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User Services

A range of innovations are making using the collections easier. The Swiss Press Archives platform is now available in a version for smartphones and tablets. The first catalogue items from the NL have been made accessible via the open government data portal.

Circulation

The NL counted 5178 active users in 2013, compared with 4898 in 2012. The largest proportion of these were for the General Collection, with 3772 users (2012: 3483), followed by the Swiss Literary Archives (SLA) with 879 (932) and the Prints and Drawings Department with 527 (483). As regards the General Collection, only users that order electronically are recorded. In all, 27% of orders were submitted manually. This figure has been in decline for several years, largely because integration into Helveticat has steadily increased the number of periodicals that can be ordered electronically.

The number of documents loaned rose sharply, from 68 025 in 2012 to 85 914. Physical loans from the General Collection increased from 57 645 to 74 163, though this is partly a statistical artefact: owing to an error in interpretation, the figures reported up to 2012 were too low. The increase in microfilms used (8400 compared with 7536 in 2012) and archive boxes borrowed in the SLA (3351 compared with 2844) is, however, real.

Items were loaned to exhibitions at venues including the Historical Museum of Bern and the Swiss National Museum, Zurich, whose exhibition on Mani Matter consisted largely of material from the fonds of the SLA.

Information Retrieval

Requests for information and research declined, from 19 070 to 17 703. General research requests remained stable (2013: 1514; 2012: 1513) as did information and research in the SLA (2013: 3457; 2012: 3459). Information and research requests in the PDD rose by over 20% for the second year in succession (2013: 891; 2012: 731). The public rooms reported a sharp decline in requests (2013: 11 841; 2012: 13 367), although workstation occupancy rose from 28% to 31%.

SwissInfoDesk, the NL's research and information service, introduced some innovations in its tenth year. Its website²⁶ now has a search form rather than a static list of links. A chat channel for relatively simple information has been set up on the NL's German and French-language Facebook pages.²⁷ The PTT archive has joined the network providing virtual information about Switzerland as a partner institution. The network now includes 41 institutions.

Outreach

Having risen steadily over recent years, visits to the website recorded only a marginal increase in the year in review (2013: 579 054; 2012: 573 003). The number of subscribers to the NL's Facebook and Twitter channels continues to grow. At the end of the year the German Twitter channel had 569 followers (2012: approx. 320), and the French one 522 (2012: approx. 220). The number of Facebook fans also rose markedly, from around 7500 to over 10 000 for the German page, and from about 5400 to more than 7000 for the French one. However, a better way of measuring the medium's performance is the number of people reached each month without paid advertising. In the case of the French Facebook page, this "organic reach" rose from an average of at least 5000 people to just under 7000. The German page saw its figure halved, from just over 8000 to just over 4000. This



Die Frau in der Schweiz 1934



Nouvelliste, 18.5.1980

26 www.nb.admin.ch/dienstleistungen/swissinfodesk/index.html?lang=en

27 www.facebook.com/schweizerische.nationalbibliothek; www.facebook.com/bibliothequenationale.suisse



The NL makes newspapers available on iPads.

may be due to the increasing restrictions that Facebook is placing on the unpaid reach of institutions' pages.

The catalogues all recorded significantly higher numbers of research requests than in the previous year. When interpreting these figures, it should however be borne in mind that they also include hits from search engines and control sessions by the administrator. A reliable indication of genuine demand can only be given for HelveticArchives. Here, visits rose from 69 396 to 114 685. This is a clear demonstration of the database's increasing value for users as new material is imported on an ongoing basis.

A number of data packages from Helveticat can be accessed via the Swiss Open Government Data portal,²⁸ which was launched in autumn 2013 at the international Open Knowledge Conference in Geneva. The NL makes bibliographic records of the digitised fonds, electronic dissertations, the *Bibliography on Swiss History* (BSH) from 1975 onwards and the national bibliography *The Swiss Book* from 2001 available under a free license (CC0).

Demand for reprographic services presents a mixed picture. While the number of photographs taken increased massively due to large orders for research projects – 5334 in the year in review compared with 1371 in the previous year – fewer e-books on demand were ordered (2013: 131; 2012: 158). The number of copies made remained constant (2013: 40 602; 2012: 41 616). This figure is likely to fall as time goes on, since users are now permitted to photograph documents from the General Collection using their own equipment. For reasons of copyright and conservation, this is not possible for documents from the Prints and Drawings Department and the SLA.

The digital platforms were expanded to include a range of new titles. The Valais newspaper *Nouvelliste* and its associated titles *Journal et Feuille d'Avis du Valais* and *Le Rhône* can now be accessed free of charge at www.swisspressarchives.ch thanks to a partnership with the publisher and the Mediathèque Valais. This website is now available in a version optimised for mobile devices. After five years' work, every issue of *L'Express* and *L'Impartial* is available online using the publisher's dedicated application.²⁹ The periodicals platform retro.seals.ch now includes four titles on women's history, including *Die Frau in der Schweiz*, and one on the history of education. A total of 142 digitised monographs were uploaded to e-Helveticat during the year.

The NL's event offering was in line with that for a normal year without a major exhibition. A total of 5227 visits were registered (2012: 12 127).³⁰ The Centre Dürrenmatt Neuchâtel was closed for maintenance work for five months. Accordingly, the number of visits was lower than in the previous year (2013: 5903; 2012: 8987). It reopened in December with the exhibition *Balades avec le Minotaure*.³¹

²⁸ www.opendata.admin.ch/en

²⁹ www.lexpressarchives.ch

³⁰ For a selection of events see p. 6ff.

³¹ For more detailed information on the CDN see p. 19.