

大學圖書館網站超連結研究

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【摘要】

網站之間的超連結讓兩個網站產生相關的連接，而連結到可靠性高的網站往往也是提升本身可靠性的重要因素。近幾年來，超連結分析研究不斷增長，然而關於學術圖書館網站超連結的建立動機與決定影響因素等問題卻很缺乏深入探討。本研究以電子問卷、個人訪談與內容分析法，針對國內大學圖書館網站與網站建置者進行研究，研究目的包括(1)大學圖書館網站超連結的選擇方式與選擇動機；(2)學術網路資源的可靠性與超連結之間的關係；(3)超連結在圖書館推廣與行銷服務上扮演的角色；以及(4)圖書館本身在連結可靠的網路資源上扮演的角色。最後研究結果可歸納為以下四點：(1)大學圖書館網站超連結的選擇方式分歧；(2)大學圖書館網站超連結的選擇動機兼具主動與被動性；(3)設有依主題分類的專題性學術網路資源連結的圖書館仍佔少數；(4)超連結在圖書館推廣與行銷服務上扮演的角色獨特。

A hyperlink between two websites keeps the two sites together. Besides, a hyperlink to a credible site contributed to increasing a site's

credibility. Recently, there has been a growth of hyperlink analysis studies in the Internet community. However, there remains a lack of studies on the motivation and influential factors of establishing hyperlinks on academic library websites. In view of the lack, the purpose of this study aims to investigate the issue of motivation for establishing hyperlinks on university library websites. Research methods utilized to collect data for the investigation include electronic questionnaires, personal in-depth interviews, and content analysis. Webmasters and librarians involved in the website creation and maintenance were interviewed. The research findings reveal that (1) hyperlinks in university websites were created by various ways; (2) creation motivations for links in academic websites can be categorized as active and passive; (3) very few library websites created subject-oriented academic internet resources; and (4) hyperlinks play a unique role in promoting library resources and services to the user community.

關鍵詞 Keyword

大學圖書館 網站 網路資源 超連結

University library ; Website ; Internet resources ; Hyperlinks