Open Access Revolution
Opportunities & Threats

Re-inventing The Library Brand For Success in a Digital Future…

URLA Istanbul September 19th, 2013
Chapter 1
Revolutions have always been with us…

War of Spartacus 73-71 BC
What can we learn from history?

Frustrated Crowds Fight For Self-expression
What can we learn from history?

Frustrated Crowds Fight For Self-expression
The Open Access Revolution

Most libraries are missing the whole point...Are you?
Do You Know What **Myopia** Feels Like?

2 Billion People Can Tell...
Your world with Myopia...
Eyeglasses change your world!
Jerry’s Guide to the World Wide Web

Jerry Chang and David Filo - 1994
Yahoo! 1996 – One Million hits per day!
Number of website explodes beyond Yahoo!’s manual-skills
Yahoo Partners With Google

From The Search Engine Report
July 5, 2000

Yahoo has selected Google to take over from Inktomi in powering Yahoo's secondary results. These are the listings that appear in the "Web Pages" area of Yahoo's results, after any hits from Yahoo's own human-compiled listings. In addition, Yahoo plans to move forward with changes to improve the relevancy of its own primary listings over the coming months.

The switch to Google should occur sometime this month (in fact, it appears to have already happened). Inktomi is also being retained as a Yahoo partner. The company will provide search services for Yahoo's new Yahoo Corporate product that was announced in June.

Google becomes Yahoo's fourth crawler-based partner. Open Text was the first, then AltaVista took over in mid-1996, then Inktomi picked up the contract in mid-1998. At that time, AltaVista lost out because it was seen by Yahoo as competitor in the portal space. In contrast, Inktomi's "behind-the-scenes" business model of powering but never competing with portals gave it the edge.

Winning the Yahoo contract didn't "make" Inktomi. At the time, the company had already been picked as a provider by both MSN Search and Snap, in addition to serving HotBot and smaller players like GoTo. But the contract certainly raised Inktomi's profile as a leader in the portal powering market. Similarly, the Yahoo partnership is a huge boost for Google. It's an extraordinary achievement for Google, less than two years old, to be selected by the web's most popular search site as its partner.

It's also well deserved. "Our goal is to produce no holds barred, the best search available," said Google's CEO Larry Page, in an article I wrote just after the company received major investment in 1999. Since then, Google has delivered. The most recent NPD Search and Portal Study found 97 percent of Google users say they find what they are looking for every or most of the time, placing it highest among the 13 major search sites surveyed. In addition, reviewers continue to rave about Google, as does the general public. When I speak about search engines to groups and mention Google, something unusual happens to some members of the audience. They smile and nod, in the way you do when you feel like you've found a secret little getaway that no one else knows about. And each time I speak, I see more and more people smiling and nodding this way, pleased to have discovered Google.
Yahoo dumped Google as the default search technology provider for its U.S.-based sites late Tuesday, signaling the beginning of the end for the Web's most high-profile marriage of convenience.

News context

What's new:
Web portal Yahoo has dropped Google as the default search technology provider for its U.S.-based Web sites, replacing it with its own tools, picked up through acquisitions.

Bottom line:
The move signals the beginning of the end for the Web's most high-profile marriage of convenience. It's part of Yahoo's push to become the Web's top search engine again.

More stories on this topic

The change occurred at 9:30 p.m. PST Tuesday when Yahoo relaunched the search properties for its U.S.-based sites, including its Yahoo.com flagship home page. Yahoo replaced Google's results with its own Yahoo Search Technology, which combines an array of recently acquired search technologies, such as Inktomi and commercial search provider Overture Services. Yahoo also owns AltaVista and the Web search technology of Fast Search and Transfer.

2004 Yahoo dumped Google but it was too late already
Marketing Myopia is Costly...

Jerry Yang stepped down as CEO in 2008 and left the company early 2012
Chapter 3
selective attention test
50% People don’t see the Gorilla!

Photos provided by Daniel Simons. Photo illustration by Diana Yates.
The brain is biologically restrained to focus on one thing at the time!

How many Gorillas... ...have you missed?
Exhibit 1: U.S. E-Book Reader Revenue Will Exceed $2.5 Billion by 2013

Source: Yankee Group, 2010

Total E-Book Reader Device Sales (Millions)
Revenue per Device (Hundreds)
Total U.S. E-Book Reader Revenue (Millions)
eReading here... eReading there... eReading Everywhere..! 😊
Are we looking at the Right Gorilla?
Publisher: 2300 Years of power...
Major Power shift... from Publisher to Author

Desktop Publishing 1980s

Internet Explosion 2000s

2004

Web 2.0
The Democratization of Publishing

Major Power shift... from Publisher to Author

The Open Access Cultural Revolution
User-Generated Content Created Worldwide

Source: IDC “As the Economy Contracts The Digital Universe Expands” 2012
World’s largest Journal is Open Access!
Unprecedented explosion of OA Journals

DOAJ # of journals as of June 30

CC-BY-NC-SA Heather Morrison IJPE http://poetic economics.blogspot.com
OA Journal impact factor catching up!
And what about OA Smartphone Apps?

50 Billion Downloads by May 2013!
...Or OA Crowd Collaboration?

World’s Largest Bibliographic Reference Manager Platform

- User Documents: 389,134,079
- Members: 2,308,065
- Research Groups: 225,099
Ask any question...the crowd will answer it for you free!

...Or OA Crowd Wisdom?
...Or OA Crowd Sourcing?

Wikipedia

- English
  - The Free Encyclopedia
  - 4,240,000+ articles
- Español
  - La enciclopedia libre
  - 1,020,000+ artículos
- Русский
  - Свободная энциклопедия
  - 1,000,000+ статей
- Deutsch
  - Die freie Enzyklopädie
  - 1,590,000+ Artikel
- Italiano
  - L'enciclopedia libera
  - 1,030,000+ voci
- Polski
  - Wolna encyklopedia
  - 970,000+ hasł
- 日本語
  - フリー百科事典
  - 860,000+ 記事
- Français
  - L'encyclopédie libre
  - 1,390,000+ articles
- Português
  - A enciclopédia livre
  - 780,000+ artigos
- 中文
  - 自由的百科全书
  - 700,000+ 條目

30 Million Pages – 270,000 Content Contributors – Rank 2nd
...Are The Starting Point For Academic Research

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<td>Topic-specific Web site</td>
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Convenience, Simplicity and “Social Coolness” have driven their explosive growth

Source: OCLC USA Perception of Libraries 2010 – College Students
The Open Access Cultural Revolution

Libraries have lost relevance...
What can you do about it?
How can you re-invent the library?
Chapter 4
Cultural Tip #1: One Search Box...That’s All!
Cultural Tip #2: HOLISTIC Discovery = OA+CA

Future Library = Brings OA & CA Together
Cultural Tip #2: HOLISTIC Discovery = OA+CA

Apple App Store search results for “Engineering”
Cultural Tip #3: The Community Personalizes Discovery
The Democratization of Content Access

Cultural Tip #1: One Search Box…That’s All!

Cultural Tip #2: HOLISTIC Discovery = OA+CA

Cultural Tip #3: The Community Personalizes Discovery

The Open Access Cultural Revolution
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