

題目：移动技术在中国大学图书馆的应用

摘要：

现今，互联网正在进入前所未有的巨融合时代。移动互联网以一种不可抗拒的方式潜入人们的掌心，从电视到电脑，从电脑到口袋；可穿戴设备的出现更是标志着信息技术对人类文明的新一轮推进。移动互联网无处不在、随时在线的特征高度契合图书馆知识传播的本质功能。移动互联网和移动终端的普及促使“移动图书馆”由概念转变为现实。移动图书馆为读者提供随时、随地、随身的图书馆访问和服务，拓宽了图书馆服务的时空范围，延伸了图书馆服务的深度和广度，提升图书馆服务的效率和能力，推动图书馆服务迈上一个新台阶。

大学图书馆始终位于新技术应用的前列，在移动技术的应用中也是如此。在最近十年，中国大学图书馆的移动技术应用经历了三个发展阶段。初期主要提供基于短信的移动服务，包括流通知、各种公告和短信咨询服务；中期主要提供基于 WAP 的移动服务；后期提供移动阅读服务、APPS 服务以及体现移动装置特点的创新服务，其间不乏许多精彩案例。目前，在进入中国“211 计划”的 112 所大学中提供移动图书馆服务的比例超出 95%。移动图书馆获得广泛应用，尤其受到学生读者的青睐，移动图书馆在大学教学科研活动中的促进作用正在逐渐显现。

移动图书馆在大学中发展迅速且优势明显，但也面对着不少挑战和压力。首先是移动图书馆与数字图书馆、实体图书馆之间的融合和促进。移动服务是图书馆整体服务体系中的重要组成部分，需要线上线下互动发展，进而实现泛在图书馆服务。其次是移动服务良好的用户体验。移动互联网“通信快捷”以及移动装置“智能轻便”的特点对移动图书馆的稳定性和流畅性等提出了更高要求；再者是如何发挥移动设备具有动作感应和定位应用等优势，创建提升图书馆与读者粘合度的新型服务。本演讲针对以上问题进行阐述。

Topic : Mobile Technologies in China University Libraries

Abstract:

Nowadays, the Internet has entered an unprecedented era of blending. The mobile Internet slips into people' s hands in an inevitable way, from TV to computer, and from computer to pocket PC. The appearance of wearable devices further indicates the effects of IT industry on the promotion of human civilization. The mobile Internet has ubiquitous communication characteristics that are highly fit with the knowledge dissemination, the core functionality of library. The popularity of mobile Internet and mobile devices turns "Mobile Library" from a concept into reality. The mobile library can provide users portable library access and services anytime and anywhere. It not only extends the scope and depth of library services, but also enhances the efficiency and capacity of library services, promoting it onto a new stage.

The university library has always ranked among the top areas of new technology applications, as well as mobile technology applications. In the last decade the mobile technology application in China university libraries has undergone three stages. The initial stage is providing SMS-based mobile services, including circulation notification, various announcements and SMS consulting services. The medium stage is providing WAP-based mobile services. The later stage is providing mobile reading services, APPS services and some new services that can embody the characteristics of mobile devices. Among these services, there are many wonderful cases. In China, among 112 top universities in "211 Project" , currently more than 95 percent of them provide mobile library services. The mobile libraries are widely used, and especially favored by

student readers. The mobile libraries play an active role in teaching and research activities in universities.

The mobile library is developing rapidly and has outstanding advantages in universities; however, it is faced with many challenges. The first one is how to deal with blending and promotion among mobile library, digital library, and physical library. The mobile service is an important part of the entire library service system, and it requires interaction between online and offline, to achieve ubiquitous library service. The second one is how to provide good user experience of mobile services. The mobile Internet makes communication very convenient and mobile devices are very intelligent and portable. All these features bring higher requirements for the stability and fluency of the mobile library. The third challenge is how to make good use of advantages of mobile devices, like motion sensing and locating features, so that we can create new type of services that can enhance the adhesion between libraries and readers. These issues and the rest will be addressed in this presentation.

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