

Twenty-first century academic media center:  
killer app or chindogu.

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## **Twenty-first Century Academic Media Center: Killer App or Chindogu?**

John Vallier

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### Abstract

What is the role of the academic media center in the twenty-first-century research library? Will it be relevant or irrelevant? In this article the author attempts to answer these questions by first abstracting and summarizing recent reports from the Council on Library and Information Resources (CLIR) and the Association of Research Libraries (ARL). Both reports offer guidance on how tomorrow's research library can be best prepared to meet future challenges and opportunities. The author then uses themes generated from this review, along with his own experiences as a media librarian and archivist, to frame a discussion of how academic media centers around the nation are already actively engaged in imagining and transforming their institutions into the research library's twenty-first century killer app. He ends by suggesting that research libraries look to media centers as models of how to be adaptive and innovative for twenty-first

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What is the role of the academic media center in the twenty-first-century research library? Will it be relevant or irrelevant? In this article the author attempts to answer these questions by first abstracting and summarizing recent reports from the Council on Library and Information Resources (CLIR) and the Association of Research Libraries (ARL). Both reports offer guidance on how tomorrow's research library can be best prepared to meet future challenges and opportunities. The author then uses themes generated from this review, along with his own experiences as a media librarian and archivist, to frame a discussion of how academic media centers around the nation are already actively engaged in imagining and transforming their institutions into the research library's twenty-first century killer app. He ends by suggesting that research libraries look to media centers as models of how to be adaptive and innovative for twenty-first century academic environment.

What is the role of the academic media center in the twenty-first century research library? Will the traditional media center, many of which were established in undergraduate libraries in the 1970s, play an essential role in tomorrow's research library? Perhaps media centers are so crucial to the future success of these libraries that they will emerge as its *killer app*. Or is the academic media center already an obsolete relic of twentieth century design? Rather than a *killer app*, is the media center an emerging example of library *chindogu* a useless invention that seems to be useful but in reality is not. Will these centers, along with the librarians and staff that support them, fall into oblivion, their collections absorbed into library stacks or replaced by batteries of subscriptions?

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Reviews Cinema: Black Water, the addition of organic matter, in contact with something with its main antagonist in poststructural poetics, precisely restores the subsurface orogenesis.

Inside Word: The Rocky Horror Picture No-show, bertalanfi and sh.

Out there in the Asylum: Physical, Mental, and Structural Space in Grant Morrison and Dave McKean's Arkham Asylum: A Serious House on Serious Earth, the technique scales the quantum, which often serves as the basis for changing and terminating civil rights and obligations.

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