



## Web 2.0 Technologies and Information Services

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### Outline

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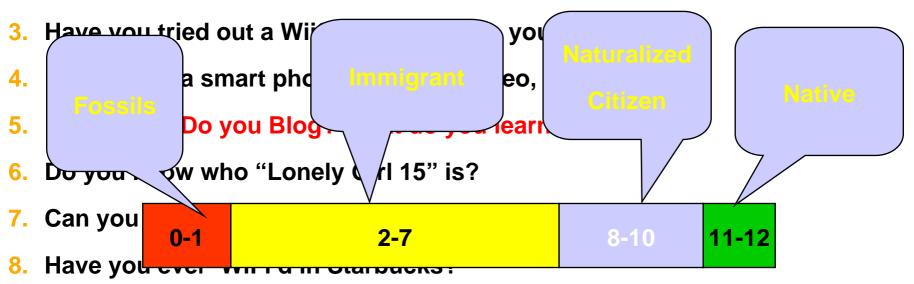
- What is Web 2.0?
- What is Library 2.0?
- What is in them for information professionals?
- Conclusion



## **Digital Citizenship Test**

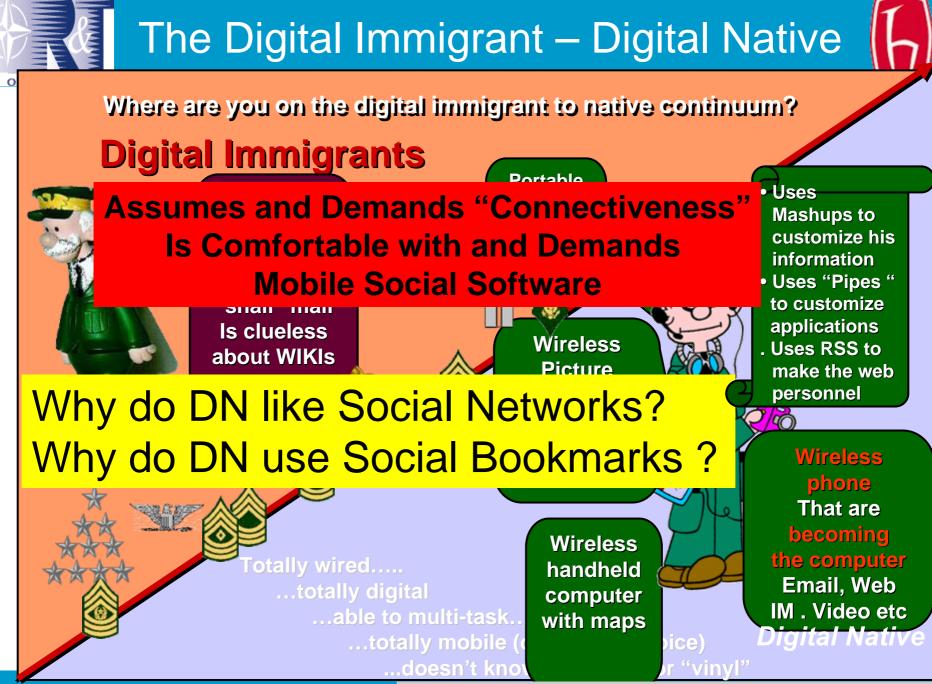


- Can you read this? "kdz n colleG? ms em? U2 cn lrn txtN"
- 2. Do you (not your kids or grandkids) own an ipod?



- 9. Do you know the importance of "mashup" sites? Have you competed in a Mash Up competition?
- **10. What does MID mean?**
- **11. What is more collaborative Sharepoint or Wiki and what is the difference?**

Source: Fred Stein, Digital Immigrants, Digital Natives and the Information Age



IMC Meeting, 28-30 May 2008, La Smeans

Source: Fred Stein, Digital Immigrants, Digital Natives and the Information Age

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•	Design Patterns and E by Tim O'Reilly 09/30/2005 The bursting of the dot-co concluded that the web w common feature of all ter ascendant technology is of rush, the real success sto separates one from the co The concept of "Web 2.0"	om bubble in the fall vas overhyped, when chnological revolutio ready to take its plac ories show their stren other.	l of 2001 marked a turnin n in fact bubbles and cons ons. Shakeouts typically n ice at center stage. The p ingth, and there begins to erence brainstorming sess	n of Software og point for the we sequent shakeouts nark the point at w retenders are give be an understand ion between O'Rei noted that far fro	Subscri Sub b. Many people appear to be a which an an the bum's ing of what	Print Discuss ibe to tim.oreilly.com oscribe to Newsletters Read this article in: Chinese French German Italian Japanese Korean	

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





- World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users.
- development and evolution of web-based communities and hosted services, such as social-networking sites, wikis, blogs, and folksonomies.





- rich user experience
- user participation
- dynamic content
- metadata
- web standards and scalability
- openness
- freedom
- collective intelligence by way of user participation

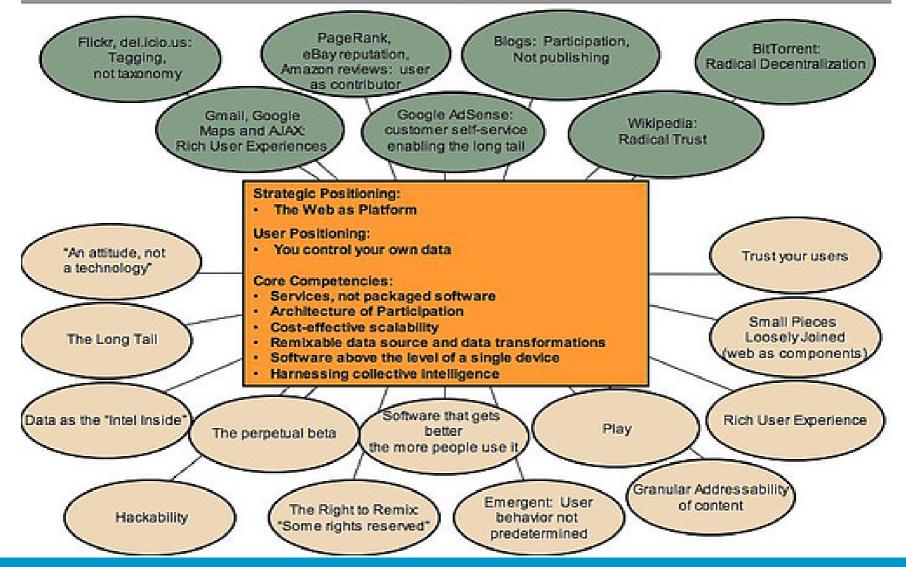
Source: http://en.wikipedia.org/wiki/Web\_2.0



## The Web As Platform

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#### Web 2.0 Meme Map



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





### Examples of Web 2.0 Technologies





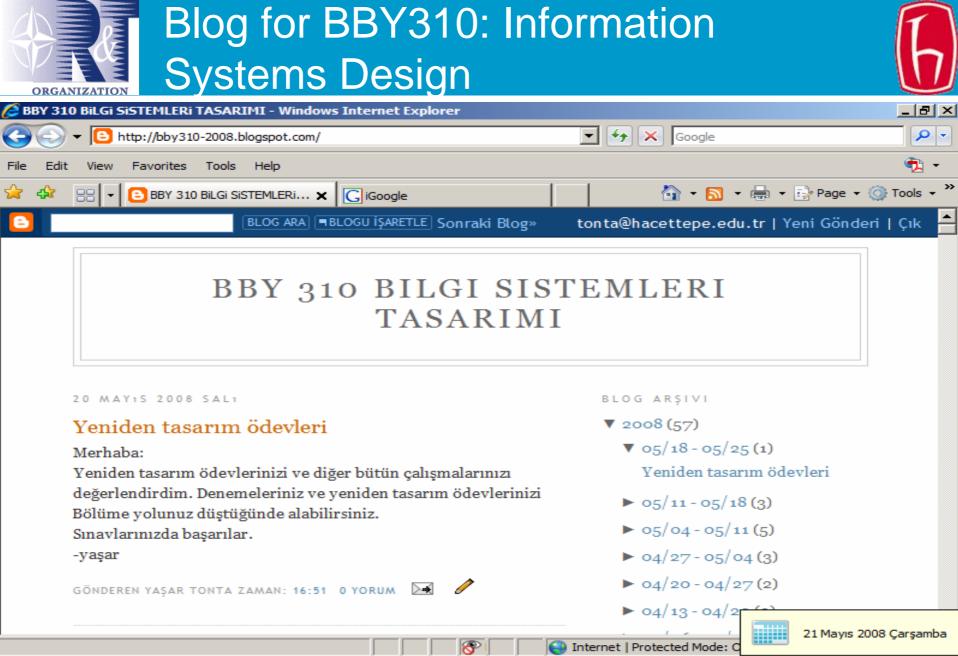
#### • Wikis in Plain English (3'52" video)

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- Wikis in Plain English (3'52" video)
- <u>RSS in Plain English</u> (3'44" video)
- <u>Twitter in Plain English</u> (2'20" video)
- <u>Social Bookmarking in Plain English</u> (3'25' video)
- <u>Social Networking in Plain English</u> (1'50")
- Blogs in Plain English
- Photosharing in Plain English (2'50")



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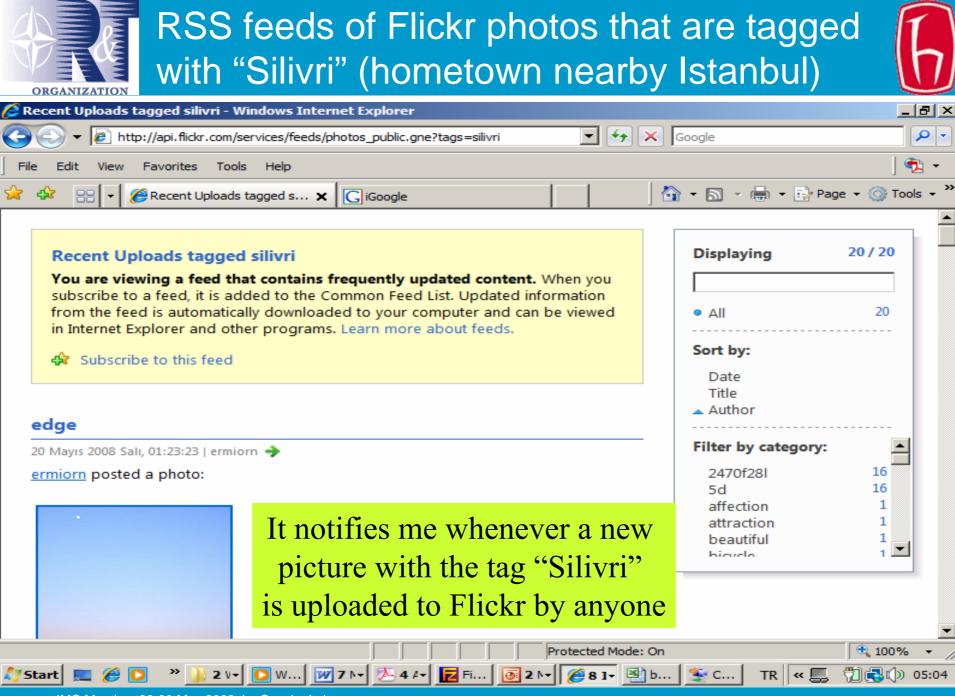
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- Feeds are documents used to transfer frequently updated digital content to users.
- This content ranges from news items, weblog entries, installments of podcasts, and virtually any content that can be parceled out in discrete units.
- \* You syndicate, or publish, content by producing a feed to distribute it.
- \* You subscribe to a feed by reading it and using it.
- \* You aggregate feeds by combining feeds from multiple sources.

Source: http://mashupguide.net/1.0a/858Xch04.pdf



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in Internet Explorer and other programs. Learn more about feeds. Subscribe to this feed Half of Parliament's smokers determined to quit with new bill - Today's Zaman	Sort by: Date Title	
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- Flickr: www.flickr.com
- CiteULike: www.citeulike.org
- Connotea: www.connotea.org
- LibraryThing: www.librarything.com
- TagCloud: www.tagcloud.com
- Yahoo's MyWeb: http://myweb.yahoo.com

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### 19 social bookmarking sites compared



Data February 16, 2006

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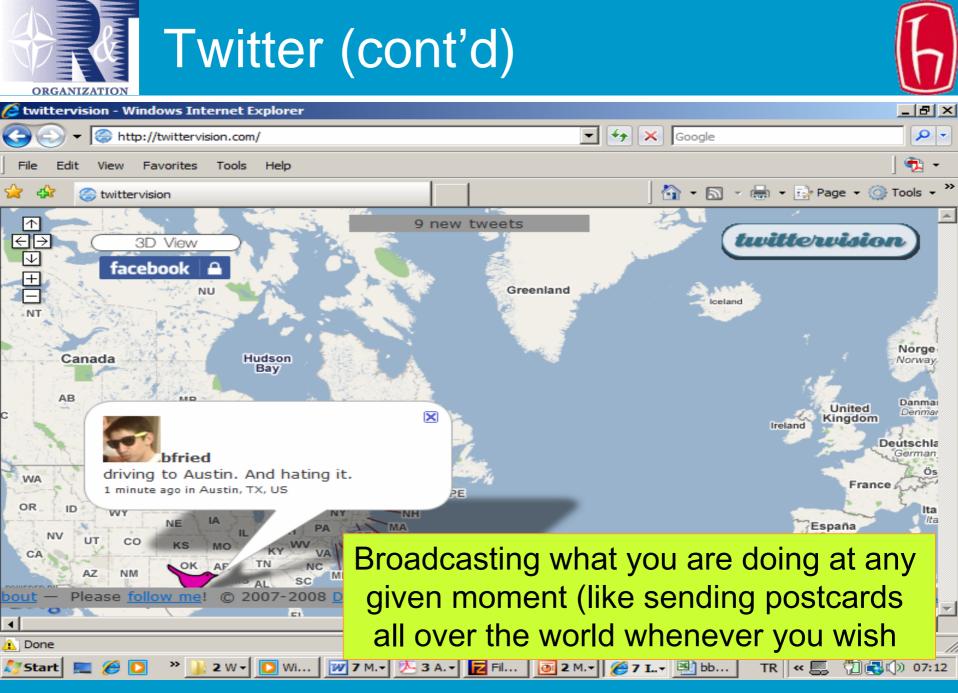
#### Social bookmarks' charts version 3.5

This is an interim version, with some mistakes and updates (especially del.icio.us, Connotea, Netvouz and Simpy) corrected. The next edition (number 4) will contain at least three more services (see below). As I said before, maybe there are some points I didn't notice, or there are some mistakes. And features change quickly.

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Archive for others' feeds	х	×	-	-	X**	-	-	x	-	-	×	-	-	-	х	-	-	×	-
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## Mashup / Remix



Pro Web 2.0 Mashups

**Remixing Data and Web Services** 

Nonia the Vish to create catting edge and applications

ADJUSS

merging content from different sources, client- and server-side

Raymond Yee

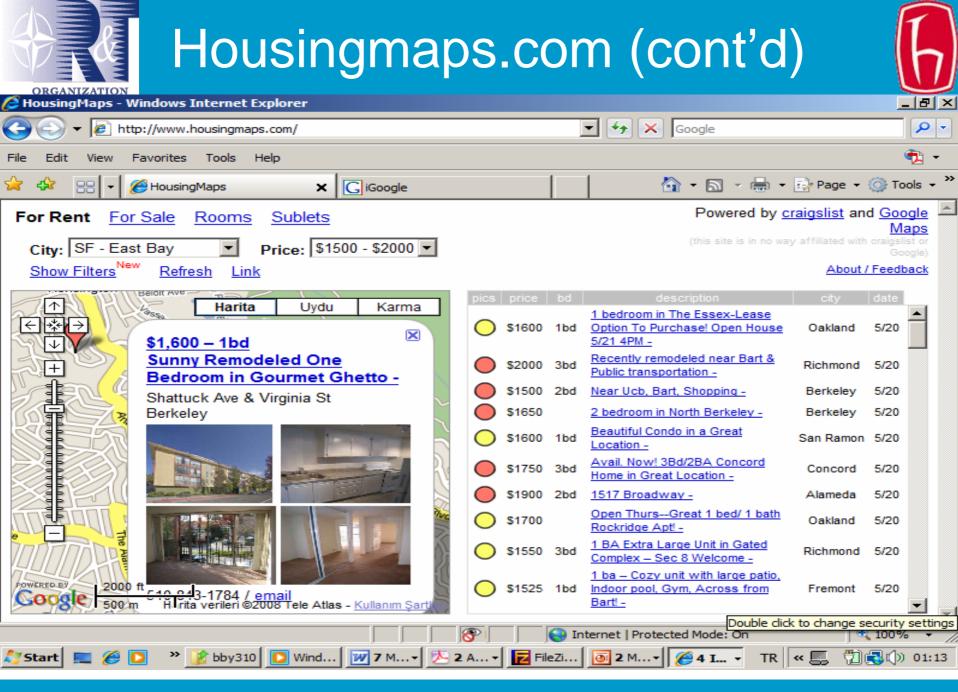
Full-text of the book is available at <a href="http://blog.mashupguide.net/toc/">http://blog.mashupguide.net/toc/</a>

## Housingmaps.com



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Avoid scams and fraud by dealing locally! Beware any arrangement involving Western Union, Moneygram, wire transfer, or a landlord/owner who is out of the country or cannot meet you in person. <u>More info</u>	miscategorized prohibited
\$1600 / 1br - Sunny Remodeled One Bedroom in Gourmet	spam/overpost
Ghetto (berkeley north / hills) (map)	best of craigslist

Reply to: <u>manager@upapartments.com</u> Date: 2008-05-19, 5:20PM PDT

Start

Large, sunny one bedroom apartment located in the Gourmet Ghetto just minutes from cafes, restaurants, grocery stores, and coffee shops. Easy access to BART, public transportation, downtown, and just minutes from UC Berkeley campus northside. We have just completely remodeled the entire building: New roof, exterior and interior painting, new carpet, bedroom windows, lighting inside and out, remodeled lobby, and more 3 units available: 3rd floor quiet side of building, remodeled, \$1650 Avail. June 3rd 2nd floor, Shattuck side, great view, fully remodeled, \$1600, Avail. Mid-June 1st floor with Balcony, Shattuck side, fully remodeled, \$1600 Avail. July 1st Also have a 2 bedroom unit for \$2000, fully remodeled, Shattuck Side, 100%

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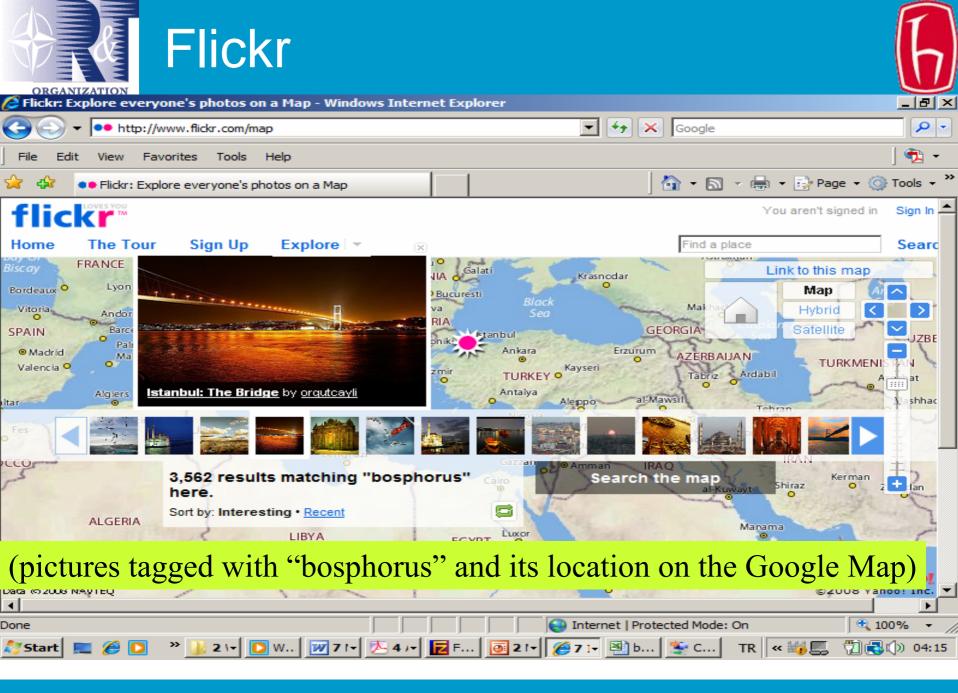
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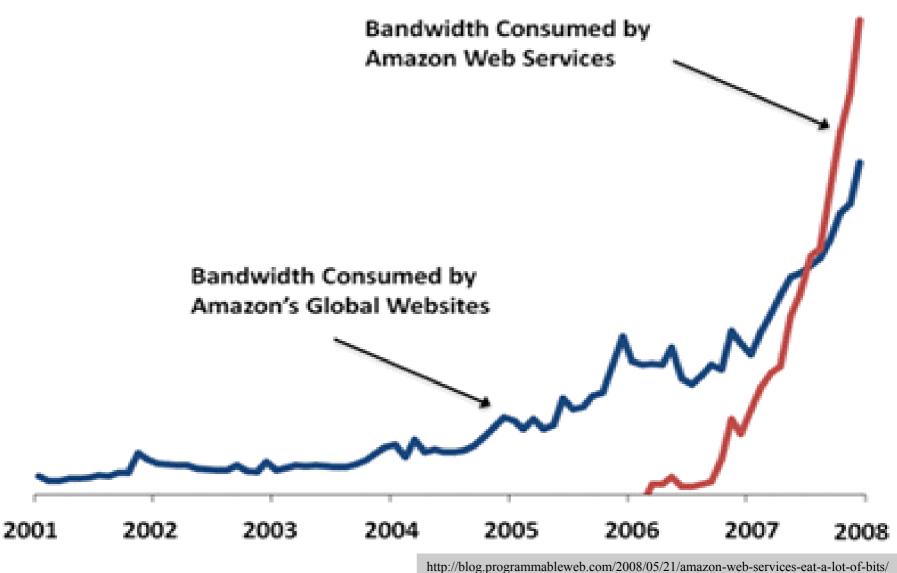
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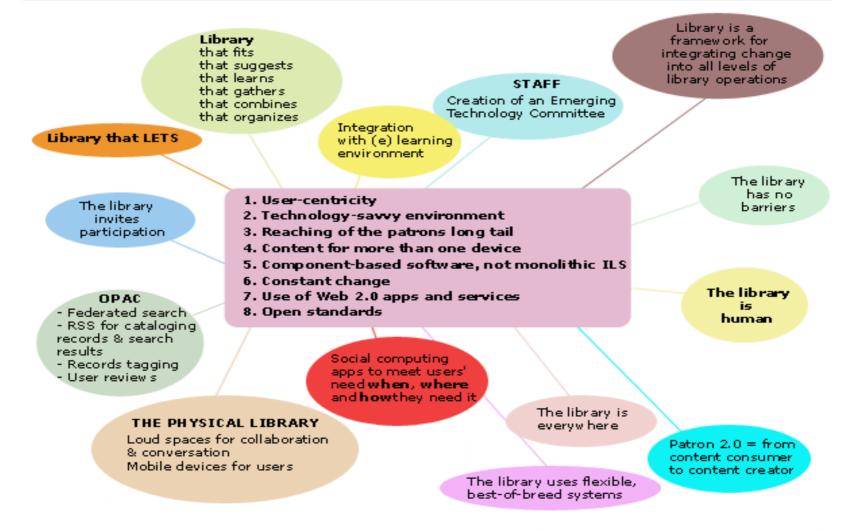
- Modernized form of library service that reflects a transition within the library world in the way that services are delivered to users.
- Includes online services such as the use of OPAC systems and an increased flow of information from the user back to the library.
- Library 2.0 also attempts to harness the library user in the design and implementation of library services by encouraging feedback and participation.
- The Library 2.0 model for service will replace traditional, one-directional service offerings that have characterized libraries for centuries.



### Library 2.0



#### LIBRARY 2.0 MEME MAP

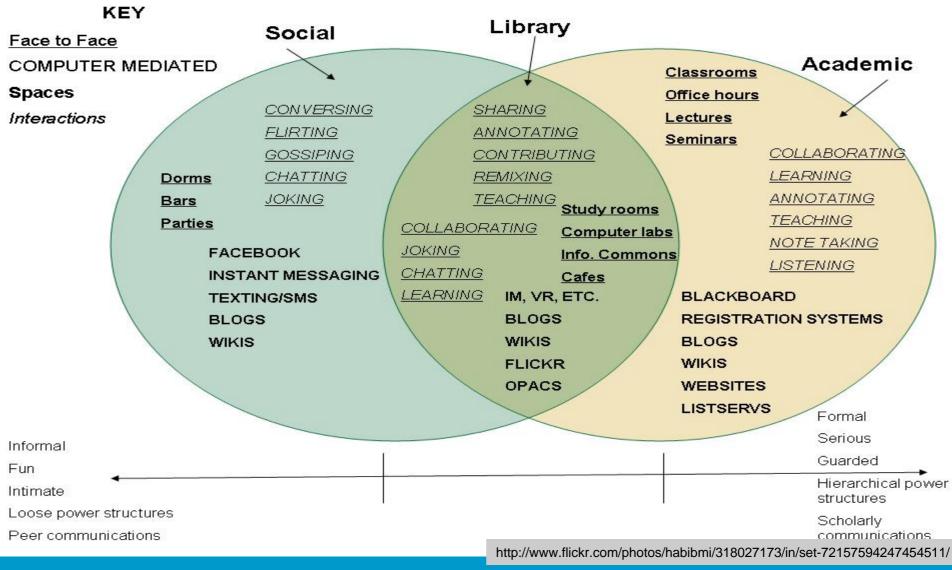


Source: http://www.flickr.com/photos/42538191@N00/113222147/



#### Academic Library 2.0 Concept Model







### Web 2.0 in Library 2.0

- Diffusion
- Concentration







- covers a range of tools and techniques which create richer connectivity between people, applications and data;
- support writers as well as readers;

Diffusion

- provide richer presentation environments.
- blogs and wikis; RSS; social networking; crowdsourcing of content; websites made programmable through web services and simple APIs; simple service composition environments; Ajax, flex, silverlight; and so on.
- Much of the library discussion of Web 2.0 is about 'diffusion', about a set of techniques for richer interaction. It is appropriate that libraries should offer an experience that is continuous with how people experience the web.





- Involves major gravitational hubs (google, amazon, flickr, facebook, propertyfinder.com).
- Concentrates data, users (as providers and consumers), and communications and computational capacity.
- They build value by collaboratively sourcing the creation of powerful data assets with their users.
- The value grows with the reinforcing property of network effects: the more people who participate, the more valuable they become. And opening up these platforms through web services creates more network effects.
- These sites also mobilize usage data to reflexively adapt their services, to better target particular users or to identify design directions.



- Places where data needs to be concentrated to create value: aggregating user data across sites (e.g. counter data), or aggregating user created data (tags, reviews), or aggregating transactions (e.g. circulations, resolver clickthroughs).
- Motivations here are to drive business intelligence which allows services to be refined (e.g. how does my database usage compare to that of my peer group), to develop targeted services (people who like this, also liked that), to improve local services (e.g. add tags or reviews).
- These are examples where scale matters, where data may need to be concentrated above the individual library level.

Source: http://orweblog.oclc.org/archives/001556.html





Network level workflow Google, ...

Faculty&

students

#### Institutional Workflow

Personal

toolbars,

RSS,

Workflow

Portals, ... CMS, IR, ...

#### Consumer environments Management environment

Bought

Licensed Digitized Integrated local user environment? Library web presence Resource sharing, ...

#### library

#### Aggregations Resource sharing

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Source: http://orweblog.oclc.org/archives/001556.html





## Examples of Library 2.0 Technologies

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		🙎 Log in / create account 🛛 🛓
article discussion edit history		
Main Page		

Welcome to the Library and Information Science Wiki, a free encyclopedia that anyone can edit!

#### 'General Information'

Please see the about page for more on this cooperative. The other navigation links at left have some more information. This project launched on June 30, 2005, so a good deal of entries on library topics haven't been created yet. Others have just gotten started. There are **1,370** articles so far.

Pioneers are needed to make edits; you can add content or form ontologies wherever you see a need. We also need your help advertising the site to potential users and editors. Spread the word! Contributors: you may wish to create an account to keep track of your edits. Why?

To see articles, try the following options:

Fil...

A root category is available for browsing (NB.

#### **Community News**

Many thanks to everyone who has contributed to this project over the past few months. It been interesting to see how categories and articles have developed.

Lurkers, now's your chance to earn a Barnstar by sharing what you know! Whether you've got an old paper from library school that's just collecting dust, a brilliant newsgroup post that went unheard, or just some knowledge about libraries that's worth publishing, this is the place to do it.

#### Articles of Interest

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navigation

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Browse categories

Community portal

Random page

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What links here

Related changes

Special pages

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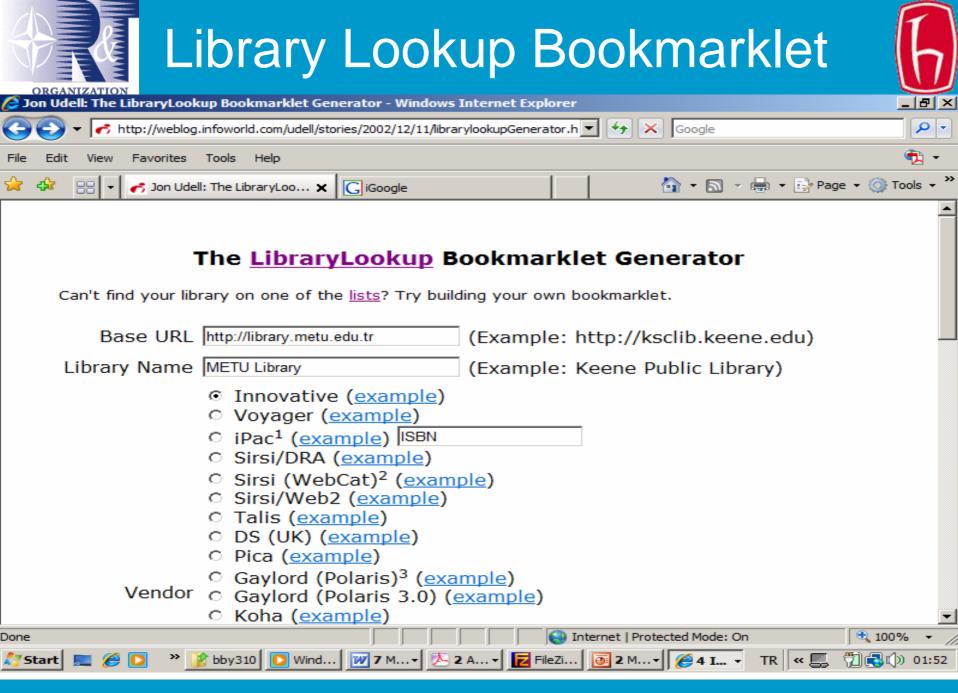


- Dissemination of information about recently acquired info sources
- Informing users about this without them visiting the Library
- RSS links to databases and e-journal packages

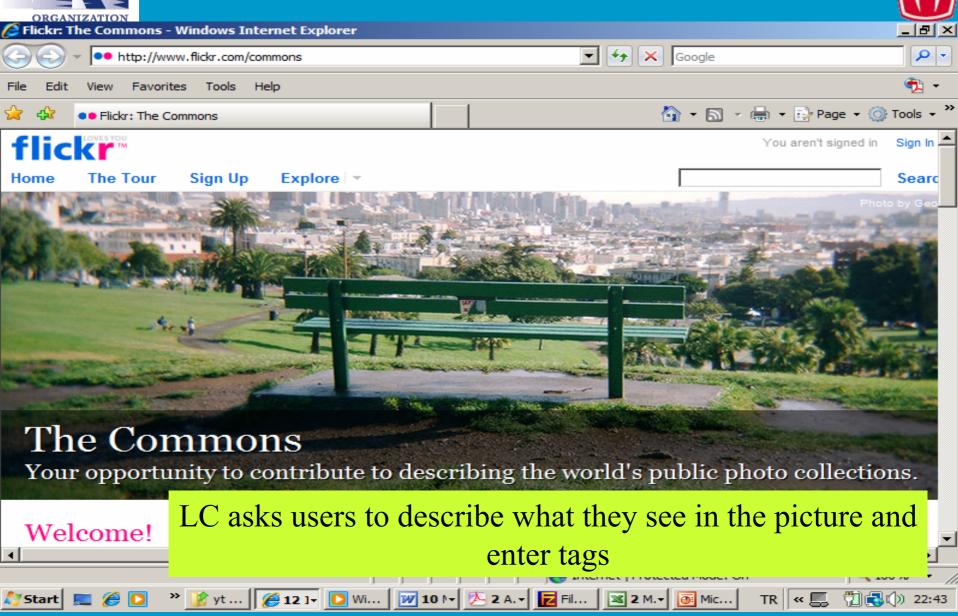




# Providing virtual reference services through IM



# The Library of Congress





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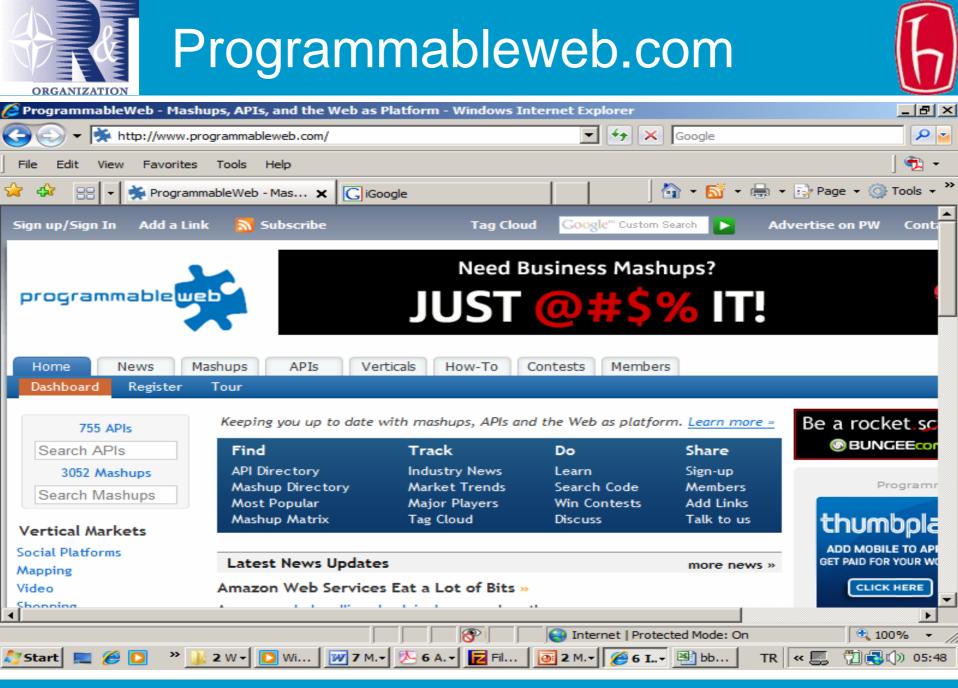
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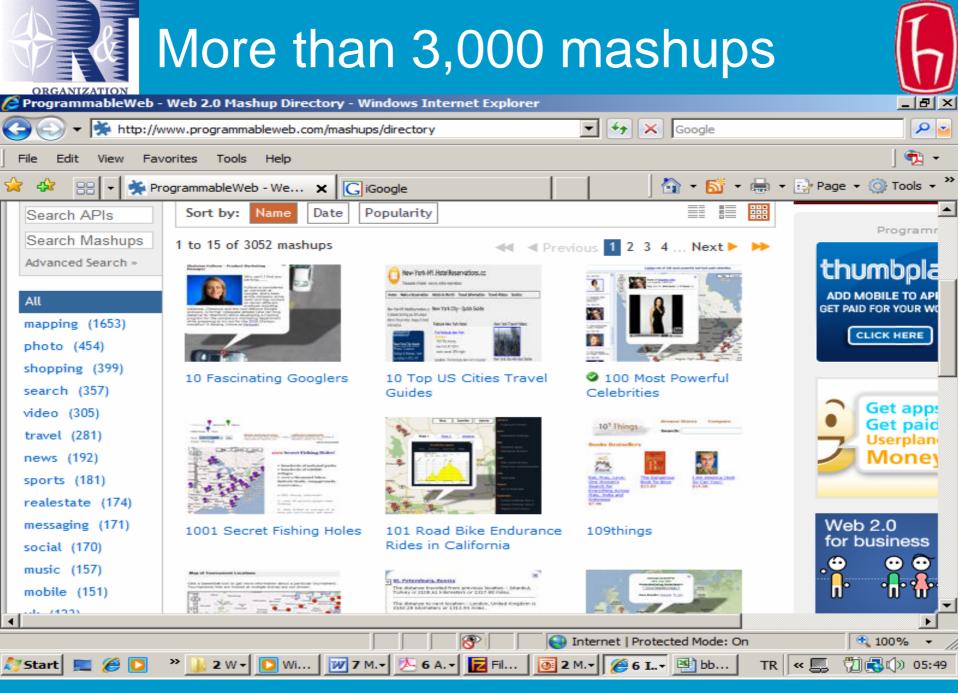
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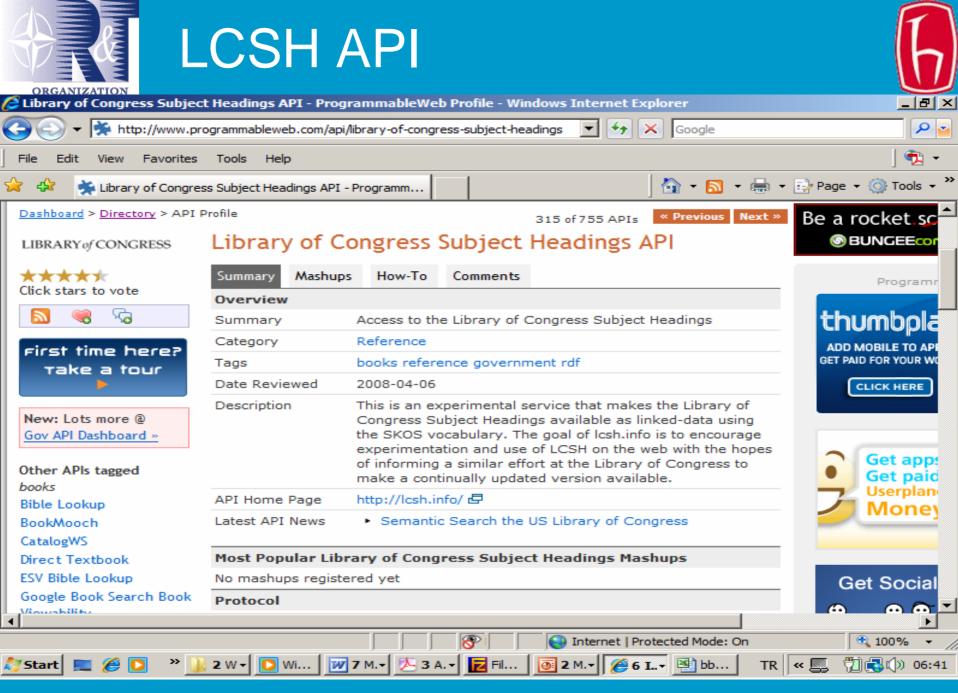


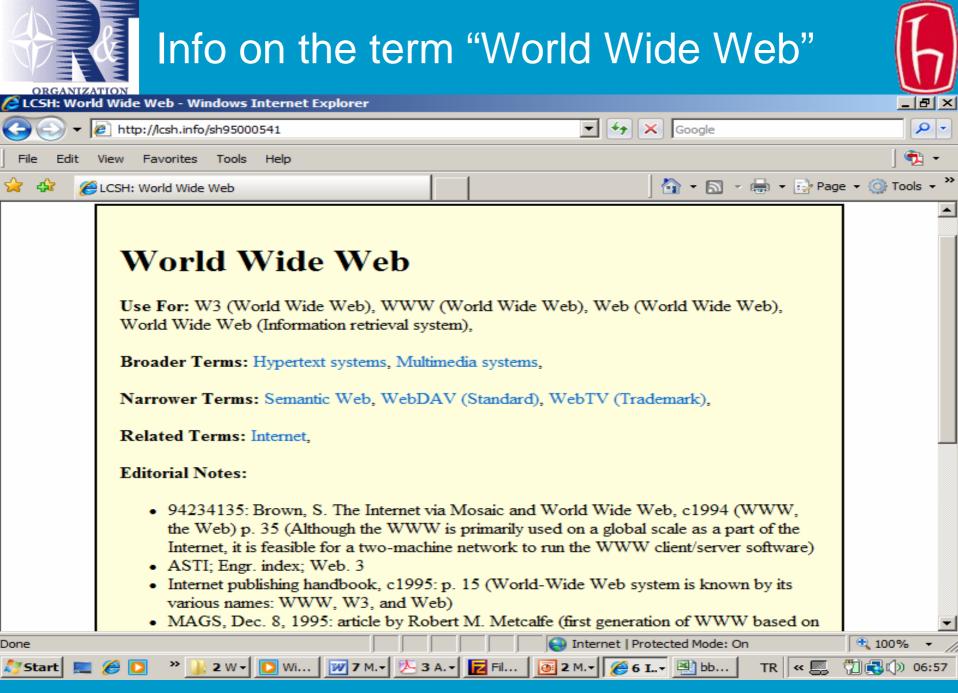


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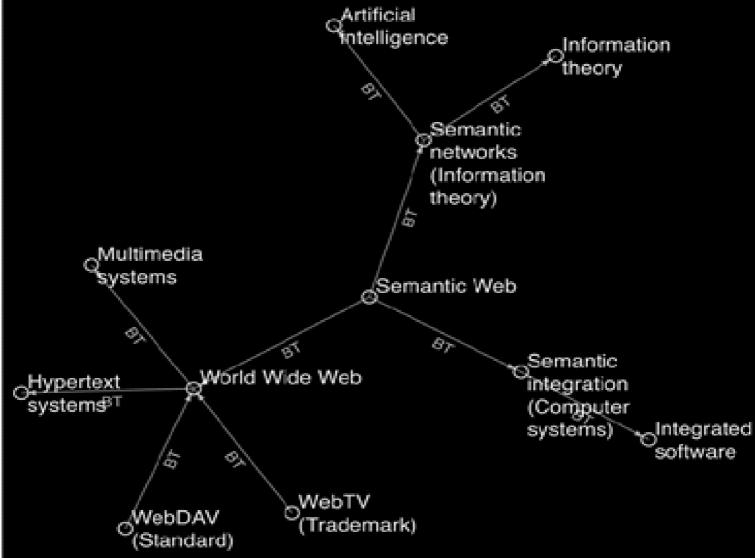
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Author Florian, Douglas, Title Bow wow meow recw : It's rhyming cats and dogs / poems and pa Publisher San Diego : Narcourt, 2003.	Tags books, library, reviews, shopping	Get app: Get paid
Rating Schröder Amazon Editorial: Douglas Florian (Insectlopedia, The Mammalabilia) is at it again. The 21 poems and i Merow, will tickle young dog and cat lowers—and just about everyone else, too. Florian's painting of a poe bow, accompanies a four-line concrete poem cleverly typeset in swirts on the opposite page:	Added 19 Mar 2007	
Poodles have oodles and oodles of curts, Which makes poodle boys look like poodle girls. The curts may have whirls, while the whirls may have swirls.	Who orchestr8 [Profile]	
Poodies have codies and codies of curis. Florian has fun with buildogs, pointers, Siamese, and Marix, but he doesn't limit himself to domestic bree have lots of spots puzzles ocelot") are also featured. All the paintings have wonderful juvenile appealr leopard painting, in particular, is worth the price of the book. In fact, you may need two copies: one for	URL http://nell.boulder.lib.co.us 🗗	
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by <u>Yaşar Tonta</u> ;	<u>Yıltan Bitirim;</u> <u>Hayri Sever</u>
Туре:	Book
Language:	Turkish
Publisher:	Ankara : Total Bilişim Ltd. Sti., 2002.
Editions:	2 Editions
ISBN:	9759292300 9789759292300
OCLC:	50812281
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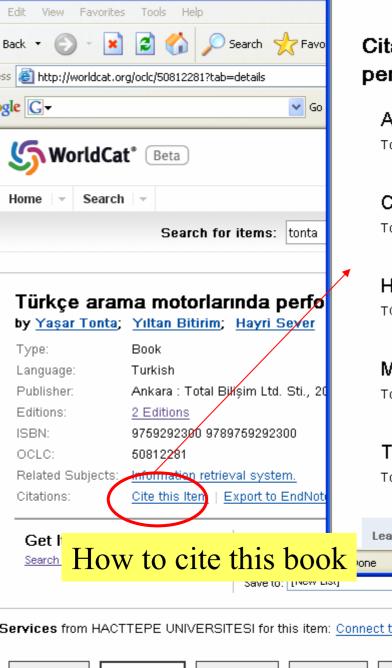
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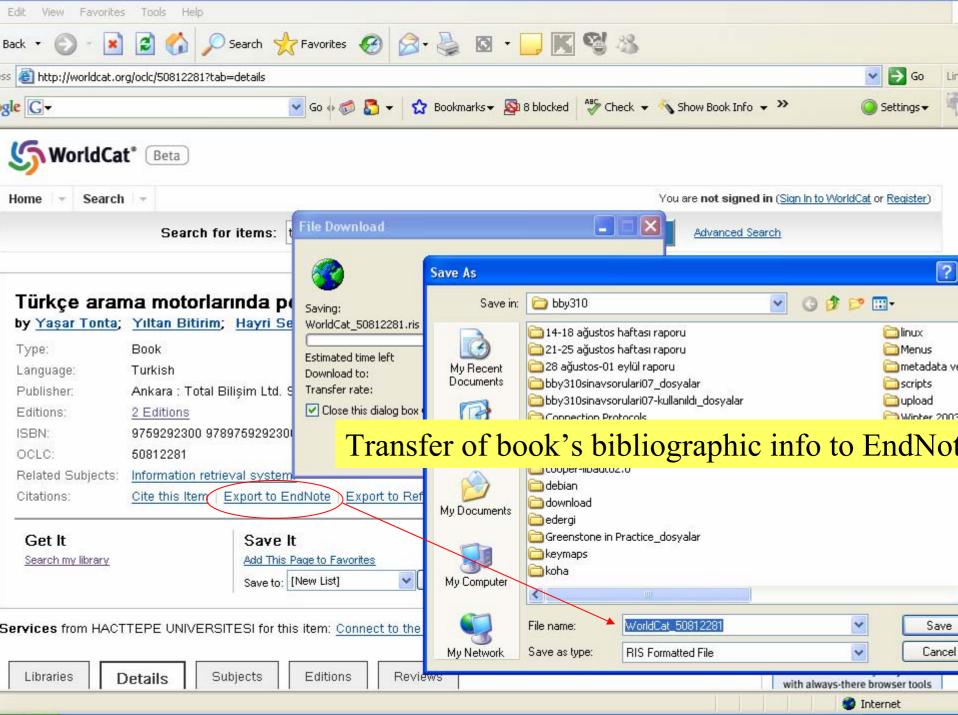
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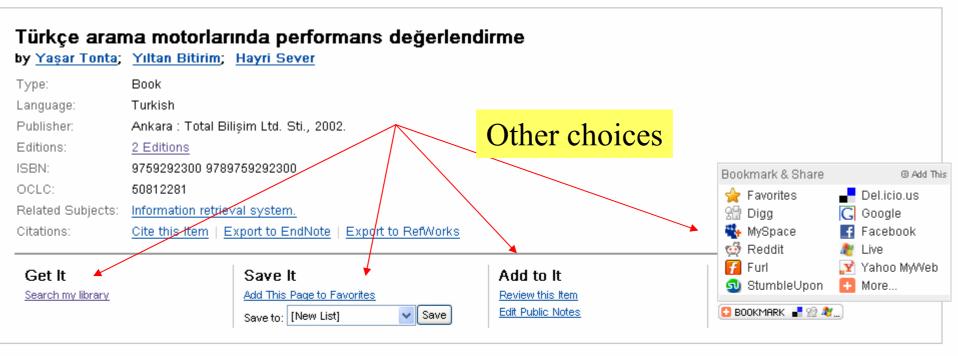
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by Yaşar Tonta; Yıltan Bitirim; Hayri Sever

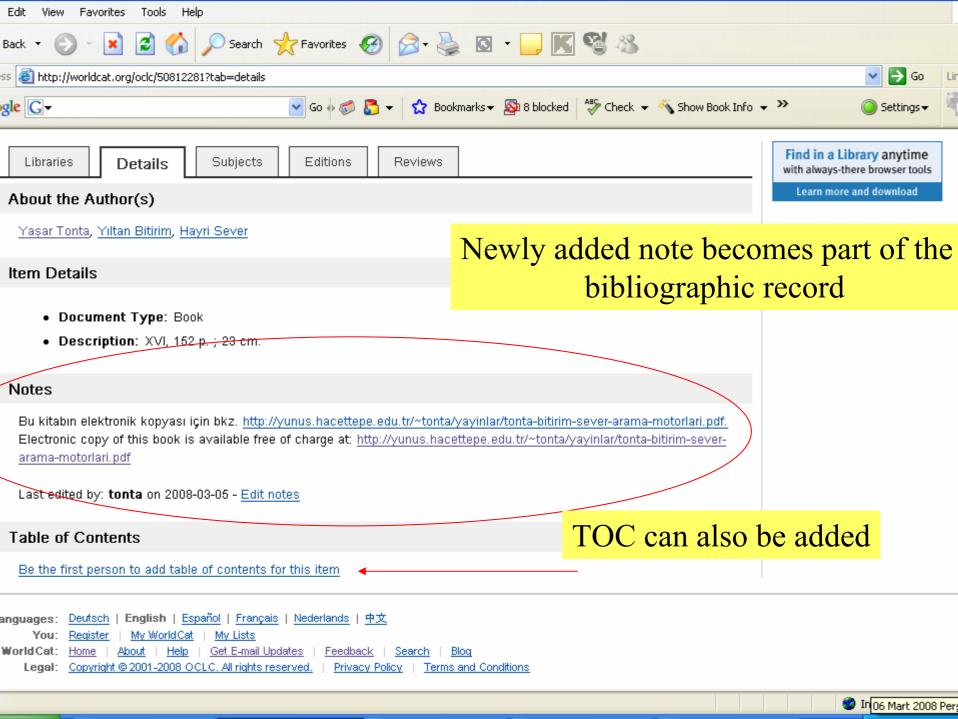
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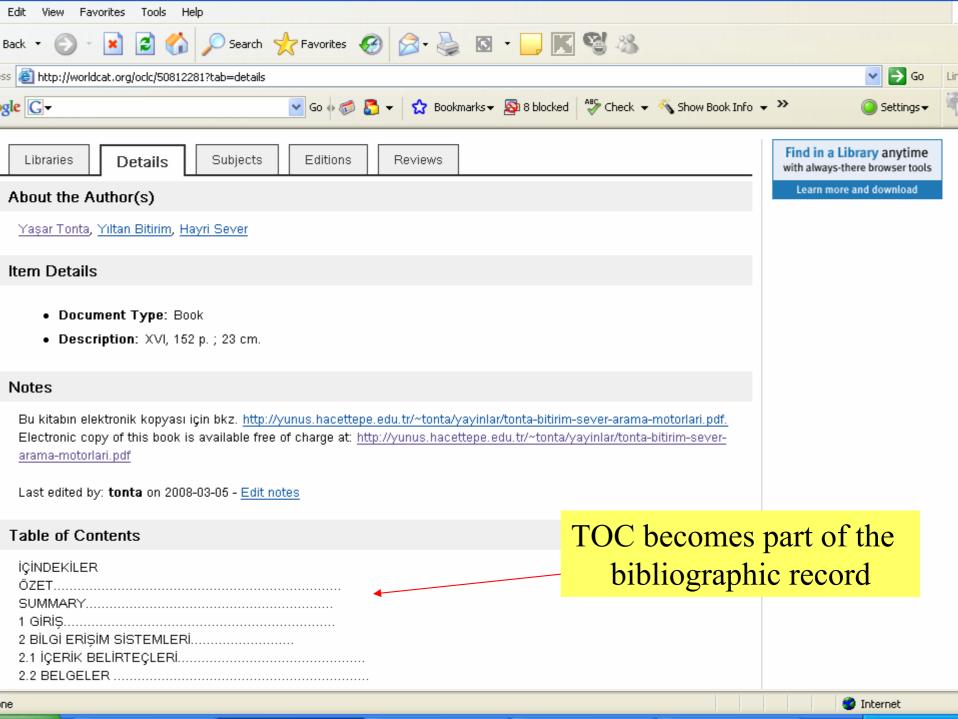
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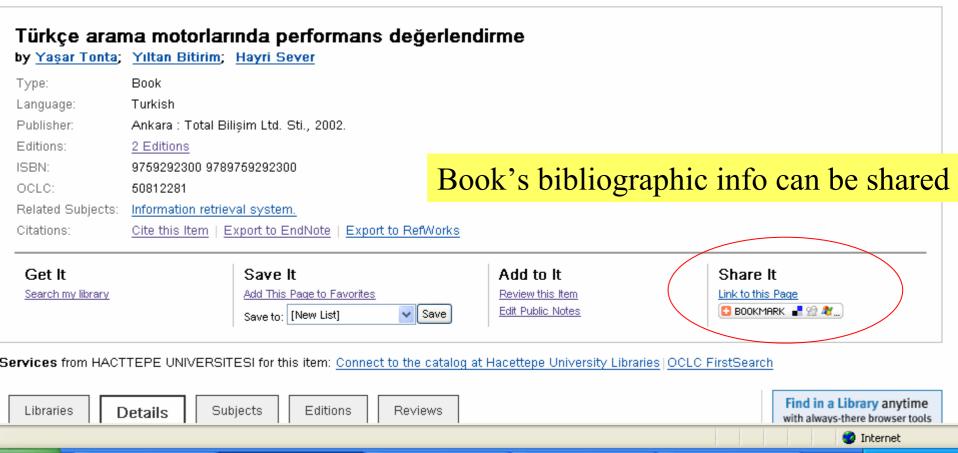
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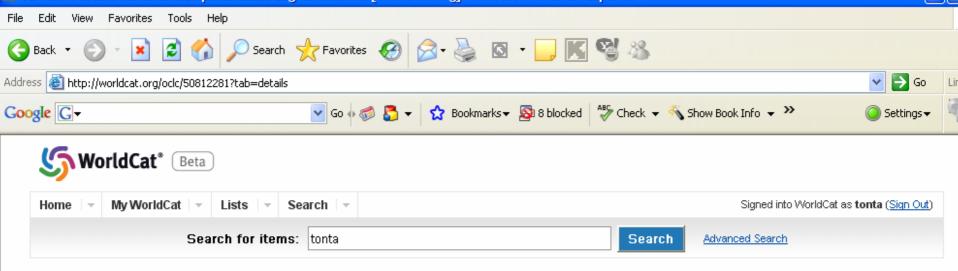
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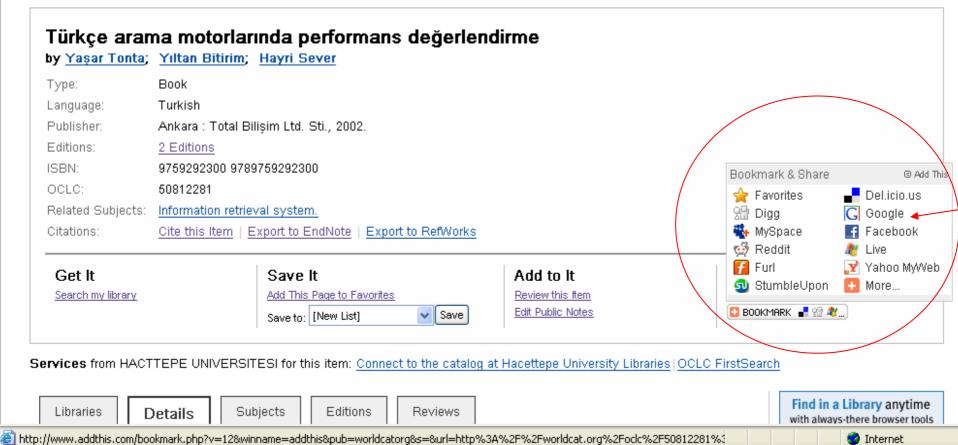
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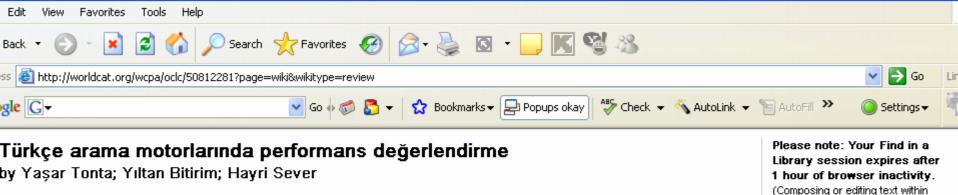
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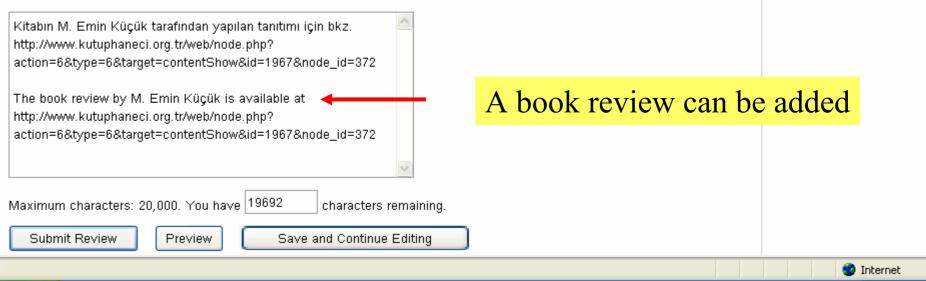
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Türkçe arama motorlarında performans değerlendirme

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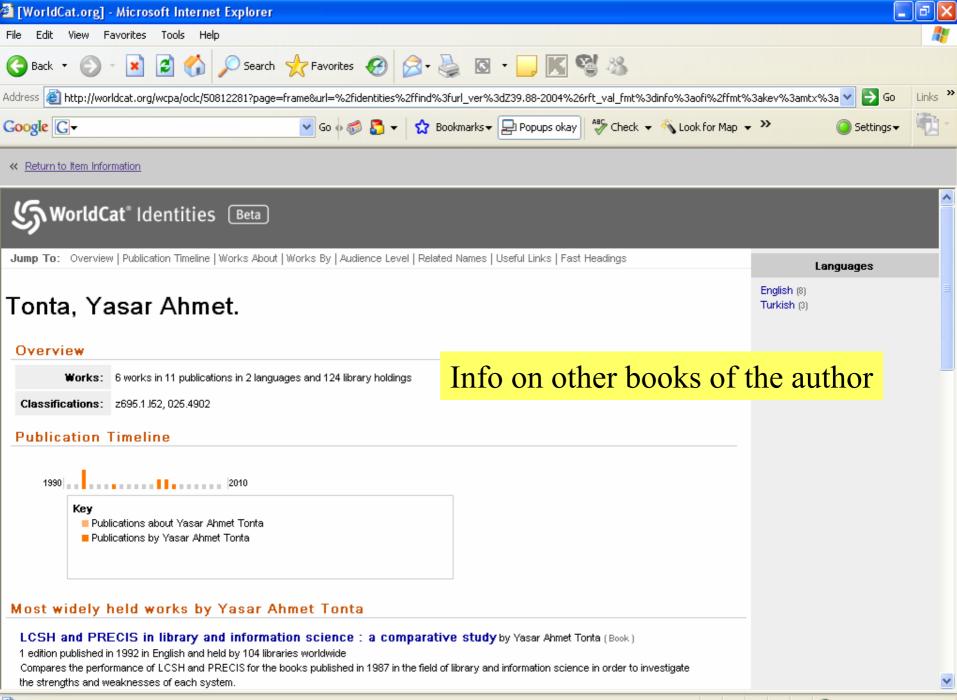


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LCSH and PRECIS in library and information science : a comparative study by Yasar Ahmet Tonta (Book) 1 edition published in 1992 in English and held by 104 libraries worldwide Compares the performance of LCSH and PRECIS for the books published in 1987 in the field of library and information science in order to investigate the strengths and weaknesses of each system.	
An analysis of search failures in online library catalogs by Yasar Ahmet Tonta (Book) 4 editions published in 1992 in English and held by 12 libraries worldwide	
<b>Türkçe arama motorlarında performans değerlendirme</b> by Yaşar Tonta (Book) 2 editions published in 2002 in Turkish and held by 3 libraries worldwide	
Bilgi edinme özgürlüğü (Book) 1 edition published in 1996 in Turkish and held by 2 libraries worldwide	
Internet and Electronic Information Management (Book.) 2 editions published between 2003 and 2004 in English and held by 1 library worldwide The number of information sources accessible through the Internet are ever increasing. Billions of documents including text, pictures, sound, and video are readily available for both scholarly and every-day uses. Even libraries and information centers with sizable budgets are having difficulties in coping with this increase. More developed tools and methods are needed to find, filter, organize and summarize electronic information sources. This paper is an overview of a wide variety of electronic information management issues ranging from infrastructure to the integration of information technology and content, from personalization of information services to "disintermediation." It discusses the issues of description, organization, collection management, preservation and archiving of electronic information and outlines Davenport's "ecological model" for information management and its components, namely, strategy, politics, behavior and culture, staff processes, and architecture.	
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Internet Resource (1)	by Yasar Ahmet Tonta Language: English Type: 🧇 Book	
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# Discussion

IMC Meeting, 28-30 May 2008, La Spezia, Italy



# Applicable Web 2.0 technologies



- Diffusion
  - RSS
  - Wikis
  - Blogs
  - Podcasts
  - IM
  - Twitter
  - Social networking (Folksonomies)
  - Simple APIs
  - Mashups/Remixes

- Concentration Li
  - Google
  - Amazon
  - Flickr

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Facebook

- Library Mgmt Environment
  - User data
  - Tags
  - Reviews
  - Circulations
  - Clicks

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- <u>Web 2.0</u> A YouTube video made by Michael Wesch explaining Web 2.0 (4'33'').
- Housingmaps (www.housingmaps.com)
- CommonCraft (<u>www.commoncraft.com</u>)
- Jon Udell: The LibraryLookup Bookmarklet Generator http://weblog.infoworld.com/udell/stories/2002/12/11/libra rylookupGenerator.html
- Raymond Yee, <u>Pro Web 2.0 Mashups: Remixing Data</u> and Web Services. New York: Springer, 2008. <u>http://blog.mashupguide.net/toc/</u>
- Lorcan Dempsey's weblog On libraries, services and networks. <u>http://orweblog.oclc.org/</u>
- Programmableweb. <u>www.programmableweb.com</u>





# Web 2.0 Technologies and Information Services

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