Slide 1

Web 2.0? Library 2.0?
How Libraries Are Using New Web Tools
Mary Page
March 7, 2007

Slide 2

Web 2.0
Second generation web services
Emphasis on collaboration and sharing
Social networking: blogs, wikis, tagging
Leverages “wisdom of the crowd”

Slide 3

Web 1.0 Web 2.0
DoubleClick Google AdSense
Google AdSense
MP3 (pre-iPod) iPods
iPods
Britannica Online Wikipedia
Wikipedia
Personal websites Blogs
Blogs
Documentation Wikis
Wikis
Directories Tags (folksonomy)
Tags (folksonomy)
Stickiness Syndication
Syndication

Web 2.0 is...

A full-fledged computing platform serving web applications to end users.

Ultimately Web 2.0 services are expected to replace desktop computing applications for many purposes.

People are in fact kind of a killer app.

Tim O’Reilly


Library 2.0

Web 2.0 tools to deliver library services

- Blogs
- MySpace
- Tagging
- LibraryThing
- RSS Feeds
- Social Bookmarks

Slide 6

UCD Library's newest blog goes online
MySpace
Online community
Communities within MySpace community
Chat, share pictures, videos, etc.
RSS Feeds

Really Simple Syndication

Users subscribe to blogs.

Links appear when new content is posted.

Bloglines, Google Reader, etc.
Slide 13

**Del.icio.us**

- Social bookmarking
- Store and share
- Access from anywhere
- Share with people with similar interests
- Organize with TAGS - your own keywords

http://del.icio.us/

Slide 14

**PennTags**

- Like del.icio.us, but within Penn community
- Can tag subjects, projects, websites
- Create projects
- RSS feeds from specific tags

http://tags.library.upenn.edu/
LibraryThing.com

Personal libraries (do-it-yourself cataloging)
Social networking

Library Uses
CD-ROM
What's Popular
Book Reviews
Foreign Languages (LibraryThing.it, de, fr)
Slide 19

**Library 1.0**
- Read-only catalog
- Print newsletter
- Library instruction
- Bring them in

**Library 2.0**
- User tags, comments, reviews (think Amazon)
- Library blog with RSS feed
- Intuitive services
- Go to them

http://www.gpklemens.com/2006/07/v2_l1_adapted.html.aspx

Slide 20

**Web 2.0 & Library 2.0**
- The path of least resistance saves time
- The user is not remote
- You are your website
- Perpetual beta is perfect

Slide 21

**The Five Laws of Library Science**

1. Books are for use.
2. Every person has his or her book.
3. Every book has a reader.
4. Save the time of the reader.
5. The library is a growing organism.

Shiyali Ramamrita (1892-1972)
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Mary Page, March 7, 2007

Resources
Slide 3 & 4
What Is Web 2.0
Design Patterns and Business Models for the Next Generation of Software

Slide 6 & 7
University College Dublin Science Library Blog
http://ucdscience.blogspot.com/

Slide 9
Brooklyn College Library on MySpace
www.myspace.com/brooklyncollegelibrary

Slide 11
University of North Carolina at Greensboro Database RSS feeds
http://library.uncg.edu/dbs/vdbsrss-index.asp

Slide 12
Kansas State University New Books RSS feeds
http://www.lib.ksu.edu/services/newbooks/index.shtml

Slide 13 & 14
http://del.icio.us/

Slide 15 & 16
tags.library.upenn.edu

Slide 17 & 18
LibraryThing.com
(also, LibraryThing.de, LibraryThing.fr, LibraryThing.nl, LibraryThing.it, and LibraryThing.es)

Slide 19
http://freerangelibrarian.com/2006/10/l1_vs_l2_adapted_from_oreilly.php

Slide 21
Ranganathan for IAs, Mike Steckel
http://www.boxesandarrows.com/view/ranganathan_for_ias
Other Resources

The Cluetrain Manifesto: The End of Business As Usual
by Christopher Locke, Rick Levine, Doc Searls

Social Networks: The Library as Conversation
R. David Lankes, Joanne Silverstein, Scott Nicholson
http://iis.syr.edu/projects/PNOpen/summary.html

More Than Just Faith: Radical Trust
http://www.blyberg.net/2006/05/21/more-than-just-faith-radical-trust/ OPAC tagging (which will, eventually, be in the canon of online library service)

Do libraries matter? The rise of Library 2.0 A white paper by Ken Chad, Paul Miller
[Version 1.0] November, 2005

The Most Important Traits of Librarian 2.0 September 26, 2006
http://sharynheili.wordpress.com/2006/09/26/most-important-traits-of-librarian-20/

Librarian 2.0 Michael Stephens
http://www.oclc.org/nextspace/002/3.htm

Karen Schneider
Freerangelibrarian.com

Libraries on MySpace
http://groups.myspace.com/index.cfm?fuseaction=groups.groupProfile&groupId=102987824

LJ article on Brooklyn College on MySpace
Your Space or MySpace?
Beth Evans — October 15, 2006
http://www.libraryjournal.com/article/CA6375465.html