

# EMBRACING WEB 2.0

Mary Samouelian

Archivist, Electronic Records Unit

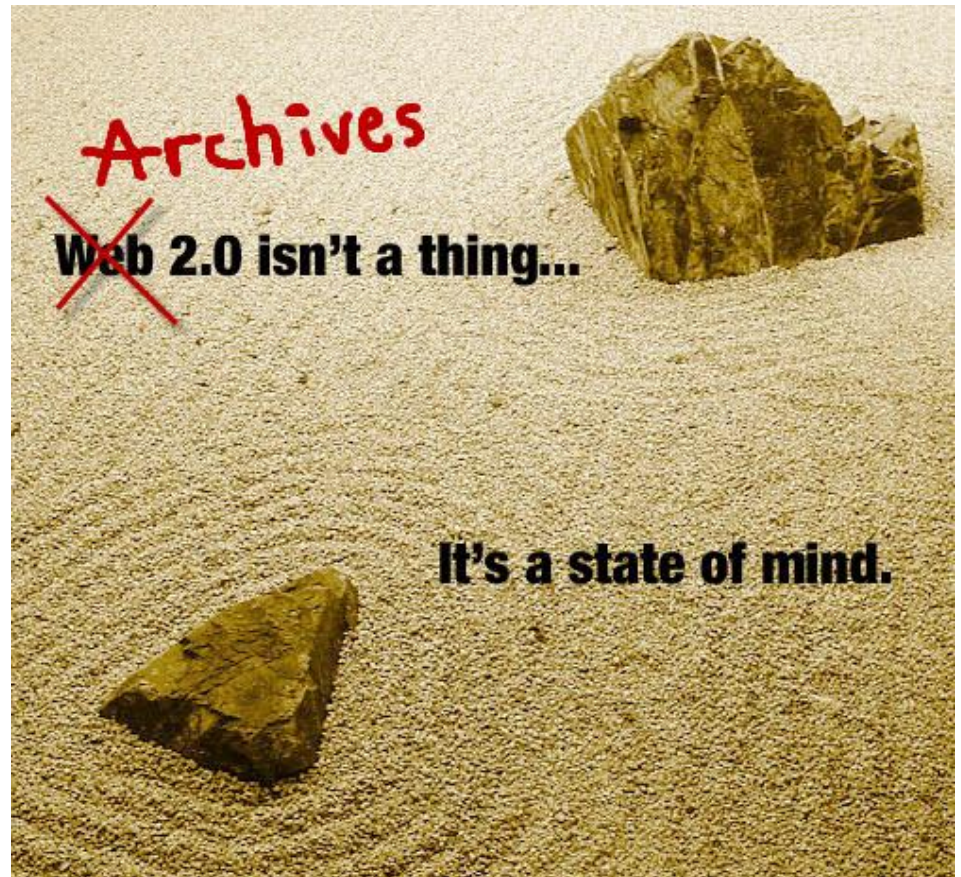
NC State Archives

August 13, 2009



# ARCHIVES 2.0

- Proposing new services and new ways of providing services
- Open to new ideas, flexible, user-centered technology, technology-friendly, and willing to take new risks
- New way of doing things, to diverse kinds of people, to new outreach opportunities



Courtesy: <http://www.flickr.com/photos/pigatto/332193181/>



# WHY RESEARCH WEB 2.0?

Movement towards digitization of collections.

The screenshot displays the Duke Digital Collections website. At the top left, there is a navigation menu with links: [DIA](#), [BRYN MAWR](#), [WELCOME HIGHLIGHTS](#), [USING THE COLLECTIONS](#), [FINDING MATERIALS](#), [CONTACT US](#), [COLLECTIONS](#), and [ART AND ARCHIVES](#). Below the menu is a "Library Home" button. The main header area features the "Duke Digital Collections" title and a search box labeled "Search Featured Collections:" with a "Search" button. Below the search box are two informational sections: "What am I searching?" and "What about the rest of the collections?". The central content area is titled "Collections by Subject:" and includes a brief description: "Browse collections by subject category. The collections listed below present material held by Duke University Libraries or by other organizations affiliated with Duke University." Below this are eight collection categories, each with a representative image and a "(more...)" link: Advertising and Consumer Culture, Duke University and Durham History, African American History, Featured Collections, Art, Literature, and Music, Transcultural Experience, Documentary Photography, and Women's History. On the right side of the page, there is a vertical sidebar with a "Navigation" section and a "to top" link. An orange circle is present in the bottom right corner of the page.

**Duke Digital Collections**

adViews  
Thousands of TV commercials created or collected by the D'Arcy Masius Benton & Bowles advertising agency, dated 1950s - 1980s

Search Featured Collections:  Search

**What am I searching?**  
A number of our [featured collections](#) share a common searchable database. You can use the search box above to search across these collections at the same time.

**What about the rest of the collections?**  
To view items in the many collections that are **not** searchable through the search box above, you can browse [Collections by Subject](#) or the [A to Z List of Digital Collections](#).

[Collections By Subject](#) | [A to Z List of Digital Collections](#) | [Related Resources](#) | [Blog](#) | [Twitter](#) | [Exhibits](#)

**Collections by Subject:**  
Browse collections by subject category. The collections listed below present material held by Duke University Libraries or by other organizations affiliated with Duke University.

- [Advertising and Consumer Culture](#) (more...)
- [Duke University and Durham History](#) (more...)
- [African American History](#) (more...)
- [Featured Collections](#) (more...)
- [Art, Literature, and Music](#) (more...)
- [Transcultural Experience](#) (more...)
- [Documentary Photography](#) (more...)
- [Women's History](#) (more...)

Navigation

to top

Simultaneously the web is moving towards collective intelligence and participation.\*

	Gen Y (18-32)	Gen X (33-44)
Watch a video online	72	57
Have a profile on a social network site	67	36
Read blogs	43	34
Visit virtual worlds	2	3
Share pictures	?	27
Download podcasts	25	21

Additionally, as of December 2008, **11%** of online American adults said they used a service like Twitter

\*Source: <http://www.pewinternet.org/Presentations/2009/19-Similarities-and-Differences-in-Online-Social-Network-Use.aspx>





Are we missing  
the “Web 2.0”  
wave?





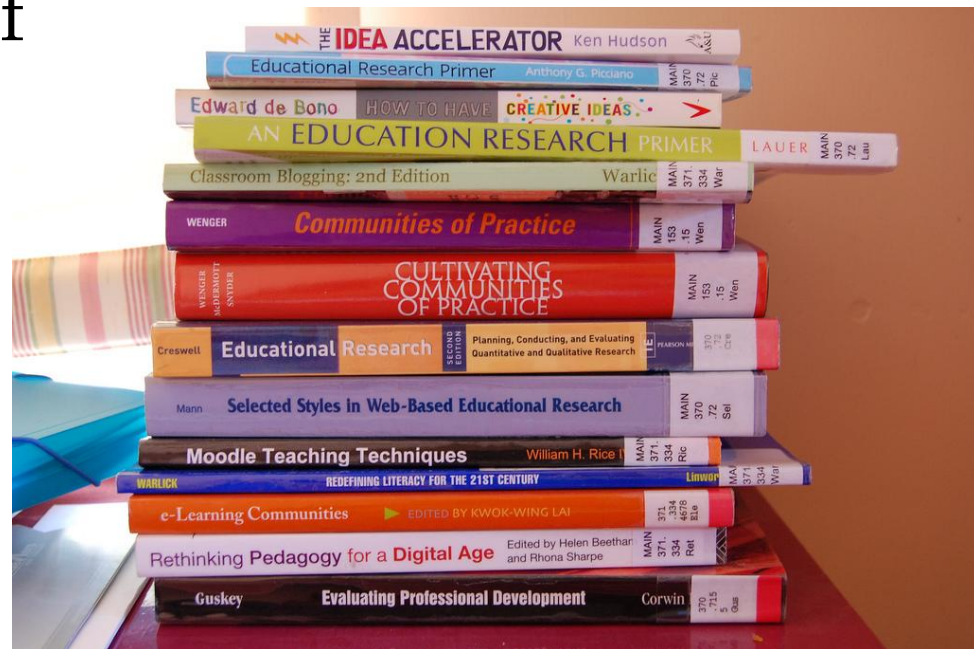
Courtesy: <http://www.flickr.com/photos/techbirmingham/76169852/>

Or is the real question how  
do we remain vital to our  
users in the digital era?



# RESEARCH

- Phase 1– content analysis of archival repository websites
- Phase 2 – one-on-one interviews with key professional staff

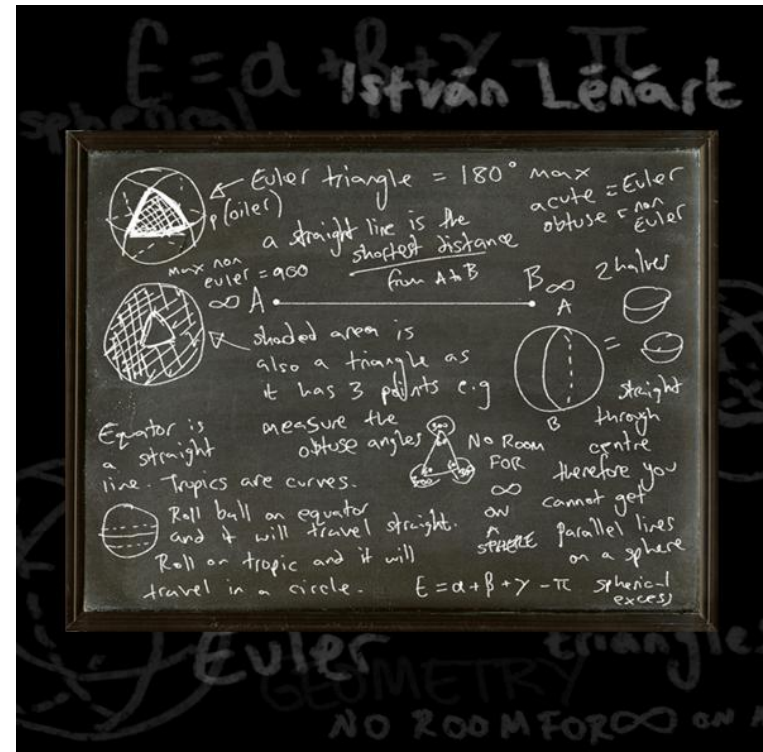


Courtesy: <http://www.flickr.com/photos/catspyjamasnz/>



# RESULTS

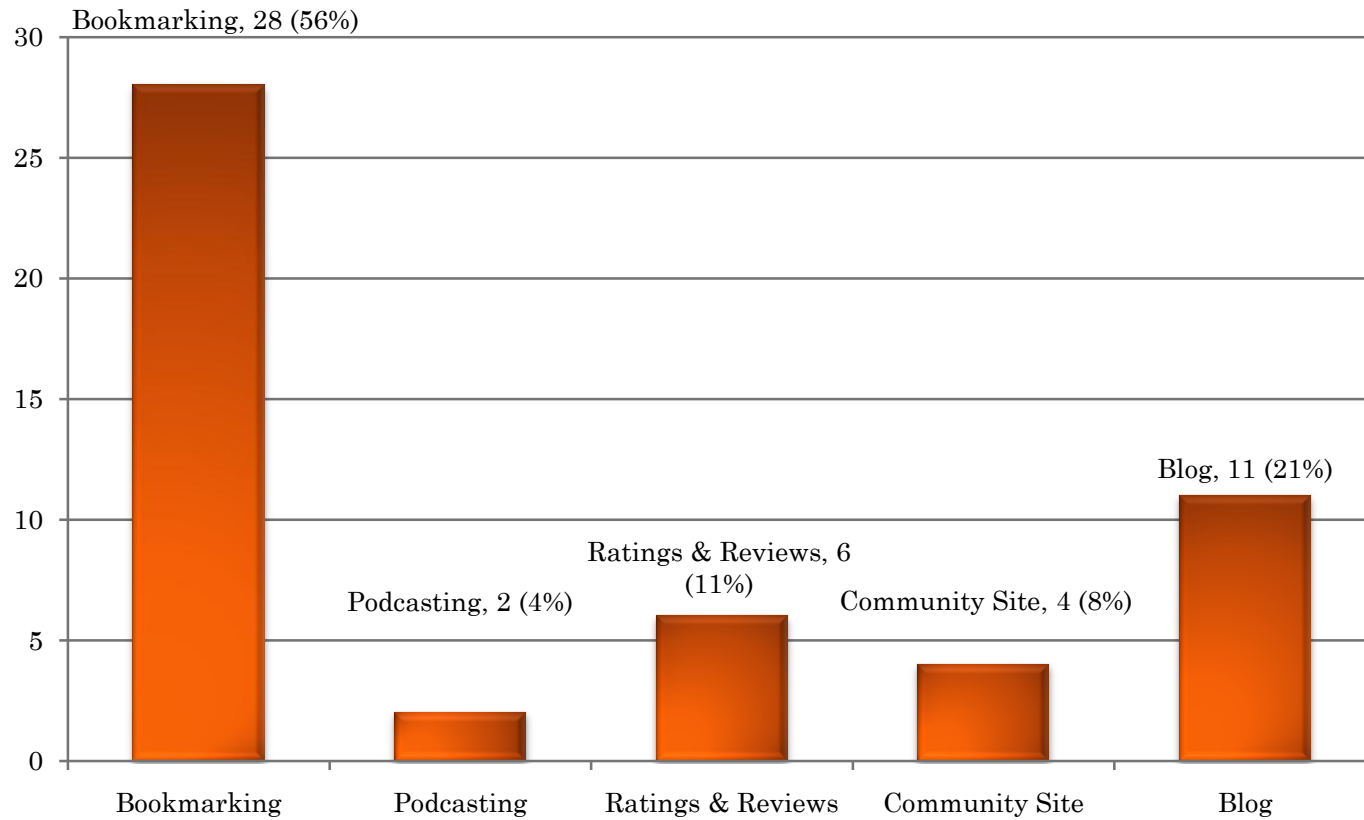
- Of the 213 repositories, 85 (40%) hosted a digital collection.
- Of the 85, 38 (45%) employed a Web 2.0 application.



Courtesy: <http://www.flickr.com/photos/tjtrewin/3269961953/sizes/o/>





# Web 2.0 Applications



# ONE-ON-ONE INTERVIEWS


## *Impetus for Including Web 2.0 Application on Repository Website*

Reasons	Number of Respondents	Percentage of Total Respondents
Promotion of collections	4	57%
Trying out new technology	3	43%
Participation from patrons	2	29%
Sharing our content with potential new users	2	29%
Direction from leadership	1	14%
Staying current with our users	1	14%




## *Pros of Implementation*

Positive Reasons	Number of Respondents	Percentage of Total Respondents
Increased promotion for department and resources	4	57%
Meeting needs of patrons	2	29%
Potential increase in number/types of users	2	29%
It was easy to implement	2	29%



## *Cons of Implementation*

Negative Reasons	Number of Respondents	Percentage of Total Respondents
Time 	5	71%
Lack of consistency with descriptive standards	2	29%
Lack of control over content	1	14%
Lack of technical expertise	1	14%
Creation of sophisticated metadata	1	14%



... you really have to stay current and *project an image of currency in terms of technology.*

...the *future researchers* that are going to use our collections –they *expect us to be on the web*, easily *accessible, interactive, multi-media* – they're just not simply going to use our collections if they're not easy.

...millennials make it clear that *convenience is really important to them*, so they're going to want to see things digitized with key word searches in multiple formats of the same record – I think that now you have to make this a main thing that you do – there is so much *competition for information out there.*



# REALITY CHECK

- Have a plan for implementation
  - Why implement a Web 2.0 application?
  - What purpose does it serve (or what do you hope you AND your users will get out of it?)
  - Do you have the resources (time, people and technology) available?
  - How are you going to track “success”?
  - How are you going to “advertise” your Web 2.0 application?
- Know your audience. If you build it, will users come?
- Do you want to capture user input and for what purpose? If so, how are you going to capture user information and ingest it as part of your repository?



# USE OF FLICKR



The Commons



Oregon State University Archives' photostream pro

[Collections](#) [Sets](#) [Tags](#) [Map](#) [Archives](#) [Favorites](#) [Profile](#) [Add Oregon State... as a co](#)

Congress' photostream pro

[Favorites](#) [Profile](#) [Add The Library... as a contact](#)

## American Pioneer Cabin



Image Title: American Pioneer Cabin  
Description/Notes: Early settlement of Oregon  
Original Format...

No known copyright restrictions [?]

Uploaded on Jul 1, 2009

1 comment

## Territorial capital at Corvallis, Oregon



Image Title: Territorial capital at Corvallis, Oregon  
Description: In 1852, the capital of the...

No known copyright restrictions [?]

Uploaded on Jul 1, 2009

0 comments



## Historic Photos (Library of Congress...)

7 sets

[digitalcollections/rbms](#)

[views](#) | [Add a comment?](#)



# HOMEGROWN WEB 2.0



## University at Albany Libraries' Digital Collections

Search    Collection Descriptions    About this Site    Copyright and Use  
Back to University Libraries    Back to Special Collections    Help    Home

Return to your [photo details](#) | Return to your [search results](#) | Start a [new search](#)

What can you tell us about this photo?

Email Address:



University of Albany Libraries  
M.E. Grenander Department of  
Special Collections & Archives

## Welcome to Naropa Poetics Audio Archives

The Naropa University Archive Project is preserving and providing access to over 51 Kerouac School of Disembodied Poetics (the university's Department of Writing and Poetics) and workshops conducted at Naropa by many of the leading figures of the

collection represents several generations of artists who have contributed to a re-reading of post-World War II American literature and its role in social change



[1 item\(s\) in Cart](#)



[S. Burroughs class on the technology and ethic of wishing - Part 1](#)

rating: ★★☆☆☆

[L. Rosenberg class. On writing poetry. July. 1984.](#)

rating: ★★★★★

[Ferlinghetti poetry reading July 1990](#)

rating: ★★★★★





# VIDEO



UNT Libraries Portal to Texas History.mp4



# PODCASTS

Florida Memory  
State Library & Archives of Florida

Home Florida Photographic Collection



Florida Memory Home > Collections

Kansas State  
Historical  
SOCIETY

SEARCH



## A Kansas Memory Podcast



Listen to stories of Kansans -- some famous, some infamous and some just average folks -- that are contained in documents preserved by the Kansas Historical Society Library and Archives. The letters, diaries, and other documents used in A Kansas Memory podcasts provide fascinating glimpses into the past by sharing the words of the people who lived through these events.

The documents used in our podcasts are part of [Kansas Memory](#). Earlier Kansas Memory podcasts used documents from [Territorial Kansas Online: A Virtual Repository for Territorial Kansas History, 1854-1861](#).

Listen to these podcasts on your computer or MP3 player free of charge. To listen, simply click the "Play" link next to the episode listed below or [subscribe](#) to the biweekly podcast with your favorite podcasting tool.

### 37. Over There!

Martha Farnsworth was a prolific diary writer, recording her daily experiences from 1882 through 1922 with only minor gaps. Martha and her second husband Fred taught a Sunday School class of boys. These boys became their family, including serving in World War I. This podcast will feature entries from Martha's diaries for 1917 and 1918 that record the activities of her "boys" serving in the military, activities on the home front, and Martha's emotions about the this war.

Coming  
Soon!

### 36. Grasshoppers! Plague of the Prairie

In the mid 1870s, settlers trying to establish homes and farms in Kansas had to deal with grasshopper invasions that would destroy crops. This pod cast will feature excerpts from a reminiscence that provides a word picture of an invasions in 1874 and from a diary that contains numerous references to these insects in May of 1875.

PLAY

- Visit
- Research
  - Our Collections
  - Kansas Topics
  - Family History
  - People
  - Buildings
  - Cool Things
  - KSHS Publications
  - FAQ
- Contact
- Subscribe
- Shop
- Preserve
- Get Involved
- Genealogists
- Tourists
- Teachers
- Kids
- Archeologists
- Government
- Historic Properties

Home

A podcast is an audio file that you can download and compatible sound software will work.

You can also subscribe to *The Los Alamos Historical Society Podcast*. Just click on the XML button below and paste the URL into your favorite podcasting software on the internet.

[The Los Alamos Historical Society Podcast](#)

Do you need podcast software? [iTunes](#) and [iPodder](#)

You can hear sounds from the past without subscribing

(What would these three Nobel Prize-winning physicists

When listening to a podcast, you can nearly escape the world. In this way her mother and she would embellish a story and casually asked questions. When finished, she would say her party had fallen asleep. She asked where she should serve dishes.... for my children." Almost immediately, her audience changed radically.

# Thank You!

## Questions?



Courtesy: <http://www.flickr.com/photos/dullhunk/202872717/>