Fostering a ‘Sticky’ Relationship

A Case Study from
Nanyang Technological University
Singapore
information and knowledge are in plentiful supply...what’s in short supply is human attention

key to business success is Attention...Attention has become like a monetary instrument, those who don’t have it want it. Even those that have it want more
The Library & The Attention Economy

• A exponential growth in amount of information available and accessible & number of information providers in the last 10 years

• Central role of the Academic Library in learning and research is being challenged

• Need to compete for the Attention of Users
How to Gain & Retain Attention
“Molasses Principle of Stickiness”

Sticky website ‘lures web surfers, holds them and keeps them coming back for more’.
Aim

• Apply Stickiness Model to the Humanities & Social Sciences Library (HSS), NTU

• Assess the relative importance of the Factors to library users through a survey

• Evaluate how, with insights gained from survey, the Model can help to increase “stickiness”
HSS School

- Created in 2003
- 160 faculty, 2,600 undergrads & 300 graduate students
- Students mostly Singaporeans aged between 18 to 25
HSS Library

- Together with Chinese Library, serves HSS School
- Single floor around 100 seats
- In close proximity to HSS School
- Six librarians in HSS Library
Convenience

• D&B: fast & intuitive access

• CIBER Study:

‘academic and research libraries offer a huge volume of valuable contents, but often through systems that seem less than intuitive than the ubiquitous search engines’.

• HSS Library Strategy:  Intuitive navigation
  One-Stop search service
  Seamless resource discovery
  Info-on-the-go
Convenience
One-Stop Search Service
Convenience
Seamless Resource Discovery

A web browser bookmarklet that allows NTU staff and students to retrieve full-text books and articles or e-books that NTU subscribes to while searching the internet
Convenience
Info on-the-go

• Mobile penetration 150%

• 74% 3G with internet access
“insatiable demand for mobile data”
(Singapore Telecomms 2012)

• NTU Mobile Library – provides convenient & mobile-friendly access to NTU library resources
Relevance

- **D&B**: ‘..a sticky website provides relevant content’, that ‘fulfils users needs’ with ‘appropriate scope’ & ‘frequent updating..’

- **Shift towards greater Relevance in libraries:**

  Book-Centred → User-Centred
  Collection per se → Needs of the user

  - The boutique Library@Orchard for youth – collection, services & location (National Library Board, Singapore)
  - The Academic Boutique Library in Cambridge University, UK (Tilley & Priestner)
HSS Library Strategy: adopt key aspects of boutique library; subject librarian & personalised services

- “e-customisation” of resources for each subject & module
- enhancing “content & service” through QR codes
- extending reach via co-locating with users activities
Relevance

e-Customisation for Subject
Relevance

e-Customisation for Modules in campus course management system - EdveNTUre

Library eResources tab
Relevance
Enhancing Content and Service through QR codes
Relevance
Enhancing Content and Service through QR codes
Relevance

Extending Reach via Co-location with User Activities

The Library Outpost – a library attraction
- Co-located with new learning hub
- Middle of users new generation classrooms, and with café
- Compelling, for “hordes of users to visit daily”
Engagement

- **D&B**: ‘Relevance alone is not enough... stickiest sites also engage their audience.’

- **Libraries’ Engagement Aim**: improve user’s awareness & perception of the unique value of the library to ensure competitive edge over the plethora of alternative sources and services.

- **HSS Library Strategy**:
  - Personal interaction with users.
  - Proactive support to users with both subject and IT expertise.
    - Course Blogs (Faculty)
    - Project Websites (Students)
Engagement

Personal Interaction

Library Workshops

Freshmen Teas!

Interaction with students
Engagement
Proactive Support for Faculty - Course Blogs

A course blog for HW0101

Critical Thinkers
A course blog for HW0101

Songs and Worldviews
Sep 5th, 2011 by ah0010. No comments yet [699]

Keith Roe states that music is a key platform upon which self- and group identity is forged, which I agree with whole-heartedly. We establish ourselves by the things we consume – so in a way, the type of music we gravitate to serves as a loudhailer for our personalities and outlook. But this is all a part of our self-projection, as well as the building of solidarity among people with common sentiments, whether music itself possesses radical influence over our world views is rather doubtful. Every song written in recent years is inevitably accompanied by a weighty socio-environmental message – but how many of these messages have actually stuck with people?

Posted in: Blog entry 1.

Self introduction
Sep 4th, 2011 by See Tho Ting. No comments yet [699]

I hold certain values close to my heart, such as integrity (doing the right things even when no one is looking), pride (doing my best in what I choose to pursue) and joy (enjoying every moment of work). I believe that balance is needed in many aspects of life. Especially between attaining personal success and benefiting others. I always believe "only a life lived for others is worth living". Therefore I commit myself to the betterment of my community, without hindering my personal growth and development. It is through service learning projects that I gain a more holistic perspective of the purpose in life.
Engagement

Proactive Support for Students – Project Websites

Forest Fire in Indonesia: Consumerism, Human Attitudes and the Media
A project website for HP331

Support Learning

A Project Website for HP331
Community

• **D&B:** ‘...a sense of community can be a powerful stickiness builder & effective marketing advantage.’

• **Community Aim for libraries:** position library to be an integral part of the learning community by binding the library and the users together through the co-creation of content and services
Community

- HSS Library Strategy:
  - Collaborate with Users to promote their work & achievements
    - Co-create NTU digital repository (DR-NTU) with faculty
    - Co-create Outstanding Academic Papers by Students (OAPS) repository in DR-NTU
  - Collaborate with Users to support research projects
Community
Promoting Users’ Work

DR-NTU
Open access
Faculty papers

Co-creation
with faculty
Community
Promoting Users’ Achievements

DR-NTU
Open access
OAPS

Co-creation with students

OAPS of School of Humanities and Social Sciences

2011

[ English Division | Linguistics and Multilingual Studies Division | Sociology Division ]

English Division
1. Listening to the other: explorations in subaltern representation
   by Er Yanbing
2. Poetry as postmodern
   by Zhang Jiqiang
3. Unsettling silences: the trauma of witnessing in Manto’s “cold meat” and “open it”
   by Rebecca Lim Sim Ming

Linguistics and Multilingual Studies Division
1. “Amma” or “Mommy”: the role of mothers in facilitating intergenerational language
   transmission in the Singaporean Tamil community
   by Nageswaran Naganandini
Community
Supporting Research Projects

Welcome

The Murals of Bagan include a precise set of iconographic topics, the distribution of which follows a very particular pattern. One of these topics, is the life of the Buddha, illustrated with the help of seven panels and the central cult image, which together constitute the traditional set of the ‘eight great events’ which was favored in Northeast India from the eighth to the twelfth centuries. This site shares with you the different temples in Burma which boasts these murals and the meaning behind the murals.
Survey

• To assess the relative importance of the Factors to library users

• Users asked to give weighting to each Factor, adding up to 100 Points

• Score plotted against each Factor; first for all participants, and then for two sub-groups – Researchers (faculty and post-graduates) and Undergraduates separately
Survey Results

Rating of 4 Library Facets

- Relevance
- Engagement
- Community
- Convenience

Scores for faculty/grad, undergrad, and all respondents are shown in the graph.
Survey Observations

• While Relevance and Convenience are most valued:
  - Researchers value Relevance significantly more highly than Convenience, specialist info needs
  - Undergraduates value Convenience as important as Relevance – Gen Y used to instant info

• These differences will be transient:
  - Gen Y become tomorrow’s Researchers
  - Evolving pedagogy Undergrads need more specialised information
Growth Areas for Stickiness
HSS Library

• Enhance Relevance and Convenience
  - Undergraduates: focus on Convenience -> more investment on online resources, mobile services, seamless resource discovery
  - Researchers: focus on Relevance -> target individual research needs in collection development and services

• Ensure Engagement remains positive, through increasing both the depth and breadth of engagement efforts
  - Wider variety of library workshops
  - In-depth workshops on research tools for Researchers
  - Seek more personalisation in meeting with students virtually and face to face
Growth Areas for Stickiness
HSS Library

• Seek to be more present in the life of the Community
  - Further develop co-creation, include co-teaching
The Stickiness Model

• Focus is on stickiness only
  - other roles of the library, such as Preservation, are not addressed

• Framework is comprehensive and simple to use for Stickiness
  - evaluating strengths and weakness
  - identifying areas for improvement and growth
  - deriving possible strategies moving forward

• Provides a common language with Users to give feedback & potential to change mindsets

• Useful model for libraries in the Attention Economy
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