

YouTube, me Jane:
Library 2.0 – why it's all about 'me'

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[What is Web 2.0 ?]



2001: **Dotcom crash** – the end of the Web?

2005: Tim O'Reilly publishes

*What Is **Web 2.0** : Design Patterns and Business Models for the Next Generation of Software*

[www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/
what-is-web-20.html](http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html)

[Web who?]

Web 1.0

- mp3.com
- Britannica Online
- Static websites
- Directories (taxonomy)
- Stickiness
- Computer games
- Content management systems

Web 2.0

- Napster
- Wikipedia
- Blogs
- Tagging ('folksonomy')
- Syndication
- Online gaming
- Wikis

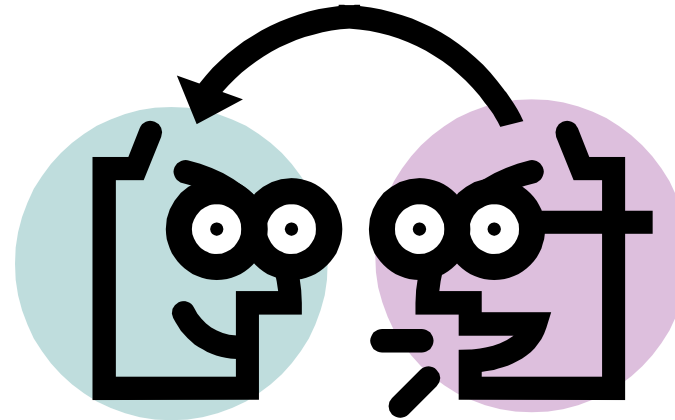
[Web 2.0 is ...]



- ... about seeing the Web as a **platform** for **services**
- ... about providing innovative **software and services on the net**
- ... about **continuous improvement**, with no need for local versions or upgrades
- ... all happening online
- potentially **disruptive** to 'business as usual'
 - Skype, Seek, eBay, Wotif, iTunes, Writely, MySpace, Blogger ...

Characteristics of Web 2.0

- Social
- Sharing
- Seamless
- Interactive
- Participatory
- Innovative reuses of existing content
- Free or near free
- Whenever, wherever



[Examples]

- Flickr (+ Picture Australia)
- 'Customised' Google
- YouTube – catch it later
- MySpace – the launchpad
- del.icio.us – you like, I like, always 'on'
- digg.com – filtered news
- Wikipedia – everyone's an expert
- Mashups

[Mashups]



- A website or web application that combines content from more than one source into an **integrated experience** (source: *Wikipedia*)
- Content in mash-ups is generally sourced from websites using **application programming interfaces** (APIs for short)
- APIs allow you to request services from computer systems or web applications, such as querying a database to get results
- Uses
 - Customised local news headlines and weather
 - Restaurant guides searchable by map
 - World map of birthplaces for family history
 - Demographic data via an interactive mapping interface
- Source of ideas -
 - [The Programmable Web](#)

[Tagging



- Folksonomies are labelling systems that use everyday language to categorise and describe things
- Items such as images or web pages are "tagged" with appropriate words, and the tags help people discover them
- Image service [Flickr](#) displays the most popular tags in a "cloud". Different sized fonts denote frequency

Explore Flickr Through Tags

art australia baby beach birthday blue bw california cameraphone canada
canon cat chicago china christmas city dog england europe family flower
flowers food france friends fun germany holiday india italy japan london
me mexico music nature new newyork night nikon nyc paris park party
people portrait sanfrancisco sky snow spain summer sunset taiwan tokyo travel
trip usa vacation water wedding winter

[User expectations

- Any information
- From anywhere
- At any time
- It should be free
- And they want to use it, pass it on or modify it



[Paul Miller (Talis)]

- Libraries were once the guardians of knowledge, and ... those seeking existing knowledge would engage with [them]. With the rise of Google, Amazon, Wikipedia and more, there is an oft-stated fear that many users, much of the time, will **bypass** processes and institutions that they perceive to be **slow, unresponsive, unappealing and irrelevant** in favour of a **more direct approach** to services offered by others that just might be **‘good enough’** for what they need to do.

[Web 2.0: Building the New Library](#)

[And then there was Library 2.0 ...]

- *Do Libraries Matter? The rise of Library 2.0* by Ken Chad and Paul Miller (2005)

www.talis.com/news/pdfs/do_libraries_matter.pdf

[Yes, but ...]



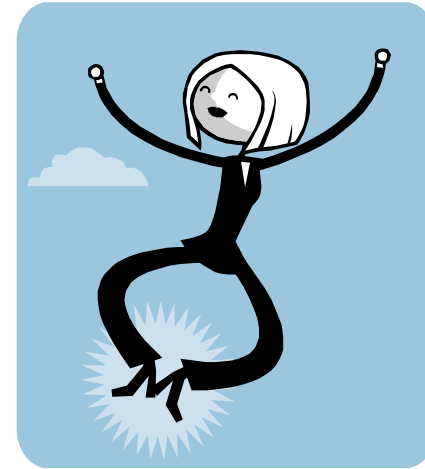
- 'Our way of doing things'
- 'We know best'
- Physical space, fixed hours
- Proprietary software
- Many interfaces, no speakies
- Serving **existing** customers
- The long tail ?



[Principles of Library 2.0]

The library

- ... is everywhere
- ... has no barriers
- ... invites participation
- ... uses flexible, best-of-breed systems
- ... matters

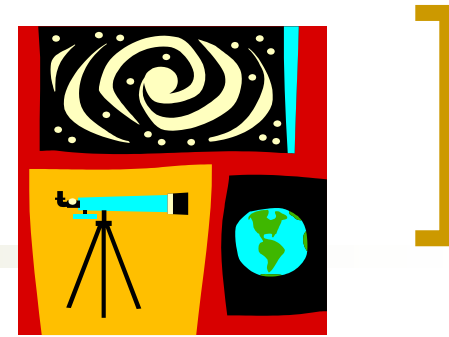


[Which means ...]



- Allow participation
- Let them tailor services to their needs
- Use what they know to expand value
- Open up your content to comments, reviews, tagging, rating and sharing

[The technologies



- Blogs – update your visitors, welcome their comments
- Wikis – two-way
- RSS – stay in touch
- Podcasting – The Catch Up
- IM – their technology
- Wherever, whenever - partnering

[Blogs



- A **weblog** is a journal or newsletter that is frequently **updated**
- Free blog hosting sites (Blogger) or use open source, locally installed blog software (WordPress)
- **Customisable** look and feel
- Multi-author/single author
- Narrow/wide focus
- Allows feedback and **interactivity**

[Wikis



- Easy way to create 'open', **interactive content**, such as subject guides
- Let them interact ★ ★ ★ ★ ★
- You don't have to know HTML
- People can collaborate
- Links are generated by the Wiki software
- Host your own or use free WikiFarms
SeedWiki (www.seedwiki.com) or EditThis (www.editthis.info)

[RSS]



- **RSS** is a family of **web feed formats** used to publish frequently updated digital content, such as blogs, news feeds or podcasts
- ‘Syndicates’ content
- Be creative – loans, new books, news, lists
- Benefits
 - helps users stay easily informed
 - saves time
 - ensures privacy
- Try [Bloglines](#) (to manage feeds)

[Podcasts]



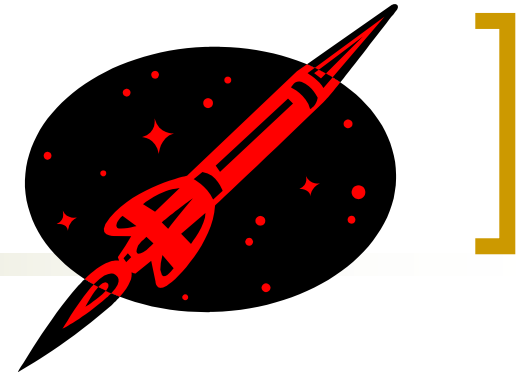
- Sound and vision (or just sound)
 - radio broadcasts
 - story telling
 - tutorials
 - interviews
 - promotional clips and demos (good for bands)
 - conferences, seminars, events
- **Downloadable** to iPods, mp3 players, computers
- **Syndicate** them so users can subscribe
- Source: [Podcasting Tools](#)

[Instant Messaging]



- Online VR/Q&A via IM
- Immediate and personal
- Their technology
- Multi-channelling
- Send files
- Audio/video options
- From anywhere, to anywhere

[Wherever ...



- Catalogue – tag and link out
- Online bookshops – library results
- Let them pull in their info using tools they like, devices they like

[Why?



- Open up silos (or what's the point?)
- Relevance
- Feedback/continuous improvement
- The 'long tail'
- Survival

[School Library 2.0]

- The school library platform - a base camp for Web 2.0 applications, like blogging, RSS, social bookmarking, and wikis.
- **School Library 2.0 : say good-bye to your mother's school library**

www.schoollibraryjournal.com/article/CA6330755.html

[Build your own ...]

- Make a widget for their PC, mobile, toolbar, PDA ...
- 'Search the library' widget - it also needs to show what items are checked out and when they're due. Oh, and how about a box for the library's virtual reference or IM service?
- Check out <http://widgets.yahoo.com/>
- www.blyberg.net/2006/08/18/go-go-google-gadget/

Adapted from:

www.theshiftedlibrarian.com/archives/2005/08/04.html