

Library 2.0 for Librarians

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31 January & 11 February 2008

Contents



- Google Mail – E-mail
- Facebook – Social Networking

Tea break

- YouTube – Upload Videos
- Flickr – Upload Photos
- Blogger – Create a Blog



Expected *Outcomes*

Learn how to use various Library 2.0 tools to:

- **Communicate** and **network** with clients & colleagues;
- Better **support** clients & colleagues;
- **Collaborate** with clients & colleagues;
- **Promote** the library and its resources;
- **Share** information with clients & colleagues;
- **Increase** interactivity;
- **Enhance** existing ways of working;
- **Improve** workflow & productivity;
- **Stay informed** and keep in touch with clients' needs

What is *Web 2.0*?

- **Web 2.0**
 - Users build networks (professional, recreational etc.)
 - People are the content of sites (O'Reilly)
 - Emphasize online sharing and collaboration

“It's a story about **community and collaboration on a scale never seen before**. It's about the cosmic compendium of knowledge **Wikipedia** and the million-channel people's network **YouTube** and the online metropolis **MySpace**. It's about the many wresting power from the few and helping one another for nothing and how that **will not only change the world, but also change the way the world changes.**”

Time's Person of the Year 2006: You.

<http://www.time.com/time/magazine/article/0,9171,1569514,00.html>

Web 1.0 vs Web 2.0

- Britannica Online vs Wikipedia
- Personal websites vs Blogging/ Facebook
- Publishing vs Participation
- CMS vs Wikis
- Directories (taxonomy) vs Tagging (folksonomy)

Library 2.0

“With Library 2.0, library services are frequently **evaluated and updated** to meet the changing **needs of library users**. Library 2.0 also calls for libraries to encourage **user participation** and feedback in the development and maintaining of library services. **The active and empowered library user is a significant component of Library 2.0.**

With information and ideas flowing in both directions – from the library to the user and from the user to the library – library services have the ability to evolve and improve on a constant and rapid basis. The user is **participant, co-creator, builder** and **consultant** – whether the product is virtual or physical.”

http://en.wikipedia.org/wiki/Library_2.0

Library 1.0 vs Library 2.0

- Closed collections
 - Collection development
 - Pre-organized catalogue
 - Walk-in services
 - “Read-only” catalogue
 - Print newsletter mailed
 - Easy = Dumb users
 - Limited service options
 - Focus on bringing them in
 - Catalogue is core operation
 - Pull model
- Open collections
 - Library suggestion box
 - User tagging
 - Globally available services
 - Amazon-style comments
 - Team-built blog
 - Easy = Smart systems
 - Broad range of options
 - Focus on finding the user
 - User services are core
 - Push model

Client needs (*Gartner*)

- “We use **wiki’s, blogs and podcasts** as a way to share info between lecturers and students, and fellow students.”
- “We want to be **challenged** and want to have access to technologies that will contribute towards **creative solutions for research problems.**”
- Cell phones, always-on, multi-tasking, expectation of fast delivery, self-service info, believe it’s all on the web, gaming, virtual realities, high transparency (Facebook, MySpace), online photo sharing, less TV more online news and blogs

“Libraries must **give up control** and make use of **collaborative tools** and technology to **engage and share information** rather than just provide it.”

*Wan Wee Pin, Manager, Strategic Programming Office,
National Library Board of Singapore*

Facebook for *Libraries*

facebook

“**Facebook** is a social networking website, launched on February 4, 2004. Facebook was founded by Mark Zuckerberg, a former Harvard student. Initially the membership of Facebook was restricted to students of Harvard College.”

“The name of the site refers to the paper facebooks depicting members of the campus community that some U.S. colleges and preparatory schools give to incoming students, faculty, and staff as a way to get to know other people on campus.”

<http://en.wikipedia.org/wiki/Facebook>

Facebook *Applied*

- Evaluate services (feedback/ comments) - tell us what you think
- Suggestions e.g. for new books
- Search catalogue from Facebook
- Search WorldCat
- Share books you read with others
- Groups: specialized divisions in library, specialized services, interest groups (networks)
- Events: exhibits (incl. photo), Bookfest, campaigns
- Marketplace: online second hand book sale
- Do planning – create group with restricted access
- Upload videos, photos for marketing etc.
- Join other Groups and become part of a worldwide community of librarians – specific interest groups

Facebook *Applied* (cont.)

- Minifeeds – catch up with news from entire network – immediately from a single page
- Develop & add applications (iLike, Where I've been, Honesty Box)
- Import thumbnails of photos from Flickr
- Profile library – contact info, tips
- Online learning
- Use similar to “Ask a Librarian”
- Start a book club on Facebook
- Create links from library web to info specialist profile

Business Facebook: <http://www.facebook.com/business/?pages>

“Create a business presence to engage with your customers and fans on Facebook.”

Facebook | Facebook Pages - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Home

Address <http://www.facebook.com/business/?pages> Go

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Zombies
- Causes
- U of A Libraries
- more

Business Solutions

Social Ads Pages Beacon Insights Platform Polls

Facebook Pages [+ Create a Facebook Page](#)

Create a business presence to engage with your customers and fans on Facebook.

Establish an interactive presence on Facebook.

Every Facebook Page is a unique experience where users can become more deeply connected with your business or brand. Users can express their support by adding themselves as a fan, writing on your Wall, uploading photos, and joining other fans in discussion groups. You can send updates to your fans regularly — or just with special news or offers. Add applications to your Page and engage your users with videos, reviews, flash content, and more. Creating a Facebook Page is easy, free, and great for all types of businesses:

- Restaurants
- Local Stores
- Artists
- Bars
- Parks
- Musicians
- Cafes
- Attractions
- Politicians
- Health and Beauty
- Sports Teams
- Non-profits
- Pets
- Games
- And many more...

Your fans love you, and their friends will know it.

When your fans interact with your Facebook Page, the actions they take are automatically generated into social stories. These stories are published to News Feed, which friends may see the next time they log into Facebook. The stories link back to your Facebook Page, inviting more people to interact with it, which generates more social stories and drives even more traffic to your Page. Think of it as word-of-mouth marketing, only completely free and happening online.

Get even more distribution with Facebook Social Ads.

You can increase the viral distribution of your Facebook Page with Facebook Social

Social Ads
Beacon
Insights
Platform
Polls

Search

Search input field

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Zombies
- more

AIM Are your AIM buddies already on Facebook? Close

Find out which of your AIM Buddies are on Facebook.

AIM Screen Name: inasmith

AIM Password:

Find Friends

We won't store your login info or contact anyone without your permission.

Don't use AIM? Check your email contacts.

News Feed Preferences

- Wynand Van Der Walt joined the group No, I Don't Look Like A Librarian!.
- Wynand Van Der Walt is wondering why nobody is online at 9:45 in the evening?
- Danie Kruger left the group Tswane se gat! Dis Pretoria!!!!.

Yesterday

Danie Kruger created a group.

UP Libraries Special Collections
Organizations - Academic Organizations
Info: Group for the University of Pretoria Special Colle...
[see more](#)

Popular groups in the University of Pretoria network.

- Pro BCom-Week
11 members (12 new)
- clickUP suck!!!
201 members (5 new)
- Rugby World Cup 2007: I support South Af

Requests

- 1 friend request
- 2 my questions friend requests
- 1 cause invitation
- 1 rockband invitation
- 1 top friends friend request
- 1 secret friend invitation

Status Updates see all

Update your status...
[show friend updates](#)

Birthdays see all

No upcoming birthdays.

Invite Your Friends

Invite your friends to join Facebook.

New Stuff hide

Recent Marketplace Listing:

Quickdirect 24/7 Exam Results service listed at University of Pretoria

Search

Search input field

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Zombies
- more

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UP Libraries Special Collections

University of Pretoria

Information

Group Info

Name: UP Libraries Special Collections
 Type: Organizations - Academic Organizations
 Description: Group for the University of Pretoria Special Collections

Contact Info

Email: africana@up.ac.za
 Website: http://www.ais.up.ac.za/special/index.htm
 Office: Merensky Library, Level 5, Special Collections
 City/Town: Pretoria, South Africa



[View Discussion Board](#)

[Join this Group](#)

Share +

Recent News

Tea for Mr and Ms Woodhouse

Photos

Displaying 2 photos. [See All](#)



Videos

No one has uploaded any videos.

Posted Items

No one has posted any items.

Related Groups

- Die Grensdraad Komitee
Organizations - Community Organizations
- Proudly South African
Geography - Countries
- anton goosen en die bushrockband
Music - Indie
- Afrikaans Is Koning
Common Interest - Languages
- Voyage of the Planet Society
Organizations - Clubs & Societies

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

YouTube for *Libraries*



“**YouTube** is a video sharing website where users can upload, view and share video clips. YouTube was created in mid-February 2005 by three former PayPal employees.”

<http://en.wikipedia.org/wiki/YouTube>

YouTube *Applied*

- Training sessions
- Explain procedures e.g. laptop use in libraries, library cataloguing
- Library tour
- Papers/ presentations by own staff or visitors
- Record testimonials from students on how they experience the library – post to YouTube and embed in web page or blog
- Welcome message from faculty library manager/ director
- Campaigning
- Promote new products
- Use existing videos or create and upload your own
- Type in: librarians, libraries, library tour, library activities, library procedures, information literacy, copyright

YouTube *Applied (cont.)*

- UC Berkeley – post full lectures to YouTube
- Video contest – “How I have fun at the library”

YouTube - The Otis Library Tour - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites


Address <http://www.youtube.com/watch?v=p528qydfsg> Go Links Search Encarta

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The Otis Library Tour



00:21 / 05:32

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OTIS Otis College of Art and Design

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 Joined: 10 months ago
 Videos: 54

About This Video
 A whirlwind tour of the Millard Sheets Library at Otis College of Art and Design. [\(more\)](#)
 Added: July 30, 2007

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Flickr for *Libraries*



“**Flickr** is a photo sharing website and web services suite, and an online community platform. It was one of the earliest Web 2.0 applications. In addition to being a popular Web site for users to share personal photographs, the service is widely used by bloggers as a photo repository. Its popularity has been fueled by its innovative online community tools that allow photos to be tagged and browsed by folksonomic means. It hosts over 2 billion images.”

“Flickr asks photo submitters to organize images using tags (a form of metadata), which allow searchers to find images concerning a certain topic such as place name or subject matter. Flickr also allows users to organize their photos into "sets", or groups of photos that fall under the same heading.”

<http://en.wikipedia.org/wiki/Flickr>

Flickr *Applied*

- History of library
- About library
- Virtual tour – describe various divisions, levels in library
- Introduce library staff
- Virtual exhibit – book covers etc.
- Special events
- Visitors to library
- Photo competition
- Interactive exhibit experiences

The Old Library on Flickr - Photo Sharing! - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Refresh Print Send To Favorites

Address <http://www.flickr.com/photos/erikvanhannen/2143007559/> Go Links Search Encarta

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The Old Library



Uploaded on December 28, 2007 by [Erik](#)

(Erik)'s photostream
322 photos [browse](#)

This photo also belongs to:

What I like (Set)
You are at the first photo. [browse](#) [View as slideshow](#) 10 photos

Explore (Set)
[browse](#) 106 photos

Best viewed large [on black](#)

De oude bibliotheek van het Muntmuseum in Utrecht. The old library of the *Muntmuseum* in Utrecht (The Netherlands)
This photo has notes. Move your mouse over the photo to see them.

<http://www.flickr.com/photos/erikvanhannen/sets/72157600979170247/show/with/2143007559/> Internet

- Welcome
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- My Links

'Min Gebruik' onder water

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- My Forums

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