

Summary



Digital Vagabonds / Digitalization Continues to Challenge the Media Industry – Current Trends at the Frankfurt Book Fair (Boris Hänßler)

(pp. 536 – 540)

The reader of the future will wear digital reading eyewear with the name »HyperMind«. These glasses will have an integrated eye-movement tracker to measure reading habits. By scanning the pupils 120 times per second it will measure how quickly the reader's gaze moves between letters and sentences. A software will measure whether he reads deeply or superficially. »We will even be able to recognize which word he is looking at at any given moment,« says Andreas Dengel of the German Research Center for Artificial Intelligence and developer of the HyperMind. »With this technology we will be able to develop a wide number of further applications.«

The researchers associated with Dengel are working, for instance, on a physics textbook for schools. In this case the HyperMind will be able to measure how well the student understands the material. If he or she hovers over a formula or an illustration, the system can supply a supplementary explanatory video or display further information on the data screen of the eyewear. »Our software adapts the content to the needs of the learner,« says Dengel. »Moreover publishing houses gain insight into the reader response to their works and can thus design future editions to be more easily understood.«

HyperMind is only one of many ideas for the future. But will it be implemented and accepted? Ever faster technological advances cause real headaches for the media industry. From year to year publishers seem to have less of an idea of how they can earn money through digitalization. Which new laboratory inventions will actually reach the mass marketplace? What kinds of investments are justified? How will people really read and learn in the future? An overview of all these issues can be found at this year's Frankfurt Book Fair from October 11-15.

New Tasks, New Fields of Work, New Structures / The Future of the Academic Library in Competitive International Research As Seen in the Example of Embedded Librarians (Friedrich Figge and others)

(pp. 558 – 561)

The changing nature of the knowledge society also requires adaptive changes in the academic library. It will be to the library's advantage to seek more efficient market placement as a high quality provider of information services to researchers. Although this will require appropriate restructuring and continual adaptation, it will also have enormous value for the competitiveness of German research at the international level. Libraries and librarians need to modify their roles and one such possibility is the so-called embedded librarian. The authors of this article describe that person as a librarian who becomes an integral member of a research group that has specific information needs and who delivers this information not only as requested but also pro-actively in a highly targeted manner. The embedded librarian accesses library resources and external data pools with the aim of facilitating the scientific process. These new duties require appropriate educational training – not only in new digital techniques and methods, but also in terms of local lobbying efforts, communication processes, and conflict management. The library can offer structural support for publication in open access mode, professional evaluation within the peer-review process, and agile project management to ensure that the research group remains at the cutting edge of research. In the end this accelerates and improves research and facilitates the international competitiveness and involvement of German scientists.

New Horizons / A Planned Position Paper on the Future of Libraries in Music Schools (Claudia Niebel)

(pp. 562 – 565)

The Consortium of Music School Libraries (MHSB) has tasked itself with an internal study in order to respond to the paradigmatic changes in the field of music librarianship in an adequate manner.

Academic music libraries are unique and their complex, specialized services are perceived as a trademark that expresses their profile and also offers a sense of identity to both staff members and funders. A systematic expansion and positioning of this profile is quite essential, since they would otherwise not be distinguishable from other similar institutions. The core tasks of collecting, cataloging, systematizing and presenting both analog and digital media and information combines traditional and modern elements of librarianship. Quite a few music schools were founded in the 19th century and their libraries hold valuable historical collections which necessarily remain a part of their overall profile.

This change in paradigm is a shift in perspective. It is the user and not the collection which is now the main focal point, communication is no longer vertical but rather horizontal and dialog-based, staff specialists now act as partners, and the administrative hierarchy is a relative one. Subject knowledge is associated with navigational skills needed in today's information jungle. Users expect to find a concerted array of complementary media and information, along with the appropriate working tools. Libraries are perceived as a network of various forms of communication while users are eager to participate by contributing new content (e.g., repositories, commentaries, tweets, desiderata lists, etc.). The library as a temple of learning (whispering only, disciplined order) has had its day.

Translated by Martha Baker