

# Bilgi Danışmanlığı

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# Plan

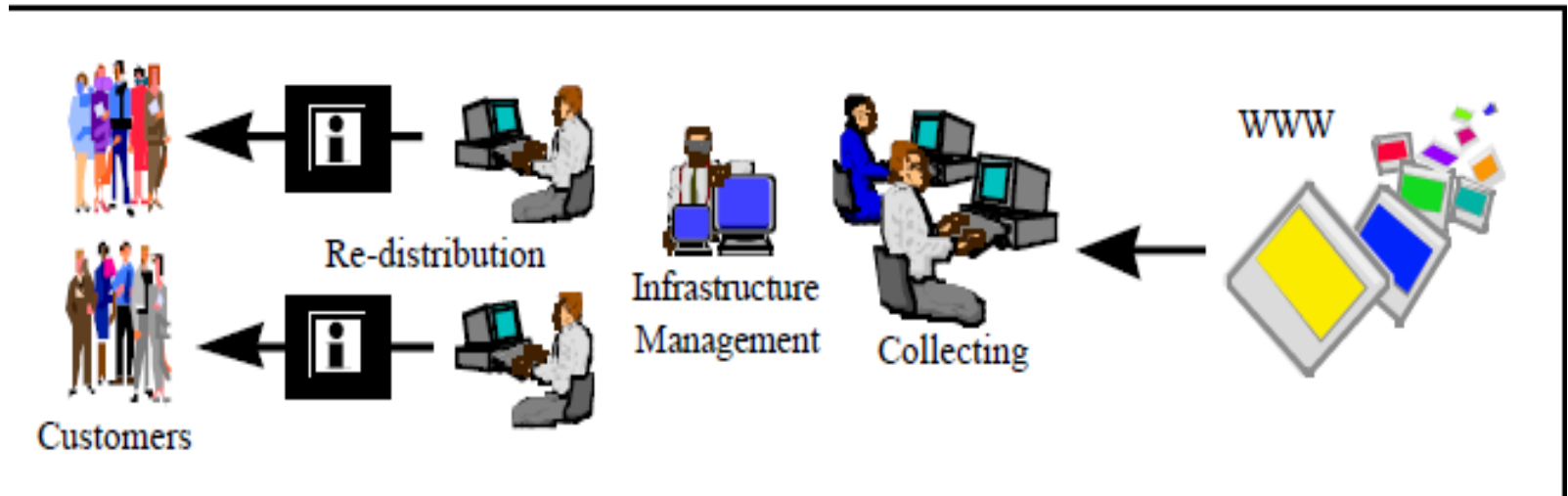
- ❑ Bilgi danışmanlığı - anlaşılabilirlik
- ❑ Teorik arka plan
- ❑ Bilgi danışmanlığı - tarihçe
- ❑ İlgili kavramlar
- ❑ Bilgi danışmanlığında bulunması gereken özellikler

# 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”

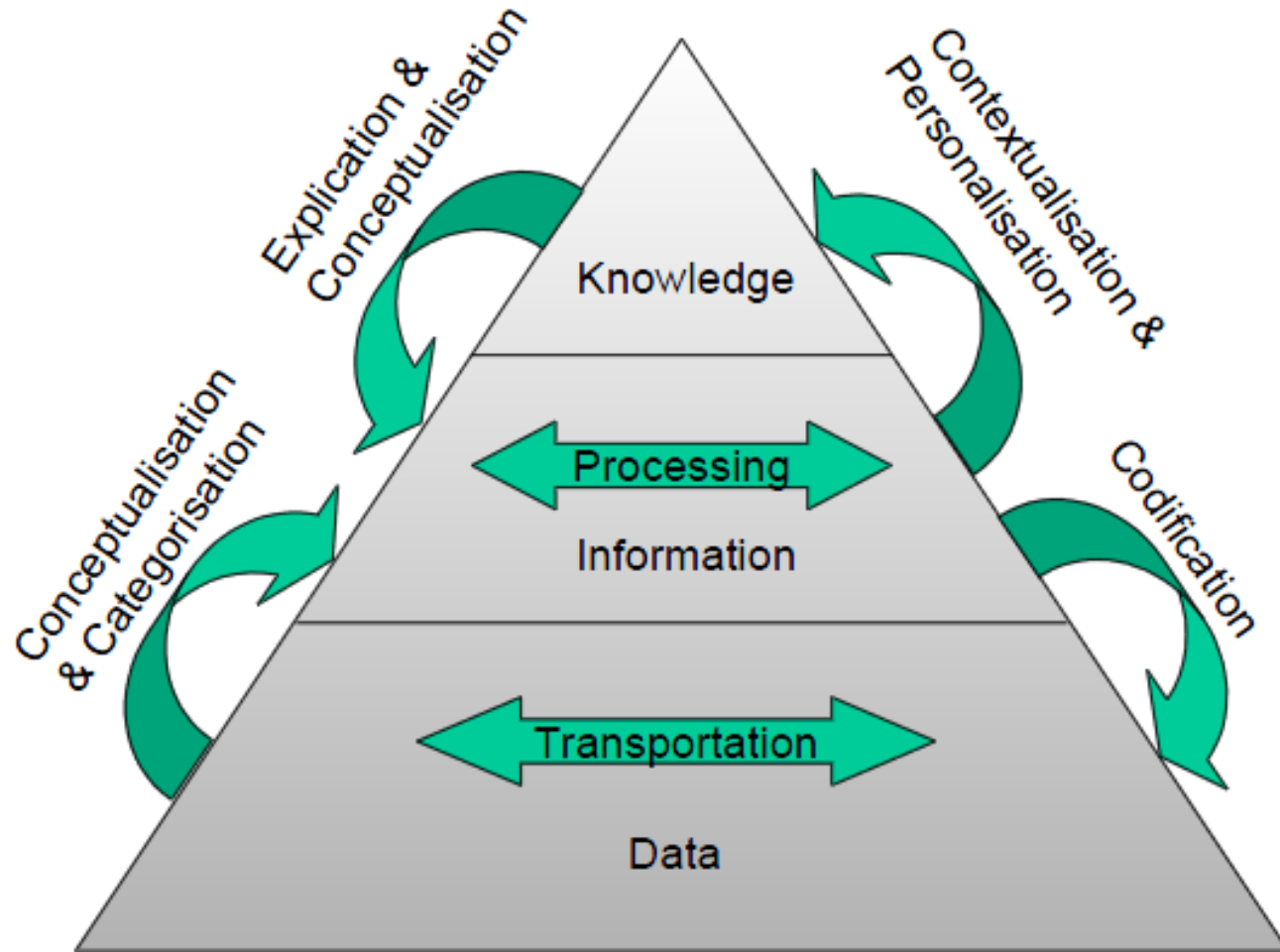
# Bilgi Danışmanlığı – Anlaşılabilir II

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



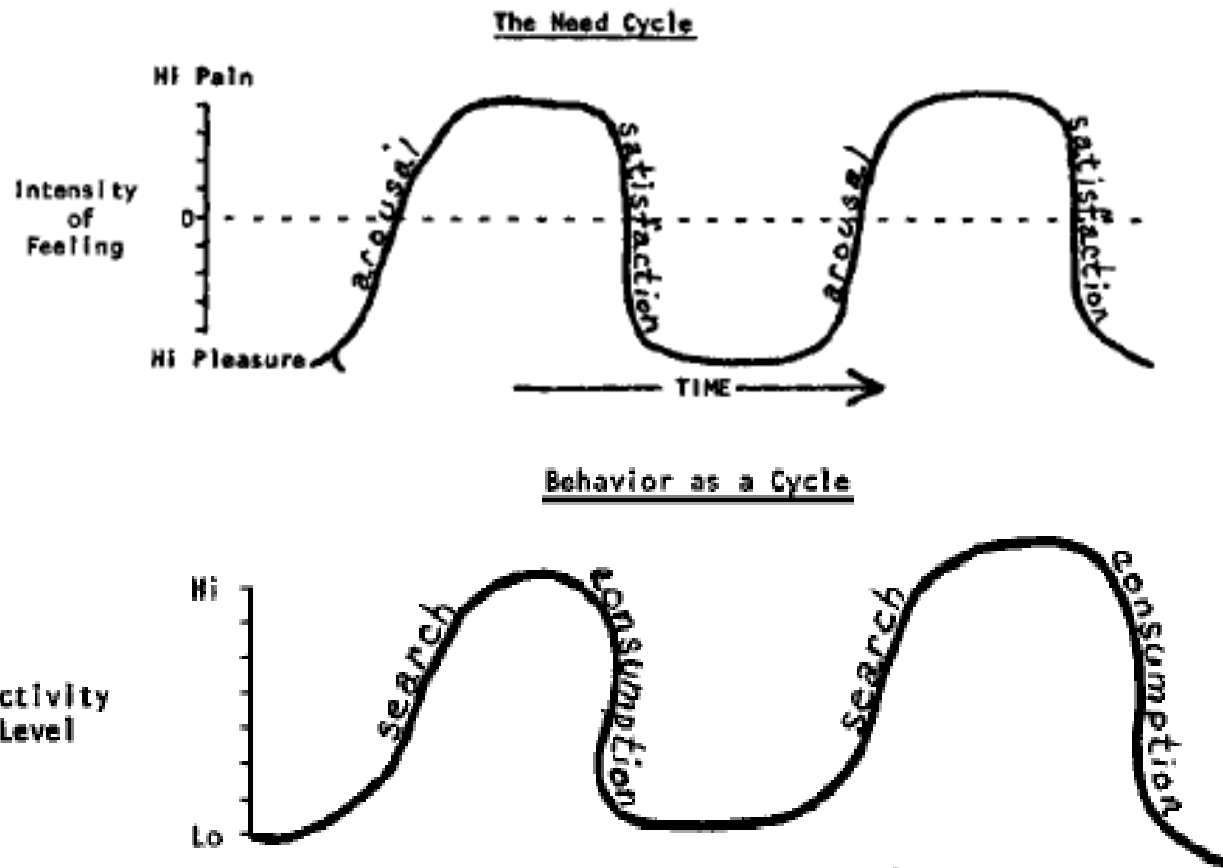
Kaynak: Bressan ve Lee 1997

# Teorik Arka Plan I



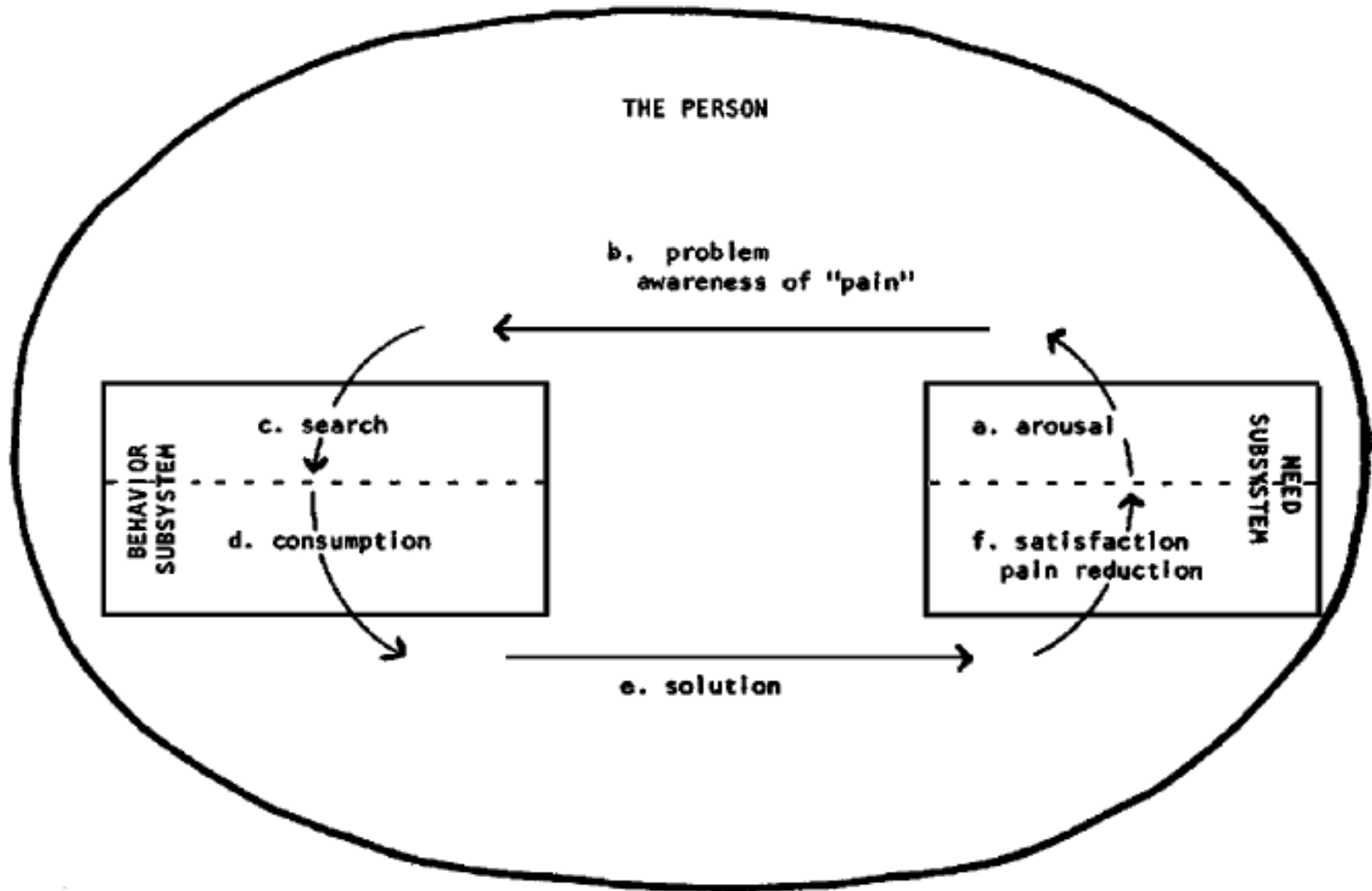
Kaynak: Klemke 2002:6

# Teorik Arka Plan II



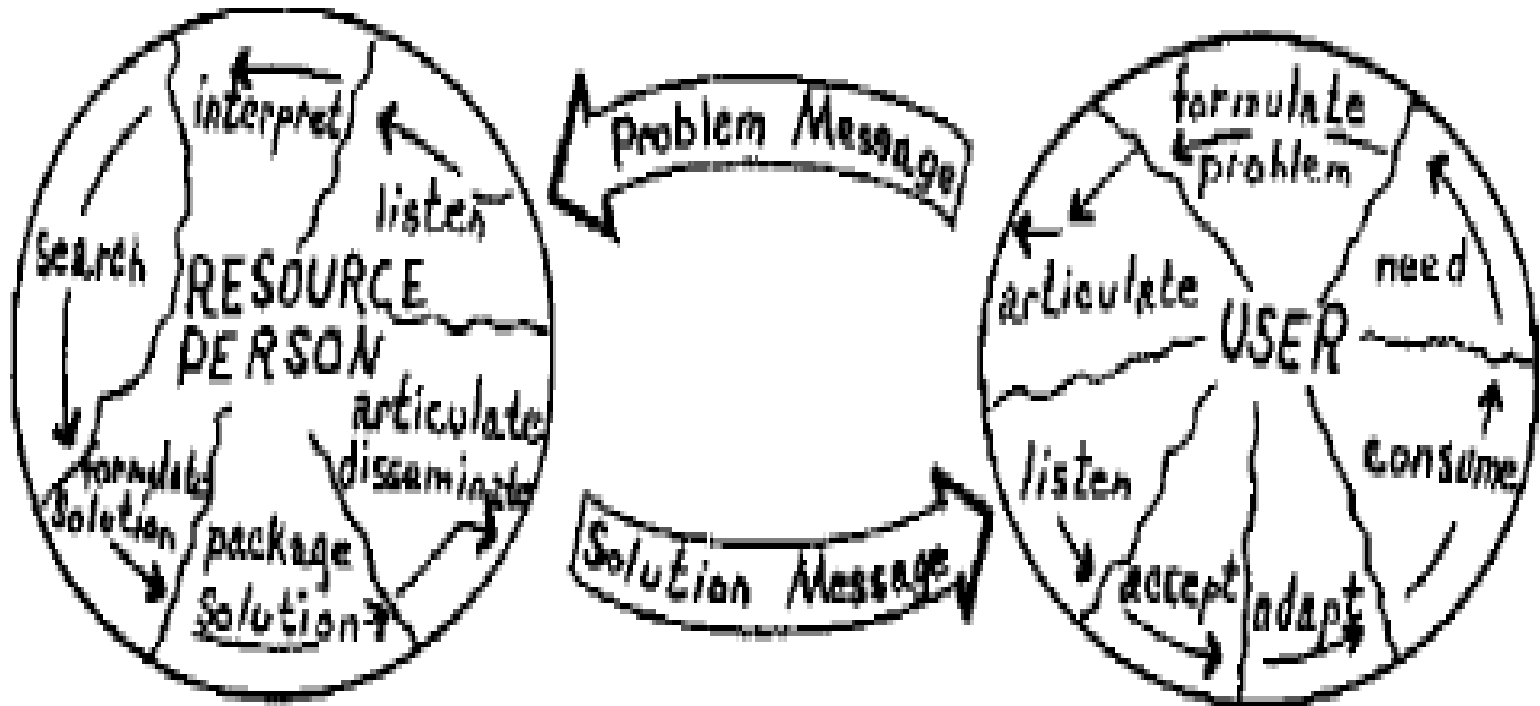
Kaynak: Debons 2005:221

# Teorik Arka Plan III



Kaynak: Debons 2005:222

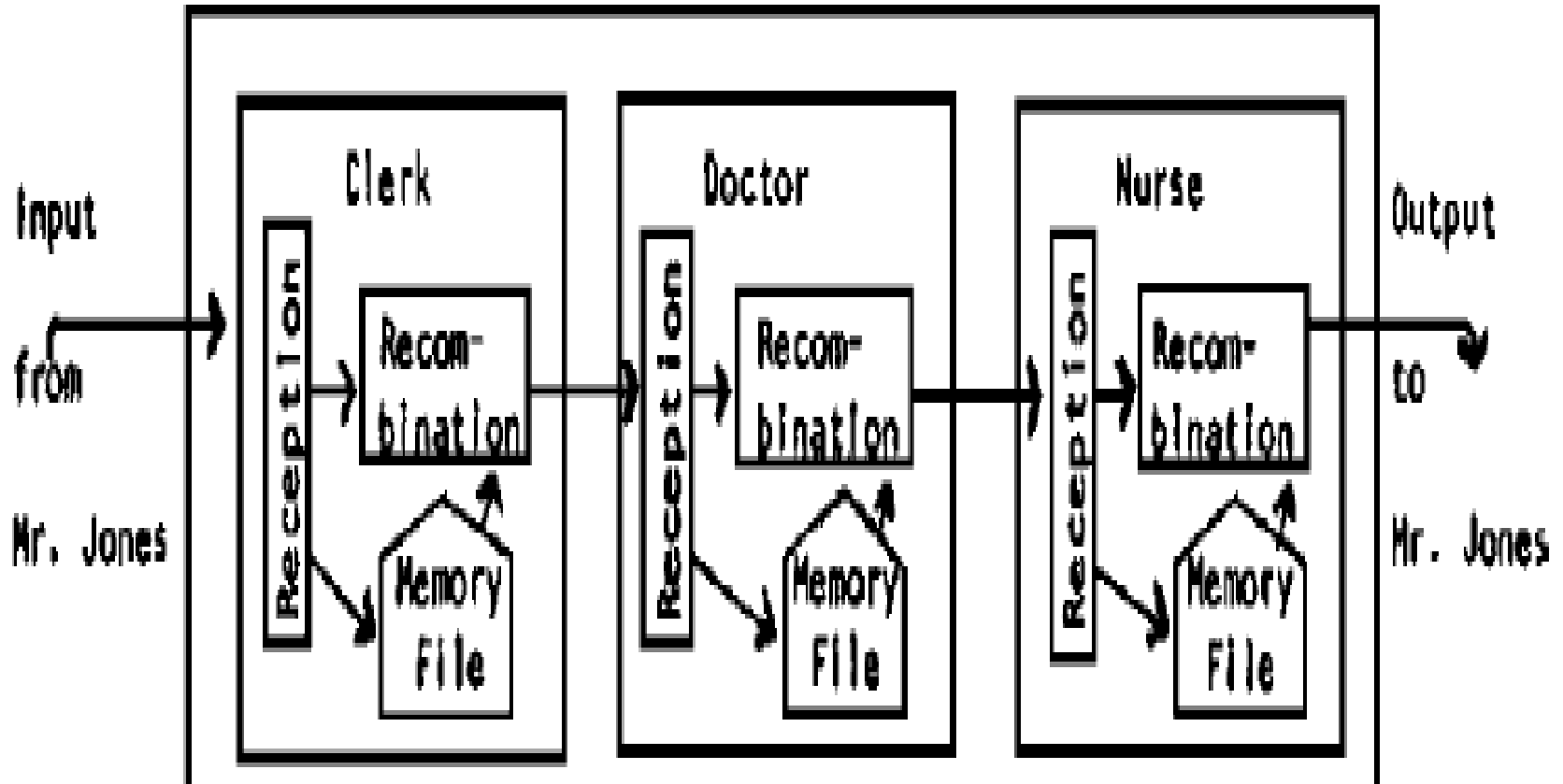
# Teorik Arka Plan IV



Kaynak: Debons 2005:222

# Teorik Arka Plan V

## THE CLINIC



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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- AIIP Connections - Member Publication**
- Calendar**
- Annual Conference: April 7-10, 2011**
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## AIIP is the premier industry association for the Independent Information Professional

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- **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
- ❑ ...



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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
- 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

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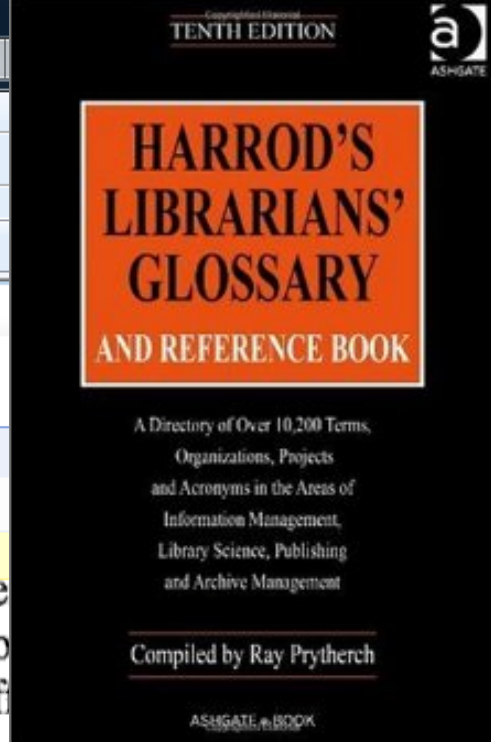
Contents Page 349

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



# 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 sonrası yönlendirecek bugünün okuyan gençliği de daha şimdiden kendileri bu mesleklerin cazibesine kapılmış durumda.

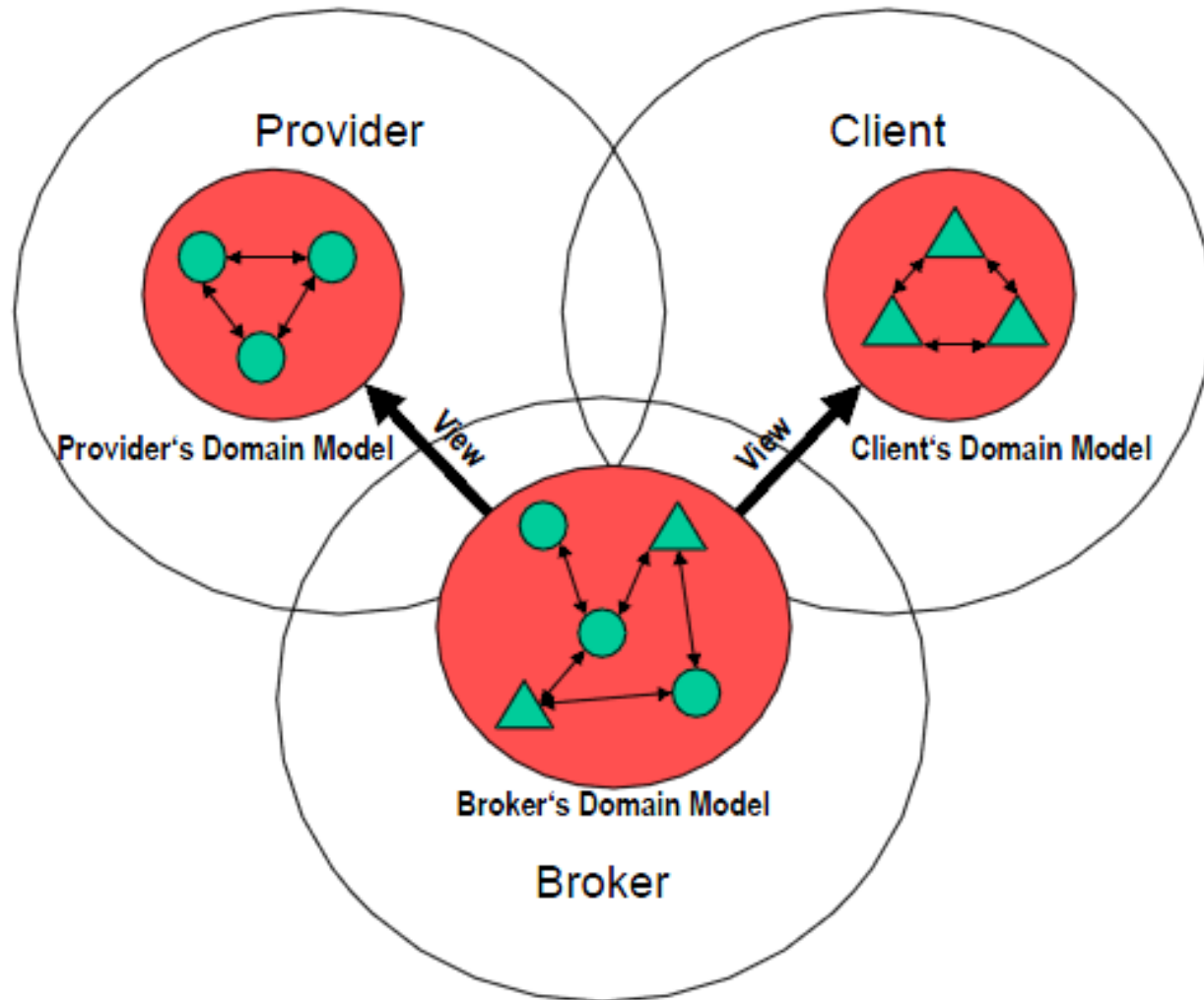
Bilgi, bu yeni mesleklerin en önemli ortak noktası. Bilgiye sahip olan veya ona hızla ulaşanlar, bunları diğerlerine iyi fiyata aktarıyor. Bunda da önemli unsur, bilgisayar ve İnternet. Yeteneklerle pekiştirildiğinde müthiş ufuklar açan bu meslekleri Tempo Dergisi bu haftaki sayısında biraraya getirdi.

#### 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- **Bilgi simsarı**, 16- Laboratuvar yardımcısı, 17- Biyoteknisyen, 18- Mikroteknisyen, 19- Topyektin gazeteciler, 20- Pembe dizi koordinatörü, 21- Grafiker, 22- Medya yöneticisi, 23- Yapımcı, 24- **Bilgi simsarı**, 25- Online editörleri, 26- Multimedya 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- Psikiyatir, 45- Emeklilik danışmanı, 46- Servis uzmanı, 47- Sistem gastronomu, 48- Yapı uzmanı, 49- Turist rehberi, 50- Fitness uzmanı.

# Roller ve Modeller



Kaynak: Klemke 2002:10

# 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)

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