



# Effective Library 2.0 Services for Teens

Patricia M Webster



# Introduction

## The School Library is a Mash Up

By

Sharon Doyle and Lillian Trousdell



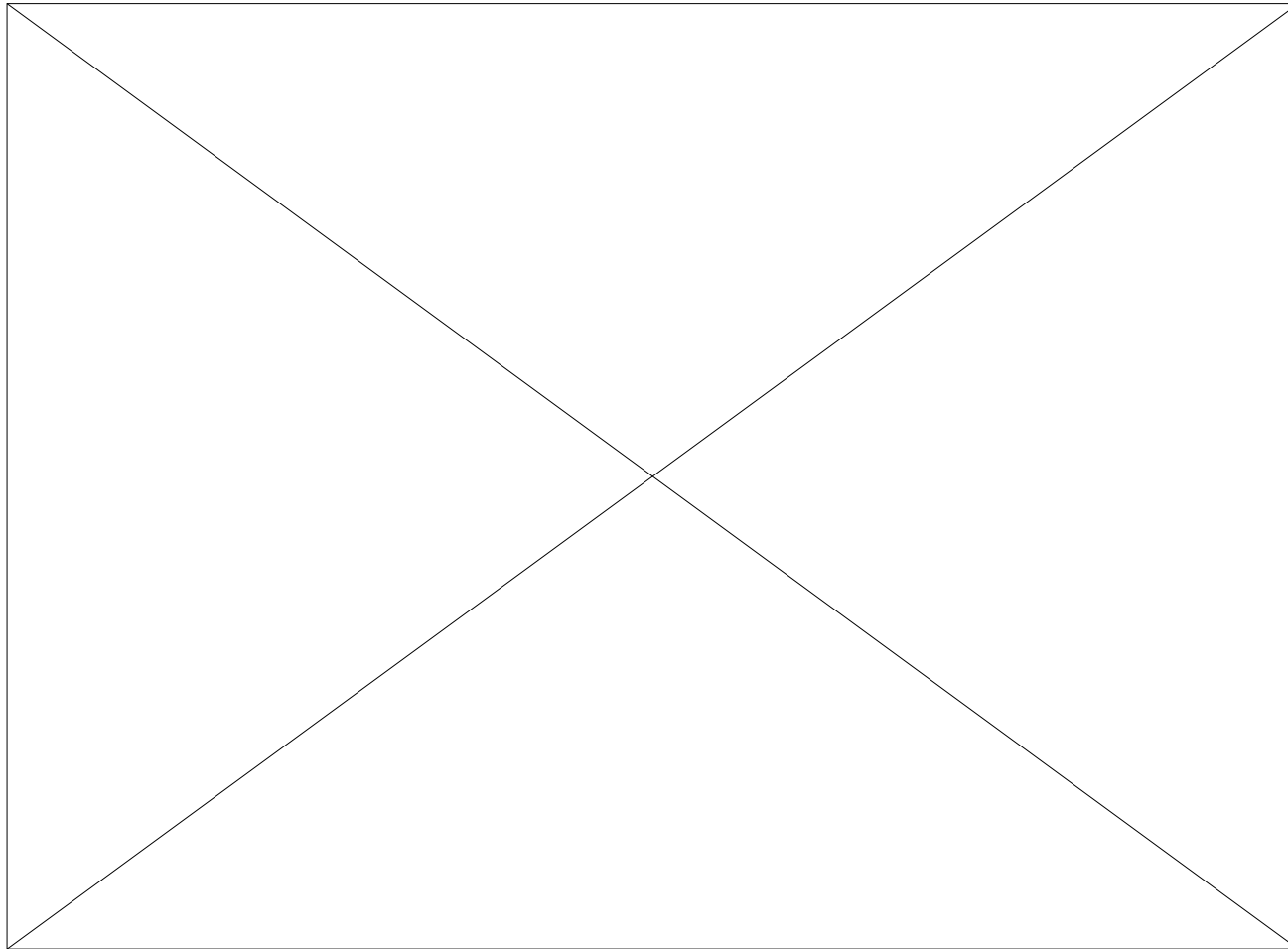
# What is Library 2.0?

## Library 2.0 Services:

- Are user centred
- Seek feedback
- Seek participation
- Reach current and potential users
- Are constantly evaluated
- Are adjusted to meet changing needs of the users
- May use Web 2.0 tools, but don't have to



Michael Stephens, Professor, Dominican University  
Graduate School of Library & Information Science talks  
about  
Library 2.0



# Research method

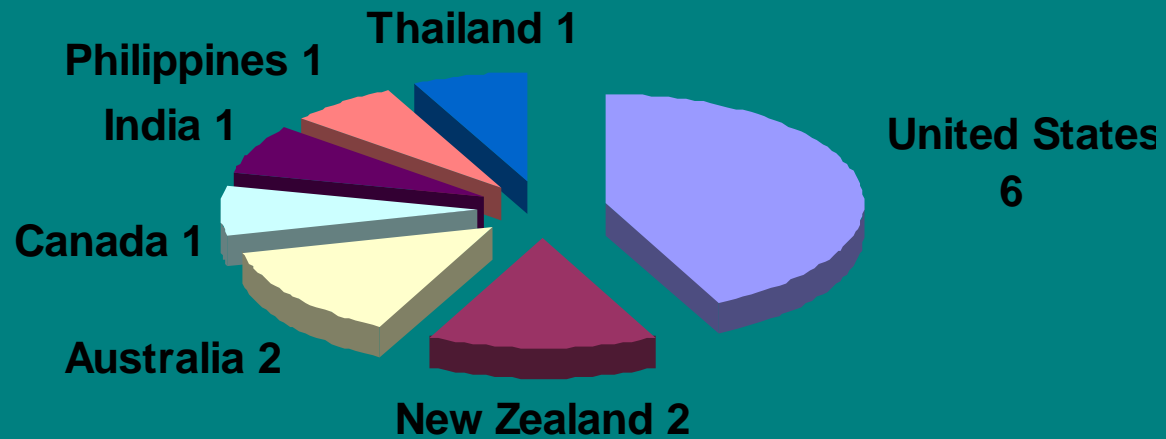
- 25 websites and blogs (5 from NZ) assessed
- 14 high school libraries, 11 public libraries
- 3 most successful sites were further evaluated to determine success factors
- Self-selected sample of NZ libraries surveyed to ascertain purpose of website, how they obtained feedback and evaluated site
- 28% fulfilled all criteria, least achieved criterion was the promotion of conversations (only 7 achieved this)

# Website / Blog research criteria

- User centred – either evidence of teen involvement or feedback from users sought
- Conversation rate  $\geq 1$  – as many **visible** comments as posts
- Actual/potential users – evidence of social networking links or that the site advertised teen library events
- Evaluation criteria – visible evidence that librarians responded to users' suggestions/comments
- Changes made – new content added at least weekly, or that the site had been updated within last 12 months
- Evidence the stated objectives or mission of the library or webpage/blog were being met

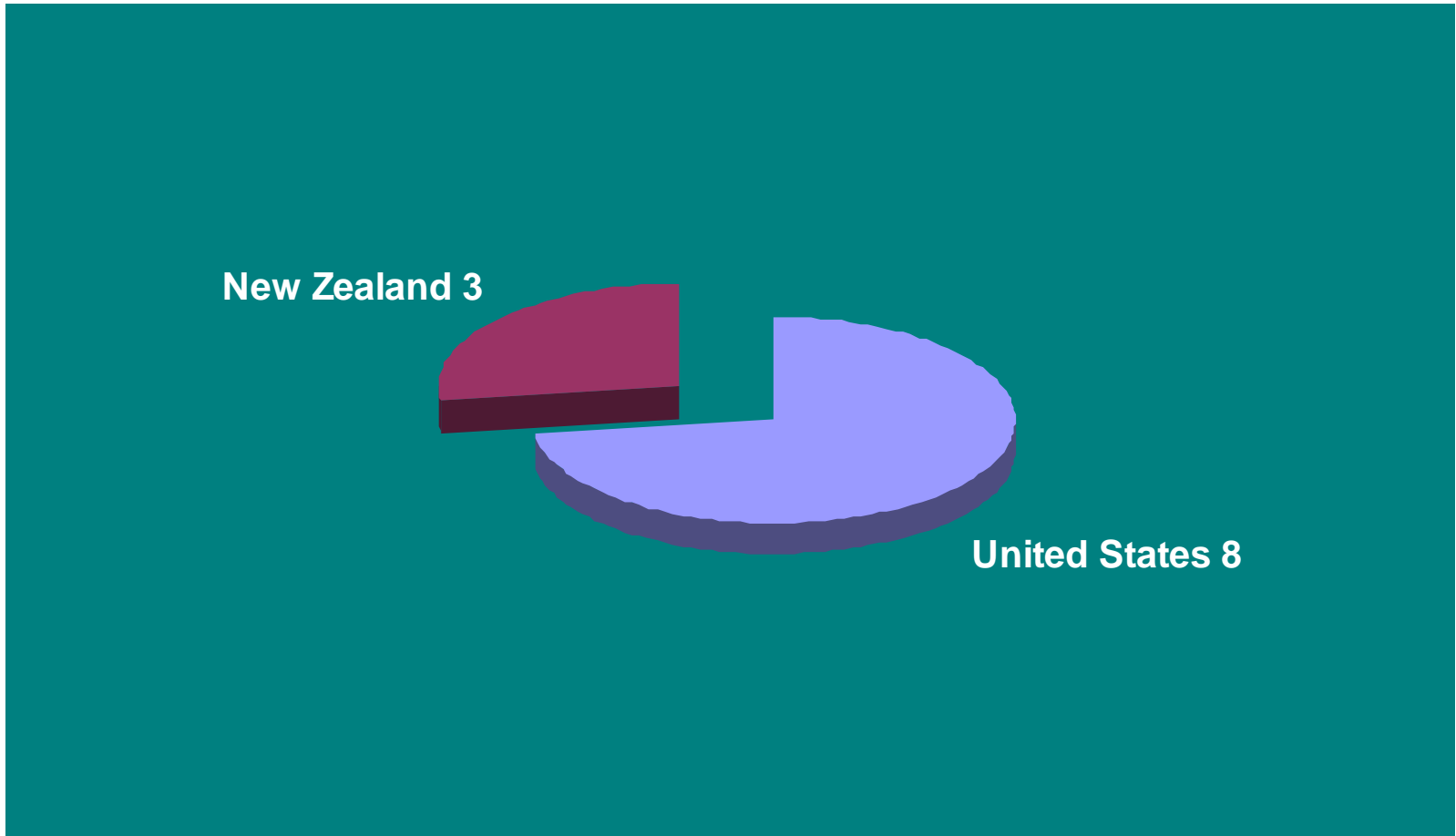


# High School Libraries





# Public Libraries





# Teens and technology

- Internet very attractive to teens and widely available to them
- 78% NZ children and teens access Internet weekly (Reddington, 2005)
- 100% secondary schools have internet access
- 60.5% NZ households have Internet access (Census 2006)



# Teen behaviour and social media

- Multitaskers, difficult to grab their attention
- Expect information right now, in the format that they prefer
- Want to participate and want feedback
- Find out what your audience is interested in
- Keep posts short and visual – limit the amount of text
- Don't try to be cool (= being a 'try-hard')
- Be yourself. Own up when you make a mistake. Laugh at yourself!!!
- The design is less important than ease of finding content
- Make the site easy to use

SO...



# ICT in schools report 2007

- 75% all secondary schools filter and monitor Internet usage
- Only 8% use blogs or other social networking services as a form of communication
- Sites filtered include: YouTube, MySpace, Bebo, Facebook
- Most common place for accessing Internet in school is the library (93%)

(Johnson, et al, 2008)



# Issues affecting effective provision of Library 2.0 services

- Social networking and collaborative technology require a degree of trust
- Filtering and banning social software restricts access
- ‘Radical trust’ not an option in a school setting – teens lack maturity, risk of vandalism or inappropriate content posting
- Moderated trust – comments and posts checked before being added to blog, website etc.



# Cybersafety

- Half of New Zealand teens have posted sensitive information about themselves in online public places
- Teens need to learn how to use social software safely – using it at home if not at school
- Who will teach them?
- Not their parents, who are less adept at using social software and are just as likely to post inappropriately! (Personal observation)

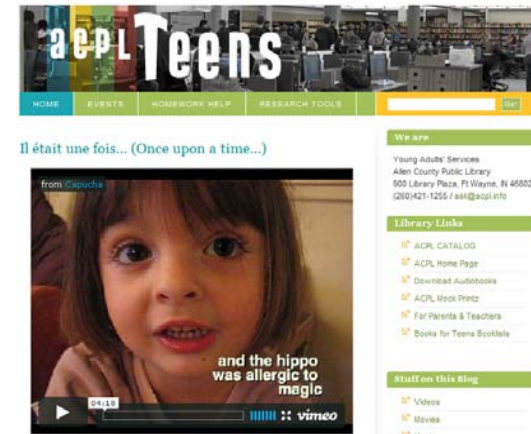


# Schools' role

- Schools can use blogs, wikis etc for teaching and learning, and teach cyber safety at the same time
- British study found using Web 2.0 technology encourages student engagement, increases participation and improves learning (all reflected in the new curriculum's key competencies)
- School libraries are very well positioned to assist with this

# What makes a Library 2.0 site effective?

- ACPL Teens



- The Portal



# These web pages:

- Are easy to access and navigate
- Are uncluttered, with easy to read pages
- Have short, high interest postings
- Have frequent posting by multiple authors, (Scotch College encourages students to comment and post)
- Have comments enabled
- Have conversations occurring – librarians respond to students postings
- Have more visual than text based postings
- Meet the objectives of the library



# An effective Library 2.0 service needs to:

- Be user centred, so get to know your library's users and their needs
- Involve students in the planning and creating of the website or blog
- Develop services to meet the student's needs you have identified
- Welcome feedback, seek participation by students via moderated comments
- Reach both actual and potential users
- Respond to student feedback, enter into conversations with your students
- Regularly evaluate the service
- Embrace change, accepts the service is not perfect, and alter it to meet users needs



# What are NZ libraries doing?

My research found that:

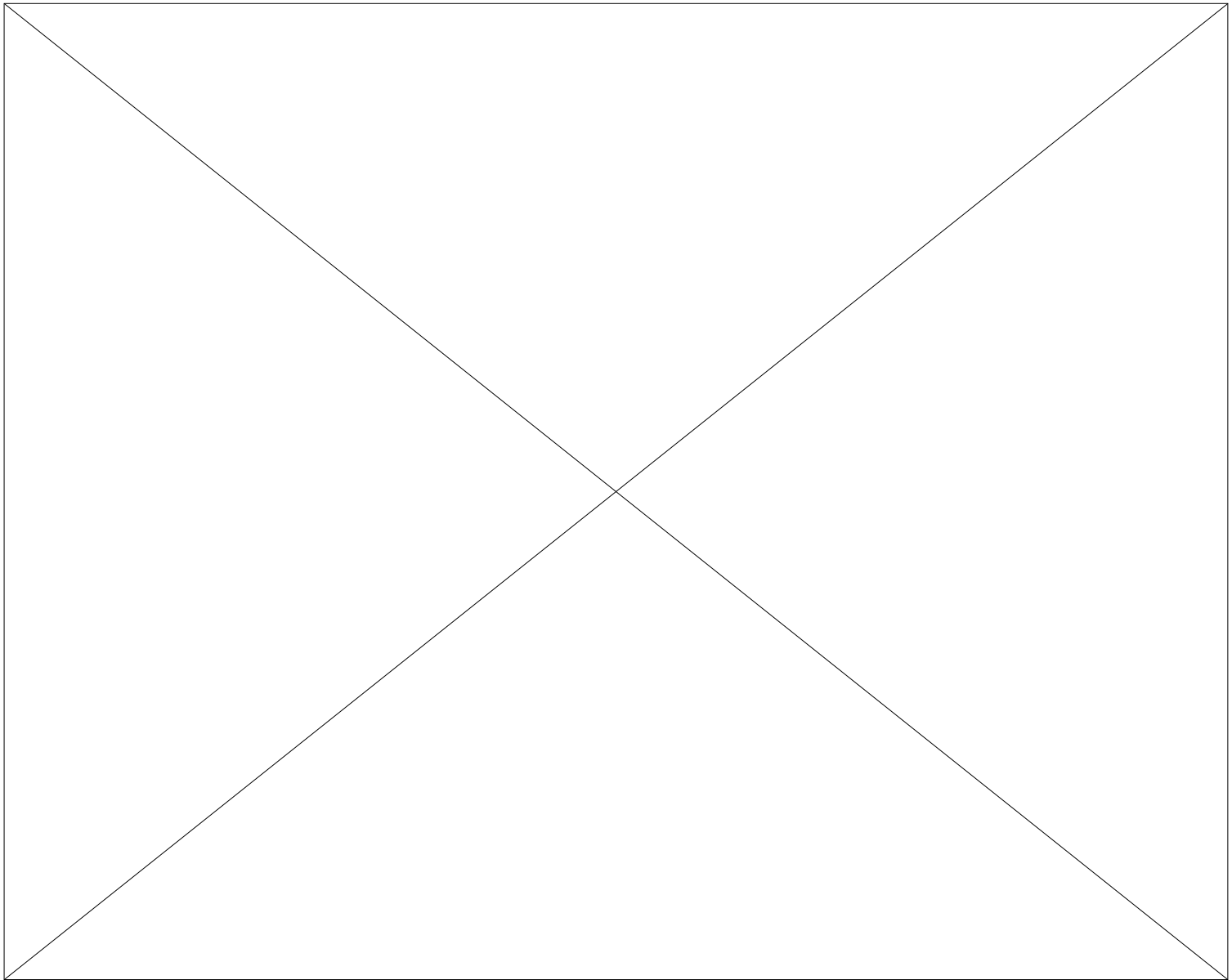
- 4 public and 6 school libraries responded to my listserv questions
- 40% were evaluated regularly
- 60% sought feedback, but only 30% allowed comments (all moderated)

What is happening now?

- [New Zealand School Library blogs, wikis and startpages](#)



# The 2.0 Librarian



# Orewa College Library Blog

- Begun in August 2009, so very Beta!!
- Purpose is to provide links to useful information for the school community outside the school intranet
- [Orewa College Library Blog](#)



The screenshot shows the Orewa College Library Blog homepage. At the top, it says "OREWA COLLEGE LIBRARY" and "A PLACE FOR ALL OREWA COLLEGE STUDENTS AND STAFF TO SHARE INFORMATION, RESEARCH TIPS, AND THEIR FAVOURITE BOOKS." Below this, there are several sections of text and a video player.

**STARTING SAFE ONLINE**  
We welcome and value your comments on our blog, but you must do it safely.  
**Blogging rules:**  
Use your first name, or a nickname only.  
No personal details  
Be polite  
Use correct English  
Your own thoughts only - don't copy anyone else's work!

Comments are moderated - we will check your comment before it is published to make sure you are following our rules.

We want your help as if you want to post some information, come and talk to a librarian.

If you want to know more about staying safe online visit:  
[NetSafe](#)

**WEDNESDAY, AUGUST 26, 2009**  
**Do you have a Kiwi accent?**  
Look at this video and think about whether you have a kiwi accent. If you don't, what accent do you have?  
32m W

**Oh News: Kiwi Accent**  


POSTED BY OCLIBRARY AT 12:51 PM  
LABELS: JOY FOR FUN, TALKING POINT, YOUTUBE



# High School Sites

- [Ateneo de Manila High School, Philippines](#)
- [The Unquiet Library, Creekview High School, USA](#)
- [Delaney College, Australia](#)
- [Li-Blog-ary, Galileo Academy, USA](#)
- [Golden Bay High School, NZ](#)
- [Linkin OUT!, Bangkok](#)
- [JHS Library Blog, Johnstown USA](#)
- [Kendriya Vidyalaya Pattom, India](#)
- [Mephram High Library Blog, USA](#)
- [Pesky Library Blog, Governor's Academy, USA](#)
- [Gargoyles Loose in the Library, University Laboratory High School, USA](#)
- [Girvan Library Blog, Wellington College, NZ](#)
- [Douglas R Scott library, York Mills Collegiate, Canada](#)



# Public Library Sites

- [Real Life, Carnegie Library of Pittsburgh, USA](#)
- [The Pulse, Te Auaha, Christchurch City Libraries, NZ](#)
- [Sellers Library Teens, Delaware County Libraries, USA](#)
- JoCo Teen Scene, Johnson County Library, USA
- [Teen Web, Los Angeles Public Library, USA](#)
- [The Doorway, Palmerston North Library, NZ](#)
- [The Library Loft, Public Library of Charlotte and Mecklenburg, USA](#)
- [Dropbox, San Francisco Public Library, USA](#)
- [Teen Blog, Wellington City Library, NZ](#)
- Tufts Stuff, Weymouth Public Library, USA