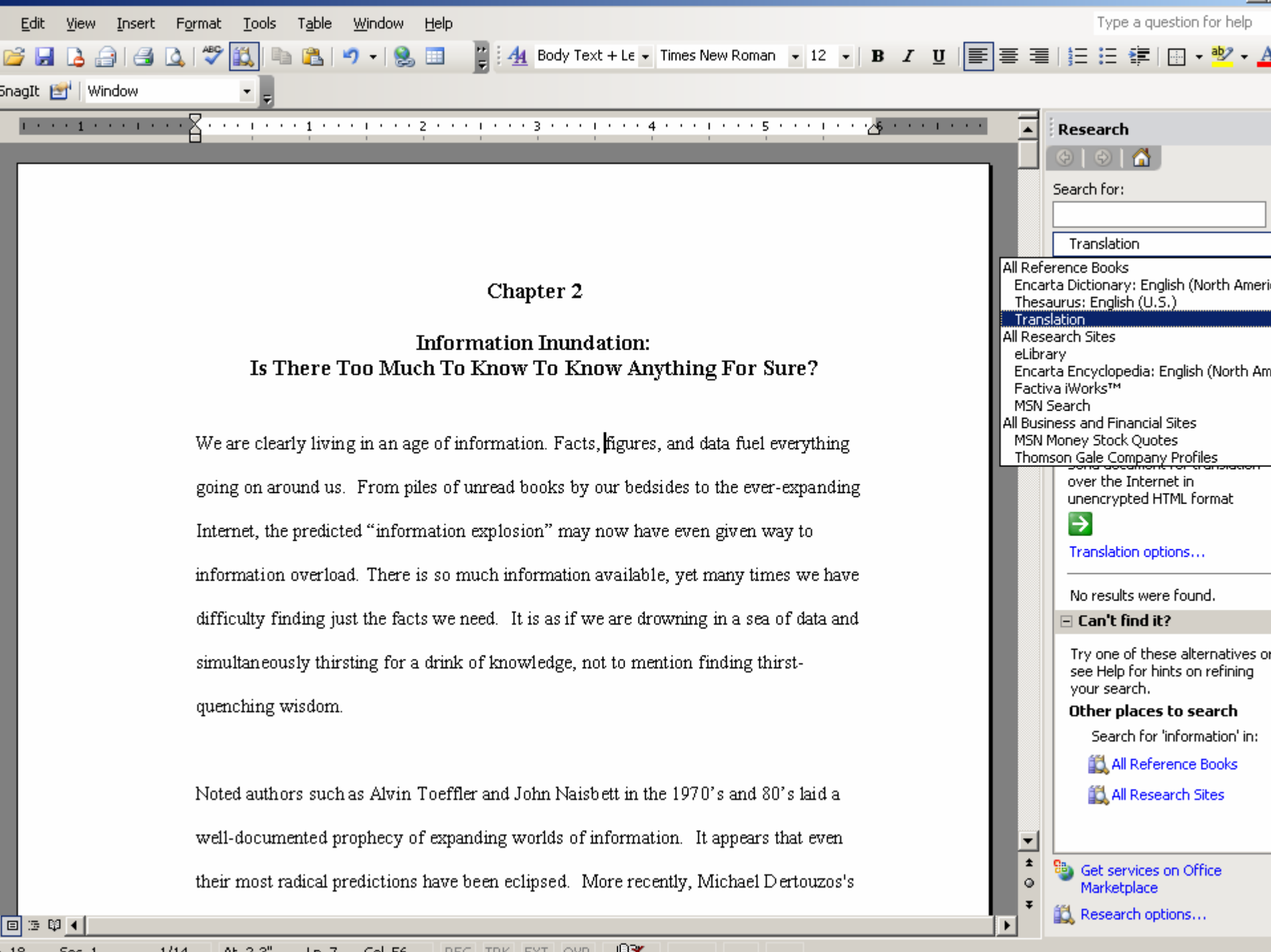
Primary SIC 7379 Comput

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Get services on Office Marketplace

Research options...



Chapter 2

Information Inundation: Is There Too Much To Know To Know Anything For Sure?

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Research

Search for:

Translation

- All Reference Books
 - Encarta Dictionary: English (North America)
 - Thesaurus: English (U.S.)
- Translation
- All Research Sites
 - eLibrary
 - Encarta Encyclopedia: English (North America)
 - Factiva iWorks™
 - MSN Search
- All Business and Financial Sites
 - MSN Money Stock Quotes
 - Thomson Gale Company Profiles

over the Internet in unencrypted HTML format



[Translation options...](#)

No results were found.

Can't find it?

Try one of these alternatives or see Help for hints on refining your search.

Other places to search

Search for 'information' in:

- [All Reference Books](#)
- [All Research Sites](#)

[Get services on Office Marketplace](#)

[Research options...](#)



Lingua d'origine: English
Lingua d'arrivo: Italian



Capitolo 2

Inundation Delle Informazioni:

È Ci Troppo Da sapere Per conoscere Qualche cosa Per Sicuro?

Siamo chiaramente vivendo in un'età delle informazioni. Fatti, figure e combustibile di dati tutto che accende intorno noi. Dai mucchi di unread prenota dai nostri lati del letto a il Internet d'espansione, "l'esplosione delle informazioni" prevista può ora avere livelli condotto a sovraccarico delle informazioni. Ci sono così tanto le informazioni disponibili, tuttavia molte volte abbiamo difficoltà che troviamo appena i fatti che abbiamo bisogno di. È come se stiamo annegandosi in un mare dei dati e simultaneamente thirsting per una bevanda di conoscenza, non accennare trovare saggezza dissetante.

Autori celebri quale Alvin Toffler e John Naisbett negli anni 70 e negli anni 80 hanno posto un ben documentato prophecy dei mondi d'espansione delle informazioni. Sembra che persino il loro la maggior parte le previsioni radicali sono state offuscate. Più recentemente, Michael Dertouzos libro, *Che cosa Sarà: Come il nuovo mondo delle informazioni cambierà le nostre vite* e Nicholas Negroponte *Essendo Digital* hanno dato ancora l'importanza più grande sul mondo digitale

And if we are going to talk about research...

We must mention the impact of

Google™

Ten things GOOGLE has found to be true



- 1. Focus on the user and all else will follow.**
- 2. It's best to do one thing really, really well.**
- 3. Fast is better than slow.**
- 4. Democracy on the web works.**
- 5. You don't need to be at your desk to need an answer.**

Ten things GOOGLE has found to be true



- 6. You can make money without doing evil.**
- 7. There's always more information out there.**
- 8. The need for information crosses all borders.**
- 9. You can be serious without a suit.**
- 10. Great just isn't good enough.**

The Library place in all of this...



- ❖ Can we in the library world create a powerful ten items list like Google?
- ❖ If we create such a list, what would we do with it?

An Interesting Comparison:



OCLC exists to further access to the world's information and reduce library costs by offering services for libraries and their users.

Google's mission is to organize the world's information and make it universally accessible and useful.

So... What's Next?????



- ❖ The Successor(s) to Google?
- ❖ Faceted Searching Approaches?
- ❖ Clustered Searching Approaches?
- ❖ Collaborative User based site building?
- ❖ ???

APRIL 22, 2005

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Explore. Discover. Understand.

Grokker Web search software transforms your computer into a visual research and learning station. Use Grokker to intelligently organize and visually map your searches from the Web's top search engines, and much more. Grokker does the hard part, so you can work smarter and faster.



2.2 The New Grokker 2.2 Released!

Now Grokking is better than ever! Grokker's latest release, Grokker 2.2 for Mac OS X and PC, makes the leap from information to understanding even easier. Explore all of Grokker's new capabilities.

- ➔ EXPLORE 2.2 FOR MAC AND PC
- ➔ READ THE PRESS RELEASE

Discover Grokker for...

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- ➔ BUSINESS
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NEWS AND PRESS

- 3.1.05**
[Visualize This](#) (*Library Journal*)
- 12.13.04**
[Awards of Excellence 2004](#) (*Technology & Learning*)





Back



Forward



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Home



Search



Favorites



History



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Address http://library.stanford.edu/catdb/grokker/

Go

Grokker at Stanford

Research

Explore

Discover

Understand

You grok?

Search a variety of different sources including 7 search engines, Socrates and selected Stanford data bases. More on the way!

macroeconomics.gxml - Grokker

The Web macroeconomics grok 427 items in 283 categories

pol.edu/het/essays/multacc/multacc.htm

Quantitative Macroeconomics and Real Business Cycles [Christian Zimmermann]

Name: Quantitative Macroeconomics and Real Business Cycles [Christian Zimmermann]

Description: contains directories, bibliographies, computer code, conference info, data for researchers in quantitative macroeconomics

Location: http://idge.repec.org

Domain: Nonprofit

Source: MSN, Fast, AltaVista

Keynesian Business Cycle Theory

Contents

(1) [The Oxbridge Programme](#)

Grokker is already installed on Stanford desktops in public residence clusters. Get your copy using your SUNet ID:

- Win XP/2000 (19MB)
- Mac OSX (6MB)

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Inb...

200...

VRD...

Wel...

gro...

http...

Gro...

3:04 PM



Back



Forward



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Refresh



Home



Search



Favorites



History



Mail

Address <http://www.teoma.com/>

Go



TEOMASM

Search with AuthoritySM

Search

- Find this phrase
 - [Advanced Search](#)
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One search. Three responses.



Results
Relevant web pages



Refine
Suggestions to narrow your search



Resources
Link collections from experts and enthusiasts

[Download the Teoma Search Bar](#)



- [Learn How Teoma Works](#)
- [About Teoma / Press Room / Jobs](#)
- [Make Teoma Your Homepage](#)



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Mail

Address <http://www.gigablast.com/>

Go

SnagIt



Information Acceleration.

Blast It!
[Advanced Search](#)

1,500,103,760 pages indexed

[Related Pages \(new\)](#)



Start



Inbox - Micro...

20050506 Soli...

Gigablast - ...

Welcome to I...



2:24 PM

Big trends on the way...



- ❖ User based meta-tagging
- ❖ Personalization moves to “steriod” levels
- ❖ Social software
- ❖ Pod casting Pod casting Pod casting
- ❖ ???



popular | help
login | register

» keep

your favorite websites, music, books, and more in a place where you can always find them.

» share

your favorites with family, friends, and colleagues.

» discover

new and interesting things by browsing popular & related items.

[Learn more »](#)

discover favorites:

search

» sign up now

username

password

password again

email

register

What's a tag?
A tag is just a word that describes an item saved on del.icio.us. [Learn more »](#)

recent (what are these?)

minutes ago

Nikhil Kothari's Weblog : MIX'06 Slides and Sample Code [save this](#)

00:01

popular

see more [popular tags »](#)

beatles



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Mail

Address http://del.icio.us/help/tags

Go

[del.icio.us](#) / [help](#) / [tags](#)[popular](#) | [help](#)[login](#) | [register](#)

What are tags?

Tags are one-word descriptors that you can assign to any favorite. Tags can't contain quotation marks or whitespace, but are otherwise unrestricted. You can assign as many tags to a favorite as you like, and rename, delete, add or merge tags together.

What are tags good for?

Tagging can be a whole lot easier and more flexible than fitting your information into preconceived categories. If you want to post an article about a little known Greek philosopher, just tag it with "philosophy greece" or whatever other tags you'd want to use to find it again. You don't have to rely on the designer of the system to provide you with category for Greek philosophy. You just make up tags as you need them.

That's great for organizing personal data, but it goes even further when someone else posts related content with the same tags. You begin building a collaborative repository of related information, driven by personal interests and creative organization. For instance, to view everybody's favorites on design, visit del.icio.us/tag/design.

Yeah but I still don't get it

That's ok, you don't have to. It's pretty intuitive and takes a bit of practice to fully understand. Just try it and experiment a bit!

[www.mtc.com/industry](#)

[Scales for Weighing](#)
On Sale and in stock Most ord
[www.scalesgalore.com](#)

[Lab Balance Interfacing](#)
Interface your Lab Balances w
[www.labtronics.com](#)

[Feedback](#)

Tag this product ([What's this?](#))

Your tags:

Customer Reviews

Average Customer Review: ★★★★★
[Write an online review](#) and s
customers.

0 of 1 people found the followi

★★★★★ **Fantastic!**, Decemb

Help

Tags

What is a tag? Think of a tag as a keyword or category label. Tags can both help you find items on the Amazon site as well as provide an easy way for you to "remember" and classify items for later recall.

So how can I use tags?

There are many ways to use tags. Here are some examples:

- **Find other items with similar qualities:** Are you a photography enthusiast? Find a photography book that you love and tag it with the category "photography book." Click on the "photography book" tag you created and see other items that were tagged similarly. Because people's tags are (by default) visible to others, a great effect of tagging is that you can navigate among items through other people's tags. Add a tag and check out what other items people have tagged as "robot" or "gardening" or "chocolate." Also, you can assign as many tags as you wish to each product, so tag away!
- **Organize your collection or items of interest:** Tag

views ([What's this?](#))



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Mail

Address http://del.icio.us/help/

Go

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Tagging

- [Tags](#)
- [Bundles](#)

Browser

- [Browser buttons](#)
- [More buttons](#)
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- [Firefox extension](#)

Posting

- [What is a URL?](#)
- [What is a description?](#)
- [What are notes?](#)
- [Why should I use tags?](#)

Users

- [Registering](#)
- [Your favorites](#)
- [Settings](#)
- [Inbox](#)
- [For](#)

Feeds and Tools

- [RSS](#)
- [HTML](#)
- [Javascript](#)
- [JSON](#)
- [IE Active Channel](#)
- [API](#)
- [Third Party Tools](#)
- [For Publishers](#)

Blog Integration

- [Link rolls](#)
- [Tag rolls](#)
- [Play Tagger](#)



Start



Internet

Inbox ...

20060...

del.ici...

Micros...

http://...

6:11 PM



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flickr^{BETA}

The best way to **store, search, sort** and **share** your photos.

Sign up now!
for a free account
or [Learn More.](#)

It is [better](#) to be a [young June-bug](#) than an [old bird of paradise](#). - Mark Twain

A row of five promotional thumbnails:

- Thumbnail 1: A collage of Flickr photos and a mobile phone.
- Thumbnail 2: A grid of various Flickr photos.
- Thumbnail 3: Logos for Blogger, MQVABLETYPE, and LIVEJOURNAL.
- Thumbnail 4: A photo of an elderly man with two children.
- Thumbnail 5: A photo of a sunset over water.

WIKIPEDIA

English

The Free Encyclopedia
1 279 000+ articles

Deutsch

Die freie Enzyklopädie
436 000+ Artikel

Français

L'encyclopédie libre
334 000+ articles

Polski

Wolna Encyklopedia
254 000+ haseł

□□□
□□□□□□□□
238 000+ □□

Nederlands

De vrije encyclopedie
215 000+ artikelen

Italiano

L'enciclopedia libera
179 000+ voci

Svenska

Den fria encyklopedin
175 000+ artiklar



Português

A enciclopédia livre
162 000+ artigos

Español

La enciclopedia libre
137 000+ artículos



Back



Forward



Stop



Refresh



Home



Search



Favorites



History

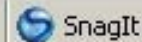


Mail

Address <http://creativecommons.org/>



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Find

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Publish

Your stuff, safely and legally



Internet



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



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Download, Sample, Cut-up, Sha

A PROJECT OF
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 Search

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Remixes

Samples

A Cappellas

People

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Sampling, Mashing, Sharing

This is a community music site featuring remixes licensed under **Creative Commons**, where you can listen to, sample, mash-up, or interact with music in whatever way you want.



Remixers If you're into sampling, remixing and mash-ups grab the **sample packs** and **a cappellas** for download and you can upload your version back into ccMixer, for others to enjoy and re-sample. All legal.

Podcasters, directors and music lovers If you're into music, browse this site to hear some of the **great remixes** people have



ccMixer has teamed up with the **freesound project** to share information about freesound's **20,000 samples** and track remixes across the two sites. It's all part of the Creative Commons Sample Pool and therefore available to all remixers, safe, legal and sane.

Check out our freesound support, *new sample packs* and the *new samples browser* that makes it easy to find all the CC licensed samples by the Beastie Boys, Fort Minor, Chuck D., My Morning Jacket, Theivery Corp., DJ Dolores and Cibelle and hundreds more.



Internet

Start



In...

Me...

It...

Mic...

Mic...

cc...



4:12 PM

Important Trends for 2006 - *Some Core Things That Really Do Matter*



- ❖ Realizing that the very latest “gizmos” will continue to change every few months
- ❖ Realizing that it’s not about the technology, it’s about the people! And the way they live
- ❖ Beginning to take *REAL* action on the critical need to move past the illusion of site bound librarianship

Order the 2003 OCLC Environmental Scan

Select quantity > Billing and shipping > Review > Receipt

2003 OCLC Environmental Scan (print version)

To cover the cost of printing, postage, and distribution, there is a \$15 charge (U.S. Dollars). The report is cataloged in WorldCat at OCLC #53934212.

Cost: **\$15.00 (U.S. Dollars)**

Quantity:

How will you be purchasing this publication?

- Credit Card
- Bill through my OCLC Network or Service Center



Ordering the report is easy!

1. Enter the quantity you wish to order and choose a purchasing option.
2. Enter your billing information.
3. Review and place your order.



OCLC *Marketplace Trends 2003* tell us that...



Information may now be viewed as being “good enough” by the user whether it is “THE” answer or not –

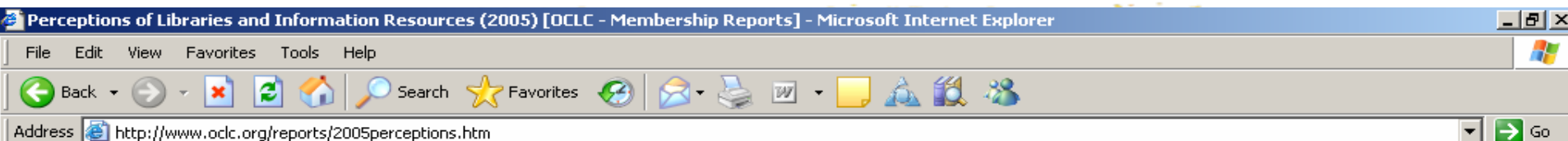
the user may no longer care about the level of authenticity, if the answer provided is “good enough” from their perspective.

Marketplace Trends 2006



- ❖ The *2003 OCLC Environmental Scan* is now a historical document
- ❖ Oh, by the way, that means it's old and in the past !
- ❖ So what should we expect in the *2008 Environmental Scan*?

But Wait --- there's more!!!...



 *a worldwide library cooperative*

United States

Community Products and Services Professional Development Research

Membership Reports

Perceptions of Libraries and Information Resources (2005)

2004 Information Format Trends

2003 Environmental Scan: Pattern Recognition

Libraries: How They Stack Up

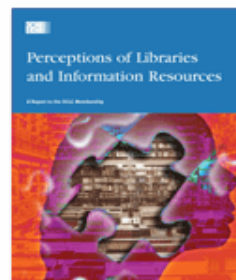
Five-Year Information Format Trends (2003)

Community : Membership Reports : Perceptions of Libraries and Information Resources (2005)

Membership Reports

Perceptions of Libraries and Information Resources (2005)

Perceptions of Libraries and Information Resources (2005) summarizes findings of an international study on information-seeking habits and preferences.



With extensive input from hundreds of librarians and OCLC staff, the OCLC Market Research team developed a project and commissioned Harris Interactive Inc. to survey a representative sample of information consumers. In June of 2005, we collected over 3,300 responses from information consumers in Australia, Canada, India, Singapore, the United Kingdom and the United States.

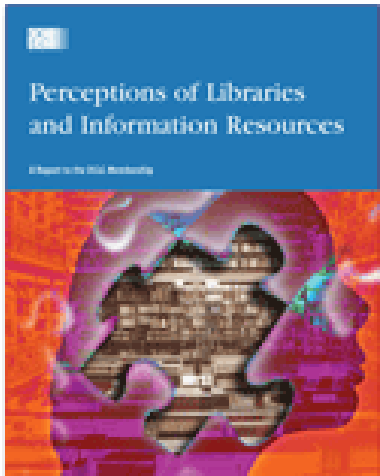
The Perceptions report provides the findings and responses from the online survey in an effort to learn more about:

- Library use
- Awareness and use of library electronic resources

- Register now to download this report**
You'll receive e-mail notification of other reports and notes as they are published
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Download **individual sections** of the report without registering:

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- [Part 1: Libraries and Information Sources--Use, Familiarity and Favorability](#) (PDF; 1.5mb)
- [Part 2: Using the Library--In Person and Online](#) (PDF; 1.2mb)
- [Part 3: The Library Brand](#) (PDF; 891kb)
- [Part 4: Respondents' Advice to Libraries](#) (PDF; 284kb)
- [Part 5: Libraries--A "Universal"](#)



Perceptions of Libraries and Information Resources (2005)

The findings indicate that information consumers view libraries as places to borrow print books, but they are unaware of the rich electronic content they can access through libraries. Even though information consumers make limited use of these resources, they continue to trust libraries as reliable sources of information.

How much do WE *Allow* the new technologies to change our services?



- ❖ How much do we *really* know about the information seeking/using habits of the popular culture in the world around us?
- ❖ How much of popular cultural behavior has *real* implications for library services?
- ❖ And what actions do we take based on what we think we now know?



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WHAT'S NEW

Expert Predictions

Elon University and Pew have teamed up to create database of predictions about networked communications. [Learn More](#)

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FEATURED REPORTS

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Public Policy

Spam and Phishing

4/10/2005 | [Deborah Fallows](#)
More than a year after the CAN-SPAM Act became law, email users say they are receiving slightly more spam in their inboxes than before, but they are minding it less. [Learn more](#)

Technology & Media Use

Music and Video Downloading

2/23/2005 | [Mary Madden, Lee](#)

Family, Friends & Community

Protecting Teens Online

3/17/2005 | [Amanda Lenhart](#)
54% of parents with teenagers use internet filters – a big jump from 2000. Yet both teens and parents believe that youth do things online that their parents would not like. [Learn more](#)

E-Gov & E-Policy

The Internet and Campaign 2004

2/8/2005 | [Lee Rainie, John](#)

Internet Evolution

How the internet has woven itself into American life

1/25/2005 | [Lee Rainie, John Horrigan](#)
Widespread adoption of the internet in the past decade has had some dramatic impacts on people's communication patterns and the way they seek information. [Learn more](#)

Internet Evolution

The Future of the Internet

Table 5: Comparing online information searching to library use

Use internet more than library	73%
Use Internet and library about the same	16%
Use Internet less than library	9%
Don't know	2%

Source: Pew Internet & American Life Project College Students Survey, n=1032. Margin of error is $\pm 3.5\%$.

Jones, Steve. The Internet Goes to College: How students are living in the future with today's technology. Pew Internet & American Life Project, Washington, D.C., 2002.

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail

Address http://www.pewinternet.org/pdfs/PIP_Searchengine_users.pdf Go SnagIt

Select Text 91% Easily share digital photos

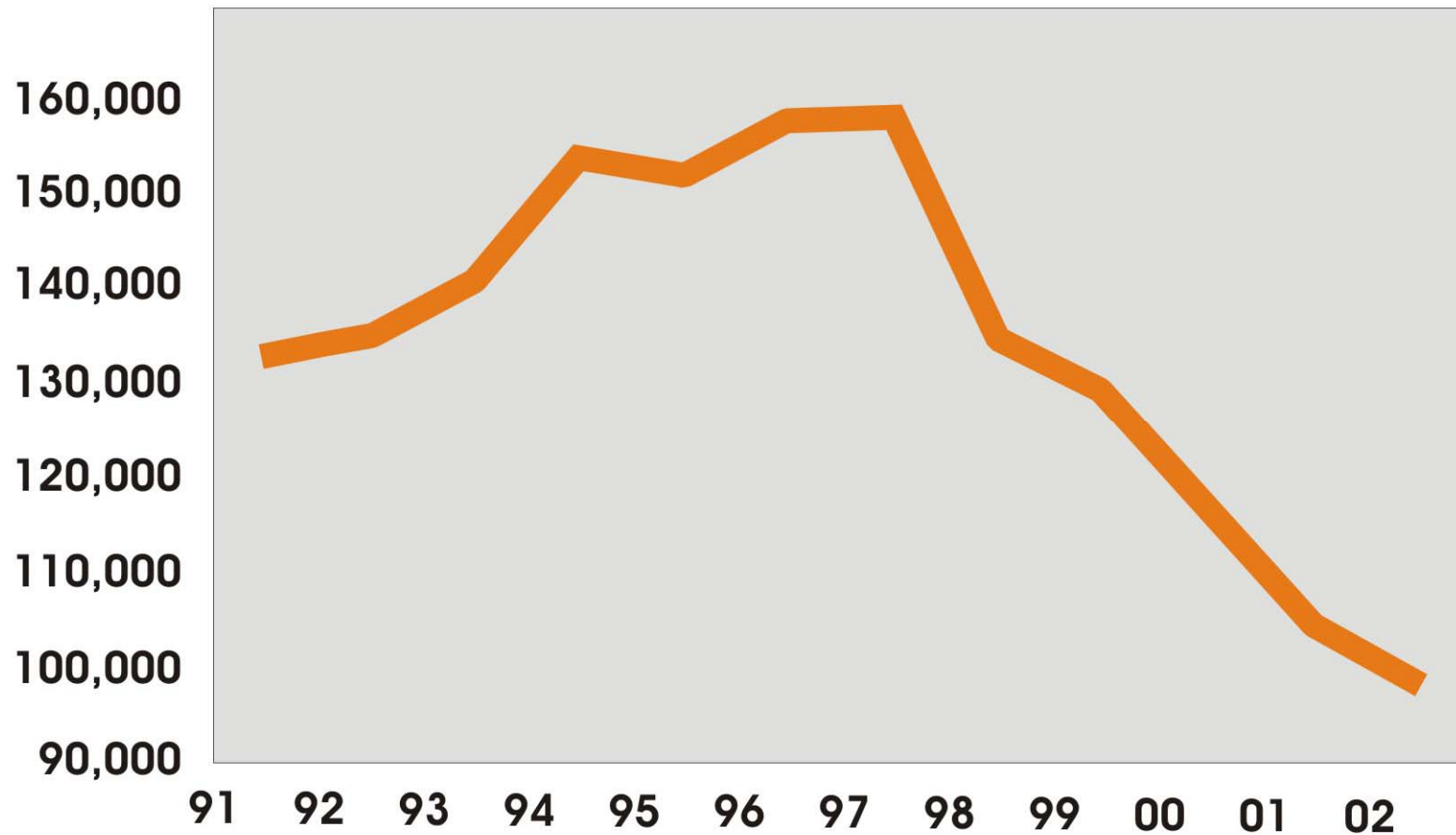
PEW INTERNET & AMERICAN LIFE PROJECT

Search Engine Users

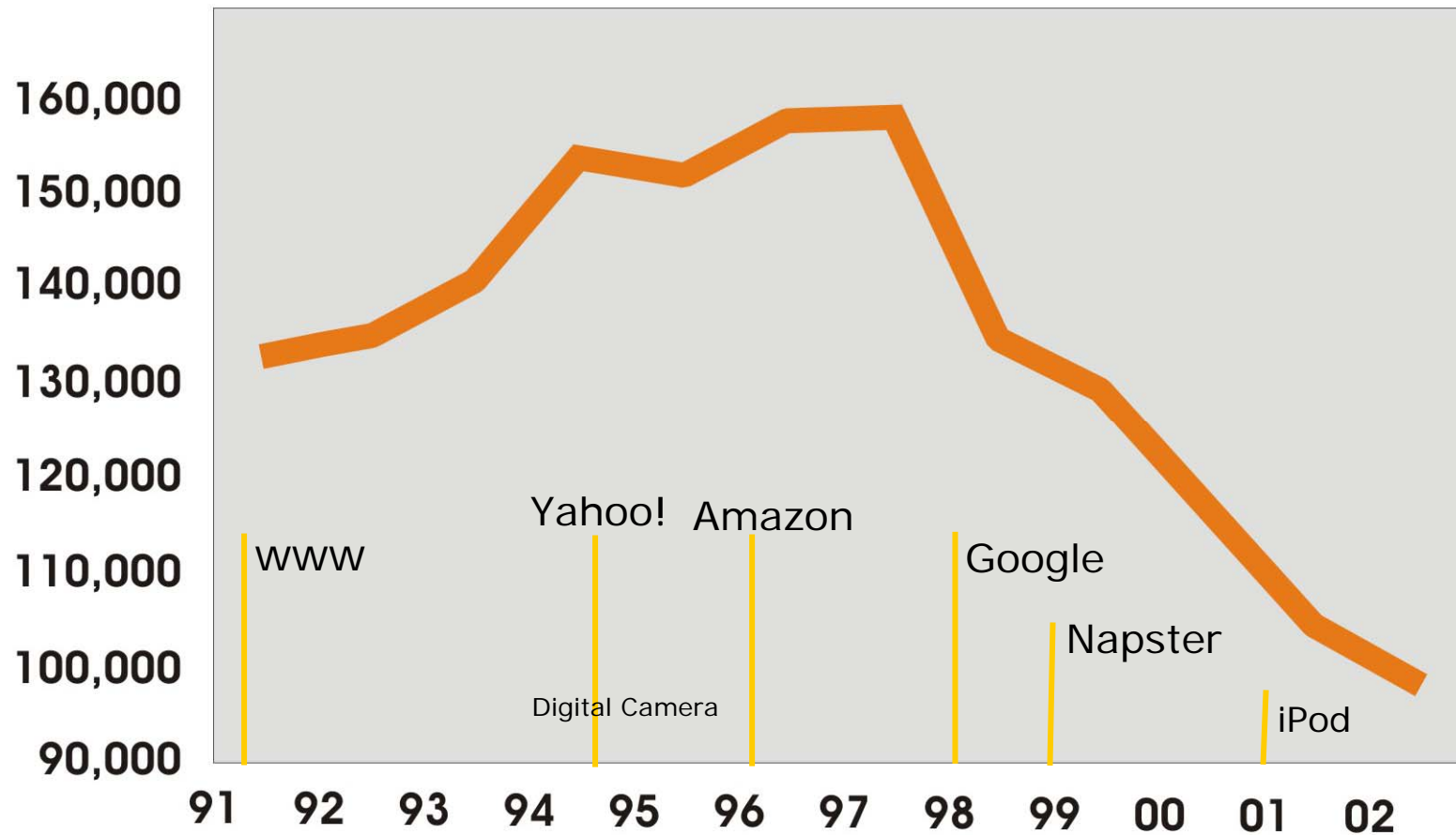
Internet searchers are confident, satisfied and trusting – but they are also unaware and naïve.

Embargoed for publication until 4pm, January 23, 2005

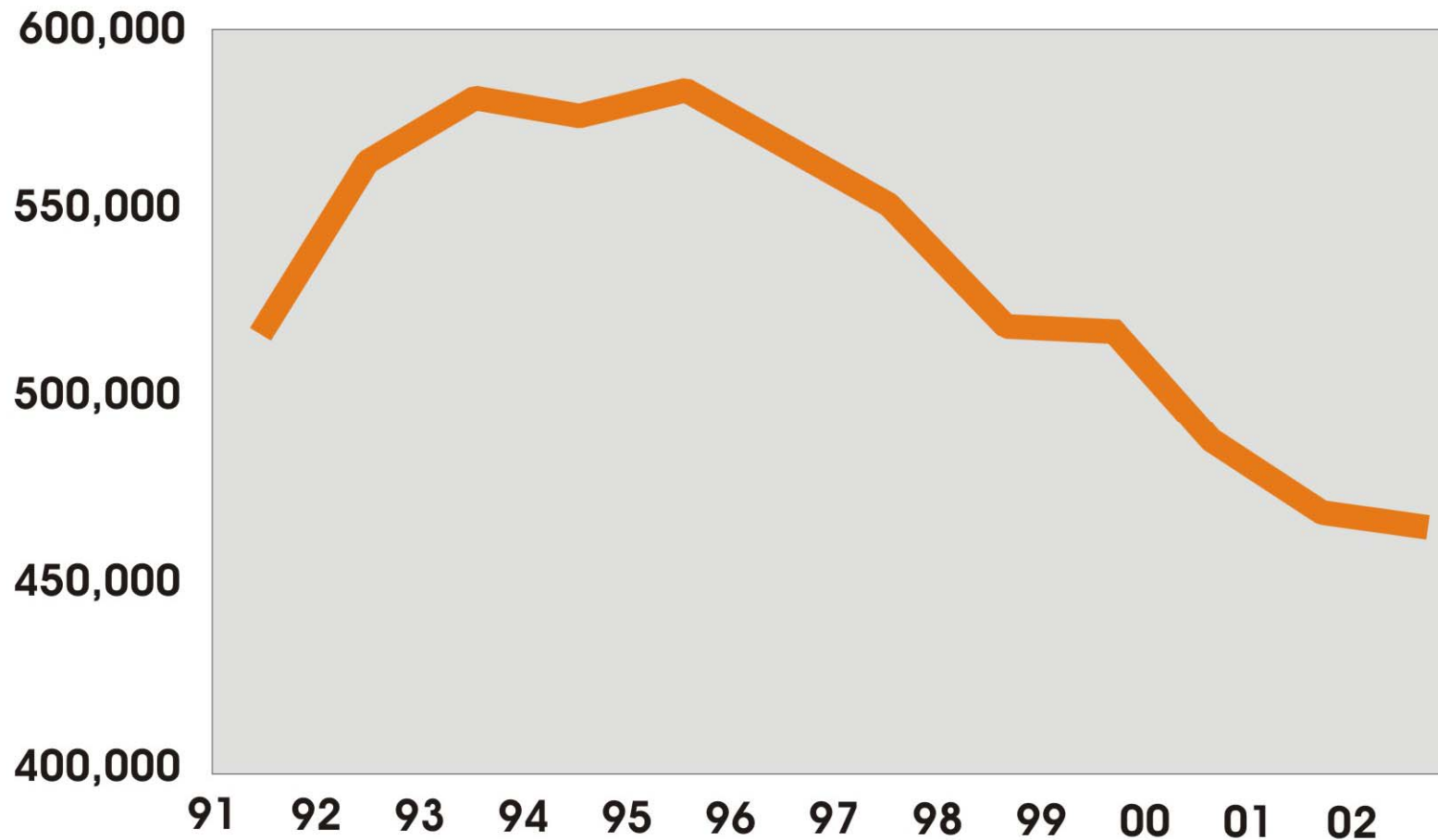
Total reference transactions



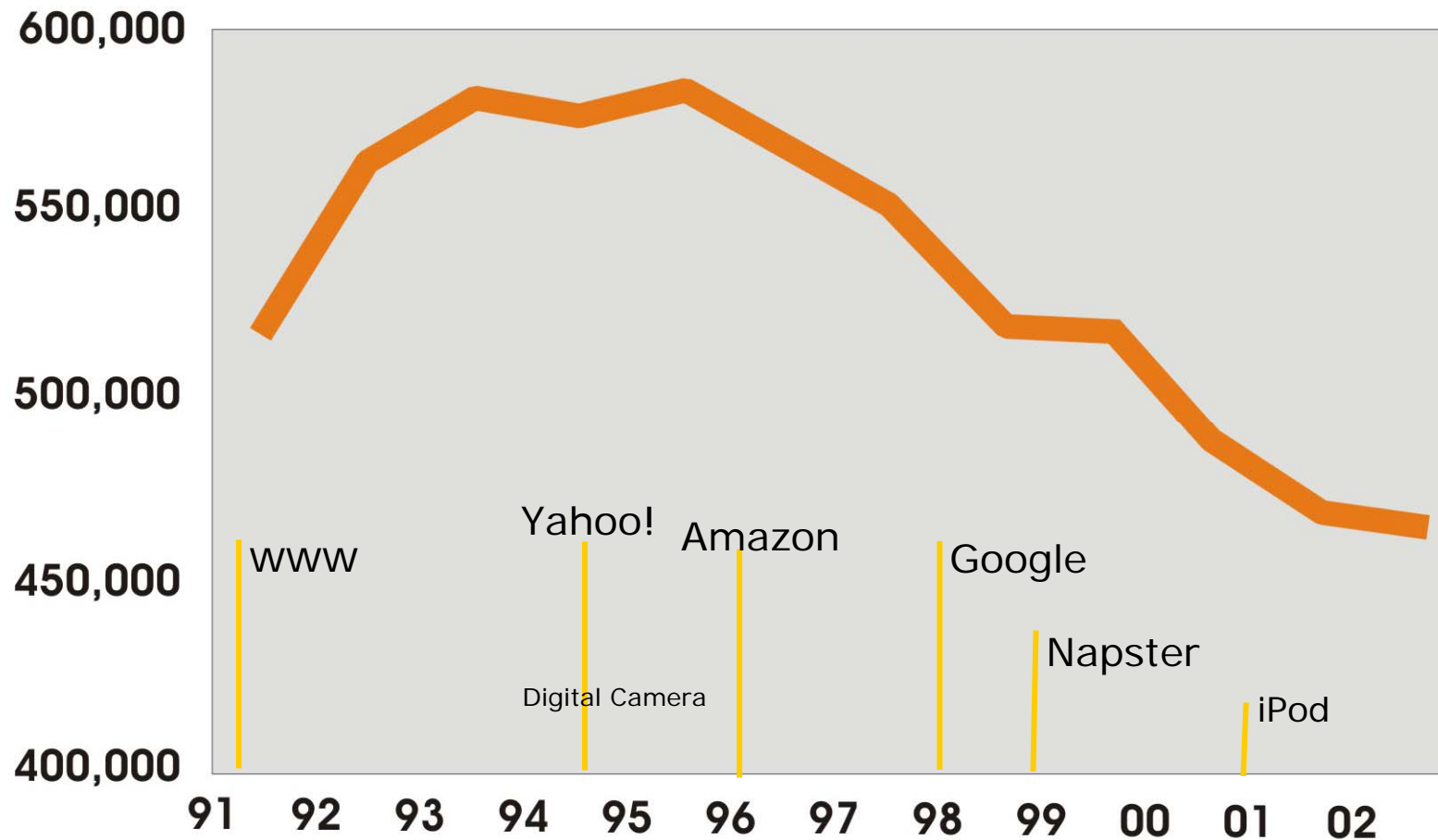
Total reference transactions



Total circulation transactions



Total circulation transactions



Yet, at the same time public library use is going through the roof

ALA | Fact Sheet 6: Public Library Use - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail

Address <http://www.ala.org/Template.cfm?Section=libraryfactsheet&Template=/ContentManagement/ContentDisplay.cfm> Go SnagIt

USAGE REPORTED BY LIBRARIES

[Public Libraries in the United States: Fiscal Year 2003 \(2005\)](#)
published in September of 2005 by the National Center for Education Statistics contains the most recent usage statistics *as reported by libraries*. The 9,211 respondent libraries reported:

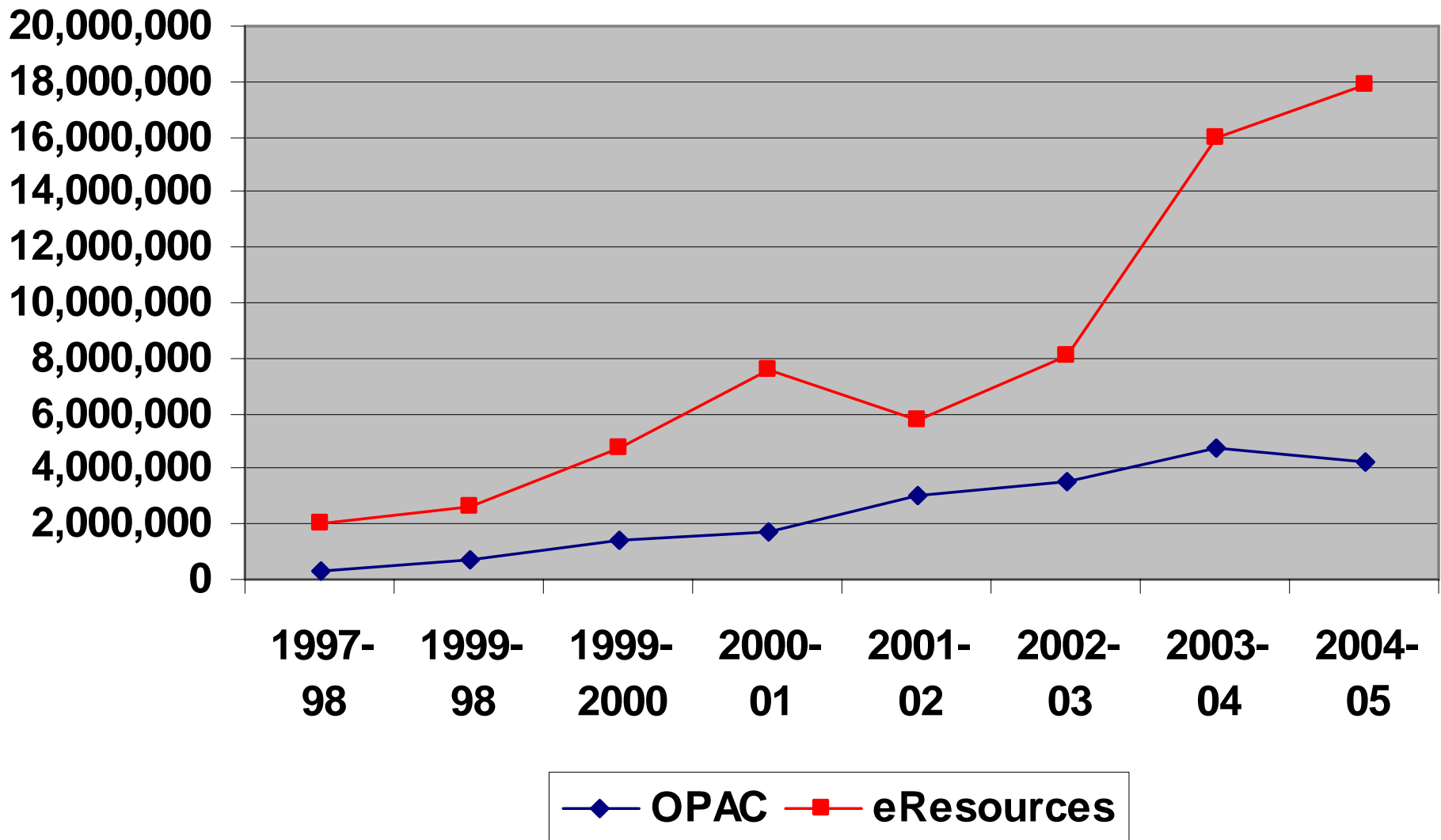
Total visits:	1,284,175,000	4.6 per capita
Total circulation:	1,965,000,000	7.0 per capita
Circulation of children's materials:	699,947,000	35.6% of total circulation

This publication can be viewed as well as downloaded as an Adobe Reader PDF document at the NCES Web site at:
<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2005363>

Librarians have long believed that when the economy goes down, public library use goes up. In February 2002, ALA contracted with the University of Illinois Library Research Center (LRC) to study library use over the last five years, at the twenty-five U.S. public libraries serving populations of 1 million or more. Using data from eighteen of these large libraries, the study found that circulation has increased

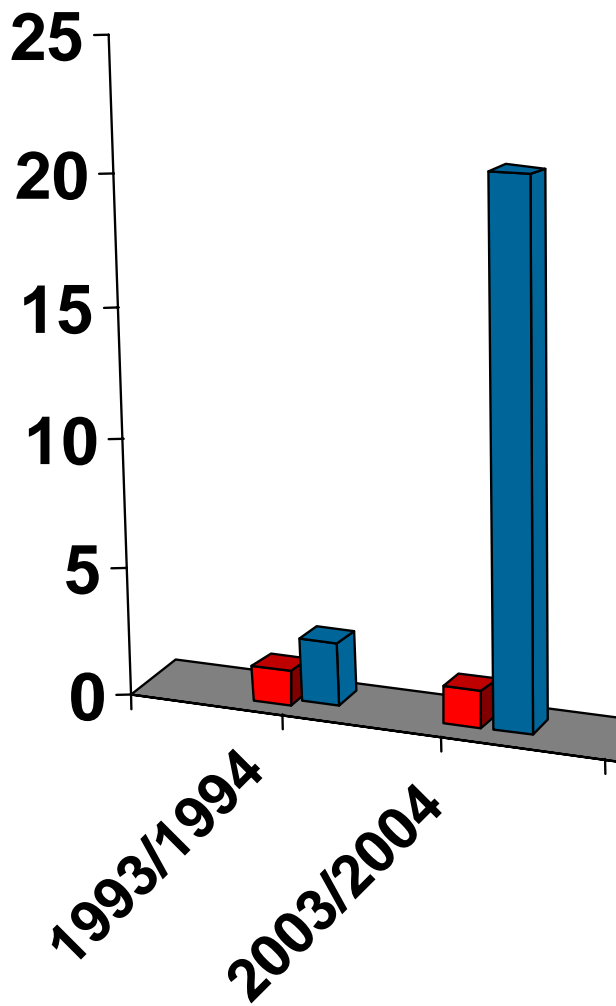
Internet

E-Resource use vs. OPAC use -- Florida Community Colleges



Ten Years of Activity: *Print vs. Electronic*

Millions



Total Google Searches
by students, faculty
and librarians

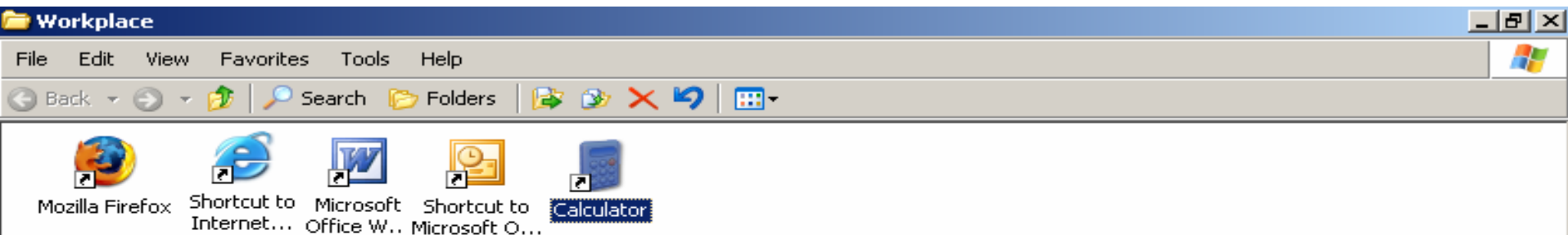
Taking a closer look at the users in the overall Infomarket



- ❖ How can we best serve users that seek information through Google as a starting point?
- ❖ How many of us start with Google?
- ❖ How many of us are Wikipedia users?
- ❖ Where do we fit?
- ❖ Where *CAN* we fit?

Generations approach technology

- ❖ When digital immigrants (that's us folks) use a PC, the main focus is e-mail, word processing, and a bit of Web searching



Generations approach technology



- ❖ When digital natives (the “Millennials”) use internet capable devices (PC’s, Cell phones, PDA’s etc) they are “connected to the world”
- ❖ – it is a lifestyle
- ❖ -- formats don’t matter – just more files to be manipulated

Generations approach technology



- ❖ Now, One more time for clarity – For “Millennials”:
 - It's not a book
 - It's not a picture
 - It's not a video
 - It's not an CD audio
 - It's not a document

It's JUST ANOTHER FILE!

Generations approach technology



- ❖ How do libraries become relevant for “Millennials”?
- ❖ We must realize that:
 - It’s not an e-book
 - It’s not a journal
 - It’s not an online database
 - It’s not a newspaper

It’s JUST ANOTHER SCREEN!

The Library place in all of this...



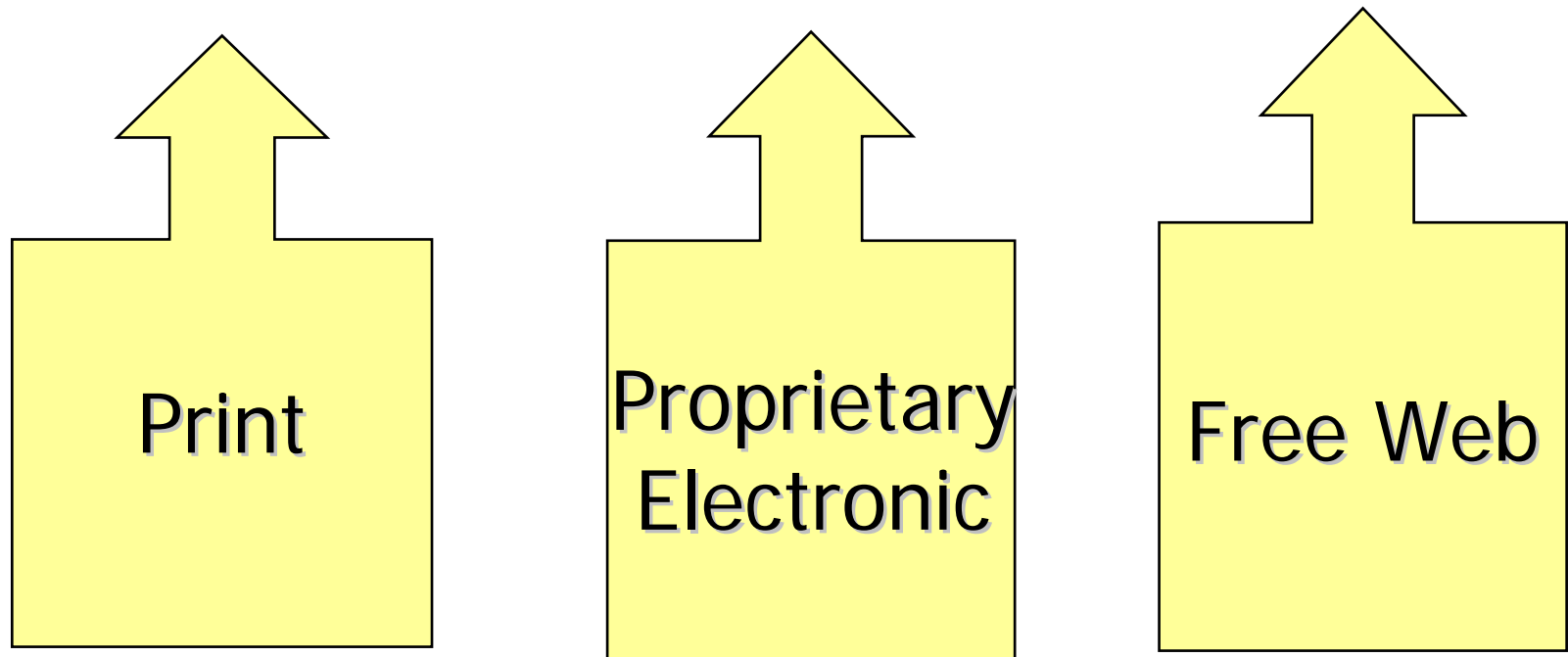
- ❖ We have a lot to offer, but we must be noticed first !
- ❖ Can we move fast enough?
- ❖ And how do we do any of this with no additional resources?

Traditional library roles in the Infomarket still remain



- ❖ Access (proprietary and free)
- ❖ Assistance (off-site and in-person)
- ❖ Instruction
- ❖ Collection Building (print and electronic)

Multiple Foundations of Information Resources Supporting Library Services



New implications *demanding* our attention



- ❖ Information is no longer site bound
- ❖ Information support services (like libraries) have been traditionally site bound
- ❖ The more that becomes available electronically, the more that is expected to be available already
- ❖ The library role in the overall information marketplace is increasingly less secure

New implications *demanding* our attention



- ❖ A Website is not enough – we must begin establishing a lifestyle presence for libraries in “Webspace”
- ❖ The PC democratized data processing, The Internet is “de-institutionalizing” information

New implications *demanding* our attention



- ❖ Why do we think that our users want information in the containers we provide?
- ❖ We need to understand that information “foraging” is a valid lifestyle practiced by most of our culture?
- ❖ When people think of the Internet as a lifestyle, do they still think of the library as a place?

Points for libraries to consider in the changing Infomarket



- ❖ Providing service to users you may never see
- ❖ Thinking in terms of “market share”
- ❖ Collaboration being the long term key for library survival

Points for libraries to consider in the changing infomarket



- ❖ Collaborating for digitization projects
- ❖ Collaborating for online reference services
- ❖ Collaborating to create large scale online collections of e-content
- ❖ Collaborating for harvesting and meta-tagging projects
- ❖ Collaborating to train for the future
- ❖ Collaborating for all the reasons that libraries have always been the models of cooperation

Points for libraries to consider in the changing infomarket




- ❖ How many of the following do you regularly use?
- ❖ And similarly – how many of your users live in this space?



Global consumer trends, ideas and insights.

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trendwatching.com and its 8,000+ trend spotters scan the globe for **emerging consumer trends**.

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Our next issue is due on 4 May 2006.

Issue 35

April 2006: "INFOLUST"

Experienced consumers are lusting after detailed information on where to get the best of the best, the cheapest of the cheapest, the first of the first, the healthiest of the healthiest, the coolest of the coolest, or on how to become the smartest of the smartest. Instant information gratification is upon us.



Read our latest Trend Briefing

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 Where To Look For What You Need.™

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It's quick and easy to start!

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popular urls to the latest web buzz

» on own behalf « | comments

digg.com

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[View Source Chart \(Firefox Extension\)](#)

How many of your staff use this?

Catalogablog - Microsoft Internet Explorer

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Address <http://catalogablog.blogspot.com/> Go

Blogger™ SEARCH THIS BLOG GET YOUR OWN BLOG FLAG? NEXT BLOG»

SEARCH ALL BLOGS BlogThis!

Catalogablog

Wednesday, August 02, 2006

Call for Trainers

LC has put out this call for trainers.

PRINCIPLES OF CONTROLLED VOCABULARY AND THESAURUS DESIGN - CALL FOR TRAINERS

The Library of Congress and the

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[Archive](#)
[Profile](#)

Library cataloging, classification, metadata, subject access and related topics.

[RSS Feed 1.0](#)



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tell me when this blog is updated....

http://www.blogger.com/redirect/next_blog.pyra?navBar=true Internet

start ZoneAlarm 2006 Presen... Catalogablo... Microsoft Po... 12:24 AM

Podcasting

A new podcast (Internet "radio" program): [LibVibe](#) Each edition, approximately five minutes long, will feature a review of library news headlines. I've downloaded two shows, but have yet to listen to them.

Remember, the [Lunar and Planetary Institute](#) (LPI) library (MPOW) has a weekly show. We have just hit episode 30. It covers news about the library and scholarly communication and publishing that may be of interest to our users.

[Podcasting](#)


A challenge from youth?



Current teen-age slang term:

“TMI”

Meaning “Too Much Information” –
you are telling me more than I
want to know. Please stop.



**“It is not the strongest of the species
that survives,
nor is it the most intelligent,
but those who are most responsive to
change.”**

-- Charles Darwin

**“Change
is
just
plain
exhausting!”**

-- Cathy De Rosa

January 26, 2005

**Now it's up to you to do the really hard work
– thinking and planning for our future...**



thank you

for your interest

and attention.