

10 Emerging Technologies



In Library Science!

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Keep yourself informed!

Librarians strive to help their patrons with any and all requests. In order to assist them, librarians must be up to date on the current technologies being used in the workplace. A better understanding of new technologies allows librarians to provide more useful and comprehensive answers to the daily questions they are asked. Our technology specialists have created this list of the latest and greatest trends in the field of library science. Check them out today!



<http://thirdiron.com/browzine/>

Browzine is an online app that allows users to browse a library's journal holdings on a tablet or mobile device. The app is free for patrons, as the library pays a subscription fee for the service. Once the app is installed, patrons can pull up full text articles and journals, create virtual bookshelves for subjects of interest, and download pdfs directly to their device.

For a tutorial of the software, go to

https://docs.google.com/presentation/d/1Xe3b_4Yrn2mjEWKaQu4n1z267PrmHTLxqjY8nTHY28/edit?usp=sharing

A detailed review of the software is found in Griffin (2014), in which the various services provided are discussed in depth.

<http://www.spritzinc.com/>



Spritz is a speed reading app that allows users to increase their reading speed to levels of up to 800 wpm! It manages to pull off this feat by keeping the eye focused on a single point while the words are flashed before the eye. Spritz can be downloaded as a mobile app, or installed as a browser plugin.

Spritz also has a sister site <http://www.readsy.co/> which allows users to upload pdf documents and read them using the spritz software. The implications of this software and the effects it could have on students are discussed in Johnson (2014).



<https://www.pinterest.com/>

Pinterest is a social networking site where users can upload pictures and organize them according to their interests and hobbies. Many librarians create Pinterest boards to show off upcoming children's events and/or displays at their library.

For countless examples of what library staff are creating on Pinterest, go to <http://www.pinterest.com/LibraryBoards/> and check out the possibilities. Fesko (2014) covers Pinterest and several other social media sights, explaining the importance and applications of such tools for librarians.



<https://www.linkedin.com>

LinkedIn is a social networking site that allows you to brand and market yourself professionally. It also keeps you up-to-date with all of your professional contacts, and it makes it easier for you to expand your network by suggesting people you may already know or have an acquaintance with based on your current connections. LinkedIn is a great alternative to Facebook for keeping your personal and professional lives separate.

This site is a great way for librarians to keep connected to their peers in the field, but Dawn Bassett (2013) points out that it can also be used as a resource-sharing platform among colleagues via a private LinkedIn group, for example sharing information on new books, resources, and training opportunities.



<http://instagram.com>

Instagram is a mobile social media platform that allows users to edit, enhance, and share photographs with individuals who are following your account or by finding your photographs through hash tags, which are essentially descriptive metadata preceded by the “#” symbol. For example a photograph of a book by Judy Blume might be tagged as #book #judyblume.

For example, in Salomon (2013) we find that the Powell Library at the University of California, Los Angeles (UCLA) has found Instagram to be more engaging with their students than Facebook and Twitter.



<https://twitter.com>

Twitter is a social media site that allows users to share and/or look at brief posts, called tweets, which consist of text, links, pictures, and/or videos. Tweets are limited to 140 characters. Users can follow (depending on the users settings) individuals, organizations, schools, newspapers, and libraries for example.

For example, in Sump-Crethar (2012), we learn that the Stillwater Public Library in Oklahoma asked users what ebook they would read right now if they could and then used that information gathered to inform their collection development.



<http://www.goodreads.com/>

Goodreads is like Facebook for readers. After setting up a free Goodreads account, members can see what books their friends are reading and get personalized recommendations based on the ratings they give books they have already read. Users can also track books they are reading, have read, and want to read.

In 2014, Jonker recommended Goodreads as a great resource for librarians to use on the job. By building a virtual bookshelf in Goodreads, librarians can create shelves with labels such as: possible storytime, great new reads, and genre specific shelves. Librarians can also benefit from browsing the reviews on Goodreads when it comes to making purchases for their library collection.



<http://facebook.com>

Facebook (FB) is a social networking site that allows its users to connect with friends and family. Registered members can join groups on a subject of interest to them, post comments/pictures/recipes/videos/links, send invitations to an event, play games, etc.

In 2013, Dowd gave libraries some tips to help facilitate successful use of a FB page for their library. Setting and implementing goals is first and foremost. Dowd also suggested short, interesting posts to catch a person's attention and then adding a link to the library's website for more detailed information. Mixing in fun or historical pictures and trivia is also a guaranteed way to draw people to a library's FB page.



<http://www.tumblr.com/>

Tumblr is a social networking and blogging platform that can be used in similar ways as Pinterest, Twitter, or Facebook - registration is free. Posts can be text, photo, quote, link, chat, audio, or video, and has no character limit. Tagging is available with using a hashtag, but can contain spaces unlike Twitter.

Tumblr is used by librarians to keep in touch with the wider library community, but also to interact with patrons. As McCardle (2013) notes, "[Tumblr's] user base consists overwhelmingly of younger bloggers: 38 percent are under the age of 25, and 68 percent are under 35." Libraries are using Tumblr to gain access to patrons who may be less likely to be reached using traditional community outreach methods.



<http://www.hootsuite.com/>

Hootsuite is a social media management tool used to integrate different social media streams – such as Twitter or LinkedIn – into one interface, and allows many further options for social media management versus standard online interfaces.

The New York Public Library has used Hootsuite to allow decentralized management of their social media. (Circle 2011) Specifically, NYPL relied on Hootsuite's scheduling, search sharing, making messages assignable, and analytics capabilities to ease the management of such a large organization's online presence.

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