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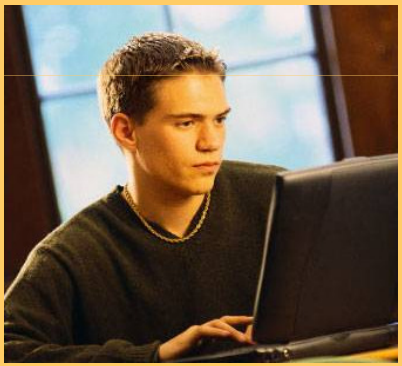
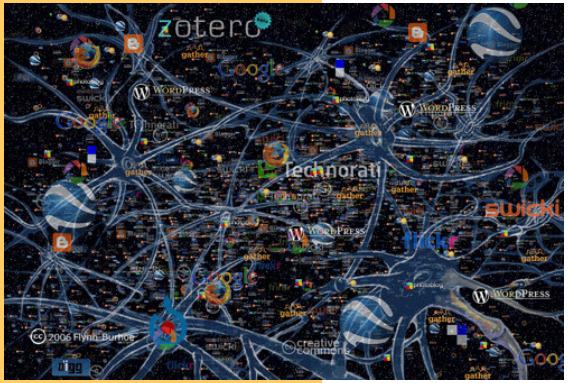
New Technologies: Web 2.0: Implications for Libraries





Presentation by Johann van Wyk

Libraries, Archiving & Information Management Forum 2009 held at Southern Sun Hotel, Cape Town, South Africa, 29-31 July 2009

INTRODUCTION

Web 2.0 and Libraries

Should libraries embrace Web 2.0 tools?

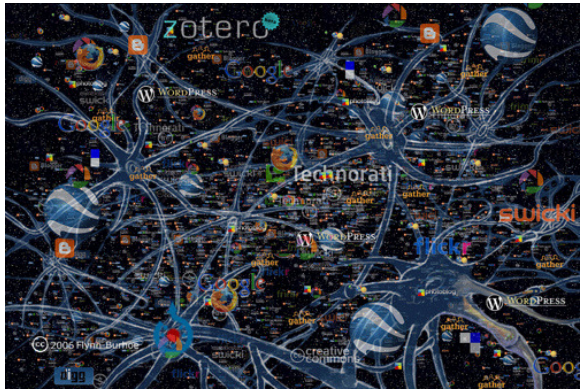
Which Web 2.0 tools should libraries embrace?

Which tools work in a library environment and which not?

INTRODUCTION

Definition of Web 2.0

"Refers to a supposed second-generation of Internet-based services - such as social networking sites, blogs, wikis, communication tools, and folksonomies - that let people collaborate and share information online in ways previously unavailable."
(thehatchergroup.wordpress.com/2008/05/08/glossary-of-new-media-terminology/)



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INTRODUCTION

Overview of Presentation

- Different types of Web 2.0 tools
- Important Factors that will determine successful implementation of Web 2.0 tools in your library
- Starting the Implementation
- Different tools and possible applications in libraries. Screenshots will be shown of how these tools were applied by the University of Pretoria

INTRODUCTION

Different types of Web 2.0 tools

- Authoring tools: e.g. Blogs, Wikis, Twitter
- Archiving/Marketing tools: e.g. Flickr, Slideshare, YouTube, Podcasts
- Social Networking Tools: e.g. Facebook, LinkedIn, Academia.edu
- Geolocation Tools: e.g. Google Earth
- Alerting Tools: e.g. RSS Feeds
- Gaming Tools: e.g. Game for Information Literacy
- Digital Repositories: e.g. UPSpace(DSpace)

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INTRODUCTION

Important Factors that will determine successful implementation of Web 2.0 tools in your library

- Convince your top management and IT department of the value of these tools (Show them examples from other libraries)
- Make these tools part of your strategic planning
- Give your staff members the freedom to experiment
- Encourage your staff members to experiment with these different tools by making it part of their performance evaluations
- Reward them for successful implementations
- Use tools as part of daily work processes
- Give your staff members training if necessary
- Showcase success stories to the rest of your staff
- Communicate/Market these tools to your clients
- Learn from the mistakes of others

INTRODUCTION

Starting the implementation

- What do you want to achieve? (Purpose, aim)
- Who is your target audience?
- Do you have funding available? If not, use open source
- Is this an established tool. Be careful of a tool that is here one day and gone the next
- Is the tool user friendly/easy to use?
- Is the tool customizable?
- Do not use your personal work e-mail to register the tool. (Ask your IT Department to create a general e-mail, or create a Gmail or Yahoo mail account) This will ensure that the tool is still available to others,when you leave your organisation.
- See what other libraries are doing

Authoring Tools

- Blogs
- Wikis
- Twitter

AUTHORING TOOLS

Blogs

“A **blog** (a contraction of the term "**weblog**") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order” (Wikipedia)

AUTHORING TOOLS

Types of Library Blogs

- Personal Blogs
- Marketing Blogs
- Newsblogs (newsletters, new happenings)
- Information tips Blogs
- Video Blogs/Vlogs
- Subject Specific Blogs/Subject Librarian Blogs
- Blogs for Internal Library Communication
- Library Director Blogs
- Book Review Blogs
- Project Blogs
- Information Literacy Training Blogs
- etc

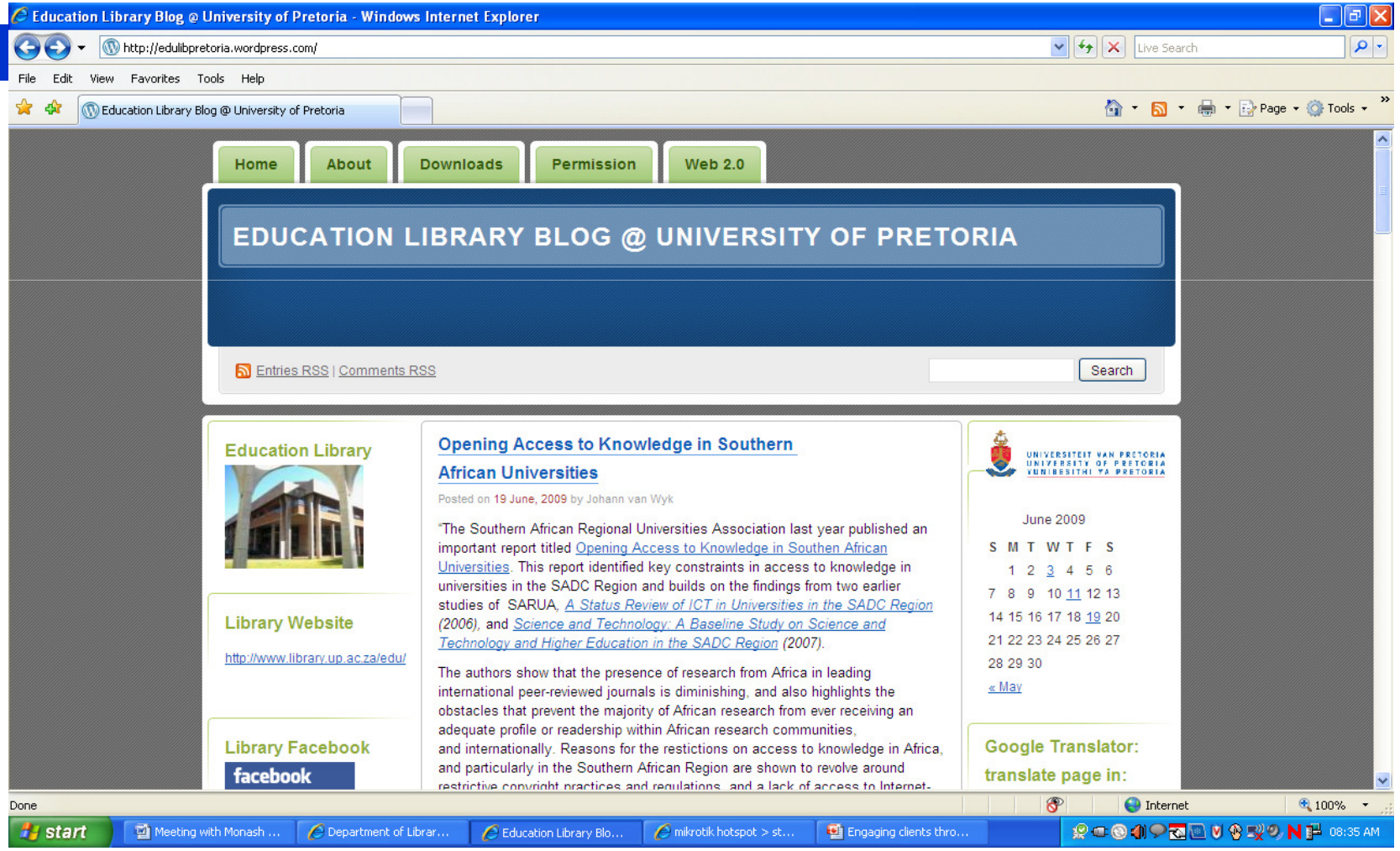
AUTHORING TOOLS

Important when starting your Blog

- Determine the Purpose of your Blog
- Who will be the Target Audience of the Blog
- Choosing a Blogging Platform: Blogger, Wordpress…
- Decide on lay-out (own design or template)
- Decide: one column or more than one?
- Own header or template header?
- More than one page?
- Which widgets are you going to use?
- Are you going to allow comments

BLOGS

Example of Library Blog: Education Library News Blog @ University of Pretoria http://edulibpretoria.wordpress.com



BLOGS

Why UP Education Library chose Wordpress for its EduNews Blog

- It is well established and used by many libraries across the world
- You can easily add your own widgets to the blog (Customizable)
- The lay-out of the blog templates looks very professional
- It has a thorough statistical function
- It has a good Spam filter

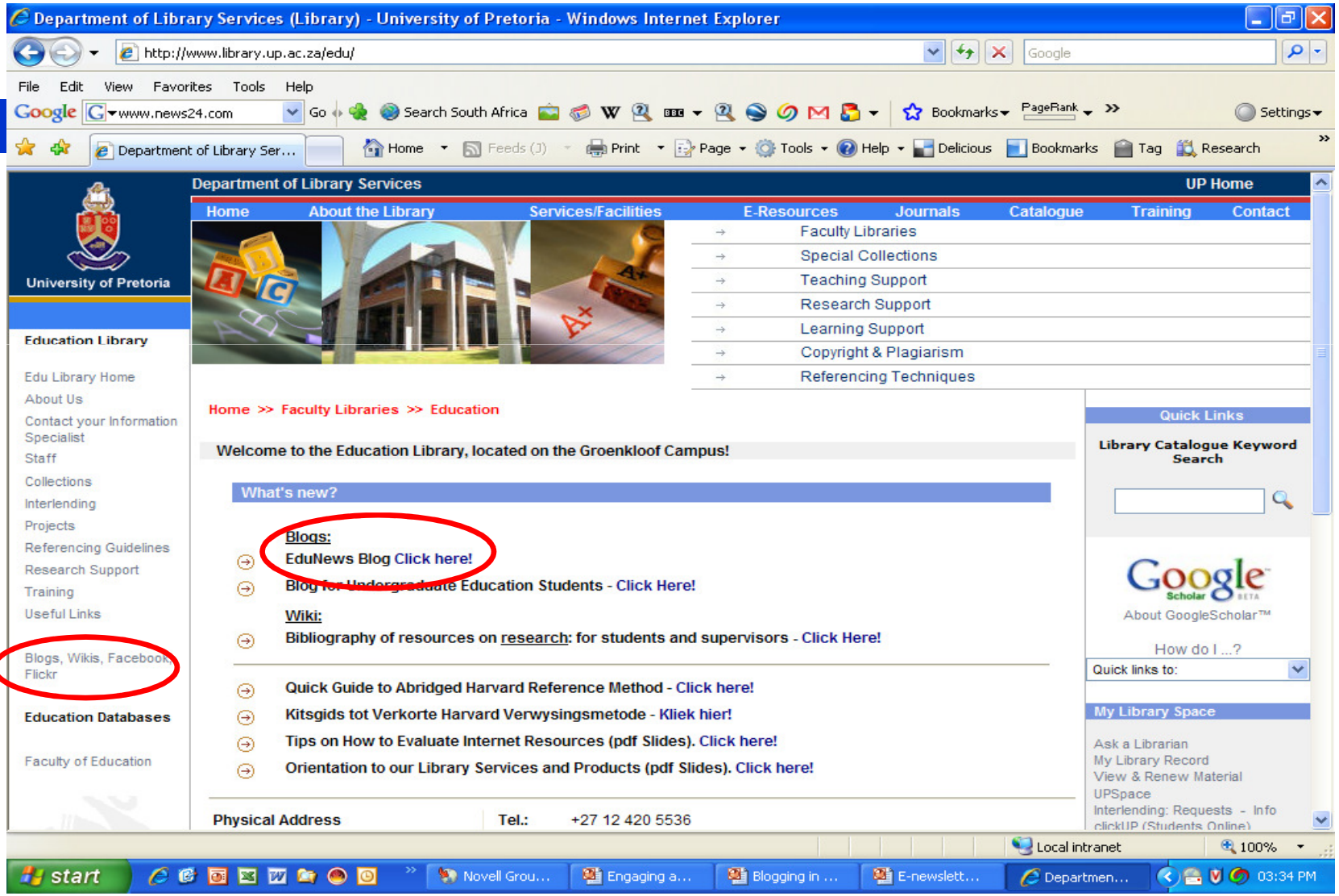
BLOGS

Purpose and target audience of the Education Library Blog

- “To keep people informed of new trends and developments in services and products in the library as well as new trends and developments in the field of Education”.
- **Primary target:** Students and academic staff of Faculty of Education
- **Secondary target:** researchers in the field of Education internationally (supports networking)

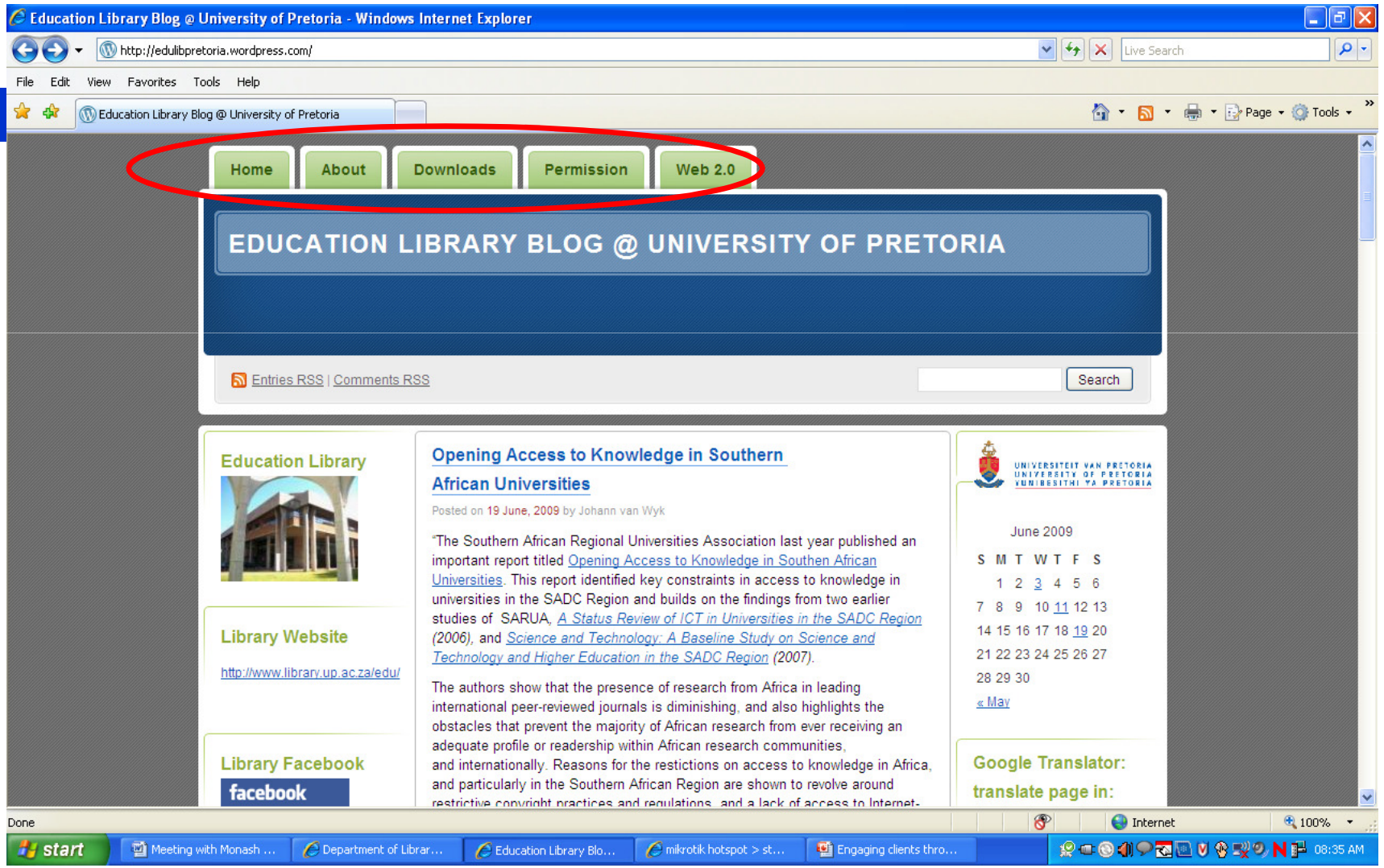
BLOGS

Make a link to your Blog from your library web site



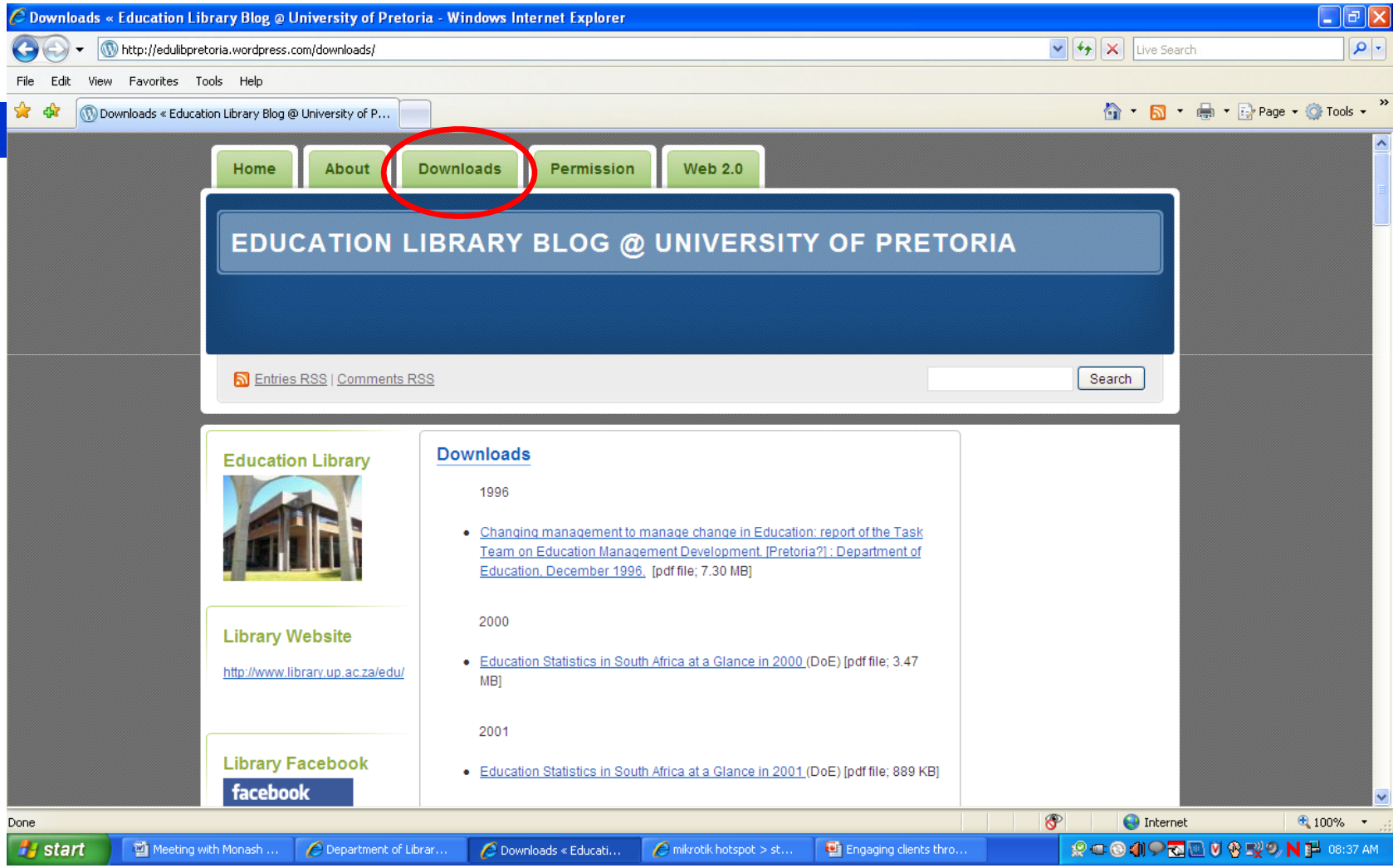
BLOGS

Choose whether you want more than one page on your blog



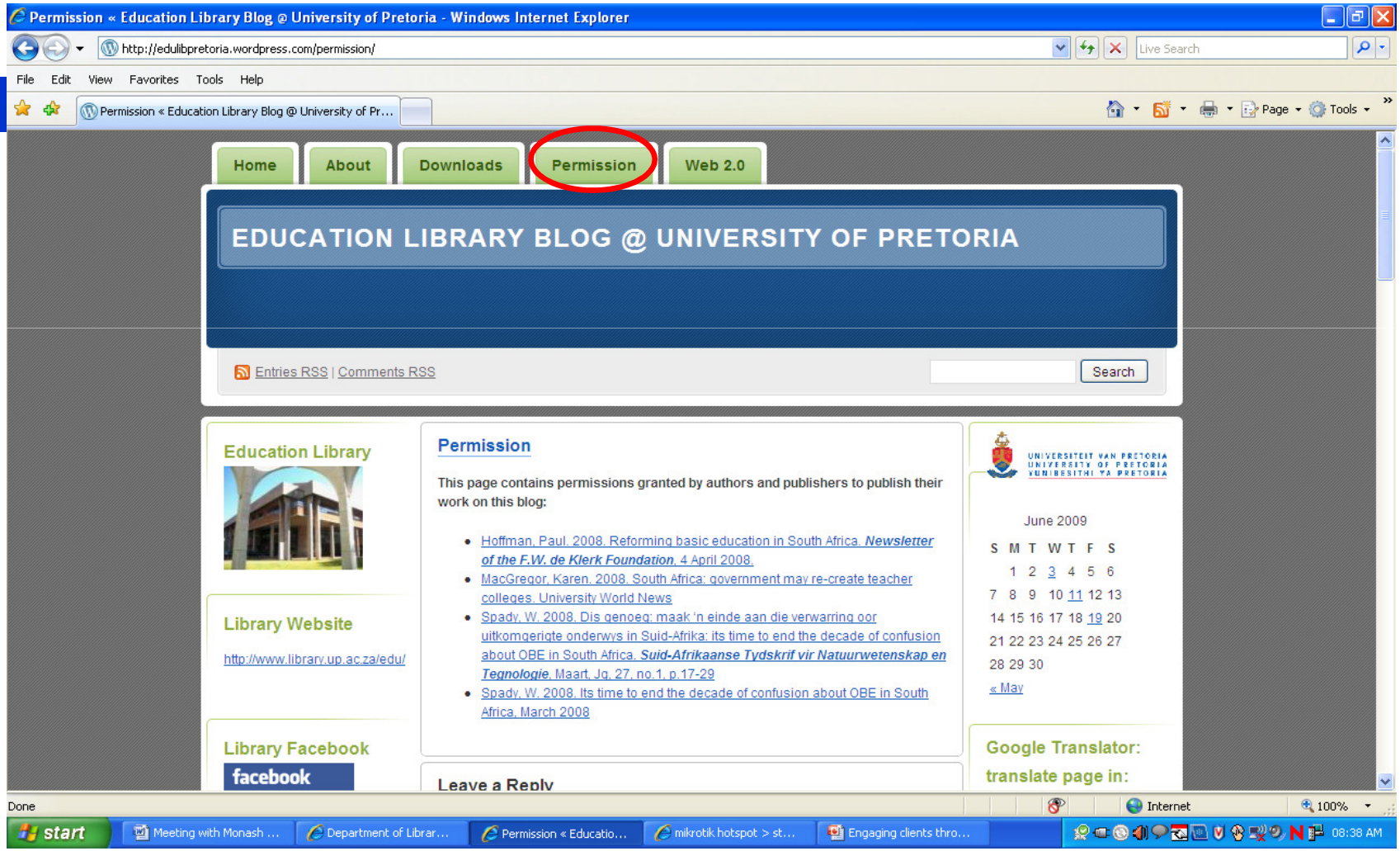
BLOGS

Downloads Page



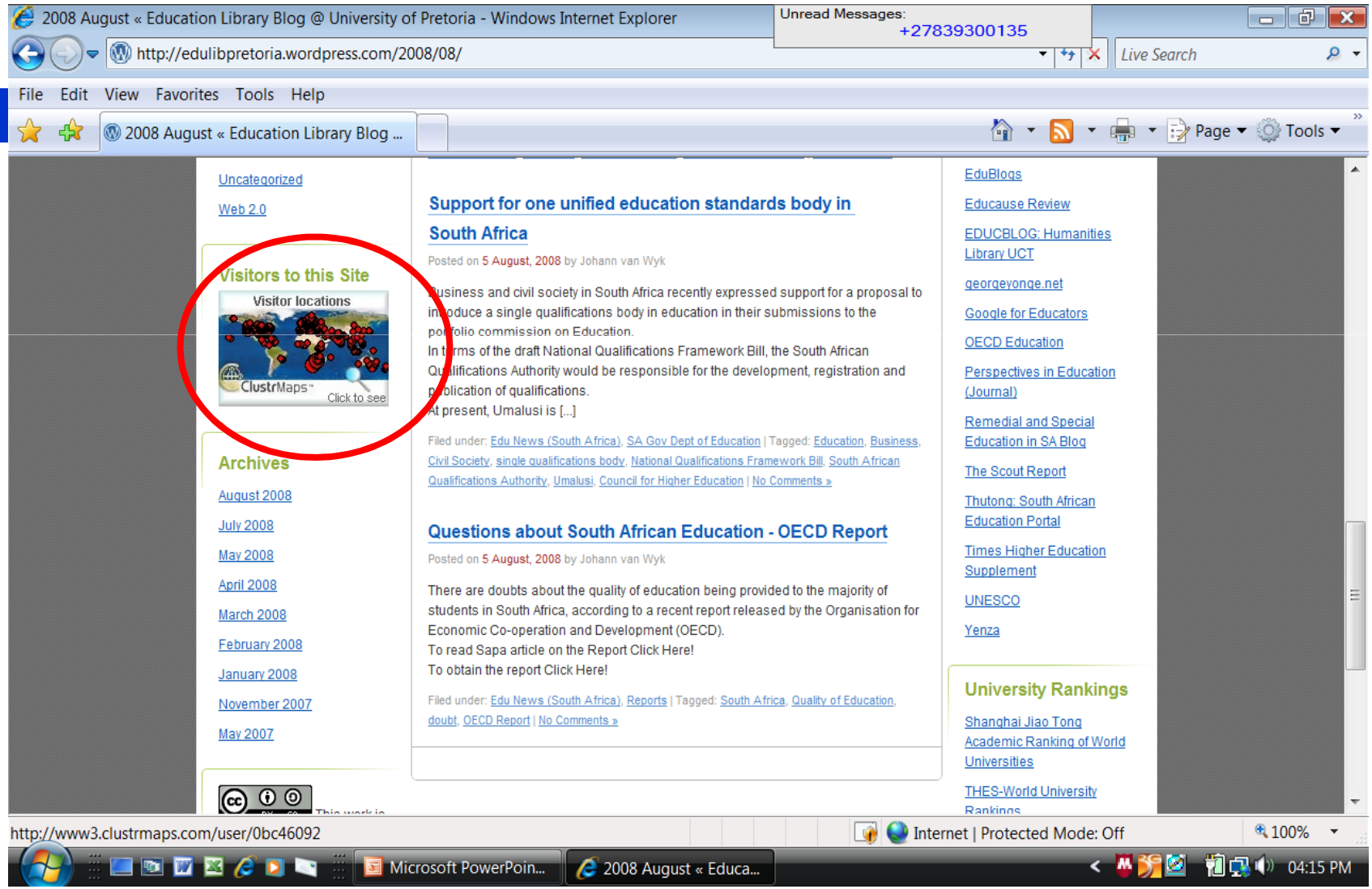
BLOGS

Get Permission/copyright clearance for documents/pictures downloaded on your page



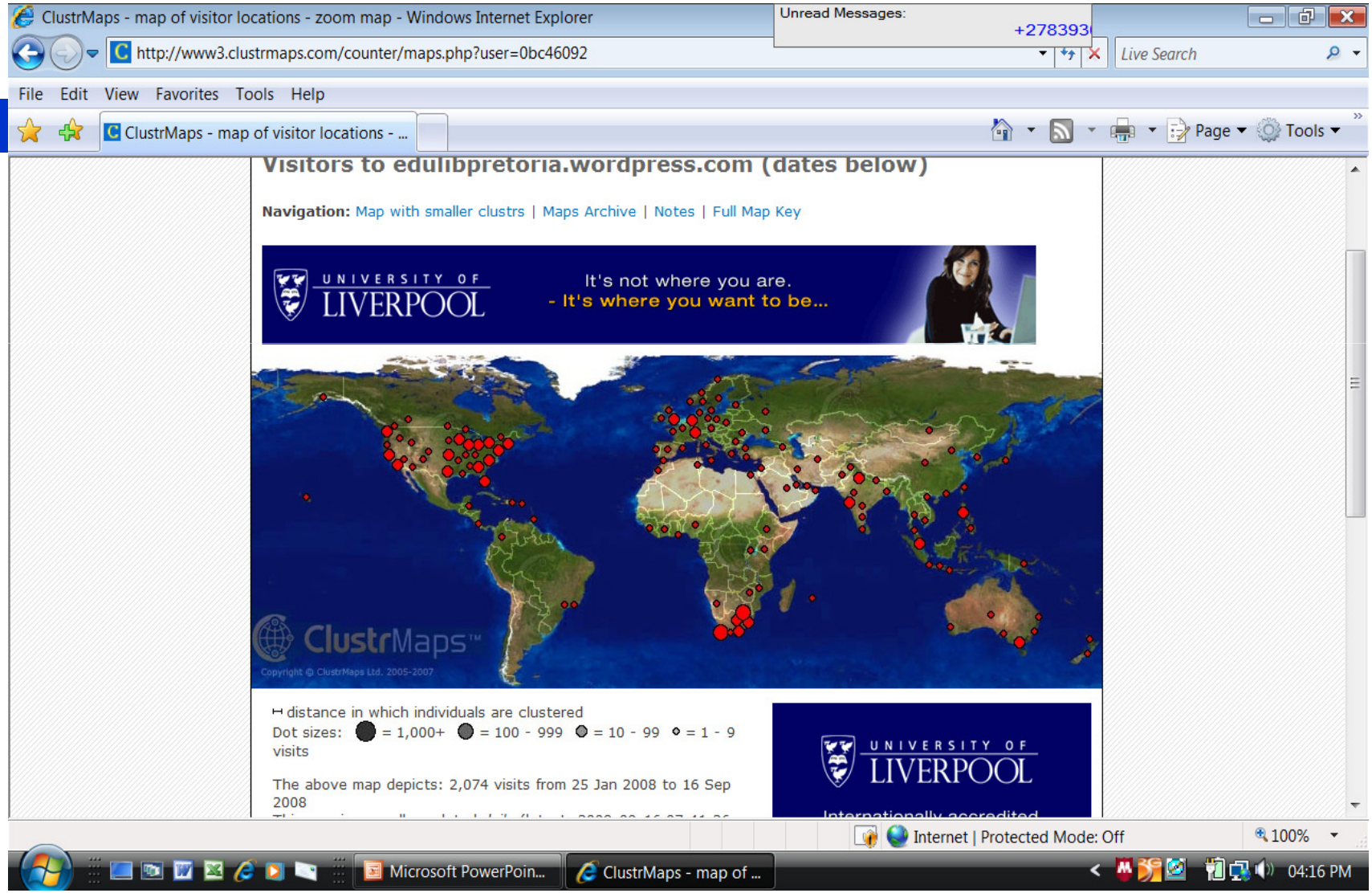
BLOGS

Clustr Map



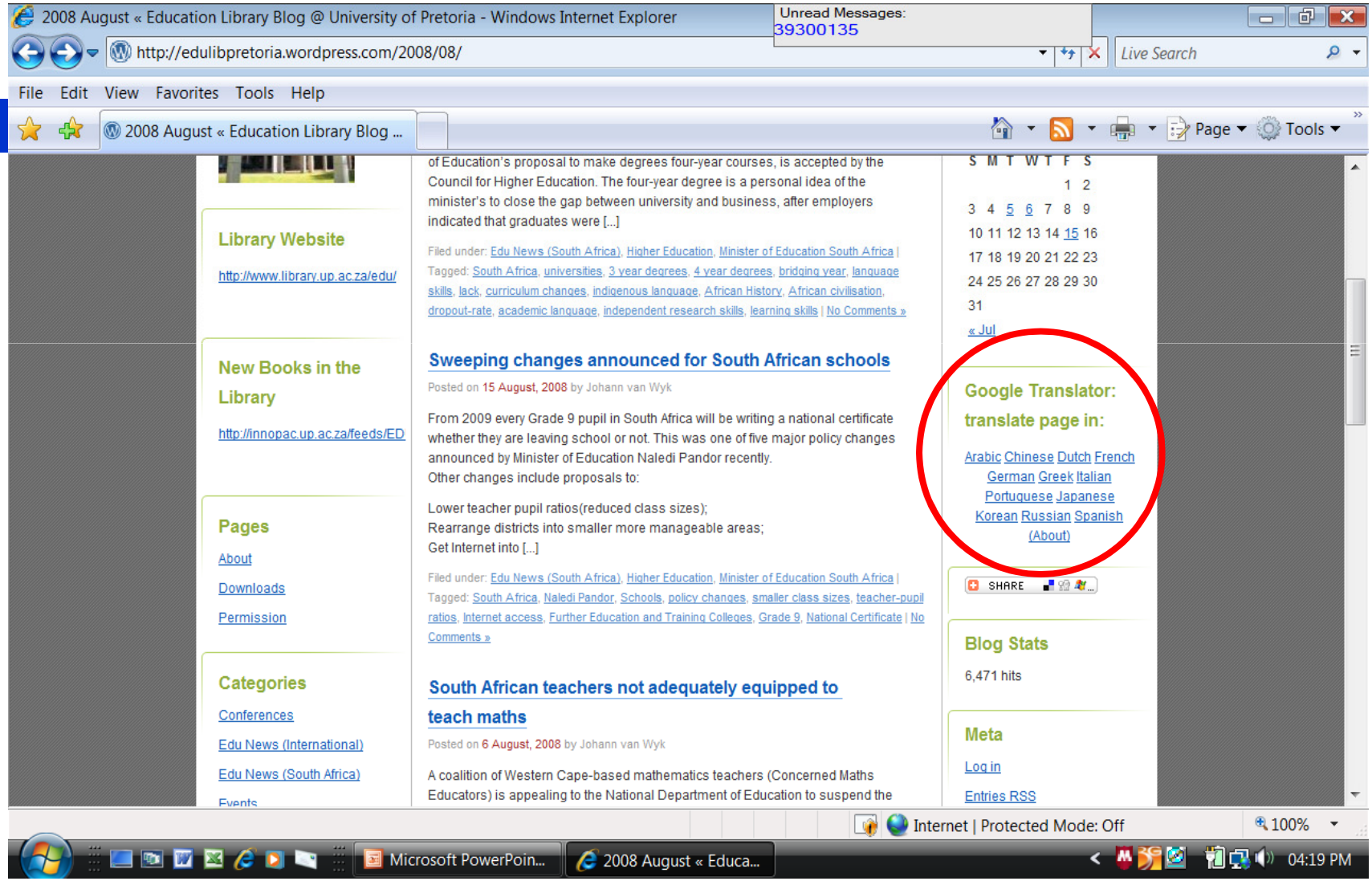
BLOGS

Clustr Map (Continued)



BLOGS

Google Page Translator

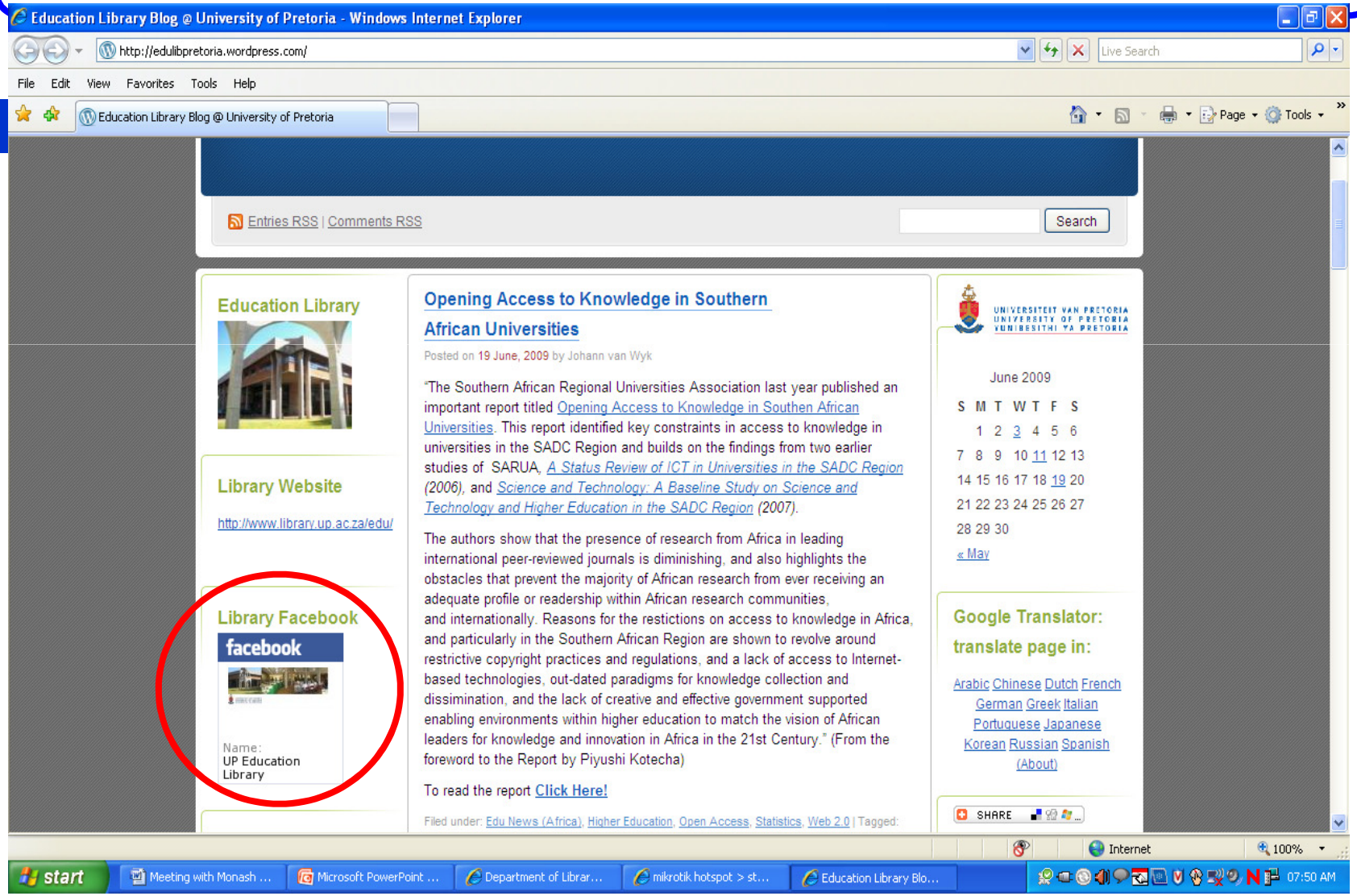


BLOGS

Example of page translated into Chinese

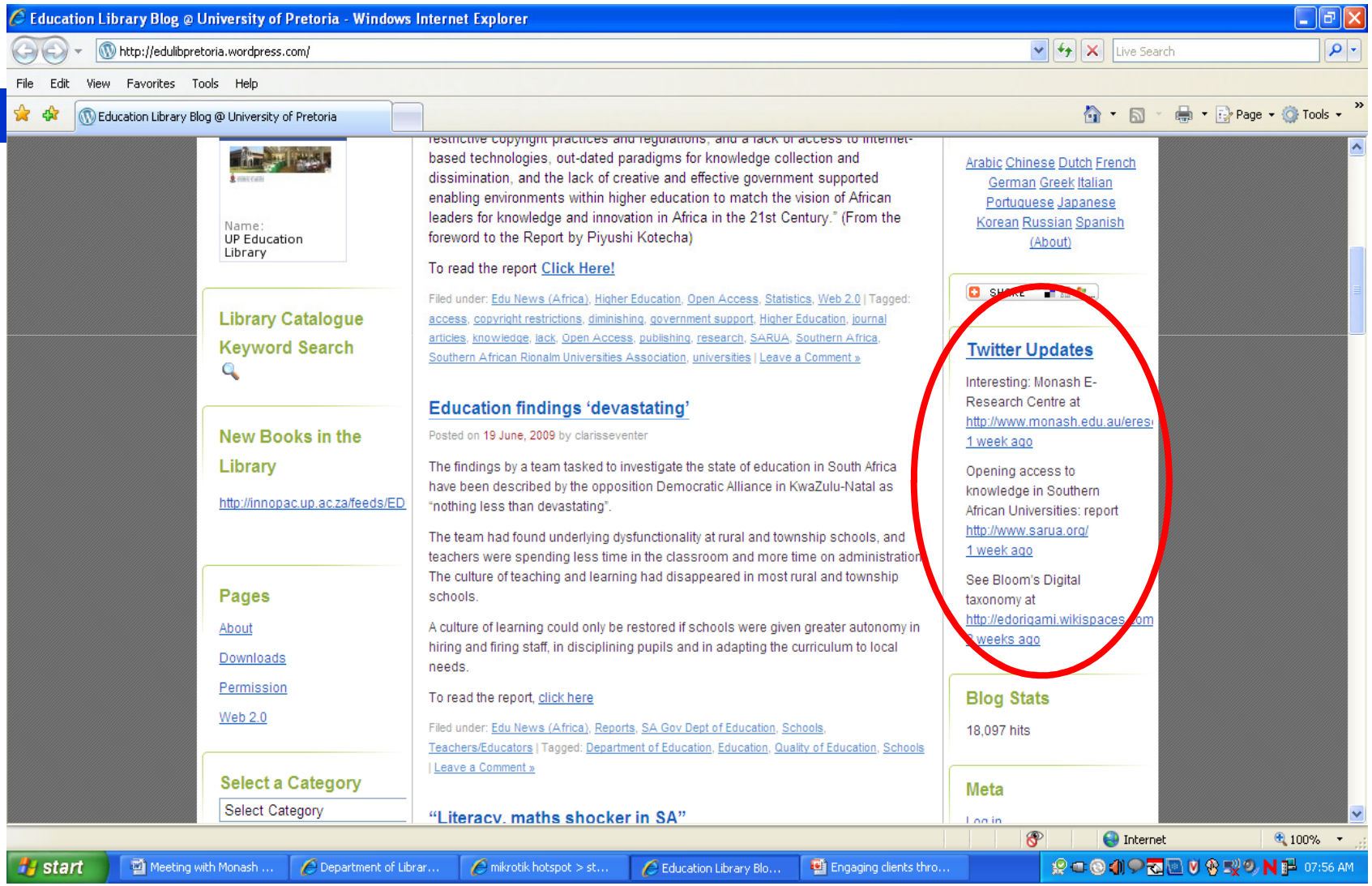
BLOGS

Link to Library Facebook



BLOGS

Link to Twitter

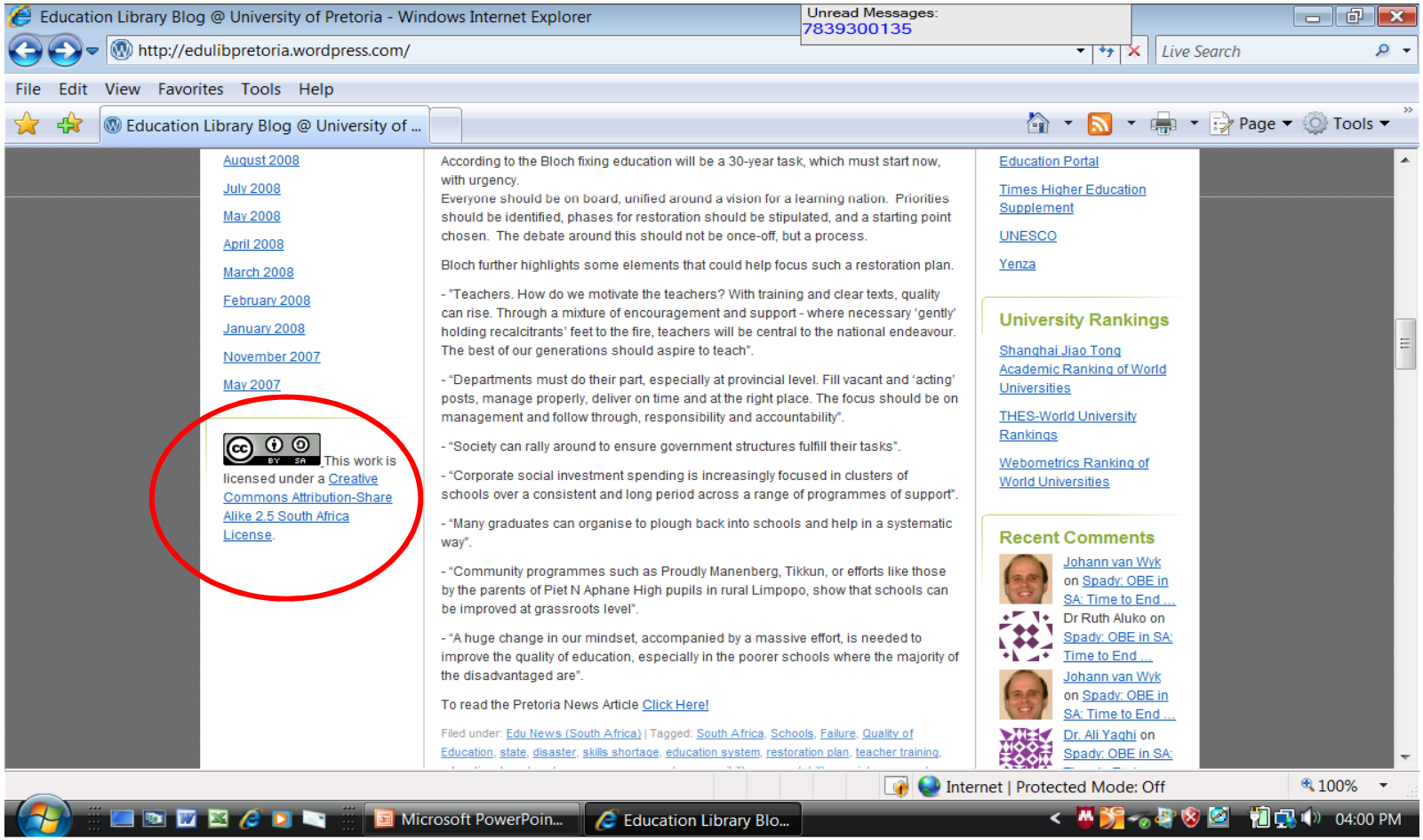


BLOGS

Links to Favorite Sites

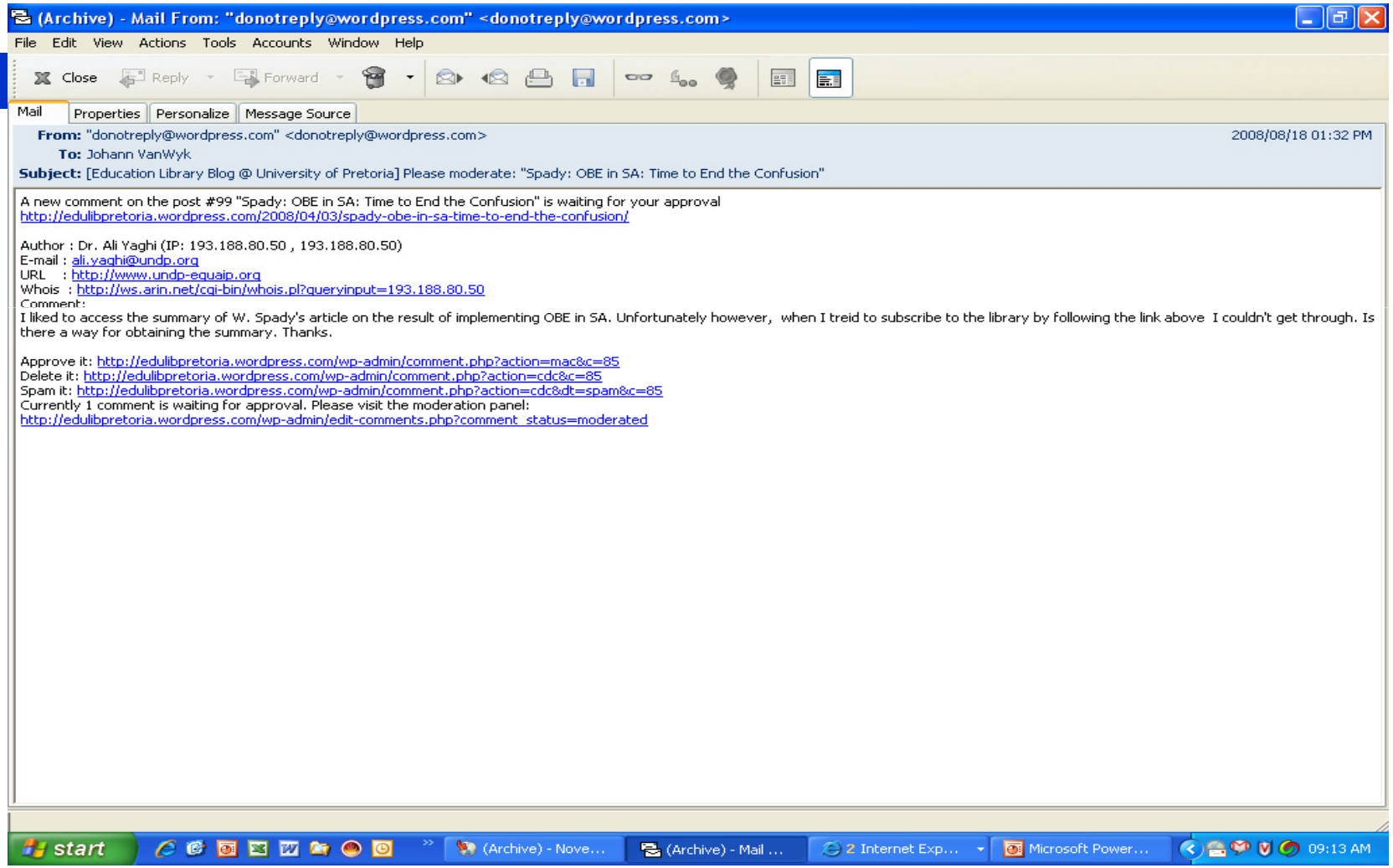
BLOGS

Copyright



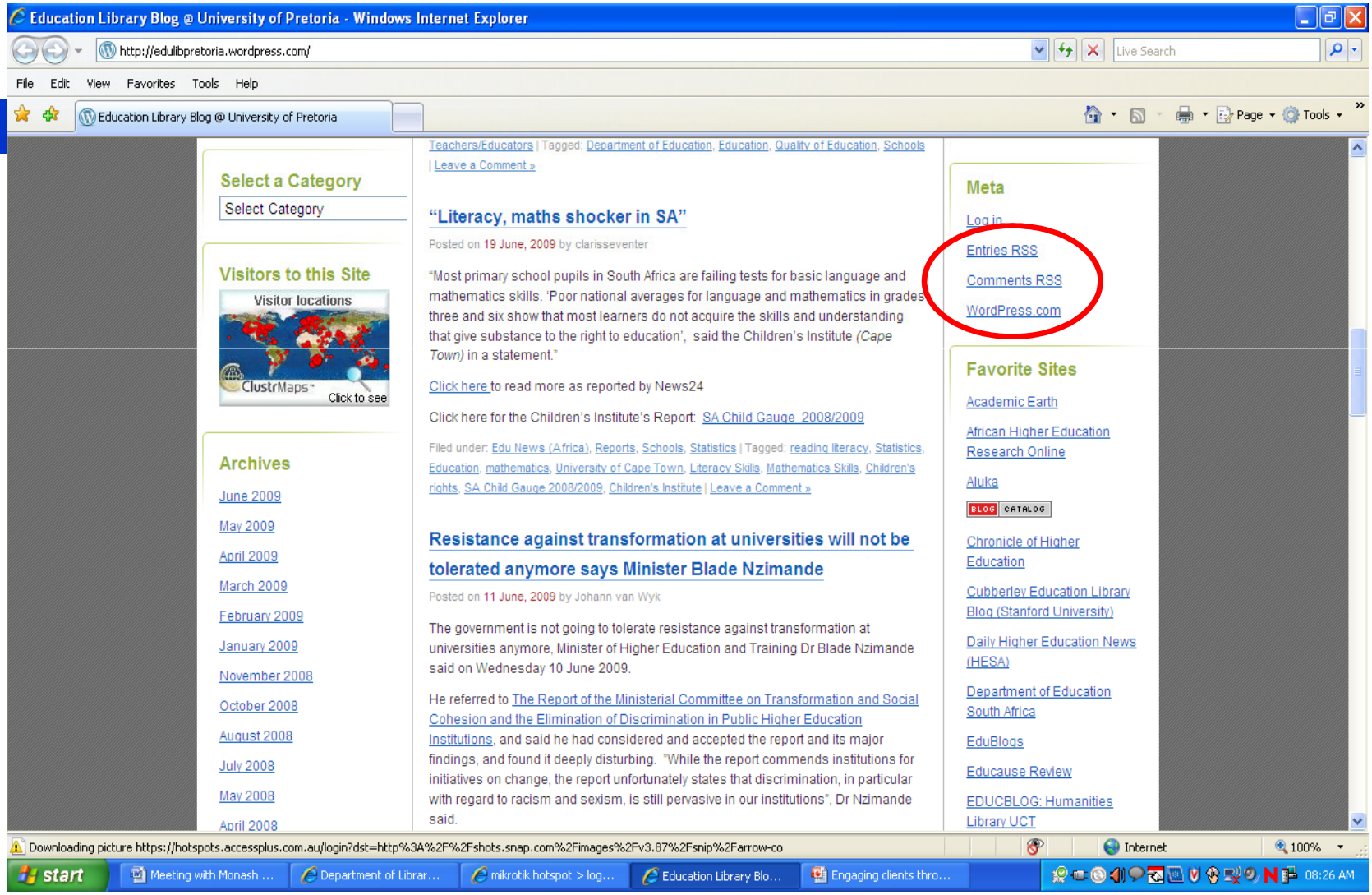
BLOGS

Comments come through to e-mail



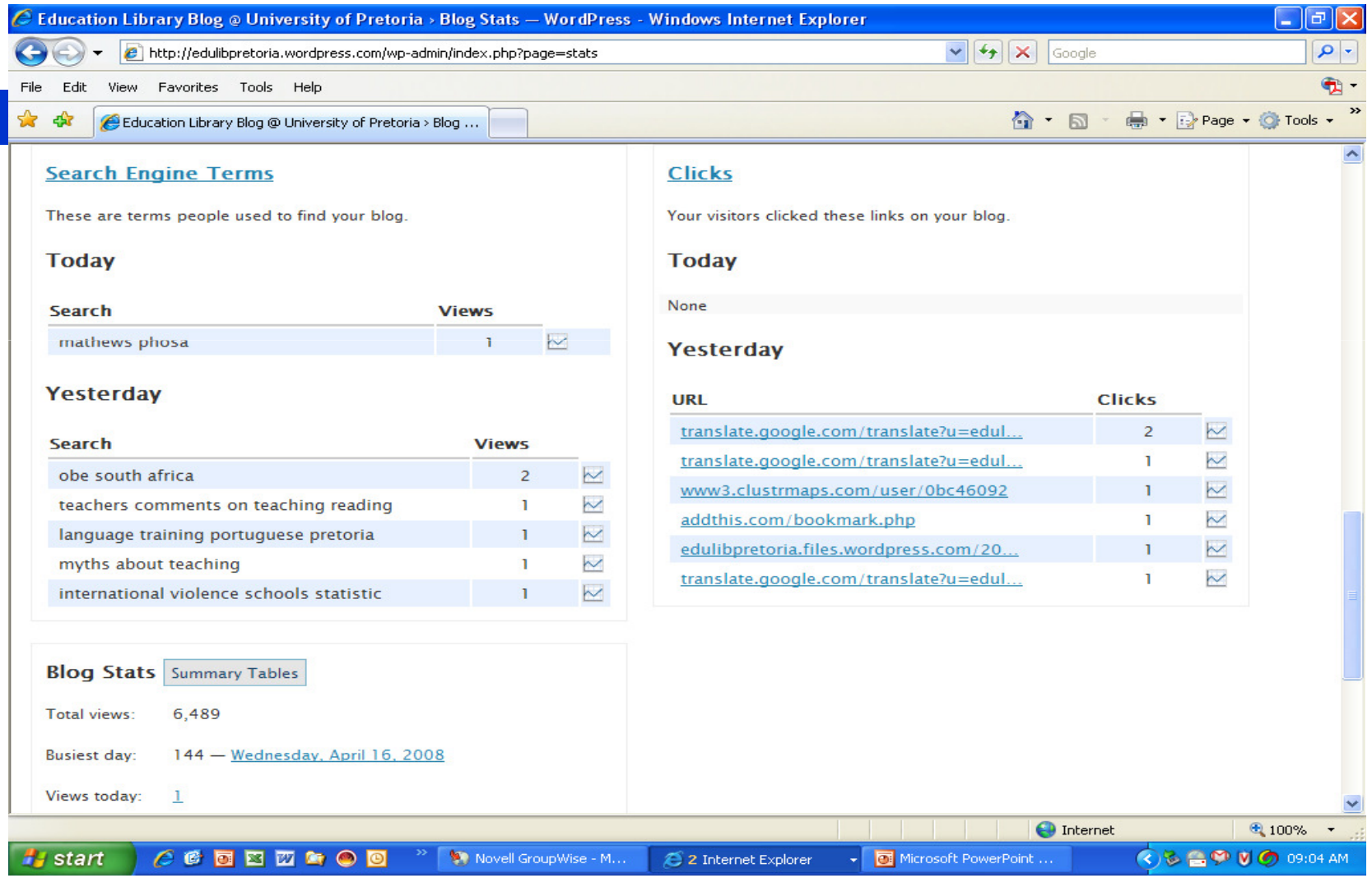
BLOGS

RSS Feeds



BLOGS

Blog Stats (Continued)



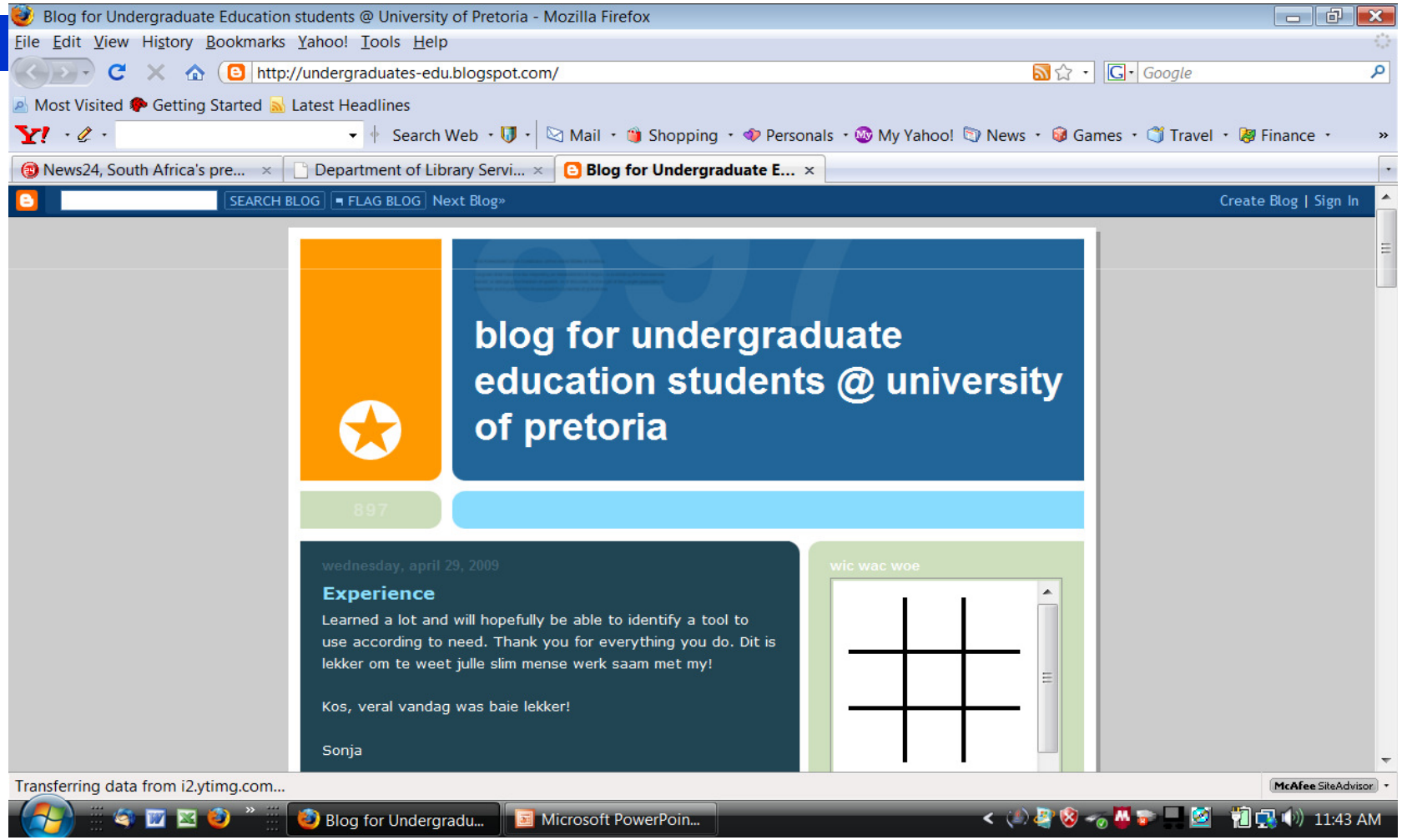
BLOGS

Value of a blog for the library

- Library has presence in the blogosphere
- Blog postings are picked up by Google Search, Google News
- Get feedback/interaction with library users
- Sharing of information/news on regular basis
- Good statistical feedback
- Readership/Users wider than University Community - fosters networking
- Easy to use - easier to upload information than on normal web page
- Can add all kinds of widgets
- Have proven to be very popular

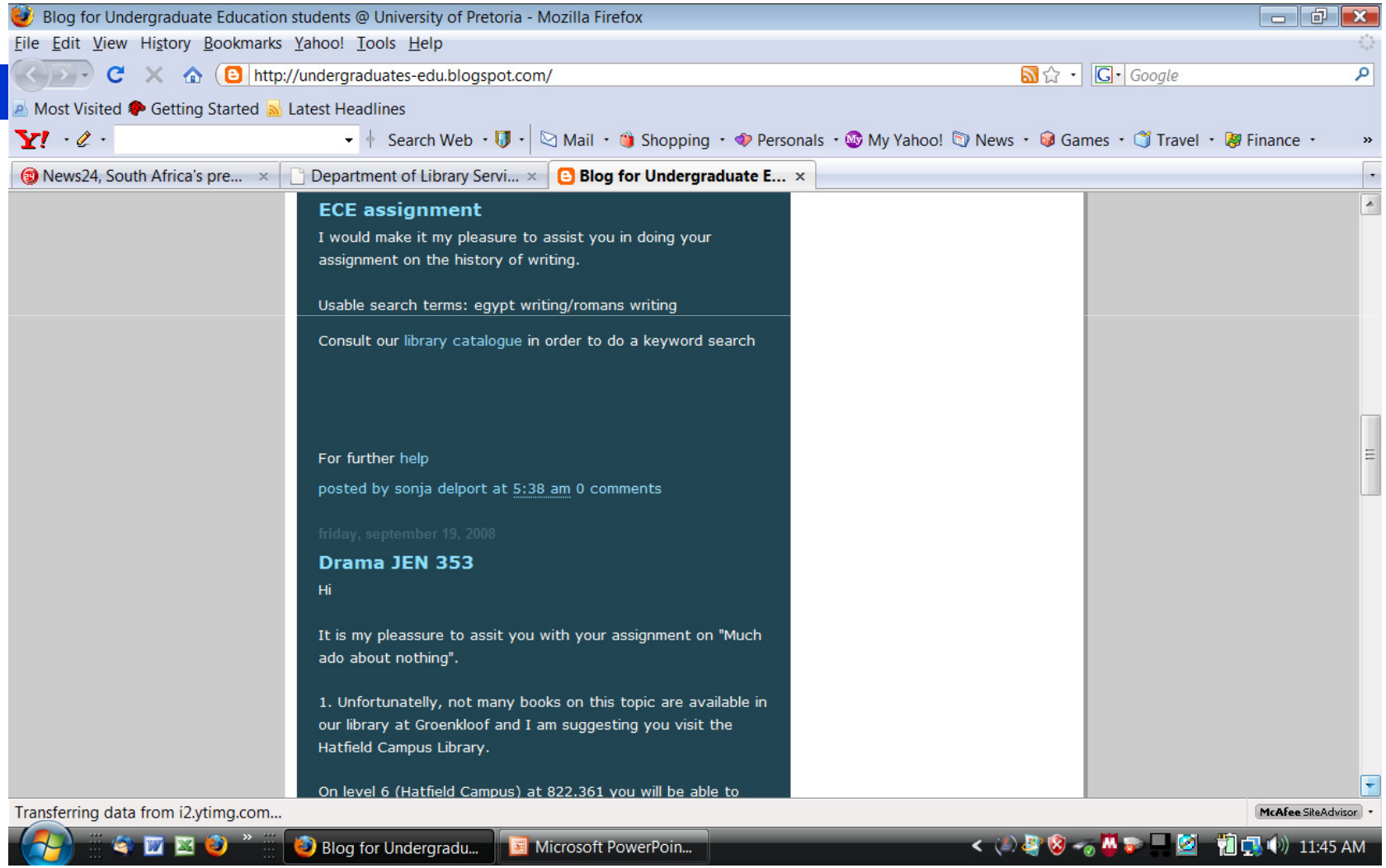
BLOGS

Another example:
The UP Undergraduate Education Library Blog
http://undergraduate-edu-blogspot.com



BLOGS

UP Undergraduate Education Library Blog



BLOGS

Reflection on UP Undergraduate Education Library Blog

- Used Blogger because it was easy to use, and did not need many of the features Wordpress has
- Purpose: To provide a platform where information specialist can post information tips concerning assignments topics
- Audience: Only undergraduates from UP Education Faculty
- Drawback: Blogger lays outside the UP domain. This means that students have to go on the Internet to access it, implying costs to the students
- Planning to move this Blog to the Internal UP Blog platform

AUTHORING TOOLS

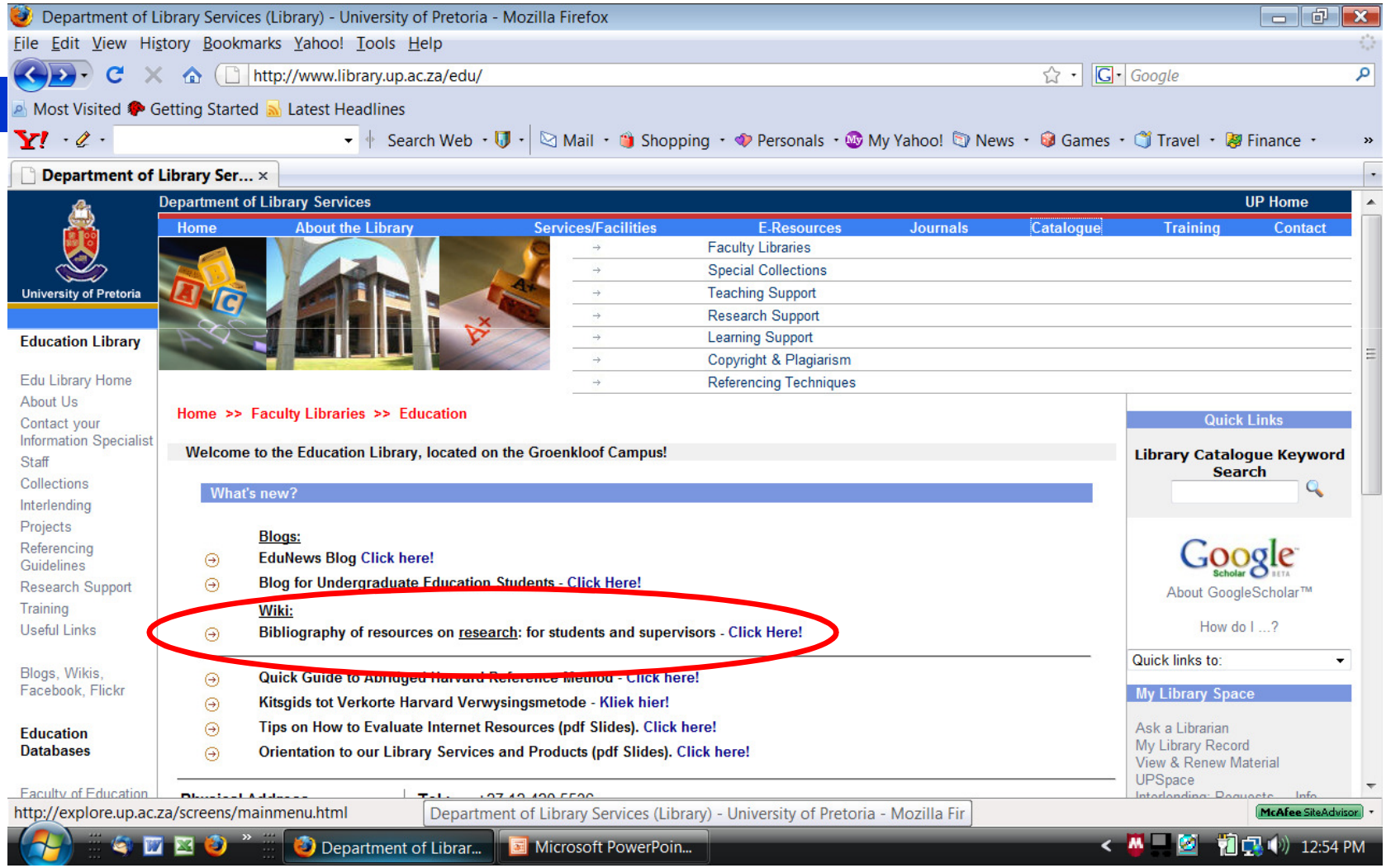
Wikis

Wikis can be described as collaborative web sites, where all participants can edit the text together. Wikis can be used for:

- Projects
- Internal documents or internal reference materials
- Bibliographies
- Writing articles etc

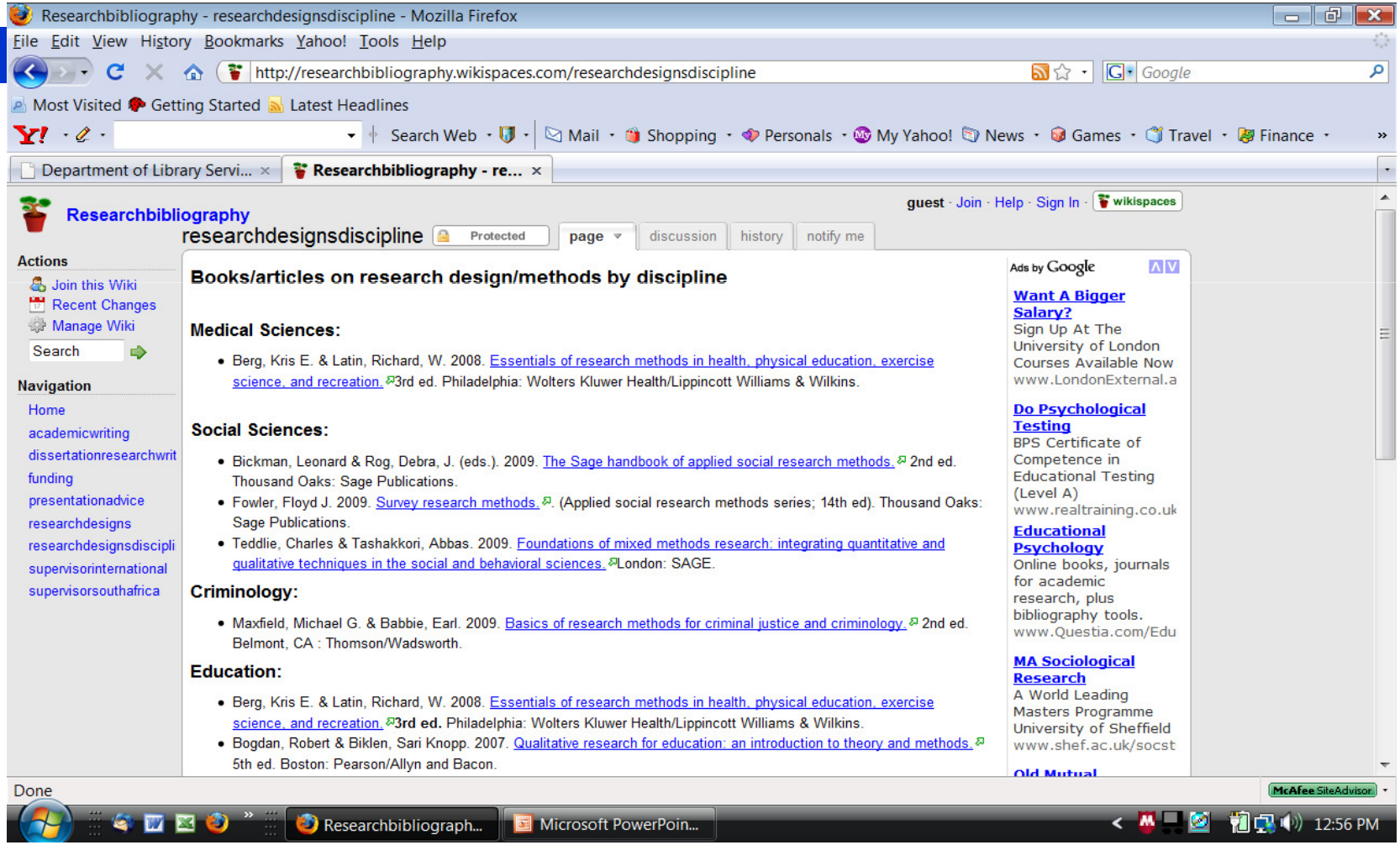
WIKIS

UP Researchbibliography Wiki



WIKIS

UP Researchbibliography Wiki



WIKIS

Value of using a wiki to build a bibliography

- Valuable for collaboration among information specialists /librarians
- Value added feature: librarians add sources that are of value to their clients
- Work in progress
- End product: a valuable reference source for clients of the library. Could even be published as a book.

AUTHORING TOOLS

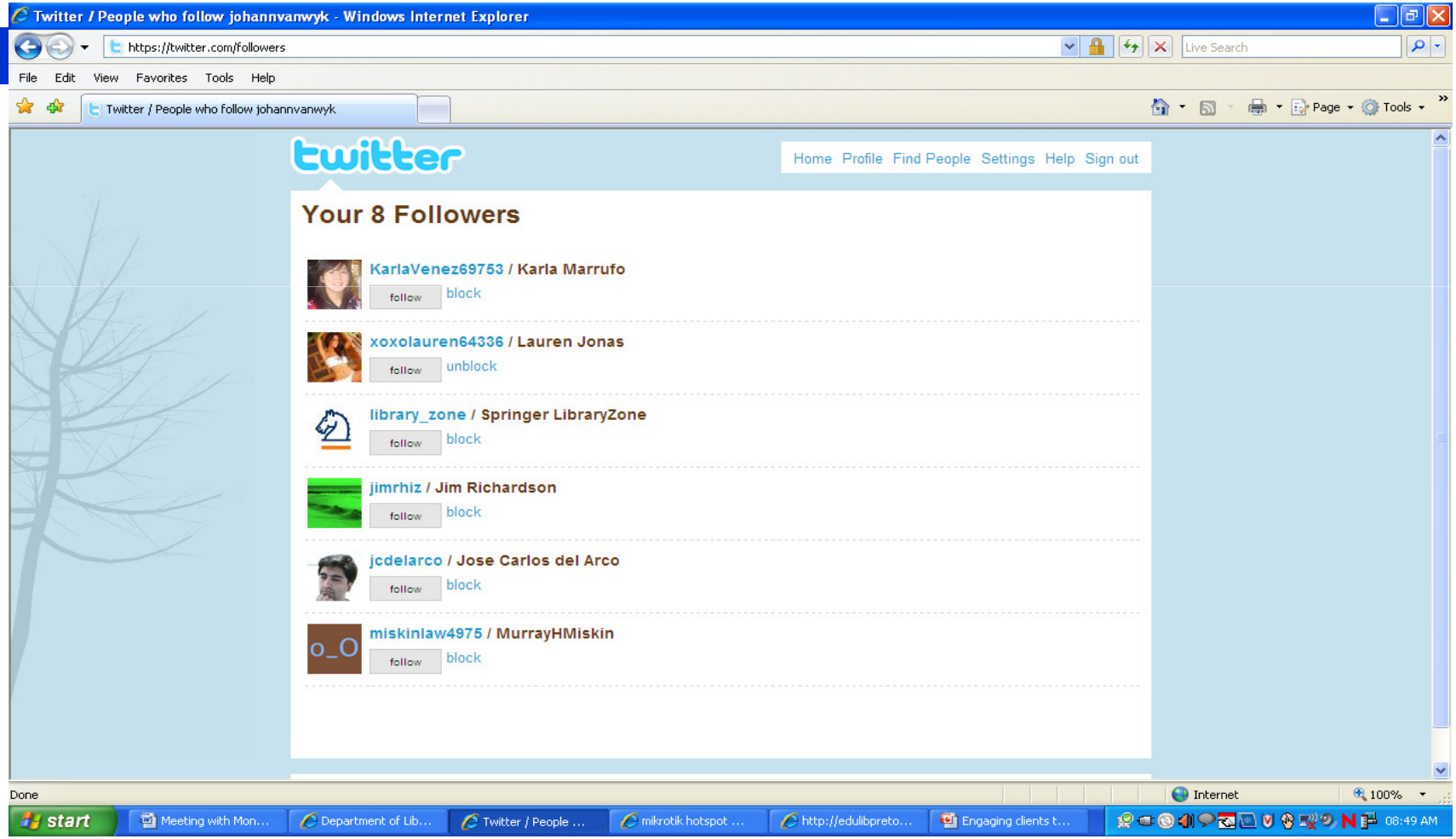
Twitter

TWITTER

Twitter Page

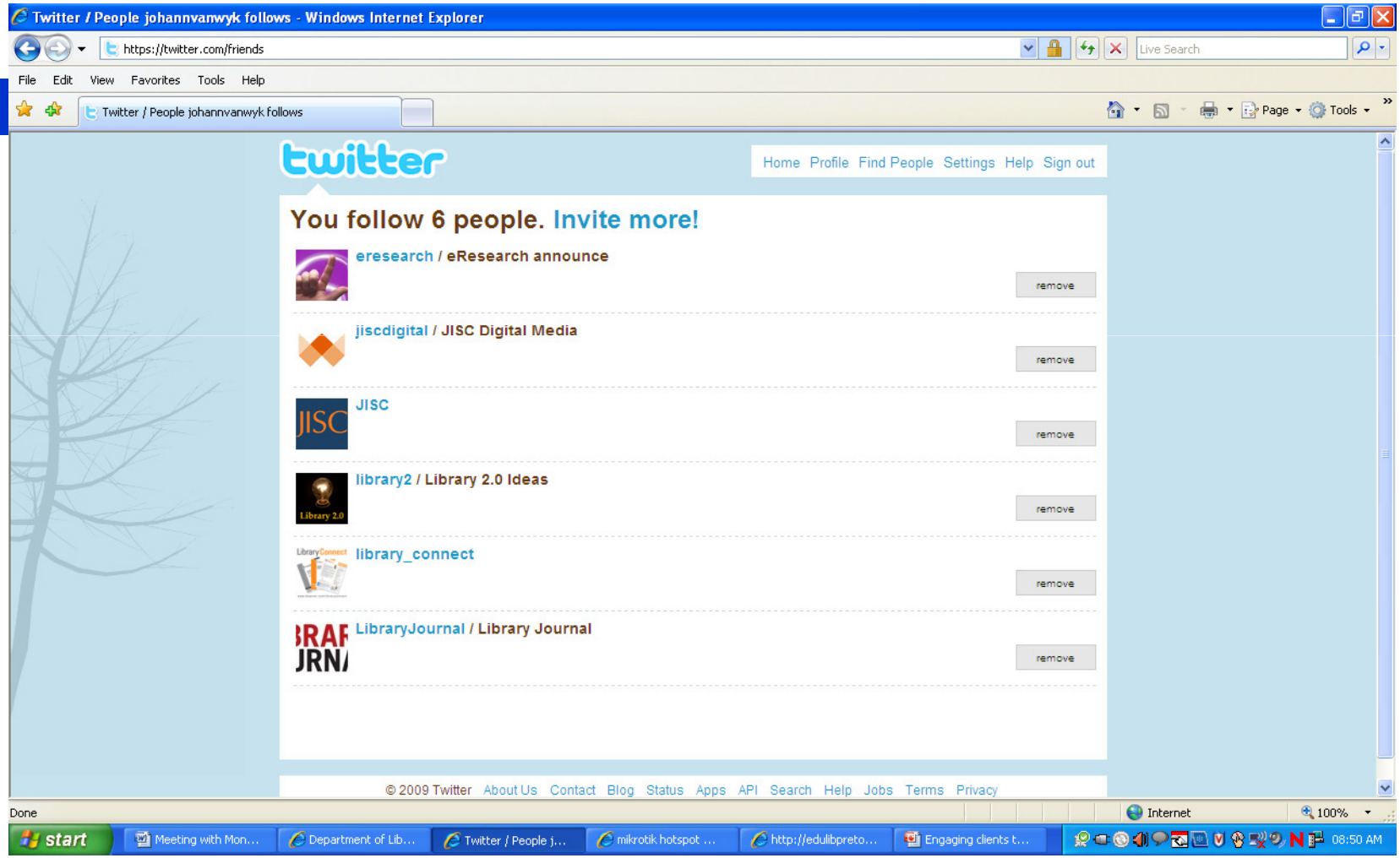
TWITTER

Followers: you can block those you do not want to allow on your site



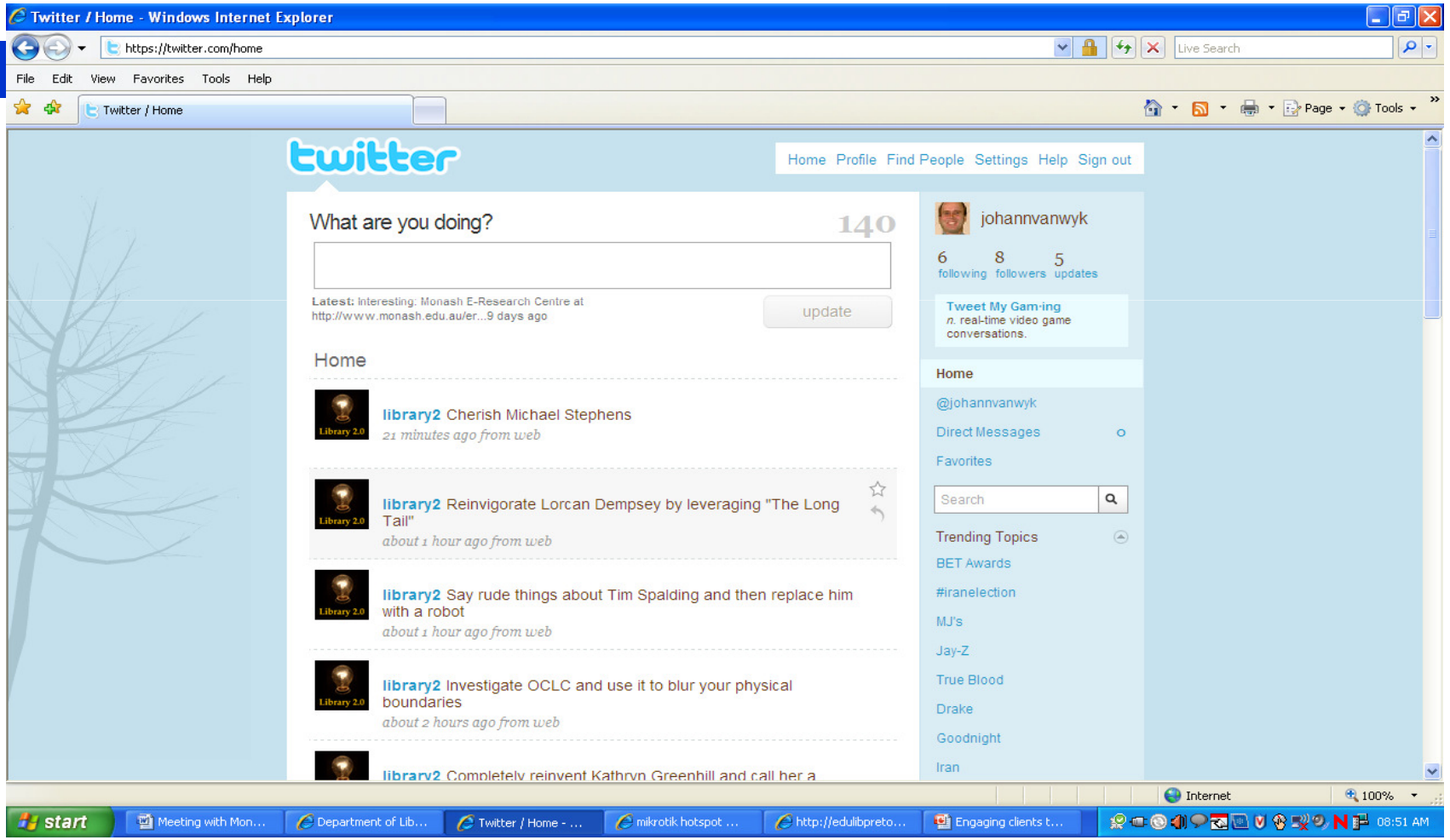
TWITTER

People you Follow



TWITTER

Those you follow's Tweets, show up on your Twitter Page



TWITTER

Value of Twitter

- Library has a presence where its users are
- You can link Twitter to your mobile phone and tweet on the go
- Twitter can be linked to most blogging sites
- It can be used as a marketing tool about new services, products and events in your library
- You can use it to keep your clients informed about interesting links, sites etc
- **Does this tool work in the library?**
  We get very little, or any feedback/participation from our primary library users. Get more feedback from the public or other librarians, which is good for networking

Archiving/Marketing Tools

- Flickr
- Slideshare
- YouTube/Podcasting

ARCHIVING/MARKETING TOOLS

Flickr

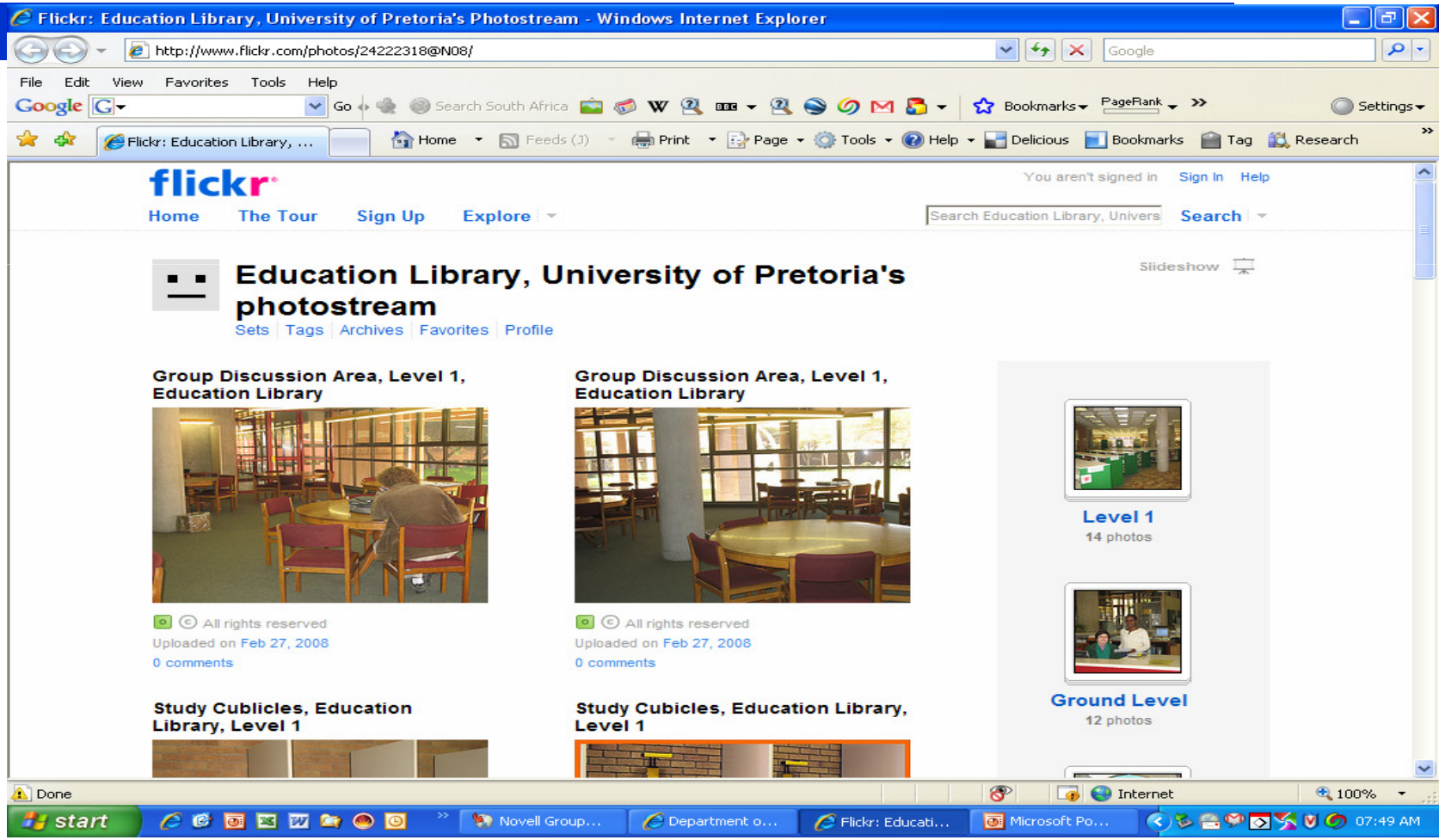
An Online Photo Management and Sharing Application, made available by Yahoo.

Available for Free at http://www.flickr.com/

FLICKR

Example of Library Photos on Flickr: UP Education Library

http://www.flickr.com/photos/24222318@N08/



FLICKR

Value of Flickr for Libraries

- Provides a place where you can you can upload /archive pictures of your library, or pictures of events
- Flickr is a well established tool
- Can use it as a marketing tool for your library and its services
- It increases your library's presence on the web.
- **But** would rather place collections/slides that are part of library collection on an institutional repository

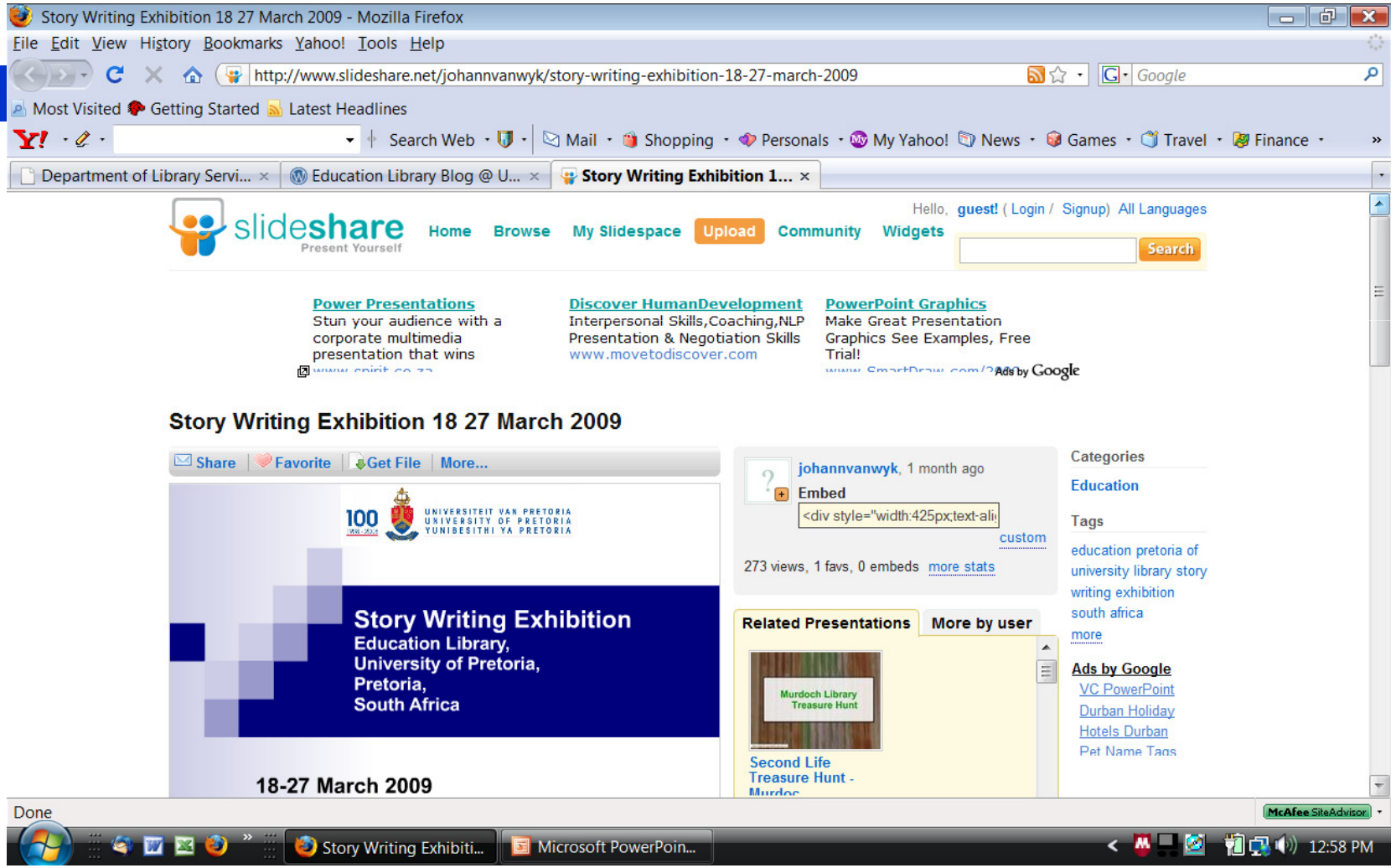
ARCHIVING/MARKETING TOOLS

Slideshare

"A site where individuals & organizations can upload presentations in Word or Powerpoint format, to share their ideas and connect with others"(http://www.slideshare.net)

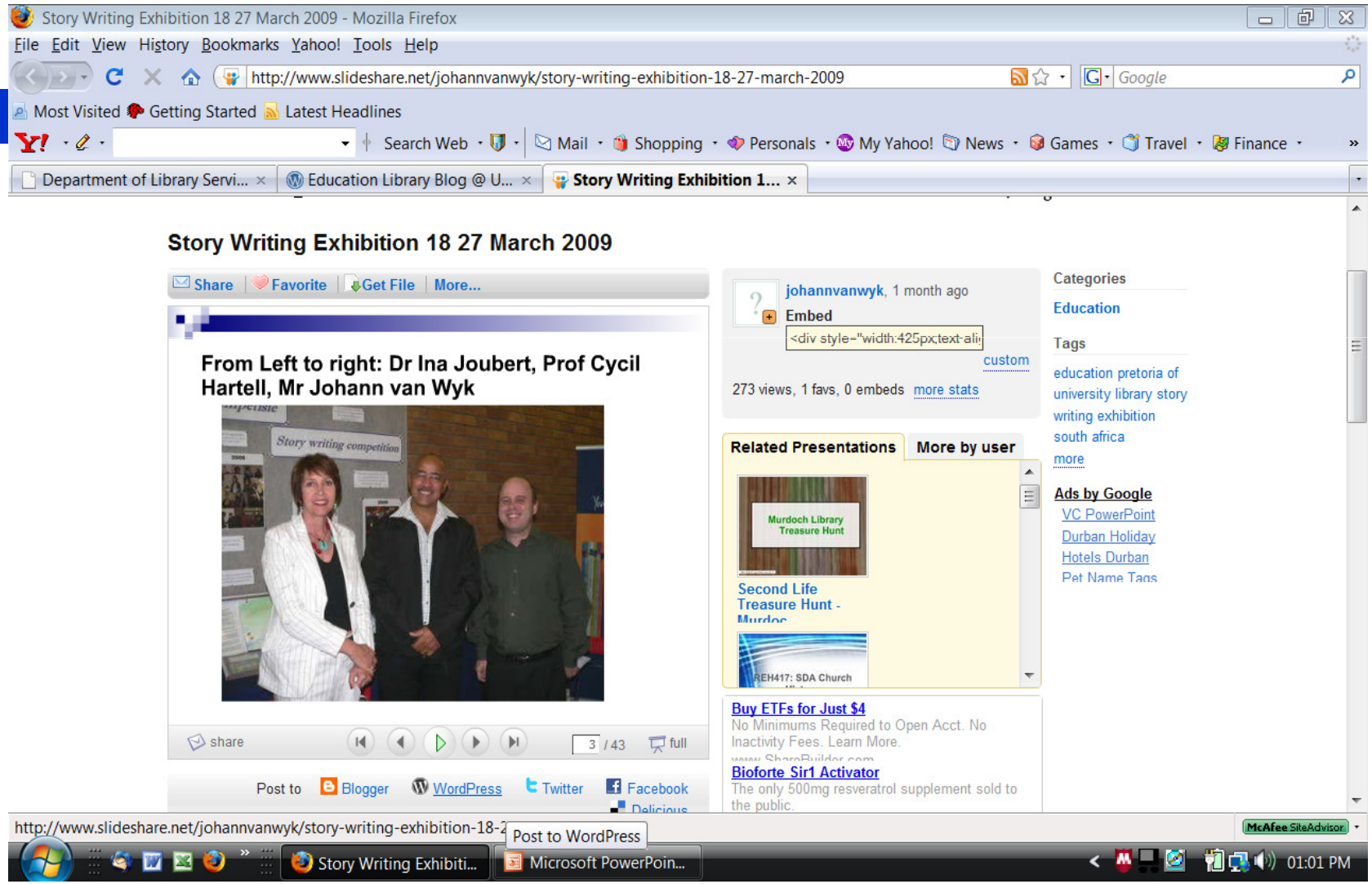
SLIDESHARE

Example: Presentation from UP Education Library on Slideshare



SLIDESHARE

Example: Presentation from UP Education Library on Slideshare



SLIDESHARE

Value of Slideshare

- Valuable resource where Powerpoint/Word presentations can be made available on the Web
- Valuable marketing tool
- Can be used to market an event
- Makes your library more visible on the web
- You can join groups that share your interests
- Within 2 days of uploading this presentation, the Education Library already had over 200 people visiting the slide presentation

ARCHIVING/MARKETING TOOLS

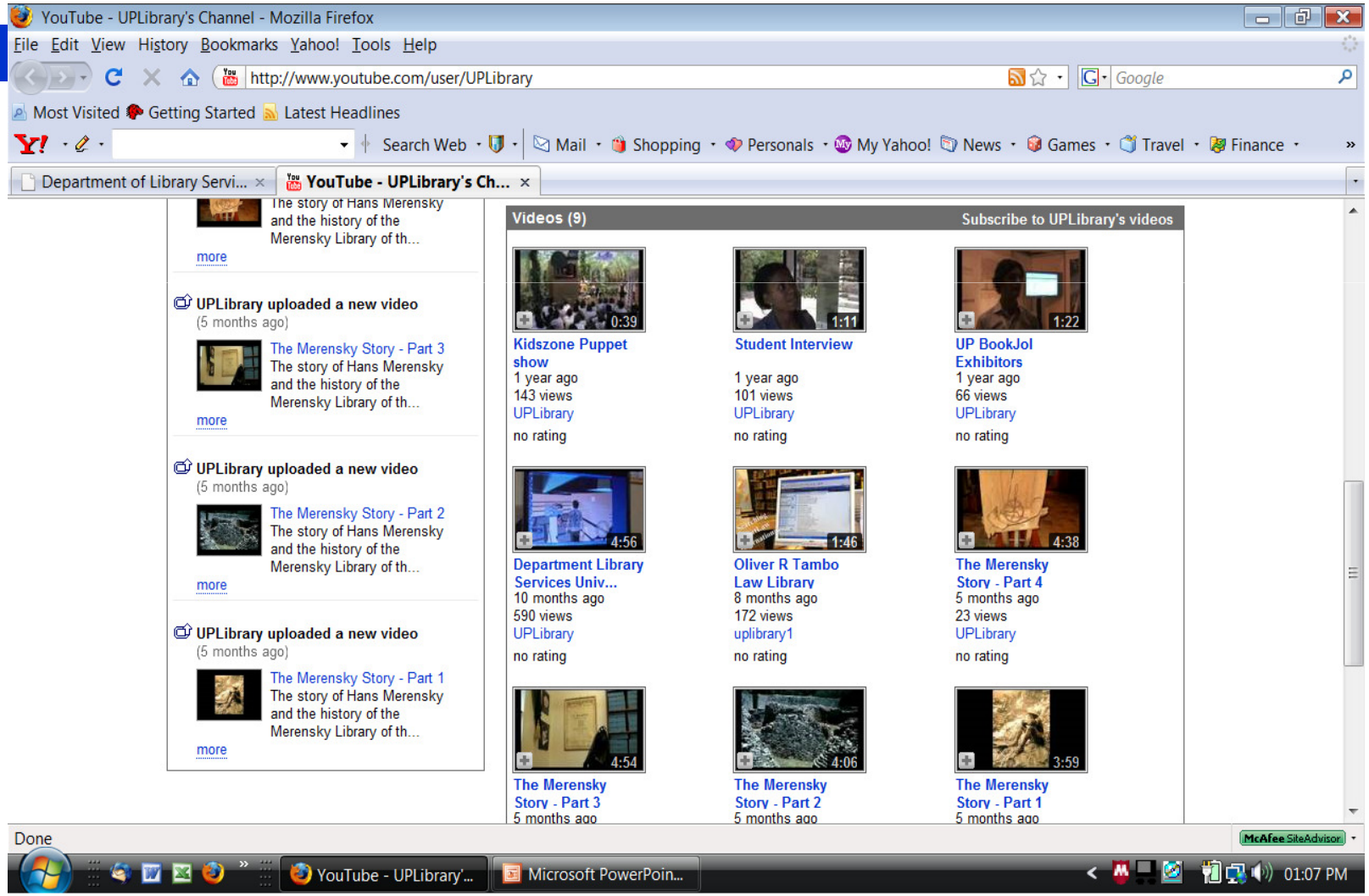
YouTube/Video Podcasting

YouTube is a “video sharing community” - site where anyone can upload videos, search for videos, can comment, rate and make video responses to videos

Video podcast is a term used for the online delivery of a video on demand video clip. A podcast can be distributed as a file or stream and can downloaded on a portal media player or viewed on sites like iTunes or YouTube

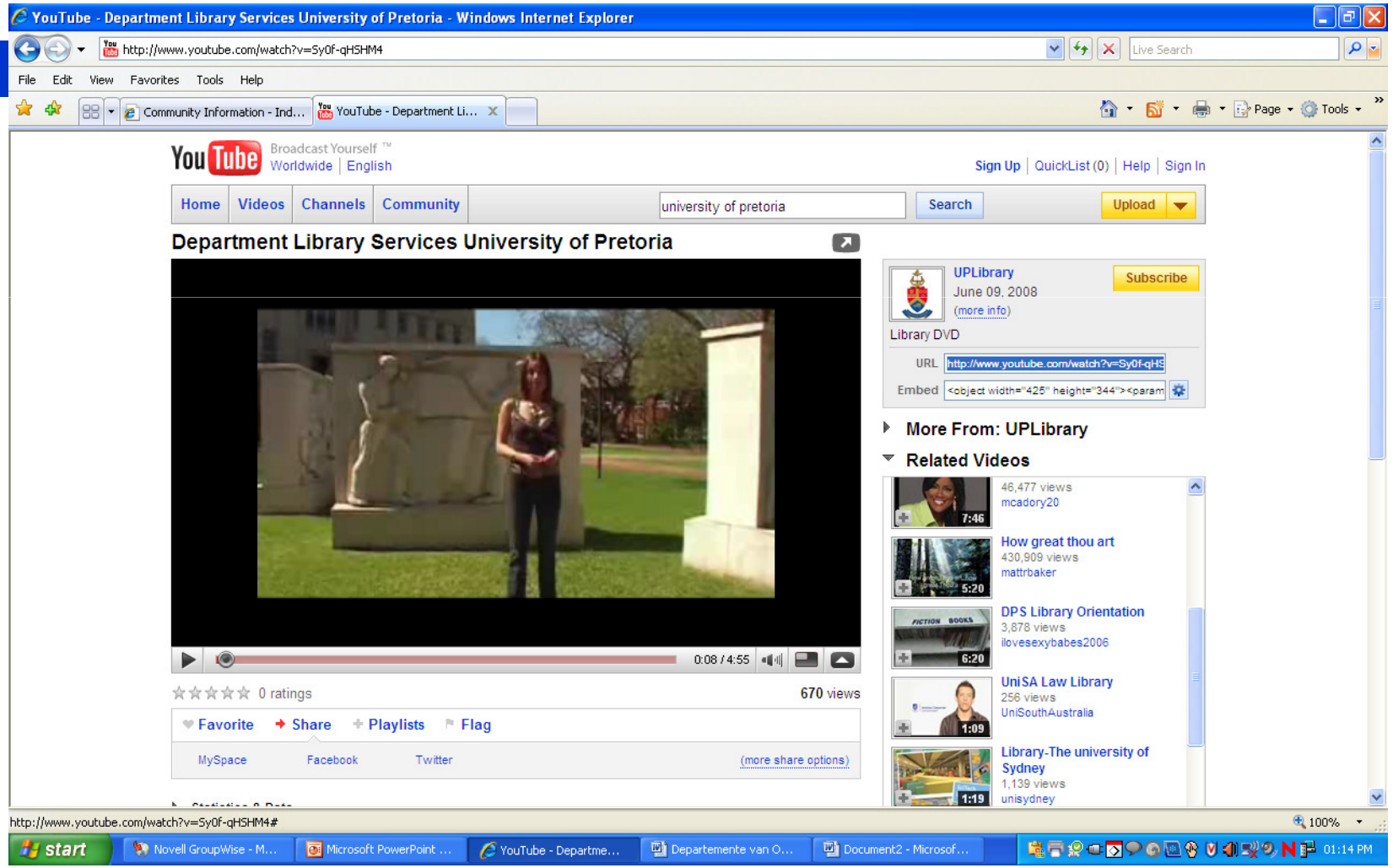
YOUTUBE/PODCASTING

Example of YouTube Channel: UP Library



YOUTUBE/PODCASTING

Example of library podcast on YouTube Channel



YOUTUBE/PODCASTING

Value of YouTube

- A place where you can upload/archive video clips on services, products, events and information literacy training
- Marketing channel for services and products of your library
- Loading your videos on YouTube saves a lot of server space at your institution
- Drawback: Slow broadband speed in SA makes viewing difficult. Seacom cable will hopefully improve this

Social Networking Tools

- Facebook
- LinkedIn
- Academia.edu

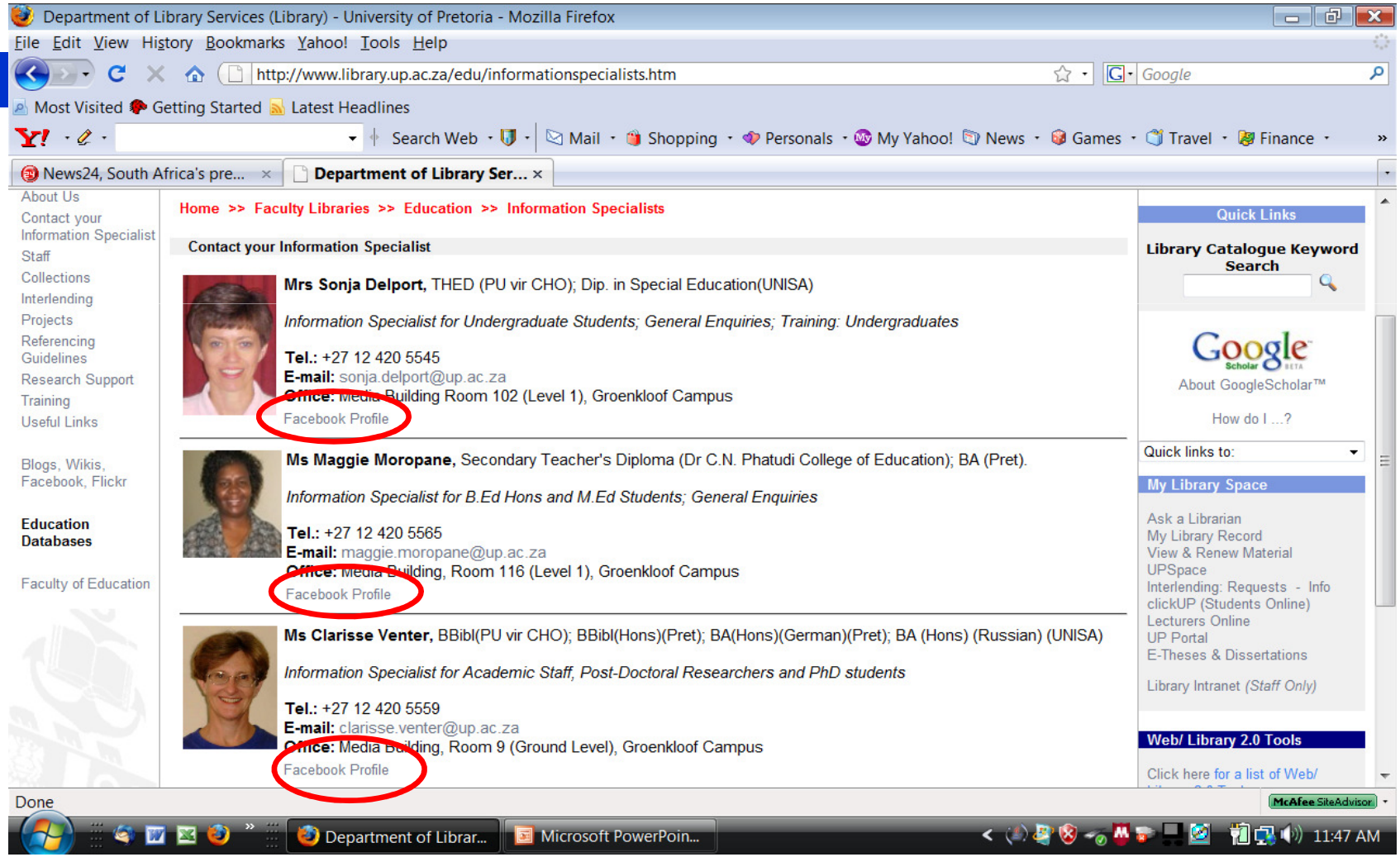
SOCIAL NETWORKING TOOLS

Facebook

Facebook is a social networking site that “gives people the power to share and make the world more open and connected”.
Facebook is used to “keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people you meet.”
(http://www.facebook.com)

FACEBOOK

Links to Facebook Profiles of Information Specialists /Librarians on UP Education Library's web page



FACEBOOK

Example of Facebook Profile of a Librarian

FACEBOOK

Value of Personal Facebook Profiles of Library staff:

- Library staff has a presence where the majority of the users are
- Provides another platform for library users to communicate with their information specialists
- Marketing tool for the library and its services
- It increases the library's presence on the web
- **But it failed:** We have found that very few, if any primary library users contact our library staff in this way, but we are there.

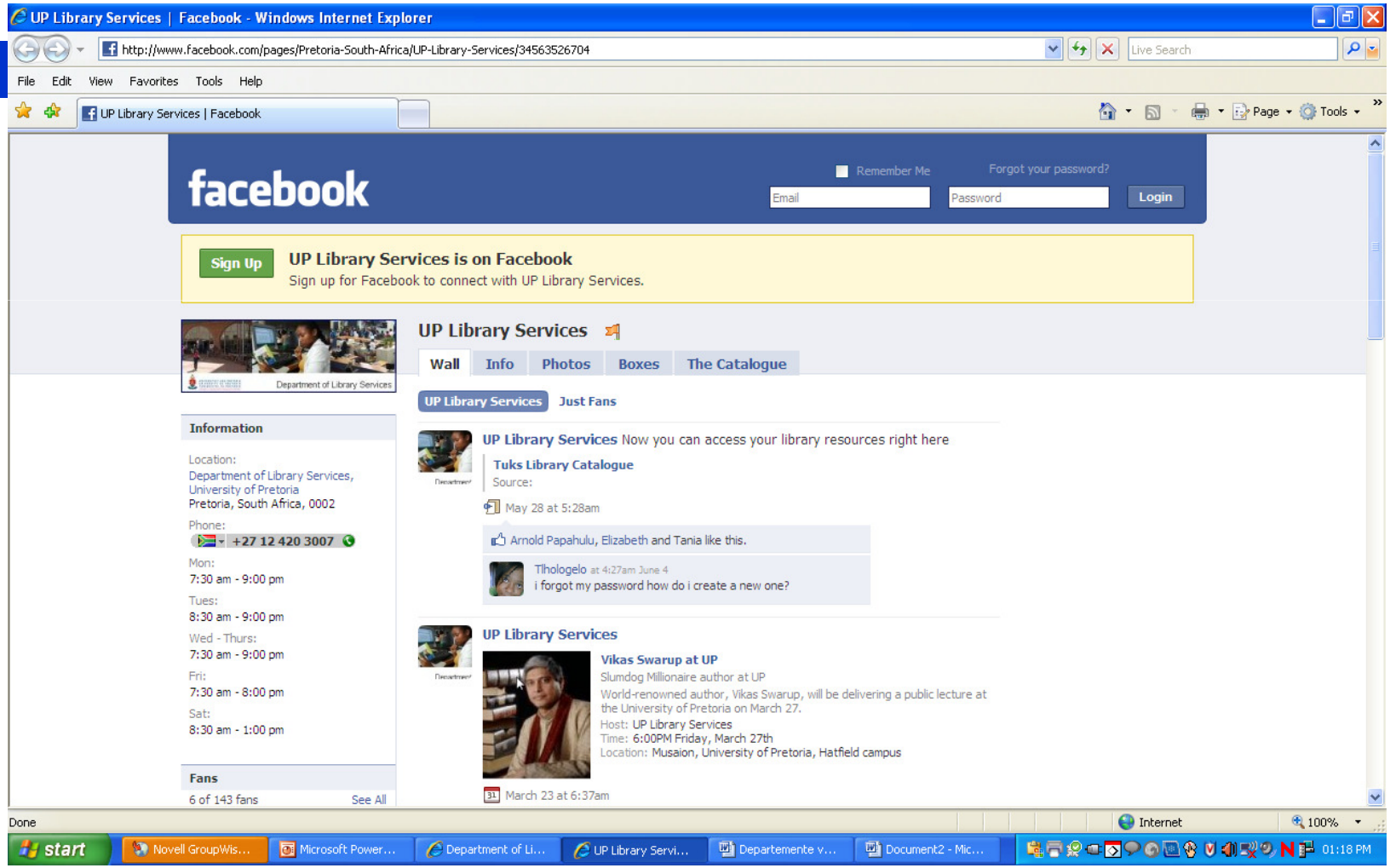
FACEBOOK

Business Facebook

Business Facebook is a Facebook page for your organisation or business. It does not have the same functionalities as a personal Facebook page. On the site you will find the contact details of the organisation, office hours of the organisation. It has a wall where people can write comments, and a place where information about products, services, videos, events is shared. People can also sign up as fans of the organisation (library).

FACEBOOK

Example of Merensky Library's Business Facebook



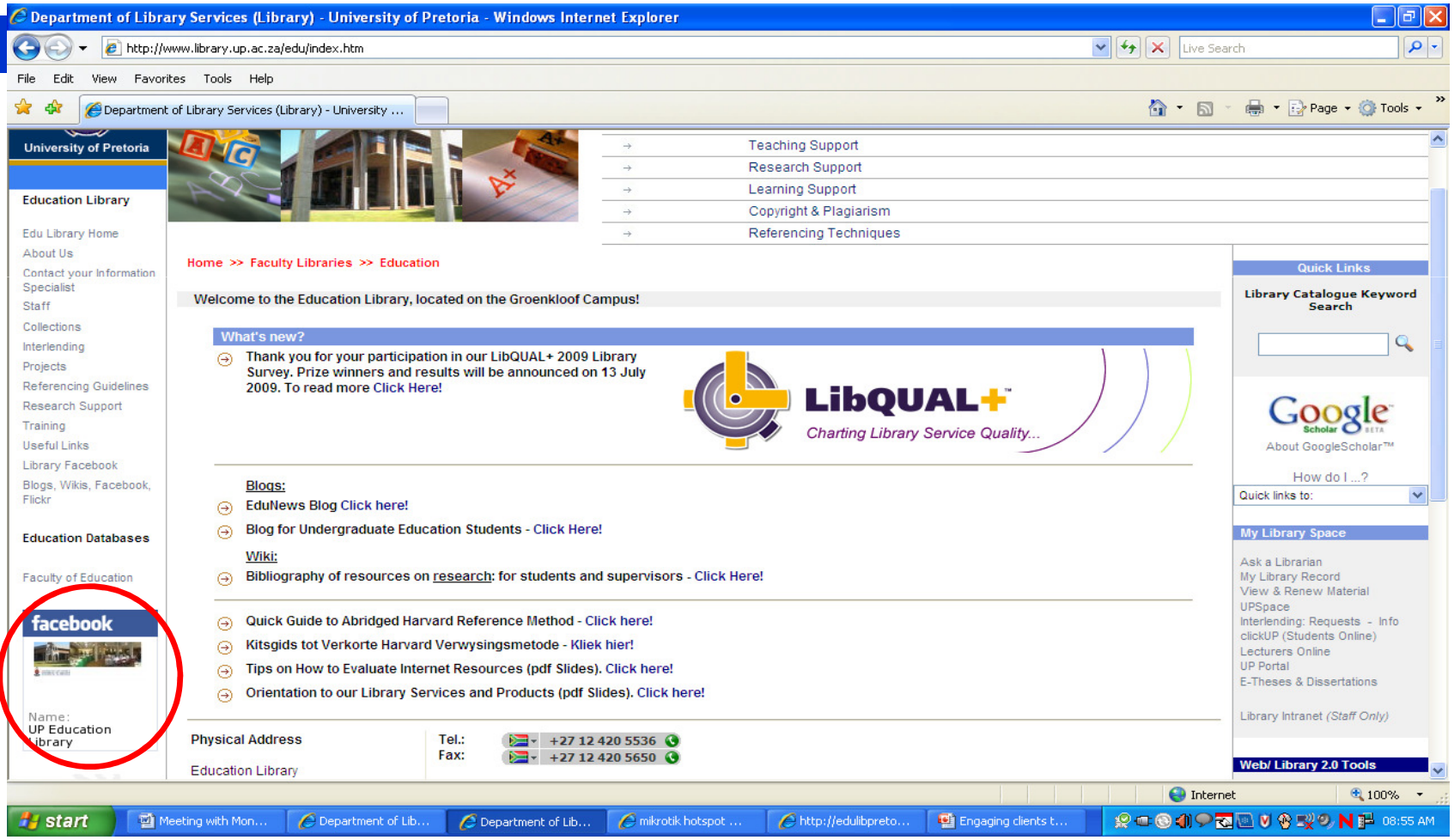
FACEBOOK

Example of Merensky Library's Business Facebook

FACEBOOK

Link to UP Education Library's Facebook from the Library Web Page

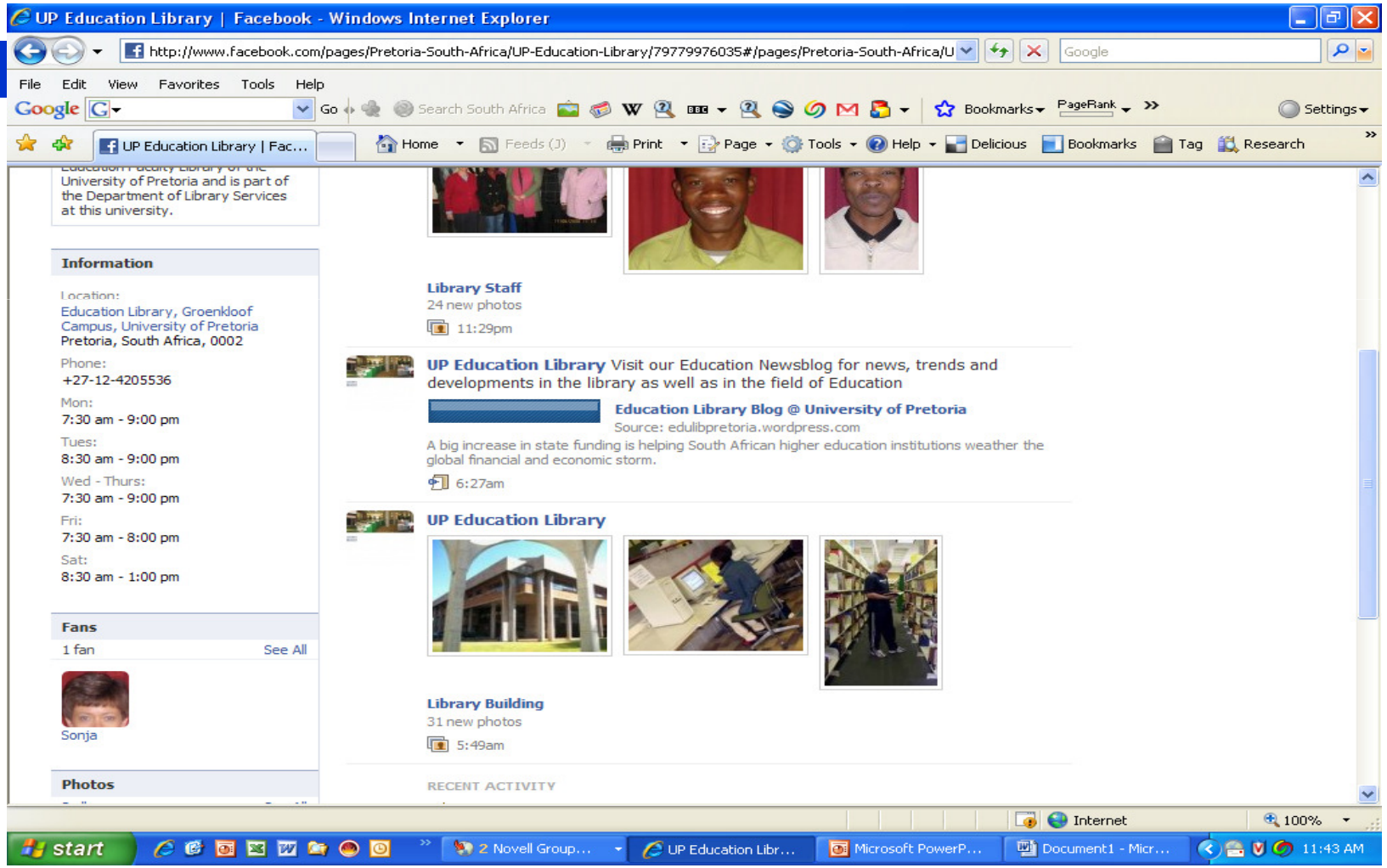
http://www.facebook.com/pages/Pretoria-South-Africa/UP-Education-Library/79779976035



FACEBOOK

UP Education Library's Business Facebook

http://www.facebook.com/pages/Pretoria-South-Africa/UP-Education-Library/79779976035



FACEBOOK

Value of a Business Facebook

- Library has a presence where majority of its users are
- Provides another platform for library users to communicate with Library
- New technologies, photos, videos, services can be shared via this platform on regular basis
- Can be used as a marketing tool for the library and its services
- Increases the library's presence on the web
- **Success?** UP's Library's business facebook(s) are still very recent; will have to see what feedback we get from "fans"

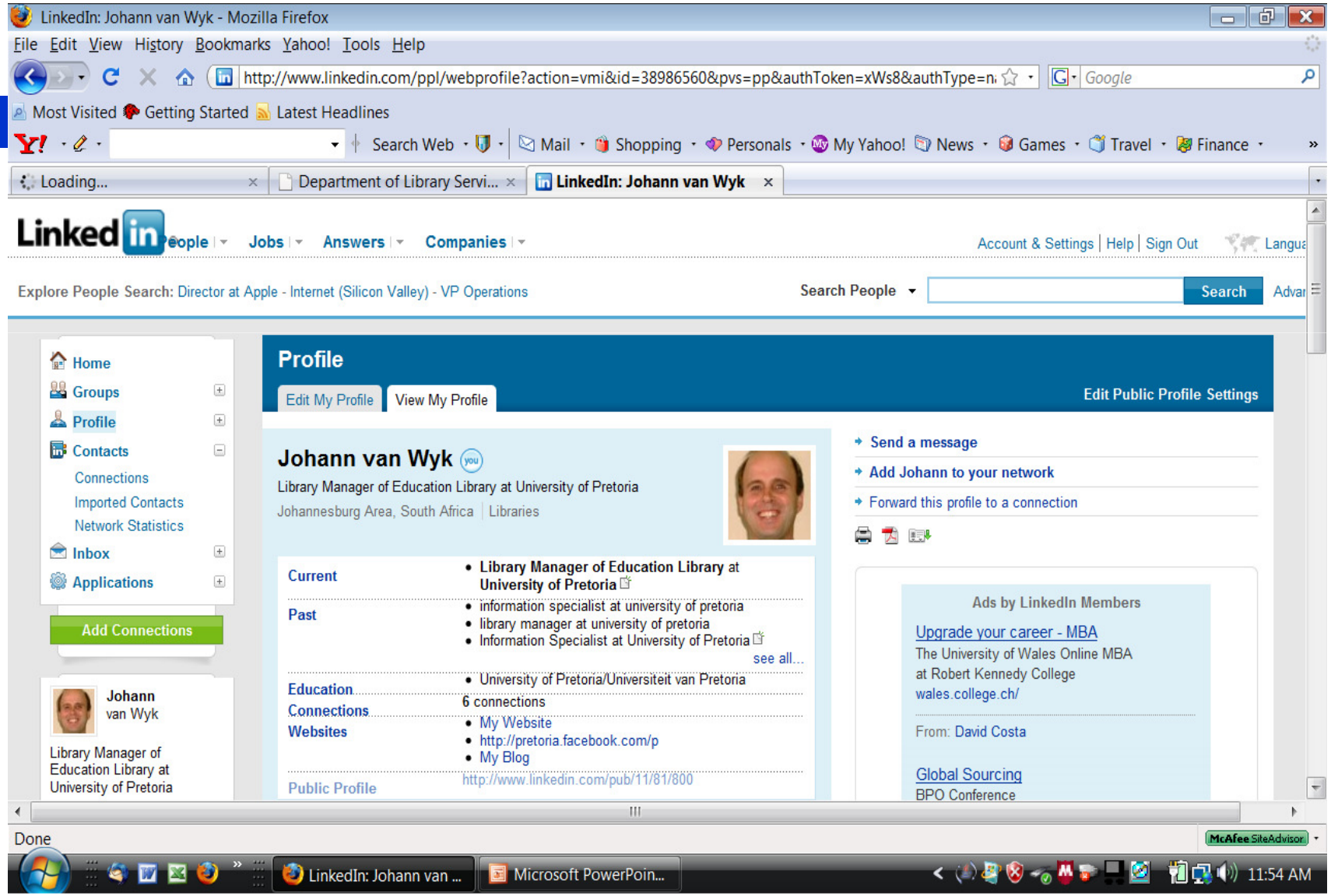
SOCIAL NETWORKING TOOLS

LinkedIn

A social networking site for professionals to exchange information, ideas and opportunities

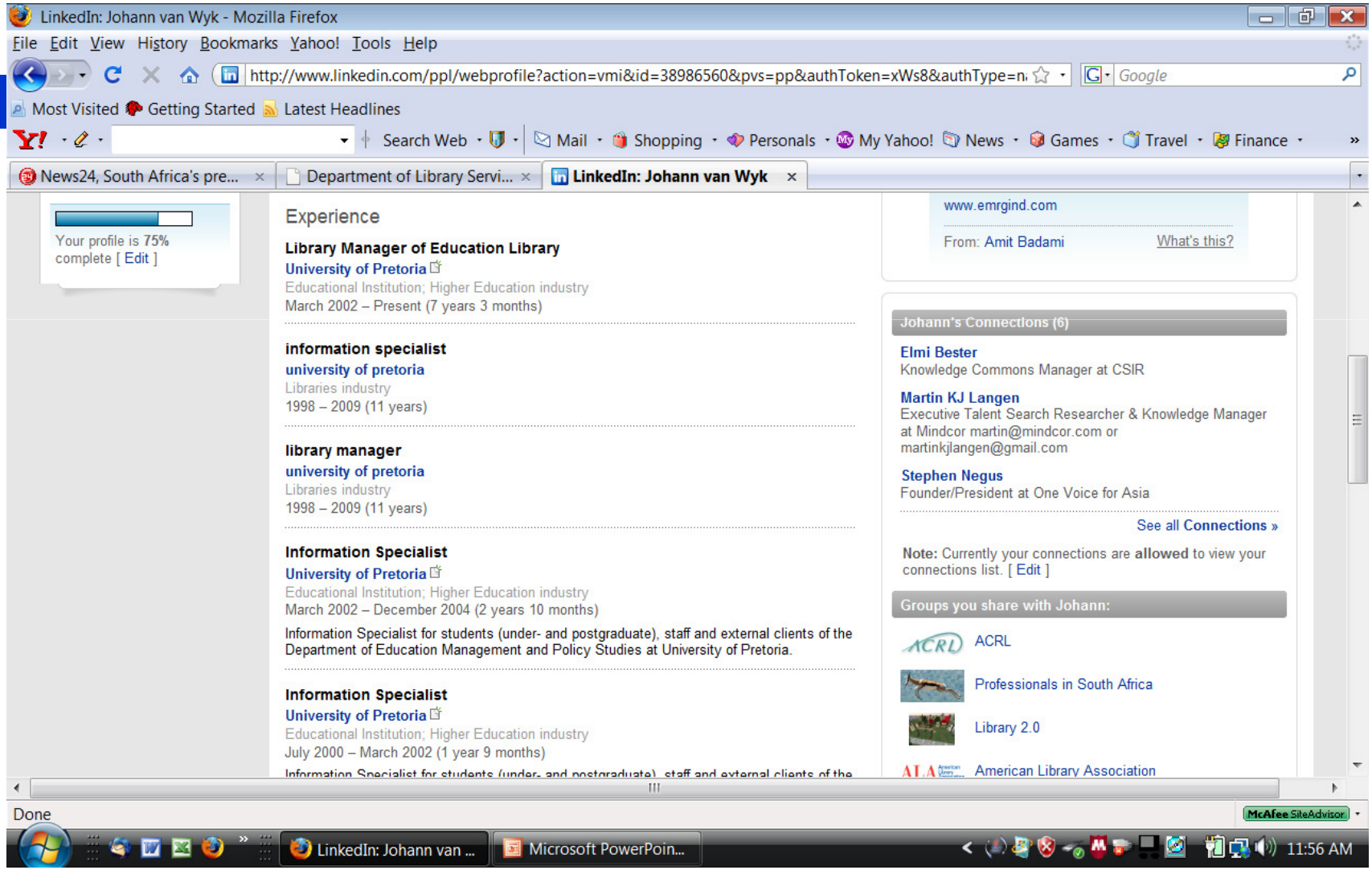
LINKEDIN

Example of Library Professional's Page on LinkedIn



LINKEDIN

Example of Library Professional's Page on LinkedIn



LINKEDIN

Value of LinkedIn

- Valuable site for networking between professionals across a variety of fields and professions
- Communities of Practice form around fields of interest
- Experts share advice, knowledge, ideas
- Ideal site to find experts/connections in specific fields
- Valuable site to use if you look for a job

SOCIAL NETWORKING TOOLS

Academia.edu

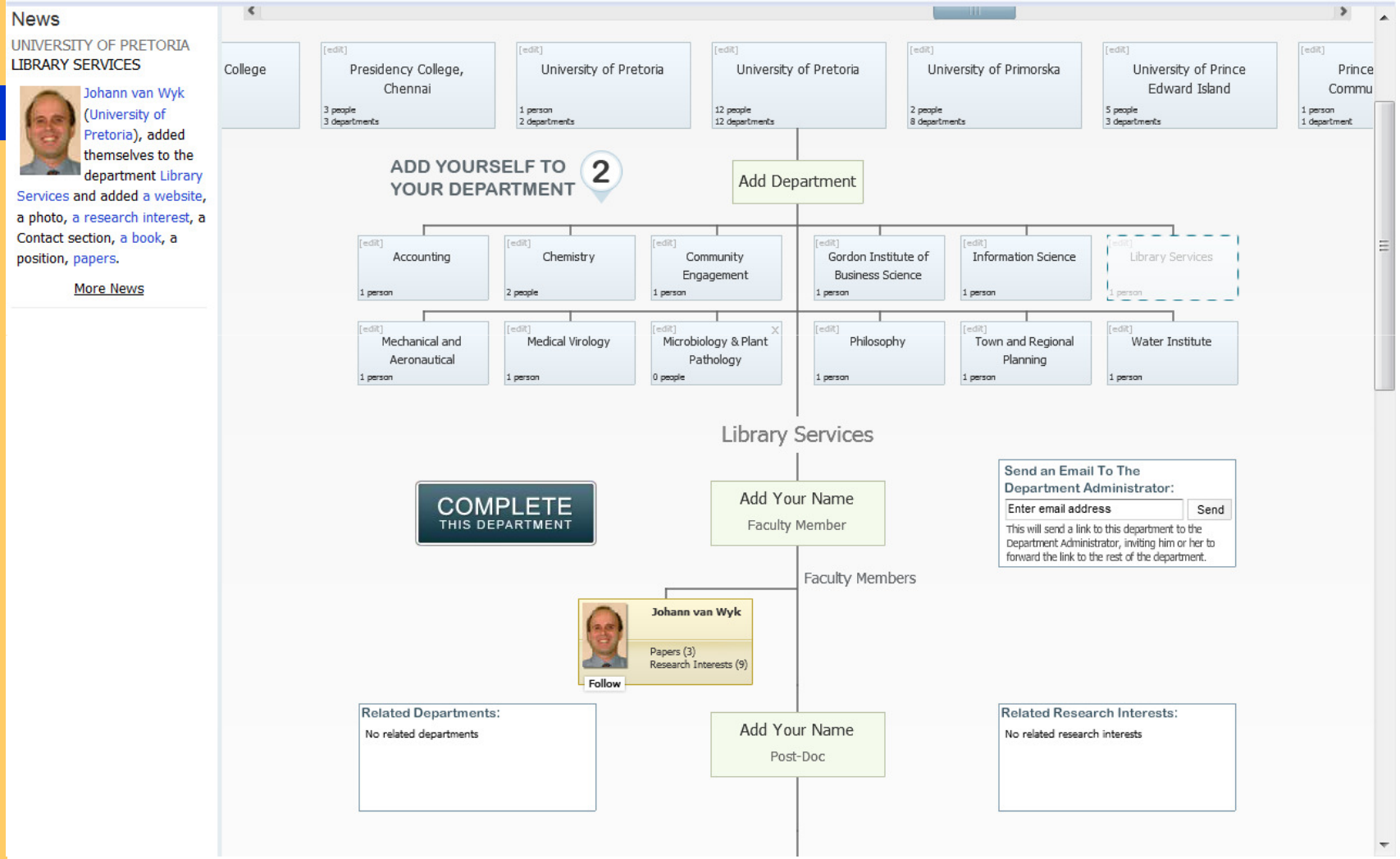
A social networking site for academics or people working in an academic environment

ACADEMIA.EDU

Example of a Library Professional on Academia.edu

ACADEMIA.EDU

Example of a Library Professional on Academia.edu



ACADEMIA.EDU

Example of a Library Professional on Academia.edu

ACADEMIA.EDU

Value of Academia.edu

- Helps people in the academic environment find/connect /network to others with similar interests
- Communities of Practice form around different fields of interest
- Helps people keep track of developments in their specific research area
- Provides a platform where each librarian/information specialist can maintain their own academic web page where they list their research interests, upload their resumes, publications, presentations etc.

Geolocation tools

- **Geolocation** tools assist in the “identification of the real-world geographic location of an Internet-connected computer, mobile device, website visitor, etc.” (Wikipedia)
- Examples:
  - Google Earth
  - Google Latitude http://www.google.com/intl/en_us/latitude/intro.html
  - Yahoo Maps http://www.yahoo.com/r/24
  - Microsoft Bing Maps http://www.bing.com/maps

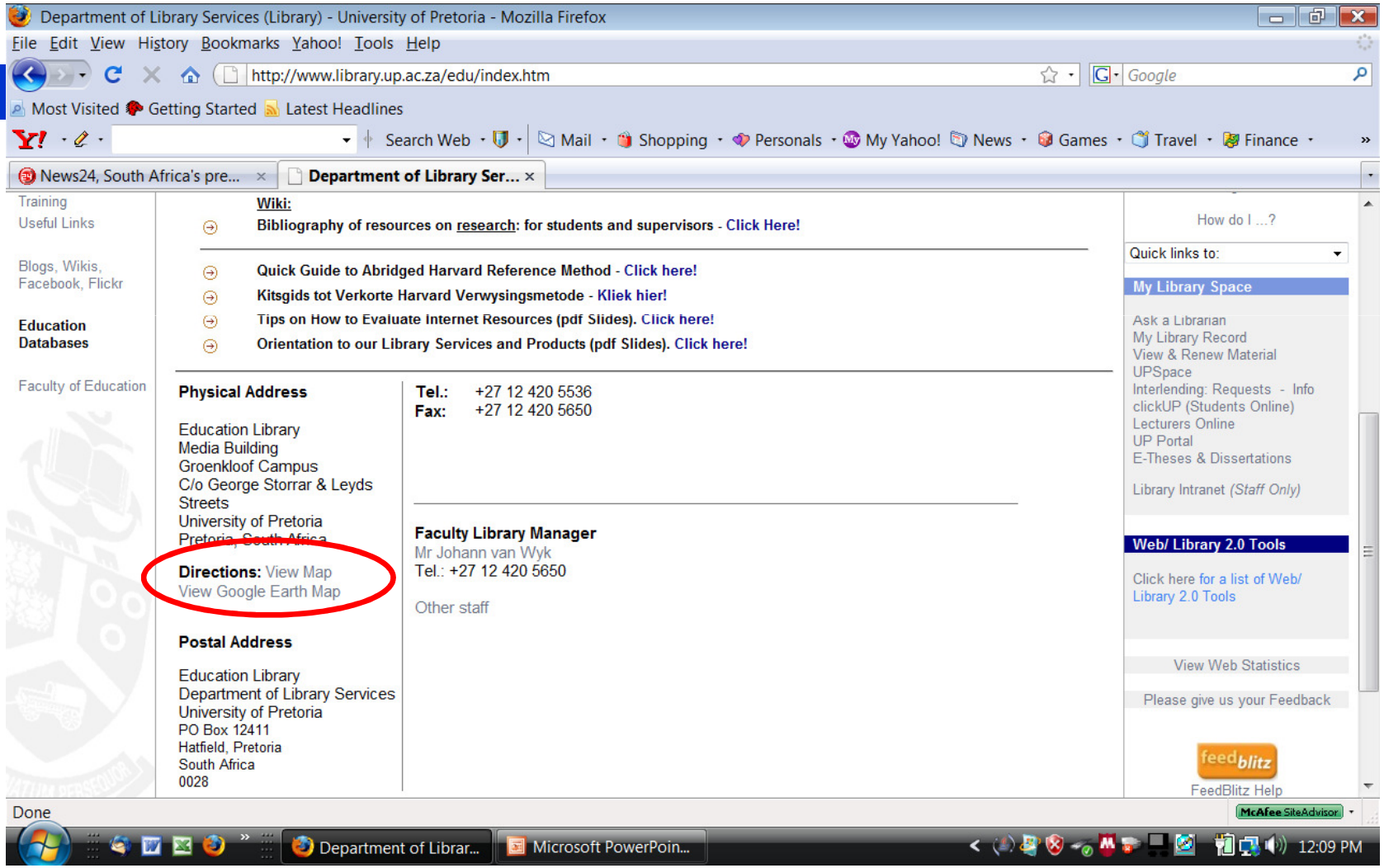
GEOLOCATION TOOLS

Google Earth

"Google Earth lets you fly anywhere on Earth to view satellite imagery, maps, terrain, 3D buildings, from galaxies in outer space to the canyons of the ocean. You can explore rich geographical content, save your toured places, and share with others" (Google Earth Site)

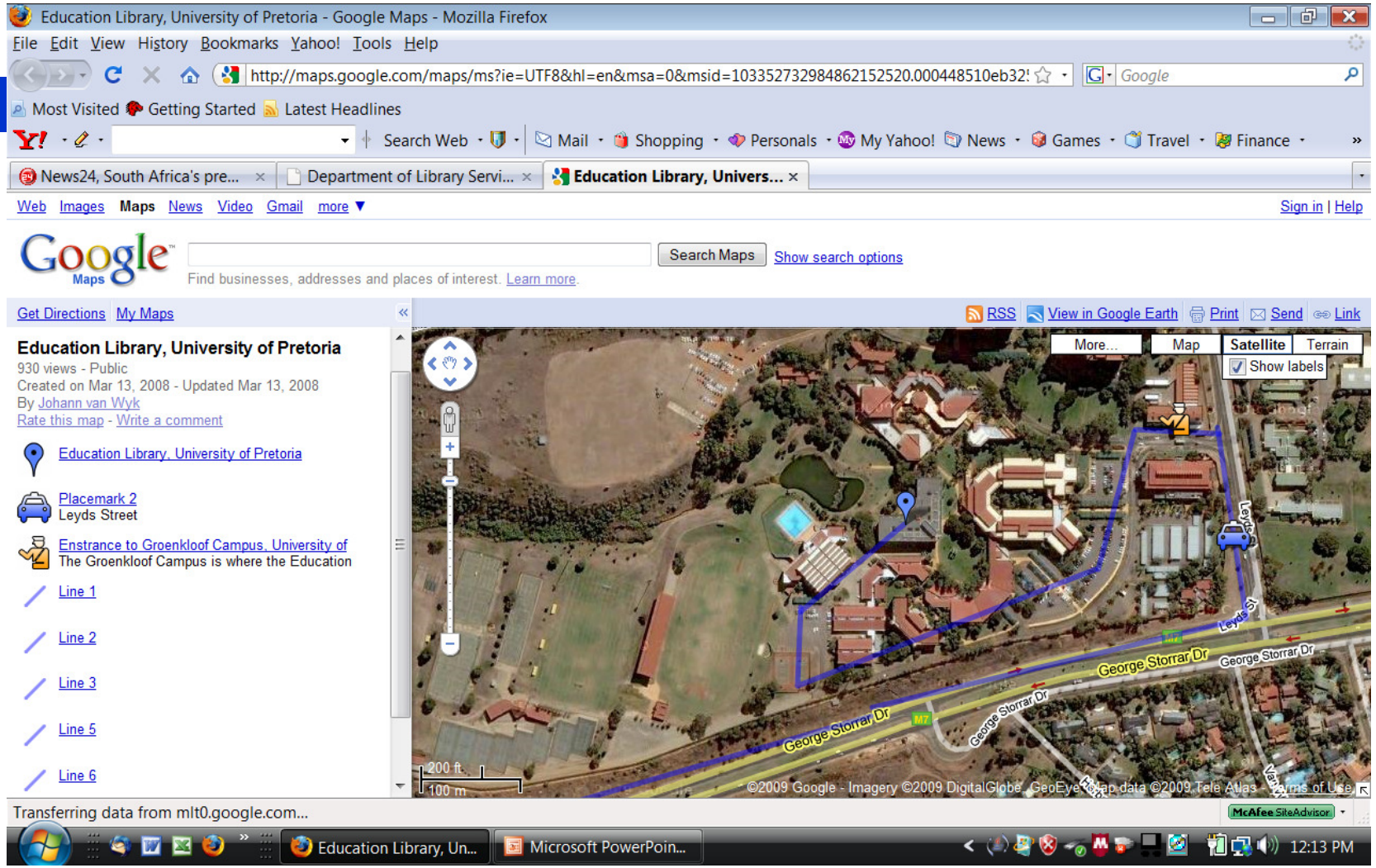
GOOGLE EARTH

Link to Google Earth from UP Education Library's Web Page



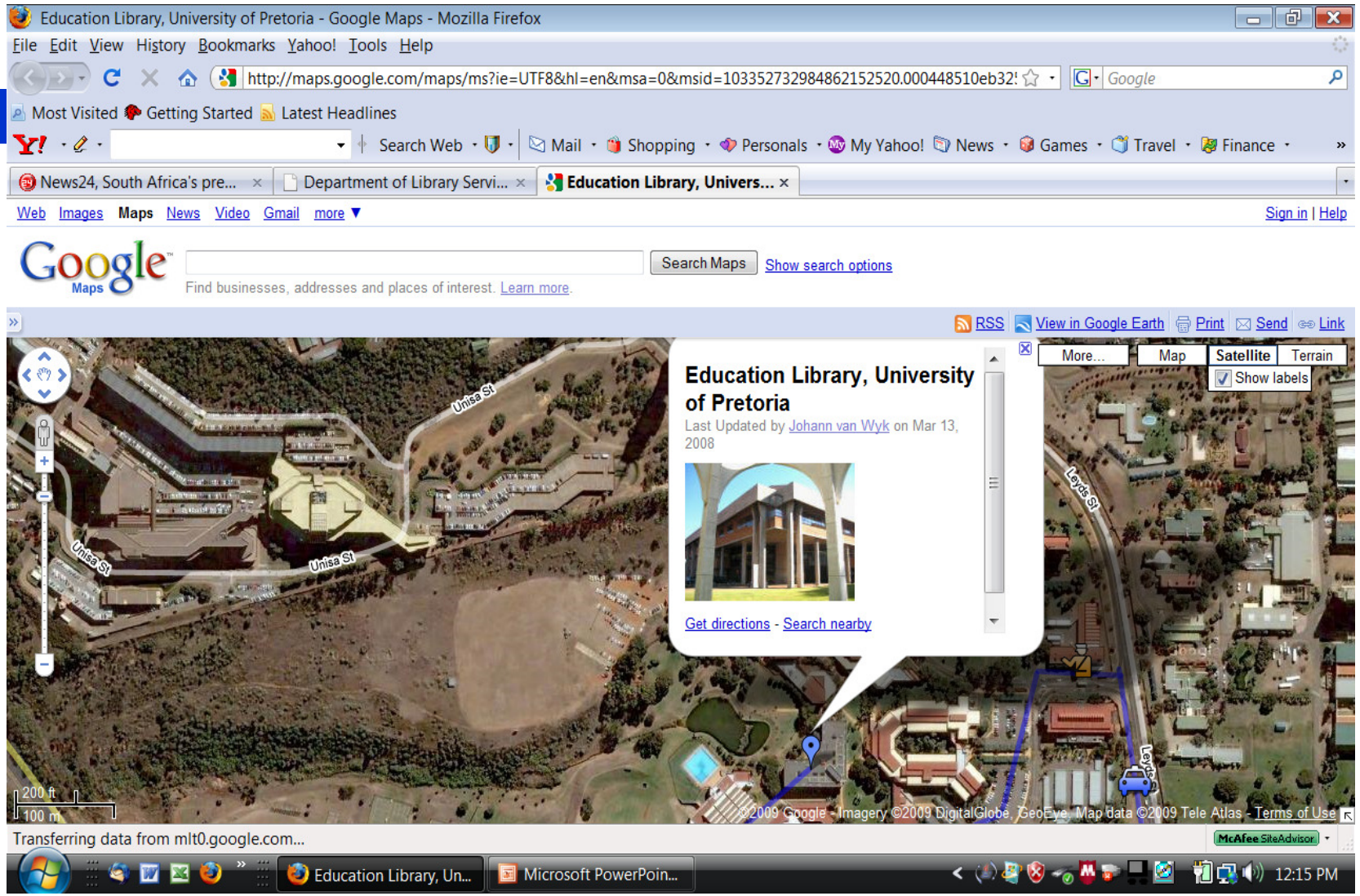
GOOGLE EARTH

Google Earth Satellite Photo of UP's Education Campus



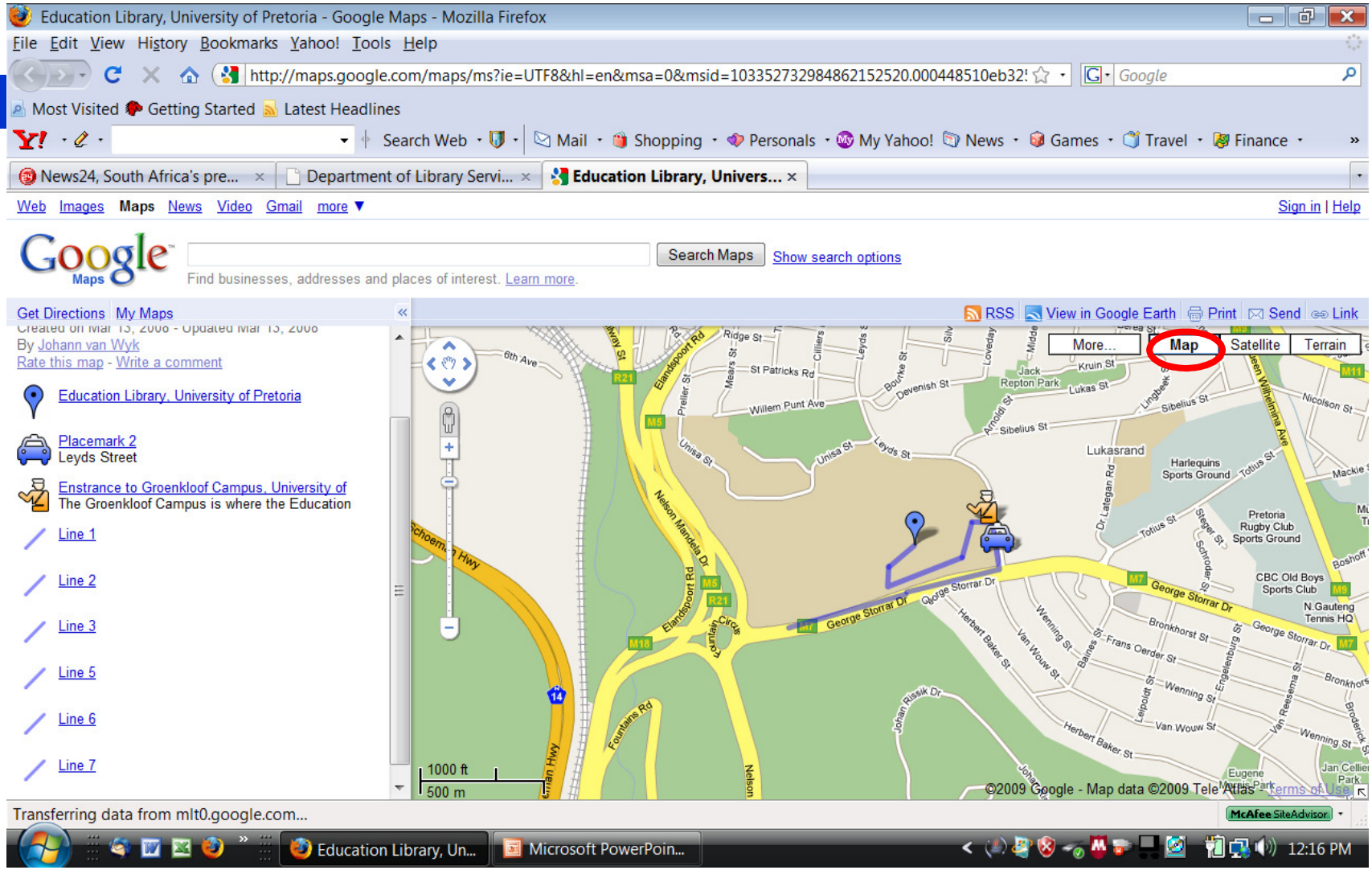
GOOGLE EARTH

Bookmark to Education Library on Satellite Photo



GOOGLE EARTH

Google Earth Map of UP's Education Campus



GOOGLE EARTH

Value of Google Earth

- Increase the presence of your Library on the Web
- Valuable tool to market the library
- Valuable tool to give directions to the library
- Can link to Google Earth Map from your web page

Alerting tools / Web Feed Tools

Web Feeds are generally found under orange buttons labelled `XML' or `RSS‘. By clicking on these buttons you subscribe to a news feed (updates) on a site with your feed aggregator. New additions to the site (News) is automatically fed to the aggregator where it can be read

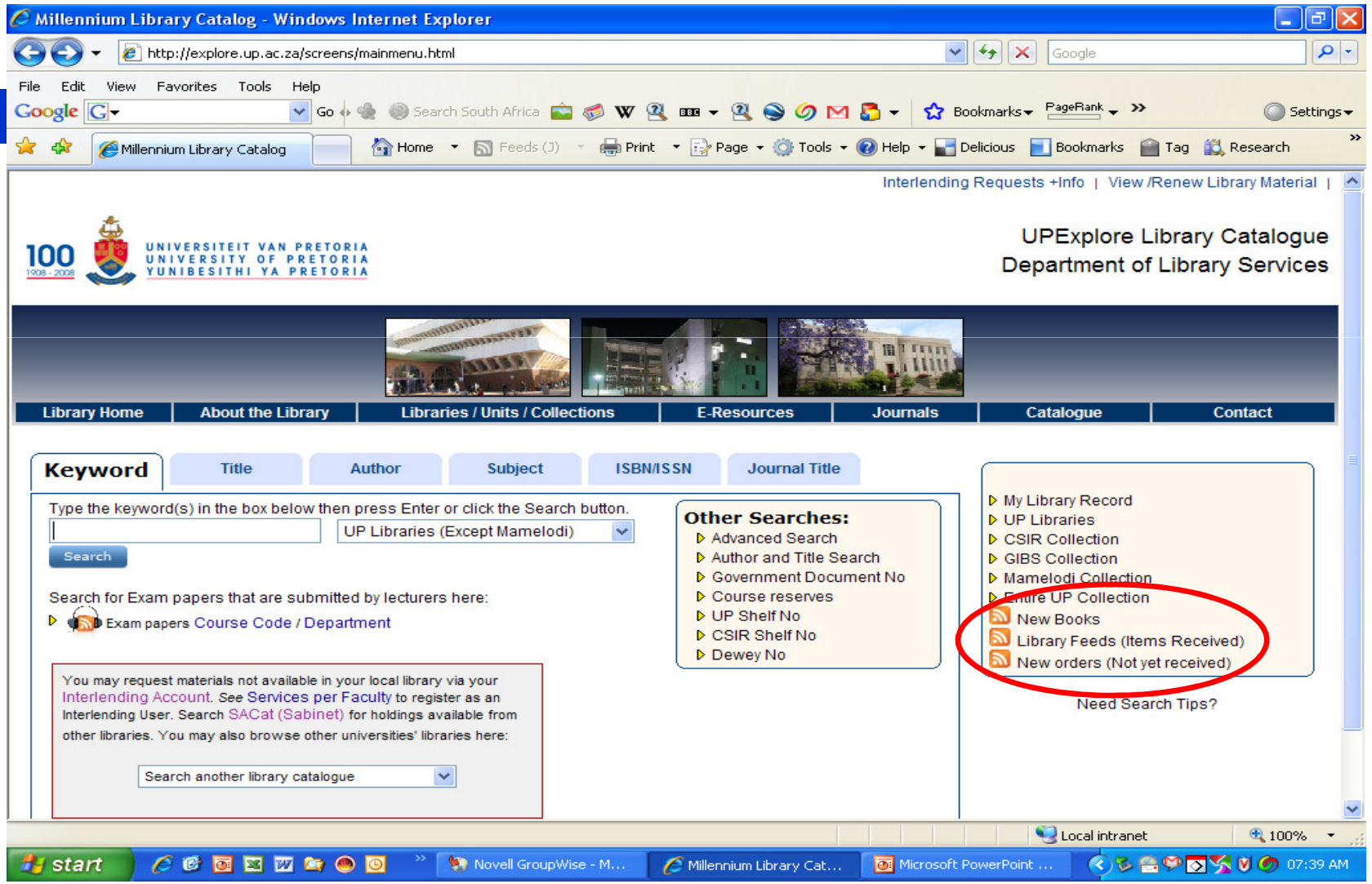
ALERTING/WEB FEED TOOLS

RSS Feeds

“**RSS** (most commonly translated as "Really Simple Syndication" but sometimes "Rich Site Summary") is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.” (Wikipedia)

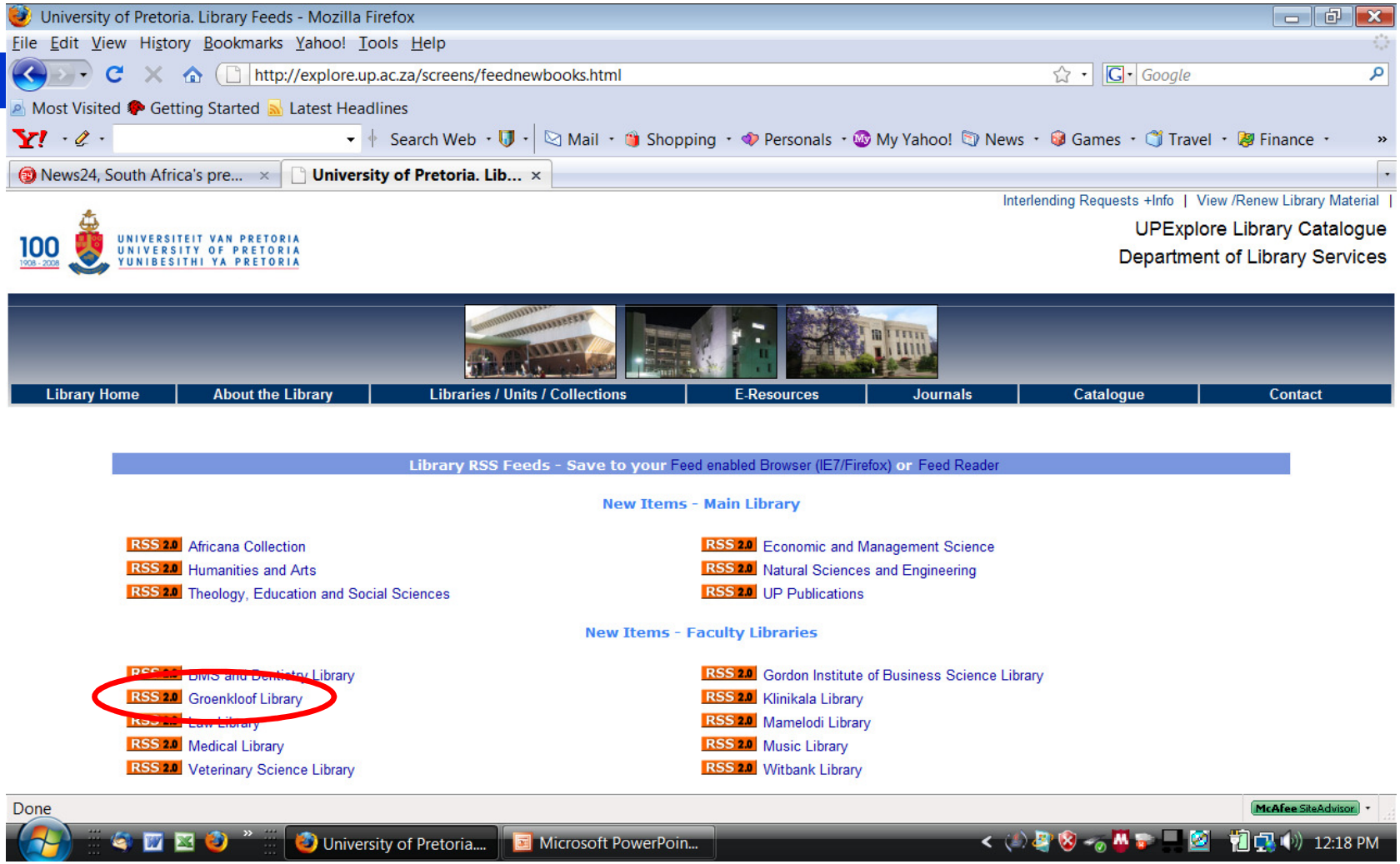
RSS FEEDS

RSS Feed to new books in the UP Library



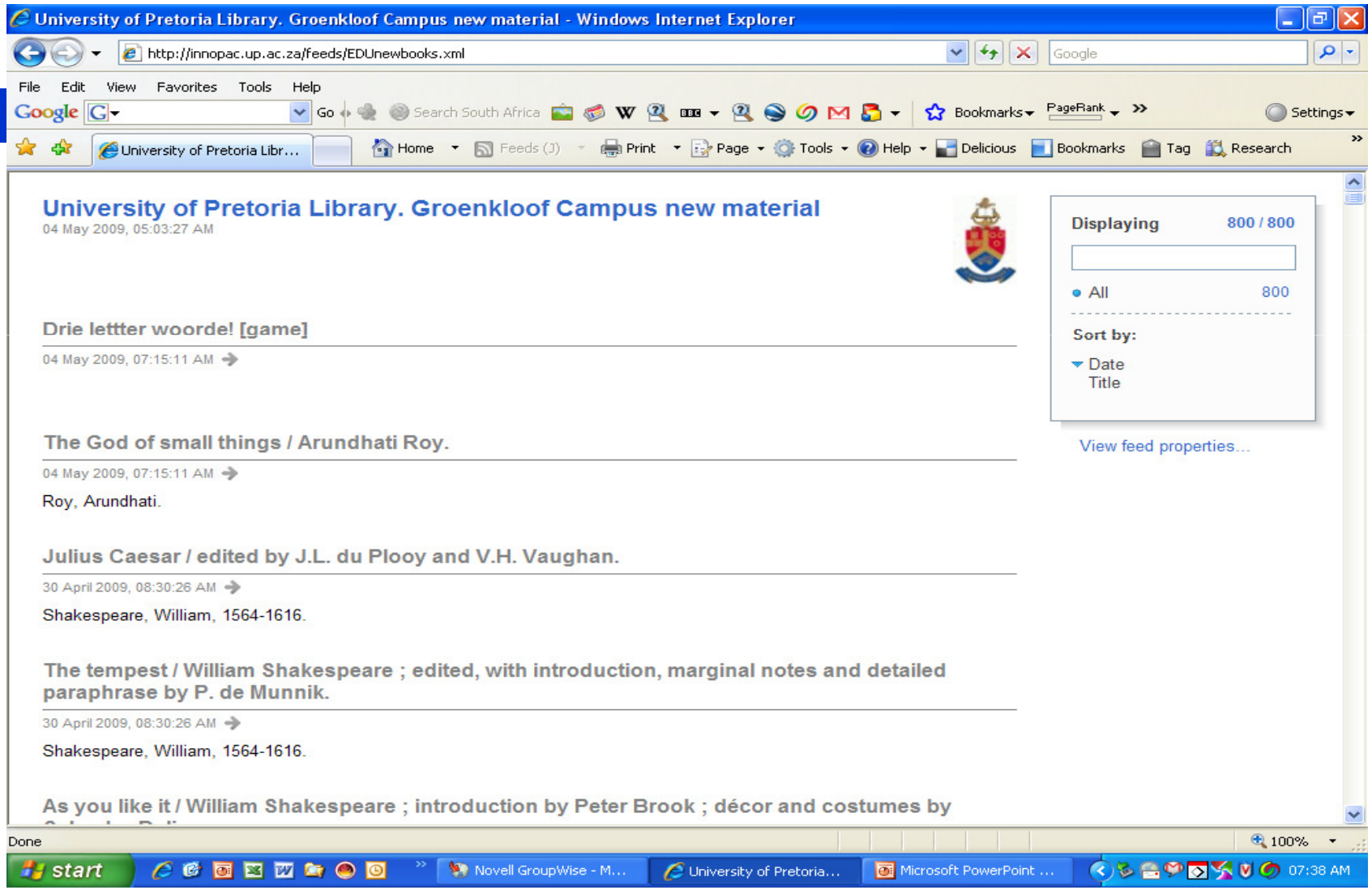
RSS FEEDS

RSS Feed to new books in the UP Education Library



RSS FEEDS

RSS Feed to new books in the Library



RSS FEEDS

Value of RSS Feeds to new books

- Keep users of the library informed about new books in the library (marketing tool)
- Updated automatically
- Valuable tool to keep track/statistics of new acquisitions

Gaming tools

Games can be used in libraries as part of training, learning, and research initiatives. A variety of different software is available, but we chose “Thinking Worlds” because it was available as Open Source

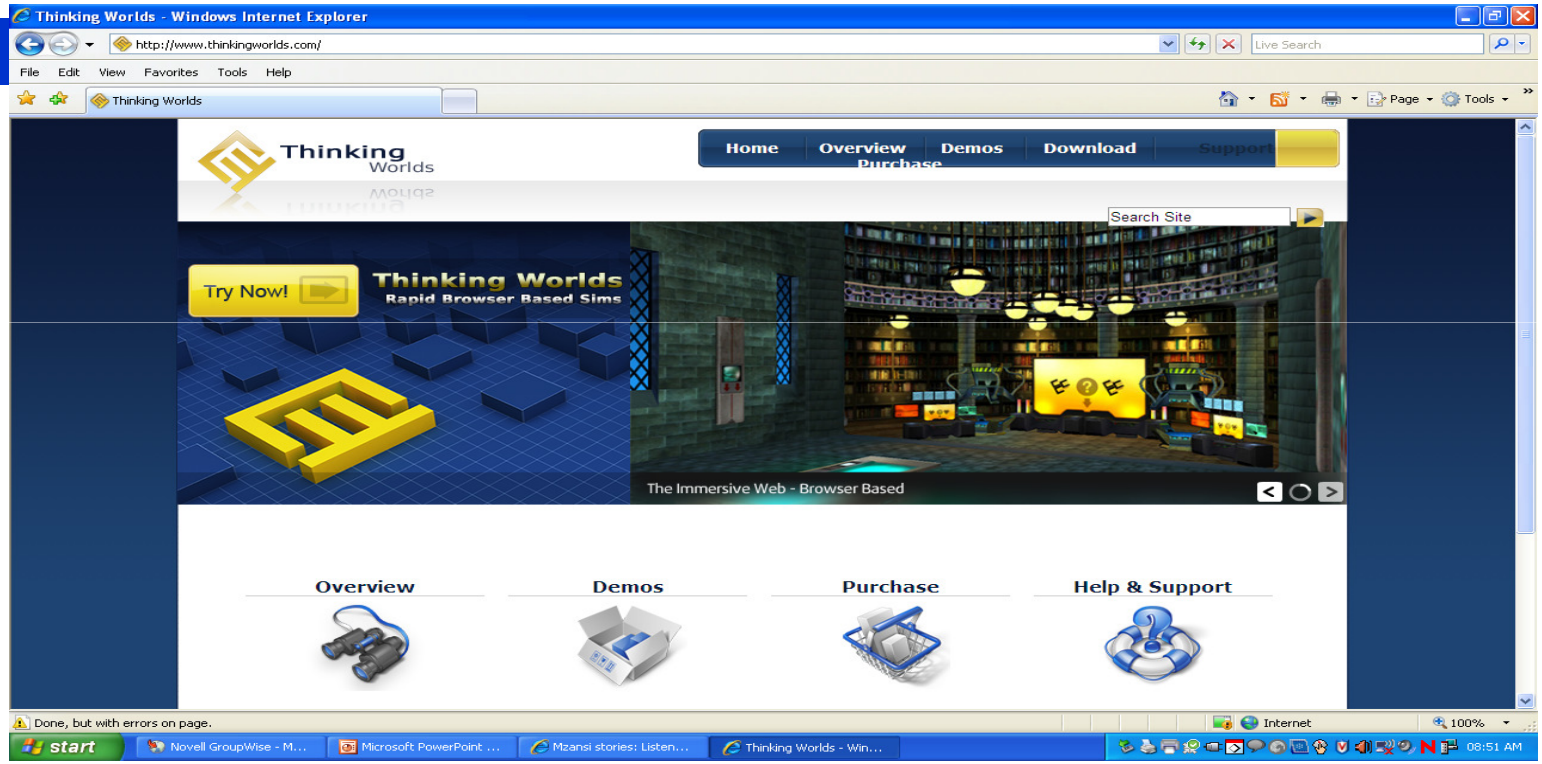
GAMING TOOLS

Game for information literacy training at UP Library

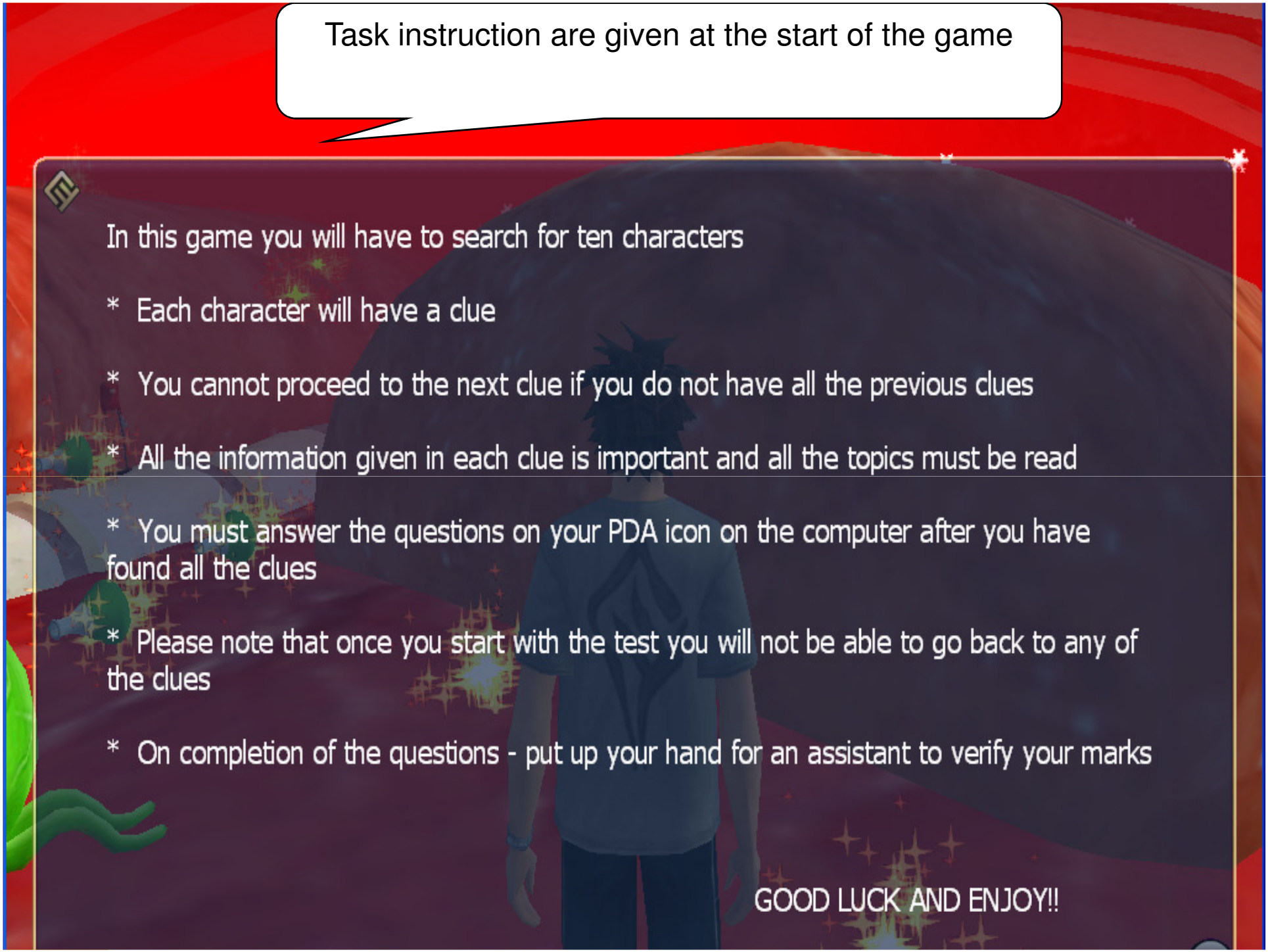
- Pilot project in 2008
- Game for information literacy training of undergraduate students (4000 students partook)
- Game for information literacy training of medical students (300 students partook)

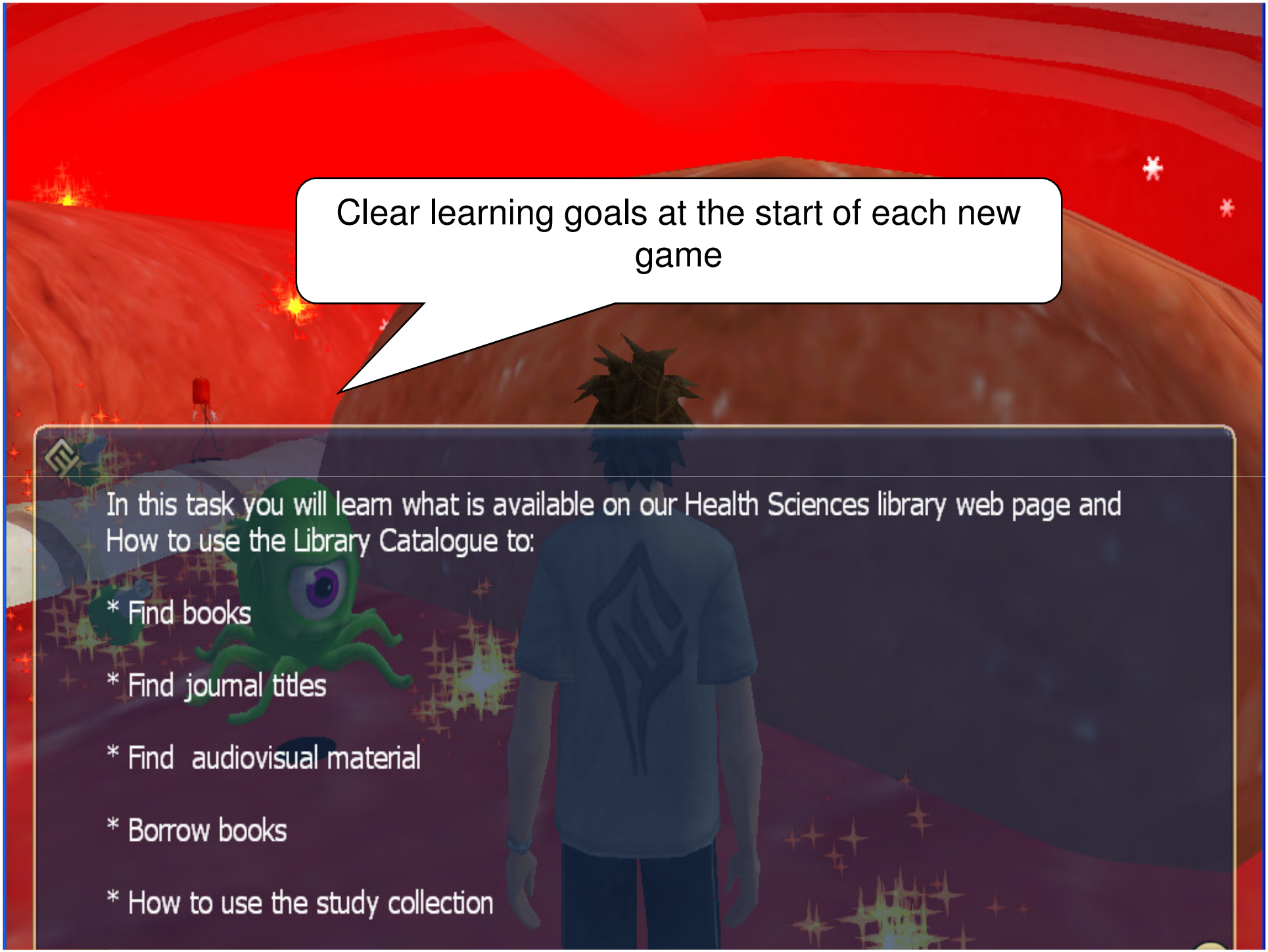
GAMING TOOLS

Software used in the design of a game for information literacy training at UP Library

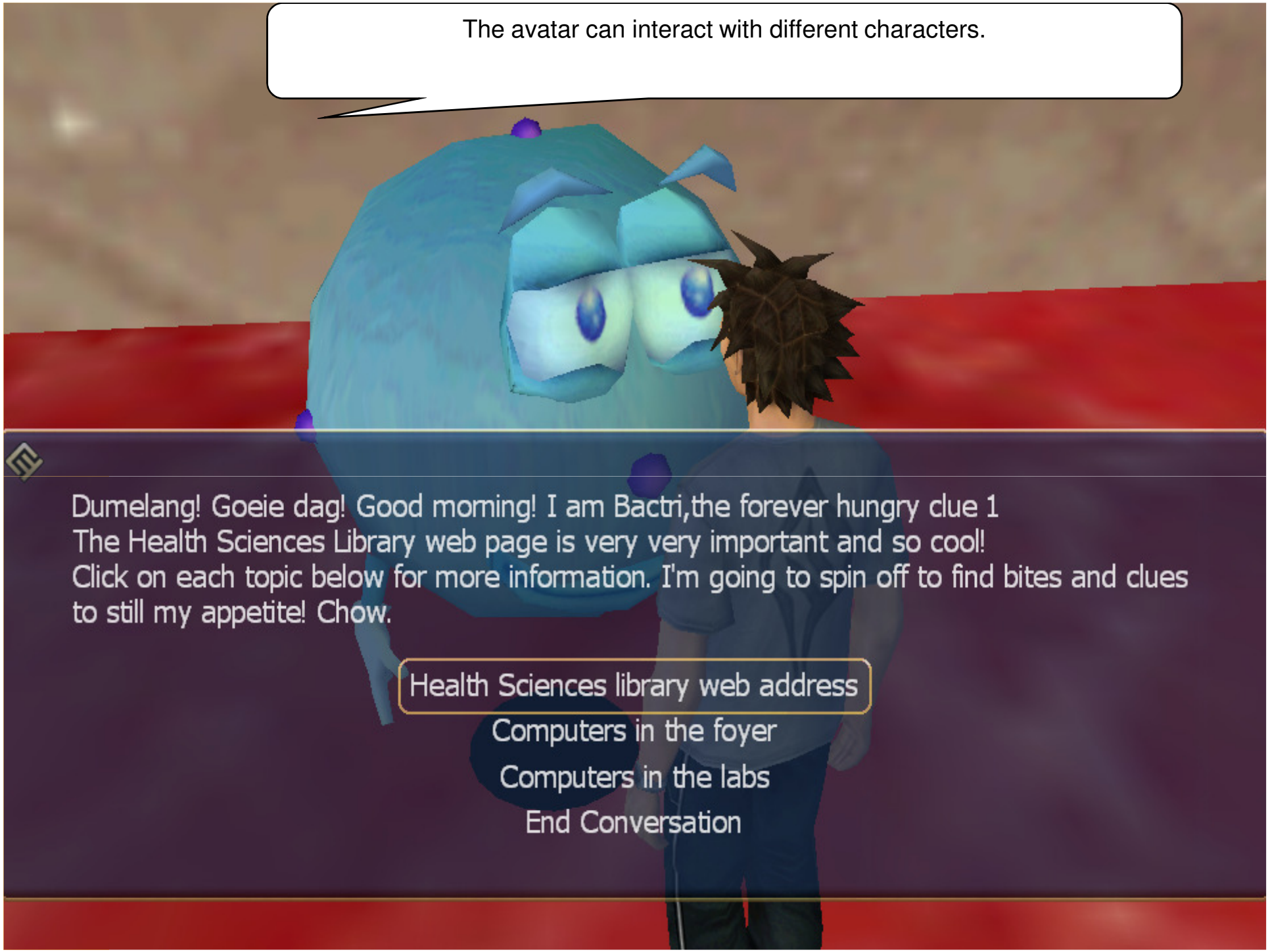


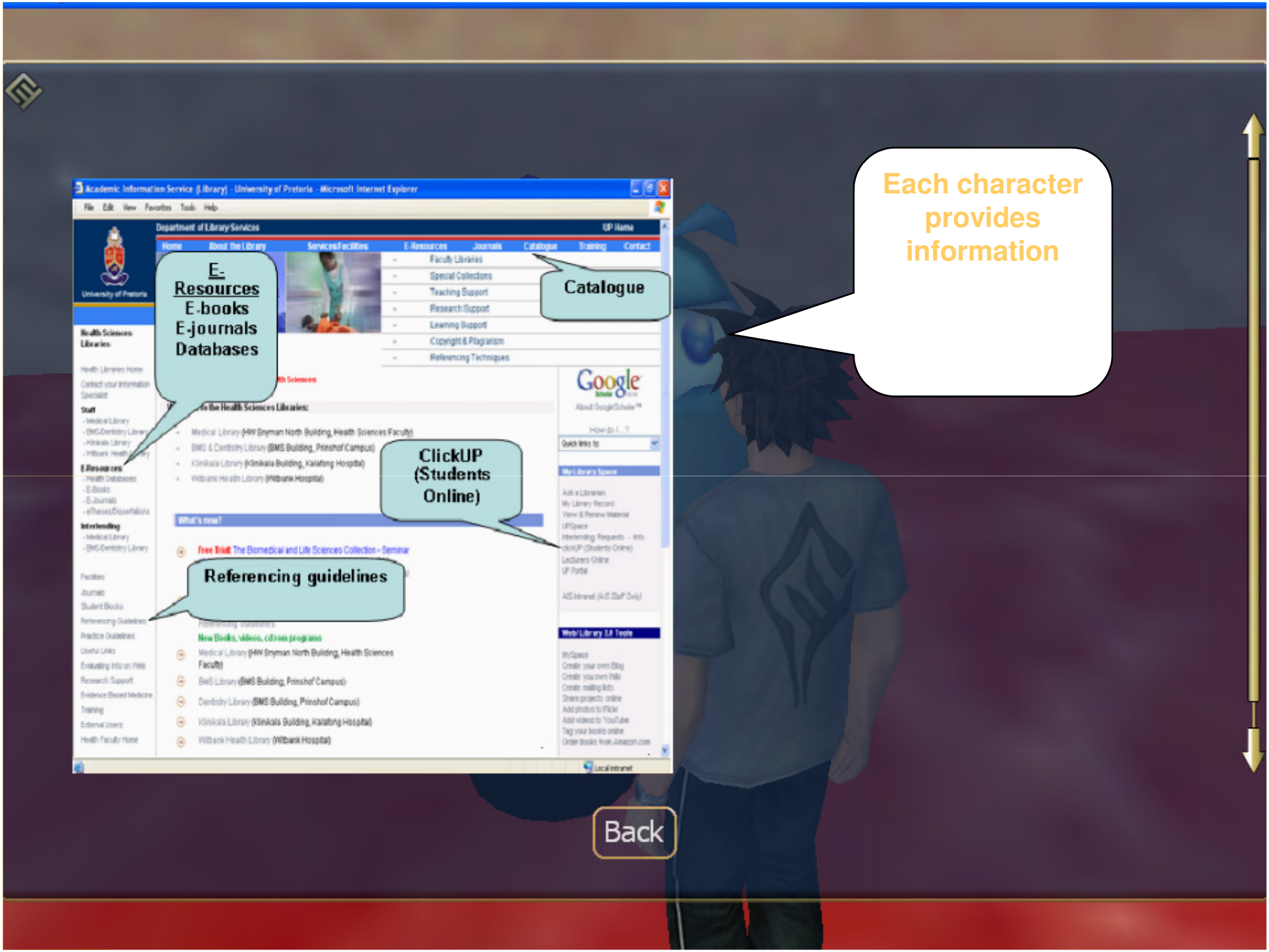
The university of Pretoria used Thinking Worlds Software. Available at http://www.thinkingworlds.com/ This software was previously available as Open Source, but can now only be had at a cost.


Task instruction are given at the start of the game
In this game you will have to search for ten characters
* Each character will have a clue
* You cannot proceed to the next clue if you do not have all the previous clues
* All the information given in each clue is important and all the topics must be read
* You must answer the questions on your PDA icon on the computer after you have found all the clues
* Please note that once you start with the test you will not be able to go back to any of the clues
* On completion of the questions - put up your hand for an assistant to verify your marks
GOOD LUCK AND ENJOY!!


Clear learning goals at the start of each new game
In this task you will learn what is available on our Health Sciences library web page and How to use the Library Catalogue to:
* Find books
* Find journal titles
* Find audiovisual material
* Borrow books
* How to use the study collection

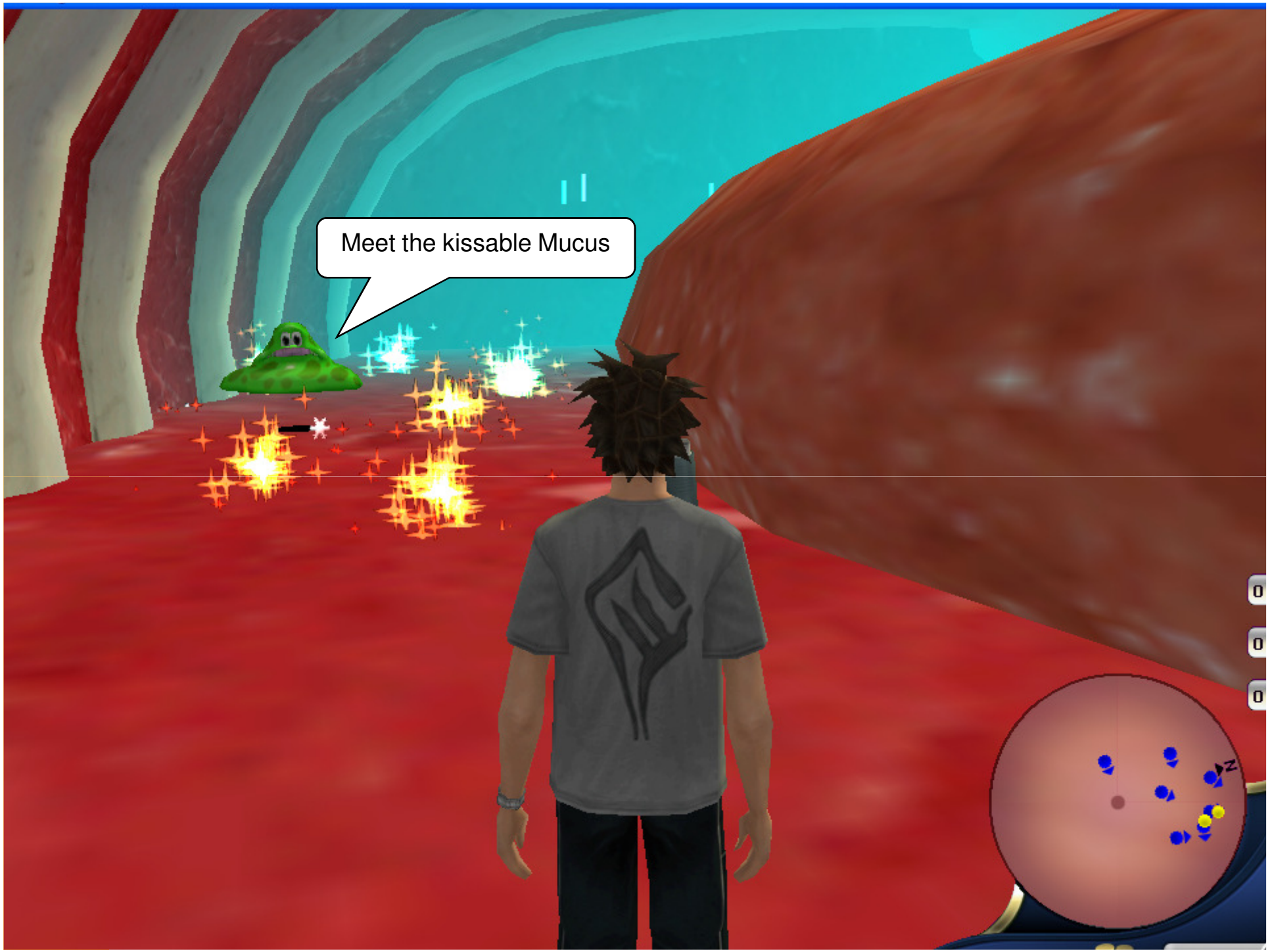
Avatar was used to personalise the game
Teleport


The avatar can interact with different characters.
Dumelang! Goeie dag! Good morning! I am Bactri,the forever hungry clue 1
The Health Sciences Library web page is very very important and so cool!
Click on each topic below for more information. I'm going to spin off to find bites and clues to still my appetite! Chow.
Health Sciences library web address
Computers in the foyer
Computers in the labs
End Conversation


Academic Information Service (Library) - University of Pretoria - Microsoft Internet Explorer
Department of Library Services
UP Home
Home
About the Library
Services/Facilities
E-Resources
Journals
Catalogue
Training
Contact
Faculty Libraries
Special Collections
Teaching Support
Research Support
Learning Support
Copyright & Plagiarism
Referencing Techniques
E-Resources
E-books
E-journals
Databases
Catalogue
ClickUP (Students Online)
Referencing guidelines
Each character provides information
Back

Players are engaged they have to find different clues
Meet Prof. Quack
Info
N

THE MUSCULAR SYSTEM
Meet Einspine
Teleport


Meet the kissable Mucus

GAMING TOOLS

Value of using a game for information literacy training

Feedback from clients:

- "A young modern approach to an important component of research.
- "The game was fun, modern, doable, informative and quite interesting!
- It was not at all dull or anything. It rocked!"
- "This is an excellent way to orientate first year students on how to use the library"
- "Awesome idea of using the game instead of just a boring talk"

Institutional Digital Repositories

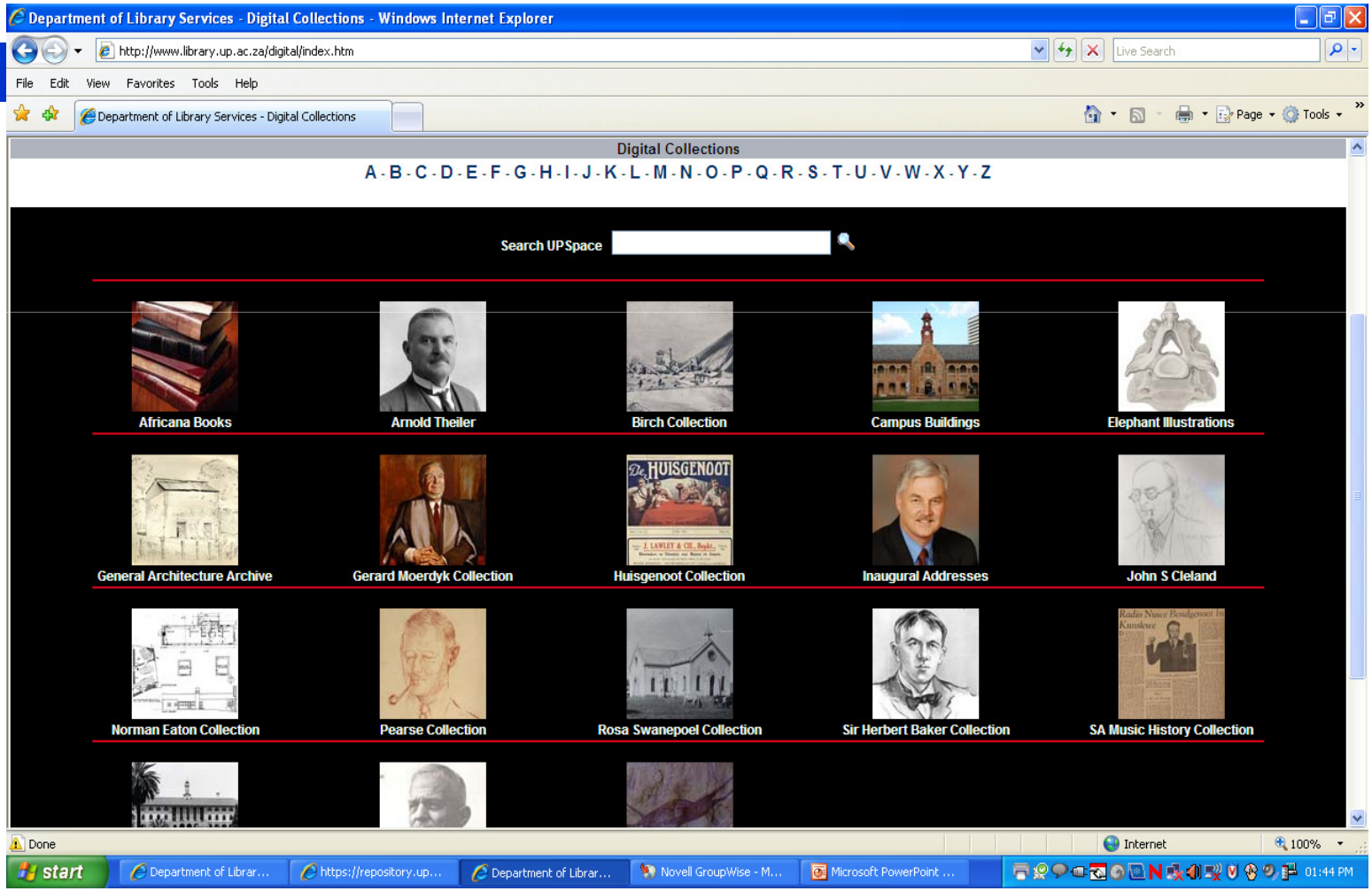
- “An online locus for collecting, preserving, and disseminating (in digital form) the intellectual output of an institution, particularly a research institution. For a university, this would include materials such as research journal articles, before (preprints) and after (postprints) undergoing peer review, and digital versions of theses and dissertations” (Wikipedia)
- E.g. UPSpace http://repository.up.ac.za/ (done on DSpace software)

INSTITUTIONAL DIGITAL REPOSITORIES

UPSpace The Digital Research Repository of the University of Pretoria (on DSpace software)

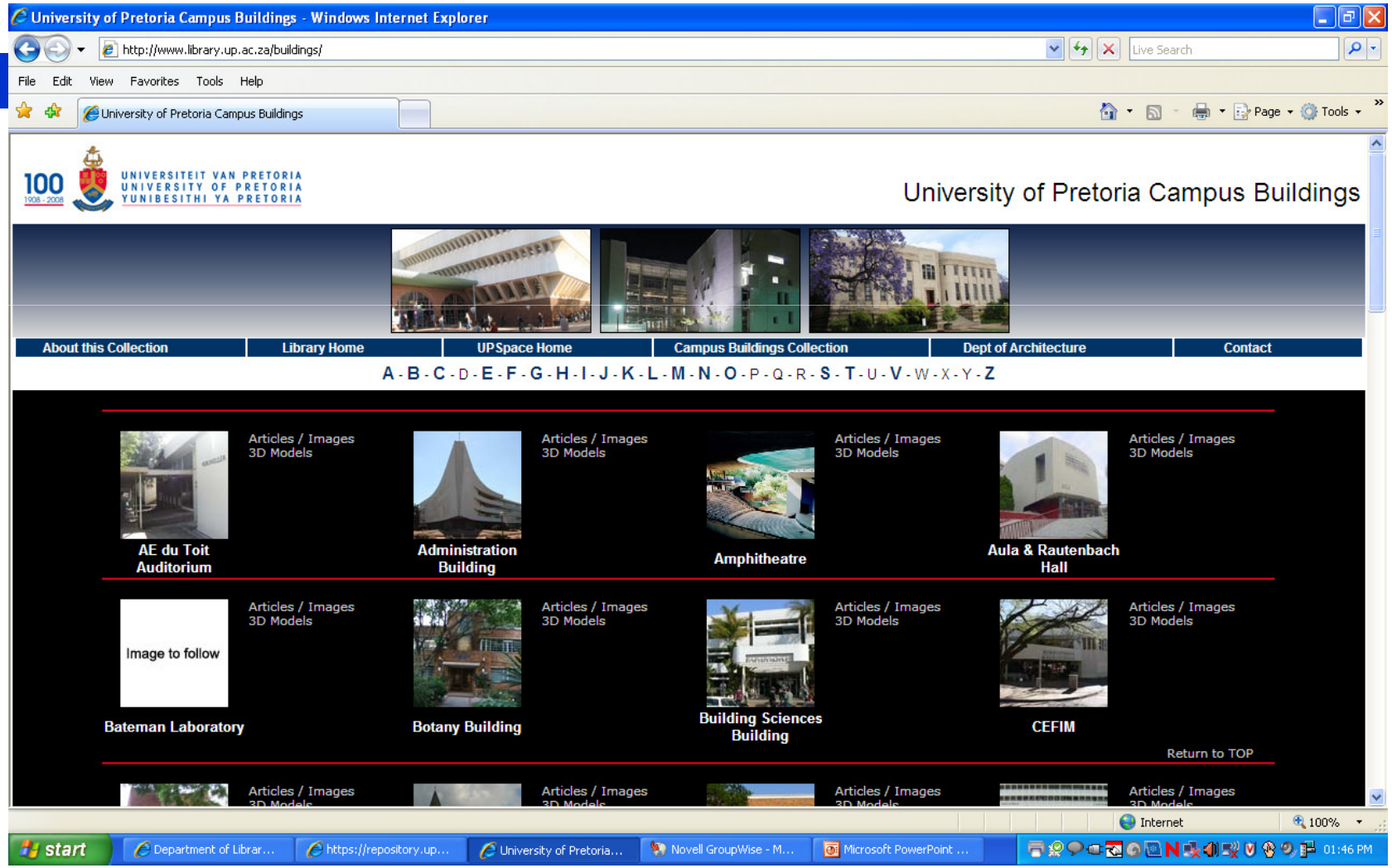
INSTITUTIONAL DIGITAL REPOSITORIES

Examples of Collection on UPSpace, linked from library web page



INSTITUTIONAL DIGITAL REPOSITORIES

Campus Buildings Collection on UPSpace



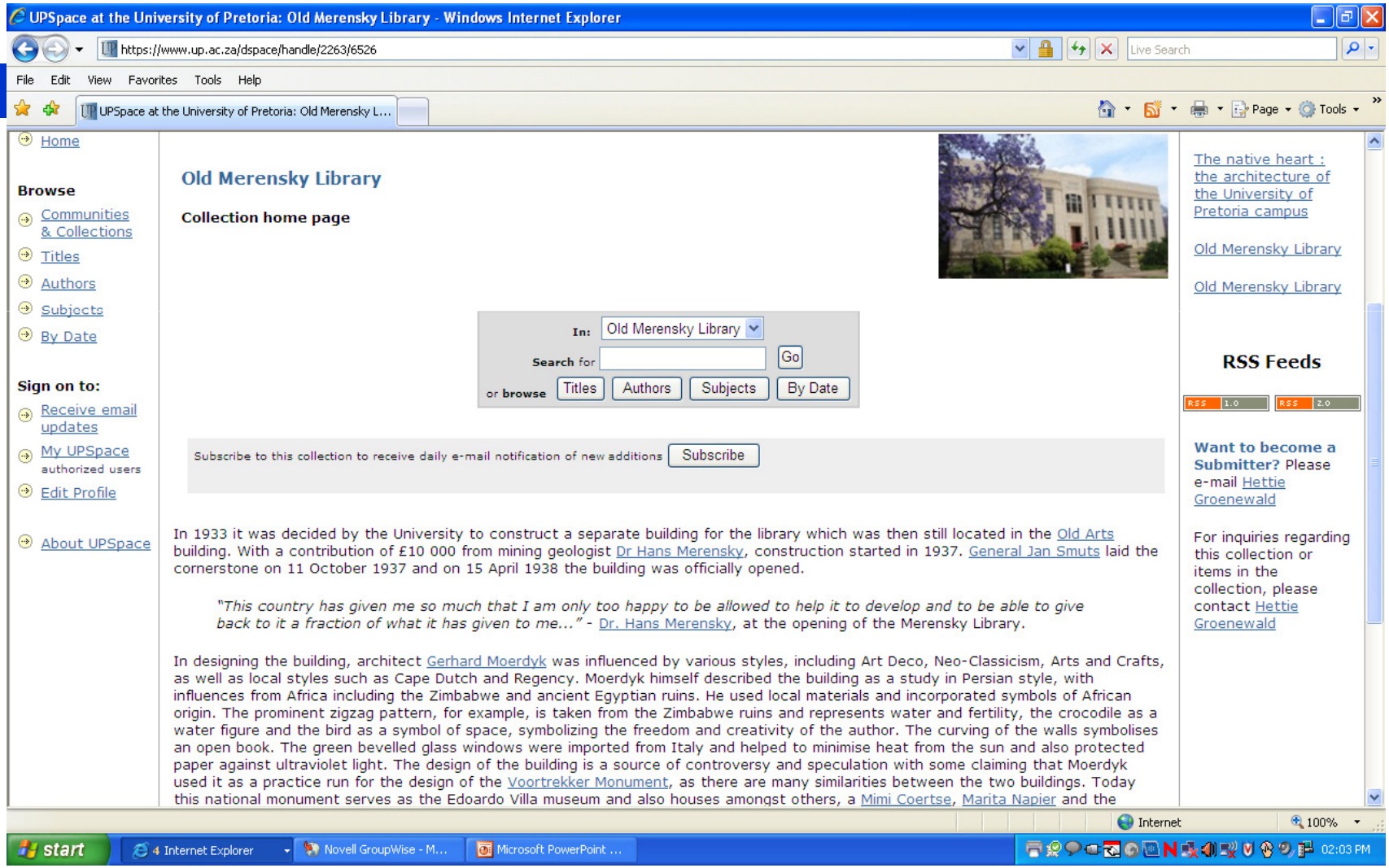
INSTITUTIONAL DIGITAL REPOSITORIES

Campus Buildings Collection on UPSpace

- Contains photos of buildings on UP Campus
- Contains information and history of each building on UP Campus
- Contains a link to the buildings location on a Google Earth Map
- Contains images of buildings on Campus on Google 3D Warehouse

INSTITUTIONAL DIGITAL REPOSITORIES

Campus Buildings Collection on UPSpace



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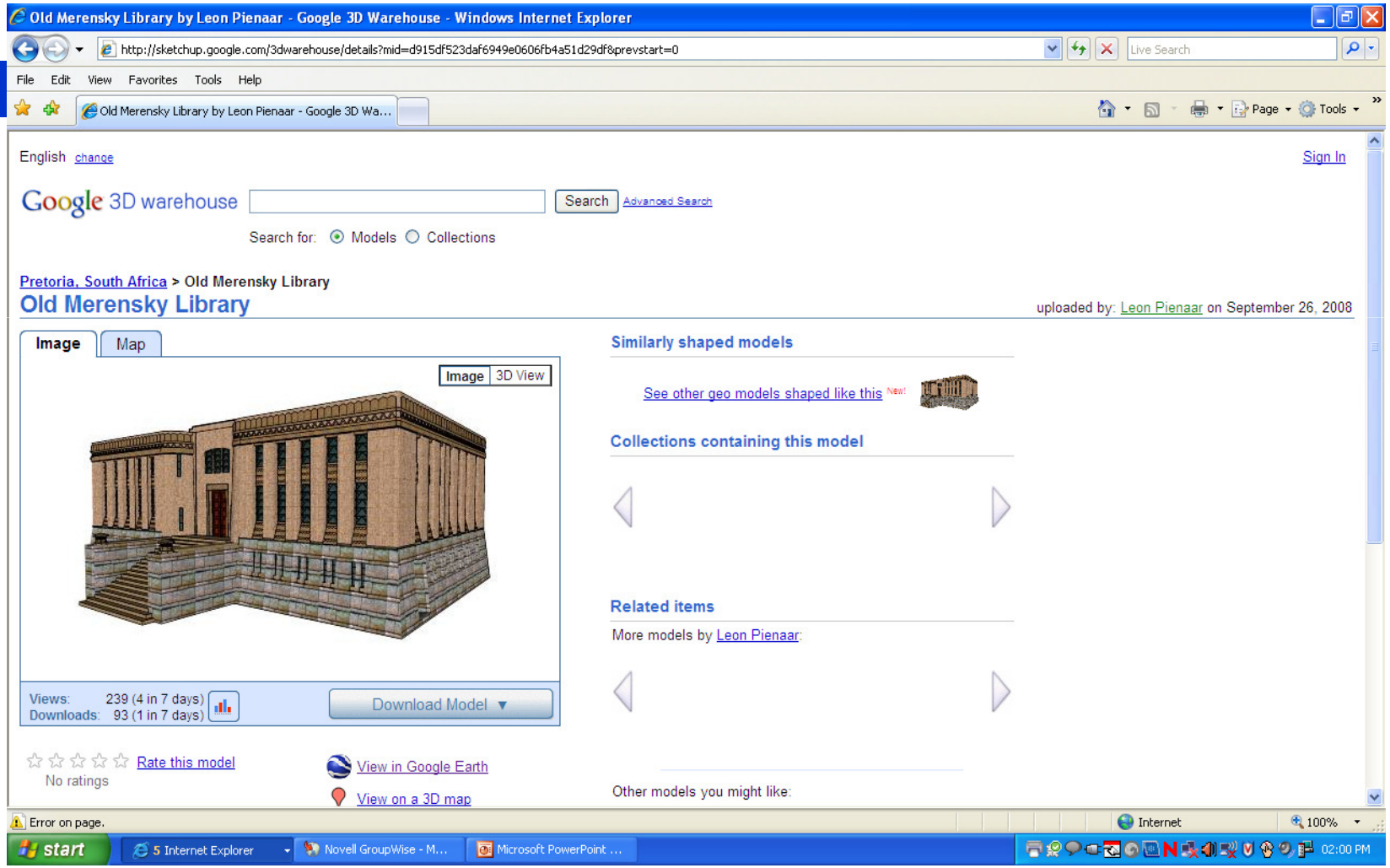
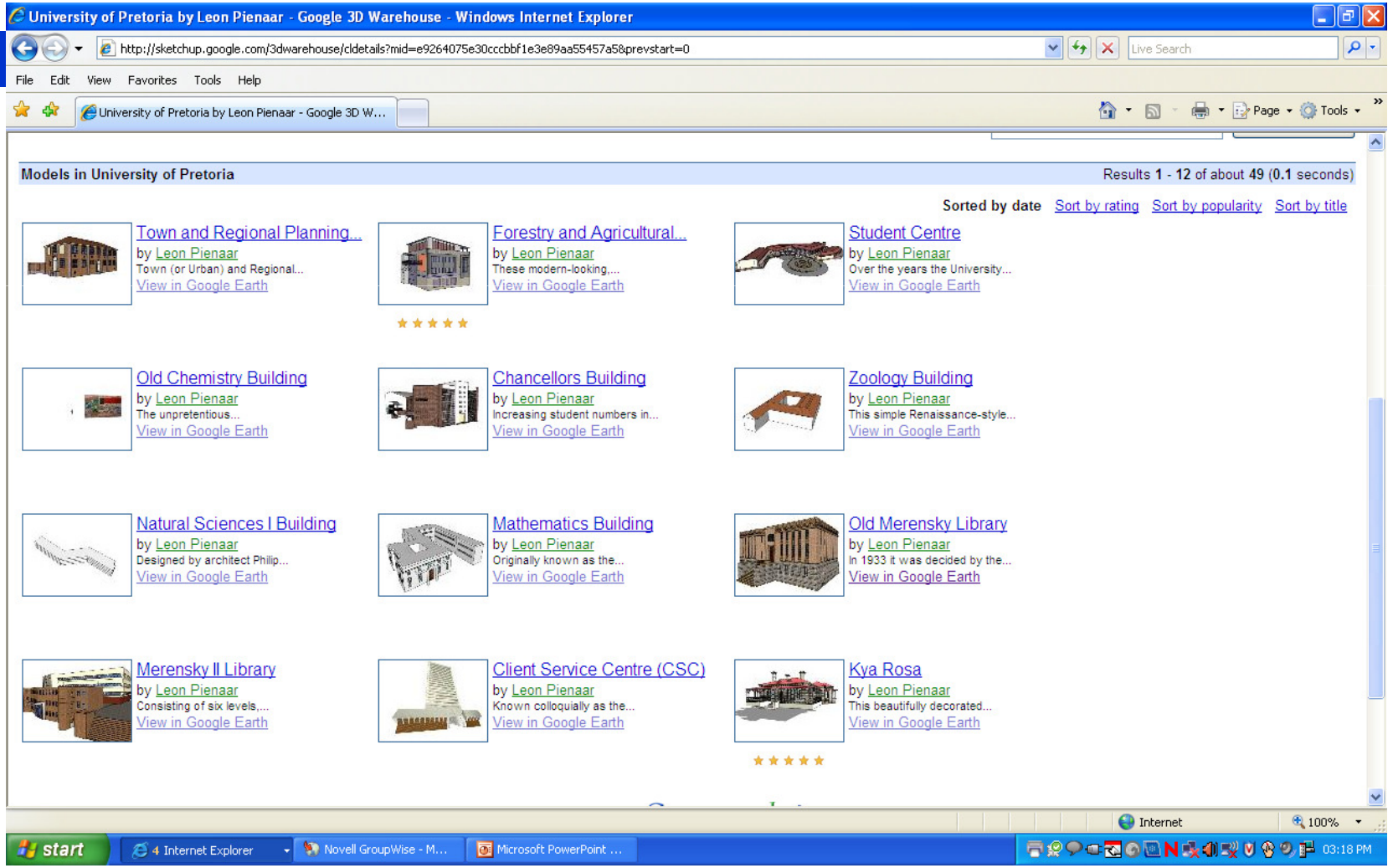
Campus Buildings Collection on UPSpace



INSTITUTIONAL DIGITAL REPOSITORIES

Campus Buildings Collection on UPSpace



INSTITUTIONAL DIGITAL REPOSITORIES

Value of Institutional Digital Repositories

- A safe place to archive photos, documents, articles, images, archival materials etc, produced or held by your institution
- Can use this as a marketing tool of library services and products
- Rare and special collections can be digitized and archived on it (this will protect the original items)
- Make special collections more accessible to people outside the university
- Gives your institution a greater presence on the web (enhance your institution's ranking on the Webometrix ranking system)

Conclusion

In the 21st Century world the focus is on collaboration, participation, interaction, connection, transparency and real-time delivery of information. Web 2.0 tools support this.

If libraries want to stay relevant, vibrant and competitive it will be imperative that libraries embrace Web 2.0 tools.
Our clients are there and we should meet them there!

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[Online] available at http://www.addthis.com/bookmark.php
- Clarisse Venter on Facebook [Online] available at http://www.facebook.com/people/Clarisse-Venter/1062603396/
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- Google Translator Widget. [Online] available at http://www.googletranslategadget.blogspot.com/
- Johann van Wyk on LinkedIn. [Online] available at http://www.linkedin.com/pub/11/81/800
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- UP Education Library on Facebook. [Online] available at http://www.facebook.com/pages/Pretoria-South-Africa/UP-Education-Library/79779976035
- UP Library's YouTube Channel [Online] available at http://www.youtube.com/user/UPLibrary