The Map Library 2.0: leveraging the read/write web to get connected, keep current, and stay on the map

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Overview

• What is Web 2.0/Library 2.0/ the read/write web? (and why do we care?)

• How can we keep up with all these new technologies?

• Using web 2.0 to get connected

• Using web 2.0 to keep current
What is Web 2.0?

• Interactive, participatory, collaborative
• Asynchronous vs. synchronous
• Push vs. pull
• High touch vs. High tech
• Opportunities for real time interactions
• Web as platform/operating system
Why do we care?

• Reach our patrons “where they live”
• Provide service at the point of need
• Forging new connections between patrons and the library
• Providing information in multiple formats – e.g., Web page and podcast – provides additional options for students with different learning styles
How do we know what to try?

• Ask "What can it do?" not "what is it for?"

• Ask “Is there a need?” then “does this tool solve that need?”
“Facebook did not become popular because it was a functional tool — after all, most college students live in close quarters with the majority of their Facebook friends and have no need for social networking. Instead, we log into the Web site because it’s entertaining to watch a constantly evolving narrative starring the other people in the library.”
Getting connected: how can we connect to our patrons (and our peers)?

• Blogging
• Instant messaging
• Share news items via news readers
• Social networking
• Social bookmarking
Getting connected: blogging

• Blogger, http://www.blogger.com/
• Twitter, http://twitter.com/
Getting connected: instant messaging

• Meebo, http://www.meebo.com/
Getting connected: social networking

• Facebook: http://www.facebook.com
• MySpace: http://www.myspace.com
• Ning: http://maplibrarians.ning.com/
Getting connected: social bookmarking

• del.icio.us: http://del.icio.us/
• Furl: http://www.furl.net/
• CiteULike: http://www.citeulike.org/
• Connotea: http://www.connotea.org/
• Zotero: http://www.zotero.org/
Keeping current: news readers

- Bloglines: http://www.bloglines.com/
- Google Reader: http://www.google.com/reader/
- Netvibes: http://www.netvibes.com/
Keeping current: blogs to watch

• The map blog:  
  http://www.mcwetboy.net/maproom/

• Strange maps:  
  http://strangemaps.wordpress.com/

• Google maps mania:  
  http://googlemapsmania.blogspot.com/
Keeping current: searching for news

• Technorati: http://technorati.com/
• Libworm: http://www.libworm.com/

• Google news search: http://news.google.com/
  intitle:map+OR+intitle:maps+OR+intitle:mapping
What else?

• Podcasting
• Videocasting
• Wikis
• Mashups
Most importantly: have fun!

• Learning 2.0: the 23 things:
  [http://plcmcl2-things.blogspot.com/](http://plcmcl2-things.blogspot.com/)

• Five weeks to a social library:
  [http://www.sociallibraries.com/course/](http://www.sociallibraries.com/course/)
Questions?
Bibliography & Resources

This presentation has been posted online at

http://www.slideshare.net/lindashippert/

This bibliography is also available on the web at

http://www.furl.net/members/lindashippert

Examples used in the presentation are available at

http://del.icio.us/lindashippert
Bibliography & Resources

- Blogger, https://www.blogger.com/
- CiteULike: A free online service to organise your academic papers, http://www.citeulike.org/
Bibliography and Resources

- del.icio.us, http://del.icio.us/
Bibliography and Resources

- Facebook, [http://www.facebook.com/](http://www.facebook.com/)
- Five Weeks To A Social Library | The first free, grassroots, completely online course devoted to teaching librarians about social software, [http://www.sociallibraries.com/course/](http://www.sociallibraries.com/course/)
- Furl, [http://www.furl.net/](http://www.furl.net/)
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• LibWorm: Librarianship RSS Search and Current Awareness, [http://www.libworm.com/](http://www.libworm.com/)
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• Map Librarians, http://maplibrarians.ning.com/
• The Map Room: A Weblog About Maps, http://www.mcwetboy.net/maproom/
• Meebo, http://www.meebo.com
• MySpace, http://www.myspace.com/
• Netvibes, http://www.netvibes.com/
• Podcast Resources Wiki, http://podcastresources.pbwiki.com/
• Strange Maps, http://strangemaps.wordpress.com/
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