Transforming Library Services in the digital information environment

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Areas for discussion

- Global influences and trends

- IFLA core influences

- National opportunities

- Local activity

Major global influences and trends

- United Nations *Transforming our World: the 2030 Agenda for Sustainable Development*

- Evolving Digital information environment
  - Library exceptions and limitations [WIPO]
  - Ownership versus licensing; public/private content
  - Accessing and preserving cultural heritage

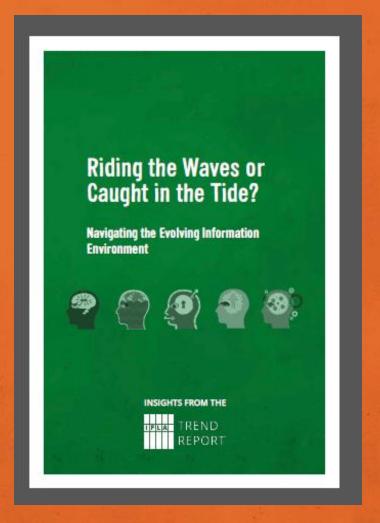- Libraries are community-centred, are recognised as community assets

IFLA core influences

Vision: *IFLA is the trusted global voice of the library and information community. We empower and inspire society by driving access to information, knowledge and culture for all, to support development, learning, creativity and innovation*

- IFLA Trend Report;
- UN WSIS/SDG advocacy (2030 Agenda):
  - ➢ access to information;
  - ➢ universal literacy;
  - ➢ significance of culture and cultural heritage;
- Strategic and advocacy activities: from global to local;

Riding the Waves or
Caught in the Tide?
Insights from the IFLA
Trend Report

http://trends.ifla.org/summary-report

Riding the Waves or Caught in the Tide?

Navigating the Evolving Information Environment

INSIGHTS FROM THE
IFLA TREND REPORT

The IFLA Trend Report

- Looks across society and access to the digital information environment to identify high level trends which will affect our future information environment

- Brings together the ideas of a range of experts from different disciplines (social scientists, economists, education specialists, lawyers and technologists…)

- First release August 2013 – ongoing updating

AS 5 TENDÊNCIAS PRINCIPAIS REPORTADAS

Tendência 1
NOVAS TECNOLOGIAS TANTO IRÃO EXPANDIR COMO LIMITAR O ACESSO À INFORMAÇÃO

Tendência 4
AS SOCIEDADES HIPERCONECTADAS OUVIRÃO E EMPODERARÃO NOVAS VOZES E GRUPOS

Tendência 2
A EDUCAÇÃO ONLINE DEMOCRATIZARÁ E MODIFICARÁ O AMBIENTE GLOBAL DE APRENDIZAGEM

Tendência 3
OS LIMITES DE PRIVACIDADE E PROTEÇÃO DE DADOS SERÃO REDEFINIDOS

Tendência 5
A ECONOMIA DA INFORMAÇÃO GLOBAL SE TRANSFORMARÁ PELAS NOVAS TECNOLOGIAS

IFLA TREND 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

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"It's at these points of impact between trends that there are profound questions for libraries operating in the new information environment"

IFLA TREND REPORT

Online education disruption (2) / global information economy transformed (5)

- education is now global and mobile…but loses context and local relevance? The machine is now the translator and interpreter;

- libraries can serve to assist users in providing services to give cultural context for overseas content, and to retain language and cultural integrity;

Access to information(1) / new technologies transforming economy (5)

- When information is so easy to share – can anyone really own it? Core business is now digital rights management, which moves libraries deep into the information economy;

- New technologies have disrupted the traditional information chain (creator, publisher, rights holder, distributor, retailer, library, reader), challenged established business models and regulatory frameworks, while facilitating new sources of competition and new access models.

The rise of new technologies (1) and the end of privacy (3)?

- Libraries are part of the new information-mining business model;
- We promote libraries as 'safe', but we need to **redefine** what this means in both physical place and digital space;
- Our library policies emphasise our commitment to data protection and user privacy, yet our users may have open attitudes towards sharing personal information and information from others, but there is also the push to a 'right to be forgotten'

Empower new voices and groups (4) and expanding access to information(1)

- Technology is a tool, the library is the creative environment;
- Enabling participation in society - access to information at any time in any place
- Breaking down barriers of information and media literacies
- Libraries being at the centre of citizen engagement in social and community activities, in a neutral environment
- Library services for content creation, fostering entrepreneurship, creating new knowledge

National and local opportunities

- Riding the Wave – the IFLA Trend Report;

- Re-imagining library services – moving "off the shelf" [collection focus] to be community needs focussed;

- Changing mind sets of decision makers and the profession;

- Re-skilling the profession

Library decision makers

- Plan to position the organisation in the right place to incorporate the changing circumstances and conditions;
- Need to understand the trends and impacts of the current and emerging information environment and information economy, and interpret these for changing user needs in a library and information services context;
- Ensure underpinning legislation to support library and information services, and users rights

Librarians and library staff

- The need to understand that libraries are an essential part of the current and emerging information environment and information economy;

- Changes to work and new skills are not optional – professional skills and knowledge must enable delivery of services in formats that meet user community needs and anticipate or respond to digital information trends ;

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- Engage with their community to understand community needs and deliver services to meet those needs;
- Promote to the community and decision makers the role libraries play in meeting local and national goals

Ethics and values

Library and information services that are in the interest of social, cultural and economic well-being is at the heart of librarianship and therefore librarians have social responsibility in areas such as:

- Good access to information;
- Privacy, secrecy and transparency;
- Open access and intellectual property;
- Neutrality, personal integrity and professional skills

Key opportunity – Libraries and development

UN Sustainable Development Goals are for all – are about people

UN Agenda 2030 – public access to information

Goal 16. *Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels*:

16.10 ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

UN Agenda 2030 - Universal Literacy

IFLA believes that if you cannot read or write you cannot fully participate in society. If you cannot **understand** what you read, you cannot fully exercise your democratic rights.

Librarians have long been advocates for the importance of literacy, media and information literacy skills, and have great expertise in teaching these within libraries worldwide.

UN Agenda 2030 Vision text

*In these Goals and targets, we are setting out a supremely ambitious and transformational vision. We envisage a world free of poverty, hunger, disease and want, where all life can thrive. We envisage a world free of fear and violence. **A world with universal literacy**. A world with equitable and universal access to quality education at all levels, to health care and social protection, where physical, mental and social well-being are assured.*[par 7]

UN Agenda 2030 – Culture

IFLA advocates that culture is a basic need; that a community thrives through its cultural heritage, it dies without it.

"We pledge to foster inter-cultural understanding, tolerance, mutual respect and an ethic of global citizenship and shared responsibility. We acknowledge the natural and cultural diversity of the world and recognize that all cultures and civilizations can contribute to, and are crucial enablers of, sustainable development." [par 36]

National and local opportunities

- Is a Development Agenda for all countries – is about people, "leaving no-one behind"

- Governments to prepare and report on National Development Plans

- Library organisations/associations work together to demonstrate how library services meet government development goals

Direct action – what you can do

- Participate in National and regional Development plans – IFLA toolkit [online]

- Work collaboratively to 'change the mind set' to reposition library services as key partners in the community;

- Build skills capacity: association and network activities to strengthen regional capacity and leadership; use IFLA resources;

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- Promote reading and literacy as an essential requirement for active participation in society;
- Create and promote standards and guidelines to support libraries in the provision of services to their communities
- Debate and act on the Trend Report and the essential role of libraries;
- Gather a strong evidence base and resources to inform policy work on access to data, information and knowledge;

- Create opportunities for citizen created content; build library-led resources;
- Instigate debate and exchange of ideas to explore collection and access issues for libraries in digital / virtual repatriation of documentary cultural heritage content;
- Safeguard documentary cultural heritage through standards and preservation and conservation.

- Work collaboratively to identify and act on national priorities for library services, particularly those that improve lives for the community, and contribute to national goals;

- The starting point does not have to be at 0: utilise global, national and local goals and strategies as ways to promote library services; utilise available resources and support organisations / activities;

- Help create a future for Portugal where "no-one is left behind".

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