



# IFLA TREND REPORT

**T**he big news of the conference was the launch of the *IFLA Trend Report*. As with our *ALIA Future of the Profession* discussion paper, the *Trend Report* is designed to stimulate debate in the sector, and, not surprisingly, the trends identified in both documents are very similar.

While the ALIA report has been developed around three themes – convergence, connection and the golden age of information – the IFLA report is built on five trends.

## **TREND 1: NEW TECHNOLOGIES WILL BOTH EXPAND AND LIMIT WHO HAS ACCESS TO INFORMATION**

An ever-expanding digital universe will bring a higher value to information literacy skills such as basic reading and competence with digital tools. People who lack these skills will face barriers to inclusion in a growing range of areas. The nature of new online business models will heavily influence who can successfully own, profit from, share or access information in the future.

## **TREND 2: ONLINE EDUCATION WILL DEMOCRATISE AND DISRUPT GLOBAL LEARNING**

The rapid global expansion in online education resources will make learning opportunities more abundant, cheaper and more accessible. There will be increased value on lifelong learning and more recognition of non-formal and informal learning.

## **TREND 3: THE BOUNDARIES OF PRIVACY AND DATA PROTECTION WILL BE REDEFINED**

Expanding data sets held by governments and companies will support the advanced profiling of individuals, while sophisticated methods of monitoring and filtering communications data will make tracking those individuals cheaper and easier. Serious consequences for individual privacy and trust in the online world could be experienced.

## **TREND 4: HYPER-CONNECTED SOCIETIES WILL LISTEN TO AND EMPOWER NEW VOICES AND GROUPS**

More opportunities for collective action are realised in hyper-connected societies – enabling the rise of new voices and promoting the growth of single-issue movements at the expense of traditional political parties. Open government initiatives and access to public sector data will lead to more transparency and citizen-focused public services.

## **TREND 5: THE GLOBAL INFORMATION ECONOMY WILL BE TRANSFORMED BY NEW TECHNOLOGIES**

Proliferation of hyper-connected mobile devices, networked sensors in appliances and infrastructure, 3D printing and language-translation technologies will transform the global information economy. Existing business models across many industries will experience creative disruption spurred by innovative devices that help people remain economically active later in life from any location.

Be part of the discussion, join our wiki – [aliafutures.wikispaces.com](http://aliafutures.wikispaces.com) – and visit the IFLA website – [trends.ifla.org](http://trends.ifla.org) – for more detail about the Trend Report.

The incoming President of IFLA for 2013-2015 is Sinikka Sipilä, Secretary General of the Finnish Library Association. She takes over from Ingrid Parent, University Librarian at the University of British Columbia. It was also announced that IFLA Secretary General Jennefer Nicholson (formerly ALIA Executive Director) has agreed to extend her contract to remain in this top position in The Hague until May 2016.