

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

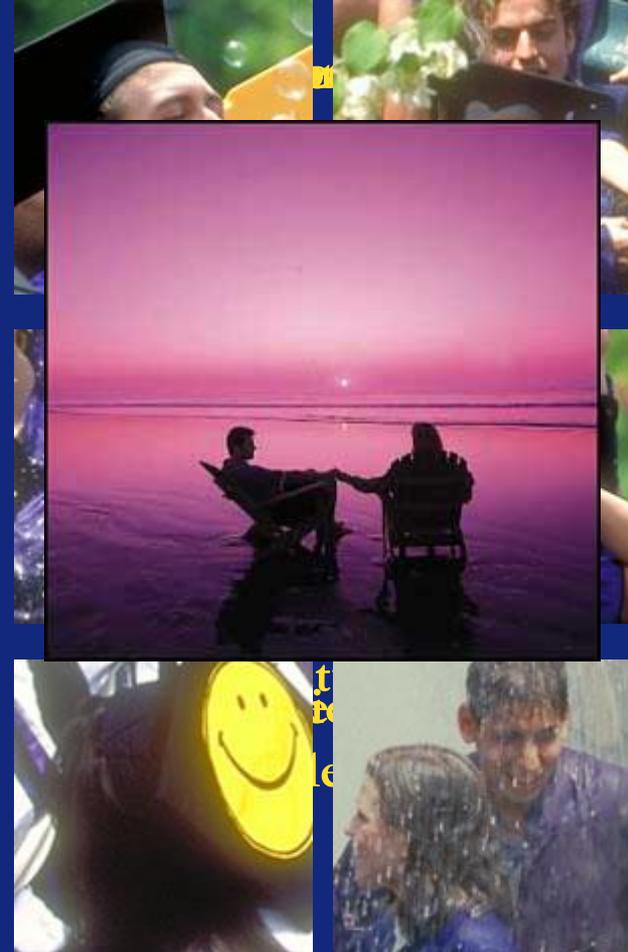
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Leiden University, The Netherlands



# 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

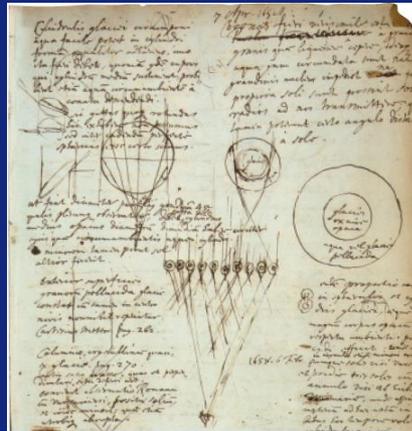
- Information flood / overload

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 collaborate; Users work more, and more in practical (definitive); outside library (physical and virtual) space; increasingly competitive; defined, managed research Need to deal with the support projects, digital versioning, complex objects, (data analysis), long-term preservation

Library content badome Influx e-environments (e- forward needs for specific learning, student portfolios) and e- quality & environments & related data creation (generable pervasiveness) without dealing with policy,

And e- firm availability, are demand differentiation' related Different communities/ disciplinary cultures & services needs to 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

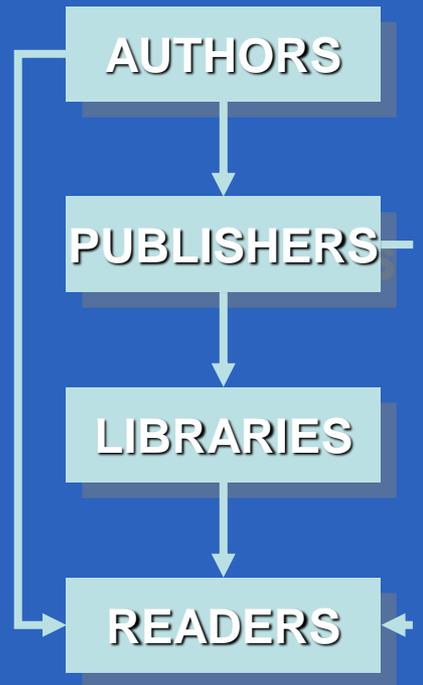
Marginalized when info remains locked up in compartmentalized, off-web systems

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



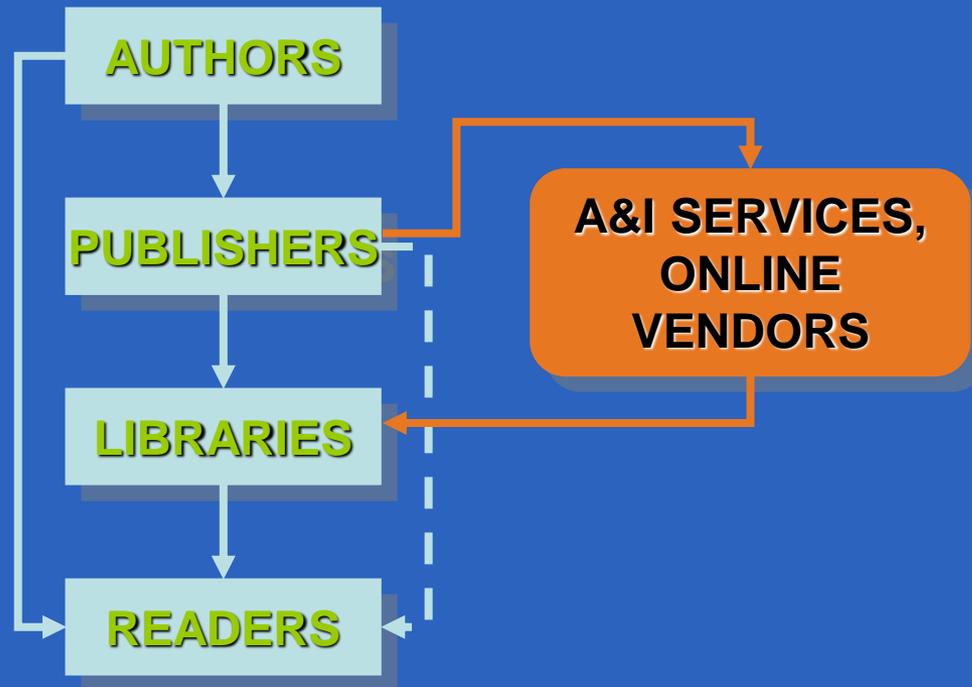
# Yet ... we notice fault lines

## Information Supply Chain Historical



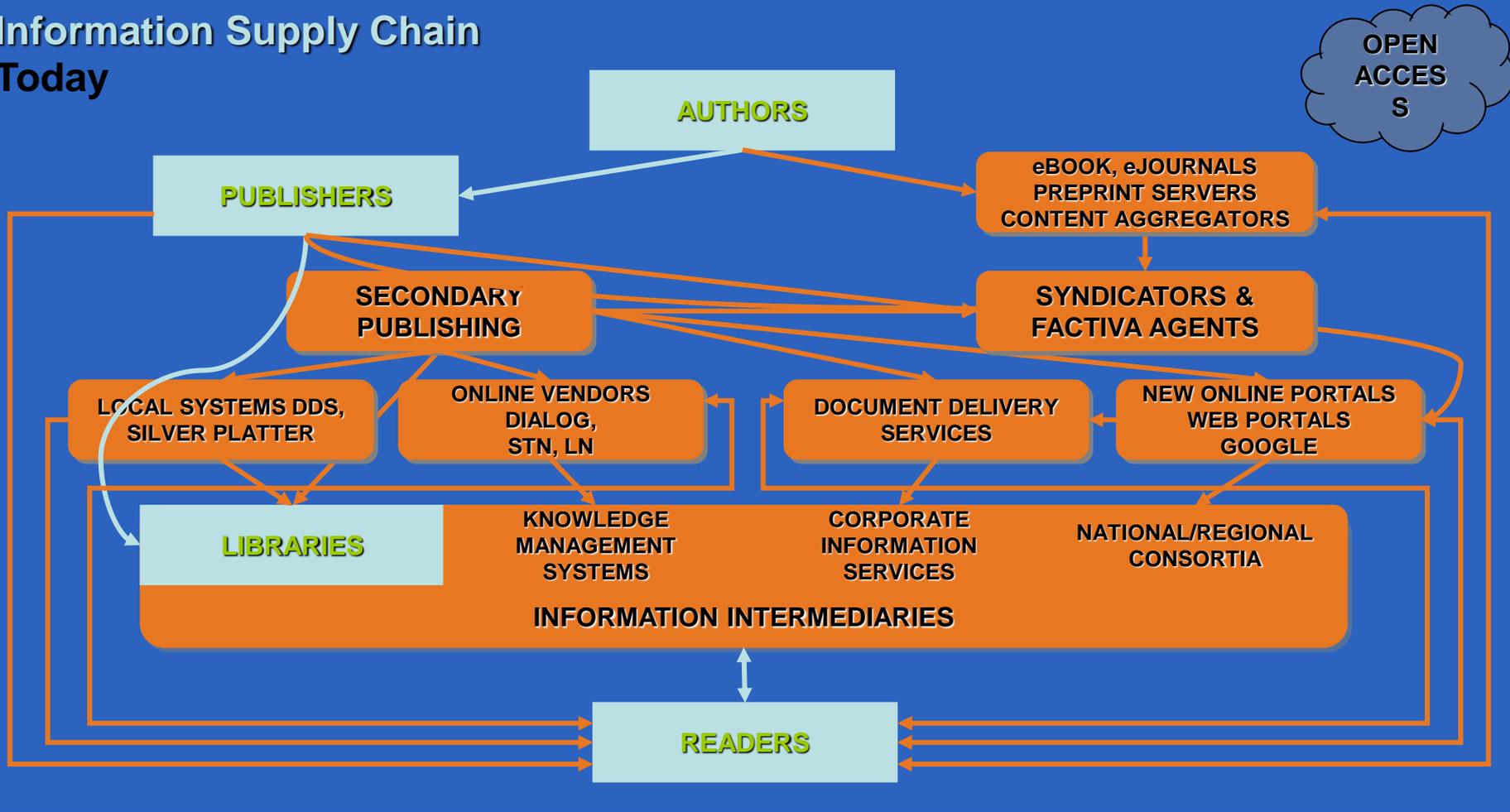
# Yet ... we notice fault lines

## Information Supply Chain Early Online Impact



# Yet ... we notice fault lines

## Information Supply Chain Today

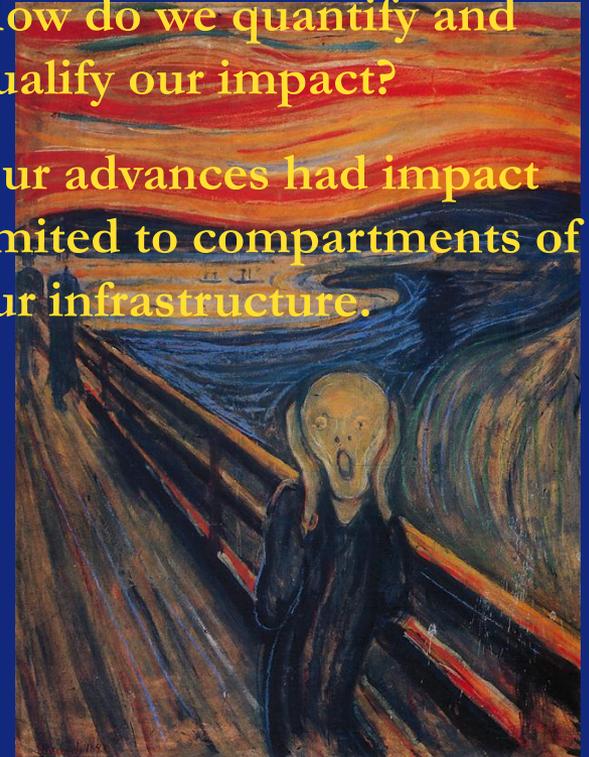


## Yet ... we notice fault lines

- Information flood / overload
- Variety information objects
- Changing demands in research & learning
- 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 the only one that is currently  
 doing this kind of work. It is a  
 Google scholar like search a  
 work service.  
 But few sophisticated &  
 Google like, functionally,  
 Smart users for a hard data (2  
 strategically. the Access wise)  
 increase the investigated  
 approach to provide a rich  
 controlled vocabulary  
 Who can create the services  
 functions)  
 that will be used and funded?  
 Really good work has been  
 done with OpenURL, OAI-  
 PMH, ...



# 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?

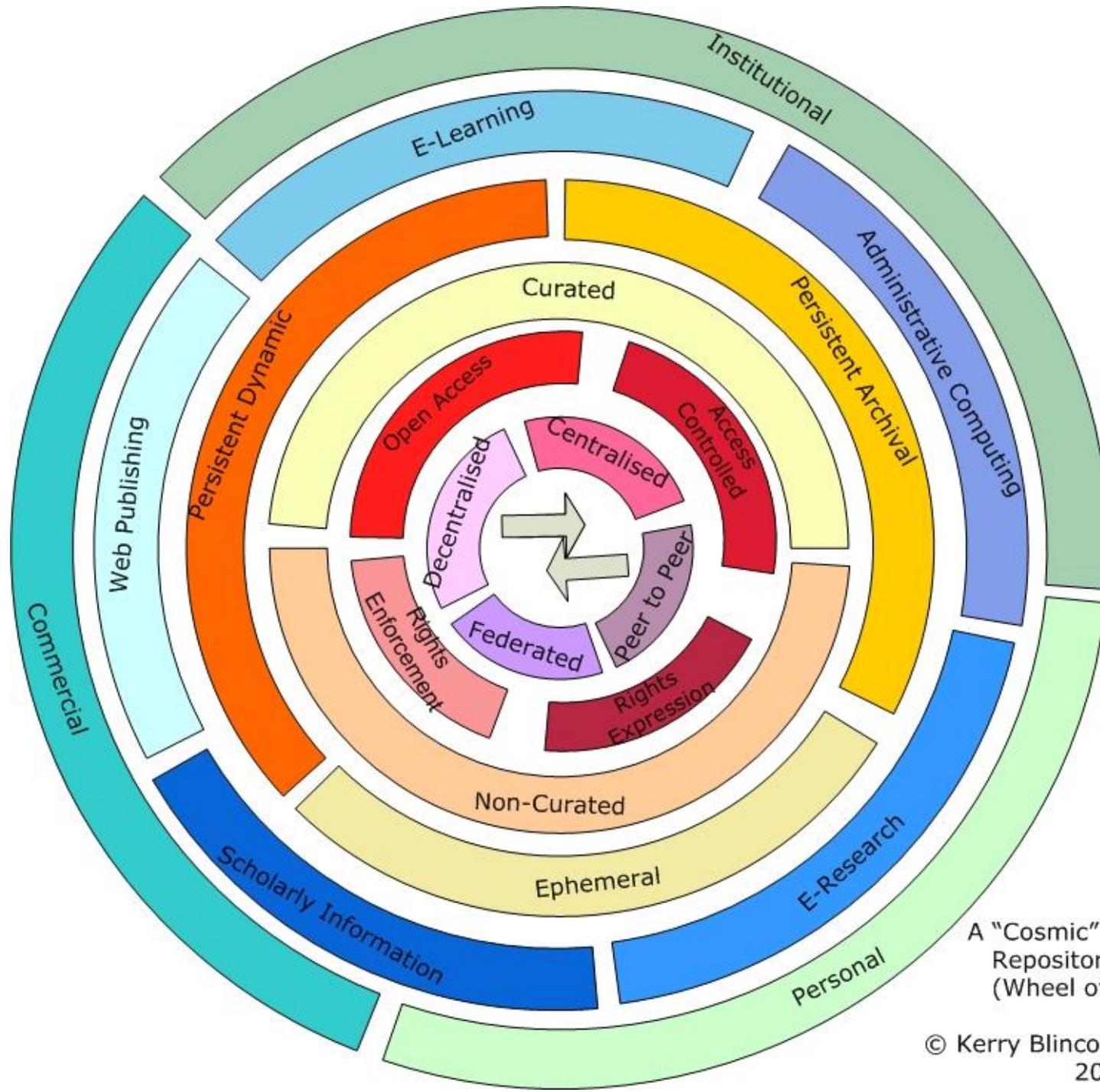
- Has profound implications for organisation & its culture and for staff's skills & competencies
- Some components are in place:
  - Libraries privileged close relationship / proximity with faculty and students
  - Information management expertise, service oriented, trusted party
  - Invested substantially 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**
  - ✓ **...**

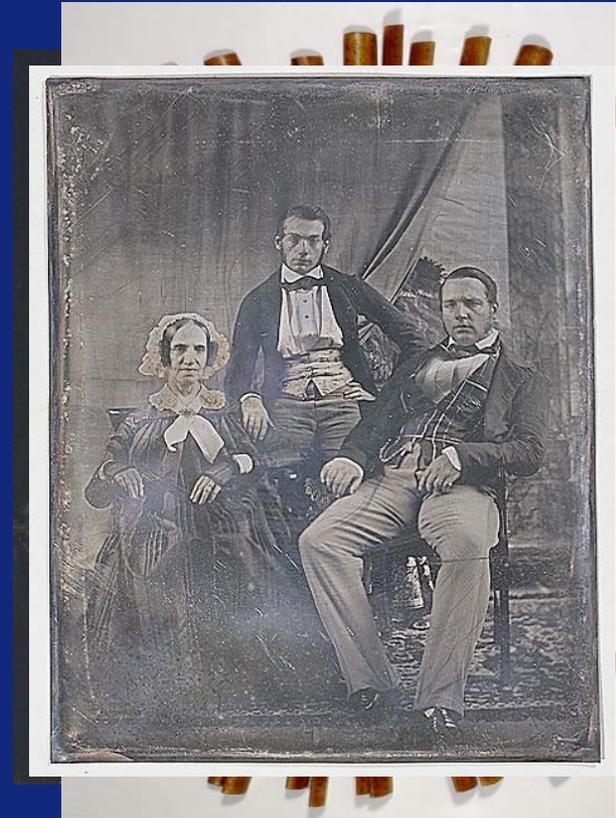




A "Cosmic" View of the Repositories Space (Wheel of Fortune)

## 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)

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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

