

# The future of information provision: open, mobile and in the cloud

Karen Blakeman

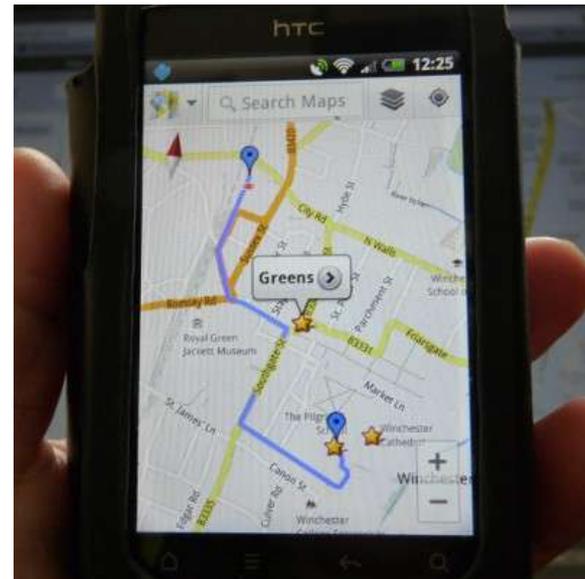
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**INFORUM 2013, Prague**

21<sup>st</sup>-22<sup>nd</sup> May 2013



# The Cloud

“Stuff” that is out there

Data & services hosted beyond an organisation's server and accessible via the web

Federated search engines

Integration of institutional collections & external services  
e.g. Google Scholar and repository searches

Learning resources accessible both on and off site

Internal documents, communications, personal files and searches

Everything!

“Bring your own device” - BYOD

## Gartner Says the Personal Cloud Will Replace the Personal Computer as the Center of Users' Digital Lives by 2014

Gartner Special Report Examines How Businesses Must Meet Consumers' Cloud Expectations in Order to Win Customers

<http://www.gartner.com/newsroom/id/1947315>

Users more technologically savvy

More powerful, affordable mobile devices

Ever available self-service cloud

**Whatever, whenever and wherever you want**

# Welcome to the University of Google - Andy Tattersall

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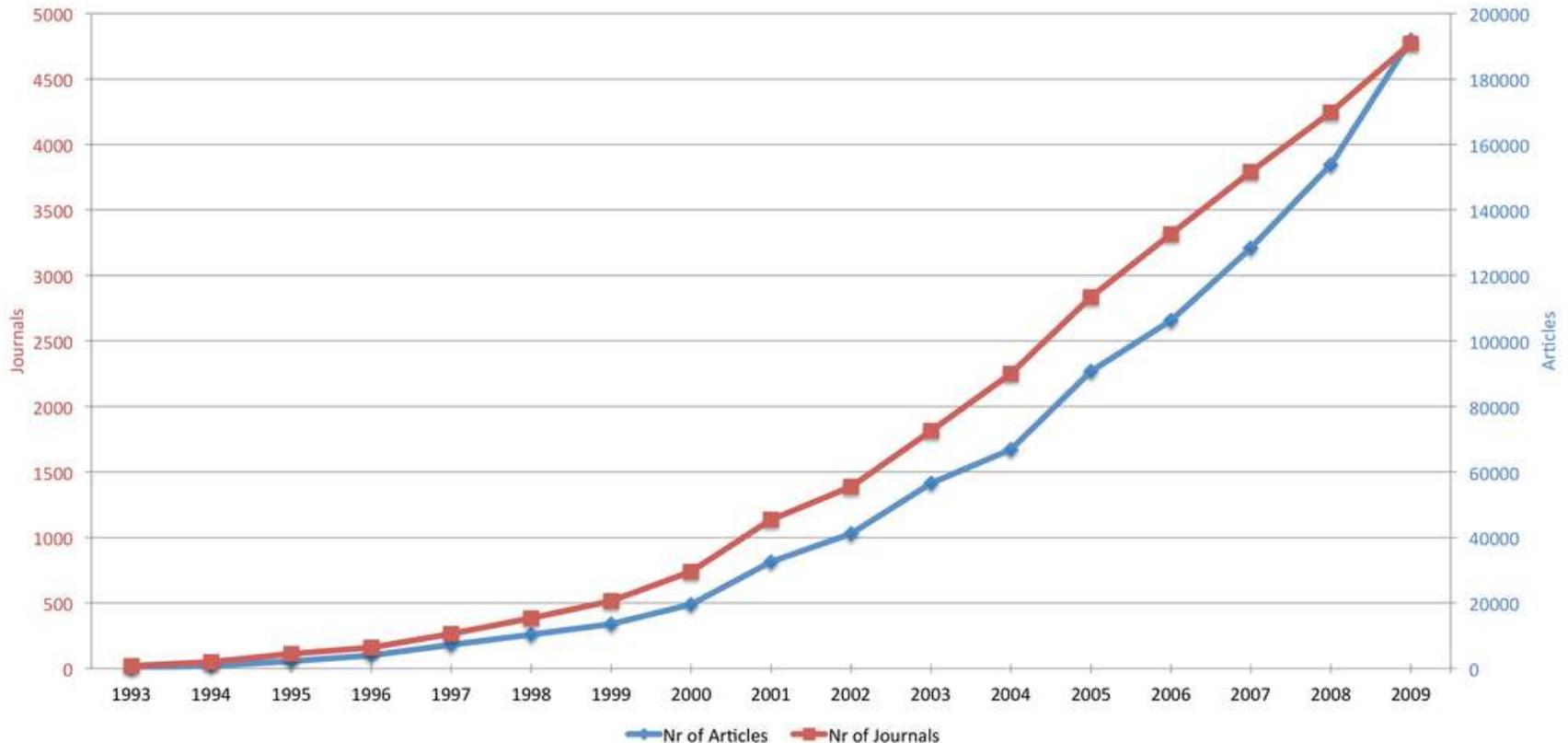


<http://www.slideshare.net/Incisive/Events/andy-tattersall-welcome-to-the-university-of-google>

# The rise of open access

1991 arXiv - first online only, free access journal

Open access publication now required in the UK for RCUK funded research



Graph from Laakso, M.; Welling, P.; Bukvova, H.; Nyman, L.; Björk, B. C.; Hedlund, T. (2011). "The Development of Open Access Journal Publishing from 1993 to 2009". In Hermes-Lima, Marcelo. *PLoS ONE* 6 (6) <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3113847/>

Hello Karen Blakeman

Next event you're attending...

**INFORUM 2013**

21st-22nd May 2013

Czech Republic, Prague

You're speaking  
AT THIS EVENT



**Free search tools for finding research information**

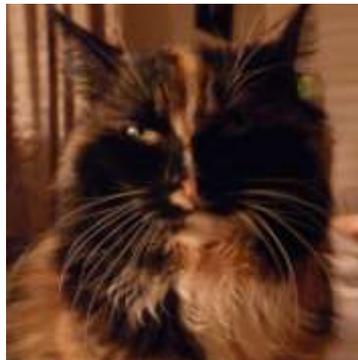
Part of the Search Strategies series of papers on more effective searching <http://www.rba.co.uk/karen/>

By Karen Blakeman, RBA Information Services  
[Karen.blakeman@rba.co.uk](mailto:Karen.blakeman@rba.co.uk)



**My Library**

- All Documents
- Recently Added
- Favorites
- Needs Review
- My Publications
- Unsorted
- Born Digital or Not
- Thames Hydropower

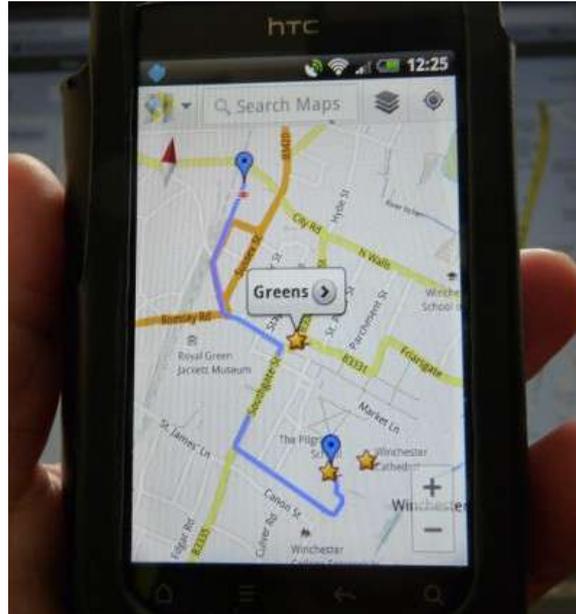


WWW

Calendar



authorSTREAM  
Do More with PowerPoint!



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Google Drive



Your feeds

All feeds (459)

Read later

Recently read

Heritage Oil (139)

- "Heritage Oil" - Goo... (15)
- "Heritage Oil" - Goo... (45)
- Yahoo! News Searc... (21)
- Twitter search: "H... (58)

xStrata (188)

- Xstrata - Google Bl... (58)
- xstrata - Google Ne... (56)
- Yahoo! News Searc... (16)
- Twitter search: "H... (58)

# What's not to love?

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CNET > News > Webware > Google Docs suffers privacy glitch

## Google Docs suffers privacy glitch

OpenURL  
Router

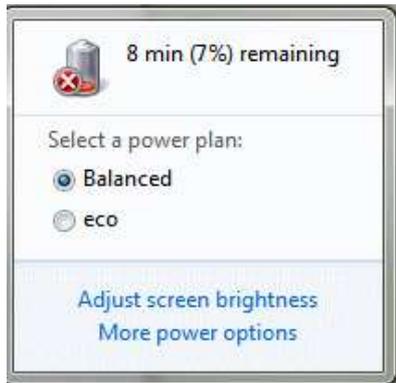


### Where are you from?

If you see this page, it means it was not possible to identify your institution. Select your institution:

- Reading, University of
- Queen's University Belfast
- Reading, University of
- Robert Gordon University Library
- Roehampton University

If this box is checked, your institution will be identified in future. If you

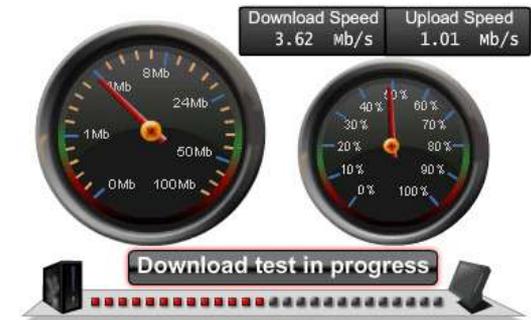


## Service Unavailable

Your search - marcellus hydraulic fracturing author:carmine - did not match any articles.

### Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.
- [Try your query on the entire web](#)



22/05/2013

# Your account has been DELETED!!

# Blurring of boundaries – public vs private

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Web **Maps** Shopping Videos More Search tools

20 personal results. 696,000 other results.

[MMIT | Formulary Tools | Medicare / Medicaid Formulary | Health ...](#)  
[www.mmitnow.com/](http://www.mmitnow.com/)  
Block mmitnow.com  
MMIT provides formulary tools and solutions to life sciences companies, managed care organizations and electronic prescribing software vendors.  
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At MMIT we offer a full range of custom  
assist you in maximizing the business

[Mmit - CILIP](#)  
[www.cilip.org.uk](http://www.cilip.org.uk) > ... > [Get involved >](#)  
Block cilip.org.uk  
Mar 19, 2013 – The MMIT group aims  
interested in, multimedia information  
CILIP shared this

phil bradley

2,150 personal results. 5,940,000 other results.

[Phil Bradley Internet search, Librarians, search engines, web search](#)  
[www.philb.com/](http://www.philb.com/)  
Internet search information, techniques and Web 2.0 resources for the library and information professional community.  
Web search engines - I want to - Which search engine when? - Meta Tags

[Phil Bradley's weblog](#)  
[www.philbradley.typepad.com/](http://www.philbradley.typepad.com/)  
3 days ago – Search engines, internet search techniques, Web 2.0 resources with a slant towards librarians and librarianship.

[Phil Bradley - Wikipedia, the free encyclopedia](#)  
[en.wikipedia.org/wiki/Phil\\_Bradley](http://en.wikipedia.org/wiki/Phil_Bradley)  
**Philip Poole Bradley** (born March 11, 1959 in Bloomington, Indiana) is a retired Major League Baseball outfielder/designated hitter who played for the Seattle ...

[This is the second of two videos discussion libraries, technology ...](#)  
<https://plus.google.com/.../posts/Ho3Li3eE3q5>  
 Phil Bradley – 12 Oct 2012 – The text version with links is available at [http://philbradley.typepad.com/phil\\_bradleys\\_weblog/2012/10/libraries-books-ebooks-and-the-future.html](http://philbradley.typepad.com/phil_bradleys_weblog/2012/10/libraries-books-ebooks-and-the-future.html) Libraries into the future Part 2

[This is the first of two videos discussing libraries, technology ...](#)  
<https://plus.google.com/.../posts/1G9yvw8eqWd>  
 Phil Bradley – 12 Oct 2012 – The text version with links is available at

**Gmail results**   
Messages from Facebook and   
[+ Show results](#)

**Drive results**   
File from Karen Blakeman  
[+ Show results](#)

**Phil Bradley**   
  
Librarian, Internet Consultant, trainee speaker.  
In 2 of your circles  
1,747  
Have Phil Bradley in circles  
plus.google.com

**Contact info**  
From Phil Bradley's profile  
Email

Some “open access” is more open than others

- multiple sources and aggregators with different coverage and access rights

Content duplicated across multiple networks

- isolated comments and fragmented conversations

Information personalised and presented in different ways on different networks and different devices

- search results do not always show the full story
- display of some types of media may be limited
- availability and cost of bandwidth



## Usage Patterns

Total Online Population (000's) in 2012	7,221
Percentage of Population Online in 2012	70.9%

Percentage of Population Online



## Demographics

There were 7,220,732 internet users in the Czech Republic (representing 70.9% of the population) in mid-year 2012 (June 30, 2012), according to Internet World Stats. ([Internet World Stats](#), October 2012)

65.5% of individuals 16 years old and older in Czech Republic had internet access in 2011, according to 'Information Society 2012 - In Figures' by the Czech Statistical Office. This was up from 61.8% in 2010.

The level reached 69.2% among males, and 61.9% among females. Those aged 16-24 years old were the most likely to be online.

Internet access by age group, 2011:

- 16-24 years old: 94.8%
- 25-34 years old: 87.4%
- 35-44 years old: 84.1%
- 45-54 years old: 72.0%
- 55-64 years old: 46.3%
- 65 and older: 16.3%

## Czech Republic - New Media Trend Watch Europe

<http://www.newmediatrendwatch.com/markets-by-country/10-europe/43-czech-republic>

JAN  
20  
2013

# Are we right to be concerned about Millennials and for what reasons?

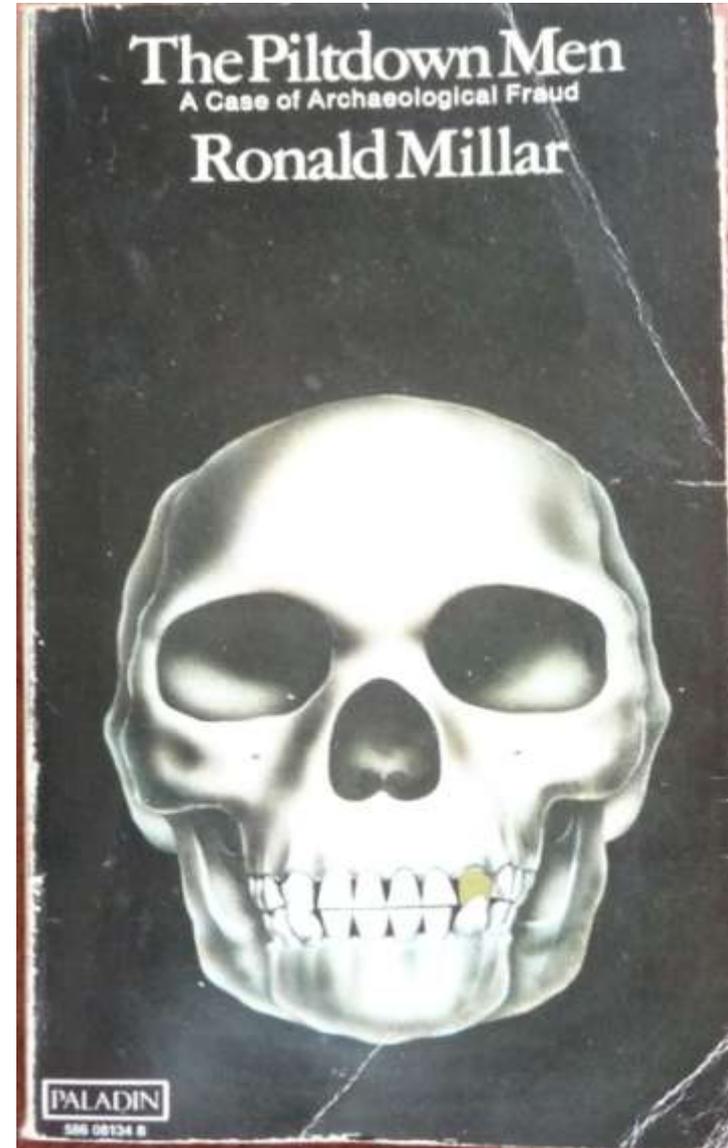
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Posted by **David Griffiths**

<http://theknowledgecore.wordpress.com/2013/01/20/are-we-right-to-be-concerned-about-millennials-and-is-it-for-the-right-reason/>

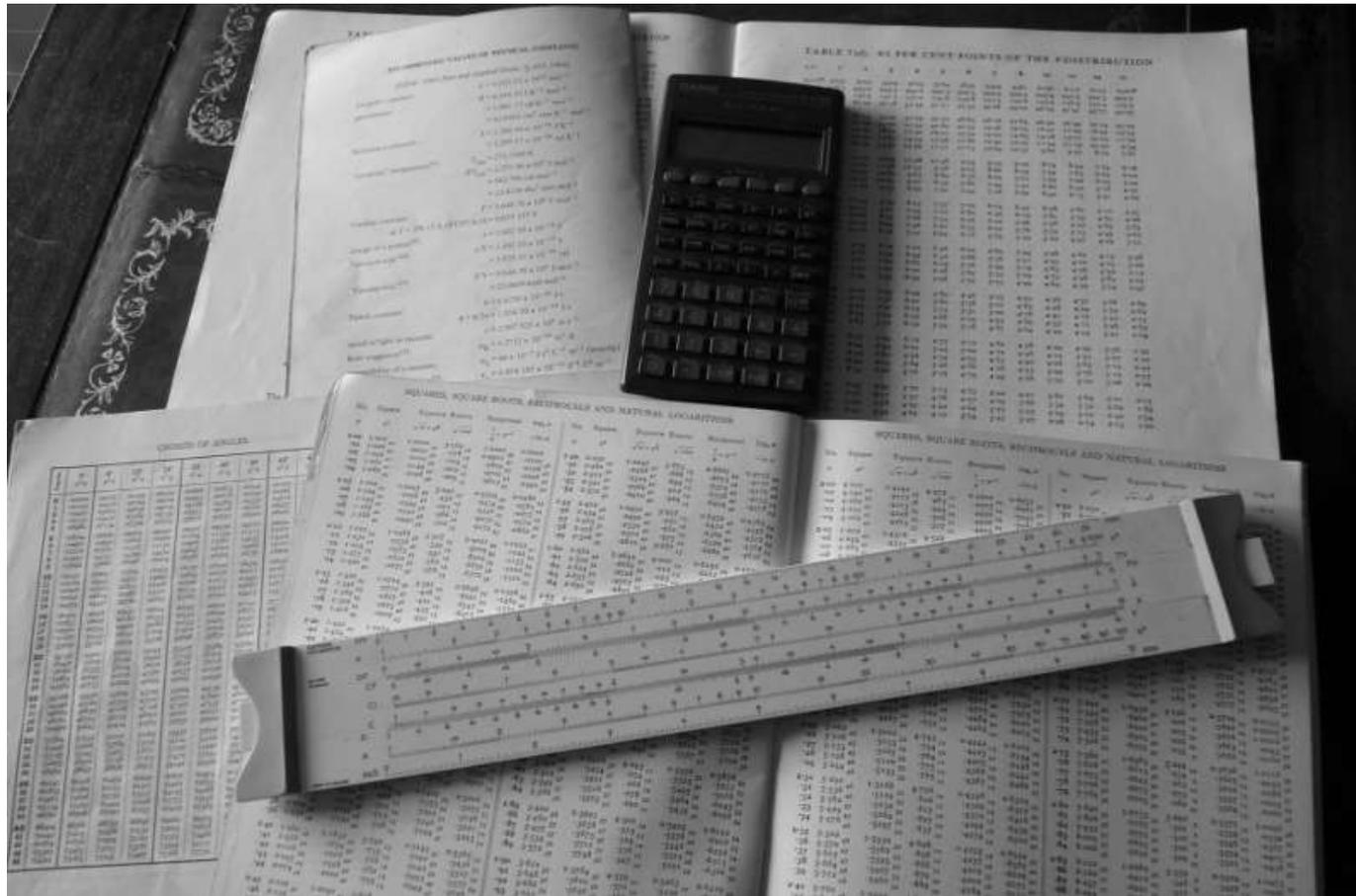
- “Don’t confuse tech savvy, tethering to mobile technology and an intimate relationship with Facebook, with transferable knowledge and skills around social networking and communication”
- Twitter, Wikis and blogging not necessarily second nature
- Lack of communications skills
- Lack of analytical skills & critical thinking

[Millennials – millennial generation, born between 1980 and 2000, “Generation Y”]



It isn't always obvious how to use the technology!

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“Don't confuse tech savvy, tethering to mobile technology and an intimate relationship with Facebook, with transferable knowledge and skills around social networking and communication”

# Don't assume anything

Just because I was brought up with books did not mean that I automatically knew how to use the scientific literature for research, identify relevant publications or how to cite references

We all have to learn how to use electronic resources effectively to ensure we see the best results

We all have to learn how to assess the quality of information

The image shows a screenshot of a Slideshare presentation. The top navigation bar includes the Slideshare logo, a search bar, an 'Upload' button, and a 'Browse' dropdown menu. Below the navigation bar, there are icons for 'Email', 'Like', 'Save', and 'Embed'. The main content area features a slide with the title 'Old School Never Gets Old' and a bulleted list of six points. On the left side of the slide, there is a vertical sidebar with social media sharing options: a thumbs-up icon with '43', a Facebook 'Like' button, a '28' counter, a 'Tweet' button, a '4' counter, an 'in Share' button, a '+1' button, a 'Pin it' button, and a WordPress icon. At the bottom of the slide, there is a 'Poynter.' logo and a navigation bar with back, forward, and search icons, along with a '6/30' indicator.

slideshare Present Yourself Search... Upload Browse

Email Like Save Embed

## Old School Never Gets Old

- Develop human sources.
- Contact people, talk to them.
- Be skeptical. Too good to be true?
- Consult credible sources.
- Familiarize yourself with search and research methods.
- Communicate and work together.

Poynter.

6/30

## B.S. Detection for Digital Content

<http://www.slideshare.net/craigsilverman/bs-detection-for-digital-content>

20 years ago we did not even think of asking some questions because it would have been too difficult, time-consuming or expensive to find the answer

Availability and accessibility of information has changed and improved dramatically and will continue to do so

But also increasing complexity of the information landscape

Blurring of boundaries between public and private, and personal and work

Can we now find the answer to any question wherever we are?

**Whatever, whenever and wherever  
you want....**



**....almost**