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User Services

The first image documents from the Swiss National Library (NL) are now accessible on Wikimedia Commons. On-site use has been made more convenient thanks to an overhaul of the technical infrastructure.

Workstation for the visually impaired

Circulation

The number of active users rose from 5178 (2013) to 5679 in 2014. 4305 people (2003: 3772) used the General Collection, 548 (527) the Prints and Drawings Department (PDD). The number of users of the Swiss Literary Archives (SLA) fell from 879 to 826. As regards the General Collection, only users that order electronically are recorded. Some 27% of orders were submitted manually.

Overall, the trend in the number of documents lent out was the opposite of the number of active users. The figure fell from 86 543[20] to 76 121. The decline affects the General Collection – both physical loans (2013: 74 163, 2014: 66 149) and microfilms (2013: 8400, 2014: 6655). Management of archive boxes in the SLA was made more efficient, with the result that only 2326 orders were placed, compared with 3351. The PDD lent out roughly a third more units than in the previous year (2013: 629; 2014: 991).

Items were loaned to exhibitions at numerous institutions throughout Switzerland and also to destinations abroad, including Bonn, Bregenz and Brno.

New microfilm scanners

Information Retrieval

Information and research requests remained stable at just under 18 000 (2013: 17 933, 2014: 17 941). This trend is evident in both the General Collection and the SLA. The PDD recorded an increase of over 5%, compared with rises of more than 20% in the two preceding years (2012: 731, 2013: 891; 2014: 937).

The technical infrastructure in the public rooms was overhauled during the year. It is now possible to consult copyright digital documents from the NL collection. Two workstations were set up to cater to the needs of the visually impaired.

Outreach

Digitised content

The NL aims to make both metadata and content available digitally. Since 2009 the digitisation principles have been laid down in guidelines[21] which were revised in 2014. One fundamental change is that in future high-resolution files will also be conserved, allowing for a wider range of potential uses. At the same time, the NL is bringing its digital archiving practice into line with that of other memory institutions.

In line with one of our strategic goals – to make documents available to the largest possible number of users – we engaged two "Wikipedians in Residence" in cooperation with the Wikimedia Switzerland association. They placed the first freely usable images from the Prints and Drawings Department online. By the end of the year, 784 images were available on Wikimedia Commons.[22] Articles containing images from the NL were accessed a total of 475 154 times, a reflection of Wikipedia's vast reach.

Other platforms that receive materials from the NL include swisspressarchives.ch[23] for newspapers and retro.seals.ch[24] for journals. The former now also contains newspapers from the

Front page of the last issue of *Le Peuple La Sentinelle*, Neuchâtel-Jura edition, 19th May 1975

20 For the first time, this figure includes loans from the Prints and Drawings Department, which were not counted in the 2013 Annual Report.
21 http://www.nb.admin.ch/themen/02074/02076/index.html?lang=en
22 https://commons.wikimedia.org/wiki/Category:Media_contributed_by_the_Swiss_National_Library
23 www.swisspressarchives.ch
24 http://retro.seals.ch

Vue de Neuchâtel, in: *Die Schweiz = La Suisse*, Neuchâtel, Maison Timothée Jacot, W. Bous, around 1900

Vue de Lugano, in: *Die Schweiz = La Suisse*, Neuchâtel, Maison Timothée Jacot, W. Bous, around 1900

Hôtel Bellevue entre le Kriesiloch et l'Esel, in: *Album du Pilâte : collection de 10 vues du Pilâte et de ses environs accompagnée d'un panorama*, dess. d'après nature et lith. par Xaver Schwegler, Lucerne: Schwegler & fils, around 1865

canton of St. Gallen, from which eight titles from the 19th century were made accessible, as well as *La Sentinelle* (1890–1971), from the canton of Neuchâtel. Accessing of newspapers digitised by the NL rose more than fivefold compared with the previous year (2013: 15 114; 2014: 83 549).[25].

The *Gewerkschaftliche Rundschau* and the *Revue syndicale suisse*, two periodicals that are of importance to Swiss social history, are now available on retro.seals.

At the end of 2014, some 11 million pages from the NL's collections were publicly accessible on NL or third-party platforms (2013: 9.5 million). They come from 5811 monographs, 6951 volumes of journals and 6610 volumes of newspapers. In terms of volumes, 0.51 per cent of the General Collection has been digitised.

Website and social media

Visits to the website www.nb.admin.ch fell for the first time in years (2013: 579 054, 2014: 527 204). It is hoped that placing thematic dossiers online will enhance the value of the website. The first pilot dossier was published to mark 150 years since the signing of the First Geneva Convention.[26]

The NL's German Twitter feed had 984 followers at the end of 2014 (2013: 569), while the French feed had 797 (2013: 522). The number of fans of the German Facebook page remained stable at over 10 000, while for the French page the figure rose from rather more than 7000 to over 8000. Each page still reaches around 7000 people per month unpaid (2013: 11 000 in German, 16 000 in French). The reason for this is that Facebook is limiting organic reach.

Catalogues

Research requests to the HelveticArchives database rose from 114 685 to 133 514. No reliable figures for usage of the other catalogues are available, as it is impossible to filter out requests from search engines, and technical problems were experienced in gathering the data.

Reproductions

The figures for reprographic services fluctuate substantially from year to year, as the need for them is dictated largely by external research projects. In 2014, 4991 (2013: 5334) photographs, 37 422 (40 602) copies and 148 (131) e-books on demand were produced.

Cultural offerings

The highlight at the headquarters in Bern was the exhibition *Under Propaganda Fire. Switzerland and the First World War*, the first joint project between the NL and the Museum of Communication. It was well received by the media and visitors throughout Switzerland. Contributions on Facebook extended it into the virtual domain. After a lengthy break, the PDD resumed its outreach activities, while the SLA continued its established programmes. The Centre Dürrenmatt Neuchâtel presented three major exhibitions during the year.[27]

Visitor numbers were substantially higher than in the previous year. In total, 10 375 (2013: 5227) people made use of an NL cultural offering in Bern. The figure for the CDN was 10 772 (5903).

25 Titles on www.swisspressarchives.ch plus *L'Express* and *L'Impartial*
26 http://www.nb.admin.ch/themen/04114/04670/index.html?lang=en
27 See p. 19.