Web 2.0
Social Software Applications for Libraries

Agenda
Day 1
- Web 1.0
- Web 2.0/Library 2.0
- Blogs/RSS
- Wikis
- Podcasting/Videos

Day 2
- Docs/Spreadsheets
- Networking
- Photos
- Mapping
- Mashups
- Folksonomies
- Implications for libraries

What you will need to have handy for this class
All items sent to you via email including:
- Resource page
- Exercises handout
What was Web 1.0?

Web 1.0  Web 2.0
- Ofoto
- Britannica Online
- Personal websites
- Stickiness
- Content management systems
- Flickr
- Wikipedia
- Blogging
- Syndication
- Wikis

What is Web 2.0 aka “Social Software?”

- Ask Maps
  (http://maps.ask.com)
- del.icio.us
- Google documents and spreadsheets
- Flickr
- Folksonomies
  - tagging
- Blogs
- Wikis
- AJAX
- The web as platform
- RSS
  - Syndication of content
- Podcasts
- Second Life

Web 2.0 in popular culture
**More on Web 2.0**

- Web as platform
- Beta forever: users = co-developers
- Sharing/creating/interactivity
- Engaging patrons
- Trust and openness
- An attitude, not a technology
- Social software
- **Library 2.0**

**Competing ideologies**

"Web 2.0 means using the web as it was meant to be used..." --Paul Graham
http://www.paulgraham.com/web20.html

"Web 2.0 is a marketing slogan."
--Russell Shaw
http://blogs.zdnet.com/p-telephony/?p=805

"Like if my mother was to walk into my house wearing a moustache and tiny fez, that would be Mother 2.0. Web 2.0 is just like that except the moustache is animated."
--Rich Kyanka
(website censored by me due to content!)

**Blogs**

- What is a blog?
  - Web + Log = weblog = blog
  - Website with regularly updated content
  - Ability to interact with others
  - Available for syndication
  - **Key characteristics: openness, syndication, collaboration**
- Want more information on how to create a blog? SOLINET has a class on this!
How a blog can benefit the library

- Destination for library and community news
- Responsive to patron feedback
- More staff can be involved with website
- If you incorporate comments, you can include patrons in the “discussion”
- How else can you see it as a benefit?

RSS

- Really Simple Syndication (RSS 2.0)
- Rich Site Summary (RSS 0.91, RSS 1.0)
- RDF Site Summary (RSS 0.9 and 1.0)
- Atom
  - File extensions include:
    - .rss
    - .xml
    - .rdf
How do you find an RSS feed? (and then what do you do with it?)

• First you have to find one
  • Search for RSS feeds: technorati.com, feedster.com, daypop.com, newsisfree.com etc.
  • Use an aggregator to find feeds
  • As you are surfing, keep an eye out for certain things...

Using and reading RSS feeds

• Play around with various services
• See which one works best for you (and that is easy to use!)

Creating RSS feeds

• Most blogging software creates RSS feeds for you automatically
• Typically dependent on PHP or other dynamic means to update feed
• Create customized Yahoo! feeds for your library: [http://news.search.yahoo.com/](http://news.search.yahoo.com/)
What about for a non-blog site?

- Create a feed out of any page
- Other ways to do this:
  - Create the XML manually (or)
  - Use other services like:
    - [http://www.feedforall.com](http://www.feedforall.com)
    - [http://feed43.com/](http://feed43.com/)
    - [http://www.softwaregarden.com](http://www.softwaregarden.com)
- There are lots more out there than this!

Sharing RSS subscriptions

- Google Reader
- Bloglines
- Digg
- My Yahoo!

- Want more information on how to use and create RSS feeds? SOLINET has a class on this!

Podcasts
Podcasting defined

“Podcasting is the method of distributing multimedia files, such as audio programs or music videos, over the Internet for playback on mobile devices and personal computers.”
- Wikipedia

So, in English

- People can subscribe to regularly updated audio content
  - They don’t NEED to subscribe though, more on that later
- Automatic downloads of new content
- Podcasting= iPod + Broadcasting
- Typically audio files are .mp3 files
- Typically video files are .mp4 files

The biggest myth:
“You need to buy an iPod!”

- You don’t need an iPod to listen to it (or any other dedicated .mp3/.mp4 player really)
- You can listen to audio files on your computer if you wish (or your smart phone, your pda, your digital media player)
- You can watch video files on your computer too
How do you access a podcast?

- Via your computer and internet connection
- Using a tool for downloading content
  - Receiver
  - Aggregator
  - Can be a website (e.g. bloglines), or a program like Juice or iTunes OR even the website of the podcast itself
- Listen to the content
  - Computer
  - .mp3/.mp4 player, etc.
- Want more information on how to use and create podcasts? SOLINET has a class on this!

Social video sharing

- Posting videos on the web (vodcasting)
- User "Geriatric1927" on YouTube is one of the most popular posters of video content!

- Blinkx
- Google Video
- Yahoo! Video
- YouTube
Wikis

- Two-way communication
- “Anyone” can edit, delete, move info
- Workflow management
- Collaborative documentation

Creating a wiki

- PBWiki http://pbwiki.com/
- SeedWiki http://www.seedwiki.com/wiki/seed_wiki/
- WetPaint http://www.wetpaint.com/
- PMWiki http://pmwiki.org

Web 2.0

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Day 2

Welcome Back!
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Collaboration on documents and spreadsheets

- Google Documents and Spreadsheets
  http://docs.google.com/
- Zoho
  http://www.zoho.com

Collaborating on documents and spreadsheets

Use a blog/wiki to further share your documents/spreadsheets
SlideShare
http://www.slideshare.net/

“Social calendars”
• 30Boxes
• Google Calendar
• Kiko
• Planzo
• Yahoo!
• SpongeCell

Social networking
• Facebook
• Friendster
• LinkedIn
• MySpace
Second Life

- What is it?
  - http://secondlife.com/
- How is it related to libraries?
  - http://infoisland.org/

Social bookmarking

- del.icio.us
- furl
- reddit
- Netscape Portal

Chat aka Instant Messaging

- AIM Express
- Gabbly
- Jybe
- Meebo
- MSN Live Messenger
- Yahoo!
Photo sharing

- Google/Picasa
- Flickr
- Photobucket
- Tagging

Social information!
Social cataloging services

- Ajaxilicious
- Lib.rario.us
- LibraryThing

Mash-ups

- Remix data to create new applications
- Where to find mash-ups
  - http://programmableweb.com/
- Example: North Carolina Wineries
  - http://programmableweb.com/url/5628
  - http://www.northcarolinatourist.com/Wineries/
- Uses APIs (Application Programming Interface)
- Other examples:
  - Yahoo Pipes
  - Microsoft Popfly

Folksonomies

- Social tagging
- Collaboratively generated labels to categorize content
- Sometimes called “tag clouds”
- Not consistent across “software”
“Beta forever”

- Never a final product
- Tweak product based on user comments
- Constant usability testing
- Can cause frustrations (product isn’t fully functional, etc.)

Implications for libraries

- New ways to make information available
- Users will expect that libraries will make use of these new venues of information distribution
- New “battlefronts” in regard to collection of materials

Implications for libraries

- New integrated library systems that work like the web with comments, rss feeds, tagging, and relevance ranking?
- Collection development with an eye to the longtail?
- Constant rolling out of new services to be tested, accepted, or rejected by users?
So what’s really happening with it?

- Social trends
  - Faster Internet connections
- iGeneration
  - Living, working, playing on the web
  - Blogging, instant messaging, networking
- Be a creator as well not just a consumer of content
- However: “don’t steal my data but don’t lock me in either!”

Planned digression: “The Long Tail”

Leveraging the Long Tail through customer self-service

Business Model: narrow niches make up the bulk of web audiences; use customer self-service to market to the edges
Leveraging the Long Tail through customer self-service

Technology Model: power of XML along with the maturation of the browser makes this all possible

Leveraging the Long Tail through customer self-service

Library Model: seamless but highly visible integration between "just-in-case" and "just-in-time"

Conclusions

• Web 2.0 is here and ready for us to use
• It can provide valuable patron services
• There will be mistakes ('beta forever')
• Services tend to get better as users join (and complain)
Coming soon!

- Cha-Ching (web-based shopping cart)
- Fluxiom (share digital assets)
- Foldera (organizing and sharing work)
- Mecanbe (social goal list sharing)
- SimplyBill (web-based billing)
- Tangler (group interaction and sharing)
- Many, many more

Thanks!!

I hope you enjoyed the class, remember to fill out the evaluation!

The link for the evaluation can be found:

http://www.solinet.net/survey/classevaluation.htm