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Engaging library staff with Web 2.0 innovations: the Learning 2.0 experience

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Abstract

The Learning 2.0 programme was established in the University of Salford Library to introduce library staff to social media and encourage them to engage with Web 2.0 tools. The course aimed to bridge the gap between users' and Library staff experience of Web 2.0 and to encourage staff to reflect on how the tools could be used in their work. The course was delivered via a combination of face to face sessions, text, audio and video content in the institutional VLE and engaging directly with Web 2.0 tools. Participants worked in groups and worked together to create a final Web 2.0 presentation and prizes were awarded for this. Learners recorded their experiences in blogs and discussion boards.

The programme was delivered over 12 weeks to two cohorts of staff covering wikis, blogs, RSS feeds, social bookmarking, cloud computing, social networking, media sharing and media creation. It was based on a similar course run at Liverpool John Moore's University and content from this course was revised and updated.

60% of participants successfully completed the programme, with others engaging with many parts of the course. Feedback from individuals and team leaders provided qualitative data, both encouraging and constructive. An online survey provided quantitative data indicating how the programme had altered behaviours of staff in relation to web 2.0 tools. Overall staff have engaged with the technologies and for some it has led to ongoing use of tools within the workplace.

The presentation will provide an overview of developing and delivering the programme; an evaluation of how effective the programme was in introducing staff to social media using a combination of content in the VLE and directly engaging with Web 2.0; and how this evaluation is feeding into future development of the course and plans to make it available to a wider audience.