Engaging academia through Library 2.0 tools: a case study: Education Library, University of Pretoria.

Presentation by Johann van Wyk at the African Digital Scholarship and Curation Conference held from 12-14 May 2009 at CSIR Conference Centre, Pretoria, South Africa



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Introduction

Definition of Web 2.0

"Refers to a supposed <u>second-generation</u> of <u>Internet-based</u> <u>services</u> - such as social networking sites, blogs, wikis, communication tools, and folksonomies - that let people <u>collaborate</u> and <u>share information online</u> in ways previously unavailable."

thehatchergroup.wordpress.com/2008/05/08/glossary-of-newmedia-terminology/



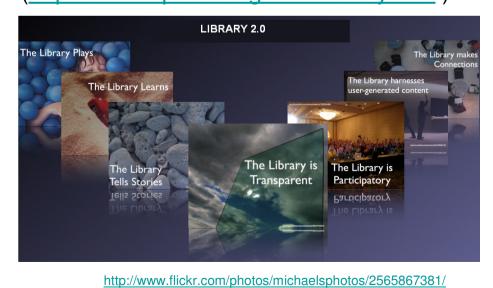
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Introduction

Definition of Library 2.0

Library 2.0 is a loosely defined model for a modernized form of library service that reflects a <u>transition</u> within the library world in the <u>way that</u> <u>services are delivered to users</u>. The focus is on <u>user-centred</u> change and <u>participation</u> in the creation of <u>content</u> and <u>community</u>. The concept of Library 2.0 borrows from that of <u>Business 2.0</u> and <u>Web 2.0</u> and follows some of the same underlying philosophies. (http://en.wikipedia.org/wiki/Library 2.0)





Introduction

Case Study: Faculty Library for Education at the University of Pretoria

The presentation consists of screenshots of the different Library 2.0 tools that were used in the library and after each tool a reflection is given on the specific tool and what it meant to us as a library



Library 2.0 arrives at the Education Library

- UP Library Services Strategic Plan 2008
 - Technology Exploitation Strategy: Decided to Develop a Library 2.0 Service Model
- Education Library Strategic Plan 2008:
 - Strategy to experiment with possible Library 2.0 products and implement where possible
- Library 2.0 Planning Workshop in January 2008:
 Decided to focus on Flickr, YouTube, and Blogging for 2008
- At the end of 2008 staff at the UP Library Services had implemented much more than these



Library 2.0 arrives at the Education Library

- 60 Minute Practical Workshops on different Library 2.0 tools
- Library 2.0 Road Show where staff could demonstrate their best practices to rest of Library Staff



Education Newsblog

http://edulibpretoria.wordpress.com

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Purpose and target audience of the 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)

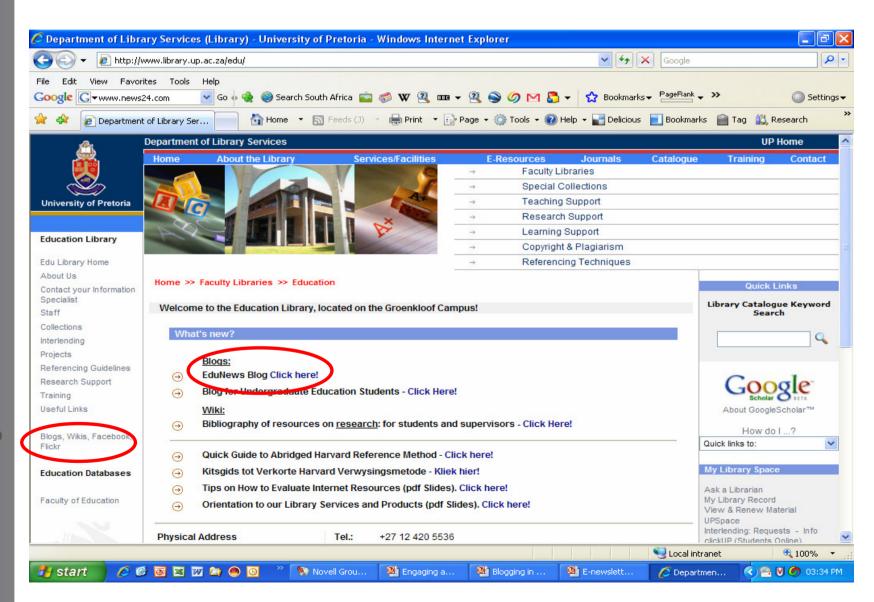


Why we decided on Wordpress?

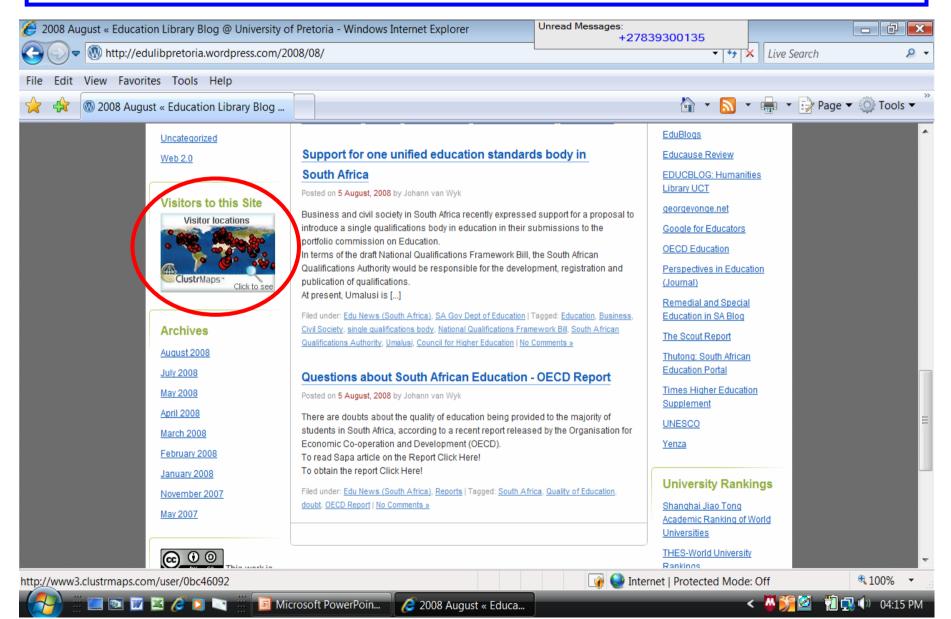
- Many university libraries are using Wordpress.
 We used Cubberley Education Library's Blog at Stanford University as a benchmark.
- Wordpress had many of the features we wanted in a blog.
- You could easily add your own widgets to the blog (Customizable)
- The lay-out of the blog templates looked very professional
- The blog had a thorough statistical function
- The blog had a good Spam filter



Accessible from library web site



Clustr Map



Clustr Map (Continued)



Google Page Translator

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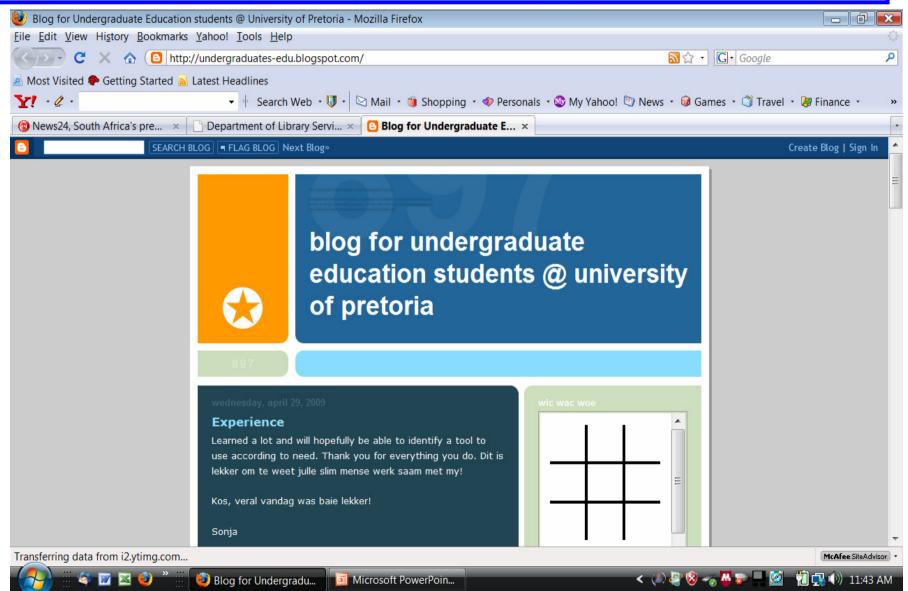
Reflection on Education News Blog

- Library has presence in blogosphere
- Blog postings picked up by Google Search, Google News
- Get Feedback from library users, interaction,
- Sharing of information, news on regular basis
- Good statistical feedback
- Readership/Users wider as UP 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

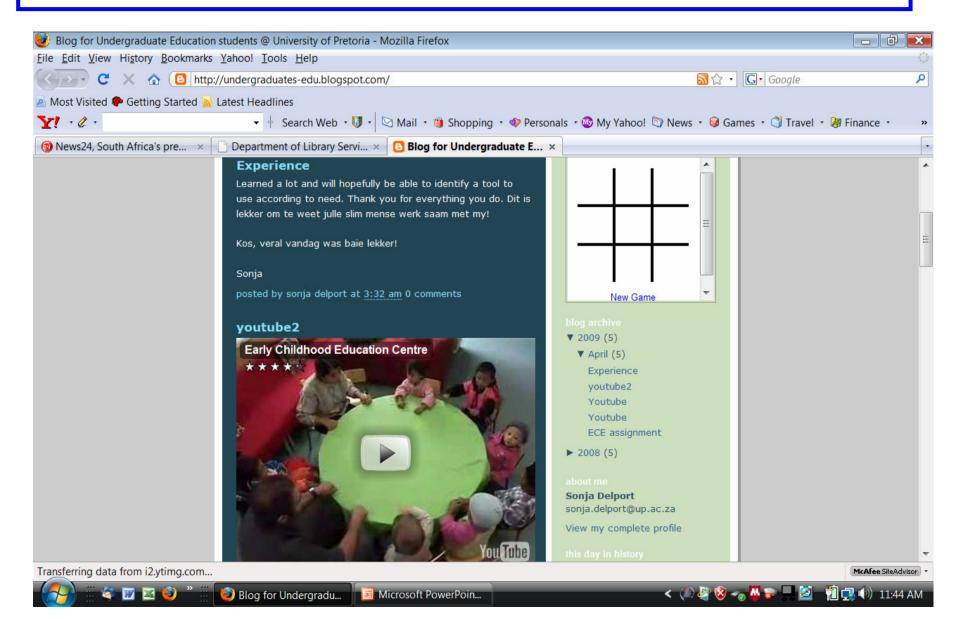


Undergraduate Education Blog

http://undergraduate-edu-blogspot.com



Undergraduate Education Blog



Undergraduate Education Blog

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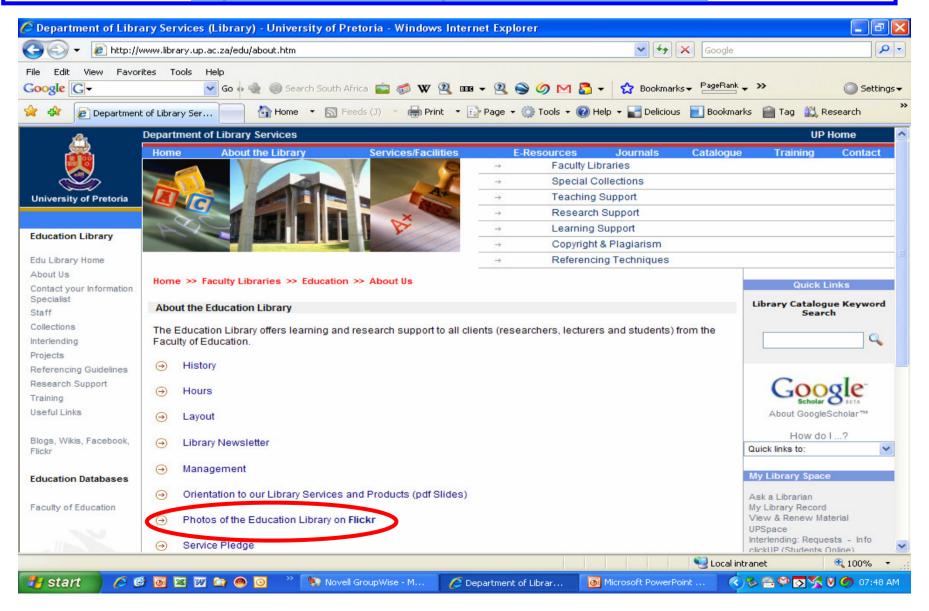
Reflection on Undergraduate Education Blog

- Provides a platform where information specialist can post information tips concerning assignments topics
- The blog is run on Blogger which lays outside the UP domain. This means that students have to go on the Internet to access it, implying costs to the students
- We did get positive feedback but would like to attract more readers
- We are planning to move this Blog to Internal UP Blog platform which is run on b2Evolution software.

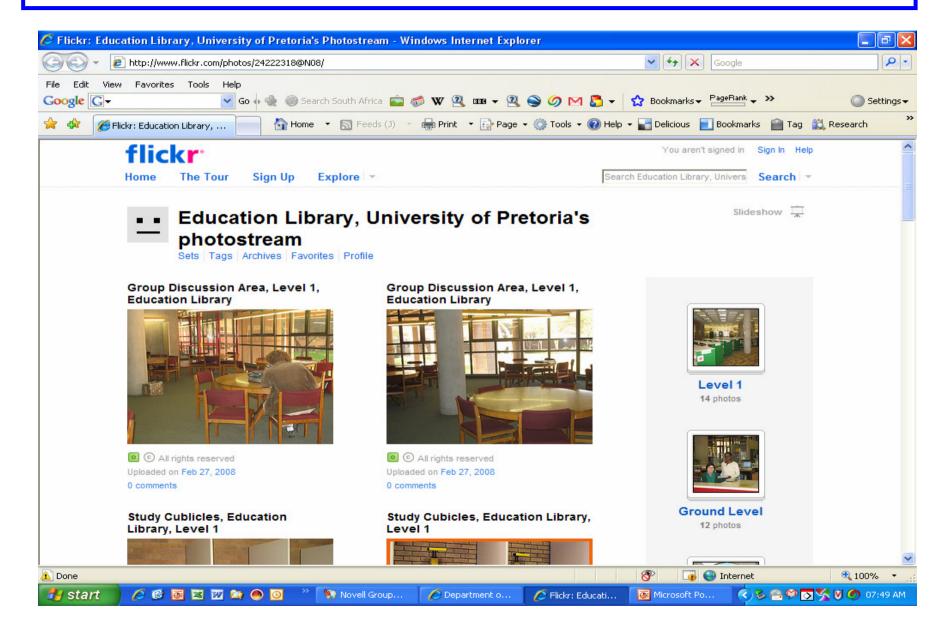


Library Photos on Flickr

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Library Photos on Flickr

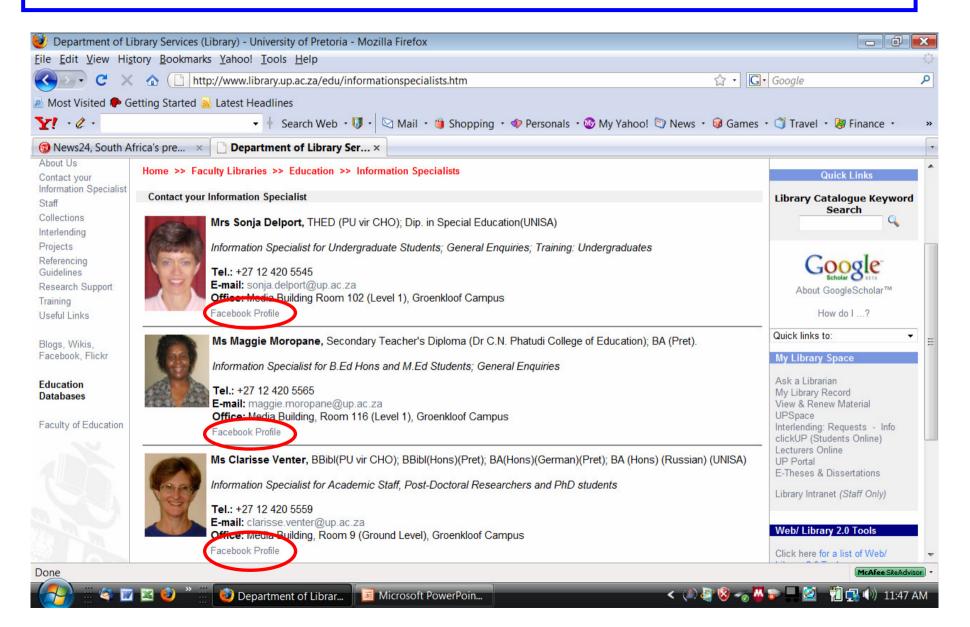


Reflection on Photos on Flickr

- Provided a place where we could upload library pictures/archive
- It is used as a marketing tool for our library and its services
- Increases our library's presence on the web.



Facebook Profiles of Staff



Facebook Profiles of Staff

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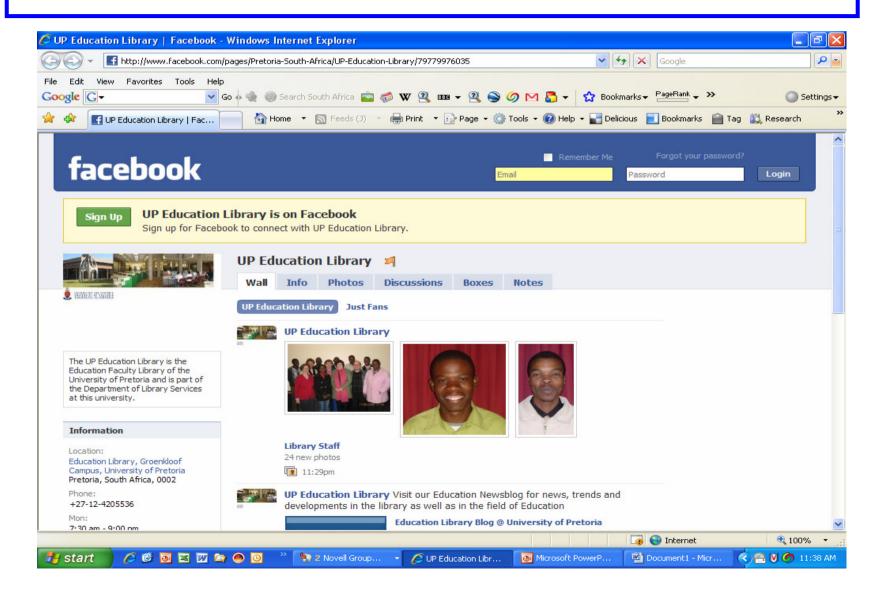
Reflection on Facebook Profiles of staff

- Library staff has a presence where the majority of our users are
- Provides another platform for library users to communicate with their information specialists
- It is used as a marketing tool for our library and its services
- It increases our library's presence on the web
- We have found however that very few library users contact our library staff in this way, but we are there.



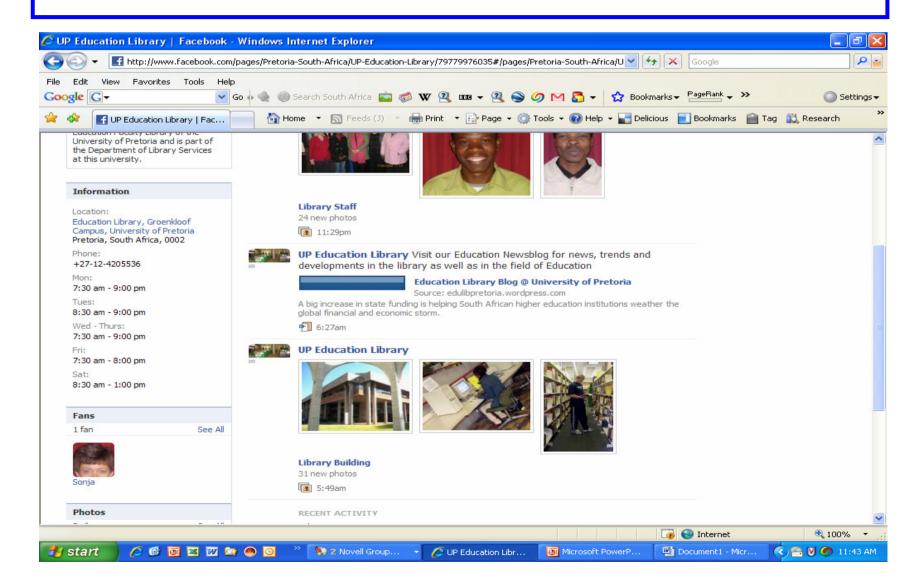
Business Facebook

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Reflection on Business Facebook of the Library

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



LinkedIn

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	March 2002 – Present (7 years 3 months)	Johann's Connections (6)
	information specialist university of pretoria Libraries industry 1998 – 2009 (11 years)	Elmi Bester Knowledge Commons Manager at CSIR Martin KJ Langen Executive Talent Search Researcher & Knowledge Manager
	library manager university of pretoria Libraries industry 1998 – 2009 (11 years)	at Mindcor martin@mindcor.com or martinkjlangen@gmail.com Stephen Negus Founder/President at One Voice for Asia
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	Information Specialist University of Pretoria 岱	Note: Currently your connections are allowed to view your connections list. [Edit]
	Educational Institution; Higher Education industry March 2002 – December 2004 (2 years 10 months)	Groups you share with Johann:
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Reflection on LinkedIn

• Valuable site for networking between professionals in different fields and professions

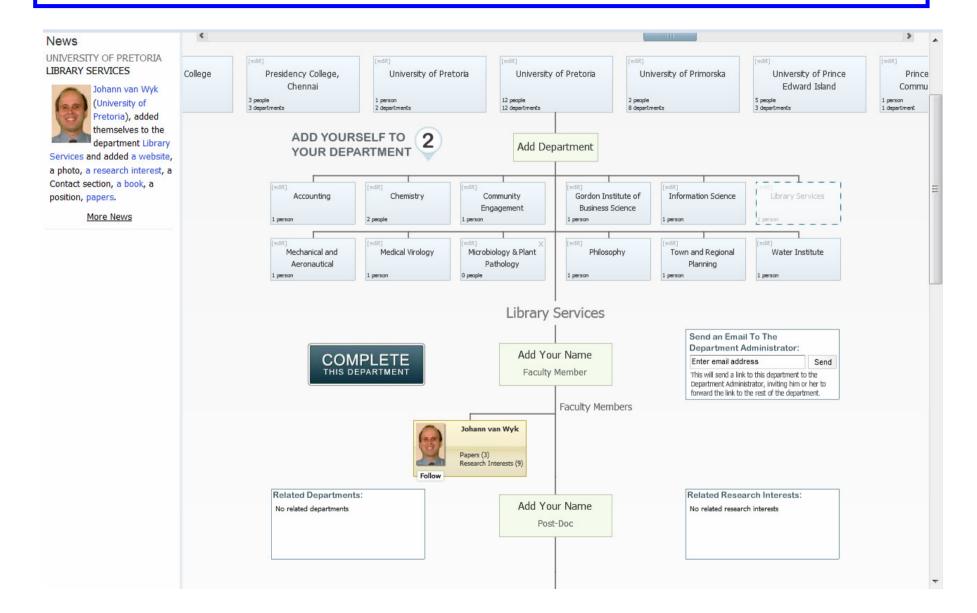
Communities of Practice form around different fields of interest



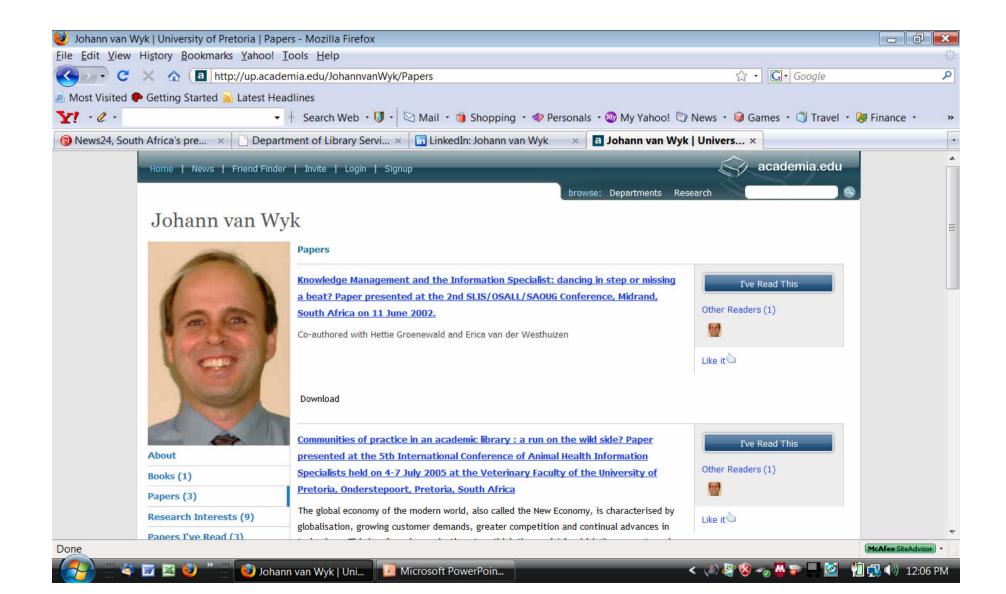
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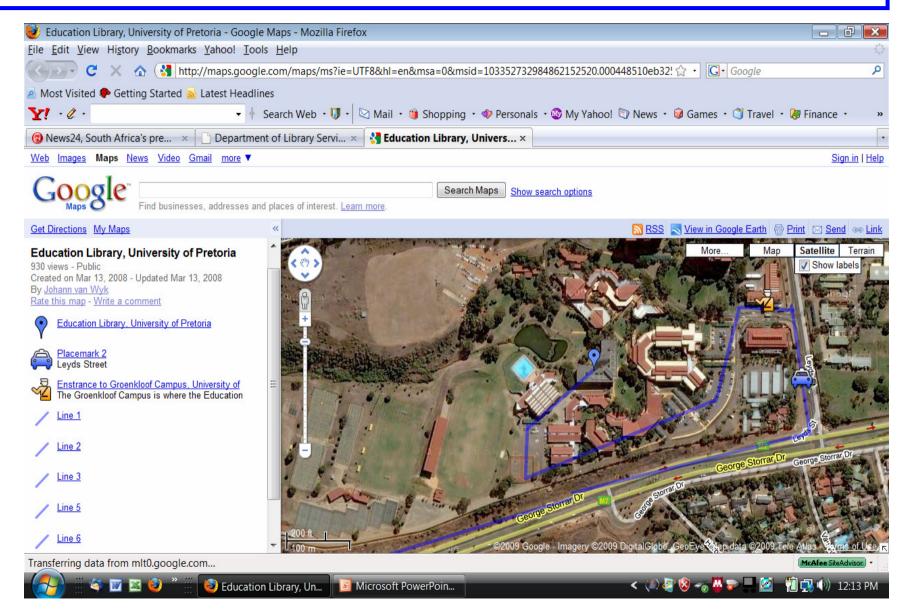
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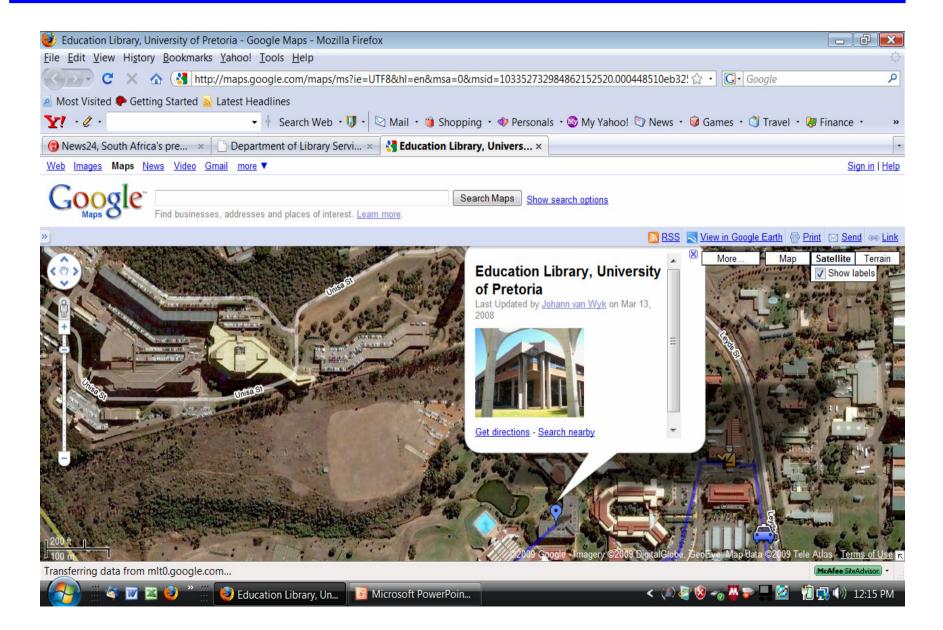
• Valuable site for networking between professionals in the academic world

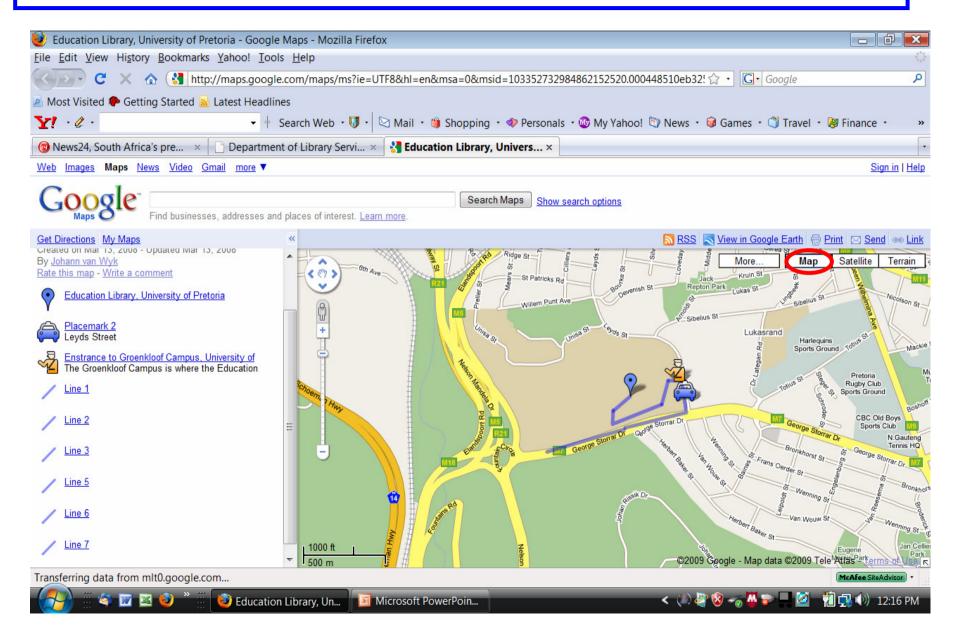
- Communities of Practice form around different fields of interest
- Provides a platform where you can list your publications, presentations, résumé etc



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Reflection on Google Earth

- Increase presence of Library on the Web
- Valuable tool to market library
- Valuable tool to give directions to the library



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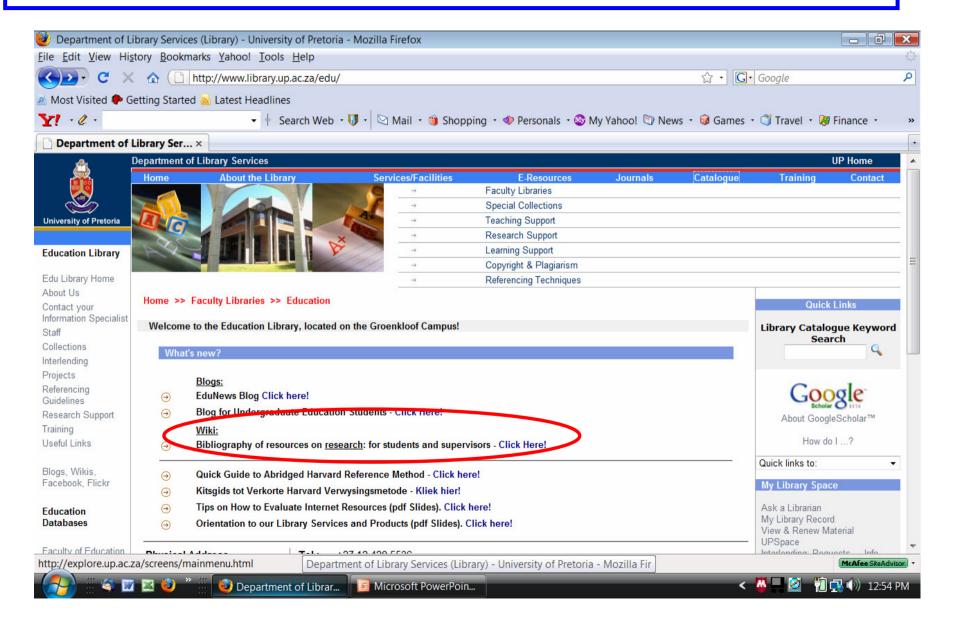
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Reflection on RSS Feeds

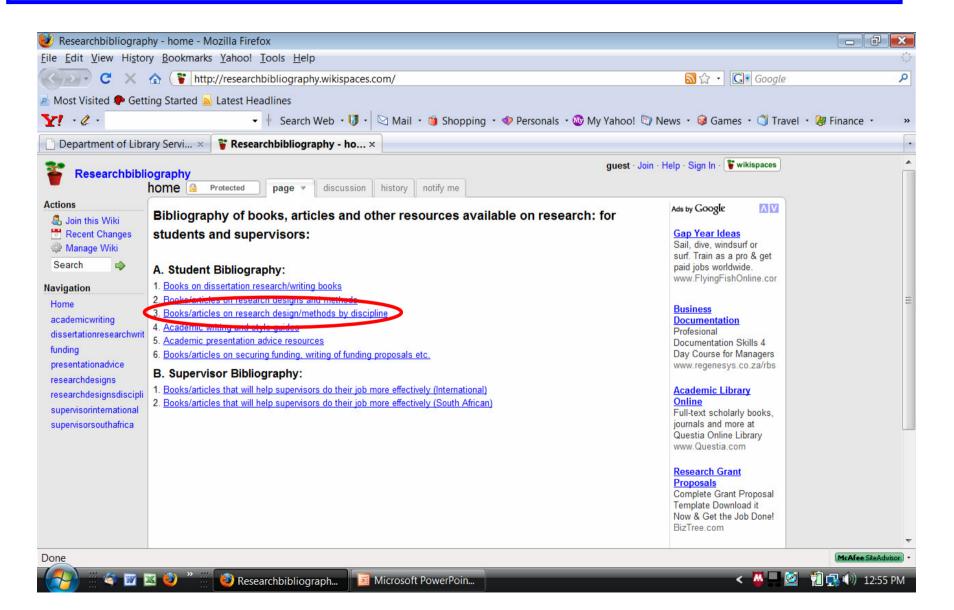
- Keeps users of the library informed about new books in the library (marketing tool)
- Updated automatically
- Valuable tool to keep track/statistics of new acquisitions



Researchbibliography Wiki



Researchbibliography Wiki



Researchbibliography Wiki

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Reflection on Researchbibliography Wiki

- Input from all information specialists at University of Pretoria's libraries, and Eric Hofstee, researcher working on the research process.
- Value added feature: librarians add sources that are of value to their clients
- Work in progress
- Purpose: after completion, to publish a book that will be a hands-on source for post graduate researchers and lecturers/supervisors



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Reflection on Slideshare

- Valuable resource to make your Powerpoint presentations available to others on the Web
- Valuable marketing tool
- Make your library more visible on the web
- Within 2 days of uploading this presentation, we already had over 200 people visiting the slide presentation

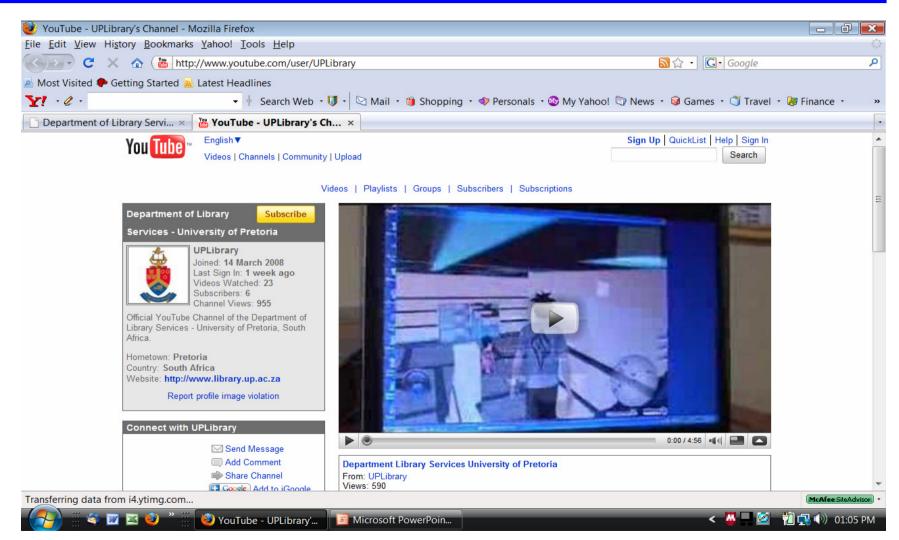


Possible future developments

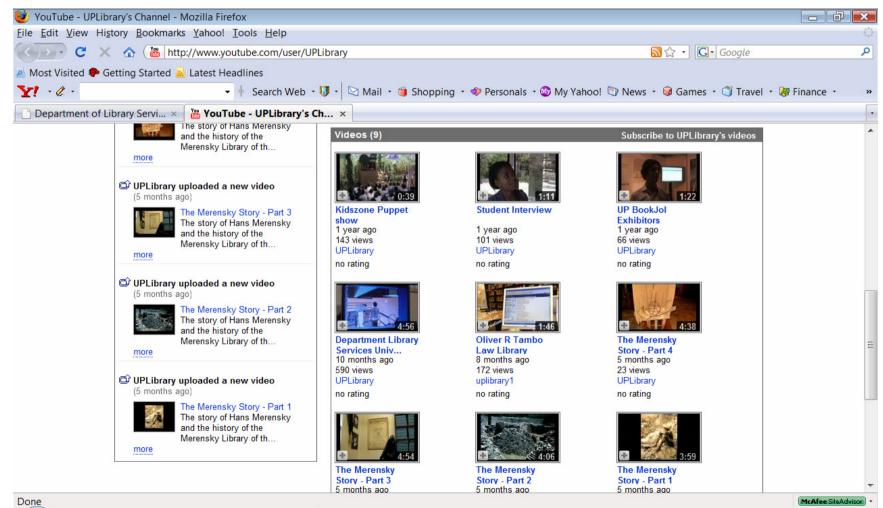
- Youtube videos of training, events
- Blog(s) focusing on Postgraduate students
- Mobile blog
- Game for information literacy training



Example of YouTube Channel: Dept of Library Services, University of Pretoria



Example of YouTube: Dept of Library Services, University of Pretoria



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Examples of Mobile Blogs





www.jonathansblog.net

http://blog.econsultant.com

Example of Game developed for information literacy training at the Department of Library Services, University of Pretoria







Example of Game developed for information literacy training at the Department of Library Services, University of Pretoria







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- Undergraduate Education Blog [Online] available at: <u>http://undergraduate-edu-blogspot.com</u>
- UP Education Library on Facebook. [Online] available at http://www.facebook.com/pages/Pretoria-South-Africa/UP-Education-Library/79779976035
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