

The Next Information Revolution, and our Role as Revolutionaries

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The class of 2011:

- › were born the year *Harvard Law Review* editor Barack Obama announced he might run for office some day
- › have always been able to text friends
- › haven't known life without the web

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Digital natives...

- › have learned that
 - failure doesn't hurt
 - risk is real, and natural
 - leaders are irrelevant
 - coaches are unnecessary
- › thrive on ambiguity

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Millennials are Gamers

- ▶ All that videogame experience means
 - They are more confident in their skills
 - Believe they are more competent
 - Can analyze situations quickly
 - Can work independently

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Millennials and information

- ▶ Demand easily-navigable web sites
- ▶ Have less interest in "authoritative" sources
- ▶ Trust their ability to evaluate information

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How does the workplace adjust?

- ▶ Give room to explore
- ▶ Offer experiential learning
- ▶ Learning is play, not an "investment"
 - Lifelong gamers/learners

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What they say and what they choose

- › Sony focus group on the color of a boom box
 - They said yellow is cool and hip
 - They all chose black
- › They may pay lip service to the benefits of a library, but where do they go for info?

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Offer them a choice

- › Conduct a user survey
- › Offer a month of a current awareness service or free training
- › See how many people actually take you up on it

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Benefits, not features

- › Building awareness of your library isn't enough
- › Offer benefits that your clients want and CHOOSE

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@ the Info Lab

- ▶ **Make all learning interactive**
 - Learn by trial and error
 - Demand more interactivity from our online sources
 - "Here's what others have looked for"
- ▶ **Change our perspective**
 - We don't teach others; we enable self-learning

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@ the Info Lab

- ▶ **Increase self- and peer-to-peer learning**
 - Comment-enabled OPACs
 - Become Amazon.com-like
 - Internal wikis
 - Mashup tools
 - Personalization
 - Self-service, anytime/anywhere

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Info Centers can:

- ▶ **Surface the intangibles**
 - Interactive catalog, info-mining tools, experts, participatory learning
- ▶ **Offer choices & more choices**
- ▶ **Approach research as (video) game**
- ▶ **Collect comments, not just content**

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Thinking strategically

- Your organization has competitors
- You've got competition
 - Google, Wikipedia, the geek down the hall
- You have *clients*, not *patrons*
 - Advocates, not just users

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Being Web 2.0

- RSS feeds and wikis within our organization
- Mash-ups
- Internal versions of LinkedIn to surface hidden experts
- Collaboration, embedded librarians
- Adding value to information

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If you want to thrive...

- Change is not required, because survival is not mandatory.
 - Peter Drucker
- Darwin: survival isn't of the fittest but the *best-adapting*
- Assume that what worked last year isn't appropriate now

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Buggy Whips or "Transportation Enhancement Technology"?

- ▶ **Western Union:**
 - 1851: New York & Mississippi Valley Printing Telegraph Co.
 - "Offering ways for families to stay connected anywhere in the world"
 - Connecting people, not transmitting data

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What's next?

- ▶ "Human filtering" of information is still critical
- ▶ We have more electronic tools, but they aren't *solutions*
- ▶ An abundance of information doesn't mean it is abundantly easy to find

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Check your reaction

- ▶ The top 10 jobs in 2015 didn't exist in 2006
 - Panic?
 - Prepare?

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Here's the really scary question...

If I were outsourcing my library, what would the RFP look like?

- Which parts of your job are commodities?

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Now it's your turn...

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