



Professions Australia 2005

“facing a major skills challenge across a number of professional occupations”

“new technologies are resulting in significant transformation in the contemporary workforce”

“current approaches to professional skills development may be inadequate”



I regularly use social media technologies and applications

1. Daily, I can't live without it
2. A couple of times a week
3. A couple of times a month
4. Once or twice a year
5. What's social media?

How many hours of video are uploaded to YouTube per minute?

1. 6 hour
2. 17 hours
3. 48 hours
4. 101 hours
5. 213 hours

How many new twitter messages or 'tweets' are there per day?

1. 13 million
2. 33 million
3. 200 million
4. 65 billion
5. 87 billion

How many hours does a person spent on facebook per month?

1. 3 hours
2. 7 hours
3. 15 hours
4. 27 hours
5. 33 hours

Web 2.0 requires an LIS professional with a new type of skill and knowledge.

Enter Librarian 2.0!



The 'issue' of library education

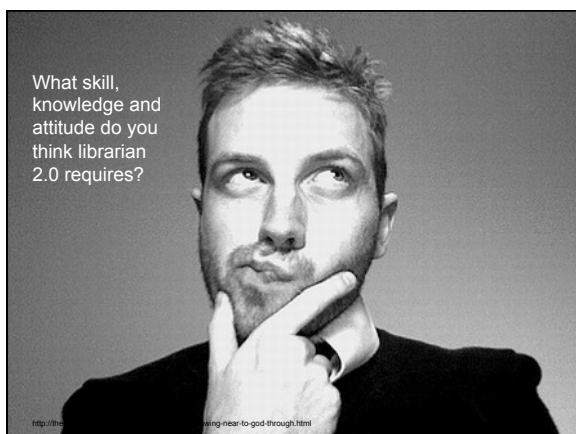
- "a crisis in library education" (Gorman, 2004)
- "something's amiss with university based education for librarianship" (Harvey, 2001)
- "a fresh approach needs to be taken considering the education and development of the new information professional" (Myburgh, 2003)
- "many librarians have little firsthand experience with library education after they graduate" (Moran, 2001)
- "LIS educators can be totally out of touch with current industry practice" (Hallam, 2007)



The fellowship program will:

1. Identify the current and anticipated skills and knowledge required by successful library and information science professionals in the age of web 2.0 (and beyond)
2. Establish the current state of library and information science education in Australian for supporting the development of "web 2.0 professionals"
3. Identify models of best practice

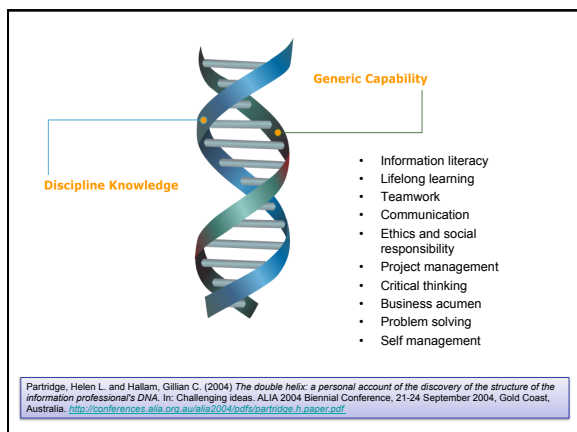
What skill, knowledge and attitude do you think librarian 2.0 requires?



8 key themes

- Technology
- Learning and education
- Research or evidence based practice
- Communication
- Collaboration and team work
- User focus
- Business savvy
- Personal traits

Partridge, H., Lee, J. & Munro, C. (2010) Becoming librarian 2.0: the skills and knowledge required by library and information science professionals in a web 2.0 (and beyond) world. *Library Trends*, 59(1/2), 315-335.



"Even if you were flexible you have to be even more so, you have to be even more inquisitive, you have to be even more multi-tasked, more multi-skilled".

"people who have these skills are 1 in 100, [the] challenge is to make it the norm"

"not just one person, everyone has to be there, we all have to be competent at a level"

"everybody not just the hero worker"

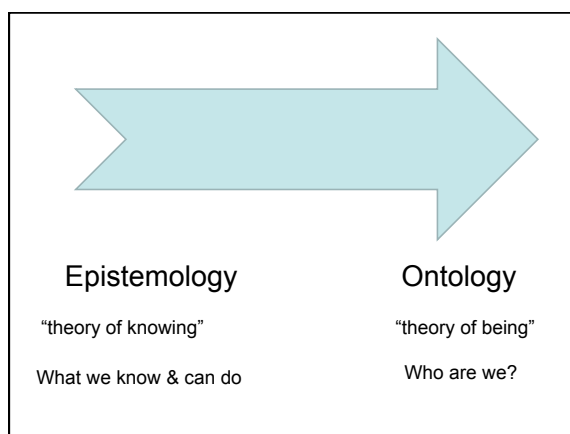
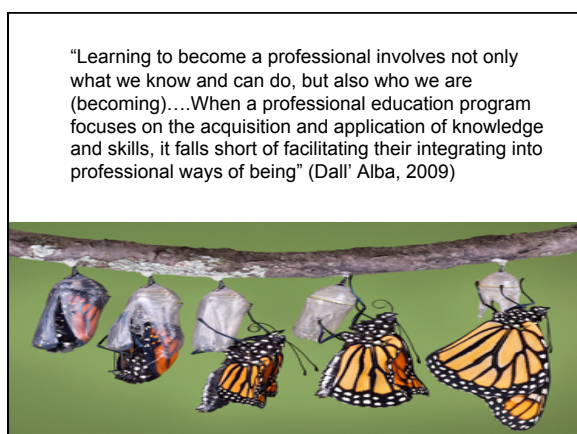
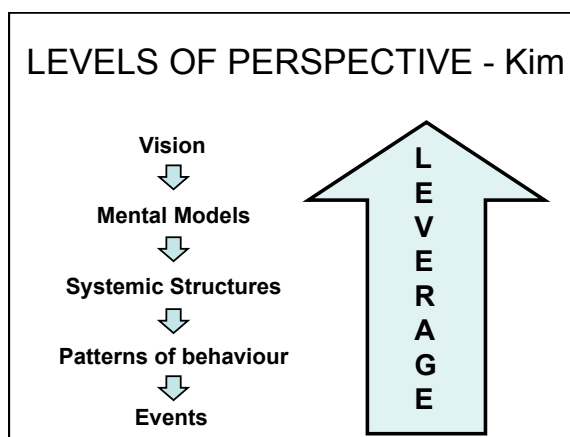
"raising of the bar for the profession"

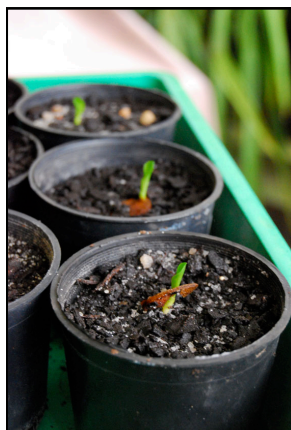
"isn't room for average, mediocre librarians anymore".

But the *key* and most *interesting* element.....

A few quotes.....

- Cultural change
- Paradigm shift
- A new way of thinking
- Its an attitudinal thing
- Mindset shift
- How you think about your profession has to change
- Shift in ideas
- A new way of thinking about librarianship
- A shift in thinking is required
- More vision
- being the people we want
- move away from our focus on our systems and processes
- It's a mental thing






Knowledge and skills acquisition does not ensure skilful practice. This is not to deny the importance of knowledge and skills but, rather, to argue that their acquisition is insufficient for enacting skilful practice and for transformation of the self that achieving such practice inevitably involves. By focusing on epistemology, we fail to facilitate and support this **transformation**" (Dall' Alba, 2005)

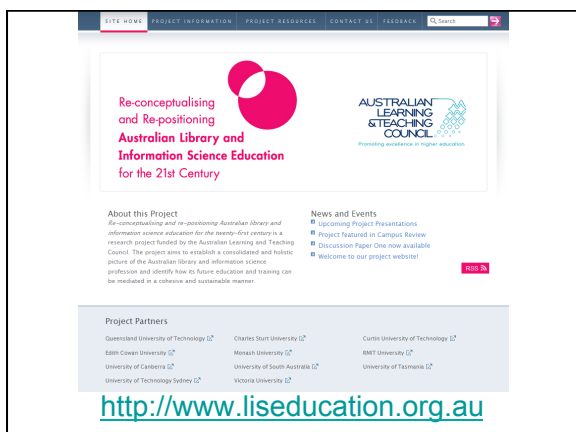
"a students engineering education should be focused on them developing an identity as a professional engineer. This identify not only includes the knowledge and skills usually developed in engineering programs, but attitudes and self beliefs towards being able to practice as an engineer" (Mann, Howard, Nouwens, & Martin, 2009)

BUT....what does it mean to be a library and information professional in a world of web 2.0 (and beyond)?




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Re-conceptualising and Re-positioning Australian Library and Information Science Education for the 21st Century

ABOUT THIS PROJECT
 Re-conceptualising and re-positioning Australian library and information science education for the twenty-first century is a research project funded by the Australian Learning and Teaching Council. The project aims to establish a consolidated and holistic picture of the Australian library and information science profession and identify how its future education and training can be mediated in a cohesive and sustainable manner.

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