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## (Almost) No Code Web 2.0: Bringing Library Collections to Your Users Where They Live

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## **(ALMOST) NO CODE WEB 2.0: BRINGING LIBRARY COLLECTIONS TO YOUR USERS WHERE THEY LIVE**

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### **ABSTRACT**

Do your customers use social networking websites such as Facebook, browser toolbars, and smartphone apps? If we want our libraries to remain vital and relevant, we can't expect our customers to come to us. Instead, we need to bring our library services and collections to our customers where they live with interactive information sharing! Objectives of the session: This presentation will share strategies for utilizing Web 2.0 tools that require little or no coding experience to market library services and collections. What attendees can expect to learn: The discussion will include Web 2.0 examples that illustrate how to provide user centered library services and collections in an academic library setting via Facebook, toolbars, and mobile interfaces. Participants can expect to learn new ways to market their collections, especially electronic resources, to customers who may never visit the library in its physical space. Audience participation: Session participants will be asked to contribute and discuss ideas and experiences for making the most of library services and collections, especially electronic resources, by utilizing Web 2.0 tools.

### **BACKGROUND**

Founded in 1982 in Macon Georgia, the Mercer University School of Medicine has the mission of training physicians whose service will help meet the health care needs of rural and other underserved areas of Georgia. The Mercer School of Medicine's presence in Savannah dates back to 1996 when the University joined in a clinical relationship with Memorial University Medical Center. Over the ensuing 13 years, instruction for third- and fourth-year medical students was provided at the Memorial University Medical Center. The Georgia General Assembly, recognizing the need for additional physicians in the state, allocated funds in the 2007-2008 fiscal year for Mercer to expand to a four-year program in Savannah that confers the M.D. degree and employs the same curriculum and teaching methods as the Macon campus.

The Mercer University Medical Libraries serve the medical school in Macon and Savannah. The Macon campus library also supports masters programs in Public Health, Family Therapy, and Nurse Anesthesia. The Savannah campus library also supports the Memorial University Medical Center which includes a main hospital, a pediatrics hospital, a cancer institute, and a biomedical research facility.

While the number of potential users increased by 300 percent in 2008, the number of print book circulations only increased by 28 percent. In 2008, we checked out on average 1 print book an hour at the Savannah campus. It became apparent that since our customers weren't coming to us to use our collections, we needed to bring our collections to our customers! In addition to providing as much core content as possible in electronic format, we decided we also needed to

make our customers aware of the resources available to them 24/7 via their computers, PDAs, and/or smartphones.


## FACEBOOK

The medical students asked for a forum to discuss textbooks and board review books. This was an opportunity for the libraries to support the students, while at the same time providing a venue for the libraries to promote services and collections via social networking.

Why did the libraries choose Facebook? It is considered the most popular social networking resource, is utilized by a variety of age populations, has multiple applications and dozens of users, is free to sign up for an account, and requires no coding knowledge to implement.

<http://blog.compete.com/2009/02/09/facebook-myspace-twitter-social-network/>

**Top 25 Social Networks Re-Rank**  
(Ranked by Monthly Visits, Jan '09)



Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,052	54,218,731	22
4	fixster.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9

It's popular with our target audience. Many of our medical students are on Facebook, as well as undergrad college students who might be interested in going to medical school. It's an easy way to keep the library visible by having a virtual presence. A mini poll of the students indicated that over 90% already had Facebook accounts.

Some of the challenges faced in getting Facebook up and going revolved around complying with university policy. The wording on the page couldn't imply a partnership, sponsorship or endorsement.

The Director of Web Management was contacted to see if there were any particular procedures that we needed to follow and if there were things we couldn't post. He said that there were currently no limitations to what we could post on Facebook but he did want us to invite him to join our page in Facebook so he could see how we were utilizing it. We chose to create a page because that is what Facebook prefers that you to do. Businesses or academic institutions should create a page. An individual user creates a profile and a group is usually used for special interests.

We started our page in March 2009. Right now we're posting any special holiday hours – any special events that we might have – like National Library Week or a book sale or new library resources. Over half of the students are fans and over 90 percent have indicated that they visit the libraries Facebook pages at least once a week.

While both the Macon and Savannah sites serve the Mercer University School of Medicine, the Macon campus also serves master programs and the Savannah campus also serves the

Memorial University Medical Center. After much discussion, it was decided to have two Facebook pages, one for each campus.

The libraries promoted Facebook by inviting faculty, students, and staff via email to “find us on Facebook” and “become a fan.” Small handouts were created with our Facebook url. If you already have a personal profile you can suggest this page to your friends. Signs and handouts were placed in visible locations around both campuses. A link to the libraries’ tools and apps was prominently displayed in the header of the libraries’ web page.



We created a shortened URL of our page on Facebook using <http://tinyurl.com> . We usually post maybe once a week and it takes 5 minutes or less. Pictures are very easy to upload as well.



## TOOLBAR

The libraries discovered that the students were using About.com and other popups and toolbars to find answers to medical questions and to search the literature because they were fast and easy to use. Students felt that finding library resources was confusing and time consuming. Nobody has ever accused our library catalog of being fast and easy to use. We determined that we needed to provide our users with an effective alternative way to search for library resources directly from any site on the web.

Since our students were already using a variety of toolbars such as Google and Yahoo, we investigated ways in which we could create our own customized library toolbar. We wanted to identify a way to create a toolbar that would: be cost effective, be easy to maintain, meet user expectations of ease of use, provide relevant results, search a variety of subscribed and free resources, and provide the ability to create customized categories and groups. The Conduit Toolbar was chosen. <http://www.conduit.com/>

It's free. When users search from a Conduit toolbar part of the revenue earned by the search engine (ie Google) is shared with Conduit. The interface for creating and maintaining the toolbar is easy to understand. It resides on the Conduit site, so our organization's IT department didn't have to expend time or resources on us or the toolbar. We can select from the standard graphics and icons provided, or create our own.

Basic settings [Advanced settings](#)

**To add your Custom Search, follow the simple steps below:**

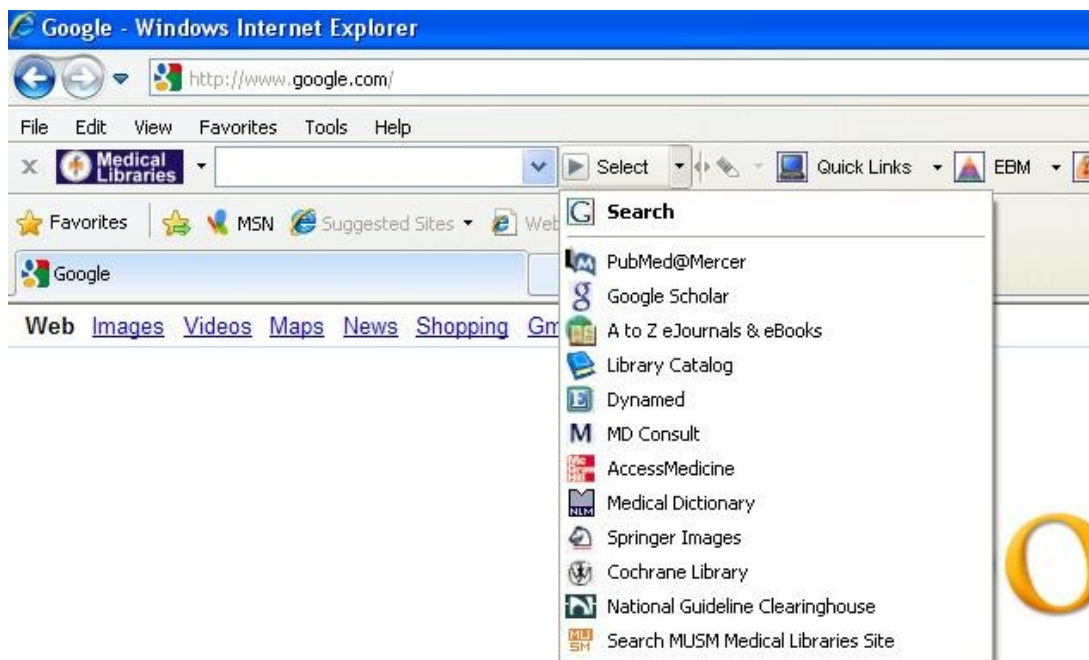
1. In a new browser window, open the relevant website. Using the search engine you want to add, search for the term **MYSEARCHTERM** (upper case).
2. Copy the resulting URL and paste it here: [?]  
  
Name the new Custom Search:  
  
Examples: Amazon, CNN video  
[Find out about Search Engine Limitations](#)
3. Upload an icon (optional): [?]  
   
This will automatically be resized.

It's easy for users to download. We can just point users to the url where our customized toolbar resides on the Conduit site and they download it from there.





A link can be made to the libraries' home page so that users can always find the libraries' web page wherever they are on the web. Users can search the libraries' resources from the toolbar. They can highlight a term on a Web page or type it into the search box to begin a search..



We can also provide links to additional features such as RSS feeds, weather, radio stations and email notifier. To date, about half of our students have downloaded the toolbar. You can also create customized categories and groups.



## MOBILE LIBRARY APPS

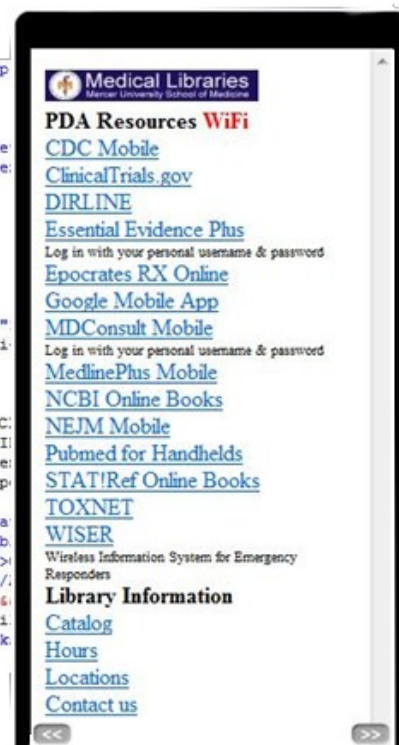
When we assessed our collections, we discerned that we had over a dozen resources that were available for download to smartphones. Over 95 percent of our students have smartphones. We decided that we needed to connect the two! We gathered together and organized a list of handheld accessible programs.

Some of the resources include:

- Access Medicine – e textbooks in clinical and basic science
- CDC Mobile – CDC health information
- DIRLINE – Directory of organizations and other resources in health and biomedicine
- Epocrates – Drug monographs, indications, interactions and adverse reactions
- EEP – Evidence Based Point of Care information
- FDable – Search several FDA databases at once.

Once that was done, very basic mobile content was created that allows customers to access wireless mobile resources from one page on their smartphones. A person with beginning-level coding skills can create simple content that will translate into a mobile library application. Our simple mobile webpage highlights both free and subscribed resources, as well as basic library information such as links to the catalog, library hours, contact information, and a map to library locations.

```
<!DOCTYPE HTML PUBLIC "-//WAPFORUM//DTD XHTML Mobile 1.0//EN" "http://www.w3.org/1999/xhtml">
<HTML XMLNS="http://www.w3.org/1999/xhtml">
  <HEAD>
    <META HTTP-EQUIV="Content-Type" CONTENT="text/html; charset=utf-8">
    <TITLE>MUSM Libraries mobile site </TITLE> <STYLE TYPE="text/css">
    <!--
    .style1 {color: #FF0000;}
    .style2 {font-size: x-small;}
    -->
  </HEAD>
  <BODY>
    <P><IMG SRC="mobile-logo.jpg" ALT="MUSM Libraries" WIDTH="100px" HEIGHT="50px">
    <BR><STRONG>PDA Resources <SPAN CLASS="style1">WiFi
    <A HREF="http://m.cdc.gov/">CDC Mobile</A><BR>
    <A HREF="http://pubmedhh.nlm.nih.gov/nlm/clinicaltrials/index.html">ClinicalTrials.gov</A>
    <A HREF="http://toxnet.nlm.nih.gov/pda/dirline.htm">DIRLINE</A>
    <A HREF="http://www.essential-evidenceplus.com/m/">Essential Evidence Plus</A>
    <SPAN CLASS="style2">Log in with your personal username & password</SPAN><BR>
    <A HREF="http://online.epocrates.com/home">Epocrates RX Online</A>
    <A HREF="https://m.google.com/search">Google Mobile App</A>
    <A HREF="http://m.mdconsult.com">MDConsult Mobile</A>
    <SPAN CLASS="style2">Log in with your personal username & password</SPAN><BR>
    <A HREF="http://m.medlineplus.gov">MedlinePlus Mobile</A>
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">NCBI Online Books</A>
    <BR>
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">NEJM Mobile</A>
    <A HREF="http://pubmedhh.nlm.nih.gov/nlm/clinicaltrials/index.html">Pubmed for Handhelds</A>
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">STAT!Ref Online Books</A>
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">TOXNET</A>
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">WISER</A>
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">Wireless Information System for Emergency Responders</A>
    <BR>
    <STRONG>Library Information
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">Catalog</A>
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">Hours</A>
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">Locations</A>
    <A HREF="http://www.ncbi.nlm.nih.gov/entrez/query/BookOnlineBooks">Contact us</A>
  </BODY>
</HTML>
```



## **PREVIEWING TINY WEB PAGES**

A variety of smartphones and other PDAs exist. Fortunately some free tools are available which allow you to see what your newly-mobilized webpage looks like. One online emulator we often used was:

<http://web.redevelopments.co.uk/mobile-phone-emulator/mobile-phone-emulator.asp>

Another tool we used was the Opera web browser. It has a small-screen option that is much like the tiny screen on a PDA.

Some online tools offer more rigorous testing for small-screen, mobile versions of webpages:

W3C Mobile Content Checker <http://waxler.w3.org/mobileok/index.html>

readyMobi <http://ready.mobi/>

Some of our resources are filtered through the proxy. For others, a php interface was created.

One small php script- less than 70 lines -tracks usage for both free and subscribed content. It also assists with ensuring a mobile user is logged in. A link to the script is simply placed before links to content, such as:

[http://ourlibrary.edu/cgi-bin/log\\_use.php?LNK=http://somepublisher.com/](http://ourlibrary.edu/cgi-bin/log_use.php?LNK=http://somepublisher.com/)

Such scripts have also proven useful for content which uses a username sign-on such as:

[log\\_use.php?LNK=http://somepublisher.com/?un=ZZZZ&pw=ZZZZ&mobile=true](http://ourlibrary.edu/cgi-bin/log_use.php?LNK=http://somepublisher.com/?un=ZZZZ&pw=ZZZZ&mobile=true)

The username and password are protected, but still allow one-click access for an e-resource. The web applications run on open-source software: PHP, MySQL, Apache, Fedora Linux. EZ-proxy 4.0 is the version of the commercial Proxy product used.

To date, over 50 percent of our students are using the libraries' mobile web page.

## **LIBRARY TOOLS & APPS**

In order to make all of our newly generated library tools and apps easily available to our customers, we created a page that links directly from the libraries' web page.





# Medical Libraries

Mercer University School of Medicine

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Databases & Resources ▾





Mercer University School of Medicine -- Macon  
Mercer Medical Library &  
The Peyton T. Anderson Learning Resources Center  
1550 College St., Macon, GA 31207-0001  
478.301.4056 (Library) or 478.301.4149 (LRC)  
[reference.ill@gain.mercer.edu](mailto:reference.ill@gain.mercer.edu)

Mercer University School of Medicine -- Savannah  
Memorial University Medical Center  
Health Sciences Library  
4700 Waters Ave., Savannah, GA 31404  
912.350.8345, [library@memorialhealth.com](mailto:library@memorialhealth.com)

It has all of our tools and apps in one place.


### Library Tools & Apps

[Facebook](#)




Follow announcements and events on the MUSM Medical Libraries Facebook pages. Choose either [Macon](#) or [Savannah](#).

[MUSM Medical Libraries Toolbar](#)



Take the library with you as you surf the web with the customized MUSM Medical Libraries browser toolbar! The MUSM Medical Libraries Toolbar is a custom-made web browser extension for the Mercer University School of Medicine community. It can be used with either Internet Explorer (IE), Firefox, or Safari. The browser toolbar is customizable – you can add or subtract components, connect to your email account, add links to Microsoft applications such as Word and Excel, and more.

[Mobile Library Apps](#)



Check out our list of [Medical PDA and Mobile Resources](#) for handhelds, iPhone, Blackberry, Palm, and Pocket PC. Try out [Mobile MUSM Libraries](#) that lets you access wireless mobile resources + library info from one page on your smartphone!

## CONCLUSION

By converting as much of our core content as possible from print to online and by bringing our resources to our customers utilizing Web 2.0 tools that were already a part of their lives, we increased usage of our resources by tenfold. The use of our reference services doubled

because our customers became aware of the resources the libraries had to offer and were able to contact the libraries via familiar social networking interfaces.

### **AUDIENCE PARTICIPATION QUESTIONS**

Has your library used other Web 2.0 tools to market your library's services or collections?

Discussion: A library plug-in that allows you to search your library's catalog from your web browser. A button that can be added to the Google Toolbar to search your library catalog, digital repository or other resources.

What do you see as tools of the future that will be used by libraries to market library services and collections?

Discussion: Gadgets that are simple HTML and JavaScript applications that can be embedded in webpages and other apps, such as a Google Gadget for your library's resources that can be downloaded to iGoogle. Publisher digital tools for libraries to customize access, such as the new SciVerse developer tool from Elsevier.