



Ready to Meet the Future: New Roles for Academic Librarians

Dr. Sandra Hirsh, Professor and Director
SJSU School of Library & Information Science
April 11, 2011

+ Agenda

- Technology Changes
 - Evolving Roles
 - Future Information Professionals
 - Opportunities
 - Questions
-



Technology Change

+ Technology Trends

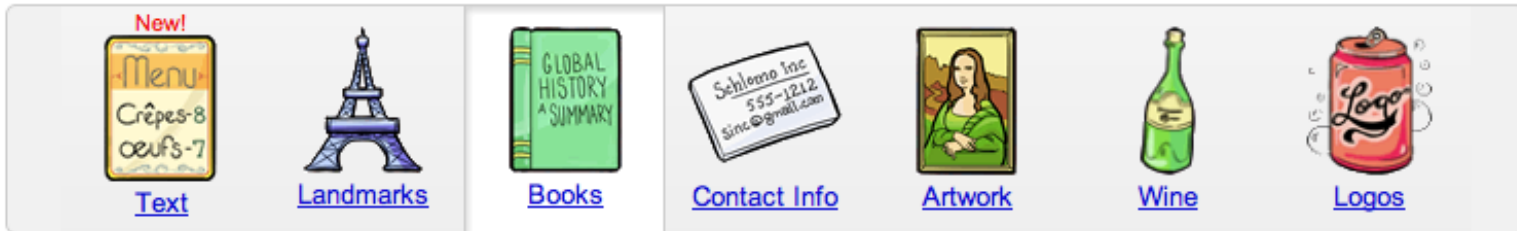
- Libraries are becoming “bookless” ...
- Technology is becoming mobile, virtual, cloudless, social, location-based, gesture-controlled ...



+ Google Goggles

Google Goggles in action

Click the icons below to see the different kinds of objects and places you can search for using Google Goggles.





Diff-IE

Find changes in long lists of text

It can be hard to see changes in long lists of text, but Diff-IE identifies these automatically.

Workshops, Collaborations and Papers:

- Co-Chair: SIGIR Doctoral Consortium, Singapore, July 29, 2008.
- Co-Organizer: NSF Workshop on Personal Information Management, Seattle WA, Jan 27-29, 2005.
- Co-Organizer: SIGIR Workshop on Implicit Measures of User Interests and Preferences, Toronto CA, Aug 1, 2003.
- Collaborator: "Collaborative Information Retrieval", a multidisciplinary research project to understand the social aspects of information retrieval in a variety of workplace settings. In collaboration with Raja Fidal and Harry Bruce (U Washington School), Steve Patrock (Hewlett), A.M. Pfitzer (Rice National Laboratory), and Jonathan Grudin (Microsoft Research).
- Collaborator: "Keywords Found Their Food", a research project to understand the ways in which people manage information for subsequent re-access. In collaboration with William Jones, Harry Bruce and Mike Hirschberg (U Washington School).
- S.T. Dumais (2010). Temporal dynamics and information retrieval. *CIKM 2010, Keynote Talk (reopening)*.
- J. Teevan and S.T. Dumais (in press). Web retrieval, ranking and personalization. To appear in *Interactive Information Seeking and Retrieval*, L. Subram and D. Kelly (Eds.).
- R.W. White, P. Bennett and S.T. Dumais (2010). Predicting short term interests using activity-based search context. To appear in *Proceedings of CIKM 2010*.
- S.T. Dumais (2010). Understanding and supporting people in dynamic information environments. (Slides) *ECDL 2010, Keynote Talk*.
- D. Liebling, D. Ramage, S.T. Dumais and S. Drucker (2010). Interactively exploring Twitter with topic models. In *Proceedings of KDD 2010 (Demos)*.
- S.T. Dumais, G. Brucher and E. Carroll (2010). Individual differences in user patterns for Web search. In *Proceedings of WWW 2010*.
- S.T. Dumais (2010). Staff I've Seen: Retrospective and prospective. *SIGIR 2010 Desktop Search Workshop, Keynote Talk*.
- G. Brucher, S. Dumais and E. Carroll (2010). The good, the bad, and the random: An eye-tracking study of ad quality in Web search. In *Proceedings of SIGIR 2010*.
- C. Liu, R.W. White and S.T. Dumais (2010). Understanding Web browsing behavior through WebMail analysis of email links. In *Proceedings of SIGIR 2010*.
- R. White, A. Kapoor and S.T. Dumais (2010). Modeling long-term search engine use. In *Proceedings of UMAP 2010*, 28-39. [Best Paper Finalist]
- D. Ramage, S.T. Dumais and D. Liebling (2010). Characterizing newshouse usage using latent topic models. In *Proceedings of ICWDM 2010*.
- P. Bennett, K. Svore and S.T. Dumais (2010). Classification-enhanced ranking. In *Proceedings of WWW 2010*.
- Q. Guo, R. White, S.T. Dumais, S. Wang and B. Anderson (2010). Predicting query performance using query, result and interaction features. In *Proceedings of SIGIR 2010*.
- J. Teevan, S.T. Dumais and D. Liebling (2010). A longitudinal study of how habituating Web content choices affect people's Web interactions. In *Proceedings of CHI 2010*. [Best Paper Award]
- S. Dumais, Jeffrey R. Rasmussen, D. Tang, D. and Teevan, J. (2010). Design of large scale text analysis studies. Tutorial at *ACIC 2010*.
- J. Eisen and S.T. Dumais (2010). Leveraging temporal dynamics of document content in relevance ranking. In *Proceedings of IRSDM 2010*, 1-10.
- J. Teevan, S.T. Dumais and E. Horvitz (2010). Potential for personalization. To appear in *ACM Transactions on Computer Human Interaction*. [Best Search Marketing paper 2009]
- S.T. Dumais (2010). An interdisciplinary perspective on information retrieval. To appear in *SIGIR Forum*.
- P. Andre, mc schrafl, J. Teevan, S.T. Dumais (2009). Discovering is never by chance: Designing for (dis)interests. In *Proceedings of Creativity and Cognition 2009*, 392-401.
- R. White and S.T. Dumais (2009). Characterizing and predicting search engine switching behavior. In *Proceedings of CIKM 2009*, 1012-1021.
- J. Teevan, S.T. Dumais, D. Liebling and R. Hughes (2009). Characterizing people's view change on the web. In *Proceedings of UIST-09*, 237-246.
- S.T. Dumais (2009). An interdisciplinary perspective on information retrieval. (Slides) *SIGIR 2009, Salton Award Lecture*.
- S.T. Dumais (2009). Evaluating IR in situ. (Slides) *SIGIR 2009 Workshop on The Future of IR Evaluation, Invited Talk*.

See new or different search results

Search results can change in many ways — ranking, snippets, titles, and ads can all change.



Track price changes

We rarely remember prices, but Diff-IE does. Here, the prices of these HP workstations dropped.

Personal workstations		
Affordable power	Compact power	Extreme power
		
Enhanced performance in an affordable package.	Eight core performance in a compact footprint.	Ultimate performance with extreme expandability.
HP Z400 Workstation NEW! Starting at: \$ 929.00* As low as \$27/mo.**	HP Z600 Workstation NEW! Starting at: \$ 1,589.00* As low as \$46/mo.**	HP Z800 Workstation NEW! Starting at: \$ 1,839.00* As low as \$53/mo.**
• Up to 16 GB of system memory • Up to 4.5 TB of internal storage • Up to NVIDIA Quadro FX4800 or dual NVIDIA Quadro FX1800 graphics	• Up to 24 GB of system memory • Up to 4.5 TB of internal storage • Up to eight 2D displays • Up to dual NVIDIA Quadro FX1800 graphics	• Up to 192 GB of system memory • Up to 7.5 TB of internal storage • Up to dual Quadro FX5800 graphics
HP xw4600 Workstation Starting at: \$ 679.00* As low as \$26/mo.**	HP xw6600 Workstation Starting at: \$ 1,219.00* As low as \$35/mo.**	HP xw8600 Workstation Starting at: \$ 1,339.00* As low as \$39/mo.**
		HP xw9400 Workstation Starting at: \$ 2,599.00* As low as \$74/mo.**

Quickly find forum activity

At a glance, Diff-IE shows which forum threads are active.



Concepts Aesthetics

Design [Edit](#)

Design is the visualization of an artifact of human culture that does not appear in nature that has emergent properties when realized in some medium as physically constructed. However, in retrospect it is possible to see t... [\(more\)](#) [Edit](#)



Browse

Latest Activity

Open Questions (160)

Add Your Answer

Best Questions (34)

Best Questions

How many hours are you able to log in a day? (on average)

Question added to topic [Design](#). 2:58pm • 0 Answers • Follow

Should I focus on getting a good UX or getting something quick out of the door?

In [Internet Startups](#): Answer added in topic [Design](#). 1:44pm • 10 Answers • Follow

7 Scott Jenson, Mobile UX designer, Google

I LOVE questions like this because it gives me a great chance to rail against the misconceptions of UX. What this question implies is that the only real issues in shipping ... [\(more\)](#)

How can Design help Public Libraries?

Answer added in topic [Design](#). 12:34pm • 2 Answers • Follow

3 Lindan Courtemanche, Creative producer of unconventio...

Here are 3 themes you might consider when developing a creative brief for the design of a library:

... [\(more\)](#)

What are the best online tools for storyboarding a website?

Answer added in topic [Design](#). 12:05pm • 15 Answers • Follow

1 Rodrigo Carriel

Personally, i like pencil cause its free , easy to use and you can make/add your own stencil/collections . Now, balsamiq is way more powerfull but paid.

How do I make a cast of jewelry?

Question added to topic [Design](#). 11:00pm • 0 Answers • Follow

Unfollow

[* Settings](#)

Send me emails and notifications about new questions on this topic.

Frequently Asked Questions

Manage Topic

Organize Topic

@ Mentions (7)

All Changes

Your Topic Bio



Describe your Design experience

Top Answerers - 19382 Followers



Adam Rifkin
29 Answers Imagination is more important than knowledge.



Jason Putorti
31 Answers I fight for the user.



Chris Wetherell
1 Answer



Rebekah Cox
16 Answers



Yishan Wong
5 Answers

Share Topic - Invite Users

[f](#) Facebook [Q](#) Inbox [✉](#) Email

Subtopics

• [Design](#)

+



Evolving Roles

+ Evolving roles

- “The challenge for academic libraries is to create compelling information services and to make digital content available in a way that our user community will find not only acceptable, but tailored to their needs.”
 - J.K. Lippincott, 2010 “A mobile future for academic libraries”
-

+ Looking back 10 years ago

- Libraries will become functions rather than places.
 - Libraries will become user focussed rather than collection centred.
 - Information will become cheap, but of questionable quality.
 - Users will be more distributed, yet we will need to know more about them.
 - Libraries will add value to information to provide more appropriate resources.
 - The core processes of organising information will diversify into creating user focussed, personalised systems addressing all kinds of information.
 - Libraries will comprise a mixture of professionals with changing boundaries and alliances.
 - Routine work will be shed in the pursuit of improving the student experience.
 - J. Akeroyd (2001). "The Future of Academic Libraries."
-

+ Changes and Trends

- Delivery of higher education (moving online)
 - Access to information expanding (mobile, cloud computing, more distributed)
 - Higher education budgets (shrinking)
 - Need to demonstrate value (assessments, differentiate offerings from google, information literacy needs)
 - Service expectations and needs (embedded librarians, improved user experiences, shifting focus from collections to services)
-

+ Changing Times

- “I’ve come to think that managing our uncertain future is about achieving fitness: adapting to change, staying relevant.” - Stephen J. Bell



+ Employment Trends

- Agencies outside of libraries experienced an increase in reported placements from just over 15% (2008) to over 27% (2009)

- *Library Journal Placement and Salary Survey 2010*





Opportunities outside of libraries



- Database development
- Reference tool development
- Information systems
- Publishing
- Internet coordination
- Marketing
- Web content management and design
- Training of database users

+ Emerging Job Titles

- Emerging Technologies Librarian
- Web Content Manager
- Information Architect
- Usability Analyst
- Information Specialist
- Digital Collections Metadata Librarian
- Virtual Services Manager
- Digital Assets Librarian

+ Highly requested skills

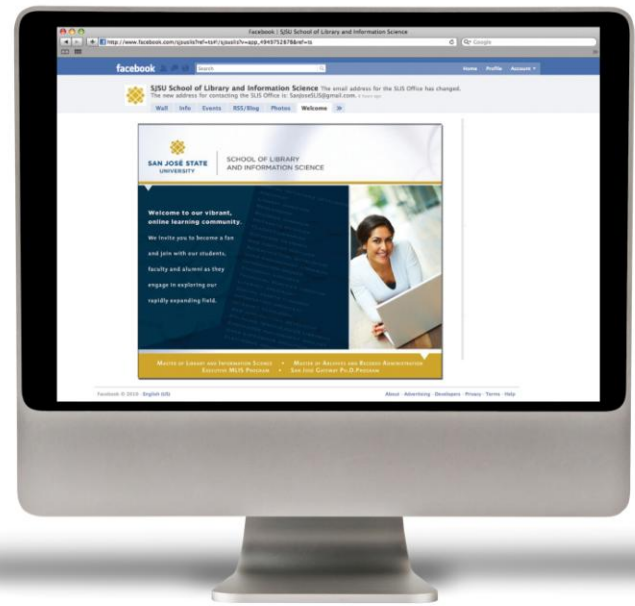
- Teaching/instruction
- Web design and maintenance
- Knowledge of metadata standards for digital content
- Knowledge of integrated library systems
- Ability to create online tutorials

Escobosa, C. (2010). *Library and information careers: emerging trends and titles*.

+ LIS skills are highly relevant

- “LIS skills are good currency in this world – but only for those with the flexibility and insight to exploit the opportunities.” - Stephen Abrams





+ Preparing future LIS professionals

+ SLIS Overview

■ Largest accredited LIS school in the world

- 2500 graduate students
- Students in 45 states and 17 countries
- Faculty on 3 continents

■ Program fully online

- Ranked #1 by *U.S. News & World Report* for LIS e-learning



+MLIS Students in... 45 states & 17 countries



<http://slisweb.sjsu.edu/slis/maps/slisstudentsmap2010fa.htm>

*Based on Fall 2010 Enrollment Figures



Evolution to Global eCampus

1928:
First
course
taught at
SJSU

1998:
WWW
courses

2009:
All courses
delivered
online

1995:
Interactive
video
courses

2001:
First fully
online
class
offered



Guest Speakers

Elluminate Live! - David Joyner's Session - WWII Presentation

Video - Multiple Cameras




board - Main Room (Scaled 191%)

Slide1

Follow Moderator

**WORLD WAR II VETERAN
CUB JOYNER, COMBAT GLIDER PILOT
442 TROOP CARRIER COMMAND**



This presentation to Mr. Steve Vernier's Practical History Classes of Marysville High School is made possible with the cooperation of the Marysville High School Library and The San Jose State University, School of Library & Information Science March 2010

Audio - Multiple Talkers



+ Online Delivery



Online Discussions

- Discussion boards
- Live online discussions



Instructor Lectures

- Web conferencing
- Audio podcasts
- Narrated slide presentations or screencasts
- Video lectures captioned
- Audio lecture transcripts



Informal Interactions

- Optional “office hours” via live web conferencing
- Chat via email, on blogs, or on the School’s Facebook page.

+ Course Homepage in LMS

Spring 2009 | LIBR 287-02 | Simmons

Course Calendar Lessons Communicate

Home Course Debbie Faires

Spring 2009 | LIBR 287-02 | Simmons Refresh

Course Announcements

More | View: Past Present All | Sort: Descending

Wednesday, April 15, 2009

Welcome to this week's lesson in information literacy! This week we are discussing assessment, strategic planning, the future of information literacy, and moving from library school to your first job.

Your tasks for this week are as follows:

1. Read the lecture via a Word doc or listen to the audio files (available in the Lesson #11 folder).
2. Read the assigned readings (available in the Lesson #11 folder).
3. Post your thoughts about the lesson's content by Wednesday evening. We will have reduced discussion requirements (one required post instead of three) this week to give you all a bit of extra time to plan your instruction sessions.
4. Meet with Margie or go to the Elluminate drop in center to practice your instruction session.
5. Log into Elluminate on the evenings you signed up to attend instruction sessions!
6. Attend my office hour on Monday evening at 6:30 PM Pacific. Go to <https://nexus.sjsu.edu>, click on "Simmons office hour," log in with your name, and no password. Hope to see you there!

Have a great week.

Wednesday, April 08, 2009

Welcome to this week's lesson in information literacy! This week we are discussing online tutorials.

Your tasks for this week are as follows:

1. Read the lecture via a Word doc or listen to the audio files (available in the Lesson #10 folder).

Course Mail

View Inbox
View, read, and compose messages


Quick Message
Skip the inbox and start your message.

Unread Messages
Spring 2009 | LIBR 287-02 | Simmons (02) 0 messages

About This Section

Course description: LIBR 287 combines theory and practice of information literacy to give students the foundation they need for teaching in a library setting. The course emphasizes the practical aspects of teaching, the creation of effective instructional materials, the evaluation of instruction programs, and the management of instruction programs within a larger organizational setting.

Instructor: Dr. Michelle Holschuh Simmons
Email: michelle.h.simmons@gmail.com
Phone: 336-854-3034



Activity at a Glance

Mail Messages

Discussion Posts

Submissions

Grades

Your Grade
100%

Activity	Your Grade	Class Average
Discussion	0%	
Observation report	100%	
Seminar paper	0%	
Instruction session	0%	
Feedback	0%	

Legend: ■ Your Grade ■ Class Average

Last updated: 5/13/2009 3:07:29 PM - Refresh

+ Meetings/Tours on Second Life

Archivists/Records
Administrators
(ARA)
Student Group

Join us in the
Roman Senate



Monday
September 20, 2010
7 p.m. SLT



+ Introduce new courses



- Web 3.0 Emerging Trends in Libraries
 - Using Social Media for Competitive Research
 - Information Entrepreneurship
 - Digital Asset Management
 - Implications and Applications for New Media
 - Information Environments
-

+ Additional programs offered

- Executive MLIS
 - Master of Archives and Records Administration (MARA)
 - San Jose Gateway PhD program - Queensland University of Technology
 - Teacher-Librarian Program
-

+ SLIS Focus on Research

- Research Methods is a required course for everyone
 - Gateway PhD Program, with Queensland University of Technology, Fall 2008
 - SLIS Student Research Journal, Spring 2011
 - SLIS Research Center, coming in Fall 2011
 - Advance the School's vision and mission: contribute to the development and well-being of the varied communities we serve.
 - Specialize in applied research: technical assistance, research-based services, consulting services, etc.
-

+ Academic Libraries Curriculum

- Academic Libraries course (LIBR 230) offered 2-3 times per year
 - Academic Libraries specialization area
 - Selected issues addressed (combination of theoretical and practical skills):
 - Communication skills for groups and individuals
 - Delivery of services in both physical and virtual environments
 - Marketing own skills
 - Managing special collections
 - Conducting research
-

+ Many relevant elective choices

- Information Literacy
 - Instructional Strategies
 - Digital Humanities
 - Government Information
 - Special Collections in a Web 2.0 World
 - Library Services for Distance Learners
 - Maps and Geographic Information Systems
 - Science and Technology
 - Web 2.0
 - Automated Library Systems
 - Systems Analysis
 - Leadership
 - Web Programming and Design
 - Digital Copyright
 - Grant Writing
 - Digital Libraries
 - Digitization and Digital Preservation
 - Open Movement and Libraries
 - Also archives, preservation, collection management, XML, metadata, cataloging etc.
-

+ Academic Library Internships

■ **Cushing Library, Holy Names University**

- Work with music scores that represent a mix of copy-cataloging and original cataloging.

■ **Dubai Women's College**

- Distance or on-site. Work in one or more of three core areas within the library: Electronic & Digital Reference Services, Instructional Development & Information Literacy, Collection Development & Analysis.

■ **Hope International University, Darling Library**

- Assist in the development of online library resources. Possible projects include usability testing, usage metrics, database management, feasibility studies, development of web applications, Web 2.0, XML, coding, development of MS Access Reports, and interface design.

- Other Internships available at: <http://slisapps.sjsu.edu/libr294/index.php>
-

+ What graduates of our program are doing...

- **Tenure-track Instruction Librarian, MiraCosta College (North San Diego County)**
 - Entails implementing and overseeing a campus-wide information literacy program. Oversees for-credit library science courses, library orientations, instructional handouts, web-based instructional tools (learning modules, online tutorials, etc.), and working with classroom faculty to integrate information literacy into their curricula.
 - **Founding Head of New Center for Digital Learning and Research, Occidental College**
 - Enables student and faculty success in the rapidly changing world of digital scholarship. Brings together a group of technology, library science, and media experts who could help the faculty use technology in their teaching – whether learning how to podcast, publish on a digital scholarship platform, or master the intricacies of Moodle, an open source learning management system.
 - **First Digital Archivist, Stanford University**
 - Develops best practices for acquiring, capturing, processing, and describing born-digital materials.
 - Other stories available at: <http://slisapps.sjsu.edu/blogs/meet/?cat=25>
-

+ Create your own future

- "The future is not some place we are going, but one we are creating. The paths to it are not found but made, and the activity of making them changes both the maker and the destination." John Schaar





+

Opportunities

+ Ways you can engage

- Get an intern
 - Encourage staff to continue with their education
 - Collaborate/partner on research projects
 - Attend a Trendy Topics and/or Colloquium session
 - Consider teaching for us
 - Other ideas?
-

+ Questions?

■ Thank you!

■ Sandy.hirsh@sjsu.edu



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INFORMATION SCIENCE