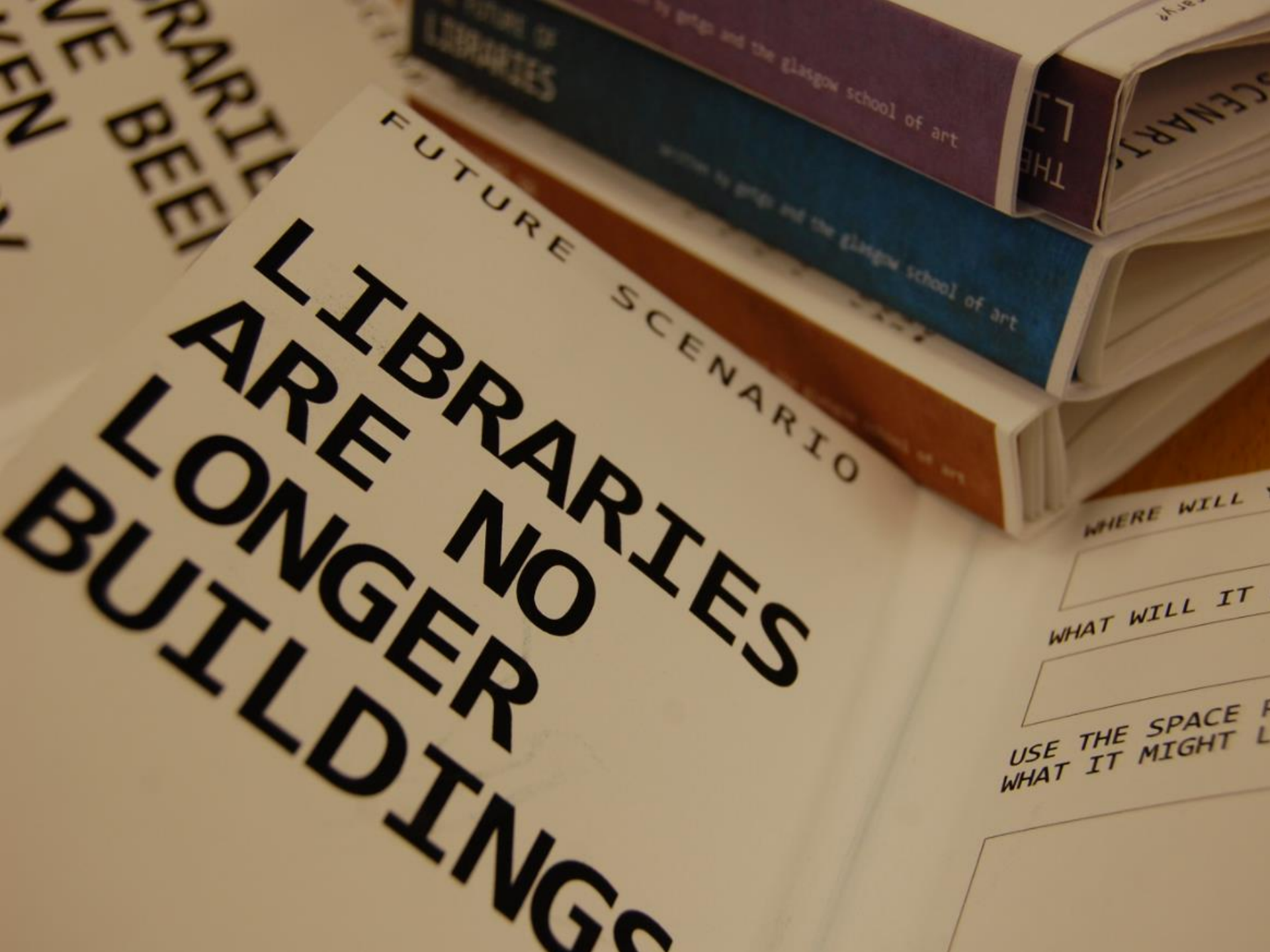


預約下一個20年的競爭力： 圖書館該如何進擊？

Wong, Woei Fuh PhD

General Manager of Consulting
Innovative Education Services





FUTURE SCENARIO

LIBRARIES NO LONGER BUILDINGS

WHERE WILL IT

WHAT WILL IT

USE THE SPACE FOR
WHAT IT MIGHT BE

BISHOPSTOWN CAMPUS MAP

CIT LIBRARY

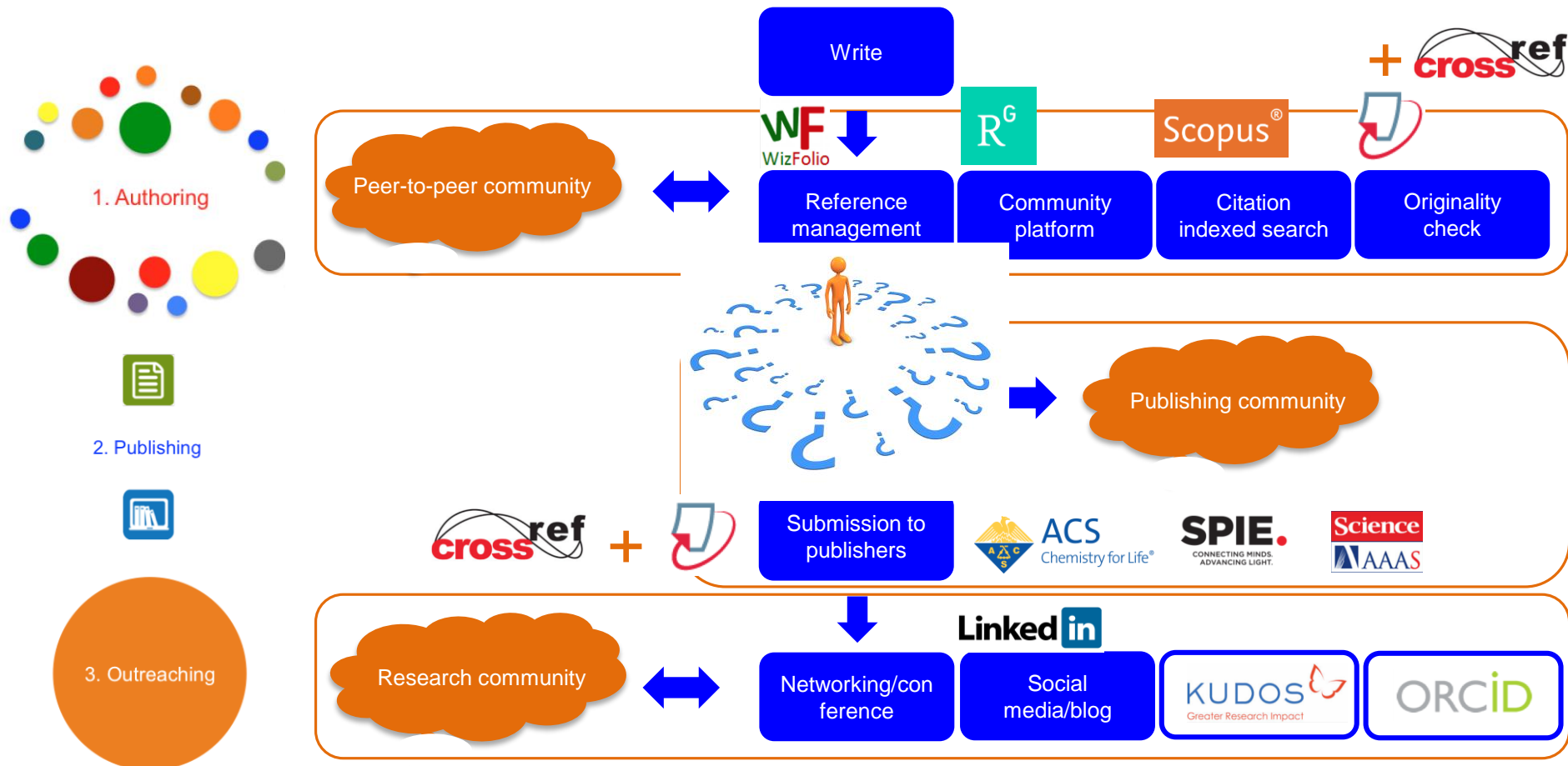


LEGEND

- | | | | | | | |
|--|--|--|--|---|---|---|
| <p>1 A-Block
Classrooms, Labs, Staff Offices & Workshops</p> <p>2 B-Block
Classrooms, Labs, Staff Offices</p> <p>3 C-Block
Aula (East and West)
Chaplaincy Info Desk
Classrooms and Laboratories
Food Court
shop (An Spáil)</p> | <p>4 D-Block
Caretaker
Chapel
Chaplaincy Office
James Barry Exhibition Centre
Reception
Perry Wallinger Performance Theatre</p> <p>5 CREATE Building</p> <p>6 E-Block</p> <p>7 F-Block</p> | <p>8 Sports Hall</p> <p>9 Berkeley Centre
Library
IT Centre
IT Lecture Theatres 1-5
IT Labs
IT Open Access Centre
IT ServiceDesk</p> | <p>10 Student Centre
<i>Ground Floor</i>
Access Service
Bank of Ireland & ATMs
Bike
Care Office
Counselling Centre
Counselling Campus
International Office
Nexus Hall
Nexus Market</p> <p><i>First Floor</i>
Accommodation Office
Chaplaincy Office
Common Room
Curtain Gallery
Medical Centre
Societies Office
Sports Office
Students' Union
<i>Second Floor</i>
Careers & Counselling</p> | <p>11 Administration Centre
<i>Ground Floor</i>
Enquiries Desk 1
Admissions, Registrars
Enquiries Desk 2
 Fees Grants & Awards Office
Development Office
Research Office
Industry Liaison Office
Nexus Association
Enquiries Office</p> <p><i>First Floor</i>
Office of VP Finance & Admin
Buildings & Estates
Registrar & VQ Academic Affairs
Graduate Studies Office</p> <p><i>Second Floor</i>
Office of the President
Council Room
Finance & Payroll
Human Resources</p> | <p>12 Tourism Building</p> <p>13 G-Block</p> <p>14 Melbourn Building
Exams Office, Exam Centre
& Architecture Factory</p> <p>15 Nimbus Centre</p> <p>16 Rubicon Centre</p> <p>17 Sports Stadium & Pitches</p> <p>18 Athletic Stand & Track</p> | <p>P Reserved Parking</p> <p>P Student / Visitors Parking</p> <p>♿ Disability Parking</p> <p>🚲 Bike Parking</p> <p>🚰 Parking Barriers</p> <p>🚌 Bus Stops</p> <p>🍽️ Restaurants</p> |
|--|--|--|--|---|---|---|



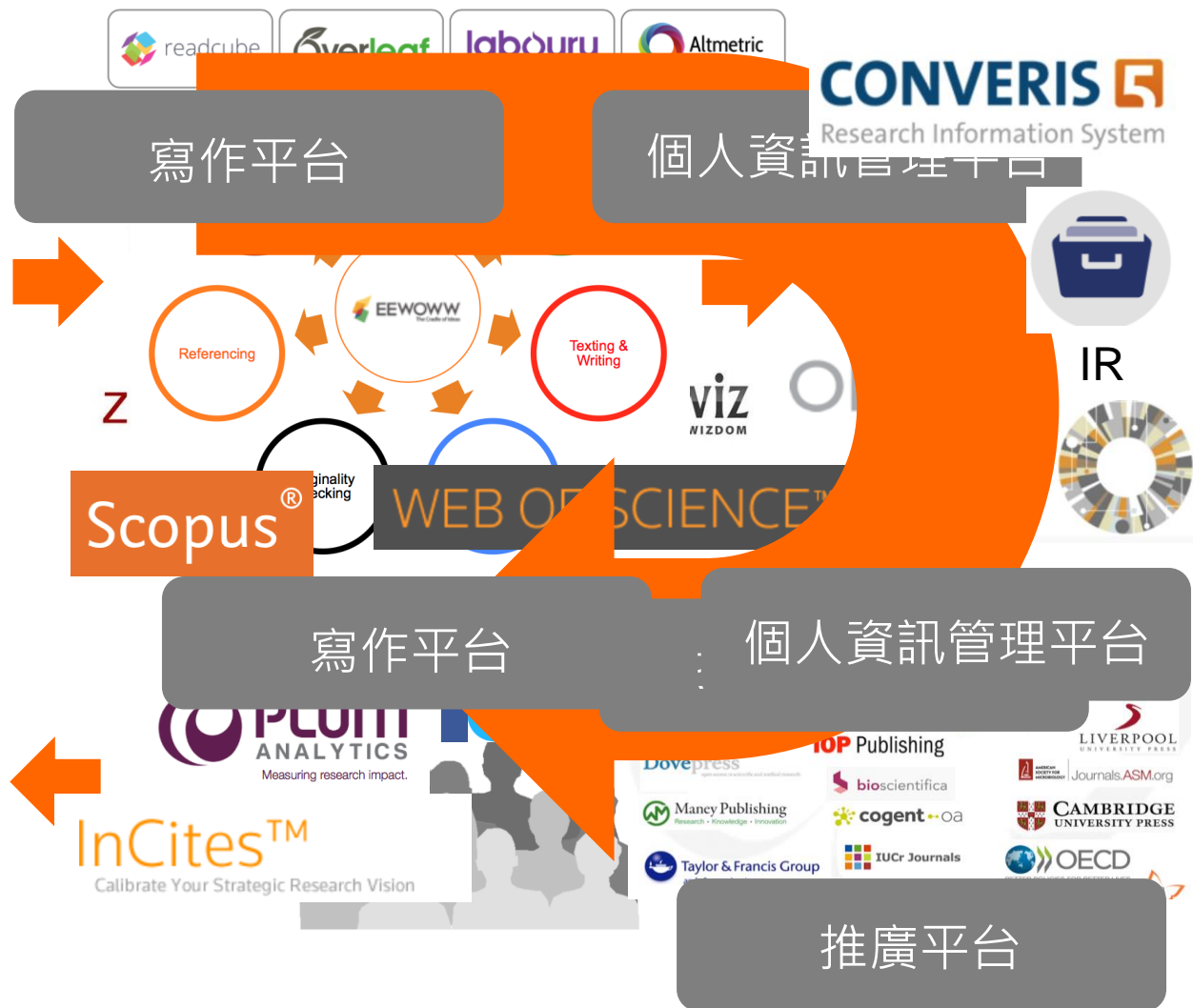
Research 1-2-3: 提升資源使用效率



Research 1-2-3: 聚焦影響力

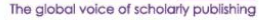
追求研究卓越

- 大學排名
- 經費爭取
- 社會責任



...20年後...

THE TECHNOLOGY FLOODGATES ARE OPEN



Evolution of Library

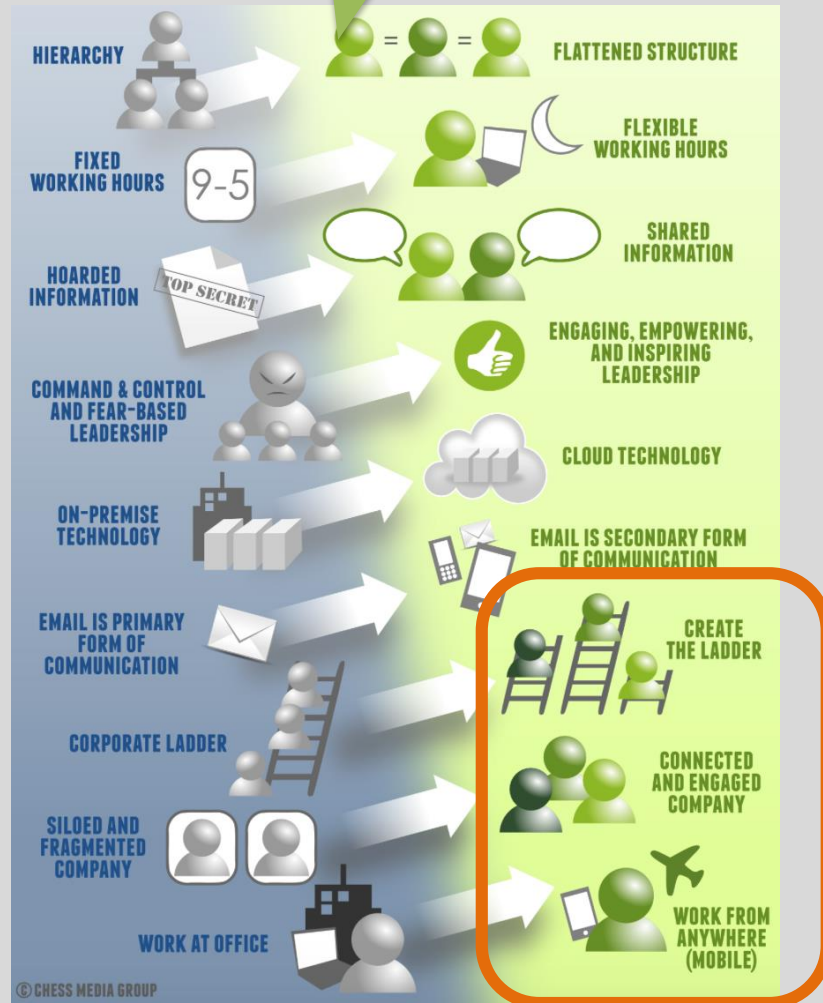
Traditional

Automated

Electronic

Digital

Open Knowledge



I AM A {SOCIAL} LIBRARIAN



— I AM A — CURATOR, CREATOR, AND PROMOTER

- from my desktop or mobile device to my patrons' platform of choice
- entering the library into the social content ecosystem
- with web articles, social streams, videos, and subscription content
- a tsunami of information produced by the growing Internet of Things
- of interconnected smart objects



— I AM AN — EDUCATOR

- using social tools to empower library users
- with information skills for the social age
- underpinned by a knowledge of effective and ethical use
- populating our library's social web with information and resources
- and meaningful conversations throughout the ecosystem



— I AM A — FILTER AND CONNECTOR

- isolating and posting streams for specific users
- enabling their discovery of timely subject-specific information
- connecting with apps, tools and services
- in person, at hangouts, over video
- in a complex information landscape intertwined with the cloud



— I AM A — FACILITATOR AND EXPERIMENTER

- my avatar and @profile extend the library's value
- in real time to the social screens of library patrons
- while back at the library, I create and facilitate
- with makerspaces, digital media labs, hackerspaces, or creation spaces
- embracing the DIY culture and its collaborative tools



— I AM A — BEACON

- attracting library users to our physical location
- with social mapping, traffic and reviews
- inspiring and engaging our library's supporters
- tapping into the financial and friend resources of the crowd
- continuously shining a light on new social media directions

I AM {READY} NEVER UNDERESTIMATE THE POWER OF THE {SOCIAL} LIBRARIAN



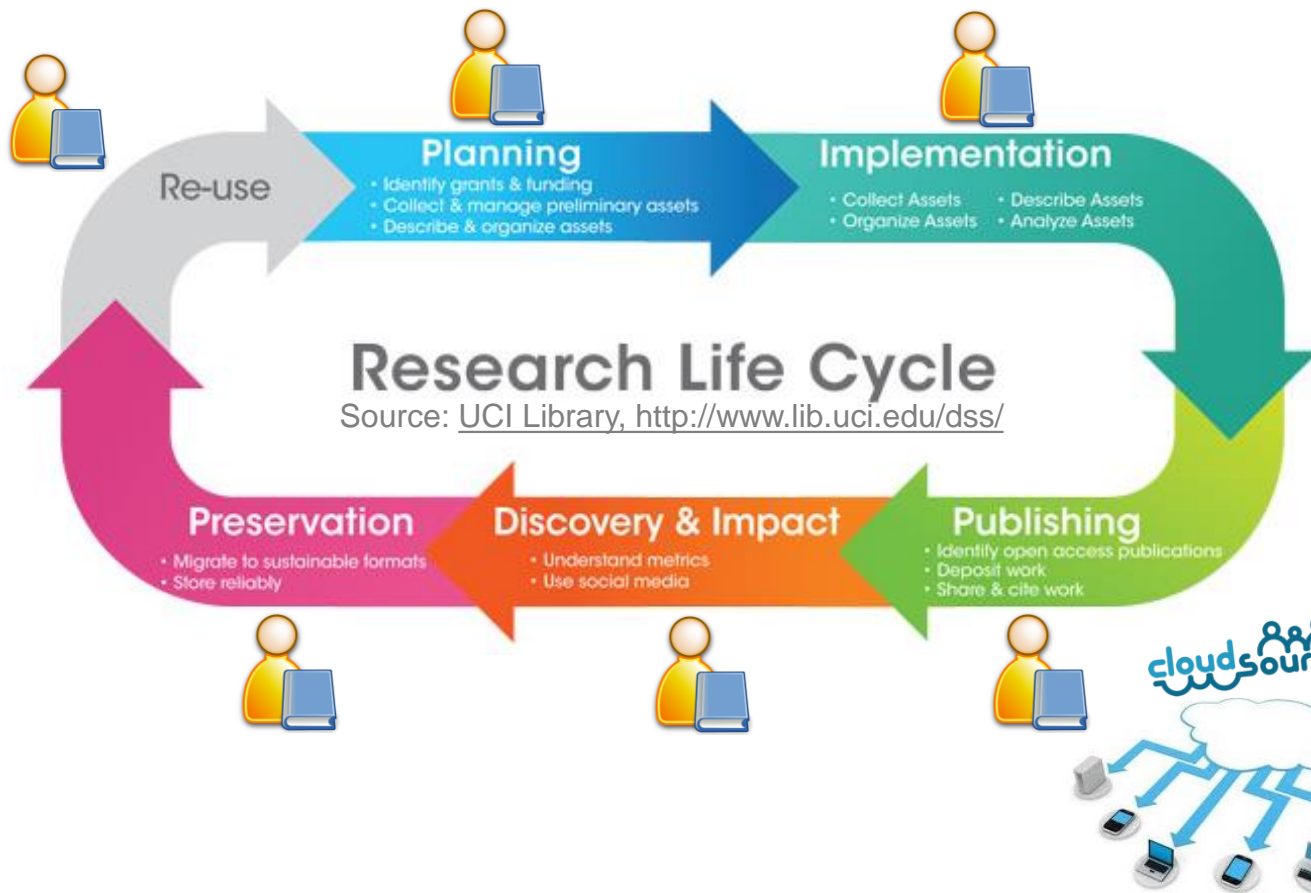
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圖書館無所不在!



The New Librarian

AALL
and
ILTA
Digital white paper

Embedded Librarianship:

The Library As a Service, Not a Space

by Holly M. Riccio of O'Melveny & Myers LLP

What exactly is embedded librarianship?

While it means many things to many people, the key element of embedded librarianship is the transformation of the traditional library setting, whether physical or virtual, and into a new framework for providing library services. It calls for librarians to reactively answering research requests in a vacuum to developing a critical understanding of what customers need and delivering proactive results.

Embedded librarianship allows for a more focused approach, and for librarians to become fully engaged in the work of the team, group or department they inhabit. As they build stronger relationships with their customers, embedded librarians develop highly focused, targeted, concise research and information results, often meeting ongoing and a library's sustainability process and become a more integrated, singular approach.

The Building Blocks of Embedded Librarianship

How do you get started building a successful embedded librarianship? Indeed! Carol Kistner of California University of America's School of Library and Information Science identifies four keys to embedded librarianship:

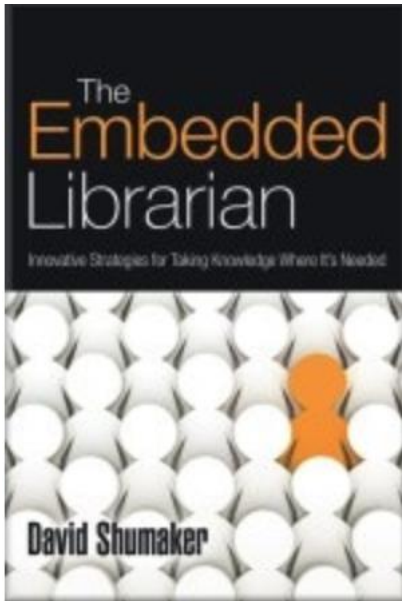
- Build strong relationships with members of a specific information user group
- Focus on understanding their work and information needs
- Share their goals and achieve credit for the achievement of those goals
- Become an integral and indispensable member of the group

Each of these steps is important individually, but they are also interrelated and need to be addressed in practice that often step one or more is understood, and embedded librarians cannot flourish. One step not included on this list, but a critical for success, is support from the organization's leadership. Embedded librarians should be seen as a strategy for strengthening and enhancing the library's presence within an organization and demonstrating librarians' added value.

One way to do this is to frame and promote embedded librarianship as a method for sharpening the library's role as the

cloudsourcing



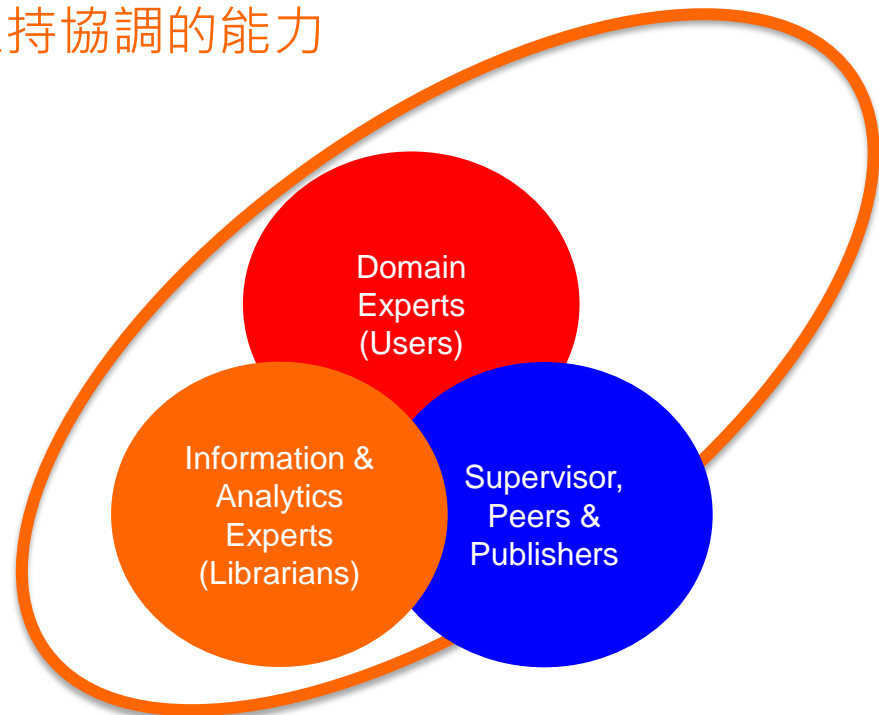


定義研究文化

溝通的規定

- 資訊的領先
- 主持協調的能力

1. 與特定使用者族群建立良好關係
2. 了解使用者族群之資訊需求
3. 以使用者的目標為目標, 與他們共同合作, 主動參與, 共同完成目標
4. 成為使用者族群中不可或缺的、整合的角色



圖書館員新角色



Global Collaboration



Research Evaluation & Analytics



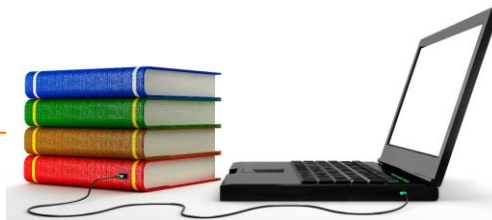
Knowledge & Innovation
Outreach



Librarians



Competency & Leadership
Development



Resource Optimization

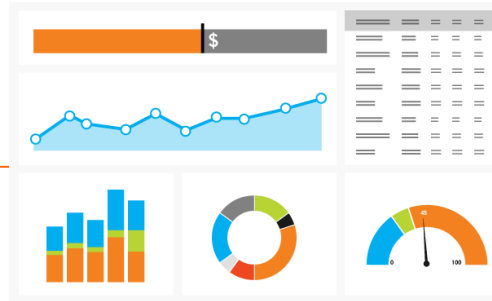


Strategic Planning

圖書館員新角色



Global Collaboration



Research Evaluation & Analytics



Knowledge & Innovation
Outreach



Librarians

透過推廣, 增進大學的能見度

增進大學能見度

1. 全球合作 > 利用社群網絡
2. 知識與創新推廣 > 發展說故事的能力
3. 研究評鑑與分析 > 確立出版策略



關鍵能力在於...

1. 用白話文說故事

2. 社群網路的運用

3. 大數據分析

內嵌式服務

推廣的重要性

University Activities	Target Audiences	Channels	Real Environment	Digital Environment
Staffing	Wider audiences	Broadcast	Print, radio, TV	Web portal
Enrolment	Wider audiences	Broadcast	Print, radio, TV	Web portal
Collaboration	Communities	Community-based	Conferences	Social media
Citation	Communities	Community-based	Conferences	Social media
Commercialization	Communities	Community-based	Conferences	Social media



大學排名與聲譽



需要的能力

1. 用白話文說故事

2. 社群網絡行銷

3. 大數據分析

Research 1-2-3



資源管理

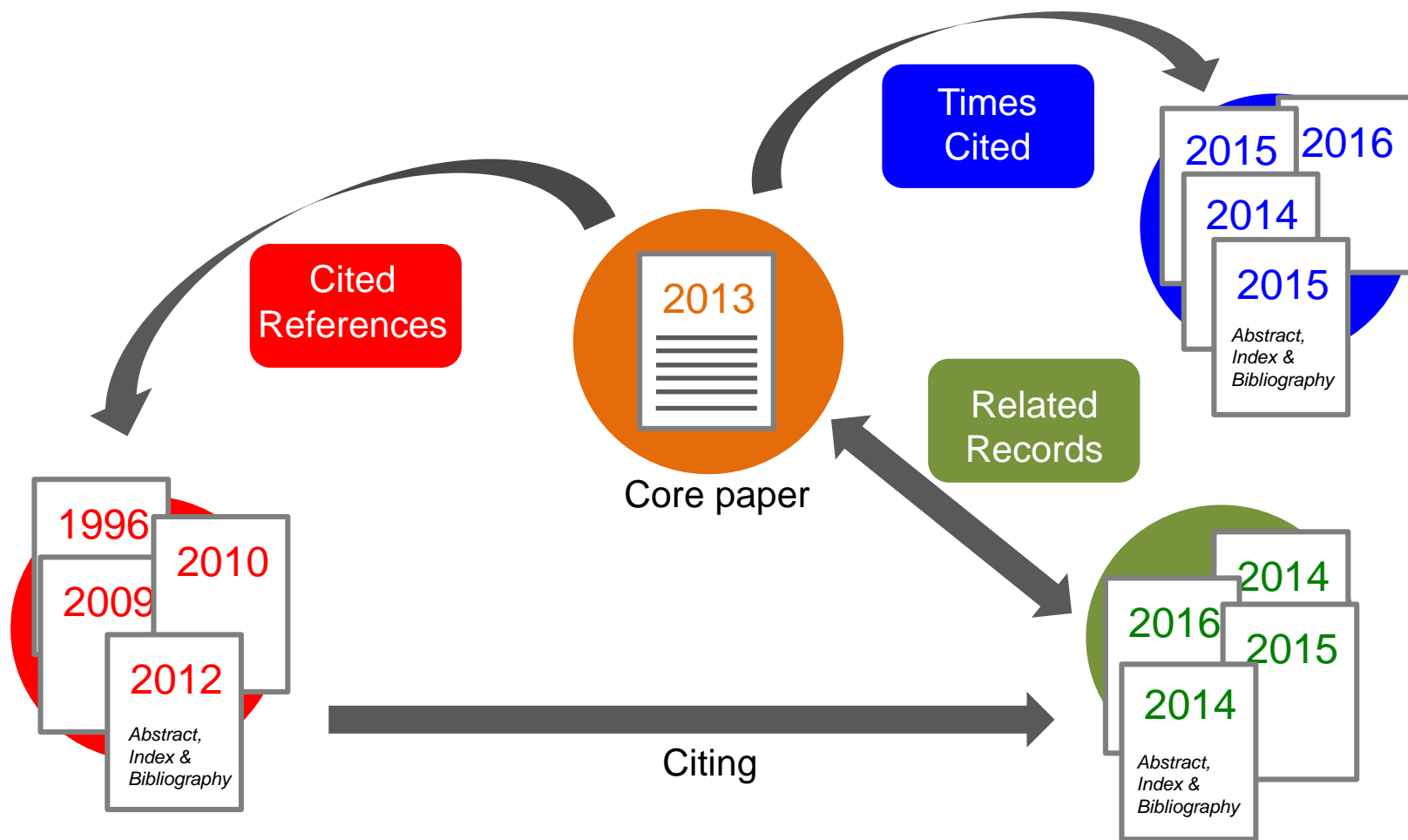
個人資訊管理

推廣管理

Smart Collaboration

360° Wider Visibility

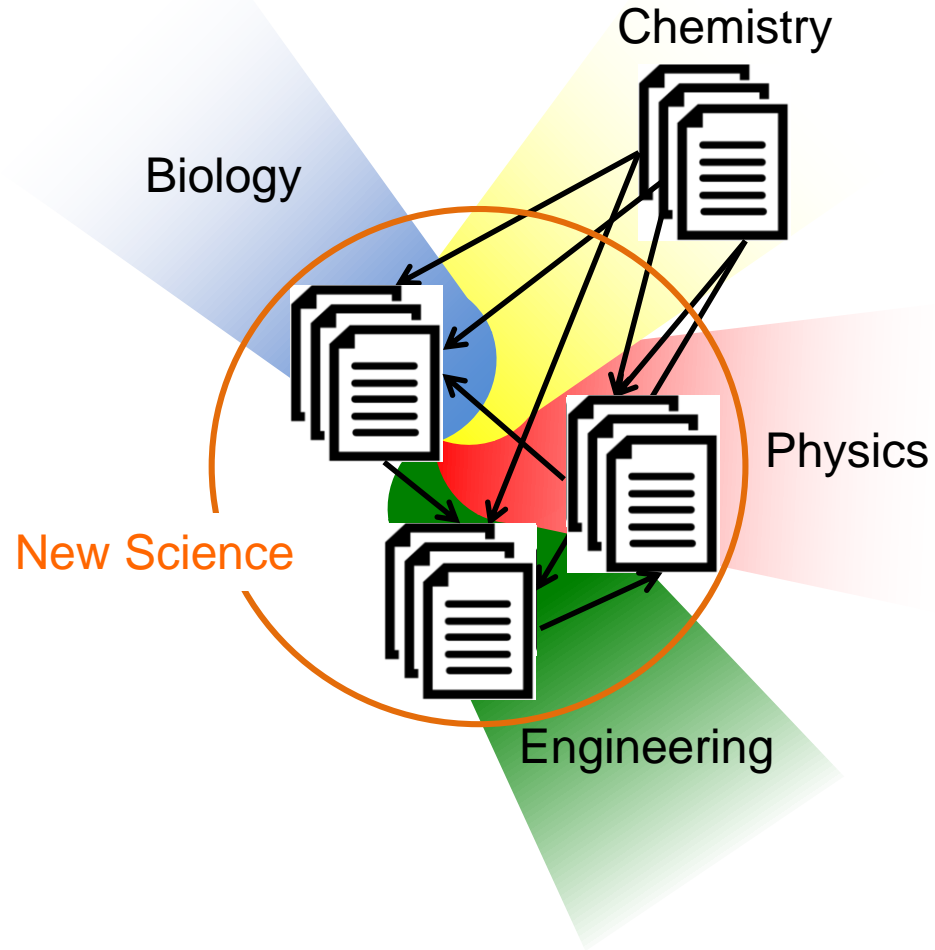
文獻智慧探索: 引文索引



研究路線圖 Research Roadmap

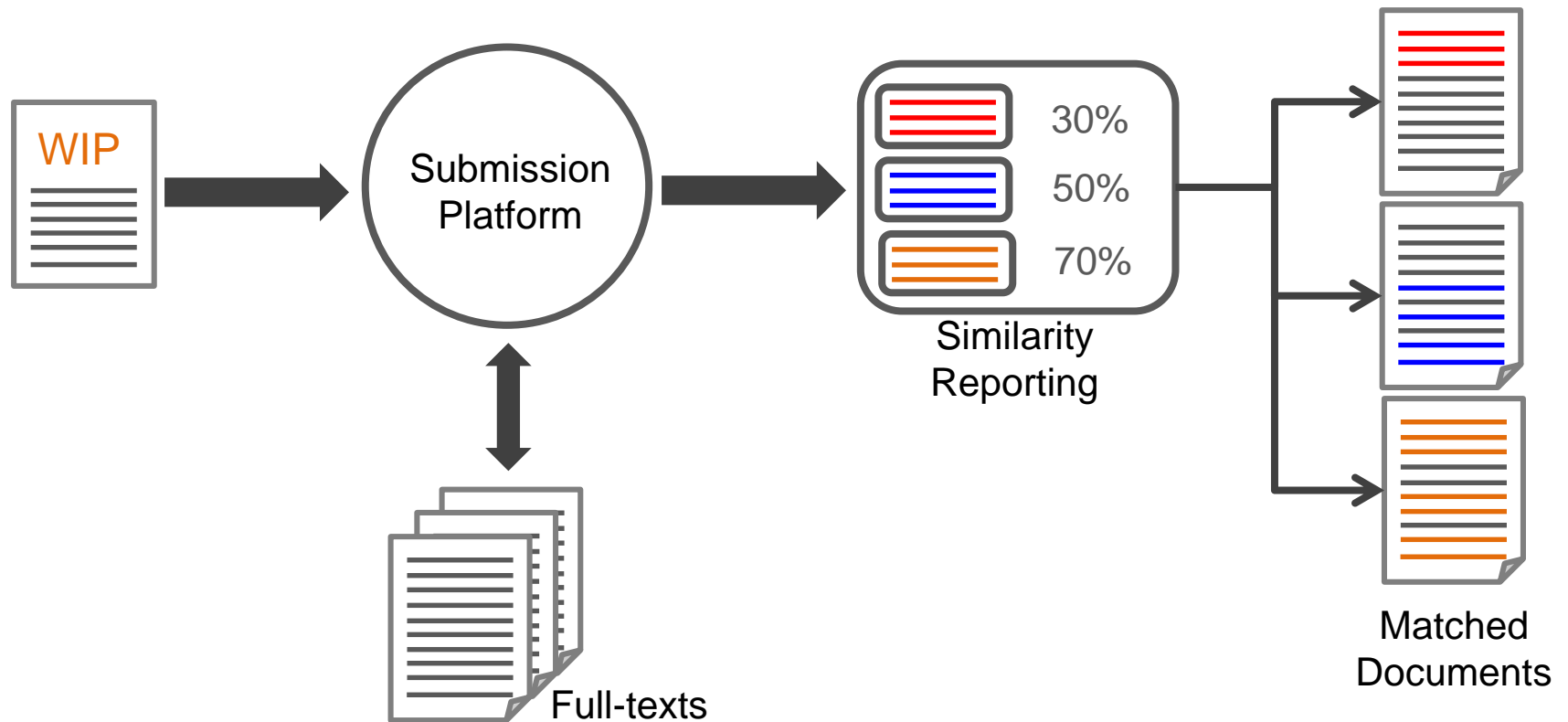
Garfield's Law of Concentration

- 主題之間互有重疊
- 跟某個特定學科有一點關係的期刊通常會包含其他學科的核心

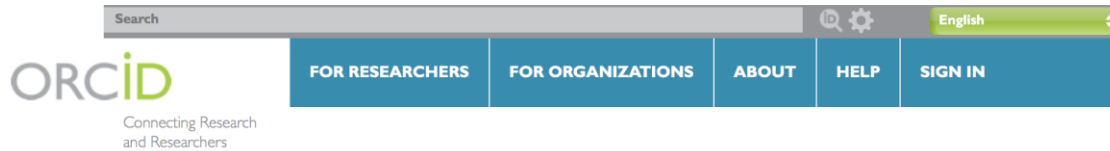


Source: Garfield E. "Mystery of Transposed Journal Lists: Wherein Bradford's Law of Scattering is generalized according to Garfield's Law of Concentration", *Current Contents/Life Sciences* 14, 31(1971)

抄襲或原創性之間...



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3 USE YOUR ORCID ID Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

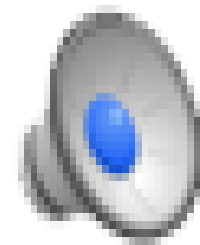


LATEST NEWS

Mon, 2016-07-18
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Wed, 2016-07-13
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[ABES and ORCID Memorandum of Understanding](#)



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用研究成果說故事






Karine Dupre

Current affiliation: Griffith University
Subject speciality: Architecture & Planning
Primary location: Australia

Publications



The New Gold Coast Chinatown

Published in: International Journal of Tourism Cities
Publication date: May 2015

What's it about?

This paper is about understanding how the artificial creation of a Chinatown in the city of Gold Coast reveals locals and visitors preferences about...

[Read more »](#)

Original abstract

Purpose
– The purpose of this paper is to study the relationship between culture-based cultural sustainability in the established tourism destination of Gold Coast, Australia, and the debate on local development and tourism through evaluating the development of the newly-born Gold Coast Chinatown.

Design/methodology/approach
– Two types of analysis were developed for this study. The first one aims at assessing the general features of the case study site. It was done by the urban analysis of the precinct, the count of the shops associated with the identification of their function (e.g. retail, services, etc.), street visual survey, and the assessment of ethnic expression/representations. The second analysis aims at assessing place-attachment, development impacts and cultural attitude. It was done by questionnaire surveys.

Findings
– The analysis evidences mainly two findings. First, tradition, authenticity or ethnicity are not perceived as key drivers, and tangible pre-requisites do not appear as a priority for a culture-based tourism development. Second, correlation studies show the longer the length of residence the higher is the attitude towards positive perceived economic impacts and positive cultural attitudes. It is the opposite of what is usually found in literature review. As such, it challenges the concept of cultural sustainability, and helps us to reconsider the weight of the evaluative factors of community attachment, development impact and cultural attitude in tourism development.

Originality/value
– The recent creation of the Gold Coast Chinatown not only raises the question of the rationale of what is usually recognised as a community-based settlement, hence its cultural foundation and the legitimacy of transfer of cultural models, but also the processes at stake between cultural sustainability and tourism development. To the knowledge, no publication exists on this case study.

Important structure and language for specialists

- But takes time to read even the abstract
- And not easy for non-specialists to understand



usage of full-text articles trebled for those authors using the Kudos tools

<http://www.emeraldgrouppublishing.com/about/news/story.htm?id=6247>

Simple summary

What's it about?

From the authors

This paper is about understanding how the artificial creation of a Chinatown in the city of Gold Coast reveals locals and visitors preferences about this development.

Why is it important?

From the authors

This work is timely because the Chinatown is still under development and has not reached yet its final phase. It not only documents the physical features at this stage but also evidences the surprisingly positive attitudes.

Perspectives

Karine Dupre (Author)

Unlike other cities, the City of Gold Coast is really entrepreneur-like and it is striking to find out that people from our survey are in majority supporting this direction. It means that place-making cannot be considered only from the 'traditional' perspective of 'normal' cities.

✓ Quicker for specialists to scan and filter

✓ Easier for non-specialists and speakers of other languages to understand

✓ Better for engagement with media and the public

圖書館員的新角色



Global Collaboration



Research Evaluation & Analytics



Knowledge & Innovation
Outreach

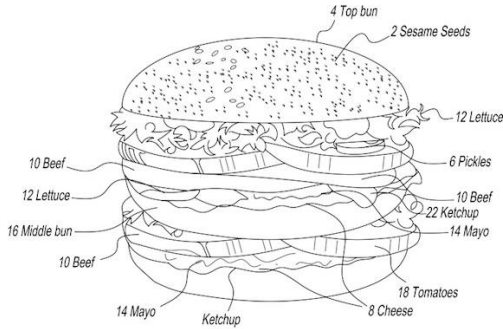


Librarians

1. 用白話文說故事

2. 社群網絡行銷

3. 大數據分析



~~Elucidate~~
~~Streamline~~

~~Demystify~~

Simplify

**SIMPLY
BETTER
BURGERS**

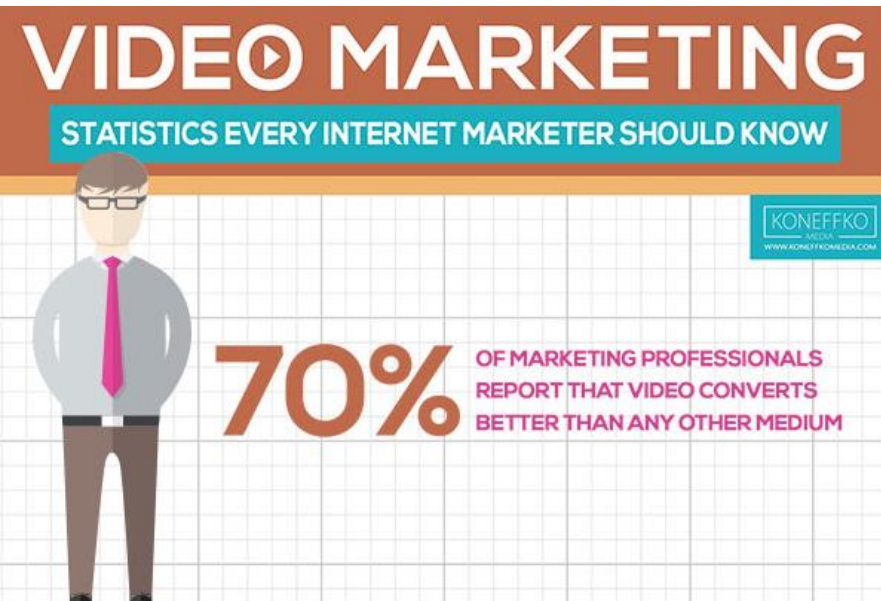


Discussion

Revision

Re-use

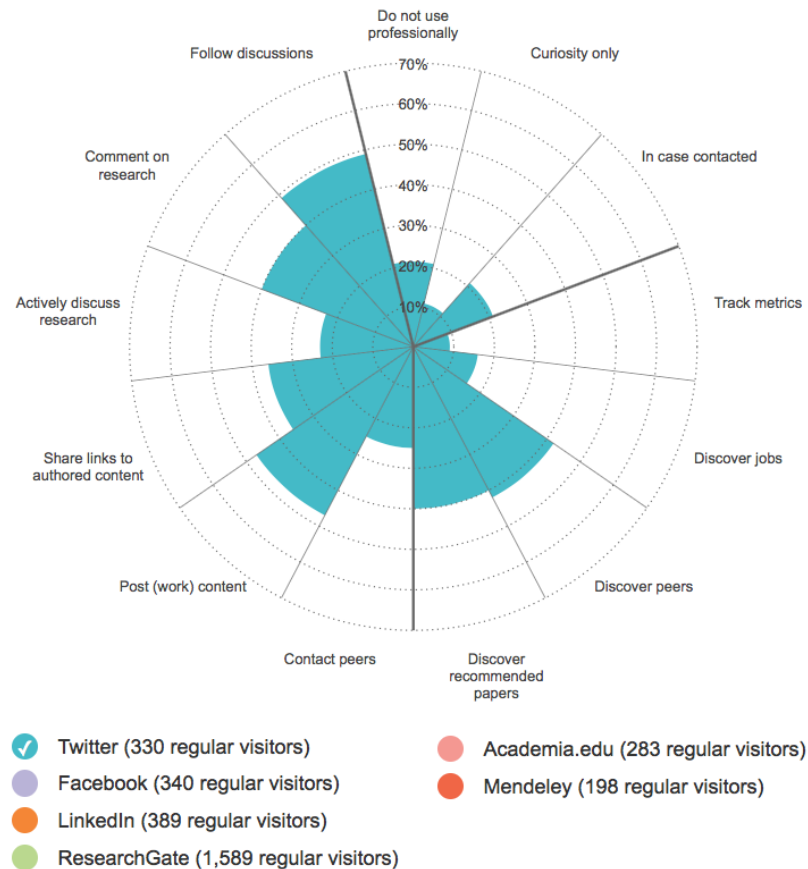
Beyond Visuals



社群網絡在研究中扮演的角色

Interactive: Why scholars use social media

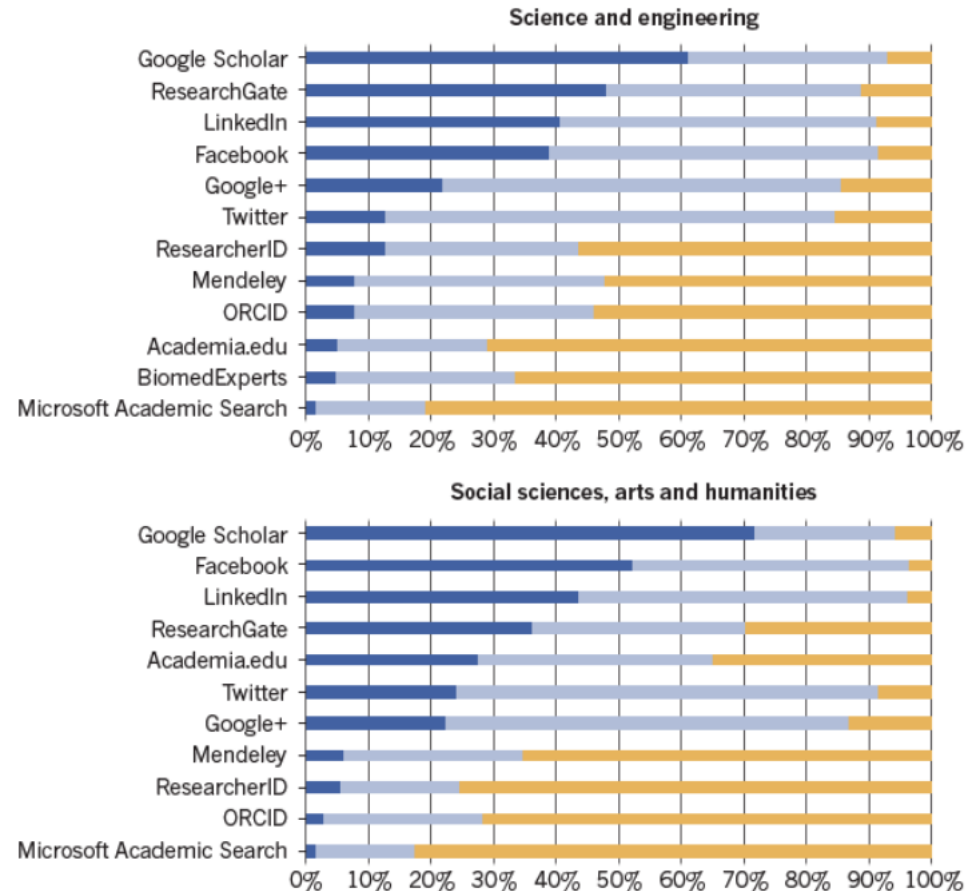
In *Nature*'s survey, a subset of scholars who said they 'regularly visited' social media sites were quizzed in detail about their activities.



Voices from the survey

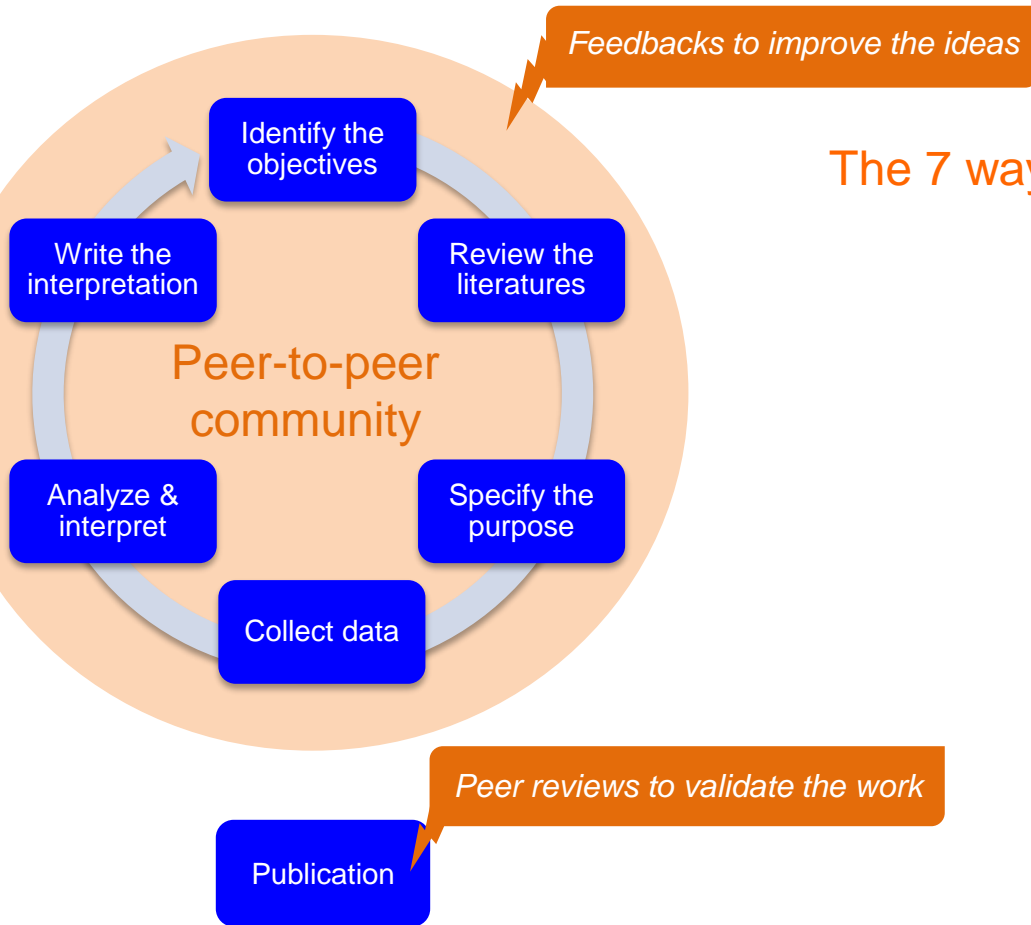
"Great way to keep up to date on what is happening NOW in the research community."

TWITTER USER, AGE 45–54, UNITED STATES, HEAD OF ACADEMIC DEPARTMENT/FACULTY



Source: Richard V Noorden, "Online collaboration: Scientists and the social network", *Nature: International weekly journal of science*, 13 August 2014

社群網絡在研究中扮演的角色

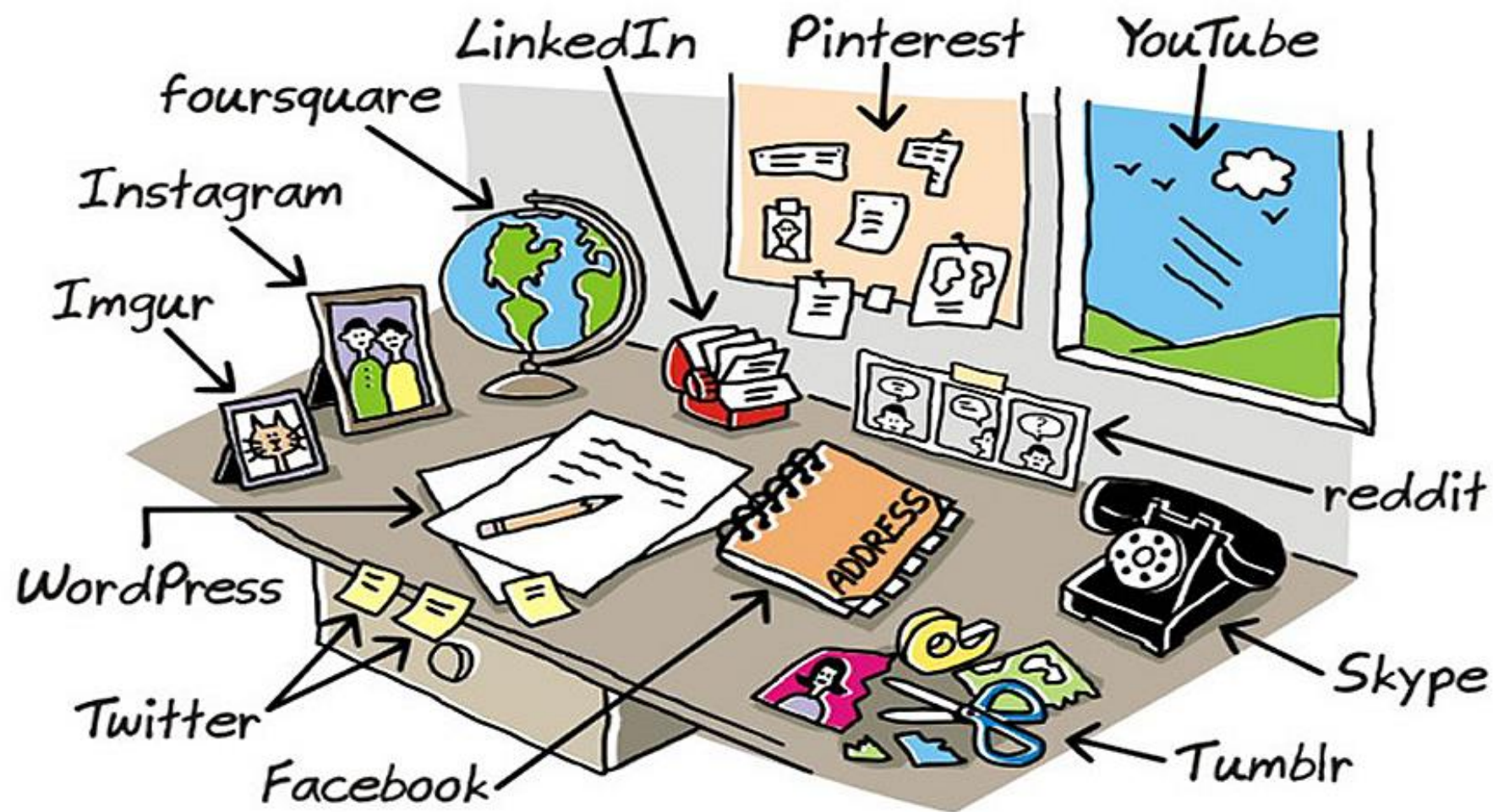


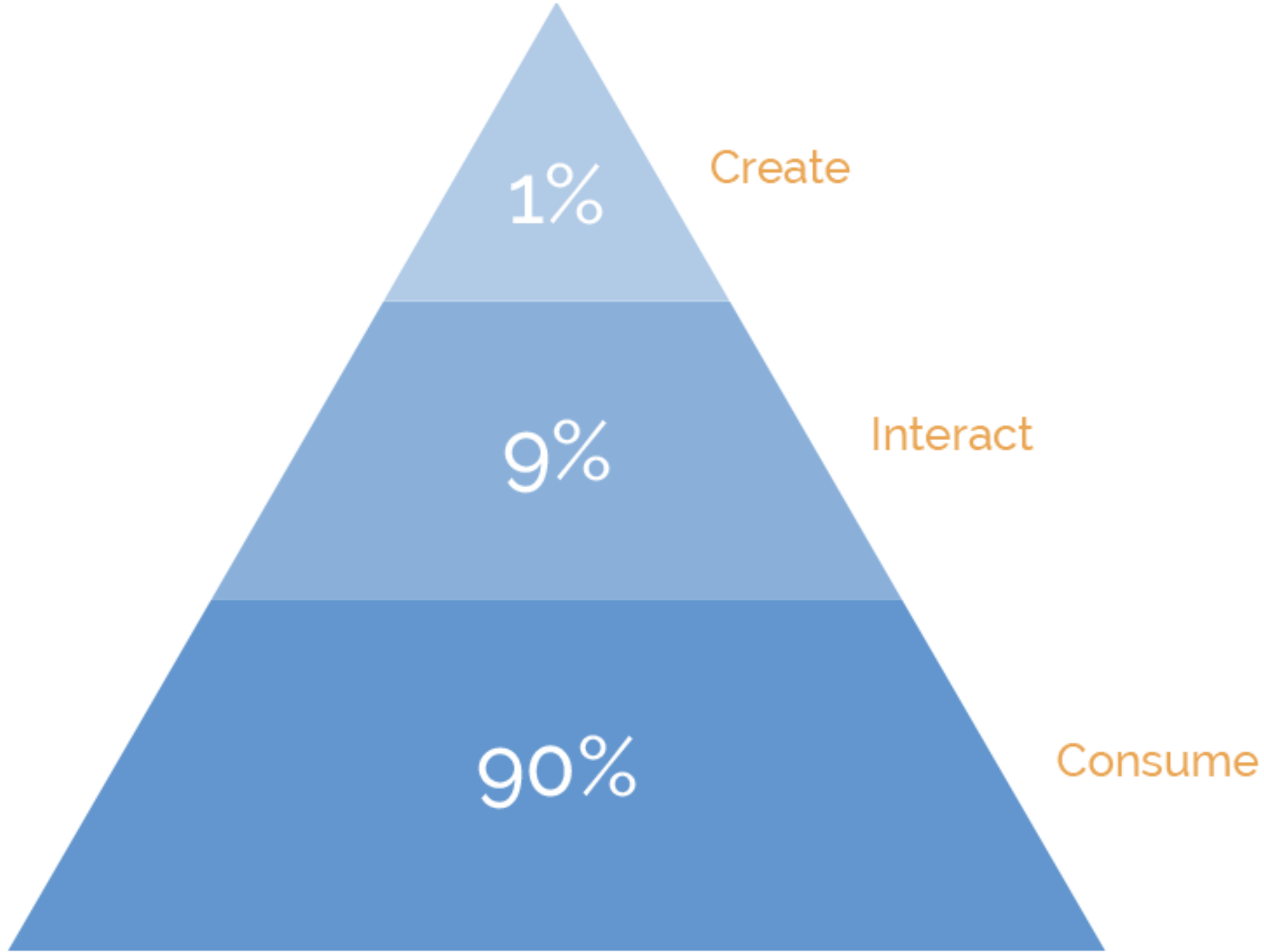
The 7 ways to increase visibility

1. Post early results
2. Encourage feedbacks
3. Post published work
4. Post video of talk
5. Share within community
6. If possible, publish as success story
7. Update research directory



vintage social networking





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Groups



[Medical Humour Official](#)

222 members



[Tidbits : All about Love](#)

104 members



[All about Pets](#)

25 members



[Fitness Group](#)

73 members



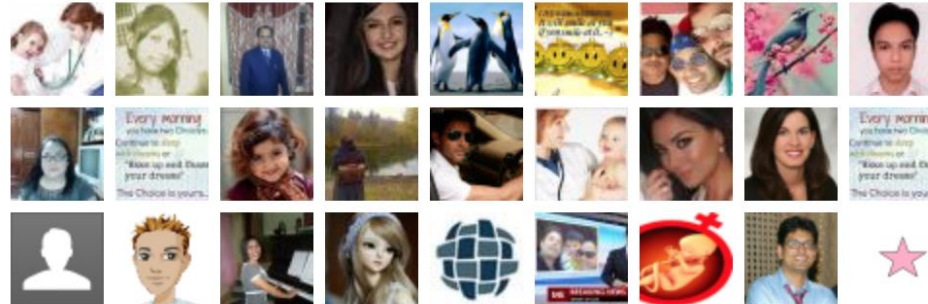
[Feminine Touch on DH](#)

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[View All](#)

Forum



[NEET PG 2017](#)

Hi frnds....finally neet is confirmed.Time too short for real preparation.So i feel smart study is a better way of cracking neet in dec.M having neet pg oriented pdfs of all 19 subjects for 1000 rs by murali bharadwaj.Also having dnb last 20 yrs...

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[The passage of a Perfect Smile](#)

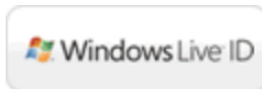
by [Dr. Steffany Mohan](#)

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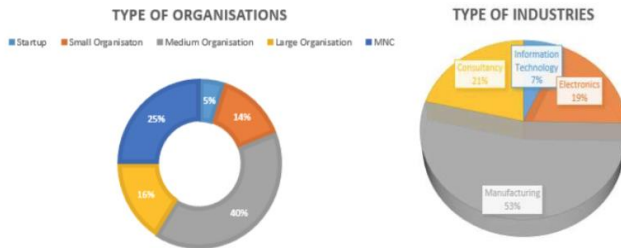
DH



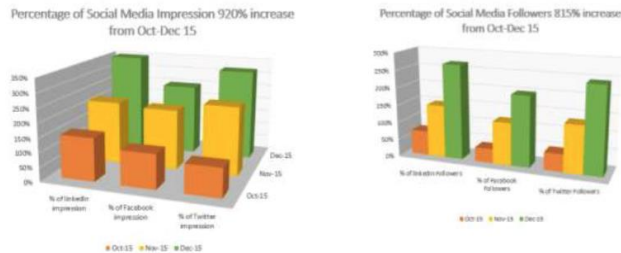
...and 54171 more

社群網絡分析: Altmetrics

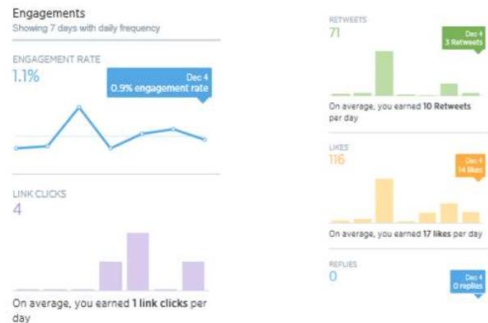
Audience Demographics



Audience Engagement Activities



Total Engagement Activities



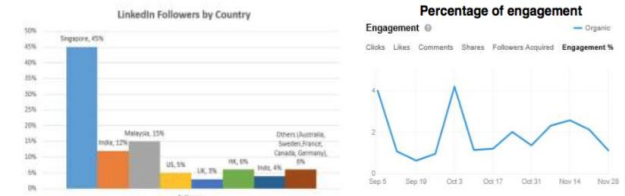
Top Followers



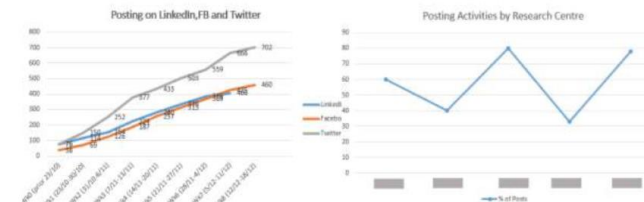
Twitter Follower



Followers by Country



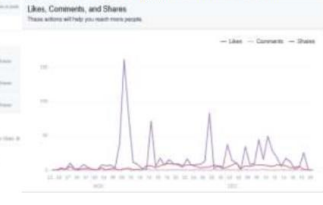
Posting Activities by Social Media



Technology with highest engagement rate Facebook



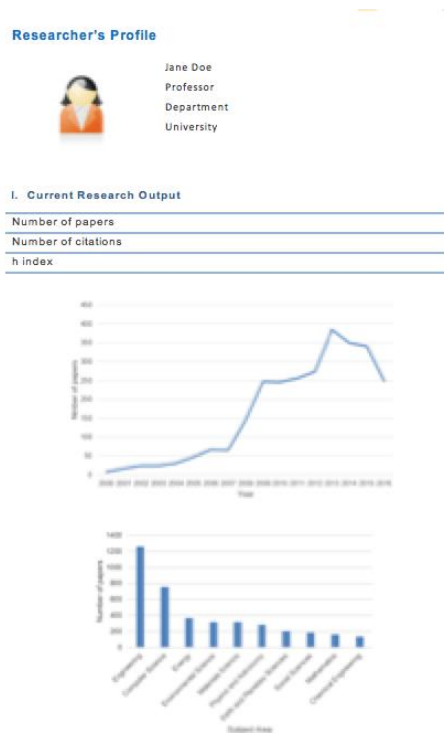
Number of engagement on Facebook



個人研究路線圖

引用關係與 Altmetrics 的混搭

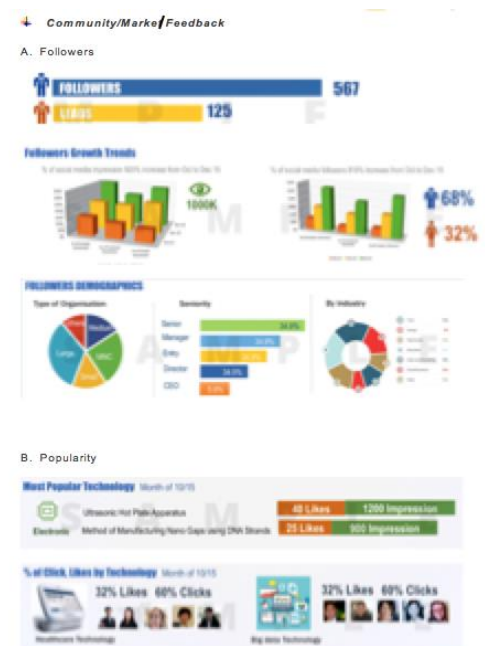
當前研究成果的分析



個人為主的研究規劃



社群回饋與影響力





Why you are doing it
How you are doing it
How it relates to the real world



9



Innovative idea

Woman raised \$1.2 million with a spirited 3-minute speech

Cindy Wu, a recent college graduate, had a great idea — and when she explained it, investors opened up their checkbooks

BY TREVOR BUTTERWORTH 07.08.15



COURTESY CINDY WU

Great ideas rarely wait for a pen or paper. The celebrated physicist Richard Feynman literally drew his way to insight, to the point where

What make you a beacon?

要如何洞悉未來



Thank 

woeifuhwong@gmail.com