



Approaching a Century of Leadership

IFLA's journey from a 1920s “gentlemen’s club” to the 21st century “global voice of libraries”

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Part 3: The Global Voice of Libraries



Contents of Part 3

1. IFLA as a global actor: the SDGs
2. Looking ahead: Key trends
3. The four institutional logics
4. Conclusion

Section 1. IFLA as a Global Actor: the SDGs





1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



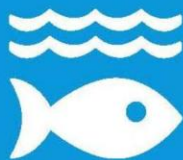
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



IFLA contributing to the SDGs: the Libraries



The Global Picture



Number of
Libraries

2.8 M



Libraries with
Internet Access

365,962



Full-Time Staff

1.6 M



Volunteers

637,234



Registered Users

1,121.2 M



Physical Visits

5,700.5 M



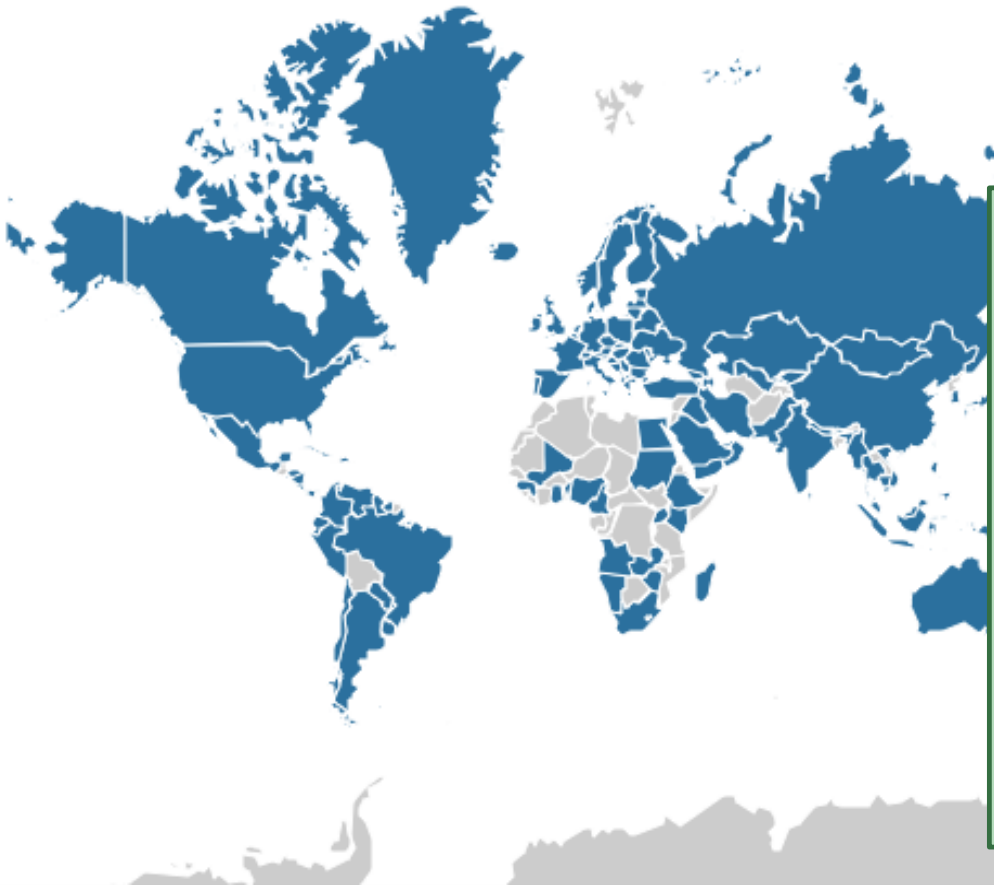
Physical Loans

8,125.0 M



Electronic Loans

14,199.9 M



Some countries did not provide data.
Did all MENA countries?

Some calculations:
World population in 2023: 8,025 billion
14% of world population are registered users
Electronic loans outnumber physical loans 14:8
A library for every 2900 people?
13% of libraries have Internet access
57% have full-time staff

Contributing to the SDGs

- SDG Stories on the Library Map of the World
- Libraries can submit stories
- IFLA provides instructions & a flowchart
- Top SDGs chosen for library stories →

14: Life Below Water (42)



17: Partnerships for the Goals (33)



10: Reduced inequalities (20)



11: Sustainable cities and Communities (17)



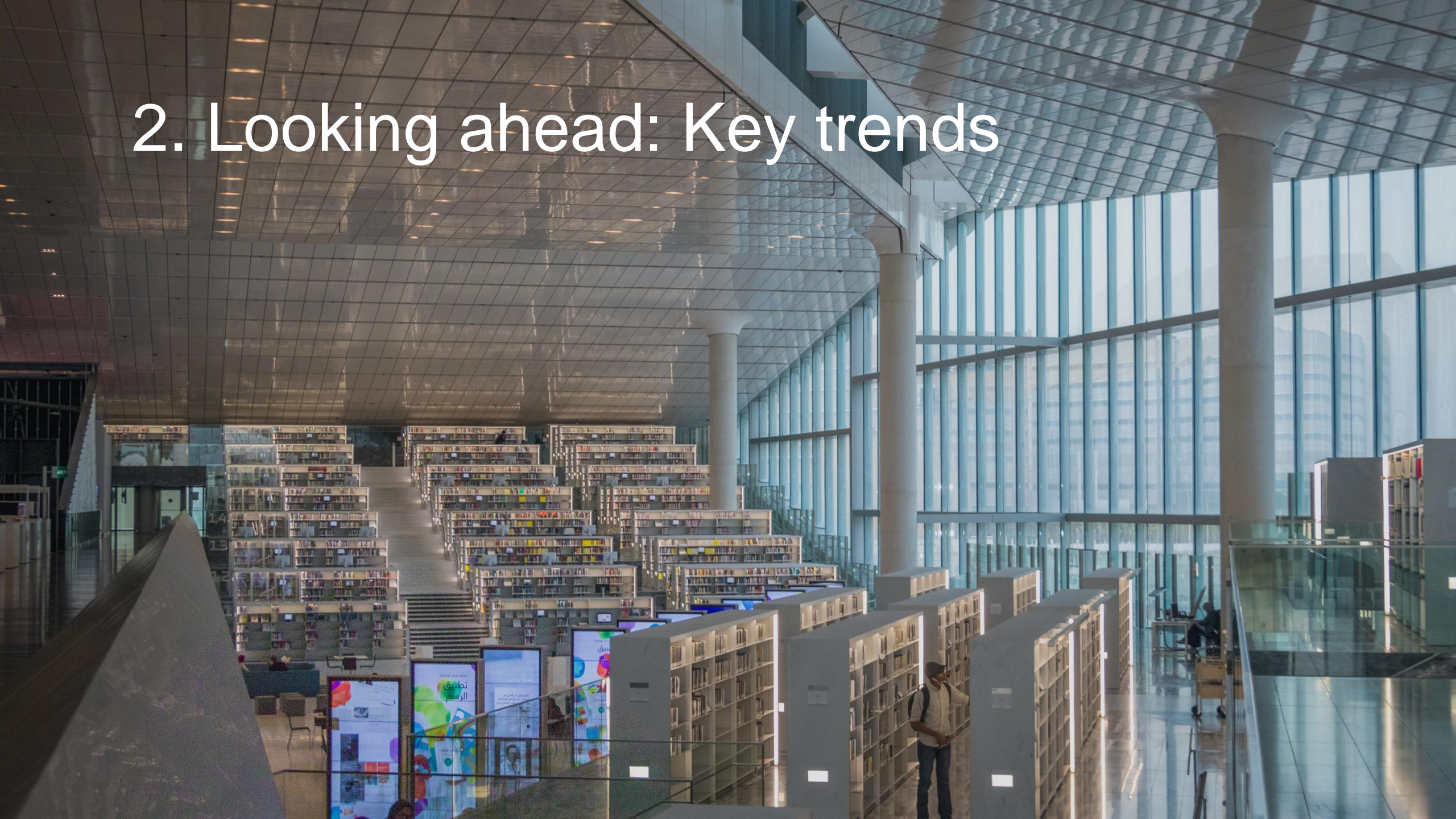
9 Industry, Innovation and Infrastructure (16)



?

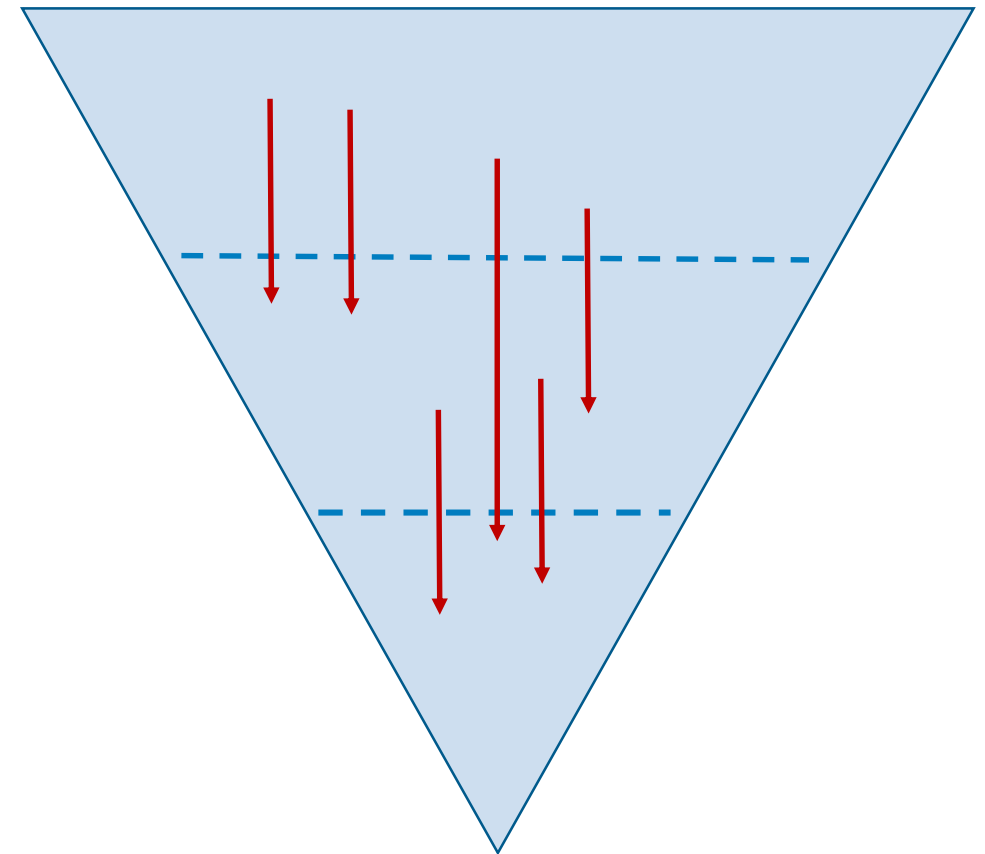


2. Looking ahead: Key trends



Three levels

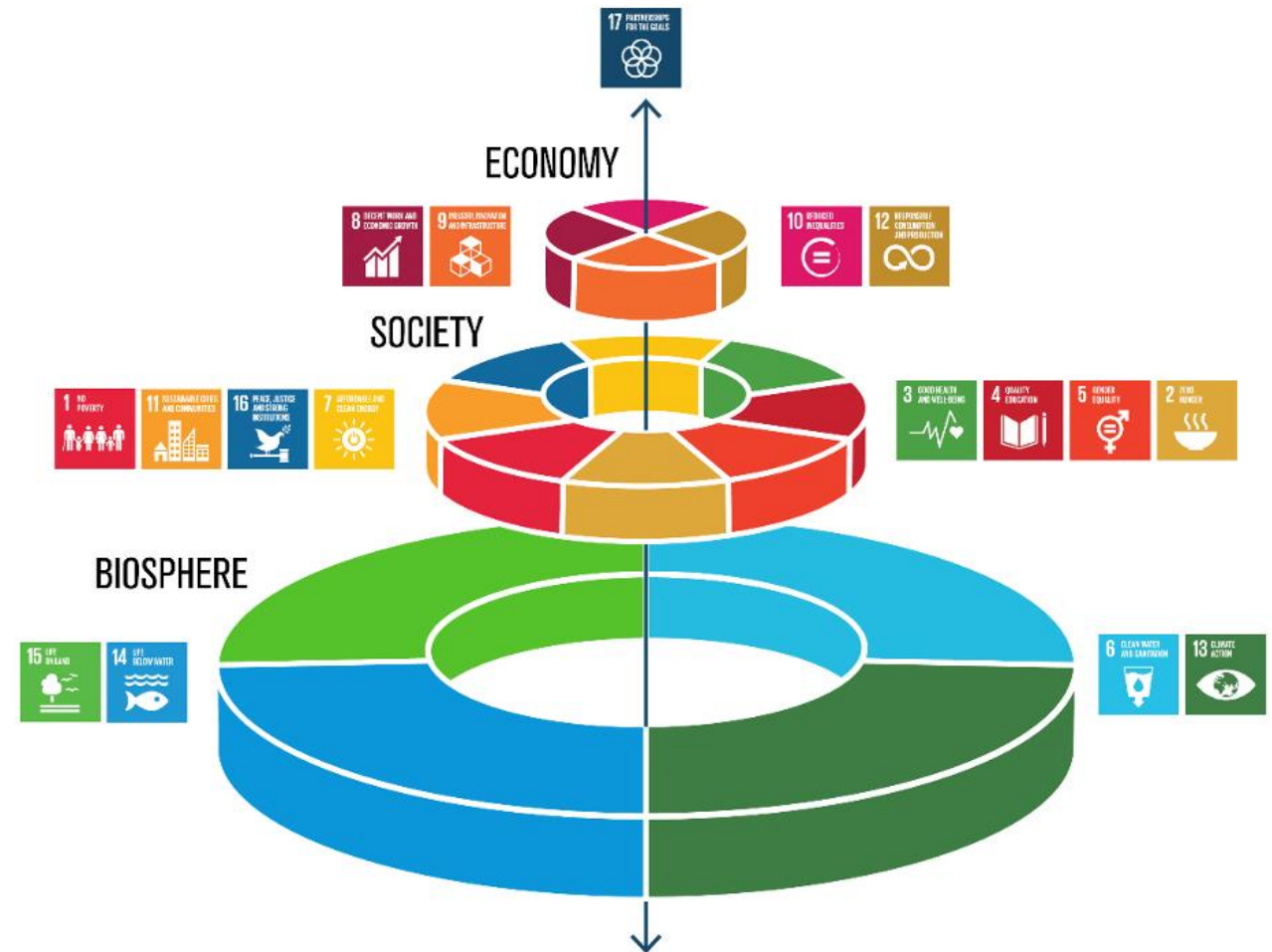
- Macro-level:
 - Trends at the level of global ecology, economics, politics...
- Meso-level:
 - Trends affecting IFLA's information and knowledge environment (***IFLA Trend report***)
- Micro-level:
 - Trends affecting IFLA as an organization



Macro-level Trends

UN's SDGs deals with these

- **Biosphere** (e.g. Climate, Oceanic & Terrestrial ecosystems)
- **Society** (e.g. Poverty, Health, Education, Peace, Justice)
- **Economy**: (e.g. Industry, Innovation, infrastructure, Work & economic growth)



Meso-level Trends



Example:

The IFLA Trend Report 2024

“It explores seven key **trends** in the **information and knowledge environment**, from what we understand by knowledge itself, through technological, political and environmental dimensions.”

Seven trends #1 & #2

1. Knowledge practices are changing

- What counts as knowledge
- Search for diversity (e.g. traditional & non-Western knowledge)
- Misinformation on digital media platforms: Regulation?

2. AI and other technologies are changing how we create, share and use information

- Very rapid development – hard to catch up
- Spreading misinformation via deepfakes
- Intellectual property issues



Seven trends: #3 and #4

3. Trust is being renegotiated

- Decline of trust in government and mainstream media
- Local communities becoming “news deserts”
- Challenges for open access
- Scholars from Global South disadvantaged

4. Skills and abilities are becoming more complex.

Growing need for:

- Digital skills & competencies
- Critical thinking
- Media & information literacy



Seven trends: #5, #6 and #7

5. Digital technologies are unevenly distributed

- Global move to digital economy
- Digital-first & digital-only services
- Digitally excluded people lack connections, devices, skills
North-South inequity (“digital divide”)

6. Information systems are using more resources

- Ecological burden of Internet use: energy & e-waste

7. People are seeking community connections

- Online & home working lead to social isolation, loneliness
- Need for local communities, events, collaboration
- Online communities; gaming





Micro-level trends

IFLA as an organisation

E.H. Schein (2011): All organisations “have to deal with two fundamental sets of issues –”

- External adaptation
 - IFLA's external environment and how IFLA responds
- Internal integration'
 - How IFLA conceptualizes and organises itself



3. Four “Institutional logics”

- C.S. Holmes (2019): Professional associations as “hybrid organisations”
- Diverse stakeholders require diverse “institutional logics”:
 - Membership logic
 - Professional logic
 - Public logic
 - Organisational logic



Four institutional logics (Holmes)

1: The Membership Logic

- Respond to members' needs, represent them, execute their will
- Many nationalities & cultures; different generations (X, Y, Millennials); exclusionary wokeness
- Keep members *happily* occupied

2: The Professional Logic

- Control over the professional field (turf!)
- Occupation's prestige & status of members
- "Learned society function": create & curate professional knowledge, standards



Four institutional logics (slide 2)

3. The Public Logic

- Benefit, information, engagement & protection of the public
- Includes clients served by members of the organisation

4. The Organisational Logic

- Running the organization
- Managing risk, especially financial
- Managing demands of employees and volunteers

4. Conclusion

IFLA has grown and developed over
almost 100 years
Constant change
Adaptation and innovation.

“The future ain’t what it used to be”

Expect the unexpected.

It can be *exhilarating*...



Hard work...





*Great fun!
and...*

...sometimes a bit exhausting.

Thank you!

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