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IFLA Trend Report on the Evolving Information Environment

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Secretary General

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The IFLA Trend Report

- Is research by IFLA as a foundation for our advocacy and policy, and for use by our members
- Looks across society and access to the digital information environment to identify high level trends which will affect our future information environment
- Brings together the ideas of a range of experts from different disciplines (social scientists, economists, education specialists, lawyers and technologists)

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- better described as the IFLA Trend ‘Resource’ – a comprehensive, and ever evolving, repository of information and forum for discussion among IFLA members

- Is a starting point for libraries and library associations to consider how they fit in to the fast changing global information economy

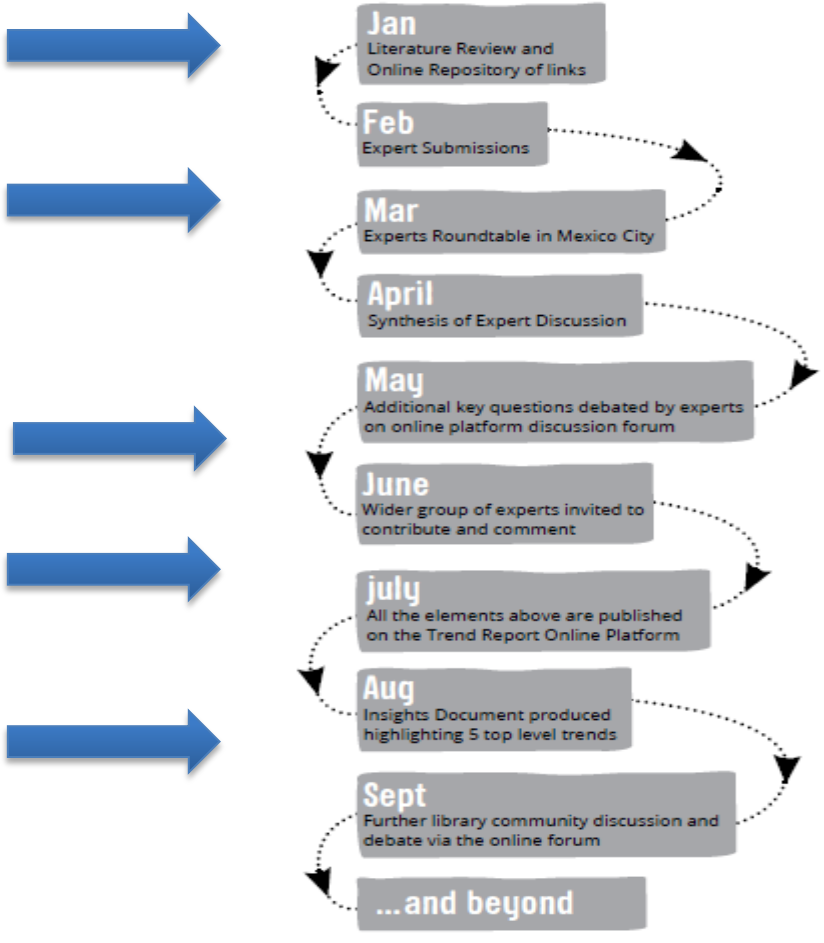
Literature Review

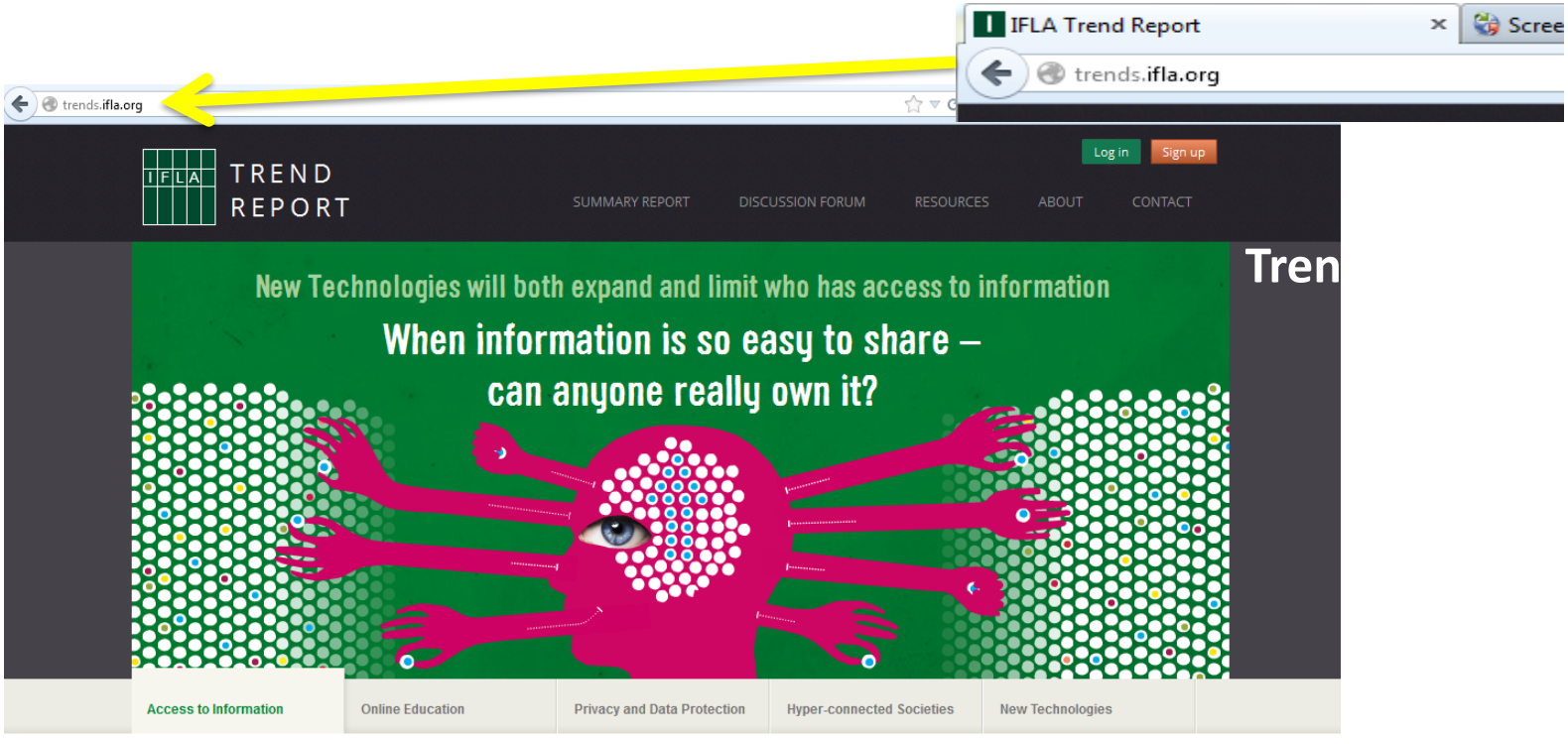
Expert discussions

Wider consultation

Construction of web platform, Insights

Launch August 2013 ….
And over to you





WHAT IS THE IFLA TREND REPORT?

The IFLA Trend Report is a dynamic and evolving collection of online resources designed to foster further discussion and debate about future priorities within the global library community.

The materials provided on this online platform have been used to identify the high level trends which will affect our future information environment – and were drawn together based upon input from a wide range of non-library experts from different disciplines.

- Find out more about the **context and vision** behind the Trend Report and how it was put together.
- Learn about **How to Use the Trend Report** materials and the range of different resources on offer.

DISCOVER THE TRENDS

Our information environment is constantly changing. **How will we access, learn from, protect, use and benefit from information in an increasingly hyper-connected world?** We have identified five top level trends which will play a key role in determining our future information ecosystem:

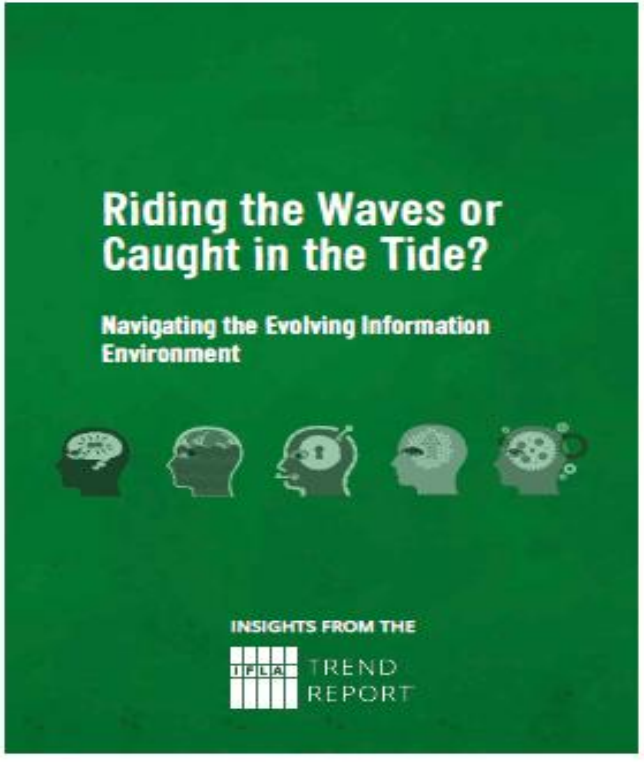
TREND 1 New Technologies will both expand and limit who has access to information.

TREND 2 Online Education will democratise and disrupt global learning.

TREND 3 The boundaries of Privacy and Data Protection will be redefined.

TREND 4 Hyper-connected societies will listen to and empower new voices

http://trends.ifla.org/summary-report



TREND 1:

NEW TECHNOLOGIES WILL BOTH EXPAND AND LIMIT WHO HAS ACCESS TO INFORMATION

TREND 2:

ONLINE EDUCATION WILL TRANSFORM AND DISRUPT TRADITIONAL LEARNING

TREND 3:

THE BOUNDARIES OF DATA PROTECTION AND PRIVACY WILL BE REDEFINED

TREND 4:

HYPER-CONNECTED SOCIETIES WILL LISTEN TO AND EMPOWER NEW GROUPS

TREND 5:

THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES

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Trend 1: new technologies will both expand and limit who has access to information

An ever-expanding digital universe will **bring a higher value to information literacy skills** such as basic reading and competence with digital tools. People who lack these skills will face barriers to inclusion in a growing range of areas. The nature of **new online business models** will heavily influence who can successfully own, profit from, share or access information in the future.

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Trend 2: Online education will democratise and disrupt global learning

The rapid global expansion in online education resources will **make learning opportunities more abundant, cheaper and more accessible**. There will be **increased value** on lifelong learning and **more recognition** of non-formal and informal learning.

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Trend 3: The boundaries of privacy and data protection will be redefined

Expanding data sets held by governments and companies will **support the advanced profiling** of individuals, while sophisticated methods of monitoring and filtering communications data will make tracking those individuals cheaper and easier. Serious **consequences for individual privacy and trust** in the online world could be experienced.

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Trend 4: Hyper-connected societies will listen to and empower new voices and groups

More opportunities for **collective action** are realised in hyper-connected societies – enabling the rise of new voices and promoting the growth of single-issue movements at the expense of traditional political parties. Open government initiatives and **access to public sector data** will lead to more transparency and citizen-focused public services.

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Trend 5: the global information economy will be transformed by new technologies

Proliferation of hyper-connected mobile devices, networked sensors in appliances and infrastructure, 3D printing and language-translation technologies will transform the global information economy. Existing **business models across many industries will experience creative disruption** spurred by innovative devices that help people remain economically active later in life from any location.

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The changing needs of employers?

Positioning – being in the proper or appropriate place with regard to the changing circumstances and conditions,

- for example, need to understand the trends and impacts of the current and emerging information environment and information economy, and interpret these in a library and information services context; such as the *ALIA Future of the Profession report* as a starting point

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Perspective – a view of the relation of parts to one another and to the whole

- for example, act on the reality that library and information services are increasingly part of the information economy and information chain, and the creation and keeping of knowledge;

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Context – the circumstances or facts that surround a particular situation;

- for example the cultural, social and societal responsibilities of libraries and information services

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The curriculum

Challenge to produce professionals who: understand the trends and impacts of the information environment, why things happen and why they look how they look [positioning, perspective and context]; have the required professional KSA's; and can move into libraries as change agents, when what they are mainly thinking about is getting the degree, getting the job

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LIS Core knowledge, skills and attributes

The ALIA Core Knowledge statement is very sound; should it be more explicit about the positioning, perspective and context of trends in the emerging information environment?

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Some collisions of the Trends that challenge the status quo for library and information services

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Access to information (1) / new technologies transforming economy (5)

- When information is so easy to share – can anyone really own it? Core business is now digital rights management in public and private domains, which moves libraries deep into the information economy
- New technologies have disrupted the traditional information chain (creator, publisher, rights holder, distributor, retailer, library, reader), challenged established business models and regulatory frameworks, while facilitating new sources of competition and new access models. Who benefits?

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- The algorithm has all the answers – so what's a library? [also "Librarians will become the solvers of problems automated systems like Google cannot solve" - Mark Pesce in ALIA Future of the Profession report]
- It's all about metadata/big data [managing across the information chain]
- Digital heritage – "what are you doing about Bit Rot?" [Vint Cerf, one of the fathers of the Internet]

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The rise of new technologies (1) and the end of privacy (3)?

- Please switch off your wearable technology?
- We promote libraries as ‘safe’, but do we need to redefine what this means in both physical place and digital space?
- “Privacy is theft” (Dave Eggers, The Circle, 2013)
- Libraries are part of the new information-mining business model

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Online education disruption (2) / global information economy transformed (5)

- Retaining language and cultural integrity – the machine is the translator
- Education goes global and mobile…but loses tactile and local?

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Empower new voices and groups and expanding access to information

- Breaking down barriers of information and media literacies
- Libraries being at the centre of citizen engagement in open government and civil society activities - neutrality
- Technology as an enabler, the library as the creative environment

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When your phone, your car and your wristwatch know where you are at all times – who runs your life?

Thank you,