

What Next for Libraries? Making Sense of the Future

Talk by Brian Kelly, UKOLN at the EMTACL 2012 conference

EMTACL12

What Next for Libraries? Making Sense of the Future

Brian Kelly
UKOLN
University of Bath
Bath, UK

Email:

b.kelly@ukoln.ac.uk

Blog:

<http://ukwebfocus.wordpress.com/>

Twitter: @briankelly

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About Me

Brian Kelly

- Based at UKOLN, University of Bath
- Involved in Web development since 1993
- Excited about the potential of the Web to support University activities
- Realistic about the challenges!

The Innovation Support Centre (ISC) at UKOLN

- Funded by the JISC
- Supports innovation in higher & further education
- Providing the JISC Observatory in conjunction with JISC CETIS



About This Talk

This talk:

- Reviews the future by looking at the past
- Distinguishes between *invention*, *innovation* and *improvement*
- Highlights importance of evidence-gathering in identifying relevant areas of innovation & ways of making improvements
- Describes work funded by JISC in UK
- Outlines a methodology which others can adopt
- Welcomes feedback during talk using Twitter #emtacl12



What Next for Libraries? Making Sense of the Future

Brian Kelly, UKOLN, University of Bath, Bath, UK

b.kelly@ukoln.ac.uk

ABSTRACT

The JISC Observatory provides horizon-scanning of technological developments which may be of relevance to the UK's higher and further education sectors.

The JISC Observatory Team has developed systematic processes for the scanning, sense-making and synthesis activities for the work. This paper summarises the work of the JISC Observatory and related activities carried out by the author.

The paper outlines how the processes can be applied in a local context to ensure that institutions are able to gather evidence in a systematic way and understand and address the limitations of evidence-gathering processes. The paper describes use of open processes for interpreting the evidence and suggests possible implications of the horizon-scanning activities for policy-making and informing operational practices.

The paper concludes by encouraging the take-up of open approaches to the gathering and interpretation of the evidence used to inform policy-making.

1. THE JISC OBSERVATORY

The educational sector is facing a 'perfect storm'. The rapidly changing technical environment is exacerbated by the economic downturn which affects the economy throughout the UK and beyond. The UK's higher education sector is beginning to see the effects of significantly increased tuition fees. Students who will be paying approximately £9,000 per year have increased expectations of the student experience over their three years at university.

Technological developments often promise significant benefits. The 'perfect storm' is focusing attention on the identification of appropriate technological developments which can enhance working practices across a range of institutional activities.

This background provides the context for the establishment of the JISC Observatory, which has been set up to provide considered and prioritised information, analysis and recommendations with regard to emerging developments and their usage.

The JISC Observatory is provided by UKOLN and CETIS, the JISC Innovation Support Centres based at the Universities of Bath and Bolton, together with the JISC itself. The JISC Observatory Web site¹ provides access to the team blog together with TechWatch reports which have been published by the service.

¹ <http://observatory.jisc.ac.uk/>

2. JISC OBSERVATORY TEAM PROCESSES

The JISC Observatory processes are summarised below:

Evidence-gathering: The JISC Observatory's scanning activities draw out tacit knowledge and informed experience of staff working at UKOLN and CETIS. The staff make use of evidence-gathering processes which can help to identify early signs of signals and trends as well moves away from well-established technologies.

The evidence-gathering processes are primarily the responsibility of JISC Observatory team members, who carry out such activities as part of their regular work in keeping-up-to-date with technological developments. In addition interviews are carried out which aim to provide professional insights into future developments across the higher education sector. An example of such interviews is available on UKOLN's ISC blog in which Dr. Mark Cox of King's College London gives his thoughts on how mobile devices are re-shaping support for e-learning in Higher Education [1].

Sense-making: The evidence gathered is then interpreted. An open approach to the sense-making activities is used to help to maximise involvement in the sense-making processes. It should be noted that the discussions about the relevance of the sense-making processes include addressing the mechanisms used to gather the evidence, including survey 'paradata' [2] as well as the evidence itself.

Synthesis: Synthesis work is provides materials for the JISC Observatory's target audiences. Such synthesis work includes the commissioning and production of JISC Observatory TechWatch reports². At the time of writing, TechWatch reports on *Augmented Reality for Smartphones*, *Delivering Web to Mobile* and *Preparing for Data-driven Infrastructure* have been published with an additional reports on *Preparing for Effective Adoption and Use of eBooks in Education* currently being reviewed.

In addition to the JISC Observatory Web site and blog, team members also make use of their own existing blogs in order to post about technological developments for their own blog communities. Such posts are made accessible from the JISC Observatory Web site.

² <http://blog.observatory.jisc.ac.uk/techwatch-reports/>



Accompanying Paper

View paper at:

<http://bitly.com/emtacl12-kelly>

Available in PDF – MS Word
formats from University of
Bath repository.

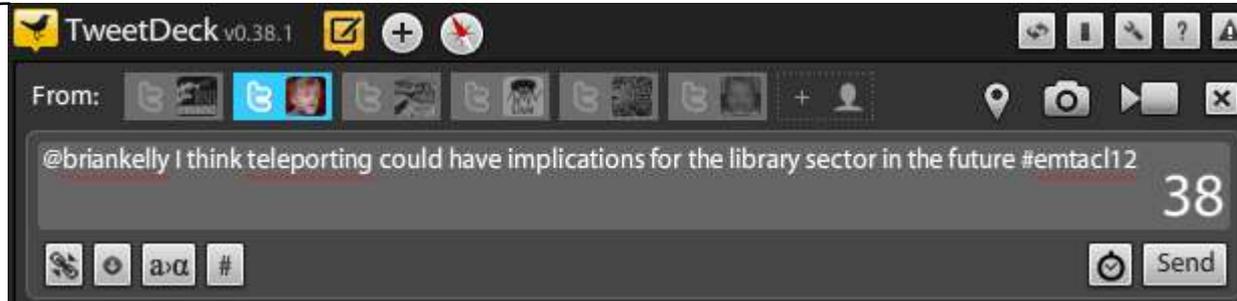
CC-BY licence.

Your Thoughts

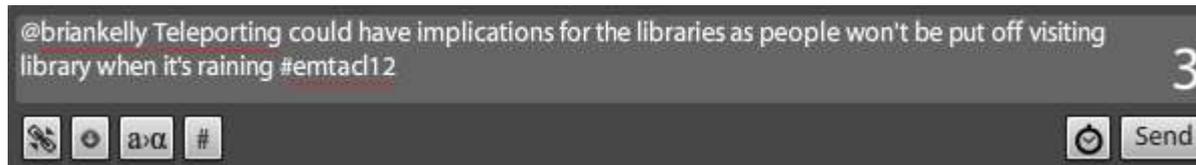
#emtacl12 and
#future or #wtf

What technical developments might be important?

Making sense of the future!



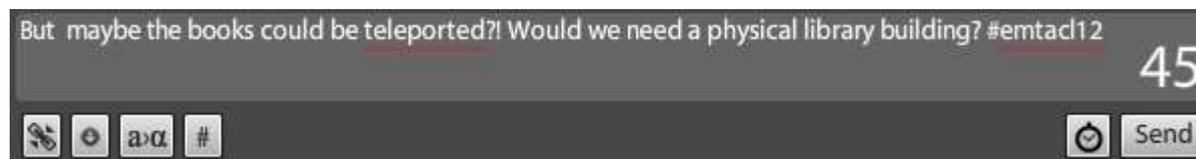
Tweet your ideas



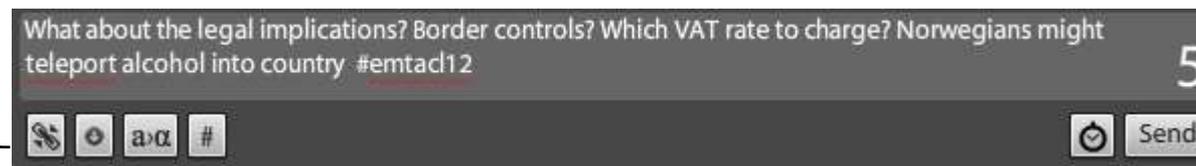
Feel free to add implications for users ...



and implications for libraries



Discuss the implications ...



such as legal issues, business models, ...

The Future from the Past



Monorail, Incorporated built a short test track of their suspended system at Arrowhead Park in Houston, Texas. Each bogie was powered by a 310-horsepower Packard automobile engine. The driver was seated high above the passenger carriage on one of the two bogies. After eight months of testing, the track was dismantled and rebuilt at the Texas State fairgrounds where it ran for many years. Its promoters claimed it could reach speeds of 160 km but no Skyway transit installations were ever built.

The future was exciting in 1956!

What I Expected in the Future

Google

monorail



Brian Kelly



Search

About 4,040,000 results (0.13 seconds)

Safe Search moderate



Web

Related searches: [monorail cat](#) [disney monorail](#) [cartoon monorail](#) [monorail simpsons](#) [monorail station](#)

Images

Maps

Videos

News

Shopping

More

Any time

Past 24 hours

Past week

Custom range...

All results

By subject

Any size

Large

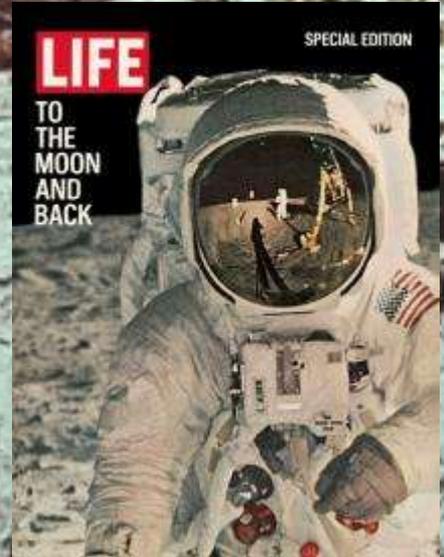
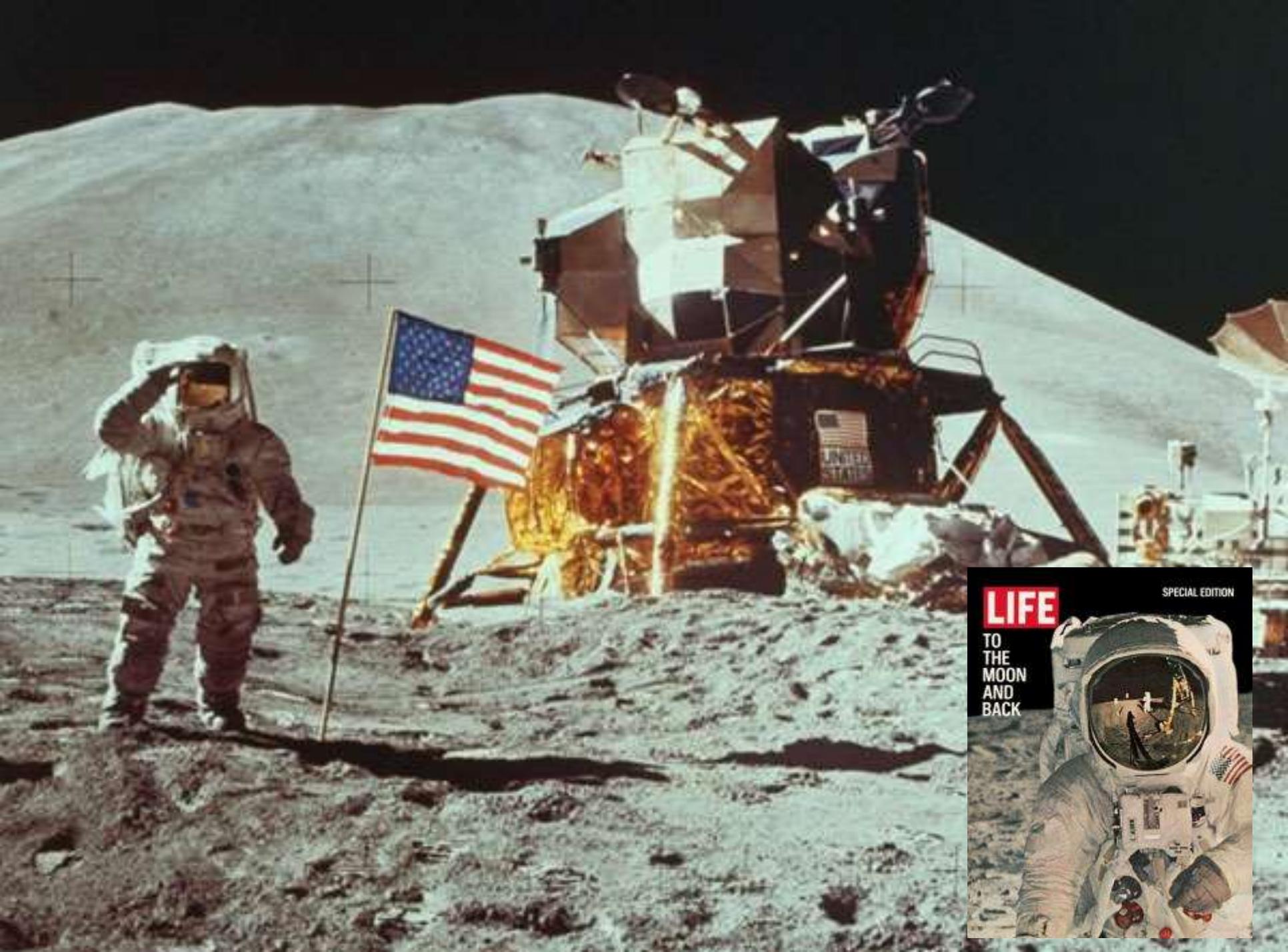


“Eagle has Landed”

Awoken at 3 am on 16 June 1969 to watch lunar landing on black and white TV.

But the future was exciting!





What I Expected in the Future

Google

lunar colony future



Brian K...



Search

About 404,000 results (0.16 seconds)

SafeSearch moderate



Web

Images

Maps

Videos

News

Shopping

More

Any time

Past 24 hours

Past week

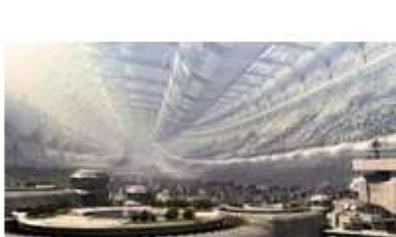
Custom range...

All results

By subject

Any size

Large



The Present: Better than Predicted

Star Trek's predicted mobile phones
but not smart phones!



Nokia 8110 "stole the
show in 1998"



Can you hear me now, Spock?

Has the Future Arrived?



mobile phone



Brian Kelly

+ Share



Search

About 13,410,000,000 results (0.31 seconds)

Safe Search moderate



Web

Related searches: [nokia mobile phone](#) [mobile phone screen](#) [pink mobile phone](#) [mobile phone samsung](#) [iphone](#)

Images

Maps

Videos

News

Shopping

Applications

Blogs

More

Any time

Past 24 hours

Past week

Custom range...

All results

By subject

Any size

Large

Medium

Icon

Larger than...

Exactly...

Any color

Full color

Black and white



The Future from the Past



The future is exciting!



Nasa Mars landing: Curiosity arrives on the Red Planet

Curiosity, a metric-tonne rover, has landed successfully on Mars, transmitting the first images to Nasa just after 6.30am.



Has the Future Arrived?



Alton Towers, England

Opened 1987

3.2 km

2 stations

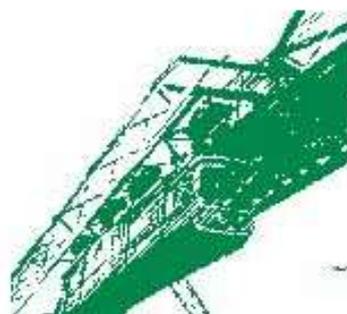
You can't pick up a subway system and move it across the planet. In that respect, light rail isn't very mobile either. But it's not a problem with monorail. The track is modular, easily transported and the pylons do not require a lot of ground work if moved. These Von Roll II trains now carry passengers from a remote parking lot to the entrance of this popular park in England, but they once carried thousands of passengers at Expo 86 in Vancouver, Canada. The seven trains carry up to 100 people each. System capacity is 4,800 passengers per hour. Top speed of this peplemover class system is 27 kph. The monorail system was officially opened by William Shatner (Captain Kirk of Star Trek) on August 13, 1987.





Monorails of Europe

Click on the system location for more information and photographs.



Please note that the monorails listed in these pages are MULTI-STATION systems. We do not include the dozens of recreation or view-giving minirails here. Our **efforts are primarily geared towards *proving* monorail's ability to carry people from point to point as TRANSIT.**

System	A Few Words	Opening
Wuppertal, Germany	World's oldest operating monorail system.	1901
Beaulieu, England	Two station attraction connector.	1974
Dortmund, Germany	Peoplemover-scale suspended monorail.	1984
Alton Towers, England	Transplanted from Canada.	1987
Chester Zoo, England	Not just a view of animals.	1991
Europa Park, Germany	Theme park to parking lot transportation.	1996
Mirabilandia, Italy	Theme park transportation.	1999
Magdeburg, Germany	Garden park transportation.	1999
Düsseldorf International, Germany	Suspended monorail connector between a rail station and the airport terminal.	2002
Moscow, Russia	Intamin system linking major city sights and Metro stations.	2005
Zaragoza, Spain	Short shuttle located at Plaza Imperial	2008
Ankara, Turkey	Metro/development minirail connector	2012
Bologna, Italy	Rail/Airport connector	2013

Has the Future Arrived?

Predictions & expectations from the past:

- Have arrived
- Sometimes have exceed expectations
- Often fail to become widely embedded

Can we learn from past expectations of the future?

Note importance of evidence:

“Our efforts are primarily geared towards *proving* monorail's ability to carry people from point to point as TRANSIT”

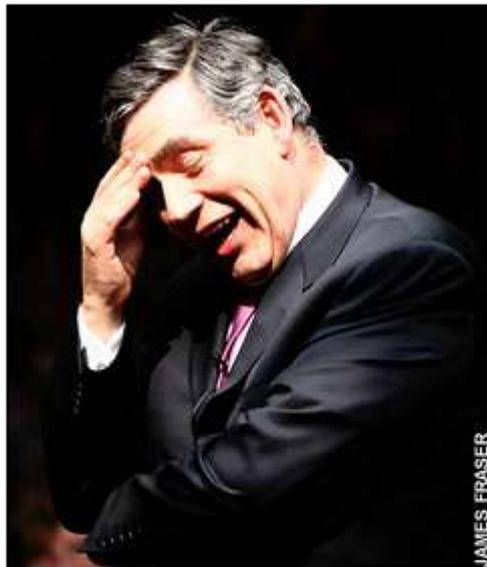
Rich Opportunities

Web 2.0 provided many opportunities to support teaching & learning and research activities





Verdict on Brown: Has the Chancellor stuck to his word?



Gordon Brown: under the spotlight

Print this article

Share 0

Facebook 0

Twitter 0

Email

LinkedIn 0

+1 0

By Christopher Hope, Edmund Conway, Richard Tyler and Abigail Wills

Education

What he said: "If our schools are to educate for the needs of the 21st century economy they must themselves become schools fit to learn in and equipped for the twenty first century." July 1997 Budget.

What happened: Education spending increased from £36 billion in 1996/97 to £56.9 billion in 2006. Britain is now spending \$7,376 per student, although less than half this sum reaches the schools. This compares to Japan (\$7,789), Germany (\$7,368), France (\$7,807), Finland (\$7,578) and the Netherlands (\$7,501).

However one in three 16-year-old school leavers does not achieve five GCSEs at A-C, when maths and English are included.

Verdict: Good — but is it money well spent? Mr Brown has tried to back up Tony Blair's commitment to "education, education, education" but the results have not yet materialised.

Even the Daily Telegraph in 2006 gave a (qualified) conclusion of “**Good**” to Labour Government’s investment in education

From the Sea of Tranquility to the Perfect Storm



Time of Growth ☺

1990s & early 2000s saw:

- Increased funding across education sector
- Significant developments in IT sector
- Willingness by senior managers & funding bodies to invest in innovative IT developments (e.g. JISC development programmes)



“Great proposal – we’ll fund it”

Time of Growth is Over ☹️

Late 2000s and beyond:

- Decreased funding across education & public sector
- Acknowledgements that innovation can provide growth and cost savings
- Significant developments continue in IT sector
- Investment in innovative IT developments need to be based on evidence of benefits & likelihood of success



“You want how much? And no evidence it will work! You’re crazy!”

Image from Flickr. CC BY-NC-ND licence:
[http://www.flickr.com/photos/drewleavy/339489258//](http://www.flickr.com/photos/drewleavy/339489258/)

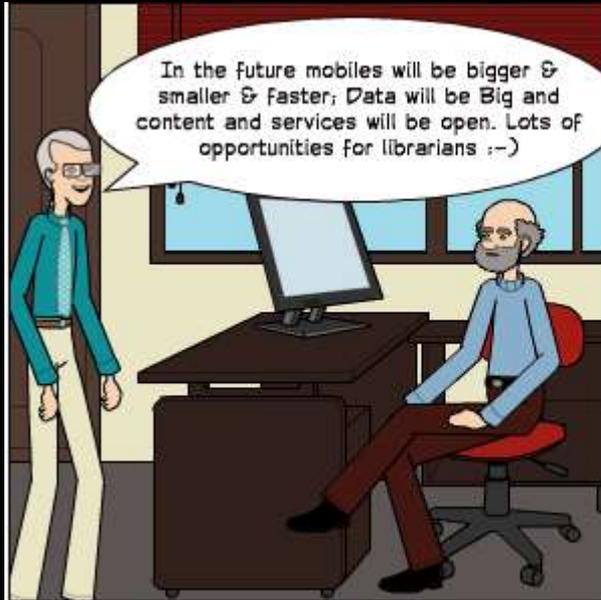
Innovation

From Wikipedia, the free encyclopedia

Innovation is the creation of better or more effective [products](#), [processes](#), [services](#), [technologies](#), or [ideas](#) that are readily available to [markets](#), [governments](#), and [society](#). Innovation differs from [invention](#) in that innovation refers to the use of a better and, as a result, novel idea or method, whereas invention refers more directly to the creation of the idea or method itself. Innovation differs from [improvement](#) in that innovation refers to the notion of doing something different (Lat. innovare: "to change") rather than doing the same thing better.

Invention:	<i>Creating</i> something new
Innovation:	<i>Using</i> something new
Improvement:	<i>Using</i> something that exists in a better way

The Context





JISC Observatory:

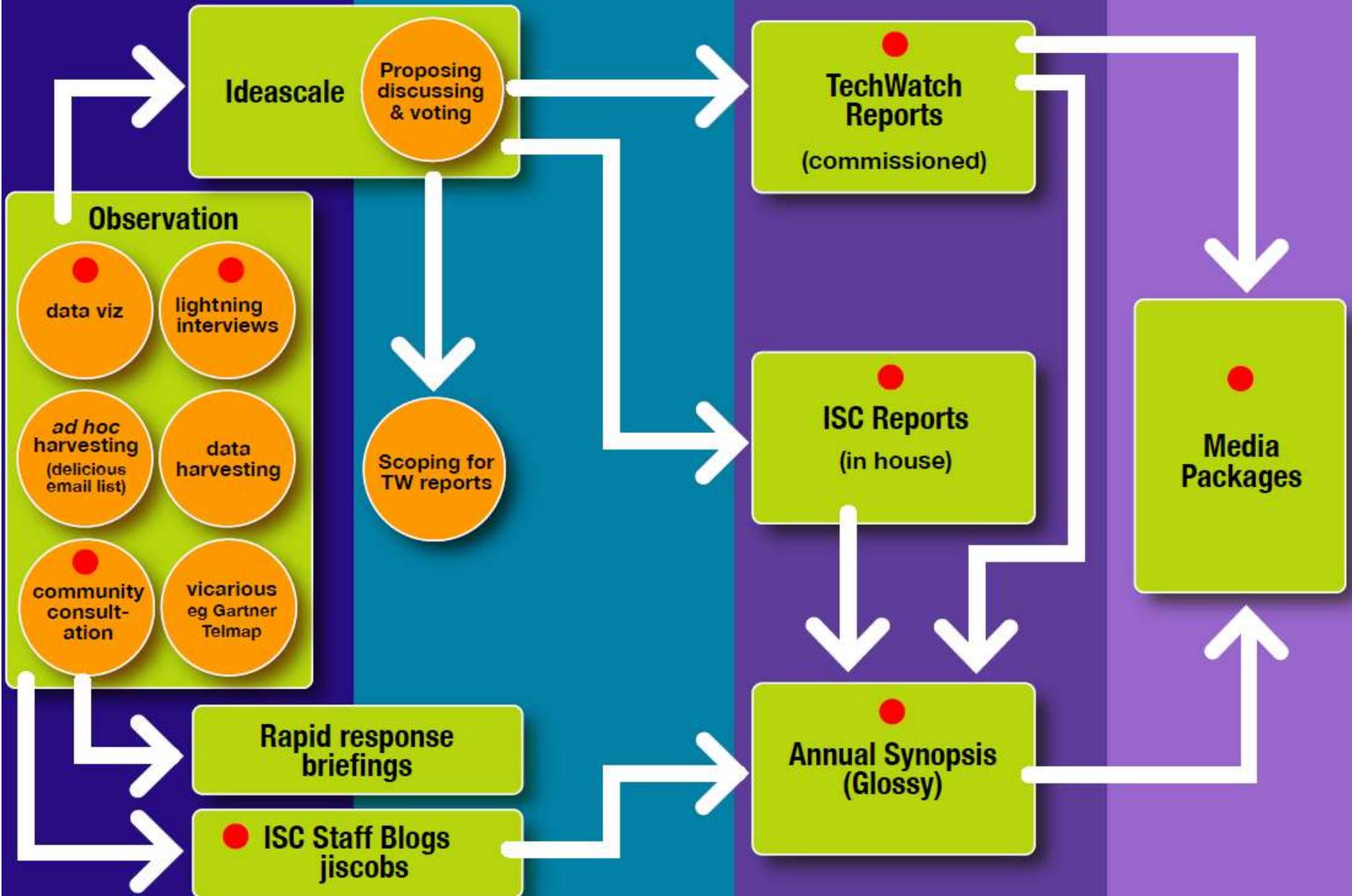
- JISC-funded initiative
- Systematises processes for anticipating and responding to projected future trends & scenarios
- Provided by JISC Innovation Support Centres at UKOLN and CETIS
- See <<http://blog.observatory.jisc.ac.uk/>>

Scanning

Sense-making

Synthesis (report writing)

Packaging



Scanning Activities

Scanning developments:

- **Observatron list:**
Sharing snippets we encounter in our daily monitoring activities

[observatron] pew internet: future of big data	• Amber THOMAS
[observatron] OU Report on innovation in pedagogy	• Paul Walk
[observatron] College Degrees, Designed by the Numbers - Technology - The Chro...	• Wilbert Kraan
[observatron] Data Jujitsu: The art of turning data into product - O'Reilly Radar	• Wilbert Kraan
[observatron] Brain wave sensors in consumer tech	• Scott Wilson
[observatron] wireless sensors	• Scott Wilson
[observatron] Fwd: Talis Systems: Refocusing our efforts and investments	• Paul Walk
[observatron] Fwd: OLDaily ~ July 2, 2012	• Phil Barker
Re: [observatron] What's happening to iGoogle? - Web Search Help - Web Search ...	• Mark Power
[observatron] What's happening to iGoogle? - Web Search Help - Web Search Help	• Rob Englebright
[observatron] BBC perceptive media experiment	• Sheila MacNeill
Re: [observatron] Can better data keep students from dropping out	• Li Yuan



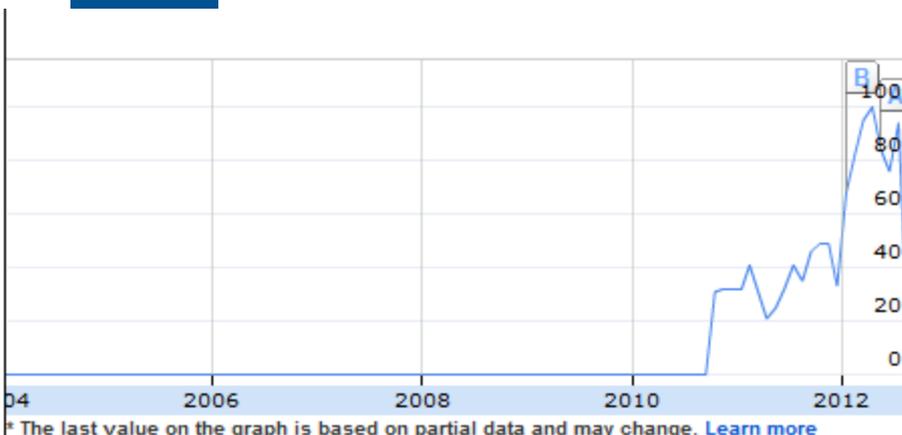
- **Interviews:**
Short interviews with developers, practitioners, ... who share their thoughts on how developments may affect their working practices

Scanning Activities

- **Blog posts:**
Posts published on JISC Observatory blog and on existing blogs.
- **Monitoring trends:**
Monitoring trends in order to:
 - ❖ Benchmark current usage patterns
 - ❖ Identify trends
 - ❖ Identify emerging patterns of usage

 **Recent discussion of Observatory in other blogs**

- Searches for 'Olympics' are Popular! But What Other Trends are There? August 13, 2012
- Realtime Web Competition Hots Up August 8, 2012



Google searches for "*learning analytics*" took off in 2010.
Possible indicator of relevance across sector & need for further investigation.

A known unknown

Apple to
successfully
sue Samsung

A known known

The bankers
mess up the
economy

ZION
LUTHERAN CHURCH

THE CLASS ON PROPHECY
HAS BEEN CANCELED
DUE TO
UNFORESEEN CIRCUMSTANCES



MISSO
SYNO

An unknown unknown

xxx to
unexpectedly
yyy!

Zombie attack: Leicester city council overrun by 'undead' →



The zombies were filmed by Chris Porter as they walked through Leicester

Just a week after Leicester's civic leaders admitted they were unprepared for a zombie invasion, a horde of the "undead" has shuffled through the city.

About 150 people in horror make-up took part in the "mass shamble", according to organiser James Dixon.

The mob "groaned and pressed themselves on the glass" at the council's offices.

It followed news last week that a "concerned citizen" had used a Freedom of Information request to ask how the authority would tackle a zombie attack.

Note difficulties in:

- Identifying unknown unknowns
- Developing appropriate plans!

Sense-making

Need to:

- Understand limitations of evidence-gathering techniques (including documenting '*paradata*' so survey findings are reproducible & can be critiqued)
- Provide suggestions of implications of developments for the sector

In addition need to encourage feedback on:

- Evidence-gathering techniques
- Interpretation of findings
- Implications of developments

In order to inform:

- Further investigation
- Policy-making, planning and funding

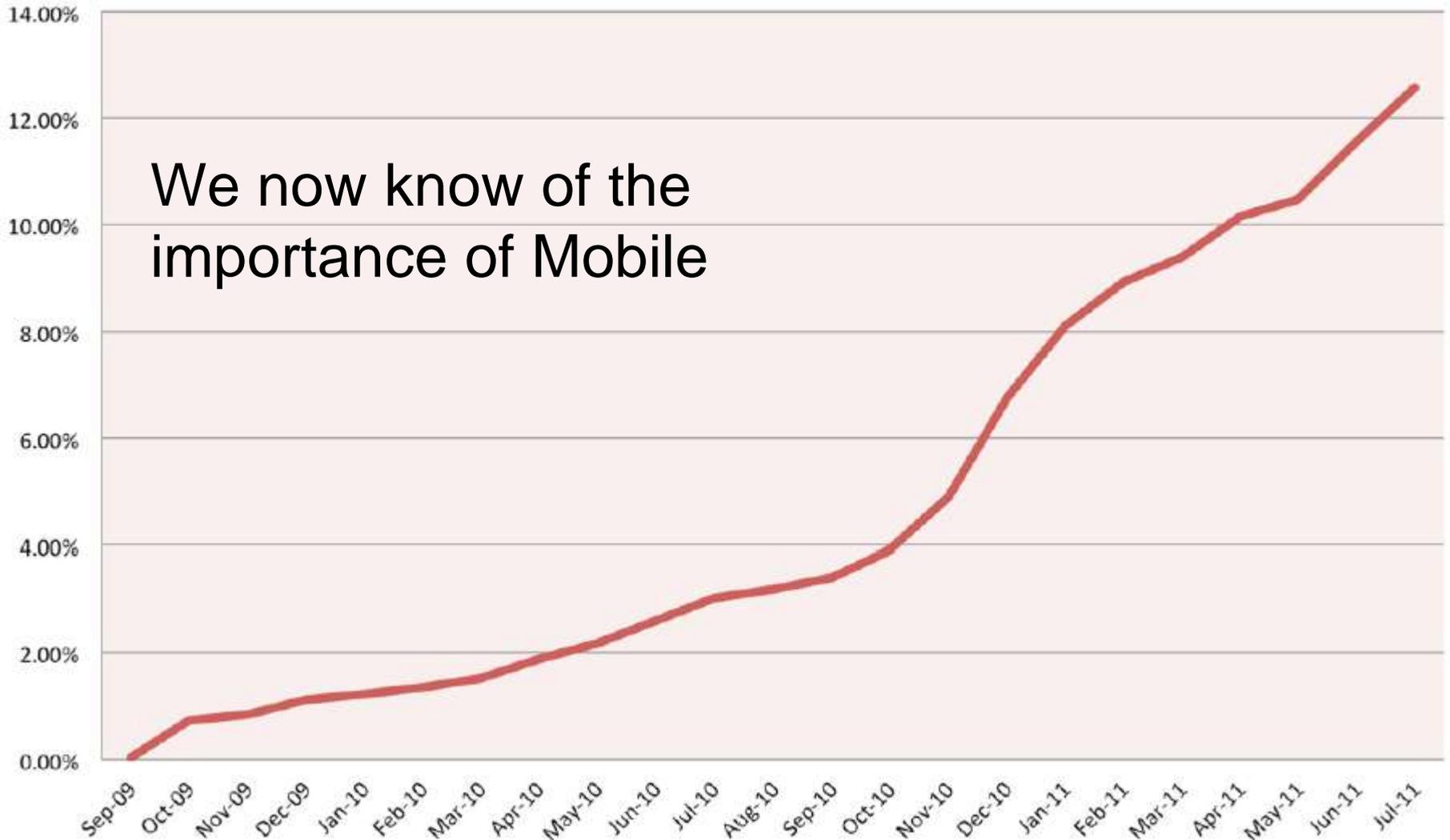
Make sense of my talk in realtime: tweet if you agree, but especially if you don't!



Significant Trends: Mobile

Tecmark Digital Marketing Agency

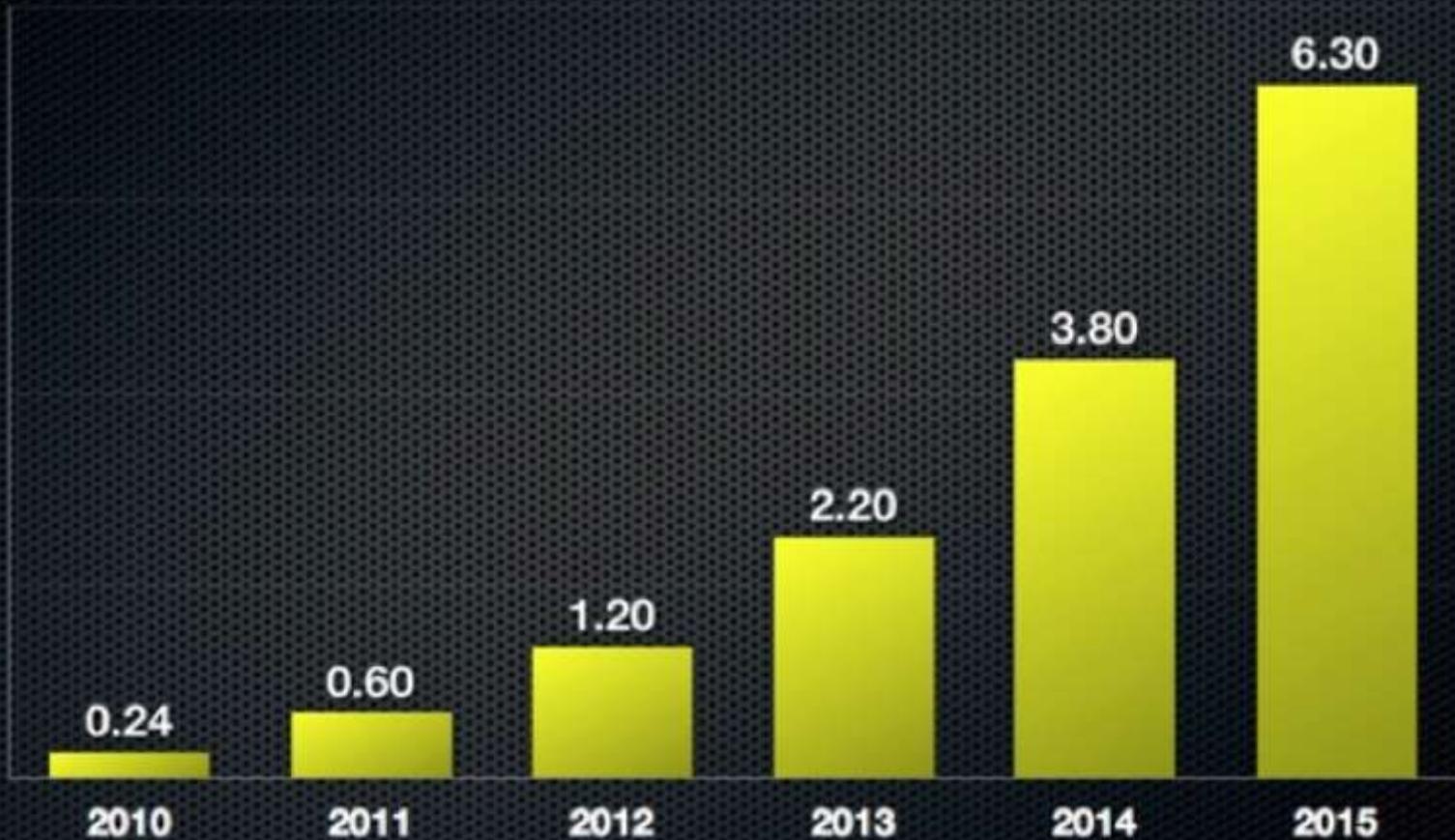
Percentage of Web Traffic Accounted for by Mobile Devices



Significant Trends: Mobile

Cisco

Global mobile data traffic (Exabytes)

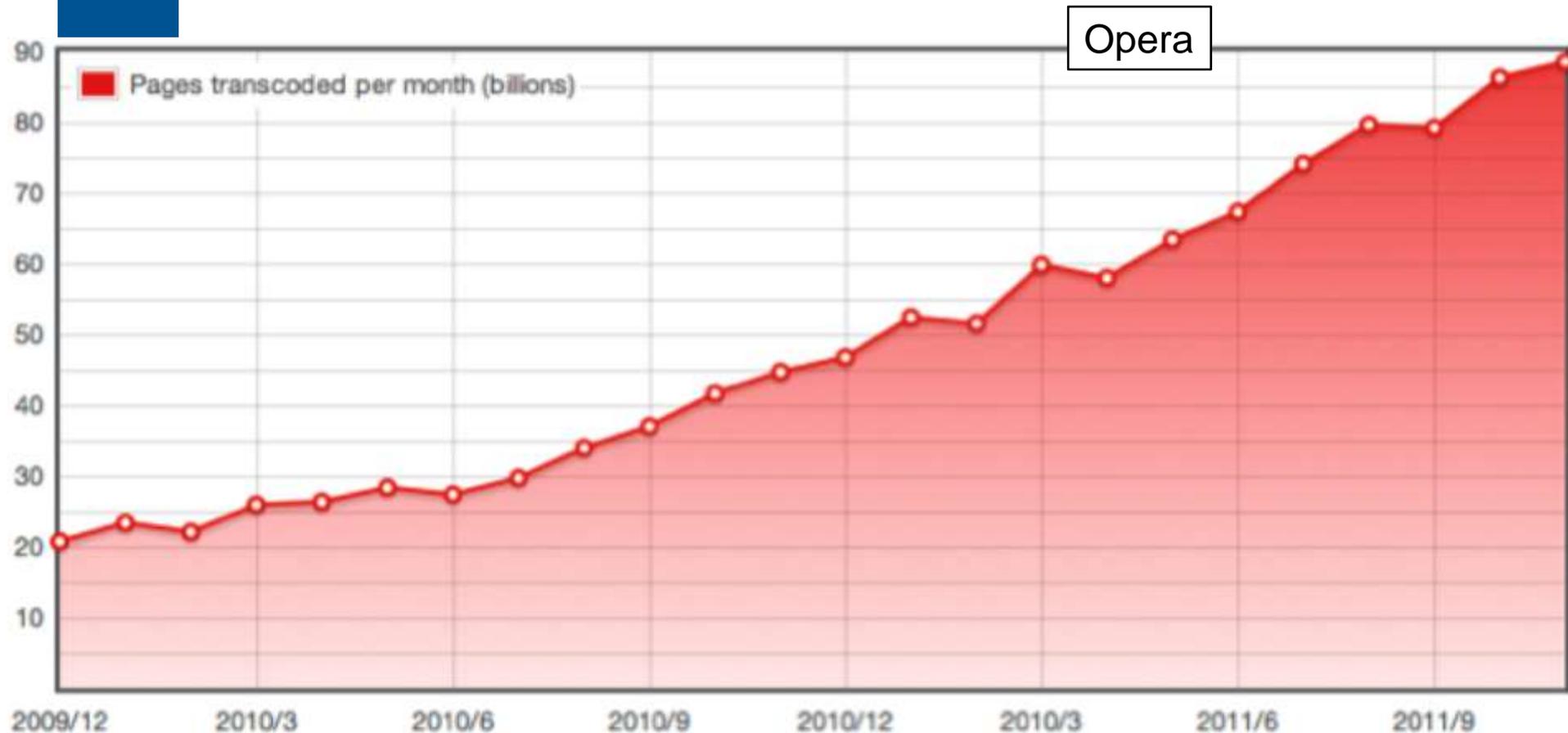


Data source: Cisco February 2011

www.pingdom.com



Significant Trends: Mobile



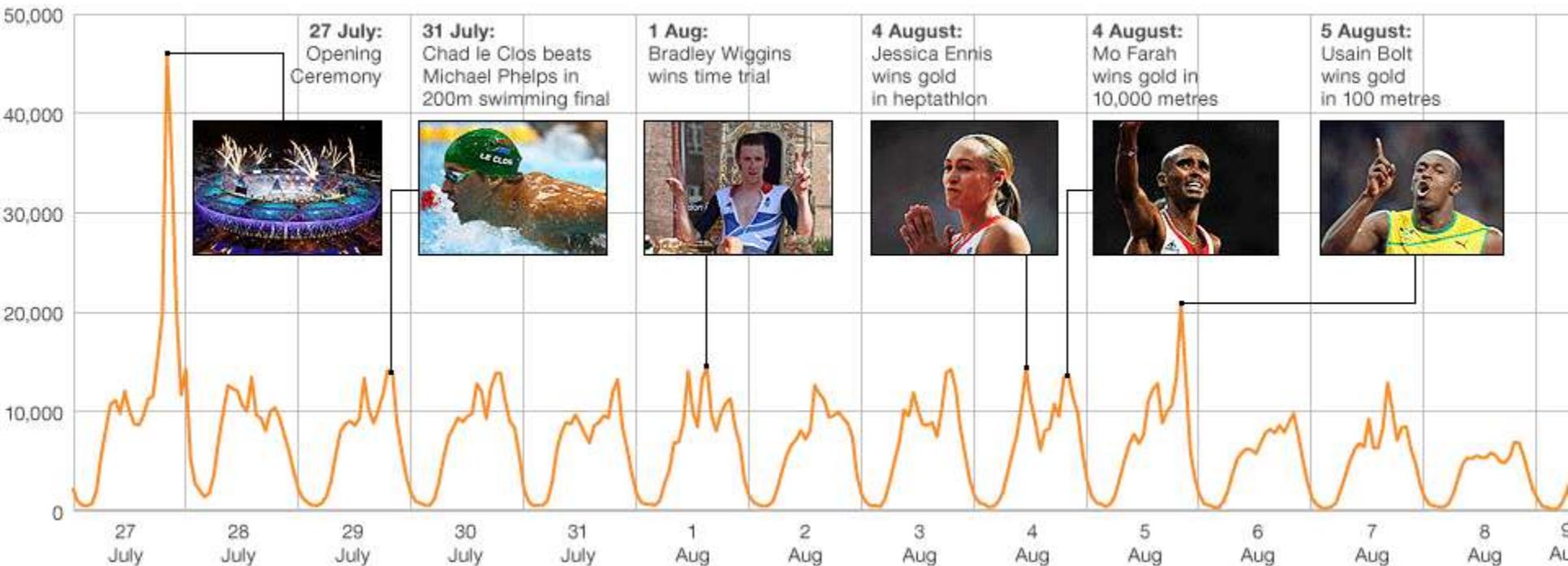
We now know of the importance of Mobile: but did we say the same when WAP came along?



Significant Trends: Social Media

Olympic Twitter tracker →

UK tweets per hour



Source: Sosolimited

There were “*more than 150 million Tweets about the Olympics over the past 16 days*”. [Twitter blog] →

Significant Trends: Social Media



Cambridge University
@Cambridge_Uni
News and Events from the University of Cambridge
Cambridge, England <http://www.cam.ac.uk/>

Follow 

2,484 TWEETS
348 FOLLOWING
38,297 FOLLOWERS

Tweet to Cambridge University

Tweets

- Cambridge University** @Cambridge_Uni 20 Aug
RT @cpsl_cambridge: Cambridge engineer on reducing embedded CO2 in offshore wind turbines bit.ly/SwAagm
Expand
- Cambridge University** @Cambridge_Uni 16 Aug
PS if you do come here, some required watching (sometimes we pretend it's really like this!) ow.ly/d0xYw
[View video](#)
- Cambridge University** @Cambridge_Uni 16 Aug
Congrats to those getting #Alevelresults. Some advice on the next steps if you applied to #Cambridge ow.ly/d0xgV
Expand
- Cambridge University** @Cambridge_Uni 16 Aug
RT @cusuonline: Congratulations to those receiving their results today! Got a question about life in Cambridge? Email.....



Survey in Aug 2012 of institutional use of Twitter across 24 Russell Group universities found >320K followers

Significant Trends: Social Media



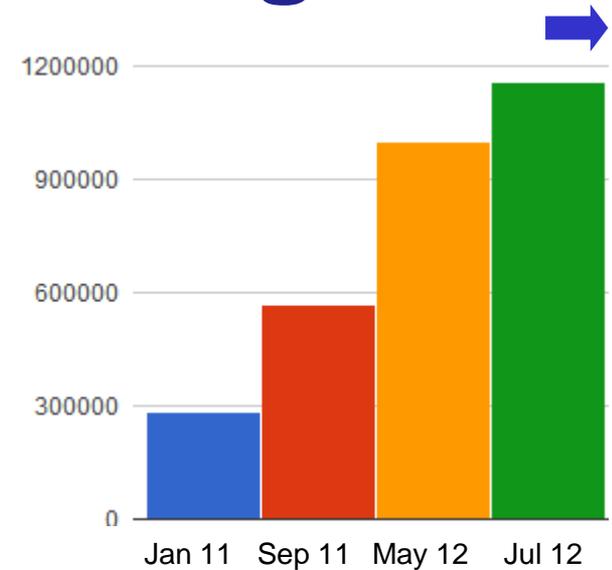
The image shows a screenshot of the University of Oxford's Facebook page. At the top, the Facebook logo and search bar are visible. The main header image features a large photograph of a Gothic building with a tall spire, surrounded by green trees. Below the image is the University of Oxford logo and name. The page shows 650,543 likes and 11,162 people talking about it. A blue arrow points to the right from the top right corner of the screenshot. In the 'Likes' section, the number '650k' is circled in black. Below the main header, there are sections for 'Education' (describing the page as the official University of Oxford Facebook page), 'About', 'Photos', 'Events', and 'Twitter'.

Survey in Aug 2012 of institutional use of Facebook across the 24 Russell Group universities found >1M 'Likes' followers

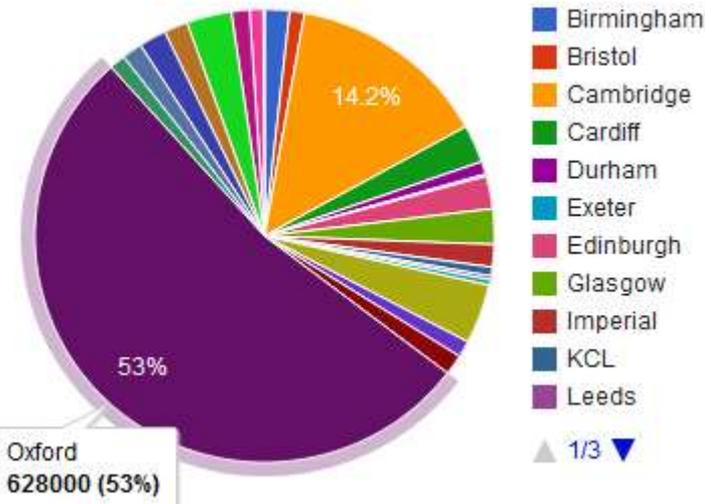
Behind The Facebook Page

Trends in Fb 'Likes' for Russell group Unis since Jan 2011 show steady increase

But note increase in Jul 2012 due to addition of 4 new universities!



Facebook Usage, August 2012



But might trends hide a more complex story:

- Usage & growth dominated by one significant player.
- More modest usage generally

Need for Paradata and Discussion

The **paradata** of a survey are data about the process by which the survey data were collected.^[1] Example paradata topics about a survey include the times of day interviews were conducted, how long the interviews took, how many times there were contacts with each interviewee or attempts to contact the interviewee, the reluctance of the interviewee, and the mode of communication (such as phone, Web, email, or in person).^[2]



Surveys carried out to monitor usage & trends for:

- Institutional use of social media
- Use of researcher profiling services (e.g. Google Scholar, Academia.edu, ...) across institutions

Observations (and feedback):

- Differing results found if quotes used
- Possible inclusion of wrong Unis (e.g. Newcastle University, Australia)
- Personalised results depending on client environment

Need to provide paradata and encourage feedback on processes and interpretation of findings

Paradata Example

Dates of survey

Paradata: As described in a post on [Paradata for Online Surveys](#) it is important to document the tools and methodologies used when gathering evidence based on use of online tools in order that findings can be reproducible. In addition possible limitations in the tools or the way in which the tools are used should be documented.

This survey was carried out using the Blekko web-based service over the first two weeks in January 2012 and the findings rechecked on 25 January 2012 and changed recorded. Links are provided to the results provided by the service. However in order to view the findings you will need to be signed in to the service (the service is free to join).

The findings for the University of Birmingham had changed significantly over a period of three weeks. It is not clear whether the variation was due to changes in the University of Birmingham web site, an artefact of the multiple domain names and entry point URLs for the University of Birmingham home page

(<http://www.birmingham.ac.uk/>, <http://www.birmingham.ac.uk/index.aspx>, <http://www.bham.ac.uk/> and <http://www.bham.ac.uk/index.aspx> all resolve to the same page) or changes at Blekko (e.g. reindexing the web site).

Note that the form of the domain name given on the Russell Group University Web site has been used. This is normally based on the full name, with the exceptions of Cambridge (which uses "cam.ac.uk"), Edinburgh ("ed.ac.uk") and Glasgow ("gla.ac.uk").

The results for the host rank are based on an undocumented algorithm. The information on the size of the site is dependent on the number of pages which are harvested. prefix was used as it was felt that this would be the form used by the majority of users.

Summary of unexpected findings

Limitations of survey methodology

Matt Hurst said

2 August 2012 at 4:47 pm e

Hi Brian,

Please note that University of Liverpool's official Facebook page is found at <http://www.facebook.com/livuni> and not the address featured in your report.

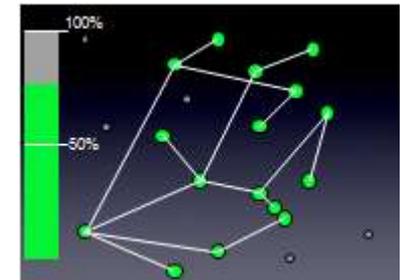
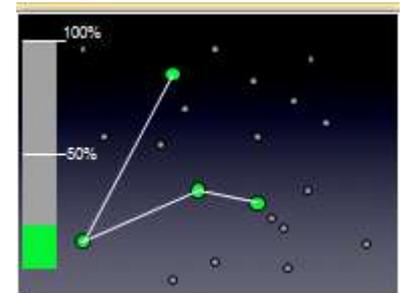


People in host institution can provide contextual knowledge if open approaches used

Sense-Making: Social Media

Social media:

- Is about nodes and connections
- Numbers do matter for effective engagement and disseminations
- Experiences from other areas:
 - ✓ Nos. of mobile phones
 - ✓ Importance of email
 - ✓ “*All bugs are shallow to many eyes*”



Implications:

- Importance of best practices for popular & well-used channels
- Difficulties for new entrants e.g. **Diaspora** (open alternative to Facebook) and **identi.ca** and **app.net** (new open alternative to Twitter)

London 2012: is this the first open data Olympics?

Is London 2012 a haven for open data? Get our verdict
• Data journalism and data visualisations from the Guardian



How open has the Olympic data been? Illustration: Paul Scruton

Is this the first open data Olympics?

It should be - we have access to better data analysis and visualisation tools than ever before, [many of them free](#). There is also a culture of open data around the world that just wasn't there in 2008. Governments have thrown open the doors to their data vaults and numbers are everywhere.

And what is open data? It is data published as a spreadsheet or a csv or some other machine-readable format which allows analysts to do something with it. It's what our [Free our Data](#) campaign called for.

Open data has won the big argument, arguably ever since the [McKinsey report in May last year](#) which pointed out that open data means money for those who can build apps and services off the back of it. And with it.

Share 48
Tweet 195
+1 10
Email



Open Data

“Is London 2012 a haven for open data?”

Conclusions:

- *“Not this time”*
- *“But it is the first data Olympics”*
- *“It's hard to see that by [Rio] 2016 this won't emerge as data we can all use”*



Posted by
Simon Rogers
Friday 3 August 2012
15.02 BST
[guardian.co.uk](#)
[Jump to comments \(20\)](#)



Article history

Sport

[Olympic Games 2012 - International Olympic Committee](#) · [London Organising Committee of the Olympic and Paralympic Games \(Locog\)](#) · [Team GB](#)

Technology

[Free our data](#)

Media

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Manchester City to open the archive on player data and statistics

The champions plan to make available the data on every player in every team from every game in the league last season



Two years ago Vincent Kompany instigated a weekly review of Manchester City's defensive performances. Photograph: Richard Sellers/Sportsphoto/Sportsphoto Ltd./Allstar

It was once a tiny room on the first floor of Manchester City's Carrington training complex, not much bigger than a broom cupboard, where successive managers from Kevin Keegan to Stuart Pearce and Sven-Goran Eriksson would field questions at close range from the press. Today, partition walls have been removed to house a team of full-time analysts who study every touch, turn and sprint made from the Premier League champions down to the club's Under-9s. The world of data analysis has developed rapidly within football in recent years but not, City believe, beyond the guarded confines of its clubs. That is about to change.

On Friday, City will make available through its website the data on every player in every team from every game in the Premier League last season.

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Open Data

“Manchester City to open the archive on player data and statistics”

Example of:

- Public interest in open data
- Interest from commercial sector



Posted by
Andy Hunter
Thursday 16 August 2012
10.30 BST
guardian.co.uk
Jump to comments
(148)



Article history

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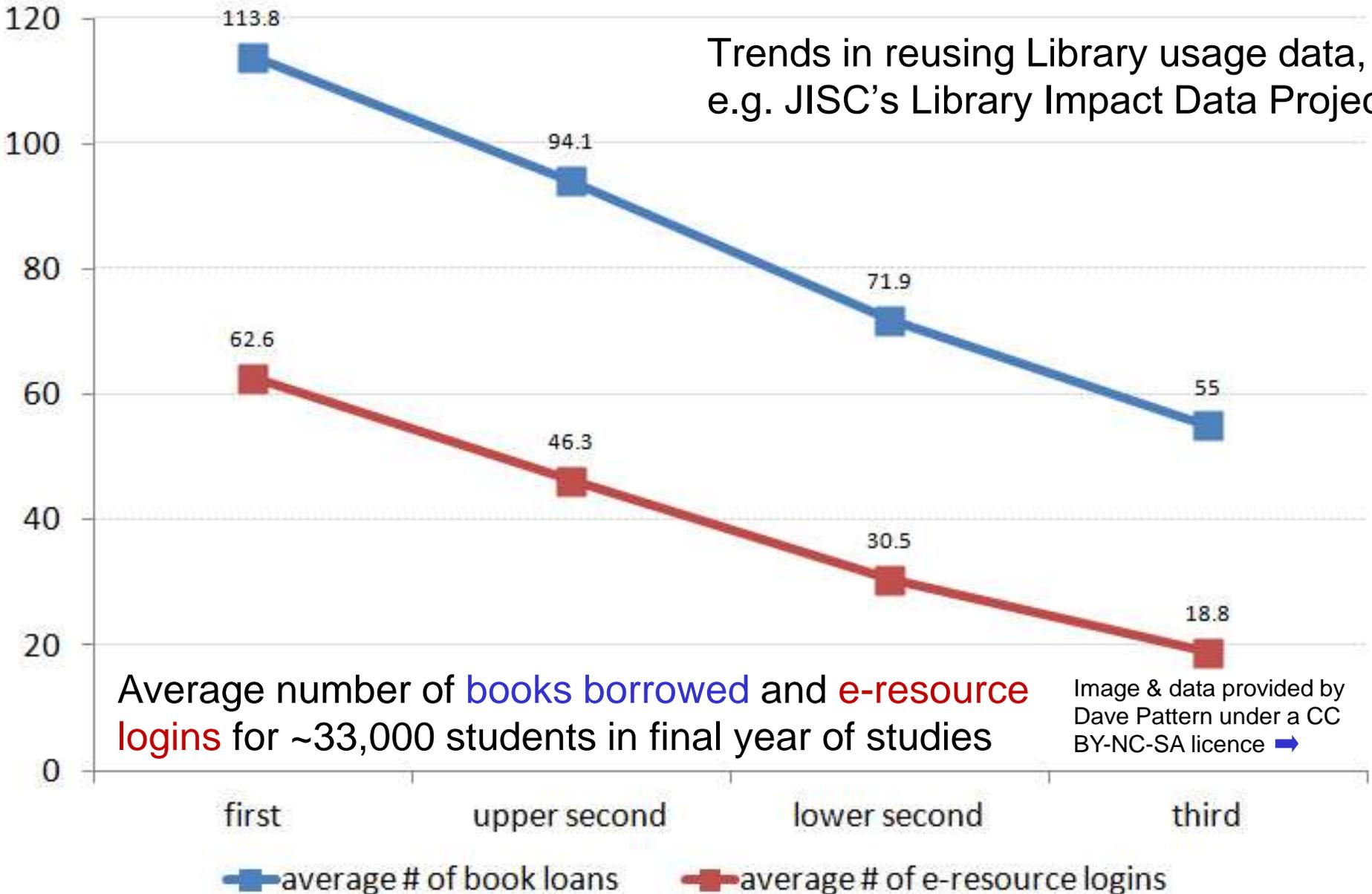
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Related

14 May 2012
Five possible Manchester City transfer targets

Use of Open Data in Libraries

Trends in reusing Library usage data, e.g. JISC's Library Impact Data Project



Innovating or Improving?

How should we enhance the visibility of research papers?

- Search tools “*better than Google*”
- Richer metadata?
- Exploit potential of Linked Data?

Or

- Make more effective use of existing infrastructure?



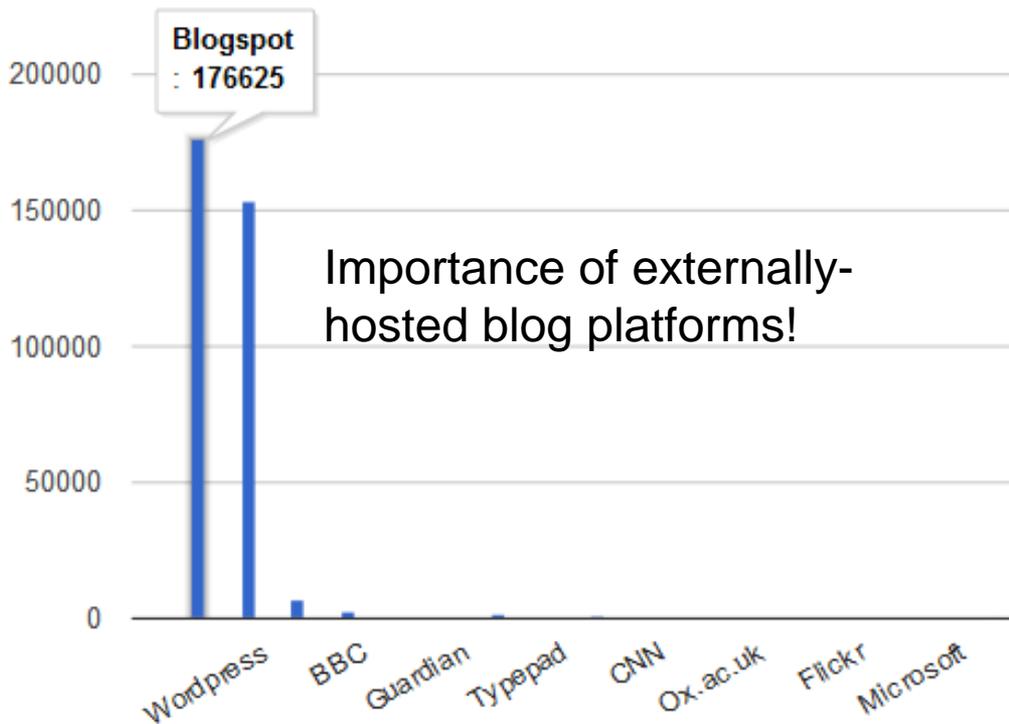
Evidence of IR Usage

Evidence suggests:

- 50-80% of traffic arrives via Google
- Some traffic may not be recorded (direct links to PDFs)

SEO analysis of 24 Russell Group Universities →

No.	Domains	No. of links	Alexa Ranking
1	Blogspot	176,625	5
2	WordPress	153,809	21
3	Wikipedia	7,230	8
4	BBC	2,811	36
5	Google	1,447	1
6	Ask	769	46
7	YouTube	460	3
8	Guardian	334	187
9	Reddit	261	143
10	Orange.fr	259	259
11	Typepad	250	212
12	CNN	135	43
13	Microsoft	89	26
14	Sourceforge	67	139
15	Ning	42	256
16	Oxford University	5	6,764



Importance of blog platforms, Wikipedia & media

TechWatch Reports

TechWatch Reports

JISC Observatory have commissioned a series of TechWatch (Technology and Standards Watch) reports. These are horizon-scanning reports aimed at those interested in how developments in technology are likely to impact on the core business of Higher Education and Further Education over the next five years.

Preview draft of forthcoming TechWatch report

- [Preparing for Data-driven Infrastructure](#), Max Hammond.
The preview draft was published in June 2012 and was open for public comments from 29 June – 16 July 2012.
- [Preparing for Effective Adoption and Use of eBooks in Education](#), James Clay.
A preview draft of this TechWatch report is now scheduled for publication in September.

Published TechWatch reports

- [Delivering Web to Mobile](#), Mark Power, JISC Cetus. May 2012.
- [Augmented Reality for Smartphones](#), Ben Butchart, Edina. May 2011.

JISC Observatory
TechWatch reports on
key areas of growth &
importance:

- Data
- eBooks
- Mobile Web
- Augmented Reality

But what other early signals are we seeing?

London Metropolitan University to outsource most services to private firm

Contract valued at £74m includes handing over **IT, library facilities, student counselling and careers advice**

Jeevan Vasagar

guardian.co.uk, Tuesday 14 August 2012 21:38 BST



London Metropolitan University will outsource all services except teaching and vice-chancellor's office. Photograph: Alamy

A London university has drawn up an ambitious outsourcing programme in which a swath of services, from managing its estates to marketing and finance, will be carried out by a private firm.

[London Metropolitan University](#), which has more than 16,000 undergraduate [students](#), has produced a tendering document under which all services except teaching and the vice-chancellor's office will be outsourced. The contract is valued at £74m over five years, according to the [Exaro News](#) website.

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[London Metropolitan University - Higher education](#) · [University funding](#) · [Students](#)

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11 Aug 2009

[Universities face tighter scrutiny](#)

14 Mar 2006

[London Met 'threatening independence of student union'](#)

Early Signals?

News stories (Aug 2012) about plans for privatisation at London Metropolitan University

Outsourcing services allows academics to concentrate on what they do best

The vice-chancellor of London Metropolitan University should be applauded for the classic business move of getting the university to concentrate on its core activity, says **Carl Lygo**

Carl Lygo
guardian.co.uk, Monday 20 August 2012 19.44 BST
[Jump to comments \(30\)](#)



London Metropolitan University is 'a fantastic example of the innovation of our vice-chancellors responding to the new market for higher education. Photograph: Mark Hamilton /Alamy

This week the ravages of market forces have been evident in the UK [higher education](#) sector. With A-level results released and the recruitment caps (more importantly the funding caps) on AAB students removed, we have witnessed "free market" competition among universities for the best students. Last week, it was revealed by the Guardian that London Metropolitan University is "to outsource most services to a private firm" in a contract reputedly valued at £75m and no doubt taking advantage of the new VAT provisions to promote shared services among universities. Pearson plc, one of the UK's FTSE 100

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Education

- [London Metropolitan University - University funding - University for the Creative Arts - Roehampton University - Higher education](#)

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[University where 20% of students are Muslim considers alcohol-free zones](#)

19 May 2009
[Timeline: London Metropolitan University](#)

30 Mar 2004
[Roehampton appoints new rector](#)

Early Signals?

Follow-up comment (20 Aug 2012):

"VC should be applauded for the classic business move of getting the university to concentrate on its core activity"

Carl Lygo is chief executive of the 'for profit' BPP Professional Education group and principal of BPP University College

Challenge For Librarians



In time of uncertainties:

- Take an evidence-based approach to understanding the future
- Understand the changed environment
- Engage with opportunities in areas of growth and institutional importance
- Be open and encourage discussion on analysis & interpretation of findings

The role of libraries in data curation, access and preservation: an international perspective →

Science and Technology Libraries

Congress track 1: Open access and digital resources.

14 August 2012 09:30 - 11:30 | Room: Session Room 1 | SI

- [The role of libraries in curation and preservation of research data in Germany: findings of a survey](#)

Translations: [\[Français\]](#)

ACHIM OSSWALD (Cologne University of Applied Sciences, Institute of Information Science, Cologne, Germany) and STEFAN STRATHMANN (Competence Center on Digital Preservation and Research Data, Goettingen State and University Library, Goettingen, Germany)

- [Academic librarians and data research services: preparation and attitudes](#)

CAROL TENOPIR (University of Tennessee, Knoxville, TN, USA), ROBERT J. SANDUSKY (University Library, University of Illinois at Chicago, Chicago, IL USA), SUZIE ALLARD (University of Tennessee, Knoxville, TN, USA) and BEN BIRCH (Graduate Research Assistant, University of Tennessee, Knoxville, TN, USA)

- [National Research Data Initiatives in Canada](#)

LYNN COPELAND (Simon Fraser University Burnaby, British Columbia, Canada) and BRENT ROE (Canadian Association of Research Libraries Ottawa, Ontario, Canada)

- [Leading from the library: data management initiatives at the University of Northampton](#) →

MIGGIE PICKTON (The University of Northampton, Northampton, England, United Kingdom)
SARAH JONES (Digital Curation Centre at HATII, University of Glasgow, Scotland, United Kingdom) and MARIEKE GUY (Digital Curation Centre at UKOLN, University of Bath, England, United Kingdom)

- [Libraries as service-brokers for digital data curation: Practical insights from the DFG project DP4lib \(Digital Preservation for libraries\)](#)

REINHARD ALTENHÖNER (Deutsche Nationalbibliothek, Frankfurt am Main, Germany)

- [The role of libraries in supporting data exchange](#)

SUSAN REILLY (LIBER (Ligue des Bibliothèques Européennes de Recherche/Association of European Research Libraries), The Hague, Netherlands)

Opportunities for (academic) librarians to engage in data management activities

Exploiting Opportunities: Data

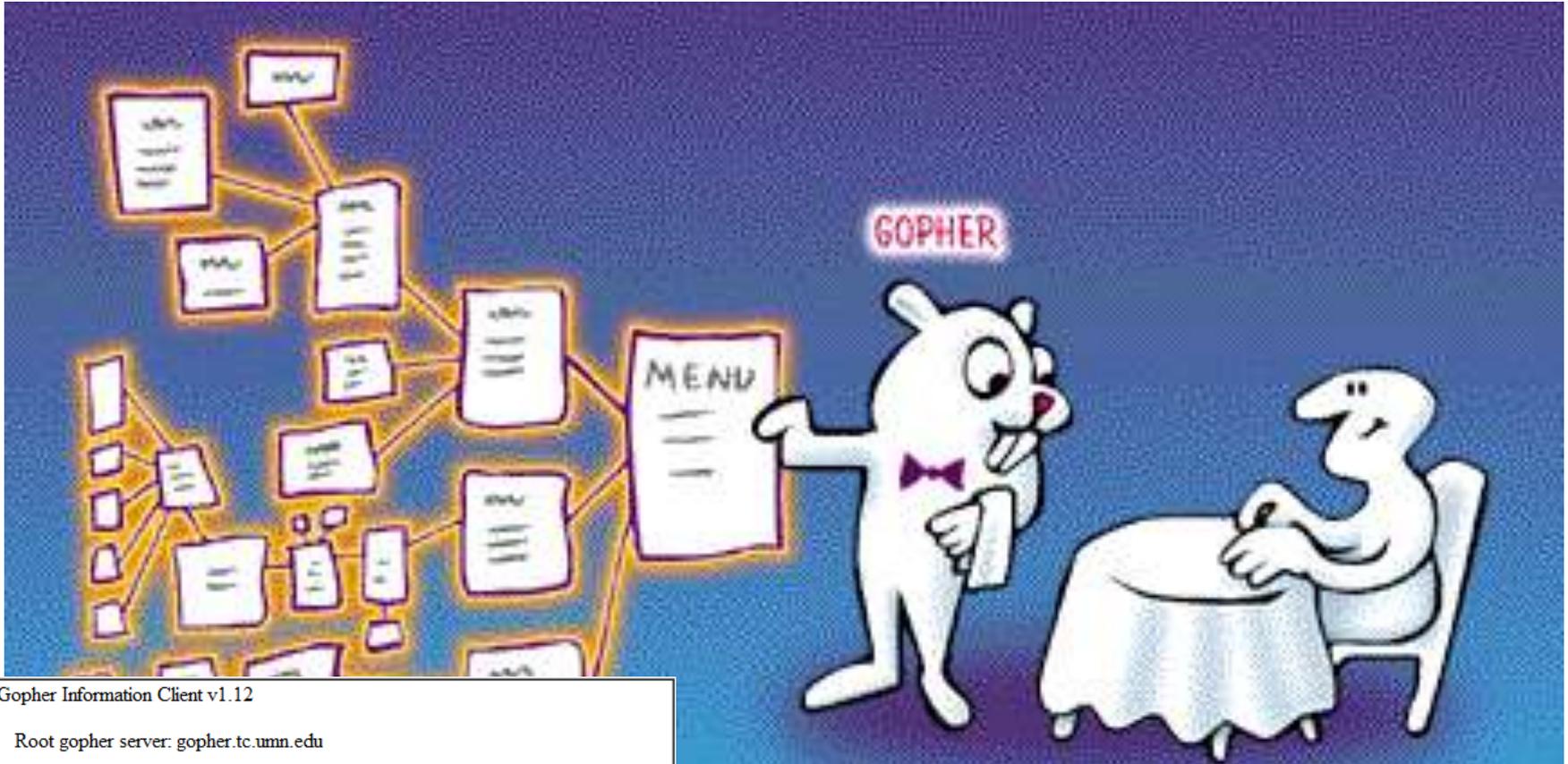


Leading from the library

- Dedicated Research Support post in library since 2007, now a team of two
- 'Open Research' at Northampton:
 - NECTAR, the institutional repository
 - Northampton Open Journals
 - Research Data Policy
- ... **ALL** initiated by library staff and delivered in consultation with the research community

Opportunities for Librarians in engaging with research data management – see IFLA paper [PDF](#) →

Warning From The Past



Internet Gopher Information Client v1.12

Root gopher server: gopher.tc.umn.edu

- > 1. Information About Gopher/
- 2. Computer Information/
- 3. Internet file server (ftp) sites/
- 4. Fun & Games/
- 5. Libraries/
- 6. Mailing Lists/
- 7. UofM Campus Information/
- 8. News/
- 9. Other Gopher and Information Servers/
- 10. Phone Books/
- 11. Search lots of places at the U of M <?>

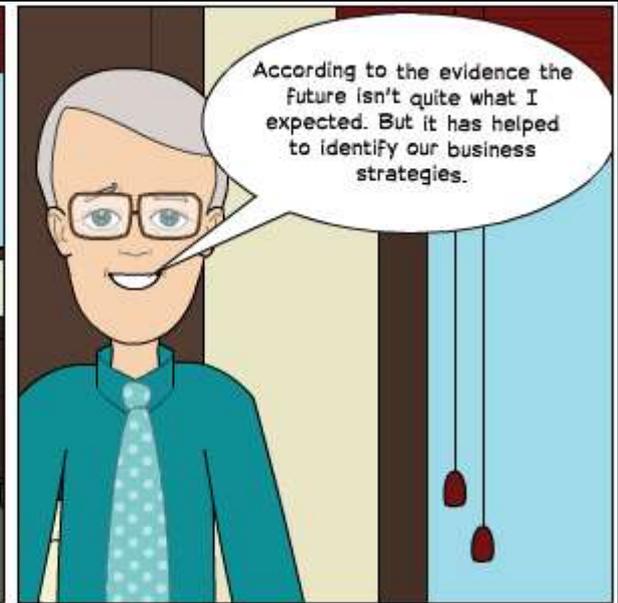
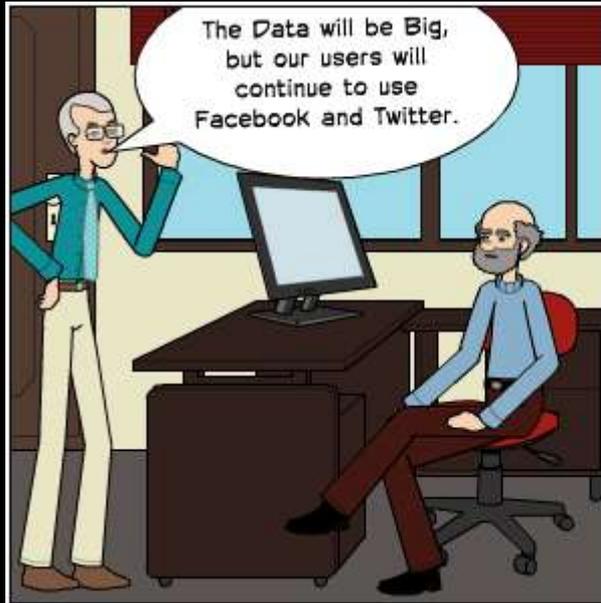
Press ? for Help, q to Quit, u to go up a menu Page:1/1

Tim Berners-Lee didn't accept the evidence of the popularity of Gopher!



od grant me
the erenity
to accept the things
I cannot change
ourage to
change the things I can
and the isdom
to know the difference

Conclusions



About this Blog

The blog is written by Brian Kelly, UK Web Focus who works for the **JISC-funded Innovation Support Centre at UKOLN** which is based at **the University of Bath**.

This blog functions as an open notebook which provides personal thoughts, reflections and observations on the role of the Web in higher and further education which I hope will inform readers and stimulate discussion and debate, both on this blog and elsewhere, including **on Twitter**.

Note that you can also view a **summary of UK Web Focus activities** and **information on Brian's peer-reviewed papers**.



« [What Can Web Accessibility Metrics Learn From Alt.Metrics?](#)

What Next for Libraries? Making Sense of the Future

Posted by [Brian Kelly \(UK Web Focus\)](#)

Tomorrow I'll be giving an invited talk on "What Next for Libraries? Making Sense of the Future" at the **Emerging Technologies in Academic Libraries 2012 Conference** (emtad12) which is being held at the **Norwegian University of Science and Technology University Library** in Trondheim, Norway.

The slides for the talk **are available on Slideshare** and are embedded below. In addition an accompanying paper **is available on Opus, the University of Bath repository**, in **MS Word** and **PDF** formats.

**What Next for Libraries?
Making Sense of the Future**

Reflections on the past & thoughts on the future

**What Next for Libraries?
Making Sense of the Future**

Talk by Brian Kelly, UKOLN at the EMTACL 2012 conference

slideshare 1 / 57

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Featured Paper

A JISC Observatory report entitled **Preparing for Data-driven Infrastructure** was launched on Monday 17 September 2012.

As **described on the JISC Observatory Web site** "...if our institutions are to exploit an emerging data-driven infrastructure, they will need to understand what this entails. This report, the third of the JISC Observatory's TechWatch series, is a very good place to start".

The report is the latest in a series of **JISC TechWatch reports** which have been published by the JISC Observatory team, provided by the **JISC, UKOLN** and **CETIS**.

Blog Stats

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