

# 资源建设的多元化及对 图书馆的影响

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第三届  
中美高校图书馆合作发展论坛  
2015.6.11.  
成都

# 发言提纲

- 引言
- 图书馆资源建设的多元化
- 资源多元化的问题与挑战
- 集团（联盟）采购的问题与挑战
- 移动服务的需求
- 结语

# 引言

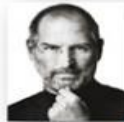
- 社会进入移动互联时代

- 手机上网比例首超传统PC

- 截至2014年6月，中国网民规模达6.32亿，其中，手机网民规模5.27亿，互联网普及率达到46.9%。网民上网设备中，手机使用率达83.4%，首次超越传统PC整体80.9%的使用率，手机作为第一大上网终端的地位更加巩固。
    - 互联网普及率为46.9%。互联网发展重心从“广泛”向“深入”转换，各项网络应用深刻改变网民生活。移动金融、移动医疗等新兴领域的移动应用多方位满足了用户上网需求，推动网民生活迈向全面“网络化”。——《第34次中国互联网络发展状况统计报告》



蒂姆·伯纳斯·李  
世界上第一个网站  
<http://info.cern.ch/>  
1991年8月6日上线



史蒂夫·乔布斯  
2007年6月29日，  
苹果公司  
推出 iPhone 手机

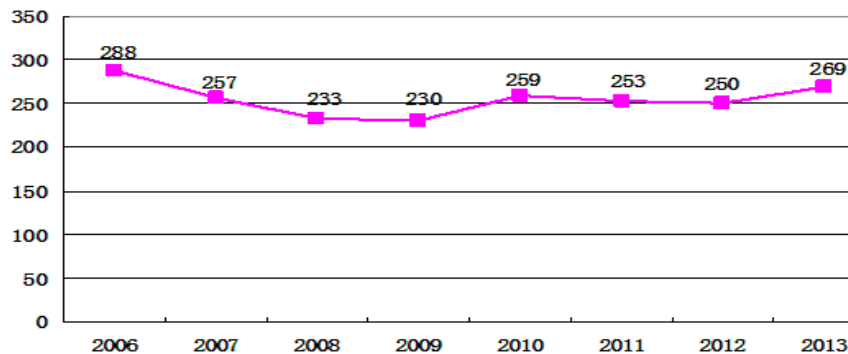
周期	Internet	WWW		mobile	
		Web 1.0	Web 2.0	APP1.0	APP2.0?
代表	PC	Yahoo.94	Google.98	iPhone、android	?
时间	1969-1989	1989-94-2000	2001-2007	2008-2015	2025?
时长	20年	18年		7年	15年

• 有人认为“移动互联网将死”

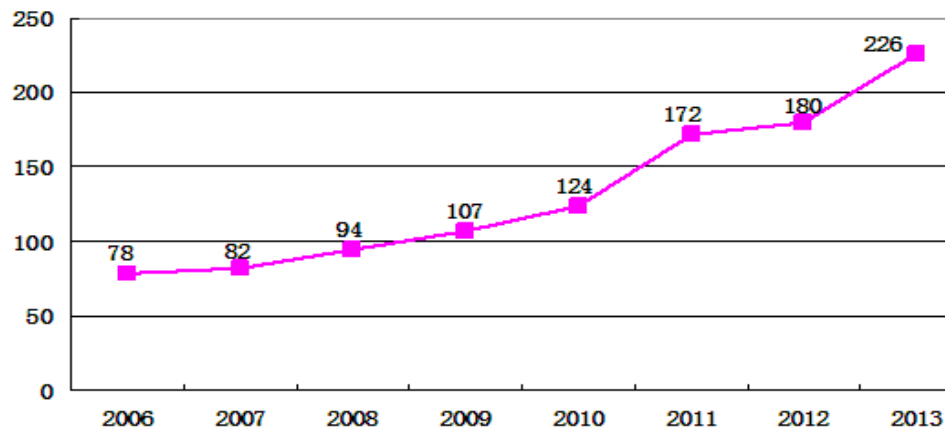
- 手机互联网即将走向死亡。所谓死亡，不是物质的湮灭而是产业老化面临蝶变，手机互联网的死，代之以万物互联的生。万物互联指的是什么？Internet of everything。
- IOE=IOT+IOS，第一层是IOT即物品联网（简称物联网），第二层IOS是“服务联网”（简称务联网）。车联网也罢，智能电视也罢，可穿戴设备以及新近热谈的工业互联网也罢，均是IOT的子集；而传统服务业向互联网转型也好，生产性服务业互联网化也好，包括互联网金融、在线旅游在线教育，无不是在IOS的范畴之内。——张孝荣：《移动互联网将死，万物互联网当立》

- 图书馆已进入全面数字化转型的时代

- 用户需求及使用习惯的改变
- 纸本文献服务量的下降和数字文献服务量的增长
- 文献资源建设也从以纸本文献为主向以数字文献为主过渡



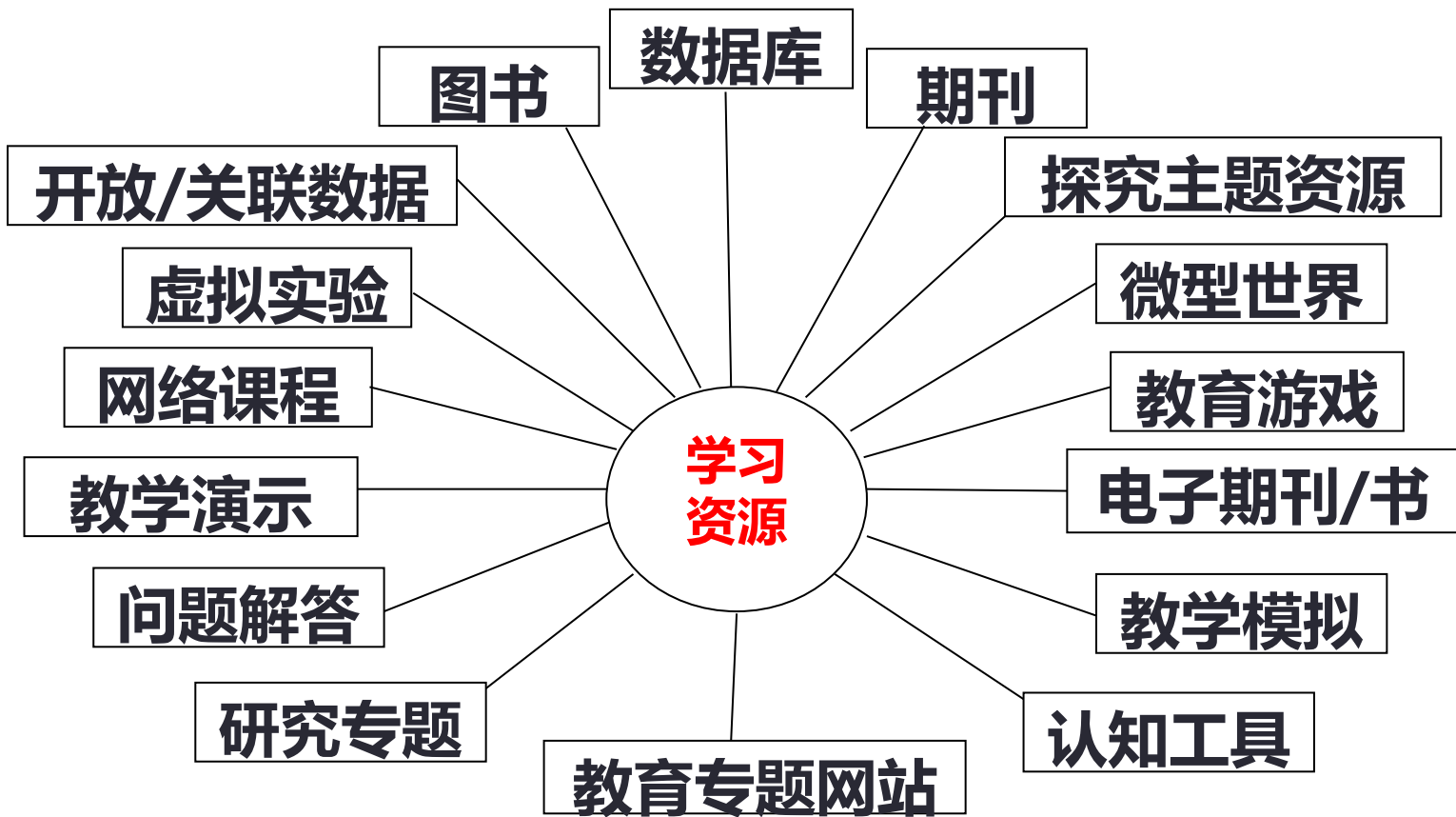
2006-2013年高校图书馆馆均纸质文献资源购置费 (万元)



2006-2013年高校图书馆馆均电子文献资源购置费 (万元)

# 学习资源的新形态

- 余胜泉：学习资源建设发展新趋势



# 图书馆数字资源建设现状

- 数字资源建设内容和方式

- 购买/租用

- 电子期刊
- 学位论文
- 专题全文库
- 电子书

- 采集/整合

- 开放获取期刊
- 开放获取图书
- 网络资源
  - 机构（专题）网站
  - 社交媒体

- 自建/共建
  - 特色数据库
  - 机构知识库
  - 科研数据
  - 开放出版



# 机构知识库的建设内容十分丰富

- 学术论文
- 研究报告
- 会议论文
- 学位论文
- 学术博客
- 学术档案
- 阅读笔记
- 科研数据
- 学术评论
- 课程大纲
- 课件
- 调研报告
- 实验记录
- 专著
- 学术报道
- 机构通讯

- 购买/租用方式
  - 单馆
  - 双/多馆 (美国2 CUL)
  - 联盟
    - 全国联盟
    - 区域联盟
    - 学科联盟

- 选订模式（国外）

- Big deal
- Title by title
- Pay per view
- PDA
- DDA
- EBA

# 资源多元化带来的问题与挑战

- 资源发展政策/规划
- 经费的分配比例
  - 20%~80%，多数40~60%
  - IARU的调研
    - 60%: Cambridge, Berkeley, Yale, Oxford
    - 75%: ANU, NUS, ETH Zurich
    - 90%: Copenhagen(20% or lower: Humanities & Social Science)
    - Unclear: Tokyo

- 资源存储空间和时间

- 高密度仓储

- 纸质

- 电子

- 长期保存

- 按区域

- 按层次/类别

- 修复/迁移

- 采集资源的加工和组织
  - 新的组织方法
    - 元数据
    - 关联数据
    - 知识本体
  - 新的标准规范
  - 新的加工流程

- 自建资源的加工和组织
  - 数字化加工
  - 元数据加工
  - 数字对象标识 (DOI)
  - 数字权利管理 (DRM)
  - 加工系统 (平台)

- 数字资源的计量和统计
  - 计量标准
  - 统计方法和系统



- 数字资源管理 (DRM) 系统

- 目录管理
- 试用管理
- 合同管理
- 经费管理
- 数据统计、分析、评估
- 用户反馈 (互动)

# 集团（联盟）采购的问题与挑战

- 基于DRAA
- 谈判
  - 组织方式
  - 参与程度
  - 程序
  - 技巧

- 方案（协议）
  - 文本的规范化
  - 条款的合法性
  - 有效语言
  - 适用法律
  - 权利和义务

- 取费（定价）
  - 成员馆的分级
    - FTE
    - 使用/下载量
  - 纸本绑定
  - 平台使用费
- 违约和纠纷的处理
  - 拖延支付
  - 服务缺位

- 恶意下载问题
  - 如何定义
  - 如何判定
  - 恶意下载后的处理
- 售后服务问题
  - 可获得性
  - 访问/下载速度
  - 确切的品种/数量

# 移动服务的需求

微信上有人对未来十年作了十条思考，第十条是：

“十年后，全世界的生活方式大概只有两种：（1）宅到家；（2）走天涯。要么深居简出，要么海角天涯。而且，在流动中工作（一边旅游一边工作）的时代即将到来。”

## 移动图书馆

### 终端设备

- 手机、ipad、手持阅读器、其它便携设备

### 服务内容

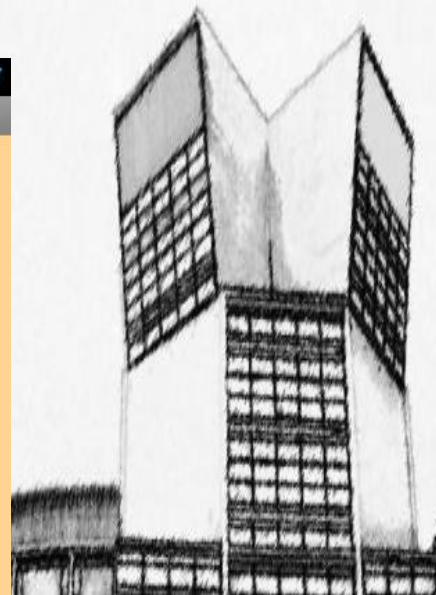
- 馆藏目录及数字资源的检索、获取
- 电子资源阅读、浏览多媒体、查看图书馆发布的各类信息等等
- 新书通告、荐购
- 读者互动
- 我的图书馆（个人借阅信息查询、预约、续借、文献到期提醒等）

### 服务方式

- 短信服务、彩信服务、WAP 服务、音视频服务、用户体验调查、其他手机图书馆服务

# 国外图书馆移动应用案例

- 新加坡淡马锡理工学院图书馆
- TP Library 2014年3月最新版本
- 根据用户权限，可以进行检索馆藏、数据库资源、试题等
- 预约；
- 浏览图书馆最新动态；
- 正在推出手机扫描或摇一摇获取资源的功能。






# 南加州大学图书馆的移动服务

www.usc.edu/libraries/mobile/

- Hours & Locations**  
Libraries hours and locations
- LibCal**  
Study room reservations
- HOMER Catalog mobile app**  
for IOS devices only
- LibGuides**  
Research and subject-specific guides
- Ask a Librarian**  
Text, chat, call, request a class
- My Account**  
Renew books, check fines and holds
- Library Directory**  
Contact library staff and faculty

mobile.usc.edu/maps/

 **Maps**

- Sort locations by category**
- List locations by name**
- List locations by building code**
- Show the map**

## Hours & Locations

Tuesday, April 29, 2014



**Accounting Library**  
Library is now **closed**.



**Architecture & Fine Arts Library**  
Library is now **closed**.



**Business Library**  
Library is now **closed**.



**Cinematic Arts Library**  
Library is now **closed**.



**Doheny Library**  
Library is now **closed**.




**Gerontology Library**  
Library is now **closed**.

## Thomas and Dorothy Leavey Library Hours

Spring 2014 Hours: January 13, 2014 - May 16, 2014

**Mon-Thurs** 24hrs  
**Fri** 24hrs  
**Sat** 24hrs - 12am  
**Sun** 9am - 24hrs

 [Show Map](#)

 [Check in at foursquare](#)

### Martin Luther King's Birthday

[1/19] Sunday: 12pm-8pm

[1/20] Monday: 12pm-8pm

[1/21] Tuesday: 8am-24hrs

### Presidents' Day

[2/16] Sunday: 12pm-8pm

[2/17] Monday: 12pm-8pm

[2/18] Tuesday: 8am-24hrs

### Spring Recess

[3/14] Friday: 24hrs-midnight

[3/15] Saturday: 9am-5pm

[3/16] Sunday: 12pm-8pm

[3/17-3/21] Monday-Friday: 8am-5pm

[3/22] Saturday: 9am-5pm

[3/23] Sunday: 12pm-8pm

[3/24] Monday: 8am-24hrs

### Exam & Graduation Period

[5/3-5/13] Saturday-Tuesday: 24hrs

[5/14] Wednesday: 24hrs-8pm

[5/15] Thursday: 8am-8pm

### Commencement

[5/16] Friday: 8am-5pm

## Mobile Resources

### USC Libraries Mobile

- [USC Libraries mobile website](#)
- [USC Libraries mobile catalog app for iOS](#) **new**
- [Quick Search mobile website](#)
- [USC Health Sciences Libraries app for iOS & Android](#)

### Mobile Research Databases

**Mobile websites vs. Apps:** Mobile websites can be viewed on your device's web browser; Apps, on the other hand, need to be downloaded onto your phone from the App store/Google Play store.

Because these database mobile websites and apps are gateways to subscription content they often require several steps to gain access to full text content (described in the "Special Instructions" column), similar to when you attempt to access one of the libraries' databases from off campus.

Mobile Databases	Features & Content	How to get it	Special Instructions
 <p>iPhone/iPad app &amp; Android app (Free)</p>	<p><b>ACS Mobile</b> Read, save and share articles from the <b>American Chemical Society</b>. This app includes access to:</p> <ul style="list-style-type: none"> <li>• New ACS ASAP Articles (edited and published online ahead of the print), personalized across the entire portfolio of 39 peer-reviewed</li> </ul>	<p>iPhone/iPad app</p> <p>Android app</p>	<p>In order to access USC subscription content with this app, you must connect to USC's network using <a href="#">USC Wireless Plus</a>. This is necessary in order to authenticate you as being affiliated with USC. If you haven't already done so, you must first complete a 2 step process of registering and configuring your device to access USC Wireless Plus.</p>

### MOBILE RESOURCES

[USC Libraries Mobile](#)

[Mobile Research Databases](#)

[Mobile Catalog](#)

## Mobile Resources : Catalog

### Available now — HOMER mobile catalog app for iOS devices

With the all-new USC Libraries mobile catalog app for iOS devices (iPhone/iPod Touch/iPad), you can search for books, journals, and other library content, renew materials, and place holds — all on the go! Use the nifty barcode scanning feature (iPhone/iPod Touch only) to snap a picture of the barcode on any book at the bookstore and check to see if it's available at the library.

Please be aware that the mobile app version of the catalog does not have all of the features and functionalities of our **standard Homer catalog**. (For instance the option to page items from Grand Library is not available from the app).

Scan the QR code below to download the app from the Apple App Store. The Android version will be available in a future release.



[iPhone/iPad app](#)

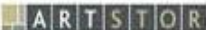


[User Guide](#)

#### MOBILE RESOURCES

[USC Libraries Mobile](#)

[Mobile Research  
Databases](#)

[Mobile Catalog](#)

 <p><b>ARTstor</b> Mobile website</p>	<p><b>ARTstor</b> Includes over one million digital images in the arts, architecture, humanities, and sciences.</p>	<p>Mobile website</p>	<p>You must first register for an ARTstor account by <b>accessing the database from the USC Libraries' website</b>, while on campus, in order to access USC subscription content from your mobile device using this website.</p>
 <p>iPhone/iPad app &amp; Android app (Free)</p>	<p><b>EBSCOhost databases:</b> Provides USC with access to over 55 databases, both multidisciplinary and subject-specific. Some of the disciplines covered include:</p> <ul style="list-style-type: none"> <li>• Business</li> <li>• Communication &amp; Film</li> <li>• Education</li> <li>• History</li> <li>• Music</li> <li>• Social Work</li> <li>• Women's &amp; Gender Studies</li> </ul>	<p>iPhone/iPad app  Android app</p>	<p>You must first access an EBSCOhost database from the USC Libraries' website (on your mobile device or a computer) and then click the link at the bottom of the page, <u><a href="#">New: EBSCOhost iPhone and Android Applications</a></u>, in order to get an authentication key, link and instructions emailed to you.</p>
 <p>iPhone/iPad app &amp; Android app</p>	<p><b>eBray</b> (ebook reader) Search, read, and download thousands of e-books that USC has purchased from eBray.</p> <ul style="list-style-type: none"> <li>• Up to 10 ebray E-books can be downloaded at the same time using this app.</li> <li>• Downloads are available for 14 days</li> </ul>	<p>iPhone/iPad app (iOS 4.3 or newer)  Android app (version 2.1 or higher)</p>	<p>There are several initial steps you must complete before you can view USC's eBray ebooks with this app:</p> <ol style="list-style-type: none"> <li>1. Set up an eBray account by <b>accessing eBray from USC's Libraries' website</b></li> <li>2. <b>Create an Adobe account</b></li> <li>3. Once the eBray app is installed on your device you'll be prompted to login</li> </ol>



iPhone/iPad app  
&  
Android app

### Gale: Access My Library (AML) College Edition

Provides access to all of USC's Gale databases and full text content, including:

- Biography in Context
- Business and Company Resource Center
- 19th Century Newspapers
- Gale Virtual Reference Library
- Literature Resource Center
- Sabin Americana, 1500-1926
- U.S. History in Context

and much more

iPhone/iPad app

Android app

### Initial set-up steps:

After downloading the app to your device:

1. First select the state, California, then select the city, Los Angeles, and then University of Southern California.
2. Then select the button, "Need Password" and enter your USC email address.
3. Gale will send you the password to gain entry to USC's subscription content.
4. After entering the password, click the "Access Library" button.
5. Then click the "Update My Resources" button. This should take a few minutes to load USC's Gale databases into the app.
6. Once completed, the "Access Library" button should reappear. Once you click this you will see new buttons for "Gale Databases" and "Gale eBooks". These options will appear from now on when you use this app.



GeoScienceWorld

Mobile website

### GeoScienceWorld

A nonprofit collaborative resource for research and communications in the earth sciences, which is built on a core database of peer-reviewed journals and is integrated with the GeoRef index. The organization gives global researchers a single point of

Mobile website

In order to access USC subscription content via this mobile site, you must click the "Authorize this Device" button on the mobile website. You will then be prompted to enter your name and USC email address. And then you will be given a voucher code and URL to enter on your device. You can do this from a computer or on your device, but you must be connected



Mobile website

### JSTOR

Access to full-text scholarly journal articles. **The mobile beta site is meant for discovery of articles.** You can email citations to yourself and then download the articles when you get to a computer connected to the USC network (either on campus or via remote login).

Mobile website

You can email citations to yourself and then download the articles from a computer connected to the USC network (either on campus or via remote login).



Mobile website

### LexisNexis Academic

Includes full text national and international news, business, financial, legal, medical, biographical, government resources

Mobile website

The best way to access subscription content using this mobile website is to **access LexisNexis Academic via USC Libraries' website** and then selecting the blue **Mobile** button at the bottom left of the LexisNexis homepage.



iPhone/iPad app  
&

Android app

(Free)

### Naxos Music Library





An online classical music library. It offers streaming access to more 70,000 CDs; over 800 new CDs are added to the library every month. The mobile apps allow you to listen to your personal and account created playlists on the go.

iPhone/iPad app

Android app

In order to access USC subscription content with this app, you must connect to USC's network using **USC Wireless Plus**. This is necessary in order to authenticate you as being affiliated with USC. If you haven't already done so, you must first complete a 2 step process of registering and configuring your device to access USC Wireless Plus.

1) You must first register your device/computer for use on the USC Wireless Plus network--Instructions are available on the bottom right menu under heading: **Setting Up USC Wireless Plus**.  
Select your operating system:

 <p>Mobile site &amp; iPad app (Free)</p>	<p><b>Pubget</b> Searches Medline (PubMed/Ovid Medline) and retrieves citations. Pubget is a search engine for life science PDFs beyond Medline as well.</p>	<p><b>Mobile website</b> Select "University of Southern California" from drop-down menu.</p> <p>iPad app</p>	
 <p>Mobile website,  Android app (Free, but Android has a paid version, <i>PubMed Pro</i>)</p>	<p><b>Mobile PubMed</b> Searches all PubMed citations.</p>	<p><b>Mobile website</b> Links to free full-text articles only <b>(will not retrieve USC-subscription content)</b>.</p> <p>Android app</p>	
 <p>Mobile website</p>	<p><b>Refworks</b> Gives you access to all of your references stored in RefWorks from any mobile device. You can search, add or remove reference, create new folders, and add comments or text to the Notes field.</p>	<p>Mobile website</p>	<p>You must first set up a <b>USC RefWorks account</b></p>
 <p>iPhone/iPad app &amp; Android app</p>	<p><b>Sciverse Science Direct</b> A full-text scientific database offering journal articles and book chapters from more than 2,500 peer-reviewed journals and more than 11,000 books. The app allows you to read, save, and share articles.</p>	<p>iPhone/iPad app</p> <p>Android app</p>	<p>You must first register by <b>accessing Science Direct from the USC Libraries' website</b></p> <p>The paid version allows you to set up alerts, browse by journal and download PDF versions of articles (PDF option available for iPhones only)</p> <p><b>Overview &amp; Description</b> <b>User Guide</b></p>





iPhone/iPad app

(Free)

### SpringerLink

A database containing articles and chapters from over 2,500 peer-reviewed journals and over 50,000 E-books covering all subject areas

iPhone/iPad app

In order to access USC subscription content with this app, you must connect to USC's network using **USC Wireless Plus**. This is necessary in order to authenticate you as being affiliated with USC. If you haven't already done so, you must first complete a 2 step process of registering and configuring your device to access USC Wireless Plus.

1) You must first register your device/computer for use on the USC Wireless Plus network—Instructions are available on the bottom right menu under heading: **Setting Up USC Wireless Plus**. Select your operating system:

- Windows 7 or Windows Vista
- Windows XP
- Mac Snow Leopard 10.6
- iPad/iPhone

2) You must then configure your device/computer in order to access USC Wireless Plus. Again directions are on ITS's site under **Setting Up USC Wireless Plus**



Mobile website

### Worldcat.org Mobile Beta

Lets you search the collections of libraries in your area as well as libraries all over the world.

Mobile website



Mobile website

### Safari Books Online

Mobile website

You must be on USC's network to use the mobile site. Safari uses the IP address from the network to log you into the correct account. Refer to this **FAQ** page for more information

# 结语

- 数字环境下，很难区分前台与后台、基础工作与服务工作
- 应考虑和关注移动/泛在业务环境建设
- 实际工作在倒逼业务的规范化和实践的理论性归纳
- 需要群策群力，加强研究，力争有所创新，有所突破