

Library 2.0 in a Nutshell

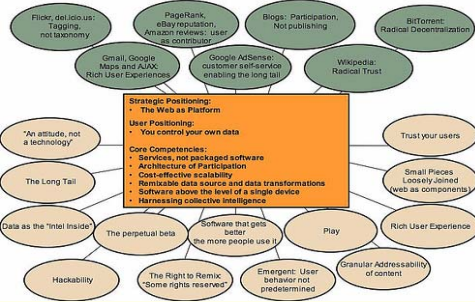
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CALA MW Chapter 2007 Annual Program
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What We'll be Covering

- Library 2.0
 - What is it?
 - Why is it important to us?
- Library 2.0 Applications
 - For freshmen
 - For senior

Web 2.0

Web 2.0 Meme Map



Definition from O'Reilly

"A core concept of Web 2.0 is that **people are the content of sites**. That is, a site is not populated with information for users to consume. Instead, services are provided to individual users for them to build networks of friends and other groups (professional, recreational, etc.). **The content of a site then, comprises user-provided information that attracts new members of an ever-expanding network.**"

Library 2.0

LIBRARY 2.0 MEME MAP




Library 2.0: Definition

"Any service, physical or virtual, that successfully reaches users, is evaluated frequently, and makes use of customer input is a Library 2.0 service. Even older, traditional services can be Library 2.0 if criteria are met. Similarly, being new is not enough to make a service Library 2.0."

Credit: Michael E. Casey and Laura C. Savastinuk, Library Journal, September 1, 2006

Promote Your Blog (cont.)

- Set up RSS (Really Simple Syndication) for your blog
- Submit your RSS to feed readers, aggregators and directories
 - Bloglines (<http://www.bloglines.com>)
 - Syndic8 (<http://www.syndic8.com/>)
 - Jordo Media (<http://www.jordomedia.com/>)
- Place a RSS icon on your library website 

Setting Up RSS

- Requirement
 - a server, a database, a server-side scripting language
- RSS feed
 - Hand code XML
 - RSS Builder (http://www.snapfiles.com/reviews/RSS_Builder/rssbuilder.html)
 - IceRocket RSS Builder (<http://rss.icerocket.com/>)
 - Feed2js (<http://feed2js.org/>)

RSS in Practice

1. Announce new books/materials
 - <http://anulib.anu.edu.au/epubs/innopacnewbooksrss.html>
2. Update on electronic resources
 - http://ebling.library.wisc.edu/bjd/journals/rss/index_quest.cfm
3. Promote library events
 - <https://feeds.uchicago.edu/index.shtml>
4. Spread library news
 - http://ee.iusb.edu/index.php?/libnews/rss_atom/

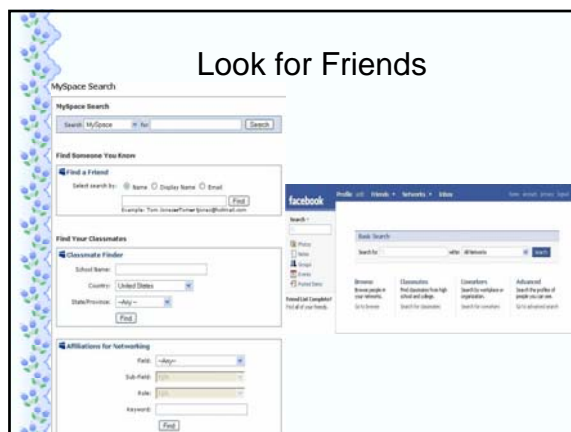
Social Networking Websites

- MySpace
 - No. of users: 106 million+
 - Target audience: anyone who is 14+
 - The world's fifth most popular English-language website
- Facebook
 - No. of users: 25 million+
 - Target audience: mainly college/university student, but open to everyone recently
 - The sixth most visited site in United States

How to Promote Your Library?

1. Look for friends
2. Customize your profile
3. Set up blog
4. Set up photo album
5. Invite friends to library event

Look for Friends



The image shows two overlapping search interfaces. The background is the MySpace Search page, which includes a search bar, a 'Find a Friend' section with a search form, and a 'Find Your Classmates' section with a 'Classmate Finder' form. Overlaid on the right is the Facebook search interface, showing a search bar and a 'Basic Search' section with a search form. The MySpace interface is in shades of blue and white, while the Facebook interface is in shades of blue and white.

MySpace Profile

The screenshot shows a MySpace profile for 'Franklin D. Schurz Library, 311 South Bond St'. The profile includes a header with the library's name and address, a bio section, and a list of photos. The bio section contains text about the library's services and hours. The photos section shows several small images, including a book cover and a person's face.

Facebook Profile

The screenshot shows a Facebook profile for 'Franklin D. Schurz Library, 311 South Bond St'. The profile includes a header with the library's name and address, a bio section, and a list of photos. The bio section contains text about the library's services and hours. The photos section shows several small images, including a book cover and a person's face.

Create Blog Entry: MySpace

The screenshot shows the MySpace 'Create Blog Entry' form. The form includes fields for 'Post a new Blog Entry', 'Post a new Blog Entry', 'Post a new Blog Entry', and 'Post a new Blog Entry'. The form also includes a 'Post a new Blog Entry' button and a 'Post a new Blog Entry' button.

MySpace Blog

The screenshot shows a MySpace blog post. The post is titled 'Tuesday, May 01, 2007' and contains text about the library's hours and services. The post includes a date, a title, and a body of text.

Create Note Entry: Facebook

The screenshot shows the Facebook 'Create Note Entry' form. The form includes fields for 'Write a Note', 'Write a Note', 'Write a Note', and 'Write a Note'. The form also includes a 'Write a Note' button and a 'Write a Note' button.

Facebook Note

The screenshot shows a Facebook note. The note is titled 'Tuesday, May 01, 2007' and contains text about the library's hours and services. The note includes a date, a title, and a body of text.

My Event: Facebook

The screenshot shows a Facebook event page for a 'Book Sale' on Wednesday, April 11, 2007, at 10:00 AM. The event is hosted by 'Scholar Library, SJSU' and is categorized as a 'Local Event'. The page includes details about the location (1100 Palomares Ave., San Jose, CA) and a list of attendees. A sidebar on the left offers options to 'Plan Your Perfect Trip' and 'Share' the event.

Create and Invite People to Event: Facebook

This screenshot displays the 'Create Event' form on Facebook. The 'Event Name' field is highlighted with a red circle. Other visible fields include 'Event Category', 'Event Type', 'Event Description', 'Event Location', and 'Event Privacy'. The interface allows users to specify the date, time, and location of the event, as well as to invite friends and post the event to their profile.

A New Event is Up!

The screenshot shows a Facebook event page for a 'Book Sale' on Thursday, April 12, 2007, at 10:00 AM. The event is hosted by 'Scholar Library, SJSU' and is categorized as a 'Local Event'. The page includes details about the location (1100 Palomares Ave., San Jose, CA) and a list of attendees. A sidebar on the left offers options to 'Plan Your Perfect Trip' and 'Share' the event.

Who is Coming?

This screenshot shows the 'Attendees' tab of a Facebook event page. It lists 15 people who are attending the event, including Brandon Carothers, Terrence Martin, Kevyn Conley, and others. The page also includes a 'Share' button and a 'Post' button. The event details, such as the name 'Book Sale' and the date 'Thursday, April 12, 2007 at 10:00am', are visible at the top.

Facebook: Post an Item

The screenshot shows the 'Post an Item' interface on Facebook. It includes a 'Post a link' section with a 'Share on Facebook' button. Below this, there are sections for 'Subscribed to Posted Items' and 'Posted Items Help'. The interface allows users to share links and items with their friends and followers.

Facebook Group

The screenshot shows a Facebook Group page for 'Scholar Library, SJSU'. The page includes a 'Subscriptions' section, a 'Post a link' section, and a 'Share on Facebook' button. Below this, there are sections for 'Subscribed to Posted Items' and 'Posted Items Help'. The interface allows users to share links and items with their friends and followers.

Interactive Map & Direction

Driving Directions
Note: the driving direction leads you to the closest meter parking lot for Schurz Library, N South Bend.

Clicking on map will Zoom and Re-Center Re-Center

From Address:
City: State: ZIP Code:

To Schurz Library Address: 1799 Hildreth Street
City: South Bend State: IN ZIP Code: 46815

<http://www.iusb.edu/~libg/Mapquest/index.shtml>

Yahoo! Pipes

http://pipes.yahoo.com/pipes/pipe/info?_id=gPEMKZHu2xG39IWg6kTQA

Google Gadget

<http://www.blyberg.net/2006/08/18/go-go-google-gadget/>

Start Mashing Around

Questions?

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