

Наше профессиональное будущее. Британская точка зрения

Our Professional Future. A View from the UK

Наше професійне майбутнє. Британська точка зору

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Профессионализм под угрозой. Развитие современных технологий делает ненужными многие задачи, которые раньше составляли основную часть работы библиотечно-информационных специалистов. Многие, в том числе заслуженные академики и высокопоставленные лица, считают, что время профессиональных библиотечно-информационных специалистов прошло: «все доступно в интернете», «новое поколение, появившееся в цифровой среде, с рождения обладает навыками поиска нужной информации», «в Гугле я могу найти все, что мне нужно» и т.д. Мы знаем, что это не так, но мы должны все время совершенствовать свои умения и развивать обслуживание, чтобы соответствовать новым требованиям. В Великобритании, Институт библиотечно-информационных специалистов (CILIP), организация, помогающая библиотечно-информационным специалистам в профессиональной деятельности, открыла общее обсуждение того, какой должна стать эта профессия через 10–15 лет. Возможно, названные угрозы для библиотечного дела еще не достигли максимума в России, но это, безусловно, случится, и наши коллеги в России должны будут опередить их или быть в состоянии достойно противостоять им. В докладе будут описаны различные услуги, предоставляемые МБИАЦ Великобритании, которые помогут российским библиотекарям достойно встретить и преодолеть проблемы в будущем.

Professionalism is under threat. Advancing technology is eliminating many activities that were once the principle work load of librarians and information specialists. There are many, including some senior academics and executives, who consider that the days of the professional librarian and information specialist are over: «everything is available on the Internet»; «the new generation of digital natives have inborn skills for accessing the information they need»; «all I need can be found through Google»; etc. We know these assertions are not true but we need to constantly update our skills and develop our services to meet new demands. In the UK, CILIP – the organisation that serves the professional needs of librarians and information specialist has embarked on a major open discussion on where the profession needs to be in 10 or 15 years time. These threats to the profession may not have reached their full force yet in Russia – but they are surely on their way and our colleagues in Russia will need to be ahead or be able to respond appropriately. The various services provided by ILIAC UK, that will help Russian librarians to get ahead and be able to meet the challenges of the future, will be described.

Професіоналізм під загрозою. Розвиток сучасних інформаційних технологій робить непотрібними багато задач, які раніше склали основну частину роботи бібліотечно-інформаційних спеціалістів. Багато хто, у тому числі заслужені академіки та високоповажні особи, вважають, що час професійних бібліотечно-інформаційних спеціалістів минув: «усе доступно в Інтернеті», «нове покоління, яке виросло у цифровому середовищі, з народження володіє навичками пошуку потрібної інформації», «у Гуглі я можу знайти все, що мені потрібно» і т.д. Ми знаємо, що це не так, але ми повинні увесь час удосконалювати свої вміння та розвивати обслуговування, щоб відповідати новим потребам. У Великій Британії, Інститут бібліотечно-інформаційних спеціалістів (CILIP), організація, що допомагає бібліотечно-інформаційним спеціалістам у професійній діяльності, відкрила загальне обговорення того, якою повинна стати ця професія через 10-15 років. Можливо, названі загрози для бібліотечної справи ще не досягли максимуму в Росії, але це, безумовно, станеться, і наші колеги у Росії зобов'язані будуть визначити їх, та мати здатність гідно протистояти цим загрозам. У доповіді буде описано різні послуги, що надаються МБИАЦ Великої Британії, які допоможуть російським бібліотекарям гідно зустріти та подолати проблеми у майбутньому.

A profession can be defined as a body of people of any specific occupation or field of activity achieved through training and qualification. Professionalism and personal membership of a professional institution are key features of skilled employment in Britain. An important quality of a professional is that

they use their knowledge and skills for the benefit of their clients or their employers business in an impartial and ethical manner. Professionalism is under threat. On the one hand bureaucratic management seeks conformity across an organisation; measures everything to achieve targets and in the process destroys individual initiative that seeks the best outcomes for individuals – a key aim for a professional. On the other hand, advancing technology in our field is eliminating many activities that were once the principle work load of librarians and information specialists. Book selection is increasingly being done by suppliers according to a library's selection criteria and the books can be supplied ready to shelve with barcodes and RFID tags already in place and data transferred directly to the catalogue. Journals are increasingly supplied as electronic journals with their contents available at a user's desk through online databases. Self-service issue and return is allowing libraries to be open 24/7 with only a security guard present during the night. Access to information on the internet is available from a wide range of portable devices. Social networking is allowing people to share information amongst groups with their own special interests wherever they are located (Brophy, 2007). To the outsider, these changes indicate that there isn't a future for libraries or for librarians and information specialists. We know that this is not true but how do we convince the people who finance or make strategic decisions about our services that it is not true and that libraries and information services managed by professionally qualified library and information specialists are still required? CILIP – The Chartered Institute of Library and Information Professionals, through its framework of qualifications and the training it provides aims to provide librarians and information specialists with the skills required to meet the challenge of change. But information professionals need to respond with confidence and exhibit greater leadership (Hyams, 2009).

Recent research in the UK has confirmed that there is a significant change in the way that academic users access the information they require (RIN 2006; RIN 2009) and how they view the information services provided to them. Users expect to have all the information they need accessible from their desk and are reluctant to physically visit the library to satisfy their requirements. It also reveals that many users lack an awareness of who manages the electronic services available to them and do not automatically associate the library with this service and the essential work of information professionals in its provision. We need to ensure that our online and remotely delivered services are identified by the library's own branding. There is an assumption by many that the 'net' generation or digital natives who are adept at using modern technology are equally adept at knowing what information resources might be available to them and how to access them and are able to find, evaluate and analyse the information they require. They are also largely ignorant of the legal and ethical implications of how they use the information available to them. This area of information literacy is a key area for delivery by library and information professionals. They need to ensure that they have the required teaching skills to enable them to develop and deliver this service and ensure that they operate on an equal footing with their academic colleagues (Brabazon, 2008). The profession operates in support of the main activities of their parent organisation. We need to ensure that our services are not seen as a cost that must be minimised but as an asset generating benefits across the whole organisation or to the general public. We need to work closely with professional colleagues in other disciplines and embed ourselves in their activities (Matarazzo, 1990).

CILIP is the organisation to which UK library and information professionals belong. CILIP accredits courses provided by UK universities and awards its Seal of Recognition to other providers of high quality training courses. Its accreditation work has recently been extended to Germany where courses at the Fachhochschule Cologne have been accredited. It has a framework of qualifications that members can gain to demonstrate their professional competence and experience in library and information work. It provides a range of benefits for its members to enable them to be informed and participate in programmes of continuing professional development (CPD). The threat to professionalism outlined earlier has led the current President, Bidy Fisher, to initiate a major project 'Developing our Profession Future'. This project is currently underway and is addressing three main questions –

1. What will the knowledge and information domain look like into the next decade or so?
2. Where will a professional association fit into that domain?
3. How will colleagues engage with that professional association?

These are questions that need to be addressed by many professional bodies and by information professionals across the world. We are going through a period of rapid technological change; of great economic stress and in many countries political uncertainty and change. It is a time when information professionals

need to make their voice heard in the belief that their skills and the services they offer are relevant to decision makers and users of all types of library and information services.

The Russian economy is highly dependent upon development of the country's natural resources and the efficient and sustainable management of these resources is an ongoing task requiring the creation, access and use of associated information resources. The need to broaden the base of the economy into other areas will create similar demands for information which will increasingly need to be met from global information sources. Many of these sources will be in English. Many Russian librarians and information specialists have a knowledge of English but will need to improve their skills to enable them to continue to be the expert intermediary through their knowledge of English language information resources and how to search the content effectively.

ILIAC UK seeks to encourage Anglo-Russian co-operation through libraries and information services. To achieve this it is developing a range of services for Russian librarians and information specialists. It offers a newsletter of current items of interest about libraries in the UK and I hope that you will subscribe to this. It is developing a distance-learning English language course especially for Russian librarians and I would like to encourage you to take the language assessment test on our stand in the exhibition. It provides support for visits to the UK by Russian librarians and information specialists either in groups or as individuals. These can be combined with attendance at appropriate specialist conferences or meetings. We also provide support for UK suppliers to Russian libraries and can provide Russian libraries with information about UK suppliers and their products and services on request.

Together we can overcome the threats to our professional future. Let us do that.

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