



## The Revolution Will be Blogged


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## Anyone remember?

“The revolution will not be televised  
The revolution will be no re-run, brothers  
The revolution will be live”  
-Gil Scott-Heron, 1974

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## The revolution? You're soaking in it!

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## We need to rethink everything

- Why does the iPod have a 30% market share and the Mac has a 5% share?
  - Mac: closed system
  - iPod: open system, frictionless
- Are we embedding ourselves within our organizations? Are we iPods or Macs?

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**It's not just information anymore**

- “McDonald’s drops its travel office; sends employees to Orbitz”
- Google Answers = eBay for library patrons?
- “Any job that’s even slightly routine is disappearing from the U.S.”  
—Robert Reich

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**It's not just information anymore**

- See Feb. 2004 *Wired* article on IT outsourcing
- Our strength is in innovation, providing new services, meeting ad hoc needs

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**It's not just information anymore**

- We show impact *not* by providing *information* but by providing *answers*
- We become prototype labs within our organizations
  - Eugenie Prime’s “Information Refinery”
  - See quantum.dialog.com

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**What’s coming up over the horizon?**

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## Say goodbye to Google

- Think “Alta Vista” in 1999
- We need to surface new search tools now
- Groove’s tool bar!

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9

## Search tools will read minds

- 10% of search engine queries have misspellings
  - *Schwarzenegger* is usually misspelled
- Words have many meanings
  - “Time flies like an arrow; fruit flies like a banana”

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10

## Search tools will read minds

- Ability to search for synonyms
  - *Cancer* includes *oncology*
- and perform lemmatization
  - *Spoken* and *speaking* both have the root *speak*
- and look at context
  - What is the intention behind the query *Harry Potter*?

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11

## Say goodbye to Boolean

- It will be buried, embedded
- Search tools go non-linear
  - See Mooter, Grokker, anacubis, Smart Money’s Market Map
- Search tools start thinking
  - See Yahoo’s SmartSort

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12

# The Revolution Will be Blogged

**Mooter** Search the web: triathlon training [Moo!]

I like to be Mooting in  Red  Blue

**HOOTERSEARCH**

**Clusters for the search of triathlon training**

If you don't like these clusters, use **next** and **prev** to look for others or the cluster page numbers on the right

book, online, women, services, endurance, swim, program, triathlon training

next clusters, previous clusters, All Results

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**YAHOO! shopping** Shop In New User! Sign Up

Find the best MP3 Player for you. SmartSet other products

How much do you want to spend? \$ from to \$ max

How important is Song Capacity (Memory + Hard Disk)? most important

How important is Brand? slightly important

How important is Compact Size? very important

Instant Results: Your Top 10 MP3 Players based on the sliders above. [Expand]

Your Rank: Check at least 2 products to compare side by side

- Sony NW-M5700**

USER RATING: ★★★★★ (78 reviews)

256 MB built-in memory; uses Memory Stick, MP3, WMA formats

\$243.79 - \$299.99 - [COMPARE PRICES](#)
- Apple iPod Mini - Silver**

USER RATING: ★★★★★ (2 reviews)

uses Hard Disk Drive - 4 GB hard drive - AAC, ADPCM, WAV, AIF formats

\$248.95 - \$249.99 - [COMPARE PRICES](#)
- Apple iPod Mini - Blue**

USER RATING: N/A

uses Hard Disk Drive - 4 GB hard drive - AAC, ADPCM, WAV, AIF formats

\$248.95 - \$249.99 - [COMPARE PRICES](#)

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## Say goodbye to Boolean

- Watch the professional online services for radical changes
- Command line searching? buh-bye
- See Factiva's Toolbar and new Info Worker interface

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**factiva** Search Page Advanced Info Review

Search: botulinum

Publications Web News Pictures

Results 1-20

- Sepsis: NIAID botulinum grant to fund a new plasmapheresis device**  
Health & Medicine Week, 15 March 2004, 455 words, (English)
- Sepsis: NIAID botulinum grant to fund a new plasmapheresis device**  
Immunotherapy Weekly, 17 March 2004, 451 words, (English)
- Sepsis: NIAID botulinum grant to fund a new plasmapheresis device**  
Medical Letter on the CDC & FDA, 23 March 2004, 462 words, (English)
- Sepsis: NIAID botulinum grant to fund a new plasmapheresis device**  
Drug Week, 19 March 2004, 451 words, (English)
- Sepsis: NIAID botulinum grant to fund a new plasmapheresis device**  
Medical Devices & Surgical Technology Week, 23 March 2004, 459 words, (English)
- HemoClearance, Inc. NIAID botulinum grant to fund a new plasmapheresis device**  
Biotech Week, 17 March 2004, 452 words, (English)
- Sepsis: NIAID botulinum grant to fund a new plasmapheresis device**  
Blood Weekly, 18 March 2004, 451 words, (English)

Feedback: Satisfied with your results? Please take a moment to provide us with Feedback.

Associated News Topics: botulinum

Your Search: botulinum

Focus of Search Results:
 

- Health
- News/Currents
- Economic Policy

Web News:
 

- ABCNEWS.com - Doctors Dispute ...
- CDC Smallpox | Vaccine Safety ...
- CDC Botulism Agents/Research ...
- CDC | Worker Health ...
- CDC Address | Report ...

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## Embracing the revolution

- Move way beyond your comfort level
- Re-examine *everything* you do
  - Are you providing *information* or *answers*?
  - Are you embedded in the *library* or embedded in your *organization*?
  - Are you demonstrating new technology?
  - Are you out-Googling Google?

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17

## Practical tools for the revolutionary

- Build an Executive Information Service
  - Become a clairvoyant personal librarian, build a clipping service on steroids
- Tackle IAOTWFF head on
  - Dare to compare
  - Increase FUD

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The new image of librarians, from the Warhammer role-playing game...



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19

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20