

# POZNAŃ UNIVERSITY LIBRARY IN WEB 2.0 – A DEVELOPMENT OF USER-FRIENDLY DIGITAL COMMUNICATION SYSTEM AND THE RESULTING BENEFITS AND VALUE.

INFORUM 2012: 18th Conference on Professional  
Information Resources

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Poznań University Library is a member of LIBER, IAML, CERL.  
We want to reach out to other libraries to collaborate with us and we look forward  
to deepening cooperation on a wide range of issues.  
[www.lib.amu.edu.pl](http://www.lib.amu.edu.pl)



# USER-FRIENDLY COMMUNICATION BETWEEN LIBRARY AND ITS PATRONS IN THE CYBERSPACE

Asynchronous  
and synchronic:

- ❖ Web site of the Library (since 1999)
- ❖ ASK a LIBRARIAN – interactive inquiry service (since 2010)
- ❖ Fan page on the Facebook social networking platform (since Jan. 13, 2010)

**Biblioteka Uniwersytecka w Poznaniu**  
Uniwersytet im. Adama Mickiewicza

search... Search

CATALOGUE LIBRARY ACCOUNT - enter keyword or phrase - Search

**INFORMATION**

- Opening Hours
- Reading Rooms
- Lending Library
- Interlibrary Loans
- Research Information Center
- Rules and Regulations
- Debuts and presentations

**RESOURCES**

- Library catalogues
- Databases
- E-books
- E-journals
- AMUR Repository
- Digital libraries
- Links by Subject in Polish only
- Search Engines

**ABOUT THE LIBRARY**

- Mission Statement
- History and collections
- Publications
- Annual Publication "Biblioteka"
- Organizational structure
- Annual reports in Polish only
- Library board in Polish only
- Conferences
- Awards and distinctions

**TRAINING & ASSISTANCE**

- Training courses
- FAQ
- Ask Librarian
- Assistance with the search

**SERVICES**

- Online services
- E-Bookshop
- Recommend a book
- Library is looking for
- Duplicate book sale

**EVENTS & EXHIBITIONS**

**ANNOUNCEMENTS**

**EVENTS**

**FOR SCIENCE**

**Please note!** New service of electronic reminder and overdue notices. Free of charge »

**Please note!** Free trials of e-resources »

**April 19, 6 pm.** The University Library invites you to the exhibition of works by Janek Kozłowski: "THE POLES' PARTICIPATION IN CULTURE. A RESEARCH REPORT", organised within the Framework of the 3RD LIGATURA COMIC CULTURE FESTIVAL »

**Please note!** A new publication of the Library: Zarys dziejów Biblioteki Uniwersyteckiej w Poznaniu. Informator (An outline of the history of Poznań University Library. A Guide) »

**Biblioteka Uniwersytecka w Poznaniu**  
ul. Ratajczaka 38/40 61-816 Poznań  
61 829 38 17  
61 829 38 24 (fax)  
library@amu.edu.pl

**Other libraries**

- AMU libraries
- Other libraries

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- Comics
- Sponsors
- Ask Librarian

**RSS Channels:**

- Announcements
- Free trials of e-resources
- University Library on Facebook

**UAM**

# ASK service – interactive inquiry service system

Interactive communication with the user:

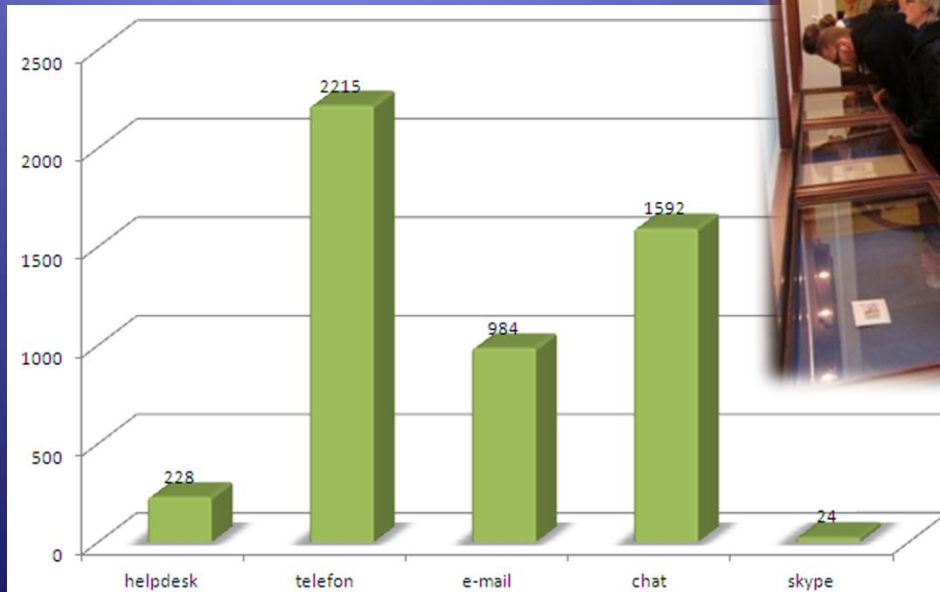
- ❖ provides communication between Library and the user in the cyberspace via social platforms (GG, AIM, Yahoo, Meebo and Skype), mobile phone and e-mail services,
- ❖ ensures a well-developed remote communication panel ( Helpdesk Ticket System)
- ❖ professional information in real time and quick response time (24h) is provided by a team of library consultants
- ❖ service available 24/7

The screenshot displays the 'ask a librarian' website interface. At the top, a navigation bar includes links: START, HELPDESK, CHAT, LOKALIZATOR, E-MAIL, PRZEWODNIK, and FAQ. The main header features the 'ask a librarian' logo and a banner with a smiling woman wearing a headset, with the text 'w czym mogę pomóc?' (in what can I help?). Below the header, the 'Zapytaj bibliotekarza 24/7' (Ask a librarian 24/7) section describes the service as a modern platform for remote communication with a team of library staff. To the right, the 'Konsultant on-line' (Online consultant) section lists 'Aleksander Gniot' as the available consultant, with contact details: Tel. 519-340-572, 9:00-23:00, and a link to 'Napisać do nas' (Write to us). Below this, a 'System Helpdesk' section includes links for 'Logowanie' (Login), 'Jak korzystać z systemu Helpdesk' (How to use the Helpdesk system), and 'O systemie' (About the system). At the bottom right, there are links for 'Strona WWW Biblioteki' (Library WWW page) and a Facebook link. On the left side of the main content area, a 'chat' window is open, showing a message from 'biblioteka\_uam is online' and 'Aleksander Gniot dyżur do 23.00 W czym' (Aleksander Gniot on duty until 23:00 In what). The chat window also includes a text input field and a 'get meebop' logo.



# ASK service – interactive inquiry service system

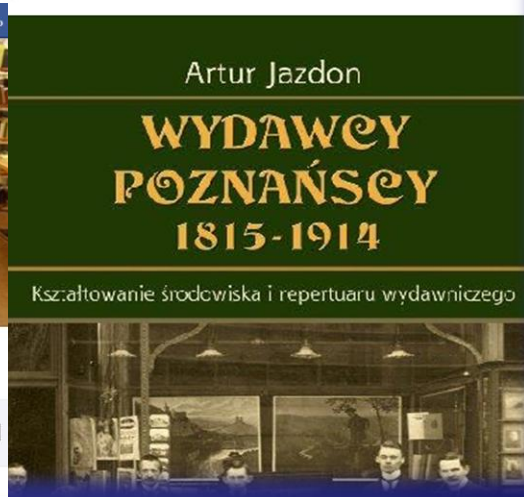
Usage statistics (including different types of communication) for Ask a Librarian enquiry service for 2011.



# University Library Fanpage is a tool for the Library to reach and connect with diversified target audiences

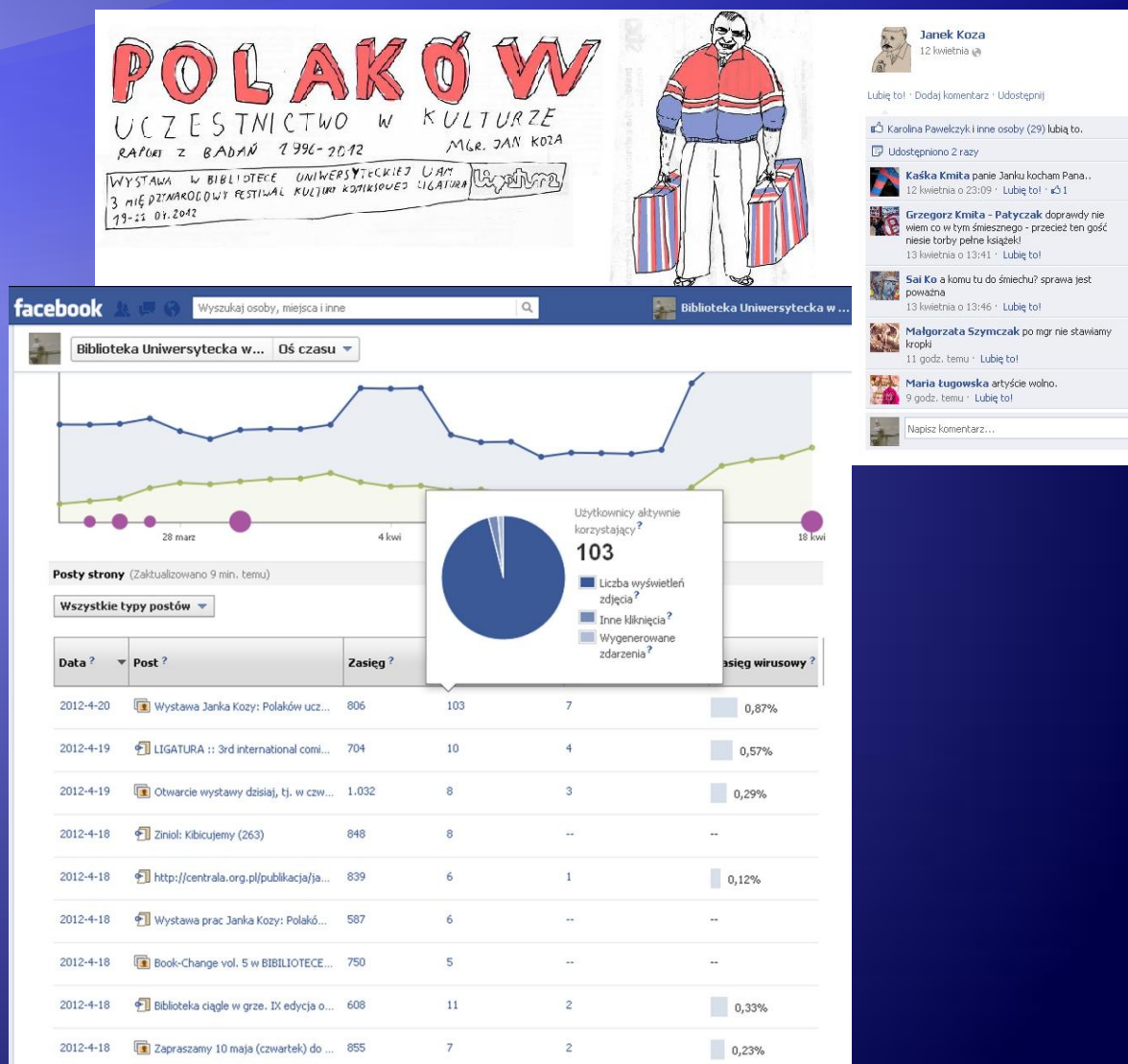


- ❖ informs and announces upcoming events
- ❖ provokes discussion among fans on the news received from the Library,
- ❖ Library is able to identify users' expectations and anticipate their future needs, gathers opinion and views on available services
- ❖ promotes information on the Library among fans and their friends (prospective new patrons?)
- ❖ May 10 – book launch



# Poznań University Library Fanpage fans

- ❖ Age group 19-24 (students?)
- ❖ Users comment on events, post messages with their opinions.
- ❖ No option for uploading photos and films
- ❖ Co-sharing of links.
- ❖ The most popular and commented: photos, exhibition coverage, new services.
- ❖ Fans (as of April 2012): 1918
- ❖ Friends of fans (in 2012): 343.282

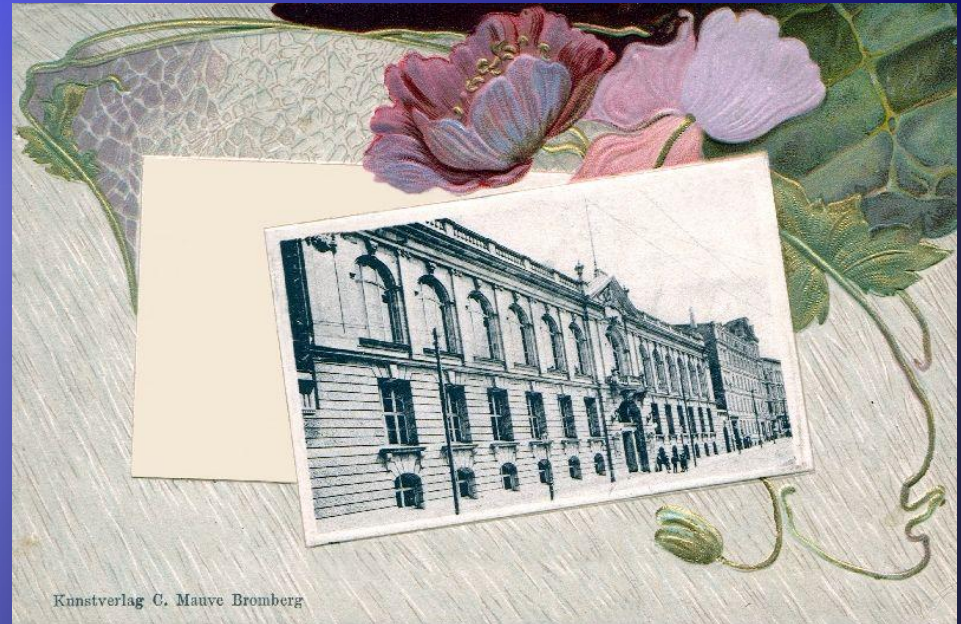




The Fan page creates a particular community atmosphere, prospective users get an unofficial feel of the library.

Facebook' format provokes strong and passionate response and becomes an extension of real life, not only professional life.

Easy participation in online library life, involving little or no effort.



THANK YOU FOR YOUR ATTENTION

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