New Frontiers in International & Comparative Studies in Library & Information Science Research:
A Focus on Services versus User Needs
LibAsia 2015 Conference Chair Address

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Introduction

- Globalization has led to fast technological advancement & expanding user information needs.

- Comparative research in Library & Information Science (LIS) in the last decade:
  - reflected a wide spectrum of backgrounds, interests, issues & agendas;
  - broaden understanding of LIS problems;
  - offer opportunities to look at theories & practices of LIS in different countries;
  - "do a world of good";
  - beneficial to a wide range of stakeholders, e.g., librarians, educators, researchers, learners, policy makers, general public users, etc.

Outline

- Provide an overall & yet comprehensive view on pressing issues related to global comparative LIS research:
  - focus on **service provision versus user needs**.

- Analyze & compare the service providers on their policies, professional education & management of varying types of LIS organizations
  - academic, special, performance, music, school, public libraries …

- Contrasting on LIS services & needs of varies types of users with various **needs:**
  - learning, teaching, research, culture, entertainment, etc.
  - different services means - mobile, online, venues, etc.

Current Projects – Special Libraries

Music Librarianship – upcoming book

Book to be published by Rowman & Littlefield

Keeping Scores: Conversations with Leading Orchestra & Opera Librarians

Based on a series of interviews with various of performance music librarians working for different leading symphony orchestras & opera companies worldwide.

Librarians share information on professional skills, knowledge & personality required to supply music to the performers onstage, as well as information to these world-famous performing arts organizations.

Interviewees discuss in details about their professional lives, including their personal stories & working relationships with various legendary conductors, e.g., Claudio Abbado, Simon Rattle, James Levine, Donald Runnicles, Bernard Haitink, Zubin Mehta, Sir Colin Davis, etc.

Interviewees' stories provide a glimpse of the different inside operations & the unique management styles behind the backstage of these internationally renowned performing arts organizations.

Orchestra Librarians from following organizations took part in our research interviews

- The Metropolitan Opera

- San Francisco Ballet

- Los Angeles Philharmonic

- Malaysian Philharmonic

- NHK Symphony Orchestra

- BBC Scottish Symphony

- San Francisco Opera

- Qatar Philharmonic Orchestra

- Berlin Philharmonic

- The Israel Philharmonic Orchestra

- Royal Opera House, Covent Garden

Saving our Local Heritage: Conversations with Special Library Managers & Archivists in Hong Kong

- First volume to by published by City University of Hong Kong Press in July & book launch in Sept 2015.

- <u>Librarians / archivists are NOT glorified filing clerks</u>.

- Second volume in progress.

Aims of the Book:

There are many professional forums for academic & public librarians to share information & resources – allowing them to learn together and from one another. Also to create valuable opportunities for them to share ideas and experiences related to career development.

Whereas, opportunities for professional sharing amongst special library managers seem rather limited. Many archivists & library managers do not have the funding support, or the time, or simply cannot find suitable forums to share their valuable experiences and expertise.

Saving our Local Heritage: Conversations with Special Library Managers & Archivists in Hong Kong

- This book is based on a series of direct face-to-face interviews with different practicing archivists & special library managers in Hong Kong.

- To serve as a reference guide for current students and graduates who are choosing a career in the archival science or LIS profession, i.e., to provide insights into the careers of different types of archivists and special library managers that come with many years of training & professional experiences.

- E.g., for a TV News Station - after all the TV news footages are aired, where would they go? Who is looking after these news footages? How would these footages be arranged, stored and catalogued at a TV news library? More importantly, how should the library be staffed in order to support 24-hour news production routines at a TV station?

Multiple Aims

- Knowledge exchange

- Comparative qualitative studies

- Materials for teaching, MLIS student projects & dissertations

- **Understand requirements of specific domains for in-depth research…**

School / Teacher Librarianship

Research Agendas for School Libraries

- Lo, P., Liu, Kelly K.L., Yu, Connie, & Chiu, D.K.W.(2015). A Research Agenda for the Enhancing Roles and Practice of School Librarians in Hong Kong's 21st Century Learning Environments. *School Libraries Worldwide*, 21(1):19-37.

- Framework Based on American Association of School Librarians (AASL): teacher, instruction partner, information specialist, leader, and programme administrator.

Successful School Libraries
& their Stories in Hong Kong & Taiwan

- Based on a series of face-to-face interviews with school librarians practicing in Hong Kong & Taiwan.

- Sharing their successful experiences & stories of school library programmes & practices.

- Hong Kong 7 chapters already finished.

- First book draft target by summer 2015.

Attitudes & Self-Perceptions of School Librarians in Relations to their Professional Practices: a Comparative Study between Hong Kong, Shanghai, South Korea, Taipei & Japan

- School librarians are not only managers of the school libraries, they are also educators, administrators, teaching consultants, information specialists & information literacy teachers, etc.

- Unfortunately, in many countries, especially in Asia, there has always been a lack of understanding on the parts of the classroom teachers & school administration about the role of the school librarians in the public school system – because of the extremely EXAM-oriented education system.

Aims of Study & Research Questions

- Degrees of job satisfaction – examine & compare their job satisfactions in relations to their professional practices.

- Self-perceptions & professional roles – examine & compare whether they understand & value their own role as school librarian, particularly the teaching & instructional partner role.

- School librarians' professional competency in relations to the amount of resources & technologies available.

- The perceptions of the principals & other classroom teachers towards the school librarians.

Attitudes &Self-Perceptions of School Librarians in Relations to their Professional Practices – Results

Attitudes of the teachers & principals are the factors influencing the success of library services in schools.

- Large library collections would NOT automatically lead to high circulation rates; whereas, instructional interventions
- Active participation in the curriculum & reading programmes of the school librarians were more influential factors in this regard.

Key factors contributing to job satisfaction of the school librarians, regardless of regions :

- Optimistic career paths, compatible professional status, well-matched employment terms and conditions,
- Positive attitudes & support from school principals and teachers are no doubt the most important

Job satisfaction and the quality of library programs were to some extent interrelated to each other.

Attitudes &Self-Perceptions of School Librarians in Relations to their Professional Practices – Results (2)

- In Japan & Shanghai, results also reflected that teachers & principals are not familiar with the range & level of services that can be provided by the school librarians.

- The findings of the survey might be discouraging for certain regions, but they are important for LIS research
  - provide school administrations & stakeholders a better understanding of the importance of job satisfaction amongst the school librarians.

- It is unwise to remain unchanged & keep our focus on competing for excellent public examination results.

- As a result, we should voice our concerns that their roles are status have been neglected by the authorities & stakeholders.

The Availability & the Use of Comic Books in School Libraries: a Comparative Study Between Hong Kong, China, Taiwan & Japan – Project in Progress

- To what extent do comic books suggest about the importance of free voluntary reading?

- Via the use of comic books, how are we to incorporate free voluntary reading amongst the school library programmes?

- What are school librarians' & teachers' perceptions towards the use of comic books for learning purposes?

- With the use of comic books, what else can we do to promote reading, model reading, & help students see its value and enjoyment?

Academic Librarianship

Learning with Smartphones: Higher Education Students' Experiences & Practices

- Aims to provide an overview of LIS students' actual experiences in using mobile phones or smartphones for study & learning purposes & their perception towards the usefulness and effectiveness of mobile phones for learning in general.

- The study focused on LIS undergraduate & graduate students from the University of Hong Kong (HKU), the University of Tsukuba from Japan (UT) & Taiwan National Normal University.

- Presentation at M-Library conference 2014 (qualitative).

- Presentation at this conference - quantitative result.

- 2 journal papers under review.

Research Questions

- How do LIS students use mobile phones or smartphones in their everyday lives?

- Do LIS students use mobile phones or smartphones for learning purposes?

- Do LIS students use mobile phones or smartphones to access LIS services for leaning purposes?

- Do LIS students at HKU & UT differ in using mobile phones or smartphones for learning purposes?

Smartphone Usage Results

- Participants use smartphones for communication, socializing, & entertainment
  - reading comics, novels or news, listening to music, watching movies or playing games.
  - quick daily information searches.

- Learning related activities
  - discussing assignments, accessing resources and news from the learning platforms
  - checking course emails, etc.

- Study participants differ in their usage of mobile library services, where some use them occasionally while others never do.

Smartphone Usage Results (2)

- Students do NOT use smartphones for serious learning like reading academic materials or writing papers
  - search for academic resources that they can email to themselves for reading later on a computer.
  - Reason 1 - the screen is too small - difficult to read, type and edit.
  - Reason 2 - mostly used *on-the-go,* in environments not suitable for academic learning.

E / M / or Print?

- Pilot study on e-magazines

- Comparing e-book aggregators

- Another related study on mobile website usability issues

- 3 journal papers in progress

M-Learning: the Use of Mobile Devices for Learning in Formal & Semi-Formal Settings Project in Progress

- Comparative study between Taiwan National Normal University, University of Hong Kong, University of Vienna, University of Tsukuba, …

- Comparison by major / levels of study …

- Comparison with distance learners (HK Open U), community college students (HKU SPACE), and learners in art / music (HK Academic of Performance Arts, HK Design Institute) …

- If you want to join us, please let us know

Why Librarianship?

1. **A Comparative Study between University of Tsukuba, University of Hong Kong, University of British Columbia & Shanghai University**

2. What were the differences in demographics (especially education & occupational backgrounds prior to attending the MLIS programme) amongst the MLIS students at the 4 universities?

3. What were the differences in the career motivations & preferences of the LIS students amongst 4 different universities?

4. How do social, study & work environment factors explain these differences?

5. One journal paper under revision, one in progress

Results

- Students choosing to enroll MLIS programmes were still predominately female.

- Both HKU & UBC had the largest number of students with graduate-level qualifications prior to entering the MLIS programme.

- Students at HKU & UBC tended to vary more widely in terms of their educational & occupational backgrounds.

- For majority of HKU & UBC respondents, the decision to obtain a professional qualification in LIS was driven by the desire to maximize the benefits of their career change or career advancement.

- Majority of respondents at the UT and SHU did not have a job or much working experience prior to entering the MLIS programme, suggesting a majority of them enrolled the MLIS programme immediately after completing their UG degrees.

Conversations with Leading Library Directors

- Based on a series of face-to-face / Skype interviews with different libraries of leading academic / public libraries….

- Library directors sharing their distinctive management styles, successful stories, challenges faced in the face of rapidly-changing technological developments, end-user expectations, government policies in different regional & cultural contexts.

General Public's Perceptions towards a National Library's Roles in Building the National & Cultural Identities of a Nation:

a Comparative Study between the National Diet Library (Japan); National Library of China & the Taiwan National Library

Project in Progress

Information Needs & Behaviour Amongst Athletes, Musicians, Learners & Other Professions

The Use of Social Media for Learning Japanese Language (in China)

- Zhang, Qiudi, Huang, Biyun, D.K.W. Chiu, Ho, Kevin K.W. (2015). Learning Japanese through social network sites: A case study of Chinese learners' perceptions. Micronesia Educators. *To appear*.

- Qualitative pilot study of foreign language learners
  - Learner's motivation - Japanese culture, entertainment industry, work, study, learning materials sharing
  - Reasons choosing different SNSs – Convenience, Risk-free learning environment, platform loyalty
  - Shortcoming of SNSs (diversified view) – distraction, lack of professional materials
  - Perceived learning outcomes
    - no too much about grammar or vocabulary
    - more knowledge about Japan in general, rather than learning the language

- Expand to quantitative scale study in HK, Taiwan, etc.

The Use of Social Media for Music Learning, Teaching & Promotion

- Qualitative and quantitative study in HK in progress

- Expand to other cities

- More coverage on difficult types of music

The Use of Mobile Devices / Social Media for Teaching/Learning Traditional & Modern Martial Arts

- Motivated by the interview with the HK Martial Art Association

- Project in Progress

Use of Mobile Devices Amongst Professional & Semi-Professional Athletes for Accessing Library Resources

- Motivated by our interview with the HK Sports Institute

- *Project in Progress*

Other Technology-related Topics

Service Science Application to LIS

- Service / marketing / HR approaches in libraries / education / information organizations, e.g., service gap models

- Information provision for Services / Customer Relationship Management

- Reputation and services (especially in social network concepts)

- Any topics related to **International Journal of Systems and Service-Oriented Engineering (IJSSOE)**
  - **http://www.igi-global.com/journal/international-journal-systems-service-oriented/1155**

Social Network / Media / Mobile / Ontology / Big Data / Cloud …

- Education – music, culture, language, …

- Library / museums / archives

- Information / knowledge/ process management

- Music / Ethnomusicology

- Tourism

- Religion

- Marketing / business / services

- Arts / literature

- Social work / politics / law

Summary & Outlook

- Many interesting cross-disciplinary topics, each having multiple facets & possible focus

- Involve domain-specific users and knowledge – mostly rooted from **users**

- Practical and useful for libraries, educators, policy makers …

- Extensions to other information / business organizations

- Many topics have high potential is expansion of scope & coverage

- Call for collaboration / research students

Questions and Answer

Thank you!

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