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Technology for Reference Library Outreach

based on the reading of “Augmenting Library Services: Toward the Sharium”, retrieved from <http://ils.unc.edu/~march/sharium/ISDL.pdf> (Fig. 1: The Sharium work space.)

Technology for Reference Library Outreach Date	Why did you choose this technology? How does it relate to the Sharium model? Note: all technology selections below are free.	How does your choice relate to the provision of reference service?
Blogger (1999) https://www.blogger.com	A library blog can be an excellent communication tool with students, faculty or among reference staff. Blogs can be more effective if posted in school courseware. Sharium: Blogs can support search/discovery; or a presentation. They also allows for community contribution by leaving commentary.	Blogs maintained by librarian(s) can provide description of resources, commentary on searching tools, or tutorials for advanced reference and readers advisory. Reference staff blogs can be used to share knowledge; alert about new subscriptions; and/or post reference stats and list current “hot topics”. Blogs are mainly textual, although some reference librarians can use vlogs (videos) or podcasting (audio) or both. Example: Cushing Whitney Medical Library Tutorials Blog http://cwml-tutorials.blogspot.com/
Skype (2003) http://skype.com/welcomeback/	Skype is a software that allows users to make phone calls over the internet. Sharium: Skype is a messaging tool.	In individual or group communications, Skype allows reference interviews and consultations. Users can call, video-call or message for free, extending the service hours of reference librarians.

		<p>Example: Ohio University Libraries http://www.library.ohiou.edu/ask/skype.html</p>
<p>del.icio.us (2003) http://delicious.com/</p>	<p>A social bookmarking tool that enable users to tag, save and manage their favorite websites in an online space. It's also a strong discovery tool built by the community.</p> <p>Sharium: delicious is a search/discovery; construction and contribution tool.</p>	<p>It offers users the ability to assign metadata in the form of tags to each saved item. By assigning each resource a particular tag, librarians can use these applications to create web-based subject guides, reading lists for specific classes and topics, and recommended web resources lists.</p> <p>Example: University of Michigan Health Sciences Libraries Bookmarks http://delicious.com/UMHealthSciencesLibraries</p>
<p>Second Life (2003) http://secondlife.com/</p>	<p>Second Life is a 3-D virtual world, built and owned by its residents. These communities are a growing trend and libraries can be part of them. http://infoisland.org/about/</p> <p>Sharium: Second life has all the components of the Sharium: messaging, search/discovery, problem solving/construction, contribution and presentation.</p>	<p>Reference librarians can create their avatars and participate in instructional sessions, programs and mixed reality events such as live lectures. Second Life facilitates meetings, conferences, classes, and presentations. Avatars communicate via group chat, voice or IM.</p> <p>Example: SCSU Distance Education Librarian in Second Life http://sllibrarians.ning.com/profile/disedlibrarian</p>
<p>Facebook (2004) http://www.facebook.com/</p>	<p>The web has become the place where people gather to interact and socialize. The library should have a presence in that space.</p> <p>Sharium: Facebook is a presentation tool but combined with other technologies can become a search/discovery</p>	<p>Facebook can bring the library to where potential and current users spend time; and, anybody can put the library into their space. Some libraries take reference questions or make recommendations on resources from Facebook. Libraries' profiles in Facebook function as a</p>

	(with search box) or messaging (with chat).	mini portal providing service information; events calendar and/or OPAC search boxes. Example: Undergraduate Library @ UIUC http://www.facebook.com/pages/Urbana-IL/Undergraduate-Library-UIUC/6148508508
Flickr (2004) http://www.flickr.com/	Flickr is a photo management and video sharing and hosting website. Users can be given permission to organize photos, add tags and leave notes or comments. Sharium: A search/discovery, problem solving, contribution (tagging or leaving comments) and presentation tool.	Flickr can be used as a photo repository bringing a collection closer to the community. It also allows photos to be tagged and browsed. Example: The Library of Congress has a Flickr collection. Tags and photo identifying information have been added by the community assisting the library and the users of the collections. http://flickr.com/photos/library_of_congress/
Swicki (2004) http://www.eurekster.com/	Swickis are called social search engines. They are subject –specific and generally used on websites or blogs. Sharium: A search/discovery; problem solving/construction; and, contribution tool.	Creators can train swickis by loading preferred sites. Swickis learn from users through weighting search terms, clicked links and a voting system. A swicki “buzzcloud” can be added to a site displaying “hot” searches and providing a quick access to the swicki. They can be added to a reference blog; to libraries’ subject pages and to online classroom environments. Example: Geosciences Education Swicki http://geosciences-education-swicki.eurekster.com/
FeedBurner (2004) http://www.feedburner.com/f	This is a web feed management tool for bloggers, podcasters and video casters. It pushes information	This tool makes it easy to receive content updates in many popular pod catchers (iTunes,

<p>b/a/home</p>	<p>through RSS feeds broadcasting to subscribers. Free.</p> <p>Sharium: Discovery and presentation tool.</p>	<p>podnova, odeo); via email. Users can subscribe from a library webpage (via a button); they can also tag or share feeds.</p> <p>Authors can publicize traffic (number of listeners); combine feeds and photos from Flickr; or track podcast downloads.</p> <p>Example: Emory University Woodruff Library, the Library Survival Guide Episodes http://feeds.feedburner.com/LibrarySurvivalGuide</p>
<p>pbwiki (2005) http://pbwiki.com/</p>	<p>Wikis are web pages that allow for collaboration and storage of knowledge.</p> <p>Sharium: A discovery and construction tool.</p>	<p>Reference librarians can create subject-specific resources for a class or add resources to a class wiki created by a teacher. In both cases, reference services are enhanced and provided to an entire group, based on a specific need. Wikis can also serve as depository of training materials for reference staff.</p> <p>Example: Champlain College Library Research Resources http://champlaincollegelibrary.pbwiki.com/</p> <p>Antioch University Library Staff Training http://www.seedwiki.com/wiki/antioch_university_new_england_library_staff_training_and_support_wiki/</p>
<p>You Tube (2005) http://www.youtube.com/</p>	<p>YouTube is a social networking website that allows users to connect and share videos.</p> <p>Sharium: A presentation tool.</p>	<p>This video tool can be used for hosting and sharing videos for instructional and informational purposes (outreach, instruction, library tours, orientations, program promotions and access to collections). In combination with screencasting it can also be used to create short training videos for the reference staff.</p>

		<p>YouTube also allows users to create “channels” which aggregate all videos in one page, therefore all reference videos could be channeled together.</p> <p>Example: Faculty of 1000 Promotion –Weill Cornell Medical Library http://www.youtube.com/watch?v=Hst7n6p9iKA</p>
<p>Meebo (2005) http://www.meebo.com/</p>	<p>Instant messaging tool that supports different instant messaging services (Ajax-based in-browser). Librarians can sign into all the major messenger services simultaneously through this online application.</p> <p>Sharium: A messaging, problem solving and/or presentation tool.</p>	<p>Provides immediate assistance if librarian is available; patrons can implement librarians instructions simultaneously; file transfer is supported; and, can provide extended service hours.</p> <p>“meebo Rooms” connect to chat rooms for group discussions.</p> <p>Archives of chat transcripts can be mined to use for reference training, to create specific info resources and for collection development.</p> <p>Example: Ohio University Libraries, Chat with a Librarian http://www.library.ohiou.edu/ask/chat.html</p>
<p>Squidoo (2005) http://www.squidoo.com/</p>	<p>Allow users to create a single page site called “lenses” dedicated to a particular topic.</p> <p>Sharium: A discovery and presentation tool.</p>	<p>Those lenses can link to websites and online articles, blogs, RSS feeds providing reference librarians with subject guides or reading lists.</p> <p>Example: Lenses created by a reference librarian at the Walsh University Library with a collection of communication resources for class COM 360 http://www.squidoo.com/com360</p>

<p>Wink (2005) http://www.debugmode.com/wink/</p>	<p>Wink is a freeware screen capture for presentation and tutorial creation program. Screenshots are captured and explanation boxes, buttons, titles and voice can be added. It can be used in many languages.</p> <p>Sharium: A presentation tool.</p>	<p>Screen casting, can be easily embedded in a webpage for instruction on how to use interfaces, software, etc.</p> <p>Example: Du Bois Library, UMass, Amherst PubMed Search for an Author http://www.nlm.nih.gov/bsd/viewlet/search/author/author.html</p>
<p>Twitter (2006) http://twitter.com/</p>	<p>A social networking and micro-blogging tool. Libraries can send updates called “tweets” and users can received them via the Twitter website, SMS, RSS, email or Facebook.</p> <p>Sharium: A messaging and presentation tool.</p>	<p>Twitter can be used for outreach programs and library news. Internally, reference staff can be notified on updates and/or issues on network or services.</p> <p>Example: The Cleveland Public Library http://twitter.com/Cleveland_PL</p>
<p>Coccinella (2008) http://coccinella.im/</p>	<p>Originally Whiteboard, then renamed Coccinella in 2003; current cross-platform released in 2008. This software is an instant messaging and whiteboard combined.</p> <p>Sharium: A messaging; problem solving; and, presentation tool.</p>	<p>Reference librarians can communicate by writing in the whiteboard; with voice (Voice over IP); exchange files in real-time; or chatting with multiple people in a virtual room.</p> <p>Have not found a library that is using current platform.</p>