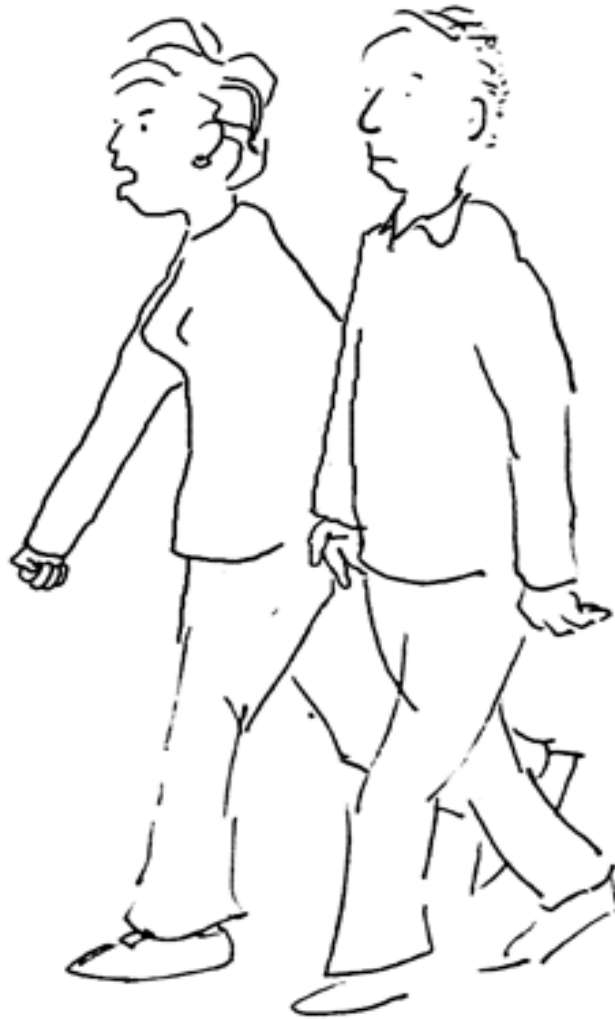


Web 2.0 Technologies: What They Are, and What's In It For You

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**I love you, but honestly...
sometimes you can be
so Web 1.0!**

[cartoon from [Noise to Signal](#) by Rob Cottingham]

Why me


Project Play

- free, online, self-discovery program that encourages the exploration of Web 2.0 tools and new technologies
- collaboration of [South Central Library System](#), [Outagamie Waupaca Library System](#) and [Winnefox Library System](#)
- based on [Learning 2.0 Program](#) created by Helene Blowers under a [Creative Commons license](#) allowing others to replicate the program
- 2007 thru 2008 and beyond!

What is Web 2.0?

- Using web-based applications instead of software on your computer; "cloud computing". Example: [Google Docs](#), [Blogger](#), [Delicious](#)
- Harnessing collective intelligence; the wisdom of crowds; distributed authorship; content created by many. Examples: [Wikipedia](#), [Flickr Commons](#)
- Open data leading to creation of “[mashups](#)” allowing us to control of how info is displayed. Example: [Libraries411](#)

What is Web 2.0? continued

- Open and flexible culture in a fast-moving technological world; allowing everyday participation.
- Concept of “perpetual beta” where software is developed in the open, with new features added on a frequent basis. Example:
-  Creating data but not controlling what people do with it when they receive it. Example: RSS feeds that can be read in a newsreader or [displayed on a web page](#)

What is Library 2.0?

[source: [Meredith Farkas](#)]

- Working to meet changing user needs: offering IM, mobile-friendly version of catalog; being where customers are
- Believing in customers: trusting them, listening to them, giving them a role in helping to define library services
- Getting rid of the culture of perfect: being able and willing to experiment; learning from failure; being agile as an organization; continuously improving services based on feedback rather than working behind the scenes for ages to create the “perfect” product or service [perpetual beta]

What is Library 2.0? continued

- Awareness of emerging technologies and opportunities: looking for partnerships in your community; being aware of library and technology trends; giving staff time to try out new technologies and learn
- Looking outside of the library world for applications, opportunities, and inspiration: understanding the culture of the technologies and how they are used by the public seeing how technologies are implemented in non-profit and for-profit institutions

Tools you can use

Free & require no IT staff intervention:

- [Doodle](#) / examples: [poll](#); [scheduling a meeting](#)
- [Google Docs](#) / example: [Mt. Mercy ILL Manual](#)
- screencasting [Jing](#); [ScreenCast-O-Matic](#)
- [Flickr](#) / example: [Madison PL](#)
- [MeeboMe](#) IM widget / example: [WLS Extranet](#)
- [Blogger](#) and [Wordpress](#) / examples: [Blogging Libraries Wiki](#)
- [wikis](#) [Wetpaint](#); [PBworks](#) / example: [Slam the Boards](#)
- [RSS](#) feeds / example: [Omro PL](#)
- [Delicious](#) bookmarks / example: [Menasha PL](#)

Learning more & keeping up

Project Play "Play Dates"

- webinars
- free
- once a month
- or self-paced instruction using Semester 1 & 2 resources

"Library 2.0:101" distance education course

- web-based instruction
- UW Madison School of Library & Information Science
- 1.4 CE credits
- September 14 - October 11, 2009

Thank you!

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