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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

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

### Non-traditional Careers

### 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.

### Research Question
- 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?

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.