



# Web 2.0 and Your Library: Figuring Out What Works

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# What is Web 2.0?

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- Named by Tim O'Reilly and Dale Dougherty in 2004
- Three Elements
  - Method of producing software
  - A business model
  - Method of Using the Web



# Objectives

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Mine

1. Learn what web 2.0 is
2. Learn what library 2.0 is
3. Learn how to use some web 2.0 applications

Yours?



# O'Reilly's 7 Principles

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1. The Web as Platform
2. **Harnessing Collective Intelligence**
3. Data is the Next Intel Inside
4. End of the Software Release Cycle
5. Lightweight Programming Models
6. Software Above the Level of a Single Service
7. **Rich User Experiences**



# Method for Producing Software

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- Web as platform
- Software as Service
- Must be updated all the time
- Software isn't distributed but performed (O'Reilly)

# Business Model

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- Not “if you build it they will come,” users should participate in the building of the application
- Owning your data, or if you don't adding value to existing data
- “The greatest internet success stories don't advertise their products” (O'Reilly)



# Method of Using the Web

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- Interactive
- Collective



# Core Principles from Web 2.0 for Library 2.0

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**2. Harnessing Collective Intelligence**

**7. Rich User Experience**



# What is Library 2.0?

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- First introduced by Mike Casey in his blog in 2005
- Multiple Definitions
  - Participative applications (Talis)
  - Focus on making OPACs better
  - More than the website
  - **Using web 2.0 applications in the library**



# What are Web 2.0 Applications?

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- Wikis
- Blogs
- Podcasts
- Video Sharing
- Social Networking
- Folksonomies
- Social Bookmarking
- Photo Sharing



# Remember: Applications are Tools!

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First analyze, then find the tool that  
meets your needs

We cannot evaluate whether or not a given technology is useful to our situation unless we know what need it is meant to address. Sadly, there are situations in which a new technology is chosen and implemented because of “techno-lust” (choosing technology due to its glitz rather than actual need) and then never used. Start with a need, and then base your evaluation on how well a given technology meets it (Burke, 2006: 29).



# Implementation

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- Work with everyone on staff
- Implementation takes time
- Trust your patrons
- Establish policy
- Change is hard

# Where do you want to go today?

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facebook



LibraryThing  
What's on your bookshelf?

WIKIPEDIA



myspace.com®  
a place for friends



Blogger™



del.icio.us



WORDPRESS



YouTube  
Broadcast Yourself



flickr BETA



# Questions?

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# Resources

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- [Delicious.com/nyatla](http://Delicious.com/nyatla)
- Boxen, J.L. (2008). "Library 2.0: A review of the literature." *The Reference Librarian*, 49, 21-34.
- Casey, M.E. and Savastinuk, L. (2007) *Library 2.0: A Guide to Participatory Library Service*. Medford, NJ: Information Today.
- *Library 2.0 and Beyond: Innovative Technologies and Tomorrow's User*. Ed. Nancy Courtney. Westport, Conn.: Libraries Unlimited, 2007.