The Evolving Academic Library: A Key Partner in Society

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The University of Hong Kong

Santo Domingo
Dominica Republic
24 March 2010
Overview

• About me, my university, my library
• Key trends for a 21\textsuperscript{st} Century Academic Library
• Challenging times
• Bringing collections to life
• Partnerships
• The future
Context: Some introductory comments
About Me

• Australian
• Deputy University Librarian at The University of Hong Kong
• Previously Program Manager, Client Services, The University of Newcastle (integrated library and IT)
• 26 Years academic library experience
• Part time lecturer at HKU Library and Information Science programs – subjects include: library supervision and management; information policy; professional development and change, etc.
The University

- Evolved from the Hong Kong College of Medicine, founded in 1887
- Founded 1912
- Multidisciplinary/comprehensive - undergraduate & postgraduate
- 22,000 students (Government & self funded)
- 111,000 students (Continuing education school)
- Ranked 24 in the world’s top universities (THES, 2009), 18th in 2007
- Ranked 1 university in Asia (Quacquarelli Symonds, May 2009)
Main Building -- the Library 1915
The Library today

• 1 Main Library (arts, architecture, humanities, science and technology, social sciences)
• 6 branches (Dental, Education, Law Medical, Music and Chinese)
• ca 235 staff including 33 professionals
Content

- 2,729,901 physical volumes
- 1,895,309 e-books
- 57,862 e-journal subscriptions
- 707 databases
- Many locally created databases
The HKUL Digital Initiatives, through its digitization projects, has opened up online access to local collections originally in print format. The first HKUL Digital Initiative, ExamBase, was launched in 1996 and other projects of scholarly interests were subsequently introduced. More digital projects are being developed to provide continuous access to digital content and services.

HKUL Digital Initiatives

- Basic Law Drafting History Online
- Beijing Historical Geography Database
- China Through Western Eyes
- Chinese Collectanea in Japanese Libraries
- Community Health Projects
- Digital Editions from HKU Press
- Electronic Gallery of HKU
- ExamBase
- Fung Ping Shan Library Rare Book Catalogue
- Historical Laws of Hong Kong Online
- HKU Scholars Hub
- Hong Kong and the West until 1660
- Hong Kong Government Reports Online (1853-1941)
- Hong Kong Journals Online
- Hong Kong Listed Company Papers Online
- Hong Kong Newspaper Clippings Online
- Hong Kong Oral History Archives
- Hong Kong Stock Market Archives and Artifacts Collection
- Hong Kong Tourism Board Collection
- Hong Kong Table of Contents Database
- Hong Kong University Theses Online
- The Last Governor Online
- Sun Yat-sen in Hong Kong
- Translations from Chinese
- Union Catalogue of Overseas Chinese Collection in HKU and JU

HKU Libraries

Warning: Licences prohibit excessive downloads.
## Budget Shift towards Electronic

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<th>Year</th>
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<tr>
<td>02/03</td>
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<td>03/04</td>
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<tr>
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<td>59%</td>
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<td>09/10</td>
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Services and usage

- 102,401 registered users including 46,891 alumni
- 1.6 million physical volumes re-shelved last year (1.2 million checked out, 400,000 read in-house)
- 180 million hits on our website last year
- E-resources accessed 3.7 million times
- 14,000+ enrollments in our information skills classes
- Answered 70,000 reference questions including 2,881 sent in by email
- 24,124 sqm
Major challenges

• Lack of **collections space**. Annually have to store 90,000+ volumes in remote storage (Hingwai and Main Storage)
• Lack of **library resources fund** budget increases. Annually in deficit situation. Relying upon rapidly dwindling carry over funds from previous years.
• Insufficient **overall funding** for the Libraries once our carry over funds are exhausted
• Complications related to our **moving from print to digital world**
• Need for better **trained library staff** (now have 32 professionals – down from 44 seven years ago)
• Introduced **RFID - world’s largest academic library RFID implementation**
• **Knowledge exchange and open access**
Key trends for a 21st Century Academic Library
Key trends for a 21st Century Academic Library*

• Customization and personalization
• Delivering content, services anywhere, anytime
• Demand for self-service
• Constant change, and innovative and hybrid approaches and structures
• Successful graduates and productive faculty as key measures of success (RoI)
• Expanding **social environments**
• **Culture of assessment** and accountability
• Need to **market** content and services and to raise their awareness and availability
• **Collaboration** at all levels
• **Competition** for funding, for collections, for staff, for donors, for political attention and for visibility

Where do you start your information search?

**College**
- Search engines (72%).
- Library web site (2%)

**Everybody**
- Search engines (84%).
- Library web site (1%)
Perceptions and habits

• *Quality and quantity* of information are top determinants of a satisfactory information search. Search engines are rated higher than librarians.

• The criterion selected by most information consumers to evaluate electronic resources is that the *information is worthwhile. Free is a close second. Speed has less impact.*

• Respondents *do not trust* purchased information more than free information.

• Library users like to *self-serve*. Most respondents do not seek assistance when using library resources.
Libraries

• “Books” is the library brand. Borrowing books is the number 1 service.
• Most information consumers are not aware of, nor do they use, most libraries’ electronic information resources.
• Only 10 percent of college students indicated that their library’s collection fulfilled their information needs after accessing the library Web site from a search engine.
• People trust what they find using search engines. They also trust information from libraries. They trust them about the same.
• Search engines fit the information consumer’s lifestyle better than physical or online libraries
Most students will go to their library catalogue first, then Google

Although Google, Google Books and Google Scholar are heavily used, the library catalogue is still the preferred first choice for most students

Students rarely look beyond the first couple of pages in Google

Trend is towards electronic access still students use library visits with or instead of the internet

The internet is used but also distrusted.
If I want to find journal articles about “Psychiatric assessment of children”, I will search in:

- **Google**: 46.9%
- **The library catalogue**: 24.9%
- **The journals in the library**: 16.3%
- **A database**: 9.1%
- **Don't know**: 2.9%
My lecturer told me that I should read an article published in the June 2006 issue of Academic Psychiatry, “Education about hallucinations”, by Peter Yellowlees. To check the availability of this article at the library, I search in the catalogue under:
You want to use information you have found to write your paper. In which case do you need to include a reference to the source information? (You may choose more than 1)

- 72.0%: When I write in my own words what is being said in a journal article
- 52.2%: When I use an illustration taken from a Web page
- 44.3%: When I write in my own words what is being said in a Web page
- 2.0%: None of the above
- 7.9%: Don’t know
Incoming Student Survey 2009 – another university

You want to use information you have found to write your paper. In which case do you need to include a reference to the source information? (You may choose more than 1)

- When I write in my own words what is being said in a journal article: 51.7%
- When I use an illustration taken from a Web page: 43.1%
- When I write in my own words what is being said in a Web page: 37.1%
- None of the above: 33.6%
- Don’t know: 18.1%
Key trends: 2010

• The abundance of information resources challenges the way education must perform its business.

• People expect to be able to work, learn, and study whenever and wherever they want to.

• Work of students is increasingly collaborative by nature, and there is more cross campus collaboration between departments.

Critical challenges: 2010

• The role of the academy — and the way we prepare students for their future lives — is changing.
• New scholarly forms of authoring, publishing, and researching - need new metrics.
• Digital media literacy continues its rise in importance.
• Institutions focus more narrowly on key goals ($s)$
Technologies to Watch

• Mobile computing
• Open content
• Electronic books
• Simple augmented reality
• Gesture-based computing
• Visual data analysis
Scholarly Information Practices in the Online Environment

- Reports on “the state of knowledge on scholarly information behavior”
- “And how they differ among disciplines”
- Identifies “directions and … priorities for development of digital information services”

Library Forecast: Rain, continuing
Extinction timeline 2019*

- Sit down breakfasts
- Post offices
- Direct marketing
- Butchers
- Free parking
- WW1 survivors
- Size 0
- Libraries
- Unfenced beaches
- Static ads

* http://www.rossdawsonblog.com/extinction_timeline.pdf
Do you know Bangor?
Bangor librarians face internet threat

Polly Curtis, education correspondent
 guardian.co.uk, Wednesday 16 February 2005

Bangor University is proposing to sack eight of its 12 librarians because students can find the information they need on the internet.

Bangor, which is part of the University of Wales, has become the focus of a national campaign to save the "Bangor eight" as unions fear the cuts could be replicated in university libraries elsewhere.

Research online. Academic journals & books at Questa Online Library.
www.Questa.com/Journals

The World Digital Library
Free online access to cultural materials from libraries worldwide
www.america.gov

Subject librarians choosing voluntary redundancy app
(UWEB) to achieve its proposed [pounds sterling]300,000.

A UWB Executive restructuring proposal released earlier this year included librarians bringing to staff and students as "hard to justify.

Eileen Tilley, president of the Bangor Association of Librarians under threat, said that an undisclosed number of sub-confidentiality we cannot reveal how many ...
Do you know Bangor?

The Consultation Document, January 2005

“the support...from the qualified subject librarians is hard to justify in value-for-money terms at a time when the process of literature searches is substantially de-skilled by online bibliographical resources.”

J Wright, From adversity comes strength? Raising a new profile for the library at the University of Wales, Bangor

And this...

The university library of the future will be sparsely staffed, highly decentralized, and have a physical plant consisting of little more than special collections and study areas...
• administrators are more likely than ever to explore the dramatic restructuring of library operations
• “...and, frankly, funding needs to flow into other aspects of the academic program.”
We need to bring our collections to life
Accessibility vs Discoverability

Accessible
• Unlocked
• Not hidden
• the degree to which a product (e.g., device, service, environment) is accessible by as many people as possible

Discoverable
• Can you find it?
Accessibility?
HKU Chinese Rare Books Room
HKU Chinese Rare Books “cage”
Open shelves. Accessible yes, but discoverable?
Knowledge Transfer and Knowledge Exchange
The University of Hong Kong’s 3 Strategic Themes

• Enhancing the student learning experience
• Advancing research & innovation
• Promoting knowledge exchange & demonstrating leadership in communities across the region
Knowledge Transfer

- Within a modern, knowledge driven economy, knowledge transfer is about *transferring good ideas, research results and skills* between universities, other research organisations, business and the *wider community* to enable innovative new products and services to be developed.  
  ([www.ost.gov.uk](http://www.ost.gov.uk))
  - [www.bl.uk/aboutus/stratpolprog/redeflib/glossary/index.html](http://www.bl.uk/aboutus/stratpolprog/redeflib/glossary/index.html)

- The British Library described as a “Cathedral for Knowledge Transfer”.
  - [http://www.bl.uk/knowledgetransfer/morenews.html](http://www.bl.uk/knowledgetransfer/morenews.html)
Knowledge Exchange

• the process of engaging, for mutual benefit, with business, government or the community to generate, acquire, apply and make accessible the knowledge needed to enhance material, human, social, cultural and environmental wellbeing
  – (HKU internal document)

• What role should the library play?
Bringing collections to life (1): HKU Scholarly Output

The Scholars Hub
The HKU Libraries through its digitization projects, has opened up online access to local collections originally in print format only. The first HKUL Digital Initiative, ExamBase, was launched in 1996 and other projects of scholarly interests were subsequently introduced. More digital projects are being developed to provide continuous access to digital content and services.

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- e-Video
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- ExamBase
- Fung Ping Shan Library Rare Book Catalogue
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- HKU Press Digital Editions
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- Hong Kong Newspaper Clippings Online
- Hong Kong Oral History Archives
- Hong Kong Stock Market Archives and Artifacts Collection
- Hong Kong Tourism Board Collection
- Hong Kong Table of Contents Database
- Hong Kong University Theses Online
- Pacific Rim Digital Library Alliance (PRDLA) Archive
- The Last Governor Online
- Sun Yat-sen in Hong Kong 孫中山在香港
- Translations from Chinese
- Union Catalogue of Overseas Chinese Collection in HKU and JU 業裔華人研究書目庫
Open Access (OA) and the Institutional Repository (IR)

- Open access (OA) is free, immediate, permanent, full-text, online access, for any user, web-wide, to digital scientific and scholarly material [en.wikipedia.org/wiki/Open_access](en.wikipedia.org/wiki/Open_access)

- An institutional repository (IR) collects, preserves, and disseminates in digital form, the intellectual output of an institution. IRs usually provide open access on items held within the IR. The "HKU Scholars Hub" is the IR for HKU. [http://hub.hku.hk/help.jsp](http://hub.hku.hk/help.jsp)
OA Policy: Why?

- HKU Vice-Chancellor signed Berlin Declaration on Open Access, November 2009.
  - [link to Berlin Declaration]

- [HKU Knowledge Exchange] “We will continue to inculcate in our academic staff members a culture of knowledge sharing with the public.

- “They will be encouraged to share their intellectual knowledge through public and inaugural lectures, media interviews, publications, continuing and professional education courses, memberships of public committees and company boards, and other services and activities.”
  - [link to HKU Knowledge Exchange page]
HKU ResearcherPages

• Knowledge Exchange:
  – A database in which government, industry and the community can easily find an HKU expert for media comment, contract research, collaboration, etc.

• Created for every current HKU researcher; 2,000+

• Reputation management
Access points by which Prof Tam can be discovered (in Google!): names, dept, position, languages spoken, papers written, their subjects, etc.
New index, many ways to search
HKU ResearcherPage: Tam, PKH

Prof Tam, Paul Kwong Hang

Pro-Vice-Chancellor and Vice-President (Research)
Chair of Paediatric Surgery

Also Cited As:
- Tam, Paul
- Tam, Paul KH

Research Interests:
- Genomics
- Developmental biology
- Immunology
- Paediatric surgery

Bibliometric Data

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Hub items for: Tam, PKH

Title: Association study of PHOX2B as a candidate gene for Hirschsprung's disease
Authors: Garcia-Barcelo, MM; Sham, MH et al.
Year: 2003
On any relevant search, entry for Hub usually comes top of page.
Freely available on the web...

• Citations increase up to 250%
  Harnad, S. (2005) “Australia is not maximising ...” See –
  http://www.ecs.soton.ac.uk/~harnad/Temp/research-australia.doc.

Image: library.thinkquest.org/.../citations.htm
## HKU Scholars Hub Holdings

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<td><strong>TOTAL</strong></td>
<td><strong>17,468</strong></td>
<td><strong>22,066</strong></td>
<td><strong>25,302</strong></td>
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Output

• Global access to HKU scholarly content
• Increased visibility of the work of HKU and its scholars
• Increased citation counts for HKU scholarly works
• Greater accountability of faculty output (visible citation counts)
• Greater global impact of HKU scholarship.
## Downloads (2008/09)

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## Downloads (2008/09) (cont’d)

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## Top item downloads (2008-09)

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<td>PG Thesis</td>
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Bringing collections to life (2): Rare Book Digitisation Project

A HKUL-iGroup Collaboration
Project Scope

- Digitization, i.e. scanning of images and production of 4,000 e-books (about 1,200,000 images) plus 800,000 pages of rare Chinese newspapers
- Rare, out-of-copyright books on China and Asia written in English
- Project started in July 2008
Digitisation motivators

- Preservation
- Access
- Improving searching capabilities - discoverability
- Supporting teaching and research
- Strengthening the role of HKU Libraries as a digital content provider.
- Collaborative resource sharing
- Commercial exploitation
- Demonstrated demand and need from users
- Enhancing access to rare and valuable materials e.g. Web access
- Preservation and reduce handling of originals
- Promoting image of an organization
- Solving storage problem
Scanners

• Kirtas APT 2400 - an automatic book digitization device that features an integrated automatic page-turning robot
“HKUL needed an efficient, cost-effective, gentle, high quality digitizing solution. Together with their partner iGroup, Kirtas Technologies was able to provide it.”

The Kirtas APT 2400

- 2400 images per hour
- Two 16.6 megapixel cameras – simultaneous L/R capture
- Auto adjusting cradle (as pages decrease/increase)
- Adjustable, robotic vacuum arm changes pages
- “Page fluffers”
Our commitment

• Reaching out to the community, local, regional and global
• Making HKU scholarly output accessible and discoverable through open access
• Making our collections accessible and discoverable through mass digitisation projects.
A Future?
Functions a University library should be providing over the next decade

- **Space**
  - Virtual
  - Physical
- **Services**
  - Self directed
  - Mediated
- **Academic engagement**
  - Teaching and learning
  - Research
- **Content**
  - Collection development – continued (R)evolution
  - Managing locally created content
  - Creating/reformatting content
  - Partnering with publishers, authors etc
- **Cultural icon**
Librarians for the future

• Flexibility
• Mind shift – probably regularly
• New positions
• Changed positions
• New skills – constantly
• Embedded in faculty, community
• Collaborative and supportive work environment
• Liblisher or pubrarian
Thank you!
Gracias!
Obrigado!
Xie Xie!