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

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University Librarian [2019 Feb. ~2024 Jan.]
National Cheng Kung University [NCKU]

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

— 2022 THE Impact Rankings —
The Library is a Growing Organism

constantly evolving

Collection  Librarian
Reader  Services
A story -- Tale of Tails

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

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

- **Keep resilient**
  - Face challenges and bounce back from setbacks
# The Evolution of Reading Habits Before, During, and After the Pandemic

The NCL's survey regarding public libraries in Taiwan

<table>
<thead>
<tr>
<th>Reading Indicators</th>
<th>Before</th>
<th>During</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018</td>
<td>2019</td>
<td>2020</td>
</tr>
<tr>
<td>Library Visited</td>
<td>91.98</td>
<td>114.81</td>
<td>79.69</td>
</tr>
<tr>
<td>Avg. / yr</td>
<td>103</td>
<td>69</td>
<td>97</td>
</tr>
<tr>
<td>Books Borrowed (physical)</td>
<td>77.91</td>
<td>81.30</td>
<td>80.15</td>
</tr>
<tr>
<td>Avg. / yr</td>
<td>79</td>
<td>74</td>
<td>105</td>
</tr>
<tr>
<td>Books Borrowed (e-book)</td>
<td>1.74</td>
<td>2.55</td>
<td>3.63</td>
</tr>
<tr>
<td>Websites Viewed</td>
<td>711.74</td>
<td>546.83</td>
<td>525.87</td>
</tr>
</tbody>
</table>

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*2018-2023 Annual Report on Reading Atmosphere and Reading Engagement in Taiwan (Unpublished data)*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

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.

(Unpublished data)
A Shift in Reading Preferences
Dynamics of Genders and Ages in Library Book Borrowing

Book Borrowing Across Different Genders

<table>
<thead>
<tr>
<th>Before Pandemic</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018</td>
<td>2019</td>
</tr>
<tr>
<td>M F</td>
<td>30.68 47.23</td>
<td>31.85 49.45</td>
</tr>
<tr>
<td>During Pandemic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>31.88 48.27</td>
<td>27.68 42.09</td>
</tr>
<tr>
<td>After Pandemic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>45.77 47.34</td>
<td>59.58 57.74</td>
</tr>
</tbody>
</table>

Unit: million

Book Borrowing Across Different Ages

<table>
<thead>
<tr>
<th>Age range</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5</td>
<td>3.83</td>
<td>4.19</td>
<td>4.75</td>
<td>4.75</td>
<td>4.75</td>
<td>3.70</td>
</tr>
<tr>
<td>6-11</td>
<td>10.79</td>
<td>12.16</td>
<td>12.16</td>
<td>12.16</td>
<td>12.16</td>
<td>12.16</td>
</tr>
<tr>
<td>12-17</td>
<td>8.44</td>
<td>9.78</td>
<td>9.78</td>
<td>9.78</td>
<td>9.78</td>
<td>8.75</td>
</tr>
<tr>
<td>25-34</td>
<td>8.36</td>
<td>8.46</td>
<td>8.46</td>
<td>8.46</td>
<td>8.46</td>
<td>8.46</td>
</tr>
<tr>
<td>35-44</td>
<td>55-64</td>
<td>55-64</td>
<td>55-64</td>
<td>55-64</td>
<td>55-64</td>
<td>55-64</td>
</tr>
<tr>
<td>65+</td>
<td>5.97</td>
<td>5.97</td>
<td>5.97</td>
<td>5.97</td>
<td>5.97</td>
<td>5.97</td>
</tr>
</tbody>
</table>

Unit: million

(Unpublished data)
The world is different from before

How should we adapt to these changes?
New Tagline through and beyond the Pandemic

LibRE

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

- the state of being free
- having freedom
- unrestricted
- in freedom (libre) from free
The concept of LibRE promoted in two kinds of Libraries

University Librarian [2019 Feb. ~2024 Jan.]
National Cheng Kung University [NCKU]

General Director [2024 Feb.~]
National Central Library [NCL]
RERebuild human connection through diverse ways
REReallocate resources to areas with the highest reader demand
REReimagine Librarians’ Roles to Meet Public Needs
REReimagine Library Services with AI Integration to Enhance User Experiences
REReinforce the provision and dissemination of e-resources
REReenvision a future where ideas spring to life through action
RERefind 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]
3D digital twin map for online tour

Virtual 3D NCKU library

Virtual 3D NCL library
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】

NCL Virtual exhibition

AR books
Reinforce the provision and dissemination of e-resources

Turn TV on, and NCLibTV Service Delivered to Your Home

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Digital Audio-Visual</th>
<th>E-book</th>
<th>Usage Count</th>
<th>Growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>14</td>
<td>88</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>18</td>
<td>1</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>401</td>
<td>165</td>
<td>165</td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>630</td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>APP Download Count</th>
<th>Growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>5,872</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>23,282</td>
<td>122%</td>
</tr>
<tr>
<td>2023</td>
<td>26,062</td>
<td>296%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>APP Usage Count</th>
<th>Growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>12,184</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>40,072</td>
<td>229%</td>
</tr>
<tr>
<td>2023</td>
<td>51,696</td>
<td>296%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Digital Resources Usage Count</th>
<th>Growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>158,577</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>352,257</td>
<td>122%</td>
</tr>
<tr>
<td>2023</td>
<td>512,643</td>
<td>46%</td>
</tr>
</tbody>
</table>
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]
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

BE KIND. BE FAIR
BE HONEST. BE 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

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%)
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

NCKU Library
Prayer and Meditation Space

Daytime: Discussion space
Evening: Emotional support space

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