

# کتابخانه های آینده و آینده ی کتابخانه ها



@ali.zackery



سخنران:

علی ذاکری

عضو هیئت علمی دانشگاه اصفهان

رئیس اندیشکده آینده پژوهی دانشگاه اصفهان

when in doubt  
go to the

Library

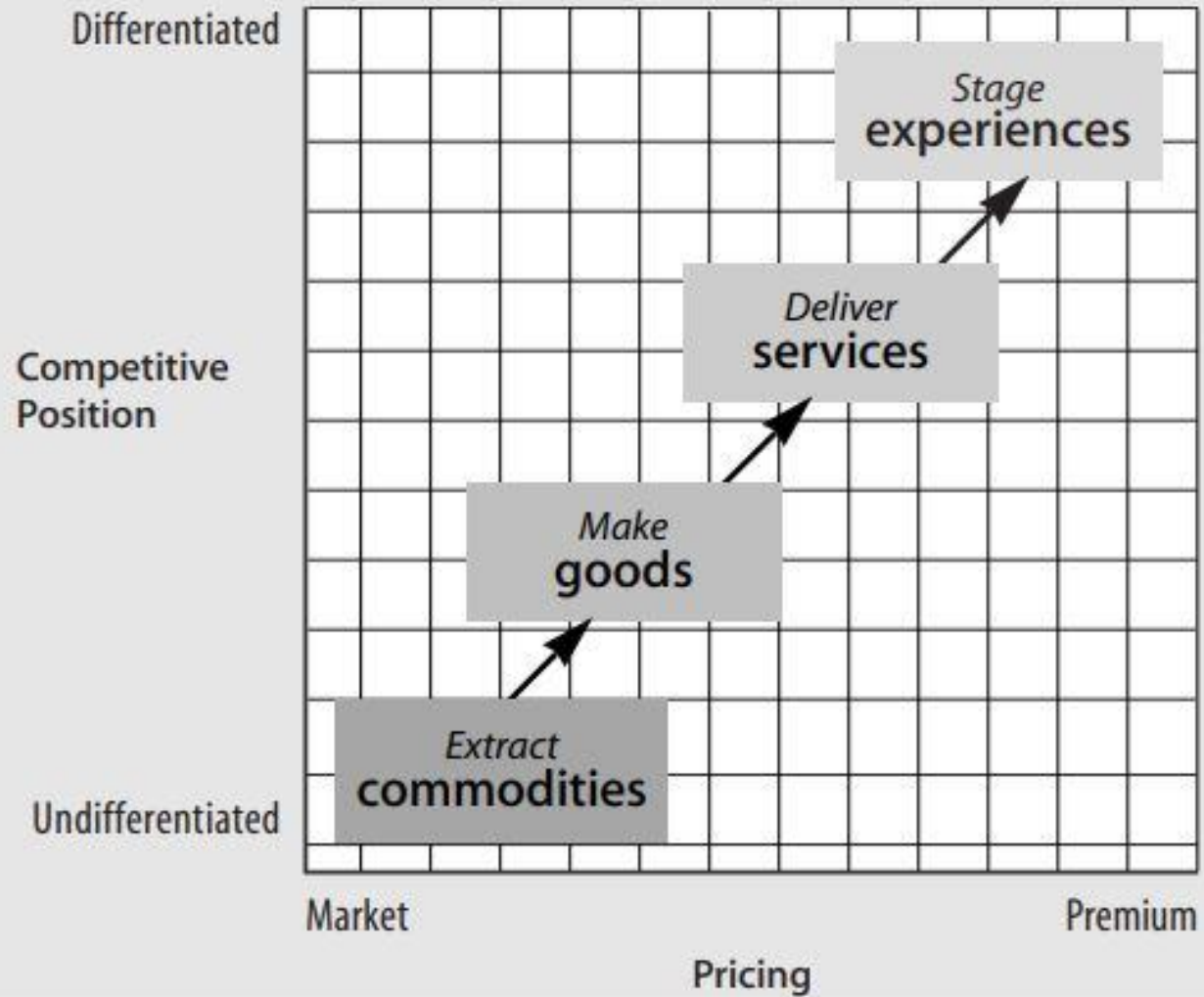


*As goods and services become commoditized,  
the customer experiences that companies  
create will matter most.*

# WELCOME TO THE EXPERIENCE ECONOMY

BY B. JOSEPH PINE II AND  
JAMES H. GILMORE

# The Progression of Economic Value







*Celebrating*  
**75** years  
NSW public libraries

CRIME  
AND  
PUNISHMENT

THE HOBBIT

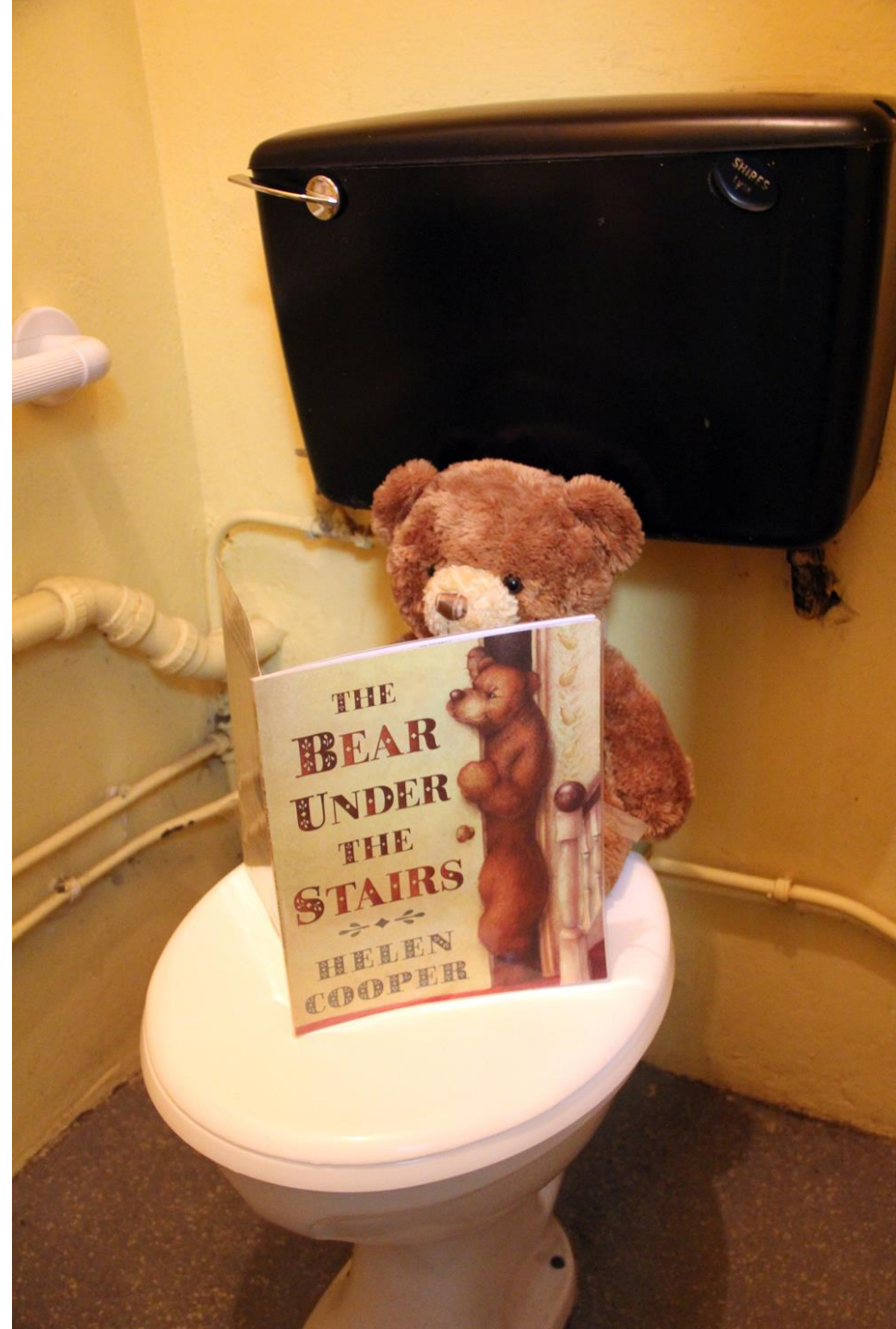
pray  
love

THE HOBBIT

WAR

WAR

TO KILL A  
MOCKINGBIRD

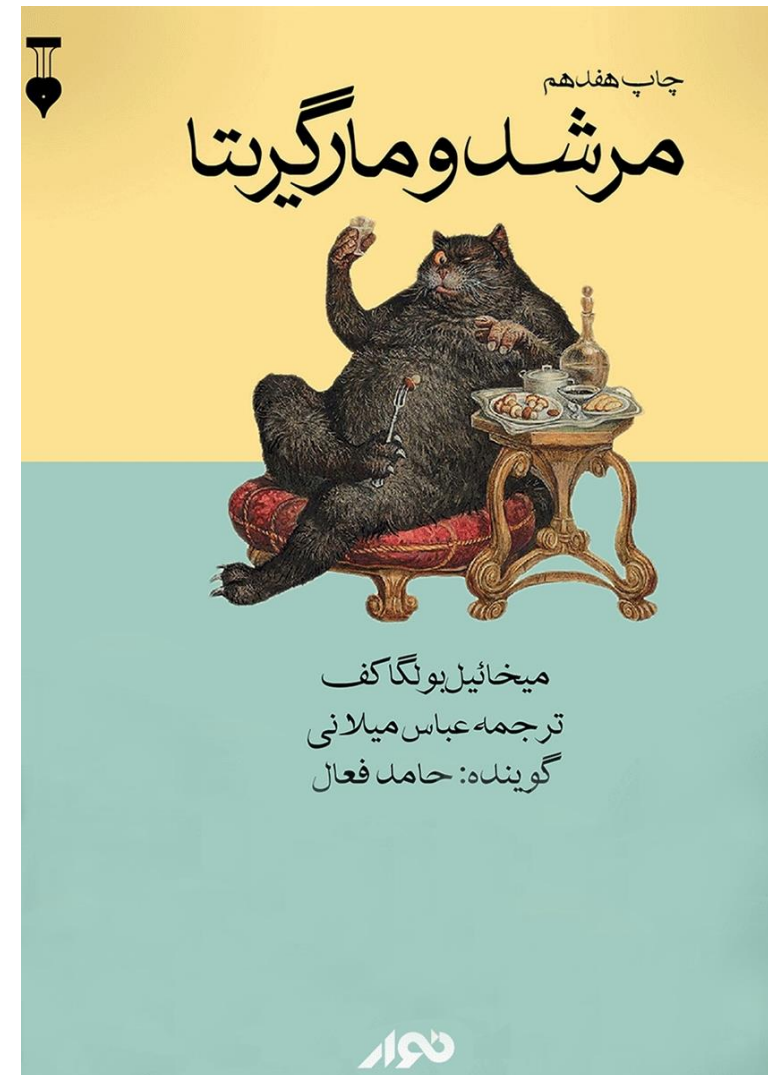
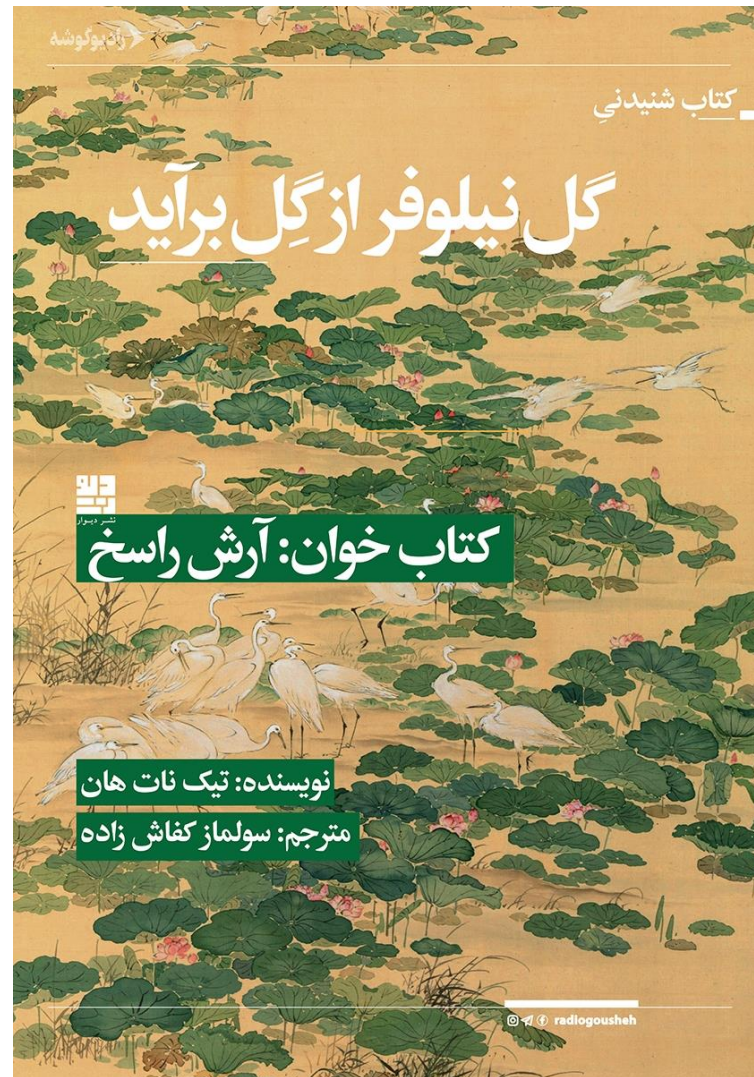
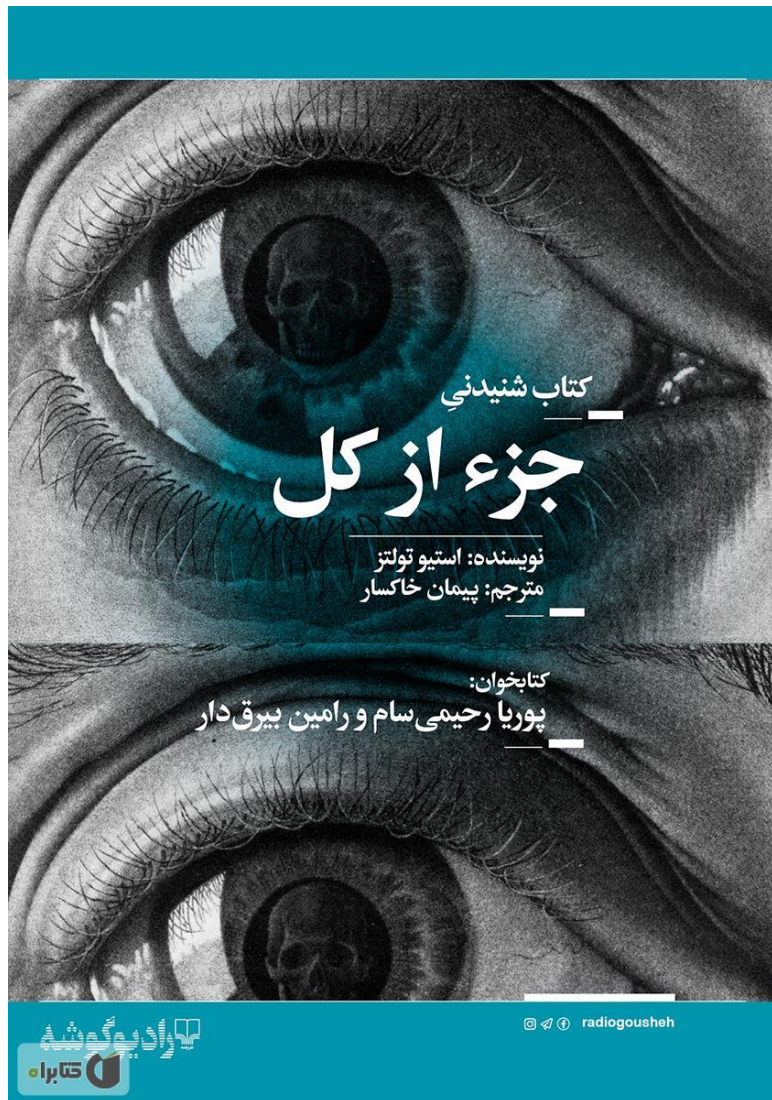














- 28% of the gross national product (GNP) in the United States is accounted for by persuasion



JOURNAL ARTICLE

**One Quarter of GDP is Persuasion**

Donald McCloskey and Arjo Klamer

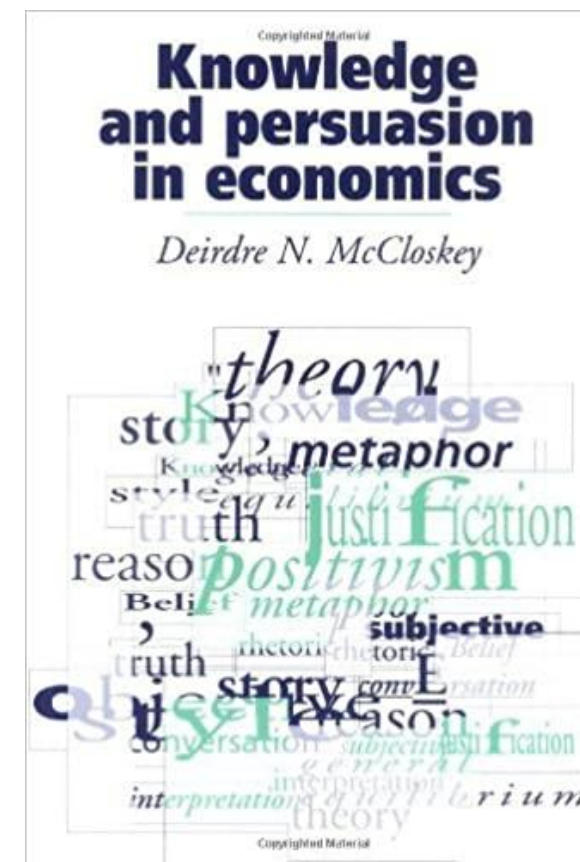
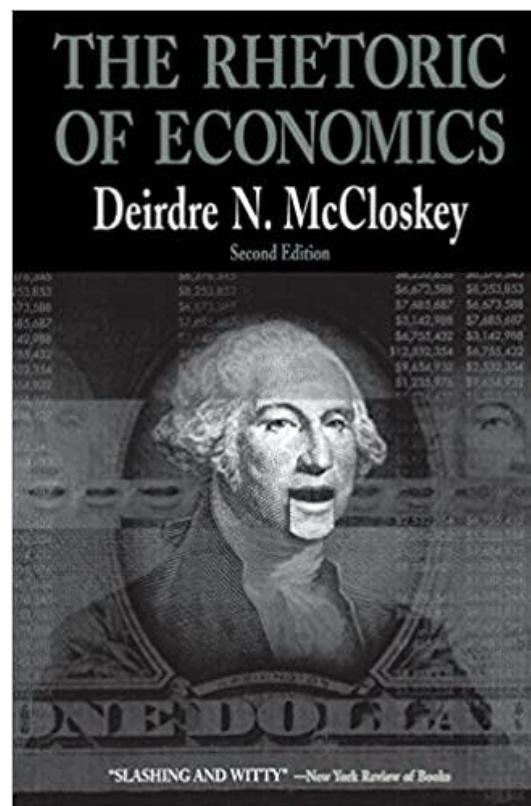
*The American Economic Review*

Vol. 85, No. 2, Papers and Proceedings of the Hundredth and Seventh Annual Meeting of the American Economic Association Washington, DC, January 6-8, 1995 (May, 1995), pp. 191-195

Published by: [American Economic Association](http://www.aeaweb.org)

<https://www.jstor.org/stable/2117917>

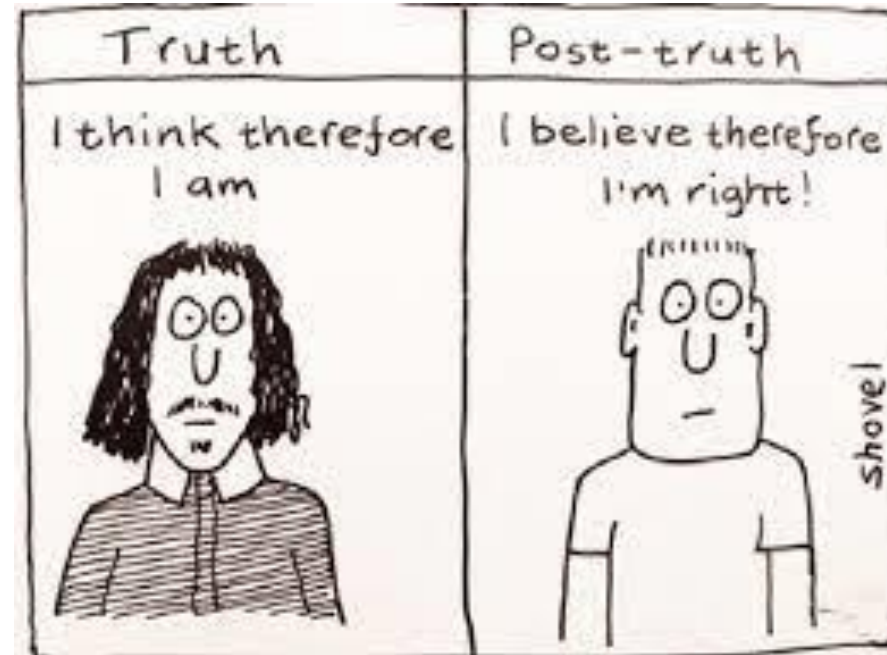
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# THE POST- TRUTH ERA

*Dishonesty and Deception  
in Contemporary Life*

RALPH KEYES



## Word of the Year 2016

After much discussion, debate, and research, the Oxford Dictionaries Word of the Year 2016 is... **post-truth**.

*Post-truth* is an adjective defined as 'relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief'.

## سرانه ی مطالعه در کشور



رتبه بندی سرانه مطالعه کتاب، نشریات و... در برخی کشورهای جهان  
در سال ۲۰۱۵

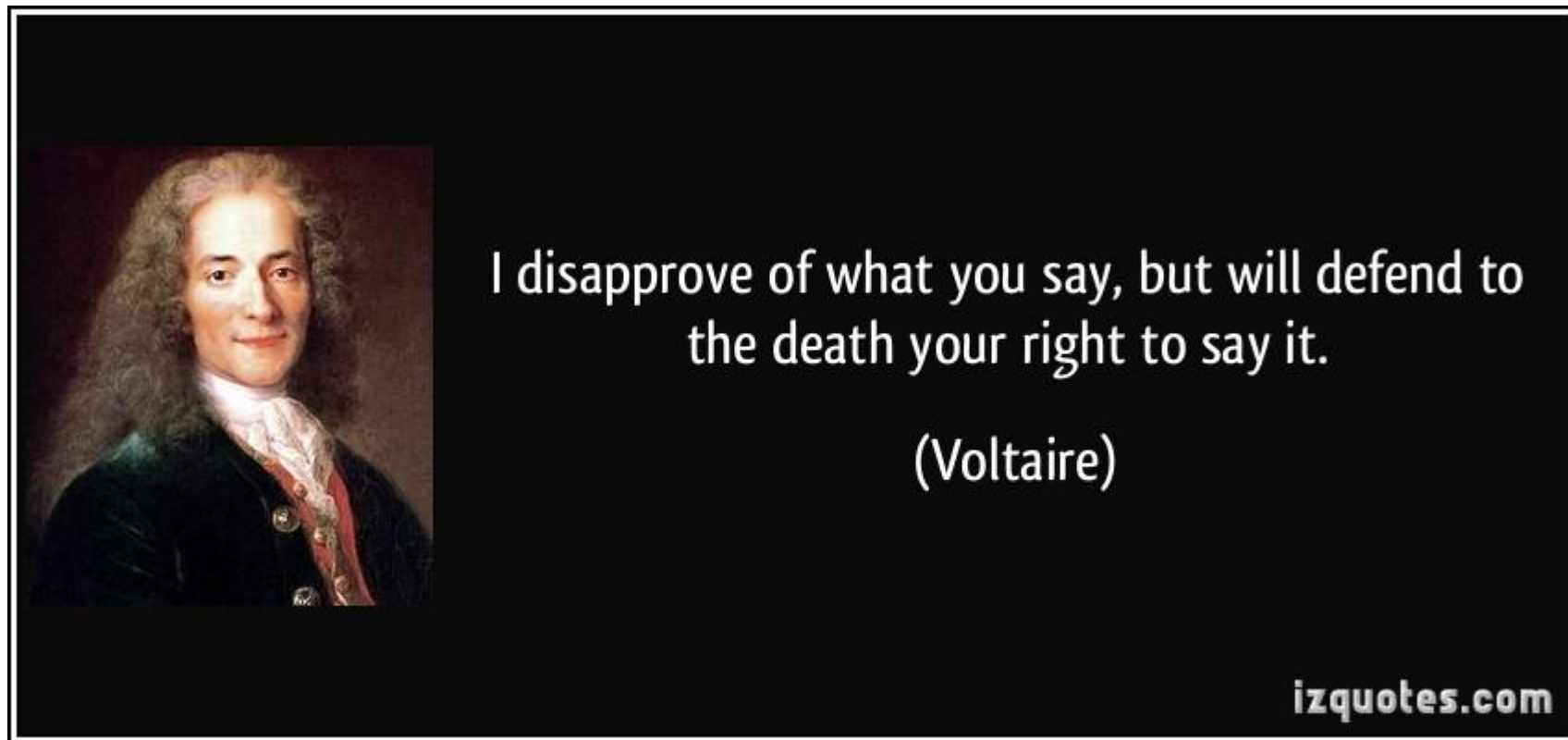
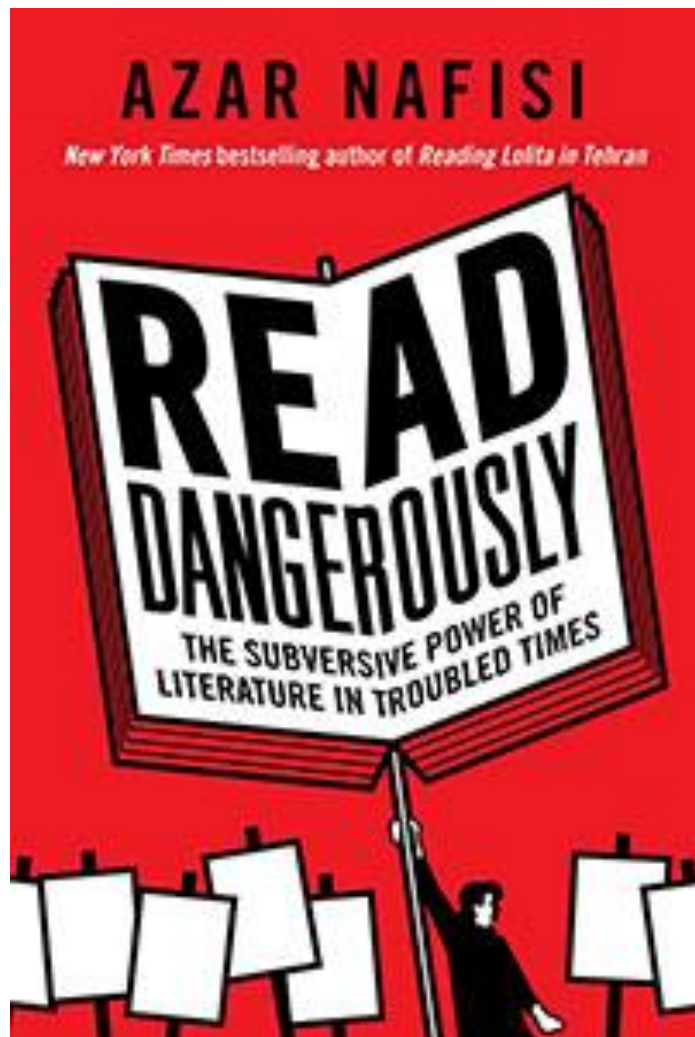
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| ۶۷ دقیقه  | فرانسه  |
| ۶۵ دقیقه  | آمریکا  |
| ۶۱ دقیقه  | روسیه   |
| ۵۸ دقیقه  | سوئد    |
| ۵۰ دقیقه  | ترکیه   |
| ۴۸ دقیقه  | مالزی   |
| ۴۷ دقیقه  | ایتالیا |
| ....      | ....    |
| ۱۳ دقیقه  | ایران   |

# The Attention Economy

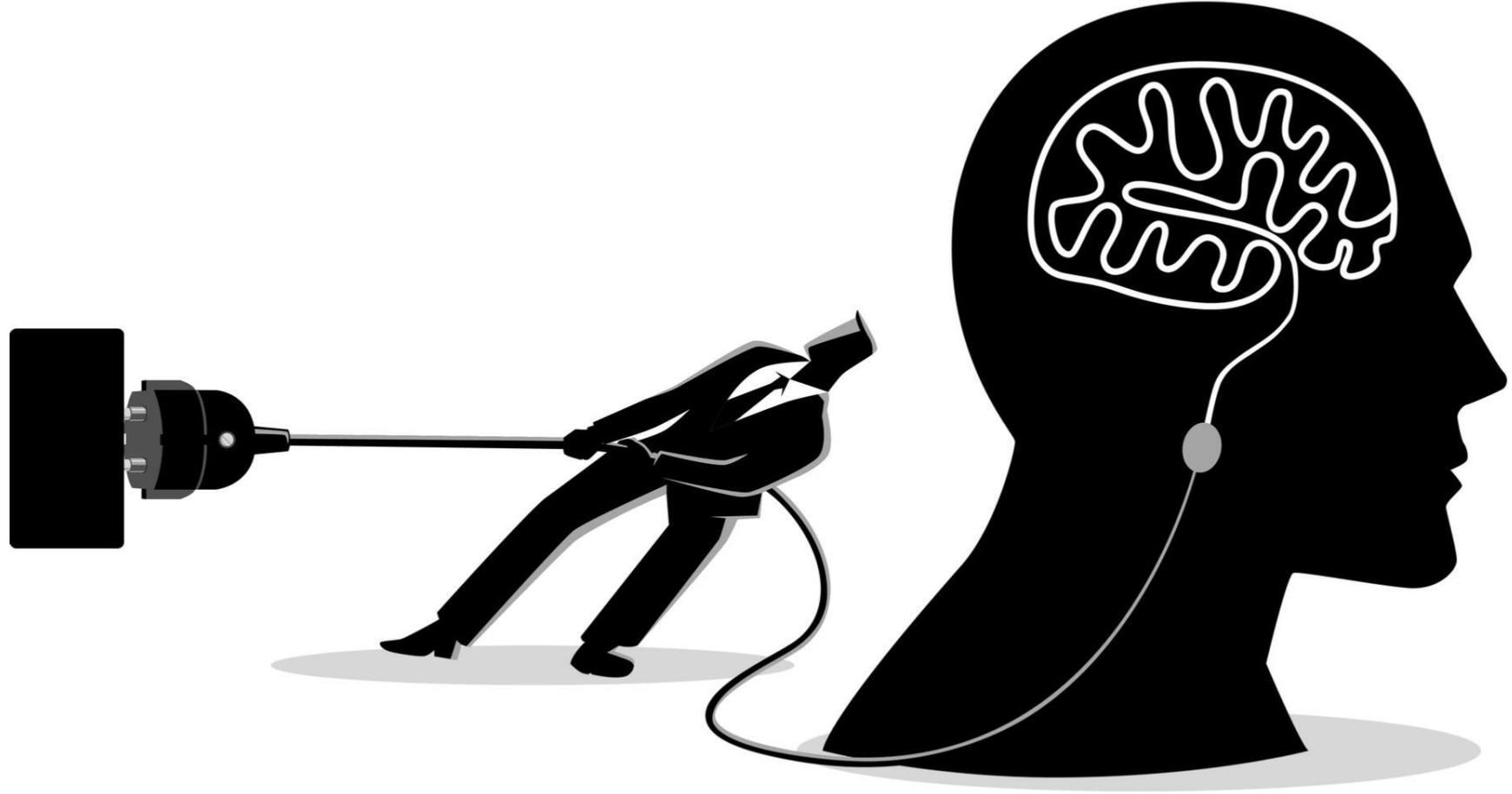
[nngroup.com](http://nngroup.com)

**NN/g**



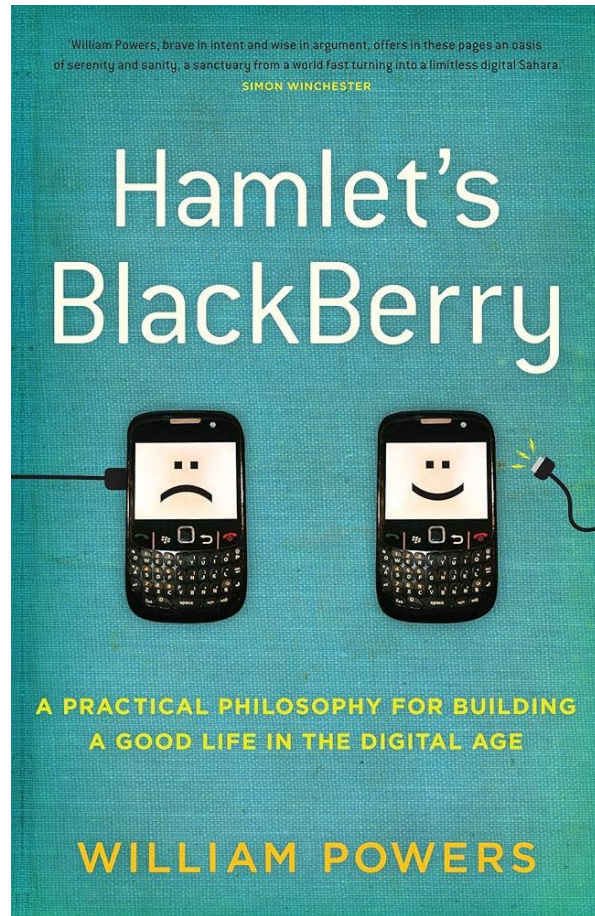








# Walden Zones



# METAVVERSE



Courtesy: Zhang Hui

TIME



# Library as a community space





The Oodi, Helsinki's central library, sits close to the central station, music centre and museum of contemporary art.  
Photograph: Subodh Agnihotri/Getty Images

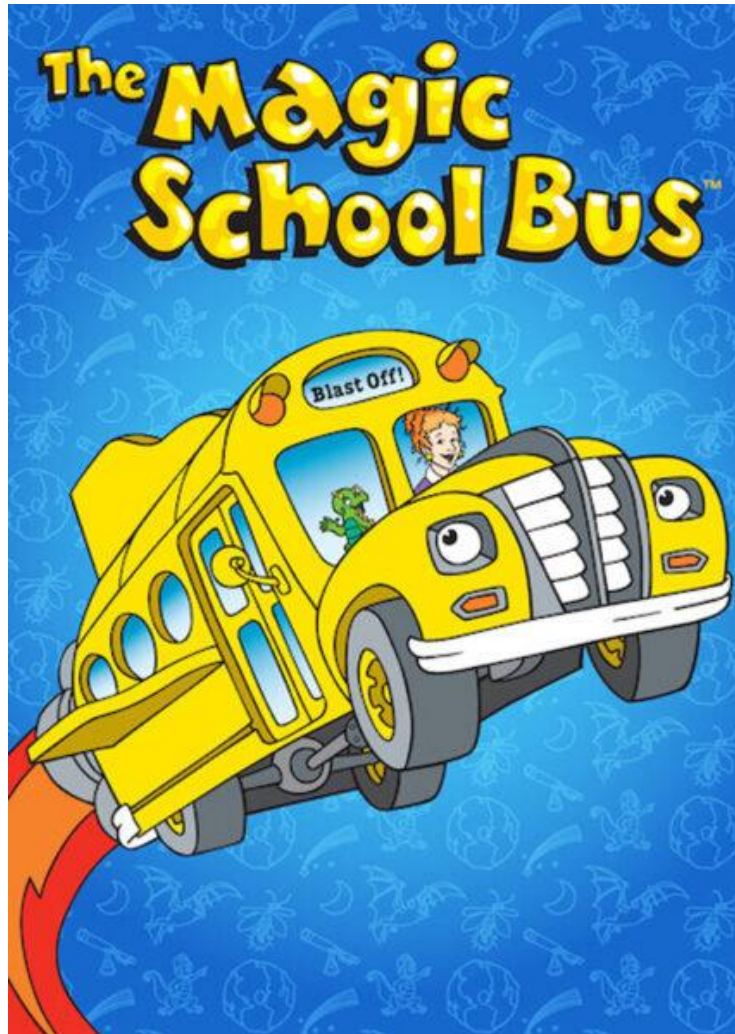
“A mix of quiet and busy areas, you can work or hang out.”  
City within the City

# Library as a place to visit future

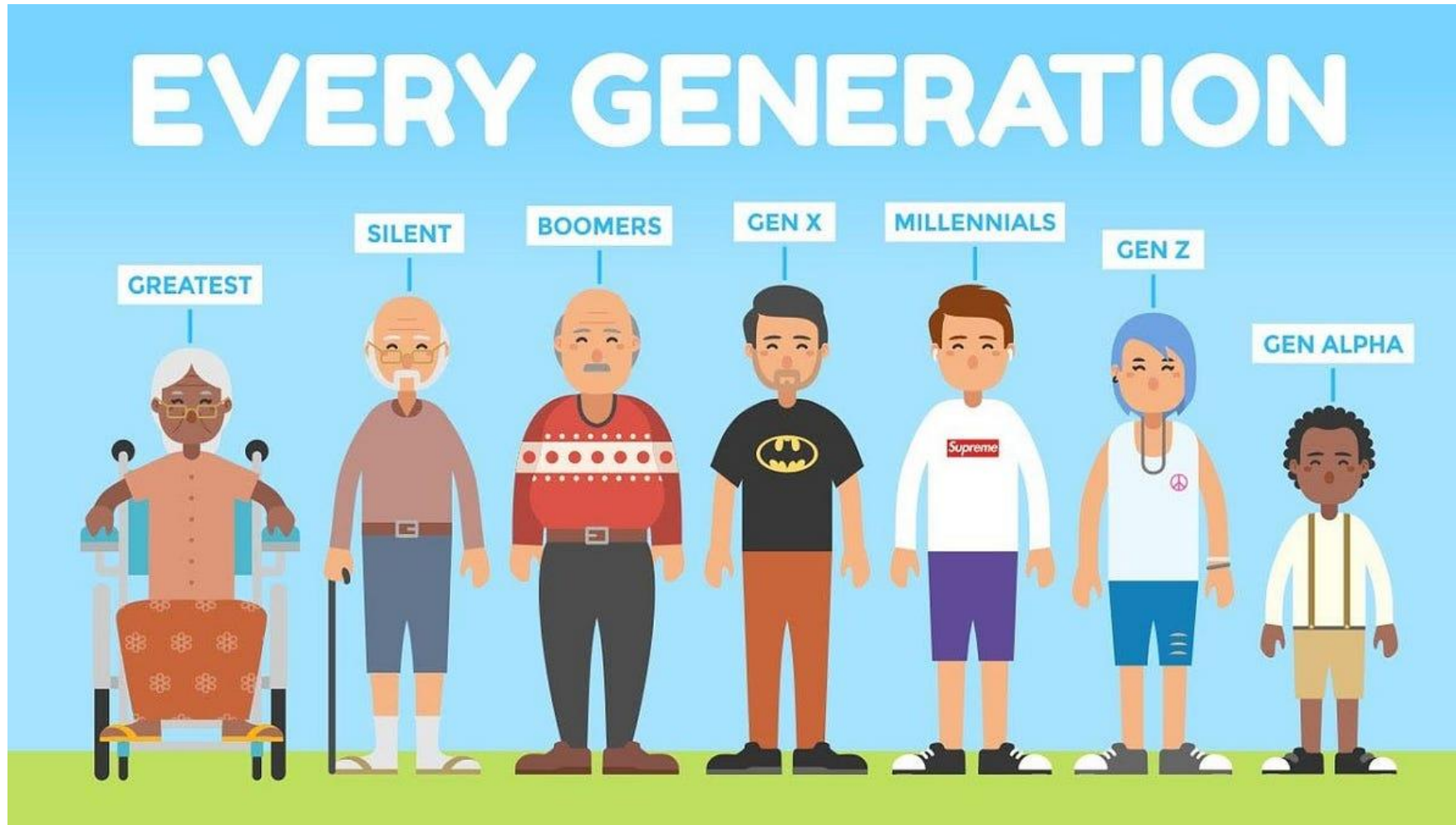




Library for experiential learning



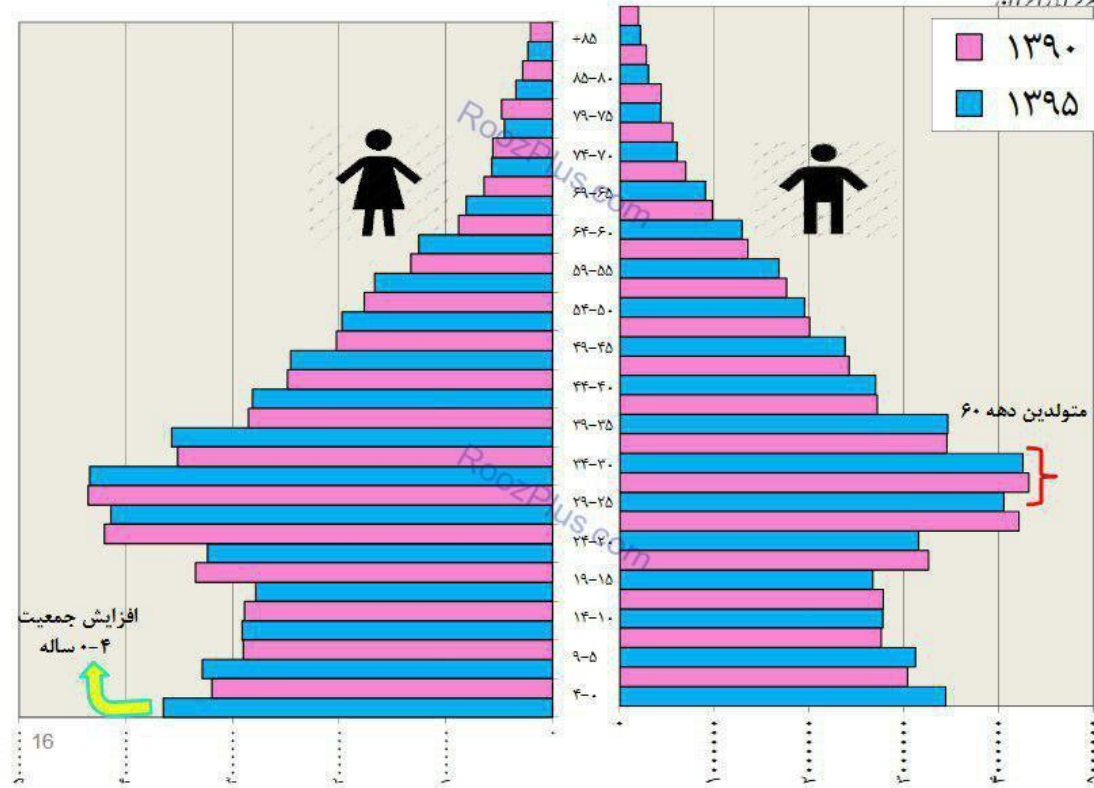
# Inter-generational library



# هرم جمعیتی کشور



هرم سنی جمعیت: ۹۵-۱۳۹۰





I have found the most valuable thing  
in my wallet is my library card.

— *Laura Bush* —

AZ QUOTES

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*Thank  
you*

