

RUPTURAS EN PRODUCTOS Y SERVICIOS DE UNIDADES DE INFORMACIÓN

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DÍA DEL BIBLIOTECARIO COAHUILENSE
SALTILLO, COAH., 13 DE JUNIO DE 2017

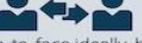
RUPTURA

DRAE (2014): “1.ACCIÓN Y EFECTO DE ROMPER O ROMPERSE. 2. ROMPIMIENTO DE RELACIONES ENTRE LAS PERSONAS.”

¿QUÉ SE ROMPIÓ? ¿CON QUIEN ROMPIMOS?

GENERACIONES

Chart 1: An overview of the working generations

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" — entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

*Percentages are approximate at the time of publication.

¿GENERACIÓN K?

- NOREENA HERTZ (2016): ENCUESTA ENTRE 2000 ADOLESCENTES BRITÁNICOS NACIDOS ENTRE 1995-2002.
- “K” POR KATNISS EVERDEEN (LOS JUEGOS DEL HAMBRE).
- NO CONFÍAN EN INSTITUCIONES O MARCAS ESTABLECIDAS.
- SOLITARIOS, SIENTEN LA INTEGRACIÓN GRUPAL COMO ALGO MUY IMPORTANTE.
- INTERESADOS EN CAUSAS SOCIALES, PERO SIN COMPROMISO RADICAL.
- FIDELIDAD A CAMBIO DE RESPETO, CONFIANZA E INNOVACIÓN.
- FIDELIDAD A CAMBIO DE FACILIDAD, RESPUESTAS RÁPIDAS Y ESPECIFICACIONES INDIVIDUALES.

RUPTURAS EN PRODUCTOS

- NUEVOS PÚBLICOS, NUEVAS PREFERENCIAS.
 - ALTOS COSTOS.
 - CAMBIOS DE FORMATOS.

RUPTURAS EN SERVICIOS



¿PARA QUÉ...

- ...IR?
- ...ME SIRVE?
- ...SI TODO ESTÁ EN GOOGLE?

¿NUEVOS SERVICIOS?



POSIBLES SOLUCIONES

PRIMERO ANTE TODO: DETERMINAR EL MODELO
EMPODERAR A LOS USUARIOS Y A NUESTROS PÚBLICOS
GRUPOS DE INTERÉS
FONDOS DE INVESTIGACIÓN

DETERMINAR EL MODELO



REFERENCIAS

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[HTTPS://WWW.THEGUARDIAN.COM/WORLD/2016/MAR/19/THINK-MILLENNIALS-HAVE-IT-TOUGH-FOR-GENERATION-K-LIFE-IS-EVEN-HARsher](https://www.theguardian.com/world/2016/mar/19/think-millennials-have-it-tough-for-generation-k-life-is-even-harsher)
- RUPTURA (2014). EN DICCIONARIO DE LA REAL ACADEMIA ESPAÑOLA (30ª ED.). RECUPERADO DE: [HTTP://DLE.RAE.ES](http://dle.rae.es)

¡GRACIAS!

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