

1. 達文西學院執行長兼資深未來學家 T. Frey 在論及未來的圖書館時，揭示了十個主要的發展趨勢，以下是其中兩個趨勢。
 - (1) 請就 Trend #1 及 Trend #2 之論述，分別說明你支持或不支持其論點的理由。(25%)
 - (2) 承上題，請就你提出的觀點，對未來圖書館事業發展提出兩個最重要的建言。(25%)
2. 請由資訊傳播的角度，討論網頁 (Web Page) 與部落格 (BLOG) 的異同與造成的影響。(25%)
3. 請說明齊普夫經驗法則，並討論其對於資訊檢索發展的影響。(25%)

Trend # 1- We are transitioning from a product-based economy to an experience based economy

As the world's population ages and the Baby Boom generation approaches retirement, many of them will begin to shed their belongings to create a more free and mobile lifestyle. Each item that a person owns demands their attention, and the accumulation of physical goods to demonstrate a person's wealth is rapidly declining in importance. Experience becomes the key.

How would you rate your last library experience? Chances are that you've never been asked that question. However, in the future, the patron experience will become a key measurement criterion.

Gone are the days of the solemn book-reading experience in the neighborhood library. Activities will be diverse and varied as a way of presenting and interacting with information in new and unusual formats.

But more importantly, books themselves will transition from a product to an experience. As books change in form from simple "words on a page" to various digital manifestations of the information, future books will be reviewed and evaluated by the experience they create.

Trend # 2 - Libraries will transition from a center of information to a center of culture

With the emergence of distributed forms of information the central role of the library as a repository of facts and information is changing. While it is still important to have this kind of resource, it has proven to be a diminishing draw in terms of library traffic.

The notion of becoming a cultural center is an expansive role for the future library. It will not only serve as an information resource, but much more, with the exact mission and goals evolving and changing over time.

A culture-based library is one that taps into the spirit of the community, assessing priorities and providing resources to support the things deemed most important. Modern day cultural centers include museums, theaters, parks, and educational institutions. The library of the future could include all of these, but individual communities will be charged with developing an overall strategy that reflects the identity and personality of its own constituency.