The 24th SLA/AGC Annual Conference & Exhibition: Big Data and Its Investment Prospects: The Way Towards Knowledge Integration

Investing in Library Users and Potential Users: The Many Faces of Digital Visitors and Residents
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Research does not indicate that users expect to find what they need in libraries and information centers. Users often go to other humans – family, friends, colleagues, peers, professors, and teachers – as well as to search engines to get their information. Individuals’ needs are dependent upon the context and situation; therefore, are fluid and change based on the immediacy and value of the need.

Objective of the Session
Dr. Lynn Silipigni Connaway will discuss how librarians and information professionals can identify how their users and potential users get their information and how librarians and information professionals can assess and evaluate the programs, collections, and services they offer in terms of meeting the needs of users and potential users.

Language: English
Senior Research Scientist and Director of User Research at OCLC Research, is the President of the Association of Information Science & Technology (ASIS&T). Lynn was a Visiting Researcher in the Department of Information Studies, University of Sheffield scholar and a Visiting Scholar at the Royal School of Library and Information Science, Copenhagen, Denmark. She has received research funding from the IMLS in the US and Jisc and the Arts and Humanities Research Council in the UK. She is the co-author of Research Methods in Library and Information Science, 6th ed. (http://www.worldcat.org/title/research-methods-in-library-and-information-science/oclc/974520085&referer=brief_results), has authored numerous other publications, and frequently is an international and national speaker on how individuals get their information and engage with technology and the assessment and development of user-centered library services. To find out more about Dr. Connaway,
Eric van Lubeek
Vice President, Managing Director, OCLC EMEA and APAC

Eric joined OCLC as Director of Operations and Service EMEA in March 2007 and was appointed Managing Director OCLC EMEA in January 2011. Prior to joining OCLC, Eric was Managing Director of Infor’s global library systems division. He has a long standing career in the library information systems industry in several positions, including consulting, sales, marketing and senior management.

Axel Kaschte
Product Strategy Director, OCLC EMEA

Axel Kaschte oversees the OCLC product management of legacy library management systems and EMEA-related product management tasks, to enable the transition of the library community to next-generation library services within the web paradigm. From 2009 to 2013, he joined Ex Libris as Strategy Director Europe where he was deeply involved in defining and presenting the new strategy of unified library automation and cloud solutions.