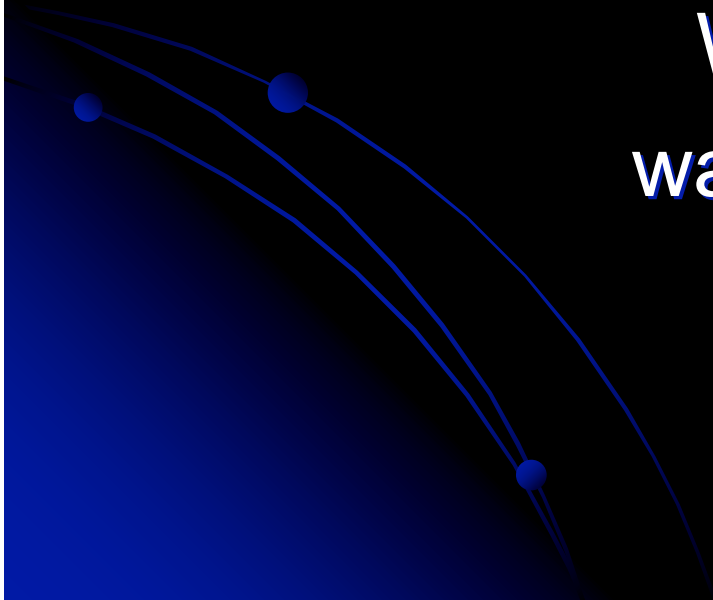


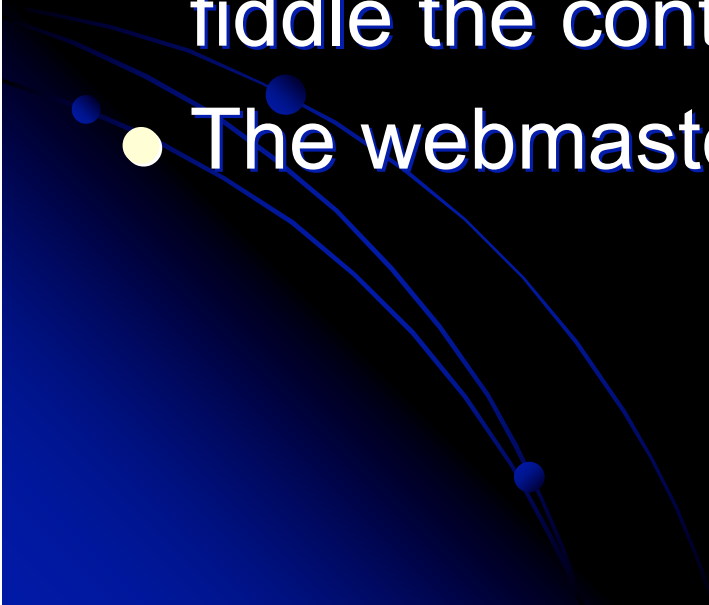
Web 2.0 and the Library

An overview with random thoughts and observations

Walter Nelson
walternelson.com

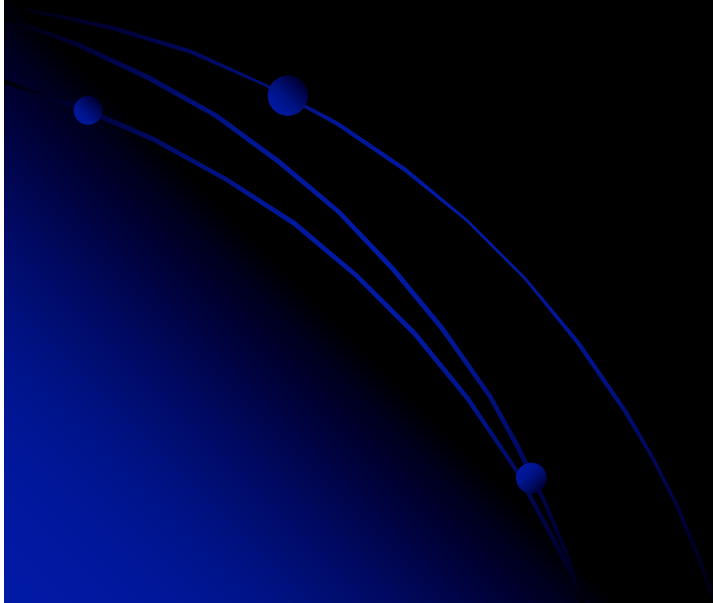


“Web 2.0”


- Current buzz word
 - The interactive web
 - Users create, update, comment on, rate, tag, monitor, distribute and otherwise fiddle the content
 - The webmaster not a gatekeeper
- 

The key question...

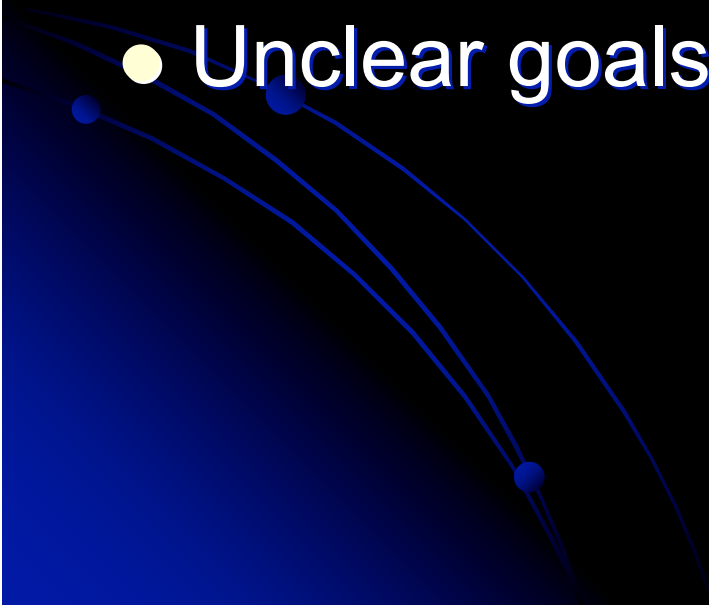
- It's all *very cool and fun*...
- ...but is it of any use?



Things to consider

- Is my audience ready for it or are they already there (and left me behind)?
 - Does the use of the tool(s) confer any practical benefit?
 - Does using the tool(s) justify the time it will consume?
- 

Possible Pitfalls

- Firewalls and security issues
 - Limited budget
 - Limited time
 - Staff indifference
 - Unclear goals or purpose
- 

Ready or not – it's here



Disclaimer

- I will focus on readily available tools, and not emerging features in ILS, request management tools or subscription databases
- I will focus on practical uses
- I will suggest a few options, but will not be exhaustive

Further Disclaimer

- I am a curmudgeonly old skeptic
- Maybe I am just too fossilized and grumpy to see marvelous uses for the tools I will brand as “useless”



Roll Call

- Blogs
- Wikis
- RSS
- Discussion Groups
- Social Networking
- Content Sharing
- Calendaring
- Collaboration tools

Tagging?

- Users define relationships between things
- Users assign subject terms
- Users link content to other users or sites




Everyone's a Critic

- Users can rate content
- Promote or denigrate
- Everyone gets a vote



Blogs (i.e “Web Logs”)

- Chronological
 - Postings limited to designated authors
 - Comments feature
 - RSS Feed
 - Cross posting - Trackbacks
 - Social tagging etc.
- 

A Typical Blog

[Library](#) • [ROBIN](#) | [Journals](#) | [Databases](#) | [Request Forms](#)

[Report a problem](#)

The Library Blog

June 25, 2008

Walter on Web 2.0

Categories: [Conference Report](#) . 1 Comments

For reasons that still escape me, Chris Egan invited me to speak at the COLT (Council on Library Media Technicians) conference in Anaheim this Friday--but in the spirit of Web 2.0, which is all about plunging into unfamiliar water with both feet, I have given my best shot.

[Continue reading "Walter on Web 2.0" »](#)

Posted by Library Admin at 09:01 AM | [Comments \(1\)](#)

June 24, 2008

digging up dead websites -- some resources

Categories: [Reference](#) . 0 Comments

I'm posting on various webpage cemeteries that may help us with reference questions and with our LITN forays. Sites listed here are: the WayBack Machine, Archive It, CyberCemetery, WebHarvest. I'm sure you know about most if not all of these sites, but I just wanted to document them here. Let me know if you have any others -- I'll add them to this post. ~Alison

[Continue reading "digging up dead websites -- some resources" »](#)

Posted by Alison Raab at 06:43 AM | [Comments \(0\)](#)

June 20, 2008

SEARCH

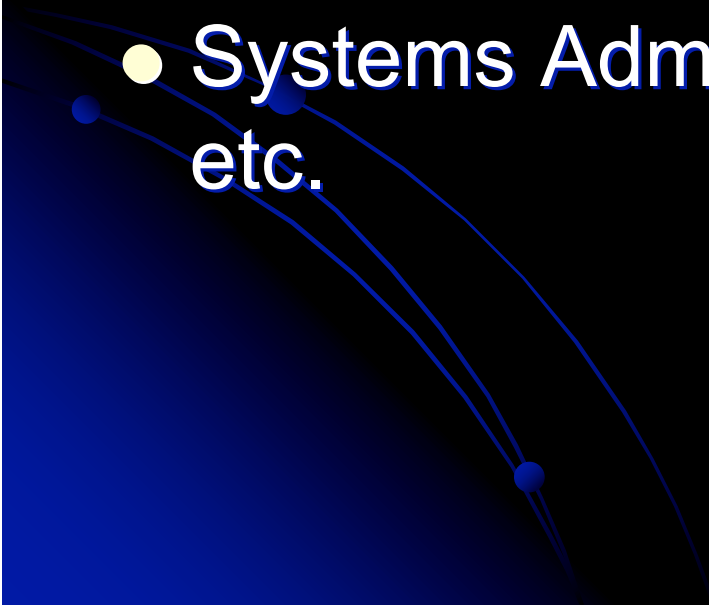
Enter keyword(s) :

Search


CATEGORIES

- [Announcement](#)
- [Computers in Libraries](#)
- [Conference Report](#)
- [Copyright](#)
- [DTIC Conference](#)
- [E-books](#)
- [General Stuff](#)
- [Hints and Tips](#)
- [How to Blog](#)
- [Internet Librarian](#)
- [Journals/Serials](#)
- [Library website](#)
- [Marketing](#)
- [Medical/Health](#)
- [Metadata/Taxonomy issu](#)
- [Neighborhood Library](#)
- [New Resources](#)
- [Outreach](#)
- [Policy](#)
- [Preservation](#)

Blog Uses

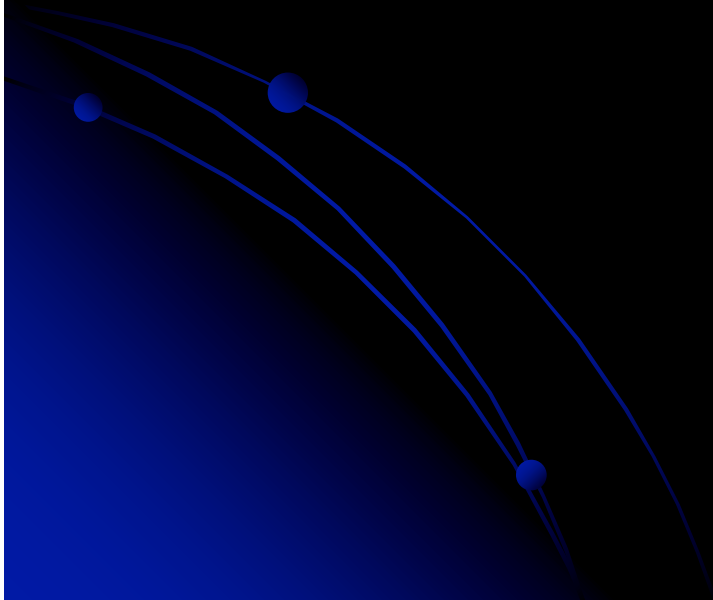
- News and Announcements
 - Hints & Tips
 - Wit and Wisdom
 - Document a project (meeting minutes etc.)
 - Systems Admins document changes, fixes etc.
- 

Where to get a blog

- Hosted (Blogger, TypePad)
 - Installed (Movable Type)
 - Included in other applications (MySpace, Facebook etc.)
 - Free or cheap
- 

Wikis

- Multiple users can change content at will
- Dynamic group think
- Wikipedia is most famous implementation



A Typical Wiki



navigation

- [Main Page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)

interaction

- [About Wikipedia](#)
- [Community portal](#)
- [Recent changes](#)
- [Contact Wikipedia](#)
- [Donate to Wikipedia](#)
- [Help](#)

search

Your **continued donations** keep Wikipedia running!

 [Log in / create account](#)

[article](#) [discussion](#) [edit this page](#) [history](#)

Funny animal

From Wikipedia, the free encyclopedia

Funny animal is a [cartooning](#) term for the [genre](#) of [comics](#) and [animated cartoons](#) in which the main characters are [humanoid](#) or [talking](#) animals, with [anthropomorphic](#) personality traits. The characters themselves may also be called **funny animals**. Well-known examples include [Mickey Mouse](#), [Bugs Bunny](#) and [Tom & Jerry](#).

While most funny animal stories are light-hearted and humorous, the genre is not exclusively comedic. Dark or serious stories featuring characters of this sort can also be grouped under the "funny animals" category, sometimes referred to as *anthropomorphics* to avoid confusion over the range of genres. These stories may intersect with any other genre or group of genre, including [historical](#) stories, [science fiction](#), [superheroes](#), [westerns](#), [slapstick](#) comedy, children's entertainment, and [satire](#).^[1]

See also

[\[edit\]](#)

- [Talking animal](#)
- [Kemono](#)
- [Furry fandom](#)
- [List of anthropomorphic animal superheroes](#)
- [List of funny animals in media](#)

References

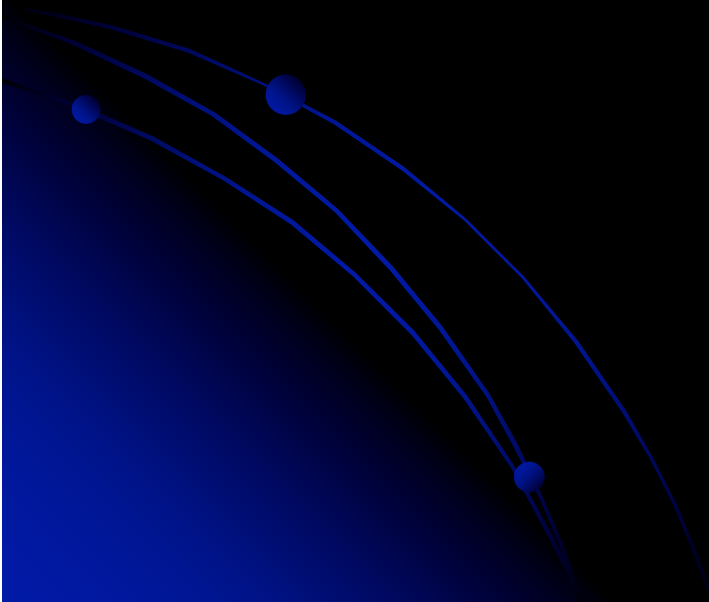
[\[edit\]](#)



Funny animal characters (like these from a 1930 [Ubb Iwerks](#) cartoon) often exhibit human-like behavior such as wearing clothes, standing on two legs, manipulating objects with their hands, and talking.

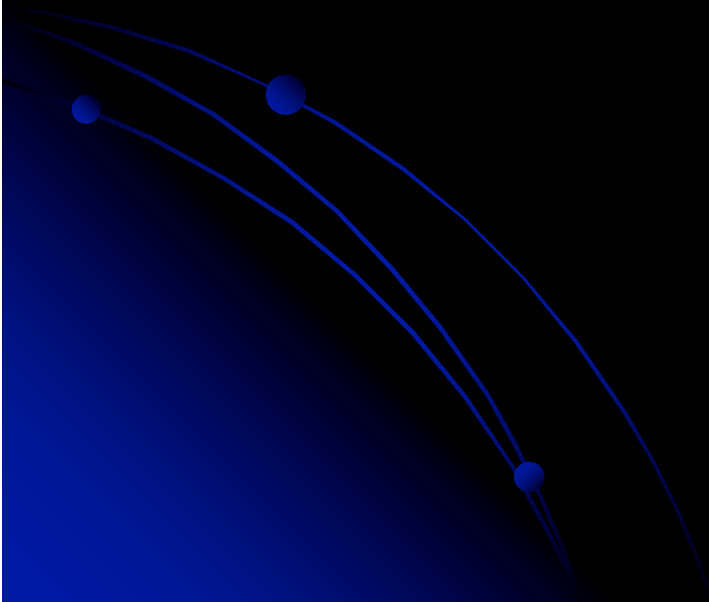
Uses of a Wiki

- Policies and procedures
- Favorite links
- Patron help
- Requires active participation



Where to get a Wiki

- Hosted (Wiki.com)
- Installed (MediaWiki)



RSS

- “Really Simple Syndication”
- Provides notification of news, changes and updates without using email
- Subscriber initiates link
- Links multiple sites and users with fresh content (or as fresh as you make it)



RSS Feeds on a Website

News Headlines

PRINTABLE
LAYOUT 

BBC

[Africans urge Zimbabwe poll delay](#) 

[US court bans death for child rape](#) 

[Burma blocks telecoms aid](#) 

[US factory worker in gun rampage](#) 

[Fritzi trial to begin 'this year'](#) 

[Saudis hold 520 terror suspects](#) 

[Heartbreak over cub confiscation](#) 

[Israel closes Gaza after rockets](#) 

[Landmark Florida Everglades deal](#) 

New York Times

[Olmert Makes Deal to Avoid Early Vote](#) 

[U.N. Force Requested for Zimbabwe](#) 

[Afghanistan Peace Delegates Agency Deal in](#) 

CNN

[Voters: Henchmen kill, beat to keep Mugabe](#) 

[High court rules no execution for child rape](#) 

[Exxon will pay less for Valdez spill](#) 

[Four more coalition troops dead in Afghanistan](#) 

[Firefighters take on 100s of wildfires](#) 

[McCain says underdog role suits him](#) 

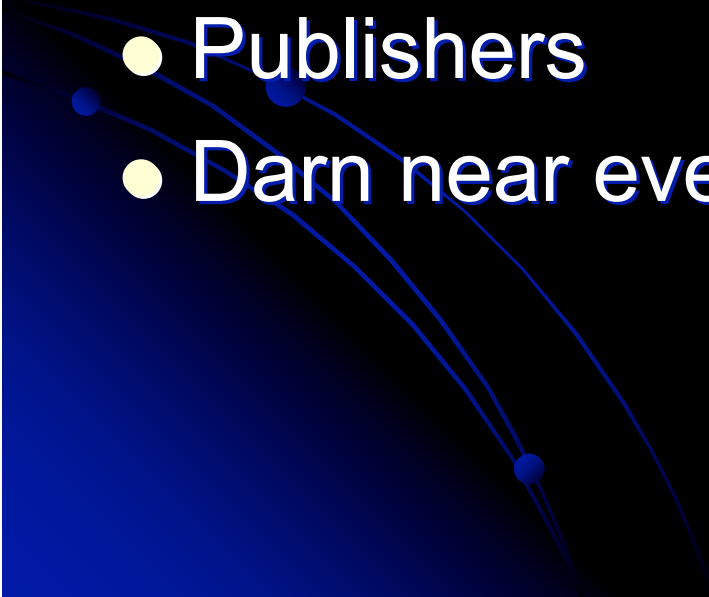
[Obama asks donors to cut Clinton debt](#) 

[Pregnant soldier found dead in motel](#) 

Christian Science Monitor

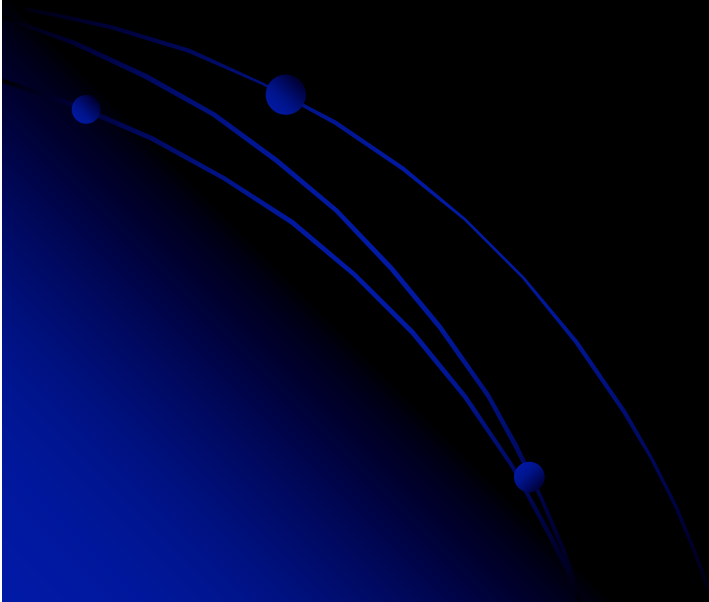
[Hamas, Israel truce greeted with skepticism and hope](#) 

Where does RSS come from?

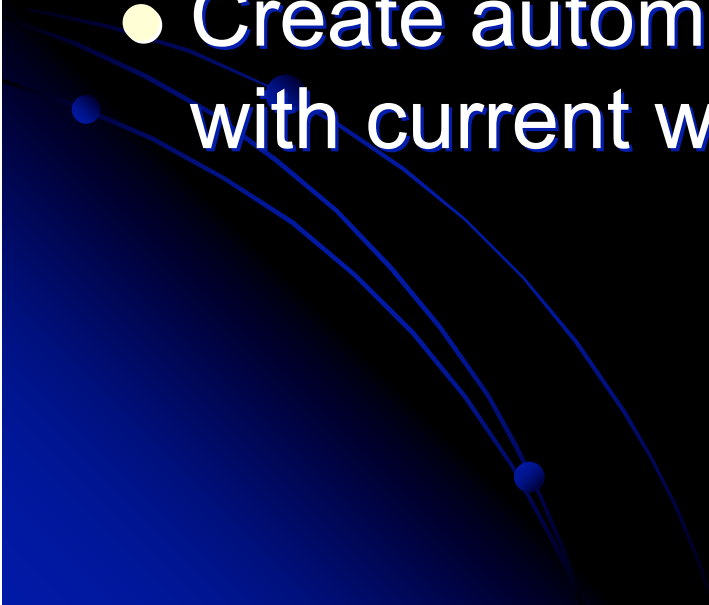
- News media outlets
 - Blogs, Wikis
 - Social networking sites
 - Databases
 - Publishers
 - Darn near everyone these days
- 

How do you read it

- RSS Readers (desktop & web based)
- Posted to web pages (Feed2JS)
- Web browsers (Firefox, IE 7, Safari)
- Built in utilities (Sharepoint, Facebook etc.)

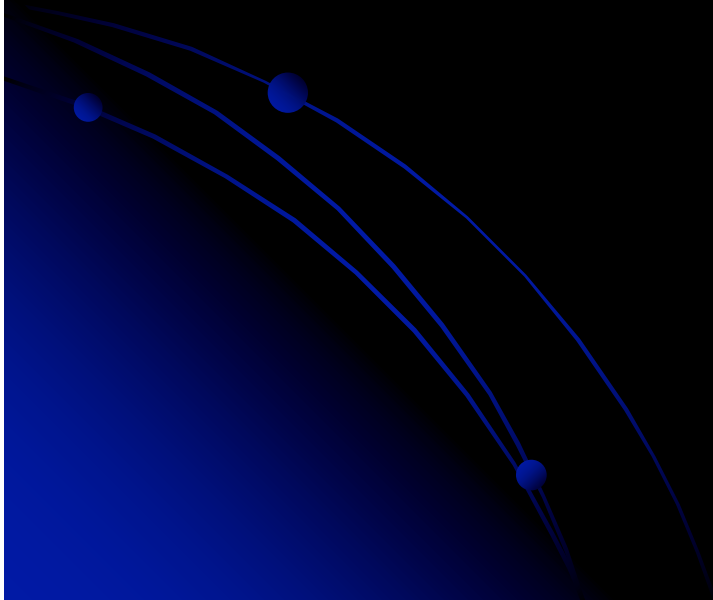


What you can do with it

- Syndicate your blog generated news and announcements
 - Post your blog generated content to your web pages
 - Create automatically updated web pages with current world and local news
- 

Discussion Groups

- Threaded discussion
- Subscribe/unsubscribe
- All may participate
- Archive of past messages



A Typical Discussion Group

[Links](#)
[Database](#)
[Polls](#)
[Members](#)
[Calendar](#)

[Promote](#)

[Info](#) [Settings](#)

Group Information

Members: 70
Category: [Politics](#)
Founded: Nov 6, 2002
Language: English

Yahoo! Groups Tips

Did you know...
Want to share photos of your group with the world? [Add a group photo to Flickr.](#)

Best of Y! Groups



Check

[Activity within 7 days.](#) [New Questions](#)

Description

Cooperating associations and supporting organizations are vital nonprofit partners working to assist California State Parks in protecting and interpreting outstanding natural, cultural, historic, and recreational resources.

Most Recent Messages ([View All](#))
(Group by Topic)

Search: [Advanced](#) [Start Topic](#)

[Re: Help Prevent Quagga Mussel Spread](#)

Thanks, John. Everyone else: I'm forwarding the attached press release on Quagga and Zebra mussels. Marilyn and Morgan, let us know what you want the hosts

Posted - Thu May 22, 2008 4:49 pm

Mendocino Area Parks ...

[carolyne_cathey](#)

Offline

[Send Email](#)

[Help Prevent Quagga Mussel Spread](#)

Hello Nonprofit Partners and Associates: Per the attached Press Release Quagga and Zebra mussels pose serious threats to California's freshwater ecosystems and

Posted - Thu May 22, 2008 4:35 pm

Mott, John

[johnnymott](#)

Offline

[Send Email](#)

[FW: MPA Education and Outreach project](#)

Hello Associations, CAL, Nonprofit Partners and Interpreters: Attached are two job announcements from the Monterey Bay Sanctuary Foundation for two

Posted - Fri Apr 25, 2008 3:01 pm

Mott, John

[johnnymott](#)

Offline

[Send Email](#)

[Interpreter exams](#)

Hello All CALs, Associations and Nonprofit Partners: Attached are the bulletins for upcoming state exams for all three permanent Interpreter classes used by

Posted - Wed Apr 23, 2008 10:26 am

Mott, John

[johnnymott](#)

Offline

[Send Email](#)

[Strange Days premier Wednesday](#)

Hi all: The "Strange Days on Planet Earth" series premieres this Wednesday on PBS. This new season exposes the profound global consequences of our simple

Mott, John

[johnnymott](#)

Offline

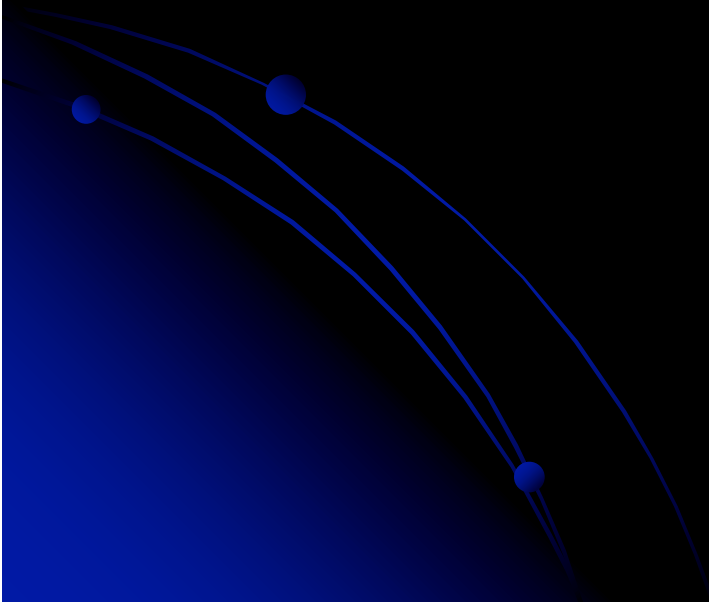
[Send Email](#)

Advantages over email

- All subscribers get the message
- All subscribers can contribute
- Threaded and self-organizing
- Archive of past discussions
- Subscribers can decide how much email to receive (digest, no-email etc.)
- Can tie into other content (calendars, photos etc.)

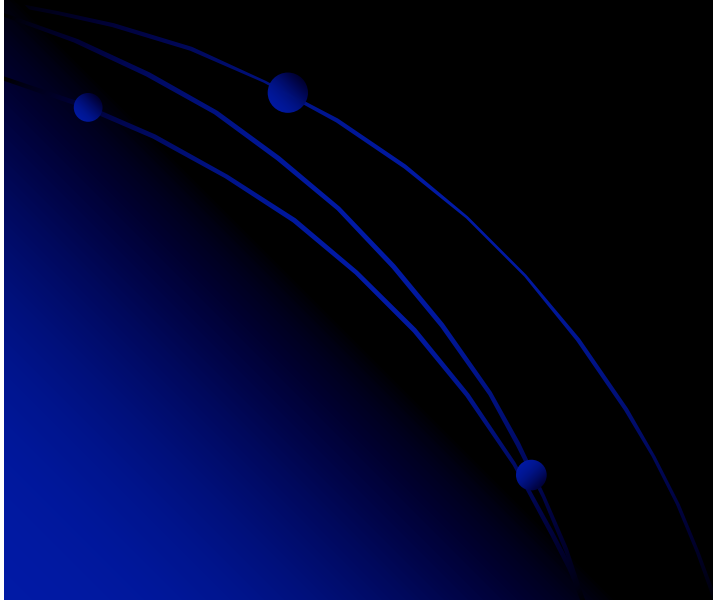
Examples

- Hosted or installed
- Numerous message board products and services available
- Yahoo Groups my particular favorite



Discussion Group Uses

- User community discussion
- Staff discussion
- FAQ or “Knowledge Base”
- Answers from multiple sources



Social Networking

- What most people mean by “Web 2.0”
- You link your personal web page to the pages of others
- You get updates about your “friends” and they about you
- Blog and other “What I am doing and thinking” features

Big Names

- MySpace
 - Facebook
 - Tribe.net
 - Tagged
 - LinkedIn
 - Twitter
- 



- Most popular
- “Public” pages that anyone can see
- Pseudonyms (element of fantasy)
- Groups and individuals mixed
- A younger, less serious crowd
- Spam

Typical MySpace Page

Sponsored Links

[Apelian Rug Company](#)

Are you shopping for handmade rugs? Large Selection & Inventory!
storefront.dexonline.com/apelian

[Ashton Jewels Creations](#)

Beautiful handmade beaded treasures from Lydia Muell of Ashton Jewels.
www.artsnsouls.com

 **myspace.com**
a place for friends

User Shortcuts:



People ▼

Search



Home

Browse

Find People

Forums

Music

MySpaceTV

More ▼

Sign Up

Cutie Dynamite



"www.CutieDynamite.com"

Female
24 years old
HEALDSBURG, California
United States

Last Login: 6/22/2008

Mood: overstimulated 😊

View My: [Pics](#) | [Videos](#)

Cutie Dynamite is on VACATION Jun

Cutie Dynamite's Latest Blog Entry [\[Subscribe to this Blog\]](#)

Cutie Dynamite on VACATION!! [\(view more\)](#)

Cutie Dynamite in the PRESS!! [\(view more\)](#)

Now in stores!! [\(view more\)](#)

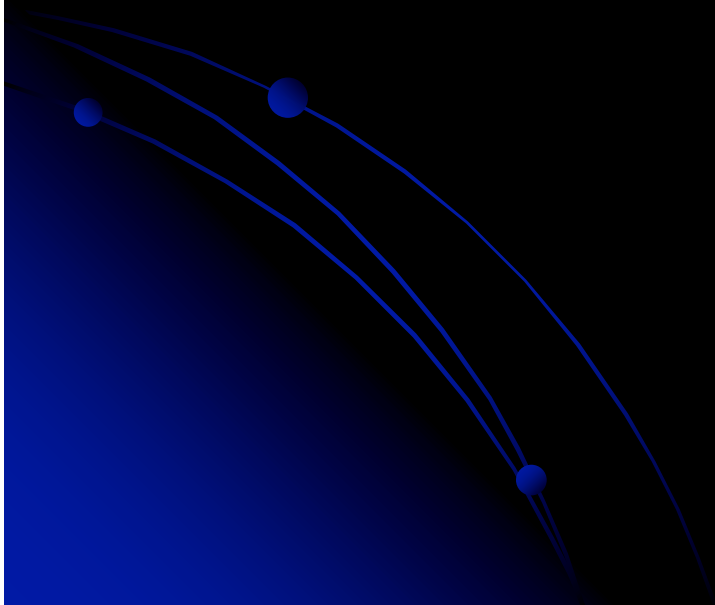
Cutie Dynamite LOVERS speak!! [\(view more\)](#)

HOW TO BUY CUTIE DYNAMITE!! [\(view more\)](#)

[\[View All Blog Entries\]](#)

Library Scenario

- Create a user page
- Use blog to tell people about upcoming events and cool tools
- My opinion: mostly useless

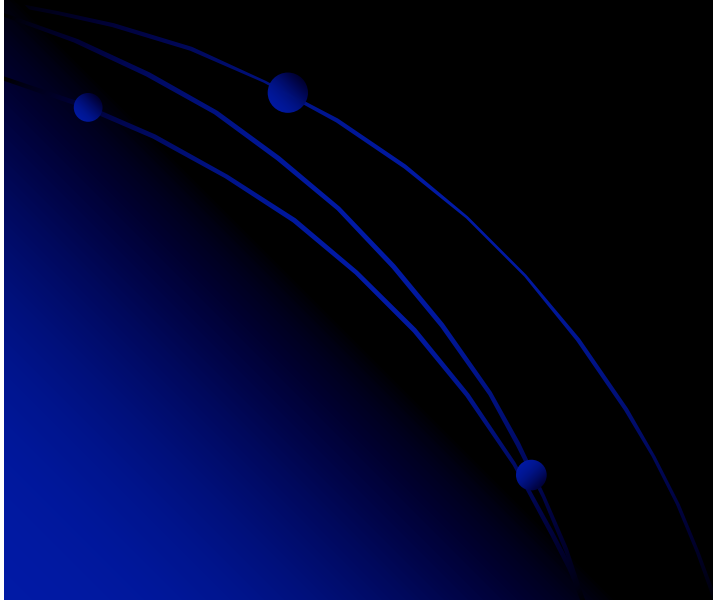


facebook

- Only registered users can access info (less spam)
- People use real names (easier to find people)
- While it has a lot of games, it also has some serious uses
- More adult audience

Facebook Plugins

- Numerous additional tools can be loaded into individual and company profile pages
- Developers can create their own plugins
- Library catalog search tools (e.g. Harvard)



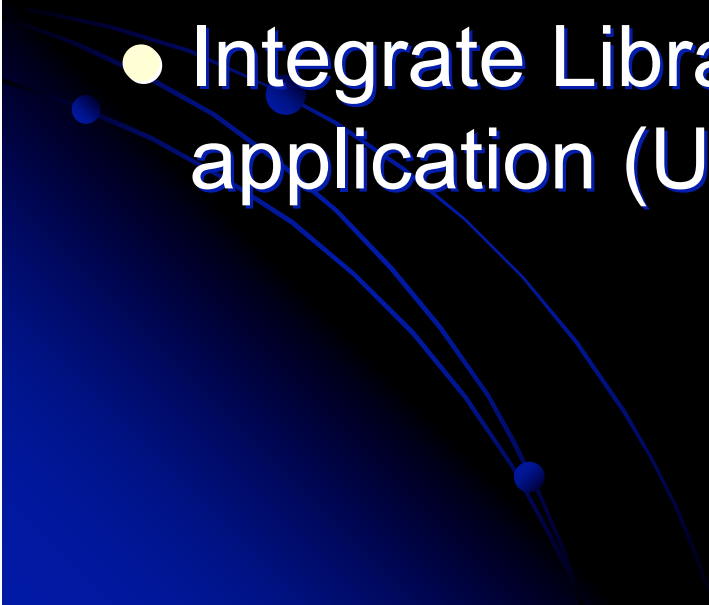
Group Feature

- Create a “group”
- Invite your friends to join
- They can invite their friends
- You can post group events
- You can post links
- Group members can add content, discuss, etc.
- You can send messages to group members

Company Feature

- Create a page for your enterprise
- Add appropriate content, links, events etc.
- People become “fans”
- Fans can add content
- You can send messages to all fans
- Some statistical analytics
- For a moderate cost, you can advertise to selected demographics

Library Scenario (customer facing)

- Create company page
 - Post events on the calendar
 - Send out messages
 - Post recommended links
 - Integrate Library catalog search application (Uber-Geeks only)
- 


A Library Facebook Site


facebook

Profile edit Friends ▾ Inbox (1) ▾ home account privacy logout

Search

Applications edit
Photos
Groups
Events
Marketplace
iLike
Who Has The Biggest Brain?
more

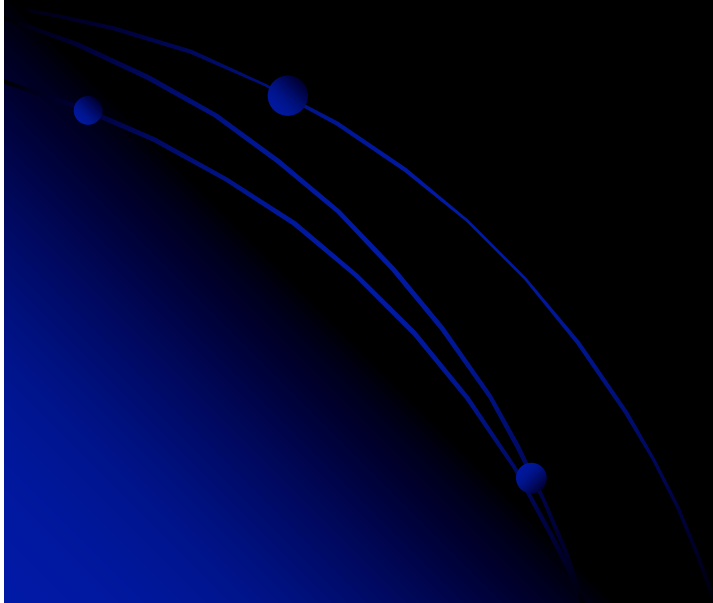
Web of Pain Comic

We're adapting your stories into our comic. Share your favorite amusing web or internet anecdotes and win!
More Ads | Advertise

Warwick U Library

This application provides users with access to the Warwick University Library and its resources within Facebook
Facebook is providing links to these applications as a courtesy, and makes no representations regarding the applications or any information related to them. Any questions regarding an application should be directed to the developer.
Discussion Board
There are no discussions.
Start the first topic.
Reviews
Write Review | See All
The Wall
Displaying the only 2 wall posts
Katharine Widdows (Warwick) wrote at 1:46pm on June 12th, 2008

[Browse More Applications](#)
This application can be added to your Facebook account.
Add Application
This application cannot be added to some of your Pages. [Learn more.](#)
[Become a Fan](#)
[Block Application](#)
[Share](#) +
About this Application
Users:
5 daily active users
1% of total
Categories
Education, Utility
This application was **not** developed by Facebook.
Fans

Library Scenario (internal)

- Create a private, secret group
- Staff use it to communicate, coordinate





- Focused on shared interests
- Seems useful
- Limited adoption – though some interest groups seem to be heavily invested in it



- Professional connections
- Very serious and businesslike
- I have more connections than you do—nyah nyah!
- Other than job hunting, I have yet to figure out what it's good for

Someone's LinkedIn Page



[Account & Settings](#) | [Help](#) | [Sign Out](#)

[People](#) | [Jobs](#) | [Answers](#) | [Companies](#)

[Advanced Search](#)

- [Home](#)
- [Groups](#)
- [Profile](#)
- [Contacts](#)
- [Inbox](#)

[Add Connections](#)



Walter Nelson

RAND Library Webmaster & historical consultant to museums & TV

[What are you working on?](#)



Your profile is 80% complete [\[Edit \]](#)

Profile

[Edit My Profile](#)

[View My Profile](#)

[Edit Public Profile Settings](#)

[Forward this profile](#)

Walter Nelson [\[Edit \]](#)

RAND Library Webmaster & historical consultant to museums & TV [\[Edit \]](#)

Greater Los Angeles Area [\[Edit \]](#)

[What are you working on?](#)



[\[Edit \]](#)

[Profile](#)

[Q&A](#)

[Recommendations](#)

[Connections](#)

Current

- **Library Webmaster at RAND Corporation** [\[Edit \]](#)

Past

- Consultant at LA Master Chorale
- Materiel Program Administrator at Hughes Aircraft Company
- Military Intelligence Officer at US Army

Education

- University of California, Berkeley



Profile Completeness

80%

[Adding a summary](#) will bring you to 85%

[Rollover for more](#)



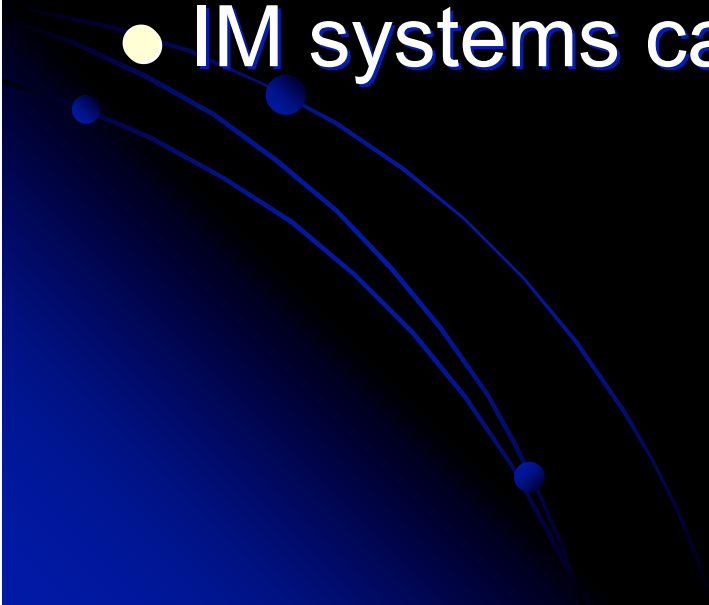


- Like the others—only more annoying
- Who are all those people and why should I befriend them?
- I had no idea so many people had a crush on me
- Useless!



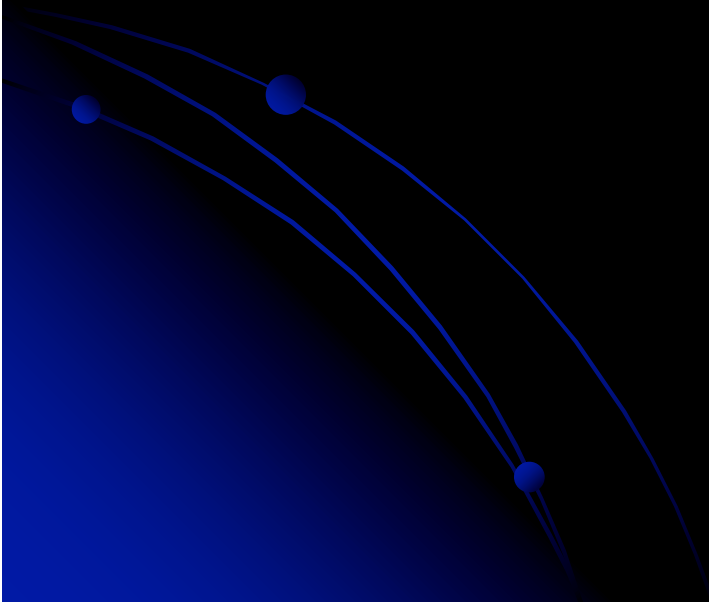
- Let all your friends know what you are doing at any given moment
- My friends don't like me that much and I sure don't like them that much!
- Do I just not get it, or is it useless?

Twitter – Library Use

- Status of staff members
 - “In a meeting”, “offsite”, “at lunch”...
 - Updates too much trouble for old curmudgeons like me
 - IM systems can do some of this already
- 

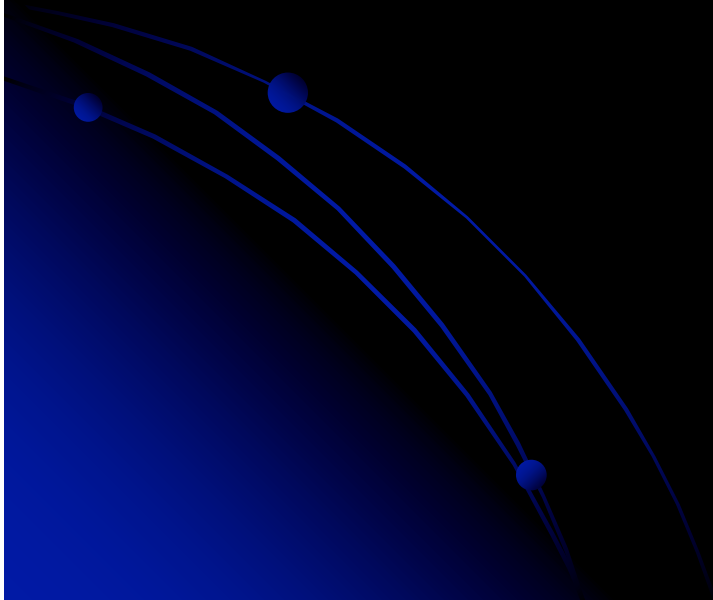
Content Sharing

- YouTube – Videos
- Flickr – Images
- Useful in connection with other tools, but business uses limited




Possible Library Scenarios

- Post local history photograph collection
- Post video and images from library events
- Link to these from other web tools



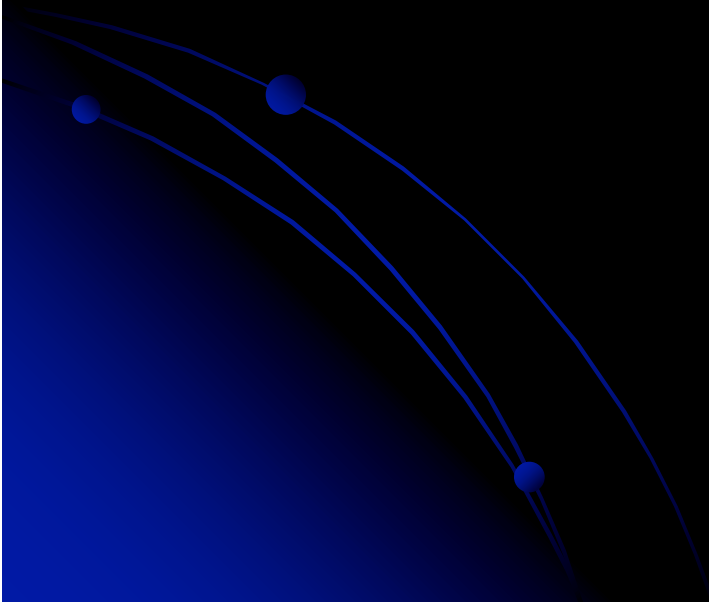
Content Sharing

Del.icio.us and Digg

- Collect web links
 - Organize them
 - Tag them (“folksonomy”)
 - Recommend them to others
 - See how popular they are - and make them more popular
- 

Del.icio.us & Digg

- Seem to have real potential
- It is what Libraries are supposed to do
- Need to work out process, procedures and responsibilities



A Modest Del.icio.us Page

New [Firefox Extension](#) now available! [hide this](#)

 [del.icio.us](#) / [tiranloblanc](#) /

[popular](#) | [recent](#)

[your bookmarks](#) | [your network](#) | [subscriptions](#) | [links for you](#) | [post](#)

logged in as [tiranloblanc](#) | [settings](#) | [logout](#) | [help](#)

All your items (5)

« earlier | later » showing all 5 items

[Flickr: Vintage Dance in Southern California](#) [edit](#) / [delete](#)

... on may 30

[Vintage Dance and History Events in Southern California](#) [edit](#) / [delete](#)

to [Vintage Dance](#), [Waltz](#), [Poka](#), [Living History](#) ... [saved by 2 other people](#) ... on may 13

[A Post on Waltzing in the Regency](#) [edit](#) / [delete](#)

to [Regency dance](#), [waltz](#), ... [saved by 2 other people](#) ... on may 09

[Facebook | Social Daunce Irregulars Victorian Grand Ball](#) [edit](#) / [delete](#)

The Facebook Group for the Social Daunce Irregulars - Victorian dance in Pasadena California

to [Waltz](#), [Vintage Dance](#), [Victorian Ballroom dancing](#), ... on may 09

[The Social Daunce Irregulars](#) [edit](#) / [delete](#)

Victorian dance in Pasadena California

to [Vintage dance](#), [victorian ballroom dancing](#), [waltz](#), [polka](#), [quadrille](#) ... [saved by 4 other people](#) ... on may 09

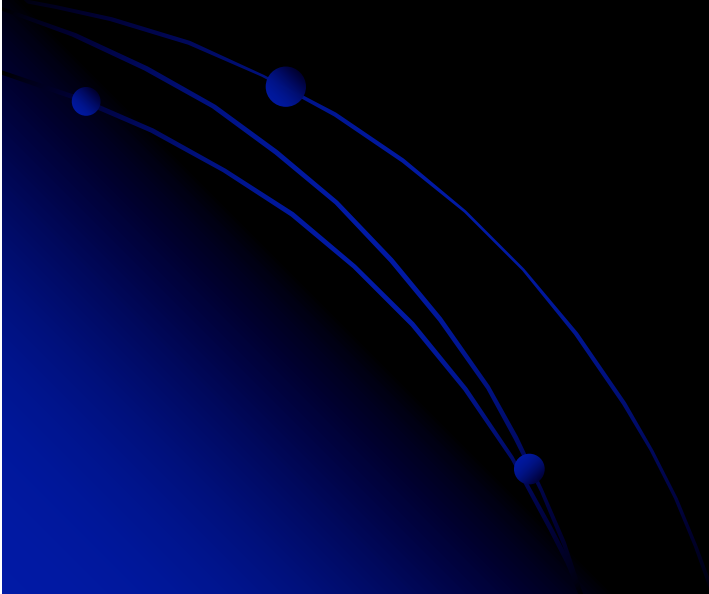
« earlier | later » showing all 5 items

▼ **tags** [ballroom](#) [Dance](#), [dancing](#), [History](#) [Living](#)
[Poka](#), [polka](#), [quadrille](#) [Regency](#) [system:unfiled](#)
[victorian](#) [Vintage](#) [Waltz](#),

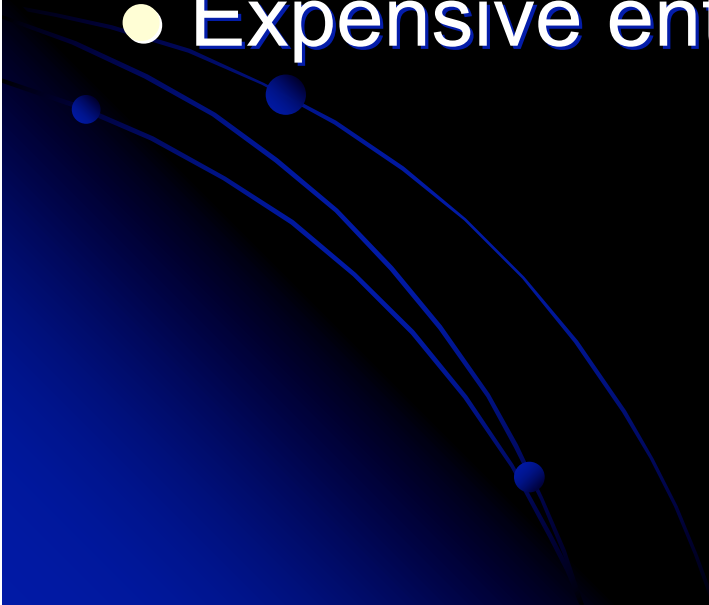
▼ **tag options**
» view as cloud | [list](#)
» sort by alpha | [freq](#)
» use minimum: 1, [2](#), [5](#)
» show | [hide](#) bundles
» [bundle tags](#)
» edit tags: [rename](#) | [delete](#)

Calendaring

- Calendar features included in many tools
- Upcoming.yahoo.com (free)
- [Eventkeeper](#) (subscription)
- RSS feed of events by location



Collaboration Tools

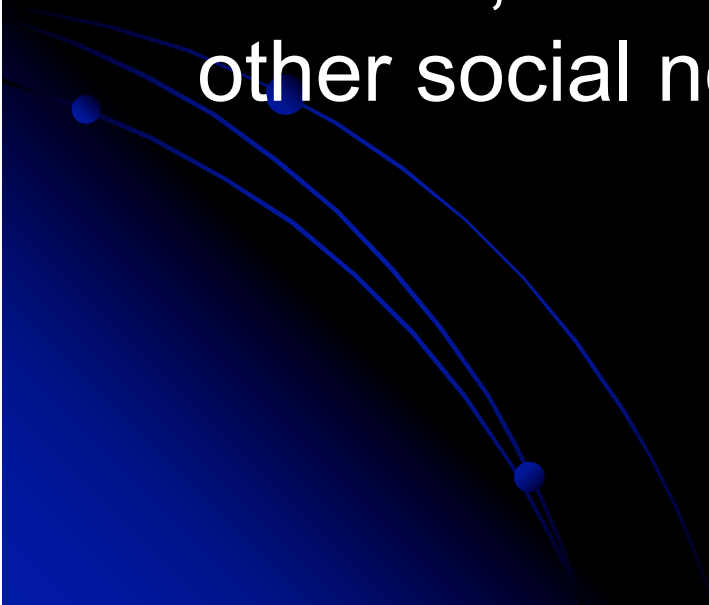
- A combination of the tools I mentioned could “mash up” for collaboration
 - MS SharePoint and Lotus Notes combine these and are built for collaboration
 - Expensive enterprise level tools
- 

Sharepoint

- Used for internal collaboration
- Combines document sharing, blog, wiki, links, RSS reader, discussion groups etc.
- Robust and granular access controls
- Powerful tool
- Clunky interface undermines acceptance

Integrate! Integrate! Integrate!

Your website must link to all the social networking tools you are using, and your social networking tools must link to your website, and whenever possible, your other social networking tools.

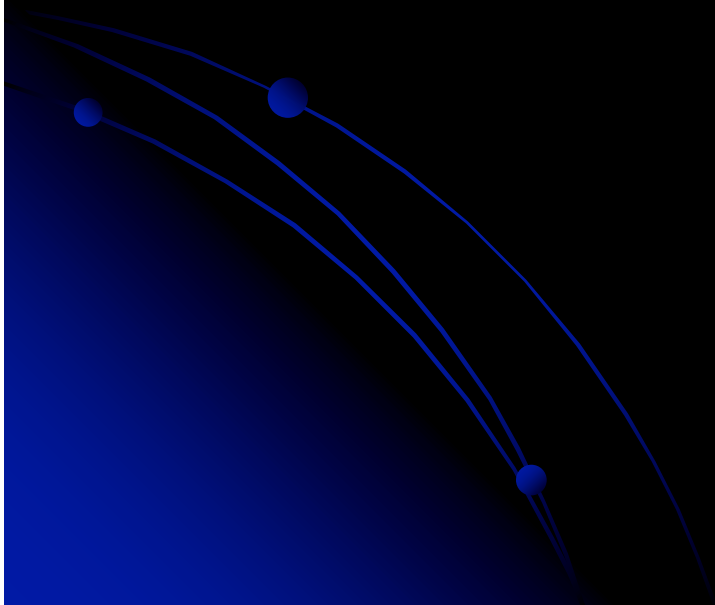


Participation

- Participatory web requires your staff to participate
- A few producers, many passive lurkers
- Different tools require different levels of participation
- Does your staff have the time, motivation, confidence and skills?

The death of the Control Freak

- Exploit your audience's skills, knowledge and energy and make them partners in your enterprise
- Absolute control of content is sacrificed



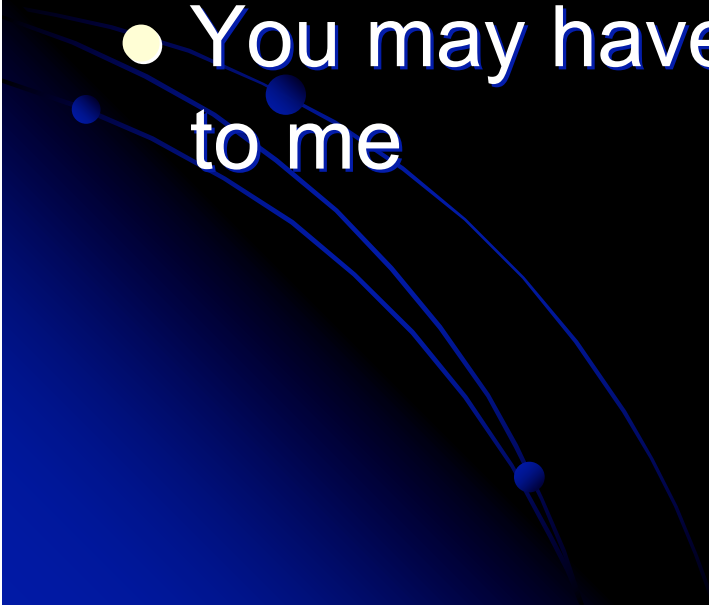
...Control Freak

- Tolerate different views and different approaches
- Tolerate audience triviality and foolishness
- It's a big risk, and takes a lot of trust in your product and your audience
- Someone must monitor activity for abuse and excessive idiocy

Technology is leaving us behind

- Mobile devices
- Integrated devices
(combined phone, email, web, mp3, GPS, death ray, toasting fork)
- Increased integration between services
(one social web?)
- “Mash Ups”

Nobody has it figured out

- I have presented a few random ideas
 - These tools are new – most of their potential has yet been realized
 - New capabilities added all the time
 - You may have ideas that haven't occurred to me
- 

Presentation 2.0 – Let's interact!

- Questions?
- Observations?
- Cool ideas?

