iGoogle: Sandbox for Libraries

Rachel Erb

Systems & Virtual Services Librarian, Univ. of Nebraska Omaha

Rene Erlandson

Director of Virtual Services, University of Nebraska Omaha

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Why Google?

- July 2009, over 64% of the search market
- 22,000,000 visitors/month
- Services are free
- Software is free
- Tons of development tools

What does Google have that libraries can use?

Email

- Web-design
- Web-hosting
- Blog software
- Google Toolbar

- Webmaster Tools
- Google Analytics
- QR Generator
- Personalized homepages
- Oustomized Gadgets



- To create a Gmail account go to: <u>http://www.gmail.com</u>
- Beginning point for access to most Google products/software/services



Search this site

The Maynard Public Library 💇

Basic Services	
Home Page	
Library Cards	Maynard Public Library
Minuteman Network Catalog &	Maynara Fabric Eibrary
Resources	77 Nason St., Maynard, MA 01754
Renewals & Fines	
Library Staff / Departments	Tel: 978-897-1010 Fax: 978-897-9884
Museum Passes	
Meeting Room Reservations	Map/Directions Contact Us
What We Offer Adults	
Story Times Fall 2009	
Other Resources	
Holidays	
Book Mill Reading Group	
Friends of the Library	
Library Trustees	
External Resources	
Rep. Kate Hogan	
Sitemap	I I I
	Library Hours:
	Mon/Wed/Fri: 10 am - 5 pm
	Tues/Thurs: 2 pm - 9 pm
	*Saturday: 10 am - 5 pm
	*Closed on Saturdays during the summer (after June 20, 2009).
	Sunday: Closed
	Holidays

Santa Barbara Public Library System Wiki

Search this site

Navigation Home	Home
Sternap Recent site activity Sticky Situations & internet procedures & policies edited by Santa Barbara Public Library System Acceptable forms of ID for a library card edited by Santa Barbara Public Library System	Santa Barbara Looking for instructions on how to set a lost item to Trace ? Want to know how to add images to EventKeeper ? Use the search box above and type your keyword(s).
Identification created by Santa Barbara Public Library System	Subpages (22): <u>View All</u>
<u>View All</u>	Terms Report Abuse Print page Powered by Google Sites





http://sites.google.com/

- I00MB space
- No advertising
- Allows collaborative authoring
- Allows embedding of video, documents and gadgets



https://www.blogger.com/start



Home | Features | About | Buzz | Help | Discuss | Language | Developers | Gear Terms of Service | Privacy | Content Policy | Copyright © 1999 - 2009 Google





Customized buttons



- Red button: searches UNO library catalog
- Green button: searches UNO journal list

GOOGLE ANALYTICS

http://www.google.com/analytics/

- Site visits
- Page views

- Mobile devices/carriers
- Referring sites
- Pages viewed/visit
 Top content
 - Olick patterns/site overlay
 - Outbound traffic
 - Add GA to FB
 - o http://ga.webdigi.co.uk/

Countries

Average time on site

- Browsers
- Network service providers

GOOGLE WEBMASTER TOOL

http://www.google.com/webmasters/tools

- Submit a sitemap for indexing
- Orawler access
 - Robot success/or not
 - Google-Mobile
 - Block site crawling/indexing
 - "Remove URL" tool
- Top search queries

- Links to your site
- Common Keywords
- Diagnostics
 - O Crawl Errors
 - Crawl stats
 - O HTML errors
- Labs
 - Site performance







http://zxing.appspot.com/generator/

Generate QR codes

Download barcode scanner for Android @ http://code.google.com/p/zxing/downloads/list

iGoogle





- Allows users to create customized homepage for themselves
- Add gadgets for anything and everything
 - Gmail
 - Google Talk
 - Libraries can use Google Talk to provide IM reference service via the software available @ <u>http://www.google.com/talk/</u>
 - Google Friend Connect
- Add library gadgets

GOOGLE GADGETS



WHAT IS A GOOGLE GADGET? (IN PLAIN ENGLISH)



A mini-web application

WHAT IS A GOOGLE GADGET? (TECHNICALLY SPEAKING?

	Editor				
File	•			Opened XML File	<u>criss_rss_5.xml</u>
1	xml version="1.0" encod:</th <th>ing="UTF-8" ?></th> <th></th> <th></th> <th></th>	ing="UTF-8" ?>			
2	<module></module>				
3	<moduleprefs <="" th="" title="RSS UI</th><th>NO Criss Library Feed</th><th>is"><th></th><th></th></moduleprefs>				
4	directory_tit]	Le="UNO Criss Library	y New Materials"		
5	description="]	RSS Feeds of New Lib:	cary Acquisitions"		
6	author="Rache.	l A. Erb"			
7	author_email=	"rachelaugello@gmail.	.com"		le
8	8 author_affiliation="UNO Criss Library"				
9	author_location="Omaha, NE"				
10	screenshot="ht	ttp://docs.google.com	n/File?id=dgs76xdw_31vjqq3j	jhg_b″	
11	thumbnail=""				
12	height="350"				
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17	<require <="" feature="tabs" th=""><th>/></th><th></th><th></th><th></th></require>	/>			
18	<require feature="analyt</th><th>C1CS"></require>				
19					
20	<pre><userfrei <="" dis="" name="title" pre=""></userfrei></pre>	sp⊥ay_name ="Gaαget T:	itie" default_value= "UNO Cr	135 Library 855 Feeds	~/>
21	<userfrei <b="" name="tabfont51:</th><th>ze">aispiay_name="Tak</userfrei>	o Font Size" default_value=	="U.7em" / >	•	
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WHY CREATE AND USE GOOGLE GADGETS?

- Library Portal
 - Customized search experience
 - Promotion & marketing of resources
- Personal portal
 - Work productivity
 - Research
 - Entertainment
 - Practical needs



How to Create a Google Gadget

- Get started with reading "Writing Your Own Gadgets" :http://code.google.com/apis/gadgets/docs/basic.html
- 2. Login or create your free Google Account
- 3. Become acquainted with iGoogle and add a few gadgets to your page

SIMPLE METHOD FOR CREATING A GOOGLE GADGET

1. Add the Google Gadget Editor to your iGoogle Page <u>http://www.google.com/ig/adde?moduleurl=gge.xml</u>

Goog	le Gadget	Editor	4 - X
	Edit	Preview	
File	-		<u>hello.xml</u>
1 2 3 4 5 6 7 8 9	xml<br <modul <conte Hello,]]><th>version="1 e> ePrefs tit nt type="h world! ontent> le></th><th>0" encoding= le="hello wor: html"><![CDATA</th></th></conte </modul 	version="1 e> ePrefs tit nt type="h world! ontent> le>	0" encoding= le="hello wor: html"><![CDATA</th>

Google Gadget Editor

A gadget that lets you build gadgets! Load source code of gadgets by URL into a color-coded editor, make changes, and preview the gadget on the fly. If you have a Google account, you'll also be able to save and publish your gadget through the built-in hosting service.



SIMPLE METHOD FOR CREATING A GOOGLE GADGET (CON'T)

Google Gadget Editor in iGoogle

Goog	Google Gadget Editor 💿 🗖						
	Editor	Preview					
File	-			<u>hello.xml</u>			
1	$< 2 \text{ xm} \mathbf{v}$	ersion="1.0	" encoding="H	TF-8"2>			
2	<module< td=""><td>></td><td>chooding o</td><td></td></module<>	>	chooding o				
3	<module< th=""><th>Prefs title</th><th>="hello world</th><th>example</th></module<>	Prefs title	="hello world	example			
4	<conten< th=""><th>t type="htm</th><th>1"><?CDATA]</th><th></th></th></conten<>	t type="htm	1"> CDATA]</th <th></th>				
5	Hello,	world!					
6	?> <th>ntent></th> <th></th> <th></th>	ntent>					
7	<th>e></th> <th></th> <th></th>	e>					
8							
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SIMPLE METHOD FOR CREATING A GOOGLE GADGET (CON'T)

- 2. Search the Gadget Directory for a gadget that accomplishes a similar task to what you have in mind for your gadget http://www.google.com/ig/directory
- 3. Select a gadget and download it to your Google Gadget Editor



How to Download a File to the GGE

- 4. Select gadget
- 5. View Source





How to Download a File to the GGE (Con't)

- 6. View code in your browser
- 7. Copy and paste URL into GGE





HOW TO DOWNLOAD A FILE TO THE GGE (CON'T)

- 8. Rename and save before editing
- 9. Begin editing the XML file

		Editor	Preview		
File 🔻		_			SearchUNOCrissLibrary.xml
New					A
Open		h="1.0" encoding="טו	CF-8" ?>		
Open fron	n URL				1
Save		e fs title= "Search the	e UNO Criss Library"		, in the second s
Save As		Save XML File	nomaha.edu/"		
Rename		Cris	s Library"		
Upload		"Rene Erlandson"			
Publish		email="rerlandsongund	maha.edu"		
Delete		affiliation="Virtual	Services, University of Nebraska Om	aha Library"	
		Location="Omaha, NE"			
10	screens	<pre>hot="http://library.u</pre>	inomaha.edu/img/gadgetscreeshot-june	.jpg″	
11	thumbna	il="http://library.ur	nomaha.edu/img/gadgetthumbnail-june.	jpg″	
12	height=	"200"			
13	width="	300″			
14	scrolli	ng= "true" >			
15	<requ< td=""><td><pre>ire feature="setprefs</pre></td><td>s"/></td><td></td><td></td></requ<>	<pre>ire feature="setprefs</pre>	s"/>		
16	<reau< td=""><td>ire feature="tabs"/></td><td></td><td></td><td></td></reau<>	ire feature="tabs"/>			
•) ·

$G \text{ADGET} \ P \text{REVIEW} \ \text{IN} \ G G E$

Editor	Preview	
File 🔻		SearchUNOCrissLibrary.xml
	Catalog Find Journals Ask Librarian	
	CRISS LIBRARY	
	Search the catalog for books,	
	periodicals, videos, music and more	
	Search	
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Now it is time to make this gadget your own.

Anatomy of a Google Gadget

- XML file
 - Content <Module>
 - Module Preferences <ModulePrefs>
 - User Preferences < UserPrefs>

<MODULE>: THE GADGET!

XML file that contains the gadget OR...

Simply, the file that contains the gadget

Editor Preview File criss rss 5xml 2 1 xml versior</td 2 2 3 4 directory_title="UNO Criss Library Feeds" 4 directory_title="UNO Criss Library New Materials" 5 description="RSS Feeds of New Library Acquisitions" 6 author="Rachel A. Erb" 7 author email="rachelaugello@gmail.com"
File Criss rss 5.xml 1 xml version</td Beginning of XML Code 2 Module>
<pre>1 <?xml version Beginning of XML Code 2 <Module> 3 <moduleprefs 4="" 5="" 6="" 7="" <="" author="" description="RSS Feeds of New Library Acquisitions" directory_title="UNO Criss Library New Materials" email="rachelaugello@gmail.com" pre="" title="RSS UNO Criss Library Feeds"></moduleprefs></pre>
3 <moduleprefs <="" p="" title="RSS UNO Criss Library Feeds"> 4 directory_title="UNO Criss Library New Materials" 5 description="RSS Feeds of New Library Acquisitions" 6 author="Rachel A. Erb" 7 author email="rachelaugello@gmail.com"</moduleprefs>
4 directory_title="UNO Criss Library New Materials" 5 description="RSS Feeds of New Library Acquisitions" 6 author="Rachel A. Erb" 7 author email="rachelaugello@gmail.com"
6 description="RSS Feeds of New Library Acquisitions" 6 author="Rachel A. Erb" 7 author email="rachelaugello@gmail.com"
6 author="Rachel A. Erb" 7 author email="rachelaugello@gmail.com"
7 author_email="rachelaugello@gmail.com"
8 author_affiliation="UNO Criss Library"
9 author_location="Omaha, NE"
10 screenshot="http://docs.google.com/File?id=dgs76xdw_31vjqq3jhg_b"
11 thumbnail=""
12 height="350"
13 scrolling="false"
14 singleton="false">
<pre>45 <require feature="dynamic-height"></require></pre>
<pre>16 <require feature="setprefs"></require></pre>

<MODULEPREFS>

G00	le Gadget Editor		Edit Delete Share 🗖
	Editor	Preview	
Fil	3 🔻		<u>criss rss 5.xml</u>
1	xml version="1.0" encoding="UTF-<br <module></module>	3" 2> XML Declaration	
3	<pre><moduleprefs <="" td="" title="RSS UNO Criss</pre></td><td>Library Feeds"><td>0</td></moduleprefs></pre>	0	
4	directory title="UNO C	ciss Library New Materials"	
ē	description="RSS Feeds	of New Library Acquisitions"	
6	author="Rachel A. Erb"		
7	author email="rachelau	gello@gmail.com"	
8	author affiliation="UN) Criss Library"	
g	author location="Omaha	, NE"	
10	screenshot="http://doc	s.google.com/File?id=dgs76xdw 31vjqq3jhg b"	
-11	thumbnail=""		
12	height="350"		
13	<pre>scrolling="false"</pre>		
14	<pre>singleton="false"></pre>		
15	<require feature="dynamic-height</th><th>"></require>		
16	<require feature="setprefs"></require>		v
4(

<USERPREF>

	Editor	Preview			
File	▼				<u>criss rss 5.xm</u>
20	<userpref display<="" name="title" th=""><th>_name="Gadget Title" default_value="U</th><th>NO Criss Library RSS Feeds"/></th><th></th><th>4</th></userpref>	_name="Gadget Title" default_value="U	NO Criss Library RSS Feeds"/>		4
21	<userpref d<="" name="tabFontSize" th=""><th>isplay name="Tab Font Size" default v</th><th>alue="0.7em"/></th><th></th><th></th></userpref>	isplay name="Tab Font Size" default v	alue="0.7em"/>		
22	<userpref <="" name="showFeedDesc" th=""><th>display_name="Feed Descriptions" data</th><th>type="bool" default_value="tru</th><th>e"/></th><th></th></userpref>	display_name="Feed Descriptions" data	type="bool" default_value="tru	e"/>	
23	< UserPref name= "feed1"		When the	e First Tab is Selected,	
25	<pre>display_name="Feed 1: URL"</pre>		the New E	Books Feed Will Display	
26	<pre>datatype="string"</pre>				
27	default_value="http://catalo	g.lib.unomaha.edu/feeds/newbooks.xml'	/⊳		
28	<userpref di<="" name="feedTitle1" th=""><th><pre>splay_name="Feed 1: Title" datatype='</pre></th><th>'string" default_value="New Boo</th><th>ks"/></th><th></th></userpref>	<pre>splay_name="Feed 1: Title" datatype='</pre>	'string" default_value= "New Boo	ks"/>	
29					
30	<userpref <="" name="feed2" th=""><th></th><th></th><th></th><th></th></userpref>				
31	display name="Feed 2: URL"				
32	datatype="string"				
33	default value="http://catalo	g.lib.unomaha.edu/feeds/new e books.>	m1"/>		
34	<userpref di<="" name="feedTitle2" th=""><th><pre>splay name="Feed 2: Title" datatype='</pre></th><th>'string" default value="E-Books</th><th>"/></th><th></th></userpref>	<pre>splay name="Feed 2: Title" datatype='</pre>	'string" default value= "E-Books	"/>	
35	<userpref <="" name="feed3" th=""><th></th><th>-</th><th></th><th></th></userpref>		-		
36	display name="Feed 3: URL"				
•(*****			**********)

TESTING YOUR GADGET

 Add the Google Gadget Checker to your iGoogle page: http://code.google.com/intl/en/apis/gadgets/ind

ex.html

Check your welcome.	gadget code w	ith a clic	k of a button! Feedback	
Open gadg	get file			
http:///ga	dget.xml			
	Run tests	Clear	Refresh gadget	
WARNIN (gadget.xml gadget.cont	G Internation (55) There are ents.	alized h	HTML nalized messages used in the	^
Recomment Put any use using a strin More info	dation: r-visible text in ig of the form "	a messa MSG	age bundle, and refer to it <some name="">*</some>	
WARNIN (gadget.xml appear on lin download lai	G Client-side 69) Images fro nes: [69, 74]; ti tency to your g	latency m the sa his could adget.	ame host as this image introduce unnecessary	
Recomment Consider us browsers ne	dation: ing image sprit ed to make to	ing to red download	duce the number of requests d your images.	
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Gadget Checker

A gadget that lets you check gadgets! Run source code of gadgets through the Gadget Checker to test for common errors. Identify potential weaknesses in your code, address the issues with the suggestions offered and re-run the tests to see the improvements immediately. Test gadgets from URL or local file, or, if you use Google Gadget Editor, you can test code directly from your account.





GOOGLE GADGET CHECKER ADDED TO IGOOGLE PAGE



PUBLISHING A GADGET

Publishing Feature From the Google Gadget Editor

- Add to my iGoogle page
- Publish to iGoogle Directory
- Add to a webpage

		Editor	Preview					
File	•			criss	rss 5.xml			
Ne	W	ame="title" display :	name="Gadget Title" default value="U	NO Criss Library RSS Feeds"/>				
Op	en	ame="tabFontSize" di	<pre>splay name="Tab Font Size" default v</pre>	alue="0.7em"/>				
Op	en from URL	ame="showFeedDesc" d	isplay name="Feed Descriptions" data	<pre>type="bool" default value="true"/></pre>	\cap			
Sa	ve		-	-	0			
Sa	ve As	ame="feed1"						
Re	name	ame="Feed 1: URL"						
Un	load	"string"						
Pu	blish	Publish Fea	ture in GGE	/> string" default_value= "New Books" / >				
De	iete		-	-				
30	<userpref r<="" td=""><td>name="feed2"</td><td></td><td></td><td></td></userpref>	name="feed2"						
31	display_r	ame="Feed 2: URL"						
32	datatype=	"string"						
33		ult value="http://catalog.lib.unomaha.edu/feeds/new e books.xml"/>						
34	<userpref r<="" td=""><td><pre>name="feedTitle2" dis</pre></td><td><pre>play_name="Feed 2: Title" datatype="</pre></td><td>string" default_value="E-Books"/></td><td></td></userpref>	<pre>name="feedTitle2" dis</pre>	<pre>play_name="Feed 2: Title" datatype="</pre>	string" default_value="E-Books"/>				
35	<userpref r<="" td=""><td>ame="feed3"</td><td></td><td></td><td></td></userpref>	ame="feed3"						
36	disnlav r	ame="Feed 3: HRL"						
•					•			

Tabbed Library Search gadget

Search the UNO Cris	ss Library			
Catalog	Find Journals	Ask Librarian		
Dr. C.C	and Mabel L. RISS LIB	RARY		
Search the catalog for books, periodicals,				
	55, music anu	lilore		
	Search			
			•	

Search the UNO C	riss Library	
Catalog	Find Journals	Ask Librarian 🔄 🚖
Dr. C.		BRARY
Search for	electronic and by title or ISSI	print journals N
Title begins w	ith 💽	
	Search	
		•



To Create a Tabbed Search gadget

- Follow the same process you used to create the RSS Feeds gadget
 - Capture the script of a gadget you wish to emulate
 - Paste the captured script into the Google Gadget Editor
 - Edit script for your library

CREATIVE LIBRARY GADGETS

Library Value Calculator		My Year	0.00
Libraries provide a valua	ble comm	unity resource	0.
To find out how much val complete the following su	ue you red irvey yo	eive from you u may be supr	r library, ised!
How often do you visit th	e library?		
Oweekly Obi-week	iy Om	onthly	
How many of each Item/s	service do	you typically	use?
Hardcover Books	0	\$26.99	\$0.00
Softcover Books	0	\$12.95	\$0.00
Videos	0	\$4.95	\$0.00
Music CD	0	\$15.00	\$0.00
Audiobook	0	\$35.00	\$0.00
E-book Downloads	0	\$10.00	\$0.00
Audiobook Downloads	0	\$14.00	\$0.00
100 100 100 VAR VA	0	\$3.00	\$0.00
Computer Use (hours)	0	\$20.00	\$0.00
Computer Use (hours) Programs/Classes	- provide the second	\$30.00	\$0.00
Computer Use (hours) Programs/Classes Museum Pass	0		
Computer Use (hours) Programs/Classes Museum Pass Newspaper/Magazine	0	\$5.00	\$0.00





GADGET MAINTENANCE TIPS

- Periodically check for broken code
- Opdate to match current branding
- Is the gadget still relevant?

Use the building blocks Google makes available to create a virtual presence for your library

- Email
- Web-design
- Web-hosting
- Blog software
- Google Toolbar

- Webmaster Tools
- Google Analytics
- QR Generator
- Personalized homepages
- Oustomized Gadgets

Questions/comments:



Rene Erlandson rerlandson@unomaha.edu



Rachel Erb rerb@unomaha.edu