

# Anticipating, Monitoring, and Responding to User Demand in The Chinese University of Hong Kong Digital Library Environment

Colin Storey

The Chinese University of Hong Kong  
(CUHK)

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# Dynamics of Users' Needs and Demands

Provision: Anticipating

Liaison: Monitoring

Enhancement: Responding



# 4 Chinese University Examples

- Information literacy online courses and examination
- E-reference services
- Usage of eBooks
- Video on Demand (VOD)



# Embedding Information Literacy in the Curriculum: Where?

- A freshman orientation programme?
- University General Education courses?
- Discipline-based courses?
- Mandatory competency-based mastery tests?



**Go online....**

**Web-based**

**‘Mandatory’**



# Mandatory Student Online IT Competence Test for **ALL** Students

- Information literacy elements were suggested for incorporation into the mandatory *Student IT Competence Test* of the University in 2006/07.



# Existing *Student IT Proficiency Test*

- Operating a microcomputer
- Word processing
- Spreadsheet
- Electronic communication
- Presentation software
- Ethics in IT and relevant Hong Kong legislation



# Information Literacy Tutorial

- An interactive e-learning platform on Information Literacy
- Aims to assist students in:
  - Recognizing when information is needed;
  - Locating, evaluating and using the information required in an effective way.





# Information Literacy Tutorial

- Caters for the new Information Literacy Section of the mandatory Student IT Proficiency Test *for all undergraduate and postgraduate students*
- The Tutorial is in three language versions: English, Traditional Chinese and Simplified Chinese.
- Total number of web pages for the three versions = 1,200.

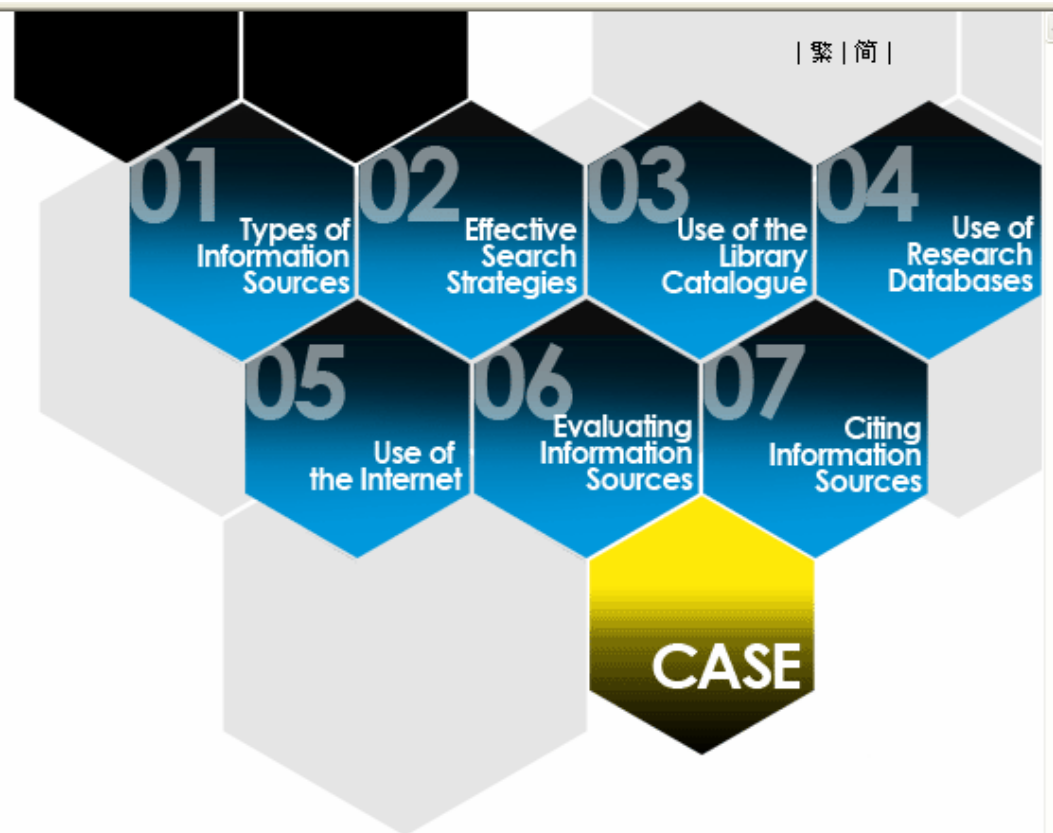


# Seven Modules and a Case in the Information Literacy Tutorial

## Information Literacy Tutorial

*Welcome!*

*The Information Literacy Tutorial aims to assist students in recognising when information is needed, and in locating, evaluating and using the needed information effectively. Modules 01 to 06 cater for the Information Literacy Section of the Student IT Proficiency Test. The CASE is an example of applying concepts and skills covered in these modules.*



# Key Points of Module 2: Effective Search Strategies

File Edit View Favorites Tools Help

The Chinese University of Hong Kong  
University Library System

Information Literacy  
Tutorial

| 繁 | 简 |

CASE 01 Info Sources 03 Search Strategies Library Catalogue 04 Research Databases 05 Internet 06 Evaluation 07 Citing Sources

CORE CONTENT MISCONCEPTIONS SAMPLE TEST

## 02 EFFECTIVE SEARCH STRATEGIES KEY POINTS

friendly print

**Analyse Your Information Needs:**

- Identify questions related to the topic
  - Key questions help you to form the basic outline, from which you can analysis your information needs.
- Find background information
  - Encyclopedias, dictionaries, yearbooks and handbooks provide background information on your topic and help you to clarify the terms.
- Perform Exploratory Searches
  - Exploratory searches in the Library Catalogue, research databases, and Internet enable you to identify different aspects of your topic or make new discoveries.
  - If your search finds too few results, broaden your topic.
  - If too many results are found, narrow your topic.

```
graph TD; A((Ask Questions)) --- B((Types of Information?)); A --- C((Amount of Information?)); A --- D((Concept?)); A --- E((Terms?)); A --- F((Key Authors & organizations?)); A --- G((Important geographical Reious?)); A --- H((Current or Historical Information?))
```

# Table of Contents of Core Content for Module 2: Effective Search Strategies

File Edit View Favorites Tools Help

The Chinese University of Hong Kong  
University Library System

Information Literacy  
Tutorial

| 繁 | 簡 |

CASE 01 Info Sources 02 Search Strategies 03 Library Catalogue 04 Research Databases 05 Internet 06 Evaluation 07 Citing Sources

KEY POINTS MISCONCEPTIONS SAMPLE TEST

## 02 EFFECTIVE SEARCH STRATEGIES CORE CONTENT

### TABLE OF CONTENTS (TOC)

- 1. Analyse Your Information Needs**
  - 1.1. Identify Questions Related to the Topic
  - 1.2. Find Background Information
  - 1.3. Perform Exploratory Searches
- 2. Identify Major Concepts and Generate Search Vocabularies**
- 3. Formulate a Search Statement**
  - 3.1. Truncation and Wildcards
  - 3.2. Phrase Searching and Proximity Operators
  - 3.3. Boolean Operators
  - 3.4. Indexes, Thesaurus and Field Searching
- 4. Use the Right Tools to Start Your Search**
- 5. Evaluate Your Search Results and Refine Your Topic**

Site Map | Glossary | Feedback | About IT Proficiency Test



# Section 1.3 of Core Content for Module 2: Effective Search Strategies

File Edit View Favorites Tools Help

The Chinese University of Hong Kong  
University Library System

## Information Literacy Tutorial

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KEY POINTS MISCONCEPTIONS SAMPLE TEST

### 02 EFFECTIVE SEARCH STRATEGIES CORE CONTENT

1. Analyse Your Information Needs

1.3. Perform Exploratory Searches

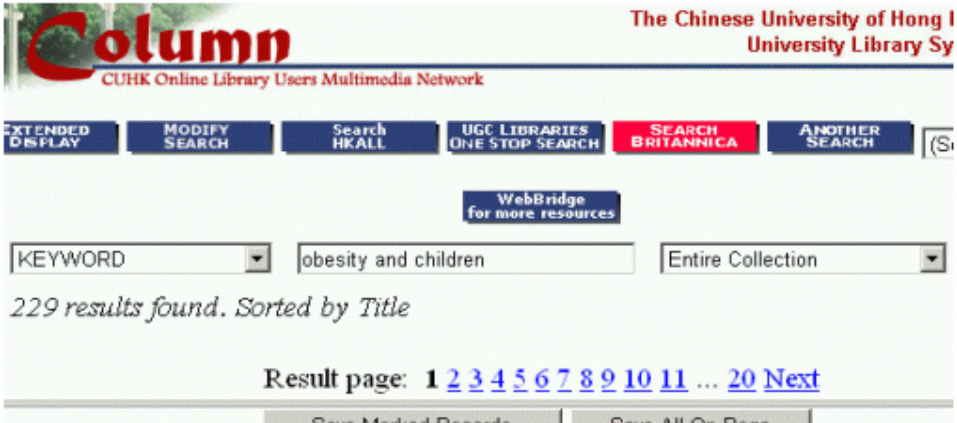
Sources of background information give you a better idea of what to search for.

Now you can conduct exploratory searches in the Library Catalogue, research databases, and Internet to identify various aspects of the topic or make new discoveries.

*Example:* Search the Library Catalogue for your topic on obesity in children.

- Analyse the search results to identify additional search terms, subtopics or various aspects of the topic by looking up the subject headings (or descriptors), table of contents, or abstracts of the retrieved records.
- If too many results are found, the topic may

**Example :** Search the Library Catalogue for your topic on obesity in children.



The screenshot shows the 'Column' search interface from The Chinese University of Hong Kong University Library System. The search bar contains the text 'obesity and children' and the search scope is set to 'Entire Collection'. The results show '229 results found. Sorted by Title'. The interface includes navigation buttons like 'EXTENDED DISPLAY', 'MODIFY SEARCH', 'SEARCH HKALL', 'UGC LIBRARIES ONE STOP SEARCH', 'SEARCH BRITANNICA', and 'ANOTHER SEARCH'. There are also links for 'WebBridge for more resources' and 'Save Marked Records'.

Case friendly print  
Section 5

TABLE OF CONTENTS

- TOC
- 1
- 1.1
- 1.2
- 1.3
- 2
- 3
- 3.1
- 3.2
- 3.3
- 3.4
- 4
- 5

A Case has been developed as an example of applying concepts and skills covered in the Modules. In the Case, the main character, Peter, is an undergraduate student who needs to submit an assignment on the relationship between body image and eating disorders for his general education course. Students are invited to follow the footsteps of Peter to go over the important ideas of information literacy.



The screenshot displays the 'Information Literacy Tutorial' interface. At the top left is the logo for 'The Chinese University of Hong Kong University Library System'. A navigation bar at the top right contains seven hexagonal buttons labeled 'CASE', '01 Info Sources', '02 Search Strategies', '03 Library Catalogue', '04 Research Databases', '05 Internet', '06 Evaluation', and '07 Citing Sources'. The 'CASE' button is highlighted in yellow. Below the navigation bar is a large 'CASE' watermark. A speech bubble from a character named Peter says: 'Hi, I am Peter, a first year undergraduate student. Follow my search path to locate, evaluate and use information effectively for my general education assignment. Along the path, you will come across concepts and skills covered in modules 01 to 06.' Below the speech bubble is a blue 'START' button with a hand icon. The main heading is 'TABLE OF CONTENTS (TOC)' in large blue letters. Below it is a list of 13 numbered items.

The Chinese University of Hong Kong  
University Library System

Information Literacy  
Tutorial

01 Info Sources  
02 Search Strategies  
03 Library Catalogue  
04 Research Databases  
05 Internet  
06 Evaluation  
07 Citing Sources

CASE

Hi, I am Peter, a first year undergraduate student. Follow my search path to locate, evaluate and use information effectively for my general education assignment. Along the path, you will come across concepts and skills covered in modules 01 to 06.

START

## TABLE OF CONTENTS (TOC)

1. Analyse Information Needs
2. Find Background Information with e-Reference Tools on Concept 1
3. Find Background Information with e-Reference Tools on Concept 2
4. Find Encyclopedias at the Library Catalogue
5. Perform Exploratory Search
6. Identify Major Concepts
7. Exclude General Terms
8. Generate Search Vocabularies
9. Truncation & Wildcards
10. Combine Concepts with Boolean Operator AND
11. Combine Concepts with Boolean Operator OR
12. Exclude Search Terms with Boolean Operator NOT
13. Combine Search Terms with Multiple Operators

01  
Info Sources

02  
Search Strategies

03  
Library Catalogue

04  
Research Database

05  
Internet

06  
Evaluation

07  
Citing Sources

# MISCONCEPTIONS

## 05 Use of the Internet

**Myth:** Search syntax of Internet search engines is applicable to research databases.

**In Reality:** Research databases use different search syntax and has advanced feature such as proximity or field searching which may not be included in the Internet search engines. Always check the online help or search tips to familiarize yourself with the attributes specific to each search tool you use.

**Myth:** If information cannot be found on the Web, it does not exist.

**In Reality:** Lots of information sources are still in print format or available via Intranet only.

**Myth:** Everything on the Internet is free.

**In Reality:** Password-protected websites and fee-based research databases are available to their members or subscribers only. Much high quality information such as Library's collection of e-journals and research databases are not searchable in search engines.

# Sample Test for Module 2: Effective Search Strategies

## SAMPLE TEST

01  
Info Sources

02  
Search Strategies

03  
Library Catalogue

04  
Research Database

05  
Internet

06  
Evaluation

07  
Citing Sources

### 02 Effective Search Strategies

- Q1:** Which of the following sources give you background information and related terms on your topic "drug abuse"?
- a) The alcohol/drug abuse dictionary
  - b) The encyclopedia of drug abuse
  - c) Handbook of drug abuse prevention
  - d) All of the above
- Q2:** What are the major concepts of the topic "China's entry into World Trade Organization"?
- a) China
  - b) World Trade Organization
  - c) WTO
  - d) All of the above
- Q3:** Which of the following search commands can broaden a search?
- a) And
  - b) Or
  - c) Not
  - d) +
- Q4:** Which of the following operators would be useful for combining searches on synonyms?
- a) AND
  - b) OR
  - c) NOT
  - d) ADJ
- Q5:** Which of the following would not be found if you typed "libr\*"
- a) Library
  - b) Librarian
  - c) Libraries
  - d) Liberty



# E-Reference Services

- e-forms or emails on OCLC QuestionPoint platform, for submitting reference enquiries have been active for a number of years.
- In 2005-06, around 400 reference enquiries were submitted via the Internet (less than 10% were from QuestionPoint)
- There were 46,000 traditional face to face enquiries in that same year.
- Enquiries via online chat will be launched in September 2006.



# eBook Usage Study

- CUHK currently has 64,000+ eBooks
- CUHK has also entered into a consortium with other universities in Hong Kong for bulk purchases or consortial subscriptions for eBooks.
- We presume that the surge in eBook availability will have an impact and transcend any current barriers to usage.



# eBook Usage Study

Recent monthly access figures for our NetLibrary eBooks usage are rising:

- July 2006: 3,206
- June 2006: 2,836
- May 2006: 4,144.

**BUT**, in fact, presently in CUHK, we know very little about how eBooks are or will be used among faculty and students in their working practices...

**SO....**



# eBook Usage Study

- The Library and the Centre of Learning Enhancement and Research (CLEAR) of CUHK has begun an eBook usage study among students owning hand-held devices.



# eBook Usage Study

The following devices have been bought:

- 1) Smartphone: O2 Atom Executive
- 2) Tablet PC: Toshiba M400
- 3) Ultra-mobile PC (UMPC): Sony UX17
- 4) Pocket PC: HP iPaq hx2700
- 5) Pocket PC: HP iPaq 3800 (owned by the Library).



# Video on Demand: (demand steady...)

**6,950 TV programmes on VOD**

## Logons:

- **2005 (Jan-Dec)**

4,479 (in-library)

12,976 (campus intranet)

Total = 17,455

- **2006(Jan-Jul)**

2,194 (in-library)

6,782 (campus intranet)

Total = 8,976



# The End 完

## Thank You

### 謝謝

