Using Web 2.0 Technologies to Push E-Resources

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Question: Where do students first go to for research?

Library Website or Search Engine
The OCLC Perceptions Reports

Perceptions of Libraries and Information Resources
A Report to the OCLC Membership

College Students’ Perceptions of Libraries and Information Resources
A Report to the OCLC Membership
## Where do you start an info search?

<table>
<thead>
<tr>
<th>Start at…</th>
<th>Total</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search engine</td>
<td>84%</td>
<td>89%</td>
</tr>
<tr>
<td>E-mail</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Topic specific web sites</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Online news sites</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>IM</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Online bookstore</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Online database</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Library web site</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>
## Awareness of what’s available

<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library web site</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>Online library catalog</td>
<td>35%</td>
<td>8%</td>
</tr>
<tr>
<td>Online reference materials</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>Downloadable audiobooks</td>
<td>54%</td>
<td>44%</td>
</tr>
<tr>
<td>Online databases</td>
<td>58%</td>
<td>31%</td>
</tr>
<tr>
<td>E-journals</td>
<td>58%</td>
<td>32%</td>
</tr>
<tr>
<td>E-Books</td>
<td>60%</td>
<td>42%</td>
</tr>
<tr>
<td>Online reference services</td>
<td>63%</td>
<td>42%</td>
</tr>
</tbody>
</table>
Break out of library website prison!

Adopting new technologies referred to as Web 2.0 or Social Software
Web 2.0 Definition

Second generation of Web-based services and tools that emphasize online sharing and collaboration among users.

It also refers to the transition from static HTML Web pages to a dynamic Web that is organized and based on serving Web applications to users.
## Examples:

<table>
<thead>
<tr>
<th>Web 1.0</th>
<th>Web 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Britannica Online</td>
<td>Wikipedia</td>
</tr>
<tr>
<td>Static Websites</td>
<td>Blogs &amp; Wikis</td>
</tr>
<tr>
<td>Email</td>
<td>IM chat</td>
</tr>
<tr>
<td>Favorites/Bookmarks</td>
<td>Tagging <em>(Del.ic.ious)</em></td>
</tr>
<tr>
<td>Endnote/Refworks</td>
<td>CiteuLike</td>
</tr>
<tr>
<td>Alerts by email</td>
<td>RSS feeds</td>
</tr>
<tr>
<td>Mapquest</td>
<td>Google Maps</td>
</tr>
<tr>
<td>Microsoft Word</td>
<td>Google Docs</td>
</tr>
</tbody>
</table>
List of Web 2.0 Tools

- Blogs & RSS Feeds
- Podcasts
- Video Sharing & Photo Sharing
- Mash-ups
- Social Bookmarking & Tagging
- Social Cataloging
- Social Office Suites
- Wikis
- Screencasting
- Social Networking
What is a Wiki?

Wiki definition

Wiki = Quick (in Hawaiian)
<table>
<thead>
<tr>
<th>Blogs</th>
<th>vs.</th>
<th>Wikis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organized in reverse chronological order</td>
<td>Content not arranged by date</td>
<td></td>
</tr>
<tr>
<td>A person owns their posts</td>
<td>No one owns content</td>
<td></td>
</tr>
<tr>
<td>Only author can edit</td>
<td>Anyone can edit</td>
<td></td>
</tr>
<tr>
<td>Posts are permanent</td>
<td>Work in progress</td>
<td></td>
</tr>
<tr>
<td>Personal Journal</td>
<td>Collaborative Website or CMS</td>
<td></td>
</tr>
</tbody>
</table>
Wikis as Subject Guides

- Georgia Tech Library Website

Subject Guides:
- Public Policy
- Political Science
- Philosophy
- Law
Wikis as Subject Guides

Ohio State University Biz Wiki
Wikis: Other Uses

- Staff Intranet (Georgia State Library)
- FAQ or Knowledge Base (Georgia Tech Library)
- Planning space for a conference
- Presentation software
Wiki Software

PBwiki

Wetpaint

Jotspot
What is Screencasting

- Screencasting definition

- Basically, a movie of what a user sees on their monitor
Example: Searching Lexis Nexis

Georgia Tech Library Website
Example: You Tube

- Youtube
Benefits

- Virtual method to demonstrate using library e-resources
- Students can view it anywhere & anytime
- Great for distance learning students and for international students
Screencasting Software

Commercial (easier to use)
Camtasia Studio ($299 retail or $180)
Macromedia Captivate ($600 retail or $200)

Free (more difficult to use, fewer features)
Wink
Camstudio
What is Social Networking?

**Social Networking definition**

“As of 2005, there are over three hundred known social networking web sites.”
Social Networking

- Used to post information about yourself (or library) and meet people with similar interests. Individuals can choose to “friend” you or not.

Examples: Friendster, Linkedin, MySpace, Facebook
Who’s Using them and how much?

**Teens**

“55% of all online American youths ages 12-17 use social networking sites’” (Pew)

“48% of teens visit social networking sites Daily or more often; 26% once a day, 22% visit several times a day” (Pew)
It’s not only students…

**Adults**

Social networking has permeated not only students’ lives, but professors and librarians’ as well.

“Users between ages of 35-54 now account for 40.6% of the MySpace visitor base” (ComScore)
Other Benefits

- Free
- Easy and quick to create
- Choose level of detail for profile. Pictures, religious preference, political preference, marital status
- Can be public or private
Can be used to:

- Make contact with students and other librarians
- Announce new library services/resources
- Provide a forum for student questions & conversation about the library and its E-resources.
Marketing your page

- Varying levels of “friend recruitment”

Brian Mathews of Georgia Tech has a more proactive approach


You can also ask instruction librarians to mention the services in their classes, or leave cards at the reference desk.
What is Google Scholar?

**Google's Definition**

Search of scholarly resources. Free and comprehensive federated search option. Requires no authentication to search, but will require authentication (from your school) to view full-text articles.
Google Scholar – Why use it?

“Librarians and scientists were asked to name the top scientific and medical search resources that they use or are aware of. The difference is startling. Librarians named Science Direct, ISI Web of Science, and Medline, while scientists named Google, Yahoo, and PubMed”

(2005 Survey by Elsevier- Science Direct)
How are their results compiled?
It’s still a mystery

“Like Google.com, we crawl and index a number of websites and repositories to create an index of scholarly content. We crawl openly-available materials online and have partnerships with nearly all major academic publishers”
(Personal email from Google rep).
What document types are included?

Currently covers journal and conference papers, preprints and postprints, technical reports, theses and dissertations, abstracts of academic papers, textbooks, and other similar material from all broad areas of research.

“Google Scholar includes academic papers as well as some documents that are cited by academic papers”

(http://scholar.google.com/intl/en/scholar/about.html)
How is your library involved?

- In addition to a listing of relevant hits, each entry will guide the student toward your school’s databases and print catalog.

- Demonstration: [www.scholar.google.com](http://www.scholar.google.com)
Benefits

- Allows student to search in a familiar interface
- Students comfortable with Google’s natural language searching
- They are already searching basic Google – Scholar gives them easy access to your library e-resources
- Allows exporting citations to Endnote, Refworks, Bibtex
Drawbacks

- No metadata or controlled vocabulary
- Publisher coverage not comprehensive
- Often includes duplicate citations
- Mix of various formats can be confusing
- Full-text availability links can be confusing
  (but that issue isn’t specific to Google Scholar)
How to get started

- Their info page provides instructions for librarians and patrons (both must configure their computers in order to receive school-specific links.)


Web 2.0 Technologies are the answer

Push your libraries e-resources where your users are!

Increase discovery and use of e-resources!
Parting Thought

“Only librarians like to search, everyone else likes to find”

Roy Tennant
Works Cited


Works Cited

OCLC Perceptions Reports. Accessed 2/14/07.
http://www.oclc.org/reports/2005perceptions.htm

Pew Internet and American Life Project report on Teens and Social Networking. Accessed 2/14/07.

“More than Half of MySpace Visitors are Now Age 35 or Older, as the Site’s Demographic Composition Continues to Shift.” comScore Networks. Accessed 2/14/07.