

Libraries in a Digital Age Fundamentals and latest thinking: an Introduction

Professor Derek Law

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Professor Derek Law
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1

Adaptations to a new reality

- Debate
- The discussion should be widened to involve the larger academic community
- It is difficult to imagine what an academic library will be, and do, in another decade

2

History: legacy or chains

“Without words, without writing and without books there would be no history, there could be no concept of humanity”

Hermann Hesse
Swiss (German-born) author (1877 - 1962)

3



The environment

Instant and universal gratification

Changing research methods

Changing student habits

Financial pressures

Failure of librarians

Fragmentation of resources

4



The good old days...



- Throughout these four thousand years we have often been buffeted by the great waves of change, but never yet capsized

5





- It is easy to forget that today's 21 year-olds spring entirely from a digital world

6



**Action man:
available from all good bookshops...**

- Leonardo da Vinci was the original Renaissance man; he was a master of painting, science, language and the inspiration for Leonardo DiCaprio's name



7

**“This is not an incremental change
but a discontinuity”**

Digital natives
and digital immigrants

- Prensky, Marc. (2001) Digital Natives, Digital Immigrants *On the Horizon* Vol. 9 No. 5, pp1-6
- Prensky, Marc. (2001a) Digital Natives, Digital Immigrants Part 2: Do they really think differently? *On the Horizon* Vol. 9 No. 6, pp1-6

Changed behaviour
patterns

- CIBER (2007) *Information Behaviour of the Researcher of the Future*; London: CIBER; Online at: <http://www.bl.uk/news/pdf/googlegen.pdf>

8

Digital immigrants

Send postcards
on holiday

Watch TV
programmes at
the time they
are shown

Own an
encyclopaedia
or dictionary

Buy CDs

Check a map
for a car
journey

Buy
newspapers

9

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Digital natives

Expect research to be easy and feel they can be independent in the process

They do not seek help from librarians and only occasionally from professors or peers

When they can't find what they need, they give up and assume that the information cannot be found; Students often stop after their initial searches thinking they have completed the research process and fail to choose a particular focus

10

OCLC study of college student perceptions in 2006

89% use search engines to begin a search

2% use a library web site

93% are satisfied or very satisfied with this

84% if librarian assisted

Search engines fit the student life style

Library use is diminishing

"Books" are the library brand

11

Digital natives: an inexorable trend (2010-11)

The Internet generation don't have the attention span for jury duty says the Lord Chief Justice

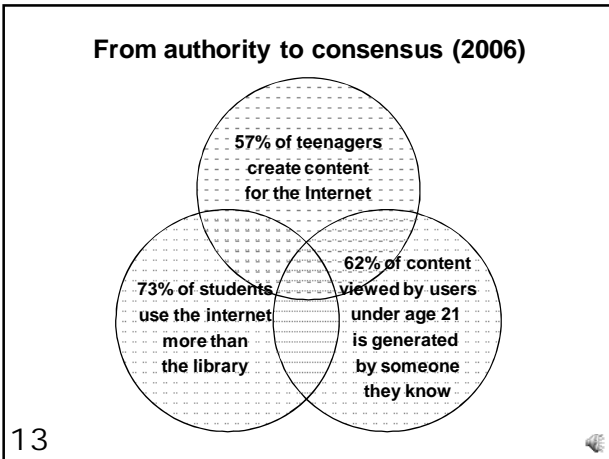
European children aged 2-5 lead their U.S. counterparts in knowing how to make a mobile phone call (44% in Italy vs. 25% for the U.S.), playing a computer game (70% U.K. vs. 61% U.S.) and operating a mouse (78% France vs. 67% U.S.)

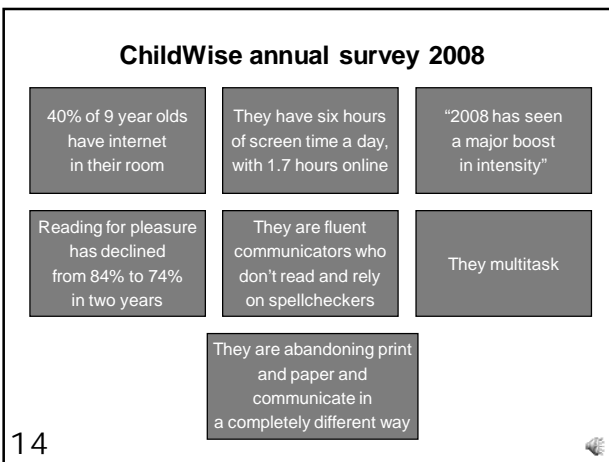
One in three children write their present lists to Santa using a website or smartphone app.

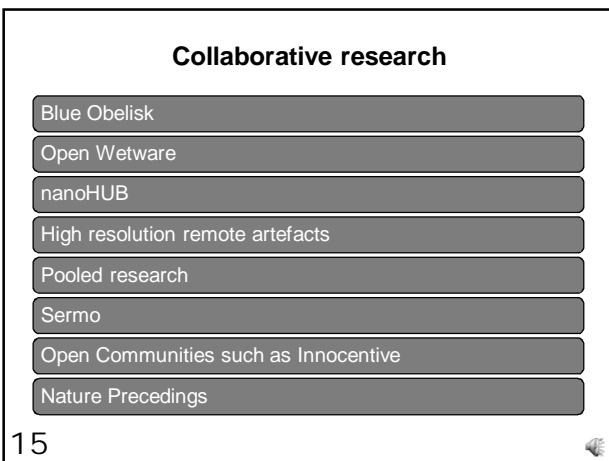
More kids aged 2-5 can play with a smartphone app. (19%) than tie their shoelaces (9%)

More small children can open a web browser (25%) than swim unaided (20%)

12







The citizen scientist

Astronomy – finding planets	Naval Log Books- climate change	Greek mss fragments
<p>Planet Hunters</p> <p>The NASA Kepler team's computers are sifting through the data, but Planet Hunters are betting that there will be planets which can only be found via the remarkable human ability for pattern recognition</p>	<p>Old Weather</p> <p>is an online weather data project that invites members of the public to assist in digitising weather observations recorded in Royal Navy log books during the early twentieth century</p>	<p>Ancient Lives</p> <p>Visitors scour images of papyrus fragments, teasing out Greek letters that spell out the lives of people who lived in Egypt between the ages of Alexander and Jesus; The mss come from the rubbish mounds of Oxyrhynchus</p>

16

The Dempsey paradox

The Internet has reversed information seeking from:

- Time rich/ information poor
- Information rich/time poor

17

The good old days...



18

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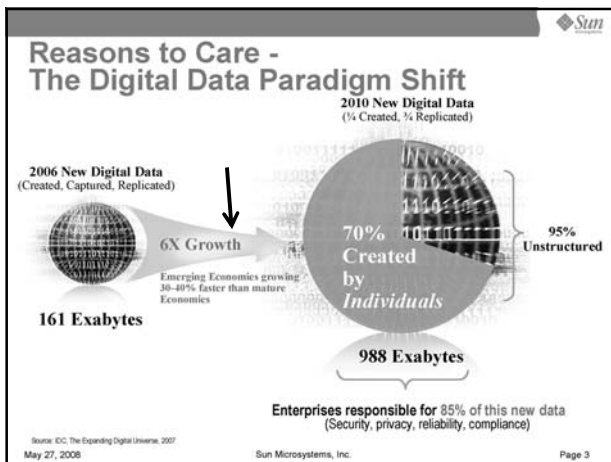
Professor Derek Law

Cabinets of curiosities

- Digitising the collections we have does not of itself add value
- The need to add value is often ignored
 - Aggregation
 - Cataloguing
 - Folksonomy
 - Mash-ups
- Ignoring the born digital

19





Forms of e-content

- | | |
|---------------------------|-----------------------------|
| Research papers | Streamed lectures |
| Conference presentations | Images |
| Theses | Audio files |
| Wikis | Digitised collections |
| Blogs | E-archives |
| Websites | E-mail |
| Podcasts | HR records |
| Reusable learning objects | Student/Staff records |
| Research data | Corporate publications |
| E-lab books | National heritage artefacts |

- No university has a complete set of overarching policies for the management of all of its information

21



The failure of librarians

- Making the technology work too well
 - Libraries have hidden the complexity
- Lack of underpinning philosophy
 - No strong theoretical base of e-librarianship
- Rise of the managerial technocrat
 - From partnership to servitude
 - Driving down costs
- Complacency
 - Libraries are eternal
- Failure to engage with e-resources
 - Obsessed with licences
 - Digitising oddities = cabinets of curiosities

22



Outsourcing libraries?

- Why do we need librarians when it's all on the web?
- What are our USPs?

23





Second Life library eBooks



25

BetaNews FileForum

Log in: Password: Sign In Lost Password? Become a Member

Search: All Articles Search Advanced Search Submit News Help Preferences

GETS YOU FROM PORT A TO PORT B.

Ads by Google: BarnesandNoble.com Publishers, Book Publishers, Ecton Publishers, College Publishers

Print this article | E-mail this article | Comment on this article

Google Exploring Online Book Rentals

By Ed Oswald, BetaNews
November 14, 2006, 12:30 PM

Search giant Google is reportedly investigating methods where its users could rent online copies of books for one week, indicating that the company is continuing to flesh out ways to make its Google Print service more attractive to publishers.

According to the Wall Street Journal, a publisher contacted by Google has said users would not be able to download or print the books, although those features may be added later. Google has proposed that the fee be ten percent of the book's list price, although the publisher indicated that pricing was too low.

Ads by Google: Get Your Books In Google. Book publishers can promote their books for free with Google Print. print.google.com/publisher

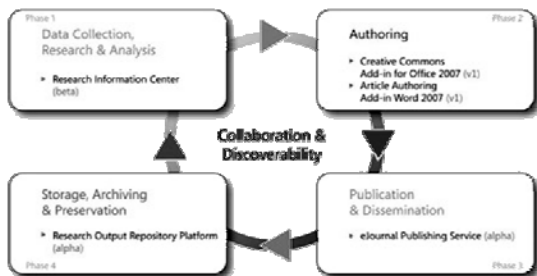
Google's online book service has been the target of much criticism from both authors and publishers. In September, the Authors Guild took the company to court over what it called "massive copyright infringement."

Headlines:

- Nov 17 - 10:37 AM ET AOL Revamps Photo Service with AJAX
- Nov 17 - 8:59 AM ET IBM Nabs Former HP Itanium Customer
- Nov 16 - 9:28 PM ET Office 12 Beta 1 Released to Testers
- Nov 16 - 4:48 PM ET Opera Beta Takes AJAX Mobile
- Nov 16 - 4:18 PM ET US to Keep Control of Internet from LIN
- Nov 16 - 3:33 PM ET iPod, iTunes Beat Sony in

Microsoft's view

The Scholarly Communication Life Cycle



27

http://www.microsoft.com/mscorp/itc/scholarly_communication.msp

Facing the future

- Adding Value for the User
- Adding Value to the Content
- Adding Value to the Staff
- Adding Value for the Institution

28

Library/Information service challenges

Information is ephemeral:

- 44% of websites disappear within a year
- Wikipedia not Britannica will be the norm
- User not expert created
- Democratic not authoritative

→ We need to manage information and access to it NOT just store it

→ EXCEPT, we need to digitise, curate and make available corporately owned or created content

→ Information fluency is a critical skill

29

Adding value to teaching

- Webcasting
- Wikis
- User created content
- Content management
- Podcasts
- iTunesU

30

Adding value to content

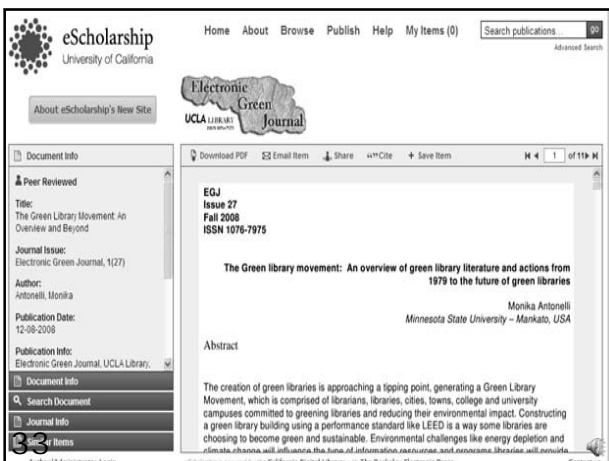
- Don't compete with Google
 - Identify the niche to occupy
 - Use Google tools
- Improve Wikipedia
 - Where are Special Collections?
 - Where is e.g. Orwell Archive
- Bibliographic Integrity
 - Version control
- Metadata
 - Improving access
- Aggregation
 - Leader or follower

31

The great creationism debate

- Content creation *versus* content curation
- Community synchronisation not just information seeking
- Building community is an essential objective of curation, and social media makes it possible
- Eli Pariser and the Filter Bubble
- The importance of human intervention

32



The estate

The Green Agenda

Learning spaces

How much does the Library cost
<http://www.greenlibraries.org/>

34

The Green Library
The Green Library blog is devoted to documenting light and colour, events, research, and projects that focus on "improving the efficiency with which buildings use resources — energy, water, and materials — when reducing building impacts on human health and the environment during the building's lifecycle, through better design, construction, operation, maintenance, and renovation" of and by libraries.

Thursday, May 21, 2009
100 Ways to Make Your Library a Little Greener

Librarians need to be on the constant cutting edge in terms of technology, researching, web tools, and even architecture and design. But libraries are also a great place to educate the public and your students about the environment, from eco-friendly lifestyle choices to organizations that promote green causes. Here are 100 ways to make your library a little greener.

Maintenance and Green Building - Keep your library clean and eco-friendly with these tips:

- Turn down the heat over or two degrees. Carol writes that "each 1-degree drop for an eight-hour period reduces your fuel bill percent," saving you money and cutting down on electricity usage.
- Use fans: If you can, install ceiling fans to cool down the library without overusing the A/C.
- Take advantage of windows: Strategically placed windows will provide natural light and may help with heating or cooling costs.

Blog Archive

- ▼ 2009 (4)
- May (1)
- 100 Ways to Make Your Library a Little Greener
- April (1)
- March (1)
- February (1)
- January (0)
- 2008 (2)

[Live Traffic Feed](#)

35

Adding value to staff

Professional engagement at all levels

- The conference test

Staff CPD

23 Library 2.0 things

- <http://plcmc2-about.blogspot.com/>

Social networking

36

Staff skills: messages from the literature

Supporting evidence-based policy and practice	Expanding teaching and assessment activities	Assuming responsibility for organisational assets	Information intensity and the end-user revolution
<ul style="list-style-type: none"> Demonstrating the value of the 'expert searcher' 	<ul style="list-style-type: none"> Working with learning (content) management systems 	<ul style="list-style-type: none"> Managing intranets / repositories and advising on IPR 	<ul style="list-style-type: none"> Driving the need for context-specific added value

37



Dual career paths: a possible scenario

Technical 'infostructure' specialists	Functional 'biz-focus' specialists
<ul style="list-style-type: none"> Designing, developing, managing and supporting the organisation's information infrastructure 	<ul style="list-style-type: none"> Aligning information to business and personal needs, applying information solutions to client problems

38



Valuable – or invaluable?

Advocacy and Partnership	Leader or follower in initiatives
Business processes	External help
Collections	Born digital
Digital library	What is the strategy
Estates	Green agenda
Fundraising – with whom?	Only money? Part of the whole? Alumni?
Resource discovery	Trust metrics
Staffing	Fewer better paid?
Storage	Cooperation
User support	Anytime, Any place, Anywhere

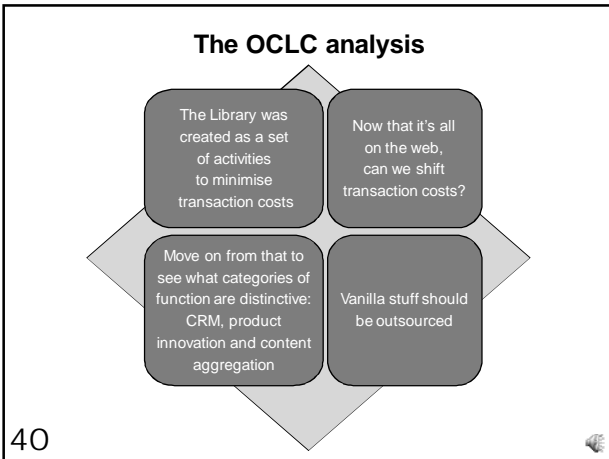
39



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Disappearing library roles

Traditional Library Activity	Web 2.0 World
Cataloguing	Automated metadata, deLicio.us
Classification	Folksonomies and the semantic web
Acquisitions	e-bay, Paypal, Amazon and Abebooks
Reference	Yahoo Answers and Wikipedia
Preservation	Digital Archives and repositories
User Instruction	Chatrooms
Working space	Bedroom and Starbucks with a laptop
Collections	Youtube, Flickr, Institutional Repositories, Open Access
Professional judgement	The wisdom of crowds

41

Alternative library roles

Traditional Library	Web 2.0 World	Library 2.0 World
Cataloguing	Automated metadata, deLicio.us	Metadata
Classification	Folksonomies and the semantic web	Locally provided and relevant folksonomy
Acquisitions	e-bay, Paypal, Amazon and Abebooks	E-archives, e-data <u>trust metrics</u> and quality assurance
Reference	Yahoo Answers and Wikipedia	Branded links to trusted resources
Preservation	Digital Archives and repositories	Institutional repository
User Instruction	Chatrooms	Moderate chatroom
Working space	Bedroom and Starbucks with a laptop	Wired campus and 24-hour workspace
Collections	Youtube, Flickr, Institutional Repositories, Open Access	<u>Aggregation of unique content</u> with other libraries
Professional judgement	The wisdom of crowds	<u>Teaching retrieval skills</u>

42

Law's second law

**User
Friendly
Systems
Aren't**

43



Trusted repositories: the five Maori tests

The oral traditions are very important

Receive the information with accuracy

Store the information with integrity beyond doubt

Retrieve the information without amendment

Apply appropriate judgement in the use of the information

Pass the information on appropriately

44



The agenda for libraries

Building e-Research collections and contributing to a virtual research environment of born digital material

Importance of kite marking, quality assurance, trust metrics and relevance ranking

Managing institutional born digital assets and making content available

Value added content

Disciplinary support through training/information literacy

Policy and standards advice

45



Expect the unexpected



46

**HENRY
STEWART
TALKS**

47
