Mendeley Customer Spotlight: Hong Kong Baptist University

How Mendeley helps the Library to support its mission and research impact at Hong Kong Baptist University
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In an endeavour to continuously adapt and respond to the evolving needs of its staff, researchers, and students, Hong Kong Baptist University (HKBU) decided to adopt Mendeley in 2013 offering its extensive user-base the opportunity to better manage references and PDFs as well as join one of the world’s largest academic social networks.

About HKBU: Whole Person Education At Its Finest

Founded in 1956, HKBU is one of Hong Kong’s eight publicly funded universities dedicated towards supporting more than 10,500 students and 800 faculty members. HKBU is a comprehensive university, offering programmes in the sciences, Chinese medicine, communication, social sciences, business, and visual arts. A key feature of HKBU’s curriculum is its emphasis on whole person education, fostering development across multiple areas of university life, such as citizenship, creativity, communication, teamwork and knowledge.

HKBU Library sees itself as a partner in whole person education, helping to promote, enable and support teaching, learning, and research at the institution. A key strategy is to proactively adopt new models of scholarly communication and output to further their goal of supporting research impact at HKBU.

Mendeley Supports HKBU’s Strategy

In 2013, HKBU began searching for a new, easy-to-use and adaptable tool to help their researchers more easily manage their references and share documents, notes and other research material. Key features of Mendeley that appealed to HKBU were its ability to organize and manage PDFs easily, automatically extract metadata, highlight and annotate PDFs, and finally, allow researchers to connect with others via both public and private groups.

“Mendeley’s academic social network allows researchers to connect with their collaborators and form private groups where they can share PDF and research materials.”

Chloe Lei, Information Services Librarian at HKBU

From a librarian standpoint, the analytics promised to provide the library with additional insight into their researcher’s workflow.

“Mendeley’s analytics potentially allow us to discover what our members are reading and researching; this could be very helpful for collection development.”

Chris Chan, Head of Information Services at HKBU

By offering and supporting Mendeley, the HKBU librarian team is now able to better support traditional reference management needs while also enabling researchers to collaborate and connect with over 4+ million researchers worldwide.

The Rollout Experience at HKBU

The HKBU Library executed a carefully planned rollout of Mendeley to all users, starting in 2013, using many of its existing offline and online channels, including the library website and social media.
Regular training sessions are offered to both undergraduate and graduate students as well as postgraduates, providing information tailored to their specific research needs. Mendeley has also been included in their information literacy sessions. HKBU librarians have found that undergraduates are especially grateful for the built-in citation and bibliography tool leading to audible gasps of delight from workshop attendees when they see it for the first time.

In addition to hosting open workshops with invited speakers, the HKBU Library has also recently introduced required library workshops aimed at research postgraduate and incorporating some of the more advanced features in Mendeley to help them showcase their work, research expertise, and collaborate with others more efficiently.

A “Got Mendeley?” poster announces the arrival of Mendeley in the HKBU campus library.

Researchers learn about Mendeley at the HKBU Library.

A look at the uptake of Mendeley at HKBU demonstrates the success of the rollout thus far:

An almost 400% increase in new users since 2013. Chris Chan also recognizes that Mendeley will appeal to more advanced researchers who see the real value of its reference management capabilities as well as opportunities for collaboration.

Future plans for Mendeley at HKBU

Going forward, Chris Chan and Chloe Lei hope to capitalize on their early success and continue to build their Mendeley user-base focusing on postgraduate research students who stand to benefit the most from what Mendeley has to offer. Their plan is to identify a few Mendeley “power users” via their MIE group statistics who may be in a good position to help promote Mendeley to their peers and colleagues based on their own personal experience.

The HKBU Library team is also looking forward to making full use of the MIE analytics dashboard to better understand how their users are reading literature, publishing, and interacting with both the research literature and other researchers using Mendeley.

“One of the big areas of focus for HKBU Library going forward is to move beyond the more traditional role of content provision...to better support the entire research process... We really feel that Mendeley is a key tool within our library that will help us reach our strategic goals and better support our researchers.”

Chris Chan, Head of Information Services at HKBU Library.
To access a recording of the webinar “The Library’s Role in Supporting Research Impact at Hong Kong Baptist University”, please go to: www.brighttalk.com/webcast/11355/113433

Other Mendeley Case Studies may be downloaded from:
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