



# 今天我们如何买书？ 一个管理者眼中的馆藏发展

How should we buy books today?  
A librarian's view of collection development

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# 引子

## Preface

这里的“书”，泛指各种文献资源，包括纸质图书也包括数字文献。

**By “books” we mean all kinds of writings, including both print books and digital material.**

进入21世纪后，数字馆藏日益丰富，移动阅读、数字阅读越来越普及。馆藏发展最关心的问题之一就是我们今天如何买书？买什么书？如何长期保存？这里，谨以一个大学图书馆管理者的视角对这些问题谈些看法

**Since the start of the 21st century digital collections have become steadily richer, and mobile and digital reading have become more and more common. One of the key questions of collection development, then, is how we should buy books today. What books should we buy? How should we store them in the long term? I would like to tell you something about how one university librarian views these questions.**



## 出版：数字文献会取代纸质文献吗？ **Publishing: will digital supplant print?**

- 大英图书馆Lynne Brindley 馆长：
- **Lynne Brindley, Librarian of the British Library:**

到2020年, 英国的研究著作40%将以电子形式出版, 50%将以印刷和电子两种形式同时出版, 仅有10%的出版物纯粹以印刷形式出版。

**By the year 2020, 40% of UK research monographs will be available in electronic format only, while a further 50% will be produced in both print and digital. A mere 10% of new titles will be available in print alone.**



在中国，学术著作“以印刷和电子两种形式同时出版”的很少。学术型数字文献大多通过中间商销售：超星、书生、**Apabi**、**CNKI**、万方等。

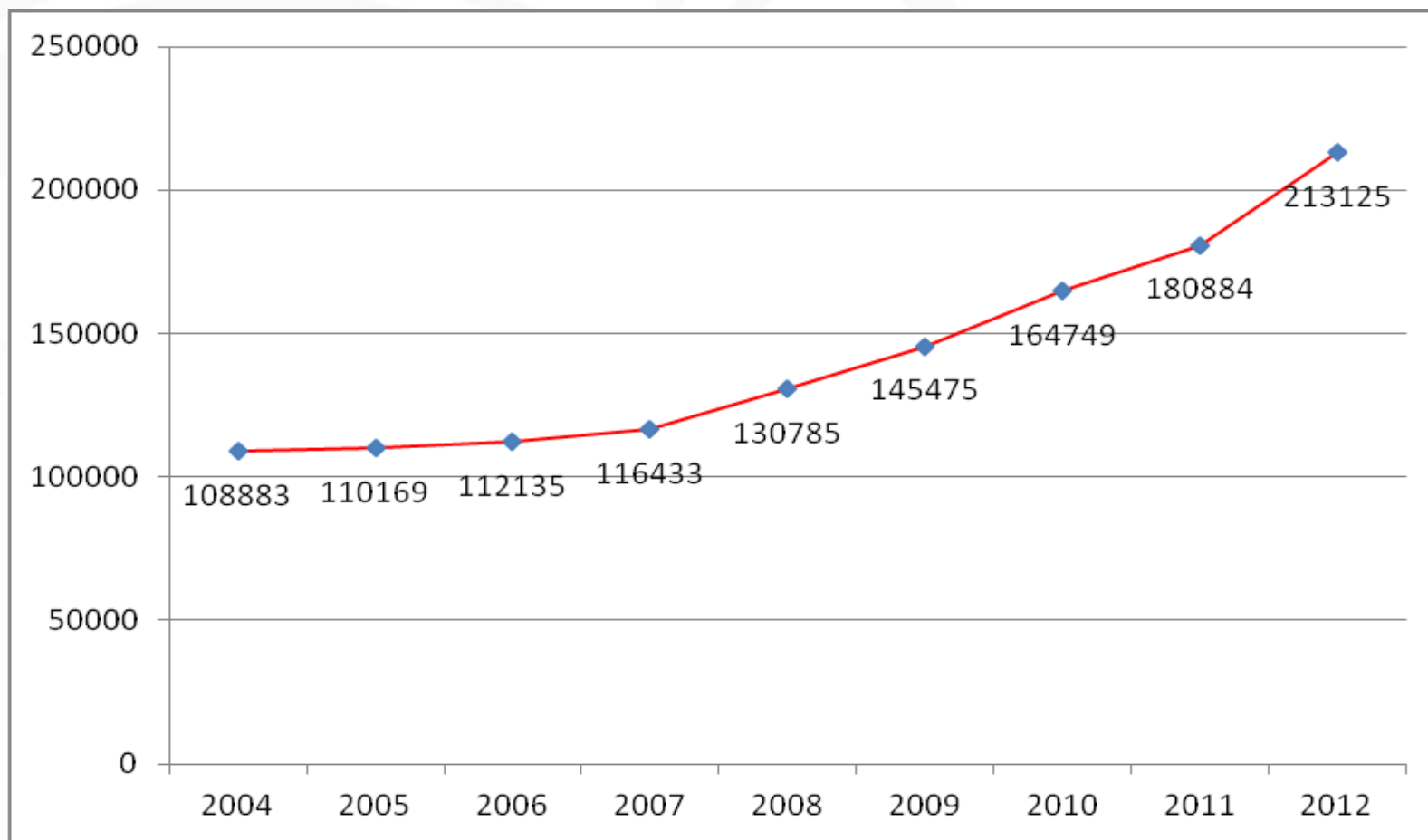
**In China it is very rare for academic books “to be produced in both print and digital”. Academic digital writings are usually sold through an intermediary: Chaoxing, Shusheng, Apabi, CNKI, Wanfang and others.**

另据全国新闻出版统计网公布的数据，进入新世纪后，纸质图书的出版逆势增长，蓬勃发展

**Other data from the National Press and Publication Statistics Centre show that since the beginning of the century print publishing has grown against trend and is booming.**



## 2004-2012年中国大陆地区初版书籍品种增长示意图 New titles in Mainland China: growth 2004-2012





中国有自己的国情，国内出版商营销策略、消费者的使用习惯可能都与外国不同。

**China is China. Both publisher marketing strategies and consumer habits here may be rather different from those elsewhere.**

我们正处在数字出版与传统出版并肩快速前进的阶段，电子图书的发展并没有替代纸质图书。

**We are at a stage when digital publishing and traditional publishing are both advancing rapidly. E-books are not developing at the expense of printed books.**



## 阅读：纸质还是数字？

## Reading: printed or digital?

若干年来，许多图书馆纸质图书借阅量出现下降趋势，甚至有人声称“十年间图书馆的文献借阅率普遍下降了50%”。这是因为随着电子资源的不断增加，读者阅读习惯发生了变化，转向数字阅读了吗？

**For some years the lending rate of printed books in many libraries has been on the decline. Some people even claim that “in 10 years library loans have fallen 50% all round”. Is this because reading habits have changed with the steady increase in electronic materials, and readers have gone digital?**



## 中国新闻出版研究院：第十次(2013)全国国民阅读调查（被调查者为18-70岁国民）

### **Chinese Academy of Press and Publication: 10<sup>th</sup> (2013) National Reading Survey (targeting ages 18-70)**

- 与2011年相比，2012年我国国民人均纸质图书阅读量增加0.04%， “基本持平” ；
- **In 2012 China’s average printed book reading rate per person was 0.04% higher than in 2011, “basically no change”.**
- 纸质读物阅读仍是七成以上国民偏好的阅读形式；
- **Reading print is still the form of reading preferred by more than 70% of the population.**
- 74.4%的国民更倾向于 “拿一本纸质图书阅读” 。
- **74.4% of the population are more inclined to “pick up a printed book to read”.**





上海市统计局社情民意调查中心2012年的调查：数字阅读和纸质阅读已经基本平分秋色。但是61.2%受访者认为数字化阅读效果不如纸质阅读，“**纸质阅读对深层次阅读不可替代**”

**The Shanghai Municipal Bureau of Statistics Public Opinion Research Centre in its 2012 survey: Digital reading and print reading are basically neck and neck. However 61.2% of respondents thought digital reading less effective than print reading, and that “for deep reading print reading is the only option”.**



## 综合以上两个调查结论

### Drawing together the results of these two surveys

- 我国国民阅读纸质图书的阅读量并没有因为数字读物的增加而减少；
- **In China the increase in digital reading matter has not brought about a decline in the reading of printed books.**
- 数字阅读没有替代纸质阅读；
- **Digital reading has not replaced print reading.**
- 推论：数字阅读和纸质阅读之间的关系应该是相互补充的关系。
- **It follows that print reading and digital reading must be complementary, not antagonistic.**



## 大学图书馆借阅量下降的2个原因

### 2 reasons for the decline in university library lending

1. 图书品种快速增长+单册图书定价上涨的叠加效应：2012年初版书籍同比增长17.82%；总印张增长9.47%，定价总金额增长13.64%

**The compound effect of the rapid growth in titles and the rise in book prices: in 2012 the number of new titles was up 17.82% year on year; printing volume overall grew 9.47%, while aggregate prices grew 13.64%.**

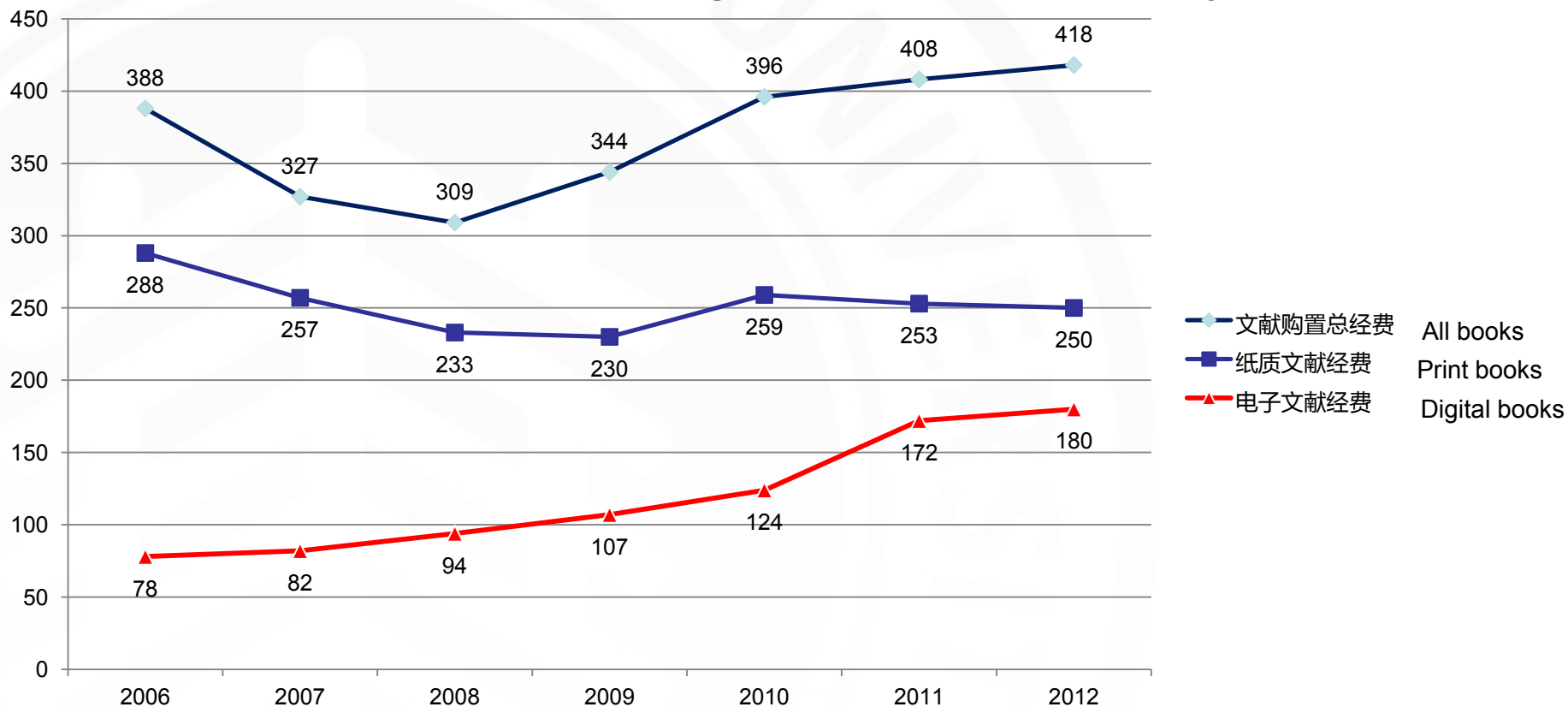
2. 图书馆纸质文献购置费增长缓慢或停滞增长

**Library purchase budgets for printed books increased slowly or not at all.**



## 2006-2012年高校图书馆馆均文献资源/纸质资源/电子资源购置费（单位：万元）

### Higher education libraries 2006-2012 – sums spent per library on all books / print books / digital books (units: 10,000 yuan)





在出版物品种不断增加和出版物价格不断上涨的双重压力下，大学图书馆纸质文献的购买能力下降了。

**Under the double pressure of the steady growth in published titles and the steady rise in book prices, university libraries have become less able to buy printed books.**

通常图书馆为了保证馆藏品质不受到影响都会为确保入藏品种而减少复本。

**In order to ensure that the quality of their collections does not suffer, libraries will generally safeguard the acquisition of new titles by cutting down on duplicates.**



如果我们原有的馆藏管理政策，包括馆藏布局、借阅政策不变的话，复本率的降低很可能就意味着读者借阅的“可获得性”降低，借阅量下降。

**Without a change in our current collection management policies, including collection layout and lending policies, the decline in the duplication rate can well mean worse borrowing “accessibility” and a decline in lending rates.**



## 华东师大的例子

# The case of East China Normal University

- 2009年到2012年，中文图书（国内部分）购置费年均增长5.88%，同期复本率从2.22降到1.3左右。与此相对应，我们借阅量也经历了增长、停滞、下降的过程。
- **Between 2009 and 2012 the money spent on Chinese books (locally published) grew on average at 5.88% per year, while in the same period the duplication rate fell from 2.22 to around 1.3. Correspondingly our lending volume moved from growth to stagnation to decline.**
- 如果我们能及时调整借阅政策或馆藏布局，我们可以延缓下降的趋势。2010年增加了读者可借图书数量，当年借阅量同比增长22%。
- **If we adjust our lending policies or collection layout in good time we can slow this decline. In 2010 we increased the number of books which could be borrowed at one time, and in that year our lending volume grew 22% year on year.**



# 今天我们如何买书

## How we should buy books today

大学图书馆是为学校教学科研服务的，教学科研需求的变化必然会影响馆藏发展的变化。每个大学发展目标不尽相同，图书馆的发展目标也不尽相同。在大数据时代，在各种出版物都在飞速增长的今天，我们如何买书才能最适当地配合学校促进教学、科学研究和学习？

**University libraries must serve the needs of the university's teaching and research, and changes in these needs inevitably affect collection development. The universities' various development targets are not identical, and so the same is true of their libraries. In this big data age when every kind of published material is increasing at a great rate, what kind of book purchasing best fits the university's promotion of teaching, research and study?**

**我们需要比较明确的馆藏发展目标。**

**We need clearer collection development targets.**





馆藏发展的目标：追求研究型馆藏与追求馆藏的高利用率的和谐统一；不同载体文献的和谐统一。

**Collection development targets: to reconcile the pursuit of a good research collection with the pursuit of a high use rate; to harmonise the provision of works in different media.**



## 研究型馆藏

### A good research collection

1. 研究性学术著作收藏要齐全，可以向读者比较全面揭示学科领域的研究成果，特别是基础性研究成果，展现清晰的学科发展脉络；

**The collection of academic research works must be comprehensive, furnishing readers with a comparatively complete view of the research results in a field of study, especially the results of basic research, and displaying clearly the main lines of development of the field.**

2. 研究性资料要丰富，包括原始文献、原始数据等。

**The collection must be rich in research materials, including original documents and data.**



## 研究型馆藏：特色馆藏建设

### Good research collections: building specialist collections

- 特色馆藏建设包括两个方面：
- **There are two sides to building specialist collections :**
  1. 本馆在收集本校文献或数字化建设过程中产生的数字资源。例如专题数据库、学位论文，专门录制的本校学术报告，数字化的特藏等；

**Generating digital resources when the library collects the university's own materials or digitalises them. Examples are specialist data bases, dissertations, specially recorded papers given at the university, digitalized special collections.**

2. 根据本馆服务的特点有意识地进行某些学科或专题的资源建设。

**Consciously building up resources for certain fields or topics in line with the library's distinctive service purposes.**

由于本文的题目是“买书”，所以我们只讨论后者。

**Because our topic is “buying books”, we confine our discussion to the second.**



## 特色馆藏建设举例

# An example of specialist collection building

- 地方志书记录了各地建制沿革，政治经济文化发展情况，对研究人文社会科学有不可取代的意义，是科学研究的重要资料。
- **The Local Gazetteers of Imperial China recorded the evolution of buildings and developments in government, the economy and culture for each locality. This gives them unique significance for research into the humanities and social science, and they are a major research resource.**
- 从1993年起我们就在馆藏发展过程中注重对地方志的收集。目前我馆仅改革开放后新修方志已经入藏1万多种。如果在加上我馆古籍中的方志、大陆地区的《中国方志库》、台湾成文出版社出版的《中国方志丛书》，已经形成一个完整的，由纸质文献和数字文献组成的中国方志系统。
- **Since 1993 we have made the collecting of Local Gazetteers a priority in our collection development. To date we have acquired over 10,000 titles of revised editions from after Reform and Opening alone. If we add in the Local Gazetteers in our old book collection, the “Database of Chinese Local Records” from the regions of the mainland, and the “China Gazetteer Collection” from Chengwen Publishing Company in Taiwan, this constitutes a complete Chinese Gazetteer system made up of both print and digital components.**



# 追求较高的利用率

## The pursuit of a higher use rate

- 阮冈纳赞第一定律：“书是为了用的”。图书馆的主要职能使图书得到充分的利用。
- **Ranganathan's First Law: "Books are for use". A main function of libraries is to get the books fully used.**
- 馆藏文献被有效利用是图书馆实现价值的有效证明，也是文献采访符合读者需求，馆藏布局适当和借阅制度合理的证明。
- **For collections to be properly used is an effective sign that the library is realizing its value, and is evidence that the selection of materials corresponds to readers' needs, that the layout of the collection is fit for purpose, and that the lending system is reasonable.**
- 追求比较高的馆藏利用率并不意味着牺牲馆藏质量。我们追求的高利用率是在保持馆藏品质的前提下，通过提高服务水平和管理水平实现的。
- **The pursuit of a higher use rate does not mean sacrificing collection quality. The high use rate we aim for takes the maintenance of collection quality as a precondition, and is to be achieved by improving service and management.**



## 纸质或电子?载体类型的和谐统一 Print or electronic? Harmonising the two media

- 2013年数字资源经费约占总经费的45%。
- **In 2013 expenditure on digital resources was about 45% of total expenditure.**
- 数字时代，不同读者对文献载体需求不同。
- **In the digital age different readers have different media requirements.**
- 我们把数字资源和纸质资源放在同等重要的位置，但侧重点有所不同。电子资源主要用于支持科学研究的发展；而纸质文献兼顾科研与学生学习的需要。
- **We see digital and print resources as equally important, but there are differences in emphasis. E-resources mainly support research, while print items cater for both research and student study needs.**



电子资源更要注重高利用率和单次使用成本。

**For e-resources we must pay more attention to high use rate and cost per use.**

华东师大2010年1月-2013年10月中外文全文电子期刊年均单篇下载成本分别为0.11元和2.42元，大部分数据库使用成本较低。

**For East China Normal University between Jan 2010 and Oct 2013 the average cost for downloading a single article from an e-journal was 0.11 *yuan* for Chinese journals and 2.42 *yuan* for foreign journals, and the use costs of most databases were quite low.**



结语:

## Conclusions:

我们在讨论馆藏发展的时候必须把握图书出版情况；结合本馆实际情况“买书”，必须选择性价比最优的方式买书；买书的最终目的是“用书”。

**When we discuss collection development, we must be fully aware of publishing conditions; to “buy books” in the way which suits the actual circumstances of our library we must be selective and adopt the most cost-effective method; the ultimate purpose of buying books is “use”.**





華東師範大學

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**谢谢聆听！**

**Thank you for listening.**