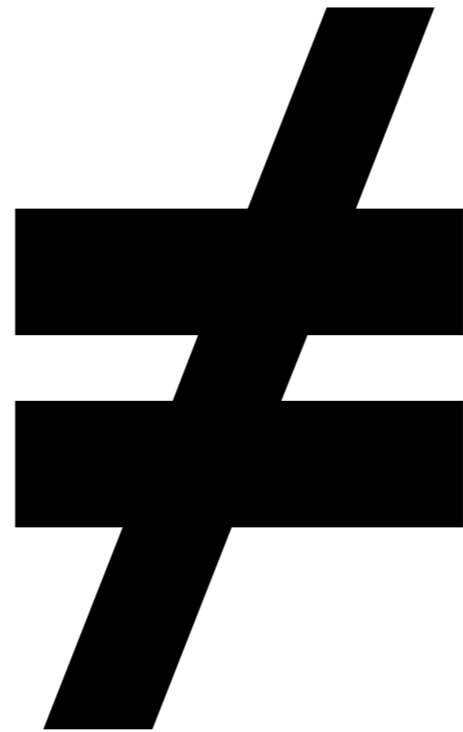


# The Myths of Innovation



**R. David Lankes**  
Syracuse University • Dominican University • University of South Carolina





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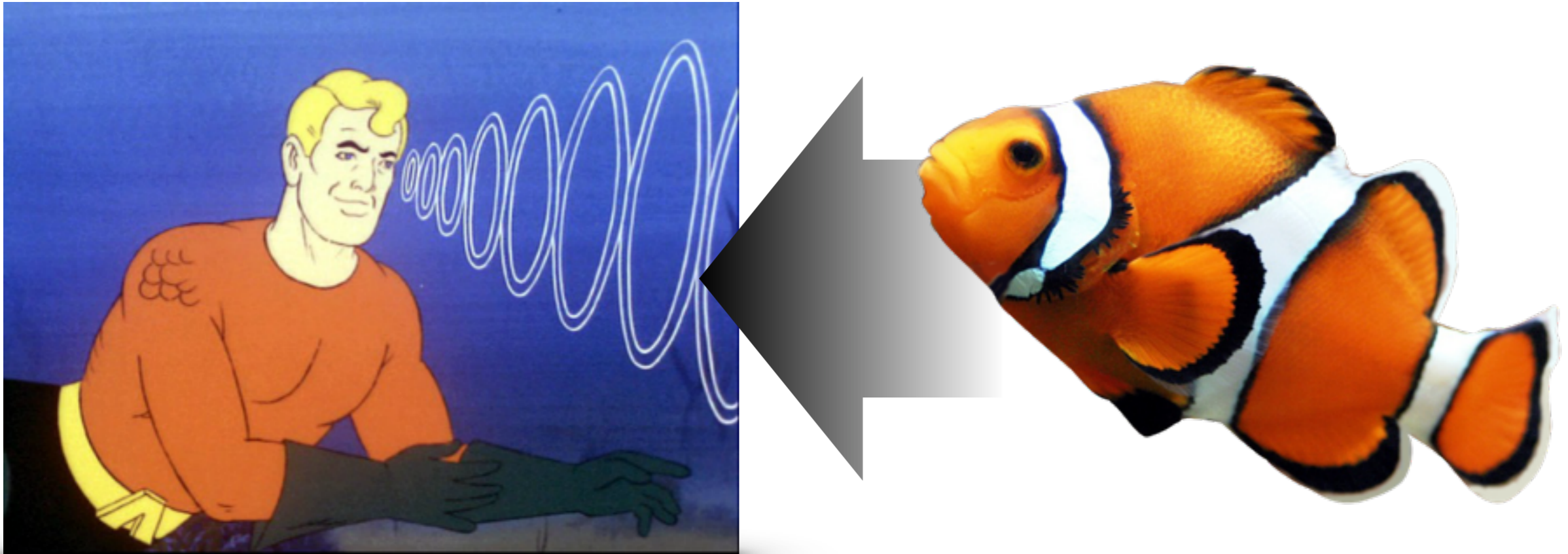


# Fallacy of Composition



...when one infers that something is true of the whole from the fact that it is true of some part of the whole

# Fallacy of Composition



...when one infers that something is true of the whole from the fact that it is true of some part of the whole

# Innovation Fallacies

- Innovation ≠ Big Invention
- Innovation ≠ Entrepreneurship & Business
- Innovation ≠ Making For All
- Innovation ≠ Technology



**Innovation**

**≠**

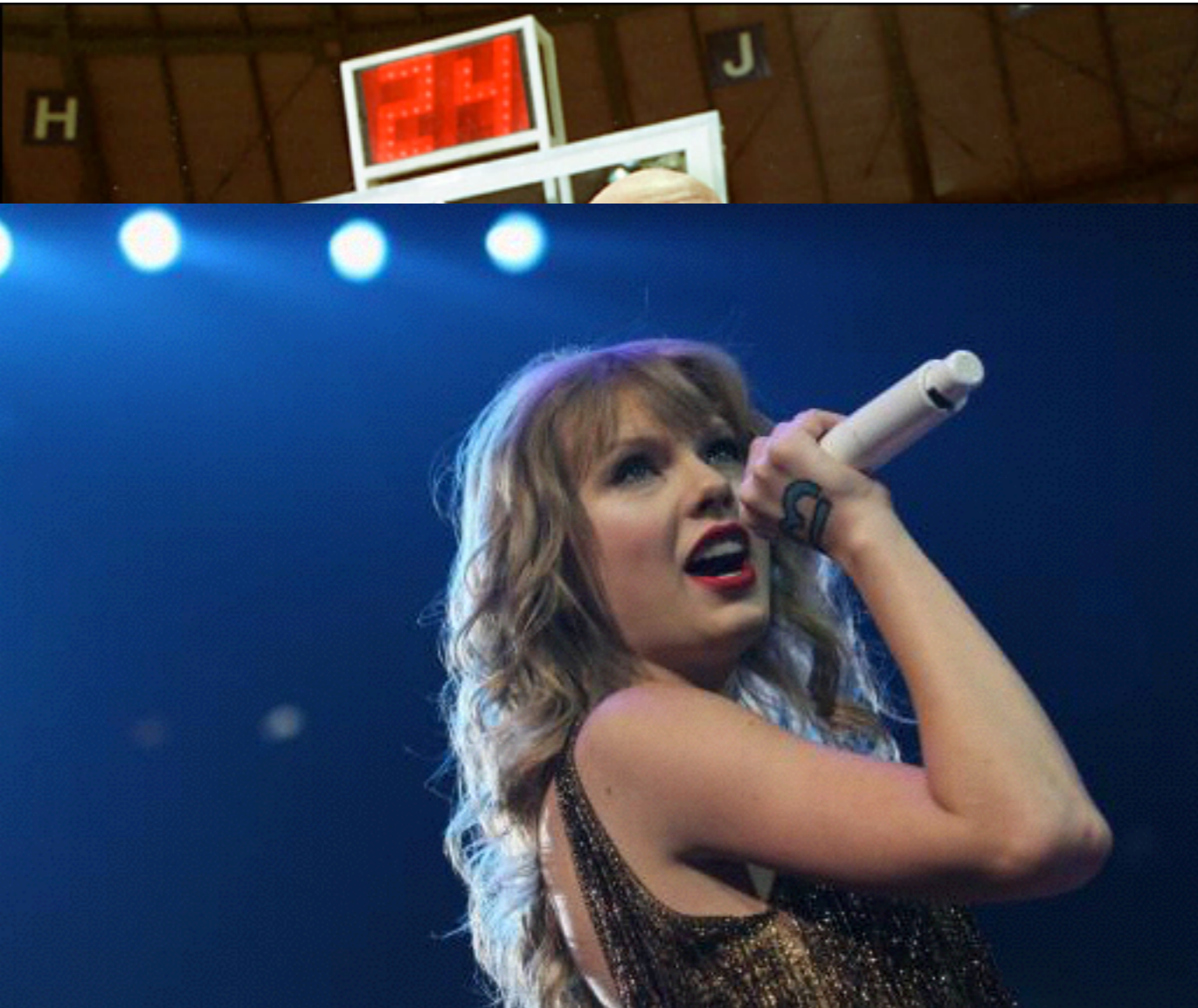
**Big Invention**

# Innovation Equals Invention



- Shot Clock
- 3 Minute Pop Songs
- Credit Hour

# Innovation Equals Invention



- Shot Clock
- 3 Minute Pop Songs
- Credit Hour

# Innovation Equals Invention



- Shot Clock
- 3 Minute Pop Songs
- Credit Hour

# Innovation Equals Invention



- Shot Clock
- 3 Minute Pop Songs
- Credit Hour

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Innovations are Time  
Sensitive

**Innovation**

**≠**

**Entrepreneurship & Business**



# Innovation





# Innovation



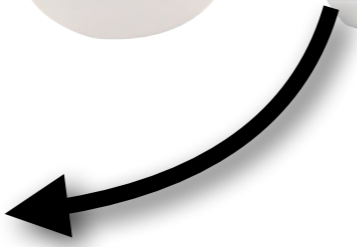
# Innovation



Innovation



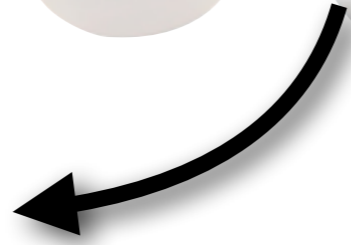
Entrepreneurship



Innovation



Entrepreneurship



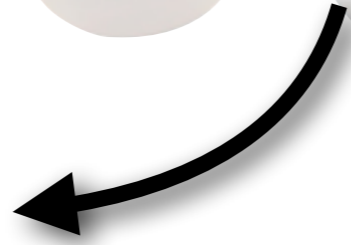
Capital



Innovation



Entrepreneurship



Capital



Risk

**Innovation**



**Networks**

**Entrepreneurship**



**Innovation**



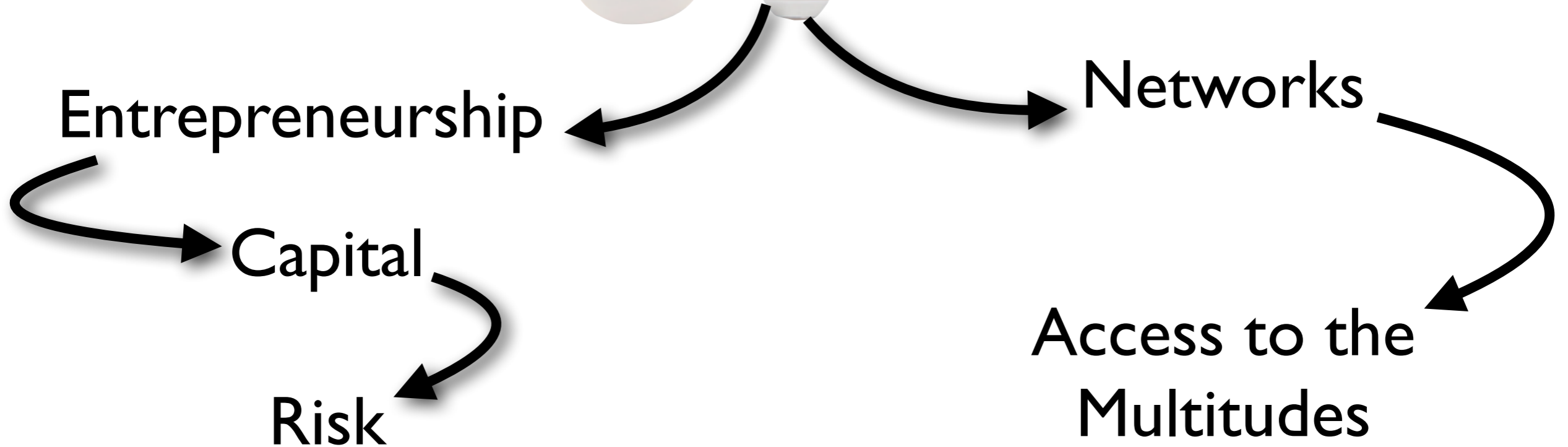
**Entrepreneurship**

**Networks**

**Capital**

**Risk**

**Access to the  
Multitudes**



# Innovation



Entrepreneurship

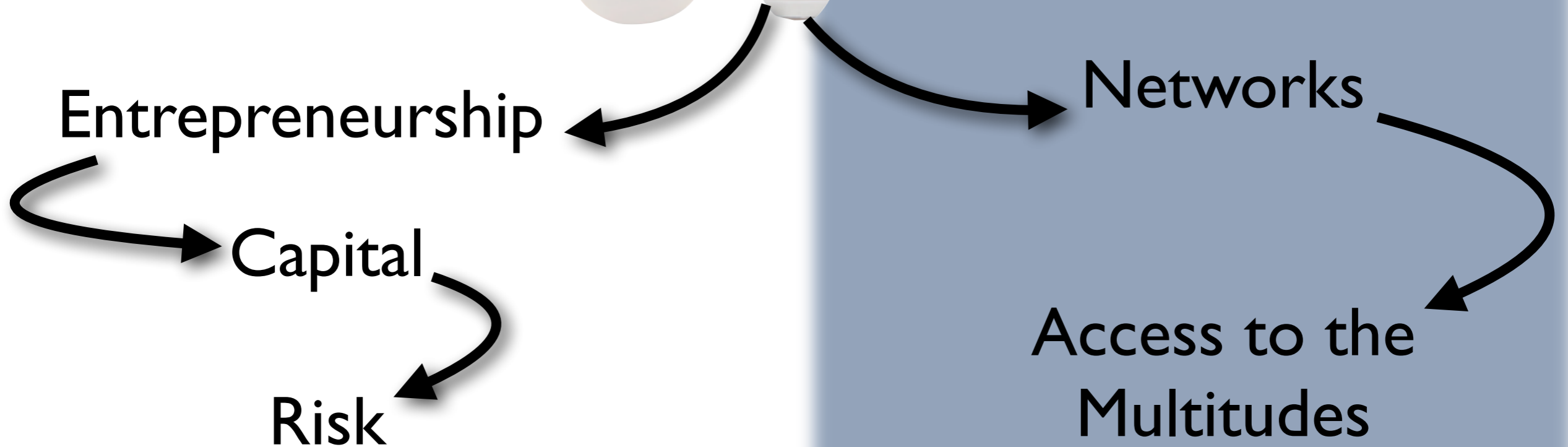
Networks

Capital

Risk

Access to the  
Multitudes

Marketplace of Ideas

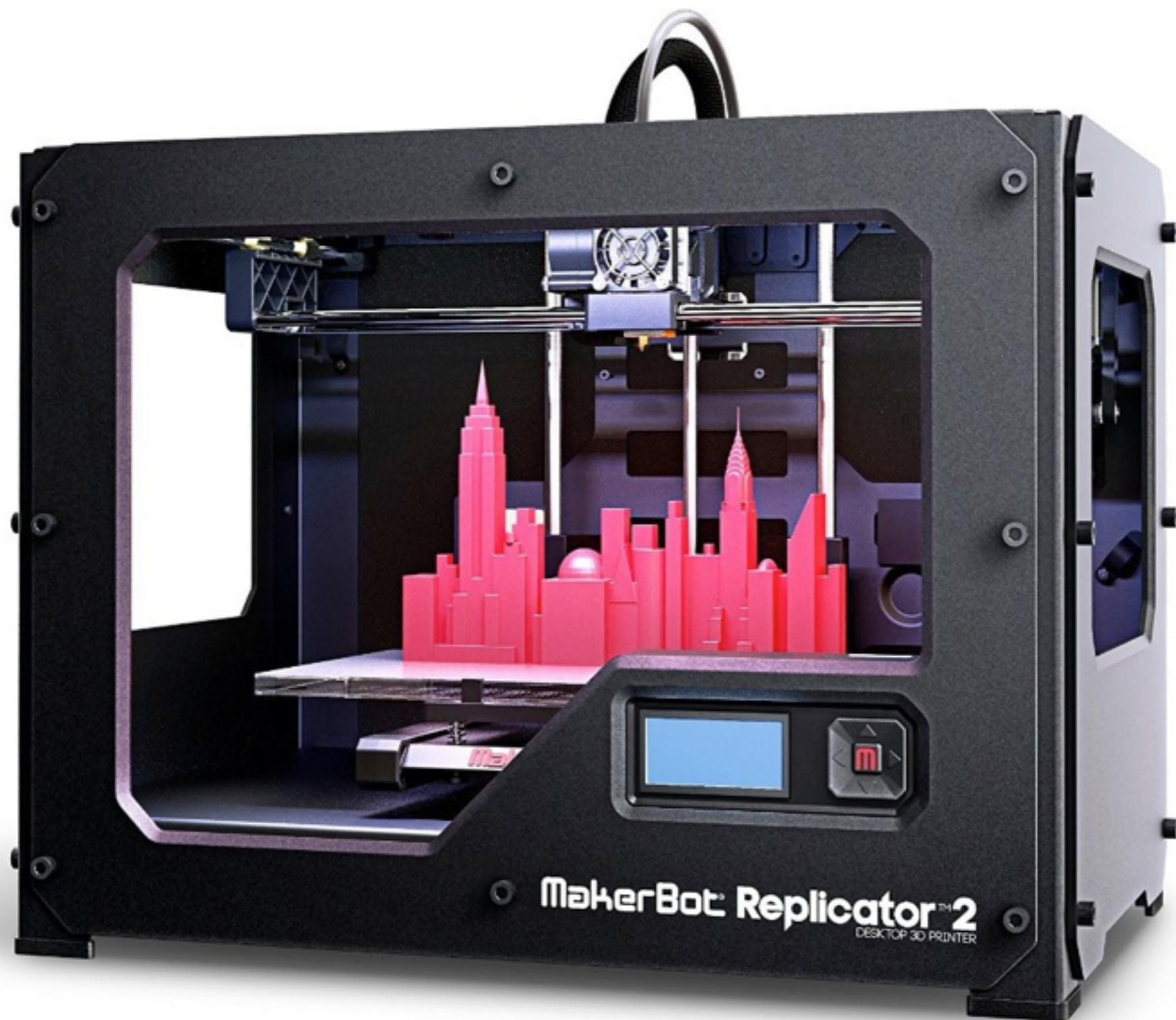




**Innovation**

**≠**

**Making For All**



# The Truth of the Maker Movement

“According to a survey conducted by Maker Media, **8 out of 10 Makers are male. Their median age is 44. Their average household income is \$106,000. Nearly 83 percent are employed, and 31 percent have job descriptions that fall into scientific or engineering categories. 97 percent are college graduates and 80 percent have some post-graduate education.**”

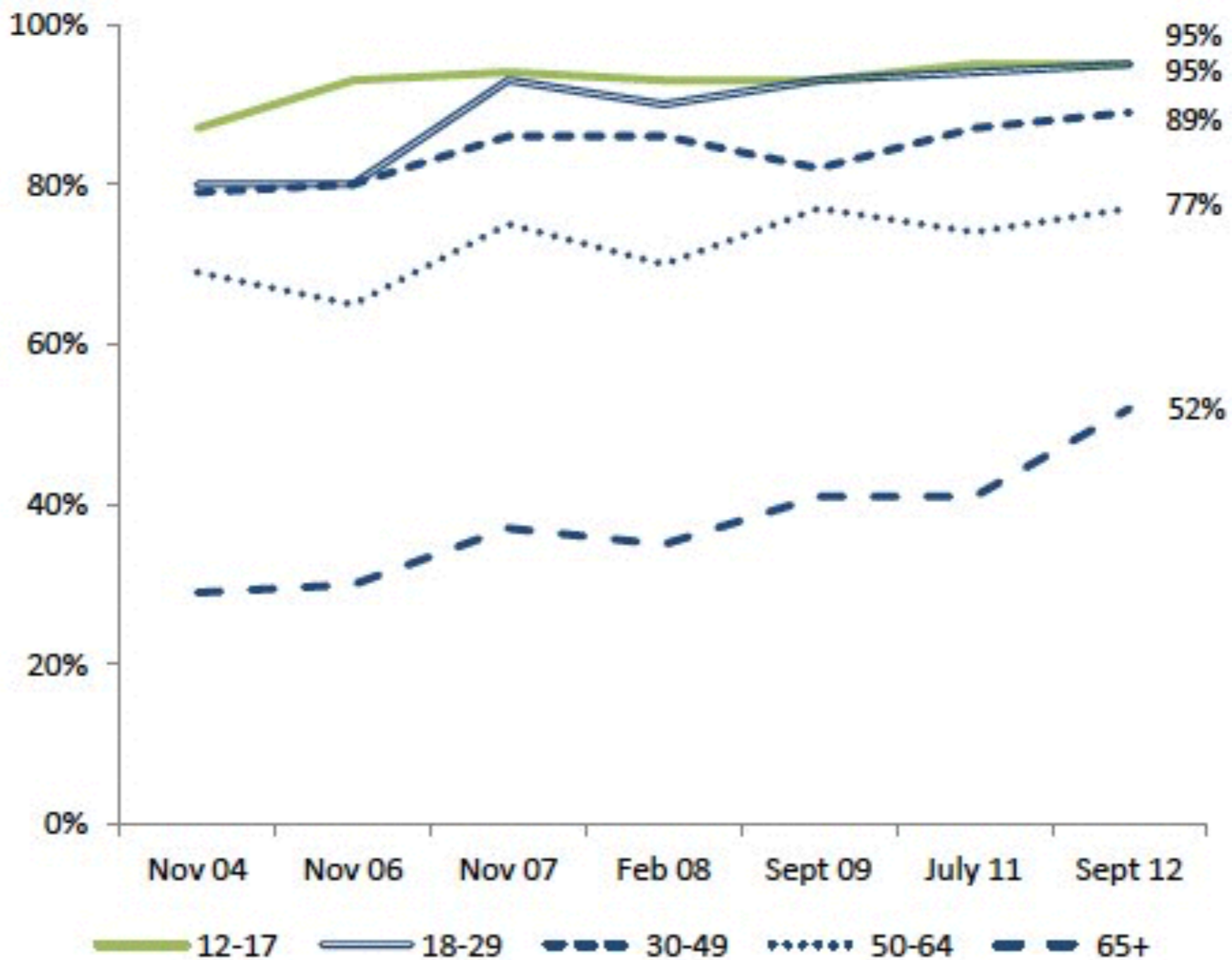
**Innovation**

**≠**

**Technology**

# Internet use over time by teens and adults

% within each age group who go online



Source: The Pew Research Center's Internet & American Life Project surveys. All teen data comes from separate surveys of teens and their parents. Methodological info for each survey is available at: <http://pewinternet.org/Data-Tools/Download-Data>

## Internet use over time by teens and adults

% within each age group who go online

100%

95%

“Much of this frenzy of access is facilitated by mobile devices. Nearly three-quarters of teens have or have access to a smartphone and 30% have a basic phone, while just 12% of teens 13 to 17 say they have no cell phone of any type. African-American teens are the most likely of any group of teens to have a smartphone, with 85% having access to one, compared with 71% of both white and Hispanic teens.”

-Pew Foundation

Source: The Pew Research Center's Internet & American Life Project surveys. All teen data comes from separate surveys of teens and their parents. Methodological info for each survey is available at: <http://pewinternet.org/Data-Tools/Download-Data>

# emPOWERment

- There Is No App To Overcome The Barriers Of Race, Class, Sexual Orientation, And Gender, And App Building Won't Either
- The Children Of Ferguson Were Hungry And Librarians Fed Them
- The Parents Of Baltimore Were Without Diapers And The Librarians Provided Them
- Public Libraries Were Created Out Of A Quest For Societal Equality - Any Innovation Initiative Must Further This Cause Or Libraries Simply Become An Agency Of Elite Solutions Not Agents Of Change

While We're On the  
Topic of False  
Equivalencies



# Innovation and Maintenance



## **Hail the maintainers**

Capitalism excels at innovation but is failing at maintenance, and for most lives it is maintenance that matters more

*by Lee Vinsel & Andrew Russell*

<https://aeon.co>

# Innovation Across the Organization



Administrators  
Librarians  
Staff  
Volunteers

# The Myths of Innovation



Slides & Conversation at: [www.DavidLankes.org](http://www.DavidLankes.org)