



# Towards Library 2.0:

## The Adoption of Web 2.0 Applications in Academic Library Websites in Malaysia

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International Conference on Libraries (ICOL 2012)

2-4 July 2012, Renaissance Hotel,

Kelantan



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2.0**

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## What Web 2.0 and Library 2.0 is?

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### Web 2.0

- Harinarayana and Raju (2010) - Includes the second generations web based services such as collaborative (Facebook, MySpace, Friendster, Tags etc) wikis, blogs, social bookmarking sites (delicouss, furl, dig etc) and photo sharing sites (flickr, photobucket etc)
- Birdsall (2007) - is a “social movement”

### Library 2.0

- Maness (2006)- Library 2.0 is “the application of interactive, collaborative, and multi-media web-based technologies to web-based library services and collections”.
- Birdsall (2007) - is an offshoot of Web 2.0 technology

## Some examples of the move from Library 1.0 to Library 2.0

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Library 1.0	Library 2.0
<ul style="list-style-type: none"> <li>▪ Email reference/ Q&amp;A</li> <li>▪ Text-based tutorials</li>   <li>▪ Email mailing lists, webmasters</li> <li>▪ Controlled classification schemes</li> <li>▪ OPAC</li>   <li>▪ Catalog of largely reliable print and electronic holding</li> </ul>	<ul style="list-style-type: none"> <li>▪ Chat reference/ Live chat</li> <li>▪ Streaming media tutorials with interactive databases</li> <li>▪ Blog, wikis, RSS feeds</li> <li>▪ Tagging coupled with controlled schemes</li> <li>▪ Personalized social network interface</li> <li>▪ Catalog of reliable and suspect holdings, web-pages, blogs, wikis, etc</li> </ul>

Manees, J. M. (2006). Library 2.0 theory: Web 2.0 and its implications for libraries. *Webology*, 3(2). Available at <http://www.webology.ir/2006/v3n2/a25.html>

# Evaluating Web 2.0 applications in Academic Library Websites

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## Public University

Universiti Malaya (UM), Kuala Lumpur  
Universiti Sains Malaysia (USM), Pulau Pinang  
Universiti Putra Malaysia (UPM), Selangor  
Universiti Kebangsaan Malaysia (UKM), Selangor  
Universiti Teknologi Malaysia (UTM), Johor  
Universiti Teknologi MARA (UiTM), Shah Alam Selangor  
Universiti Islam Antarabangsa Malaysia (UIAM), Kuala Lumpur  
Universiti Malaysia Sabah (UMS), Sabah  
Universiti Malaysia Sarawak (UNIMAS), Sarawak  
Universiti Malaysia Terengganu (UMT)  
Universiti Malaysia Perlis (UniMAP), Perlis  
Universiti Tun Hussein Onn Malaysia (UTHM), Johor  
Universiti Malaysia Pahang (UMP), Pahang  
Universiti Utara Malaysia (UUM), Kedah  
Universiti Teknikal Malaysia Melaka (UTeM), Melaka  
Universiti Pendidikan Sultan Idris (UPSI), Perak  
Universiti Sultan Zainal Abidin (UniSZA), Terengganu  
Universiti Sains Islam Malaysia (USIM), Negeri Sembilan  
Universiti Malaysia Kelantan (UMK), Kelantan  
Universiti Pertahanan Nasional Malaysia (UPNM), Kuala Lumpur

## Private University

Universiti Multimedia (MMU)  
Universiti Tunku Abdul Rahman (UTAR)  
Universiti Teknologi Petronas (UTP)  
Universiti Perubatan Antarabangsa (IMU)  
Universiti Tenaga Nasional (UNITEN)  
Institut Perubatan, Sains dan Teknologi Asia (AIMST)  
Universiti Kuala Lumpur (UniKL)  
Universiti UCSI (UCSI University)  
Universiti Sains dan Teknologi Malaysia (MUST)  
Universiti Selangor (UNISEL)  
Universiti Pengurusan dan Sains (MSU)  
Universiti Terbuka Malaysia (OUM)  
Universiti Terbuka Wawasan (WOU)  
Universiti Tun Abdul Razak (UNIRazak)  
Limkokwing University of Creative Technology  
Universiti Antarabangsa Al-Madinah (MEDIU)  
Universiti Antarabangsa Albukhary  
Universiti Taylor's  
Universiti Sunway  
Universiti Perdana  
Universiti Antarabangsa INTI

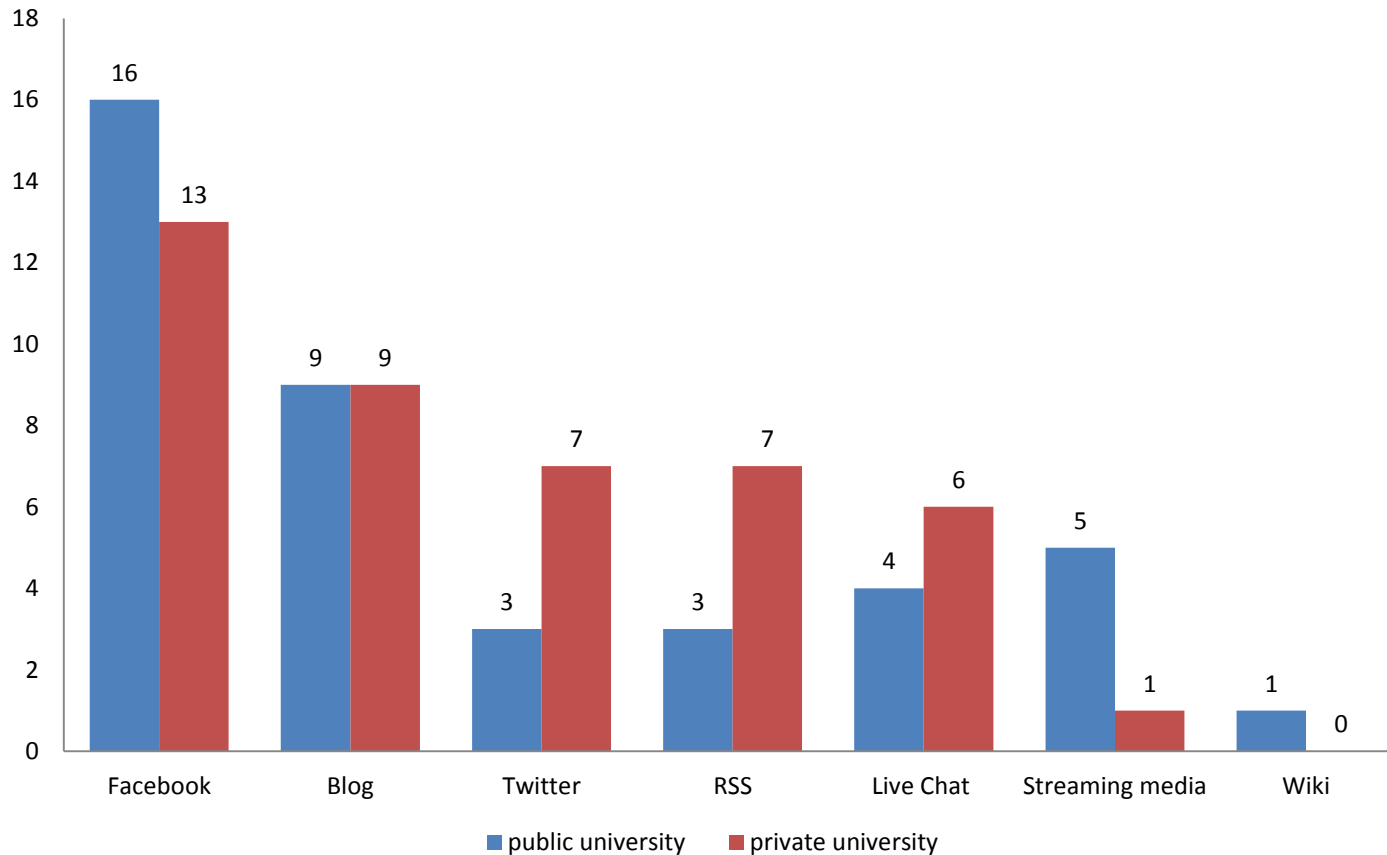
## Findings

Web 2.0 applications	Public University		Private University		Total
	Count	%	Count	%	
Facebook	16	55.17	13	44.83	29
Blog	9	50.00	9	50.00	18
Streaming media	5	83.33	1	16.67	6
Live Chat	4	33.33	6	66.67	10
Twitter	3	30.00	7	70.00	10
RSS	3	30.00	7	70.00	10
Wiki	1	14.29	0	85.71	1
<b>Total</b>	<b>41</b>	<b>44.32</b>	<b>43</b>	<b>55.68</b>	<b>84</b>

Number of websites featuring Web 2.0 applications by library type as of March 2012

# Findings

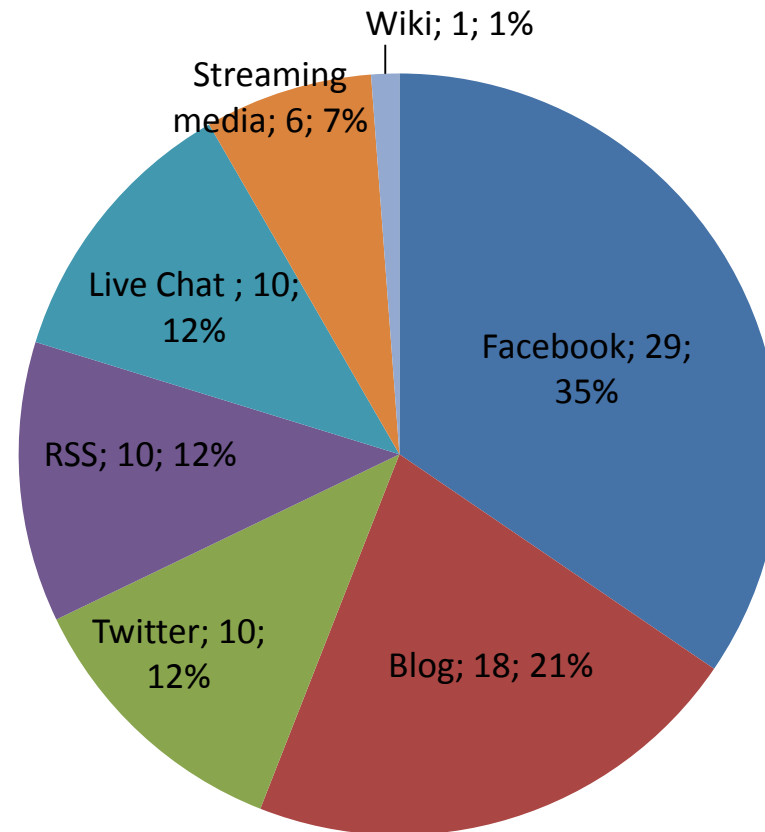
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Number of websites featuring Web 2.0 applications by library type as of March 2012

## Findings

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Number of websites featuring Web 2.0 applications as of March 2012



## Results and Discussion

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### Facebook

- sharing library news or events
- sharing pictures
- marketing library services
- interacting with users



### Blog

- to provide news and events (UniKL, USIM, UniSZA, USM, UUM)
- to update their users on the opening hours, calendar of events (UiTM)
- to introduce their liaison librarians (UniMAP)
- for posting book reviews (MMU)
- blog as their official website (UTP)



### Twitter

- to tweet about opening hours (UKM)
- sharing pictures (UiTM)
- to tweet about news and events (UKM, UniSZA)

# Results and Discussion

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## RSS

- to disseminate news and updates
- to disseminate up-coming events and announcements (UIAM)
- for sharing items published on liaison librarian blog (UniMAP)



## Live Chat

- Yahoo Messenger/Meebo
- to interact with their users
- USM, UMT, UTM, UTHM, UTP, MSU, OUM, WOU, MEDIU, MMU



## Wiki

- to promote its library authored resources (UTM)
- Wiki@PSZ
- The page has been accessed 10,112 times since it was created

# Results and Discussion

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## Streaming media



- to broadcast the procedure on how to borrow books (UTHM)
- to upload their corporate video as a medium to promote their library (UTHM, UKM)
- to promote events at the library
- to train users how to use library resources and access various services (UKM)

# Conclusion

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- mode of Web 2.0 applications for the academic library websites in public and private universities is almost the same
- the order of popularity of Web 2.0 applications implemented in library websites are as follows: Facebook, Blog, Twitter, RSS, Live chat, Streaming media and Wikis.

2

- links to the Web 2.0 applications was commonly placed on the main page
- there were some library websites placed the links on the other page, which was quite hidden

3

- Web 2.0 applications have not widely used in academic library websites in Malaysia yet, except for Facebook
- Most of the libraries use email or online form as the way to communicate with their users rather than live reference chat

*Thank You*

