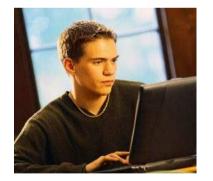
# Engaging clients through Web 2.0 tools: The Education Library, University of Pretoria.

Presentation by Johann van Wyk at South African Online Users Group (SAOUG) Meeting held on 13 August 2009 at 12:30 at the Groenkloof Campus, University of Pretoria.







http://nww.nerdwideweb.com/web20/



### 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 <u>second-generation</u> of <u>Internet-based 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-new-media-terminology/







### Introduction

#### **Overview of Presentation**

- Background
- Different types of Web 2.0 tools
- 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
- Lessons learned during implementation of Web 2.0 tools



### Background

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



### Background

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



### Starting the Implementation

- What do you want to achieve? (Purpose, aim)
- Who is your target audience?
- Do you have funding available? If not, use freeware(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?
- Can you embed the tool in your web pages?
- 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



### 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
- Virtual Research Environments (VRE)
- Bookmarking Tools: e.g. del.icio.us, CiteULike
- Digital Repositories: e.g. UPSpace (DSpace)



### **Authoring Tools**

- Blogs
- Wikis
- Twitter



### **Authoring Tools**

• "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)



### Types of Blogs in a library environment

- 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



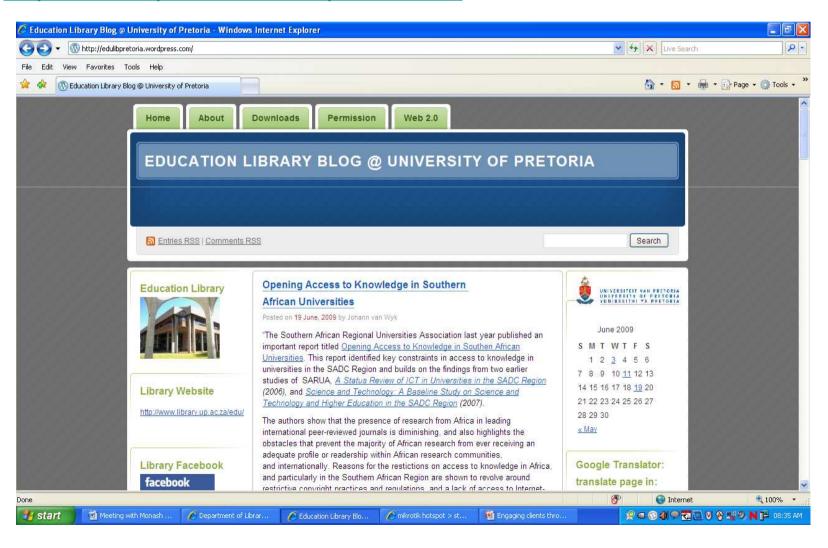
### Starting your Blog

- Purpose of your Blog?
- Target Audience of the Blog?
- Choose 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 to use?
- Are you going to allow comments?



# Example of Library Blog: Education Library News Blog @ University of Pretoria

http://edulibpretoria.wordpress.com



## Why UP Education Library chose Wordpress for its EduNews Blog

- 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

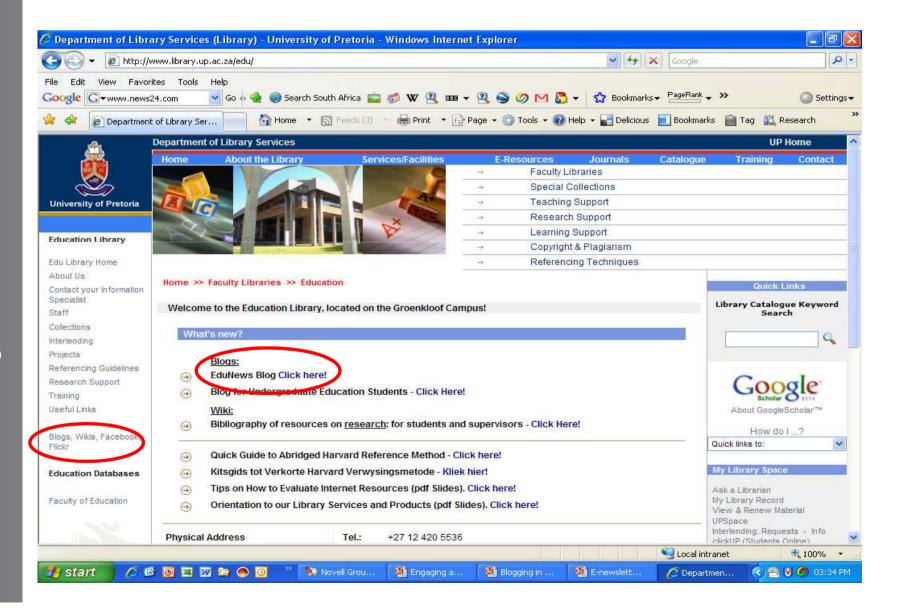


### Purpose and target audience of the Blog

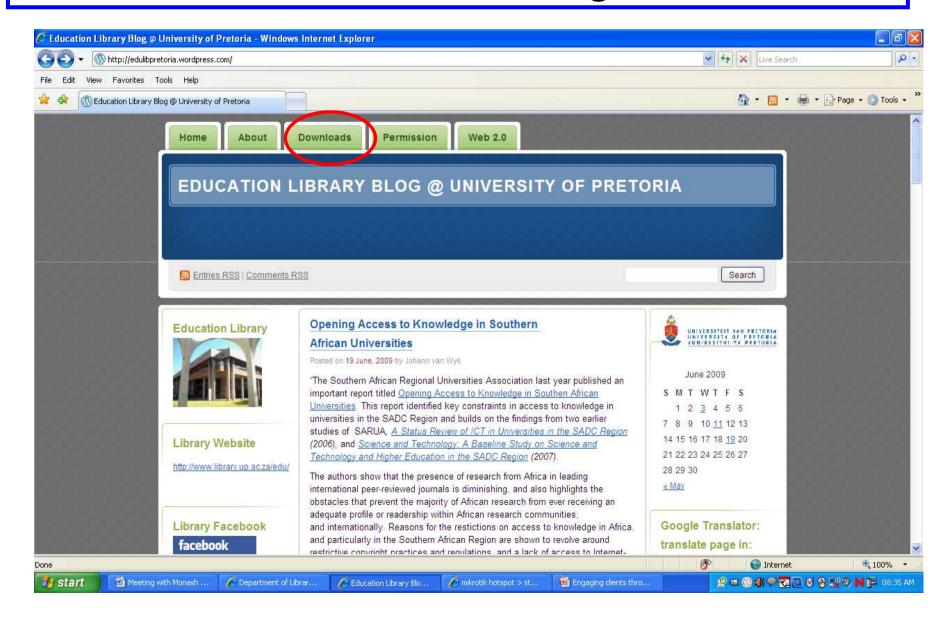
- "To keep people informed of new trends and developments in services and products in the library as well as new trends and developments in the field of Education".
- Primary target: Students and academic staff of Faculty of Education
- Secondary target: researchers in the field of Education internationally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



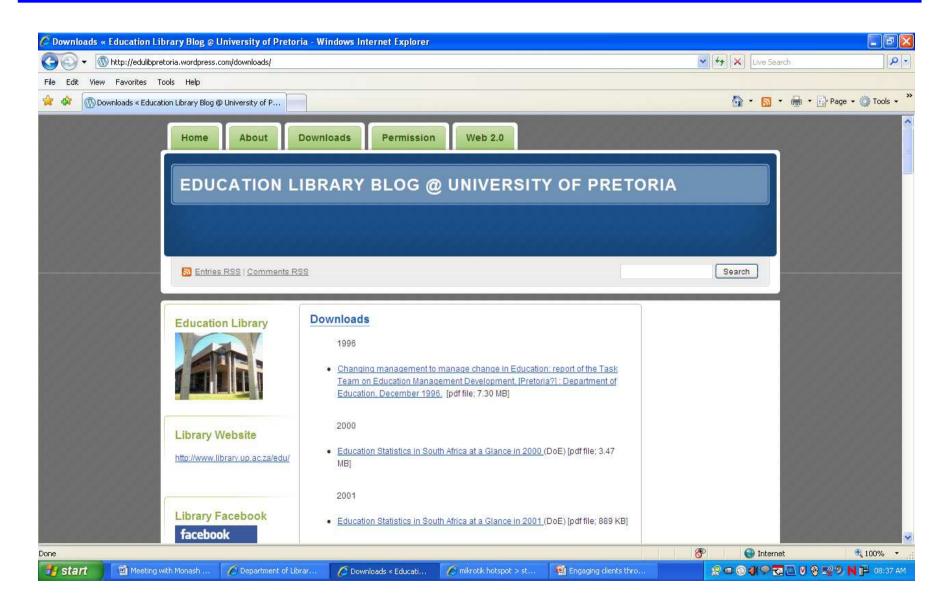
### Accessible from library web site



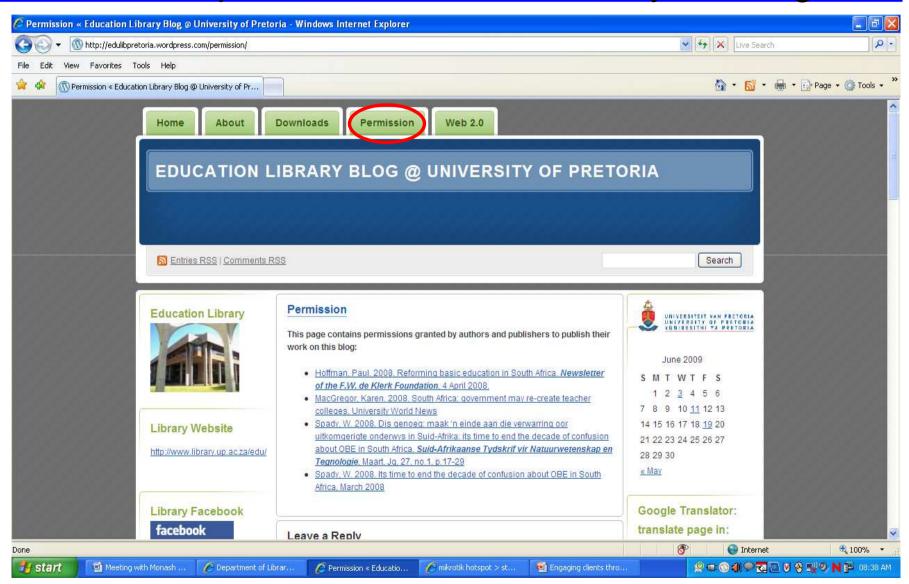
### Downloads Page



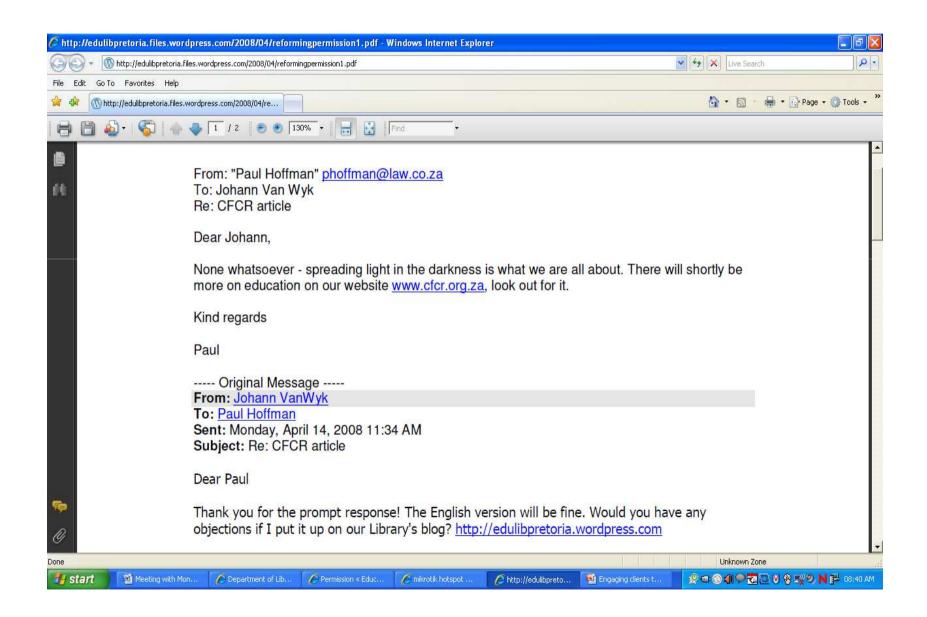
### Downloads Page



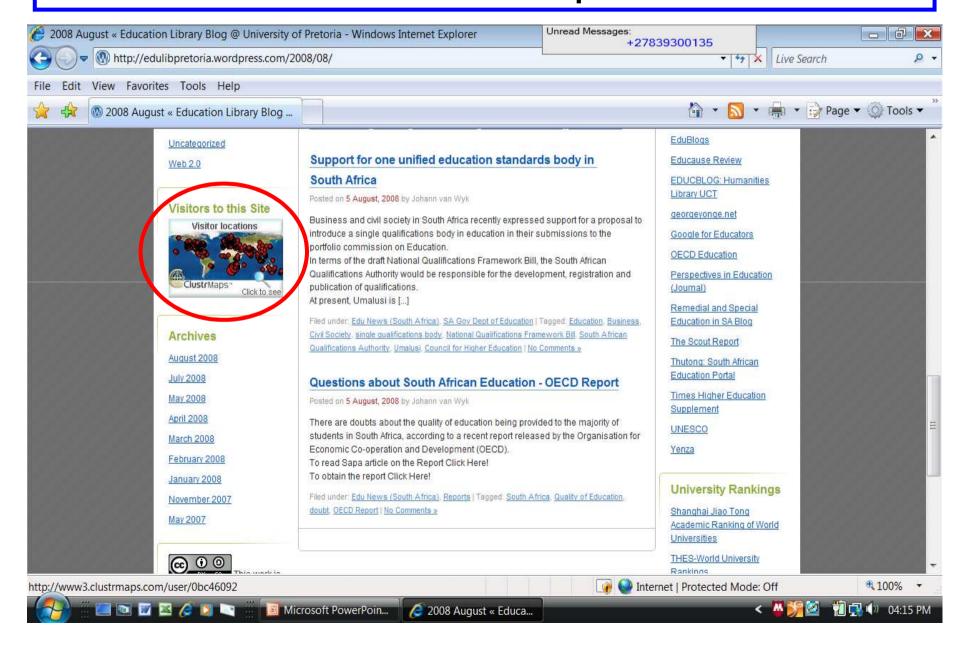
# Get Copyright Clearance/Permission for documents/pictures downloaded on your blog



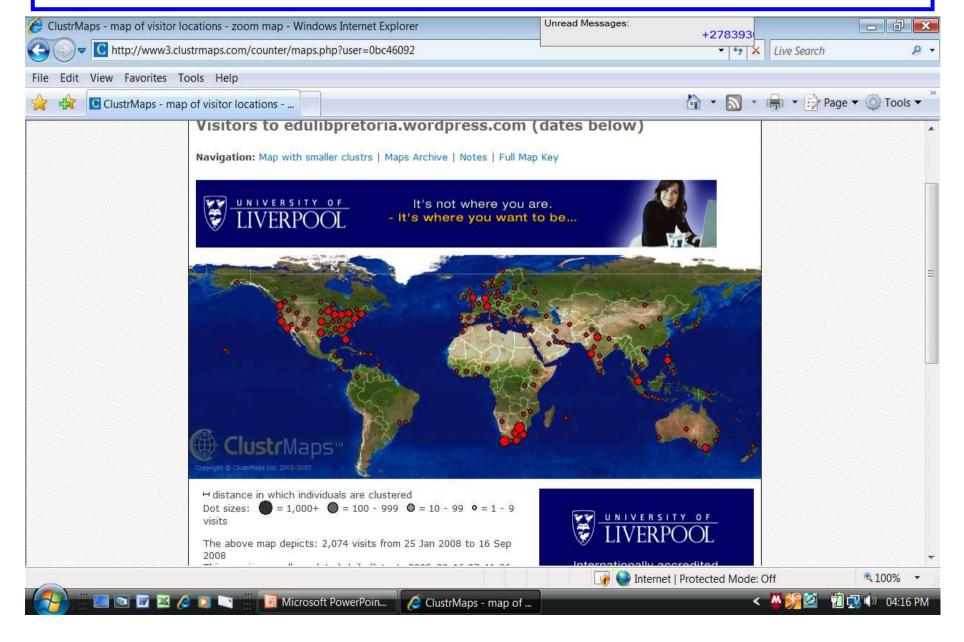
### **Example of Permission**



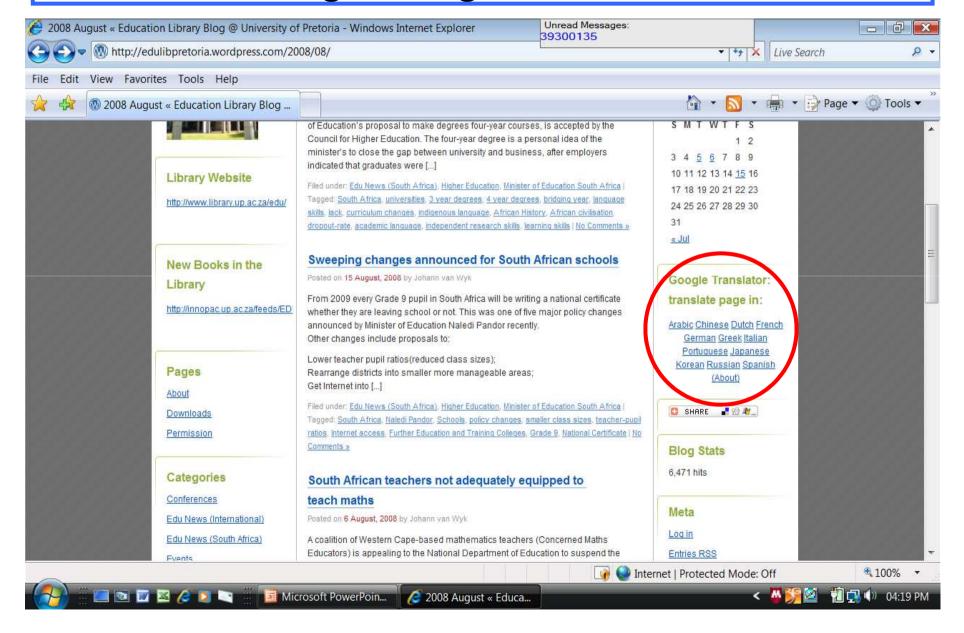
### Clustr Map



### Clustr Map (Continued)



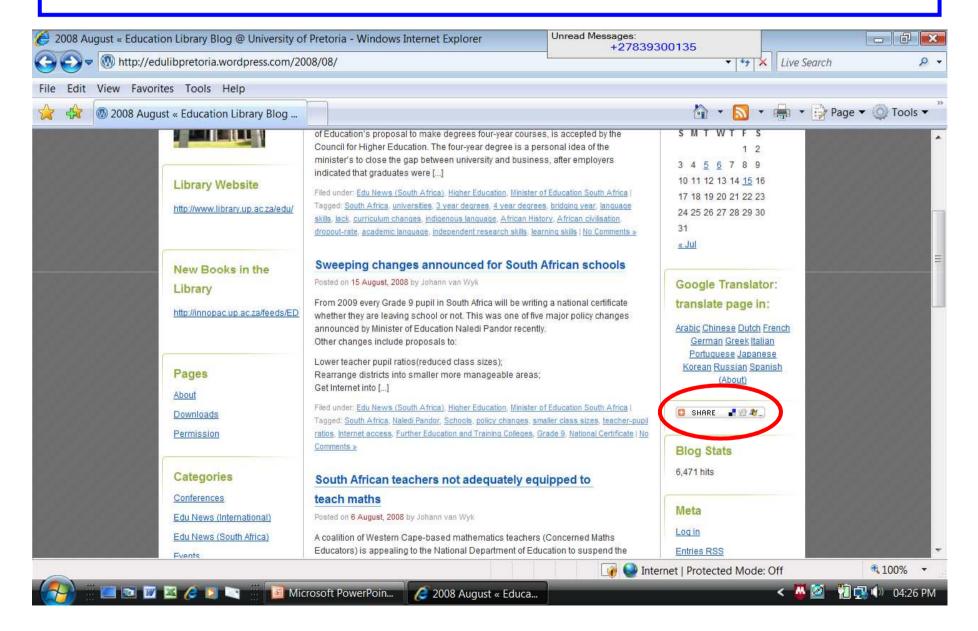
### Google Page Translator



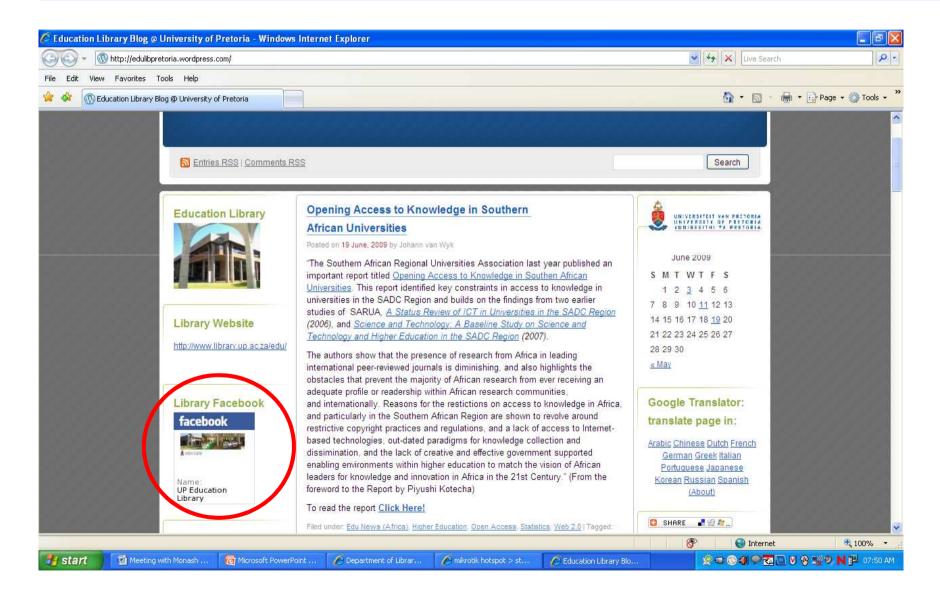
### Example of page translated into Chinese



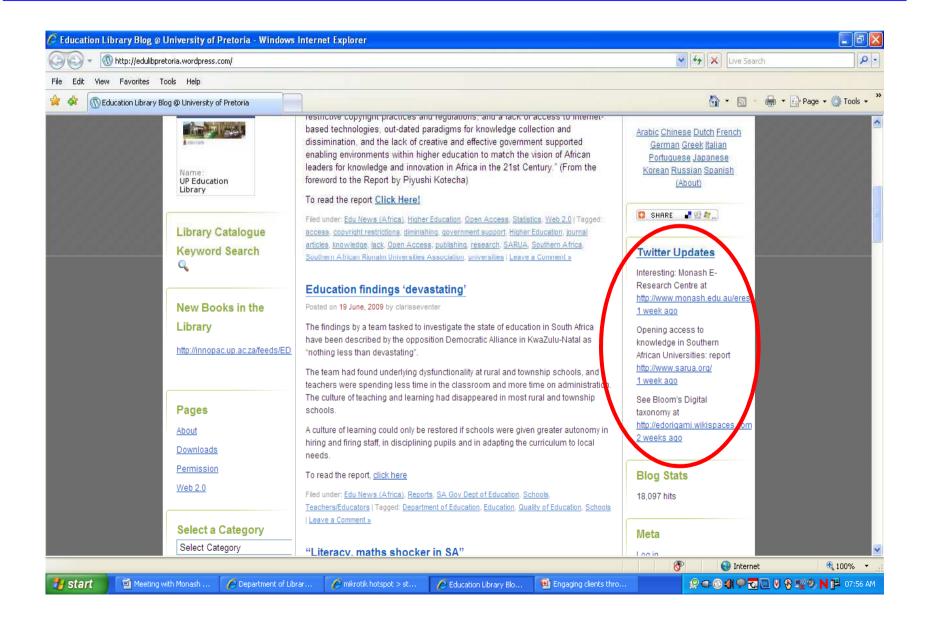
### Share on other Web 2.0 tools



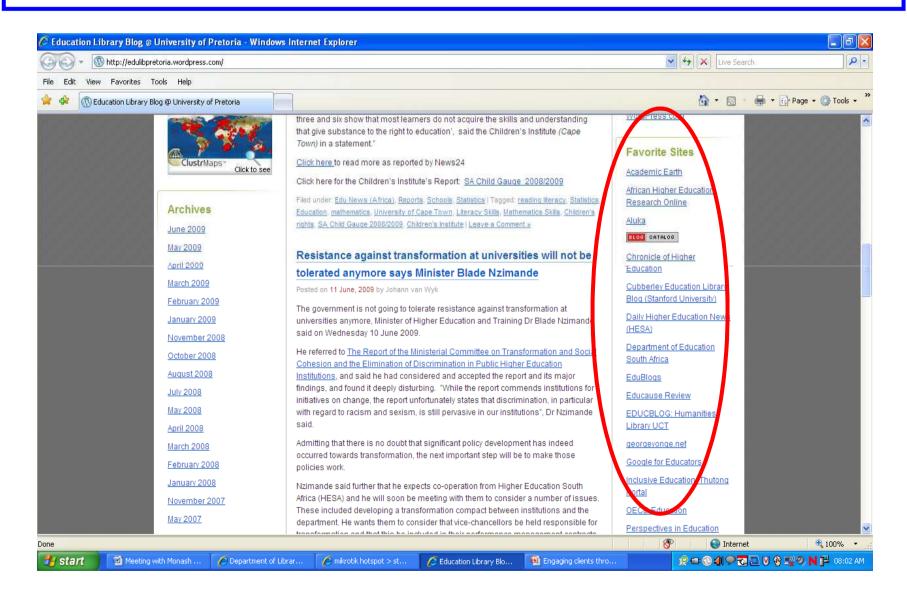
### Link to Library Facebook



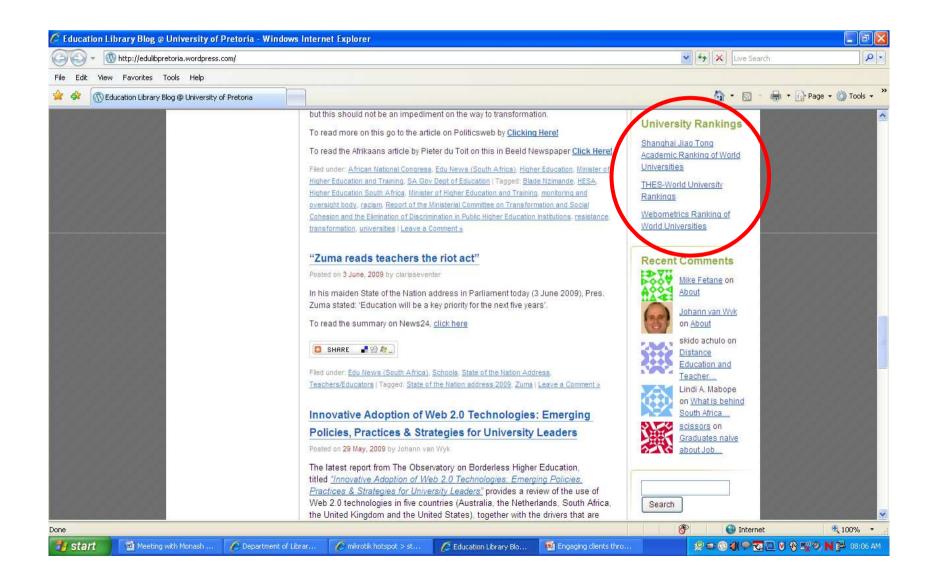
### Link to Twitter



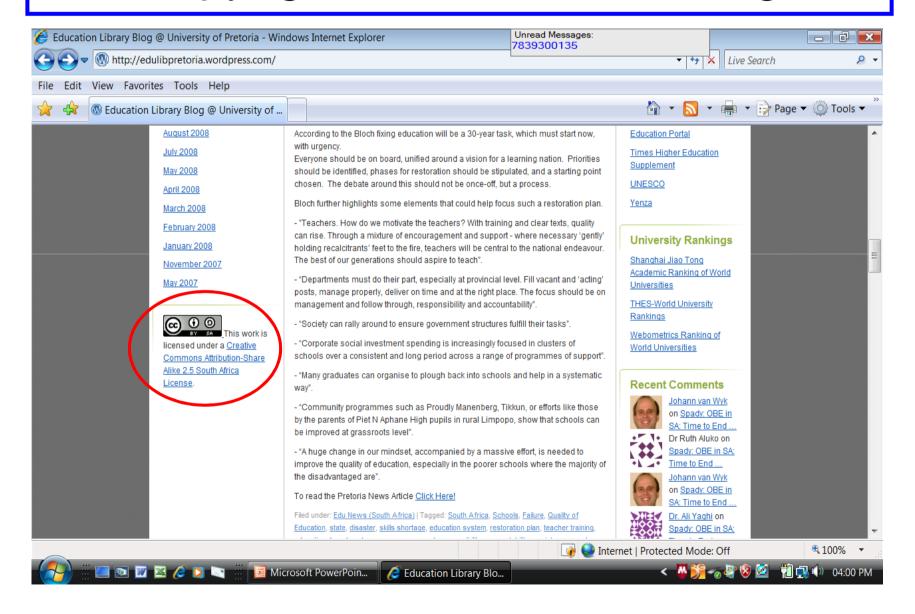
### Links to Favorite Sites



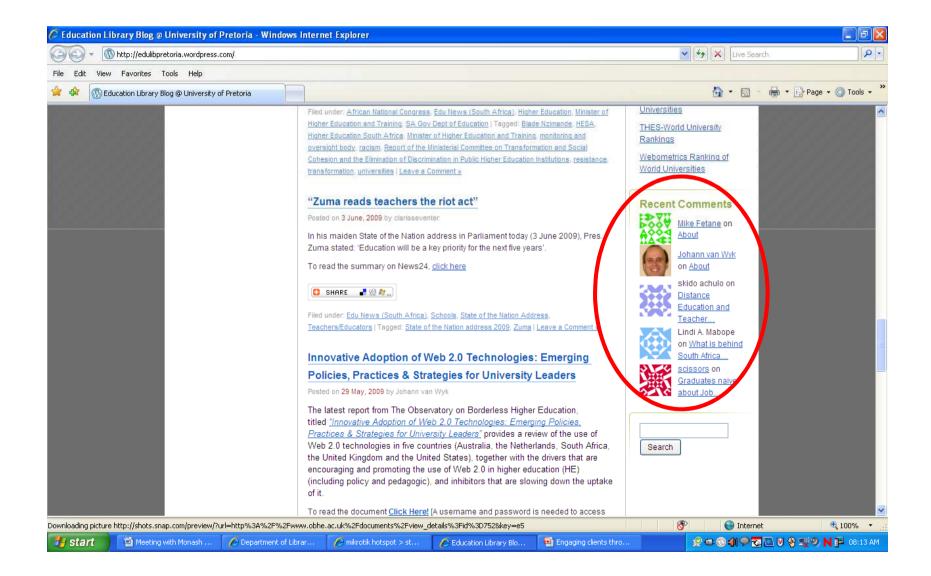
### Links to University Ranking Sites



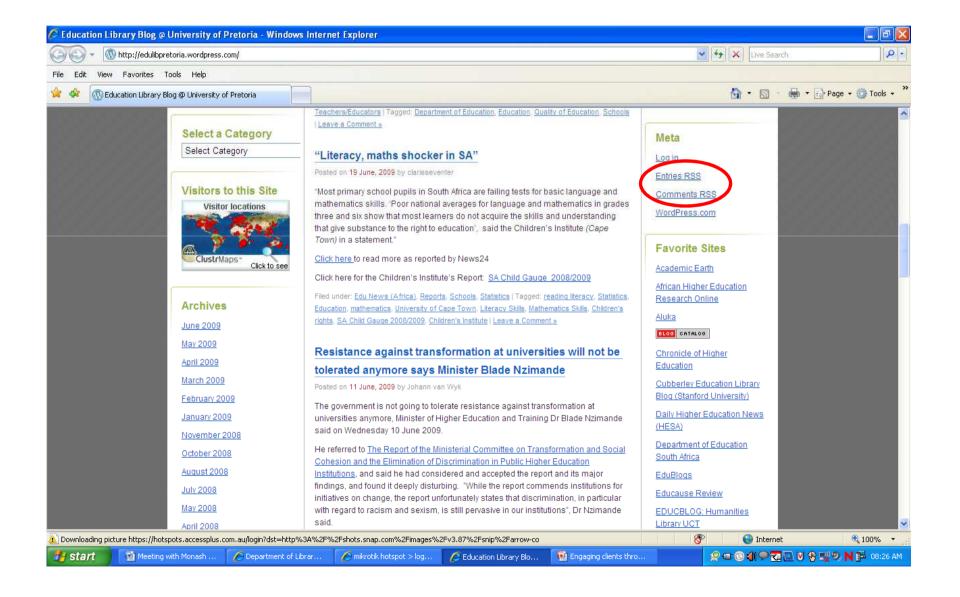
### Copyright License for the Blog



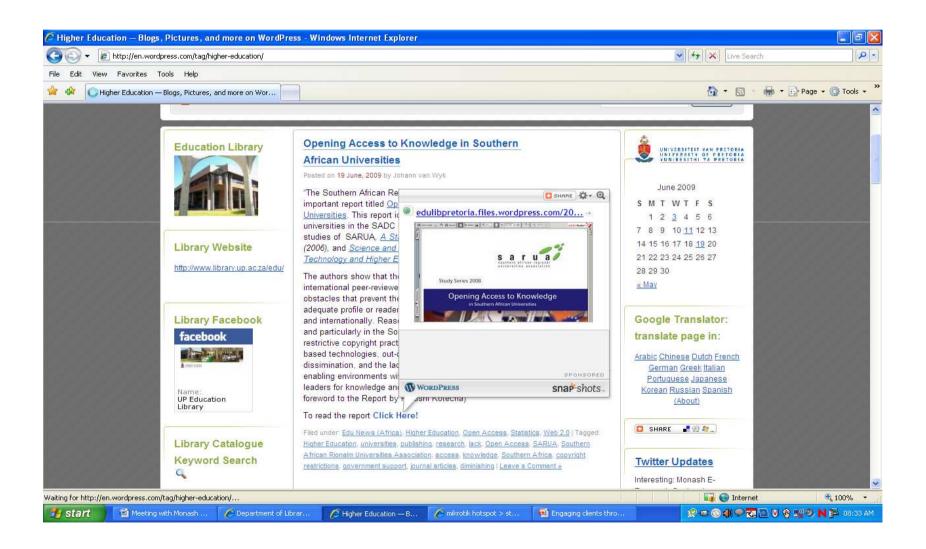
### Comments



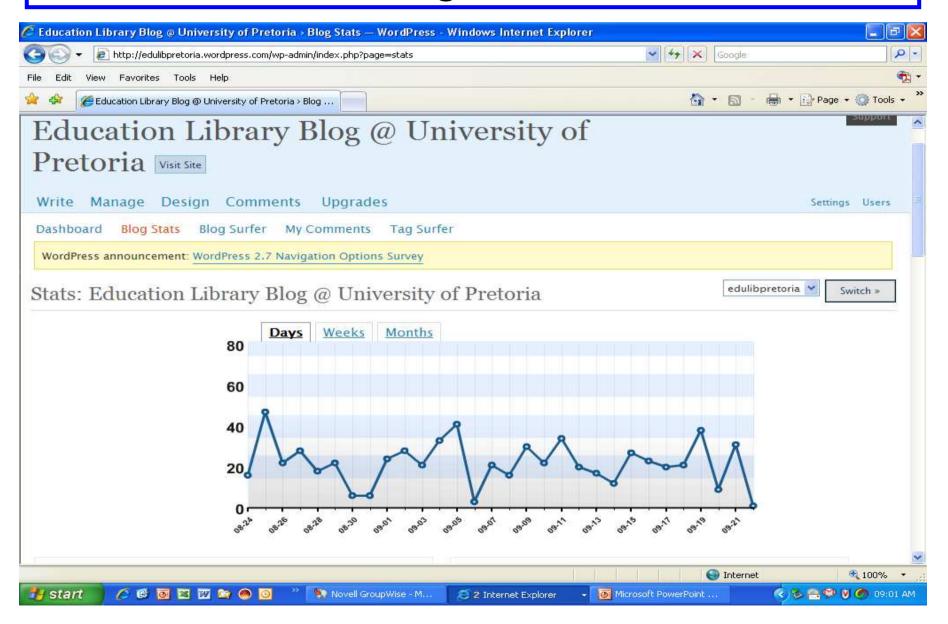
### **RSS Feeds**



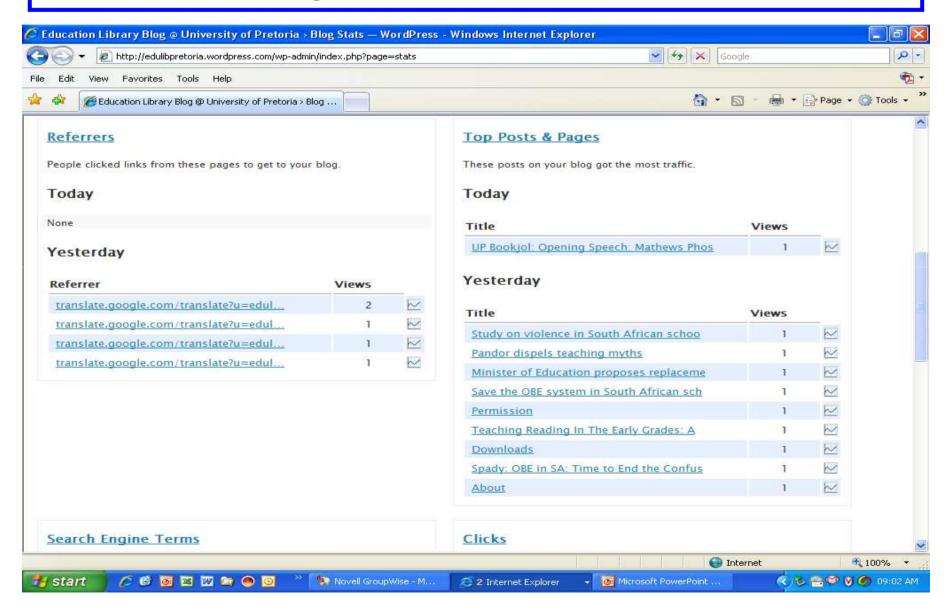
### **Snapshots Preview**



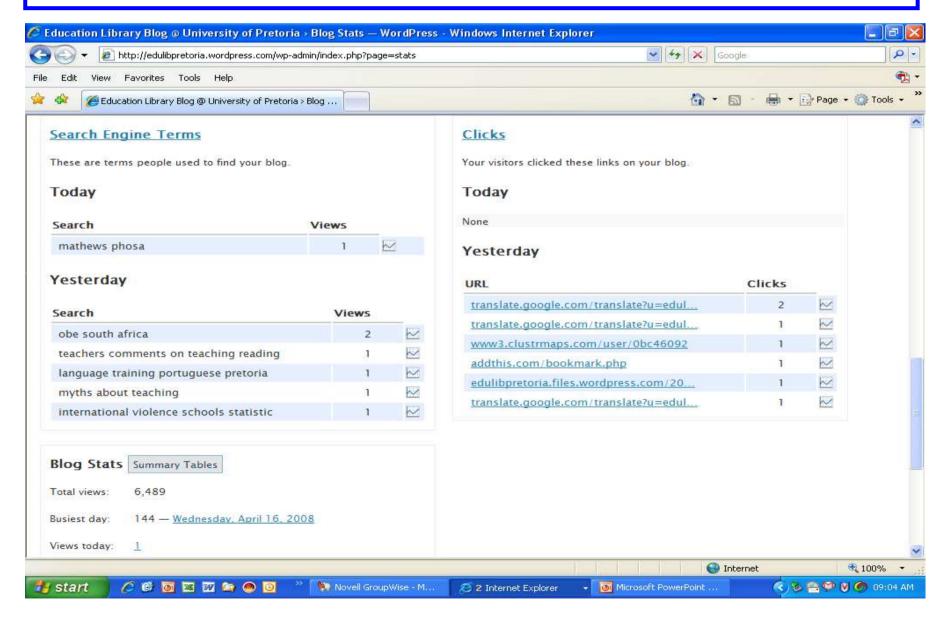
### **Blog Stats**



### Blog Stats (Continued)



### Blog Stats (Continued)



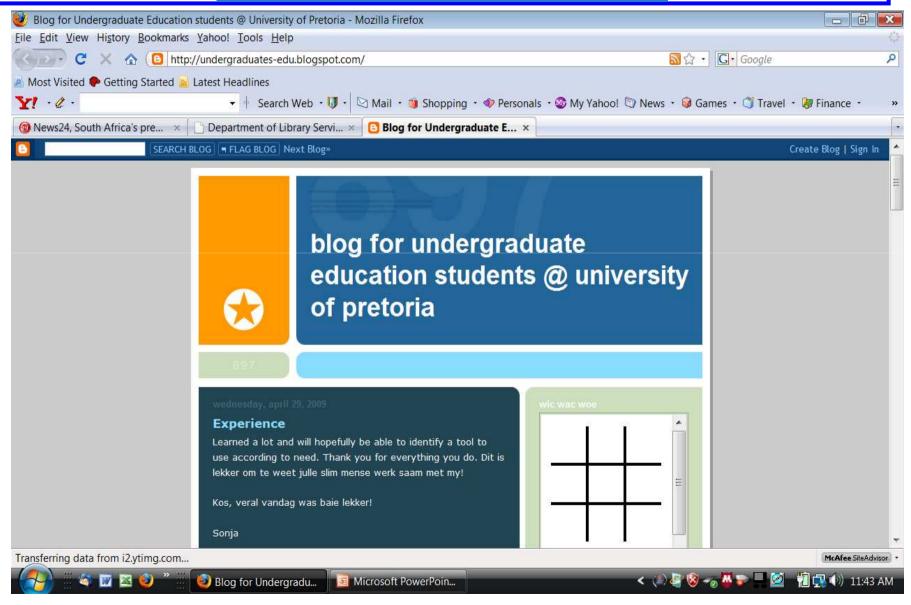
# Value of a blog for the library

- 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

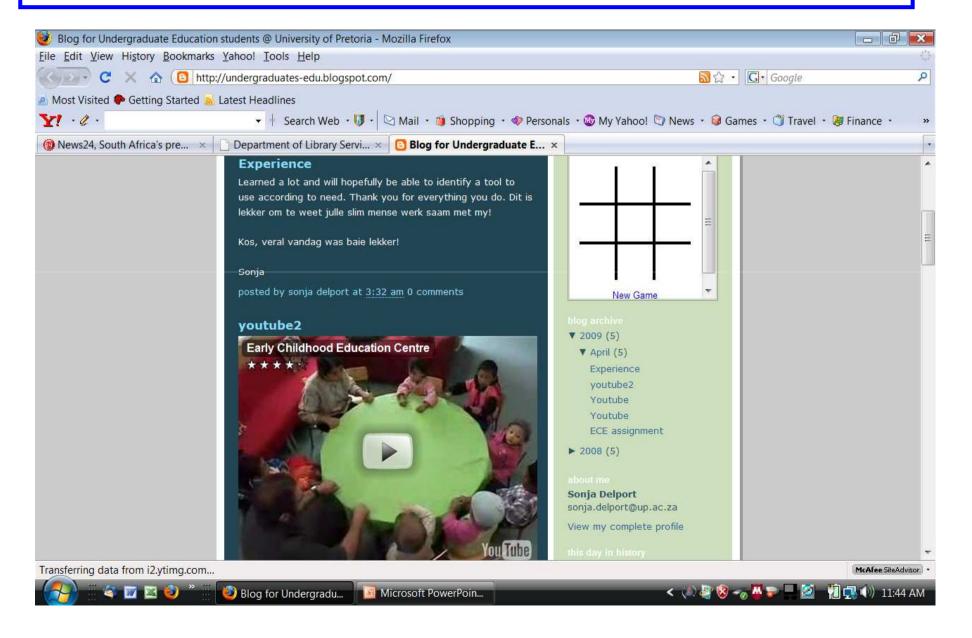


### **Undergraduate Education Blog**

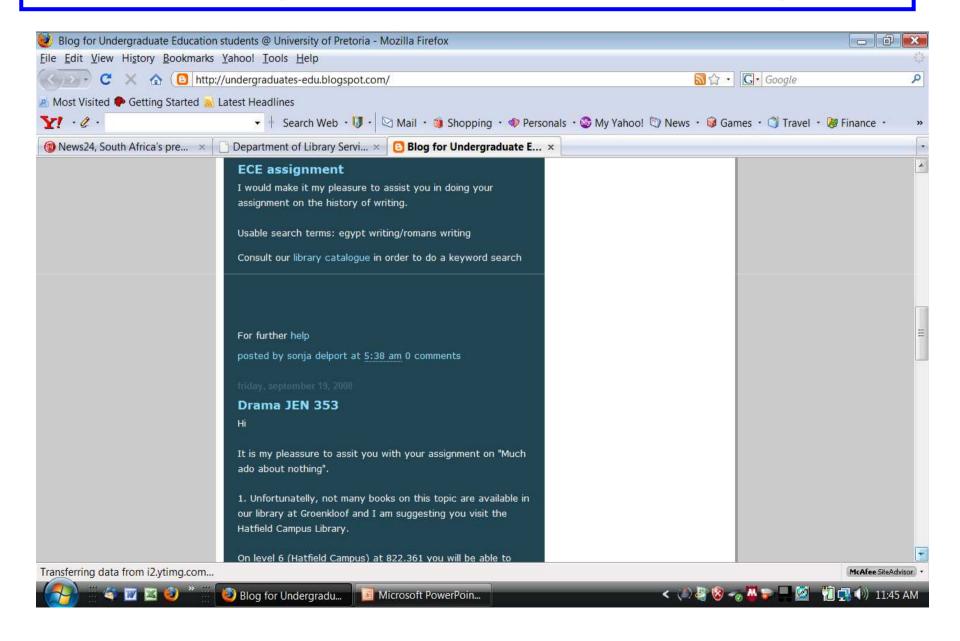
http://undergraduate-edu-blogspot.com



## Undergraduate Education Blog



## Undergraduate Education Blog



# Reflection on UP 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.

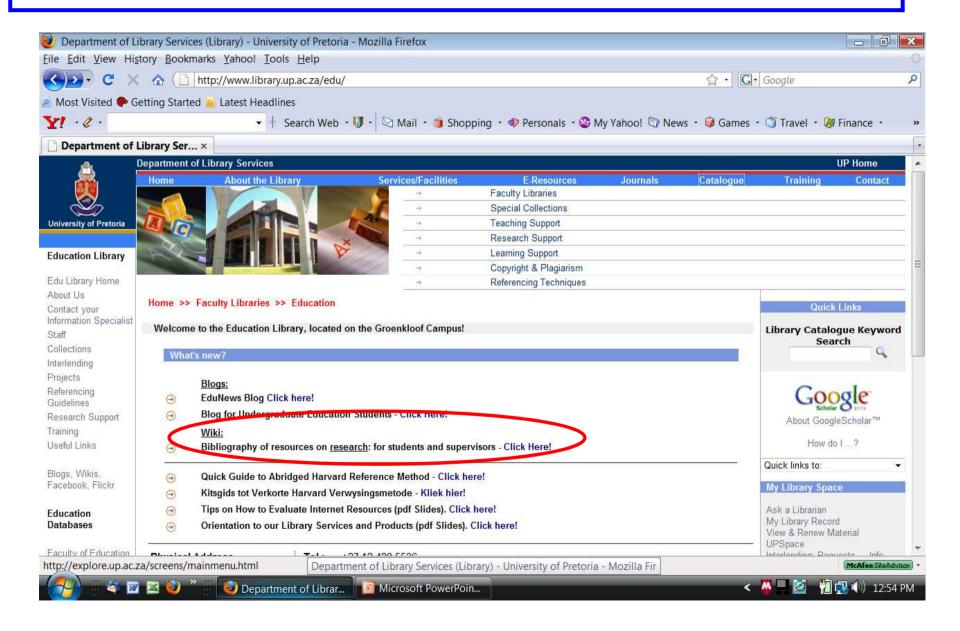


#### Wikis

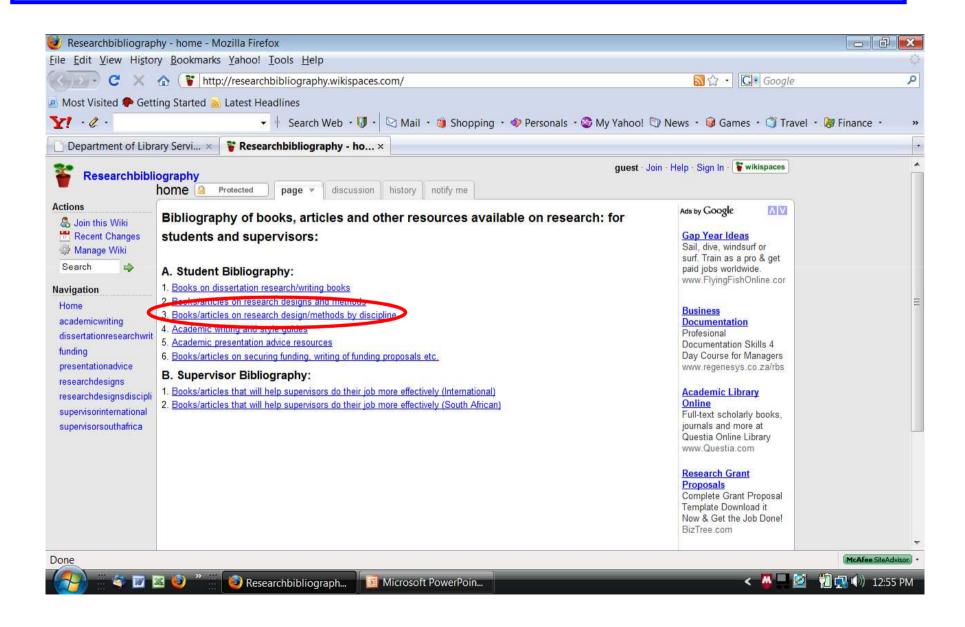
- Wikis can be described as collaborative web sites, where all participants can edit the text together.
- Wikis can be used for:
  - Projects
  - Internal documents or internal reference materials
  - Bibliographies
  - Writing articles etc



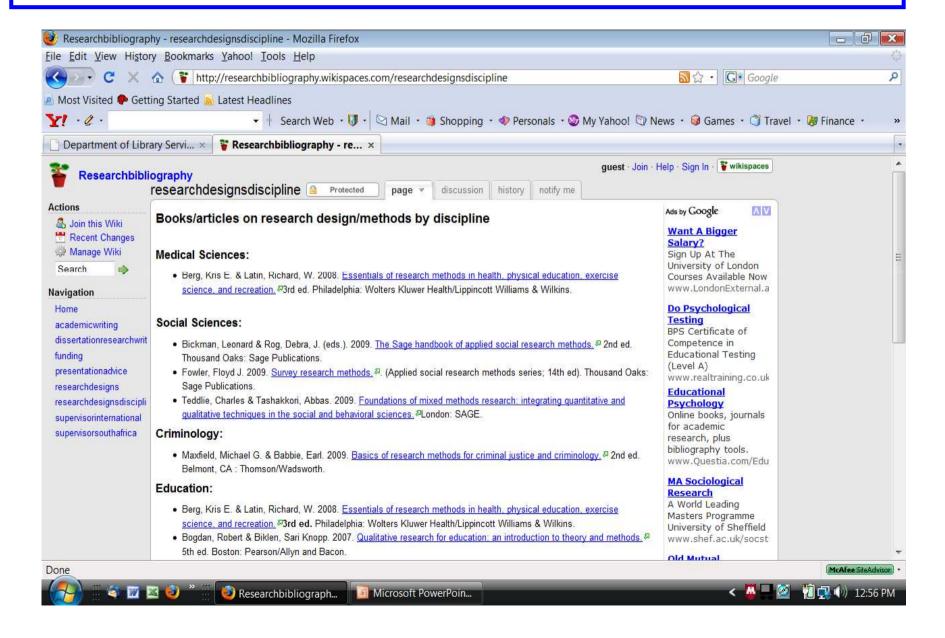
#### **UP** Research bibliography Wiki



#### Research bibliography Wiki



#### 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. Possibility of publishing it as a book



#### **Twitter**

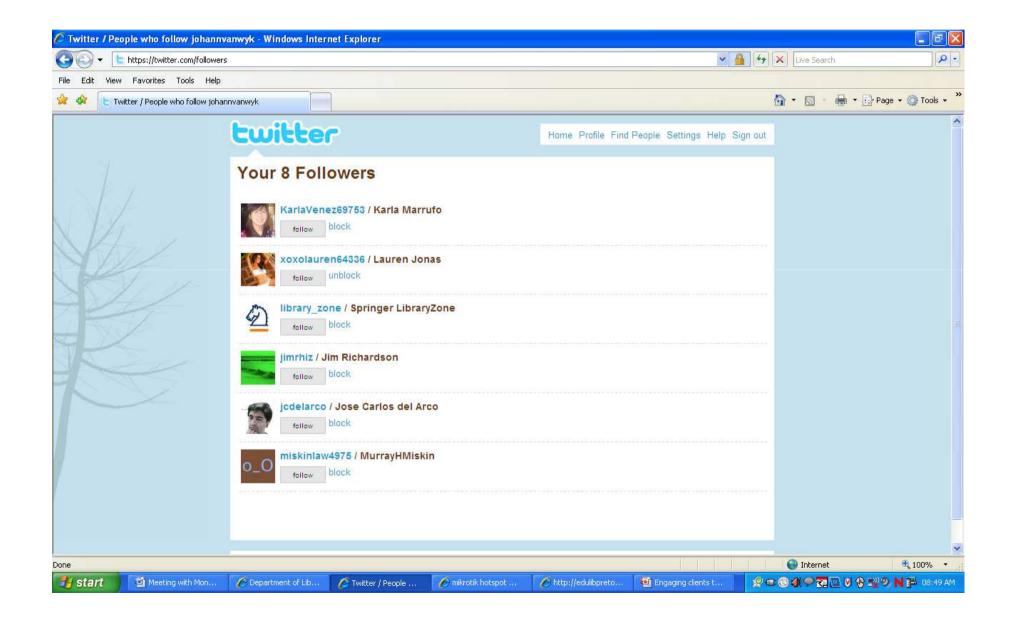
- Microblogging Site
- Allows users to write short messages/posts of 140 characters at a time



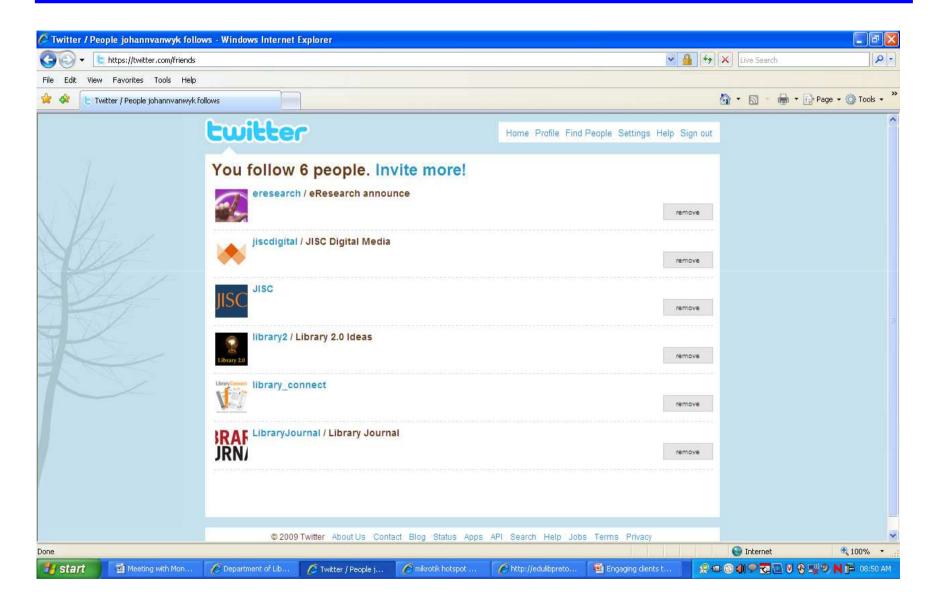
# Twitter Page



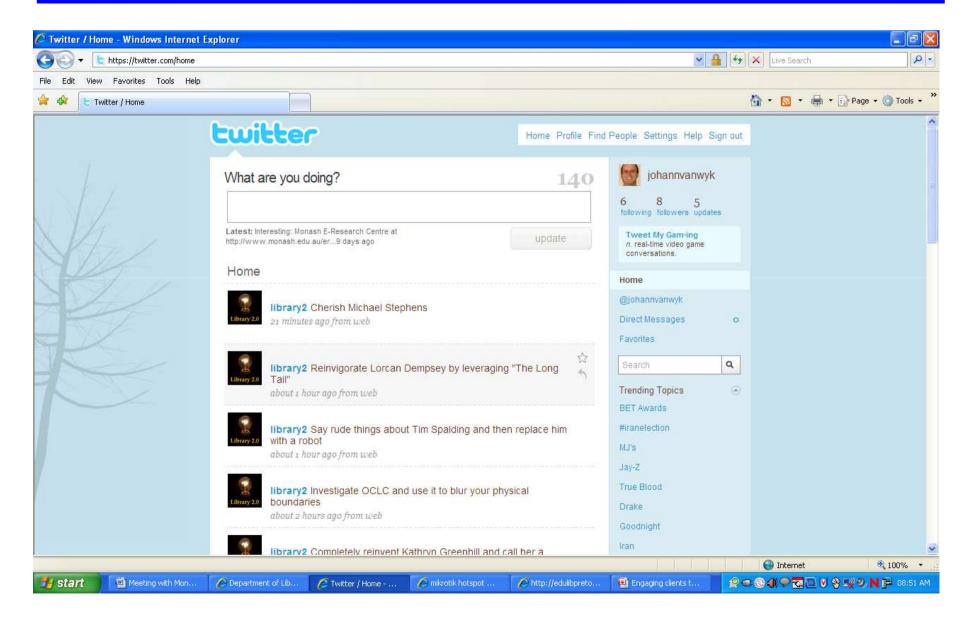
## Followers



# Following



# Following Postings



#### 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/embedded in 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



#### Flickr

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

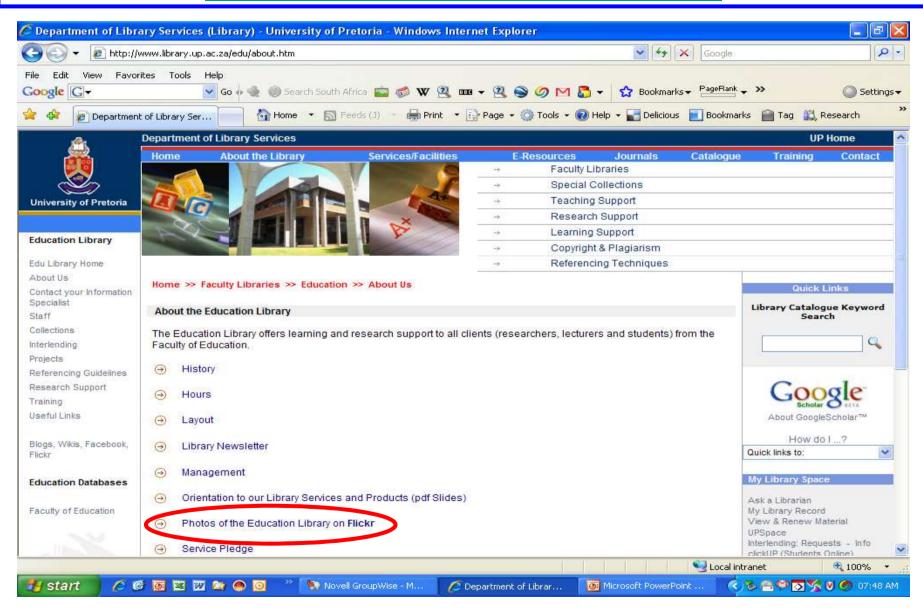
Available for Free at <a href="http://www.flickr.com/">http://www.flickr.com/</a>



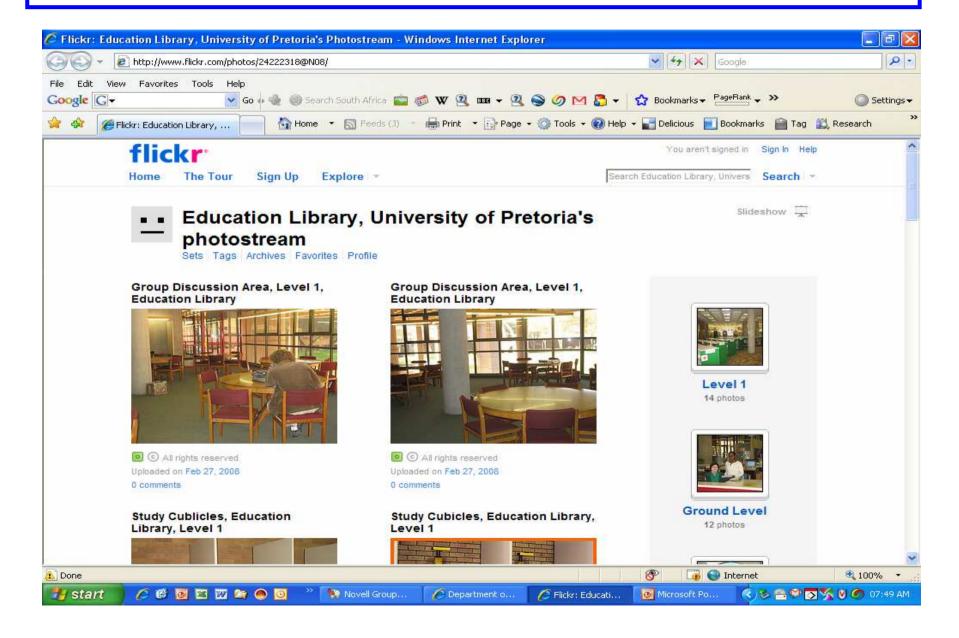


## Link on Library web page to Photos on Flickr

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



#### **UP Education Library Photos on 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



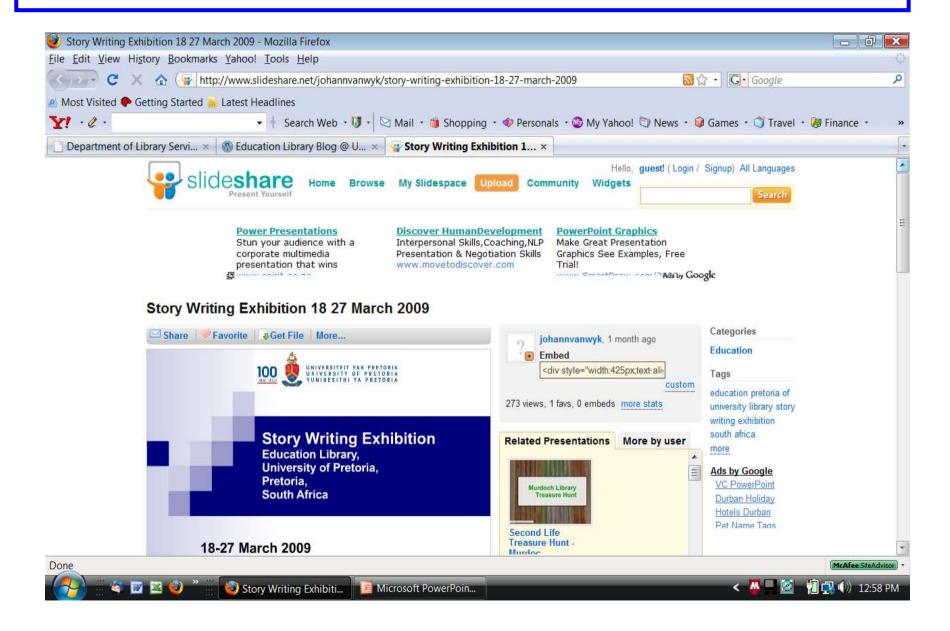
## Slideshare

 "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>

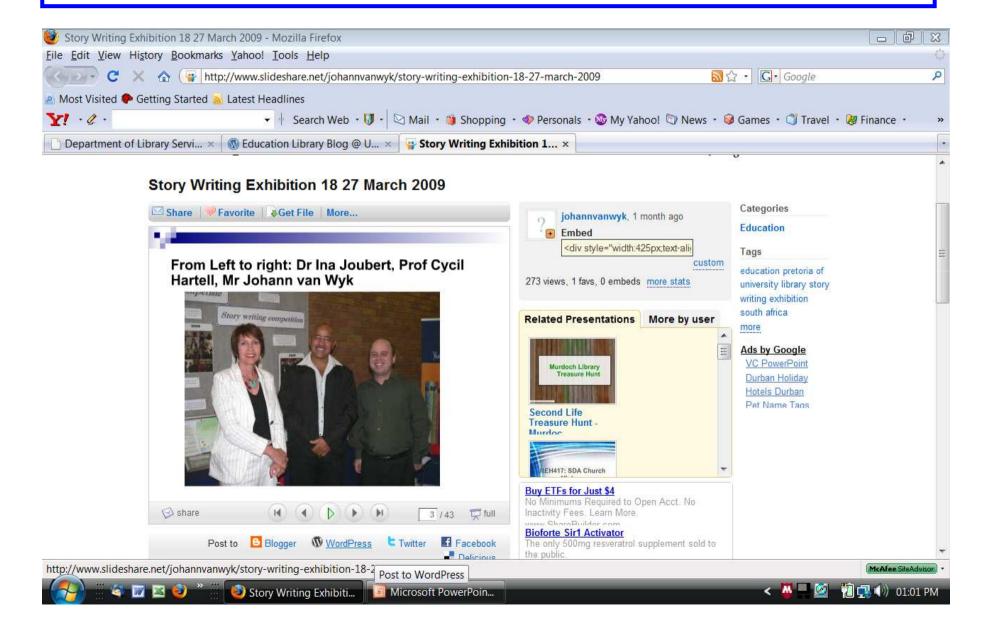




#### Slideshare



#### 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



## YouTube & Video Podcasting

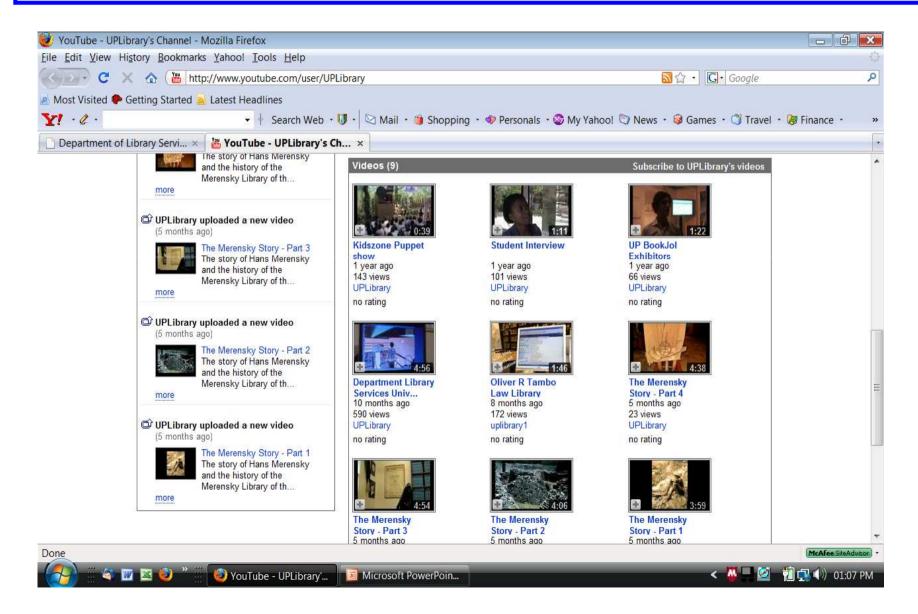


**YouTube** is a "video sharing community" - site where anyone can upload videos, search for videos, can comment, rate and make video responses to videos

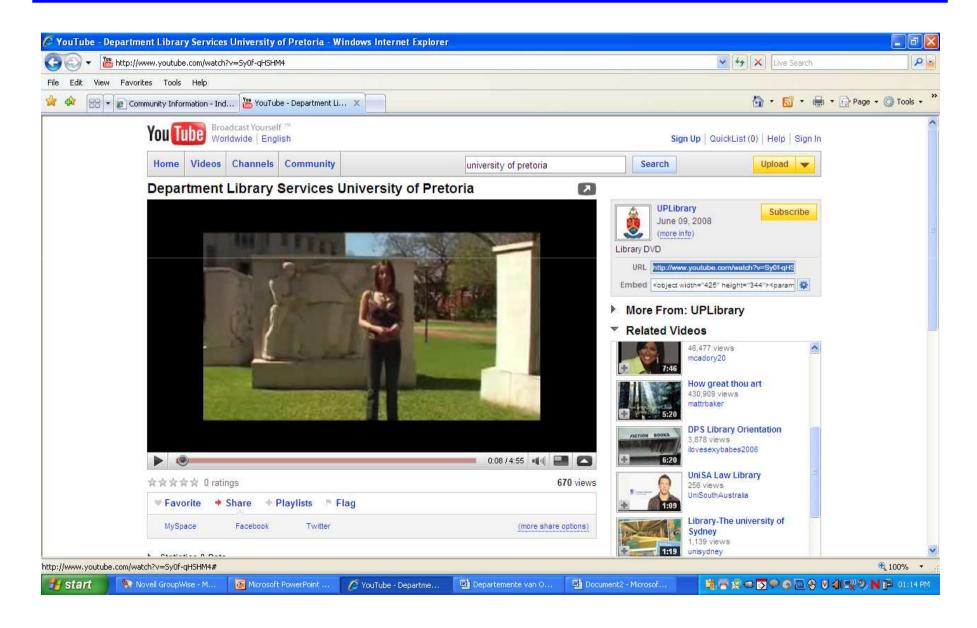
Video podcast is a term used for the online delivery of a video on demand video clip. A podcast can be distributed as a file or stream and can downloaded on a portal media player or viewed on sites like iTunes or YouTube



### Example of YouTube Channel: UP Library



### Example of library podcast on YouTube Channel



#### Value of YouTube/Podcasting

- 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



### Facebook

Facebook is a social networking site that "gives people the power to share and make the world more open and connected".

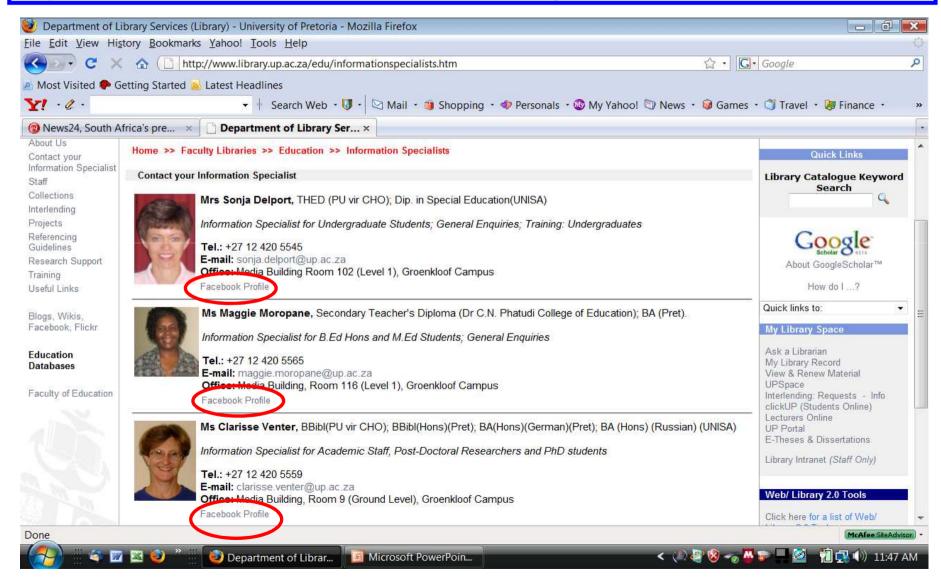
Facebook is used to "keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people you meet."

(http://www.facebook.com

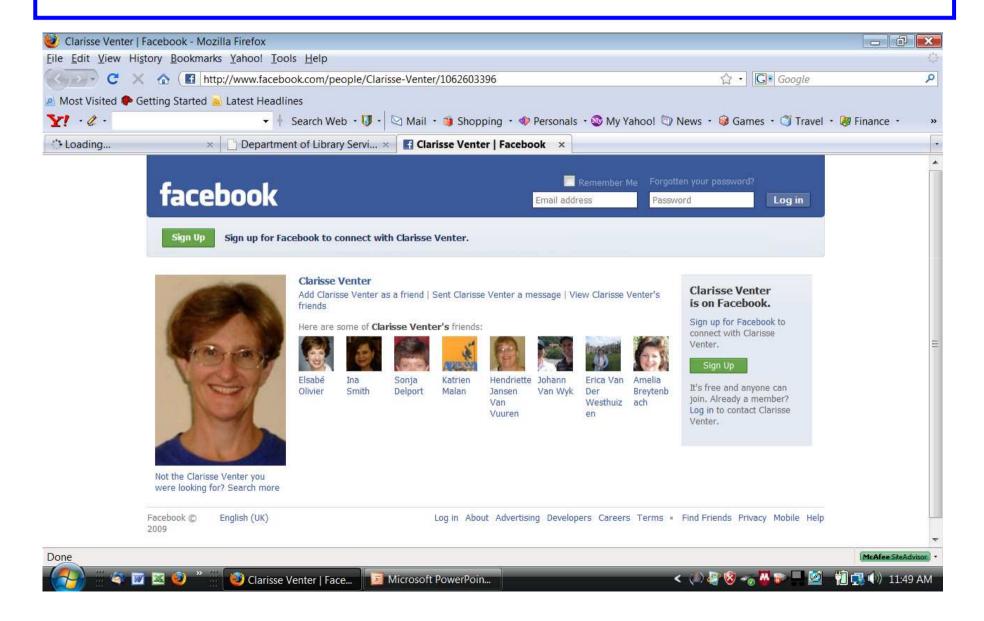




# Links to Facebook Profiles of Information Specialists/Librarians on library web site



#### Facebook Profile of information specialist /librarian



# 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.



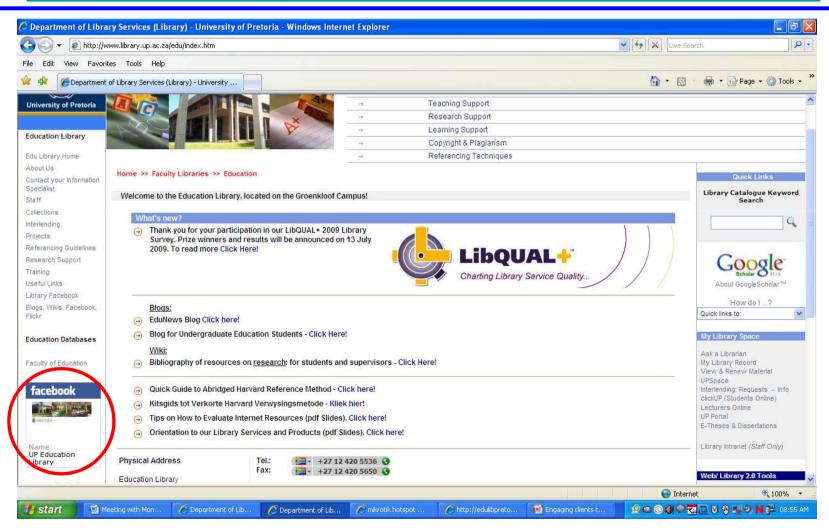
#### **Business Facebook**

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).



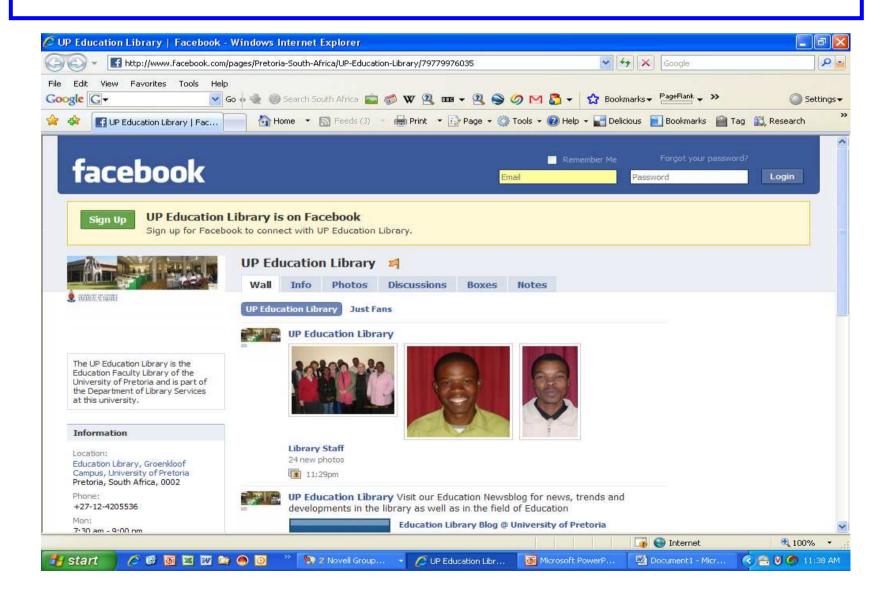
# Business Facebook: accessible from Library web page

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



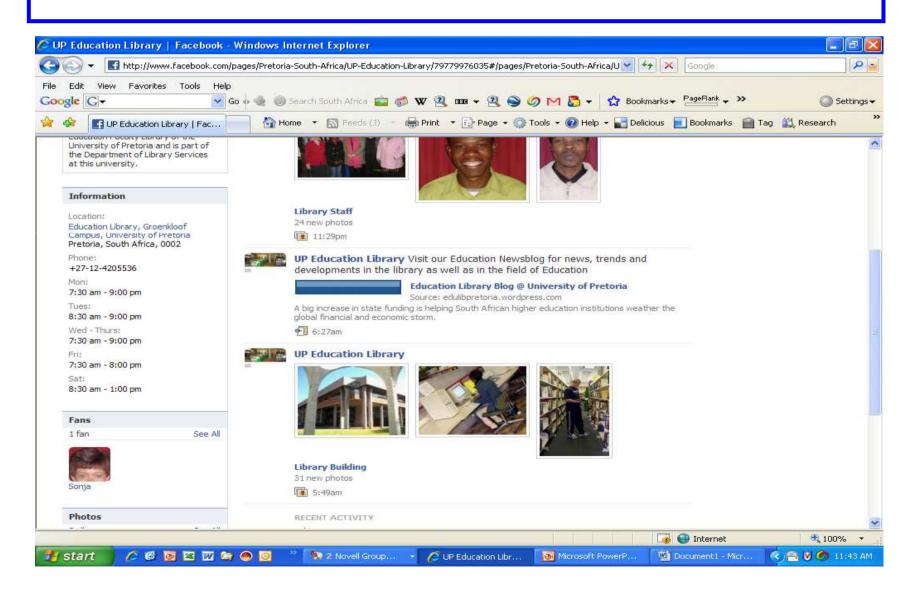
#### **Business Facebook**

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



#### **Business Facebook**

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



#### Value of 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? The UP Education Library's business facebook is still very recent; will have to see what feedback we get from "fans"



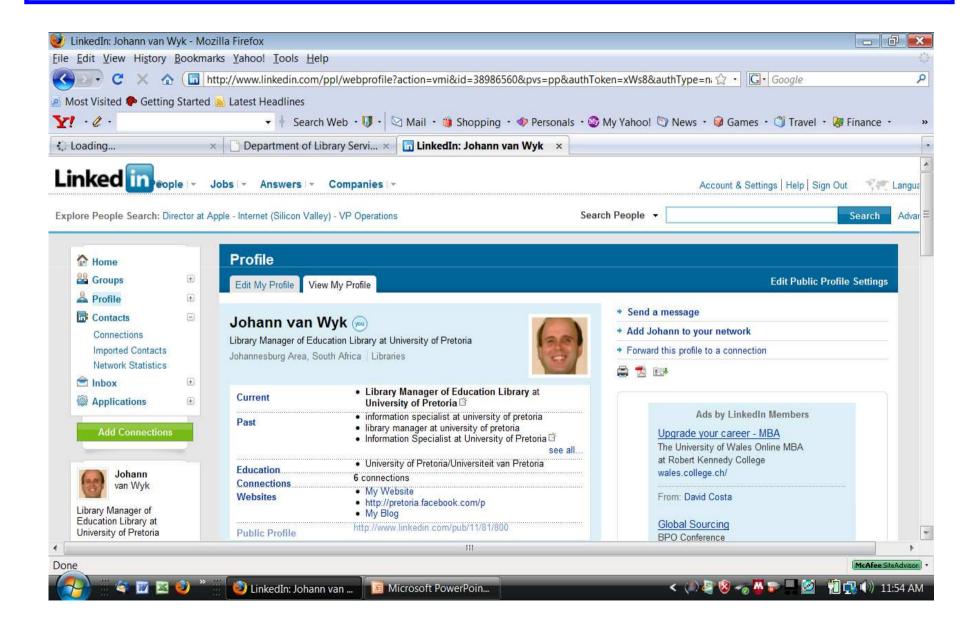
### LinkedIn

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

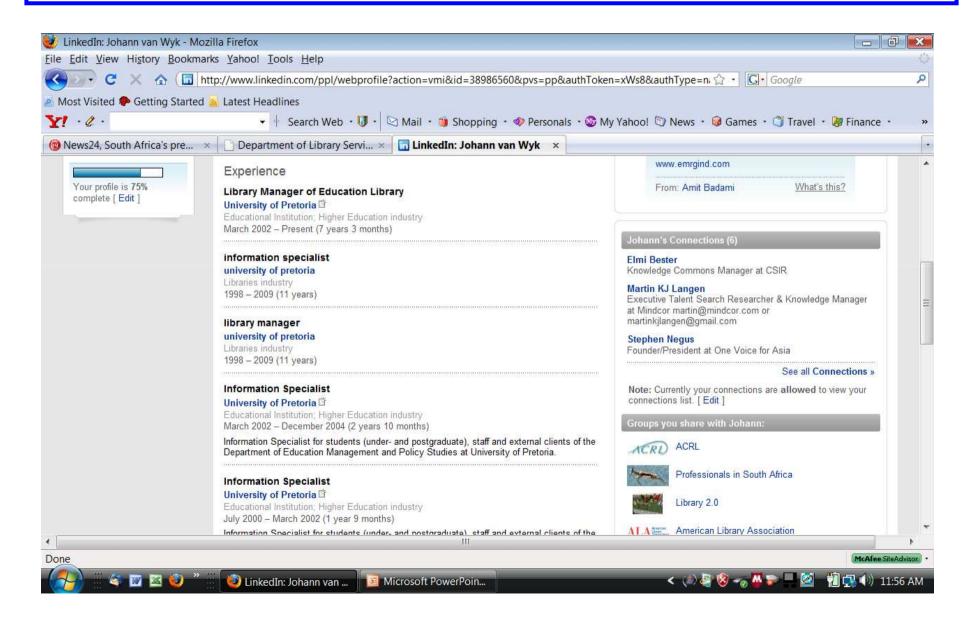




#### Example of Library Professional's Page on LinkedIn



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



### Value of LinkedIn

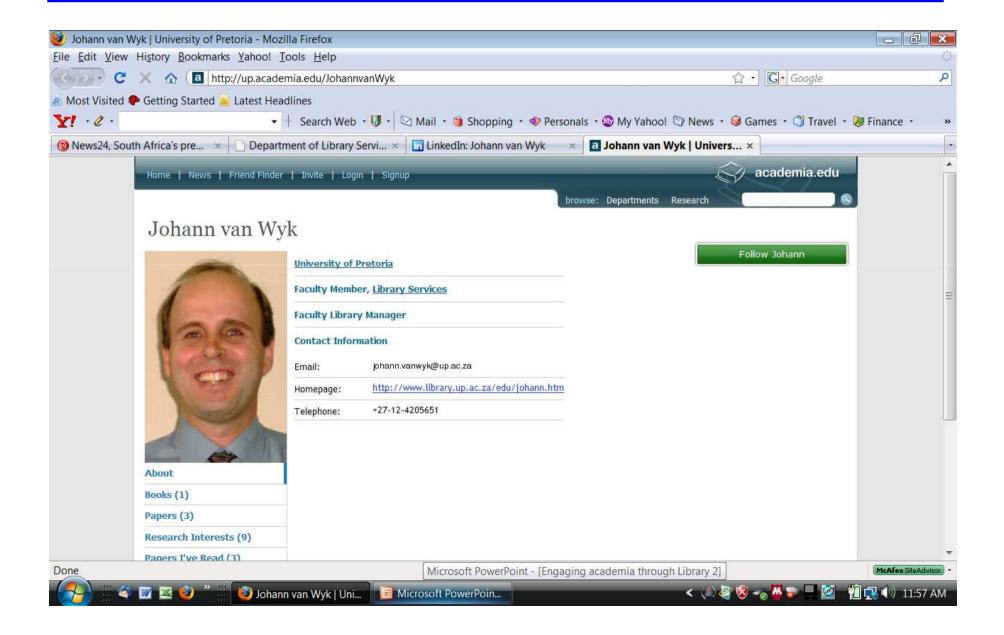
- Valuable site for networking between professionals across a variety of fields and professions
- Communities of Practice form around fields of interest
- Experts share advice, knowledge, ideas
- Ideal site to find experts/connections in specific fields
- Valuable site to use if you look for a job

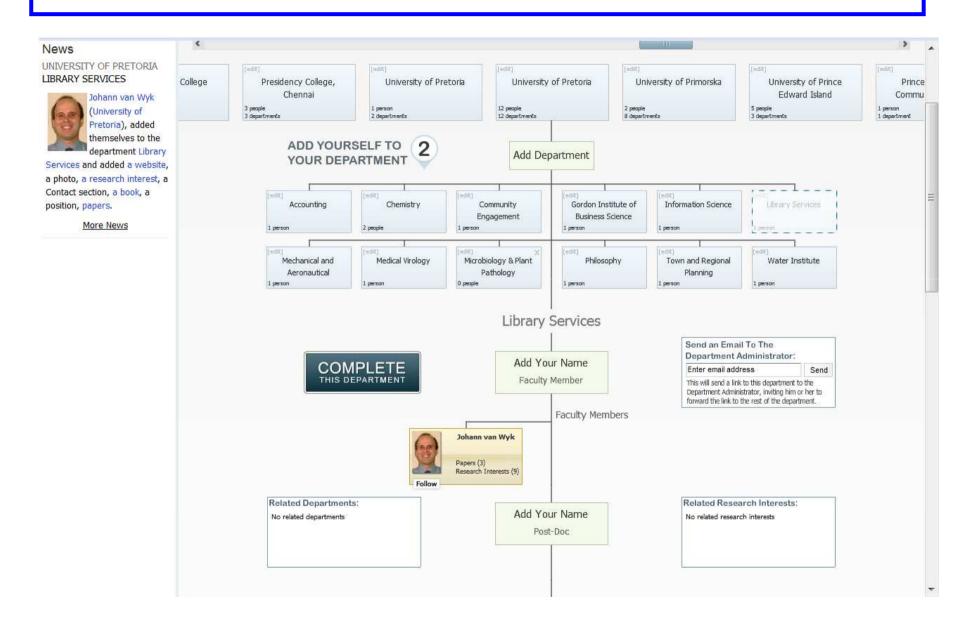


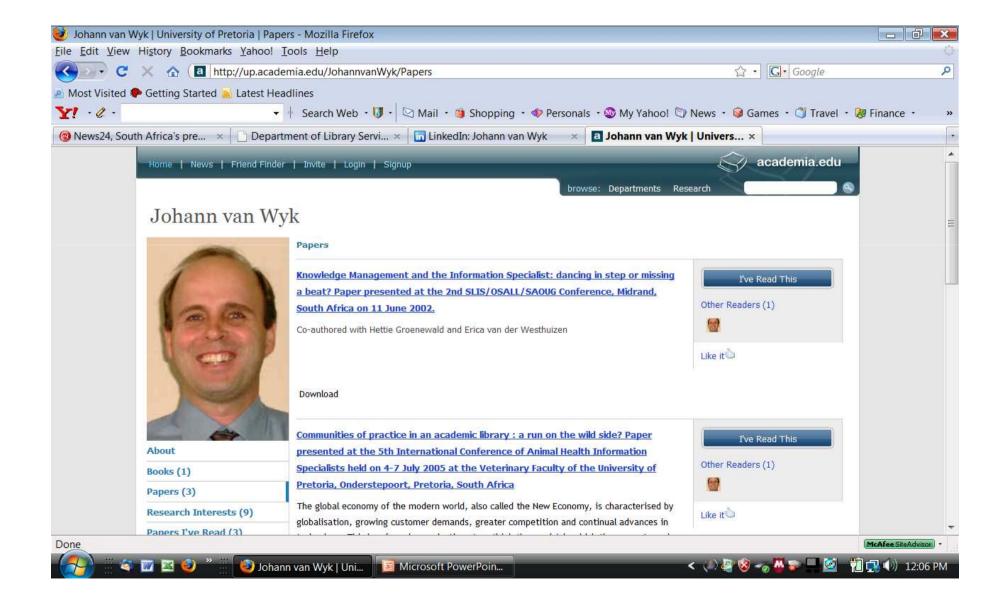
A social networking site for academics or people working in an academic environment











#### 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 <u>Internet</u>-connected computer, mobile device, website visitor, etc." (Wikipedia)

#### **Examples:**

- Google Earth
- Google Latitude <a href="http://www.google.com/intl/en\_us/latitude/intro.html">http://www.google.com/intl/en\_us/latitude/intro.html</a>
- 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>

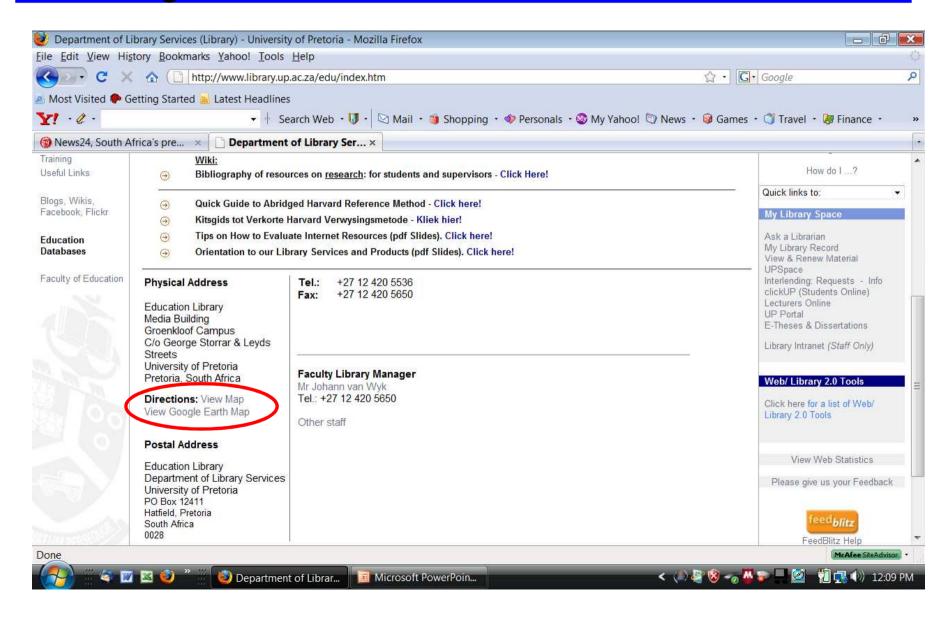


# Google Earth

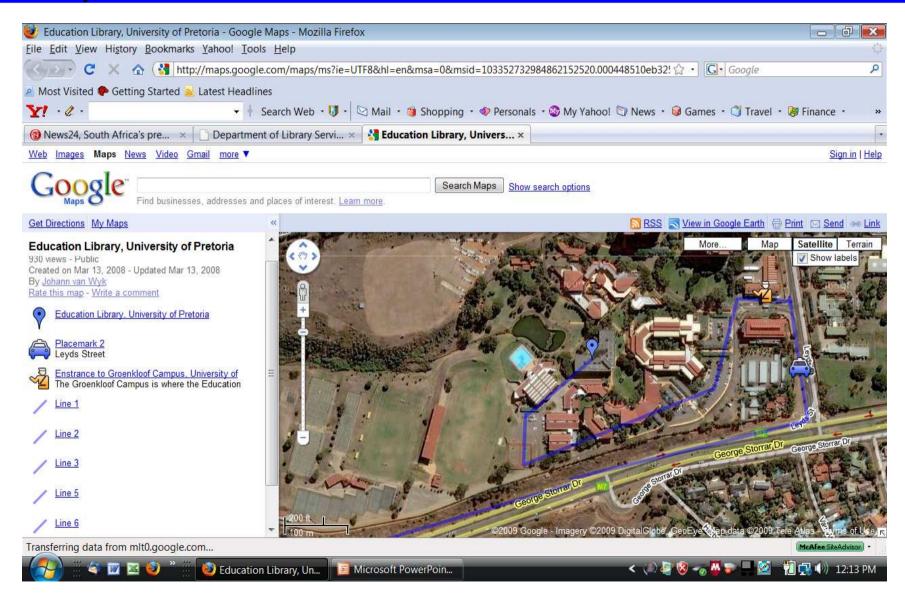
"Google Earth lets you fly anywhere on Earth to view satellite imagery, maps, terrain, 3D buildings, from galaxies in outer space to the canyons of the ocean. You can explore rich geographical content, save your toured places, and share with others" (Google Earth Site)



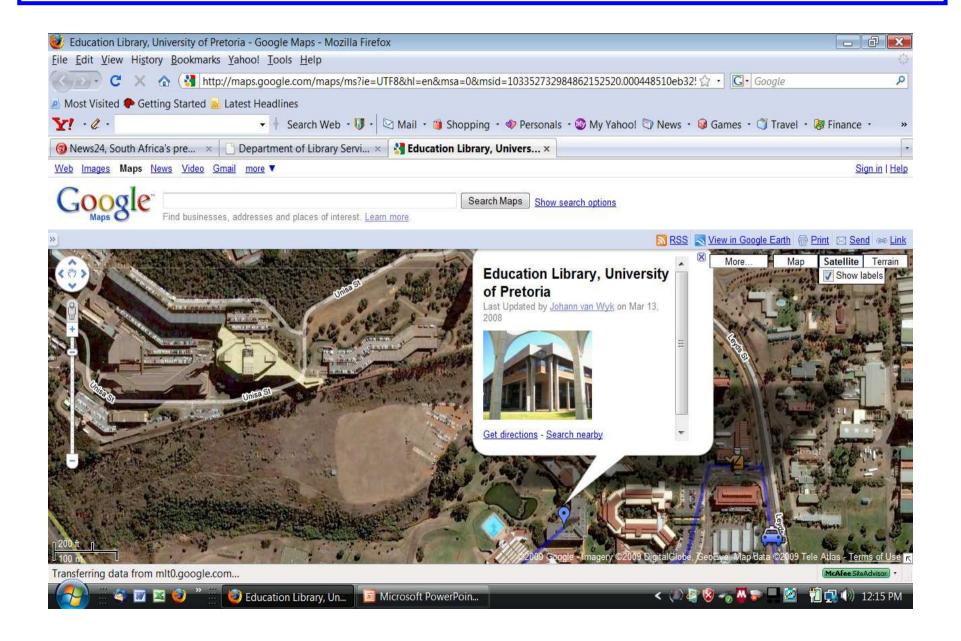
# Link to Google Earth from UP Education Library's Web Page



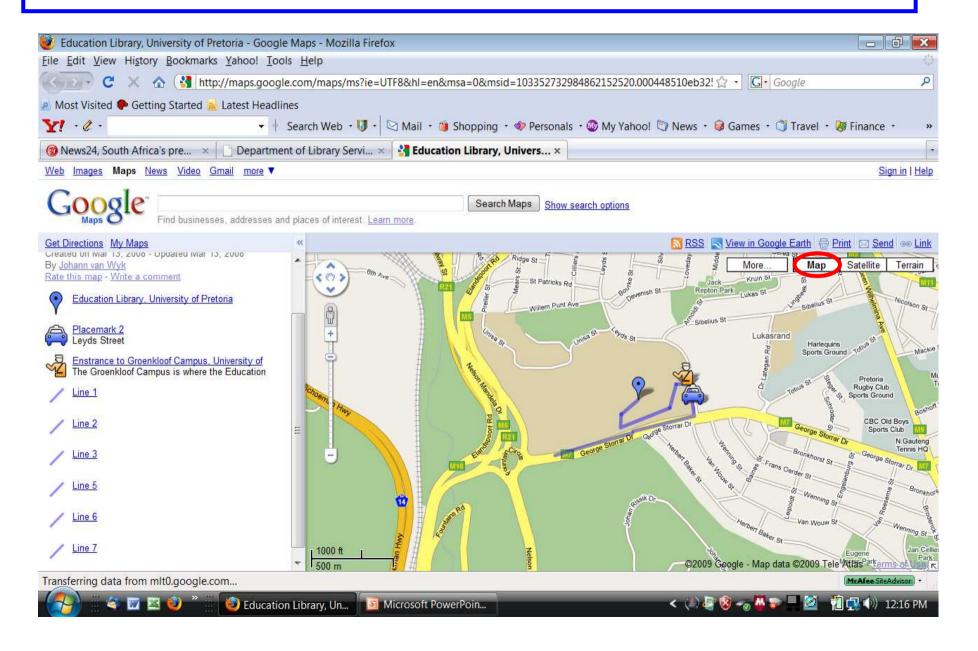
# Google Earth Satellite Photo of UP's Education Campus



#### Bookmark to Education Library on Google Earth Photo



#### Google Earth Map of UP's Education Campus



# 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









# **RSS Feeds**

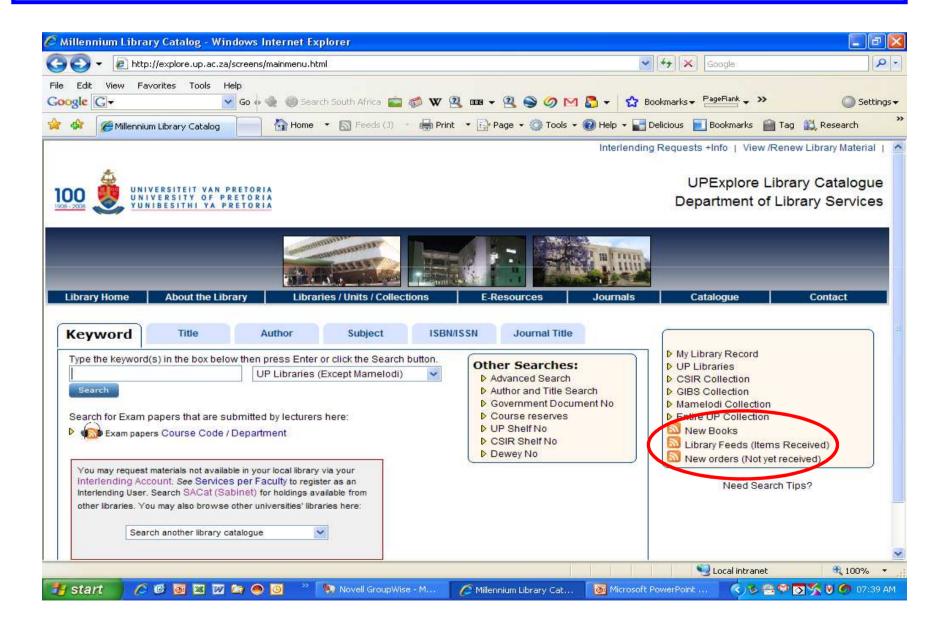
• "RSS (most commonly translated as "Really Simple Syndication" but sometimes "Rich Site Summary") is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format." (Wikipedia)



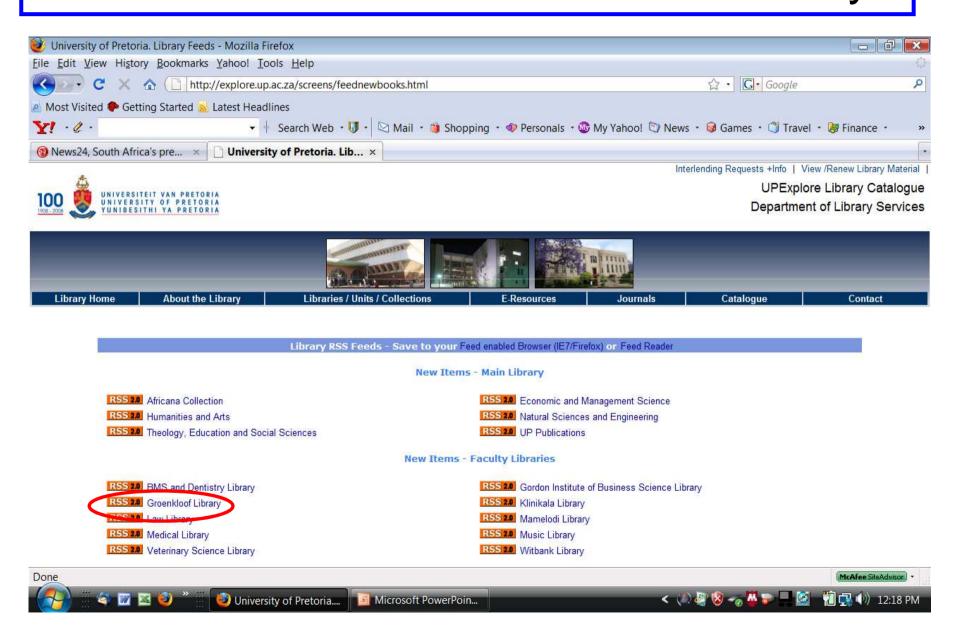




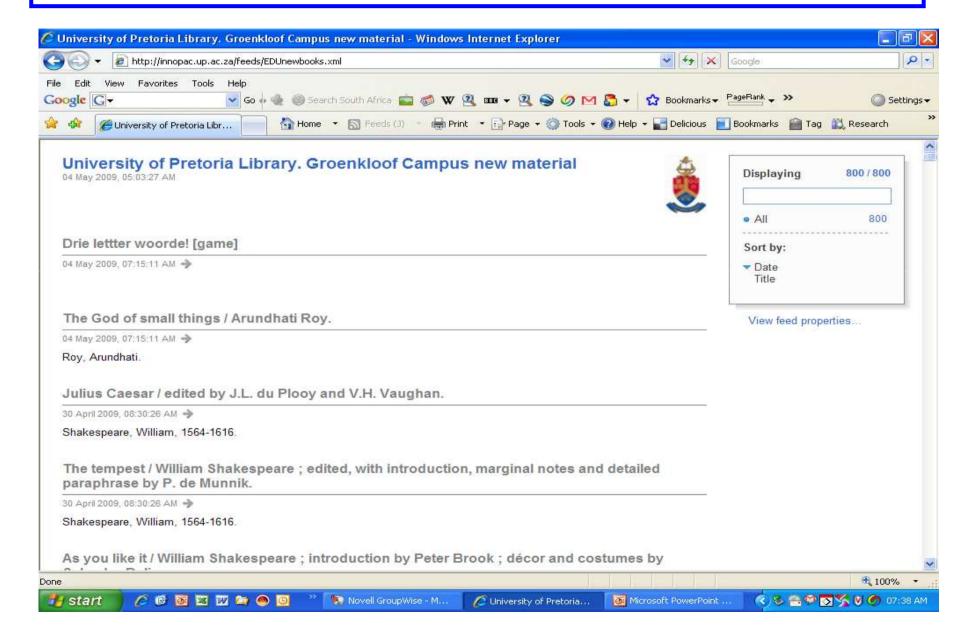
## RSS Feed to new books in the Library



# RSS Feed to new books in the Library



### RSS Feed to new books in the Library



#### 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



# Lessons learned from the implementation of Web 2.0 tools

- Convince your top management and IT department of the value of these tools
- Identify one or two tools to start experimenting with
- 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



### Possible future developments

- Game for information literacy training
- Virtual Research Environment for Information Literacy Training



# **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 was available as Open Source

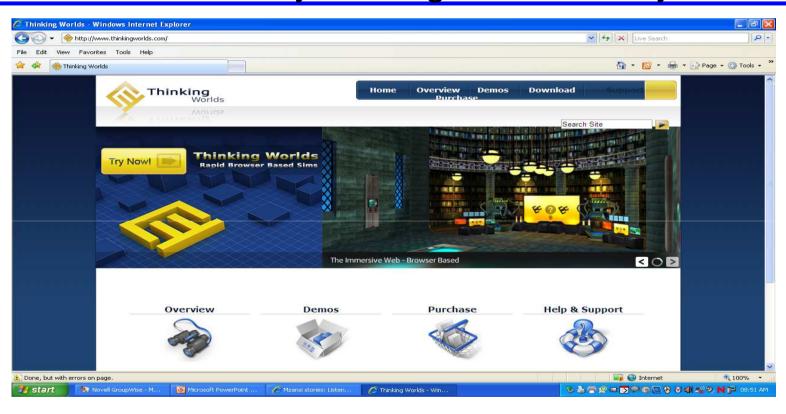


# Game for information literacy training at UP Library

- 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)



# 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 <a href="http://www.thinkingworlds.com/">http://www.thinkingworlds.com/</a> This software was previously available as Open Source, but can now only be had at a cost.

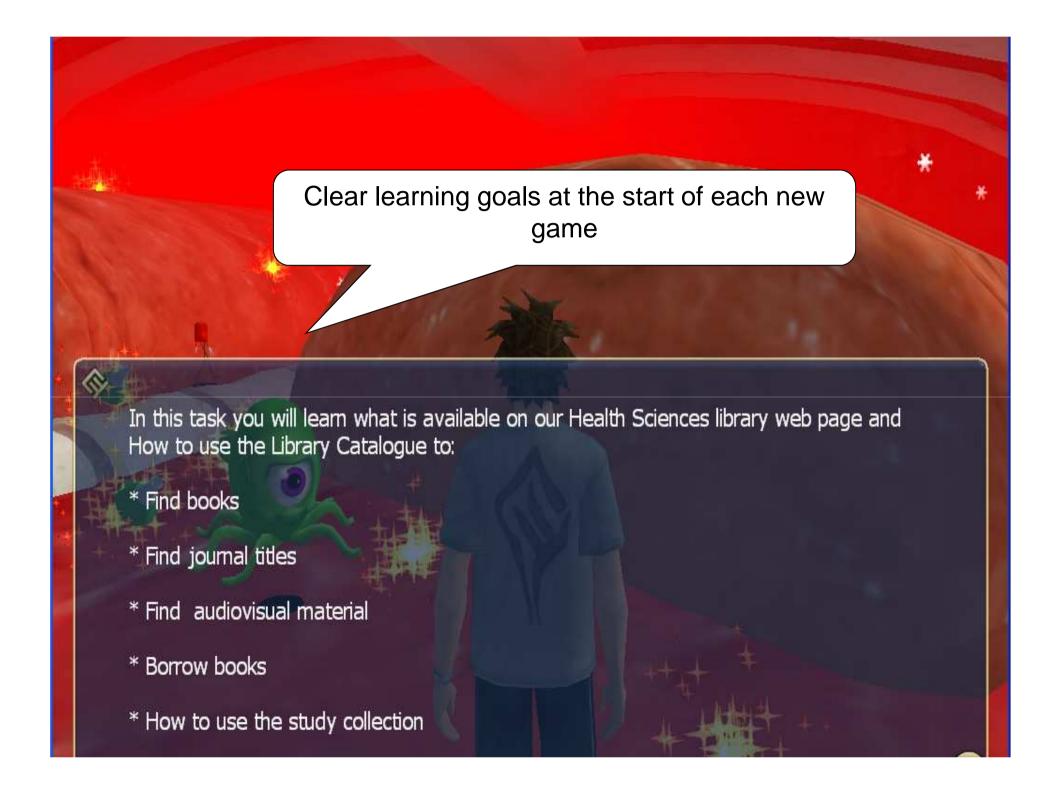


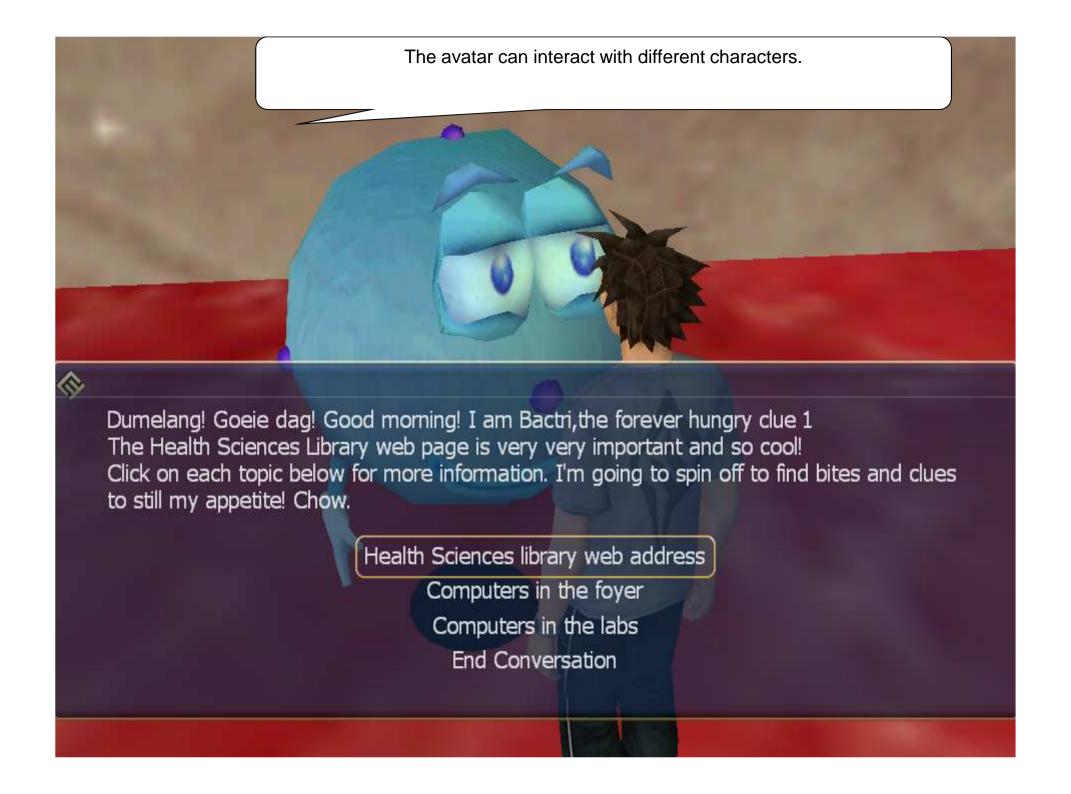
# Task instruction are given at the start of the game

In this game you will have to search for ten characters

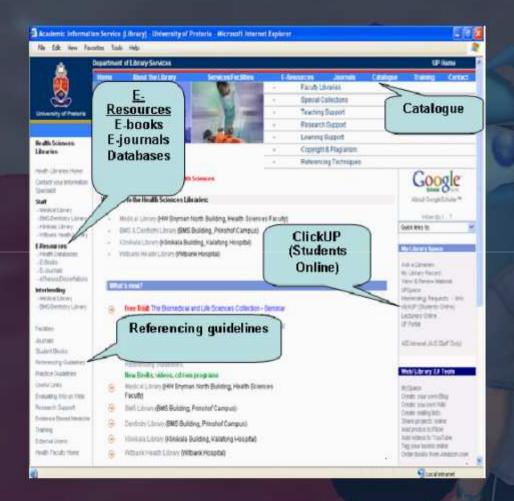
- \* Each character will have a clue
- \* You cannot proceed to the next clue if you do not have all the previous clues
- \* All the information given in each clue is important and all the topics must be read
- \* You must answer the questions on your PDA icon on the computer after you have found all 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!!



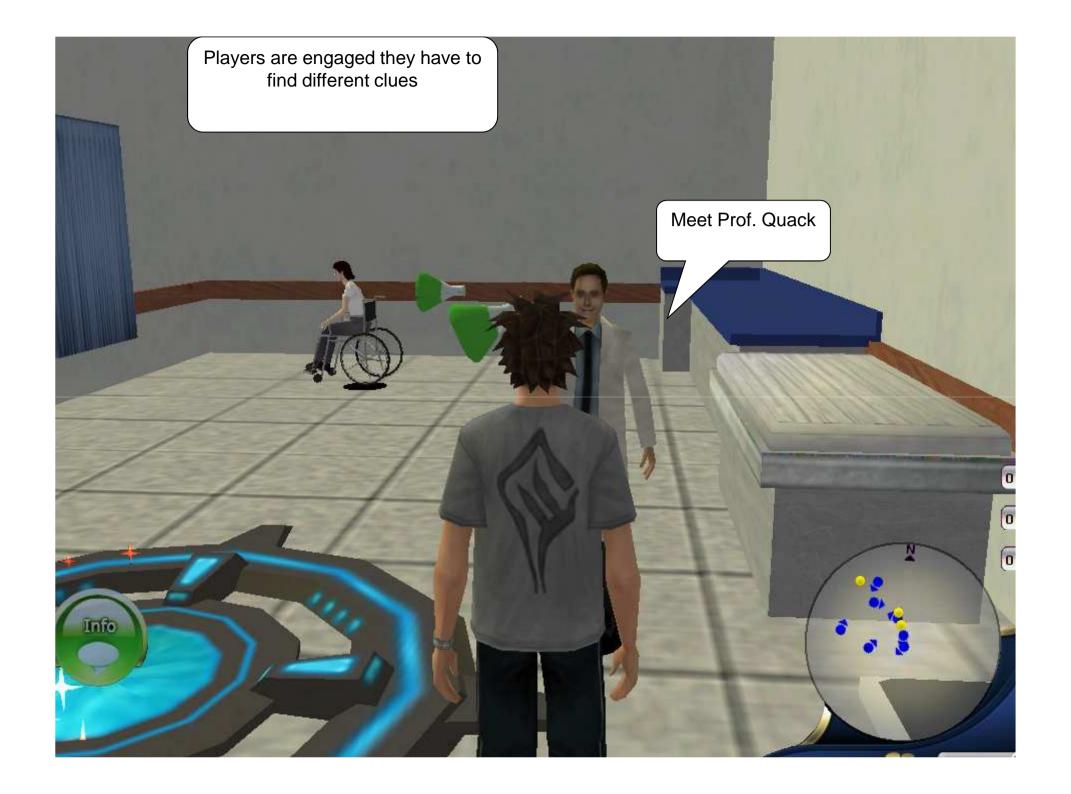






Each character provides information









# 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"



#### Virtual Research Environment (VRE)

A Virtual Research Environment (VRE) comprise digital infrastructure and services which enable research to take place. A VRE is best viewed as a framework into which tools, services and resources can be plugged



**Conclusion:** the infrastructure needs much work to be converted to an integrated VRE

Repositories:
research results;
experiments;
literature &
documents

**Consolidated SAMI VRE components** 

Web/wiki/blog: search engines, databases; researchers & topics; funders, portals, communication, projects

Identification of research area

Literature review & indexing

Orange: some Yellow: all

Red: none

Internal shared database of indexed articles

Skype, smart board, video conferences

Real time communication

artifacts

Dissemination &

collaborators

Identification of

Proposal writing

Identification of

funding sources

Document management system

software e.g.

MS / Open

E-learning system for researchers

(Collaborative)
Electronic Lab
book

Integrated data management system

Training / mentoring etc

Scientific workflow

Project management

Servers with data files

Sophisticated instruments that generate digital information and data

Mathematical modelling tools; numerical algorithm tools; simulation software; in silico experiments Access to research networks & super computers; access to labs with in silico screening +

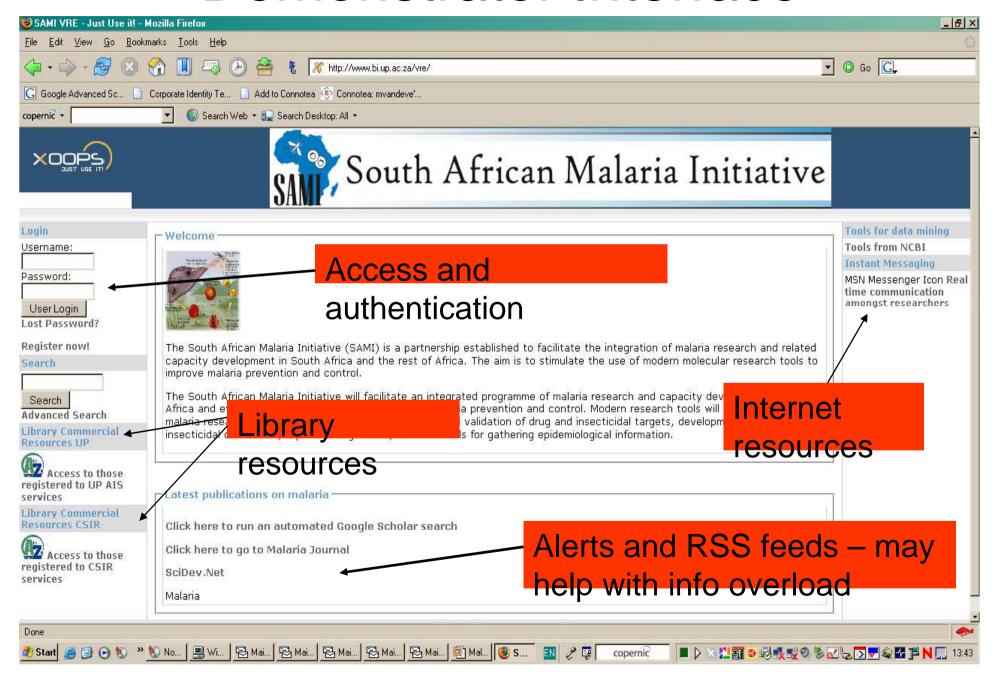
Project management system

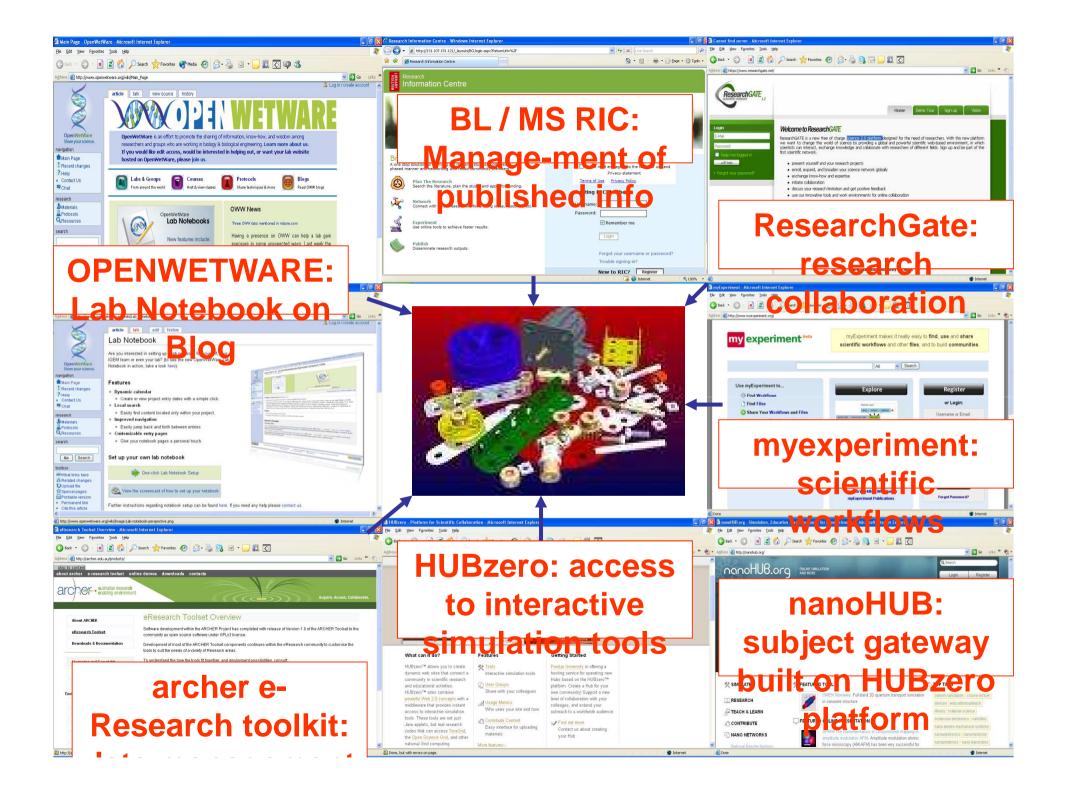
Generic

Office

(Free) Data analysis software

## Demonstrator Interface





#### Conclusion

In the 21<sup>st</sup> 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 the question is not <u>if</u> libraries should embrace these tools, but <u>how</u> these tools can be used effectively to engage our clients.

This is where our clients are, and we should meet them there!



#### References

- Ask the eConsultant. [Online] available at <a href="http://blog.econsultant.com">http://blog.econsultant.com</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 Library 2.0. [Online] available at <a href="http://en.wikipedia.org/wiki/Library\_2.0">http://en.wikipedia.org/wiki/Library\_2.0</a>
- Definition of Web 2.0. [Online] available at <u>thehatchergroup.wordpress.com/2008/05/08/glossary-of-new-media-terminology/</u>
- Education Library Blog @ University of Pretoria
   [Online] available at <a href="http://edulibpretoria.wordpress.com">http://edulibpretoria.wordpress.com</a>



# References (Continued)

- 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>
- Google Earth Map of Education Library. [Online] available at <a href="http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=103352732984862152520.000448510eb325d5c7f5c&ll=-25.770533,28.208288&spn=0.004338,0.007231&t=h&z=17">http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=103352732984862152520.000448510eb325d5c7f5c&ll=-25.770533,28.208288&spn=0.004338,0.007231&t=h&z=17</a>
- Google Translator Widget. [Online] available at <u>http://www.googletranslategadget.blogspot.com/</u>
- Johann van Wyk on LinkedIn. [Online] available at <a href="http://www.linkedin.com/pub/11/81/800">http://www.linkedin.com/pub/11/81/800</a>
- Johann van Wyk on Academia.edu. [Online] available at <a href="http://up.academia.edu/JohannvanWyk">http://up.academia.edu/JohannvanWyk</a>
- Jonathan's Blog. [Online] available at <a href="http://www.jonathansblog.net">http://www.jonathansblog.net</a>



# References (Continued)

- Pienaar, H. & Van Deventer, M. 2009. Conceptual framework for a Malaria VRE in South Africa. Paper delivered at The Research Information Centre Stakeholder Event London, 23 March 2009
- Researchbibliography Wiki: bibliography of resources on research: for students and supervisors. [Online] available at <a href="http://researchbibliography.wikispaces.com/">http://researchbibliography.wikispaces.com/</a>
- RSS Feed to new books in the Education library. [Online] available at <a href="http://innopac.up.ac.za/feeds/EDUnewbooks.xml">http://innopac.up.ac.za/feeds/EDUnewbooks.xml</a>
- Story writing exhibition on Slideshare. [Online] available at <a href="http://www.slideshare.net/johannvanwyk/story-writing-exhibition-18-27-march-2009">http://www.slideshare.net/johannvanwyk/story-writing-exhibition-18-27-march-2009</a>
- Undergraduate Education Blog [Online] available at: <a href="http://undergraduate-edu-blogspot.com">http://undergraduate-edu-blogspot.com</a>

# References (Continued)

- UP 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>
- UP Library's YouTube Channel [Online] available at <a href="http://www.youtube.com/user/UPLibrary">http://www.youtube.com/user/UPLibrary</a>

