

PRZEGLĄD BIBLIOTECZNY

LIBRARY REVIEW

Volume 86

2018

Issue 2

"The Library Review" was awarded nine points in the official register of journals
of Polish Ministry of Science and Higher Education

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LILIANNA NALEWAJSKA
University of Warsaw Library
e-mail: l.nalewajska@uw.edu.pl

PROCESS OF CREATING AN EDUCATIONAL OFFER OF AN ACADEMIC LIBRARY – CASE STUDY OF THE UNIVERSITY OF WARSAW LIBRARY

KEYWORDS: Information literacy. Library pedagogy. Academic library. Library training. Information needs. Information users. Information behavior. University of Warsaw Library.

ABSTRACT: **Thesis/Objective** – The aim of the article is to present a process of creating an educational offer in an academic library. The description of the parts of this process, applied diagnostic tests, their results and methods of their use to create an educational offer can be used by other academic libraries as an aid in planning and subsequent monitoring and promotion of educational activities. **Research methods** – The author used the description of the stages of a several-year-long process of building a training offer and the analysis of the applied methodological solutions (forms of training) in the years 2012-2017. The strengths and weaknesses of the resulting offer were analyzed. In the case of the user opinion survey, the method of the diagnostic survey was chosen. **Results** – The process of creating an educational offer should be preceded by a broad diagnosis of the training offer provided by the university library system. It is necessary to learn about the opinions of the recipients of the training offer – students expressed great interest in the training, with more preference for the voluntary participation. The results of diagnostic tests indicated two equally preferred forms of training: the onsite one in the library providing an opportunity to interact with the teacher and the online one in the form of short tutorials or movies. **Conclusions** – Creating an educational offer in academic libraries should be preceded by diagnostic tests of the users' information needs and skills in order to create an offer most suitable for the participants. It is a long-lasting process, subject to fluctuations related to the reception of the offer. It is also indispensable to promote training at the university among diverse groups of recipients (students, PhD students, lecturers).

EWA GŁOWACKA
Institute of Information and Book Studies
Nicolaus Copernicus University in Toruń
e-mail: IINiB UMK egt@umk.pl

TOMASZ WIĘCEK
Information Architecture student at the Nicolaus Copernicus University
e-mail: 273802@stud.umk.pl

HEURISTIC EVALUATION OF UNIVERSITY LIBRARIES' MOBILE WEBSITES IN POLAND

Ewa Głowacka is the head of the Institute of Information Science and Book Studies at The Nicolaus Copernicus University in Toruń. Her academic interests focus on an evaluation of the quality of library and information resources and services, the research methodology of information science and library science and the individual information space of researchers and students. She is an author of four books, the most recent of which are *Kultura oceny w bibliotekach: obszary, modele i metody badań jakości zasobów oraz usług biblioteczno-informacyjnych* (2015) and *Mechanisms of the Formation and Evolution of Personal Information Spaces in the Humanities* (2017; in cooperation with Mirosław Górny, Małgorzata Kisilowska and Zbigniew Osiński). In addition, she wrote several dozen articles and edited a few joint publications.

Tomasz Więcek is a BA graduate of Information Management and Book Studies at The Nicolaus Copernicus University in Toruń (pl. UMK) and a first-year student of the master's programme in the same field of study. He is simultaneously a second-year student of Information Architecture. He is interested in mobile technology.

KEYWORDS: Mobile websites. University libraries in Poland. Heuristic evaluation. Benchmarking. User interface. Mobile device. Mobile phone.

ABSTRACT: **Thesis/Objective** – the issue of evaluation of university mobile services has not been broadly explored, especially in Poland. Such research is worth conducting, as more and more users of library websites – students in particular – use mobile devices while searching required information. Mobile versions of university websites have not become very popular in Poland as of yet. Of the 10 largest university libraries of this kind, only 4 have a mobile version. The paper presents the evaluation of their quality and benchmarking with a view to identifying the best practices. **Research method** – the quality-heuristic method and benchmarking were used. The research questionnaire covered both the content as well as the functioning of the services. **Results and conclusions** – The service of the library of the University of Torun turned out to be the best; the remaining ones appeared to be a little less attractive mainly due to their limitations linked with information availability. None of the services, however, received the maximum score. Research results show the elements which still offer room for improvement.

MAŁGORZATA GÓRALSKA
Institute of Information and Library Studies
Wrocław University
e-mail: malgorzata.goralska@uwr.edu.pl

THE AFFECTIVE TURN AND THE CONTEMPORARY STUDIES ON BOOKS AND READERS. A PRELIMINARY RESEARCH

KEYWORDS: Affective turn, Book studies. Readers. Book-related emotions.

ABSTRACT: **Thesis/Objective** – The affective turn is one of more dynamic research trends in contemporary humanities. The significance of emotive factors in communication processes can also be noticed when one considers behaviors and spoken/written messages providing the base for information exchange in mass media. The aim of this article is to present options for the development of research on affects, emotions and feelings specific for the book culture, including an attempt to prove the usefulness of web resources for this research. **Research methods** – The author conducted desk research based on the data covering posts added to Książki (Books) message board located at Gazeta.pl website. Taking into consideration the limitations of this research, she analyzed only posts including words describing basic emotions (fear, anger, sadness and joy). **Results and conclusions** – The result of the research was a complex and multidimensional landscape of book-related emotions and the confirmation of the usefulness of web resources for further research in this area.

ANNA MAŁGORZATA KAMIŃSKA
Institute of Library and Information Studies
Silesia University in Katowice
e-mail: anna.kaminska@us.edu.pl

REMOTE MEANS OF SCHOLARLY AND EDUCATIONAL COMMUNICATION IN ACADEMIC COMMUNITIES

KEYWORDS: Remote means of communication. Research on academic communities. Preferred methods of communication. Trends for changes.

ABSTRACT: **Thesis/Objective** – The progress of human civilization and technology induces the evolution of communication means, methods and tools. The directions of this evolution are defined by the need for effective communication and the effectiveness in question may be variously understood depending on the communication needs of a given community. The aim of the article is to present the results of research on communication means used by various academic community groups and identify trends in preferences for the particular means. **Research methods** – Data required for the research were collected with survey interview method using closed queries. Analyses and conclusion drawing were facilitated with data visualization techniques with data aggregated beforehand to specified demographic groups. Nominal and ordinal characters of individual attributes of collected data enabled the author of the article to use a formal statistical tool of chi-square test that provides the possibility of verifying the article thesis on the assumed level of importance. **Results** – The results of the research help to identify most preferred communication means for various demographic groups of the academic community and preferences/expected trends within this area. The research shows that the preferences for communication means do not depend on gender but depend on the age of the particular community members. **Conclusions** – The research revealed significant expectations as regards changes in the communication means used by the academic community. The results of the analyses may help to improve planned updates of the communication processes among university departments and their staff and students as well as within the community itself. The dependence of preferred communication means on the age of the community members and the continuous development of technology imply further changes of discussed preferences.