

Opening Pandora's Box: Is There a Future for Libraries?

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“Never, ever, think outside the box.”

Source: Leo Cullum, copyright The New Yorker

Plan

- Where do libraries stand in terms of five elements (e.g., building, users, staff, collections and services, and budget)?
- Where do we go from here?

Where's the Library?



Editorial

Where's the Library?

by David Kohl

Available online 10 February 2006

When my son was young, he went through a phase of enjoying the “Where’s Waldo?” books. He liked looking through the complicated pictures to find the elusive Waldo. At the time, I thought it was a form of prereading, a mimicking of his parents whom he constantly saw engrossed in books. Now, I am not so sure. He may have been preparing himself for his later infatuation with video games where finding secret passages and devices was also important. Possibly the hardest part of growing older is having

new reality—but almost without exception, they are not housed in the library. They can be accessed in the library certainly (as well as from dorms, faculty offices, campus computer centers, at home, in conference hotel rooms, and even while traveling—if you have a Treo or Blackberry), but they are housed primarily on publisher and vendor servers. To the best of my knowledge, only two library entities in North America house significant collections of digital journals on their own sites—OhioLINK and the University

Source: D. Kohl, Where's the library? (Editorial), *The Journal of Academic Librarianship* **32** (2) (2006), pp. 117–118.

Library as a “Place” Metaphor

- “Brick-and-mortar-libraries” are still strong on campuses
- Hard to identify where exactly the library is on a campus nowadays
- because it is not just the building but the contents and services
- Contents and services are increasingly becoming available outside the library building (e.g., e-resources, e-reference, user training (Kohl, 2006)).

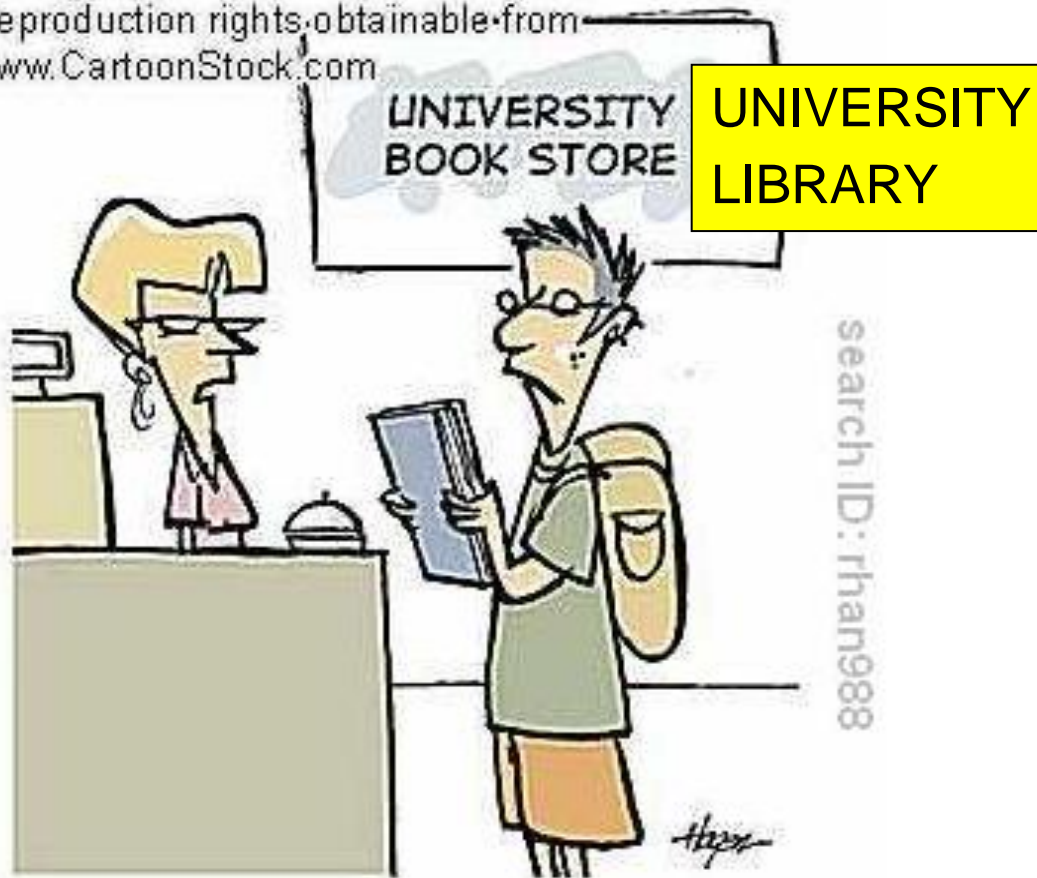
Unstoppable Fall of Library as a “Place”

- Number of users physically visiting libraries is decreasing
- Yet the use of online resources is increasing
- Most users tend to bypass libraries and go for “one stop shopping” (e.g., Google) . . .
- although there are still some sources that are not on the web that can be obtained only through libraries
- Because . . .

The New Trend . . .

"What is not online, does not exist !"

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NO, I DON'T HAVE A SCANNER YOU
CAN BORROW.

Always on: Libraries . . .

Home > Volume 14, Number 1 - 5 January 2009 > Dempsey

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PEER-REVIEWED JOURNAL ON THE INTERNET

Always on: Libraries in a world of
permanent connectivity

by Lorcan Dempsey

Abstract

Mobile communication has been more widely adopted more quickly than any other technology ever (Castells, *et al.*, 2007). It represents a diffusion of communications and computational capacity into a growing part of our research, learning and social activities. It has resonated with emerging youth behavior, providing support for distinctive patterns of social interaction and group formation, information use and personal expression.

Diffuse networking changes how we coordinate our resources to achieve goals. For example, our use of time and space changes. Timeshifting is routine as students may listen to or watch lectures in the gym or on the train. The use of space to support ad hoc rendezvous and social learning is becoming more important.

Source: <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2291/2070>

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Is a Bookless Library Still a Library?

By TIM NEWCOMB Monday, July 11, 2011

Source: <http://www.time.com/time/nation/article/0,8599,2079800,00.html>

Virtual “Libraries”

Library Collections, Acquisitions, & Technical Services 32 (2008) 1–9



Contents lists available at [ScienceDirect](#)

Library Collections, Acquisitions, & Technical Services

journal homepage: www.elsevier.com/locate/lcats



Libraries and museums in the flat world: Are they becoming virtual destinations? ☆

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ABSTRACT

In his recent book, “The World is Flat”, Thomas L. Friedman reviews the impact of networks on globalization. The emergence of the Internet, web browsers, computer applications talking to each other through the Internet, and the open source software, among others, made the world flatter and created an opportunity for individuals to collaborate and compete globally. Friedman predicts that “connecting all the knowledge centers on the planet together into a single global network... could usher in an amazing era of prosperity and innovation”. Networking also is changing the ways by which libraries and museums provide access to information sources and services. In the flat world, libraries and museums are no longer a physical “place” only: they are becoming “virtual destinations”. This paper discusses the

Users

- Digital natives, digital immigrants
- Use of social media
 - 800M Facebook users
 - half are using it every day
 - Uploading 250M photos every day
 - 350M accessing Facebook from their cell phones

Source: Prensky, M. (2001, September/October). Digital natives, digital immigrants. *On the Horizon* 9(5): 1-6. <http://www.marcprensky.com/writing/Prensky%20-%20Digital%20Natives,%20Digital%20Immigrants%20-%20Part1.pdf>.

Facebook statistics are from <https://www.facebook.com/press/info.php?statistics>.

The Newer Trend . . .

"What is not mobile, does not exist !"

“If the news is important enough, it will find me”

Tuesday, March 23, 2010

Information Will Find Me

👍 Tavsiye et 📌 Arkadaşların arasında bunu tavsiye eden ilk sen ol.

As the way that we find information becomes increasingly driven by [social influence](#), it's interesting to look at where this trend goes in the longer term. The logical extension of this trend is that the consumers of information - our prospective buyers - will expect that the information they should be interested in will find them, rather than them finding information. Much as in the consumer world, songs, books, and movies are recommended to us based on collaborative filtering techniques, information in the business world may soon find us.

A combination of our own unique social graph, and that social graph's interests and reading history, may soon make the dominant trend of information discovery one of passive recommendation, rather than active discovery (such as via [search](#)). As each individual's interest areas, business role, and social influence graph becomes more and more known by search engines and content portals, the information being presented will cater itself more deeply to what is likely to be of interest.

Analytics across extremely broad populations and vast amounts of data on what was actually clicked or viewed will allow this process to become startlingly precise and highly accurate, further increasing its effectiveness, adoption, and relevance to marketers.

The question for marketers, of course, is how to have relevant content discovered by appropriately interested buyers in this way. The two key points are relevance and interest. As marketers, we need to focus on creating interesting content that is of [relevance to each type of buyer](#) we are likely to encounter. This content, whether it is eBooks, webinars, live events, or interesting data, can then be introduced to the discussion through well targeted [nurture marketing](#) approaches.



Sourcer: <http://digitalbodylanguage.blogspot.com/2010/03/information-will-find-me.html>

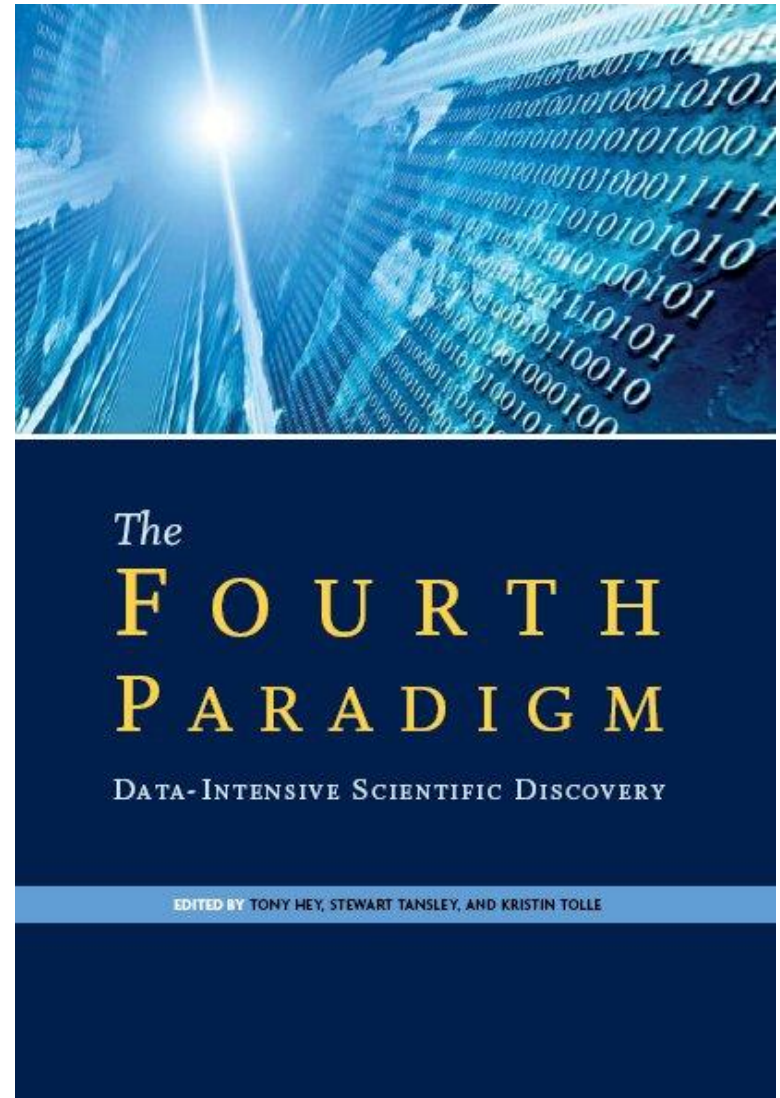
Collections and Services

- Print, licensed, reformatted, audio-video, born-digital content
- Harvested web sites, blogs, digi-maps, data sets etc.

Source: UC California Digital Library. Next generation technical services: Changing how we provide technical services for the university of california libraries. scope statement. 2009 [cited 7/22 2009]. Available from http://uclib-s10.cdlib.org/about/uls/ngts/docs/NGTS_scope_10april2009.pdf. (p. 4-5)

Data science . . .

- Executable papers
- Data mining
- Machine translation
- Open science



Source: <http://www.executablepapers.com/>

Library 2.0

- Web 2.0 + Library = Library 2.0 (Miller, 2005)
- Library 2.0 reflects a transition within the library world in the way that services are delivered to users.
- Attempts to harness user in the design and implementation of library services by encouraging feedback and participation.
- The Library 2.0 model offers bi-directional service and increases flow of information from the user back to the library.

Source: http://en.wikipedia.org/wiki/Library_2.0

Web 3.0 = Web 2.0 + Semantic Web

- Social semantic Web
- Meaning
- Locating and fusing information automatically
- Performing basic reasoning

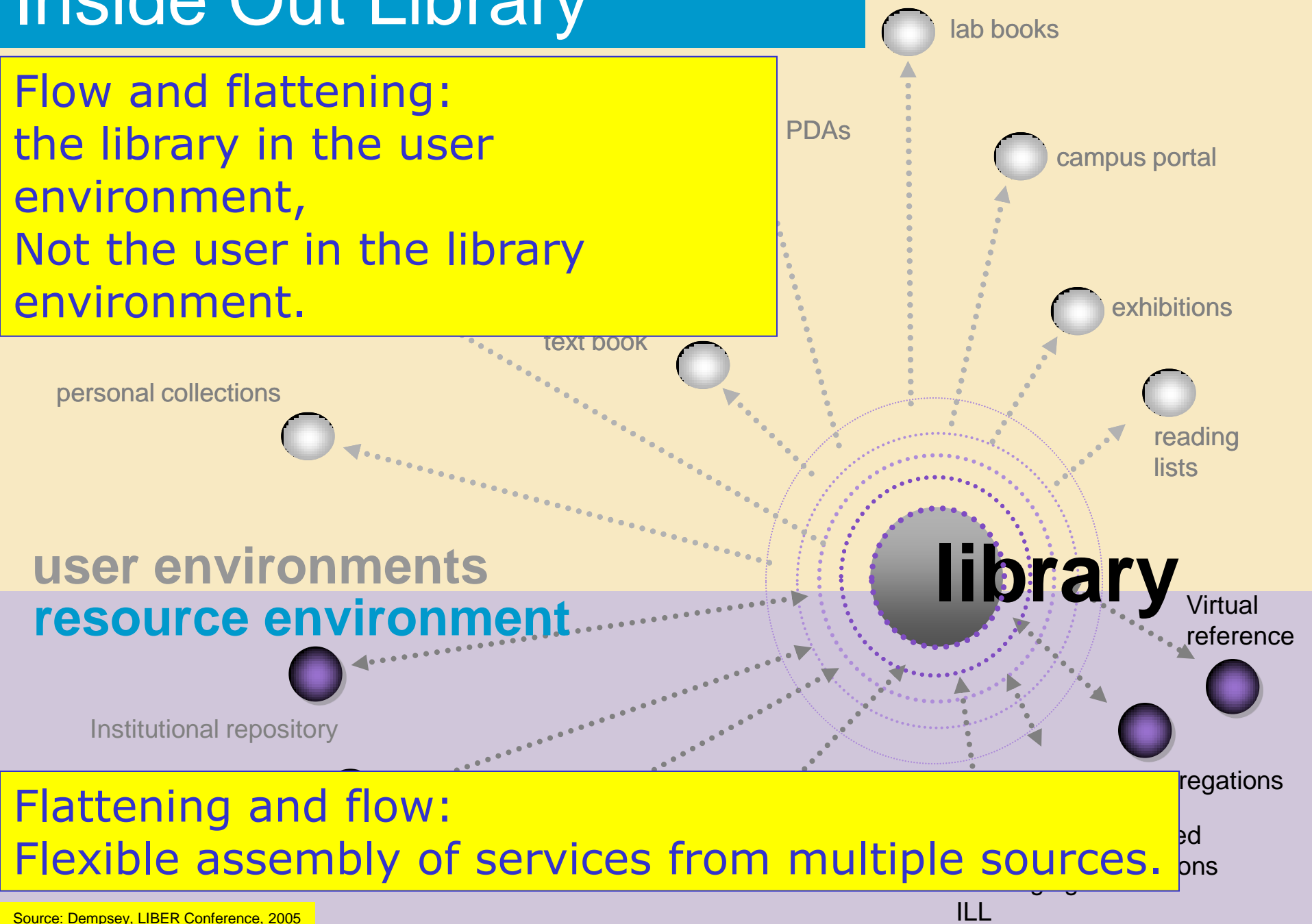
Source: Mark Greaves, [Peter Mika](#). [Semantic Web and Web 2.0](#), In J. Web Sem., 6(1):1-3, 2008

Information will find me . . .

- Pull and push services
- Mass personalization
- Resource-centric vs. relationship centric approach (Lagoze, 2000)
- Recommendation systems
- Merging user-created content with the standard content
- Social semantic Web (Web 3.0)

Inside Out Library

Flow and flattening:
the library in the user
environment,
Not the user in the library
environment.



Flattening and flow:
Flexible assembly of services from multiple sources.

Chicago Tribune

Breaking News, Since 1847

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Breaking Chicagoland Suburbs Nation & World Obituaries Health Clout St. Politics Watchdog Schools Religion Lottery

Home → Collections

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Who's killing the Dewey decimal system?

Some suburban libraries begin turning away from the longtime classification system

February 18, 2011 | By Robert McCoppin, Tribune reporter

To find a favorite book in Elgin's Rakow Branch library, 6-year-old Rina Teglia marched straight to the "Ready to Read" section and picked out "Bathtime for Biscuit."

While she was at it, a nearby book titled "If You Give a Mouse a Cookie" caught her eye, so she grabbed it to take home too.

Ads By Google

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Source: http://articles.chicagotribune.com/2011-02-18/news/ct-met-drop-dewey-20110218_1_dewey-decimal-system-main-library-newer-books

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5-16-2011

Is There a Future for Library Catologers

Michael A. Cerbo II
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Source: Cerbo, Michael A. II, "Is There a Future for Library Catologers" (2011). Technical Services Department Faculty Publications. Paper 41.
http://digitalcommons.uri.edu/lib_ts_pubs/41

Descriptive cataloging

- Describing information-bearing objects is no longer the sole responsibility of catalogers;
- Technical service people are also involved

66% of question respondents rejected the idea of discontinuing MARC cataloging of e-journals and redirecting users to the A-Z list.

Source: Digital Collection Development Plan Task Force
Final Report, August 31, 2009 University of California

Library catalog: “A mediocre product at a high price” (Lloyd Sokvitne)

FINAL REPORT
March 17, 2006



The UNIVERSITY of CALIFORNIA LIBRARIES

FINAL REPORT: DECEMBER 2005
Bibliographic Services Task Force

- “Our users expect simplicity and immediate reward and Amazon, Google, and iTunes are the standards against which we [libraries] are judged. Our current systems pale beside them” (University of California, 2005, p. 7).

Rethinking Space

Bibliographic Services
University of California

January 15, 2006

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Council on Library and Information Resources
Washington, D.C.
February 2005

Beyond the OPAC: Future Directions for Web-Based Catalogues Canberra: Australian Committee on Cataloging, 18 September 2006. (<http://www.nla.gov.au/lis/stndrds/grps/acoc/papers2006.html>)

“Everything is Miscellaneous” by Weinberger

- First order: Dossiers have metadata along with them
- Second order: Metadata separated (catalogs)
- Third order: Content and info about the content (metadata) are digital
- “we have to get rid of the idea that there's a best way of organizing the world”
- “Unowned order”

Source: Weinberger, D. (2007). *Everything is miscellaneous: The power of the new digital disorder*. New York: Holt.

“Preservation through Neglect”

- “archivists have often operated on the principle of “preservation through neglect,” which has meant that materials that lasted fifty or one hundred years found their way into an archive, library, or museum. The difference with digital data is that it appears that if we wait twenty-five years, it may be too late--we could have nothing rather than, say, 10 percent of the data.”

Source: <http://www.historycooperative.org/phorum/read.php?14,373,388#msg-388>

Traditional vs. Digital Preservation

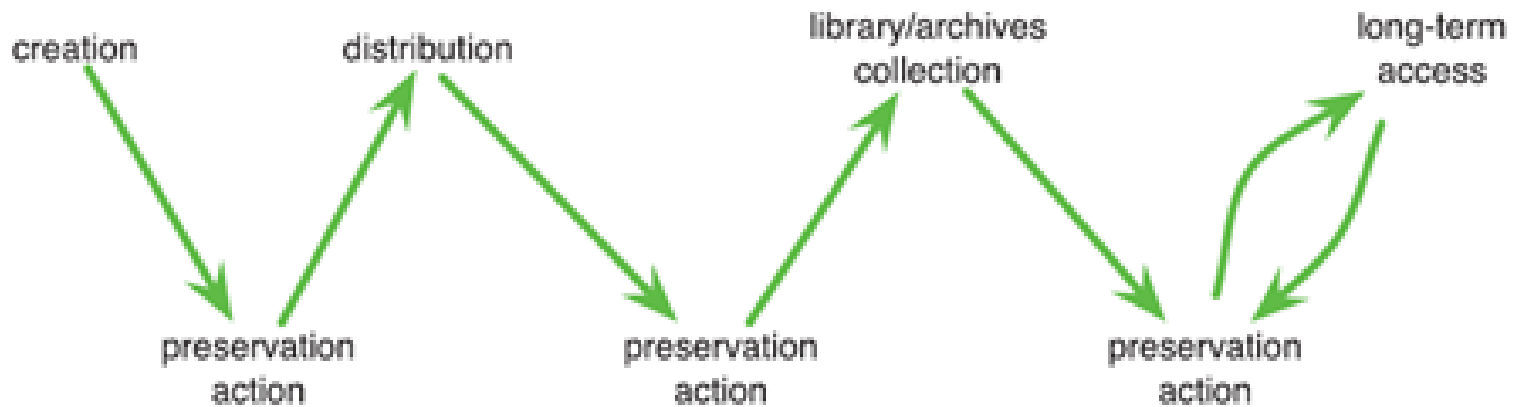
Fig. 1. Traditional Preservation Versus Digital Preservation

Digital content requires active management throughout its entire period of use.

Traditional Preservation



Digital Preservation



Source: Preserving our digital heritage. NDIIPP, 2010.

- “We’re Disrupted, We’re Librarians, and We’re Not Going to Take It Anymore”

Disruptive Library Technology Jester

We're Disrupted, We're Librarians, and We're Not Going to Take It Anymore

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The Meaning Behind the Tagline

You may be wondering about the meaning behind the tagline for DLTJ:

 *We're Disrupted, We're Librarians, and We're Not Going to Take It Anymore*

If you'll pardon the crude analogy, I'd like to borrow from [Elisabeth Kübler-Ross' On Death and Dying](#) — the Five

Source: <http://dltj.org/>

Change vs. adapt

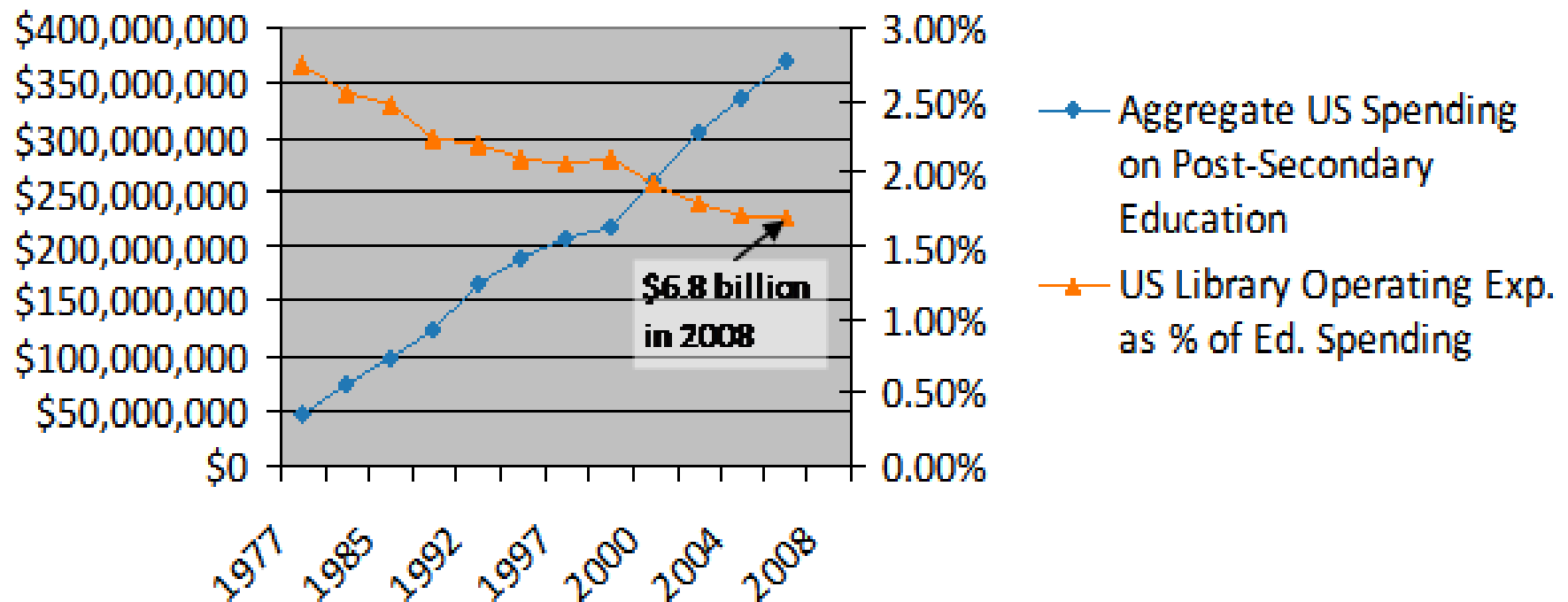
- Denial
- Anger
- Bargaining
- Depression
- Acceptance

Adapting . . . Adopting

- E-science librarians
- Cloud librarians

Budget

US Academic Library Expenditures vs. Total Spending on Post-Secondary Education

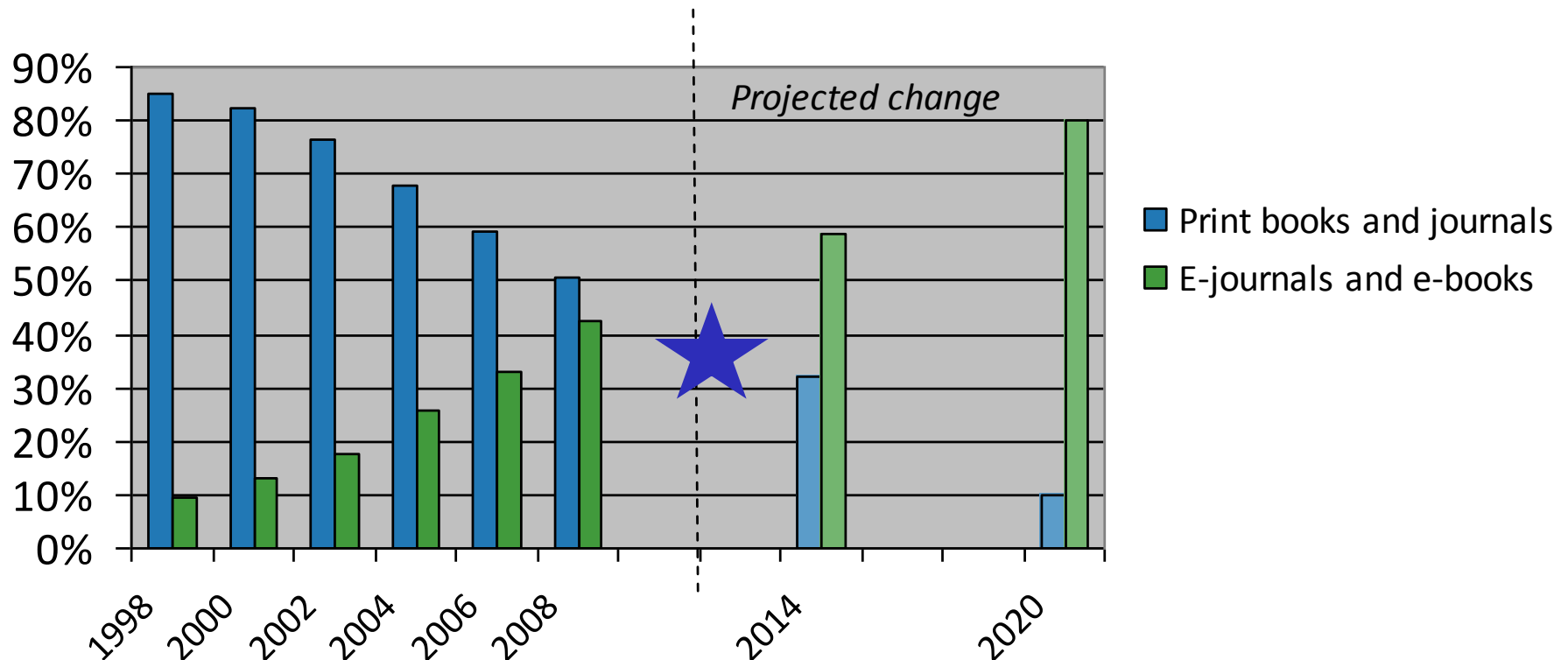


Analysis based on NCES data: Constance Malpas

Source: Lorcan Dempsey

Inflection point

Academic Library Expenditures on Purchased and Licensed Content



Derived from : National Clearinghouse on Educational Statistics,
1998-2008 Source: Lorcan Dempsey

Publishers - Libraries relations

- Publishers may wish to bypass libraries and sell directly to endusers
- Libraries may wish to bypass publishers (eg, self-publishing, Open Access, etc.)

The Google Effect

- What if, one day, Google Books Project would provide access to 35M books, free of charge? (Derek Law)
- What happens if Google goes away? (William C. Dougherty)
- Is Google a threat to libraries?
- Is Google a threat to publishers?

Coasian view of libraries

- How long can we maintain a Coasian view of libraries?
- Lighthouses
- Libraries benefit “all” so that we have to continue keeping them



Challenges

- Resource-centric vs. relationship centric approach (Lagoze, 2000)
- Personalization
- Recommendation systems
- Co-existence of standard content and user-created content
- Social semantic Web (Web 3.0)

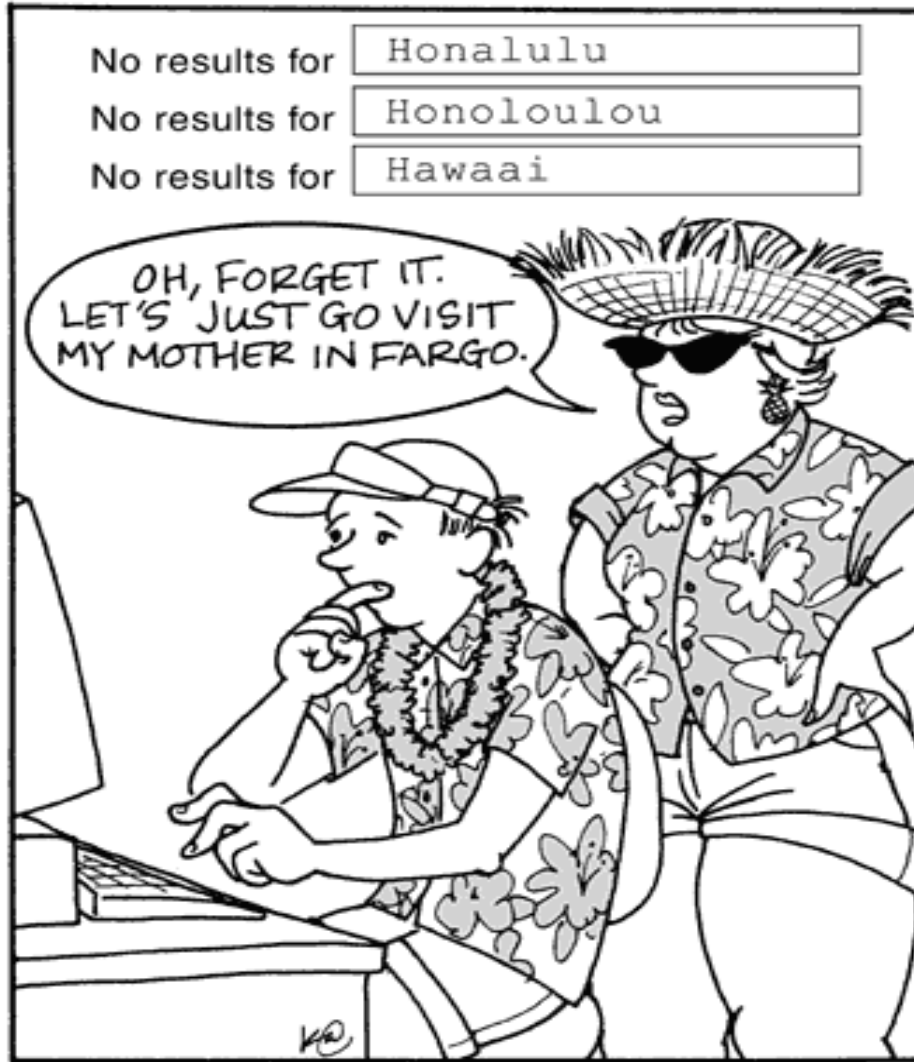
What does the future hold for libraries?

- Digital natives want
 - information sources and services embedded in their work, study, and social environments
 - information served through Web 2.0, Web 3.0 and the Semantic Web
 - “relationship-centric” rather than “resource-centric” information services (Lagoze, 2000)
 - real and virtual library services provided in parallel
- Permanent preservation of and perpetual access to digital information will be of paramount importance
- Education for information will be mashed up with other disciplines

Graceful Exit or Struggle for Survival

- Create efficient and effective discovery tools
- Move resources and services to the network and restructure
- Be part of (embedded in) users' increasingly networked work, learning, and living environments
- Provide personalized information sources and services
- Tackle the long-term preservation of digital information
- Be a “change agent”

“What we find changes who we become”*



Cartoon by
Doug Sheppard and Katrin L. Salyers

(*Ambient Findability" by Peter Morville)

Opening Pandora's Box . . .

- Nouns (tools) change, but verbs will stay the same. . . (Marc Prensky)
- Selecting
- Creating/acquiring
- Organizing
- Managing
- Providing access
- Preserving and archiving

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