

NTK

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Národní technická knihovna
National Library of Technology



Before and Beyond Embedding:

A Reference Fable from the
National Library of Technology in Prague

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IFLA WLIC 2017 Wrocław

Reference and Information Services Section

Theme: “Storytelling for Sustainability and Solidarity”

21.8.2017

National Library of Technology (NTK)



2009: New building opens

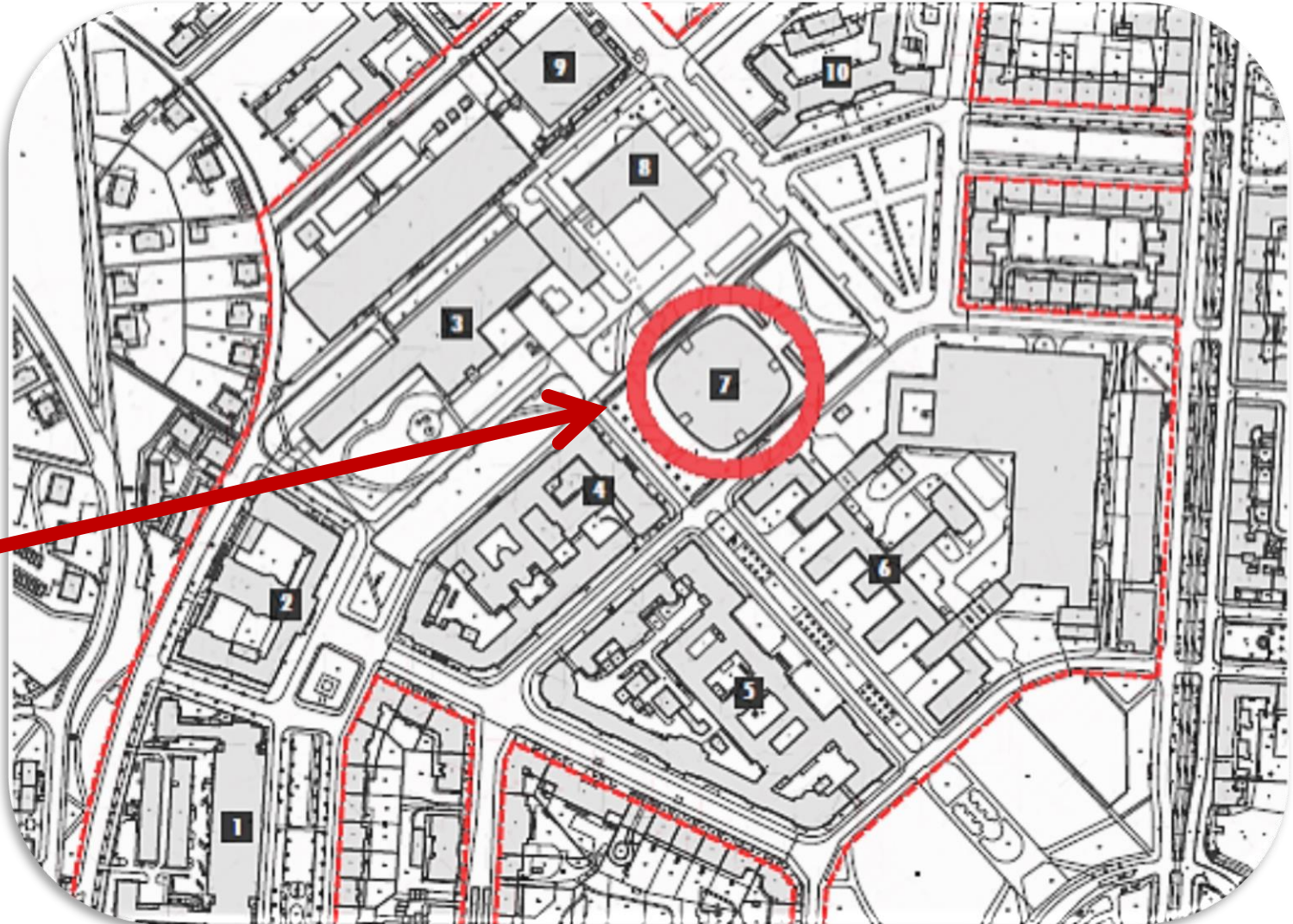
Today:

- 1,322 places to study
- 600,000 visitors/year
- 2,000,000 online visitors/year
- 25,000 registered patrons
- 80% of all visitors are students

In the Heart of a STEM Campus

Selected sites:

- 3 Faculty of Civil Engineering, Czech Technical University (CTU)
- 4 University of Chemistry and Technology (UCT)
- 6 Faculties of Mechanical and Electrical Engineering, CTU
- 7 **National Library of Technology**
- 8 Faculty of Architecture, CTU
- 10 Institute of Organic Chemistry and Biochemistry of the Czech Academy of Sciences



2013: Back to Academia

“An important consideration for us was NTK's competency as a ‘professional factory’ when it comes to taking care of books.

We want to enhance the efficiency of the entire research process and to provide our scientists with world-class support services.”

- *Institute of Organic Chemistry and Biochemistry (IOCB) strategic director in an [interview](#), 2014*



chem^{TK}

chemTK = Joint UCT,
IOCB, NTK library of
chemistry

Narrative Disconnect

Obstacles to overcome:

- Library-centered narratives: concepts and vocabularies
- Lack of experience with the international academic research and publishing environment
- Lack of substantial subject knowledge in STEM fields
- Low expectations in relation to reference and information services (local context)

Overview: User-Oriented Narrative Shift

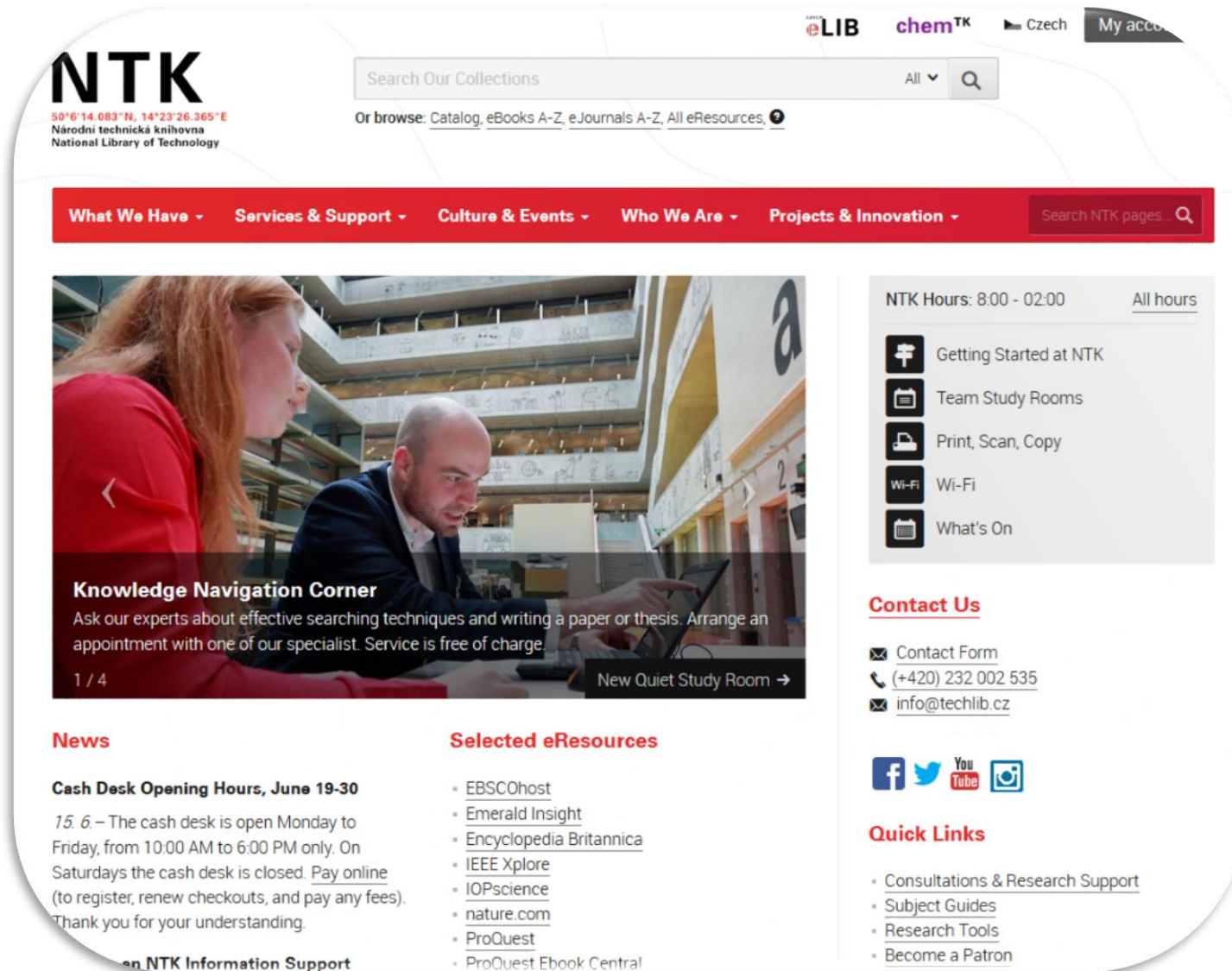
Themes (*what*)

- Academic success (excellence)
- Learning
- Rigor
- International competitiveness
- Individual engagement
- Research integrity

Messages (*how*)

- “Small” narratives surrounding individual user tasks
Need help with your thesis? You’re at the right place. I remember my own writing headaches!
- “Grand” or “meta” narratives
Being part of academic community (common values); Scientific Writing in English

User-Oriented Narrative Shift: First Step



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Knowledge Navigation Corner
Ask our experts about effective searching techniques and writing a paper or thesis. Arrange an appointment with one of our specialist. Service is free of charge.
1 / 4 [New Quiet Study Room](#)

News
Cash Desk Opening Hours, June 19-30
15. 6. – The cash desk is open Monday to Friday, from 10:00 AM to 6:00 PM only. On Saturdays the cash desk is closed. [Pay online](#) (to register, renew checkouts, and pay any fees).
Thank you for your understanding.

Selected eResources

- [EBSCOhost](#)
- [Emerald Insight](#)
- [Encyclopedia Britannica](#)
- [IEEE Xplore](#)
- [IOPscience](#)
- [nature.com](#)
- [ProQuest](#)
- [ProQuest Ebook Central](#)

NTK Hours: 8:00 - 02:00 [All hours](#)

- [Getting Started at NTK](#)
- [Team Study Rooms](#)
- [Print, Scan, Copy](#)
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- [What's On](#)

Contact Us

- [Contact Form](#)
- [\(+420\) 232 002 535](#)
- [info@techlib.cz](#)

Quick Links

- [Consultations & Research Support](#)
- [Subject Guides](#)
- [Research Tools](#)
- [Become a Patron](#)

[an NTK Information Support](#)

We Say *Ask Us; Inspire and Demystify*



Reference Team, October 2016

Narrative Shift: One Story Does Not Fit All



Bachelor & Master Students



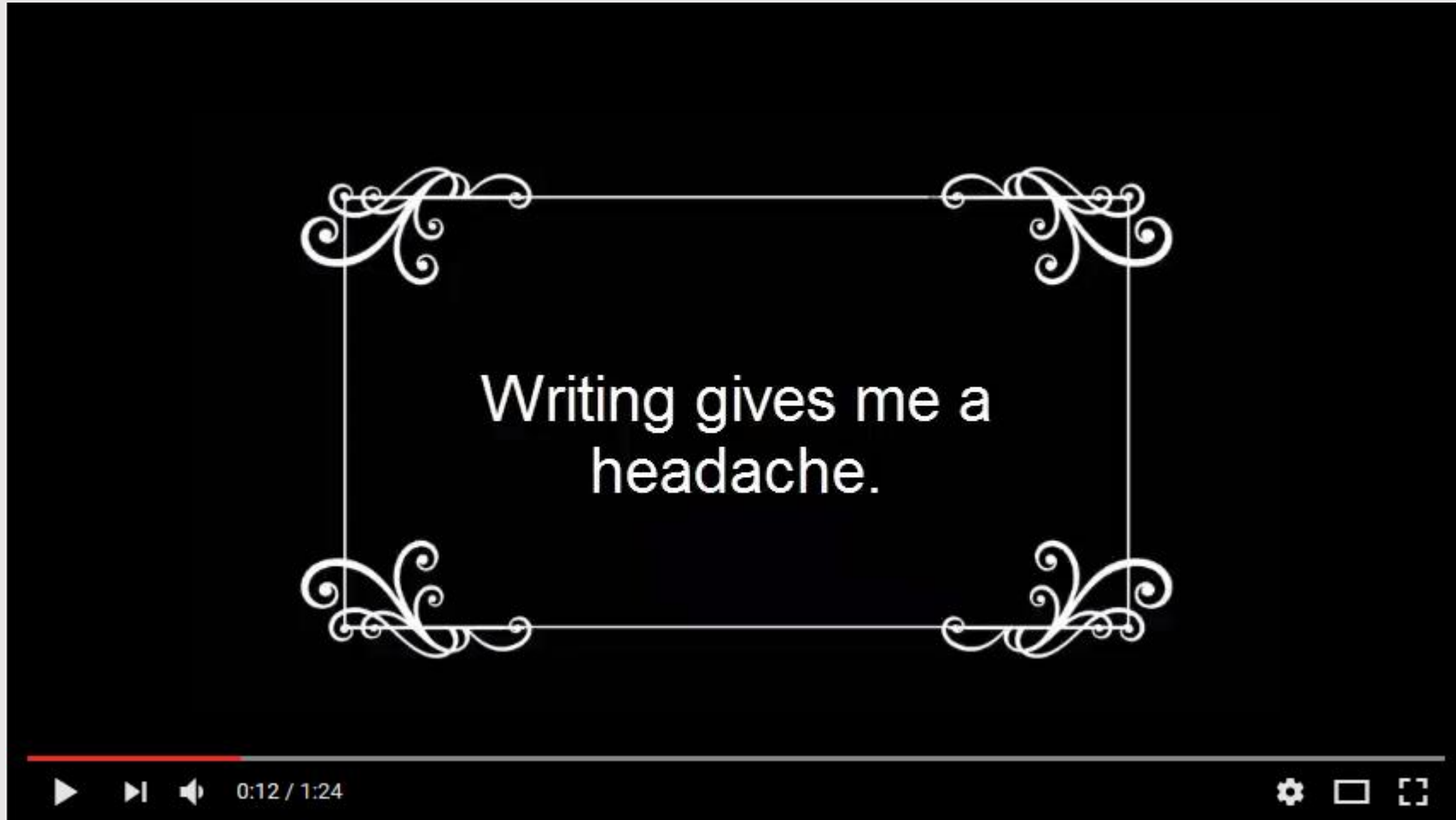
Sample interactions with patrons, 2014-present

	2014	2015	2016	2017*
Consultations	76	84	118	77
Lectures/Workshops (L/W)	1	4	22	27
Participants in L/W	20**	80**	343	466

*As of 19.5.2017

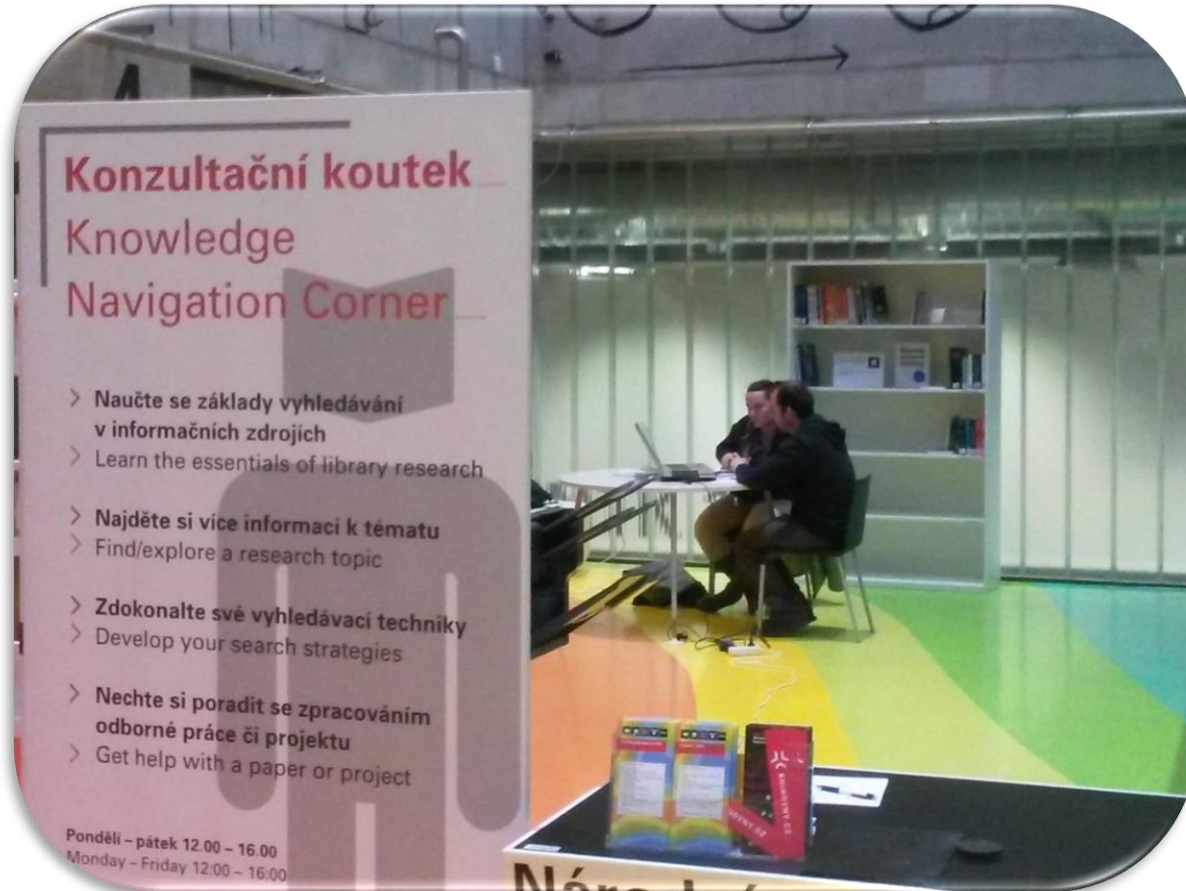
**Estimation

Bachelor & Master Students



YouTube teaser for consultation services.

Bachelor & Master Students



Helping students with a research paper



Racing with them around the library

Professors, PhD students & Postdocs

Narrative emphasis:

- Time savings
- Support of research integrity
- Academic rigor
- International competitiveness
- At the small narrative level, we emphasize the term *catalysis* instead of *embedding*, because embedding implies observation rather than active partnership, engagement between peers
- We want to extend *beyond* embedding

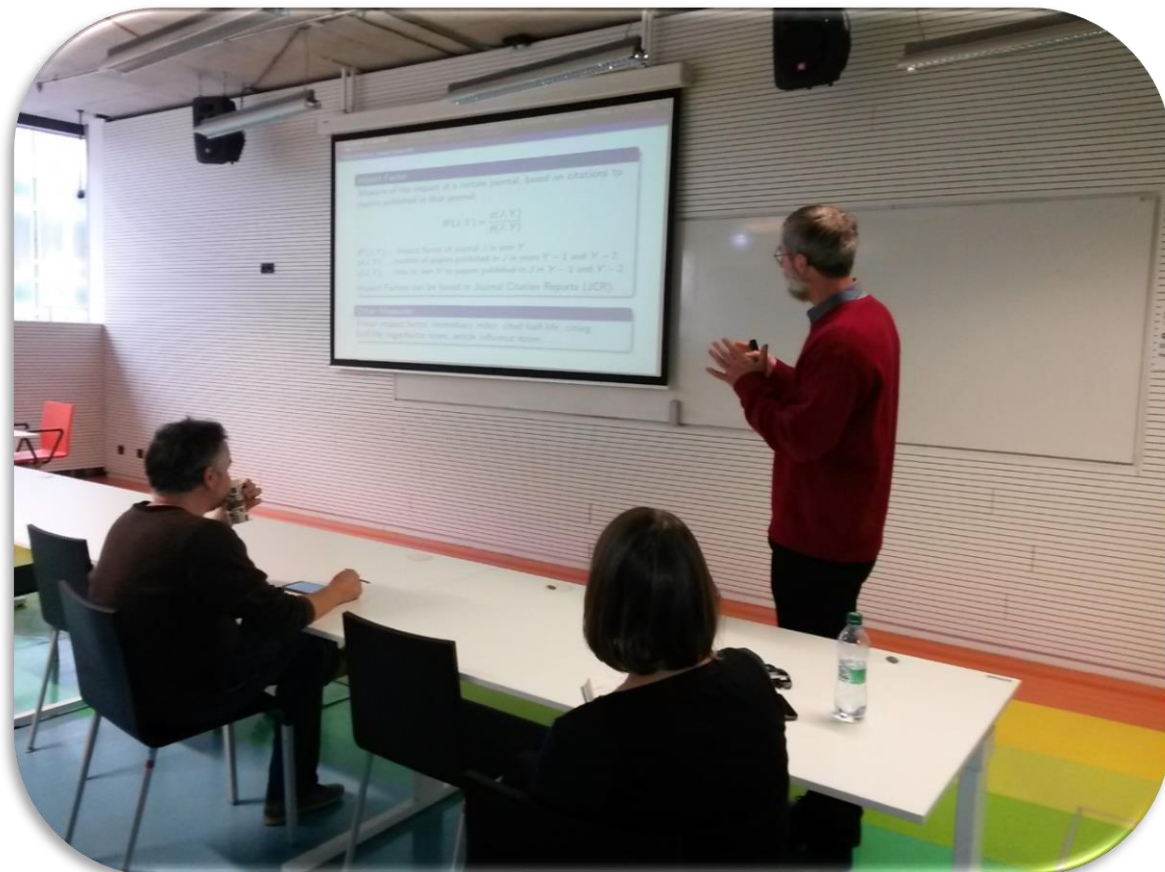
Professors, PhD students & Postdocs

Our goal in interactions with our academic partners is to discover and then, *together with them*, pilot new service initiatives, such as:

- Advanced, a full-semester credit seminar in *Scientific Writing* for doctoral students in civil engineering
- Supplementary non credit full-semester courses in English for early career researchers (*Scientific Oral Presentations* and *Gaining Confidence in Presenting and Teaching*)



Professors, PhD Students & Postdocs



Discussions about bibliometrics



Bowling with STEM scholars

High School Students & Teachers

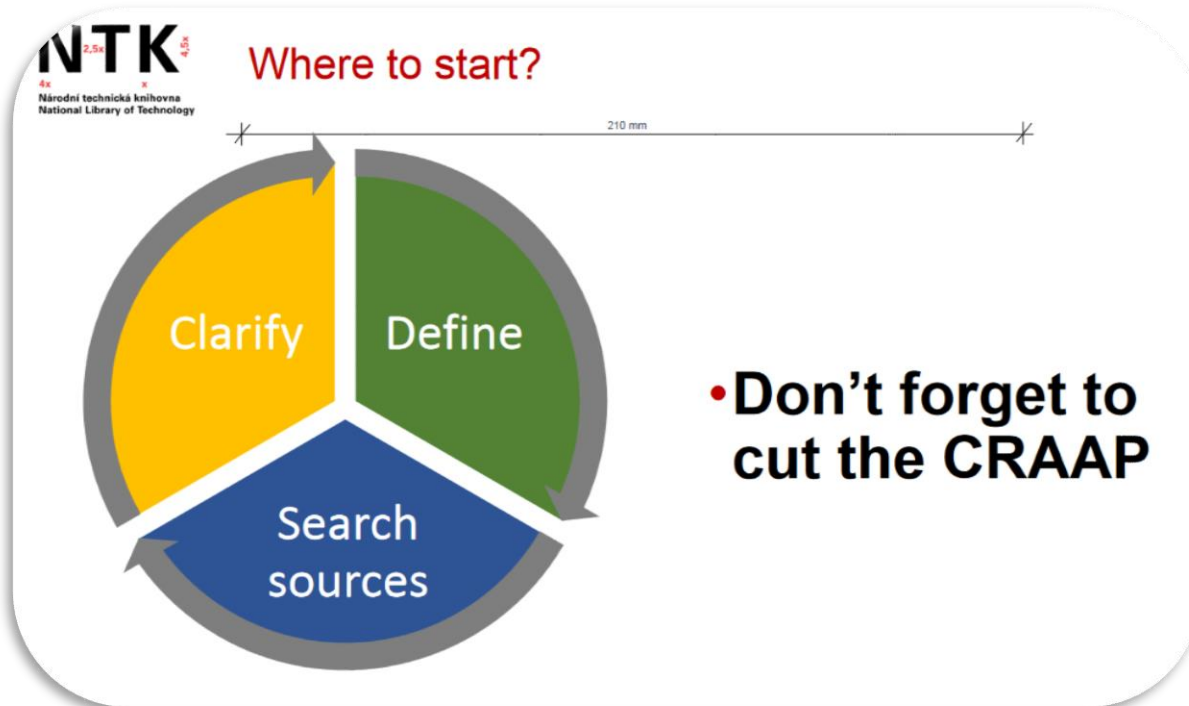
Narrative focus for educators:

- Internationally competitive students

Narrative focus for students:

- Utility for specific tasks (e.g., successful completion of papers required for graduation)
- Informal, ironic language

Sample Slides, High School Students



Citation vs. paraphrase

- When to paraphrase?
- When we want to sum up somebody else's thought(s)

Richard III.
has seen better
winters.



Shakespeare (Big Willy) Funny Poster. In: Shakespeare (Big Willy) Funny Poster [online]. ©AllPosters.com [5.9.2016]. Available at: http://www.allposters.com/-sp/Shakespeare-Big-Willy-Funny-Poster-Posters_199453695_.htm

King Richard III. In: BBC – History - King Richard III [online]. © BBC [5.9.2016]. Available at: http://www.bbc.co.uk/history/people/king_richard_iii/

*"Now is the winter of our discontent
Made glorious summer by this sun of York,
And all the clouds that lour'd upon our house
In the deep bosom of the ocean buried.
Now are our brows bound with victorious wreaths,
Our bruised arms hung up for monuments,
Our stern alarms changed to merry meetings,
Our dreadful marches to delightful measures.
Grim-visaged war hath smoothed his wrinkled front,
And now, instead of mounting barbed steeds
To fright the souls of fearful adversaries,
He capers nimbly in a lady's chamber
To the lascivious pleasing of a lute.
But I that am not shaped for sportive tricks
Nor made to court an amorous looking-glass,
I that am rudely stamp'd and want love's majesty
To strut before a wanton ambling nymph,
I that am curtail'd of this fair proportion,
Cheated of feature by dissembling nature,
Deformed, unfinished, sent before my time
Into this breathing world scarce half made up,
And that so lamely and unfashionable
That dogs bark at me as I halt by them,
Why, I, in this weak piping time of peace,
Have no delight to pass away the time,
Unless to see my shadow in the sun
And desert on mine own deformity.
And therefore, since I cannot prove a lover,
To entertain these fair well-spoken days,
I am determin'd to prove a villain
And hate the idle pleasures of these days.
Plots have I laid, inductions dangerous,
By drunken prophecies, libels and dreams
To set my brother Clarence and the king
In deadly hate the one against the other.
And if King Edward be as true and just
As I am subtle, false and treacherous,
This day should Clarence closely be mew'd up
About a prophecy which says that 'G'
Of Edward's heirs the murderer shall be.
Dive, thoughts, down to my soul, here Clarence comes."*¹

¹ SHAKESPEARE, William and JANIS LULL. King Richard III. New York: Cambridge University Press, 2009, pp. 61-64

Information Support for High Schools

Dear colleagues, high school educators and administrators:

In the cutting edge academic environment of NTK in the midst of the Dejvice Campus, we are eager to offer you our assistance and collaboration in working towards achieving and maintaining an optimal level of information literacy skills and developing the "prudence" necessary for successful educational endeavors in today's rapidly changing networked world.

Our team of experienced and knowledgeable information professionals is happy to assist you in preparing your Generation Z students for success in their future academic and professional careers.

We are here to assist you in identifying and assessing gaps regarding information readiness and tech-awareness. Our aim is to help you overcome any insufficiencies we identify together.

Acting in synergy with you, we are capable of providing your students with a wide range of custom-tailored consultations and workshops on topics including (but not limited to):

- Advanced (not only electronic) information search and working with emergent information resources and tools
- Preparation, writing, and presentation of academic/research papers
- Validation of information resources and proper citation management
- Publishing ethics
- Optimal use of emergent learning technologies, information resources, and tools
- Information support for the International Baccalaureate Diploma Programme

We would like to contribute to the enrichment of your existing curricula with advanced information practices, resources, and tools—and also assist and inspire you by developing and introducing new methods and techniques.

Examples

- A Model partnership with the Austrian Gymnasium in Prague
- Sample workshop presentations:



Contact us

✉ reference@techlib.cz
☎ (+420) 232 002 503

See also

- [Reference and Research Help](#)
- [Our Specialists](#)
- [Subject Guides](#)
- [Research Tools](#)



We're a [STAR](#) library!

Sample
language, high
school teachers

High School Students & Teachers



Explaining students issues of scholarship



Discussing curriculum enhancements with teachers

Conclusion

Our narratives will continue to evolve and we have no illusions about our competitors, the large commercial entities dominating the online information space.

Our sole advantage lies in our ability to expand our *inspiring and demystifying* efforts to whatever our users require in the future, going beyond embedding as *catalysts* of educational change and improvement.

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Stay in touch



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