How to Regain Libraries' Lost Leadership by Optimizing Primary e-Resources…

优化"基本"电子资源，重拾图书馆领导力

CALIS第十届国外引进数据库培训周

长沙, 2012年5月15日

Lost Leadership?...
What are you talking about?
领导力缺失？你在说什么？？？
Who was the leading Information Resource?...
谁曾是信息资源的领导者？

2,300 Years Ago?
2300年前？

Today in the morning?
今时今日

The Library of Alexandria
亚历山大图书馆

Patrons Switching Faster Than Libraries
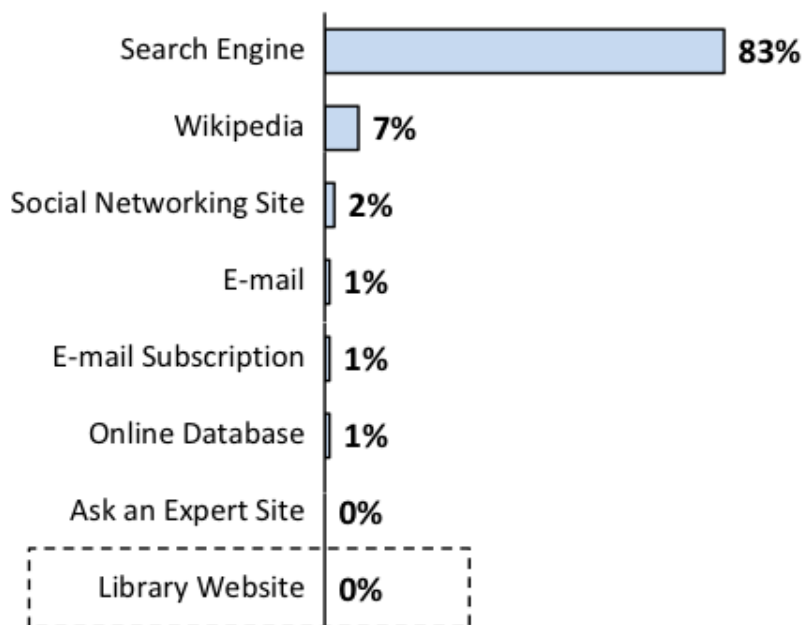
Faculty and Students Already Looking Elsewhere for Search Help

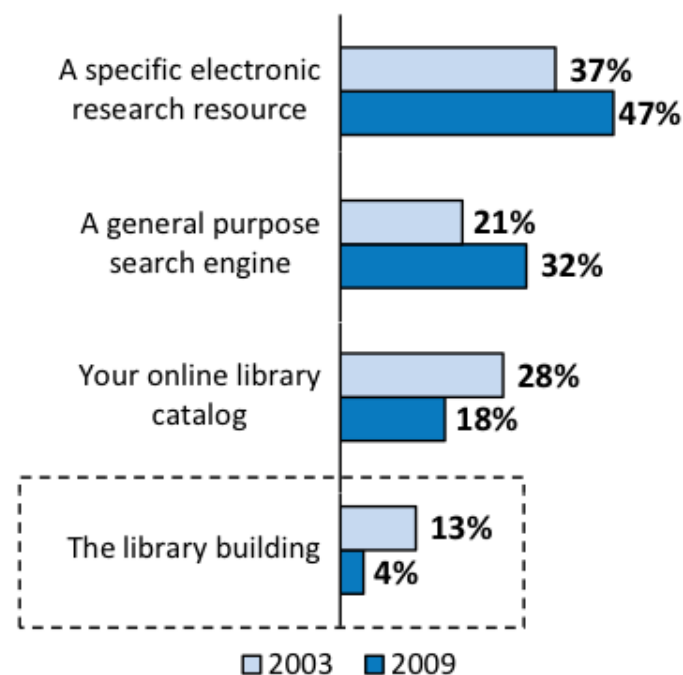用户比图书馆员转型更快

Where Do Students Start a Search?

n = 2,229

学生查找信息方式统计

Where Do Faculty Start Their Research?

n = 3,025

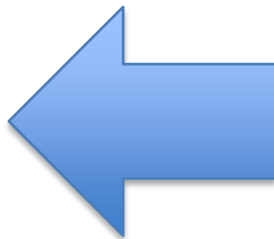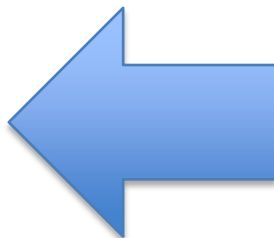教员学者查找信息方式统计

Where Do Students Start a Search?	
Search Engine	83%
Wikipedia	7%
Social Networking Site	2%
E-mail	1%
E-mail Subscription	1%
Online Database	1%
Ask an Expert Site	0%
Library Website	0%

Where Do Faculty Start Their Research?	2003	2009
A specific electronic research resource	37%	47%
A general purpose search engine	21%	32%
Your online library catalog	28%	18%
The library building	13%	4%

☐ 2003 ■ 2009

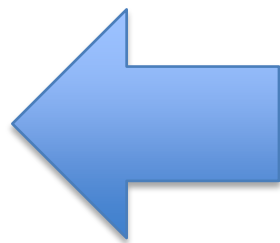Source: "Faculty Study 2009: Key Strategic Insights for Libraries, Publishers, and Societies" Ithaka S+R; "Perceptions of Libraries, 2010," OCLC.
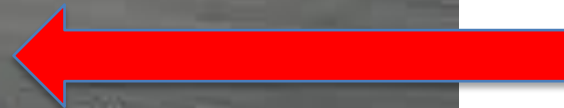
What Happens When Leadership is Lost?
失去领导力的后果
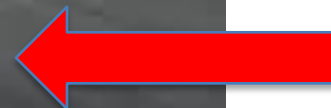
问问他们吧... 谁让它们变成了过去？

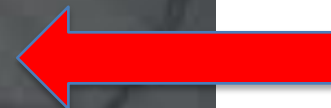# How Can Libraries Regain Their Lost Leadership As The Preferred Information Resource?

图书馆如何作为首要信息资源来重拾领导力？

Google™

Bai du 百度

Your Library ☺
图书馆

Libraries can play a leading and compelling role giving their users access to the information that commercial search engines can't reach…

图书馆可以为用户提供搜索引擎无法提供的信息

Ok…but How?
是的…那怎么做呢？

Do you remember this movie?
您记得这个电影吗？

Then you remember this...
那您一定记得...

95% of the Web is Invisible!
95%的网络是不可见的

Visible Web
可见网络

Google
Baidu
Yahoo!
= 50 Billion Pages (b)

Invisible Web
不可见网络

Libraries Could Focus on Making
Invisible Web Instantly Visible!
图书馆可以专注于使不可见的网
络变得可见！

Total Web = 1 Trillion Pages (a)

What is in the Invisible Web?
什么是不可见网络

Visible Web
可见网络

5%

Databases

Password-Protected Websites

Federal, State, Country Public Records

Website Archives

Invisible Web
不可见网络

Online Library Catalogs

95%

Etc.

Libraries Could Focus on Making
Invisible Web Instantly Visible!
图书馆可以专注于使不可见的
网络变得可见！

Total Web = 1 Trillion Pages (a)

The Starting Point Is...Understand What Your Users Really Want...

如何开始？
理解您的用户真正需要什么！

The Overwhelming Power of Convenience
便利是一种强大的力量

Table 2 - Student Resource Usage Sorted by Assignment Column from 2011 Survey

Resource	Research/Class Assignments % that Use	Personal Use % that Use	Combined Score
Google & Other Search Engines	85	78	163

Table 5 - Sources of – 2011 vs. 2008

Source of Trust	2011	2008	Difference
If my instructor recommends it	88	85	3
If available in my library or recommended by a librarian	77	67	10
If it's from a well-known publisher	73	70	3
If it's available in print	25	27	-2
Google or other search engine	12	14	-2
Information is information – don't worry about it	3	6	-3

85% Use Google for Research
85%的用户用Google作研究

Only 12% View it as Source of Trust
只有12%的用户认为信息可靠

Convenience More Important Than TRUST?
便利性比可靠性更重要吗？

Source: eBrary 2011 Global Student E-Book Survey

The Fast Rise of eBooks...
Already jumping ahead
of E-Journals...

eBooks # 3

Electronic Databases # 6

E-Journals # 7

电子书的快速崛起…
已超过电子期刊…

Source: eBrary 2011 Global Student E-Book Survey

Resource	Research/Class Assignments % that Use	Personal Use % that Use	Combined Score
Google & Other Search Engines	85	78	163
Print books	79	54	133
E-books	74	34	108
Print textbooks	73	21	94
E-reference (online dictionaries, encyclopedias, maps)	72	43	115
Electronic databases (ProQuest, LexisNexis, JStor, etc.)	69	14	83
E-journals	69	21	90
Print reference	60	34	94
Google Scholar	56	20	76
Wikipedia	56	70	126
E-textbooks	54	15	69
Course Management System	56	13	69
Print journals	49	21	70
Lecture recordings	47	14	61
Corporate websites	39	42	81
E-newspapers	39	38	77
E-magazines	32	35	67
Print newspapers	29	42	71
Print magazines	26	44	70
Blogs & wikis	25	49	74
Podcasts	24	31	55
Social web apps (Facebook, etc.)	16	78	94
Personal websites	15	57	72

Recently published <u>eBooks</u> are good but NOT good enough to produce world-class GREAT research!
最近出版的新电子书很好**…**但不足以支持世界级的研究！

Kary Mullis

Born	December 28, 1944 (age 67) Lenoir, North Carolina, United States
Fields	Molecular biology
Alma mater	Georgia Institute of Technology University of California, Berkeley, PhD
Known for	Invention of polymerase chain reaction
Notable awards	Nobel Prize in Chemistry and Japan Prize (both in 1993)

在推荐的**Kary Mullis**的书中，有**50%**出版于**50**年前！

Sources of information for research
研究者的信息来源

Step 3: Primary Sources基本来源

Autobiographies
correspondence
descriptions of travel
diaries
literary works
interviews
personal narratives
paintings and photographs
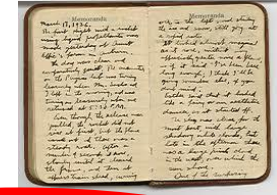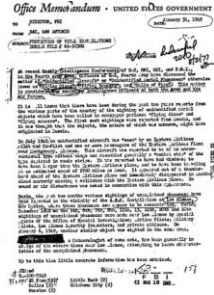
Step 2: Secondary Sources第二来源

Biographies
prior books & papers on a topic
literary criticism &
interpretation
history & historical criticism
political analyses
reviews of law and legislation
essays on morals and ethics
analyses of social policy
study and teaching material
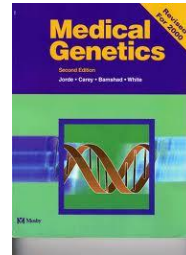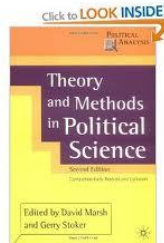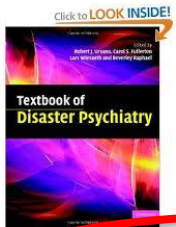
Step 1: Tertiary Sources第三来源

Abstracts
bibliographies
chronologies
classifications
dictionaries & encyclopedias
directories
guidebooks and manuals
population registers
statistics
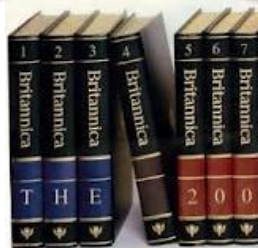
90%的图书
馆所拥有的
电子书资源

Scale Beyond Imagining

Fastest Growth, Broadest Access Now Outside of Academic Libraries

超越想象的规模——外部网络的飞速发展

A Library to End All Libraries?

"Google's mission is to organize the world's information and make it universally accessible and useful."

Outside the Library
外部网络资源

Book Access Inside the Library
图书馆内部资源

15 M
Scanned Books

7.5 M
Print Titles

4.8 M
Ebook Titles

3.5 M
Articles

959 K
Volumes

190 K
Volumes

140 K
Volumes

53 K
Volumes

Google (2002)

amazon.com (1995)

HATHI TRUST (2008)

Wikipedia (2001)

Median Doctoral University

Median Masters University

Median Baccalaureate College

Median Associates College

Source: "ACRL's 2008 Academic Library Trends & Statistics," Association of College and Research Libraries.

Most **Primary** eBooks lie Scattered and Inaccessible
许多"基本"的电子书分散且难以获取

Google

Baidu

Yahoo!

Visible Web

Invisible Web

Multiple eBook formats
Poor Quality Scans
Restricted access
Images not eBooks!
Poor MetaData
Incompatible searches
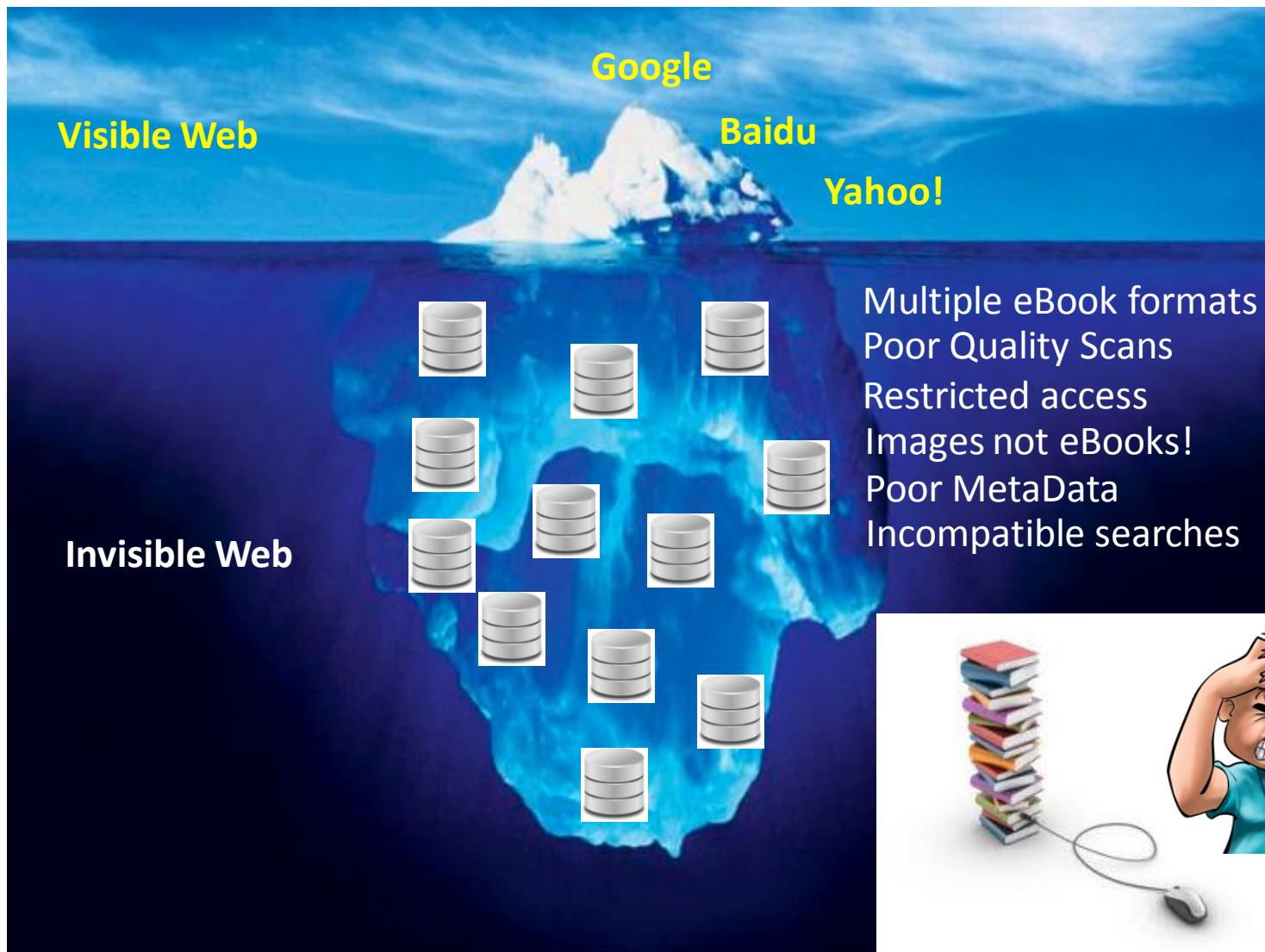
World eBook Library

2,000,000 Primary Source eBooks...
WEL拥有两百万本"基本来源"电子书

Instant Access To...可以快速访问到...

1,700,000 Full-Text eBooks
全文电子书
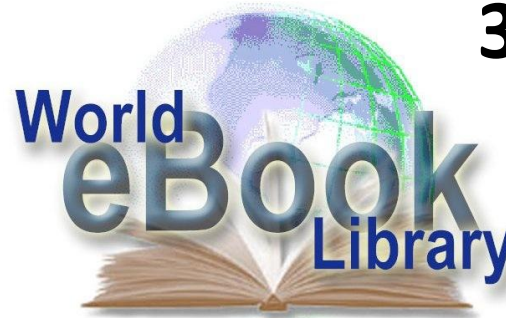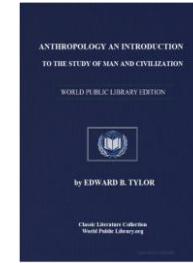
300,000 eDocuments
电子文档
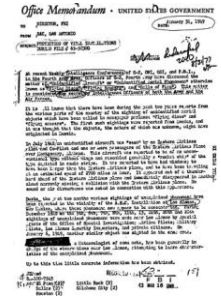
11,000 Graphic Novels
漫画小说
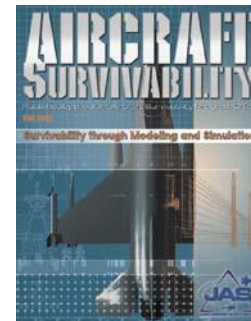
11,000 eJournals
电子期刊

23,000 Audio Books MP3
音频书
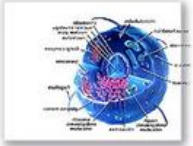
+300 Researchable Collections
超过300个集合

Instant Access To...可以快速访问到...

2 Million!
两百万！

In any Language!
任何语言！

Primary Sources eBook
"基本来源"电子书

World eBook Library
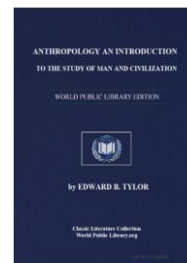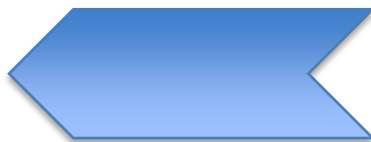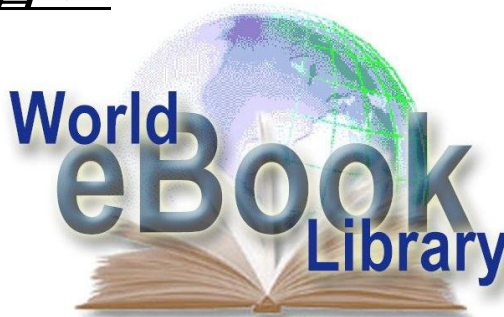
Exclusive Machine-Translation Editions
独特的智能翻译版本

Exclusive Digitally Restored Editions
独特的数字化修复版本

谢谢

World
eBook
Library

Google™

Bai du 百度

Your Library ☺
图书馆