UP Library Service’s Web 2.0 Journey

Presented by Johann van Wyk on 14 October 2009 at the Knowledge Management Practitioners Group of Pretoria Meeting, at the CSIR Knowledge Commons, Pretoria
Gartner Hype Cycle for Emerging Technologies 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

- 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."

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

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

Library 2.0 Meme Map

1. User-centricity
2. Technology-savvy 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 that LETS
- The library invites participation

OPAC
- Federated search
- RSS for cataloging records & search results
- Records tagging
- User reviews

The Physical Library
- Loud spaces for collaboration & conversation
- Mobile devices for users

Integration with (e) learning environment

Staff
- Creation of an Emerging Technology Committee

The library is human
- The library is everywHere
- Patron 2.0 = from content consumer to content creator

The library uses flexible, best-of-breed systems

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

The library has no barriers

Library is a framework for integrating change into all levels of library operations
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 be 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>
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<tr>
<td>Geolocation Tools</td>
<td>Google Earth</td>
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<tr>
<td>Alerting Tools</td>
<td>RSS Feeds</td>
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<tr>
<td>Gaming Tools</td>
<td>Thinking Worlds</td>
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<tr>
<td>Bookmarking Tools</td>
<td>del.icio.us, CiteULike</td>
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<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>
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</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
Implementing a Web 2.0 Tool

- Purpose/Aim?
- Target Audience?
- Funding Available?
- Established Tool?
- User-friendly?
- Customizable?
- Can it be embedded in Web Pages?
- Which e-mail address?
- Learn from other libraries
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](http://edulibpretoria.wordpress.com)
Clustr Map
Blog translated into Chinese
Opening Access to Knowledge in Southern African Universities

Posted on 19 June, 2009 by Johann van Wyk

The Southern African Regional Universities Association last year published an important report titled "Opening Access to Knowledge in Southern African Universities." This report identified key constraints in access to knowledge in universities in the SADC Region and builds on the findings from two earlier studies of SARUA, A Status Review of ICT in Universities in the SADC Region (2006), and Science and Technology: A Baseline Study on Science and Technology and Higher Education in the SADC Region (2007).

The authors show that the presence of research from Africa in leading international peer-reviewed journals is diminishing, and also highlights the obstacles that prevent the majority of African researchers from ever receiving an adequate profile or readership within African research communities, and internationally. Reasons for the restrictions on access to knowledge in Africa, and particularly in the Southern African Region, are shown to revolve around restrictive copyright practices and regulations, and a lack of access to internet-based technologies, outdated paradigms for knowledge collection and dissemination, and the lack of creative and effective government support enabling environments within higher education to match the vision of African leaders for knowledge and innovation in Africa in the 21st Century. (From the foreword to the Report by Pyiashi Kotecha)

To read the report Click Here!

Filed under: Edu News (Africa), Higher Education, Open Access, Statistics, Web 2.0 | Tagged:
Example: UP Undergraduate Education Library Blog
Mobile Blogs (Moblogs)
Education Library Blog on a normal cell phone

Education Library Blog on an iPhone
QR Code
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:

To kill a mockingbird [Harper Lee, 1960] (1961 Pulitzer Prize)
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:

Babette’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 in Canada)
Our adventure [Zubaida Tariq]

10 POPULAR ENGLISH FICTION READS NOT YET IN OUR COLLECTION:

(Feel free to give the library a copy!)

A Fine Balance [ Rohinton Mistry]
Brideshead Revisited [Evelyn Waugh]
Chocolat [Joanne Harris]
Exodus [Ira Unna]
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 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

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

Twitter Page

Tweet:
Telkom to build 10 Gbps SANReN (South African National Research Network).
http://mybroadband.co.za/...

About 1 hour ago from web.

QikTech’s approach to finding and analyzing data makes connections the way your brain does.
http://www.qikview.com/

Just added myself to the http://wefollow.com twitter directory under:
#librarian #university #web2

About 1 hour ago from web.

Looking for articles on how Web 2.0 can be used by organisations (libraries) to tackle the economic downturn

About 1 hour ago from web.

Presentation: New Technologies Web 2.0 Implications for Libraries
Available at https://www.up.ac.za/dspace...

5:57 AM Aug 21st from Wefollow
Following/Followers on Twitter
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 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/
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
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 Library’s business facebook is still very recent; it has been quite popular (number of fans), but we still need to monitor this longer to see whether this was successful”
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’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
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 due 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
Barack Obama (@BarackObama) on Twitter - Windows Internet Explorer

Delivering a speech to Wall Street on the need for financial reform. Listen live: http://bit.ly/17e0Nf
2:16 PM Sep 14th from web

Please watch this special message, and if you haven't already, tell your members of Congress you support reform: http://bit.ly/9RlAe
10:05 PM Sep 13th from web

Watch the stories of the two parents who joined the First Lady for last night's address: http://bit.ly/ymKQ3 (via @WhiteHouse)
8:12 PM Sep 10th from web

Members of Congress need to know you support the plan laid out in last night's address. Please call your reps today:
http://bit.ly/12CO0C
4:31 PM Sep 10th from web

Congress knows where I stand. Now they need to hear from you:
http://bit.ly/15a0Oj PHn09
2:07 PM Sep 5th from web

Verified Account
Name: Barack Obama
Location: Washington, DC
Web: http://www.barackobama.com
Bio: 44th President of the United States
757,868 2,174,373
Following: 364
Favorites
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! We can take the library to them and engage them by utilising the different Web 2.0 Tools.
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