

# Open access and social media: challenges and opportunities for information management

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# Open access and social media: challenges and opportunities for information management

1

- The availability of information that Internet brings, in particular, the World Wide Web, produced a huge impact in the way we collect and access information. This also impacts the strategies followed to organize and manage information. It is clear by now, that each individual, by its own and without adequate training is on trouble to manage its information, the information he or she needs and even to secure it.

2

- Recent developments provide a new context that wants to protect data from individuals and some sensitive information, putting a new focus not in the data possibilities but on the individual rights, such as the General Regulation for Data Protection (GRPD) implies, with real changes not easy to implement with current information systems and applications. But such issues related with the use of personal data are not restricted to GRPD. Also security issues, and information readiness or the quality and veracity of information are at stake – thus turns reference and information support as an important role for any information service.

3

- Additionally, we are in a fast, complex, and information sophisticated world. As so, open access and social media, two the trending phenomena when dealing with information management place a number of challenges but also opportunities for those who are responsible for manage information within organizations. Taking the case of higher education, the presentation discusses how libraries can be the hub where such challenges and opportunities may have a more transformative impact.

1

# Welcome to a digital world

The availability of information that Internet brings, in particular, the World Wide Web, produced a huge impact in the way we collect and access information. This also impacts the strategies followed to organize and manage information. It is clear by now, that each individual, by its own and without adequate training is on trouble to manage its information, the information he or she needs and even to secure it.

The digital is everywhere like a fog...

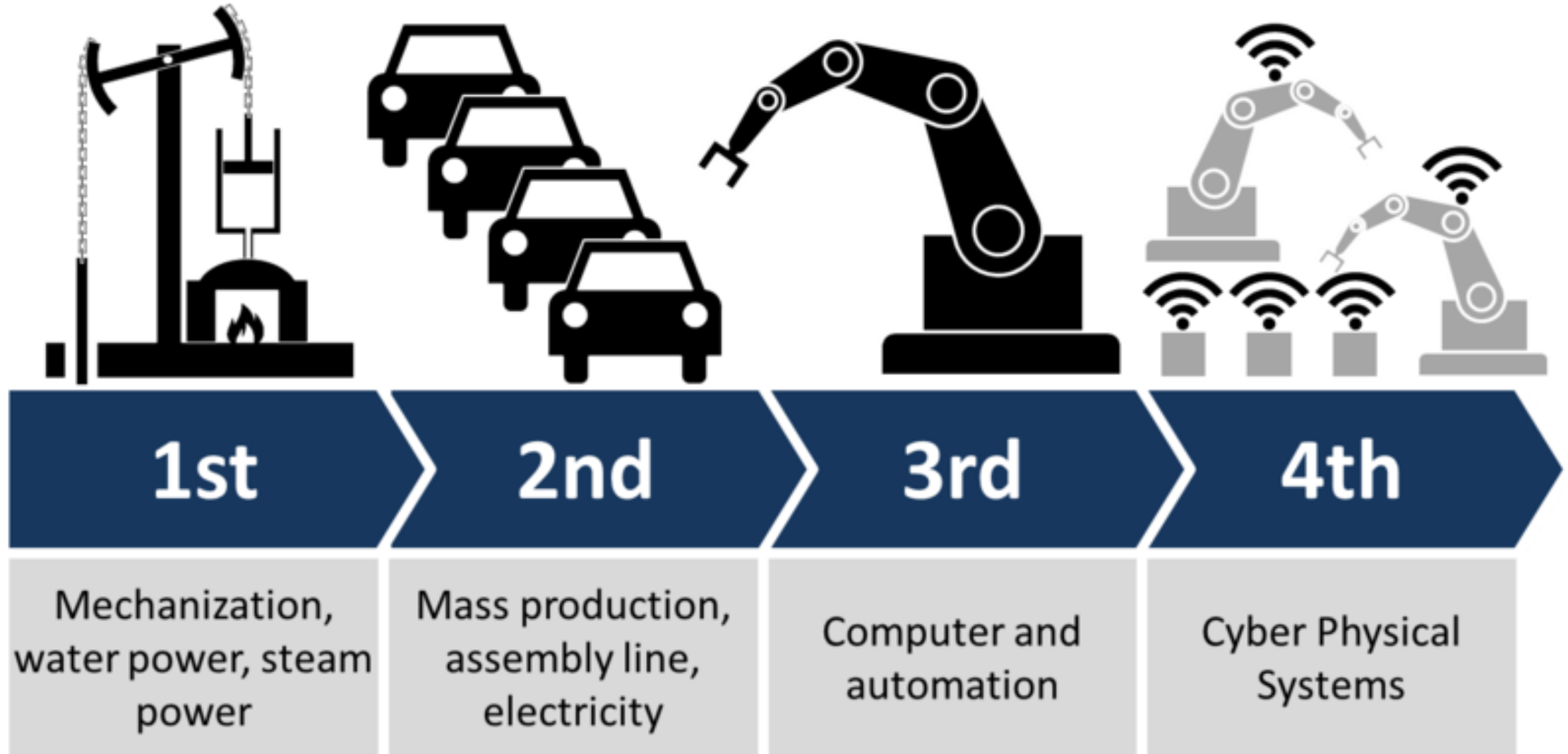


# Digital blends the old with the new



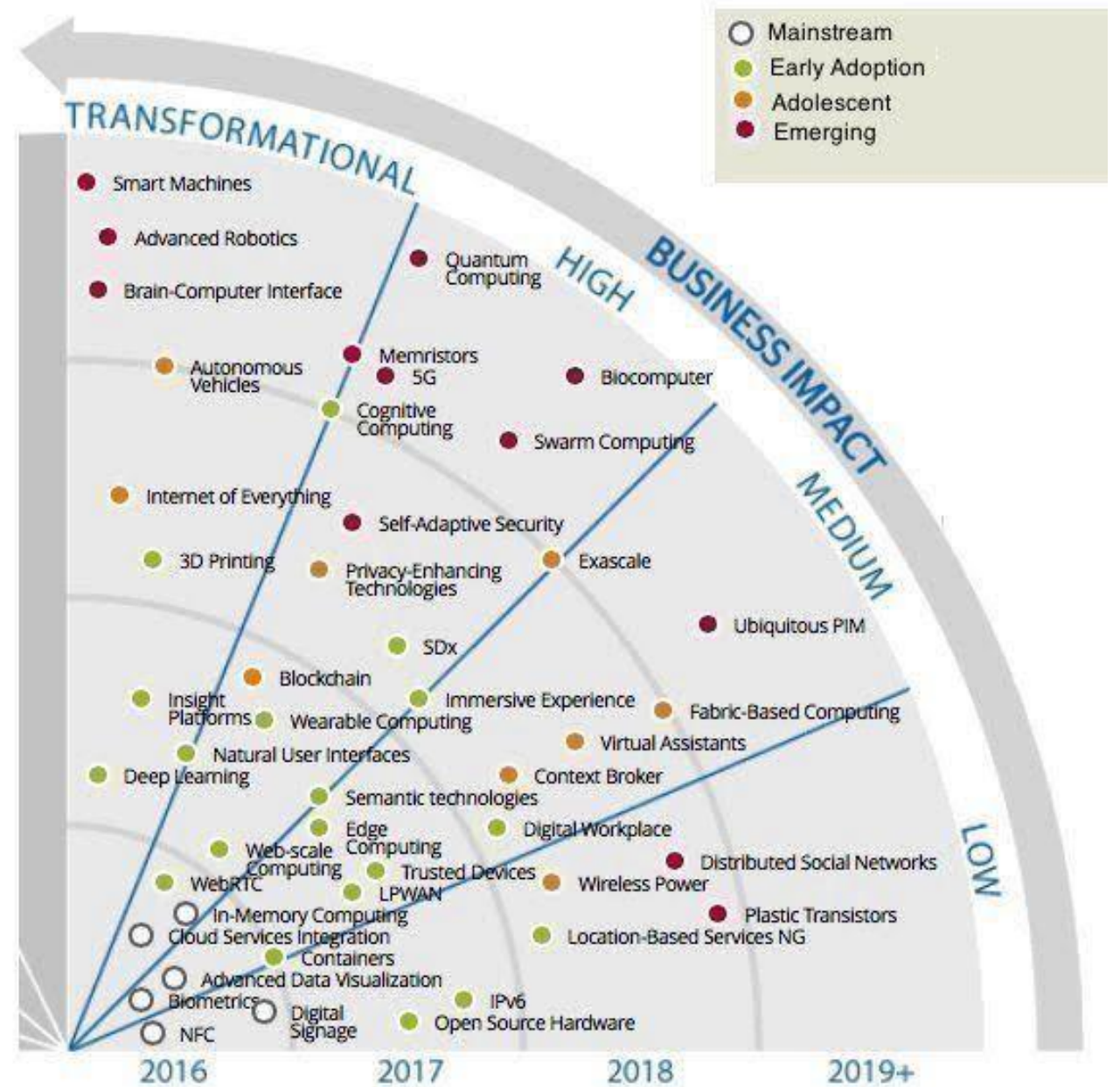
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Create new environments (with their own space and time to blend with the physical world one)



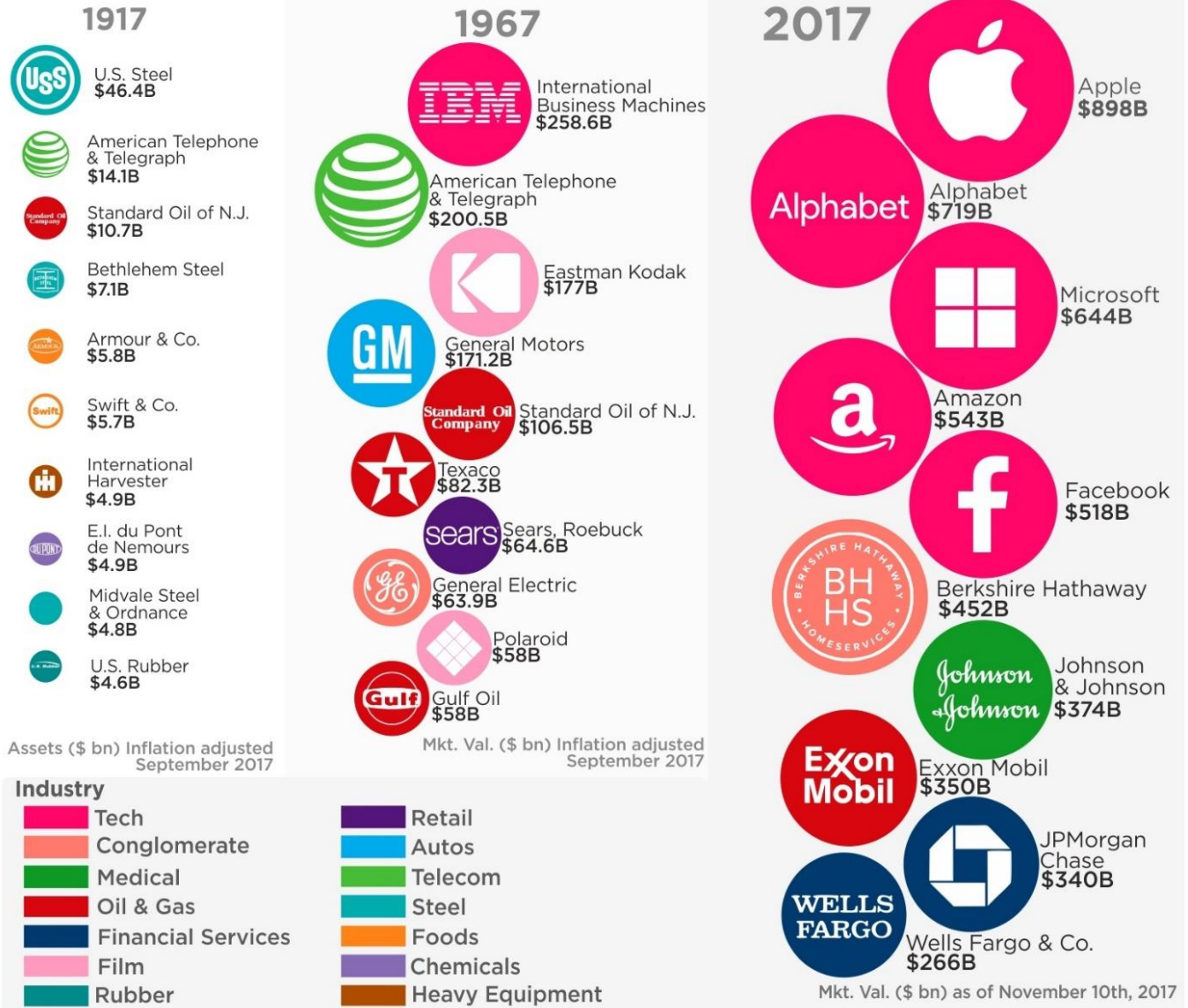


Digital transformation provides a lot of opportunities that will transform the way we perform daily activities and how human activity is conducted



Not new, but the digital is on charge (not ICT, neither technology)

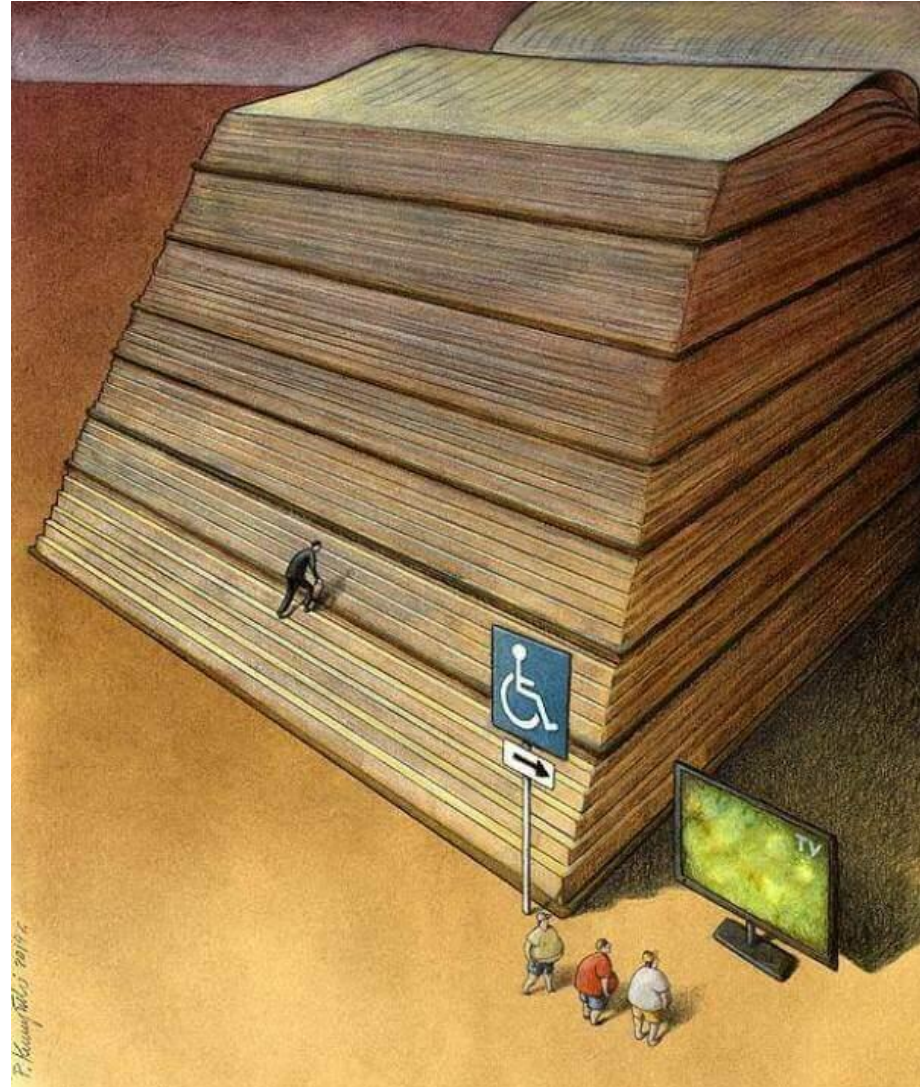
## 100 Years of America's Top 10 Companies



Source and Article:  
<https://howmuch.net/articles/100-years-of-americas-top-10-companies>  
<https://forbes.com>



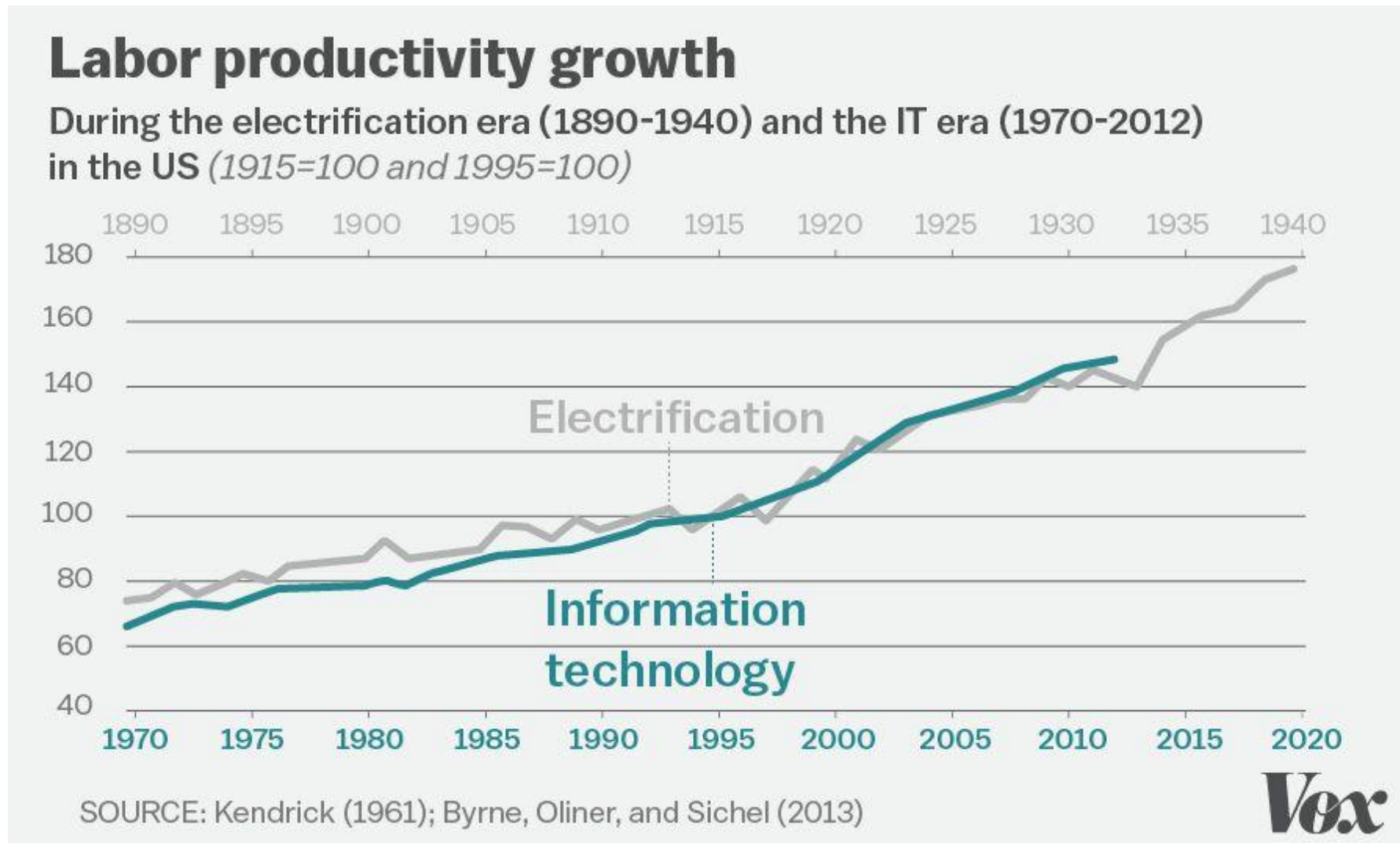
Work hard is not work smart. However learning hurts and must be a process (read a book til the end principle)



No one is an Island (a basic principle to our times is cooperation between people)

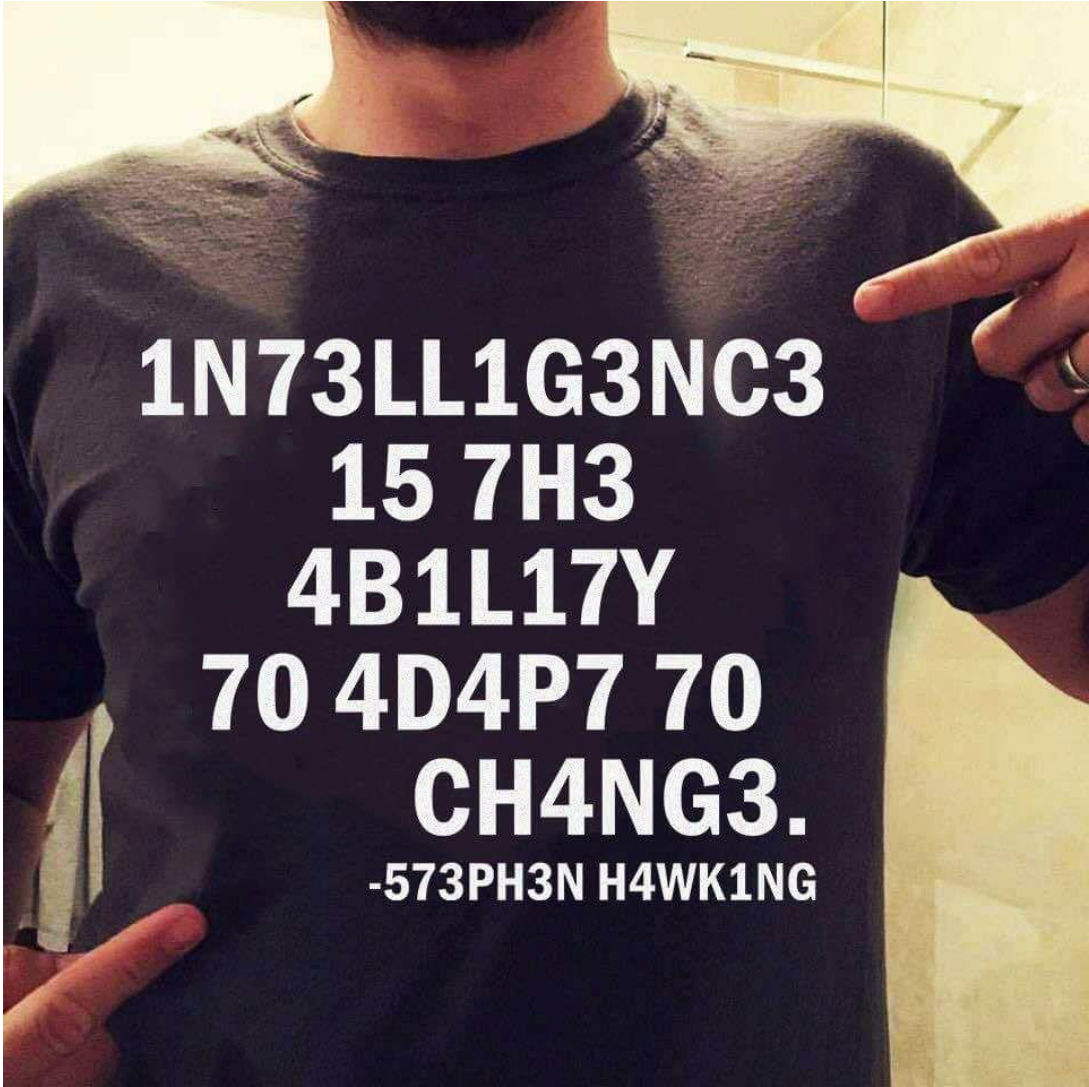


The current way we work & organisations are reaching its limits (thus information management – among other issues – need to be reinvented)





Those who survive are the ones who adapt (both valid to intelligence as for evolution)

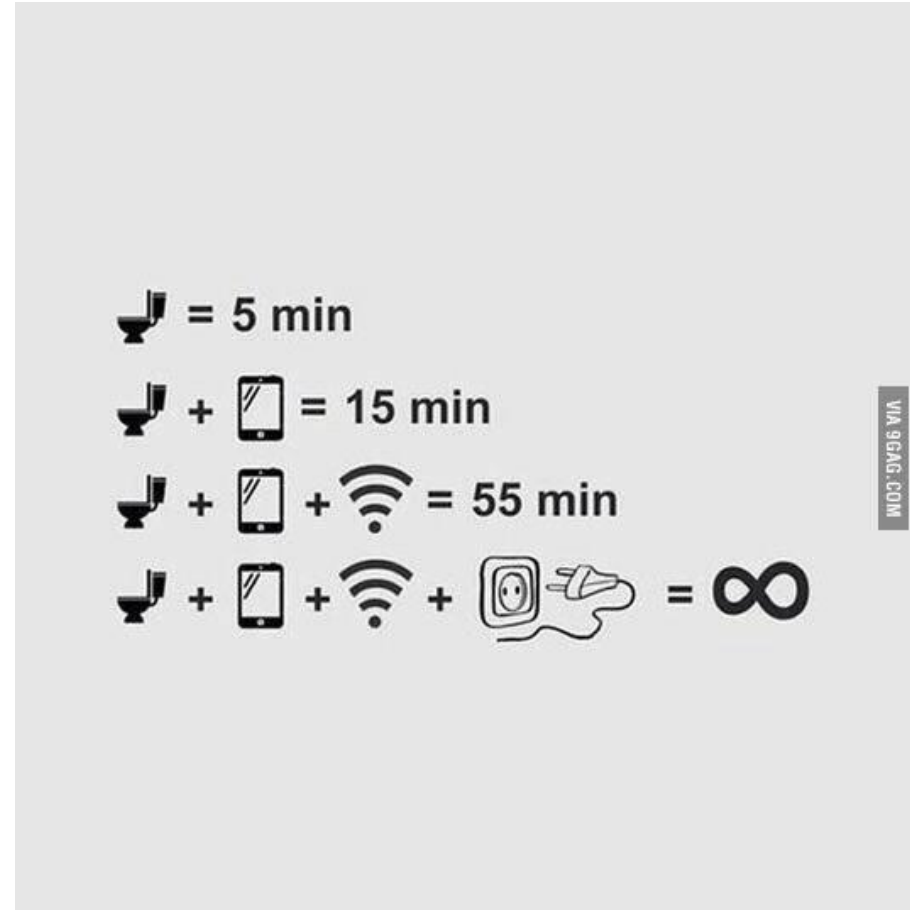


# Tackling the Digital World

Recent developments provide a new context that wants to protect data from individuals and some sensitive information, putting a new focus not in the data possibilities but on the individual rights, such as the General Regulation for Data Protection (GRPD) implies, with real changes not easy to implement with current information systems and applications. But such issues related with the use of personal data are not restricted to GRPD. Also security issues, and information readiness or the quality and veracity of information are at stake – thus turns reference and information support as an important role for any information service.



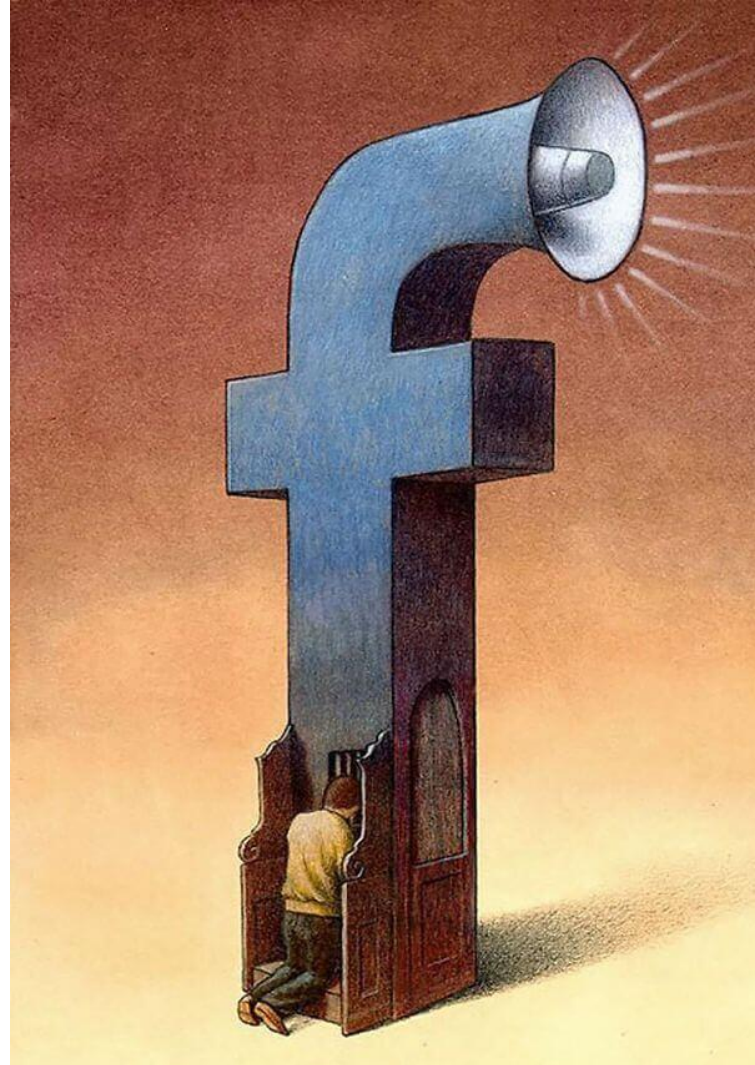
# Impact is everywhere...



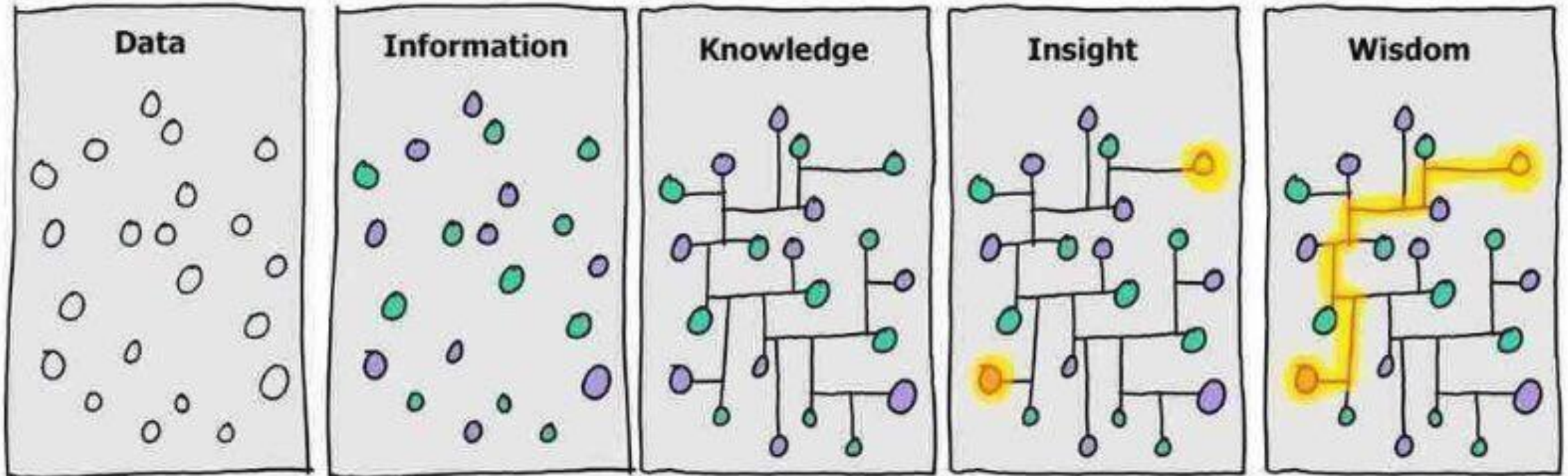
# Changing human values and social structures in a sensible way



It gives to privacy and proximity (and intimacy)  
other meanings



# The raw materials of such transformation



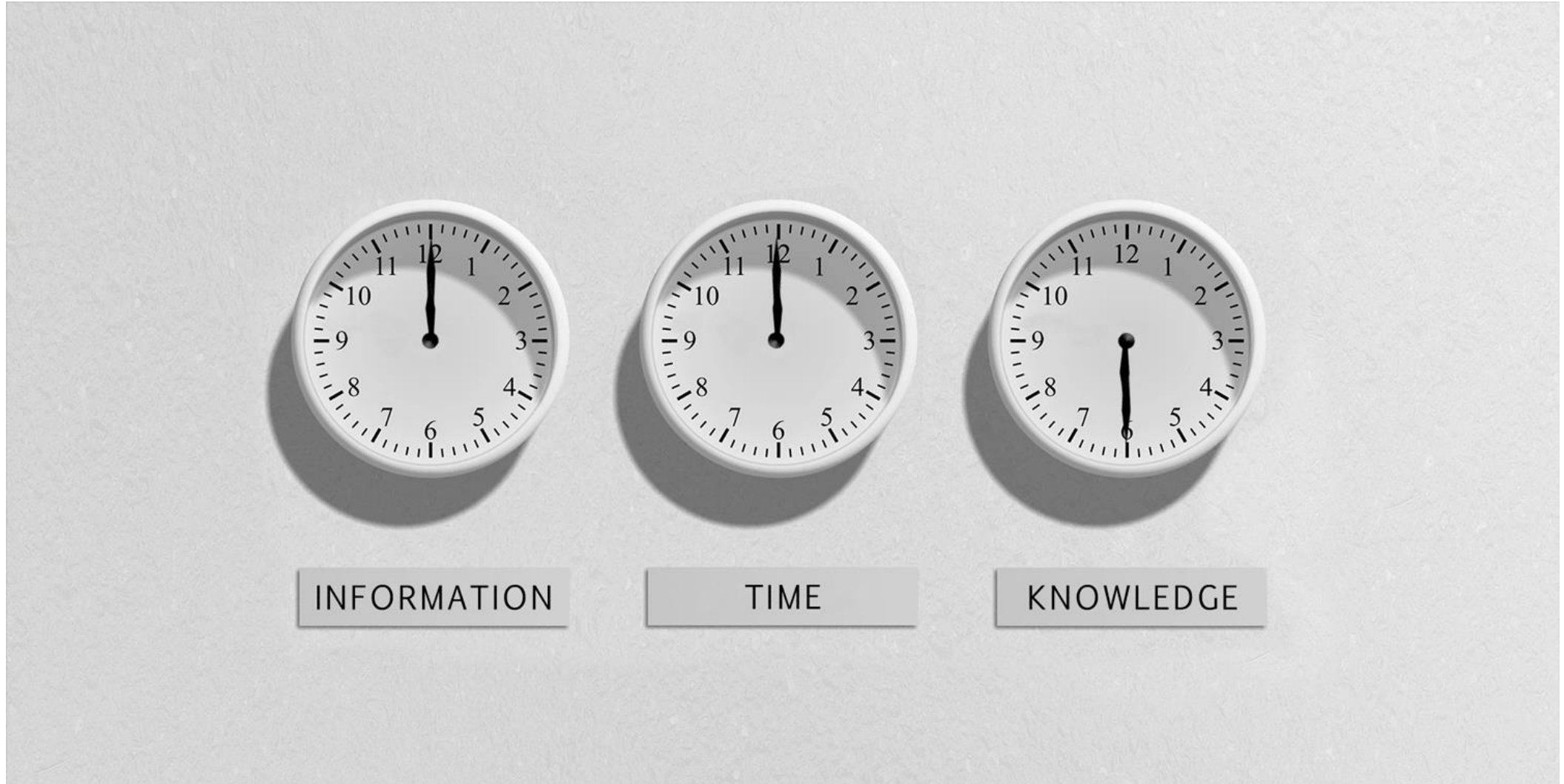


The value of information is not anymore itself but the use you can do from it (knowledge)





The time and need of new knowledge is now not a must, but a basic requirement



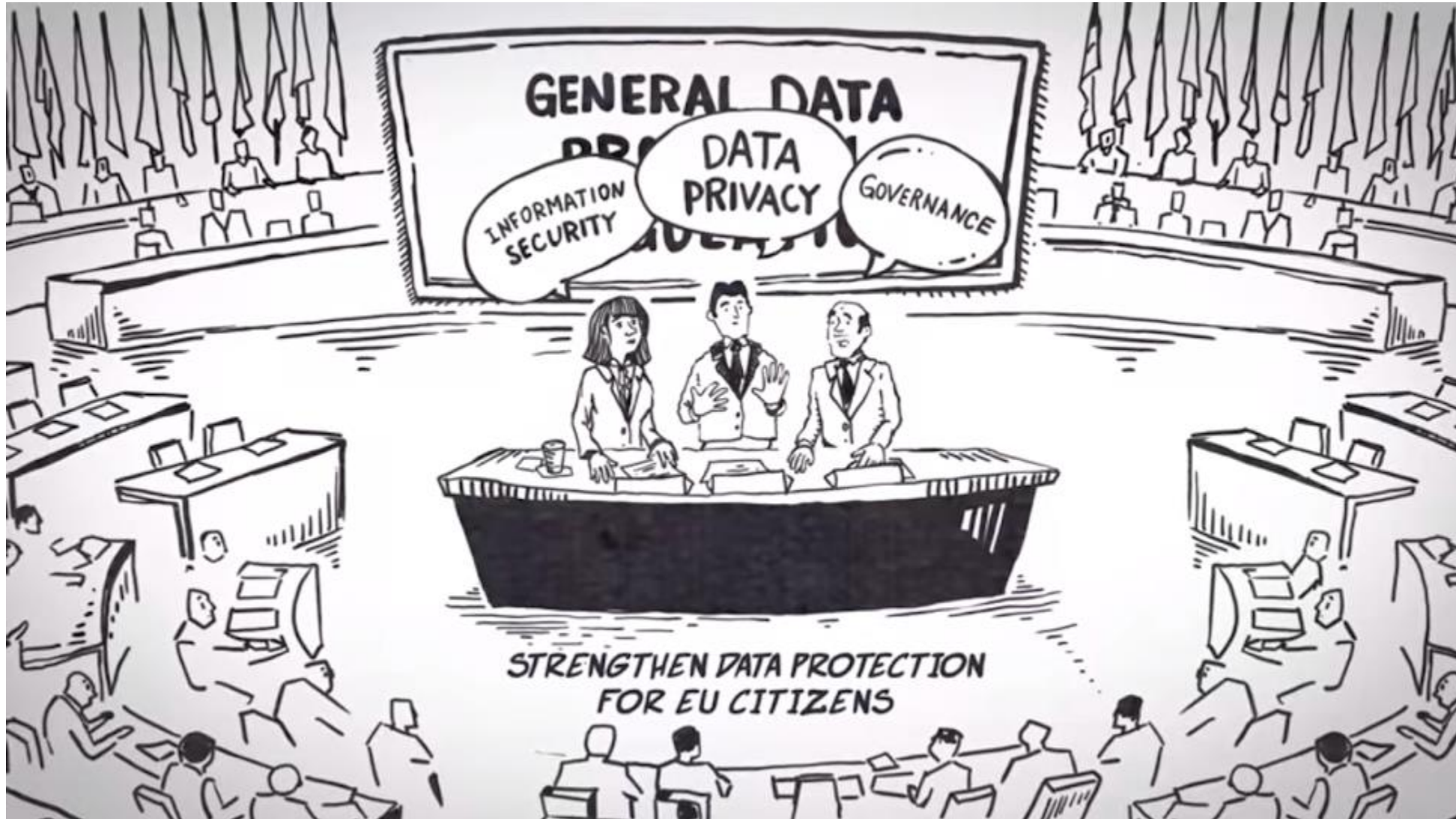
The digital brings a number of changes, stronger than the resistance of traditional institutions



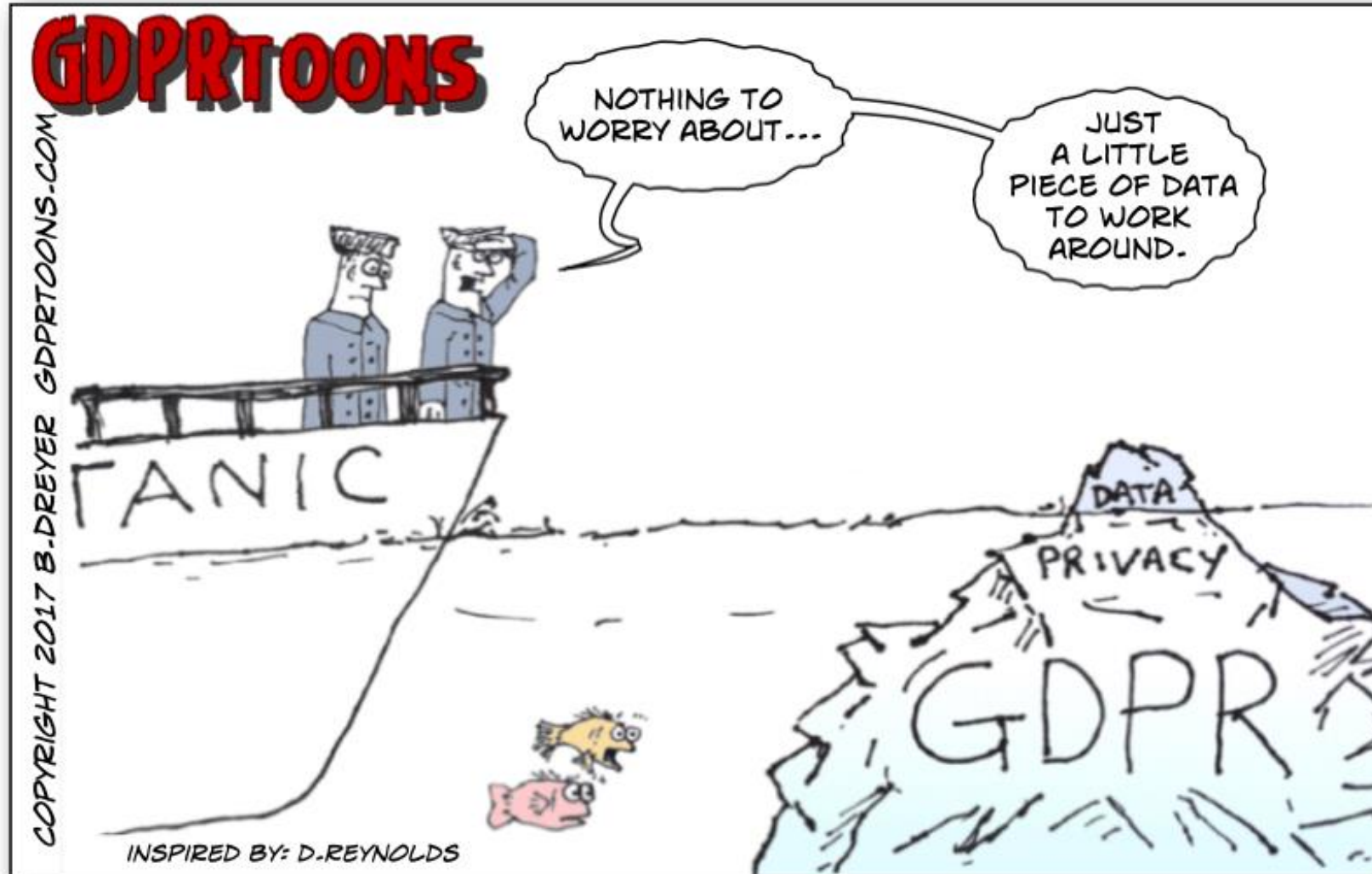
Luis Borges Gouveia, 2018



A number of issues are on high, when dealing with information (current systems are in trouble to cope with)



Some, as a result of the effort from government control of digital transformation, will be transformed in unknown ways



Among such challenges, the new data protection regulation impacts a lot the way we use data and how we organise economic value from it





# Challenges for IES and its services

Additionally, we are in a fast, complex, and information sophisticated world. As so, open access and social media, two the trending phenomena when dealing with information management place a number of challenges but also opportunities for those who are responsible for manage information within organizations. Taking the case of higher education, the presentation discusses how libraries can be the hub where such challenges and opportunities may have a more transformative impact.

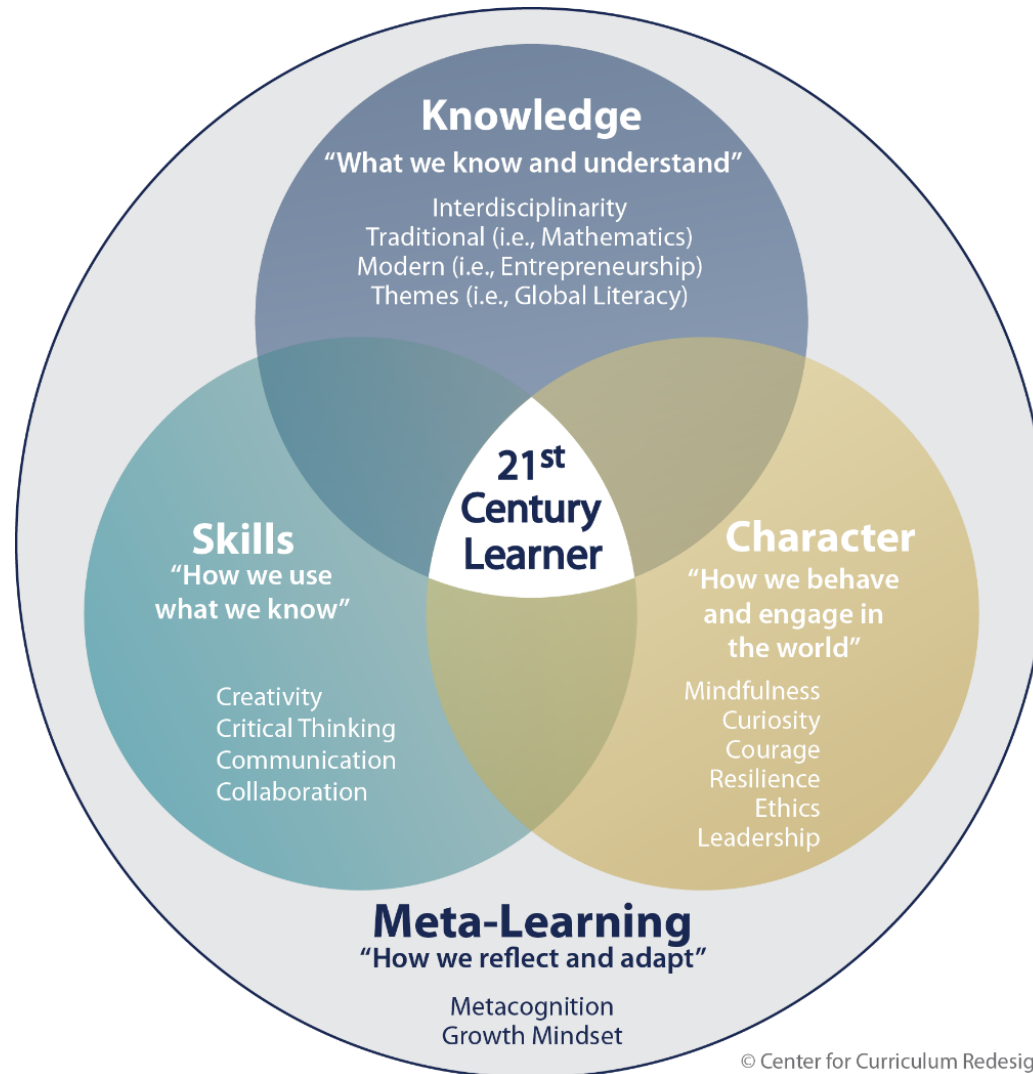
In a complex world, lot of innovative events emerge (bring to us a more uncontrolled and stable environment)



Most of what will be the future is not yet presented to us



# The business of our times (or each individual person as a business unit)





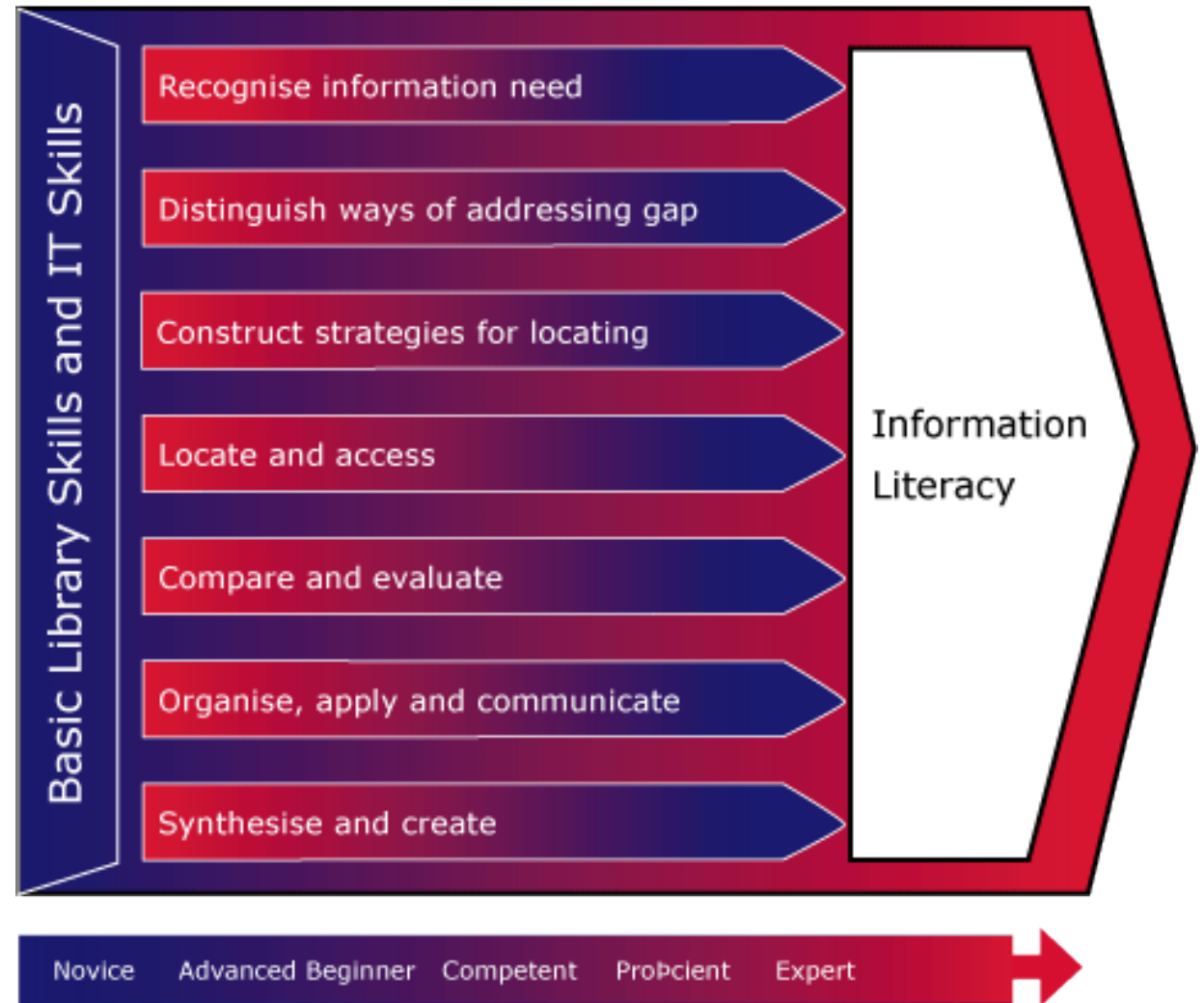
The new common will be variation, diversity and change (at least for the rest of the “before X generation” work lifes)



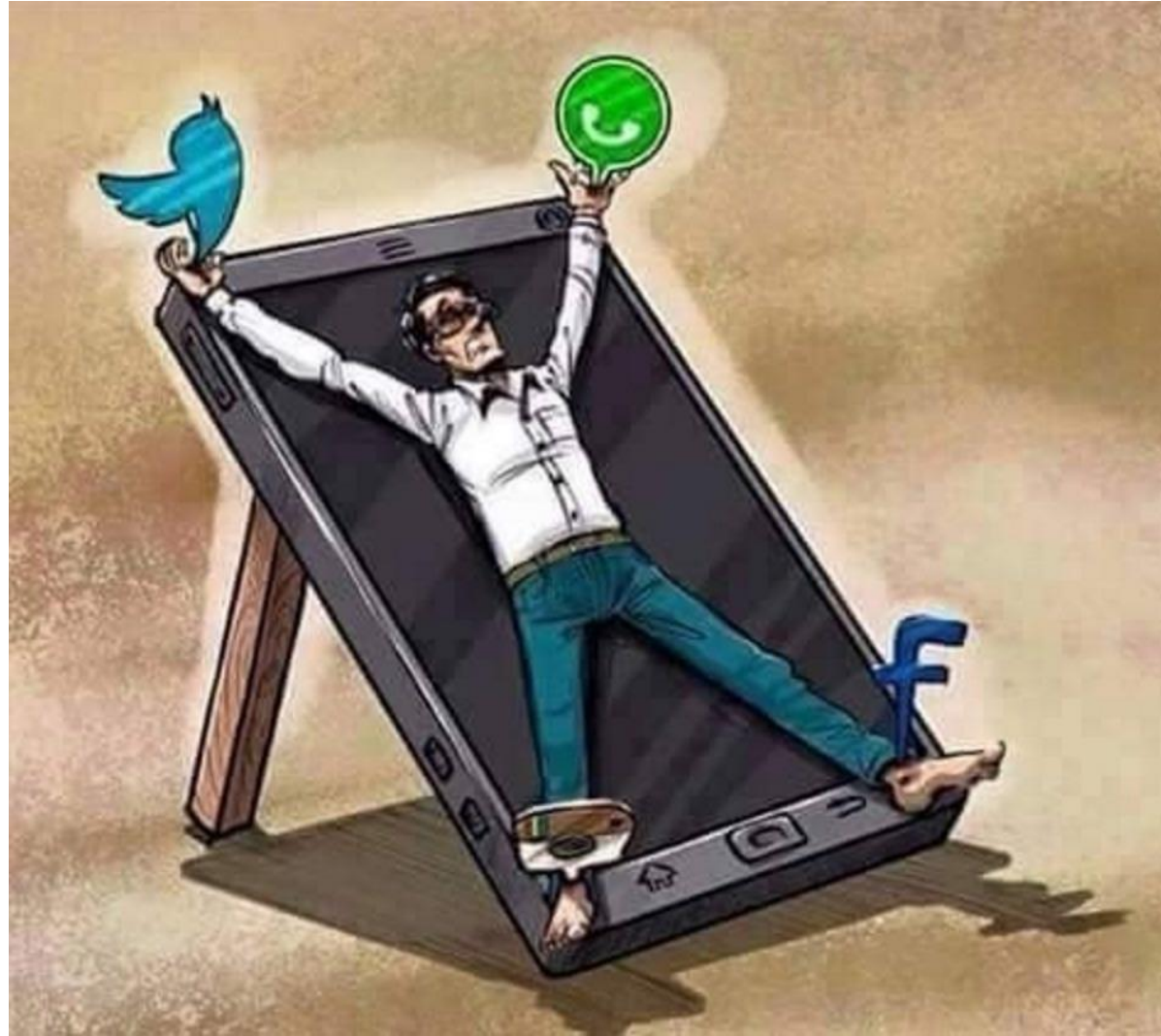
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Individuals must rethinking their relationship with information

...and be critical to it, as it does not provide more than the raw material to be processed



We are now stuck to more intrusions than those who we can cope with (infloglut issues are higher than ever)



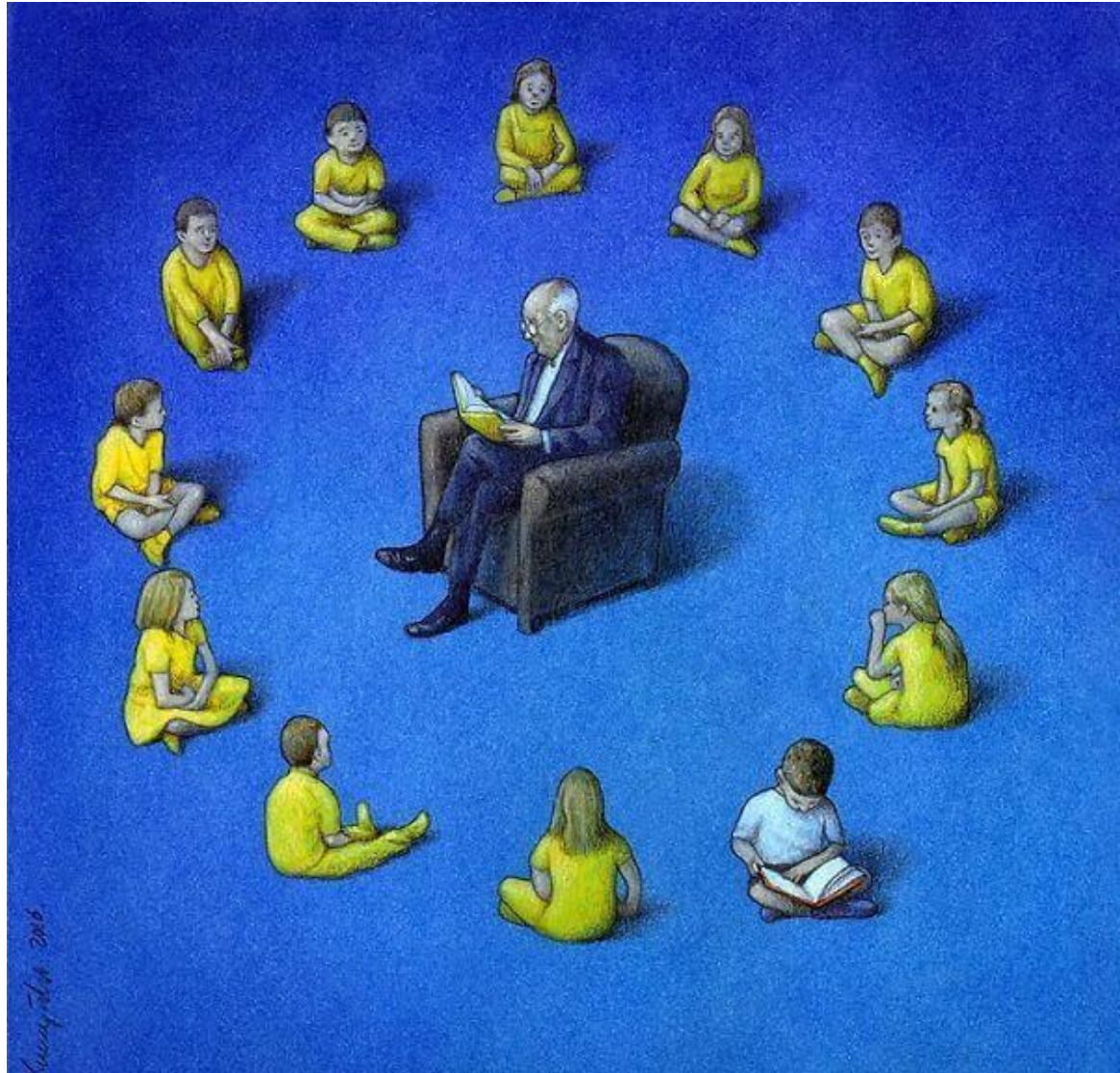


Digital provides a new addition to transfer ourselves to a digital world (digital time do not obey physical space)

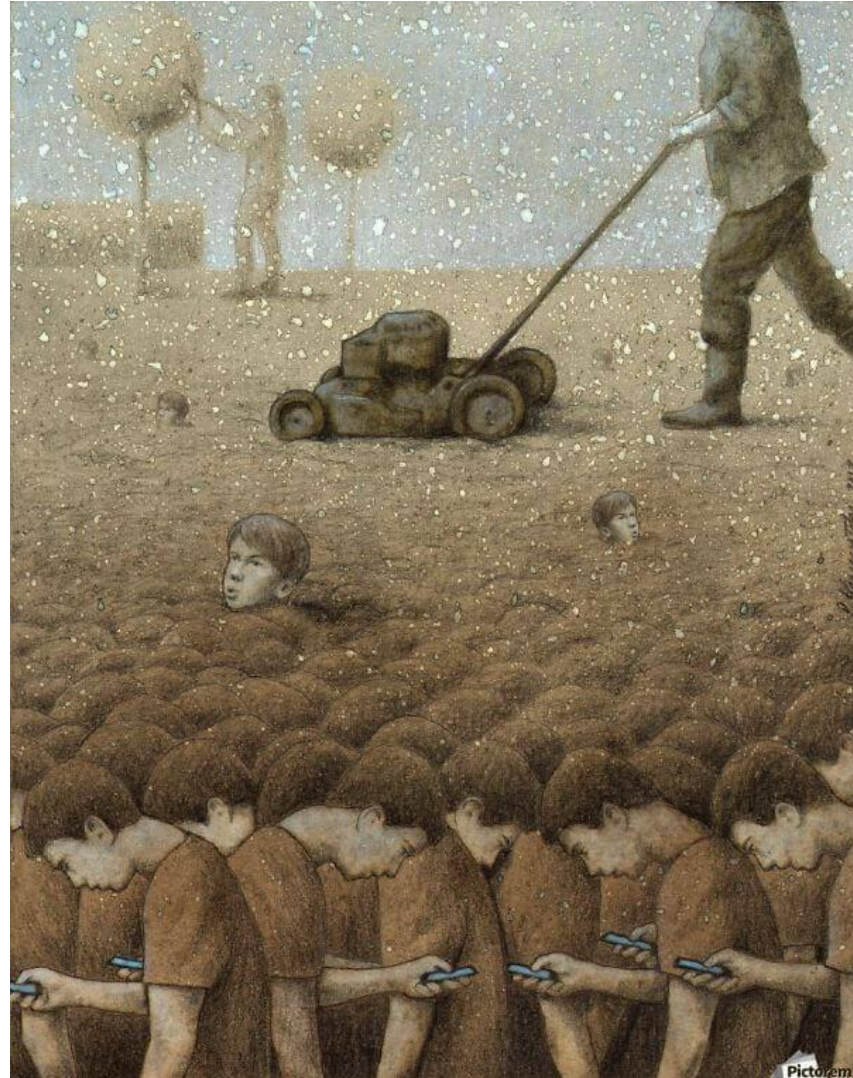




Reading habits provide the cure? (and thus p-books allow to learn about physical place – a new life for p-books emerge)

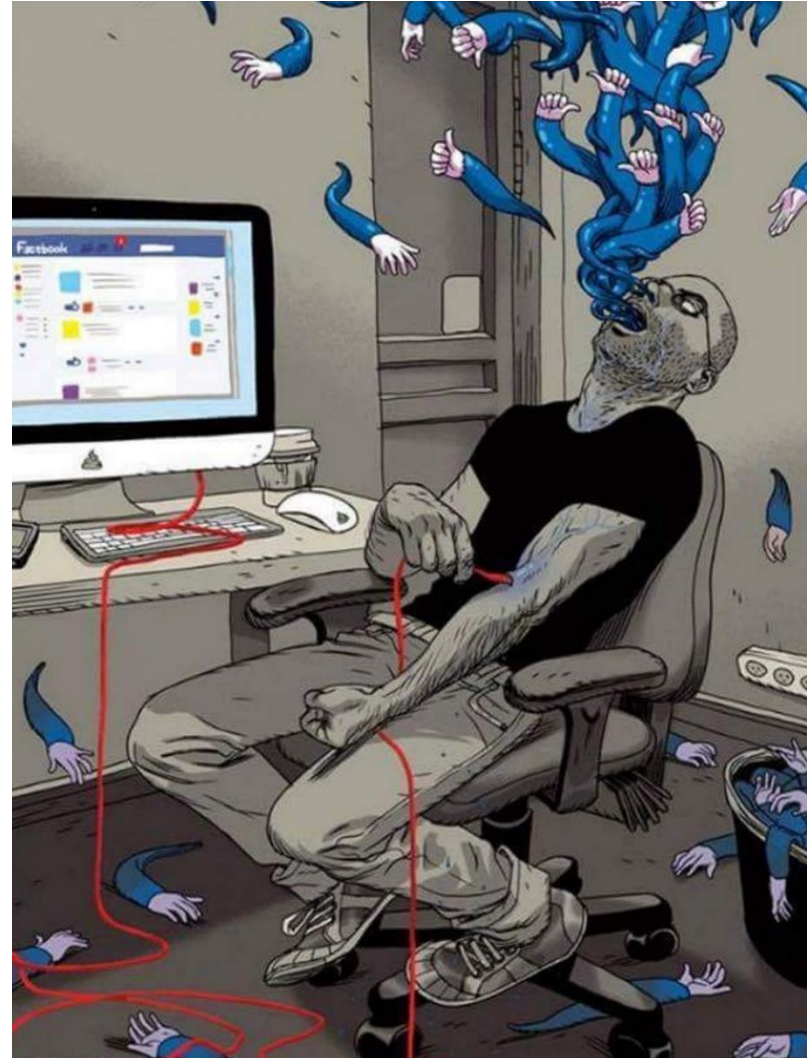


We are not anymore in an uniform and rule based world were we share common processes to get the same (those who not follow need to be considered and not punished – not what social media exactly do)





We need to use social media, but we need to learn to use it (this is the normal old and know society game with a new digital context, but non digital business as usual apply)



Unexpected challenges  
will be ahead (for sure  
and some of them quite  
strange, provide by our  
lack of knowldge of how  
to deal with all that  
complex world)





Reality tends to  
provide more  
surprises than fiction

Let's ride the future,  
proving,  
experimenting new  
forms to turn the  
digital into  
opportunities to  
harness people





Hope this brief talk allow to share that we may have a bright future ahead (and an exciting one)



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Habilitation in Engineering and Industrial Management

PhD in Computer Science

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# After talk

- a **book** suggestion  
Richard Saul Wurman – Information Anxiety 2, Hayden/Que, 2nd Edition (2000)
- a **documentary** suggestion  
BBC Six Degrees of Separation  
<https://topdocumentaryfilms.com/six-degrees-of-separation/>

