

4th Shanghai International Library Forum (SILF) 2008

数字时代如何定位参考咨询服务: 新加坡国家图书馆的策略

Repositioning our Information Services in the Digital Age

A Study of the National Library Singapore Strategy 20 – 22 October 2008

National Library Board Singapore

NLB oversees

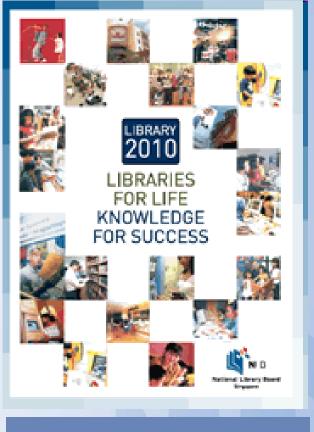
- National Library Singapore
- 3 Regional Libraries
- 19 community libraries
- 2 community children's libraries
- 17 government, schools and private institutional libraries
- A total of 42 libraries in Singapore



Library 2010

New Knowledge Framework for Singapore

- Building knowledge and expertise
- Making information accessible
- Sharing and exchanging knowledge



Library 2010 Report



Service Objectives

Service Objectives in the design and delivery of NLS's Reference and Information Services (RIS)

- Service within reach providing RIS wherever, however and whenever customers need it, with any device they have at hand.
- Service as a lifestyle making RIS available within the social space that customers are comfortable in (GYM)
- Service as a team providing RIS by leveraging on the collective wisdom and knowledge of the library community.





Service Initiatives

The Service Objectives are realized through the following initiatives by NLS

- SMS Reference Service
- Accessing NLS content through the GYM space
- Collaborative Reference Network







Service within Reach

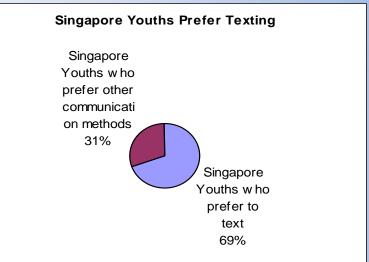
SMS Reference Service

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SMS - a Way of Life in Singapore



SMS is popular in Singapore



Source: SMS Nation. (2008, April 10). Asiaone Digital

1.06 billion messages were sent in April 08 while there are only close to 6 million mobile phone subscriptions. This means an average of 177 messages were sent per phone.

Source: Infocomm Development Authority of Singapore. Statistics on Telecom Services for 2008 (Jan – Jun).



SMS Reference Service

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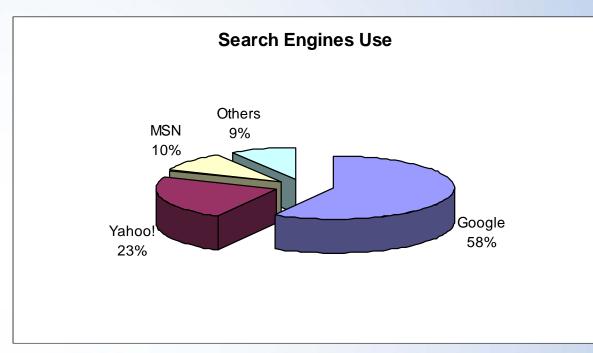


Service as a Lifestyle

Accessing NLS content through the GYM space

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Search Engine Use in Singapore

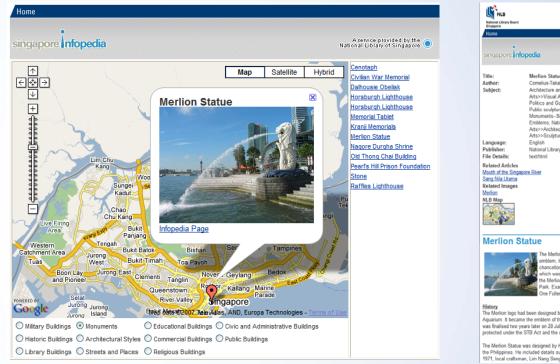


In Singapore, there are about 2 million active web users (world usage is about 1.4 billion)

Source: US Search Engine Ranking, December 2007.



Infopedia



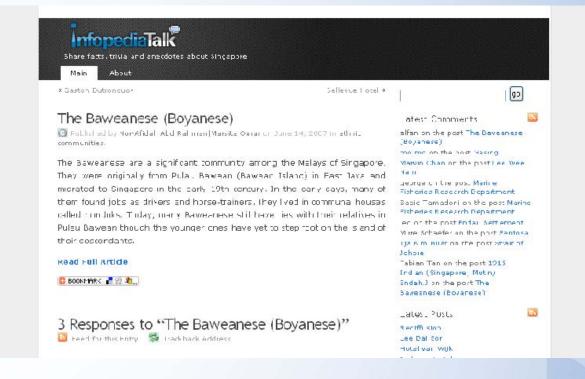


The Mertion Statue was designed by Kwan Sai Kheong, the vice-chancellor of the University of Singapore and Ambassador to the Philippines. He included details such as the water-fountain and piped-music which flows out of the Mertion. In November 1971, local catalisman, Lim Nang Seng began scupting the Mertion statues, one larger than the other. The main Mertion was so

Pushing Singapore Library content to the world via GYM space. Infopedia map shows categories of information and location of article on Google map.



Infopedia Talk



Infopedia Talk – converting Infopedia into Blog Postings to encourage conversations and interaction with the public, engaging the public to contribute and update content in Infopedia.



Results from Exposure of reference content through GYM

Reference Content	Impact and Benefits	
Micro-sites	Before (monthly average)	Now (monthly average)
Infopedia	200-400 page views	170,600 page views
Singapore National Bibliography	-	8,900 page views
SNAP (Singapore National Album of Photographs)	-	6,800 page views
New Arrivals	-	65,000 page views
Singapore digitized books	-	4,300 page views
Reference Point Enquires Bank	-	2,200 page views
Total page views		257,800 page views





Service as a Team

Collaborative Reference Network

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Everybody is a Specialist : Collaborating to provide best answers

Benefits of CRNS

- Stumpers unique to Singapore and its region
- Collective knowledge for best answers
- Broaden network of contacts
- Taps on intrinsic knowledge of members
- Tracks tacit discussions
- Ease of use
- Self-learning tool
- Acknowledge individual contributions
- Standard appearance with NL branding





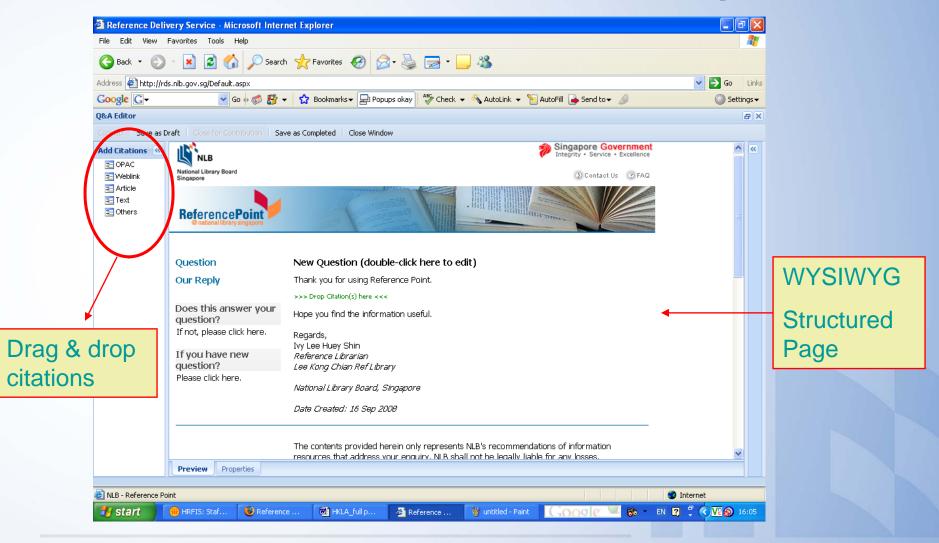
Staff Positive Feedback for CRNS

- "I think this enquiry is fascinating! We learn so much just by trying our hand at answering." – Bonny Tan, Senior Librarian in a discussion thread on 3 June 2008.
- "I am really impressed with the sharing and willingness to give their time from our fellow colleagues, without which I would have no clue on how to handle this enquiry. The CRNS spirit is the equation 1+1 is more than 2." – Sara Pek, Senior Librarian in a discussion thread on 24 April 2008.
- "Thanks very much, Seow Leng! The resources you've recommended are brilliant! Thanks also to everyone for your invaluable inputs, suggestions and advice! This CRNS system is great!" – Sharon Teng, Librarian in a discussion thread on 26 November 2007.

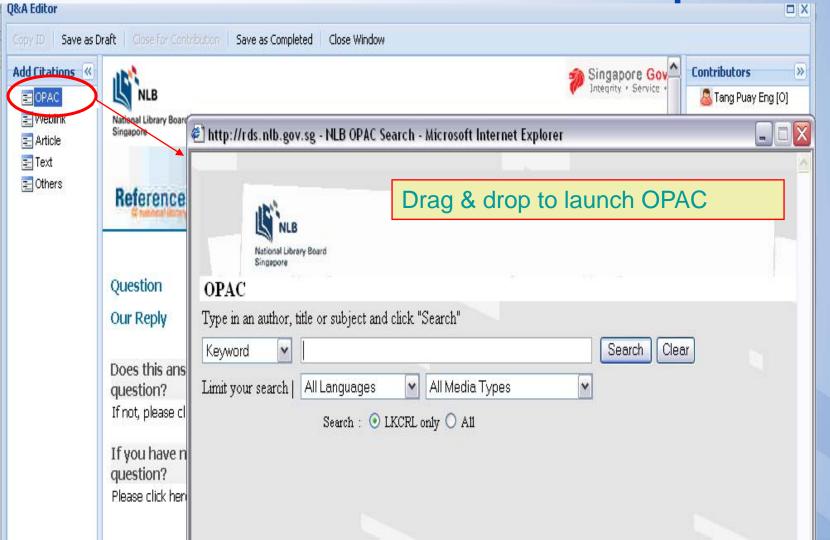


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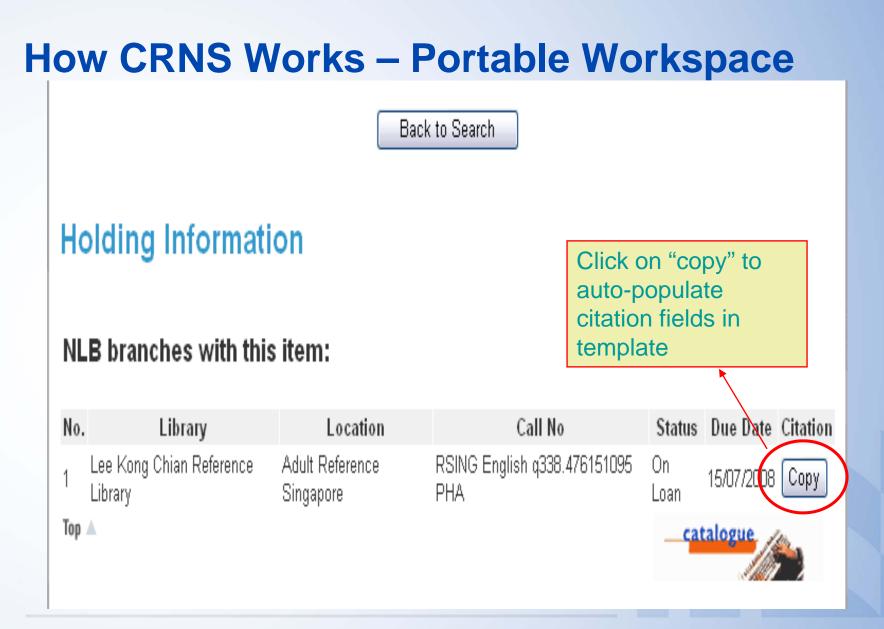








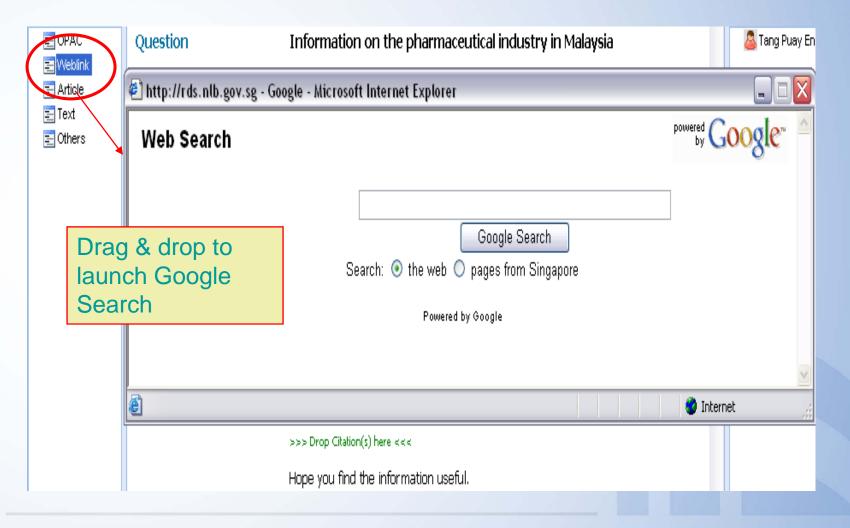






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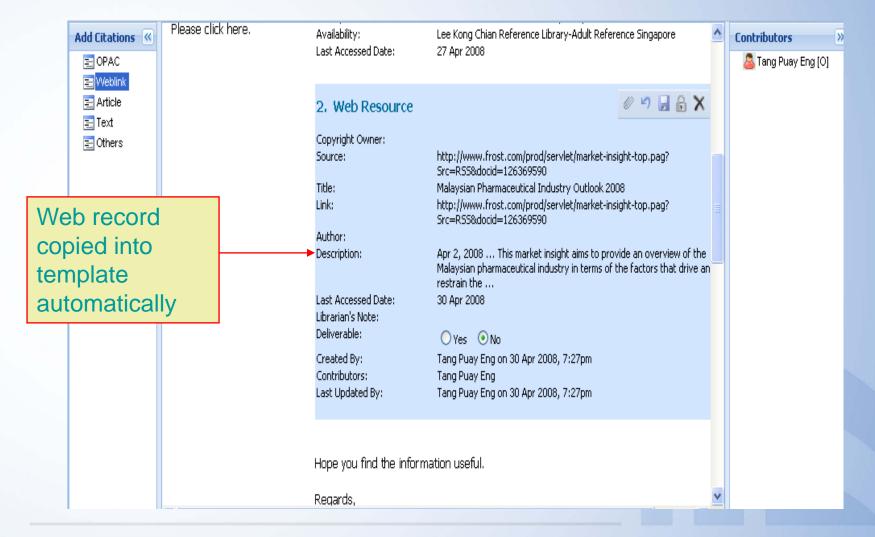




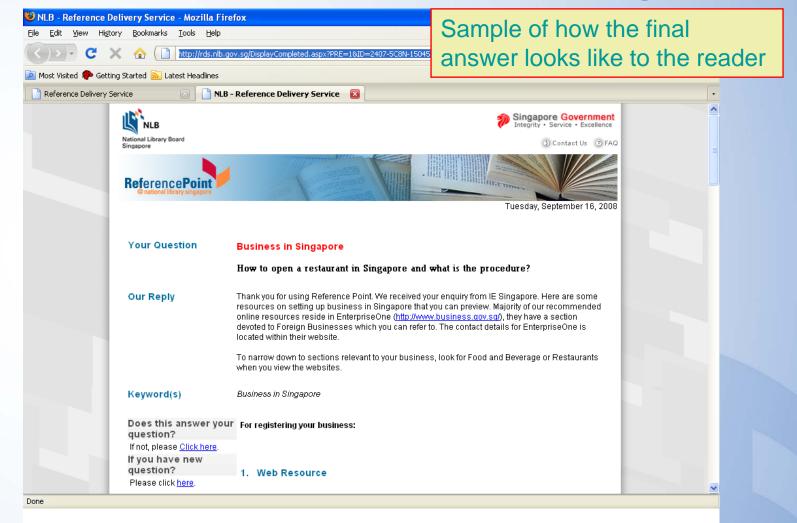








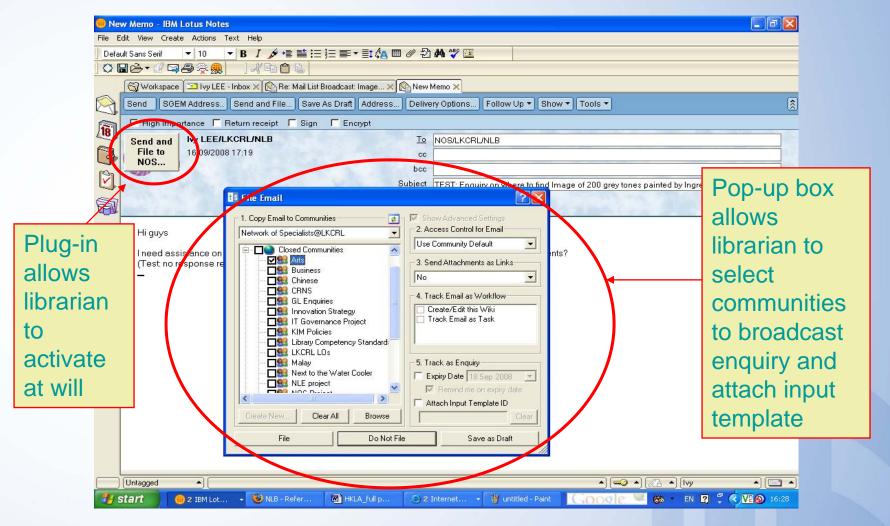






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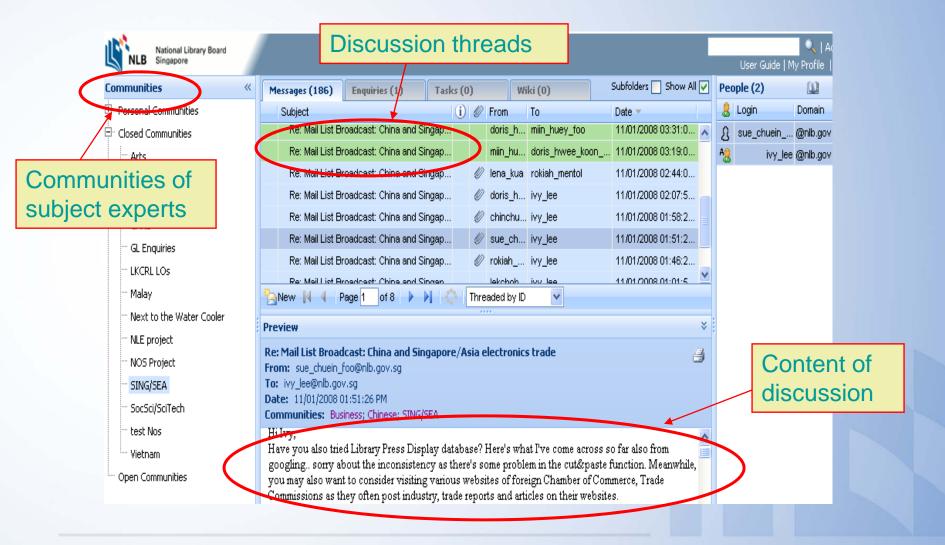




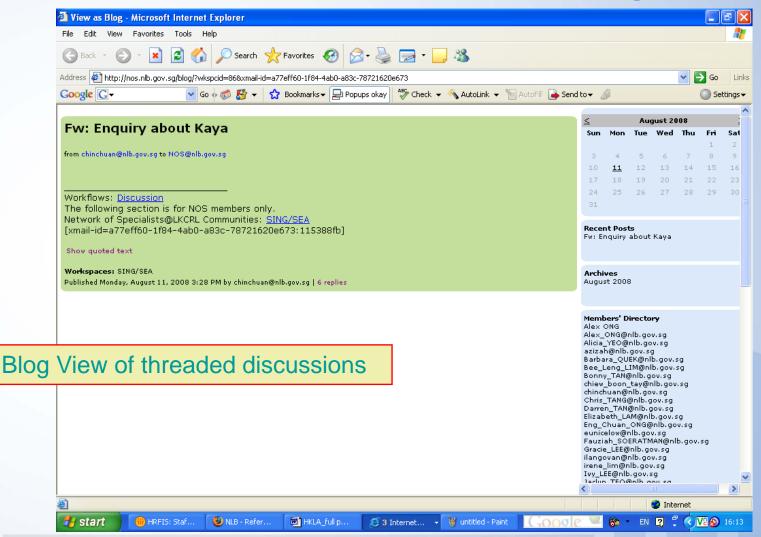


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Outcome achieved for CRNS

- More than 200 members are now working in collaboration on reference enquiries
- 18 subject communities formed
- More than 400 postings and contributions on average every month
- Over 1211 discussion threads have been created (since August 08)
- A record of over 2249 reads (log-ins by staff to read the postings for self learning)



Customer satisfaction and compliments

"I am very happy and grateful for the answer given the knowledge, imparted and the time taken to put it together. I am surprised at the speed and excellence of the service and everyone involved with this service should be very proud of themselves."

"Really appreciate the library's help and efforts to find out the answer to my question. Although the answer is not a straight forward one, I think the library has done a great job. Pls continue to keep up the good work and provide this very useful service!!"



What's Next for NLS

- Continue to explore and develop these initiatives
- Extend more content through GYM
- Engage users to leverage on their expertise and knowledge
- Extend CRNS platform to the library community outside NLS, to ASEAN and Asia-Pacific region
- Continue to experiment and develop innovative customer-driven services





Thank You

For clarifications, email:

lvy_LEE@nlb.gov.sg

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