Chapter 4

Application of Web 2.0

In Libraries
Web 2.0 technologies are the “next big thing” in libraries because they offer social networking capabilities in providing information and services to the library’s clientele. Web 2.0 have substantial implications for libraries. It might create changes in how libraries provide access to their collections and provide user support to their clients.

When discussing the impact of Web 2.0 technologies on library services, it is important to consider the profile of our new and future users, who are being referred to as “the net generation”, “millennials” or “digital natives”.

Web 2.0 posed changes that were unavoidable as it provide the key library technologies used every day in library work. It is found in many libraries that the Web 2.0 social technologies can provide opportunities for staff development and user engagement. The use of web 2.0 technologies such as RSS, Blogs, Tagging, Social Networking, Podcasting and Instant Messaging has deeply influenced on the library services and also on the functions. Now it is easy to the users to solve their queries through the use of Instant Messaging related to academic point of view or any other purpose. They can chat to librarian online, some libraries provides the twenty four hours chatting service to the users.

Similarly RSS is using on a large scale not only in libraries but also in a lot of websites to deliver the latest information. Libraries provide the fresh content to the users through RSS. Current Awareness Service is one of them.

Web 2.0 has the strong application in libraries. In the following contents there is a detailed discussion on the “Application of Web 2.0 In Libraries”.

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APPLICATION OF BLOGS IN LIBRARIES

The popularity of blogs is increasing day by day. Libraries are using blogs to share the information, to provide the services to their patrons. In recent days it is examined that the use of blogs have increased in libraries and information centers to provide the latest information. Patrons need not to go to the library to get the current information; libraries generally provide Current Awareness Service to their place with the help of RSS and Blog technology.

Blogs have many applications in libraries. Blogs can be useful in the library and information centers to promote the following services-

(i) Library news page

The blogs are often used in libraries to deliver news to the patrons. This can be in the form of a link to the blog on the main webpage or have the news displayed right on the front page. In fact, many libraries have a blog on the main library page. In most cases there is only one person with access to the sites to update it with news. With blogs more users can have access to the sites and update it as needed. In all instances, there can be an administrator who has total control of who can post what on to the site. Since the weblog are so easy to set up, it is conceivable that any library, big or small, can have the “power” to communicate in a timely manner with their patrons.

(ii) Dissemination of information

A blog is very useful in dissemination of information to the library users such as information about new website, service notices, announcements, updates, event information etc. Current awareness service can be delivered very efficiently using blogs. All the users can subscribe to RSS feeds of specific sections and the library can keep posting information at one place thus avoiding mass mailing. Blogging enables instant delivery of information being published to all RSS feeds subscribers in a respective area. Also, if any changes and corrections need to be done, it is possible to do it at one place.

The following example is taken form Library Stuff Blog, which delivered the news not only from the library but also from some other areas. It provides information
about Books, Journals, E-Newsletter, News Events and Knowledge management. It also provides the general news of the world.
Borrowing From Our Users to Fill ILL Requests

August 13th, 2009

Shaping Libraries - "There is something that I have been thinking about for a few months now. When a user can’t find an item in our catalog they go to ILL. ILL then contacts various libraries to see if they would lend the item in question. What if ILL instead contacted local users who have volunteered their personal library "holdings" as potential lenders?"

Interesting...

How The Associated Press will try to rival Wikipedia in search results

August 13th, 2009

Nieman Journalism Lab - "What that will mean in practice is similar to what you find in the digital content of other news organizations: all references in AP articles to, say, Bill Clinton would link to the landing page with aggregated content and other material about the former president."

Broadband stimulus deadline extended

August 13th, 2009

usatoday - "Applications for the first of three rounds of funding are due Friday, August 14. The National Telecommunications and Information Administration (NTIA), overseeing the broadband stimulus project with the Rural Utilities Service (RUS), today announced a limited, one-week extension for some applicants."

Netscape Founder Backs New Browser

August 13th, 2009

 NYTimes - "It has been 15 years since Marc Andreessen first developed the Netscape Internet browser that introduced millions to the Internet."

(ftp://www.librarystuff.net)
(iii) Library Resources

Blogs can be used to highlight new and valuable resources added into the library. Blogs even work as web page and provide access to various free/subscribed electronic resources. Some area can be used for collecting feedback, providing training tips, sharing experience, rating information products etc, which finally result in better utilization of library resources.

(iv) New Acquisitions

The library may consider utilizing blog technology to announce new acquisitions/ new arrivals/ new additions in the library. For example new additions list can be posted on the page with RSS enabled features; users will get only entries matching to their request on their blogs and there is need to visit library pages for this purpose.

Blogs are a very popular medium to highlight the library resources. Through the use of blogs a library can notify the users about the newly acquired books or recent arrivals.

The following example is taken from the IGNOU Library blog which provide information about recent arrivals in their serial section. It provides the information about newly acquired journals in many subjects. It also provides information about the free online journals.
Recent Arrivals in the Serials Section

The readers may browse the following issues which are on the display:

**Agriculture**
Journal of Economic and Botany
33(1) 1 Jan-31 Mar 2009

**Distance Education**
American Journal of Distance Education
23(1) 1 Jan-31 Mar 2009

**EDUCATION**
Educational Theory
50(1) 1 Jan-31 Mar 2009
Evaluation Review
50(2) 1 Apr-Jun 2009
International Journal of Educational Development
29(4) 1 May-Jun 2009
29(3) 1 May-Jun 2009
29(2) 1 Mar-Apr 2009
Quality Assurance in Education
17(2) 1 Apr-Jun 2009

**Recent Arrivals in the Serials Section**
The readers may browse the following issues which are on the display:

**General Sciences**
Down To Earth
18(2) 16 Jun-30 Jun 2009

**Health Sciences**
British Medical Journal
1778 17 Apr 17 Apr 2009
1779 18 Apr 24 Apr 2009
1780 25 Apr-1 May 2009
1781 2 May-8 May 2009

Indian Pediatrics
46(6) 1 Jun-30 Jun 2009

**Law**
Journal of the Indian Law Institute
51(1) 1 Jan-31 Mar 2009

**Library Science**
College and Research Libraries
70(2) 1 Mar-Apr 2009

**Economics**
International Economic Review
50(3) 1 Apr-Jun 2009

**Chemistry**
Journal of Chemical Education
38(5) 1 May-Jun 2009

**Computing Science**
Electronic World
1158 1 Jun-30 Jun 2009

**Free online journals**
- International Journal of Educational Technology
- Interactive Journal of Learning and Technology
- Journal of Open and Distance Learning
- International Review of Research in Open and Distance Learning
- Journal of Computer-mediated Communication
- Journal of Distance Education
- Journal of Interactive Online Learning
- MERLOT Journal of Online Learning and Teaching
- Disability News

**Followers**

Blog Archive
- Jul 19 (1)
- Jun 29 (1)
- May 26 (1)
- May 17 (1)
- Apr 29 (1)
- Apr 17 (2)

(http://libraryservicesignou.blogspot.com)
(v) Consortia

Libraries that belong to consortia can utilize blogs to communicate between libraries, set up meetings, post new databases added to share resources; discuss problems having the same resources, and discuss possible acquisitions. [1]

(vi) OPAC

Some libraries provide the facility to access their Online Public Access Catalogue (OPAC) through the use of blogs. It is convenient for the users to access the library catalogue by using the library blogs. Blog is a very popular medium to deliver the OPAC service.

An example is taken from the Allama Iqbal Library University of Kashmir Blog. It provides many important services such as OPAC, UGC Consortium, Journals, J-Gate service and link to library networks.
ALLAMA IQBAL LIBRARY, UNIVERSITY OF KASHMIR BLOG

ALLAMA IQBAL LIBRARY BLOG SHOWS BRIEF HISTORY OF THIS FAMOUS LIBRARY OF NORTHERN INDIA. IT HIGHLIGHTS SERVICES OFFERED BY THE LIBRARY TO THE SCHOLARS, FACULTY, AND STUDENTS. ADDITIONALLY, THIS BLOG SHOWN LINKS TO SOME ONLINE SERVICES OFFERED BY THIS LIBRARY WHICH CAN BE ACCESSED AND AVAILABLE IN A CONSOLIDATED WAY THROUGH THIS BLOG.

ALLAMA IQBAL LIBRARY

LIBRARY BUILDING

OPAC

ONLINE PUBLIC ACCESS CATALOGUE

AERIAL VIEW OF CAMPUS

LINKS TO THIS BLOG

UNIVERSITY OF KASHMIR ONLINES SERVICES: JOURNALS, J-STORAGE JOURNALS, INTERNATIONAL RESOURCE CELL, OPAC, ONLINE PUBLIC ACCESS CATALOGUE, SEARCH AND STATUS, LINKS TO THIS NEWSLETTER DICTIONARY OF OPEN ACCESS JOURNALS, J-STORAGE JOURNALS, INTERNATIONAL RESOURCE CELL, OPAC, ONLINE PUBLIC ACCESS CATALOGUE, SEARCH AND STATUS

CAMPUS VIEW (SOUTHERN SIDE)

SITEMARKING

CHINAR VIEW IN UNIVERSITY CAMPUS

TUESDAY, JULY 14

LECTURE by DR. ALVI

UNIVERSITY OF KASHMIR

HAZRATBAL INTERNATIONAL RESOURCE CELL

ORGANISING A LECTURE ON "MODERN BIOMEDICAL ISSUES: ISLAMIC PERSPECTIVES"

SPEAKER: DR. M. Y. ALVI

DATE: 14TH JULY, 2000

VENUE: HRD KHAIIDUN AUDITORIUM

Thursday, February 28

ALLAMA IQBAL LIBRARY BLOG

at Thursday, February 28, 2000

Kashmir University Library system estab

is the establishment of University of Kashmir in 1949. The central library of the system functions in a multistoried building since 1975. It is one of the largest libraries in the country.

The library has a vast collection of books, periodicals, and other materials. It is open to all members of the university community.

Visit the library's website (http://ailbloguk.blogspot.com/) for more information.

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The other important services provided through the blog are as follows-

- **Extension services**

  Building a community of library users depends on the type of users library can post information e.g. teens, students, neo-literate etc. many other outreach services can be planned/ executed using blog e.g. library can facilitate linking between online book stores and users for personal purchases by library users.

- **Library Administrators**

  Thoughts from library staff encourage openness, transparency, and add a voice to the library. Blogs provide platform to all staff members to express/share/contribute more on various professional issues. Information about training, conference, tacit knowledge on tools, etc are captured and measured easily using library blog.

- **Community Building**

  Librarians benefit from sharing of best practices and experience. Blogs are a timely way to offer advice and commentary on current library issues. Blogs also provide readers to post his/her opinion or experience. Sharing of experience, views from different users (across globe) builds strong community of user base. Learning and sharing becomes very easy and effective using blogs.

- **Fast Communications**

  Blogs are useful to facilitate communication between the project team, who are working on projects on the institutions/libraries. RSS enabled information publishing provides easy way of communication between RSS feeds subscribers/users of blogs. Any information published will be automatically collated on individual blogs/pages. Similarly, blogs can be used for collecting inputs from different sites/sources without any additional repetitive efforts.

- **Marketing of Library and Information services**

  Blogs are also used in marketing of library and information products. It promotes products & services such as Indexing, Bibliographies, Lending, Reference,
CAS, SDI etc. It is also useful for the following resources such as Collection of books, reports, Audio Visual material, e- journals and online databases. Effective marketing of all the above is possible with the help of blogs which removes time and geographical barrier. Promoting library services through blog is most economical and a creative way. Sharing of resources also becomes extremely easy as well as it promotes sharing of resources within users without coming to the library. [2]

Finally it can be said that blog is an innovative approach to communicate to patrons and others.
APPLICATION OF WIKIS IN LIBRARIES

Wikis are playing a vital role in the libraries. Users are more comfortable with it as it has the facility to edit, create, and download the documents. It also provides the facility to link to other document and other files. A library wiki is a good source for enhancing the ability of the students. The following applications of wiki is identified in libraries-

(i) Intranets

Wikis offer the ability to capture individual expertise into a centralized repository of organizational knowledge, providing a fitting tool for an intranet or knowledge base.

(ii) Training Tools

Wikis provide a dependable tool for maintaining a pool of departmental knowledge.

(iii) Library Web Sites

Because wikis are capable of sustaining many hundreds of pages of information that can be published online without any programming knowledge, they are a natural choice for creating public Web sites.

(iv) Event Planning Resources

Wikis are collaborative devices that encourage group input, they are perfect choices to plan events within a group.

(v) Subject Guides

Wikis can be used for creating subject guides, subject gateways.

(vi) Shared Documents

Wikis also allows staff members to share the documents. Another application of wiki are as follows:

- Wikis can be used for social interaction and discussions among the librarians and users as well.
Wikis can also be used by the users to share information and enhance the content, and a record of these transactions is archived for future reference.

Thus a wiki can be useful for libraries in many ways. It is a document sharing system among the library users and also for the other people.
Welcome to LibraryWikis!

LibraryWikis is a wiki about wikis used in libraries. It is a place for learning about and sharing examples of library wikis. The wiki is a companion to a research article published in the "September 2007" issue of Information Technology and Libraries. The author of the wiki is Matthew Bejune, Assistant Professor of Library Science, Purdue University Libraries, and doctoral student at the Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign. He can be reached at mbejune@purdue.edu

Members of the library community are invited to contribute to this wiki by editing or creating new pages. To do so, click Edit Page or Create a New Page. You will be asked for a password which is LWcontrib and your name and email address.

About the Article


Wikis have recently been adopted to support a variety of collaborative activities within libraries. The article and the companion wiki LibraryWikis (http://librarywikis.pbworks.com) seek to document the phenomenon of wikis in libraries. This subject is considered within the framework of computer-supported cooperative work (CSCW). The author identified thirty-three library wikis and developed a classification scheme with four categories:

1. Collaboration between libraries (45.7 percent);
2. Collaboration between library staff (31.4 percent);
3. Collaboration between library staff and patrons (14.3 percent);
4. Collaboration between patrons (6.6 percent).

Examples of library wikis are presented within the article, as is a discussion for why wikis are primarily utilized within categories 1 and 2, and not within categories 3 and 4. It is clear that wikis have great utility within libraries, and the author urges further application of wikis in libraries.

Wiki Examples in each Category

Here are links to examples of wikis in each of the four categories. If you know of other library wikis not listed here, add them to one of the categories. To do so, click Edit Page. You will be asked for your password which is LWcontrib.

1. Collaboration between libraries
2. Collaboration between library staff
3. Collaboration between library staff and patrons
4. Collaboration between patrons

Presentation at 2007 ALA Annual, Washington D.C.

I gave a presentation about wikis in libraries at the RUSA MARS President's Program - ALA Annual Conference in Washington D.C. on June 24, 2007. Here are my slides:

bejune.2007.ALA.Annual.ppt

ARL SPEC Kit on Social Software in Libraries

Jana Ronan, University of Florida, and I are working on an upcoming ARL SPEC Kit that focuses on the use of social software in libraries. We surveyed ARL libraries on their use of ten types of social software:

1. Social networking sites like MySpace and Facebook
2. Media sharing sites like YouTube and Flickr
3. Social bookmarking or social tagging sites like del.icio.us and LibraryThing
5. Blogs like LiveJournal and Blogger
6. RSS (Really Simple Syndication) syndication and content distribution
7. Instant messaging services like AOL Instant Messenger and Meebo, and Google Talk
8. VOIP (Voice Over Internet Protocol) services like Skype and Yahoo!
9. Virtual worlds like Second Life and World of Warcraft
10. Gadgets that can be embedded in other applications like MeeboMe and Plugoo

(http://librarywikis.pbworks.com/)
APPLICATION OF RSS IN LIBRARIES

RSS (Really Simple Syndication) is a convenient way to keep the library users up-to-date with new content on the library website. Instead of having to click through the various sections of the library site to see what is new, users can have that information pushed directly to their computer! RSS has been adopted by many news services (The New York Times, National Public Radio, The Wall Street Journal, BBC News, etc.), blogs, and other commercial sites (WebMD, ESPN, Orbitz, People, Salon, Yahoo!, eBay, etc.). There are various RSS feed applications for libraries. According to Wusteman (2004) announcements, extended services, e-journals and table of contents services, reference service, library blogs, web resource announcements, search resource, books, newsgroups, search results, and RSS-based search engines.

A library can create RSS feeds in the following services-

1. Create an RSS feed for the library’s electronic newsletter.
2. Create an RSS feed for new additions to the online catalog.
3. Create an RSS feed for new programs and events posted on the library website.
5. Create an RSS feed for library job openings.
6. Subscribe to a few RSS feeds, such as local news websites, and share the content on the library’s website. This could be included on a page containing other local resources and local links.

In relation to the above contents there are many applications of RSS feeds in libraries. RSS can be applied to some of the following Library & Information Services:

(i) Library News

Through RSS feeds it is possible to deliver the library news to the patrons such as library timings, recent arrivals and also for the new services launched in the libraries.
(ii) Library Catalog

Libraries can also provide RSS feeds about the library catalog. Latest and updated information delivered to the users via RSS feeds.

(iii) Events

Through RSS feeds libraries can also provide information about latest Events, such as Conferences, Seminars etc.

(iv) Current Awareness Service

Current awareness services alert scholars, researchers, and health care practitioners to recently published literature in their fields of specialization. Librarians who provide these services use various methods to keep current with academic and professional literature. Traditional methods include routing print journals, distributing photocopied journal tables of contents, and simply browsing professional publications.

The following example is from Hennepin County Library which is providing the RSS feeds in many services such as; it provide the library news, library catalog, Catalog News, Events and Classes, Bookspace and subject guides through the use of RSS. Subject Guides deals with almost all the subjects and in each subjects RSS feeds are available. This is the most important service in this library. Subject guides contain almost all the subjects such as- Arts & Entertainment, Current events, Education, Music, Law and Courts, Science, Technology, Music and social Issues etc.
Subscribe to our Free RSS Feeds

This RSS feed button allows you to subscribe to one or more of our RSS feeds. (What are RSS feeds?)

Library News
RSS feed Latest goings-on at Hennepin County Library.

My Account
Personalized feeds of your items out and holds information. Get started at My Account.

Library Catalog
Make any Catalog search into a custom RSS feed. Watch for the RSS feed button on every search results page.

Catalog News
RSS feed News and search tips for using the Hennepin County Library Catalog.

Events & Classes
Make any Events or Classes search into a custom RSS feed. Watch for the RSS feed button on every search results page.

Biospace
Most of our book lists, including on order titles, bestsellers and more, are available as RSS feeds. Watch for the RSS feed button.

Subject Guides
RSS feed All Subject Guides – includes all the subject feeds below.

- RSS feed Arts & Entertainment
- RSS feed Automotive
- RSS feed Books & Authors
- RSS feed Business & Investments
- RSS feed Consumer Information
- RSS feed Countries & Travel
- RSS feed Culture & Diversity
- RSS feed Current Events
- RSS feed Education
- RSS feed Genealogy
- RSS feed Government Information
- RSS feed Health & Wellness
- RSS feed Home & Garden
- RSS feed Immigration & Citizenship
- RSS feed Jobs & Careers
- RSS feed Language Learning
- RSS feed Law & Courts
- RSS feed Magazines & Newspapers
- RSS feed Minnesota
- RSS feed Music
- RSS feed News & Weather
- RSS feed Parenting & Child Care
- RSS feed Patents & Trademarks
- RSS feed Patrons & Elections
- RSS feed Ready Reference & Fact
- RSS feed Science
- RSS feed Small Business
- RSS feed Social Issues
- RSS feed Sports & Recreation
- RSS feed Technology

News from your Local Library
- RSS feed Augsburg Park Library
- RSS feed Brooklyn Park Library
- RSS feed Bunker Hill Library
- RSS feed Cambridge Library
- RSS feed Eden Prairie Library
- RSS feed Edina Library
- RSS feed Excelsior Library
- RSS feed Garden Library
- RSS feed Hopkins Library
- RSS feed Long Lake Library
- RSS feed Maple Grove Library
- RSS feed Maple Plain Library
- RSS feed Minnetonka Library
- RSS feed Osseo Library
- RSS feed Plymouth Library
- RSS feed Ridgedale Library
- RSS feed Richfield Road Library
- RSS feed Rogers Library
- RSS feed St. Anthony Library
- RSS feed St. Benedict Library
- RSS feed St. Louis Park Library
- RSS feed Stevete Library
- RSS feed Wayzata Library
- RSS feed West St. Paul Library
- RSS feed White Bear Lake Library
- RSS feed Woodbury Library
- RSS feed Woodview Library
- RSS feed West St. Paul Library

What are RSS feeds?
RSS feeds allow you to keep up-to-date on your favorite websites by "subscribing" to their feeds. New information added to those sites can be easily browsed by visiting a single web page, called a "news reader." The news reader automatically checks for updates and displays them for you. (See links on the sidebar to popular news readers.)

Add us to your website
All feeds include a code snippet that you can copy and paste into your own web site to keep your visitors up-to-date on resources available to them at the library.

Free news readers
You'll need a news reader to subscribe to our RSS feeds. Many news readers are web-based, others can be downloaded to your computer. Here are a few examples:

- Bloglines - web-based news reader
- Google News - web-based news reader (or add to Y!)
- ojog - downloadable news reader
- My Yahoo - includes a news reader

What are RSS feeds?
RSS feeds allow you to keep up-to-date on your favorite websites by "subscribing" to their feeds. New information added to those sites can be easily browsed by visiting a single web page, called a "news reader." The news reader automatically checks for updates and displays them for you. (See links on the sidebar to popular news readers.)

(http://www.hclib.orgpubsearchRSS.cfm)
Besides all the above services there are some other important services which is provided with the help of RSS feeds-

- Selective Dissemination of Information.
- Bibliographic Service.
- Bulletin Board Service.

**Role of RSS in Marketing of Library & Information Services**

RSS is a technology that has the potential of overcoming many of the Library and Information Marketing challenges we are facing today and becoming a preferred tool to get 100% of our content delivered to the users, as well as a tool to help us making the library website top searchable site. The simple RSS explanation from the marketing point of view is that RSS is a simple to use content publishing tool for librarians and publisher. It allows getting your content delivered to end-users, without the fear of spam filters stopping your messages, and to other “content consumers” (other websites, search engines and so on). RSS gets your content delivered, period, and it helps you increase your site rankings and drives new traffic to your site.\(^7\)

BlogBridge: Library (BBL), a new product developed by a company "is a piece of software that you can install on your own server, inside your firewall. It is not the content of the library (the books) but the software used to organize the library (the building)." While BBL's potential for libraries has yet to be determined due to its being brand new, it is conceivable that this syndication will replace browsing and searching through library websites for content. BBL and similar RSS aggregator applications, installed in a library's system and coupled with the social network of the library, will enable users to have a single, customized, personal library page that syndicates all the library content of interest to them and their research, eliminating irrelevant information. And users will, of course, control that page and that content.\(^8\)

During this study many library sites were visited and it was found that most of the libraries providing RSS feeds relating to in recent arrivals, and Current Awareness Service, Library news and for events etc. Thus, we can easily understand how the libraries are providing the services to the users with the help of RSS technology.
1. APPLICATION OF INSTANT MESSAGING IN LIBRARIES

IM (Instant Messaging) is one of the important tool of web 2.0. It is very important from the communication point of view as it is a very easy and effective tool. IM usage varies widely across different age groups. Instant messengers utilize IM not only as a way to expand and remain connected in their social circle, but also as a form of self-expression, through the use of customized way of messages, profiles and buddy icons.

IM has essential applications in libraries. The first and most important application of IM is to provide the reference service to patrons. It is estimated that almost every library is using this service to satisfy its users.

There are following important applications of IM in libraries-

(i) Instant clarifications for the Questions from users and vice versa-

Instant messaging allows students, staff and other user to solve their queries by asking the librarian. Most of the librarians solve the queries of the users. They satisfy them by giving them good and intelligent answer. However some libraries do not provide the free IM service to the external people.

(ii) Online meetings-

IM is also used in online meetings. Its use increasing very rapidly because of its feasibility and time saving feature. The users such as staff and other organization can save their valuable time through the use of IM.

(iii) For providing virtual reference services

Through the use of IM it is possible for the libraries to provide reference service to their patrons. Nowadays libraries are providing reference service through the IM. There is no need to go to the library desk, most of the libraries are so keen and able to provide twenty four hour services to the users. They use different types of softwares for IM.
2. INSTANT MESSAGING REFERENCE ADVANTAGES

There are some important advantages of IM in reference service such as:

➢ Speed of interaction with patrons.
➢ Low cost of implementing service.
➢ Time Saving.
➢ Provide Fresh Contents

The following example is from the University of Illinois at Urbana-Champaign, University Library. This library providing instant messaging services in a very convenient way.
Having trouble using this widget? Try this alternate version of the Ask A Librarian to Instant Message us.

If we are offline or you cannot see the box on your screen, please e-mail us.

What is Ask a Librarian?
How to IM Us | No IM Software?
APPLICATION OF SOCIAL NETWORKING IN LIBRARIES

Libraries are utilizing social networking communities as marketing platforms, tools for outreach, and networking venues. Due to their enormous popularity with the general public, they offer libraries a unique opportunity to interact with patrons in their own space.

(i) Library Portals

Social networking used in library portals.

The UIUC Undergrad Library has established a MySpace page which acts as a portal leading back to the University of Illinois at Urbana-Champaign library Web site. They have even created a library catalog search box that other MySpace members can add to their profiles. By building a presence within an online community where many of their patrons currently interact, the library becomes more accessible and highly visible to a large demographic of potential users.

(ii) Promotion

Social networking Web sites allow people to feature detailed descriptive information along with photos, videos, and audio files within their profiles, making them customizable marketing vehicles. The library at the University of Central Florida is utilizing its page within the MySpace community to connect with millions of other members to promote the UCF Ask a Librarian and spotlight library resources.

(iii) Networking

Since these social Web site communities are all about creating relationships between members, they offer infinite networking opportunities. The Brayant University Library has established a presence within MySpace, to create relationship among users.

(iv) Outreach

Many librarians have joined the 16 million members of the Facebook community to offer their services. They are blogging, joining groups, and creating detailed profiles inviting students, faculty, and staff of the educational community to call on them for research assistance.
Thus the social networking sites have very important applications in libraries. In terms of special libraries it is provides the facility to reach out the new users. The following examples are taken from the Brayant University Library.
APPLICATION OF PODCASTING IN LIBRARIES

Podcasting is the audio and video files available on the internet as it has been discussed in previous chapter. Podcasting is an interesting tool of web 2.0. From the library users point of view, it is very important because it is easy to find or to get the latest information. The library users are much influenced by it, because generally teens are more keen about video and audio files.

Podcasting has some important applications in the libraries. Following applications of podcasting are generally found in libraries-

(i) Podcasts promotes recordings about the library’s services and programs

A library uses podcast to inform the users to know about the new programs. It is also used to show the library services.

(ii) Podcast highlights about new resources

Podcasting can be used to highlight the resources or newly acquired materials. Libraries inform the users through podcast about their new resources. A user can choose the podcast of his/her own choice. It is seen that libraries provide the podcast through their blogs and websites.

Among new resources of libraries books, journals, magazines etc can be highlighted through the use of podcasting.

The following example will clarify more about podcasting.
STORY TELLING
A boy receives new mittens and is told to take special care of them. What happens when he loses one of the mittens? Listen to the story to find out.

SHORT STORY: LYCA AND THE LION
Presenting the winners of the 2005 Worthington Libraries Teen Poetry and Short Story Competition. Medlan O'Chen, the third place winner for middle school short story, reads "Lyca and the Lion."

SUMMER READING CLUB: JUST READ IT
Adults: Join the summer reading gang and read "Lyca and the Lion."
(iii) **Podcasts enable librarians to share information with anyone at any time**

Podcasting plays an important role in sharing of information. Librarians are able to share the information among users. They can also share their ideas in the users community. They are able to share the information at any time because generally podcasts are available on the internet and it can be easily updates once the podcast has been published on the libraries blog or website it enables a user to get the podcast. The use of podcast in libraries is not so long, it is a recent activity and gaining popularity very rapidly.

Thus podcasting playing a vital role in libraries. Podcasting can be a publishing tool for users and librarians’ oral presentations.
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Illustrator</th>
<th>Publisher</th>
<th>Copyright Year</th>
<th>Reproduction Permission</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Talkative King</td>
<td>Pleasant DeSpaan</td>
<td>Joe Scholten</td>
<td>August House Inc</td>
<td>1994</td>
<td>Reproduced by permission</td>
</tr>
<tr>
<td>Leo the Lightning Bug</td>
<td>Eric Drachman</td>
<td>James Muscarelo</td>
<td>Kidwick Books</td>
<td>2001</td>
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<td>Small Bear Lost</td>
<td>Martin Waddell</td>
<td>Barbara Firth</td>
<td>Candlewick Press Inc, Cambridge, MA</td>
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<td>Baby Brains</td>
<td>Simon James</td>
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<td>Candlewick Press Inc, Cambridge, MA</td>
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**Talkative King**

Know someone who talks too much? Have them listen to this and maybe they'll get the hint. Read by Gia.

**Leo the Lightning Bug**

Leo wins our hearts and gains self-confidence in his struggle to make his very own light. Read by Gwen.

**Small Bear Lost**

A girl leaves Small Bear, her teddy bear, on the train but he manages to find his way home after a number of adventures. Read by Ubulya.

**Baby Brains**

Baby Brains sure is smart right from the beginning of life, but he soon learns that sometimes everyone needs their mommy. Read by Neo Lyda.

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For more information, visit [http://podcast.denverlibrary.org](http://podcast.denverlibrary.org)
APPLICATION OF SOCIAL BOOKMARKING AND TAGGING IN LIBRARIES

Tagging is a very important tool to highlight the resources. Libraries generally used the tagging to highlight their resources such as books, journals etc.

Tagging has many important applications in libraries-

(i) Class Reading Lists

With the potential to link to text, video, audio, and image files, social bookmarking Web sites are ideal tools for creating reading lists comprising online resources.

(ii) Subject Guides

Many Libraries classified all its bookmarked electronic resources according to the Dewey Decimal System, to develop subject guides on del.icio.us. Because of the flexibility of tagging, these applications present great potential for use as dynamic, easy-to-update, electronic resource guides.

(iii) Keeping Current

Members of the library profession keep informed of new developments in the field by browsing bookmarking networks using tags such as library and library 2.0 to find the most recent publications, reports, podcasts, and more. They are staying abreast of new images, presentations, and reviews being posted concerning conferences by searching for tags.

(iv) Bibliographies

Academic librarians are developing bibliographies of journal articles and scholarly papers on CiteULike and other academic bookmarking communities where they can record full citation information for each entry and export their libraries to BibTeX or Endnote. These Web sites are valuable tools through which members can easily create bibliographies of online resources and share them with others.
(v) **Patron Bookmarking**

Social bookmarking can also be used for Patron Bookmarking. The librarians of the University of Pennsylvania have developed a customized social bookmarking system called PennTags. It is a private bookmarking community, made available only to UPenn faculty, staff, and students. Similar to other social bookmarking services, PennTags enables its members to bookmark and tag online resources including records from the library OPAC.\(^9\)\(^10\)

Social bookmarking playing an important role in Libraries and Information centers.
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