

Moving Past the Deficit Model and Demonstrating Our Worth

R. David Lankes

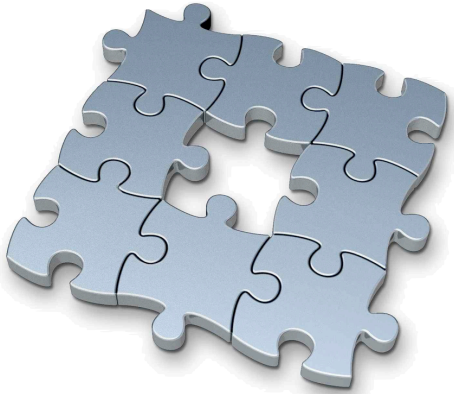
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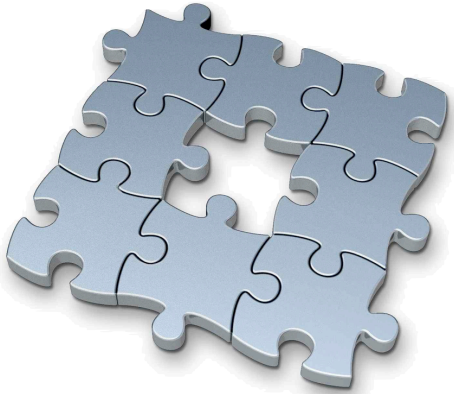
Community Engagement

Community Engagement



Deficit Model

Community Engagement

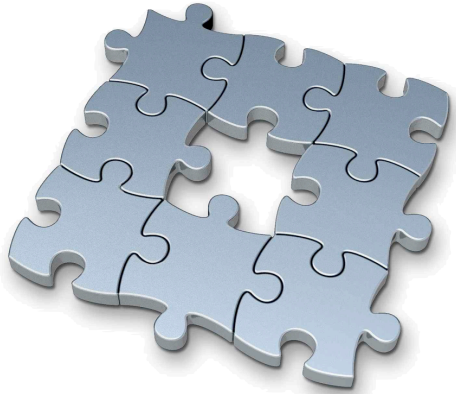


Deficit Model



Kill the User

Community Engagement



Deficit Model



Kill the User



Share v. Lend

Two Types of Deficit Thinking

- What We Expect
- How We Market

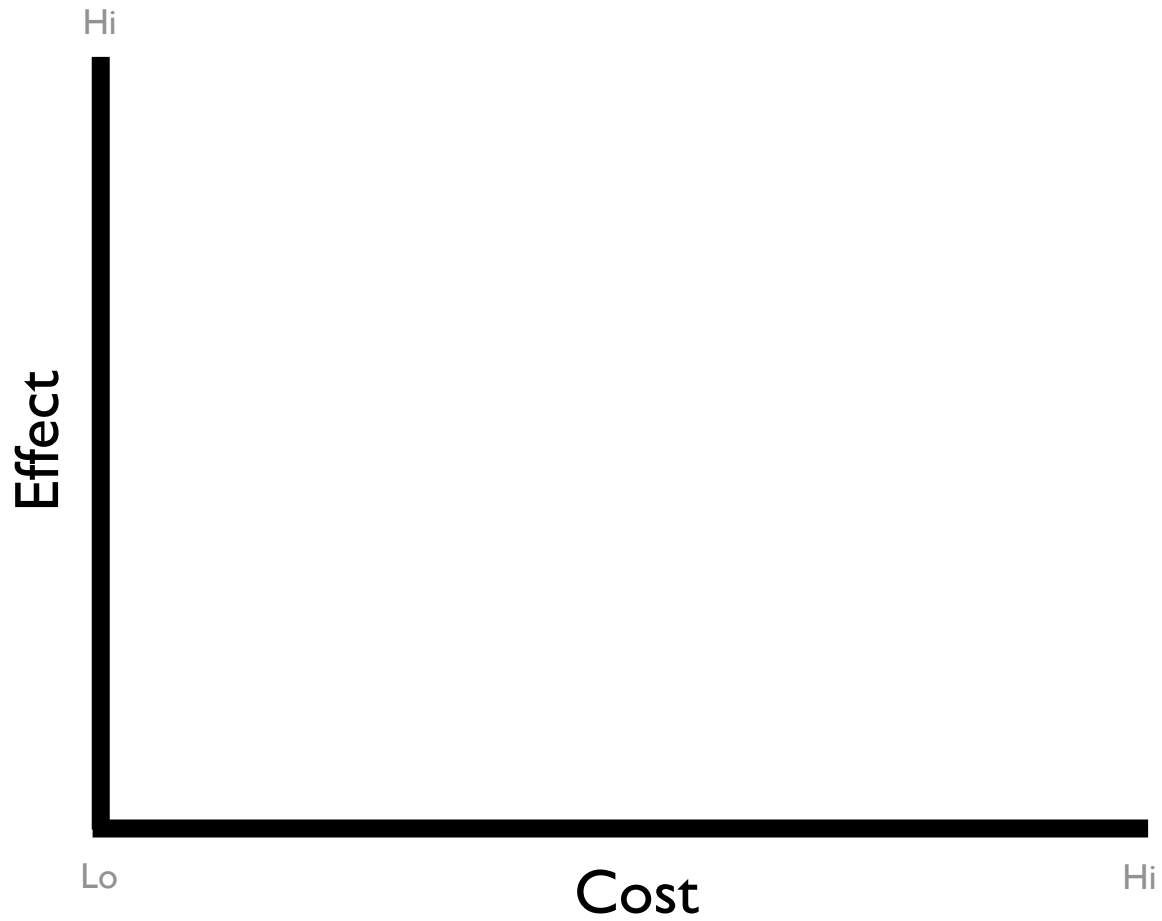
“As the availability of online resources has proliferated over the past decade, reference and instruction librarians have found themselves consulting with and teaching undergraduate students who are often satisfied with the ‘good enough’ results they find when exclusively searching Google for research assignments. The reasons that these students initially search Google include: familiarity with it, the ease of access and navigation, convenience, and the use of natural language.”

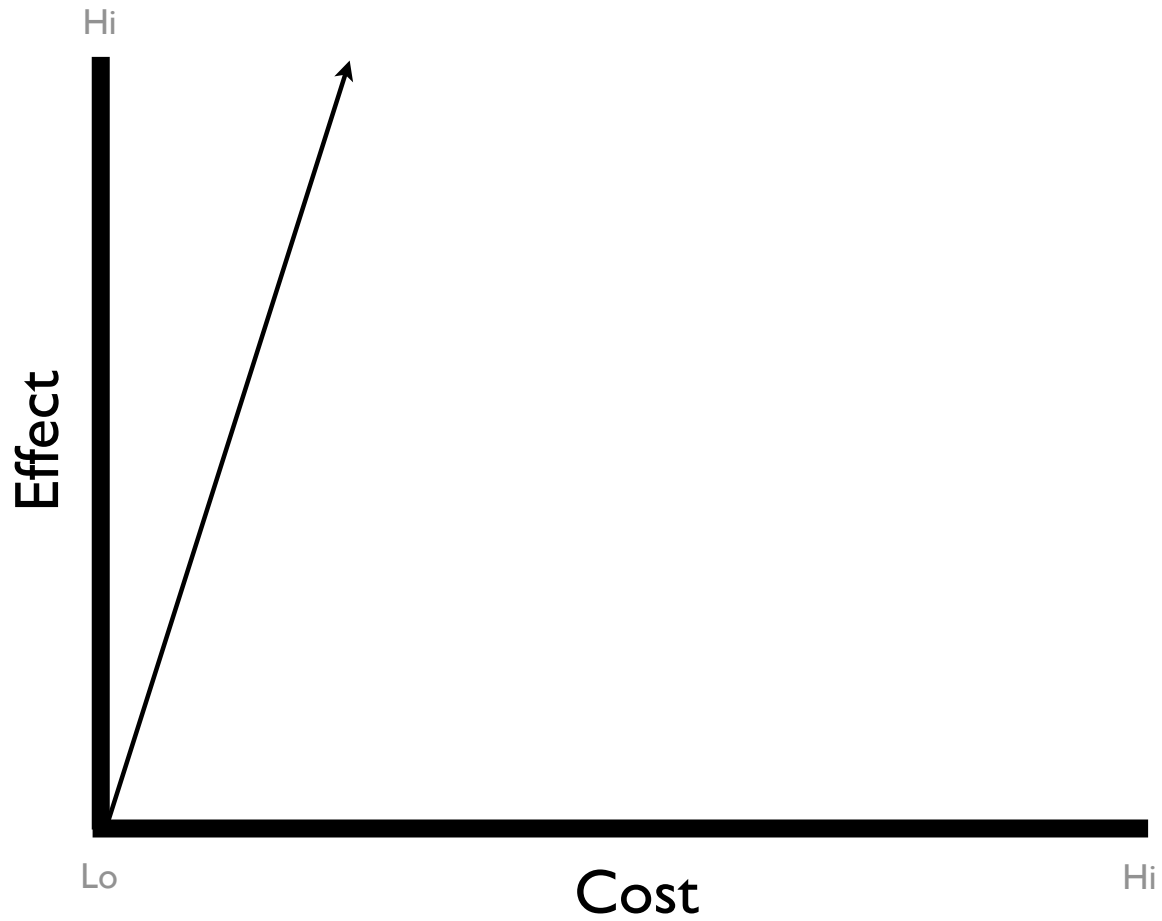
“Satisficing”

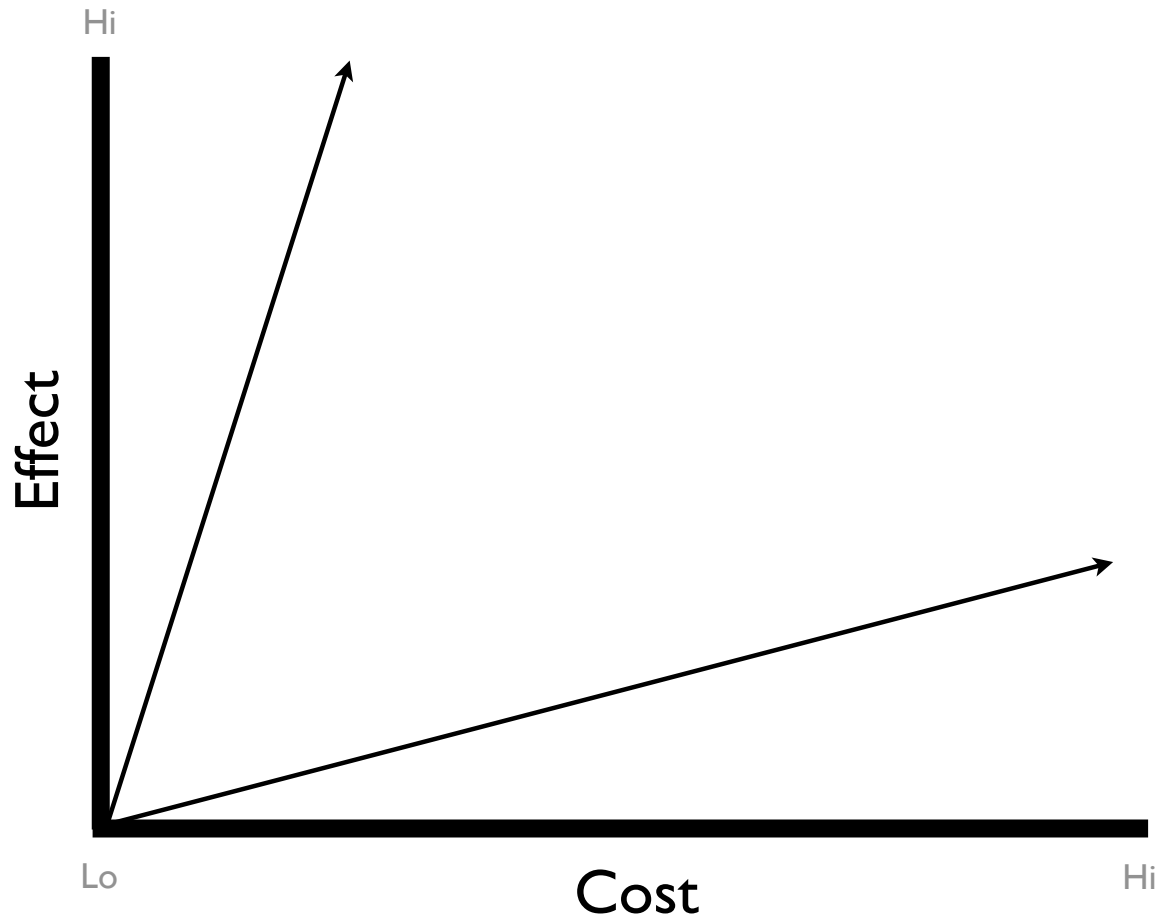


Herb Simon

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Advocacy or Remediation?

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Reading

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Reading

Tech Skills

Advocacy or Remediation?

Reading

Tech Skills

Internet
Access

Advocacy or Remediation?

Remediation

Reading

Tech Skills

Internet
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Advocacy or Remediation?

Remediation	Activity
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Reading

Tech Skills

Internet
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Advocacy or Remediation?

Remediation	Activity	Area
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Reading

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Advocacy or Remediation?

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Reading

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Advocacy or Remediation?

Remediation	Activity	Area	Promotion	Activity
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Tech Skills

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Advocacy or Remediation?

Remediation	Activity	Area	Promotion	Activity
Low Illiteracy Rates Low School Performance	Host Tutoring Services Reading Hours Book Clubs	Reading		

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Advocacy or Remediation?

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Rural Connectivity	Internet Access			

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Rural Connectivity	Public Access Machines	Internet Access	Economic Development Democratic Participation	Rural Broadband Initiative Municipal WiFi Municipal Gigabit

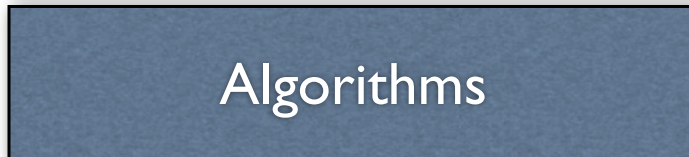
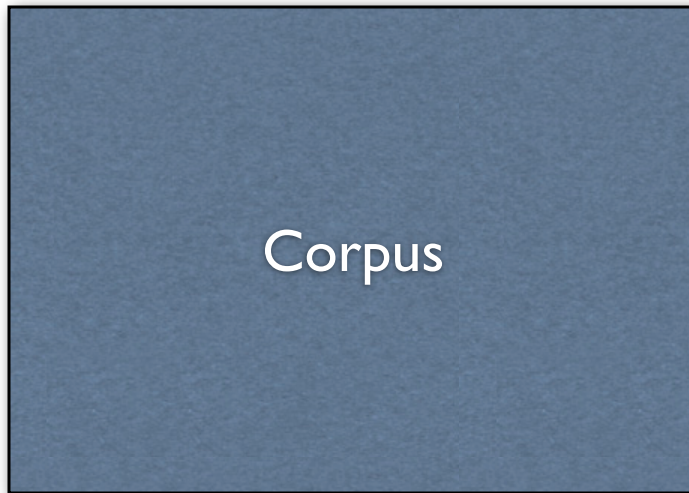
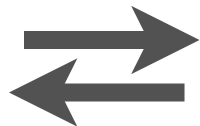
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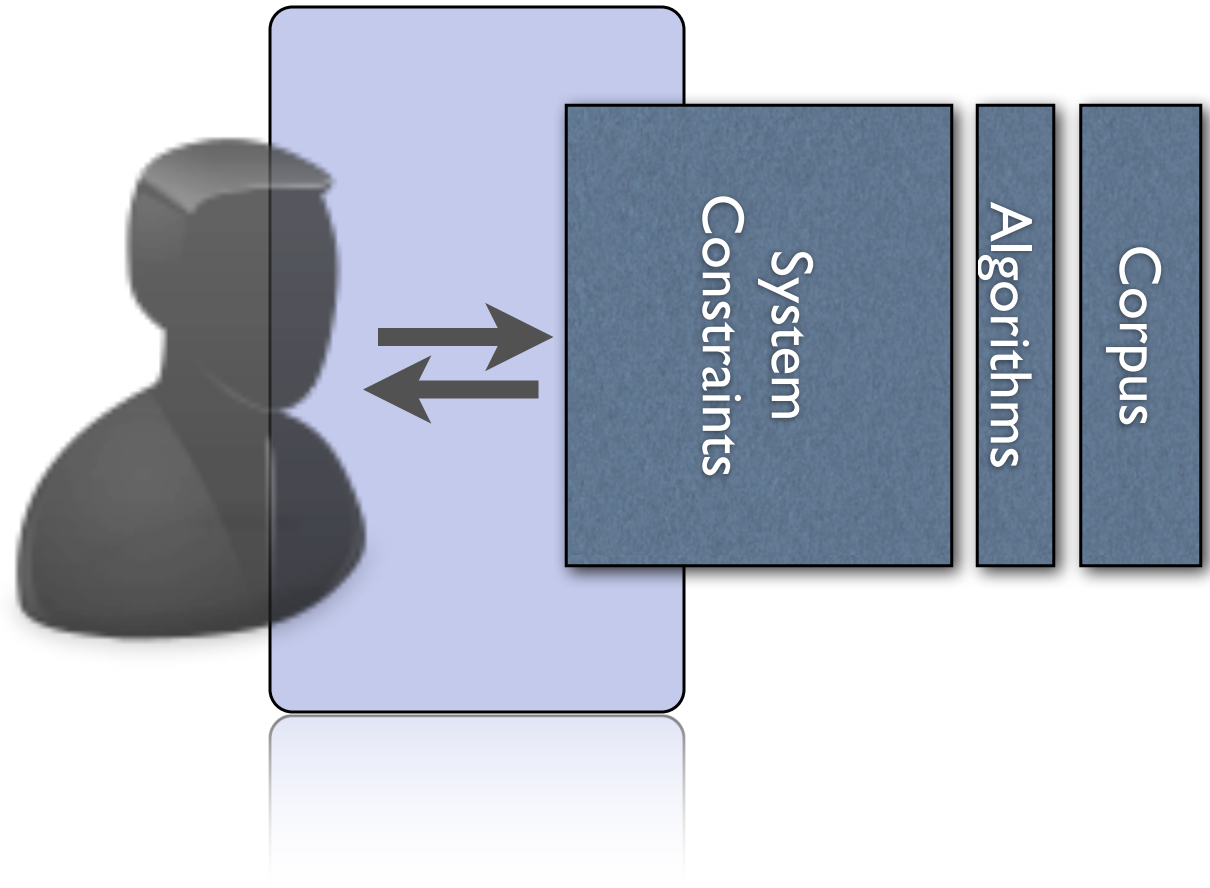
We also cannot see our members as consumers whose primary deficit is their ability to create.

Kill the User





System Constraints

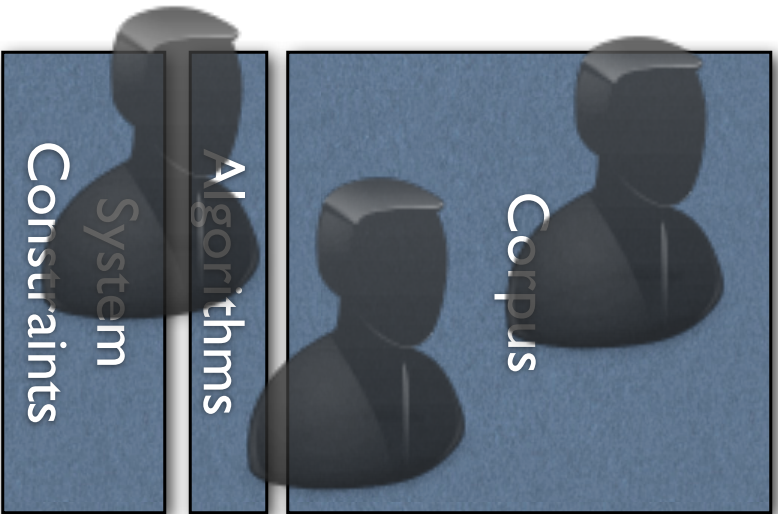




Corpus

Algorithms

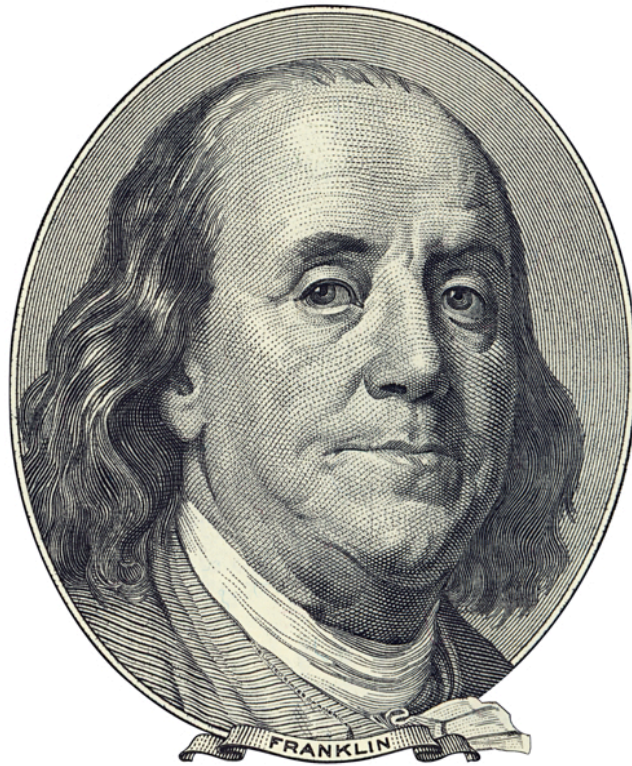
System
Constraints



<RANT>User</RANT>

- History of User-Orientation
 - Grew Out of a Systems Perspective
 - Defines a Simplistic Dialog
 - Not Social
 - Increasingly Synonymous with Consumer
- Those Who Championed “User-Based” are Abandoning It as Too Limited
- Quest for a Better Term: Participant, Member, Creator, Prosumer...

Share, Don't Lend



Synonyms?

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Synonyms?

- Sharing: Combining resources together to create a richer commons
- Lending: Allowing people to borrow from a common resource
- The More You Share, the More You Have
- The More You Lend, the Less You Have

Macro Economics and Planning a Dinner Party



Network Effect

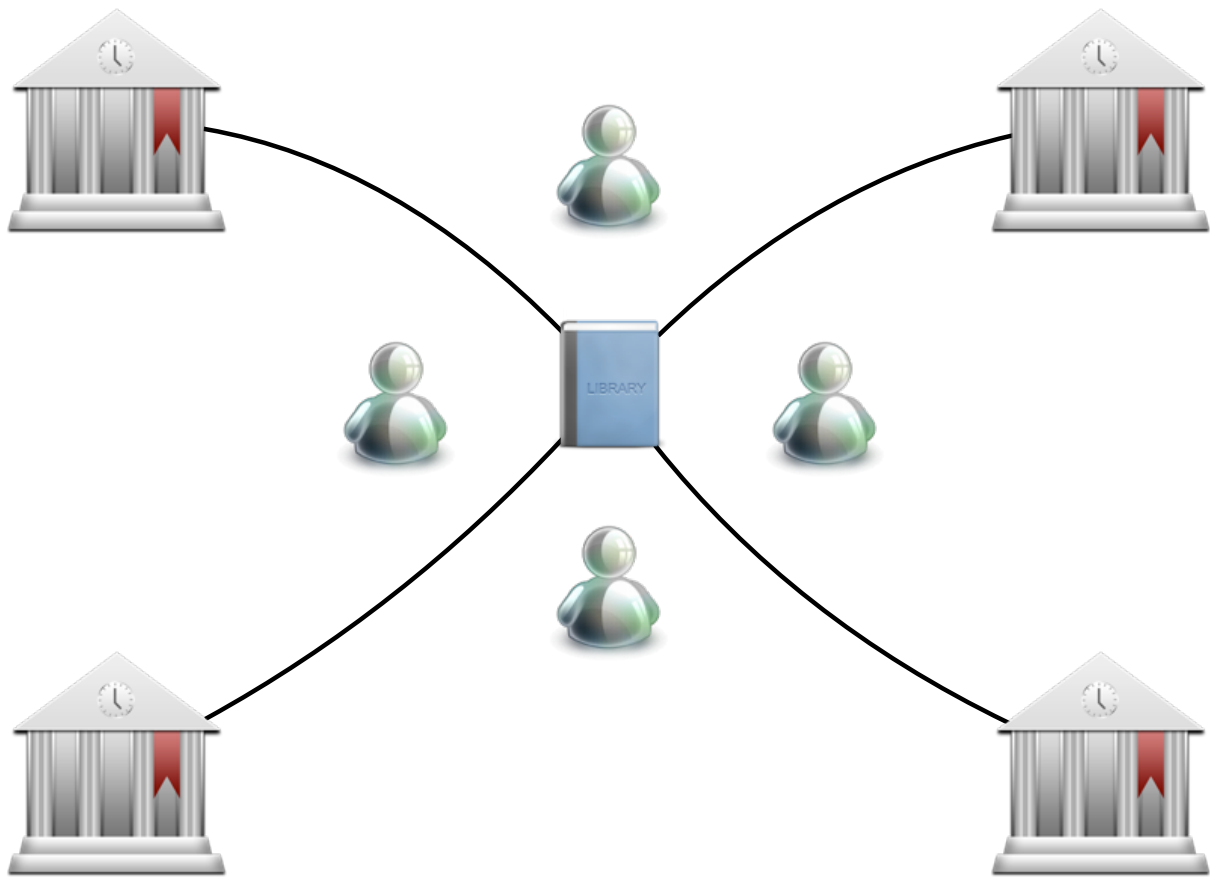
- Social Networks
- Professional Associations
- Consortia
- MARC Records (OCLC)

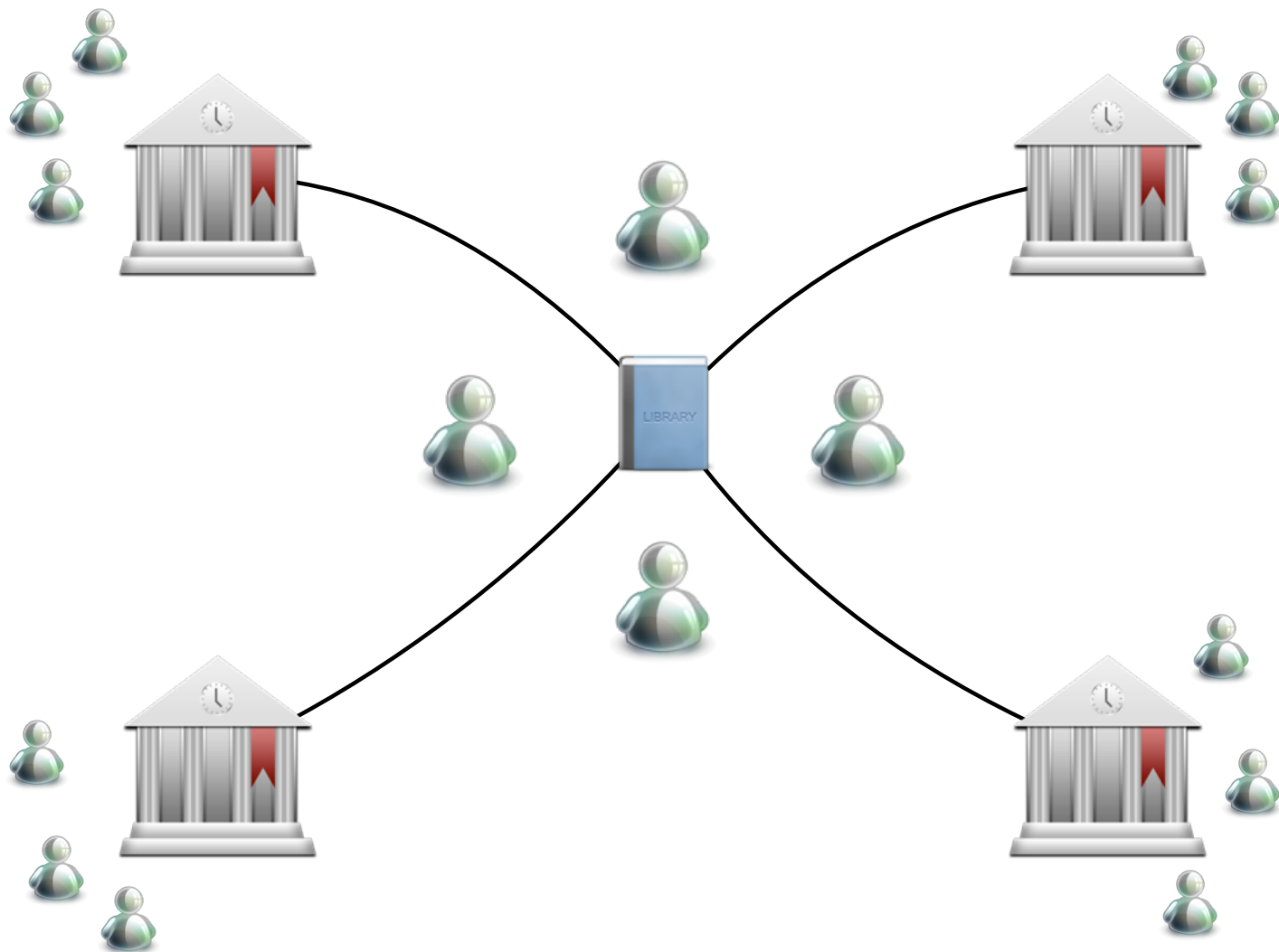


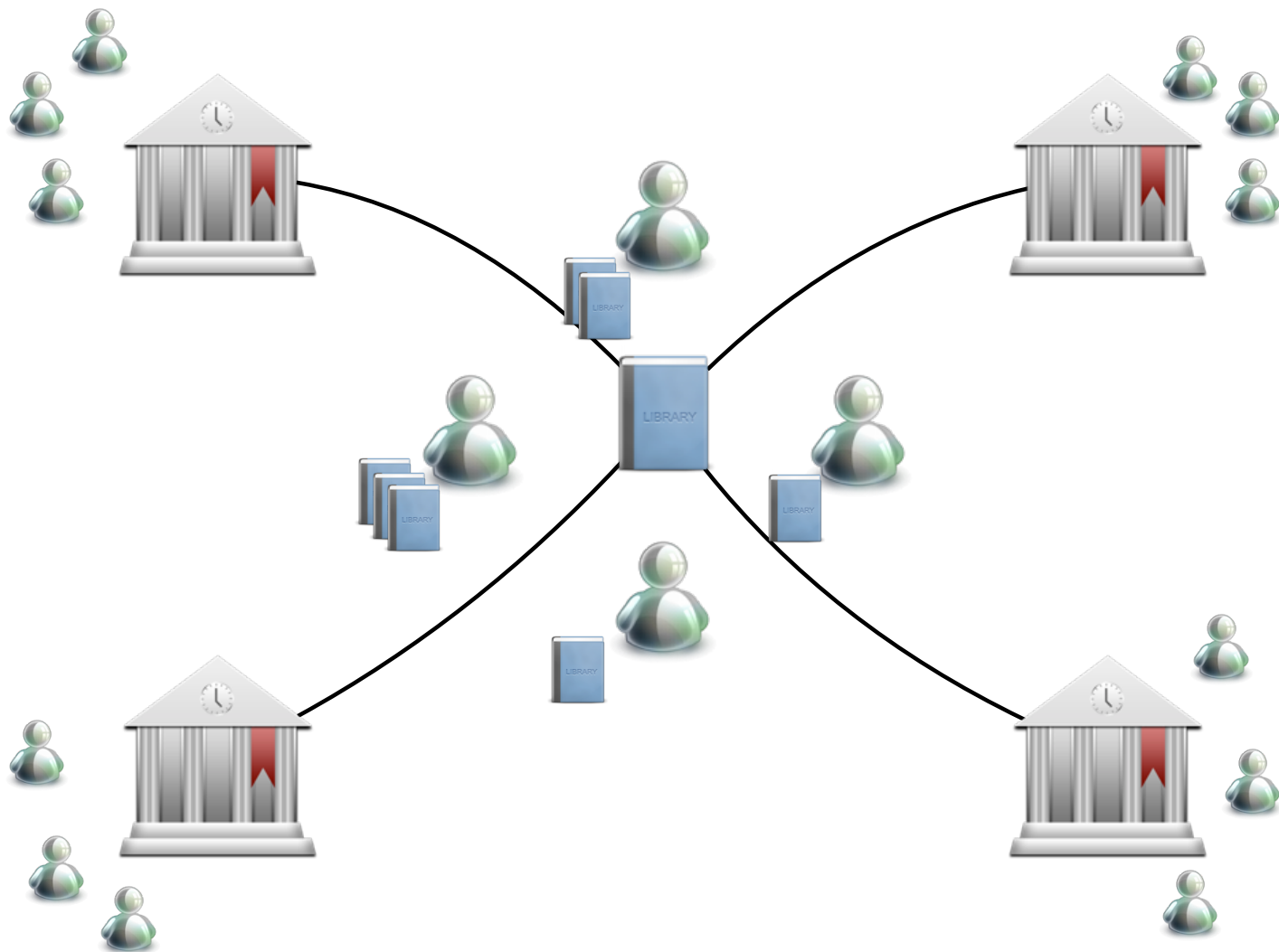


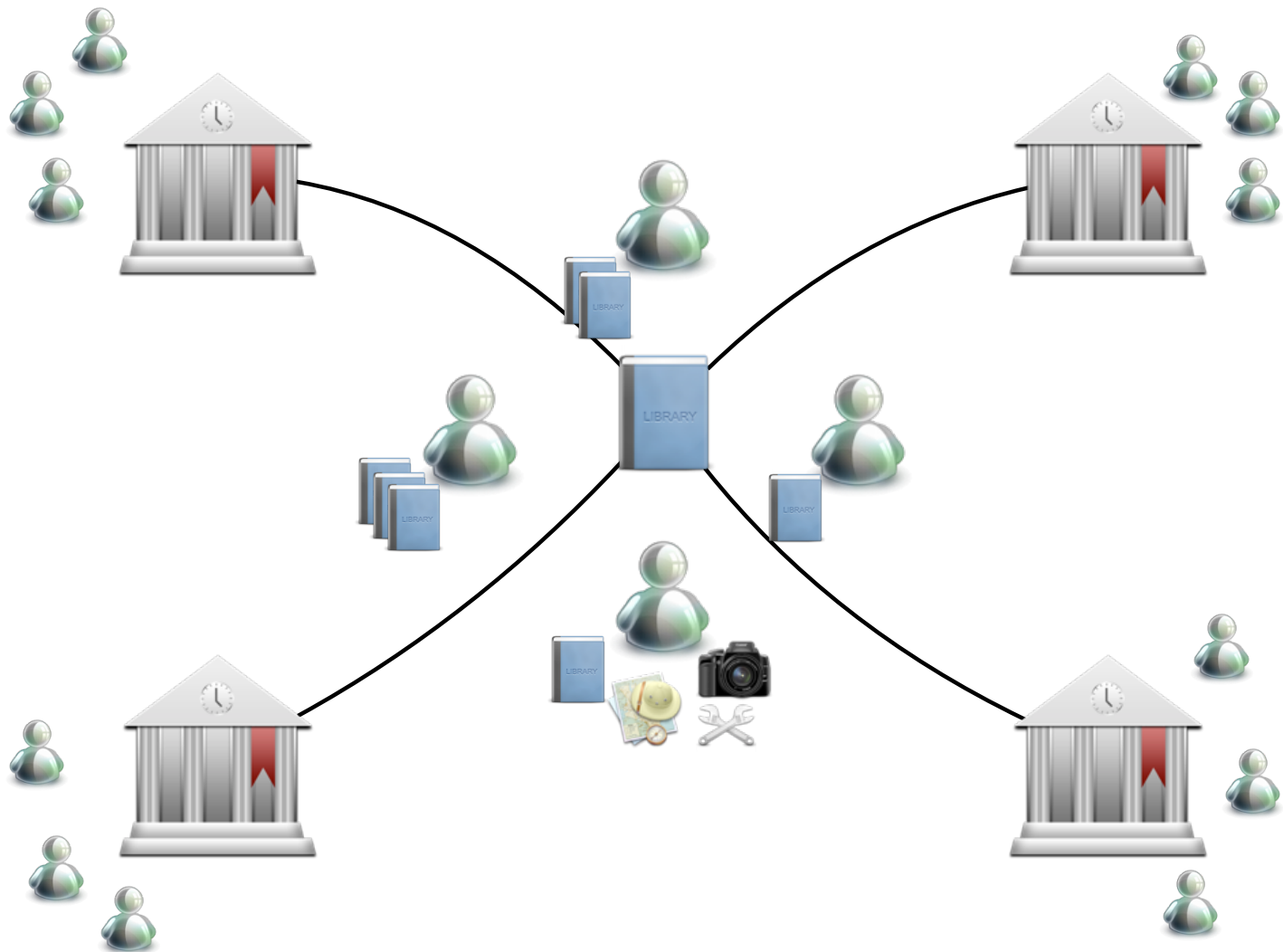














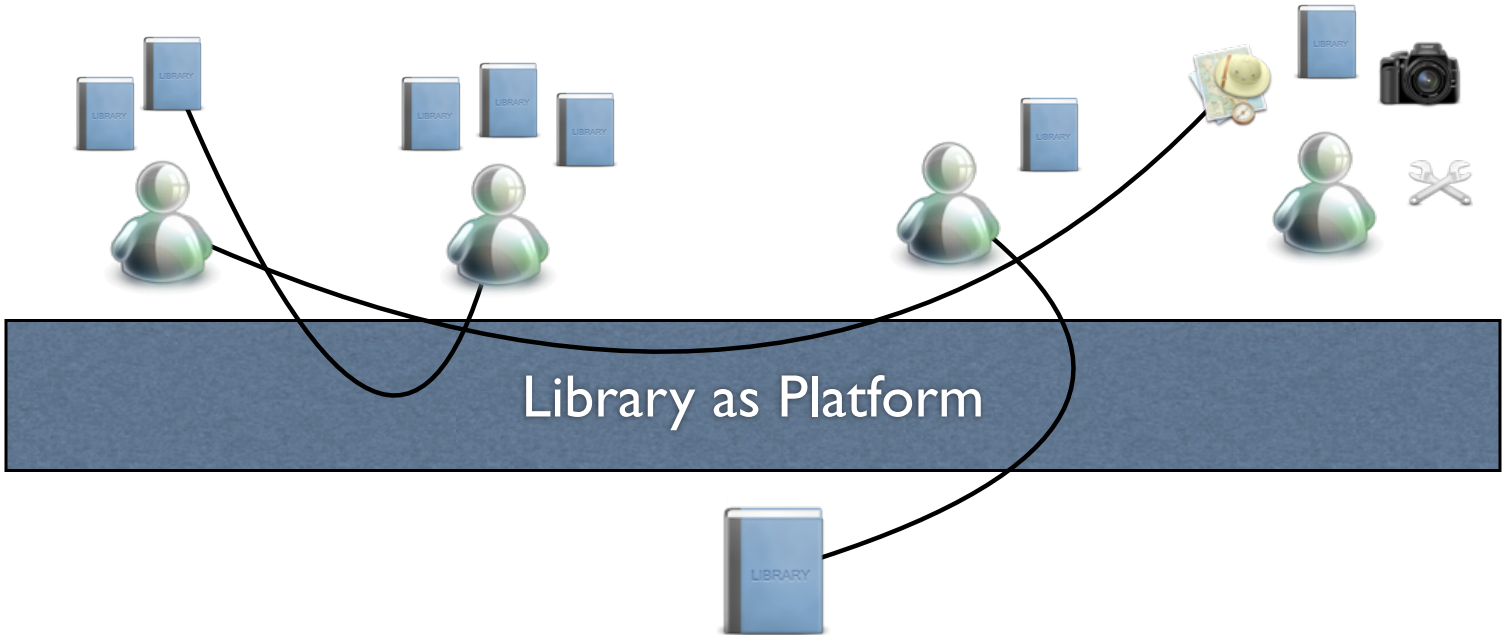
Library as Platform



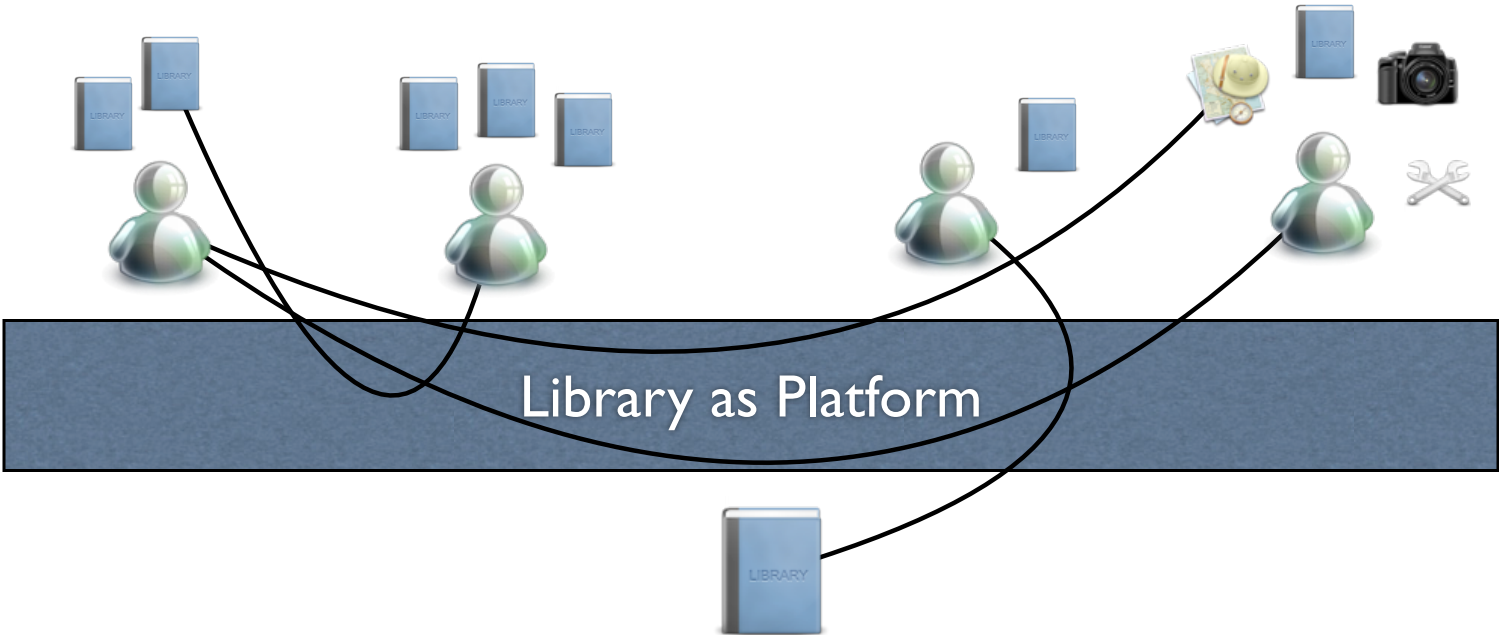


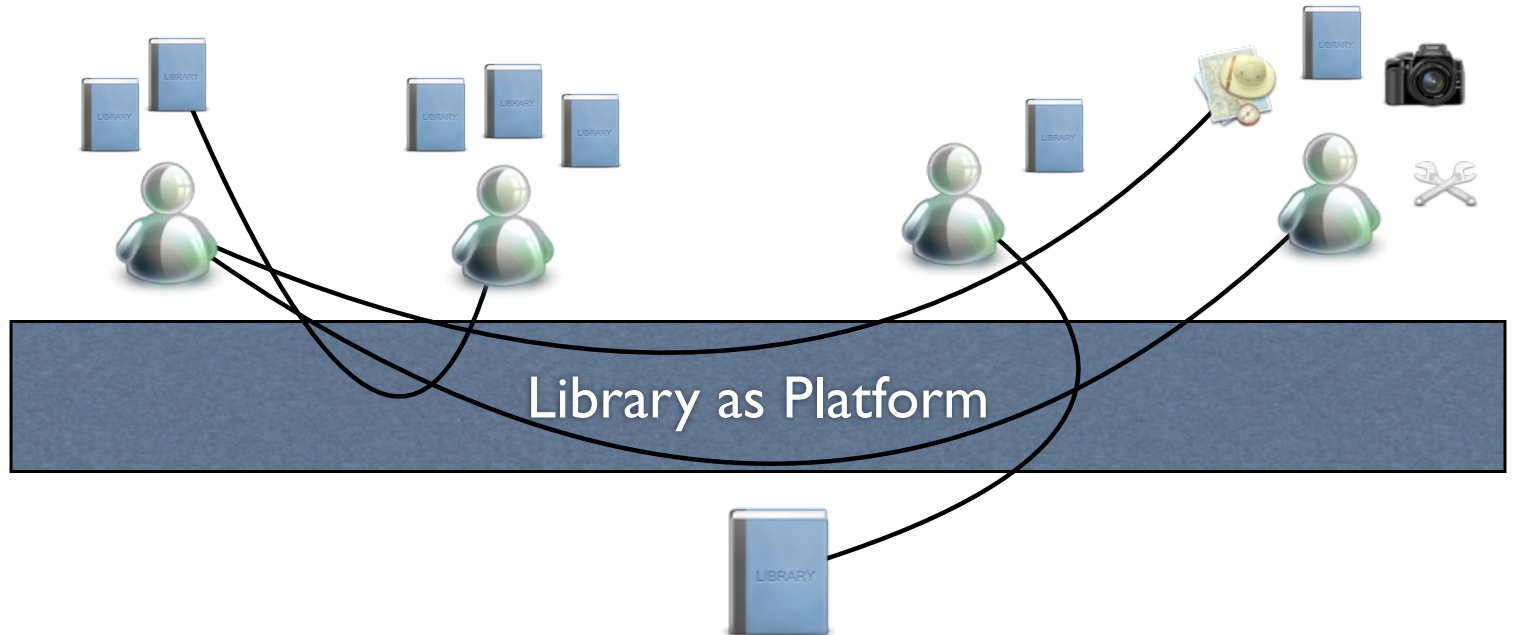
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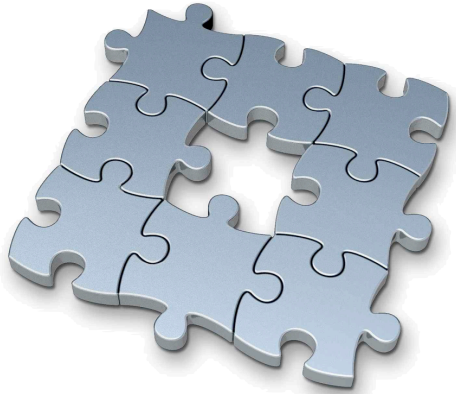


Library as Platform





Our Communities ***ARE*** Our Collections



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