The Times They are a-Changin’

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Common Logic of Librarianship

• More Books Requires Inventory
• Large Inventory Requires Classification
• Classification Requires Professional
• Large Classified Inventory Requires Automation
• Automation Leads to Networks
• Networks Require Standards
The Importance of Initial Assumptions
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• You End Up in Weird Places with False Assumptions
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- You End Up in Weird Places with False Assumptions

FREAKONOMICS
A ROGUE ECONOMIST EXPLORES THE HIDDEN SIDE OF EVERYTHING

“Prepare to be dazzled.”
—Malcolm Gladwell, author of The Tipping Point and Blink

STEVEN D. LEVITT AND STEPHEN J. DUBNER
The Importance of Initial Assumptions
Functional Logic of Librarianship

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From Collection to Scholarship
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From Dissemination to Action

From Sharing to Social Good
Knowledge as Thing versus Knowledge as Action
Origin of Printing

Artifact to be Preserved

http://quartz.syr.edu/rdlankes/blog/?p=516
Origin of Printing

Religious Truth

Artifact to be Preserved

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The User Defines Context, Not the Object or the Facilitator
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Intrinsic Motivation
Extrinsic Motivation
Participatory Logic of Librarianship
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- The User is in Control
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- It is ALL About Learning
Participatory Logic of Librarianship

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• Learning is a Collaborative Conversation
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• The Library (Librarians) Serves as Facilitators of Conversation
• True Facilitation with the Community Means Shared Ownership
• Invest in Tools for Creation Over the Collection of Artifacts
Artifacts and Mission:
http://quartz.syr.edu/rdlankes/blog/?p=526
http://quartz.syr.edu/rdlankes/blog/?p=572

Scapes:
http://rdlankes.blip.tv/#1015706

Reference Extract:
http://digref.org

Free Library of Philadelphia:
http://rdlankes.blip.tv/#1039558
The Pressure for Participation

- People Need to be Active Constructor of their Knowledge
- They want Tools that Allow and Facilitate Conversation and Participation
The Pressure for Participation...in the Community

• Conversations and Learning are About Change

• Facilitation is not Invisible or Unbiased

• To Facilitate is to Shape
The Mission of Libraries
To Facilitate the Knowledge Creation of its Community through Conversation
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To Facilitate the Knowledge Creation of its Community through Conversation

Change the Community for the Better
Librarians To Attempt To Outsmart Google

The Reference Extract project hopes to turn all of this credibility research into something practical. The team consists of professors like Lankes and the OCLC, an academic technology organization that counts more than 60,000 (!) libraries among its members. The initial work is funded by the MacArthur Foundation. Their first goal is certainly ambitious: use the web sites that librarians suggest most often as the basis of a more credible search engine that can return reliable results.

Reference Extract already believes that it can best Google, even before work has begun in earnest. That's because it has already used librarian-recommended sites to populate a custom Google search engine. Simply doing this produced search results that testers ranked as "more credible" than searches run on the main Google index, even when the testers had no idea that one of the searches was based only on librarian-approved sites.

Lankes wants to expand on the experiment, building a new search engine architecture and that data, OCLC is providing access to its QuestionPoint Patton questions from around the world. Mining the collection of librarian-approved sites, or the "good sites", Reference Extract could in the future weight the whether sites are...
“Now that is an interesting idea. Quality instead of quantity. Of course, we have to ask ourselves, what took librarians ten years to realize that? I do note that being a librarian is kind of a ‘slow’ profession, but still... it's not like we couldn't have collected high quality links a long time ago...”

Libraries Must be Agents of Change
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• We Can No Longer Hide Behind our Collections
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• We Can No Longer Hide Behind our Collections

• We Can No Longer Serve from the Side
Libraries Must be Agents of Change

• We Can No Longer Hide Behind our Collections

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• We Must be Active and Participate in the Improvement of our Communities and Larger Society
Libraries Must be Agents of Change

• We Can No Longer Hide Behind our Collections

• We Can No Longer Serve from the Side

• We Must be Active and Participate in the Improvement of our Communities and Larger Society

• We Cannot be Silent on Matters of Ignorance
Examples of Ignorance

• Out of 34 Countries the United States ranks near the bottom in acceptance of evolution. Only Turkey ranked lower.

• 1 adult American in five believes that the Sun revolves around Earth
Examples of Ignorance

1. The center of the earth is very hot - 78%
2. The oxygen we breathe comes from plants - 85%
3. Electrons are smaller than atoms - 44%
4. The continents on which we live have been moving their location for millions of years and will continue to move in the future. - 79%
5. Human beings, as we know them today, developed from earlier species of animals. - 44%
6. The earliest human beings lived at the same time as the dinosaurs. - 48%
7. Which travels faster: light or sound? - 75%
8. How long does it take for Earth to go around the sun: one day / one month / or one year? - 47%
9. Tell me, in your own words, what is DNA? - 21%
10. Tell me, in your own words, what is a molecule? - 9%

Herald-Leader, Friday, May 24, 1996
Examples of Ignorance

1. And about 1 in 6 parents don't know that the document declared the American colonies free from British rule.
2. Only 45.9 percent of those surveyed knew that the sentence "We hold these truths to be self-evident, that all men are created equal" is in the Declaration of Independence.
3. The U.S. Department of Education reports that nearly six out of 10 high school seniors are basically historically illiterate. They fail to know even which century the Civil War was fought or even why it was fought. An official at Mount Vernon reports that many visitors "think Washington fought in the Civil War."
Libraries are
PERFECTLY Situated
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- We Function as Authorities NOT Authoritarians
  - We are Honest Brokers, Facilitators of Community Conversations

- We are Tool Builders
  - Need to Stop Riding the Waves, and Become Wave Machines

- We Provide the Connective Tissue to our Organizations
Imagine

• A Distributed Network of 123,291 Libraries Having Conversations

• Networking these Conversations Together

• Millions of Conversations to Sharing, Relating, Understanding

• Creating the Infrastructure in the Market Place of Ideas
We Must be Prepared

• Must be Radical Change Agents
• Fix Our Innovation Cycle
  • Repeat after me...new hires are not the solution
• Fix our Education System
• Fix Our Innovation Economy
  • Library Vendors as Market Places Not Full Solutions
    • Innovations come from company, vendors, anyone - focus on API, not Interface
Act Now?

- Challenge the Speaker
  - In Person, In E-Mail rdlankes@iis.syr.edu
- Destroy the ptbed.org Site
- Add Your Thoughts to Reference Extract
  http://digref.org
The Obligation of Leadership
The Obligation of Leadership

- Innovate from Core Principles
The Obligation of Leadership

- Innovate from Core Principles
- Question Tradition
The Obligation of Leadership

• Innovate from Core Principles
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• Hold the Visionaries to Account
  • Where’s the Data, Where’s the Theory
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The Obligation of Leadership

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- Where’s the Data, Where’s the Theory
- Become a Mentor
- **YOU** are the Future of Libraries!
Slides, Projects, and Opportunities
www.DavidLankes.org