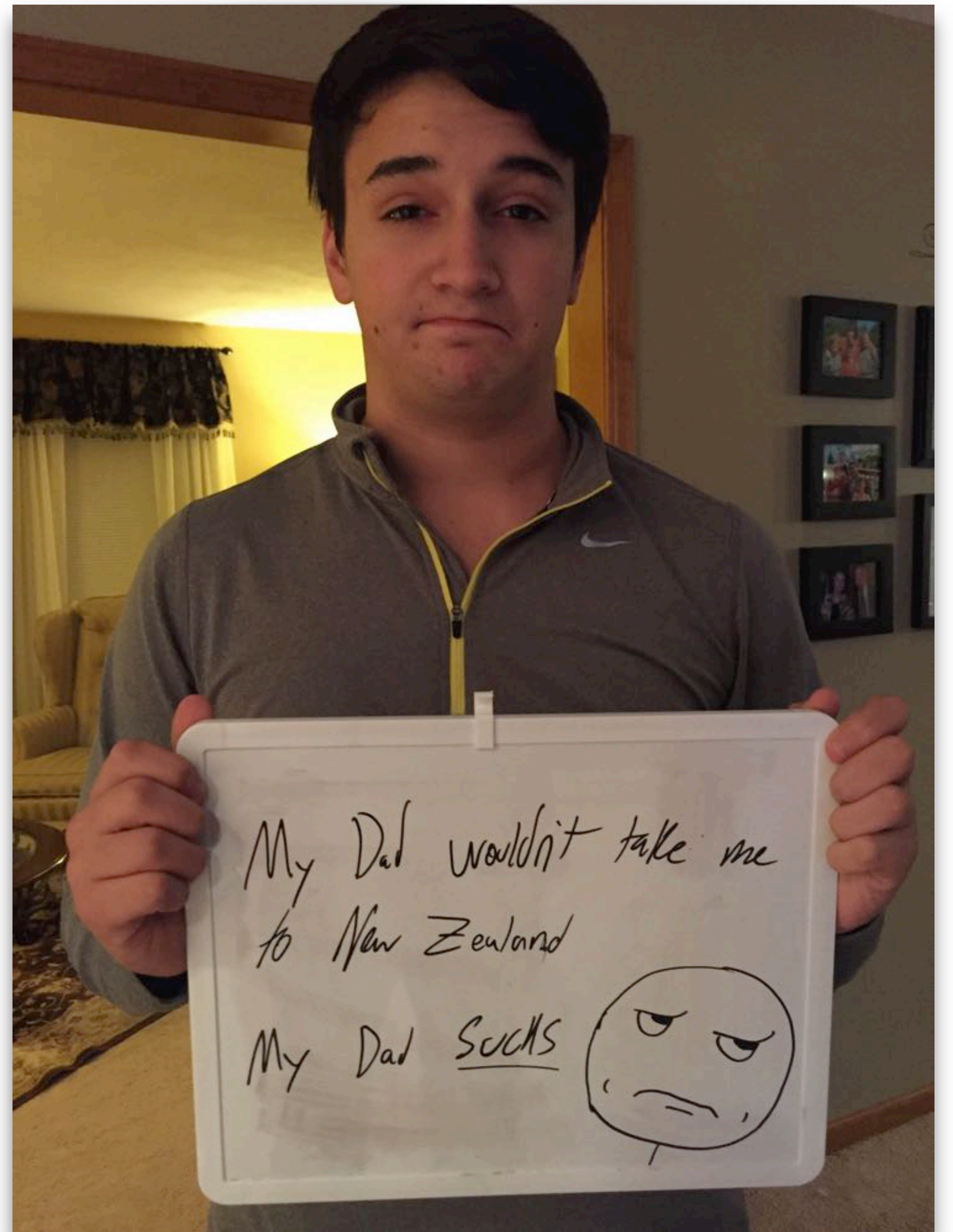




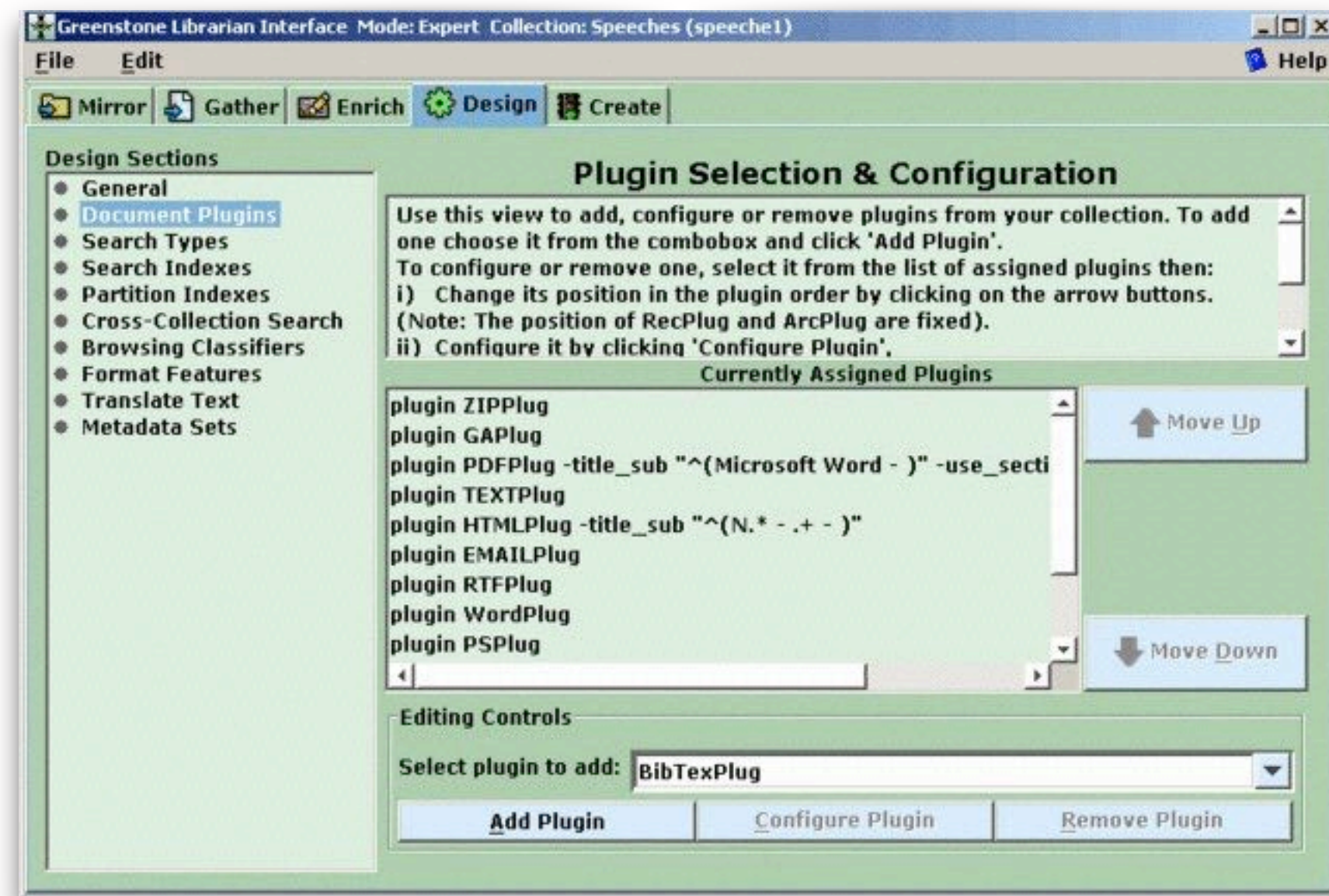
Customers, Consumers, Users, and Other Mistakes

R. David Lankes
Syracuse University's iSchool
<http://www.DavidLankes.org>



Okohda

FREE LIBRARY SYSTEM



I Need Your Help

Local

National

International



A New Social Compact

Between Librarians and Our
Communities

Focused on the Improvement of
Society Through Knowledge

To Get There We Must be Grounded
and Coherent



Language Matters: Part 1



Language Matters: Part 1



Language Matters: Part 1



Language Matters: Part 1

User

Consumer

Customer [Over-The-Top Rant
Available Upon Request]

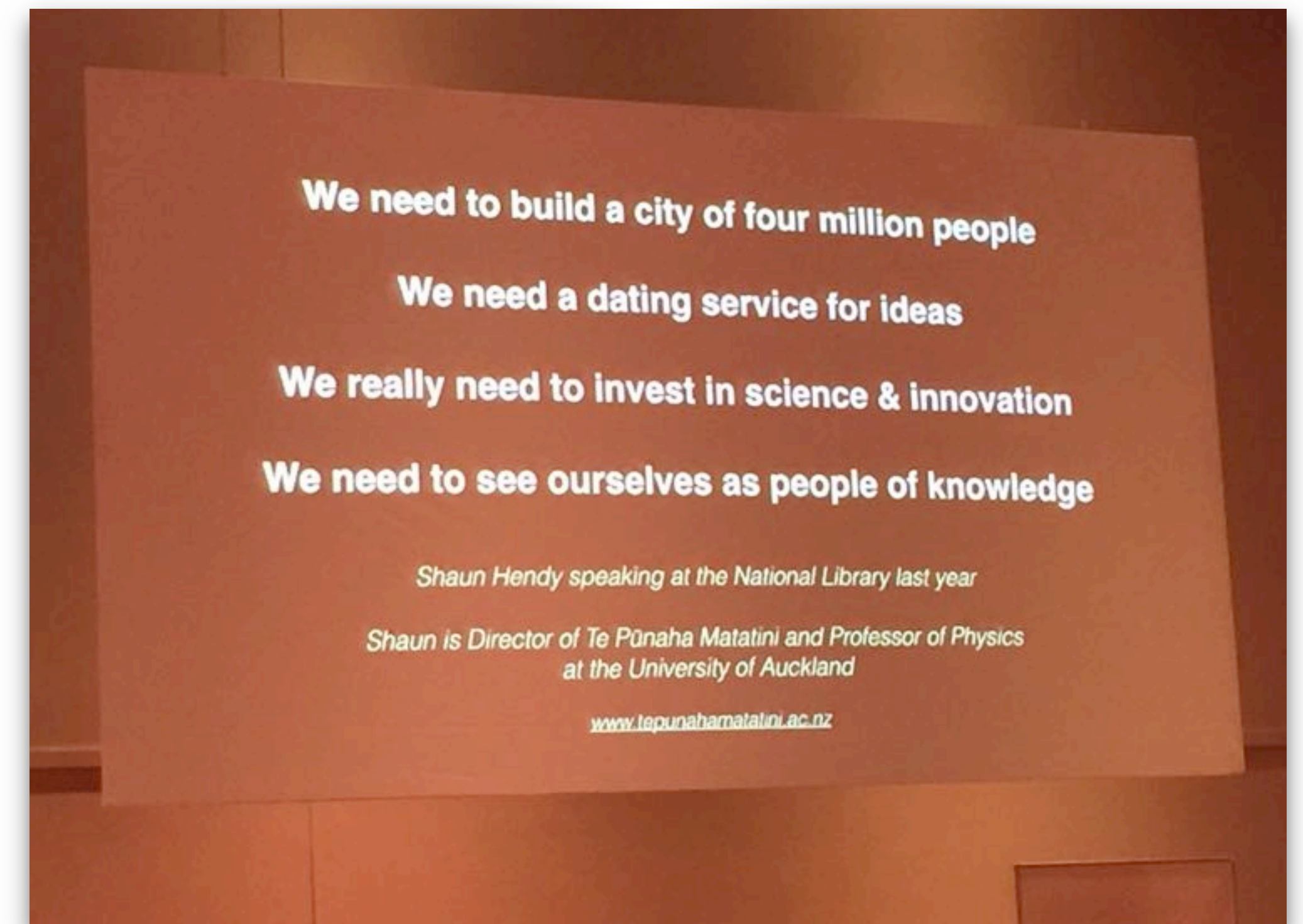
Patron

[Community] Member

Ally, Neighbor, Faculty, Students



Language Matters: Part 2



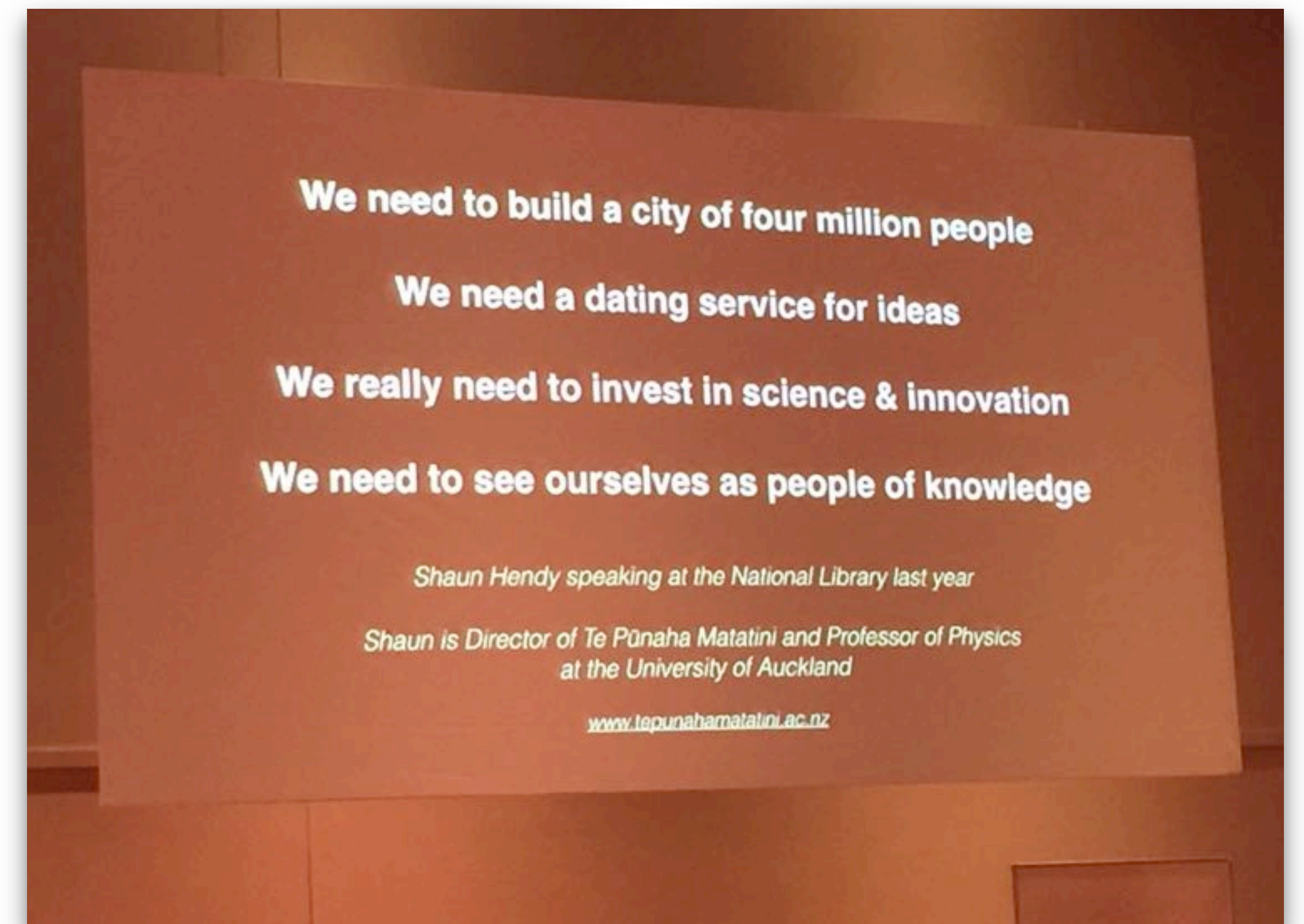
Language Matters: Part 2

Information

Knowledge

Library

Librarian



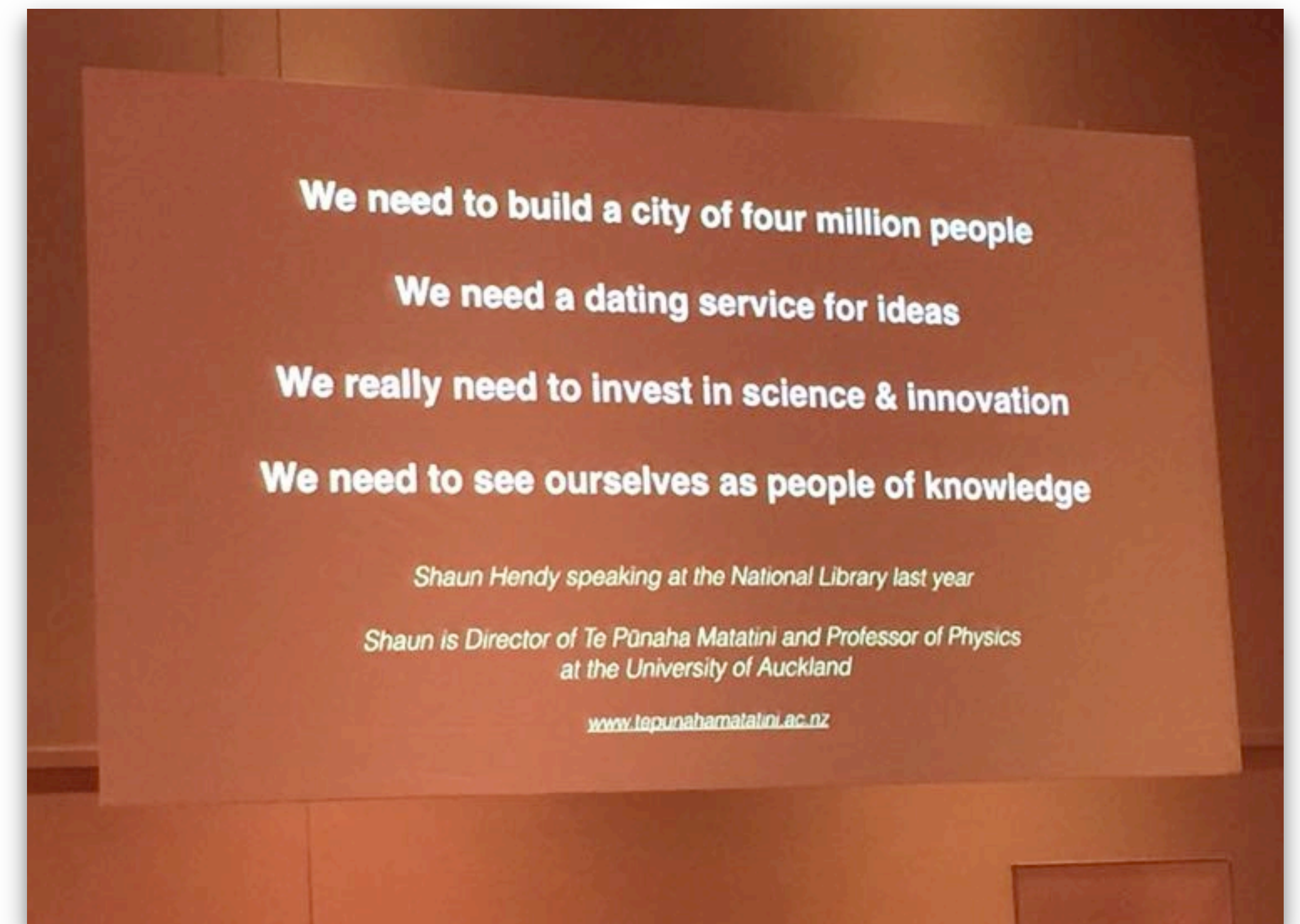
Language Matters: Part 2

Information

Knowledge

Library

Librarian



Language Matters: Part 2

library | 'lī,brerē, -brērē |

noun (pl. **libraries**)

a building or room containing collections of books, periodicals, and sometimes films and recorded music for people to read, borrow, or refer to: *a school library* | [as modifier] : *a library book*.

- a collection of books and periodicals held in a library: *the Institute houses an outstanding library of 35,000 volumes on the fine arts*.
- a collection of films, recorded music, genetic material, etc., organized systematically and kept for research or borrowing: *a record library*.
- a series of books, recordings, etc., issued by the same company and similar in appearance.
- a room in a private house where books are kept.
- (also **software library**) Computing a collection of programs and software packages made generally available, often loaded and stored on disk for immediate use.

ORIGIN late Middle English: via Old French from Latin *libraria* 'bookshop,' feminine (used as a noun) of *librarius* 'relating to books,' from *liber, libr-* 'book.'

We need to build a city of four million people

We need a dating service for ideas

We really need to invest in science & innovation

We need to see ourselves as people of knowledge

Shaun Hendy speaking at the National Library last year

*Shaun is Director of Te Pūnaha Matatini and Professor of Physics
at the University of Auckland*

www.tepunahamatatini.ac.nz

Language Matters: Part 2

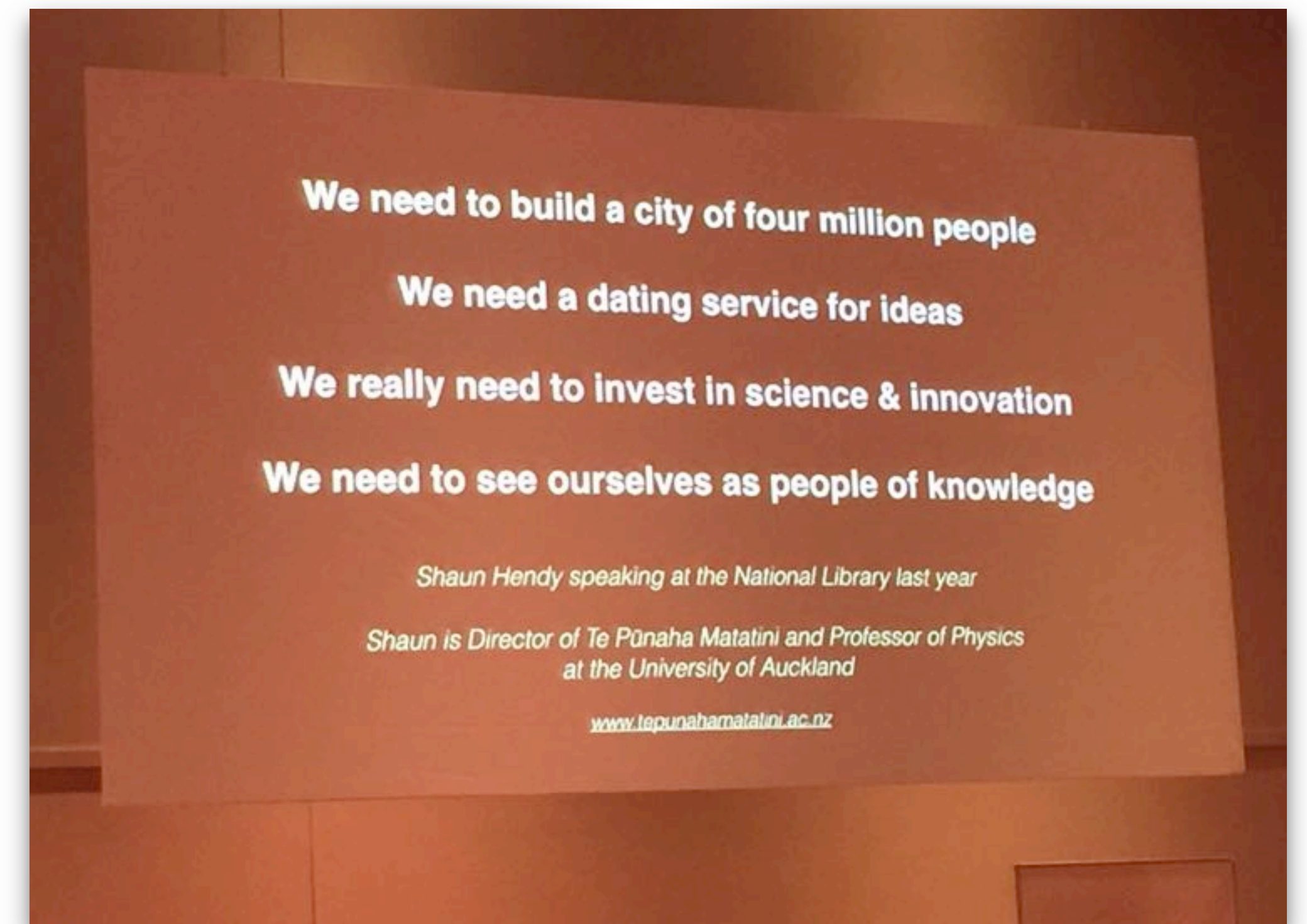
Information

librarian | lɪˈbre(ə)rēən |

noun

a person, typically with a degree in library science, who administers or assists in a library.

Librarian



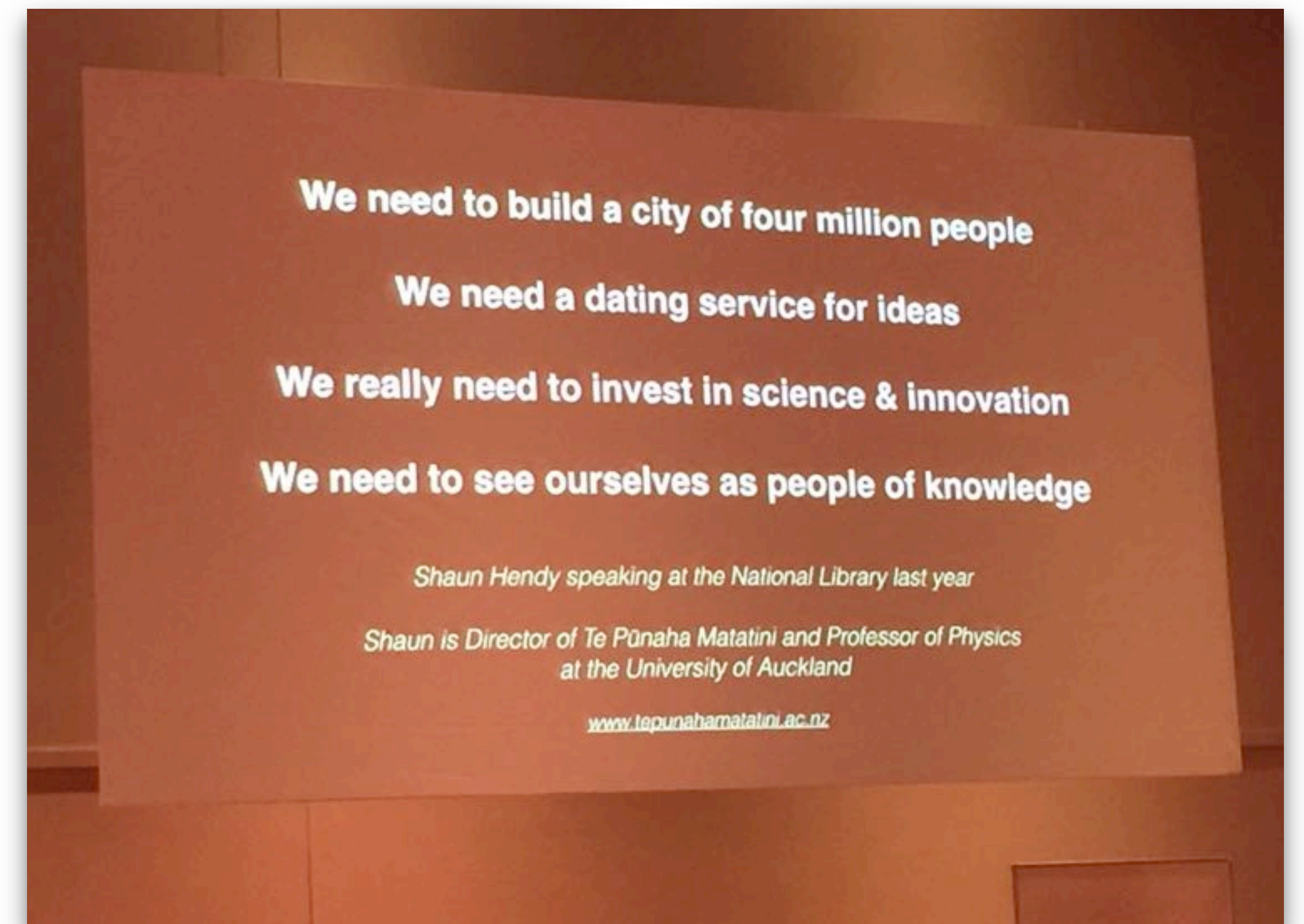
Language Matters: Part 2

Information

Knowledge

Library

Librarian



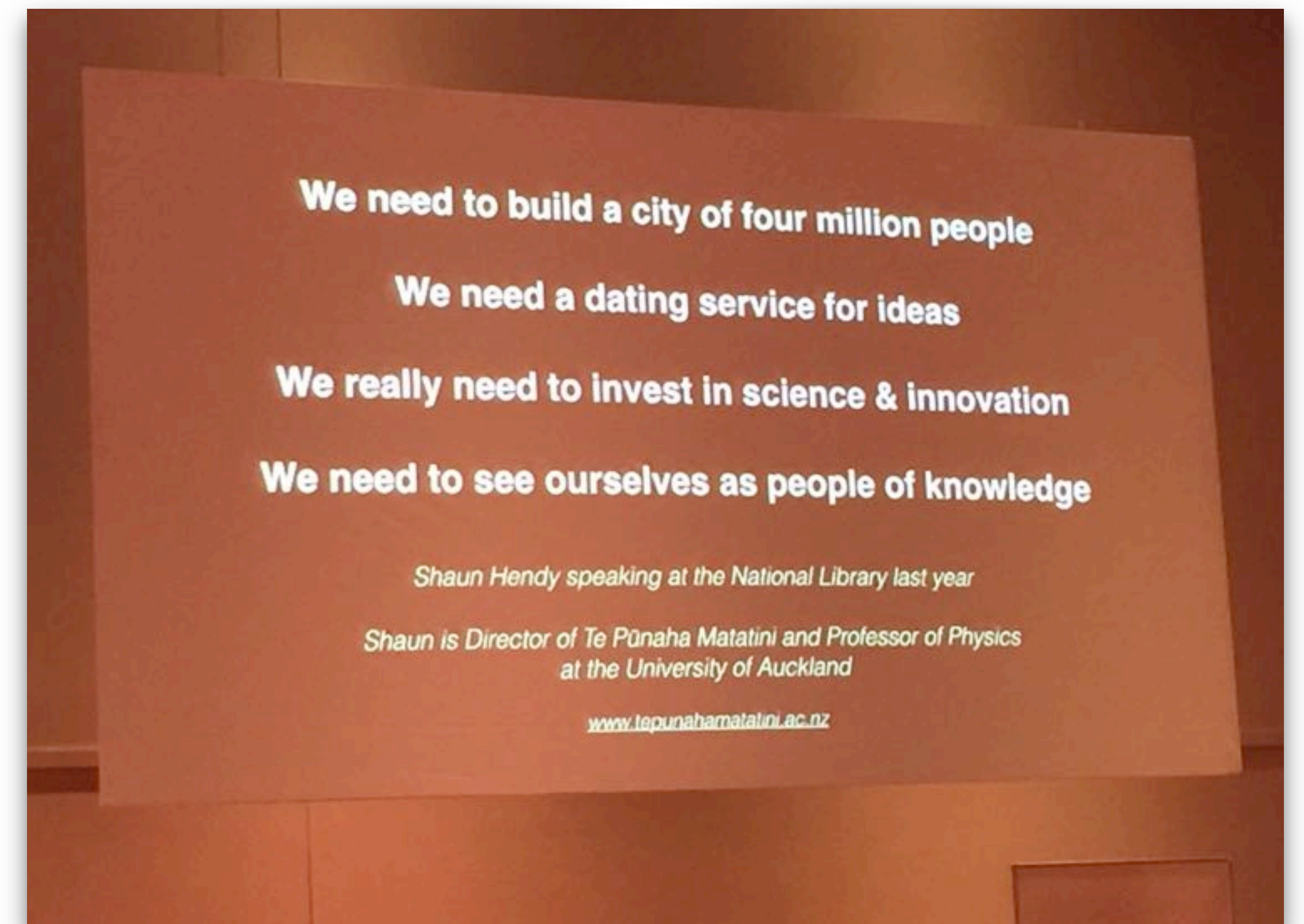
Language Matters: Part 2

Information

Knowledge

Library

Librarian



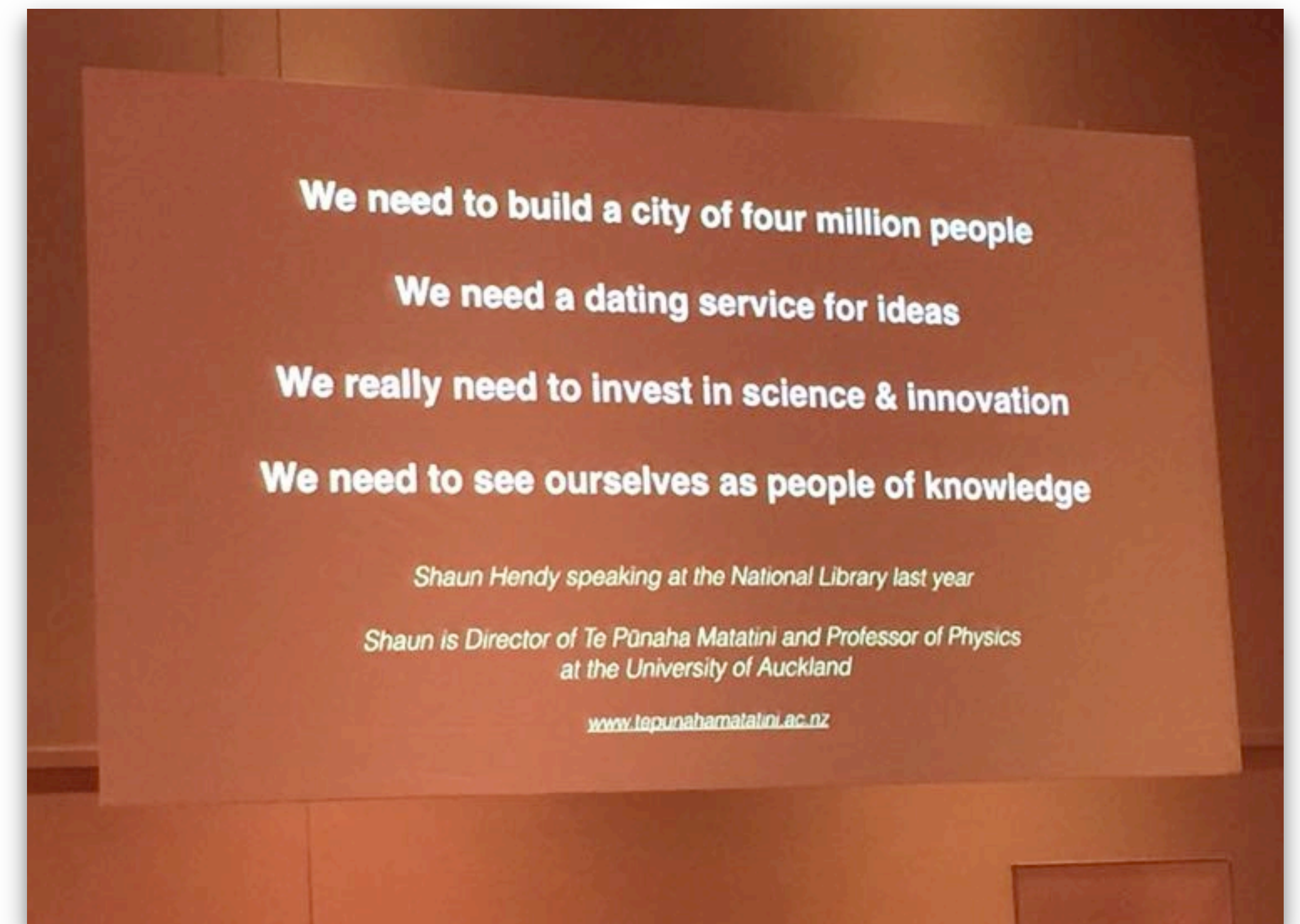
Language Matters: Part 2

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

Knowledge

Library

Librarian

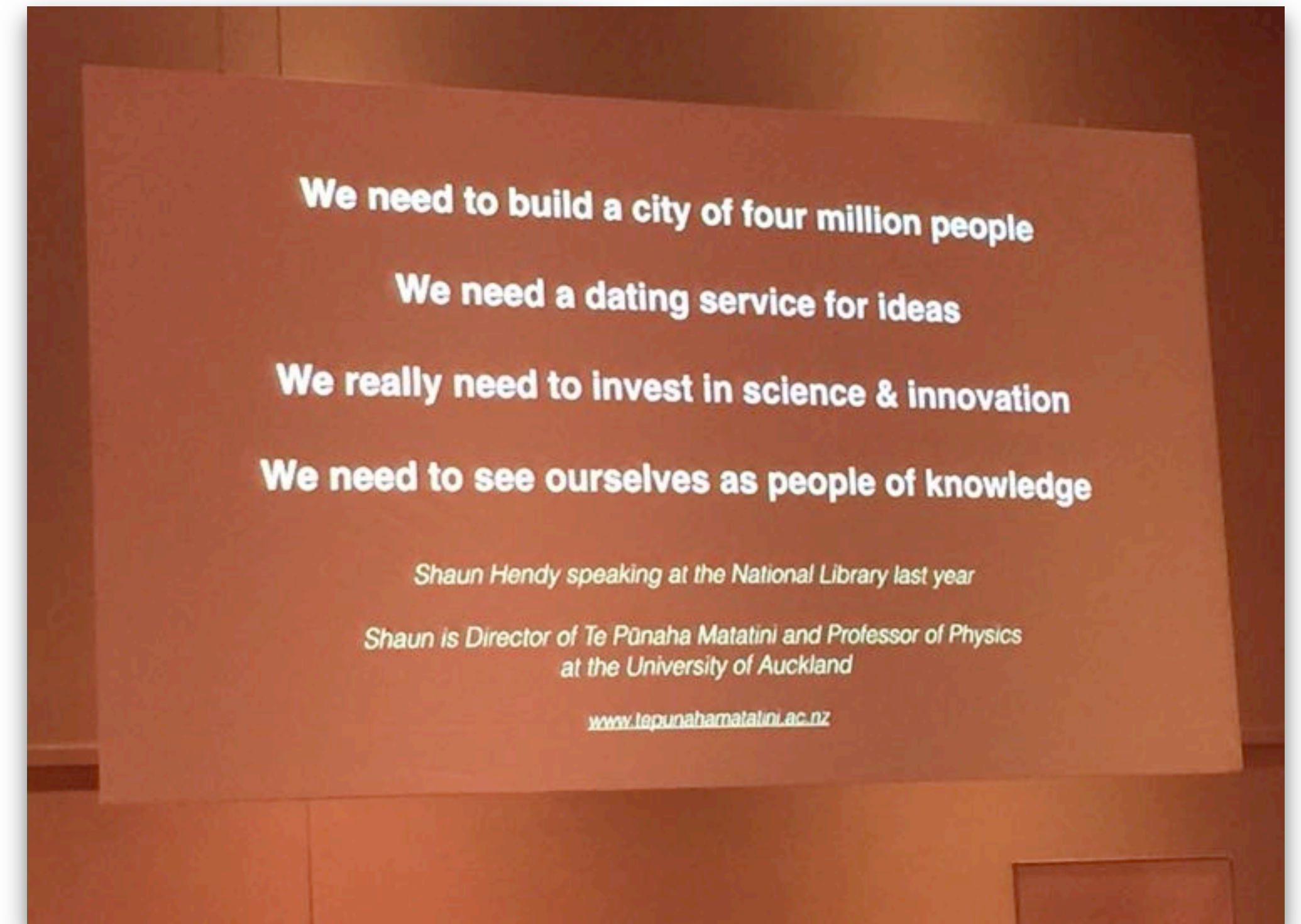


Language Matters: Part 2

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

Knowledge

A Library is a mandated and facilitated space supported by the community, stewarded by librarians, and dedicated to knowledge creation



Language Matters: Part 3

Language Matters: Part 3

POWER

Language Matters: Part 3

EMPOWERMENT

Language Matters: Part 3

EMPOWERMENT

Librarianship

Grounded

Principled

Assertive

Thinks Big



Improving Society Requires a Point of View

Democracy Requires an Educated
Citizenry

The Best Learning Comes from the
Richest Pool of Inputs

Believe Empowerment Comes not
from Equality but from Equity

Stop Presenting Libraries as a Service
and Start Demonstrating They are a
Right



Improving Society Requires Action

SHOUT Together

SHOUT To The World

SHOUT Through Your Deeds





Customers, Consumers, Users, and Other Mistakes

Slides and Conversation @
www.DavidLankes.org
Twitter: @rdlankes