



# MENINGKAT KOMPETENSI PUSTAKAWAN SEBAGAI PAKAR RUJUK APLIKASI GOOGLE : PENGALAMAN DI UNIVERSITI SAINS MALAYSIA

*ENHANCE LIBRARIANS' COMPETENCY AS GOOGLE EXPERTS: EXPERIENCE IN UNIVERSITI SAINS  
MALAYSIA*

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**KOLOKIUUM PROFESSIONAL MAKLUMAT KALI KE - 6**

# THE STARTING POINT OF CONSCIOUSNESS



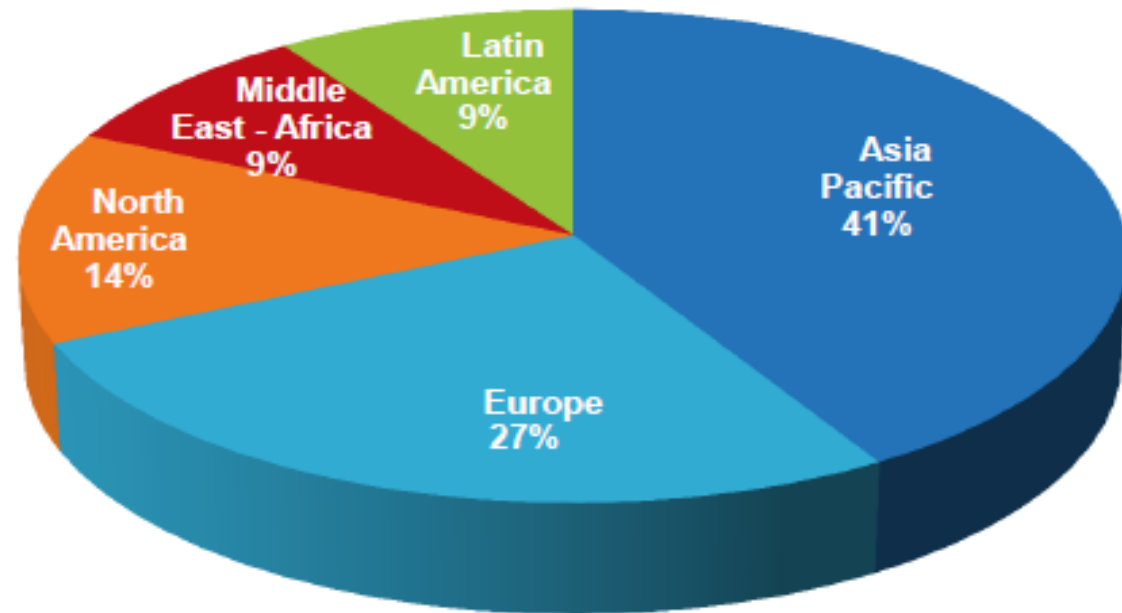
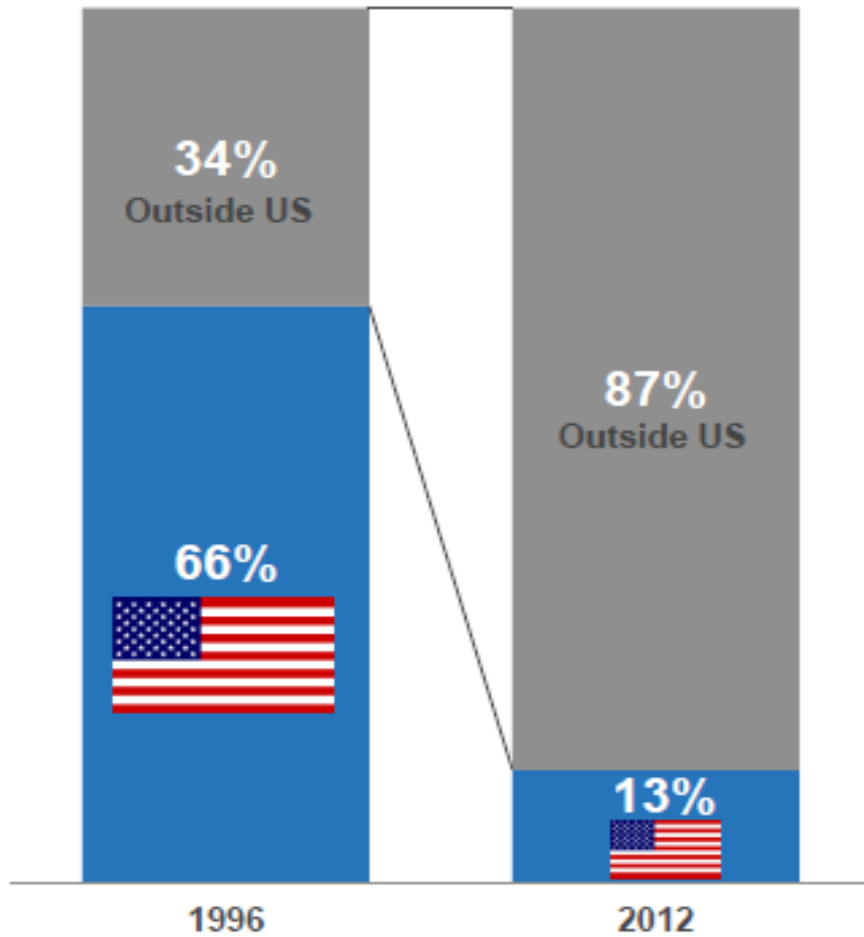
## YEAR 2013

# THE INTERNET ACCESS IN MALAYSIA



# Distribution of Worldwide Internet Audience

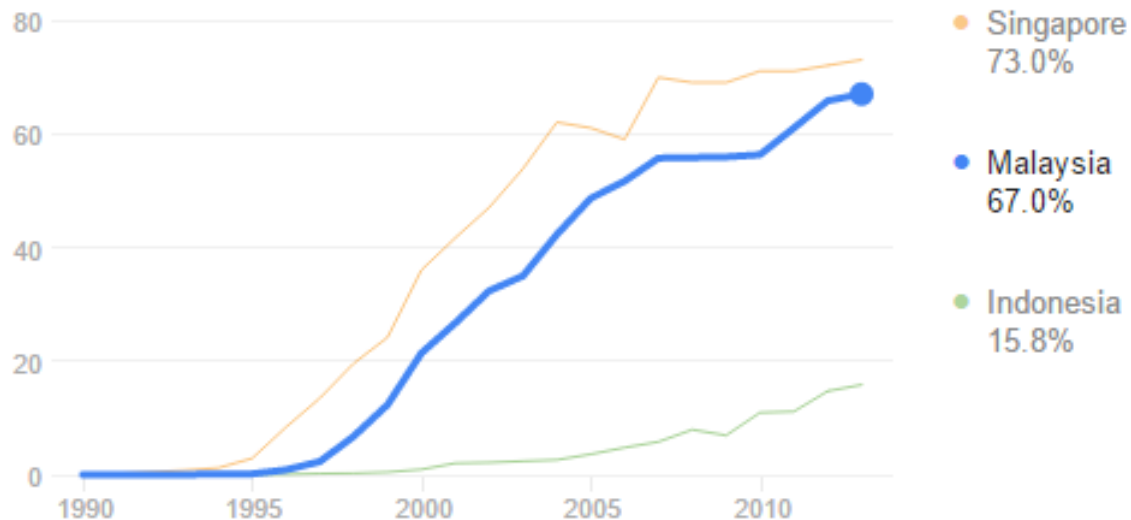
The US is no Longer the Center of the Online Universe



# Total: 17.31 million internet users in Malaysia

Malaysia / Internet users

## 67.0% of the population (2013)



 [Explore more](#)

Sources include: World Bank

[Feedback](#)

## 5. NUMBER OF BROADBAND SUBSCRIPTIONS AND PENETRATION RATE, Q4 2013

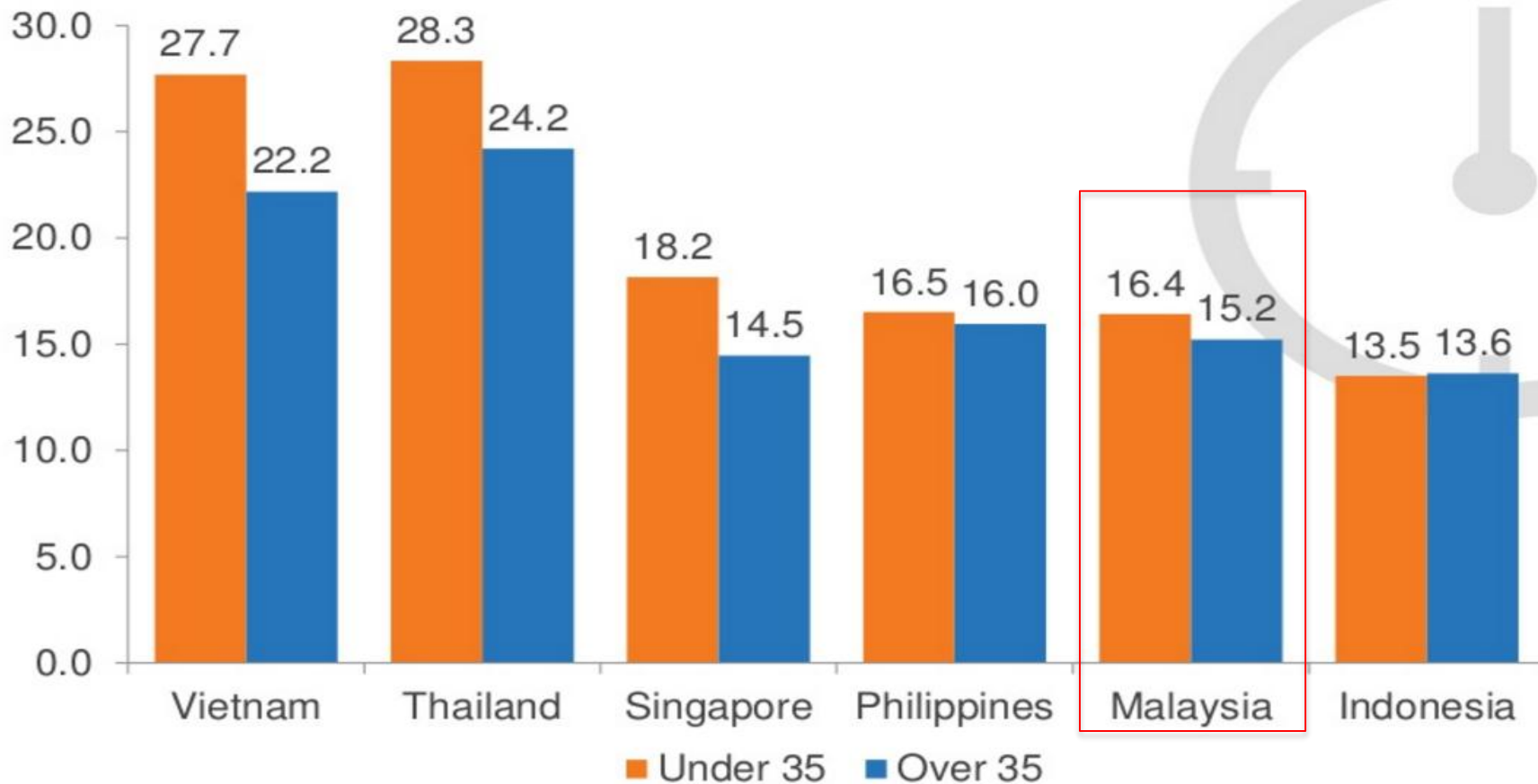
State	Subscriptions ('000)				Penetration rate
	Private household subscriptions	Household equivalent		Total	
		1MIC	1MWV		
Johor	496.09	17.52	31.92	545.53	65.1
Kedah	233.81	8.52	10.62	252.95	53.3
Kelantan	130.06	7.46	7.26	144.78	41.9
Melaka	124.09	3.77	8.88	136.74	64.7
Negeri Sembilan	173.42	5.78	12.12	191.32	74.6
Pahang	175.28	13.50	19.02	207.80	60.1
Perak	293.10	5.42	14.58	313.10	51.7
Perlis	34.46	1.11	2.82	38.39	67.4
Pulau Pinang	330.99		2.34	333.33	80.3
Selangor	1,144.21	5.58	9.30	1,159.09	79.1
Terengganu	118.65	6.27	9.78	134.70	57.3
Sabah	195.95	9.30	30.24	235.49	53.8
Sarawak	259.49	13.22	37.32	310.03	53.5
WPKL	521.63		0.36	521.99	111.7
WP Labuan	12.25		0.54	12.79	64.0
WP Putrajaya	19.82		0.12	19.94	81.9
Unknown	0.13			0.13	
Malaysia	4,263.43	97.45	197.22	4,558.10	67.1

Explanatory notes:

A penetration rate of over 100% can occur because of multiple subscriptions.

# Youngest Web Users Are Heaviest Web Users

Average Usage by Under-35s is Substantially Heavier in Vietnam, Thailand



## *The Purpose of Internet in Malaysia*



16.7 millions internet  
users

ENTERTAINMENT / HIBURAN

97  
PERCENT

<http://www.slideshare.net/lehoangha304/southeast-asia-digital-future-in-focus-2013-29234780>

# *The Purpose of Internet in Malaysia*



92%

15.5 millions internet  
users

SOCIAL MEDIA / MEDIA SOSIAL

## *The Purpose of Internet in Malaysia*



95%

16.4 millions internet  
users

SEARCH / NAVIGASI

<http://www.slideshare.net/lehoangha304/southeast-asia-digital-future-in-focus-2013-29234780>

## Search Engines

Country	Leader	Share	Runner-Up	Share	Internet Penetration
Australia	Google	93%	Bing	5%	88.8%
Belgium	Google	98%	Others	2%	81.3%
Brazil	Google	98%	Others	2%	45.6%
Canada	Google	88%	Bing	8%	83.0%
China	Baidu	62%	360 Search	21%	44.5%
Czech Republic	Google	71%	Seznam	26%	73.0%
Denmark	Google	95%	Bing	4%	90.0%
Egypt	Google	97%	Bing / Yahoo	3%	35.6%
France	Google	95%	Bing	4%	79.6%
Germany	Google	93%	Bing	3%	83.0%
Hong Kong	Google	68%	Yahoo	32%	74.5%
India	Google	97%	Others	3%	11.4%
Indonesia	Google	98%	Others	2%	22.1%
Italy	Google	95%	Bing	2%	58.4%
Japan	Yahoo Japan	53%	Google	40%	79.5%
Malaysia	Google	93%	Yahoo	4%	60.7%
Mexico	Google	95%	Bing	4%	36.5%
The Netherlands	Google	93%	Bing	3%	92.9%
New Zealand	Google	92%	Bing	4%	88.0%
The Philippines	Google	90%	Yahoo	7%	32.4%
Poland	Google	97%	Others	3%	64.9%
Russia	Yandex	62%	Google	26%	51.0%
Saudi Arabia	Google	95%	Bing	2%	49.0%
Singapore	Google	90%	Yahoo	7%	75.0%
South Korea	Naver	72%	Daum	18%	82.5%
Spain	Google	96%	Bing	2%	67.2%
Sweden	Google	94%	Bing	5%	92.7%
Thailand	Google	99%	Others	1%	30.0%
Turkey	Google	96%	Yandex	2%	45.7%
United Kingdom / UK	Google	89%	Bing	7%	83.6%
United States	Google	67%	Bing	18%	78.1%

## *The Malaysians' Choice*



93%



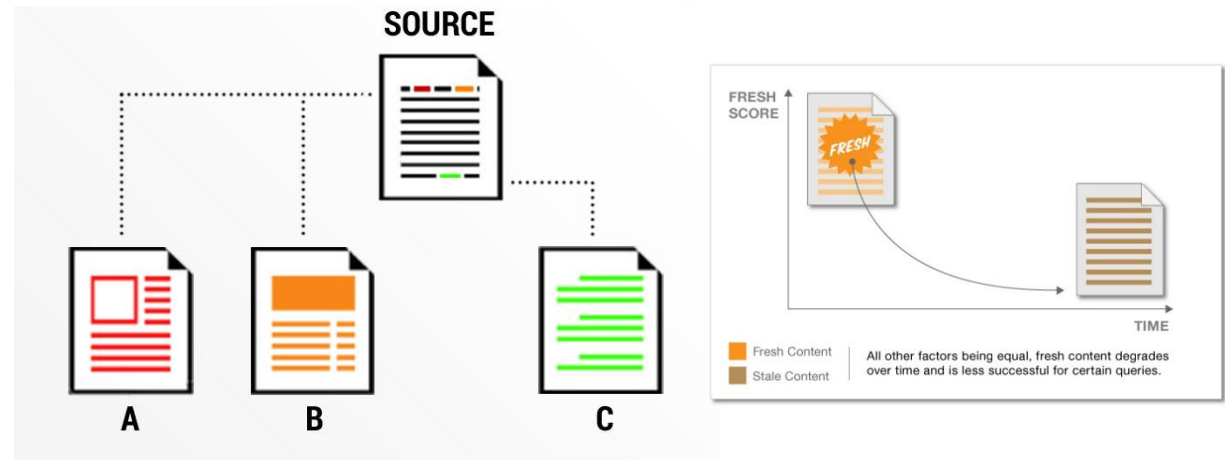
# WHY GOOGLE?

# The Birth of Google

- Success invented AI GoogleBots 24/7
- Derived from Citations and “BackRubs” Metaphore

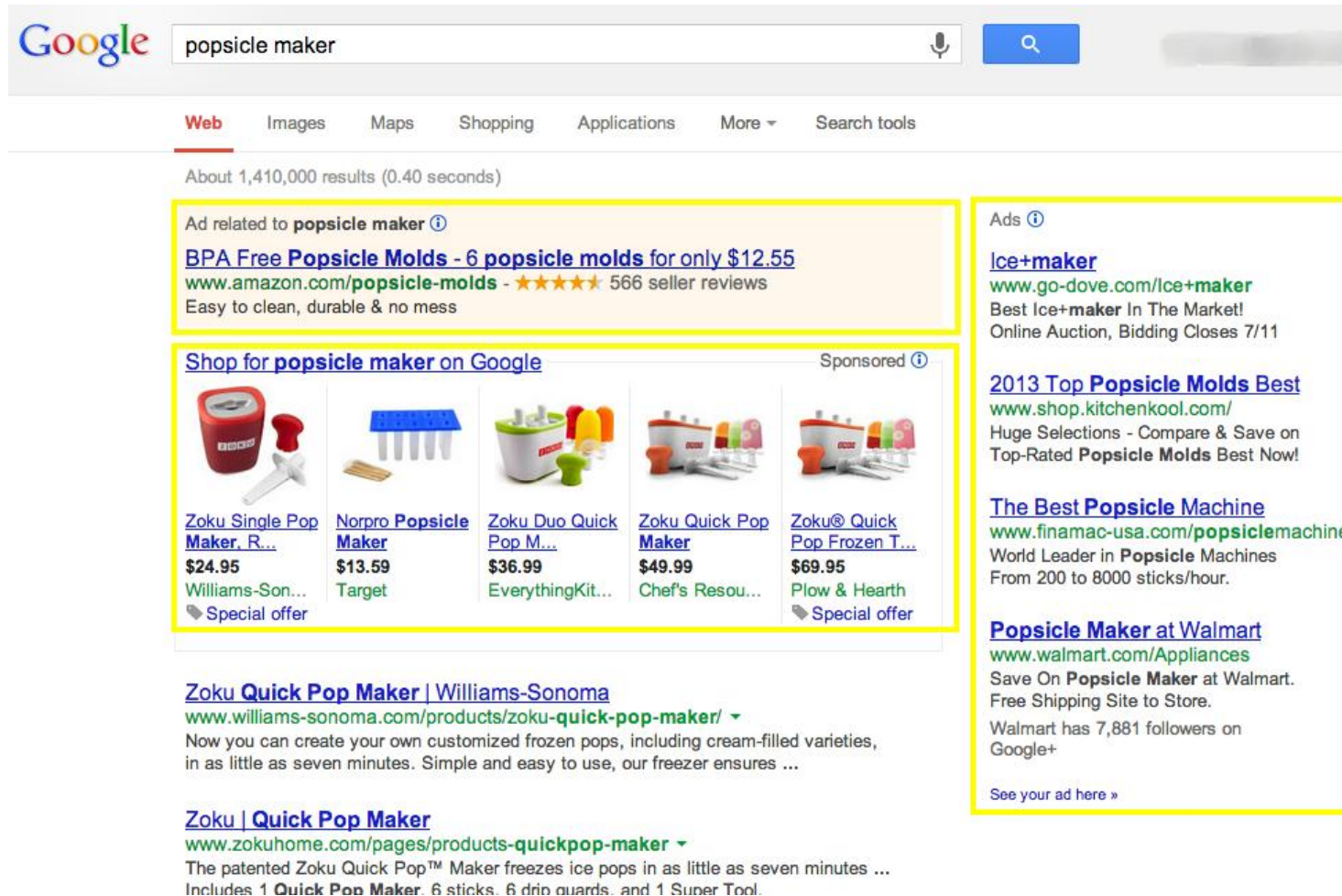


Larry Page and Sergey Brin



URL: 1. [https://www.youtube.com/watch?v=qRF\\_tzkV2TY](https://www.youtube.com/watch?v=qRF_tzkV2TY)  
 2. <http://neilpatel.com/2015/02/17/the-ultimate-google-algorithm-cheat-sheet/>

# In 2000, Google began selling advertisements associated with search keywords



Google popsicle maker






Web Images Maps Shopping Applications More Search tools

About 1,410,000 results (0.40 seconds)

Ad related to **popsicle maker**

**BPA Free Popsicle Molds - 6 popsicle molds for only \$12.55**  
[www.amazon.com/popsicle-molds](http://www.amazon.com/popsicle-molds) - ★★★★★ 566 seller reviews  
 Easy to clean, durable & no mess

Shop for **popsicle maker** on Google Sponsored

 <b>Zoku Single Pop Maker, R...</b> <b>\$24.95</b> Williams-Sonoma Special offer	 <b>Norpro Popsicle Maker</b> <b>\$13.59</b> Target	 <b>Zoku Duo Quick Pop M...</b> <b>\$36.99</b> EverythingKit...	 <b>Zoku Quick Pop Maker</b> <b>\$49.99</b> Chef's Resou...	 <b>Zoku® Quick Pop Frozen T...</b> <b>\$69.95</b> Plow & Hearth Special offer
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**Zoku Quick Pop Maker | Williams-Sonoma**  
[www.williams-sonoma.com/products/zoku-quick-pop-maker/](http://www.williams-sonoma.com/products/zoku-quick-pop-maker/)  
 Now you can create your own customized frozen pops, including cream-filled varieties, in as little as seven minutes. Simple and easy to use, our freezer ensures ...

**Zoku | Quick Pop Maker**  
[www.zokuhome.com/pages/products-quickpop-maker](http://www.zokuhome.com/pages/products-quickpop-maker)  
 The patented Zoku Quick Pop™ Maker freezes ice pops in as little as seven minutes ... Includes 1 **Quick Pop Maker**, 6 sticks, 6 drip guards, and 1 Super Tool.

Ads

**Ice+maker**  
[www.go-dove.com/ice+maker](http://www.go-dove.com/ice+maker)  
 Best Ice+maker In The Market!  
 Online Auction, Bidding Closes 7/11

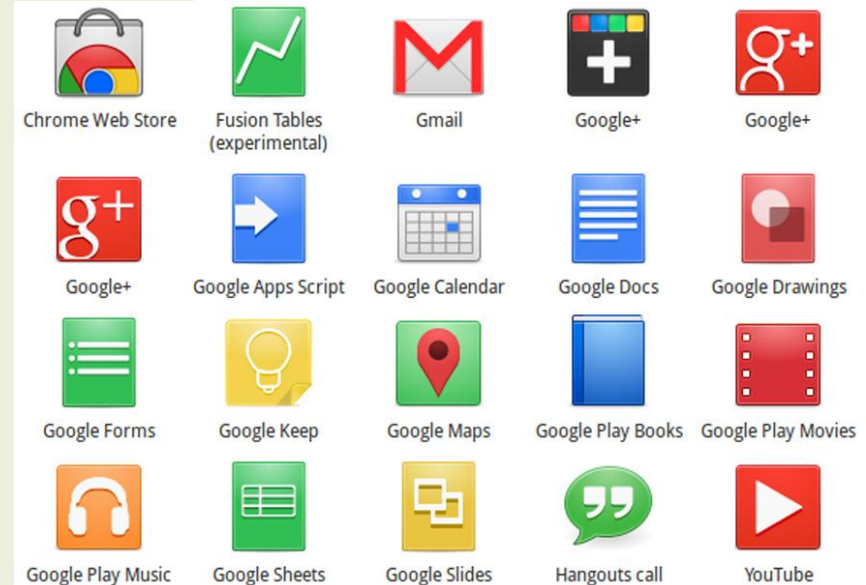
**2013 Top Popsicle Molds Best**  
[www.shop.kitchenkool.com/](http://www.shop.kitchenkool.com/)  
 Huge Selections - Compare & Save on Top-Rated **Popsicle Molds** Best Now!

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 World Leader in **Popsicle** Machines  
 From 200 to 8000 sticks/hour.

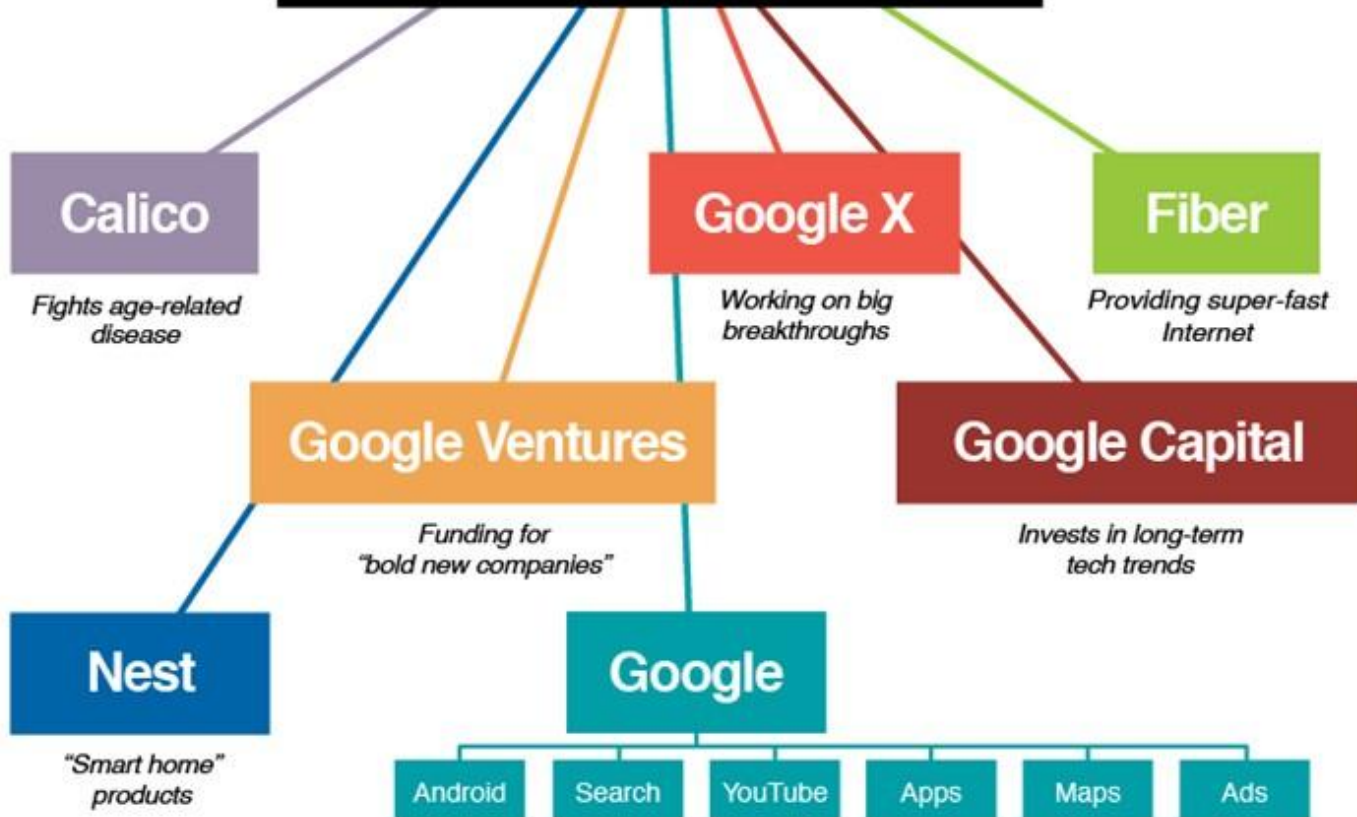
**Popsicle Maker at Walmart**  
[www.walmart.com/Appliances](http://www.walmart.com/Appliances)  
 Save On **Popsicle Maker** at Walmart.  
 Free Shipping Site to Store.  
 Walmart has 7,881 followers on Google+  
 See your ad here »

A – [Android](#) / [AdSense](#) / [Analytics](#) / [Ara](#) / [AdMob](#) / [Alerts](#)  
 B – [Blogger](#) / [Boston Dynamics](#) / [Books](#)  
 C – [Calico](#) / [Cardboard](#) / [Capital](#) / [Contact lenses](#)  
 D – [Drive](#) / [DeepMind](#) / [Design](#) / [DoubleClick](#)  
 E – [Earth](#) / [Express](#)  
 F – [Fiber](#) / [Fi](#) / [Flights](#) / [FeedBurner](#) / [Firebase](#) / [Finance](#)  
 G – [Google](#) / [Gmail](#) / [Glass](#) / [Groups](#)  
 H – [Hangouts](#)  
 I – [Images](#) / [Ingress](#) / [Inbox](#) / [Invite Media](#)  
 J – [Jump](#)  
 K – [Keep](#)  
 L – [Local](#) / [Loon](#)  
 M – [Maps](#) / [My Business](#) / [Makani](#)  
 N – [Nexus](#) / [News](#) / [Now](#) / [Nest](#)  
 O – [Offers](#)  
 P – [Plus](#) / [Play](#) / [Photos](#) / [Picasa](#) / [Pixate](#) / [Patents](#)  
 Q – [Nexus] [Q](#)  
 R – [Refine](#) / [reCaptcha](#)  
 S – [Search](#) / [Self-driving car](#) / [Shopping](#) / [SageTV](#) / [Stackdriver](#) / [Skybox](#) / [Skia](#) / [Scholar](#)  
 T – [Translate](#) / [Tango](#)  
 U – [URL shortener](#)  
 V – [Voice](#) / [Ventures](#) / [VirusTotal](#) / [Video](#)  
 W – [Wear](#) / [Wallet](#) / [Web Toolkit](#) / [Wing](#)  
 X – Google [X](#) labs  
 Y – [YouTube](#)  
 Z – [Project Zero](#) / [Zagat](#)

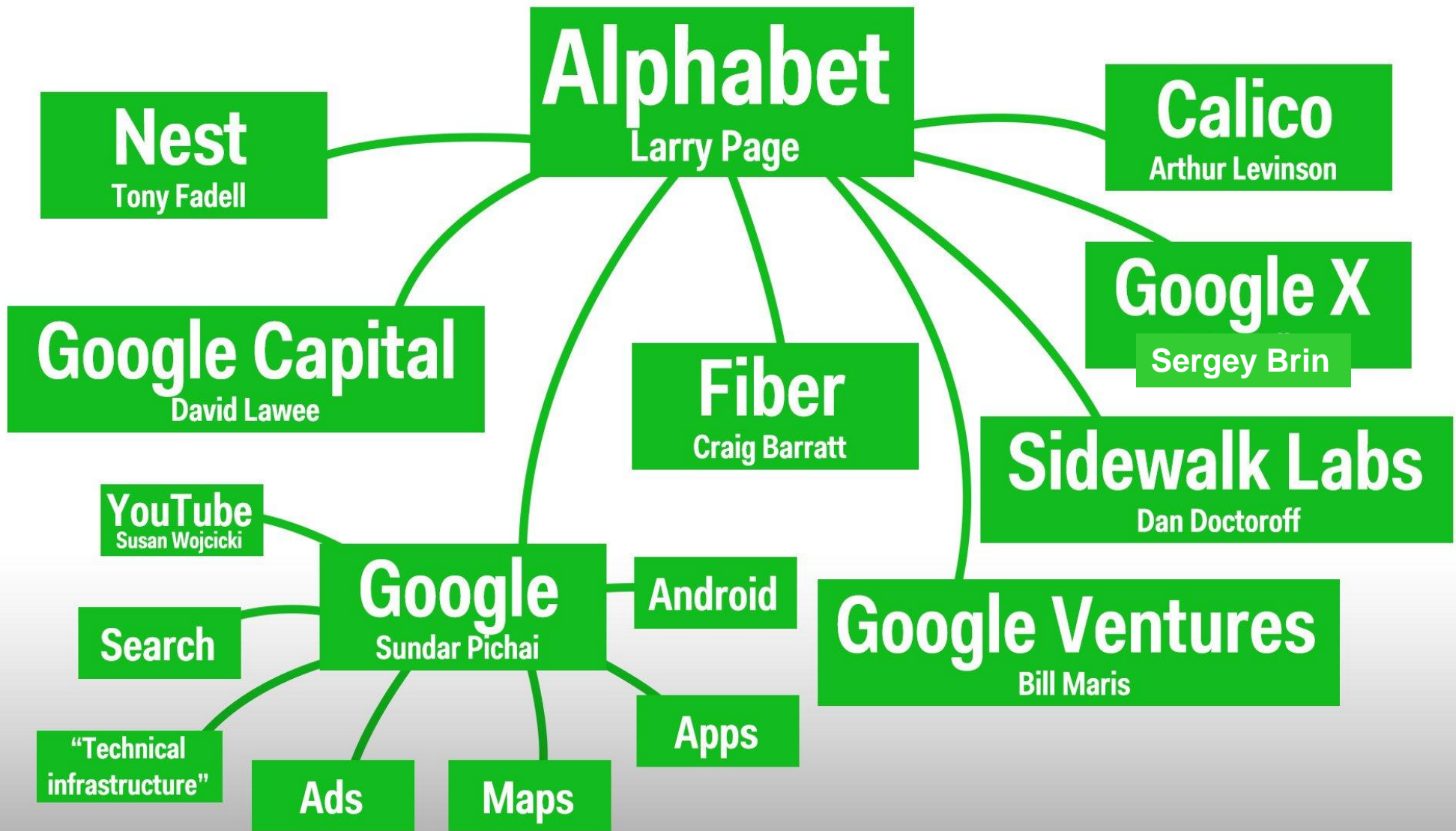
## Over 151 Google Products & Services



# Alphabet



Graphic: CNNMoney; Source: Company filings



[http://www.pfoertsch.com/wordpress/?page\\_id=2586](http://www.pfoertsch.com/wordpress/?page_id=2586)

Venture capital	2015
Revenue	US\$74.98 billion
Operating income	US\$19.36 billion
Net income	US\$16.34 billion
Total assets	US\$147.46 billion
Total equity	US\$120.33 billion
Number of employees	64,115 (Q1 2016)

# Where do visitors go on google.com? 2013



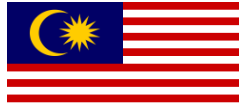
Subdomain	Percent of Visitors
google.com	72.14%
mail.google.com	49.44%
accounts.google.com	34.27%
docs.google.com	13.49%
plus.google.com	10.69%
drive.google.com	7.07%
translate.google.com	6.63%
support.google.com	5.65%
maps.google.com	5.28%
adwords.google.com	3.46%
play.google.com	2.88%
news.google.com	2.30%
developers.google.com	1.09%
productforums.google.com	1.02%
sites.google.com	1.01%
code.google.com	0.94%
url.google.com	0.81%
groups.google.com	0.77%

# 72.14%



<http://www.minterest.org/google-products-services-you-probably-dont-know/>

# STRATEGIC PLANNING BY USM LIBRARIANS



# MINISTRY OF EDUCATION (MOE) MALAYSIA



Research University  
(RU)

Accelerated Program  
for Excellence  
(APEX)

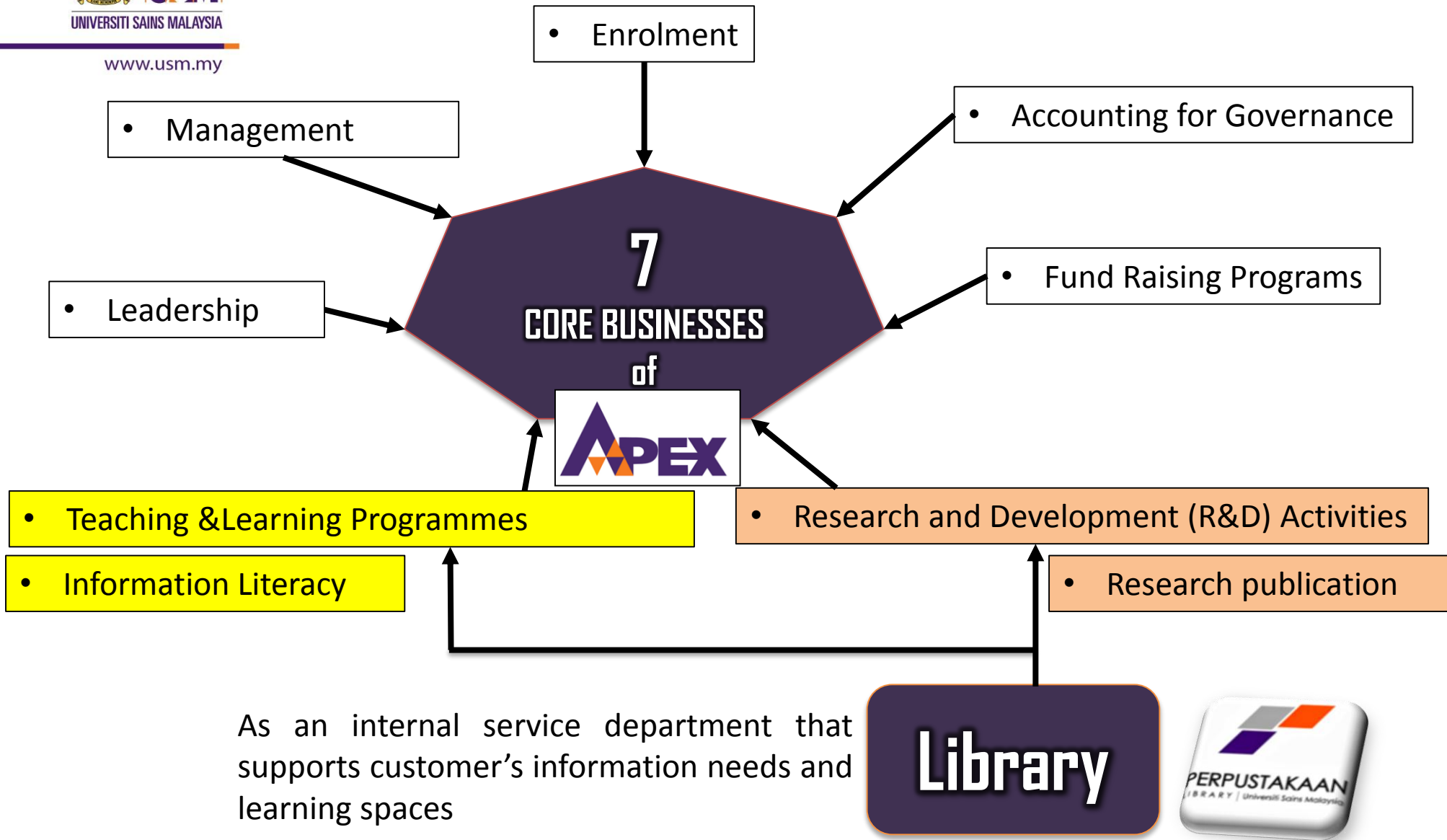


World class HEI & Led-  
sustainability university

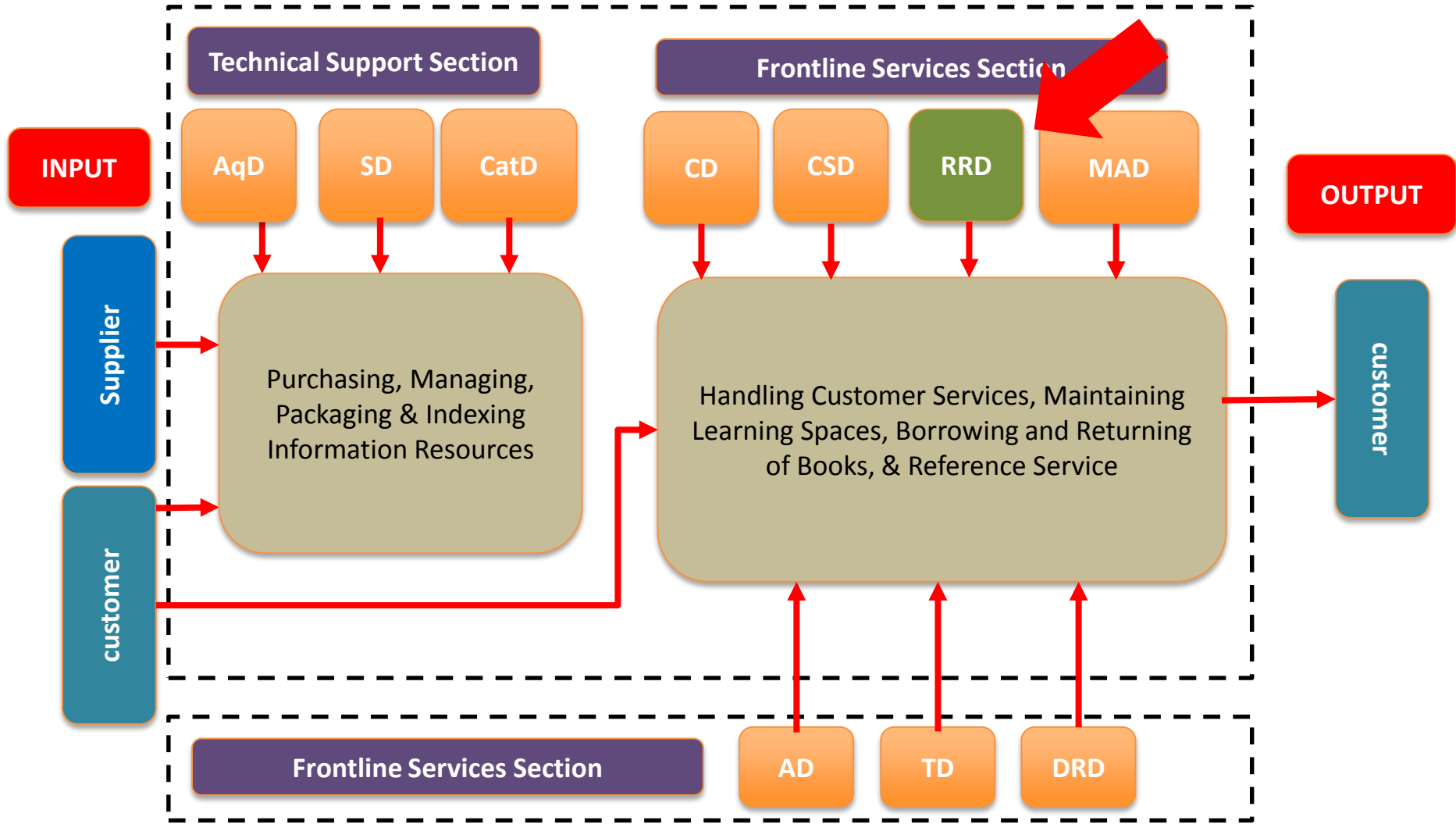
## Support Academic & Research



# UNIVERSITI SAINS MALAYSIA LIBRARY



# BUSINESS PROCESS FLOW IN USM LIBRARY



## Legend

- AqD : Acquisition Division
- SD : Serial Division
- Cat : Cataloguing Division

- CD : Circulation Division
- CSD : Customer Service Division
- **RRD : Reference & Research Division**
- MAD : Malaysiana & Archive Division

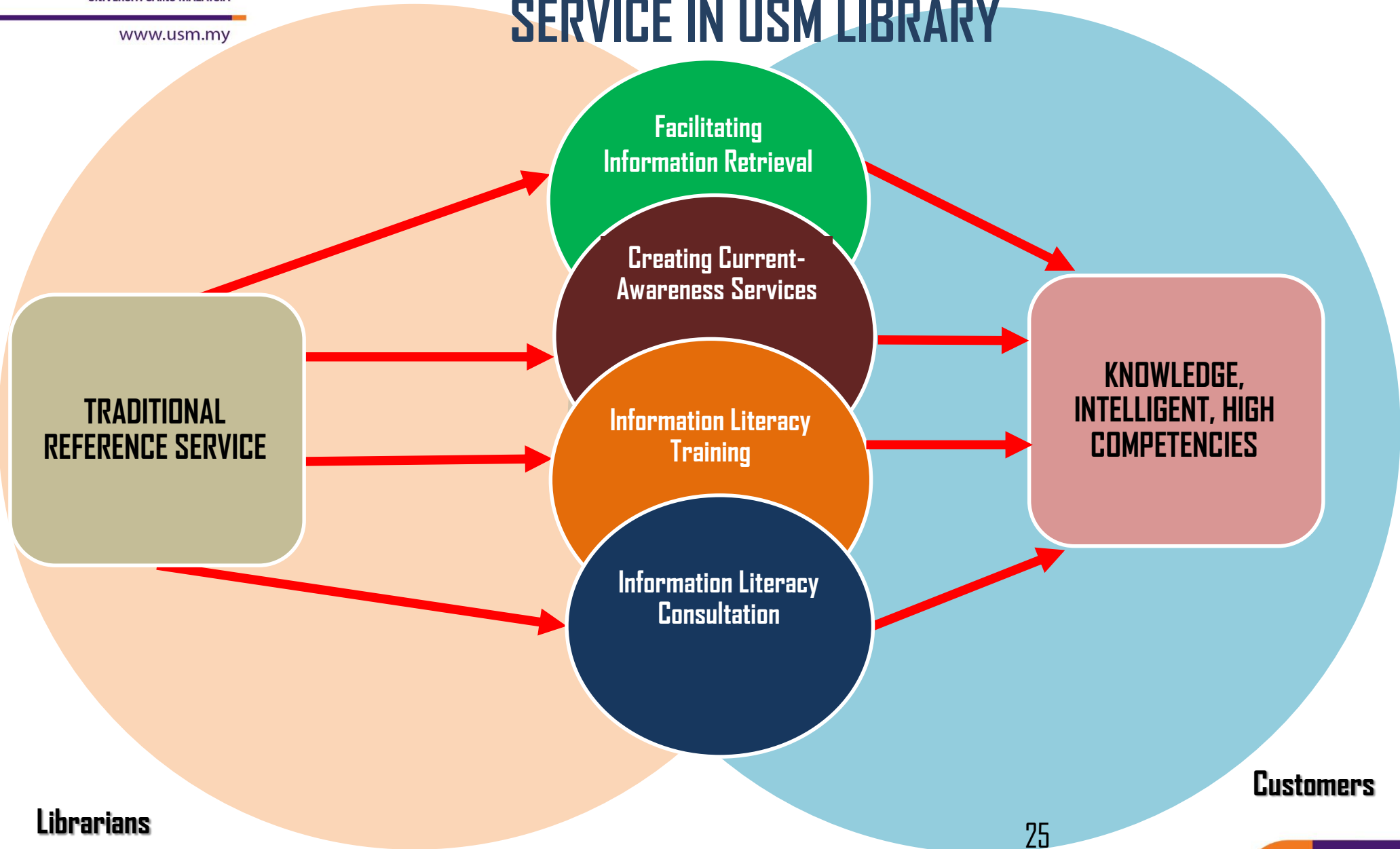
- AD : Administration Division
- TD : Training Division
- DRD : Digital & Repository Division

# THE CORE BUSINESS OF REFERENCE & RESEARCH SERVICE IN USM LIBRARY

Provide **facilities, awareness, training and consultation** for customers in order to retrieve the authentic information.



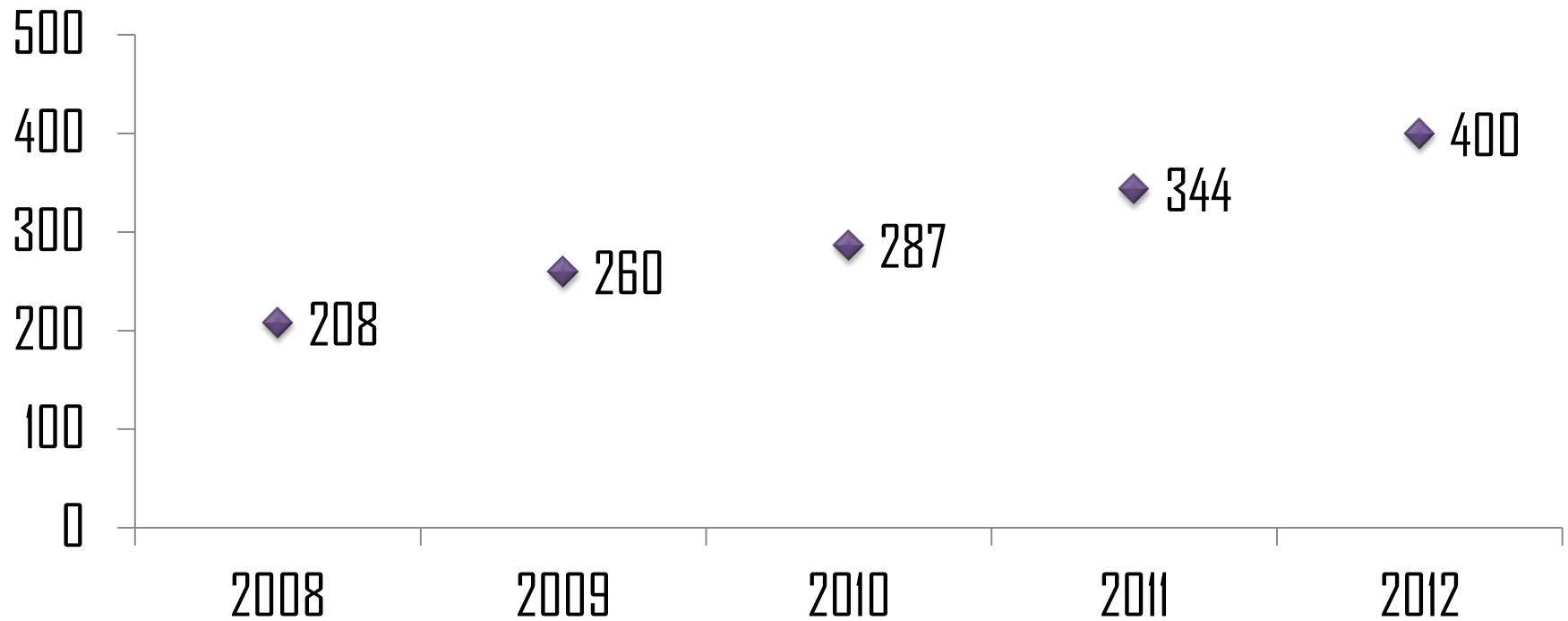
# THE CORE BUSINESS OF REFERENCE & RESEARCH SERVICE IN USM LIBRARY



# THE POSITION & PERFORMANCE

# Total Number of Customers for Reference & Research Division

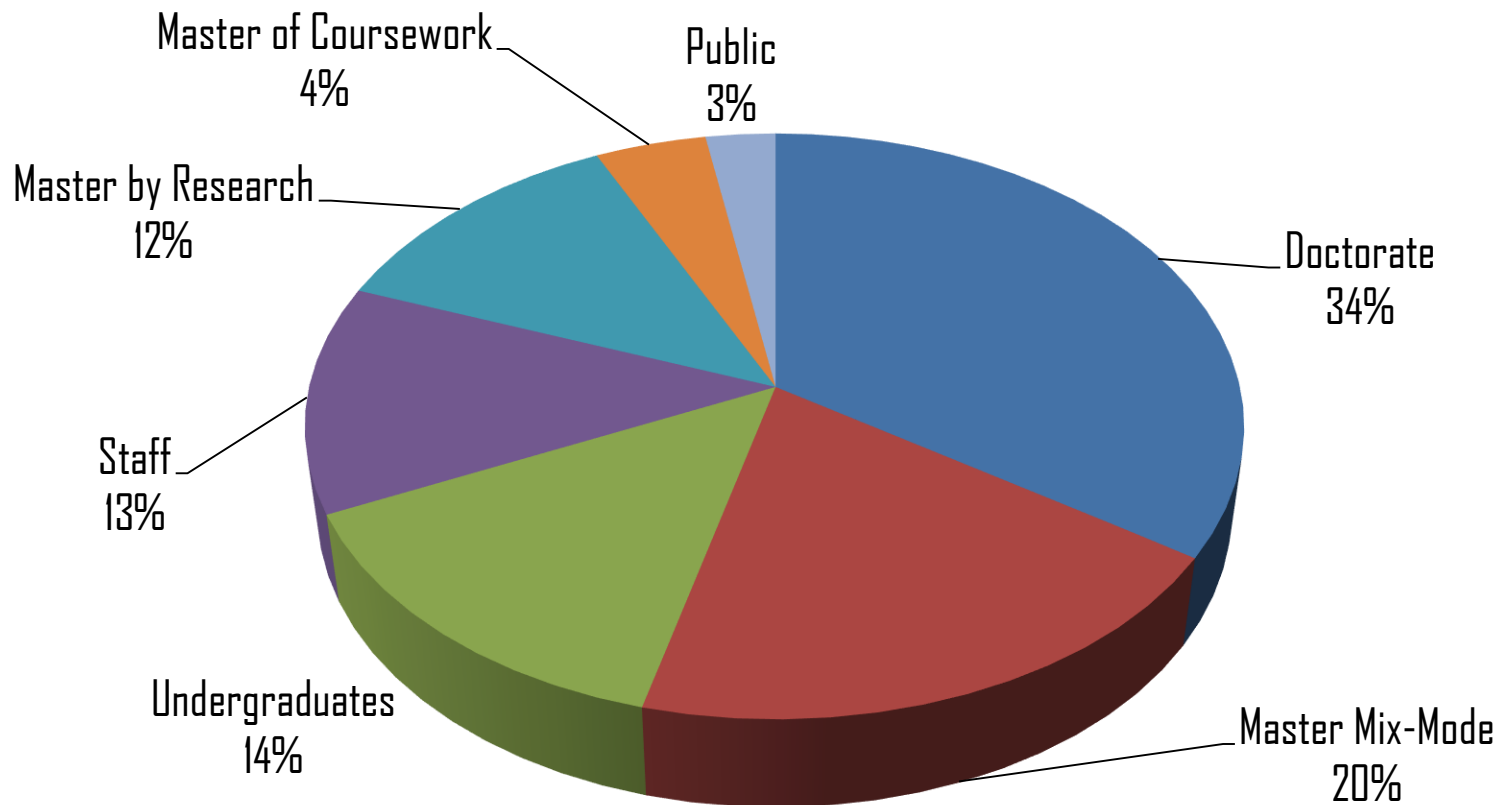
1,499 Customers



**Average: 1 person / day**

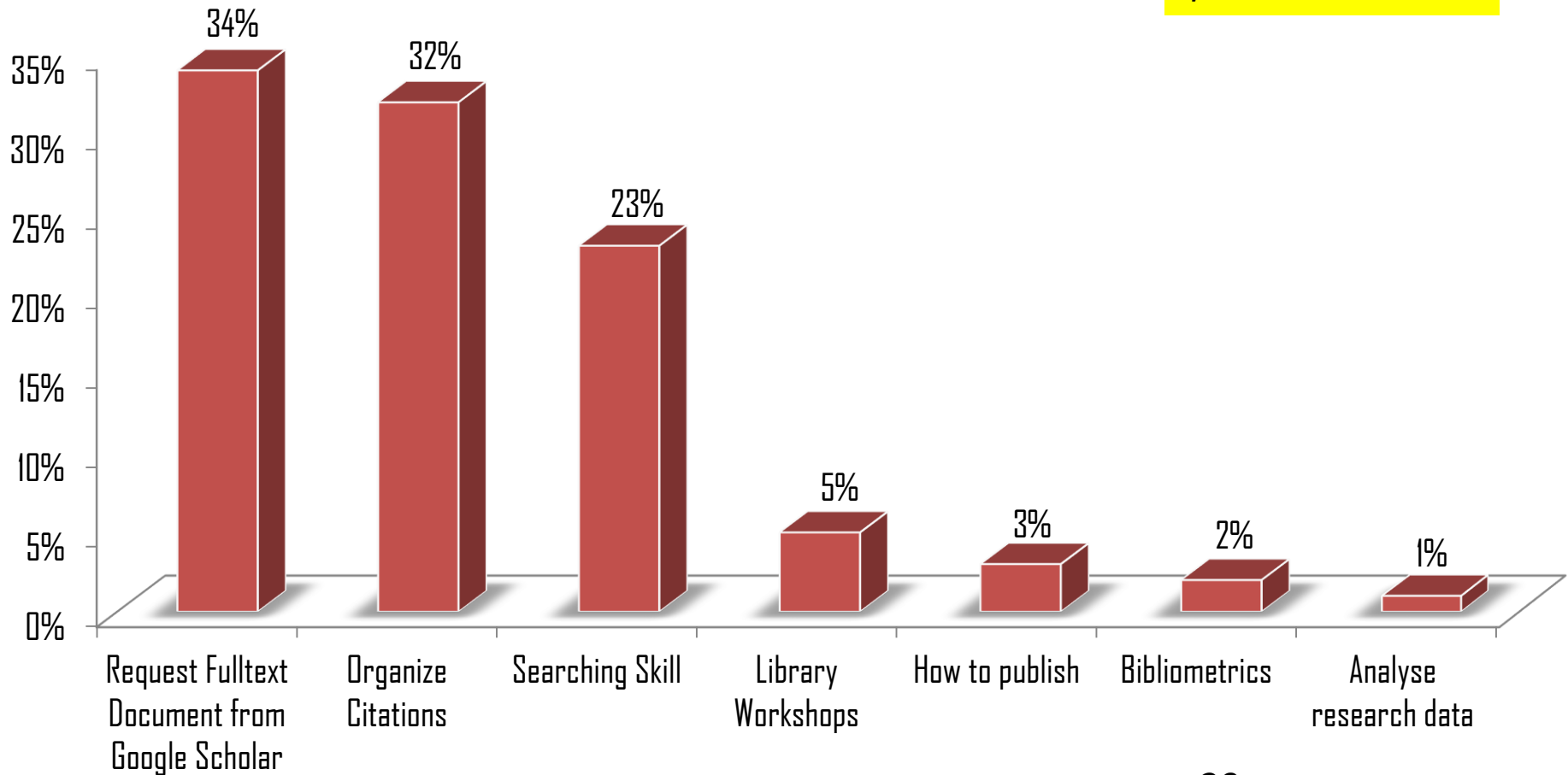
## CATEGORIES OF CUSTOMER FOR REFERENCE SERVICES YEAR 2008-2012

1,499 Customers

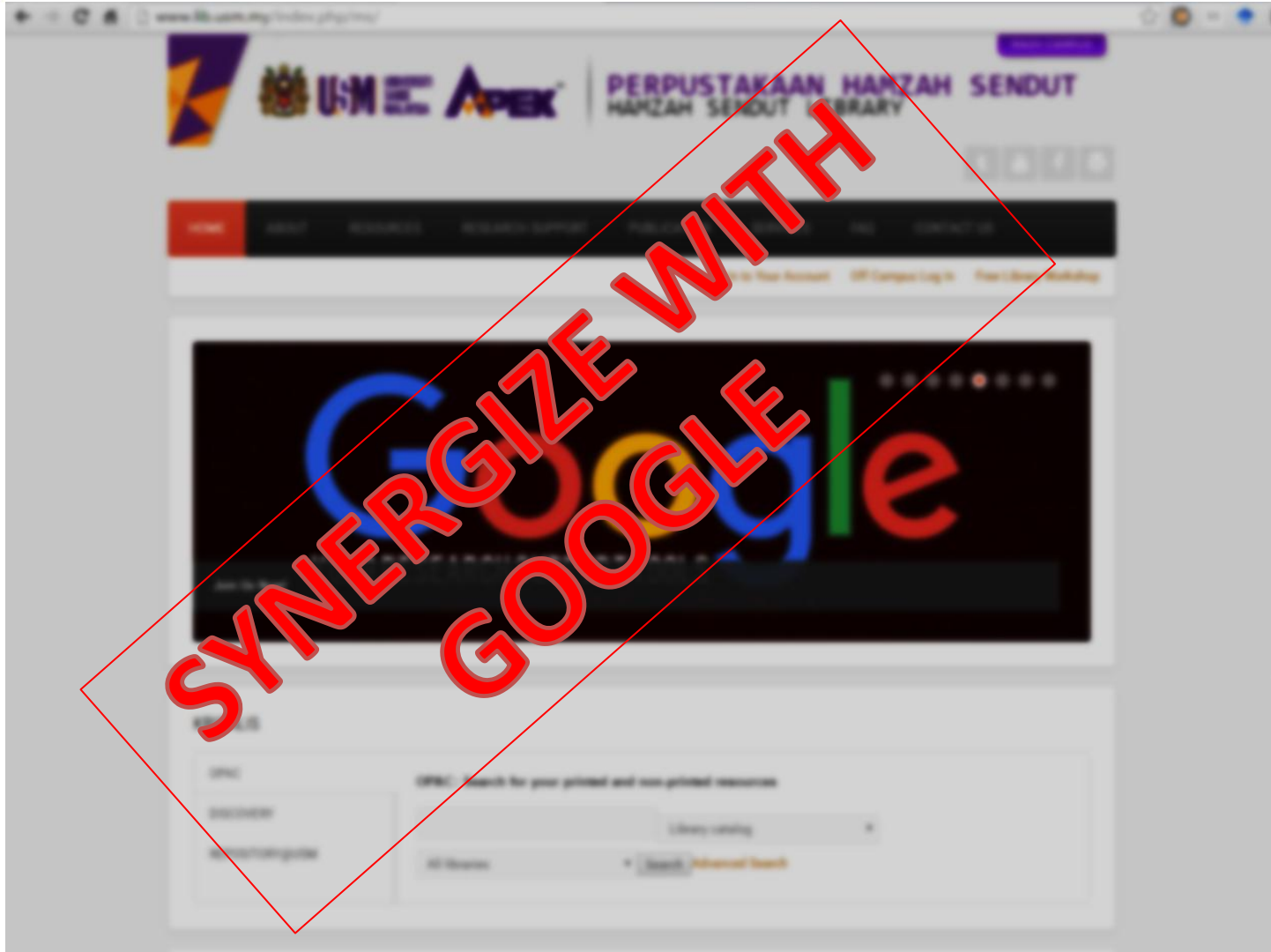


# CATEGORIES OF CUSTOMERS' ENQUIRIES YEAR 2008 -2012

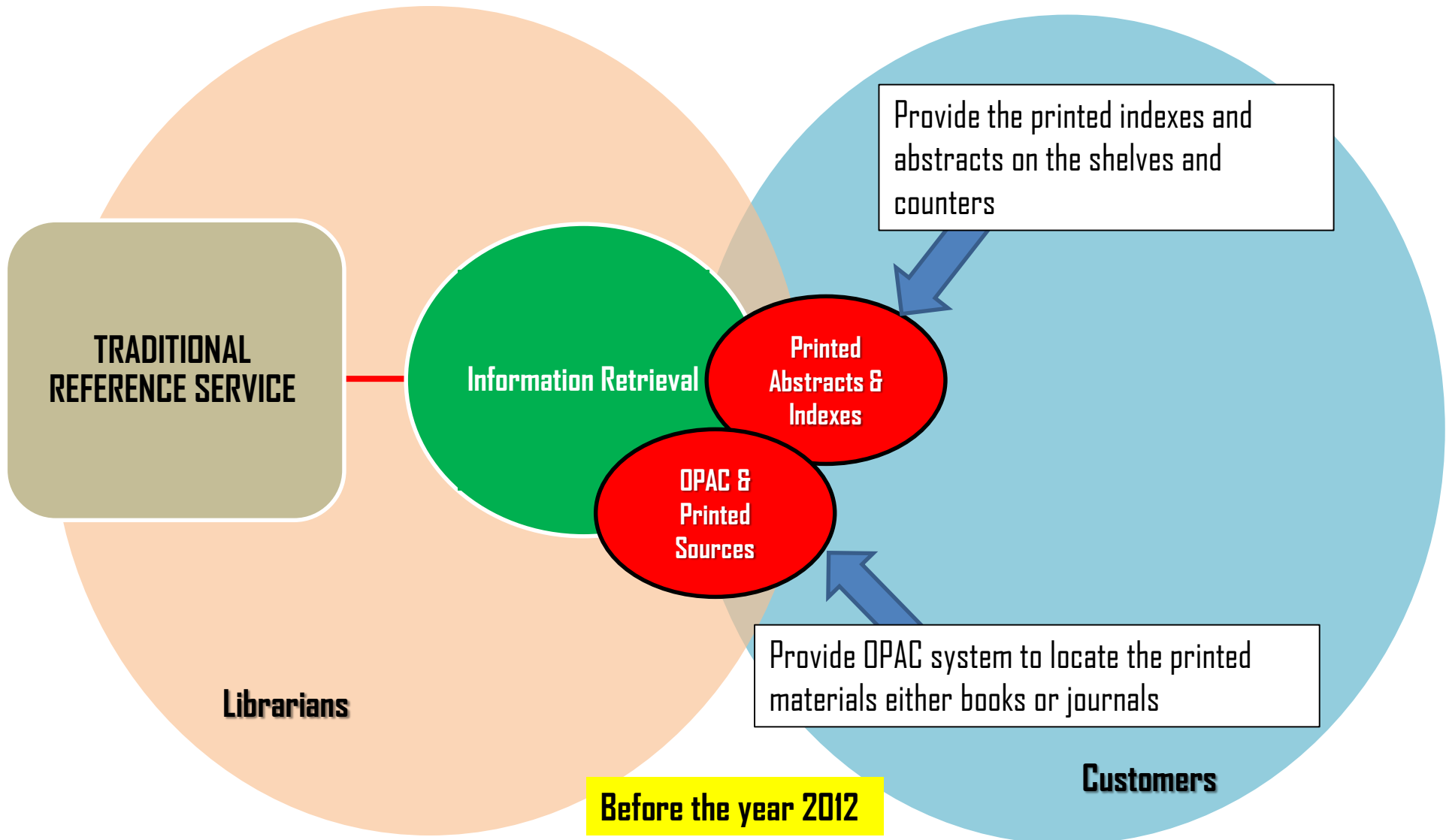
1,499 Customers



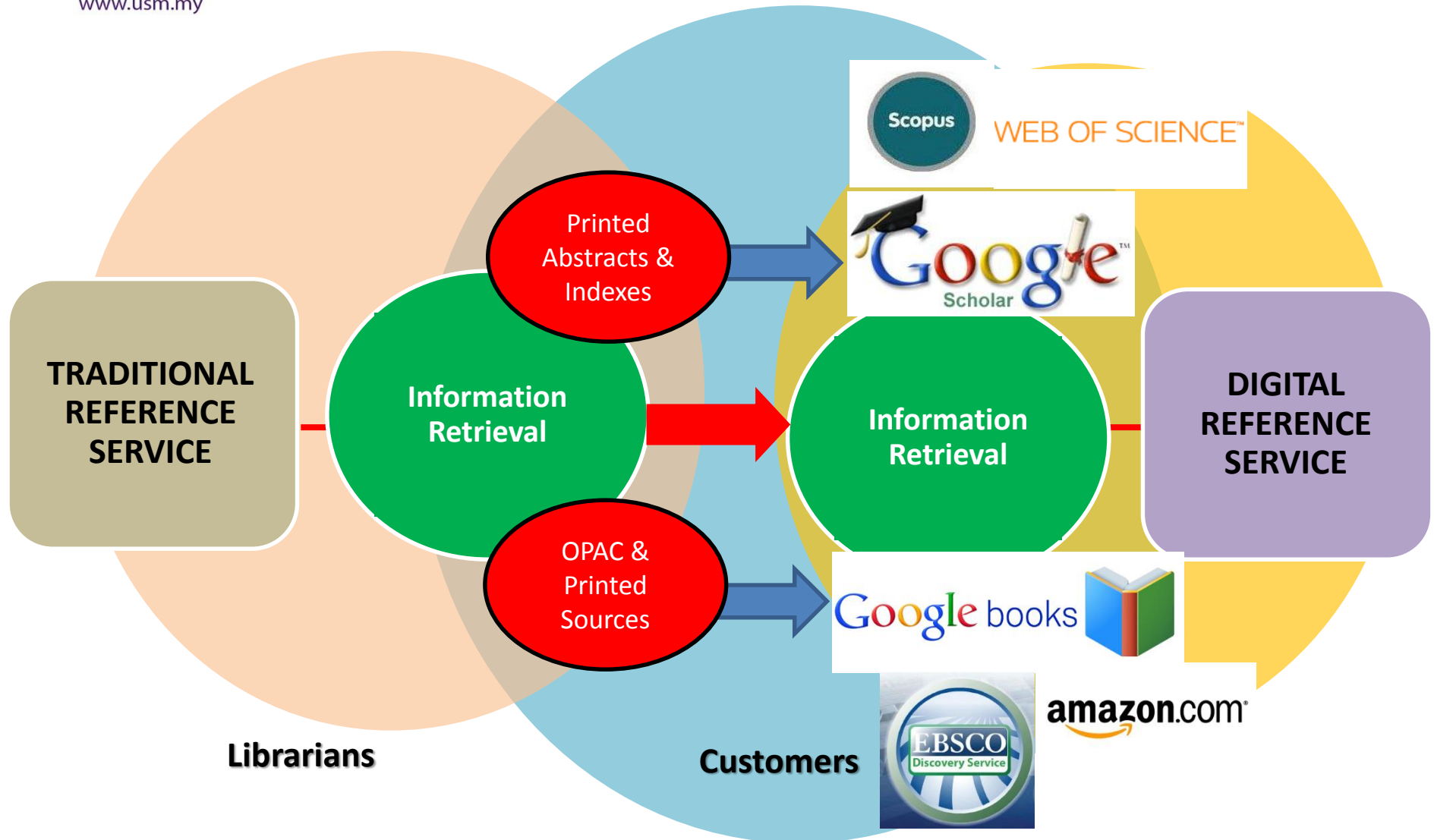
# SYNERGIZE THE SERVICE TOOLS



# SYNERGIZE THE SERVICE TOOLS



# SYNERGIZE THE SERVICE TOOLS

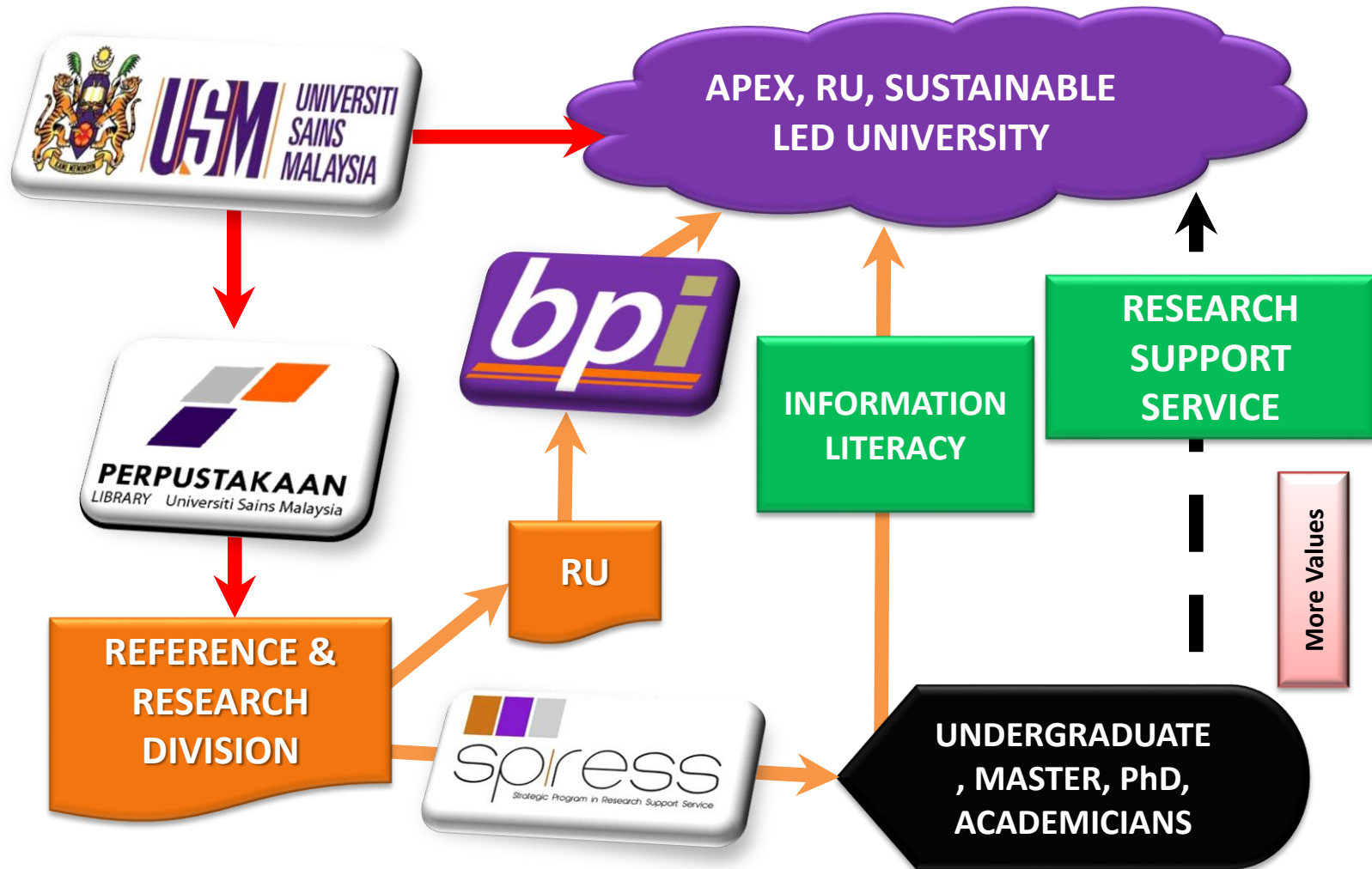


After Year 2012



# STRENGTHEN THE RESEARCH SUPPORT SERVICE

# CHANGE THE SERVICE LANDSCAPE YEAR 2013



# ESTABLISHMENT OF TASK FORCE GROUP YEAR 2013



## ADVISORS



Mohd Pisol Ghadzali



Ali Hj. Abd. Rahim



Mohd Nasir Hj Mohd Rashid

## SUPERVISOR



Hamdan Hassan

## MANAGER



Muhammad Akmal Ahmat

## SECRETARY



Noor Adilah Azmi



MS Word for Thesis



Mendeley & Bibliography Management Software



Open Access Publication



Google 'Your Research Support Tools'



# APPOINTMENT OF PRODUCT LEADER AND TEAM MEMBERS



Musa Mohamed Ghazali



Lizawati Muhammadan



Shahriza Fadly Misaridin



Muhammad Akmal Ahmat



- Mohd Kamal Mohd Napiah
- Abd Halim Ismail



- Noor Adilah Azmi
- Jamilah Hassan Basri



- Mohd Ikhwan Ismail
- Husriati Hussain
- Noor Azlinda Wan Jan
- Rosnani Ahmad



# Google

## For Research Support Tools



Search



Drive



Scholar



Map



Books



Blogger



Calendar



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# UPCOMING PRODUCTS

*NVIVO* 

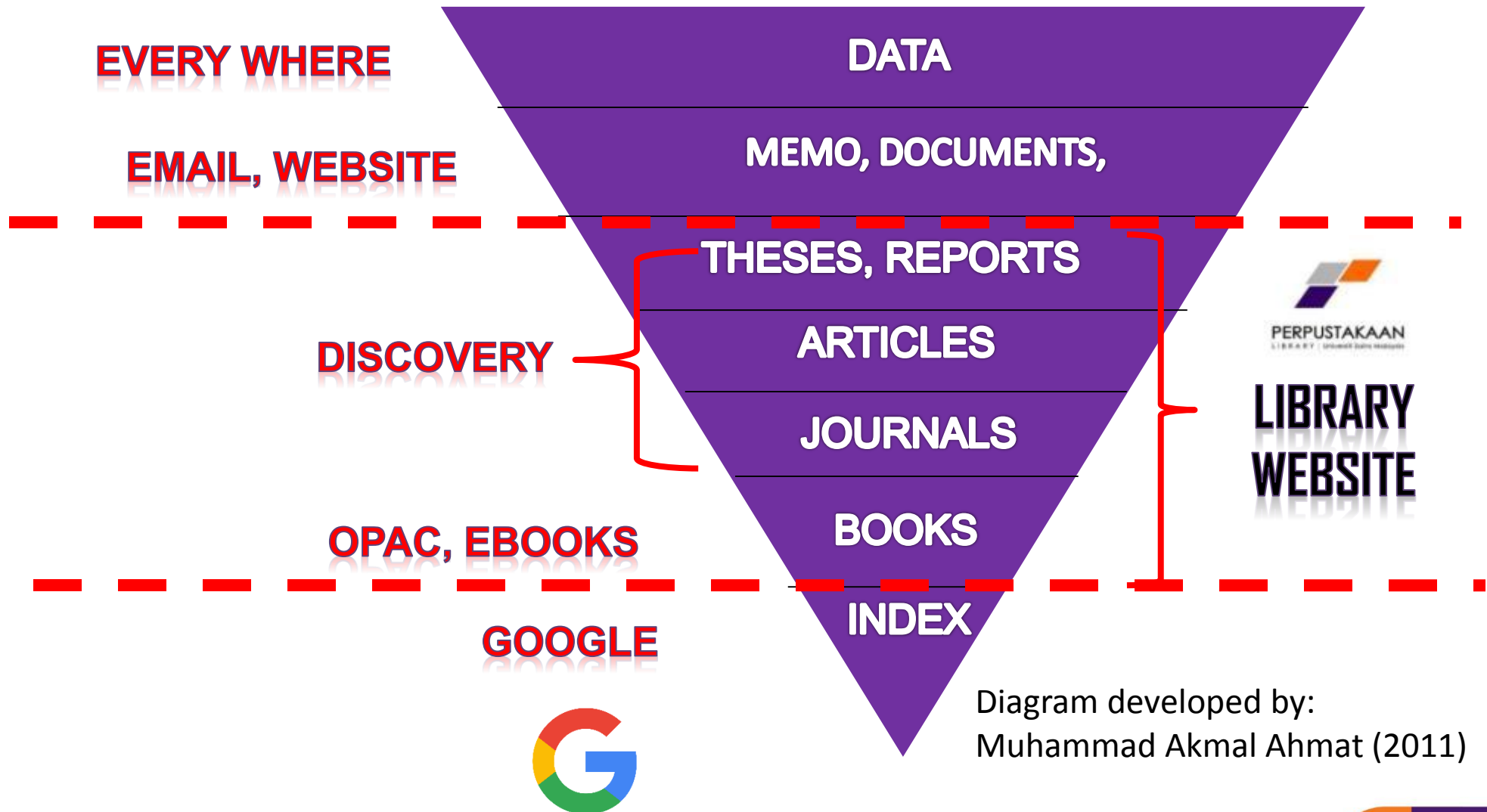


atlas.ti



**SPSS**<sup>®</sup>

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rujuk 🗄️ 🔔 🏠

👤 🌐 ⚙️

All News Videos Images Maps More ▾ Search tools

About 86 results (0.81 seconds)

Tip: Search for **English** results only. You can specify your search language in Preferences

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[elib.usm.my/cgi-bin/koha/opac-detail.pl?...](http://elib.usm.my/cgi-bin/koha/opac-detail.pl?...) ▾ Translate this page  
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Provides virtual subject library, reference resources, collections, OPAC, services and electronic journals.  
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You've visited this page 4 times. Last visit: 9/7/15

### Sasterawan negara Usman Awang - Universiti Sains Malaysia...

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Sasterawan negara **Usman Awang** / Zurinah Hassan. By: Zurinah Hassan . Publisher: Kuala Lumpur : Dewan Bahasa dan Pustaka, 2006Edition: Edisi kedua.



### Puisi-puisi pilihan sasterawan negara Usman Awang

[elib.usm.my/cgi-bin/koha/opac-detail.pl?...381311](http://elib.usm.my/cgi-bin/koha/opac-detail.pl?...381311) ▾ Translate this page  
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Google  🔍

Universiti Sains Malaysia Library catalog > Details for: Usman ...

← → ↻ 🏠 <https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=koha%20usm%20usma>

**Google** koha usm usman awang  

All News Images Videos Maps More ▾ Search tools



About 730 results (1.08 seconds)

[Universiti Sains Malaysia Library catalog > Details for: Usman ...](#)  
[elib.usm.my/cgi-bin/koha/opac-detail.pl?...593279](http://elib.usm.my/cgi-bin/koha/opac-detail.pl?...593279) ▾ [Translate this page](#)  
**Usman Awang** dalam esei dan kritikan / penyelenggara, Halilah Haji Khalid.  
Contributor(s): Halilah Khalid. Publisher: Kuala Lumpur : Dewan Bahasa dan ...

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[elib.usm.my/cgi-bin/koha/opac-detail.pl?...](http://elib.usm.my/cgi-bin/koha/opac-detail.pl?...) ▾ [Translate this page](#)  
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Kuala Lumpur : Dewan Bahasa dan Pustaka, 2006Edition: Edisi kedua.

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Solehah Ishak. By: **Usman Awang**. Contributor(s): Adibah Amin | Solehah Ishak.

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**Google** koha usm usman awang  

Puisi-puisi pilihan **Usman Awang** : untuk tingkatan 6 / Rahman Shaari ... **USM**] (1),  
Perpustakaan Awam Cawangan Pasir Mas [Call number: D 899.23 **USM**] (1).

[Koha online catalog > Results of search for 'au:Usman Awang,...](#)  
[koha.kelantanlibrary.gov.my/.../koha/opac-search.pl?...](http://koha.kelantanlibrary.gov.my/.../koha/opac-search.pl?...) - [Translate this page](#)  
by Rahman Shaari, 1949- | **Usman Awang**, Datuk, 1929-2001. ... 899.23 **USM**] (1),  
Perpustakaan Awam Cawangan Pasir Mas [Call number: D 899.23 **USM**] (1).



Scholar

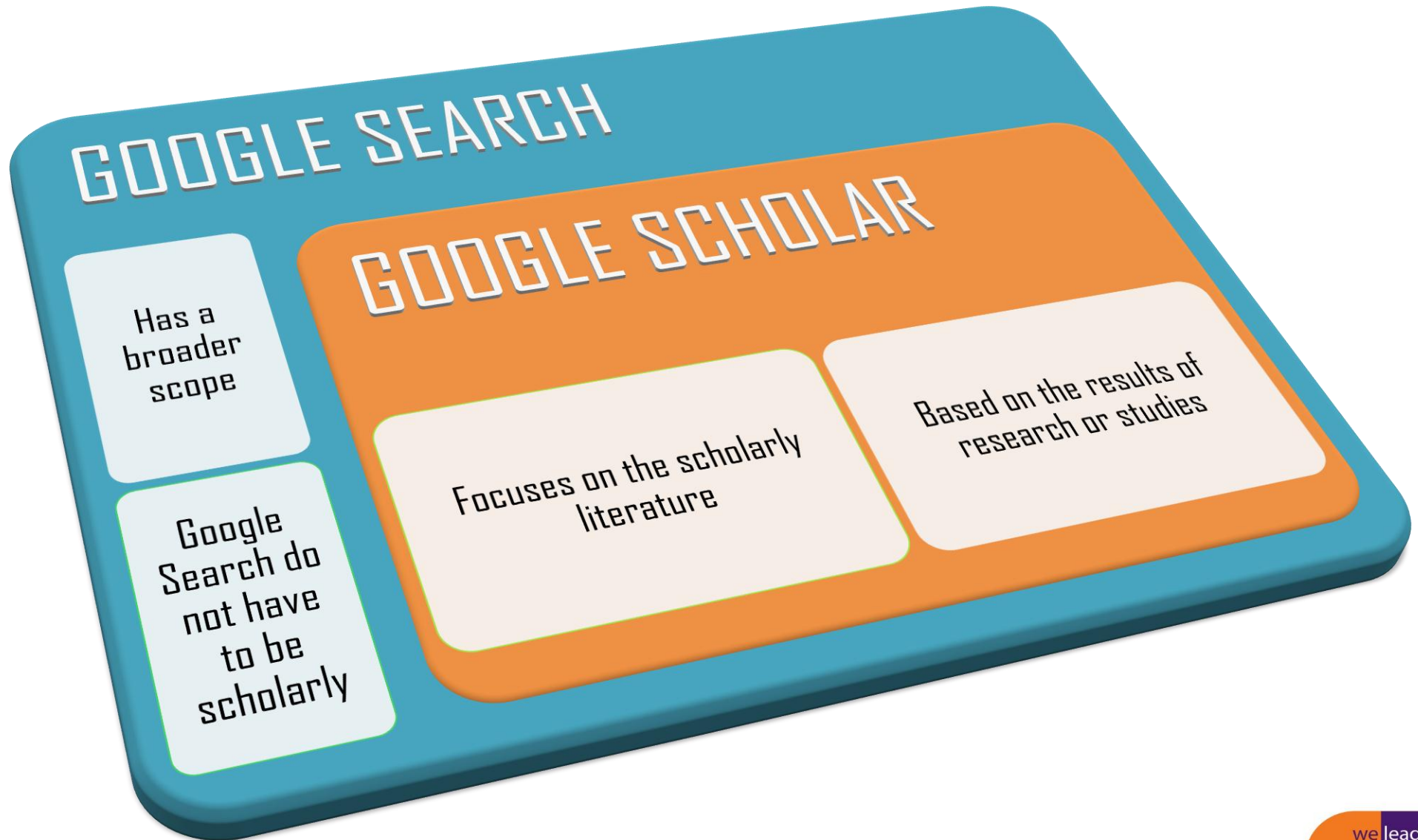
## RESEARCHERS' PERSPECTIVE

- The right techniques to do searching

## AUTHORS' PERSPECTIVE

- The right techniques to make yourself visible on scholarly publication indexes

# RESEARCHERS' PERSPECTIVES



# RESEARCHERS' PERSPECTIVES


<https://scholar>




Scholar

About 374 results (0.03 sec; Showing 50 matches)

My Citations

Redo the above query as:  Quoted author name  Word matching

## Co-authors clusters

MA Ahmat  
[3] ND Khairuddin, ...

MB Bahari  
[3] MAA Hassali, ...

M Natarajan  
[3] GV Popescu, ...

M Akmal  
[5] R Arif, ...

A Abraham  
[3] YH Choo, ...

K Ghorbani  
[2] A Wayayok

SG Ahmad  
[3] SR Ahmad, ...

NA Ayyubi  
[1] NA Ayyubi

M Ayub  
[3] A Javaid, ...

NB Ahmad  
[1] NB Ahmad

MI Felisberti  
[3] Journal of app..., ...

A Caliskan  
[4] O Kirisci, ...

HH Afifi  
[3] AAA Azeem, ...

K Bhubalan  
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F Bertucci  
[5] D Birbaum, ...

## Hide the calculator

Impact indices (computed on displayed results only)						
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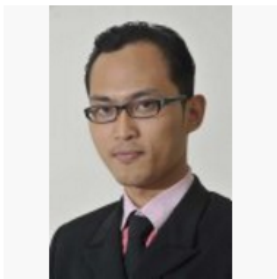
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# Challenges

- Risks due to discontinued products.
- Difficulties to adapt any changes of features sustainably.
- Difficulties to find the right mentors.

# LEARN FROM THE EXPERTS



# WHEN THE LIBRARIANS PROVIDE THE SERVICES, THEY SHOULD BE ACT AS

<b>Sentry</b>	Guard the Gate. Be confident that the information available is of the highest quality.
<b>Evaluator</b>	Compare and Recommend. Help information consumers make decisions between content options.
<b>Filter</b>	Help sort the wheat from the chaff and offer information consumers the relevancy they crave.
<b>Certifier</b>	Never tell a lie. Set information consumers at ease by providing a means to back up their fact finding.
<b>Aggregator/Synthesizer</b>	Help information consumers draw connections between multiple sources in order to see the bigger picture.
<b>Organizer</b>	Sort and Align. Provide resources in a manner that makes tasks easier.
<b>Network Node</b>	Connect the dots. Put information consumers in touch with others who can help.
<b>Facilitator</b>	Help information consumers understand their objectives and assist their efforts to achieve success.

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will always be opportunity for us to improve our library services  
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