Web 2.0 and Information Professionals:
Presentation to information specialists of the UPLS
on 8 February 2011
by Johann van Wyk
Overview of the presentation

- Definition of Web 2.0, Library 2.0
- Library 1.0 versus Library 2.0
- 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 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.”

  (thehatchergroup.wordpress.com/2008/05/08/glossary-of-new-media-terminology/)
Web 1.0, 2.0 and 3.0

Web 1.0 is a one-way platform

Web 2.0 is a two-way/multi-way platform where participation is the key-word

Web 3.0 shows more intelligence: the "web machine" learns, suggests and anticipates what people like and would like to get

http://blogs.nesta.org.uk/
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://tametheweb.com/the-hyperlinked-library/
Characteristics of Library 1.0

• The users who have needs is outnumbering those whose needs we are meeting
• Offering services that are not wanted by a majority of our population
• Prepare & plan for years, implement the plans, but then tend to walk away without constant follow up
• A restricted place
• Governed by hierarchies
• Rigid boundaries
• Underpinned by change avoidance

(Pradhan & Panighahi, 2010)
Characteristics of Library 2.0

- Constant & Purposeful change
- User participation in the creation of physical and virtual service they want
- The library harnesses user-generated content
- Socially rich
- The library makes connections (collaboration)
- Consistent evaluation of services & products
- Creation of new services not possible before, e.g. virtual reference, personalised online access catalogue interfaces (e.g. MyLibrary, MyCatalog)
- The Library has a presence where its users are
- Downloadable media/Multi-media

(Pradhan & Panighahi, 2010)
Examples of the move from Library 1.0 to Library 2.0

(Maness, 2006)

<table>
<thead>
<tr>
<th>Library 1.0</th>
<th>Library 2.0</th>
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<tr>
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<td>Text-based tutorials</td>
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<td>E-mail mailing lists, web pages</td>
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<td>Controlled classification schemes</td>
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<td>OPAC (Online Public Access Catalogue)</td>
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<td>Catalogue of largely reliable print and electronic holdings</td>
<td>Catalogue of reliable and suspect holdings, web pages, blogs, wikis etc</td>
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## Different Types of Web 2.0 tools

<table>
<thead>
<tr>
<th>Type</th>
<th>Tool</th>
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<tr>
<td>Authoring Tools</td>
<td>Blogs, Mobile Blogs, Glogs, Wikis, Twitter</td>
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<td>Communication Tools</td>
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<td>Flickr, Slideshare, YouTube, Podcasts</td>
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<tr>
<td>Social Networking Tools</td>
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<tr>
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<tr>
<td>Virtual Worlds</td>
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<td>Thinking Worlds</td>
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<tr>
<td>Bookmarking/Tagging 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</td>
<td>Sakai, Researchgate, MyExperiment etc</td>
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</tbody>
</table>
Potential Barriers to using Web 2.0 tools

- Lack of support from management
- Lack of expertise
- Lack of time
- Lack of interest: staff
- Difficulties in selection
- Not part of Performance Evaluation
- Lack of interest: clients
- Sustainability of services
- Costs
- Does it deliver expected benefits?
- Inappropriate content
- Data protection, privacy, copyright, etc.
- Accessibility, e.g. Firewalls

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

- 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
Authoring Tools

- Blogs
- Mobile Blogs
- Glogs
- 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)
Blogging software

- Blogger: www.blogspot.com
- Wordpress: www.wordpress.com
- Internal Blogs
- Etc.

https://www.blogger.com/
http://www.aoddesign.com/blog/resources/
Example of a Library Blog on Wordpress: Education Library Blog @ University of Pretoria

More South African pupils to have access to free education

Posted on 16 July, 2010 by Johan van Wyk

From 2011 more pupils in South African schools will have access to free education, the South African Department of Basic Education announced recently.

This has been welcomed by Naptosa, but it also warned, that the system would now have to focus on the quality of the education provided. This observation is crucial since the current roll-out of no-fee schools has drawn sharp criticism for its failure to properly resource such schools.

To read more go to Tebogo Monama's article in the Sowetan by Clicking Here

Filed under: Department of Basic Education, Ed News (South Africa), Schools | Tagged: South Africa, Education, Schools, pupil, quality, Free access, no-fee schools, Naptosa, resources | Leave a Comment »

New Curriculum for South African schools

Posted on 7 July, 2010 by Johan van Wyk

South African Minister of Basic Education, Angie Motshekga yesterday announced changes to the South African education system.

The new Curriculum Schooling 2025 would replace the highly critiqued outcomes based education (OBE) system introduced in 1998. However, OBE would not be completely scrapped but would be modified to improve the performance of school pupils.

The new Curriculum and Assessment Policy Statement will replace the existing method, where assessment requirements were mapped onto the achievement of outcomes and assessment standards.

To read Angie Motshekga's full statement Click Here!
Integration of other Web 2.0 tools within Blogs
Example of a library blog on Blogger
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
Mobile Blogs (Moblogs)

Launch & manage a mobile version of your blog or website.

Mobilize your blog now. (Why mobilize?)

Enter your blog’s URL or RSS feed here.

Bloggers >>
UP Education Library Moblog

On a normal cell phone

On an iPhone
Searching blogs

http://blogsearch.google.com
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 your normal user 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

Glog - Wikipedia, the free encyclopedia - Windows Internet Explorer

Glog

Glog may refer to:
- a graphics blog or graphical blog: online rich media poster
- Mulled wine, also called Glögg
- G-Log, software company

This disambiguation page lists articles associated with the same title. If an internal link led you here, you may wish to change the link to point directly to the intended article.

Categories: Disambiguation pages
Example of a Glog: UP’s Favourite Fiction Glog

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]

Some Well-Loved Authors in Our Collection:

- Dan Brown (Da Vinci Code)
- J. K. Rowling (Harry Potter)
- John van de Ruit (Spud)
- Lindsey Davis (the Falco novels)
- Paulo Coelho (The Alchemist, Veronika decides to die)
- Sello K Duiker (Thirteen cents)
Example of a Glog: UP’s Favourite Fiction Glog

OTHER POPULAR ENGLISH FICTION TITLES IN OUR COLLECTION:

- 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 Bookes Prize)
- Our generation [Zosadia Taffey]

POPULAR TITLES IN OUR COLLECTION CURRENTLY IN FOR REPAIR:

- Love in the Time of Cholera [Gabriel Garcia Marquez]
- The Collector [John Fowles]
- A House for Mr Biswas [V.S. Naipaul]
- Veronika decides to die [Paulo Coelho]
- Harry Potter and the Half-blood prince [J.K. Rowling]

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 [Leon Uris]
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**

- **Definition**
  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
Using a Wiki to build a bibliography

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.
- Can publish the end product as a book
Twitter

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

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

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 #reb2

5:50 AM Aug 21st from WeFollow

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

6:39 AM Aug 12th 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
Following/Followers of Twitter
Value of Twitter

- Freely available
- Library has a presence where its users are
- You 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 blogging and social networking 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.
- You can use it to keep updated about new developments and topics
- You can use Twitter as information reference service
Archiving your Tweets

Your TwapperKeeper - Archive your own tweets

Take the power of TwapperKeeper home with you!
An open / downloadable version that can be run on your server!

Archive tweets on your server
(or in the cloud!)
View and Export as HTML, EXCEL, and RSS
(or JSON for you API hackers!)
Analyze, analyze, analyze!
(you do like to analyze data don’t ya?)

Pick an option...

I want to run my own server!
Download source from Google Projects and install!

I want one but I want you guys to run it for, say like, $29 per month and give me 5GB of storage too!
(and oh yeah, I went a 14-day trial run to make sure the thing works)

Subscribe
hello!
We’ve made it fun and incredibly easy for you to collaborate with your friends and family online.

Try here!
You can type directly in this note. Change font, size, and color.

This is Stixy!
Think of Stixy as your online bulletin board. Create as many Stixyboards as you like, one for each project. Use Stixy to easily organize and share:

- Your family’s schedule
- Projects at work
- An upcoming holiday with your friends
- Your photos from your last bike trip
- Or share a file or two with a friend

Only you set the limitations for how you want to use

Sign Up With Stixy
Sign up and start collaborating with your friends, family, and colleagues right away. It’s fun, it’s easy, and it’s FREE!

Examples on How To Use Stixy
Use Stixy at work
Upload your work, add comments, share files, and more. Invite your co-workers and start collaborating.

For online research
Copy and paste from, and link to, any web site. Share with your friends to get their input.

As a photo album
Upload photos from your last vacation. Design, and add a few comments if you like. Allow “guest view” so the whole wide web can see, but not edit, add, or delete.
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- Or share a file or two with a friend

Only you set the limitations for how you want to use Stixy.

Create

Be creative! We have no fixed grid that you need to follow. Can you see the widgets in the widget tray below? Just drag a widget out on the board and place it anywhere you want. Resize it, move it around, and select from a number of options to design your reminders, photos, notes, and files.

Share

To share a Stixyboard with friends, family, or your colleagues at work, is as easy as it gets. Sometimes it’s nice or in fact necessary to have an online space for common photos, reminders, files, and so forth. Each Stixyboard has a unique set of members. No one else can see or use your board unless you choose to open your board for public view.

http://www.stixy.com
What is Stixy?

- Collaborative communication tool
- A storyboard
- Online bulletin board
- It can be likened to an online version of scrapbooking
Value of Stixy

- Can be used for project management
- Can be used for brainstorming
- Can be used in strategic planning
- Can be used in online research
- Can be used in collaborative research
- Freely available
- Intuitive
- Easy to use
- Creative
- Rich media pages: can mix graphics, photos, videos, music and text
- A Storyboard
- Online bulletin board
- It can be likened to an online version of scrapbooking
Communication Tools

- Skype
- Dimdim
- Google Talk
- Chat/ Instant Messaging (IM)
Skype
Skype Introduces 10-Way Video Calling

Do you like this story?

Skype — apparently pleased with its five-way beta group video-calling functionality — has just released a new version of Skype 5.0 for Windows that doubles group support. It now allows for up to 10 video callers.

Skype 5.0 beta two is already available for download; it includes 10-way video calls, automatic call recovery and a cleaner user interface. The update is also said to improve call quality and includes a number of bug fixes to make the overall experience much smoother.

Of course, the standout feature is 10-way video calling, something that certainly one-ups their own previous offering and makes it suitable for even larger virtual team meetings and mini family reunions. Of course, it also makes Gmail's video-calling functionality look like the ugly step sister — a proactive move on the part of Skype to combat recent buzz surrounding Gmail Voice Calling.

Still, Skype does caution that 5.0 is beta, and hence, very buggy. It's also limited to Windows users, and 10-way video calls require all group chatters to be using the same second beta version of the app.

Have you tested out five-way video calls? Are you ready to upgrade to the 10-person variety? Share your thoughts in the comments.

For more Tech coverage:
Add Skype name to the contact details on your web page
Value of Skype

- Can make **free** phone calls (voice and/or video calls)
- Can also do instant messaging
- Can also do file transfer
- Can also do video-conferencing
- Skype's text chat client allows group chats, storing chat history, offline messaging and (in recent versions) editing of previous messages
- Provides another channel through which clients can communicate with the library/librarian, and vice versa.
Dimdim

- Dimdim is a tool that lets anyone host and attend live meetings, demos and webinars using just a web browser. One can instantly share documents, web pages, whiteboards, audio, video, and even record your events - with no software to install. Dimdim is free for small meetings. (Dimdim)
Dimdim web meeting

http://my.dimdim.com/portal/

Two participants: Soile and Saimi

...using whiteboard

...and chatting

(From: Sainio, 2009)
Value of Dimdim

- Dimdim is a valuable virtual meeting tool
- Can hold webinars via Dimdim
- Can share files via Dimdim
- Can share a white board online while meeting
- Can use other Web 2.0 tools in Dimdim and can use Dimdim in other Web 2.0 tools
- Dimdim provides another channel through which clients can contact/communicate with the library and vice versa
Gmail Voice and Chat

Congratulations on installing Google voice and video chat
Start chatting right from Gmail or iGoogle.
Or watch this demo of how it works:

©2009 Google - Terms - Privacy Policy
Value of Google Talk

- **Text chat**
  - **Instant messages**: share quick thoughts in real time
  - **Status updates**: see if friends are around and what they are up to
  - **File transfer**: instantly send and receive files, pictures, and more

- **Voice & Video chat**
  - **Free long distance**: make PC-to-PC calls to people anywhere in the world
  - **Audio conferencing**: talk to multiple people at once
  - **Gmail integration**: chat with your friends on Gmail
Chat/Instant Messaging (IM)

- Chat or Instant Messaging (IM) is a live/real time online synchronous communication channel which facilitates online interaction between 2 people,
- Chat/IM can be in the form of text messages, but can also include photos, video clips etc
- Examples of this are: Ask a Librarian services and Meebo, a web-based instant messaging application and even Gmail
Chat/Instant Messaging
Meebo

Together is better
Meebo gives you the freedom to share. Whether you use Meebo here or on your favorite sites around the web, Meebo brings you and your friends together.

Learn More

Sign on to Meebo

meebo id
password
sign on using https. forgot password?

Join Meebo
Access IM and multiple social platforms to communicate and share with the friends that matter
email
full name

Meebo for you
Take web surfing to new heights! Check-in across the web and discover new sites.

Meebo for mobile
Stay connected to your friends with Meebo on your mobile device.
Value of Chat/Instant Messaging

- Can be used to provide a quick online reference service
- Users do not have to visit the library physically
- Users can ask questions through chat/IM and get answers instantaneously/in real time
- Saves the library users time and increase productivity
- Users have sometime greater confidence to ask questions online than in a face-to-face situation
- The downside: Not all libraries have a 24 hour chat/IM service.
Archiving/Marketing Tools

- Photo-sharing sites, e.g. Flickr
- Powerpoint and pdf sharing sites: e.g. Slideshare
- Streaming (Podcasting, Vodcasting, Vidcasting) e.g. YouTube, iTunes etc.
Flickr

Example: UP Veterinary Library Photos on Flickr

On July 18 2010, we celebrated the second Mandela Day. People from all walks of life around the world were requested to devote 67 minutes of their time to help those that are in need and less fortunate than they are.

The Jololo F Soga Library devoted 67 minutes of their time to the OP Primary School to celebrate Mandela Day 2010.

20 photos | 12 views

Items are from 16 Jul 2010.
Example: UP Veterinary Library Photos on Flickr
Value of Flickr

- 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
“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 2.0
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
Streaming

- Streaming
  Streaming occurs when you click on a link on a web site, and the video or sound stream starts playing immediately (e.g. YouTube)

- Podcasting and Vodcasting
  Podcasting occurs when you click on a link to download a video or sound file so that it can be viewed/listened to later in your own time on a PC, mp3/mp4 player such as an iPod, or on some mobile devices. Podcasting normally refers to an audio file but can also be video and is then called vodcasting!

- Vidcasting
  A Vidcast is a converter that by its name, converts things like music files and videos to a different type of file such as a WA file to a MP3 file (e.g. YouTube Downloader, keepvid.com)
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 a YouTube Channel:
UP Library
Link to UP Library’s YouTube Channel: from the library Web Site
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)
- Seacom Cable increased broadband speed and made viewing more attractive
Social Networking Sites (SNS)

- Facebook
- Business Facebook
- LinkedIn
- Academia.edu
- There are many others e.g., MySpace, Ning, Naymz, Friendster, Orkut etc.
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)
Facebook Profile of information specialist/librarian
Value of personal profiles of librarians 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
- **UP Library** found that very few, if any primary library users contact our library staff in this way
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).
Link to Library’s Business Facebook from Library Web Site
Business Facebook of UP Education Library
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 the 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?** UP’s library get much better response from the library’s users via the library’s business facebook
Voice activated Facebook?

Facebook while you drive?

2010-05-15 10:44

It sounds like a social networker’s dream – the ability to update Facebook while you drive.

While fulfilling our need to network, we’re pretty sure this could end up with a status update reading “Steve, Smith – I’ve seen a car accident… which I caused. Anyone know the number of a tow truck?”

Nevertheless OnStar, a US cellular service, is developing a Facebook application that will allow drivers to update their profiles without ever taking their hands off the steering wheel.

The application works on system of voice-activated controls with OnStar adding news feeds which will be read out loud. OnStar also promises to create a voice-based texting system.

Drivers will be able to connect their smartphones to a built-in system located and activate the application via Bluetooth. This will enable text messages to be relayed back to drivers via speech synthesis and will allow users to verbally select preset responses.

We’re not sure how the words “Facebook” and “driving” will be picked up by the National Highway Traffic Safety Administration which reported that in 2008 driver distraction was the cause of 16% of US car crashes.

However OnStar has emphasised “responsible connectivity” in its Facebook application campaign, with a slogan “eyes on the road, hands on the wheel, mind on the drive.”

Would you like to update your Facebook profile while you drive? Share your thoughts on OnStar application here!
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 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
Johann van Wyk

University of Pretoria
Faculty Member, Library Services
Faculty Library Manager

Contact Information
Email: johann.vanwyk@up.ac.za
Homepage: http://www.library.up.ac.za/edu/johann.htm
Telephone: +27-12-4205651

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.
Geo-Location 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
Google Earth Satellite Photo 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

http://earth.google.com/
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
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, 06:30:26 AM

Shakespeare, William. 1564-1616.

The tempest / William Shakespeare ; edited, with introduction, marginal notes and detailed paraphrase by P. de Munnik.
30 April 2009, 06:30:26 AM

Shakespeare, William. 1564-1616.

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

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
A **virtual world** is a genre of **online community** that often takes the form of a **computer-based simulated environment**, through which users can interact with one another and use and create objects. Virtual worlds are intended for its **users** to inhabit and interact, and the term today has become synonymous with interactive 3D virtual environments, where the users take the form of **avatars** visible to others graphically (Wikipedia)
Virtual Worlds

- Virtual Worlds can generally be divided along a spectrum ranging from:

- Massively multiplayer online role-playing games or MMORPGs where the user playing a specific character is a main feature of the game (World Of Warcraft for example).

- Massively multiplayer online real-life games or MMORLGs, the user can edit and alter their avatar at will, allowing them to play a more dynamic role, or multiple roles (Wikipedia)
Virtual Worlds

- Examples:
  - Active Worlds
  - Kaneva
  - Second Life
  - World of Warcraft
Home of the 3D Chat, Virtual Worlds Building Platform

ActiveWorlds, the web's most powerful virtual worlds experience, lets you visit and chat in incredible 3D worlds that are built by other users. Think you have what it takes to build your own world, Virtual Reality game or training software? Active Worlds is the place for you, where in minutes you can create fascinating 3D worlds that others can visit and chat in. Our White Label solution allows you to custom brand your virtual world and host it on your servers. Our enterprise product is the platform of choice for many fortune 100 corporations who want full control over their worlds behind their firewall without having the security risk of someone else accessing their content. For those looking to have fun, the ActiveWorlds Universe is a community of hundreds of thousands of users who chat and build 3D virtual worlds environments in millions of square kilometers of virtual territory. Take a quick look at some of our satellite maps and see how our community has grown over the years. Launch the free software and come check us out for yourself. You'll be amazed at how vast our virtual worlds universe is and the capability of our technology.

In Active Worlds you can:

- Build your own 3D virtual reality home on the Internet
- Shop online in our own 3D virtual reality mall and chat with store clerks
- Explore over 1000 unique virtual worlds
- Make new friends and chat with people from all over the globe
- Play interactive 2D and 3D games
- Choose from a vast range of avatar identities and chat with other avatars.
Kaneva

Discover the Digital You

Experience

Interact

Create
World of Warcraft

NEW COMMUNITY INTERVIEWS: ENIGMA

Post by: Nebu | 3-9-10

We've updated World of Warcraft's five-year anniversary site to include a frank Interview with Fraya, the leader of the Enigma guild on the Deathwing realm. In the interview, we speak with Fraya about his most memorable moments over five years of playing. Enigma's experience in high end raiding, and where the guild expects to find itself in Cataclysm and beyond. Check
Second Life

Join the Internet's largest user-created, 3D virtual world community.

Membership is free!

Join Now >>
Libraries on Second Life

Group: Kansas Librarians in SL

(37 members)

Charter: To promote the presence of Kansas libraries, librarians, Kansas information and general library services within Second Life. If interested in joining please send a message to Rocky Vallejo.

Visit the State Library of Kansas Virtual Branch on Cybrary City II at (39,163,28)

http://world.secondlife.com/Cybrary%20City%20II%2839,163,28%29

Founder: Rocky Vallejo

Link to this page: http://world.secondlife.com/group/6a529b7a-7be87-ad84-f0dd8f6be6b2
Libraries on Second Life

Group: Second Life Medical Library 2.0

(138 members)

Charter: A group of librarians and interested people working together to provide library services in Second Life and to share ideas about how we can better do this.

Part of Second Life Library 2.0.

Founder: Namro Orman, in real life Coordinator electronic Services of the Central Medical Library of the University Medical Center Groningen (UMCG) in the Netherlands.

Open Enrollment

Founder: Namro Orman

Link to this page: http://world.secondlife.com/group/71172ca7-58d6-3047-b526-729c8c3dd793
Value of Virtual Worlds

- Foster Creative Problem Solving
- Capture the senses and emotions in a social environment
- Foster collaboration
- Use texts, pictures, movies, sound, voice and people to come alive
- Interactive and engaging
- Have multi-user interaction
- People learn while playing
- Have mixed reality (combine the real world with virtual world) – valuable in research – can do experiments
Value of Virtual Worlds

- Virtual World Libraries provide:
  - Provide another platform to engage clients where they are
  - Library has 24/7 office hours
  - Fosters networking with other information professionals /librarians
  - Provide another platform containing current and new formats of information
  - Referencing services
  - Access to online databases and resources
  - Author and expert chats
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 the 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)
New game for 2010
Value of using a Game for Information Literacy Training

- **Feedback from clients in UP 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"
Bookmarking/Tagging Tools

- del.icio.us
- Citeulike
- There are many others, e.g. furl, digg, connotea, goodreads, etc
delicious

social bookmarking

The tastiest bookmarks on the web.
Save your own or see what's fresh now!

Search the biggest collection of bookmarks in the universe...

Fresh Bookmarks

Google Apps Marketplace: Instantly Connect Your App To 25 Million Users, Profit
via techcrunch.com

14 Related Tweets

Google's Chief Economist: "Newspapers Have Never Made Much Money From News"
via techcrunch.com

New bookmarks saved in the last minute 1 9 1
Library Professional on delicious 2.0
citeulike

citeulike is a free service for managing and discovering scholarly references

3,664,259 articles - 4,404 added today.

- Easily store references you find online
- Discover new articles and resources
- Automated article recommendations
- Share references with your peers
- Find out who's reading what you're reading
- Store and search your PDFs

Join now
What is CiteULike?
CiteULike is a free service to help academics to share, store, and organise the academic papers they are reading. When you see a paper on the web that interests you, you can click one button and have it added to your personal library.

Register now
If you don’t have an account then you can sign up in approximately fifteen seconds flat.

Log in to CiteULike here
Enter your username and password to log in.

Username: 

Password: 

Keep me logged in even if I quit my browser

⚠️ This page is not encrypted - you may login securely using this page instead.

Note: Your username and password are case sensitive.
If you’re having problems, make sure your caps lock key is not on.
Unless, of course, you have forgotten your password...

Log in
CiteULike is a free service for managing and discovering scholarly references.

- Easily store references you find online.
- Discover new articles and resources.
- Automate article recommendations.
- Share references with.

Profile:

Username: johannvenwyk
Joined: 2010-03-10
Email: johann.venwyk@up.ac.za
Name: Johann van Wyk
Location: Groenkloof, Pretoria, South Africa
Job title: Faculty Library Manager
Affiliation: University of Pretoria
Primary Research Field: Mass Communications and Documentation Library studies
Web page: http://www.library.up.ac.za

You have no CiteULike neighbours.
Value of bookmarking/tagging tools

- Valuable site to place reminders of valuable websites/sources you have visited or read for future reference
- Place where you can archive your articles
- Place where you can share your expertise of valuable sources/links with others (value-adding)
- Place where you can discover valuable sources on various topics, bookmarked by others
- citeulike is a valuable site for networking with other professionals with the same interests (community development)
Virtual Research Environments

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.

Aim: To provide an integrated environment that supports the work of a community of collaborating researchers (Voss & Procter, 2009: 176)
Consolidated SAMI VRE components

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

Dissemination & artifacts

Real time communication

Proposal writing

Identification of collaborators

Document management system

E-learning system for researchers

Training / mentoring etc

Identification of funding sources

Generic software e.g. MS / Open Office

Scientific workflow

Project management

Sophisticated instruments that generate digital information and data

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

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

Servers with data files

Repositories: research results; experiments; literature & documents

Red: none
Orange: some
Yellow: all

(Collaborative) Electronic Lab book

Integrated data management system

Project management system

(Free) Data analysis software
BL / MS RIC: Management of published info

ResearchGate: research collaboration

OPENWETWARE: Lab Notebook on Blog

myexperiment: scientific workflows

archer e-Research toolkit: data management

HUBzero: access to interactive simulation tools

nanoHUB: subject gateway built on HUBzero platform
Value of Virtual Research Environments

- Fosters collaboration & communication between researchers
- Provides a platform where various online tools can be plugged in
- Fosters information/knowledge sharing between researchers
- Fosters scientific workflow in a research project
- Helps document/archive the research process more thoroughly
Value of Virtual Research Environments

- Combines the abilities of distributed groups of researchers in order to achieve research goals that individual researchers could not hope to accomplish (Voss & Procter, 2009: 175)
- Role of librarians will shift from organisers of stable collections to VRE designers & facilitators (Candela, Castelli & Pagano, 2009:241)
- Librarians will play an increasingly more important role in curating and publishing resources and connotating these with context so that could be searched, discovered, shared and exploited (Candela, Castelli & Pagano, 2009:241)
Lessons UP Library 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
The Future

- Everything Mobile?
- Everything hosted in the Cloud?
- QR Codes
- More integration of Web 2.0 tools with each other and with traditional library systems (using all kinds of Apps)
- Hologrammes
- Cataloguing Blogs, Wikis and other Web 2.0 tools
- More involvement in virtual worlds
Everything Mobile?
Mobile Services @ UP Library

• EbscoHost Mobile
• IEEE Explore Mobile
• SciVerse Science Direct
• SciVerse Scopus
• Worldcat Mobile
• American Chemical Society: ACS Mobile
• American Institute of physics – AIP iResearch
• ChemSpider Mobile
• IoPscience Express
• Liebert Online
• Primo – Mobile version
What is cloud computing?

Cloud computing refers to web-based applications. Instead of downloading software and applications, you access them through your web browser.

e.g. Google Apps

Many organizations are turning to cloud computing for HR, accounting, and CRM (Customer Relationship Management) applications and are already using cloud computing.
Cloud Computing

- In other words cloud computing is a general term for anything that involves delivering hosted services over the Internet.
- A **public cloud** sells services to anyone on the Internet. (Currently, Amazon Web Services is the largest public cloud provider.)
- A **private cloud** is a proprietary network or a data center that supplies hosted services to a limited number of people.

http://searchcloudcomputing.techtarget.com
A QR Code is a matrix barcode (or two-dimensional code), readable by mobile phones with a camera, as well as smartphones. The code consists of black modules arranged in a square pattern on white background. The information encoded can be text, URL or other data. (Wikipedia)
Integration of tools into Library Web Page
Integration of Twitter in Facebook
Integration of LinkedIn in Facebook
Holographic cell phones?

**HoloText iPhone Concept:** HoloText Messaging

From video by Inha Luke Yoo

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. Web 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, and to do research 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.
References

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- **Blog for undergraduate education students @ University of Pretoria.** [Online] available at [http://undergraduates-edu.blogspot.com](http://undergraduates-edu.blogspot.com)
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