



資料驅動的圖書館：利用資料分析和視覺化提升資料素養

Data-Driven Library: Enhancing Data Literacy Through
Data Analysis and Visualization

周 頤 Jeremy Chou

Sales Director of Hong Kong, Macau and Taiwan



Assessing information, media and data literacy in academic libraries: Approaches and challenges in the research literature on the topic

Maria Pinto ^a  b  c   

BE DATA LITERATE

THE DATA LITERACY SKILLS EVERYONE NEEDS TO SUCCEED



JORDAN MORROW



KoganPage

資料素養是指閱讀、處理、分析數據並以資料進行溝通的能力。

Jordan Morrow - The Godfather of Data Literacy

YouTube · Mark McCormack · 2023年4月24日

YouTube



“

Without data, we run the risk of being ignored or having our services considered unnecessary, and library funds might be diverted to other uses on campus.”

BECKY CROXTON

Head Of Library Assessment,
University Of North Carolina-Charlotte; Chair of the Association
of College & Research Libraries' Value of Academic Libraries
Committee

Analytics Play a Key Role in Campus Library Operations



缺乏資料，我們就面臨被忽視或被認為服務不必要的風險，圖書館的經費可能會被轉移到校園內其他用途。

EBSCO

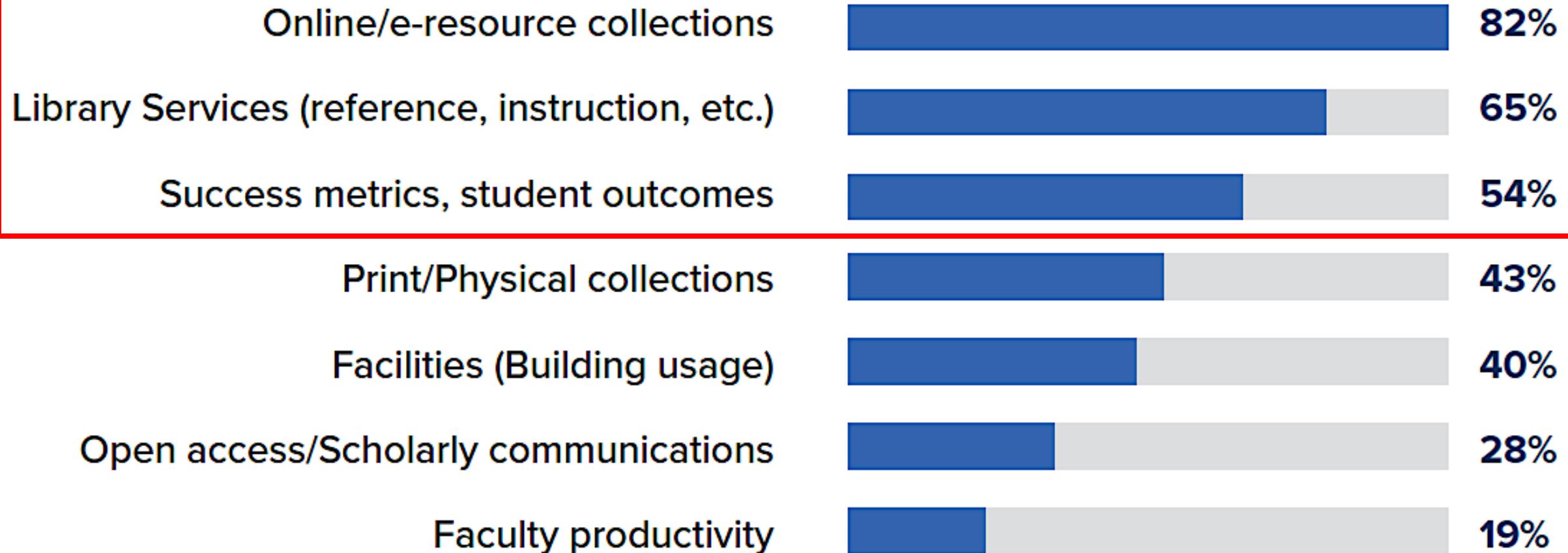
LJ LIBRARY JOURNAL

Q:

How important is it for your library to understand analytics regarding each of the following?

以下哪幾個是在圖書館分析的主題上最重要的？

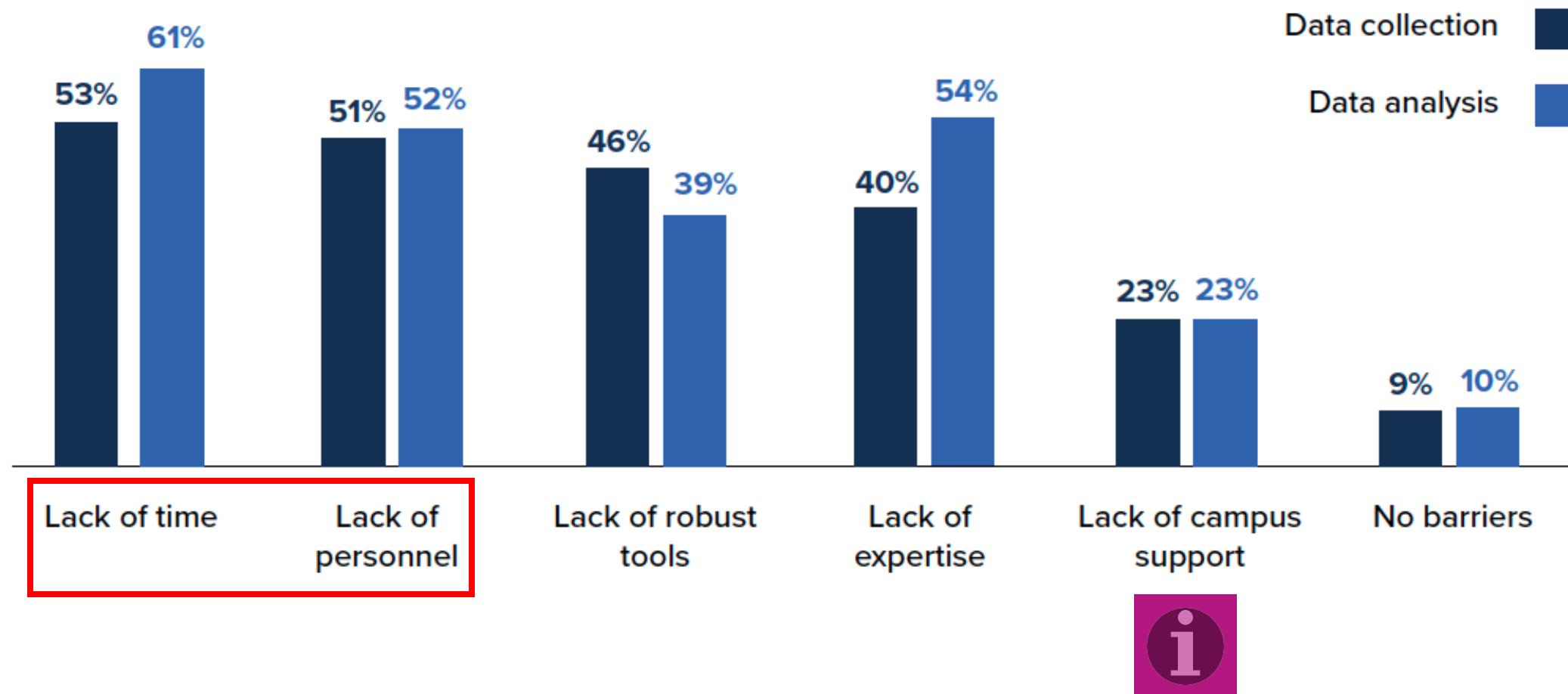
Respondents consider these uses “extremely important.”



哪些障礙是您目前在圖書館相關分析上所面對的呢？

Q:

Which of the following are barriers to analytics use in your library?



LIBRARIANS' WISH LISTS

- A deeper look at *who is using our resources and what need drove them there.* 是「誰」在使用圖書館資源？
- A way to (learn) the result of interactions. *Analytics only tells a number, but that number has a story.* 除了數字之外？故事更重要
- Anything that might better tie library usage to *student outcomes* and to *faculty research outcomes*. 使用率與學術產出、學生成績的關係
- Detailed analysis of how the library and its services are used, and their impact over time. We're looking for *changes over time* and the impact of interventions. 趨勢是什麼？預測是.....



Search

All / Engineering / Data Analytics

What are the top data analytics tools for library services?

Powered by AI and the LinkedIn community

1 Data Visualization

資料視覺化
使用者分析

2 User Analytics

3 Workflow Automation

預測性分析

4 Predictive Analytics

5 Resource Management

客製化報告

6 Custom Reporting

7 Here's what else to consider

Read Data

Work with Data

Data Literacy

Analyze Data

Communicate
with Data

<https://www.opendatasoft.com/en/glossary/data-literacy/>

https://www.linkedin.com/advice/3/what-top-data-analytics-tools-library-services-xeobe?utm_source=share&utm_medium=member_ios&utm_campaign=share_via

A wide-angle photograph of a mountainous landscape. In the foreground, a river flows through a valley. The surrounding terrain is covered in lush green vegetation, with some yellow autumn-colored trees scattered across the slopes. The background features a range of mountains under a cloudy sky.

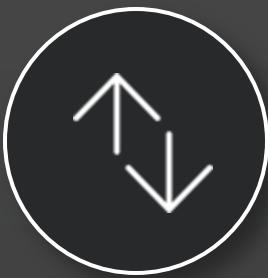
PanoramaTM

Insights Through Analytics

EBSCO



自動化數據連接



具備匯入/匯出功能
的自動化資料傳載



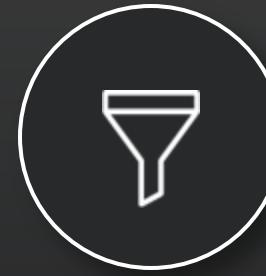
託管的資料湖和資料
倉儲，將資料匯集到
單一雲端



一個用於資料探索
的自助式平台



預設和自訂的視
覺化儀表板



具備篩選功能的互
動式動與態儀表板

目前支援的資料來源



自動排程

- ALMA LSP, ALMA COUNTER
- Dspace
- EBSCO EDS, LinkResolver
- FOLIO
- Leganto
- LibGuides, LibCal, LibInsights
- OpenAthens
- Sierra ILS

手動上傳

- Digital Commons
- EZ Proxy
- LibKey
- Primo VE, SFX
- RapidILL
- TIPASA
- WMS ILS, Worldshare ILL

This page is for storing various **SQL formulas** and regular expressions for potential re-use in SQL code will state whether it should be used as **columns** or as **filters**.

Analytics. The



Harvard Wiki Spaces ▾

Search



Log in

- Navigation in Analytics
- Shared Folders in Analytics
- Run & Modify a Shared An
- Create a New Analysis
- Filters
- Column Properties
- Formula Basics
- **Advanced Formulas**
 - Prompts
 - Report Layout
 - Data Updates in Analytics
 - Local Param Fields in Analy
 - Analytics Known Issues
 - Non-Transactional Analytic
 - Dashboards - DRAFT
 - Jobs & Batch Processes
 - Data Loads and Exports
 - Other Topics

Modifying a Portion of a Column with a Case Statement (column formula)

Basic formula

```
CASE WHEN [Insert Column SQL] = ['Result you want replaced'] THEN ['New result'] ELSE [Repeat Insert]
```

Example with LC Classification Code

```
CASE
WHEN "LC Classifications"."Classification Code" = 'Unknown'
THEN
'Unclassed or mis-coded'
ELSE "LC Classifications"."Classification Code"
END
```

Advanced Formulas

Created by Minna Popkin, last modified on Jul 17, 2023

Listing Repeated Fields in Different Columns (column formula)

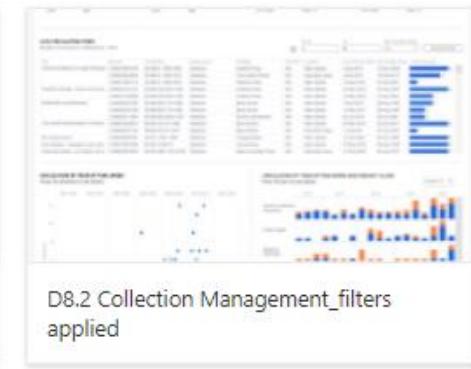
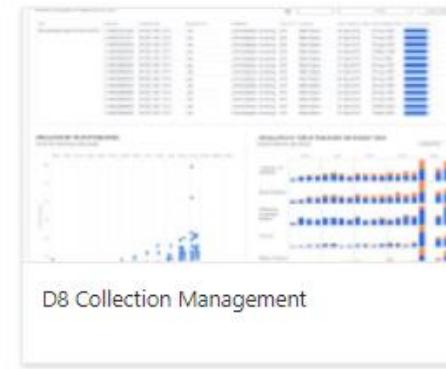
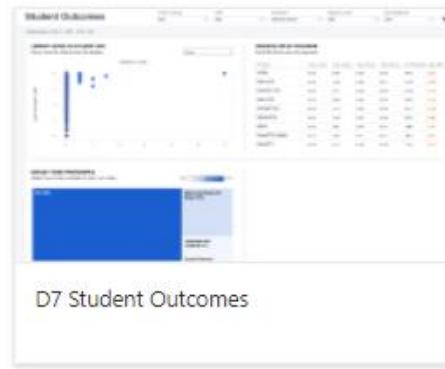
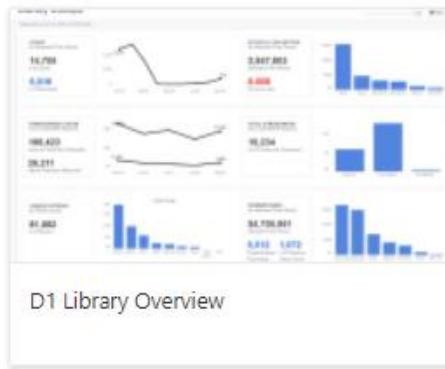
Basic formula

```
EVALUATE('regexp_substr(%1,%2,%3,%4)', [Insert Column SQL], '[^\; ]+', 1, 1)
```

The regular expression locates all characters up to the first occurrence of a semicolon followed by a space. The delimiter for concatenated values in [Insert Column SQL] is ";" (semicolon followed by a space). The semicolon needs to be escaped for the regular expression.

This formula retrieves the first ISBN value.

Panorama 儀表板範例



Library overview

Start Date

1/1/2020

End Date

12/31/2020

[Info](#)

Refreshed on Feb 24, 2021 07:26 AM

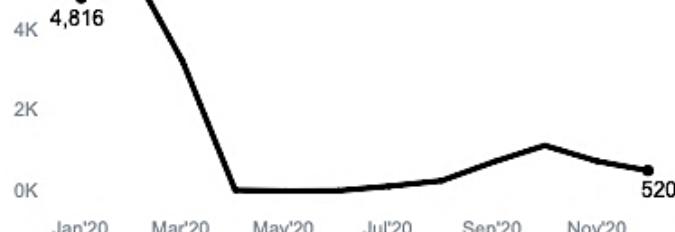
LOANS
for Selected Time Period

17,122

of Loans

6,367

of Renewals



PHYSICAL COLLECTION
for Selected Time Period

2,849,997

Selected Time Period

0.006

Turnover rate

顯示圖書館
概覽指標的
預設儀表板

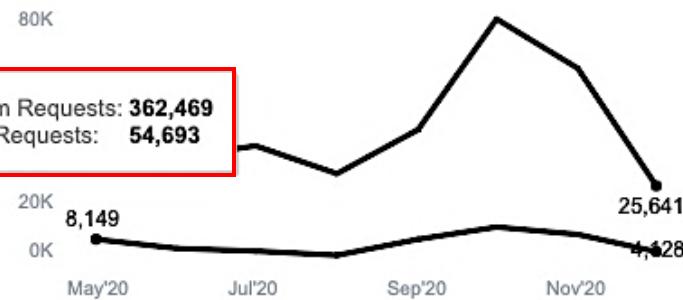
E-RESOURCES USAGE
from COUNTER Reports

362,469

eJournal Total Item Requests

eJournal Total Item Requests: 362,469
eBook Total Item Requests: 54,693**54,693**

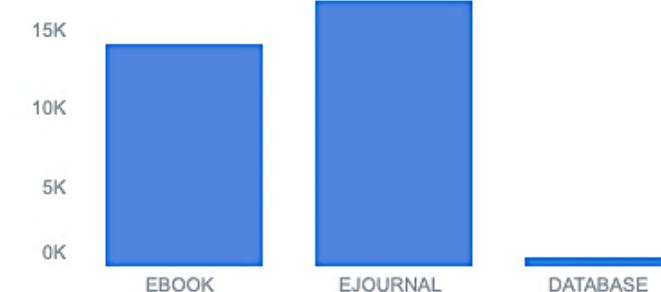
eBook Total Item Requests



TOTAL E-RESOURCES
from COUNTER Reports

31,476

of E-resources Accessed



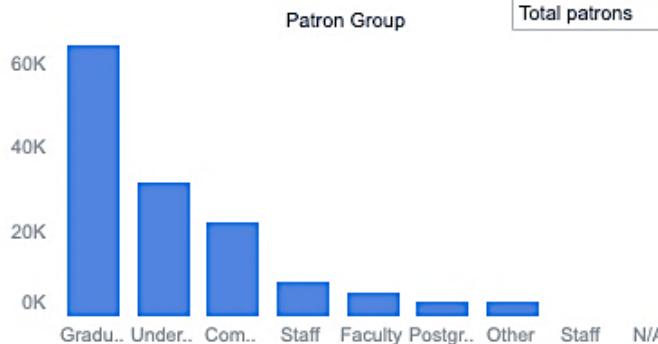
UNIQUE PATRONS
by Patron Group

139,260

Total # of Patrons

1,224

of Active Patrons



EXPENDITURES
for Selected Time Period

\$5,910,633

Selected Time Period

9,586 1,955

Physical Items Purchased

Electronic Items Purchased



E-resource Usage

Start Date

11/3/2023

End Date

8/1/2024

Report code

Journal Requ...

Platform

(All)

Publisher

(All)

Info

Updated on 8/26/2024 8:57:30 PM (Australia/Melbourne)

TOTAL JOURNAL REQUESTS (EXCLUDING OA_GOLD)

Changes from previous year

195,535

Total Item Requests

147,151

Unique Item Requests

75.26%

Ratio of Unique Item Requests to Total Item Requests

-63,612

Difference from PY

-48,528

Difference from PY

JOURNAL REQUESTS (EXCLUDING OA_GOLD) YOY

Hover over the bar to see the details

Current Metric Value Previous Metric Value

Usage YoY	# of investigations and requests	Delta
Total Item Requests	195,535	-25%
Unique Item Requests	147,151	-25%

JOURNAL REQUESTS (EXCLUDING OA_GOLD) TREND

Hover over the graph to see the details

Metric

(All)



探索電子資源、
書籍/期刊詳情
和使用趨勢

JOURNAL REQUESTS (EXCLUDING OA_GOLD) BY PLATFORM

Hover over the bar to see the details

1

Metric

(All)

Platform/publisher	Metric	
EBSCOhost (EBSCO)	Total Item Requests	80,381
	Unique Item Requests	59,051
Ithaka (JSTOR)	Total Item Requests	62,476
	Unique Item Requests	40,815

TITLE DETAILS

Hover over the bubble to see a # of requests

2

Metric

Total Item Requ...

Title	Total Item Requests
New England Journal of Medicine	5,953
PLoS One	1,584
Reading Teacher	1,361

JOURNAL REQUESTS (EXCLUDING OA_GOLD) BY PLATFORM

Hover over the bar to see the details

1

Metric	Platform	▼
(All)	(All)	▼

Platform/publisher	Metric	
INFORMS PubsOnline (Informs)	Total Item Requests	231
	Unique Item Requests	202
IEEE Xplore (Institute of Electrical and Electronics Engineers (IEEE))	Total Item Requests	216
	Unique Item Requests	163
OvidSP (Ovid Technologies)	Total Item Requests	214
	Unique Item Requests	162
IOPscience (IOP Publishing)	Total Item Requests	180
	Unique Item Requests	153
Journal of Orthopaedic & Sports Physical Therapy (Journal of Orthopaedic & Sports..)	Total Item Requests	203
	Unique Item Requests	128
Silverchair (American Medical Association (JAMA))	Total Item Requests	153
	Unique Item Requests	126

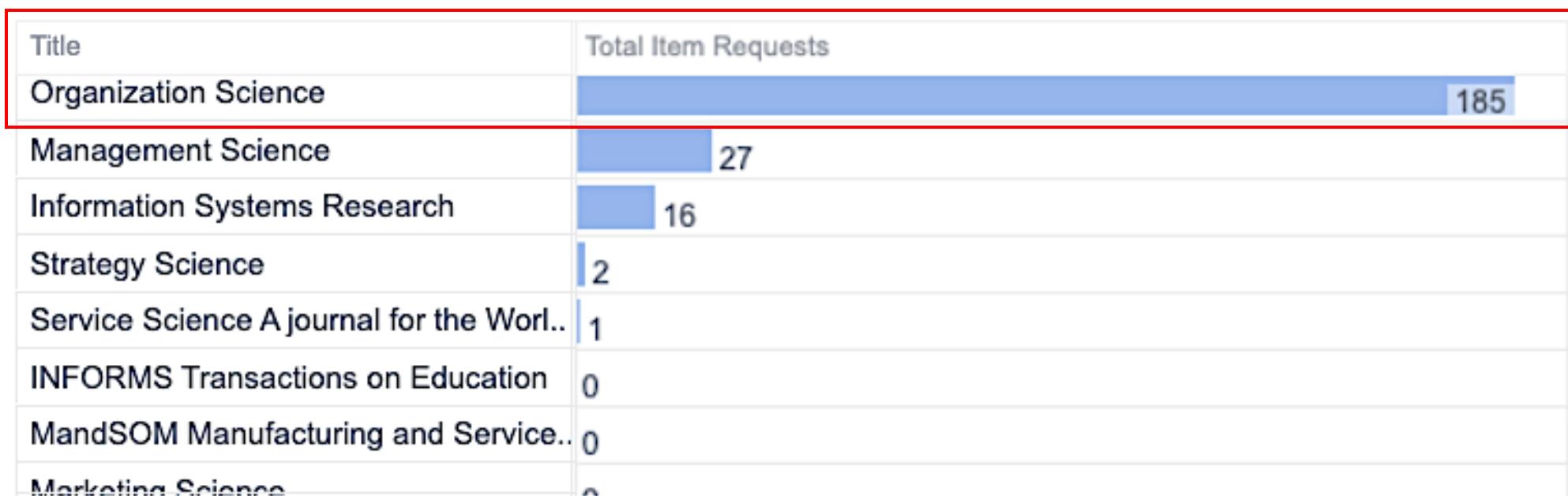
TITLE DETAILS

Hover over the bubble to see a # of requests

2

Metric

Total Item Requ... ▾



Start Date

10/18/2023

End Date

10/18/2024

Patron Group

(All)

Affiliation

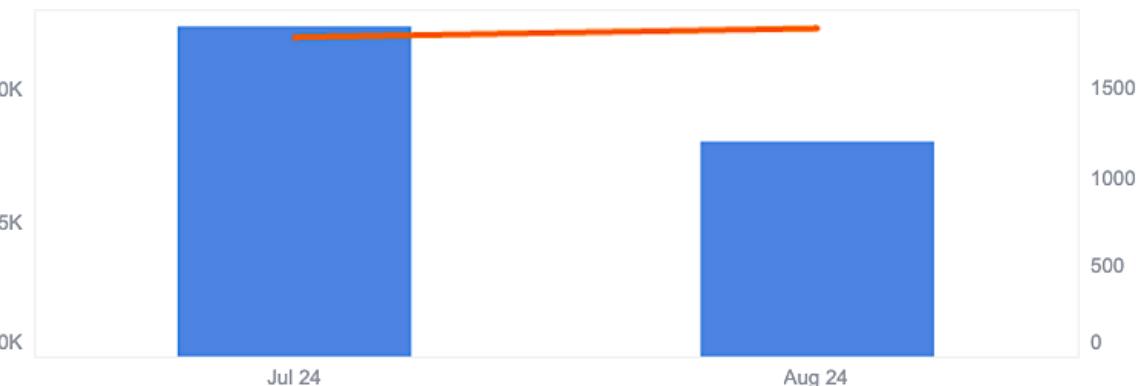
(All)

[Info](#)

Updated on 8/26/2024 7:11:37 AM (America/New_York)

20,379
Number of Authentications**20,379**
Number of Sessions by Counter**3,086**
Number of Users**87**
Number of Platforms**NUMBER OF SUCCESSFUL AUTHENTICATIONS**

Hover over the bar to see the value

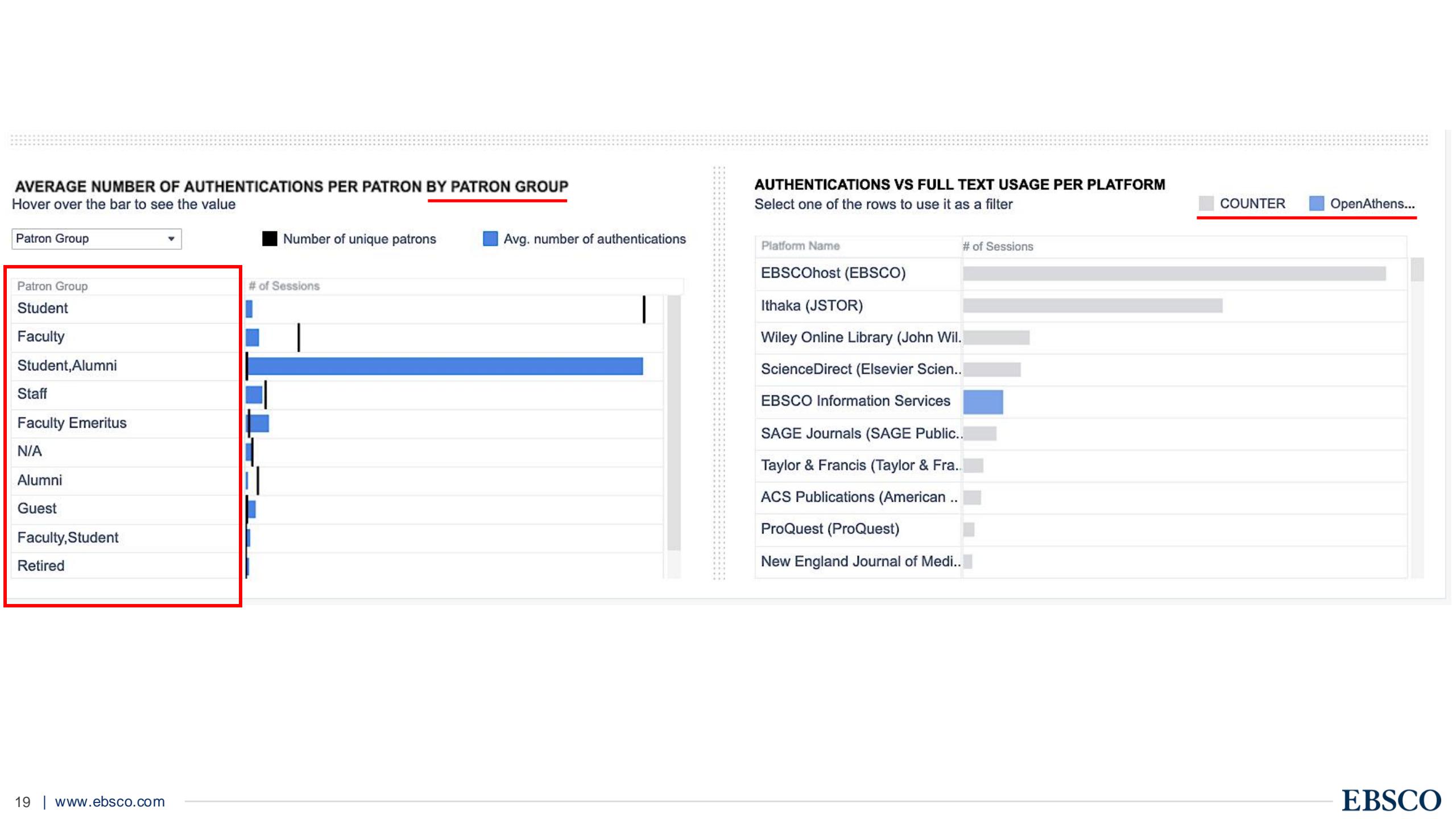
█ Selected year █ Previous year █ Number of unique users
**USAGE OF PLATFORM BY PATRON GROUP**[Open full list →](#)

Platform Name	# of authentications	Share of Patron Groups aut..	# of authentications per patr..
EBSCO Information Services	~10,000	~10%	~100
ITHAKA	~2,000	~2%	~20
New England Journal of Medicine (NEJM)	~1,500	~1.5%	~15
Elsevier	~1,000	~1%	~10
Wiley Online Library	~800	~0.8%	~8
Springer Link	~600	~0.6%	~6
Taylor & Francis Online	~500	~0.5%	~5
UpToDate	~400	~0.4%	~4
SAGE Journals	~300	~0.3%	~3
IEEE Xplore	~200	~0.2%	~2

KPIs :

- Number of authentications
- Number of users

- Number of sessions by COUNTER
- Number of platforms



Refreshed on

COUNTER (EJOURNALS)

1,005,481

Number of Investigations

626,791

Number of Requests

SFX (EJOURNALS)

3,335,998

Number of Requests

496,776

Number of Clickthroughs

THIRDIRON (EJOURNALS)

20,062

Number of TOC Views

167,900

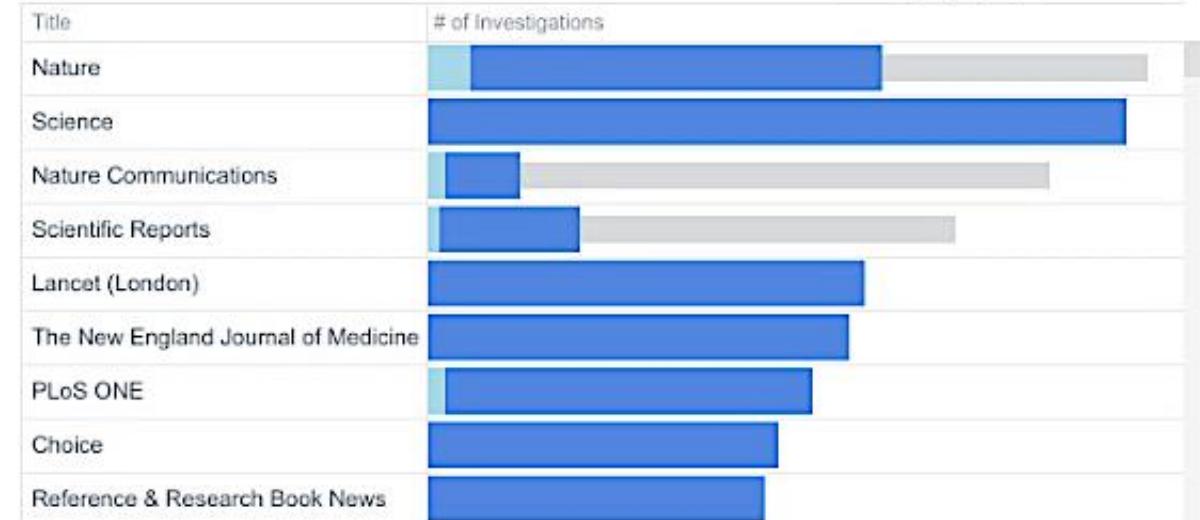
Number of Full Text Requests

PATRON'S INVESTIGATIONS OF EJOURNALS

Hover over the bar to see the value

ThirdIron
SFX
COUNTER

Date

2021
<
■
>


FULL TEXT REQUESTS (THIRDIRON) VS COUNTER REQUESTS

Hover over the bar to see the value

ThirdIron
COUNTER


DATABASE INVESTIGATIONS BY SFX & COUNTER

Hover over the bar to see the value

SFX

COUNTER

Title	# of Investigations
PLoS ONE	1,005,481

EBOOKS ACCESS THROUGH COUNTER & SFX

Hover over the bar to see the value

Title	# of Investigations
PLoS ONE	1,005,481

Explore
COUNTER,
LinkResolver &
Direct-linking
stats

Updated on

12,752

Number of articles

242

Number of publishers

27.06

Avg almetric

11.25

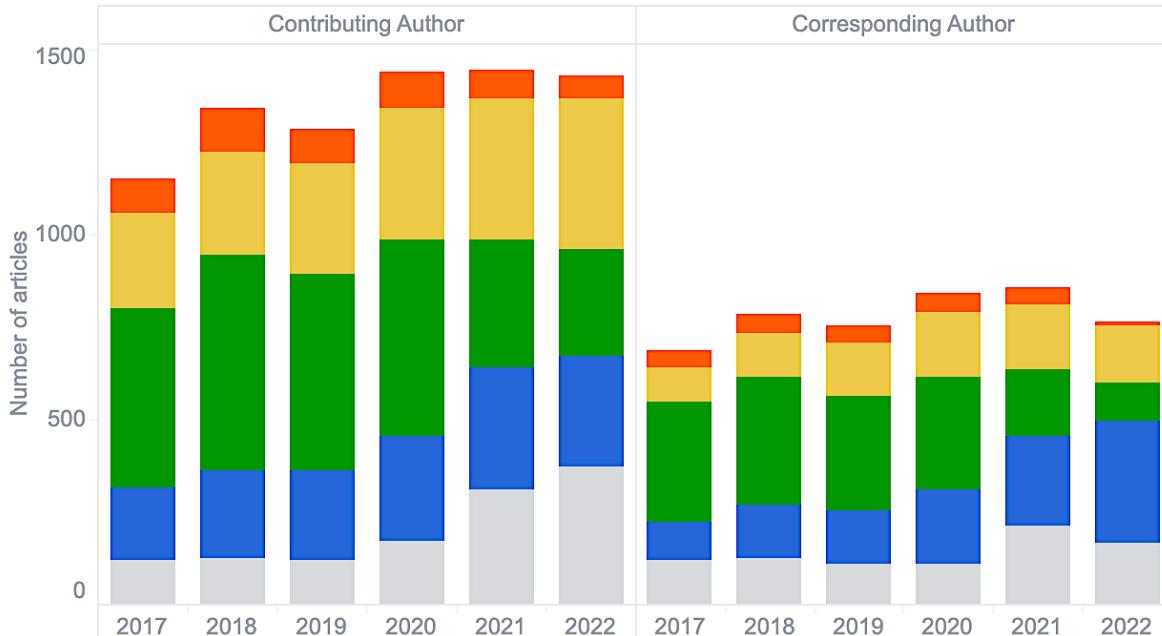
Avg times cited

3,297

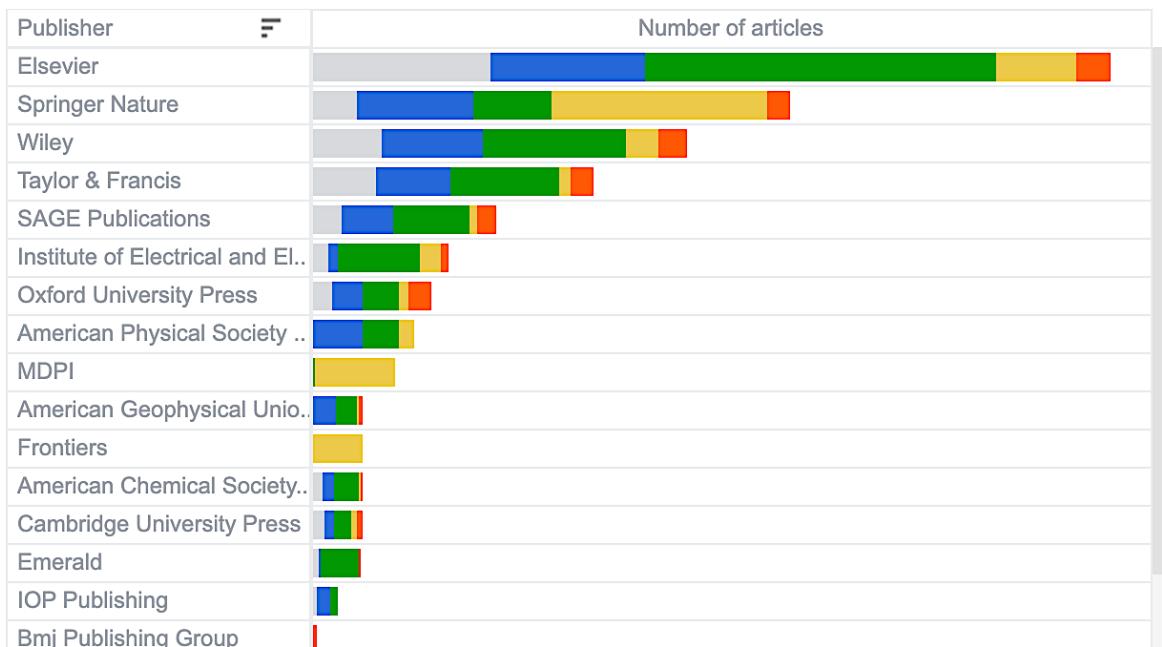
Avg estimated APC

Open Access model by authorship and year

Hover the elements to see the details

**Top 15 publishers by titles**

Hover the elements to see the details

[See full list](#)**Open Access model statistics**

Hover the elements to see the details

Avg estimated APCs by year and OA model

Hover the elements to see the details

Updated on

12,752

Number of articles

242

Number of publishers

27.06

Avg almetric

11.25

Avg times cited

297

estimated APC

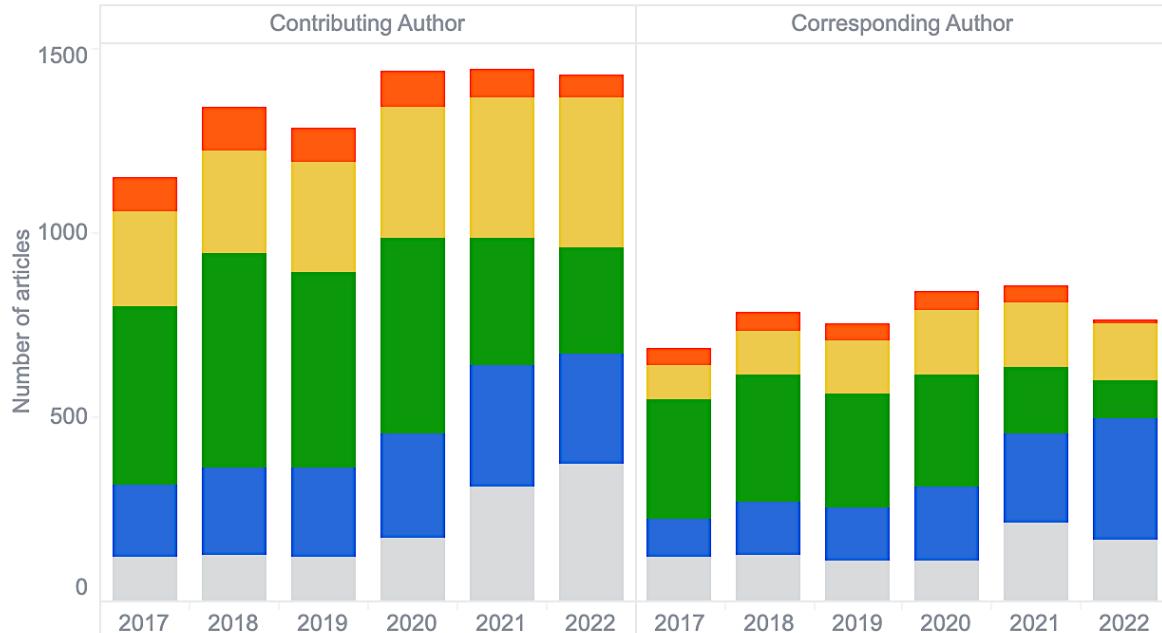
(All)

(All)
 All OA; Bronze
 All OA; Gold
 All OA; Green
 All OA; Hybrid
 Closed

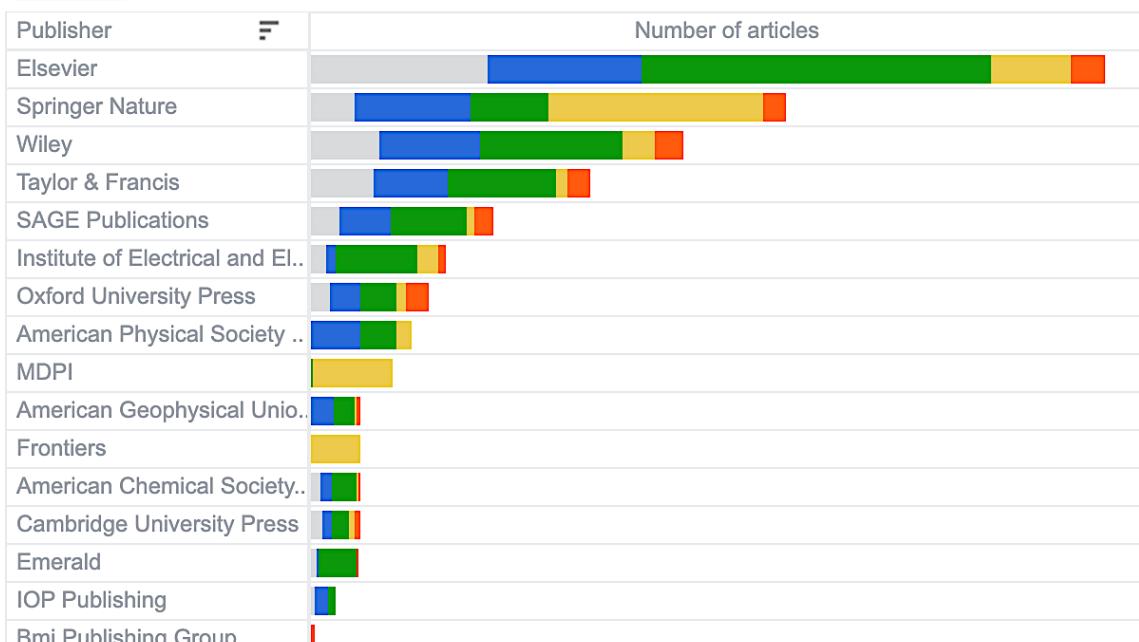
[Cancel](#) [Apply](#)

Open Access model by authorship and year

Hover the elements to see the details

**Top 15 publishers by titles**

Hover the elements to see the details

[See full list](#)**Open Access model statistics**

Hover the elements to see the details

Open Access/Publishers	Number of articles	Avg almetric	Avg times cited	Avg estimated APC
All OA; Green	4,321	26.32	14.94	3,395

Avg estimated APCs by year and OA model

Hover the elements to see the details

Updated on

18

Number of agreements

18,077

Average publish agreement

55,887

Average read agreement

£18.09

Average publish cost

£0.05

Average read cost

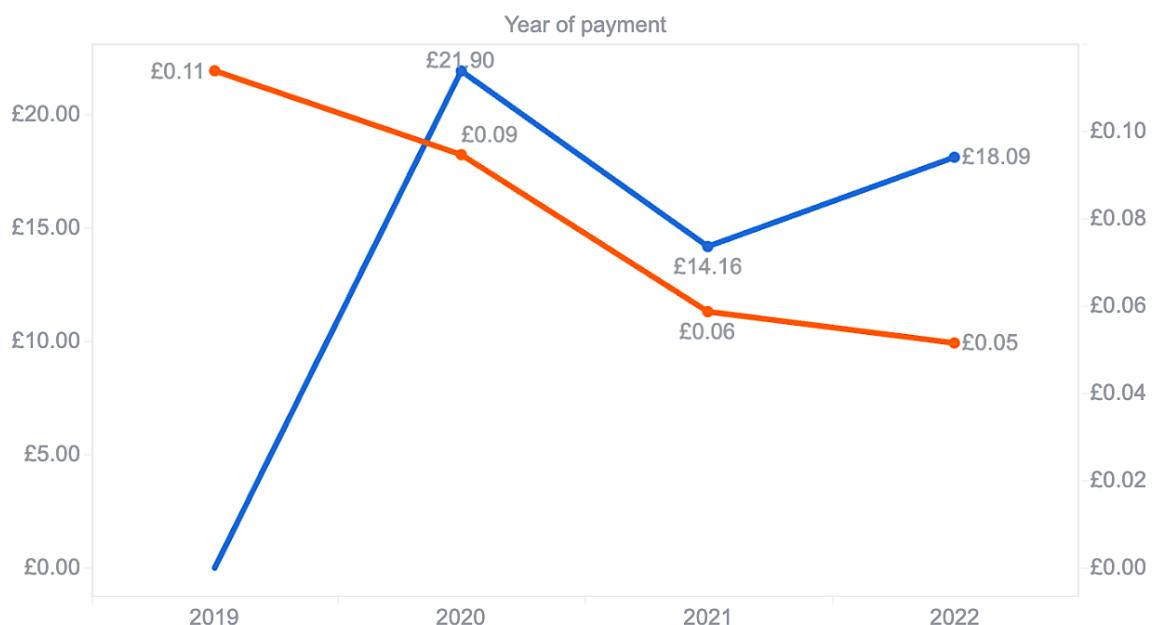
0.00

% of OA contribution

Time trend of publishing and reading cost

Hover the elements to see the details

Average publish cost Average read cost

**Agreement evaluation**

Hover the elements to see the details

**Average article cost by publisher**

Hover the elements to see the details

Average reading cost by publisher

Hover the elements to see the details



Average article cost by publisher

Hover the elements to see the details

Publisher	Number of articles	Estimated APC	Publishing cost	Average publish cost
The Royal Society	5	0.00	3,702	£740.40
European Respiratory Soci..	1	0.00	720	£720.00
Royal Society of Chemistry	29	0.00	16,244	£560.14
Oxford University Press	60	3,613.47	33,516	£558.60
Cambridge University Press	27	3,238.95	7,541	£279.30
Wiley	224	3,599.24	56,004	£250.02
De Gruyter	8	0.00	1,463	£182.88
Bmj Publishing Group	29	0.00	3,454	£119.10
Elsevier	510	3,121.25	58,155	£114.03
Sage Publications	104	2,841.98	5,743	£55.22
American Institute of Physics	0	0.00	3,200	
Company of Biologists	0	0.00	0	
Geological Society	0	0.00	0	
Institute of Physics	0	0.00	6,353	
IWA Publishing	2	0.00	0	
Portland Press	0	0.00	526	

Average reading cost by publisher

Hover the elements to see the details

Publisher	Number of readings	Read Cost	Average read cost
IWA Publishing	42	2,500	£59.52
De Gruyter	2,555	11,411	£4.47
Wiley	52,575	185,421	£3.53
Springer	29,809	62,609	£2.10
The Royal Society	5,772	11,500	£1.99
Elsevier	467,215	386,604	£0.83
Sage Publications	212,135	143,547	£0.68
Royal Society of Chemistry	22,278	11,646	£0.52
Oxford University Press	169,827	59,983	£0.35
Cambridge University Press	99,644	25,943	£0.26
Bmj Publishing Group	25,626	2,498	£0.10
American Institute of Physics	0	27,612	
Company of Biologists	0	8,587	
Geological Society	0	750	
Institute of Physics	0	5,689	
IWA Publishing	0	53,609	

Average read cost text: **Average read cost**
 Publisher: **IWA Publishing**
 Read Cost: **2,500**
 Average read cost: **£59.52**
 Number of readings: **42**



Andrew White

Library Director
Rensselaer
Polytechnic Institute



Michael Levine-Clark

Dean of Libraries
University of Denver

「我認為透過像*Panorama*這樣的工具，我們實際上能夠更好地回應來自行政部門的投資報酬率(*ROI*)相關問題。

因為現在我們擁有更廣泛的分析數據，這些數據不僅相互關聯，還能與機構內其他數據點產生關聯。」

Denver圖書館的Michael Levine-Clark發現，使用EzProxy次數較多的學生，通常具有較高的平均成績(GPA)。

DATA LITERACY

From Data Literacy to AI Literacy. The Evolution of Critical Thinking in the Digital Age

Data has transformed from a technical commodity to a ubiquitous part of our daily lives. We live in a world where decisions, from what movie to watch next to determining global policy actions, are driven by data.



KEVIN HANEGAN

Generative AI: 研究領域中的挑戰與機會

(圖書館員能夠且正在發揮領導作用的關鍵領域)

機會

錯誤訊息、幻覺、不準確、錯誤、及不一致的人工智慧生成內容

提供資訊、資料與人工智慧素養予師生

AI生成內容的專業性與領域專業知識

在善用人工智慧效率的同時，維持研究和圖書館專業的嚴謹性

在倫理責任、偏見防範、著作權保護、抄襲防制、環境影響評估、平衡訓練資料集、成本控管等方面的责任；同時確保隱私保護

人工智慧技術快速發展；而人工智慧標準制定與法規監管的脚步相對緩慢

挑戰

以圖書館和學術出版的權威資源作為人工智慧的基礎依據

針對內容、作者、研究主題、主題標目索引、館藏發展與館藏淘汰所提供的推薦建議

對於內容和搜尋的深入分析；假設調整與文獻回顧研究；研究成果、研究主題及研究者與機構分析；以及研究、圖書館使用與借閱行為的習慣分析

透過理解使用者意圖和現有的查詢擴展來實現語意搜尋

工作自動化、參考諮詢台助理對話、複本編目，以及比對館藏資源與課程大綱

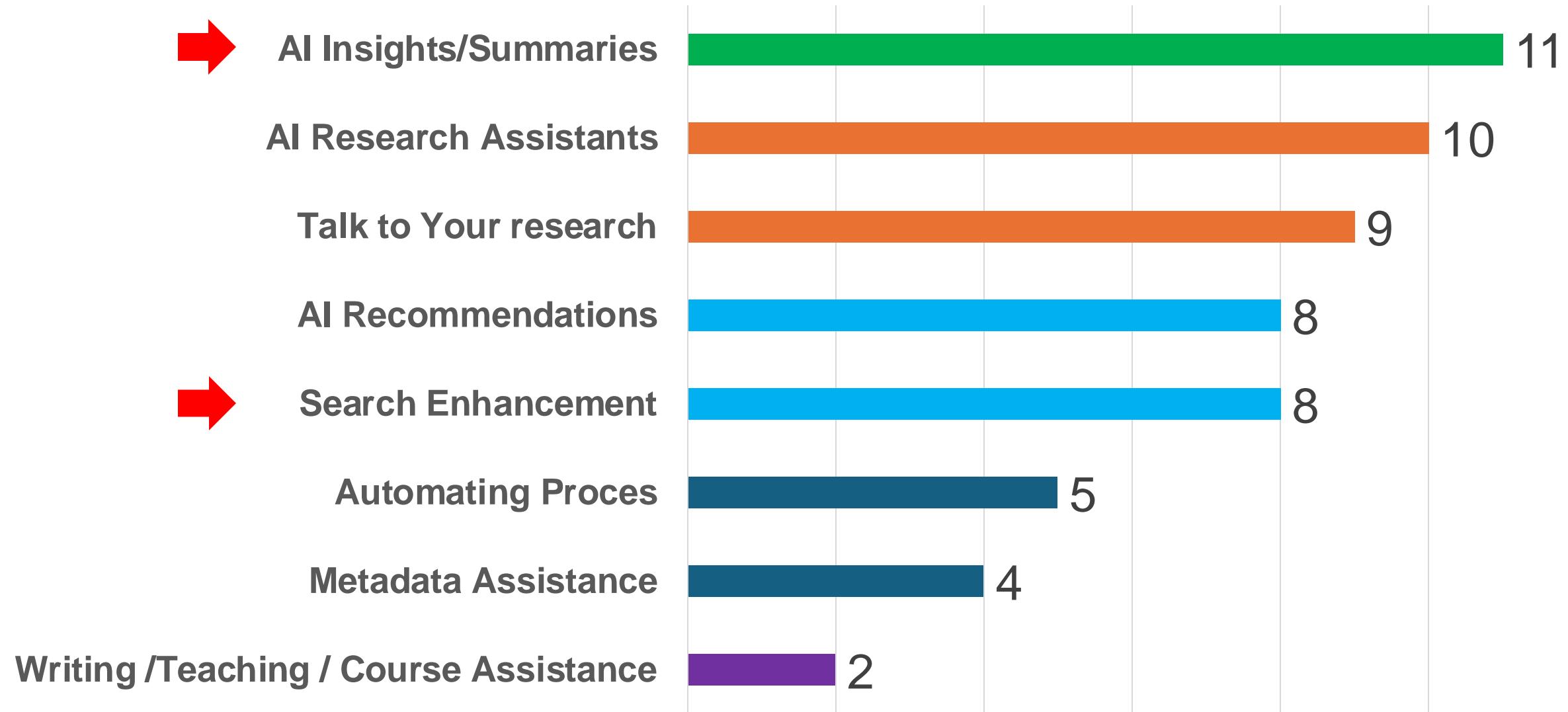
翻譯、降低使用門檻，以及改進光學字元 (OCR) 辨識和內容數位化

Librarian-influenced AI areas :

Some of the applications of AI in academic libraries:

- Chatbots
- Recommender Systems
- Text Mining
- Predictive Analytics
- Digital Preservation
- Image Recognition
- Natural Language Processing
- Citation Analysis
- Digital Assistants
- Accessible Materials
- Inventory Management
- Fraud Detection
- Data Visualization
- Learning Analytics

Market Research: AI by Vendor and Product Status



data literacy



所有篩選 (4)

同行評鑑

全文

所有時段

學術刊物

進階檢索

□ 1



同行評鑑 | 學術期刊



A strategic approach to information *literacy: data literacy*. A systematic review.

作者：Pinto, María; Caballero-Mariscal, David; García-Marco, Francisco-Javier; +1 以上 • 於：El Profesional de la Información, 2023 • Academic Search Ultimate

This research addresses the growing social importance of **data** from an educational perspective through **data literacy** (DL), seeking to integrate it into the broader information **literacy** (Infolit) movement. For this pur... [顯示更多](#)

主題：INFORMATION *literacy*; RESEARCH personnel; **DATA** management; LIBRARY media specialists; +6 以上

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見解

- 資料素養 (DL) 是一個新興領域，在高等教育中取得了重要性，因為它為學生、研究人員和專業人士提供了訪問、解釋、批判評、管理、處理和以道德方式使用各種領域的數據的能力。
- DL 與信息素養 (Infolit) 密切相關並與其集成，因為數據是信息的基本組成部分。獲得 Infolit 核心能力對於 DL 技能的發展至關重要。
- 研究人員對一般和特別是不同學科、語言、環境和教育水平處理資料培訓的緊迫性，因為了解、解釋、表示、儲存、使用、管理和共享資料對建立資料文化至關重要。
- DL 的跨學科和多部門性質很明顯，因為它正在應用於不同程度的學生、專業人士和公民的教育，包括社會科學，人文学科，STEM 和健康科學。
- 雖然已有努力為 DL 建立能力框架、試驗項目和評估工具，但仍需進一步的理論和實際發展，包括一個通用定義、Infolit 內的 DL 能力基本模型以及專門學科的子模型。

作為成人教育主題的數據素養 - 計劃分析。

來源： Zeitschrift für Weiterbildungsforschung: Journal for Research on Adult Education, 2024, Springer Nature Journals

作者： Brinkmöller, Anna-Lena; Scheidig, Falk

作為成人教育主題的數據素養 - 專案分析

摘要：在數字化轉型和生活許多領域相關數據化的背景下，對數據及其使用的有效和批判性反映的處理越來越重要（數據素養）。在此背景下，本文研究了成人教育產品中的數據和數據相關應用的主題。對 2010 年至 2021 年期間的 137 個成人教育中心專案進行了定量和定性分析，分析了與數據相關的產品/服務的分發和內容導向。幾乎所有計劃都包含可能促進數據素養的產品，並且在審查期間有所增加。內容分析顯示，許多優惠都側重於數據保護和安全性，只有少數優惠側重於主動數據處理。

在數字變革和生活許多領域相關數據化的背景下，對數據及其使用進行有效和批判性反映的處理變得越來越重要（數據素養）。有鑑於此，本文研究了成人教育課程中是否以及如何解決數據和數據相關應用的問題。對 2010 年至 2021 年期間成人教育中心（Volkshochschulen）的 137 個專案對數據相關課程的分佈和內容導向進行了定量和定性分析。幾乎所有計劃都包含可能促進數據素養的課程，並且顯示審查期間有所增加。內容分析指出，許多課程側重於數據保護和安全性，只有少數課程側重於數據的主動處理。

關鍵詞：數據素養;數據化;成人教育;高等教育;成人晚間課程;程式分析;數據素養;數據化;繼續教育;成

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計劃分析。

作者： Brinkmöller, Anna-LenaScheidig, Falk

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Search Query: *What is the history of American football*

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Touchdown : An American Obsession

By: Gems, Gerald R.; Pfister, Gertrud • In: 2023 • Books at JSTOR

Touchdown: An *American Obsession* is the first comprehensive guide to the *history* and culture of the sport, a readable, authoritative guide for *Americans* as well as an introduction for people around the world.

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In: The Telegraph Online, 20141124 • Gale Business: Insights

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Unexceptional exceptionism: the *origins of American football* in a transnational context.

By: Collins, Tony • In: Journal of Global *History*, Jul2013 • Complementary Index

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By: Guttmann, Allen • In: Sport in Society, Oct2006 • Complementary Index

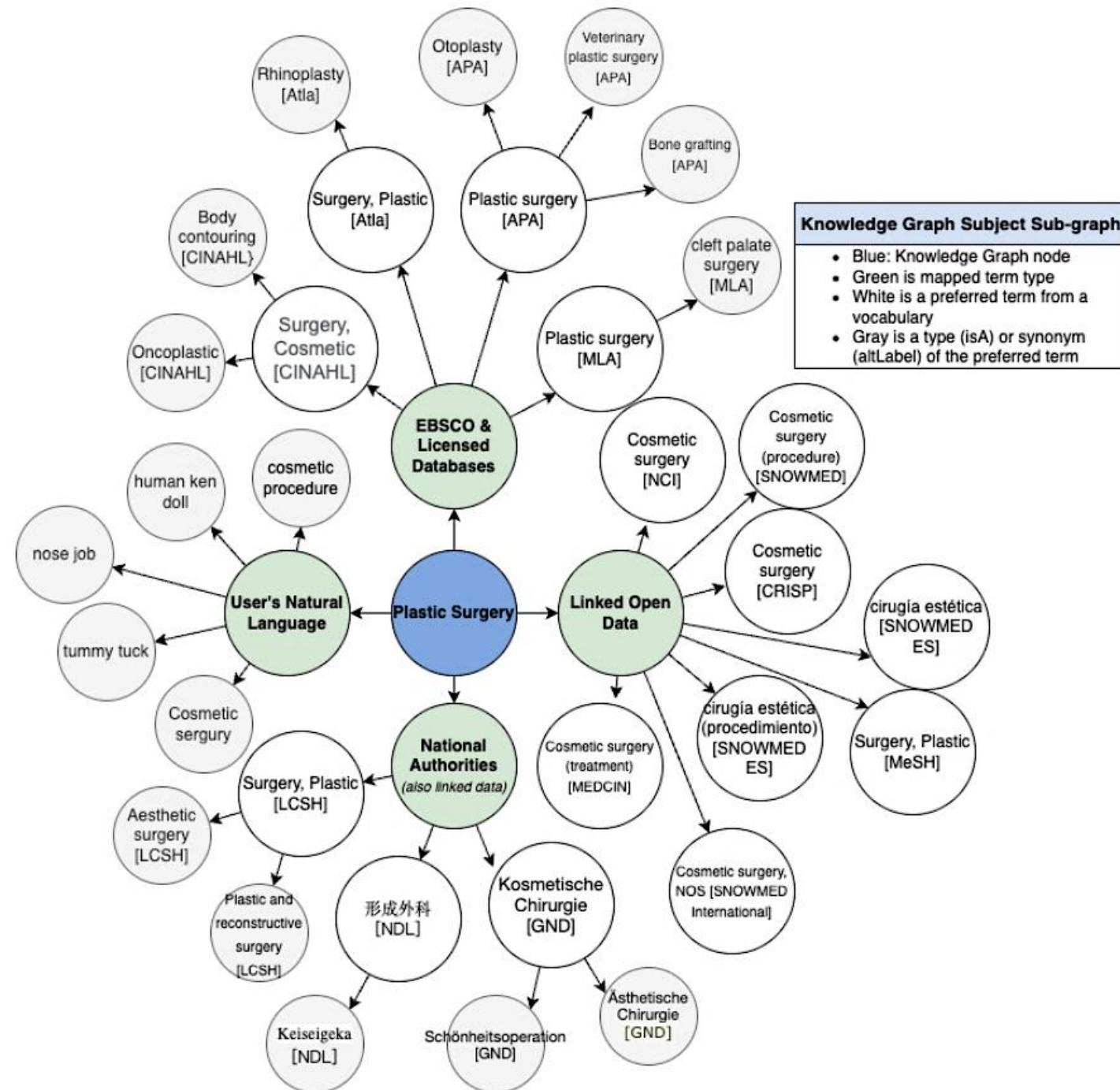
Over a period of approximately 30 years, from the 1880s to the 1910s, *American gridiron' football* evolved from the British sport of rugby *football*. In the course of this evolution, *American football* became increasingly rationalized, largely as the result o... [Show more](#)

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Thank You

Jeremy Chou 周頡

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