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

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

Definition of Web 2.0

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

[thehatchergr group.wordpress.com/2008/05/08/glossary-of-new-media-terminology/](https://thehatchergr group.wordpress.com/2008/05/08/glossary-of-new-media-terminology/)

[flickr.com/photos/oceanflynn/315385916](https://flickr.com/photos/oceanflynn/315385916)
Introduction

Definition of Library 2.0

**Library 2.0** is a loosely defined model for a modernized form of library service that reflects a transition within the library world in the way that services are delivered to users. The focus is on user-centred change and participation in the creation of content and community. The concept of Library 2.0 borrows from that of **Business 2.0** and **Web 2.0** and follows some of the same underlying philosophies. ([http://en.wikipedia.org/wiki/Library_2.0](http://en.wikipedia.org/wiki/Library_2.0))
Introduction

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

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

http://www.flickr.com/photos/michaelsphotos/2565867381/
Library 2.0 arrives at the Education Library

- UP Library Services Strategic Plan 2008
  - Technology Exploitation Strategy: Decided to Develop a Library 2.0 Service Model

- Education Library Strategic Plan 2008:
  - Strategy to experiment with possible Library 2.0 products and implement where possible

- Library 2.0 Planning Workshop in January 2008:
  - Decided to focus on Flickr, YouTube, and Blogging for 2008

- At the end of 2008 staff at the UP Library Services had implemented much more than these
Library 2.0 arrives at the Education Library

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

http://edulibpretoria.wordpress.com
Purpose and target audience of the Blog

• “To keep people informed of new trends and developments in services and products in the library as well as new trends and developments in the field of Education”.

• **Primary target:** Students and academic staff of Faculty of Education

• **Secondary target:** researchers in the field of Education internationally (supports networking)
Why we decided on Wordpress?

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

Visitors to edulibpretoria.wordpress.com (dates below)

Navigation: Map with smaller clustars | Maps Archive | Notes | Full Map Key

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It's not where you are.
It's where you want to be...

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Distance in which individuals are clustered
Dot sizes: • = 1,000+ ● = 100 - 999 ○ = 10 - 99 ● = 1 - 9 visits

The above map depicts: 2,074 visits from 25 Jan 2008 to 16 Sep 2008

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Internationally recognised
Google Page Translator
教育图书馆博客@比勒陀利亚大学

教育部部长建议更换3年的大学学位制度四年
发布8月18日：2008年的学期在Wits

为期三年的大学学位在南非可能是过时的事，如果教育部长的提议成为现四年制
程，接受高等教育理事会。根据这份为期四年的程度，是个人的框架和重点之间的
学术大学和企业界，雇主表示，大学毕业生缺乏语言技能。他认为所有的学生
至少应具备的专长知识的一个土语裔，并且具有手语和母语。四年
级的学生将进一步学习的大学需负额外的培训。

另一个问题时，他发现高的学生是谁预科学。有几个因素，有助于这一点，学
校不教适当的语言技能和许多一年级生的学生，以应付学术语言和独立的研究和
学习。

教育图书馆
http://www.library.up.ac.za/edug/
Link to Web 2.0 functionalities
Blog Stats

Education Library Blog @ University of Pretoria

Stats: Education Library Blog @ University of Pretoria

Graph showing daily visits over time.
# Blog Stats (Continued)

## Referrers

People clicked links from these pages to get to your blog.

**Today**

None

**Yesterday**

<table>
<thead>
<tr>
<th>Referrer</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>translate.google.com/translate?u=edui...</td>
<td>2</td>
</tr>
<tr>
<td>translate.google.com/translate?u=edui...</td>
<td>1</td>
</tr>
<tr>
<td>translate.google.com/translate?u=edui...</td>
<td>1</td>
</tr>
<tr>
<td>translate.google.com/translate?u=edui...</td>
<td>1</td>
</tr>
</tbody>
</table>

## Top Posts & Pages

These posts on your blog got the most traffic.

**Today**

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>UP Bookjol: Opening Speech: Mathews Phos</td>
<td>1</td>
</tr>
</tbody>
</table>

**Yesterday**

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study on violence in South African sch</td>
<td>1</td>
</tr>
<tr>
<td>Pandora dispels teaching myths</td>
<td>1</td>
</tr>
<tr>
<td>Minister of Education proposes replaceme</td>
<td>1</td>
</tr>
<tr>
<td>Save the OBE system in South African sch</td>
<td>1</td>
</tr>
<tr>
<td>Permission</td>
<td>1</td>
</tr>
<tr>
<td>Teaching Reading In The Early Grades: A</td>
<td>1</td>
</tr>
<tr>
<td>Downloads</td>
<td>1</td>
</tr>
<tr>
<td>Spady: OBE in SA: Time to End the Confus</td>
<td>1</td>
</tr>
<tr>
<td>About</td>
<td>1</td>
</tr>
</tbody>
</table>

## Search Engine Terms

## Clicks
Blog Stats (Continued)

**Search Engine Terms**
These are terms people used to find your blog.

**Today**

<table>
<thead>
<tr>
<th>Search</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>mathews phosa</td>
<td>1</td>
</tr>
</tbody>
</table>

**Yesterday**

<table>
<thead>
<tr>
<th>Search</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>obe south africa</td>
<td>2</td>
</tr>
<tr>
<td>teachers comments on teaching reading</td>
<td>1</td>
</tr>
<tr>
<td>language training portuguese pretoria</td>
<td>1</td>
</tr>
<tr>
<td>myths about teaching</td>
<td>1</td>
</tr>
<tr>
<td>international violence schools statistic</td>
<td>1</td>
</tr>
</tbody>
</table>

**Clicks**
Your visitors clicked these links on your blog.

**Today**
None

**Yesterday**

<table>
<thead>
<tr>
<th>URL</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>translate.google.com/translate?u=edulibpretoria.files.wordpress.com/20...</td>
<td>1</td>
</tr>
<tr>
<td>addthis.com/bookmark.php</td>
<td>1</td>
</tr>
<tr>
<td>www3.clustrmaps.com/user/0bc46092</td>
<td>1</td>
</tr>
</tbody>
</table>

**Blog Stats Summary Tables**

- Total views: 6,489
- Busiest day: 144 — Wednesday, April 16, 2008
- Views today: 1
Reflection on Education News Blog

- Library has presence in blogosphere
- Blog postings picked up by Google Search, Google News
- Get Feedback from library users, interaction,
- Sharing of information, news on regular basis
- Good statistical feedback
- Readership/Users wider as UP Community - fosters networking
- Easy to use, easier to upload information than on normal web page
- Can add all kinds of widgets
- Have proven to be very popular
Undergraduate Education Blog

http://undergraduate-edu-blogspot.com
Undergraduate Education Blog

ECE assignment
I would make it my pleasure to assist you in doing your assignment on the history of writing.

Usable search terms: egypt writing/romans writing
Consult our library catalogue in order to do a keyword search

For further help
posted by sonja delport at 5:39 am 0 comments

Friday, September 19, 2008

Drama JEN 353
It is my pleasure to assist you with your assignment on 'Much ado about nothing'.
1. Unfortunately, not many books on this topic are available in our library at Groenkloof and I am suggesting you visit the Hatfield Campus Library.
On level 6 (Hatfield Campus) at 822.361 you will be able to
Reflection on Undergraduate Education Blog

- Provides a platform where information specialist can post information tips concerning assignments topics
- The blog is run on Blogger which lays outside the UP domain. This means that students have to go on the Internet to access it, implying costs to the students
- We did get positive feedback but would like to attract more readers
- We are planning to move this Blog to Internal UP Blog platform which is run on b2Evolution software.
Library Photos on Flickr
http://www.flickr.com/photos/24222318@N08/
Library Photos on Flickr
Reflection on Photos on Flickr

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

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  - Facebook Profile

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  - Facebook Profile
Facebook Profiles of Staff
Reflection on Facebook Profiles of staff

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

Business Facebook

Reflection on Business Facebook of the Library

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

• Valuable site for networking between professionals in different fields and professions
• Communities of Practice form around different fields of interest
Reflection on Academia.edu

- Valuable site for networking between professionals in the academic world
- Communities of Practice form around different fields of interest
- Provides a platform where you can list your publications, presentations, résumé etc
Google Earth
Google Earth
Google Earth
Reflection on Google Earth

• Increase presence of Library on the Web
• Valuable tool to market library
• Valuable tool to give directions to the library
RSS Feed to new books in the Library
RSS Feed to new books in the Library

Library RSS Feeds – Save to your Feed enabled Browser (IE/Firefox) or Feed Reader

New Items - Main Library
- Africana Collection
- Humanities and Arts
- Theology, Education and Social Sciences
- Economic and Management Science
- Natural Sciences and Engineering
- UP Publications

New Items - Faculty Libraries
- Groenkloof Library
- BMS and Dentistry Library
- Science Library
- Medical Library
- Veterinary Science Library
- Gordon Institute of Business Science Library
- Klinikala Library
- Mamelodi Library
- Music Library
- Witbank 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
Research bibliography Wiki
Bibliography of books, articles and other resources available on research: for students and supervisors:

A. Student Bibliography:
1. Books on dissertation research/writing books
2. Books/articles on research design and methods
3. Books/articles on research design/methods by discipline
4. Academic writing and style guides
5. Academic presentation advice resources
6. Books/articles on securing funding, writing of funding proposals etc.

B. Supervisor Bibliography:
1. Books/articles that will help supervisors do their job more effectively (International)
2. Books/articles that will help supervisors do their job more effectively (South African)
Books/articles on research design/methods by discipline

Medical Sciences:

Social Sciences:

Criminology:

Education:
Reflection on Researchbibliography Wiki

- Input from all information specialists at University of Pretoria’s libraries, and Eric Hofstee, researcher working on the research process.
- Value added feature: librarians add sources that are of value to their clients
- Work in progress
- Purpose: after completion, to publish a book that will be a hands-on source for post graduate researchers and lecturers/supervisors
Story Writing Exhibition 18-27 March 2009

Story Writing Exhibition
Education Library,
University of Pretoria,
Pretoria,
South Africa

18-27 March 2009
Story Writing Exhibition 18 27 March 2009

From Left to right: Dr Ina Joubert, Prof Cicil Hartell, Mr Johann van Wyk

Categories
- Education

Tags
- education
- Pretoria
- University library
- Story Writing Exhibition
- South Africa

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- VC PowerPoint
- Church Holiday Hotels Durban
- Pat Hams Taxis

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- www.StockBuilder.com
- Biolofto Sir1 Activator
- The only 20mg resveratrol supplement sold to the public.
Reflection on Slideshare

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

• Youtube videos of training, events
• Blog(s) focusing on Postgraduate students
• Mobile blog
• Game for information literacy training
Example of YouTube Channel: Dept of Library Services, University of Pretoria
Example of YouTube: Dept of Library Services, University of Pretoria
Examples of Mobile Blogs

www.jonathansblog.net

http://blog.econsultant.com
Example of Game developed for information literacy training at the Department of Library Services, University of Pretoria
Example of Game developed for information literacy training at the Department of Library Services, University of Pretoria
References

- Definition of Web 2.0. [Online] available at thehatchergroup.wordpress.com/2008/05/08/glossary-of-new-media-terminology/
- Education Library Blog @ University of Pretoria [Online] available at http://edulibpretoria.wordpress.com
References (Continued)

- Google Earth Map of Education Library. [Online] available at http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&mid=103352732984862152520.000448510eb325d5c7f5c&ll=-25.770533,28.208288&spn=0.004338,0.007231&t=h&z=17
• RSS Feed to new books in the Education library. [Online] available at http://innopac.up.ac.za/feeds/EDUnewbooks.xml
• UP Library’s YouTube Channel [Online] available at http://www.youtube.com/user/UPLibrary