**PhD FORUM PROPOSAL**

**STRATEGIES OF APOMEDIATION IN COMPLEX INFORMATION SUROUNDING**

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# Introduction

Starting from assumptions of civic librarianship and using recent theoretical research in domain of embedded librarianship and networked culture as well as their connections with the idea of information-communications practices in social communities, this paper will analyze possibilities of acting as an embedded librarian, apomediator in institutional setting. With a case study of apomediation at the National Museum of Bosnia and Herzegovina goal of this paper is to explore achievements of innovative approaches of librarians, and with that in mind organization of modern library and information services through concepts of embeddedness and apomediation in complex information surrounding.

**Theoretical framework & Research questions & Methodology & Research Results & Discussion & Conclusion**

Paper relies on research by Nancy Kranich (Kranich, Civic Partneships: The Role of Libraries in Promoting Civic Engagement 2005) and (Kranich, Libraries and Civic Engagement 2012) as well as work of Ronalda B. McCabbe (McCabe 2001) who together with Kranich explores the concept of civic librarianship. Research of embedded librarianship relies on work of David Shumaker (Shumaker 2012). Similarly to this David Lankes considers that librarians fulfill the idea of “new librarianship” in partnership with user communities by implementing their mission in all contexts and seve as basic unit for what he calls librarianship in service for community (Lankes, The Atlas of New Librarianship 2011) i (Lankes, The New Librarianship Field Guide 2016). This PhD theses has for its goal Lankes’ actualization in light of open information-communication technologies strategic application, particularly library open source projects for which A. Pyati, through ideas of E. Raymond, claims depend on the individual, but can only be successful through continued effort in the community (Pyati, 2009). Topic of hyperlink library (Stephens, 2015) that implies open, participatory institution encouraging users’ information actions through development of a creative approach to networking and dialogue. Tech Translation is very often neglected, albeit crucial factor for the success of great number of tech projects (Chambers, 2016) and this is the reason that language of remix or R/W culture (Lessig, 2008) needs to be contextualized to the fundamental characteristic of networked society that by choosing the code in the same time one chooses values. This is the reason why the architecture of cyberspace is conditioned with practices of its regulation and deregulation (Lessig, 2004). Civic librarianship in networked society has a role of apomedation that, through words of Gunther Eyenbach (2008), assumes actors that are replacing mediators in the context of digital media because they no longer mediate through standing between users and services or information they are looking for. Now they stand with them ensuring added value from outside as apomediators. In other words “apomediation” in new librarianship leads the tradiotional role of librarian as the guardian and mediator towards the role of a guide, counselor, facilitator who acts together with user communities (groups, teams, organizations, users). Martzoukou (2016) notes that embedded librarian in such a way keeps strong partnerships in business and academic environment alike, but also in wider social or even narrowly specialized context. This reviews the historical role of librarians to contribute to democratization of society, this time through the development of strategies for users’ skills development, understanding of information-communication systems as a construction and strengthening of civic partnership.

This paper will examine the possibilities of embedded librarian apomediatior actions in an institutional surrounding of a museum through the example of the National Museum of Bosnia and Herzegovina. The basic assumption of this research is that strategic participatory system application is a basic mechanism in achieving the embedded librarianship concept and that understanding of open models of knowledge production and distribution is a basic mechanism for the implementation of the embedded librarianship concept.

Through collection of qualitative data through observation-participatory method and a method of unstructured interview with representatives of user communities from the aforementioned case study, as well as through quantitative measurements of their influence, with analytical approach an attempt to prove the sustainability of this claim will be made.

This dissertation will try to answer the question how much the concept of embeddedness - apomediation has been recognized and applied in librarians community as well as what are the possibilities, challenges and questions related to these new concepts in applying them to complex museum surrounding.

On a theoretical level it will expand the concept of embedded librarian with a construct of participatory systems. In an existing literature and research concept of embedded librarian is dominantly research in educational/higher education setting, while this dissertation will conduct in-depth research of the innovative approach in heritage institution setting. Diseration developed this way could contribute to discussion on values of the participatory culture in heritage institutions, and on a specific example show how the application of embeddedness, apomediation and participation are one of the key links for creation of civic partnerships which Nancy Kranich considers as foundations of democratic responsibilities of libraries, and with that other heritage institutions.

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