Contents

Preface ix

1 What is Web 2.0? 1

Introduction 1

Web 2.0 criteria 2

The Web 2.0 challenge for libraries 7

Conclusion 9

URLs mentioned in this chapter 9

2 RSS 11

Introduction 11

Identifying RSS feeds 15

Using RSS feeds in an RSS feed reader 16

Even more RSS tools 21

Using RSS 22

Using RSS in a library setting 26

Conclusion 31

URLs mentioned in this chapter 32

3 Weblogs 35

Introduction 35

What are weblogs? 36

Searching weblogs 38

Creating weblogs 39

Using weblogs as an information consumer 40

Using weblogs as an information provider 41

Conclusion 50
URLs mentioned in this chapter 51

4 Finding your voice - using podcasts 53
Introduction 53
What is a podcast? 54
Finding and using podcasts 55
Creating podcasts 56
Using podcasts in a library environment 60
Case study: The use of podcasts in a library 62
Conclusion 65
URLs mentioned in this chapter 65

5 Start pages 67
Introduction 67
Let's start with start pages! 70
Start pages in operation 73
Using start pages in a library setting 76
Conclusion 77
URLs mentioned in this chapter 78

6 Social bookmarking services 79
Introduction 79
Why bookmarks aren't enough 79
New bookmarking resources – new functionality 81
Specific social bookmarking resources 83
Using social bookmarking services in a library context 89
Other social bookmarking tools 91
Conclusion 93
URLs mentioned in this chapter 93

7 Build your own search engines 95
Introduction 95
Rollyo 97
PSS! 99

Yahoo! Search Builder 101
The Eurekster Swicki 104
Google Custom Search Engine 105
Library use of search engine builders 107
Conclusion 107
URLs mentioned in this chapter 108

8 Creating and using websites and pages 109
Introduction 109
Creating a resource page 110
Using portal-based services 117
Other options 121
Wikis 122
A lens, a portal or a wiki? 128
Conclusion 129
URLs mentioned in this chapter 130

9 Using instant messaging 133
Introduction 133
What is instant messaging? 134
What software is needed? 135
Using IM in a library setting 137
Concerns over using IM in a library setting 140
Using web-based chat systems 142
Implementing an IM system 142
Case study: Marin County Library and instant messaging 145
Conclusion 148
URLs mentioned in this chapter 149

10 Photograph-sharing utilities 151
Introduction 151
Flickr 152
How libraries are using Flickr 156
Using Flickr – some considerations 158
Using Flickr – the practicalities 160

Case study: A library using Flickr 163
Other photograph-sharing resources 166
Conclusion 169
URLs mentioned in this chapter 169

11 Miscellaneous resources 171
Introduction 171
Collaboration services 172
E-mail services 174
Poster, banner and picture creation 175
Storage and transmission services 177
Discovery services 178
Social networking 182
Mashups 183
Mapping services 185
Annotating web pages 186
Conclusion 188
URLs mentioned in this chapter 188

12 Implementing Web 2.0 191
Introduction 191
Library 2.0 192
Staff involvement 196
Promoting a new approach 199
Keeping current 201
Conclusion 202
URLs mentioned in this chapter 203

Appendix: The companion website 205
Introduction 205
How to use Web 2.0 in your library – the portal 206
Conclusion 208

Index 209