



University of Maryland
College of Information Studies
LBSC750: Information Access in Electronic Environments

Info Pros Riding the Web: How we got from hunter/gatherer to info analyst

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What we'll cover

Info Pros of the Late Jurassic Period

Impact of the Web

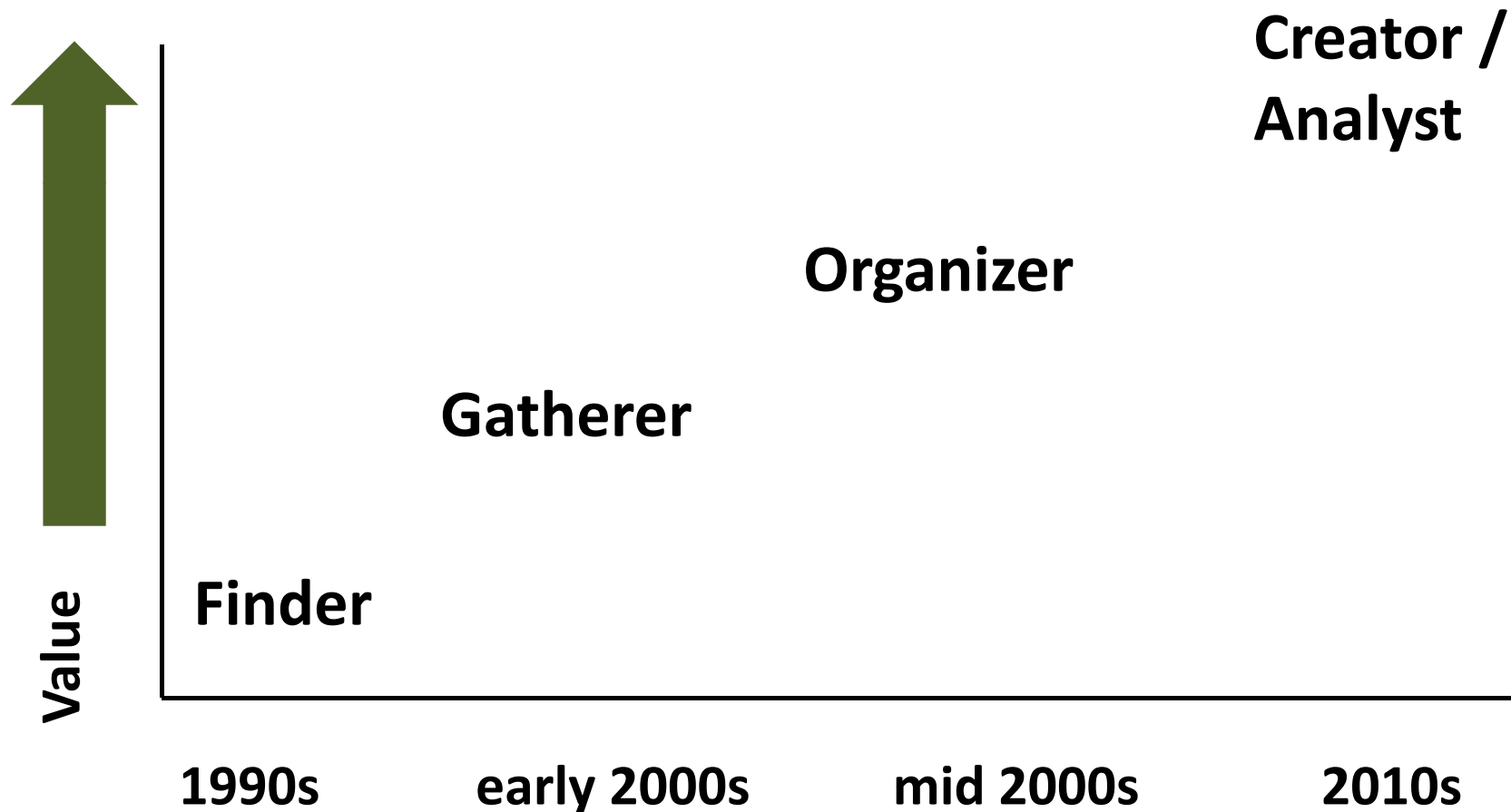
Impact of Social Media

Web research tools I use today

Free vs. fee today

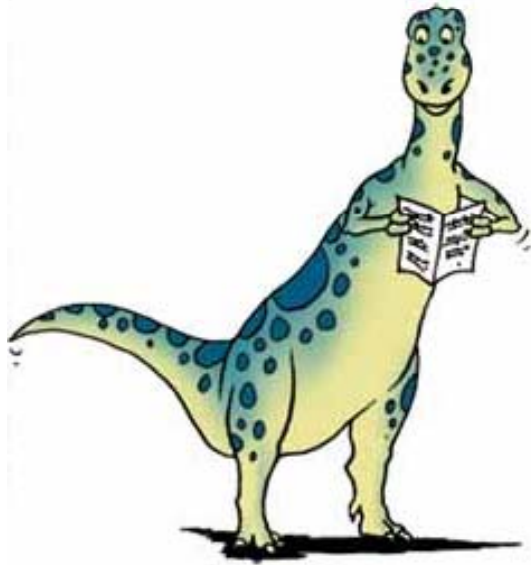


Info pro value progression





Info Pros of the Late Jurassic (pre-web) Period



A time of information scarcity
Boolean was not a given
Dialog revolutionized search
Lots of in-library work

Deliverables: 1" pile of paper



Info pro value statements:

I have resources you don't have.

Only I have the password to Dialog and

Lexis/Nexis! *bwa ha ha*

I can conduct in-depth research.

I can download articles.



Impact of the Web

A time of information abundance

"It's all on the web for free!"

"Is that as easy to search as Google?"

The beginning of TANSTAAFL messaging

Deliverables: Word documents with ToC,
highlighting



Info pro value statements:

The Web isn't reliable.

I can provide you full text of articles.

I can search retrospectively.

Pay no attention to the man behind the curtain!



Impact of Social Media

A time of over-abundance of info

Crowd-sourcing

New dimensions of information available

Info pros start *creating* info

SurveyMonkey, Tweet poll, access to open data

Deliverables: Analysis, synthesis, data
visualization



Info pro value statements:

I offer strategic insight, not just information.

When Google isn't enough, call me.

I help you accomplish your goals.



Bonus from social media

Now possible to create a brand, become a thought leader

Can create and share collaborative content



Web tools I use today

research

Everything

Images

Maps

Videos

News

Shopping

Blogs ✓

Books

Places

Flights

Discussions ✓

Recipes

Patents

Fewer

Any time

Past hour

Past 24 hours

Past 4 days

Past week

Past month

Past year ✓

Custom range...

All results

Sites with images ✓

Related searches

Dictionary

Reading level ✓

Nearby

Translated foreign

pages

United States

Change location ✓

Yes, I Google
Here's why!

When do I Bing?

Quick look-ups

Complex search (& Google)



Web tools I use today

search.twitter.com for real-time news

Google for retrospective search

Icerocket for current tweets, blog posts
and buzz

LinkedIn for company intel, who knows
whom

Big Buzz

1 - 50 results for "occupy wall street" OR ows

[Blogs](#)

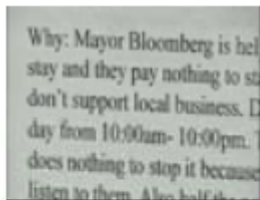
40 m [Occupy Wall Street insists it's not political](#) · The **Occupy Wall Street** protest may be a

[Twitter](#)

Video



32 minutes



1 hour



2 hours



3 hours



4 hours



5 hours



5 hours

Facebook

1 d [Cathy Kimble](#): **Occupy Wall Street** people should really be Obama Warrior stooges! That crazy woman Nazis and ...

[The Steady Drip: Tea Party vs OWS - Hypocrites Won't Share the Food](#)

Carefully vetted news, articles and essays! Media won't report the facts - We must! - Please share

1 d [MzQueen Organizedmuzic](#):

[Wall Photos](#)

1 d [Fad Sel](#):

[Wall Photos](#)

2 d [Saad Tasawar Kashmeri](#):



Johnson & Johnson Activity on LinkedIn



Johnson & Johnson is hiring: [Product Director, New Product Development \(NPD\) Catheter in Diamond Bar, CA](#)

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Gabrielle Khotinsky is now [Channel Operations Planner](#)

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Johnson & Johnson has a new [Professional Sales Representative](#)



Kabir Ahmed is now [Professional Sales Representative](#), was [Territory Manager at Purdue Pharma Canada](#)

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Johnson & Johnson has a new [Global Head Drug Product Clinical Supply](#)



Ketan Amin is now [Global Head Drug Product Clinical Supply](#)



**"Information wants to be
free"**

Stewart Brand, 1985





So, what's the problem?

Information wants to be free. **Information also wants to be expensive.** Information wants to be free because it has become so cheap to distribute, copy, and recombine - **too cheap to meter.** It wants to be **expensive** because it can be **immeasurably valuable to the recipient.**



Free vs. fee today

There's still no free lunch

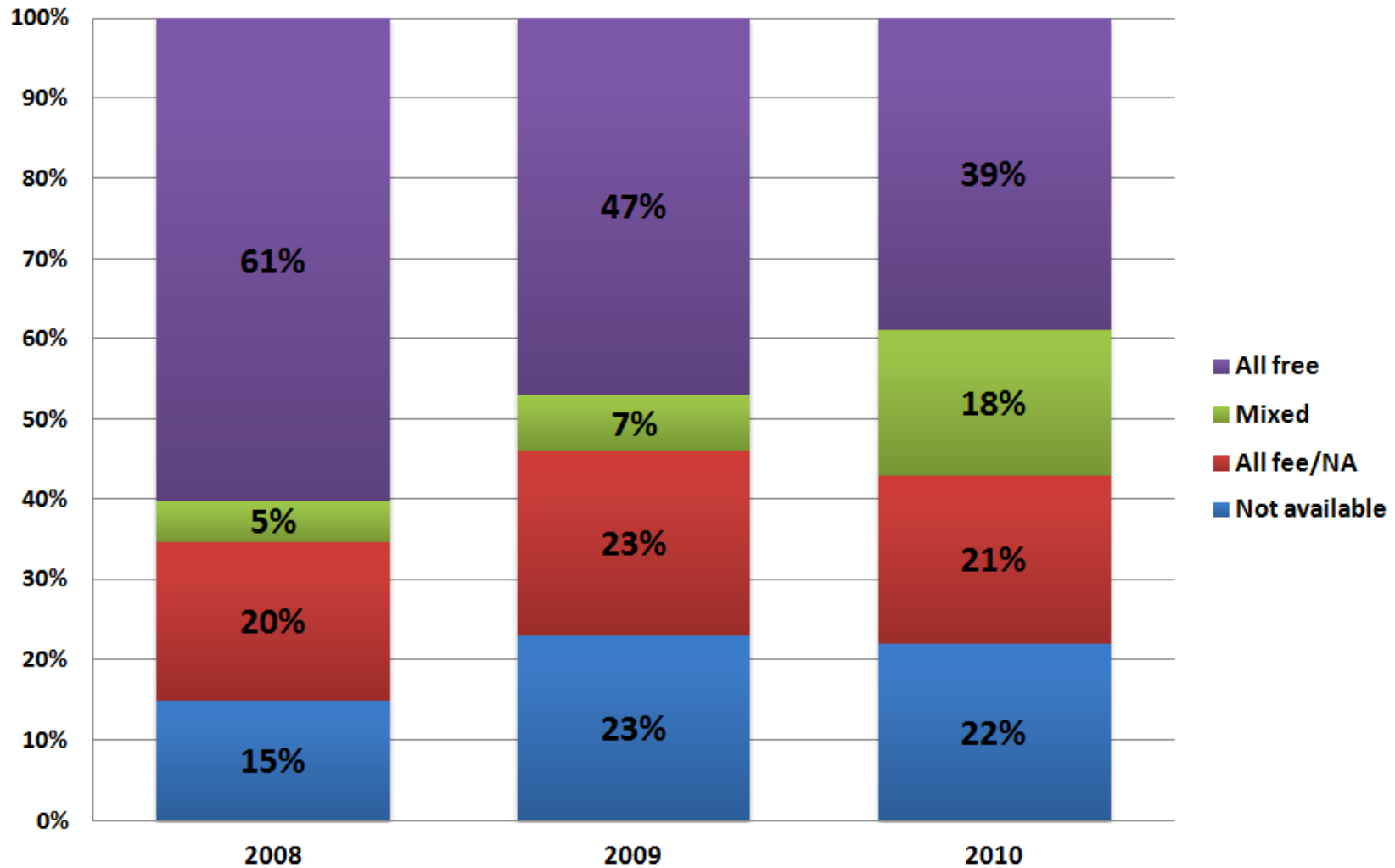
Search engines can't do strategic research

Measurable ROIs in using fee-based
aggregators

Info pros move up the value chain, offer
higher-end info products

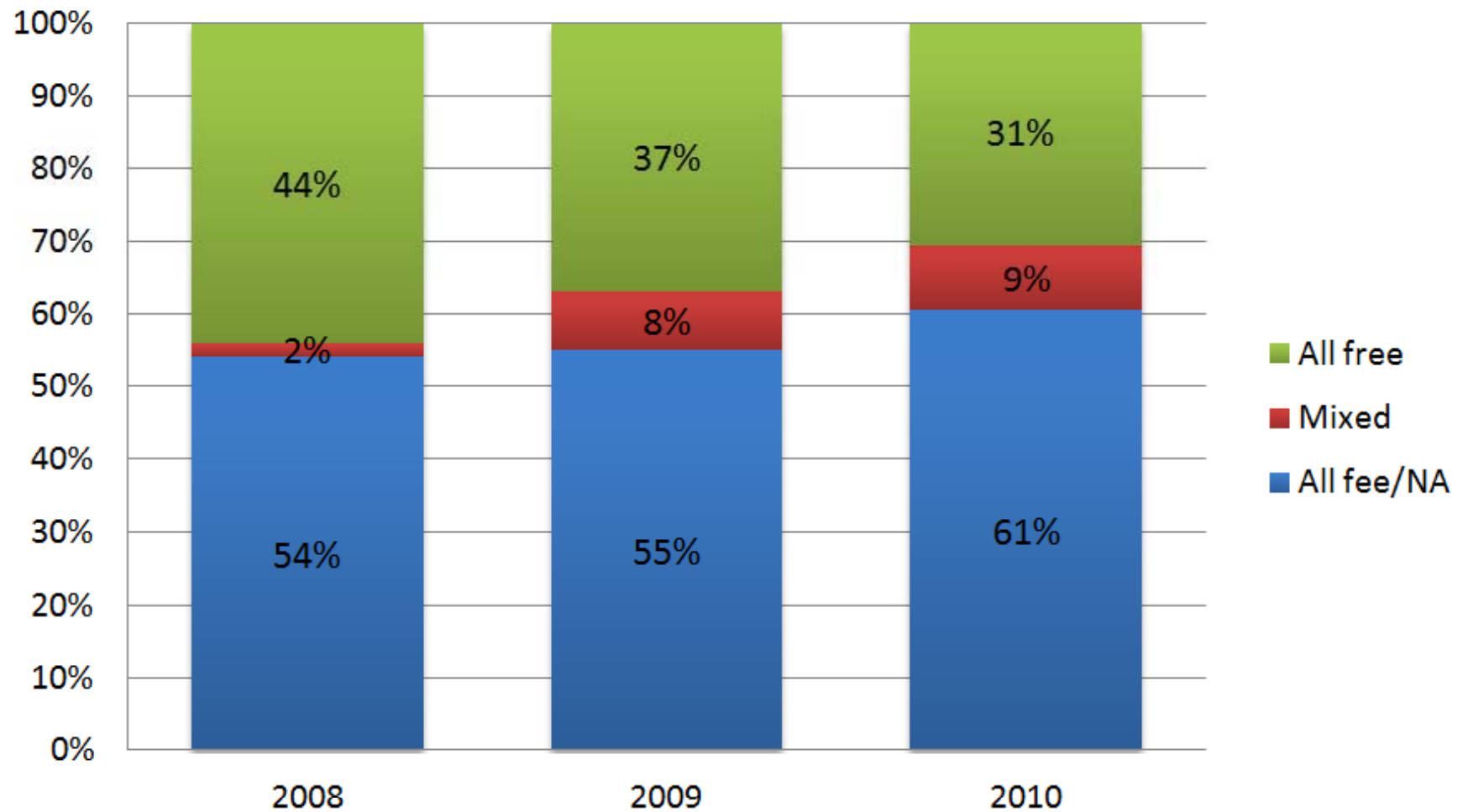


Trends in access to *current news*





Trends in access to *content archive*





Can't I just Google that?

Google filters news search

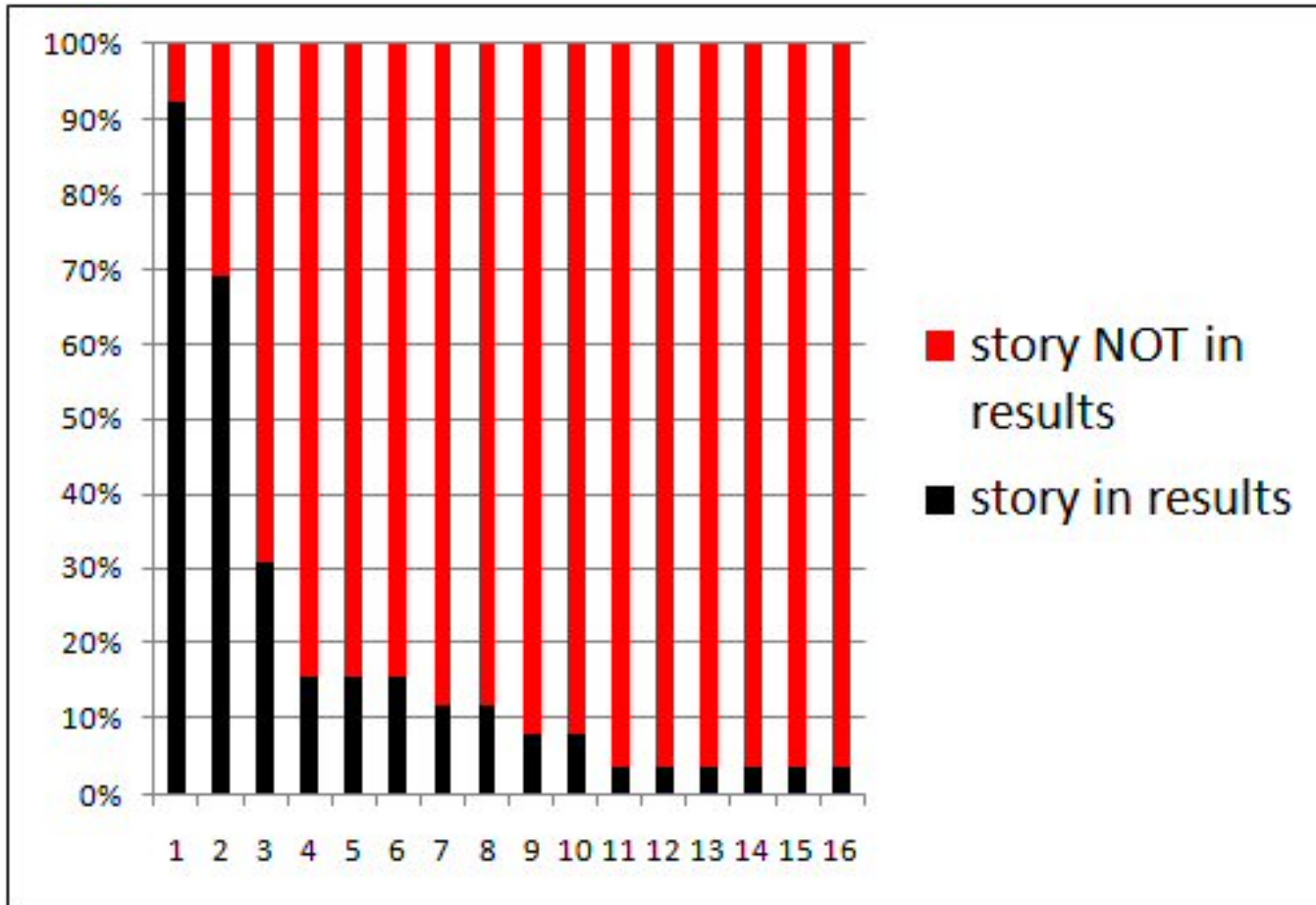
35 people conduct same Google News search at same time

Very few saw the same stories

(See [librarian of fortune.com](http://librarianoffortune.com))

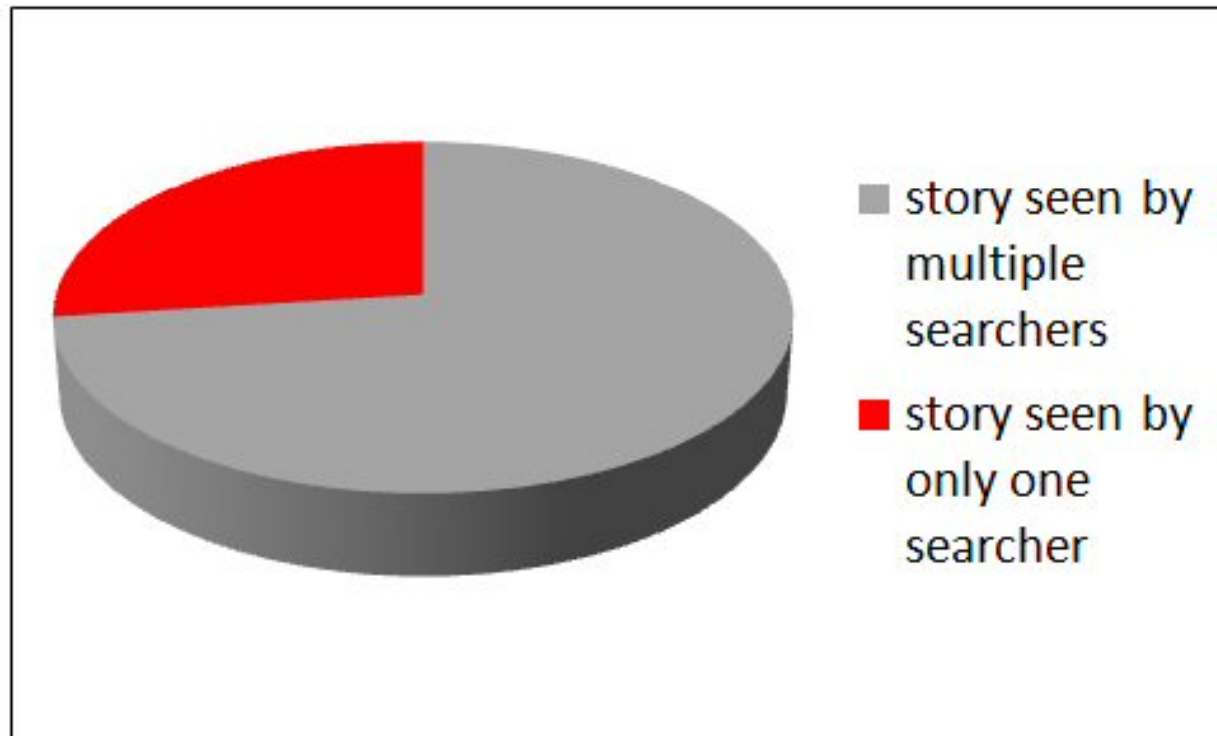


Do I see the same story you do?



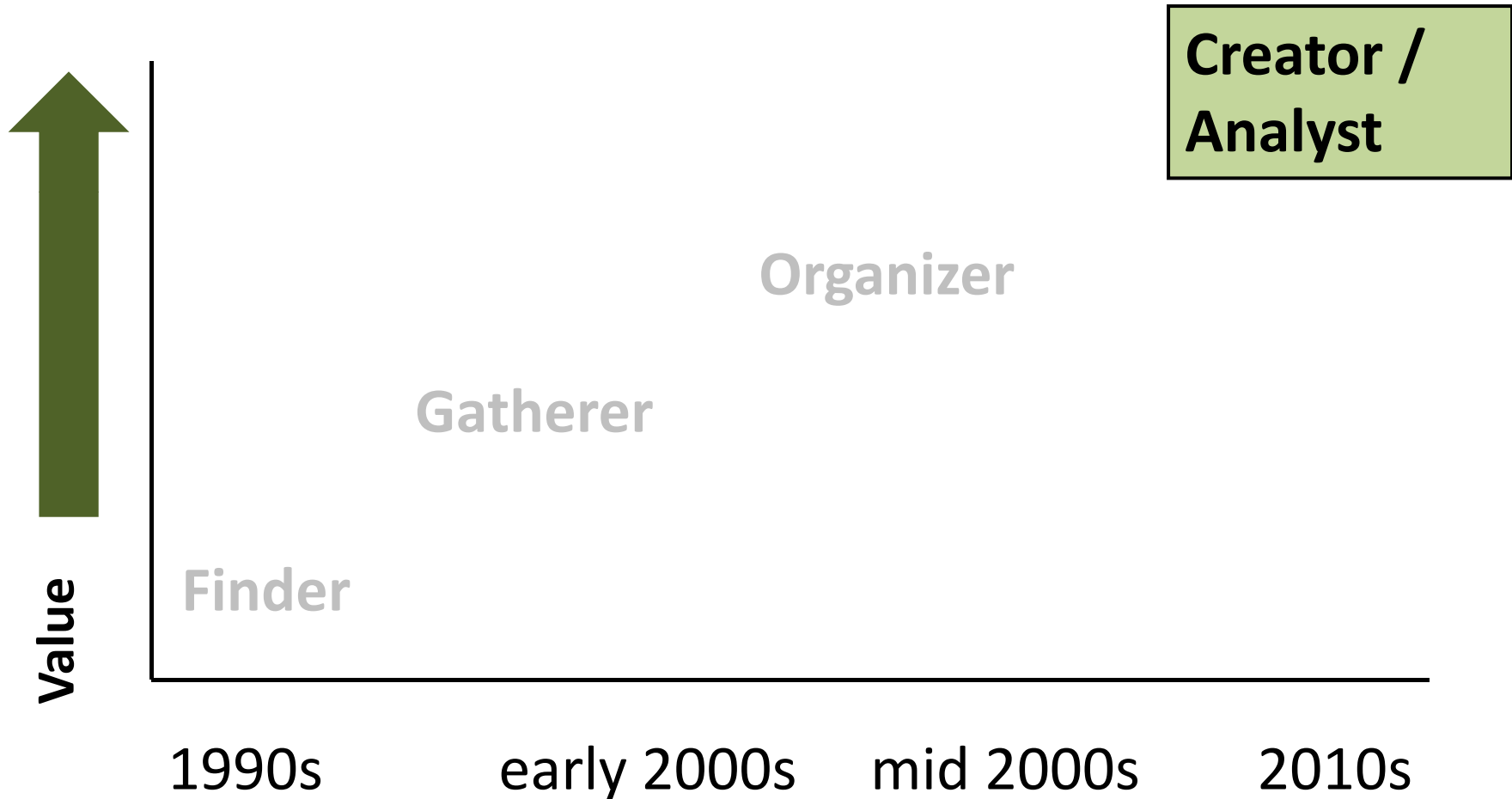


Did anyone else see this?





Info pro value progression





Decision points in free vs fee

What will the end result look like?

How much is riding on this project?
What's at stake?

What do I need in order to get smart?



Decision points in free vs fee

Who is likely to care about this?

What is "authoritative" to this client?

What do I need in order to add value later?



Creating & Adding Value

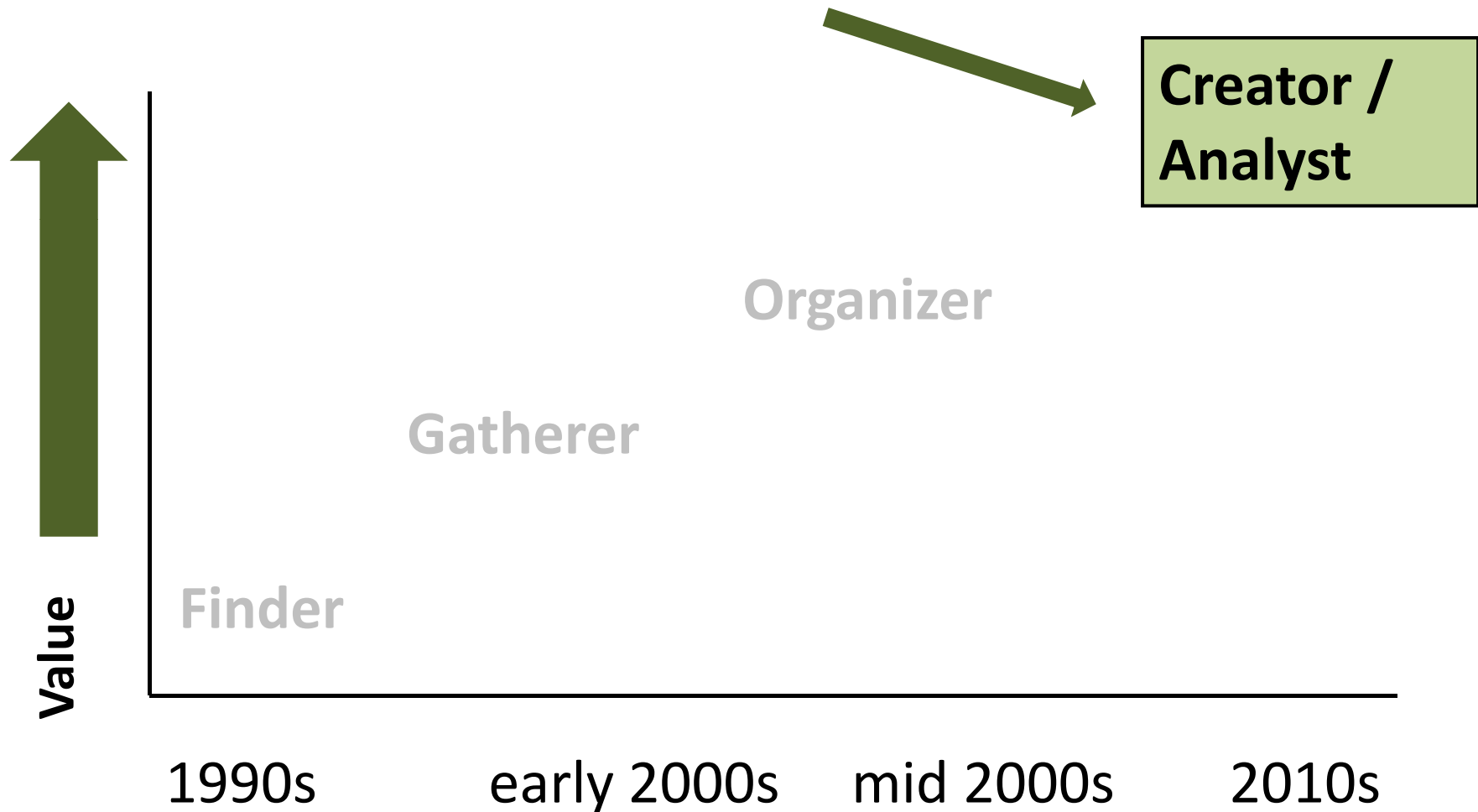
Let's make information *expensive*, i.e.,
"immeasurably valuable to the recipient"

"How can I make this more useful for you?"

"What can I do to help you accomplish
that?"



Info pro value progression





Slide deck and lots more at
BatesInfo.com/extras

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