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Key Aspects of Library 2.0

- User-centered design
- Contents coming from various sources, so integration must be facilitated
- Attempt to use collective intelligence
- Use of Web 2.0 applications and freeware is common
Librarians Always Innovative


1919 American Library Association (ALA) adopts its first resource sharing code.

1952 ALA revises interlibrary loan code, adopting standardized interlibrary loan form.

1969 The first online public access catalog is in use at the IBM Advanced System Development Division library.

1971 Libraries begin sharing cataloging resources electronically.

1979 Libraries begin lending and borrowing resources using a computer-driven interlibrary loan system.

1992 Librarian Jean Armour Polly coins the phrase “surfing the Internet.”

1994 Library Web sites launch at Virginia Tech University, the University of Michigan and the U.S. Naval Research library.

1995 Jenny Levine creates the first library technology blog.

1998 Bill Drew at the State University of New York at Morrisville offers real-time reference service using instant messaging (IM).

2006 Libraries start providing services in Second Life, an online, 3D virtual world.

2006 Launch of WorldCat.org—sharing the library holdings of more than 10,000 libraries on the Web.

2007 More than 25,000 videos on YouTube tagged or described with the term “library” or “librarian” as of September 2007.
Information Sources

This chart reflects this common practice among people’s use of online passwords.

Source: Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.
What is how often they use the same one for all online registration?
A survey of 126 academic libraries did not validate this expected effect of allowing Facebook use on library computers.

Source: Checking Out Facebook.com: The Impact of a Digital Trend on Academic Libraries.
What is excessive “tying up” computers for non-research activities?
Most of the academic libraries in a recent survey felt that use of Facebook or MySpace in the library did NOT require this typical type of document.

Source: Checking Out Facebook.com: The Impact of a Digital Trend on Academic Libraries.
What is a specific policy?
In contrast to the commonly perceived amount of time needed to invest in social networking platforms, the Stony Brook University Health Sciences Library staff reported that this Web 2.0 application took 20 minutes to set up and 2-3 minutes to maintain each day.

Source: Using Online Social Networks, Podcasting, and a Blog to Enhance Access to Stony Brook University Health Sciences Library Resources and Services.
What is Facebook?
Some libraries use this document to evaluate technological growth in its overall mission.

What is a technology plan?
The conclusion drawn from these urban, suburban, and rural percentages concerning all of their survey responses.

Source: *Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.*
What is they are remarkably similar?
On this survey respondents were asked “do you think that your personal information on the Internet is kept more private than, less private than, or the same as it was two years ago?” and this answer had the highest percentage.

Source: Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.
What is “no change”?

- Not sure: 21%
- Kept more private: 23%
- Kept less private: 27%
- No change in privacy: 29%
General public respondents indicated they had this amount of interest in encouraging the libraries role in social networking.

Source: Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.
What is little interest in this role for libraries

Reasons

[Bar chart showing reasons for little interest in library roles]

- Get notification of new items of interest to you
- Share ideas with the library staff about services
- View the descriptions of others' personal collections
- Self-publish creative work
- Participate in online discussion groups
- Meet others (online or in person) with similar interests
- Describe your own personal collections
- Share your photos/videos

[Image with text: Library is for learning/information]
When asked about the best activity for a library’s social networking site (community events, discussion groups or book clubs), this was the top response given by the general public and library directors.

Source: Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.
What are book clubs?
The 2005 OCLC report on *Perceptions of Libraries and Information Resources* discussed the marketing term of “branding.” This is how “branding” relates to libraries in this survey two years later.

Source: *Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.*
What is that people still primarily associate the word "library" with books?
According to a 2007 survey, this common use of cell phones was ranked lowest in the United States and Canada.

Source: *Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.*
What is text messaging?
According to this chart, 40% of the general public engage in this traditional library activity annually.

Source: Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.
What is read or listen to 2-10 books?
This chart represents substantial growth in this type of visitors to these sites.

<table>
<thead>
<tr>
<th></th>
<th>Jun-06</th>
<th>Jun-07</th>
<th>Growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>49,371</td>
<td>188,981</td>
<td>282.8%</td>
</tr>
<tr>
<td>Facebook</td>
<td>14,083</td>
<td>52,167</td>
<td>270.4%</td>
</tr>
<tr>
<td>Flickr</td>
<td>15,893</td>
<td>29,861</td>
<td>87.9%</td>
</tr>
<tr>
<td>Photobucket</td>
<td>18,162</td>
<td>33,587</td>
<td>84.9%</td>
</tr>
<tr>
<td>MySpace</td>
<td>66,401</td>
<td>114,117</td>
<td>71.9%</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>127,982</td>
<td>208,120</td>
<td>62.6%</td>
</tr>
</tbody>
</table>

Source: Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.
What is unique or first-time visitors?
Overwhelmingly and for all respondents, this was the favorite social media website.

Source: Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership.
What is YouTube?
A Rutgers University study reported that students said they could more easily give up beer than this technology!

What is their iPod / iPhone?
A popular online tool which uses “microblogging.”

Source: Collaboration Tools, 2.0 Style.
What is Twitter?
Instituted in lieu of a traditional newsletter, Georgia State University Library reported that a blog for science faculty received 1,087 unique visitors over this period of time.

Source: Library 2.0: A Review of the Literature.
What is a nine month period?
The tendency to report survey or study findings through blogs or wikis has impacted this traditional method.

Source: Library 2.0: A Review of the Literature.
What are scholarly journals?
When libraries use Wikis today, it is normally for this purpose.

Source: Libraries in a Web 2.0 environment.
What is internal communication?
Often connected to a news blog, this Web 2.0 tool syndicates the content and allows users to read posts in a separate reader called an aggregator.

What is an RSS feed?
A focus group from California State University indicated that MySpace usage totaled about 2-3 hours each day, because students checked it approximately this number of times each day.

What is 20 times a day?
A study reached this conclusion when assessing whether the use of Facebook was an effective resource “search engine.”

Source: Facebook as a social search engine and the implications for libraries in the twenty-first century.
What is not very effective: Searching for information still requires knowing who to ask.
One possible use of *Facebook* and *MySpace* is the ability to perform reference assistance in this way.

*Source: The problems and potential of MySpace and Facebook usage in academic libraries.*
What is “point of need” or “just in time”?
One impact of Facebook on the campus community is that it can provide commuters or distance learners with this kind of campus experience.

Source: Checking out Facebook.com: The impact of a digital trend on academic libraries.
What is virtual campus experience?
Using Facebook or MySpace as outreach to students is thought to be particularly effective since it can be defined as this.

Source: The problems and potential of MySpace and Facebook usage in academic libraries.
What is their “preferred technology”?
The OCLC report focuses on two (2) types of Social Sites - Social Networking and Social Media. These are two examples of Social Media.
What are YouTube, Flickr, . . . ?
“The ability to tag each link makes organization of your resources pretty easy, as long as everyone agrees on” it.

Source: Collaboration Tools, 2.0 Style.
What is a “tagging scheme”?
Similar to tagging, this tool helps further organize tags by placing them in this.

Source: Using Online Social Networks, Podcasting, and a Blog to Enhance Access to Stony Brook University Health Sciences Library Resources and Services.
What are “bundles”?
A “tasty” way to organize and share websites with other others.

Source: Collaboration Tools, 2.0 Style.
What is delicious?
This term is attributed to Mike Casey in early 2006.

Source: Library 2.0: A Review of the Literature.
What is Library 2.0?
The last words of the OCLC report encourage librarians to resist just teaching about the use of research resources, but allow patrons to do this.
What is to allow patrons an active part in creating content and establishing new rules?
Weaknesses of Library 2.0

- Excessive dependence on external resources
- Possibility that 2.0 service dies from its success since it may require an inaccessible infrastructure or from lack of use.
- Too much importance on user participation
- Few information retrieval options (outdated information sometimes hard to retrieve)
Closing Thoughts

“The best relationships are mutually enriching and sustained by open communication and trust. Maintaining a good relationship that successfully connects users with excellent resources and information is a cornerstone for library public service and often occurs where the users are.”

One librarian expressed it this way, “Facebook (and other social networking sites) can be a way for libraries to market themselves . . . There was a time when librarians frowned on e-mail and AIM, too. If it becomes a part of the students’ lives, we need to welcome it. It’s part of welcoming them, too.”