

Library 2.0, Social Networking, and You

**Weiling Liu, Director of the Office of Libraries Technology, University Libraries,
University of Louisville, Panel Chair**

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Laura Slavin, Technical Services Librarian, Lincoln Memorial University

Kelli Williams, Reference & Instruction Librarian, Carson-Newman College

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



delicious



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
- ...

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

–  UNIVERSITY WRITING CENTER 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)

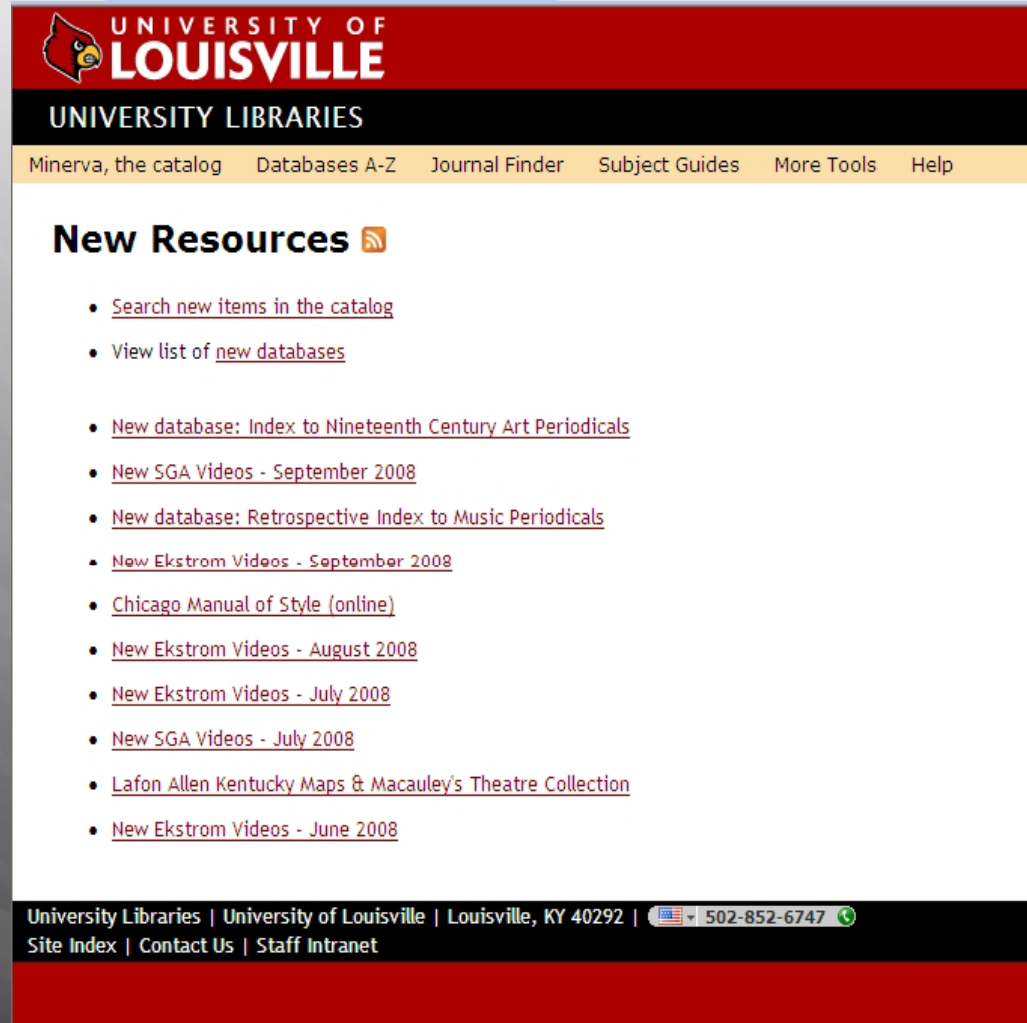
Strategic plan process

- A two-question survey
- Suggestion boxes
- Online forum

<input type="checkbox"/> Welcome to The Think Tank,	Page	ulibadmin	published	edit
<input type="checkbox"/> 10. How Do/Should Libraries Be Creative and Responsible Stewards of UofL Resources?	Forum topic	ulibwebmngr	published	edit
<input type="checkbox"/> 9. How Do/Should Libraries Help UofL Serve the Community?	Forum topic	ulibwebmngr	published	edit
<input type="checkbox"/> 8. How Do/Should Libraries Contribute to UofL's Diversity, Opportunity, and Social Justice Initiatives?	Forum topic	ulibwebmngr	published	edit
<input type="checkbox"/> 7. How Do/Should Libraries Contribute to Research, Scholarship, and Creative Activity at UofL?	Forum topic	ulibwebmngr	published	edit
<input type="checkbox"/> 5. What Is In Our Way?	Forum topic	ulibwebmngr	published	edit
<input type="checkbox"/> 4. What Should We Stop Doing?	Forum topic	ulibwebmngr	published	edit
<input type="checkbox"/> 3. What's In Your Crystal Ball?	Forum topic	ulibwebmngr	published	edit
<input type="checkbox"/> 2. What Should We Do Differently?	Forum topic	ulibwebmngr	published	edit
<input type="checkbox"/> 1. What Do We Do Well?	Forum topic	ulibwebmngr	published	edit
<input type="checkbox"/> 6. How Do/Should Libraries Contribute to Educational Excellence at UofL?	Forum topic	ulibwebmngr	published	edit

RSS – News, Events, and New Resources


- Features:
 - Distributed content management
 - Individual and dynamic web displays
 - RSS feeds





The screenshot displays the University of Louisville Libraries website. At the top, there is a red header with the university's logo and name. Below this is a black navigation bar with the text 'UNIVERSITY LIBRARIES'. A yellow navigation bar contains links for 'Minerva, the catalog', 'Databases A-Z', 'Journal Finder', 'Subject Guides', 'More Tools', and 'Help'. The main content area features a 'New Resources' section with an RSS icon. This section contains a list of links for new items, including 'Search new items in the catalog', 'View list of new databases', and several specific database and video updates from 2008. At the bottom, a black footer bar provides contact information and links for 'Site Index', 'Contact Us', and 'Staff Intranet'.

UNIVERSITY OF LOUISVILLE
UNIVERSITY LIBRARIES

Minerva, the catalog Databases A-Z Journal Finder Subject Guides More Tools Help

New Resources 

- [Search new items in the catalog](#)
- [View list of new databases](#)
- [New database: Index to Nineteenth Century Art Periodicals](#)
- [New SGA Videos - September 2008](#)
- [New database: Retrospective Index to Music Periodicals](#)
- [New Ekstrom Videos - September 2008](#)
- [Chicago Manual of Style \(online\)](#)
- [New Ekstrom Videos - August 2008](#)
- [New Ekstrom Videos - July 2008](#)
- [New SGA Videos - July 2008](#)
- [Lafon Allen Kentucky Maps & Macauley's Theatre Collection](#)
- [New Ekstrom Videos - June 2008](#)

University Libraries | University of Louisville | Louisville, KY 40292 |  502-852-6747 
[Site Index](#) | [Contact Us](#) | [Staff Intranet](#)

References and Readings

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- Stephens, Michael. (2005) "Do library matter: on library & librarian 2.0." ALA TechSource Online. http://www.techsource.ala.org/blog/blog_detail.php?blog_id=95 Accessed on 5/8/06.

Thank You

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Social Networking Web Sites and Its Impact on Libraries

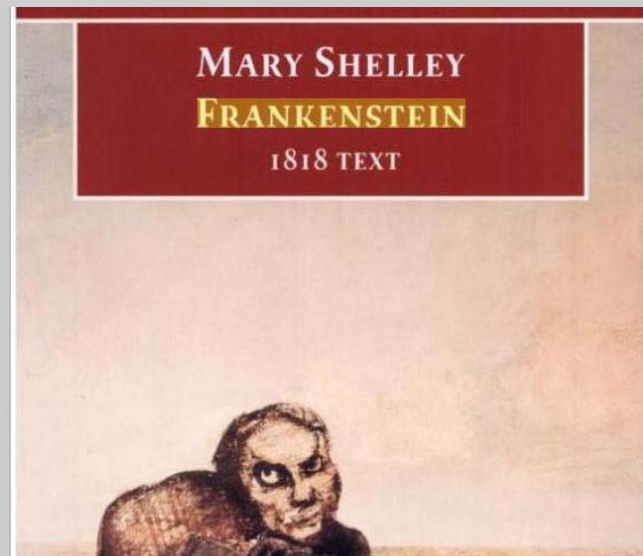
Joi Phillips
Delta State University

Lincoln Memorial University

Library 2.0 and Social Networking

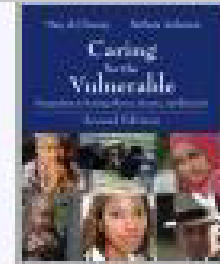
Piper Online Catalog

- Book Images
- Book Reviews
- Worldcat
- Lightbox
- Delicious



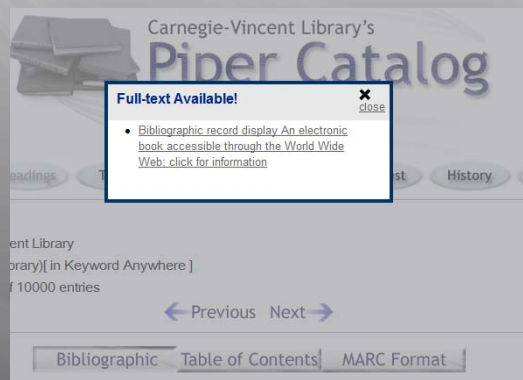
Information and Reviews

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.

Delicious

<http://del.icio.us>

The screenshot shows the Delicious website interface for user **laura1117**. The top navigation bar includes links for "What's New?", "Signed in as laura1117", "Inbox", "Settings", "Help", and "Sign Out". Below this is a secondary navigation bar with "delicious", "Home", "Bookmarks", "People", and "Tags". A search bar is located on the right side of the top bar.

The main content area displays "laura1117's Bookmarks" with sub-links for "Bookmarks", "Network", "Tags", "Subscriptions", and "Inbox". It indicates that there are 513 bookmarks and are sorted by "Most Recent". A tag input field is present with the text "laura1117" and "Type a tag".

The bookmark list includes the following entries:

- 03 SEP 08** MARC 21 LITE Bibliographic Format: 110: Main Entry-Corporate Name (Network Development and MARC Standards Office, Library of Congress) [155 tags: marc, cataloging, libraries]
- 01 SEP 08** Create A Flow Chart In Word 2007 :: Mysticgeek's Realm [104 tags: mba]
- InformIT: Fedora Quick Start > Configuring Wireless Networks** [http://tinyurl.com/32tv5r] [104 tags: fedora, wireless, broadcom]
- FedoraForum.org - Fedora 9, Broadcom wireless, visible access point, no connection** [2 tags: fedora, broadcom, wireless]
- b43 - Linux Wireless** [2 tags: fedora, broadcom]
- 31 AUG 08** INSTALLING BROADCOM WIRELESS DRIVER | FEDORA 9 [2 tags: wireless, broadcom, fedora, linux]

On the right side, there is a "Tags" section with a "Top 10 Tags" list:

Tag	Count
imported	155
linux	61
library	48
orgman	43
howto	32
firefox:bookmarks	31
ubuntu	27
Media	20
music	19
for:ashen	19

Below the top 10 tags, there are sections for "All Tags" (291), "Tag Bundles" (6), "Classes" (24), and "Unbundled Tags" (42).

Library Website

<http://library.lmunet.edu>

- WordPress
- Blogging
- Dynamic content
- User comments



Library Website



The screenshot shows the homepage of the Lincoln Memorial University Library website. The header features the university's name and logo, a search bar, and a navigation menu. The main content area includes a banner with three images: a library aisle, a reading room, and the library building. Below the banner is a 'Welcome to Carnegie-Vincent Library' section with a paragraph of text and a 'Library Hours' section with a table.

LINCOLN MEMORIAL UNIVERSITY
VALUES • EDUCATION • SERVICE

Search Library Web Site

DIRECTIONS || CALENDAR || NEWS || DIRECTORY || SITE INDEX || EMERGENCY INFORMATION || CONTACT US

About LMU
Admissions
Academics
Library
About
Archives/Special Collections
Collection Development Recommendations
Databases
Frequently Asked Questions
Full Text Journals
Information Literacy
Interlibrary Loan
Librarian's Corner
Library
Lon and Elizabeth Parr Reed

LIBRARY

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.

Library Hours

Monday	8a.m.-11p.m.
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Comments and Blogs

Write Manage Comments

WordPress 2.6.1 is available!

Dashboard

Right Now

You have [715 posts](#), [112 pages](#), [16 drafts](#), contained within [20 approved](#), 5 spam and [0 awaiting moderation](#).

You are using the LMU Library WordPress Theme theme with 0 widgets. T

Recent Comments

[See All](#)

"This is a beautiful site I like the way the links are listed. The pictures for site were well selected ..."

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](#)

Library 2.0 Challenges

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



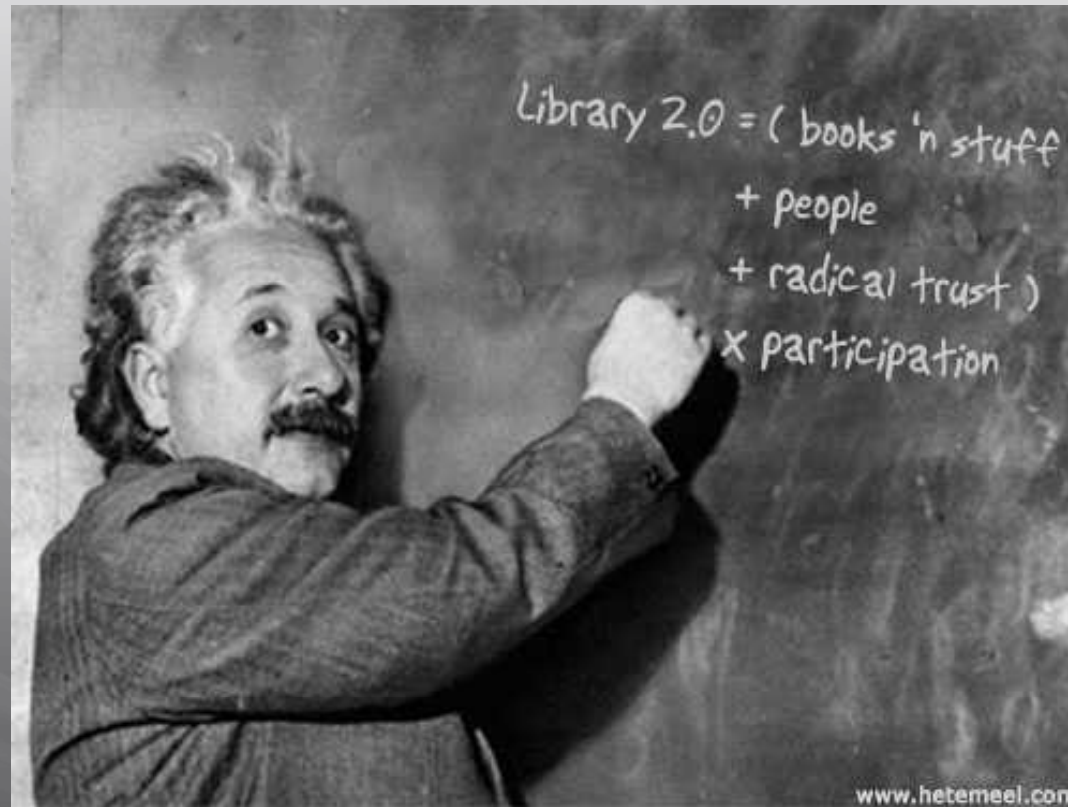
Thank You

Laura Slavin
Technical Services Librarian
Lincoln Memorial University
laura.slavin@lmunet.edu

Carson-Newman College

Library 2.0 Initiatives

Creating a Library 2.0 Presence



Is “participation” the key?

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

myspace.com
a place for friends.

User Shortcuts:

Home Mail Profile Friends Music Videos More

C-N

"Come to the Library!"

Female
101 years old

United States

Online Now!

Last Login:
9/23/2008

View My: [Pics](#) | [Videos](#)

Contacting C-N

Send Message Forward to Friend

Add to Friends Add to Favorites

IM / Call Block User

Add to Group Rank User

Basic Information

Networks:
Carson-Newman Faculty

Current City:
Jefferson City, TN

Friends

59 friends See All

C-N's Latest
[View All Blog]

C-N's Blurbs

About me:
Welcome to the MySpace page for the Carson-Newman Library.

Our hours of operation:
Monday-Thursday 8:00am - 11:00pm
Friday 8:00am - 5:00pm
Saturday 10:00am - 5:00pm
Sunday 3:00pm - 11:00pm

facebook Home Profile Friends Inbox StephensBurnett MemorialLibrary Settings Logout

StephensBurnett MemorialLibrary

Wall Info Photos Boxes +

Update Status Share Link Add Photos Write Note Import

What are you doing right now?

All Posts Posts by StephensBurnett Posts by Others Settings

Today

StephensBurnett is now friends with [Name] 8:56pm - Comment

Sep 6

StephensBurnett MemorialLibrary wrote at 6:14pm
Welcome to all our new friends! Don't hesitate to contact us anytime you need help from the Library. You can stop by, call us, e-mail us, or write us here on Facebook - anytime!

StephensBurnett is now friends with [Name] 6:12pm - Comment

Sep 3

StephensBurnett is now friends with [Name] and [Name] 1:53am - Comment

Jun 5

StephensBurnett is now friends with [Name] 9:23pm

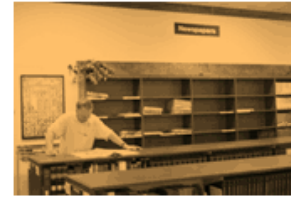
Jun 3

StephensBurnett is now friends with [Name] 2:53pm

May 30

StephensBurnett is now friends with [Name] 2:38pm

Online Virtual Tour



STEPHENS-BURNETT MEMORIAL LIBRARY 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 headphones 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](#)

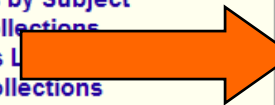


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Library Services

- 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

- Databases A-to-Z
- Databases by Subject
- E-book Collections
- E-Journals L
- Special Collections
- Gov. Documents coming soon!
- Web Resources



11/21/2008

<http://library.cn.edu/tour/vtourmain.htm>

KLA/KSMA/SELA/A
Conference

Carson-Newman Library Blog

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 pricy 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.

Links

- [Carson-Newman College Library](#)
- [Carson-Newman College](#)
- [Appalachian College Association Central Library](#)

 RSS FEED

Previous Posts

- [Attn. Historians and Genealogists](#)
- [Election 2008 Display](#)
- [Election 2008](#)
- [More Lease Books](#)
- [April 16: New Lease Books](#)
- [Environmental Database](#)
- [HarperCollins Offers Free E-Books](#)
- [SAILS Story Time - January 30](#)

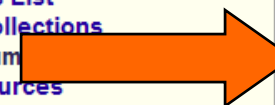


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Library Services

How Do I...?
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What's New
"Come to the Library" Video

Databases by Subject
E-book Collections
E-Journals List
Special Collections
Gov. Documents
Web Resources



11/21/2008

KLA/KSMA/SELA/A
Conference

YouTube

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[Videos](#) [advanced](#)


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

Videos [Channels](#) Sort by: Relevance▼ Uploaded: Anytime▼ Type: All▼

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](#)

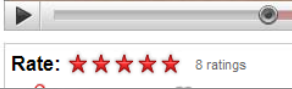
 **CN Library Mystery Intro.**
Carson-Newman College Library Mystery Introduction ... library mystery instruction literacy ...

Added: 8 months ago
From: [bgkocour](#)
Views: 95
no rating
05:30
More in [Education](#)

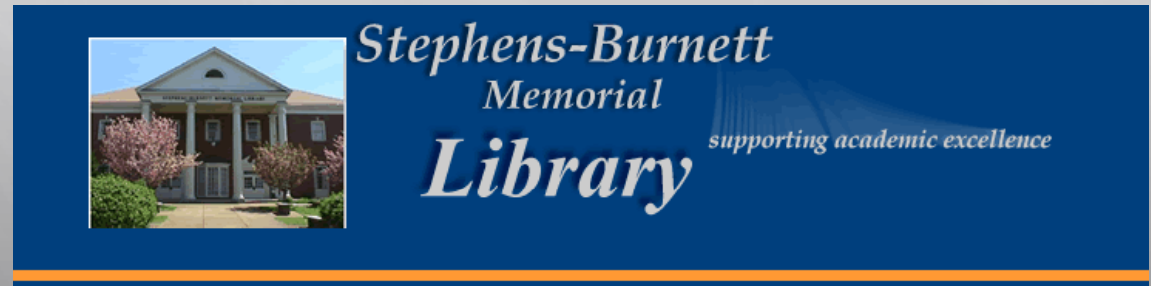
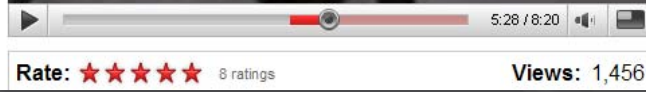


YouTube (Library Rap)

Come to the Library



Come to the Library



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

Publications

- Writing at C-N Web-supplement
- Writing at C-N for Faculty
- Carson-Newman Studies
- Ampersand



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
- No communication via social networking sites
- Preconceived notions about library
- Time constraints
- Technology issues (students and faculty)

THANK YOU!

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