How we help users discover knowledge: Online Themed Book Exhibition

Pacific Rim Research Libraries Alliance 2025 Annual Meeting

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4 Conclusion

1

Introducing
Seoul National University Library

Part 1

Seoul National University

Established in 1946,
Relocated to Gwanak in 1975

Facilities

5
Campuses

87
Departments

81
Research Institutes

People

35,272
Students

6,397
Faculty

396,940
Alumni

Part 1

Seoul National University

Located at the foot of Gwanak Mountain, SNU campus brings together luscious nature and state-of-the-art academic facilities.

SNU is fulfilling a role as a Creative Knowledge Community

Seoul National University Library

Main Building

- Completion year: 1975
- area: 30,506m^2
- Number of floors : 6 floors
- Function : Collection-oriented

Kwanjeong Building

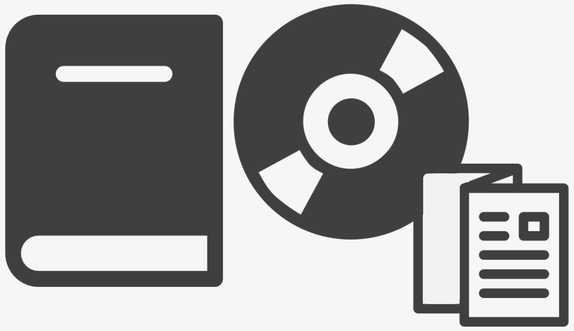
- Completion year: 2015
- area: 27,245m^2
- Number of floors : 8 floors
- Function: User friendly spaces-oriented

9 Branch Libraries

- Social Sciences Library
- Business Library
- Agriculture and Life Sciences Library
- Veterinary Medical Library
- Music Library
- Medical Library
- International Studies Library
- Dental Library
- Law Library

Introducing Seoul National University Library

History of 78 years



5.3 million volumes of books &
470,000 types of journals

State-of-the-art
Systems & Services

SNU Library will aim to fulfill its mission of becoming a leading knowledge hub and a source of inspiration for creative thinking, complying with the high academic standards of Seoul National University.

2

Introducing
Online Themed Book Exhibition

Part 2

Introducing Online Themed Book Exhibition

Focusing on Academic Book Curations

책으로 들여다보는 도서관 이야기
Library

책으로 들여다보는 헌법의 가치
Constitution

책으로 들여다보는 건강한 정신과 삶
Mental Health

책으로 들여다보는 서양사
Western History

책으로 들여다보는 인간과 동물의 관계
Human-Animal Relationship

책으로 들여다보는 인공지능과 자연지능
AI(Artificial Intelligence) & NI(Natural Intelligence)

책으로 들여다보는 기후경제학
Climate Economics

책으로 들여다보는 예술
Art

책으로 들여다보는 데이터과학
Data Science

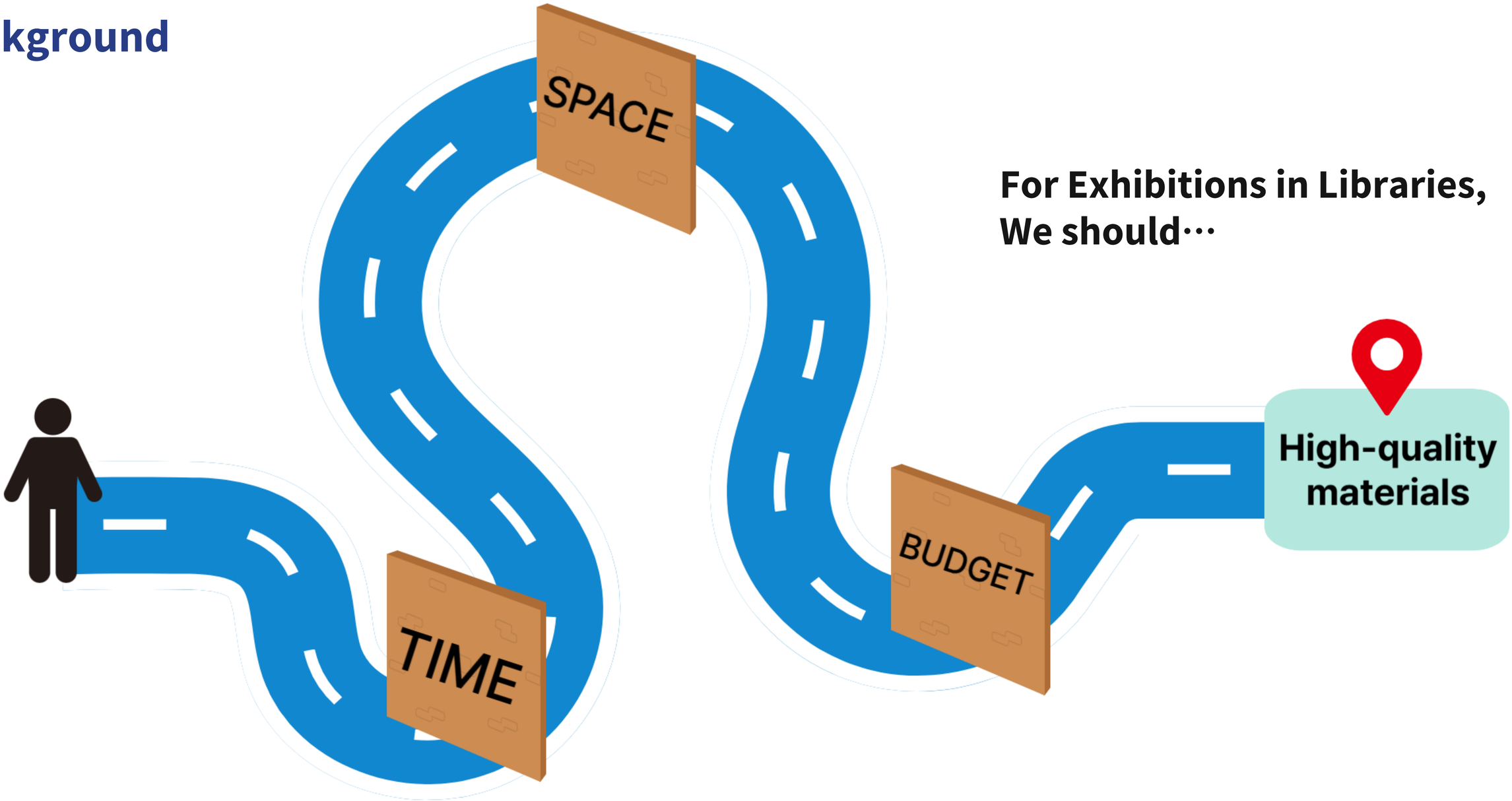
책으로 들여다보는 한류
Hallyu(Korean Waves)

책으로 들여다보는 수학의 길, 경계를 허문 수학자
Mathematics

책으로 들여다보는 누리호
Nuriho

Part 2

Background



For Exhibitions in Libraries,
We should…

Online Themed Book Exhibition is

Theme

Selected by Librarians

with Timeliness and Academic Value

Books

Curated by Subject Experts

with Explanatory Texts and Quotes

Online Exhibitions

On the Library Website

with Reference Materials

Part 2

Introducing Online Themed Book Exhibition

SNU Central Library Website

→ Collection

→ Online Themed Book Exhibition

https://lib.snu.ac.kr/collection/online-themed-book/

책으로 들여다보는 도서관 이야기

책으로 들여다보는 헌법의 가치

책으로 들여다보는 건강한 정신과 삶

책으로 들여다보는 서양사

책으로 들여다보는 인간과 동물의 관계

책으로 들여다보는 인공지능과 자연지능

책으로 들여다보는 기후경제학

책으로 들여다보는 예술

책으로 들여다보는 데이터과학

책으로 들여다보는 한류

책으로 들여다보는 수학의 길, 경계를 허문 수학자

책으로 들여다보는 누리호

Part 2

Current Status of Online Themed Book Exhibition

Date	No.	Title	Theme	Views
2022. 8. 29.	1st	Look into Nuriho through books	South Korea leaps to become one of the top 7 space powers with the successful launch of Nuriho	615
2022. 10. 28.	2nd	Look into Mathematics through books: a mathematician who broke the borderline	The exhibition which helps you understand the mathematics and mathematicians in an easy and correct way	860
2022. 12. 1.	3rd	Look into Hallyu through books	The phase and future of Hallyu	705
2023. 8. 25.	4th	Look into Data-Science through books	Data Literacy, the power which reads the world in a correct way using data	658
2024. 1. 9.	5th	Look into Art through books	Art easily accessible to everyone	341
2024. 2. 29.	6th	Look into Climate-Economics through books	The climate crisis from a climate-economist’s perspective	687
2024. 6. 14.	7th	Look into AI and NI through books	Understanding AI and NI with Brain & Cognitive Sciences	717
2024. 8. 9.	8th	Look into Human-Animal Relationship through books	The inseparable relationship and history of modern human and animals	363
2024. 9. 12.	9th	Look into Western History through books	The rich historical experiences that broadens our insight	346
2024. 12. 19.	10th	Look into Mental Health through books	Mental health tips for a healthy life	317
2025. 2. 11.	11th	Look into Constitution through books	Understanding of the constitution which forms the basis of our lives	469
2025. 4. 15.	12th	Look into Library Story through books	Library stories recommended by librarian to celebrate ‘the day of the library’	539
2025. 6. 19.	13th	Look into Democracy through books	The history, theory and practice of democracy	749

3

Online Themed Book Exhibition Workflow

Part 3

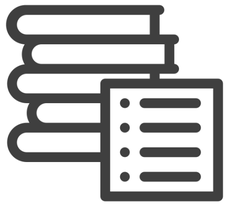
Workflow

1

Select Themes

with Timeliness
& Academic value

2



Curate Books

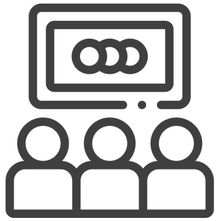
with experts related with
Themes

3

**Organize
Online Exhibitions**

On the Library Website
with Reference Materials

4



Open & Promotion

through Mail, SNS,
Banner, etc.

Select Themes

Timeliness

- to encourage users interest & participation
- Ex) Popularity of K-Culture and contents – Hallyu
  The rise of AI – AI and NI(Natural Intelligence)

&

Academic Value

- to ensure high-quality and consistent use
- Except for easy or peripheral topics
  (traveling, individual celeb, etc.)

Part 3.1

Select Themes

Popularity of K-Culture and Contents – Hallyu

”It is not only a successful example of peripheral soft power but also a vibrant field of theoretical inquiry, extending to discussions of global citizenship shaped by new aesthetic sensibilities and cultural perceptions among youth worldwide.

…to ensure the sustainability of Hallyu, it is essential to go beyond governmental policy or support for cultural industries. Strategic planning must address the values and meanings that a country like Korea—one that has transitioned from a developing nation to an advanced one—produces in the global cultural landscape.”

Professor Hong Seok-Kyeong, department of communication

Part 3.2

Curate Books

Subject Experts

- Major & Career
- Research field
- Books & Interview & Speech materials

Include Insight

Curate 10~15 books which help users understand the topic

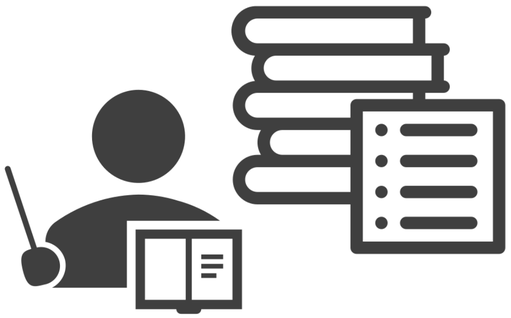
- Not only students in related major, but also users in other fields

Write explanatory texts

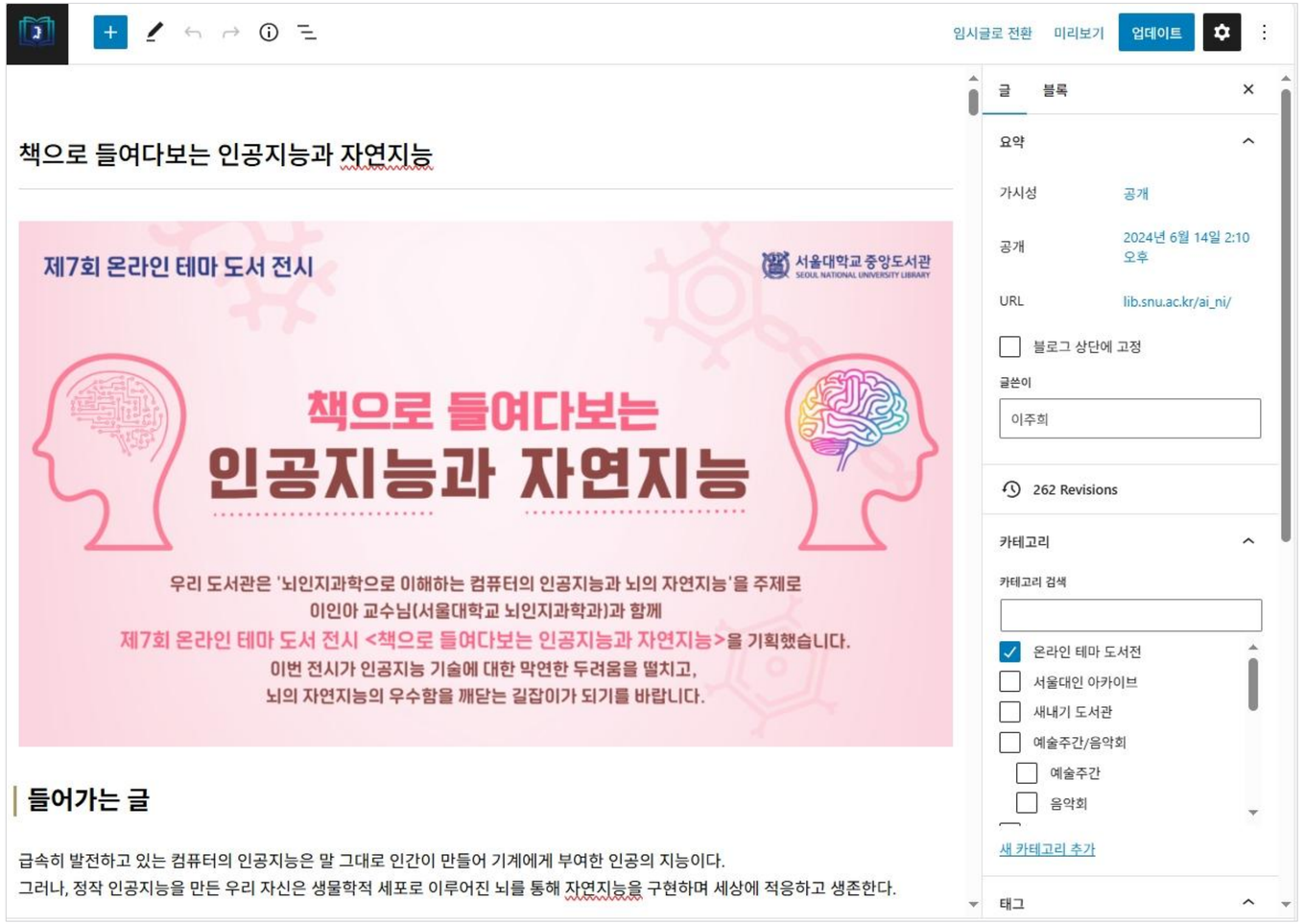
- Introductory text of the exhibition
- Recommendation text of curated books
- Impressive quotes from books

…Within a couple of weeks!

Organize Online Exhibitions

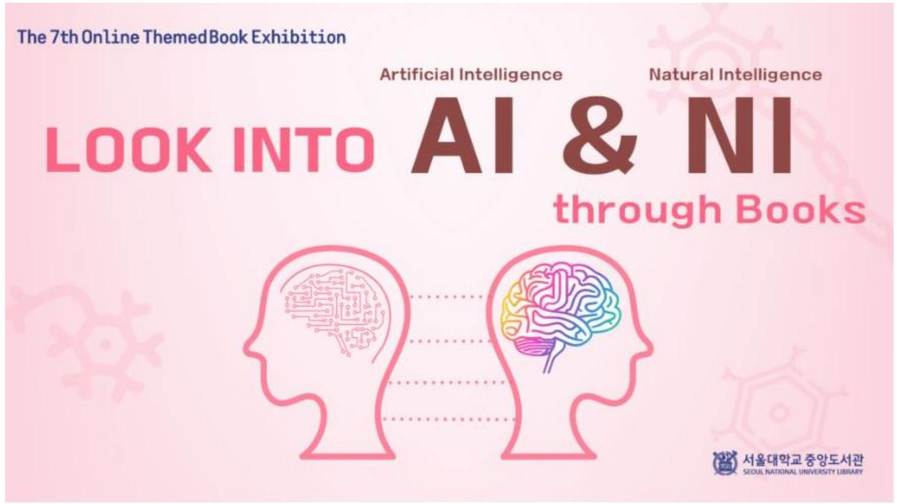


Text and List of Books from Experts



Library Website (CMS: WordPress)

Introduction & Poster



Introduction

The rapidly advancing artificial intelligence (AI) of computers is, quite literally, an artificial intelligence created and assigned by humans to machines.
However, we—the very beings who created artificial intelligence—navigate, adapt to, and survive in the world using natural intelligence, which is realized through the biological cells of the brain.

So, what are the similarities and differences between computer artificial intelligence and the brain's natural intelligence?

In this online themed book exhibition, "Look into AI & NI through books", we aim to introduce books that help readers understand the differences between how machines and the brain learn.
We hope this exhibition will serve as a guide to dispel vague fears about AI technology and help recognize the excellence of the brain's natural intelligence.

- Title: 「Online Themed Book Exhibition: AI & NI」
- From: 2024. 6. 14.(Fri)
- With: Professor Inah Lee, Department of Brain & Cognitive Sciences
- Subject: Understanding AI and NI with Brain & Cognitive Sciences
- Contents: 12 books which help the understanding of AI and NI, related media materials, etc.
- By: the SNU Central Library

Introductory Texts by Experts

Expert Profile

Professor Inah Lee

Professor Lee

Professor, Ph.D.

Inah Lee

Homepage
The Lee Lab at BCS SNU

Awards
Joseph_Jin_Chang Award 2022, from The Korean Society for Brain and Neural Sciences

"Dr. Lee is interested in how the brain remembers episodic events (involving objects and places) and use it for adaptive behavior."

– Department of Brain & Cognitive Sciences Homepage

Education

B.A. Psychology, Seoul National University

M.A. Biopsychology, Seoul National University

Ph.D. Neuroscience, University of Utah

Career

Present)

Departmental Chair, Department of Brain and Cognitive Sciences, Seoul National University

Committee of the SNU AI Research Center

Previous)

2002-2004 Postdoctoral Research Associate, Department of Neurobiology & Anatomy, University of Texas Medical School at Houston

2004-2005 Research Associate, Center for Memory and Brain, Boston University

2006-2009 Assistant Professor, Department of Psychology, University of Iowa

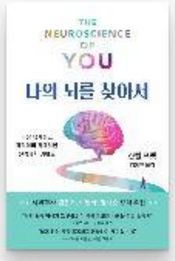
2009-2014 WCU(visiting) Associate Professor, Seoul National University

Curated Books

Recommended Books

If you click the cover image or the title of each book, you can see datailed information about the library's collection.

List of 7 Korean Books



나의 뇌를 찾아서 : 가장 유쾌하고 지적이며 자극적인 신경과학 가이드

샨텔 프랫

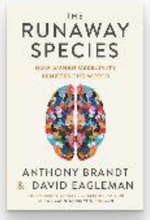
까치 (2024)

Explanatory Texts and Recommendations

The brain possesses a unique singularity — the only one of its kind in the world — and everyone, in seeking to answer the question "Who am I?", naturally wants to understand how their own brain works. Yet most brain & cognitive scientists focus on explaining how the brain operates in general terms, without addressing why my brain is different from others.
In this book, the author speaks with humor and warmth, like a friend who has known you since childhood, offering the comforting and encouraging message: "Your brain is special." As a brain & cognitive scientist, the author carefully explains from the basics why each individual' brain is bound to be unique, grounding the explanation in scientific reasoning.
Considering that the greatest difference between natural intelligence and artificial intelligence lies in the individuality and uniqueness of each person's natural intelligence, this book serves as an excellent introductory guide for understanding that distinction.

❞ The brains create your experiences into your own reality. (p. 67)

Impressive Sentences from Books



The runaway species : how human creativity remakes the world

Anthony Brandt, David Eagleman

Catapult (2017)

In today's era, where there is growing concern that artificial intelligence may encroach upon the realm of human creativity, this book seeks to uncover the roots of human brain creativity within its structure and function. The authors argue that the fundamental principles behind the brain's creative processes are bending, breaking, and blending — three types of information processing — and they introduce rich historical and artistic examples corresponding to each principle. David Eagleman, a Brain & cognitive scientist and Anthony Brandt, a professor of music theory and composition, have joined forces to clearly explain how artistic creativity is grounded in the brain's basic cognitive abilities. This book serves as an excellent introduction for anyone interested in understanding the brain & cognitive scientific mechanisms behind human creativity or in exploring the differences between artificial intelligence and the natural intelligence of the brain.

❞ Bending, breaking and blending – the three Bs – are a way of capturing the brain operations that underlie innovative thinking. (p. 49)

창조하는 뇌 : 뇌과학자와 예술가가 함께 밝혀낸 인간 창의성의 비밀

데이비드 이글먼, 앤서니 브란트

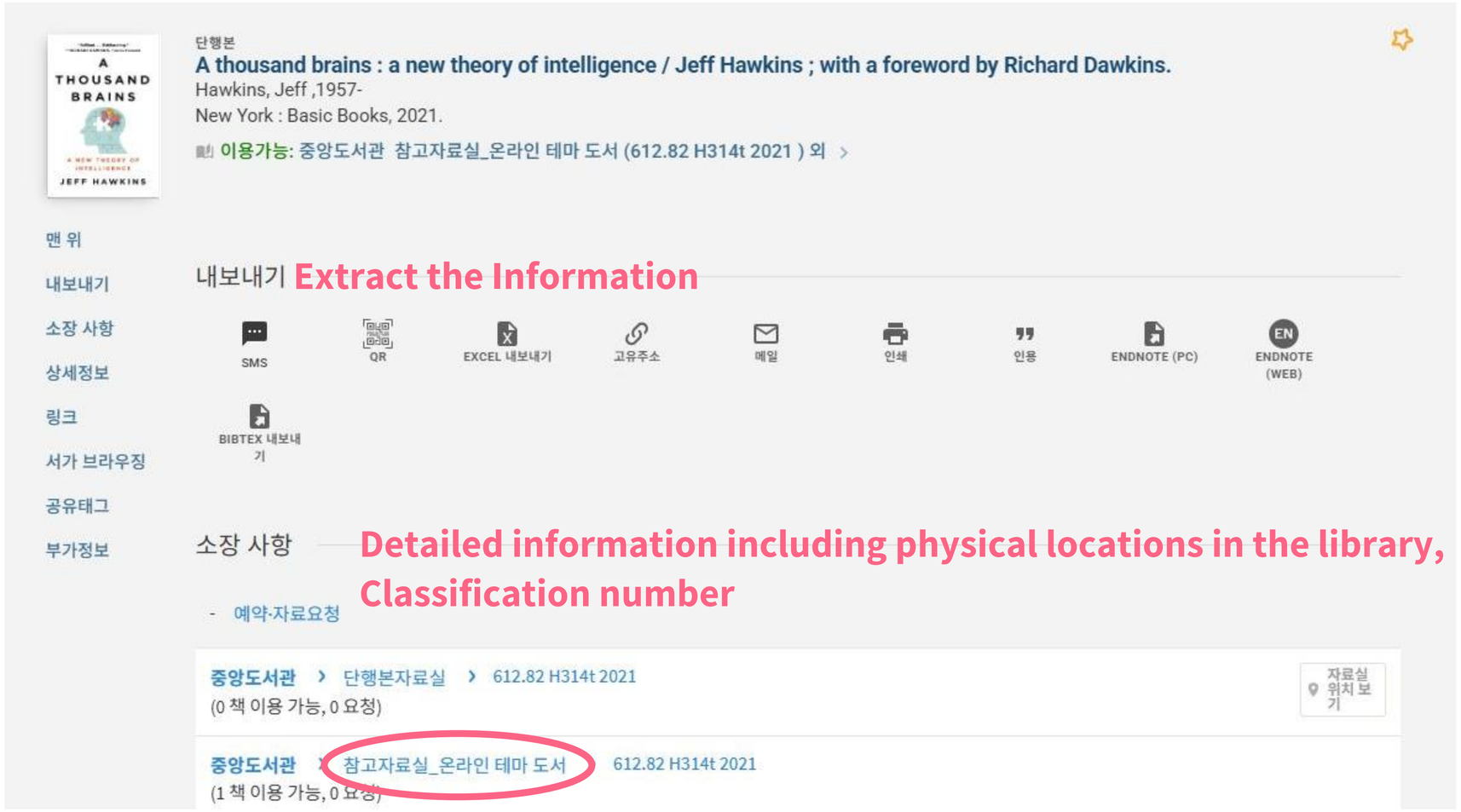
쌤앤파커스 (2019)

The translation of "The runaway species : how human creativity remakes the world by Anthony Brandt and David Eagleman(ⓒ2017)"

❞ 창의적인 사고방식을 연습하다 보면 자신이 아끼는 것을 부수는 일이 얼마나 중요한지 깨닫는다. 혁신가는 무언가를 반복하는 일에 많은 시간을 쓰지 않는다. (p. 223)

Foreign Books and Korean Translations

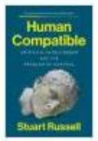
Curated Books are connected to the Books' Detailed Information



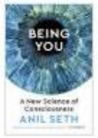
+) We collect all recommended books and place them in one of our library paperback collections!

Related Books
(suggested by ProQuest - Syndetics Unbound)

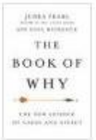
연관 도서
검색한 자료와 관련된 추천 도서



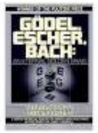
Human compatible : artificial intelligence and the problem of
Russell, Stuart J.
ISBN 9780525558613
suggested by



Being You: A New Science Of Consciousness
Seth, Anil K
ISBN 9781524742874
suggested by



The book of why : the new science of cause and effect
Pearl, Judea.
ISBN 9780465097609
suggested by



G©œdel, Escher, Bach : an eternal golden braid
Hofstadter, Douglas R.
ISBN 9780394756820
suggested by

Online Themed Books Collection

Wide-Ranging Classification Numbers

Loan-available

Reference Materials

Text (Articles, Columns, Journals etc.)

The present state of Hallyu in the world

– Contents

How 'hallyu culture' became mainstream in the UK ⓒDAILY MAIL (2021. 10. 8.)

Hallyu! How Korean culture conquered the world ⓒTHE TIMES (2021. 10. 10.)

From BTS to 'Squid Game': How South Korea Became a Cultural Juggernaut ⓒTHE NEW YORK TIMES (2021. 11. 4.)

Mode : la frénésie K-pop ⓒLE MONDE (2022. 1. 10.)

Can the K-pop boyband BTS ... save the world? ⓒTHE GUARDIAN (2022. 2. 9.)

Meet the stars riding the crest of hallyu, the Korean wave in fashion, art, film and music ⓒTHE GUARDIAN (2022. 9. 24.)

Hallyu! The Korean Wave review – a dazzling historical remix ⓒTHE GUARDIAN (2022. 9. 24.)

Video (Lectures, Debates, Documentary, etc.)

[The 7th Future Strategy Forum] The era of AI, the change of the brain and congition

ⓒPOSTECH

"Before discussing artificial intelligence, we must first understand human cognition and recognize the differences between humans and machines.
Living in the age of artificial intelligence, we constantly find ourselves in situations where we receive various recommendations. ... Another kind of intelligence, the next 50 years — how much will artificial intelligence be able to replicate the functions of the human brain?
In an era where the distinction between artificial intelligence and humans is becoming increasingly blurred, how can we distinguish the roles of humans and AI?

Related Contents in SNU

A story of the abandoned swimming pool 'Yu-Yeong' in Seoul National University

"

I hope this abandoned pool to be remodeled into a resting space with safe entrances, benches, photo-zones, a dance floor, walls for graffiti expression, so that it can be the place for the SNU members and Seoul citizens to take a walk, a place for SNU hip-hop clubs to film and practice dance videos, and a place for K-pop fans to visit.

Interview with Professor Hong Seok-Kyeong, SNU News

Open & Promotion

Mail

[학술]「중앙도서관 제7회 온라인 테마 도서 전시」 개최

중앙도서관 2024.06.19 08:47 [147.46.10.217, Korea, Republic of]
받는 사람: 이주희님

[학술] 「중앙도서관 제7회 온라인 테마 도서 전시」 개최

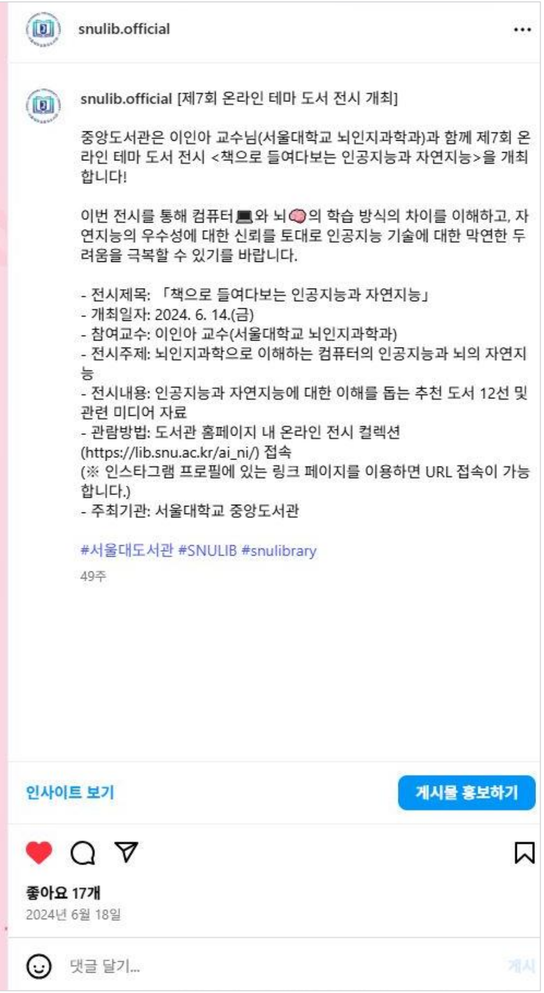
중앙도서관은 이인아 교수님(서울대학교 뇌인지과학과)과 함께 제7회 온라인 테마 도서 전시 < 책으로 들여다보는 인공지능과 자연지능 >을 개최합니다!

아래의 링크를 클릭하면 인공지능과 자연지능을 이해하는 데 도움이 되는 이인아 교수님의 추천 도서를 확인하실 수 있습니다.
<책으로 들여다보는 인공지능과 자연지능> 도서 전시: https://lib.snu.ac.kr/ai_ni/

이번 전시를 통해 컴퓨터와 뇌의 학습 방식의 차이를 이해하고, 자연지능의 우수성에 대한 신뢰를 토대로 인공지능 기술에 대한 막연한 두려움을 극복할 수 있기를 바랍니다.

- 전시제목: 「책으로 들여다보는 인공지능과 자연지능」
- 개최일자: 2024. 6. 14.(금)
- 참여교수: 이인아 교수(서울대학교 뇌인지과학과)
- 전시주제: 뇌인지과학으로 이해하는 컴퓨터의 인공지능과 뇌의 자연지능
- 전시내용: 인공지능과 자연지능에 대한 이해를 돕는 추천 도서 12선 및 관련 미디어 자료
- 관람방법: 도서관 홈페이지 내 온라인 전시 컬렉션(https://lib.snu.ac.kr/ai_ni/) 접속
- 주최기관: 서울대학교 중앙도서관

SNS (Instagram)

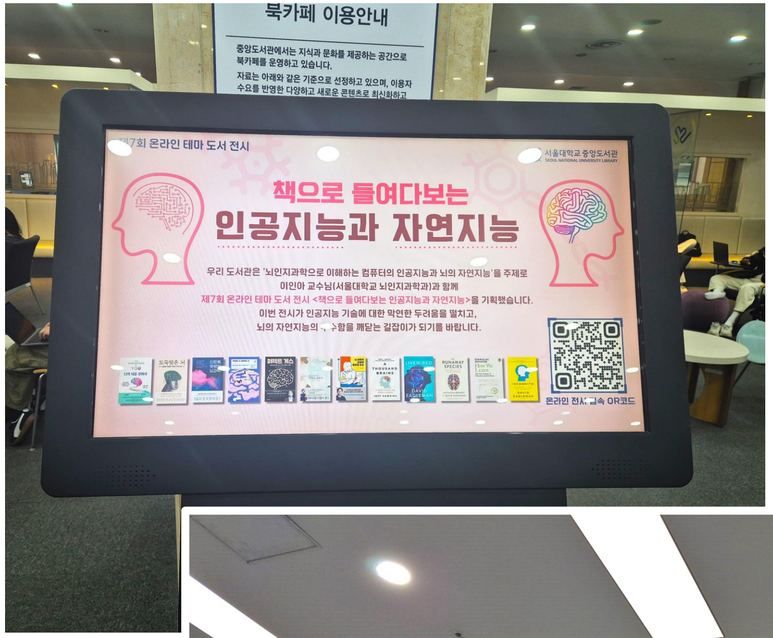


Part 3.4

Open & Promotion

Articles & Library Website & Portal

Library Screens



4

Conclusion

Comments from Users

I think recommended books can serve as a guide for non-experts who have a strong interest in the field but possess little knowledge. Because recommendations are accompanied by brief explanations of each book rather than being simple lists, they will be very helpful in selecting intriguing books.

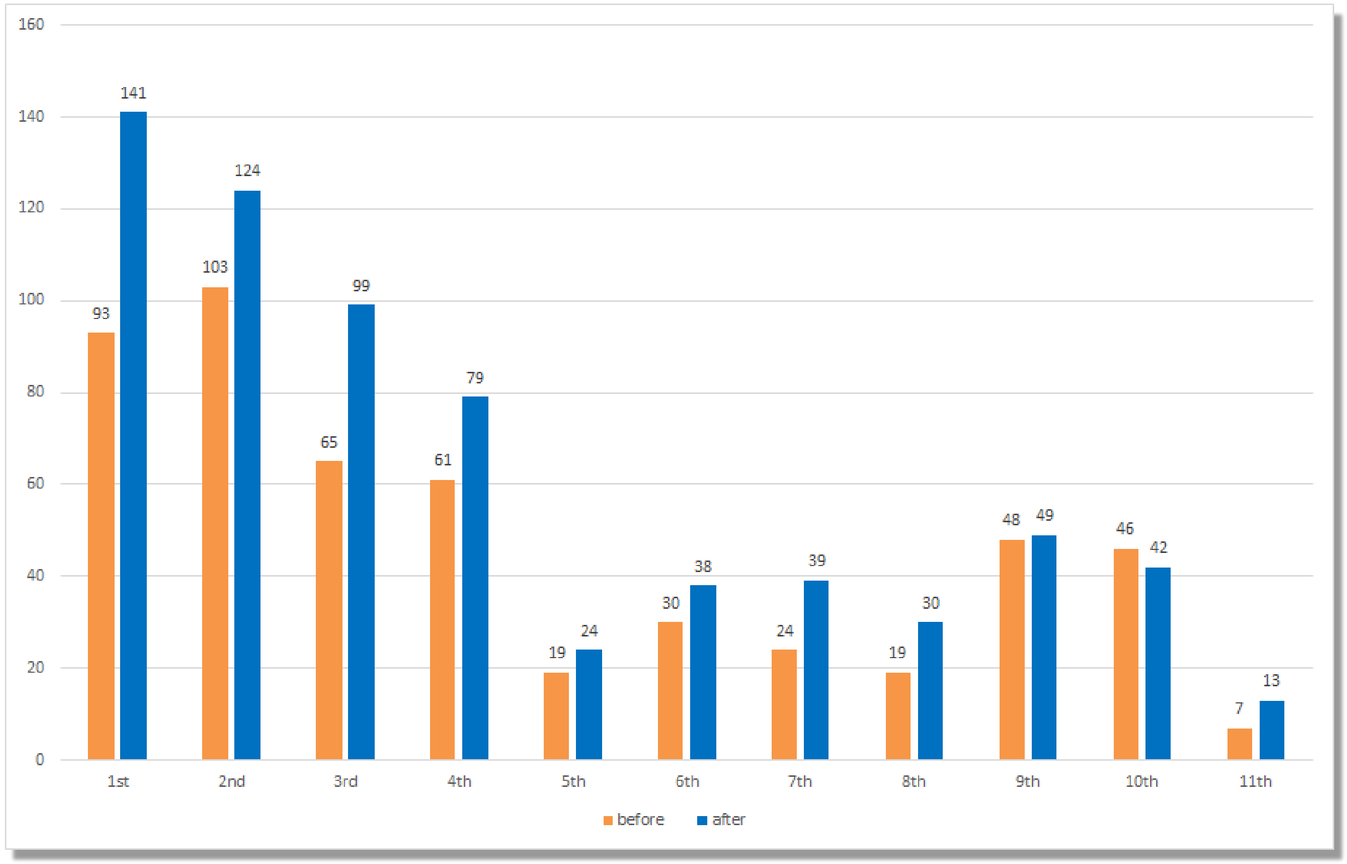
Since I'm far away from the library, I didn't know how to use its services and hadn't really tried before. But through this Online Themed Book Exhibition, it felt as if I were visiting the library in section, which I truly enjoyed.

Comments from Users

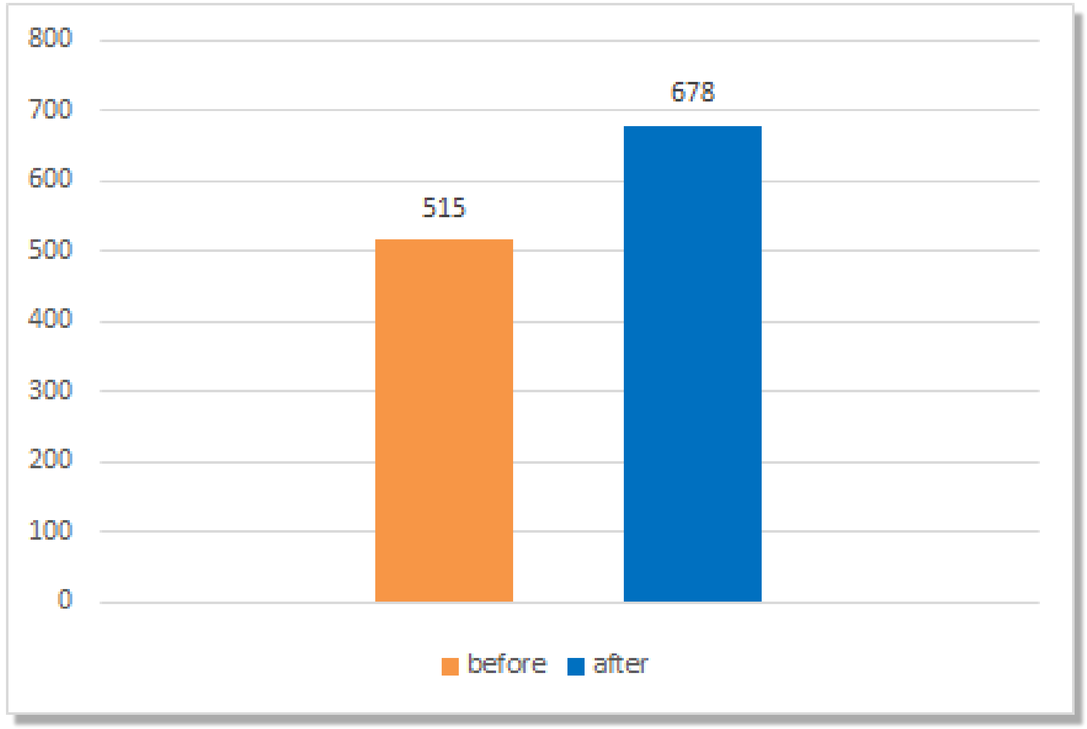
Although the topic is certainly timely, I really appreciated that the selection wasn’t limited to just its timeliness. It was great to see well-chosen books that offer various ways to understand the topic from different perspectives.

Amidst the flood of related issues, this feels like a ray of light as I search for where to get reliable information! I expect that the recommended books, which cover diverse information and perspectives, will help me gain well-balanced insights.

Statistics on Loans before/after Exhibitions



Total 24% increased!



Part 4 **Future Plan:**

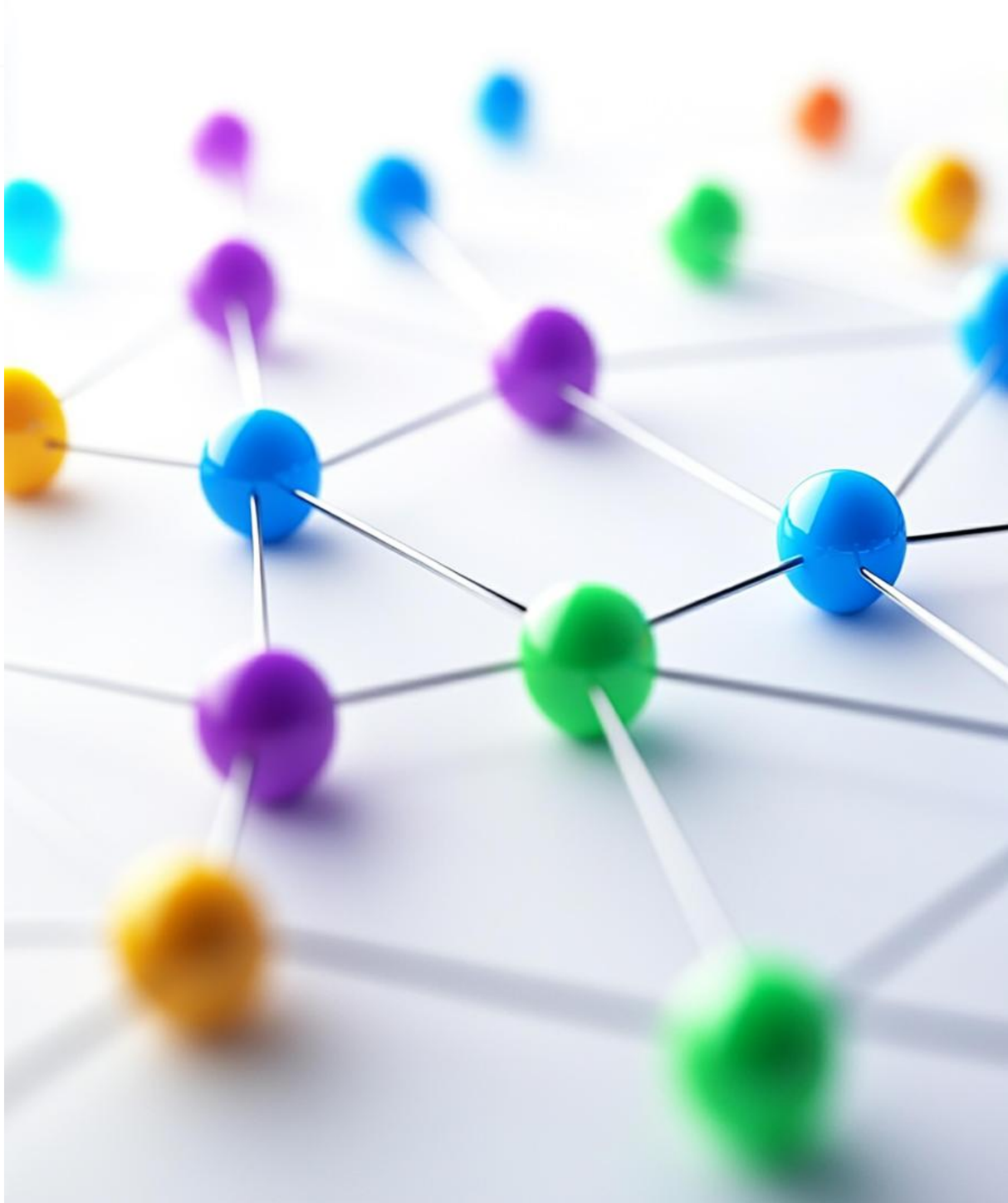
Expansion of Collaboration & Resources

Plan 1. Expansion of Collaboration

Not only professors, but also..

- Graduate students
- Alumni
- Research Institutions
- Research Societies…

→ **Expansion of Users,**
Expansion of Communications



Part 4 **Future Plan:**

Expansion of Collaboration & Resources

Plan 2. Expansion of Resources

With recommended books, We can add

- Related magazines, movies
- Student assignments
- Projects led by experts
- Cases from other institutions…

→ **Expansion of Accessibility,**
Expansion of Promotion

Part 4

Significance:

Exhibition, focused on Academic Book Curations

Online Themed Book Exhibition

User Education & Research Service

- Help users' individual study & research
- Expansion of academic communication between diverse users
- Acknowledge the library's collections and trustworthy online materials

Library Collection Improvement & Usage

- New value using in-house materials in the new category
- High-quality academic materials which includes experts' insight
- Library's high performance with the increased rate of borrowing books

Library Promotion & Communication

- Outreach service beyond the campus
- Getting new users from various fields
- Reaffirming the library's value in digital era

In this era, where many users seek information on the internet rather than in libraries, Online Themed Book Exhibition serves as an outstanding exhibition and information service, reaffirming the library's value in connecting users to trustworthy knowledge.

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