

Bilgi Danışmanlığı

Umut Al

umutal@hacettepe.edu.tr

Plan

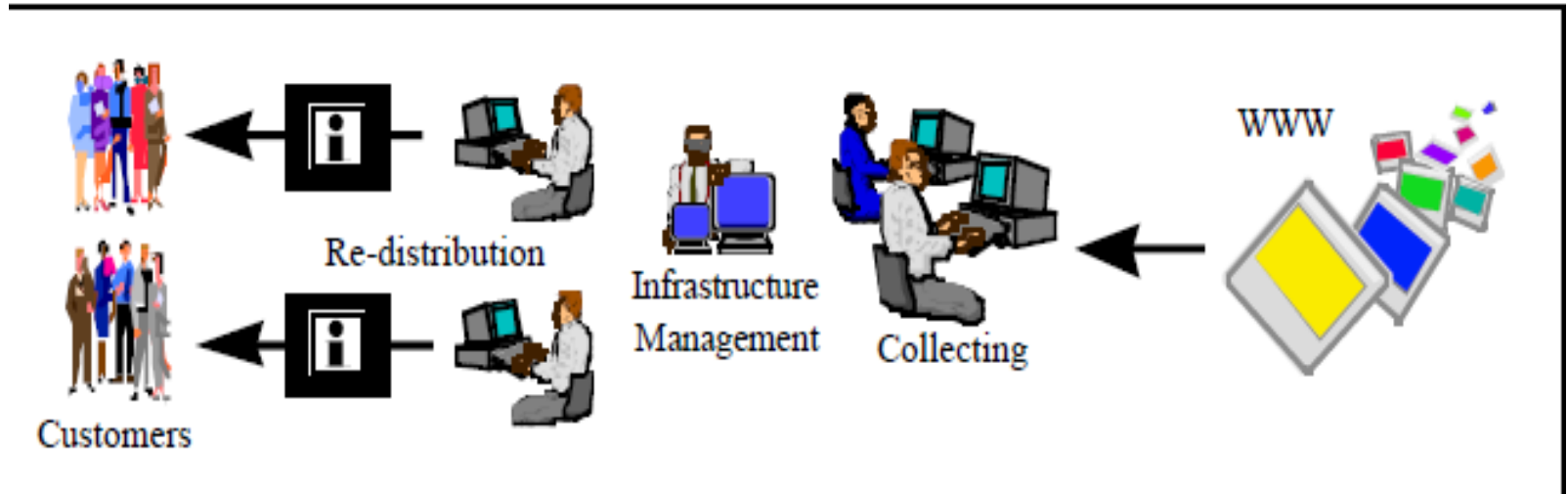
- ❑ Bilgi danışmanlığı - anlaşılabilirlik
- ❑ Teorik arka plan
- ❑ Bilgi danışmanlığı - tarihçe
- ❑ İlgili kavramlar
- ❑ Bilgi danışmanlığında bulunması gereken özellikler

Bilgi Danışmanlığı – Anlaşılanlar I

- “Information counseling is a term that represents an extension of a traditional concept of practice and service in library and information science”

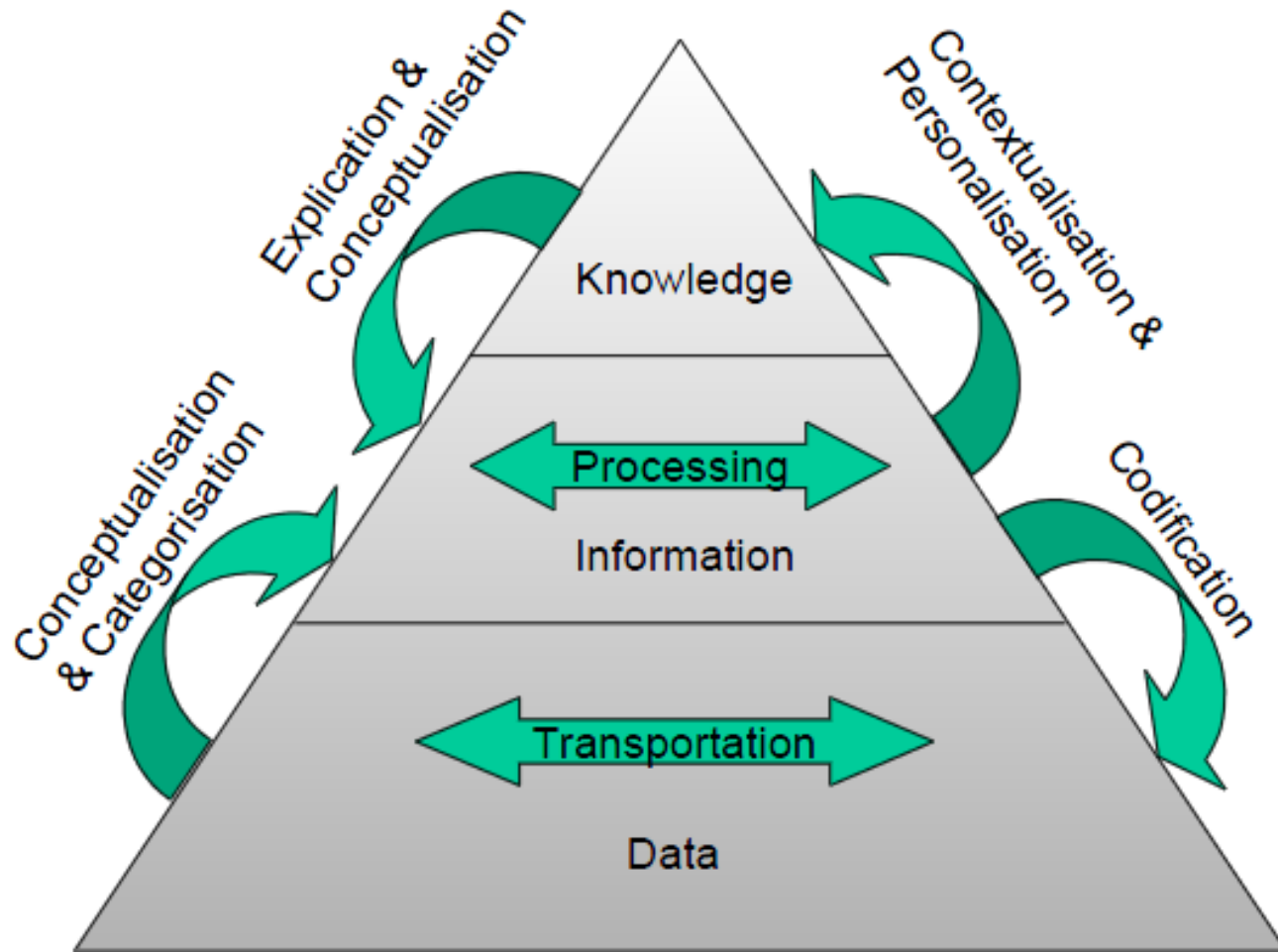
Bilgi Danışmanlığı – Anlaşılabilir II

- “Information brokering is the process of collecting and re-distributing information”



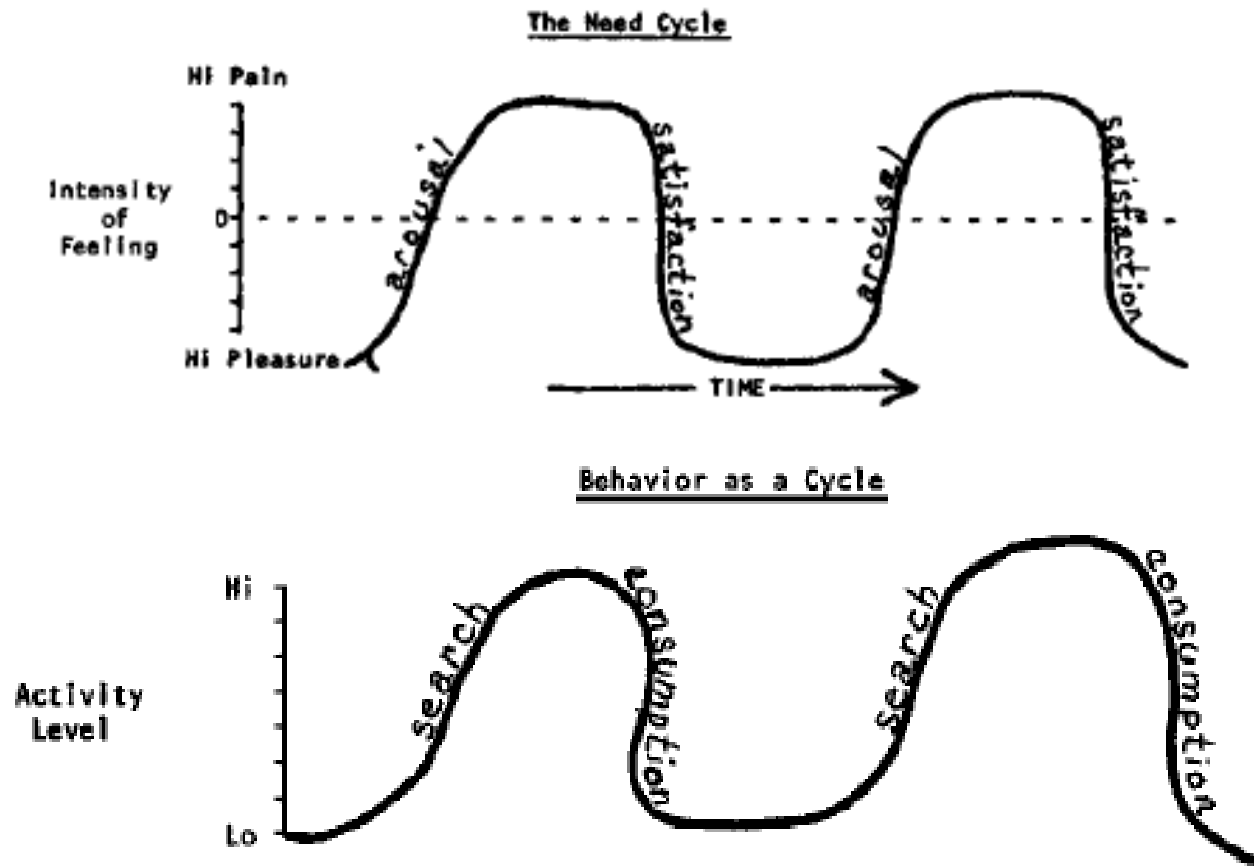
Kaynak: Bressan ve Lee 1997

Teorik Arka Plan I



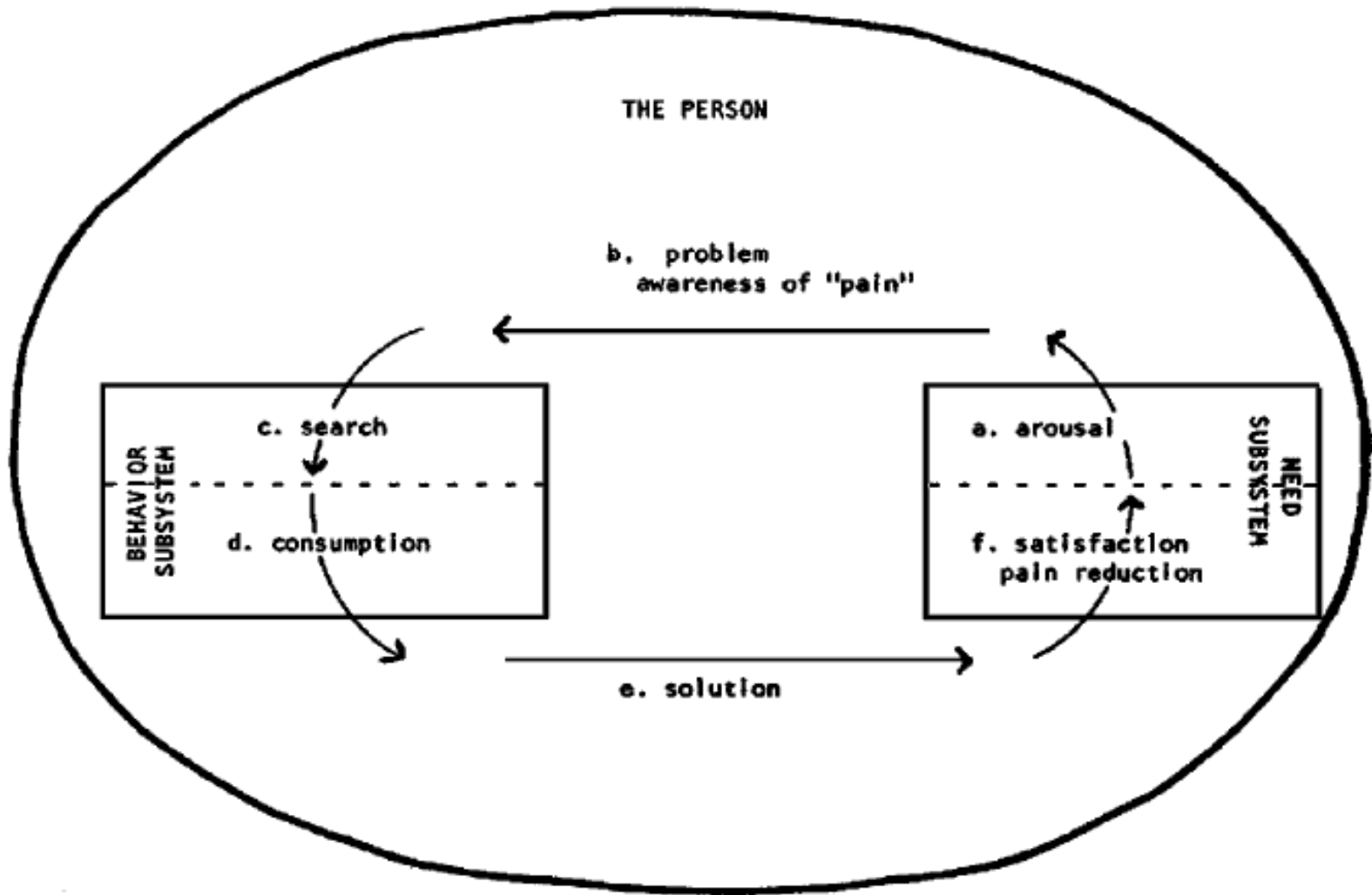
Kaynak: Klemke 2002:6

Teorik Arka Plan II



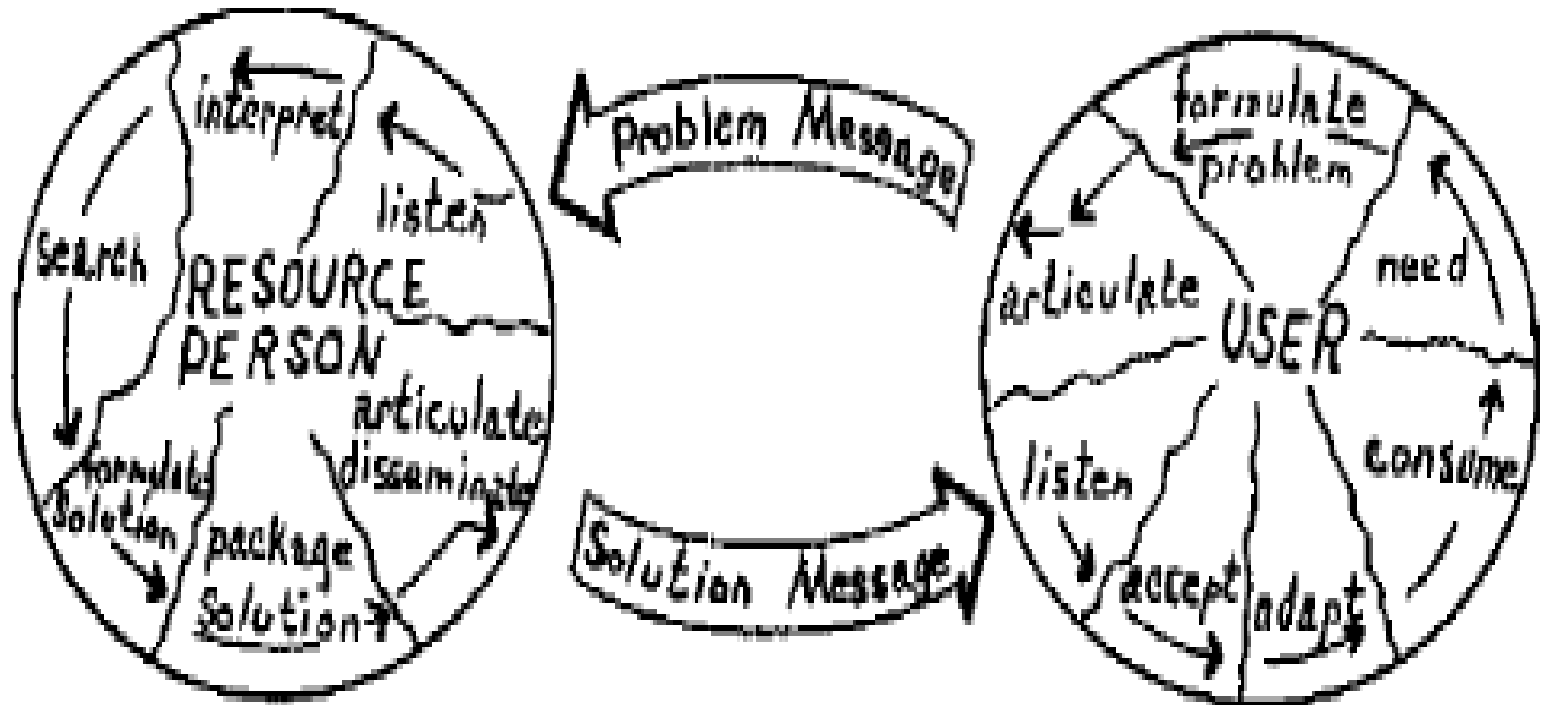
Kaynak: Debons 2005:221

Teorik Arka Plan III



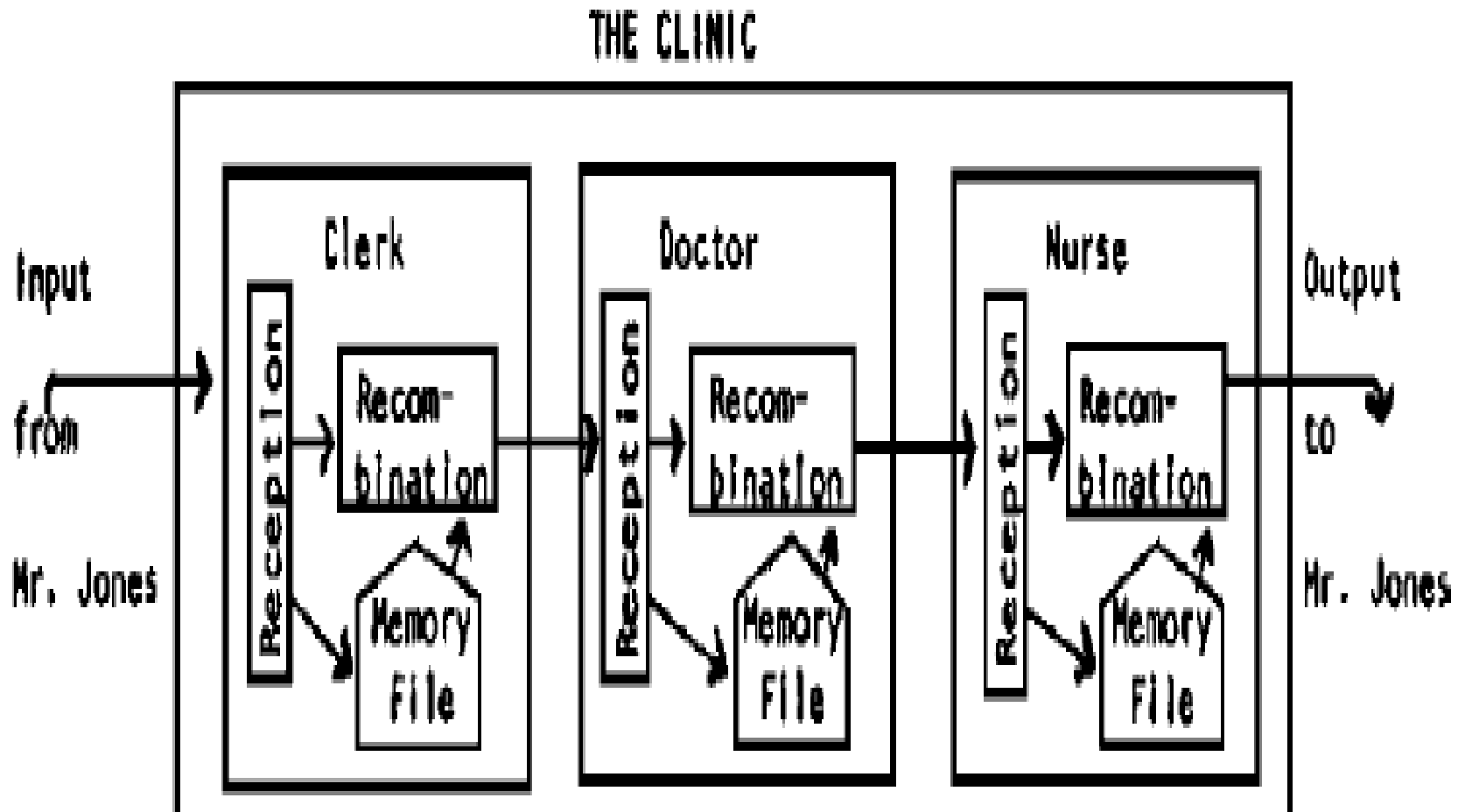
Kaynak: Debons 2005:222

Teorik Arka Plan IV



Kaynak: Debons 2005:222

Teorik Arka Plan V



Kaynak: Debons 2005:223

Tarihçe I

- ❑ SVP (s'il vous plait)
- ❑ Posta, Telgraf, Telefon
- ❑ ABD => FIND/SVP
- ❑ SVP => 23 ülke (Levine 1995)
- ❑ 1960'ların sonu, 1970'lerin başındaki şirket oluşumları (Warnken 1981)
 - ❑ Information Resources
 - ❑ Information Access Corporation
 - ❑ Info-motion ...

Tarihçe II

- ❑ *Directory of Fee-Based Information Services (1977) => 87 şirket*
- ❑ *Directory of Fee-Based Information Services (1980-1981) => 257 hizmet*
- ❑ *The Burwell World Directory of Information Brokers (1998) => 51 ülkede 1800'den fazla şirket* (Stoytcheva 1999)

Tarihçe III

- ❑ 1970'ler ve 1980'ler => “rip and ship”
- ❑ Çevrimiçi kaynaklar
- ❑ Kütüphanecilerin kütüphane dışına çıkması
- ❑ Farklı iş tanımlamaları
- ❑ 1987 => Association of Independent Information Professionals (AIIP)

http://www.aiip.org/

File Edit View Favorites Tools Help

Google Search

Share Sidewiki Bookmarks Check Translate AutoFill Sign In

Convert Select

Favorites Association of Independent Information Professi...



E-mail

Password

Remember me

[Forgot password](#)

- Home**
- i to i - The Blog**
- President's Update**
- AIIP in the News**
- What Is an Independent Information Professional?**
- Just Getting Started?**
- Join AIIP!**
- Membership Benefits**
- Hire an Information Professional**
- AIIP Connections - Member Publication**
- Calendar**
- Annual Conference: April 7-10, 2011**
- Awards and**

AIIP is the premier industry association for the Independent Information Professional

Our membership consists of more than 500 business owners from more than 20 countries around the world. AIIP member firms provide research and consulting services across a wide variety of industries. [Inquire about membership today.](#)

			
Why hire an info pro?	Find an info pro!	Join other info pros!	Meet other info pros!

KNOWLEDGE DELIVERED

Browser address bar: <http://www.aiip.org/WhyHireAnIP>

Navigation: File Edit View Favorites Tools Help

Search: Google Search

Tools: Share, Sidewiki, Bookmarks, Check, Translate, AutoFill

Convert Select

Favorites: Association of Independent Information Professi...



E-mail

Password

Remember me

Login [Forgot password](#)

- Home
- i to i - The Blog
- President's Update
- AIIP in the News
- What Is an Independent Information Professional?
- Just Getting Started?
- Join AIIP!
- Membership Benefits
- Hire an Information Professional
- Why Hire An Information Professional?
- AIIP Connections - Member Publication
- Calendar

Why Hire an Information Professional?

Hiring a member of the Association of Independent information Professionals (AIIP) saves you time and money by letting you focus on making decisions, products, and sales.

Spend your time *using* information, not *looking* for it.

[Browse the AIIP Business Directory](#) and bring an AIIP member onto your team today!

For more on how members' expertise supports vertical industries:

[White Paper: The Independent Information Professional](#)

Knowledge and Access

AIIP members offer top-quality assistance in locating, analyzing, and applying information.

- Members use premium, subscription-based online research tools.
- Members are expert consultants with professional degrees in information science and other specialty fields.
- Members provide value-added brainpower for short- and long-term projects.

Services



http://www.aiip.org/WhyHireAnIP

File Edit View Favorites Tools Help

Google Search Share Sidewiki Bookmarks Check Translate AutoFill

Convert Select

Favorites Association of Independent Information Professi...

Calendar

**Annual Conference:
April 7-10, 2011**

**Awards and
Recognition**

Volunteer Spotlight

**Sponsors and
Supporters**

**Marketing to AIIP
Members**

About AIIP

Contact Us

Member Log-In

Site Map

Services

AIIP members provide an array of information-focused services.

- **Business Research and Analysis** - Business reports; competitor/company profiles and financials; scenario planning; financial, demographic and other projections; strategic and business analysis and planning.
- **Market and Industry Research and Analysis** - Industry profiles; media scans; clipping services or RSS feeds on industries or competitors; collection, organization and filtering of data; environmental scans; patent literature analysis; policy tracking and analysis; technology scouting; economic development support.
- **Online Information Searching** - News searches; commercial database literature searches.
- **Information/Knowledge Management** - Information and knowledge management analysis and planning; document management systems; archive organization; wiki development; oral histories; information audits.
- **Writing, Editing and Document Creation** - Reports, white papers, and proposals; editing; fact checking; publishing.
- **Training and Consulting** - Presentations or workshops on research techniques; consulting on information sources.
- **Library Setup and Maintenance** - Needs assessment; space planning; collection development; cataloging; maintenance of the library's in-house collection.

page updated 23 October 2010

AİP

- ❑ Kütüphanecilik arka planı
- ❑ 1995 => üyelerin dörtte üçü kütüphanecilik alanında yüksek lisans derecesine sahip
- ❑ 2005 => üyelerin yarısından azı kütüphanecilik lisans derecesine sahip; dörtte birinin farklı alanlarda (çoğu işletme) yüksek lisans derecesi var
- ❑ Pazarlama, ekonomi, hukuk, bilgisayar

İlgili Kavramlar

- ❑ Information broker
- ❑ Information consultant
- ❑ Freelance librarian
- ❑ Info-entrepreneur
- ❑ Entrepreneurial librarian
- ❑ Independent information professional
- ❑ Information intermediary
- ❑ ...



WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Interaction
 - Help
 - About Wikipedia
 - Community portal
 - Recent changes
 - Contact Wikipedia

Article Discussion

Read Edit View history

Search

Information broker

From Wikipedia, the free encyclopedia

An **information broker**, also known as an independent information professional or information consultant, is a person or business that researches information for clients. Common uses for information brokers include market research and patent searches, but can include practically any type of information research.

Contents [hide]

- 1 Prerequisites
- 2 History
- 3 Employment Prospects
- 4 Fiction
- 5 See also
- 6 References
- 7 External links

Prerequisites

[edit]

A Master's degree in library science (M.L.S.) or in library and information science (M.L.I.S.) is required. Often, brokers have an additional master's or Ph.D. in a specialized field, such as legal services for example.

History

[edit]

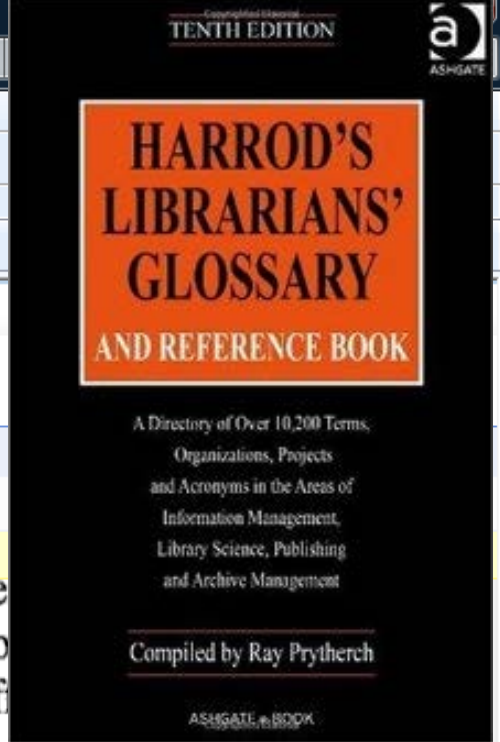
In 1977 Kelly Warnken published the first fee-based information directory, which continues to be published and has expanded to cover international concerns. The Association of Independent Information Professionals, the first professional association devoted to information brokers, was formed in [Milwaukee](#) in 1987. The profession has its roots in 1937 when [librarians](#) and other information professionals formed an organization called the [American Society for Information Science and Technology](#) in an attempt to establish their professional identity separate from public libraries.

Harrod's librarians' glossary and reference book a directory of over 10,200 ... By Raymond John Prytherch

1 Review
Write review
About this book
Search in this book Go
Add to My Library

Get this book
Ashgate Publishing
Amazon.com
Barnes&Noble.com
Books-A-Million
Find in a library
All sellers »
Related books
All related books »
Sponsored Links
Free Digital Library

Result 2 of 4 in this book for broker - <Previous Next> - View all
Information audit. The examination and evaluation of e
sources, services and products in an organizatio
developing a strategy for their more efficient and ef
promotion, use or marketing.
Information broker. An information worker who sells a personal service on
a commercial basis, probably operating as a Freelance self-employed
individual, offering information gathering, research, and information-
marketing services. *See also* **Broker.**
Information centre. Usually an office, or a section of a bibliographical
centre, research bureau or documentation centre, which gives inform-
ation on a subject with which the organization providing the facilities of
the centre is concerned. Staffing varies, but may include any or all of
the following: research officers, librarians, bibliographers or trained
information officers. It may include the functions of a Special library



LIBRARY MANAGEMENT

INFORMATION BROKERS AND INFORMATION CONSULTANTS

Diane Broughton, Lissa Blackburn and Lesley Vickers

WHAT IS AN INFORMATION BROKER?

The term "information broker" is but one of a bewildering array of terms used to describe any individual or organisation operating outside, or on the fringes of, the traditional public-funded library arena. Other terms used by those who operate in this field include information consultant, fee-based information service, freelance librarian, information specialist, information intermediary and infomediary[1, p. 1].

The *Oxford English Dictionary* defines a broker as "...one who acts as a middleman... a retailer of commodities"[2]. Though the term "information broker" might convey images of the stock exchange, it does suggest some kind of intermediary service, and the profit motive, both of which are central elements. Information may be his or her commodity, but the information broker is

According to Rosen, an information broker is "someone able to extract information, to repackage it quickly, economically and expertly in a form wanted by a particular user"[4, p. 10].

Librarians confined to institutions often define information brokers as those who copy large amounts of notes from their institutions' periodicals on behalf of their clients, who then pay the brokers undisclosed (large, undeserved) amounts of money. They are often seen as "boss-less, free-wheeling, unfettered, unhampered persons; a not-so-particular professional librarian who must be having an awful lot of well-paid fun"[5, p. 186].

Basically an information broker is someone who collects information from various sources, rearranges it to suit a client and then sells it to the client.

While an information broker collects and



ALSO VISIT THE NEW
INFOENTREPRENEURS-MONTREAL.ORG
SITE!

The content of the main portal is chock full
of resources destined for metropolitan
entrepreneurs



VIRTUAL AGENT

Hello, I am Julie, your
virtual agent.

I answer questions on a
wide range of topics,
from business ideas to
exit strategies, from
financing to regulations.



BUILDING MY SUCCESS

SEARCH

BY PROFILE

Find the programs, services and
resources that meet YOUR
needs.

CATALOGUE

LIBRARY

Consult our library catalogue for
a vast collection of PDF
documents.

NEWS

ENTREPRENEURSHIP

- Contests
- Events
- Trade missions

Read all the news

SERVICES

- INFORMATION
- RESEARCH
- CONSULTING
- VENTURE CAPITAL

gündem

25 Eylül 1997, Perşembe

21'inci Yüzyıl'ın meslekleri

Tempo Dergisi, 21'inci Yüzyıl'a damgasını vuracak meslekleri araştırdı. Bu mesleklerin başını lojistik görevlileri çekiyor. Meslekler farklı alanlarda da olsalar, hepsi de "bilgi" ve "İnternet" temeli üzerinde yükseliyor.

Değişen dünya, klasikleşen bazı meslekleri de tarihin tozlu raflarına kaldırıyor. Bunu yaparken kendi rüzgarına kapılmış yeni meslekleri de beraberinde getiriyor. Bir kuşak sonrasını yönlendirecek bugünün okuyan gençliği de daha şimdiden kendileri bu mesleklerin cazibesine kapılmış durumda.

Bilgi, bu yeni mesleklerin en önemli ortak noktası. Bilgiye sahip olan veya ona hızla ulaşanlar, bunları diğerlerine iyi fiyata aktarıyor. Bunda da önemli unsur, bilgisayar ve İnternet. Yeteneklerle pekiştirildiğinde müthiş ufuklar açan bu meslekleri Tempo Dergisi bu haftaki sayısında biraraya getirdi.

GELECEĞE ŞİMDİDEN YATIRIM

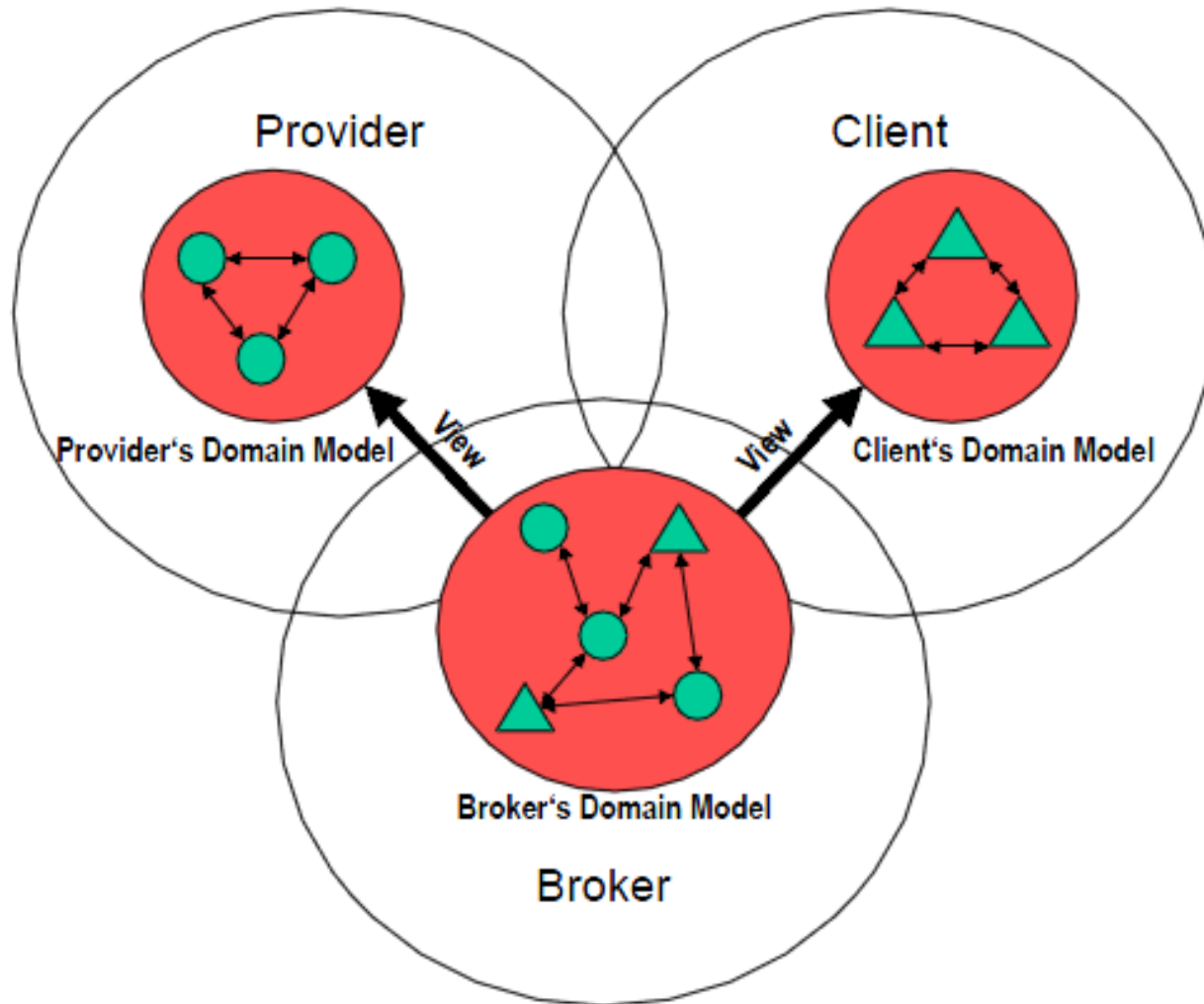
Hem öğrenciler, hem veliler için başvuru niteliğindeki 50 yeni meslek Tempo'nun son sayısında şöyle sıralandı:

- 1- Lojistik görevli, 2- Büro yöneticisi, 3- Denetleyici, 4- Pazarlama stratejisi uzmanı, 5- Üretim teknisyeni, 6- Fon yöneticisi, 7- Kuruluş danışmanlığı, 8- Analist, 9- Sigortacı, 10- Vergi danışmanları, 11- Stajyer avukatlar, 12- İktisat denetmeni, 13- Kriz danışmanı, 14- Halkla ilişkiler uzmanı, 15- İnsan kaynakları uzmanı, 16- Laboratuvar yardımcısı, 17- Biyoteknisyen, 18- Mikroteknisyen, 19- Topyektün gazeteciler, 20- Pembe dizi koordinatörü, 21- Grafiker, 22- Medya yöneticisi, 23- Yapımcı, 24- Bilgi simsarı, 25- Online editörleri, 26- Multimedia eğitmeni, 27- Online tüccarı, 28- Ekran tasarımcısı, 29- Sistem danışmanı, 30- Bilgi işlem elemanı, 31- Alerji uzmanı, 32- Yaşlılık menajeri, 33- Yaşam danışmanı, 34- Gastronom, 35- Pazarlamacı, 36- Ev yardımcısı, 37- Alternatif hekimlik, 38- Otel yöneticisi, 39- Emlak komisyoncusu, 40- Hastane yöneticisi, 41- Hastabakıcı, 42- Medyatör, 43- Psikoterapist, 44- Psikiyat, 45- Emeklilik danışmanı, 46- Servis uzmanı, 47- Sistem gastronomu, 48- Yapı uzmanı, 49- Turist rehberi, 50- Fitness uzmanı.

- information consultant;
- information broker;
- freelance librarian;
- information specialist;
- information retailer;
- infomediary;
- independent information consultant;
- cybrarian;
- info-entrepreneur;
- intelligence manager.

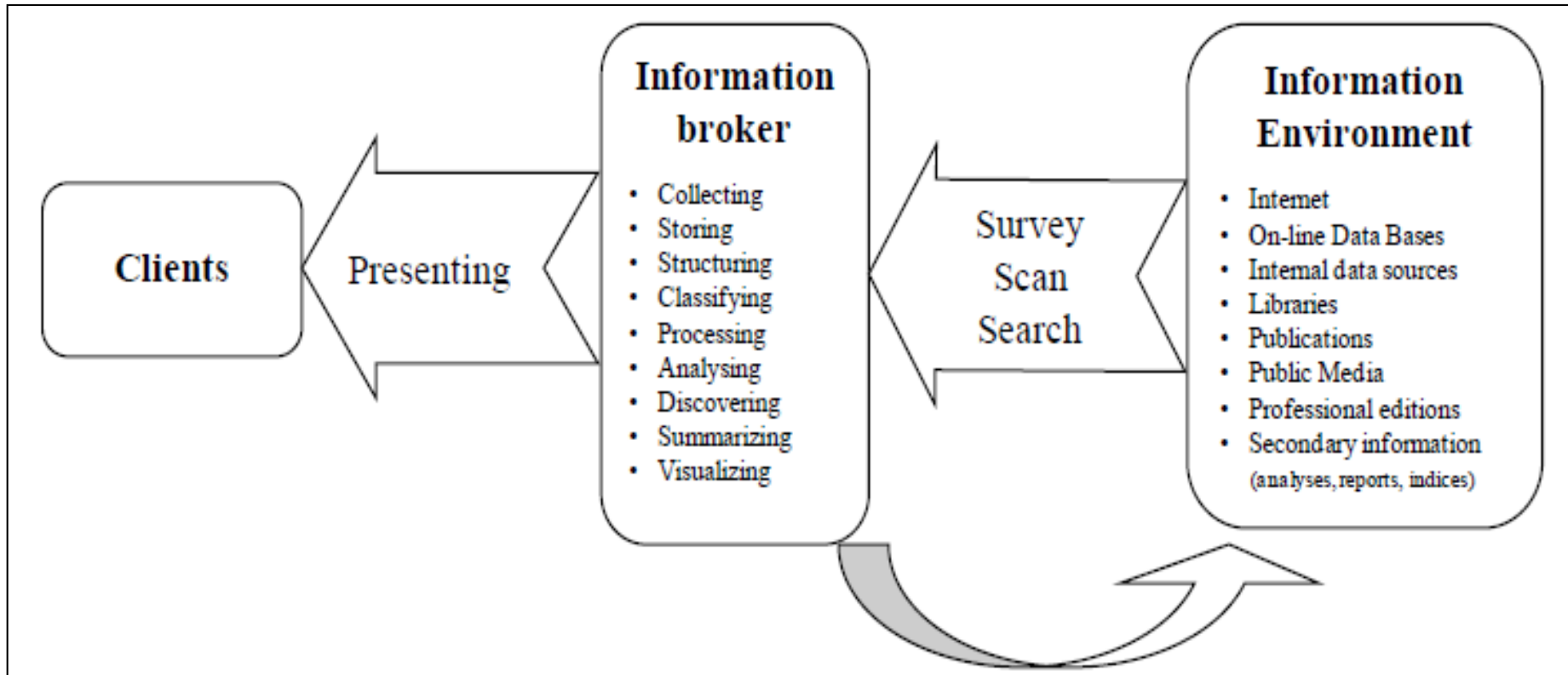
Kaynak: Wormell, Olesen ve Mikulas 2011:3

Roller ve Modeller



Kaynak: Klemke 2002:10

Roller



Kaynak: Christozov ve Toleva-Stoimenova, 2014:114

Bilgi Danışmanında Bulunması Gereken Özellikler

- ❑ Bilgiye nasıl erişileceği konusunda bilgi
- ❑ Kişisel iletişim
- ❑ Satış becerisi
- ❑ Teknoloji konusunda kendini yenileyebilme
- ❑ Belli konularda uzmanlık bilgisi
- ❑ ...

Bilgi Girişimcisinin Yetenekleri

- ❑ People skills
- ❑ Entrepreneurial skills
- ❑ Business skills
- ❑ Information skills (Bates 2005:202-204)

Yetenekler Yetenekler Yetenekler!

Concentration	Can you focus on a task (for example writing a document with a great deal of complex detail) for extended periods? If interrupted, can you quickly pick up where you left off?		
Multi-tasking	Can you keep the particulars of multiple assignments straight? When a client calls, can you instantly switch gears and remember 'where you are'?		
Patience	Can you tolerate repeated delays? How do you react when asked for the same information many times over? Would you feel frustrated if your proposal wasn't accepted as is, and quickly?		
Equanimity	Suppose a client does the opposite of what you recommend – or client staff strongly criticise your proposed solution – how would you feel and react?	Communication	Are you able to communicate your capabilities, ideas and recommendations clearly and compellingly? Can you respond with dignity to requests such as 'Please provide proof your approach will save us money'? Can you smoothly convince someone that what he has asked for is not what he needs and that you have a better idea?
Quick study	Can you absorb masses of new information and 'get the picture' quickly?	Relationship management	Do you easily form good relationships with others? Are you good at interpersonal dynamics? Do people tend to trust you and like you? Do you project authority and competence? Do you have a large personal and professional network?
		Projecting credibility and gaining trust	Do you come across as competent and confident? Do people usually get the immediate impression you know what you are doing? Do you have the ability to gain support and cooperation from others?
		Negotiating	Are you able to negotiate what you want and leave the clients feeling they got a good deal? Can you agree to a lower compensation without compromising the value message?

Kaynak: Wormell, Olesen ve Mikulas 2011:28

Yeni Kariyer Alanı?

ÖNERİ-YORUM

Bilgi danışmanlığı

A+ A-

Güzel Atlar diyarı **Kapadokya**'da, **Ürgüp**'e tepeden bakan yerleşkede, bilgi ve belgeyi tartışıyoruz. Niğde ve Ankara Üniversitesi'nin ortaklaşa düzenlediği "**Bilgi Eksenli Kuram ve Uygulamalar**" sempozyumunda, **sorgulayıcı** ve **çözümleyici** yaklaşımlar sunuluyor. Dünyün **kütüphaneci** kavramının **bilgi ve belge yöneticilerine** dönüştürüldüğü ortamda, acaba bu **bilgi mabetlerinin** adından başka **değiştirilmesi** gereken bir şeyler yok mu?

Bilgiye erişim, teknoloji sayesinde mümkün ve mobil araçlarla da her birimizin **cebine** girdi. Ancak **hayata değer** katacak, işimizi **kolaylaştıracak** bilgiye ulaşmak, daha da **derin bir sorun** halini aldı. Şu ana kadar **180 milyona** yakın kitap basıldı, **1.7 milyon** raflarda, **8 milyar web** sayfası indekslendi, **kaç trilyon web olduğu** ise küresel efsaneler arasında. Bu ortamda bizleri "**doğru zamanda, doğru fiyatta, doğru bilgiye**" ulaştıracak insanlara duyulan ihtiyaç tanımlanmış oluyor.

İşi zaten bilgiyi **tasnif** etmek, **yaymak** ve katma **değerli** hale getirmek olan kütüphane öbeğindeki enerjiyi, pekâlâ **yeniden** tanımlayabiliriz. Yalnızca okullar ya da kamu değil, özellikle **iş dünyası**, nitelikli bilgiye ulaştığı ölçüde **rekabet avantajı** yakalayabiliyor.

Prof. Dr. Oya Gürdal Tamdoğan; "**dönüşmeliyiz**" diyor; "her birimiz **bilgi danışmanlığı** yetileri kazanarak yeni bir kariyer alanı oluşturabiliriz. Katacağımız değer danışanla birlikte ihtiyaç duyulan bilgiyi "**tanımlama, çözüm geliştirme** ve bunu **hayata geçirme**" süreciyle ilerleyecektir.

Şirketler için de **bilgi belge yöneticileri** için de iki haberim var: Nitelikli bilgi, **bedava değil**, erişimi uzmanlık gerektirir ve kütüphaneler artık karar alınan her **masaya** taşınmak zorunda. Bizler olsak da olmasak da...



Yazıyı Dinle

Bu haberin ses dosyası henüz hazır değil.

Yazar Arşivi Yazara e-posta

Yazıyı Gönder Çıktı Al

60 6 0

Beğen Tweet +1

İletişim

SMS: SEO yaz boşluk bırak mesajını yaz 4122'ye gönder.
(1,60TL) MH:02165317373

Bilgi Danışmanlığını Etkileyen Faktörler

- ❑ Bilgi miktarındaki artış
 - ❑ Ücretsiz olarak ulaşılabilecek bilgi miktarındaki artış
- ❑ Çok fazla yanlış/eksik bilgi
 - ❑ Bilgiyi doğrulama gereksinimi
- ❑ Bilgiye verilen değer
 - ❑ Sorunları çözme aracı olarak bilgi kullanımı
- ❑ Küreselleşme
- ❑ Çevrimiçi ortam

Tartışma!



Kaynaklar

- Bates, M.E. (2005). The changing role of the info-entrepreneur. *Advances in Librarianship*, 29, 187-222.
- Bressan, S. ve Lee, T. (1997). Information brokering on the World Wide Web. => <http://citeseer.ist.psu.edu/viewdoc/download;jsessionid=26A6A342BAF125D07CC2490101842EAB?doi=10.1.1.50.1225&rep=rep1&type=pdf>
- Christozov, D. ve Toleva-Stoimenova, S. (2014). The role of information brokers in knowledge management. *Online Journal of Applied Knowledge Management*, 2(2), 109-119.
- Debons, A. (2005). Information counseling. (pp. 217-227) *Encyclopedia of Library and Information Science*. Edited by M.A. Drake. Boca Raton: Taylor & Francis.
- Klemke, R. (2002). *Modelling context in information brokering processes*. Doktora tezi (Rheinisch-Westfälischen Technischen Hochschule Aachen). => <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.141.6077&rep=rep1&type=pdf>
- Levine, Marilyn M. (1995). A brief history of information brokering. => <http://www.asis.org/Bulletin/Feb-95/levine.html>
- Stoytcheva, V. (1999). *Business plan for a start-up of an information brokering company*. Yüksek lisans projesi (School of Information and Library Science of the University of North Carolina at Chapel Hill). => <http://www.ils.unc.edu/MSpapers/2563.pdf>
- Warnken, K. (1981). *The information brokers: How to start and operate your own fee-based service*. New York: Bowker.
- Wormell, I. Olesen, A.J. ve Mikulas, G. (2011). *Information consulting: Guide to good practice*. Oxford: Chandos.