

# **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

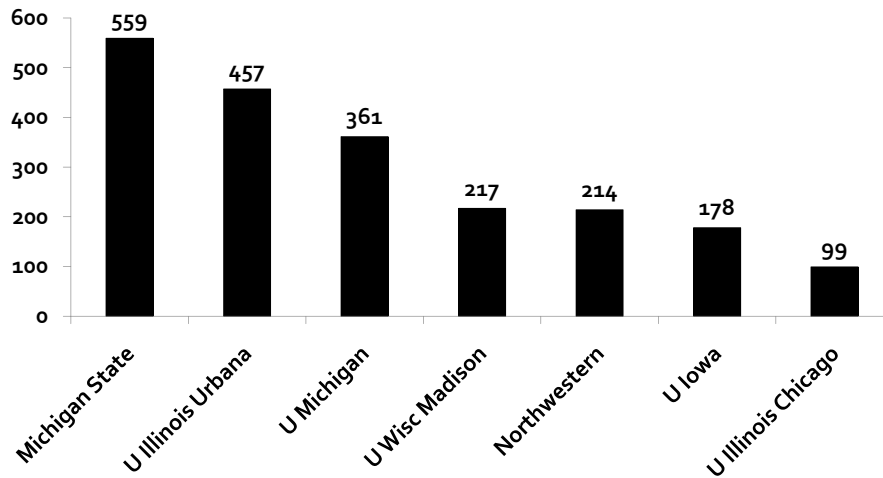
## LibGuides Assessment

- Individual libraries gauge affect & usage
  - Related to marketing/outreach
- Horne & Adams, et al (2009)
  - 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



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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%)

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## Web 2.0 Content Boxes

	<u>RSS Feed</u>	<u>Video</u>	<u>Podcast</u>	<u>Delicious Tag Cloud</u>	<u>Books From Cat</u>	<u>Remote Script</u>
<u>Michigan State</u>	0.7%	0.1%	0.0%	0.0%	2.3%	0.0%
<u>U Illinois Urbana</u>	2.5%	1.2%	0.0%	0.0%	5.0%	0.1%
<u>U Michigan</u>	4.5%	1.6%	0.1%	0.0%	1.4%	0.0%
<u>U Wisc Madison</u>	1.2%	0.5%	0.0%	0.2%	4.2%	0.0%
<u>Northwestern</u>	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%
<u>U Iowa</u>	1.2%	0.8%	0.1%	0.0%	1.3%	0.0%
<u>U Illinois Chicago</u>	2.7%	5.1%	0.0%	0.0%	5.5%	0.0%

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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](http://pipes.yahoo.com))

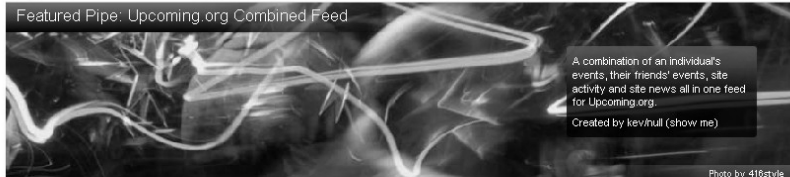
- Free tool to grab, manipulate & serve content
- Ideal for manipulating RSS feeds
- Graphical interface
  - No major tech skills needed, but helps to have some understanding of PHP, C++, PERL, etc.
- Output pipes as RSS or embeddable badges
  - Works with TypePad, WordPress, iGoogle, Blogger & LibGuides




[Home](#) [My Pipes](#) [Browse](#) [Discuss](#) [Documentation](#) [Create a pipe](#)
You're logged in as [ajjhdz13](#) (logout)

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Featured Pipe: [Upcoming.org Combined Feed](#)



A combination of an individual's events, their friends' events, site activity and site news all in one feed for Upcoming.org.

Created by [kev/hull](#) (show me)

Photo by 416style

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[Craigslist and Yahoo! Pipes - resolved](#) | [Connection refused and other Pipes issues](#) | [Craigslist and Yahoo! Pipes](#)

### About Pipes

Pipes is a powerful composition tool to aggregate, manipulate, and mashup content from around the web.

Like Unix pipes, simple commands can be combined together to create output that meets your needs:

- combine many feeds into one, then sort, filter and translate it
- geocode your favorite feeds and browse the items on an interactive map.
- power widgets/badges on your web site.
- grab the output of any Pipes as RSS, JSON, KML, and other formats.

Sounds good? Learn more...

### Learn How to Build a Pipe in Just a Few Minutes

Pipes only sounds hard. Watch our intro and see how you can quickly turn your idea into a usable, working feed.

Also available: [How to Translate Your Feed](#)

See more popular Pipes...

#### Flickr: Comments on my photos by other people

by [bitrot](#)

Give it the last bit of your Flickr address and it will give you a feed of comments on your photos made by anyone but...

#### Yahoo Finance Stock Quote Watch List Feed w/Chart

by [Paul Donnelly](#)

Build your own watch list. Currently displays last quote and chart. View source and customize as needed. Best viewed as...


#### US population by state

by [Jonathan](#)


Uses the census data from census.gov (in CSV format) to give a sorted list of population by state

Learn More about Pipes: [Read the Pipes Blog](#)

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this is 

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Latino USA - Radio Journal of News & Culture\*
Back to My Pipes
[New](#)
[Save](#)
[Save a copy](#)
[Properties...](#)

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[Layout](#) [Expand All](#) [Collapse All](#)

**Sources**

- Fetch CSV
- Feed Auto-Discover
- Fetch Feed
- Fetch Data
- Fetch Page
- Fetch Site Feed
- Flickr
- Google Base
- Item Builder
- RSS Item Builder
- Yahoo! Local
- YQL
- Yahoo! Search

**User inputs**

- Operators
- Url
- String
- Date
- Location
- Number
- Favorites
- My pipes
- Deprecated

**Fetch Feed**

URL

<http://latinousa.kut.org/feed/>

**Create RSS**

Title:

Description: [item.content.encoder](#)

Link:

PubDate:

Author:

GUID:

[media.content](#)

[media.thumbnail](#)

**Filter**

Block  items that match any of the following

Rules

- item.category Contains information
- item.category Contains synopsis
- item.category Contains further reading
- item.category Contains guests

**Sort**

Sort by

item.pubDate In [descendir](#) order

**Pipe Output**

Time taken: 0.062753s [Refresh](#)

- ▶ **Untitled**
- ▶ Pacha Massive's website
- ▶ bios
- ▶ Beijing Women's Conference
- ▶ Pacha Massive on MySpace
- ▶ Make The Road New York
- ▶ Earthquake Preparedness
- ▶ The 1960 Chilean Earthquake
- ▶ +2 more...

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# 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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The screenshot shows the homepage of Delicious, a social bookmarking service. At the top left is the logo "delicious social bookmarking". To the right, there are buttons for "Join Now" and "Sign In", with the text "It's Free!" above them. A large banner features the text "The tastiest bookmarks on the web. Save your own or see what's fresh now!" and an illustration of three cupcakes. Below the banner is a search bar with the text "Search the biggest collection of bookmarks in the universe..." and a "Search" button. The main content area is titled "Fresh Bookmarks" and includes sub-sections for "Hotlist" and "Explore Tags". A headline reads "The freshest bookmarks that are flying like hotcakes on Delicious and beyond." Below this, there are three featured bookmark entries, each with a thumbnail, title, source, and a "SAVE" button. The first entry is "15 Google Chrome Extensions For Web Designers And Developers | Tools | PelFusion.com" with 61 saves and tags for "chrome", "extensions", "google", "webdesign", and "extension". The second is "The Social Media Cheat Sheet" with 195 saves and tags for "socialmedia", "social", "cheatsheet", "media", and "marketing". The third is "Playbooks for Small Business" with 69 saves and tags for "business", "entrepreneurship", "businessplan", "startup", and "entrepreneur". At the bottom of the page, there is a footer with the date "March 12, 2010", the text "Deliver More Content via LibGuides - Hernandez", and the page number "19".

delicious Home Bookmarks People Tags

Hi, John | Inbox | Settings | Help | Sign Out

Search Delicious Search

John's psychology and government Bookmarks

Bookmarks | Network | Tags | Subscriptions | Inbox

See all psychology and government bookmarks in Recent or your Network.

librhdz13 psychology government Type another tag Bookmarks 6

Display options 61

18 FEB 10 Office of the Surgeon General

The Office of the Surgeon General, under the direction of the Surgeon General, oversees the operations of the 6,500-member Commissioned Corps of the U.S. Public Health Service. The Surgeon General serves as America's Doctor by providing Americans the best scientific information available on how to improve their health and reduce the risk of illness and injury.

EDIT | DELETE health psychology government

National Library of Medicine 1424

The National Library of Medicine (NLM), on the campus of the National Institutes of Health in Bethesda, Maryland, is the world's largest medical library. The Library collects materials and provides information and research services in all areas of biomedicine and health care.

EDIT | DELETE health psychology government

17 FEB 10 Substance Abuse and Mental Health Services Administration 301

SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities. The Agency was established in 1992 and directed by Congress to target effectively substance abuse and mental health services to the people most in need and to translate research in these areas more effectively and more rapidly into the general health care system.

EDIT | DELETE drug\_abuse psychology government

National Institute on Drug Abuse 254

NIDA's mission is to lead the Nation in bringing the power of science to bear on drug abuse and addiction through strategic support and conduct of research across a broad range of disciplines and dissemination and use of the results of that research to significantly improve prevention, treatment and policy as it relates to drug abuse and addiction.

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## It's a Google World After All

- 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

## Some Examples

<http://libguides.northwestern.edu/doingmore>

## 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

# Further Reading

- Bejune, Matthew, and Jana Ronan. *Social Software in Libraries, Spec Kit 304*. Washington, DC: Association of Research Libraries, 2008.
- Buczynski, James A. "Bridging the Gap: Online Web Development Platforms Enable All Reference Staff to Work on Subject Guides." *Internet Reference Services Quarterly* 14, no. 3/4 (2009): 61-66.
- Dornfest, Rael, Paul Bausch, and Tara Calishain. *Google Hacks*. Sebastopol, CA: O'Reilly, 2006.
- Engard, Nicole C. *Library Mashups: Exploring New Ways to Deliver Library Data*. Medford, NJ: Information Today, Inc., 2009.
- Fagan, Jody Condit. "Mashing Up: Multiple Web Feeds Using Yahoo! Pipes." *Computers in Libraries* 27, no. 10 (2007): 10-12, 14-17.
- Hardesty, Skye, and Tammy Sugarman. "Academic Librarians, Professional Literature, and New Technologies: A Survey." *Journal of Academic Librarianship* 33, no. 2 (2007): 196-205.
- Horne, Angela K., Steven M. Adams, Michael Cook, Lance Heidig, and Christian Miller. "Do the Outcomes Justify the Buzz?: An Assessment of LibGuides at Cornell University and Princeton University." Paper presented at the Fourteenth National Conference of the Association of College and Research Libraries, Seattle, Washington, March 12-15, 2009. See slides from ACRL presentation at: <http://www.slideshare.net/smadams/do-the-outcomes-justify-the-buzz-an-assessment-of-libguides-at-cornell-university-and-princeton-university>
- Kerico, Juliet, and Diane Hudson. "Using LibGuides for Outreach to the Disciplines." *Indiana Libraries* 27, no. 2 (2008): 40-42.