

Library Application of Blogs and Podcasts

Haiwang Yuan and Jen Yu
Chinese American Librarians Association
Midwest Chapter
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Introduction

- What Is a Blog?
- What Is the Use of Blogs in Libraries?
- How to Set Up a Blog?
- How to Manage a Blog?
- How to Market a Blog?

What Is a Blog?

(n.) Short for *Web log*, a blog is a Web page that serves as a publicly accessible **personal journal for an individual**. Typically **updated daily**, blogs often reflect the **personality of the author**.

(v.) To author a Web log.

—Webopedia

What Makes a Blog?

- A **single page** of entries organized in **reverse-chronological order**
- Entry (or posts) may contain
 - links to other sites
 - graphics (cf. photo blogs like [Flickr](#))
 - [videos](#) (video blogs like [Growth.VideosBlog](#))
 - [audio](#) ([podcast blog](#))
- Page
 - A sidebar contains links to
 - author's profile
 - archives of older entries
 - links (or blogrolls)
- Permalinks
- Trackback

RSS Drives the Blog and Podcast

- Really Simple Syndication
- RSS allows computers to browse the web and **push** content to users
- Intended mostly for news feeds, blogs, and podcasts
- Neither a protocol nor software, RSS is a markup language based on XML (**E**xtensible **M**arkup Language)
- Variants of RSS such as Atom
- RSS Files are known as RSS Feeds
- Marked by an orange icon



HTML

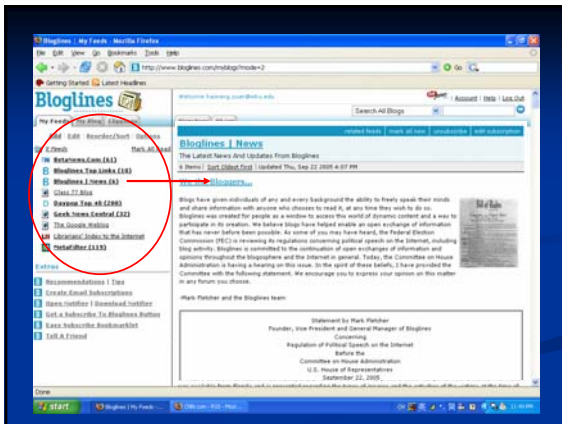
```
<html>
<head>
<metadata></metadata>
<title> Untitled Document</title>
<meta http-equiv="Content-Type" content="text/html;
  charset=iso-8859-1">
</head>
<body>
</body>
</html>
```

XML

```
<book>
<title>My First XML</title>
<prod id="33-657" media="paper"></prod>
  <chapter>Introduction to XML
    <para>What is HTML</para>
    <para>What is XML</para>
  </chapter>
  <chapter>XML Syntax
    <para>Elements must have a closing tag</para>
    <para>Elements must be properly nested</para>
  </chapter>
</book>
```

RSS

```
<rss version="2.0">
  <channel>
    <title>feed title</title>
    <description>feed description</description>
    <link>feed link</link>
    <item>
      <title>item title</title>
      <description>item description</description>
      <link>item link</link>
    </item>
  </channel>
</rss>
```



Why Blogging?

- Say goodbye to FTP and HTML
- Either free or inexpensive
- Content is timely updated due to its ease of use
- Tasks are streamlined and evenly distributed
- Creates community
- May increase use of Web pages
- External/internal promotion/communication

What Is “Bloggable” in a Library?

- Announcement
- Ask Us (Part of the e-Reference)
- Events
 - Coming
 - Current
 - Past
- Library Publications
- Old and New Acquisitions
- Suggestion Box

Blog Vs. Home Page



Blog Design Considerations

- Needs of the audience: don't blog for the sake of blogging
- Blogging is a responsibility
- Content over graphics
- Timeliness: No action is the death knell of a blog
- Education with design
- Watch fair use
- Develop your own voice

How to Set Up a Blog?

- Find a Blogger/Manager/Master/Leader
 - Dedicated & Responsible
 - Knowledgeable & quick-to-learn
 - A leader and people person
- A team / task force
- Train the trainer

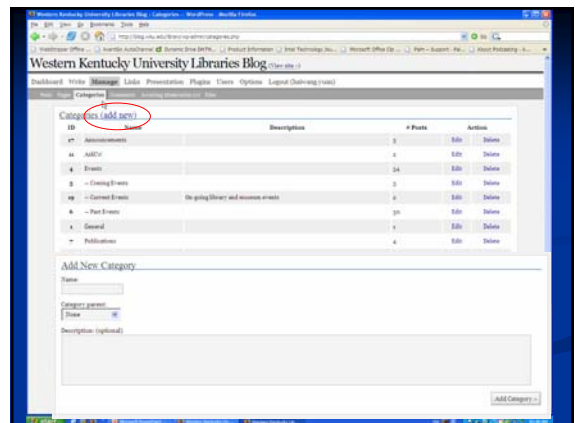
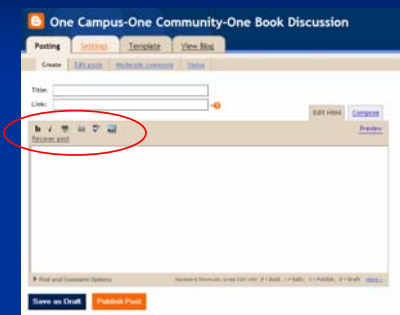
How to Set Up a Blog?

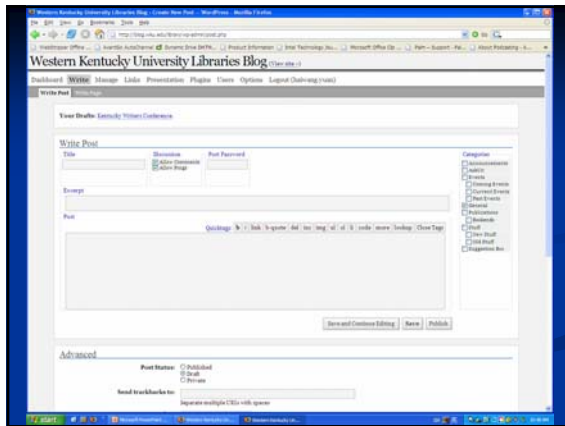
- Identify software or services
 - Hosting Services
 - [Blogger](#) (Google)
 - [Bloglines](#) (Ask Jeeves)
 - [Xanga](#)
 - [TypePad](#) (Six Apart)
 - [LiveJournal](#) (Six Apart)
 - Server-side Services
 - [Movable Type](#) (Six Apart)
 - [Circumatter](#)
 - [WordPress](#) (used by WKU)

As Easy as 1, 2, 3.



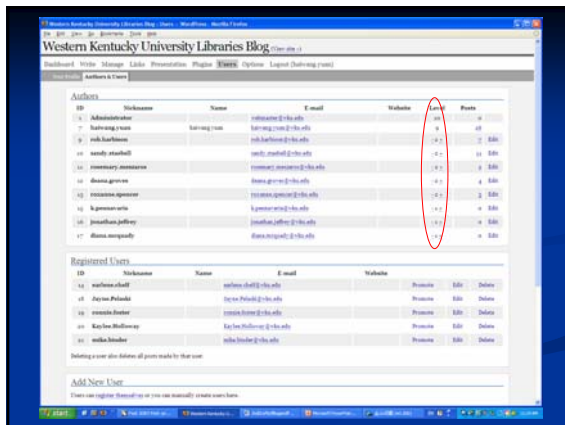
And... as Easy as Word





How to Manage a Blog?

- Manager Vs. Team Members
 - Like web administration, blog administration is highly hierarchical for security reasons
 - At the same time, it invites everyone to
 - blog (by bloggers)
 - comment (by viewers/users)
 - backtrack
 - “Centralized democracy”



How to Manage a Blog?

- Editorship Not Censorship
 - Manager working together with administration of the organization and his or her team, to watch for
 - Inaccuracies
 - Inconsistencies
 - Inappropriate & personal slurs
 - Content unfitting to library mission
 - Violation of patron privacy
 - Negativity about colleagues and patrons
 - Publication of institutional secrets
 - Spam in comments

How to Manage a Blog?

- Quality Control: Institutionalize Not Personalize
 - Working out Policies and Procedures
 - Code of ethics, whether open comments to audience or not
 - Who is ultimately responsible for blog contents
 - Who is leading a team of “bloggers?”
 - Penalties for not following policies and guidelines
 - Develop a style sheet
 - Establish a best-practice workflow

Market Your Blog

- Good content best promotes your blog
- Employees’ participation and word of mouth
- Traditional promotion
 - News Paper
 - Radio
 - Mass Emailing
 - Flyers
 - Presentation and Publication Like This One
- Utilizing existing services: home page
- Publish RSS feeds to promote them
- Education is best marketing tool
- Ask for feedback
- Find target audience
- Tools—census data, surveys, walk in patrons’ shoes
- Marketing mix—“Four P’s”: Product, Promotion, Price (time spent), Place

Case Studies

- Metropolitan Library System (The entire web site is a blog)
<http://www.mls.lib.il.us/>
- University of Minnesota (UThink: library blogs)
<http://blog.lib.umn.edu/>
- Virginia Commonwealth University (Library Suggestion Blog)
<http://blog.vcu.edu/libsuggest/>
- Food Museum Blog
http://foodmuseum.typepad.com/food_museum_blog/
- Public Library Association (PLA)
<http://www.plablog.org/>
- Western Kentucky University Libraries (linking to categories from home page; education with design)
<http://blog.wku.edu/library>

Library Blog-related Links

- <http://lisfeeds.com/> (The one place to read library news headlines from 265 Library Blogs)
- <http://www.blogwithoutalibrary.net/> (a blog about what libraries are doing with blogs, rss, & other little technologies)
- <http://walkingpaper.org/> (by Aaron Schmidt, reference librarian at the Thomas Ford Memorial Library, a public library in Western Springs, IL. He uses blog software to manage the library's website)

Books to Read

- Hugh Hewitt. *Blog: Understanding the Information Reformation That's Changing Your World*, Nashville, Tenn.: T. Nelson Publishers, 2005.
- Rebecca Blood, *The Weblog Handbook*, Cambridge, MA: Perseus Pub, 2002.

Podcast

Introduction

- What Is Podcast?
- What Is the Use of Podcast in Library
- How to Set Up a Podcast?

Definition

- A portmanteau of "iPod" and "broadcast"
- An audio file in mp3 format...
- Which contains your own radio show or any audio you wish others to have...
- That you upload along with an RSS (Really Simple Syndication) file to a server...
- That your intended listeners download using one of several programs that have been created to retrieve your audio file automatically...
- So they can listen to it at their convenience on their own MP3 players

--adapted from Corey Deitz at About.com

Podcast Considerations

- Content
- Frequency (How often)
- Copyright
- Other considerations applicable to bloggers
- Length (How long your audio file is and how much storage space you have)

MP3-Encoded File Sizes Comparison for a 10-Minute Recording:

Bit Rate/Sample Rate	File Size	Relative Quality
128,000/44,100 Hz	9.44 MB	CD Quality
96,000/44,100 Hz	7.08 MB	Near CD Quality
64,000/22,050 Hz	4.72 MB	Similar to FM
56,000/22,050 Hz	4.13 MB	Similar to FM
48,000/22,050 Hz	3.54 MB	Better than AM
32,000/12,000	2.36 MB	Better than AM

Legal Issues

Release and Authorization Agreement

I, _____ understand, consent to and agree that Western Kentucky University may reproduce my presentation or lecture for broadcast via a podcast, and that the University may utilize said podcast for educational, non-profit purposes in its sole discretion, including, but not limited to, use in University and non-university publications, and that Western Kentucky University shall own and retain all rights to said podcast.

Signed _____ Date _____

Witness _____ Date _____

http://wiki.creativecommons.org/Podcasting_Legal_Guide

Equipment Needed to Create Podcasts

- Computer
- Microphone and digital recorder
- Audio conversion applications
- Audio editing software (Audacity)
- Web development tools (Dreamweaver)
- A web host
- MP3 player (for testing)

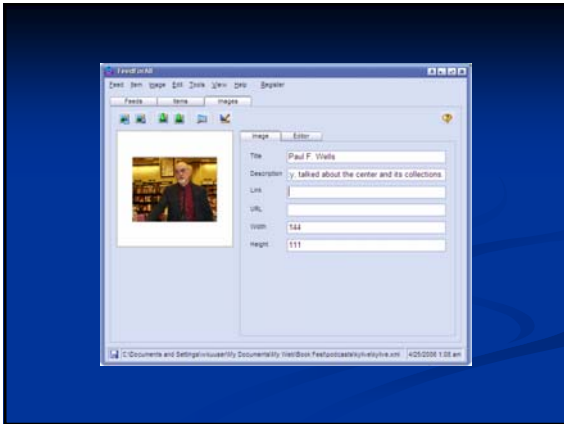
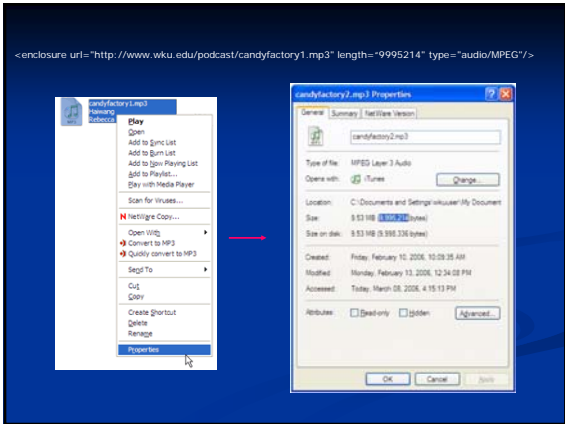
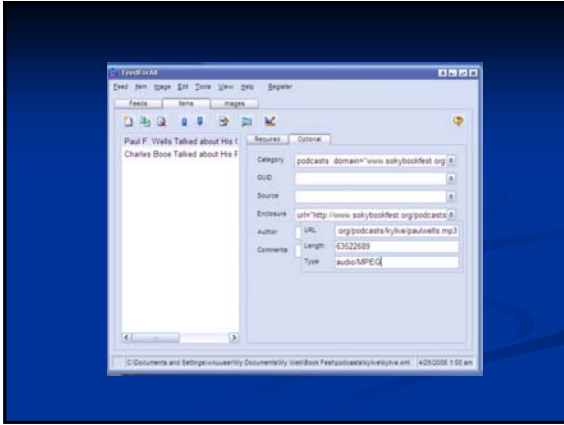
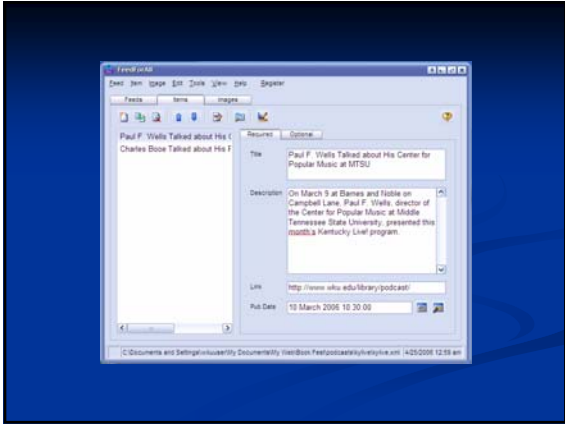
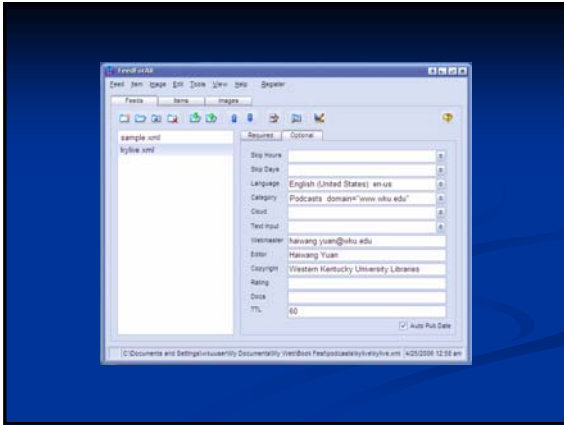
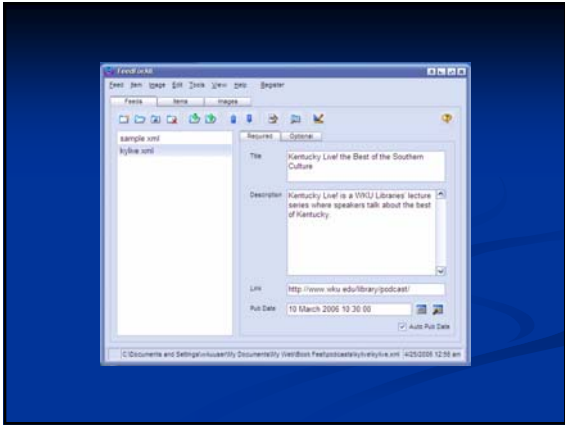
What Is Needed to Listen to Podcasts

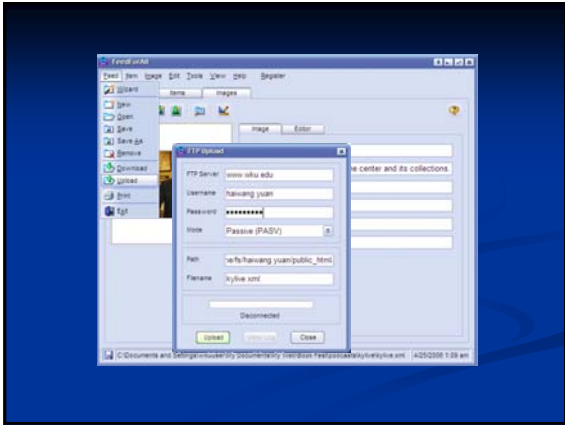
- Podcatcher software
 - Doppler
 - iPodder (both a [podcatcher](#) and a [directory](#))
 - iTunes
 - Real Player
 - Windows Media Player
 - Yahoo!Podcasts or Yahoo! Music Engine with podcast plug-in
- Any MP3 player (including cell phones with comparable functions)
 - That recognizes USB drive
 - That synchronizes with podcatcher software
 - That has a large storage space
 - That has a good battery life
 - That plays files other than MP3, such as AAC, WMA, and OGG

Create and Publish: MP3 File

- Create an MP3 file (eg. an event or interview)
 - Digital recorders produce WMA files
 - Converters needed to produce MP3 files
- Edit and mix the MP3 file
- Upload MP3 file to web server
- Create an RSS feed

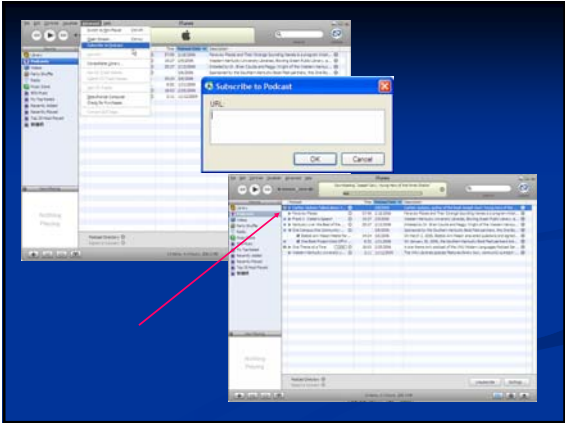
```
<?xml version="1.0"?>
<rss version="2.0">
  <channel>
    <title>Kentucky Level the Best of the Southern Culture</title>
    <description>
      This Kentucky Level lecture series takes place once a month at Barnes and Noble Booksellers in Bowling Green Kentucky. The lectures feature Kentucky speakers who talk about the best of the Commonwealth.
    </description>
    <link>http://www.wku.edu/library/podcast/</link>
    <category domain="www.wku.edu">podcast</category>
    <copyright>Western Kentucky University Libraries</copyright>
    <language>en-us</language>
    <lastBuildDate>Sat, 18 Feb 2006 09:17:00 -0600</lastBuildDate>
    <managingEditor>Halwang Yuan</managingEditor>
    <pubDate>Sat, 18 Feb 2006 09:16:00 -0600</pubDate>
    <webMaster>shawang.yuan@wku.edu</webMaster>
    <generator>FeedForAll v1.0 (1.0.2.0) licensed version</generator>
    <ttl>180</ttl>
  </channel>
  <item>
    <title>Rebecca Ruth Candy Factory</title>
    <link>http://www.wku.edu/library/podcast/c/</link>
    <description>
      Charles Bone, President of Rebecca Ruth Candy Factory Inc., Frankfort, Kentucky, talked about the history of the factory and his grandmother Ruth, the founder. The talk was part of the Kentucky Level lecture series organized by the Western Kentucky University Libraries and sponsored by Trace Die Cast. The program takes place in Barnes & Noble Booksellers, Bowling Green, KY.
    </description>
    <category domain="www.wku.edu">podcast</category>
    <pubDate>Sat, 18 Feb 2006 09:16:00 -0600</pubDate>
    <enclosure url="http://www.wku.edu/library/podcast/candyfactory1.mp3" length="9995214" type="audio/mpeg"/>
  </item>
</channel>
</rss>
```





Application of Podcast in Libraries

- "Sound seeing" is the audio recording of a person's experiences when traveling. Museums are making their audio tours available as podcasts for download, and art students and professors are creating their own "unauthorized" and often more controversial narrations of famous art works.
- Example: Art Mobs to Remix MoMA at http://mod.blogs.com/art_mobs/



Promote Your Podcasts

- Podcasting with a weblog
- Collecting feedback
- Mailing lists
- Getting listed in podcast directories
 - Digitalpodcast.com
 - Ipdder.org
 - Ipoddex.com
 - Podcastdirectory.com
 - Podcastbunker.com
 - Podcastcentral.com
 - Podcast.net
- Getting the word out

Thanks

Questions?