



Web2.0 for Document Librarians:

Blogs, RSS, IM, Social Bookmarking,
Search Engine Mashups, Browsers




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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

Research



Reference:

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

Research



Collection:

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

Research

Research



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/>

Research



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

Research



#001

Rebekah Maxwell Coleman Karesh Law Library, Columbia, South Carolina

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.¹

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.

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Reasons to Blog

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

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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	

Research



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



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.

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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.

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Finding cool feeds

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

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IM = Instant Messaging

- Great for virtual reference or internal communication
 - <http://govtinfo.org/>
 - <http://asklib.lib.purdue.edu/>
 - <http://www.loc.gov/rr/asklib/>
 - http://www.statelibraryofiaowa.org/services/gov_management/ask-a-librarian-general-question-form



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.

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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.

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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



My Favs

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

- DapperFox
- Libx Worldcat
- StumbleUpon
- SearchAll
- Zotero

Research



Take a peak at my browser

The screenshot shows a Mozilla Firefox browser window displaying a customized iGoogle homepage. The browser's address bar shows the URL <http://www.google.com/ig?hl=en>. The page features a search bar with "iGoogle" branding and options for "Google Search" and "I'm Feeling Lucky". Below the search bar, there are navigation tabs for "Home", "RSS Feeds", "library stuff", "library technology", and "State Agency Pubs". The main content area is divided into several sections:

- To-Do List:** A section with a "New Item" input field and an "Add" button.
- It's a dog's life:** A section with links to "Happy Easter", "Anniversary", and "Weekend time wasters and doggie news".
- Zeke the Dog:** A section with links to "Laughter is indeed the best medicine", "Outfit by The Limited", and "At the football game".
- Gmail:** A section with an "Inbox" and options for "Show preview" and "Compose Mail".
- ResourceShelf:** A section with links to "ResourceShelf and DocuTicker RSS Feeds", "Senate Confirms President's Nominees to National Museum and Library Services Board", "NARA's Federal Records Centers Offer Agencies Storage, Easy Use for 80 Billion Pages of Documents", "Library Bits", and "Briefs: NISO Forum Put Spotlight on Digital Preservation Issues; National Archives Opens Historic CIA Cold War Era Records".
- Weather:** Two weather widgets. The first is for Tempe, AZ, showing a temperature of 83°F, cloudy conditions, a wind from the SE at 6 mph, and a 12% humidity. It includes a 3-day forecast for Today, Fri, and Sat. The second is for Auburn, WA, showing a temperature of 46°F, cloudy conditions, a wind from the SW at 8 mph, and a 65% humidity. It also includes a 3-day forecast for Today, Fri, and Sat.



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.

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