

Producing contents and userfriendly services on the web

Naple, Helsinki 19 th – 20 th
October 2006

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Library strategy in Finland

- Strong self-government of municipalities
- Municipalities are responsible for organizing basic services, which also include library and information services
- The Ministry of Education is responsible for outlining national library policies
- Library Strategy 2010: Policy for access to knowledge and culture

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- Realization of the cultural knowledge society
- Infrastructure, contents, equal rights and access to culture and information sources
- Implementation by projects as a part of the national library policy
- National, regional and local levels

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- Partners: The Ministry of Education, Provincial State Offices (5), Helsinki City Library – Central Library, Regional Libraries (19), Municipal Public Libraries
- The National Library of Finland
- Municipal and state funding
- Information and distribution of the best practices – from projects to functional practices

Contents

- Local, regional and national reference databases, e.g. www.helmet.fi (metropolitan area)
- Local and regional cultural databases (authors, writers, composers, artists etc.)
- Biographies, bibliographies and short text cuts, e.g. Sanojen aika / Modern Finnish Writers, <http://kirjailijat.kirjastot.fi/>
- Special sites and topic lists (poems, fairy tales etc.)

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- Portals e.g.: www.makupalat.fi (Hämeenlinna City Library),
www.libraries.fi, www.kirjastot.fi/thp (citizens' information portal),
<http://frank.kirjastot.fi> (meta search),
www.nelliportaali.fi (national electronic library interface)
- Digitized material (prints, music, pictures)
- Literary reviews by customers

Userfriendly services

- Library online by Web, E-mail or mobile services (search, renewals, reservations, current contents and news, notices etc.)
- Ask online, ask a librarian
- User instructions
- Instructions in information retrieval and library services, especially for the children

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- Book in advance your Internet time
- Wireless Local Area Networks (WLAN) for library customers
- Customized online search and profiles

Advantages of the project work

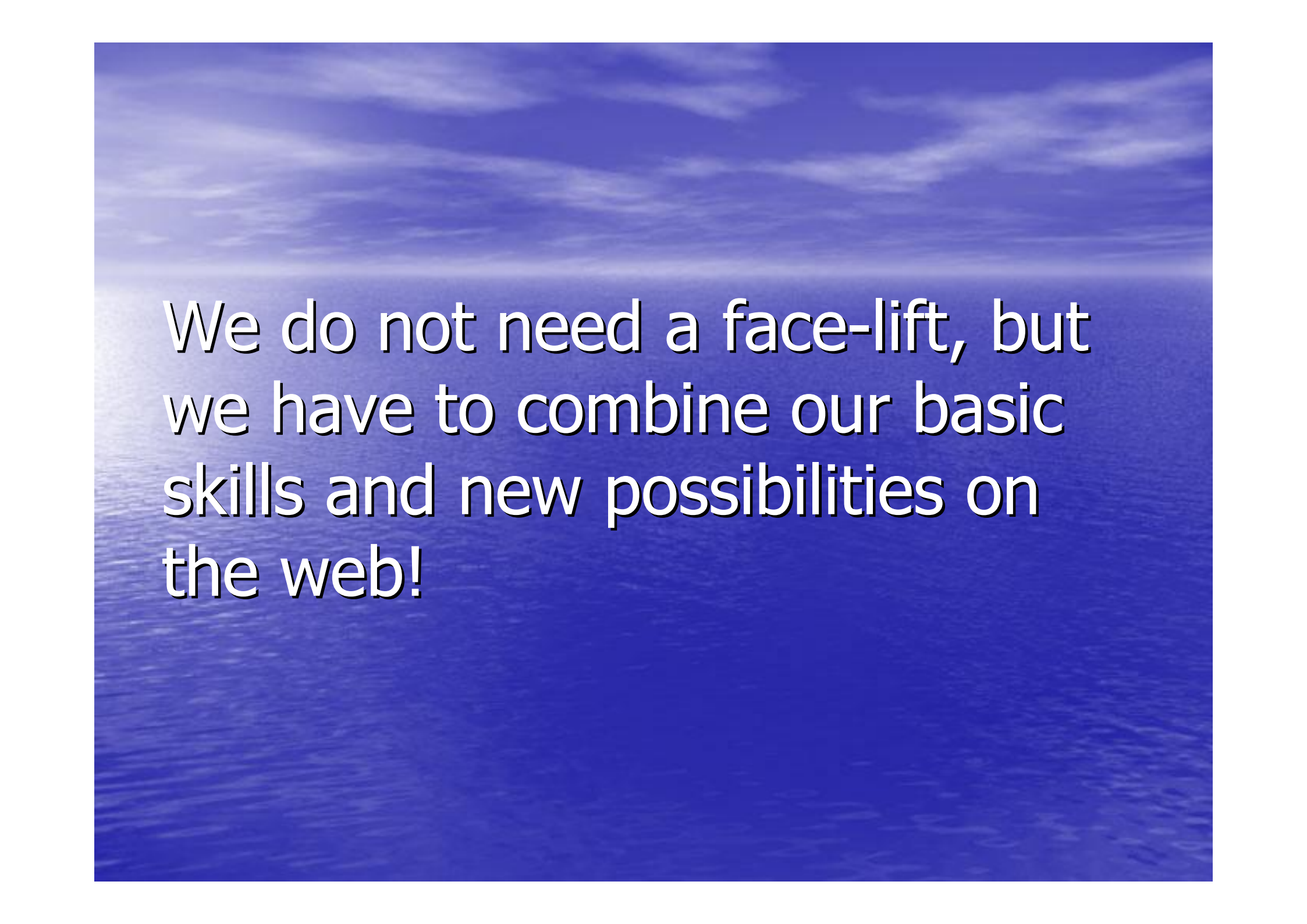
- Makes possible to experiment new methods
- Best practices
- Co-operation, learning environment
- Local and regional needs
- Moderate costs
- Low organisation

Next steps

- Library services always at hand
- More national contents on the web
- Library weblogs
- Customer participation, social computing
- Developing library OPAC together with the customers by common interest and webethnics –“Library Wikis”
- Virtual visits and library productivity

Our framework

- Not only a hybrid library
- Public library as a civic/citizen library, bottom-up model
- Providing access in any place and at any time
- Society changes, so do we
- Library physically and on the web is at the same time both social and virtual community



We do not need a face-lift, but we have to combine our basic skills and new possibilities on the web!