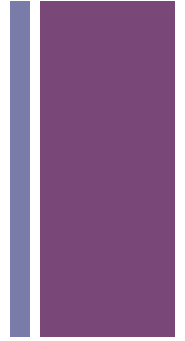




Stepping into the Future: Perspectives on a changing profession

Dr. Sandra Hirsh, Professor and Director
SJSU School of Library & Information Science
February 16, 2011

+ Looking to the Future



- “Change is the law of life. And those who look only to the past or present are certain to miss the future.” - John F. Kennedy



+

Change

+ Technology Trends

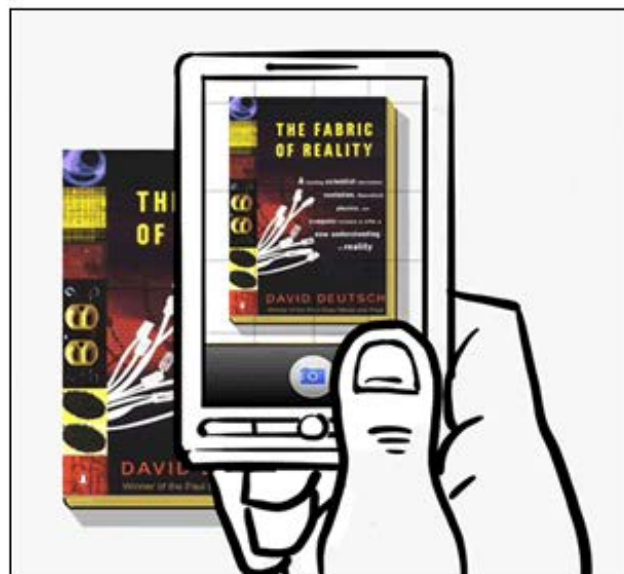
- Libraries are becoming “bookless” ...
- Technology is becoming mobile, virtual, cloudless, social, location-based, gesture-controlled ...



+ Google Goggles

Google Goggles in action

Click the icons below to see the different kinds of objects and places you can search for using Google Goggles.



+ Diff-IE

Find changes in long lists of text

It can be hard to see changes in long lists of text, but Diff-IE identifies these automatically.

Workshops, Collaborations and Papers:

- Co-Chair SIGIR Doctoral Consortium, Singapore, July 20, 2008.
- Co-Organizer NSF Workshop on Personal Information Management, Seattle WA, Aug 27-29, 2005.
- Co-Organizer SIGIR Workshop on Implicit Measures of User Interests and Preferences, Toronto CA, Aug 1, 2003.
- Collaborator "Collaborative Information Retrieval", a multidisciplinary research project to understand the social aspects of information retrieval in a variety of workplace settings. In collaboration with Raya Fidel and Harry Bruce (U Washington School), Steve Pollock (Boeing), A.M. Paterson (Rits National Laboratory), and Jonathan Grudin (Microsoft Research).
- Collaborator "Keeping Track Things Forward", a research project to understand the ways in which people manage information for subsequent re-access. In collaboration with William Jones, Harry Bruce and Mike Eisenberg (U Washington School).
- S.T. Dumais (2010). Temporal dynamics and information retrieval. *CIKM 2010, Keynote Talk (opening)*.
- J. Teevan and S.T. Dumais (in press). Web retrieval, ranking and personalization. To appear in *Interactive Information Seeking and Retrieval*, L. Rasmussen and D. Kelly (Eds.).
- R.W. White, P. Bennett and S.T. Dumais (2010). Predicting short-term interests using activity-based search control. To appear in *Proceedings of CIKM 2010*.
- S.T. Dumais (2010). Understanding and supporting people in dynamic information environments. (Slides.) *ECDD 2010, Keynote Talk*.
- D. Liebling, D. Ramage, S. T. Dumais and S. Doncker (2010). Interactively exploring Twitter with topic models. In *Proceedings of ACD 2010 (Demos)*.
- S.T. Dumais, G. Bandiera and E. Carroll (2010). Individual differences in user patterns for Web search. In *Proceedings of WWW 2010*.
- S.T. Dumais (2010). Staff I've Seen: Retrospective and prospective. *SIGIR 2010 Desktop Search Workshop, Keynote Talk*.
- G. Bandiera, S. Dumais and E. Carroll (2010). The good, the bad, and the random: An eye-tracking study of ad quality in Web search. In *Proceedings of SIGIR 2010*.
- C. Liu, R.W. White and S. Dumais (2010). Understanding Web browsing behavior through Webkit analysis of fixed time. In *Proceedings of SIGIR 2010*.
- R. White, A. Kapoor and S.T. Dumais (2010). Modeling long-term search engine use. In *Proceedings of UMAP 2010*, 28-39. [Best Paper Finalist]
- D. Ramage, S.T. Dumais and D. Liebling (2010). Characterizing search history using latent topic models. In *Proceedings of ICWSM 2010*.
- P. Bennett, K. Sore and S.T. Dumais (2010). Characterizing relevance models. In *Proceedings of WWW 2010*.
- Q. Guo, R. White, S.T. Dumais, S. Wang and B. Anderson (2010). Predicting query performance using query, result and interaction features. In *Proceedings of REAC 2010*.
- J. Teevan, S.T. Dumais and D. Liebling (2010). A longitudinal study of how highlighting Web content changes affects people's Web interactions. In *Proceedings of CHI 2010*. [Best Paper Award]
- S. Dumais, Jeffrey R. Russell, D. Tang, D. and Teevan, J. (2010). Design of large-scale log analysis studies. Tutorial at *HCIR 2010*.
- J. Eisen and S.T. Dumais (2010). Leveraging temporal dynamics of document content in relevance ranking. In *Proceedings of WWW 2010*, 1-10.
- J. Teevan, S.T. Dumais and E. Horvitz (2010). Potential for personalization. To appear in *ACM Transaction on Computer Human Interaction*. [Best Search Marketing paper 2009]
- S.T. Dumais (2010). An interdisciplinary perspective on information retrieval. To appear in *SIGIR Forum*.
- P. André, mc schardt, J. Teevan, S.T. Dumais (2009). Discovering interest by chance: Designing for (un)interest. In *Proceedings of Creativity and Cognition 2009*, 392-401.
- R. White and S.T. Dumais (2009). Characterizing and predicting search engine switching behavior. In *Proceedings of CIKM 2009*, 1012-1021.
- J. Teevan, S.T. Dumais, D. Liebling and R. Hughes (2009). Characterizing how people view content on the web. In *Proceedings of UIST-09*, 237-246.
- S.T. Dumais (2009). An interdisciplinary perspective on information retrieval. (Slides.) *SIGIR 2009, Salvo, Award Lecture*.
- S.T. Dumais (2009). Evaluating IR in situ. (Slides.) *SIGIR 2009 Workshop on The Future of IR Evaluation, Invited Talk*.

See new or different search results

Search results can change in many ways — ranking, snippets, titles, and ads can all change.



Track price changes

We rarely remember prices, but Diff-IE does. Here, the prices of these HP workstations dropped.

» Personal workstations

Affordable power	Compact power	Extreme power
 <p>Enhanced performance in an affordable package.</p> <p>» HP Z400 Workstation NEW! Starting at: \$ 929.00** \$ As low as \$27/mo.**</p> <ul style="list-style-type: none"> Up to 16 GB of system memory Up to 4.5 TB of internal storage Up to NVIDIA Quadro FX4800 or dual NVIDIA Quadro FX1800 graphics <p>» HP xw4600 Workstation Starting at: \$ 679.00** \$ As low as \$20/mo.**</p>	 <p>Eight core performance in a compact footprint.</p> <p>» HP Z600 Workstation NEW! Starting at: \$ 1,589.00** \$ As low as \$46/mo.**</p> <ul style="list-style-type: none"> Up to 24 GB of system memory Up to 4.5 TB of internal storage Up to eight 2D displays Up to dual NVIDIA Quadro FX1800 graphics <p>» HP xw6600 Workstation Starting at: \$ 1,219.00** \$ As low as \$35/mo.**</p>	 <p>Ultimate performance with extreme expandability.</p> <p>» HP Z800 Workstation NEW! Starting at: \$ 1,839.00** \$ As low as \$53/mo.**</p> <ul style="list-style-type: none"> Up to 192 GB of system memory Up to 7.5 TB of internal storage Up to dual Quadro FX5800 graphics <p>» HP xw8600 Workstation Starting at: \$ 1,339.00** \$ As low as \$38/mo.**</p> <p>» HP xw9400 Workstation Starting at: \$ 2,599.00** \$ As low as \$74/mo.**</p>

Quickly find forum activity

At a glance, Diff-IE shows which forum threads are active.

Subject	views	Last post
2009 Book Club selections	5	462
2010 Book Club Sugg...	8	78
Five Reasons to Jo...	3	215
7/22 Book Club: The Guernsey Lit Society	12	112
6/17 Book Club		
The Girls from A...		

Concepts Aesthetics

Design [Edit](#)

Design is the visualization of an artifact of human culture that does not appear in nature that has emergent properties when realized in some medium as physically constructed. However, in retrospect it is possible to see t... [\(more\)](#) [Edit](#)



Browse
Latest Activity

Open Questions (160)
[Add Your Answer](#)

Best Questions (34)
[Best Questions](#)

How many hours are you able to log in a day? (on average)

Question added to topic [Design](#). 2:58pm • 0 Answers • Follow

Should I focus on getting a good UX or getting something quick out of the door?

In [Internet Startups](#): Answer added in topic [Design](#). 1:44pm • 10 Answers • Follow

7 Scott Jenson, Mobile UX designer, Google

I LOVE questions like this because it gives me a great chance to rail against the misconceptions of UX. What this question implies is that the only real issues in shipping ... [\(more\)](#)

How can Design help Public Libraries?

Answer added in topic [Design](#). 12:34pm • 2 Answers • Follow

3 Lindan Courtemanche, Creative producer of unconventio...

Here are 3 themes you might consider when developing a creative brief for the design of a library:

...
[\(more\)](#)

What are the best online tools for storyboarding a website?

Answer added in topic [Design](#). 12:05pm • 15 Answers • Follow

1 Rodrigo Carriel

Personally, i like pencil cause its free , easy to use and you can make/add your own stencil/collections . Now, balsamiq is way more powerfull but paid.

How do I make a cast of jewelry?

Question added to topic [Design](#). 11:28am • 0 Answers • Follow

[Unfollow](#)

[Settings](#)

Send me emails and notifications about new questions on this topic.

Frequently Asked Questions

[Manage Topic](#)

[Organize Topic](#)

[@ Mentions \(7\)](#)

[All Changes](#)

Your Topic Bio

 Describe your Design experience

Top Answerers - 19382 Followers

 **Adam Rifkin**
29 Answers Imagination is more important than knowledge.

 **Jason Putorti**
31 Answers I fight for the user.

 **Chris Wetherell**
1 Answer

 **Rebekah Cox**
16 Answers

 **Yishan Wong**
5 Answers

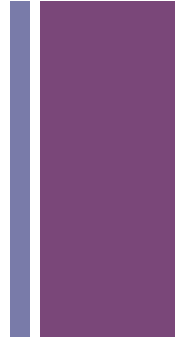
Share Topic - Invite Users

[Facebook](#) [Inbox](#) [Email](#)

Subtopics

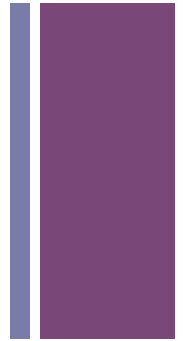
- [Design](#)
 - [Product Design](#)

+ Changing Times



- “I’ve come to think that managing our uncertain future is about achieving fitness: adapting to change, staying relevant.” - Stephen J. Bell

+ Employment Trends



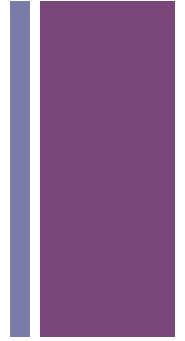
- Agencies outside of libraries experienced an increase in reported placements from just over 15% (2008) to over 27% (2009)

- *Library Journal Placement and Salary Survey 2010*



+ Opportunities outside of libraries

- *U.S. News & World Report* listed these as top 30 careers in 2009:
 - Usability/User Experience Specialist
 - Systems Analyst



+ Opportunities outside of libraries

- Database development
- Reference tool development
- Information systems
- Publishing
- Internet coordination
- Marketing
- Web content management and design
- Training of database users

+ Emerging Job Titles

- Emerging Technologies Librarian
- Web Content Manager
- Information Architect
- Usability Analyst
- Information Specialist
- Digital Collections Metadata Librarian
- Virtual Services Manager
- Digital Assets Librarian

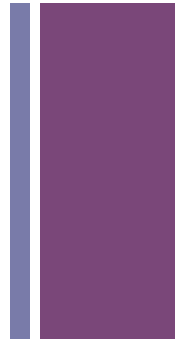
+ Highly requested skills

- Teaching/instruction
- Web design and maintenance
- Knowledge of metadata standards for digital content
- Knowledge of integrated library systems
- Ability to create online tutorials

Escobosa, C. (2010). *Library and information careers: emerging trends and titles*.

+ Think broadly about LIS skills

- “LIS skills are good currency in this world – but only for those with the flexibility and insight to exploit the opportunities.” - Stephen Abrams





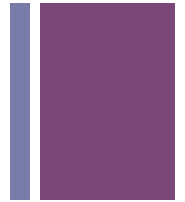
+ Preparing future LIS professionals

+ School Highlights

- Largest accredited LIS school in the world
- 2500 graduate students
- Program fully online
- Ranked #1 by *U.S. News & World Report* for LIS e-learning



MLIS Students in... 45 states & 17 countries



<http://slisweb.sjsu.edu/slis/maps/slisstudentsmap2010fa.htm>

*Based on Fall 2010 Enrollment Figures

+ Online Delivery



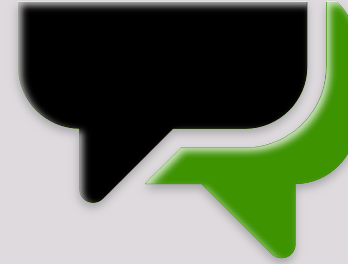
Online Discussions

- Discussion boards
- Live online discussions



Instructor Lectures

- Web conferencing
- Audio podcasts
- Narrated slide presentations or screencasts
- Video lectures captioned
- Audio lecture transcripts



Informal Interactions

- Optional “office hours” via live web conferencing
- Chat via email, on blogs, or on the School’s Facebook page.

+ Course Homepage in LMS

Spring 2009 | LIBR 287-02 | Simmons

Course Calendar Lessons Communicate

Home Course

Debbie Faires

Refresh

Spring 2009 | LIBR 287-02 | Simmons

Course Announcements

More | View: Past Present All | Sort: Descending

Wednesday, April 15, 2009

Welcome to this week's lesson in information literacy! This week we are discussing assessment, strategic planning, the future of information literacy, and moving from library school to your first job.

Your tasks for this week are as follows:

1. Read the lecture via a Word doc or listen to the audio files (available in the Lesson #11 folder).
2. Read the assigned readings (available in the Lesson #11 folder).
3. Post your thoughts about the lesson's content by Wednesday evening. We will have reduced discussion requirements (one required post instead of three) this week to give you all a bit of extra time to plan your instruction sessions.
4. Meet with Margie or go to the Elluminate drop in center to practice your instruction session.
5. Log into Elluminate on the evenings you signed up to attend instruction sessions!
6. Attend my office hour on Monday evening at 6:30 PM Pacific. Go to <https://nexus.sjsu.edu>, click on "Simmons office hour," log in with your name, and no password. Hope to see you there!

Have a great week.

Wednesday, April 08, 2009

Welcome to this week's lesson in information literacy! This week we are discussing online tutorials.

Your tasks for this week are as follows:

1. Read the lecture via a Word doc or listen to the audio files (available in the Lesson #10 folder).
2. Read the assigned readings (available in the Lesson #10 folder).
3. Post your thoughts about the lesson's content by Monday evening (4/13) and respond to two

Course Mail

View Inbox
View, read, and compose messages


Quick Message
Skip the inbox and start your message.

Unread Messages
Spring 2009 | LIBR 287-02 | Simmons (02) 0 messages

About This Section

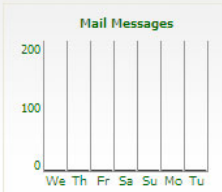
Course description: LIBR 287 combines theory and practice of information literacy to give students the foundation they need for teaching in a library setting. The course emphasizes the practical aspects of teaching, the creation of effective instructional materials, the evaluation of instruction programs, and the management of instruction programs within a larger organizational setting.

Instructor: Dr. Michelle Holschuh Simmons
Email: michelle.h.simmons@gmail.com
Phone: 336-854-3034

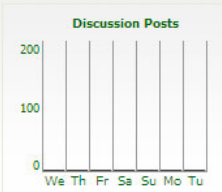


Activity at a Glance

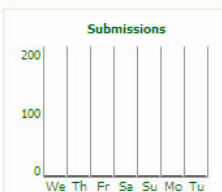
Mail Messages



Discussion Posts



Submissions



Grades

Your Grade
100%

10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100

Discussion	0%
Observation report	100%
Seminar paper	0%
Instruction session	0%
Feedback	0%

■ Your Grade ■ Class Average

Last updated: 5/13/2009 3:07:29 PM - Refresh

+ Guest Speakers

Elluminate Live! - David Joyner's Session - WWII Presentation

Video - Multiple Cameras



Preview Transmit

Show Full

Joined on March 31, 2010 at 10:54 AM
Joined on March 31, 2010 at 10:54 AM

Send to This Room

Audio - Multiple Talkers



board - Main Room (Scaled 191%)

Slide1

Follow Moderator



This presentation to Mr. Steve Vernier's Practical History Classes of Marysville High School is made possible with the cooperation of the Marysville High School Library and The San Jose State University, School of Library & Information Science
March 2010

+ Meetings/Tours on Second Life

Archivists/Records
Administrators
(ARA)
Student Group

Join us in the
Roman Senate

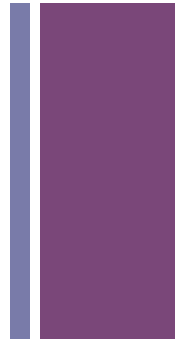


Monday
September 20, 2010
7 p.m. SLT



+ Introduce new courses

- Web 3.0 Emerging Trends in Libraries
- Using Social Media for Competitive Research
- Information Entrepreneurship
- Digital Asset Management
- Implications and Applications for New Media
- Information Environments



+ Additional programs offered

- Executive MLIS
- Master of Archives and Records Administration (MARA)
- San Jose Gateway PhD program - Queensland University of Technology
- Teacher-Librarian Program



+

Keeping up with the changes

+ Develop/Build Key Skills

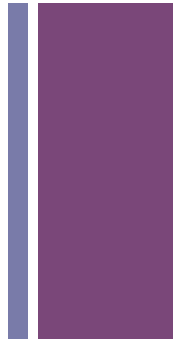
■ Take a course

- Infopeople <http://www.infopeople.org/>
- Trendy Topics (T2) <http://www.trendytopics.info/>
- ALA: <http://www.ala.org/ala/onlinelearning/>,
<http://www.alatechsource.org/workshops>, <http://classes.alaeditions.org/>

■ Read books, articles, blogs

- Wired magazine, newspapers, <http://thenextweb/> , RSS, etc.
- LISNews - <http://www.lisnews.org/>
- Stephen's Lighthouse – <http://stephenslighthouse.sirsidynix.com/>
- Information wants to be free – <http://meredith.wolfwater.com/wordpress/>
- Librarian in Black-<http://librarianinblack.typepad.com/> for “tech-savvy librarians”

■ Get experience



+ Maintain an active professional network

■ Build an online presence

■ Webinar: <http://learn.linkedin.com/training/>

■ LI Etiquette Guide:

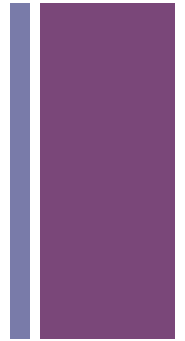
<http://careerservices.linkedin.com/LinkedIn-Etiquette-Guide.pdf>

■ Leverage your professional network

■ LI Job Hunting Tips:

<http://careerservices.linkedin.com/10-Job-Hunting-Tips.pdf>

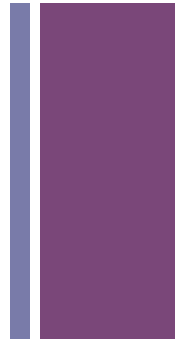
+ Learn from others



- Participate in online discussions about trends and careers
 - LIS Career Options –LinkedIn Group
<http://www.linkedin.com/groups?home=&gid=3126663>
 - NextGen Librarians – Facebook Group
<http://www.facebook.com/group.php?sid=7f4beb04efc2e5aaf439abf80951b415&gid=2240728154&ref=search>
- Find a mentor
- Perform “informational interviews”
- Attend conferences, workshops, professional events

+ Takeaways

- Be open to new opportunities and embrace change
- Keep current and fill in gaps in your skill set
- LIS skills are marketable and can be applied in many settings!
- Think broadly about your own skills and how you could use them in different contexts
- Build and nurture your professional network



+ Create your own future

- "The future is not some place we are going, but one we are creating. The paths to it are not found but made, and the activity of making them changes both the maker and the destination." John Schaar



+ Questions?

- Thank you!
- Sandy.hirsh@sjsu.edu



SCHOOL OF LIBRARY AND
INFORMATION SCIENCE