

ATG

TRENDSPOTTING

Kick-Off Webinar
Lisa Janicke Hinchliffe, Katina Strauch, and Leah Hinds
June 19, 2018





From Futures Lab to ATG Trendspotting ...

... A Vision for Our Community

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Goal

Establish an **ongoing process** for identifying social, policy, economic, technology, and educational trends and forecasting the impacts on the information industry, with particular attention to scholarly communication, publishing and academic libraries.



Approach

Community-engaged process for cooperatively and collaboratively exploring social, policy, economic, technology, and educational **trends and forecasting the impacts** on scholarly communication, publishing, and academic libraries.

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Deliverables

- A vetted listing of social, policy, economic, technology, and educational trends by means of the **Trend Storm**.
- A **Trend Lab** forum at the Charleston Conference on the potential impacts of the trends on the information industry with a small group of nominated/invited participants.
- A **Trend Talk** panel at the Charleston conference sharing the results of the Trend Lab discussion and soliciting further input.
- **Trend Texts**, a set of short essays summarizing the trends, forecasting the impact of the trends on the information industry, synthesizing the discussion at the Charleston Conference, and assessing the speed, depth, and desirability of the coming changes.
- A spring 2019 **Trendspotting** webinar sharing summary of process and kicking off the next round of trend identification.

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Leadership Group: Lisa, Katina, Leah, Tom Hinds

Expert Panel: Leadership Group + Mark Sandler,
Heather Staines, & 2-3 Others

Participants: You!



Trend Storm Nominators

Submit to the Trend Storm and/or nominate yourself to participate in the Trend Lab at the Charleston Conference!

Fill out the form at by July 20 -

<https://forms.illinois.edu/sec/1183232>

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Trend Lab

- Invitational meeting at the Charleston Conference
- Lightning talks presenting the trends
- Discussions of implications of trends – best/worst case outcomes
- Discussion - themes, divergences, etc.

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Trend Talk

- Panel at the Charleston Conference
- Reporting out from Trend Lab
- Discussions of implications of trends – best/worst case outcomes
- Discussion - themes, divergences, etc.

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Trend Texts - a set of short essays:

- summarizing the trends
- forecasting the impact of the trends
- synthesizing the Trend Lab discussion
- assessing the speed, depth, and desirability of the coming changes

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What's a Trend?

A trend is a tendency or direction of change over time.

A trend can be increasing or a decreasing

It can be strong or weak

It can be accelerating or slowing.

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“Trends are those change factors that arise from broadly generalizable change and innovation. They are experienced by everyone and often in more or less the same contexts insofar as they create broad parameters for shifts in attitudes, policies and business focus over periods of several years that usually have global reach. What is interesting about trends is that normally most players, organizations or even nations cannot do much to change them – they are larger than the power of individual organizations and often nation states as well.”

(Saritas & Smith, 2011, p. 294, <https://doi.org/10.1016/j.futures.2010.11.007>)



Example:

“The number of people enrolled in American higher education declined in fall 2017. That numbers has declined steadily for the past six years.”

(<https://bryanalexander.org/uncategorized/american-higher-education-enrollment-declines-again-for-the-6th-year/>)



Example:

Less trust - [Edleman's research](#) shows that the last year has seen a collapse in trust in institutions all over the world, ... That lack of trust hits civil society institutions directly, and also changes the context in which they operate. Will people continue to lose their faith in everything from business to the media to the state? How can civil society rebuild trust in itself, and help transform other institutions to make them trustworthy?

(<https://thefuturescentre.org/articles/199407/50-trends-shaping-future-civil-society>)



Example:

Analytics Technologies: Today, almost any interaction made over the internet or through the consumption of goods and services is being tracked, stored, and used in targeted ways. This has led to the notion of big data — massive amounts of data that reflect the behavior and actions of various populations. Data scientists and data-collection platforms are now able to computationally organize petabytes and exabytes of data so that it is easy to analyze and identify patterns that might otherwise go undetected.

(<https://library.educause.edu/~media/files/library/2018/4/previewhr2018.pdf>)

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Key Trend Storm and Trend Lab Questions:

What is the social, policy, economic, technology, or educational trend?

What is the potential impact on scholarly communication, publishing, and/or academic libraries ?

- **Speed?**
- **Depth?**
- **Desirability?**

How do the trends interact?

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Questions? Comments?

Ready to Trend Storm?

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