

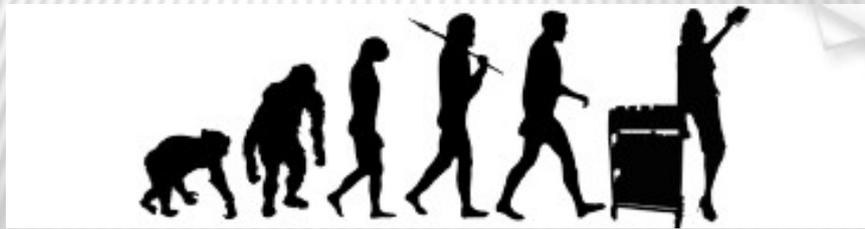
**THE ROLE OF LIBRARIES AND LIBRARIANS
THEN AND NOW: RETHINKING THE ESSENCE
OF WHAT WE DO**

**"THE ONLY MAN WHO IS EDUCATED
IS THE MAN WHO HAS LEARNED
HOW TO LEARN;
THE MAN WHO HAS LEARNED
HOW TO ADAPT AND CHANGE;
THE MAN WHO HAS REALIZED THAT NO
KNOWLEDGE IS SECURE,
THAT ONLY THE PROCESS OF SEEKING
KNOWLEDGE GIVES A BASIS FOR
SECURITY. "**

CARL C. ROGERS
FOUNDER OF HUMANISTIC PSYCHOLOGY



ROLE, LIBRARIES, LIBRARIANS RETHINKING.



**ROLE : THE ACTIONS AND ACTIVITIES
ASSIGNED TO OR REQUIRED OR EXPECTED OF A
PERSON OR GROUP. IT IS A DUTY OR A KIND OF
WORK THAT A PERSON IS OBLIGED TO
PERFORM FOR MORAL OR LEGAL REASONS.**

Re-think - To reconsider (something).
Change one's mind and assume the
opposite viewpoint
To think about (something) again,
especially with a view to changing one's
tactics or opinions.

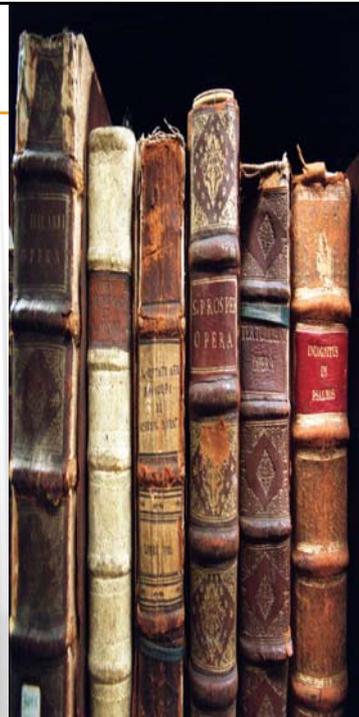


STARTING FROM WHERE WE WERE



TRADITIONAL LIBRARY

- ✦ provides intellectual access to information in any format via print-based resources.
- ✦ The role of the librarian in the print environment is to select, acquire, organize and provide access to relevant information.



WHAT HAPPENED?

- ✦ The role of the librarians grew from that of a collector and preserver of information resources to a professional involved in very complex issues of organization, the dissemination of and access to information.



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- ✦ The role of libraries have changed due to technological advancements such as the internet and portable electronics.
 - ✦ The final decades of the twentieth century witnessed a further explosion in formats, and libraries can now offer information in the form of print, audio video, microforms or multimedia composites of each.

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- × LIBRARY:
“learning enterprise”.
NOT

- × a place where librarians go around saying “shhhh, be quiet.”



HOW THE OUTCOME WOULD AFFECT US?

- × Information Revolution
 - new programs and services
 - change in information-seeking behavior
 - introduction of digital library system
 - reshape the traditional means of access of printed information.



DIGITAL REVOLUTION

- ✘ *Users are different.*

- Young people in the early twenty-first century are "growing up digital," born after 1977.
- "cyberkids"
- "digital natives".



- ✘ *Users expectations are different*

- ✘ -Mode of research are different.

- *traditional research is academic, investigator-initiated and discipline-based knowledge

- *trend now in research is problem-focused and interdisciplinary. It is 'context-driven' research, meaning 'research carried out in a context of application, arising from the very work of problem solving and not governed by the paradigms of traditional disciplines of knowledge.



REVOLUTIONARY CHANGES

- ✘ PNetwork revolution
- ✘ Cellular revolution
- ✘ ATM revolution
- ✘ *Personal computing revolution*



OPEN REVOLUTION

- ✘ doing research in the open, using online tools to share unfinished ideas and allow massive collaboration, but also an **open revolt** against the traditional model of publishing those finished ideas, in particular against the publishing giant Elsevier.



OPEN ACCESS AND THE CHANGING ROLE OF LIBRARIES

- ✦ facilitate free immediate access to, and unrestricted reuse of, original works of all types. With license, authors agree to make articles legally available for reuse, without permission or fees, for virtually any purpose. Anyone may copy, distribute, or reuse these articles, as long as the author and original source are properly cited.



MEGA TRENDS

- ✦ *Epublishing*
- ✦ *Reduction of digital divide*
 - Implications of digital divide
 - * "digital citizen"



CHARACTERISTICS OF USERS THE IN MILLENNIAL GENERATION

- ✗ Get their information and content online
- ✗ Get their information and content for free
- ✗ Manage large amounts of content themselves
- ✗ Are always connected
- ✗ Want to find it fast
- ✗ Are always on



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- ✗ **User-driven culture**
 - ✗ 24/7/365
 - ✗ **Mobility and Convergence**
 - Social software (Blogs, Tagging, Facebook)

HOW MANY SEARCH QUERIES DOES GOOGLE SERVE WORLDWIDE EVERY DAY?

- ✘ Google: 34,000 searches per second (2 million per minute; 121 million per hour; 3 billion per day; 88 billion per month, figures rounded)
- ✘ •Yahoo: 3,200 searches per second (194,000 per minute; 12 million per hour; 280 million per day; 8.4 billion per month, figures rounded)
- ✘ •Bing: 927 searches per second (56,000 per minute; 3 million per hour; 80 million per day; 2.4 billion per month, figures rounded)
- ✘ (these are comscore worldwide estimates in 2010)
source:<http://searchengineland.com/by-t...>

GOOGLE SEARCH, OR YAHOO SEARCH... WE THOUGHT ALL THE WHILE THAT THESE ARE ANSWERS TO OUR SEARCH FOR INFORMATION IN THE NET. BUT THESE ARE NOT!!! THERE'S ALWAYS NEW COMERS IN THE INTERNET.



YAHOO!
PHILIPPINES

dōgpile

THE SOCIAL NETWORKS

- ✘ *MySpace*
- ✘ *BLOGS*
- ✘ *Wikipedia*



IMPACT OF TECHNOLOGY IN LIBRARIES

- ✘ libraries are more concentrating on dissemination of information than the preservation of library materials.
- ✘ Networking of libraries provides linkages through sharing and exchange of bibliographic and reference services and text.
- ✘ Allows greater information access and improved levels of service.



SO WHAT DOES IT ALL MEAN? WHAT DO WE NEED TO DO?

- ✘ New technical set of competencies for librarians which were not previously asked for.
- ✘ Ability to cultivate a level of comfort with ambiguity and change.
- ✘ Must be able to accommodate the rapidly changing and evolving nature of the environment.
- ✘ Environment is subject to immense change very rapidly and the key role for the librarian will be her/his ability to adapt and to work effectively in such an environment.

CONCLUSION

- ✘ To function effectively and still guide the destiny of the library, we librarians will have to:
 - know how to cope intelligently and objectively with the key factors that continue to occur,
 - know the technological advances presently taking place.
 - know how to initial changes as well as how to predict its ultimate effects. We need to know what information is being generated, select what is needed and wanted, and make it accessible on demand in the format best suited for a particular request. We have to develop our skills and these skills cannot be learned overnight. These capabilities however, will be the minimum entry requirement for the new breed of librarians of tomorrow.

THANK YOU!!!



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