



# The Times They are a-Changin'

R. David Lankes

OITP Fellow • Slides: <http://www.DavidLankes.org>

# 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

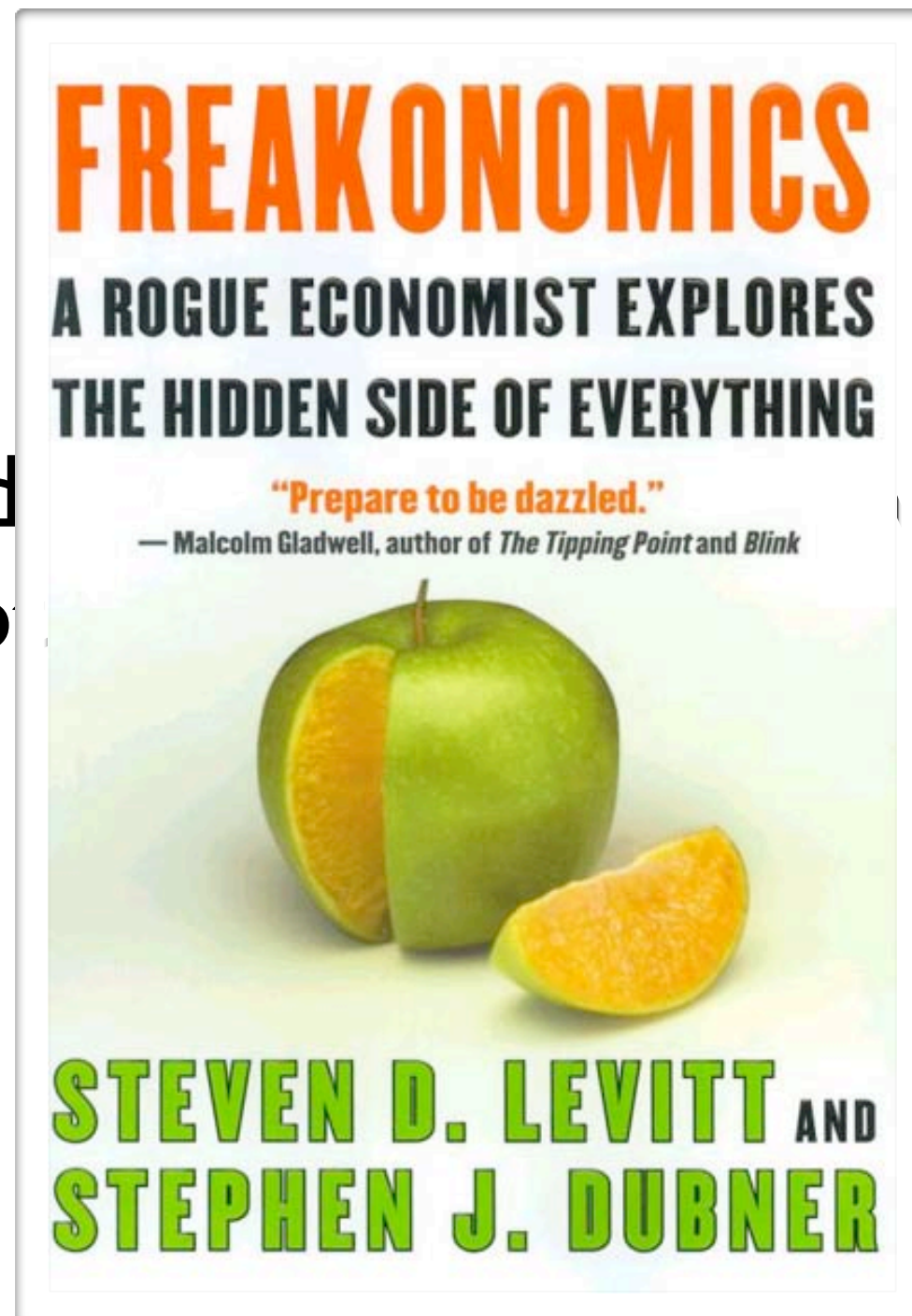
# The Importance of Initial Assumptions

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- You End Up in Weird Places with False Assumptions

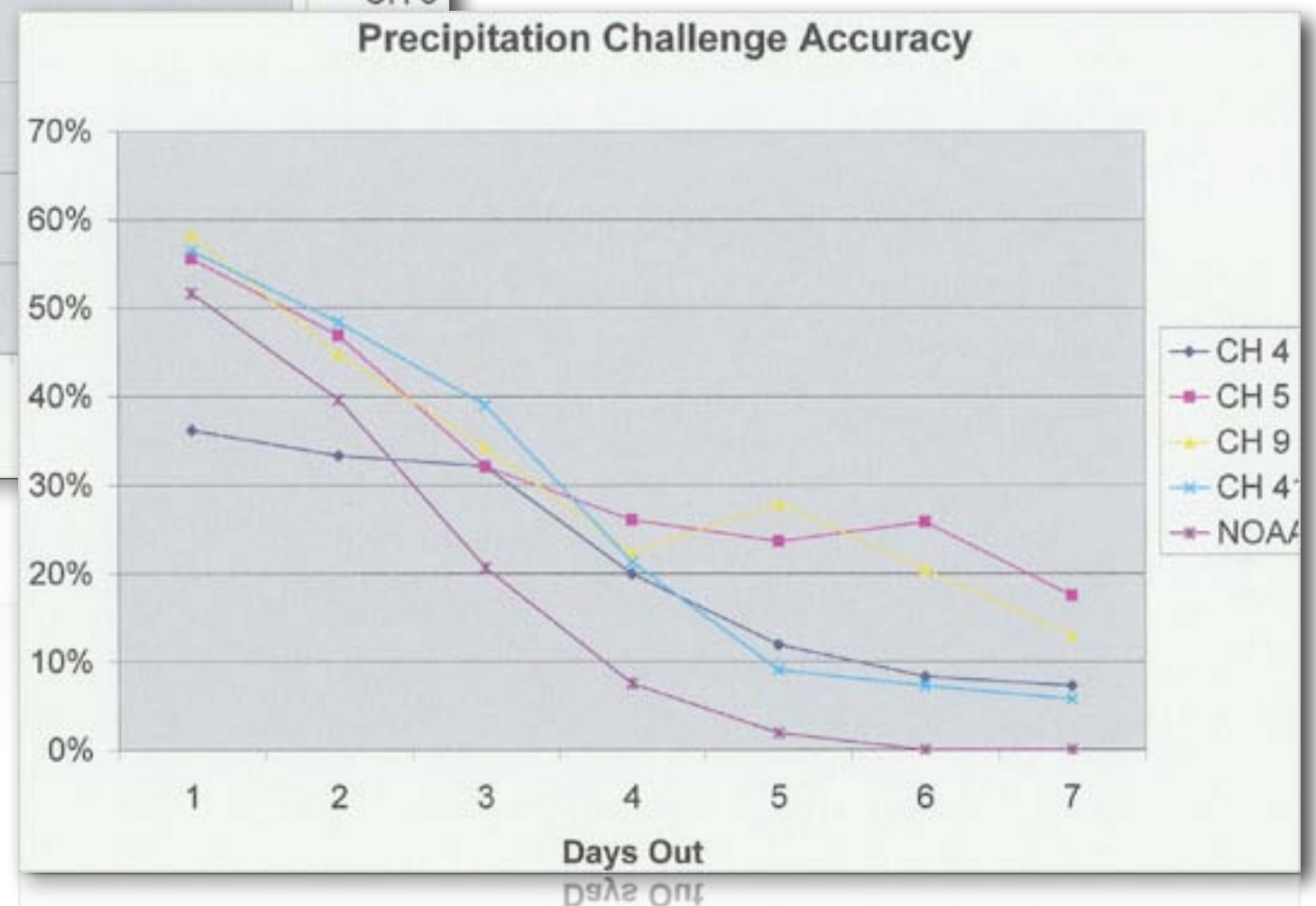
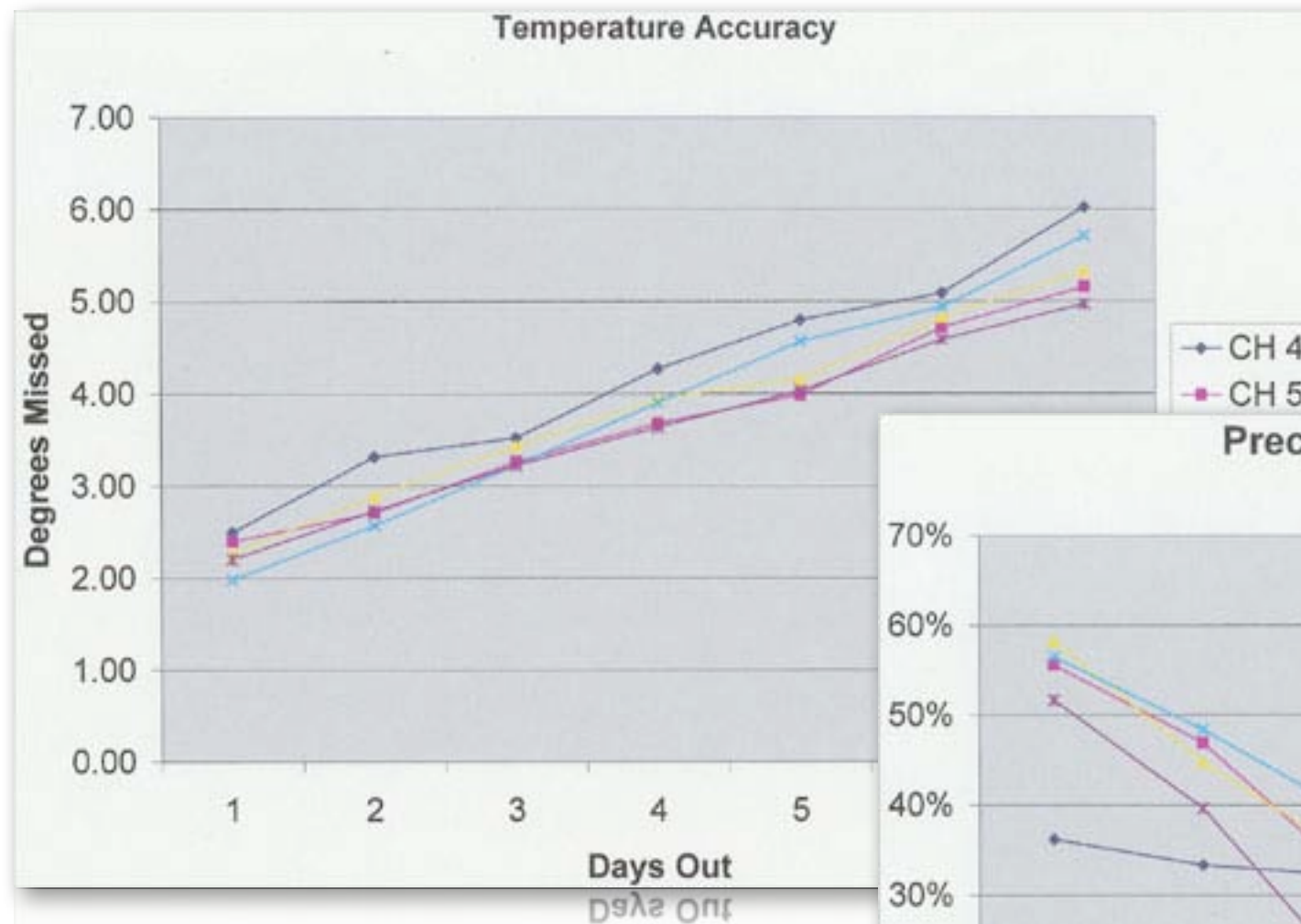
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# The Importance of Initial Assumptions



# Functional Logic of Librarianship

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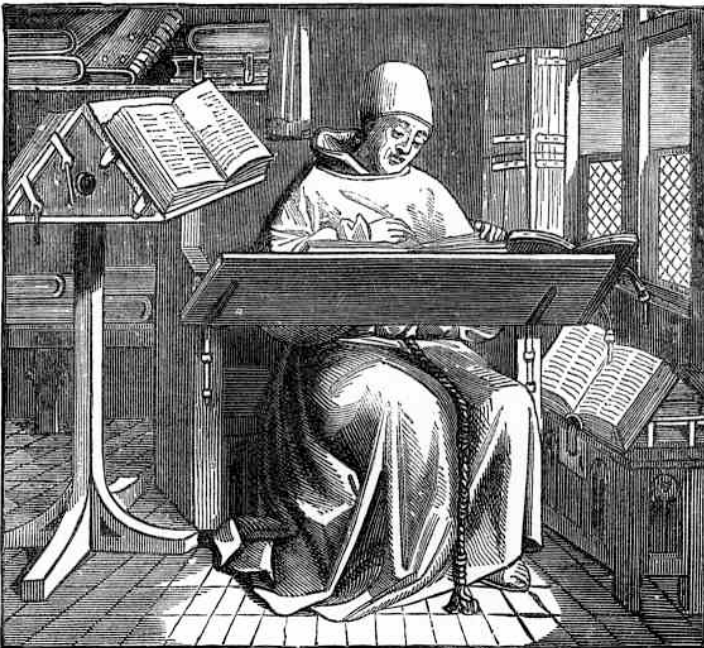
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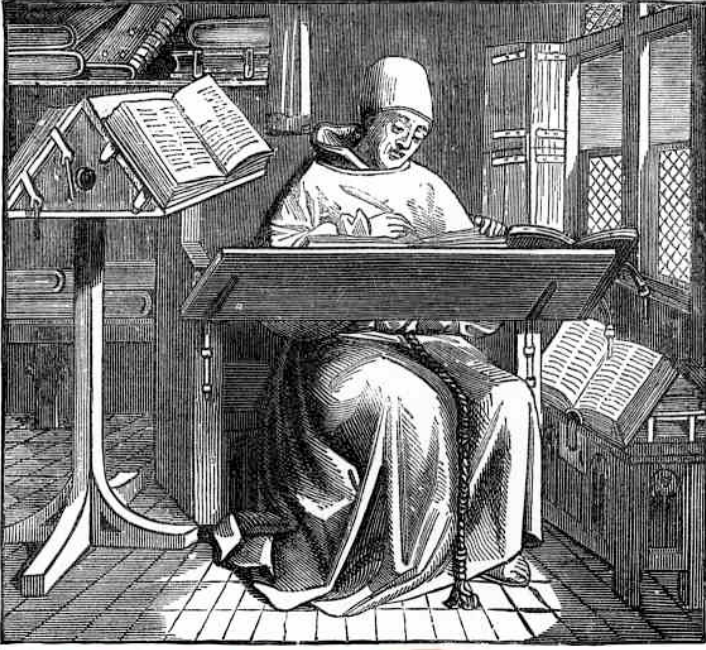




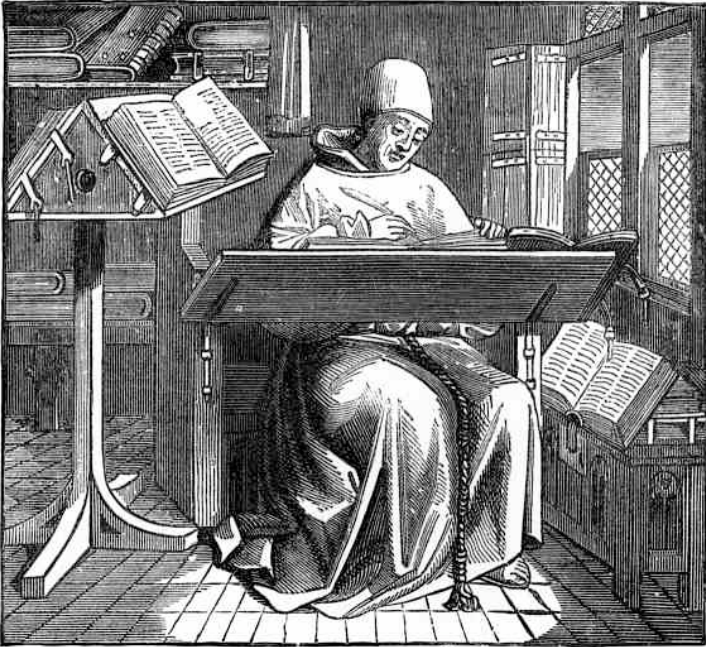


SCRIPTORIUM MONK AT WORK. (From *Lacroix*.)

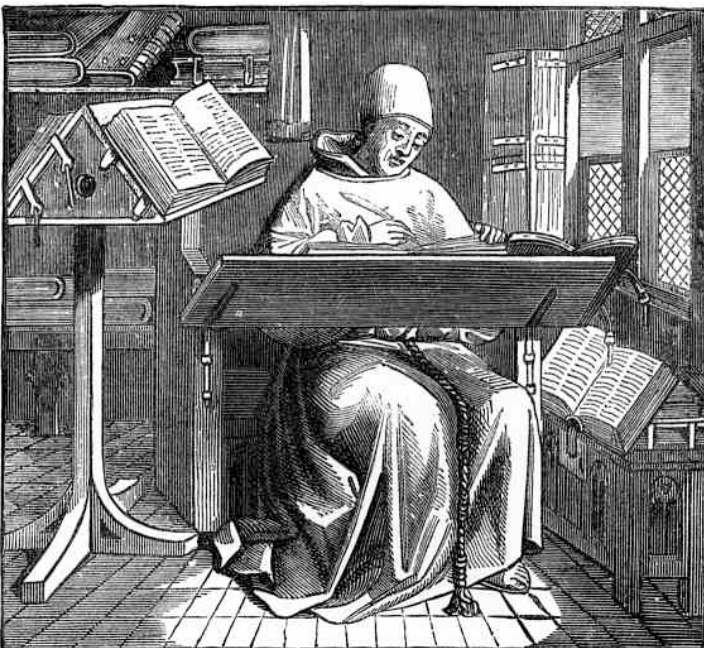




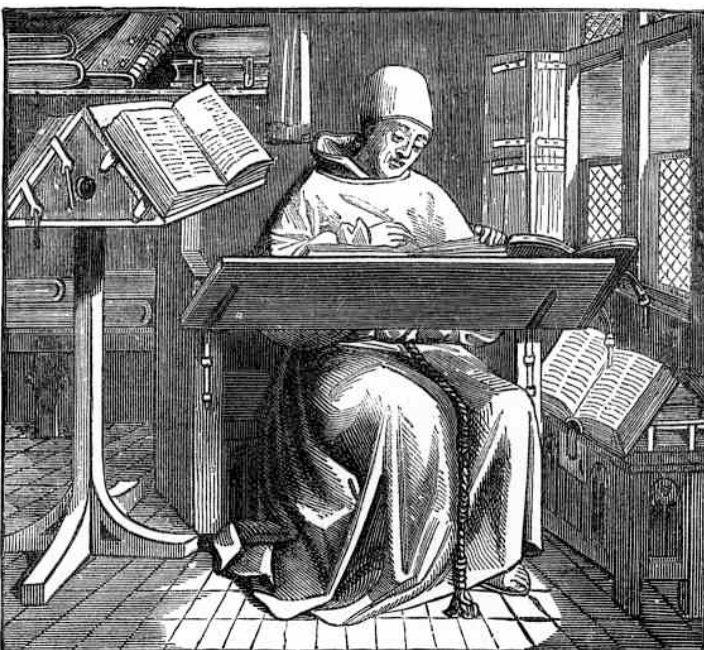








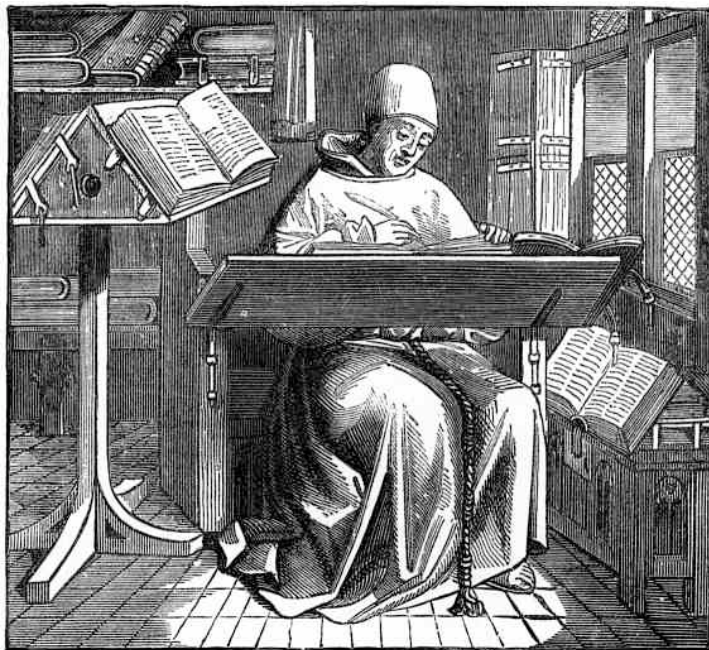








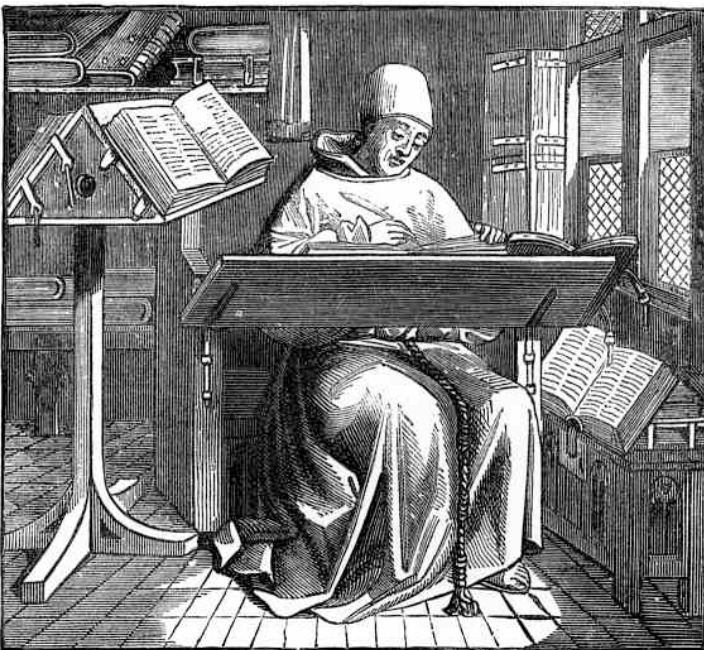
## From Collection to Scholarship



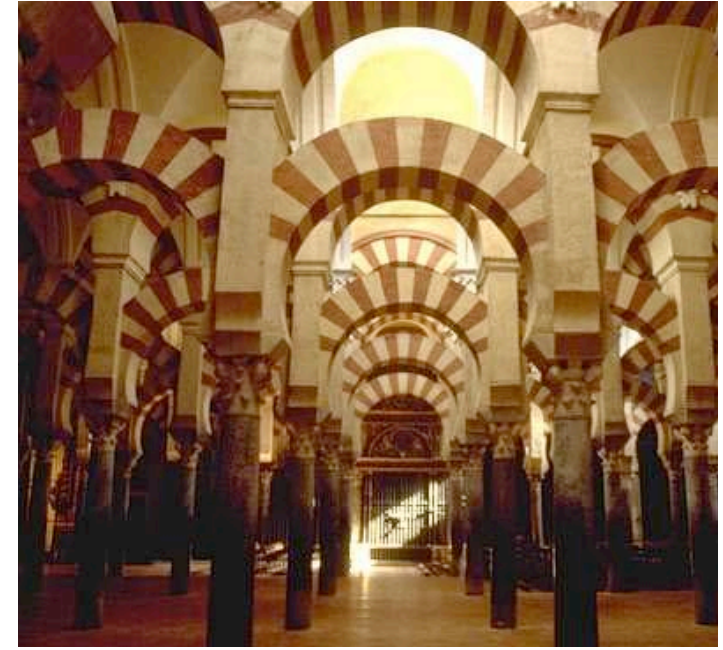




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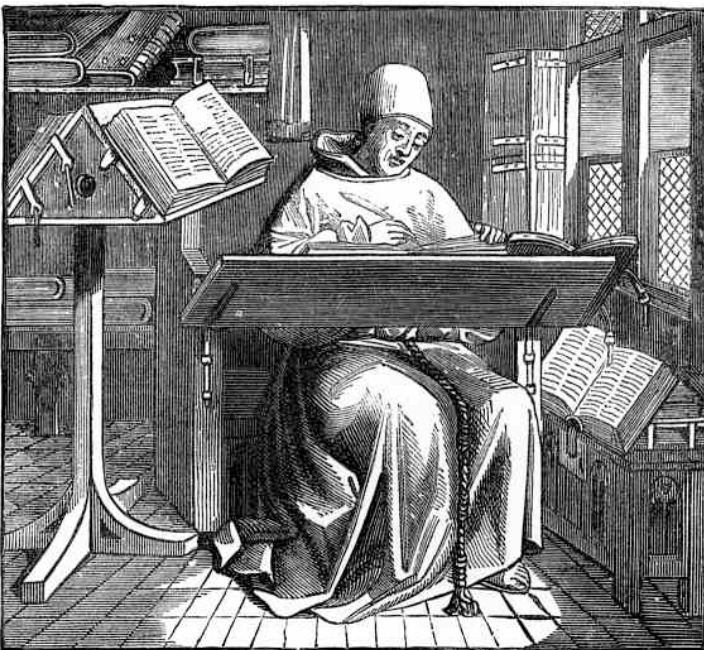
## From Dissemination to Action



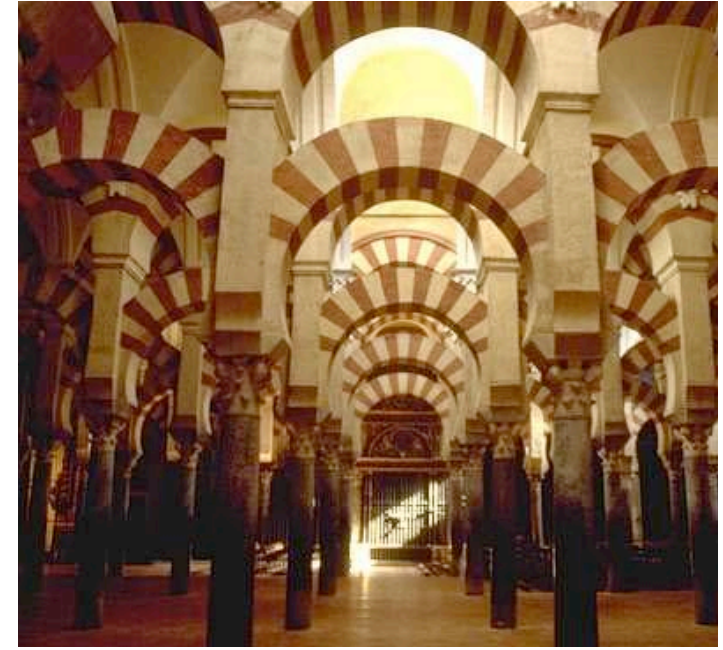




## From Collection to Scholarship



## From Dissemination to Action



## From Sharing to Social Good



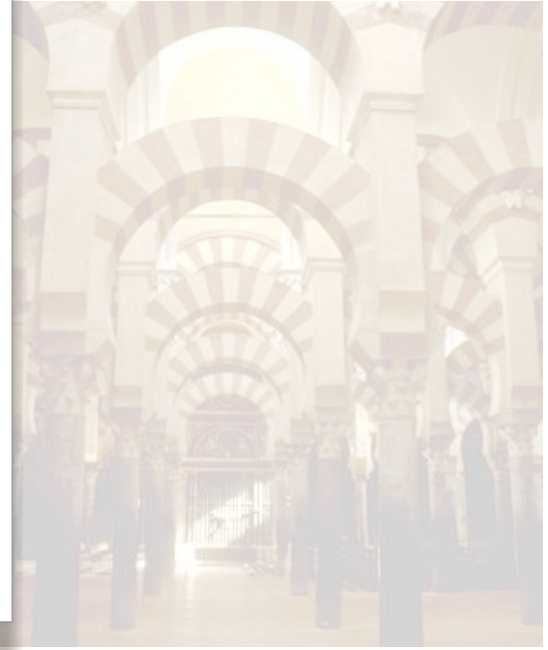




From Collection to Scholarship



# Knowledge as Thing versus Knowledge as Action



From Sharing to Social Good





annu regni sedechie. **M**ense autem quarto nona die mensis obdormit sanctorum civitatem: et non erat alimentum populo terre. **E**t disrupta est ciuitas: et omnes viri bellicosos suos fugerunt: et ceteri de ciuitate uode per uiam porte que est inter duos muros et ducit ad ortum regie: caldeo obsecrantibus urbem in giro: et abierunt per uiam que ducit in hebron. **P**ersecutus est autem caldeo rex: et ceteri: et apprehenderunt sedechiam in deserto quod est iuxta ihericho: et omnes comitatus suos diffugerunt ab eo. **E**unq; comprehensum regem adduxerunt cum ad regem babilonis in reblatha que est in terra euath: et locutus est ad eum iuditha. **E**t ingulauit rex babilonis filios sedechie in oculis suis: sed et omnes principes iuda occidit in reblatha. **E**t oculos sedechie reuinxit uineta cum in compedibus. **E**t adduxit eum rex babilonis in babilonem: et posuit eum in domo carceris usq; ad diem mortis eius. **I**n mense autem quinto decima mensis ipse est annus decimus nonus nabuchodonosor regis babilonis: uenit nabuzardan princeps milie qui stabat coram rege babilonis in iherusalem: et interdu domum domini et domum regis et omnes domus iherusalem et omnes domus magnas igne combussit: et totum murum iherusalem per circuitum destruxit: cunctos relictos caldeo qui erant cum magistro milie. **D**e pauperibus autem ipse et de reliquo vulgo quod remanserat in ciuitate et de peregrinis qui transfugerant ad regem babilonis et ceteros de multitudine: transfudit nabuzardan princeps milie: de pauperibus uero terre reliquit nabuzardan princeps milie uiuere et agricolas. **E**t columnas quoque: et ceteras que erant in

domo domini: et bases et mare marmum quod erat in domo domini: contegerunt caldei: et nesciunt omne regem in babilone. **E**t lectos et crebras et psalteria et falias et monticula et oia uascula que in ministerio fuerant nesciunt: et pueros et thymiamata et uero et plures et candelabra et montaria et cratos. **Q**uorūque aurea aurata: et greges argentea argentea. **E**ulit magister milie columnas duas et mare unum et uindolos duodecim ceteros que erant sub basibus: que fecerat rex salomon in domo domini. **N**on erat pōd? res oim uasorum huius. **D**e columnis autem: decem octo cubiti altitudinis erant et columna una: et funicul? duodecim cubitos circumbarat. **P**orro grossitudo ei? quatuor digitos: et intus: cava erat: et capitella super utraque terra. **A**lcendo capitelli unius quingenti cubitos: et cetera et malagranata supra coronam in circuitu: omnia enim. **E**t fuerunt malagranata nonaginta sex decemina: et omnia malagranata circum circuitus circumdabant. **E**t nesciunt magister milie saraiam sacerdotem priuatum: et sophoniam sacerdotem secundum: et ceteros custodes uasculi. **E**t de ciuitate nesciunt eunuchum unum qui erat ipse super uicos bellatores: et septem uicos de his qui uidebant faciem regis qui inueniunt in ciuitate: et scilicet principem milium qui pbatat pueros: et sexaginta uicos de ipso terre qui inueniunt in medio ciuitatis. **E**ulit autem eos nabuzardan magister milie: et duxit eos ad regem babilonis in reblatha. **E**t posuit eos rex babilonis: et fecit eos in reblatha in terra euath. **E**t transfudit eos iuda et cetera sua. **Q**ue est ipse que transfudit nabuchodonosor anno septimo: iudeos sex milia et uiginti. **I**n anno octauo: nabuchodonosor transfudit de iherusalem aias odigra et ceteras.

*La Merina*  
**I**n anno uicesimo nabuchodonosor transfudit nabuzardan magister milie animas iudeos septingentas quadraginta quinque. **Q**uoniam ergo anime: quatuor milia sequebantur. **E**t factum est in mense octauo anno transfugationis iochan regis iude duodecimo mense uicesima quinta mensis transfugerunt iudei: et transfugerunt rex babilonis ipso anno regni sui caput iochan regis iude: et rediit cum de domo carceris: et locutus est cum eo bona. **E**t posuit thronum suum super thronos regum qui erant post se in babilone: et mutauit uestimenta carceris sui: et conuertebat pannum rotam eo super cunctos diebus uite sue. **E**t cetera ei? cetera pueri a dabantur ei a rege babilonis statuta per singulos dies: usq; ad diem mortis sue cunctis diebus uite eius.

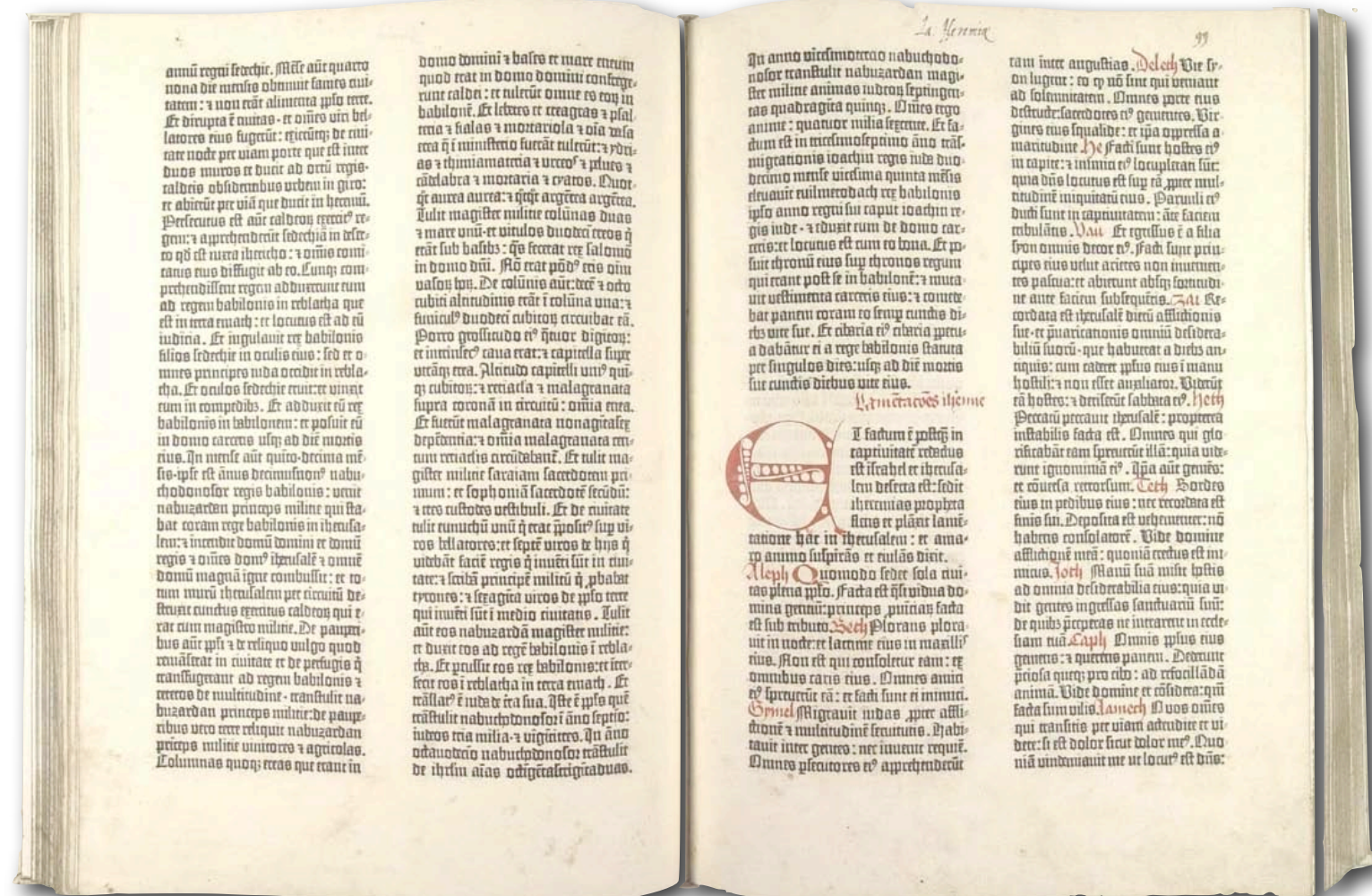
*Ammonitio iherusalem*

**Q**uod factum est postquam in captiuitate ceteros transfudit iherusalem et iherusalem deserta est: sed iherusalem propheta flans et plangens lamentatione habet in iherusalem: et amaro animo suspirans et uilas dicit. **A**leph **Q**uomodo sedet sola ciuitas plena populo. **F**acta est quasi uidua domina gentium: princeps pulchra facta est sub tributo. **S**ed plorans plorauit in nocte: et lacrimis eius in malleis suis. **N**on est qui consolatur eam: neque omnibus cibus suis. **Q**uoniam amicum sperauerat: et facti sunt ei inimici. **S**emel flagrauit iudeas: propter afflictionem et multitudinem secuturum. **A**biit inter gentes: nec inuenit requiem. **Q**uoniam percutit eos et apprehenderunt

eam inter angustias. **Deleth** **U**ir frons lugens: eo quod non sunt qui ueniunt ad sollicitudinem. **Q**uoniam propter nos destruxit: ceteros ei? gentes. **U**ir gressus eius squalidus: et ipsa oppressa a maribus. **H**ec facti sunt hostes ei? in capite: et infamia ei? locupletan fuit: quia dicit locutus est super eam: propter multitudinem iniquitatum eius. **P**aruli ei? ducti sunt in captiuitatem: aut faciem tribulans. **U**am **E**t ignis est a filia syon omnis decore ei?. **F**acti sunt priuati eius uelut accitres non inuenientes pasua: et abierunt absque formidine autem faciem subsequentes. **A**li **E**t cordata est iherusalem dicens afflictionis fuit: et iherusalem omnia desiderabilia suorum: que habuerat a diebus antiquis: cum caderet ipse eius in manu hostili: et non esset auxiliator. **U**ideris ea hostes: et destruxit sabbara ei?. **H**ec **P**eccatum peccauit iherusalem: propterea instabilis facta est. **Q**uoniam qui glorificabatur tam sperauerat illam: quia uiderunt ignominiam ei?. **I**psa autem gentes: et conuersa: reuertuntur. **C**eteri **B**ordes eius in pedibus suis: nec recedens est finis sui. **D**eposita est uerberauerunt: non habens consolatore. **U**ide domine afflictionem meam: quoniam rectus est inueniens. **I**och **S**eruum suum misit hostis ad omnia desiderabilia eius: quia uidit gentes ingratas sanctuarium suum: de quibus precepas ne intrarent in templum suum. **C**apitulum **O**mnis populus eius gemitus: et querens pannum. **D**eduxit priusam quere: pro cibo: ad transfugandum animam. **U**ide domine et cetera: qui facta sunt uisus. **A**men **Q**uoniam omnes qui transierunt per uiam aduenerunt et uiderunt: si est dolor sicut dolor meus. **Q**uoniam uindictam uide uir locutus est dicit:



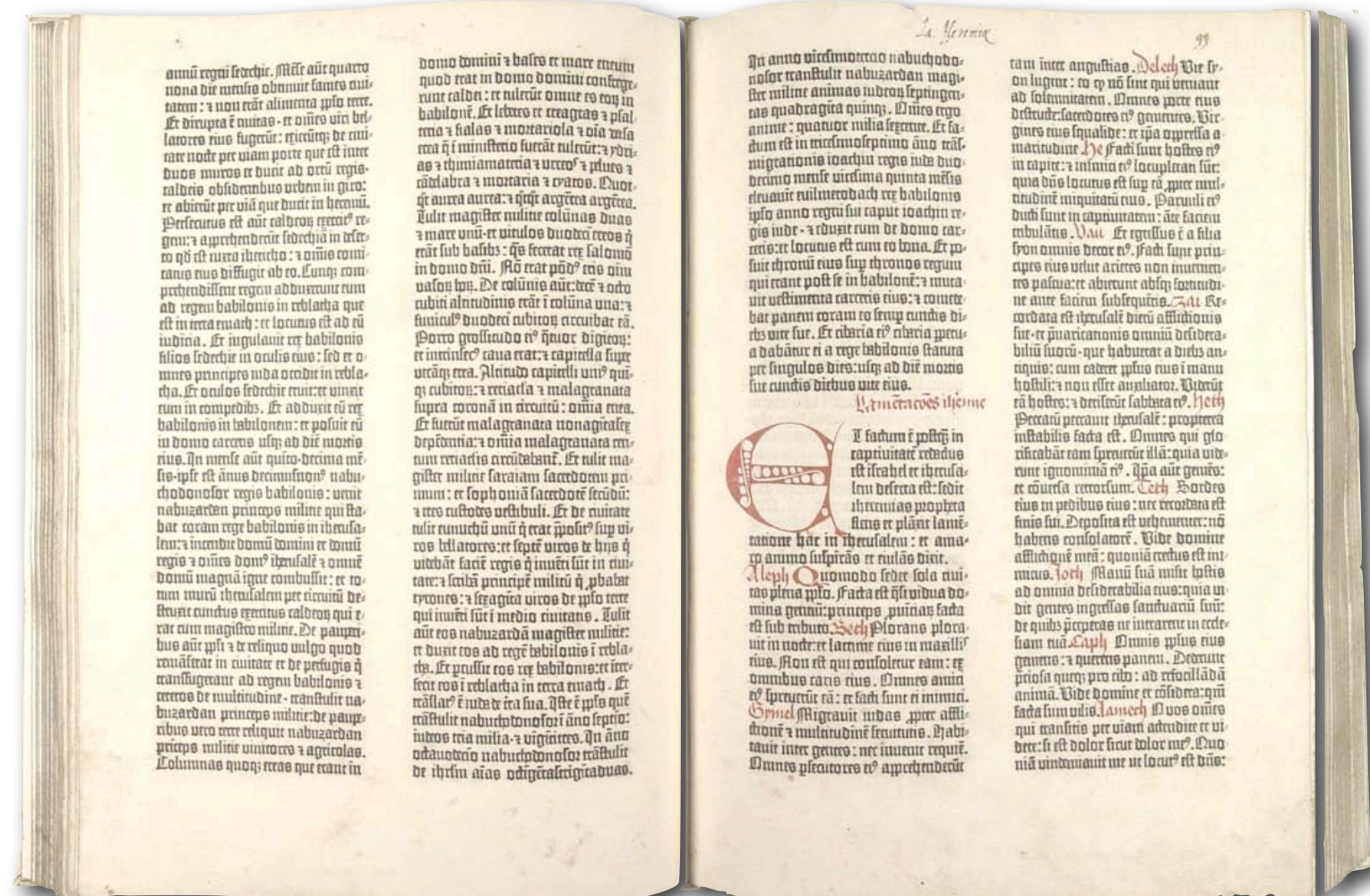
# Origin of Printing





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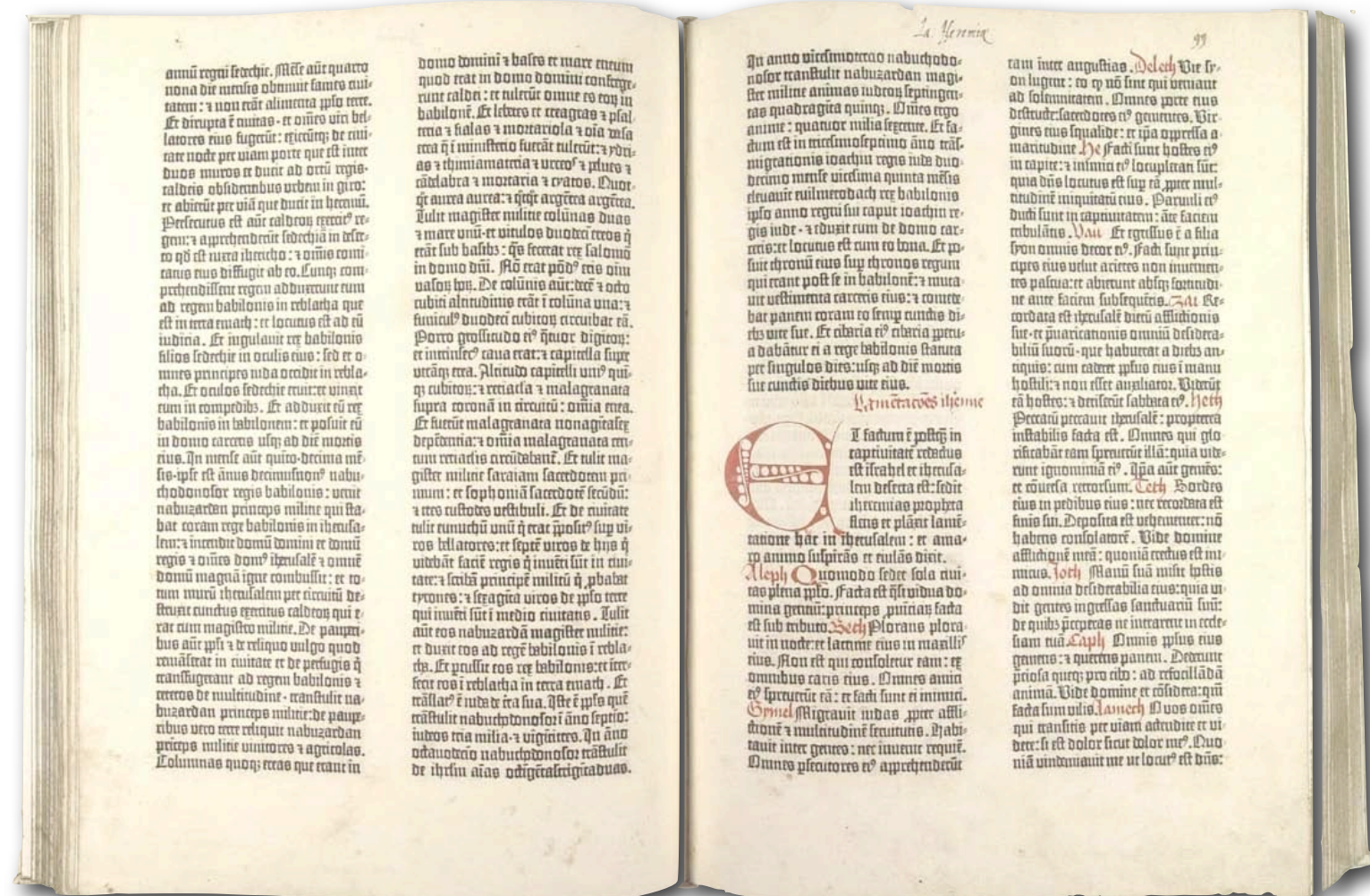
# Artifact to be Preserved





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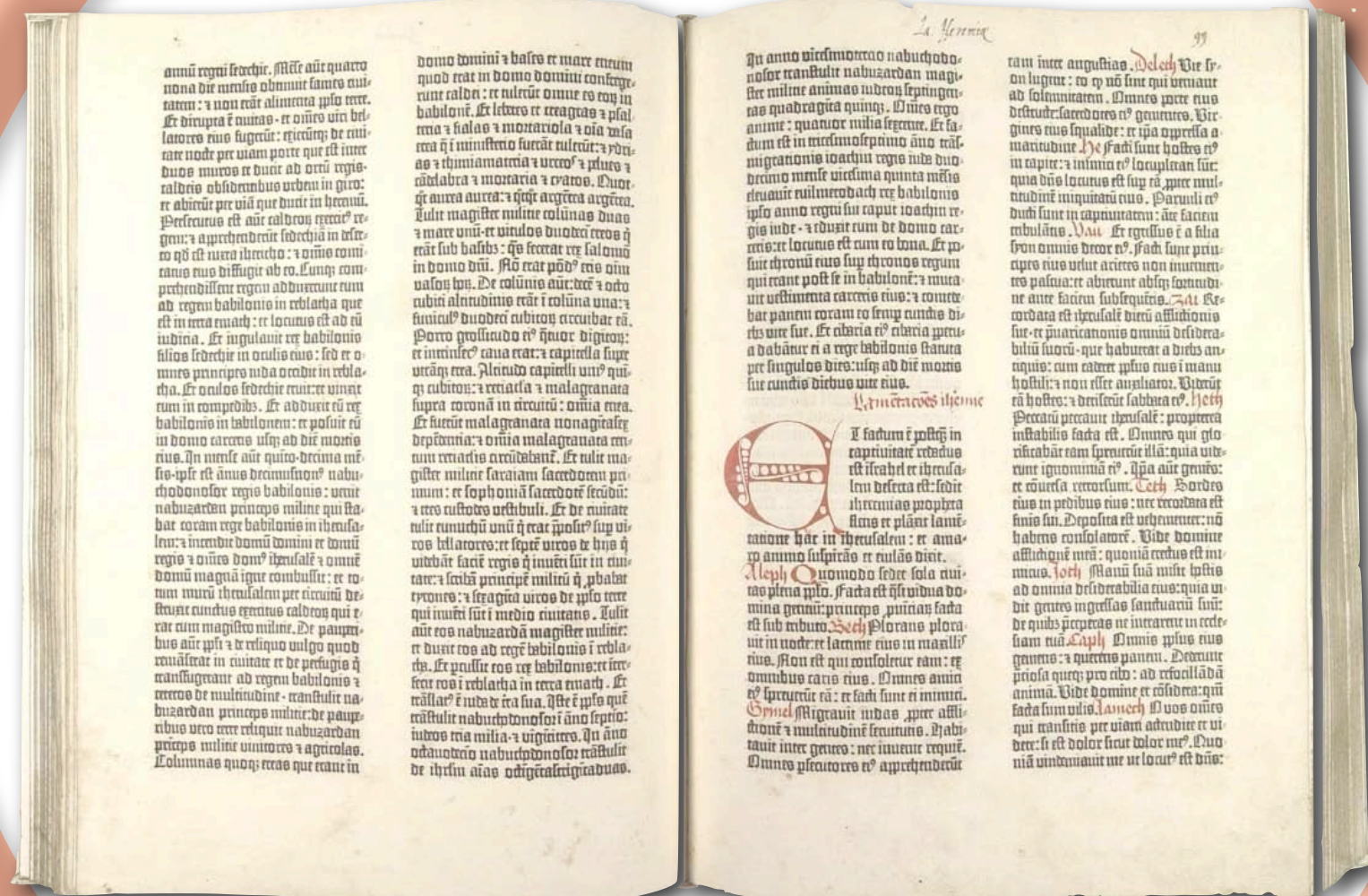


## Religious Truth



# Origin of Printing

# Artifact to be Preserved

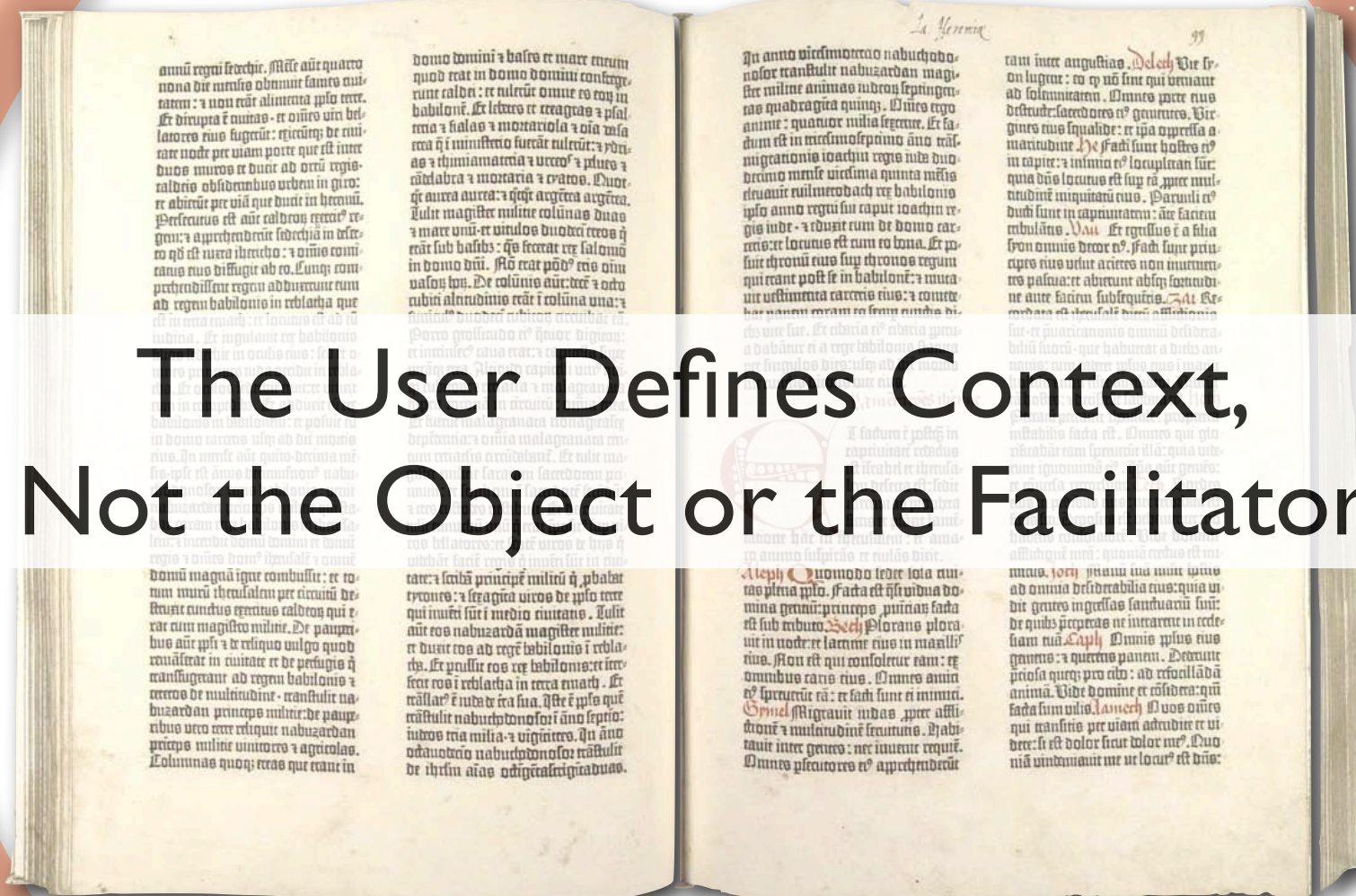


# Religious Truth



Origin of Printing

Artifact to be Preserved



The User Defines Context,  
Not the Object or the Facilitator

Religious Truth

# Functional Logic of Librarianship

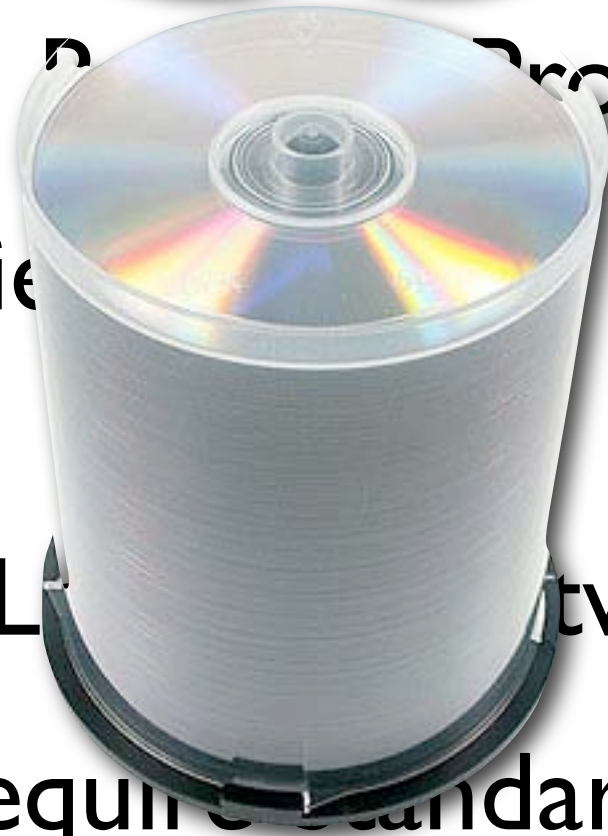
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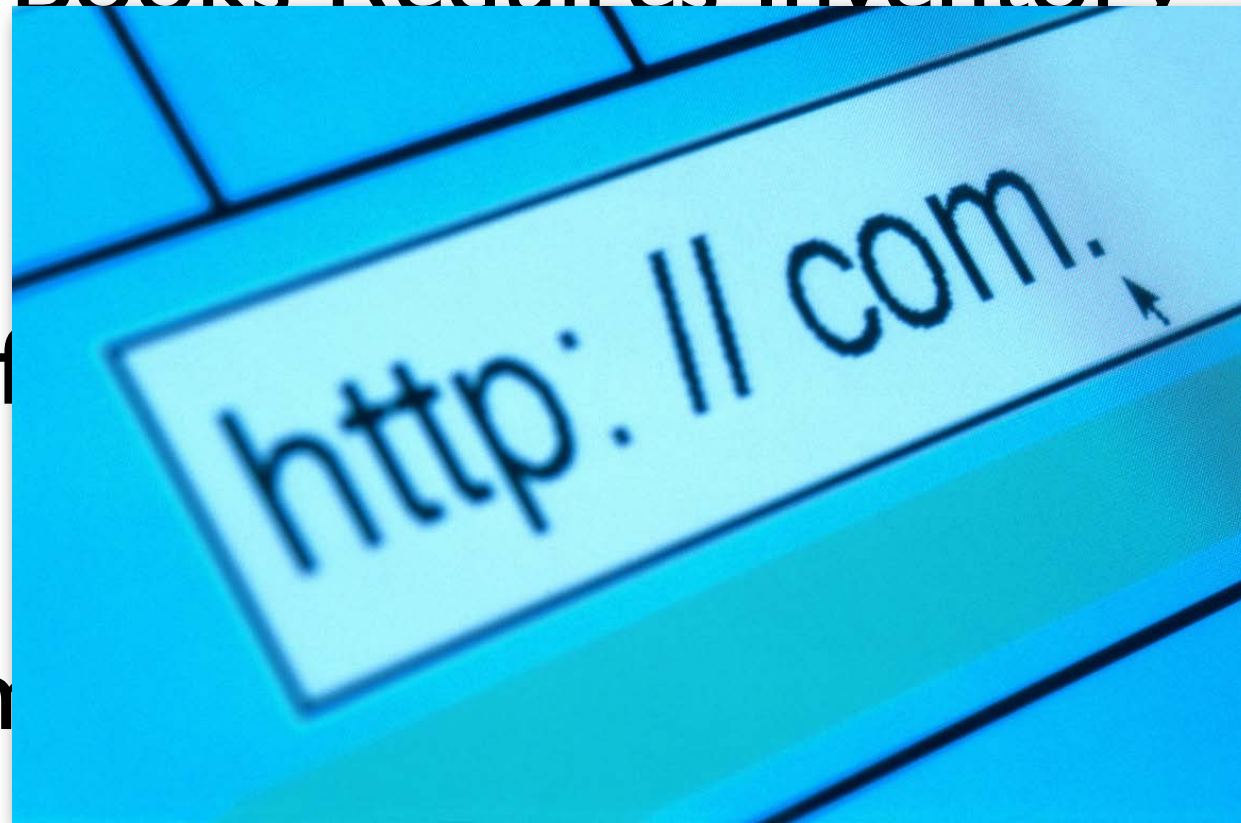
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- More Book Collections
- Large Inventories
- Classification Professional
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User

User

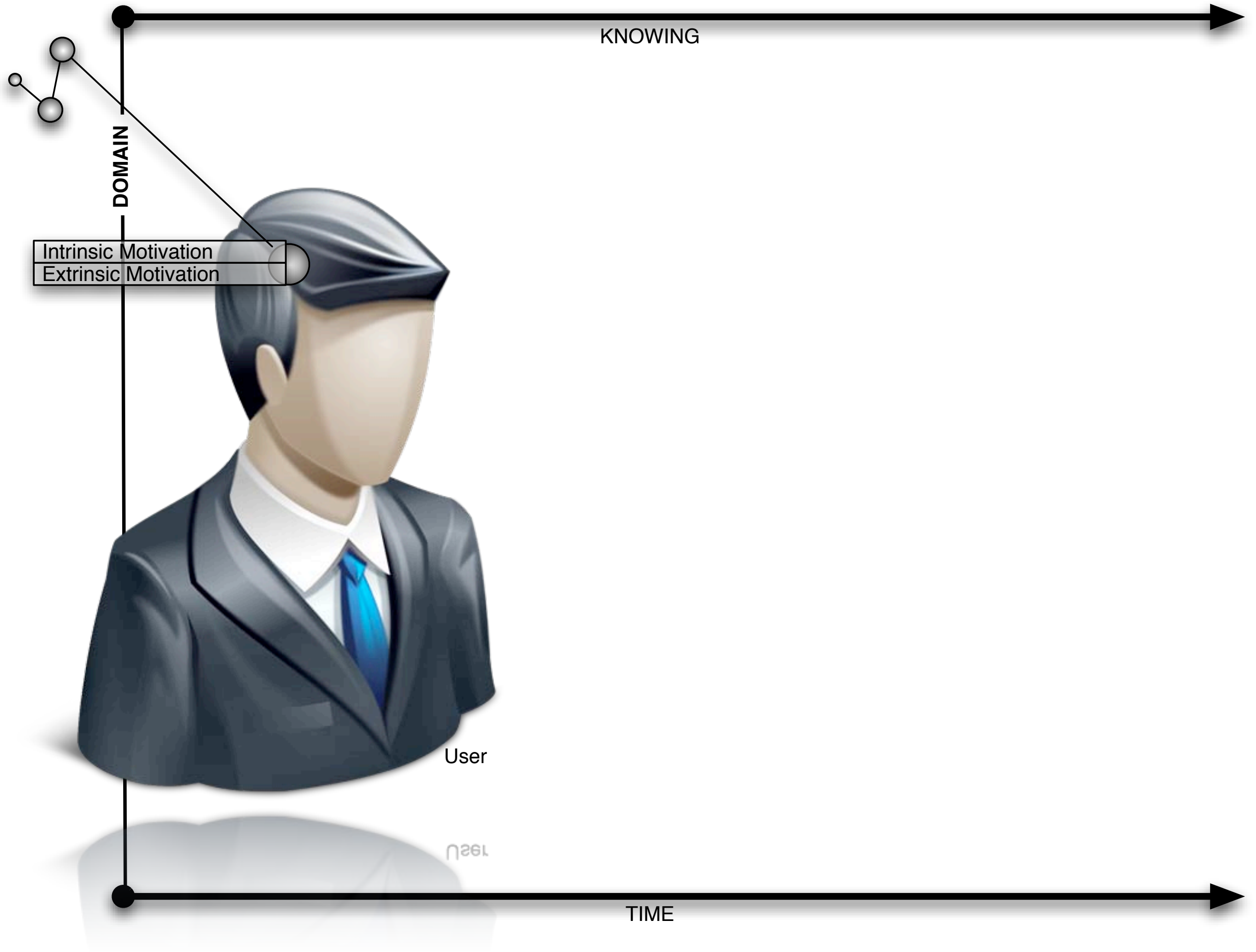


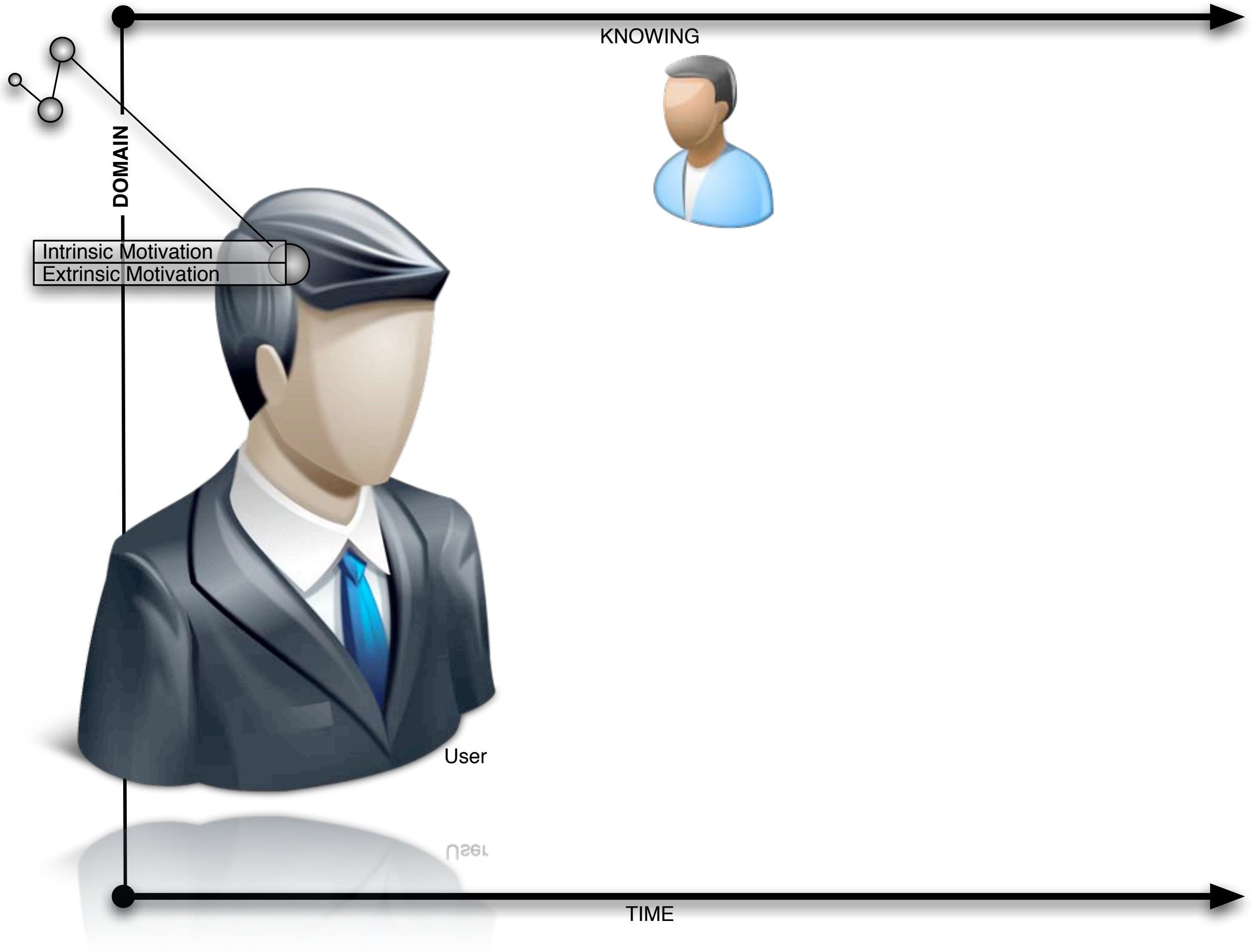
Intrinsic Motivation

Extrinsic Motivation

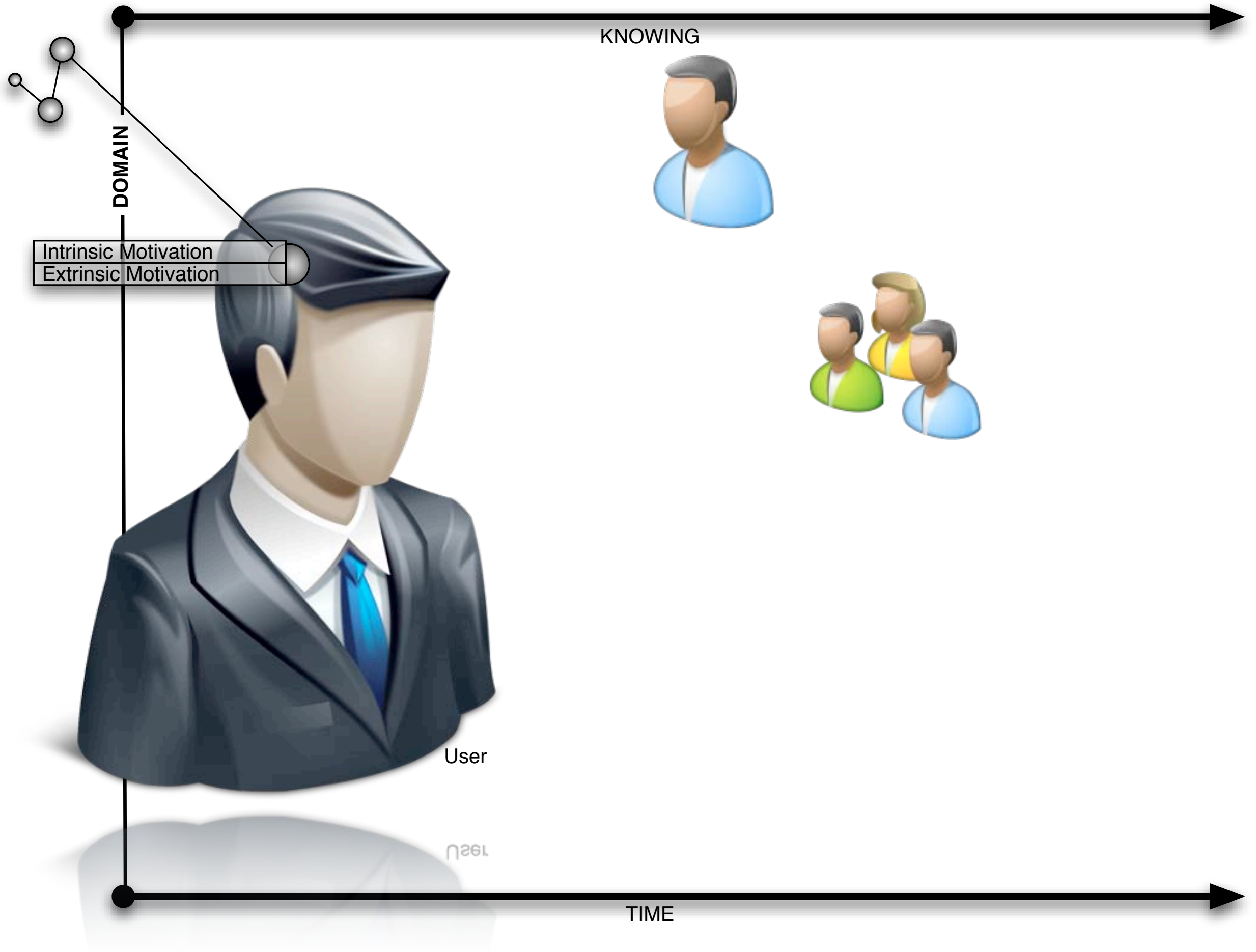
User

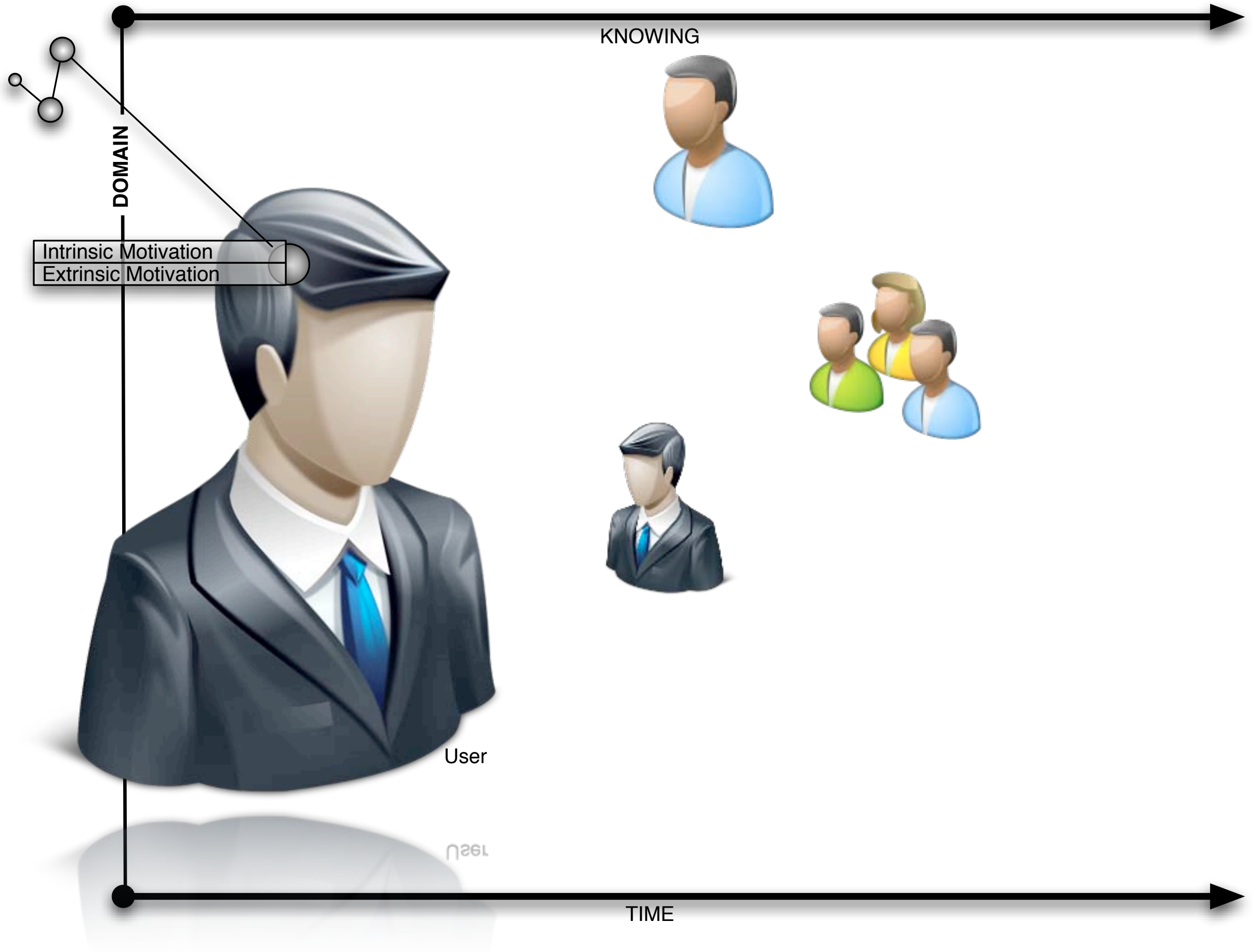
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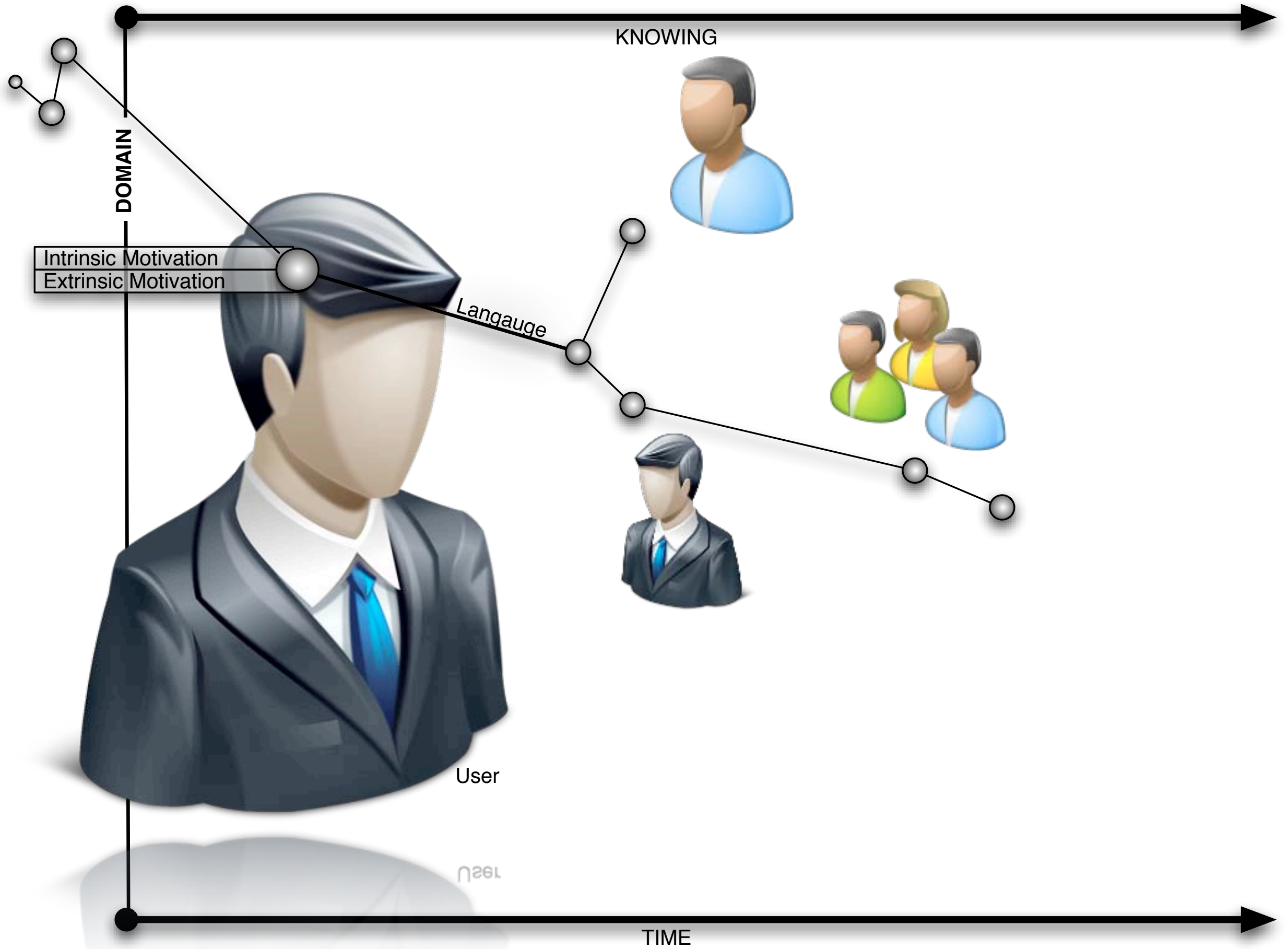


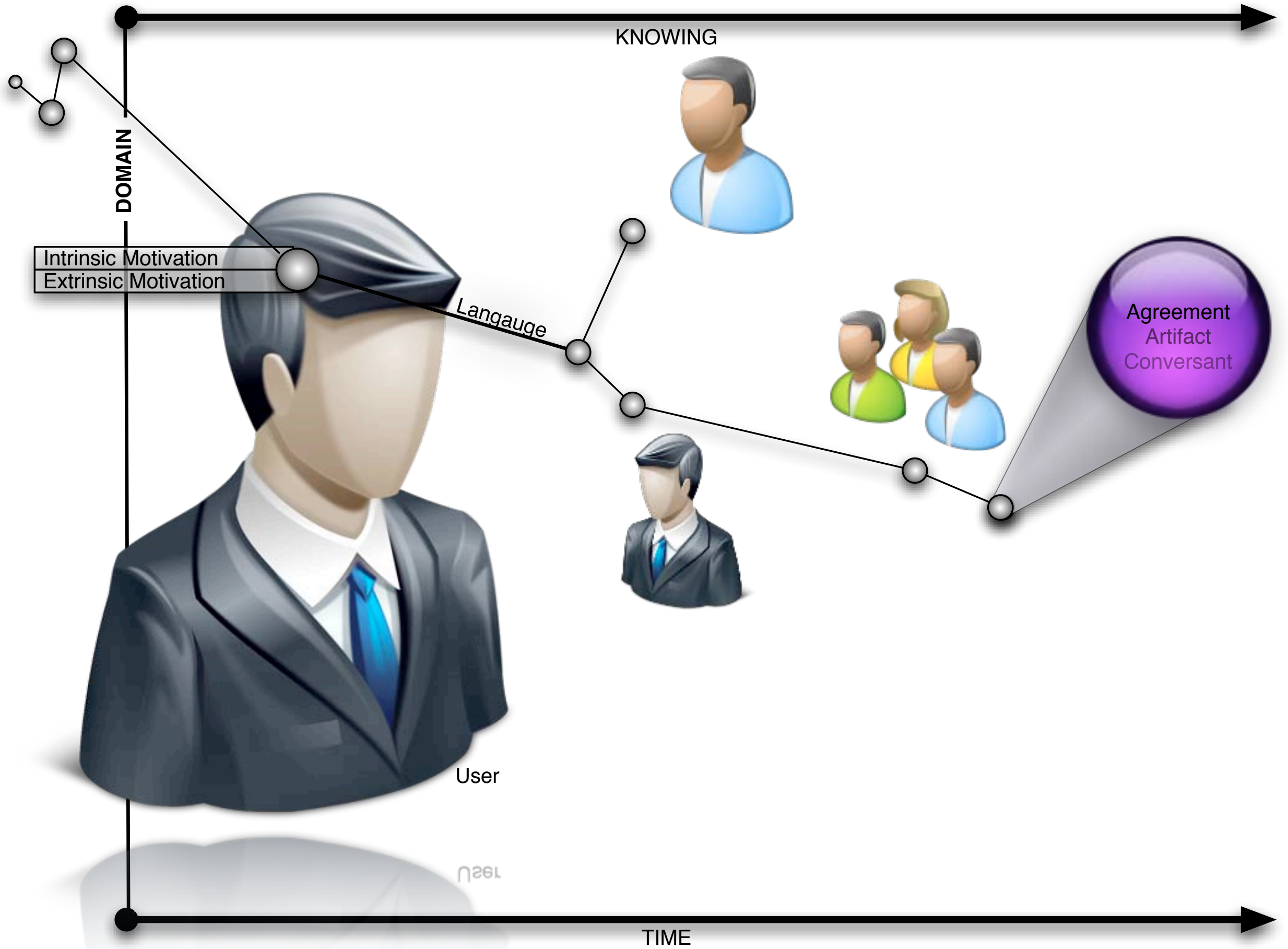




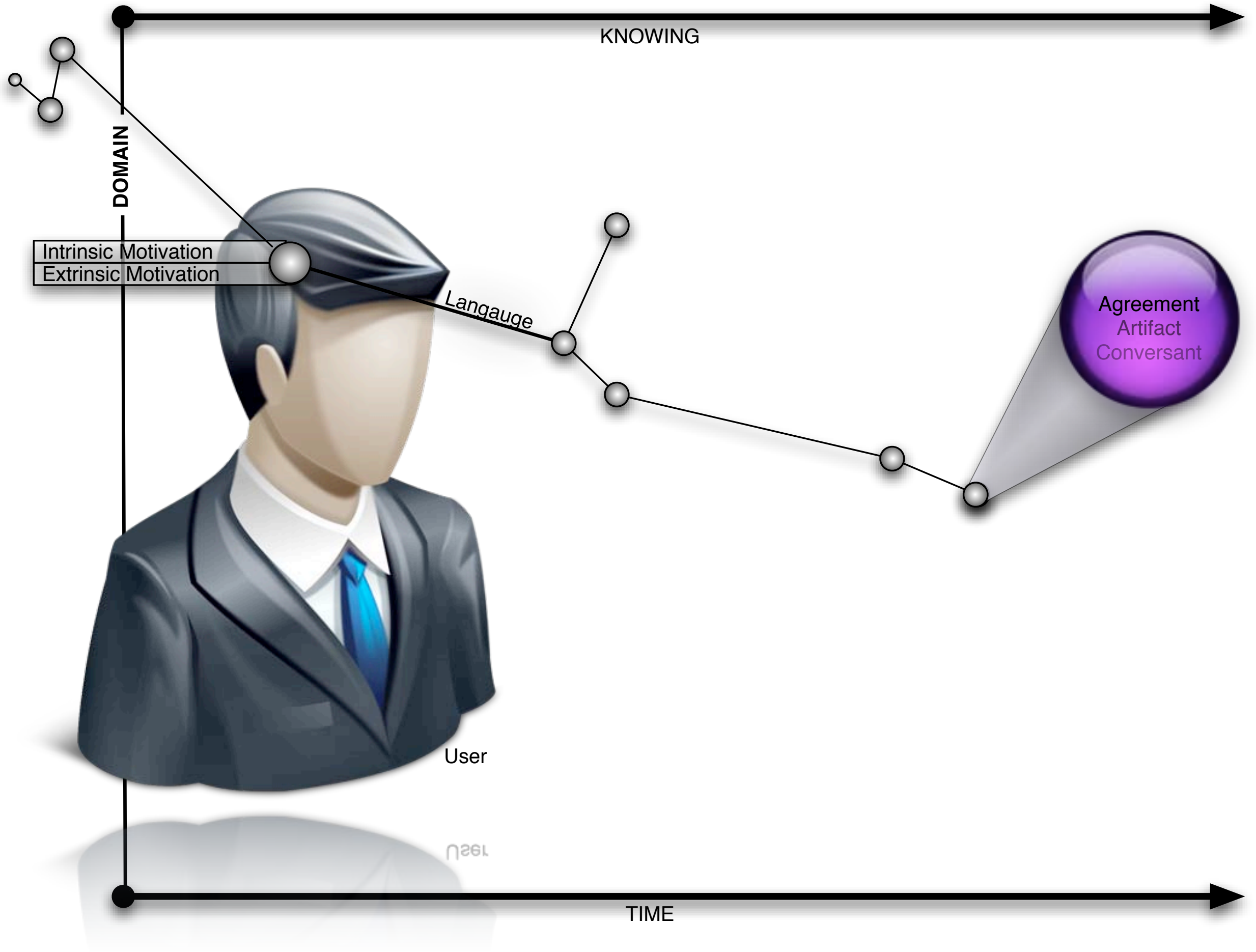












# Participatory Logic of Librarianship

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- The User is in Control



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- It is ALL About Learning

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- Learning is a Collaborative Conversation
- The Library (Librarians) Serves as Facilitators of Conversation

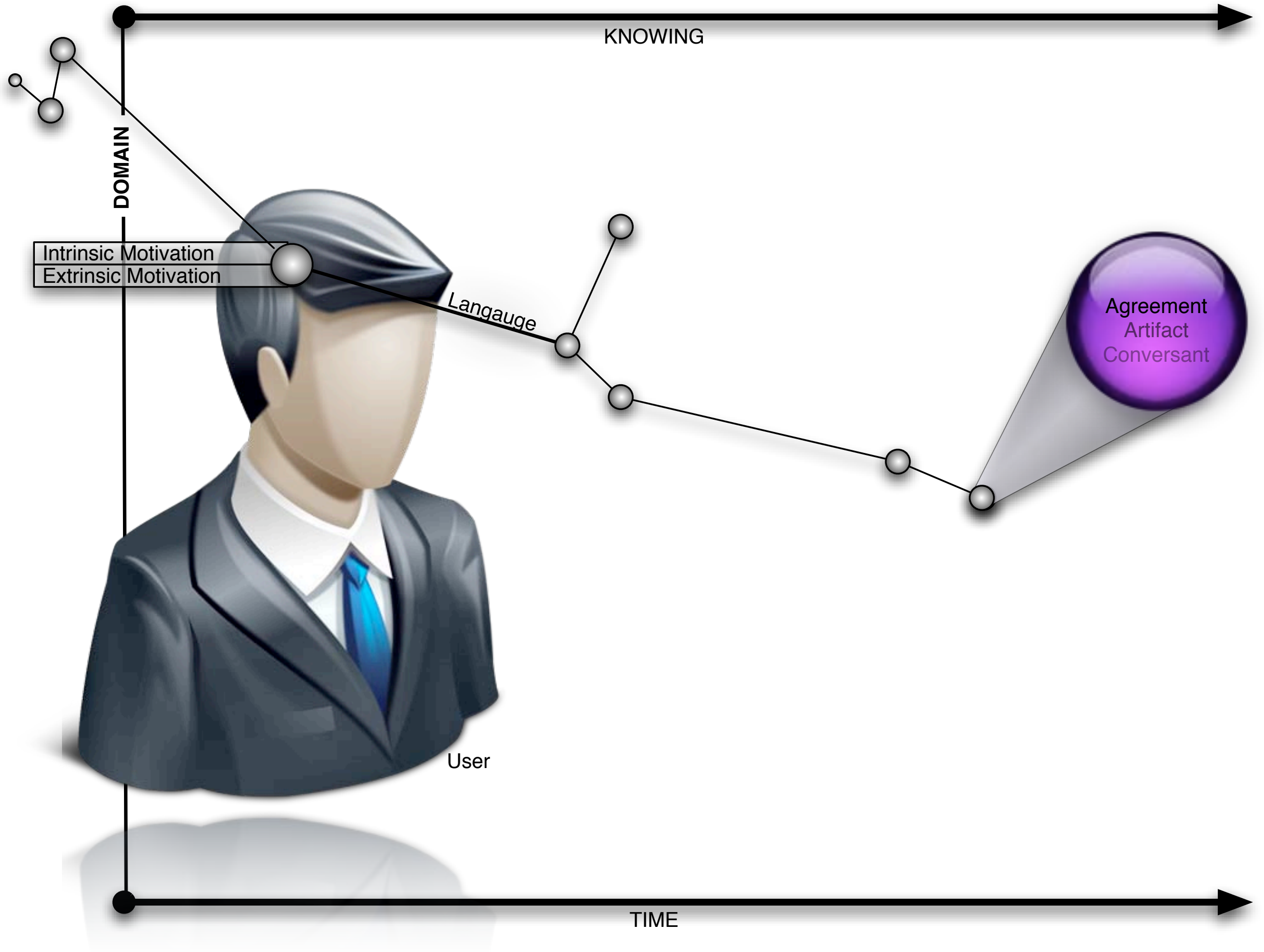
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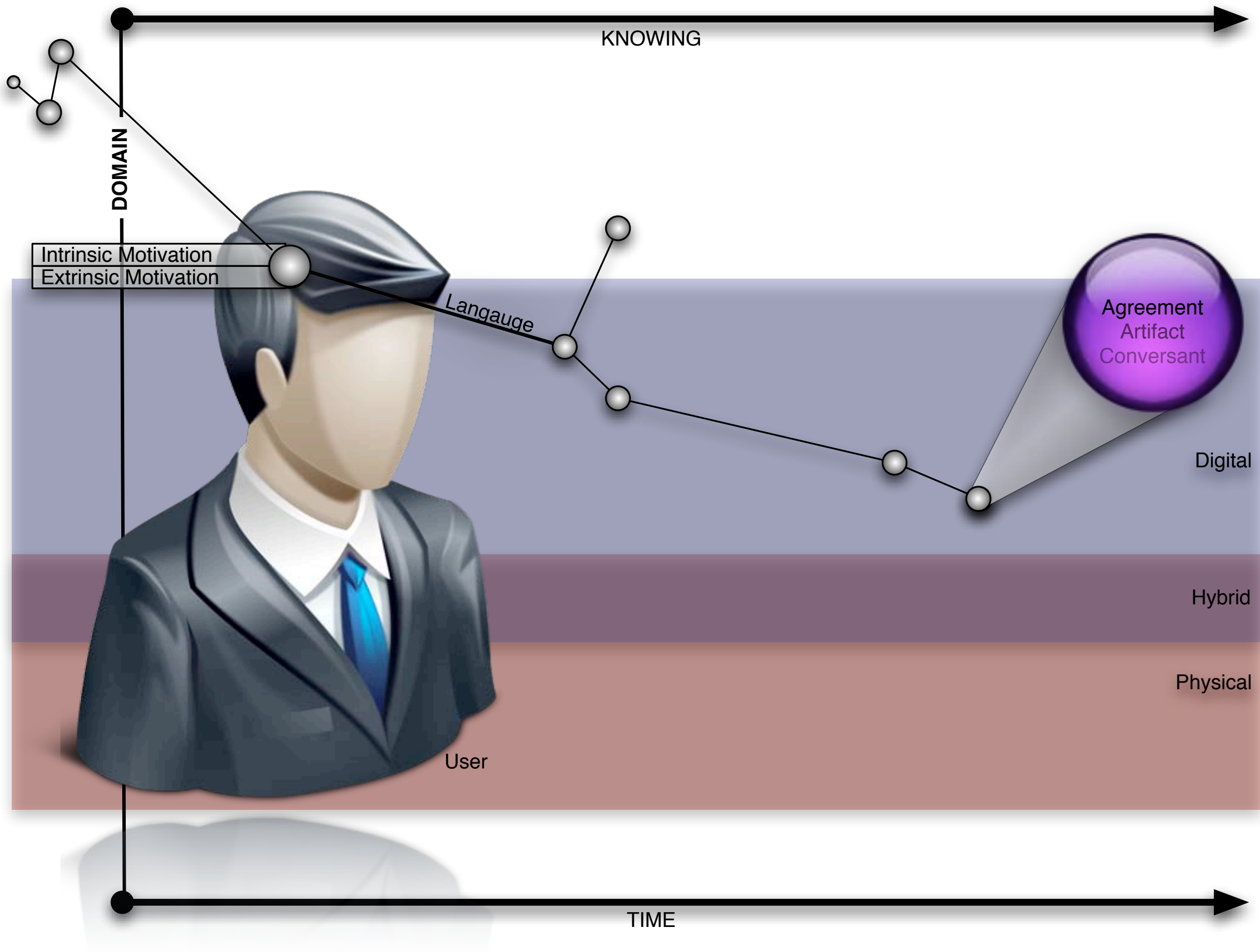
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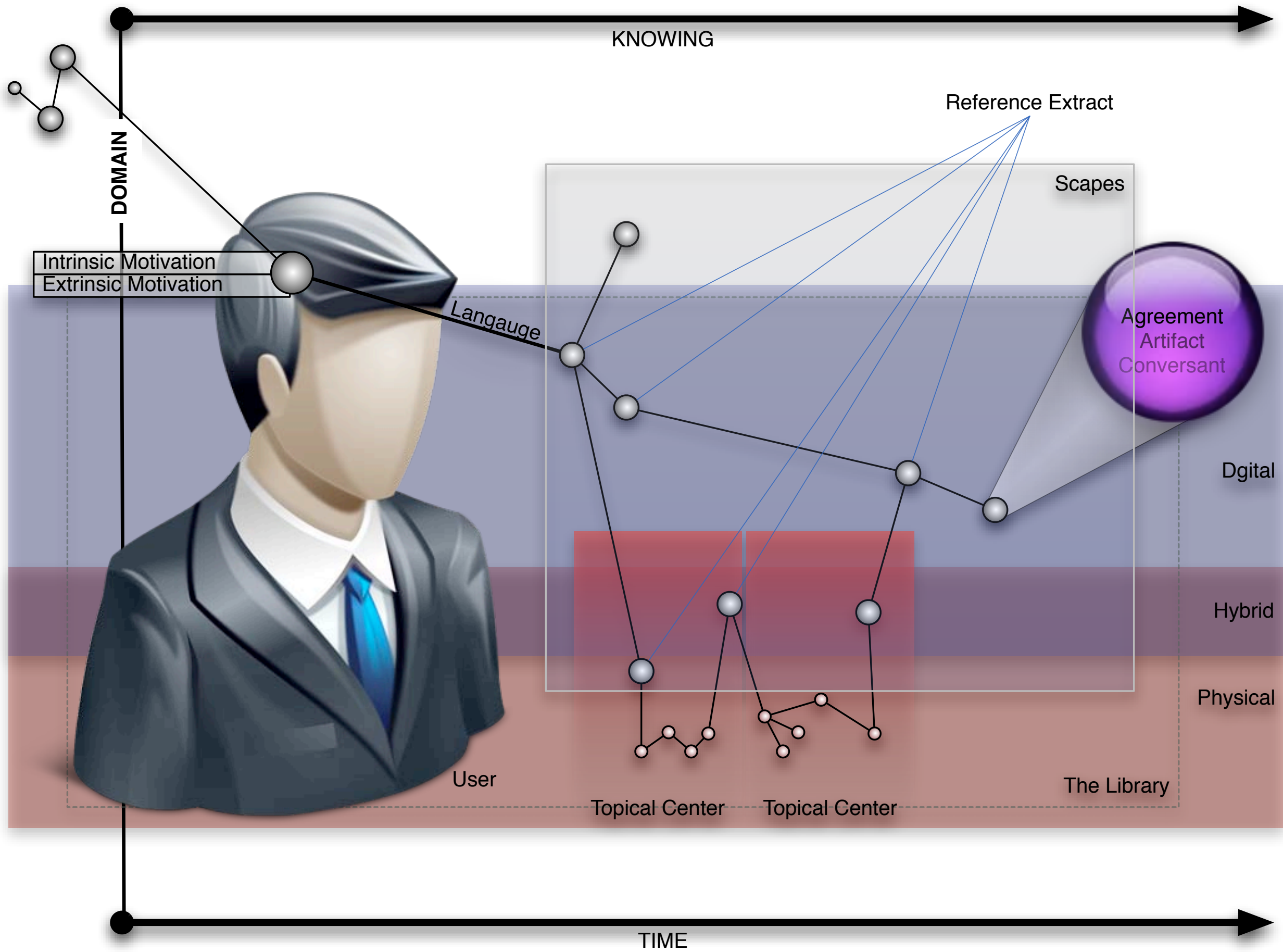
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- Invest in Tools for Creation Over the Collection of Artifacts

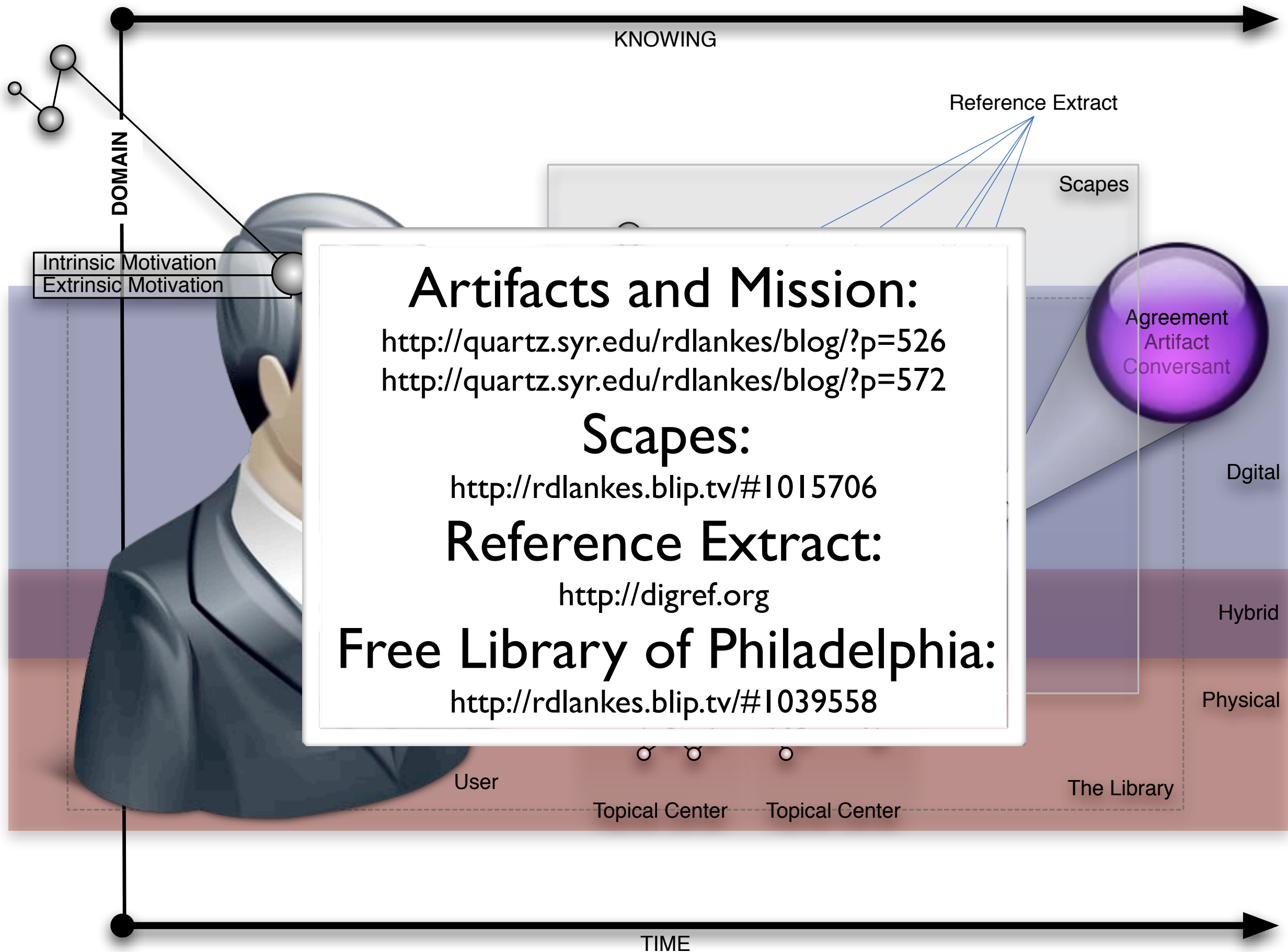














# The Pressure for Participation

- 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



A stylized illustration of a man with dark hair, wearing a dark suit jacket, a light blue shirt, and a blue tie. He is positioned in the background, with his head and shoulders visible. A white rectangular box with a thin black border is overlaid on the center of the image, containing the text.

# **The Mission of Libraries**

To Facilitate the Knowledge Creation of its  
Community through Conversation



A stylized illustration of a man with dark hair, wearing a grey suit jacket, a white shirt, and a blue tie. He is positioned in the background, with his head and shoulders visible. The illustration is semi-transparent, allowing the text boxes to be overlaid on it.

# **The Mission of Libraries**

To Facilitate the Knowledge Creation of its  
Community through Conversation

Change the Community for the Better



# Librarians To Attempt To Outsmart Google

Ars Technica | Nate Anderson | November 11, 2008 03:06 PM



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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 mining that data, OCLC is providing access to its QuestionPoint system of user-generated questions from around the world. Mining the collection of librarian-approved links, and the system's popularity, Reference Extract will weight the results accordingly. Whether sites are

## THE BLACKBERRY BOLD



ROLL OVER TO CATCH  
THE FASTEST DEVICE ON THE 3G NETWORK

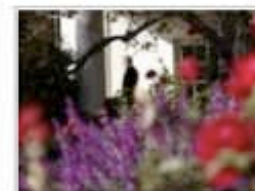
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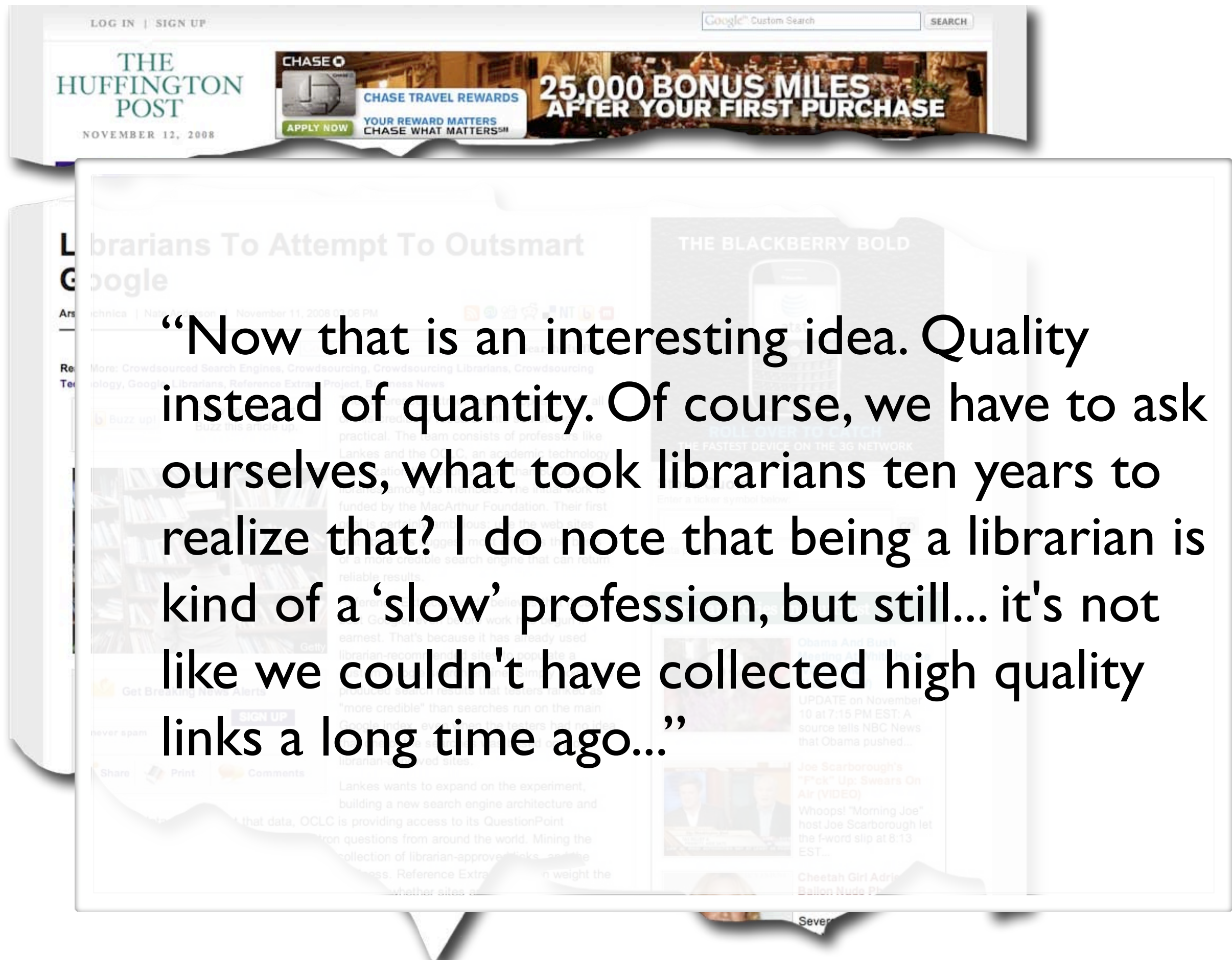
Whoops! "Morning Joe" host Joe Scarborough let the f-word slip at 8:13 EST...



**Cheetah Girl Adrienne Bailon Nude Photos Leak On Internet**

Sever...







# 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 Serve from the Side



# Libraries Must be Agents of Change

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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%

# 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

# Libraries are PERFECTLY Situated

- 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](mailto:rdlankes@iis.syr.edu)
- Destroy the [ptbed.org](http://ptbed.org) Site
- Add Your Thoughts to Reference Extract  
<http://digref.org>

# The Obligation of Leadership

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- Innovate from Core Principles



# The Obligation of Leadership

- Innovate from Core Principles
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- Innovate from Core Principles
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  - Where's the Data, Where's the Theory

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- Innovate from Core Principles
- Question Tradition
- Hold the Visionaries to Account
  - Where's the Data, Where's the Theory
- Become a Mentor

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- Hold the Visionaries to Account
  - Where's the Data, Where's the Theory
- Become a Mentor
- ***YOU*** are the Future of Libraries!



Slides, Projects, and Opportunities  
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