

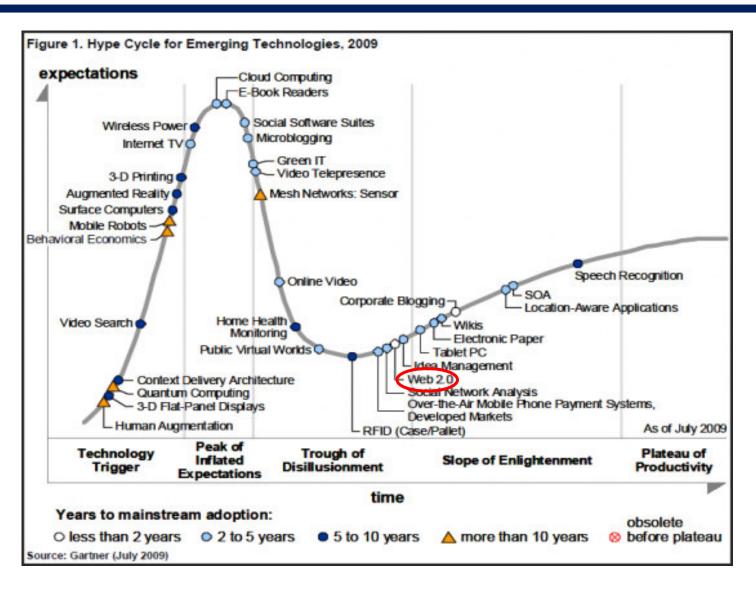
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# **UP Library Service's Web 2.0 Journey**

Presented by Johann van Wyk on 14 October 2009 at the Knowledge Management Practitioners Group of Pretoria Meeting, at the CSIR Knowledge Commons, Pretoria



### Gartner Hype Cycle for Emerging Technologies 2009



#### Overview of Presentation

- Definition of Web 2.0
- Background
- Different types of Web 2.0 tools
- Potential barriers to using Web 2.0 tools
- Implementing a Web 2.0 tool
- Overview of different tools, with examples of how UP implemented them, and what value they have for libraries
- Conclusion



#### Web 2.0

```
Focus on Simplicity
                           Wikis
                                             UIDGETS Joy of Use
                                  COLLABORATION
  Folksonomy SHARING
WITHINGS DIGG SQUIDGO
         Recommendation
 Social Software Social Software
                                ticipation TRUST
   IFICODER PODCASTING
                                                      LIVELINESS
  VIHEO VIDEOCASTINO
                                                 MODULARITY
                                        SOAP REST RUBYONNAILS
                  XML
                      OpenAPIs
                             DataDriven
                                               Web Standards
                                             Microformats
                                                   MARKUS ANGERMEIER @ APERTO DE
```

#### Web 2.0

Refers to a supposed secondgeneration 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.co m/2008/05/08/glossary-of-newmedia-terminology/)





flickr.com/photos/oceanflynn/315385916



## Web/Library 2.0

#### LIBRARY 2.0 MEME MAP

#### Library that fits that suggests that learns

that gathers that combines

that organizes

#### Library that LETS

The library

invites participation

- 1. User-centricity
- 2. Technology-savvy environment

Integration

with (e) learning environment

- 3. Reaching of the patrons long tail
- 4. Content for more than one device
- 5. Component-based software, not monolithic ILS
- 6. Constant change
- 7. Use of Web 2.0 apps and services
- 8. Open standards

#### OPAC

- Federated search
- RSS for cataloging records & search results
- Records tagging
- User reviews

Social computing apps to meet users' need when, where and how they need it

#### THE PHYSICAL LIBRARY

Loud spaces for collaboration & conversation Mobile devices for users

Library is a framework for integrating change into all levels of library operations

> The library has no barriers

The library human

The library is everywhere.

> Patron 2.0 = from content consumer to content creator

The library uses flexible. best-of-breed systems

STAFE

Creation of an Emerging

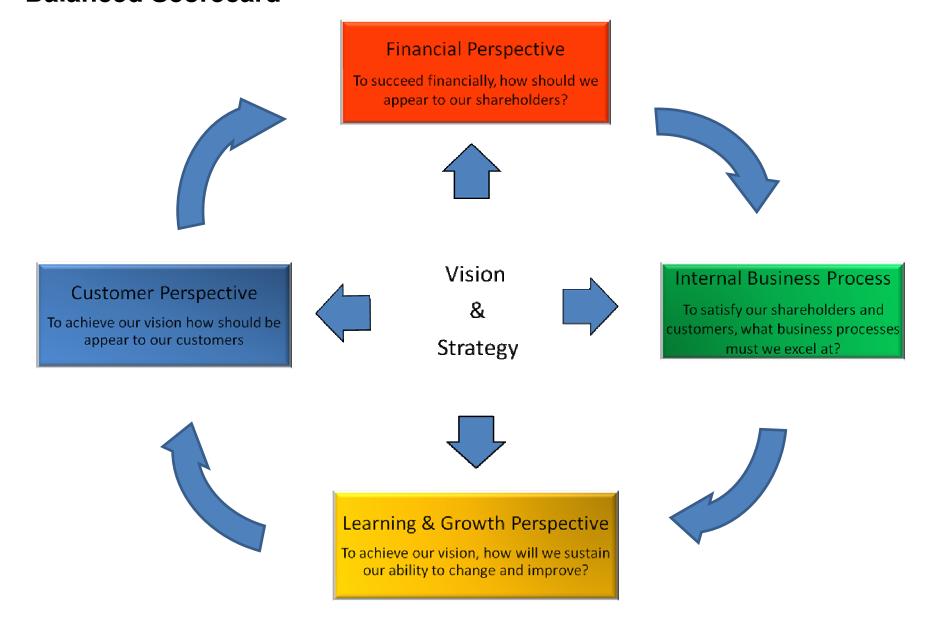
Technology Committee

#### Background

- UP Library Services Strategic Plan 2008
  - As part of e-strategy decided to Develop a Library/Web 2.0
     Service Model
- Library/Web 2.0 Planning Workshop in January 2008:
  - Decided to focus on Flickr, YouTube, and Blogging and Wikis for 2008
- 60 Minute Practical Workshops to training staff in different Library/Web 2.0 tools
- Library/Web 2.0 Roadshow to demonstrate best practices to rest of staff
- At the end of 2008 staff at the UP Library Services had implemented much more than originally planned

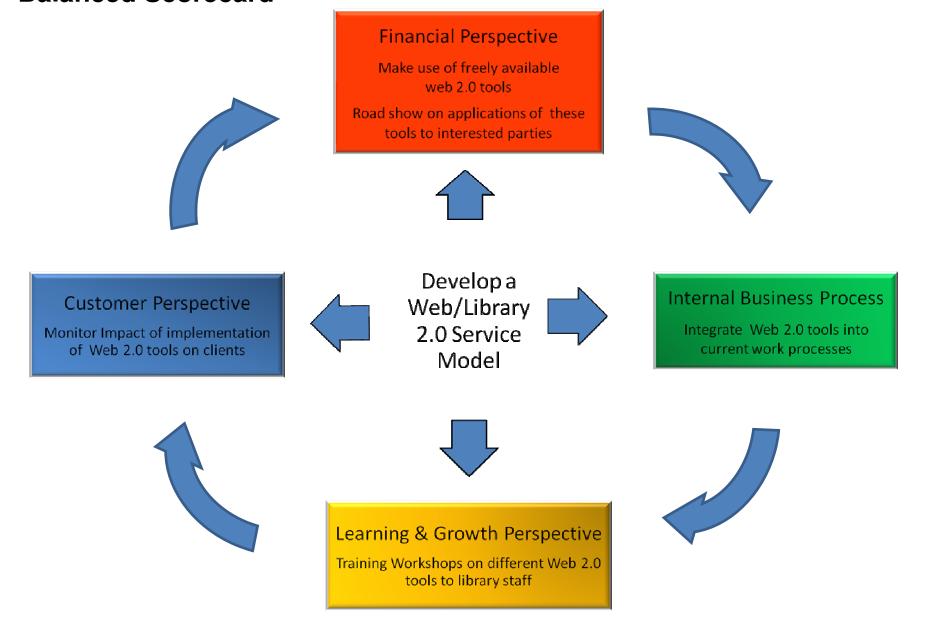


#### **Balanced Scorecard**



Adapted from the Balanced Scorecard by Robert S. Kaplan & Dave P. Norton. Havard Business School Press, 1996.

#### **Balanced Scorecard**



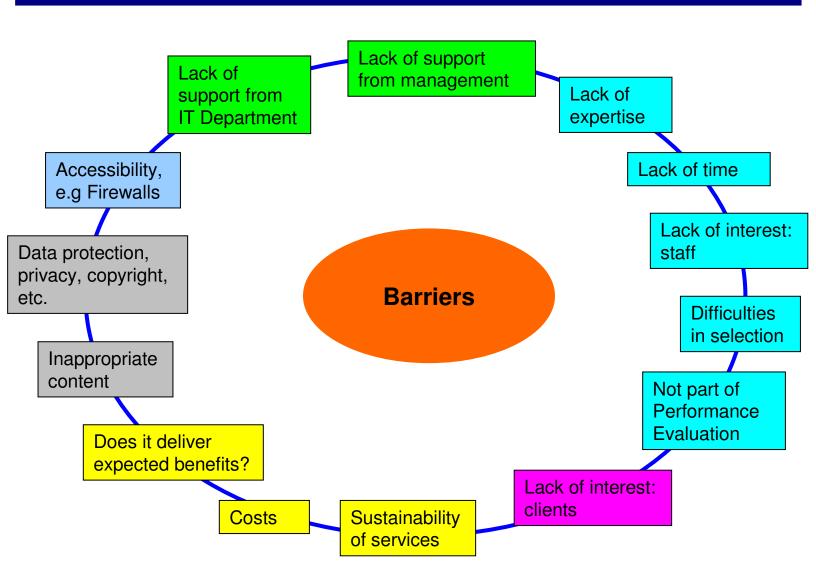
Adapted from the Balanced Scorecard by Robert S. Kaplan & Dave P. Norton. Harvard Business School Press, 1996.

## Different Types of Web 2.0 tools

Type	Tool
Authoring tools	Blogs, Mobile Blogs, Glogs, Wikis, Twitter
Archiving/Marketing Tools	Flickr, Slideshare, YouTube. Podcasts
Social Networking Tools	Facebook, LinkedIn, Academia.edu
Geolocation Tools	Google Earth
Alerting Tools	RSS Feeds
Gaming Tools	Thinking Worlds
Bookmarking Tools	del.icio.us, CiteULike
Digital Repositories	UPSpace (Dspace)
Virtual Research Environments (VRE)	Digital infrastructure (web 2.0 tools and traditional online databases & services) which enables research to take place

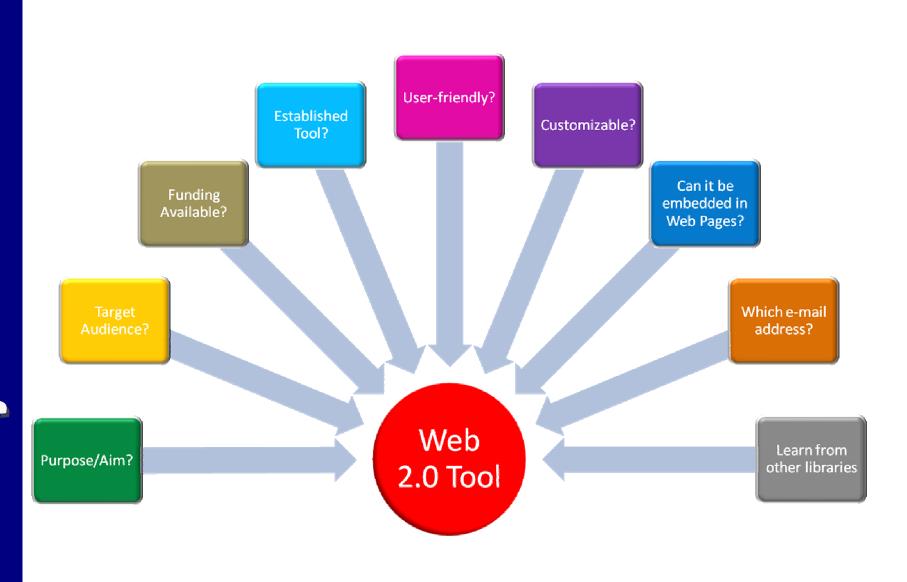


#### Potential Barriers to using Web 2.0 tools



Adapted from Brian Kelly's presentation at <a href="http://www.ukoln.ac.uk/web-focus/events/conferences/nordlib2.0-2008">http://www.ukoln.ac.uk/web-focus/events/conferences/nordlib2.0-2008</a>

### Implementing a Web 2.0 Tool

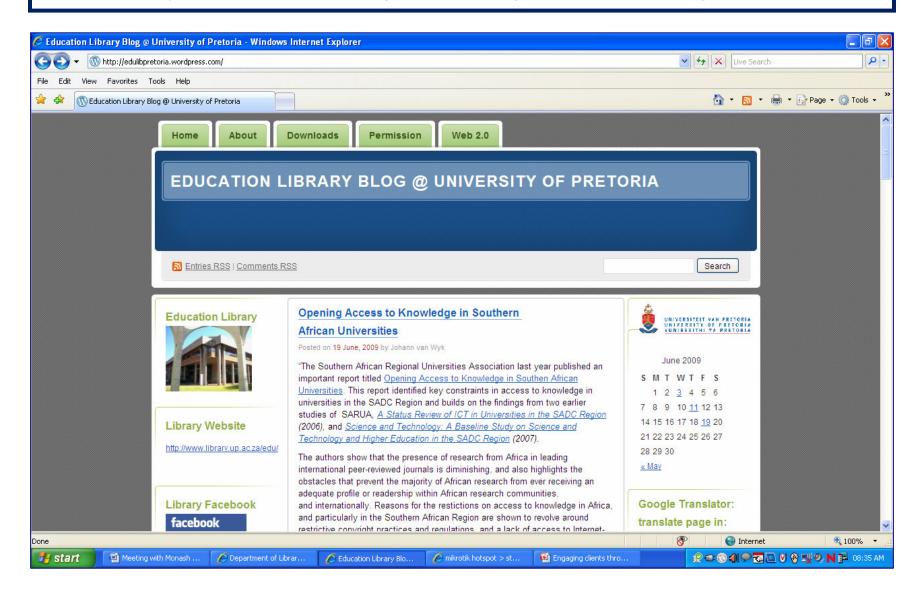


## Blogs

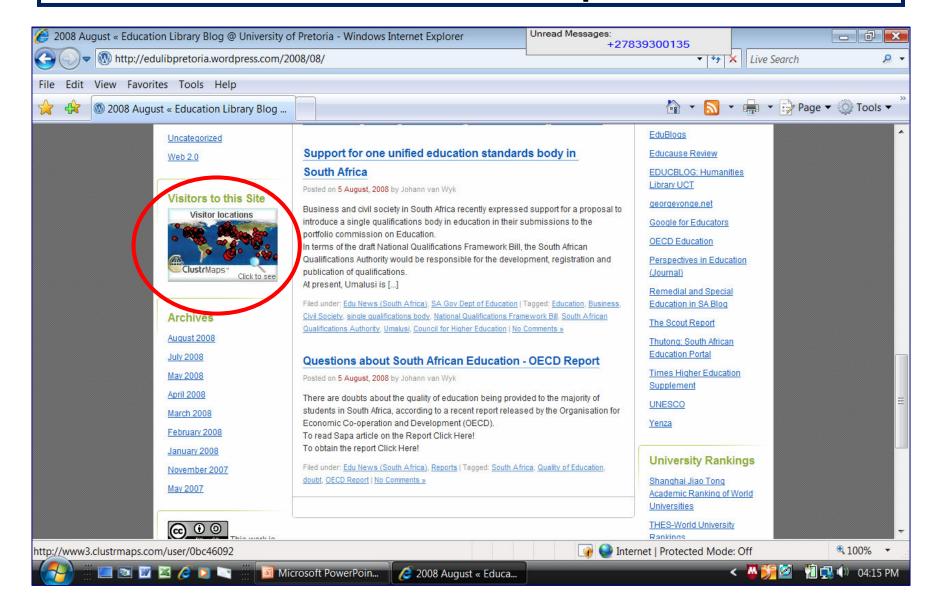
"A blog (a contraction of the term "weblog")
is a type of website, usually maintained by an
individual with regular entries of commentary,
descriptions of events, or other material such
as graphics or video. Entries are commonly
displayed in reverse-chronological order"
(Wikipedia)



## Example of Library Blog: Education Library News Blog @ University of Pretoria <a href="http://edulibpretoria.wordpress.com">http://edulibpretoria.wordpress.com</a>



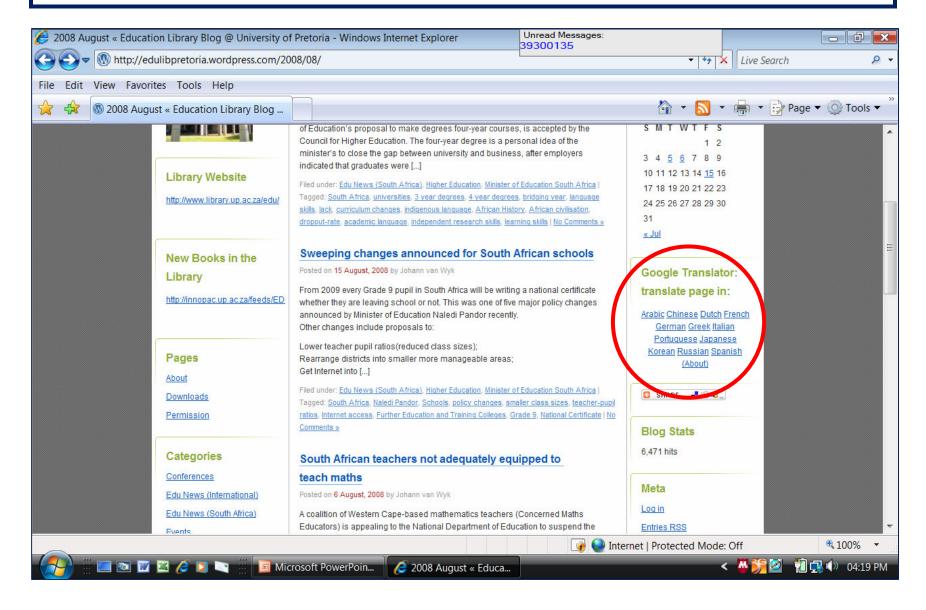
## Clustr Map



## Clustr Map



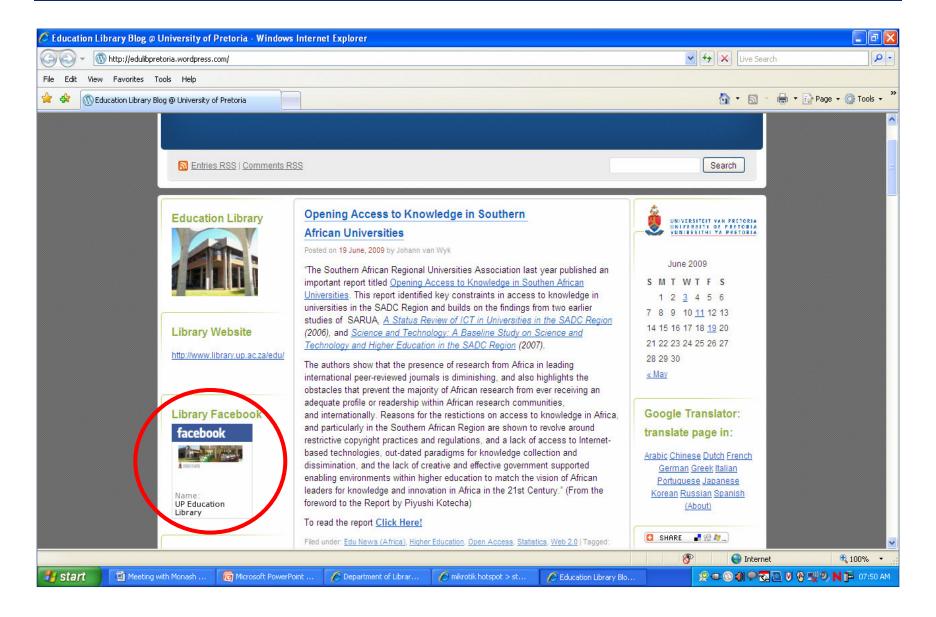
## Google Translator



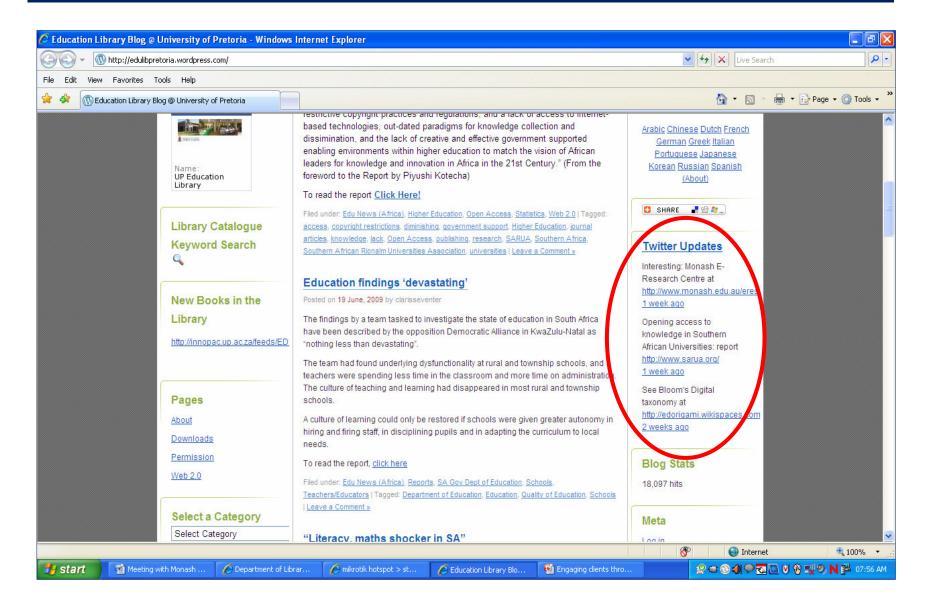
### Blog translated into Chinese



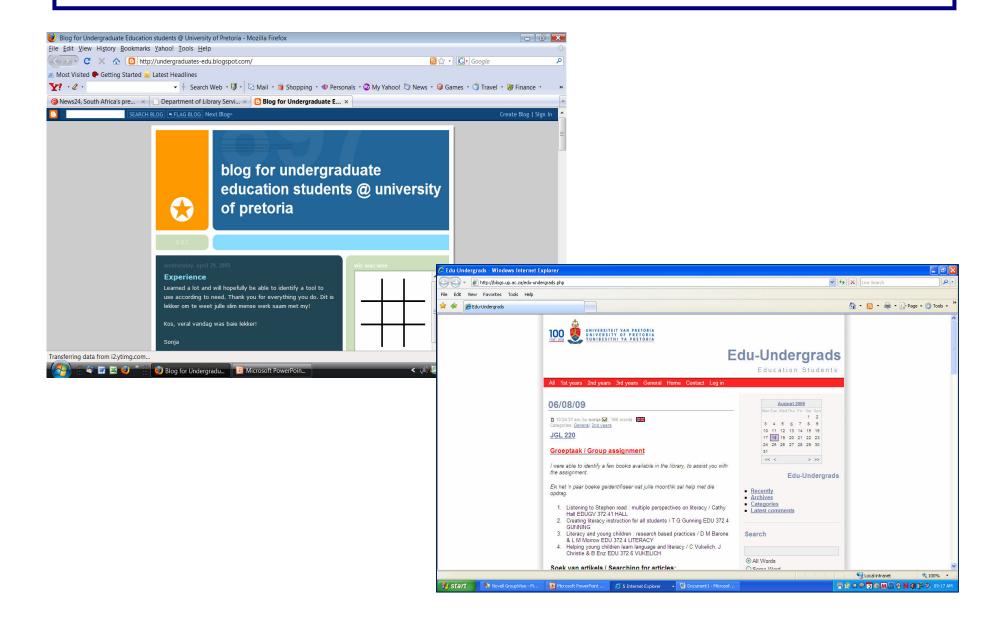
## Link to Library Facebook



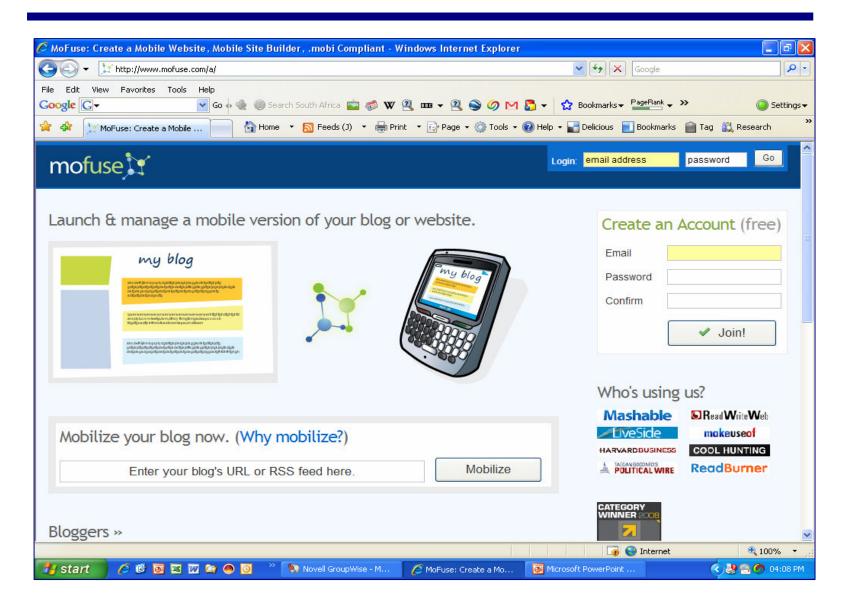
## Link to Twitter Page



#### Example: UP Undergraduate Education Library Blog



## Mobile Blogs (Moblogs)

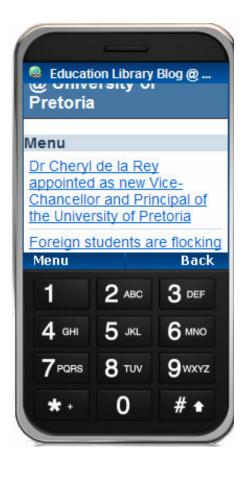


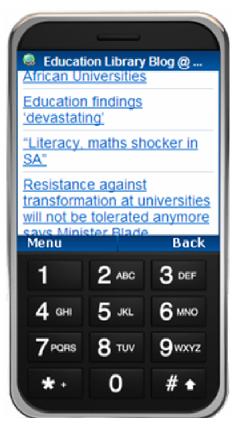
### **UP Education Library Moblog**

http://edulibup.mofuse.mobi

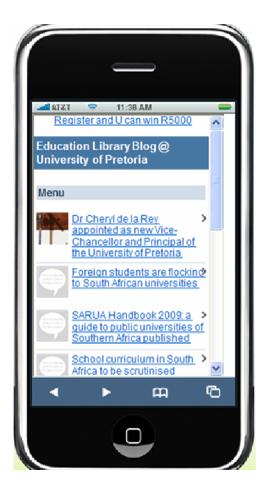


## Education Library Blog on a normal cell phone

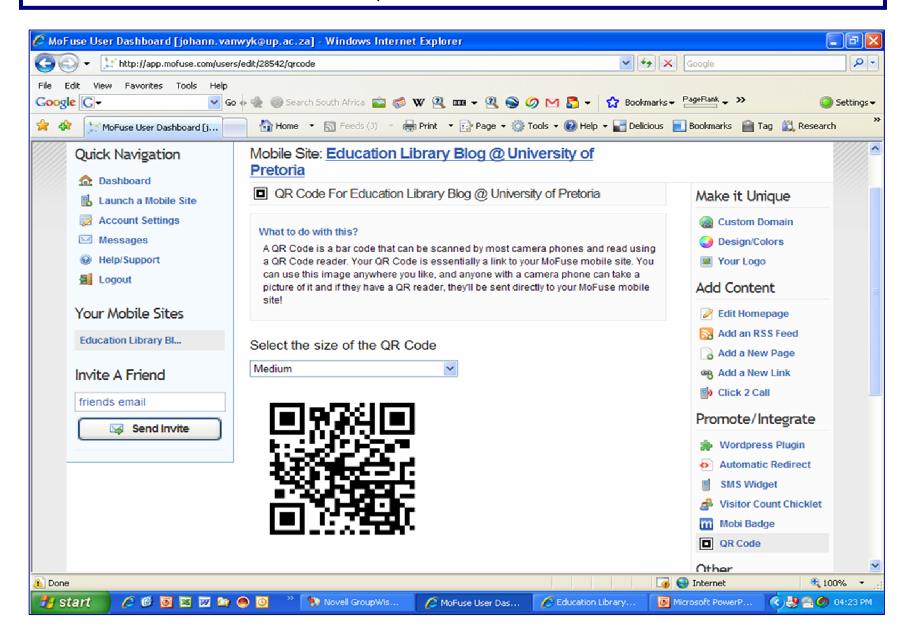




## **Education Library Blog on an iPhone**



#### **QR** Code

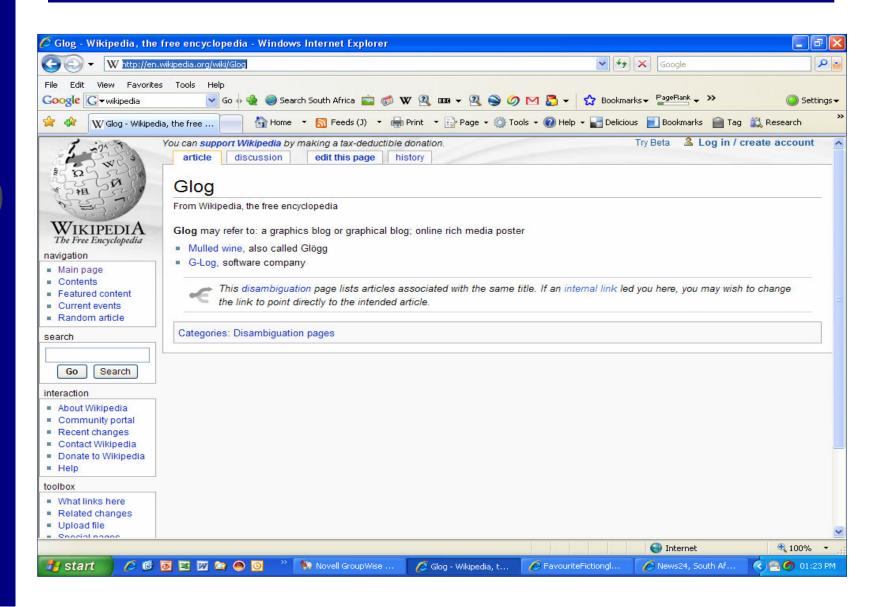


#### Value of a Blog for a Library

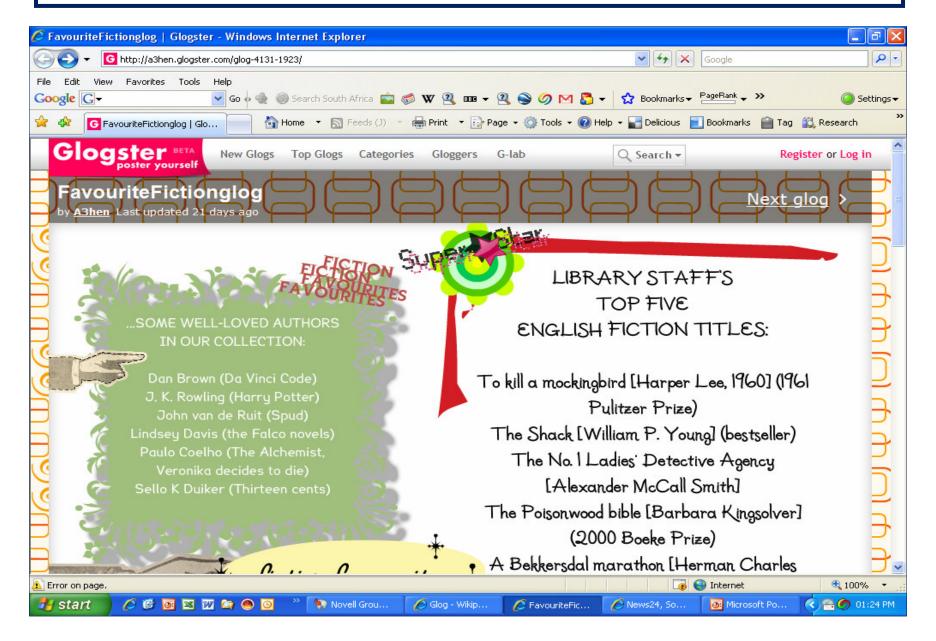
- Can be developed for free
- Library has presence in the blogosphere
- Blog postings are picked up by Google Search, Google News
- Get feedback/interaction with library users
- Sharing of information/news on regular basis
- Good statistical feedback
- Readership/Users wider than University Community 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



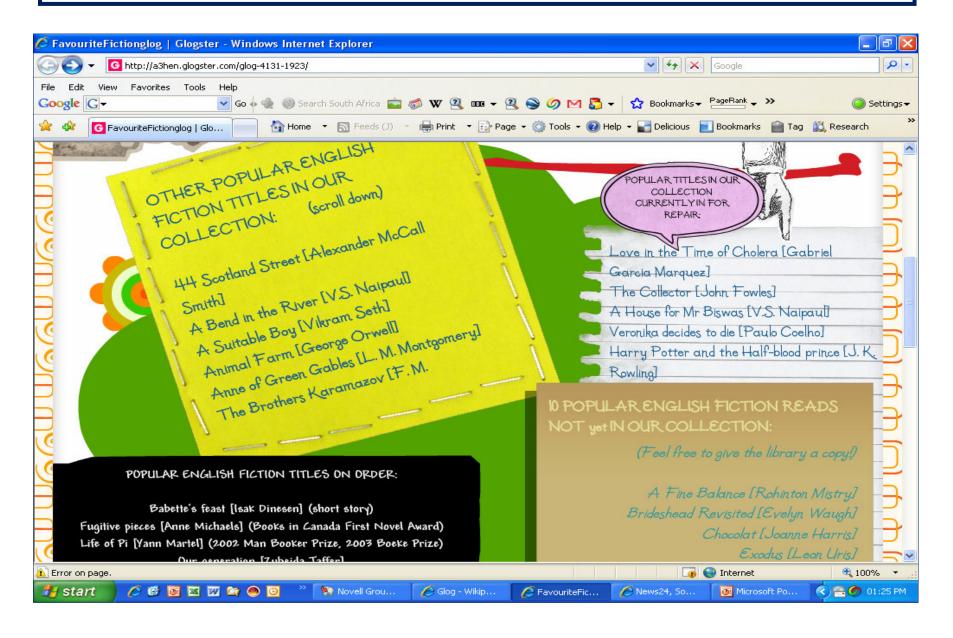
## Glogs



#### Example of a Glog: UP's Favourite Fictionglog



#### Example of a Glog: UP's Favourite Fictionglog



## Value of Glogs

- Freely available
- Intuitive
- Easy to use
- Creative
- Rich media pages: can mix graphics, photos, videos, music and text
- Can easily be embedded/shared on other web 2 tools, e.g. wikis
- Can create posters with glogs
- Can use this in problem solving
- Can be used in brainstorming
- Can be used as marketing tool
- Can be used for newsletters



#### Wikis

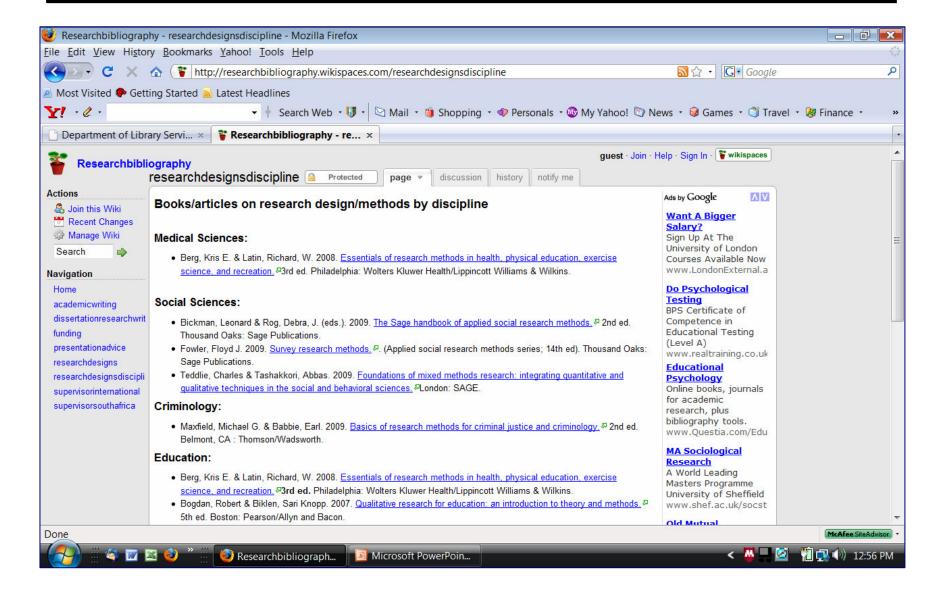
 Wikis can be described as collaborative web sites, where all participants can edit the text together.

#### Wikis can be used for:

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



### UP Research Bibliography Wiki



#### Value of using a Wiki to build a Bibliography

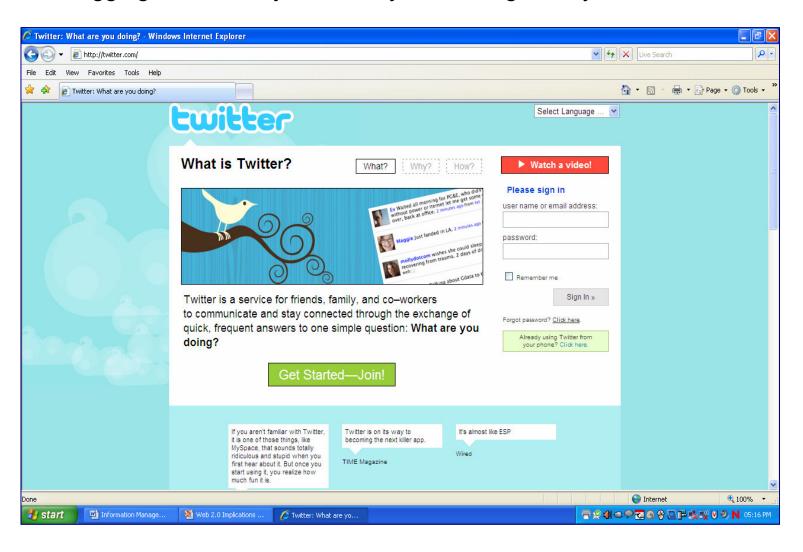
- Valuable for collaboration among information specialists /librarians
- Value added feature: librarians add sources that are of value to their clients
- Work in progress
- End product: a valuable reference source for clients of the library. Could even be published as a book.





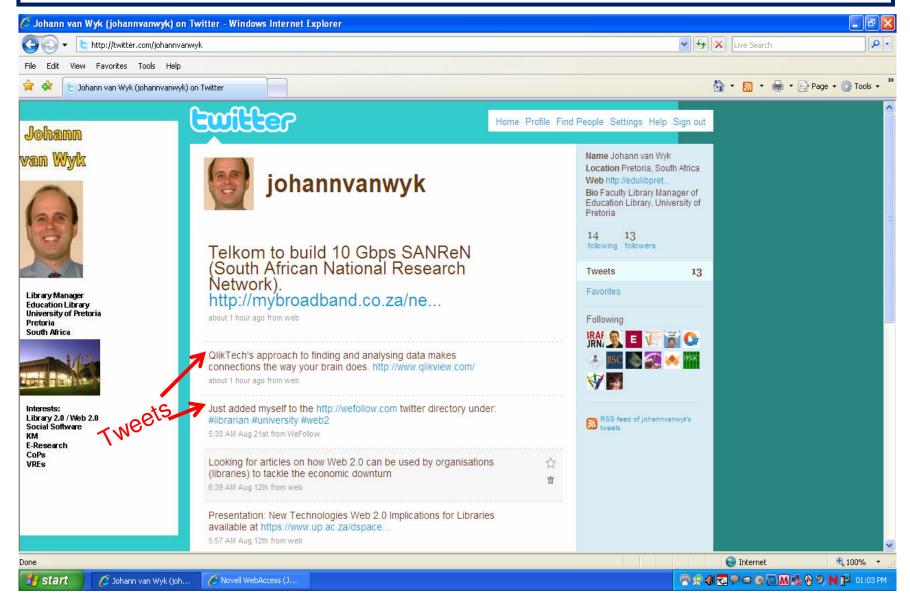
#### **Twitter**

Microblogging site where you can say something in only 140 characters



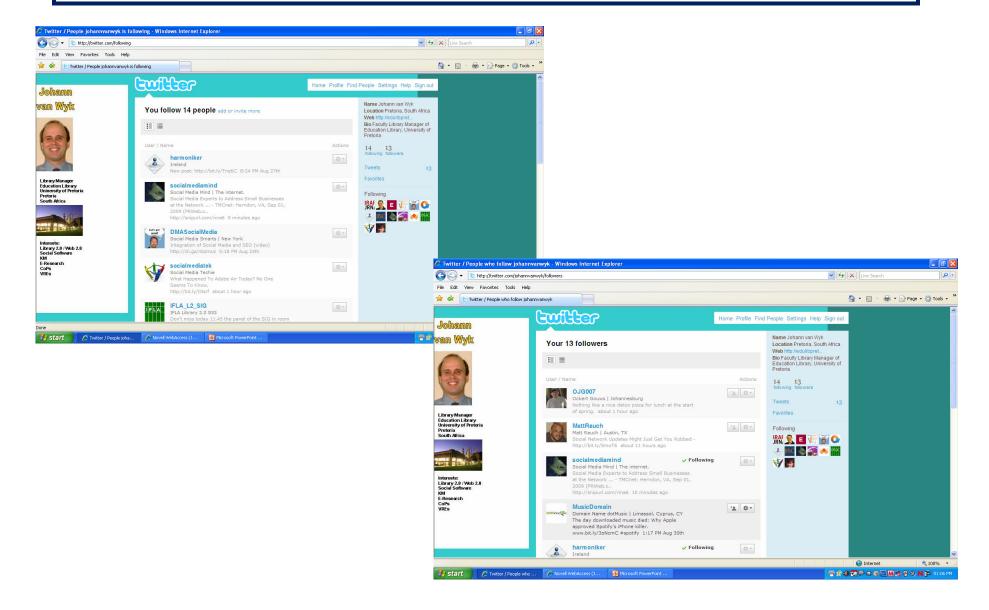


#### Twitter Page





### Following/Followers on Twitter





# Value of Twitter

- Freely available
- Library has a presence where its users are
- Can use Twitter as another communication tool with clients
- 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, announcements and events in your library
- It can be used for reminders of important resources, instruction sessions and new book arrivals
- You can use it to keep your clients informed about interesting links, sites etc.
- Can use Twitter as reference service
- Does this tool work in the library?
- We get very little feedback / participation from our primary library users. Get more feedback from the public or other librarians, which is good for networking



# **Flickr**

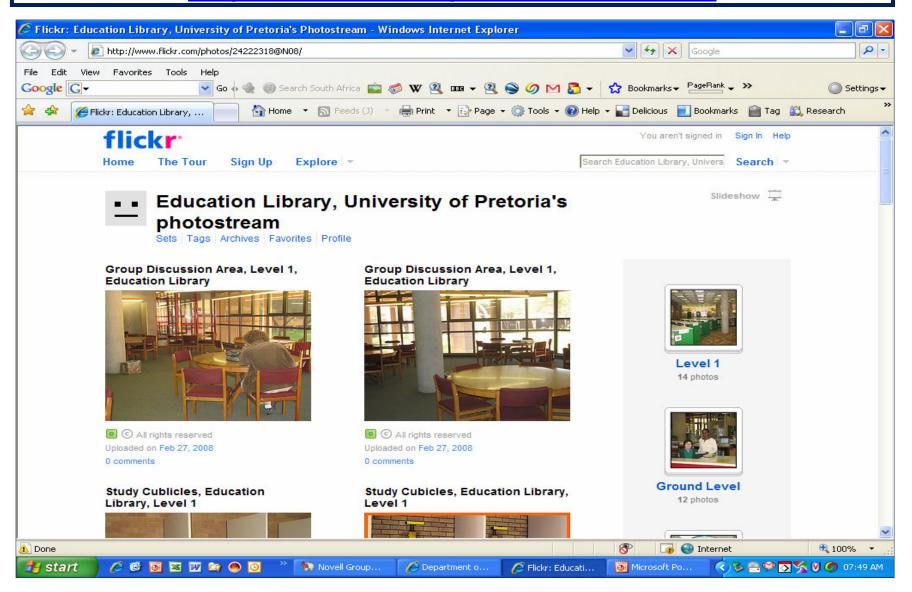
- An Online Photo Management and Sharing Application, made available by Yahoo.
- Available for Free at <a href="http://www.flickr.com/">http://www.flickr.com/</a>





# **UP Education Library Photos on Flickr**

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



# Value of Flickr for Libraries

- Freely available
- 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



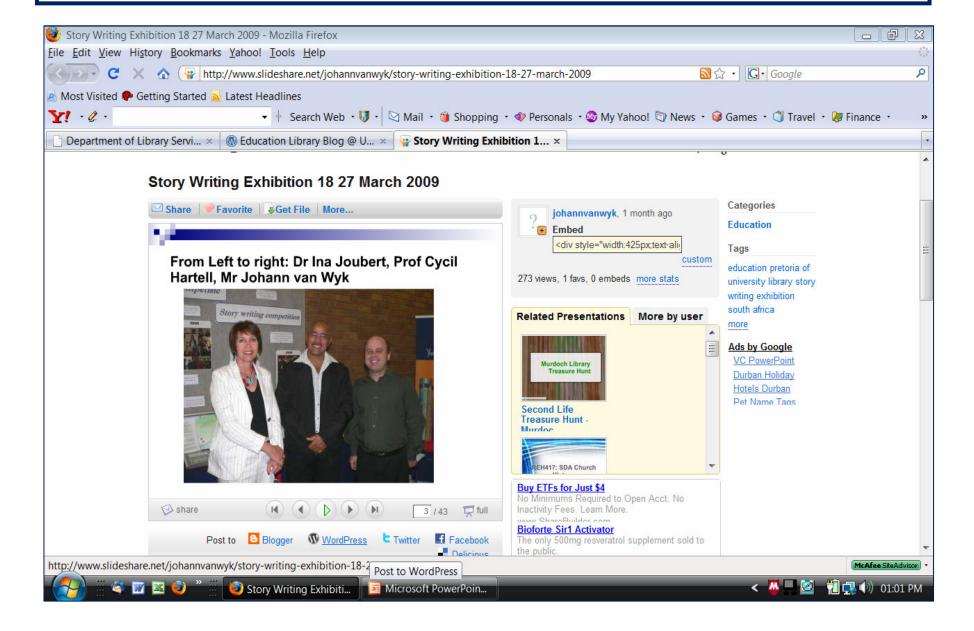
# Slideshare

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





# Example of a presentation on Slideshare



# Value of Slideshare

- Available for Free
- 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



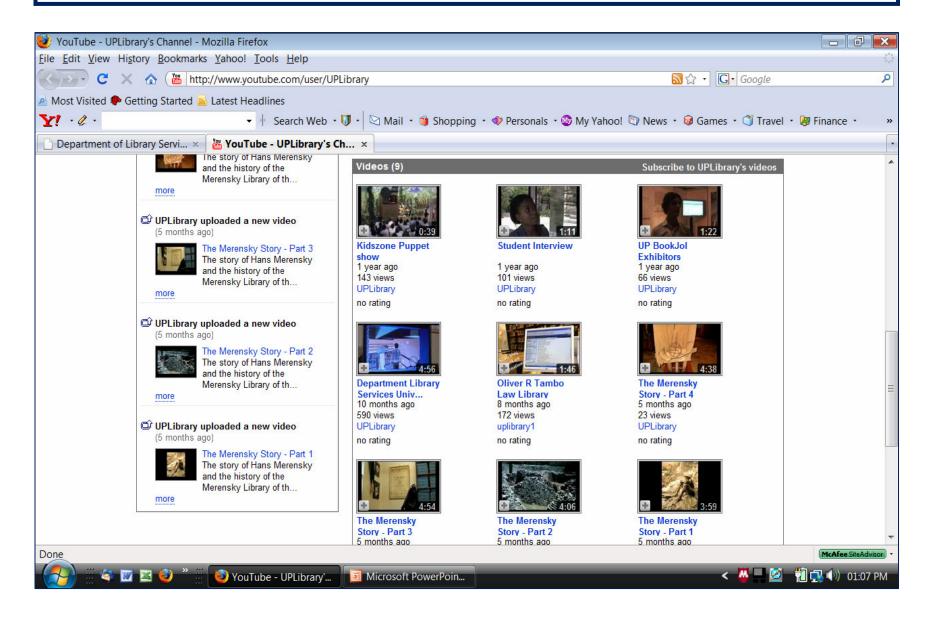
# YouTube



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



# Example of YouTube Channel: UP Library



# Value of using YouTube

- Freely available
- 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 (also saving costs). (In the cloud)
- Drawback: Slow broadband speed in SA makes viewing difficult. SEACOM cable will hopefully improve this



# Facebook

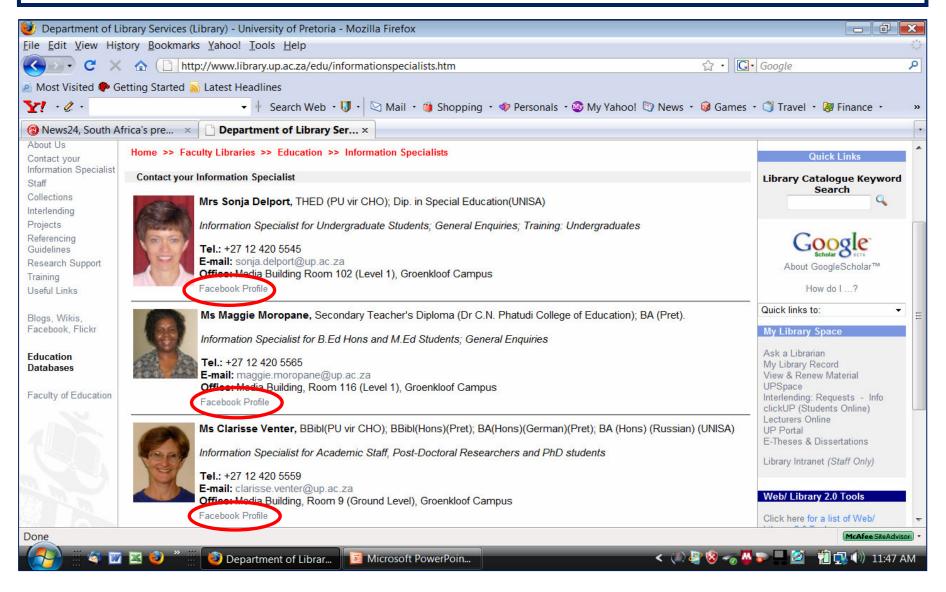
Facebook is a social networking site that "gives people the power to share and make the world more open and connected". Facebook is used to "keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people you meet."

(http://www.facebook.com

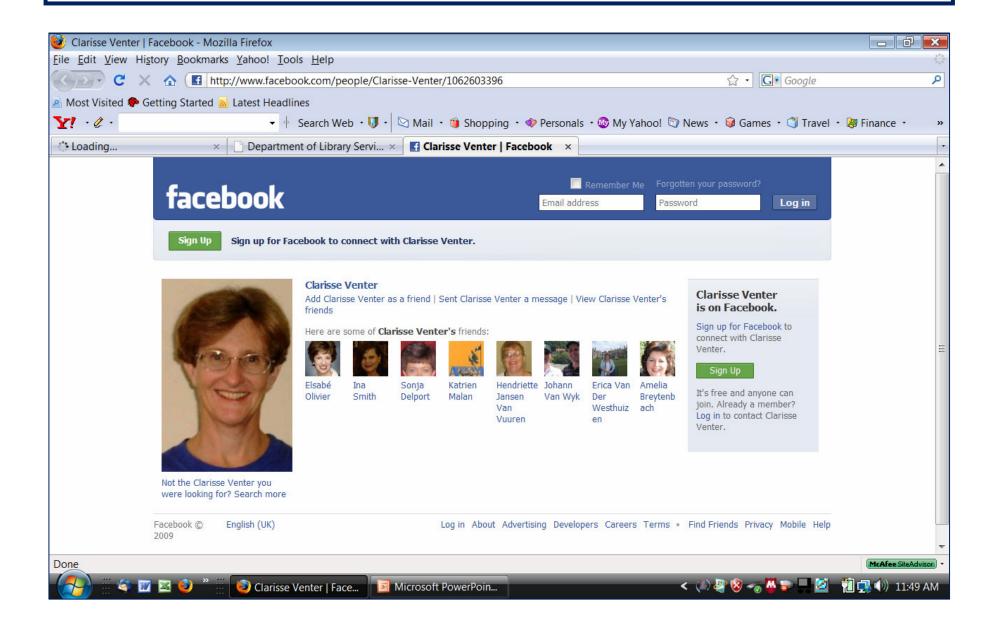
facebook



# Links to Facebook Profiles of Information Specialists/ Librarians on library web site



### Facebook Profile of information specialist /librarian



# Value of Personal Profiles of Library Staff on Facebook

- Freely available
- Library staff has a presence where the majority of the clients 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.

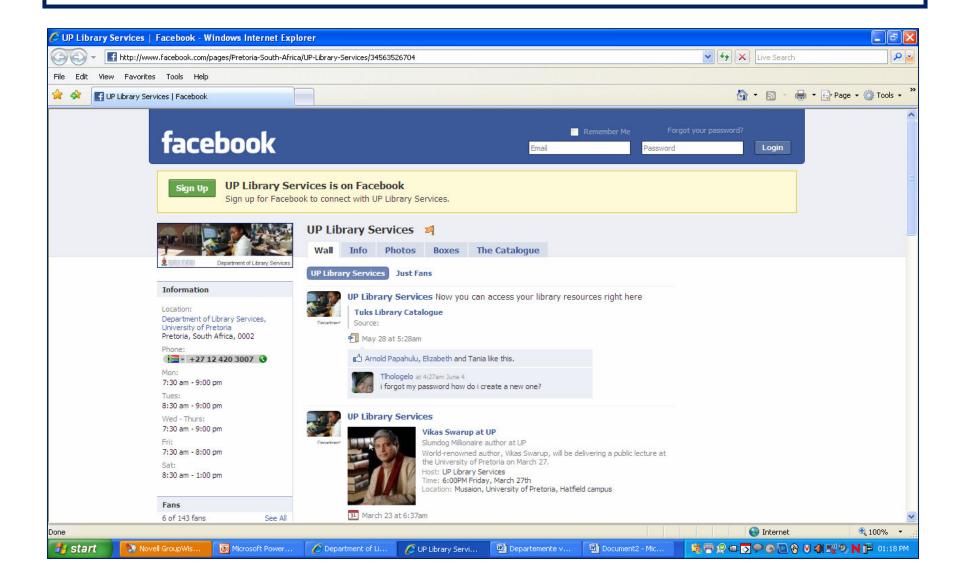


#### Business Facebook

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).



# Business Facebook of UP's Library Services



#### Value of a Business Facebook

- Freely available
- 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? The UP Library's business facebook is still very recent; it has been quite popular(number of fans), but we still need to monitor this longer to see whether this was successful"

### LinkedIn

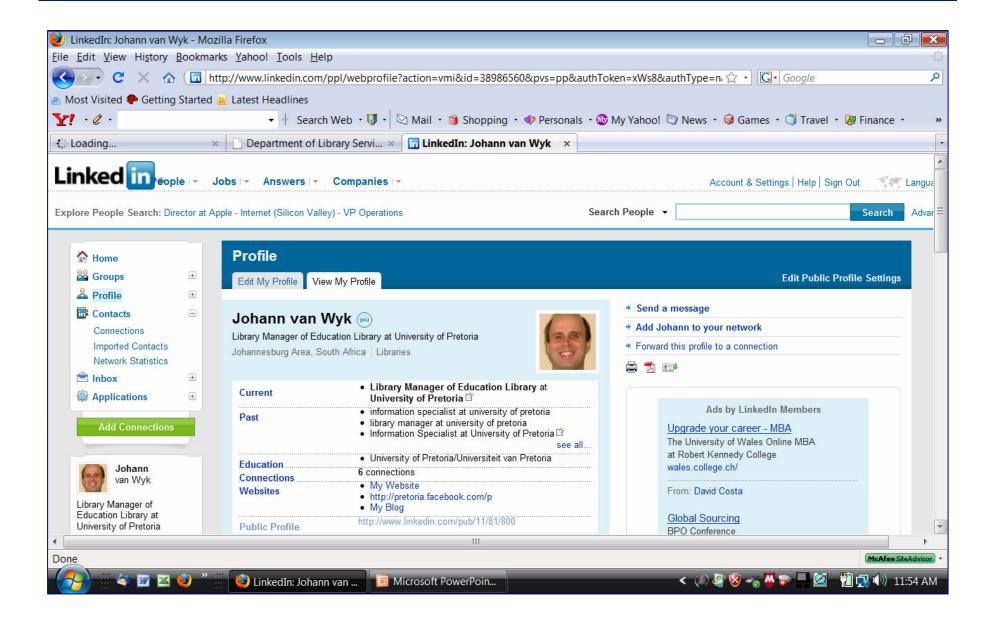
A social networking site for professionals to exchange information, ideas and opportunities.

Available at <a href="http://www.linkedin.com">http://www.linkedin.com</a>

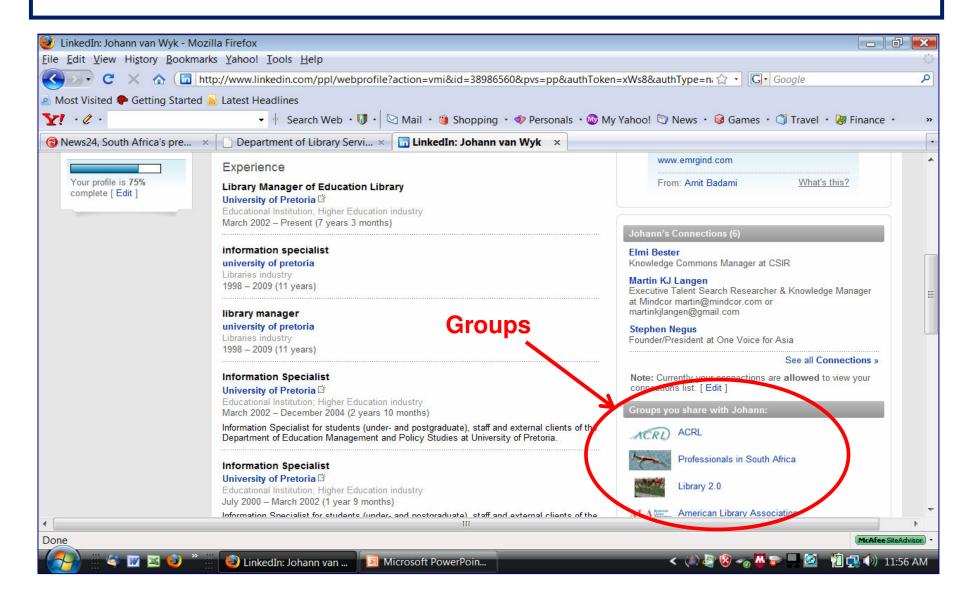




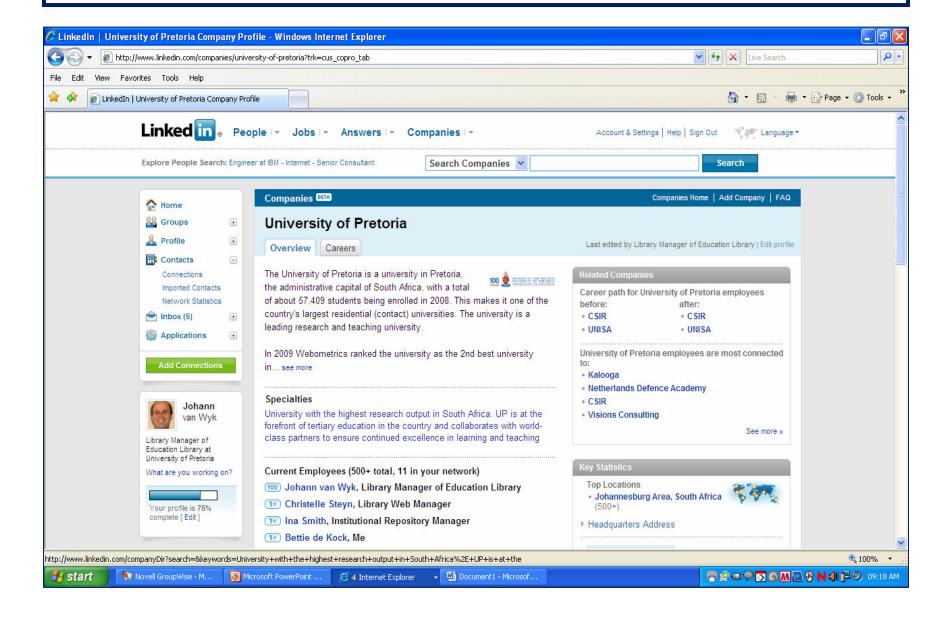
# Example of a Library Professional's Page on LinkedIn



#### Example of a Library Professional's Page on LinkedIn



## Example of an organisation's page on LinkedIn



#### Value of LinkedIn

- Freely available
- 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



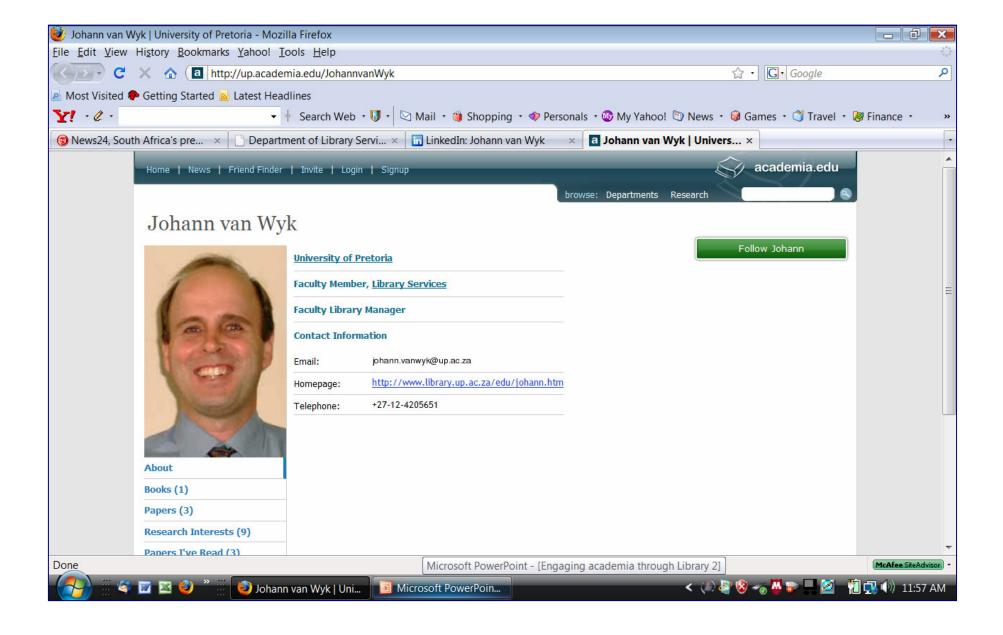
# Academia.edu

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

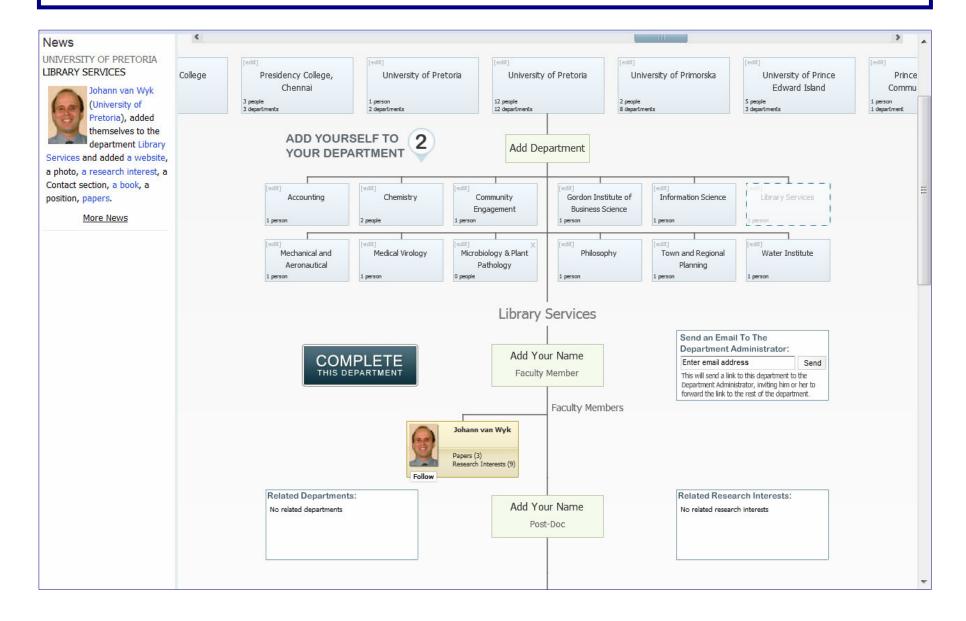




# Academia.edu



# Academia.edu



# Value of Academia.edu

- Freely available
- 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**

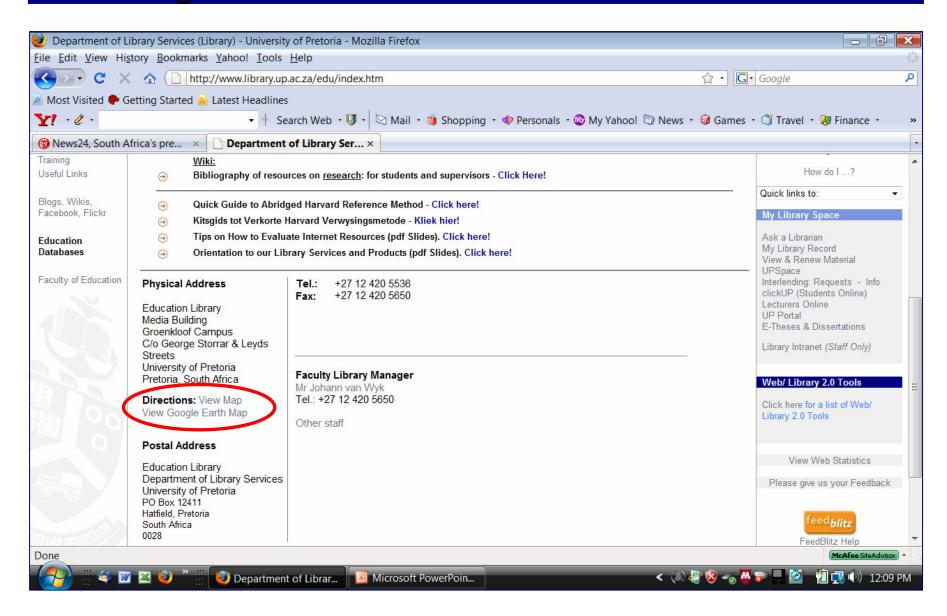
**Geolocation** tools assist in the "identification of the real-world Geographic location of an <u>Internet</u>-connected computer, mobile device, website visitor, etc." (Wikipedia)

#### **Examples:**

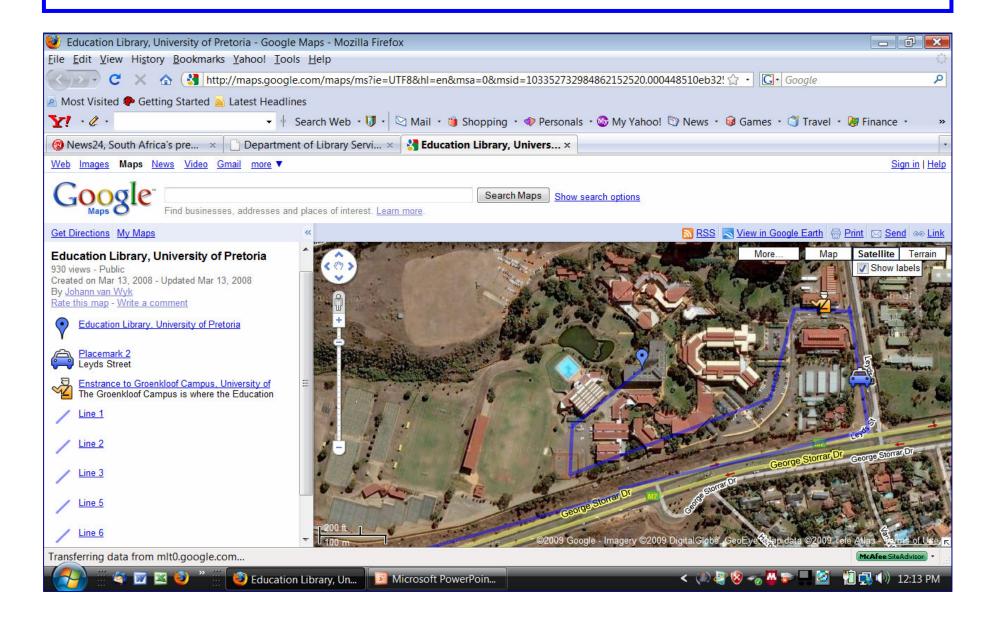
- Google Earth
- Google Latitude <u>www.google.com/intl/en\_us/latitude/intro.html</u>
- Yahoo Maps <a href="http://www.yahoo.com/r/24">http://www.yahoo.com/r/24</a>
- Microsoft Bing Maps <a href="http://www.bing.com/maps">http://www.bing.com/maps</a>



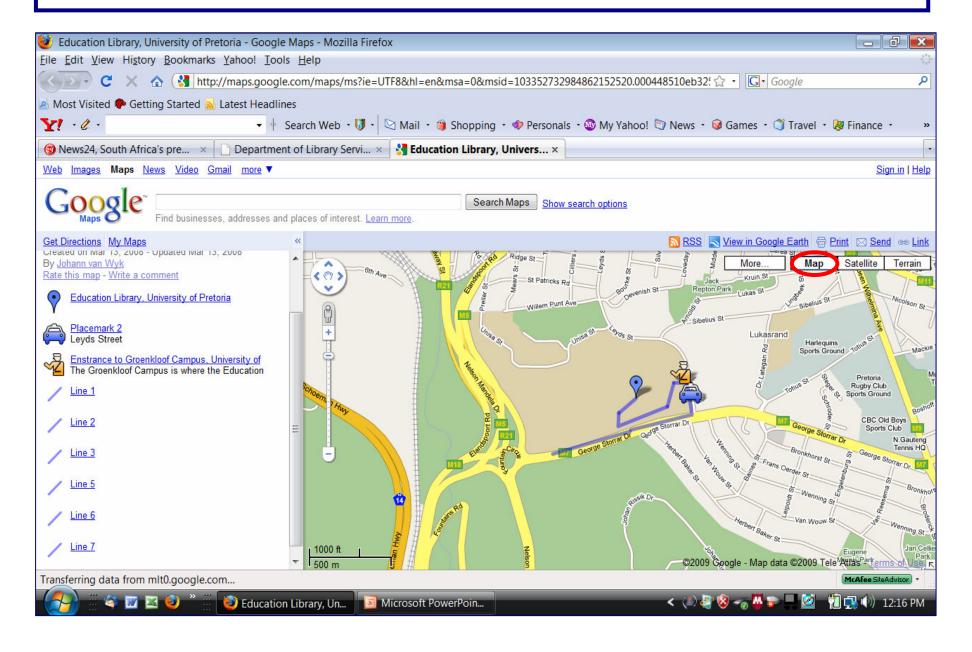
# Link to Google Earth from UP Education Library's Web Page



#### Google Earth Satellite Photo of UP's Education Campus



## Google Earth Map of UP's Education Campus



# Value of Google Earth

- Freely available
- 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/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

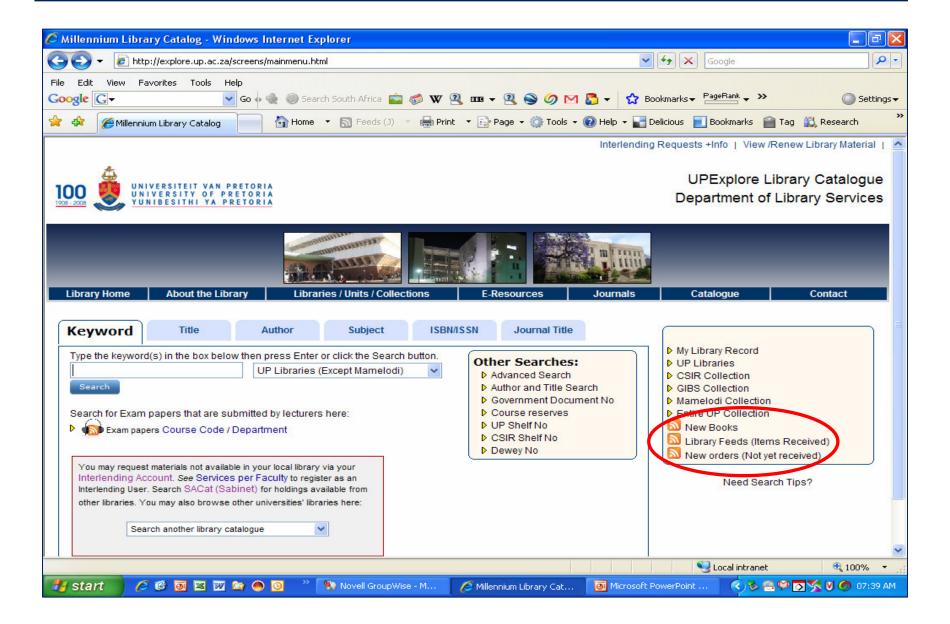




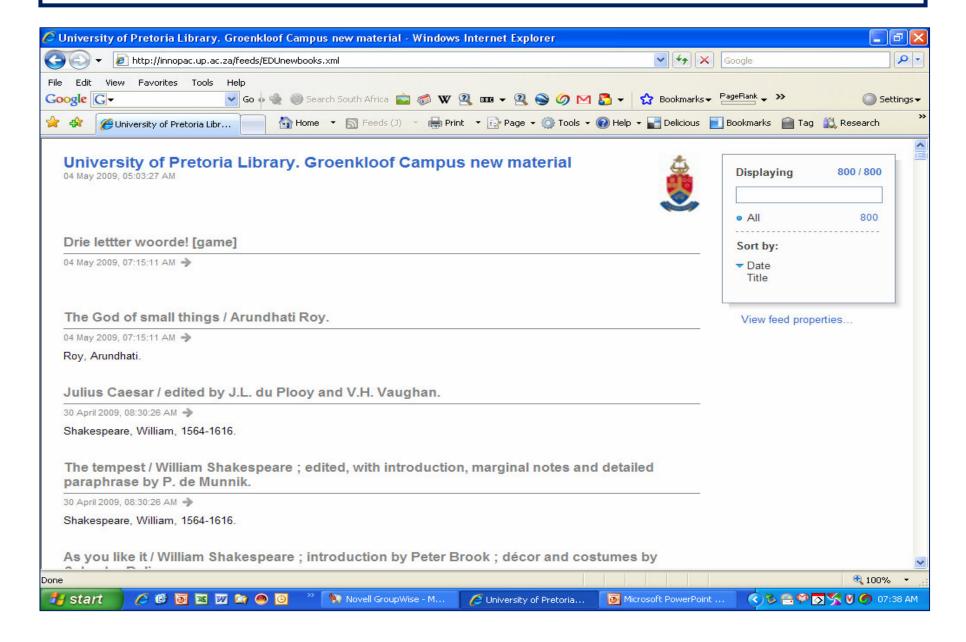




# RSS Feed to new books in the Library



# RSS Feed to new books in the Library



# Value of RSS Feeds

- Freely available
- Keeps clients 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 UP chose "Thinking Worlds" because it <u>was</u> available as Open Source, but now only available at a cost

http://www.thinkingworlds.com/

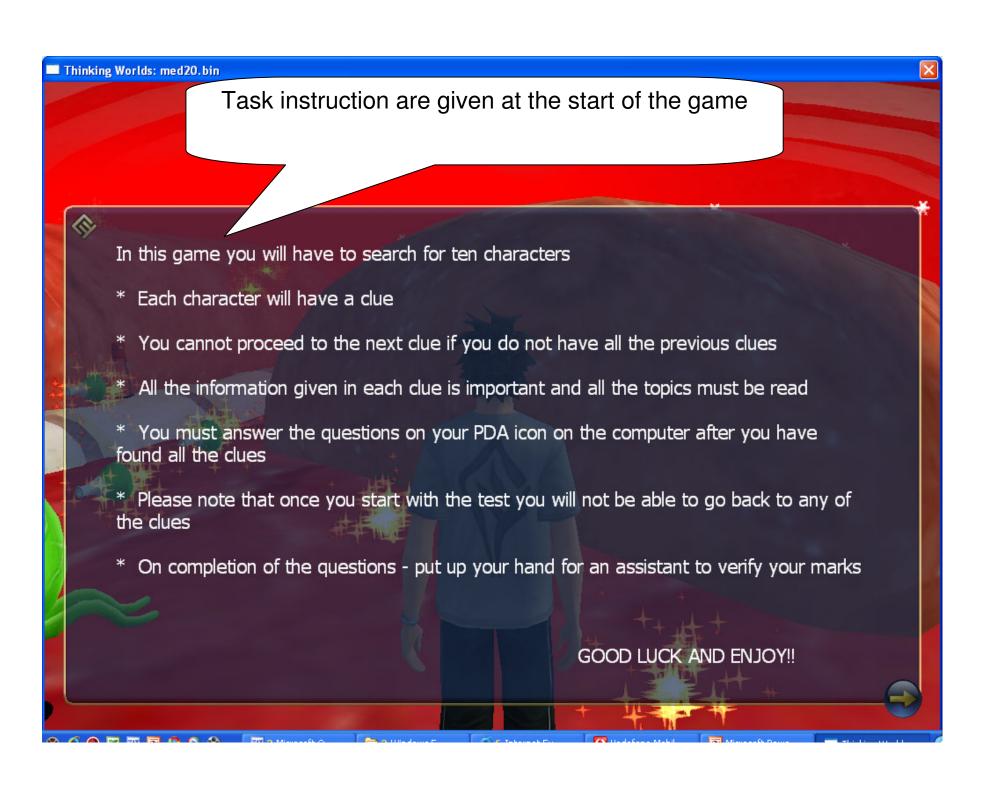


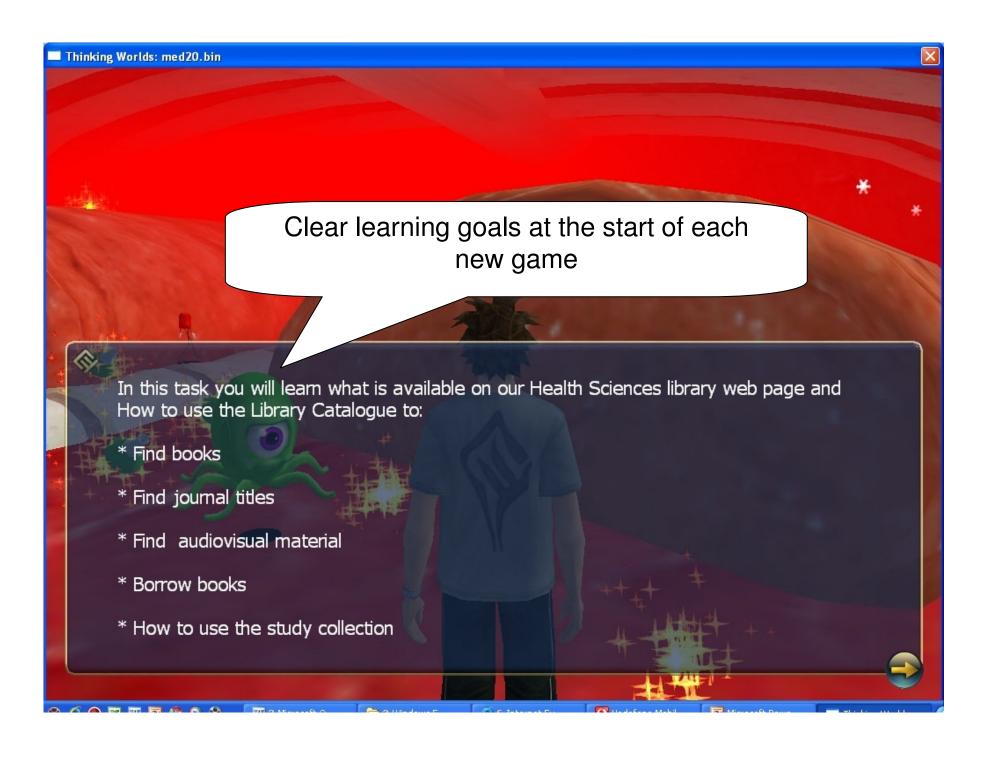


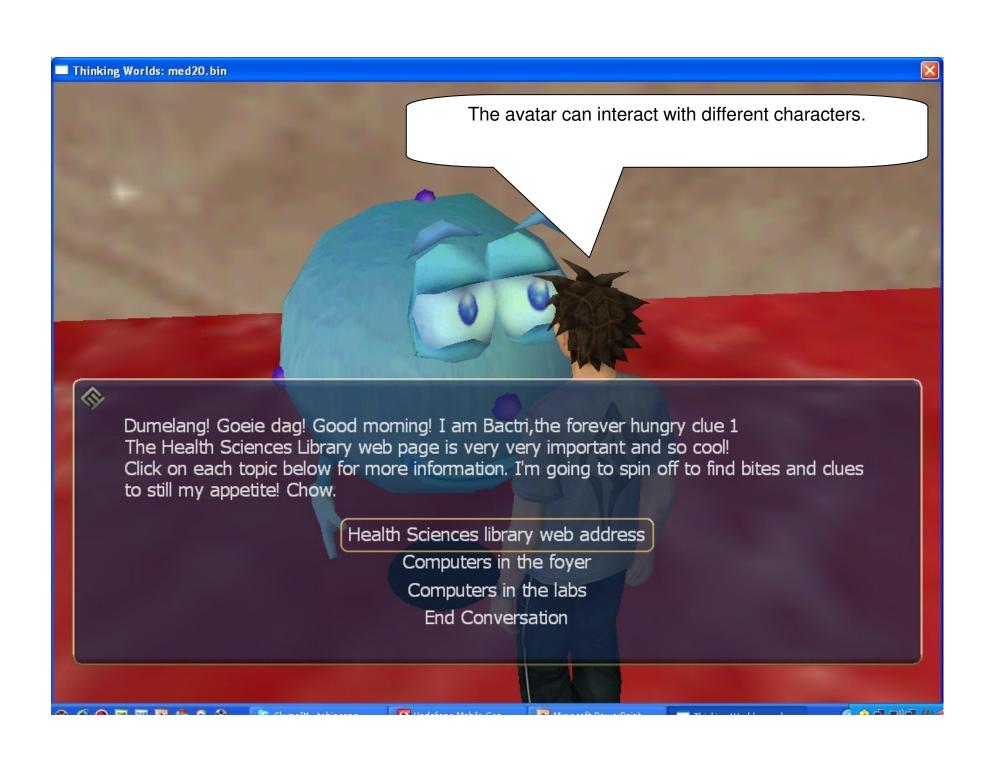
## Game for information literacy training at UP library

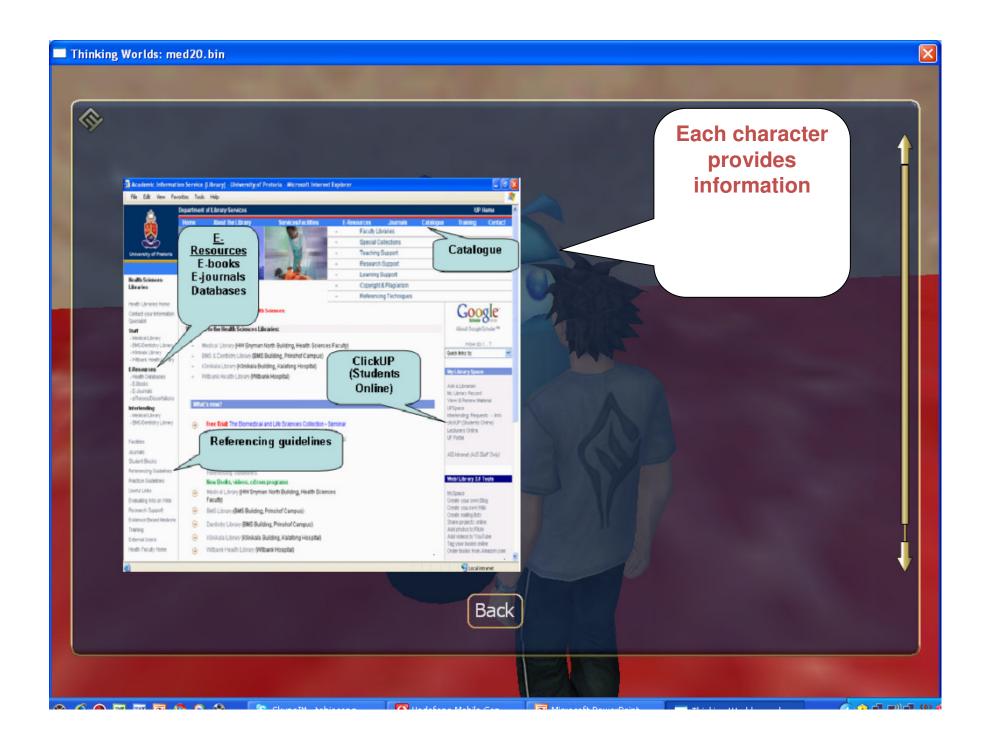
- Pilot project in 2008
- Game for information literacy training of undergraduate students (4000 students partook)
- Game for information literacy training of medical students (300 students partook)













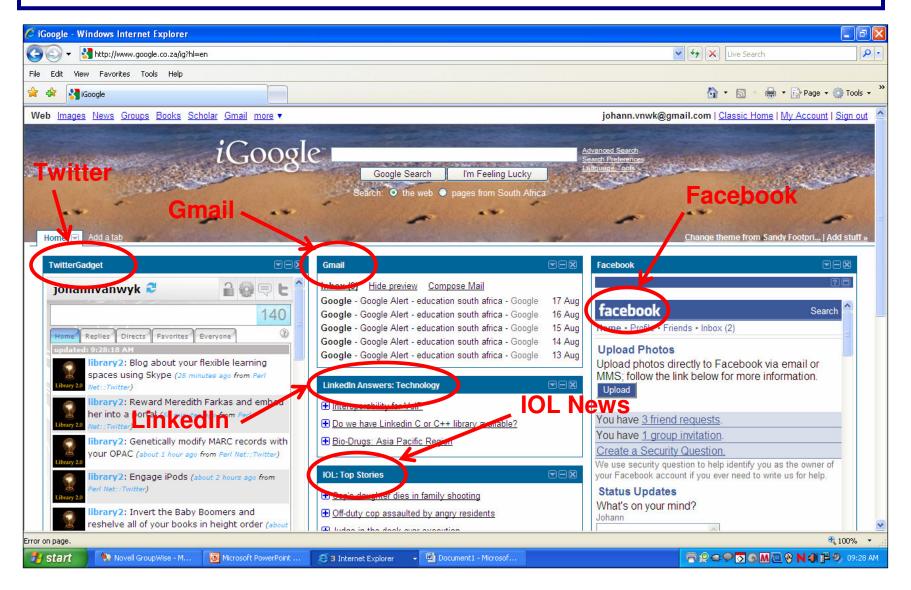
# Value of using a Game for information literacy training

#### Feedback from clients in pilot project:

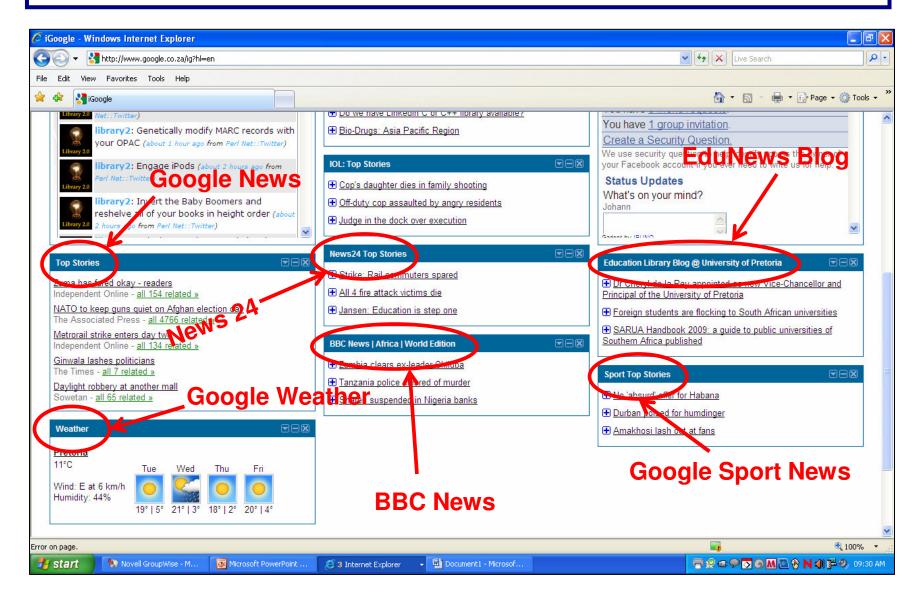
- "A young modern approach to an important component of research"
- "The game was fun, modern, doable, informative and quite interesting!"
- "It was not at all dull or anything. It rocked!"
- "This is an excellent way to orientate first year students on how to use the library"
- "Awesome idea of using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











#### Lessons learned

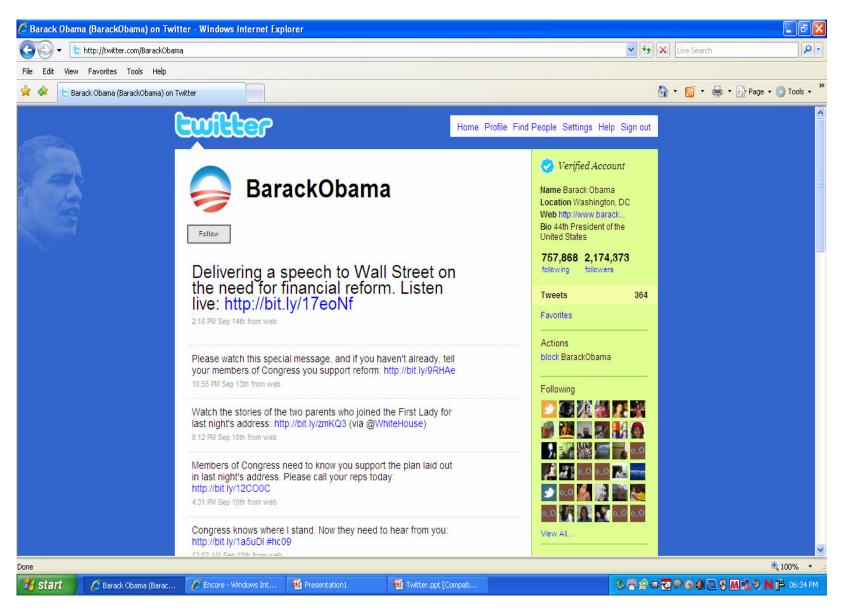
- Convince Top Management & IT Dept of value of these tools
- Identify one or two tools to start experimenting with
- Make tools part of strategic planning
- Give staff members freedom to experiment
- Make these tools part of staff members' performance evaluations
- Reward staff for successful implementations
- Integrate tools in daily work processes
- Give staff members training if necessary
- Showcase success stories to rest of your staff
- Communicate/Market these tools to your clients
- Learn from the mistakes of others



## Reality Check: Technology









#### Conclusion

Libraries currently find themselves in an environment where the focus is on collaboration, participation, interaction, connection, transparency and real-time delivery of information. At the same time libraries are faced with economic constraints, because of the economic downturn. Library 2.0 tools can address these issues.

Library clients on the other hand are increasingly using web 2.0 tools to socialize, work, play, interact, network, search for and Share information etc.

We cannot wait for clients to come to the library anymore! We can take the library to them and engage them by utilising the different Web 2.0 Tools.



- Academia.edu. [Online] available at <a href="http://www.academia.edu">http://www.academia.edu</a>
- Clarisse Venter on Facebook. [Online] available at <a href="http://www.facebook.com/people/Clarisse-Venter/1062603396/">http://www.facebook.com/people/Clarisse-Venter/1062603396/</a>
- ClustrMap of Education Library Blog @ University of Pretoria.
   [Online] available at <a href="http://www3.clustrmaps.com/user/0bc46092">http://www3.clustrmaps.com/user/0bc46092</a>
- Definition of Web 2.0. [Online] available at thehatchergroup.wordpress.com/2008/05/08/glossary-of-new-mediaterminology/
- Education Library Blog @ University of Pretoria. [Online] available at <a href="http://edulibpretoria.wordpress.com">http://edulibpretoria.wordpress.com</a>
- Education Library on Facebook. [Online] available at <a href="http://www.facebook.com/pages/Pretoria-South-Africa/UP-Education-Library/79779976035">http://www.facebook.com/pages/Pretoria-South-Africa/UP-Education-Library/79779976035</a>
- Education Library, University of Pretoria's photostream. [Online] available at <a href="http://www.flickr.com/photos/24222318@N08/">http://www.flickr.com/photos/24222318@N08/</a>



- Facebook. [Online] available at <a href="http://www.facebook.com">http://www.facebook.com</a>
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