



Metamorphosis in the Academic Library: the virtual life of a science librarian

Pavlinka Kovatcheva, University of Johannesburg, LIC

Annual LIS Research Symposium, 30 July 2009

The Metamorphosis Life of a Librarian

The 80s: Traditional role

The 90s: Transitional role

The 21st Century: Virtual + Web 2.0 role

Traditional + Virtual + Web 2.0 = Comprehensive Librarian?

SUBJECT INFORMATION LIBRARIAN: SERVICES TO USERS

Support to Teaching, Learning & Research

- Provides Information Retrieval & Research Support
- User Education & Training to users
- Collection Development, Maintenance & Management of Collections
- Technology & Service Development
- Promotion/Marketing of Library Services & Resources
- Networking with the Academic Departments, Internal & External clients

Emerging skills & duties: Web 2.0 developer; Social Software skill; Proactive; Innovate & Collaborate; Empowers Others; Anticipates needs; Provides Solutions; Creating Curriculum content; Teacher/Trainer in the Classroom, etc.

SUBJECT INFORMATION LIBRARIAN: SERVICES TO USERS

Traditional service

Help users face-to-face

Departmental visit

Newsletter

Print/E-mail notification

Displays in the Library

Print Brochures & Posters

Static Library website

ToC (print; via e-mail)

Search results sent through e-mail /print /export

Library 2.0 service

Blogs

Social Networking

Social Bookmarking

RSS feeds

Wiki for subject guides

Instant Messaging/Chat: Ask-a-Librarian help

Mind Maps

Podcasts & Videos

Embedded widgets

iGoogle (personal Web 3.0)

SERVICES TO USERS: RECOMENDATIONS

Meet users in their space Virtual & Physical

Library Links from the Departmental websites

Library Displays @ the Departments

Librarian help @ the Departments

Initiate Library talks for Faculty

Use the Virtual Learning

Environment

Use the Social Networking places (Facebook; LinkedIn)

Tempt users into the Library Space

Physical & Virtual access
Interactive Library website

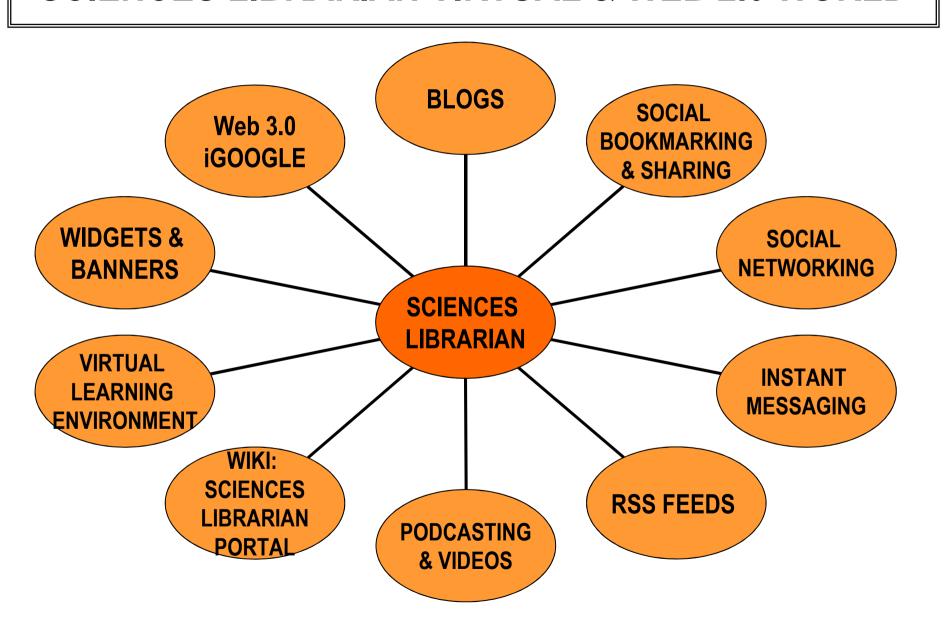
Initiate Games (Sudoku; Library quizzes, Widgets, Second Life, etc.)

Build personal relationship

Library special projects (*Database* of the week; One Book-One Library, Library week)

Use University news channels to promote the Library

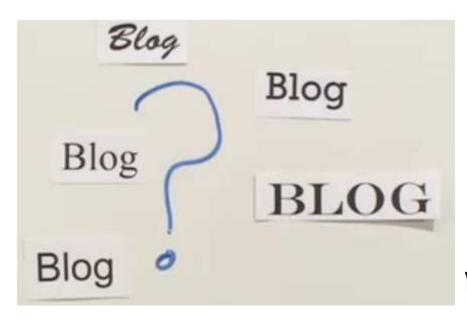
SCIENCES LIBRARIAN VIRTUAL & WEB 2.0 WORLD





BLOGS









UJ Sciences Library News

Library News; Library Services; Projects & Initiatives; Trial databases; New databases; Publisher's news and updates; etc.

UJ Sciences Library News

Blog Stats

o 1,207 hits

SUBSCRIBE

Subscribe to UJ Sciences Library News by Email

Recent Posts

- Reaxys Online: CrossFire Beilstein & Gmelin TRIAL (Until 31/8/2009)
- MyiLibrary Online Books TRIAL (until 30/9/2009)
- CASE: A to Z Journals List: New upgraded library resource
- Library System (Millenium-Innopac): Server upgrade
- JSTOR: Sciences Journals per Discipline
- CABI launches enhanced Life Sciences delivery platform
- ONE BOOK ONE

Reaxys Online: CrossFire Beilstein & Gmelin TRIAL (Until 31/8/2009)

July 14, 2009 — Pavlinka Kovatcheva | Edit

Reaxys Online: Beilstein, Gmelin and Patent Chemistry Databases is on TRIAL until 31/8/2009.

The Library subscribes to **CrossFire & Reactions: Beilstein & Gmelin in CD-Rom format.**Now this product is made available online, and the Library has recently a presentation by Elsevier on its functionality.

Click here to Accsess Reaxys . Read more about this product.

Features:

- The TRIAL will run until 31 August 2009.
- The access is available only ON CAMPUS
- · The access is IP Authenticated for all UJ Campuses
- Multiple users
- Make use of Reaxys Training Manuals to easy your searching needs

Access is available through the Sciences Librarian Portal and Chemistry Subject Portal.

Please contact me for more information or if you experience any difficulty in accessing or

Tags

Academics Books CABI database CASE Chemistry Circulation Copyright

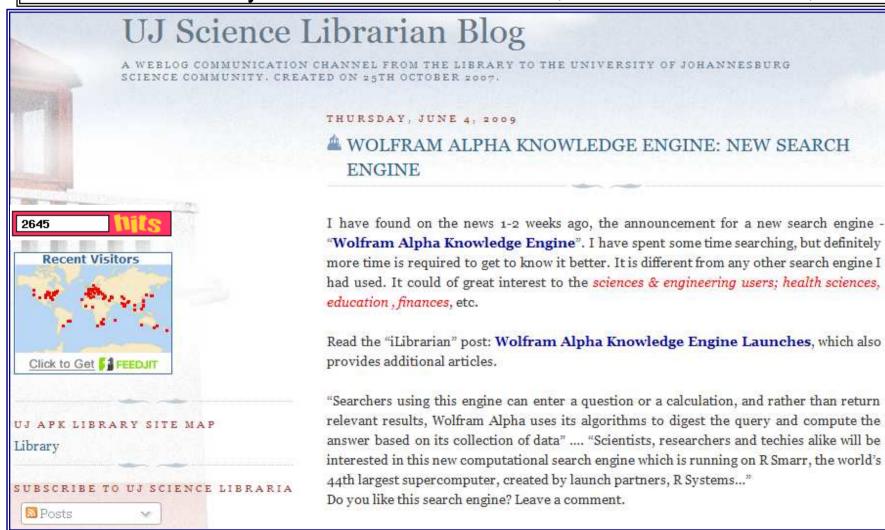
Databases access Databases

News EbscoHost Electronic
Course Reserve Exam Papers
Intercampus Loan InterLibrary
Loan IOP JOURNALS JSTOR
Lending Library Catalogue
Library hours Library
Membership Library Project
New Databases OnlineBooks
Open Access Physics

Posgraduates Publisher
visit Registration Research
Reserve Collection Sciences
Subjects Study Collection
Subject Librarians Table of
Content Teaching TRIAL
UJDigispace UJ Library UJ

UJ Sciences Librarian Research News

Sciences Research News; Journals Impact factors; Ranking; Links to articles by UJ Science Researchers; Research resources, etc.



UJ Sciences Librarian Blogs

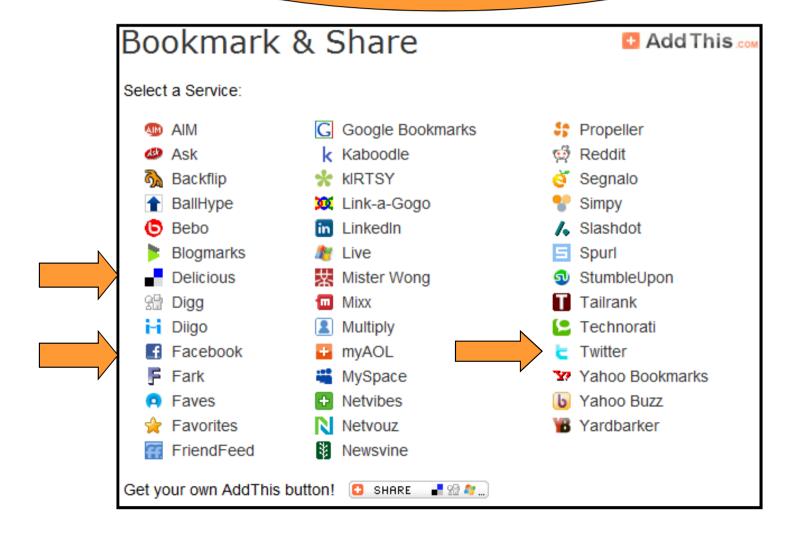
http://ujsciencelibrarianblog.blogspot.com/

http://ujscienceslibrarynews.wordpress.com/

UJ Sciences Library News Recent Posts Reaxys Online: CrossFire Beilstein & Gmelin TRIAL (Until 31/8/2009) MyiLibrary Online Books TRIAL (until 30/9/2009) CASE: A to Z Journals List: New upgraded library resource Library System (Millenium-Innopac): Server upgrade JSTOR: Sciences Journals per Discipline CABI launches enhanced Life Sciences delivery platform ONE BOOK ONE LIBRARY PROJECT Get Widget 10



SOCIAL BOOKMARKING & SHARING



Social Bookmarking is the practice of saving bookmarks to a public website and "tagging" them with keywords

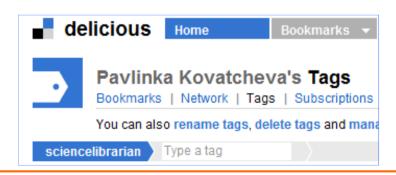
Implications for Librarians, Researchers and Learners

Tagging information resources with keywords has changed the way we store and find information.

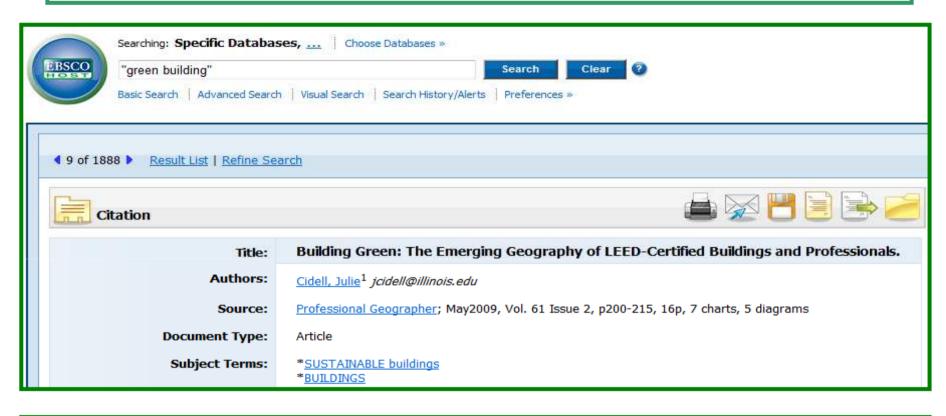
Use Social Bookmarking & Sharing websites to:

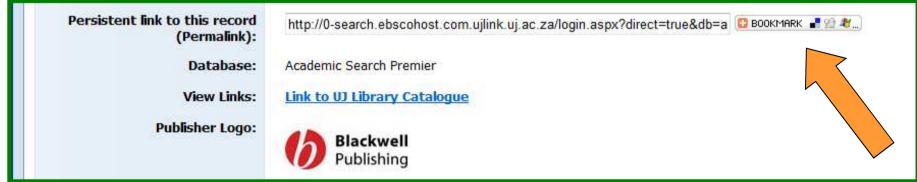
- Simplify the distribution of Reference lists, bibliographies, articles; news and other resources among peers and students
- Use for Current Awareness and Selective Dissemination of information (articles, news; ToC, websites; blog posts, etc.)
- Databases with Social Bookmarking: ACS, RSC, EbscoHost, IoP, etc.



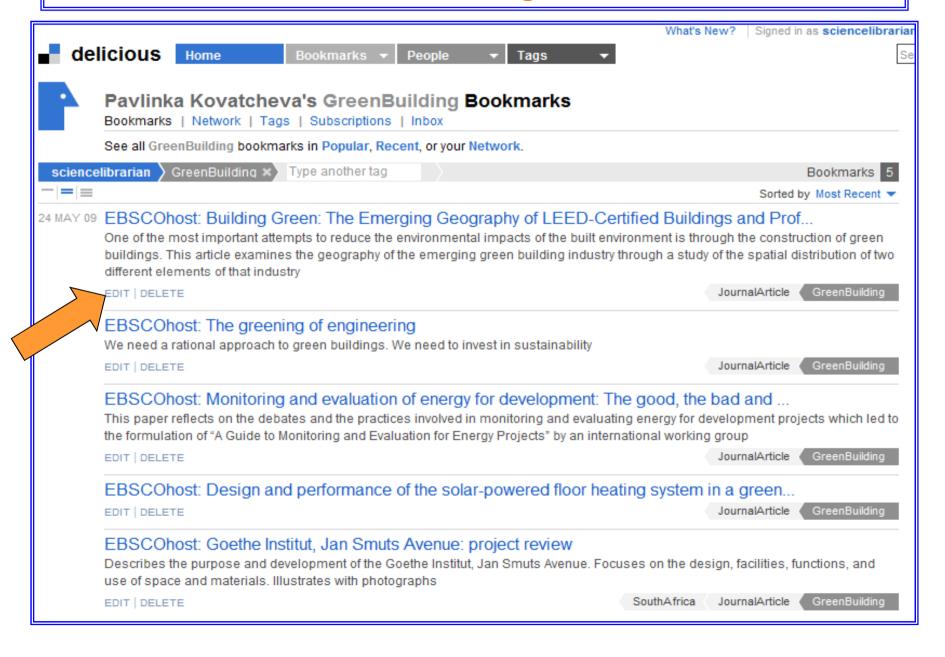


Social Bookmarking: EbscoHost



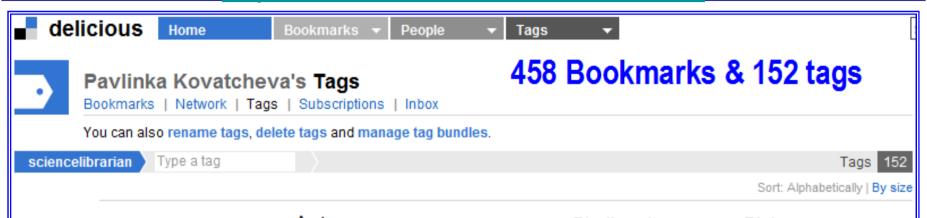


Social Bookmarking: Results list



UJ ScienceLibrarian on Delicious

http://delicious.com/sciencelibrarian



Biology Biotechnology Bird blog Book BookReviews Botany calculus Cancer Chemistry ClimateChange CO2 collaboration Comet ComputerGrid ComputerScience ComputersSecurity Deserts dictionary DNA Earth Earthquakes EarthScience Ecology Ecosystem education encyclopedia Energy Environment Europe Evolution Facebook flickr Food Forest genes Geography Geology GIS GlobalWarming google GPS GreenBuilding GreenhouseEffect Guides Hubble HumanPhysiology humor icons IM impact_factor Internet JournalArticle journals Laser lectures librarian library2.0 Literacy Map Marketing Mars mashup mathematics microbiology MilkyWay Mineralogy Moon NaturalDisasters Newsletters Ocean OpenAccess OpenSource Parasites participation People PHILOSOPHY photos Physics Planets Plants Podcast PopulationGrowth PowerPlants presentations programming Publishing reference RenewableEnergy Reports Repositories Reptile Research rss satelites savanna Science Science2.0 Searchengines SecondLife SedimentaryRocks sharing Skype SocialBookmarking SocialNetworking SocialSoftware Soil SoilErosion SouthAfrica Space Species Sport Statistics Students subjectguides Summit Sun tagging tags Teaching Technology technorati tools Tropics Tuberculosis tutorial twitter UJPresentations Universe University Values Video videos virtual Volcanoes Web2.0 Web3.0 webdesign websites WesternAfrica wetlands wiki youtube Zoology

SOCIAL NETWORKING















Member: ujsciencelibrarian

climate human impact weather

Social Networking & Sharing: Facebook



Increase the Library awareness with Undergraduates

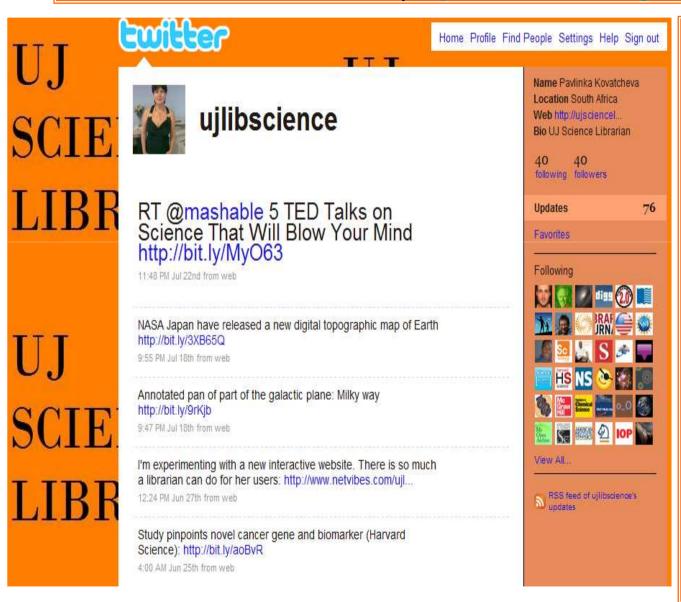
Meet the "Net Generation" in their environment

- IM/Chat
- Pictures & videos
- Links to the library resources

Share knowledge and information (on the wish list)

Social Networking & Sharing: Twitter

UJLibScience (http://twitter.com/ujlibscience)



Twitter allows people to send and to receive messages (140 characters) in realtime

What are you doing?

Links to useful websites

Raise an Awareness to Library services and resources

You can "follow" in order to see what are others saying

Follow: Springer; Elsevier; IOP, Other Science Librarians, etc.

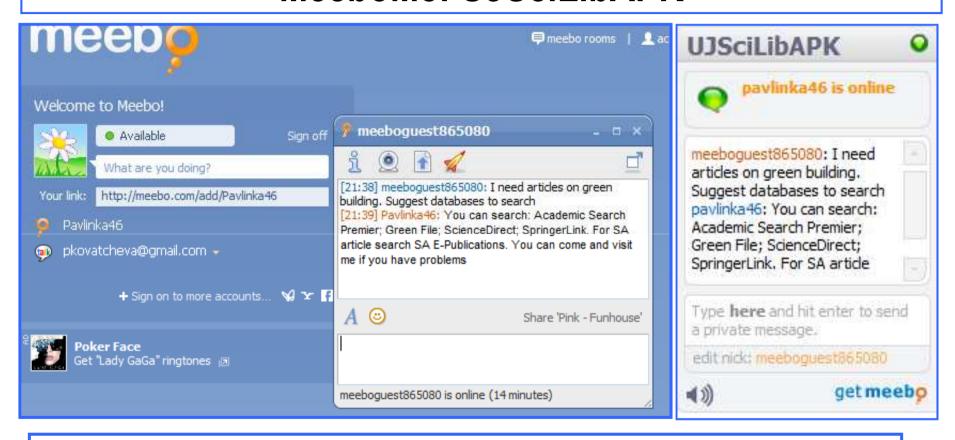
INSTANT MESSAGING REAL-TIME CHAT ROOM





Instant Messaging (IM)

MeeboMe: UJSciLibAPK



IM is a real-time chat room. Users can ask short questions about databases, services, problems, etc.

Opportunity for users to give their voice about the library

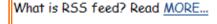
SCIENCES RESEARCH LINKS (RANKING, IMPACT FACTOR, ETC.)

- ScienceWatch: Tracking Trends & Performance in Basic Research (Data and Rankings; Analyses, Intervi
 - ScienceWatch RSS NEWS Feeds
 - Sci-Bytes: What's New in Research
 - Fast Breaking Papers
 - New Hot Papers in Science (from Essential Science Indicators, Thomson Reuters)
 - Emerging Research Fronts
 - Fast Moving Fronts (Research Fronts that are growing most rapidly)
 - Research Front Maps (Clusters of highly cited papers and research front maps)
 - Country Profiles
 - What's Hot in... (Biology, Chemistry, Medicine, Physics)

RSS FEEDS

PHYSICS RSS NEWS FEEDS





- · American Physical Society (APS) Journals Highlights
- AAAS: EurekAlert
 - Mathematics & Statistics, incl. Physics News
 - Chemistry, Physics & Material Science News
 - Space & Planetary Sciences News
- Physics @ APS
- Physics Today
- · Physics Today News
- ScienceDaily: Space & Time News (Astronomy News, Astrophysics News, Big Bang Theory News, Dark Matter & Dark Energy News, Extrasolar Planet News, Solar System News, ESA News)
- ScienceDaily News: Matter & Energy (Acoustics News, Albert Einstein News, Nanotechnology News, Nuclear Energy News, Optics News, Physics News, Quantum Computing News, Quantum Physics)



RSS Feeds



What it is?

RSS stands for "Really Simple Syndication"

RSS feeds publish frequently updated content from your selected sites across the Internet.

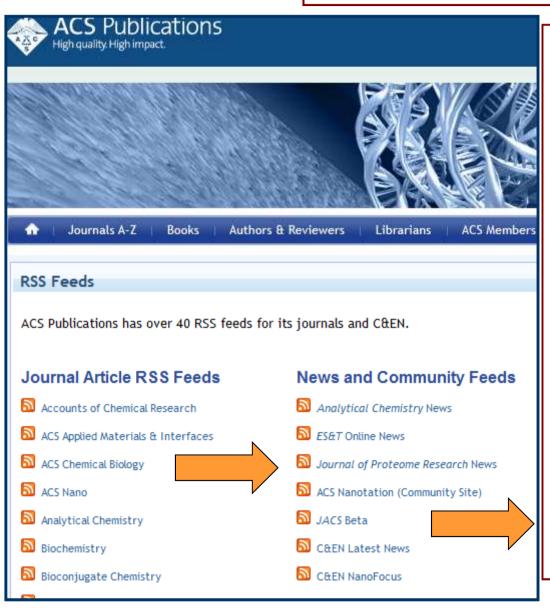
Use RSS to push content to patrons!

Make use of RSS feeds for:

- Current Awareness and Selective Dissemination of information
 - > Table of Content (ToC) RSS feeds
 - > RSS feeds for searches
 - > News feeds, etc.
- Databases that provide this service: EbscoHost, ScienceDirect; IoP; Wiley Interscience, SpringerLink, American Chemical Society, Royal Society of Chemistry, etc.



RSS feeds for Journals



RSC Publishing

Publishing

Home | Publishing | Journ

About this Journal

- Journal Home
- ▶ About CERP
- People & Contacts
- Copyright & Permissions

Reader Services

- ▶ Browse Issues
- Previous Issues
- ▶ E-Alerts Service

Author Services

- Submissions
- Author Guidelines

Tools

- Add to del.icio.us
- 船 Digg this story
- Share on Facebook
- Seed Newsvine
- ന്ത് Reddit this

Subscribe To RSS Feed



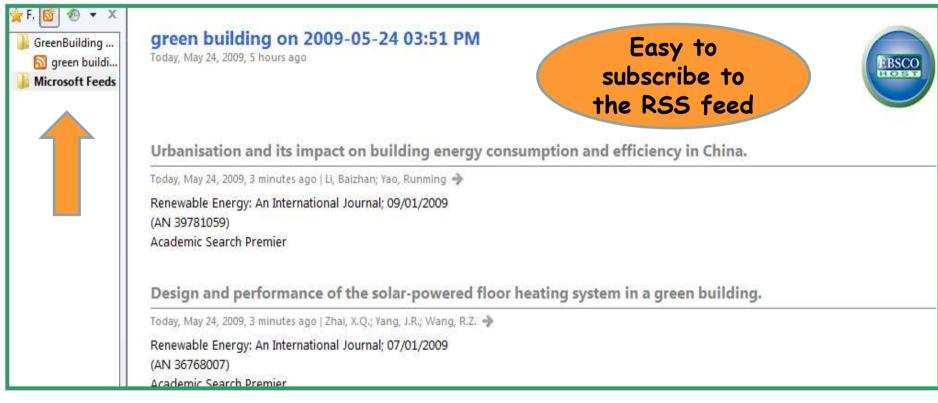
Read the Journal

- Advance Articles
- Browse Issues
- Search RSC Journals
- RSC Prospect Structure Search
- E-Alerts Service
- RSS feed



RSS feeds: Keywords/Articles









PODCASTING is a way of making audio broadcasts of all kinds available on the Internet. Listeners can either hear the show via the Web site or subscribe to the podcast to download it to a portable MP3 player.











WIKI: UJ SCIENCES LIBRARIAN PORTAL

Total Visitors:	2900
Total Hits:	5342



Provide access to:

- Sciences Subject Portals
- Teaching, Research & Undergraduates Support for Sciences users
- Top Electronic Resources for Sciences
- User Education, Guides & Tutorials
- Virtual Learning Environment: Special websites with instructions for Courses & Assignments
- Social Networking tools: Twitter; IM/Chat;
 Library & Research News (blogs); Social Bookmarking (articles)
- Current Awareness Services

The portal is developed and maintained by the UJ Sciences Librarian @ APK

Wiki to collaborate with Librarians in subject guides.

Wiki to present Librarians with a flexibility in placing content.

Aim:

Make scientific information easily accessible

Tailored made content

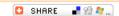
One stop to find subject specific information

Promote Open Access initiatives
Integrate Library & Internet Resources

UJ Sciences Librarian Portal

http://ujsciencelibrarian.pbworks.com/

UJ SCIENCES LIBRARIAN PORTAL



This Portal is your first stop to the Sciences Information Resources!

Teaching Support

Want to find out what the Library has to offer in support to Teaching?

Want to know how to place materials on Reserve or Study Collections?

This is the place to **START**!

Undergraduates Support

Are you new to the Library?

Do you have a problem finding information for your latest projects?

If yes to these and many more "?", click HERE!

Research Support

Want to know how to get started with your research proposal?

Want to learn how to publish your Research paper?

If you are a postgraduate student or an established researcher, visit this site <u>NOW!</u>

Sciences Subject Collections

Biology

Botany & Plant Biotechnology

Chemistry Energy

Environmental Management

<u>Geography</u> Geology

Human Anatomy &
Physiology

Information Technology
Microbiology

Physics Statistics Zoology

Library Instructions & User Guides

Training Guides & Tutorials!

Need Help: Ask-a-Librarian

Library Submission forms

Library User Education to...

First Year: Sciences, APK

Undergraduates: Sciences, APK

Researchers: Sciences, APK

Social Networking

UJ Sciences Virtual Librarian!

FACEBOOK

UJ Sciences Librarian Hot Alert

TWITTER: UJLIBSCIENCE

Follow me on Twitter

What I'm doing now! News! Links! and more...

BLOGS

SCIENCES LIBRARY NEWS

UJ SCIENCES LIBRARIAN RESEARCH NEWS

UJ LIBRARIAN NEWS

DEL.ICIO.US



edit nickname: meeboguest139949

■3)

get meebo

UJ Sciences Subjects Portals



Rethink Education, Reinvent Yourself.

ASTRONOMY & ASTROPHYSICS SUBJECT PORTAL

The Resources for this portal have been selected by Pavlinka Kovatcheva, subject librarian at APK Campus, Level 1,

Tel: 011 559-2621, e-mail: pkovatcheva@uj.ac.za

2009 International Year of Astronomy (IYA)

Portal to the UNIVERSE! New high-tech website embracing Web 2.0 technologies. Aims to become a one-stop-shop for Astronomy news. Read

MORE!

IYA Live Telescope Library (videos of Southern Hemisphere Sky. A must see)

- ASTRONOMY NEWS FLASH!
- 2. ASTRONOMY RSS NEWS
- 3. SUPPORT TO ASTRONOMY USERS
 - i. Information for UNDERGRADUATES
 - ii. Information for MASTERS, PhD and STAFF MEMBERS
- 4. THE STARS GADGET
- 5. LIBRARY RESOURCES & SERVICES
- 6. UNIVERSITY & SCIENCES LINKS
- 7. THE SOUTHERN AFRICAN LARGE TELESCOPE (SALT): VIDEO
- 8. TOP RESEARCH RESOURCES
- 9. DATABASES (ARTICLE SEARCH)
 - i. TOP RESOURCES
 - ii. ADDITIONAL DATABASES
 - iii. SOUTH AFRICAN DATABASES
- ASTRONOMY PICTURE OF THE DAY
- 11. JOURNALS
 - FINDING FULL-TEXT JOURNALS IN THE LIBRARY
 - ii. JOURNALS ABBREVIATIONS
 - iii. ASTRONOMY & ASTROPHYSICS FULL-TEXT JOURNALS
 - iv. FULL-TEXT SCIENCES JOURNALS
- 12. HOW TO GET PUBLISHED. AUTHOR INSTRUCTIONS.
- 13. ASTRONOMY PROFESSIONAL LINKS, NEWS, etc.
- 14. THE LARGE HADRON COLLIDER
- COMPUTING GRID
- 16. USEFUL ASTRONOMY LINKS
- 17. GOOGLE EARTH (INCL. MARS, MOON, OCEAN & SKY)
- ASTRONOMY PODCASTS
- ASTRONOMY VIDEOS

One stop for users to find links to Top Electronic Resources, Library Services, RSS news & Journal feeds; Podcasts & Videos; Research projects, etc.

VIRTUAL LEARNING ENVIRONMENT



CHEMISTRY 2B LIBRARY TRAINING

15 & 16 July, from 9.30h until 16.00h, Library, Level 1, SSIT (Training Room)
LIBRARY INSTRUCTIONS/ ASSIGNMENT

Assignment is DUE: Friday, 24 July 2009, by 11.00h

BIOCHEMISTRY 3B01 PRACTICAL

Article

Sewell, W.A., North M.E.,... 1997. <u>Determination of intracellular cytokines by flow-cytometry following whole-blood culture</u>. (click on PDF format)

J. Immunol. Meth. 209, p. 67-74. (ScienceDirect database)

Books on Reserve for 3B

LIBRARY TRAINING HPH 3B: 23 July 2009, D-Les 104, 11.10-12.55h

Power Point Presentation

Selected articles for the Assignment (tagged on Delicious). Just click on the title and Log-in to the Library Record.

Don't have a PIN for access to Library databases, Journals, exam Papers, MyUJLink? Click HERE!

Direct access to Library Resources for your Assignment:

UJLink: Library Catalogue; CASE: A-to-Z Journals; ISI Journals Titles Abbreviations;

<u>EbscoHost Databases</u>: Academic Search Premier; SportDiscus Full-text; MEDLINE

<u>ScienceDirect</u>; SpringerLink; Wiley Interscience

Library Books on Human Physiology

Shelf code MF, Level 2: <u>Human Physiology</u> (the latest editions are at the top)
Fundamentals of Anatomy and Physiology/ Martini books

LIBRARY SUPPORT TO GEOGRAPHY 2A: PEDOGRAPHY (SOIL SCIENCE)

This portal is a guide to using the Library's Catalogue, Databases and other resources to locate materials for your assignments or research projects on Pedography

Pedography, studies soil forming factors, physical and chemical soil formation processes, soil types and classifications, the worldwide distribution of soil (and in South Africa) as well as soil management principles, including applications of soil sciences theory to improve agricultural soil.

> Sciences Librarian Portal Geography Subject Portal

- 1. NEED HELP? ASK-A-LIBRARIAN
 - i. SUBJECT LIBRARIAN HELP
 - ii. GENERAL LIBRARIANS' HELP
- 2. GETTING STARTED WITH YOUR ASSIGNMENT
- 3. LIBRARY RESOURCES
 - i. Make use of Reference works
 - ii. Make use of the Books in the Library
 - iii. Make use of the Electronic books
 - iv. Make use of the Electronic Databases to search for artic
 - v. Search individual Electronic Journals to find articles
 - vi. Recommended Full-text Articles
 - vii. Governmental, Societies & Orgnisations Websites & Docum
 - viii. Useful Internet Resources
- 4. SOIL RESEARCH NEWS
- 5. CONFERENCE ALERT





Course /
Assignment
specific Websites



Rethink Education. Reinvent Yourself.

GEOGRAPHY SUBJECT PORTAL

The Resources for this subject have been selected by Pavlinka Kovatcheva, subject librarian at APK Campus, Level 1, Tel: 011 559-2621, e-mail: pkovatcheva@uj.ac.za

CONSULTING HOURS for Undergraduates & Honours students (on Campus):

Monday: 10.30 - 12.00h 14.00 - 16.00h Tuesday: 9.30 - 12.00h 14.00 - 16.00h Thursday: 9.30 - 12.00h 14.00 - 16.00h

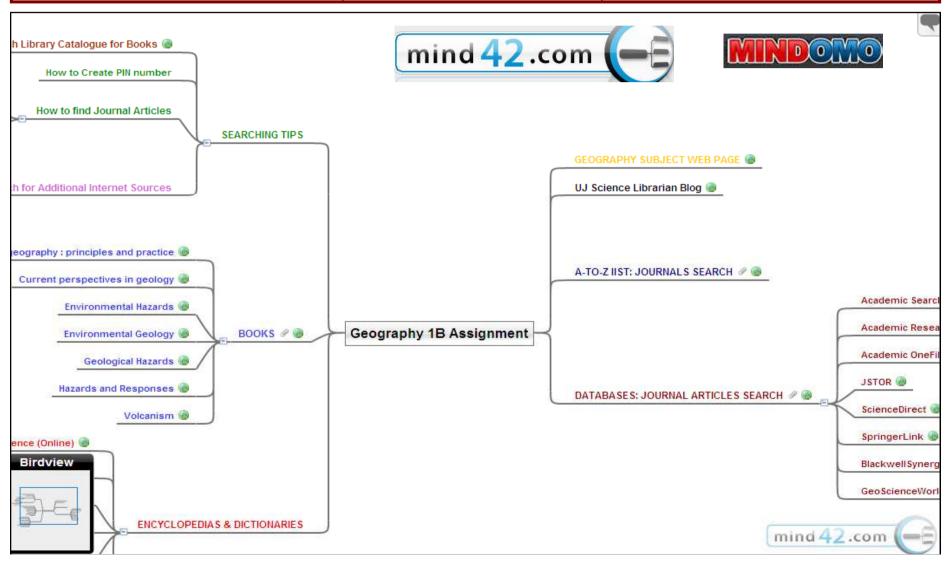
CONSULTING HOURS for Masters & PhD's:

Contact me to make an appointment

Geography 1A ext, 2nd term: Ice Age (Library Instruction)
Geography 3A & Honours Courses: Geo-Informatics (Library Instructions)
Geography 2A, 2nd term: Pedography (Library Instruction on Soil Erosion)
Geography 1A Ext, 1st term: Cartography (Library Research Project)

Virtual Learning Environment: Mind Map

Use Mind Maps to visualise Library Resources: Links to Library Books; Instructions materials; Electronic databases; Online Reference works



WIDGETS



AWARENESS BANNERS

snap-shots.

Del.icio.us ScienceLibrarian





UJ Science Librarian Blog

Embedded Widgets on the Sciences Subject Portals



Sciences Librarian Awareness Banners





LIBRARY NEWS The new UJ Science Librarian blog Helps

Teaching & Research

Science Librarian News GlassGiant.com

WELCOME TO THE WEB 3.0 Personalisation of Content

IGOOGLE

NETVIBES

Web 3.0 - This will be about semantic web (or the meaning of data), personalization (e.g. iGoogle), intelligent search and behavioral advertising among other things.

Web 3.0

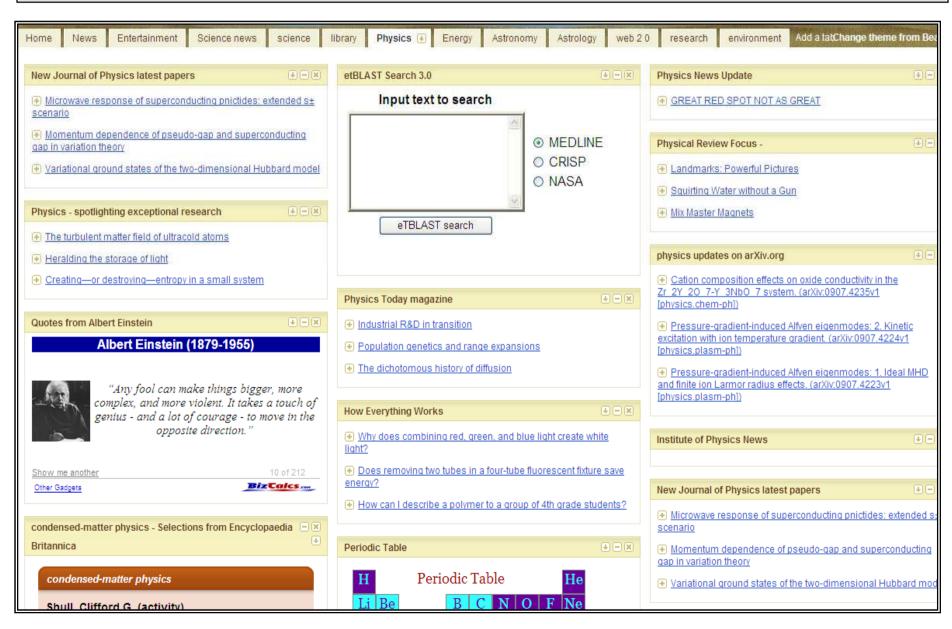
"the portable personal web"
focused on the individual
lifestream
consolidating dynamic content
the semantic web
widgets, drag & drop mashups
user behavior ("me-onomy")
iGoogle, NetVibes
user engagement
advertainment

Welcome to Web 3.0

iGoogle: One Portal to your Personal, Library and Research needs.



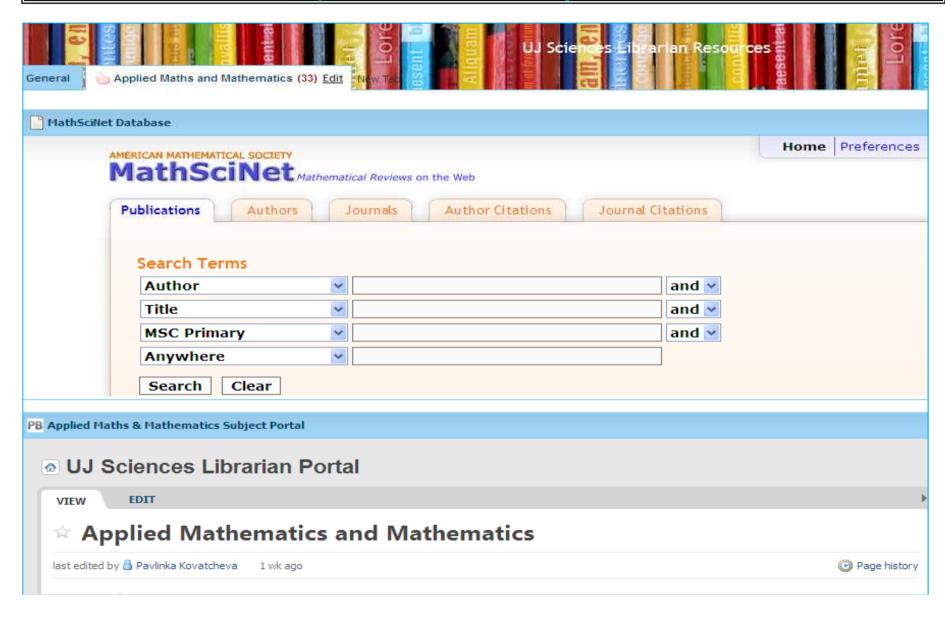
iGoogle: Your Research Portal (Physics, Energy, Environment, Science, Library, Web 2.0)



Welcome to the Web 3.0

One Portal to Library and Internet Resources: User-centered

http://www.netvibes.com/ujlibscience



Traditional meets Virtual - Web 2.0: Conclusion

So My crystal ball says.....

- The traditional librarian will live a long life, but change will arrive sooner or later.
- The technology will continue to develop (from Web 2.0 into 3.0) and have impact on libraries, academia, research and life in general.
- The Librarians have to find balance between the two worlds and discover the best way to provide users with current and relevant services & information.
- The South African librarian need to cater for a diverse group of users: from disadvantage learners to highly qualified researchers and thus adapt its services to suit all groups
- You don't need to be young or have a special skills to implement Blogs;
 Wikis; Instant Messaging, Social Bookmarking; Social Networking, etc.

Metamorphosis? Definitely YES!

Traditional + Virtual + 2.0 Librarian +..... = Comprehensive Librarian!

THANK YOU

Pavlinka Kovatcheva, University of Johannesburg, APK, LIC Tel.: 011 559-2621; E-mail: pkovatcheva@uj.ac.za

UJ Sciences Librarian Portal

http://ujsciencelibrarian.pbworks.com/

TRADITIONAL "HAPPY" LIBRARIAN



TRADITIONAL & VIRTUAL LIBRARIAN

