Taking up the Torch of Wisdom
The Next Chapter: Branding Beyond the Pandemic

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National Cheng Kung University [NCKU]

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QS World University Rankings

THE WORLD UNIVERSITY RANKINGS
1st in Taiwan
33rd Worldwide
— 2022 THE Impact Rankings —

Director General [2024 Feb.~]
National Central Library [NCL]

國家圖書館
National Central Library
the national-level library of Taiwan

成長中有機體

The Library is a Growing Organism

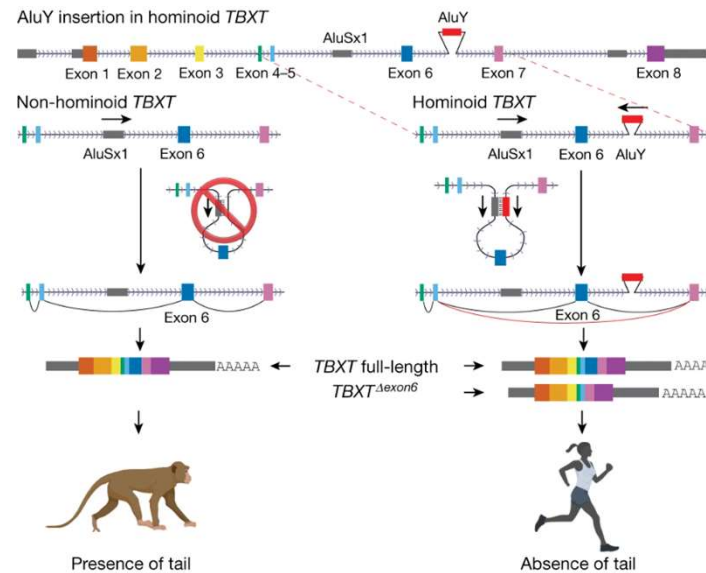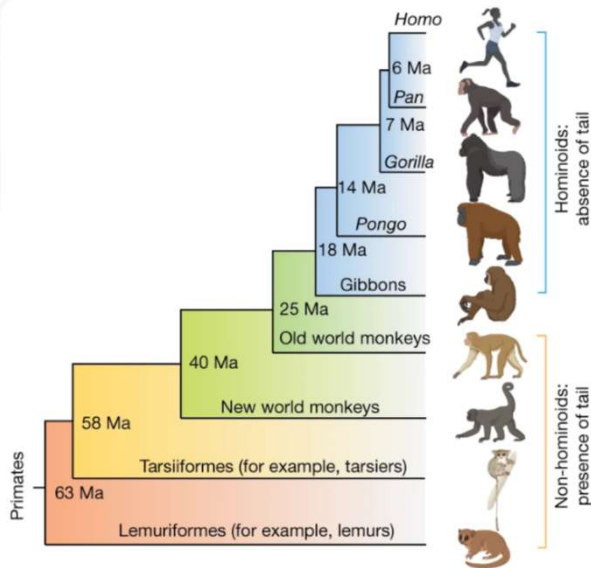|	
Collection	Librarian
Reader	Services

constantly evolving
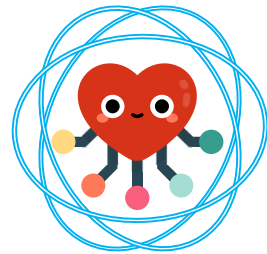
A story -- Tale of Tails

Trade-off effect

Enhancement of the locomotion in the transition to a non-arboreal lifestyle

Association with an adaptive cost of the potential for neural tube defects, which increases the risk of some health issues
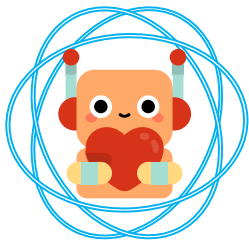
Xia et al., 2024

What's the takeaway from these stories?

Environment
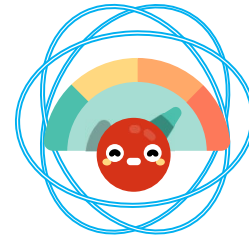**More engaging
Dynamic Interactions**

Learning
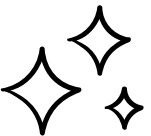**Change our mindset in really interesting ways**

Keep resilient
Face challenges and bounce back from setbacks

Stimuli/demands
**Enhance learning efficiency
Make us more motivated**

The Evolution of Reading Habits Before, During, and After the Pandemic

the NCL's survey regarding public libraries in Taiwan

Reading Indicators	Before		During		After	
	2018	2019	2020	2021	2022	2023
Library Visited	91.98	114.81	79.69	58.59	86.31	108.37
	Avg. 103 / yr		Avg. 69 / yr		Avg. 97 / yr	
Books Borrowed (physical)	77.91	81.30	80.15	69.77	93.11	117.32
	Avg. 79 / yr		Avg. 74 / yr		Avg. 105/yr	
Books Borrowed (e-book)	1.74	2.55	3.63	8.06	9.33	9.91
Websites Viewed	711.74	546.83	525.87	555.29	667.92	804.14

Unit: million

Data collected from all public libraries in Taiwan including 3 national libraries

2018-2023 Annual Report on Reading Atmosphere and Reading Engagement in Taiwan   **(Unpublished data)**

A Shift in Reading Preferences
A growing preference for contactless services post-pandemic

Library Visited

40% ▲

▼ 33%

- 103 (Before)
- 69 (During)
- 97 (After)

Book Borrowed physical materials

41% ▲

6% ▼

- 79 (Before)
- 74 (During)
- 105 (After)

Book Borrowed e-books

122% ▲

- 1.74 (18)
- 2.55 (19) — Before
- 3.63 (20)
- 8.06 (21) — During
- 9.33 (22)
- 9.91 (23) — After

Unit: million

(Unpublished data)
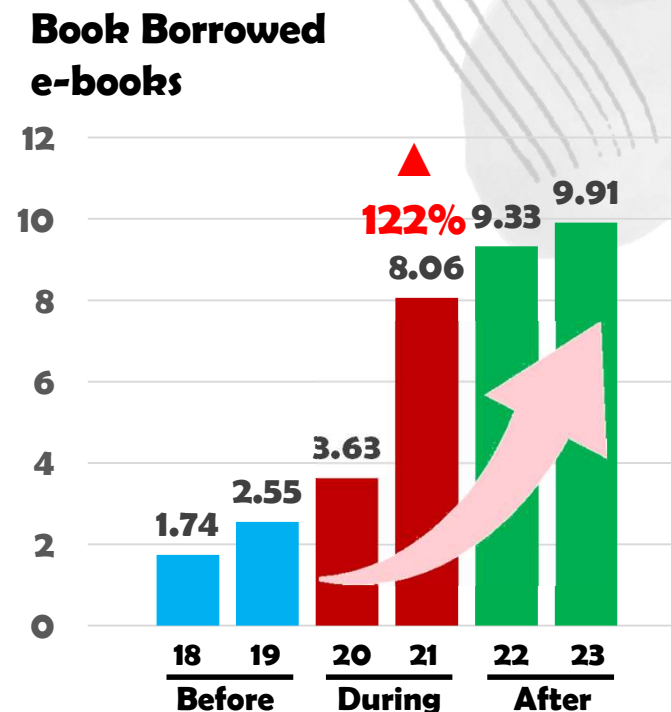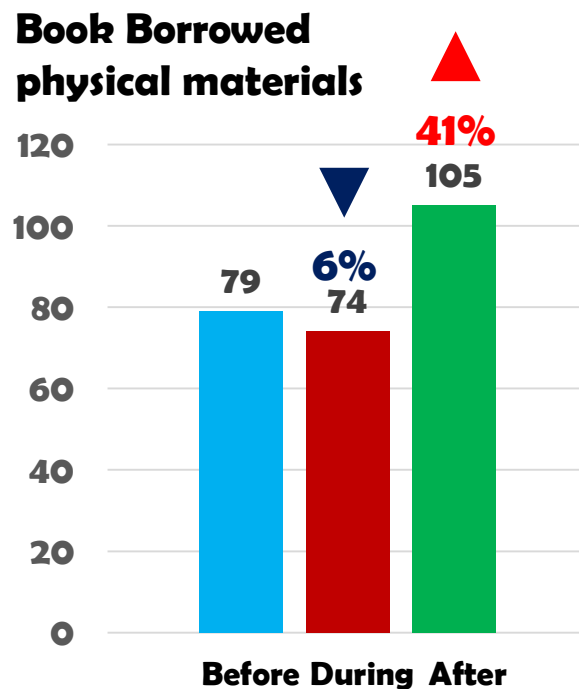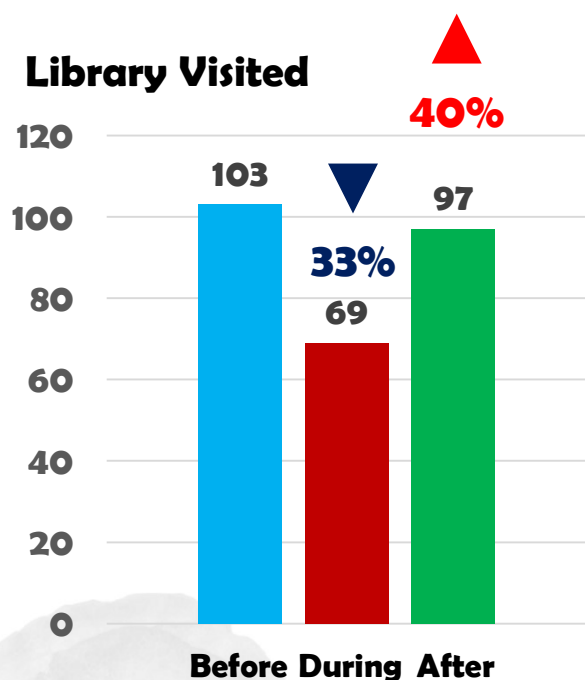
1. Library visits have increased but are still below pre-pandemic levels.
2. The pandemic led to a significant increase in the demand for e-books.
3. Even with a rise in physical book borrowing post-pandemic, e-book usage remains high.

A Shift in Reading Preferences
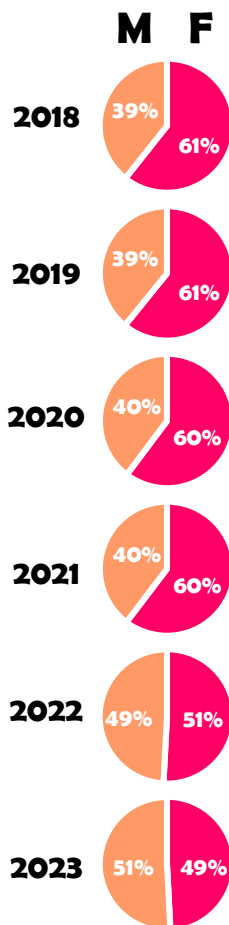## Dynamics of Genders and Ages in Library Book Borrowing

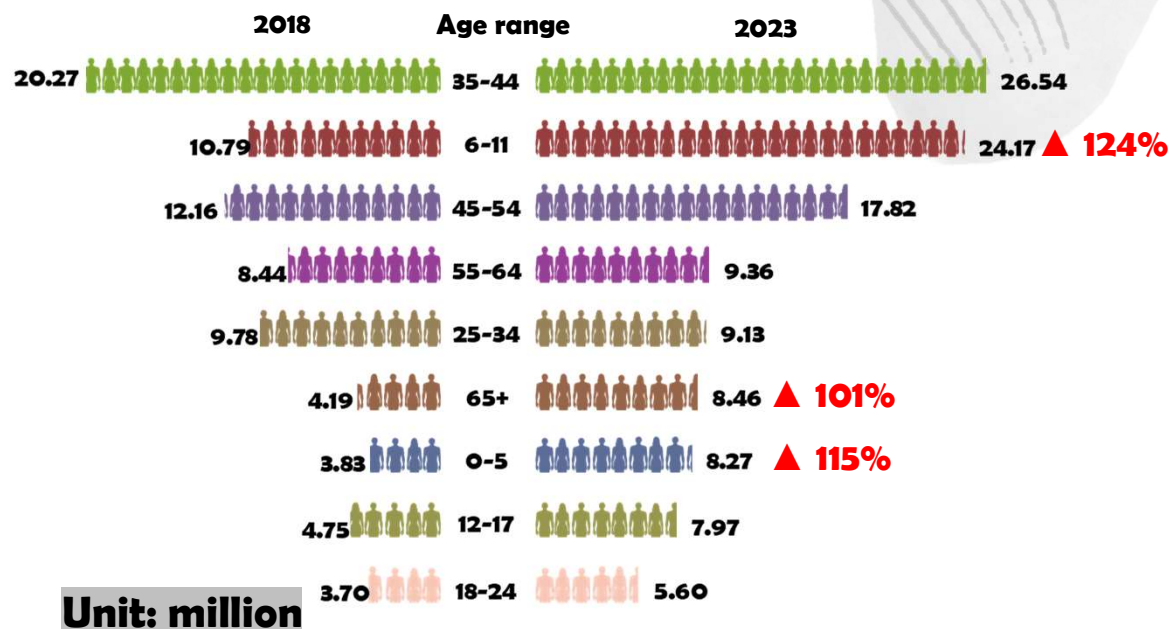### Book Borrowing Across Different Genders

Before Pandemic			
2018		**2019**	
M	F	M	F
30.68	47.23	31.85	49.45
During Pandemic			
2020		**2021**	
M	F	M	F
31.88	48.27	27.68	42.09
After Pandemic			
2022		**2023**	
M	F	M	F
45.77	47.34	59.58	57.74

Unit: million

M F

2018 — 39% / 61%
2019 — 39% / 61%
2020 — 40% / 60%
2021 — 40% / 60%
2022 — 49% / 51%
2023 — 51% / 49%

Book Borrowing Across Different Ages

2018	Age range	2023
20.27	35–44	26.54
10.79	6–11	24.17 ▲ 124%
12.16	45–54	17.82
8.44	55–64	9.36
9.78	25–34	9.13
4.19	65+	8.46 ▲ 101%
3.83	0–5	8.27 ▲ 115%
4.75	12–17	7.97
3.70	18–24	5.60

Unit: million

(Unpublished data)

The world is different from before

Mission

Value

How should we adapt to these changes?

Relationships

Humanity

Resources

Education

Services

New Tagline through and beyond the Pandemic

LibRE

- the state of being free
- having freedom
- unrestricted
- in freedom (libre) from free

Library's liberty

to REnew, REinnovate, and REconnect as it adjusts to the new reality across both physical and digital domains.

The concept of LibRE promoted in two kinds of Libraries

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General Director [2024 Feb.~]
National Central Library [NCL]

國家圖書館
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REbuild human connection through diverse ways

REallocate resources to areas with the highest reader demand

REimagine Librarians' Roles to Meet Public Needs

REimagine Library Services with AI Integration to Enhance User Experiences

REinforce the provision and dissemination of e-resources

REenvision a future where ideas spring to life through action

REfind inner warmth in beloved spaces

REbuild human connection through diverse ways

NCL Knowledge Quick Access Service

During the Pandemic & even now

National Central Library provide readers

- a convenient and affordable way
- to access Primarily books and periodicals
- by phone or filling out an online form
- NCL send the requested materials within 1 to 3 days

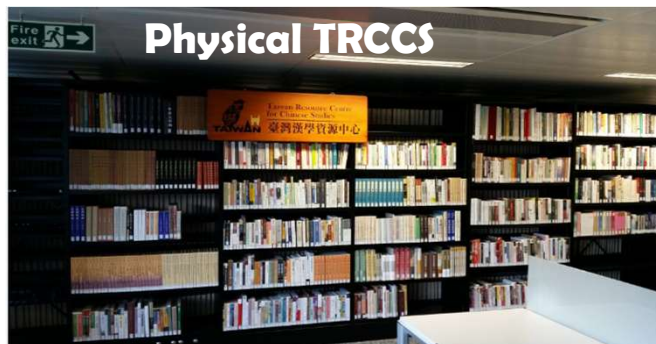## NCL Supports visiting scholars

During the Pandemic

- obtain visas to continue research in Taiwan.
- efficiently obtain materials from other libraries
- ensure they smoothly conduct Sinology research in Taiwan

REbuild human connection through diverse ways

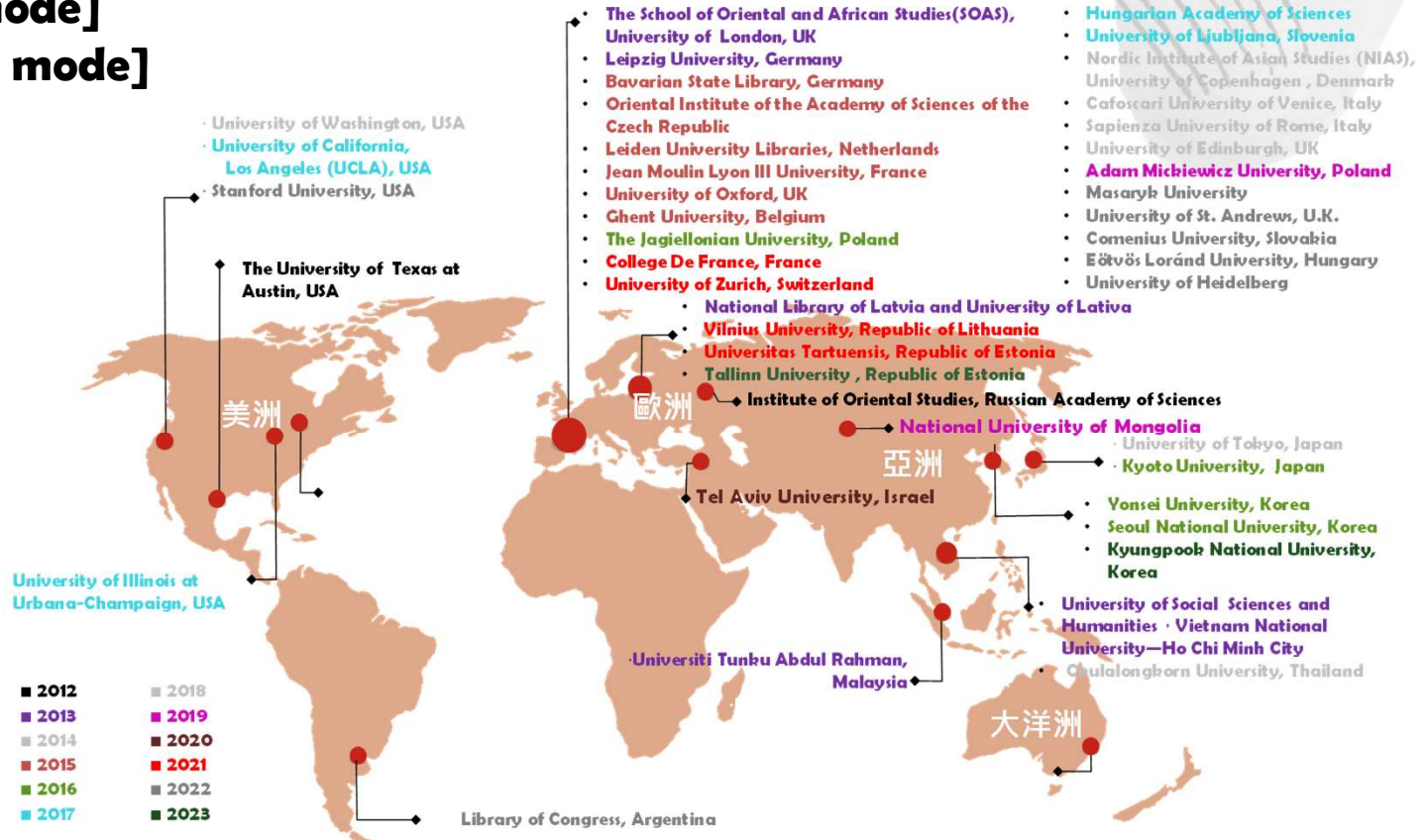**National Central Library [NCL]**
- promote "Chinese Culture and Sinology"
- establish "Taiwan Resource Center for Chinese Studies (TRCCS)"
  - Physical Center [Primary mode]
  - Digital Center [Alternative mode]

Physical TRCCS

Library | The University of Edinburgh

Digital TRCCS

- The School of Oriental and African Studies(SOAS), University of London, UK
- Leipzig University, Germany
- Bavarian State Library, Germany
- Oriental Institute of the Academy of Sciences of the Czech Republic
- Leiden University Libraries, Netherlands
- Jean Moulin Lyon III University, France
- University of Oxford, UK
- Ghent University, Belgium
- The Jagiellonian University, Poland
- College De France, France
- University of Zurich, Switzerland
- National Library of Latvia and University of Lativa
- Vilnius University, Republic of Lithuania
- Universitas Tartuensis, Republic of Estonia
- Tallinn University, Republic of Estonia
- Institute of Oriental Studies, Russian Academy of Sciences
- National University of Mongolia

- Hungarian Academy of Sciences
- University of Ljubljana, Slovenia
- Nordic Institute of Asian Studies (NIAS), University of Copenhagen , Denmark
- Cafoscari University of Venice, Italy
- Sapienza University of Rome, Italy
- University of Edinburgh, UK
- Adam Mickiewicz University, Poland
- Masaryk University
- University of St. Andrews, U.K.
- Comenius University, Slovakia
- Eötvös Loránd University, Hungary
- University of Heidelberg

- University of Washington, USA
- University of California, Los Angeles (UCLA), USA
- Stanford University, USA

The University of Texas at Austin, USA

University of Illinois at Urbana-Champaign, USA

美洲

歐洲

亞洲

Tel Aviv University, Israel

- University of Tokyo, Japan
- Kyoto University, Japan
- Yonsei University, Korea
- Seoul National University, Korea
- Kyungpook National University, Korea

University of Social Sciences and Humanities，Vietnam National University—Ho Chi Minh City
Chulalongkorn University, Thailand

Universiti Tunku Abdul Rahman, Malaysia

大洋洲

Library of Congress, Argentina

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021
- 2022
- 2023

3D digital twin map for online tour

Virtual 3D NCKU library

Virtual 3D NCL library

國家圖書館

National Central Library

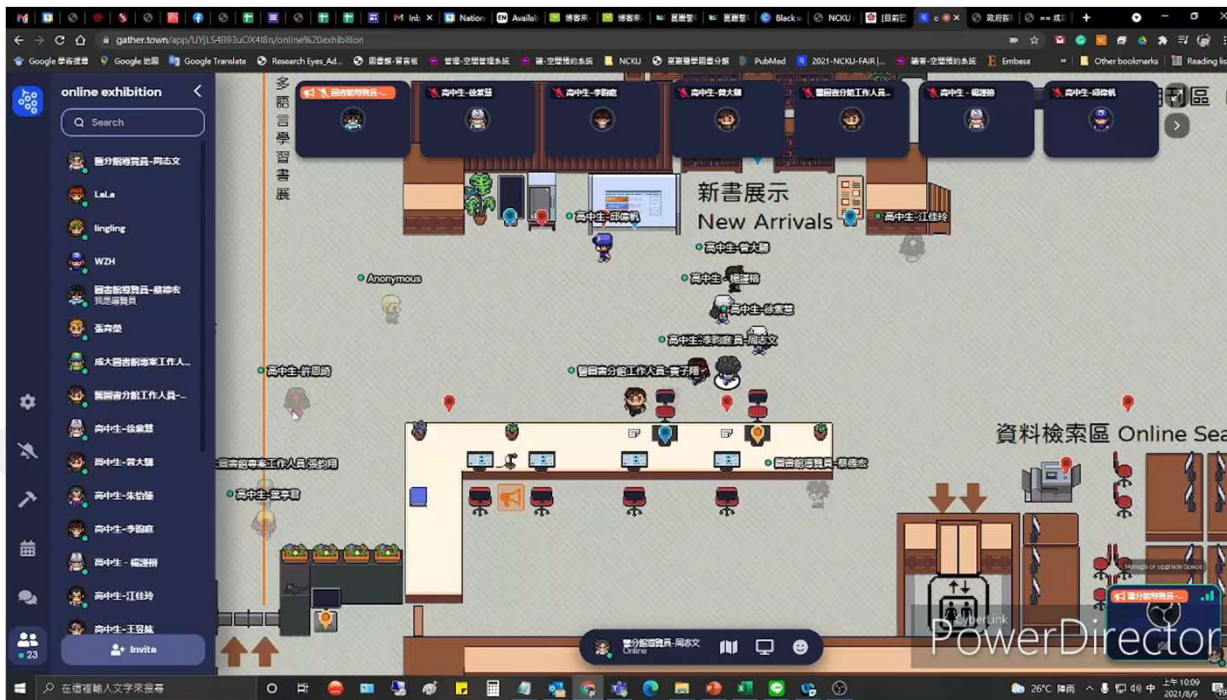本館地址：10001臺北市中山南路20號
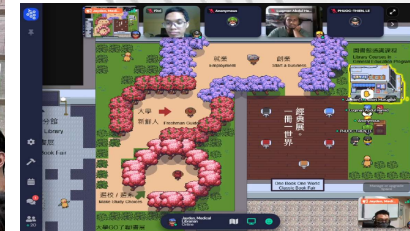
總機：(02)2361-9132 傳真：(02)2311-0155

REbuild human connection through diverse ways

Virtual NCKU library

Library tour

NCKU Campus Fair
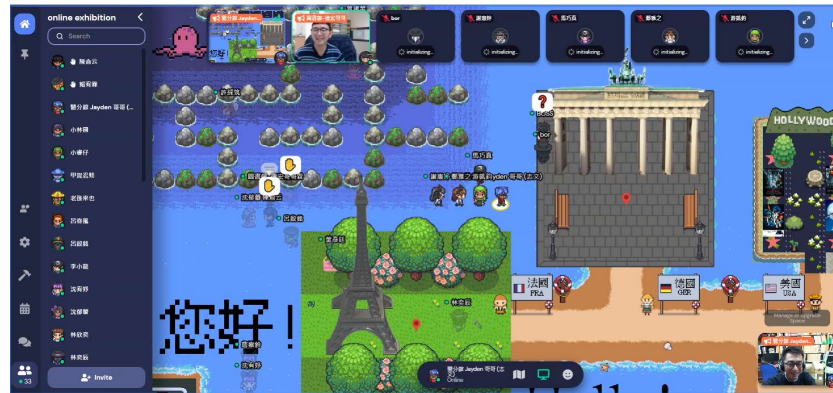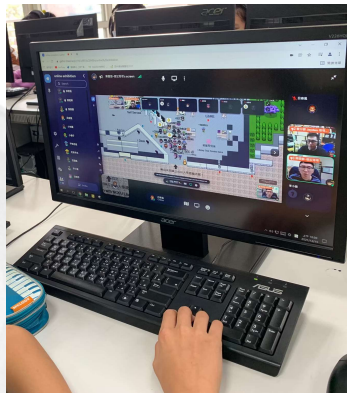
Librarian training course

Book Exhibition

REbuild human connection through diverse ways
-- REdefine the Nature of "Distance and the library" --

A fantastic application

Kids from a rural school connect with NCKU Librarians online

REbuild human connection through diverse ways
-- NCL Creates Active Change in a Nationwide Reading Movement --

The Taiwan Reading Festival [Since 2013]

- Collaborated with over 160 organizations.
- Offered over 260 reading promotion activities.
- People of all ages can find enjoyable reading activities.

A landmark reading event in Taiwan

REbuild human connection through diverse ways

NCKU Library

Hybrid way
dance/technology integrated with reading education and interaction with rural schools.
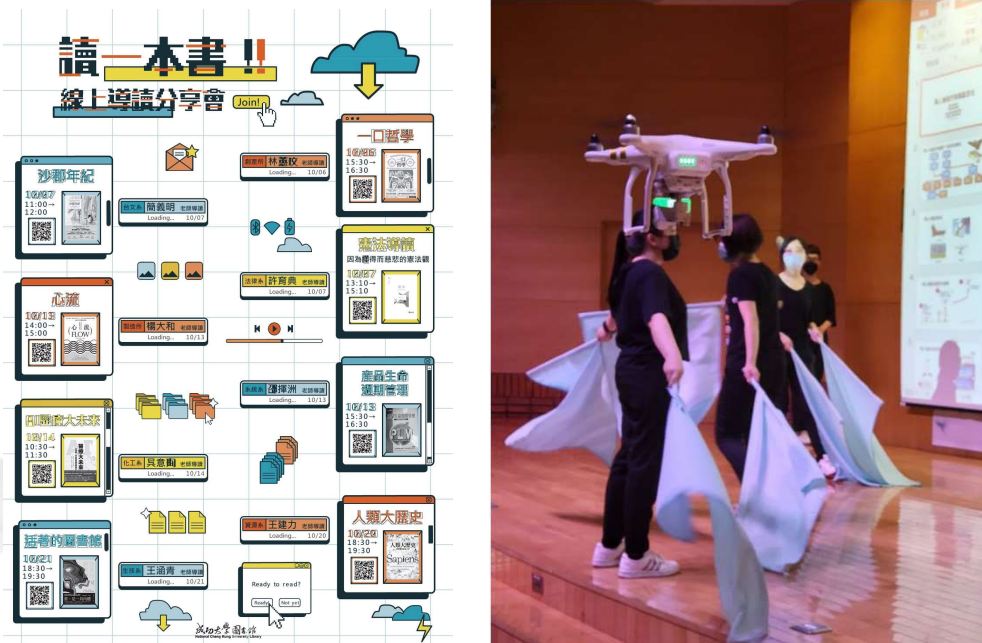
National Central Library [NCL]

Online Reading Talks or Hybrid Events
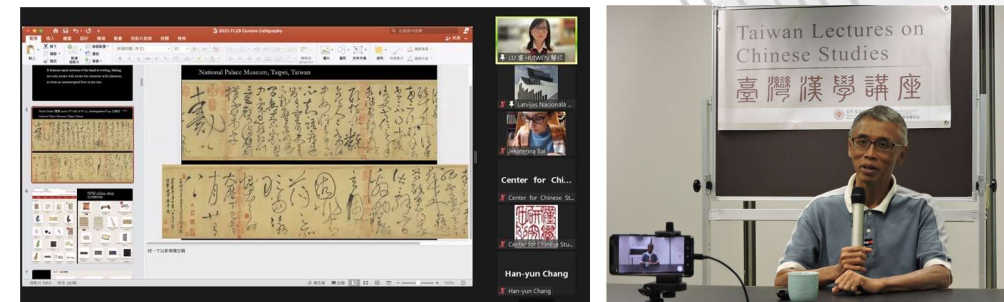
Virtual Lunar New Year Celebration for International Visiting Scholars

Using online methods attracts more participants, thereby making our activities more effective

REinforce the provision and dissemination of e-resources

NCL Digital Resource Cooperation

1. **International Digitalization Project of Rare Books**
   - **working with 13 foreign institutions**
   - **digitized 4,789 titles, resulting in nearly 3.2 million images**

2. Domestic Digitalization Project of Old Books

3. These resources are openly available on the NCL website
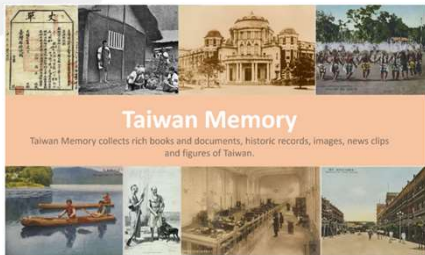
REinforce the provision and dissemination of e-resources

National Central Library [NCL]
Turn TV on, and NCLibTV Service Delivered to Your Home

- **Collaborating with 49 cable TV operators across 16 counties and cities nationwide**
- **Covering over 88% of cable TV subscribers**

REinforce the provision and dissemination of e-resources

Turn TV on, and NCLibTV Service Delivered to Your Home

【 國圖到你家 】

AR books

NCL
Virtual exhibition

REinforce the provision and dissemination of e-resources

Turn TV on, and NCLibTV Service Delivered to Your Home

Bar chart (E-book vs digital audio-visual):
- 2020: 21, 88
- 2021: 18, 1
- 2022: 14, 401
- 2023: 165, 630
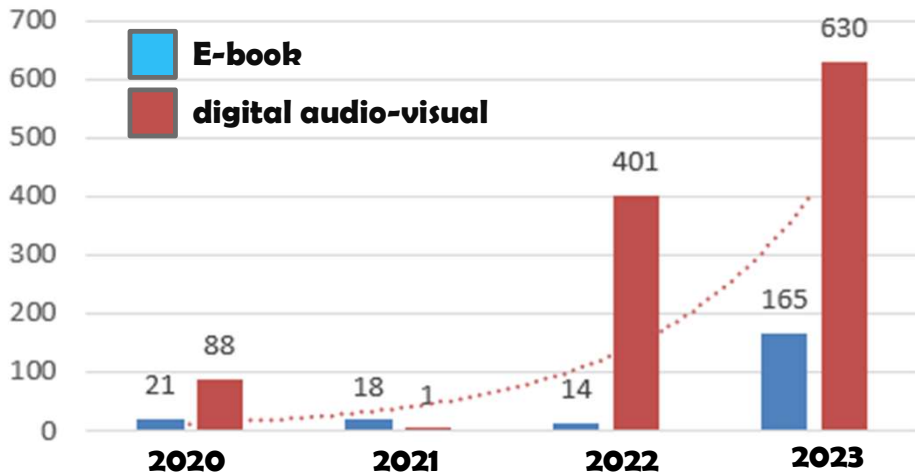
	2021	2022	2023	2021-2022 Growth rate	2022-2023 Growth rate
APP Download Count	5,872	23,282	26,062	296%	12%
APP Usage Count	12,184	40,072	51,696	229%	29%
Digital Resources Usage Count	158,577	352,257	512,643	122%	46%

Joined the Ministry of Education's digital learning program for elementary and secondary schools.

教育部 MINISTRY OF EDUCATION
推動中小學數位學習精進方案入口網

::: 資通安全及隱私政策 | 網站安全政策 | 常見問題 | 網站導覽 登入

最新消息 方案簡介 成果專區 前瞻計畫 資料下載 相關連結

班班有網路 生生用平板

為加強學生數位科技應用能力，熟悉數位學習平臺、工具與資源使用，並運用數位學習平臺培養自主學習能力，行政院推動中小學數位學習精進方案，可縮減城鄉數位教育落差達公平教育的目標，並於疫情期間可支援經濟弱勢、多子家庭學生有學習載具可使用。

閱讀更多

國圖到你家

電子書 | 數位影音 | 主題推薦 | 圖書預約 | 好書推薦
更多豐富的數位內容與服務請下載APP

Android   iOS

REimagine Library Services with AI Integration to Enhance User Experiences

National Central Library [NCL]

AI in Libraries: Adapting to a Data-Driven Future

- AI automates tasks, altering librarian roles.
- Personalized AI recommendations change collection access.
- AI raises data privacy and ethical issues.
- Librarians require skills in AI and data analysis.
- Library spaces may turn into tech hubs. [Open Lab in NCL]
- Quiet libraries transformed into interactive AI learning zone [Open Lab in NCL]
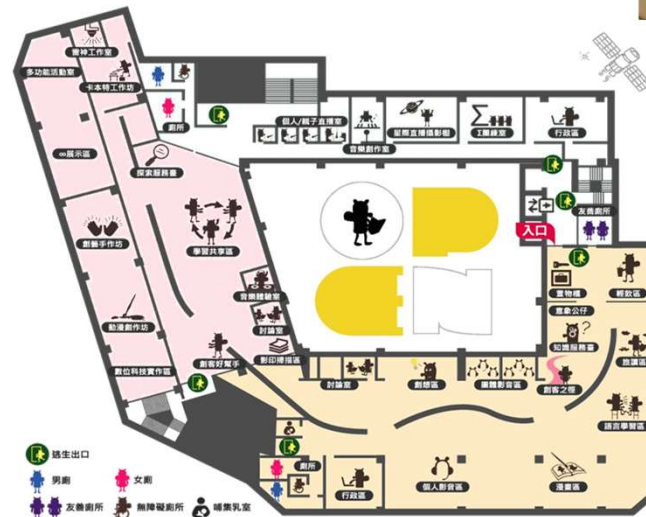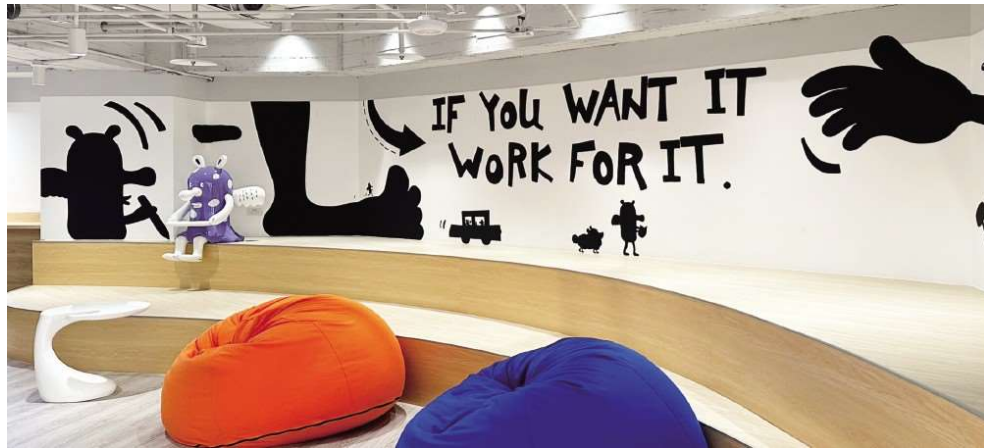
IF YOU WANT IT WORK FOR IT.

REenvision a future where ideas spring to life through action

National Central Library [NCL]
The pioneer creative hub
for library innovation

OPEN LAB
- **A fusion of creativity, exploration, learning, experience, and sharing**
- **Offers an open & interdisciplinary space for collaboration and communication**
- **Dreams can come true**

REenvision a future where ideas spring to life through action

IT Maker Area

- **Light-cured printers**
- **FDM 3D printers**
- **Computers for programming**

Animation Creation

- **Graphic creation software**
- **Light table**
- **Movable interactive screen**

DIY Studio

- **Sewing machines**
- **A dye-sublimation printer**
- **Thermal transfer printing**
- **Overlock machine**
- **Badge making machines**

Carpenter Studio

- **Woodworking tools**
- **Tabletop jigsaws**
- **Woodworking dust collectors**

Galaxy Live Studio

For live broadcasting, recording, video and image editing, animation, and post-production effects

Laser Machine

Music Studio

REenvision a future where ideas spring to life through action

國家圖書館
多媒體創意實驗中心
OPEN LAB
MULTIMEDIA CENTER
NATIONAL CENTRAL LIBRARY

Top 3 User Age Groups in OPEN LAB
1. The 13-17 age group (25.7%)
2. The 18-24 age group (17.7%)
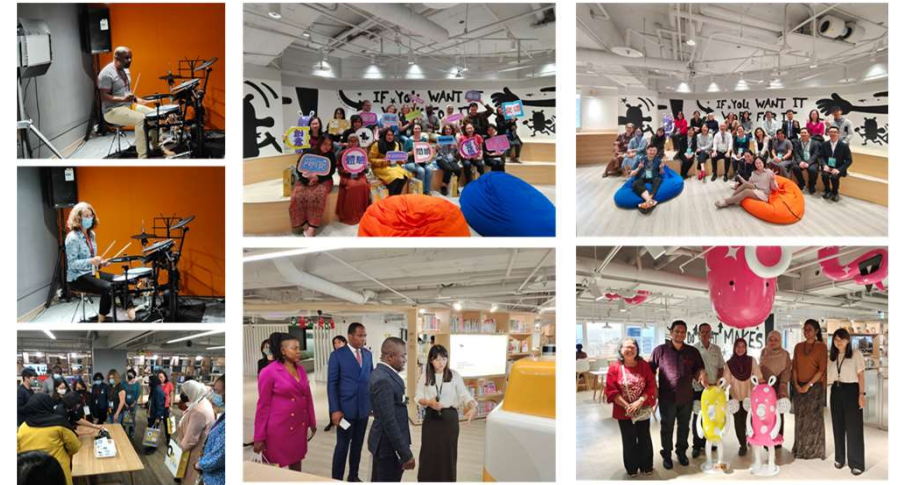3. The aged 35-44 age group (15.9%)

Top 3 Reasons to Visit OPEN LAB
1. Self-learning (37%)
2. Using the maker space (28.7%)
3. Participating in courses or events (22.3%)

Top 3 Popular spaces in OPEN LAB
1. DIY Studio (19.6%)
2. IT Maker Area (15.6%)
3. Σ Rehearsal Room (11.8%)

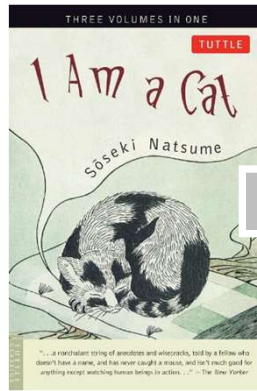**International Librarians' Workshop and Visit at OPEN LAB**

REimagine Library Services with AI Integration to Enhance User Experiences

NCKU Library

Teach students how to leverage AI for learning (Feb. 2023)

NCKU librarians use AI to spark curatorial ideas (Dec. 2023)
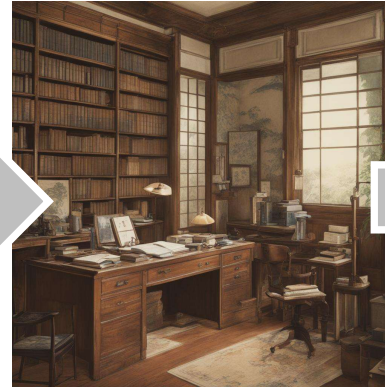
REfind inner warmth in beloved spaces

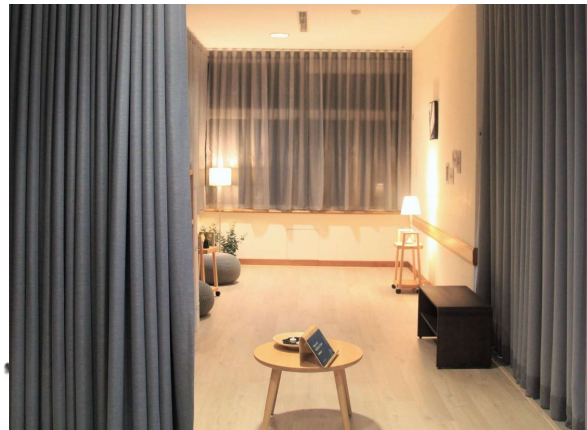How libraries can support mental health and wellbeing in their communities

2023-01-09 | IN FEATURED, LIBRARIES, LIBRARY TRENDS, CONTACTLESS, READING, INSIGHTS | BY KELLY BANKS

Community engagement in the library
Neutral space for everyone
Be a safe and welcoming environment
Everyone can feel comfortable and accepted.

NCKU Library

Prayer and Meditation Space

Daytime: Discussion space
Evening: Emotional support space
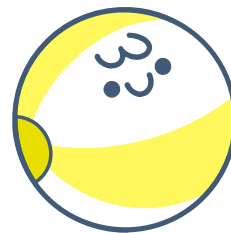
Discovering new horizons in our world

Proactive
Look for what's new and changing, keep open connection with the world

Creative
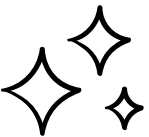Do not cling to old traditions, strive to explore new directions

Flexible
Adapt to uncertainty, face challenges, and enhance competitiveness

Collaborative
Build partnerships for shared visions for the future

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國 家 圖 書 館
National Central Library

Thank you for your attention