What happens next?
Life after 2.0-training in academic libraries

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23 things in Norway

• First round in 2008

• Response:
  ◦ Positive
  ◦ Stimulating
  ◦ Challenging
  ◦ Time-consuming

• Practical results in Tromsø:
  ◦ Library Facebook page
  ◦ 5 blogs, mainly from subject librarians
  ◦ Wiki as info/communication tool
  ◦ RSS
KB 2.0 project at NTNU Library
Use Web 2.0 to learn Web 2.0

• First round in 2009, 25 attendees
• (Next round in 2010, will finish in May)

• 5 groups - 10 weeks
  ◦ Problem-based learning
  ◦ Each group explored a 2.0-technology
  ◦ Found and used collaboration tools
  ◦ Wrote blogs and "Wikipedia-articles"

• UBiT 2010 project had the role as facilitators
• Focus on process – not product
KB 2.0 results

• Participants said:
  ▫ "KB 2.0 is important for NTNU Library"
  ▫ "I will continue to be curious about new things"
  ▫ "It's hard to find time "
  ▫ "The process is important"
  ▫ "New ways to work and cooperate"

• Results
  ▫ Ideas for new projects

• Challenges
  ▫ Encourage to further work
  ▫ How to follow-up projects
  ▫ User benefit?
Web survey

- 58 respondents
- Majority female, between 40 and 60 years old
- Around 50% have not followed a Web 2.0 program
- Around 25% never use Web 2.0 at work
- Survey tool: SurveyMonkey
Which Web 2.0 applications do you use at work?
Which Web 2.0 applications do you use at work?

Have you followed a Web 2.0 program?

- No one
- Facebook/social media
- Twitter
- Blogging
- Rss
- Wikis
- Second Life/Virtual world
- Instant messaging

[Bar chart showing the distribution of responses]
Why don't you use Web 2.0 at work?
What has been the most important effect from learning 2.0?
What has been the most important effect from learning 2.0?

Have you followed a Web 2.0 program?

- Feel more updated
- Confidence has increased
- Less afraid of trying new things
- New ways of working
- Improved contact with library users
- Less time for other activities
- Little or no effect

[Bar chart showing responses]
What is the most important advantage for libraries by using Web 2.0?

- Information to users: 44%
- Networking: 22%
- Job development: 19%
- Marketing: 13%
- No advantages: 2%
What must be done to increase your use of 2.0 applications?
Attitudes: comments from respondents

• E-mail is more than good enough for me at work.

• I define 2.0 as more of a leisure activity.

• I have a stronger belief in our LMS and our web page than in web 2.0 for information and marketing.

• I don't have have time for this, but it's great that others are using it.

• I still feel we're quite stuck in the old ways of thinking, and that this makes us constantly lag behind in these matters.
Attitudes: comments from respondents

• Very rewarding, it gave me insight into the new media and new ways of working.

• Important that libraries know about social technologies since it's an integral part of the lives of so many of our younger users.

• Web 2.0 presents new opportunities for libraries to reach out to our users in various ways.
What next?

• Clear signals to management: give us time and encouragement!

• Many library workers still regard 2.0 activities as little relevant for their job

• More (teaching) and training

• More focus on attitudes towards new technology

• Encourage problem-based learning
Thank you for listening!

Questions?

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