預約下一個20年的競爭力: 圖書館該如何進擊?

黃偉富 博士 Senior Consultant, iGroup



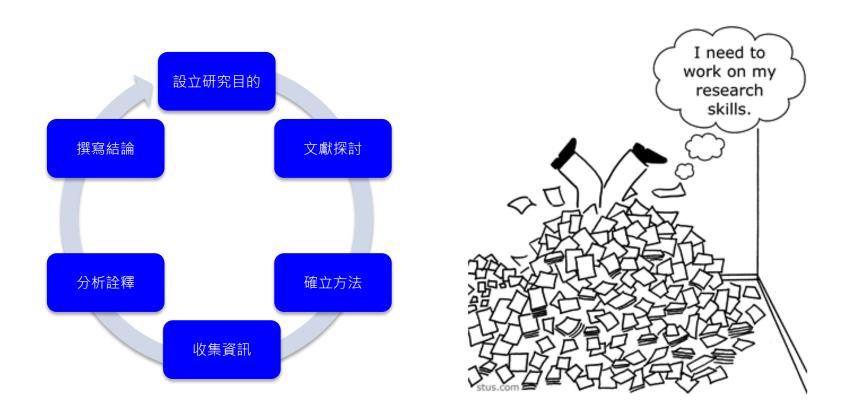
簡報摘要

在圖書館面臨前所未有壓力的現在,如何運用有限的資源,提供更深入、更適合讀者的服務,為機構帶來價值,強化圖書館地位,提升總體競爭力,一直是圖書館界不斷思考的議題.

要思考如何創新,必須回到根本。本簡報從研究的根本開始思考,檢視在研究的不同階段,研究者需要什麼樣的支援;並著眼於趨勢,與圖書館一同思考如何走在研究者的前端,帶領研究者提升研究效率,強化合作,行銷成果,進而提升機構的能見度與影響力。



研究者的煩惱,身為館員的你是否知道?



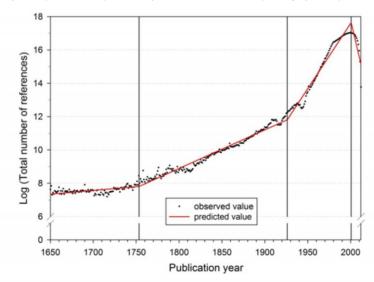


學術出版大爆炸!誰能讀得完?

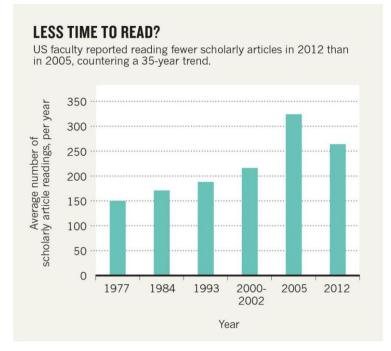
NATURE NEWS BLOG

Global scientific output doubles every nine years

07 May 2014 | 16:46 BST | Posted by Richard Van Noorden | Category: Policy, Publishing



Source: Richard V Noorden, "Global scientific output doubles every nine years", Nature News Blog, May 2014 http://blogs.nature.com/news/2014/05/global-scientific-output-doubles-every-nine-years.html



Source: Carol Tenopir, "Are scientists reading less? Apparently, scientists didn't read this paper", The Scholarly Kitchen, Feb 2014
http://scholarlykitchen.sspnet.org/2014/02/07/are-scientists-reading-less-apparently-scientists-didnt-read-this-paper/



令人眼花撩亂!誰能全都學?

































Dovepress

















eLIFE







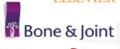














Royal Society Publishing





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當簡單方便成為趨勢...

Google

- 友善的使用介面
- 足夠的內容
- 在同一平台完成不同任務









"If you trust your search engine more than you trust me, maybe you should switch doctors."



重新思考學術研究 - 圖書館能做些什麼?





智慧探索的精髓在於...?

MATRIX OF KNOWLEDGE

"Seeking for answers!"

RNOW DON'T KNOW

I know what I'm looking for and have good access to the answer. В

The answer lies somewhere in the data I've collected, but I don't know how to analyze or access it.

C

I know the question, and I just need to collect the right data to answer it clearly. D

I need to leverage the opportunity to access my data so that I can discover insights and drive more intelligent strategies.

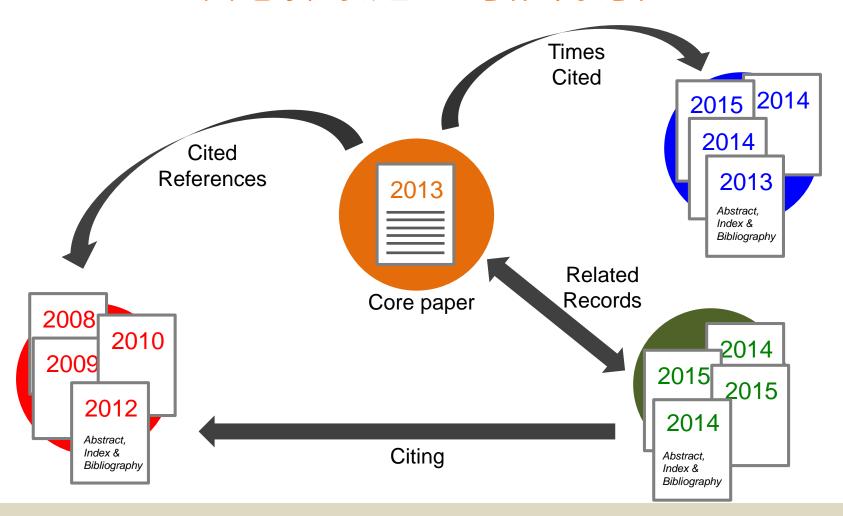
- A. I know what I know > Retrieve
- B. I know what I don't know > Search/retrieve/analyze
- C. I don't know what I know > Search/retrieve/analyze
- D. I don't know what I don't know > Smart discovery

"Seeking for questions!"



DON'T KNOW

智慧探索之一: 引文索引





創意寫作,抑或是創意抄襲?

抄襲

• 自我抄襲或引用

Intentional or unintentional?

- "Salami slicing"
- Publishing everything versus selective publishing

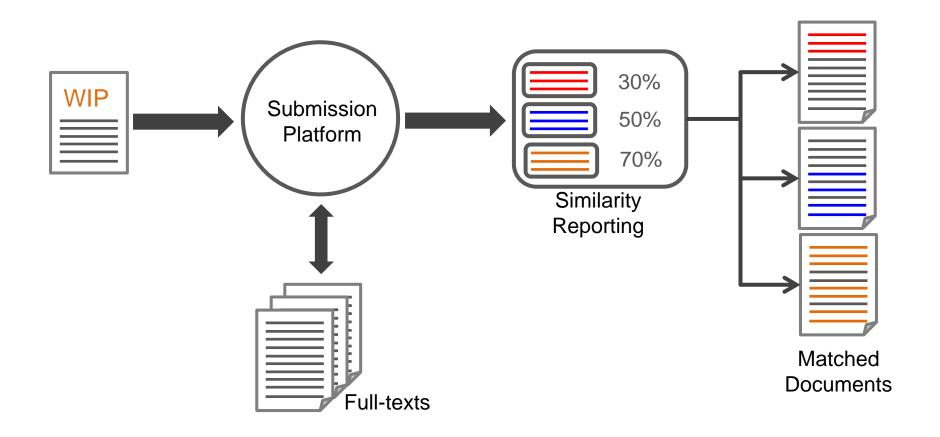
 Source: Marcel A. L. M. van Assen et al, "Why publishing everything is more effective than selective publishing of statistically significant results", journals.plos.org

Highly intentional

- 寫手 (Ghost authorship)
- 造假

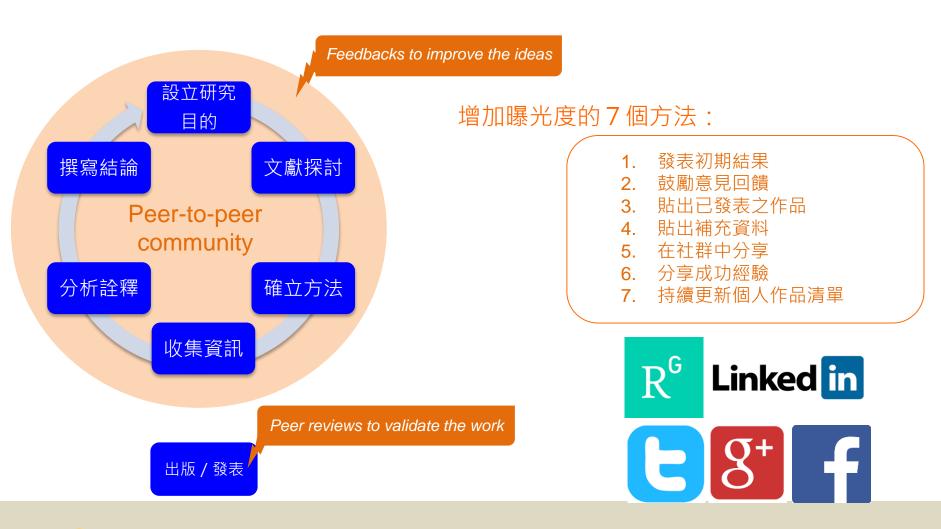


智慧探索之二: 文字相似度分析





社群合作早已深入研究的各個階段





文獻管理新思考:正確引用之外?

- 書目管理工具提供不同書目格式
- 大部份書目管理工具也包含:
 - 1. 文獻搜尋
 - 2. 協作平台
 - 3. 檔案管理
- 新思考:原創性檢查在其中扮演的角色?











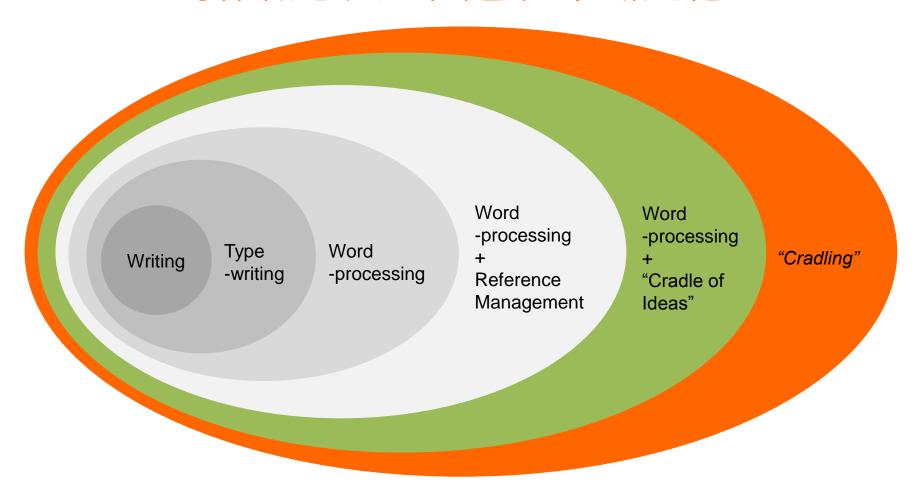








寫作概念與工具也在不斷進化





資訊流程不再線性化

發掘資訊

Search & gather digital information



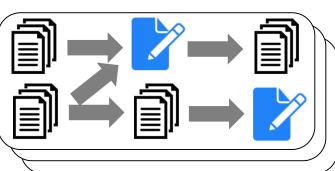
組織知識

Sequence pieces of information into small stories



延伸觸角

Submit to the targeted audiences on the right formats



事實



證據



顯學



用單一工具整合寫作流程:EEWOWW





出版/發表:圖書館該扮演的角色?





發表策略: 找到對的觀眾

重點在於問"對"的問題, 甚至要早在開始寫作之前-

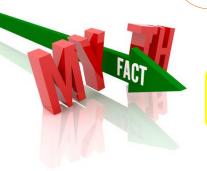
1. 觀眾群: 誰會感興趣?

在發表之前就必須問的問題

就必須問的問題 2. 研究目的及性質: 全新研究? 文獻探討? 還是技術應用?

3. 作者: 誰是作者?

4. 選擇對的期刊: 誰是讀者群?

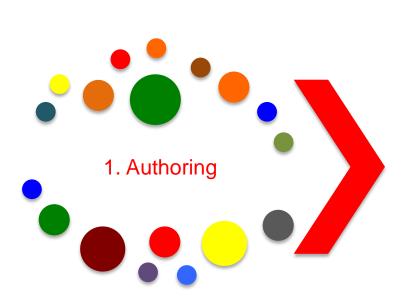


"發表在高 Impact Factor 的期刊, 是否就表示文章的被引用率會較高?"

5. 接下來: 如何試水溫?



提升能見度: 圖書館還能做什麼?



- 智慧發掘
- 社群合作
- 寫作典範



2. Publishing



• 擬定發表策略





提升能見度之一:工具應用

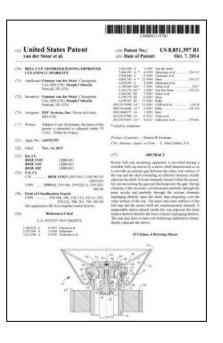
- 參與會議
- 與其他研究者尋求合作
- 學習應用工具如社群網站及







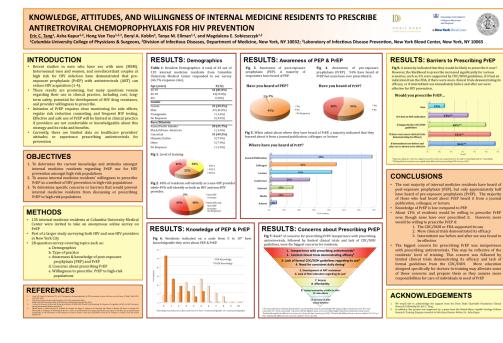
提升能見度之二: 讓研究與大眾產生連結





Abbreviation: s.e., standard error

personal distribution of the multimation of persons, but natural section of more all the common of t





讓研究從高塔上走下來

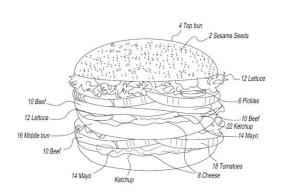
Plain language means users can

find what they need understand what they find use the information

to meet their goals



口語化原則: 簡明扼要











JUL 23, 2013

Celebrating 50 years of Derwent World Patents Index® (DWPISM)

The world's most trusted source of patent research information

Fifty years ago, Monty Hyams, the now 95-year-old founder of what is today known as DWPI, took on the labor-intensive job of patent research for his customers after he saw them going to the patent office, reading through the patents and classifying them. He realized, "If I can do this, they don't have to."

"The vision that Monty Hyams had when he started his company, Derwent Information, 50 years ago still holds true today through the provision of patent summaries describing in plain English the key aspects of the patent, thereby allowing customers to find records of interest without having to obtain or translate the full patent," says Robert Adams, senior director of DWPI. "Of course we use more technology today, but the fundamental value proposition for DWPI and the value we provide our customers today goes back to the work of Monty Hyams."

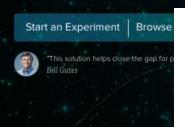
轉化能見度為影響力:三分鐘簡報





Help fund the next wave of scientific research

影響力趨勢: 集資研究



Featured Experiments

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Fireflies! These slient fireworks on warm summer nights fill us with wonder. But so much about these fascinating...







96% funded

\$10,000 goal 3 days left experiment

Q Search Projects, Topics & Lab Not-

viscover

How It Works

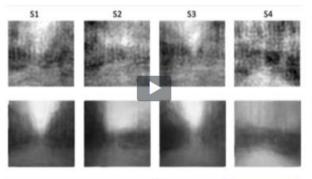
Sign In

Opening your mind's eye: collaborating with a computer to reveal visual imagination

By Michelle Greene, Raymundo Gonzalez, Alex Nguyen, and Khang Duong

Minerva Schools at KGI, Stanford University | Stanford, California

Backed by Đảng Tri Nguyễn, Vicki L Chandler, Trang Ha Tran, Chisom Egwuatu, Brad Wyble, Eamon Caddigan, Thang Luong, Linh Dao, Ari Bader-Natal, Michael Yang, and 16 other backersy



\$622

Pledged

89% \$700 Funded Goal

Back This Projec

(?) How does this work?

Discussion (2)

About This Project

Methods

Close your eyes and visualize the streets of your childhood. What do you remember of what you have seen? Now, if we both are asked to picture a street, will we imagine completely different images based in our individual experiences, or do we have a common prototype for what a street looks like? We will use an evolutionary algorithm to

Lab Notes (1)

Results

What is the context of this research?

This study aims to create a literal picture from your visual imagination. Previous studies have successfully recovered mental representations for relatively simple categories such as letters or smiley faces. These reconstruction methods have considered images to be two-dimensional arrays of pixels. If one randomly chooses a darkness value for each pixel, then there are numLevels'nPixels possible images that can be created. For example, for even a 64x64 thumbnail-sized image with 255 possible gray levels, there are more possible images that can be created than atoms in the Universel By contrast, we consider a scene to be represented by extended surfaces rather than pixels. This both reduces the dimensionality of of problem while creating more realistic looking images.

What is the significance of this project?

A fundamental goal for understanding human vision is to identify the mapping between image features and subsequent categorization. Our study will help us understand how personal experiences influence the mental images that we create when we think about a category such as "street". Do different people extract the same features (common prototype), or do our visual experiences create a unique "tempitates"? This study will have implications for basic science, as well as potential for applications. In addition to providing critical insight into how we form complex visual categories, the technology that we are developing in this project can be used for enhancing the abilities of police sketch artists, and in architecture and design choices to make for a more legible and memorable world.

What are the goals of the project?

- . Use features of Convolutional Neural Networks to increase detail in our images.
- Test the hypothesis that scene category representations are unique to observers by checking the extent to which reconstructions resemble scenes from three kinds of individual experience:
 - Early visual experience: the city where the individual grew up.
 - Current experience: city where the individual lives.
 - · Added experience: Average of the scenes from all locations lived

Altogether, these experiments will provide critical insight into how we conceptualize complex scenes, laying the foundations for understanding how visual information is flexibly represented for recognition.

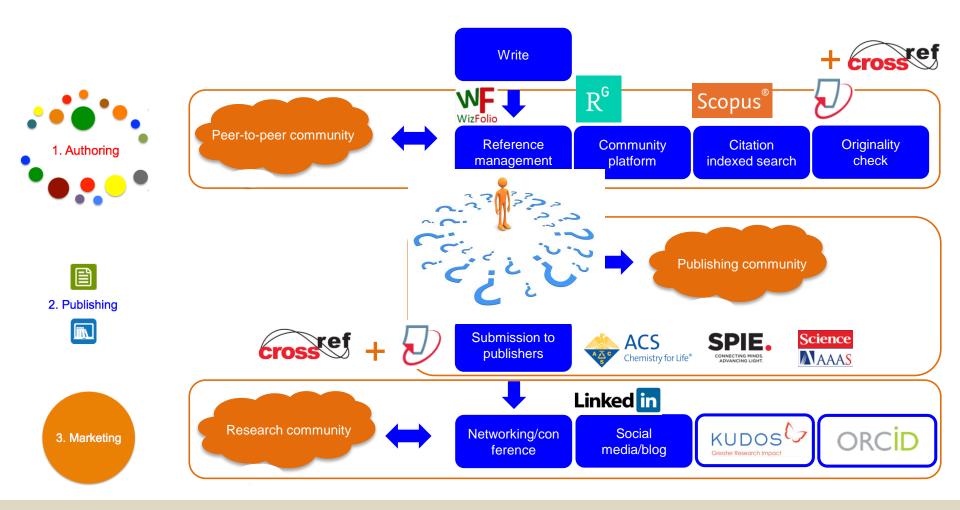
Budget

Our data are generated by human volunteers who are paid an honorarium of \$10/hour. The experiment takes approximately 2 hours, and we anticipate recruiting 32 participants. We plan to release our published results in an open access journal so that all backers may be able to read the research. We anticipate that two papers will be generated with open access publication fees

Payment to participants

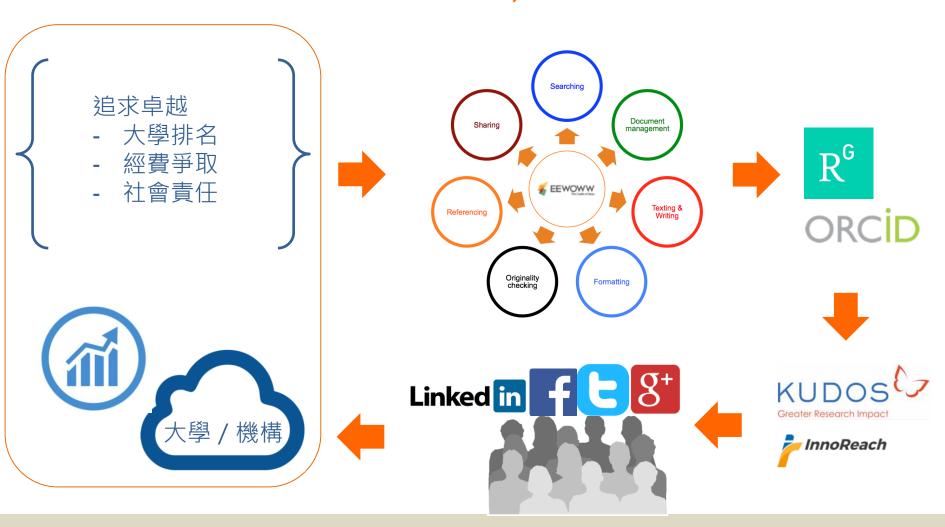
\$700

用對的工具,在對的管道,給對的人





為總體競爭力打底, 自然提高排名





Thank You

woeifuh@igroupnet.com

