

國立臺灣大學文學院圖書資訊學系

碩士論文

Department of Library and Information Science

College of Liberal Arts

National Taiwan University

Master Thesis

臺灣公共圖書館異業結盟合作之探討

A Study on Cross-field Alliance in Taiwan's
Public Libraries

蘇郁婷

Yu-Ting Su

指導教授：陳雪華 博士

Advisor: Hsueh-Hua Chen, Ph.D.

中華民國 108 年 7 月

July, 2019

摘要

公共圖書館隨著時代的轉變遇到許多困境與挑戰，包括圖書館不再是民眾獲取資訊來源的唯一管道以及人力、經費的短缺問題都是促使圖書館轉變創新的原因，透過創新的服務理念來滿足民眾的需求，並貼近社區生活與不同組織進行合作，以觸及傳統公共圖書館未能提供服務之處，而與不同組織進行合作的形式是商業界常見模式，經由異業結盟的方式可以增強自身優勢並拓展潛在的顧客市場。

本研究為探討公共圖書館異業結盟之經驗與未來發展可能性，利用商業的合作模式來討論公共圖書館的異業合作形式，以立意抽樣之形式選取直轄市層級公共圖書館作為研究對象，採半結構式訪談法訪談對異業結盟合作有相關經驗之館員。

研究結果顯示公共圖書館與異業發展合作是目前時代的趨勢，合作的目的多為推廣閱讀並擴大服務範圍以及取得所需資源，選擇合作對象會篩選營利性質的組織，合作的方式也分為不同途徑與異業間的溝通協調亦有差異。公共圖書館異業結盟類型由組織對稱依賴與不對稱依賴與時效度包含較長的顧客價值鏈型合作、地點型合作；較短的事件型合作，此兩軸劃分成四大面向。與異業的合作為雙方都帶來的效益包含提升知名度、取得資源、提升形象，而困難與限制包含溝通問題、場地與設備問題、成本問題、政策問題、時間配合問題。對於異業結盟的未來發展也提出發揮推廣活動的加乘效益、建立品牌形象、學習其他合作方式的期望與持續發展異業合作的目標，並在充分掌握自身條件下以平等開放的心胸與異業進行合作，認為與異業結盟應滿足民眾需求、便於擴及服務範圍和提供圖書館資源，希望能擁有整合異業合作資訊的平台。

根據研究結果提出對公共圖書館的建議包含推廣跨界合作的風氣、推動相關法規建制、建置共享平台；對公共圖書館所屬主管機構教育部（局、處）或文化局（處）的建議包含增加補助建置經費管道和促進公家單位與圖書館的交流。

關鍵字：公共圖書館、異業結盟、合作創新

Abstract

Public libraries have encountered many difficulties and challenges with the changes of the times. The reasons that libraries innovate include—the library is no longer the only channel for people to obtain information sources, the shortage of funds, and the lack of human resources. Nowadays libraries try to meet the needs of people through innovative service concepts. Libraries work closely with different organizations in the community in order to expand their services to places that were previously unreachable by traditional public libraries. In the business world, the form of cooperation between different organizations is a common pattern. Through the alliance with different industries, businesses can enhance their own advantages and expand the potential customer market.

This study explores the experience and future development of cross-field alliance in public libraries, and uses the commercial cooperation mode to discuss the forms of cooperation of public libraries. Purposive sampling was used in this study and the municipal level public libraries were chosen as samples. We conducted semi-structured interview with librarians who have experience in cross-field alliance.

Research results show that the cooperation between public libraries and different industries is a recent trend. The purposes of cooperation include—to promote reading, to expand the scope of services, and to obtain required resources. Libraries will screen for-profit organizations when making their choice of partners. The ways of cooperation are also divided. There are also differences in communication and coordination between different channels and with different industries. The types of public libraries cooperation can be divided into four major areas based on the organization's symmetric dependence and asymmetric dependence; the long-term customer value chain cooperation, location-type cooperation and short-term event-based cooperation. The cooperation with different industries brings benefits to both parties, including raising awareness, obtaining resources, and improving image. Difficulties and limitations include communication

problems, site and equipment problems, cost issues, policy issues, and time coordination problems. For the future development of the cross-field alliance, it is proposed that libraries should link to their outreach activities, establish a brand image, understand the expectations of other cooperation methods, and continued development towards the goals of cross-field alliances. Libraries should maintain full control of their own conditions, and cooperate with other businesses with equal and open minds. Librarians believe that cross-field alliance should meet the needs of the people, expand the scope of services, and provide library resources. They also hope to have an integrated platform for information on cross-industry cooperation.

According to the research results, the suggestions for public libraries include promoting the trend of cross-field cooperation, promoting the establishment of relevant laws and regulations, and establishing a shared platform. Suggestions for the authorities overseeing public libraries include increasing the funding for grants, and facilitating communication between government organizations and libraries.

Keywords: public libraries; cross-field alliance; cooperation innovation