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## Getting Users to Library Resources: A del.icio.us Alternative

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# ***Getting Users to Library Resources: A del.icio.us Alternative***

Aysegul Kapucu & Athena Hoeppner & Doug Dunlop

Computer in Libraries 2008

# Talk Overview

- What is del.icio.us?
- Overview of UCF Libraries' del.icio.us project
- Using del.icio.us in Reference, Instruction, and for Resource Guides
- Survey results and EZproxy stats

# What is del.icio.us?

## *Web-based Social Bookmarking*

- Web-based
  - Available on any browser on the internet
- Social
  - Network with others, Share links
- Bookmarking
  - Add links to anything on the internet – pages, PDFs, sound, video, *any file on the internet*
  - Organize links by adding tags and bundles

<http://del.icio.us>



# Why Would a Library Care About del.icio.us?

- Increase access points for library resources
- Create on-the-fly resource lists for classes and individuals
- Incorporate both subscriptions and free resources
- Collaborate to co-develop resource lists

# Action Plan

- ✓ Create a [del.icio.us](https://del.icio.us) account - *ucflibrary*
- ✓ Upload database links into del.icio.us
- ✓ Organize links with descriptive tags and bundles
- ✓ Train librarians and enlist them in the project
- ✓ Tag resources for students and classes
- ✓ Collaborate with faculty to build resource lists
- ✓ Measure success via statistics and surveys

# Setting Up the ucflibrary Account

- Register for a del.icio.us account – *ucflibrary*  
<http://del.icio.us/ucflibrary>
- Upload 400 database URLs and info into our new account
  - Made sure to include Ezproxy in the URLs
  - Spaces were replaced with underscores
  - The word ***shortcut:*** is prepended on all the tags (i.e. ProQuest would be turned into shortcut:ProQuest)
  - All the entries are set to private

# Organizing del.icio.us Bookmarks

- Bundled tags
- <http://del.icio.us/ucflibrary>

Athena add a screenshot

*Now to Aysegul*



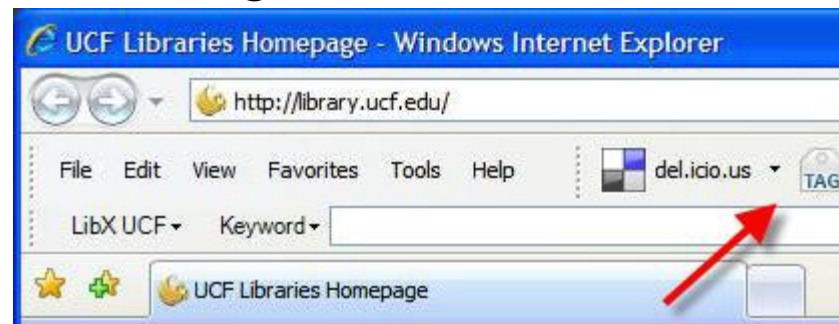
# Reference or Consultation

- Show students appropriate
- Bookmark resources as they are used
- Tag each resource with *Student XX*
- Email the [del.icio.us/ucflibrary/StudentXX](mailto:del.icio.us/ucflibrary/StudentXX) link to the student

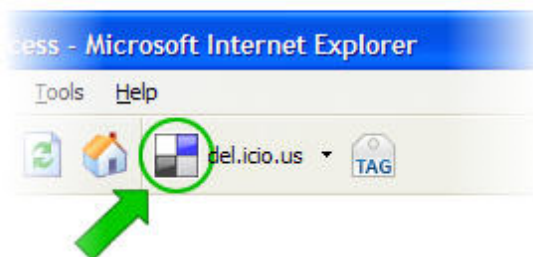
# del.icio.us at Reference Desk



## Bookmarking Resources on the fly



### Using the browser buttons



#### "Your Favorites"

Click this button to get to your saved pages, which are always available at:  
**<http://del.icio.us/ucflibrary>**



#### "Tag This Page"

As you browse the web and find a page you want to save, click this button. You can add a description, notes, and tags to the page before saving it.

# del.icio.us at Reference Desk



http://del.icio.us/?url=http%3A%2F%2Flibrary.ucf.edu%2F&title=UCF%20Libraries%20Homepa...

**del.icio.us**

url  ☐ do not share

description

notes

tags  space separated

originally posted on 2007-06-23. [delete this post.](#)

**recommended tags**  
[Homepage](#)

**your network**  
[for:athenah](#) [for:bcby](#) [for:bd86](#) [for:emhls](#) [for:emspecialists](#) [for:haroldmendelsohn](#) [for:jrgause](#) [for:karlene20](#)  
[for:kirkchenry](#) [for:mwprickett](#) [for:sevde](#) [for:ucf\\_art\\_lib](#) [for:ucfengineers](#)

**popular tags**  
[Library](#) [UCF](#) [académiques](#) [School](#) [Libraries](#) [Endeca](#)

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# del.icio.us at Reference Desk

## ■ Database A Z List

[del.icio.us/ucflibrary](http://del.icio.us/ucflibrary) 

Tagged bookmarks to UCF Library's databases and other selected resources.

del.icio.us

Free

## ■ Subject Categories

- ▶ Art
- ▶ Business
- ▶ COURSES
- ▶ Career
- ▶ Citation
- ▶ Computer
- ▶ Databases
- ▶ Dictionary
- ▶ Education
- ▶ Engineering
- ▶ Government
- ▶ Group2
- ▶ Health
- ▶ History
- ▶ Religion
- ▶ Research
- ▶ ResearchConsultation
- ▶ ResearchGuide

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# Using del.icio.us for Research Consultation

- Suggested resources (catalog resources with permalink, web resources, and database resources) have been tagged for library patrons during research consultations.

<http://del.icio.us/ucflibrary/Student02>



# del.icio.us for Library Instruction



Introduced Del.icio.us over 300 hundred students trough special class presentations and library instruction classes.

- [ASH3223](#) 001/002 (The Modern Middle East)
- [ENC1101](#)/1102 (English Composition I & 2)
- [MAR3880](#) (E-Marketing)
- [PAD6149](#) (Nonprofit Administration)
- [PAD6934](#) (Foundations of Emergency Management & Homeland Security)

# Collaborative Resource Guides

- A general library account (<http://del.icio.us/ucflibrary>)
- Two topical accounts are being developed through collaboration with faculty and graduate students.
  - Art ([http://del.icio.us/ucf\\_art\\_lib](http://del.icio.us/ucf_art_lib))
  - Engineering (<http://del.icio.us/ucfengineers>)

*Now to Doug*

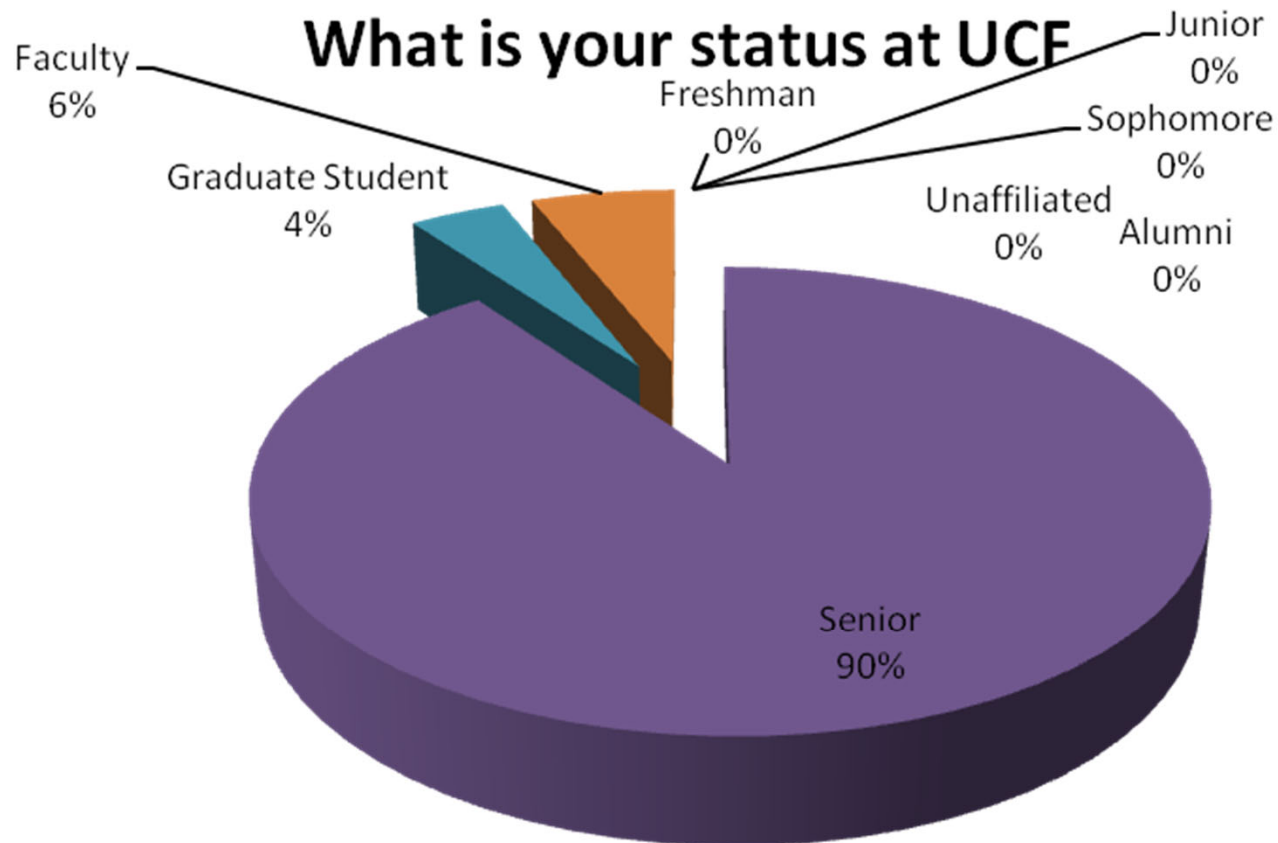
# del.icio.us Survey

- 300+ students and faculty instructed about del.icio.us and informed about the survey
- Of that number the survey garnered 50 respondents



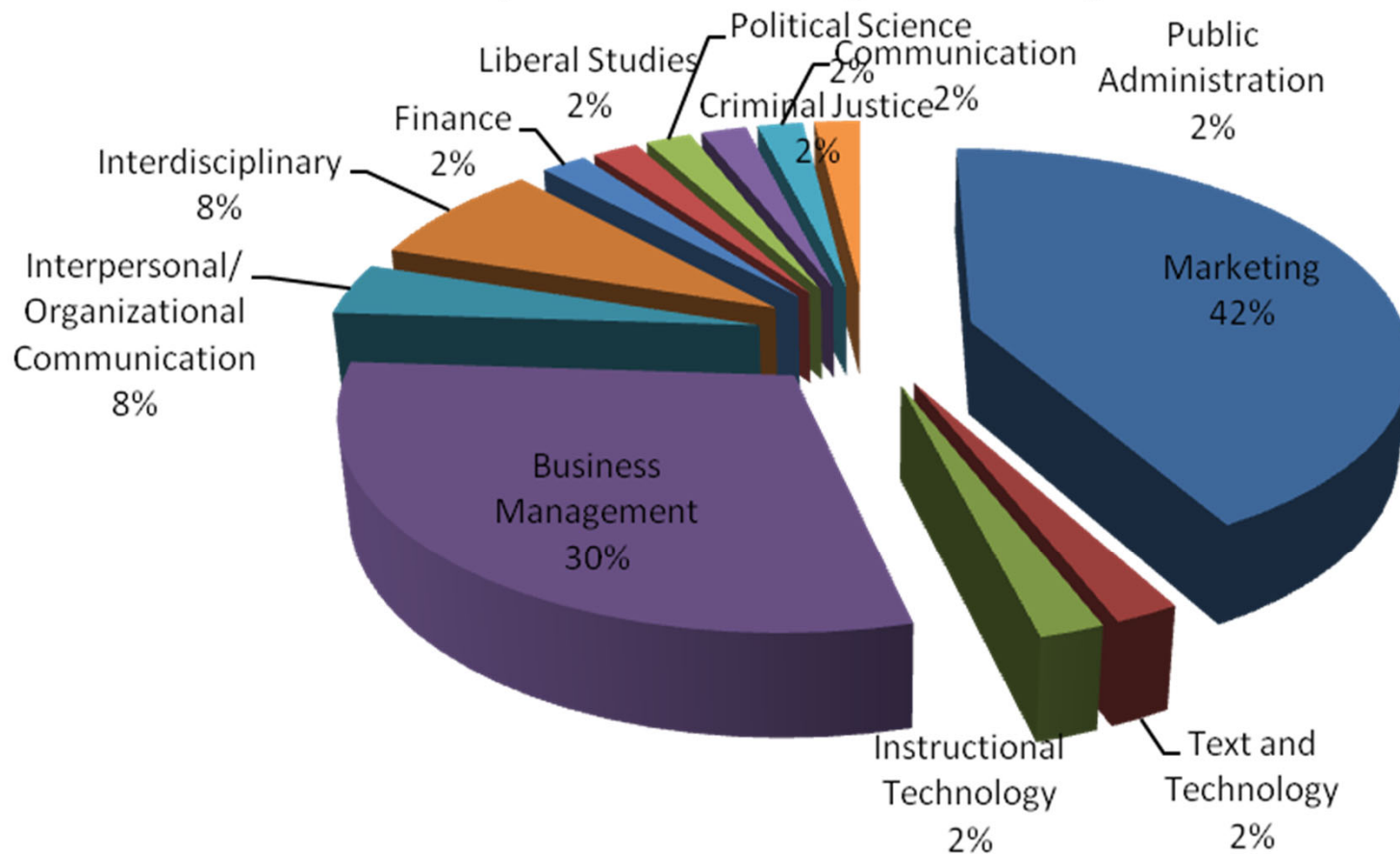
# 12 Survey Questions

- How did you find out about del.icio.us
- Have you used del.icio.us before
- Do you have a del.icio.us account
- Have you used del,icio.us/ucflibrary
- Has a librarian tagged a group of databases for you to access on del,icio.us/ucflibrary
- If you have used del.icio.us/ucflibrary, was it helpful
- Would you use del.icio.us/ucflibrary again
- Have you use the UCF Libraries Articles & Database page
- If you used the Articles & Database page, was it helpful
- What is your status at UCF
- What is your UCF major or department



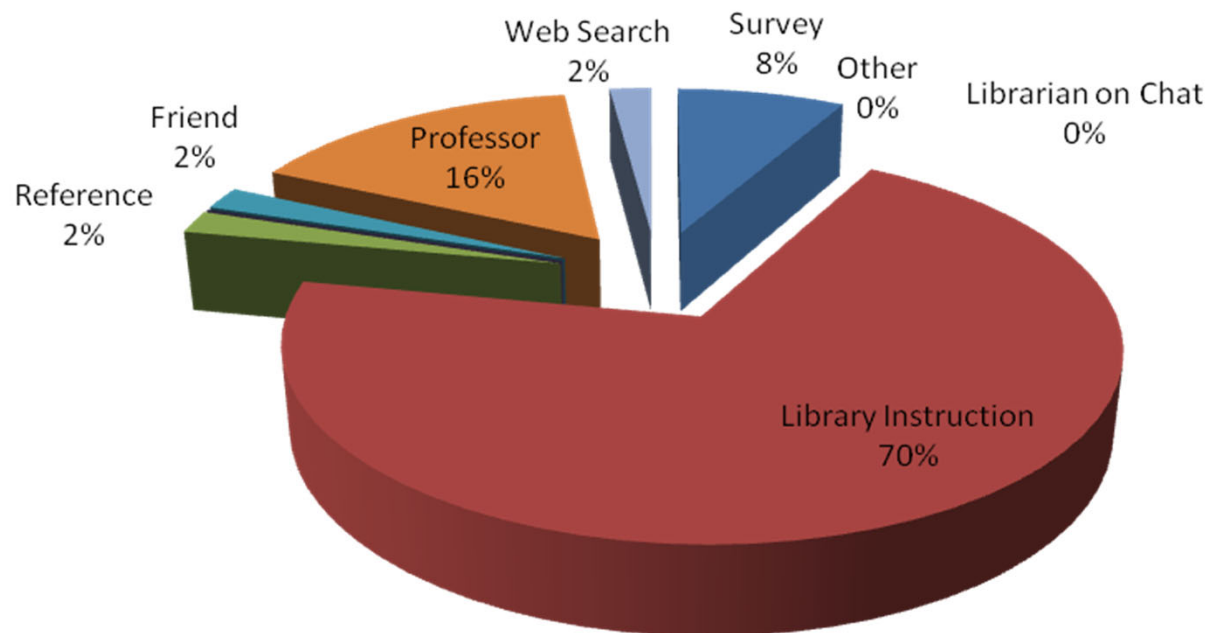
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## What is your UCF major or department



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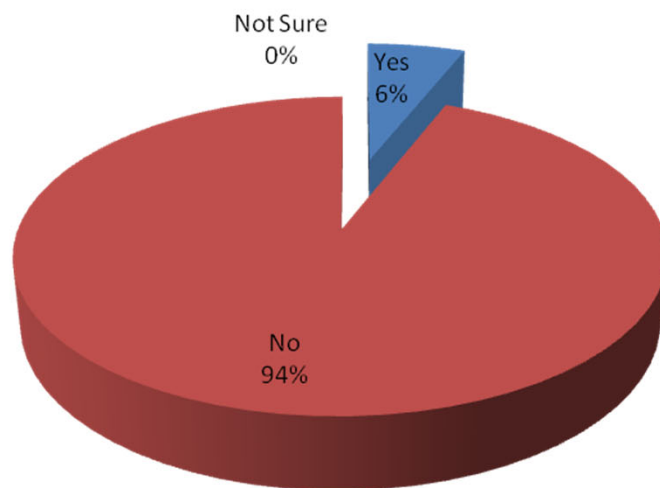
## How did you find out about del.icio.us



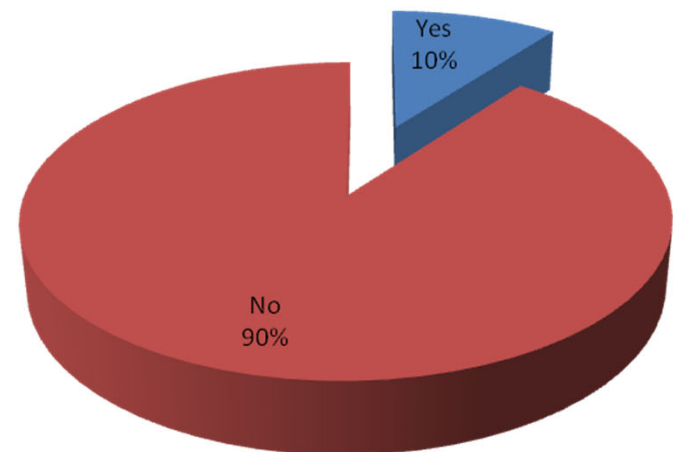
Out of 50 total survey responses



### Have you used del.icio.us before



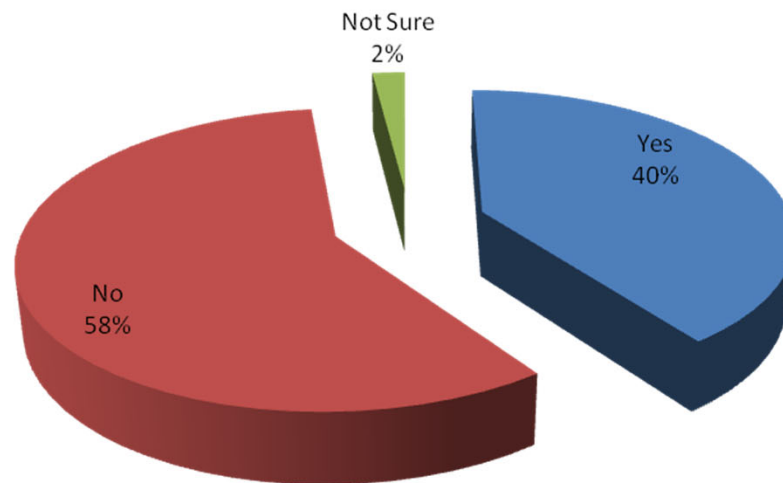
### Do you have a del.icio.us account



# Registered Users

- del.icio.us      3 million
- Flickr            7 million
- MySpace        100 million
- Facebook       68 million

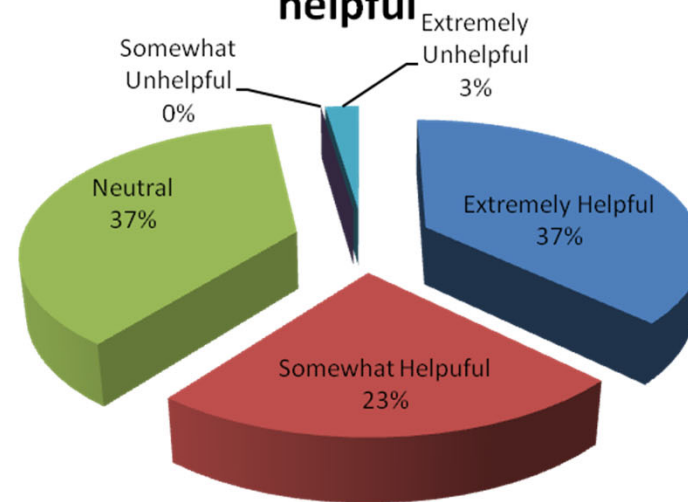
### Have you used [del.icio.us/ucflibrary](http://del.icio.us/ucflibrary)



*“Great resource... but UCF needs to promote this better because I am just now finding out about it as a last semester senior at UCF!!”*

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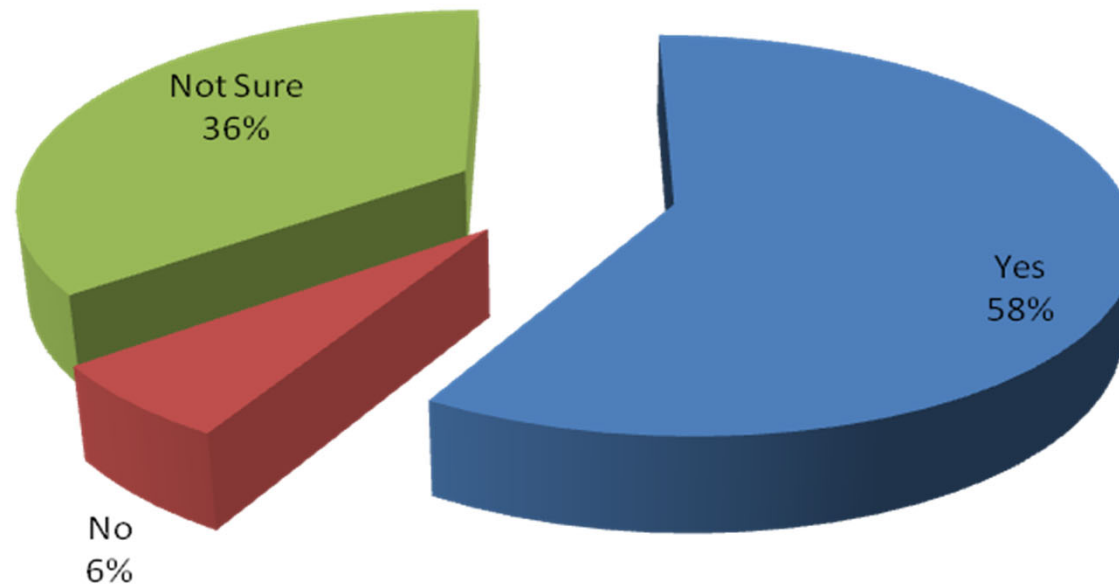
**If you have used [del.icio.us/ucflibrary](https://del.icio.us/ucflibrary), was it helpful**



**Results from 43 responses to the question**

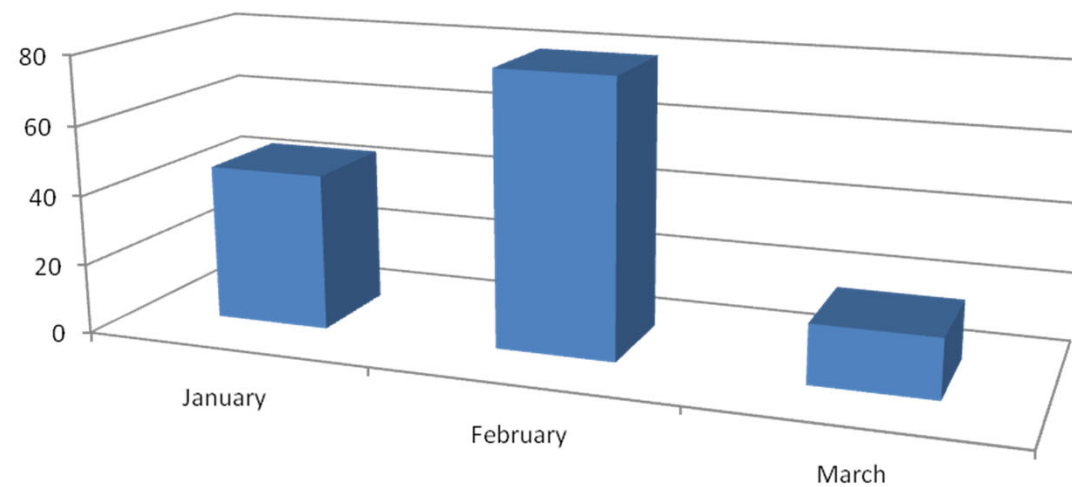


## Would you use [del.icio.us/ucflibrary](http://del.icio.us/ucflibrary) again



**Out of 48 responses to the question**

### Proxy access to UCF del.icio.us



**Proxy stats only measure off campus  
access to UCF subscription databases**

# Final Thoughts

- Project was successful
- Students are not natively familiar with del.icio.us
- Outreach and instruction are needed

*"I am aware of del.icio.us because I am extremely dependent on the web for survival. I believe this is called 'online oxygen.' I would most certainly trade in my TV for a computer if I was forced to make a choice between the two. Personally, I have not used del.icio.us, nor do I have a del.icio.us account. But the demonstration in class showed that it could be beneficial in organizing and cataloging web sites of importance."*

# Resources

## ■ Registered users stats:

- del.icio.us <http://en.wikipedia.org/wiki/Del.icio.us>
- Flickr <http://www.macworld.com/article/56711/2007/03/flickr.html>
- MySpace [http://en.wikipedia.org/wiki/MySpace#cite\\_note-reuters20060711-3](http://en.wikipedia.org/wiki/MySpace#cite_note-reuters20060711-3)
- Facebook <http://en.wikipedia.org/wiki/Facebook>

## ■ *Top 100 Tools for Learning*

<http://www.c4lpt.co.uk/recommended/top100.html>

## ■ UCF Libraries' del.icio.us

- <http://del.icio.us/ucflibrary>
- Art ([http://del.icio.us/ucf\\_art\\_lib](http://del.icio.us/ucf_art_lib))
- Engineering (<http://del.icio.us/ucfengineers>)

# Questions?

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