Internet Librarian International 2011: Conference Preview

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www.Internet-librarian.com

Forty-five percent of Internet users in the UK now choose to go online using their mobile phones, according to research released by the Office for National Statistics at the end of August. This is up from 31% in 2010 and is a graphic illustration of just one area of the rapid changes in information consumption that are challenging many information professionals. Others will be pondering the launch and speedy growth of new social network Google+. Is it just a flash in the pan and if not, should it be rolled into existing social media initiatives? If so, how to manage the increased workload with already thin resources? And what about the rise of tablet devices, or the impact of citizen journalism, or linked data? Internet Librarian International (ILI), which takes place in London on 26-28 October, aims to help with all these challenges.

ILI's primary focus is case studies of innovation and technology in action in a variety of library settings. This year, more than 30 case studies are featured from around the world, including the United Kingdom, Norway, Sweden, Belgium, Hungary, the United States and Australia.

This year's conference theme is 'Navigating the New Normal – Strategies for Success'. The conference programming committee have been acutely aware of the economic climate and the accompanying challenges faced by all information professionals – a situation which is expected to remain in place for the foreseeable future, hence the 'new normal' theme.

But as Conference Chair Marydee Ojala explains, innovation and experimentation are still taking place. "Internet librarians -- and we use 'librarians' in its broadest possible sense -- are amazingly proficient at revolutionising their work environments, at understanding and utilising new technologies, and at bringing creative thinking to problem solving and it is these areas that underpin this year's programme."

The new normal isn't just about austere budgets, it's also about new technologies and new ways of working. Explains Ojala: "The new normal is having library patrons, users, customers and clients who know as much (or more) about technology as we do. It's about partnerships and transparency, about new ways to develop and disseminate knowledge, about the increasing importance of communication skills, and about opening up access to information, data, and knowledge. "

The theme is taken up by the conference

keynotes. The opening keynote will be delivered by Klaus Tochtermann, Director of the German National Library of Economics and Professor of Computer Media at the University of Kiel. With a background in both computer science and digital libraries, Professor Tochtermann will share his vision of the future of the Internet and how it will affect information professionals and libraries, based around the four elements of the future Internet that he has identified: the Internet of content and knowledge, the Internet by and for people, the Internet of things, and the Internet of service. At the German National Library of Economics, Tochtermann has introduced innovative new technologies, social media, and international professional networking, including EconBot and EconBiz.

On day two, the keynote will explore 'Digital Innovations: harnessing the power of technology and social media' with journalist Kevin Anderson and social software consultant Suw Charman-Anderson. Kevin Anderson was the BBC's first UK online journalist and, later, digital research editor for The Guardian. He focuses on the evaluation and adaption of digital innovations.

Suw Charman-Anderson was an early advocate of

blogs and wikis. Issues around data journalism, social media, semantic search, digital rights and press freedom will resonate with information professionals, particularly as citizen journalism continues to transform news gathering and dissemination.

To help delegates focus on topics of particular interest, ILI is organised into six tracks.

Track 1, 'Technology Developments and Trends' is

kicked off by UKOLN's Brian Kelly and Åke Nygren

of Stockholm Public Library who will explore what's on the technology horizon. The track includes a presentation from Andrew Woolfson of law firm Reynolds Porter Chamberlain LLP who will explain how RPC have developed 'Edge', a new social platform designed to understand the way people work, married to the attributes of social media within the unique demands of a legal environment. Other speakers in this track include the Open University's Tony Hirst, the University of Huddersfield's Dave Pattern and Bryony Ramsden, and Rurik Thomas Greenall from Norway's NTNU.

Track 2, 'New Models for the New Normal', includes presentations from Linda Vidlund and Cecilia Petersson from Uppsala University Library, who will talk about how they are experimenting with technologies such as QR codes to find out how digital materials can be made more visible in the physical library, and how the library can become both a social and a learning space. Other speakers in this track come from the European Bank for Reconstruction and Development, the Wellcome Trust, the Scottish Qualifications Authority and Dstl.

Track 3 focuses on 'Transforming Resource Management', and kicks off with a look at the e-book revolution in libraries. Kate Worlock of industry analyst firm Outsell will reveal some of the publishing trends underlying the future development of e-books. Ceri Hughes of KPMG will discuss experimenting with eResources to keep a dispersed and highly mobile workforce informed. Trevor Dawes and Jennifer Baxmeyer of Princeton University will talk about how Princeton's university library prepared for a programme to circulate electronic devices such as Kindles and iPads to library patrons. Also in this track, Hugh Look will present the first compre-

hensive look at the JISC Collections review of its banding scheme.

On Day 2 of the conference, the 'Search and Discovery' track will feature conference favourites Phil Bradley and Karen Blakeman as well as an examination of the state of play of linked data and Web scale discovery.

The 'New Users, New Audiences, New Behaviours' track focuses on new ways to engage and understand users, and to develop services accordingly. Joanna Ptolomey discusses a case study that looks at the information community journey of Long Term Conditions Scotland and asks if community members can effectively curate and moderate content for themselves. As Ptolomey explains, people who are ill are on a real information journey which could involve many different agencies, each with their own unique, closed information systems. But perhaps the key to delivering such services, argues Ptolomey, lies in the community itself.

Finally, a highlight of the 'Teaching Others, Developing Ourselves' track will be Michael Stephens of San Jose State University, who will present an overview of emerging literacies related to digital media, information exchange and education.

Such thought-provoking speakers feed directly into one of the main high points of any ILI conference – the networking among delegates. "With attendees from more than 30 countries and from academic, public, corporate, government, medical and law libraries there are always fascinating cross-sectoral discussions between delegates which continue long after the conference has finished", commented Conference

Co-Chair David Raitt. "Delegates also come from a variety of non-traditional information settings, with roles as diverse as Web designer, systems professional or independent researcher, which adds to the depth and variety of experiences which can be shared", he continues.

Katherine Allen is Publisher of www.infotoday.eu *and Event Director for Internet Librarian International*

Discounts for UKEIG members

UKeiG has negotiated a 20% discount for UKeiG members registering with the discount code UKEIG20.

Further Information:
Internet Librarian International 2011
27 & 28 October
Workshops 26 October
Copthorne Tara Hotel, London, UK

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