Your Library – Your Say! Library Services Quality Survey 2015

The Library is conducting an online survey to explore users’ perception and expectation of library services quality.

All students, faculty, and staff are invited to participate at http://library.ust.hk/libqual/Services-Survey-2015-invite.html. At the end of the survey you may enter your ITSC e-mail to join a lucky draw for over 50 prizes, including 3 Apple Watches, UC Bistro lunch coupons, supermarket and bookstore coupons, and HKUST Library coffee mugs.

The survey measures three dimensions of service:

- **Affect of Service**: how you feel about Library services
- **Library as Place**: how friendly the Library is as a place for learning, research and self-development
- **Information Control**: how well the Library organizes and provides information resources

This will benefit you by allowing us to better understand your perceptions and expectations. Results of this survey will help the Library develop services that better meet your needs.

The survey uses LibQUAL+®, a survey instrument developed by the Association of Research Libraries, and is used internationally to identify gaps between desired, perceived, and minimum expectations of service. All results go directly to LibQUAL+® in the United States which analyzes and compiles reports for each participating library.

HKUST University Library participated in the LibQUAL+® survey in 2007 and 2011 – so this is the third time we have conducted the survey. As in previous years, we are joining hands with 5 other UGC-funded libraries for comparative assessment.

The survey runs until 7 December. We will share the results on the Library Website and Newsletter.

For further information or questions, please contact Ms Alice Ho at 2358-6707 or libalice@ust.hk.

Act NOW to have your say and win an Apple Watch!
**Collection Spotlight: Popular Books**

Sometimes you want to move your eyes away from smartphones and tablets, and connect with the world in a different way. Grab something from our popular book collection. Or check out one of 20 Kindles pre-loaded with a wide range of English and Chinese bestsellers. By popular demand, Kindles can now be borrowed for two weeks, with up to two renewals.

Our print *Popular Books* collection has grown to 2,000 titles. The most current are in the *Pop Book Corner* next to the magazine/newspaper area on G/F. Due to shelving limits, older pop books are kept on LG3 and LG4. To browse all titles via *PowerSearch*, select “genre/form” from the pull-down menu and type “popular book.” Happy serendipity!

The top 10 most sought-after pop books in 2015 included novels by just four authors: 章詒和, 劉慈欣, George R. R. Martin, and 7 slots by 東野圭吾, the Japanese master of crime and mystery! Nothing is more satisfying than a mystery solved.


Our pop book collection is equally strong in Hong Kong interests. We have a dizzying range of books on old Hong Kong, stamps and trams, hiking trails, food and dining, and social and political reflections. High-use titles include 地產霸權 (*Book HD943.2 .P6612 2010*), The leisurely hiker’s guide to Hong Kong (*Pop Books DS796.H73 S682 2007*), 默默向上游 : 香港五十年代社會影像 (*Pop Books DS796.H75 Z445 2014*), and 世界中心的貧民窟 : 香港重慶大廈 (*Pop Books DS796.H78 C4812 2013*).

The last 2 books are featured in *Phoenix Putonghua TV series* 開卷8分鐘 which introduces a good book in each episode. Over 400 online videos of 開卷8分鐘 are available via *Wanfang Videos*, and most of the books featured are in our collection.

**Kindle Ebooks:** [http://library.ust.hk/info/kindle/](http://library.ust.hk/info/kindle/)

**Wanfang Videos:** [http://library.ust.hk/cgi/db/wanfang.pl](http://library.ust.hk/cgi/db/wanfang.pl)

**How to find popular books?:** [http://lbdiscover.ust.hk/bib/b1228954](http://lbdiscover.ust.hk/bib/b1228954)

---

**Library Marketing**

Like other organizations, the Library has for many years developed marketing plans to promote resources to users. But developing an effective marketing plan can be daunting. To engage with users through communication strategies that make library collections and services more visible, more used, and better attuned to user needs, the Library has to come up with different creative marketing ideas. By using numerous types of promotional materials we have increased visibility for regular library users, and are potentially grabbing the interest of less frequent visitors. In 2015, the Library carried out two new marketing initiatives, namely *I love e-Reading* and *Cheering Bags.*
To cultivate the reading habits of students, the Library launched the I love e-Reading program in April. Thirty-five e-books (mainly novels) were selected for this leisure reading activity, and students could download these onto their mobile devices via QR codes. 776 downloads were recorded during a two-month period.

The Library also partnered with the Student Affairs Office to run study breaks and counseling services during exam periods in recent years. This year the Library also distributed 500 Cheering Bags during finals in May. These small gift bags held stationary items like post-it pads and highlighters; students also found coffee mix and Mentos. The Library aimed to help students relieve stress, stay focused, and get energized during this harsh period.

While the Library will continue to reach out users through a wide assortment of channels, it makes little sense to promote services or collections without first determining what users need, want, and expect. In coming month, the Library will conduct LibQual survey – an online survey that gives users a chance to tell the Library about their needs and expectations. Survey results will be released in 2016.

Book Talk, Your Reading Partner

The Library hosts book talks on different subjects to help promote reading on campus. Last year 6 book talks were held, with topics from science and humanities to martial arts and book publishing.

This year's first book talk, “誰說 Engineering 是水泡科?" was held on Oct 8. Ms Samantha Kong, a HKUST Engineering alumna, shared her experiences being an engineering student. She also talked about how she engaged herself in learning and service activities to make her dreams come true, and how she took the lead to pull together 46 engineering graduates and students to contribute to her self-published book. A final year Engineering Student, Miss Angel Ho, served as the moderator of this talk, which was attended by about 100 students and faculty. They were very impressed with Samantha's passion and drive through her inspiring sharing.
The next book talk will be by Mr Ronald Chan on his book *The Value Investors: Lessons from the World’s Top Fund Managers*. Ronald will speak of value investing as a dynamic and ever-evolving strategy. In this book he interviewed 12 value-investing legends from around the world to learn how their backgrounds, culture, and experiences shaped their investment mindset and strategy.

Ronald is the founder and Chief Investment Officer of Chartwell Capital Limited, an investment management company based in Hong Kong. He is a frequent contributor to financial newspapers and magazines in the Asia-Pacific region, and is the author of *The Value Investors: Lessons from the World’s Top Fund Managers* and *Behind the Berkshire Hathaway Curtain: Lessons from Warren Buffett’s Top Business Leaders*.

Join Ronald to listen to his writing journey, and to learn what it takes and means to be a successful value investor on 5 November at 5:30 pm in the LG4 Multi-function Room. (Students may attain 1-hour credit for the HLTH1010 Healthy Lifestyle Course after attending the Talk.)

---

### Top Library Accomplishments 2014-15

For the past several years, the Library has held annual staff retreats, where staff consider the past year, and plan for the future. One of the things we explore is what we have done that has made a difference to our library users: you. Here are some highlights of last year. We hope they made a difference to you. You can see more at [http://library.ust.hk/info/achievements/2014-15/](http://library.ust.hk/info/achievements/2014-15/)

**Longer hours & Bigger Loan Quota**

In response to your requests, the Library added 2 hours on Saturday (staying open until 9pm) which brings us to 98 open hours per week. Faculty and research staff also had their loan quotas increased to 150 books at a time.

**Increased e-book purchases**

You all used more e-articles than ever, 20% more than last year (total of 1,950,125); and downloaded 935,545 chapters. To support and encourage this use, we bought another 48,545...
e-books for you, many in Chinese. Learn more about how to use the e-book collections: http://libguides.ust.hk/ebook

3-D Printing Service

Last year we launched a 3-D printing service for all users from every department and unit, students, staff, or faculty. Since fall 2014, you made 198 3-D print requests, with a 75% success rate. The Library has recently expanded the service and now has 2 printers (MakerBot and UpBox), using PLA filament, a biodegradable polymer. Learn more about the service at: http://library.ust.hk/serv/3d/

Library Learning Space Enhancements

Major renovation work on 1/F and LG1 improved student learning space:

- **Increased seating** 12% overall (57% increase on LG1).
- **Renovated Media zone** on LG1 – also spill-over 24 hour space starting with 2015 spring exam period.
- On 1/F the **Thesis Room** was upgraded and fitted out as a “deep quiet” study spot.
- Doubled the **power sockets** on 1/F & LG1.
- Created a new **Idea Wall** for students to freely share ideas, jokes, and drawings.

観物於微: 中外文物小品展
In the Palm of Hand: Miniatures in Chinese History and Others

Following a very successful exhibition last spring on ancient Chinese ceramics, the Library will again partner with the Division of Humanities. We will stage an exhibition on ancient miniatures in the **Hong Kong Chiu Chow Chamber of Commerce Ko Pui Shuen Gallery** from 26 Nov 2015 to 30 April 2016.

**In the Palm of Hand: The Miniatures in Chinese History and Others** will display over one hundred miniatures made from different materials – pottery, stoneware, porcelain, faience, gold, silver, bronze, glass, lacquer and stone.

These exhibits are from the Neolithic period in the third millennium B.C. to the Qing dynasty (1644-1911). Miniatures from China and other cultures will be displayed as comparative examples. These include Egyptian amulets, Greek pottery, Roman glass, and Southeast Asian ceramics. They show the cultural dialogues between different regions along the Silk Road and the Maritime Silk Road.

Many exhibition objects are typical ceramic and bronze examples found in Chinese Art history. They will serve as teaching materials and be integrated into lectures and course requirements for *Introduction to Chinese Arts*. Guided tours and talks will be
The Opening Ceremony will be 26 November at 4:30 pm. Watch for announcements.

Story of HKUST

To mark the 25th Anniversary of the University in 2016, a wide spectrum of celebratory programs have started in the Fall semester. More events are coming, including a distinguished speakers series, marathon, gala banquet, exhibition, alumni reunion.

During these past 25 years, HKUST has achieved advancements in various areas and disciplines and become a world class university. When we celebrate our success, this is also a good time for us to look back on how a rocky barracks site has evolved into a picturesque international university.

Through the University Archives collection, the Library has produced a 6-episode series – HKUST: Our Story to show the development and achievements of the University. This is an album of milestones and major events, including the establishment of the University, construction of the campus, establishment of various research centers, campus development, lectures by renowned scholars, research breakthroughs and innovations, conferences and forums, world rankings, and contributions to the society. Go take a look, you will find them fascinating:

Welcome Party for Student Helpers

What do student helpers in the Library do? Student helpers have always been important members of our Library team. They work at frontline service points to answer user inquiries, show how to use the 3-in-1 copier-printer-scanner, solve hardware or software problems, etc. And some assist in back-end projects in Administration, Reference, Technical Services, and Systems & Digital Services; enhancing our e-learning objects, Scholarly Publication Database, and Digital Signage & Notice Board.

This year, we organized a Welcome Party for student helpers on 23 September. After a warm greeting by our University Librarian, Library colleagues and student helpers from different departments mingled and chatted, while enjoying snacks and drinks.

This informal gathering was a great opportunity for student helpers to get to know their peers, Library colleagues, operations and projects of different departments. We hope this will strengthen the sense of belonging to our big Library family and build up team spirit. Thank you all for coming and looking at our happy faces, and for having a good time!

Best Nature Photography on Show

Over 130 distinguished guests, staff, and students gathered at the Library on Sept 24 to celebrate the officially opening of the award-winning photographer’s first solo exhibition - Natural World, Cultural Elegance: A Photography Exhibition by Tin Man Lee.

President Prof Tony Chan, EVPP Prof Wei Shyy, University Librarian Ms Diana Chan and Publishing Technology Center Director Mr Thomas Ng officiated the ceremony jointly with Dr Tin Man Lee.
A video featuring the artist's wildlife photography was shown at the ceremony. The gallery tour led by Dr Lee brought the event to climax, as the artist unfolded his exciting and touching stories behind the stunning photos.

During his visit to HKUST, Dr Lee gave two public talks on photography and his life experiences. The talks attracted hundreds of audience. Members of HKUST, secondary school students, photographers, and enthusiastic fans were deeply carried by Dr Lee's amazing sharing.

An Exhibition Catalog containing all the exhibits and related stories has been published. It is available for sale at the Library Circulation Counter and HKUST Souvenir Shop. Online orders can be placed at https://lbapps.ust.hk/catalog-order-form/tinman/

The exhibition has received excellent comments since its opening. Our guest books are overwhelmed with positive feedback congratulating the success of the exhibition:

- A wonderful exhibition! High technical and artistic achievement and capturing the wonder and beauty of nature. It is great.
- Great job UST for this exhibit.
- 作品是大自然的愛與亮光的呈獻。美、簡、精
- Feast for the Eye
- We are honored to have you at UST.

Dr Tin Man Lee is the Grand Prize winner of Nature's Best Photography Windland Smith Rice International Competition 2013, out of 25,000 entries from 50 countries.

Do come to the Library to appreciate the best Nature photography in town!