



**Web 2.0:**  
*What Library Managers  
Need to Know*

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Moving Libraries Forward to Web 2.0  
Infopeople Webcast

May 9, 2007

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Web 2.0 in Mainstream Media




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Web 2.0 Wake up



The spring of 2006 will go down as a curious moment in (time when) the mainstream-media steamroller caught up with a bona fide cultural phenomenon, then flattened it into a cliché before the average person knew what all the fuss was about. That's ironic, because the fuss was about the average person--that is, his or her **participation** in what's known as "**social media**," "**social networking**," "**user-generated content**," the "**live Web**."

*The Network Unbound*, Fast Company June 2006

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Web 2.0 Definition

**"Web 2.0 generally refers to a second generation of services available on the WWW that lets people collaborate and share information online."** - Wikipedia.com

Shared Pictures = 

Shared Videos = 

Shared News = 

Shared Bookmarks = 

Shared Knowledge = 

Shared Everything = 

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Web 2.0 Communities




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Web 2.0 Watermill

**"The central idea of (Web 2.0 technologies) is harnessing collective intelligence."** - Tim O'Reilly, O'Reilly Media




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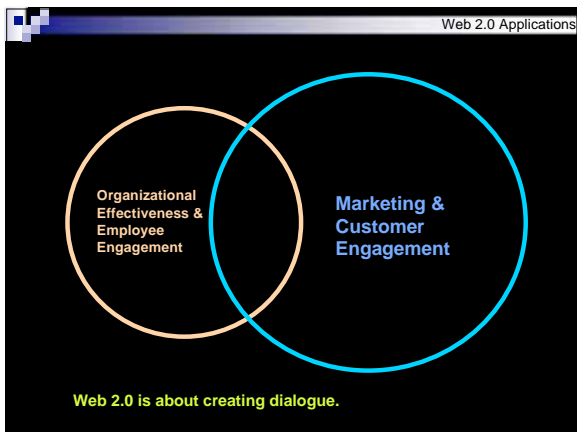
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# Blog:

- Short for “web log”
- an easy to use publishing tool that lists content in reverse date order
- a great way to engage staff & library users in conversation
- all of the above



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Blogs: External

<http://www.darienlibrary.org/directorsblog/>

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Blogs: Internal

PLCMC internal Circ communication blog

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## Wiki:

- ☞ a Hawaiian word meaning "quick"
- ☞ a collaborative web space that anyone\* can edit
- ☞ a useful tool for sharing library knowledge or engaging users
- ☞ **all of the above**




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**RSS:**

- ☞ short for Really Simple Syndication
- ☞ an effective tool in keeping up news & trends
- ☞ a great way to find out what people are saying about your library
- ☞ **all of the above**



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RSS in native format



RSS (XML) if native format – NOT Pretty!

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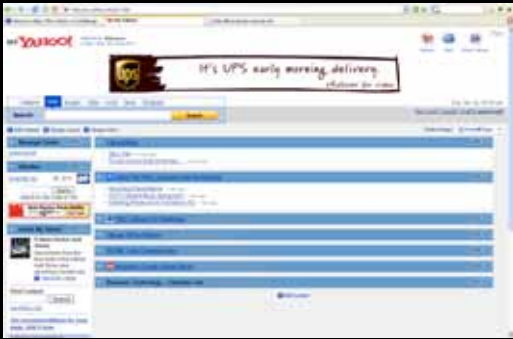
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Yahoo News Aggregator



My Yahoo portal – RSS Feeds

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## Podcast:

- 2005 word of the year
- an audio file that is available through RSS
- an effective way to engage youth and market library services
- all of the above



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Podcast: External

The screenshot shows the 'homer.teens.online' website. The main content area is titled 'Podcasts - Audio Reviews'. It includes a sub-section 'What is a podcast?' with a link to 'Homer Teenage Library'. There are also links for 'Getting Help with Music by Mrs. Green' and 'Slay the Chameleon by Andrew Smith'. A search bar is visible on the right side of the page.

<http://www.homerlibrary.org/audioreviews.asp>

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Podcast: External

The screenshot shows the 'Fairfax County Public Library' website. The main content area is titled 'BookCast'. It features a 'Listen to busy conversations with interesting authors!' section. Below this, there is a 'New!' section with a list of authors and their books, including 'Interview with John Grisham' and 'Interview with Stephen King'. A small photo of a man speaking into a microphone is also visible.

<http://www.fairfaxcounty.gov/library/bookcast/>

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**Player** [pley-er] *noun*

1. a person or thing that plays.
2. one actively involved especially in a competitive field or process.



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Become a **“Knowledge Player”**:

- 15 minutes a day



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Become a **“Knowledge Player”**:

- 15 minutes a day
- **Subscribe to a few blogs**



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## Become a “Knowledge Player”:

- 15 minutes a day
- Subscribe to just 5 blogs
- Tag “play items” in Del.icio.us

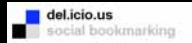


Photo by [unreadable] Flickr

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## Become a “Knowledge Player”:

- 15 minutes a day
- Subscribe to just 5 blogs
- Tag “play items” in Del.icio.us
- **Create a learning blog**



Photo by [unreadable] Flickr

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## Become a “Knowledge Player”:

- 15 minutes a day
- Subscribe to just 5 blogs
- Tag “play items” in Del.icio.us
- Create a learning blog
- **PLAY!!!!**



Photo by [unreadable] Flickr

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Where do I find links to all of today's stuff?



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<http://del.icio.us/Web4Managers>

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