Riding the waves or caught in the tide?
Insights from the IFLA Trend Report

Session 93 Plenary Session: IFLA Trend Report
Ingrid Parent, IFLA President
Jennefer Nicholson, IFLA Secretary-General
How we got here
Literature Review

Expert discussions

Wider consultation

Construction of web platform, Insights

Launch...and over to you!
Riding the Waves or Caught in the Tide?
Insights from the IFLA Trend Report

http://trends.ifla.org/summary-report
TREND 1:
NEW TECHNOLOGIES WILL BOTH EXPAND AND LIMIT WHO HAS ACCESS TO INFORMATION

TREND 2:
ONLINE EDUCATION WILL TRANSFORM AND DISRUPT TRADITIONAL LEARNING

TREND 3:
The boundaries of data protection and privacy will be redefined

TREND 4:
HYPER-CONNECTED SOCIETIES WILL LISTEN TO AND EMPOWER NEW GROUPS

TREND 5:
The global information economy will be transformed by new technologies
“These trends are evolving rapidly, and on course for collision – with reverberations that will ripple through the role and services provided by libraries around the world.”
"It’s at these points of impact between trends that there are profound questions for libraries operating in the new information environment"
TREND 5:
The global information economy will be transformed by new technologies.

TREND 3:
The boundaries of data protection and privacy will be redefined.
TREND 2:
ONLINE EDUCATION WILL TRANSFORM AND DISRUPT TRADITIONAL LEARNING

TREND 3:
THE BOUNDARIES OF DATA PROTECTION AND PRIVACY WILL BE REDEFINED

TREND 5:
THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES
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“Can libraries actually deliver different vehicles for serendipitous discovery if everyone is getting from A to B using a search engine?”

“If the primary vehicle for information seeking is a privately owned algorithm, how do libraries engage? Build a competing algorithm?”
TREND 5: THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES

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TREND 5:
THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES
Could open access and automated translation spell the end of locally produced educational content?
TREND 4:
HYPER-CONNECTED SOCIETIES WILL LISTEN TO AND EMPOWER NEW GROUPS

TREND 3:
THE BOUNDARIES OF DATA PROTECTION AND PRIVACY WILL BE REDEFINED
What the IFLA Trend Report means for you

Explore the website, engage in the discussion
WHAT IS THE IFLA TREND REPORT?

In the global information environment, time moves quickly and there's an abundance of commentators trying to keep up. With each new technological development, a new report emerges assessing its impact on different sectors of society. The IFLA Trend Report takes a broader approach and identifies five high-level trends shaping the information society, spanning access to education, privacy, civic engagement, and transformation. Its findings reflect a year's consultation with a range of experts and stakeholders from different disciplines to map broader societal changes occurring, or likely to occur in the information environment.

The IFLA Trend Report is more than a single document – it is a selection of resources to help you understand where libraries fit into a changing society.

DISCOVER THE TRENDS

Our information environment is constantly changing. How will we access, use and benefit from information in an increasingly hyper-connected world? The IFLA Trend Report identifies five top-level trends which will play a key role in shaping our future information ecosystem:

**TREND 1** New Technologies will both expand and limit who has access to information.

**TREND 2** Online Education will democratize and disrupt global learning.

**TREND 3** The boundaries of privacy and data protection will be redefined.

**TREND 4** Hyper-connected societies will listen to and empower new voices.
How to Use the Trend Report
Adding the voices of our members
Wrapping up

• Sign up at trends.ifla.org
• Read *Riding the Waves or Caught in the Tide? Insights from the IFLA Trend Report*
• Tweet about it! #iflatrends
• Start planning Trend Report discussions in your region
• If you have any questions or feedback for IFLA, contact:
  • Ellen Broad, IFLA HQ – ellen.broad@ifla.org
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19b. Protest anti-ACTA in Brussels by Marek Blahus

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