Deakin University Library: Web 2.0 – Let’s look at what we can do...

Kat Clancy
Library Web Developer
Deakin University Library
katc@deakin.edu.au

CAVAL Reference Interest Group Forum - May 15, 2008
Structure

1. What is Deakin University Library doing with web 2.0?
   - Facebook
   - Subject Guides (libGuides)
   - iGoogle
   - Meebo
   - Experimental Options Webpage
   - Poll
   - Youtube
   - Google coop search

2. What's next?
Reliance on technology

Facebook

- Facebook Page
  - RSS Feeds
  - Chat to a librarian
  - Search Library resources
  - Induction Video
  - Photos
  - LibraryThing - Collection of Alfred Deakin books
  - Libguides
  - JSTOR, PubMed, WorldCat
Facebook

- **Facebook Application**
  - Widget on Profile
  - Search Deakin Resources from Profile
  - Canvas Page
Facebook

Successful?

- Facebook Application
  - One positive review from student
  - Two positive reviews from general staff members
  - One very positive feedback from academic staff member
  - 200 users have installed the application so far
  - Great retention stats
  - Up to 5% of active users daily - usually 1%
  - No promotion until late last month
Facebook

Successful?

- Facebook Page
  - 74 Fans
  - One spam wall post
  - No discussion board posts from anyone other than Deakin Library
  - No aims/ideas/promotion
  - Moderation?
  - Static/Changing/objectives?
  - What is the difference between the page and the website?

The difference is Deakin University
Libguides - Subject Guides

● Features
  ○ Liaison Librarians can update content quickly themselves
  ○ Feedback has been great
  ○ Increased usage
  ○ Quick Polls
  ○ Embed own code (pass through searches, embed videos, web applications)
iGoogle Gadget

- Features
  - Exactly same as Facebook Application
  - Less than 100 users
  - Easier to code than Facebook app
MeeboMe Widget - Live Help

- Appears on help pages only in the hours it is open
- Authentication problems (proxy server)
- Flash problems on public library workstations
- Increased usage
- No authentication needed - disadvantage/advantage?
Experimental Options Page

- Influenced by US Libraries
- Promotes all our "beta" applications (inc RSS feeds)
- What distinguishes something that is not Beta?
- Promote other "beta" applications (not developed by Deakin)
Quick Poll on homepage

- A quick poll was put up earlier this year on the homepage
- Assist in the design of the homepage
- Over 1000 responses in a week and a half
- Great way to get immediate feedback - engaging users in website design
Introductory Video - youtube

- Introductory Video promoting the use of the library to staff and students
- Over 1000 views
What's next?

- How do you know what is next?
  - alexa.com
  - Survey...
  - Blogs (readwriteweb.com)

- What is Deakin Library doing next?
  - Netvibes
  - Twitter - someone please follow me!
  - MeeboMe video?
  - Encore and Facebook app?
  - Google apps for education?
  - Instructional vodcasts?
Questions?

This presentation is available at http://www.deakin.edu.au/library/media