



Challenges for interaction in

# ***A Client centered hybrid library***

Monica Hammes

University of Pretoria : Academic Information Service

***ICTs and Libraries Workshop, 22 July 2004***

## **“Client centered” needs to be redefined because**

- our products and services have changed;
- the learning and research environment represents a new ball game;
- our clients are different.

## Information sources and services have changed

- Increasingly in electronic format and delivered via the World Wide Web.
- No need for clients to visit the library physically.
- Clients' infrastructure and skills need to be upgraded.

### Example

The 2002 UP marketing strategy for ScienceDirect





<b>Product features</b>	<b>Client benefits</b>
1500 peer reviewed journals	Quality information
24x7 Off campus passwords Robust	Reliable access on and off campus all hours Time saving
Alerts	Less information overload
CrossRef and other linking Other products on same platform	Integrated system Save training time
Browsing/Searching HTML/PDF Personalization	Options for preferences
Author gateway Publishing guidelines Citation information	Publishing possibilities Effective dissemination of own work Citation information Peer recognition



**S**

**AIS is an important contributor to the UP e-University initiative**

**W**

**ScienceDirect e-only option not necessarily in accordance with client preference**

**O**

**UP currently leading SA universities in research output. Aim to become leader in per capita research output**

**T**

**Price of product → Threat to sustainability**



- **To continue with our well established general marketing initiative via general training, web interfaces, training brochures, posters, newsletters and e-mail messages**
- **To concentrate on four identified niche markets to take our marketing and ScienceDirect usage to a higher level**



1	E-only generation (1 <sup>st</sup> year students in relevant faculties)	<ul style="list-style-type: none"><li>• NSE 879*</li><li>• VET 23</li><li>• EBIT 1183</li></ul>
2	Paper lovers	<ul style="list-style-type: none"><li>• All faculties: 800</li></ul>
3	Young researchers	<ul style="list-style-type: none"><li>• All faculties: 9700</li></ul>
4	Innovation managers/ teaching consultants	<ul style="list-style-type: none"><li>• All faculties: 22</li></ul>

\* Client numbers





### Description

Academic staff who prefer journals in paper format

### Mindset

Established work habits and preferences, influential

### Value proposition

Easier, faster, relevant information personalised , easy to share and printable (PDF)

### Our Aim

Customer *development* and *retention*  
Generate repeat usage

***We offer Convenience***

# Marketing Mix – Programme 2



<b>Product/Service</b>	Alerts (TOC and subjects), additional content, browsing, customization, early warning
<b>Price</b>	Competing for Information Resources budget share, forfeit paradigm
<b>Place / Channel</b>	Web
<b>Promotion</b>	Personal training sessions, campus news, newsletters, listservs, brochures, meetings, teasers, e-mail, word of mouth
<b>People</b>	Information specialists, faculty innovators
<b>Physical Evidence</b>	Paper printouts
<b>Processes</b>	Work station configuration, integration with other information sources



## Description

Young researchers with reputations to build

## Mindset

Eager to publish,  
need peer recognition

## Value proposition

A quality brand to be associated with where you'll be noticed by the right people

## Our Aim

Customer *development* and  
*retention*  
Generate repeat usage

***We offer Recognition***



<b>Product/Service</b>	Alerts, Citation, Author gateway, searching, SD portals
<b>Price</b>	Student fees, home internet cost
<b>Place / Channel</b>	Web
<b>Promotion</b>	Training workshop for authors, campus news, posters, listservs, newsletters, UPeTD (e-theses) listserv, e-mail, COP's, word of mouth, web postcards
<b>People</b>	Information specialists, AIS web staff, converted promoters
<b>Physical Evidence</b>	SD training manual on CD, SD portals, own articles
<b>Processes</b>	Online help, after hours help desk

## The learning and research environment has changed

- E-learning is fast becoming a reality on many campuses, whether as part of a distance education programme or merely as a new way of doing things.
- Information needs to be packaged as an integral part of this offering.

### Example

An information package for a UP WebCT course



- Information for:
- [Prospective Students](#)
  - [Current Students \(Students Online\)](#)
  - [TUKS Alumni](#)
  - [Staff Intranet](#)
  - [UP Portal and Lecturers Online](#)

Press Releases

**8 July** Faculty of Veterinary Science hosts National Press Club of Pretoria raffle evening

They had no story to write, but they came, they saw, acquainted themselves with the Faculty and had a ball of a time. Last week, the National Press Club of Pretoria's monthly raffle evening took place at the Faculty of Veterinary Science.

[Recent Releases](#) | [Upcoming Events](#)

Index of Sites

- Go
- Go
- Academic Departments: A-B | C-E | F-L | M-O | P-S | T-Z
- Academic Information Service (Library)
- Unit for Quality Assurance



Also see:

- 10 Years of Democracy
- Mamelodi Campus Information
- Jobs at UP. Advertisements for employment.
- Short Courses. Continuing Education (CE at UP) at the University of Pretoria.
- Campus Enterprises. Consulting, continuing education, contract research and more.
- Life at UP. There is much more to Tuks than academics and research
- Previous UP site available here.
- This site is best viewed with IE 5 or higher and Netscape Communicator 7 or higher.

Student Online Services: a one-stop shop for students where they expect to find everything they need for their studies



- Also See:
- Library (AIS)
  - Financing & Fees
  - Accommodation / Residence Sites (NEW)
  - Life at UP / Student web sites
  - Third Party / Credit Card payments

- Additional Links:
- Ask a librarian
  - UP Tutor Portal
  - ACE CIL ONLY
  - View Exam Results

Current Students:

[Go to Students Online & WebCT](#)  
Internet Explorer 5.5 / 6 or Mozilla required

- [Download latest browsers \(IE6 or Mozilla\) here](#)
- **Win XP / 2000 Users** - [Install MS Java Virtual Machine](#)

Weekly Downtime

Tuesday Evenings from 21:00 to 05:00 (GMT+2)  
(You will not be able to log in during this time)

[Check if your browser is compatible >>>](#)  
**128-bit Encryption is required for this site -**

Student Email:

[Click below for the campus email servers:](#)  
[Change Email Setting Here - >>](#)

**PLEASE NOTE:**  
Email and Students Online username and password are the same.

Main & Groenkloof Campus:

<http://student.up.ac.za/email>

Medical Campus:

<http://medstud.up.ac.za/email>

OP Campus:

<http://vetstud.up.ac.za/email>



- See Also:**
- [Library \(AIS\)](#)
  - [Financing and Fees](#)
  - [Accommodation](#)
  - [Life at UP / Student web sites](#)
  - [Third Party / Credit Card payments](#)

### Login to *Student Online Services*

To log in , use your **8 digit student number** with an "s" in front (e.g. s21234567) and password.

**2003 USERS:** You may still use your 2003 SOS password.  
**NEW USERS:** Use your ID number as password.

**Username**

**Password**

### Login / Password problems

- [I want to change my password.](#)
- [I can't remember my password!](#)
- [I don't know my 8 digit student number.](#)

If you experience any technical or password problems, please phone 012 420 3837 or email [soshelp@up.ac.za](mailto:soshelp@up.ac.za) (please give your student number in the email!).





[Back to UP Website](#)
[Afrikaanse weergawe](#)

[My Studies](#)
[My Admin](#)
[My Campus Life](#)
[My Career](#)
[Sitemap](#)
[Logout](#)

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 14 Jul 2004


 Home of the Innovation Generation

- Modules
- SOS Messages
- Final Results
- Full Academic Record
- Faculty Support
- Timetable
- Exam Dates

### Modules

Your course (module) will be linked to web content only if available. If you detect any errors or want to change your registration setup, especially when your course status appears as Temporary, please contact your [Faculty Representative](#).

Registered Programme(s)			New Information
-------------------------	--	--	-----------------

- [Honours in Tourism](#)
- [MIT Programme Module](#)
- [PhD in Public Affairs Programme Module](#)

Registered Courses	Status	Termination Date	New Information
<a href="#">AET 700</a> ADMINISTRATIVE THEORY 700 3	TEMPORARY	Wed Jul 14 10:34:26 SAST 2004	no
<a href="#">TBE 711</a> STRATEGIC TOURISM MANAGMNT 711 3	TEMPORARY	Wed Jul 14 10:34:26 SAST 2004	yes
<a href="#">TBE 110</a> TOURISM MANAGEMENT 110 3	TEMPORARY	Wed Jul 14 10:34:26 SAST 2004	yes
<a href="#">SNV 110</a> INNOVATION 110 3	TEMPORARY	Wed Jul 14 10:34:26 SAST 2004	yes
<a href="#">CNV 110</a> INNOVATION 110 3	TEMPORARY	Wed Jul 14 10:34:26 SAST 2004	yes

MIT Programme Module - WebCT 4.1.2 - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Media Print

Address [http://class.up.ac.za/SCRIPT/programme\\_portal\\_mit/scripts/serve\\_home](http://class.up.ac.za/SCRIPT/programme_portal_mit/scripts/serve_home) Go Links

University of Pretoria MIT Programme Module myWebCT Check Browser Log Out Help Resume Course Course Map

Course Menu Homepage

- Homepage
- MIT Degree information
- 1st year timetable
- 2nd year timetable
- Class notes 2004
- Lecturers
- Cover pages
- Prescribed books
- Browser settings
- Discussions
- Chat room
- Calendar
- Class notes 2003
- Class notes 2002
- AIS Resources**



Welcome to  
**Mit**  
Masters in Information Technology  
School of Information Technology

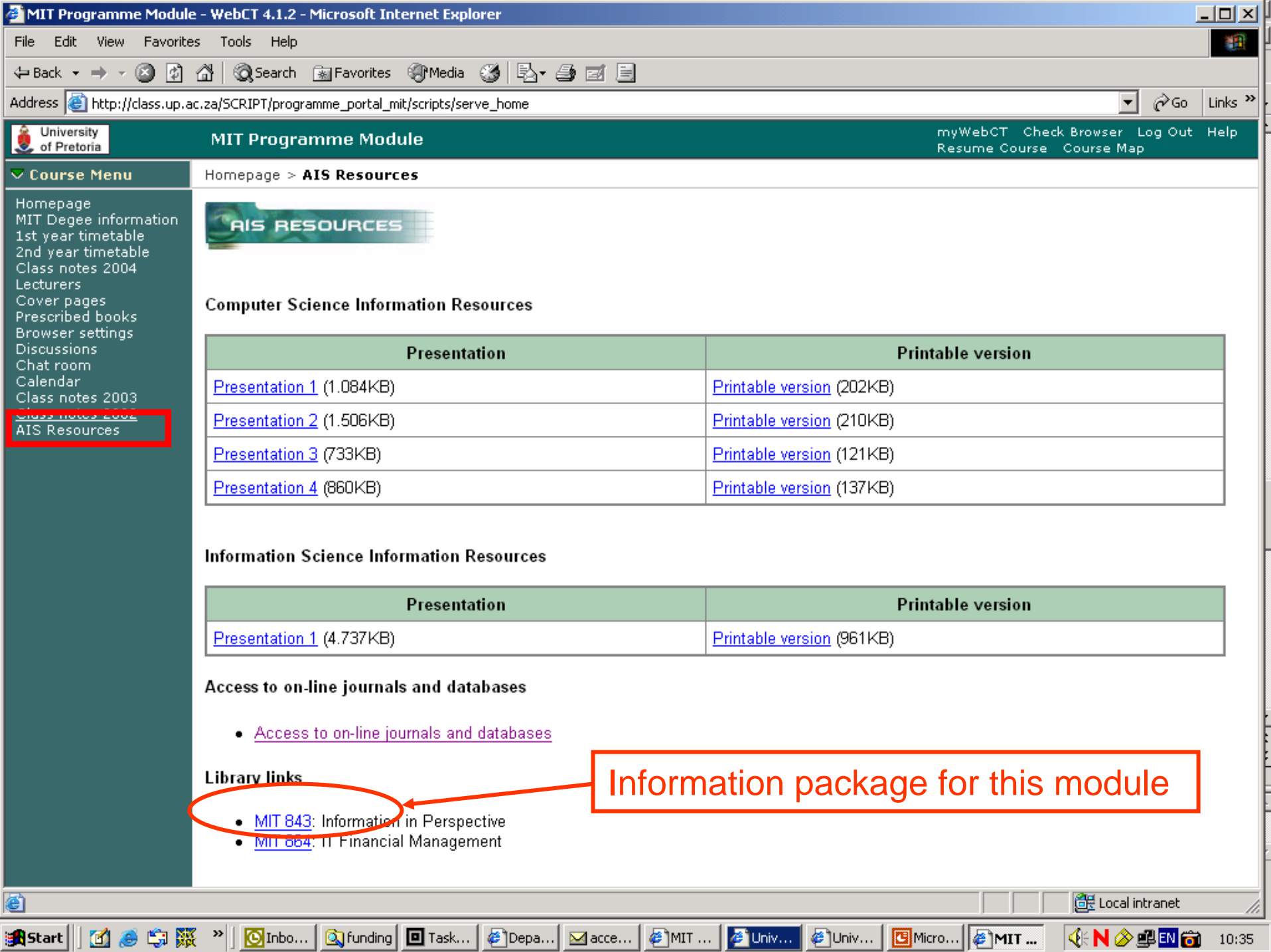
**The library available wherever the student is**

Welcome to the communication site for the Masters degree in Information Technology. The School of Information Technology has offered this degree since 1999. It is a master's degree by means of course work and aims to prepare the student for a management role in the Information technology Industry. As such it has a management perspective throughout all the courses, which have been designed with the practicing IT specialist in mind.

You will need a PDF reader to access the pdf files in this course. Download [Adobe Acrobat Reader](#) to your computer hard drive and double click to install.

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- ▼ Course Menu
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- Class notes 2004
- Lecturers
- Cover pages
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- Browser settings
- Discussions
- Chat room
- Calendar
- Class notes 2003
- Class notes 2004
- AIS Resources**

## MIT Programme Module

myWebCT Check Browser Log Out Help  
Resume Course Course Map

Homepage > **AIS Resources**



### Computer Science Information Resources

Presentation	Printable version
<a href="#">Presentation 1</a> (1.084KB)	<a href="#">Printable version</a> (202KB)
<a href="#">Presentation 2</a> (1.506KB)	<a href="#">Printable version</a> (210KB)
<a href="#">Presentation 3</a> (733KB)	<a href="#">Printable version</a> (121KB)
<a href="#">Presentation 4</a> (860KB)	<a href="#">Printable version</a> (137KB)

### Information Science Information Resources

Presentation	Printable version
<a href="#">Presentation 1</a> (4.737KB)	<a href="#">Printable version</a> (961KB)

### Access to on-line journals and databases

- [Access to on-line journals and databases](#)

### Library links

- [MIT 843: Information in Perspective](#)
- [MIT 864: IT Financial Management](#)

Information package for this module

Information package for a Masters in Information Technology module (a)



# ACADEMIC INFORMATION SERVICE

Natural- and Agricultural Sciences, Engineering,  
Built Environment and Information Science



MIT 843

Information in Perspective

2004

[Prescribed Material](#)

[Additional and Recommended Reading](#)

[Databases](#)

[Websites](#)

[Additional Resources](#)

You need the Adobe Acrobat Reader to open PDF files which will open automatically once it is installed on your computer. You may [download](#) it here

## Prescribed Material

### Theme 1

Ingwersen, P (1992). Information and Information Science in Context. *Libri* 42(2): 99-135.

Wilson, TD (1999): [Models in Information Behaviour Research](#). *Journal of Documentation*, 55(3): 249-2

### Theme 2

Ingwersen, P & Willett, P (1995). An introduction to Algorithmic and Cognitive approaches for Information Retrieval. *Libri*, 45: 160-177

[pp 160-163](#)

[pp 164-167](#)

[pp 168-171](#)

[pp 172-174](#)

[pp 175-177](#)



[AIS](#)  
[AIS Homepage](#)



[Referencing](#)  
[Referencing techniques](#)



[Tyds@Tuks](#)  
[Collection of E - Journals](#)

[Air Catalogue](#)

# Information package for a Masters in Information Technology module (b)

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://www.up.ac.za/asservices/ais/nse/mit843.htm> GoLinks [AuthorSearcher](#) [TitleSearcher](#) [tydstuks-search](#) [Best of the Web](#) [Channel Guide](#) [Customize Links](#) [Free Hotmail](#)

[z]

the American Society for Information Science, 42(3), 361-371

[pp 361- 366](#)[pp 367-371](#)

## Additional and Recommended Reading

### Theme 1

Foskett, A.C. 1982. [The subject approach to information](#) (4th ed.). London: Clive Bingley.

Harter, S.P. 1986. [Online information retrieval: concepts, principles and techniques](#). Orland: Academic

Harter, S.P. and Hert, C.A. 1997. Evaluation of Information Retrieval systems: approaches, issues and methods. *Annual Review of Information Science and Technology* (ARIST), Volume 32: 3-94

[pp 3-8](#)[pp 9-14](#)[pp 15-20](#)[pp 21-26](#)[pp 27-32](#)[pp 33-38](#)[pp 39-44](#)[pp 45-50](#)[pp 51-56](#)[pp 57-63](#)[pp 64-68](#)[pp 69-73](#)[pp 74-78](#)[pp 79-83](#)[pp 84-88](#)[pp 89-94](#)

Hartley, R.J. et al. 1990. [Online searching: principles and practice](#). London: Bowker-Saur.

Ingwersen, P. 1992. [Information Retrieval Interaction](#). London: Taylor Graham.

### Theme 2


Meadow, C.T. 1992. [Text information retrieval systems](#). New York: Academic Press.

Harter, S.P. 1986. [Online information retrieval: concepts, principles and techniques](#). Orland: Academic

Ingwersen, P & Willett, P (1995). An introduction to Algorithmic and Cognitive approaches for Informati



Copyright  
Information on  
Copyright




Presentations  
Tips for  
presentations



Browser Setup  
Internet Browser  
setup



Search UP Web  
Search UP web



Exam Papers  
Previous Exam  
papers

Need Help?

[Hettie Groenewald](#)

Lecturer

[Dr Erica Cosijn](#)

Local intranet

Information package for a Masters in Information Technology module with indication of what we intend to do next (c)

Do you need advice on using ScienceDirect?

Click [here](#) for an online tutorial.

ences, etc.

The ad is provided by Hotbar and not by the site visited. [Info](#)

Access to the articles and e-journals can be obtained by using your Library Registration 2004

login : surname  
password: personnel/student number

- [ABI Inform](#)
- [Biblioline \(South African Studies\) \(African Studies\)](#)
- [Cambridge Scientific Abstracts](#)
- Computer and Information Systems Abstracts 1981-  
Internet & Personal Computing Abstracts 1989 -
- Ebsco Host :  
[Academic Search Premier](#)  
[Business Source Premier](#)
- [Emerald](#)
- [IEEE Xplore](#)
- [Infotrac](#)
- [Science Direct](#)
- [SAePublications](#)



# Information package for a Masters in Information Technology module (d)

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://www.up.ac.za/asservices/ais/nse/mit843.htm> GoLinks [AuthorSearcher](#) [TitleSearcher](#) [tydstuks-search](#) [Best of the Web](#) [Channel Guide](#) [Customize Links](#) [Free Hotmail](#)

[z]

## Websites

FOLDOC : Free on-line dictionary of computing. <http://wombat.doc.ic.ac.uk/foldoc/>Life on the Internet: Netiquette <http://cii2.cochran.com/start/guide/Netiquette.html>Netiquette Home Page <http://www.albion.com/netiquette/>Mail lists :<http://www.tile.net/listserv>  
<http://www.liszt.com>Usenet: <http://www.dejanews.com>  
<http://www.tile.net/news>Hytelnet: <http://library.usask.ca/hytelnet/>A Beginner's Guide to HTML <http://www.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimerAll.html>  
HTML Writers Guild: <http://www.hwg.org/>Teaching undergrads WEB evaluation A guide for library instruction  
<http://www.ala.org/acrl/undwebev.html>Thinking critically about World Wide Web Resources by Esther Grassian, UCLA College Library  
<http://www.library.ucla.edu/libraries/college/instruct/web/critical.htm>Thinking critically about discipline-based World Wide Web Resources by Esther Grassian, UCLA College Library:  
<http://www.library.ucla.edu/libraries/college/instruct/web/discp.htm>WinZip to uncompress documents in .zip format :<http://www.winzip.com/>Adobe Acrobat for documents in .pdf (portable document format) format :<http://www.adobe.com>Citation style sites on the WWW  
<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/MLAStyleSheet.html>  
<http://www.cl.cam.ac.uk/users/maw13/citation.html>  
<http://clever.net/quinion/words/citation.htm>

# Information package for a Masters in Information Technology module (e)

- Inference Find  
<http://www.infind.com>  
DogPile  
<http://www.dogpile.co>  
MetaFind  
<http://www.metafind.com>  
SavvySearch  
<http://www.savvysearch.com>  
Metacrawler  
<http://www.metacrawler.com>

JAMES, D. & CRONJE, K.M. 1998. Legal issues and liability. [Online]. Available: <http://www.dtcas.co.za> [28 February 2001].



## Additional Information Resources

- To do a search for additional Information Resources, visit the [Service Unit Natural- and Agricultural Sciences, Engineering, Built Environment and Information Technology](#)
- [General Information Resources](#), eg. Dictionaries, Encyclopaedias.
- [Interlending](#)
- [Library Registration](#) :  
yearly renewal - complete form and hand in at Main Counter, Level 3





## Clients have changed

- They belong to the “growing up digital” Net generation. They are used to sophisticated communication media such as TV and cell phones and the ubiquity of computers, although not necessarily in a library context.
- We should exploit this. The library should be presented as a good hang out for cool people and once they are inside our “doors” we can ensure that their study lives are enriched.

### Example

The 2004 UP video to introduce our services to students with its supplementary material in a distinct SMS style.

## My 5 best hints

- [1] Segment your clients in innovative ways.
- [2] Keep it simple.
- [3] Diminish information overload.
- [4] Provide help and training at point of need:  
**Just in time – Just enough – Just for me.**
- [5] Work towards seamless integration and make yourself indispensable in new ways and new settings.

Thank you for your time and attention!

You are welcome to contact me at

[monica.hammes@up.ac.za](mailto:monica.hammes@up.ac.za)

