



Enhancing Librarians' Competency as Google Experts: Experience in Universiti Sains Malaysia

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**Kolokium Program Perpustakaan Fakulti Pengurusan
Maklumat 2016, Universiti Teknologi MARA
Date: 12 May 2016**

THE STARTING POINT OF CONSCIOUSNESS



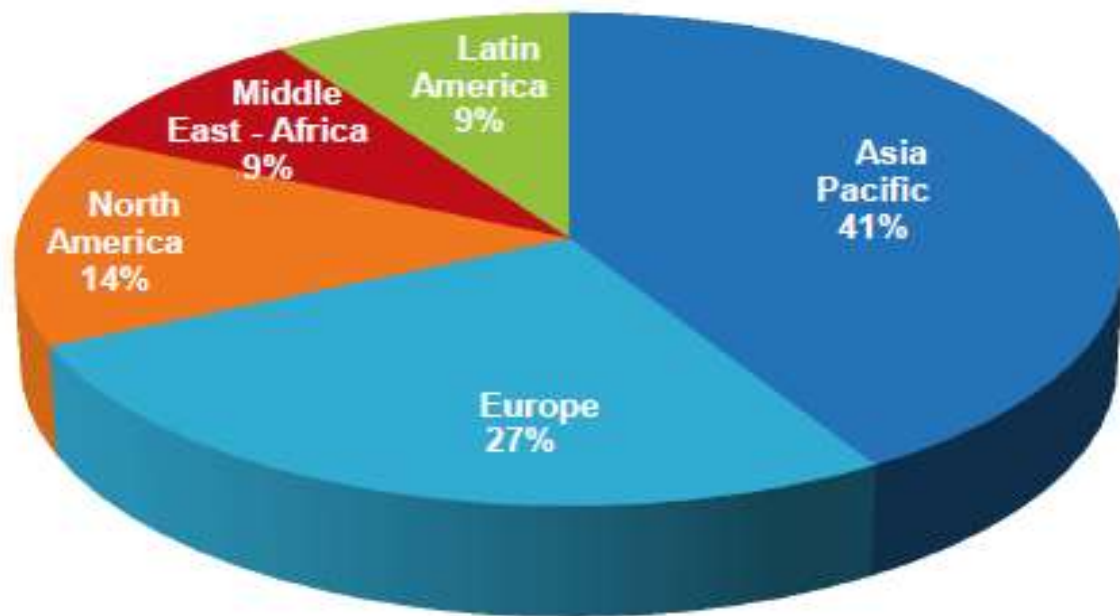
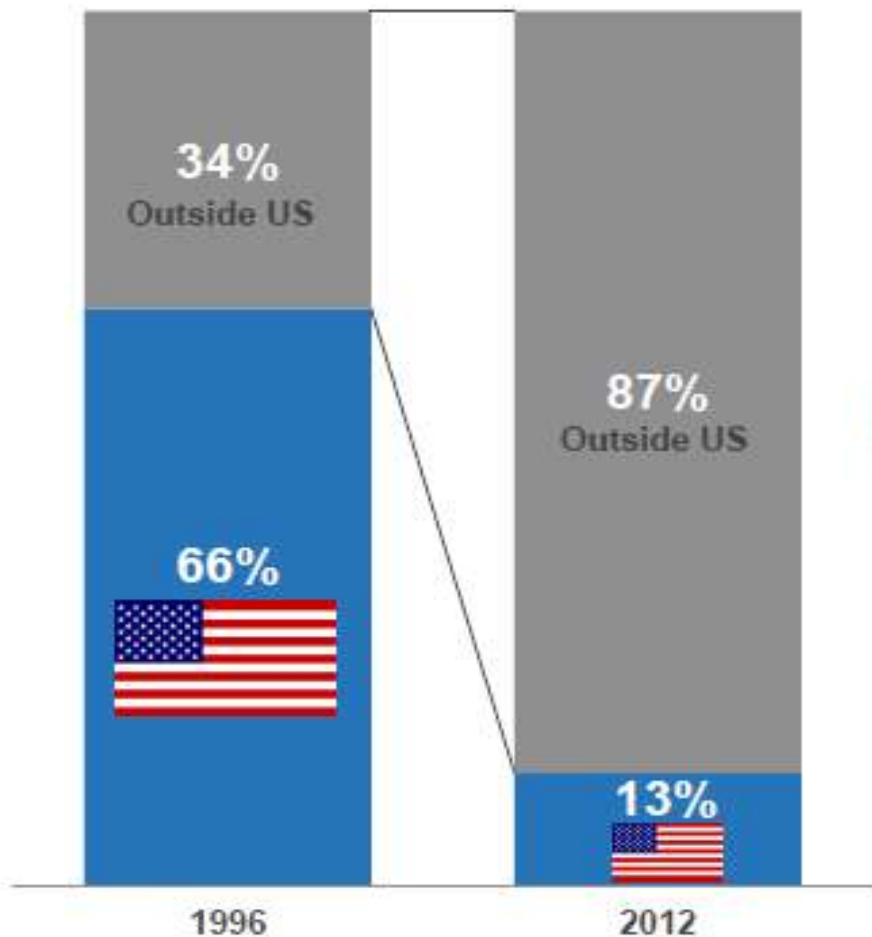
YEAR 2013

THE INTERNET ACCESS IN MALAYSIA



Distribution of Worldwide Internet Audience

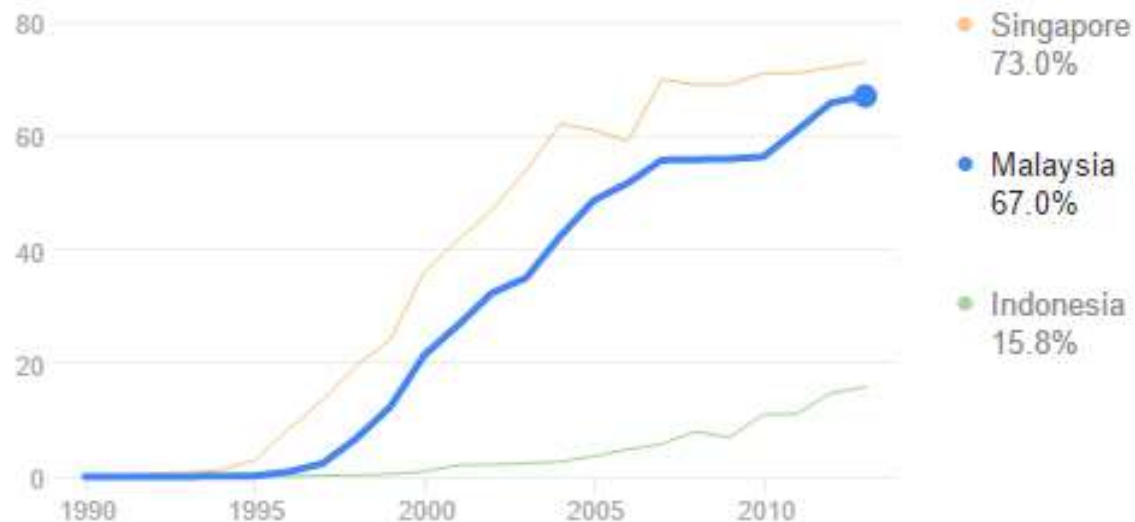
The US is no Longer the Center of the Online Universe



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

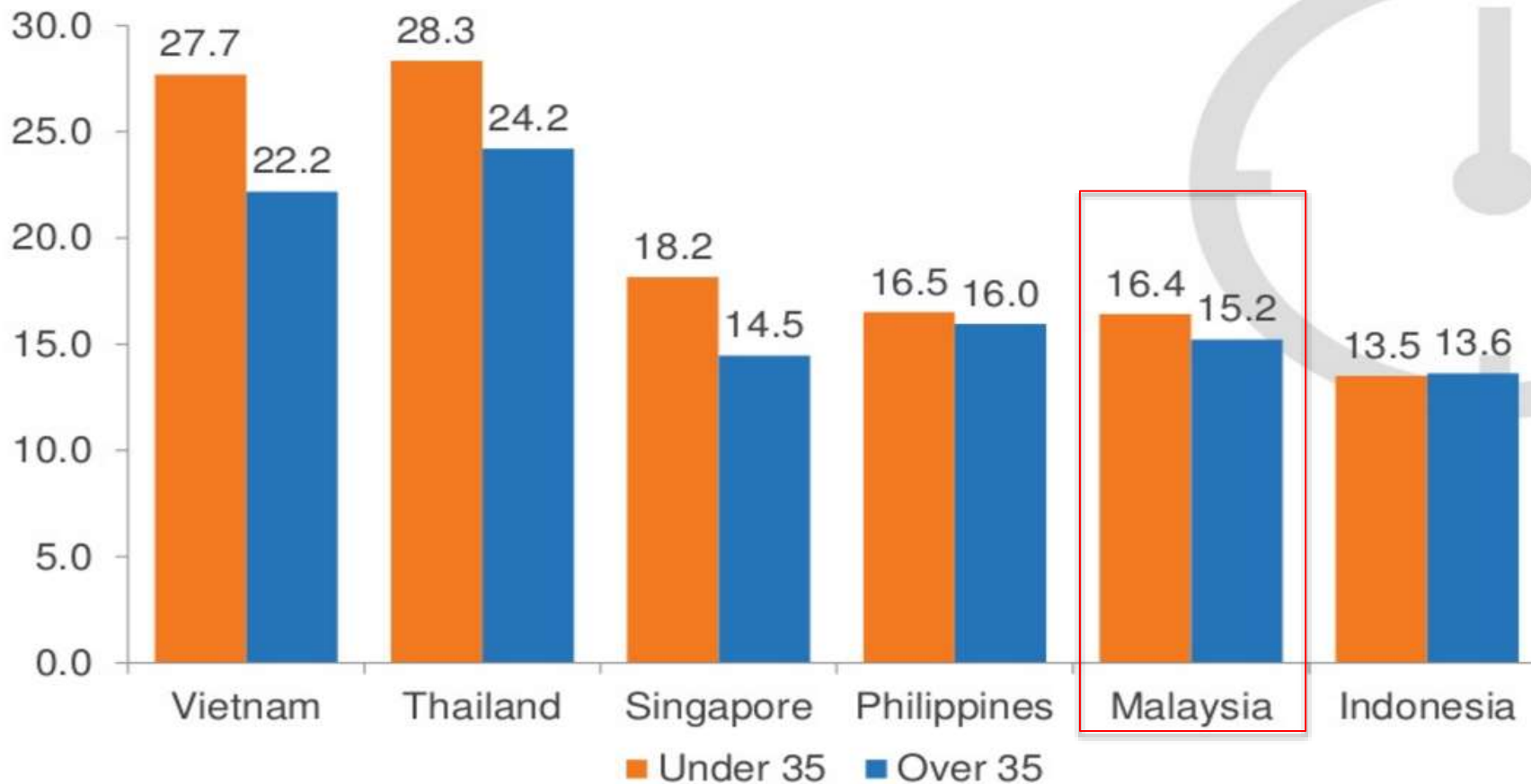
State	Subscriptions ('000)				Penetration rate
	Private household subscriptions	Household equivalent		Total	
		1MIC	1MWV		
Johor	496.09	17.52	31.92	545.53	65.1
Kedah	233.81	8.52	10.62	252.95	53.3
Kelantan	130.06	7.46	7.26	144.78	41.9
Melaka	124.09	3.77	8.88	136.74	64.7
Negeri Sembilan	173.42	5.78	12.12	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



97
PERCENT

16.7 millions internet
users

ENTERTAINMENT / HIBURAN

<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%



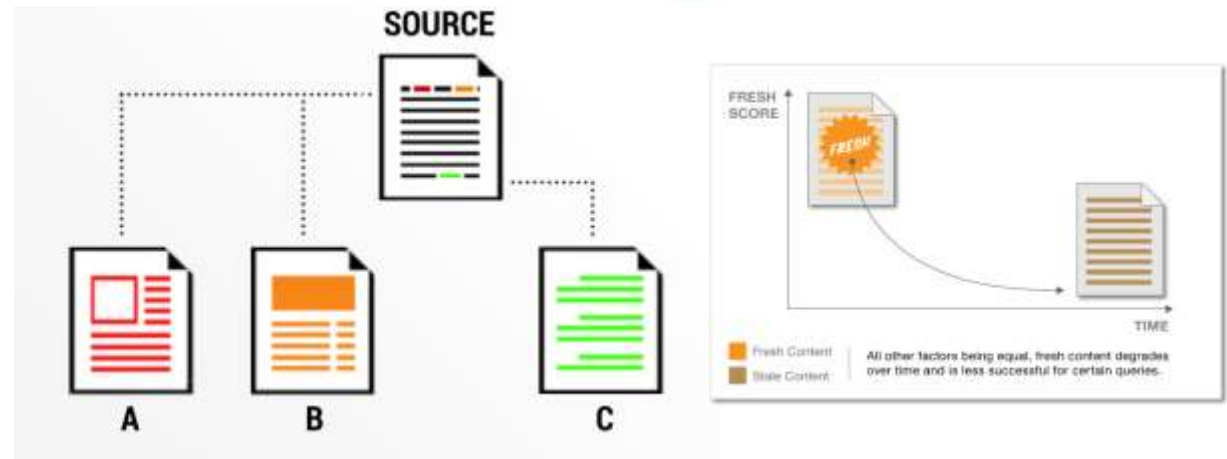
WHY GOOGLE?

The Birth of Google

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

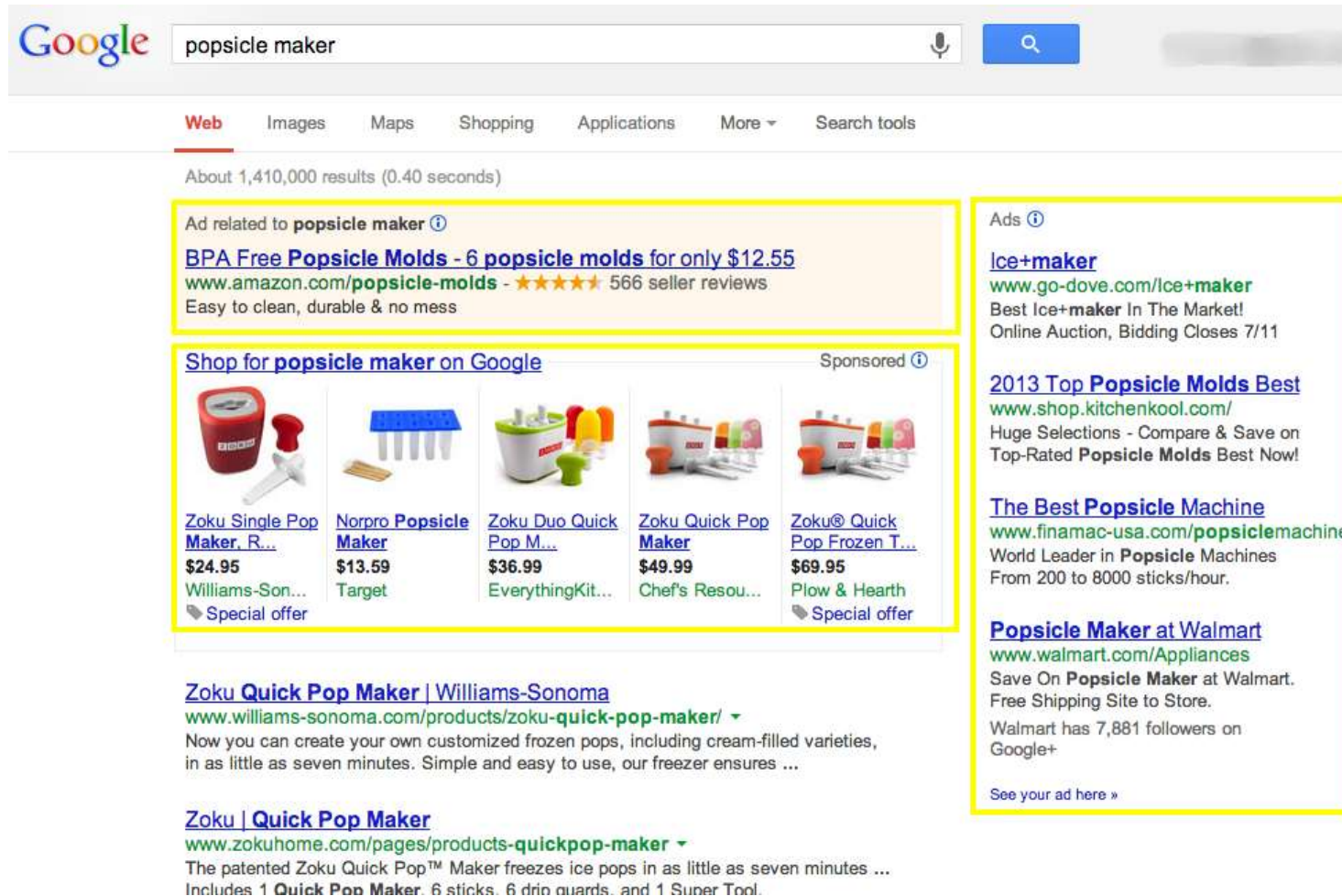


Larry Page and Sergey Brin



URL: 1. https://www.youtube.com/watch?v=qRF_tzkV2TY
 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 - ★★★★★ 566 seller reviews
 Easy to clean, durable & no mess

Shop for **popsicle maker** on Google Sponsored

				
Zoku Single Pop Maker, R...	Norpro Popsicle Maker	Zoku Duo Quick Pop M...	Zoku Quick Pop Maker	Zoku® Quick Pop Frozen T...
\$24.95	\$13.59	\$36.99	\$49.99	\$69.95
Williams-Son...	Target	EverythingKit...	Chef's Resou...	Plow & Hearth
Special offer				Special offer

Zoku Quick Pop Maker | Williams-Sonoma
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 ▾
 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
 Best Ice+maker In The Market!
 Online Auction, Bidding Closes 7/11

2013 Top Popsicle Molds Best
www.shop.kitchenkool.com/
 Huge Selections - Compare & Save on Top-Rated **Popsicle Molds** Best Now!

The Best Popsicle Machine
www.finamac-usa.com/popsiclemachine
 World Leader in **Popsicle** Machines
 From 200 to 8000 sticks/hour.

Popsicle Maker at Walmart
www.walmart.com/Appliances
 Save On **Popsicle Maker** at Walmart.
 Free Shipping Site to Store.
 Walmart has 7,881 followers on Google+

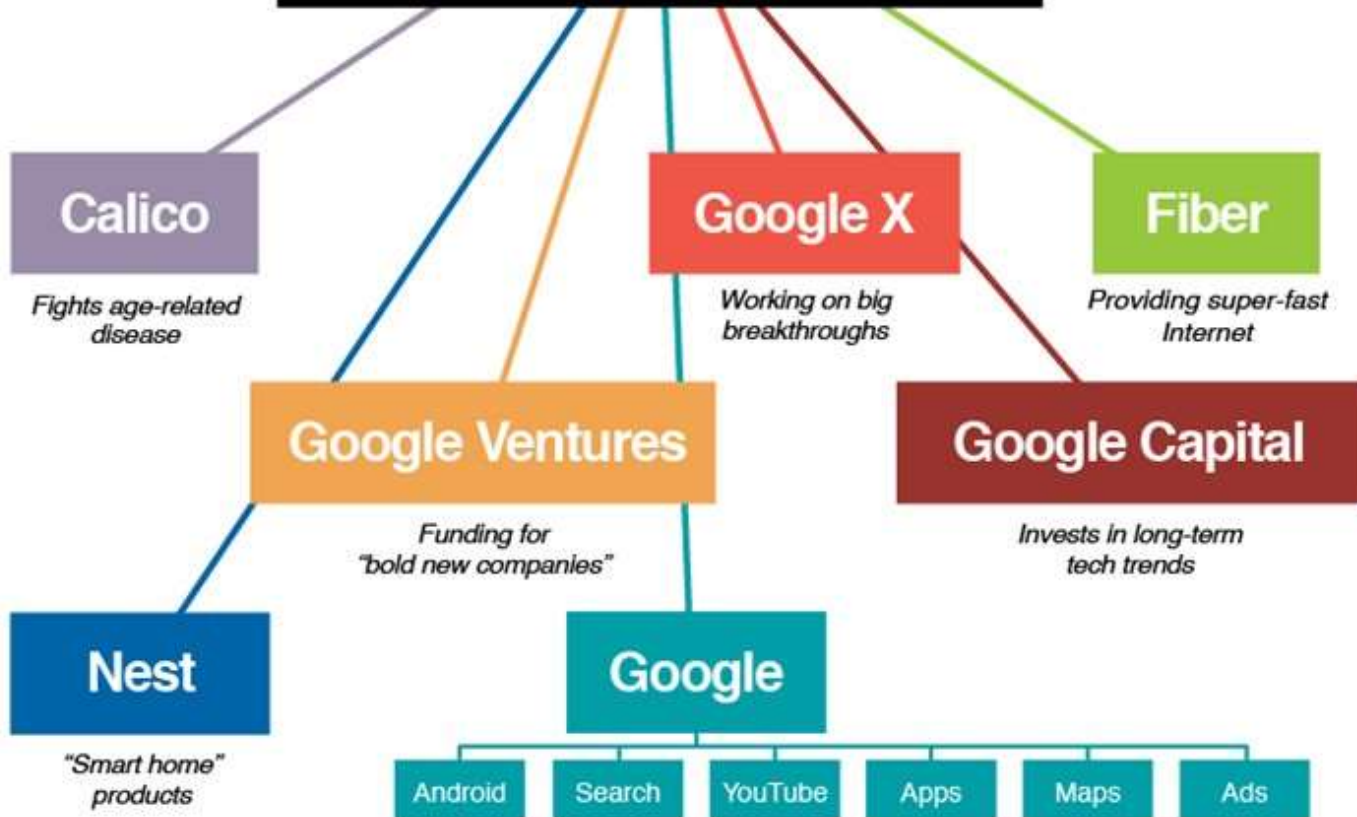
See your ad here »

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](#)

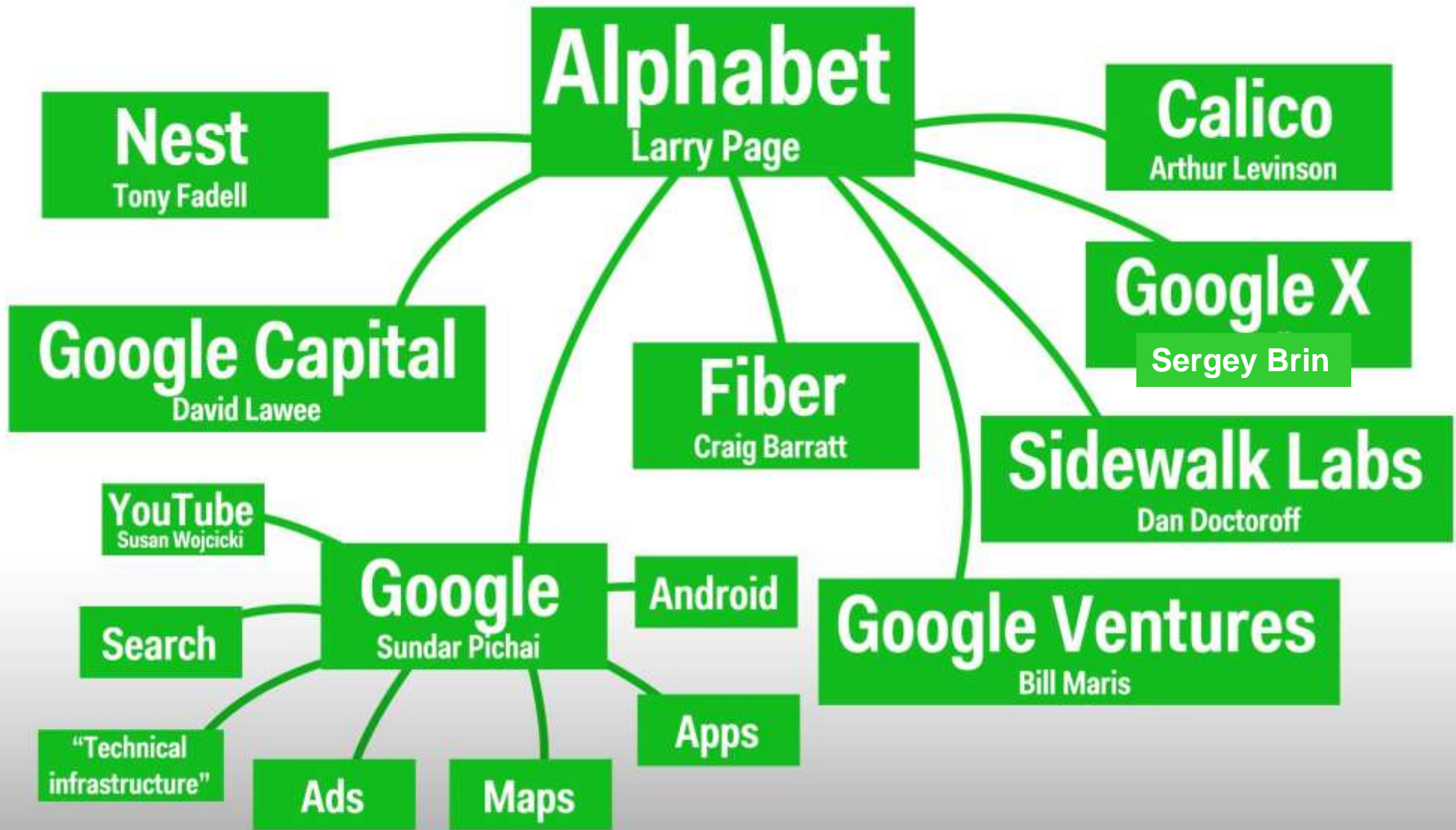
Over 151 Google Products & Services



Alphabet



Graphic: CNNMoney; Source: Company filings



http://www.pfoertsch.com/wordpress/?page_id=2586

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)

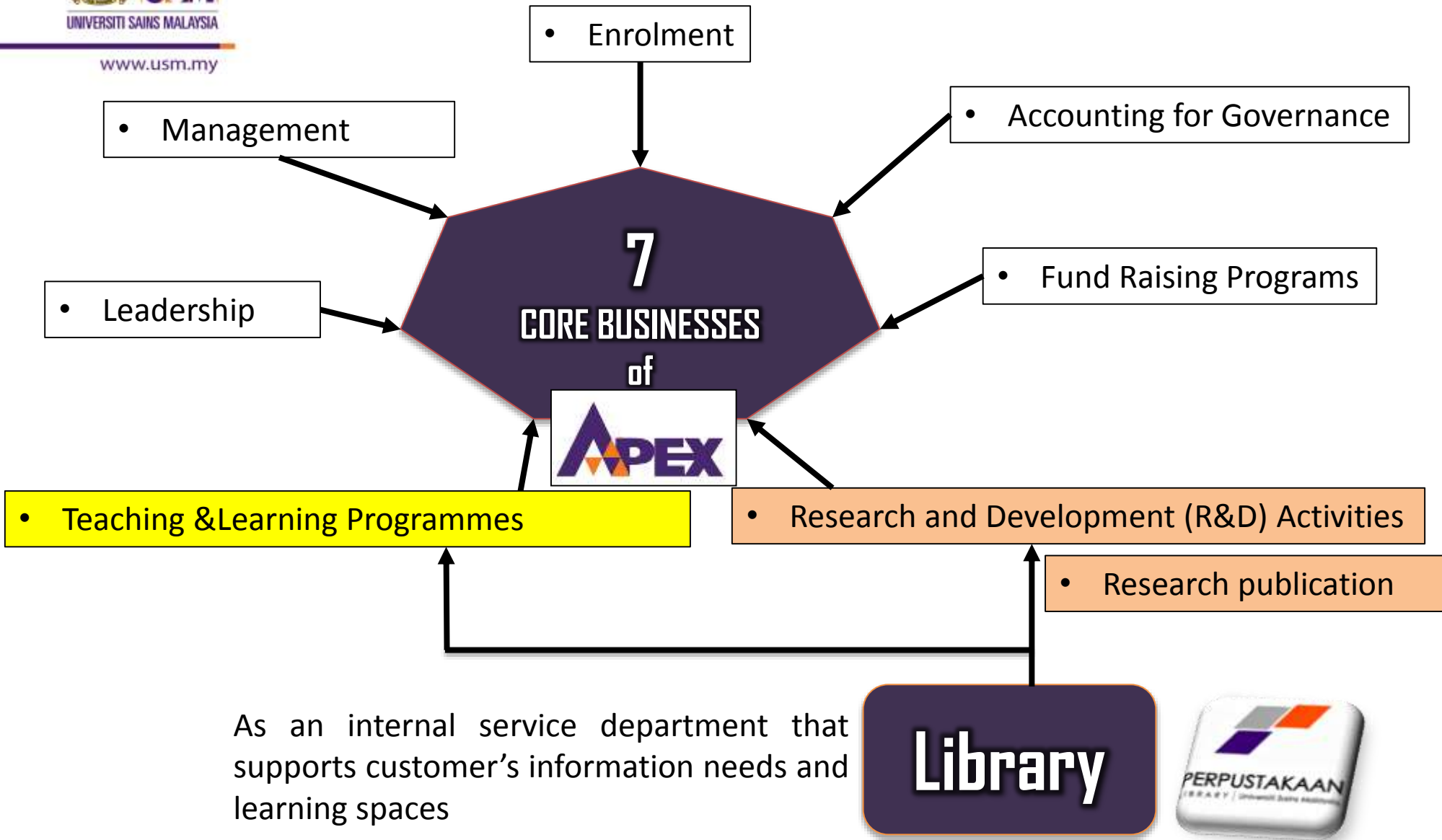
World class HEI & Led-
sustainability university



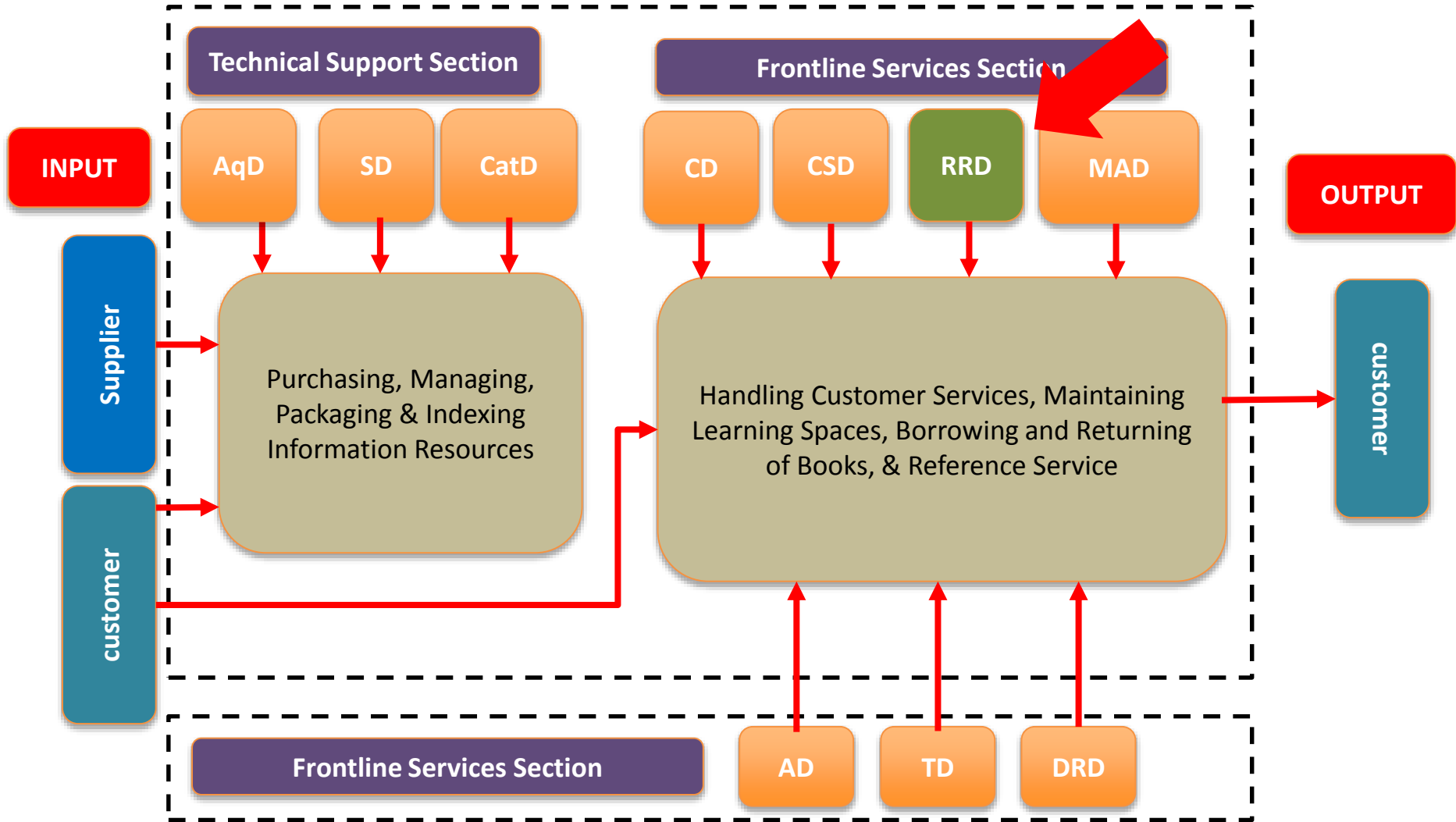
Support Academic & Research



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

TRADITIONAL REFERENCE SERVICE

Facilitating Information Retrieval

the customers are able to **obtain accurate, complete, relevant and timeliness information** of the research resources by using library system

Creating Current-Awareness Services

the customers are kept informed of the latest news and **announcements** related to their research subjects.

Information Literacy Training

the customers are able to **enhance the information literacy skills.**

Information Literacy Consultation

the customers received **consultation about the library resources only.**

Librarians

Before the year 2012

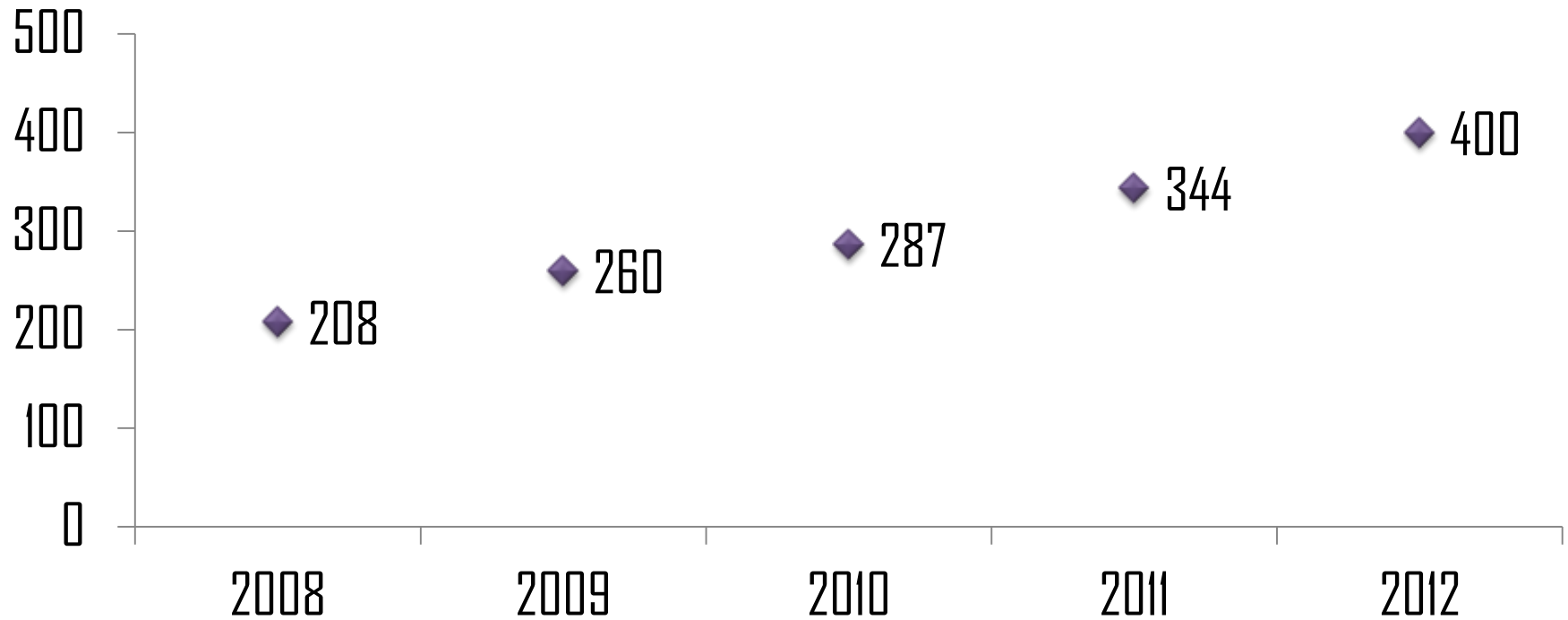
25

Customers

THE POSITION & PERFORMANCE

Total Number of Customers for Reference & Research Division

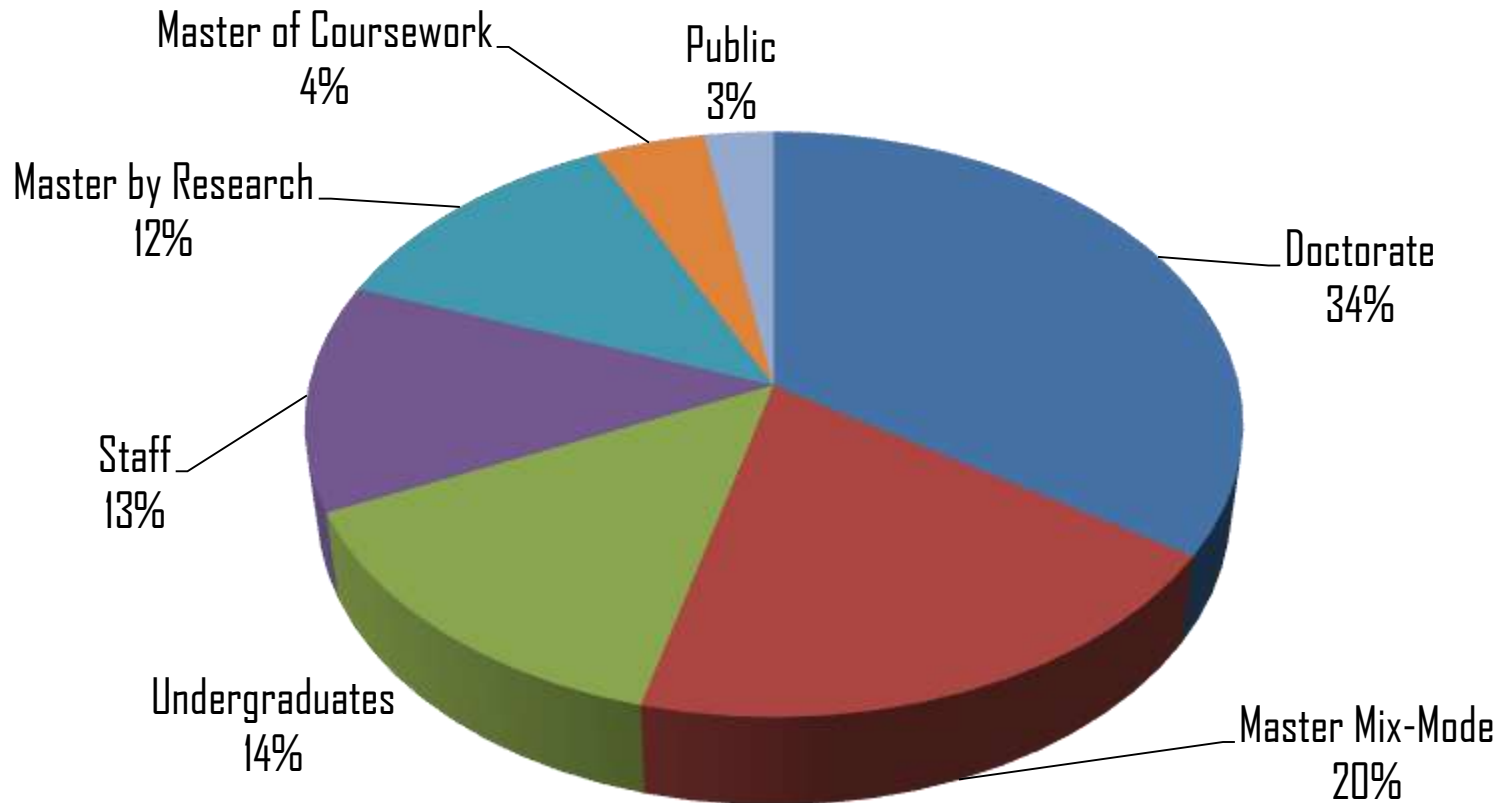
1,499 Customers



Average: 1 person / day

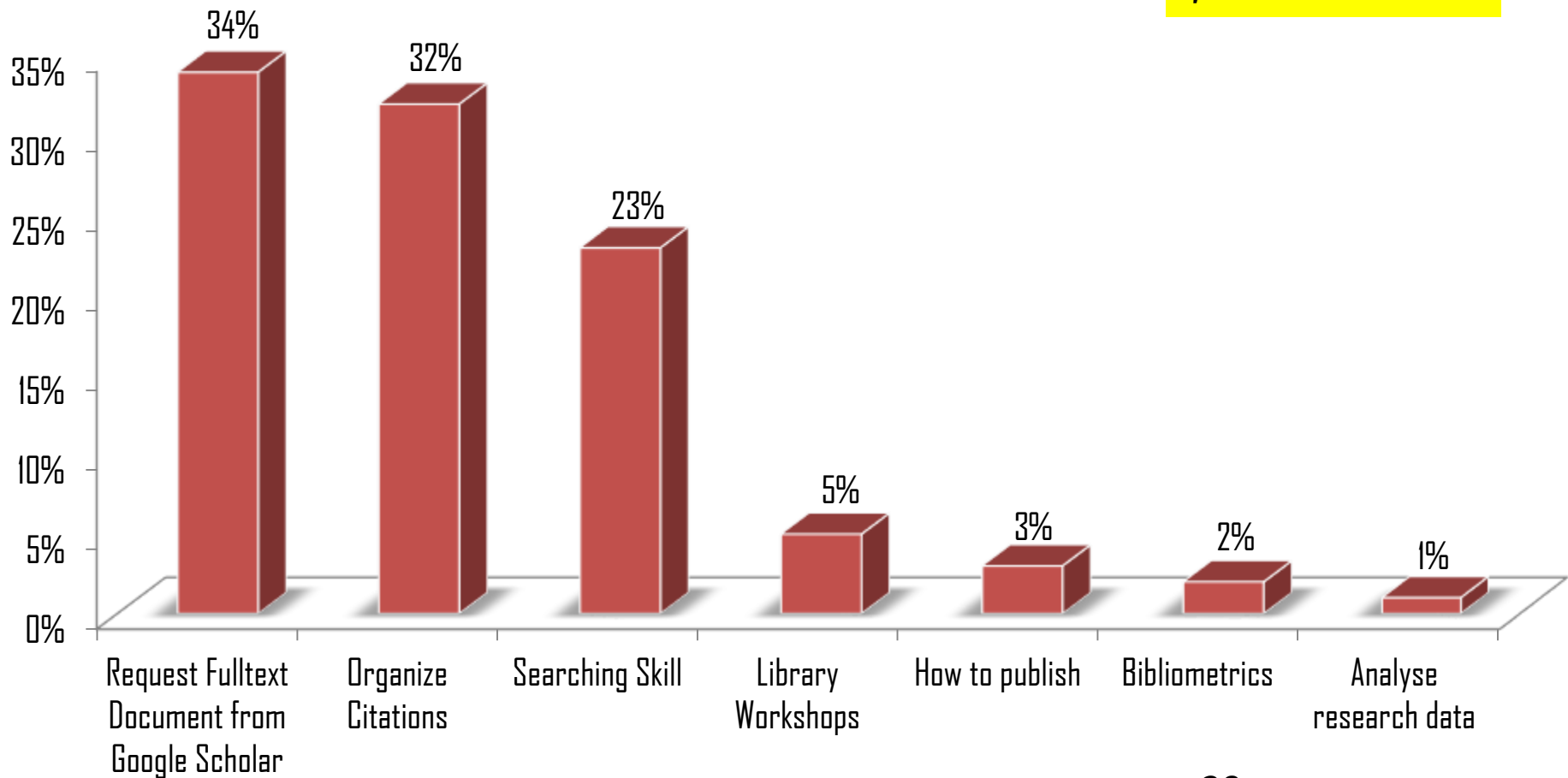
CATEGORIES OF CUSTOMER FOR REFERENCE SERVICES YEAR 2008-2012

1,499 Customers



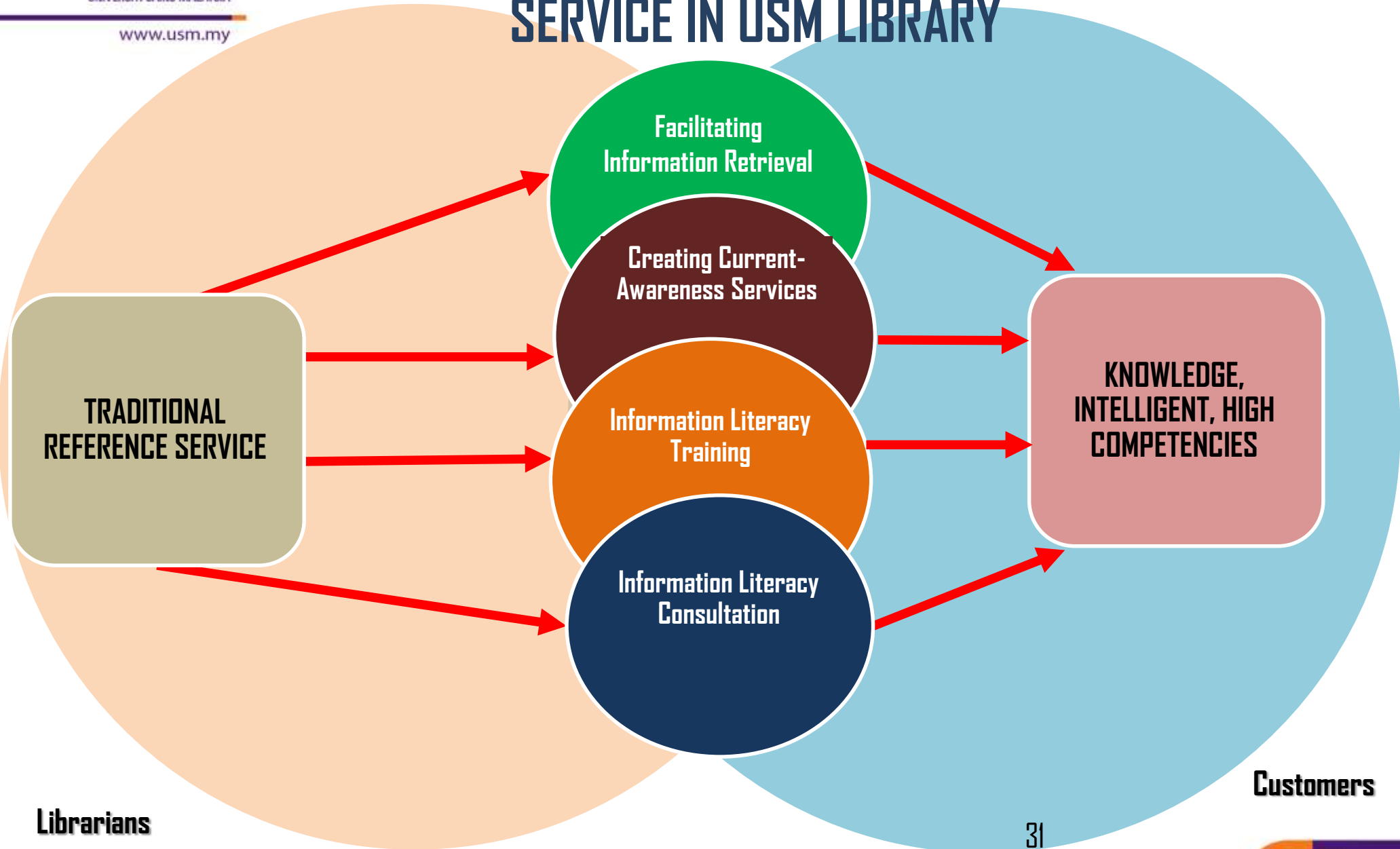
CATEGORIES OF CUSTOMERS' ENQUIRIES YEAR 2008 -2012

1,499 Customers



CHANGE THE SERVICE TOOLS

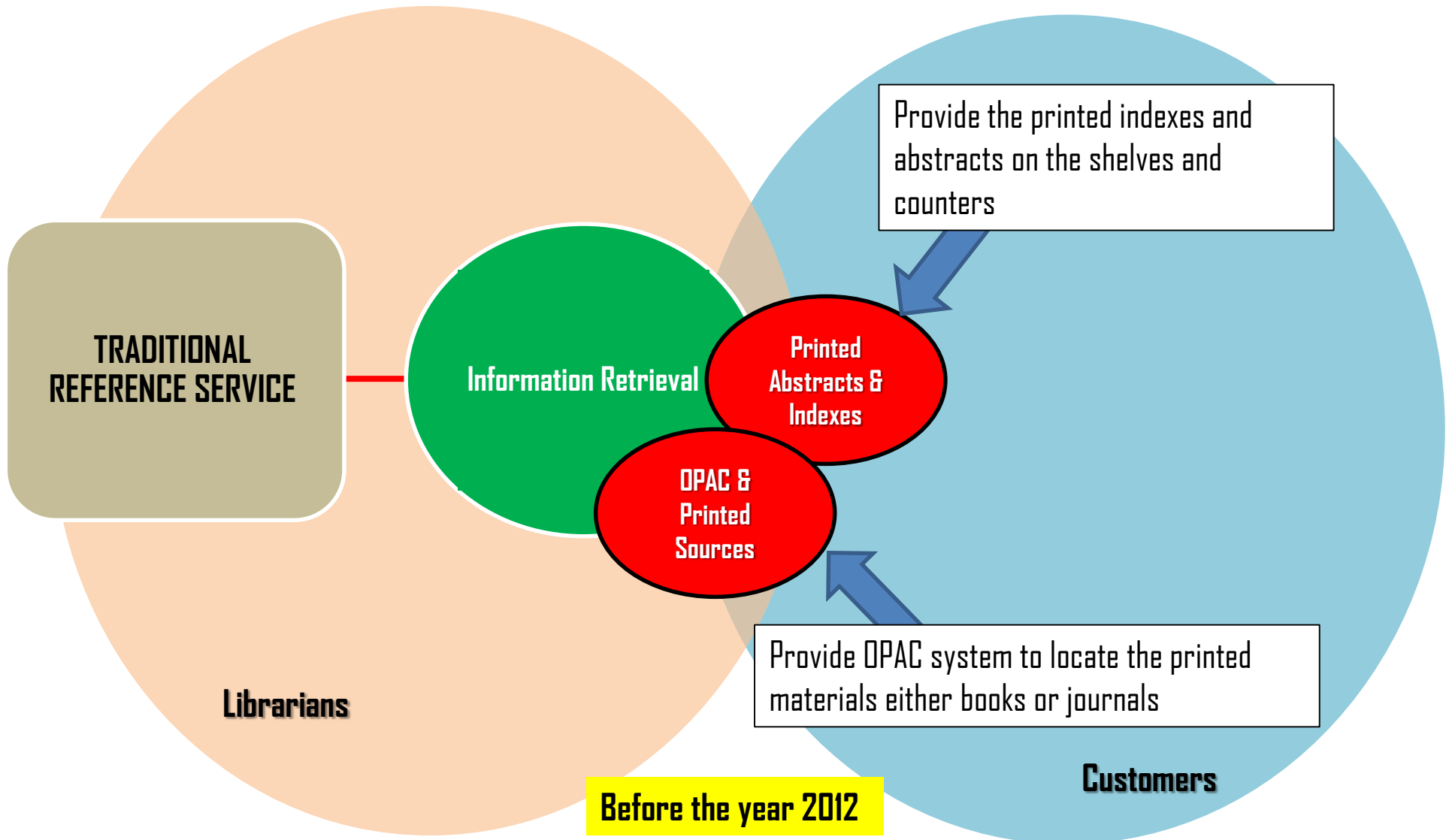
THE CORE BUSINESS OF REFERENCE & RESEARCH SERVICE IN USM LIBRARY



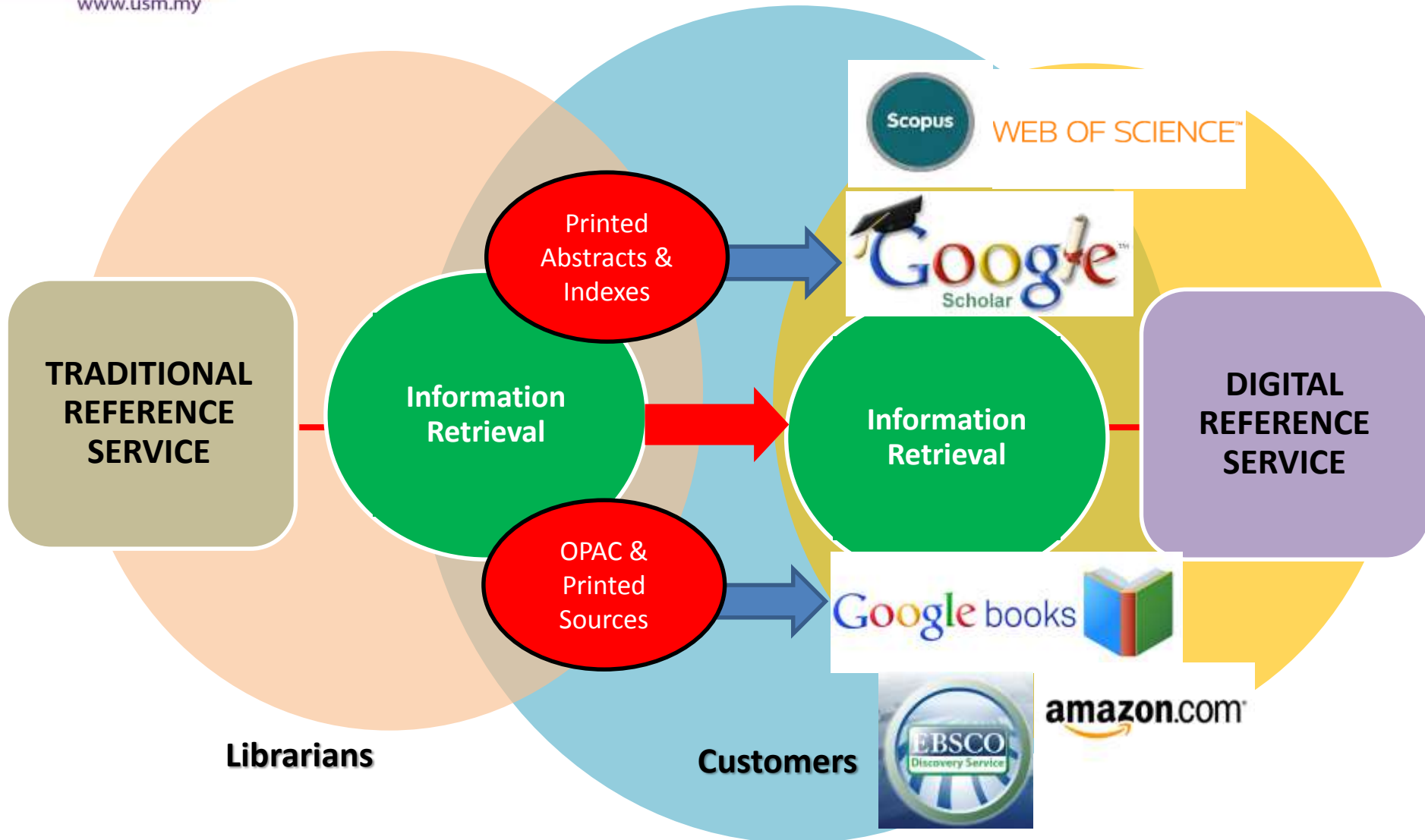
Librarians

Customers

CHANGE THE SERVICE TOOLS

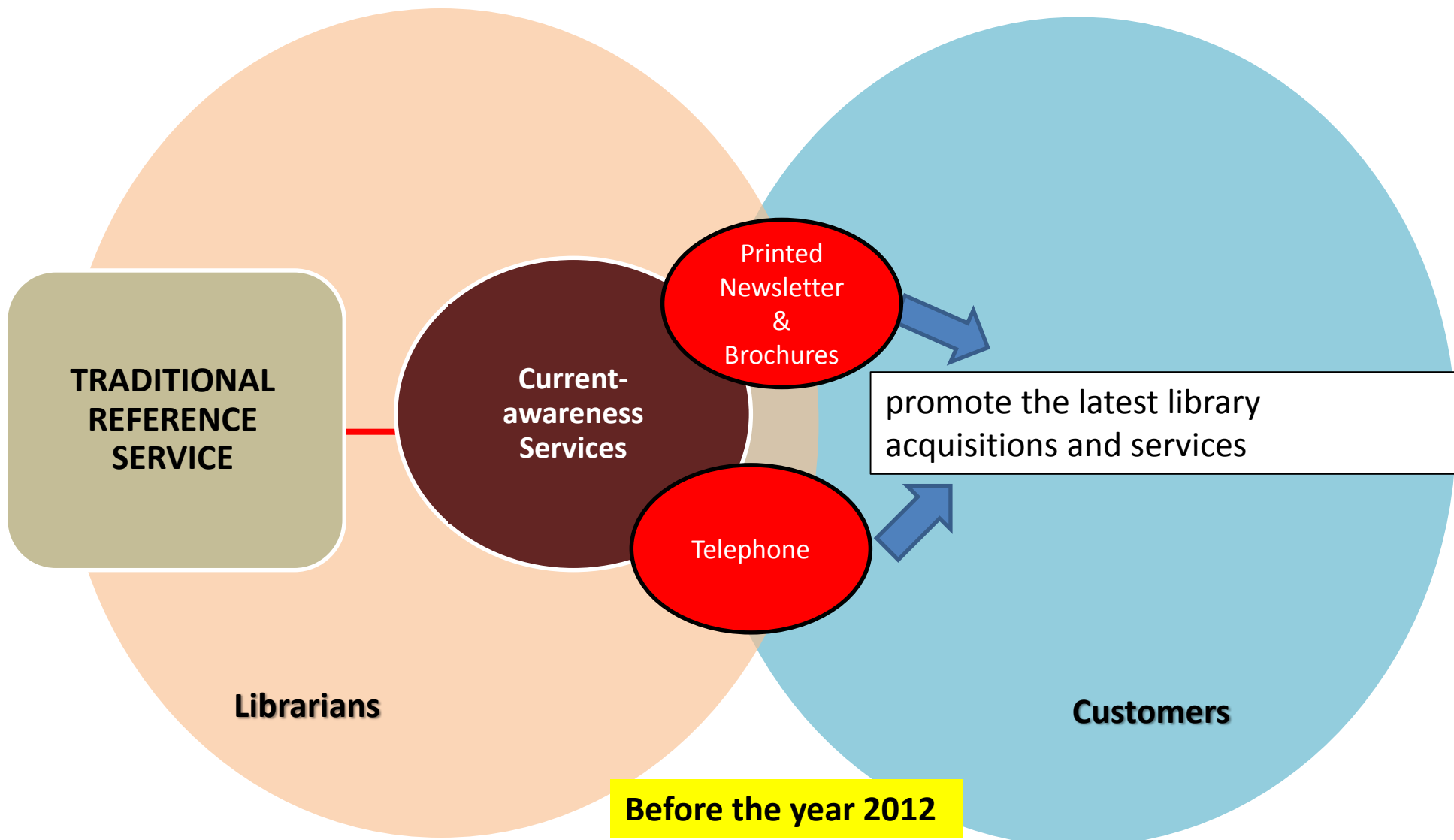


CHANGE THE SERVICE TOOLS

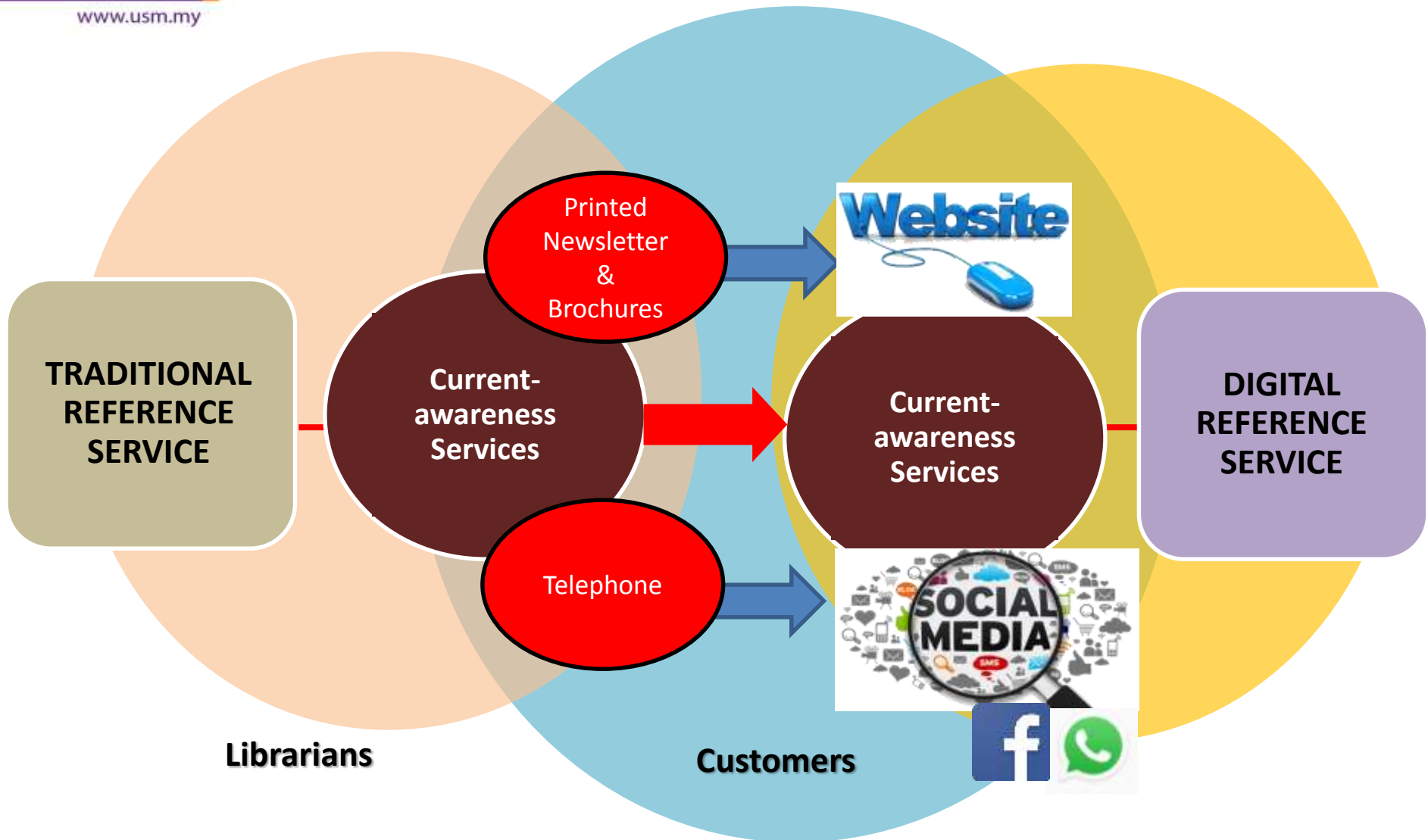


After Year 2012

CHANGE THE SERVICE TOOLS

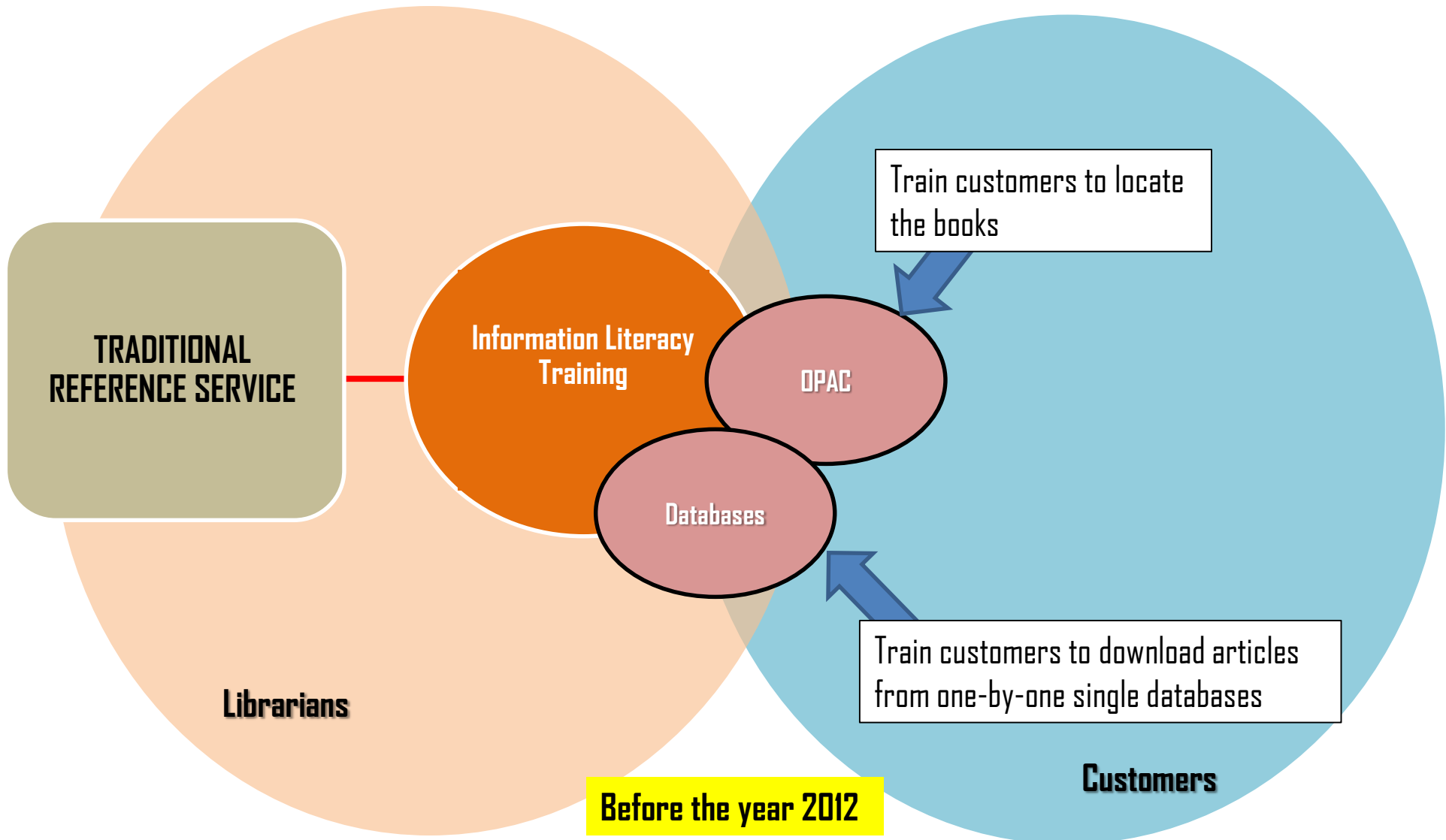


CHANGE THE SERVICE TOOLS

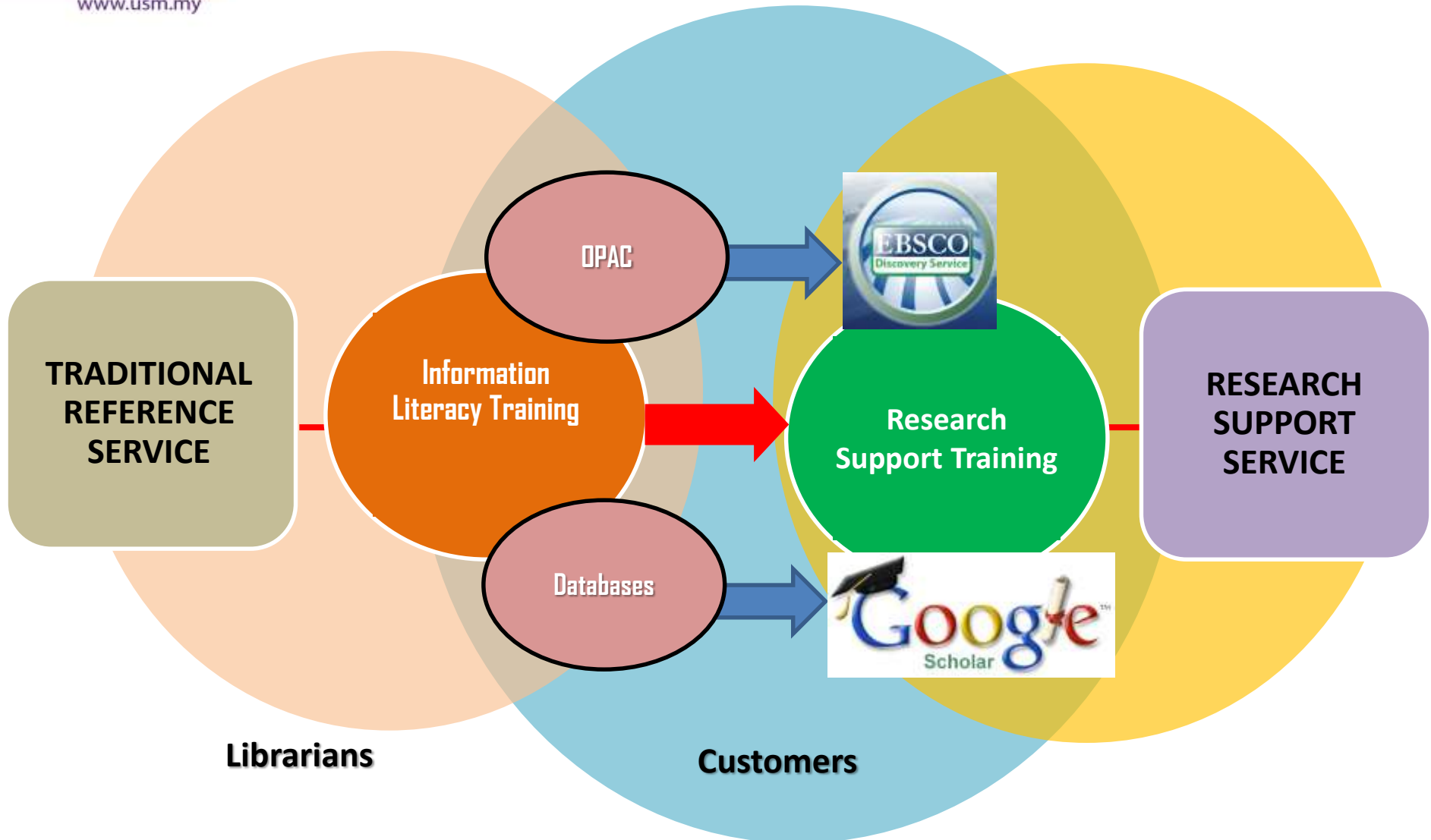


After the Year 2012

CHANGE THE SERVICE TOOLS

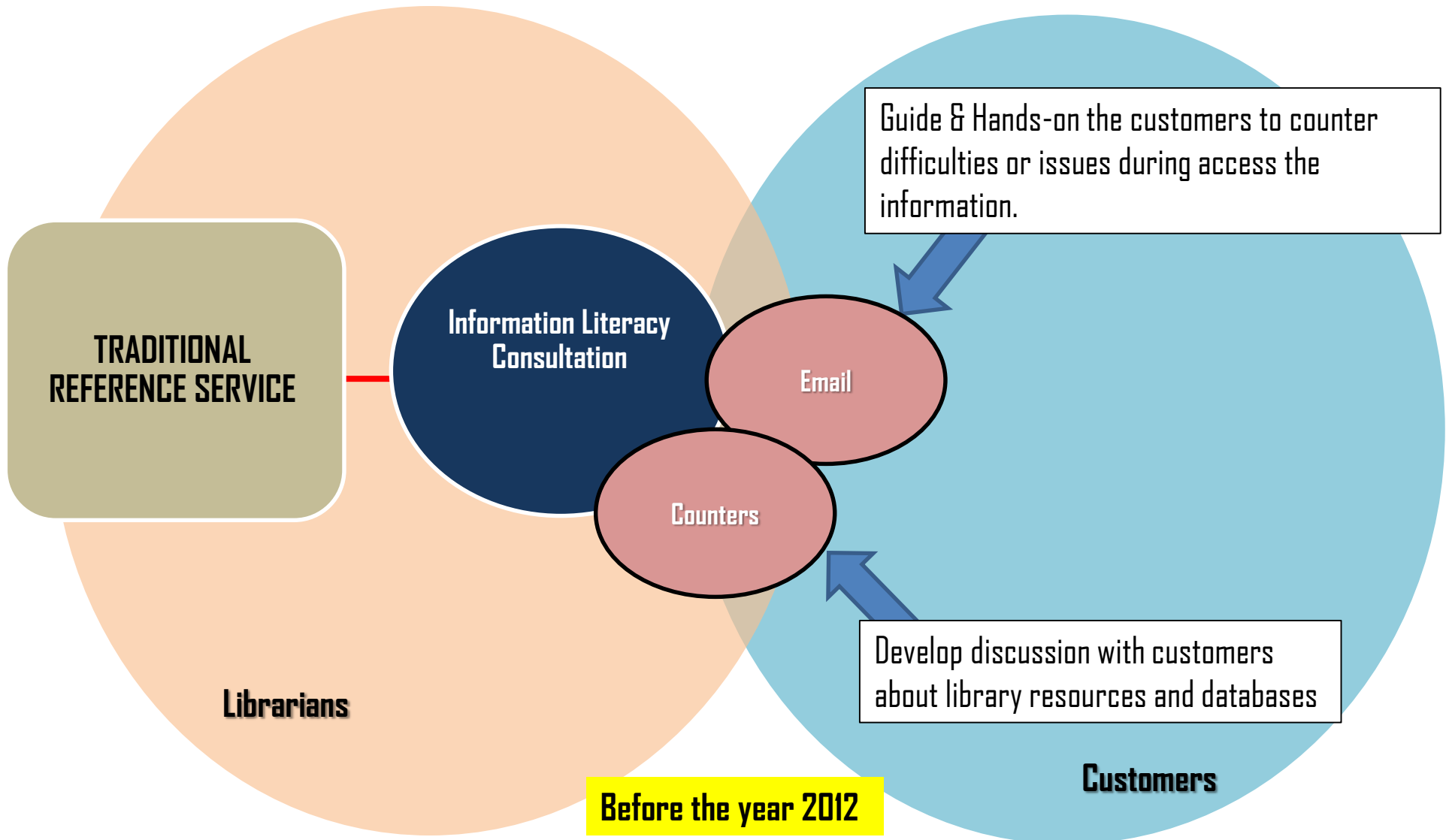


CHANGE THE SERVICE TOOLS

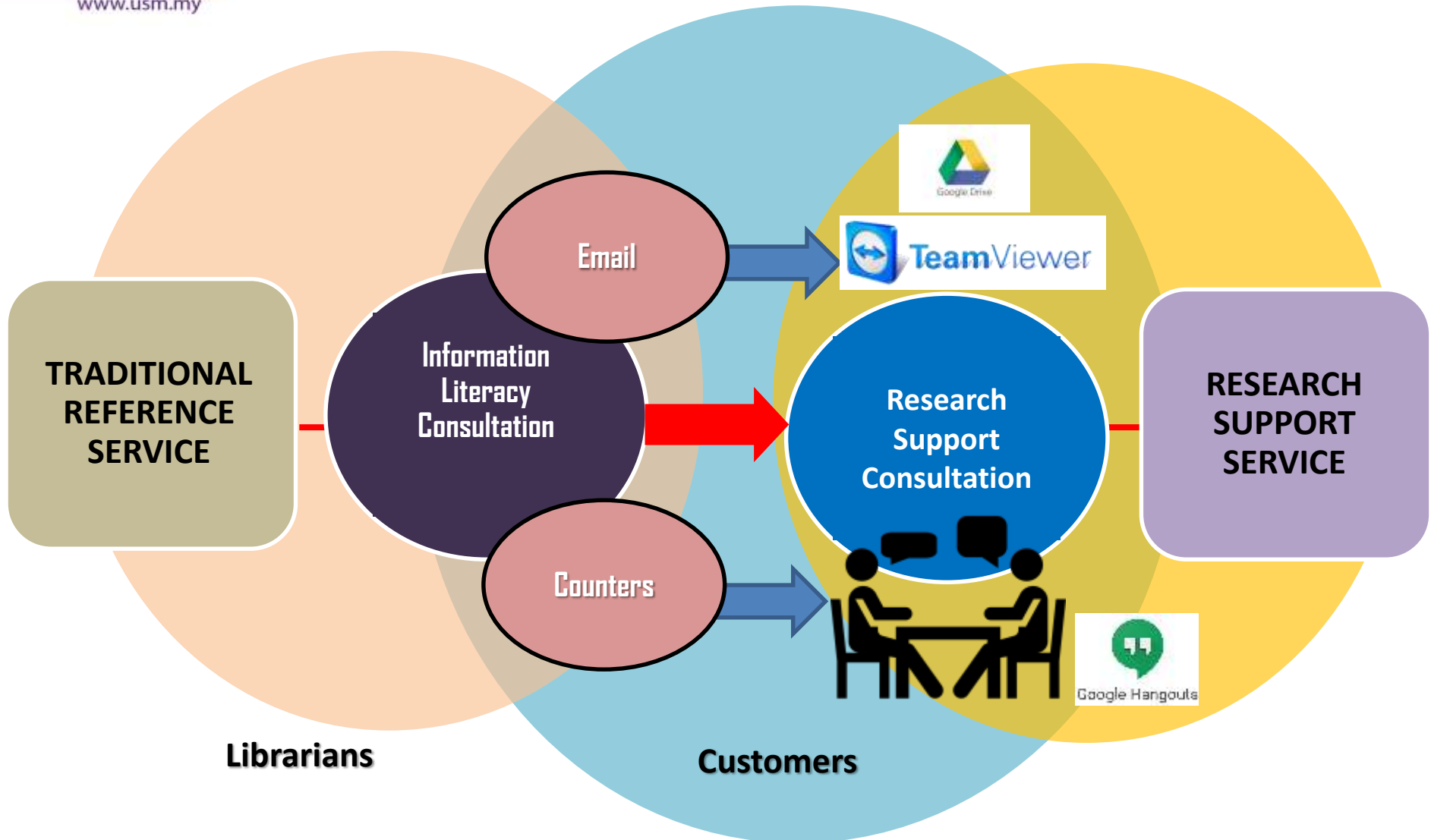


After Year 2012

CHANGE THE SERVICE TOOLS



CHANGE THE SERVICE TOOLS

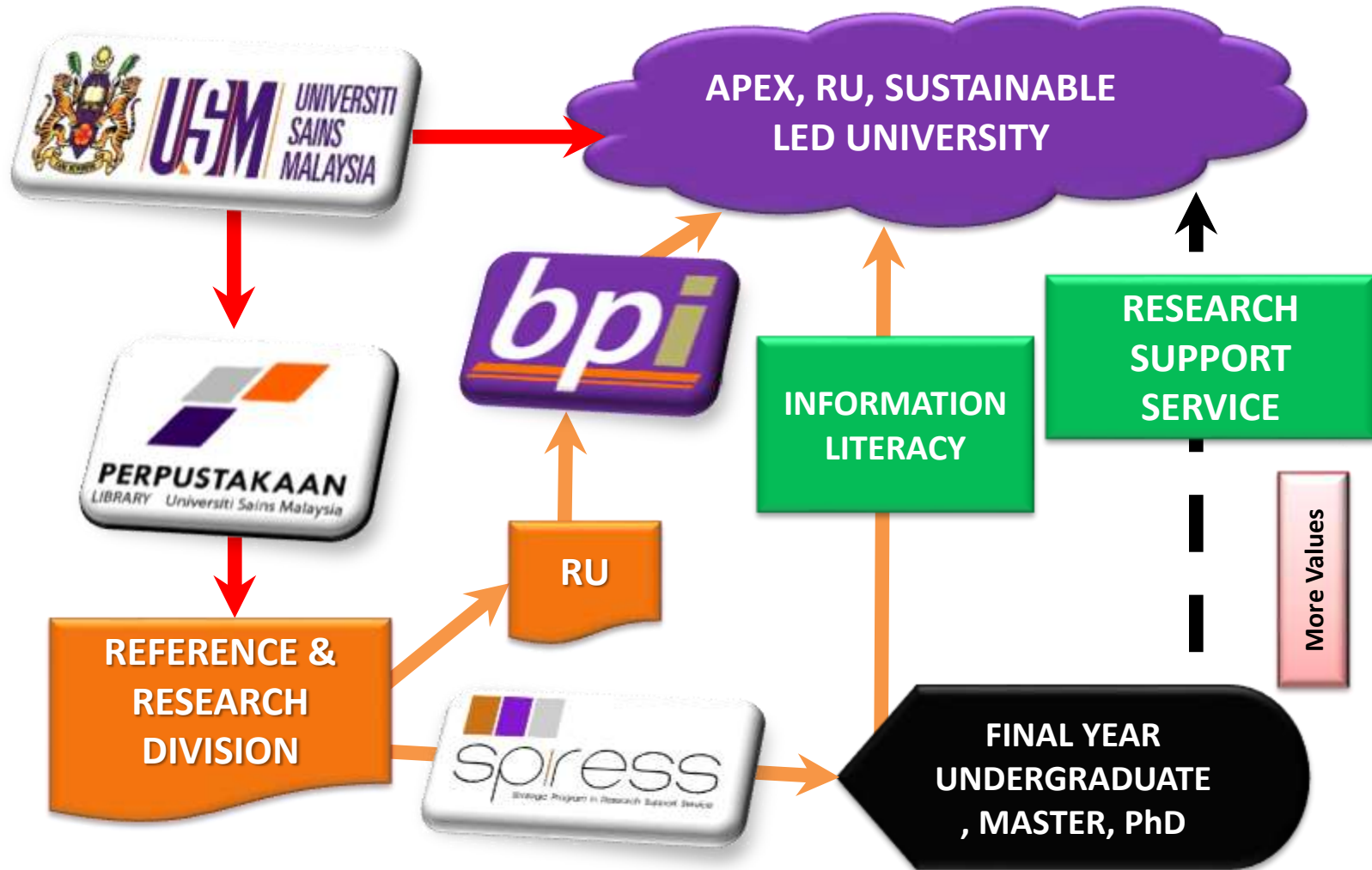


After Year 2012



STRENGTHEN THE RESEARCH SUPPORT SERVICE

CHANGE THE SERVICE LANDSCAPE



ESTABLISHMENT OF TASK FORCE GROUP



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



UPCOMING PRODUCTS



Google

For Research Support Tools



Search



Drive



Scholar



Map



Books



Blogger



Calendar



Hangouts

Sample of Outline:

1) Develop skill on query with Special Characters:

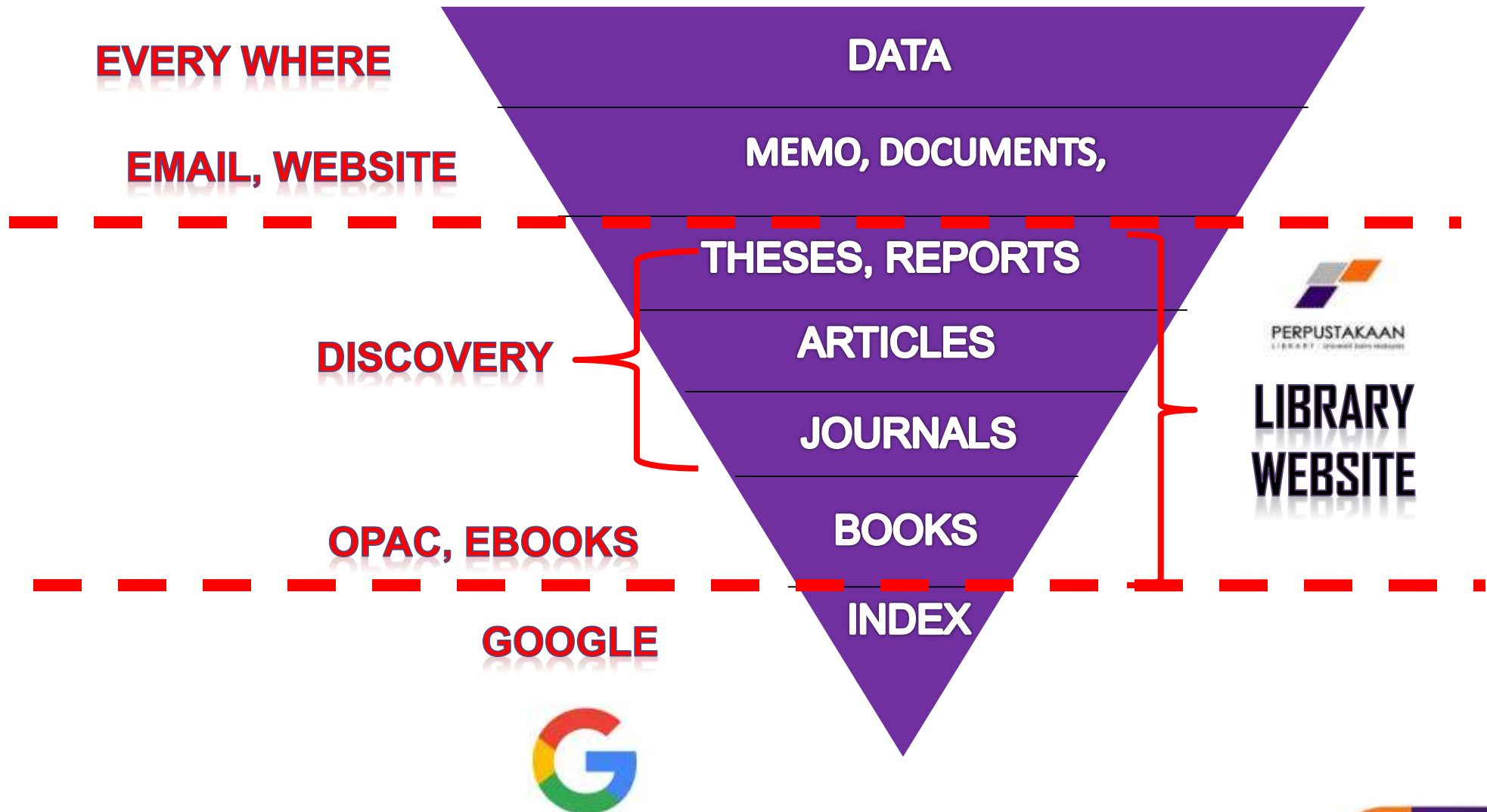
- Quoted Phrases
- Quotation Marks Replace the + Operator
- The – Operator
- The ~ Operator
- The OR and | Operators
- The .. Operator
- The * Operator

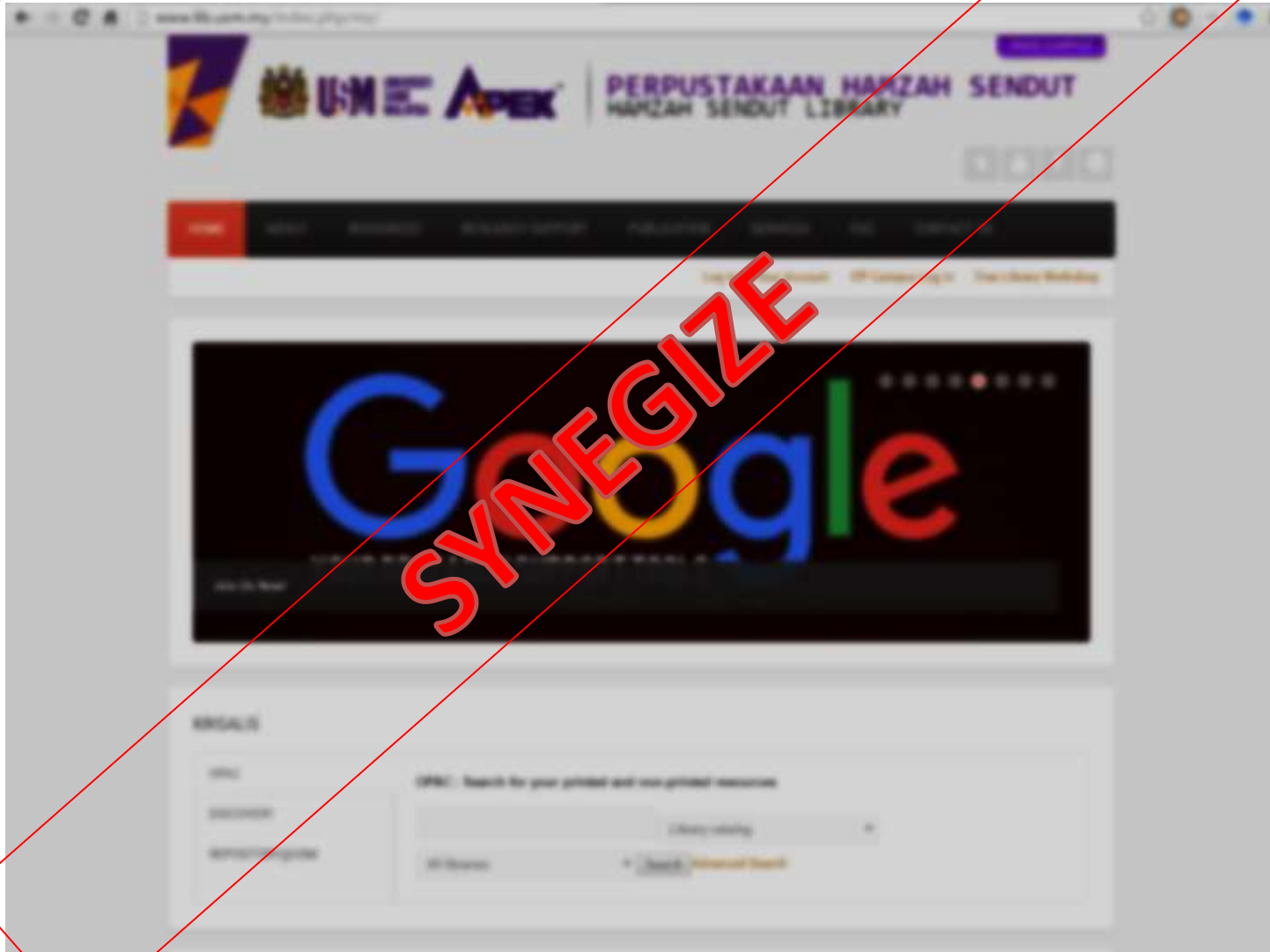
2) Develop skill on narrowing down search result using :

- Search within site
- Search by file type
- Search by related pages
- Instant Search



Align the Platforms of Access Information:





Google 🔍

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

Selected plays by Usman Awang - Universiti Sains Malaysia L...
elib.usm.my/cgi-bin/koha/opac-detail.pl?... ▾ Translate this page
Selected plays by **Usman Awang / Usman Awang** ; translated by Adibah Amin & Solehah Ishak. By: **Usman Awang**. Contributor(s): Adibah Amin | Solehah Ishak.

Home - USM
www.lib.usm.my/ ▾ Universiti Sains Malaysia ▾
Provides virtual subject library, reference resources, collections, OPAC, services and electronic journals.
Missing: **usman awang**
You've visited this page 4 times. Last visit: 9/7/15




Sasterawan negara Usman Awang - Universiti Sains Malaysia...
elib.usm.my/cgi-bin/koha/opac-detail.pl?... ▾ Translate this page
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 ▾ Translate this page
Puisi-puisi pilihan sasterawan negara **Usman Awang, Usman Awang**. By: **Usman Awang**. Publisher: Kuala Lumpur : Dewan Bahasa dan Pustaka, 1991Edition: ...

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>

 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 ▾ [Translate this page](#)

Usman Awang dalam esei dan kritikan / penyelenggara, Halilah Haji Khalid. Contributor(s): Halilah Khalid. Publisher: Kuala Lumpur : Dewan Bahasa dan ...

[Sasterawan negara Usman Awang - Universiti Sains Malaysia...](#)

elib.usm.my/cgi-bin/koha/opac-detail.pl?... ▾ [Translate this page](#)




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

[Selected plays by Usman Awang - Universiti Sains Malaysia L...](#)

elib.usm.my/cgi-bin/koha/opac-detail.pl?... ▾ [Translate this page](#)

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

 koha usm usman awang  

Puisi-puisi pilihan **Usman Awang** : untuk ingkatan 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?... - [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

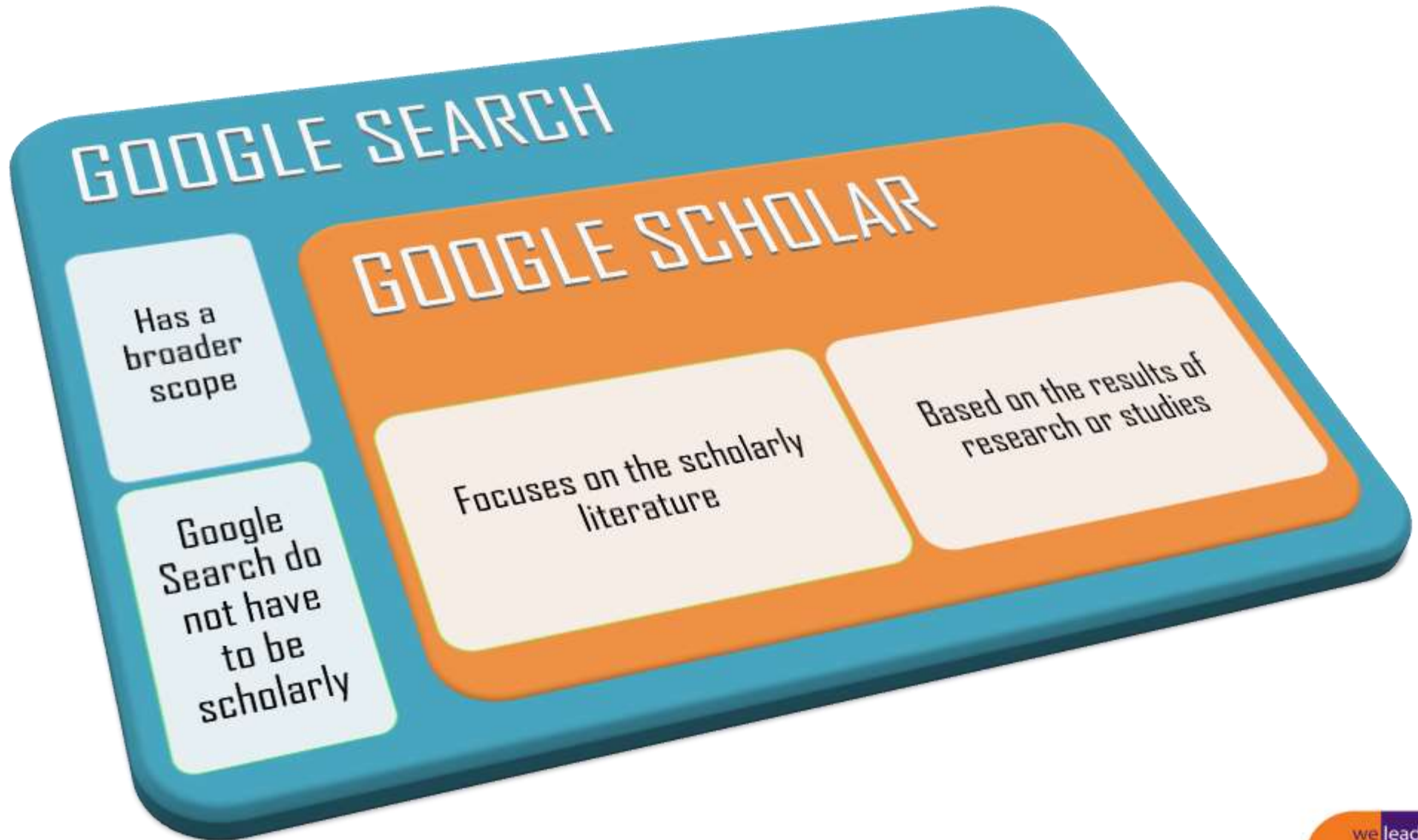
RESEARCHERS' PERSPECTIVE

- The right techniques to do searching

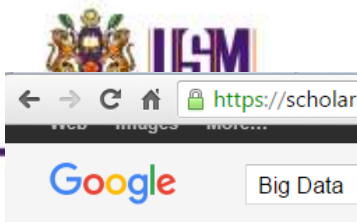
AUTHORS' PERSPECTIVE

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

RESEARCHERS' PERSPECTIVES



RESEARCHERS' PERSPECTIVES



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,
...

[3] MB Bahari
MAA Hassali, ...

[3] M Natarajan
GV Popescu, ...

[5] M Akmal
R Arif, ...

[3] A Abraham
YH Choo, ...

[2] K Ghorbani
A Wayayok

[3] SG Ahmad
SR Ahmad, ...

[1] NA Ayyubi

[3] M Ayub
A Javaid, ...

[1] NB Ahmad

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

[4] A Caliskan
O Kirisci, ...

[3] HH Afifi
AAA Azeem, ...

K Bhubalan
[4] Journal of Che...,
...

[5] F Bertucci
D Birbaum, ...

Hide the calculator

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Normalization	Citations	h-index	g-index	e-index	delta-h	delta-g
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