International Librarianship 2.0:
some international dimensions of Web 2.0 and Library 2.0

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Abstract:

The World-Wide Web is evolving into an interactive, multipolar social space, referred to as Web 2.0. Libraries are urged to follow suit, as implied by the term Library 2.0. A brief exploration of the evolving environment precedes a discussion of a number of trends which affect the library profession and which require attention at the international level. They include the commodification and dematerialisation of information, globalisation, and disintermediation. Their effects are diverse and affect freedom of information, equity of access, and inclusion in the information society – three themes that are addressed as part of IFLA's international advocacy programme.

Introduction

In 1970 I was a student in France, studying general linguistics. At the end of the year we had an exam. The professor wrote the essay topic on the blackboard and a groan rose up from the assembled student. "Eh, bien", the professor said, "You may write an essay about any topic you want, provided it is in general linguistics." Most of the class failed the exam. This experience came to mind when I was invited to present a keynote for this conference and I was given a free hand to decide on my topic.

My exposure to library automation goes back almost exactly forty years – the period referred to in the conference invitation. In 1968 I started my first library job in the library of the South African Council for Scientific and Industrial Research. This was a forward-looking institution, and there was a desire to automate the library. Where to begin? It was decided to start by automating the serials check-in system – because it seemed pretty straightforward. They had reckoned without all the irregularities that characterise scientific serials. It was the beginning of a very long project which consumed many boxes full of 80-column IBM punch cards. Subsequently I have been involved with 2nd, 3rd and 4th generation library automation systems, but mainly as an impatient manager. Looking at the topics on the programme for these three days, I realised that I am out of my depth. Libraries have entered a period of disruptive innovation (Miller 2006). The changes that are taking place now seem to me to be much more rapid and radical than those which characterised the relatively tentative pace of innovation in library automation in the 1970s and 1980s.

Therefore I shall not say much about Library 2.0. Instead I intend to start with a general exploration of the social and cultural environment in which Library 2.0 is taking root. I shall try to focus on the international dimension and identify a number of issues affecting the library profession which require our attention at the international level. Not surprisingly I shall make use of this opportunity to say something about my organisation, the International Federation of Library Associations and Institutions (IFLA) and its international advocacy work.

Finding a library 2.0 meme map: a learning experience

Having looked at the high-powered line-up on the conference programme and at the many high-tech topics to be presented, I felt the need to know more about Library 2.0. I did what academics are supposed not to do – I "googled" the topic. Google led me first to an announcement of a Dutch conference on Library 2.0. The meeting was long past. While there is much concern about the transience of web content and the need to preserve it, there is also always a lot of content that is long past its sell-by date, cluttering up the search results. However, this out-of-date announcement offered a link to "Library 2.0". Allowing serendipity to take its course, I clicked on this and found myself in Wikipedia (2007b), which offered what appeared to be quite a systematic and useful overview. It also offered a link to a "Library 2.0 meme map" attributed to Bonaria Biancu (Wikipedia 2007c). I like visual representations of concepts, so I clicked on it (Figure 1)

Figure 1: Library 2.0 Meme Map (Source: Bonaria Biancu)
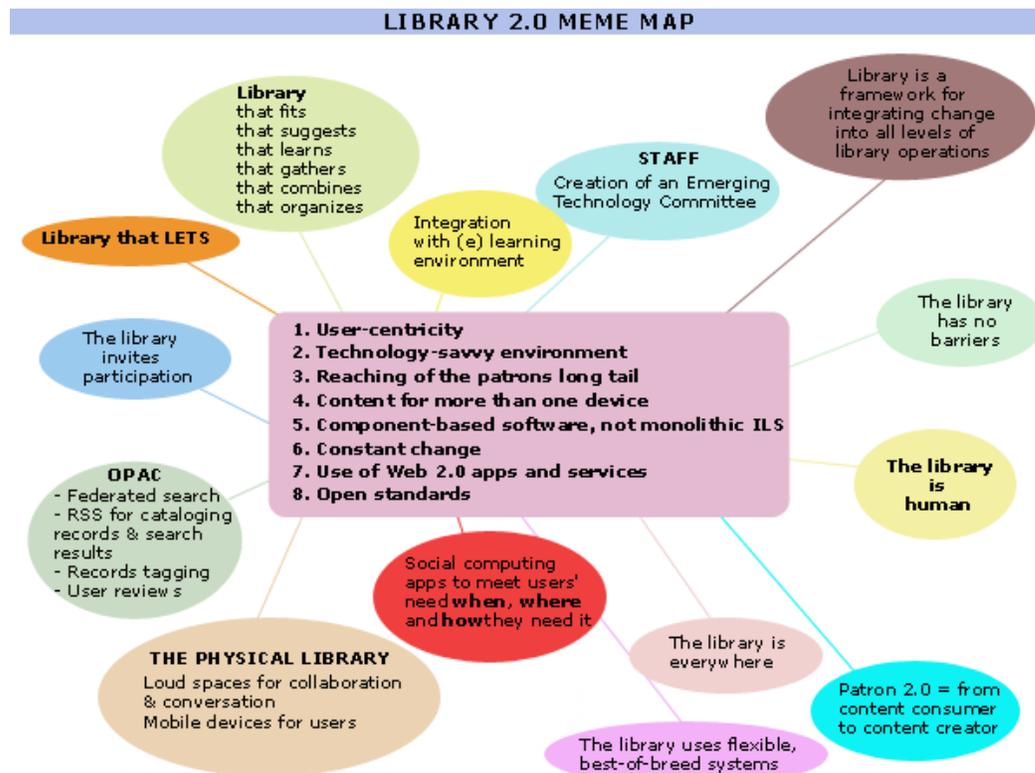
A further click took me to Flickr (2007b), where I was able to download the image for closer inspection. By now my interest had shifted from the meme map to the processes leading to its availability on the web. Clicking on the attribution to "bonariabiancu", took me to the Flickr pages of Bonaria Biancu. Here I found photos of Bonaria with her friends at a dinner, including a picture of a very artistically presented ice cream dessert. I clicked on the thumbnail to enlarge it. The next screen informed me that this photo is public; I was invited to comment, and to sign up for a free Flickr account, or to sign in if I'm already a member. I was offered an option to send the photo to a friend or save it to del.icio.us, the social bookmarking site (http://del.icio.us/). There was also some information about the photo and a Creative Commons licence. When I clicked on this, Creative Commons set a cookie and I landed on a Creative Commons (2007) page for the "Attribution-Noncommercial-Share alike 2.0 Generic" licence. Essentially this licence means that, provided I acknowledge her as the creator, I am allowed to reproduce and display Bonaria's photo at this meeting, without having to worry about the possibility that there may be copyright lawyers in the audience. From my point of view as a presenter who likes to use pictures, this is a great innovation. There is so much more excellent material nowadays that one can use without having to jump through permissions hoops. (It may not be such good news for photographers and photo agencies, for which this must count as a disruptive innovation.)

Going back to Bonaria's main Flickr page, I noticed some thumbnails directing users to a number of "sets" or photo series. Several of these appeared quite relevant to my quest for information about Library 2.0. I clicked on a set entitled "Academic Library 2.0" and found a set of thumbnails of 25 photos taken at a conference on "Academic Library 2.0" that Bonaria had attended in the Palazzo Stelline in Milan (Flickr 2007a). It appears that instead of taking notes during the sessions as we all used to do (or should have been doing, if attending conferences at our employer's expense), Bonaria has been using her digital camera to capture some of the information disseminated. I recognised the ubiquitous Derek Law in action. He was not wearing a kilt but he was using a picture that included a cartoon by Gary Larson, creator of the series "The Far Side". Derek used the cartoon, Bonaria photographed the slide, and I downloaded the photograph. Is there someone in this audience photographing or videoing me? If so, are you sure that this is legal?

Returning to the Wikipedia article, I was impressed that there was already a substantial article on this quite recent library topic, so I clicked on the history tab to see its revision history. There is a long list of edits. Over a period of just over two years, dozens of individuals had edited, or contributed to, this article on almost 150 occasions, i.e. at a rate well over once a week. Disruptive or not, this is another great innovation, which allows many thousands of unpaid, largely anonymous individuals from all over the world to share their knowledge, creativity (and sometimes their hang-ups). With over two million articles Wikipedia is a true "long tail" (Anderson 2006) phenomenon.

Some implications of the learning experience

At this point I leave the Library 2.0 meme map, Flickr and Bonaria Biancu and consider some implications of my information search:

- Library users (or potential users) are human and take the line of least resistance: I should have logged on to a bibliographic database and done a literature search on Library 2.0. Instead, I used Google. Instead of using articles from refereed journals, I used Wikipedia. Curiosity and serendipity played a big role in my search. It was more fun than working my way diligently through *LISA* (*Library and information science abstracts*).
- A "long tail" of non-commercial, obscure, esoteric, trivial and idiosyncratic content, that may just be of interest to a very small number of people who are scattered all over the world, is made accessible. Bonaria Biancu is not a famous photographer, but her work is there on Flickr for anyone to find.
- The amount of information on offer is staggering. From the perspective of someone searching for reliable information, it includes a very large quantity of trivial and personal material which is of interest to very few people (that's what the long tail is all about) and a much smaller quantity of more generally useful and valuable material. The latter is not easy to separate out. If I were working from home in South Africa, using a dial-up line or a metered ADSL line allowing me a limited number of gigabytes per month, this cornucopia would be a serious impediment.

- The web is an interactive space. Information no longer flows only in one direction, from creator to consumer. Under every photo on Flickr or Picasaweb, the user is invited to make comments. Links are made with social networking sites such as del.icio.us. Consumers are creators too.
- Collaboration is an essential part of the web ethic. This is illustrated by the Wikipedia article, but also by the volunteered reviews that one can read while shopping online for anything from digital cameras to holiday accommodation and by the websites and blogs providing advice on bird identification or pesky software problems.
- Personal space: people are using the web for personal documents and (semi) private) social interaction: blogs in the place of diaries, Flickr or Picasaweb instead of photo albums, MySpace and FaceBook profiles instead of face-to-face interaction. The dangers of social networking sites are illustrated by the case of Megan Meier, a thirteen-year-old American teenager who committed suicide after an exchange of hostile messages with a boy she had met on MySpace (Collins 2008).

Web 2.0, Library 2.0 and the Information Economy

I think that Web 2.0 and Library 2.0 exemplify in a quite striking manner some of the main characteristics of what has been referred to as the information society, the knowledge society, or the information economy. Modern information and communications technologies (ICTs) are bringing about a profound transformation in the information and knowledge landscape, affecting the creation, distribution, dissemination and repackaging of information as well as the interactive sharing of knowledge. Modern ICTs allow information to be carried swiftly and unobtrusively across national boundaries, but while information can flow faster and more freely, it is also recognised as the raw material for the new economy, as a key resource for competitiveness, and as a valuable asset for those who own and can control it. Thus the information economy is characterised by a number of trends, of which I would highlight the following, along with some countertrends to which they give rise:

- Dematerialisation
- Globalisation
- Commodification
- Disintermediation

In my comments most of the examples will be drawn from Africa, which is the region I know best.

Dematerialisation

By allowing information to be unbundled from its original physical carriers, modern ICTs bring about a shift from the economics of things to the economics of information.

When information is carried by things – by a salesperson or by a piece of direct mail, for example – it goes where the things go and no further. It is constrained to follow the linear flow of the physical value chain. But once anyone is connected electronically information can travel by itself…what is truly revolutionary about the explosion in connectivity is the possibility it offers to unbundle information from its physical carrier" (Evans & Wurster 1997:73).

This has made possible what Clarke (2003:1) has called a weightless and dematerialised economy. A somewhat frightening example of dematerialisation is the debt crisis generated by the problems in the US sub-prime mortgage market, as shown in the recent BBC programme "Debt threat". American banks gave large loans to home-buyers who had little or no chance of repaying them. To sidestep restrictions on how much they could lend, the banks "securitised" the loans by selling them off to pension funds, insurance companies, and other banks around the world. They used complex financial schemes to make them appear safe and devised new financial instruments called special investment vehicles (SIVs) to avoid having to show the loans on their balance sheets (Robinson 2007). As dematerialised assets, essentially just information transmitted from computer to computer in worldwide networks, these bonds flowed around the world, ultimately affecting institutions and individuals who had no inkling that they were exposed to the risks of sub-prime mortgage loans in Stockton, California or Cleveland, Ohio.

Closer to home, the information search I described earlier illustrates that the old linear flow of information, from creator, through intermediaries to consumers, is being replaced by a more complex system in which the boundaries between creators and consumers have become fluid and intermediaries may or may not be involved.

As personal diaries and photo albums are being replaced by virtual equivalents a consequence is that a great deal of the web content is ephemeral and likeable to disappear at any time. But in as much as it reflects currents and movements in society, its disappearance will mean a loss of society's memory. The management of digital resources, and especially digital preservation, are major challenges to our profession internationally. And the problem really is international, since the notion of a place of publication, a cornerstone of universal bibliographic control and universal availability of publications, has become opaque.

Dematerialisation of information is a driving force behind digitisation and the development of virtual libraries. It seems a paradox that, while virtual libraries are seen as the wave of the future, large new libraries are being built in many parts of the world. An example is the Koninklijke Bibliotheek, the national library of the Netherlands, where IFLA is housed. Although it has a very large repository of electronic journals, the Royal Library recently opened a large new storage wing for conventional analogue materials. Another example is the central library of the city of Amsterdam, also recently opened. This is said to be the biggest public library building in Europe (Velzen 2006). The physical library remains a space where people can meet and collaborate. Conventional books retain an attraction for many people, and this is likely to persist as a kind of counter-trend, just as there is a demand for products produced on a small scale and using traditional technologies, for example home-baked bread or beer brewed in artisanal local breweries.

Dematerialisation of information may have some negative consequences of a different order: if information is only available virtually, it is easier for the censor to "pull the plug" than it is to recall printed copies. Information is not necessarily withdrawn for political reasons. Articles in online scientific or medical journals that are found to be erroneous or fraudulent, or which show evidence of plagiarism, can and are easily withdrawn from the online database. This is a matter of concern for librarians. We consider it necessary to maintain a complete record of science, including bad science and scientific fraud, since this provides essential data for historians of science. During 2005 and 2006 IFLA held discussions on this with the International Publishers Association. This resulted in the *IFLA/IPA Joint Statement on Retraction or Removal of Journal Articles from the Web* (IFLA/IPA Steering Group, 2006). It states inter alia that removal or retraction should only take place in exceptional circumstances and that retraction is always preferable to removal.

Globalisation

Globalisation goes back a long way. It has been said that the Dutch East India Company, founded in 1602, was the world's first multinational corporation (Wikipedia 2008b). Since World War II a number of factors have accelerated globalisation. They include the creation of institutions to improve worldwide economic stability, such as the World Bank and the International Monetary Fund, mechanisms to lower barriers to international trade, such as the General Agreement on Tariffs and Trade (GATT), the World Trade Organisation (WTO), and various multilateral and bilateral trade agreements. Improvements in international transport and communications are also an important factor, and here I would highlight the role of modern ICTs. Globalisation may not be new, but modern ICTs, and especially the Internet, have provided a platform for the accelerated spread of globalisation.

Globalisation is not an exclusively economic phenomenon. A one-line definition from the World Bank (2001) encapsulates its reach: "the growing integration of economies and societies around the world". It involves the economic flow of goods and services, people, capital and technology (Wikipedia 2008b), to which I would add culture, knowledge and information. These are all overlapping and interlinked categories.

Globalisation is contested terrain. Supporters of globalisation point to benefits such as:
- more rapid economic growth
- improvements in living standards
- reduction of poverty
- increased foreign direct investment
- the peaceful resolution of international political and economic tension (Global education 2007)

Although there is solid statistical evidence to support these claims, the benefits are not evident everywhere. They are said to accrue to countries that "engage well with the international economy" (Global education 2007). Countries that do not "engage well", whether for ideological reasons or because of economic or geographic handicaps that prevent them from taking advantage of globalisation, tend to get left

behind. This is emphasised by a broad anti-globalist or mundialist movement that has come into prominence as a result of large and sometimes violent demonstrations at world economic summits. They cite a range of problems attributed to globalisation, for example:

- heavy social and economic costs of economic restructuring required to be competitive in the world market
- a growing gap in the standard of living between richest and poorest countries
- environmental damage
- the use of economic power by the rich to protect their industries from competition by poor countries
- he erosion of national cultures and languages (Global education 2007)

For the purposes of this paper I focus on some aspects relating to the flow of information, knowledge and culture. In the cultural sphere there are concerns about the homogenising effect of globalisation. The McDonald's fast food chain, which relies on highly efficient industrial methods, has come to symbolise both globalisation and Americanisation. Because of its rapid spread throughout the world, McDonald's has become the best-known fast food brand in the world. It has 30,000 restaurants in 120 countries (BBC 2007a). Its presence in many of these countries is resented by a range of groups, including animal rights activists, anti-globalists, labour unionists, people concerned with architectural heritage who object to the garish yellow McDonald's arches in their historic cities, and others who simply want to preserve their traditional cuisine.

American pop music is another example. It is thought that as much as 90% of the global music market is accounted for by just five corporations: EMI Records, Sony, Vivendi Universal, AOL Time Warner and BMG. Collectively, these corporations, all of them based in the USA, are known as 'the Big Five', and operate in all of the major music markets in the world. Governments in various parts of the world, fearful that their own artist and musical traditions are being swamped by these imports, have tried to stem the tide by means of support for artists, and subsidies for shows, and by setting minimum quotas of local music to be included in radio and television programmes (BBC 2007b).

For librarians and information workers in developing countries there are problems that are less widely known. These concern the flow of scholarly information between the developed and developing world, referred to here for convenience as the North and the South respectively, particularly South-North and South-South information flows. When we think of information for development and the information needs of developing countries, what comes to mind first is helping developing countries to gain access to the wealth of information that is produced and disseminated in the North. However, knowledge production is not the monopoly of the North. For example, a growing awareness has developed of the wealth of Africa's knowledge base. Africa has a rich scholarly heritage, as demonstrated by the rediscovery of centres of learning such as Timbuktu, which rivalled its contemporaries in medieval Europe. Sankore Mosque once housed one of the largest universities of the Muslim world. There is now a greater awareness of the contributions of ancient African thinkers and scholars to "classical antiquity" and "western science", or more correctly, to the shared knowledge of humankind. Also, in recent years an appreciation has been developing of Africa's indigenous knowledge.

In an earlier article Johannes Britz and I identified six forms of South-North information flow in respect of Africa (Britz & Lor 2003):

- Contributions by African scientists and scholars to the international scientific and scholarly literature.
- The purchase of books, journals, government documents and other material published in African countries by libraries in developed countries to add to their research collections.
- The export of documentary heritage through various means, including the purchase of rare books, private collections, writers' archives that come onto the market in African countries by wealthy individual and institutional collectors in developed countries.
- The use of local resources and informants by students and researchers (from developed countries) conducting research in African countries.
- The recording and subsequent commercial exploitation in developed countries of indigenous knowledge obtained from traditional communities and practitioners in African countries.
- The "brain drain" or migration of well-educated African scholars and professionals to developed countries.

All of these present problematic elements. Obvious examples are the loss of unique documentary heritage and the brain drain. Others are not so obvious: for example, what is wrong with the use of local resources and informants by a Dutch PhD student conducting research in Namibia? It would only be questionable in cases where the student goes home, taking his data with him, is awarded the PhD, and never presents a copy of his dissertation to the National Library of Namibia or gives any feedback to the community he studied. This, unfortunately, is all too often the case.

These are forms of *exploitative* South-North flow. I now turn to a highly *desirable* form of South-North information flow, the flow of scholarly contributions by scientists and scholars from developing countries to the international scientific and scholarly literature. In a seminal paper Gibbs (1995) showed that scientists from the South face severe obstacles – ranging from resources constraints to simple prejudice – when they wish to contribute to international (western) scientific journals. A series of barriers accounts for the phenomenon that only a small proportion of the world's scientific and scholarly literature that is published in high-ranking journals and indexed in key research tools such as the citation indexes of the Institute for Scientific Information (ISI), emanates from the South. One of the problems is that much of the research undertaken in Africa does not comply with quality standards set by high status journals, often due to deficiencies in the researchers' training and equipment. At the other end of the process, when African scientists and scholars do publish in the national scientific journals of their countries or in regional (e.g. pan-African) journals, their contributions are likely to be ignored in the North. Not only are many of the journals not covered in the major abstracting and indexing, but even if they are, they tend to be ignored by American and West European colleagues (Britz & Lor, 2003).

It is not always realised that these barriers impede not only the South-North flow of information but, by the same token, the dissemination of research results within and

between developing countries (South-South information flow). Because bibliographic control is poorly developed in most African countries, they are dependent on international (North-based) indexing and abstracting services to retrieve their own contributions. If these services ignore them, their contributions are lost to the countries of origin, and to their neighbours as well.

The Internet can give greater visibility to African journals. This is illustrated by the International Network for the Availability of Scientific Publications (INASP), based in Oxford, England, which in 1998 launched the pilot project of African Journals Online (AJOL). AJOL displayed the tables of contents of 15 English-language African journals on INASP's web site and provided an affordable article delivery service. AJOL has subsequently been expanded to almost 300 African journals. It is now a not-for-profit company in its own right, based in South Africa and managed in association with a South African company, NISC SA (AJOL 2007). INASP has in the meantime established similar online journal projects in other regions, particularly in South and South East Asia. To address the capacity problems that handicap journal editors and publishers in developing countries, INASP offers training programmes, resource guides and informal advice (INASP 2007).

A more radical approach that may have greater potential for levelling the playing field between developed and developing nations is that of open archiving. Open archiving not only provides a means of affordable access, but also a medium for scientists and scholars in the developing countries to make their world available to others anywhere (Chan & Kirsop 2001).

But more fundamentally, a change of attitude is needed to ensure not only that information flows from South to North, but also that synthesis of knowledge from North and South is achieved. It is the creation of synthesis that demonstrates mutual respect and the sharing of knowledge to benefit all.

The impact of globalisation on South-North information flows can be both positive and negative. There is a risk that weaker voices will be drowned out. At the same time countervailing forces are also able to operate globally using the infrastructure on which globalisation thrives. This is exemplified by the work of organisations such as INASP. South-South information flows similarly benefit from globalisation. As more material is being published electronically (born-digital), as more print and other analogue material is digitised, and as more bandwidth is made available, some of the barriers to resource sharing will fall away.

While the world is being pulled ever closer together by the process of globalisation, there is also a countertrend towards nationalism, particularism and fundamentalism. In Europe, the process of European integration has been accompanied by regionalism, giving rise to greater recognition of regional languages and dialects, and greater autonomy for regions such as Catalonia and Wales. These developments have been mainly of a peaceful nature. Elsewhere a rising tide of nationalism has seen the (sometimes violent) break-up of states such as Yugoslavia. The failure of states such as Somalia and the Democratic Republic of the Congo has been accompanied by widespread violence and disruption which have spilled over into neighbouring countries. The global village is not necessarily a safe place.

In many societies globalisation is seen as a threat to traditional values, giving rise to a backlash that may take form of religious fundamentalism – not necessarily Muslim fundamentalism. An unfortunate side-effect of globalisation is global terrorism, which has led to greater governmental secrecy and to the curtailment of privacy (for example, the privacy of library users) and of freedom of access to information – an issue of direct concern to our profession, and one on which library associations in various parts of the world have taken a stand. The 2005 *IFLA/FAIFE world report* (Seidelin & Hamilton 2005) reports the result of a survey of libraries in 84 countries, in which questions on anti-terror legislation and its effects on libraries after September 11th, 2001 were included. Respondents in some of the countries expressed concern about newly passed legislation and its potential for "mission creep" – the possibility that police powers could be applied more broadly than the original mandate for fighting terrorism.

For various aspects of the complex interaction between local and global activities and movements, the term "glocalisation" was formed from "globalisation" and "localisation". Glocalisation has many meanings (Wikipedia 2007a) but generally refers to linkages and synergies between activities, relationships, markets, business processes etc. at the local and the global scales. An example would be the proliferation of Wikipedia versions in many languages – currently more than 250 (Wikipedia 2008c). While globalisation makes languages spoken by small language communities vulnerable, the Internet (one of the main tools of globalisation) can also be used to promote the survival of these languages.

Commodification

It is generally accepted that information (or rather knowledge) is the dominant strategic resource of the information economy, comparable to land in the agricultural era and to capital in the industrial era. This means that knowledge has commercial value, and gives rise to competition. It becomes a commodity. Owners of intellectual property are aware that they have an important asset, to be managed and exploited. Hence in modern corporations the Chief Information Officer (CIO), reporting to the Chief Executive, is taking a place alongside the executives responsible for finance and operations. Often this position is largely concerned with ICTs, but the term Chief Knowledge Officer also occurs, signalling a shift of emphasis from technology to content. Wikipedia (2008a) defines the Chief Knowledge Officer as "an organisational leader, responsible for ensuring that the organisation maximises the value it achieves through 'knowledge'"; with responsibilities inter alia for knowledge management and intellectual property.

In the past most printed books and journals went out of print once demand for them tapered off and it was no longer economically viable for publishers to reprint them and hold stocks for the trickle of sales that might still be anticipated. However, modern ICTs enable publishers to exploit a "long tail" of content that they produced over a long period of time. Very small sales volumes can still be profitable if the content is stored and distributed digitally. This applies not only to born-digital content, but also to analogue content that is subsequently digitised. Thus the Internet makes it possible to continue exploiting the content profitably for much longer. One effect of this is the unbundling of journals. In many cases the saleable unit is no

longer the journal title, but the individual article. Another effect is a greater emphasis, often under the guise of combating piracy, on locking up information content.

It is known that media corporations such as the Walt Disney Company, anxious to retain its monopoly on such popular cartoon characters as Mickey Mouse and Donald Duck, lobby the USA Congress for the extension of the term of copyright whenever copyright on such creations is due to expire and they become part of the public domain (Facó 1999; Langvardt & Langvardt 2004). In the USA and the European Union copyright currently expires 70 years after the death of the creator. Because copyright law generally does not make distinctions between different types of content, this period also applies to obscure novels, newspapers or journal articles published a hundred years ago or more. This is not as weird as it may sound. Depending on the jurisdiction, the work of an author who published a first book at the age of 22 in 1870, then lived to the ripe old age of 92, dying in 1940, would still be in copyright until 2010.

The problems have significant implications for libraries and their users. Librarians would like to use modern ICTs, specifically digitisation and Internet access, to make such materials available to contemporary users. One such user might be a PhD student in English Literature, looking for an obscure author who has not yet been researched to death by other PhD students. But to be able to digitise these books legally, libraries have to determine whether or not they are still in copyright (this depends on when the author died, which may entail considerable research) and, if the book is in copyright, they have to seek permission, which entails determining who and where the owner of the copyright is. Since we are now talking about books published as long ago as the 19th century, this may be quite difficult or impossible, giving rise to what are called "orphan works". Orphan works are "works of which the copyright owner cannot be identified and located by someone who wishes to make use of the work in a manner that requires the owner's permission" (IFLA/IPA Steering Group 2007). In a time of mass digitisation, orphan works have become a hot topic. The IFLA/IPA Steering Group (referred to earlier) discussed this matter in some depth and in 2007 issued a joint statement on orphan works (IFLA/IPA Steering Group 2007). But the matter is by no means closed. Various other bodies are discussing orphan works, and in the UK the Library and archives Copyright Alliance (LACA) recently issued a statement on this issue. If a diligent search has to be conducted for every orphaned work, large-scale digitisation project of a large chunk of material becomes impossible in practice. Other solutions, including licensing and mass exception approaches, have to be considered as well (LACA 2007).

I could speak at length about other intellectual property issues. These include:
- the European directive on copyright on databases, which the EU has attempted to export to its free trade agreement partners (Hugenholtz 2004)
- the use of digital rights (or restrictions) management (DRM) systems (Shea 2005)
- attempts to whittle away, in the case of digital content, copyright exceptions that apply to printed books and journals – the "digital is different" argument, rejected by IFLA (2000)

These and various other attempts to lock up information content (Britz & Lor 2003; Lor & Britz, 2005) are often referred to by opponents as the "enclosure of the information commons", a metaphor derived from a historical movement by wealthy landowners to enclose common land, thereby depriving villagers and peasants of pasturage. (The notion has been vigorously critiqued by McCann (2005).) However, here I will refer only to the effect this trend has on developing countries.

Libraries everywhere have been hard hit by steeply rising journal prices over the past few decades. Nowhere has this had more disastrous effects than in Africa. It is well documented that the libraries of African institutions of higher learning lack funds for subscribing to conventional printed journals or purchasing monographs, student texts and other printed materials from the developed countries (Rosenberg 2002; Britz & Lor 2003. Lack of money is frequently exacerbated by shortages of foreign exchange, punitive customs duties and bureaucratic impediments.

Access to electronic content at first sight appears to offer a solution. After all, once scientific and scholarly material has been put on a publisher's web server, few additional costs are generated if the number of document accesses increases. Thus one would expect that modern ICTs would help to narrow the divide between information-rich and information poor. However, publishers of electronic content are no less driven by profit than print publishers. They guard their intellectual property vigilantly. The normal commercial cost of electronic journals, handbooks and databases are beyond the reach of many African institutions.

To remedy this, various programmes have been launched to make access to usable scientific and scholarly content affordable to African institutions. An example is HINARI, the Health InterNetwork Access to Research Initiative. This is an initiative of the World Health Organisation (WHO) that focuses on the distribution of health information to developing countries. It provides free or highly subsidised access to major journals in biomedicine and related fields to non-profit organisations such as universities, hospitals, medical libraries and government offices in developing countries that meet eligibility criteria based on per capita Gross Domestic Product (GDP) (HINARI, 2007). A number of major international journal publishers, such as Blackwell, Elsevier and John Wiley make their titles available to the programme. The total number of titles available exceeds 3750. The retrieval of full text articles is allowed. Currently more than 2500 institutions in more than 100 countries are benefiting from the programme. The criteria are designed to separate the poor developing countries from the not so poor. Hence African countries such as Ethiopia and Sudan are eligible for free access (Aronson, 2003) but South Africa is not. There are limits to the generosity of the major journal publishers. A number of countries of which the per capita GDP falls below the threshold are nevertheless excluded from HINARI because participating publishers already have a lucrative market there (Chan & Costa 2004). Furthermore, Chan and Costa (2004) have pointed out that programmes such as HINARI, AGORA (Access to Global Online Research in Agriculture, a similar programme set up by the Food and Agriculture Organization of the UN) and OARE (Online Access to Research in the Environment, of the UN Environmental Programme) are mainly palliative in effect and do not reduce the underlying dependence of developing countries on the supply of information from developed countries.

The commodification of information has had a profound effect on Intellectual Property Rights (IPR) regimes as well as on the ability of developing nations to access and benefit from information. The rich nations, more particularly the USA and the EU, have taken the lead in setting international standards to ensure that the interests of IPR owners are better protected. While most of these information owners are from the first world, there is a strong drive to ensure that their interests are also protected in the developing countries. An international framework for intellectual property regimes, known as the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) (IFLA 2002b), has been put in place. It is administered by the World Trade Organization (WTO). Although the standards set by TRIPS are more appropriate to developed than developing economies, developing countries are expected to comply with them. This limits developing nations in the development of their own policies regarding IPR – policies that might be more appropriate to their stage of development.

If developing countries resist, developed countries may introduce other measures to force them to tighten restrictions on the use of intellectual property. One may call this a "carrot and stick" approach, the "stick" being the threat of economic sanctions, and the "carrot" being admission to free trade agreements (FTAs). In the latter case the snag is that developing countries may be required to adhere to more stringent requirements than those that apply in the internal market of the dominant partner. This may mean extending the term and scope of copyright protection beyond what is required by the international copyright treaties they have acceded to – referred to as "TRIPS plus" – with the result that these nations fail to incorporate in their legislation all the available limitations and exceptions that are needed to open up access to knowledge for their populations. A recent report from Consumers International stated that the World International Property Organisation (WIPO) has been providing misleading advice to poorer nations, encouraging them to expand the scope of copyright protection beyond what is required by the international copyright treaties they have acceded to. One of the effects of this is to raise the cost of copyrighted educational material (Consumers International 2006).

In many developing countries the main beneficiaries of enhanced copyright protection will be foreign rights holders rather than the authors of the developing country itself. This is likely to make health care and education more expensive. It could also stifle the indigenous book industry and inhibit the development of a reading culture in the poorer countries (Britz, Lor & Bothma, 2006). Negative effects are not restricted to developing countries. In the Australian debate on the Australia-US Free Trade agreement, Peter Drahos (2004) pointed out that "the US domestic position does not square with the standards it is seeking to impose on other states", and that:

> Australia has signed onto a set of US standards in the FTA at a time when there is considerable doubt in the US about the suitability of those standards for a truly dynamic and effective knowledge economy.

Free trade is not necessarily fair trade.

Publishers see strict enforcement of copyright and the elimination of piracy as a precondition for the development of healthy book industries on developing countries.

This is also the view of the International Federation of Reproduction Right Organisations (IFRRO), which groups together reproduction rights organisations (RROs) such as collection and licensing societies worldwide. IFRRO invests significant amounts in the establishment of RROs in developing countries. I am unenthusiastic about this form of development assistance. Do we not need to build some highways first before erecting toll plazas, grow the market first before regulating it?

I indicated earlier that for every trend there is also a countertrend. In the case of commodification of information there is also a remarkable altruism, a culture of sharing, which is exemplified by the open source model of software development:

> "…the community software development process is dramatically changing the economics of software, with value moving from the source code itself toward the inherent value of the community." (Miller 2006:6)

The Wikipedia is another example, and last but not least, the open access movement, which has arisen at least in part as a reaction against the high cost of "toll access". The high cost of access to resources affects not only libraries and users in developing countries but also even the wealthiest research libraries in the developed countries. The open access movement has attracted much attention and wide support from many quarters, including governments, grant-making bodies, and professional organisations (Lor 2007). IFLA stated its position on open access in 2003, in its *IFLA Statement on Open Access to Scholarly Literature and Research Documentation* (IFLA, 2003). The statement affirms the importance of comprehensive open access to scholarly literature and research documentation.

Disintermediation

It started with photocopying and word processors, it gained momentum with PCs and desktop publishing software, and it really took off on the web: "publishing" is now within reach of all.

> Publishers used to create information for consumers. The technologies that enable communication and collaboration now associated with Web 2.0 and Library 2.0 enable individuals to create information, to share information and re-purpose information in ways previously unimagined" (McKnight 2007).

This does not mean that just anyone can create beautiful books or professional journals, but it does mean that the boundaries between professionals and amateurs have become blurred, and that the role of information intermediaries is being challenged, as is evidenced by the debate on open access. What value do publishers add, or, for that matter, librarians?

Web 2.0 is certain to speed up the process of disintermediation or deprofessionalisation. As O'Reilly (2005) has said:

> Essentially, Web 2.0 offers a means by which data and services previously locked into individual web pages for reading by humans can be liberated and

then reused, in ways sometimes referred to as 'mashing up' or 'mixing'. Importantly, it also introduces the notion of a 'platform', meaning that others can build applications on pre-existing foundations and thus benefit from economic scale without reinvention.

I note in passing that attempting to preserve "the web" through legal deposit will increasingly look like an attempt to "collect" and preserve all the world's telephone conversations.

A fundamental question concerns the credibility of professionals and the sources of authority in the modern interconnected world (cf. Rawlings 2007). According to Peter Nicholson (2006) we live in a time that is characterised by two major trends that are affecting intellectual authority in our society. On the one hand, people distrust the experts. On the other hand, we face an unprecedented information explosion made possible by modern information and communications technologies (ICTs). The information in circulation is disorganised and of varying quality. Intermediaries are needed to help evaluate and organise it.

The rise of "citizen journalism" and the influence of blogs constitute evidence that we no longer repose as much trust as we did before in professions or high status groups such as journalists. The digital camera is ubiquitous. Millions of people have mobile phones fitted with digital cameras. The still and moving images they make of events the witness can be uploaded onto the web and disseminated worldwide with an immediacy that the formal media often cannot match, no matter that such images are often crude and sometimes inappropriate. In countries where repressive regimes muzzle the press, bloggers (who include dedicated and professional journalists) may form an important source of officially suppressed information.

Today patients come to their family physicians or specialists with medical knowledge gleaned from the media and the web. This can make them more discerning consumers of medical services. But a little knowledge can be a dangerous thing. Undiscriminating use of the hotchpotch of information and opinions conveyed on the web can have disastrous results. In South Africa the country's leader is said to have taken the web-disseminated views of AIDS dissidents, encountered during a late-night surfing session (Karon 2000), so seriously that a period of denial followed during which precious time was lost in combating South Africa's AIDS epidemic.

Professors, who have long been the butt of cartoonists, also have some serious competition. McKnight (2007) points out that the development of community repositories and "folksonomies" on the web challenges accepted notions of "trusted information". Web 2.0 makes it possible for much informal content to be added to the web by individuals. Wikipedia embodies a radical concept: designing an encyclopaedia on the basis of trust, rather than emphasising what may go wrong, liberating the enthusiasm of thousands of individuals who are keen to share their knowledge with others, and relying on the vigilance and commitment of unpaid contributors and editors to ensure that a surprisingly high quality level is maintained, an instance of the "wisdom of the crowd". This is a disruptive innovation in the intellectual domain, if ever there was one, and it is just the beginning. As Michael Gorman and others have pointed out, this is not without its dangers. But it cannot be wished away.

In our profession Web 2.0 has the potential to sweep away past categorisations, break down silos, and liberate information from pigeon-holes. Examples are federated searching through library physical and virtual holdings, regardless of form or ownership; federated searching through institutional information content, not limited to library material; and harmonisation of libraries, archives and museums. Clients are not necessarily interested in whether a document is part of the holdings of the library, another library, of an archives, a museum etc.

The ubiquitous digital camera and mobile phone are liberating because it becomes ever more difficult to suppress information. Websites and blogs are important media for those resisting repression. Of course repressive regimes fight back. Freedom of access to information and freedom of expression are essential for the development of a well-educated, information-literate population that is able to participate actively in the knowledge society. However, there are countries that aspire to develop as knowledge societies while severely restricting freedom of expression, particularly on the Internet. These countries may conceivably make progress towards the information society, but the knowledge society proper is beyond their reach. A knowledge society requires a high degree of creativity, intellectual curiosity, openness to divergent views and critical interaction, which depend on intellectual freedom (Lor & Britz, 2007).

IFLA in 2002 issued an Internet manifesto (IFLA 2002a) stating that access to the Internet and all its resources should be consistent with the Universal Declaration of Human Rights, particularly 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.

Is there a countertrend here too? Yes, for disintermediation there is re-intermediation. Libraries have a role to play in the knowledge economy, as is reflected in the presidential theme of current IFLA President Claudia Lux. There is hope for our profession yet, but that is beyond the scope of this paper.

IFLA and international advocacy

In the preceding sections I have referred several times to the role of IFLA. I conclude by a brief overview of how IFLA is responding to the information economy trends through its international advocacy.

IFLA, founded in 1927, is an international non-governmental organisation with about 1.600 members in some 150 countries. Its core values emphasise the principles of freedom of information as embodied in Article 19 of the Universal Declaration of Human Rights, universal and equitable access to information, and the role of high quality library and information services to help guarantee that access (IFLA 2005). IFLA consequently has a long history of advocacy in the field of library and

information services. A strong focus has long been on promoting the development of librarianship and library services worldwide, through interlinked activities relating to:

- international library cooperation, for example, through the former core programmes of Universal Availability of Publications (UAP) and Universal Bibliographic Control (UBC)
- the development and dissemination of best professional practice, for example through the Preservation and Conservation (PAC) core activity
- stimulating and assisting library development in developing countries, through the Action for development through Libraries Programme (ALP)

The late 1990s saw the emergence of new IFLA core activities: the Committee on Copyright and Other Legal Matters (CLM) and the Committee on Freedom of Access to Information and Freedom of Expression (FAIFE). Both of these have a stronger advocacy focus, on the themes of Equity and Freedom issues respectively. The third advocacy theme, Inclusion, came to prominence as part of IFLA's advocacy activities during the WSIS process (2003-2005). Thus IFLA now has three major advocacy themes which can be summarised as follows:

- Freedom: Freedom of access to information and freedom of expression
- Equity: Fair and sustainable legal and economic relationships between the creators, intermediaries and users of information
- Inclusion: the role of the library in the Information Society and the role of the library as an agency of social inclusion

I comment briefly on each of these.

Freedom of Information: FAIFE

FAIFE (Free Access to Information and Freedom of Expression) is the IFLA Core Activity promoting the freedoms that its name implies insofar that they impinge, directly or indirectly, on libraries and librarianship. FAIFE's work is based on Article 19, and it attempts continuously to monitor the state of intellectual freedom within the library community world-wide. In doing so it depends on networking and partnerships. The FAIFE Committee of some 17 members nominated by the library association and institutional IFLA members in their countries is a basic component of the network. In addition, FAIFE is a member of various international intellectual freedom bodies such as the International Freedom of Expression Exchange (IFEX). In response to violations of freedom of expression, IFLA may issue press statements, which can be found on its web pages at http://www.ifla.org/faife/faife/faife.htm.

However, currently more emphasis is placed on research, publication and education. As an example of how these are combined, I refer to the *Internet manifesto*, adopted in 2002 at the IFLA Conference held in Glasgow, Scotland (IFLA 2002a). Following the adoption of the *Internet manifesto*, it has thus far been translated into 19 languages. IFLA has encouraged national library associations to adopt it in their countries. The annual *IFLA/FAIFE world report*, referred to earlier, annually reports

on this. As of now, national library associations in about 30 countries have formally adopted the manifesto, with many more planning to do so.

Following on from its work on the *Internet manifesto*, FAIFE was awarded a grant by UNESCO's Information For All Programme (IFAP) to develop the *IFLA/UNESCO Internet Manifesto Guidelines* (IFLA 2006), designed to help librarians all over the world to implement the Internet Manifesto in practice, taking into account in particular the needs of developing countries. Development of the guidelines was a participative and interactive process involving workshops in various parts of the world, and it is being followed by a series of practical seminars to be held in the developing world. The *Guidelines* are currently available in four languages.

For the period 2005-2009 FAIFE has received substantial financial support from the Swedish International Development Cooperation Agency, Sida. This has enabled FAIFE not only to undertake projects such the ones I have mentioned, but also to broaden the scope of its projects to such themes as the role of libraries in helping to fight corruption, censorship, poverty and HIV/AIDS. Planning is well advanced for a conference on the role of libraries in promoting human rights, to be held in Ramallah, Occupied Palestinian Territories, in March 2008.

The range and diversity of FAIFE's activities are illustrated by the list of position papers and statements on its web page at http://www.ifla.org/faife/policy/policy.htm.

Information equity: CLM

The Committee on Copyright and other Legal Matters (CLM) is the IFLA Core Activity promoting fairness in intellectual property rights and measures affecting access to information through libraries. It was set up in 1997 to advise IFLA on:

> Copyright and intellectual property, economic and trade barriers to the acquisition of library material, disputed claims of ownership of library materials, authenticity of electronic texts, subscription and licence agreements, other legal matters of international significance to libraries and librarianship (IFLA 1997).

Since then its scope has extended to such issues as access to digital resources, digital rights management and anti-circumvention technology, public lending right, protection of indigenous knowledge, and treaties on cultural diversity and access to knowledge (Tabb 2005).

CLM engages in a range of advocacy activities including research and policy development leading to the release of IFLA statements on important issues, awareness raising, networking and coalition building, and representation and intervention at meetings of international bodies. Like the FAIFE Committee, the Committee consists of members nominated by the library association and institutional IFLA members in their countries, who represent their own country or wider region, together with a small number of expert resource persons.

An important CLM activity has been raising awareness in the library community and providing guidance to the profession on issues that have implications for library collections and services, for example, in respect of electronic or digital resources. CLM has been very active in the international intellectual property arena, lobbying for example at the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO). In doing so CLM has also been concerned to raise general awareness of the issues, which may seem remote to librarians at the local level. CLM does not work in isolation, but rather in close partnership with other organisations such as the European Bureau of Library, Information and Documentation Associations (EBLIDA) and Electronic Information for Libraries (eIFL). Examples are CLM's joint interventions with EBLIDA and eIFL at WIPO in respect of the WIPO Development Agenda, the Broadcast Treaty and Traditional Knowledge.

The range and diversity of CLM's activities are illustrated by the list of position papers and statements on its web page at http://www.ifla.org/III/clm/copyr.htm.

Inclusion: Information Society advocacy

IFLA's advocacy on the ethical theme of Inclusion is an activity that crystallised around IFLA's participation in the World Summit on the Information Society (WSIS), which took place in two phases. The first phase was held in Geneva on 10-12 December 2003 and the second phase in Tunis on 16-18 November 2005. During the Geneva phase the broad themes concerning the Information Society were discussed and two documents, a *Declaration of Principles* and a *Plan of Action* were prepared and adopted (WSIS 2003).

Thanks to intensive and sustained advocacy work by IFLA and its allies the principles and action plan document adopted in Geneva contained some very favourable language concerning the role of libraries in the Information Society. The Tunis summit also provided IFLA with an excellent platform to promote the role of libraries in the Information Society. IFLA's efforts did not go unrewarded. In the Tunis Agenda for the Information Society (WSIS 2005), the key concluding document of the Tunis Summit, the role of libraries in providing equitable access to information and knowledge for all, is emphasised.

From IFLA's perspective there are currently two main lines of follow-up of the WSIS summits. One concerns the Internet governance issue and the setting up of the Internet Governance Forum. The other concerns the eleven "action lines" described in the Geneva *Plan of action* (WSIS 2003). For each action line a UN organisation (e.g. ITU or UNESCO) has been appointed as "facilitator" or "moderator". Various "facilitation" and consultation meetings are taking place to set the follow-up activities in motion. IFLA has allocated priorities to each of the action lines, and is concentrating on the action lines of highest priority, the top priority being C3, Access to information and knowledge. Some of these action lines have been subdivided into sub-groups or sub-themes, each with its own sub-moderator. IFLA has been appointed as the moderator of the sub-theme "Libraries and Archives" in Action Line C3, and the sub-theme "Memory and Heritage" in Action Line C8 (Cultural diversity and identity, linguistic diversity and local content).

In 2006 IFLA set up a working group, designated as the President-elect's Information Society Working Group (now the President's Information society Working Group), to keep abreast of progress in respect of the action lines and other important issues (such as Internet governance) arising from WSIS, but not limited to it. The Working Group met at the 2006 and 2007 IFLA congresses and has set up a discussion list to enhance information sharing and networking among its members.

The Working Group has broadened its scope to encompass not only WSIS follow-up, but also the more general issues relating to the future of libraries in the Information Society, as encapsulated in the President's theme of "Libraries on the Agenda!" (Lux 2005). The Group has identified the following aims:

- Ensuring IFLA's active presence at important conferences, and communicating the outcomes
- Monitoring Information Society-related mailing-lists
- Taking part in relevant discussion lists and conferences
- Informing the IFLA membership about the process
- Making proposals for advocacy action on national and international level
- Preparing for sessions at IFLA congresses
- Including Information Society matters in section meetings

The Working Group is coordinated by Christel Mahnke. To join, contact her at mahnke@tokyo.goethe.org.

Serving the profession

Although they have here been discussed separately, the three advocacy themes are clearly interlinked. Freedom of information without equitable access regimes is a hollow promise. An equitable intellectual property regime is of little use to communities and groups that are excluded from the Information Society. Hence advocacy work should not be conducted within silos.

Responding to the clearly expressed need of its constituency for it to take the lead in international advocacy for libraries and access to information, IFLA is consolidating its advocacy efforts by setting up a small, professionally staffed advocacy unit at its headquarters in The Hague. The unit will focus on the three themes outlined here, but the themes will not be separated into three silos. Instead, it will seek to achieve synergy. Advocacy staff, supported by other Headquarters staff will be involved in the generic advocacy processes of research and monitoring, horizon scanning, policy development, networking, representation, education and awareness-raising. As part of this process, a position of Senior Policy Adviser was created and has recently been filled. Funding is being sought for a second position, and we would also like to be able to employ graduate interns from appropriate disciplines, such as information science, development studies, international politics and intellectual property law.

Of course, one or two professionals cannot possibly cover all bases and be present in every forum where issues affecting libraries and access to information are decided. FAIFE, CLM and the WSIS team have achieved significant impact through the efforts of volunteers. Volunteers extend IFLA's reach and magnify our international impact many times over. As an international organisation IFLA can operate and advocate in international forums such as WIPO and UNESCO. Working at the international level, IFLA is able to provide library professionals with excellent "ammunition" in the form of authoritative statements and internationally respected manifestos and guidelines. These can be used in advocating for good library policies and adequate budgets. But ultimately the future of libraries is determined at the national and local levels.

Therefore the role of IFLA is to monitor what is going on internationally, raise awareness of issues in the library profession, provide the profession with sound lines of argument, and build capacity at the national level through its member associations. This is not new to IFLA, but our new advocacy unit will help us to do this more professionally and effectively.

Conclusion

Perhaps I was wrong to use the term "International Librarianship 2.0" in the title of this paper. The issues that I have discussed are not all that new. Some go back to a period well before the Internet was invented. But there is some justification for drawing attention to the contemporary relevance of international librarianship.

In an evolving information economy characterised by dematerialisation, globalisation, commodification and disintermediation, things are more interconnected than ever before. In this interconnected world decisions that have no apparent relevance for libraries may affect our ability to deliver services to our clients. The government of a poor country may trade affordable school textbooks for access to US or European markets. The Walt Disney Corporation's desire to protect its assets may affect the ability of an Australian academic library to digitise 19th century romantic novels. Generally librarians are internationally minded – more so at least than the average citizen. We have an ethos of cooperating and sharing resources. This should stand us in good stead. To survive in the information economy we will need to be aware and vigilant, to cooperate and share resources, internationally.

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