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It’s all about the 2.0 Bro: A Future Study of the Impact of Technology on Millennial Males Choosing the Library Profession

Heidi Blackburn
University of Nebraska at Omaha, hblackburn@unomaha.edu

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It’s all about the 2.0, Bro:
A proposed study of the impact of technology on Millennial males choosing the library profession
Heidi Blackburn - PhD student

The purpose of this proposed study is to understand the relationship between male Millennials and libraries, and whether technology has played a significant role in bringing more men to the profession.

This will be of particular interest to anyone involved in the process of hiring librarians, including library administrators and graduate programs, as well as industry leaders.

The big question is "Why guys, why now?" since it was men who originally founded librarianship and ran the field before it began to be seen as a "feminine" job in just the last 100 years.

Question: What impact does technology have on male Millennials becoming librarians?

Men in Libraries

Tokenism (Kanter, 1977)
- Visibility
  - Male librarians may be visibly singled out in the workplace and at conferences because of the overwhelmingly larger proportion of females.
- Polarization
  - Male librarians must either ignore or work especially hard to fight stereotypes because they are unable to easily prove the stereotypes incorrect.
- Assimilation
  - Male librarians may be seen as more effeminate because they work with women all day, even if their personalities are far from the given stereotype.

Research Question

Participants
- Males born after 1980
- Attending MLS/MLIS program

Qualitative Method
- Semi-structured interviews
- In-person or via webcam
- Convenience sampling

Theoretical Framework
- Men in Libraries
- Tokenism (Kanter, 1977)

Possible Methodologies
- Non-traditional Careers
- Select Literature Review
- Theoretical Framework
- Possible Questions

For further information:
A copy of this poster and more info on this project can be obtained using the QR code to the right or by emailing hblackbu@g.emporia.edu.