

Bilgi Danışmanlığı

Umut Al

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Plan

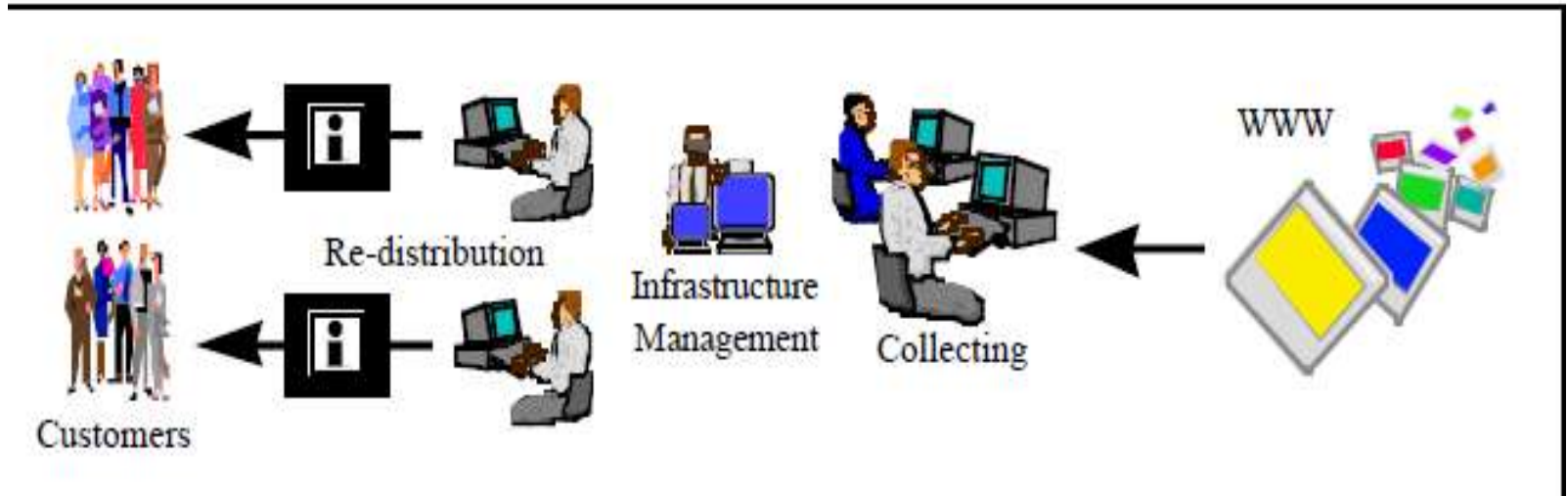
- ❑ Bilgi danışmanlığı - anlaşılabilirlik
- ❑ Teorik arka plan
- ❑ Bilgi danışmanlığı - tarihçe
- ❑ İlgili kavramlar
- ❑ Bilgi danışmanlığında bulunması gereken özellikler
- ❑ Bilgi danışmanlığını etkileyen faktörler

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”

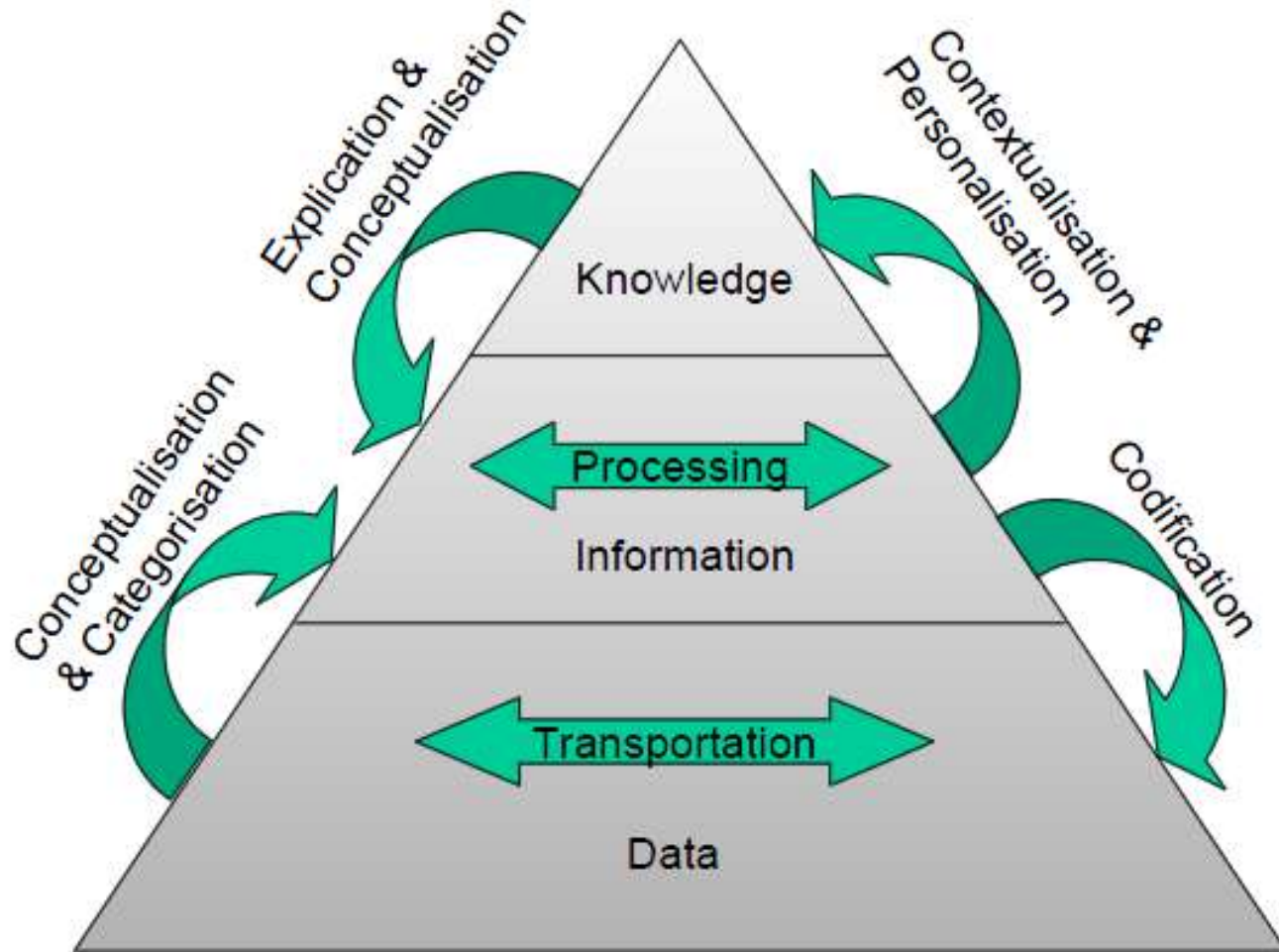
Bilgi Danışmanlığı – Anlaşılabilir II

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



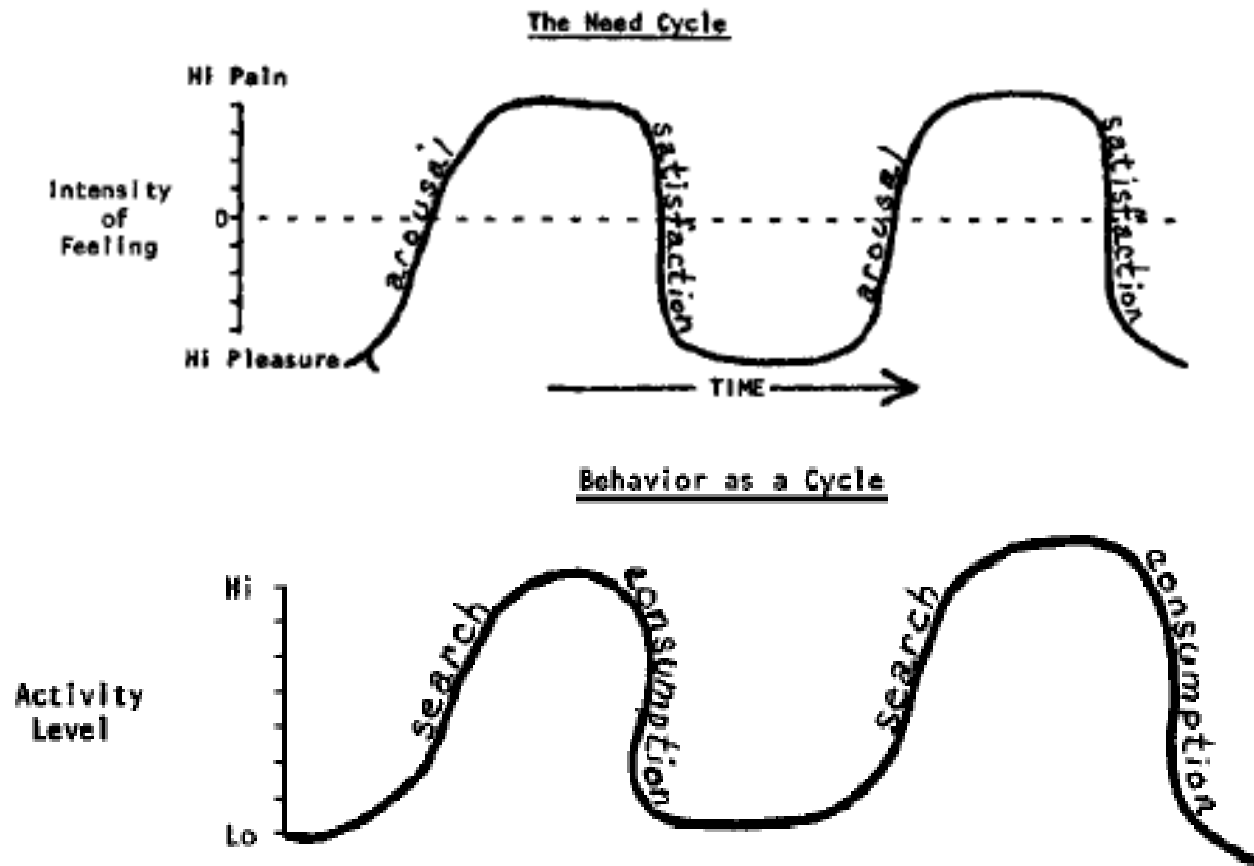
Kaynak: Bressan ve Lee 1997

Teorik Arka Plan I



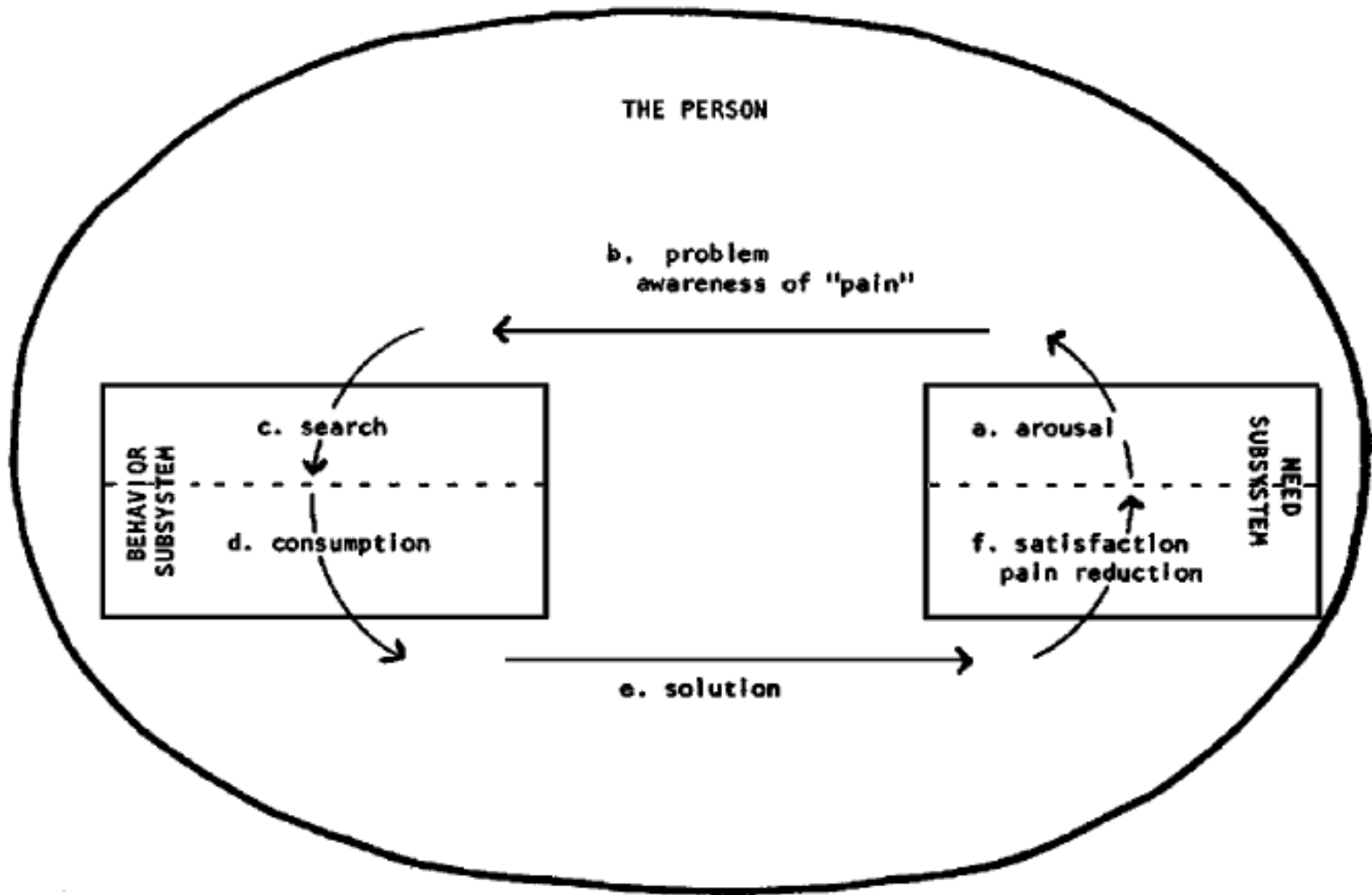
Kaynak: Klemke 2002:6

Teorik Arka Plan II



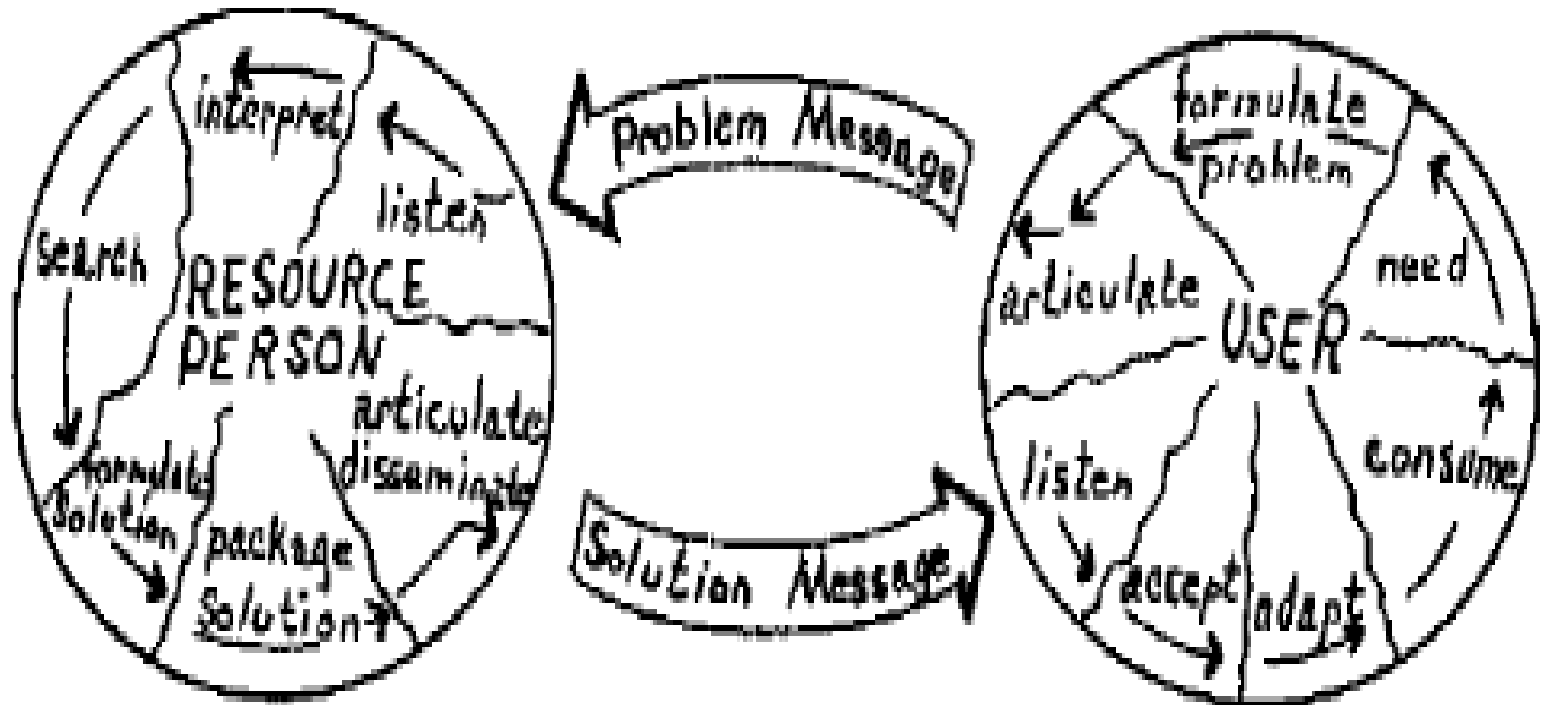
Kaynak: Debons 2005:221

Teorik Arka Plan III



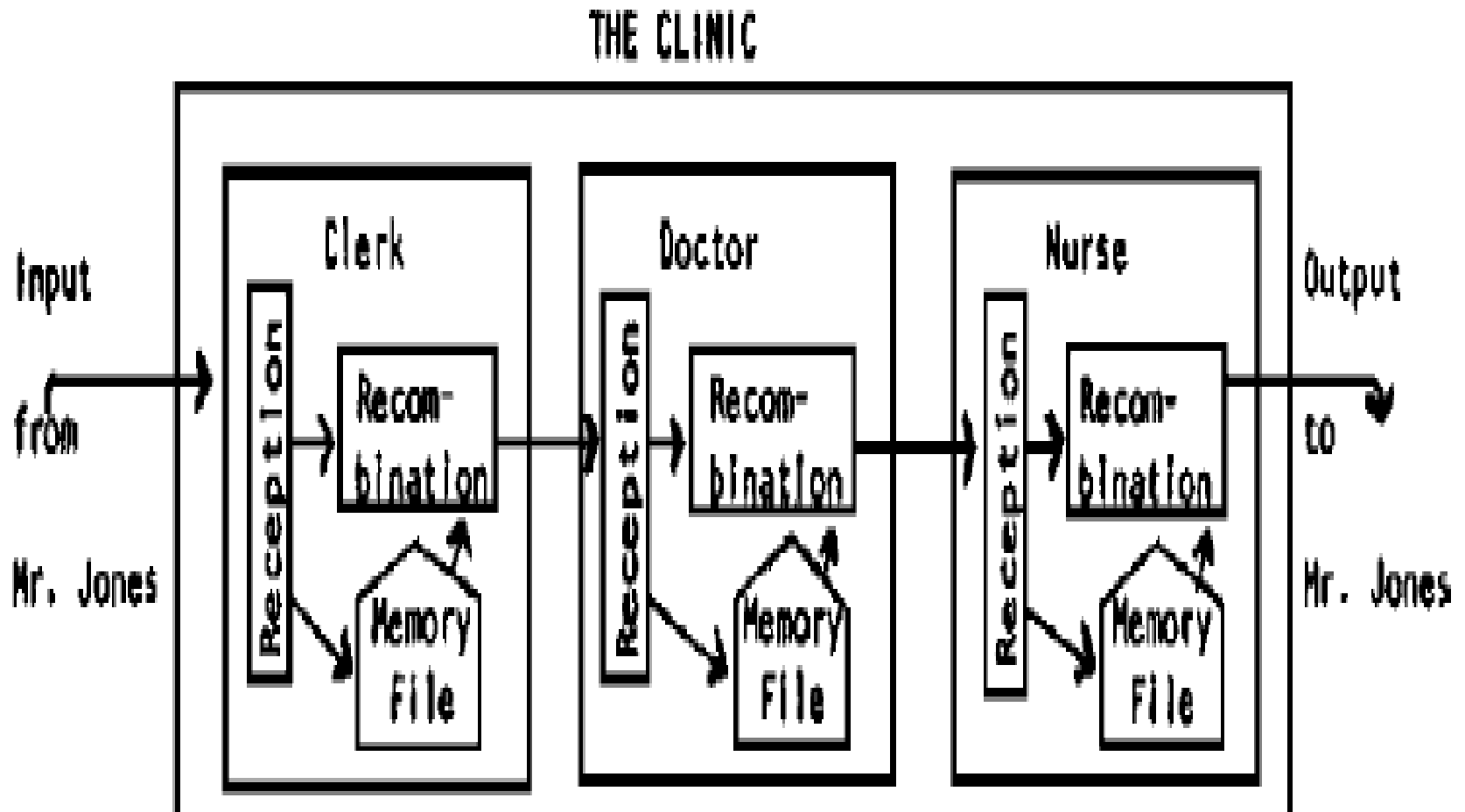
Kaynak: Debons 2005:222

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)

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WELCOME TO THE ASSOCIATION OF INDEPENDENT INFORMATION PROFESSIONALS (AIIP)

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AIIP's mission is to equip our members for ongoing business success.



WHO WE ARE

We're a professional network of independent business owners running diverse, info-centric businesses. Our members expertly leverage information to benefit their clients.

AIIP's worldwide network supports both experienced and novice information entrepreneurs. [Explore what AIIP has to offer.](#)

AIIP members provide services in these general practice areas:



Research



Marketing & Communications



Information Mgmt & Tech



Training & Consulting



Writing & Editing



FIND A RESEARCH
SPECIALIST

WE ARE RESEARCHERS

As independent information professionals (IIPs), we're both primary and secondary researchers. As primary researchers, we conduct interviews, surveys, and focus groups to get at the heart of clients' needs. We're also experts at secondary research services - scouring the internet, high value databases and literature to find the unfindable.

What do we research? Anything and everything, including companies and their competitors, markets, people, products, chemicals, patents, and more. We are experts at gathering, synthesizing, analyzing and sharing research. Regardless of the kind of work you do, AIIP may be a valuable resource for you as you grow your business.

What we have in common is the ability to find, analyze and share information in whatever breadth and depth is needed for clients to make decisions.

Types of Research Services

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- Fact-checking
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- Historical
- Legal/Legislative/Regulatory
- Markets/Marketing
- Patents/Intellectual Property
- Pharma/Bio
- Primary Research
- Private Investigations
- Prospect Research
- Public Records
- Secondary Research
- Survey Development

WE ARE MARKETING & COMMUNICATIONS SPECIALISTS

As independent information professionals (IIPs), we are experts at honing in on clients' needs to produce original content and programs for marketing their businesses. We help clients with social media, marketing campaign planning, collateral development, web design, surveys and more.

What we have in common is the ability to personalize clients' messages and market their products to a diverse set of customers.



FIND A MARKETING &
COMMUNICATIONS
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Types of Marketing & Communications Services

- Marketing/Advertising/PR
- Data Visualization
- Design and User Experience
- Social Media Management
- Speaking/Presentations
- Survey Development
- Translations
- Web Content Development
- Web Analytics/SEO
- Website Design/Development



FIND AN INFORMATION MANAGEMENT SPECIALIST

WE ARE INFORMATION MANAGEMENT & TECHNOLOGY SPECIALISTS

As independent information professionals (IIPs), we help our clients make sense of the information and technology they have - or need - to grow their businesses. It can be overwhelming to keep pace with the onslaught of available information and the rapid pace of technology changes. We manage information for clients so that they know what they have and where to find it. We act as their guides while navigating technology choices and changes. We are information managers, knowledge management consultants, information architects, taxonomy specialists, project managers, library consultants, and more.

What we have in common is the ability to craft information solutions that fit our clients' needs for today and tomorrow.

Types of Information Management & Technology Services

- Information Audit/Management
- Information Science
- Information Security
- Information Technology
- Knowledge Management
- Library Services Consulting
- Project Management
- Records Management/Archives
- Taxonomy/Thesaurus Development
- Technology Services
- Web Analytics/SEO

WE ARE TRAINING & CONSULTING SPECIALISTS

As independent information professionals (IIPs), we work alongside our clients to provide top-notch training and consultative services. We help them better understand and implement information strategies to competitively grow their businesses. We offer custom training and coaching to help clients change and grow for tomorrow's challenges. Whether focusing on how to implement an information governance program, assess the competitive market, or learn to avoid internet fraud, our members help clients better navigate the complexities of business.

What we have in common is the ability to provide clients with skills and knowledge to grow their businesses.

Types of Training & Consulting Services

- Coaching
- Management Consulting
- Library Projects Consulting
- Project Management
- Speaking/Presentations
- Training



FIND A TRAINING OR
CONSULTING
SPECIALIST



FIND A WRITING &
EDITING SPECIALIST

WE ARE WRITING & EDITING SPECIALISTS

As independent information professionals (IIPs), we tell our clients' stories. From ideation to creation, editing, and publishing, we create engaging content that promotes our clients' businesses. We help clients articulate their visions through the development of white papers, blog articles, research papers, web content, and more. Our members use their creativity and publishing knowledge to make clients shine.

What we have in common is the ability to provide our clients a powerful voice to promote their products and services.

Types of Writing & Editing Services

- Grant/Proposal Writing
- Indexing/Cataloging
- Publishing
- Translations
- Web Content Development
- Writing/Editing

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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

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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

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- † Knowledge Management
- † Library Services Consulting
- † Private Investigation
- † Project Management
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- † Research - Legal/Legislative/Regulatory

- † Social Media Management
- † Survey Development
- † Taxonomy/Thesaurus Development
- † Training/Presentations
- † Translations
- † Website Development/Management
- † Web Content Development
- † Writing, Editing, and Publishing

İlgili Kavramlar

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



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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
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Prerequisites

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

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

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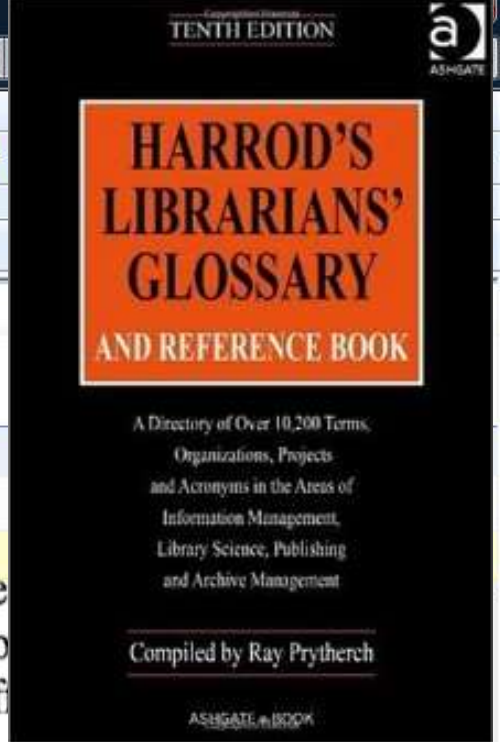
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Information audit. The examination and evaluation of e
sources, services and products in an organizatio
developing a strategy for their more efficient and ef
promotion, use or marketing.

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



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



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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- **24- Bilgi simsarı**, 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.

Bilgi Yönetiminin Kavramsal Tanımı ve Uygulama Alanları

Yaşar Tonta

Hacettepe Üniversitesi
Edebiyat Fakültesi
Bilgi ve Belge Yönetimi Bölümü
06532 Beytepe, Ankara
tonta@hacettepe.edu.tr

⁹ İlginçtir, örgütlerde bilgi yönetimi (KM) ile ilgili temel eserlerden birinde Davenport ve Prusak, “şirket kütüphanecilerinin vazgeçilmez bilgi simsarları (knowledge brokers)” olabileceğine işaret etmekte ve kütüphanecilerin sık sık gizli bilgi simsarları rolünü üstlendiklerini ve insanlarla insanlar ve insanlarla bilgi taşıyan metinler arasında bağlantı kurduklarını vurgulamaktadır (1998, s. 29). Davenport ve Prusak’ın anılan eseri Türkçeye de çevrilmiştir (Davenport ve Prusak, 2001). Arapça “komisyoncu” anlamına gelen ve dilimize de yerleşen “simsar” sözcüğünün İngilizcesi (broker) “aracı” (intermediary) anlamına da gelmektedir. Başka bir deyişle, bir “bilgi simsarı” bilgi ihtiyacı olan kişilerle bilgi sahibi olan kişiler arasında ya da bilgi ihtiyacı olan kişilerle bilgi içeren belgeler arasında “aracılık” yapar. “Simsar” sözcüğü kimilerine göre yapılan iş için bir ücret almayı çağrıştırdığından olumsuz karşılanmaktadır. (Aracılık yapan çoğu kütüphaneciler yaptıkları iş için kullanıcılardan doğrudan ücret almasalar da, bu hizmetin karşılığını maaş olarak almaktadırlar.) Bu husus dikkate alınarak, bazı bilgi ve belge yönetimi bölümünde (örneğin, Hacettepe Üniversitesi) verilen konuyla ilgili dersler “bilgi danışmanlığı” (information brokerage) olarak adlandırılmıştır. Oysa İngilizcede “bilgi simsarı” sözcüğü uzun süredir ve yaygın olarak kullanılmakta ve konuyla ilgili yayınlar yapılmaktadır (bkz. Warnken, 1981).



ismet evirgen

@ismetevirgen

Her daim neşeli, gerçekçi hayalperest,
rüzgarı ve tüm çiçekleri seven, bilgi simsarı

 Joined February 2013

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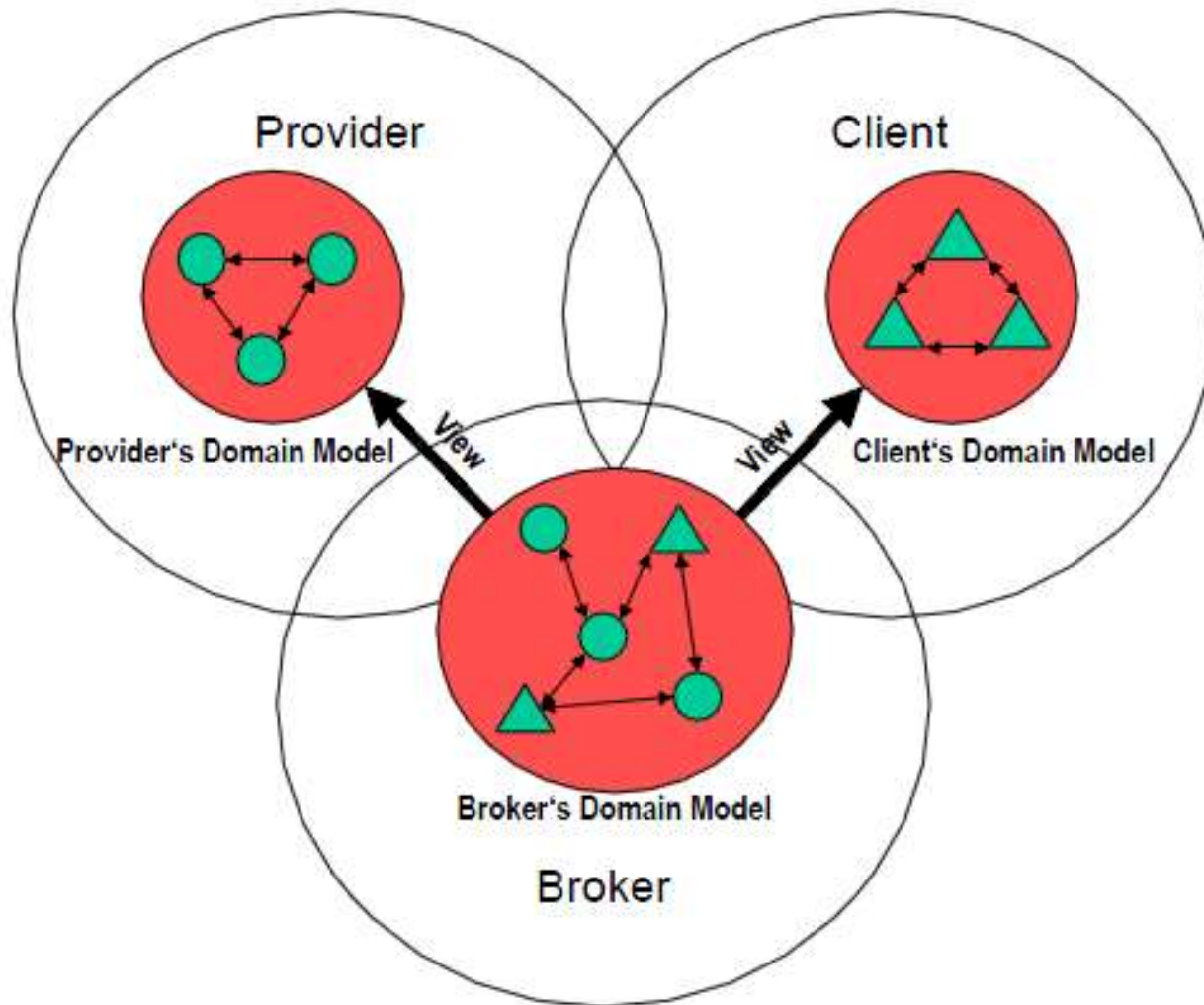


Furkansolak. Bilgi Sımsarı, Bilgi Profesyoneli,
Information Broker, Furkan Solak.

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

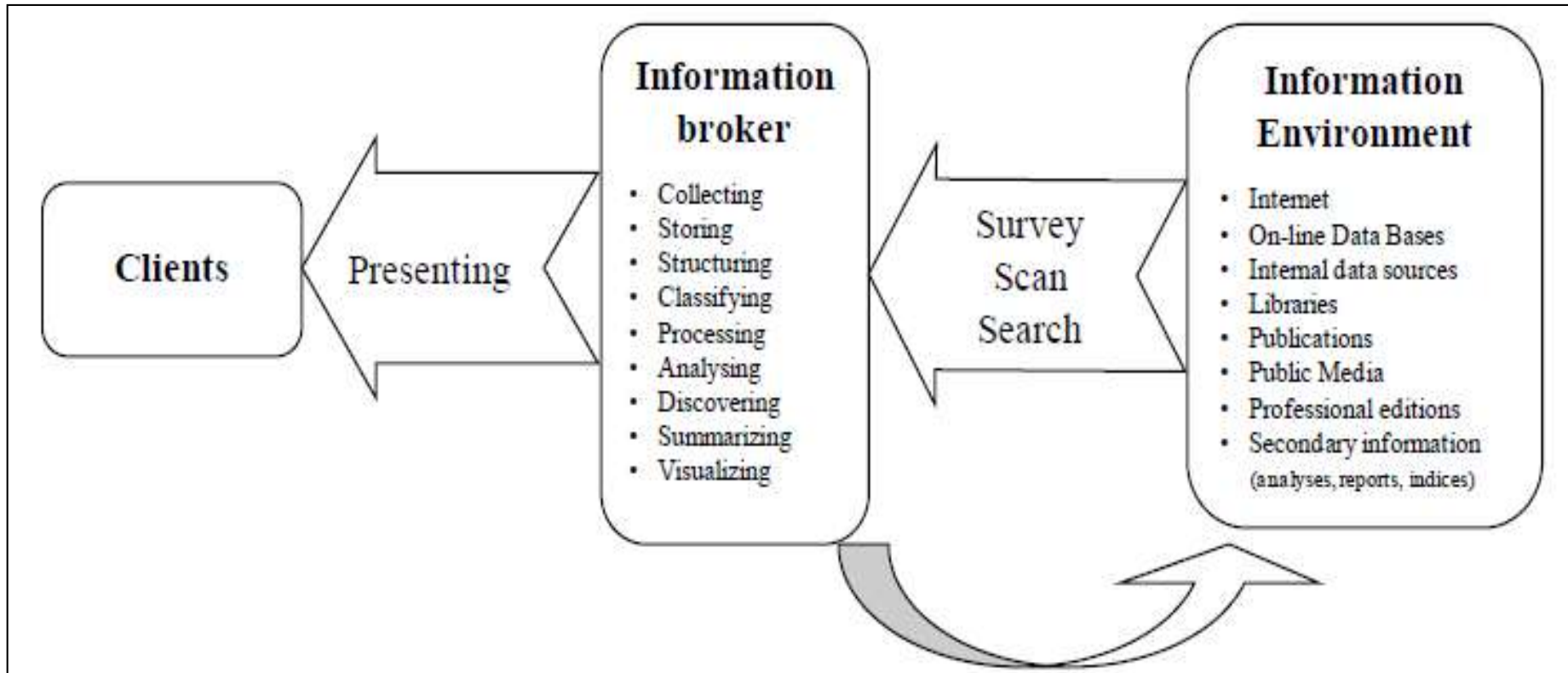
Kaynak: Wormell, Olesen ve Mikulas 2011:3

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?	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?
Quick study	Can you absorb masses of new information and 'get the picture' quickly?	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. Dünün **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** haline 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.

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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

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