Use of Web 2.0 tools by University Libraries:
An investigative study

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Introduction

• As academic Library Websites are library’s virtual presentation to the world librarians need to be sensitive to the newly developed technologies such as Web 2.0 tools.
• Researchers and scholars are increasingly bypassing university library in their search for information (Ross & Sennyey 2008).
• University libraries can and should play an important role in supporting their user’s use of these tools.
Web 2.0
The term web 2.0 is indebted to Tim O’Reilly

Web 2.0 tools are tools that enable the users to

♦ Create
♦ Contribute
♦ Connect
♦ Converse and
♦ Share through web.
Web 2.0 Tools

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Blogs

Publishing platforms act as promotional tools

♦ for providing general information
♦ to inform about new books/databases
♦ to provide book reviews
♦ to disseminate information about employment and careers
2011 Jonathan Mann Memorial Lecture

The Jonathan Mann Lecture is an annual public lecture event held on the Albury-Wodonga campus, with an ongoing theme of 'The River Murray and its People'.

Date and time: Thursday 28 July, lecture commencing at 6 pm

Venue: Main Lecture Theatre, Building 6, Albury-Wodonga Campus

Topic: 'The Basin Plan - Who Needs It?'

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Library Blog

Unearthing the "V" in the A/V Material of the SCLC Collection

Submitted on Tue, 2011-7-12 at 4:56 pm
Tags: CLIR Hidden Collections Grant Project Records, Hidden Collections, MARBL

by Michael R. Hall, Graduate Processing Assistant, MARBL

"Working for Freedom: Documenting Civil Rights Organizations" is a collaborative project between Emory University’s Manuscript, Archives and Rare Book Library, The Auburn Avenue Research Library on African American Culture and History, The Amistad Research Center at Tulane University, and The Robert W. Woodruff Library of Atlanta University Center.

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RSS (Really Simple Syndication)

Bringing together relevant information through filtration

Provide information about

♦ General news & University news
♦ Library news, Events and instructions
♦ List of new books, e-journals and new databases
♦ Announcements about workshops and exhibitions
♦ Additions to institutional repository
♦ Help for catalog search
♦ Help users to keep current

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RSS feeds

News Feeds

- Latest news from Cambridge University Library: http://www.lib.cam.ac.uk/newspublishing/rss.php?
c=3
- New Electronic Resources we subscribe to: http://www.lib.cam.ac.uk/newspublishing/rss.php?
c=1
- Electronic Resource Trials we are currently running: http://www.lib.cam.ac.uk/newspublishing/index.php?
s=science
- New science resources we can access: http://www.lib.cam.ac.uk/newspublishing/index.php?
s=science
- Any downtime we are planning: http://www.lib.cam.ac.uk/newspublishing/rss.php?
c=4
- Information about the Arcadia programme: http://www.lib.cam.ac.uk/newspublishing/rss.php?
c=2
- Job vacancies at the University Library: http://www.lib.cam.ac.uk/Vacancies/jobs.rss

To subscribe, simply copy any of the addresses listed above into your RSS reader.

Latest catalogued books

- Slavonic Collections: http://www.lib.cam.ac.uk/deptserv/slavonic/rss.html
- Iberoamerican Collections: http://www.lib.cam.ac.uk/deptserv/hisp_port/setting_rss.html
- Italian Collections: http://www.lib.cam.ac.uk/deptserv/italian/setting_rss.html
- Germanic Collections: http://www.lib.cam.ac.uk/deptserv/german/setting_rss.html
- French Collections: http://www.lib.cam.ac.uk/deptserv/french/setting_rss.html

Loans Feeds

The Library Widget allows you to see the due dates of your loans in Google Calendar, Yahoo Calendar, Outlook, and others.

TRU Library

Announcements regarding Thompson Rivers University Library’s new services, news bulletins, recent additions to our collections and new webpages.

Requesting items from Main Library during renovations
Thursday, June 23, 2011 2:50 AM

Main Library - Renovations
Thursday, June 23, 2011 2:50 AM

The library move - UPDATED, revised dates
Friday, April 29, 2011 4:35 AM

The library is on the move!
Thursday, April 28, 2011 3:53 AM

Library Hours - Easter Weekend
Thursday, April 21, 2011 2:09 AM

TRU Library - Move to HOL and Main Library Renovations
Friday, April 01, 2011 2:20 AM

7th Annual - Food for Fines
Friday, April 01, 2011 1:50 AM

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Wiki

Features

♦ Easy Web Publishing
♦ No HTML required
♦ Collaborative online spaces
♦ Content can be created and edited by users
♦ Great Tools for
  - team project
  - knowledgebase
  - encyclopedias

(Wikipedia is the most popular wiki)
ReservesDirect

• Provide digitized versions of print materials and other formats, and post them in instructors' course reserves.
• Also support faculty by placing physical items (books and other media) on Library service desk.
• Instructors can make the course materials available to the students online with the application ReserveDirect.
Woodruff Library Course Reserves

Through our course reserves service, instructors can make course materials available to students online with the web application ReservesDirect.

We provide digitized versions of print materials and other formats, and post them in instructors’ course reserves. We also support faculty by placing physical items (books and other media) on level 4 at the The Music and Media Library service desk.
Podcast

Audio content distributed over the internet

♦ Guidance with library resources and services
♦ Library orientation tours
♦ Information literacy tutorials
♦ Searching library catalogs
♦ Interviews/speeches of important personalities

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Emory Libraries: iTunes U

Featured Items

Alice Walker: First Person: Top 10 Album; Alice Walker, Pulitzer Prize winner and internationally known Georgia-born author and activist, opened her archives at Emory University in April 2009. The event was celebrated by an exhibition, a symposium, and a presentation by Alice Walker. This album begins with these events. "People are the records they keep," observes Alice Walker. "If it isn't in the records, it will be soon happen. That is what history is: a keeping of records." Favorites in this album: Voice and Sing, Luring Romance to Your House, Broken Things, Seeing Tomorrow.

Rushdie: Boundless Life Work Opens to Public - The Only Subject is Love - Delhi Creating In 2006, Salman Rushdie placed his archive at Emory University. Included in archive are Rushdie’s private journals detailing life under the fatwa, as well as correspondence, notebooks, photographs and manuscripts of all his writing, including early unpublished novels. Rushdie is the author of 14 books, including his Booker Prize winning novel Midnight’s Children, The Satanic Verses, and most recently, The Golden Finale. On this iTunes you will see the opening of the archive celebration and an inspiring Rushdie events during this time.

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Listen to our podcasts to learn about library collections, services and people, and get tips for making the most of your library.

#4: How to Make Maps

Length: 23:06
File size: 21.1 MB

"About 80% of the data [collected] in the world is related to some place on the earth's surface," says Jim Gillispie, head of the Government Publications/Maps/Law Library (GPML). Jim talks with Andrea Bartelstein about ArcGIS, mapping software that enables users to analyze geospatial data and create their own custom designed maps. "Maps are not about answering your questions, but are revealing all the details for you to ask more questions of the map. What's kind of neat is you get to..."
Vodcast

Online delivery of video on demand via RSS attachments provide guidance with

- resources, e-books, databases, library catalog
- Libclip (Short video clips)
- Vodcast on self issue and return procedure
- Voyage Tour (eg. Ta Punga Voyager by University of Auckland Library)
Kia Ora! Welcome to Te Punga, the University of Auckland Library's Voyager tutorial.

Voyager is an online catalogue describing the University Library's extensive information resources, where they are and how to access them.

Te Punga is an interactive graphic novel that follows three students working on an assignment, learning to use the Library and its Voyager catalogue.

enter Te Punga »

The Enquiry Desk provides quick access to a rich variety of Voyager and Library-related information. For explanations and examples of particular concepts, go here.

enter The Enquiry Desk »
There are so many books here! Where do I begin?
NEWS & INFORMATION

NEW LIBOT RELEASED

Version 3.1.4 of the Libot has been released. Substantial improvements have been made to the AI Engine as well as tighter integration with student ePortfolios.

VOYAGER - THE LIBRARY CATALOGUE

This catalogue describes material held in the University of Auckland Library system.

TE MAHUHI KI TE RANGI

'Te Mahuhu ki Te Rangi' was built by Ngati Whatua ki Orakei for the 150 year Waitangi Celebrations in 1890. Built from Whakatane kahikatea, it measures 37 metres (120 feet) in length, 2.4 metres (8 feet) wide. It can carry 140 kaihoi. It was named after the original migration canoe which brought Ngati Whatua (Kaiapo/Auckland) to

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The rising tide: global warming and world sea levels / Lynne T. Edgerton ;...
Instant Messaging

Online communication between people based on typed text.

- Provide online reference service (through IM applications such as Meebo, AIM etc)
- Guidance with resources
Chat Live with a Librarian
(Princeton University only)

Chat Live Available

Chat Live with a Librarian:
Summer Hours:
Monday–Thursday 11:00 a.m. - 8:00 p.m.
Friday 11:00 a.m. - 5:00 p.m.

NEW! SMS/Text
This service is available the same hours as the CHAT service;
Text 246246 and start your message with libchatpul

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Social Bookmarking

Method to store, organize, search and manage bookmarks of web pages.

- create e-references
- post and tag book titles
- consolidate bookmarks from various computers.
MLibrary Proxy This Bookmarklet for iPhone and iPad

These instructions are for setting up the proxy bookmarklet for your iPhone and iPad. Please see the main Proxy Bookmarklet page for instructions for desktop and laptop computers.

These instructions will help you create an MLibrary “Proxy This” bookmarklet for your iPhone or iPad. The proxy bookmarklet lets you reload a web page through the U-M Library's proxy server. If the page you are visiting is one that the library has a subscription for, and you're presently off-campus, then you should get you immediate access to the resource once you've logged in with your uniqname and Kerberos password and have been verified to have a valid library account. (Instructions for configuring the Paper application are also available.)

Step 1: Copy this URL

Use the iPhone's, iPad's, or iPod Touch's copy feature to copy the entire following line of text:

javascript: void(location.href=%22http://proxy.lib.umich.edu/login?url=%22+location.href)

Step 2: Bookmark This Page

Tap the ‘plus’ button at the bottom of the screen (iPhone, iPod Touch) or to the left of the location bar (iPad) and then tap Add Bookmark. It will automatically be named "MLibrary Proxy This Bookmarklet for iPhone and iPad | MLibrary Labs | MLibrary", but you can change this to whatever you like. Save it to your iPad or iPhone's Bookmarks folder (or wherever you would like it to be). You should see something like this:

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Social tagging

- Method of categorizing resources in a personally meaningful way.
- Helps to share web bookmarks by labelling them with tags.
  Examples are del.icio.us, connotea etc.
Social Networking

Web based services that allow individuals to (1) construct a public or semi public profile within a bounded system
(2) articulate a list of other users with whom they share a connection and
(3) view and traverse their list of connections and those made by others within the system
(Boyd and Ellison 2007)
Twitter account

The University Library now has a presence on Twitter, find us at http://twitter.com/theul.

Twitter is a microblogging site, allowing users to post short messages, called "tweets". "Followers" will see these posts on their Twitter homepage.

Our Twitter site will represent the main UL building and the Medical Library, the Science Libraries and the Specialist Collections. We will also tweet news and events from in and around Cambridge and will highlight news items, new blog posts at the Library website and other developments elsewhere that we feel may be of interest to our followers.

To follow us:
1. Set up an account at http://twitter.com/ choosing a username and password, if you haven’t got one already.
2. Search for our username, theul, or go to http://twitter.com/theul
3. Click on "Follow".

Alternatively, you can subscribe to an RSS feed of our tweets at http://twitter.com/statuses/user_timeline?user_id=theul.

You can choose to unsubscribe to our tweets at any time.
You Tube

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Pretoria University Library
(http://library.up.ac.za/edu/)

E-strategy

• practical training sessions for Library professionals & users

Results

• integrated web 2.0 tools such as Wiki, RSS, IM, Vodcast etc in the website
• Book of Month Blog
• Connotea a Reference Management tool was added in the wiki

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University Library of Houston

Rebuilted the web site with Six Pillars of web 2.0 such as

1. **Radical decentralization** → decentralized the control of content
2. **Small pieces loosely joined** → Wikis, blogs, CMS etc to give new functionality
3. **Perpetual Beta** → Maintain interaction with users and gather feedback
4. **Remixable content** → Integrate the content to other University websites
5. **User as contributor** → Space for faculty to deposit learning objects/research materials
6. **Rich user experience** → Users contribute the content
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Training programme for the library professionals at four successive stages.

► Murdoch University Library Thinking Aloud Project (MULTA) to determine appropriate tool

► 23 Things: A Learning 2.0 programme to encourage the staff to think about ways they could be used to deliver innovative services

► Collaborative Learning about Emerging Technology Moved the programme from Blogspot server to more secure University hosted Wordpress Server

► Web 2.0 easier, faster, friendlier 14 Things program to check the functionality
Murdoch University Library 23 Things

Learning 2.0, 10 September 2007 - 7 December 2007.

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Outcome of Programs

Positive outcome of three programs were

» Raised the awareness level of staff regarding different types of tools.

» Web sites had restructured in a flexible and adaptable manner.

» Integrated large number of web 2.0 tools such as Libguides, Wiki, Blog, RSS feeds, Slideshare, Podcasts etc.
Conclusion

- Libraries can do more to publish and share content using Web 2.0 tools.

- Evaluate and decide which tool is suited to the library environment.

- In India University libraries are still to start the use of these web 2.0 tools.

- Whether web 2.0 features adopted by the libraries received the attention of users is a question to be further studied.

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