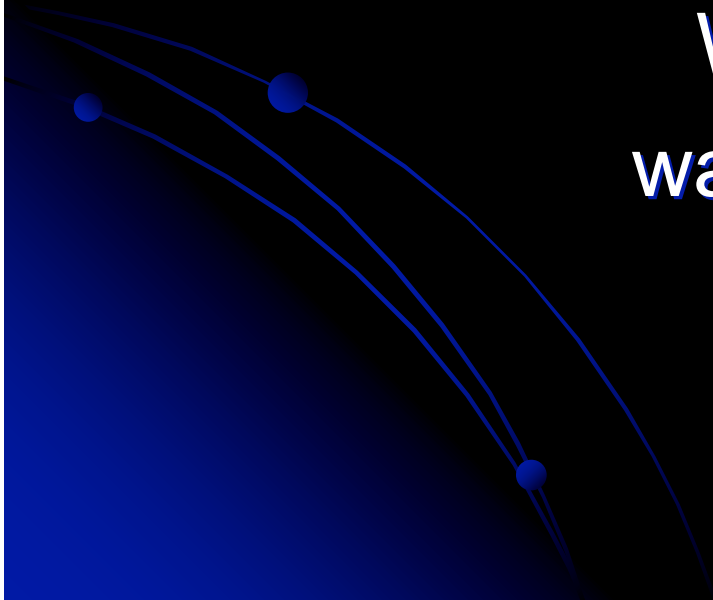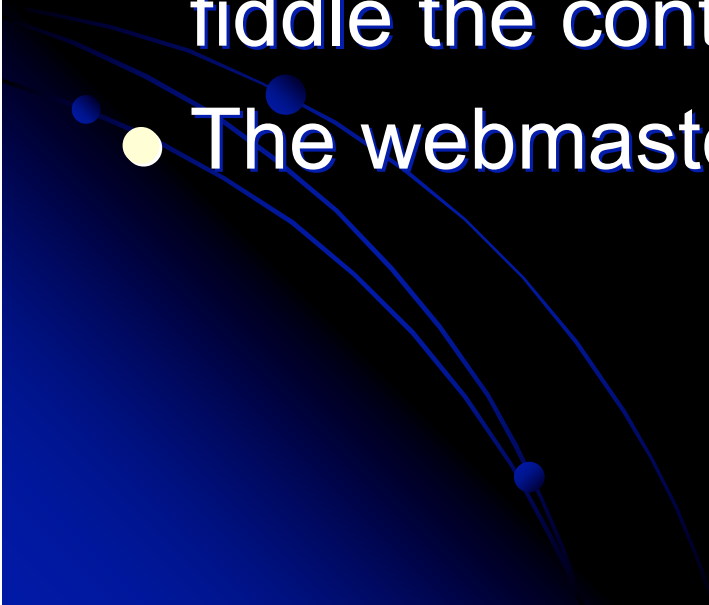# Web 2.0 and the Library
An overview with random thoughts and observations
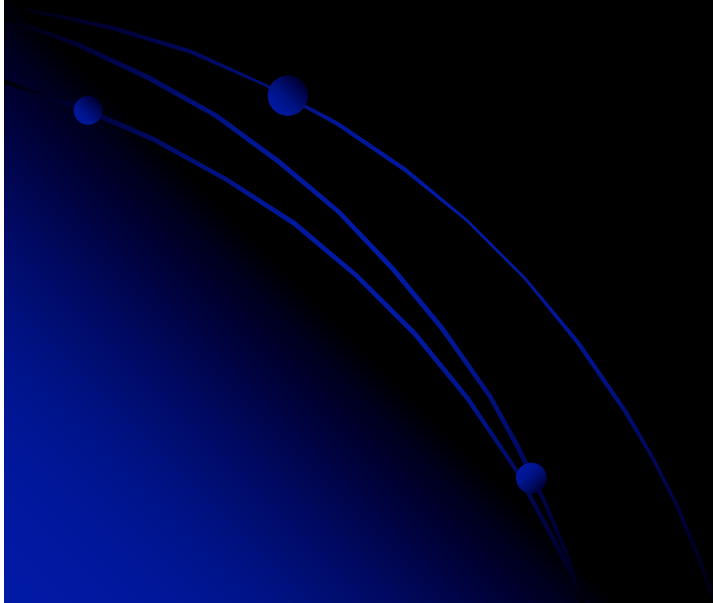
Walter Nelson

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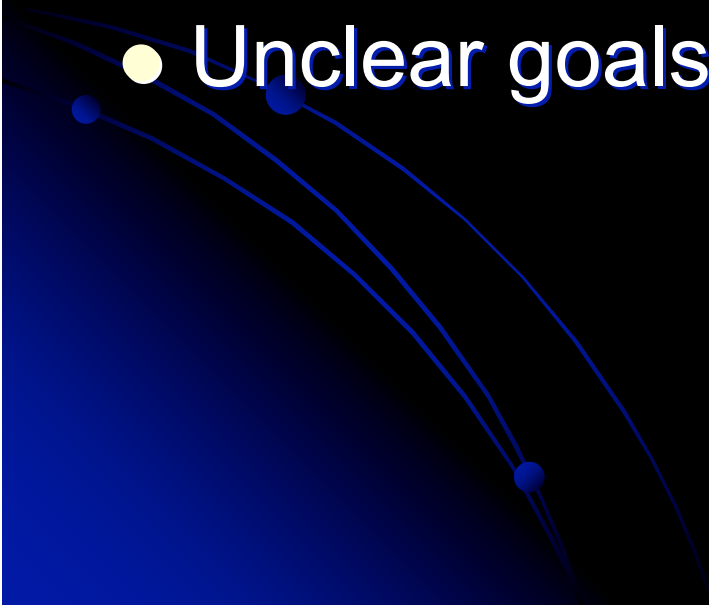
- It's all very cool and fun…
- …but is it of any use?

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

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

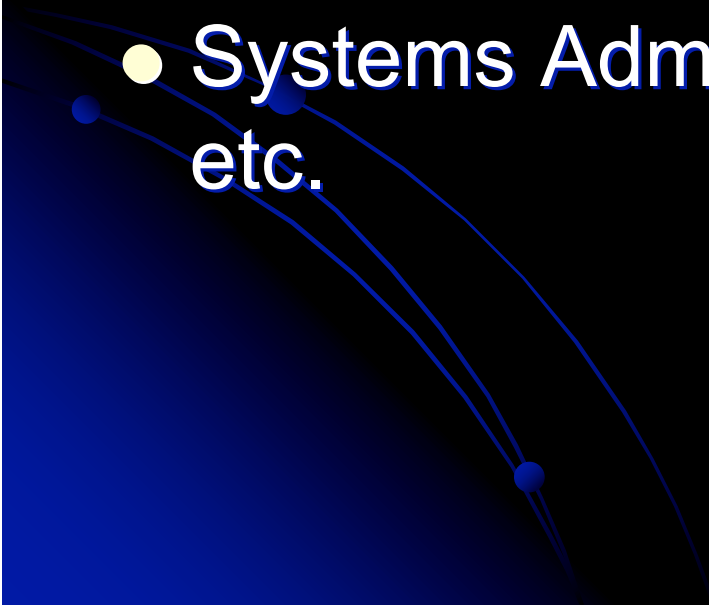Enter keyword(s) :

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
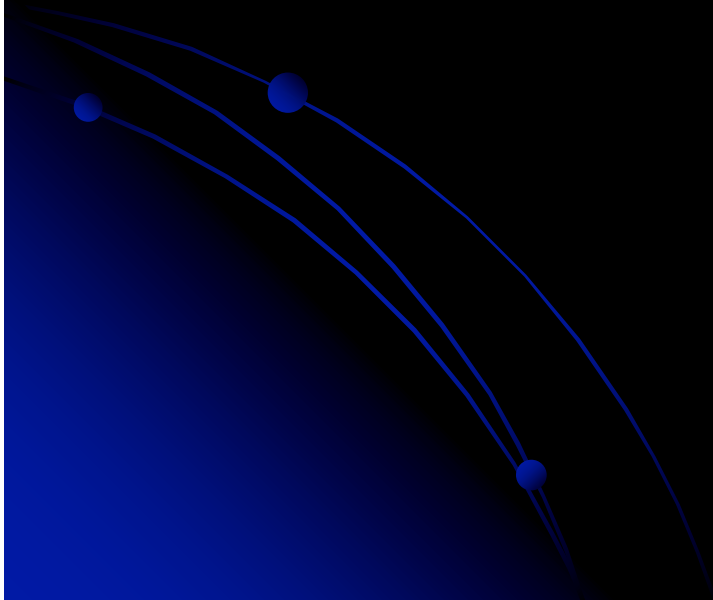- Outreach
- Policy
- Preservation

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
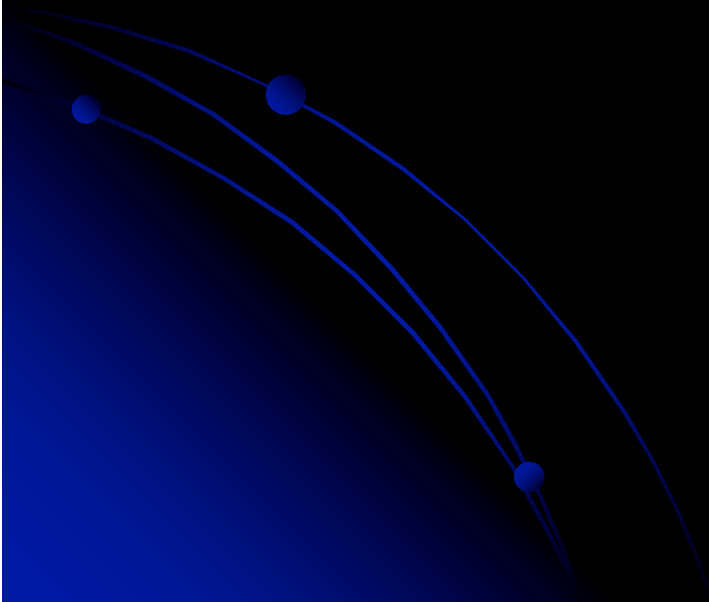
A Typical Wiki

Uses of a Wiki

- Policies and procedures
- Favorite links
- Patron help
- Requires active participation
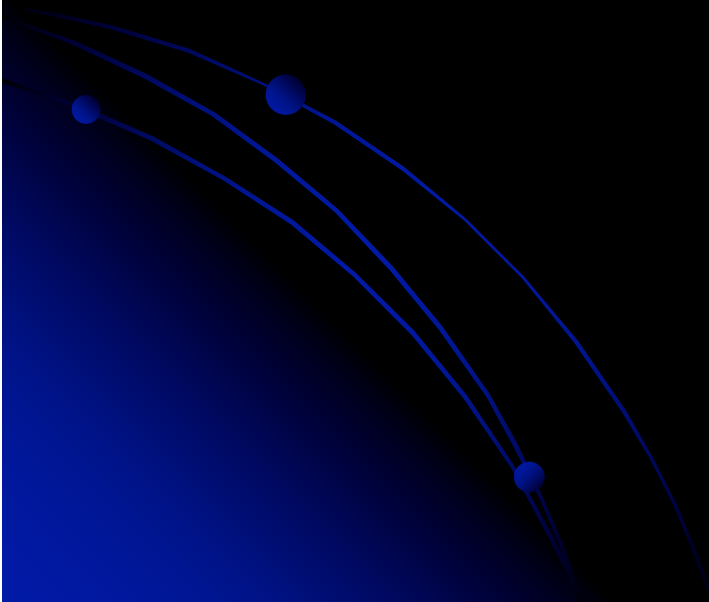
Where to get a Wiki

- 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

Where does RSS come from?
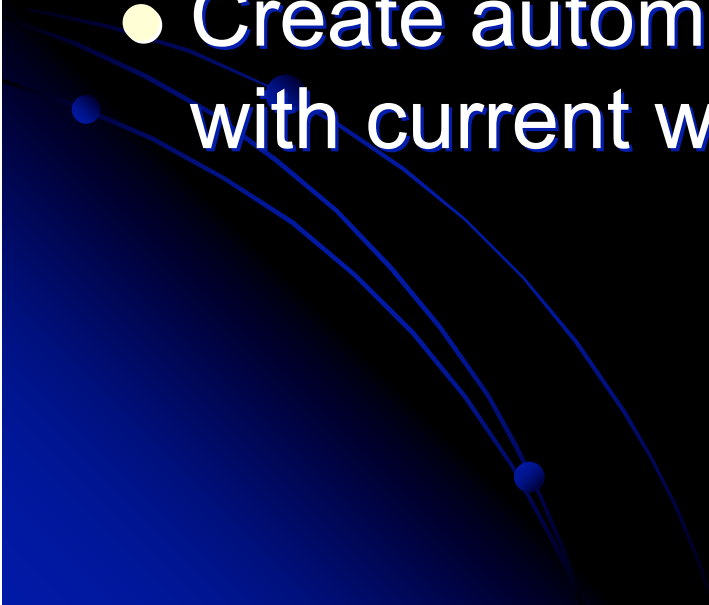
- News media outlets
- Blogs, Wikis
- Social networking sites
- Databases
- Publishers
- Darn near everyone these days

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.)
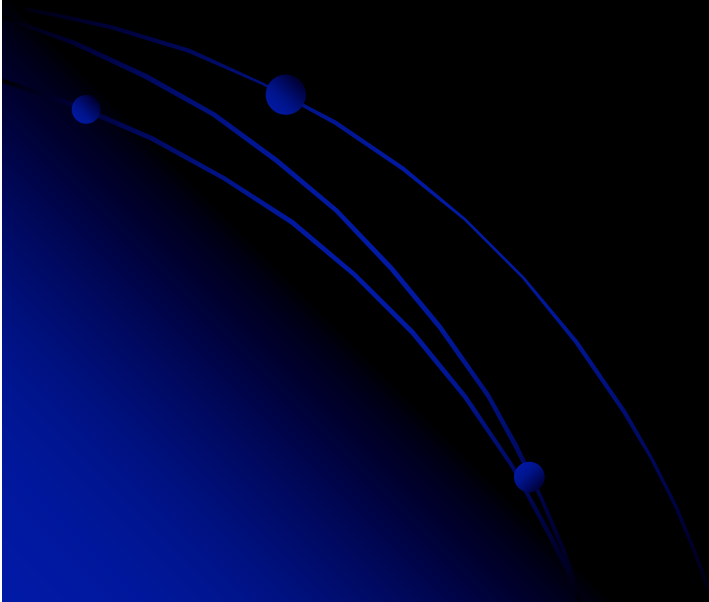
What you can do with it

- 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
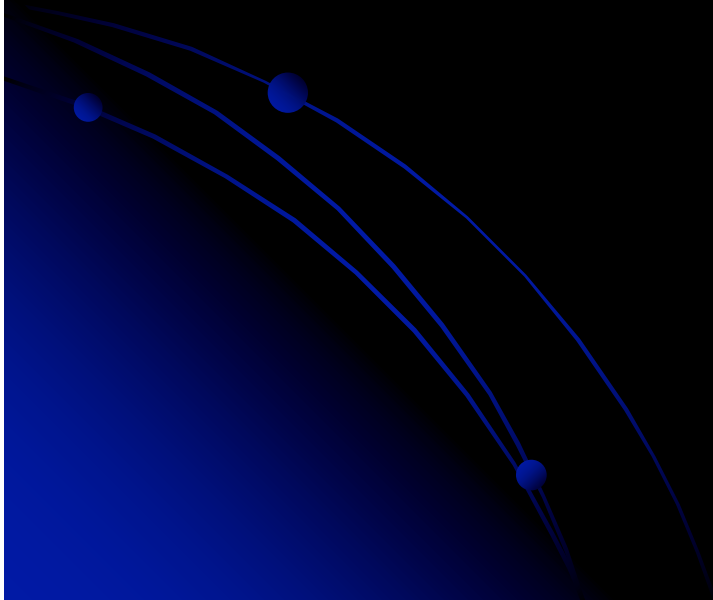
A Typical Discussion Group

Links
Database
Polls
Members
Calendar

Promote

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: [   ] [Search] Advanced **Start Topic**

nfo | Settings

roup Information

embers: 70
ategory: Politics
ounded: Nov 6, 2002
anguage: English

ahoo! Groups Tips

id you know...
Vant to share photos
f your group with the
orld? Add a group
hoto to Flickr.

est of Y! Groups

[image] Check

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 premiers this Wednesday on PBS. This new season exposes the profound global consequences of our simple
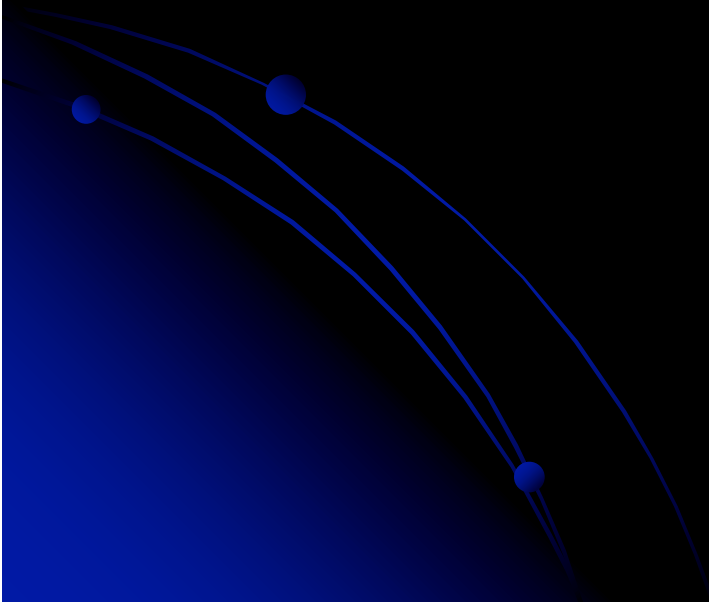
Mott, John
johnnymott
☺ Offline

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.)
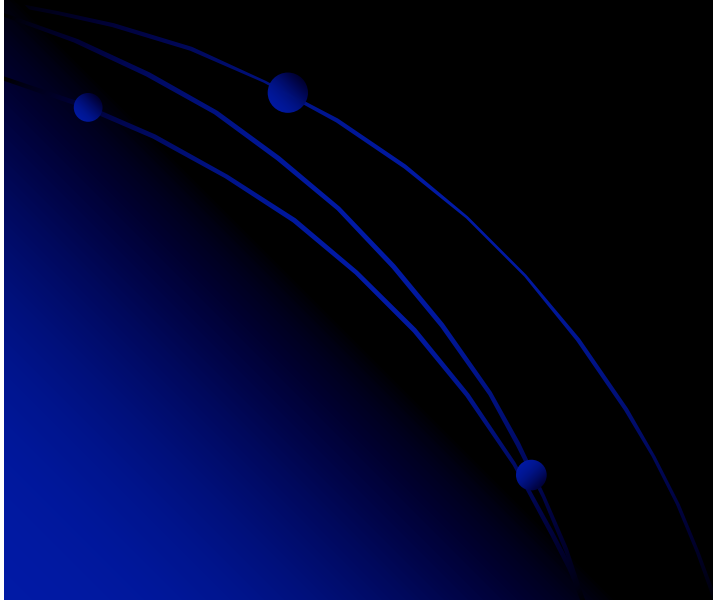- Can tie into other content (calendars, photos etc.)

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

myspace.com
a place for friends.

User Shortcuts:

People ▼   Search   Google

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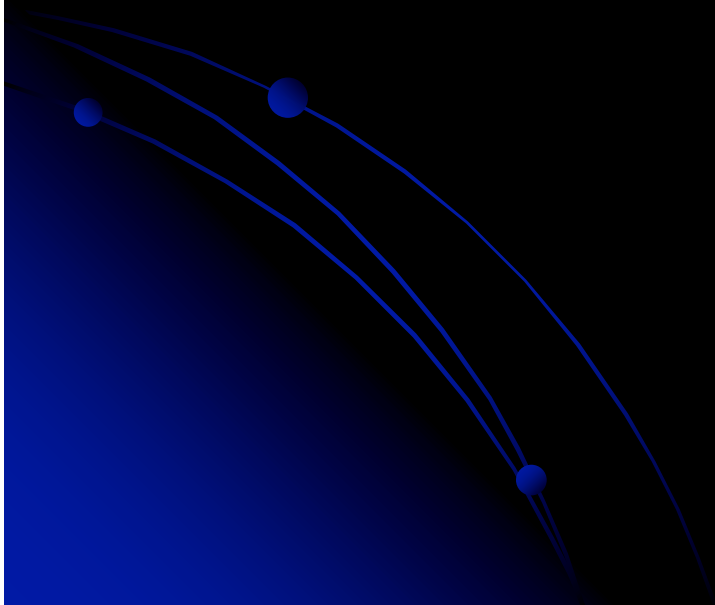
- Only registered users can access info (less spam)
- People use real names (easier to find people)
- While it has a lot of games, it also has some serious uses
- More adult audience

Someone's Facebook Page

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)
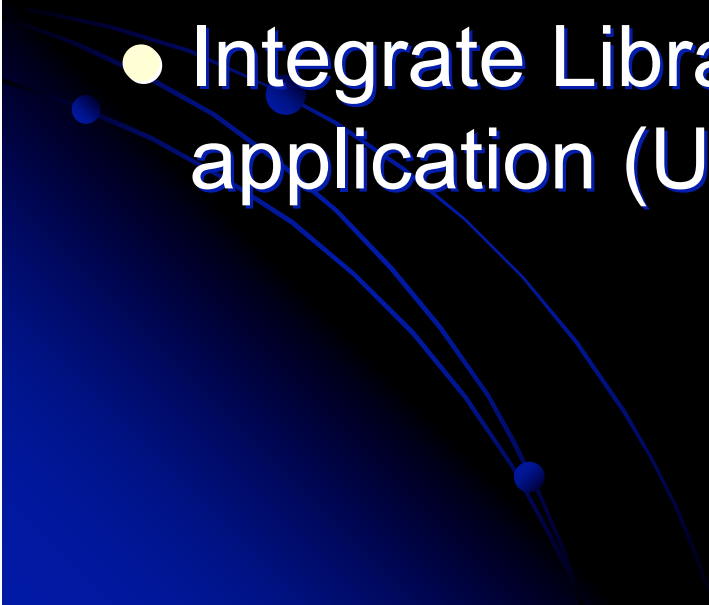
Group Feature

- 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

Library Scenario (internal)

- Create a private, secret group
- Staff use it to communicate, coordinate
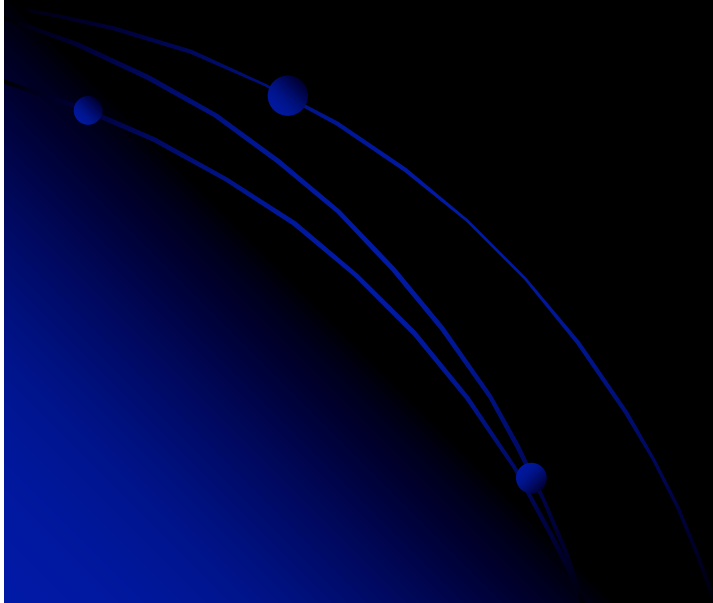
- Focused on shared interests
- Seems useful
- Limited adoption – though some interest groups seem to be heavily invested in it

Linked in

- 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

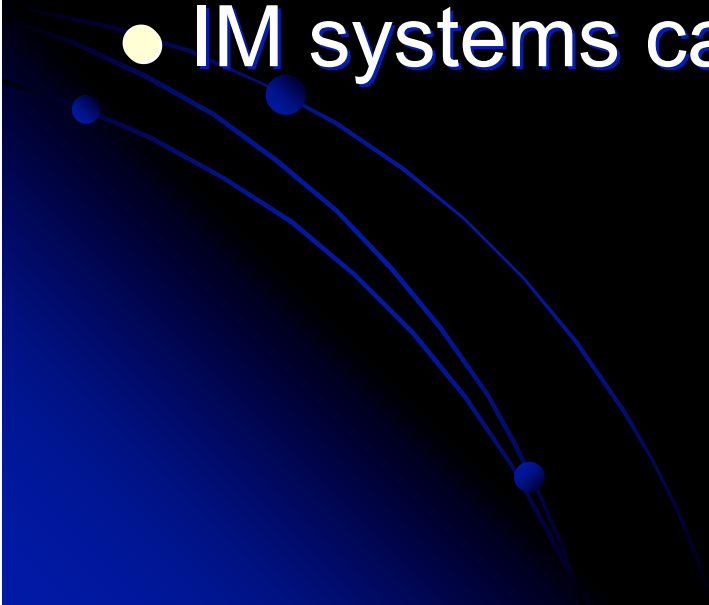# Someone's Linkedin Page

TAGGED

- 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
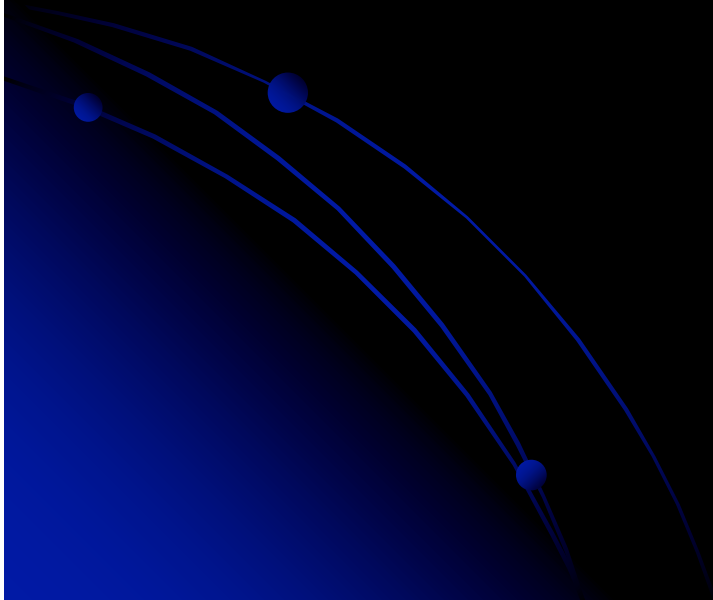- IM systems can do some of this already

Content Sharing

- YouTube – Videos

- Flikr – Images

- Useful in connection with other tools, but business uses limited
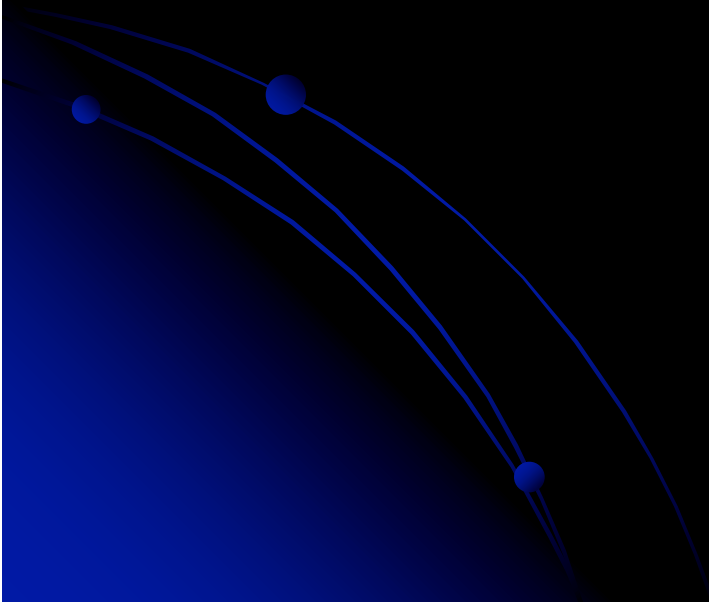
Possible Library Scenarios

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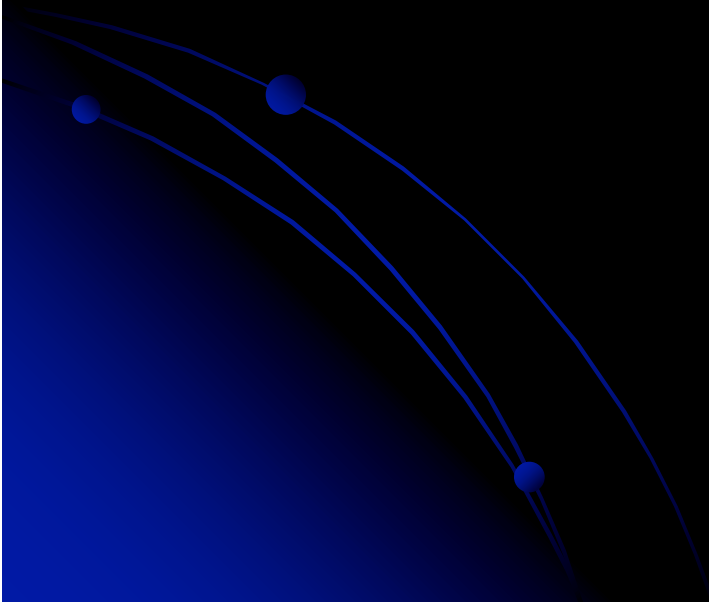- Link to these from other web tools

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

Calendaring

- Calendar features included in many tools
- Upcoming.yahoo.com (free)
- Eventkeeper (subscription)
- RSS feed of events by location
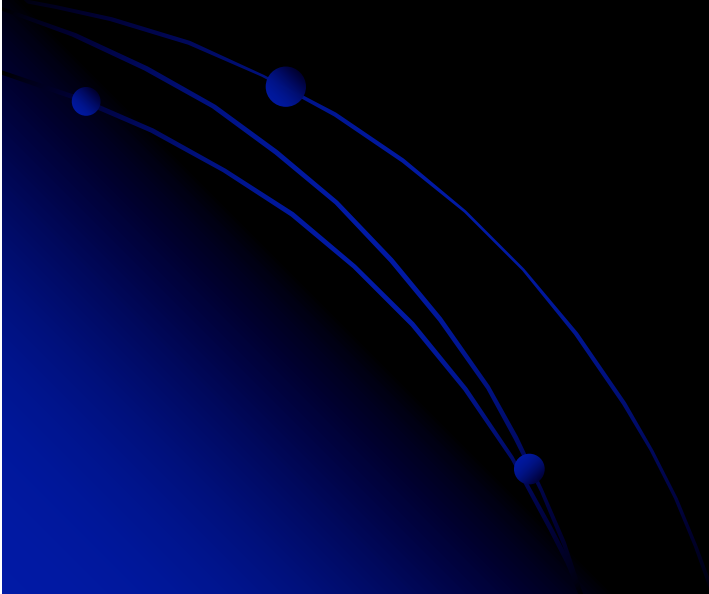
Collaboration Tools
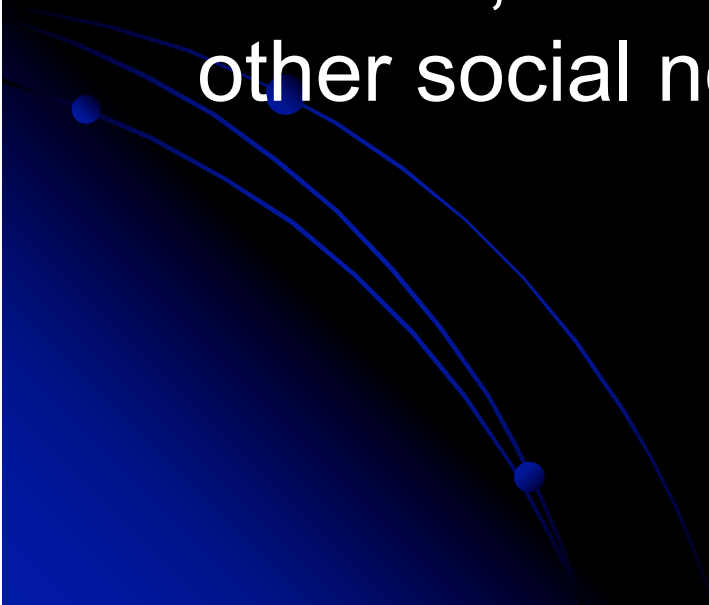
- A combination of the tools I mentioned could "mash up" for collaboration
- MS SharePoint and Lotus Notes combine these and are built for collaboration
- Expensive enterprise level tools

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
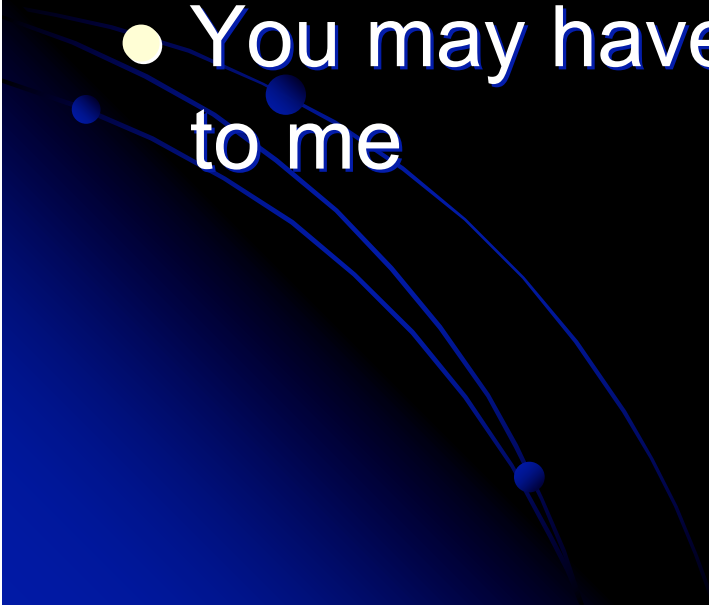- Absolute control of content is sacrificed
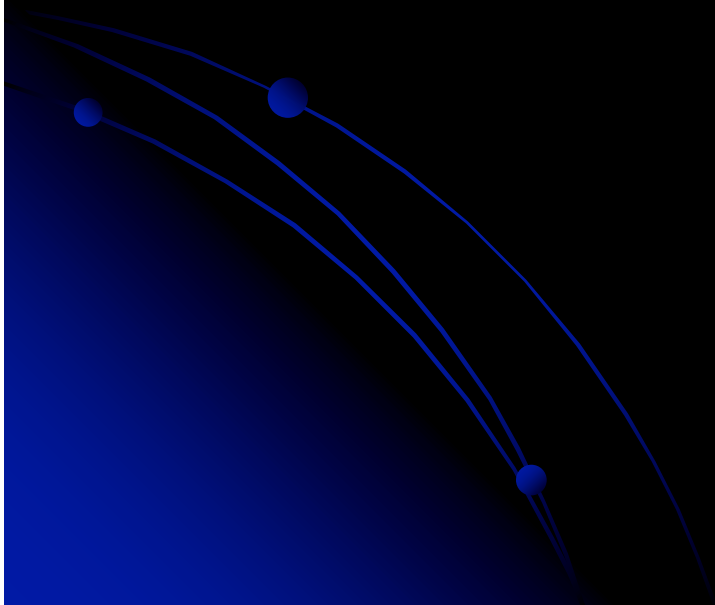
…Control Freak

- 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?