The Public Library 2010: and it’s role with the Internet

A presentation prepared by John Lake, Chairperson of the Public Libraries Section of the International Federation of Library Associations (IFLA) for the Seminaris de l’Aula Jordi Rubio I Balaguer, Facultat de Biblioteconomia I Documentacio Barcelona 24 October 2007
Overview of the lecture

- Foreword – Some reflections on the future
- What is IFLA?
- What does the IFLA Public Libraries Section do?
- Why we need the IFLA Public Libraries Manifesto
- Developing Public Libraries – How the IFLA Public Library Guidelines assist
- Public Libraries and the Internet – The IFLA Internet Manifesto
- Looking Forward - Where will we be in 2010?
- And beyond…….
A Foreword

• Looking back to where we are now
• Public Libraries, their role in society
• Changing with the times
Oslo Library

Millennium Library, Norwich, UK

• Chrisp Ideas Store, UK
What is IFLA?

• IFLA (The International Federation of Library Associations and Institutions) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession.
What is IFLA?

The Three Pillars of IFLA

- Society
- The Profession
- The Members
What is IFLA?

The Society Pillar

focuses on the role and impact of libraries and information services in society and the contextual issues that condition and constrain the environment in which they operate across the world.
What is IFLA?

The Profession Pillar

focuses on the issues covered by the long established Core Activities - **ALP, ICABS, PAC, UNIMARC** - and the **Sections** and **Divisions**. They lie at the core of our professional practice and help libraries and information services to fulfil their purposes and to shape responses to the needs of clients in a rapidly changing global environment.
What is IFLA?

The Members Pillar

Is central to IFLA. It includes the services we offer to members, management of their membership of IFLA, conferences and publications. We must work together to make IFLA more vibrant and attractive and beneficial for members throughout the world.
What is IFLA?

Find out more on
IFLANET

www.ifla.org
What does the IFLA Public Libraries Section do?

- Meetings for planning programmes
- Conference programmes
- International Guidelines Public Library Guidelines, The Public Library Manifesto
- Publications –, Public Libraries, Archives and Museums, Meeting User Needs, The Role of Libraries in Lifelong Learning
- Includes the work of Mobile Libraries
- Assist development and support growth of public libraries
Why we need the IFLA/Unesco Public Libraries Manifesto

The Public Library Manifesto (1994)
Available in the following 26 languages:
Amharic, Arabic, Bahasa Melayu, Catalan
Chinese, Croatian, Czech, Danish, Dutch,
English, Finnish, French, Georgian, German,
Hebrew, Hungarian, Italian, Japanese,
Khmer, Norwegian, Portuguese, Russian,
Serbian, Slovenian, Spanish & Swedish
Why we need the IFLA/Unesco Public Libraries Manifesto

• Agreed wording involving all of IFLA’s constituents and stakeholders
• Unesco’s support and approval
• International significance and of assistance to all countries in supporting Public Libraries
Why we need the IFLA/Unesco Public Libraries Manifesto

The public library, the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision-making and cultural development of the individual and social groups.

Barcelona City Libraries
Why we need the IFLA/Unesco Public Libraries Manifesto

- The Manifesto proclaims UNESCO's belief in the public library as a living force for education, culture and information, and as an essential agent for the fostering of peace and spiritual welfare through the minds of men and women.

- UNESCO therefore encourages national and local governments to support and actively engage in the development of public libraries.
Why we need the IFLA/Unesco Public Libraries Manifesto

- Freedom, prosperity and the development of society and of individuals are fundamental human values
- Only attained through the ability of well-informed citizens to exercise their democratic rights and to play an active role in society
Hong Kong
Central Library
Why we need the IFLA/Unesco Public Libraries Manifesto

Democratic access

• The public library is the local centre of information, making all kinds of knowledge and information readily available to its users.
• The services of the public library are provided on the basis of equality of access for all, regardless of age, race, sex, religion, nationality, language or social status.
Why we need the IFLA/Unesco Public Libraries Manifesto

Social inclusion

- *Specific services and materials must be provided for those users who cannot, for whatever reason, use the regular services and materials, for example linguistic minorities, people with disabilities or people in hospital or prison.*
Why we need the IFLA/Unesco Public Libraries Manifesto

New technologies

• *Collections and services have to include all types of appropriate media and modern technologies as well as traditional materials.*
Why we need the IFLA/Unesco Public Libraries Manifesto

Cultural and social understanding

• *Material must reflect current trends and the evolution of society, as well as the memory of human endeavour and imagination.*
Shanghai Library Lecture Theatre
Why we need the IFLA/Unesco Public Libraries Manifesto

Censorship and control

- *Collections and services should not be subject to any form of ideological, political or religious censorship, nor commercial pressures.*
Why we need the IFLA/Unesco Public Libraries Manifesto

The Manifesto contains a lot more support and recommendations for public libraries

- Missions
- Funding, legislation and networks
- Operation and management
Why we need the IFLA/Unesco Public Libraries Manifesto

• Missions
  – Supporting the oral tradition
    Transformation Lab - Prototyping the Future

http://www.youtube.com/watch?v=TpFO_L_jA1c

http://www.youtube.com/watch?v=1YhMbU12qWE
Why we need the IFLA/Unesco Public Libraries Manifesto

• Missions
  – Supporting the oral tradition

"Library 2.0 is, perhaps above all else, the idea of constant change. Not only constant library change, but the recognition that our communities are constantly changing and that our services to them must change proportionately." Michael Casey, St Joseph County Public Library, USA
Why we need the IFLA/Unesco Public Libraries Manifesto

• Missions
  – Supporting the oral tradition

"Library 2.0 simply means making your library's space (virtual and physical) more interactive, collaborative, and driven by community needs." Sarah Houghton-Jan, St Joseph County Public Library, USA
Why we need the IFLA/Unesco Public Libraries Manifesto

• Funding, legislation and networks

The public library shall in principle be free of charge.
Why we need the IFLA/Unesco Public Libraries Manifesto

• Funding, legislation and networks

To ensure nationwide library coordination and cooperation, legislation and strategic plans must also define and promote a national library network based on agreed standards of service.
Why we need the IFLA/Unesco Public Libraries Manifesto

• Operation and management

A clear policy must be formulated, defining objectives, priorities and services in relation to the local community needs. The public library has to be organized effectively and professional standards of operation must be maintained.
Why we need the IFLA/Unesco Public Libraries Manifesto

Implementing the Manifesto

• Decision makers at national and local levels and the library community at large, around the world, are hereby urged to implement the principles expressed in this Manifesto.
Using the IFLA/Unesco Public Library Manifesto to develop services

• Bringing the Manifesto into the 21st Century – 10 ways to achieve the aims
• Developing Public Libraries – the IFLA/Unesco Public Library Guidelines for Development (2001)
IFLA/Unesco Public Library Guidelines for Development

- To assist & encourage their translation & publication in all the world languages
- Currently available in nearly 30 world languages and 15 of the most significant Indian languages.
- 9 languages freely available on IFLANET http://www.ifla.org/VII/s8/index.htm#publications
- In preparation in Romanian and Swedish
Workshop on the Public Library Guidelines in Penang, Malaysia 2004
Public Libraries and Internet

• 15 years of development
• Information searching
• A library web presence
• Digitisation of printed and analogue audio resources
• Online databases
• E-books
• E-services from email, web cam and video cam transmission
• More recently - Blogs, Wikis, social networks, podcasts
Public Libraries and Internet

World Wide Wisdom?
Public Libraries, the Internet and the IFLA Internet Guidelines

- Created in 2002 and revised in 2006
- Available in 19 languages on IFLANET
- Unhindered access to information is essential to freedom, equality, global understanding and peace.

Copenhagen
Central Library
IFLA Internet Guidelines

• Intellectual freedom is the right of every individual both to hold and express opinions and to seek and receive information; it is the basis of democracy; and it is at the core of library service.
IFLA Internet Guidelines

• Freedom of access to information, regardless of medium and frontiers, is a central responsibility of the library and information profession.
IFLA Internet Guidelines

• The provision of unhindered access to the Internet by libraries and information services supports communities and individuals to attain freedom, prosperity and development.
IFLA Internet Guidelines

• *Barriers to the flow of information should be removed, especially those that promote inequality, poverty, and despair.*
IFLA Internet Guidelines:
Freedom of Access to Information, the Internet and Libraries and Information Services

• Connect people with global information resources and the ideas and creative works they seek

• Make available the richness of human expression and cultural diversity
Oslo Library
Digitised Studio and Cinema
Current Internet Languages Used

- English 31.2%
- Chinese 15.7%
- Spanish 8.7%
- Japanese 7.4%
- French 5.0%
- German 5.0%
- Portuguese 4.0%
- Korean 2.0%
- Italian 2.7%
- Arabic 2.5%
- Rest of the world 15%
- The single largest growth language between 2000 – 2007 is Arabic at 940.5%.
IFLA Internet Guidelines:
Freedom of Access to Information, the Internet and Libraries and Information Services

The global Internet enables individuals and communities throughout the world, whether in the smallest and most remote villages or the largest cities, to have equality of access to information for personal development, education, stimulation, cultural enrichment, economic activity and informed participation in democracy.
IFLA Internet Guidelines: Implementing the Manifesto

- Sarawak, Malaysia – boats braving rapids and cars on timber tracks
- Guangdong Province, China – mountainous regions on foot
- Nepal – mountainous regions
- Bangladesh – boats in flood prone regions
- Australia – access for aboriginal people
- Brazil Rainforests
  - http://news.bbc.co.uk/1/hi/world/americas/6509973.stm
- Satellite dishes on elephants in India
- Kenya – Camel Libraries
  - http://www.knls.or.ke/camel.htm
Mobile Library in Texas, USA

Internet Zone in Medvascak, Croatia
IFLA Internet Guidelines:
Freedom of Access to Information, the Internet and Libraries and Information Services

• Libraries and information services provide essential gateways to the Internet. For some they offer convenience, guidance, and assistance, while for others they are the only available access points. They provide a mechanism to overcome the barriers created by differences in resources, technology, and training.
Teenzone Stratford Library, London

Internetzone Oslo Library
IFLA Internet Guidelines:
Freedom of Access to Information, the Internet and Libraries and Information Services

• Access to the Internet and all of its resources should be consistent with the United Nations Universal Declaration of Human Rights and especially Article 19:

Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.
IFLA Internet Guidelines:
Freedom of Access to Information, the Internet and Libraries and Information Services

• The global interconnectedness of the Internet provides a medium through which this right may be enjoyed by all. Consequently, access should neither be subject to any form of ideological, political or religious censorship, nor to economic barriers.
IFLA Internet Guidelines:
Freedom of Access to Information, the
Internet and Libraries and Information Services

• Libraries and information services should support the right of users to seek information of their choice
IFLA Internet Guidelines:
Freedom of Access to Information, the Internet and Libraries and Information Services

• Libraries and information services should respect the privacy of their users and recognize that the resources they use should remain confidential.
IFLA Internet Guidelines: Freedom of Access to Information, the Internet and Libraries and Information Services

*World Summit on the Information Society*

**Section 58. We recognize** that Internet governance includes more than Internet naming and addressing. It also includes other significant public policy issues such as, **inter alia,** critical Internet resources, the security and safety of the Internet, and developmental aspects and issues pertaining to the use of the Internet.
IFLA Internet Guidelines:
Freedom of Access to Information, the Internet and Libraries and Information Services

• Libraries and information services have a responsibility to facilitate and promote public access to quality information and communication. Users should be assisted with the necessary skills and a suitable environment in which to use their chosen information sources and services freely and confidently.
IFLA Internet Guidelines: Freedom of Access to Information, the Internet and Libraries and Information Services

• In addition to the many valuable resources available on the Internet, some are incorrect, misleading and may be offensive. Librarians should provide the information and resources for library users to learn to use the Internet and electronic information efficiently and effectively. They should proactively promote and facilitate responsible access to quality networked information for all their users, including children and young people.
IFLA Internet Guidelines:
Freedom of Access to Information, the Internet and Libraries and Information Services

- In common with other core services, access to the Internet in libraries and information services should be without charge.

Kuala Lumpur
Central Library
IFLA Internet Guidelines: Implementing the Manifesto

• IFLA encourages the international community to support the development of Internet accessibility worldwide, and especially in developing countries, to thus obtain the global benefits of information for all offered by the Internet.

  – Bill and Melinda Gates Awards Access to Learning Awards
  – International work through IT e.g. Ask a Librarian, Enquire
  – Shared knowledge and training through list serves, international conferences, aid work
IFLA encourages all governments to support the unhindered flow of Internet accessible information via libraries and information services and to oppose any attempts to censor or inhibit access.
IFLA Internet Guidelines: Implementing the Manifesto

- IFLA urges the library community and decision makers at national and local levels to develop strategies, policies, and plans that implement the principles expressed in this Manifesto.
Looking Forward to 2010

• Liberate our services using the world wide web using Web 2.0 and look towards Web 4.0
• Connect with our communities and educate and train where required
• Develop a world wide wisdom – global knowledge and understanding
• Work internationally to erode barriers and censorship but respecting all cultures
• Support our staff by continued training and encouragement to be proactive
• Develop our digitised collections services and knowledge - the hybrid library – knowledge, education and information in diverse forms
• Improved accessibility to our catalogues and databases
• Establish national and international standards on the Internet environment
• Develop public library buildings with the emphasis as community/cultural spaces not physical stores of knowledge
Looking Further Forward

• The fully digitised knowledge environment – the book is dead, long live the book! Knowledge in 3D – librarian avatars

• Public libraries as cultural storehouses – the “lived” environment alongside the “recorded” one – archives, museums, libraries and culture combined.

• International cultural pathways on the web

• Full language compatibility on the web online both with visual and audio content.

• Librarians and Information Scientists as educators and personal knowledge advisors not keepers of keys or Internet gatekeepers
Thank you for listening