

OCLC Distinguished Seminar Series

Tuesday, 21 February 2012

Libraries as Read/Write Services

9:00-10:30 a.m.
Presentation and Discussion

OCLC Online Computer
Library Center, Inc.
Kilgour Building—Auditorium
6565 Kilgour Place
Dublin, OH 43017-3395

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to the public.**

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but not required. Registering in advance
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Gary Marchionini, Ph.D.
Dean and Cary C. Boshamer Professor
School of Information and Library Science
University of North Carolina at Chapel Hill

Overview of Presentation

In this presentation, Gary Marchionini will discuss two trends that are driving foundational shifts in libraries of the 21st century. First, the development of digital libraries has expanded the nature of service communities beyond local geography and influences the need to collect the works of global interest. This, in turn, is causing libraries to distinguish themselves by focusing their digital collections on local materials that are unique, becoming more like archives that curate singular materials. Second, people increasingly work, play, and live with the aid of electronic technologies that create traces of life's behaviors. People consciously and unconsciously create documents, photos, and files as well as streams of interactions with other people and with myriad electronic systems. Individual traces of our lives in cyberspace in aggregate represent what Gary Marchionini terms "profections" of our personal identities. Libraries have trusted roles to play in helping people manage their personal digital libraries—to provide "write" as well as "read" services to their patrons. Inevitably, some of the personal assets will become part of the public collection with patron permission. Libraries must develop strategies to support deposit (writing) of patron assets and to manage the blurring of boundaries between personal and public digital libraries. The School of Information and Library Science at UNC's LifeTime Library Project aims to develop and teach such strategies.

Biography of Gary Marchionini, Ph.D.

Gary Marchionini is the Dean and Cary C. Boshamer Professor in the School of Information and Library Science at the University of North Carolina at Chapel Hill. He teaches courses in human-information interaction, interface design and testing, and digital libraries. He heads the Interaction Design Laboratory at SILS. His Ph.D. is from Wayne State University in mathematics education with an emphasis on educational computing. He has published over 200 articles, chapters and reports in a variety of books and journals. He is the author of a book titled *Information Seeking in Electronic Environments* published by Cambridge University Press and a recent book titled *Information Concepts: From Books to Personal Identities in Cyberspace*. Professor Marchionini has had grants or research awards from the National Science Foundation, Council on Library Resources, the National Library of Medicine, the Library of Congress, Bureau of Labor Statistics, Kellogg Foundation, and NASA, The National Cancer Institute, Microsoft, Google, and IBM among others. Professor Marchionini was Editor-in-Chief for the ACM Transaction on Information Systems (2002-2008) and is the editor for the Morgan-Claypool Lecture Series on Information Concepts, Retrieval, and Services. He has been program chair for ACM SIGIR (2005) and ACM/IEEE JCDL (2002) as well as general chair of ACM DL 96 and JCDL 2006. He serves or has served on a dozen editorial boards and is the immediate past president of the American Society of Information Science and Technology. His current interests and projects are related to: interfaces that support information seeking and information retrieval; usability of personal health records; alternative representations for electronic documents; multimedia browsing strategies; digital libraries; and evaluation of interactive media, especially for learning and teaching. He currently has a 3-year grant from NSF on established a search results framework that supports searches over multiple sessions and in collaboration.

A recording of this presentation will be made available online at
<http://www.oclc.org/research/dss/>.

This announcement is available online at
<http://www.oclc.org/research/dss/pdf/marchionini.pdf>.



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