



Contents

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- Facebook Social Networking

Tea break

- YouTube Upload Videos
- Flickr Upload Photos
- Blogger Create a Blog



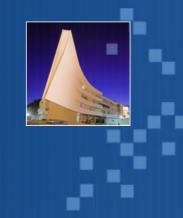


Expected Outcomes

Learn how to use various Library 2.0 tools to:

- Communicate and network with clients & colleagues;
- Better support clients & colleagues;
- Collaborate with clients & colleagues;
- Promote the library and its resources;
- Share information with clients & colleagues;
- Increase interactivity;
- Enhance existing ways of working;
- Improve workflow & productivity;
- Stay informed and keep in touch with clients' needs





What is Web 2.0?

- Web 2.0
 - Users build networks (professional, recreational etc.)
 - People are the content of sites (O'Reilly)
 - Emphasize online sharing and collaboration

"It's a story about community and collaboration on a scale never seen before. It's about the cosmic compendium of knowledge Wikipedia and the million-channel people's network YouTube and the online metropolis MySpace. It's about the many wresting power from the few and helping one another for nothing and how that will not only change the world, but also change the way the world changes."

Time's Person of the Year 2006: You.

Web 1.0 vs Web 2.0

- Britannica Online vs Wikipedia
- Personal websites vs Blogging/ Facebook
- Publishing vs Participation
- CMS vs Wikis
- Directories (taxonomy) vs Tagging (folksonomy)



Library 2.0

"With Library 2.0, library services are frequently evaluated and updated to meet the changing needs of library users.

Library 2.0 also calls for libraries to encourage user participation and feedback in the development and maintaining of library services. The active and empowered library user is a significant component of Library 2.0.

With information and ideas flowing in both directions – from the library to the user and from the user to the library – library services have the ability to evolve and improve on a constant and rapid basis. The user is **participant**, **co-creator**, **builder** and **consultant** – whether the product is virtual or physical."

http://en.wikipedia.org/wiki/Library_2.0



Library 1.0 vs Library 2.0

- Closed collections
- Collection development
- Pre-organized catalogue
- Walk-in services
- "Read-only" catalogue
- Print newsletter mailed
- Easy = Dumb users
- Limited service options
- Focus on bringing them in
- Catalogue is core operation
- Pull model

- Open collections
- Library suggestion box
- User tagging
- Globally available services
- Amazon-style comments
- Team-built blog
- Easy = Smart systems
- Broad range of options
- Focus on finding the user
- User services are core Push model



Client needs (Gartner)

- "We use wiki's, blogs and podcasts as a way to share info between lecturers and students, and fellow students."
- "We want to be challenged and want to have access to technologies that will contribute towards creative solutions for research problems."
- Cell phones, always-on, multi-tasking, expectation of fast delivery, self-service info, believe it's all on the web, gaming, virtual realities, high transparency (Facebook, MySpace), online photo sharing, less TV more online news and blogs

"Libraries must give up control and make use of collaborative tools and technology to engage and share information rather than just provide it."

Wan Wee Pin, Manager, Strategic Programming Office, National Library Board of Singapore



Facebook for Libraries

facebook

"Facebook is a social networking website, launched on February 4, 2004. Facebook was founded by Mark Zuckerberg, a former Harvard student. Initially the membership of Facebook was restricted to students of Harvard College."

"The name of the site refers to the <u>paper facebooks</u> depicting members of the <u>campus</u> community that some U.S. colleges and preparatory schools give to incoming students, faculty, and staff as a way to get to know other people on campus."

http://en.wikipedia.org/wiki/Facebook



Facebook Applied

- Evaluate services (feedback/ comments) tell us what you think
- Suggestions e.g. for new books
- Search catalogue from Facebook
- Search WorldCat
- Share books you read with others
- Groups: specialized divisions in library, specialized services, interest groups (networks)
- Events: exhibits (incl. photo), Bookfest, campaigns
- Marketplace: online second hand book sale
- Do planning create group with restricted access
- Upload videos, photos for marketing etc.
- Join other Groups and become part of a worldwide community of librarians – specific interest groups



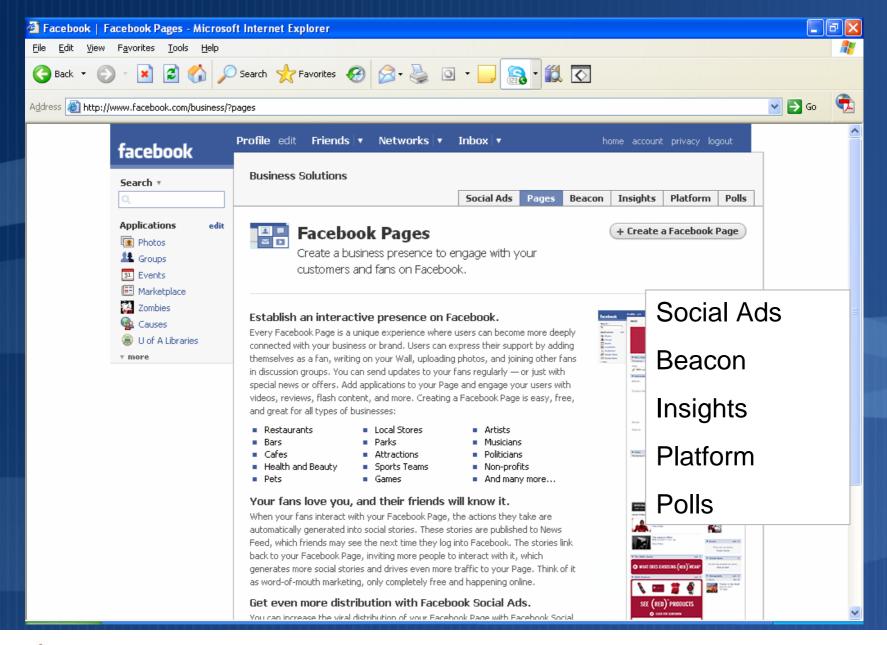
Facebook Applied (cont.)

- Minifeeds catch up with news from entire network immediately from a single page
- Develop & add applications (iLike, Where I've been, Honesty Box)
- Import thumbnails of photos from Flickr
- Profile library contact info, tips
- Online learning
- Use similar to "Ask a Librarian"
- Start a book club on Facebook
- Create links from library web to info specialist profile

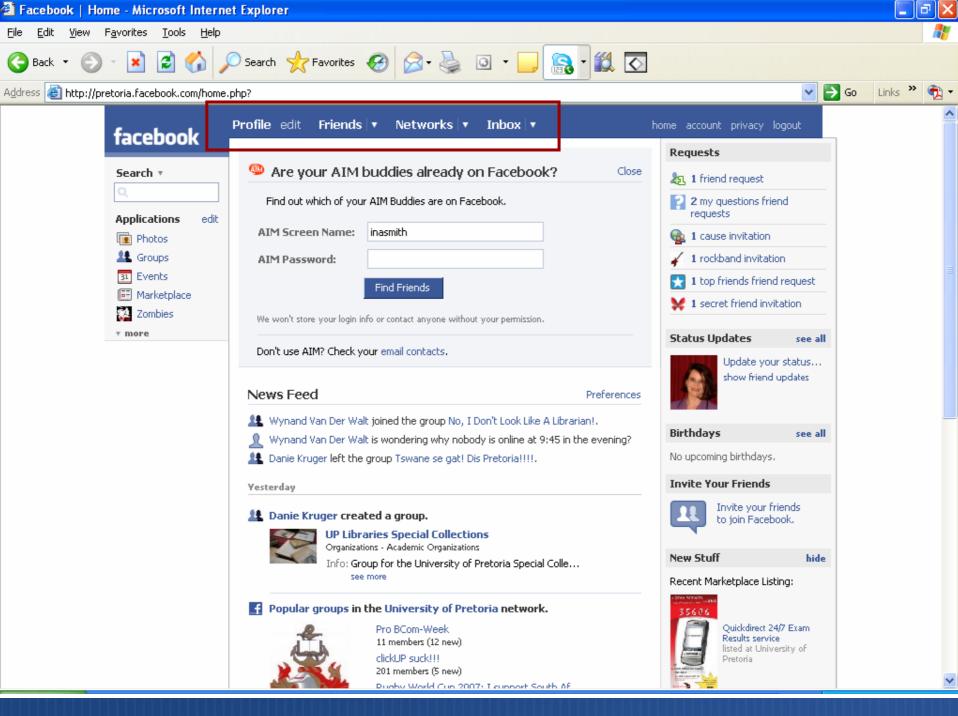
Business Facebook: http://www.facebook.com/business/?pages

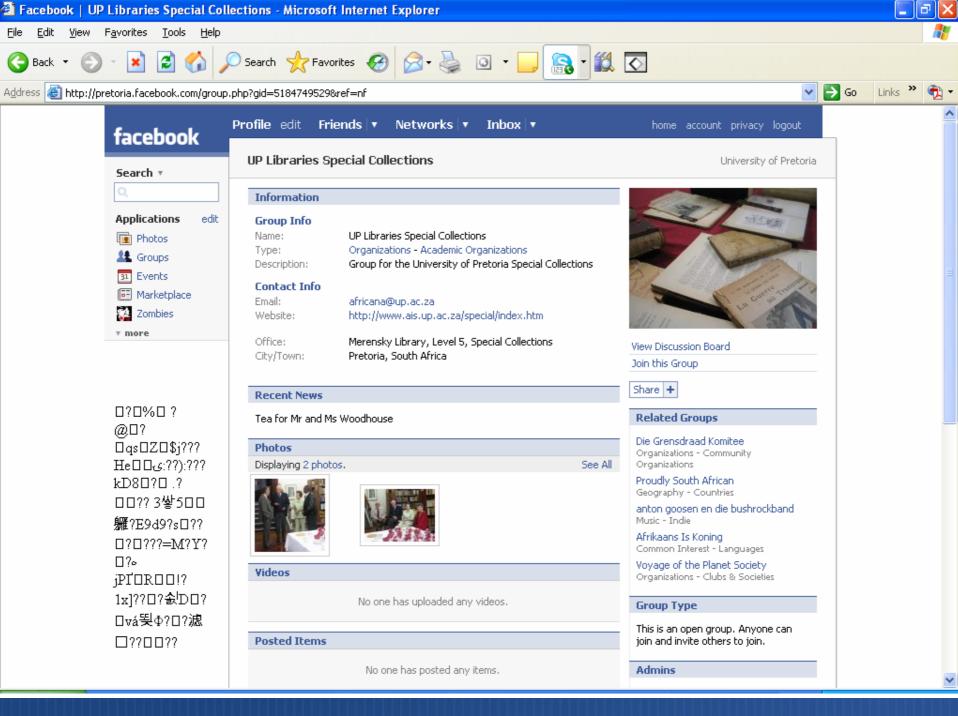
"Create a business presence to engage with your customers and fans on Facebook."











YouTube for Libraries



"YouTube is a video sharing website where users can upload, view and share video clips. YouTube was created in mid-February 2005 by three former PayPal employees."

http://en.wikipedia.org/wiki/Youtube



YouTube Applied

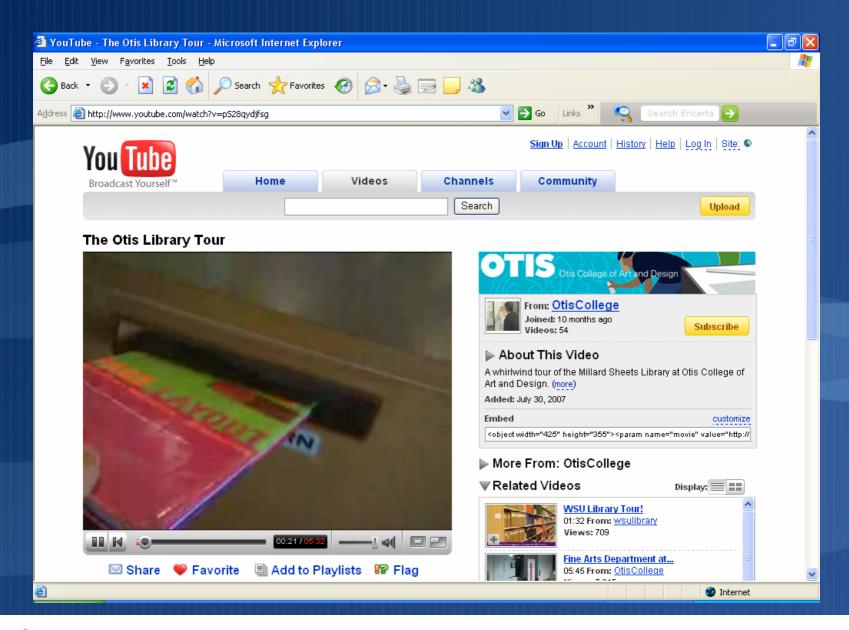
- Training sessions
- Explain procedures e.g. laptop use in libraries, library cataloguing
- Library tour
- Papers/ presentations by own staff or visitors
- Record testimonials from students on how they experience the library – post to YouTube and embed in web page or blog
- Welcome message from faculty library manager/ director
- Campaining
- Promote new products
- Use existing videos or create and upload your own
- Type in: librarians, libraries, library tour, library activities, library procedures, information literacy, copyright



YouTube Applied (cont.)

- UC Berkeley post full lectures to YouTube
- Video contest "How I have fun at the library"







Flickr for Libraries



"Flickr is a photo sharing website and web services suite, and an online community platform. It was one of the earliest Web 2.0 applications. In addition to being a popular Web site for users to share personal photographs, the service is widely used by bloggers as a photo repository. Its popularity has been fueled by its innovative online community tools that allow photos to be tagged and browsed by folksonomic means. It hosts over 2 billion images."

"Flickr asks photo submitters to organize images using tags (a form of metadata), which allow searchers to find images concerning a certain topic such as place name or subject matter. Flickr also allows users to organize their photos into "sets", or groups of photos that fall under the same heading."

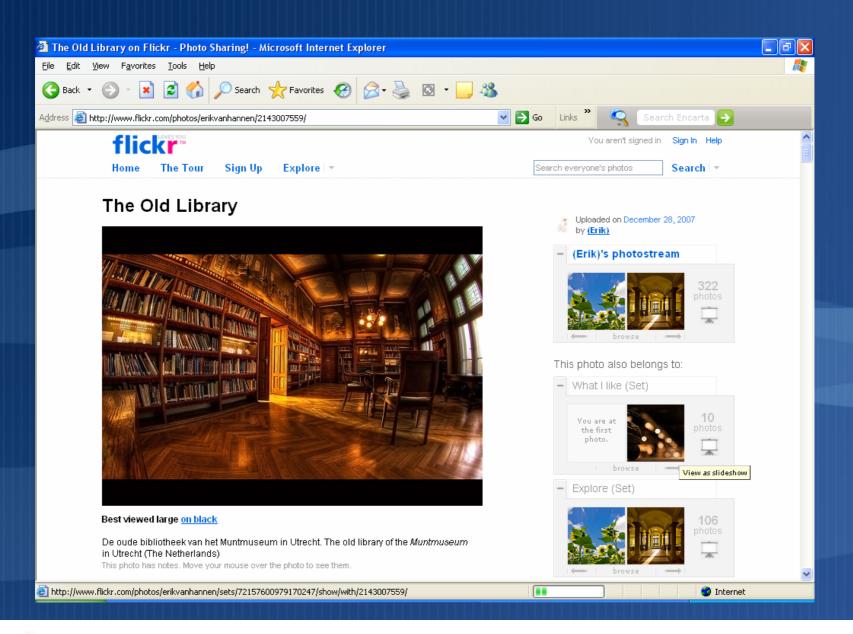
http://en.wikipedia.org/wiki/Flickr

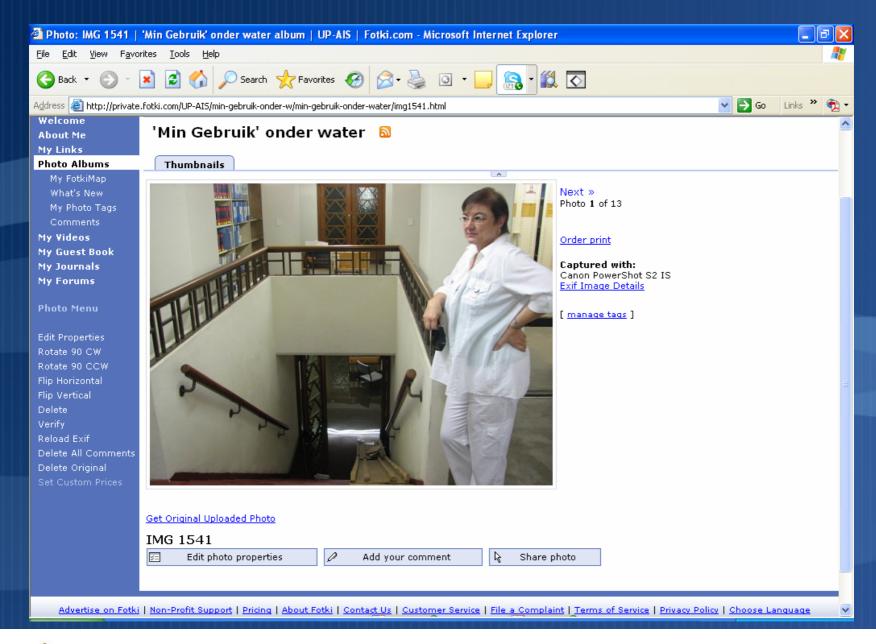


Flickr Applied

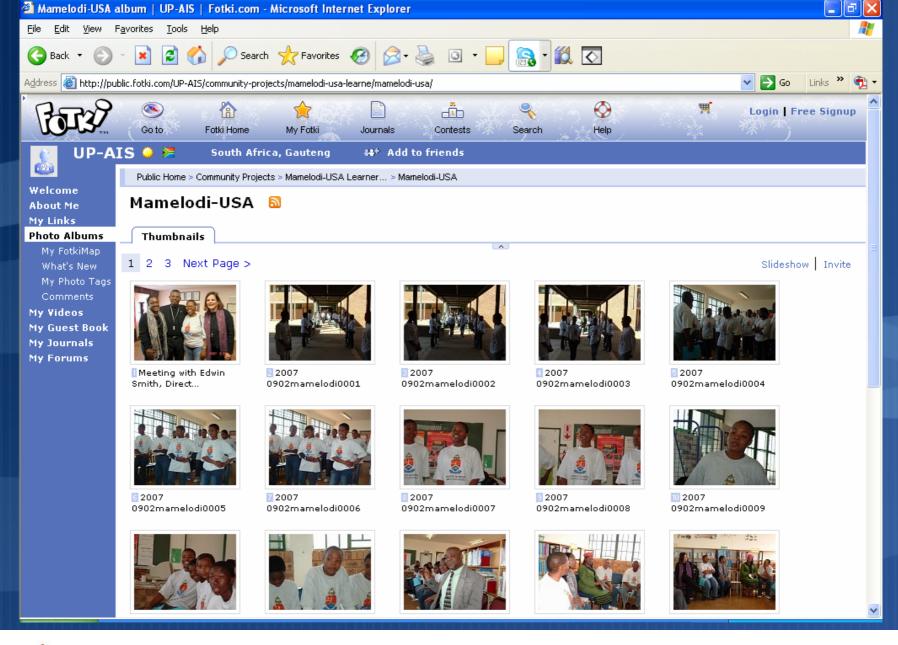
- History of library
- About library
- Virtual tour describe various divisions, levels in library
- Introduce library staff
- Virtual exhibit book covers etc.
- Special events
- Visitors to library
- Photo competition
- Interactive exhibit experiences













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http://web.up.ac.za/default.asp?ipkCategoryID=4363&subid=4363&ipklookid=

