Library 2.0 librarians @ the University of Pretoria - meeting changing user needs in the 21st century

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Librarians of the past....

http://www.youtube.com/watch?v=smrrZpbvl20
What is Web 2.0?

Web applications that let people interact, collaborate, participate & share information online
Web 2.0 tools that UP librarians currently use

- Authoring tools: Blogs, Wikis & Twitter
- Archiving & marketing tools: Flickr, Slideshare, YouTube
- Social networking tools: Facebook & LinkedIn
- Geolocation tools: Google Earth
- Alerting tools: RSS feeds
- Digital repositories: UPSpace
- And others: Gaming, Virtual Research Environment, Mobile services etc.
Publish yourself! A blog is an interactive type of website and is a powerful marketing & branding tool.

It contains regular entries & is maintained by an individual with regular entries in reverse chronological order.
Create a blog – it’s free!
Readers can participate and are invited to leave comments.
A wiki is a website which enables users to write, add and edit content collaboratively.
The OpenUP wiki contains detailed information, frequently asked questions, highlights benefits of the open scholarship programme at UP.
Twitter is the sms of the Internet. Tell everyone what is happening right now by sending a tweet! A tweet can only contain 140 characters. You can have followers or subscribe to other tweets.
Share your photos. Watch the world. Flickr is an online photo management and sharing application. Many photographs are offered under the Creative Commons license and can be used by you.
Broadcast yourself! YouTube is a video-sharing website where users can discover, watch, upload & share videos.
Facebook is a social networking website which connects you with your friends and assist you in making new ones.
Our branch also launched its new Facebook page recently – click on Like it and join! Announcements will also be posted here.
Your photographs will be archived here in future – find & tag yourself!
A business-oriented social networking site used for professional networking.
Slideshare is an online slide hosting service - similar to YouTube. Share your presentations, documents and professional videos with everyone.
Poster yourself! Glogs are interactive posters made by images, text, music & video & can be used as a marketing tool.

LIBRARY STAFFS 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 Book Prize)
A Bekkersdal marathon [Herman Charles Bosman] (short story)
Geolocation tools such as Google earth links from the UP Education’s library page
A Google Earth satellite photo of the Education campus.
RSS (Really Simple Syndication) feeds are newsfeeds and are used to access new content – this one links to the new books in the UP library.
Digital repositories build libraries of the institution's research papers, books, theses or other works – usually in open access mode. Anyone can access & read the content.
Do you want to know more?

- Contribution that libraries & librarians can make to Web 2.0
- The book addresses some of the concerns
- Clear guidelines in dealing with them
- Edited by Dave Parkes and Geoff Walton, Staffordshire University, UK
- OR Attend the African Digital Scholarship & Curation Conference workshop on Web 2.0 tools, 19 May 2011
Librarians of the future

• Web 2.0 are driving huge changes in our work & play

• Librarians 2.0 should understand
  – their users - their goals, aspirations, workflows etc.
  – that users are now active participants

• Librarians 2.0 should implement various web 2.0 applications

• “Librarian 2.0 is where the user is, when the user is there” – Abram 2011

• Globally librarians are preparing for the future to guarantee the future of our profession
Let’s adopt the librarian 2.0’s manifesto

http://www.youtube.com/watch?v=ZblrRs3fkSU
What kind of librarian are you?

Thank you – questions?

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