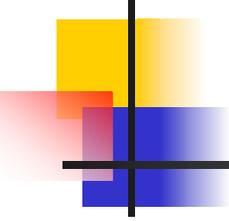


Learning Portal and Virtual Library

**Dr. Kanchit Malaivongs
Fellow of the Royal Institute**

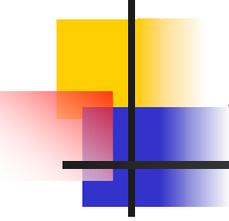


Prescript

- I created this presentation for a seminar more than a year ago. Unfortunately I did not record the date of the presentation. However, I have added several ideas and contents before releasing it in my web.

Kanchit

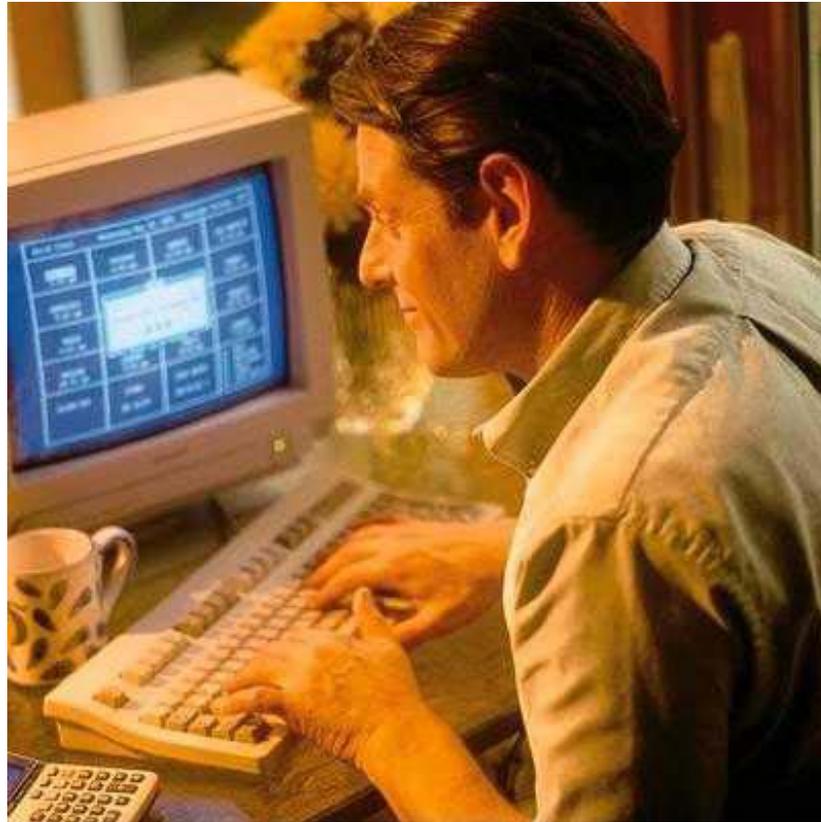
8 April 2003



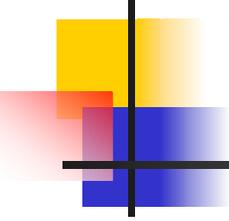
Agenda

- Movement towards Learning Portals
- Development of Learning Portals
- Virtual Libraries in Thai
- Issues in Virtual Library Development
- Conclusion

Movements to Library Portals

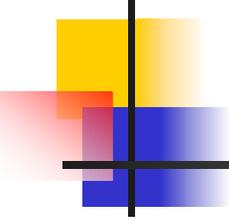


F9-0826C © Harry Bartlett • VCG



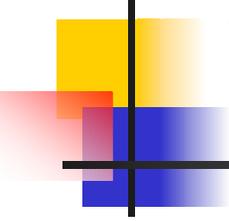
What is a Portal?

- Filtering device for information and services
- Presents information that users want in the form and style that they want to see and use
- Information viewer centric



Loony and Lyman's Definition

- An epicenter of the web experience, a “home base,” a place to return to when you get lost, a place to keep your information, a place from which to communicate with others, a security blanket or a safety net, and a trusty guide to all things Web.

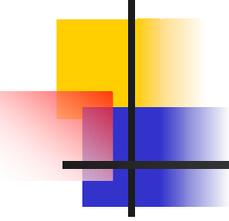


What can it do?

- Provide

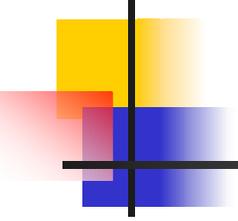
- reliable, fast, secure access and guidance
- to the right information or service
- in the correct context
- available from anywhere at anytime

from Portal Research Home



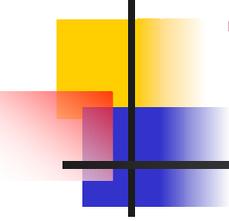
Do we need one?

- Yes
- Universities need to create their own portals.
- Research institutes need to have ones
- Libraries need to create ones
- Companies also need to create portals for their executives



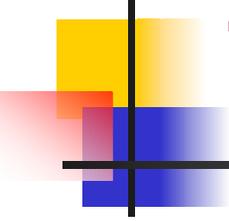
Types of Portals

- Vertical portals
 - Portals which provide specific information products or a topical information category for a group of specific users
- They may be simply web links or collections of web links and other functionalities such as email, forums, etc



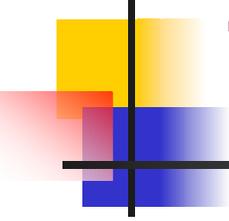
Types of Portals

- Horizontal portals
 - provide wide range of information products
 - Well known examples are Yahoo, Excite, AltaVista
 - These are also called megaportals
 - allow users to select components and define contents to their satisfaction



Types of Portals

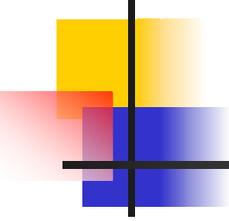
- Enterprise Resource Portals (ERP)
 - Extension of company's intranet
 - Provide information for employees to work more productively such as news, events, knowledge
 - Mostly inward focused – that is providing information related to internal issues and problem solving mechanisms



Types of Portals

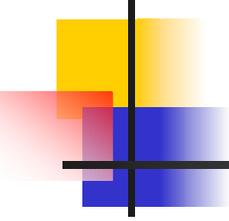
- B2C Portals

- Markets goods and services to customers
- Some may only sells products
- Some others provide additional services to customers such as answering specific questions, guiding customers to find what they want, providing search capability



Examples of Thai Portals

- Kanchanapisek.com
- Siamguru.com
- Pantip.com
- Sanuk.com
- Jorjae.com



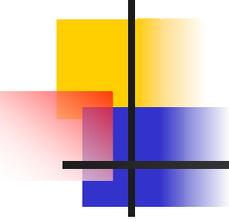
Learning portal strategies

- Depending on objectives
 - University and education institutes
 - Research
 - Children/Women
 - Culture
 - Religion
 - General

Development of Learning Portals

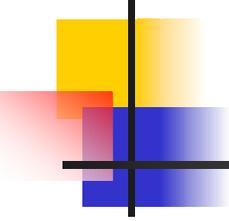


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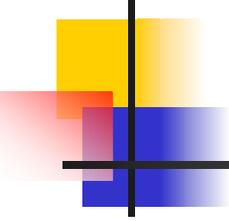
Portal design criteria

- Easy to navigate
 - access to any main category from any page with one click
 - easy to access any subcategories
 - up-down, side-side hyperlink
 - ability to indicate current page location with titles or navigation cues
 - separate external links
 - good navigation concepts



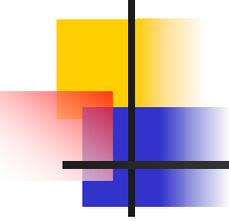
Portal design criteria

- Consistency across pages, contextual themes, and information value
- Ability to display in English and Thai
- Attention to aesthetic details
- Fast loading pages
- Effective and meaningful graphics
- Focused target audience



Portal design criteria

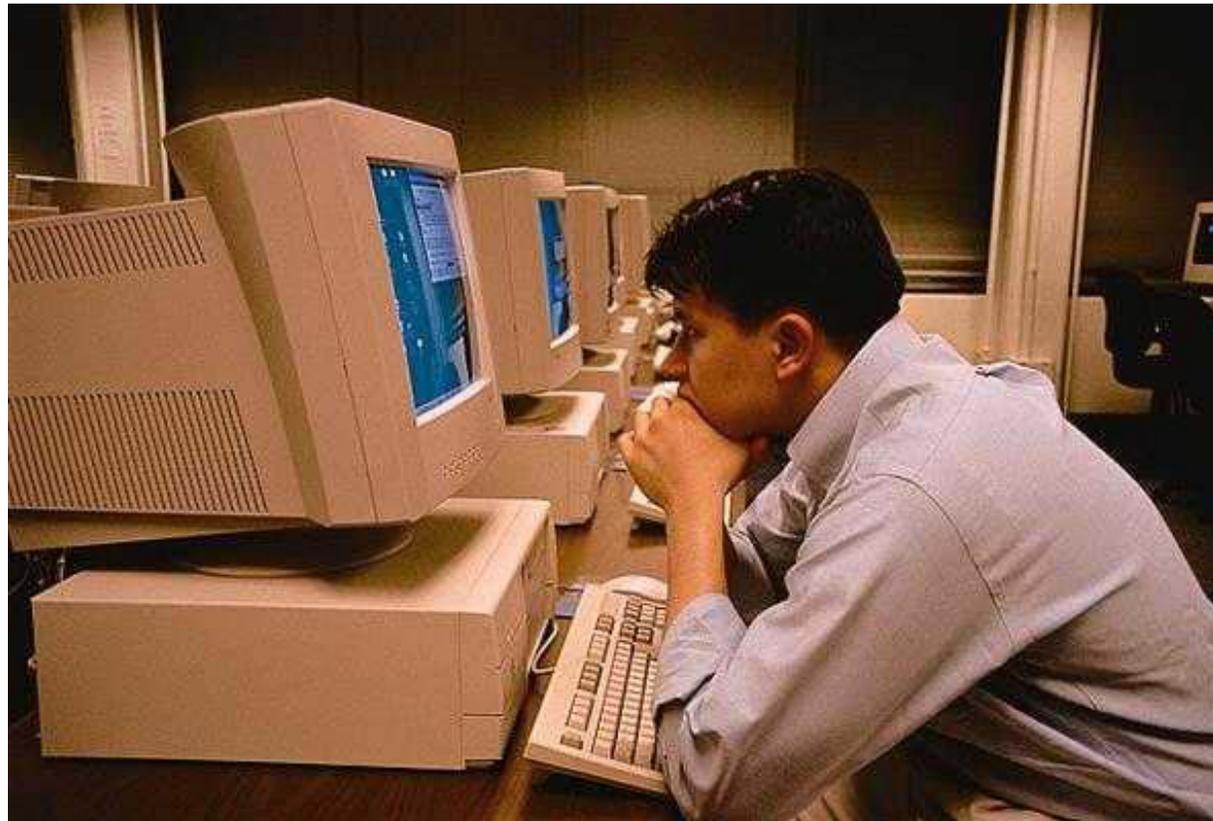
- Correct grammar
- No broken links
- Provide audience with added value contents
- Originality
- Well tested

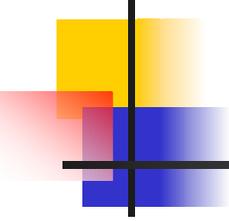


Portal components

- Depends on Objectives
- Titles and developers
- Objectives of portals
- Links
- Communications
- Readable contents

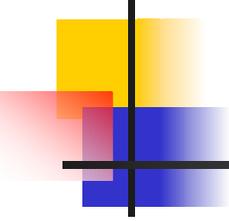
Virtual Library





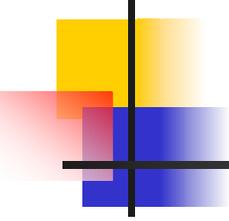
Meanings

- Not so much different from portals
- Collection of media and contents for users to access at anytime and from anywhere.
- These media and contents may not even exist physically



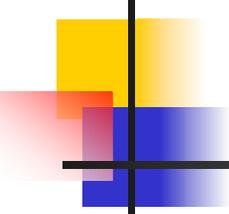
Initiation at TIAC

- TIAC – Technical Information Access Center and AIT have jointly developed a white paper on Virtual Library
- The author is Dr. James Baker
- You can download it from www.tiac.or.th



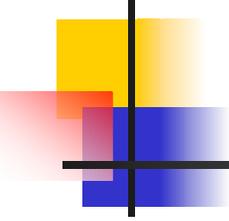
Problems of Virtual Libraries

- Libraries do not own copyright over collected materials
- Publishers do not allow us to convert these contents electronically
- Libraries do not have computer experts
- Need high investments



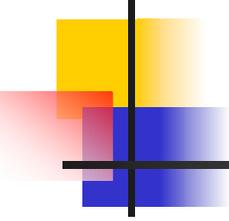
Preparation for Virtual Libraries

- Commitment of Top executives
- Ability to develop
- Best practices in development
- Measurement of usage and feedback
- Continuous improvements



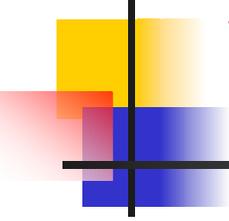
Suggestion for Materials

- Start with one's own materials
- For universities: Thesis and Dissertation, Reports, News, White Papers, Brochures, Lecture Notes, Lectures, Textbooks, Research papers, Research Data, Internal publications, Announcements, etc.



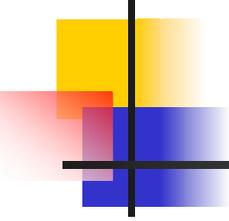
How about Virtual Museum

- Each institute has its own interesting history: Construction and Buildings, Landscape, Collections of artifacts, Photographs of memorial events, Old pieces of equipment, Stories of Famous persons, Offices of famous professors, Collections of Arts



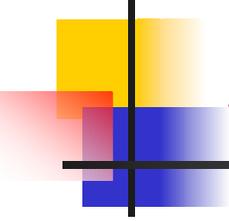
Virtual Museum is Needed

- Virtual Museum displays clear and interesting stories of the institute
- Visitors can study all details vividly
- Ability to access from anyplace and at anytime
- Provide good image



Conclusion

- Portals are new version of WWW
- Portals are similar to virtual libraries
- Educational institutes should develop their own portals
- Work should start with their own copyrighted materials
- Look for a chance to develop VM



Acknowledgement

- I use a lot of materials from the web.
- Unfortunately I lost my notes on these materials. Hence I have to apologize those whose ideas have been mentioned in this presentation.
- Thanks.