

Re-imagining Librarianship: An Observation of Job Advertisements for Librarian Positions in the US

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ABSTRACT

In the current artificial intelligence (AI) and post-pandemic era, libraries are compelled to accelerate digitalization and automation (Nugroho et al., 2023; Pressreader Team, 2023). Revisiting the core values of librarianship is critical to understanding the opportunities and challenges for libraries and librarians in this trend. Advertisements define, convey, and uphold ideologies by including specific ideas and excluding others (McIntosh & Cuklanz, 2014). Job advertisements for librarian positions, therefore, are designed to convey the values of librarianship in the United States. The study aims to identify the values by answering the following research questions: (1) How do libraries describe themselves in job advertisements? (2) How do libraries describe ideal librarians in job advertisements? Between February 15 and March 15, 2023, we collected job advertisements for librarian positions in the US on ALA JobLIST and Indeed. We will use a qualitative research design to analyze the data. The codes are generated from the core values of librarianship, including sustainability, service, intellectual freedom, literacy and learning, equity of access, privacy, democracy, and public good (American Library Association [ALA], 2024; Gorman, 2015). By investigating the values embedded in library job advertisements, we reflect on what core values of librarianship affirm professionalization in social transformation and whether new principles need to be added to the core values. The study also responds to the burnt-out among librarians by emphasizing the boundaries of librarianship. Additionally, it offers insights into Master of Library and Information Science (MLIS) programs on how to prepare future librarians for the job market.

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ALISE RESEARCH TAXONOMY TOPICS

critical librarianship; libraries in the developing world; academic libraries; public libraries; school libraries.

AUTHOR KEYWORDS

core values of librarianship; job advertisement; professionalization; LIS job market.

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