

نظری، مریم. ۱۳۹۹. مسیر تحقق کتابخانه کاربر محور. ارائه شده در نشست مجازی ارزش کتابخانه عمومی (از ارزانی تا ارزندگی). به میزبانی نهاد کتابخانه‌های عمومی کشور. ۳۰ مهرماه.

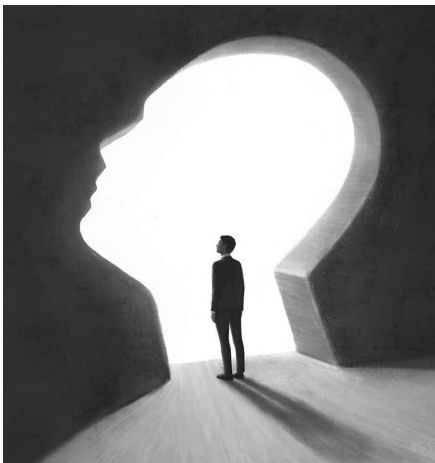
خواسته



نیاز

داشته

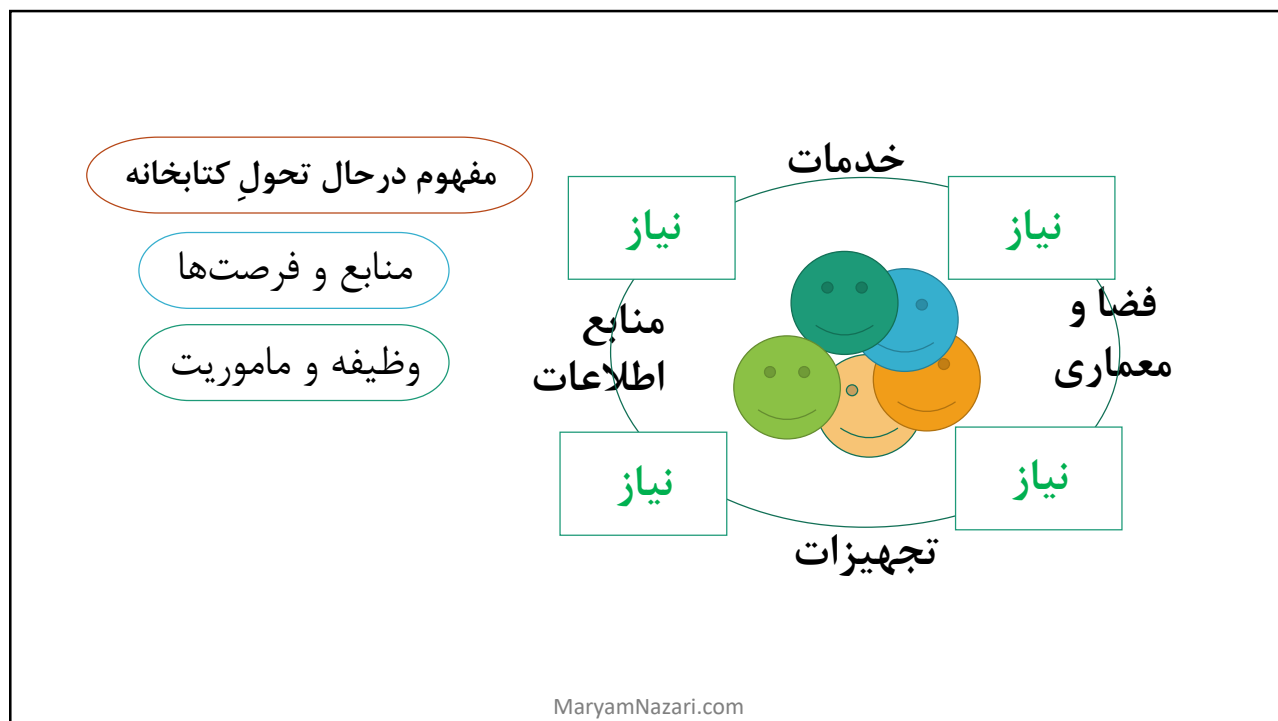
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تحقق کتابخانه کاربرمحور  
در شرایطی که کتابدار برای اثبات  
خودش و کسب جایگاه در خور  
سالهاست که در حال جنگیدن است.

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**نقشه راه تحقق کتابخانه کاربرمحور  
با رویکرد برنده-برنده**

✍️ خودم درباره خودم و کارم چی فکر میکنم؟  
 ✍️ چطور میتونم کارم رو درخور نمایش بدم؟  
 ✍️ چطور در نگرش و تصمیم‌گیری بالادستی تغییر ایجاد کنم؟

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## مفهوم در حال تحول کتابخانه

|                            |                 |
|----------------------------|-----------------|
| <b>DISCOVERY source</b>    | مخزن کتاب       |
| <b>DIGITAL center</b>      | آرشیو منابع     |
| <b>COMMUNITY center</b>    | قرائت خانه      |
| <b>LEARNING center</b>     | ترویج کتابخوانی |
| <b>People's UNIVERSITY</b> | کتابخانه عمومی  |

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## مفهوم در حال تحول کتابخانه

| محتوا                    | محمل / رسانه             |
|--------------------------|--------------------------|
| <b>E-....</b>            | <b>Internet/ Mobile</b>  |
| <b>Digital</b>           | <b>Social networks</b>   |
| <b>app</b>               | <b>Digital platforms</b> |
| <b>Lived experiences</b> | <b>Hub/ festivals</b>    |
| <b>Buried treasure</b>   | <b>Club/ communities</b> |
| <b>Cultural heritage</b> | <b>Collective memory</b> |

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## مفهوم در حال تحول کتابخانه

### کاربر آگاه

هدف‌دار و راه‌ساز  
مشتاق رزومه‌سازی  
فراگیر تمام‌عمر

### کاربر فعلی

پشت‌کنکوری  
جوینده کار  
جوینده مشاوره

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## منابع و فرصت‌ها

منابع خود

منابع همسایه

منابع شریک

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## منابع و فرصت‌ها

منابع خود

1. درک عمیق داشته‌ها

2. بازآفرینی

- ✓ منابع اطلاعات
- ✓ تجهیزات و فناوری
- ✓ خدمات
- ✓ نیروی انسانی
- ✓ فضا و معماری

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## منابع و فرصت‌ها

منابع خود

1. درک عمیق داشته‌ها

2. بازآفرینی

3. بازاریابی - آموزش

نیازسنجی  
مخاطب‌شناسی

شکل درست انجام کار  
در دست انجام

Top public libraries in the world  
Best practices public libraries

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## منابع و فرصت‌ها

منابع همسایه



نیازسنجی  
مخاطب‌شناسی

با رعایت قانون بده-بستان

1. همتا
2. بالاتر
3. پایین‌تر

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Libraries Connected

About Universal Library Offers Major Projects Training & resources News & events Members Value of libraries

For the power of informa

Libraries Connected believes in the power of libraries to change lives.

Our vision is an inclusive, modern, sustainable and high quality public library service at the heart of every community in the UK. We work to promote the value of libraries, broker national partnerships, share best practice and drive innovation in the sector.

Made by our members, we represent all the public library services in England, Wales and Northern Ireland.

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## منابع و فرصت‌ها

منابع شریک



با رعایت اصل برنده-برنده

1. دانشگاه‌ها
2. سازمان‌ها
3. بخش خصوصی
4. متخصصان آزاد
5. خیرین

Public Libraries partnership programs

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### Being Human Cafés

This year we are introducing a new way to get involved in the festival: Being Human Cafés. Across the UK, we are inviting people to put the kettle on, break out the biscuits and engage with some new ideas in the humanities in the time that it takes to have a cup of tea or coffee. We want to see Being Human Cafés (physical or virtual) appearing across the UK in November.

#### What are they?

The whole idea behind Being Human Cafés is that they are simple, easy, and fun to organise. All you need is a researcher, some tea, coffee and biscuits and a space (which can be online) where you can get together to have a chat.

#### Can I do a Café?

Yes! Whether in digital form or (social distancing allowing), in 'real life', we want to see cafés popping up across the UK this year. They can be really simple: just tea, coffee, chat. Alternatively, they can be more ambitious. People might want to include activities and short performances in their café. People might want to decorate them and make them special and memorable. People might (we hope) want to give them a really local twist.

Cafés need to be free to attend, but don't need to offer free food and drink (although that's a plus!).

#### Can they be online/ virtual?

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*The humanities help us understand what it means to be human. We think that new ideas in this area – from archaeology, art history, philosophy, languages, literature, history, classics, cultural studies, music, theatre and theology – should be open to everyone.*



- Being Human is the UK's only national festival of the humanities. A celebration of humanities research through public engagement, it is led by the [School of Advanced Study](#) at the University of London, the UK's national centre for the pursuit, support and promotion of research in the humanities, in partnership with the [Arts and Humanities Research Council](#) and the [British Academy](#).
- In November each year the festival brings together universities, museums, galleries, archives, independent research organisations, community and commercial partners to make research in the humanities accessible to non-specialist audiences and demonstrate its relevance to our everyday lives. Every year the festival features around 300 events across the country, working with an average of around 80 universities and research organisations in 50 towns and cities each year.
- Every year we support researchers in the humanities – from art history and classics, literature and languages, history and philosophy – to produce non-traditional events and activities with a strong emphasis on co-production and mutual benefit.

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The festival aims to:

- demonstrate the value and relevance of humanities research to society in the UK and globally;
- encourage, support and create opportunities for researchers to engage with non-specialist audiences;
- embed and join together public engagement activities in the humanities across the higher education (HE) sector.
- Since 2017, the festival has also begun to introduce international partnerships – with activities to date taking place in cities including Melbourne, Paris, Rome and Princeton. You can find out more about why we decided to start working internationally [here](#).



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**Living Knowledge**  
The International Science Shop Network

Science Shops Resources Projects Events Contact

**Living Knowledge - Exchange, Networking and Building Partnerships**  
The Living Knowledge Network is composed of persons active in -or supportive of- Science Shops and Community Based Research. Living Knowledge aims to foster public engagement with, and participation in, all levels of the research and innovation process.

We facilitate cooperation with Civil Society Organisations (CSOs) to generate research ideas, questions and agendas. We perform research in response to these questions, either ourselves or with the assistance of others, notably higher education students. Our goal is to co-create research to find solutions and therefore make a positive impact on real world problems.

By doing this, we promote community focused cooperation between civil society and those involved in teaching, research and innovation, particularly in higher education. Our process of engaging with society aims to strengthen both the research process and its outcomes for all partners, and thus contribute to research excellence and innovation outcomes that meet views, wishes and demands of civil society.

**Twitter**  
Tweets by @ScienceShops

**News**  
October 13, 2020  
Our World, our Goals - Citizen Science for the Sustainable Development Goals  
Sign the declaration of SC SDG

**BRITISH LIBRARY**

Search our website  
Our website Main Catalogue

Catalogues & Collections Discover & Learn What's On Visit Business Support Shop Join

**Business & IP Centre**

Home Start your business Protecting your ideas Grow your business Mentoring Workshops and events Articles About

Support resources

**BRIGHT IDEAS  
INSPIRING PEOPLE**

From Wednesday 22 July the British Library has started to open some of our Reading Rooms as the first step of a phased reopening. We're working really hard to open more of our spaces and services as quickly and as safely as possible. For more information, [click here](#). If you are able to come to our Reading Room, you will be able to access our [market research and company databases](#).

The Business & IP Centre will continue to run [webinars](#) and you can [watch previous events on our YouTube channel](#). Our reference team are also running [online one-to-ones on intellectual property and business information](#).

These are all available on our website alongside [articles](#), [blogs](#) and [Industry Guides](#). We're here for businesses and look forward to welcoming you back as we reopen.

The British Library, 96 Euston Road, NW1 2DB  
Tel: +44 (0) 20 7412 7901  
Opening times  
For enquiries about our business resources and collection email our [Reference team](#).

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PRIMARY SECONDARY FE ITE PROVIDERS EMPLOYERS IMPACT AND EVALUATION SIGN IN REGISTER SEARCH

RESOURCES CPD STEM CLUBS STEM AMBASSADORS ENRICHMENT NEWS AND VIEWS

Become a STEM Ambassador Ideas and inspiration Local STEM Ambassador Hubs Training and support

## STEM Ambassadors

STEM Ambassadors are volunteers from a wide range of science, technology, engineering and mathematics (STEM) related jobs and disciplines across the UK. They offer their time and enthusiasm to help bring STEM subjects to life and demonstrate the value of them in life and careers.

STEM Ambassadors are an important and exciting free of charge resource for teachers and others engaging with young people inside and out of the classroom. We have made it simple to get involved. Once you have registered, you can find a STEM Ambassador or get involved in an activity from your dashboard.

Supporting your employees to volunteer can help them build skills, increase motivation and improve job satisfaction

Access your dashboard

WHO ARE STEM AMBASSADORS? FIND YOUR LOCAL STEM JOIN THE STEM AMBASSADOR

Back to Inspiration for STEM Ambassadors

## Activities you can do

STEM Ambassadors get involved in a range of activities to impact on young people's learning and enjoyment of STEM subjects. When it comes to the types of activities you can do, the opportunities are endless.

Classroom STEM Club activities Careers talks Speed networking

Mentoring Site visits and hosting work experience Large science festivals and fairs Community and youth groups

CAREERS TALKS  
STEM careers and advice sessions.

CPD FOR EDUCATORS  
Develop and run professional development activities.

EMPLOYABILITY SKILLS  
Help with mock interviews and CV writing.

EVENTS AND EXHIBITIONS  
Support an exhibition, event or enrichment day.

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# Access to Research

Discover a world of published academic research at your local library

Access to Research gives free, walk-in access to over 30 million academic articles in participating public libraries across the UK. Students and independent researchers can now access many of the world's best academic papers from leading publishers who have made their journal content available for free. Start now by viewing which articles and journals are available from home, then find a participating library where you can view the full text.

Share: #AccessToResearch Follow: @A2R\_4libraries

Access To Research is supported by:

Business, Engineering, Environmental Science, Film, Health, History, Journalism, Languages, Politics, Philosophy, Physics, Religion, Social Sciences, Mathematics • Art, Ar



What, Why, Who?  
Find out more.



Which publishers are  
taking part?



Which libraries are  
participating?



About Open Access

## What is the Access to Research service? >

- The Access to Research gives free, walk-in access to a wide range of academic articles and research in public libraries across the UK
- On the back of a successful two year pilot (2014-16), the service has now formally been granted permission to continue in the future
- Subjects include art, architecture, business, engineering, history, languages, politics, philosophy, mathematics and the sciences
- All content provided is digital and can be accessed from your designated library terminal, via a search delivery service called Summon.

## Who is the service aimed at? >

- Access to Research is available to the general public, and may be of especial interest to students and independent researchers
- We have been collecting data throughout the two-year pilot to better understand our users, and therefore enhance the service accordingly

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## How do I use the service? >

You can access academic articles from Access To Research in participating UK public libraries. Usage of the service is via an online search delivery service called Summon®. Users can search all resources with keywords, view results and access content through the publisher's website, or refine and narrow the results set.

You can view article abstracts from home, but you will only be able to download the full version by visiting your local participating library.

### Six tips for effective searching

- The software platform, Summon, provides an 'intelligent' search interface, similar to a Google search. You can type a combination of author names, article title (or some partial words), or subject keywords, and the service should return relevant search results.
- Whilst Summon tries to match your search, searching academic research journals is always going to be a complex activity, so take a systematic approach.
- Using quote (") marks to enter literal phrases can be a very effective way of improving your search. For example, compare searching "Richard III"; "Richard the Third"; or "Richard III" Shakespeare.
- Once a set of search results has been generated, it is possible to refine them by using the tools on the left-hand side of the Summon results page.
- You can save the journal items that you find by clicking on the small '+' button at the top right of each item in the results list.
- Searching for information in academic journals may be daunting if you're not used to it. You need to gradually refine your search and sometimes go back and start again if you're not getting the results you think you should.

## Why was the initiative launched? >

- Access to Research was launched in response to recommendations from the Finch Group, a committee convened by the UK government, to explore how access to publicly funded research could be expanded.
- One of the main recommendations of the Finch Group was that the major journal publishers should grant public libraries a licence to provide free access to their academic articles. The Access to Research initiative, which began in January 2014, is the outcome of this recommendation.

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## Who is involved in Access to Research?



- Access to Research is the result of a successful collaboration between publishers, represented by the Publishers Association, and librarians, represented by Libraries Connected.
- The initiative has been led and implemented by Publishers' Licensing Services, while the search delivery software, Summon, has been provided free of charge by ProQuest.



ENRICHING THE LIVES OF OLDER ADULTS  
THROUGH ARTS EDUCATION

[About Lifetime Arts](#) ▾ [Our Programs and Services](#) ▾ [What is Creative Aging?](#) ▾ [News](#) ▾

## MetLife Foundation Creative Aging Libraries Project

The MetLife Foundation Creative Aging Libraries Project, was designed to pilot Lifetime Arts' innovative work with public libraries in urban centers outside of New York. Employing the successful model tested in NY, this project included onsite training and extensive technical assistance for library system administrators, branch librarians and local artists. Incentive grants will cover the cost of artists fees, materials and supplies as well as project documentation. Starting in December 2012 and running through Spring 2013, hundreds of older adults in 18 public libraries in Boston, Dallas and Miami will be dancing, singing, writing and painting their way to a better quality of life.

### Jump to:

[Boston Public Library](#)  
[Dallas Public Library](#)  
[Miami-Dade Public Library System](#)

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UNESCO  
Diversity of Cultural Expressions

The Convention Governance Activities International Fund Partnerships Menu

Home > Plateforme de suivi des politiques >

### e-Library Initiatives: Online lending of e-Media at Public Libraries



**Key objectives of the measure:**

- adapt public libraries to the digital field through
- supporting and expanding their collections to also encompass varied offerings of digital cultural resources such as e-books, e-papers, e-audio and e-videos;
- ensuring free and easy access to digital cultural resources, in particular also in rural areas, by introducing new online-lending modalities and targeting new audiences.

**Scope of the measure:**  
Local, Regional

**Nature of the measure:**  
Regulatory, financial

**Main feature of the measure:**  
Austria has a comprehensive network of libraries: 1,062 municipalities have them. Hence, libraries play a key role in the provision of literature and culture. Granting free and direct access to varied offerings of books, magazines and digital media for children, adolescents and adults, they enable people to use media which they cannot afford or to which they have not previously been introduced – regardless of the person's social, economic or cultural background. To facilitate the transition of public libraries to the digital age, several initiatives have been launched that also strive to reach out to new user groups.

**Return to the platform**

**Read the full report**

Goals(s) of UNESCO's 2005 Convention

GOVERNANCE FOR CULTURE

Areas(s) of Monitoring  
Digital environment

Cultural Domain(s)  
Publishing

Cultural Value Chain  
Distribution Participation

**Where**  
Austria

**When**  
2016

**Who**  
In Lower Austria: Forum Erwachsenenbildung Niederösterreich.

**مفهوم در حال تحول کتابخانه و نیازهای واقعی کاربر**

## وظیفه و مأموریت

نهاد کتابخانه های عمومی کشور در چشم انداز ایران ۱۴۰۴ هـ. ش. نیازهای واقعی کاربر

است فرهنگی با هویت اسلامی - ایرانی، نافذ و اثرگذار بر جامعه دارای کارکردهای آگاهی بخشی، اطلاع رسانی آموزشی و ارشادی، زمینه ساز ارتقای مطالعه مفید، دارای نیروی انسانی متعهد، متخصص و آموزش دیده با حفظ جایگاه اول کشور در منطقه و موفق در رساندن کشور در زمره پانزده کشور برتر جهان از جهت سرانه فضا، عضو، منابع و امانت کتابخانه‌ای.

(سند چشم انداز نهاد در افق ۱۴۰۴)

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مفهوم در حال تحول کتابخانه  
و نیازهای واقعی کاربر

## وظیفه و ماموریت

1. اقدامات خلاقانه
2. ارائه در چارچوب درخواستی
3. نمایش تاثیرگذاری
4. بازتعریف وظایف
5. بازآفرینی برند

جایگاه‌سازی  
درخور

تغییر در نگرش‌ها و سیاست‌ها

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مفهوم در حال تحول کتابخانه

منابع و فرصت‌ها

وظیفه و ماموریت

کار+روش درست انجام کار

نقش

نیاز  
کاربر

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## تحقق کتابخانه کاربرمحور با رویکرد برنده-برنده

برندسازی و بازاریابی

بازآفرینی داشته‌ها

آموزش  
نیازمحور

خودشناسی  
مخاطب‌شناسی

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مفهوم در حال تحول کتابخانه

منابع و فرصت‌ها

وظیفه و مأموریت

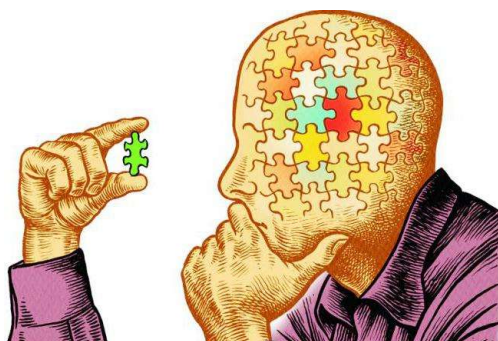


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نظری، مریم. ۱۳۹۹. مسیر تحقق کتابخانه کاربرمحور. ارائه شده در نشست مجازی ارزش کتابخانه عمومی (از ارزانی تا ارزندگی). به میزبانی نهاد کتابخانه‌های عمومی کشور. ۳۰ مهرماه.

1. شروع کوچک اما استراتژیک
2. مستندسازی دقیق و جذاب
3. به اشتراک گذاری زیاد

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