

Library: Our Story, Our Time, Our Future

The Romance of Libraries:
Celebrating The End
of Intelligent Endeavour?

By JOHAN JAAFFAR

ICOLIS 2014
4 – 5 November
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Libraries are DEAD...

Afghanistan, 1989



Afghans Don't Wear Glasses



Journalism is too serious a
profession to be judged by
anyone else...

The Romance of Journalism...



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My belief...

Freedom of the press
is a virtue
not a license to abuse

Interesting Topic

“Abuse of library materials in the
main library at the University of
Peradeniya, Sri Lanka: An
overview of the library staff.”

You Are...

...the cream de la cream

among the species

that roamed the land of the quiet, the

space of the learned

and the hall of the clever...

In 1960...



The Apostle of Greatness



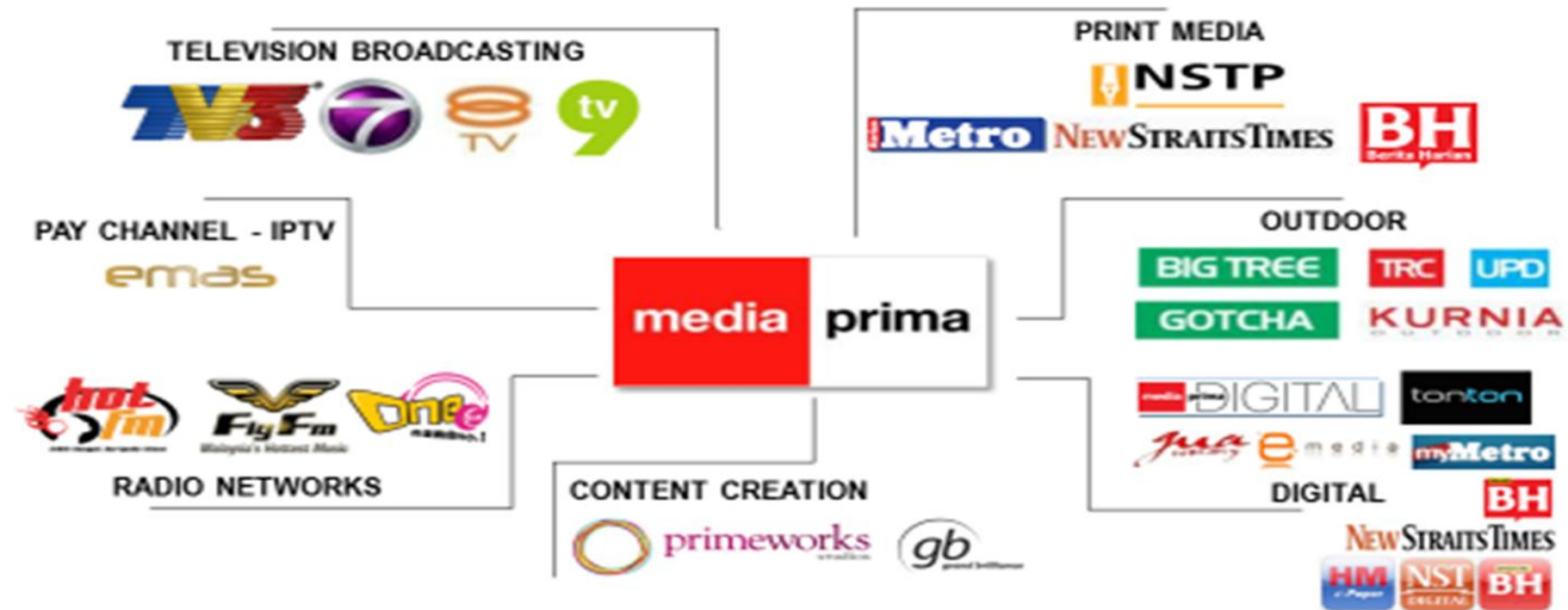
The Oxford English Dictionary

A librarian (noun):

“a person in charge of,
or assistant in library.”

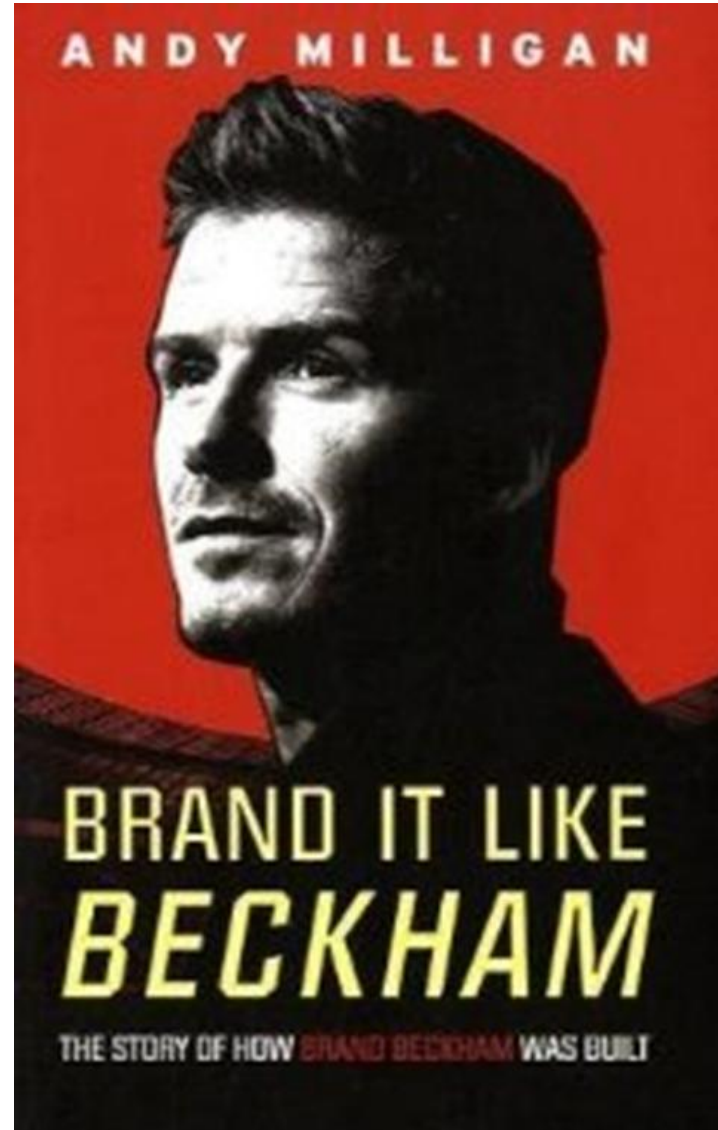
Where I am today..

MEDIA PRIMA BERHAD



Integrated Media Solution Provider

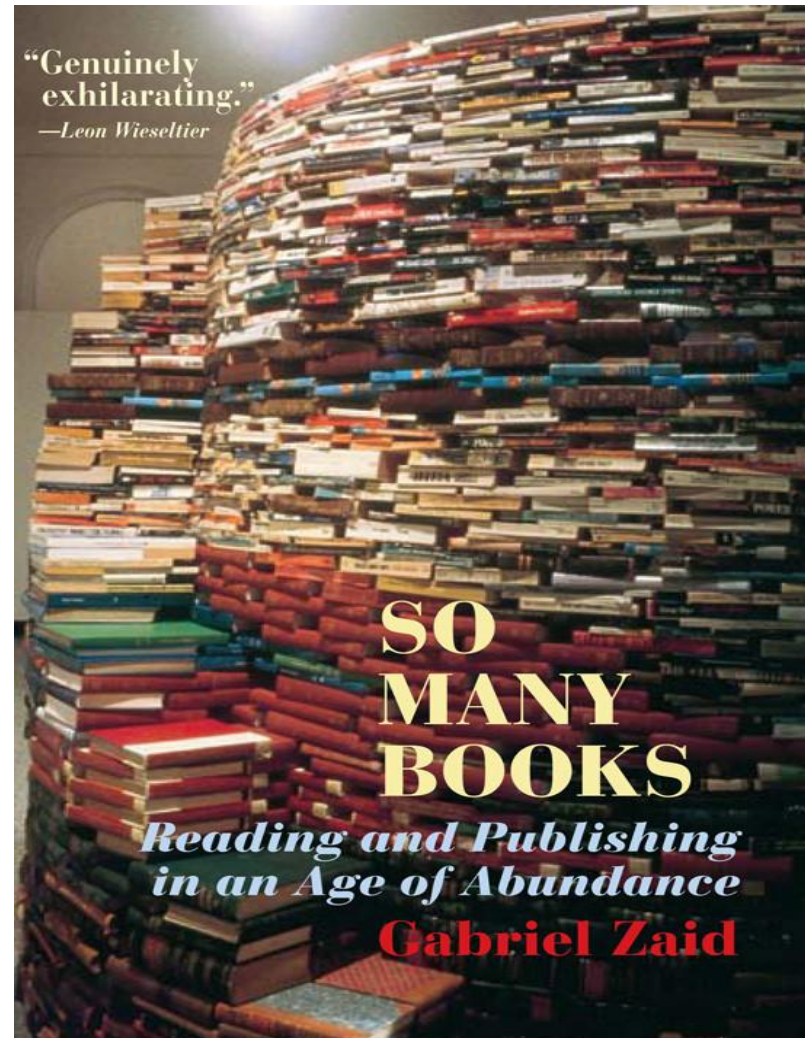
About Branding...



Prostitution is the oldest profession?

A librarian **is!!!**

A Book is Published Every 30 seconds



Titles Published

1450 - about 100 titles

1950s - 250,000 titles

2000 – 1 million titles

564 years of book printing and publishing

50,000,000

Titles published...so far

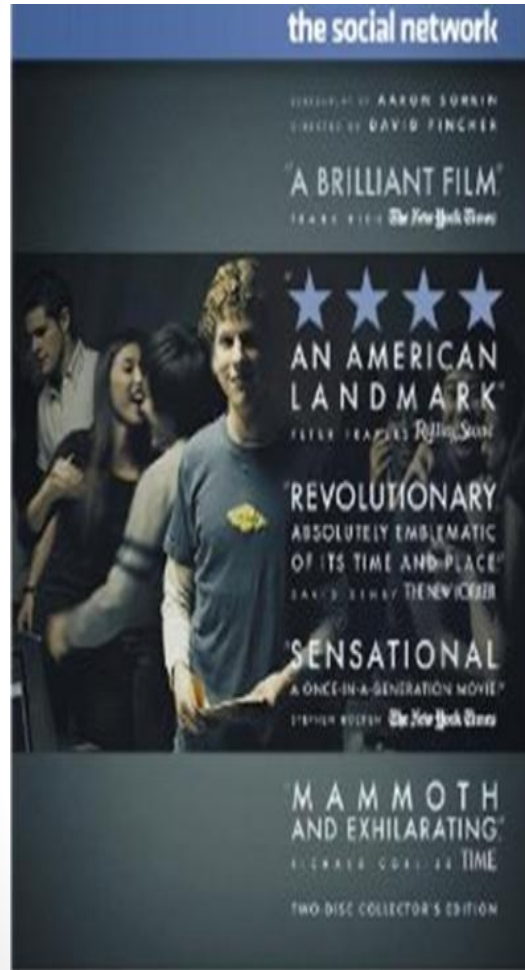
In August 6, 2010, Google's
advanced algorithms put the figure

129,864,880 books

in the entire world.

The Movie...

The President of Facebook:



“We lived on farms,
then we lived in cities,
and now we are going to live
on the Internet.”

Digital Vertigo by Andrew Keen

Today's social media revolution
“is the most wrenching
cultural transformation” since
the Industrial Revolution

The Selfie Generation



The 4 Challenges

- ❖ The new spectrum of library users
- ❖ The information overload millenials
- ❖ New technologies replacing the old ones
 - ❖ The migration to digital libraries

Infotopia?

The Internet is hailed as
the contemporary symbol of
New Enlightenment

The Truth...

“Google can bring you back
100,000 answers,
a librarian can bring you back
the right one.”

ICOLIS 2014 on NOW

“To rekindle **our passion** in **providing services** as the answer to uncertainties and fast-paced changes”

A reminder...

- ❖ Libraries must not compete with the social media for reference and information
- ❖ Leave commercial information setups alone.

The Key...

Taking ownership of KNOWLEDGE

Moving Forward...

A New Mindset

The Future is Now...

Information Without Borders

The Word Is...

Relevance

Why the relevance?

- ❖ The Internet has its limit
- ❖ Digital libraries are not Wikipedia
- ❖ Books are not dead, at least not yet
- ❖ Libraries are not morgues
- ❖ The Internet is not free

The bad news is...

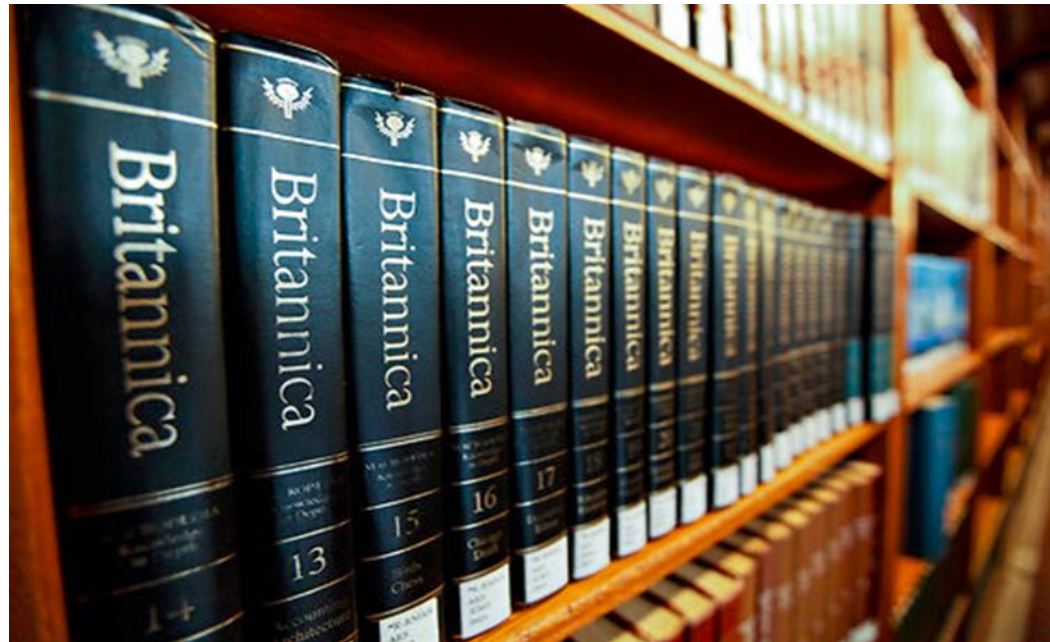
The **Perception** issue

Why libraries?

Tested water,
not merely darkish or
convoluted effluents that is
taken for granted as
TRUTH

The Horror! The Horror!

Wikipedia kills Encyclopaedia Britannica



The intellectual history of humans

Bring back the
exuberance of
knowledge to
humankind.

Last but not least...from **Usman Awang**

*“Kota kebenaran penaung kebebasan ucapsuara
Dari ruang ini bersinar-sinar keagungan pemikiran
Menghayati teluk-teluk zaman demi zaman
Tanpa prasangka apa tanpa batas benua”*

The Translation...(more or less)

*“The fortress of truth, champion of speaking
freely*

*Excellence of thought shines here brightly
Debates through the times are examined closely
Without presumptions, crossing boundaries
deftly”*

Good Luck

Thank You