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#### Overview

- Cyberinfrastructure
- Fundamental roles of information professionals, through the ages
- How these roles will continue to be critical in the Digital Age
- What will change/what will stay the same
- Trends and how librarians are responding
- Future key issues

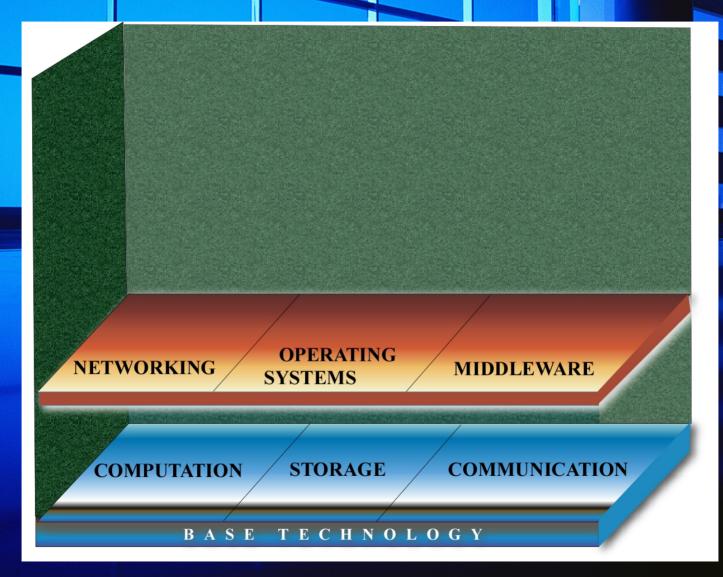


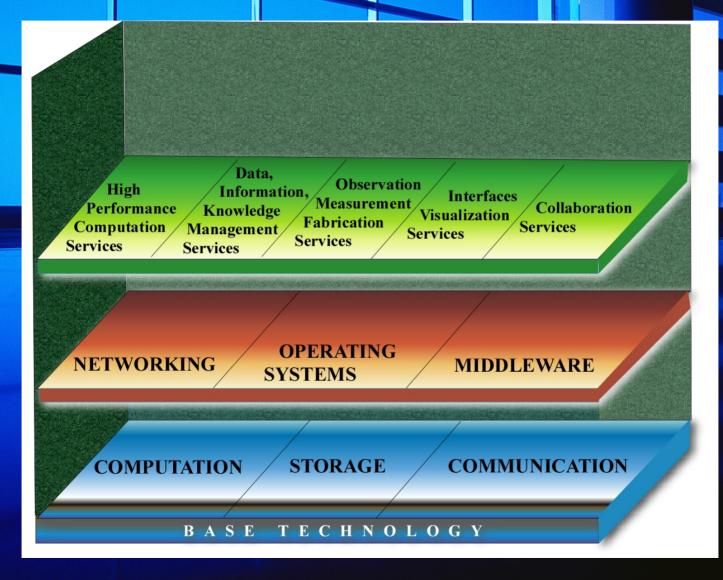
- E-Science and global competitiveness, not "serials crisis," will be key drivers
- Supporting discovery, dissemination, preservation of knowledge
- E.g., space physics, high energy physics, bio-informatics, etc.

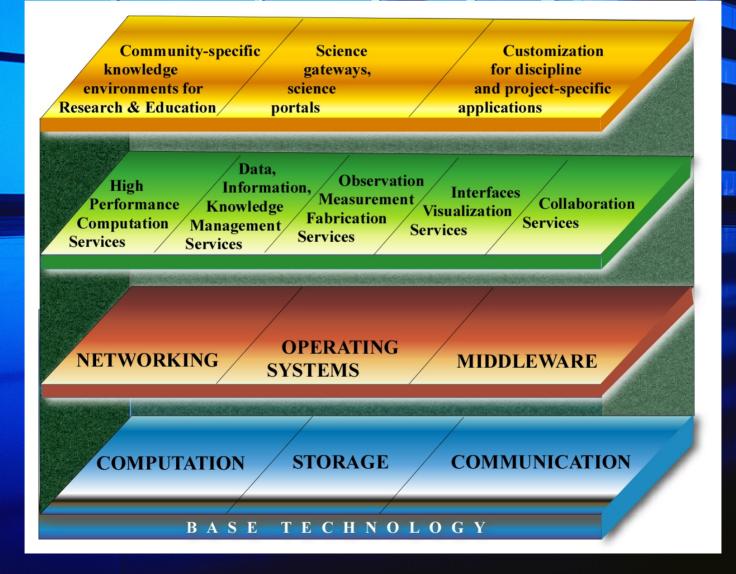
## Multiple Accelerating Trends

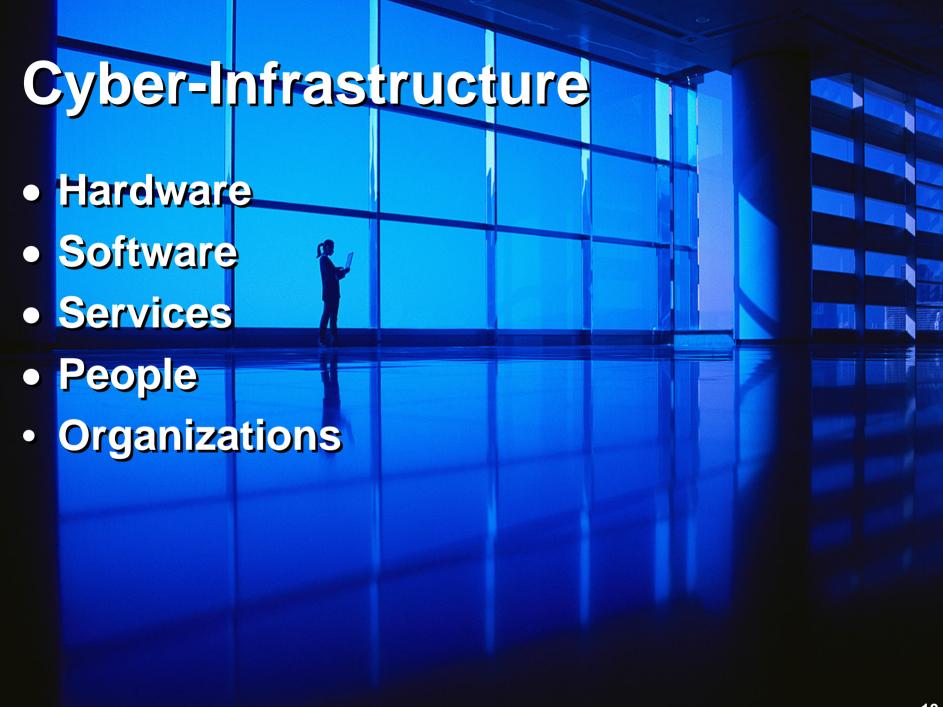
- Vast improvements in:
  - computing power
  - storage capacity
  - algorithms
  - networking
  - instrumentation
  - data and text mining techniques

**STORAGE** COMPUTATION **COMMUNICATION** TECHNOLOGY











#### Collectors and stewards

- Trusted collectors and stewards of our heritage
- The importance and implications of collections are not always known at the time of their creation
- Collections have always included more than just books
- Preservation and curation

# Organizers of recorded knowledge

- Adding value by cataloguing, classifying and describing the resources
- stewardship of both the selection and the collection of resources

#### Enablers of access

- Enable equity of access to recorded knowledge for all citizens
- "Democracy is malleable. It is tempered by the human behavior called free public access to information."
- Development and application of access tools/technologies

#### Educators

- About-information resources
- About how to access and use those resources
- When to access oneself
- When to ask librarian for help

# Contributors to value and economic growth

- Work impacts
- Education impacts
- Personal impacts
- Increases in GDP and job creation



#### Changing perceptions

"Brought up on the web and the endless flow of marginally organized information that is CNN, MTV or ESPN -- a flow that makes almost no distinction between the important and the trivial, fact and speculation, authority and gossip -students have little patience with the formal organizational structure of the library and the authority of the librarian."

John V. Lombardi, University of Florida

## Collectors and stewards

- Need for comprehensive collections and trusted sources still exists
- Need for validated collections of digital materials
- Must establish the relationship of digital materials to validated non-digital materials
- Move to digital curation and preservation

## Organizers of knowledge

#### In the digital world:

- challenge of incomplete sources
- lack of verification,
- lack of usable indexing
- search engine inconsistencies and limitations

#### Enablers of access

- libraries continue to be a significant access point for people, even digital access
- Librarians have to be "knowledge prospectors" for people, getting them access to relevant "nuggets" of information
- Increasing demand for analysis/synthesis/interpretation

#### Educators

- Issues of identifying and validating sources
- How to effectively and efficiently use technologically based tools like search engines
- How to effectively and efficiently use the information resources

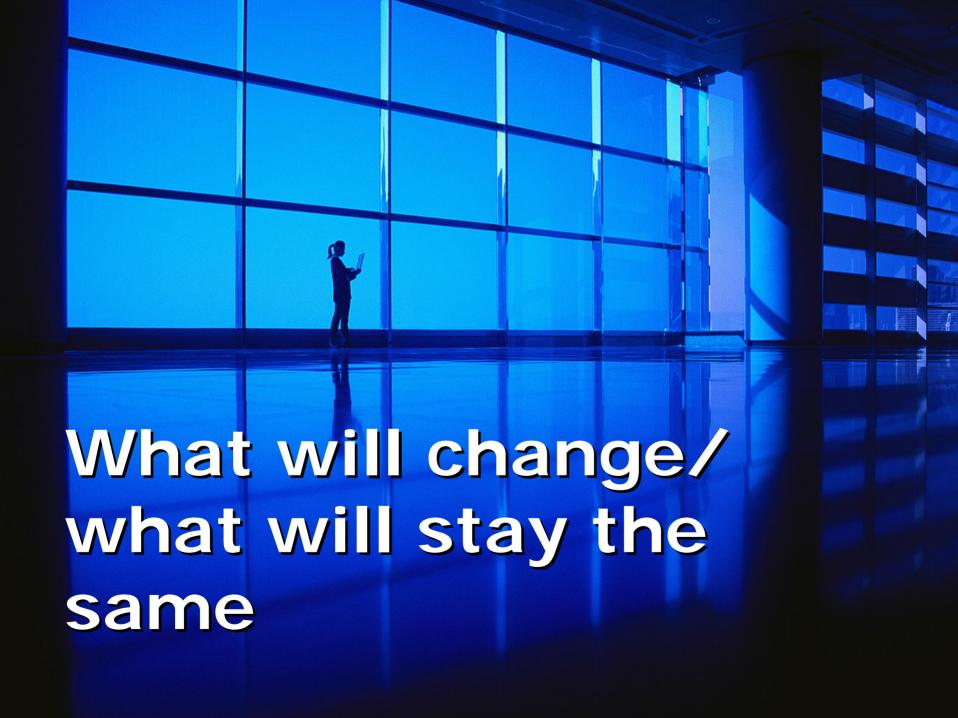
# Contributors to value and the economy

1990s — 1 librarian saves the equivalent of 5 FTE

Librarians consistently deliver more relevant content, more efficiently than end-users can themselves

#### Recent study in Florida:

- Return of \$6.54 for every \$1.00 invested
- Annual economic return of \$2.93 billion
- 1 new job created for every \$6,448 invested in the public library system





#### Collective intelligence

- "The-innovation that will most alter the way that we live in the future." Tom
   O'Reilly
- Wikipedia
- Amazon
- Flickr

#### Information and economics

- Information will continue to be an economic driver
- In addition to existing economic impacts, will be new impacts as a result of digitization of more and expanded resources
- Move to more of an infrastructure rather than individual systems
- Collaboration will become the predominant mode of work



## Library as place

- Library as the location of the collection is
  - less relevant in a digital world: few care who has the copy they find online and
  - more relevant: draws people to the physical collection
- But the library still has relevance as place
   — neutral location and environment
   where people can interact

# Expanded participants

- The new information world must involve much more than just libraries — must also include other information environments in research, technology and industry
- Everyone is a librarian to some extent







## Digitization process

- is an expensive, labor-intensive, industrial process -- potentially dealing with huge volumes of materials, even if selective about what to digitise, books alone, in the EU25 there were more than 2.5 billion in 2001 in libraries
- long term costs of digital preservation are unknown, though expected to be significant

#### Digitization tools

- Need new tools for digitization
- Digitization and indexing of texts, particularly for non-English language and for old materials and fonts
- Need to be able to reduce costs and increase efficiency
- More sophisticated and automatic indexing of future resources – audio, visual, 3D constructions, data sets and accompanying metadata, as well as text

## Workforce issues

- Anticipated retirements
- New types of skills are necessary to deal with the technological tools
- Training and re-skilling existing staff
- Training/recruiting staff with new skillsets
- UNC's The Knowledge Trust

# Copyright and privacy issues

- Digitized materials create new challenges for traditional copyright protection and challenge
- Privacy issues are complex in a digital world

## Organizational changes

- Digital-world breaks down traditional organizational and disciplinary boundaries
- Requires new organizational structures to support new types of collaboration and shared endeavors

"We live in a moment of history where change is so speeded up that we begin to see the present only when it is already disappearing." R. D. Laing

"Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better." King Whitney Jr.

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