Head in the clouds: Technology in Libraries
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CLA / OCLC 2012
The prime directive:
It’s not about technology
This morning . . .

- I want to share a 2020 vision of what the world of libraries, information and learning should look like.
- I want to point to the 23 puzzle pieces that have emerged in the past decade that will materially affect our opportunity and success.
- We want to hear your thoughts too.
The Opportunity

- To choose our future and create it, not be victims of a juggernaut.
- Let’s not compete with Google, Bing and Facebook!
- Let’s complement them based on our strengths and their weaknesses.
- The last few times I did this with Roy Tennant, Gary Price, etc. we . . .
The Market Weaknesses...

- Or Opportunity holes
- Commercial algorithm
- SEO, SMO
- The Content Spam Industry
- Follow Panda, Penguin, Blekko, etc.
- Ads, sponsored links, …
- Loss of “control”
- Quality versus selection
But first . . .
Some context...
Principles

Access means putting knowledge *anywhere and everywhere* it will be found & used by our customers.

Understand the difference between physical access and intellectual access
Principles

Collaboration is
- the keystone of Knowledge,
- it requires that we partner with users,
- outcome driven – it’s the way the client uses & shares
- crosses and blurs lines
Principles

Libraries are a Learning Environment
- it learns from itself – the question economy survives
- it *absorbs & adapts* – product, content and structure
- it provides a *learning imperative* economic advantage
Principles: Our bread and butter
We deliver the .....So What ..... 
- We understand how and why knowledge fits 
- We can explain what it means and contextualize it 
- We should know why & how users interact and learn
- We’ve got it
- We can get it
- We know how to deliver it
Principles .....More Bread and Butter

- We have it
- We can deliver it
- We know how to use it
- We can organize it so it fits user’s needs and context
Libraries

- Informing, Learning, Sharing, Discovering, Socializing…
Principles

• Research is *one of the pieces* but not all of them
• Note that books is a minor (but still critical) piece
• Respect all forms of knowledge
• It takes all of the pieces to complete the puzzle
Principles

So, let’s focus on the experience that is needed not the one we feel comfortable with the most. 

Our goal is to deliver ........
...an experience in every strategy

...knowledge in every decision
The top 23 most transformational bits
23 Transformational Things

1. RDA (AACR2) and metadata
2. Linked Data
3. SaaS, IaaS, PaaS
4. OCLC WorldCat +
5. Amazon Cloud (Prime)
6. Licensed Databases
7. Geo-information, Geo-IP
8. eLearning Systems
23 Transformational Things

9. Repositories
10. Intranets
11. Mobile (phones, tablets, computing)
12. Patron Data (LMS, ILS, Registries)
13. People Data (FB, LinkedIn, etc.)
14. LibGuides
15. OpenURL
16. Open Access
23 Transformational Things

17. eBooks & eJournals
18. HTML5 and mobile standards
19. Streaming Media
20. Embedding
21. Persistent Links
22. Shared A-Z lists (like Summon)
23. Shared Analytics
Analytics

Tactics

Strategy

Guidelines, Training and Support

Social Research

Monitoring

Measurement and ROI

Business Needs

Audience Analysis

Content Planning

Stakeholder Participation

Social Capacity

Social Media Objectives

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What do we need to know?

- How do library databases and virtual services compare with other web experiences?
- Who are our core virtual users? Are there gaps?
- Does learning happen? How about discovery?
- What are user expectations for true satisfaction?
- How does library search compare to consumer search like Google and retail or government?
- How do people find and connect with library virtual services?
- Are end users being successful in their POV?
- What are the stories of the impact of library experiences?
- Are they happy? Will they come back? Tell a friend?
Techno-Agnosticism

- Browsers: IE, Chrome, Firefox, Safari...
- Devices: Macintosh, PC Desktops & Laptops...
- Mobile: Laptops, Tablets (iPad, Fire, etc.)...
- Mobile: Smartphones (iPhone, Blackberry, Android, Windows, etc.)...
- Container: PDF, ePub, .mobi, Kindle, etc.
- Learning Management System: Blackboard, WebCT, Angel, D2L, Moodle, Sakai, etc.
- Purchasing (Amazon, B&N, Chegg, Chapters Indigo, CengageBrain, Apple Store, University Textbook Store, etc.)
Alignment & Scary Players

- If libraries don’t develop it, who will?
- Apple (iTunes, iPhone, App Store, iBooks …)
- Amazon (Prime, Cloud, Kindle…)
- Microsoft (8, Mobile)
- Google (Android, Ads, …)
- Facebook (F8, Apps, Privacy…)
- … LinkedIn, Twitter, Pinterest, etc.
- Blackboard (Acquisitions)
And, this should all be invisible to the user.
The new bibliography and collection development

KNOWLEDGE PORTALS
KNOWLEDGE, LEARNING, INFORMATION & RESEARCH COMMONS
Small Successes

- TROVE (Australia)
- Bibliocommons
- LibraryThing
- Google Books and WorldCat
- LibGuides
- ED2GO
- MindTap
- PowerSearch 2012 Algorithm
Putting our money where ... 

- eTextbooks
- AccessMyLibrary
- MindTap
- ED2GO
- In Context
- Biography in Context
- Opposing Viewpoints
- GREENR
- Career Transitions
- National Geographic Archive +
- ECCO, NCCO, PQ’s EEBO

Our Principles:
- Device Agnostic
- Browser Agnostic
- No Walled Gardens
- SEO free
- Ad free
- More Analytics
The Virtuous Continuum

- Data
- Information
- Knowledge
- NOT WISDOM
- Behaviour

“Information only becomes knowledge through a process called learning”
Short Term Benefits

- Reduce the overhead of the back room
- Increase effectiveness and efficiency
- Reduce effort on strategically misaligned activities
- Free up scarce library programmers for efforts aligned with goals
- Align effort with vision and strategy
- Invest in staff professional development and understanding
Long Term Benefits

- Viable alternative to Google, Bing, and Facebook
- Real immersive discovery targeted at real problems in context
- Neutrality rulez on devices
- Move beyond retrieval to research impact
- Research, curriculum, learning, and community alignment
- Sustainable competitive advantage
In order to achieve success, library culture must . . .

- Avoid B&W thinking
- Avoid dogma & fanboyism
- Be agile & nimble
- Be experimental
- Temper risk management with trial and error
- Move experiments into wider adoption

- Be agnostic
- Avoid polarization and be comfortable with shades of grey
- Collaborate, really.
- Embrace boundarylessness
- Allow analytics to push progress and impact
In order to achieve success, library culture must . . .

- Focus on the users in context
- Avoid broad-based retail consumer strategies
- Ask ourselves: “Is this good for the whole ecosystem of information, learning and communities?”
- Be open

- Invest in scalable solutions
- Focus on Sustainability
- Move from craft to industrial strength – stop hand-knitting every sweater
- Don’t fear the BIG vision.
- Stick to it.
impossible

im-position
action of imposing: The
books caused a sharp
unpleasant thing to
like to stay if it is
(on you).

im-possible
done or exist; not to
be there before 8:00
predict the future
Support Risk and Experiments
Take back the Strategy: Rebalance
Print was complicated too
50 Reasons Not To Change

- I'm not sure my boss would like it.
- It's too expensive.
- It's too ambitious.
- We don't have the equipment.
- It's impossible!
- That's someone else's responsibility.
- We'll catch flak for that.
- No one asked me.
- We didn't budget for it.
- I don't have the authority.
- It won't fly.
- No es mi problema.
- It will take too long.
- It's hopeless.
- We can't take the chance.
- We've always done it this way.
- It's too complicated.
- What's in it for me?
- They won't fund it.
- It's too radical.
- It's contrary to policy.
- We have too many layers.
- There's too much red tape.
- It's not my job.
- It needs more thought.
- Another department tried that.
- It's not our problem.
- We're doing OK as it is.
- We don't have consensus yet.
- It can't be done.
- We're waiting for guidance on that.
- We tried that before.
- It's against tradition.
- They're too entrenched.
- We're waiting for guidance on that.
- There's not enough time.
- Another department tried that.
- It won't work in this department.
- This is just a fad.
- There's no clear mandate.
- It will never fly upstairs.
- ¡Nunca pasará!
- Maybe. Maybe not.
- It needs committee study.
- Me falta ánimo.
- They don't really want to change.
- It's too visionary.
- We've never done that before.
- I'm all for it, but . . .
the future will be confusing
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