

Web 2.0, Library 2.0 & Librarian 2.0

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Abstract

Web 2.0 is the method of putting us into the web. Web 2.0 is the progress toward a more social, collaborative, interactive and receptive web. It is an alteration in the philosophy of web companies and web developers; Web 2.0 is a change in the philosophy of society.

This paper defines Web 2.0, Library 2.0 and Librarian 2.0 as the application of interactive, mutual, and multi-media web-based technologies to web-based library services and collections, and suggests this definition be adopted by the librarians.

The paper elaborates the skills & qualities of a Librarian 2.0. It discusses that the Librarian 2.0 is more about changing attitudes and ways of thinking than anything else. The challenge the profession now faces is trying to clearly communicate the nature and scope of this new professional attitude. Librarian 2.0 requires a “different mindset or attitude.” It is “challenging our mental models” Booming librarians in the Web 2.0 world (and beyond) need to be aware of, and have some basic understanding of, the up-coming technology—what is available and what it can do and how to make it do what is needed—but they do not need to be IT professionals as such.

This paper recommends Blogging which is worth using in the library for knowledge or information transfer. Blogging becomes massively helpful for Librarian in providing latest & useful information & knowledge to the users of the library.

Keywords: Web 2.0, Library 2.0, Librarian 2.0, Blog, Wiki, Social network

Research Methodology: Secondary data collected from various reference books and web resources.

Introduction

Web 2.0

Web 2.0 symbols a change in us as a society in addition to the Internet as a technology. In the first phase of the web, we used it as a tool. Today, we aren't just using the Internet as a tool -- we are becoming a part of it. Not only are we increasing our usage of the Internet -- from how much time we spend on it at home to how we are more and more carrying around a version of it in our pocket -- but we are shifting the way we interact with it.



We are reaching out to connect with other people to hear what they have to say on a subject. We do this in the form of [social media](#) sites like blogs, social networks, social news and wikis. The common idea of each of these websites is human interaction. On blogs, we post comments. On social networks, we build friends. On social news, we cast our vote for articles. And, on wikis, we contribute to information.

Derived from the reverse chronological posting of news items, invariably contain hyperlinks to third party sites and an opportunity for readers to enter personal comments to articles, this otherwise quite natural and formless format of delivering information via the World Wide Web (WWW) came to be known as 'blogging', after 'web log' was abbreviated to 'blog'.

Journals and other more conventional literatures have yet to fully address the concept, but the application of Web 2.0 idea and technologies to library services and collections has been widely framed as "Library 2.0".

A search engine searches metadata useful by designers, but Del.icio.us leverages metadata applied by folks who don't essentially fit that mold.

For example, online public access catalogs (OPACs) need users to search for information, and even if many are beginning to include Web 2.0 techniques by gathering data regarding a user, they do not react with recommendations, as does Amazon.com, a more dynamic, Web 2.0 service.

In the last two years or so there have been conversations about revolutionize bring on by the shift in Web technology known as Web 2.0.

Simply, Web 2.0 is the next manifestation of the World Wide Web, where digital tools allow users to create, change, and publish energetic content of all kinds.

Library 2.0

A more precise definition and theory for Library 2.0 is necessary to center discussion and experimentation within the community, and will be precious in the implementation of new web-based services in the next several years.

It rests on the basis of libraries as a community service, but understands that as communities change, libraries must not only modify with them, and they must allow users to change the library.

The author also provides specific uses and applications of these tools within the library premises to illustrate the Library 2.0 concept.

An open outline for library communication or hyperlinked library can result if Library 2.0 philosophies are fully used.

To better realize Web 2.0 (as well as Library 2.0, which utilizes these similar concepts), it is useful to inspect its principles or affordances.

Understanding the ABC of Web 2.0, its tools, and the affordances of social software are answer to librarians' ability to conceptualize Library 2.0, a derivative of Web 2.0 that utilizes these same ideology within the library environment.

A library's charisma on the Web in Library 2.0 includes the presence of that library's community and utilizes the similar applications and technologies as its community, a concept Habib (2006) recognize in a very useful model for Library 2.0 in regards to academic libraries.

While these abstract view of Library 2.0 might be rather reliable, envisioning the technological specifics of the next generation of electronic library services is at once both loaded with unavoidable error and absolutely necessary.

But the conceptual keystone of a library's web-presence and how it must progress into a multi-media presence that allows users to be present as well, both with the library or librarian and with one another, are without a doubt in need of development.

They are meant to conceptually investigate and grant context to the relationship between the developing Web and the developing library, as outlined above, as a means to assist innovation and experimentation in library electronic services, and this list is by no means comprehensive.

Librarian 2.0

In 2005, Stephen Abram, vice president of Innovation at SirsiDynix, challenged library and information science (LIS) professionals to start becoming “librarian 2.0.” In the last few years, debate about the “core competencies” desired by librarian 2.0 has appeared in the “biblioblogosphere” (blogs written by LIS professionals). One project funded by the Australian

Learning and Teaching Council, acknowledged the key skills, knowledge, and attributes required by “librarian 2.0.” Eight themes were fixed as being significant to “librarian 2.0” in this project as follows: **technology, communication, teamwork, user focus, business savvy, evidence based practice, learning and education, and personal traits.**

The librarian 2.0 should have complex personality trait. Personality traits are more important than skills. Librarian 2.0 is passionate and inspirational. He / she is able to clearly communicate an idea and through his or her zeal. These librarians have vision, spark, and creativity. They know how to lead and motivate. Librarian 2.0 is adaptable, flexible, persistent, and resilient. In short, nothing fazes them. Librarian 2.0 is a self-starter who has no fear and is willing to go outside of their comfort zone. He or she is proactive and willing to take risks.

The 2.0 librarian aims for brilliance than perfection. It was noted that LIS professionals need to “get over ourselves.” We need to realize that there is “no patient on the table” and be prepared to “release in beta mode.” Librarians in a 2.0 world have an open mind and are willing to try new things and learn from their failures—their mantra is “just do it.” They know that it is okay to feel like a novice. They are willing to let go of the rules and to deal with doubt. They need to have good project management skills. They should be outcome focused and able to multitask and manage their time well.

Librarian 2.0 “knows how to get things done.” These librarians are lateral thinkers who can prioritize and problem solve. They understand how organizations function and know how to influence, inform, and enable strategic decision making. They “understand the value propositions” inherent in their organization and their profession. They are not only open to and able to manage change but are the drivers of change within their library service, their governing organization and profession. They understand that the “ability to change is a vital thing” and are willing to “let go of the status quo.” They are innovators who understand how to be entrepreneurial: “they go out and seek business,” Librarian 2.0 is a leader.

Librarian 2.0 loves working with people, values the diverse experiences of users, looks at things from the user’s perspective and seeks to actively use the emerging technologies to provide their users a voice. “Web 2.0 enables us to interact with our users in a completely different way so that we are no longer the authoritative figure putting information out there.” Interestingly, Library 2.0

is also developing different expectations on the user's role: "They now have the ability to and the responsibility to contribute content." Librarian 2.0 is no longer the gatekeeper: "The gate now opens both ways." Although it appears that old habits die hard.

Librarian 2.0 has an inquiring mind, enjoys playing and experimenting and loves learning. He or she is also willing to share knowledge with colleagues and to mentor and coach others. As one participant observed, "Openness and willing to learn are the heart of web 2.0." Librarians in a 2.0 world engage in reflective practice, they "have a knowledge of oneself . . . they know their own strengths." They are willing to grow with the job. Librarian 2.0 is a professional not a worker. The more formal educative role of LIS professionals in regards to serving the needs of clients was also acknowledged. Web 2.0 requires librarians to take on the role of educator, trainer, or guide. They must be able to explain complex things and help individual users and communities to make the best use of the available technology within their workplace or everyday life. Librarian 2.0 understands how people learn. librarian 2.0 needed to have a Web presence, should "be out there" and have "visibility on the web." Librarian 2.0 should be a role model; he or she should possess "knowledgeable credibility."

Blogs and Wikis

Blog software, such as Word Press or Movable Type, creates the various pages of the site, a searchable archive, and a chronology of entries automatically.

A wiki enables a group to collaboratively develop a Web site, such as a project site, knowledge base, or resource.

The Blog being one of the tools of Web 2.0 is very useful for communication now days. Blogs can be used to improve the services provided within the Libraries. Blogging has been around for about a decade now. Blogs are enormously popular both for individuals and organizations to get the word out on topics they believe will be of interest to readers. Blogs facilitate the rapid production and consumption of Web-based publications. This will, of course, greatly set hurdles in collection development processes, and the librarian will require to exercise a great deal of expertise and meticulousness when adding a blog to a collection (or, perhaps, an automated blog-collection development system).

Much as blogs, they are not of the same reliability as conventional resources, as the frequent discussions of Wikipedia in the library world well note; but this of course does not eliminate their value, it merely changes librarianship, complicates collection development and information literacy instruction.

In addition, a library wiki as a service can enable social interaction among librarians and patrons, essentially moving the study group online.

Finally, blogs and wikis are relatively rapid solutions for moving library collections and services into Web 2.0.

This beginning of Library 2.0 makes collections and services more interactive and user-centered, enable information end users to contact information producers and become co-producers themselves.

Social Networks

While MySpace and Face Book enable users to share themselves with one another, Del.icio.us enables users to share Web resources and Flickr enables the sharing of pictures.

Library Thing enables users to catalog their books and view what other users share their books.

Social networking could enable librarians and clientele not only to interact, but to share and change resources vigorously in an electronic medium.

Users can create accounts with the library network, see what other users have in common to their information needs, recommend resources to one another, and the network recommends resources to users, based on similar profiles, demographics, previously-accessed sources, and a host of data that users provide.

Other Applications:

Other Web 2.0 technologies which are not discussed here such as synchronous messaging and streaming media, tagging, RSS feeds, and mashups might intimate changes in how libraries provide access to their collections and user support.

Using synchronous messaging libraries provide "chat reference" services, where patrons can synchronously communicate with librarians much as they would in a face-to-face reference context.

Libraries are already beginning to explore providing Media created by the Web on the Web belongs on the Web through digital repository applications and digital asset management technologies.

In Library 2.0, users could tag the library's collection and thereby contribute in the cataloging process. The catalog of Library 2.0 would allow users to follow both standardized and user-tagged subjects; whichever makes most sense to them

Readers who use aggregators, such as Bloglines, NetVibes, or Google Reader, to check RSS feeds get alerts when new content is added to blogs or news sites. BBL and similar RSS aggregator applications, installed in a library's system and coupled with the social network of the library, will enable users to have a single, customized, personal library page that syndicates all the library content of interest to them and their research, eliminating inappropriate information.

A mashup, uses content from more than one source to create a single new service displayed in a single graphical interface. For example, you could combine the addresses and photographs of your library branches with a Google map to create a map mashup. It is a mashup of traditional library services and innovative Web 2.0 services.

Conclusion

While concluding we will see how Web 2.0, Library 2.0 & Librarian 2.0 can help us in the knowledge transfer using the advanced technology.

To summarize, we see Library 1.0 moved collections and sparse services into the online environment, and Library 2.0 moved the full suite of library services into this electronic medium. The library has had a web-presence for many years, and with Library 2.0, its patrons joined it. Librarian 2.0 is less to do with technology and more about quality transferable skills and interpersonal abilities. Librarian 2.0 is more about changing attitudes and ways of thinking than

anything else. The challenge the profession now faces is trying to clearly articulate the nature and scope of this new professional attitude. Librarian 2.0 requires a “different mindset or attitude.” It is “challenging our mental models” and forcing us to reflect about and perceive our profession differently.

As we move along, we hope that designers who may be wary of the promises of new technology help us focus on the practical aspects of this one, the subtle but real changes that Web 2.0 is having on design. While Library 2.0 is a change, it is of a nature close to the tradition and task of libraries. Despite this change fitting so well with the history of libraries and their mission, it is still a major paradigmatic shift for librarianship to open not just access to their catalogs and collections, but access to their control. Library 2.0 demands libraries focus less on secured stock and more on collaborative innovation. There is a great merging between librarianship and Web 2.0 & Library 2.0 revolutionizes the profession. Librarian 2.0 is a shift in attitude for the LIS professionals. He or she works together with IT and other disciplines. Librarian 2.0 is able to build relationships and partnerships and establish networks with individuals and groups wherever it is needed. He or she is a team player and can work collaboratively across disciplines. Research is a way for librarian 2.0 to be making the best decisions, developing best practices and establishing benchmarking. Librarians of today’s information age should become Librarian 2.0 with all above mentioned qualities & skills using web 2.0 as well as library 2.0. Librarian 2.0 recommends Blogs and wikis, which are fundamentally 2.0, to the librarians of the Information age to reach its clientele as fast as any other media. Blogging becomes massively helpful for Librarian in providing latest & useful information & knowledge to the users of the library. It would be very precious if present librarians would shift their mindset to become Librarian 2.0. I personally would like to congratulate them for this.

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