

INFORMATION HUB OF CYBER AGE : LIBRARY 2.0

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Abstract

Library 2.0 is a latest library concept which provides new and innovative services to its users, by using technologies, like websites, content management systems etc. Central idea behind library 2.0 is that the library needs and services are frequently evaluated and updated to meet the changing needs of library users. It also helps libraries to motivate user participation and feedback in developing library services. The main principle of Library 2.0 is trust and encouragement of users in sharing ideas by writing, rating, and commenting on library's collection. Infact library 2.0 is changing the way in which traditional libraries use to serve and interact with its users. In the nut shell it can be said that the Library 2.0 is a user-focused way of improving library services by implementing new technologies and concepts.

Keywords : Library 2.0, Web 2.0, Information technology, Social media, Traditional libraries.

Introduction

In the present era of information technology, libraries are changing faster than ever before. These changes offer great opportunities for progressive libraries to reach far beyond the boundaries of their traditional librarianship. Library 2.0 is completely user-centered and user-driven concept, which provides relevant and precise information to the user, at his doorsteps. In other words one can say that library 2.0 is a library for the 21st century, which is rich in content, interactivity, and social activity.

Origin of library 2.0

Library 2.0 is a term coined in 2005 by Public librarian **Michael Casey** in his blog Library Crunch ¹(<http://www.librarycrunch.com>).In this blog, he merged the terms Business 2.0 and Web 2.0 together with library concepts to make it library 2.0. Library

¹ Library Crunch: Working Towards a Definition of Library 2.0 <http://www.librarycrunch.com> retrieved on 15.05.2014

2.0² continued with its evolution at the **Internet Librarian Conference in October, 2005**, where **Michael Stephens** Assistant Professor in the School of Library and Information Science at San Jose State University, gave the principles of Library 2.0. It further gained momentum in the year **2006** after the publication of his article “**Library 2.0: Service for the next-generation library**” in the journal of library science.

Definitions of Library 2.0

Library 2.0 brought enormous changes in traditional library³, as they used to be very constrained places among rigid boundaries and restricted in adopting and bringing changes. Library 2.0 brought the concept of “change”, which was warmly welcomed in the present scenerio of informative society worldwide. From traditional preserver of books and documents, now library has become a service oriented institution. Different librarians have defined the concept of Library 2.0 in different ways.

According to **Thomas Brevik** “Library 2.0 is the natural evolution of library services to a level where the library user is in control of how and when he (user) gets access to the services he needs”.

According to **John Blyberg** “Library 2.0 is very much influenced by technology, social interactions between staff and its patrons. Library 2.0 has provided a framework within which we've been able to re-evaluate virtually every aspect of classical librarianship with the end goal of usability and findability in mind”.

Stephens believes that “Library 2.0 will be a meeting place, online or in the physical world, where library users' needs will be fulfilled through entertainment, information, and the ability to create their own stuff to contribute to the ocean of content out there.”

So concluding the above definitions, we can say that library 2.0 is the library which has no barriers, invites participation and uses flexible systems.

2 Library 2.0 [Library Journal Archive Content](#) by Michael E. Casey and Laura C. Savastinuk retrieved on 10.01.2014

3 James Michael From Traditional to Digital Libraries - ESO <https://www.eso.org/sci/libraries/articles/bits-and-bytes/node2.html>

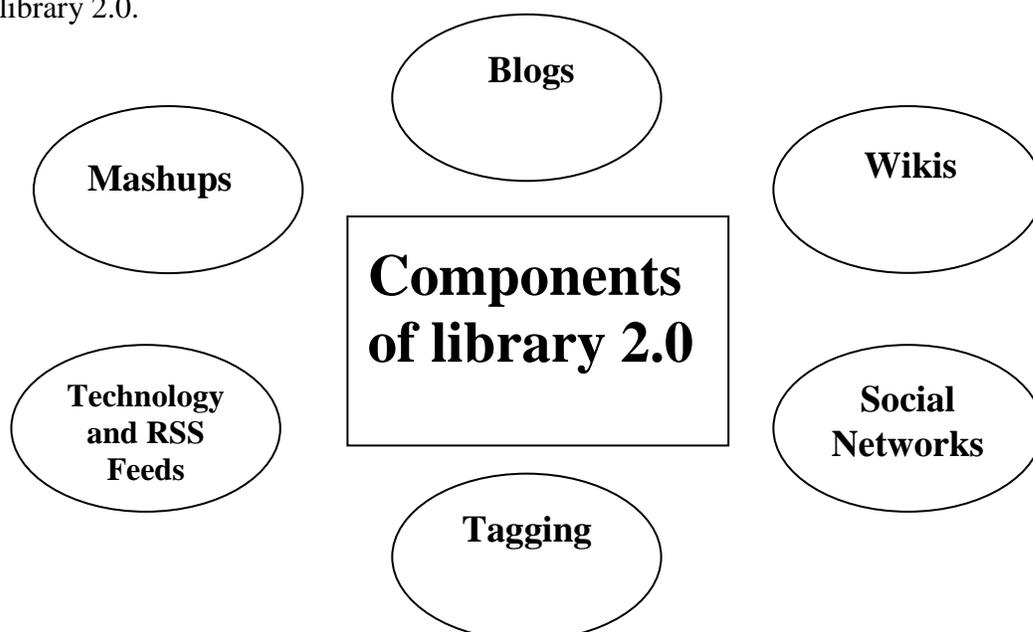
Features of library 2.0 services

Library 2.0 is a change in the way libraries interact with their users. Technological developments on the Web have had a major influence on these changes. Now a days effective and efficient management of information and knowledge are essential for the success of libraries. Some of the features which are essential for the success of any 2.0 services are the following:

- a. Relevance
- b. Reliability
- c. Proper format
- d. Learnability
- e. Information architecture

Components of library 2.0

Concept of Library 2.0 is an opportunity for librarians to come closer to their clients, by knowing their needs and providing them exact and pin pointed information, in just one click. Every component of library 2.0 is a step ahead in providing better services to its clients. It is the combined effort of all of these components, that have made library 2.0 a successful service oriented institution. Discussed below are some of the components of library 2.0.



Blogs

"Blog⁴" is a website where users post journal-like entries which are displayed in reverse chronological order, with the most recent posting at the top of the page. Blogs can also take the form of online diaries, personal chronicles, travel logs, and reports from special events. They include graphics, pictures, and even music and video clippings. Blog postings often contain links to other blogs or websites. Blogs are often focused on a particular topic or issue. Good blogs are frequently updated and are written in a personal tone. The most obvious implication of blogs for libraries are that they are the form of publication, which lack editorial governance. According to www.studiodog.com/web-jargon.html "Blog is an online journal where users post thoughts, comments or news in chronological format. Updates are often frequent and done on a regular basis".

Librarian's utility:

Librarians are using blogs for several purposes. Some use blog for providing information on local events. Other use it for providing library news (both local and national), by advocating the importance of library. Still others are using blogs to provide announcements of new library acquisitions, services and even promoting various services. One of the best example of library blog is IFLA blog(<http://blogs.ifla.org/>). IFLA leads library associations in number of blogs. It has 25 blogs. And the British Library holds first position among national libraries, with 20 different blogs (<http://www.bl.uk/blogs/>).

Wikis

A "wiki" is a website containing text-based content which can be edited collectively by users. Unlike a blog, wiki documents can be modified by anyone with access to the

4 Blogs (<http://www.bl.uk/blogs/>) accessed on 10.02.2013

website. Wiki is a shared-authorship model⁵, in which users can add new contents and revise existing contents without asking for permission of doing it. In the broader terms it can be said that Wikis are open web-pages, where anyone registered with it has a right to publish , amend , and modify it.

Librarian's utility:

A library wiki enables social interaction among librarian and users, by making the study group online. The way users share information, ask and answer questions; librarians can do the same within a wiki. As blogs are said to be new form of publication, similarly wikis are new forms of group study circles. One of the largest and best-known examples of a wiki is the **Wikipedia** (free online encyclopedia).

Social Networks

Social networking is one of the most promising technology. It enables messaging, blogging and tagging. It provides user with chat rooms, video profiles, forum, and online tools for researchers to share, connect and discuss researches. Social network like **Library Thing**⁶ enables users, to recommend books to one another by viewing one another's collections. It also enables them to communicate , blog, and “tag” their books. Another expanding social networks are **facebook** and **LinkedIn**. LinkedIn is a professional platform through which professionals from all fields get connected with eachother. Now a days it is becoming very popular among librarians and library associations.

Librarian's utility:

Social networking not only enables librarians to interact, but also to share and exchange resources in an electronic format. Users can create accounts with the library network and

⁵ shared-authorship model John K Waters John Lester – 2010 “The Everything Guide to Social Media: All you need to know” books.google.co.in/books?isbn=1440506329

⁶ LibraryThing | Catalog your books online www.librarything.com/ accessed on 01.01.2014

can explore what other users have in common with regard to their information needs. They can also search, see and recommend resources to one another. Social network is particularly useful for library associations, as it allows and encourages the exchange of information among professionals from a specific sector. The ALA or IFLA, for instance, are on LinkedIn.⁷

Tagging

Tagging is a process by which personal keywords, also known as “tags” are assigned to various online resources by the users. Tagging enables users to create subject headings for the article or resource in hand. According to Shanhi (2006),” Tagging is essentially Web 2.0 because it allows users to add and change not only content (data), but content describing content (metadata). Some of the examples of tagging are “**Flickr**”⁸, “**Technorati**”⁹ and “**Library Thing**”. Library Thing is currently providing statistical correlations between tags and LCSH headings. “Flickr” is an online photo sharing site. “Technorati” is a site for exploring creator- tagged blog entries.

Librarian’s utility:

Tagging makes search easier and extensive. Tags and standardized subjects are not mutually exclusive. The catalog of Library 2.0 would enable users to follow both standardized and user-tagged subjects; whichever makes most sense to them. In turn, they can add tags to resources. Users can tag the library's collection and thereby participate in the cataloging process. In this way users can respond to the system, and the system to the user. Moreover this tagged catalog is an open, customized, user-centered catalog.

⁷ [LinkedIn: India](https://in.linkedin.com/) <https://in.linkedin.com/> accessed on 02.01.2014

⁸ Flickr accessed on 02.02.2014 from en.wikipedia.org/wiki/Flickr

⁹ Technorati <http://en.wikipedia.org/wiki/Technorati> accessed on 03.07.2013.

Technology and RSS Feeds

Technology

Technology helps libraries to create a customer-driven, 2.0 environment. Web 2.0 technologies have played a significant role in keeping up with the changing needs of library users. Technological advances in the past several years have enabled libraries to create new services which were not possible before like **virtual reference, personalized OPAC interfaces** etc. Users can use these services while sitting in their homes. This new technology has given libraries the ability to offer improved, customer-driven service and opportunities.

This openness of Library 2.0 extends to the software and hardware which library uses, including integrated library systems. Modifiable automation systems and catalogs are preferred as compare to the closed systems. Every library system cannot employ programmers or maintain a large IT staff. So many online tools offer valuable collaborative functions. Many Microsoft Office–style applications exist online. Microsoft has recently announced online productivity tools to come from Microsoft Office Live.

Librarian's utility:

Library 2.0 is a new technological model for providing library services to users. It encourages constant and purposeful change and user participation in both physical and virtual context. New technologies provide exciting new services and librarians must evaluate and implement these services to ensure that the best service is being provided to users by using these technologies.

RSS feeds

RSS¹⁰ is an abbreviation of **Rich Site Summary**¹¹ and is used for the distribution of information online with cell phones, database, etc. RSS feeds provide users a way to

¹⁰ RSS Feed : <http://www.whatissrss.com/> accessed on 13.02.2014

organize and republish content on the Web. Users republish content from other sites or blogs on their sites or blogs. Users can also aggregate content on other sites from a particular place. This is another Web 2.0 application which is already having an impact on libraries, and continues to do so in an amazing ways.

Librarian's utility:

Libraries are creating RSS feeds for users by subscribing new items in a collection and also, new services, and new content in subscription databases. They can also republish content on other sites and their own sites. But libraries have yet to explore the ways of using RSS more precisely. RSS aggregator applications, installed in a library's system which are coupled with the social network of the library, enables users to have a single, customized, personal library page which syndicates all the library content of interest to them eliminating irrelevant information.

Mashups

Mashup is a single term given to all the technologies discussed in this article. It is a hybrid application, where two or more technologies or services are combined or merged to create a new service. Its example is **WikiBios**¹², a site where users create online biographies of one another, by merging blogs with social networks.

Librarian's utility:

Library 2.0 is also a mashup. It is a hybrid of blogs, wikis, content aggregators, instant messaging, and social networks. It performs many functions like:

- a. It allows the user to edit OPAC data and metadata.
- b. It saves the user's tags, IM conversations with librarians, wiki entries with other users and catalogs all of these for others to use.

11 Rich Site Summary RSS - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/RSS retrieved on 04.05.2014

12 WikiBios: WikiBios.com -A Biography For Everyone On earth www.wikibios.com

c. A giant user-driven catalog is created and mashed up with the traditional catalog.

All the components of library 2.0 aims at meeting, the changing needs of the users by believing in users – trusting them, listening to them, giving them a role in defining library services for the future.

Advantages of Library 2.0

The openness of Library 2.0 is the software and hardware that libraries use, including integrated library systems (ILS). Main advantage of library 2.0 is the modifiable automation systems and OPAC , which are preferred to proprietary, closed systems and traditional catalogues . Other advantages of library 2.0 are the following:

- It **better disseminates**,the collections and activities.
- It shows contents in a **more dynamic** way.
- It is more or less a **user oriented** service.
- It involves **active participation of user**.
- It encourage **broadening and development** of online services.
- It **promotes the web traffic** between different online channels of an institution.
- It dessiminate **information to worldwide users** in just one click.
- It **strengthen internal jobs**, because it provides user feedback to organization staff.

Disadvantages of Library 2.0

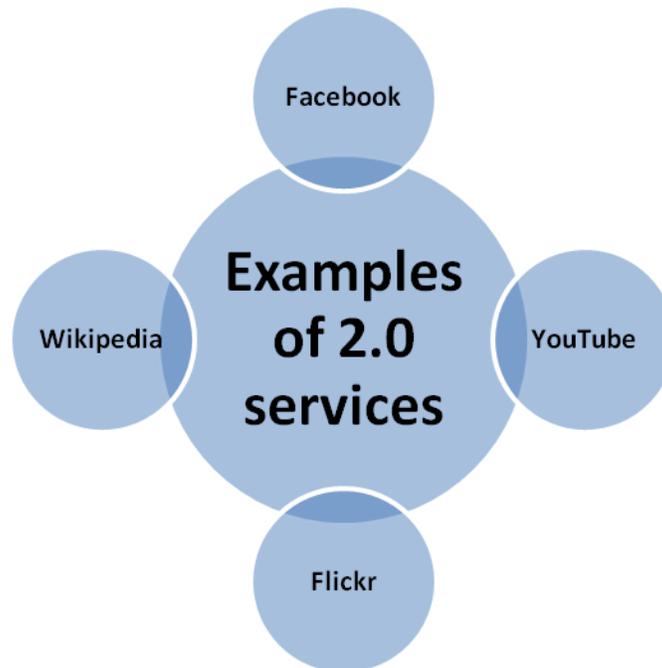
Library 2.0 is a major “change” in the concept and services of traditional library. This change has got both advantages and disadvantages. Some disadvantages of Library 2.0 are the following:

- 1. Mainly dependant of free Internet services:** Mainly tools and applications of library 2.0 online services are free of charge. But once they gain popularity and users become used to it , then sometimes they become paid services.
- 2. Proper infrastructure, band width and resources are needed:** Proper infrastructure, including bandwidth is required for successful implementation and running of these services. otherwise these services will come to halt.
- 3. User participation is the key principle.** Success and failure of any 2.0 service, depends upon the participation of users. User is a key concept of these services.
- 4. Few Information retrieval options.** Services based on the use of relational data base management systems like MySQL¹³ and PHP for the presentation of dynamic pages, sometimes, does not help in the proper information retrieval.
- 5. Limited usability and accessibility criteria :** Mainly these services are dependant on online search. So sometimes users face problems in searching and accessing information, because of the speed of net etc.
- 6. Clear rules and policy is required:** There must be a clear general policy regarding use and objectives of all 2.0 channels and clear rules for social media accounts like Twitter, Facebook, YouTube etc.

Some examples of 2.0 services related to libraries

Following are some of the examples of most widely used 2.0 services:

¹³ MySQL is one of the best Relational Data Base Management System being used for developing web-based software applications. www.mysql.com/



1. **Facebook** (<http://www.facebook.com/>) : In the present scenerio many national libraries are there on facebook¹⁴. Some of the national libraries along with their websites are given below:
 - a. Library of Congress: <http://www.facebook.com/libraryofcongress>
 - b. British Library: <http://www.facebook.com/britishlibrary>
 - c. National Library of Australia: <http://www.facebook.com/National.Library.of.Australia>

¹⁴ Facebook is an online social networking service. Users have to register themselves for using facebook. In this site users can create a personal profile, add other users as friends and also join common-interest user groups, organized by workplace, school or college. Facebook - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/Facebook

2. **YouTube:** (<http://www.youtube.com/>): Some channels of library associations available on You Tube ¹⁵are the following:

- a.ALA: <http://www.youtube.com/user/amlibraryassociation>
- b.Deutscher Bibliotheksverband: <http://www.youtube.com/user/dbvbibliothekskanal>
- c.CILIP: <http://www.youtube.com/user/cilipmarketing>
- d.IFLA: <http://www.youtube.com/user/iflahq>

Some YouTube channels of national libraries along with their websites are given below:

- a. Library of Congress: <http://www.youtube.com/user/libraryofcongress>
- b. The British Library: <http://www.youtube.com/user/britishlibrary>
- c. National Library of Australia: <http://www.youtube.com/user/wwwnlagovau>
- d. Bibliothèque nationale de France: <http://www.youtube.com/user/bibliothequebnf>

3. **Flickr** (<http://www.flickr.com/>) : Among the major library associations, only IFLA and CILIP (Chartered Institute for Library and Information Professionals) FESABID (Federación Española de Sociedades de Archivística, Biblioteconomía y Documentación) have a Flickr account, and IFLA is the one with the highest number of files hosted on this platform, with around 2,500 images. Some of the Flickr channels of library association along with their websites are given below:

- a. IFLA: <http://www.flickr.com/photos/ifla/>
- b. CILIP: <http://www.flickr.com/photos/cilippgr/>
- c. FESABID: <http://www.flickr.com/photos/fesabid/>

¹⁵ YouTube - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/YouTube

4. Wikipedia (<http://www.wikipedia.org/>): Now a days Wikipedia is most widely used search tool for accessing information on any topic.

Conclusion

Library 2.0 is the application of Web 2.0 technologies and new ideas to library services. It is not only for accessing and searching, but for finding and sharing too. Best notion of Library 2.0 at this time is a social networking interface which the user designs. It is a sort of personalized OPAC¹⁶ which includes access to IM, RSS feeds, blogs, Wikis, tags, and public and private profiles within the library's network. With the rise of Google, Amazon, Wikipedia and more, there used to be a perception that users will bypass processes and institutions which they perceive to be slow, unresponsive, unappealing and irrelevant but libraries have grabbed and still grabbing every opportunity to challenge these perceptions, and to push their genuinely valuable content, services and expertise to places where users can obtain benefit from them. Library 1.0 has moved services and collections into the online environment, and Library 2.0 is further moving the full suite of library services into more developed electronic medium.

In the present era librarians are facing challenge to change the concept of traditional library into service oriented libraries and documentation centres. But this doesn't mean that librarians have to amend all aspects of library services, rather librarian must be prepared, to adapt to the changes in usage of information resources as well as technological changes. The ideas and information should flow in both directions – from the library to the user and from the user to the library and these services have to improve on constant and rapid basis. So that it can be said that library 2.0 is the library which has no barriers, invites participation and uses flexible systems.

¹⁶ OPAC online public access catalogue.

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