

12 March 2024  
Complutense University of Madrid

# Library in the Life of the Community: Preparing for a Global Information Environment

**Lynn Silipigni Connaway, PhD.**  
**Executive Director, Research**  
**OCLC Research**



**Our traditional model was one in which we thought of the user in the life of the library... but we are now increasingly thinking about the library in the life of the user.  
(Connaway 2015) (Dempsey 2015)**

---

# USER IN THE LIFE OF THE LIBRARY

---

# Some OCLC projects reflecting the User in the Life of the Library



## Open Archives Initiative Protocol for Metadata Harvesting - Tools

Home

Projects

Specifications

Community

About OAI



## Use of Circulation Statistics and Interlibrary Loan Data in Collection Management

*Jennifer E. Knievel, Heather Wicht, Lynn Silipigni Connaway*

---

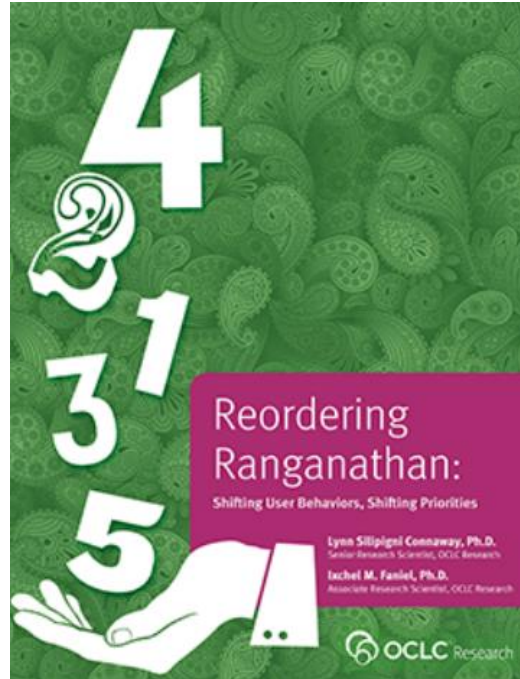
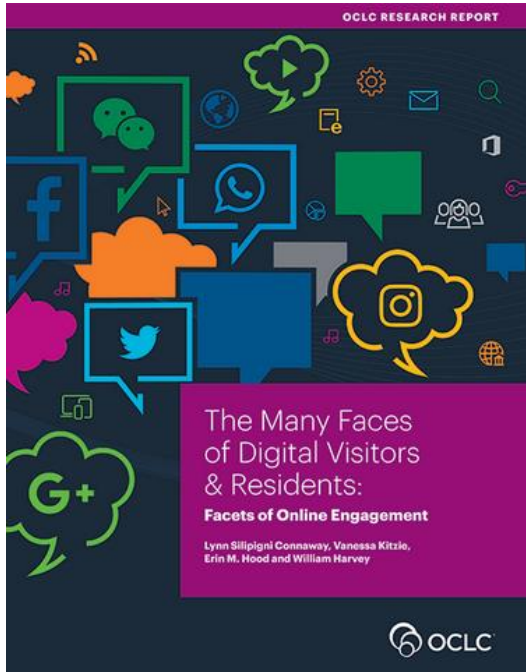
# LIBRARY IN THE LIFE OF THE USER

---

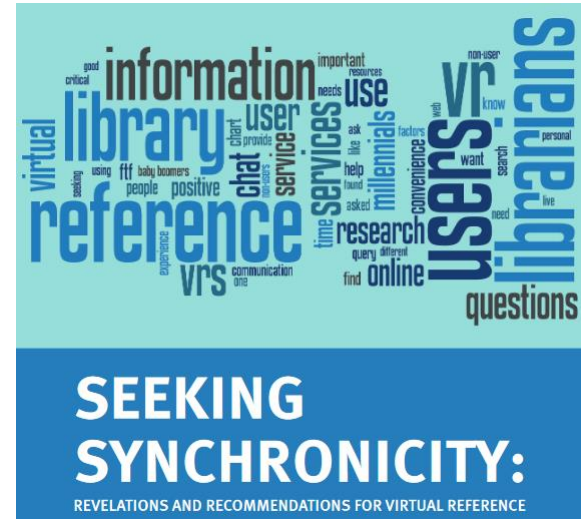
**“Perhaps the most convenient method of studying the consequences of this law will be to follow the reader from the moment he enters the library to the moment he leaves it...” (Ranganathan 1931, 337)**



# Some OCLC Projects reflecting the Library in the Life of the User



## Cyber Synergy



---

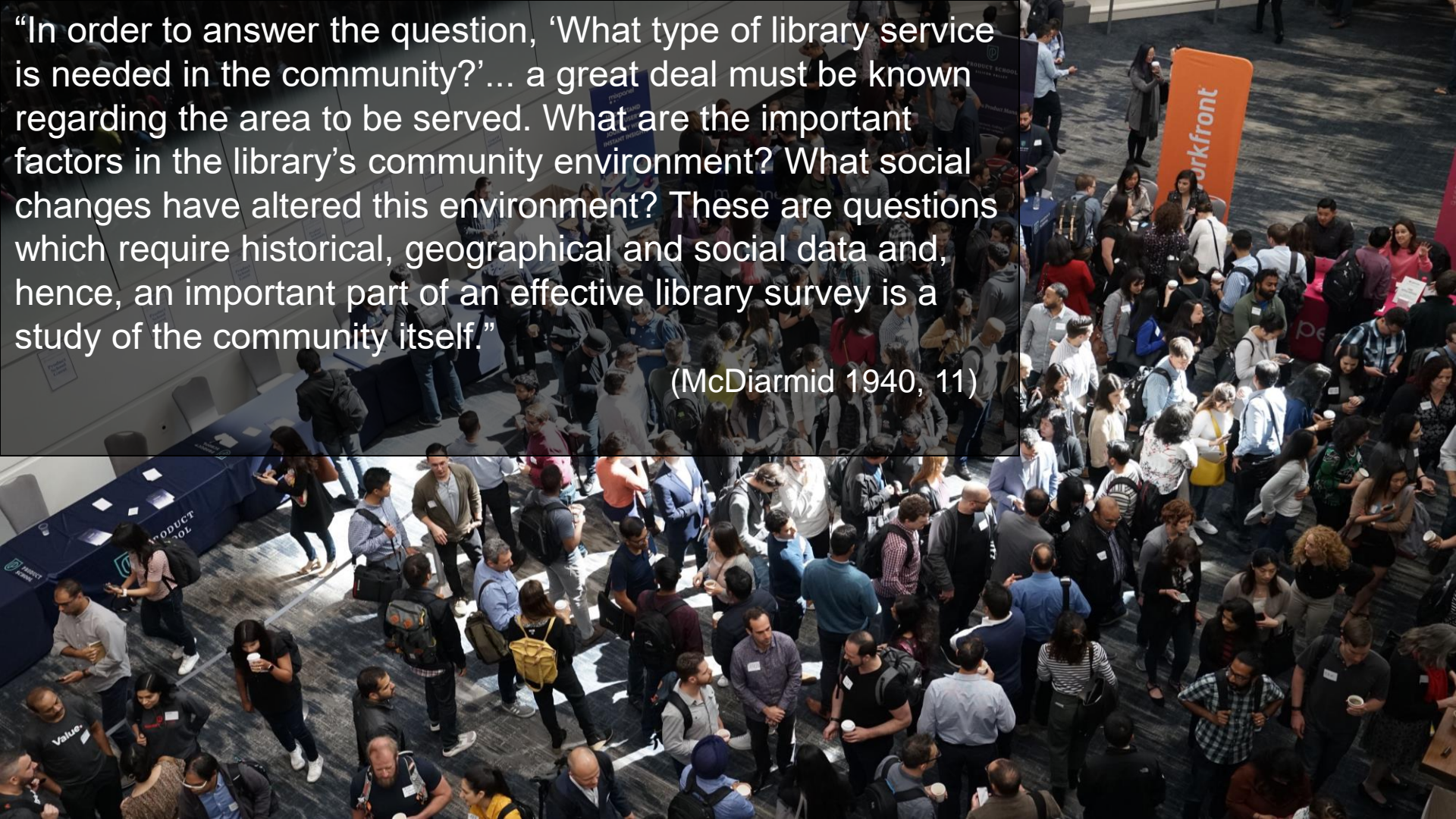
# LIBRARY IN THE LIFE OF THE COMMUNITY

---

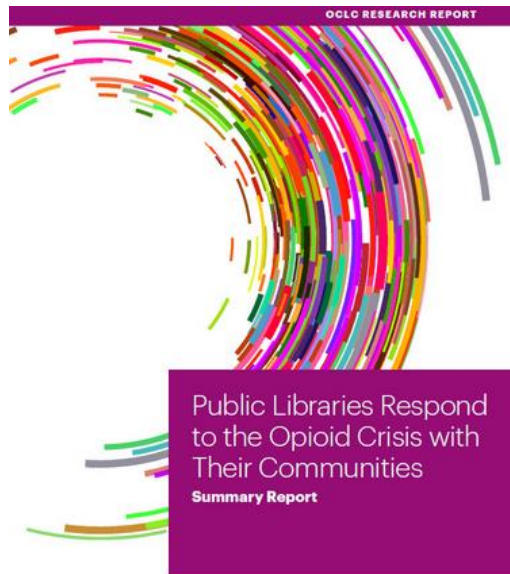
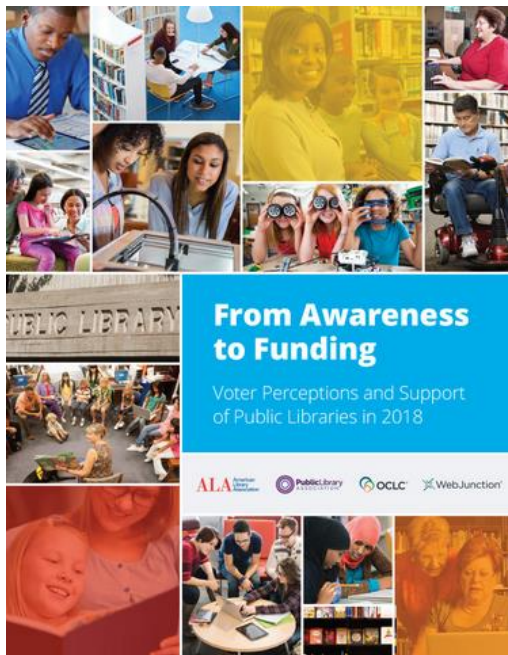


“In order to answer the question, ‘What type of library service is needed in the community?’... a great deal must be known regarding the area to be served. What are the important factors in the library’s community environment? What social changes have altered this environment? These are questions which require historical, geographical and social data and, hence, an important part of an effective library survey is a study of the community itself.”

(McDiarmid 1940, 11)



# Some OCLC Projects reflecting the Library in the Life of the Community





**“...librarians in 2020 will be assisting users in the creation, evaluation, and production of content.” (Connaway 2013, 83)**

---

# PREPARING INFORMATION PROFESSIONALS

---

# Job Trends in Library and Information Science

- **Digital Scholarship**
- **Research Support**
- **Scholarly Communication**
- **Teaching and Learning**
- **User Experience**

(Sanches 2022)

# Changing Roles of Academic Librarians in Canada

- **Explores librarians' role and responsibility changes in Canada's 15 research-intensive universities (U15)**
- **Asked about 5 areas of responsibility**
- **Data collected March 2017**
- **205 out of 743 librarians completed the survey - 27% response rate**
  - **Responses from every U15 university**

(Ducas, Michaud-Oystryk, & Speare 2020)

# Librarians lack confidence in these areas

- **Research Support (62%, n = 102)**
- **User Experience (60%, n = 104)**
- **Scholarly Communication (51%, n = 62)**
- **Digital Scholarship (50%, n = 53)**

(Ducas, Michaud-Oystryk, & Speare 2020)

# How librarians acquired new skills

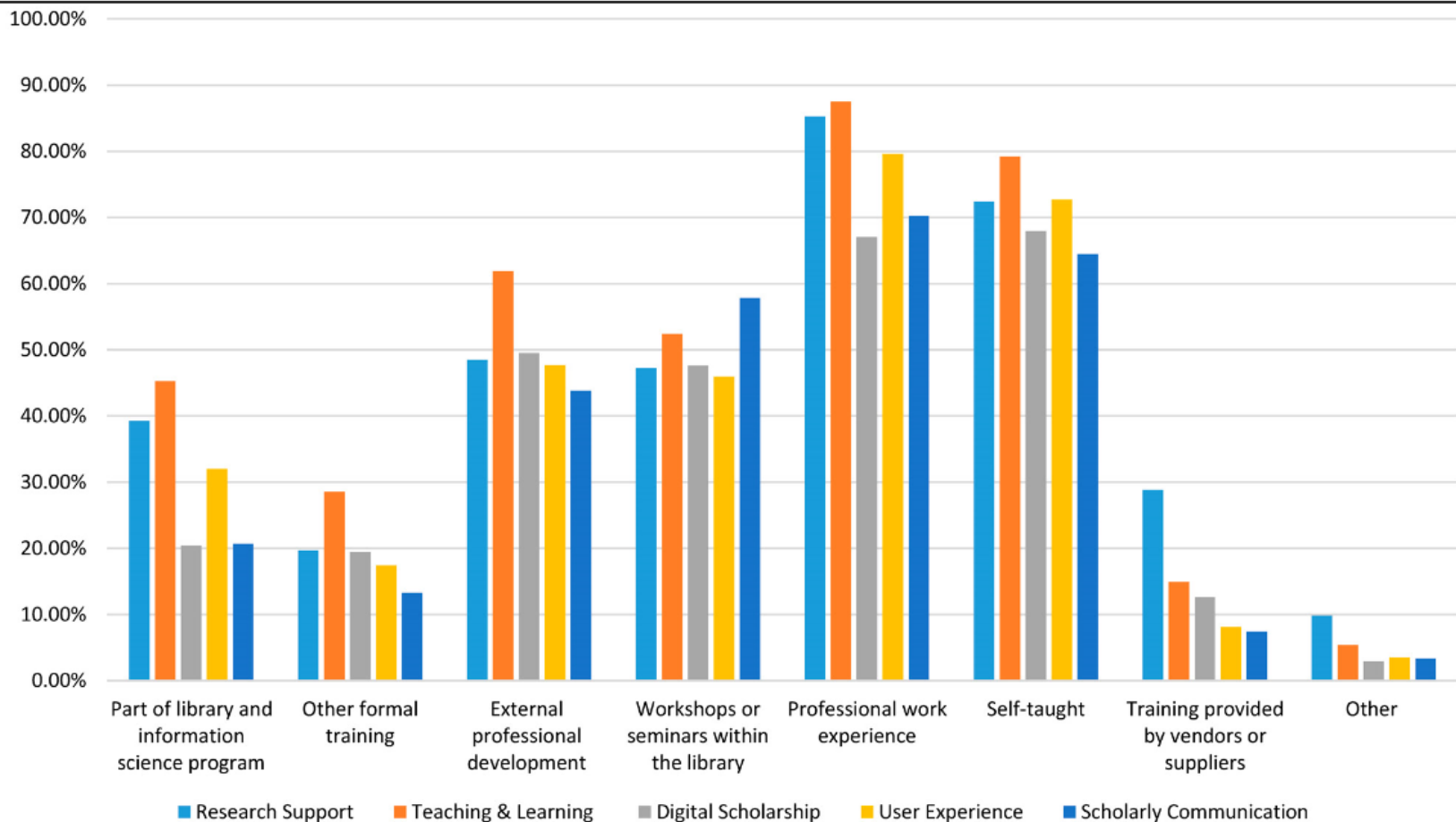
- Professional work experience (1<sup>st</sup>)
- Self-teaching (2<sup>nd</sup>)
- External professional development activities
- Attending workshops or seminars within the library
- Library and information science programs and other formal training is **considerably lower.**

(Ducas, Michaud-Oystryk, & Speare 2020)



## FIGURE 2

### How were your skills and knowledge acquired?



(Ducas, Michaud-Oystryk, & Speare 2020)

# New vs. traditional vs hybrid roles

- **New = Research Support, Teaching and Learning, Digital Scholarship, User Experience, or Scholarly Communication**
- **Traditional = Reference, instruction, cataloguing, collection development, or administration**
- **13% (N=21) perform only new roles**
- **44% (N=72) perform only traditional roles**
- **44% (N=72) perform hybrid roles**

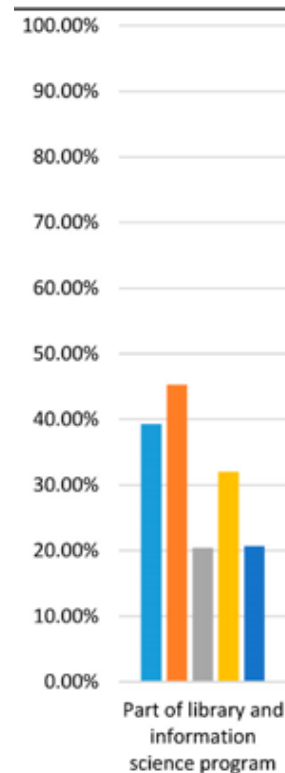
(Ducas, Michaud-Oystryk, & Speare 2020)

# Trends in library jobs

- **Scholarly Communication** ■
- **Research Support** ■
- **User Experience** ■
- **Teaching and Learning** ■
- **Digital Scholarship** ■

(Sanches 2022)

# How skills and knowledge are acquired



(Ducas, Michaud-Oystryk, & Speare 2020)

# Job Trends in Library and Information Science

- **Digital Scholarship**
- **Research Support**
- **Scholarly Communication**
- **Teaching and Learning**
- **User Experience**

(Sanchez 2022)



**Is this our fate?**

---

# WHAT IS OUR FATE?

---

# AI: Chat GPT



# Bio from Chat GPT

Lynn Silipigni Connaway is a highly accomplished information scientist and a **senior research scientist** at OCLC, a global library cooperative. She has made significant contributions to the field of library and information science, especially in the areas of user behavior and information-seeking practices.

Lynn earned her Ph.D. in Library and Information Science from **the University of Pittsburgh in 2002**, and since then has been involved in numerous research projects focused on exploring the changing landscape of information-seeking behavior in the digital age.

Her research has been widely published and cited, and she has received numerous awards and honors for her work, including the ALISE/Bohdan S. Wynar Research Paper Competition Award and **the OCLC Online Computer Library Center Award for Research.**

In addition to her research, Lynn is a highly sought-after speaker and presenter, and has delivered keynote speeches and presentations at conferences and workshops all over the world. She is also a highly regarded educator and mentor, and has taught courses in library and information science at the University of Denver, **the University of North Carolina, and Florida State University.**



Reimagining Descriptive Workflows" by OCLC is a research report that explores the major themes related to metadata creation and management in libraries, archives, and museums. The report identifies several challenges faced by institutions in these fields and proposes potential solutions to address them. Some of the major themes covered in the report are:

1. **Collaboration and Community:** The report highlights the importance of collaboration and community building in metadata creation and management. It suggests that institutions should work together and share expertise, tools, and resources to enhance metadata quality and efficiency.
2. **Automation and Artificial Intelligence:** The report discusses the potential of automation and artificial intelligence (AI) in metadata creation and management. It suggests that institutions can use AI to improve metadata quality, reduce errors, and increase efficiency.
3. **Linked Data:** The report explores the concept of linked data and its potential for enhancing metadata interoperability and accessibility. It suggests that institutions should adopt linked data principles and technologies to improve metadata sharing and reuse.
4. **User-Centered Design:** The report emphasizes the importance of user-centered design in metadata creation and management. It suggests that institutions should consider user needs and preferences when designing metadata workflows and interfaces.

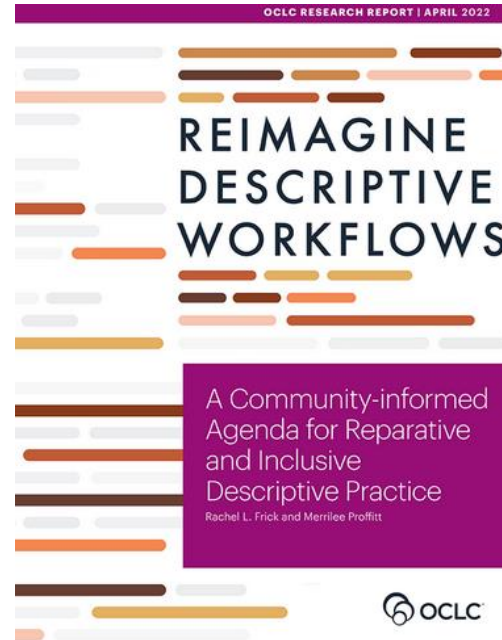


# What Chat GPT missed



No mention of:

- Power
- Racism
- Privilege
- White



## Bard is an experiment

As you try Bard, please remember:

**Bard will not always get it right**

Bard may give inaccurate or inappropriate responses.



**“We’re stumbling into a massive game of AI misinformation telephone, in which chatbots are unable to gauge reliable news sources, misread stories about themselves, and misreport on their own capabilities.”**

**(Vincent 2023)**

# AI: Otter.ai

- **Upload audio or video files or synch media files automatically from Dropbox for real time, accurate transcripts**
- **Allows ability to comment and collaborate on transcripts in real time**



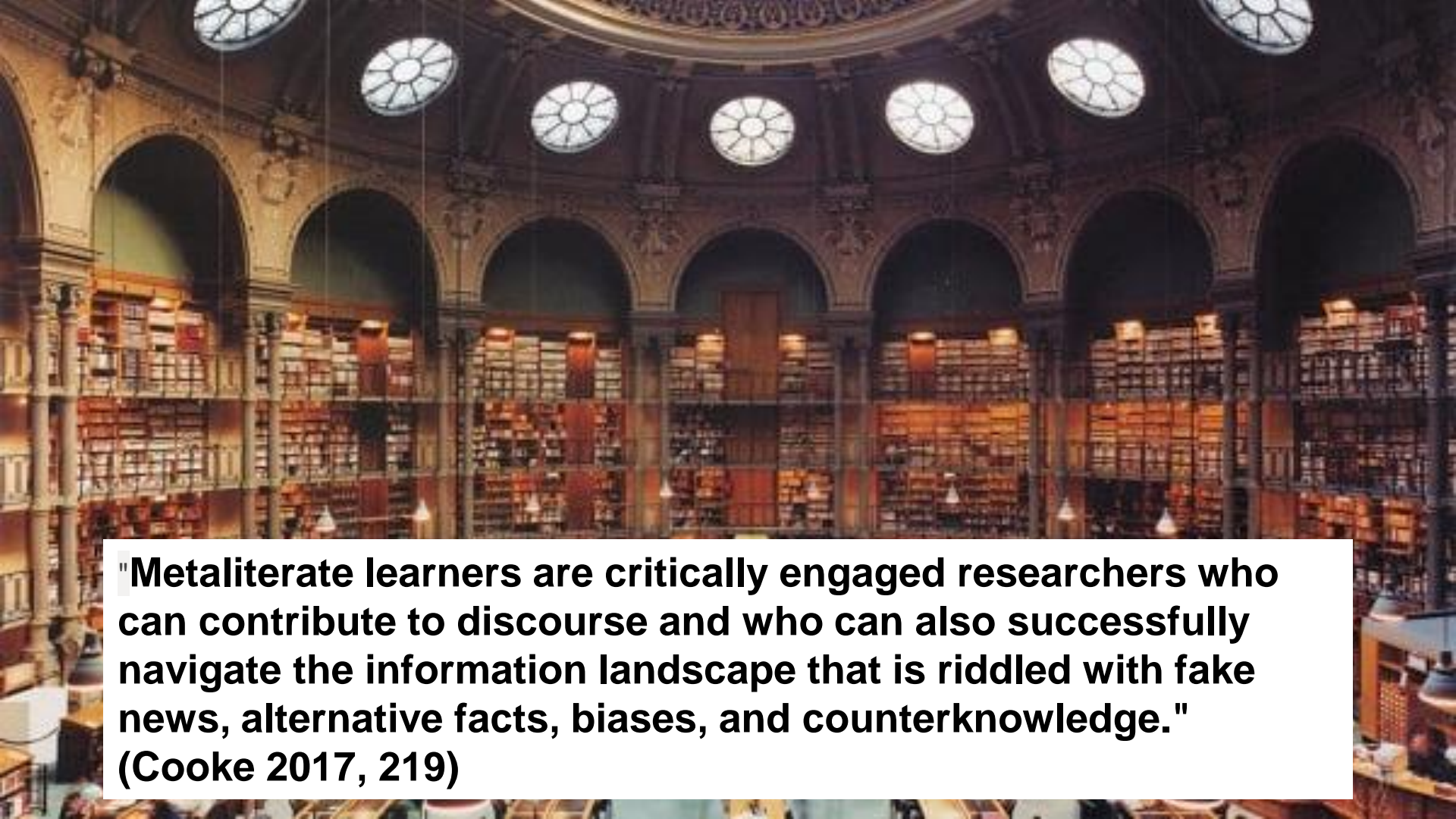
# Opportunities for Information Professions

- **Change the type of metadata we are creating**
- **Revamp our ontologies, collection policies**
- **Test, use, and teach new technologies and applications**
  - **CORE-GPT**
    - Answer not just drawn from the model itself, as is done with ChatGPT and others, but is based on corpus of 34 million open access scientific articles
    - Provides citations
- **Metaliteracy**

# Information Literacy to Metaliteracy

**“Metaliteracy is an overarching and self-referential framework that integrates emerging technologies and unifies multiple literacy types...expands the scope of generally understood information competencies and places a particular emphasis on producing and sharing information in participatory digital environments.”**

(Mackey & Jacobson 2011, 62–63)



**"Metaliterate learners are critically engaged researchers who can contribute to discourse and who can also successfully navigate the information landscape that is riddled with fake news, alternative facts, biases, and counterknowledge."  
(Cooke 2017, 219)**



**Build relationships**

**“In order to become the hub of an academic’s work, the library needs to provide connections—between activities, and between people.”**


**(Tancheva et al. 2016, 36)**





**“Knowledge is created through conversation—if you’re in the knowledge business, you’re in the conversation business.”**

**(Lankes 2016, 23)**



**“By focusing on relationship building instead of service excellence, organizations can uncover new needs and be in position to make a stronger impact.”**

**(Mathews 2012, 9)**



Is this our fate?

# Questions & Discussions

# Thank you!

**Lynn Silipigni Connaway, PhD**

Executive Director, Research

OCLC Research

connawal@oclc.org

@LynnConnaway

**Because  
what is  
known must  
be shared.<sup>SM</sup>**

# References

- Connaway, Lynn Silipigni, comp. 2015. *The Library in the Life of the User: Engaging with People Where They Live and Learn*. Dublin, OH: OCLC Research. <http://www.oclc.org/content/dam/research/publications/2015/oclcresearch-library-in-life-of-user.pdf>.
- Connaway, Lynn Silipigni. 2013. "Chapter Twelve." In *Library 2020: Today's Leadings Visionaries Describe Tomorrow's Library*, edited by Joseph Janes, 83-87. Lanham: Scarecrow Press.
- Connaway, Lynn Silipigni, and Ixchel M. Faniel. 2015. "Reordering Ranganathan: Shifting User Behaviours, Shifting Priorities." *SRELS Journal of Information Management* 52, no. 1: 3–23. <http://i-scholar.in/index.php/sjim/article/view/60392/51360>.
- Connaway, Lynn Silipigni, Vanessa Kitzie, Erin M. Hood, and William Harvey. 2017. *The Many Faces of Digital Visitors & Residents: Facets of Online Engagement*. With contributions from Allison Benedetti, Agustí Canals, Liliana Gregori, Eva Ortoll Espinet, Daniel Lozano, Melissa Man, Josep Cobarsí Morales, Sara Giuliana Ricetto, Riccardo Melgrati, Eva M. Méndez Rodríguez, Andrea Sada, Peter Sidorko, Paolo Sirito, Virginia Steel, Titia van der Werf, and Esther Woo. Dublin, OH: OCLC Research. [doi: 10.25333/C3V63F](https://doi.org/10.25333/C3V63F).
- Connaway, Lynn Silipigni, and Marie L. Radford. 2005-2007. *Seeking Synchronicity: Evaluating Virtual Reference Services from User, Non-User, and Librarian Perspectives*. Funded by Institute for Museums and Library Services Research Grant. <http://www.oclc.org/research/activities/synchronicity/default.htm>
- Cooke, Nicole. (2017). Posttruth, Truthiness, and Alternative Facts: Information Behavior and Critical Information Consumption for a New Age. *The Library Quarterly*. 87. 211-221. 10.1086/692298.

# References

Dempsey, Lorcan. 2015. "Environmental Trends and OCLC Research." Presented at the University of Notre Dame, Notre Dame, Indiana, September 28. <http://www.oclc.org/content/dam/research/presentations/dempsey/dempsey-notre-dame-oclc-research-2015.pptx>.

Ducas, A., Michaud-Oystryk, N., & Speare, M. (2020). Reinventing ourselves: New and emerging roles of academic librarians in Canadian research-intensive universities. [<https://mspace.lib.umanitoba.ca/handle/1993/36364>]

Frick, Rachel L., and Merrilee Proffitt. 2022. *Reimagine Descriptive Workflows: A Community-informed Agenda for Reparative and Inclusive Descriptive Practice*. Dublin, OH: OCLC Research. <https://doi.org/10.25333/wd4b-bs51>.

Knievel, J., Wicht, H., & Connaway, L. S. (2006). Use of circulation statistics and interlibrary loan data in collection management. *College & Research Libraries*, 67(1), 35-49. [Available: <http://crl.acrl.org/content/67/1/35.full.pdf+html>]

Lankes, R. David. 2016. *The New Librarianship Field Guide*. Cambridge: MIT Press.

Mathews, Brian. 2012. *Think Like a Startup: A White Paper to Inspire Library Entrepreneurialism*. <http://chronicle.com/blognetwork/theubiquitouslibrarian/2012/04/04/think-like-a-startup-a-white-paper/>

McDiarmid, E. W. 1940. *The Library Survey: Problems and Methods*. Chicago: American Library Association.

OhioLINK Collection Building Task Force, Julia Gammon, and Edward T. O'Neill. 2011. *OhioLINK–OCLC Collection and Circulation Analysis Project 2011*. Dublin, Ohio: OCLC Research. <http://www.oclc.org/research/publications/library/2011/2011-06r.htm>

# References

- Ranganathan, Shiyali Ramamrita. 1931. *The Five Laws of Library Science*. London. Edward Goldston, Ltd.
- Sanches, T. (2022). Connecting New Trends and New Skills for Academic Librarians. In *European Conference on Information Literacy* (pp. 617-628). Springer, Cham.[ [https://www.researchgate.net/profile/Tatiana-Sanches-2/publication/359749086\\_Connecting\\_New\\_Trends\\_and\\_New\\_Skills\\_for\\_Academic\\_Librarians/links/62544cf1cf60536e2354f006/Connecting-New-Trends-and-New-Skills-for-Academic-Librarians.pdf](https://www.researchgate.net/profile/Tatiana-Sanches-2/publication/359749086_Connecting_New_Trends_and_New_Skills_for_Academic_Librarians/links/62544cf1cf60536e2354f006/Connecting-New-Trends-and-New-Skills-for-Academic-Librarians.pdf)]
- Sanches, T. (2022). Connecting New Trends and New Skills for Academic Librarians. In *European Conference on Information Literacy* (pp. 617-628). Springer, Cham.[[https://www.researchgate.net/profile/Tatiana-Sanches-2/publication/359749086\\_Connecting\\_New\\_Trends\\_and\\_New\\_Skills\\_for\\_Academic\\_Librarians/links/62544cf1cf60536e2354f006/Connecting-New-Trends-and-New-Skills-for-Academic-Librarians.pdf](https://www.researchgate.net/profile/Tatiana-Sanches-2/publication/359749086_Connecting_New_Trends_and_New_Skills_for_Academic_Librarians/links/62544cf1cf60536e2354f006/Connecting-New-Trends-and-New-Skills-for-Academic-Librarians.pdf)]
- Sarah Shreeves, Thomas Habing, Kat Hagedorn, and Jeffrey [A.] Young. 2005. "Current Developments and Future Trends for the OAI Protocol for Metadata Harvesting." Forthcoming in *Library Trends*, 54,1 (Summer).
- Tancheva, Kornelia, Gabriela Castro Gessner, Neely Tang, Erin Eldermire, Heather Furnas, Darcy Branchini, and Gail Steinhart. 2016. *A Day in the Life of a (Serious) Researcher: Envisioning the Future of the Research Library*. <http://www.sr.ithaka.org/publications/a-day-in-the-life-of-a-serious-researcher/>.