CONTENT CURATION TOOLS FOR ACADEMIC LIBRARIES: AN OVERVIEW

C. SUJATHA
Librarian, Fatima College, Madurai, Tamil Nadu, India

Dr. B. SURESH
University Librarian, Madurai Kamaraj University, Madurai, Tamil Nadu, India

Abstract
In library profession Curation is not a new technique, but the tools used for Curation is new one. This paper deals with some Curation tools for academic libraries. Social bookmarking, hybrid Curation tools are discussed briefly.
Keywords: Scoop.it, Paper.li, Diggo, Reddit, Storify, Curation Tools, Content Curation, Academic Libraries

Introduction

In the 21st century, number of developments and tools are introduced in the field of marketing. Marketing goes on everywhere and every field needs to be good at marketing, because the organization must influence behaviour of many different target audiences to achieve success. A good marketer has aware about new tools and techniques to make effective marketing decision in specific fields. To meet several competitions in the emerging technology world the libraries found that they had to have special areas dedicated to provide services. It is very difficult to choose the best content for a particular topic for expert, due to the overwhelming response for the search from the internet. To rectify this issue, it is needed to find new tools, which help to make it easy for selecting, choosing and disseminating their own collections of digital resources.

Social Book Marking Tools
Diigo

According to Al Shamsi, "Diigo is a multi-tool for personal knowledge management dramatically improves your workflow and productivity easy and intuitive, yet versatile and powerful." It is an abbreviation for "Digest of Internet Information, Groups and Other stuff." It gives us an open authorization to relentlessly innovate and provide better and better value to the users.

Diigo has the following facilities to serve their user community:
- Bookmarks: Users recollect their favourite sites when their need base.
- Tags: Users tag their collected web sites with Tag your collected web pages with appropriate terms for their future retrieval.
- Personal Library: The users complete web collection stored in one place.
- Highlights: It helps to highlight the relevant text straightly on any web contact for personal reference or association.
- Sticky Notes: It allows adding sticky notes to write comments or notes directly on any web sites.
- Outliner: To customize the users' research by automated streamlining through Diigo.
- Groups: To Share the research with colleagues, and friends through knowledge sharing.
- Archived Web Pages: The Premium feature allows the user to store the online resources with annotations.

Reddit

Reddit links the societies and persons with their ideas, thoughts, and dreams with the emerging digital style. It is the mission of Reddit "Our mission is to help people discover places where they can be their true selves, and empower our community to flourish." Through Reddit, the user can create a society and share the content like stories, links and images to their associated members. It motivates the user community to cast votes for their interesting, funniest, impactful and simply amazing stories. The users of Reddit community can post their comment on any post on the website. The discussion forum encourages the user for their additional information, vigorous discussion and sometimes humour.

Hybrid Curation Tools

Storify: Make the web tell a story

This social media helps the users to create stories, they are allow to import content from other social media like YouTube, Twitter, Instagram to make their story attractively. Storify was popular with storytellers and journalists for being an easy way to create and embed a timeline of various social media content into their work, but May 2018 onwards they planned to shutdown their service.

Scoop.it

"Scoop.it was founded in 2007 as Goojet, a widget platform for mobile phones, by Guillaume Decugis and Marc Rougier." Following the rapid rise of the Apple App Store which made its widget technology redundant, the company changed its strategy to focus on content marketing and rebranded as Scoop.it.

Scoop.it Organizing Online Content into an Online Magazine: It is a Content marketing software company based in San Francisco, California. The company operates the Scoop.it platform, a Content Curation service, and markets its content marketing software to businesses. The website enables its users to discover content on their topics of interest that they can curate and publish to their own web page and share to their social networks. The active bloggers uses Scoop.it for their web content Curation. It allows the users to organize the gathered content in a smoothly magazine format. It allows their users to search information by keyword which can be connected to the user's Twitter and Blog. And they also get information from their Google Reader. To create a customized Scoop.it magazine the user simply scan the information pulled from the various sources specified in the users' account, and then sort, and arrange the content provided to engage the user's targeted audience.

Paper.li

It provides Content Curation service to its users. It helps the people to publish newspapers based on topics as per their wish and share the content to their readers freshly on daily basis. The user can customize the sites according to his desire and extract the relevant information from social media and web to their user community. The following are some features:

- Automatically deliver the content where the user wants.
- Reach the audience and prospects wherever they are.
- Social networks: Attract and build relationships by sharing fresh content tailored to the audience.
- Web newspaper: Create a web presence using the online newspaper or enhance the subscribers own website with Curated content.
- Email newsletter: By sending out regular newsletters filled with relevant collected content.

Conclusion

21st century librarians used to the digital Curation tools to curate the resources to help their patrons. Content Curation is a classical task that will stay active in spite of the tools used. It is not the matter to use the tools; it is only matter to provide service for their patrons.

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