Doing More with Less: Using Web 2.0 to Deliver More Content via LibGuides

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Today's Talk

- No LibGuides "infomercial" or Web 2.0 primer
- Some observed trends
  - Time pressures on academic librarians
  - Use of Web 2.0 in LibGuides
  - Issues with assessing LibGuides
- Ideas on how we might apply Web 2.0 to deliver more content

Academic Librarian Pressures

- Keeping up with professional literature
- Selecting/evaluating information products
- Reaching out to faculty & students
- Conducting instruction/reference
- Mediating flows of information
- Dealing with multiple subject areas
  - Going beyond our formal training/experience
Enter LibGuides

- User-friendly interface for embedding & reusing content in a variety of formats
- Web 2.0 functionality
- Useful administrative tools & data
- Inexpensive pricing
- Responsive development team
- Growing user community

Web 2.0 in LibGuides

- Boxes for embedding multimedia content
  - Videos, podcasts, documents
  - RSS feed box
  - Books from catalogue box
  - Delicious tag cloud box
  - Remote script box
  - Rich text/dynamic content box
LibGuides Assessment

- Individual libraries gauge affect & usage
  - Related to marketing/outreach
  - Review of Springshare data & survey of students, faculty and librarians @ Princeton/Cornell
- Hernandez (2010)
  - Review of Springshare data to learn extent of Web 2.0 integration in guides @ selected CIC libraries

CIC LibGuides Study

- Sample of 7 sites
  - Northwestern, U Illinois (Chicago & Urbana-Champaign), U Iowa, U Michigan, Michigan State, U Wisconsin-Madison
- Data obtained from Springshare
  - Types of boxes used in published guides
  - Access authorized by individual libraries
LibGuides Among CIC Libraries

- Michigan State: 559
- U. Illinois Urbana: 457
- U. Michigan: 361
- U. Wisc Madison: 217
- Northwestern: 214
- U. Iowa: 178
- U. Illinois Chicago: 99

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Rich Text Boxes

- Most versatile box type
  - Formatted text, paragraphs, bulleted lists
  - HTML, links, scripts
  - Embedded objects, iframes, RSS
- Most frequently used
  - 27% - 66% of all boxes among sample
  - Followed by links & lists box (8% - 42%)
## Web 2.0 Content Boxes

<table>
<thead>
<tr>
<th>Institution</th>
<th>RSS Feed</th>
<th>Video</th>
<th>Podcast</th>
<th>Delicious Tag Cloud</th>
<th>Books From Cat</th>
<th>Remote Script</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michigan State</td>
<td>0.7%</td>
<td>0.1%</td>
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<tr>
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</table>

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## Web 2.0 in CIC LibGuides

- Traditional use of text and lists still pervasive
  - Fairly low use of RSS, videos, books
  - Almost no use of podcasts, tag clouds, remote scripts
  - Some Web 2.0 content may be hidden in rich text boxes – need to investigate further

- Some glimmers of Web 2.0 potential
  - RSS – U Michigan, U Illinois
  - Video – U Illinois Chicago
  - Books – U Illinois, U Wisconsin, Michigan State

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Mashed-Up Librarians

- Select appropriate sources
- Combine & reconfigure content
- Deliver content more directly
- Automate the flow

It’s all a matter of degree – from totally mashed to just lightly bruised

Embedding Content

- Deliver content from other sources via LibGuides or other Web pages
- Content enclosed in XML/HTML container aka “badge” or “widget”
- Take advantage of CSS to control format
- LibGuides usage stats won’t track content embedded within rich text boxes
RSS Feeds as Info Channels

- Coded stream of continuously-updated info
- Way to "push" content out to users
  - Blogs & Web sites
  - Publishers & database providers
  - Alerting services & pre-formatted searches
  - New library materials

Yahoo! Pipes (pipes.yahoo.com)

- Free tool to grab, manipulate & serve content
- Ideal for manipulating RSS feeds
- Graphical interface
  - No major tech skills needed, but helps to have some understanding of PHP, C++, PERL, etc.
- Output pipes as RSS or embeddable badges
  - Works with TypePad, WordPress, iGoogle, Blogger & LibGuides
Delicious (delicious.com)

- Free tool to store, organize, annotate and share bookmarks
- Provides a central place to manage links to resources, including databases
- Generate lists of bookmarks arranged by tags
  - Output lists as tag clouds, linkrolls or RSS feeds
- LibGuides provides tag cloud boxes
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LibGuides provides search boxes
- Google Web, Google Scholar & Google Books
- RSS feeds based on searches
- Searches encoded in URLs
- Create links to pre-defined searches

Google Custom Search Engines
- Free tool to create custom lists of sites to search
- Provides code to embed search window

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Some Examples

http://libguides.northwestern.edu/doingmore

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Things to Keep in Mind

- Needs of the audience
- Evaluation of usefulness
- Intellectual property issues
- Technical maintenance issues
- Patron/subscriber privacy
- Balance & objectivity
- Creativity & coordination
- Time for learning & tinkering

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Further Reading