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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

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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

Research Question

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?

Select Literature Review

Men in Libraries

- Beaudrie, R. & Grunfeld, R. (1991). Male reference librarians and the gender factor. *The Reference Librarian*, 15(33), 211-213.
- Carmichael, J. V. (1992). The male librarian and the feminine image: A survey of stereotype, status, and gender perceptions. *Library & Information Science Research*, 14, 411-446.
- Dickinson, T. E. (2002). Looking at the male librarian stereotype. *The Reference Librarian*, 78, 97-110.
- Piper, P. S., & Collamer, B. E. (2001). Male librarians: Men in a feminized profession. *The Journal of Academic Librarianship*, 27(5), 406-411.
- Record, A., & Green, R. (2008). Examining gender issues and trends in library management from the male perspective. *Library Administration & Management*, 22(4), 193-198.
- Ricigliano, L. & Houston, R. (2003). Men's work, women's work: The social shaping of technology in academic libraries. *Learning to Make a Difference: Proceedings of the Eleventh National Conference of the Association of College and Research Libraries*. Chicago: ACRL, 183-189.

Non-traditional Careers

- Cross, S., & Bagilhole, B. (2002). Girls' jobs for the boys? Men, masculinity and non-traditional occupations. *Gender, Work and Organization*, 9(2), 204-226.
- Hildenbrand, S. (1997). Still not equal: Closing the library gender gap. *Library Journal* (1976), 122, 44-46.
- Kanter, R. M. (2008). *Men and Women of the Corporation: (New Edition)*. New York: Basic Books.
- McCook, K. d. I. P., & Estabrook, L. S. (1983). *Career profiles and sex discrimination in the library profession*. Chicago: American Library Association.
- Simpson, R. (2004). Masculinity at work: The experiences of men in female dominated occupations. *Work, Employment & Society*, 18(2), 349-368.
- Williams, C. L. (1991). *Gender differences at work: Women and men in non-traditional occupations*. Berkeley, CA: University of California Press.
- Williams, C. L. (1995). *Still a man's world: Men who do "women's work."* Berkeley, CA: University of California Press.

Millennials

- Greenberg, E., & Weber, K. (2008). *Generation we: How Millennial youth are taking over America and changing our world forever*. Emeryville, CA: Pachatusan.
- Hershatter, A., & Epstein, M. (2010). Millennials and the world of work: An organization and management perspective. *Journal of Business and Psychology*, 25(2), 211-223.
- Salkowitz, R. (2008). *Generation blend: Managing across the technology age gap*. Hoboken, NJ: Wiley.

Theoretical Framework

Tokenism (Kanter, 1977)

• Visibility

- Male librarians may be visibly singled out in the workforce 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.

Possible Methodologies

Participants

- Males born after 1980
- Attending MLS/MLIS program

Qualitative Method

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

Quantitative Method

- Mixed closed/open-ended online survey
- Sent to MLS/MLIS programs via email and listservs
- Non-probability sampling

Possible Questions

- What part did access to technology play in your decision to become a librarian?
- Do you believe males are more likely to apply for library positions that are technology-driven?
- Do you believe there are stereotypes specifically about male librarians?
- Has the Technological Revolution in libraries altered the stereotype of male librarians?
- Do you feel technology has helped masculinize the library profession?

