

# **Are Librarians an Endangered Species?**

*(and libraries obsolete?)*

**Prof. Mike Eisenberg**



**NO!!**

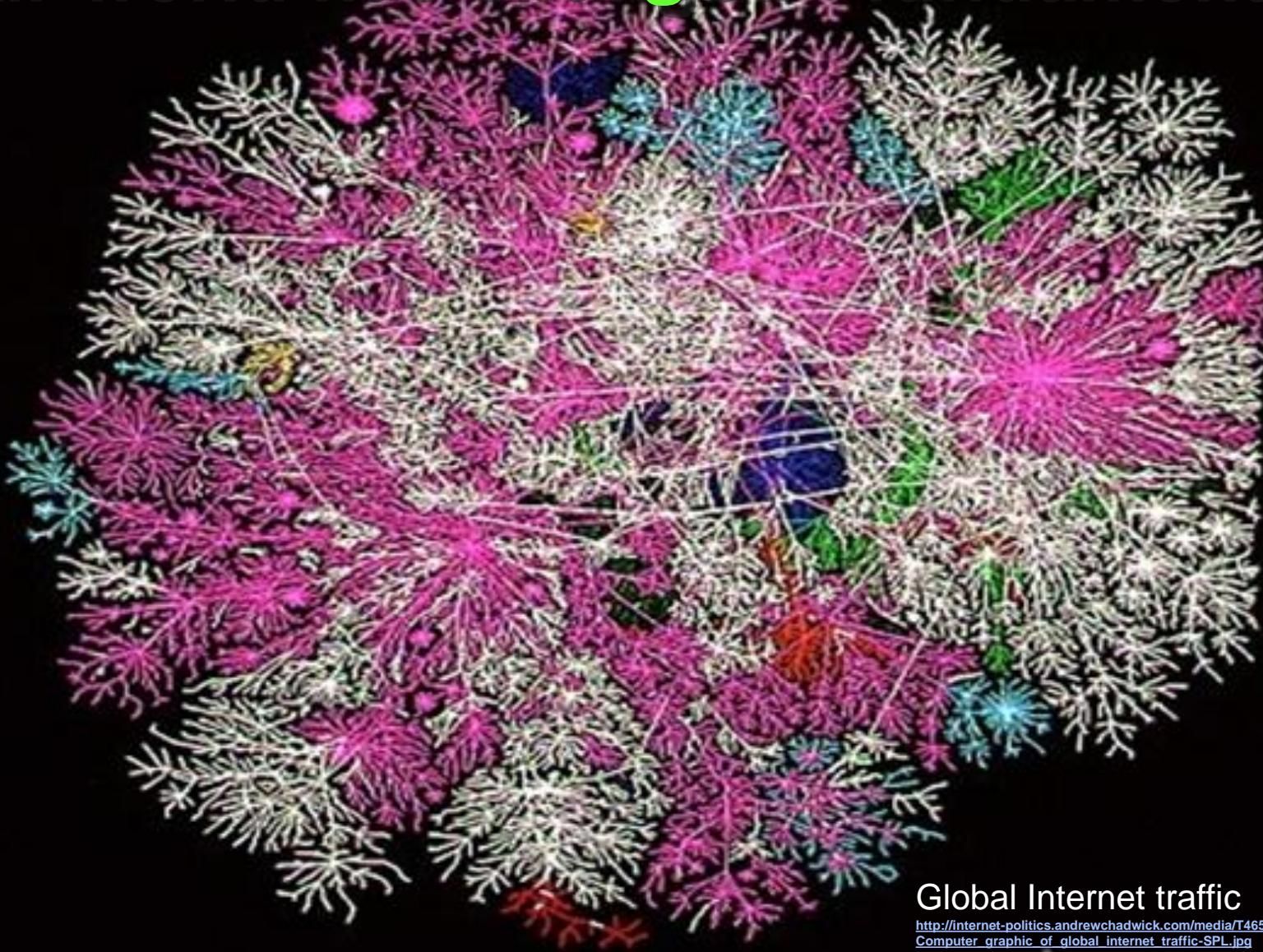
**This is OUR time!!**

We are  folks!!

# Our world has changed - fundamentally



# Our world has changed - fundamentally



Global Internet traffic

[http://internet-politics.andrewchadwick.com/media/T465098-  
Computer graphic of global internet traffic-SPL.jpg](http://internet-politics.andrewchadwick.com/media/T465098-Computer%20graphic%20of%20global%20internet%20traffic-SPL.jpg)

especially in relation to

**information & technology**

# Parallel Information Universe

- Anyone
- Anywhere
- 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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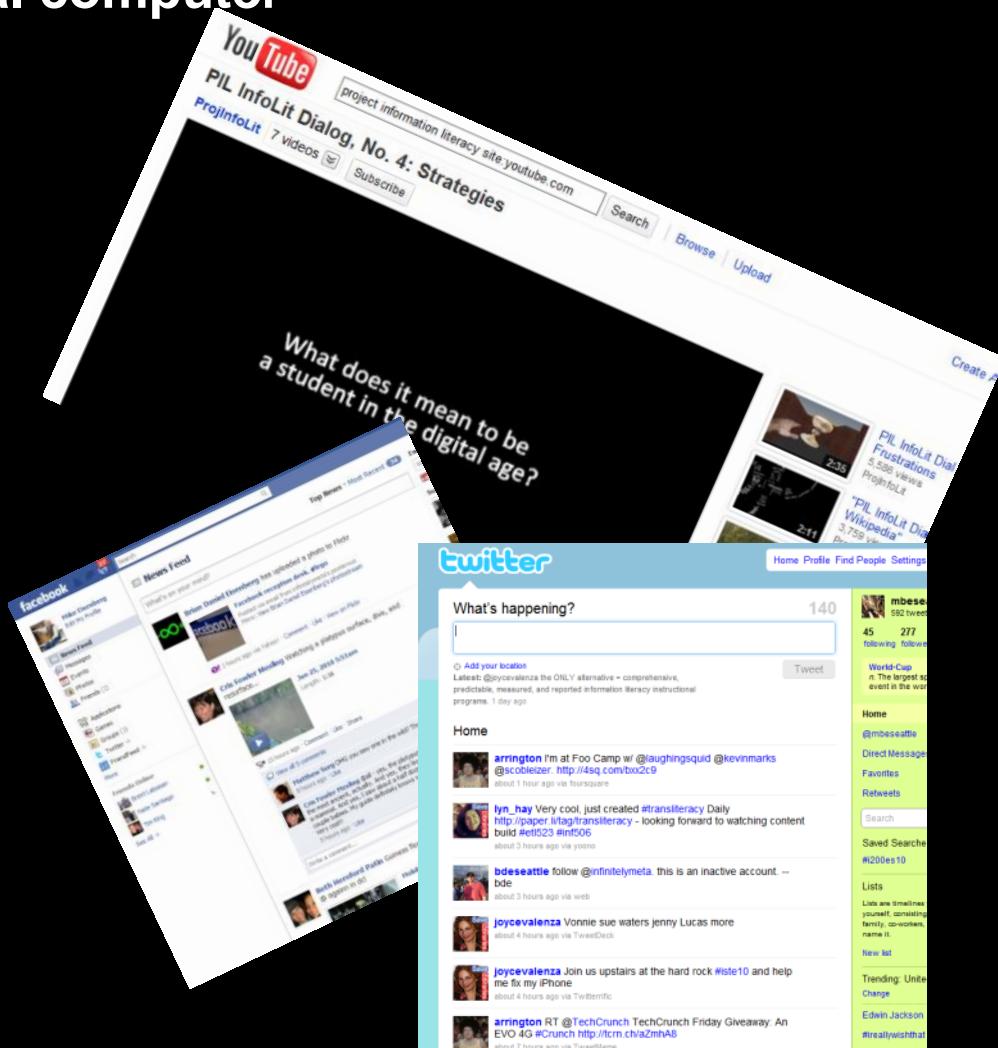
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**Computers today are one million times more powerful than those 20 years ago.**



**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.

- Anyone
- Anywhere
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M

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A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | R | S | W | Browse All

M

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# Summon™

*Go for it!*

**To meet information needs**

**Individuals**

**Groups**





# **Libraries 21<sup>st</sup> 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**



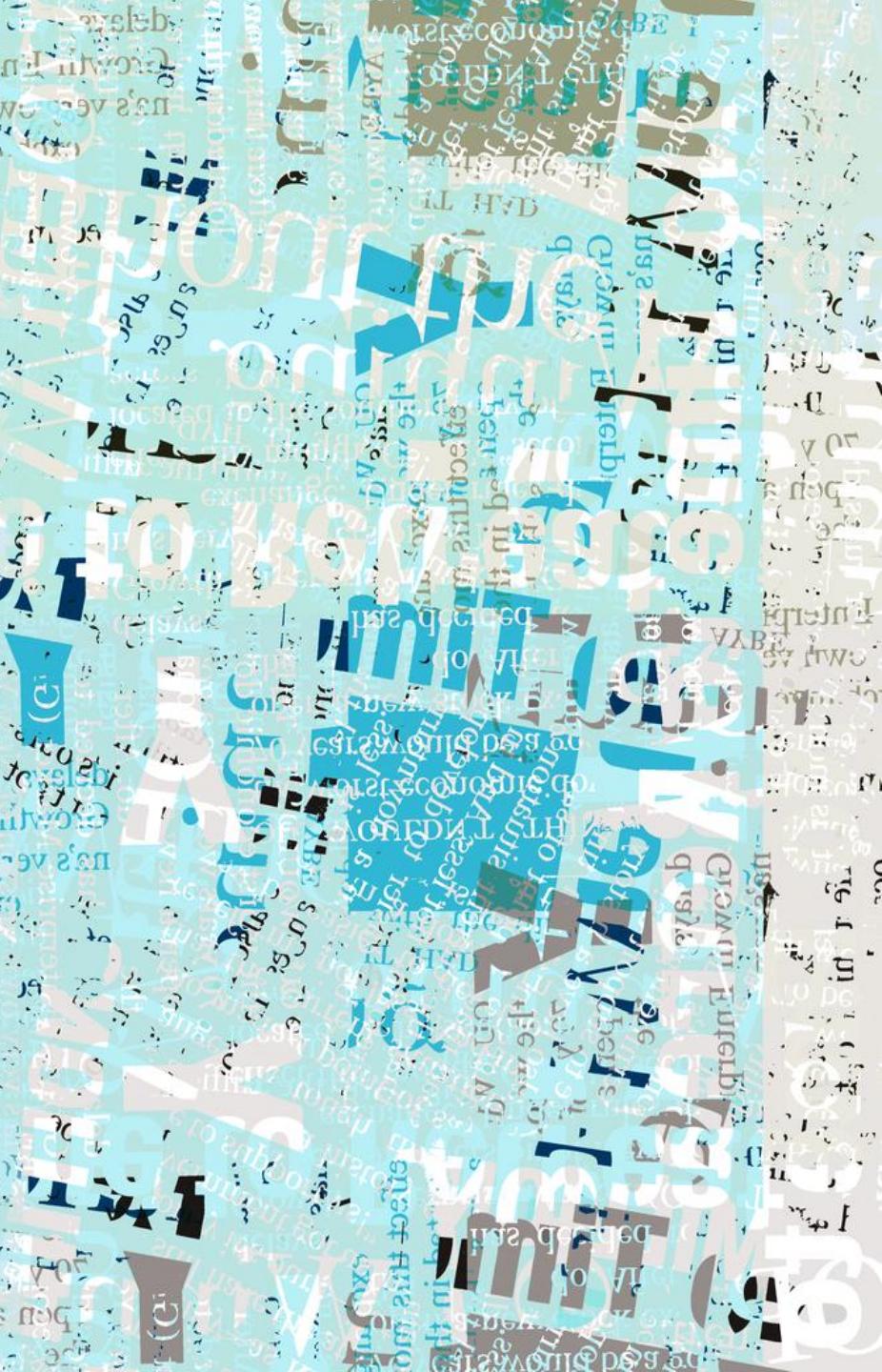
**The Information School  
University of Washington**



***“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:

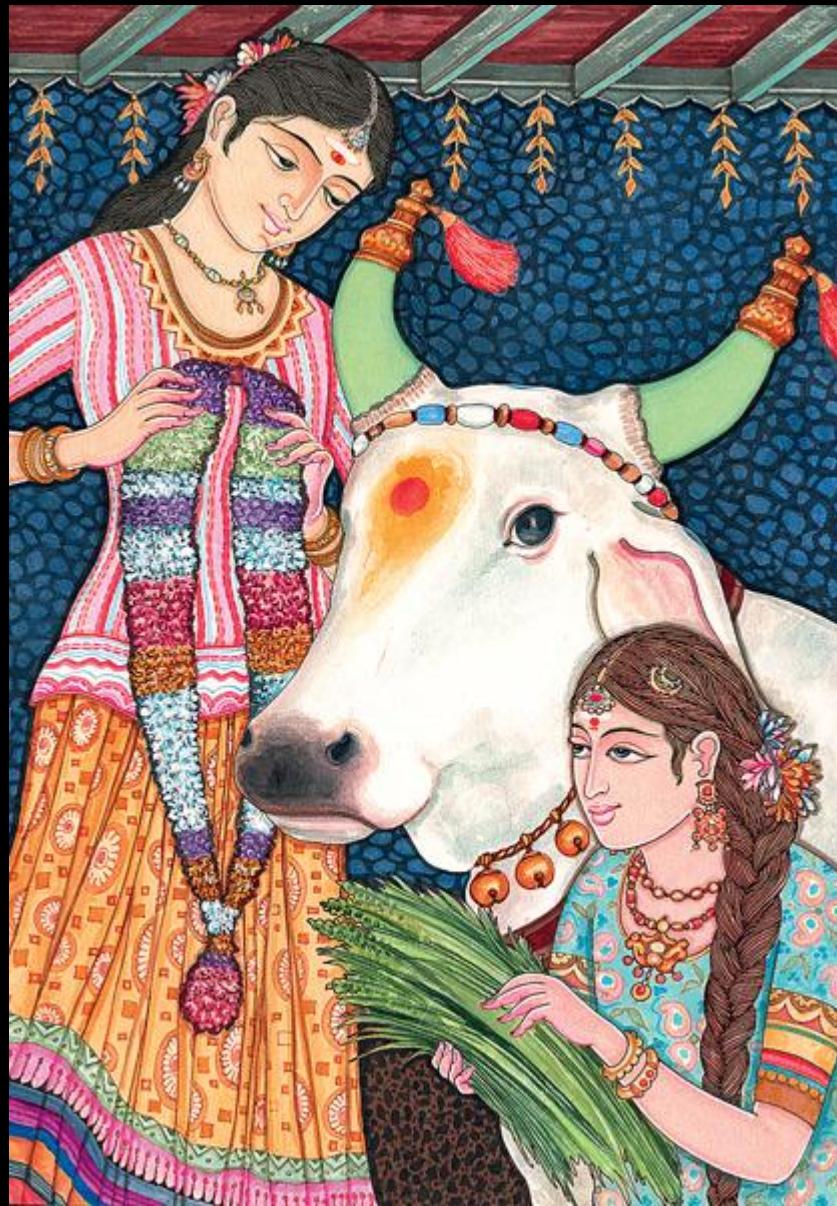
- Friends/family (61%)
- Classmates (43%)
- Librarians (5%)





# 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.

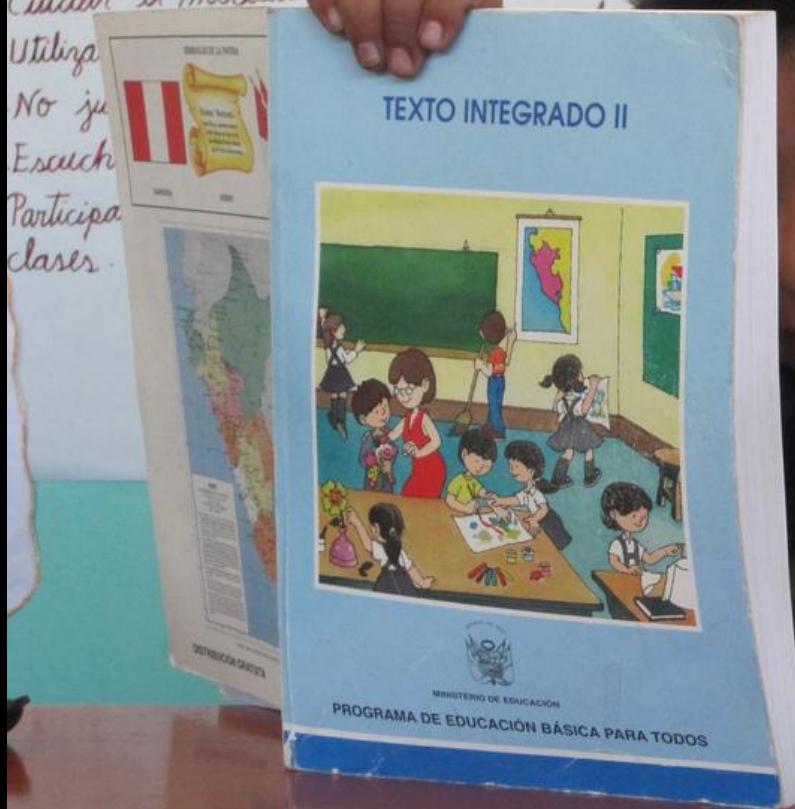






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Practicar la honestidad.  
Cumplir con la tarea.  
No comer en hora de clase.  
Asistir a la escuela bien arreglados.  
Salir al baño pidiendo permiso.  
Cuidar el mobiliario.  
Utiliza  
No juega  
Escucha  
Participa  
clases.



Junio : Leonardo (28)

Julio : Nuriam (28), Eri

Agosto : Naomi (14)

Septiembre : Leizet (4)

Octubre :

Noviembre : Franklin (8)

Diciembre : Franklin (9)  
Enero : Naomi (14), I



<http://www.youtube.com/watch?v=s9iBSINICGo>

**What it takes**

# Manager



Manager



**“the art and science  
of making dreams  
Come true”**

**Leadership = vision + management**



Summon™



Questions?

Comments?



Thanks  
for  
listening!

Discussion?