

Shifting Sands

How Small Changes in Policy, Culture and Technology are
Determining the Future of Libraries

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Hi!

**My name is
Cliff.**

**Please don't
sue me, I
don't have
much**

**(and the most expensive thing I
own is a book press!)**

DEBT CEILING Bottom Line ■ CITIZENS UNITED What We Won ■ 9/11 Libraries Remember

american libraries

SEPTEMBER/OCTOBER 2011

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

PLUS:

- Another View of Main Street Public Library
- Tuning In to Teens
- Leading by Example: Achievers of Today and Tomorrow



Which Way Forward?

Avoiding the Path
to Obsolescence

We've been talking about this stuff for a while, now...

What we're going to talk about together

- Where we've come from
- Where we're at
- A few directions we could go in
- What you can do to help steer the direction we head in



THE CHANGING CLIMATE



Let's start at the beginning

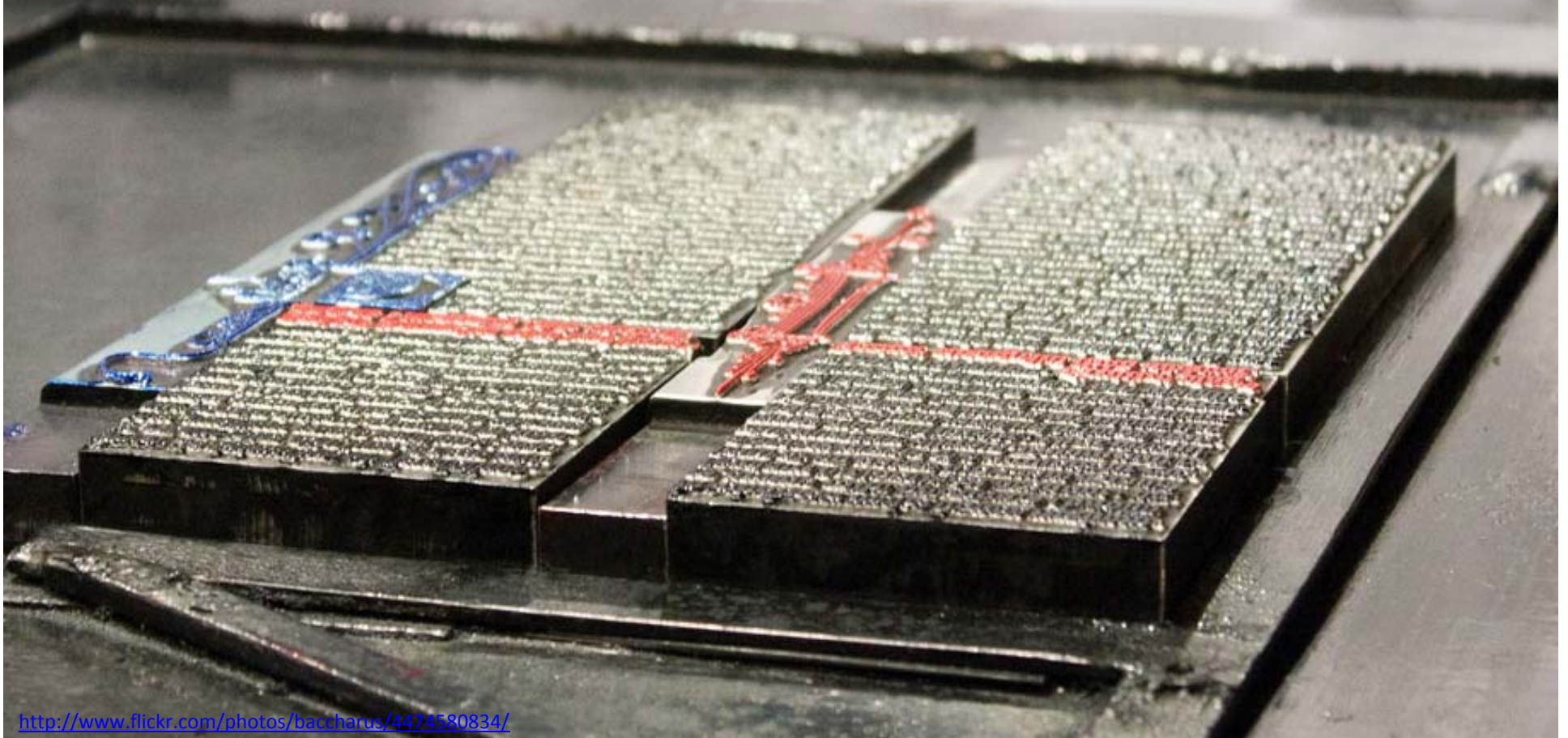
We take our culture and preserve it for future generations



But we still adjust to new technologies
to do our jobs better.



Alas, commerce drives the
information market



And big change is not risk free



“There’s millions in it!”



“My career was to succeed in business, and my example.”
—Samuel Jackson May
New York City 1839

“There’s millions in it!” —Samuel May

Lured by the rapid economic and technical advances of “The Great Age,” where Taylor founded Taylor’s Publishing and Business Company, Taylor spent his own investments and borrowed money to the tune of \$100,000 in 1844, to finance the new publishing venture, Charles C. Taylor & Co. Although the company enjoyed success with Taylor’s writings, such as *Advantages of Hymnology*, *Plan*, and with other works, especially *The Practical Merit* of the Bible, many publications and papers.

All of his investments, James Taylor considered were the ones he thought had “nothing to do” with the business, and eventually, calculating the financial loss, he decided to sell the company. The sale made more than \$100,000 in the process. The sale made more than \$100,000 in the process. The sale made more than \$100,000 in the process. The sale made more than \$100,000 in the process.



Still, we adapted and slowly grew





But then again,
we had a
monopoly on
information
(and several generous
friends!)

**But then, in 1990, someone invented one of
these.**

OMG, is fulla starz.



OUR MONOPOLY IS BROKEN



The Post-Scarcity Information Economy

Volunteers are doing our jobs for fun (and for free)

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بحث • søg • serçu • претпара • paieška • hládat' • שפח • cari • търсене • poišči • suk • bilatu •
bilnga • traži • खोजे

English



<http://www.wikipedia.org/>

<http://www.answers.com/>

We're paying for stuff that *we created*



And we're paying for stuff that others can create more efficiently & effectively





We don't own, we subscribe

So here we are....

- Our monopoly is broken.
- We live in a post-scarcity information economy.
- Volunteers are doing for fun and for free, what we do for a living.
- We're buying back the stuff that we created, and stuff that others can create better than we can.
- We don't own most of the stuff we're paying for.
- Doom, gloom, blah blah blah.

CULTURE SHIFT



The Free Culture Movement

culture
is Not a Crime



Princeton goes Open Access

Cory Doctorow



Information ~~wants to be~~ is free



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<http://thepiratebay.org/browse/>



And some
companies
are catching
onto the shift

POLICY CHANGES



Litigate!

New attacks on core library services

- Reserves (the Georgia State case)
- Interlibrary Loan (The IASTMP “Statement of Principles”)
- Providing access (Authors Guild vs. Hathi Trust)
- Open Access (Publishers changing their policies to circumvent authors’ rights)
- *And beneath all of this, an attack on Sections 107 (fair use) and 108 (library reproduction) of the Copyright Law*

Options and actions for

TOMORROW'S LIBRARY



Libraries are the manatees of the
information ecology



We may have to give up survival in favor of evolution.

Pick your option

- Give up
- Reassert your existing role
- Transform into something new

GIVE UP



There's a *reason* that we move slowly

REASSERT YOUR EXISTING ROLE

Librarians are good at organizing things,
but not so hot at getting organized





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THE UNIVERSE
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WINDS OF
CHANGING
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THANK YOU
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AND OTHER POEMS

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BESTSELLER

Benjamin Franklin
WALTER ISAACSON

Rod Machado's
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LIBRARY BLOG



Congratulations to Dr. Richard Rothenberg, new Regents' Professor

Professor Richard B. Rothenberg, M.D., M.P.H., has been appointed Regent's Professor, the first in the Institute of Public Health. Dr. Rothenberg conducts research regarding transmission of infectious diseases, primarily HIV, STDs, and blood borne illnesses. Additionally, he is the current ... Continue reading →



Troy Davis and the Death Penalty

Many people in Atlanta, Georgia, and throughout the world closely watched the controversial events leading to the execution of Georgia prisoner Troy Davis. Dr. Elizabeth Beck, Associate Professor in the Georgia State University School of ... Continue reading →



"Business Etiquette and Style for Written and Electronic Communication" workshops 10/05/11 and 10/06/11

TODAY'S HOURS & EVENTS

Library Hours (10/05/11)
7:30 AM - 11:59 PM

Research Support Desk (10/05/11)
8:00 AM - 8:00 PM

Library Hours - General Public Hours (10/05/11)
8:30 AM - 5:15 PM

Classroom 1 - GSU 1010
1010 (10/05/11)
9:00 AM - 5:00 PM

Live Assistance Hours (10/05/11)
9:00 AM - 9:00 PM

Classroom 1 - GSU
1010 (10/05/11)

INFORMATION FOR YOU

- ▶ New Students
- ▶ Undergraduate Students
- ▶ Graduate Students
- ▶ Faculty
- ▶ Staff
- ▶ Alumni & Visitors



Take risks

Welcome to the Library

Directory

Calendar & Hours of Operation

Employment

Floor Maps

Travel Directions

Policies

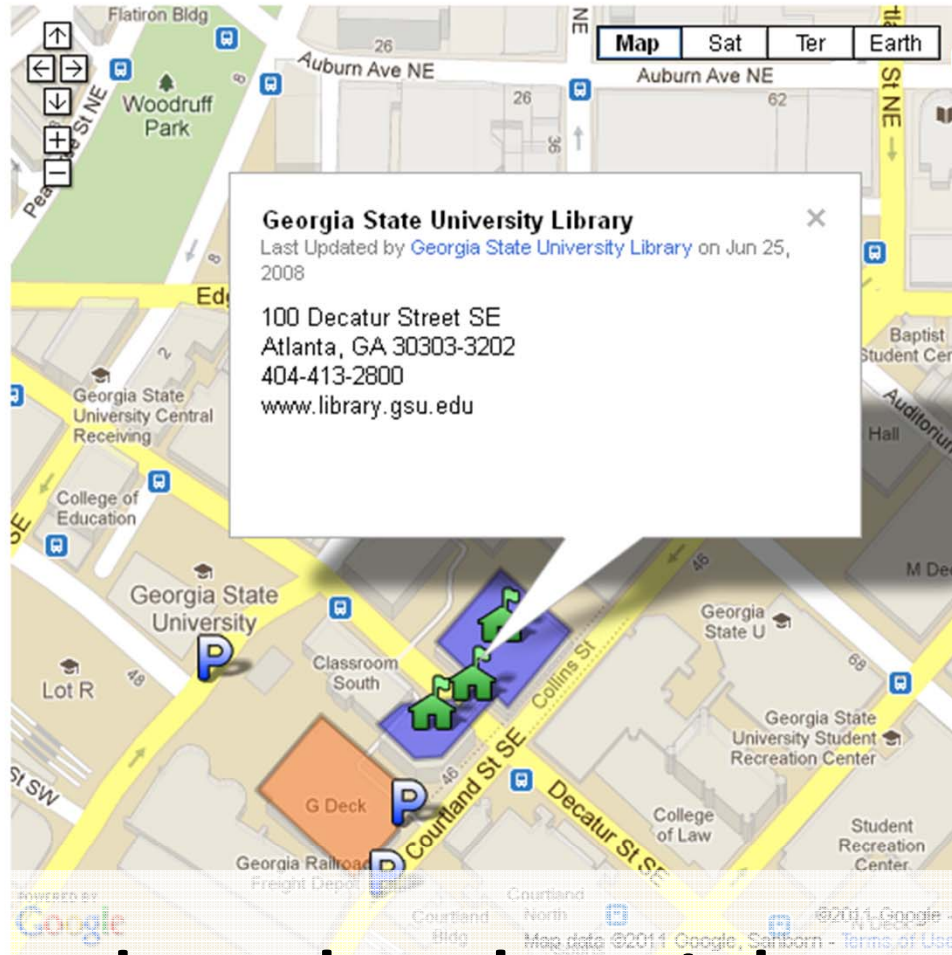
Giving to the Library

Library Blog

Feedback

GEORGIA STATE UNIVERSITY LIBRARY » TRAVEL DIRECTIONS

Travel Directions



Live Assistance

Type here to chat.



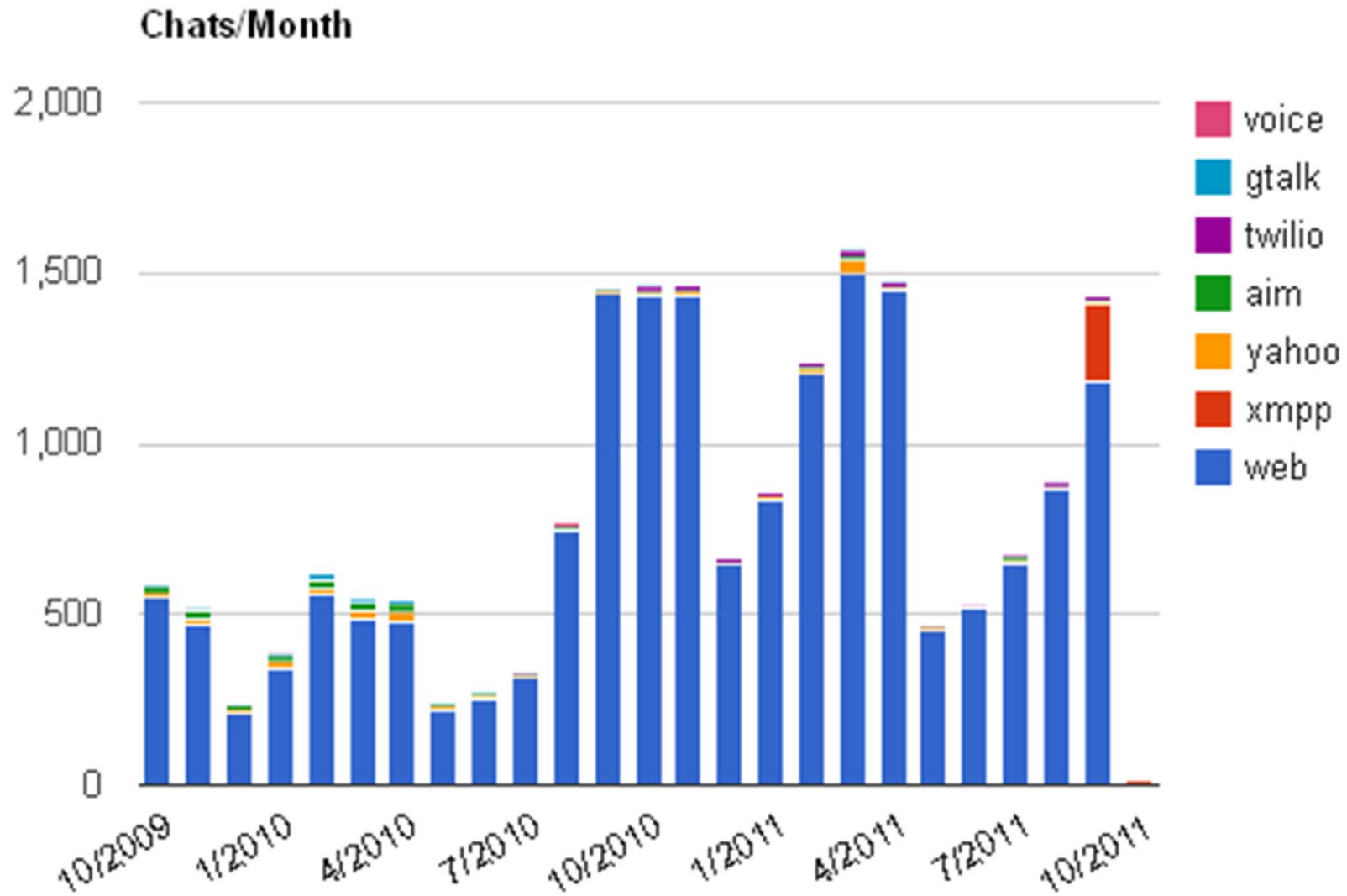
And make the risks count

Get Directions from Google Maps Using Your Zip Code:

Enter your street address with ZIP code:

(eg. 100 Decatur Street 30303)

Sometimes taking risks pays off!





Help users
access
temporary
privacy

Provide hyperlocal resources



WHAT YOU CAN DO *TODAY*

Keep an eye on what's changing



DUKE UNIVERSITY
LIBRARIES

Scholarly Communications @ Duke

Duke's source for advice and information about copyright and publication issues

Learn about privacy protection



Know (and grow with) your environment

- Learn where your budget comes from, and where it goes
- Get to know your legislators and civic leaders, and tell them what you're concerned about
- Get out in the community and engage with your peers
- Keep an eye on new models of libraries
- *Don't sell or give away your copyright!!!*



But most of all, focus on your users

THANK YOU

GRACIAS

ARIGATO

SHUKURIA

BOLZİN

MERCI

BIYAN

SHUKRIA

TASHAKKUR ATU

YUQHANYELAY

SUKSAMA

MEHRBANI

GRAZIE

MAAKE

YOSPAGARĀTAM

TINGKI

CHALTU

NUHUN

SNACHALHUYA

WADEEJA

MAITEKA

HUI

UNALCHEESH

HATUR GU

EKHMET

SPASIBO

DENKAUJA

NENACHALHYA

ATTO

ANHA

MERSI

UNALCHEESH

EKOJU

SIKOMO

MAKETAI

MINMONCHAR

DANKSCHEEN

SPASSIBO

GOZAIMASHITA

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