Web 2.0, Library 2.0, Librarian 2.0

Information Networks and the Academic Library: Collaborating for enhanced access and production of information

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Demystifying Web 2.0

Understanding the Web 2.0 Paradigm
Activity 01

Web 2.0 Mind Map
Web 2.0 is a phrase used to describe a change in the way we use the Internet. It was coined by O'Reilly Media in 2004 which refers to a perceived second generation of internet-based services and hosted services which aim to facilitate collaboration and sharing of information between users in any part of the world, online.

Web 1.0

Static
Centrally managed
Slow to change
Unidirectional
Tech-heavy

Web 2.0

Folksonomy
Participation
Social Software
Simplicity
Usability
Usability
Simplicity
Usability
A Power Shift

Long Tail
anyone can be a DJ

anyone can be a publisher

anyone can have a shop
anyone can be a broadcaster

We have ceased being an audience
We have become participants and collaborators
Our content contributions has become the media

We have become the Web!
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.

The concept of Library 2.0 follows some of the same underlying philosophies of Business 2.0 and Web 2.0. This includes online services and an increased flow of information from the user back to the library.
Library 2.0: Not New?

Radical Trust

- It is about “letting go” of control and “empowering” the users to set the direction.
- In Web 2.0, the web is a platform where users come in to develop it as they please without restrictions
- Can this framework be adopted in libraries? How?
Subject Headings vs Tags

- SH are based on a controlled vocabulary while tags are user generated “SH” based on their won judgment on how to describe a material, no controlled vocabulary.
- SH requires skilled catalogers, tags can be done by anyone.
- If the users will be the one organizing the information, what will be the role of librarians then?

Taxonomy vs Folksonomy

- Taxonomy describes the relationship among terms; usually prepared by experts in the field
- Folksonomy is user generated taxonomy arising from tags
- Issues: synonyms (multiple tags-same concept), homonymy (same tag-different meaning), and polysemy (same tag with multiple related meanings)

Digital Divide

- The “divide” in the information society resulting to unequal access to technology and its benefits.
- Factors: education, gender, class, race, etc.
- If there is a digital divide, then utilizing technology to achieve Universal Access to Information cannot be achieved.
Utilizing Web 2.0

Some examples of how libraries and librarians used Web 2.0 technologies

Blogs

- Short for Web logs
- Online journals or personal diaries
- Presented from the most recent article to the oldest.
- Useful for presenting new information and obtaining feedback
Blogs and Libraries

- Online information for announcing activities, alerts, newsletter, minutes of meetings.
- Selective Dissemination of Information
- Current Awareness Service
- Getting User Feedback

mila-ramos.blogspot.com/

lagalagnakuting.blogspot.com/
Wikis

• A wiki is a collection of web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language.

• Popular wikis include Wikipedia.org and in the Philippines, WikiPilipinas.org

Wikis and Libraries

• Wiki technology can be used to set up online resources for learning and organizing information.

• Libraries can use wikis to provide info about their libraries, services, or provide information about their collection.
Social-networking sites

• A social network service uses software to build online social networks for communities of people who share interests and activities or who are interested in exploring the interests and activities of others.
Social bookmarking

- http://del.icio.us/ is a social bookmarking web service for storing, sharing, and discovering web bookmarks. Now it has more than 3M users and 100M bookmarked URLs


http://del.icio.us/
Social networking and Libraries

- Participate in the library network
- Benefit from info provided by other members of the network, i.e. feedback about resources
- Share and recommend resources with one another.

RSS and Start Pages

- Really Simple Syndication (RSS) is a family of Web feed formats used to publish frequently updated content. RSS makes it possible for people to keep up with web sites in an automated manner.
- Start pages provide you with a place to put together all your online "activities"
Mashups

- Mashups are hybrid applications, where two or more technologies or services are conflated into a completely new, novel service. For example: an OPAC for children where they can add comment.
a Librarian 2.0 strives to:

• Understand the power of the Web 2.0 opportunities
• Learn the major tools of Web 2.0 and Library 2.0
• Combine e-resources and print formats and is container and format agnostic

a Librarian 2.0 strives to:

• Is device independent and uses and delivers to everything from laptops to PDAs to iPods
• Develop targeted federated search and adopts the OpenURL standard
• Connect people and technology and information in context

a Librarian 2.0 strives to:

• Doesn’t shy away from non-traditional cataloging and classification and chooses tagging, tag clouds, folksonomies, and user-driven content descriptions and classifications where appropriate
• Embrace non-textual information and the power of pictures, moving images, sight, and sound
a Librarian 2.0 strives to:
• Understand the “long tail” and leverages the power of old and new content
• See the potential in using content sources like the Open Content Alliance, Google Print, and Open WorldCat

a Librarian 2.0 strives to:
• Connect users to expert discussions, conversations, and communities of practice and participates there as well
• Use the latest tools of communication (such as Skype) to connect content, expertise, information coaching, and people

a Librarian 2.0 strives to:
• Use and develops advanced social networks to enterprise advantage
• Connect with everyone using their communication mode of choice – telephone, Skype, IM, SMS, texting, email, virtual reference 24/7, etc.
a Librarian 2.0 strives to:
• Encourage user driven metadata and user developed content and commentary
• Understand the wisdom of crowds and the emerging roles and impacts of the blogosphere, web syndicasphere and wikisphere

Summing it up…

We have learned that...
• Web 2.0 facilitates collaboration and networking in developing new content and knowledge
• Web 2.0 technologies: blogs, wikis, social-networking sites, RSS, mashups
• Web 2.0 technologies are already being used to improve or enhance library services.
We have learned that...

- Web 2.0 brought about the concept of Library 2.0
- In 2.0, the library is viewed as a place where its community come together to collaborate and create new ideas and knowledge, rather than being just users of information.

We have learned that...

- As a way of addressing these changes and changing patron needs, the librarian must also improve in order to become the Librarian 2.0

References

References