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.............
What’s important RIGHT NOW?
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?
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.
And in September 2005 ...
Then one month later...

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:PALL) 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, hand helds were implemented in South Lane and Eugene School districts. "Handhelds are..."
The marketplace expands and converges at the same time...

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)

Choose a plan to go with your Sidekick II

<table>
<thead>
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<th>Whenever Minutes® (per month)</th>
<th>E-mail &amp; Web Browsing</th>
<th>Text &amp; Instant Messaging</th>
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The Widescreen Experience
Nokia 7710 multimedia smartphone

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

**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**
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.
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)
Understanding the Speed of Technology Trends

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

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.

If memory cards or e-book cards are sold or will be at various outlets in Japan.
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?
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.
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 24,000 songs at the standard encoding rate for music.
PC Capacity isn’t Standing Still Either
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

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Centon DataStick

Product Specifications

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<td>ORDER NOW</td>
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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...
Capacities Available

SanDisk Ultra II CompactFlash® Card
Available in 512MB, 1.0GB, 2.0GB, 4.0GB, and 8.0GB

SanDisk Ultra II SD™ Card
Available in 512MB, 1.0GB and 2.0GB

SanDisk Ultra II Memory Stick PRO™ Card
Available in 512MB, 1.0GB, 2.0GB and 4.0GB
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...
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

**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)
- 2GB 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
Same Web site - 2006
Another I-Pod Competitor...
Award winning i-Pod Competitor...
The real move to portable media...
THIS WEEK 2006 Web Site

Creative Worldwide

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

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
- Software

Buy Now: US Europe Asia

Features
- Product Details
- Specifications
- Software
- Requirements

Buy Now
TI VO jumps in...

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.

Windows Mobile

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...
More and more mobility...
Not to mention...
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...

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 previous models, U4, U5, and U8, sold out quickly and
Windows based portable media...

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.
Microsoft Windows XP Media Center Edition 2005

What is a Media Center PC?
See it, Try it, Buy it.
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

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.
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 Toeffler 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
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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 annegandoci 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?
- ???
grokker²
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.

Free Trial! Buy Now!

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...
EDUCATION
BUSINESS
THE REST OF US

NEWS AND PRESS
3.1.05
Visualize This (Library Journal)
12.13.04
Awards of Excellence 2004
(Grokker)
Grokker at Stanford

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

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)

Download
GigaBlast - Information Acceleration.

1,500,103,760 pages indexed

Related Pages (new)
Big trends on the way...

- User based meta-tagging
- Personalization moves to "steriod" levels
- Social software
- Pod casting Pod casting Pod casting
- ???
del.icio.us

» 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.

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?)
Nikhil Kothari's Weblog: MIX'06 Slides and Sample Code save this

minutes ago
00:01

popular
beattles

see more popular tags »
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!
Scales for Weighing
On Sale and in stock Most orders ship within 24 hours.
www.scalesgalore.com

Lab Balance Interfacing
Interface your Lab Balances with your computer.
www.labtronics.com

Feedback

Tag this product (What's this?)
Your tags: [ ] Add

Customer Reviews
Average Customer Review: ★★★★★
Write an online review and see what others customers think.

0 of 1 people found the following review helpful.
★★★★★ Fantastic!, December 2003

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...
General
- About del.icio.us
- Our blog
- Ways to use del.icio.us
- Contact
- Feedback
- Privacy policy
- Copyright policy
- Terms of service

Site
- Navigation
- Posts
- Media File Types

Tagging
- Tags
- Bundles

Browser
- Browser buttons
- More buttons
- Firefox search plugin
- 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
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
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+ hasート

Italiano
L'enciclopedia libera
179 000+ voci

Nederlands
De vrije encyclopedie
215 000+ artikelen

Português
A enciclopédia livre
162 000+ artigos

Español
La enciclopedia libre
137 000+ articulos
Creative Commons is a nonprofit organization that offers flexible copyright licenses for creative works.

Audio
music, sounds, speeches...

Images
photos, illustrations, designs...

Video
movies, animations, footage...

Find
Music, photos, and more

Publish
Your stuff, safely and legally
Welcome to ccMixter

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 ccMixter, 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 made and inspire your next project.

ccMixter 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, Thievery Corp., DJ Dolores and Cibelle and hundreds more.
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.
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*?
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
- Satisfaction with library services
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?
Table 5: Comparing online information searching to library use

<table>
<thead>
<tr>
<th>Use internet more than library</th>
<th>73%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Internet and library about the same</td>
<td>16%</td>
</tr>
<tr>
<td>Use Internet less than library</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

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

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:

<table>
<thead>
<tr>
<th>Total visits:</th>
<th>1,284,175,000</th>
<th>4.6 per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total circulation:</td>
<td>1,965,000,000</td>
<td>7.0 per capita</td>
</tr>
<tr>
<td>Circulation of children's materials:</td>
<td>699,947,000</td>
<td>35.6% of total circulation</td>
</tr>
</tbody>
</table>

This publication can be viewed as well as downloaded as an Adobe Reader PDF document at the NCES Web site at:

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

- OPAC
- eResources
Ten Years of Activity: Print vs. Electronic

Total Google Searches by students, faculty and librarians

1993/1994
2003/2004
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?
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

- Print
- Proprietary Electronic
- Free Web
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?
trendwatching.com and its 8,000+ trend spotters scan the globe for emerging consumer trends.

We report on our findings in free, opinionated Trend Briefings, turning our observations into trends like INSPERIENCES, TWINSUMER, and GENERATION C.

Our subscribers in 120+ countries use our trends to dream up new goods, services and experiences for (or with) their customers. Sounds good? Then read our current edition or subscribe now.

Our next issue is due on 4 May 2006.

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.
It’s quick and easy to start!

1. Sign up and add Furl to your browser
2. Browse the Web and save any page with a single click
3. Retrieve and share your pages easily

Want to try Furl before signing up? Click the Furl “save” link to see an example now:
diggit.com
A Ridiculously Large List of Design Resources [112]
Comprehensive list of over 745+ free WordPress Blog Themes [108]
Manholes of Japan [125]
Digg Tools [418]
Earth from Space: Iceberg knocks the block off Drygalski Ice Tongue [326]
deviantART v5 Alpha Preview [468]
Microsoft wants access to your private information [654]
Skin patch hope for Parkinson's [231]
Original Google Algorithm from Stanford [627]
Apple's Fifth Avenue Glass Cube revealed [1074]
Remember Global Cooling? [566]

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PhotoShop Massive List Of Plugins, Filters, Brushes, Actions & Gradients
Inside AdSense: Meet Ivan the optimiser -- but please, no paparazzi
CSS Showcase | CSS Navigation Menus, Tabs and CSS Navigation Techniques Showcase
Playboy Centerfolds 1953 - 2003
Ten video sharing services compared - DV Guru
Rube Goldberg devices
How to pull an all-nighter
Vvew.com - Free Web-Based Collaboration
Dr. Web Weblog - Collection of Web 2.0 Navigation Menus
The New Yorker: Fact
Comparison of Music Download Sites
Ajaxamp

furl.net
For Dummies Book Cover Generator
Beginner's guide to podcasts and podcasting (plus: how to create a basic podcast of your own) at Forever Geek
gotAPI.com :: API lookup service
Ten video sharing services compared - DV Guru
Windows to Ubuntu Transition Guide
Everystockphoto
NOAA's National Weather Service
The Ultimate Linux Newbie Guide :: Linux without the technobabble!
PhotoShop Massive List Of Plugins, Filters, Brushes, Actions & Gradients - TutorialTomb Forums
How to Wow 'Em Like Steve Jobs
View Source Chart (Firefox Extension)
How many of your staff use this?

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

Front page Archive Profile

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

RSS Feed 1.0

subscribe to this feed

tell me when this blog is updated….
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.
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.