**WEB 2.0**

* WEB 2.0

**What is a web 2.0?**

* The participatory web
* The amateurization of the web
* The social web
* The user-focused web
* **What is Web 2.0?**
* The Participatory Web

. It marks the progression from static

web pages to dynamic, interactive ones

. Read/write web

. Sharing, collaboration, & user

involvement

. Reviews

. Comment on news stories

. Upload photos

. Share digital videos

**.**

* **What is Web 2.0?**
* The Amateurization of the Web

. The average person can put their work

on the web

ex. Photographers, journalists,

aspiring writers, students, etc.

* **What is Web 2.0?**
* The Social Web

. Social networking and community-

oriented sites

ex. myspace.com, friendster.com,

facebook.com, multiply.com,

tagged.com, twitter,com, etc.

* **What is Web 2.0?**
* The User-focused Web

. The user needs are catered:

participate, organize, read, write & play

online

* **Why is it important? Why use Web 2.0?**
* Value Content Creation

. Custom search engines . Collaboration

. Communication . Communication

. Web-based journals/blogs . Outreach

. Wikis . Instruction

. Podcasts . Training

. Videos and photos . Resource

. Library marketing development

**Why is it important? Why use Web 2.0?**

* Patron Interaction

. Web 2.0 tools allow libraries to enter into a genuine conversation with their users.

. Libraries are able to seek out and receive patron feedback and respond directly.

**Why is it important? Why use Web 2.0?**

* Participation in Knowledge Communities

. Web 2.0 Social networks:

myspace.com, multiply.com,

tagged.com, facebook.com, twitter.com

friendster.com, etc.

**Why is it important? Why use Web 2.0?**

* Collaboration

Assist libraries and librarians to work with distant libraries or colleagues.

* Web 2.0 Best Practices
* Create technical requirements
* Check out what others are doing
* Ask the community for help
* Prototype
* Consider different types of solutions

**How can it Work for Librarians and Information Specialists**?

* With the advent of Web 2.0, we find ourselves in an age of participation – a time when all users are empowered to contribute, regardless of background or position.
* **Web 2.0 Tools for Librarians**
* Blogs – a blog, or weblog, is an online journal or web site on which articles are posted and displayed in chronological order.

. Subject resources, book reviews, library news, discussion groups

. Blogging software:

[http://wordpress.com](http://wordpress.com/)

[http://www.livejournal.com](http://www.livejournal.com/)

http://www.blogger.com

* Web 2.0 Tools for Librarians
* RSS and Newsreaders

. Really Simple Syndication is a technology that enables publishers to syndicate news and other contents on the web

Libraries are keeping up to date by subscribing to news & information sources via RSS feeds.

* **Web 2.0 Tools for Librarians**
* WIKIS – Wiki technology provides an area for effortless collaboration and knowledge sharing among a community of users without any programming knowledge. Features: add a new page, edit page, search, comments, files and attachments, revision comparison.
* **Web 2.0 Tools for Librarians**
* Social Bookmarking

. Allow users to bookmark favorite web site articles, blog posts, podcasts, images, & other web-based materials for future retrieval.

ex. [http://del.icio.us](http://del.icio.us/)

www.furl.net

* **Web 2.0 Tools for Librarians**
* Photosharing

. Users are uploading, rating, reviewing, annotating, searching, browsing, tagging, & creating a wealth of personal, cultural & historical digital image collections.

ex. [www.flicker.com](http://www.flicker.com/)

[www.photobucket.com](http://www.photobucket.com/)

www.picazza.com

* **Web 2.0 Tools for Librarians**
* Social cataloging

. Enable users to create personal catalogs of their book, CD, DVD, & game

collections, and share them with others.

ex. www.librarything.com

* **Web 2.0 Tools for Librarians**
* Video Sharing

. Enable users to share, rate, comment, watch & gather around video content free of charge and technical expertise.

. Amateur filmmakers, karaoke hopefuls, & even talented pets have all been given a venue to display their work.

ex. youtube.com

* Web 2.0 Tools for Librarians
* Online Chatting – is the exchange of typed-in messages requiring one site as the repository for the messages (or "chat site") and a group of users who take part from anywhere on the Internet.

. Yahoo messenger

. Google talk

. Skype

. Meebo

* **Web 2.0 Tools for Librarians**
* Online Text Messaging – Provides text messaging from internet to cell phone/mobile phone.
* Ex. Chikka.com

Yahoo messenger