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Transforming Library Services in the digital information environment

Jennefer Nicholson, IFLA Secretary General

Colombo, 29 December 2015





Major global influences and opportunities

- United Nations *Transforming our World: the 2030 Agenda for Sustainable Development*
- United Nations *Outcome Document of the High Level Meeting of the General Assembly on the Overall Review of the Implementation of the WSIS Outcomes*
- Library exceptions and limitations [WIPO]
- Ownership versus licensing
- Accessing and preserving cultural heritage
- Libraries need to be community-centred



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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*

- 2016 – 2021 Strategic Plan;
- 2015 – 2016 Key Initiatives;
- IFLA Trend Report;
- UN WSIS/SDG advocacy – access to information, universal literacy, significance of culture and cultural heritage;



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IFLA Strategic Plan 2016 - 2021

Strategic Direction 1: Libraries in Society

We will empower the library and information services sector to build literate, informed and participative societies. We will develop strategies and tools to enable libraries to be key providers of information, education, research, culture and social participation



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Strategic Direction 2: Information and Knowledge

We will build a framework that promotes equitable access to information and knowledge in any format and in any place. We will establish the capacity for libraries to act as catalysts of innovation, able to facilitate the creation and re-use of content by their communities.



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Strategic Direction 3: Cultural Heritage

We will support the library and information services sector and work closely with our network of cultural heritage partners to safeguard cultural heritage in its diverse forms, including traditional, historical, indigenous and contemporary expression; and to achieve optimal coordination of our cultural heritage activities



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Strategic Direction 4: Capacity Building

We will establish the capacity to raise the voice of the library and information services sector at national, regional and global levels. We will develop an advocacy agenda and strengthen the ability of IFLA's members to advocate effectively for libraries as key players in political, economic and social change.



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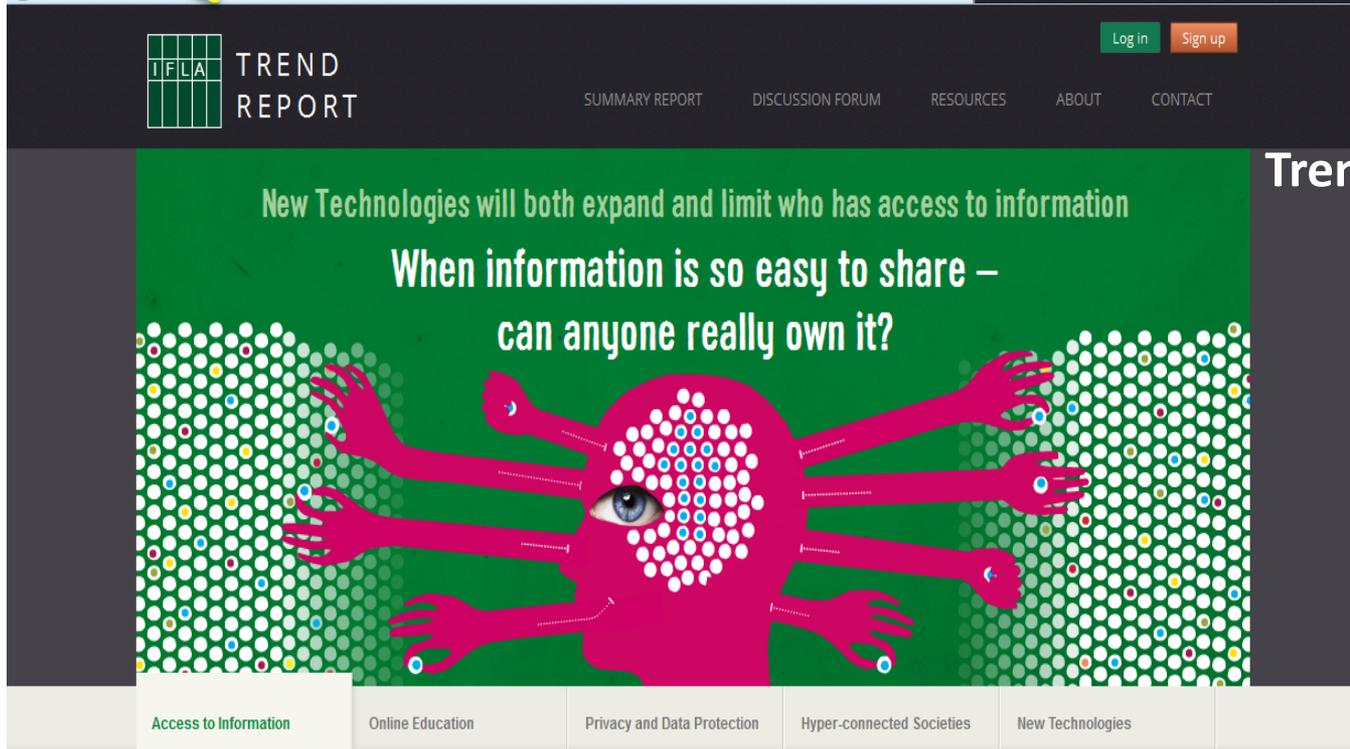
The IFLA Trend Report

- Is research by IFLA as a foundation for our advocacy and policy, and for use by our members
- 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...)



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- better described as the IFLA Trend ‘Resource’
– a comprehensive, and ever evolving,
repository of information and forum for
discussion among IFLA members
- Is a starting point for libraries and library
associations to consider how they fit in to the
fast changing global information economy –
asks questions for the libraries’ sector to look
for the right answers



WHAT IS THE IFLA TREND REPORT?

The IFLA Trend Report is a dynamic and evolving collection of online resources designed to foster further discussion and debate about future priorities within the global library community.

The materials provided on this online platform have been used to identify the high level trends which will affect our future information environment – and were drawn together based upon input from a wide range of non-library experts from different disciplines.

- Find out more about the [context and vision](#) behind the Trend Report and how it was put together.
- Learn about [How to Use the Trend Report](#) materials and the range of different resources on offer.

DISCOVER THE TRENDS

Our information environment is constantly changing. **How will we access, learn from, protect, use and benefit from information in an increasingly hyper-connected world?** We have identified five top level trends which will play a key role in determining our future information ecosystem:

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

TREND 2 Online Education will democratise and disrupt global learning.

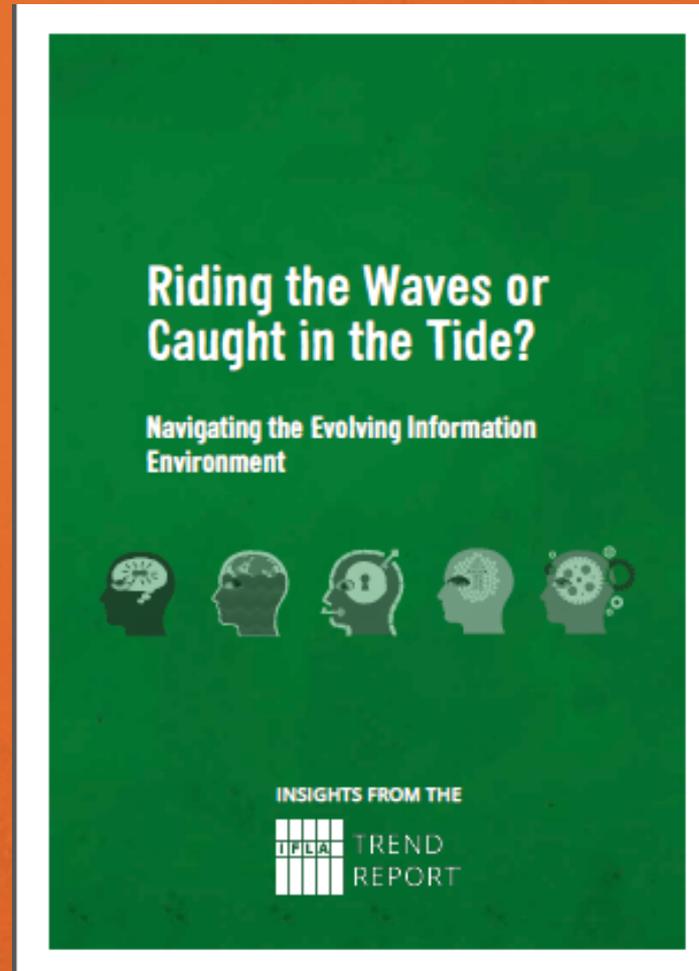
TREND 3 The boundaries of Privacy and Data Protection will be redefined.

TREND 4 Hyper-connected societies will listen to and empower new voices



*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



**TREND
REPORT**



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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”*



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** in public and private domains, 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. **Who benefits?**



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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. Are our library policies appropriate for both our commitment to data protection and user privacy, and open attitudes towards sharing personal information and information from others?



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

- Retaining language and cultural integrity – the machine is the translator; Education goes global and mobile...but loses tactile and local?
- What role can libraries serve to assist in providing cultural context for overseas content to support users?



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

- 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 open government, citizen science and content creation, and civil society activities – neutrality
- Technology as an enabler, the library as the creative environment



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Also, considerations for ‘readiness’

The changing information environment and employers

Positioning the organisation to be in the right place to incorporate the changing circumstances and conditions:

- for example, 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;



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The changing information environment and employees

- Change is not optional – professional skills and knowledge must match services to meet user community needs;
- The need to understand that libraries are an essential part of the current and emerging information environment and information economy;



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The changing information environment and the curriculum

Challenge to produce professionals who understand the trends and impacts of the information environment, why things happen and why they look how they look; have the required professional knowledge and skills; and can move into libraries as change agents;



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IFLA Code of Ethics for Librarians and other information workers

Function of codes of ethics is to:

- Encourage reflection on principles on which librarians and other information workers can form policies and handle dilemmas;
- Improve professional self-awareness;
- Provide transparency to users and society



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- Librarianship is, in its very essence, an ethical activity embodying a value-rich approach to professional work with information;
- **Information service in the interest of social, cultural and economic well-being is at the heart of librarianship and therefore librarians have social responsibility**



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Code areas of consideration

- Access to information;
- Responsibilities towards individuals and society;
- Privacy, secrecy and transparency;
- Open access and intellectual property;
- Neutrality, personal integrity and professional skills
- Colleague and employer/employee relationship



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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



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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.



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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]



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Development agenda – direct action

- Participate in National and regional Development plans – IFLA toolkit [online]
- Advocate to ‘change the mindset’ to reposition library services as key partners in the community
- Build capacity: Building Strong Library Associations and International Advocacy Programmes; strengthen regional capacity and leadership



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



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- Create opportunities for citizen created content
- 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



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Thank you,
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Questions or comments?