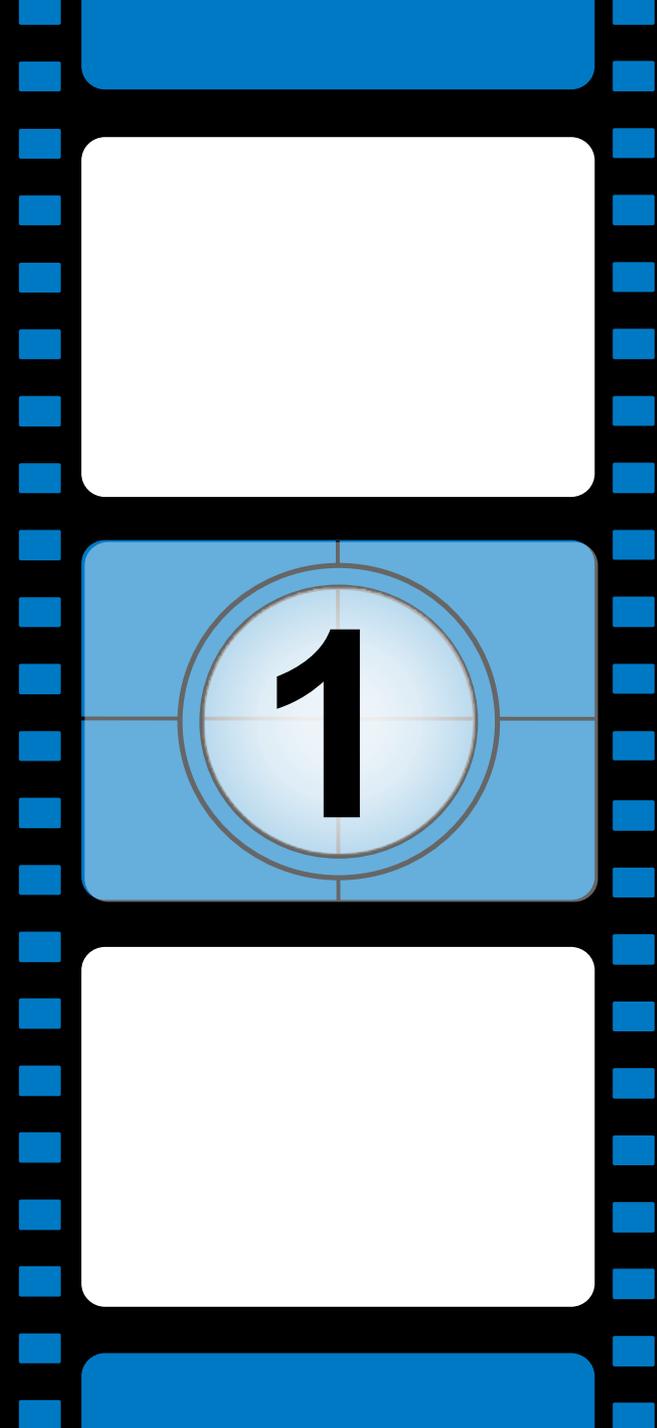


数字化转型 (DX)

关于大学图书馆未来的思考

吴建中 澳门大学图书馆

从计算机化或计算机辅助时代到数字化或数据驱动发展的时代是一个质的飞跃，对于大部分组织来说，数字化转型是顺应时代发展的必然要求，也是绕不过去的一道坎。



1

数字化转型

Digital transformation

IDC于2019年4月《全球半年度数字化转型支出指南》（Worldwide Semiannual Digital Transformation Spending Guide），全球数字化转型支出将达到1.18万亿美元，比2018年增加17.9%。

2022年中国50%以上的组织将通过数字化转型，依靠新的商业模式、数字化产品与服务实现业务增长。

数字化转型



新加坡：数位到底，用心服务

- 新加坡政府在一份题为《数字政府蓝图》的报告中，打出“数位到底，用心服务”口号（Digital to the core, and serves with heart）
- 数位到底——利用数据、连接及运算，针对政府服务民众、企业的方式以及公务员做事的方式进行改变
- 用心服务——指政府不会因数字化转型而失去人性，反而会利用数字化转型来提升与民众互动的体验。

大学：数字化转型

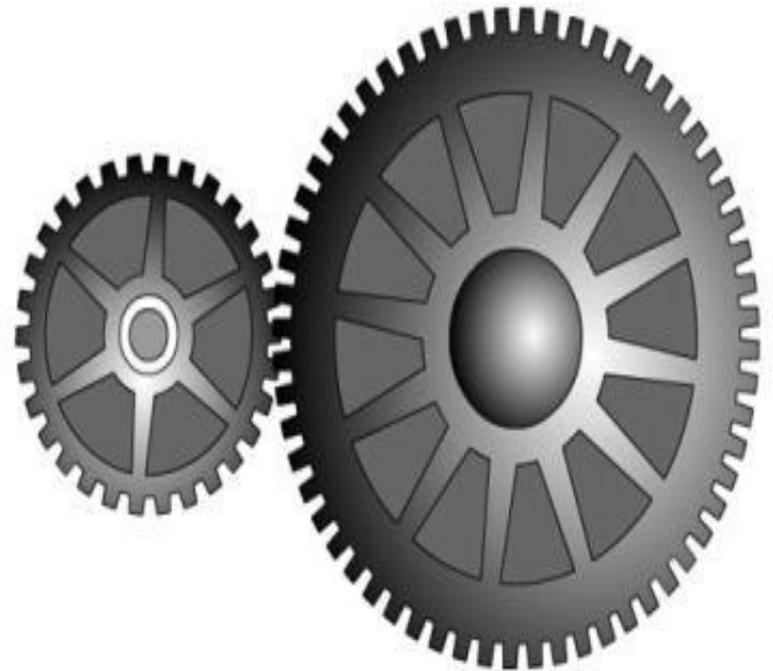
- 国内外一流的大学已经步入数字化转型的轨道。图书馆作为其“心脏”的功能，也必须与时俱进，跟上时代发展的步伐，适应大学整体的现代化进展。

数字化转型 (DX) 面向教学科研

Library should serve for teaching, learning and research

当图书馆流通数持续下降，当电子资源购书经费比重持续上升，当用户更习惯于数字化学习的时候，图书馆不得不重新考虑自身发展重心的转移问题了。

When book circulation decreases, budget for e-journal increases and users are more accustomed to 3C, library should readjust its strategy for development.



国际图联大学与研究图书馆委员会

IFLA Academic and Research Libraries Section

**支撑学习、教学和研究的图书馆
核心服务包含十一项：**

开放获取转型

开放获取出版

开放数据管理

开放教育资源

开放源环境

开放科学政策

电子研究支撑

**版权管理、图书馆管理新形态、
信息素养和员工新技能与培训。**

Important topics

- open access transformation,
- open access publishing,
- open data management,
- open educational resources,
- open source environments,
- open science policies
- e-research support,
- copyright legislation,
- new shapes of library management,
- information literacy,
- advanced skills and further training of library staff.

大学与研究图书馆协会图书馆八个新挑战

ACRL: 8 challenging activities

- 了解并满足个别用户在信息分析、识别方面的信息需求
- 创新全校园信息素养教育并融入课程学习以加强信息素养技能
- 选择、组织全媒体信息并促进其利用
- 在掌握和利用技术发展趋势的基础上提出战略计划
- 计划、安装、运行好计算机系统及其电子资源设计并管理好网址
- 加强与学院老师、计算机专家和教学开发人员之间的合作
- 促进同事间的有效团队组合
- 参与并加强公共关系以促进和提升大学图书馆经费

consult with individuals in analyzing, identifying, and fulfilling their information needs
create campus-wide information literacy programs and deliver classroom instruction to strengthen information literacy skills

select, organize, and facilitate access to information in a variety of formats

keep abreast of technological advancements and develop strategies to take advantage of them

plan, implement, and administer computer-based systems, electronic databases design and manage Web sites

collaborate with classroom faculty, computer specialists, and instructional developers

contribute to effective teamwork among colleagues

participate in and lead public relations efforts to promote and raise funds for academic libraries

高校图书馆影响力报告:增进基础研究与应用

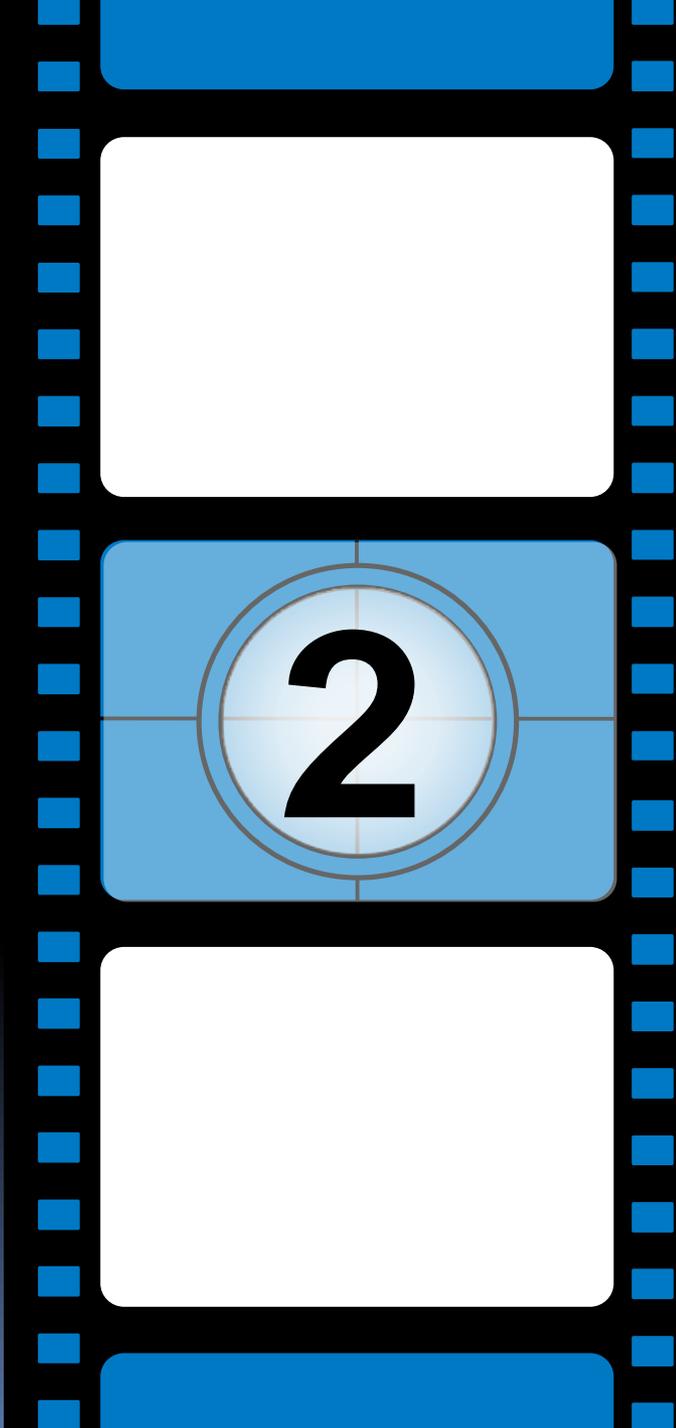
Academic Library Impact: Improving Practice and Essential Areas to Research by ACRL/OCLC

重点关注六个领域

- 有关图书馆价值的推介
- 将图书馆评价与大学目标结合起来
- 将图书馆数据融入大学数据系统
- 量化图书馆对学生成就的影响力
- 提升教学与学习
- 与教育利益相关者合作

6 focus

1. Communicate the library's contributions.
2. Match library assessment to institution's mission.
3. Include library data in institutional data collection.
4. Quantify the library's impact on student success.
5. Enhance teaching and learning.
6. Collaborate with educational stakeholders.



2

两个案例

Two best practices

University Librarian	Penny Carnaby BA (UNSW), Dip Ed (UNSW), FLIANZA, RLIANZA
Personal Assistant to the University Librarian	Judith Pascoe BSc (Cant), DipTchg

Learning and Teaching & Research

Group Leader Teaching & Research Services	Lyndsay Ainsworth BA (Cant), MLIS(Well), NZLSCert, ALIANZA
Teaching Advisor (Academic Development)	John Boereboom PhD (Cant), MEd (dist) (Cant), BSc, Dip Ed, DipTchg
Teaching and Liaison Librarian	Joanne Scott BA(Otago), MLIS (Well), CELTA (until December 2013)
Evaluations/e-Learning Administrator	Sue Clemes BA(Hons) (Cant), GradDipMgt
Research Advisor (Postgraduate Liaison)	Sarah Tritt BA (Auck), DipLib (Well)
Learning Advisor (Academic Advisor)	Chris Ma'auga BA (Waikato), MAppLing (Macquarie), CELTA (RSA Cambridge)
Learning Advisor (Academic Skills)	Caitriona Cameron MSc (Cant), PGDipSLT (Massey), Dip Tchg

Learning Advisor (Maths & Statistics)	Alison Lister BSc (Hons) (Massey)
Learning Advisor (Information Delivery)	Caroline Henderson BSc (Cant), MLIS (Well)
Learning Advisor (Information Delivery)	Hadrian Taylor BSc(Hons)(Cant), MLIS(Well)
Learning Advisor (Academic Skills) & Content Delivery Support	Kathryn Titulaer BA (Cant), CELTA
Research Coordinator	Roger Dawson MA (Hons)(Cant), MLIS(Well), CertAdultTchg, ALIANZA, RLIANZA
e-Learning Designer & Developer	Tingyu Wu BInfTech (Otago Polytech) (until December 2013)
Learning Advisor (Careers & Employment)	Michelle Ash CertPersMgt (CPIT), NZIM DipMgt (CPIT)

Flexible Learning Initiative

Educational Designer	Helen Gilmore MCM (App Comp), BCM (App Comp), NZCS
Educational Designer	Maurice Ward PhD (Adelaide), MSc (Aston), BA (CPIT), Cert. TEFL (Cambridge)
Administrator	Aletta Fourie (until January 2013)

Content Services

Group Leader Content Services	Kerry Lyford MEd (Cant), BA (Cant), NZLSCert, RLIANZA
Cataloguer/Metadata Librarian	Gavin East MA (Cant), DipNZLS
Research Archive Administrator	Sue Allan BP&RMgt (Lincoln), DipLib (Well), RLIANZA
Content Selection & Acquisitions Coordinator	Carol Brandenburg NZLSCert, RLIANZA
Content Selection & Acquisitions Coordinator	Linda Schappi BA (Massey), NZLSCert, RLIANZA
Content & Service Delivery	Patty Hill
Content Delivery Support	Lourdes Sanches Sangkop BPR&TMgmt (Lincoln), DipILS (OPNZ)
Content & Service Delivery – Interloans	Jan Thompson NZLACert
Content & Service Delivery - Interloans	Shona McCartin NZLSCert
Content & Service Delivery	Liz Hamilton
Content & Service Delivery	Dayle Kerr BA (Cant), NZLSCert
Content & Service Delivery	Sarah Jung BA (Korea), BCom(Cant)
Content & Service Delivery	Nicole Bartlett Cert ICT CPIT

Access Services

Group Leader Access Services	Graham Penwell MA(Hons)(Cant), DipLib (Well), NZDipBus, ALIANZA, RLIANZA (until November 2013)
Digital Access Coordinator	Hugh Barnes (from February 2013)
Digital Access Coordinator	Ruth Lewis MA(Hons) (Cant), DipLIS (Well), GradDipAppComp Lincoln), LTCL (until January 2013)
Digital Access Coordinator	Deborah Fitchett BA(Hons) (Cant), MLIS (Well), RLIANZA
Records & Data Research Analyst	Erin Skinner MLIS (Pitts)
Access Services Delivery Coordinator	Craig Murray BSc(Hons)(Cant), MLIS(Well), CertMgmt(CPIT), ALIANZA RLIANZA
Service Delivery Supervisor	Claire Lewis NZLSCert
Administrator	Glennis Hilston NZQACert BusAdmin4,NZQACertComp3

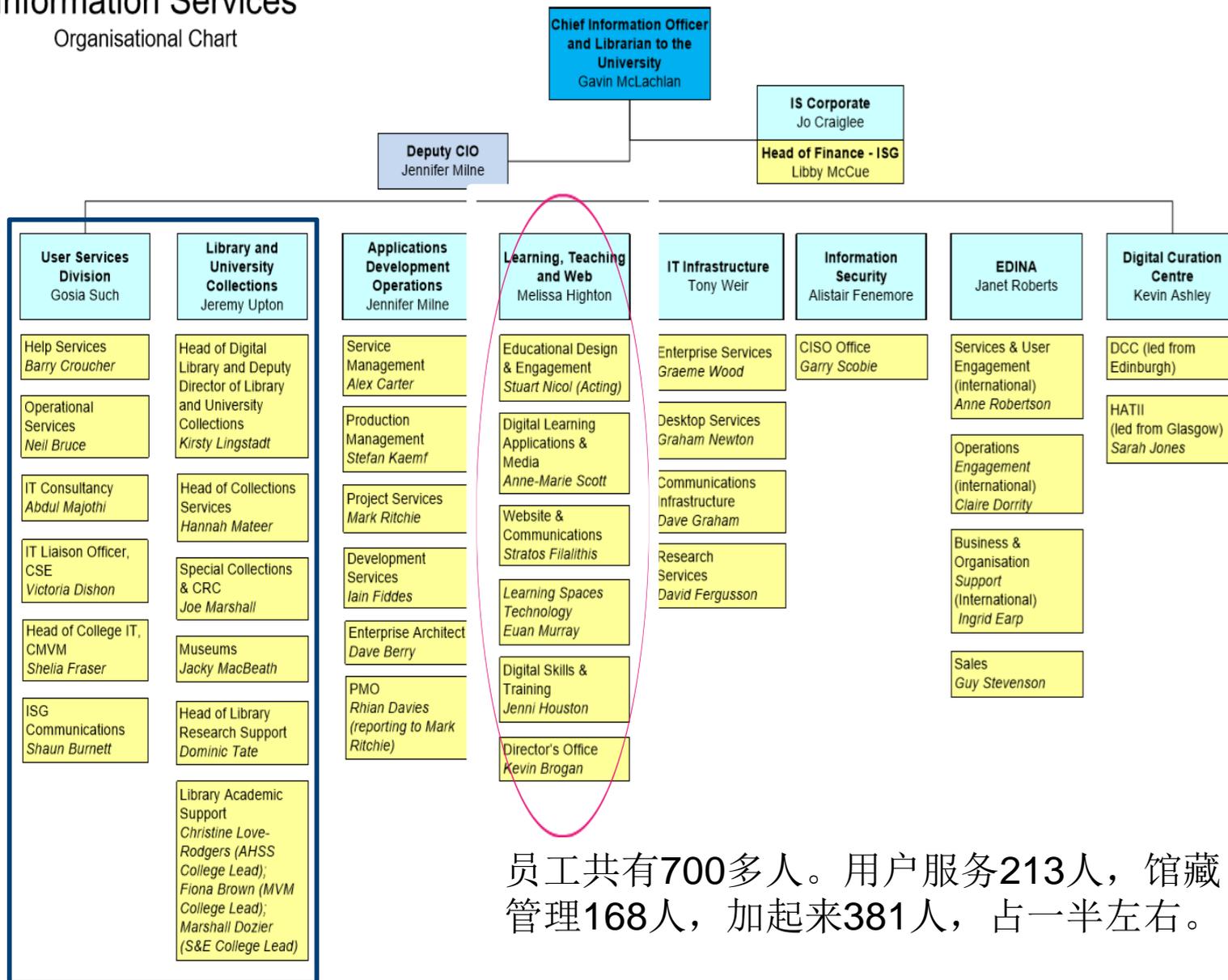
新西兰林肯大学图书馆

Library, Teaching & Learning 2013

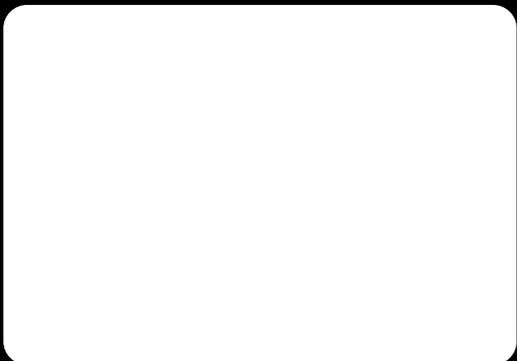
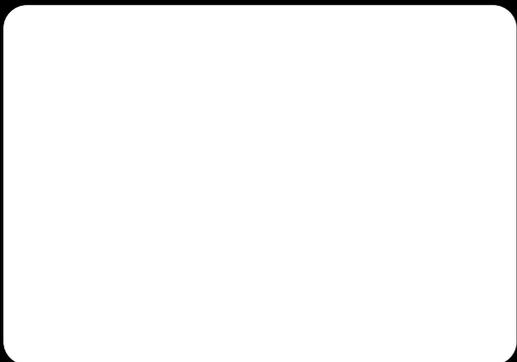
Learning and Teaching & Research 14
Flexible Learning Initiative 3
Content Services 13
Access Services 8
+Librarian and secretary

- 图书馆原来有三个部门，即用户服务组、藏书发展组和管理服务组，2011年合并后改为现在的四个部门，即学习和教学组、用户服务组、藏书发展组和管理服务组，人数由原来的39人发展到47人，用户服务组由原来的23人减少到14人，藏书和管理两个组人数没有大的变化，但增加的学习和教学组（人数20人）大部分是新人，来自大学其他部门。
- 2013年报的时候，人数减少到40人，减少了初级人员，改组成学习、教学与研究组（14人）、灵活学习项目组（3人）、内容服务组（13人）、获取服务组（8人），再加上馆长和秘书。

Information Services Organisational Chart



员工共有700多人。用户服务213人，馆藏管理168人，加起来381人，占一半左右。



对策与建议

Suggestions

调整姿态，融入大学整体发展

- 转变观念，融入大学整体发展体系，消除图书馆与大学、实体图书馆与数字图书馆“两张皮”现象，追求整体性协调和整体性发展。确立重点和优先顺序，根据现有条件有序推进各类项目。

澳门大学图书馆不仅根据大学的发展规划制定了五年战略规划（2019-2023），而且在战略规划框架下订立年度计划。



抓住机遇，推进数字化转型

- 过去图书馆的压力是“保刊”，现在是要“保电子资源”，否则无法满足各院系对信息资源的最低要求。由此图书馆的管理与服务也必须整个调整到适应电子和数据资源的运行模式。
- 澳门大学图书馆采取横向组织和一专多能的办法，在不改变原有组织形态的情况下，建立跨部门的小组，如信息素养小组跨越了三个部门，主持人小组成员要求一专多能，在原有的岗位职责不变的情况下，增加活动主持的工作。即将建立的研究服务组也将采取跨部门的做法，将各个部门中具备研究服务潜能的员工组合起来。

重心转移，创新全素养教育

- Unesco提出“媒介与信息素养”这一概念，将它看成是21世纪所有公民生存所必须的关键能力。IFLA发布了《国际图联媒介和信息素养建议书》，强调“媒介和信息素养由知识、态度以及各种技能组成，通过这些技能可以知晓何时需要何种信息；从哪里并且如何获取所需信息；发现信息时如何进行客观评价和有序组织；并且以正当的方式加以利用”。
- 澳大图书馆在主动深入院系，开设信息素养课程的同时，积极编撰教材出版。这样做不仅可以提升教学质量，而且可以成为学校通识教育的教材。此外，澳大图书馆还开设媒体工作室（Media Studio），发挥馆员的专业优势，既为用户提供了各类工具和设施，又起到了协助和辅导的作用。

資訊素養課程

Information Literacy Program



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

伍宜孫圖書館
Wu Yee Sun Library

資訊素養課程

Information Literacy Program



提供教學和學習支持

Teaching and Learning Support

圖書館員把資訊素養的培育視為終身學習的過程，並配合大學教師向學生提供圖書資訊的獲取、使用以及評估等方面的指導。我們的目標是幫助學生學習如何做出明智的決策。

Librarians nurture information literacy as a lifelong learning process and are committed, in conjunction with the faculty of the University, to providing instruction on the location, access, evaluation of information, etc. Our goal is to help students learn to make informed decisions about their information needs and how to fulfill them.

有關的課程安排，歡迎電郵至 lib_ref@um.edu.mo 與我們聯絡。
For the program schedule, please contact us via email at lib_ref@um.edu.mo.

我們的團隊

Our Team



梁德海
Billy Leung



謝靜珍
Jacqueline Xie



潘雅茵
Priscilla Pun



耿琳琳
Linlin Geng

Billy Tak Hoi Leung · Jingzhen Xie · Linlin Geng · Priscilla Nga Ian Pun
Transferring Information Literacy Practices

This book focuses on information literacy for the younger generation of learners and library readers. It is divided into four sections: 1. Information Literacy for Life; 2. Searching Strategies, Disciplines and Special Topics; 3. Information Literacy Tools for Evaluating and Utilizing Resources; 4. Assessment of Learning Outcomes. Written by librarians with wide experience in research and services, and a strong academic background in disciplines such as the humanities, social sciences, information technology, and library science, this valuable reference resource combines both theory and practice. In today's ever-changing era of information, it offers students of library and information studies insights into information literacy as well as learning tips they can use for life.

Leung · Xie · Geng · Pun



Transferring Information Literacy Practices

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Jingzhen Xie
Linlin Geng
Priscilla Nga Ian Pun

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Springer

Information Science

ISBN 978-981-13-7742-6



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媒體素養教育 Information Literacy Program



E2-2025 媒體工作室 Media Studio

媒體工作室是澳大圖書館為協助本校師生教學與學習而提供有關設施和服務的一個媒體素養項目。有興趣者可利用該服務提升媒體技能，從事媒體創作。

The Media Studio is a media literacy program provided by the University of Macau Library providing facilities and services to support faculties and students in teaching and learning. Eligible users can use this service to enhance media skills and engage in media creation.



媒體工作室服務時間：週一至週五（節假日除外）

09:30-12:30 - 14:30-17:30

Service hours of the Media Studio: Monday to Friday (except public holidays)
09:30-12:30 - 14:30-17:30

如需安排諮詢，請聯繫我們的專業圖書館員，Carolina Fong女士。
電郵地址：lib_spc@um.edu.mo

To schedule a consultation, please contact our Media Librarian, Ms. Carolina Fong.
Email: lib_spc@um.edu.mo



澳門大學圖書館數據牆



王一濤 教授
Prof. Yitao Wang
中華醫藥研究院
Institute of Chinese
Medical Sciences

研究方向(Research Fields):

Systematic quality evaluation of
Chinese Medicine;
Drug discovery and development;
Medicinal administration



學術出版品數量 (按年)

Research Outputs (By years)



關鍵詞云 Keywords Cloud



合作作者

Co-authors



澳門大學圖書館數據牆

2019年5月20日 09:34:28

今日入館人次Time of Visits: 2508

當前在館人數No. of Patron in Library: 364

今日借閱量No. of Borrowing: 75

今日歸還量No. of Returning: 63

今日預約量No. of Requests: 50

本月圖書借閱排行榜 Best books of the Month



常用資料庫 Frequently used databases



WEB OF SCIENCE

ScienceDirect

IEEE Xplore[®]
Digital Library

ProQuest

EBSCOhost

可用電腦數量 Available Computers



18

80%

Mac computers



16

20%

Windows PC

資源速遞 Highlighted Resources

粵港澳中文歷史期刊全文數據庫

《東洋考每月統計傳》
《遼瀋寶珍》
《私立嶺南大學校報》
《知新報》

聚焦粵港澳地區的珍稀近代文獻，收錄超過53萬條。

澳門大學圖書館數據牆

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澳門大學圖書館大數據 UM Library Big Data Wall

粵港澳中文歷史期刊全文數據庫



《東西洋考每月統計傳》
《直隸叢刊》
《私立嶺南大學校報》
《知新報》

聚焦粵港澳地區的珍貴近代文獻，收錄超過53萬篇。

27°



官方微信公眾號
UMLibrary



掃一掃關注我們

可用電腦數量 Available Computers



Mac computers



Windows PC

常用資料庫

Frequently used databases



WEB OF SCIENCE

ScienceDirect

IEEE Xplore®
Digital Library

ProQuest

EBSCOhost

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研究方向(Research Fields):
Systematic quality
evaluation of Chinese
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development;
Medicinal administration

王一濤教授
Prof. Yitao Wang
中草藥研究所 Institute of Chinese Medical Sciences

學術出版品數量 (按年) Research Outputs (By years)



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