



The Future of Web 2.0 in Libraries and Information Centers: Open Discussion

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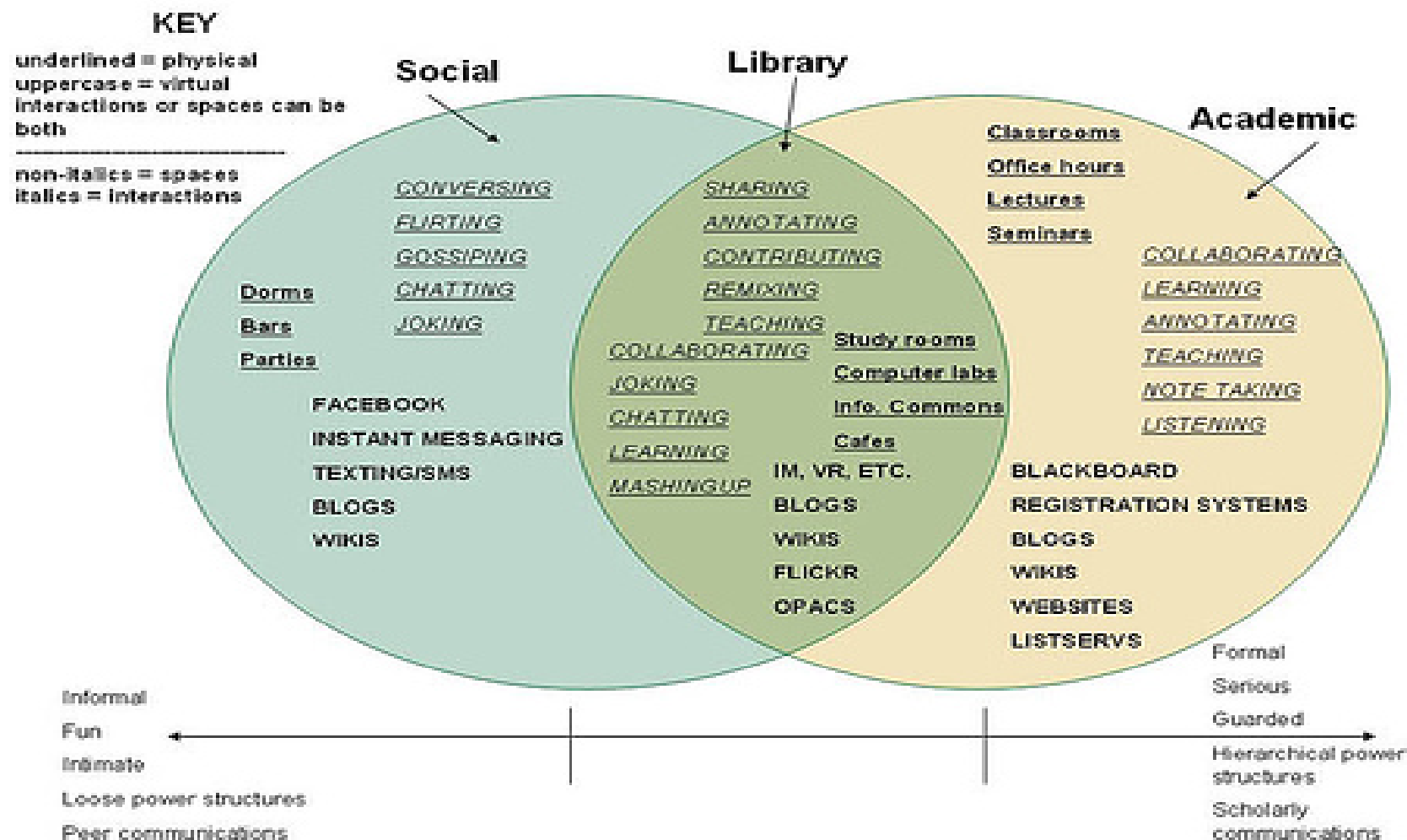


Future directions and open discussion

Library 2.0 Concept Model



Figure 4: Academic Library 2.0 Concept Model, Detailed



Web 2.0 in Library 2.0



- Diffusion
- Concentration

Diffusion



- Much of the library discussion of Web 2.0 is about 'diffusion', about a set of techniques for richer interaction;
- Diffusion covers a range of tools and techniques which create richer connectivity between people, applications and data;
- provide richer presentation environments.
- blogs and wikis; RSS; social networking; crowdsourcing of content; websites made programmable through web services and simple APIs; simple service composition environments; Ajax, flex, silverlight; and so on.

Source: <http://orweblog.oclc.org/archives/001556.html>

Concentration



- Involves major gravitational hubs (Google, Amazon, Flickr, Facebook, propertyfinder.com).
- Concentrates data, users (as providers and consumers), and communications and computational capacity.
- The value grows with the reinforcing property of network effects: the more people who participate, the more valuable they become. And opening up these platforms through web services creates more network effects.

Source: <http://orweblog.oclc.org/archives/001556.html>

Library management environment



- Places where data needs to be concentrated to create value: aggregating user data (e.g. counter data), or aggregating user created data (tags, reviews), or aggregating transactions (e.g. circulations, resolver clickthroughs) across sites .
- Motivations here are to drive business intelligence which allows services to be refined (e.g. how does my database usage compare to that of my peer group), to develop targeted services (people who like this, also liked that), to improve local services (e.g. add tags or reviews).
- These are examples where scale matters, where data may need to be concentrated above the individual library level.

Source: <http://orweblog.oclc.org/archives/001556.html>

Applicable Web 2.0 technologies



- Diffusion
 - RSS
 - Wikis
 - Blogs
 - Podcasts
 - IM
 - Twitter
 - Social networking (Folksonomies)
 - Simple APIs
 - Mashups/Remixes
- Concentration
 - Google
 - Amazon
 - Flickr
 - Facebook
 - ...
- Library Mgmt Environment
 - User data
 - Tags
 - Reviews
 - Circulations
 - Clicks
 - ...

Source: <http://orweblog.oclc.org/archives/001556.html>

U of Huddersfield Library Catalog



University of Huddersfield : Growing up digital the rise of the net generation / - Windows Internet Explorer

http://webcat.hud.ac.uk/ipac20/ipac.jsp?session=1T5405331926D.8668&profile=cls&source=~!horizon&view=items&uri=full=3100001~!475942~!3&ri=4&aspect=s

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University of Huddersfield

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Search: Author keyword tapscott GO Refine Search

You're searching: **University of Huddersfield Library** Return to results | Previous | Next

Growing up digital the rise of the net generation /
by Tapscott, Don, 1947-, ebrary, Inc.

Subjects: Computers and civilization (68 other items)
Computer networks. (254 other items)
Technology and youth.

Publisher: New York : McGraw-Hill, c1998.

Notes: Includes bibliographical references (p. 319-323) and index.

ISBN: 0070633614 (alk. paper)

Internet access: [An electronic book accessible through the World Wide Web; click to view](#)

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28 Eylül 2009 Pazartesi

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http://webcat.hud.ac.uk/ipac.jsp?session=1T5405331926D.8668&menu=search&aspect=subtab33&npp=20&ipp=100&spp=20&lprofile=cls&ri=3&source=? Google

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4. **Growing up digital the rise of the net generation**
by Tapscott, Don, 1947- , ebrary, Inc.
New York : McGraw-Hill, c1998.
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5. **Paradigm shift : the new promise of information technology**
by Tapscott, Don. , Caston, Art
New York ; London : McGraw-Hill, 1993.
658.406 TAP
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6. **Selected prose and prose-poems**
by Mistral, Gabriela, 1889-1957. , Tapscott, Stephen, 1948- , ebrary, Inc.
Austin : University of Texas Press, c2002.
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7. **Wikinomics : how mass collaboration changes everything**
by Tapscott, Don, 1947- , Williams, Anthony D.
London : Atlantic, 2008.
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the social

by Caroline McCarthy



August 14, 2009 12:54 PM PDT

Study: Twitter is 40 percent 'pointless babble'

by Caroline McCarthy

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Surprise! A full 40.5 percent of posts on Twitter—or tweets, as they're called—can be classified as "pointless babble," [according to a new study from Pear Analytics](#). Coming in second was "conversational,"

which the company says makes up 37.55 of all tweets.

Pear Analytics published its investigation, which was conducted through a series of random samplings from the Twitter public timeline, into the different species of tweets on Wednesday. That means that only public tweets were indexed; the numbers could be different if friends-only accounts were taken into consideration as well. (Obviously, that would be much tougher to analyze.)

There's some interesting stuff in there. Despite some Twitter critics' insistence that the microblogging service is loaded with self-promoters, Pear Analytics only classified 5.85 percent of tweets as "self promotion."

The other categories were "news" (3.6 percent), "spam" (also lower than I'd expect, at 3.75 percent), and "pass-along value" (8.7 percent). Granted, sometimes there's plenty of gray area (is linking to a blog post you wrote "pass-along value" or "self-promotion"? shouldn't tweeting about breakfast too often be considered spam?) but it's pretty cool regardless.

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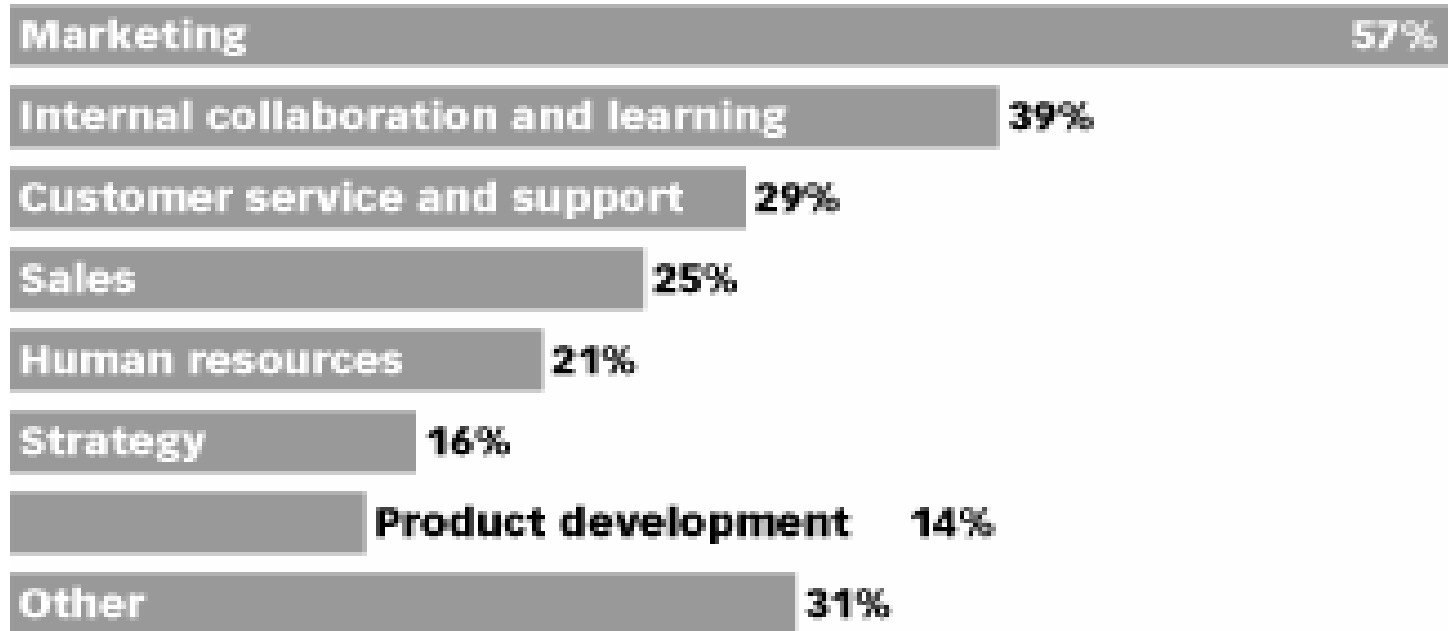
- “more efficient ways of delivering services to achieve greater returns on financial investments.”
- Library 2.0 is important for librarians as it may radically change the customer service and interaction.[\[1\]](#)

Source: Library 2.0: Service for the next-generation library LJ, Sep 2006

Social Media Use



Business Areas for Which Professionals Worldwide Use Social Media*, August 2009 (% of respondents)



*Note: *includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.*

Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

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www.eMarketer.com

Social Media Measurement Lags Adoption, eMarketer Digital Intelligence, 22 Sep 2009, <http://www.emarketer.com/Article.aspx?R=1007286>

Methods of Social Media Use



Methods of Deploying Social Media* at Their Business According to Professionals Worldwide, August 2009 (% of respondents)

Integrated within Website or other sites

61%

As standalone community site(s)

40%

As social widgets from third-party sites (Facebook, etc.)

39%

Intranet

1%

Other

7%

*Note: *includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.*

Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

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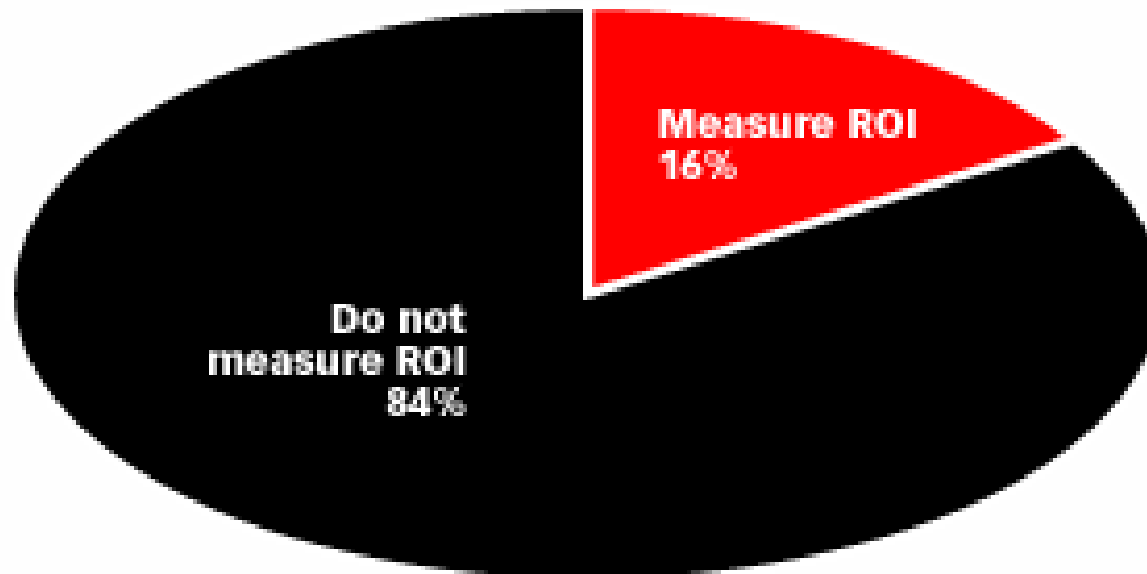
Source: eMarketer.com

Social Media Measurement Lags Adoption, eMarketer Digital Intelligence, 22 Sep 2009, <http://www.emarketer.com/Article.aspx?R=1007286>

Measuring ROI



Professionals Worldwide Who Measure the ROI of Their Social Media* Programs, August 2009 (% of respondents)



*Note: *includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.*

Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

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www.eMarketer.com

Social Media Measurement Lags Adoption, eMarketer Digital Intelligence, 22 Sep 2009, <http://www.emarketer.com/Article.aspx?R=1007286>



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ACADEMIC DIGITAL LIBRARIES OF THE FUTURE: AN ENVIRONMENT SCAN

DEREK LAW

Centre for Digital Library Research, University of Strathclyde, Glasgow,
Scotland

Libraries are attempting to face a future in which almost every fixed point has disappeared. Users are changing; content is changing; research is taking new forms. Indeed the very need for libraries is being questioned in some quarters. This paper explores the nature of the changes and challenges facing higher education libraries and suggests key areas of strength and core activities which should be exploited to secure their future.

24 September 2009

6,00 x 9,00 in

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Future of libraries – a pessimist view



TABLE 1 The pessimists view of libraries and their future

Traditional Library Activity	Web 2.0 World
Cataloguing	Automated metadata, del.icio.us
Classification	Folksonomies and the semantic web
Acquisitions	e-bay, Paypal, Amazon and Abebooks
Reference	Yahoo Answers and Wikipedia
Preservation	Digital Archives and repositories
User instruction	Chatrooms
Working space	Bedroom and Starbucks with a laptop
Collections	Youtube, Flickr, Institutional Repositories, Open Access
Professional judgement	The wisdom of crowds

Future of libraries – an optimist view



TABLE 2 The positive potential use of social networking tools by libraries

Traditional Library	Web 2.0 World	Library 2.0 World
Cataloguing	Automated metadata, del.icio.us	Metadata
Classification	Folksonomies and the semantic web	Locally provided and relevant folksonomy
Acquisitions	e-bay, Paypal, Amazon and Abebooks	E-archives, e-data trust metrics and quality assurance
Reference	Yahoo Answers and Wikipedia	Branded links to trusted resources
Preservation	Digital Archives and repositories	Institutional repository
User instruction	Chatrooms	Moderated chatroom
Working space	Bedroom and Starbucks with a laptop	Wired campus and 24-hour workspace
Collections	Youtube, Flickr, Institutional Repositories, Open Access	Aggregation of unique content with other libraries
Professional judgement	The wisdom of crowds	Teaching retrieval skills



- Level of take up
- The “cool factor” (Dr. Dom Davies, Dstl UK),
- Will it be indispensable in the near future?
- Return on Investment (ROI)
- Digital branch (9am to 5pm vs. 5pm to 9am syndrome)
- Integrating social networking concepts to the library infrastructure
- Integrating e-learning, e-business, e... concepts to the library infrastructure
- Social issues (security, trust, etc.)