

Web 2.0 and Information Professionals: Presentation to information specialists of the UPLS on 8 February 2011 by Johann van Wyk



Overview of the presentation



- Definition of Web 2.0, Library 2.0
- Library 1.0 versus Library 2.0
- 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 and what value they have for libraries
- Conclusion



Web 2.0





Web 2.0







flickr.com/photos/oceanflynn/315385916

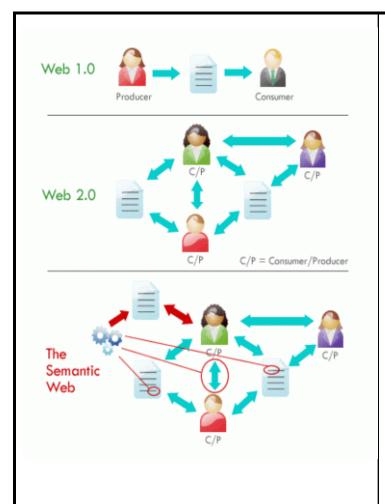
Refers to a supposed <u>second-generation</u> of <u>Internet-based services</u> - such as social networking sites, blogs, wikis, communication tools, and folksonomies - that let people <u>collaborate</u> and <u>share information online</u> in ways previously unavailable."

(thehatchergroup.wordpress.com/2008/05/08/glossary-of-new-media-terminology/)



Web 1.0, 2.0 and 3.0





Web 1.0 is a one-way platform

Web 2.0 is a two-way/multiway platform where participation is the key-word

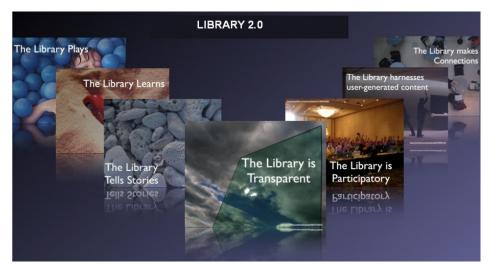
Web 3.0 shows more intelligence: the "web machine" learns, suggests and anticipates what people like and would like to get



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 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)





Characteristics of Library 1.0

- The users who have needs is outnumbering those whose needs we are meeting
- Offering services that are not wanted by a majority of our population
- Prepare & plan for years, implement the plans, but then tend to walk away without constant follow up
- A restricted place
- Governed by hierarchies
- Rigid boundaries
- Underpinned by change avoidance

(Pradhan & Panighahi, 2010)





Characteristics of Library 2.0

- Constant & Purposeful change
- User participation in the creation of physical and virtual service they want
- The library harnesses user-generated content
- Socially rich
- The library makes connections (collaboration)
- Consistent evaluation of services & products
- Creation of new services not possible before, e.g. virtual reference, personalised online access catalogue interfaces (e.g. MyLibrary, MyCatalog)
- The Library has a presence where its users are
- Downloadable media/Multi-media

(Pradhan & Panighahi, 2010)





Examples of the move from Library 1.0 to Library 2.0

2.0

(Maness, 2006)

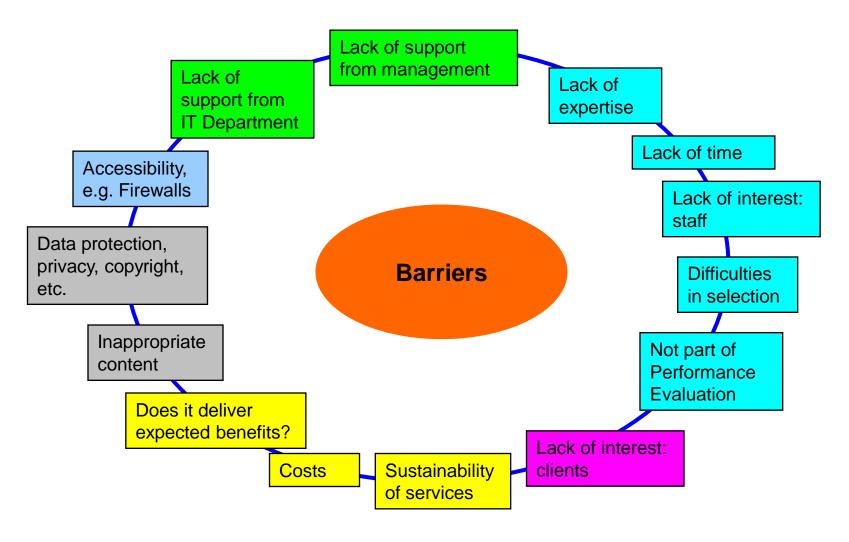
Library 1.0	Library 2.0
E-mail reference/ Q&A pages	Chat reference
Text-based tutorials	Streaming media tutorials with interactive databases
E-mail mailing lists, web pages	Blogs, Wikis, RSS feeds
Controlled classification schemes	Tagging coupled with controlled schemes
OPAC (Online Public Access Catalogue)	Personalised social network interface
Catalogue of largely reliable print and electronic holdings	Catalogue of reliable and suspect holdings, web pages, blogs, wikis etc



Different Types of Web 2.0 tools

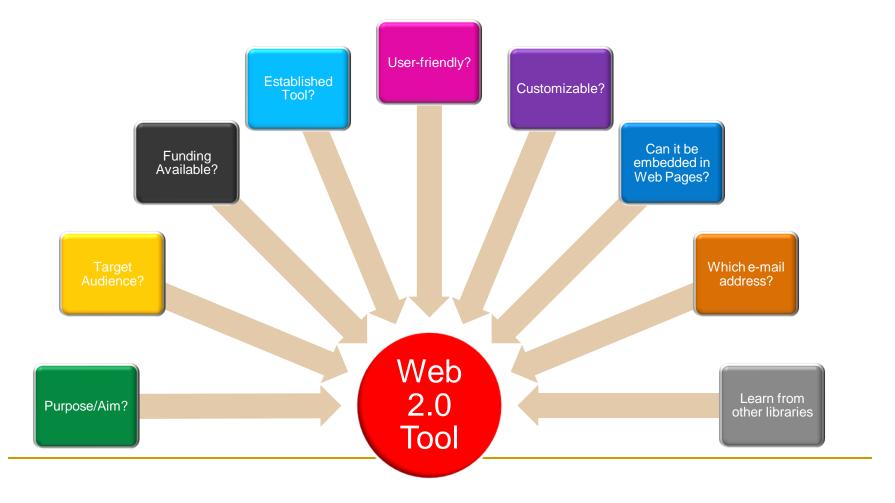
Type	Tool
Authoring Tools	Blogs, Mobile Blogs, Glogs, Wikis, Twitter
Communication Tools	Skype, Dimdim, Chat
Archiving/Marketing Tools	Flickr, Slideshare, YouTube. Podcasts
Social Networking Tools	Facebook, LinkedIn, Academia.edu
Geo-location Tools	Google Earth. Google Latitude, Yahoo Maps, Microsoft Bing Maps
Alerting Tools	RSS Feeds
Virtual Worlds	Second Life, Active Worlds, Kaneva, World of Warcraft
Gaming Tools	Thinking Worlds
Bookmarking/Tagging Tools	del.icio.us, CiteULike
Digital Repositories	UPSpace (DSpace)
Virtual Research Environments	Sakai, Researchgate, MyExperiment etc

Potential Barriers to using Web 2.0 tools



Implementing a Web 2.0 tool





Authoring Tools



- Blogs
- Mobile Blogs
- Glogs
- Wikis
- Twitter



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 reversechronological order" (Wikipedia)



Blogging software



- Blogger: <u>www.blogspot.com</u>
- Wordpress: <u>www.wordpress.com</u>
- Internal Blogs
- Etc.



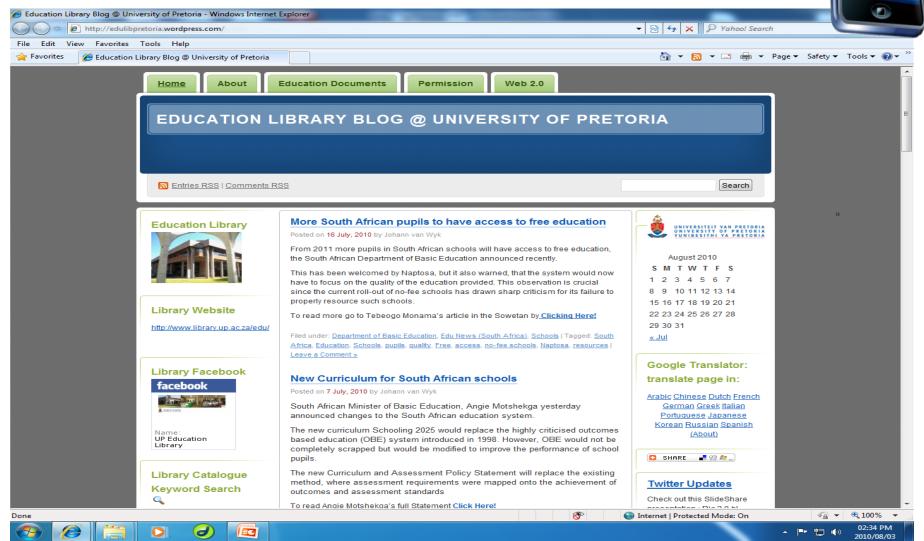
https://www.blogger.com/



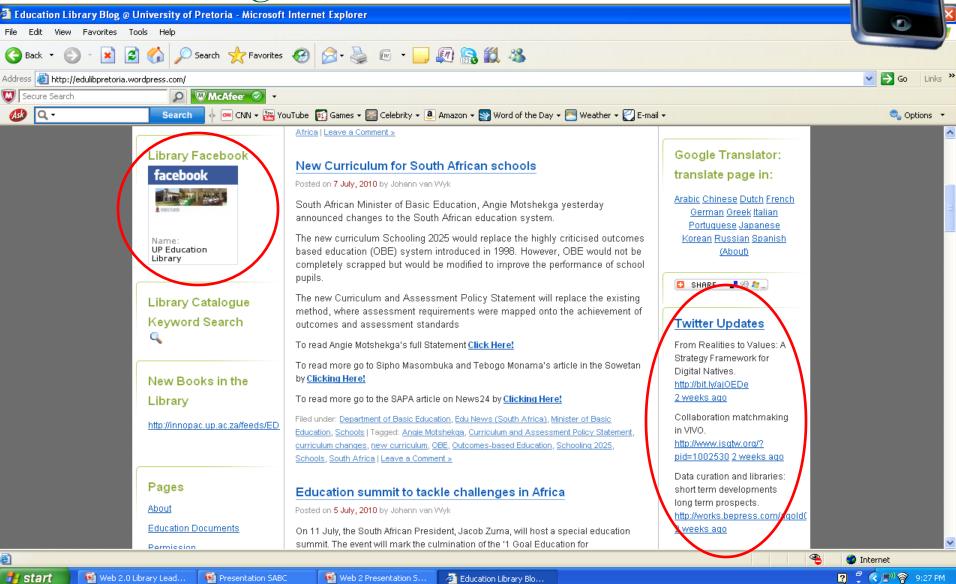
http://www.aoddesign.com/blog/resources/



Example of a Library Blog on Wordpress: Education Library Blog @ University of Pretoria

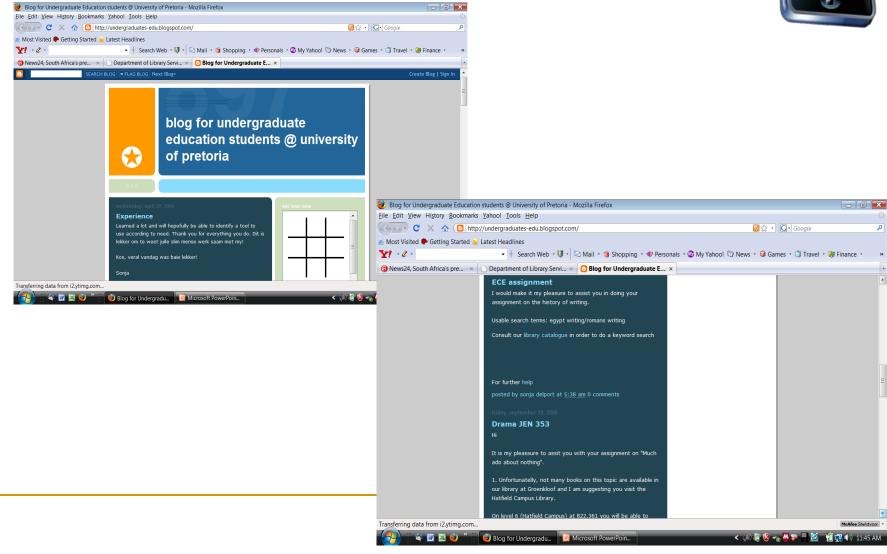


Integration of other Web 2.0 tools within Blogs



Example of a library blog on Blogger





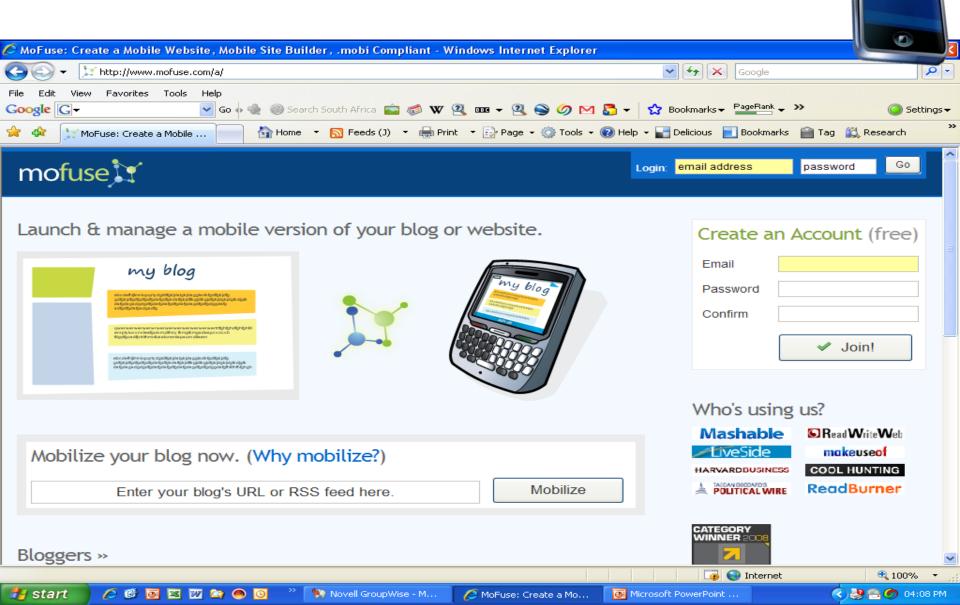
Types of Blogs in a library environment

2.0

- 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



Mobile Blogs (Moblogs)



UP Education Library Moblog



On a normal cell phone



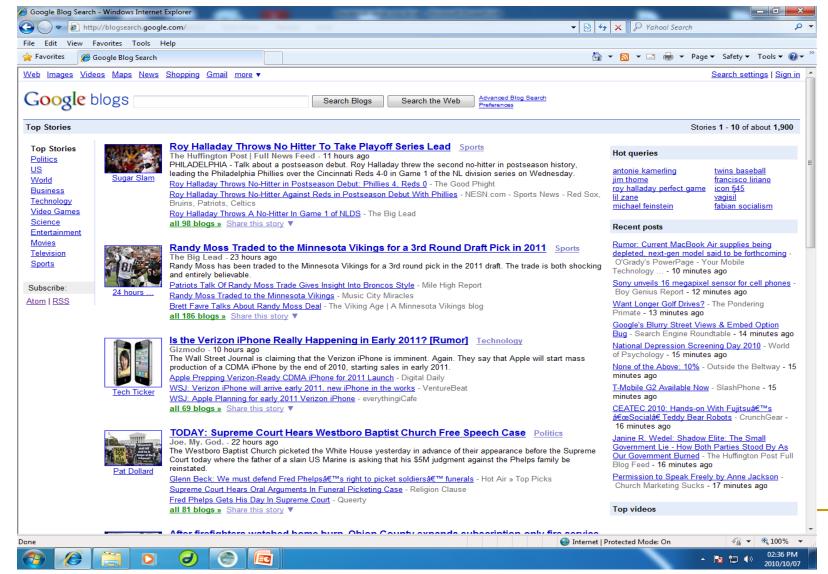
On an iPhone





Searching blogs

http://blogsearch.google.com



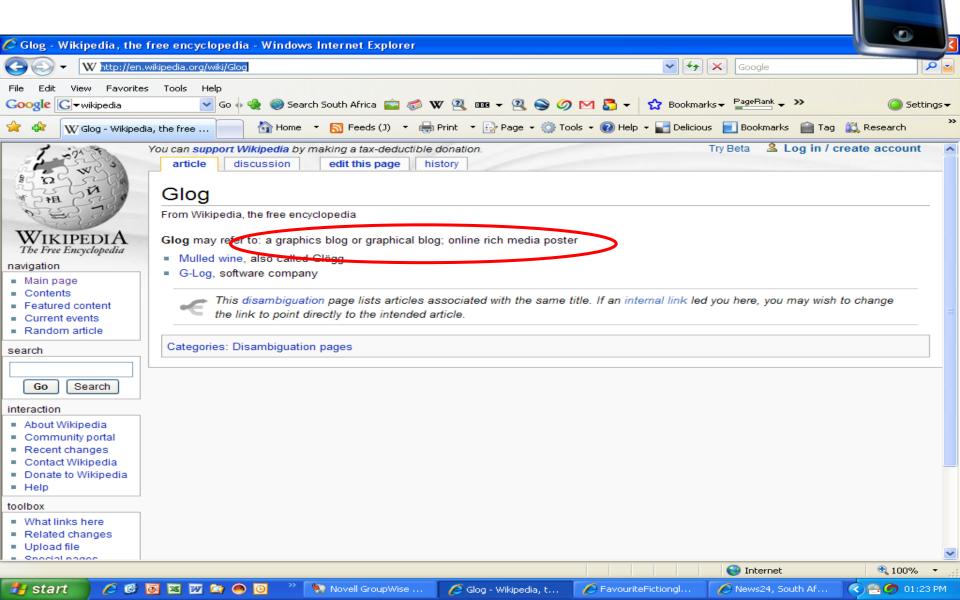
Value of a blog for a library



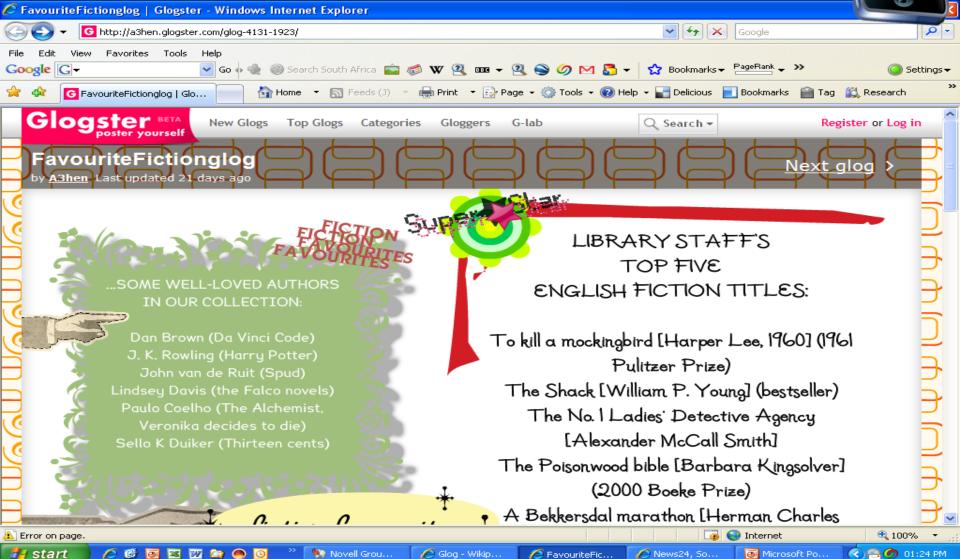
- Can be developed for free
- Library has presence in the blogosphere
- Blog postings are picked up by Google Search, Google News
- Get feedback/interaction with library users
- Sharing of information/news on regular basis
- Good statistical feedback
- Readership/Users wider than your normal user community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



Example of a Glog: UP's Favourite Fiction Glog



Value of Glogs

2.0

- 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



Definition

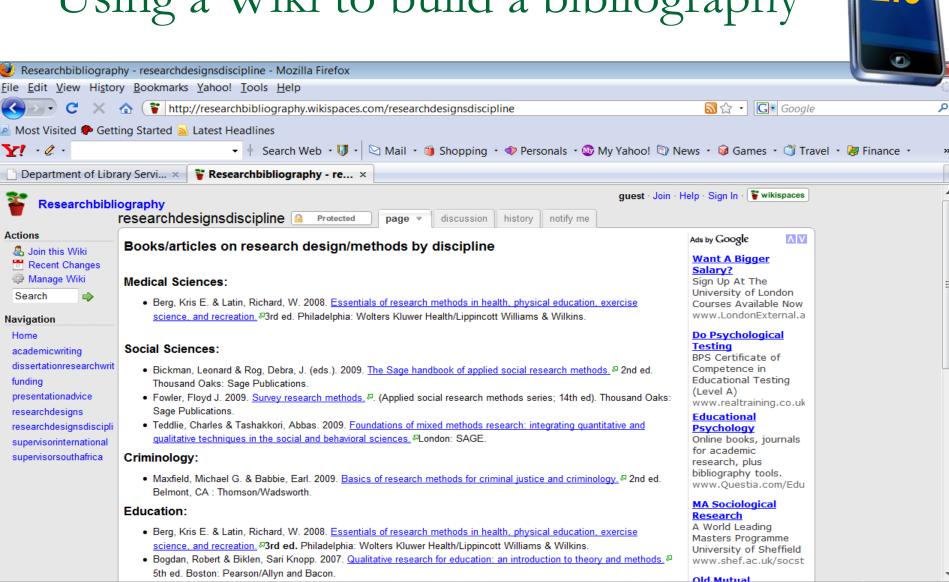
Wikis can be described as collaborative web sites, where all participants can edit the text together.

Wikis can be used for:

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



Using a Wiki to build a bibliography



Microsoft PowerPoin...

McAfee SiteAdviso

Done

Researchbibliograph...

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.
- Can publish the end product as a book





🏄 start

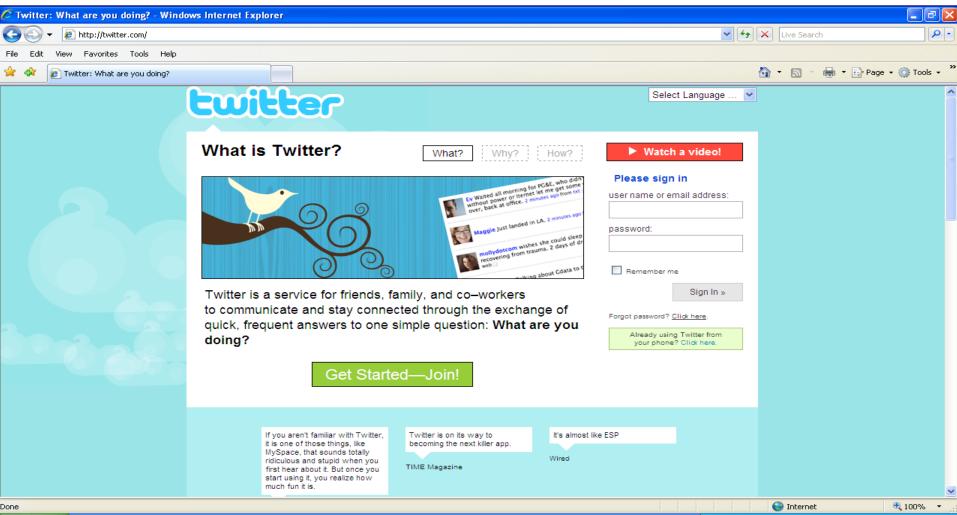
Information Manage...

Web 2.0 Implications ...

Twitter: What are yo...







Twitter Page





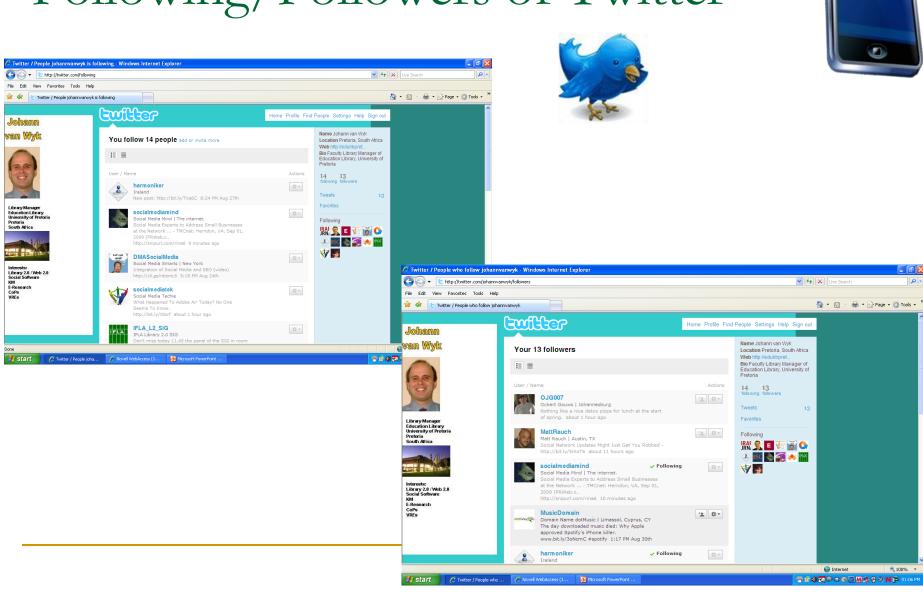








Following/Followers of Twitter



Value of Twitter

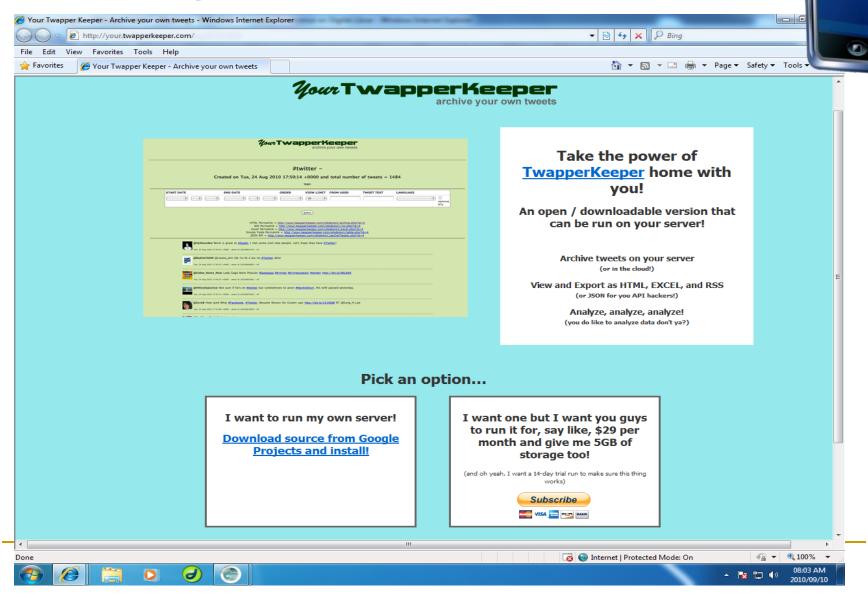




- Freely available
- Library has a presence where its users are
- You can use Twitter as another communication tool with clients
- You can link Twitter to your mobile phone and tweet on the go
- Twitter can be linked to blogging and social networking sites
- It can be used as a marketing tool about new 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.
- You can use it to keep updated about new developments and topics
- You can use Twitter as information reference service

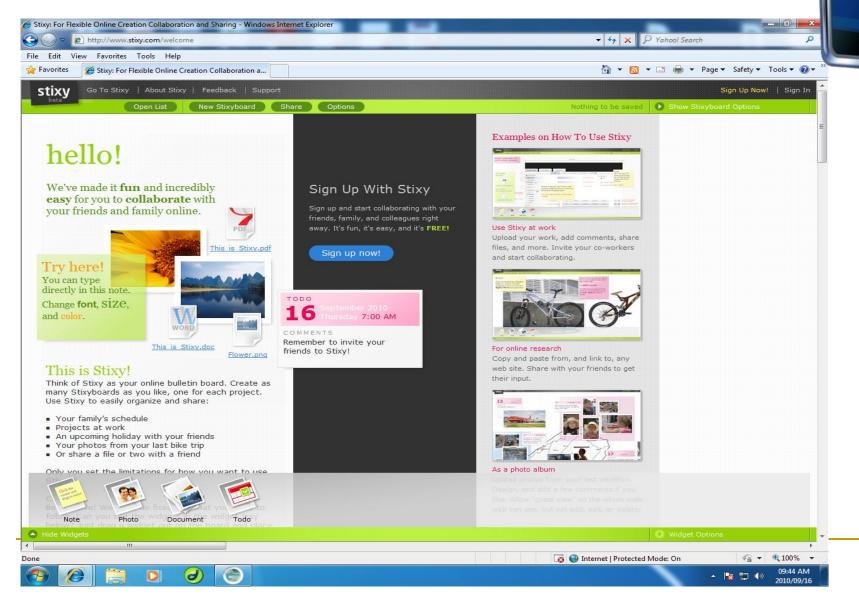


Archiving your Tweets



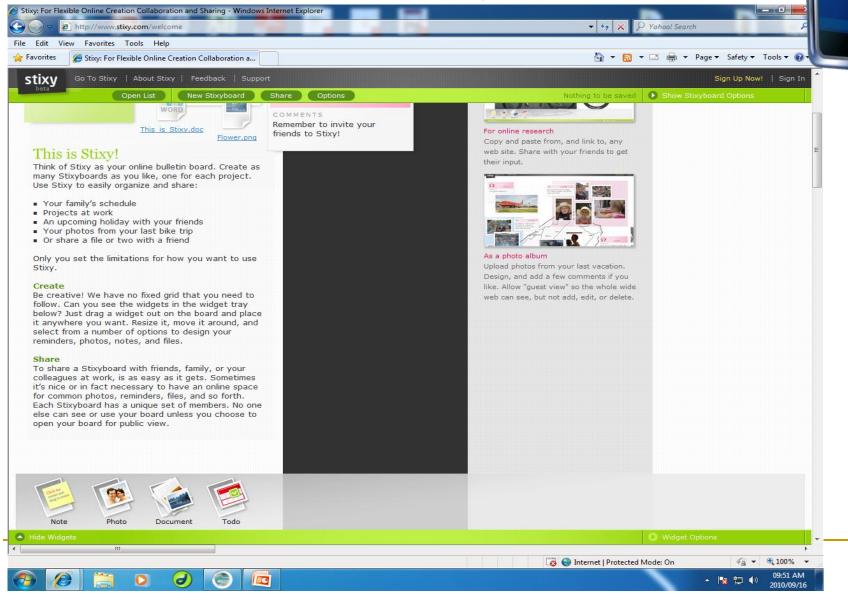


http://www.stixy.com





http://www.stixy.com



What is Stixy?



- Collaborative communication tool
- A storyboard
- Online bulletin board
- It can be likened to an online version of scrapbooking



Value of Stixy

2.0

- Can be used for project management
- Can be used for brainstorming
- Can be used in strategic planning
- Can be used in online research
- Can be used in collaborative research
- Freely available
- Intuitive
- Easy to use
- Creative
- Rich media pages: can mix graphics, photos, videos, music and text
- A Storyboard
- Online bulletin board
- It can be likened to an online version of scrapbooking



Communication Tools

2.0

- Skype
- Dimdim
- Google Talk
- Chat/ Instant Messaging(IM)







Skype



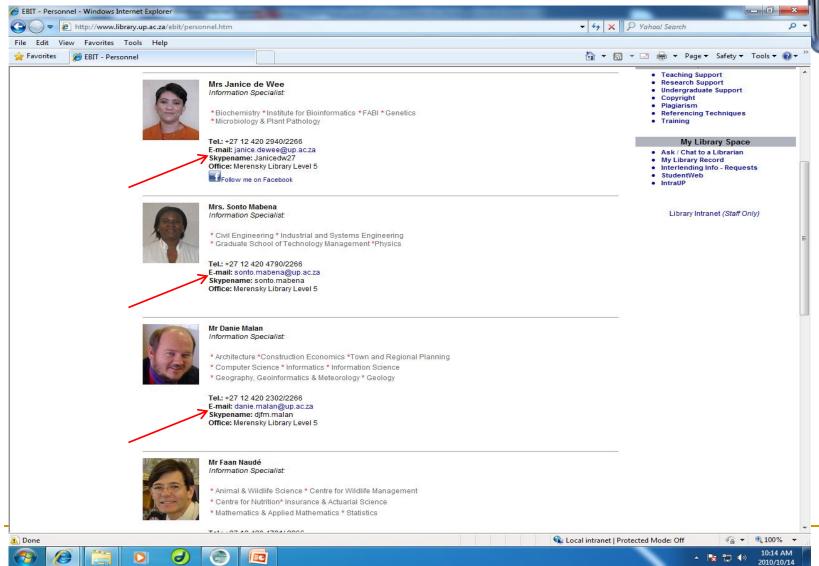








Add Skype name to the contact details on your web page



Value of Skype



- Can make <u>free</u> phone calls (voice and/or video calls)
- Can also do instant messaging
- Can also do file transfer
- Can also do video-conferencing
- Skype's text chat client allows group chats, storing chat history, offline messaging and (in recent versions) editing of previous messages
- Provides another channel through which clients can communicate with the library/librarian, and vice versa.



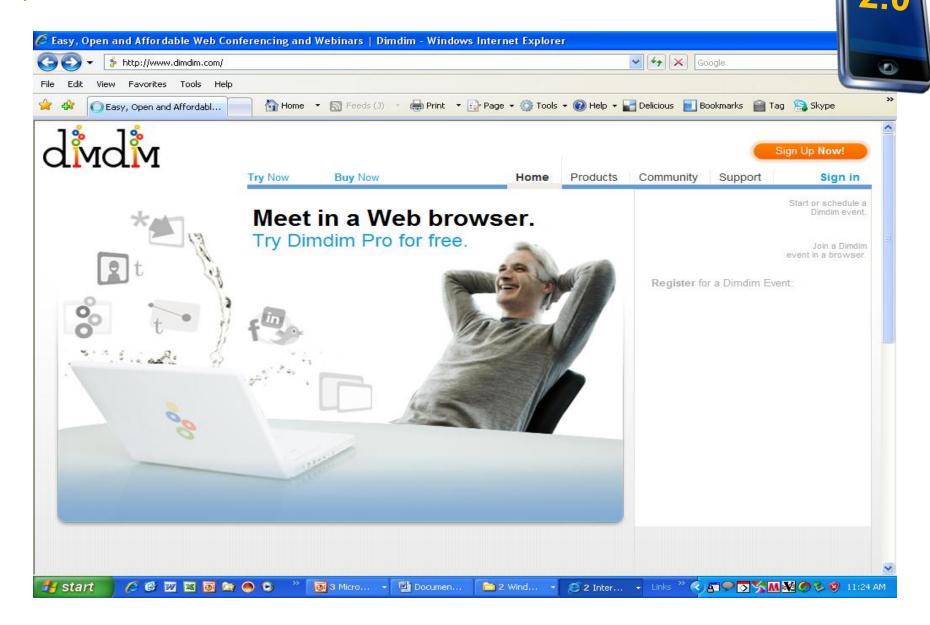
Dimdim



Dimdim is a tool that lets anyone host and attend <u>live meetings</u>, <u>demos</u> and <u>webinars</u> using just a web browser. One can instantly <u>share documents</u>, <u>web pages</u>, <u>whiteboards</u>, <u>audio</u>, <u>video</u>, and even <u>record your events</u> with no software to install. Dimdim is free for small meetings. (Dimdim)

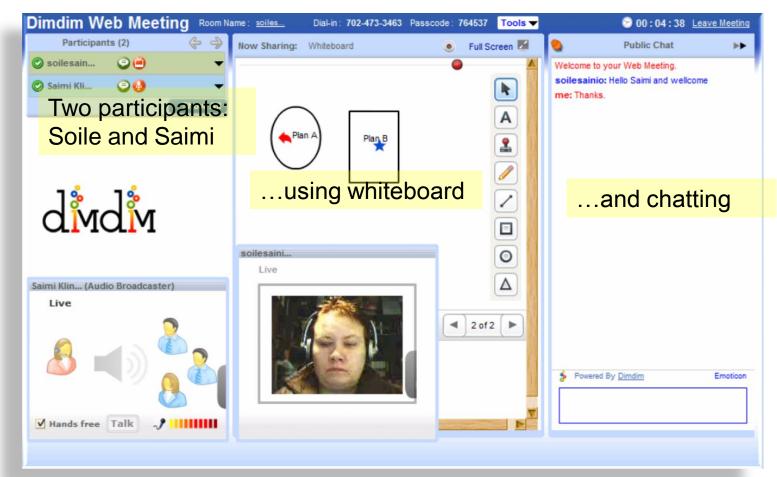


Dimdim



Dimdim web meeting

http://my.dimdim.com/portal/





(From: Sainio, 2009)

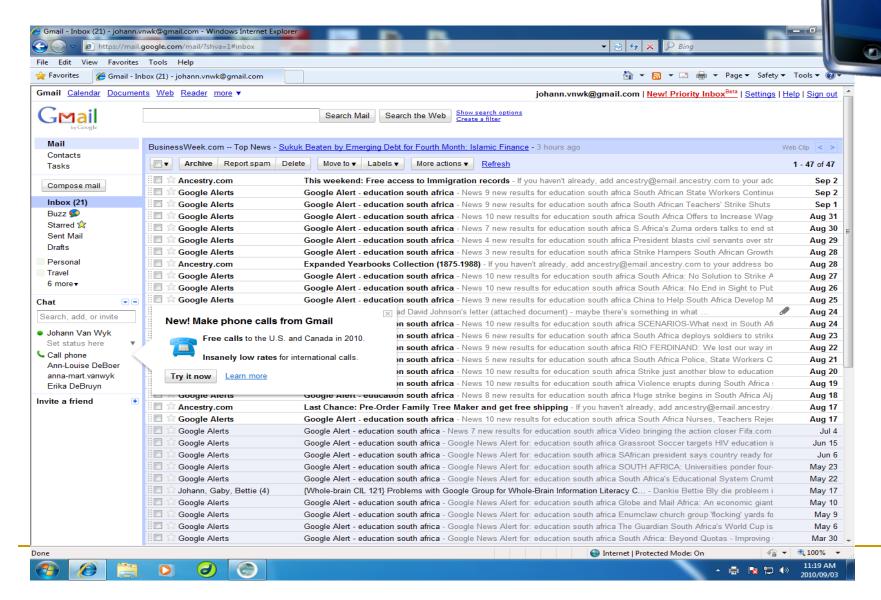


Value of Dimdim

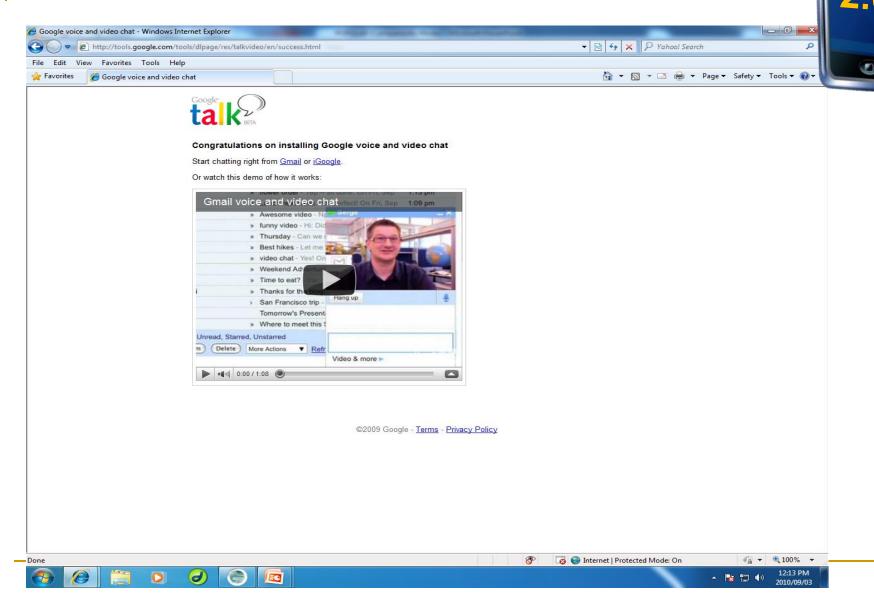
- 2.0
- Dimdim is a valuable virtual meeting tool
- Can hold webinars via Dimdim
- Can share files via Dimdim
- Can share a white board online while meeting
- Can use other Web 2.0 tools in Dimdim and can use Dimdim in other Web 2.0 tools
- Dimdim provides another channel through which clients can contact/communicate with the library and vice versa



Google Talk



Gmail Voice and Chat



Value of Google Talk



Text chat

- Instant messages: share quick thoughts in real time
- Status updates: see if friends are around and what they are up to
- File transfer: instantly send and receive files, pictures, and more

Voice & Video chat

- Free long distance: make PC-to-PC calls to people anywhere in the world
- Audio conferencing: talk to multiple people at once
- Gmail integration: chat with your friends on Gmail



Chat/Instant Messaging (IM)

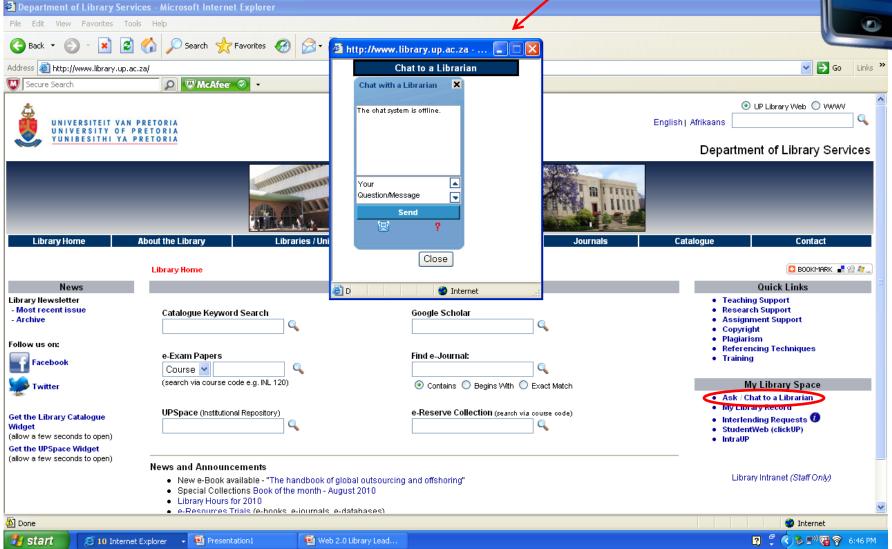


- Chat or Instant Messaging (IM) is a live/real time online synchronous communication channel which facilitates online interaction between 2 people,
- Chat/IM can be in the form of text messages, but can also include photos, video clips etc
- Examples of this are: <u>Ask a Librarian</u> services and <u>Meebo</u>, a web-based instant messaging application and even **Gmail**

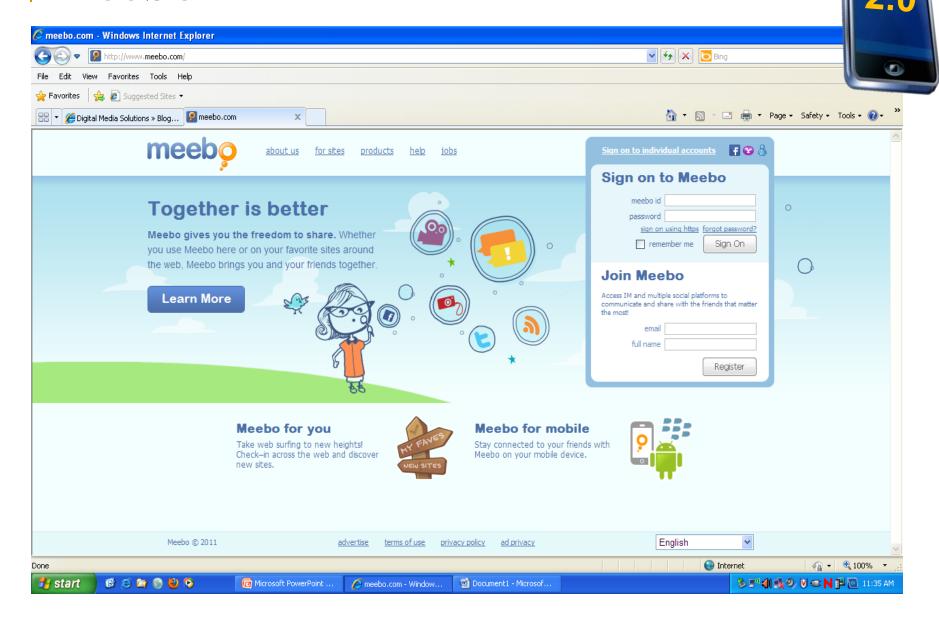


Chat/Instant Messaging





Meebo





- Can be used to provide a quick online reference service
- Users do not have to visit the library physically
- Users can ask questions through chat/IM and get answers instantaneously/in real time
- Saves the library users time and increase productivity
- Users have sometime greater confidence to ask questions online than in a face-to-face situation
- The downside: Not all libraries have a 24 hour chat/IM service.

Archiving/Marketing Tools



- Photo-sharing sites, e.g. Flickr
- Powerpoint and pdf sharing sites: e.g.
 Slideshare
- Streaming (Podcasting, Vodcasting, Vidcasting) e.g. YouTube, iTunes etc.



Flickr

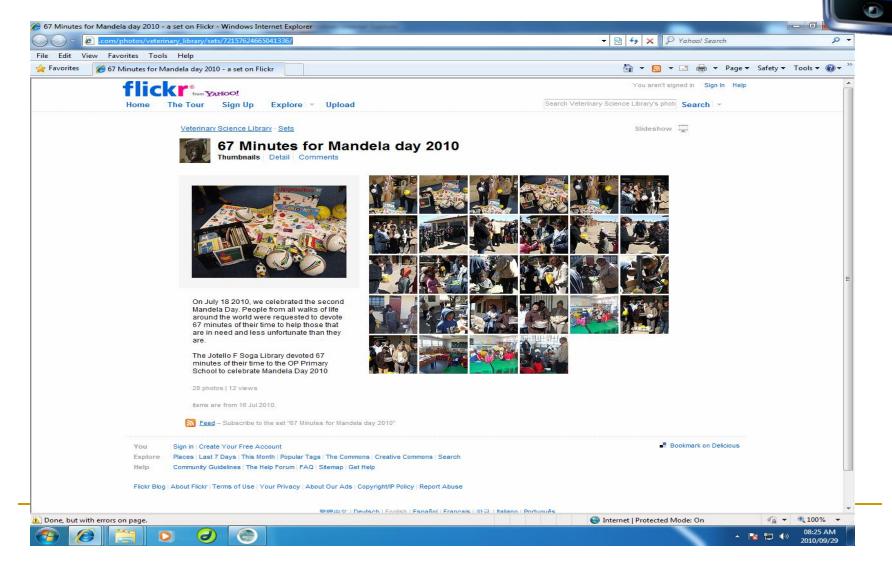
2.0

An Online Photo Management and Sharing Application, made available by Yahoo. Available for Free at http://www.flickr.com/

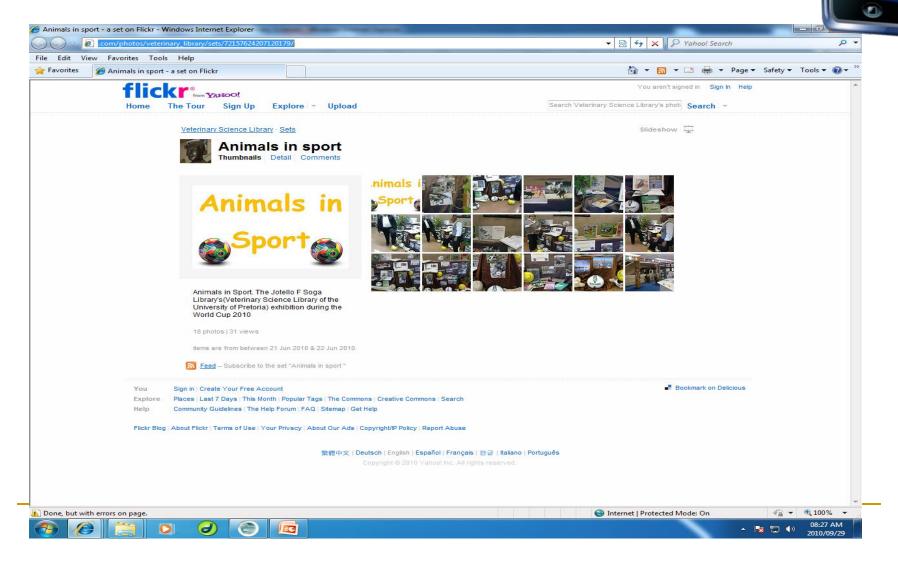




Example: UP Veterinary Library Photos on Flickr



Example: UP Veterinary Library Photos on Flickr



Value of Flickr



- 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

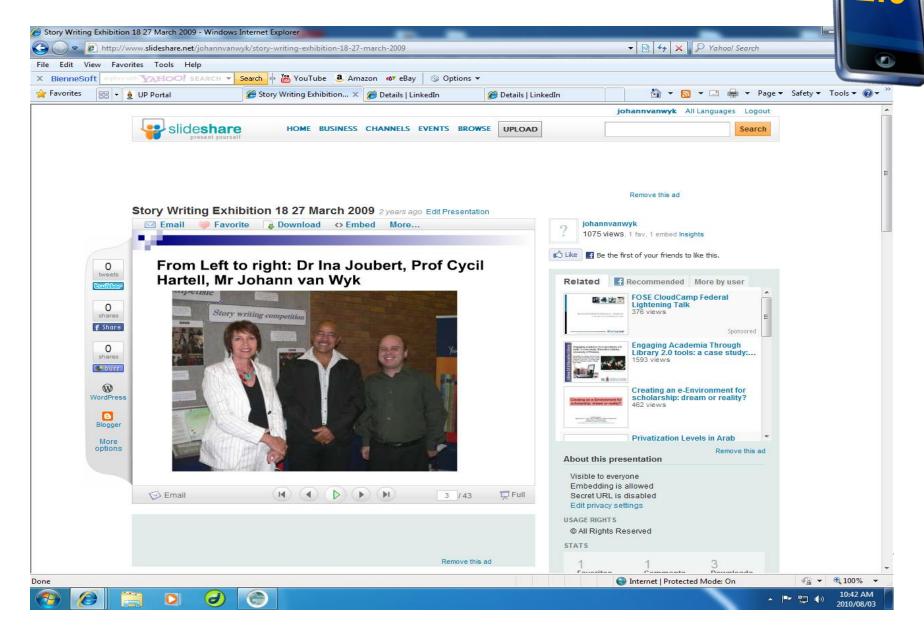


"A site where individuals & organizations can upload presentations in Word or Powerpoint format, to share their ideas and connect with others" (http://www.slideshare.net)





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

Streaming

Streaming

Streaming occurs when you click on a link on a web site, and the video or sound stream starts playing immediately (e.g. YouTube)

Podcasting and Vodcasting

Podcasting occurs when you click on a link to download a video or sound file so that it can be viewed/listened to later in your own time on a PC, mp3/mp4 player such as an iPod, or on some mobile devices. Podcasting normally refers to an audio file but can also be video and is then called vodcasting!

Vidcasting

A Vidcast is a converter that by it's name, converts things like music files and videos to a different type of file such as a WA file to a MP3 file (e.g. YouTube Downloader, keepvid.com)



YouTube

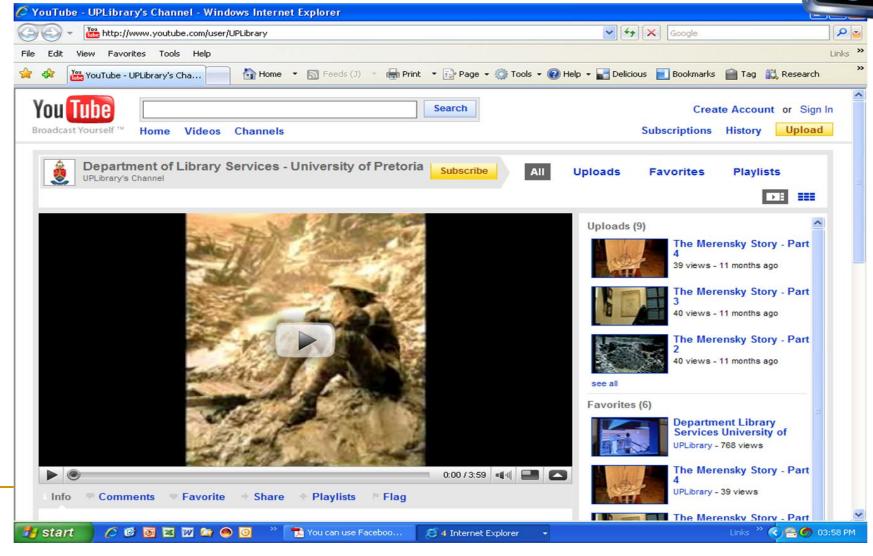




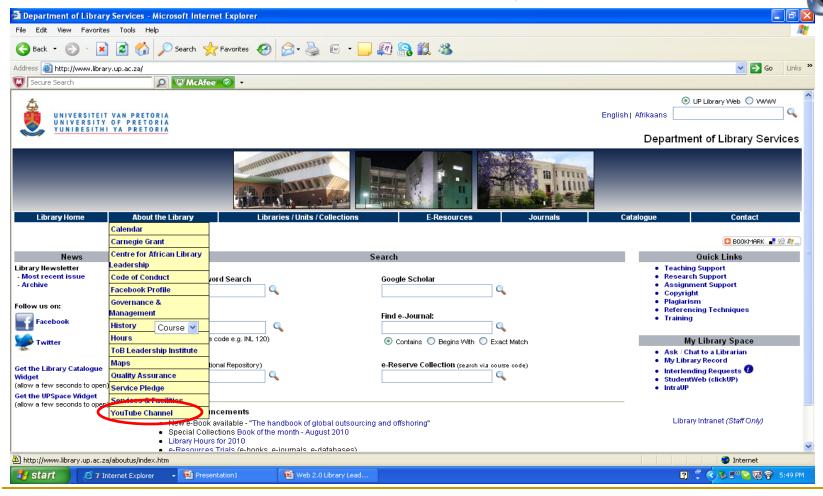
YouTube is a "video sharing community" - site where anyone can upload videos, search for videos, can comment, rate and make video responses to videos



Example of a YouTube Channel: UP Library



Link to UP Library's YouTube Channel: from the library Web Site



Value of using YouTube

2.0

- 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)
- Seacom Cable increased broadband speed and made viewing more attractive

Social Networking Sites (SNS)



- Facebook
- Business Facebook
- LinkedIn
- Academia.edu
- There are many others e.g., MySpace, Ning, Naymz, Friendster, Orkut etc.

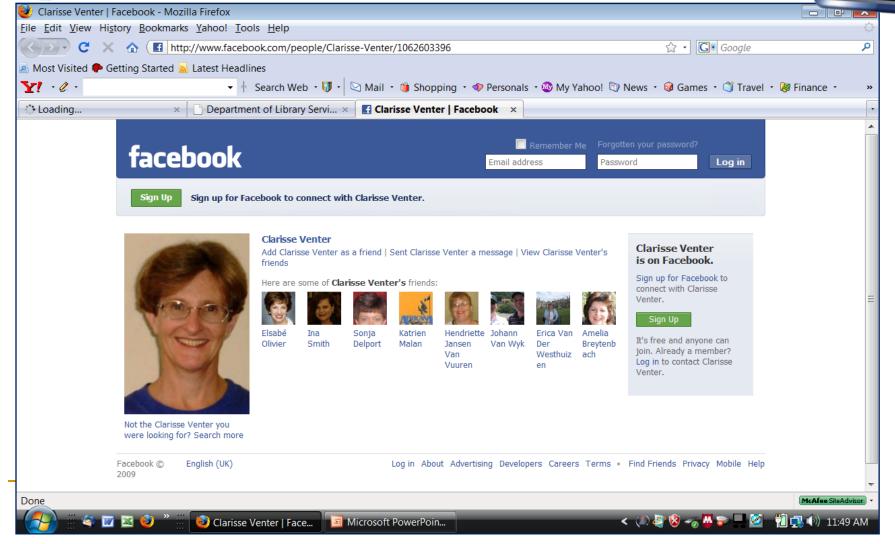
Facebook



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



Facebook Profile of information specialist/librarian



Value of personal profiles of librarians 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
- UP Library found that very few, if any primary library users contact our library staff in this way



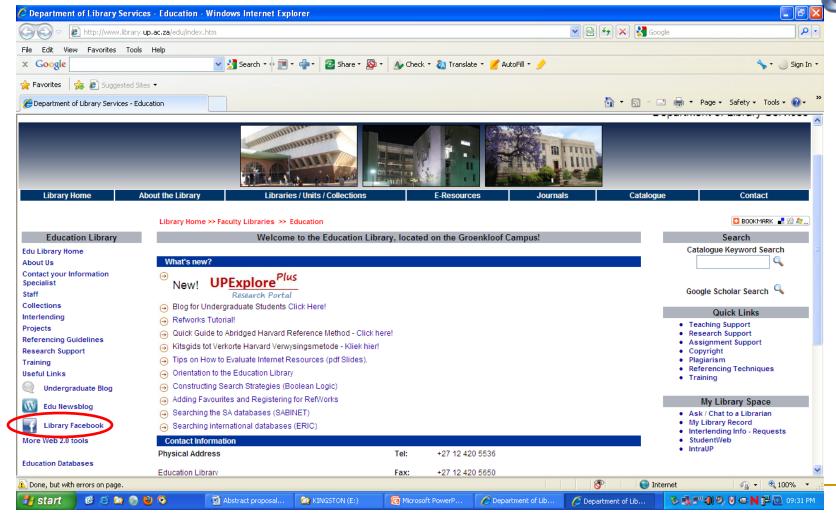
Business Facebook

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).





Link to Library's Business Facebook from Library Web Site



Business Facebook of UP Education Library



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 the Library
- New technologies, photos, videos, services can be shared via this platform on regular basis
- Can be used as a marketing tool for the library and its services
- Increases the library's presence on the web
- Success? UP's library get much better response from the library's users via the library's business facebook



Voice activated Facebook?



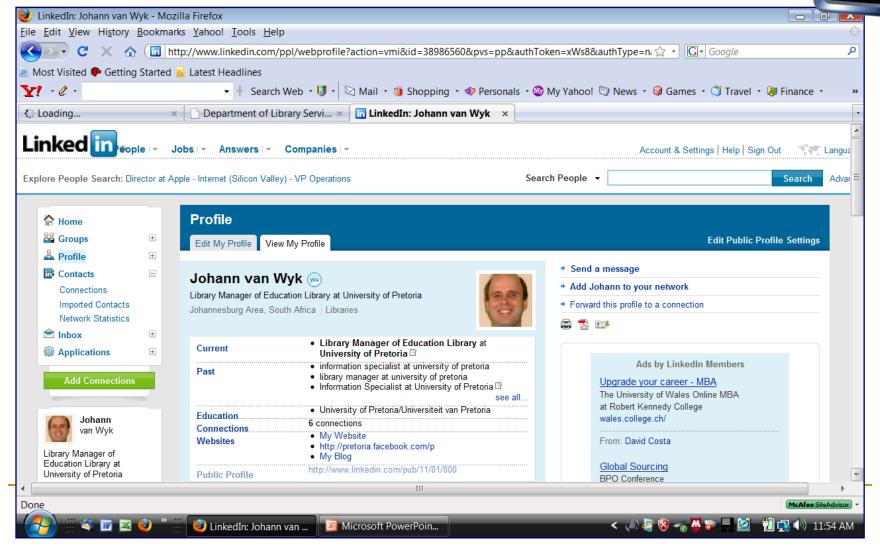
LinkedIn



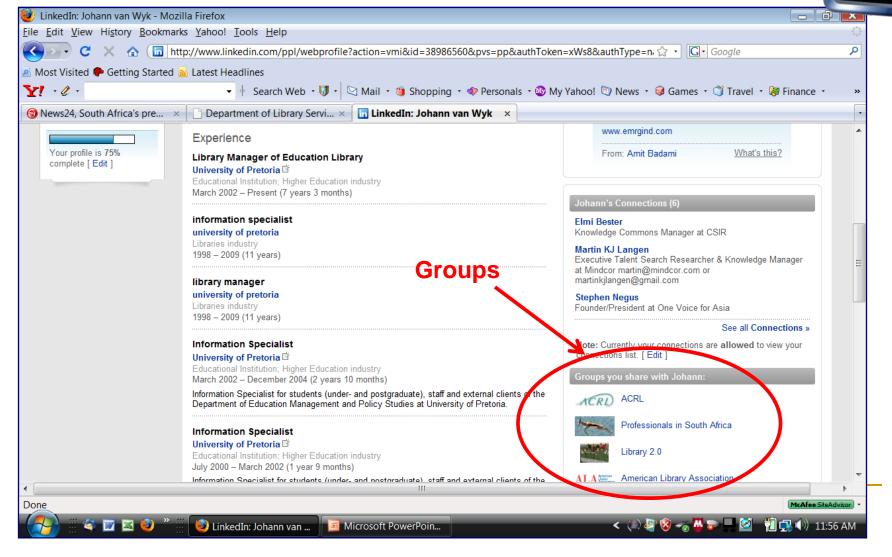
- A social networking site for professionals to exchange information, ideas and opportunities.
- Available at http://www.linkedin.com



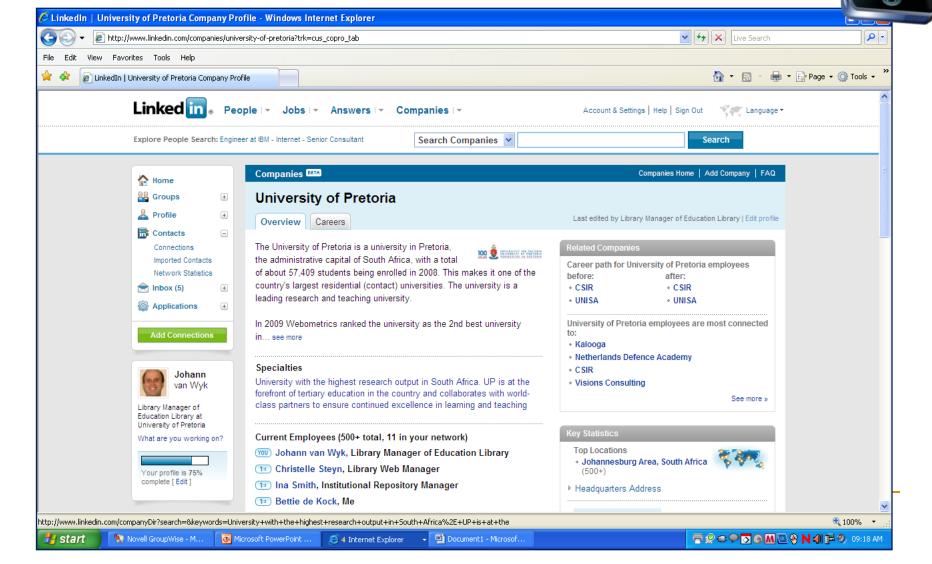
Example of a Library Professional's Page on LinkedIn



Example of a library professional's Page on LinkedIn



Example of an organisation on LinkedIn



Value of LinkedIn

2.0

- 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

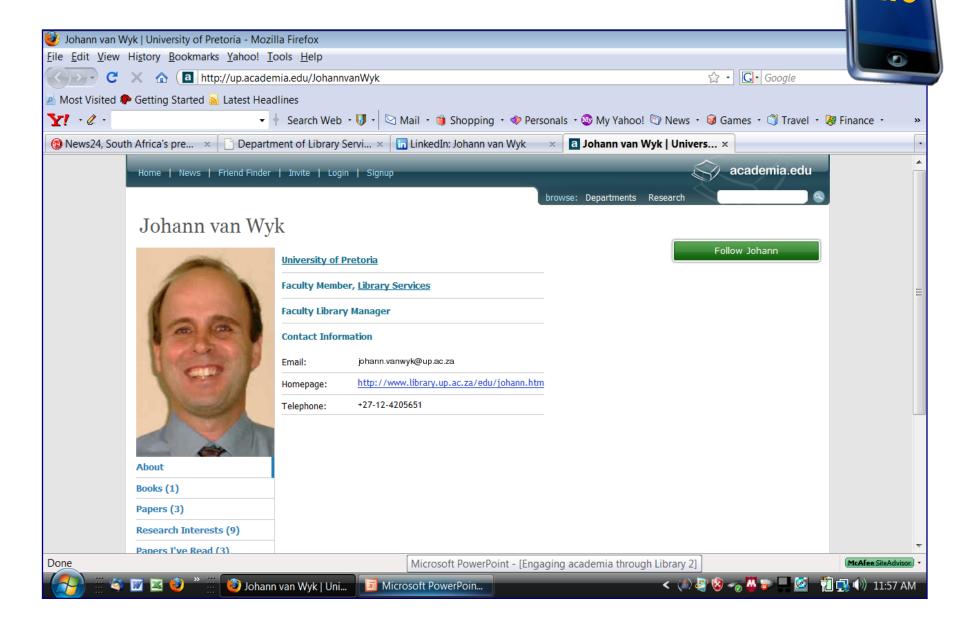
Academia.edu

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





Academia.edu



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.



Geo-Location tools

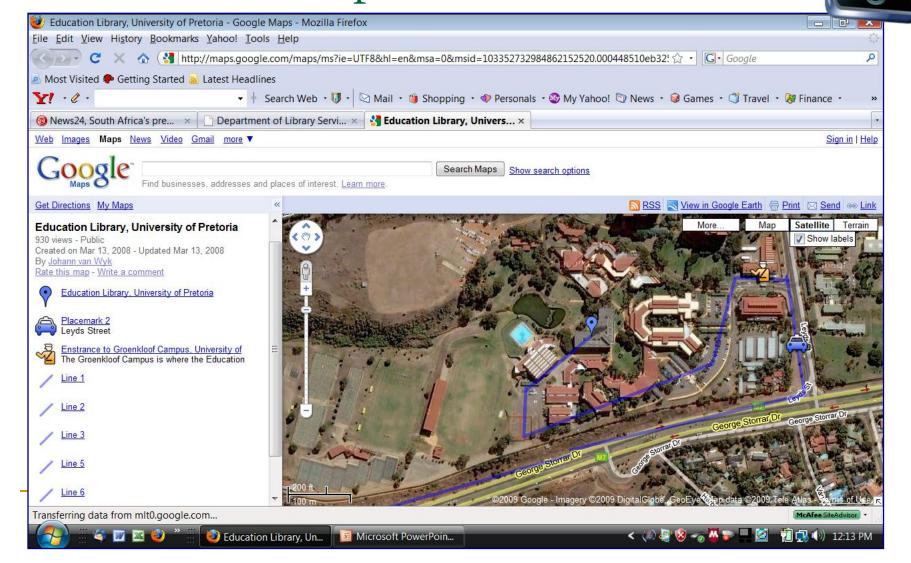
Geolocation tools assist in the "identification of the real-world geographic location of an <u>Internet</u>-connected computer, mobile device, website visitor, etc."
(Wikipedia)

Examples:

- Google Earth
- Google Latitude <u>www.google.com/intl/en_us/latitude/intro.html</u>
- Yahoo Maps http://www.yahoo.com/r/24
- Microsoft Bing Maps http://www.bing.com/maps



Google Earth Satellite Photo of UP's Education Campus



Value of Google Earth

2.0

- 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



http://earth.google.com/

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

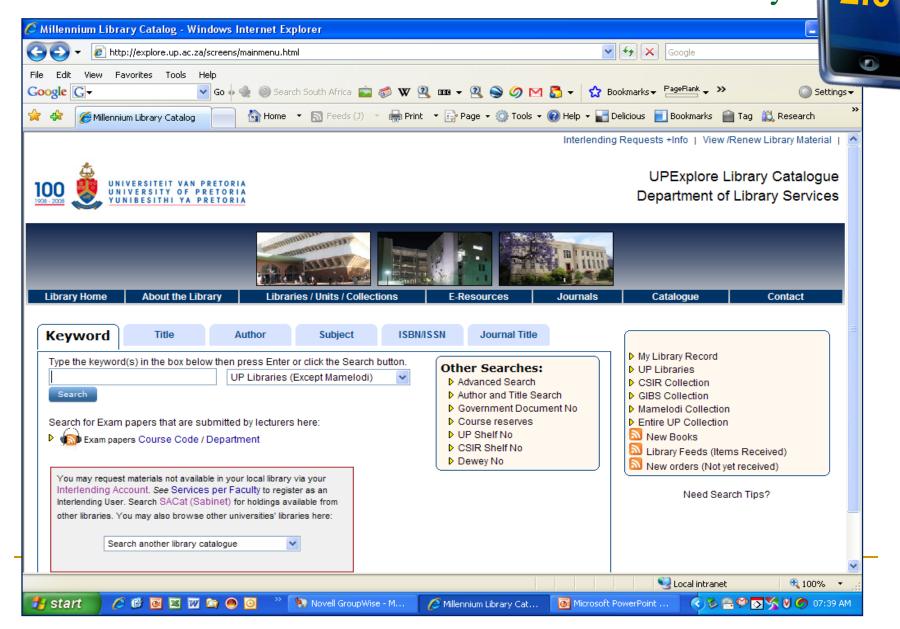




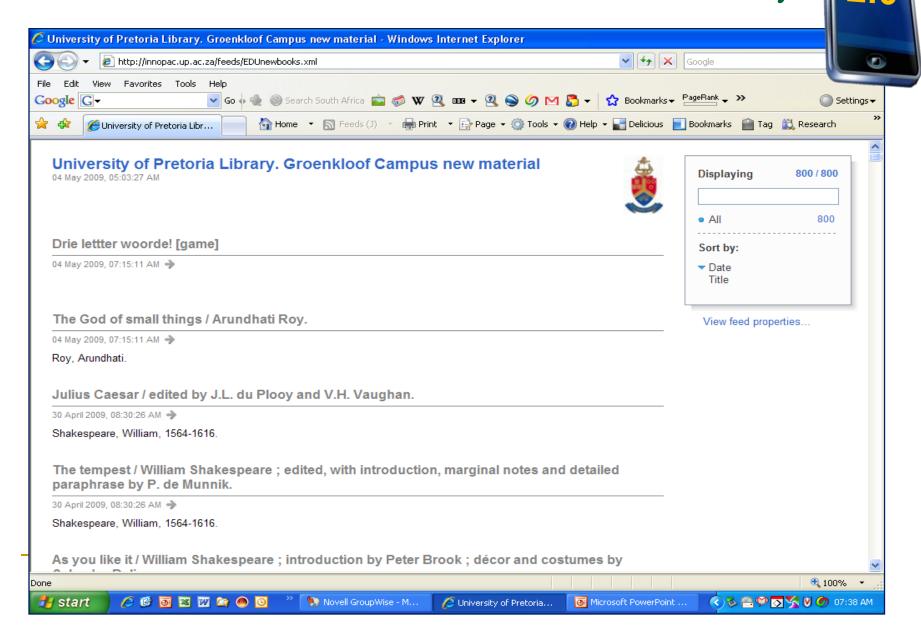




RSS Feed to new books in the library



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

Virtual Worlds



A **virtual world** is a genre of <u>online community</u> that often takes the form of a <u>computer-based simulated</u> <u>environment</u>, through which users can interact with one another and use and create objects. Virtual worlds are intended for its <u>users</u> to inhabit and interact, and the term today has become synonymous with interactive 3D virtual environments, where the users take the form of <u>avatars</u> visible to others graphically (Wikipedia)

Virtual Worlds

- 2.0
- Virtual Worlds can generally be divided along a spectrum ranging from:
 - Massively multiplayer online role-playing games or MMORPGs where the user playing a specific character is a main feature of the game (World Of Warcraft for example).
 - Massively multiplayer online real-life games or MMORLGs, the user can edit and alter their avatar at will, allowing them to play a more dynamic role, or multiple roles (Wikipedia)



Virtual Worlds



- Examples:
 - Active Worlds
 - Kaneva
 - Second Life
 - World of Warcraft

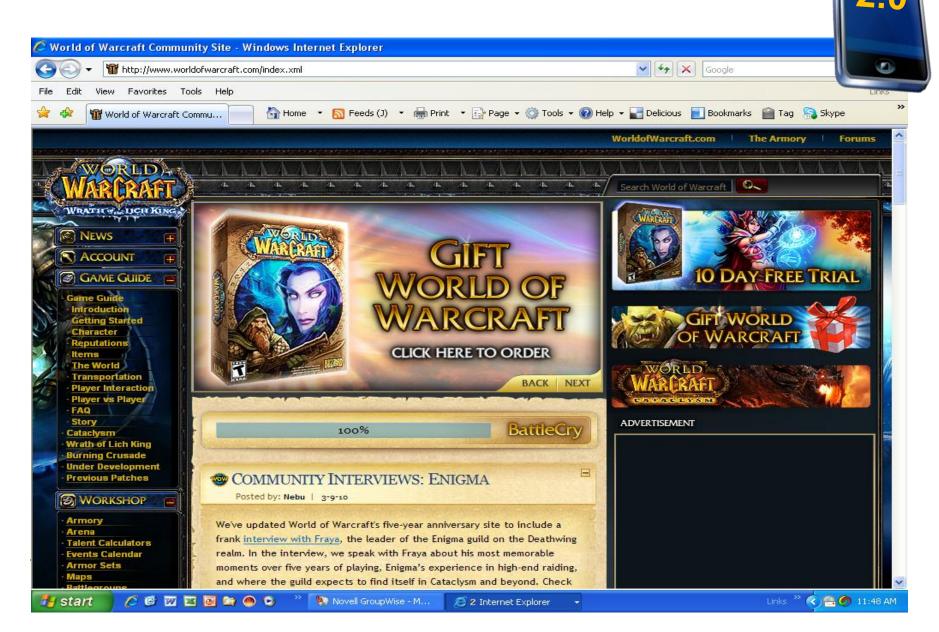
Active Worlds



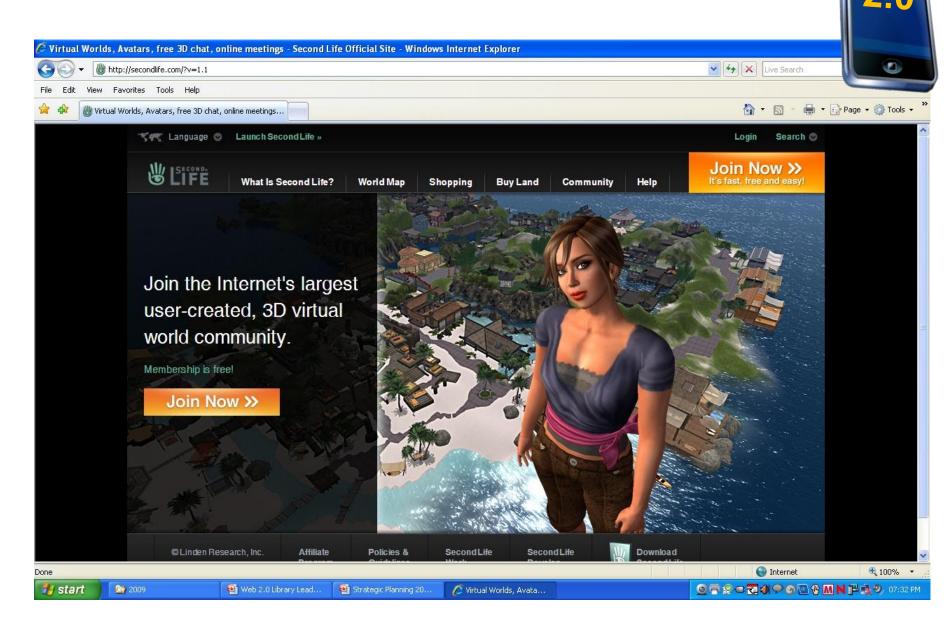
Kaneva



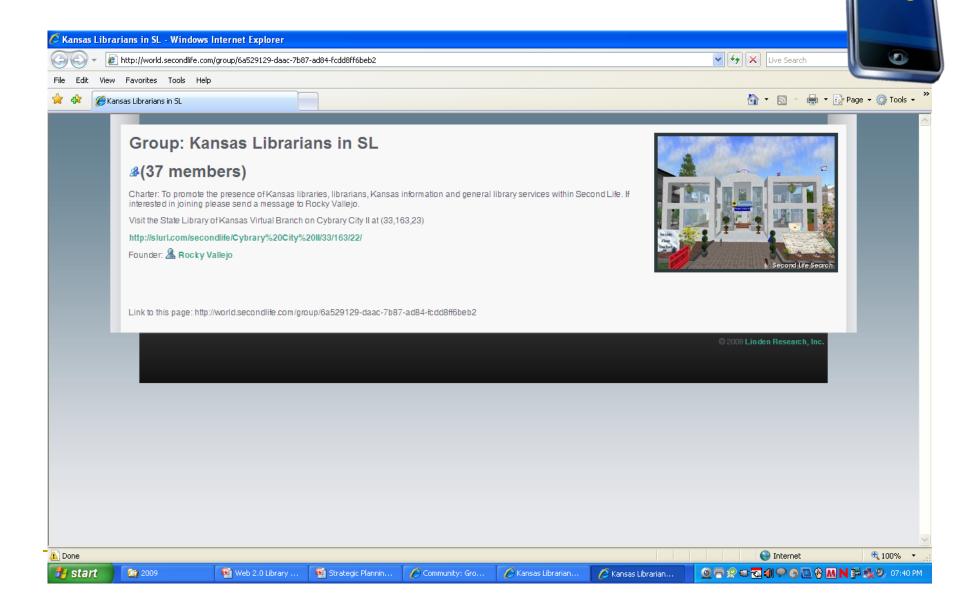
World of Warcraft



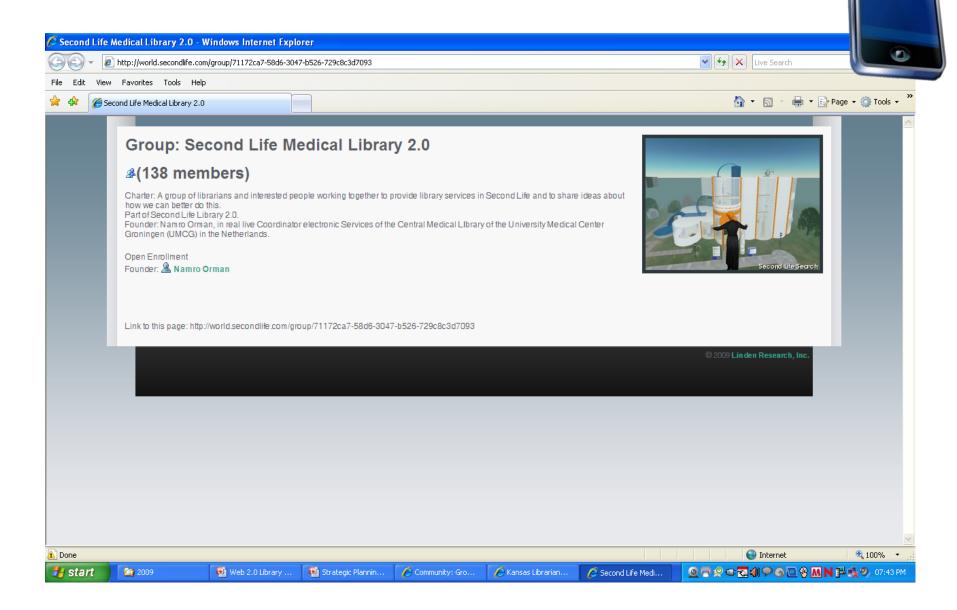
Second Life



Libraries on Second Life



Libraries on Second Life



Value of Virtual Worlds

2.0

- Foster Creative Problem Solving
- Capture the senses and emotions in a social environment
- Foster collaboration
- Use texts, pictures, movies, sound, voice and people to come alive
- Interactive and engaging
- Have multi-user interaction
- People learn while playing
- Have mixed reality (combine the real world with virtual world) – valuable in research – can do experiments



Value of Virtual Worlds

2.0

- Virtual World Libraries provide:
 - Provide another platform to engage clients where they are
 - Library has 24/7 office hours
 - Fosters networking with other information professionals /librarians
 - Provide another platform containing current and new formats of information
 - Referencing services
 - Access to on online databases and resources
 - Author and expert chats



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, but now only available at a cost



http://www.thinkingworlds.com/



Game for information literacy training at the 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)



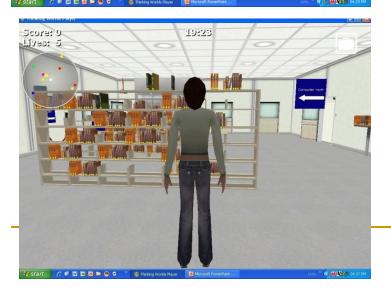




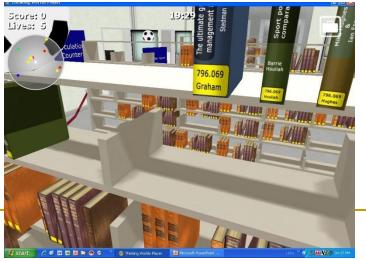


New game for 2010











Value of using a Game for Information Literacy Training



- Feedback from clients in UP 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"

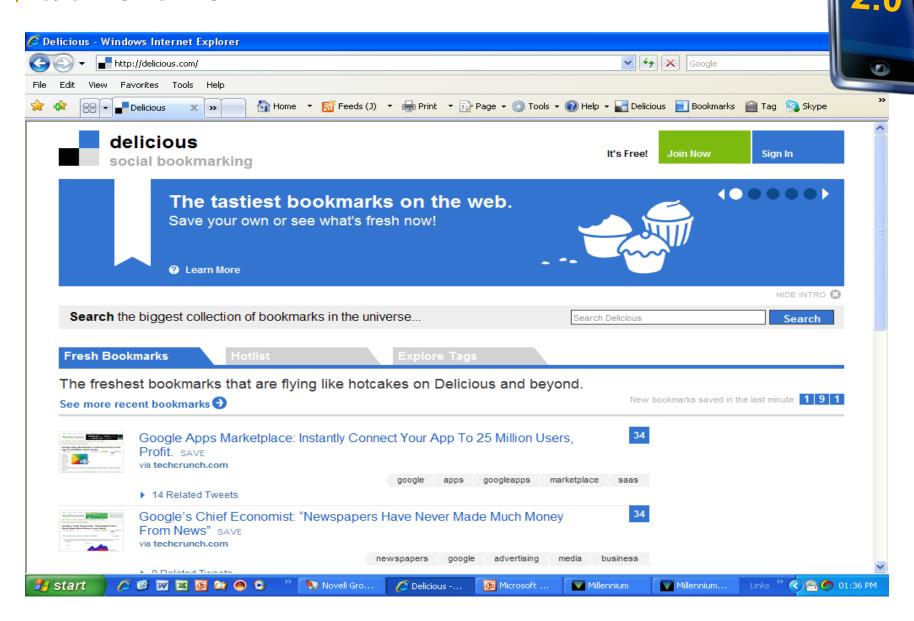


Bookmarking/Tagging Tools

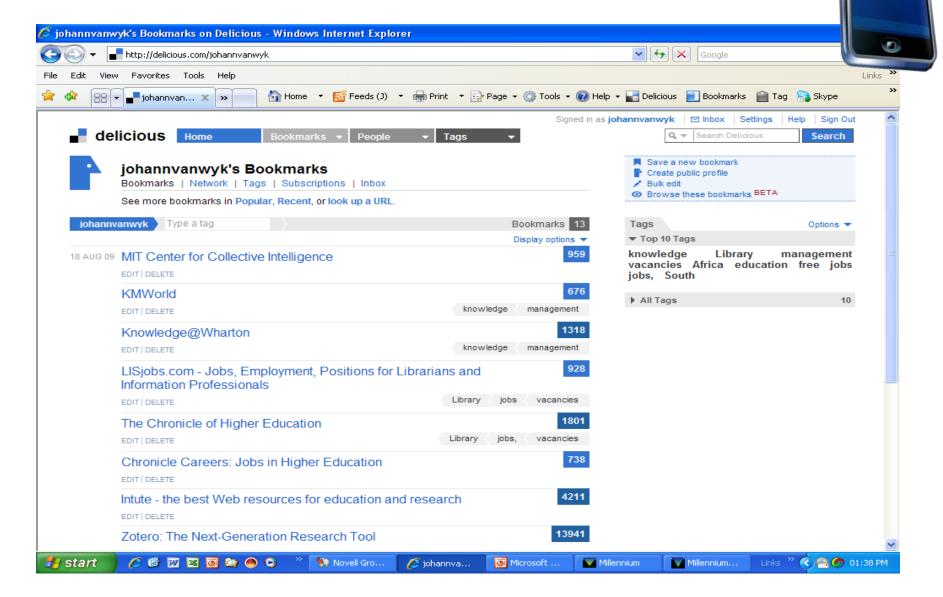


- del.icio.us
- Citeulike
- There are many others, e.g. furl, digg, connotea, goodreads, etc

delicious



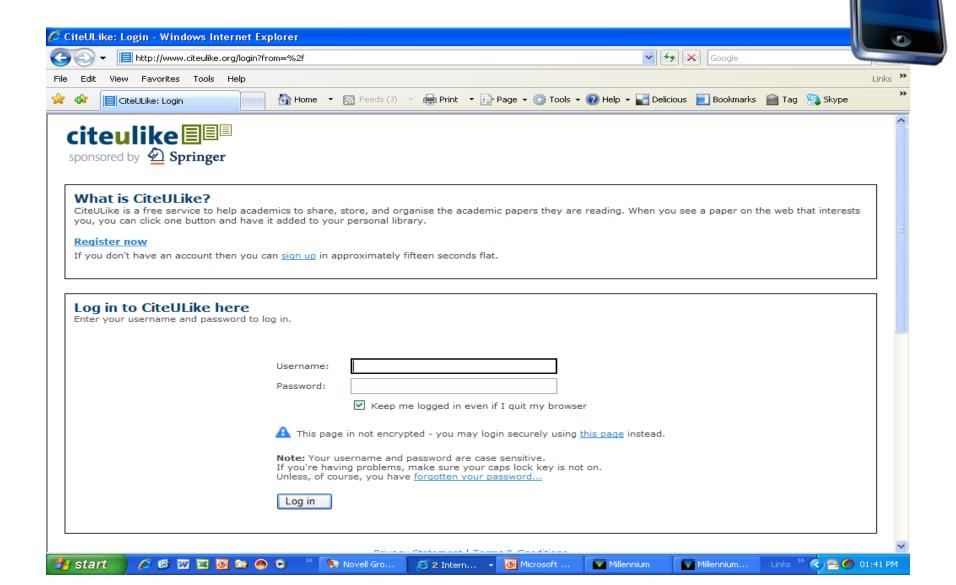
Library Professional on delicious



citeulike



citeulike



Library Professional on citeulike



Value of bookmarking/tagging tools

- Valuable site to place reminders of valuable websites/sources you have visited or read for future reference
- Place where you can archive your articles
- Place where you can share your expertise of valuable sources/links with others (value-adding)
- Place where you can discover valuable sources on various topics, bookmarked by others
- citeulike is a valuable site for networking with other professionals with the same interests (community development)





Virtual Research Environments

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

Aim: To provide an integrated environment that supports the work of a community of collaborating researchers (Voss & Procter, 2009: 176)











Generic research process cycle

Identification of research area

Literature review & indexing

Discovery phase

Project closure

Dissemination & artifacts

Real time communication

Training / mentoring etc

Scientific workflow

CSIR

Dissemination phase

75%

IP management

Identification of funding sources

Identification of collaborators

Writing proposals, reports

Project management

"Research in Action" phase

Based upon Pienaar, H., Van Deventer, M. 2009. To VRE or not to VRE? Do South African malaria researchers need a virtual research environment? Ariadne, 59. April 2009, http://www.ariadne.ac.uk/issue59/pienaar-vandeventer/

Consolidated SAMI VRE components

Repositories: research results; experiments; literature & documents

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

Red: none
Orange: some
Yellow: all

Identification of research area

Literature review & indexing

Internal shared database of indexed articles

Skype, smart board, video conferences

Dissemination & artifacts

Real time communication

etc

Identification of collaborators

Proposal writing

Document management system

Training / mentoring

Identification of funding sources

Generic software e.g. MS / Open Office

E-learning system for researchers

Scientific workflow

Project management

(Collaborative) Electronic Lab book

Integrated data management system

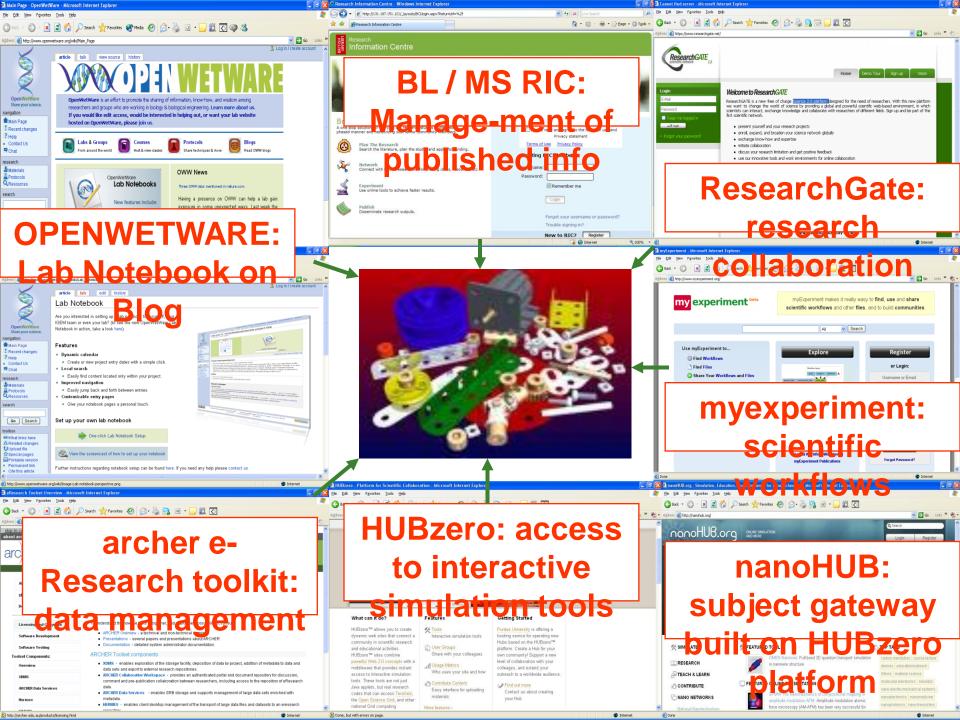
Servers with data files

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

(Free) Data analysis software



Value of Virtual Research Environments



- Fosters collaboration & communication between researchers
- Provides a platform where various online tools can be plugged in
- Fosters information/knowledge sharing between researchers
- Fosters scientific workflow in a research project
- Helps document/archive the research process more thoroughly

Value of Virtual Research Environments



- Combines the abilities of distributed groups of researchers in order to achieve research goals that individual researchers could not hope to accomplish (Voss & Procter, 2009: 175)
- Role of librarians will shift from organisers of stable collections to VRE designers & facilitators (Candela, Castelli & Pagano, 2009:241)
- Librarians will play an increasingly more important role in curating and publishing resources and connotating these with context so that could be searched, discovered, shared and exploited (Candela, Castelli & Pagano, 2009:241)

Lessons UP Library learned

- 2.0
- 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



The Future

2.0

- Everything Mobile?
- Everything hosted in the Cloud?
- QR Codes
- More integration of Web 2.0 tools with each other and with traditional library systems (using all kinds of Apps)
- Hologrammes
- Cataloguing Blogs, Wikis and other Web 2.0 tools
- More involvement in virtual worlds



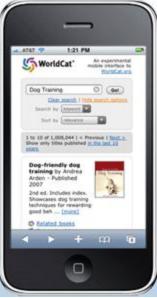
Everything Mobile?





Mobile Services @ UP Library







- IEEE Explore Mobile
- SciVerse Science Direct
- SciVerse Scopus
- Worldcat Mobile
- American Chemical Society: ACS Mobile
- American Institute of physics
- AIP iResearch
- ChemSpider Mobile
- IoPscience Express
- Liebert Online
- Primo Mobile version



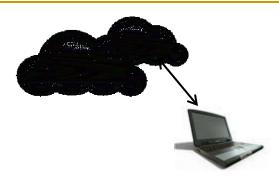
Cloud Computing





- What is cloud computing?
 - Cloud computing refers to web-based applications. Instead of downloading software and applications, you access them through your web browser.
 - e.g. Google Apps
- Many organizations are turning to cloud computing for HR, accounting, and CRM (Customer Relationship Management) applications and are already using cloud computing.

Cloud Computing





- In other words cloud computing is a general term for anything that involves delivering hosted services over the Internet.
- A <u>public cloud</u> sells services to anyone on the Internet. (Currently, Amazon Web Services is the largest public cloud provider.)
- A <u>private cloud</u> is a proprietary network or a data center that supplies hosted services to a limited number of people

http://searchcloudcomputing.techtarget.com



The Future: QR Codes





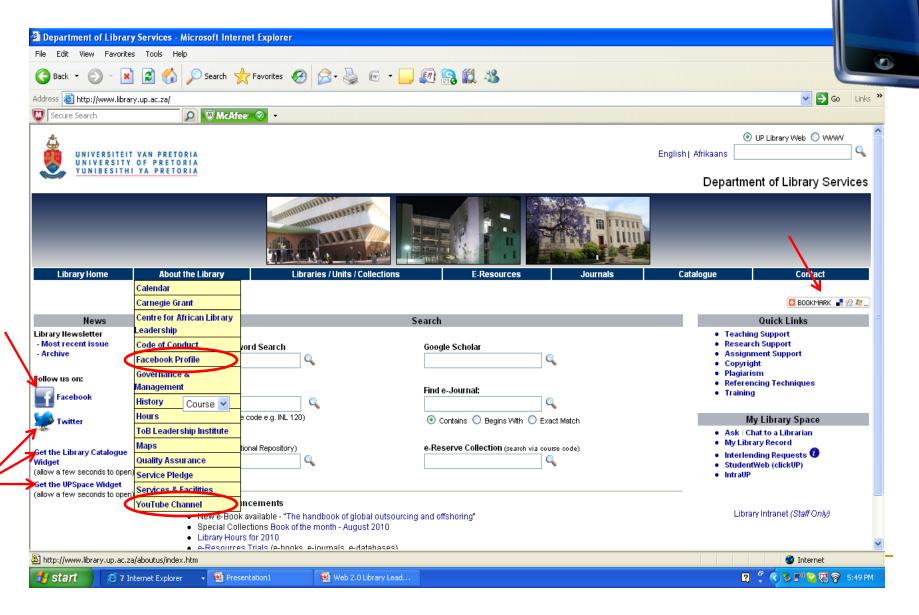




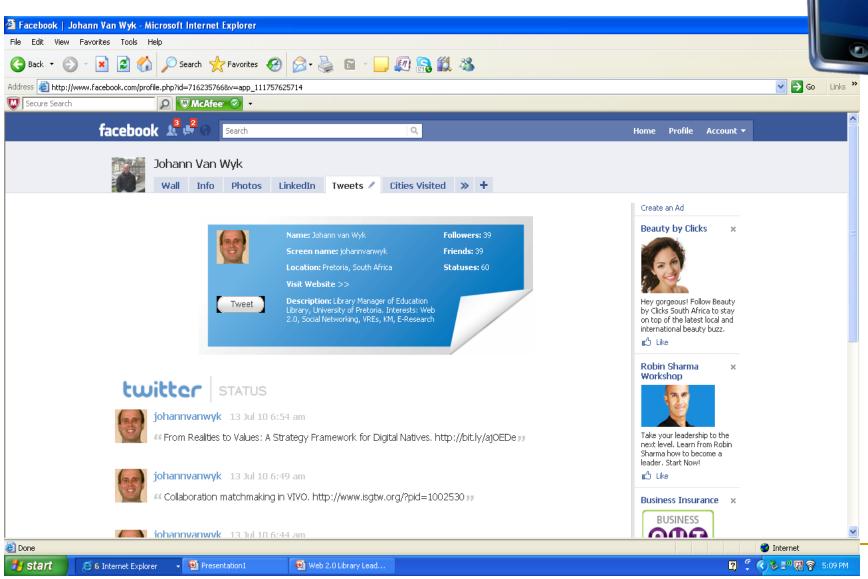
(How to generate and read QR code by inju on Flickr)

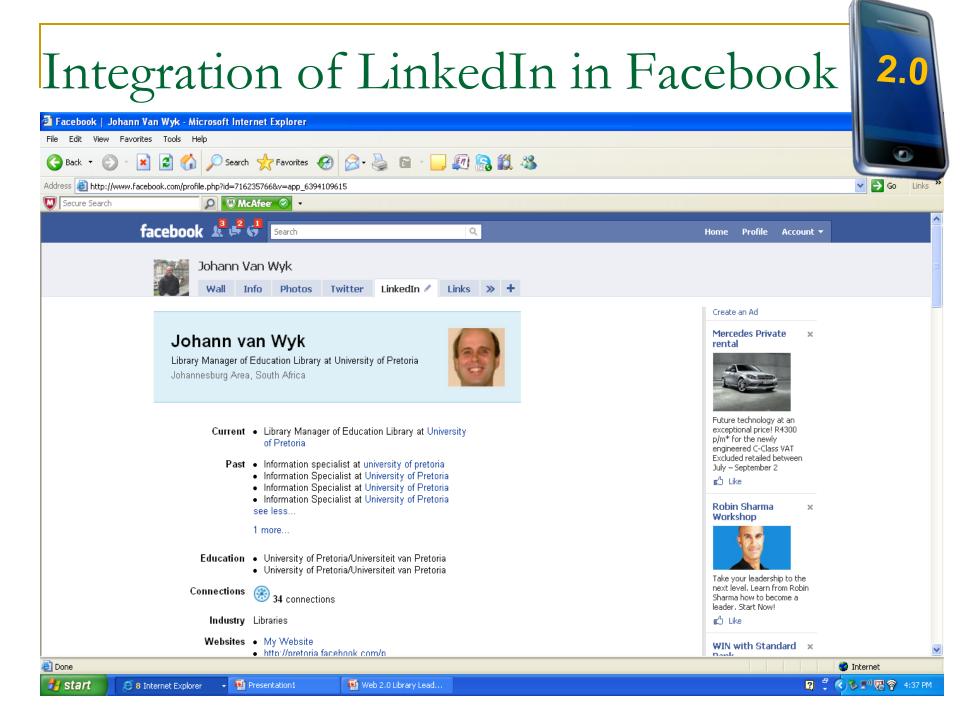
A **QR Code** is a <u>matrix barcode</u> (or <u>two-dimensional code</u>), readable by <u>mobile phones</u> with a <u>camera</u>, as well as <u>smartphones</u>. The code consists of black modules arranged in a square pattern on white background. The information encoded can be text, URL or other data. (Wikipedia)

Integration of tools into Library Web Page



Integration of Twitter in Facebook

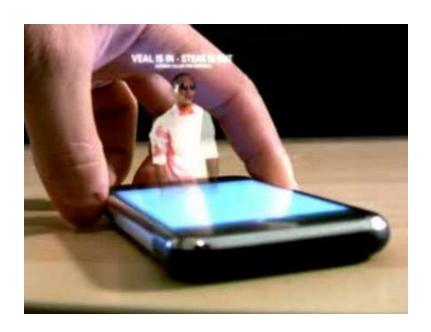




Holographic cell phones?

2.0

HoloText iPhone Concept: HoloText Messaging



From video by Inha Luke Yoo



http://www.digitaltrends.com/mobile/ibm-forecasts-holograms-in-mobile-phones-for-2015/

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. Web 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, and to do research etc.

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



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