

Publisher of the Community

We're All Doomed

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Death of Documents

- Print Becomes Digital
 - Editions
- Digital Becomes Flexible
 - Death of Editions
 - Terms Become Metaphors
 - eJournal, eBook...Neither Books nor Journals

Terms Become Metaphors

- eJournal, eBook...Neither Books nor Journals
- Instant Updates
- Embedded Functionality
 - Accounting Books that Count
- Flexible Containers
 - PDF-HTML-Text
- We're All Doomed

When eBooks Become Apps

- Document Like Objects Dissolve into a Sea of Services
- Embedded Apps, Distributed Metadata, Visualizations, Annotations
- We're All Doomed

Footnote

- Footnotes are Annotations
- Annotations Are Context
- What Happens When Annotations Become the Primary Document?
 - How Can You Tell Context from Content?
- We're All Doomed

Unless We See the Sea Change



**Collection
Focused**



**Service
Focused**



**Conversation
Focused**

The Conversation Approach

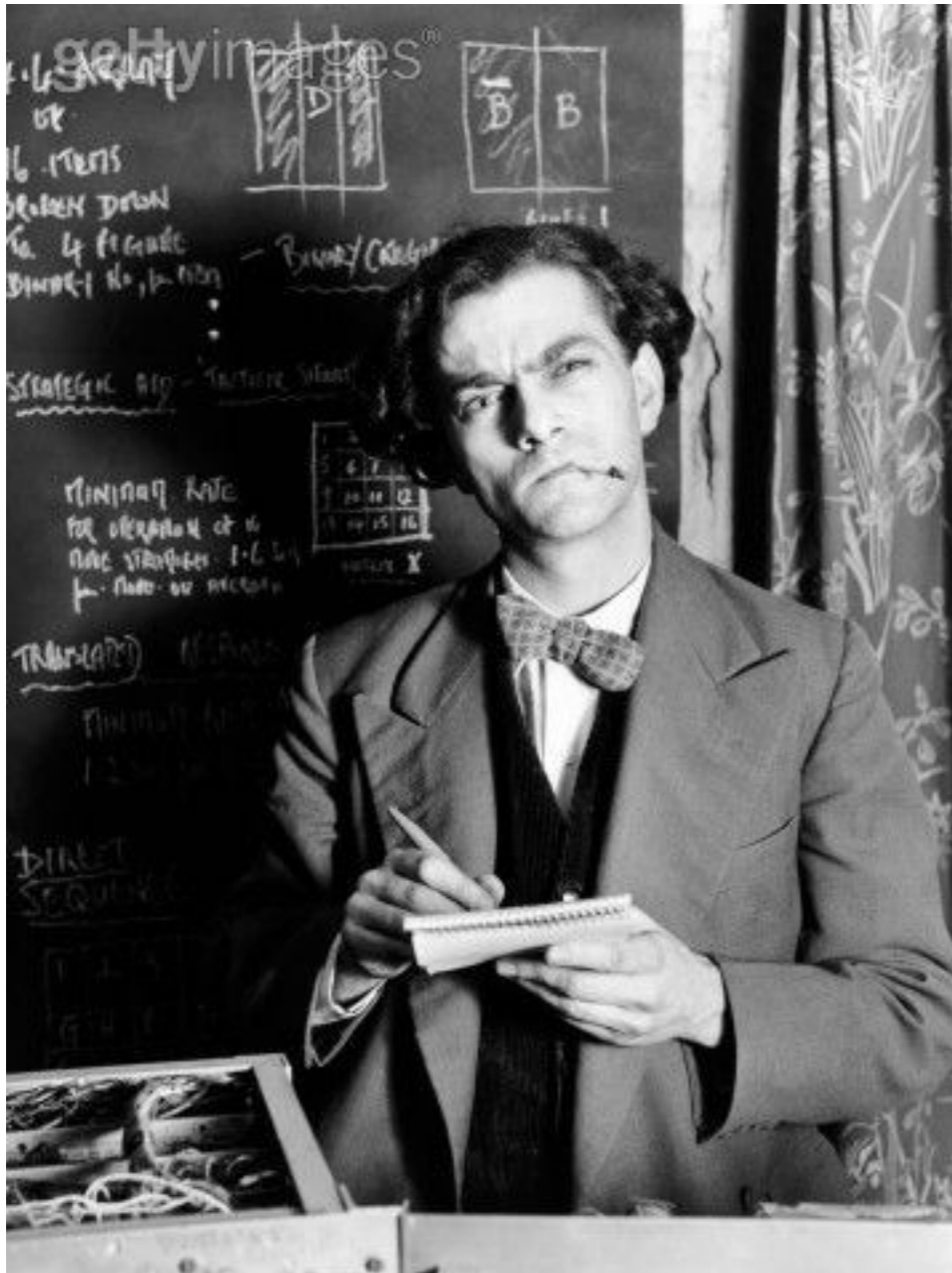
Perhaps it is an overstatement to say that academic librarians are drifting in a vast sea of information and technological advances, searching for an appropriate course of action. Nevertheless, we appear to have lost the stabilizing rudder of confidence in who we are and what we are to do.

As a more powerful alternative to the images of librarianship already available or proposed, I suggest that we begin to think of libraries as centers for conversation and of ourselves as mediators of and participants in the conversations of the world.

Joan Bechtel In 1986!

Bechtel, J. M. (1986). Conversation, a New Paradigm for Librarianship? *College and Research Libraries*. 47 (3), 219-24.

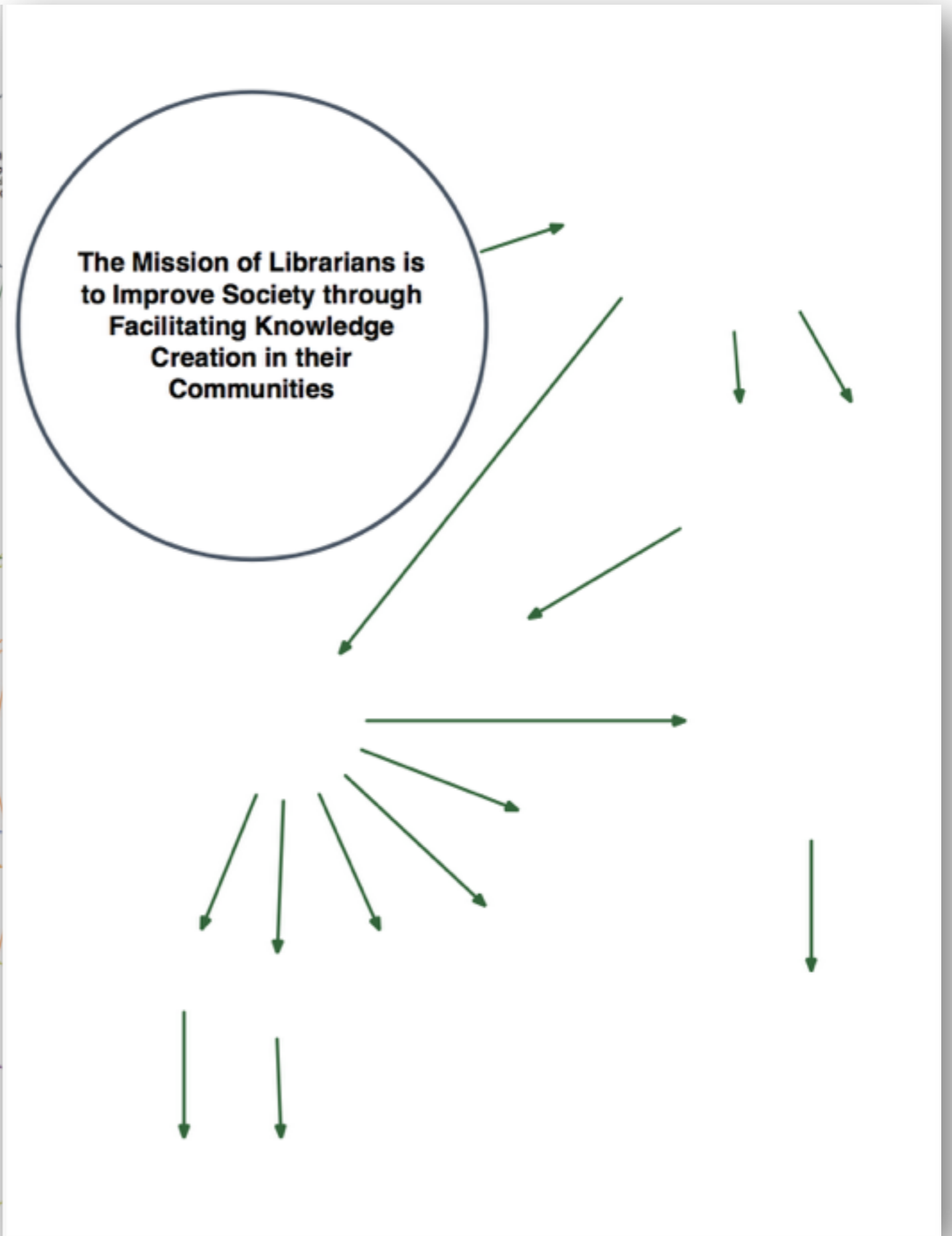
Conversations



Conversation Theory

- Conversants
- Language
- Agreements
- Memory

The Mission of Librarians is to Improve Society through Facilitating Knowledge Creation in their Communities



Advantages

- True Graph in Publications
- Citations Become Weighted Links
- Corpora Become Maps of Conversation/
Thought
- Move Beyond Metadata
- We Can Publish Beyond Scholarship

Future of Publishing and Libraries and Publishers...

- Platforms of Conversation – NOT Content Delivery
- Platform
 - Delivers Content AND Context
 - Geared Towards Learning NOT Consumption
 - Geared Towards Production NOT Distribution

The Future

- Reading, Citing, Organizing, Sharing
- Acts of Learning and Conversation
- Reading is Making (Sense Making)
- Focus on Communities and Members
- Not Buyers and Users

The Future

- Beyond Linked Metadata to Linked Ideas and People
- Beyond Content to Context and Meaning
- Beyond Information to Knowledge and Action
- Beyond Discovery to Epiphanies