Eulogy for the Information Age:
The Future is Impact Not Access

R. David Lankes
University of South Carolina
Carolina’s Knowledge School
Cognitive Resolution

- Sapiens: A Brief History of Humankind
- by Yuval Noah Harari
Ideas Are Reality
Nostalgia

• BiblioTech: Why Libraries Matter More Than Ever in the Age of Google

• by John Palfrey
What Do We Call Them?
New Librarianship
People as Processors
Access ≠ Impact
• **Data** are discrete objective facts; or raw measurements and observations, which are unorganized, unprocessed, and do not convey any specific meaning.

• **Information** is the organization and/or processing of data into meaningful patterns.

• **Knowledge** consists of the beliefs, attitudes, experiences, and structures that exist in the mind (subconscious and conscious) and influence behavior.

• **Knowing** is the conscious application of knowledge.
Information ≠ Knowledge
Chimamanda Ngozi Adichie

http://www.ted.com/talks/chimamanda_adichie_the_danger_of_a_single_story?language=en
Information Literacy

The information literate person can:

Identify + Find + Evaluate + Apply + Acknowledge

Information
All is Known
Data as Holy Text
Information is Neutral
Information is Sufficient
A New Librarianship: A New Nostalgia
A New Librarian is Brave and Bold