

Universitatea Babeş–Bolyai, Cluj–Napoca
Facultatea Istorie și Filosofie
Anul universitar 2007-2008
Semestrul II

I. Informații generale despre curs, seminar, lucrare practică sau laborator

Titlul disciplinei: Serviciile bibliotecii și formarea utilizatorilor

Codul: HBR 4206

Numărul de credite: 5

Locul de desfășurare: BCU

Programarea în orar a activităților:

The course will be held by Prof. Alice Keller

This course needs 20 hours for lectures and about 65 hours for self studies
There will be 4 sub-moduls with the following content:

Literature short list:

Frick, Elizabeth: Survey or standard? Teaching user services as a policy issue.- In: reference Librarian (1989) 25/26, p.507-19.

Goulding, Anne; Han, Lifeng: Information and reference services in the digital library.- In: Information Services and Use (2003) 23, No.4, p.251-262.

Keller, Alice; Neubauer, Wolfram: Dienstleistungsangebote von Bibliotheken in elektronischer Form.- In: Nachrichten für Dokumentation (1999) 50, p.407-412.

Kotler, Philip: Ten deadly marketing sins.- Hoboken, N.J.: Wiley, 2004.

Kotler, Philip: Principles of marketing.- 12.ed.- Harlow: Prentice Hall, 2007.

Kuo, L.-L.: Library's marketing management model.- In: Journal of Library and Information Science (1997) 23, No.2, p.82-99.

Powell, Ronald R.: The relationship of library user studies to performances measures. A review of the literature.- Champaign, Ill.: University of Illinois, Graduate School of Library and Information Science, 1988.- 41 p.

Schloegl, Christian; Gorraiz, Juan: Document delivery as a source for bibliometric analyses. The cas "Subito".- In: Journal of information science (2006) 32, No.3, p.223-237.

1/2: Organization of the the usage of libraries

The following topics will be discussed and should be understood: Application of the standard marketing methods within the context of the use of library services. The basics of information and user services within libraries. Inter library loan

procedures and document delivery services and their internal organization aspects

Frick, Elizabeth: Survey or standard? Teaching user services as a policy issue.- In: *reference Librarian* (1989) 25/26, p.507-19.

Goulding, Anne; Han, Lifeng: Information and reference services in the digital library.- In: *Information Services and Use* (2003) 23, No.4, p.251-262.

Keller, Alice; Neubauer, Wolfram: Dienstleistungsangebote von Bibliotheken in elektronischer Form.- In: *Nachrichten für Dokumentation* (1999) 50, p.407-412.

3/4: Bibliographies as basic information materials in libraries

Basic knowledge about the tasks and the importance of the services of the National Library; understanding the principles of "Bibliographic Control"; knowledge of searching in general and subject bibliographies; the role and relevance of bibliographic searching within the WWW.

Kotler, Philip: *Ten deadly marketing sins*.- Hoboken, N.J.: Wiley, 2004.

Kotler, Philip: *Principles of marketing*.- 12.ed.- Harlow: Prentice Hall, 2007.

Kuo, L.-L.: Library's marketing management model.- In: *Journal of Library and Information Science* (1997) 23, No.2, p.82-99.

5: User and reader research

Students should know general methods of user surveys within libraries.

Powell, Ronald R.: The relationship of library user studies to performances measures. A review of the literature.- Champaign, Ill.: University of Illinois, Graduate School of Library and Information Science, 1988.- 41 p.

Schloegl, Christian; Gorraiz, Juan: Document delivery as a source for bibliometric analyses. The cas "Subito".- In: *Journal of information science* (2006) 32, No.3, p.223-237.

6/7: User education

Students should understand the general trends and applications in user education with a special emphasis on modern aspects (information literacy; blended learning etc.).

Schneider, Georg; Nestler, Friedrich: *Handbuch der Bibliographie*.- 6., völlig neubearb. Aufl.- Stuttgart: Hiersemann, 1999.

Neuhaus, Chris; Snowdon, Kent: Public relation for a university library.- In: *Library Management* (2003) 24, Ni.4/4, p.193-203.

8: Marketing aspects within libraries

The students should understand the principles of marketing strategies for libraries

Bowen, William G. / Guthrie, Kevin M.: 1995 JSTOR Update. Report of The Andrew W. Mellon Foundation. (<http://www.mellon.org/js95pr.html>).

Guédon, Jean-Claude: Electronic Academic Journals: From Disciplines to 'Seminars', in: T.M. Harrison (ed.): Computer Networking and Scholarly Communication in Twenty-First-Century University. Albany NY, SUNY, 1996, 335-350.

9/10: Rankings as tools for measuring science

Students should understand the modern citation processes within the sciences and should know the advantages and disadvantages of this common tool.

Bookstein, Abraham; Moed, Henk; Yitzahki, Moshe: Measures of international collaboration in scientific literature. Pt.1. – In: Information Processing & Management (2006) 42, No.6, p. 1408-1421.

Bookstein, Abraham; Moed, Henk; Yitzahki, Moshe: Measures of international collaboration in scientific literature. Pt.2. – In: Information Processing & Management (2006) 42, No.6, p. 1422-1427.

11/12: Modelling of information and library processes

Students should understand the principles of these processes

Braun, Tibor; Diospatonyi, Ildiko: Gatekeeping in the international journal literature of chemistry. – In: Information Processing & Management (2006) 42, No.6, p. 1652-1656.

Dresel, Robin: nfd.Information, Wissenschaft und Praxis 1981-2000. Eine informationswissenschaftliche Zeitschrift in szientometrischer Analyse. – Köln: Fachhochschule Köln, 2003 (http://www.phil-fak.uni-duesseldorf.de/infowiss/admin/public_dateien/files/1/1126873769diplomarbe.pdf)

13/14: Measuring methods in libraries and related institutions:

Students should know how to produce statistical data within libraries and how to interpret these data.

Hoffman, William: Helping libraries make sense of usage statistics. – In: Research information (2007) 27, p.17-18.

Jokic, Maja; Ball, Raphael: Qualität und Quantität wissenschaftlicher Veröffentlichungen. – Jülich: Forschungszentrum Jülich, 2006 (http://juwel.fz-juelich.de:8080/dspace122fzj/bitstream/2128/558/1/Bibliothek_15.pdf)

King, Donald W.; Tenopir, Carol; Clarke, Michael: Measuring total reading of journal articles. – In: D-Lib Magazine (2006) 12, No.11.

Parthey, H.: Publikation und Bibliothek in der Wissenschaft. – In: Wissenschaft und Digitale Bibliothek. – Berlin: Gesellschaft für Wissensforschung, 2001. –p.89-101 (<http://www.ib.hu-berlin.de/~parthey/bibliometrie.html>)

