Moving Past the Deficit Model and Demonstrating Our Worth

R. David Lankes
Professor and Dean’s Scholar for the New Librarianship
Syracuse University’s iSchool

Screencast @ http://www.DavidLankes.org
Twitter: @rdlankes
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.”

http://kuscholarworks.ku.edu/dspace/bitstream/1808/6700/1/New_library_world.pdf
“Satisficing”

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http://kuscholarworks.ku.edu/dspace/bitstream/1808/6700/1/New_library_world.pdf
Advocacy or Remediation?
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Reading
Advocacy or Remediation?

Reading

Tech Skills
Advocacy or Remediation?

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Tech Skills

Internet Access
Advocacy or Remediation?

Remediation

Reading

Tech Skills

Internet Access
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**Tech Skills**

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  - Reading and Writing

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  - Democratic Participation

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  - Writing Clubs
  - Banned Book Weeks
  - Hack-a-thons
  - Tech Petting Zoos
Yes our communities have problems. Yes we should seek to solve them. Yet you motivate community action through aspirations, not constant reminders of failings.
Yes our communities have problems. Yes we should seek to solve them. Yet you motivate community action through aspirations, not constant reminders of failings.

We also cannot see our members as consumers whose primary deficit is their ability to create.
Kill the User
<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?
Synonyms?

• Sharing: Combining resources together to create a richer commons
Synonyms?

- Sharing: Combining resources together to create a richer commons
- Lending: Allowing people to borrow from a common resource
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
Library as Platform
Library as Platform
Library as Platform
Our Communities **ARE**
Our Collections

- Deficit Model
- Kill the User
- Share v. Lend
Moving Past the Deficit Model and Demonstrating Our Worth

R. David Lankes
Professor and Dean’s Scholar for the New Librarianship
Syracuse University’s iSchool

Screencast @ http://www.DavidLankes.org
Twitter: @rdlankes