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摘要

本研究旨在探討國內公共圖書館兒童電子書推廣活動現況，以深度訪談法了解國內公共圖書館兒童電子書推廣活動意義與內涵、種類、策略與規劃設計、兒童電子書推廣活動與傳統閱讀推廣活動差異等。故本研究之研究問題為：(一)公共圖書館兒童電子書推廣活動的意義為何？(二)公共圖書館兒童電子書推廣活動的辦理方式為何？(三)公共圖書館兒童電子書推廣活動的策略與宣傳方式為何？(四)公共圖書館兒童電子書推廣活動的規劃設計為何？(五)公共圖書館兒童電子書推廣活動的評鑑方式為何？(六)促成公共圖書館兒童電子書推廣活動的成功因素為何？(七)公共圖書館兒童電子書推廣活動實施時所遭遇的問題有哪些？(八)參與公共圖書館兒童電子書推廣活動讀者的看法為何？(九)公共圖書館兒童電子書推廣活動與傳統推廣活動的差異為何？

本研究先以網站分析法了解各圖書館網站提供兒童電子書網站服務的情形；深度訪談法訪談五所大型公共圖書館，包含臺北市立圖書館、新北市立圖書館、國立中央圖書館臺灣分館、國立臺中圖書館和高雄市立圖書館等。最後再針對參與過公共圖書館兒童電子書推廣活動的讀者進行深度訪談，探討其參與的經驗，共7位讀者，包含4位兒童讀者和3位成人讀者。

綜合各項資料歸納出九項結論：(一)推廣服務有助於兒童電子書的推廣。(二)公共圖書館兒童電子書推廣活動的辦理方式多元，專為兒童電子書推廣而辦理的活動有兒童電子書閱讀、電子資源利用研習、班級訪問活動、到校授課和主題活動。(三)其推廣策略有地區的推廣、對象的推廣和項目的推廣。宣傳活動管道，主要為透過網站、電子報/E-mail、館舍、刊登館內文宣等。(四)公共圖書館兒童電子書推廣活動的規劃設計有七要項，包含參與對象、推廣活動的型態、電子書與資料庫選擇原則、授課人員、時間安排、場地安排、教材與電腦網路設備。(五)公共圖書館兒童電子書推廣活動的評鑑方法有八種：問卷調查、參與數量統計、使用統計、自我評鑑、學習單、觀察法、訪談法、電子資源問題諮詢紀錄。(六)促成公共圖書館兒童電子書推廣活動的成功因素，主要有長官的支持、政策的支持、母機構的支持和充足的人力配置。(七)公共圖書館兒童電子書推廣活動實施時所遭遇的問題，主要為人力不足(八)參加兒童電子書推廣活動讀者肯定推廣服務的價值。(九)公共圖書館兒童電子書推廣活動與傳統推廣活動的差異包含電腦素養、電腦科技的接受度、授課環境要求較高、兒童電子書的多媒體設計與格式要求。

最後本研究針對公共圖書館兒童電子書推廣活動之現況提出五項建議(一)提升圖書館館員電子資源與推廣活動的專業能力。(二)解決公共圖書館館員人力不足的問題。(三)提升圖書館的電腦軟硬體設備以支持電子書服務。(四)兒童電子書網站服務也是推廣服務一環。(五)公共圖書館應強化兒童電子書館藏。

關鍵詞：

公共圖書館、兒童電子書、推廣活動



Abstract

The theme of this study is to investigate the current promotion activities of the children e-book in the public libraries in Taiwan. Depth interviews are implemented to comprehend the (1) significance & connotation (2) the types of activities (3) strategy and (4) planning and designing (5) the differences between the children e-book and traditional reading. The theme of this study are: 1. What is the significance of the promotion of e-book in the public libraries? 2. What are the right way to conduct the e-book promotion activities in the public libraries? 3. What are the planning and designing of the children's e-books promotion activities in public libraries? 4. What will be the key concerns when a children e-book promoting activity will run in a public children library? 5. What are the evaluation methods of the children's e-books promotion activities in public libraries? 6. What are the factors that make the children e-book to be promoted successfully in the public library? 7. What are the problems encountered when the children e-books are promoted in the public children library? 8. What are visitors' opinions after participating in a children e-book promoting activity? 9. What are the differences between a children e-book promoting activity and traditional promoting activity?

Websites analysis and depth interview are used in this research. During the proceeding of this research, website analysis is used to learn how the e-book websites offer their services. Consequently, 5 major public libraries including Taipei City Library, New Taipei City Library, National Central Library-Taiwan branch, National Taichung Library and Kaohsiung City Library and etc.. After all these, the readers who have ever attended any e-book promotion activity are also invited to have this interview to learn their experiences. 7 readers, 4 children and 3 adults were interviewed.

Nine conclusions are made after studying all the data: (1) Marketing services can help with children's e-book promotion. (2) E-book promotion activities have been conducted through multiple ways in the public libraries. For example: children's e-book reading, workshops on utilizing electronic sources, visiting classes, teaching in schools and running theme activities. (3) Marketing has different strategies, different groups and different items. The main promotion connections are websites, electronic newspapers and e-mail, library buildings, public organizations, publishing promotion ads in the library and so on. (4) Seven projects concerning children's e-books in the library are

promoted through the children e-book promoting activities in all the public libraries in Taiwan. The sub-projects are the objects targeted, the types of activities promoted, the principles of choosing e-books and e-data, instructors training, schedule arrangement, location arrangement, teaching materials preparation and computer and network facilities set up. (5) There are eight different approaches to conducting the evaluation of children's e-book promotion activity in public libraries: (a) questionnaires (b) statistics of participating numbers, (c) statistics of use, (d) self-evaluation, (e) learning sheet, (f) observing method, (g) interviews, (h) records of electronic consultation questionnaires. (6) The major factors that make the e-book able to be successfully accepted in public libraries are the full support from (a) those in charge, (b) policies (c) proper placement of personnel activity. (7) The major reason for encountering problems is insufficient personnel activity when the promotion activities were running in the public libraries. (8) The readers who attended the children's e-book promotion activities confirm the value of e-book promotion. (9) The differences between the children's e-book promotion activity and traditional promotion activity in the public libraries are (a) one's general ability with computers, (b) the acceptance of computer technology (c) expecting a better studying environment (d) demanding multi-media design and format in their e-books.

At the last part of this research, 5 suggestions in connection with E-book promotion activities conducted in the public libraries are brought up here. (1) Promote the professional librarian's capability concerning the Children E-book promotion activities. (2) Settle the problem of insufficient human resources in the public libraries. (3) Promote E-book service by upgrading facilities of computer software & hardware in the library. (4) Services of Children e-book websites is also a link in chain. (5) The public libraries should strengthen the collection of children's e-books.

Keywords :

Public Libraries, Children's E-Books, Promotion Activities