Reality Check: Technology: Web 2.0 technologies and libraries.

Presented by Johann van Wyk on 3 September 2009 at the 10th Annual Sabinet Conference, “Defying the Downturn”, held at the Protea Wilderness Resort from 2-4 September 2009
Reality Check

- *Reality check:* “coming to terms with what is actually happening, rather than what one chooses to believe”. (Wikipedia, 28 Aug 2009)
The Downturn
Opportunities

• Now is a opportune time for libraries to think anew about their services, products, marketplaces, brands, budgets, organizational structures and skillsets and especially the underlying technologies that support these.

• “Change brings the opportunity to re-envision the present and to create the future” (Erika Linke, president of the Association of College and Research Libraries)

• Web 2.0 tools are strategically positioned to enable this change
Gartner Hype Cycle for Emerging Technologies 2009

Figure 1. Hype Cycle for Emerging Technologies, 2009

- Expectations
  - Cloud Computing
  - E-Book Readers
  - Social Software Suites
  - Microblogging
  - Green IT
  - Video Telepresence
  - Mesh Networks: Sensor
  - Online Video
  - Corporate Blogging
  - Wikis
  - Location-Aware Applications
- Technology Trigger
  - Quantum Computing
  - 3-D Flat-Panel Displays
  - Human Augmentation
  - Context Delivery Architecture
  - Web 2.0
  - Social Network Analysis
  - Over-the-Air Mobile Phone Payment Systems, Developed Markets
- Peak of Inflated Expectations
  - RFID (Case/Pallet)
  - Idea Management
  - Tablet PC
  - Electronic Paper
- Trough of Disillusionment
  - Public Virtual Worlds
  - Home Health Monitoring
  - Online Video
- Slope of Enlightenment
  - Corporate Blogging
  - Wikis
  - Location-Aware Applications
  - SOA
- Plateau of Productivity
  - Speech Recognition
  - Link Analysis
  - Over-the-Air Mobile Phone Payment Systems, Developed Markets

As of July 2009

Years to mainstream adoption:
- ○ less than 2 years
- ▲ more than 10 years
- ● 5 to 10 years
- ■ 2 to 5 years
- ● obsolete
- ○ before plateau

Source: Gartner (July 2009)
Overview of Presentation

- Definition of Web 2.0
- Background
- 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, with examples of how UP implemented them, and what value they have for libraries
- Conclusion
Web 2.0
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.”
  
  (thehatchergrroup.wordpress.com/2008/05/08/glossary-of-new-media-terminology/)

flickr.com/photos/oceanflynn/315385916
Web/Library 2.0

LIBRARY 2.0 MEME MAP

Library that LETS
The library invites participation
OPAC
- Federated search
- RSS for cataloging records & search results
- Records tagging
- User reviews

Integration with (e) learning environment

1. User-centricity
2. Technology-sawy environment
3. Reaching of the patrons long tail
4. Content for more than one device
5. Component-based software, not monolithic ILS
6. Constant change
7. Use of Web 2.0 apps and services
8. Open standards

Library that fits that suggests that learns that gathers that combines that organizes

Library is a framework for integrating change into all levels of library operations

The library has no barriers

The library is human

Social computing apps to meet users’ need when, where and how they need it

THE PHYSICAL LIBRARY
Loud spaces for collaboration & conversation
Mobile devices for users

The library uses flexible, best-of-breed systems

Patron 2.0 = from content consumer to content creator

Web Check: Technology
Background

• UP Library Services Strategic Plan 2008
  – As part of e-strategy decided to Develop a Library/Web 2.0 Service Model
• Library/Web 2.0 Planning Workshop in January 2008:
  – Decided to focus on Flickr, YouTube, and Blogging and Wikis for 2008
• 60 Minute Practical Workshops to training staff in different Library/Web 2.0 tools
• Library/Web 2.0 Roadshow to demonstrate best practices to rest of staff
• At the end of 2008 staff at the UP Library Services had implemented much more than originally planned
Balanced Scorecard

Financial Perspective
To succeed financially, how should we appear to our shareholders?

Customer Perspective
To achieve our vision how should we appear to our customers

Vision & Strategy

Internal Business Process
To satisfy our shareholders and customers, what business processes must we excel at?

Learning & Growth Perspective
To achieve our vision, how will we sustain our ability to change and improve?

Balanced Scorecard

Financial Perspective
Make use of freely available web 2.0 tools
Road show on applications of these tools to interested parties

Customer Perspective
Monitor Impact of implementation of Web 2.0 tools on clients

Develop a Web/Library 2.0 Service Model

Internal Business Process
Integrate Web 2.0 tools into current work processes

Learning & Growth Perspective
Training Workshops on different Web 2.0 tools to library staff

### Different Types of Web 2.0 tools

<table>
<thead>
<tr>
<th>Type</th>
<th>Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authoring tools</td>
<td>Blogs, Mobile Blogs, Glogs, Wikis, Twitter</td>
</tr>
<tr>
<td>Archiving/Marketing Tools</td>
<td>Flickr, Slideshare, YouTube, Podcasts</td>
</tr>
<tr>
<td>Social Networking Tools</td>
<td>Facebook, LinkedIn, Academia.edu</td>
</tr>
<tr>
<td>Geolocation Tools</td>
<td>Google Earth</td>
</tr>
<tr>
<td>Alerting Tools</td>
<td>RSS Feeds</td>
</tr>
<tr>
<td>Gaming Tools</td>
<td>Thinking Worlds</td>
</tr>
<tr>
<td>Bookmarking Tools</td>
<td>del.icio.us, CiteULike</td>
</tr>
<tr>
<td>Digital Repositories</td>
<td>UPSpace (Dspace)</td>
</tr>
<tr>
<td>Virtual Research Environments (VRE)</td>
<td>Digital infrastructure (web 2.0 tools and traditional online databases &amp; services) which enables research to take place</td>
</tr>
</tbody>
</table>
Potential Barriers to using Web 2.0 tools

Adapted from Brian Kelly’s presentation at [http://www.ukoln.ac.uk/web-focus/events/conferences/nordlib2.0-2008](http://www.ukoln.ac.uk/web-focus/events/conferences/nordlib2.0-2008)
Implementing a Web 2.0 Tool

- Reality Check: Technology

- Web 2.0 Tool
  - Established Tool?
  - User-friendly?
  - Customizable?
  - Can it be embedded in Web Pages?
  - Which email address?
  - Learn from other libraries
  - Purpose/Aim?
  - Target Audience?
  - Funding Available?
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 reverse-chronological order” (Wikipedia)
Example of Library Blog: Education Library News Blog @ University of Pretoria http://edulibpretoria.wordpress.com
Google Translator
教育图书馆博客@比勒陀利亚大学

教育部长建议更换3年的大学学位制度四年

发布8月15日， 2008年12月18日

为期三年的大学学位制度可能要结束了。在南非，教育部长的建议做出后4年制度，接受高等教育的学士学位。因此这份由知识教育部的高等教育研究者，大学毕业生样本数据显示，认为新的学生至少应具备的工作知识的一个土右语言，并介绍了非洲历史和文化。四年制的学生将给予额外的时间来掌握更广的技能。

另一个问题是，他发现多数大学的学位课程。有几个因素，有助于这一点。学校不稳定的语言技能和许多一年制学生的斗争，以应付学术语言和独立的研究和学习。

第四年因此将是一个过渡性的一年工作坊。
需阅读到最新的文章，请点击此处。
Link to Library Facebook
Example: UP Undergraduate Education Library Blog
Mobile Blogs (Moblogs)
UP Education Library Moblog

http://edulibup.mofuse.mobi
QR Code

Mobile Site: Education Library Blog @ University of Pretoria

What to do with this?
A QR Code is a bar code that can be scanned by most camera phones and read using a QR Code reader. Your QR Code is essentially a link to your MoFuse mobile site. You can use this image anywhere you like, and anyone with a camera phone can take a picture of it and if they have a QR reader, they'll be sent directly to your MoFuse mobile site!

Select the size of the QR Code
Medium
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 University 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 Fictionglog

LIBRARY STAFF'S TOP FIVE ENGLISH FICTION TITLES:

- The Shack [William P. Young] (bestseller)
- The No.1 Ladies' Detective Agency [Alexander McCall Smith]
- The Poisonwood bible [Barbara Kingsolver] (2000 Boeke Prize)
- A Bekkersdal marathon [Herman Charles]
Example of a Glog: UP’s Favourite Fictionglog

**Other Popular English Fiction Titles in Our Collection:** (scroll down)

- 44 Scotland Street [Alexander McCall Smith]
- A Bend in the River [V.S. Naipaul]
- A Suitable Boy [Vikram Seth]
- Animal Farm [George Orwell]
- Anne of Green Gables [L.M. Montgomery]
- The Brothers Karamazov [F.M. Dostoevsky]

**Popular English Fiction Titles On Order:**

- Babel's feast [Isak Dinesen] (short story)
- Fugitive pieces [Anne Michaels] (Books in Canada First Novel Award)
- Life of Pi [Yann Martel] (2002 Man Booker Prize, 2003 Books Prize)
- Our generation [Zehide Taffer]

**10 Popular English Fiction Reads Not Yet in Our Collection:**

- Feel free to give the library a copy!
  - A Fine Balance [ Rohinton Mistry]
  - Bridget Revisited [Evelyn Waugh]
  - Chocolat [Joanne Harris]
  - Exodus [Leon Uris]

[Image of a Glog showing a list of popular fiction titles and a note about popular titles in the collection currently in for repair.]
Value of Glogs

- 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

- 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
### 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
Twitter

Microblogging site where you can say something in only 140 characters
Twitter Page

Tweets

- Telkom to build 10 Gbps SANReN (South African National Research Network).
  http://mybroadband.co.za/new...
  about 1 hour ago from web

- QlikTech's approach to finding and analysing data makes connections the way your brain does. http://www.qlikview.com/
  about 1 hour ago from web

- Just added myself to the http://wefollow.com twitter directory under: #librarian #university #web2
  5:30 AM Aug 21st from WeFollow

- Looking for articles on how Web 2.0 can be used by organisations (libraries) to tackle the economic downturn
  9:39 AM Aug 21st from web

- Presentation: New Technologies Web 2.0 Implications for Libraries
  available at https://www.up.ac.za/dspace...
  5:57 AM Aug 12th from web
Value of Twitter

- Freely available
- Library has a presence where its users are
- 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 most blogging 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.
- Can use Twitter as reference service
- **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
Flickr

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

• Available for Free at http://www.flickr.com/
UP Education Library Photos on Flickr

http://www.flickr.com/photos/24222318@N08/
Value of Flickr for Libraries

- Freely available
- 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)
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
• Within 2 days of uploading this presentation, the Education Library already had over 200 people visiting the slide presentation
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 YouTube Channel: UP Library
Value of using YouTube

- 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)
- **Drawback:** Slow broadband speed in SA makes viewing difficult. Seacom cable will hopefully improve this
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

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Facebook Profile
Facebook Profile of information specialist /librarian
Value of Personal Profiles of Library Staff 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
- **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 of UP’s Library Services
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 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. Available at http://www.linkedin.com
Example of a Library Professional’s Page on LinkedIn
Example of a Library Professional’s Page on LinkedIn

Groups

- ACRL
- Professionals in South Africa
- Library 2.0
- American Library Association
Example of an organisation’s page on LinkedIn
Value of LinkedIn

- 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.
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
Link to Google Earth from UP Education Library’s Web Page
Google Earth Satellite Photo of UP’s Education Campus
Google Earth Map of UP’s Education Campus
Value of Google Earth

- 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
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

University of Pretoria Library, Groenkloof Campus new material
04 May 2009, 05:03:27 AM

Drie letter woorde! [game]
04 May 2009, 07:15:11 AM

The God of small things / Arundhati Roy.
04 May 2009, 07:15:11 AM
Roy, Arundhati.

30 April 2009, 08:30:28 AM
Shakespeare, William, 1584-1616.

The tempest / William Shakespeare ; edited, with introduction, marginal notes and detailed paraphrase by P. de Munik.
30 April 2009, 08:30:28 AM
Shakespeare, William, 1584-1616.

As you like it / William Shakespeare ; introduction by Peter Brook ; décor and costumes by

Done
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
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 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)
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 dude 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
Meet Einspine
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”
Lessons learned

- 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
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. Library 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 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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