Library 2.0, Social Networking, and You

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As popular as both Library 2.0 and social networking sites have become, many librarians are still leery of their ability to improve library services. Panelists present on their experiences with library 2.0 and social networking technologies at their home libraries followed by a group discussion of the advantages and challenges in the practices. The panelists represent geographically unique institutions located in Mississippi, Tennessee, and Kentucky.
Library 2.0, Social Networking, and You

Weiling Liu, University of Louisville
Joi Phillips, Delta State University
Laura Slavin, Lincoln Memorial University
Kelli Williams, Carson-Newman College
What is Library 2.0?

• Origin:
  – Both the term and concept of Library 2.0 are from Web 2.0
  – The term was coined by Michael Casey on his blog (http://www.librarycrunch.com/)
  – It made its conference debut at Internet Librarian in October, 2005 by Michael Stephens

As Michael Casey defines in his blog, “Born in the Biblioblogspere (Casey, 2006):

“Library 2.0 is a service philosophy – a theory, if you will - that attempts to guide libraries in their effort to win new users while, at the same time, acknowledging that our current service offerings are insufficient and inflexible.”
What is Library 2.0? (continued)

• Debate and different definitions/views:
  – Browser + Web 2.0 Applications + Connectivity = Full-featured OPAC (Michael Casey, 2005)
  – “Library 2.0 simply means making your library’s space (virtual and physical) more interactive, collaborative, and driven by community needs. … to make the library a destination and not an afterthought.” (Sarah Houghton, 2005)
  – “Library 2.0 = (books ’n stuff + people + radical trust) x participation” -- (Darlene Fichter, 2006)
  – “the four P’s” – participation, privacy, point of need and presence (Jenny Levine, 2007)
  – “I question whether ‘Library 2.0’ adds value to the sets of concepts and tools—and I wonder whether ‘Library 2.0’ detracts from the concepts and tools by creating divisions where none are necessary.” (Walt Crawford, 2005)
What is Library 2.0? (continued)

- Wikipedia definition:
  
  “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.”
What is Library 2.0?  (continued)

Our definition:

Library 2.0 means to provide library services in a more user-driven, interactive and collaborative way. It is a model for library services that invites user participation, attempts to reach new users while trying to better serve current ones, and to deliver library services to users where they are.
What is Social Networking?

Social Networking (an example of Web 2.0) normally refers to websites that allow users to interact and share information. Sites that are very popular in U.S. include:

- Facebook
- MySpace
- LibraryThing
- ...

11/21/2008
Potential Use of Social Networking in Library Environment

• Connect users
• Promote library resources
• More?
Library 2.0 Services at UofL Libraries

- Learning Commons
- Document delivery service
- Strategic plan process
- RSS – Library news, events, classes and new resources
About UofL Libraries

• University of Louisville (UofL)
  – Student body: 21,689 (Fall 2007)
  – Faculty and staff: 6,138
  – Belknap Campus
  – Health Sciences Campus (downtown of Louisville)
  – Shelby Campus

• UofL Libraries
  Collections: 2,143,282 volumes
  Faculty and staff: about 130
  – Art Library (Belknap Campus)
  – Ekstrom Library (main library – Belknap Campus)
  – Kornhauser Health Sciences Library (Health Sciences Campus)
  – Law Library (Belknap Campus)
  – Music Library (Belknap Campus)
  – University Archives and Records Center (Belknap Campus)
Learning Commons in Ekstrom Library

- A place to conduct research and complete assignments
- Spaces for quiet study, group work, meetings and research assistance
- Digital Media Suite - access to equipment and support for the creation and editing of images, sound and video
- Partners
  - Delphi Center for Teaching & Learning - for faculty and students
  - REACH - Resources for Academic Achievement - for students
  - Writing Center – for students
Document delivery service

• Kornhauser Health Sciences Library - all faculty, staff, and students on the Health Sciences Campus

• Ekstrom Library - to all faculty, staff, and graduate students who are currently teaching classes on the Belknap campus.

Total number of pages delivered: 12,963
(7/1/2007 – 6/30/2008)
Strategic plan process

- A two-question survey
- Suggestion boxes
- Online forum
RSS – News, Events, and New Resources

• Features:
  – Distributed content management
  – Individual and dynamic web displays
  – RSS feeds
References and Readings


Thank You

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Social Networking Web Sites and Its Impact on Libraries

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Library 2.0 and Social Networking
Piper Online Catalog

- Book Images
- Book Reviews
- Worldcat
- Lightbox
- Delicious
Information and Reviews

Google Books: A portion of this book is viewable. "About This Book" information is available.

More Information: Check for info and reviews from Powells.com
Check for info and reviews from Amazon.com
Check for info and reviews from BarnesandNoble.com
Other local libraries via Worldcat.org
Content Pushed Out to the User

- This popup lightbox alerts students of electronic book access.
Library Website

http://library.lmunet.edu

- WordPress
- Blogging
- Dynamic content
- User comments
Welcome to Carnegie-Vincent Library

Welcome to the new Lincoln Memorial University Carnegie-Vincent Library Website. We offer a variety of services for our students, faculty and staff. Our online catalog (Piper) provides access to thousands of electronic books and a listing of our print collection. Our subject guides and databases provide access to online electronic journal resources and other useful information and links. These online resources are available from any location, 24 hours a day.
The Librarian’s Corner is a place for each librarian to share pieces of interest. This may be specific to a subject area, or general information about a wide variety of topics. Please peruse the sections here when you are looking to discover something new.

- Janice
  - Janice’s Blog
- Laura
  - History 210 Presentation
  - About

“...This is a beautiful site I like the way the links are listed. The pictures for site were well selected...”
Library 2.0 Challenges

- Beta versions
- Resistance to change
- Too Public
- Education
Thank You

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Creating a Library 2.0 Presence

Is “participation” the key?

Photo source: http://infotrawler.com/blogs/2008/01/25/reflections-on-library-20/
Where are the Students?

100 Carson-Newman Students Responded to a September 2008 Poll

What do they use?

• 94 have a Facebook account
• 55 have a MySpace account

How do they use it?

• 67 use their account(s) to communicate with members of the C-N community
• 46 are “friends” with at least one of their professors
• 69 said they would use their account(s) to communicate with the library
Facebook and MySpace

Facebook and MySpace are two popular social networking platforms. Facebook is owned by Meta (formerly Facebook, Inc.), and MySpace was acquired by Tencent in 2015. Both platforms allow users to create profiles, connect with friends, and share updates, photos, and videos.

Facebook
Facebook is the world's largest social networking platform, with over 2.9 billion monthly active users as of 2021. It is known for its news feed, where friends' posts and updates are displayed chronologically. Users can also join groups, participate in discussions, and use various applications and tools.

MySpace
MySpace was founded in 2003 and was a popular platform for musicians to promote their music. It features a user-generated content model where users can upload original content, such as music, videos, and photos. MySpace also allowed users to create their own pages and interact with others through comments and messages.

Both platforms have evolved over time, with Facebook focusing more on visual content and MySpace on content creation and sharing.
Online Virtual Tour

These files contain audio and may take a while to load - please be patient! If you are watching the virtual tour in the library, you can check out head phones at the main desk. (As an alternative, mute the volume on the computer you're using and just read the screens)

Flash Version (recommended)
Windows Media Version
New Leaves at the C-N Library

News, announcements, new books, neat new Web sites, etc. from the librarians at Carson-Newman College.

THURSDAY, SEPTEMBER 04, 2008

Attn. Historians and Genealogists

The library now offers access to Heritage Quest online. Heritage Quest consists of 6 parts:

United States Census, 1790-1930 - You can view images of all U.S. Census Records (population schedule). Indexing for all years is not complete.

Books - There are 22,000 family and local histories in the collection.

PERSI - This is an index to genealogical and historical society publications created by Allen County Public Library in Fort Wayne, Indiana. Many of these items are very pricey when ordered by interlibrary loan; however, you can directly request up to 6 articles at a time from Allen County Public Library for $7.50 plus a per page surcharge.

Revolutionary War Pension and Bounty-Land Warrant Applications - These are selected records.
YouTube

“carson-newman library” video results 1 - 2 of about 2

Also try: carson newman band  carson  carson newman baseball  carson newman centrifuge  carson newman college

Come to the Library
Promotional video for the Carson-Newman College Library. Senior Comm. Arts project ... library promotion marketing ...

Added: 8 months ago
From: CNLibrary
Views: 1,449

08:19
More in Education

CN Library Mystery Intro.
Carson-Newman College Library Mystery Introduction ... library mystery instruction literacy ...

Added: 8 months ago
From: bkocour
Views: 95
no rating
05:30
More in Education
YouTube (Library Rap)

Library Resources
- Library Catalog
- E-Reserves
- Databases A-to-Z
- Databases by Subject
- E-book Collections
- E-Journals List
- Special Collections
- Gov. Documents (coming soon)
- Web Resources

Library Services
- How Do I...?
- Circulation
- Interlibrary Loan (ILL Request Form, Instructions, & Policies)
- Faculty Services
- Library Virtual Tour
- About the Library
- What's New

"Come to the Library" Video

Stephens-Burnett Memorial Library
supporting academic excellence

11/21/2008 KLA/KSMA/SELA/ARL NDLC Conference

http://www.youtube.com/watch?v=9NBm_coZx8I
http://library.cn.edu
Roadblocks

• Limited opportunities for exposure
• Low site traffic
• No communication via social networking sites
• Preconceived notions about library
• Time constraints
• Technology issues (students and faculty)
Thank You

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Summary and Discussions

Library 2.0
- Philosophy / a Model (Web 2.0 technologies are helpful, but not required)
- Keys: User-driven, interactive, participation, collaboration, openness

Challenges in implementation of Library 2.0 using Social Networking Website:
- Beta versions
- Resistance to change
- Too Public
- Education
- Limited opportunities for exposure
- Low site traffic
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- Time constraints
- Technology issues (students and faculty)
THANK YOU!

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