

Library users' wants and needs in the age of digital ubiquity

As a response to Dr. Eklund's keynote, I will discuss the ways in which library and archive users' requirements can and still maybe sometimes cannot be accessed with current data processing techniques. Using service innovation and design's differentiation between users' and non-users' wants and needs, I illustrate how issues such as convenience, easy access to certain tools but not others, and cognitive biases, may still interfere with what would seem like logical information seeking processes. As recommender systems' popularity grows and their apparent accuracy increases, it is necessary to still look into human seeking patterns as well, so that the two can be combined in the most efficient and user-friendly manner possible.