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?
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.”

[Link](https://www.thehatcher.com/group/2008/05/08/glossary-of-new-media-terminology/)

[flickr.com/photos/oceanflynn/315385916](https://www.flickr.com/photos/oceanflynn/315385916)
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
• “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

EDUCATION LIBRARY BLOG @ UNIVERSITY OF PRETORIA

Downloads

- Changing management to manage change in Education report of the Task Team on Education Management Development (Pretoria), Department of Education, December 1995 [pdf file, 7.36 MB]
- Education Statistics in South Africa at a Glance in 2000 (DoE) [pdf file, 3.47 MB]
- Education Statistics in South Africa at a Glance in 2001 (DoE) [pdf file, 888 KB]
Get Copyright Clearance/Permission for documents/pictures downloaded on your blog
Example of Permission

From: “Paul Hoffman” phoffman@law.co.za
To: Johann Van Wyk
Re: CFCR article

Dear Johann,

None whatsoever - spreading light in the darkness is what we are all about. There will shortly be more on education on our website www.cfcr.org.za, look out for it.

Kind regards

Paul

----- Original Message ----- 
From: Johann VanWyk
To: Paul Hoffman
Sent: Monday, April 14, 2008 11:34 AM
Subject: Re: CFCR article

Dear Paul

Thank you for the prompt response! The English version will be fine. Would you have any objections if I put it up on our Library’s blog? http://edulibpretoria.wordpress.com
Clustr Map (Continued)
Google Page Translator
Example of page translated into Chinese
Share on other Web 2.0 tools
Link to Library Facebook
Education findings ‘devastating’

The findings by a team tasked to investigate the state of education in South Africa have been described by the opposition Democratic Alliance in KwaZulu-Natal as ‘nothing less than devastating’.

The team had found underlying dysfunctionality at rural and township schools, and teachers were spending less time in the classroom and more time on administration. The culture of teaching and learning had disappeared in most rural and township schools.

A culture of learning could only be restored if schools were given greater autonomy in hiring and firing staff, in disciplining pupils and in adapting the curriculum to local needs.

To read the report, click here.


Opening access to knowledge in Southern African Universities: report http://www.sana.org/

See Bloom’s Digital Taxonomy at http://educational Technologies.com/taxonomy.html

“Literacy, maths shocker in SA”

Blog Stats
18,007 hits

Meta
Login
Links to Favorite Sites
Links to University Ranking Sites
Snapshots Preview
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=edul...</td>
<td>2</td>
</tr>
<tr>
<td>translate.google.com/translate?u=edul...</td>
<td>1</td>
</tr>
<tr>
<td>translate.google.com/translate?u=edul...</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 Pho</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 school</td>
<td>1</td>
</tr>
<tr>
<td>Pandor dispels teaching myths</td>
<td>1</td>
</tr>
<tr>
<td>Minister of Education proposes replacement</td>
<td>1</td>
</tr>
<tr>
<td>Save the QBE 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: QBE 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

Now blank.
Blog Stats (Continued)

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

Today
Search          Views
mathews phosa   1

Yesterday
Search          Views
obe south africa 2
teachers comments on teaching reading 1
language training portuguese pretoria 1
myths about teaching 1
international violence schools statistic 1

Blog Stats
Total views: 6,489
Busiest day: 144 — Wednesday, April 16, 2008
Views today: 1

Clicks
Your visitors clicked these links on your blog.

Today
None

Yesterday
URL                       Clicks
translate.google.com/translate?u=edu...         2
translate.google.com/translate?u=edu...         2
www3.clustrmaps.com/user/0bc46092         1
addthis.com/bookmark.php         1
edulibpretoria.files.wordpress.com/20...         1
translate.google.com/translate?u=edu...         1
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
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 5:38 am 0 comments
Friday, September 19, 2008

Drama JEN 353
Hi!

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 022.361 you will be able to
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

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. Encyclopedias on research designs and methods
3. Books/articles on research design/methods by discipline
4. Academic, alumni and career 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)
Research bibliography Wiki

Books/articles on research design/methods by discipline

Medical Sciences:

Social Sciences:

Criminology:

Education:
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
johannvanwyk

Interesting: Monash E-Research Centre at http://www.monash.edu.au/er...
8:20 AM Jun 29th from web

Opening access to knowledge in Southern African Universities: report http://www.sarua.org/
8:26 AM Jun 19th from web

See Bloom's Digital taxonomy at http://edublog.wikispaces...
4:08 AM Jun 10th from web

5:57 AM Jun 10th from web

http://edulibpretoria.wordp... via @addthis
8:52 AM Jun 10th from web
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 http://www.flickr.com/
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 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)
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

Business Facebook

Business Facebook

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
Academia.edu

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

Papers


Co-authored with Hettie Groenewald and Erica van der Westhuizen

Communities of practice in an academic library: a run on the wild side? Paper presented at the 5th International Conference of Animal Health Information Specialists held on 4–7 July 2005 at the Veterinary Faculty of the University of Pretoria, Onderstepoort, Pretoria, South Africa

The global economy of the modern world, also called the New Economy, is characterised by globalisation, growing customer demands, greater competition and continual advances in technology.
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 Internet-connected computer, mobile device, website visitor, etc.” (Wikipedia)

Examples:
• Google Earth
• Yahoo Maps [http://www.yahoo.com/r/24](http://www.yahoo.com/r/24)
• Microsoft Bing Maps [http://www.bing.com/maps](http://www.bing.com/maps)
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)
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
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)
The university of Pretoria used Thinking Worlds Software. Available at [http://www.thinkingworlds.com/](http://www.thinkingworlds.com/) 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!!
Clear learning goals at the start of each new game

In this task you will learn what is available on our Health Sciences library web page and How to use the Library Catalogue to:

* Find books
* Find journal titles
* Find audiovisual material
* Borrow books
* How to use the study collection
The avatar can interact with different characters.

Dumelang! Goeie dag! Good morning! I am Bactri, the forever hungry clue 1.
The Health Sciences Library web page is very very important and so cool!
Click on each topic below for more information. I'm going to spin off to find bites and clues
to still my appetite! Chow.

- Health Sciences library web address
- Computers in the foyer
- Computers in the labs
- End Conversation
Each character provides information
Players are engaged they have to find different clues

Meet Prof. Quack
Meet Einspine
Meet the kissable Mucus
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

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

**Identification of research area**

**Literature review & indexing**

**Internal shared database of indexed articles**

**Skype, smart board, video conferences**

**Real time communication**

**Identification of collaborators**

**Proposal writing**

**Dissemination & artifacts**

**Training / mentoring etc**

**Document management system**

**E-learning system for researchers**

**Repositories:**
- research results;
- experiments;
- literature & documents

**Skype, smart board, video conferences**

**Real time communication**

**Identification of collaborators**

**Proposal writing**

**Identification of funding sources**

**Scientific workflow**

**Project management**

**Identified sources:**
- repositories;
- web/wikis; blogs;
- repositories; researchers & topics;
- funders, portals, communication, projects

**Integrated data management system**

**Mathematical modelling tools; numerical algorithm tools; simulation software; in silico experiments**

**Access to research networks & super computers; access to labs with in silico screening +**

**Additional tools:**
- Training / mentoring etc
- Servers with data files
- (Collaborative) Electronic Lab book
- (Free) Data analysis software
- Mathematical modelling tools; numerical algorithm tools; simulation software; in silico experiments
Demonstrator Interface

Access and authentication

Library resources

Internet resources

Alerts and RSS feeds – may help with info overload
BL / MS RIC:
Management of published info

ResearchGate:
Research collaboration

OPENWETWARE:
Lab Notebook on Blog

myexperiment:
Scientific workflows

HUBzero:
Access to interactive simulation tools

nanoHUB:
Subject gateway built on HUBzero platform

archer e-Research toolkit:
Conclusion

In the 21st 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 if libraries should embrace these tools, but how these tools can be used effectively to engage our clients.

This is where our clients are, and we should meet them there!
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&msid=103352732984862152520.000448510eb325d5c7f5c&ll=-25.770533,28.208288&spn=0.004338,0.007231&t=h&z=17
• 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


• RSS Feed to new books in the Education library. [Online] available at [http://innopac.up.ac.za/feeds/EDUnewbooks.xml](http://innopac.up.ac.za/feeds/EDUnewbooks.xml)


References (Continued)

- UP Library’s YouTube Channel [Online] available at http://www.youtube.com/user/UPLibrary