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Redefining Academic Librarianship for the Net Generation

Susan Gibbons

Associate Dean, River Campus Libraries

University of Rochester
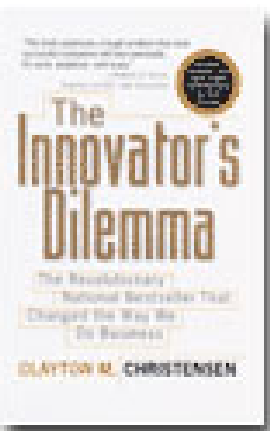
sgibbons@library.rochester.edu

AIM: susanlgibbons

Outline

- Future of Academic Libraries
  – Organizations that fail
  – Organizations that succeed
  – Information vs. Knowledge
- Knowing Your Net Generation Users
  – Methodologies
  – Preliminary results

Organizations that Fail

- Clayton Christensen's *Innovator's Dilemma*
  - Well-managed, customer-focused, yet still fail
  - **Disruptive technology**
    - Allows a broader group of people do things that only experts or the wealthy could do
    - *Initially* inferior in quality
    - Dismissed by established organizations
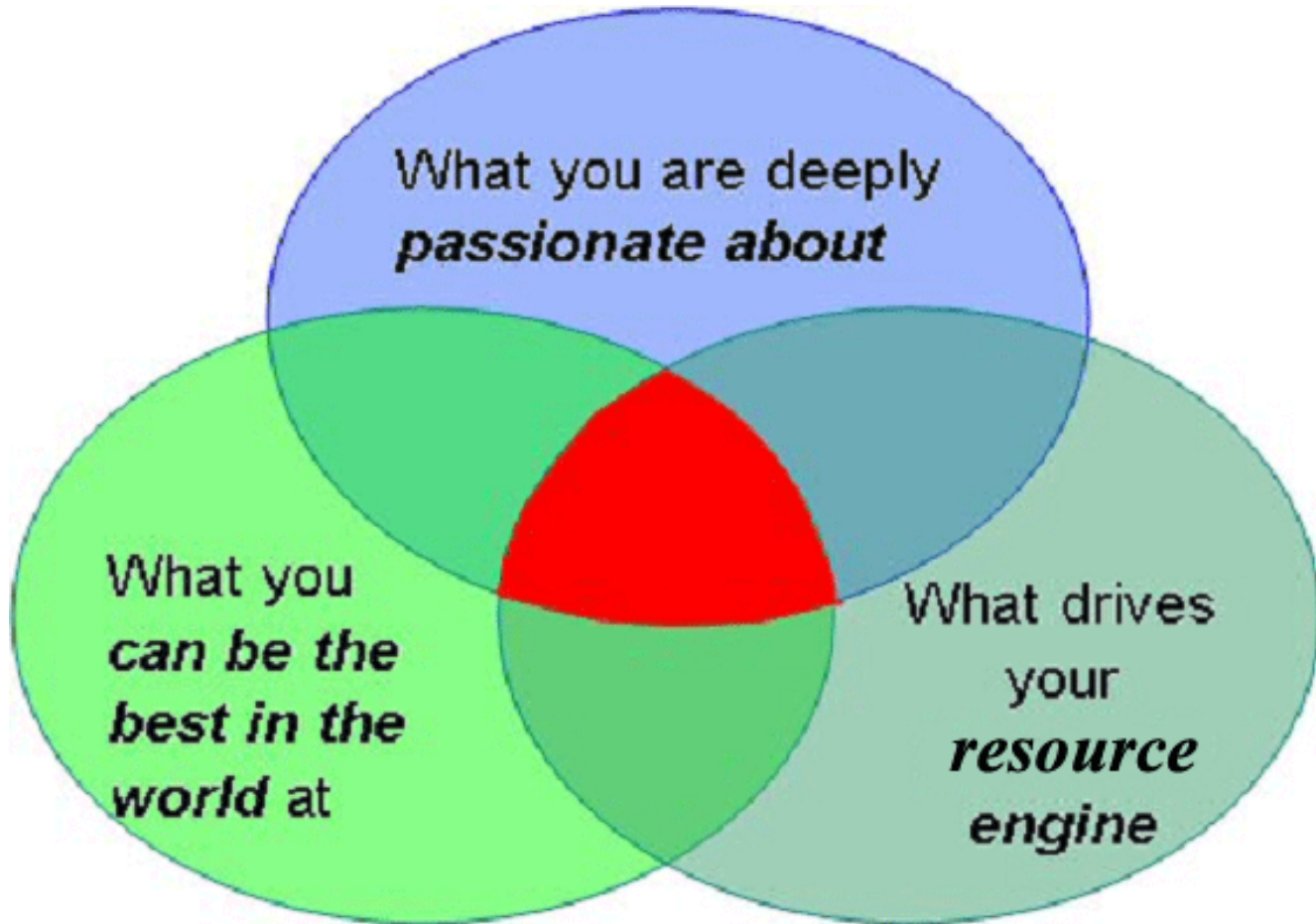   - Realization of threat comes too late

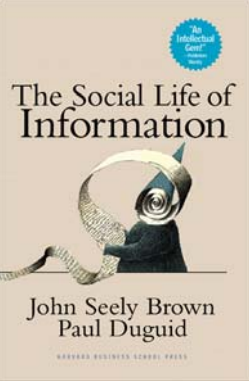# Is the Internet the Disruptive Technology for Academic Libraries?

- Amazon versus Library Catalog
- Google Answer versus Reference Desk
- Google Scholar versus Disparate Article Databases

Organizations that Succeed

- Jim Collin's *Good to Great & the Social Sectors*

What you are deeply *passionate about*

What you *can be the best in the world* at

What drives your *resource engine*

Information & Knowledge

- J.S. Brown & P. Duguid's *The Social Life of Information*
  - Knowledge
    - Entails a knower
    - Hard to transfer
    - Assimilate and digest
  - A shift away from information to knowledge means a shift toward people

Librarians as Mediators

- Librarians as faculty insiders
  - part of a community of practice
  - Importance of subject expertise
- Librarians as faculty outsides
  - able to translate differences
    - Can't write or can't write in the discipline?
    - Can't research or can't research in the discipline?

Know Your Users

- Historically focused on faculty
  - Parallel to high-end customers
- Future is with undergraduates
  - Vulnerable
  - Influence work practices
  - Can't rely on our own experiences

Net Geners- 1982+

- Each generation is unique
  - Shared history
  - Social & cultural center of gravity
- Digital technology
  - Digital natives
  - Digital immigrants
- More than just a typical generational gap
  - Acquire, assimilate and generate knowledge differently

Ways to Understand Net Geners

- Work Practice Studies

- Reflection Exercises

- Participatory Design

- Usability Studies

- Cultural Probes

Work Practice Study

- *in situ* observations
  - Notes
  - Video
  - Just the facts
- Dorms, fraternities, gym, student union, dining halls, buses, computer center, and library
- Time matters!

Reflection Exercises
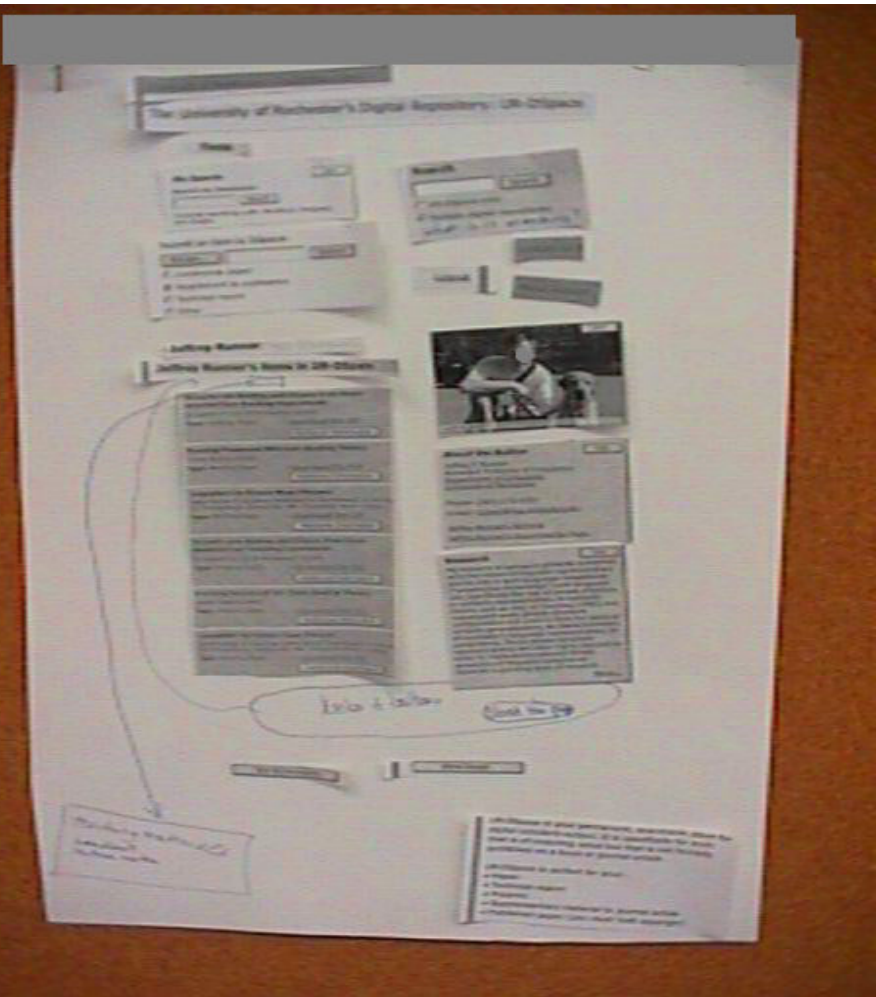
- Writing & Research
  - From assignment to submission
  - Focus on where, what, who & how
  - Be careful of the "why?"
- Intellectual Self-Assessment
  - Strengths & weaknesses
  - Defining moments & individuals

Participatory Design

- Continuous loops back to the user
- Don't guess, just ask!
- Can still get good input with less than a fully-functional prototype

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Researcher Page   Steven Manly

About the Author

Mercer Brugler Distinguished Teaching Professor
Associate Professor of Physics
Experimental High Energy and Nuclear Physics
Bausch & Lomb 203E

Phone: (585) 275-8473
E-mail: manly@pas.rochester.edu

Steven Manly's Website
Steven Manly's Departmental Page

Research Interests

Heavy ion physics with the Phobos experiment at BNL, Neutrino interactions on nuclei and neutrino oscillations, High precision gravitational redshift measurement, Z physics with the SLD experiment at SLAC. Research toward the International Linear Collider

Teaching Interests

Teaching and Research seminar, TA training, General Physics II (E+M, optics, modern physics for science majors)

Documents

▼ 📁 Conference Papers

Collective flow with PHOBOS
Authors: Frauenfelder, Uli H.; Tyler, Lorraine Komisarjevsky
Issue Date: 1987
Description: "Reprinted from Cognition ... volume 25 (1987)"--T.p. verso. "A Bradford book." Includes bibliographies and index.
Type: Conference Paper
URI: http://hdl.handle.net/1721.1/1760

Paradox lost? : firm-level evidence on the returns to information systems spending
Authors: Brynjolfsson, Erik.; Hitt, Lorin M.
Issue Date: 1994
Description: Cover title. "An earlier, abbreviated version of the paper was published in the Proceedings of the International Conference on Information Systems, 1993, under the title "Is information systems spending productive? new evidence and new results. Series from publisher's list. Includes bibliographical references (p. 39-40).
Type: Conference Paper
URI: http://hdl.handle.net/1721.1/2557

▶ 📁 Working Papers

▼ 📁 Senior Theses

A Decomposition of Global Linkages in Financial Markets Over Time
Authors: Forbes, Kristen; Chinn, Menzie David
Issue Date: 14-Mar-2003
Type: Senior Theses
URI: http://hdl.handle.net/1721.1/1760

Models and Methods for Merge-In-Transit Operations
Authors: Croxton, Keely L.; Gendron, Bernard; Magnanti, Thomas L.
Issue Date: Sep-2001
Description: We develop integer programming formulations and solution methods for addressing operational issues in merge-in-transit distribution systems. The models account for various complex problem features including the integration of inventory and transportation decisions, the dynamic and multimodal components...
Type: Senior Theses
URI: http://hdl.handle.net/1721.1/1760

Usability Testing

- Observing *real* users on your website
- Many techniques that can be used throughout the design process
- Classic test- observing *real* users performing typical tasks
- Quality assurance
- 3-5 users is all it takes!

Usability *Lite*!

1. Define audience & purpose
2. Define key tasks
3. Script the tasks
4. Test & record results
5. Analyze results
6. Translate results into design
7. Repeat steps 4-6

Taken from B. Reeb & D. Lindahl's LITA Regional Institute on Design Process & Usability

Cultural Probes

❀Cultural Probes

- – a way of obtaining information from the members of our user groups who are more difficult to research by other means

- – a way of uncovering or at least shedding light on users social, emotional, and aesthetic values an habits.

- – Photography, mapping

Developing R&D Culture

- "When I was in college…"
  - Best way or only way
  - Viable alternatives
- OK to fail
- Student demonstrations
- Provide "safe" spaces for staff learning
- Provide gadgets
- Audit classes
- Visit dorms, dining halls

Developing R&D Culture

- Play with furniture
- Food, money & sleep
- Read/Watch & discuss
- Everyone is involved

Questions?

Contact info:

AIM: susanlgibbons

sgibbons@library.rochester.edu