



Colleges and universities have long competed against one another, measuring themselves in comparison to each other and holding tightly to their idiosyncrasies as defining elements of their status. But today, the distribution and reuse of information digitally via the Internet is rapidly changing the game, rewarding those who instead aggregate and scale toward a common infrastructure. It is becoming increasingly clear that neither the *challenges* that confront colleges and universities nor the solutions to those challenges are unique to each institution.

> Chuck Henry and Brad Wheeler The game has changed Educause Review, March 2012

My professional mission as a librarian is this:
Help people build their own libraries.
That's it. That's all I care about.

## What has changed

Now: resources are abundant and attention is scarce

Then: resources are scarce and attention is abundant

## What has changed?

The need for local infrastructure or local assembly of materials has declined.

## What has changed? 3

The library is institution scale where many of its users operate at network scale

Researchers prefer to adopt open source and social media technologies that are available in the public domain rather than institutional license-based applications ..... First the social media technologies facilitate networking and community building. Second, researchers prefer to use technologies that will enable them access to resources and their own materials beyond their institution-based PhD research.

#### VITAE INNOVATE

### Handbook of social media

for researchers and supervisors

Digital technologies for research dialogues







Shailey Minocha

Marian Petres





## What has changed 4

Now: Library services are built around the user's workflow

Then: User's workflow built around library services

The inside out library ..
the library as an actor in research
and learning environments of its
users

### **Outside in**

- 1. User builds workflow around library services
- 2. Towards a centered network presence
- 3. Locally assemble externally acquired colls

- 4. Discovery happens in the library
- Expertise hidden
- Configure space around collections

### Inside out

- Library services built around user workflows
- 2. Towards a decentered network presence
- 3. Engage with creation, management, use and sharing of all information resources
- 4. Discovery happens elsewhere
- 5. Expertise visible
- 6. Configure space around engagement

# Now: engage with creation, management, use and sharing of all information resources

Then: acquire external resources

### Outside in Bought, licensed

### Collections

### **Increased consolidation**

Move from print to licensed

Manage down print – shared print

Move to user-driven models



Aim: to discover

### Inside out

Institutional assets: special collections,

research and learning materials, institutional records, ...

Reputation management

Increasingly important?

Aim: to \*have\* discovered ... to disclose





Outside in collections – increasingly externalised to collaborative or third party. Reduced local **infrastructure**.

Inside out collections. Growing **engagement** around scholarly communication, data curation, institutional asset management, reputation/profiles. Leverage internal/external infrastructure.

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## Now: discovery happens elsewhere

Then: discovery happens in the library

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### Now: visible

Then: hidden

If you want to be seen as expert ...

... then your expertise has to be seen.

## Now: space is configured around engagement with the user

Then: space is configured around collections