

Explanatory movies for on-line library services

Library of Raanana municipality

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Raanana's library services have an increasing demand which leads to long waits at the library. In response to this demand, self-services has been established for use by readers: An on-line library catalog, cellular application and automatic machines for borrowing and returning books. Nevertheless, the use of these self-services is lower than expected.

The goal of this project is to provide accessibility to library services, and to encourage the use of the on-line services.

Stages of project - Study the library activities and the on-line catalog; watch movies produced by other libraries. In addition, after further learning about library 2.0, there was a decision to produce theme-focused movies which would be the first in a series of movies. A movie-pattern was designed, and movies scripts were written. The movies were produced in Power-Point.

The result is three explanatory movies for: search, order and delayed return of a book.

Recommendations – produce the movies in other languages, publish the movies and follow their impact. Also, continued expansion of library 2.0 with actions like interactive connection with the readers through blog or Facebook, and encourage community relationships through on-line communication groups.

Contribution to the organization – Accessibility to library's services with no dependence on time or location. Furthermore, the project has been a catalyst for a view-change of the library's staff towards creating an involved and informed community of readers.

Contribution to the field of Knowledge and management – Since Raanana's library is a role model for other libraries, one can expect that the view-change in Raanana would be adopted by other libraries.

Personal contribution – This project taught me to view services via the internet not only as technological, but as a means of creating on-line communities that share information and contribute to the success of the service.