

On the 1st of June 1997, I've entered the world of Academic Libraries for the first time, as a financial officer, capturing invoices and looking after the stationery storeroom. My experience was that it was an ever changing environment that need to keep up with technology and I immediately could see my future in this environment. I grew from being a financial officer to becoming a Library Assistant: IT and Resources, but as the years passed, and mostly because I loved technology more than books, decided to spread my wings in the IT department. I still do love computers and technology, but came to the conclusion that machines always have the same kind of problems and programing was just a bit boring to me. I've also noticed that new career opportunities was on the rise, something requiring more tech-savvy librarians and not necessarily hard core programmers, something new called Information Scientists. It is only then that I realised that I wanted to be in the library environment after all. A place where things are constantly changing and although some stay the same, will always be driven by their clients need to be up to date with technology.

So in a quest that took me almost 9 years, I re-joined the Department of Library Services at the University of Pretoria in 2013 and can say that I'm generally very

happy for the past 3½ years. The fact that I've held 7 positions in 9 years, that ranged from secretary to teacher to Web Coordinator and hold my current position for a longer period than any of those, should speak for itself. I'm definitely not planning to leave this vibrant environment, well not in the near future in any case.

So after returning to some familiar faces, the first response from previous colleagues and friends was "You wouldn't believe how things have changed" and yet I would think "I can't believe how things have stayed the same". I became very thankful for the almost 9 years that I've spend in the private sector, where small businesses have become dependent on exploiting free web2.0 features to market themselves and help them to understand their clients' needs and expectations. A world where e-marketing, crowdsourcing, engagement, web presence and SEO have become part of their daily discussions on how, when and where it should be done and although libraries have kept up with this, found that between the two worlds a huge gap has been left between content submitters and content users. It was easy for me to establish myself as a content user, while I was in the private sector. Although businesses submit (engage) content on the web, it is purely to obtain feedback (use content) from their clients in order to influence their decisions. I'm often a bit confused in the library. Are we content submitters or are we users? I know it's a little bit of both, but should we not rather be something else?

User-generated content (UGC) is published information that an unpaid contributor has provided to a web site. The information can be anything and is normally made through a social media web site.

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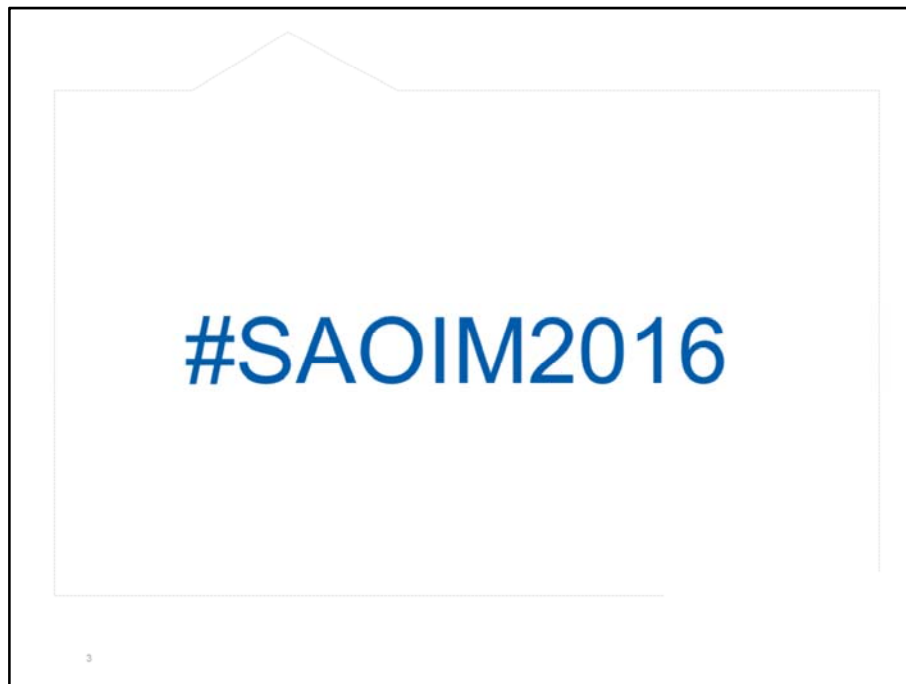


Web 2.0 and user generated content are two terms that are closely connected. Over the last 10 years or so, we've become familiar with web 2.0 and established that the principles of web 2.0 entails interactivity with the web, where users contribute to information that not only links information, but also people. User generated content (UGC) is defined as "any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasts, digital images, video, audio files, advertisements and other forms of media that was created by users of an online system or service, often made available via social media websites." It is also called user-created content (UCC). Additionally, user generated content may also employ a combination of open source, free software, and flexible licensing or related agreements to further reduce the barriers to collaboration. Wikipedia is one of the largest user-generated content databases in the world, a free encyclopaedia.

I'm currently enrolled as a student to complete my Bachelor's degree in information science and every time I receive a study letter, stating that I cannot cite Wikipedia for my research, I get a little frustrated. As a teacher I taught my learners to only use Wikipedia. I also taught them to use the list of references and rather cite the original source, after reviewing the content and making sure that it was coming

from a trustworthy source. I dare not mention to my lecturers that I still use Wikipedia for over 80% of my research, but know how to cleverly cite the correct sources that they regard as highly important research material.

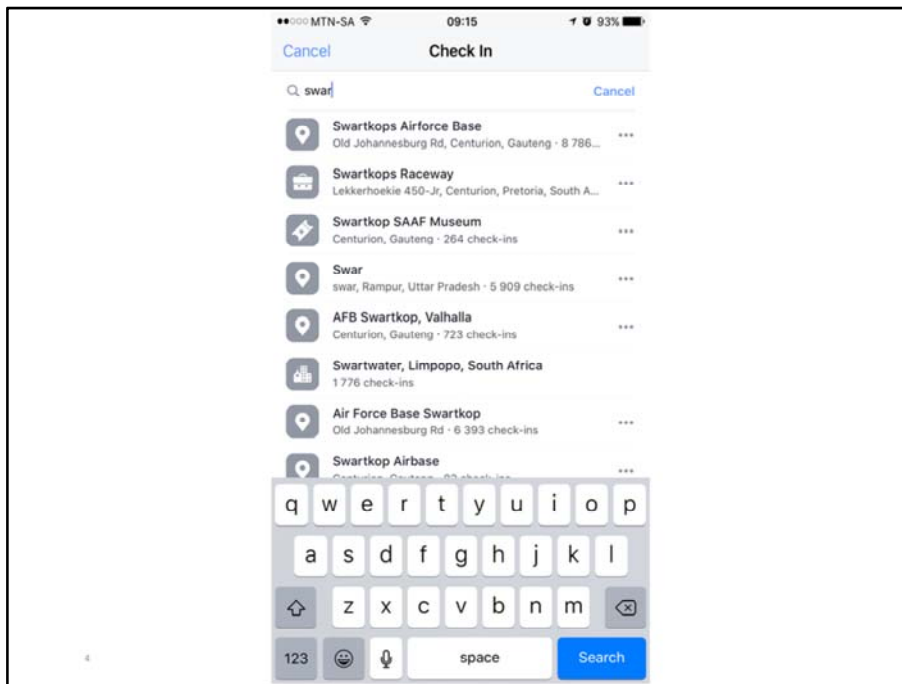
So may I ask how many Librarians are confirming that their institutions research work are being used in the Wikipedia lists of references? Are we assisting to make the contributions in Wikipedia more reliable and making our institutions research more visible or are we joining the academics and rather keep using online resources that we will acquire at a very high cost. Does our current drive towards open access scholarly content stay on the institutional repository or are we aiming to make it available on a free platform such as Wikipedia. Not necessarily as an individual, but often as part of a collaborative effort under an existing topic. What will happen to our big Open Access campaigns if an enormous platform like Wikipedia have no credibility with academics? Have we already asked that question or will we cross that bridge when we get there? Or can we contribute to Wikipedia to make it a more credible resource?



I came across a presentation that was held by Patrick Danowski at the World Library and Information congress in 2007 at Durban. He spoke about a project where the Deutsche Nationalbibliothek linked their authority file for personal names with the persons within Wikipedia. Linking was made by Wikipedia users and correction wishes of the authority files was created by the community. This also enabled Wikipedia readers to find other literature by the same person very easily. User generated content is often not trustworthy, simply because the contributors are not consistent. We have wonderful examples where researchers publish under a certain name and then life happens, they get married, or decide that there are too many John Smith's and would rather use their other name, which is Owen Smith and two years later decide that it's better to use their full name John Owen Smith and suddenly can't remember what they published when and under which name. So we've entered the era of metadata where researchers can be provided with a unique Orcid ID that will keep all their research together. Now if the Germans can use authority name records and link them to Wikipedia entries, why are we not also linking researchers social media profiles, whether it be professional or not, like Researchgate, Academia, LinkedIn, Facebook, Twitter, Google Scholar, etc. to their authority name records. I certainly hope that Orcid ID will be that one stop shop

that everybody is dreaming about and I do hope that cataloguers has seen the opportunity to be involved.

One of the most common contributions to user generated content is probably tagging. Social tagging is a simple concept where resources can be indexed by any user, through simple keywords. Tags can also be functional and will only have meaning to the user or a small group, like for instance “#SAOIM2016”.



Essentially, tags are also metadata and we have already established that more is better. When tagging a photograph, we often think about the old expression “a picture is worth a thousand words” and we try to describe as much as we can. We don’t want to be left with a box of photographs that has no meaning to us simply because we were not there when it was taken and nobody made that effort to leave a little note of the usual who, what, where and when. Have we ever considered that Google regards too many keywords as being spam and could consider blacklisting you if you’ve done this for a website, so how many keywords or tags are enough?

Some tags are easier to add like for instance the date and time, but what about place? It should be easy, I prefer the GPS coordinates, but what if I prefer to add a specific location? Every year I attend the Swarkops Air Show and one of the first things we do is to do a Facebook Check-in and I’ve noticed lately that it is becoming a bit confusing. There are about 20 check-in points for AFB Swartkops and I had to ask... how is this possible? The web is clearly challenging the world of clear boundaries and distinct authority roles. Lucky for me, I’m a librarian and know how to evaluate my options and use the correct data for my Checkin-in. I should admit,

checking-in at the conference was such a smooth operation the last few days, starting with the venue and even adding the event to my check-in. Somewhere, somebody is making sure that everything is working as it should.

Facebook page for Swartkop SAAF Museum. The page header shows the name "Swartkop SAAF Museum" and "History Museum". A location pin icon is visible with a "Suggest a Photo" button. The page has a 2.5 star rating from 2 public ratings. A notification box states: "This unofficial Page was created because people on Facebook have shown interest in this place or business. It isn't affiliated with or endorsed by anyone associated with Swartkop SAAF Museum." The "ABOUT" section includes a map of Swartkop, South Africa, with the address "0157" and "Johan Nel likes this". The "REVIEWS" section features two reviews: one by Ian Thomas Howard (5 stars) and one by Tebogo Seroke (3 stars).

Swartkop SAAF Museum
History Museum

2.5 ★ 2 public ratings

Unofficial Page Is this your business?

Is this postcode correct?
This will help people find this place

0157

NO Skip YES

ABOUT

Address Suggest an address

Phone Suggest a phone number

28 likes 264 visits

Johan Nel likes this

REVIEWS

Tell people what you think

★★★★★

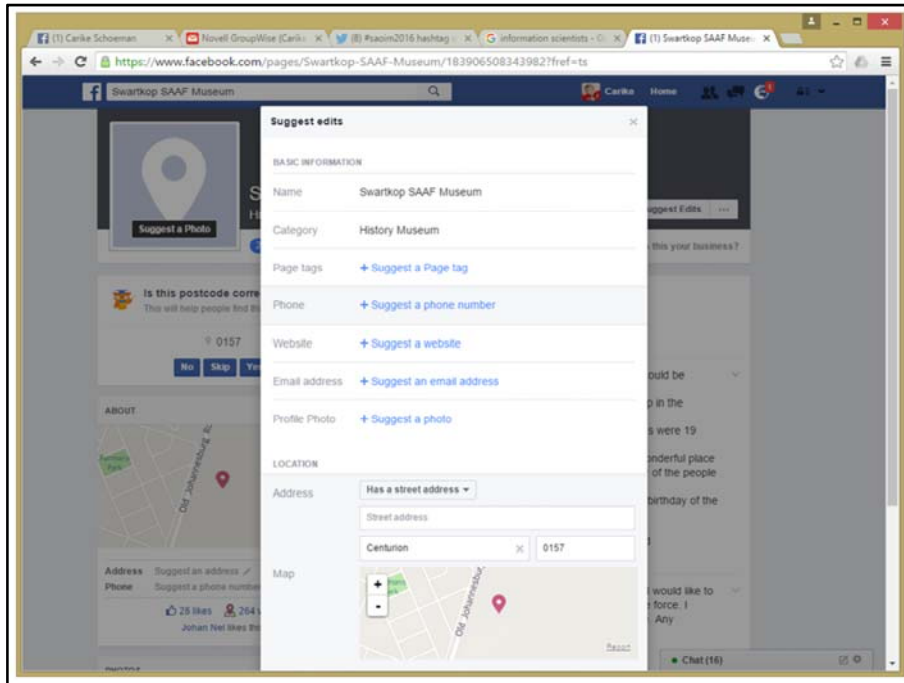
Ian Thomas Howard · 01 I think that more could be added to the museum page here I worked at the Radio section at RAAF Swartkop in the 1980's The museum was great then and the squadrons were 19 Pumas 44 DC 3's and 4's And of course 17 with the Abouettes, it was a wonderful place to work and I would love to be in touch with any of the people I knew at that time. I still have a open day brochure when it was the birthday of the Dakota aircraft. We had 34 DC 3's then or something like that. I wish you all ever success, yours Ian T Howard

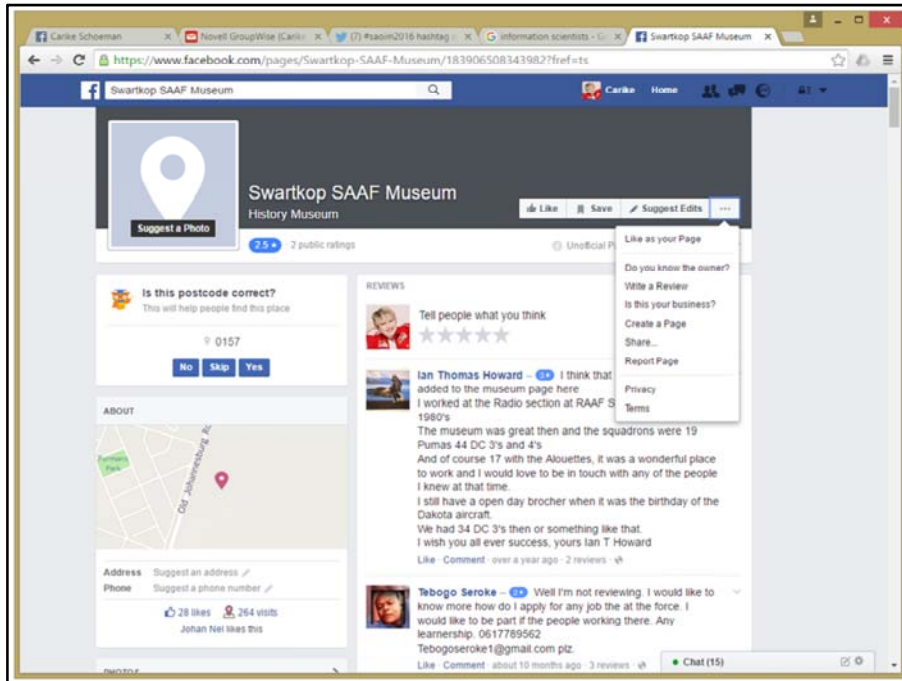
Like Comment · over a year ago · 2 reviews · 🗨

Tebogo Seroke · 03 Well I'm not reviewing. I would like to know more how do I apply for any job the at the force. I would like to be part if the people working there. Any learnership. 0617789562 Tebogoseroke1@gmail.com plz

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Chat (17)





How many locations have been created for your institution? Have you claimed those user generated content as being part of your institutions content? Are users still adding to that content? Are the users in control of the content that has been created by other users or have you taken control of what belongs to your institution? I'd rather join some social media sites and post true information about myself than leaving it to other people to post anything they want to about me. How many of you ever Googled yourself? If you don't find yourself it's actually a good feeling, but you might be surprised. Information seems to pop up in the strangest of places and what's worse, you probably did not submit the information yourself.

“Information Science is that discipline that investigates the properties and behaviour of information, the forces governing the flow of information, and the means of processing information for optimum accessibility and usability.”



User generated content is created at an incredible pace, every web user has found their voice and wishes to contribute to the ocean of information. Librarians have the knowledge to filter and organise their libraries, so why are they not applying their classification schemes to standardise and index keywords on the web. Why are they not becoming the information scientists that claims to be exactly what they are trained to be, the scientists who investigates the properties and behaviour of information, the forces governing the flow of information and the means of processing information for optimum accessibility and usability. Why are we getting stuck on only developing services and products that will benefit our clients? Why do we primarily create, and secondary use, user generated content and not becoming the managers of user generated content?

“It is concerned with that body of knowledge relating to the origination, collection, organisation, storage, retrieval, interpretation, transmission, transformation, and utilisation of information...”

We've had interesting workshops on Tuesday on how search engines work (and don't work) and how we can scrape data from websites to re-use in various other applications. We've heard that Google Scholar is not that good after all, but why does Google and librarians not collaborate and make Google Scholar the best Discovery tool that's available. If we can scrape data to shape it to our needs in other applications, why are we not assisting the creators of that data to understand the potential value of their data and how it can be used in future, helping them to publish their data in such a way that doesn't need to be shaped in another way.

“It has both a pure science component, which inquires into the subject without regard to its application, and an applied science component, which develops services and products.”
(Borko 1968:3-5)

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Are we as librarians taking care of our own personal data on the web and are we contributing corrections through programs such as Facebook Suggestions. Are we tagging our photos on Flickr according to standards or just random keywords? Are we updating map information through navigation applications such as Waze and Navmii? Are we conscious users of web 2.0 technology and more importantly... Are we sharing our expertise to the normal web2.0 contributor, explaining the impact of proper use of metadata or tagging?



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As futuristic as it sounds, the time has come that our devices can make certain predictions, based on the data that was generated by various users. Unfortunately users have not created data in an orderly fashion and can often not be used simply because it may cause confusion due to duplication and the data not being verified.



I still dream of the day that I'll walk into my library and within seconds my mobile device, or other wearable technology, has identified the available books that I would be interested to read at that specific moment. Wouldn't it be great if my device could then navigate me to the particular material as well? So where do we start building on this dream? Obviously by making sure that the library is officially on the map in the first place.



<https://youtu.be/gGpyLsKVgho>



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