

Public Libraries Advisory Committee
Summary of Discussion of the 23rd Meeting Held on 9 November 2015

Major Findings of the Opinion Survey on Hong Kong Public Libraries 2014 (PLAC 6/2015)

1. The “Opinion Survey on Hong Kong Public Libraries (HKPL) 2014” (“2014 Survey”) had been conducted from 19 September to 29 November 2014 by the consultant commissioned by the Department. The associated reports were under preparation for issue in 2016.
2. Members were briefed on the objectives, methodology and major findings of the 2014 Survey. The major points of discussion were summarised below:
 - (a) The increase in users’ overall satisfaction rate in the 2014 Survey as compared with the 2009 Survey was an encouraging sign and recognition of the HKPL’s efforts during the past years.
 - (b) For the areas with significant change in rating between the 2009 and the 2014 Survey, more detailed analysis in certain aspects would be useful in understanding the needs of the community to facilitate future planning of library services.
 - (c) More fine-grained breakdown on the ethnic profile of the interviewees could serve as reference for formulating strategy on promoting public library services.
 - (d) Noting the growing proportion of the elderly/retired users of public libraries, suggestion was made for the HKPL to consider their interest in various aspects when enhancing relevant services.
 - (e) Further study could be made on the reading habits of users in different age groups with a view to enhancing collection development and improving library services to cater for their specific needs.
 - (f) A breakdown of the usage of “literature” and “fiction” might facilitate further analysis on reading habits.
 - (g) Consideration could be given on providing self-service kiosks for lending and returning services having regard to “employed” users’ need for the services after office hours.
 - (h) Benchmarking the findings of the 2014 Survey with the world trend on the usage of public libraries would put things into perspective, and serve as a useful reference for fine-tuning the design of the next survey.

Work Progress of “Hong Kong Memory” (PLAC 7/2015)

3. Members noted the work progress of the Hong Kong Memory (HKM) in terms of contents development, system maintenance and publicity since the Department took over the portal from the University of Hong Kong (HKU) in December 2014.
4. Members expressed appreciation to the Department’s effort in the development of the HKM and made the following suggestions:
 - (a) To explore collaboration opportunities with various sectors of the community to enrich the contents of the HKM in parallel with the selected collections within the Department so as to speed up the development.
 - (b) To enable the browsing of the website through the existing two mobile applications of the HKPL in order to increase the exposure of the resources.
 - (c) To consider collaborating with the Hong Kong Tourism Board for promoting the HKM to tourists as an e-resource of the local heritage and history.
 - (d) To consider registering the HKM Portal to establish its official title against similar websites.
 - (e) To ensure security of the website as it becomes more popular for browsers.
 - (f) To explore the feasibility of crowd sourcing when curating the future collections in order to enrich the content of the HKM.

Secretariat of Public Libraries Advisory Committee
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