Are Librarians an Endangered Species?
(and libraries obsolete?)

Prof. Mike Eisenberg
NO!!
This is OUR time!!
We are folks!!
Our world has changed - fundamentally
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especially in relation to

information & technology
Parallel Information Universe

- Anyone
- Anywhere
- Anytime
- Any Form

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- Anytime
- Any Form
IT Game-Changers

- 1981 – the personal computer
- 1985 – the Internet
- 1993 – the Web
- 1999 – Wireless
- 1999 – Google
- 2001 – iPod
- 2004 – Facebook
- 2005 – YouTube
- 2006 – Twitter
- 2007 – iPhone
- 2010 – iPad
- 2011 -- Kinect
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Computers today are one million times more powerful than those 20 years ago.
In 20 years computers will be one million times more powerful than today!
Increasingly, we will live in the physical world and in
A parallel INFORMATION universe.

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To meet information needs

- Individuals
- Groups
Libraries 21st C

- People-focused
- Active – Dynamic - Adapting
- Quality, timely content
- Easy, quick access
- Virtual – physical – 24/7
Lessons to Learn
How Today’s College Students Find & Use Information

Project Information Literacy

Alison J. Head, Ph.D., Research Scientist
Mike Eisenberg, Dean Emeritus and Professor

The Information School
University of Washington
“Want it just in time, find it just in the right place.”
Expectations

• Perfect source exists somewhere - just have to find it.
• Best approach? Just Google it.
• On first page of results? Awesome.
• Up-to-date and current? Essential.
• But please - make it brief.
Asks for help

For course work:
- Instructors (49%)
- Classmates (32%)
- Librarians (11%)

For personal use:
- Friends/family (61%)
- Classmates (43%)
- Librarians (5%)
implications
change
• Reference desk
• The physical library
• Local collection development
• Wikipedia – boo!
• Databases – more is better
• The catalog
• Focus on proper citation format (APA, MLA)
• MLIS as entry degree
• Understand our constituents (non-users!)
• Be comprehensive – meet the needs of all constituents, not just some.
• Be willing to use all means and eject the old ones/no longer successful (e.g., f2f reference; traditional “databases”)
• Be accountable – how is success measured? What measures will be valued by decision-makers?
• Be highly visible.
What it takes
Manager
“the art and science of making dreams Come true”

Leadership = vision + management
Questions?

Comments?

Thanks for listening!

Discussion?