

Providing BiblioCommons Outreach to Increase Individuals' Web 2.0 Digital Literacy Skills

Stratford Public Library
Natasha Hesch, Digital Literacy Librarian
c/o scoglan@city.stratford.on.ca
519.271.0220

Table of Contents

Abstract	3
1.0 Introduction	4
1.1 <i>Digital Literacy and Web 2.0</i>	4
1.2 <i>BiblioCommons</i>	4
1.3 <i>Perth County Information Network</i>	5
2.0 Research Questions	7
3.0 Methodology	7
4.0 Description of Activities	7
4.1 <i>Staff Training</i>	7
4.2 <i>The Launch</i>	8
4.2.1 <i>Pre-launch Activities</i>	8
4.2.2 <i>Soft Launch Activities</i>	9
4.2.3 <i>Hard Launch Activities</i>	10
4.3 <i>Interacting with Individual Library Users</i>	11
4.4 <i>Hands-on BiblioCommons Classes</i>	12
4.5 <i>Demonstrations to Library-Related Groups</i>	16
4.6 <i>Demonstrations to Groups and Organizations</i>	18
4.7 <i>Interactions with the Business Community</i>	22
4.8 <i>Demonstrations to Students and Educators</i>	24
4.9 <i>Reflections on BiblioCommons Demonstrations and Hands-on Training Sessions</i>	29
4.10 <i>Advertising</i>	30
5.0 Statistics and Trends	31
5.1 <i>Registered Users</i>	32
5.2 <i>User-Generated Content in BiblioCommons</i>	33
5.3 <i>Holds Statistics by Library</i>	36
5.4 <i>Circulation Statistics by Library</i>	37
5.5 <i>PCIN Intraloan Statistics</i>	38
6.0 Conclusions	38
7.0 Gaps for future study	40
References	41
Appendix A – Areas to be served by broadband in Perth County	42
Appendix A – Areas to be served by broadband in Perth County	42
Appendix B – PEPL BiblioCommons Brochure	43
Appendix C - BiblioCommons Orientation Session Questionnaire	45
Appendix D – E-Flyer sent to the Chamber of Commerce Members	46
Appendix E – Newspaper Ads	47

Abstract

The Perth County Information Network (PCIN), which consists of Perth East Public Library, Stratford Public Library and West Perth Public Library launched BiblioCommons in August 2009. BiblioCommons is a new-generation library catalogue that incorporates Web 2.0 and social networking features. PCIN hired a Digital Literacy Librarian to promote the catalogue within the three library communities from August to November 2009. The Digital Literacy Librarian gave demonstrations and hands-on training sessions to individuals, organizations, business groups and classrooms: over 500 people were introduced to BiblioCommons throughout the 50 sessions that were held. The purpose of doing outreach was to introduce people to the Web 2.0 features that the catalogue has and to encourage people to use these features, which will hopefully increase their digital literacy making them more prepared to use other websites in the future. Anecdotes from users and suggestions from the Digital Literacy Librarian are outlined. Statistics showing the amount of user-generated content added to the catalogue and statistics on holds, circulation and intraloans are presented for the months of August to November. Due to the short study period, nothing conclusive can be drawn from the statistics. However, trends of BiblioCommons usage and comparisons between PCIN libraries and Oakville Public Library, the initial library to launch BiblioCommons, are made.

1.0 Introduction

The Perth County Information Network (PCIN), which includes Stratford Public Library (SPL), Perth East Public Library (PEPL) and West Perth Public Library (WPPL), went live with a new library catalogue, BiblioCommons, in August 2009. The new catalogue incorporates Web 2.0 and social networking features. This case study will look at how PCIN is using BiblioCommons to increase digital literacy throughout the three communities.

1.1 Digital Literacy and Web 2.0

With an increasingly digital world, it is important that citizens are able to navigate information in a digital environment. More and more activities are done online, everything from government forms to job applications. In order for people to access online resources they need to have a certain amount of digital literacy. Digital literacy skill expectations are increasing in the Web 2.0 environment. Web 2.0 is all about users contributing content and creating social networks; examples include blogs, wikis, user-added reviews/ratings/summaries, social networking sites, tagging, and much more (Peltier-Davis, C., 2009). Digital literacy is no longer about just being able to navigate the Internet and find information, but it now also incorporates being able to interact and contribute to the social arena of Web 2.0.

1.2 BiblioCommons

BiblioCommons is a company based in Toronto that has created an interactive, discovery-rich library catalogue that is forecast to be adopted in libraries across the world. BiblioCommons received funding from Knowledge Ontario, “a collaboration of libraries, cultural heritage organizations and educational institutions. Its focus is on connecting Ontarians with digital content to support their information and learning needs. Knowledge Ontario delivers enhanced services to and through the province’s publicly funded libraries by supporting equity of access to information, creation of digital content, research and literacy” (Knowledge Ontario, 2008). BiblioCommons is Knowledge Ontario’s “Connect Ontario” project. The focus of Connect Ontario is to transform “the library catalogue from an inventory finding system... to a rich, discovery experience and a kaleidoscope of social spaces that are defined by shared interests by topic, genre, and style” (Knowledge Ontario, 2008). Beta testing of the new catalogue was done at Oakville Public Library.

BiblioCommons has transformed the traditional static library catalogue into a social interactive space. BiblioCommons incorporates Web 2.0 and social networking features, which means that library users can contribute information to the catalogue and interact with each other. Library users are able to voice their opinions by adding comments, star-rating items and creating lists to share with other users about their favourite authors, genres or interests. They are able to connect and communicate with other users with similar interests through the catalogue and can build networks of their favorite reviewers that result in automated recommendations. Lists of bestsellers, award winners and new titles can be explored within the catalogue interface. BiblioCommons uses faceted searching which allows users to quickly narrow their search results. Library users can also easily manage their account online, place holds, renew items and check due dates.

BiblioCommons identified useful features that are used on different successful websites and incorporated them into their library catalogue interface. When performing a search, if something is spelled incorrectly the user gets the Google-like “Did you mean this” suggestion. When a user retrieves a large search set, they are able to narrow it using Amazon-like faceting. Through using BiblioCommons, individuals will increase their digital literacy skills as they learn how to use web-standard features.

All of the user-generated content created is shared by all libraries that use BiblioCommons worldwide. This results in a much richer catalogue experience for the user. Library users are able to share their experiences and thoughts about books and movies with other library users. Although BiblioCommons is designed for the individual library user, libraries can give organizations and clubs in their community a BiblioCommons account. This allows organizations to create lists and add comments on topics about which they are knowledgeable, which benefits the library community. With more libraries adopting BiblioCommons the Community Activity areas of BiblioCommons are going to become rich with user-generated content.

1.3 Perth County Information Network

The Perth County Information Network (PCIN) is a library network, which includes the independent libraries of Perth East Public Library (PEPL), West Perth Public Library (WPPL), and Stratford Public Library (SPL). The partnership formed by these libraries creates a cost-

sharing situation for the integrated library system (ILS) and it enables residents to have access to the resources of all of the participating libraries through the intraloean courier system.

To put the library communities in context, the following are brief descriptions of the three communities:

- The population of Perth East is approximately 12,000 (Statistics Canada, 2006). It is a rural community consisting of many farms and the small town of Milverton. PEPL serves a large Mennonite population that lives in the region.
- The population of the City of Stratford is 30,400 (Statistics Canada, 2006). Stratford is a small urban centre and the largest community and only city in Perth County. SPL also provides library services to approximately 4,100 Perth South residents. Perth South is a rural agricultural area.
- The population of West Perth is 8,800 (Statistics Canada, 2006). It consists of the town of Mitchell and the wards of Fullarton, Hibbert and Logan. It is primarily a rural community.

All three library communities are located in Perth County. Perth County received funding from the government to increase broadband coverage within the county. See Appendix A to view a map of the broadband coverage in Perth County. Although this new broadband coverage has made high speed Internet available to many households, there are still large gaps of coverage throughout the communities served by PCIN.

In August 2009, PCIN launched BiblioCommons as the new library catalogue, making it the second library in the world to go live with this new product. PCIN has a union catalogue with a separate BiblioCommons interface branded for each library. The three BiblioCommons catalogues can be viewed at the following URLs:

Perth East Public Library: <http://pepl.bibliocommons.com>

Stratford Public Library: <http://spl.bibliocommons.com>

West Perth Public Library: <http://wppl.bibliocommons.com>

PCIN hired a Digital Literacy Librarian to perform outreach in the three communities about BiblioCommons. The purpose of the outreach was to make people aware of all of the different features available in the new catalogue, especially the Web 2.0 features. Through the outreach it was hoped that more people would use the Web 2.0 features, thereby increasing their digital literacy skills, making them more prepared to use other online resources.

2.0 Research Questions

- How can the libraries use BiblioCommons to enhance digital literacy in the three communities?
- Is BiblioCommons an effective way to introduce people to Web 2.0 technology, especially for people that would otherwise not get involved?

3.0 Methodology

The Digital Literacy Librarian will promote the new catalogue. Making people aware of BiblioCommons and the features available to them will hopefully encourage people to use the catalogue, which will increase their digital literacy. Promotion of BiblioCommons will occur through answering questions and showcasing features to users at the library, providing hands-on training sessions and demonstrations to individuals, classrooms, organizations and businesses. Internal and external advertising will also be done to promote the usage of BiblioCommons: the libraries will hang posters, distribute pamphlets and include information about BiblioCommons in any newsletters and PCIN will purchase radio and newspaper ads to promote BiblioCommons within the three communities.

PCIN will track how many library users are registering with BiblioCommons, what features they are using, and how the holds, circulation and intraloean statistics are affected by the introduction of the new catalogue. The Digital Literacy Librarian will track what outreach activities are undertaken and how many people were exposed to BiblioCommons through said activities.

4.0 Description of Activities

4.1 Staff Training

Training of all reference and circulation staff at all three libraries took place before PCIN went live with BiblioCommons. After the launch, three additional training sessions were held to train the pages (library assistants) at Stratford Public Library. A hands-on 1.5 hour training session was held to orient the pages to the new catalogue.

A hands-on training session was also held for Stratford-Perth Archives staff. The Archives is a partial member of PCIN, but does not have their own BiblioCommons interface. Many of the books in the Archives collection have been catalogued and can be found using any catalogue in the PCIN network. The hands-on training session with the Archives staff focused on searching, adding comments and creating lists. They were introduced to the ability to perform faceted searches, which allows them to limit their searches to display only Archives materials and to facet their searches to retrieve more specific results.

4.2 The Launch

The beta testing of BiblioCommons took place at Oakville Public Library, in Oakville Ontario. However, BiblioCommons headquarters created a new version of the product to launch with PCIN and all subsequent libraries. Thus, there were three distinct stages in the launch of BiblioCommons at PCIN.

4.2.1 Pre-launch Activities

The Systems Librarian and the Information Technology Training Librarian performed significant testing of all of the features in BiblioCommons. Issues were forwarded to BiblioCommons headquarters. The Information Technology Training Librarian created an intensive three hour training program for staff. All reference and circulation staff at all three libraries were trained. PCIN felt it was important that staff be fully trained on all of the features of BiblioCommons, that way they would be more likely to be supportive and positive about the change in catalogues and they would feel confident in their abilities when asked for assistance by library users. Staff training took place in May and June. At SPL, to encourage staff to engage with the new catalogue a staff contest was run during July and August using the built-in Community Credits system in BiblioCommons. For every 10 community credits a staff member earned, one ballot was entered into a draw for a chance to win gift certificates for local book stores and a day off with pay. Over 2700 community credits were earned by SPL staff as a whole.

4.2.2 Soft Launch Activities

PCIN went live with BiblioCommons on August 10, 2009. Pamphlets describing the new catalogue were placed beside all of the Online Public Access Catalogues (OPACs) and at the circulation and reference desks. As the catalogue switch had not been publicized (making it the “soft launch”), the Digital Literacy Librarian wanted to make sure that library users were able to access information about the new catalogue. The pamphlet covered basic information: how to register, narrow searches, add content, place holds, and explore (See Appendix B for PEPL’s brochure for BiblioCommons). Staff was able to direct library users to the pamphlets and to use them as a resource if they were feeling unsure about a certain feature. The morning of the soft launch, the OPACs were switched to point to BiblioCommons, the links on all three websites were changed, and staff was reminded about the changeover. On the day of the soft launch the Digital Literacy Librarian stayed around the OPACs at SPL on the Adult and Children’s floors to assist people to register and explain some of the new features. Later that week she went to PEPL. As PEPL is located in a smaller community, library users often just ask the staff about library materials. The Digital Librarian talked about BiblioCommons to library users that approached the desk and she also took the opportunity to go over some of the Web 2.0 features with PEPL staff.

All library staff working on public service desks were given buttons to wear that had information about BiblioCommons. The buttons had sayings like “Ask me about BiblioCommons”, “Create lists of your favourite books on BiblioCommons” and “Star rate your favourites on BiblioCommons”. The purpose of the buttons was to create a way for library users to start a dialogue about BiblioCommons with staff.

Unfortunately PCIN had some registration problems with BiblioCommons when the new catalogue was first launched. Users would enter their library card number and PIN number, fill out the registration form and then be kicked back out to the login page. This was very frustrating for users. Some library users were quite exasperated by the time they would call the library or come to the library to ask for assistance. The issue was eventually resolved at BiblioCommons headquarters about one month after the launch and there are no longer problems with registration. Many users were able to register without problem, but the individuals that did have registration problems were not given a great impression of the new catalogue right from the beginning.

If the Digital Literacy Librarian were to be involved in another soft launch of BiblioCommons, one month in advance a message would be posted on the existing catalogue letting people know about the upcoming switch, information would be put on the websites and in the library newsletters, and posters would be placed by the OPACs. Some users were very unhappy that they had not been informed that there was going to be a switch and these activities would prepare all users.

4.2.3 Hard Launch Activities

The official launch of BiblioCommons for PCIN took place in October 2009. For the official launch of BiblioCommons, PCIN wanted to create media attention to make the communities aware of the new library catalogue and to create excitement about it. To this end, an event was held at Perth East Public Library. The guest of honour was John Wilkinson, MPP for Perth-Wellington. The following people attended the official launch: library board members from the three libraries, library staff, mayors, CAOs, PCIN board members, members of the community, Knowledge Ontario staff, BiblioCommons headquarters staff and a few community members. The SPL Community Outreach Librarian contacted all local press, radio and television stations. Considerable time was spent preparing for the event: contacting people, creating the press release, creating the agenda, and having people create lists within BiblioCommons.

As PCIN is a library network, the chair of PCIN emceed the event. Before the official launch, a one-on-one training session was held with the emcee to ensure that she felt comfortable with BiblioCommons.

As the event took place in Perth East, the Mayor of Perth East was invited to welcome everyone there. The Digital Literacy Librarian gave a short demonstration of BiblioCommons. The board chair of Knowledge Ontario was given the opportunity to speak. John Wilkinson then tried out some of the new features of BiblioCommons – star-rating and commenting on a book. He then discussed a list of his favourite books that had been added in advance by the Digital Literacy Librarian, which was done to save time and make the event run smoothly. The Digital Literacy Librarian then showcased some of the other lists that had been created by library users: “Books passed on by friends”, “Chickens are #1 in the picture book world” and a list associated with a local documentary film festival.

The event was a success. About 40 people attended the event and it was covered by four local newspapers, the local radio and television station. The event received front-page coverage in the Saturday paper. By having an official launch PCIN was able to create media attention about BiblioCommons to get the three communities excited.

4.3 Interacting with Individual Library Users

The Digital Literacy Librarian and other library staff answered many questions about BiblioCommons and received varying feedback from library users about the new catalogue. The following are a few comments library staff received from users at the library. Further anecdotes and questions arising during training sessions and demonstrations are discussed later in the document.

- One user really liked the ability to follow other users in BiblioCommons to receive automated book recommendations. While checking out, he told the circulation staff that the book he was signing out was a recommendation from user X.
- Several users stated that they like the ability to create a list of “Books to Read Later” or using the For Later feature.
- One parent said that her nine-year-old son loves to add comments and rate books, he says it's "cool". She said that he feels empowered that, even as a kid, his opinion counts.
- A few library users were anxious about registering with BiblioCommons and did NOT want to create a username. They preferred to interact with staff at the circulation desk to place holds and renew items.
- There were several complaints about the OPACs at the libraries being slow. PCIN uses thin clients for their catalogue stations, which run from one terminal server. More RAM was added to the server, which has increased the speed of the OPACs.
- Several people complained about the catalogue being slow at home. BiblioCommons displays many images and for users that have dial-up or light high speed at home the catalogue is slow. Those users were shown how to look at their search results in list view, which has fewer graphics, and they were shown how to access the old catalogue, which works better for users with slow Internet connections.
- Many users identified themselves as having low digital literacy and were somewhat upset about the switch to the new catalogue as they have a hard time learning “new things” on

the computer. Those users were given a brief demonstration of BiblioCommons at one of the OPACs, were encouraged to ask additional questions to any staff and were told about the hands-on training sessions being offered to the public.

- Many library users commented that BiblioCommons is very pretty and that they like the cover art.
- There were many questions about how the user-generated content is moderated.
- Some users commented that they missed being able to sort their search results by call number, an activity that they did on the old catalogue to sort the fiction from the non-fiction and the adult from the juvenile. Since then BiblioCommons has added facets that allow library users to narrow their search by non-fiction or fiction and by adult, young adult or juvenile. BiblioCommons headquarters responds to trends seen in user suggestions. They add new features to improve service on a monthly basis.

4.4 Hands-on BiblioCommons Classes

The Digital Literacy Librarian offered public orientation sessions on BiblioCommons. Nine classes were scheduled in total: 1 class at WPPL, 3 classes at PEPL and 5 classes at SPL. The purpose of the classes was to give library users a chance to have hands-on training of the different features in BiblioCommons. The classes were 1.5 hours long and were limited to 5 participants (as the library has a limited number of training laptops). To promote the classes signs were hung up on the OPACs, staff had flyers they could hand out to library users that had questions about BiblioCommons and the class schedule was included in the library newsletters and on the SPL web site. Additionally, SPL included the BiblioCommons training flyer in the packages they mailed out about the other computer training courses being offered.

There was a limited amount of interest in the BiblioCommons orientation sessions from WPPL and PEPL residents. The Digital Literacy Librarian did a one-on-one session at each library with the lone participants that had registered for the class – the classes were not cancelled as the library users that had signed up for the classes had had issues registering initially and were frustrated with the change in the catalogue. After the sessions, these two library users were excited to use BiblioCommons. Two of the PEPL BiblioCommons classes were canceled due to zero registration. There was a better response to the classes offered at SPL. The reason for this

may be due to the larger population of the city or because hands-on computer training courses are offered year round at SPL, so there is a greater awareness of computer training.

During the group sessions a laptop was hooked up to a projector so that the instructor could explain how to perform different tasks in BiblioCommons to the whole class and then the instructor would provide assistance to attendees while they practiced. During the one-on-one sessions two laptops were set-up. A wide range of topics were covered during the training sessions. Participants practiced how to use faceted searching, register, perform online renewals and holds, add content and create lists, sign-up for email notifications and navigate the New Titles, Recently Reviewed and Awards and Bestsellers lists. Questions were welcomed throughout the sessions.

Everyone who attended the hands-on BiblioCommons training sessions were avid library users. They wanted to learn how to navigate the new library catalogue more confidently and to ask questions in a comfortable setting. Everyone that attended a hands-on BiblioCommons orientation session was asked to fill out a feedback form. Please see Appendix C for a copy of the form. The following is a discussion of the feedback received:

The majority of people that attended an orientation session gave the class an excellent rating. Two library users with very low digital literacy gave the sessions a mid-range rating. Their unfamiliarity with the mouse and Internet made the sessions more frustrating than informative. None of the attendees were avid internet users. All but two attendees had email accounts, and only one user had used YouTube and Facebook. No attendees had Twitter accounts. 24% of people had no internet access at home, 35% of people had dial-up and 41% of people had high speed.

What attendees liked about BiblioCommons:

- Detailed searches
- Using a username to sign-in rather than the library card number
- Interactivity – “being able to see ratings and reading comments about books is a big help”
- Looking at the catalogue from home
- Requesting and renewing items from home
- “Being able to list the authors I like”

- Sorting by publication date
- “I hope that this will foster an interest in sharing commentary on books among the electronically-oriented generation”
- Making comments. One user stated “This could be a lot of fun!”
- The visual is very pleasing.

What attendees disliked about BiblioCommons:

- “Needlessly complicated”
- Too slow (x2)
- “Lists are unnecessary”
- “Don’t like being traced, but probably won’t use those features” (My Collection)
- “CD search had poor results”
- Can’t place holds on items in storage
- Got a 404 error message
- “I am not interested in other people’s comments”
- Liked everything (x10)

What features attendees thought they would use:

- Searching (x4)
- Online renewals (x2)
- Placing holds (x2)
- Explore – bestseller and awards lists and new books (x2)
- For Later “this could be dangerous” (x2)
- Lists of Authors
- Reminders
- Shared Comments (x2)
- Personal lists to read
- For Later "This is really wonderful. So often I come to the library and I cannot remember the names of authors I want to read and I have forgotten my slip of paper at home".

Having hands-on training sessions was an excellent way to introduce individuals to the new catalogue features. Everyone that attended the class increased their digital literacy. Before the sessions, none of the attendees had used the faceted search options, when they learned about the power of using faceted searching during the session they were excited. Being able to limit their searches by location, availability, topic and publication date were some of the favourite facets.

None of the attendees had ever contributed anything to a public forum on the Internet. About half of the attendees were very excited to learn that they could contribute their knowledge and opinions to the catalogue. When the instructor was explaining how to add comments, one attendee said "Well, that could be a lot of fun!". Many were excited about how interactive the catalogue was and they were especially excited about looking at other library users' lists and collections to get ideas about reading. The other attendees were not interested in the interactivity of the catalogue. There were two main reasons for their resistance: either they felt that other people would not be interested in what they had to say or they felt that it was an invasion of their privacy. Even after explaining that by selecting an anonymous user name no one would know it was them who had made that particular comment or list they wanted to know how to delete what they had added during the practice time. People who did not like the interactive features of the catalogue still increased their digital literacy in that they now know that they are able to add content.

All of the attendees were avid library users and most of them had email accounts. Many were very excited to learn that they could change the Settings of their account to receive automated library notices through email to remind them about when they had library items coming due or overdue items. The instructor also showed them that they could change their privacy settings and Account information in the Settings area. As many online accounts give the user the ability to adjust their Settings, showing the attendees that they could change their Settings in BiblioCommons will provide them with transferable skills that they can use elsewhere. The group as a whole was also excited to learn about the For Later list that they can mark items that they want to borrow later.

The one group was so enthusiastic about learning about BiblioCommons and all of the new features they could use that at the end of class they asked for more information about the library's digital audiobook service: downloadLibrary. The Digital Literacy Librarian gave them a

ten-minute tour of downloadLibrary, about which they were also very enthusiastic. That was followed by a question about the library databases. The Digital Literacy Librarian proceeded to give a ten minute tour of CPI.Q (Canadian Periodical Index), and a general talk about what the SPL databases contain. They were all amazed at the range of magazines and newspapers that they could access from home.

Internet speed continues to be an issue for many of PCINs library users. Over 30% of the users that attended the hands-on training sessions only have dial-up Internet at home. Many of them made verbal comments stating that they would not be using any of the extra features at home because everything takes so long on their computer. Nonetheless they were happy that they had learned about the new features, especially faceted searching, as they could put these new skills to use at the library OPACs.

4.5 Demonstrations to Library-Related Groups

The Digital Literacy Librarian gave demonstrations of BiblioCommons to all groups associated with the three libraries, including library boards, Friends of the Library, Library Foundations, and Book Groups. Most sessions were about 30 minutes long, with time for questions from the group. Fourteen sessions were held for library-related groups, reaching approximately 120 people. The members of all of these groups are strong library supporters making them an interested and attentive audience. Most of the members of these groups actively use email and a much smaller subset use social networking sites.

Demonstrations were given to all three library boards. All board members were enthusiastic about the new catalogue, especially since PCIN was the second library system in the world to go live with BiblioCommons. One West Perth Board member stated, "This is a very interesting catalogue". There were a couple questions revolving around comment moderation. The boards were concerned about inappropriate content being posted. The Digital Literacy Librarian explained how peer-moderation worked on BiblioCommons: once a comment is flagged three times it is pulled down by the BiblioCommons headquarters and an email is sent to the poster. Before the demonstration, only one board member had been adding comments and creating lists – he was curious about how Community Credits worked.

Demonstrations were also given to the WPPL and SPL Friends Groups and to the Stratford Public Library Foundation. The members in these groups are all heavy library material

borrowers. All of the groups were impressed by how easy it was to renew and place holds online and were thankful to have the option to receive email notifications for books that are coming due or overdue. There was some excitement about the fact that comments and lists they create are shared among all libraries that use BiblioCommons. One of the Friends stated that they saw all of the advantages that BiblioCommons gave to users, but wanted to know what the benefits were for the library. It was explained that PCIN wants to use current technology and that the libraries would likely see their circulation and holds statistics increase. One of the Foundation members had been actively using BiblioCommons. She really liked the For Later list to keep track of items of interest. She had added a comment, but was not clear on where the comment showed up. She also said that it was now super easy to place holds and that she had to watch herself because the library was basically calling her everyday about items she had requested. One woman in the group had never placed a hold before; she was quite impressed at how easy it was and said it was something she would be doing at home now.

The Digital Literacy Librarian also demonstrated BiblioCommons to the three libraries' book clubs. All of the book club members were excited that PCIN is on the cutting-edge of this new technology. One of the clubs had several questions about registration as none of the members had used the new catalogue yet. One of the members volunteered to register her card. There was concern about privacy with adding comments, creating lists and having others view the "My Collection" area. After explaining how an anonymous username would prevent others from knowing who the user was, the group was relieved. There was some confusion about the difference between all libraries sharing their user-generated content as opposed to all libraries sharing the same catalogue. A few people in the reading clubs were very excited about the possibility of sharing their opinions on books through the comment and star-rating features. There was also a lot of excitement surrounding the New Titles page. The faceted searching was very popular with the book clubs, especially the ability to narrow by location and publication date. As several of the book club members had light high speed or dial-up internet service, the list view and the link to the old catalogue were demonstrated. A few people in the book groups do not use computers, but were impressed at how easy it was to find books in which they were interested.

The Digital Literacy Librarian attended PEPL's centennial celebration open house to talk to people about BiblioCommons. Two laptops were set-up on the main floor to allow people to

explore BiblioCommons. There is one OPAC on the main floor, but it is rarely used. The laptops drew people in effectively, as they were not used to having them there. The Digital Literacy Librarian made sure to explain to people that they could access BiblioCommons from the OPAC or Internet stations at the library or from their home computers. The Digital Literacy Librarian helped people register and gave short tours of some of the new features of BiblioCommons. A couple people had problems registering, the Digital Literacy Librarian checked their borrower account in Horizon and it turned out they did not have a PIN number set-up in Horizon already. A query was run in Horizon to locate all borrower records that did not have an associated PIN, several hundred records were corrected.

Through demonstrating BiblioCommons to all of the different library groups, the Digital Literacy Librarian was able to introduce people to BiblioCommons features that they may not have realized were available. The demonstrations gave people the opportunity to ask questions and learn about Web 2.0 features. Everyone was very interested and had lots of questions about the new catalogue and library operations as a whole. As the members of the library boards, Friends groups, Foundation and book clubs are great library supporters, it was beneficial to show them how great the new library catalogue is as they are great advocates of the library.

4.6 Demonstrations to Groups and Organizations

The Digital Literacy Librarian contacted many organizations in Perth County to request the opportunity to attend an upcoming meeting to give the group a demonstration of PCIN's new interactive catalogue. It was challenging to get in touch with people who planned the organizations' activities. Many organizations would not respond to emails and phone calls about the possibility of the Digital Literacy Librarian giving a demonstration to the group. Only about half of the organizations responded to the request: approximately half of that group scheduled demonstrations and the other half did not have any openings for speakers until next year when the Digital Literacy Librarian's contract would be over. Demonstrations were given to a variety of groups, which is discussed below. The home library's BiblioCommons interface was used and each attendee was given a brochure about BiblioCommons.

Demonstrations were given to both Stratford and Mitchell's Early Years Centre Family Time Program. A focus was placed upon sharing knowledge as a parent with other parents who use the library catalogue. All of the parents at these programs were current library users,

although many of them learned new things about the library and all of them learned new things about BiblioCommons. At both sessions, a prepared power point presentation was used for the demonstrations because there were connectivity issues at the first location and the second location did not have internet. Although the canned presentation is not as impressive as a live demo, all of the parents were interested and excited about the new features. The one group was very enthusiastic about being able to create lists and share them through email and Facebook. One parent was excited about being able to comment on books and especially enthusiastic about being able to put age suggestions on items. She had recently borrowed a Polly Pocket movie for her 6-year-old, which contained teenage themes – she was happy she would be able to share this knowledge with other parents who may be thinking of borrowing the title for their young children. All of the parents were excited that they could sign-up to receive email notifications for library items that were coming due, as many of them have very busy schedules. Many of the parents' young children had their own cards, the Digital Literacy Librarian explained that they could put their email addresses in their children's BiblioCommons accounts to receive notifications of items coming due, rather than having to sign into each account individually to check the status.

A few of the parents had already been using BiblioCommons and had positive experience with it. The one parent said, "I like it – it is really good". One parent in attendance had light high speed and had found the new catalogue to be on the slow side, she was shown how to change to view to List View and the link to the old catalogue. Many of the parents had general questions about the library, including questions about fines, holds, the library network, library materials, library cards for children and programs. Although the primary focus of the demonstration was on BiblioCommons, giving parents the opportunity to ask any questions about the library was a great library outreach opportunity. The Digital Literacy Librarian also brought an assortment of library materials to promote the wide range of collections, including children's DVDs and CDs, picture and board books, parenting resources, activity books, and French materials.

The Digital Literacy Librarian did a demonstration of BiblioCommons to the Stratford Rotary Club. All of the Rotarians were library users, so they were enthusiastic to learn about the new catalogue. They had questions about content moderation, searches, content, where the cover art comes from and more. They really liked that they could sign up for email notification and

they thought it was great that the user-generated content is shared. One Rotarian said that she had been using BiblioCommons for searches at home, but that now she was going to register. Many people commented on how user-friendly the new catalogue was and stated that they were excited to try out some of the features at home.

A BiblioCommons demonstration was given to the Mitchell Lion's Club. The group was shown BiblioCommons and then the Digital Literacy Librarian elaborated on what types of materials and services are offered at the library, as many of the Lion's did not have library cards. Library card registration forms were passed out in addition to the BiblioCommons pamphlet. This group was enthusiastic about learning about BiblioCommons and the library in general.

The Digital Literacy Librarian also did demonstrations for two umbrella organizations: the Stratford and District Leisure Activity Council and Volunteers in Perth. These two organizations have representatives from a variety of community organizations, such as Community Living Stratford and Area, the Perth District Health Unit, Civic Beautification, Huron Perth Youth Justice, United Way and others. The focus of these presentations was to show attendees how their organizations could use BiblioCommons not only to find library materials that could help their organization and clients, but they could create lists within BiblioCommons. PCIN decided to set up BiblioCommons accounts for organizations so that they could create lists. The organizations can link to the lists that they create from their home page and email the lists to their clients. The two groups had questions about how their organizations could use BiblioCommons, as well as many questions about personal usage of the new catalogue. One attendee who had not seen BiblioCommons before stated, "This is awesome. I just love it". A couple of the organizations were interested in creating lists and were set-up with a BiblioCommons account. A one-on-one training session was requested by five organizations to go over list creation. Meeting with these two umbrella organizations was a great way to reach many organizations within the community.

A one-on-one training session was also held with a member from the Pesticide Free Education Committee. This group's mandate is to educate the public about going pesticide free. The training session focused on adding comments and creating lists of books and websites that could be linked to from their web page.

A demonstration of BiblioCommons was also given at the Huron Perth Children's Aid Society's staff meeting. It had to be a canned presentation as they do not give outsiders access to

their network. The Digital Literacy Librarian focused on how CAS could create lists of library materials about parenting to share with some of their more independent clients. Although attentive, the group did not seem overly interested in BiblioCommons, this was probably because the ten-minute presentation was one of many presentations that the staff was watching that day, it was not possible to make the presentation that interactive as it was canned and 100 people were in attendance, and half of the staff were from Huron County, which does not currently use BiblioCommons.

The Stratford Public Library is working to create a partnership with DocFest, an annual documentary film festival that happens in Stratford. Staff at BiblioCommons headquarters and Stratford Public Library created lists of library items and websites to complement the films being shown at the festival, to view lists visit

<http://spl.bibliocommons.com/search?t=userlist&q=docfest> . For example, the film “Death or Canada: The Irish Famine Migration to Toronto, 1847” was screened at the festival. The BiblioCommons list for that feature “DocFest: Death or Canada” includes a link to the official website for the film and a link to the DocFest website and links to fiction and non-fiction resources related to the theme of the film. The lists were featured on the Stratford Public Library’s homepage and showcased at the official launch of BiblioCommons at Perth East Public Library. The Digital Literacy Librarian is hoping to have the lists featured on the DocFest website, to the effect “Liked this year’s films? Why not check out some books and movies at the library to learn more”. Hopefully next year before the films are screened similar lists can be posted on their web site. Having DocFest include BiblioCommons lists on their websites would be quite beneficial to the library as the DocFest website is where all of the information about the festival is accessed. Consequently, this would expose many people to the list feature in BiblioCommons and be a great example to show other organizations how the list feature could be used.

Giving BiblioCommons demonstrations to organizations was a great way to show both the organization and the individuals within the organization all of the great Web 2.0 features that are available for them to use. BiblioCommons accounts were set up for a few organizations and the enthusiasm and questions surrounding personal use of the new catalogue suggested that many people attending these sessions would be using the new features on an individual level. The

sessions were most engaging when it was a live presentation rather than a canned presentation, when there was an ample amount of time and a group size that allowed for questions to be asked.

4.7 Interactions with the Business Community

PCIN aims to serve the business community. To this end the Digital Literacy Librarian attended business events to show business owners how the library and BiblioCommons could be useful for their businesses. The following is a discussion of groups that the Digital Literacy Librarian met with and events that were attended.

A demonstration of BiblioCommons was given to the Board of the Perth Community Futures Development Corporation, which is an organization that provides funding, support and advice to entrepreneurs (Perth Community Futures Development Corporation, 2008). The board was shown how business owners could be set-up with a BiblioCommons account to comment on books and create lists that are related to their business. Their username, which would be their business name, would be associated with every comment and list created; thus, getting their business name out into the community. The group was impressed at what could be done with the new library catalogue.

The Digital Literacy Librarian gave a brief talk to two small business start-up courses that were run out of the Stratford Perth Centre for Business. The new catalogue features were described as well as other library services, such as the digital audiobook service, computer training, reference services and the collection. Several library registration forms were handed out as there were many non-library users at the sessions. The group was interested in the capabilities of the catalogue and especially interested in being able to download audiobooks about business. Unfortunately, about one-third of the attendees were from North Perth, which is not part of PCIN and does not have access to BiblioCommons and the digital audiobook service.

A partnership is being developed between SPL and the Stratford Perth Centre for Business. Both organizations have many useful resources for small business owners. The Digital Literacy Librarian showed staff at the Stratford Centre for Business how to create lists of resources that contain materials held at both locations and how to include information about what services the Stratford Perth Centre for Business offer. Resource lists were created about starting a business, working from home or buying a franchise (for examples visit: <http://spl.bibliocommons.com/search?t=userlist&q=centre+for+business>). The Centre for

Business is planning on advertising the lists they have created to their clientele, thus exposing more people to the list feature in BiblioCommons.

The Digital Literacy Librarian set-up a display booth at two of the Chamber of Commerce Business Week Events. The first event was an event for Perth County artists to showcase their work and network with each other. Unfortunately, the BiblioCommons booth was located in a separate room from where all of the artists were set-up. The Digital Librarian showcased BiblioCommons to a handful of people, but it was not very successful as the majority of people never came to that room. The second event was an HST presentation for local small business owners. The Digital Literacy Librarian had a booth set-up to talk to people about BiblioCommons before the presentation began, a few people stopped by the booth, but the majority of attendees were socializing with their peers. The people who did stop by the booths at both events were impressed by BiblioCommons, although none of them were interested in creating accounts for their businesses. However, they did have questions about personal use of BiblioCommons. The digital audiobook service and library databases were also promoted at these events. One woman was excited to teach her teenage daughters about the databases that the library offers. Attending these events was not the most useful way to promote digital literacy within the business community. If the lack of success at these events could have been forecasted, the Digital Literacy Librarian would have organized a stand alone Business Before Nine event for the Chamber of Commerce members to attend at SPL. This is something that PCIN may want to consider undertaking in the new year – a demonstration of BiblioCommons, the digital audiobook service and the databases.

To further reach out to the Chamber of Commerce members, the Digital Literacy Librarian created an e-flyer highlighting library services that are useful for businesses, including BiblioCommons, the digital audiobook service and the library's databases (See Appendix D). This e-flyer was emailed to the Chamber of Commerce's mailing list. BiblioCommons brochures were also given to all of the students who participated in the student entrepreneurship program in the summer.

The Digital Literacy Librarian was in contact with the Mitchell Business Association as well. Although there were no openings to give the group a presentation, one of the organizers who owns a web design business was very interested in BiblioCommons. A business account

was set up for her business and information about BiblioCommons was sent to her. The business owner said that she would share the information with the rest of the Association.

The outreach activities undertaken by the Digital Literacy Librarian to interact with the business community were not the most effective way to introduce Web 2.0 digital literacy to business owners. As mentioned above, inviting the Chamber of Commerce to the library would be more effective, as a demo to a large group could then be done. It may also have been more effective for the Digital Literacy Librarian to have visited individual businesses to promote BiblioCommons and the library.

4.8 Demonstrations to Students and Educators

The Forrester report “Social Technographics” shows that youth are much higher users of social networking sites and are more involved in contributing and using Web 2.0 technologies (Li, 2007). This suggests that youth are much more likely to add comments, star-ratings and create lists in BiblioCommons. The Digital Literacy Librarian held several hands-on sessions with youth and gave demonstrations to a few groups as well. The following is a discussion of the Digital Literacy Librarian’s experience promoting digital literacy to youth:

Hands-on BiblioCommons training sessions were held with the WPPL and SPL’s TD Bank’s Summer Reading Club. The training laptops were set-up and the Digital Literacy Librarian would show the group how to use a specific feature using the projector and then would give the children time to try using the feature. The sessions focused on performing and narrowing searches, adding comments, star-rating items and creating lists. Before the day of the session, WPPL staff created a list with all of the club members’ library card numbers and PIN numbers, and ensured that their accounts had not expired. This allowed the registration process to go quite smoothly during the actual session. During the registration process, one child was very annoyed to learn that he would not be able to use the messaging service within BiblioCommons as he was under 13 years old. The WPPL reading club participants were extremely enthusiastic about getting to “play on the laptops” and learn about the new catalogue. There were two children on each laptop and they would take turns trying out the different features. For the most part, this worked quite well – there was only one pair that had problems sharing. While commenting on books one club member stated, “Cool, I love to read. Now I can tell people what I think about the books.” It was very helpful to have library summer students

who ran the reading club there to assist children on the computers, as many of them had questions as they were trying out the different features. When presenting to children, the Digital Literacy Librarian always emphasized that the children were now the experts of BiblioCommons and they could show their parents and friends how to use the different features. After learning about BiblioCommons, one child stated, "I am going to show my mom right away".

The session with the SPL TD Reading Club was not as successful as there were many behavioral issues with that group. Although the group was smaller and each child had their own laptop to use some of the club members were off task visiting other websites and not paying attention. There were two children present who did benefit from the session. They were avid readers and excited to be able to share their opinions about books and were also very excited to "Follow" their friends in the catalogue for the purpose of book recommendations.

The Digital Literacy Librarian gave a presentation about BiblioCommons and PCIN's digital audiobook service at the Optimist Leadership Camp. As there was no internet connectivity, the event could not be hands-on, but rather it had to be a canned presentation. Although the children were well-behaved, they were not overly engaged in the presentation. All of the children at the camp were library users, so hopefully they tried out some of the new features at home. One camper said that he regularly contributed to an online movie reviews website. Hands-on sessions with children are much more effective than a presentation of the features. It seems that children do not get excited about hearing what they can do, but rather they get excited about actually doing something.

The PEPL is used regularly by a group of parents who home school their children. The CEO of the library, who has regular contact with these users, invited the parents and children to the library for a demonstration of BiblioCommons and a couple of the library's databases. The Digital Literacy Librarian started with a short demonstration of two of the library's databases: Kids Infobits and Canadian Points of Reference. None of the parents were aware of the library's databases and were excited to learn that the databases contained authoritative information and that the databases could be accessed at home. A demonstration of BiblioCommons was then done, the Digital Literacy Librarian showed the group how to perform and narrow searches, renew online, set-up email notification, and add comments and star-ratings. The children were asked for topics that they were learning about currently to show how they could research their topics (cars, planes, Anne of Green Gables, horses). The Digital Literacy Librarian then went

over how to create lists with the group and explained that these resource lists that they created could be shared between parents that home schooled. It was explained that after one parent has taught the topic, she could create a list in BiblioCommons and then share the resource list with the other parents through email. The parents were very enthusiastic about this idea of sharing resource lists. After the demonstration, the children used the public internet stations to register with BiblioCommons and then practice searches and adding comments and star-rating items. The Digital Literacy Librarian stayed around the computer terminals to answer questions as they came up. This group was very enthusiastic about BiblioCommons and was really happy that the library had provided outreach to them specifically.

The children of PEPL's CEO attend the public school in Milverton and resultantly the CEO knows many of the teachers at the school. She talked to several of the teachers to see if they would be interested in having the Digital Literacy Librarian to do a hands-on BiblioCommons training session with their classes. The grade 2/3, 4/5 and 5/6 teachers were interested and training sessions were scheduled and the computer lab at the school was booked.

The Digital Literacy Librarian met with the grade 4/5 class first. The teacher sent a note home to remind the students to bring their library card number with them to school, unfortunately because of the privacy act it was not possible for the Digital Literacy Librarian to have a class list to bring all the card numbers and PINs to the session. About half of the students remembered their cards, a quarter forgot and a quarter did not have library cards. Students who did not have library cards were given library registration forms at the end of the session. The class practiced how to perform searches and narrow them, which all students could do as logging in is not required. The Digital Literacy Librarian, class room teacher and a systems person from the School Board office helped answer questions. The students who had remembered their library cards then got registered and star-rated and commented on an item. The teacher recommended that they comment on the book that they had just done a report on if they could not think of anything else to comment on. Once the students had done that, they shared their accounts with their classmates so that everyone had a chance to add a comment and star-rate an item. The Digital Literacy Librarian set two of the students up on the test account that she uses to demo BiblioCommons. This age group was very enthusiastic about being able to star rate and comment on items. Many of the children thanked the Digital Literacy Librarian for coming and showing them BiblioCommons. Once more of the students get library cards, the teacher said that she

planned on taking them back to the lab to give them more time to add comments. One of the parents told the Perth East Public Library CEO that her son had been logging onto BiblioCommons regularly to add content from home.

To make the next two class room sessions even better, the PEPL's CEO wrote a letter to be sent home with all of the students to let parents know about the upcoming BiblioCommons hands-on training session. Parents had the opportunity to fill out a registration form for their child to get a library card before the session. About ten new library cards were handed out. By having a card before the session, the momentum will not be lost between when the students learn about BiblioCommons and when they can access their account to add comments. The Digital Literacy Librarian also created more test accounts that students could use during the session if they forget their card or do not have one.

The sessions with the grade 2/3 and 5/6 classes were longer. Each of these sessions started with the PEPL's CAP student giving a hands-on training session about one of Knowledge Ontario's databases, Kids Infobits. This was followed by the hands-on training session of BiblioCommons. Students practiced how to perform and narrow searches, they registered and then star-rated and commented on books. As the class had 30 students in it, it took a while to get through the registration process. While everyone got registered, the students that had registered continued to explore BiblioCommons. Many of the students were excited about being able to add comments. The session with grade 2/3 class was a bit more challenging. Many children in this age group were not as familiar with computers, were slower at typing and needed assistance spelling things. This group was also given an introduction to Kids Infobits, which they thoroughly enjoyed, especially the images. And then the group was given a demonstration of how to do searches in BiblioCommons and then given time to practice. As it took longer to get through things with this group, the students were not shown how to register their cards and make comments. However, a BiblioCommons pamphlet was sent home with each child, which they can look at with their parents.

The Digital Literacy Librarian also targeted five other schools in the area about the possibility of giving either hands-on training sessions or demonstrations of the catalogue to the students. The Digital Literacy Librarian wrote a letter that was approved by the board office to send out to teachers within the school board. The letter was emailed to the principal of the elementary schools and the English Department Head at the high schools; follow-up phone calls

and emails were made. Three of the schools booked staff sessions with the Digital Literacy Librarian:

The Digital Literacy Librarian gave a BiblioCommons demonstration on a PA Day to a high school English department. The teachers were shown how they could create reading lists for students to access on the catalogue. Several of the teachers thought that this was a great idea, especially for the grade nine independent study. The Digital Literacy Librarian set the staff up with an account that they can use to create such lists, so that the teachers do not have to use their personal library accounts. The Digital Literacy Librarian offered to come to any of their classrooms to give their students demonstrations – emphasizing that it would be great to have the students interact with the catalogue so they would feel confident coming to the library. A few of the teachers expressed some interest in the classroom training sessions, but were waiting until more of their class is back to school; the H1N1 virus is causing class attendance to be low. Unfortunately the Digital Literacy Librarian’s contract ended before sessions could be scheduled.

The Digital Literacy Librarian also met with two high school librarians. The high school librarians were given a demonstration of BiblioCommons and accounts were set-up for their schools to use. They are now able to show students how to check the public library catalogue if their school library does not have the book that the student is looking for. The school librarians thought that the new public library catalogue was great. One librarian was going to recommend that her school board look at using BiblioCommons.

Another high school English Department Head was interested in having the Digital Literacy Librarian come to do hands-on training sessions with some of the English classes, but he was waiting to schedule sessions until more of his staff and students are back. Again, many people were off with the H1N1 virus. Unfortunately, the Digital Literacy Librarian’s contract ended before such sessions could be set-up.

BiblioCommons was also promoted by SPL staff at all of the Calling all Three Year Olds (CATYO) sessions. CATYO is the screening session that all children go through before entering kindergarten. While parents and children are waiting to see one of the screeners, they come to the SPL display. Staff handed out pamphlets about BiblioCommons to anyone who had not used the new catalogue yet or to anyone who had questions about BiblioCommons. Other library services and programs were also promoted at the sessions. Many of the parents

were already library users, which provided a great opportunity to tell them about some of the new catalogue features, such as adding content, creating lists and signing up for email notifications.

During all of the hands-on sessions that the Digital Literacy Librarian held with children, no one asked how to delete a comment or erase a list, which was a common question during hands-on training sessions with adults. This may suggest that children are more comfortable and accustomed to contributing their opinion and comments in an online environment. The hands on training sessions with children were very successful. Many children had not used the library's online catalogue before and were very excited about the ability to add their comments to the catalogue.

4.9 Reflections on BiblioCommons Demonstrations and Hands-on Training Sessions

The Digital Literacy Librarian knows that giving a live demonstration of BiblioCommons is much more engaging and interesting for the audience than a canned presentation. But also knows that bringing a canned presentation as a back-up to every event is crucial, even if the wireless point is tested in advance, as one never knows when connectivity will be down. Also, when group size, time and facilities permit, it is quite beneficial to have the session as a hands-on event, as many more questions arise when people actually try to use BiblioCommons themselves.

During every demonstration or hands on session it is very important to explain to groups that they can access BiblioCommons from home or at the library. Many new computer users and new library users are not aware of the library's online presence. It is best to start the presentations from the library's home page that way people understand how exactly to access the catalogue.

When doing outreach for BiblioCommons, groups had many questions about general library policies and procedures. Getting out into the community, talking to organizations and groups and talking to children in the school systems provides people with the opportunity to ask questions about the library, which they may not feel comfortable approaching the desk at the library to ask.

Many of the people that the Digital Literacy Librarian presented to were not familiar with Web 2.0 features. There were many questions about moderation, privacy and why someone would want to contribute content. The Digital Literacy Librarian explained to these groups how peer-moderation works: in BiblioCommons users can flag inappropriate comments or videos by

clicking on the Report This link. Once the link is clicked by three users, the comment or video is removed and the initial poster is sent an email explaining that his/her comment has been taken down – the poster is given the opportunity to edit his/her initial comment. The Digital Literacy Librarian also went over the benefits of selecting an anonymous user name. By explaining that others would not know who they were in BiblioCommons if they selected an anonymous user name their privacy concerns were relieved. The Digital Literacy Librarian explained to every group the benefits of contributing to BiblioCommons and being able to read other user-generated content. Many users were excited about the ability to contribute their knowledge to the catalogue and see other users' opinions. They were even more excited to learn that as more libraries adopt BiblioCommons the catalogue will become even richer. The two key ideas to explain to individuals who are new to Web 2.0 are privacy and peer moderation.

Organizations immediately saw the benefits of using BiblioCommons to promote their services and/or events and as a tool to provide their clients with resource lists.

4.10 Advertising

The Digital Literacy Librarian had a \$2000 budget to promote BiblioCommons throughout the PCIN community. A large portion of the budget was spent on radio advertisements with the local AM and FM radio stations, as the radio stations broadcast to all areas of the community served by PCIN. The Digital Literacy Librarian worked with SPL's CEO, Community Services Librarian and staff at the radio station to create clear and exciting commercials to promote BiblioCommons. Two commercials were created, one focused on people finding new books using BiblioCommons and being able to share their recommendations and the other focused on finding new movies to watch and being able to see what other people in the community are saying about them. Separate versions of both commercials were recorded with information about each of the three libraries, for a total of six commercials. The Digital Literacy Librarian went to the radio station to record the commercials. The commercials were played five times a day for two and a half weeks. The radio ads hopefully piqued people's interest in the new catalogue. At the same time, PCIN ran an ad campaign in the Stratford Gazette. It is a free newspaper that is distributed in all three communities. Three ads were run in different areas of the paper for five weeks. The ads contain the URLs for all three libraries' BiblioCommons pages. Please see Appendix E for a copy of the ads. One ad was also run in the

Mitchell Advocate newspaper for one week. Information about BiblioCommons is going to be included in the Milverton newsletter at the beginning of 2010. The Milverton newsletter is published and distributed by the Municipal Office.

The official PCIN launch of BiblioCommons held at Perth East Public Library also generated great coverage. The story was covered by four local newspapers, a local radio station and a local television station.

Internal advertising was also undertaken by all three libraries. All three libraries put information on their website when the initial catalogue switchover took place and posters were put up around the three libraries. BiblioCommons pamphlets were also placed around the libraries. SPL also put information in their monthly newsletter for four months following the initial launch, including information about what could be done using BiblioCommons and FAQs.

The advertising undertaken, both internal and external, will hopefully increase people's interest and knowledge about BiblioCommons in all three communities. Through making more people aware about BiblioCommons and the range of features that the new catalogue has, it is hoped that more people will use the Web 2.0 features that the catalogue has, which will increase their digital literacy and make them more prepared to use other websites in the future.

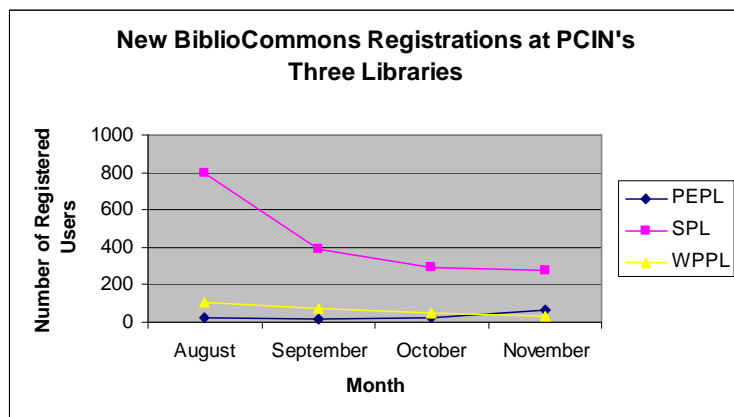
5.0 Statistics and Trends

As BiblioCommons has only been used for 4 months it is not possible to draw any major conclusions about the use of the new catalogue by PCIN library users and staff. However, the following is a discussion of some of the trends in the catalogue use so far. Throughout the discussion, comparisons are made between PCIN and Oakville Public Library (OPL). As mentioned above, OPL was the initial library system to adopt BiblioCommons. The data being used from Oakville is from the period 4 months after they launched BiblioCommons: July 2008 to October 2008. Both library systems launched BiblioCommons midmonth (Oakville: July 15, PCIN: August 10), causing the monthly statistics for the first month not to be completely accurate as it was not a full month. Throughout the discussion, trends seen will be compared with the number of "active users" using the libraries. Although "active user" is usually defined as someone who checked out a library item within the last 2 years, for the purposes of this study "active user" is defined as a library user who has checked out a library item with the four month period following the launch of BiblioCommons. It is thought that this would give a more

accurate picture of BiblioCommons usage. Unfortunately the user-generated content created by 9 of WPPL and PEPL staff is included in SPL's statistics, which will make SPL numbers slightly elevated and the WPPL and PEPL slightly low. When staff was initially trained on BiblioCommons the PEPL and WPPL BiblioCommons sites were not set-up and their cards are resultantly not associated with their home library. For the purposes of this paper SPL will be referred to as an urban library and PEPL and WPPL will be referred to as rural libraries.

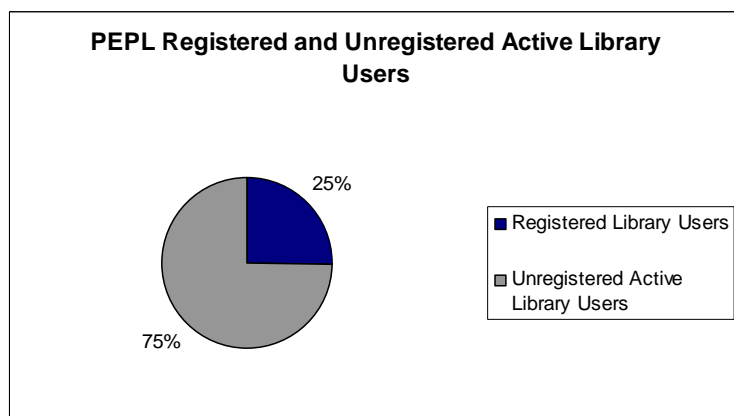
5.1 Registered Users

The first time a user logs into BiblioCommons, they are required to register. During registration they select their username, provide their email address, decide if they want to enable Recently Returned and accept the Terms of Use. Library

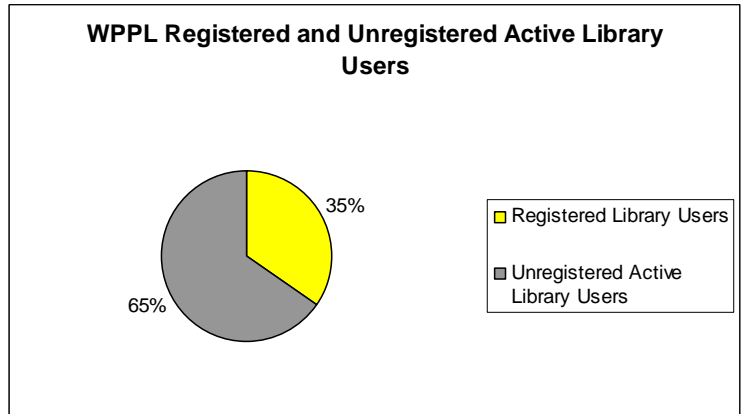
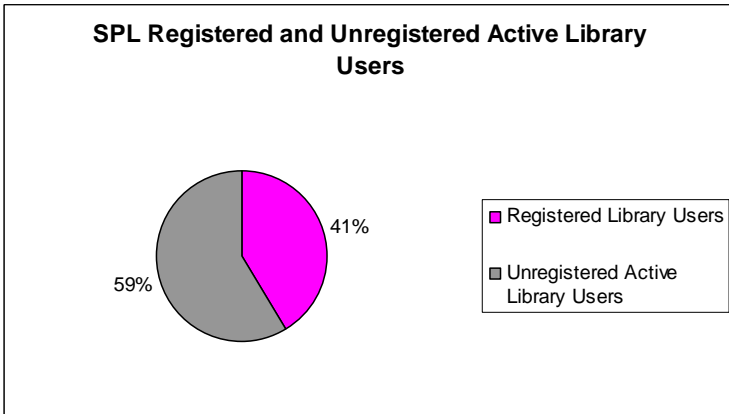


users must register if they want to renew items online, place holds or contribute any content. The first month after the launch of BiblioCommons had the highest number of user registration at all PCIN libraries. This was the expected outcome as it was presumed that users who regularly frequent the library would want to continue to be able to manage their account in an online environment. After the first month, the number of users registering per month at SPL and WPPL steadily declined. PEPL saw an increase in registered users in November. OPL had a similar registration curve to that of SPL and WPPL, with the highest number of registrations occurring in the first month and each subsequent month having less.

The pie graphs show the percentages of registered and unregistered active library users at all three libraries between August and November 2009. PEPL has 25 percent of its active users registered, SPL has 41 percent and



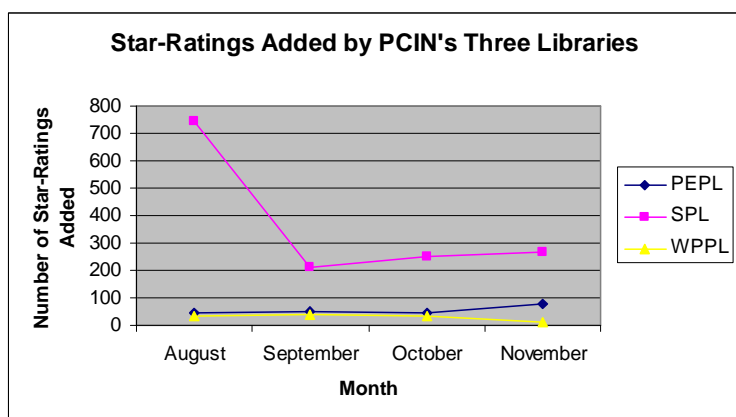
WPPL has 35 percent. The urban library has the highest number of registered users, but due to the short study period, no conclusions can be drawn.



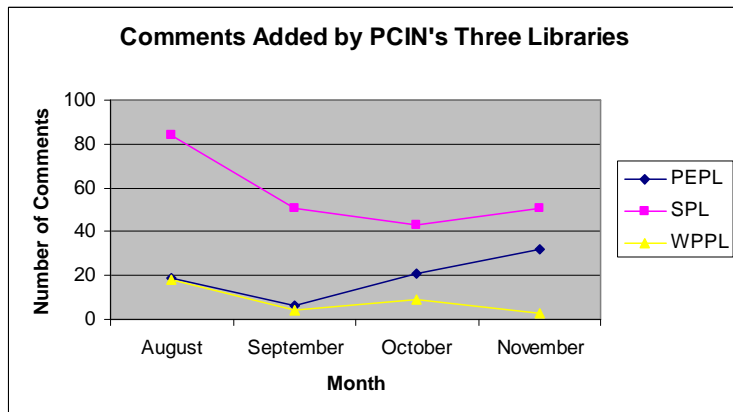
5.2 User-Generated Content in BiblioCommons

A four month period is not a long enough period to see any major trends in how library users and staff will contribute content to BiblioCommons. The following is a preliminary discussion of how PCIN users have been using the Web 2.0 features in BiblioCommons. The August statistics for SPL are elevated as there was a staff contest going on during this period. SPL has a significantly higher number of comments, star-ratings and tags contributed during the month of August when the staff contest was going on. As SPL has a much larger active library user base, it is not surprising that SPL users have added more content to BiblioCommons.

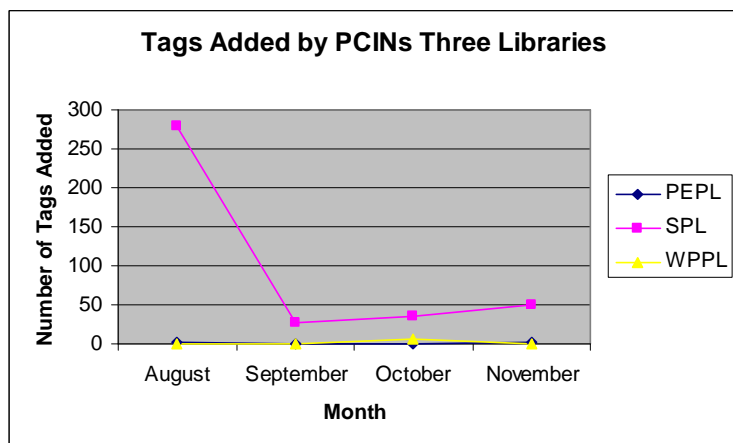
Star-rating is the most popular user-generated content activity. Although over half of the star-ratings were added by SPL users during August (presumably many were added by staff), star-rating is still the most popular. A total of 1813 star-ratings were added to the catalogue from August to November. Star-rating was also the most popular user-generated content activity at OPL.



There does not appear to be any obvious monthly trends in the number of comments being added by the three libraries. A total of 341 comments were added by the three libraries between August and November. There were no monthly trends in the number of comments being added at OPL either.



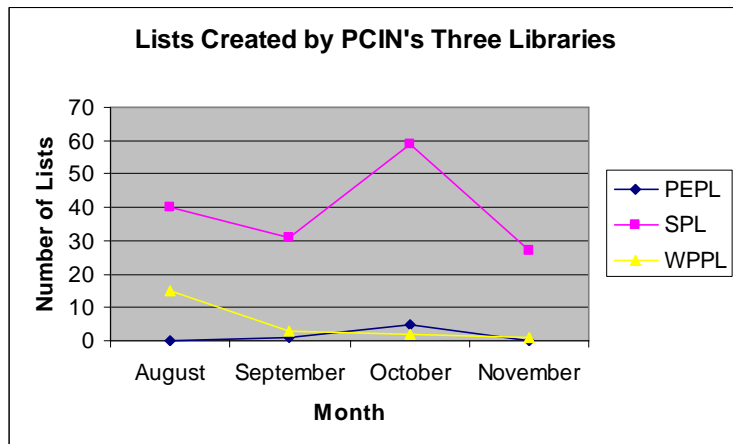
Tags have not been a popular Web 2.0 feature with PCIN library users. Only 12 tags have been added by PEPL and WPPL over the four month period and apart from the high number of tags being added by SPL users (presumably mostly staff) in August, SPL has been averaging 37



tags/month. Although, there does seem to be an upward trend for tags being added by SPL users. The reason that tags have been less popular with PCIN users than adding comments or star-rating items might be because people are not familiar with what tagging is. During longer presentations, the Digital Literacy Librarian would explain what tags are and add a couple of tags and perform a tag search to illustrate the process. However, during shorter demonstrations tagging was not covered. During interactions with the public, the Digital Literacy Librarian found that people generally already had a preconceived notion of what star-rating or commenting on an item in BiblioCommons meant, but they often had no idea what tagging meant. OPL had a much higher number of tags added during their first four months: tagging was more popular than adding comments at OPL. The number of tags added by OPL users ranged from 400 to over 2100 tags/month. Although OPL has a larger active library user base that cannot be the only factor affecting the number of tags being added.

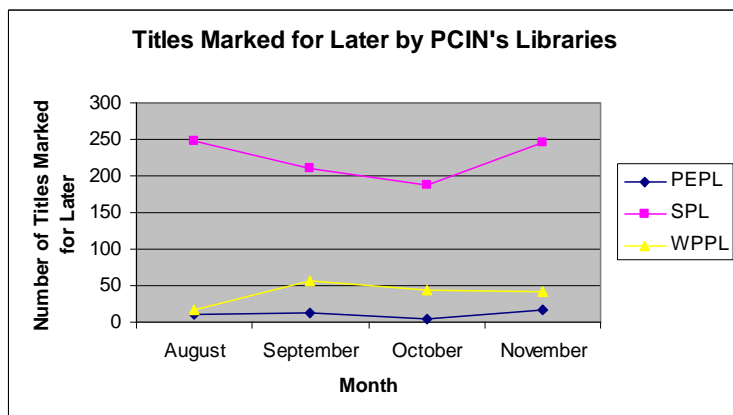
Adding Similar Titles has not been a popular activity with PCIN library users either. Zero Similar Titles were added by WPPL and PEPL, and SPL users only added 65 similar titles in August and October. OPL had an average of 200 similar titles added to their catalogue/month.

List creation has been fairly popular with SPL users, with the monthly high of 59 lists being added to BiblioCommons by SPL users in October. The Digital Literacy Librarian set up several organizations in Stratford with a BiblioCommons account to create lists of resources to use with their



clients, which may partially explain the large increase in list-making in October. There have been a lower number of lists created by PEPL and WPPL users.

The ability to mark titles for later has been a popular feature for SPL and WPPL patrons. There are no evident trends in the usage of the For Later feature.



An inconsequential number of videos and quotes were added by PCIN library users. Sending and

receiving messages through the catalogue was also not an overly popular activity with PCIN users, only 56 messages were sent, many of which were staff testing. Adding videos and quotes and sending messages were more popular at OPL.

Considering that over 2000 PCIN library users are registered with BiblioCommons the amount of user-generated content seems rather low. Many people that have registered their card are not contributing content to the catalogue. Perhaps a public contest would increase BiblioCommons participation – this is discussed further in the conclusion.

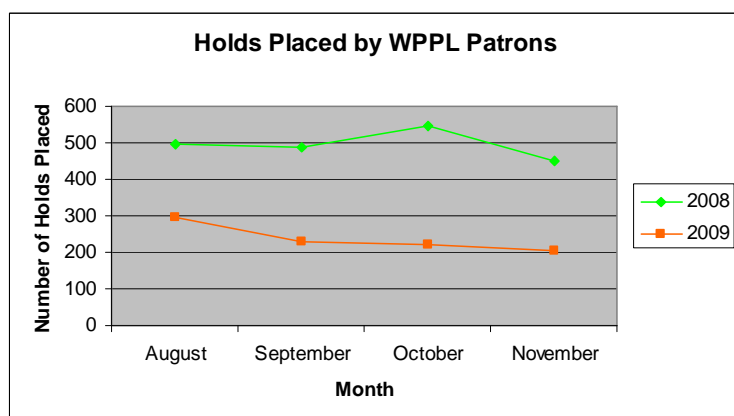
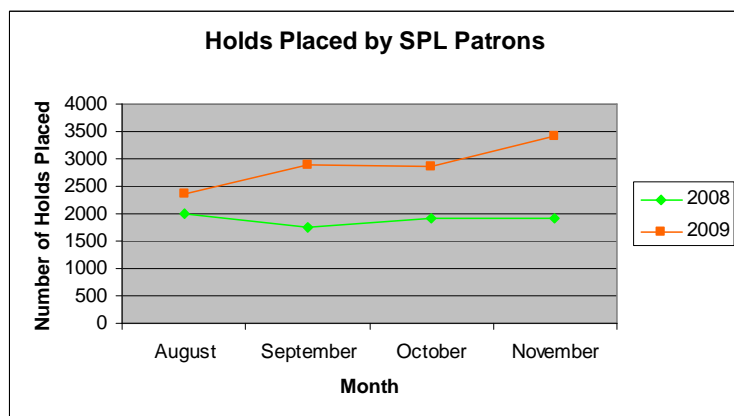
Through adding content to the library catalogue users are increasing their knowledge and ability to use Web 2.0 features. PCIN hopes to see the amount of user-generated content

increase. As the library is viewed as a safe environment people who have never added any content to other websites may feel safe to contribute to BiblioCommons.

Statistics Canada’s 2007 Canadian Internet Usage Survey reported that one-fifth (20.3%) of home Internet users aged 16 and over contributed content on the Internet (e.g. blogging, posting images, participating in online discussion groups or message boards) (Veenhof, B., Wellman, B., Quell, C. & Hogan, B., 2008). The number of home Internet users contributing content was slightly higher in urban areas at 21.2% and lower in rural area at 16.5% (Veenhof, B. et al., 2008). The lower amount of user-generated content created by PCIN library users in comparison to OPL users may partially be explained by the larger rural community within PCIN. Another factor that may be contributing to the difference in the amount of content being added is that OPL has a much larger staff then PCIN.

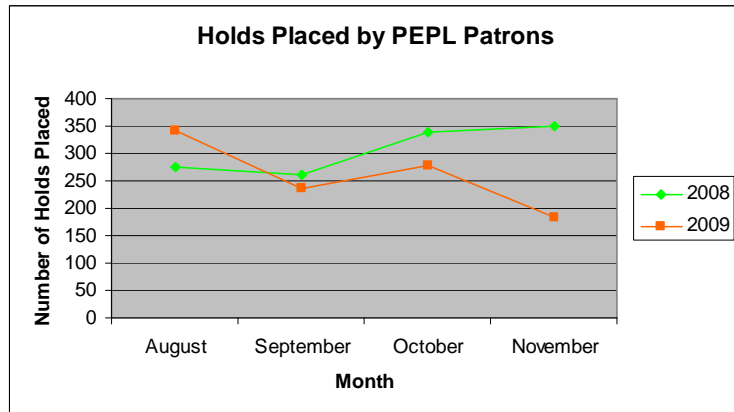
5.3 Holds Statistics by Library

The number of holds placed by SPL and WPPL users changed dramatically after the implementation of BiblioCommons. SPL saw a dramatic increase in the number of holds placed. SPL’s monthly holds increased by 17-79%. The largest increase was seen in November: in November 2008, 1914 holds were placed, whereas in November 2009, 3429 holds were placed. WPPL saw a dramatic decrease in the number of holds placed. Monthly holds decreased by 40-60%. In 2008, WPPL was closed periodically throughout September and October due to library construction; however, the number of holds placed in August and November follow the same trend. The economic downturn can also not explain the dramatic difference in the number of holds placed after the



introduction of BiblioCommons, as SPL and WPPL had completely opposite results. There does not appear to be a pattern for holds placed by PEPL users between 2008 and 2009. The

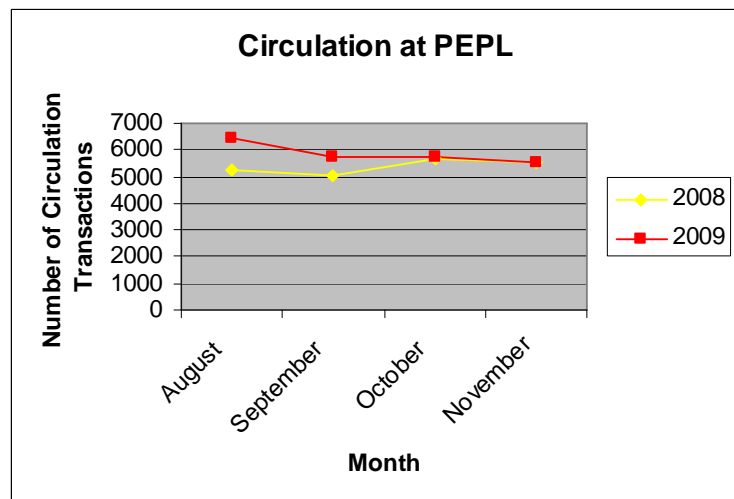
introduction of BiblioCommons does not appear to have had an effect on holds in one way or another at PEPL. It will be interesting to see in the long term what effect BiblioCommons has on the holds behavior of PCIN library users.



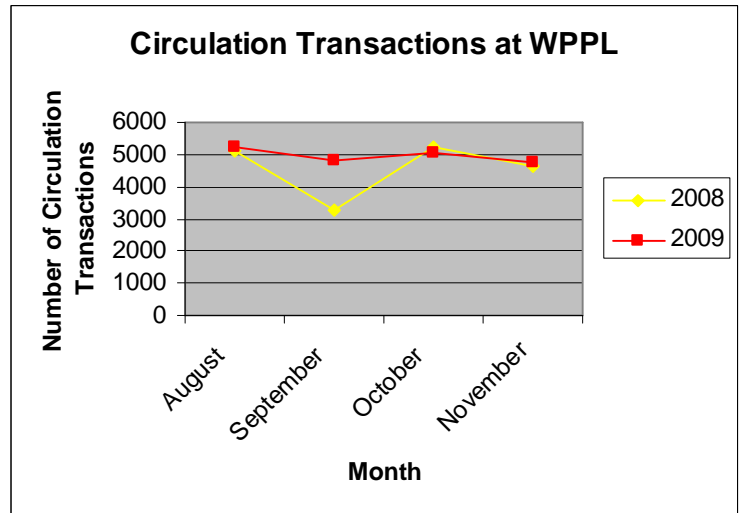
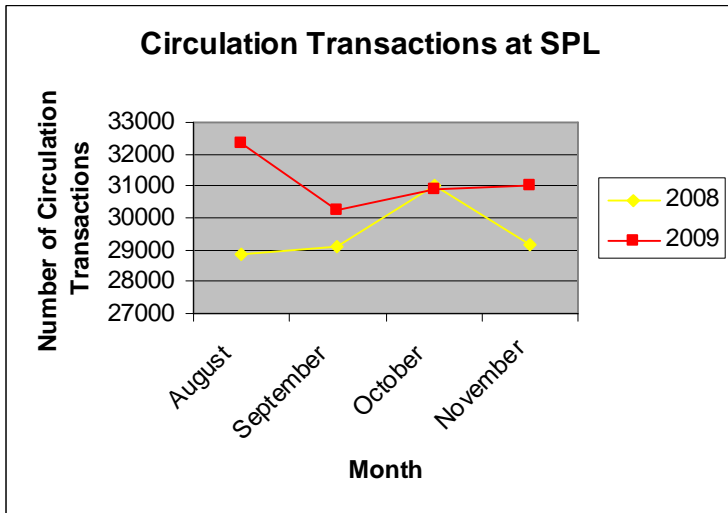
5.4 Circulation Statistics by Library

The circulation statistics at all three libraries has increased since the introduction of BiblioCommons.

When comparing the number of circulation transactions that occurred between August to November of 2008 and August to November of 2009, PEPL's circulation increased by 9%, SPL's

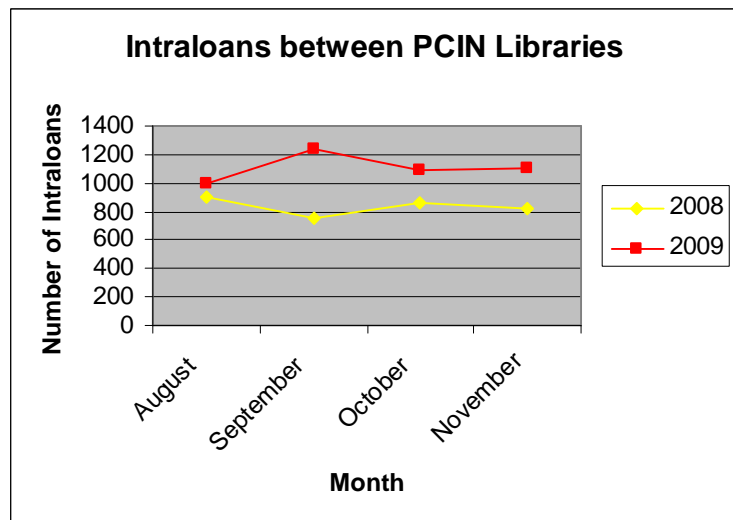


circulation increased by 5% and WPPL circulation increased by 9%. The increase in circulation for WPPL may be affected by the fact that the library was closed at different times during parts of September and October 2008 due to the construction at the library.



5.5 PCIN Intraloan Statistics

PCIN shares library resources through their intraloans courier system, which allows users at one library to request items that are at another library. The number of intraloans increased among all libraries: SPL:PEPL, PEPL:WPPL and WPPL:SPL. Intraloans in 2009 were on average 33% higher than intraloans in 2008.



6.0 Conclusions

Due to the short length of this case study and the limited amount of data it is not possible to draw any major conclusions about how and if BiblioCommons is increasing the level of digital literacy of library users. As individual library users' digital literacy levels are not tracked throughout the study it is not possible to draw conclusions about how BiblioCommons has affected them. There

is also no way of telling what level of digital literacy library users who are contributing to BiblioCommons had before the introduction of the new catalogue. One thing that is known is that everyone who attended a hands-on training session or saw a demonstration of BiblioCommons that was given by the Digital Literacy Librarian was introduced to faceted searching, a variety of the Web 2.0 features (star-rating, commenting, list making etc.) and the Explore area of BiblioCommons. The Digital Literacy Librarian has given 50 demonstrations and hands-on sessions to date, which have reached over 500 people. By going out into the communities the Digital Literacy Librarian was able to answer questions about BiblioCommons and library services in general.

A BiblioCommons user contest would encourage further participation and would resultantly increase library users Web 2.0 skills. BiblioCommons headquarters is planning on running a contest library-wide to encourage user participation. It was evident at SPL that a user-generated content BiblioCommons contest for staff dramatically increased the amount of content added by staff to the catalogue. At OPL, a contest was run by BiblioCommons headquarters for a library user to win a trip to any library in Canada, during the contest user-generated content increased fairly steadily. It might also be useful for PCIN to advertise and promote a new feature every few months to inform the public on how to use it and the benefits of it. This would allow users to master one feature at a time and then they would be introduced to something new until they were comfortable using all the features available to them through BiblioCommons.

Providing a tool that has Web 2.0 features does not automatically increase library users' digital literacy skills as some people will just not use the new features. People need to feel comfortable and confident in their ability to try to use new technology. The demonstrations and hands-on sessions held by the Digital Literacy Librarian hopefully attained that. Libraries are a great place to provide people with training in digital literacy. Many libraries already have computer training programs available to the public. The Ontario government should consider providing more funding to libraries to facilitate more training and outreach to individuals and communities who have low digital literacy. With the increasing amount of services being available exclusively online and the expectation that people not only have Web 1.0 skills, but also Web 2.0 skills, it is important to provide people with the training that they require.

There is still a great need for further broadband coverage development in Perth County. As can be seen in Appendix A, there are still many areas in Perth County that do not have this

service. Without high speed Internet, not only is BiblioCommons challenging to use, but other electronic services are also nearly impossible to access. Without high speed Internet people cannot develop the digital literacy skills that are required to navigate today's information society.

7.0 Gaps for future study

As this case study was a short duration there are many gaps for future study:

- What are the long-term trends of libraries adopting BiblioCommons? Does user-generated content increase or decrease over time?
- As more libraries start to use BiblioCommons will user-generated content increase or decrease?
- Are there differences in how BiblioCommons is adopted in rural versus urban environments? OR in small versus medium versus large library systems?
- How do people with low digital literacy use BiblioCommons? What features do they use?
- Are there certain variables that affect the number of holds placed after a library adopts BiblioCommons?
- How do you get people to use the Web 2.0 features?
- How do language barriers (ESL or low literacy) affect the way that people use BiblioCommons?
- How does the lack of a home computer or dial-up access affect the way that people use BiblioCommons?
- Will adding Tags, Similar Titles and Videos become more popular over time?

References

Knowledge Ontario. (2008). *Connect Ontario*. Retrieved October 14, 2009, from <http://www.knowledgeontario.ca/Connect/index.html>

Li, Charlene. (2007). *Social Technographics*. Massachusetts: Forrester.

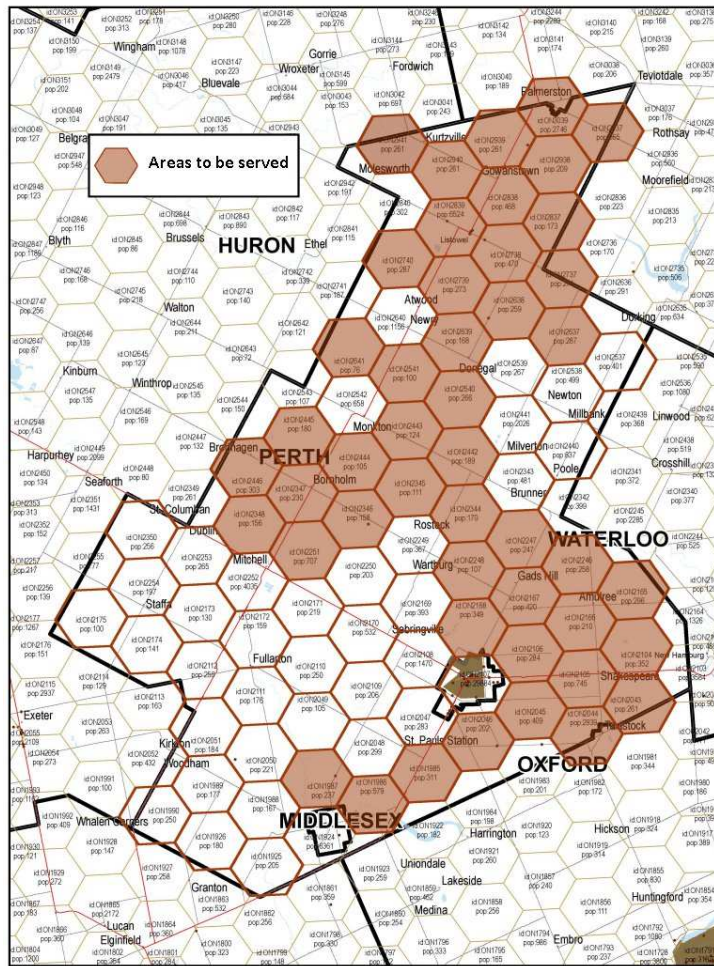
Peltier-Davis, Cheryl. (2009). Web 2.0, Library 2.0, Library User 2.0, Librarian 2.0: Innovative Services for Sustainable Libraries. *Computers in Libraries*. November/December: p. 16-21.

Perth Community Futures Development Corporation. (2008). Retrieved November 13, from <http://www.perthcfdc.ca/AboutUs.aspx>

Statistics Canada. (2006). *Community Profiles*. Retrieved November 13, 2009, from <http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>

Veenhof, B., Wellman, B., Quell, C. & Hogan, B. (2008). How Canadians' Use of the Internet Affects Social Life and Civic Participation. *The Connectedness Series*. Retrieved November 12, 2009, from Statistics Canada <http://www.statcan.gc.ca/pub/56f0004m/56f0004m2008016-eng.pdf>

Appendix A – Areas to be served by broadband in Perth County



OmniGlobe Broadband. (2009). *Network Coverage*. Accessed August, 25, 2009, from:

From: <http://www.omniglobebroadband.com/images/availability/perth-rc-coverage.jpg>


Appendix B – PEPL BiblioCommons Brochure

ADDING CONTENT

BiblioCommons allows users to add content to the catalogue. You can star-rate items, make comments, add tags, and much more!

Star rating ★★★★★

Star ratings allow other users know what you think about a title. Simply click on the stars to record your rating.

Adding a Comment  Add a Comment
Comments allow you to review an item. The comments you write will be viewable to other library users.

To add a comment:

1. Click **Add a Comment**.
2. Type your comment.
3. Click the **Save** button.

Adding Tags Add Tags

Tags are descriptive labels that users add to describe the genre, tone and theme of a title. Tags can be anything you want. Typically, tags should only be 1 or 2 words in length.

To add a tag:

1. Click **Add Tags**.
2. Type your tags - you may add one or more tags to one or more of the tag fields. If you are adding multiple tags to one field, separate the tags with a comma.
3. Click the **Save** button.

When you add content to BiblioCommons there will be a short time lag before it appears in the catalogue.

BROWSING THE COLLECTION

Under the **Explore** tab there are several ways to browse the collection:

Recent Activity: View items that other library users have recently commented on.

Newly Acquired: View items that have recently been acquired by the PCIN libraries.

Awards: View lists of award winning books, including the Scotia Giller Prize and the Toronto Book Awards.

Bestsellers: View lists of bestsellers, including the *Globe and Mail* and the *New York Times*.



FOR MORE INFORMATION

To learn more about BiblioCommons you can explore the Help section, email bibliocommons@pcin.on.ca to set-up a training session OR contact the library directly at 519-595-8395.

BiblioCommons is brought to you by Knowledge Ontario.



Last updated: October 8, 2009



ACCESS PEPL'S NEW CATALOGUE BIBLIOCOMMONS

pepl.bibliocommons.com



1. Visit the library's website at www.pertheast.library.on.ca
2. Click on the Catalogue button along the right-hand side of the screen.
3. You will be taken to the BiblioCommons catalogue.
4. Start exploring!

Our catalogue contains items from a variety of locations including: Perth East Public Library, Stratford Public Library, West Perth Public Library and Stratford-Perth Archives. You can borrow or request items from any of the three libraries.

GETTING STARTED

Logging in

The first time you login to BiblioCommons you need to enter your library card number with no spaces and your PIN number, which is typically the last 4 digits of your phone number. At this point you will be prompted to register.

Registering

The **username** that you select will be associated with any content you add to the catalogue. Once you have created a username you can use it instead of your library card number to login to BiblioCommons.
⇒ Usernames can only be letters, numbers and/or underscores.

If you do not have an email address, leave that box blank.

If you choose to activate the **Recently Returned** feature the system will keep a list of the titles you borrow from that point onwards for your personal use. Only **three months** of materials will be stored on the list.

SEARCHING THE CATALOGUE

Basic Search

1. At the top of every page in the catalogue, there is a **search box**.
2. Choose the type of search you want to perform from the drop down menu (e.g. Keyword, Title, Tag).
3. Enter your search terms.
4. Click on the **Search** button.
5. When you locate the item, click on the **title** for more information or click on **Check Locations** to immediately see item location and availability.



Refining Your Search

To refine your search results, use the facets along the left-hand side of the page, under the heading **Narrow Results**.

It is possible to limit the search results to items that are

Available Now by using the check box, limiting by **Location** and **Format** by using the drop down menus and limiting by **Topic**, **Publication Date**, **Author**, **Genre** and much more by clicking on the options listed.

After refining a search it is possible to go back to your **original results** or to adjust your limiters simply by clicking on the red circle beside the limiting term(s) under **Currently Narrowed By**.

Advanced Search

1. Click on the **Advanced Search** option under the main search box.
2. Use the form to enter your search terms. Click on **Add Another** if you require another line.
3. Use the drop down menus to further limit your search.
4. Click the green **Search** button.
5. You can further limit your search from the search results page.

PLACING A HOLD



To place a hold:

1. Click on **Place a Hold**.
2. Select the pick-up location from the drop down menu.
3. Click on the **Confirm** button.
4. If you are not already logged in, you will be prompted to login.
5. The Library will contact you when the item arrives.

Remember:

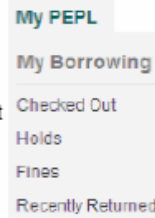
- ⇒ If you do not pick up an item within three days of being notified, there will be a \$0.50 fee attached to your record.
- ⇒ You are limited to 20 holds.

VIEWING YOUR LIBRARY ACCOUNT & RENEWING

With BiblioCommons, you can view a list of what items you have **signed out**, what **holds** you have placed, and what items are **overdue**. You can also **renew** items.

To view your account:

1. Login to BiblioCommons.
2. Under **My PEPL > My Borrowing** select the section you are interested in.



Renewing: To renew library materials, click on **Checked Out** and select the item(s) you wish to renew, then click on the **Renew** button.

Holds: To see what Holds you have and where you are in the wait list, **click Holds**.

Appendix D – E-Flyer sent to the Chamber of Commerce Members



The Stratford Public Library has many resources to help you and your business, which are all FREE with a library card!
We offer several different services that may be of interest to you and your staff – all you need is a library card and PIN (typically the last four digits of your phone number).

Digital Audiobooks

Explore the library's **digital audiobook** service, downloadLibrary. Visit www.downloadlibrary.ca to browse the 3000+ titles. The collection includes many business related titles, including:

- [100 Ways to Motivate Others](#)
- [Communicating with More Confidence](#)
- [Effective Networking: Turn Relationships into Results!](#)
- [Get Organized the Clear and Simple Way: Reclaim Your Home, Your Office, Your Life](#)

If it is your first time downloading an audiobook, take a look at the [Start Here Guide](#) or contact the library if you have questions. Next year the library will also be offering eBooks!

Business and Technology

Use the library's new catalogue, **BiblioCommons**, to find library items (books, CDs, DVDs, magazines). Place holds and renew items online and star-rate and comment on your favourites. Customize your Settings in BiblioCommons to receive automated e-mail reminders about library items that are coming due. Access BiblioCommons from home at spl.bibliocommons.com. Titles about business and technology, include:

- [Small Business Web Sites Made Easy](#)
- [Ultimate Small Business Marketing Guide](#)
- [Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000](#)
- [BlackBerry for Dummies](#)

Online Magazines and Newspapers

Read your favourite newspapers and magazines online through the library's databases by visiting www.stratford.library.on.ca/databases.htm. Click on the subject you are interested in (business, newspapers, magazines) and select a database from the list. To search for a specific magazine or newspaper, perform a publication search. To search for a specific topic use the search box. The databases give you access to hundreds of magazines and newspapers, for example:

- The Economist
- Maclean's
- Toronto Star
- Globe and Mail

Check out Canadian Newstand or CPI.Q (Canadian Periodicals) to get started!

**Questions? Ask at the library, call us at 519.271.0220 or email us at askspl@pcin.on.ca
www.stratford.library.on.ca**


Appendix E – Newspaper Ads

Looking for something new to read? 

Discover BiblioCommons @ your library!
Explore lists of the newest books, bestsellers and award winners

Perth East - pepl.bibliocommons.com
Stratford - spl.bibliocommons.com
West Perth - wpl.bibliocommons.com

Questions? Ask at your library!

Like to read? Want to share your opinion about books? 

Discover BiblioCommons @ your library!

Perth East - pepl.bibliocommons.com
Stratford - spl.bibliocommons.com
West Perth - wpl.bibliocommons.com

Questions? Ask at your library!

ARE YOU A MOVIE BUFF? 

WANT TO GIVE MOVIES YOUR OWN STAR-RATING?

Discover BiblioCommons @ your library!

Perth East - pepl.bibliocommons.com
Stratford - spl.bibliocommons.com
West Perth - wpl.bibliocommons.com

QUESTIONS? ASK AT YOUR LIBRARY!

Looking for something new to read? Discover
BiblioCommons @ your library.
Explore lists of the newest books, bestsellers and award winners.

West Perth
wpl.bibliocommons.com

Perth East
pepl.bibliocommons.com

Stratford
spl.bibliocommons.com

Questions? Ask at your library

