



Objectives

- Discuss how document librarians can use Web 2.0 tools to:
 - Provide excellent reference
 - Communicate successfully
 - Collect effectively



Look at Web 2.0 tools in a different way



Communication:

- IM Instant Messaging
- RSS Real Simple Syndication
- Blogs Internal or External journal logs



Reference:

- Blogs Outreach or information gathering
- Search Engines Mashups, database searches
- Browsers Add ons
- Del.icio.us Bookmark aggregators
- Feed Readers Blog & website aggregators



Collection:

- RSS Publication webpages
- Dapper or Page2RSS Inserts RSS to webpages
- Yahoo Pipes Searches for invisible RSS coding within webpages



Reasons to read blogs

- Keep up with the latest technology or library issues.
- Some of my favorites
 - http://www.resourceshelf.com
 - http://oedb.org/blogs/ilibrarian/
 - http://www.libworm.com/
 - http://theshiftedlibrarian.com/



Blogs

- Gaining credibility as sources of information.
 - Flash and Substance: Blogs as Alternative Sources of Legal Information, Rebekah Maxwell, Coleman Karesh Law Library, Columbis, South Carolina. The CRIV Sheet, vol. 30 No. 2, February 2008, pg 9-10



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Flash and Substance: Blogs as Alternative Sources of Legal Information

I can't remember being aware of the existence of blogs until the media began covering Wonkette's coverage of the Washingtonienne blog. It would not have occurred to me to look for legal content in someone's online diary.

In a relatively short span of years, blogs have become such a part of our informational consciousness that one rarely has to explain that "blog" means "Web log," and the blogosphere has become a virtual destination for most of the online community at one time or another. Once viewed as diarists, gossip columnists, and newsletter writers, bloggers are increasingly considered pundits, experts, and, some would argue, journalists.'

This evolving focus on "serious" content brings benefits to the seekers of legal information. Not only are more blogs addressing topics of national or worldwide interest, but often they are repositories of PDF scans of useful tidbits of legal information that either are not offered through the conventional legal

documents on this site, the content is a good source for HHS statistics and insight from the secretary.

Officials of the Department of Homeland Security (DHS) contribute to the Leadership Journal, the blog of the DHS. This site offers such items as transcripts from public meetings and hearings, reports from commissions and agencies, press releases, and agency statements.

The Environmental Protection Agency (EPA) blog. Flow of the River (www.epa.gov/flowoftheriver), is conversational and evocative compared to some of the other government blogs, as Deputy Administrator Marcus Peacock muses about issues before the EPA. Various agency documents are offered, including quarterly management reports and EPA analysis of environmental bills proposed in Congress. A value-added component on this site comes from its insight into why things at the EPA happen as they do. The "You Asked" feature is particularly helpful.

The CRIV Sheet Vol. 30 No. 2 February 2008 9



Reasons to Blog

- Staff communication: Internal
 - policy questions, frequently asked reference questions, technology practice and experience...
- · Library: External
 - Upcoming events, library policy changes, marketing...



Blog Software

You can host your own blog or others will host it. There is open source or proprietary software for free or a fee.

Blogger	Blogware
Expression Engine	Live Journal
Movable Type	TypePad
WordPress	Sourch



Library blog examples:

- http://www.aadl.org/services/blog_Ann Arbor Michigan District Library
- http://acplinfo.blogspot.com/ Allen County Public Library
- http://southlakelibrary.blogspot.com/
 Southlake Texas Public Library



RSS Rocks!

- RSS means what?
 - RDF Site Summary
 - Rich Site Summary
 - Really Simple Syndication

Research



RSS what does it do?

- Acts like a subscription service
- Makes it possible to keep up with frequently updated content
- Can be sent to an aggregator or feed reader
- Keeps you current with events.
- When a blog, wiki, news agency, etc updates content you are notified.



How can it work for me?

- · Outreach:
 - Sends updates to your online catalog
 - Can let patrons know about press releases, new events
- Reference:
 - News & Features Updates
 - State & Federal Government sites are adding RSS to their sites.



Finding cool feeds

- Serendipity
- Aggregators
 - Resourceshelf.com
 - · Libworm.com
- Search Engines
 - Feedster
 - Technorati
 - Bloglines
 - Google Reader



IM = Instant Messaging

- Great for virtual reference or internal communication
 - http://govtinfo.org/
 - http://askalib.lib.purdue.edu/
 - http://www.loc.gov/rr/askalib/
 - http://www.statelibraryofiowa.org/services/gov -management/ask-a-librarian-general-questionform



Get it all together

One problem with IM is that the four major ones (gchat, msn, aim, and yahoo) and some of the minor ones don't all play together nicely.

In comes Meebo to the rescue.

Meebo is an IM aggregator that allows you to access all your IM accounts without installing an IM client.



Bookmarks

Found that one or fifty interesting website/s that you know you want to look at later, only to bookmark it then forget it?

Tame that ever growing laundry list of bookmarks that are even now languishing on your favorites or bookmarks list.



Set up a Del.icio.us account

- · Each librarian has their own account.
- Share accounts with each other or network them.
- Tag bookmarks as a list or a cloud



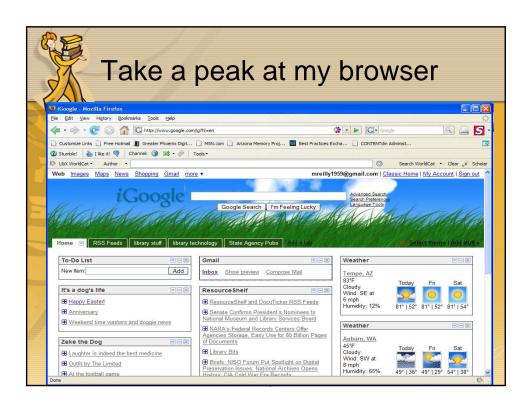
Fun with Browsers

- Mozilla's Firefox or Microsoft's Internet Explorer?
- Cool add-ons
- As a reference tool



Almost too many to count but you have to draw the line somewhere.

- DapperFox
- Libx Worldcat
- StumbleUpon
- SearchAll
- Zotero





Conclusion

Think of Web 2.0 tools as a playground.

Some things will work for you and others won't but if you don't sit on the swing and give it a push you'll never know how high you can go.