

New services, roles and users: challenges for the university library

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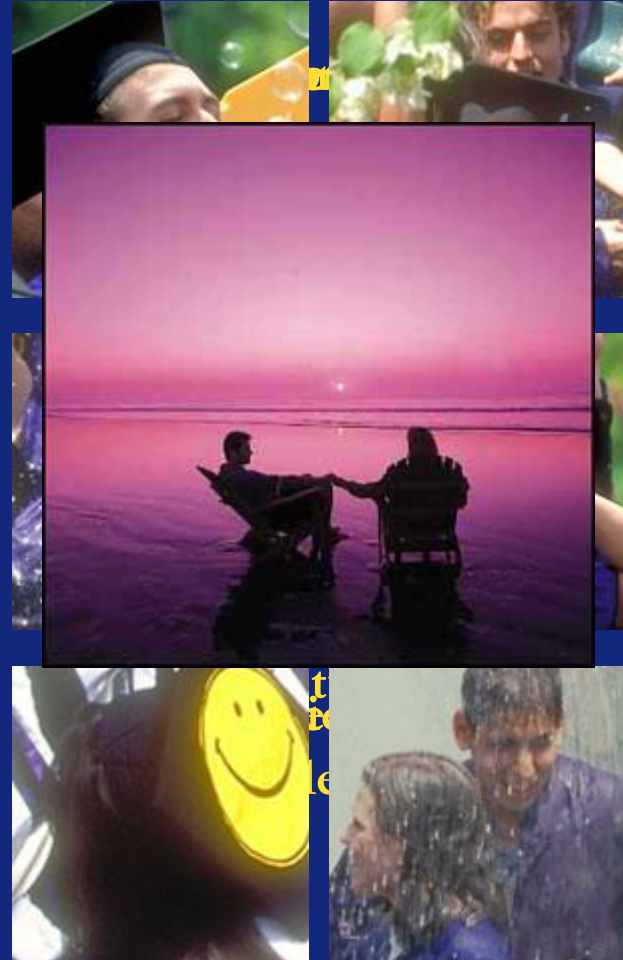
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The hard work of libraries

- Introduced new services & technologies
- Never made as much content available as now
- Usage is up
- Operations more efficient & effective
- Appreciation

→ Library life IS good



Yet ... we notice fault lines

- Information flood / overload

Libraries (can) handle only fraction of info flood

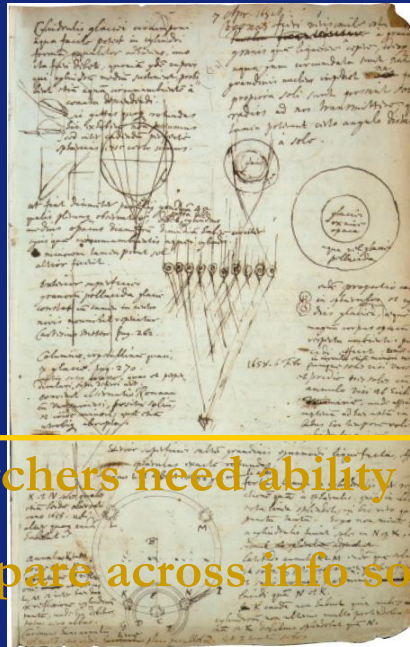
Can scientists manage own production of data, test results, notations, drafts, ...?

Supporting research or documentation of validated research?

Researchers also experience info overload as consumers

Researchers need ability to:

- compare across info sources
- determine quality, credibility & accuracy
- know what is available that is relevant



Yet ... we notice fault lines

- Information flood / overload
- Variety information objects
- Changing demands in research & learning

Most libraries collaborative;
Users work more and more
interpractical (definitive);
outside library (physical and
virtually) competitive;
virtual) space:
defined, managed research
Need to deal with
the support projects, digital
versioning, complex objects,
(data analysis),
long-term preservation

Libraries content badome
Influx e-environments (e-
formation needs, e-specific
learning, student portfolios)
and e-science environments
& related data creation
(generates 'pervasiveness')
without dealing with policy,

And e-science availabilitys are
demand differentiation' related
Different communities/
disciplinary cultures &
services settings standards
impact on e-environments
more supportive/active in
learning and research



Different disciplinary cultures

- **Embeddedness in physical locales** (high energy physics)
- **(Non-)visual orientation** (law - molecular biology)
- **Data and model driven disciplines** (sociology, economics)
- **Pace of discovery** (fast: medicine; slow: mathematics K theory)
- **Collaborative culture** (yes: medicine; no: history)
- **(Non-)cumulative knowledge production** (Slavic studies - Papyrology)
- **Publishing tradition in discipline**
- **Discipline-wide uniform method, style and paradigm** (empirical social research; european studies)



Yet ... we notice fault lines

- Information flood / overload
- Variety information objects
- Changing demands in research & learning
- Off-web / On-web
- Transparency → Opaqueness of scholarly information landscape

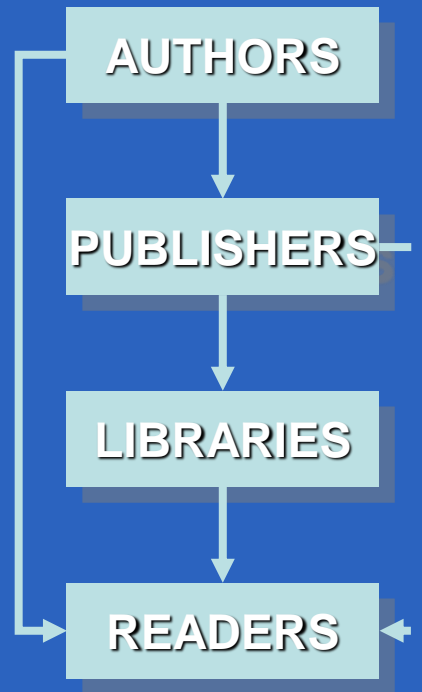
Marginalized when info remains locked up in compartmentalized, off-web systems

If it's not in Google, it doesn't exist



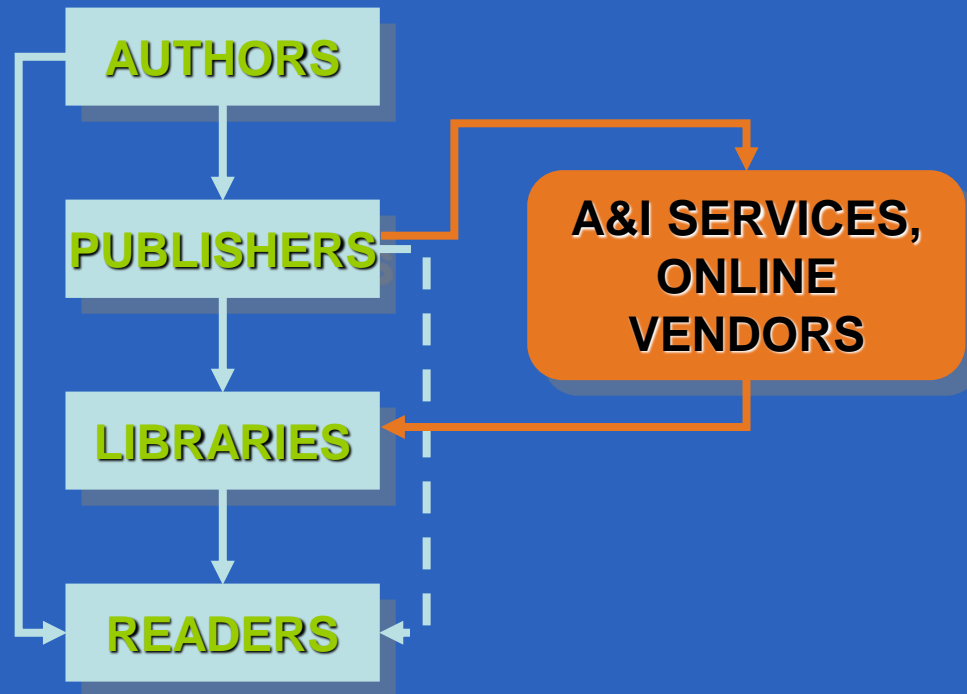
Yet ... we notice fault lines

Information Supply Chain Historical



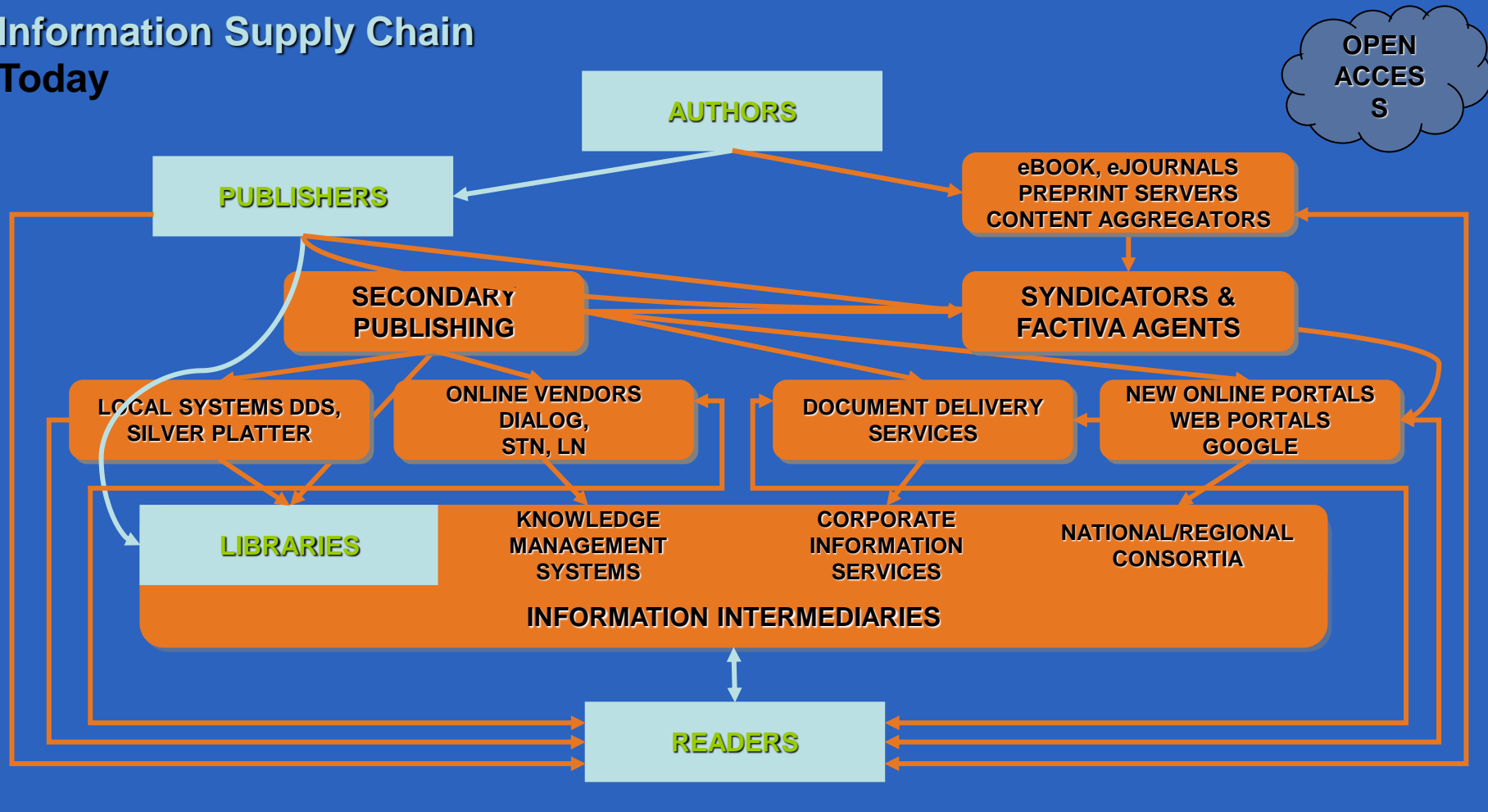
Yet ... we notice fault lines

Information Supply Chain Early Online Impact



Yet ... we notice fault lines

Information Supply Chain Today

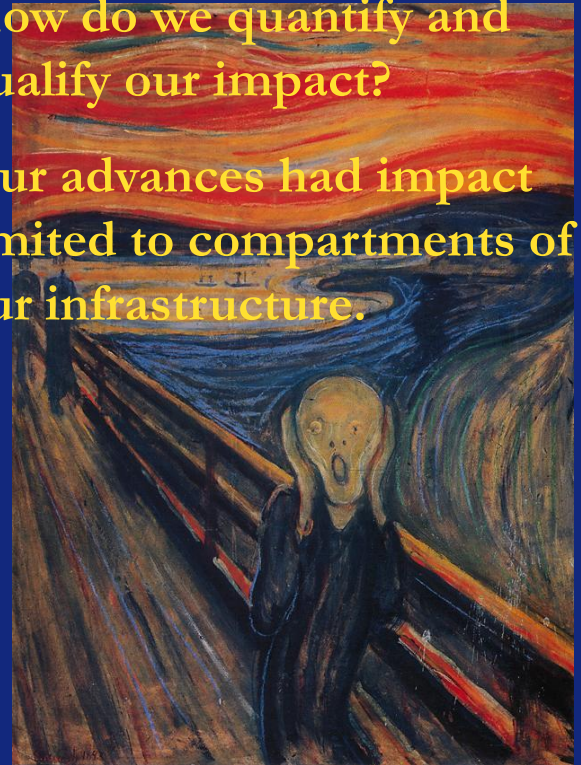


Yet ... we notice fault lines

- Information flood / overload
- Variety information objects
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- Off-web / On-web
- Transparency → Opaqueness of scholarly information landscape
- Difficulty grappling with ROI: reallocation of resources

How do we quantify and qualify our impact?

Our advances had impact limited to compartments of our infrastructure.



No one said this was going to be easy, but sometimes ...



Which steps can we take?

- Unravel our integrated library systems
- Make metadata & data work
- Work with Google, Yahoo, Amazon, ...
- How do our users work, study, do research?
- Unlock resources for web services
- New services & roles

OpenURL is a good starting point, but it is not a complete solution. It is a simple protocol for linking to resources, but it does not provide a rich controlled vocabulary or a way to integrate the services that will be used and funded? Really good work has been done with OpenURL, OAI-PMH, ...

Google Scholar is a search engine that provides a wide range of services, but it is not a complete solution. It is a simple protocol for linking to resources, but it does not provide a rich controlled vocabulary or a way to integrate the services that will be used and funded? Really good work has been done with OpenURL, OAI-PMH, ...

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Which new services & roles?

- But: 're-packaging' services



Which new services & roles?

- But: ~~'re-packaging'~~ 're-engineering' services
 - paper clinics
 - integration digital library in user's work environment
 - information literacy
- ➔ Define precisely library's target audiences
- ➔ Investigate their needs: knowledge on how they work, study, do research, ...
- ➔ Re-engineer library's services more to their needs, esp. where library can make big impact



Which new services & roles?

Ambition: cover complete information chain?

- **NEW: Repositories**
- **NEW: Digital curation**
- **NEW: Support e-publishing**
- **NEW: Support e-learning**
- **NEW: Digital rights management**
- **NEW: Metadata expert centre**
- **NEW: Use platforms that students use to deliver some of our services (podcasting, ...)**
- **NEW: ...**



Which new services & roles?

- Has profound implications for organisation & its culture and for staff's skills & competencies
- Some components are in place:
 - Libraries privileged close relationship / proximity with faculty and students
 - Information management expertise, service oriented, trusted party
 - Invested substantially in IT staff & know-how
 - DL R&D and investments have yielded important building blocks: OpenURL, SRU/SRW, OAI-PMH, ...



Ex.: Repositories

- Institutions (libraries / research groups / ...) are starting to unlock resources (data) & are building services
- How will this impact libraries?
- Repository = managed data on which a set of services is built
 - ✓ Theses & dissertations
 - ✓ Scholarly output
 - ✓ Learning objects (materials)
 - ✓ Raw research data
 - ✓ ...

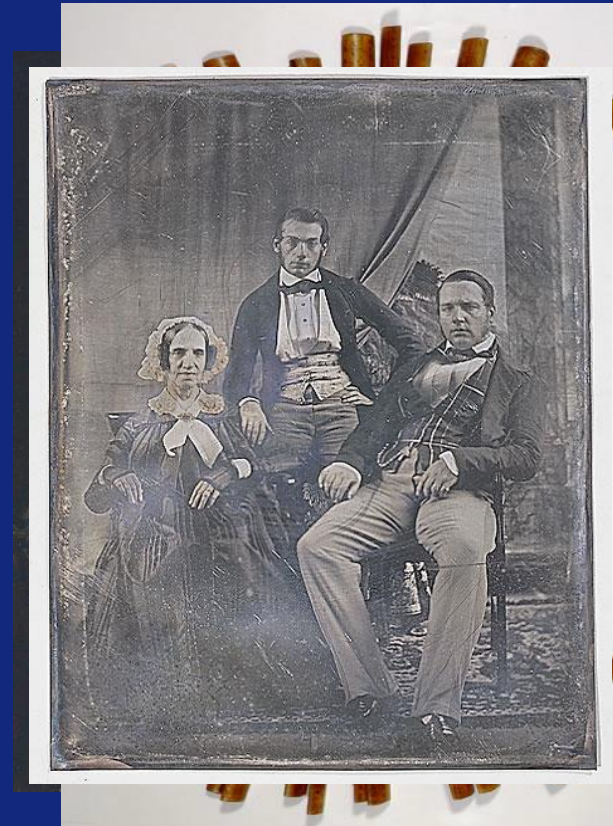




A "Cosmic" View of the
Repositories Space
(Wheel of Fortune)

Trad. library role # apply

- Collect vs. purchase
- Disseminate vs. hold
- Preserve uniquely vs. save collectively
- Internal vs. external
- Acquisitions & operation become service points
- Involved with different set of university-wide policies
- Different relationship & conversations with faculty
- New partners



Issues

- **How do we manage this change? (library, university, staff, ...)**
 - (-) Thrown dissemination of research results over the fence (# outsourcing)
- **How do we develop business cases that can sustain these developments in various stages?**
 - (-) Citation and impact factor fetish
 - (-/+) Reaction to present model
 - (+) Vision of the possibilities new research environments (~ E-science)
- **This is more than an alternative to commercial journals**
- **Environments for the creation of new knowledge**
- **University, research culture impedes/encourages?**



DARE initiative (Netherlands)

http://www.theregister.co.uk - Dutch academics declare research free-for-all | The Register - Microsoft Internet Explorer

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Dutch academics declare research free-for-all

By [Jan Libbenga](#)
Published Wednesday 11th May 2005 13:06 GMT

Scientists from all major Dutch universities officially launched a [website](#) on Tuesday where all their research material can be accessed for free. Interested parties can get hold of a total of 47,000 digital documents from 16 institutions the Digital Academic Repositories. No other nation in the world offers such easy access to its complete academic research output in digital form, the researchers claim. Obviously, commercial publishers are not amused.

DAREnet was already launched about a year ago, but for demonstration purposes only. The €2m DARE programme - a joint initiative by all the Dutch universities, the National Library of the Netherlands, the Royal Netherlands Academy of Arts and Sciences (KNAW) and the Netherlands Organisation for Scientific Research (NWO) - harvests all digital available material from local repositories, making it fully searchable. Aside from bibliographical information, the content can be full text, or even audio and video files.

The initiative is clearly not welcomed by commercial scientific publishers such as Elsevier Science. Increasingly, universities complain about the high cost of scientific journals and many argue that the research results should be distributed freely or at significantly less cost to library subscribers.

In Hungary, financier and philanthropist George Soros is also backing a new [effort](#) to provide free and unrestricted access to scientific and other academic literature. @

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Challenge to libraries

**Who can deliver this new research environment?
Content and searching are just basic.**

Rather it is those organizations which can:

- **Filter and select**
- **Structure the content**
- **Integrate variety of relevant content**
- **Provide the essential information at the right time**
- **Provide a context – ‘a sense-making’ tool**



Challenge to libraries

Talk with users regularly

Start thinking creatively, client-centered and strategically about re-engineering our services

Collaborate with other libraries, but also build partnerships with other organisations & companies

And yes, technology is the driving force!



challenges

University Library today

