



The Urge to Merge


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New SIC Category


“Information and Communication”



Sector for “Publishing and distributing information and cultural products, providing the means to transmit or distribute these products as well as data or communications, and processing data.”







 "It includes establishments previously classified in the SIC in manufacturing (publishing); transportation, communications, and utilities (telecommunications and broadcasting); and services (software publishing, motion picture production, data processing, online information services and libraries."






What does this mean?



 Communications industries and library/information science industries are now recognized as being more similar to one another than they once were







Still some fundamental differences in cultures and missions two industries

-  Journalism -- creating messages and delivering them to an audience across many different channels
 -  Library/info science -- managing information architecture that supports proper organization of, access to and delivery of many types of information to many types of people, not defined simply as audiences
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Mergers have happened so now what?

-  How do we think creatively about their effect on curriculum and pedagogy in these fields?
 -  Need to understand how media industries are evolving in order to understand how a merged curriculum might best serve those who want to function in these industries
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Three Forces At Work

 Globalization


 Information Technology

 Industry Consolidation






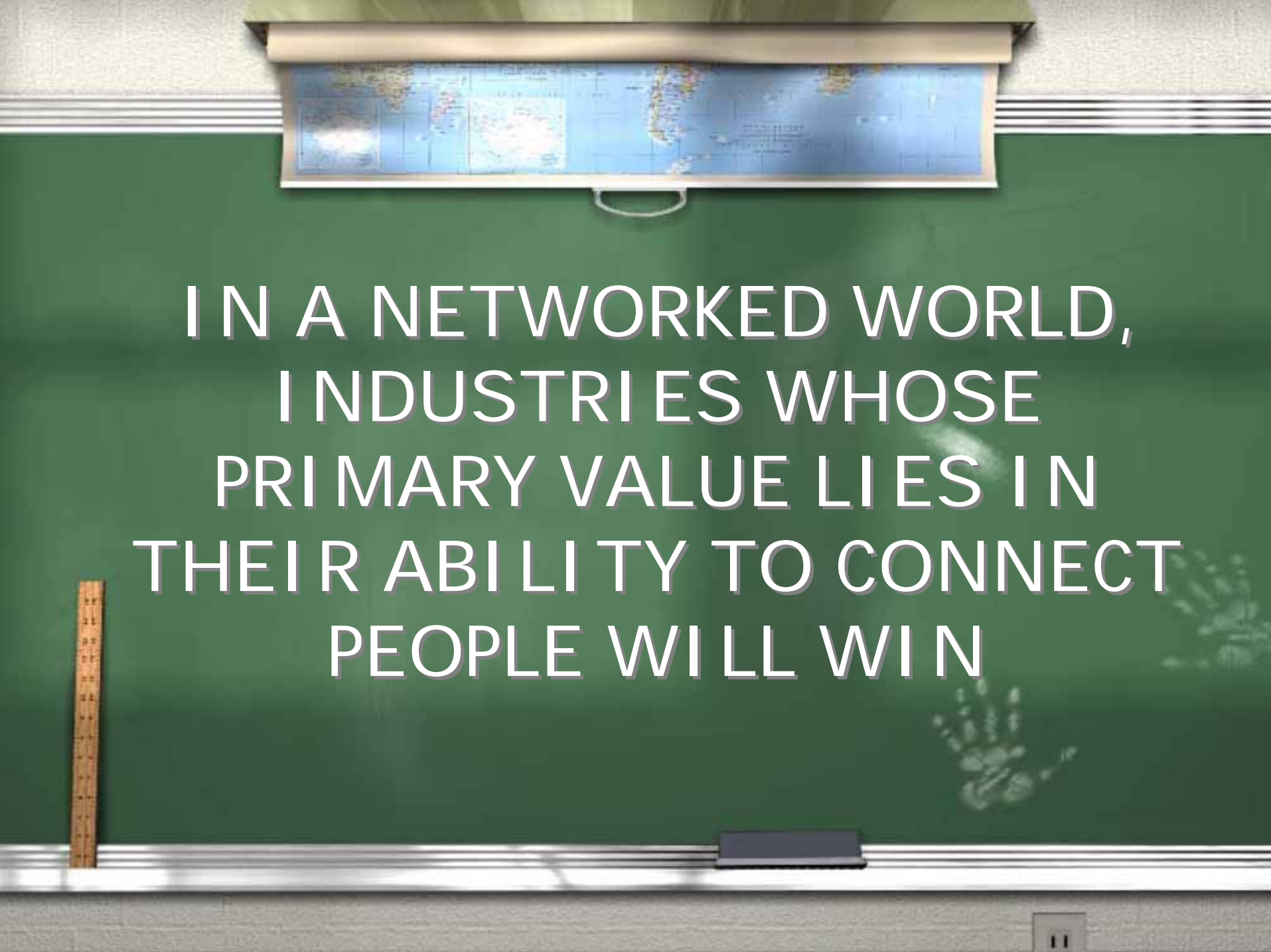
“We Media: How audiences are shaping the future of news and information”

 Shayne Bowman and Chris Willis - API

 Audiences becoming participants

 More emphasis on PUBLISHING rather than on filtering (traditional media role) or on organizing (traditional library role) information









IN A NETWORKED WORLD,
INDUSTRIES WHOSE
PRIMARY VALUE LIES IN
THEIR ABILITY TO CONNECT
PEOPLE WILL WIN








Implications?

-  Curriculum that deals with the fundamentals of human communication in a networked environment
 -  Storytelling, information gathering, keeping historical record, organizing massive amounts of new information
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Knowledge Management

-  Fad to talk about but it is still valid
 -  Putting knowledge into context and synthesizing information in ways that help knowledge workers do their work and that add core value to information users
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Knowledge Management in the News Library

-  Nora Paul and me - NRJ article
 -  Six information functions played by news library - 1) Access 2) Training 3) Quality Control 4) Archiving 5) Revenue 6) Alerts
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Access and Training

-  Interface design issues
 -  Information users have tools on their desktops -- do they know how to use them?
 -  Systems that allow collaboration internally and externally
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Curriculum Implications

-  Courses on interface design
-  Search strategies
-  Organizational communication



Information Quality

 Standards for metadata, tagging, corrections, thesauri, etc.




 External quality issues -- what can information users trust?




Curriculum Implications

 Information organization concepts







 How do information users receive and process information?

 How do communicators do their work?





Archiving

-  How to store and preserve large amounts of information in many different formats and channels?
 -  Incorporating external databases
 -  Incorporating information created by audience or patrons
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Curriculum Implications

-  Nature of information creation -- special subject expertise
 -  Information architecture, preservation issues
 -  System design
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Revenue

-  Leveraging information as an asset -- not a dirty word
 -  Content sharing
 -  Potential business value of digital information
 -  Firewall and security issues
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Curriculum Implications





 Strategic thinking, marketing skills

 Information policy issues





Alerts

-  Using information to generate knowledge for corporate or community leaders
 -  Capturing information on a regular basis
 -  I identify, sift and interpret industry trends, etc.
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Curriculum Implications

 Information architecture






 Organizational communication

 Knowing how to communicate what you know










So What Does This Curriculum Look Like?

-  Perhaps might have six conceptual areas
 -  Don't get hung up on the number of areas or the way I'm naming things
 -  Focusing on concepts here
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


Communication Skills

-  Mass media storytelling and audience concepts
 -  Organizational communication
 -  Interpersonal communication
 -  Human-computer communication
 -  Cross-cultural communication
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Information Policy

-  Access laws and regulations
 -  Intellectual property issues
 -  Cross-border information flows
 -  Global information policies --
treaties, etc.
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Knowledge Structures

-  How is information created?
 -  Where does it come from?
 -  Think about ALL information, not just documents
 -  How do you make selection decisions?
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Information Management

-  Retrieval systems and schemes
 -  Digital asset management
 -  Multimedia storage and retrieval
 -  Archival preservation, especially for digital materials
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Management of Information Organizations

-  Strategic thinking
 -  Marketing
 -  Collaborative planning
 -  HR for information workers
(ONGOING TRAINING is essential)
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Search Strategies

-  Information gathering skills
 -  Information evaluation skills
 -  Sources of information
 -  Legal and ethical use of information
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


These Courses Exist

-  But they are spread across units or departments or schools within a college
 -  Might allow students to build a degree program that puts appropriate pieces together from any unit in the merged entity
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Silos Are Good for Silage

-  They are terrible for interdisciplinary degree programs
 -  Break out of curricular silos and encourage students and faculty to collaborate and create new paths into the information industries
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Thank You

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