Virtual Dave Lankes

Presentation

http://www.DavidLankes.org

TITLE: Reenergizing the Academic Library: A Knowledge Driven Organization in an Information Age

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ABSTRACT: We live in an information age. Access to information is an ever-decreasing problem. Making sense of information is an ever-increasing issue. How can academic libraries embrace the tools of the information age and become true knowledge organizations, and not simply information gatekeepers? How can libraries re-center themselves in the academy saturated with information and full-text? This presentation will present a vision and mission for academic libraries as an evolving and central unit in the pursuit of education and knowledge.

KEYWORDS: academic, libraries, knowledge age, information age

Reenergizing the Academic Library

A Knowledge Driven Organization
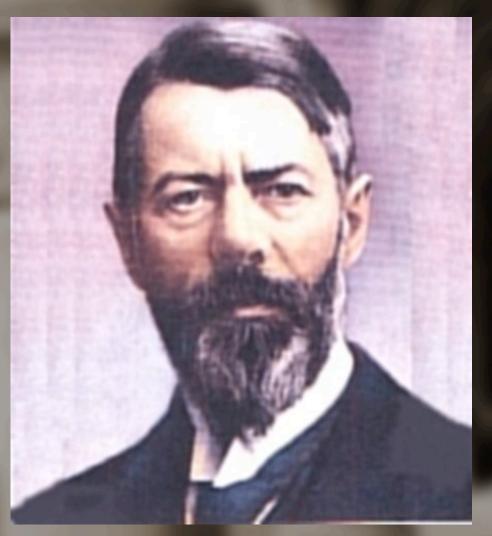in an Information Age

- Problems Faced by Academic Libraries
- Need to Change
- Knowledge Driven Organization
- Realities of Knowledge Organizations in an Information Age
- Learning by Example

Agenda

- The Public Domain and Fair Use are Shrinking
  - Gov't Information is Moving to the Private Sector
  - Legislation Secures Owners Rights…Above All
    - Movie Licensing Deals
  - Old Data May Find New Life on the Internet, So Let's Hold on to it Just in Case
- The Academy Continues to Give Away its Currency to Others' Vaults
  - Scholarly Publishing Far from Reform
- Technologies in Information Dissemination are Increasingly By-Passing Information Sharing
- The Values of Librarianship are Minimized in the Current Market

The Problem: External

- Increasingly Consumer-Oriented Institutions
- Lack of Accepted Benchmarks for the Networked World
- Enticed Academy into Cyberspace (Congratulations)
  - …Without Us
- Bibliofundamentalism
  - Karen G. Schneider

The Problem Internal

- Bureaucracy and Reductionism assumes:
  - Static, discoverable environment
  - Unimpeded Flow of Information
- Real Life is Complex!

The Problem: Internal

- Libraries have become trapped in their own labyrinth of tools and organizations

- MARC, AACR2, DDC, LCSH, Z39.50, NISO, OPAC, DCMI, LibQual, ILL, AAT, GAC, ILS, LSTA, OCLC
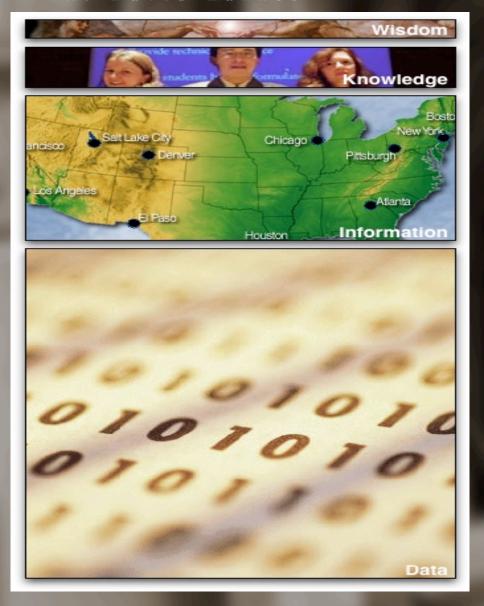
- Paralysis through Analysis

Daedalus' Maze

- We're Top Heavy in Consortia and Organizations

- Need to Adapt the Tools We Helped Create to Become a More Agile Profession and Better Share Knowledge, Resources and Abilities

- Rather than Trying to Classify the Web, Let's Adopt, Improve and Rule It!

The Need to Change

What We Do

How We Do It

Need to Determine

- Things
- Information

What Business are We In?

Knowledge	Information
Uniquely Human	Increasingly Automated
Context of Use	Context of Creation
Expensive	Cheap
Selective	Comprehensive
High-Quality	Good Enough

- We're in the Knowledge Business…

- But In the Information Age

Knowledge Versus Information

- Librarianship on the Web
  - Selective
- Museums
  - Comprehensive
- Broadcasters
  - Synthesis

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Martin's Observation

- Selection
- Context Provision
  - Reference
  - Metadata
- Preservation
  - Information - Digital
  - Artifact - Analog
- Providing a Human Face
  - Technical and Social Reasons

Functions of a Knowledge-Driven Library

- Academic Library as the Knowledge Managers of the Academy
    - Faculty are their Own Archivist and Publisher
    - IT is buying Full-Text Databases
    - Distance Education…Academy's New Knowledge Creation

New Knowledge Function?

- The Tools of the Knowledge Organizations *ARE* the Tools of the Information Age
- Networks of Connected Applications
  - Computers
  - Smart Phones
  - TV's, Cars, Watches, etc.
- Information Processing Applications
  - Data Creation: "Office for your work life, iLife for everything else." -Steve Jobs
  - Data Manipulation: Databases, Data Mining, Spreadsheets, Stats Packages, etc.
  - All Connected to the Network, On Demand

Here's the Catch

- Information (and Knowledge) has Escaped the Confines of Text
  - A Digit is a Digit
    - The transformation of TV (TiVO, TV Stations with a Staff of one)
- The Computer Science Community is Unprepared
  - Digital Preservation, Digital Libraries without Name Authority, the Hidden Web
- We are at the Mercy of the Computer Scientists

The Realities of the Information Age

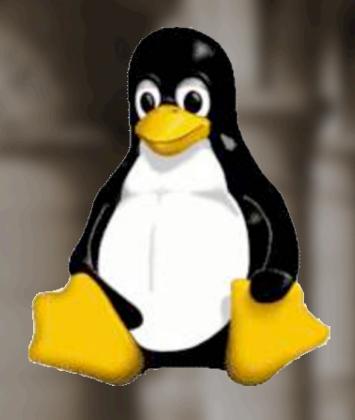# Librarians Step into the Void

Solution?

- Technical Skills are Price of Admission

- Good News
  - Open Source Revolution and the Internet has Lowered the Bar (Skills and Cost) of Admission

- Bad News
  - Cultural Shifts Ahead

Reality of an Information Age

- Librarianship as a Technical Skill
- Librarians as the Knowledge Guides for the Information Age
  - Conscience of the Computer Scientist
    - Partners
- Active and Advocate for Those We Serve
  - Entice our Partners to Solve our Problems
  - Solve our Own Problems…
    - And benefit from the solutions

The Cultural Shift

- MIT: DSpace
- Columbia: NSDL
- Cornell: Preservation/Digitization
- OCLC: Dublin Core, RDF
- Wisconsin-Madison: CWIS/Internet Scout
- Temple: Digital Reference Software

Examples

Open Source Software

Need help?
Ask a librarian.

Digital Reference

Examples

- Community Development Works
  - And Open Source Doesn't Have to be Free
- Innovation Does Not Have a Job Title
- Sweat is as Good as Money
- More Money Doesn't Equal More Performance
- Technology Can Coordinate Massive Efforts
- Preservation of the Commons is NOT a Passive Activity
  - Actively Develops Good Product
  - Actively Benchmarks Itself Against the World
  - Actively Gains Converts and "Expands the Tent"

What We Can Learn from Open Source

- Names Don't Matter, People Do!
  – Digital Reference is About Putting People in the Interface…What's on Your Web Site

- Librarians Must Retake the Web!

- Share in Public

  – Successes and Failures

- Organizational Type Doesn't Matter

- Peer to Peer Rules

- There are NO Sacred Cows

- Let the Zealots Lead

What We Can Learn from DigRef

- Go Digital
  - Reference, Libraries, Repositories
- Go Real
  - Mortal in the Portal
  - People on the Website

Getting Real

- You Should Wake up Every Morning Thanking God you are a Librarian

- Librarians and Libraries Only Become Irrelevant if We Become Irrelevant

- "I *AM* the Library"

Librarians not Libraries

Slides at

www.DavidLankes.org

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