

## 2. Using Campus Guides for leveraging Web 2.0 technologies and promoting the chemistry and life sciences information resources

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### Abstract

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The introduction of Campus Guides and a "lighter" version of this program, Lib Guides, in the last few years has created many exciting opportunities for science librarians to promote the chem. and life sciences information resources in a new way using multimedia and social networking tools. The flexibility and the wide range of solns. these programs provide have tempted librarians to use them in many innovative ways, which has not been possible to do in static web pages controlled by rigid rules and other external factors. This presentation will show how users have responded to the new dynamic information environment created with Campus Guides and what the statistical data show about their preferences toward particular information resources in chem. and the life sciences.

### Tags

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