WEB 2.0

ON ACADEMIC LIBRARIES IN SOUTHEAST ASIA

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1

Contents

- **Introduction**
- **Web 2.0 in several regions**
- **Methodology**
- **Findings**
- **How we can collaborate?**
- **Conclusion**

Why is applying Web 2.0 on academic library websites important?

Alton and Dion (2010)

- libraries have recognized how different Web 2.0 applications can be used complementary to **increase the level of user engagement**

- the presence of Web 2.0 applications has an influence on its overall **quality of library websites**

Advantages of Web 2.0

- **convenience, low cost** (in term of developing the applications and marketing purposes), ability to capture best practices, collaboration and communication features (bilateral communication)

- library can **be visited (virtually)** and followed by both local and from distant countries

Web 2.0 in several regions
(the MOST popular Web 2.0 applications)

Region	Application
Malaysia	• **Facebook**
Europe and Asia	• **Blog**
North America	• **IM** (Instant Messenger)
Pakistan	• **IM** (Instant Messenger) and **Blogs**
Australia and China	• **RSS** (Really Simple Syndication)
New York State	• **Blogs, IM** (Instant Messenger) and **RSS**

Methodology

A list of university libraries which offer **LIS programs were complied** from Directory of Library and Information Science in Asia (http://www.cisap.asia/schools/)

The websites selected were analyzed during a two-month period between December 2012 and January 2013 using a **web analysis**

Content on the websites - hypertext links such as library news, announcement, library services, FAQs, directory and contact us were **accessed to check the availability of Web 2.0 applications**

The library websites were marked as **"Yes"** if the Web 2.0 applications appear, while they were marked as **"No"** for vice versa
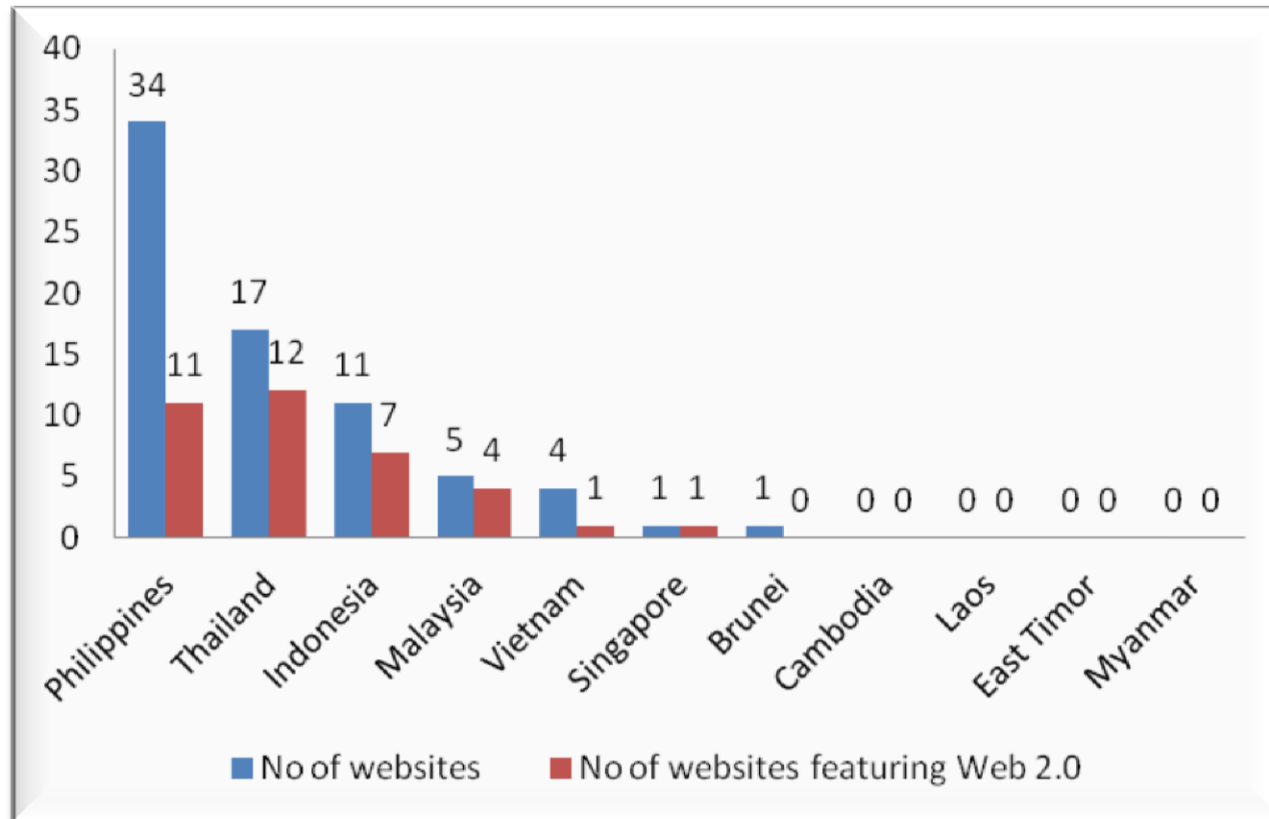
Figure 1: Comparison of the number of library websites and the number of library websites featuring Web 2.0 in the Southeast Asia.

Findings

Country	No. of websites	No. of websites featuring Web 2.0	% of websites featuring Web 2.0
Singapore	1	1	100
Malaysia	5	4	80
Thailand	17	12	70.6
Indonesia	11	7	63.6
Philippines	34	11	32.4
Vietnam	4	1	25
Brunei	1	0	0
Cambodia	0	0	0
Laos	0	0	0
East Timor	0	0	0
Myanmar	0	0	0
Total	73	36	

Table 2: Percentage of websites featuring Web 2.0 compare to the total number of websites for each country

Findings

	Facebook	RSS	Blog	Chat room	Twitter	Wiki	You Tube	Photo sharing	Streaming media	E-poll	Total
Thailand	12	7	1	4	7	0	2	2	2	3	40
Philippines	7	1	2	5	1	0	1	1	4	0	22
Indonesia	5	2	1	2	4	0	2	0	0	2	18
Malaysia	3	3	2	1	2	0	0	2	1	2	16
Singapore	1	1	1	0	1	1	1	1	0	0	7
Vietnam	1	0	0	0	1	0	0	0	1	0	3
Brunei	0	0	0	0	0	0	0	0	0	0	0
Cambodia	0	0	0	0	0	0	0	0	0	0	0
Laos	0	0	0	0	0	0	0	0	0	0	0
East Timor	0	0	0	0	0	0	0	0	0	0	0
Myanmar	0	0	0	0	0	0	0	0	0	0	0
Total	29	14	7	12	16	1	6	6	8	7	106

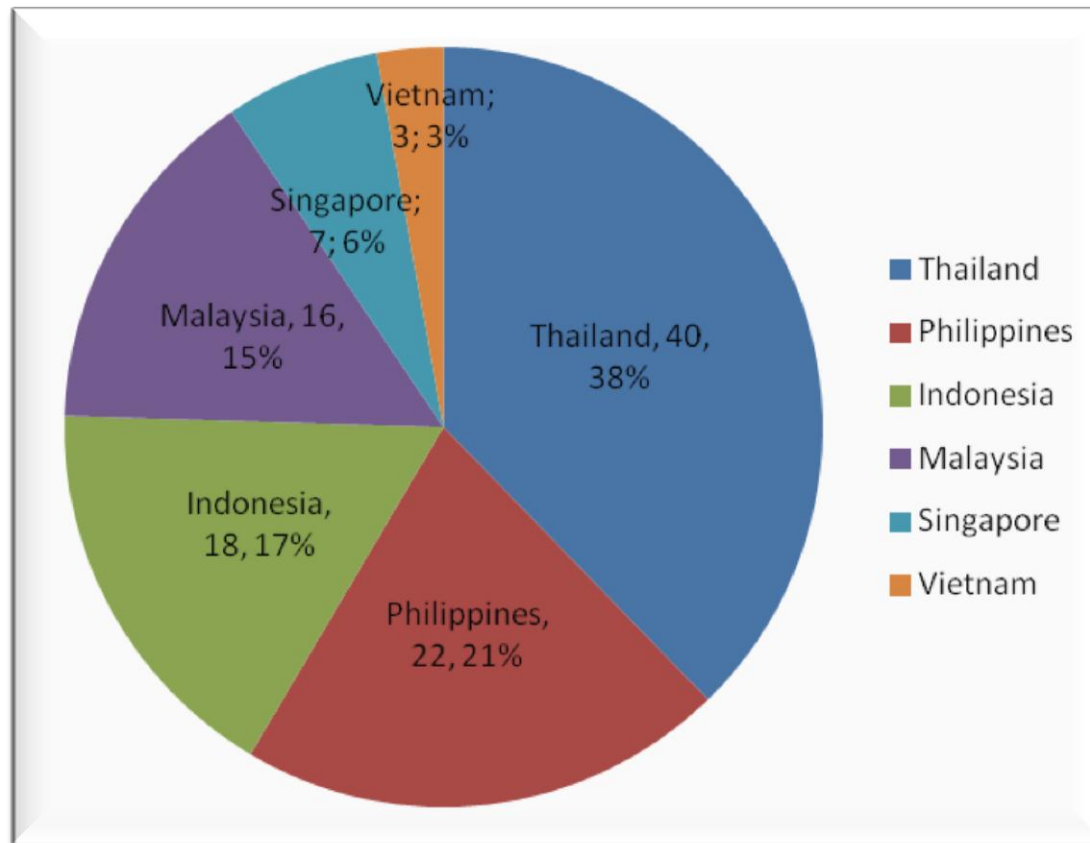Table 3: Web 2.0 applications from Southeast Asian countries.

Findings

Figure 3: Number of Web 2.0 applications by country in the Southeast Asia

How we can collaborate?

- **Blog** - an effective project management tool because of their centralized online location, sharing, gathering and commenting capabilities.
- contributions from partner libraries as well as adding rich enhancements, such as book jackets or movie files, to records from publishers and others.

- **Wikis -** PBWorks can also be used as a medium to co-create content which is related to the information resources among librarians all over the world.

How we can collaborate?

- **Facebook** - communicate, engage and collaborate with users by sharing photos, latest news and events, announcement, latest updates, latest collections
- Librarian Association - to interact with their members and updates on the latest news, up-coming events or even discuss on the agenda for their Annual General Meeting.

- **Chat or instant messaging -** could provide assistance to users in real time the users do not need to physically travel to the library to make any inquiries

Limitations

1. The selection of libraries from Southeast Asian countries was limited to universities which offer LIS program. Non LIS programs could be identified in four countries: Brunei, Cambodia, Laos and Myanmar. Therefore, no evaluation can be made in these regions.

2. Websites that were not available in English or could not be translated were also excluded. This would have an impact on the findings if they also implement Web 2.0 on their library websites.

3. Some of the websites also have broken link and could not be opened at all. In this case, the researcher considered them as "No".

Conclusion

1
- The popularity of Web 2.0 applications differs between countries.
- The order of the popularity of Web 2.0 applications on academic library websites are Facebook, Twitter, RSS, Instant Messaging, Streaming media, Blog, E-Poll, YouTube, Flikcr and Wiki.

2
- The implementation of Web 2.0 application in academic library websites in the Southeast Asia is still far from reaching the optimum penetration

3
- it is about time for libraries requires a new relationship between libraries and Web 2.0 applications in which all parties collaborate and work together in pushing the limits of what is possible whilst ensuring that core services continue to operate reliably.

Thank You

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