



PHILIPPINE ASSOCIATION OF ACADEMIC/RESEARCH LIBRARIANS, INC.

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03 February 2017

Dear Colleague(s):

The Philippine Association of Academic/Research Librarians, Inc. (PAARL) will be holding its *1st Marina G. Dayrit Lecture Series 2017* with the topic "**Using Big Data to Enhance Library Services**" on **03 March 2017**, 9:00 am to 12:00 pm at the National Engineering Center, University of the Philippines, Diliman, Quezon City.

The lecture series, named in honor of our founding president Ms. Marina G. Dayrit, aims to provide a fertile learning environment for new ideas and enlightened discussions among library and information professionals in the country.

Information organization, management, communication, and research are the key skills librarians possess. It has been the role of librarians to analyze and interpret the specific information needs of their users and determine what information sources would satisfy those inquiries. This has changed however with the rise of "Big Data" and the emergence of new technologies and tools that help librarians organize and make sense of this avalanche of data. Now, librarians must also be able to provide the same level of service to data as they do to other formats of information. This lecture aims to educate and familiarize librarians with "Big Data" and how these will impact their institution's academic research and libraries. Specifically, it intends to help librarians and information professionals:

- Understand how "Big Data" can be used to better serve their patrons and academic institutions;
- Determine the skills needed to study and analyze "Big Data" to help make data-informed decisions about information resources, systems, and services; and
- Learn the issues and challenges in using "Big Data" in libraries, such as, but not limited to, data privacy, data standards, access and usability issues, lack of Data Scientist, analysis tools to use, and other technical challenges.

Registration starts at 8:00 am. Members will be assessed a registration fee of **Php300** and **Php350** for non-members. Students may avail of a discounted rate of **Php200**.

Thank you and we look forward to your participation in this activity.

Very truly yours,

CHITO N. ANGELES

Vice President and Chair, Conference Committee

Noted by:

ANA MARIA B. FRESNIDO

President