A Model for the Effective Implementation of the Web 2.0 Applications in Academic Libraries in Ghana

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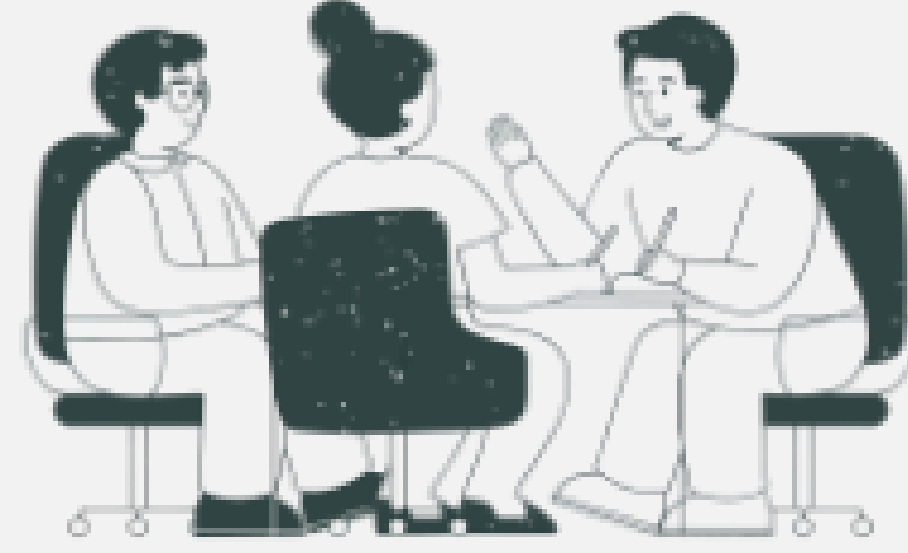
Abstract

The emergence of technology has affected users' information seeking behaviour, thus, it has become a matter of urgency for academic libraries to adopt these new technologies in order to meet the changing information needs of their users. A study of public academic libraries in Ghana on the use of Web 2.0 applications in their service delivery processes show that very few academic libraries (40%) have implemented these applications, which is a reflection of what pertains in many academic libraries in Africa. The few who have implemented these Web 2.0 applications are not deriving the maximum benefits from their use because of how they were haphazardly implemented. Thus, a model to enhance the effective implementation of the Web 2.0 applications was designed to facilitate the effective implementation, management and administration of these technologies in academic libraries in Ghana. This poster therefore intends to show how the Web 2.0 implementation model works and why it could aid successful implementation of the Web 2. 0 applications in academic libraries not just in Ghana but across the world.

Keywords: Academic libraries, Web 2.0 applications, Service delivery, Ghana

It is important for the Library to hold extensive discussions with the University's Management in order to get their co-operation on the intended project. This will allow for easy implementation and effective participation.

Collaboration between University Management and the Library

Web 2.0 applications included in the library strategic plan

It is important that the implementation of these applications are explicitly included in the Library's strategic plan in order to formalize and involve all staff of the library. This is to get the buy in of all to ensure active participation

User participation in the implementation process is crucial. Instead of presuming the preferred applications based on popularity, the Library should conduct a user preference survey. This will reveal the applications users favor for accessing information resources, foster their engagement, and consequently lead to increased usage.

User survey among faculty and students

Modification of Web 2.0 applications

Selection of appropriate Web 2.0 applications

This phase is important because after the review stage, the results will help the Library to determine the effectiveness of the existing web 2.0 applications. If they are, then they will be maintained. If they are not, then they will be modified to the new one's suggested in the review by users.

The Library will then select the applications to implement based on the survey results. This is likely to lead to high user patronage as it will be based on their choice.

Targeted and intensive staff training

When a decision is made on the specific applications to implement, it is imperative that staff will be trained on how these applications can be used to offer library services. This will help ensure more effective service delivery to users via the applications

It is important that the Library engages in intensive marketing and training of their users on how they can access the Library's services via web 2.0 applications. This will help users utilize the applications for academic purposes.

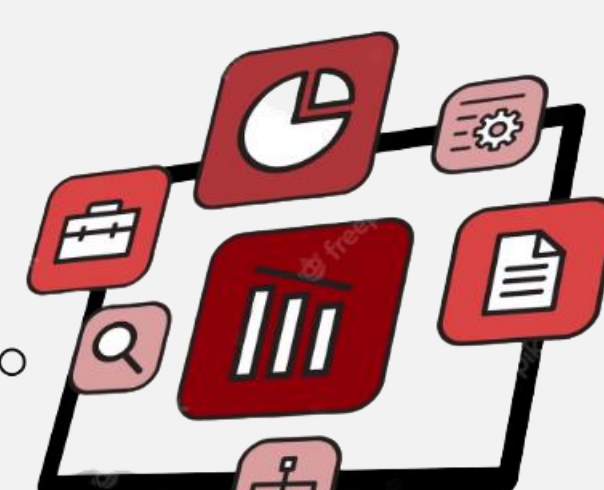## Awareness creation/user training and marketing of the Web 2.0 applications

Implementation of selected Web 2.0 applications

After all the preparatory stages, the Web 2.0 applications will be implemented for use.

This is pertinent in the implementation process since it will help determine the patronage, usefulness, and appropriateness of the applications for the intended services.

Evaluation of implemented Web 2. 0 applications

Review

This phase is crucial in determining the patronage, usefulness, and appropriateness of the implemented applications for the services they are intended for.