

O konferenci IATUL aneb o knihovnících, designu služeb, evaluaci a dalších tématech...

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Oddělení referenční a oborové služby

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IATUL (The International Association of University
Libraries)

- Helsinki, Espoo, Finsko
- v kampusu Aalto University
- 2.6. 2014 - 5.6. 2014
- Téma: Measures for Success: Library Resources and Effectiveness under Scrutiny



NTK

building size: 263x21m
Národní technická knihovna
National Library of Technology

Aalto University

Aalto University

vznik v roce 2010 sloučením Helsinki University of Technology, the Helsinki School of Economics a the University of Art and Design Helsinki

IATUL

založena v roce 1955 jako **mezinárodní fórum pro výměnu informací** týkajících se knihovnictví na technických univerzitách po celém světě



IATUL 2014 conference website / Aalto University Library

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[Important dates](#)
[Call for papers](#)
[Website updates](#)
[Program](#)
[Networking and formal program](#)
[Conference events](#)
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WELCOME TO IATUL 2014

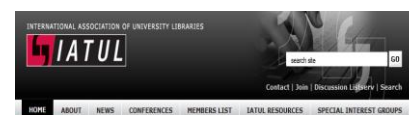
The 35th IATUL Conference will be held from 2nd to 5th June 2014 at Aalto University in Espoo, in the Helsinki Metropolitan area, Finland.



Aalto University brings together excellence in technology, business, art and design as a result of a recent merger of Helsinki University of Technology, Helsinki School of Economics, and the University of Art and Design. Today the new university atmosphere is marked by enthusiasm, courage, and passion for research and learning.

The Otaniemi campus area just outside Helsinki is a perfect setting for the IATUL 2014 conference. It is the largest technology, innovation, and business hub in Finland and in Northern Europe. The area joins Aalto University with a mix of world-class research organizations and hundreds of companies from start-ups to multinational corporations. The university takes advantage of this unique environment of over 15,000 students and close to 20,000 technology professionals from more than 100 countries, and offers creative new concepts and spaces – such as Design Factory and Start-up Sauna Venture Garage – for students, researchers, educators, and industry to come together, work, learn, and co-create. This dynamic spirit of Otaniemi will be an inspiration for the conference discussions and networking sessions around challenges facing scientific and technological libraries around the globe.

In early June Helsinki is characterized by greenness and plenty of daylight hours, the city being one of the most northern capitals of the world. It is a pocket-size metropolis where it is easy to move around even on foot. Surrounded by water the Baltic Sea, the city is between east and west makes you to explore and discover its architecture, history, architecture as well as design. For art and craft conference attendees, Helsinki offers the possibility to easily reach the neighboring countries and cities of Stockholm, St. Petersburg and Tallinn.



Welcome to IATUL.

IATUL provides a forum for the exchange of ideas relevant to librarianship in technological universities throughout the world. It also provides library directors and senior managers an opportunity to develop a collaborative approach to solving common problems.

[More about IATUL.](#)

NMC Horizon Report: 2014 Library Edition.

The NMC Horizon Report: 2014 Library Edition, examines key trends, significant challenges, and emerging technologies for their potential impact on academic and research libraries worldwide.

[Read full item](#)

Learning Analytics: helpful or harmful?

In the current higher education landscape there is at least one significant development generating enthusiasm and suspicion in equal parts. Learning analytics refers to technologies, usually software tools, that enable the analysis of student data in order to identify learning weaknesses so that faculty, advisers and even librarians could intervene with corrective action.

[Read full item](#)

How to prepare for the financial side of open access

Disruption in any sector naturally incurs costs in transitioning to a new model or way of working. Despite its promise to liberate research and benefit universities, the move to open access (OA) publishing is no exception.

[Read full item](#)

IATUL (The International Association of University Libraries)

- Proceedings dostupný v repozitáři Purdue University - <http://docs.lib.purdue.edu/iatul/>
- Facebook: <https://www.facebook.com/iatul2014conference>
- Twitter: <https://twitter.com/hashtag/iatul2014>
- Konference IATUL 2014: <http://web.lib.aalto.fi/iatul2014/>
- Webové stránky IATUL: <http://www.iatul.org/>
- LinkedIn IATUL: <http://www.linkedin.com/groups/IATUL-International-Association-Scientific-Technological-4917146>
- Fotografie z konference: <https://www.flickr.com/photos/124441052@N08/sets/72157644956323236/>

Zaměření konference IATUL

■ Klíčová témata

Přidaná hodnota a měření efektivity vynaložených prostředků (ROI);
Scientometrie;
Marketing;
Knihovna jako prostor;
Organizace knihovny a redesign;
Informační zdroje v knihovně;
Externí informační zdroje;
Kompetence a znalosti knihovníků.

■ Klíčoví přednášející

Carol Tenopir (Měření akademických služeb);
Rafael Ball (Bibliometrie);
Tom Cochrane (Open Access);
Mikko Hyppönen (Informační bezpečnost)



Sekce Kompetence a znalosti knihovníků (Competence and knowledges of libraries)

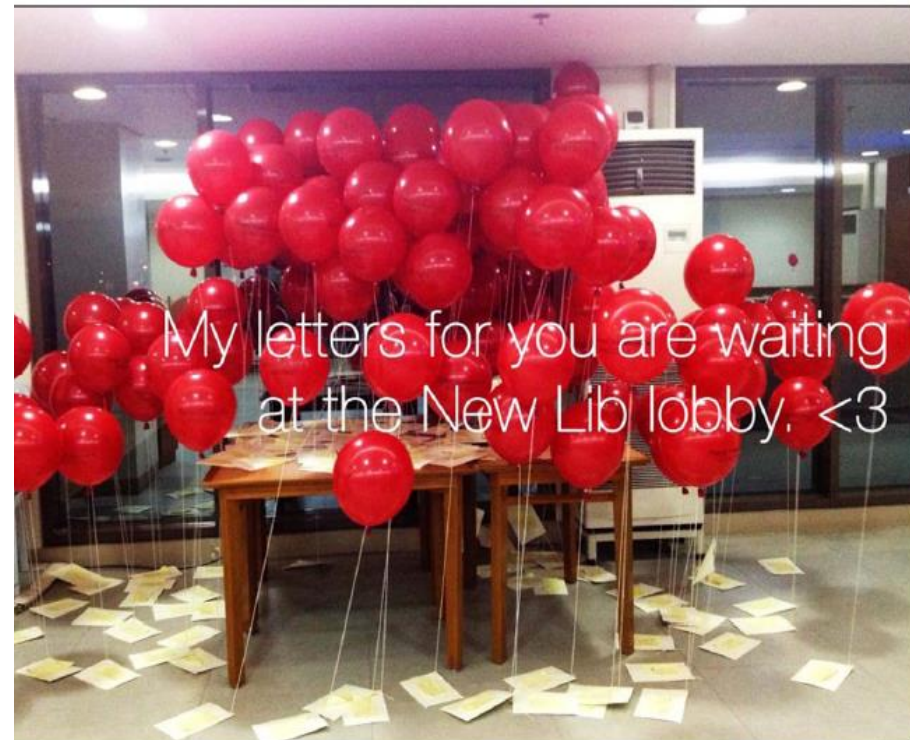
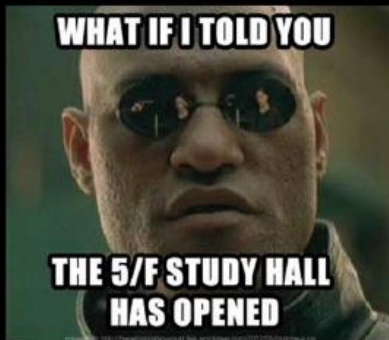
- přednáška „The Future Librarian: A Diverse and Complex Professional“ (Gunilla Widén, Abo Akademi University, Finsko)
- průzkum ve vedení finských akademických knihoven (14 zúčastněných) a v generaci „digital natives“
- závěry zjištění z knihoven: znalost prostředí univerzity; znalost prostředí daného oboru; IT dovednosti; znalost bibliometrie; jazykové, komunikační a pedagogické dovednosti; správa EIZ
- závěry zjištění od studentů: informační, knihovní a řešeršní služby; EIZ

Sekce Kompetence a znalosti knihovníků (Competence and knowledges of libraries)

- přednáška „Science, Technology, and Library Work: Trends and Milestones“ (Maria Forsman)“
- knihovní profese se zásadně proměnila
- mezi klíčové kompetence nyní patří (IT dovednosti, znalosti prostředí akademiků a vědců, pedagogické, sociální a komunikační dovednosti, dovednosti související s management fondu)

Sekce Design služeb (Service Design)

- přednáška „Minimal Resources with Maximum Impact: Low-Cost and Sustainable Means for Library Promotions“ (Rizal Library of the Ateneo de Manila University in the Philippines)
- nástroje pro propagaci (sociální sítě aj.), guerilla marketing a relationship marketing
- zprovoznění služby zeptejte se knihovníka
- znovu nastartování FC a twitteru - využívání příběhů
- zkušenosti z knihovníků - knihovnické terminologii uživatelé nerozumí
- vydávají vlastní časopis



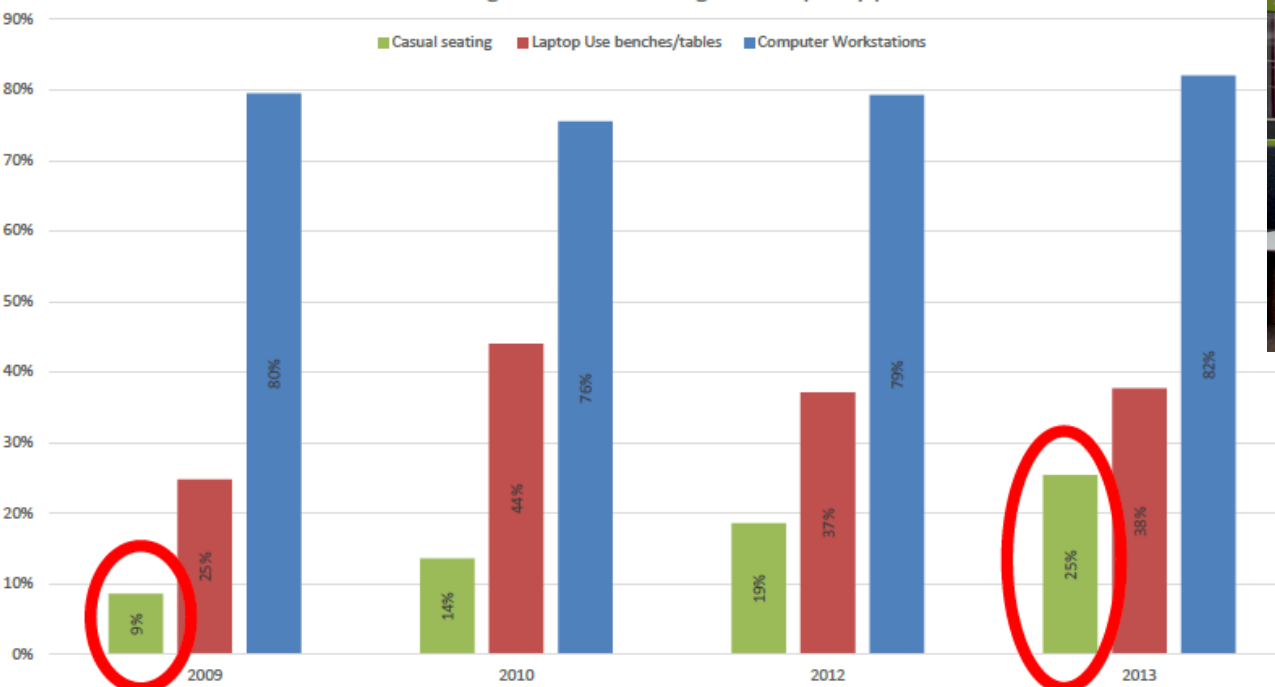
Sekce Prostory knihovny (Library space)

- přednáška „From Hub to Beacon: Evolution and Evaluation of Spaces in the Learning Commons“ (B. Paton, University of New England)

Evaluation - UNE Learning Commons

Seating surveys

Level 2 Learning Commons - average % occupancy per week



Sekce Informační gramotnost (Information literacy)

- přednáška „Does IL Education Have an Impact on Undergraduate Engineering Students' Research Skills“ (Lappeenranta University of Technology Follow)

- závěry - po absolvování semináře:

Zlepšili se vyhledávací dovednosti

Studenti měli velmi dobré povědomí o zdrojích

Changes in students' searching behavior

IL education content

- Characteristics of different information sources
- Selecting information sources for searching
- Selecting search words
- Combining search words
- How to use the Nelli portal (basics)
- Demonstration of searching information in ProQuest, Science

Before IL lecture	After IL lecture	After lecture and hands-on training
Basic form single words, keyword-type words.	Truncated words	Truncated words
Word chains	Alternative search words (combined with OR)	Quotation marks indicating phrases.
	Terms in full and their abbreviations (combined with OR)	



CM seminar



RMaM

Professor's view

		IL educated students	Students with no IL education
No search strategy	Search strategies using Boolean operators.	present a dialogue with the found references	copy-paste text, nearly plagiarism, bulk text to meet the amount requirements
Foggy idea of combining words	Boolean operators	formulate and analyze the research problem	
	Parentheses	discuss reasons and consequences of different phenomena	present just the existing facts without any interpretation or own thoughts
		describe the development of the topic in a logical timeline / present the results either in a comparison or SWOT analysis table	
		are aware that some references support their results but some might present even opposite viewpoints	mostly look for references which best support their own ideas and thoughts
		use references to form background, present cases, verify conclusions	

Sekce Informační gramotnost (Information literacy)

- přednáška „Long term evalutaion of Information Literacy programme“ (Tina Hohmann, University of Library of Technische Universitat Munchen)
- začleňování knihovníků do univerzitní výuky/prostředí
- neexistuje postup/návod/metodika (ZKOUŠET!)
- základ - schopnost knihovníků předávat informace/znalosti
- vytrvat v přesvědčování vedení univerzity o smyslu a potřebě učících knihovníků

Sekce Akvizice (Acquisition)

- přednáška „Using citation data for purchase decisions“ (Cecilia Heyman Widmark, Royal Institute of Technology)
- akvizice elektronických zdrojů formou *Demand Driven Acquisition*
- metody: analýza využívání dtb Web of Science, předplácených databází a dat z časopiseckých zdrojů (DOAJ, Ulrich)
- zaměření na činnosti: podpora vědeckého publikování a dodávání vědeckých informací

Co definuje dnešní univerzitní knihovnu

- přednáška „Library design in the age of technology; planning for a changing environment“ (Dean of Libraries, Illinois Institute of Technology)
- změny způsobu učení (z individuálních po skupinové)
- Flexibilita, relaxace - prostory pro odpočinek



- učení a vzdělávání - prostory s IT technologiemi (plazmy)
- učebny/kavárna/služby pro studenty/informační podpora

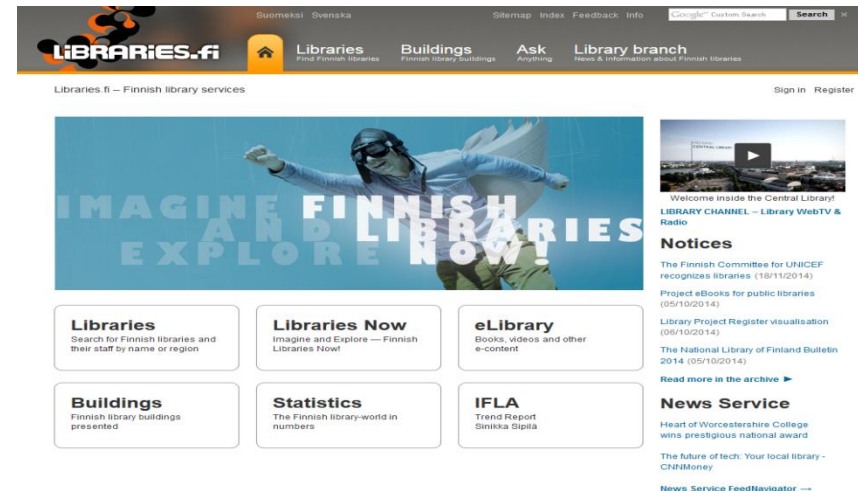


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Národní technická knihovna
National Library of Technology

Finské knihovny

- Aalto University Library
- Helsinki University Library (Kaisa House)
- Národní finská knihovna
- Městská knihovna v Helsinkách



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Aalto University Library

AALTO UNIVERSITY LIBRARY

AALTO UNIVERSITY LIBRARY



The Aalto University Library is a scientific library open to the public and holds extensive and diverse electronic and print collections in the disciplines taught at the university. All three campus libraries offer up-to-date services both for visitors and online.

For more information, visit: <http://lib.aalto.fi/en>.

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Národní technická knihovna
National Library of Technology



Aalto University Library



Suomeksi
På svenska

Search

Contact information and opening hours
| Text version

[Home](#) [Current Affairs](#) [Services](#) [Materials](#) [Guides](#) [Information Skills](#) [E-services](#) [Contact Information](#)



How can I add notes to e-books?

You will find an answer to this and many other questions in E-book guide.
<http://libguides.aalto.fi/e-books>

Do you want to use more library self-service in the future?

☒ Yes ☐ No

Quick search

Loan renewal: [Alli](#) | [ArscA](#)

books and e-books

e-journals

data bases

publication archive

Search books from collections

Search

Search books: ☒ Alli ☐ ArscA

Collection catalogues: [Alli](#) (Otaniemi and Töölö) | [ArscA](#) (Arabia)

Opening hours today - Wednesday 19.11.2014

Arabia:
10:00 - 19:00

Otaniemi:
09:00 - 20:00

Töölö:
09:00 - 19:00

The Aalto University Library is an academic library open to the public and holds extensive and diverse electronic and print collections in the disciplines taught at the university. All three campus libraries offer up-to-date services both for visitors and online.

News



OPEN ACCESS

New Open Access Guide published by the Library
09.09.2014 Aalto University Library has published a new Open Access Guide.

[Read more »](#)

05.11.2014 The mobile work blog of Aalto University Library is open to all
14.10.2014 Self-service pick-ups of reservations at Arabia and Töölö Campus Libraries
09.10.2014 Instruction in Aalto University publication platform at Otaniemi
29.09.2014 Collections of the Forest Products Technology Library added to the location service
05.09.2014 New E-book Guide published by the Library

Learning center planning >

collection catalogues

[Alli](#) >

[ARSCA](#) >

e-resources

[NELLI](#) >

[Aalto e-library news](#) >

[MOT dictionaries](#) >

[eCampus economics/business](#) >

[Journals portal](#) >

research databases

[reseda](#) >

[Rescat](#) >

[ePubl publications portal](#) >

[Tenttu databases](#) >

information skills

[Guide to information retrieval](#) >

[ask an information specialist](#) >

[meet an information specialist](#) >

e-services

[join the library](#) >

[Interlibrary loan request](#) >

[acquisition request](#) >

for staff

[Aalto direct](#) >

publication archive

[Aaltodoc publication archive](#) >

[OPEN ACCESS](#) >

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Learning center planning >

collection catalogues

[Alli](#) >

[ARSCA](#) >

e-resources

[NELLI](#) >

[Aalto e-library news](#) >

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publication archive

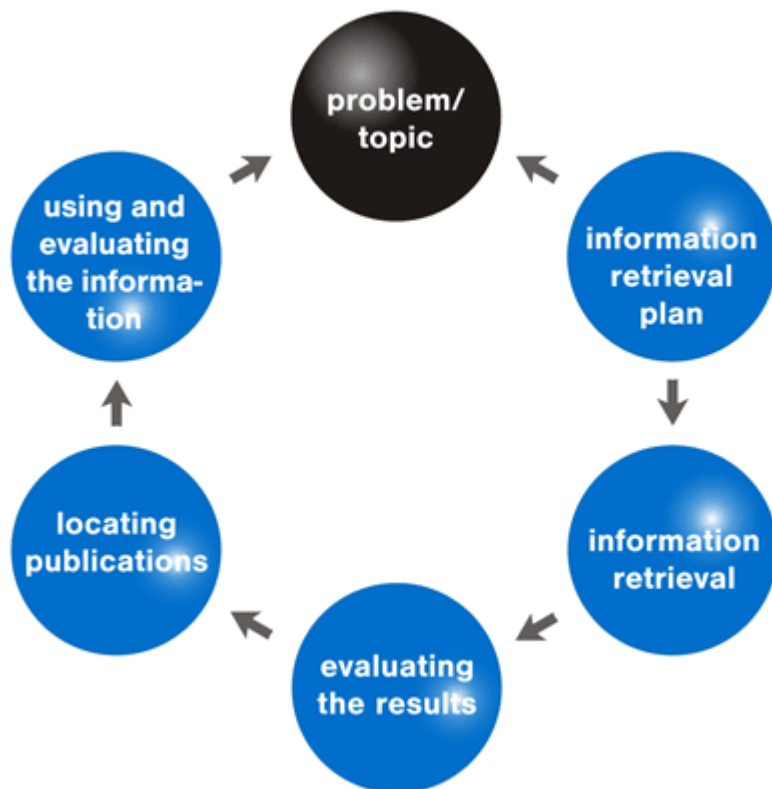
[Aaltodoc publication archive](#) >

[OPEN ACCESS](#) >

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[Helecon databases](#) >

Information retrieval



Information-seeking

Information resources

Using and evaluating information

Citing and referencing

About copyright

Feedback

Helsinki University Library (Kaisa House)





HELSINGIN YLIOPISTON KIRJASTO
Helsingfors Universitets Bibliotek
HELSINKI UNIVERSITY LIBRARY

SUOMEKSI PÅ SVENSKA

Search the website Search

Home Databases Services Get Help Contact Us Library Locations Flamma

Search library resources Keyword(s) to search HELKA, Nelli or HELDA Search

⌚ Opening hours

← Wed 19.11. →

Main Library	9.00 - 20.00
Minerva	9.00 - 19.00
Kumpula Campus Library	9.00 - 19.00
Meilahti Campus Library Terkko	9.00 - 19.00
Dental Library	9.00 - 15.00
Viikki Campus Library	9.00 - 19.00



LIBRARY TRAINING COURSES

[NEWS](#) [COURSES](#) [FACEBOOK](#) [TWITTER](#)

See All News in Blog

On trial Images of the Biblical World ja Theologische Realenzyklopädie until 31.12.
(14.11.2014 / News @en)
University of Helsinki has access to Images of the Biblical World and Theologische Realenzyklopädie at the end of the year 2014.

InCites – Research Evaluation Tool Acquired!
(12.11.2014)
Incites is a customized, web-based research evaluation tool from Thomson Reuters. Registration is

Shortcuts

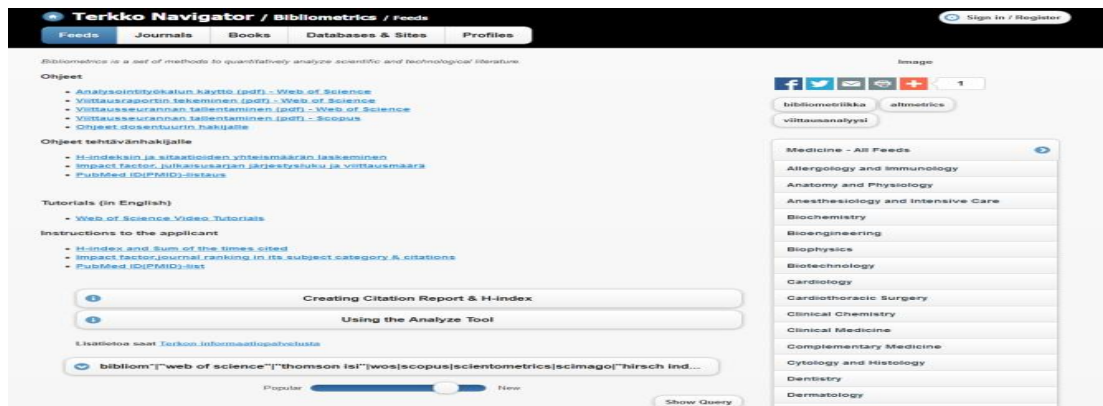
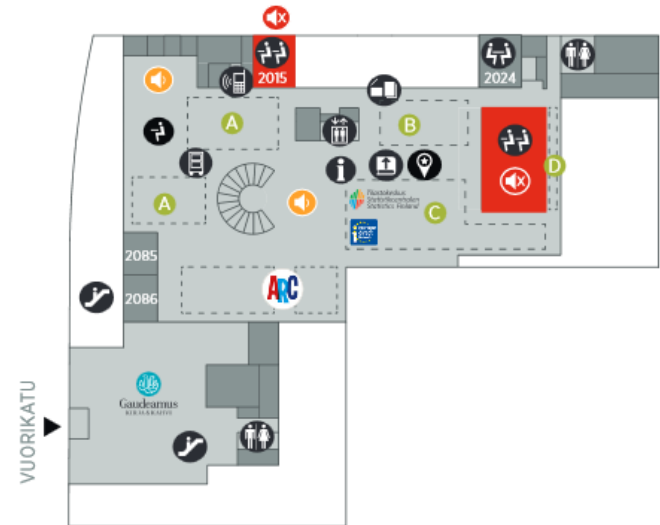
- [Helka Library Database](#)
- [Renewals and Reservations](#)
- [Nelli Search Portal](#)
- [BookNavigator](#)
- [ResearchGuides](#)
- [MOT Online Dictionary](#)



Mon-Wed at 14-16
10.11.2014

Helsinki University
Library

- umístění oborů v budově
- Floor map
- Blog
- Materiály k podpoře studia
- Citační analýza



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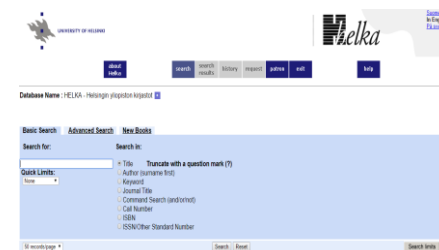
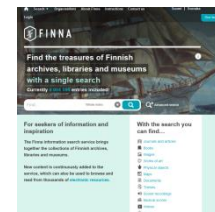
Národní finská knihovna



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National Library of Technology

- katalog [FINNA](#)
- Helka (katalog finských univerzit a Národní finské knihovny)
- [Doria](#) (institucionální repozitář)
- [Melinda](#) (Souborný katalog finských knih)



Basic Search

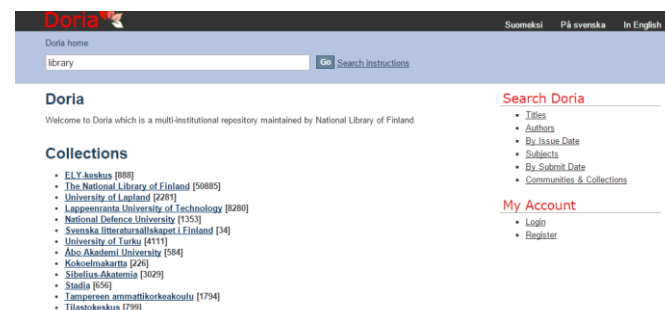
Type word or phrase

Go Clear

Quick Instructions for Basic Search:

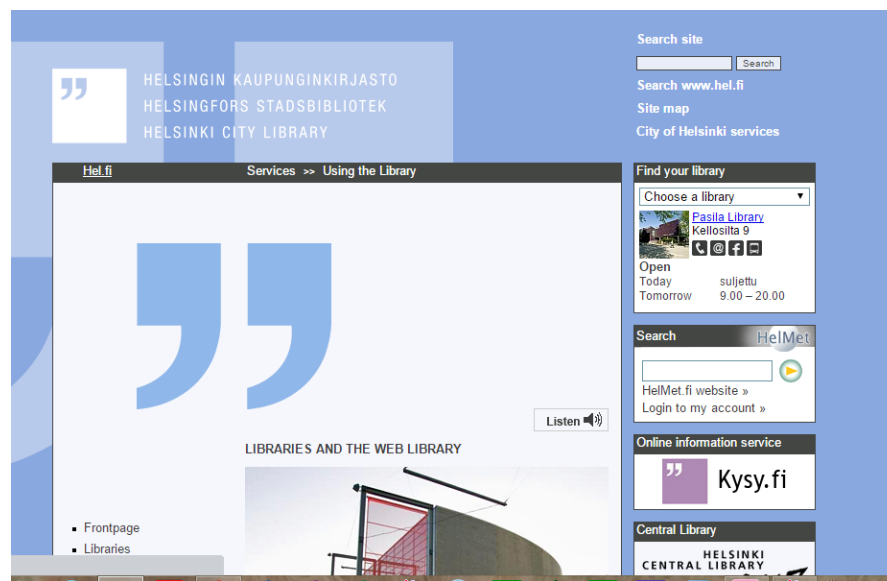
- Lowercase letters will find matches of capitalized words also.
- You may use the Boolean operators AND and OR in your search string. For example, you could type (heart OR cardiac) AND surgery to retrieve all records having heart or cardiac in them, together with the word surgery.
- Use the ? character to find matches that contain portions of words. For example, Helsin? will retrieve Helsinki, Helsingin, helsinkiläinen, etc. In another example, Zology will retrieve anthropology, archaeology, psychology, etc. The ? character may also be used to find variant spellings. For example, alumi?m will find both aluminum and aluminium.

Persistent link to this page: http://melinda.kansalliskirjasto.fi/?func=find-b-0&CON_LANG=eng&local_base=find1_opac



Městská knihovna v Helsinkách

- velká síť bibliobusů (dostupný i internet)
- knihovniční loď (město Parainen)
- četba pejskovi
- Knihovníci oslovují uživatele (střídají se po 1,5 hod.)



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Kysy.fi (služba Ptejte se knihovníka)



Kysy.fi

HELSINKI CITY LIBRARY

Ask anything

Search questions

Search



Questions

Categories

Ask

Suomeksi På svenska

Search

Question form is closed

You can send your questions again on the 24th of November 2014.

| Helsinki City Library | eLibrary Unit | Contact information |

Očekáváníí? Shrnutí? Závěry?

Komunikace v knihovně

Identifikace uživatele
a jeho potřeb

Proč od nás uživatelé
nic neočekávají

Collection development

Guerillový marketing

Six Sigma



Nejhorší je, když změna
žádnou změnu
nepřinese

Uživatelé se mění z
konzumentů na tvůrce

Procesní management

Klíčové kompetence
knihovníků

Zkoušení nových věcí,
motivace

Služby s přidanou hodnotou
(value added services)

Měření a zvyšování
kvality akademických
služeb

ROI (return on
Investment, Měření
efektivity vynaložených
prostředků)

Co uživatelé očekávají?



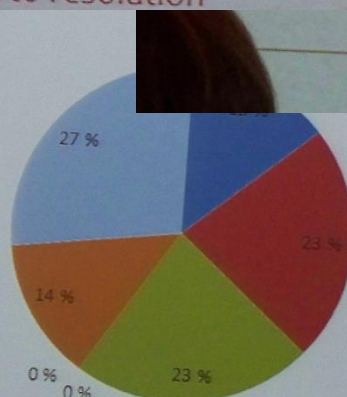
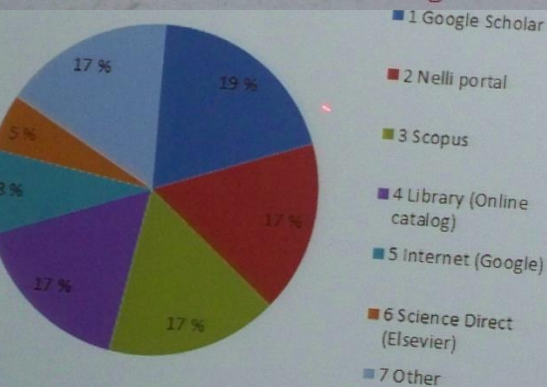
Organisational response: Access management in practice

• 'Fix on failure' e-resource access management: examples

- Issues with access to existing subscriptions
- Incorrect/broken URLs in MultiSearch (discovery tool)/Article Linker
- EZproxy issues or loss of off-campus access issues
- Loss of database or platform access
- Missing full-text volumes from databases when compared to MultiSearch listing
- Other MultiSearch issues, eg harvesting
- Problems with excessive downloads resulting in denial of service

Managing the moveable feast:

- Activation granularity ('false positives')
- Known item not found ('false negatives')
- 'iceberg' effect (access issue flags bigger collection management issue)
- Multiple stakeholder management and time to resolution



ce	Assisted Help	Skills Transfer
Information events, locations interactive up eeking ding digital reens)	I can get help and advice in accessing the right service (by having a staff member diagnose what sort of help I need for my enquiry)	- I can join orientation tours (by assembling at advertised start points and times) - I can find out the types of things that Library staff can help me with
e with a individual by nline)	I can ask questions and get help with my assignment or research (F2F, or by using phone, email and chat enquiry services)	I can get personalised research skills training (by receiving guidance at a service point or by booking a librarian for a consultation)
ms to y holds physical	I can get advice on options for accessing an item the Library does not	I can access the Library's expertise in finding difficult or specialised

Collections and Discovery Services

Portfolio	Core Purpose
Collections & Content Development	Develops the relevant disciplinary collections, including firm order resource acquisition, document supply provision, and course reserves, to support the learning, teaching and research objectives of the University, and enhance the University's research strategies. Manages the Document Supply, Reserve, Distance, and Accessibility services.
Collection Assessment & Continuations	Develops and evaluates the Library collections and associated services to support the learning, teaching and research objectives of the University, and enhance the University's research strategies. Manages continuing resource acquisition and evaluation.
Discovery Services & Systems	Develops, implements and evaluates the Library's discovery services, systems and their processes to ensure the acquisition, management and discovery of Library resources and University research output meet the learning, teaching and research objectives of the University. Collaborates and liaises with key stakeholders and partners to enhance the user experience.
Research & Scholarly Information Services	Supports the University's research and scholarly information agenda by collecting research outputs, including digital theses, metadata integrity, verification for University research output and e-research data activities and managing research data services.

Helsinky z rychlíku





Děkuji Vám za
pozornost ☺
Dotazy???



drahomira.dvorakova@gmail.com