EMBRACING WEB 2.0

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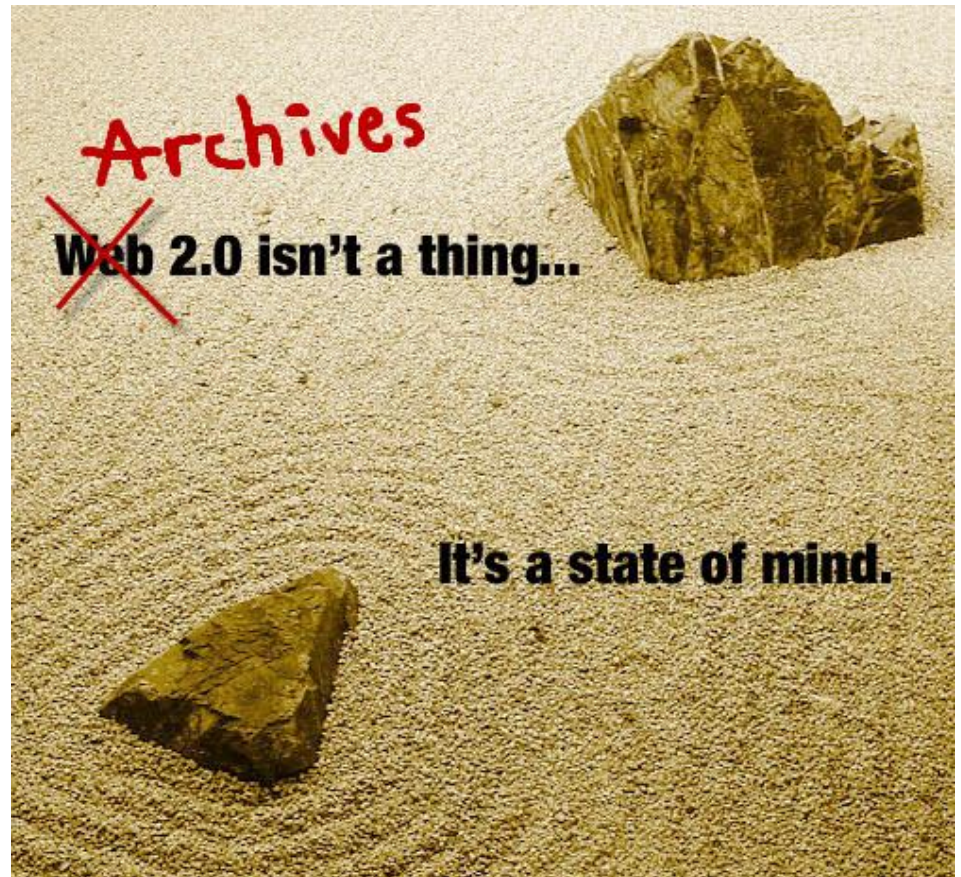
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ARCHIVES 2.0

- 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 out reach opportunities

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

WHY RESEARCH WEB 2.0?

Movement towards digitization of collections.

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

Are we missing the "Web 2.0" wave?

Photograph courtesy Duke University Archives

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

Or is the real question how do we remain <u>vital</u> 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/
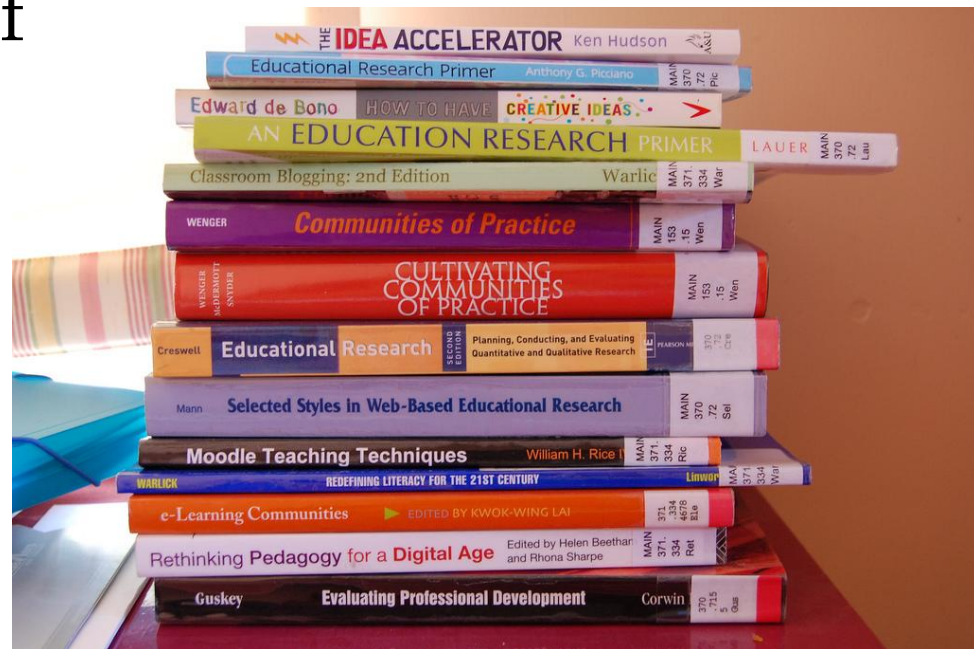
RESULTS

- Of the 213 repositories, 85 (40%) hosted a digital collection.

- Of the 85, 38 (45%) employed a Web 2.0 application.
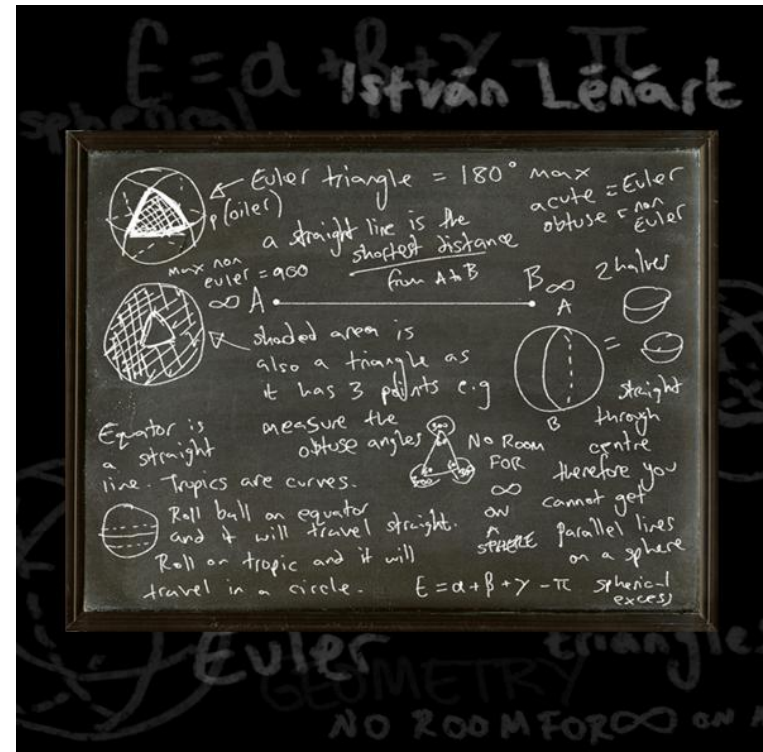
Web 2.0 Applications
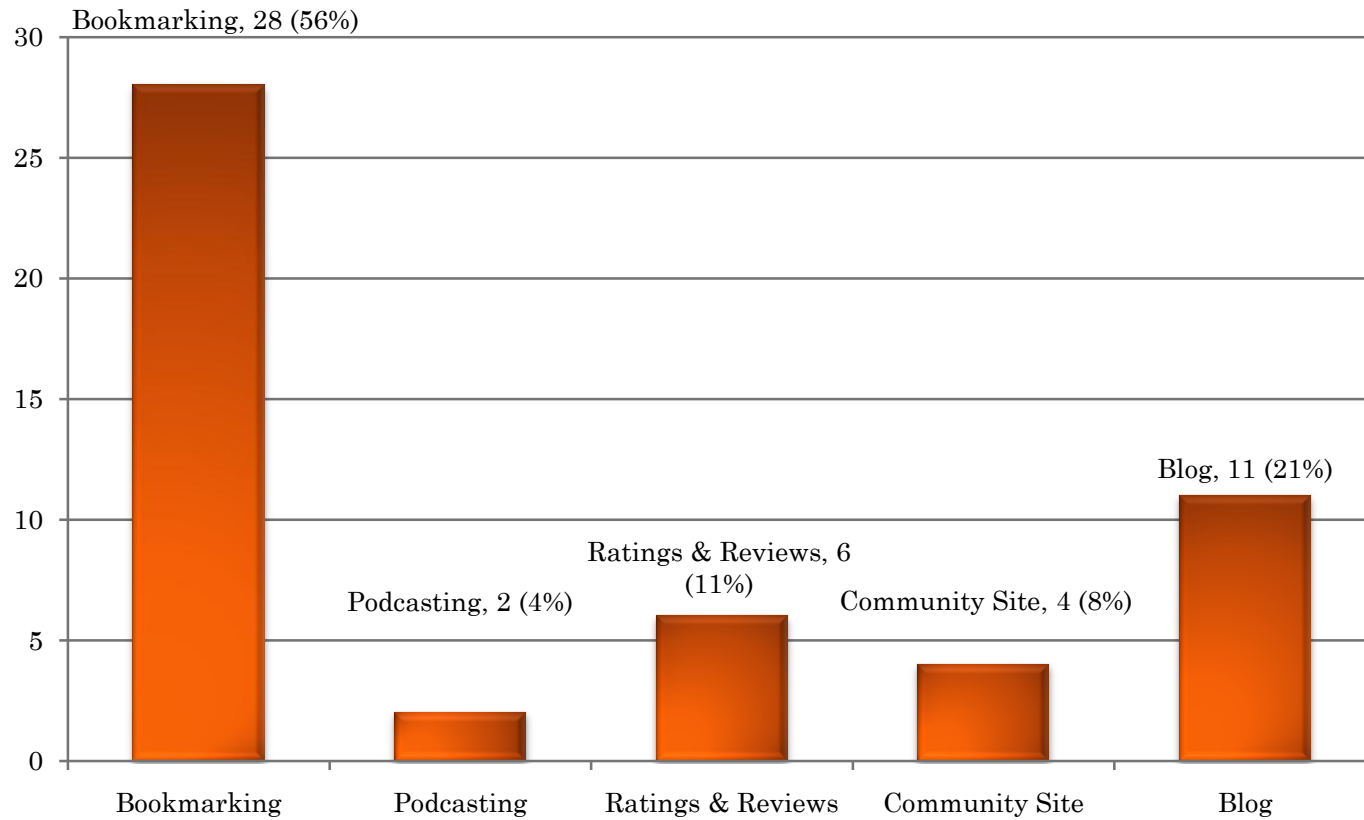
ONE-ON-ONE INTERVIEWS

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

HOMEGROWN WEB 2.0

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UNIVERSITY AT ALBANY State University of New York

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Welcome to Naropa Poetics Audio Archives

The Naropa University Archive Project is preserving and providing access to over 5(
Kerouac School of Disembodied Poetics (the university's Department of Writing an
panels and workshops conducted at Naropa by many of the leading figures of the U

ection represents several generations of artists who have contributed to ae
anding of post World War II American literature and its role in social change

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Ferlinghetti poetry reading July 1990
e rating:⭐⭐⭐⭐⭐

VIDEO

UNT Libraries Portal to Texas History.mp4

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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.

Kansas Memory PODCAST

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

Thank You!
Questions?