The future of the IA Profession: Transition or Transformation?
Team 1: Knowledge is power - The Future is… Competent Experts!

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Knowledge is power – the view from academia

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Knowledge is power - the views from academia.

As a researcher, consultant, teacher and observer of IA practice for over 20 years, my view is that effective IA practice requires competent experts who possess the following three attributes:

1. A baseline of theoretical knowledge, gained through an initial period of sustained focussed study.

2. The skills, ability to be critically reflective of their own practice and the practice of others, and to adapt their practice to be more effective. Reflective skills are built through critical thinking which periods of academic study enhance.

3. Awareness that expertise is more than just being able to 'talk the talk' - when a new area of practice emerges or evolves, the competent practitioner will need to become a 'novice' again, and find their baseline of new knowledge.
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