



Bilgi Danışmanlığı Giriş II

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Tarihçe

- ❖ 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

- ❖ *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

- ❖ 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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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.](#)



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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.



AIIP

- ❖ Kütüphanecilik arka planı
- ❖ 1995 => üyelerin dörtte üçü kütüphanecilik alanında yüksek lisans derecesine sahip
- ❖ 2005 => üyelerin yarıdan 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
- ❖ ...



Article Discussion

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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.

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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.

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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.

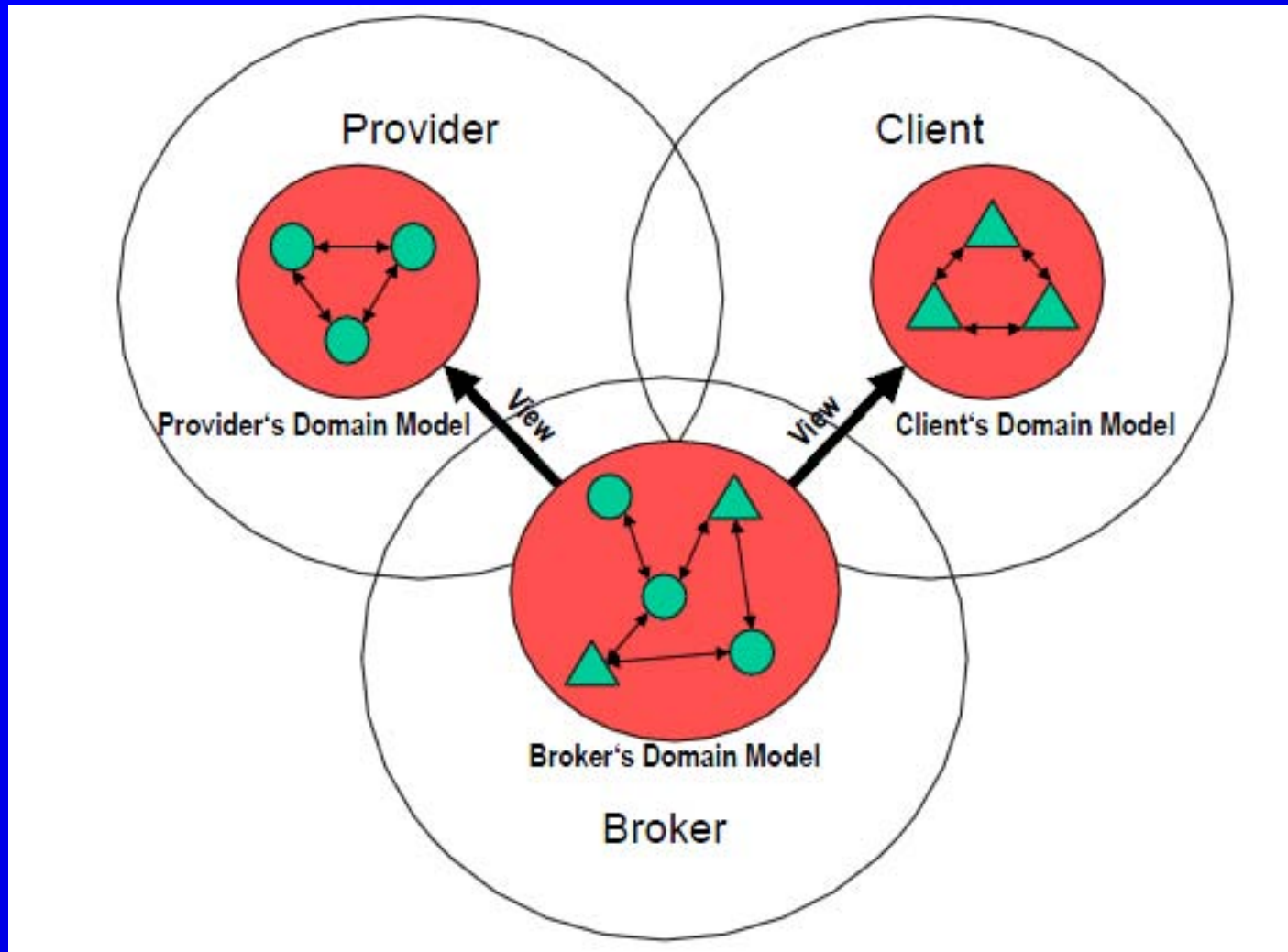
GELECEĞE ŞİMDİDEN YATIRIM

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- Araştırma yöneticisi, 16- Laboratuvar yardımcısı, 17- Biyoteknisyen, 18- Mikroteknisyen, 19- Topyekün 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- Yatırım 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- Psikiyatrist, 45- Emeklilik danışmanı, 46- Servis uzmanı, 47- Sistem gastronomu, 48- Yapı uzmanı, 49- Turist rehberi, 50- Fitness uzmanı.



Roller ve Modeller





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)



**Tartışma:
Web'in Etkisi
???????**

“It's all on the Web for free”



Kaynaklar

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