

Love That Library Novel? Just Blog it.

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The Ngee Ann Polytechnic (NP) Library is using the popular blogging culture to encourage users to exchange ideas and share opinions about books they have read.

Titled **Readers' Choice**, the new weblog that appeared in January is an enhancement of the previous book review system launched last May. Then, book reviews and comments were sent to the Library via e-mail.

As the previous book review system only allowed one-way communication, the Library felt that there may be users who have views about certain reviews but were unable to share their thoughts. Hence, the creation of the online log.

The weblog, hosted on NP's server, was developed internally using freeware and it can be accessed from the Library's homepage or directly at <http://blogs.np.edu.sg/liblog>.

While other tertiary institutions, such as Nanyang Technological University (NTU), have weblogs, they usually belong to the clubs and societies in the institution.

As such, NP is the first tertiary institution to have a "learning" weblog to its name, said Ms Lim Bee Ang, in her 30s.

The Reference Manager for the Academic Library, said in an e-mail interview, that with the enhanced service, besides being able to contribute book reviews, users can also comment on books highlighted in **Readers' Choice**.

A list of titles is posted on the weblog monthly for staff and students to consider. Each title is accompanied by a detailed summary and additional links to its availability in the Library and to book reviews.

"The Library believes that the weblog will benefit staff and students in various aspects, such as knowledge, creativity and interest," said Ms Lim. She further explained that the weblog aims to help broaden their outlook, unleash their creativity and improve their motivation and communication skills.

To encourage participation, users will be rewarded with a \$2 NP Co-Op voucher for each review, instead of for every three reviews

Readers' Choice
Ngee Ann Polytechnic Library
January 2005

The fall of advertising and the rise of PR
Laura Reis
New York : HarperBusiness, c2002.

All hail a new era of public relations. Bestselling authors and world-renowned marketing strategists Al and Laura Reis take a look at how in this day and age major brands are born with publicity, not advergaming. With detailed case studies, this book provides a wealth of ideas for the Marketers.

Editor's Pick - Channel News Asia
Availability in Library | Book Review

Posted in Business and Management | No Comments >

Personal finance for dummies
Eric Tyson
New York : Wiley Pub., c2003.

Personal Finance for Dummies offers sound and practical advice for those who want to get control over their personal financial lives. Author Eric Tyson points out the most common mistakes that we all make in our approach to money and prescribes ways to

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MAKE YOURSELF HEARD: Share your thoughts on what you read with other NP readers. [Screenshot of site] submitted before January.

Some students, however, remain sceptical about the weblog's popularity.

"I don't think a lot of students will read it, but maybe just visit it to see what it is all about," said Nurvidayu Asmawi, 18, a second-year Biotechnology (BIO) student.

Her BIO friend, Teng Hui Min, 18, also a second-year student, added that not many students read books these days, much less, do book reviews. The Library received 142 review contributions last year.

With the new incentive and the popularity of weblogs among youths, the Library believes there will be a rise in submissions and comments.

"Readers' Choice will eventually be an active communication forum that achieves the intended objectives," said Ms Lim.

The Library acknowledged that the weblog may be misused when students contribute irrelevant or unpleasant comments. Ms Lim added, "The Library will monitor and if necessary, moderate the discussion forums."

The Library plans to integrate this weblog with other services that it feels will be beneficial to users. Such initiatives will be announced and rolled out when ready.