移动・服务・交互
Mobile, Service, Interaction
----浙江大学移动图书馆构建与服务探析
-- an analysis of the construction and service of the M-Library in Zhejiang University

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Library & Information Center, Zhejiang University
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目录 Contents
图书馆发展历程 Development of the Library
基础环境 Infrastructure
目标定位 Our Objective
应用服务 Application Service
信息交互 Information Exchange
未来设想 The Future
Development of the Library
大学数字图书馆国际合作计划
(China Academic Digital Associative Library
简称CADAL)

● http://www.cadal.cn
Key Partners of CADAL

- China: 69 Universities
  - Zhejiang University
  - China Academy of Art
  - The Central Academy of Fine Arts
  - Tsinghua University
  - Peiking University
  - Jiling University
  - Fudan University
  - Hongkong University
  - National Science Library, Chinese Academy of Science
  - .......

- USA:
  - Carnegie Mellon University
  - University of Illinois at Urbana-Champaign
  - Harvard Yenching Library
  - Columbia University
  - Stanford East Asia University

- England:
  - Oxford University Press

- Canada:
  - University of Alberta

- Thailand:
  - Chulalongkorn University

- Egypt:
  - Library of Alexandria

- Sweden:
  - Royal Institute of Technology

- Germany:
  - Heidelberg University
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浙江省高校数字图书馆（Zhejiang Academic Digital Library, 简称 ZADL）

http://zadl.zj.edu.cn/wps/portal/
2013年共接收到文献传递申请798862篇，成功回复790874篇，成功率99.0%

In 2003, we received 798,862 applications for document delivery service, and successfully provided 790,874 documents (99.0% meet the requirement)
移动图书馆
Mobile Library

基础环境
Infrastructure
Infrastructure – Wireless Networks

- From 2011 to the later half of 2012, 165 km optical fiber line is paved for the campus wireless networks with 24 nodes & 13,000.

- Since 2011 to the later half of 2012, a total of 165 km optical fiber line is laid down for the establishment of wireless networks. The peak load is more than 13,000.
基础环境-校园无线网布局

Distribution of Campus Wireless Networks

ZiJinGang

YuQuan

ZhiJiang

HuaJiaChi

XiXi
Infrastructure - Tablet Computer Installation

With 23 Tablet Computers and 17 Electronic Reading Machines
基础环境—移动终端 Mobile Workstations

用户调查：多数用户手机为安卓和苹果系统 User Survey: Most mobile phone users are clients of Android and Apple
Resource Coverage

- 馆藏资源 Library Collection
- 自建资源 Self-developed
- 购买资源 Subscribed
- 云共享获取资源 Cloud Sharing
移动图书馆
Mobile Library

目标定位
Our
Our Objective: Our Users

- Leisure reader: provide epub format books, newspapers, web videos, web audios
- Academic searcher: one stop mobile search for aggregation of huge scholarly resources in Chinese and foreign languages
- Customization seeker: authentication is required for users to search and access to full-text, and set customized alerts for their enquiries.
目标定位—基于功能定位

Our Objective: 集成Based on Functions

实现OPAC系统
馆藏文献和
CADAL项目建设
资源的移动检索

管理系统

数字资源

云共享
服务体系

数据库导航

实现数据库移动
检索与全文阅读

实现移动环境下的
个性化服务

实现电子资源的
一站式移动检索
与全文阅读

实现ZADL联盟资
源联合移动检索
与文献传递服务

集成

读者信息化
交流互动平台
Our Objective: Aggregation Based on Functions

- Management System: OPAC system for library Collection and CADAL project for mobile search
- Database Pathfinder: Mobile database search & full-text view
- Digital Resources: one stop mobile search & full-text reading
- Cloud Sharing System: ZADL mobile search congregated resources & document delivery
- Reader Information Exchange Platform: Mobile User Customization Service
移动图书馆
Mobile Library

应用服务
Application
Application Service: Service Modes

服务模式

短信服务
Short message service
移动设备服务
Mobile facility loan
WAP网站服务
WAP website service
移动应用APP
Mobile application APP
应用服务—整合数据
Application Service: Data Integration

- CADAL资源揭示
  通过OPEN API 将CADAL元数据与OPAC书目系统对接，实现了CADAL资源移动揭示和全文服务。

CADAL Resource Discovery
Through OPEN API to coalesce the master data of CADAL and OPAC bibliographic system, we provide CADAL resource discovery and full-text view service.
登录CADAL

用户名 密码

请登录，然后

CADAL管理中
Application Service: Academic Searches

一站式搜索图书馆购买的全部资源，包含图书馆纸本资源 One stop search for library subscribed resources including printed items

2014年1-4月，总计一站式搜索访问量161.1万次，其中中文访问量0.96万次，占总量的6.0%，From January to April of the year 2014, the total visits of one stop search amounts 161,000. Among them are 9,600 visits for materials in Chinese language (6.0%).

外文文献全文获取 All full-text access for materials in foreign languages are successful
Visual complexity: A review

The idea of visual complexity, the history of its measurement, and its implications for behavior are reviewed, starting with structuralism and Gestalt psychology at the beginning of the 20th century and ending with visual complexity theory, perceptual learning theory, and neural circuit theory at the beginning of the 21st. Evidence is drawn from research on single forms, form and texture arrays and visual displays. Form complexity and form probability are shown to be linked through their reciprocal relationship in complexity theory, which is in turn shown to be consistent with recent developments in perceptual learning and neural circuit theory. Directions for further research are suggested.
应用服务—超星中文搜索
ChaoXing Chinese E-Book Database Search

基于ZADL统一检索平台 Based on ZADL Congregated Databases Search Platform

效果 Effect

从本馆馆藏扩展到52所浙江省高校馆藏 Expand our in-house collection into full strength of the 52 university libraries in Zhejiang

从分散的多个数据库到统一调度 From distributed database search to access congregated databases

每个数据库不再是信息孤岛 Single database is no longer isolated

从本馆服务到多馆联合服务 From in-house library service to joint multiple libraries service

从提供资源到提供服务 From provide resource to provide service

中文文献全文获取 All full-text access for Chinese materials are successful
"统一检索"不是万能的，通用性的方便降低了检索的专业性。

One stop search for congregated databases is not perfect. It builds the convenience into this easy search at the price of professional search dedicated to disciplinary databases.

"统一检索"没有专业数据库的强大及专业的检索功能。

One stop easy search is devoid of the power and search function dedicated to certain professional/disciplinary databases.
阅读/视听
Reading/Audiovisual
应用服务—用户功能使用调查
User Survey: Usage Based on Library Functions

- 图书馆通知通告 Library Notices: 11.44%
- 馆藏查询 Search Library Collection: 26.98%
- Cloud Sharing Service: 11.02%
- 信息共享空间预约 InfoCommons Reservation: 9.75%
- 数据库导航 Database Pathfinder: 25.84%
- 求是学术搜索 Academic Search: 14.97%
移动图书馆
Mobile Library

信息交互
The Interaction
互动—信息共享空间

The Interaction: Information Commons

信息共享空间（Information Commons 简称IC）是提供给用户的一个创意性学习空间，是一种创新的学习模式，一个共享的交流社区，以最新的专业软件和性能优良的硬件设备为支撑，整合网络资源和智力资源，营造向外辐射创新能量的学习中心。

Information Commons (IC) is to provide users with a creative learning commons. It is an innovative learning mode and exchange venue to share. Equipped with novel professional software and qualified hardware facilities, IC integrates the Internet resources and intellectual resources to create a learning center with radiating innovation.
Transactions: make a Payment by Mobile Phone

手机支付：手机卡与校园卡合并，实现了校园卡的功能。可以刷手机认证、刷手机借还书、刷手机支付 Make a payment by mobile phone: in conjunction with campus smart card, mobile phone card can be used in I.D. authentication, borrowing and book returns, and make payments.

手机认证
Mobile Phone Authentication

图书馆借还书系统、会议签到系统、多媒体教室管理系统、校园食堂、超市等管理系统。Library book borrow / return system, room booking system, management systems for multi-purpose classroom, campus canteen, supermarket.

手机支付
Mobile Phone Payment

图书馆借书超期罚款、自助复印打印、档案馆学位照自助拍摄缴费、校园食堂、超市消费。Library book overdue fine, self-help photocopy, self-help degree certificate photography, campus canteen, supermarket.
信息交互—与移动校园对接

M-Library Coalesce with Mobile Campus
移动图书馆  Mobile Library

未来设想  The future
The future

移动社交媒体交互
Mobile Social Media Interaction
读者的个性化门户
Users’ Customization Gateway
移动定位服务
Our Mobile Service
THANKS