

*This is a transcript of a Library Connect podcast recorded in June 2008.*

**Alicia Burns, Engineering Information Marketing Manager, Elsevier:**  
What do you do with your Millennial/next gen students to help appeal to their Web 2.0 lifestyle? (eg. facebook groups, online blackboard, etc.)

**Jay Bhatt, Engineering Librarian, Drexel University:**

I believe in the power of informal social networking as one of the ways that students use to become aware of new information. They ask questions to their friends or members of their team while working on a team project. Librarians, I think, can be able to reach out to students well using Web 2.0 applications such as Facebook, [del.icio.us](http://del.icio.us), 2collab or wiki sites. Once the “trust” level is established, these technologies can play an important role when resources are made available to them through these emerging technologies.

Having an engineering librarian's presence on Facebook is useful since many engineering students at Drexel are Facebook users. Organizations such as Drexel's IEEE student chapter and ASME are on Facebook. Drexel Engineering Information Awareness Campaign Group is a librarian-created group aimed at increasing awareness of new and existing resources. I use Notes application within Facebook to import feeds from my Engineering Blogs. Bookmarks from my [del.icio.us](http://del.icio.us) site and posts from my friendfeed account are also automatically imported into Facebook. By monitoring my Facebook entries, students can easily keep track of announcements of availability of new resources.

Judging by the number of engineering students on my Facebook, it appears that this innovative experiment aimed at increasing student awareness of new resources is succeeding, which I think is a necessary step for students to begin using various engineering information resources more efficiently.

**AB:** How does Engineering Village fit in to this? (e.g. tagging records & creating groups to share research)

**JB:** Tagging records and creating groups will immensely help in communicating and collaborating with members within the group. Promotion of this service to student body is strongly recommended. For example, group members can keep each other informed if they know how to navigate around, locate and share new journal articles, for example, on

applications of nanotechnology in medicine. This will help in their collaborative learning as well. There should also be online tutorials to help students learn how to use these tools.