LIBRARY HACKS
Nicole C. Engard
What is a hack?

* Hacking used to simply mean enhancing a program.
  * At some point in time the term hacker changed to mean something negative.
  * To hack something is to add to it - to make it do something other than what it was originally intended for.
  * A hack is anything that can help you be more productive, more efficient or a way to get something done smarter.
  * A hack can be a tip, a shortcut, a tool, an idea...essentially anything that makes your life a bit easier to get something done.
Why hack the library?

* Today’s college students
  * ...expect dynamic delivery of information and services
  * ...get their news from websites and blogs and twitter
  * ...share their lives with friends on social networking sites
  * If we’re not there, they won’t use our services as much
OH MUM!!!
I CANNOT BELIEVE IT!
YOU DON'T KNOW THAT I'VE
MARRIED AND GOT 2 CHILDREN?
I BLOGGED IT!
I PODCASTED!
I VODCASTED!
I DIGGED!
ALL MY PHOTOS ARE ON FLICKR!
DON'T YOU READ
RSS-FEEDS?

WEB 2.0: SOME ARE IN AND SOME ARE OUT

http://geekandpoke.typepad.com/geekandpoke/2006/08/the_world_is_on.html
Students Today

http://www.youtube.com/watch?v=dGCJ46vyR9o
Terminology

- Web 2.0
  - the movement from a read only web to a read/write web with technologies such as blogs, wikis and other content creation tools

- Social Networking
  - a new way of networking with friends and colleagues online using sites for people who share similar interests
More terminology

* **Mashup**
  * a web application that uses content from more than one source to create a single new service displayed in a single graphical interface

* **Microblogging**
  * sending short message updates to friends in 140 characters or less
Web 2.0

http://www.youtube.com/watch?v=NLIGopyXT_g
BRING CONTENT IN
Pull valuable content into your library site
Free content sources

* Search for APIs from your favorite content services
  * See Reading Radar: http://readingradar.com
  * LibraryThing: http://www.librarything.com/services/
  * Open Library: http://openlibrary.org/dev/docs/api
Mix RSS Feeds

* Using tools like Yahoo! Pipes (pipes.yahoo.com) you can remix RSS feeds to provide new services

* Library Journal TOCs: http://pipes.yahoo.com/madinkbeard/NI6G6cYgE3BC6qtZJmLokhQ

* Upcoming titles: http://pipes.yahoo.com/pipes/pipe.info?id=mBuJ4TQw3hGOu_HoPxAJ3AQ

* Catalog search w/ covers: http://pipes.yahoo.com/nengard/neklscovers
Social Bookmarking Remix

* Bookmark research resources on popular social bookmarking sites like Delicious
  * http://delicious.com

* Remix bookmarks into subject guides
  * www.chelmsfordlibrary.org/reference/consumer.html
  * mashups.web2learning.net/toc/chapter-5
Others??
MASHUP YOUR LIBRARY

Use mashups to provide valuable services
Campus Maps

* Make a simple map of library locations using Google
  * www.hcplc.org/hcplc/liblocales/

* Map your entire campus with added data
  * mashups.web2learning.net/toc/chapter-16
Make your site dynamic

* With all of the tools available to us today, it’s very simple to make your website dynamic.

* mashups.web2learning.net/toc/chapter-6

* http://www.manchester.lib.nh.us
Others??
OPEN YOUR LIBRARY

Share library content publicly for patrons to remix
Provide RSS Feeds

* With RSS Feeds your patrons can easily remix your content

Access the catalog at the following URL to search for library science:

http://blacklight.betech.virginia.edu/catalog?q=%22library+science%22&focus=
Add more metadata

* Microformats are a simple way to add valuable data to your pages with simple HTML

* http://mashups.web2learning.net/toc/chapter-3

* By adding the right metadata you can remix your content on several pages of your own university website

* http://mashups.web2learning.net/toc/chapter-21
Make an OPAC widget

http://www.youtube.com/watch?v=Qg_ieHsYWRY
Library Search Toolbar

* Put your library services right in your patron’s browsers - and on all public computers on campus!

* Used by over 600 public and academic libraries

* Puts library on Amazon, Google Scholar, Barnes and Noble and more!

* [http://libx.org](http://libx.org)
Others??
PUT YOURSELF OUT THERE

Put your library on popular sites to bring in more traffic
Photos on Flickr

* Share your collection on Flickr and then bring it into your website (now it’s accessible from multiple places)

* accessceramics.org shares on the flickr.com/commons
Create a Facebook Page

* Put your library where your patrons are

St. John's University Libraries

Main Library Website: http://libraries.sjohns.edu
Libraries' Twitter Feed: http://twitter.com/SJL_Libraries

Information
- Location: 8000 Utopia Pkwy (Queens Campus)
  Jamaica, NY, 11439
- Phone: 718.990.6201 (See Library website--above--for Summer Hours)
  Mon - Tues: 7:00 am - 11:00 pm
  Wed - Fri: 8:30 am - 4:30 pm

St. John's University Libraries does not have any upcoming events.

Food for Fines Program
- April 1
- Hosted by: St. John's University Libraries
- Type: Causes - Fundraiser
- Where: Queens & Staten Island Libraries
- When: Wednesday, April 1 at 8:05 am until Sunday, May 17 at 8:00 pm

2 Free Rice "contests": Prizes for "Cumulative total" and for "5/5 event"
- Hosted by: St. John's University Libraries
  Type: Causes - Fundraiser
Create a Facebook Page

* Put your library services where your patrons are
So many more ways to share!

* Those were just 2 library examples - search Facebook and see many, many more!

* Social Network Stats from PEW (Jan 2009)

  * 75% of online adults 18-24 have a profile on a social network
  
  * 57% of online adults 25-34 have a profile on a social network

Others??
SIMPLY PUT
Library Hacks are Fun!

* You can have fun hacking your library while learning how to use new tools
  * Bring content in to your library
    * APIs, RSS Feeds and others
  * Mashup your library
    * Maps and dynamic content are key
  * Open your library
    * RSS feeds, widgets and plugins
  * Put your library out there
    * Flickr, Facebook and others
THANK YOU

Nicole C. Engard  nengard@gmail.com

Learn about more hacks in: *Library Mashups: Exploring new ways to deliver library data* - Edited by Nicole C. Engard - Sept 2009

http://mashups.web2learning.net