Library 2.0: catalyst for library users.

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Abstract

The purpose of this paper is to provide a view of the state of library 2.0 issues and implications for the use of technology. This paper offers an overview of library 2.0 as a tool and driving force for today's learning scenario, This paper looks at resources related to what has become know as library 2.0 practices and services: focused on technology collaboration, social networking tools, visualization among others.

Keywords: Library Users, Library 2.0

1.   Introduction

During the last decade, there have been endless and dramatic technological changes in all three major area of information technology, viz computing, communication and content. There is an advancement of personal computers, world wide packet networks, optical disk and other mass storage media, interactive video technology, image technology, digitizing and scanning technology, computer graphic technology and growth in size and number of massive public and private database like bibliographic, numeric and multimedia. In earlier times these major areas were rather disintegrated but now they are becoming integrated and quite international in scope and impact. There is every reason to believe that this situation will continue at faster rate. Now the world is going to digital which emphasizes user-oriented service.

The information technology revolution has shaken the library world like anything else. Librarians are trying to cope with rapidly crash changes. The library world has lost touch with its users and that librarians are resistant to change that would help them to meet their users' needs. Instead, librarians should aim for a more participatory model that listen to both staff and patron concerns, must give users a voice in the creation and content management of their services and be open to new ideas. Again, while it is important to keep up with technology, one has to be aware of how users' abilities have evolved. Too much emphasis on users can leave a library vulnerable to the changes of new technology. Staffing levels, service models, access to resources, and services to the library 2.0 is a new model for library service. Library 2.0 could revitalize the ways we serve and interact with our customers. The heart of library 2.0 is user-centred service. It is a model for library service that encourages constant and purposeful change, inviting user participation in the creation of both the physical and

virtual services they want supported by consistently evaluating services. It also attempts to reach new users, and better serve current ones through improved   customer-driven offerings. Presently technology has helped us to create a customer driven 2.0 environment. Web 2.0 technology have played a significant role in our ability to keep up with the changing needs of library users. Technological

advancements in the past several years have enabled libraries to create new services that were not possible before such as virtual reference.

2.   Views on Library 2.0

Library 2.0 is loosely defined model for a modernized form of library service that reflects a transition within the library world in the way that services are delivered to users. The focus is on user-centred change and participation in the creation of content and community. Wikipedia- provides a view about the earlier times of libraries that in the past the information flow was mostly in one way: from library to user. With the new web tools, information can be released to flow in every direction i,e . library to user, user to library, library to library, and user to user. Libraries were never the primary source of knowledge but they have always played a major role where people of all ages, gender and religion could go and engage with increase of various forms of resources, library will help to make information available wherever and whenever the user requires it.

Libraries as they are known today can be defined by the term library 1.0. This defines the way resources are kept on shelves or at a computer login system. Thus resources can be taken out from a shelf and checked with librarian at the counter taken home for a certain length of time and absorbed and then taken back to the library after stipulated period for someone else to use. Library 1.0 is a one-directional service that provides information to the people that they require. Library 2.0 or L2 as it is now more commonly addressed aims to take the information to the people by bringing library service to internet and getting the users more involved by encouraging feedback participation. The major difference between library 1.0 and L2 is that library 1.0 only allows for one-way flow of information while L2 is a read-write library that gives library user the power to decide the service they get. L2 reinforces the role, libraries play in the community by building on today's best and continually improving service. L2 can be summarized as being user-driven and aims at saving each library users' time in retrieving information. Libraries have been around for centuries and are considered for place in which books, journals, CDs etc are kept for borrowing by the public. Library 2.0 as a concept , very different from the service one knows today, that operates according to the expectation of users. Since Library 2.0 is a new concept, following views and definition of the term library 2.0 are reproduced which is relevant for this article.

- ♦ Library 2.0 is disruptive.
- ♦ Library 2.0 is a path toward improvement of services
- ♦ Library 2.0 means abandoning service that serve small or

   an important group.
- ♦ Library 2.0 means never having stable production quality systems.
- ♦ Library 2.0 is not about replacing 1.0 technology

- Library 2.0 will replace existing library services.

- Library 2.0 is about adding additional functionality and that's threatening to some people.

- Library 2.0 is revolutionary

- Library 2.0 is about improving services to patrons – not a revolution.

- Library 2.0 is not about technology.

- Library 2.0 is all about technology. library 2.0 is way of thinking and operating

- Library 2.0 is a matter of survival.

- Library 2.0 is too much, too soon for many libraries, most would be served better by trying one or two new ideas.

- Library 2.0 provides scope for discussions in the library.

- Library 2.0 is a new name for ideas librarians have been discussing for quite some time.

- Library 2.0 is so urgent that every state and national library association needs to plan a Library 2.0 conference.

- Library 2.0 is sloganeering, signifying very little.

- Library 2.0 will offer services as people want; as current libraries offer services that most people don't want.

- Library 2.0 means massive change in every library since all existing libraries are restrictive places with rigid boundaries under-planned by change avoidance.

- Library 2.0 features may not be feasible or useful for all communities and libraries.

- Library 2.0 is the only way libraries will remain viable.

- Library 2.0 means libraries can fill the emotional of users needs.

- Library 2.0 encompasses every library that doesn't want to be a relic.

- Library 2.0 as a doctrine is too universal for the needs of real libraries.

- Library 2.0 means constant change.

- Library 2.0 puts the librarian anywhere to serve a user's need.

- Library 2.0 is needed if the library is to continue to matter.

- Library2.0 is a paradigm shift that changes almost everything in a library.

- Library 2.0 is type that can interfere with the sound ideals involved.

- Library 2.0 means the user can modify library services.

- Library 2.0 build OPACS without local databases.

- Library 2.0 services will primarily serve the minority who are always connected.

- Library 2.0 requires that libraries which have more rights with regards to their systems.

- Library 2.0 won't even require systems knowledge within libraries, you'll just run a black box.

- Library 2.0 doesn't (or shouldn't) allow for a concise definition.

- Library 2.0 won't even require hardware, databases, or application servers.

- Library 2.0 will, for the first time, deliver meaningful service to end users.

- Library 2.0 principles sound vaguely familiar-like the things academic librarians have been doing for some time.

- Library 2.0 is too important to leave to librarians and users; vendors must also help to shape it.

- Library 2.0 is library-centric as well as user-centric.

- Library 2.0 is confrontational: You're with us or you're against us.

- Library 2.0 could disenfranchise those who need libraries the most.

- Library 2.0 focuses on the technology end of customer service without any discussion of the other aspects of library work.

- Library 2.0 trivializes exciting and useful work that isn't "Web 2.0" enough.

- Library 2.0 gives us new tools to carry out the best practices libraries have had for many years.

- Library 2.0 will allow libraries to serve community needs; otherwise, they're only symbols of wealth and refinement.

- Library 2.0 adds even more layers of obfuscation between librarians and the public.

- Library 2.0 means making your library's space(virtual and physical) more interactive, collaborative, and driven by community needs.

- Library 2.0 is first and foremost an effort to reach out to those people who, for whatever reason, are not using the services, libraries offer.

- ◆ Library 2.0 is anything that challenges the traditional approach to conduct library business.

- ◆ Library 2.0 is nothing different than what librarians have been striving for decades.

- ◆ Library 2.0 is an attempt to bring libraries' electronic services at par with what people expect in Web 2.0 environment.

- ◆ Library 2.0 is a new sense of ownership over library services and new set of relationships with both vendors and others in the library community.

- ◆ Library 2.0 is a more intensive way of sharing all the resources that the library already offers.

2.1   Definitions of Library 2.0

Library 2.0 is a model for library service that reflects a transition within the library world in the way that services are delivered to library users. This redirection will be especially evident in electronic offerings such as OPAC configuration, online library services, and an increased flow of information from the user back to the library. The concept of Library 2.0 borrows from that of Web 2.0 and follows some of the same philosophies. Ultimately the Library 2.0 model for service will replace outdated, one directional service offerings that have characterized libraries for centuries.

Casey (2005) Comments that Library 2.0 sees the reality of our current user-base. It seeks to do this through three-part approach- *reaching out to new users, inviting customer participation, and relying on constant change.* Much of this is made possible thanks to new technologies, but the services will only be partially tech-based. L2 is, to him, a service philosophy build upon three things, a willingness to change and try new things; a willingness to constantly re-evaluate our service offering, and finally, a willingness to look outside our own world for solutions, be they technology-driven or not. The whole 2.0 thing, in general, seems to be about using the hive mind and the affordances of technology to synthesize newer, better and more useful systems that then become available for everyone. The idea of Library 2.0 represents a significant paradigm shift in the way we view library services. Its about a seamless user experience, where usability, interoperability, and flexibility of library systems is key. It is about the library being more present in the community through programming, community building (both online and physical),and outreach via, technology (IM, screencasting, blogs, wikis, etc.). It is about allowing user participation through writing reviews and tagging in the catalog and making their voice heard through blogs and wikis. It is about making the library more transparent through its Web presence and its physical design. One need to make the library human, ubiquitour, and user-centered. This involves a change in our systems.

Library 2.0 simply means making one's library's space (virtual and physical) more interactive, collaborative, and driven by community needs. Examples of where to stat include blogs, gaming nights for teens, and collaborative photo sites. The basic drive is to get people back into the library

by making the library relevant to what they want and need in their daily lives...to make the library a destination and not an afterthought.

2.2   Features of Library 2.0:

In library 2.0 model library service are frequently evaluated and updated to need the changing needs of library users.

- ♦ Library 2.0 calls for libraries to encourage users participations and feedback in the development and maintenance of library serves.

- ♦ This model requires active empowerment of library user.

- ♦ Information and ideas flow in both directions from library to the user and from user to the library

- ♦ Library services have the ability to evolve and improve on a constant and rapid basis

- ♦ The user is participant, co-creator, builder and consultant whether the product is virtual and physical.

- ♦ Library 2.0 helps to library user to harness in both design and implementation of services.

- ♦ Library user can be able to craft and modify library provided services.

- ♦ User harvests and integrates ideas and products from peripheral fields into library service models.

- ♦ User continue & to examine and improve services.

- ♦ Continuous evaluation is a key component of library 2.0. Directors are urged to create separate investigative, planning, and reviewing teams to monitor new services constantly and fine tune them when needed. The new services and charges must be familiar. They include blogs, RSS feeds, chat IMS, wikis, My space, facebook, netflix, and flickr.

- ♦ It is user-centered, multimedia, socially rich and communally innovative.

- ♦ It takes the form of user feedback, user reviews, and user-crafted social networks.

- ♦ It depends on high level of user participation to expand the value of the product.

3   Scope of the Paper

Every service provided must be rated to customer needs and expectations. The quality of service should be enhanced up to the mark of the customer expectation or satisfaction. To develop the quality of web service quality management is essential. Users who can generally be categorized in to three groups: the drive-in user, the worker bee, and the library enthusiast. Each of these users

and their satisfaction are to be examined. So collaborative websites have to be emerged where users can interact and use them through the venture of library 2.0. Thus the present study is limited to the various criteria of library 2.0.

3.1   Objectives of the Study

In view of the objectives of higher education, the libraries are expected to play at least three roles i.e (i) practical role of information management i.e. Acquisition, organization and dissemination of knowledge as per technological change (ii)cultural role of preserving human knowledge and store culture of the past for posterity.(iii) Social and intellectual role by bringing users and ideas together. Although library and information professionals have recognized long back, the need for organizing the library with customer in the five ways of library with customer orientation in five laws library science the route to have the customer focus could not be well established. So the present study has tried to improve the customer's demand and satisfaction with an interactive technology i.e library 2.0 with the following objectives.

- ◆   To highlight the value of library 2.0 in the present IT age

- ◆   To satisfy five laws of library science through library 2.0.

4.   Genesis of Library 2.0

The term 'Library 2.0 was coined by Michael Casey on his blog library cruch on a direct spin off of the terms Business 2.0 and web 2.0. According to him libraries, especially public libraries, are at a cross roads where many of the elements of web 2.0 have applicable value within the library community, both in technology – driven services and in non-technology based services. In particular, he described the need for libraries to adopt a strategy for constant change while promoting participatory role for library users. Thus the concept of library 2.0 borrows from that of Business 2.0 and web 2.0 and follows some of the same underlying philosophies. This includes online services such as the use of OPAC systems and an increased flow of information from the user back to the library.

Internet in a concept called 'Library 2.0' has been building for a while. In October 2005, 'Web 2.0: Building the New Library' appeared in the online journal, Ariadne. The same month, Ken Chand, Executive Director at Talis, spoke about Library 2.0 at the Public Library Authorities conference. In November of that year, Talis released a white paper entitle 'Do Libraries Matter ? The rise of Library 2.0.' In that paper, Talis applied a term first coined by Michael Casey, Library 2.0, to a number of social and technological changes that we perceived to be having an increasing impact upon libraries, their staff, their audiences, and how they could interact. This paper builds on those core ideas, proposes solutions and challenges the stakeholders in the global library domain. It also illustrates some of the ways in which Library 2.0 is being made real, today around the world.

Library 2.0 as a term remains the subject of some debates. To us, it continues to fulfil a purpose as a convenient label for the ideas contained within these pages. Those who object to the term, for whatever reason, should be careful not to dismiss the underlying trends and messages along with the label.

5.   Benefit of Library 2.0

With Library 2.0, library services are frequently evaluated and updated to meet the changing needs of library users. Library 2.0 also calls for libraries to encourage user participation and feedback in the development and maintenance of library services. The active and empowered library user is a significant component of Library 2.0. With information and ideas flowing in both directions- from the library to the user and from the user to the library – library services have the ability to evolve and improve on a constant and rapid basis. The user is participant, co-creator, builder and consultant- whether the product is virtual or physical. Thus the following are the benefits of 2.0.

- ◆ Library 2.0 library services are constantly updated and revaluated to provide best service library users.

- ◆ Library 2.0 attempts to harness the library user in the design and implementation of library services by encouraging feedback and participation.

- ◆ Library 2.0 model ultimately replace traditional one-directional service offering that have characterized libraries for centuries.

- ◆ Library 2.0 benefits to library administrators and taxpayers as providing more efficient ways of delivering services to achieve greater returns on financial investments.

- ◆ Library 2.0 is important for librarians to become involved in as it may radically change the customer service and interaction.

6.   Key Principles of Library 2.0

In order to access the utility of library 2.0 the following are the key principles

- ◆ Browser + Web 2.0 Application + Connectivity = Full-Featured OPAC .

- ◆ Harness the library user in both design and implementation of services

- ◆ Library users should be able to craft and modify library provided services

- ◆ Harvest and integrate ideas and products from peripheral fields into library service models.

- ◆ Continue to examine and improve services and be willing to replace them at any time with newer and better services.

7.   Theory of Library 2.0

This paper defines " Library 2.0 " as " the application of interactive, collaborative, and multi-media web-based technologies to web-based library services and collections.

A theory for Library 2.0 could be understood to have these four essential elements:

- ♦ **It is user-centered**. Users participate in the creation of the content and services they view within the library's web-presence, OPAC, etc. The consumption and creation on content is dynamic, and thus the roles of librarian and user are not always clear.

- ♦ **It provides a multi-media experience.** Both the collections and services of Library 2.0 contain video and audio components. While this is not often cited as a function of Library 2.0, it is here suggested that it should be.

- ♦ **It is socially rich.** The Library's web-presence includes users' presences. There are both synchronous (e.g IM) and asynchronous (e.g. wikis **)** ways for users to communicate with one another and with librarians.

- ♦ **It is communally innovative.** This is perhaps the single most important aspect of Library 2.0. It rests on the foundation of libraries as a community services, but understands that as communities change, libraries must not only change with them, they must allow users to change the library. It seeks to continually change its services, to find new ways to allow communities, not just individuals to seek, find, and utilize information.

Thus Library 2.0 is a user-centered virtual community. Users interact with and create resources with one another and with librarians. In some ways, it is a virtual reality for libraries, a Web in Library 2.0 includes the presence of that library's constituency and utilizes the same applications and technologies as its community, a concept Habib (2006) recognizes in a very useful model for Library 2.0 in regards to academic libraries.

8.   Application of library 2.0

Library 2.0 is all about rethinking library service in the light of re-evaluating user needs and creating the opportunities produced by new technologies. At present much progress is being marked due to translating nineteenth century and twentieth century service to a digital format, rather than creating new services. Now the challenge is to build library e-content in to community-based, interactive resources. The next opportunity is to cerate different library that is not a copy of the existing library, a parallel library of content, services and facilities that can only be delivered on the web or that are best delivered on the web. This type of radical change, creating new services by exploiting new web technologies, is currently a hot topic in librarianship under the banner title of Library 2.0.' Library 2.0 is all about rethinking library services in the light of re-evaluating user needs and the opportunities produced by new technologies.

Principles – Ranganathan's five principles can put under the proposal of library 2.0 with special reference to public library.

♦ Community knowledge is for use.

♦ Every user should have access to his or her community knowledge.

♦ All community knowledge should be made available to its users.

♦ Save the time of the user in creating and finding community knowledge.

♦ Community knowledge grows continually.

Principle – 1: Principle of community knowledge is for use.

Principle of community knowledge is for use. This principle has the implication to use community knowledge by others. The value of a community is the knowledge it possesses its value over time.

Principle – 2: Every user should have access to his or her community knowledge.

Knowledge is for sharing, community knowledge becomes valuable only when it can be accessed and used by others, and facilitating the creation and use of this knowledge. By virtue of library 2.0 the previous mission of public library that local people and recipients of the knowledge is outdated now . This passive role of user is now to be change to consumer and creators of knowledge.

Principle- 3: All community knowledge should be made available to its users.

While the second principle highlights the role of user on both consumer and creator of knowledge the third principle emphasizes that no community knowledge should be allowed to be wasted. It says that the local public library must record and present the knowledge that is now in the people's memory and in personal collections as the wealth of experience and expertise of the local community which should not be wasted, proper knowledge management cycle must be introduced to share and views the knowledge.

Principle 4: Save the time of the user in creating and finding community knowledge.

Save the time of the user in creating and finding community knowledge. There is a widely held view that librarians will play significant role in helping users to adopt and use ICT in their daily lives. So the staff must moderate the content. Potentially public library staff of Orissa must play the role of advisor on local content creation, management, and implementation of controlled description of content and discussion. A pioneering course in digitization of local resources for students studying librarianship points the way forward in enabling library professionals to digitize resources successfully.

Principle 5: Local community knowledge grows continually

Local community knowledge once created, generated and distributed then it has no end. Community knowledge creation is a continual process. Local community knowledge is created and used by local people, re-read, re-interpreted, and re- deployed – with the result that local knowledge will not only grow over time but will develop in multifaceted ways. These should be no dichotomy between local, national and international standards for information storage and retrieval. Local knowledge hub but also to allow its resources to be accessible by other local knowledge hubs and by any user of the internet.

9.   Holistic Approaches of Library 2.0

Library 2.0 is not about searching, but finding: not about access, but sharing. Library 2.0 recognizes that human beings do not seek and utilize information as individuals, but as communities, Some examples of the move from library 1.0 to Library 2.0 include:

- ◆ Email reference/ Q&A pages—àhat reference
- ◆ Text- based tutorials—àStreaming media tutorial with interactive database.
- ◆ Email mailiang list, webmasters-àBlogs, wikis, RRS feeds
- ◆ Controlled classification schemes -à Tagging coupled with controlled schemes
- ◆ OPAC-> Personalized social network interface
- ◆ Catalog of largely reliable print and electronic holdings-à Catalog of reliable and suspect holdings , web-pages blogs, wikis etc.

It is, finally, also necessary to consider that the web will continue to Change rapidly for some time. Web 2.0 is an early one of many. Libraries must adapt to it, much as they did the web originally, and must continually adapt for the foreseeable future.

10.   Debate on Library 2.0

Library 2.0 has been a source of debate in the blogosphere. Some librarian bloggers have argued that these key principles are not new and have been part of the service philosophies of many library reformers since the 19th century. Others are calling for more concrete examples of how libraries can get to Library 2.0 Crawford, (2006) for example, argues that Library 2.0 comprises a combination of tools and attitude which will not serve all users and user communities, and incorrectly places libraries as the appropriate source for all users to gather all information. Proponents of library 2.0 such as Abram (2006) Stephens (2006) Miller(2006) and others, have spoken to these criticisms, arguing that while individual pieces of Library 2.0 may not be entirely new, the convergence of these service goals and ideas with many new Web 2.0 technologies has led to a new generation of library service.

11.   Conclusion

Library 2.0 is completely user centred and user driven. It is a mashup of traditional library services and innovative web 2.0 services. It is a library for the 21ˢᵗ century, rich in content, interactivity and social activity.

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