

## **A new equity emerges: citizen-created content powering the knowledge economy**

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There is a new knowledge system emerging, one that has the individual citizen centre stage in the engine room of new knowledge creation. It is a knowledge system that is fast, immediate, unpredictable and often anarchic, different to the formal and trusted knowledge systems which libraries know so much about.

These new systems of knowledge creation are emerging at breathtaking speed, it's a changing world and the library profession needs to change to. What are the likely trends and opportunities for libraries in this changing environment? How much of the past can we build on to deliver a profound knowledge-led, networked New Zealand that maximises and leverages the economic, cultural and social benefit of the citizen centric, content rich world we live in.

This paper explores the challenges of citizen-created content and the unlimited potential of the digital world in reshaping and redefining the role of libraries from a community, national and global perspective.