Making Information Accessible: Beyond the Internet

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Creating Knowledge

“Firms with the largest available stocks of information and knowledge are most likely to create new knowledge predominantly through the level of comprehensiveness and creativity of their decision-making. What is interesting is that information stocks are more important to new knowledge creation than knowledge stocks.”

## Library

<table>
<thead>
<tr>
<th>Image…</th>
<th>Reality…</th>
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<tbody>
<tr>
<td>Custodian of books</td>
<td>Service-oriented information provider</td>
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<tr>
<td>One medium</td>
<td>Multiple media</td>
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<tr>
<td>In good time</td>
<td>Just in time</td>
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<tr>
<td>Local reach</td>
<td>Global reach</td>
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<tr>
<td>You go to the library</td>
<td>Library comes to you</td>
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</table>
Library

A system of professional services and relationships that provides access to needed information regardless of topic, format, source, location or prior knowledge of its existence.
Impact of the Internet

Customers are less likely to turn to the library for help, but when they do they have higher expectations.
Role of the Librarian

“[L]ibrarians operate with a level of nuance and finesse that technology can't match. They can uncover sources so obscure as to be practically nonexistent. And they know what's what--they not only tell people what is known but also warn them what isn't.”

Inc. December 2006
http://www.inc.com/magazine/20061201/column-buchanan.html
Role of the Librarian

“My guess is about 300 years until computers are as good as, say, your local reference librarian in doing search...”

Craig Silverstein, Google's director of technology, on CBS Sunday Morning, 3/28/04
Caution: the experts aren’t…

A Johns Hopkins panel investigating the June 2001 death of a volunteer in a Johns Hopkins University asthma study concluded that the principal researcher may have neglected to do a thorough search of the literature on the drug hexamethonium before the drug was used in a clinical investigation. The researcher searched PubMed, which indexes articles back to 1966, as well as a limited number of other resources, but missed earlier reports of the drug's toxicity.

www.uab.edu/lister/letter/0105hopkins.htm
Providing Access

The right information to the right person at the right time is not good enough.

We need to get the needed information to the person who needs it, when and where it is needed, in the needed format.
Providing Access

Electronic documents have not replaced print documents.

To the earlier print, video and microfilm formats electronic access has added numerous new formats including CD, DVD, pdf, html, and powerpoint.
Providing Access

Reference works available in print format only:

1996 - 75%
2006 - 80%

www.libraryjournal.com/article/CA6391518.html
Providing Access

Do you have the following publication, mentioned in the recent CTS newsletter? If so, could you route it to me? It is on their Web site at http://www.cts.umn.edu/publications/reports/ but it is 136 pages long and I don't want to print it out if you have a copy.

Information Stocks

TL Cat

35 U.S. Transportation Libraries
419,000  Books and Reports
22,500  Serials
9,300  Internet Resources
7,800  A-V Resources
Providing Access

Minimum Requirements:

- Facility managed by an individual with an MLS or equivalent education and experience
- At least 1 FTE professional and 1 FTE support staff
- Budget of at least $30,000 for materials and services
- Participate in WorldCat
Providing Access

U.S. DOT Library

- 1975 - 50 Staff: 500,000 Items
- 2002 - 12 Staff: 105,000 Items
- 2006 - 11 Staff: 94,300 Items
Providing Access

If you want information to be retrievable you have to plan for it during its production
Providing Access

Whether print or electronic, for preservation or access, a library needs to be involved.
Wisdom

"I think the health of our civilization, the depth of our awareness about the underpinnings of our culture and our concern for the future can all be tested by how well we support our libraries."

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