

I don't want to be a bouncer  
at the digital party

Roles for 21<sup>st</sup> century visual  
resources professionals



# What do we think our jobs have been about in the last ten years?

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- Helping to create teaching assets (slides or digital images)
- Helping to catalog or classify those for retrieval and to provide information
- Providing service to users (finding assets, using assets)
- Building systems that hopefully have something to do with the first 3 points



# OK, let's look at those points

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- Challenge those assumptions of our duties from the ground up
- Our role is not a gate-keeper, but a facilitator
- Acknowledge that the digital universe is big, sloppy, asynchronous, and collaborative by nature and that nature does not have to be “corrected” nor necessarily controlled



# Creating assets

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- Our users can find and create assets as readily as we can in the digital universe—they don't need us to develop film or even do photography or scanning directly
- What's our first impulse?



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But it's not as good as mine!



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- Is that true?
  - Does it meet their needs in terms of simplicity, self-sufficiency, seamlessness, timeliness?
  - What can be learned from studying our users and the assets that they create in this manner starting without bias—what is *right* with Flickr?



## A relevant report:

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- **The 2003 OCLC Environmental Scan: Pattern Recognition** (Dublin, OH: OCLC Online Computer Library Center, Inc., 2004) ISBN: 1-55653-351-9

Updated online:

[www.oclc.org/membership/escan](http://www.oclc.org/membership/escan)



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- The OCLC 2003 report was a response to the concerns of librarians dealing with Google—helped examine and debunk the notion that Google is always inferior to mediated library services. VR people are now in the same boat with Flickr—and we need to embrace what it can do successfully



# Cataloging assets

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- Our patrons are using social tagging to add their own sense of meaning and organization to images and other digital assets
- What's our first impulse?



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But it's not as good as mine!



# Another relevant report

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- <http://www.loc.gov/bibliographic-future/>



## BIBLIOGRAPHIC CONTROL

## Working Group on the Future of Bibliographic Control



- ➔ [Working Group Home](#)
- ➔ [About the Working Group](#)
- ➔ [Meetings](#)
- ➔ [Contact Us](#)

**Related Resources at the Library**

- [Bicentennial Conference on Bibliographic Control for the New Millennium \(2001\)](#)
- [Cataloging, Classification](#)
- [Readings in Cataloging and Metadata Education](#)
- [Resources for Librarians and Archivists](#)
- [Standards at the Library of Congress](#)

**Charge**

The charge of the Working Group on the Future of Bibliographic control is to:

- Present findings on how bibliographic control and other descriptive practices can effectively support management of and access to library materials in the evolving information and technology environment
- Recommend ways in which the library community can collectively move toward achieving this vision
- Advise the Library of Congress on its role and priorities

**News****January 10, 2008**

[Final Report of the Working Group on the Future of Bibliographic Control](#) now available.

**November 30, 2007**

[Draft final report \(for comment\) now available](#) -- comments accepted until December 15, 2007.

**November 16, 2007**

[View a webcast of the November 13, 2007 presentation](#) of the working group's *Interim Draft Report and Recommendations*.

**October 30, 2007**

[Working Group on the Future of Bibliographic Control To Present Draft Report on Nov. 13.](#)

➔ [More News](#)



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- Many of the points made in this report can be extended beyond bibliographic control to image database and services, even looking at the index of the report



# Increase the Efficiency of Production and Maintenance

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“artisanal cataloging”

....and we ain't talking about  
cheese. We need to stop  
treating what could be  
copy/shared cataloging as if  
it were rare material.



# Eliminate Redundancies

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- ① Through the use of relational databases where appropriate
- ① Through the use of shared cataloging (Not necessarily the same as “copy” cataloging)



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Make Use of More  
Bibliographic Data Available  
Earlier in the Supply Chain



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Re-purpose Existing  
Metadata for Greater  
Efficiency



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**-Examine the Current  
Economic Model for Data  
Sharing in the Networked  
Environment**



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- Develop Evidence about Discovery Tools
  - Increase Incentives for **Sharing**  
Bibliographic Records (and images)



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- **Enhance Access to Rare, Unique, and Other Special Hidden Materials**
  - Streamline Cataloging for Rare, Unique, and other Special Hidden Materials, Emphasizing Greater Coverage and Broader Access
  - Integrate Access to Rare, Unique, and Other Special Hidden Materials with Other Library Materials.....



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- Encourage Digitization to Allow Broader Access



# Position our Technology for the Future

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- ◉ Web 2.0; Web 3.0
- ◉ Extensible and flexible metadata carriers
  - XML

Integrate standards in a web  
environment



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- ① Develop Standards with a Focus on Return on Investment
  - ① Incorporate Lessons from Use into Standards Development



# Design for Today's and Tomorrow's User

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- ◉ Link Appropriate External Information with Library Catalogs
- ◉ Integrate User-Contributed Data into Library Catalogs [tagging and folksonomy]
- ◉ Conduct Research into the Use of Computationally Derived Data [such as the CLIMB project]



# Our Roles

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- Facilitators, not gate-keepers
- Integrators, helping people use all assets seamlessly
- Designers—of instruction in various modes of delivery, of tools, of means to incorporate social collaboration
- Educators, teaching how to find and use assets within Fair Use
- Collection and sustainable asset developers