

## ***Library 2.0 A New Service Model for Libraries***

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### **Abstract**

The utilization of the new information and communication technologies implies a series of changes concerning the libraries. Currently it is spoken more and more about a new type of service offered by them, Library 2.0, which brings in foreground the user who becomes a modeler of the library services and resources. The information structures customer is not satisfied anymore by the unidirectional access to the resources, he wanted to be involved in the evaluation of them, making comments and sharing his ideas with another user. In this sense the library managers are looking for more efficient means to deliver services so that to obtain a proper feedback which enable them to take the best measures to make profitable them. Library 2.0 can be a solution for all these problems.

***Keywords:*** *Library 2.0, Digital Library, Web 2.0, Blog*

Library 2.0. is a new model for library service that bases on user participation in the creation of both the physical and the virtual services they want. It could revitalize the way librarians serve and interact with their users. Library 2.0 reflects a transition within the library world in the way that services are delivered to users. So, it includes online services such as the use of OPAC catalogues and an increased the feedback. (1)

Library 2.0 implies that services be constantly updated and reevaluated to best serve library users. Proponents of this concept are sure that the Library 2.0 model will replace traditional, one-directional services that have characterized libraries for centuries.

The concept Library 2.0 was born in October 2005 at the Internet Librarian Conference 2005, when Michael Stephens of Saint Joseph County Public Library addressed the idea in relation to a typical library website.

The term "Library 2.0" was invented by Michael Casey on his blog Library Crunch (2) as a term comes from the fusion between the terms Business 2.0 and Web 2.0. Casey suggested that libraries, especially [public libraries](#), are at a crossroads where many of the elements of Web 2.0 have applicable value within the library community, both in technology-driven services and in non-technology based services. Also, he described the need for libraries to adopt a strategy for constant change while promoting a participatory role for library users.

According we have already mention, beginning with Library 2.0, library services are frequently evaluated and updated to meet the changing needs of library users. Library 2.0 also calls for libraries to encourage user participation and feedback in the development and maintaining of library services. (3) The active and empowered library user is a significant component of Library 2.0. With information and ideas flowing in both directions – from the library to the user and from the user to the library – library services have the ability to evolve and improve on a constant and rapid basis. The user is participant, co-creator, builder and consultant – whether the product is virtual or physical.

When we talk about Library 2.0, have to take in consideration the next aspects:

- A library available to anyone
- A library available anywhere
- A library which serves it present and potential users
- A library which pursues the access standardization of the offered services
- A library which offers multiple access to unique resources
- Major efficiency concerning the costs against the traditional libraries
- Permanent availability
- Informational content richer and better structured
- Friendly means and methods for searching the information
- A new vision about preservation and dissemination of the information according which the preservation is made through the copies multiplication come next spreading

In conclusion the model Library 2.0 has four essential elements (4):

- **It is user-centered** (users participate in creating the content and services).

- **It provides a multi-media experience** (the collections and services of Library 2.0 contain video and audio components).
- **It is rich** from (the social viewpoint the library's web-presence includes users' presences. There are both synchronous and asynchronous ways for users to communicate with one another and with librarians).
- **It is innovative.**(the library must allow users to change the library).

Library 2.0 permits users to interact with and to create resources with one another and with librarians. We can say that it is a Web manifestation of the library as place. A library's presence on the Web in Library 2.0 includes the presence of that library's users and uses the same applications and technologies as its employees.

The changing Web as "Web 2.0" will have substantial implications for libraries, remaining close to the history and mission of libraries, but in the same time requiring a new paradigm for librarianship.

Web 2.0 technologies have played a significant role in librarians' ability to keep up with the changing needs of library users. The main characteristics of Web 2.0 are (5):

- is **participative**.
- **work for the user**, and are able to locate and assemble content that meets *our* needs as users
- is **modular**, users will able to choose from a set of interoperating components in order to build something that meets their needs.
- predicts a **freeing of data**, allowing it to be exposed, discovered and manipulated in a variety of ways
- **allows the building of virtual applications** from a number of different sources
- allows **sharing**: code, content, ideas etc
- facilitates **communication**
- **remixes the existing sources** creating something new which belongs not only to us but also to former contributors
- is **smart**. Applications will be able to use our knowledge
- is built upon **trust**

This technological advances have enabled libraries to create new services that before were not possible, such as virtual reference, personalized OPAC interfaces, services which library customers can use from their own homes. Many specialists in Librarianship assert that Library 2.0 will be a meeting place, online or in the physical world, where library users' needs will be fulfilled through entertainment, information, and the ability to create [their] own stuff to contribute to the ocean of content out there. (6)

The librarians from nowadays libraries are accustomed to focusing their services on those users they already reach, libraries being in the habit of providing the same services and the same programs to the same groups. Many of the services they offer are not being used by a majority of the population. It's never been easy to reach this group with physical services, because libraries are constrained by space and money and cannot carry every item that every user desires.

The Library 2.0 model is not just about access to documents and information. It is about innovation, about people, and active participation, possible elements due to the developing if the new information technologies. Users are encouraged to share ideas through writing, rating, and commenting against everything in the library's collection. (7) They will be able to tailor library services to best meet their own needs and this can be done electronically (the personalization of library web pages; user comments, tags, and ratings feed user-created content back into these web sites.), or physically (allowing its customers to manage discussion groups).

The Library 2.0 model seeks to exploit the library customer's knowledge to supplement and improve library services creating more informative product for future users. The library users have favorite authors, titles and genres and allowing them to comment, write reviews, create their own tags, and share them with others through OPAC interface will enhance the library catalog. Even older, traditional services can be Library 2.0 if criteria are met. Similarly, being new is not enough to make a service Library 2.0. Many libraries have made encouraging advances in their electronic services by providing access to databases, downloadable audio books and music, and instant reference services.

Library 2.0 encourages the development of a schedule that includes regularly soliciting customer feedback and evaluating and updating services. Both new and existing library services should be revisited permanently to ensure that they are coming along to welcome the requirements of people which attend the library.

When thinking about ways to work toward Library 2.0, consider what services your library already offers that could be improved as well as new things that can be added. This includes both technology-based and nontechnology services. Also consider applications that are presented virtually, such as virtual reference, and those offered in the branches, such as your ILL system because libraries have to evolve continuously to keep up with the changing needs of their users.

The specific of the Library 2.0 model is different for each library system. Through collaboration between staff and users, the librarians will be able to develop a clear idea of how this model will work for their library.

Library 2.0 has been a source of debate in the blogosphere. (8) Some librarians have argued that these ideas are not new and have been part of the service philosophies of many library reformers since the 19th century. Others are calling for more concrete examples of how libraries can get to Library 2.0.

The libraries will adapt to these mutations, and whether in the past they were supplier of documents, in present it is spoken more and more about information and documentation centers which give documentary assistance, in the future the library becoming a guide for the users helping them in finding the most efficient methods for satisfied their information needs.

The library's collection will change, becoming more interactive and fully accessible. The library's services will change, focusing more on the facilitation of information transfer rather than providing controlled access to it.

### **Bibliographical Notes**

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(8) Blogosphere is a collective term encompassing all blogs and their interconnections. It is the perception that blogs exist together as a connected community (or as a collection of connected communities) or as a social network.