

Book 2.0

what all this blah blah tech stuff has for
people who **love reading**
(in the tub)

Jessamyn West

< *librarian.net/talks/pla10* >



quick intro

I like to read books and yet this may be the year I “stopped reading”
<http://flickr.com/photos/iamthebestartist/2918671027/>

librarian



I work at two local libraries, one of them as a fill-in librarian and one where I'm helping with the automation project [using tech to make projects easier]. Until last school year I worked with eight tiny libraries helping them with computer issues.

“moderator”

March 19

I'm in college, have no income and I'm pretty close to being homeless. Is there anything I can do to get more financial aid from my school (which would cover housing/food/etc)? [\[more inside\]](#)

posted by [anonymous](#) to [work & money](#) at 7:41 PM - [2 answers](#) [2 new](#) +

Are you a member of (or do you know of) a couple who actually bounced back from long-term relationship "bed death," where one partner's sex drive went through the floor? How did you (or they) do it? [\[more inside\]](#)

posted by [anonymous](#) to [human relations](#) at 7:38 PM - [1 answer](#) [1 new](#) +

What are your favorite albums from the 70s or 80s that feature synthesizers or electric combo organs (think Farfisa or Vox)?

posted by [MaryDellamorte](#) to [media & arts](#) at 7:33 PM - [3 answers](#) [3 new](#) +

I'm at SXSW, I want to see some punk tonight, and I don't have a badge (or wristband). Is there any hope?

posted by [rush](#) to [media & arts](#) at 7:20 PM - [0 answers](#) +

— flagged 1 time

Master bathroom shower takes FOREVER to get hot water. The hot water heater is outside, less than fifteen feet from the actual shower. Other faucets in the house are much farther away (up to 30-40 feet away) never fail to get us hot water in less than 15-30sec. What gives? How do I fix it? [\[more inside\]](#)

posted by [Spyder's Game](#) to [home & garden](#) at 6:50 PM - [5 answers](#) [5 new](#) +

I'm a freelance graphic designer, and my friend -- who is starting a consulting business -- wants us to have a policy of mutual referral fees. This makes me uncomfortable. How should I handle it? [\[more inside\]](#)

posted by [bethist](#) to [work & money](#) at 6:39 PM - [8 answers](#) [8 new](#) +

Has Woody Allen seen Miami Rhapsody? [\[more inside\]](#)

posted by [feelinglistless](#) to [media & arts](#) at 6:30 PM - [0 answers](#) +

I run a website called MetaFilter. It's got a lot of parts, part blog, part Q and A site, part social network. It's all home made. It supports four people.

reader



I like to read books. I have a list of all the books I've read online since 1997. I don't use any social web tools for this. I sometimes think that I should. I find most of the books I want to read via friend' suggestions or by browsing the library shelves. I am beginning to think that this is unusual.

disclaimer



And before we go any further let me just say that I do NOT use a lot of these web tools in my jobs....



2.0 in a nutshell

I'm going to go over some of the 2.0 stuff even though it seems like old hat. More and more nowadays, people call it The Social Web, but it's important, to me, to explain what we're talking about and not just say "twitter and facebook" as shorthand.

2.0 stuff...

Contenders for Web 2.0 Activities		
Some of these activities have been around for a long time, but might qualify as Web 2.0 because of their opportunities for content creation and interaction.		
% Internet Users Who Have Done This	Activity	Survey Date
34	Used the internet to get photos developed or display photos	September 2005
30	Rated a product, service or person using an online rating system	September 2005
27	Shared files from your own computer with others online	May-June 2005
26	Shared something online that you created yourself, such as your own artwork, photos, stories or videos	December 2005
18	Taken material found online—like songs, text or images—and remixed it into your own artistic creation	January 2005
14	Created or worked on your own webpage	December 2005
13	Created or worked on webpages or blogs for others, including friends, groups you belong to, or for work	December 2005
11	Used online social or professional networking sites like Friendster or LinkedIn	September 2005
8	Created or worked on your own online journal or blog	February-April 2006

Source: Pew Internet & American Life Project Surveys. Margin of error ranges from $\pm 2\%$ to 4% for each sample.

more 2.0 stuff

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

**“using technology
to solve problems,
with a few sorts of
features...”**



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Libraries Share Great Ideas for Promoting *NextReads*!

This page features successful examples of ways libraries across the country and in several foreign countries are promoting *NextReads*. Content is added regularly, so check back often for new and interesting marketing tips from your colleagues! Have a marketing strategy that you would like to share with us? Contact us at NextReads@ebSCOhost.com. We'd love to hear from you!



[Pikes Peak Library District -- Increase Subscribers by 45%](#)
Use multiple marketing strategies, including creating a newsletter targeted to a group in your community, to increase *NextReads* usage.

[Deschutes Public Library -- Use NextReads to Share Your Staff's Expertise](#)
Create a Staff Picks newsletter and make it available on your website and by email.



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Coming Soon -- Widgets for Your Website!

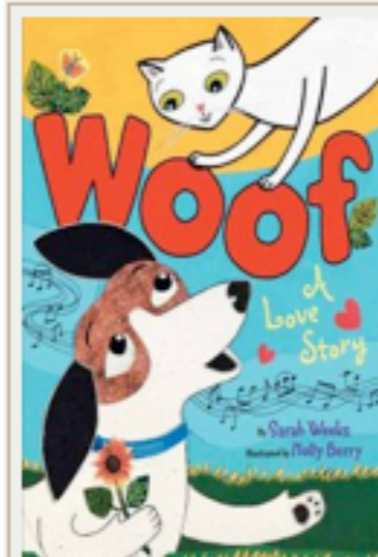
Mystery



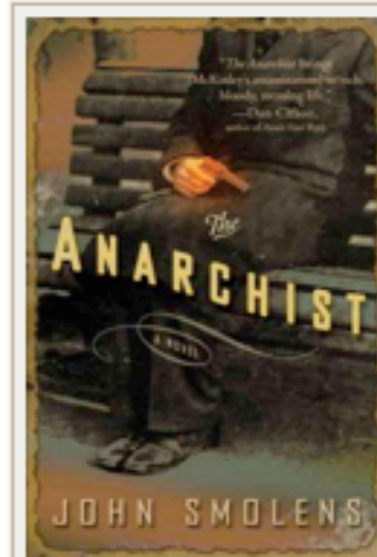
Biography and
Memoir



Picture Books



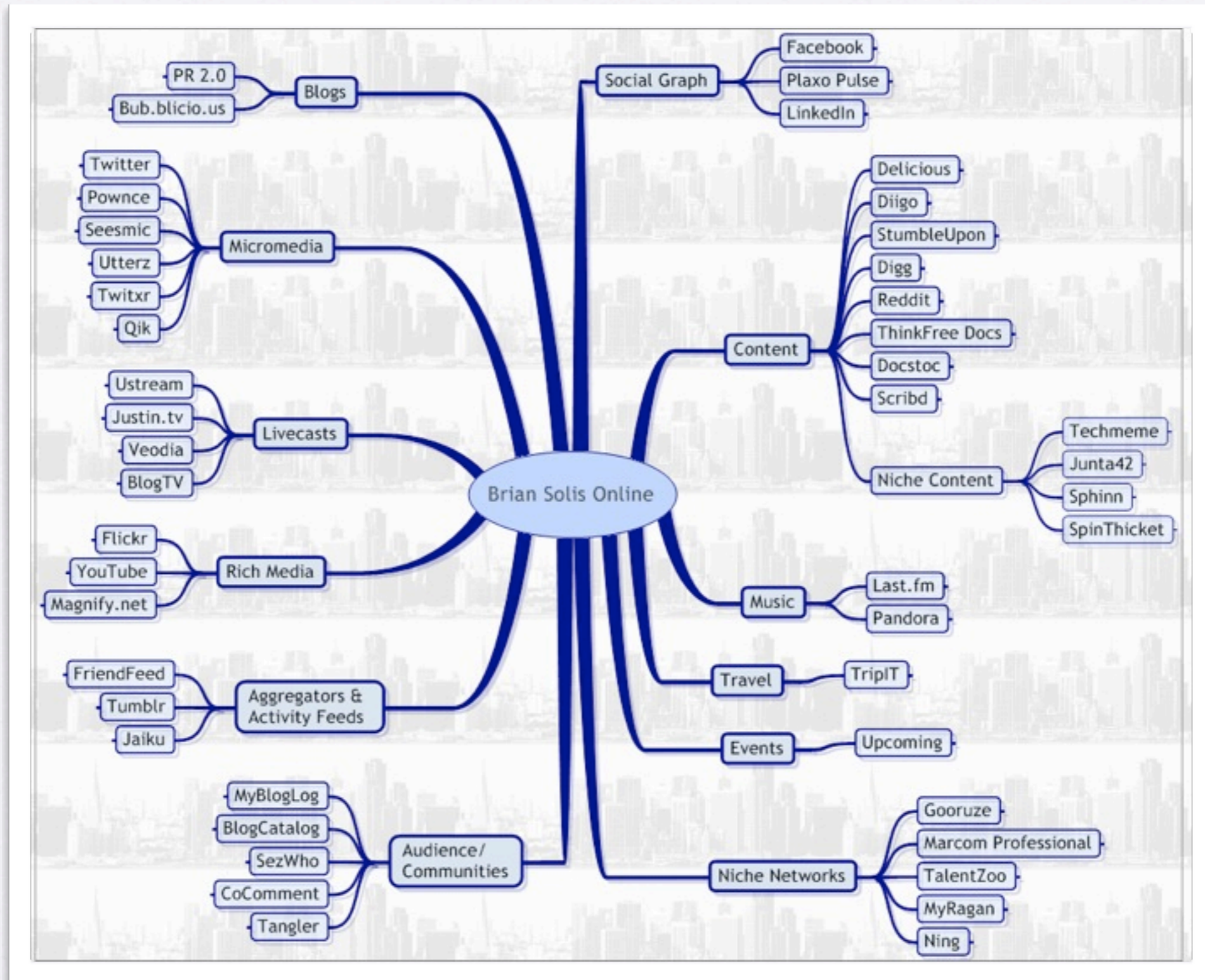
Historical Fiction





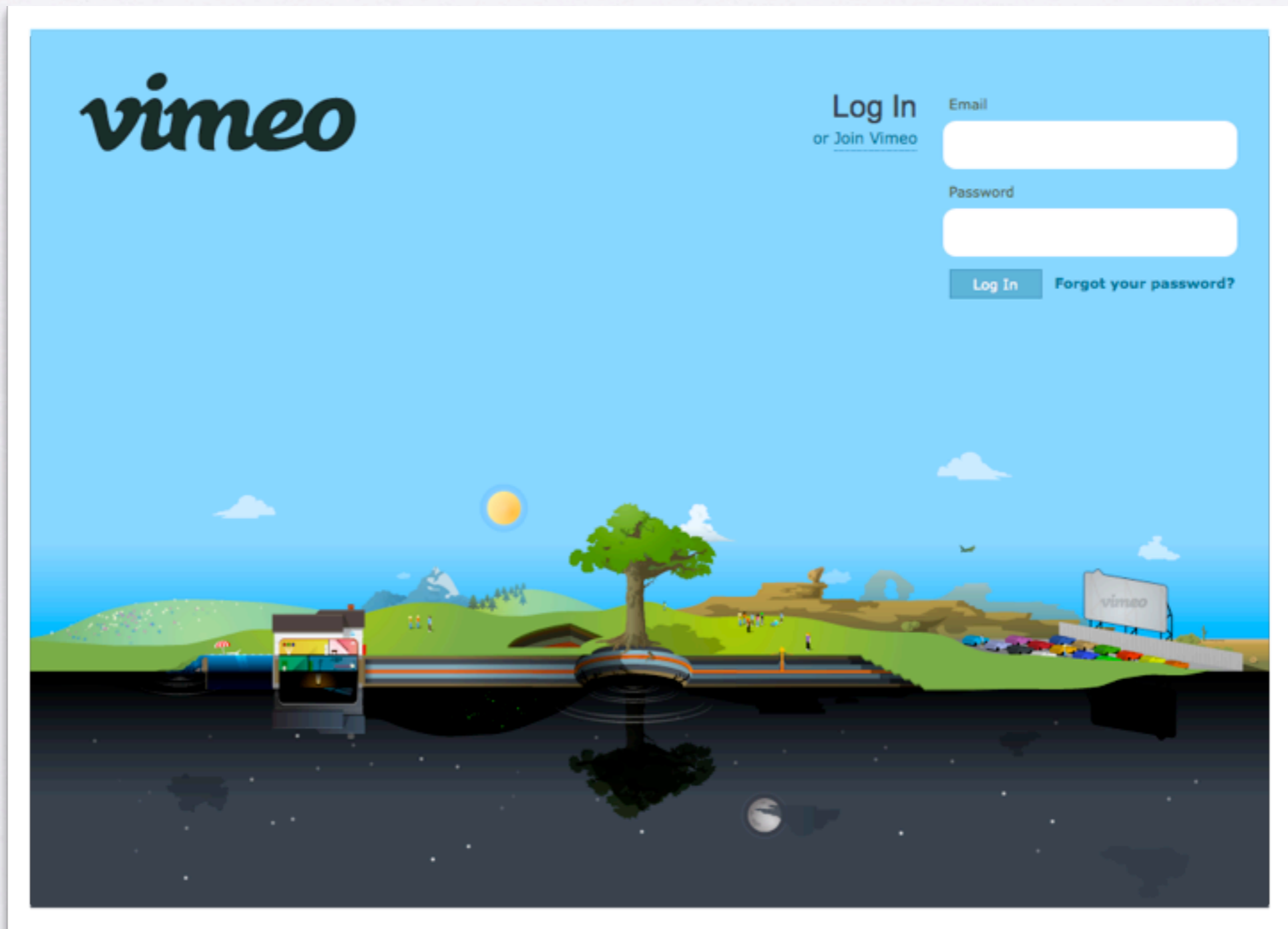
features

networked



We're getting to the point where the network can be assumed. wait, you say, what about Farmer Bob who lives up on the mountain? Good point. Tools like IM and social networking software work best when you can be more or less "always on"

2.0-topia is



http://www.vimeo.com/log_in

connected?

“There are three primary reasons why the 35 percent of non-adopting Americans do not have broadband: cost, lack of digital literacy and broadband is not sufficiently relevant for them to purchase it”

"Broadband Adoption and Use in America" Feb 2010, p. 5

connected?

“One in 10 rural non-adopters say they cannot get broadband where they live. That is more than twice the national average.”

"Broadband Adoption and Use in America" Feb 2010, p. 7

So technological solutions may not be appropriate for all people. The digital divide is real.

transparent



transparent

The screenshot shows the University of Illinois at Urbana-Champaign Undergraduate Library website. The header features the university logo and name, a search bar, and navigation links for 'website' and 'catalog'. A secondary navigation bar includes 'FIND', 'CATALOG', 'ONLINE RESEARCH RESOURCES', 'SERVICES', and 'HELP'. The breadcrumb trail indicates the user is viewing 'QB Search Results Full Record'. The main heading is 'UNDERGRADUATE LIBRARY' with contact information. A 'Quick Links' sidebar lists various services. The main content area displays a search result titled 'QB Search Results - Full Record' with a link to 'Try a new search'. The result is from the 'Question Board Archives' and shows 'Question 3 of 6 that match search criteria:'. The question is 'If a vaccum sucks, is it good or bad? -J. Gelvan' and the answer is 'Good. Cause then you know it's working.' The source is cited as 'a bottomless pit if humor and mirth'.

UNIVERSITY LIBRARY search website catalog

FIND **CATALOG** **ONLINE RESEARCH RESOURCES** **SERVICES** **HELP**

University of Illinois at Urbana-Champaign » University Library » Undergraduate Library » About the Library » Question Board » QB Search Results Full Record

UNDERGRADUATE LIBRARY

217.333.3477 | 1402 West Gregory | Urbana, IL 61801

ASK A LIBRARIAN FOR LIVE ASSISTANCE

QB Search Results - Full Record

[Try a new search](#)

From the Question Board Archives:
Question 3 of 6 that match search criteria:

Date Answered: 2/14/1999

Question:
If a vaccum sucks, is it good or bad? -J. Gelvan

Answer:
Good. Cause then you know it's working.

Source(s) Used to Answer Question:
a bottomless pit if humor and mirth

Quick Links

- Ask A Librarian
- My Account
- UIUC Catalog
- Online Research Resources
- Library Hours/Locations
- Interlibrary Loan
- Question Board

shared/sharing

Hot Reviews

[Eragon Inheritance Book 1 by Christopher Paolini](#), reviewed by [socialchild](#)

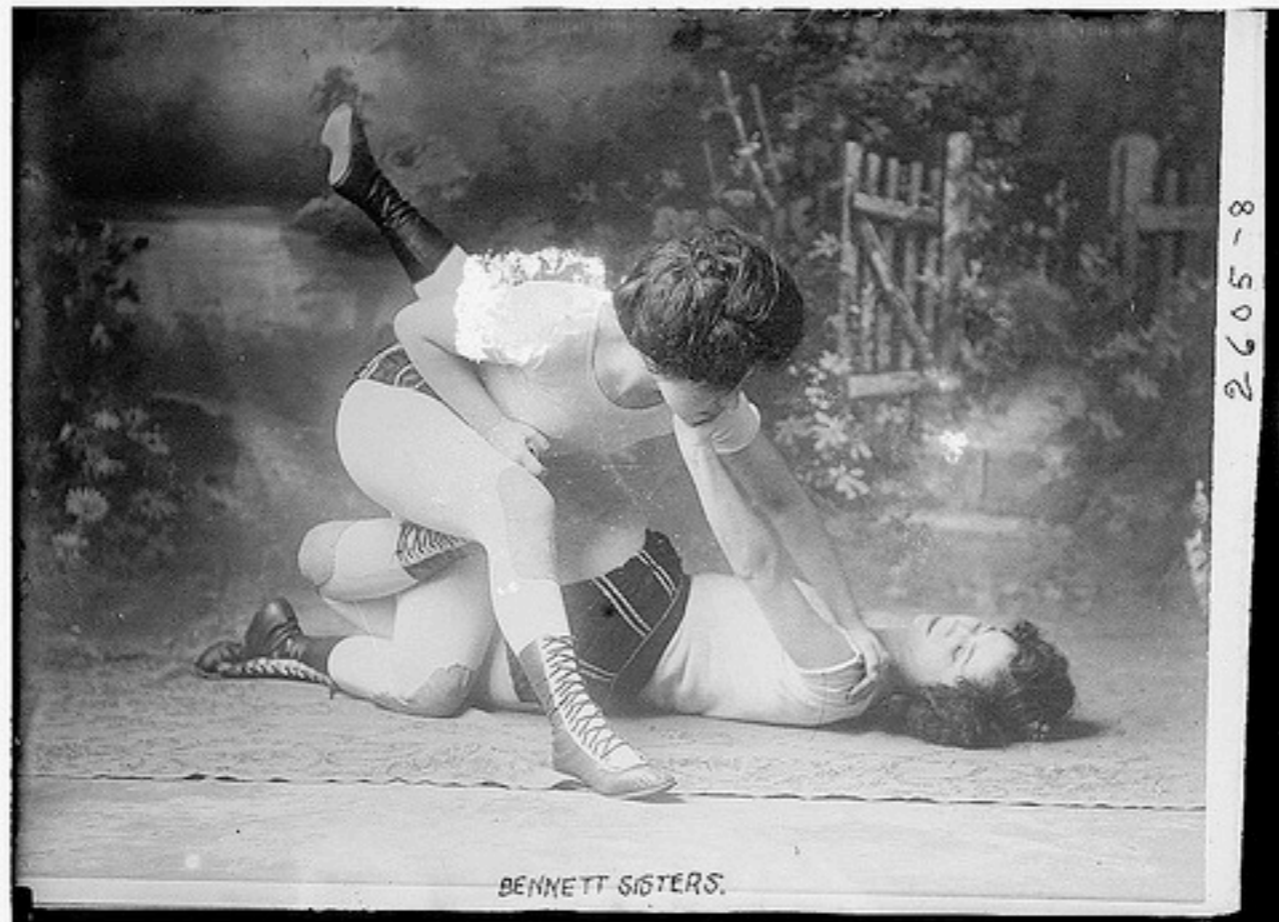
"Dreadful. This is a dreadful book. I read it because I was curious. I'd heard lots of good things about it, and was interested in following Paolini as a developing writer.

The book was written when Paolini was a teenager, and it really shows. He has ripped, whole cloth, the plot from Star Wars, the setting and character races from Tolkien, the use and nature of magic from LeGuin, and dragons... ([read](#))

user-generated content

Bennett Sisters (LOC)

★ ADD TO FAVES + ADD NOTE 📄 BLOG THIS 🔍 ALL SIZES 🖨️ PRINTS & MORE



recombined

- Yellow tags are library related.
- Blue tags are about settlers.
- Red tags are historical Churches.
- Green tags are schools.
- Purple tags are businesses.

The Old Municipal Building- once home of the Library
Last Updated by [Franklin Park](#) yesterday

**The Old Municipal Building
A Former Home of the Library**

The library has had several homes in its long history. After its initial home at 9602 Franklin Ave. it was located in the old Municipal Building, 3113 Atlantic. Later in the 1940's it moved into the old Waterworks Building, 9560 Franklin Ave. It was moved back to the Atlantic Ave. location, because the police needed the Waterworks Building while the new Municipal Building was being built. The library moved back to 9560 Franklin Ave. upon completion of the new Village Hall.

Get directions: [To here](#) - [From here](#)
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simple?

Language: English [others]

What's on your bookshelf?

Over thirty million books on members' bookshelves.

u with

Join LibraryThing

user name

password

email (optional)

Already a member? [Sign in.](#)

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when is a book not a book?

Kindle

- ok resolution
- battery life
- ~~US only~~
- “1500+ books”
- not for libraries?



Library Journal editorial, March 1, 2008

ipod/iphone

- easy to buy licensed content
- software lock-in for itms
- screen sort of “eh”
- most popular device



<http://flickr.com/photos/iamthebestartist/3024073648/>

<http://www.lexcycle.com/>

http://www.readwriteweb.com/archives/is_the_iphone_the_ultimate_ebook_reader.php

others



software options




Zoom: Auto The bird book : illustrating in natural colors more Page: 32 auk go

THE BIRD BOOK

35. GREAT AUK. *Pelecanus impennis*.

Range.—Formerly the whole of the North Atlantic coasts. Now extinct.

These great auks formerly dwelt in large numbers on the islands of the North Atlantic, but owing to their lack of the powers of flight and the destructiveness of mankind, the living bird has disappeared from the face of the earth. Although they were about thirty inches in length, their wings were even smaller than those of the Razor-billed Auk, a bird only eighteen inches in length. Although breeding off the coast of Newfoundland, they appeared winters as far south as Virginia, performing their migration by swimming alone. The last bird appears to have been taken in 1544, and Funk Island, off the coast of Newfoundland, marks the place of their disappearance from our shores. There are about seventy known specimens of the bird preserved, and about the same number of eggs. The immediate cause of the extinction of these birds was their destruction for food by fishermen and immigrants, and later for the use of their feathers commercially. The single egg that they laid was about 5.00 x 2 inches, the ground color was buff white, and the spots brownish and blackish. The markings varied in endless patterns as do those of the smaller Auk. There are but two real eggs (plaster casts in imitation of the ~~AUKS~~ eggs are to be found in many collections) in collections in this country, one in the Academy of Natural Science, Philadelphia, and the other in the National Museum, at Washington. Through the kindness of Mr. Wiener Stone, of the Academy of Natural Science, we are enabled to show a full-sized reproduction from a photograph of the egg in their collection.

Great auk
Olivier

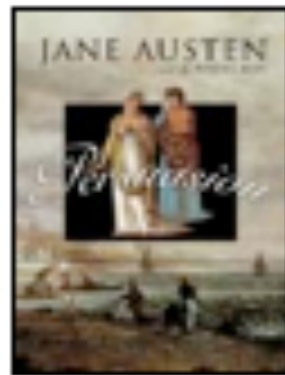
EGG OF THE GREAT AUK

Photographed from the specimen in the Academy of Natural Science, Philadelphia; but more than ten or twelve of these eggs are in this country. The one figured is one of the best marked specimens.

22

[Page 7](#) - Gaviidse Auks, Murres and Puffins. Family Alcidae
[Page 21](#) - Puffins, Auks and Murres are otherwise recognized by the
[Page 23](#) - or Horned Auk has a much smaller bill than the
[Page 24](#) - . RHINOCEROS AUKLET Color white, sometimes heavily blotched,
[Page 25](#) - - WHISKERED AUKLET. *Aethia pygmaea*. Range. The Alaska
[Page 26](#) - than the Auklets and are not ^_^
[Page 31](#) - Razor-billed Auk is in form similar to the Murres,
[Page 32](#) - of the Auks eggs are to be found in many
[Page 33](#) - THE GREAT AUK Photographed from the specimen in the Academy
[Page 39](#) - Murres and Auks. They gather together a apos pile
[Page 452](#) - -billed Auklet, Cassin apos s Crested Least

overdrive/audiobooks



Persuasion

by Jane Austen

The last novel completed by Jane Austen before she died in her early forties, *Persuasion* is often thought to be the story of the author's own lost love. The book's heroine, Anne Elliot,...



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always available

atomized texts?

Book overview

Snippet view - 1991 - 233 pages

Search in this book

3 pages matching **"future of reading"** in this book

Page xi

future of reading in a very specific, if somewhat surprising, way. The textual history of Symbolism is not just dependent on our continued willingness and ability to read it in the most straightforward sense of the word; the future itself, as a genuinely historical category of openness, can also become accessible as such if we learn to read the

copyright

- what do you own?
- what can you do with it?
- who says?
- or else what?



privacy

Can they share information outside the company without the customer's consent?

Google Books	No	User must opt-in to have personal info shared outside Google.
Amazon Kindle	Yes	Users may opt-out of use of information only for certain promotional and marketing purposes.
B&N Nook	Yes	Users may opt-out of use of information only for certain promotional and marketing purposes or for certain analytic uses of info by third parties.
Sony Reader	Yes	For information collected through the Reader Store: User may refuse to share information (on either an opt-out or opt-in basis) only for promotional or marketing purposes. To opt-out of further sharing of information by Borders, which operates the Reader Store, user must contact Borders directly.



social examples

social means...

- you can create a profile
- you can link to or friend other users
- you can generate/add some sort of content
- there is some “there” there



facebook examples

- Shelfari (3,034)
- GoodReads (17,840)
- Reading (59,383)
- WeRead (376,303)

I can not even see some of these because I have blocked them on facebook....

Twitter?

- TwitterLit (also on FriendFeed)
- ALA Twitter Feeds
- Albany Times-Union Arts



DailyLitBigRead

+ Follow

Lists ▾



This month's Big Read: "Fiction," a short story by bestselling/prize-winning author Alice Munro! Stay tuned for installment #1.

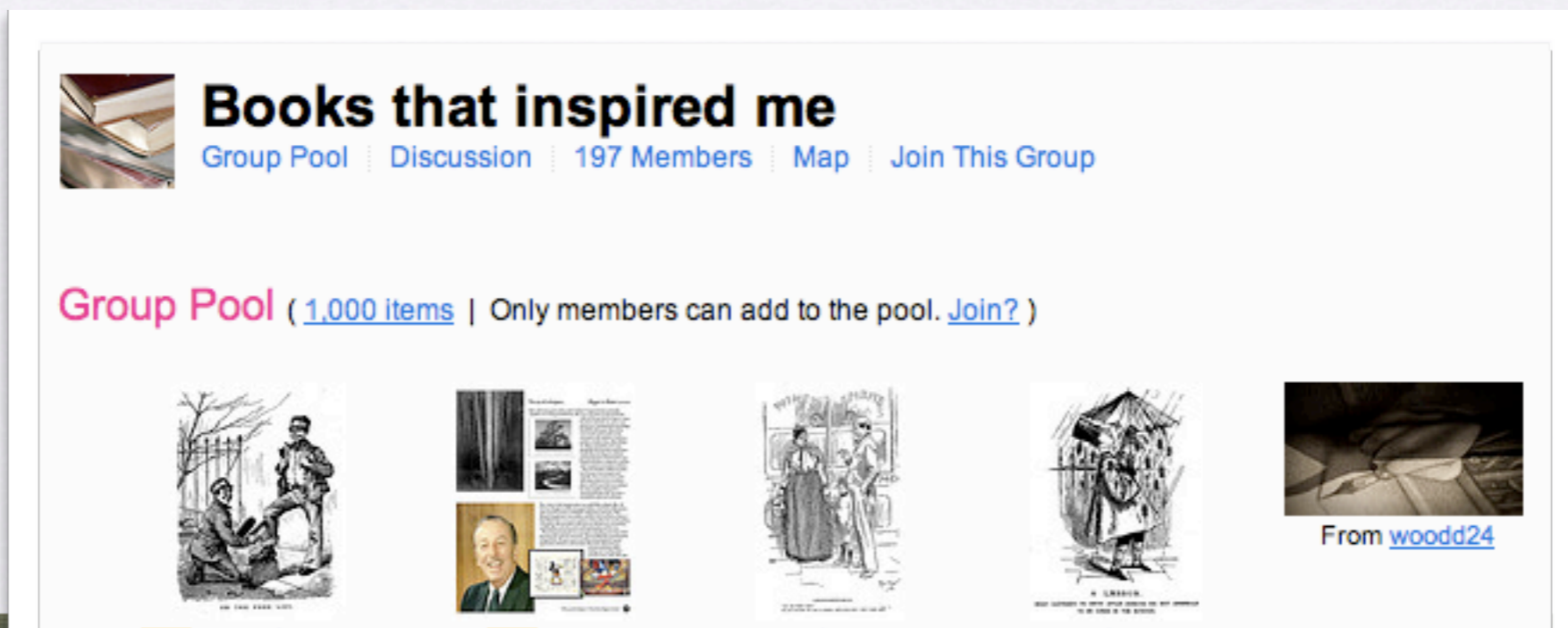
12:47 PM Feb 22nd via web

Check out installment 36 of 'A Christmas Carol' at <http://www.dailylit.com/subs/view/54bbdc754feafa2c5ffe6c4879ee4280/36>

11:00 AM Jan 26th via API

others...

- Flickr: MyBooks, Inspired books, displays, shelves
- Overbooked/Overbookers
- Simple staff options (details)
- Next up: Goodreads, LibraryThing, Shelfari



The screenshot shows a Flickr group page for "Books that inspired me". The group has 197 members and a pool of 1,000 items. The page displays a grid of five book-related images: a black and white illustration of two people, a portrait of a man, a historical illustration of a woman, a book cover, and a close-up of an open book. The text "From woodd24" is visible below the last image.



firefox

book burro

The screenshot shows the Amazon.com interface for the book 'Content: Selected Essays on Technology, Creativity, the Future (Paperback)' by Cory Doctorow. The page includes a search bar with 'book burro' entered, a navigation menu with options like 'Boston Public Library', 'Library Thing', 'PaperBackSwap', 'Abebooks', and 'Powells'. The book's cover is displayed on the left, featuring the title 'content' in red and a large '@' symbol. The right side of the page shows the book's title, author 'Cory Doctorow', a 4.5-star rating from 3 reviews, a list price of \$14.95, and a current price of \$10.17. It also mentions 'FREE Super Saver Shipping' and 'In Stock' status. Delivery information indicates it can be delivered by Monday, November 17th if ordered within 21 hours. The page also shows the number of new (31) and used (6) copies available for \$5.95 each.

book burro

Boston Public Library

Library Thing

PaperBackSwap

Abebooks

Powells

Library Thing Search

Search

Advanced Search

Browse Subjects

Hot New Releases

Bestsellers

The Ne

Prime

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FREE Upgrade on this item v

Content: Selected Essays on Technology, Creativity, the Future (Paperback)^{NY SL}

by Cory Doctorow (Author)

★★★★☆ (3 customer reviews)

List Price: \$14.95

Price: \$10.17 & eligible for **FREE Super Saver Shipping** on ord

You Save: \$4.78 (32%)

[Special Offers Available](#)

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

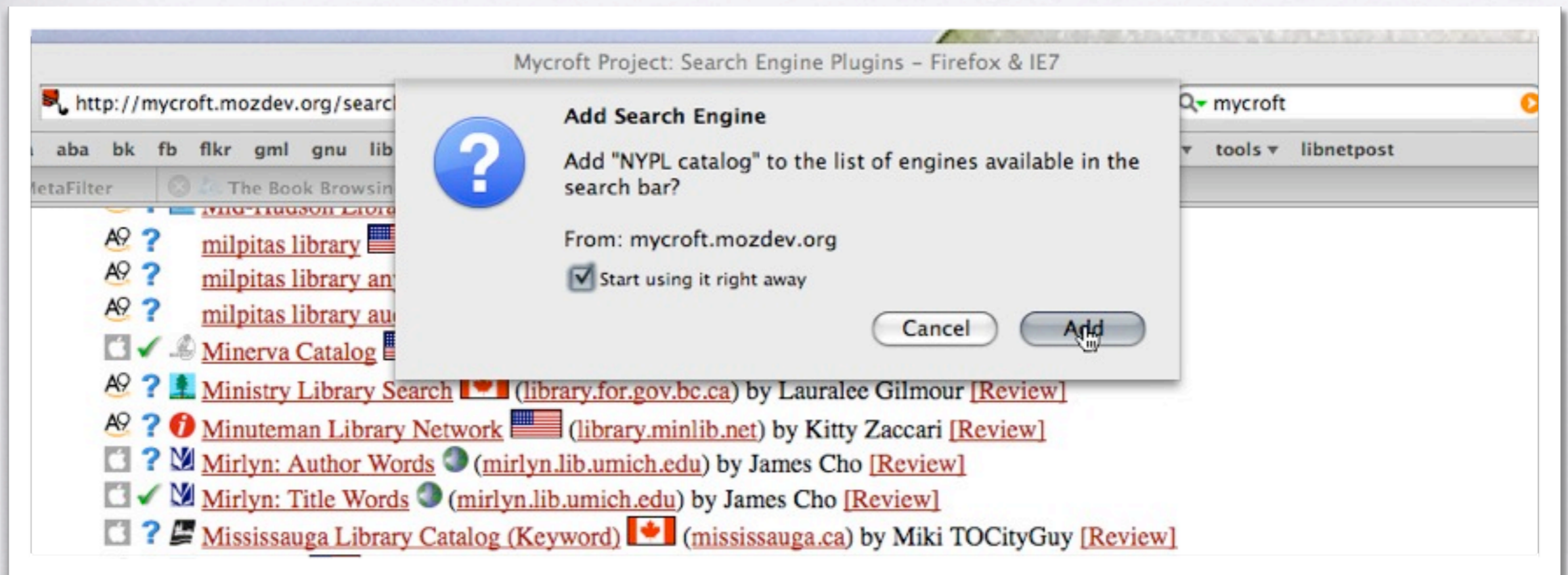
Want it delivered Monday, November 17? Order it in the next 21 hours and **One-Day Shipping** at checkout. [See details](#)

31 new from \$5.95 **6 used** from \$5.95

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search engines



libx

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Your Amazon.com Today's Deals Gifts & Wish Lists Gift C

Shop All Departments Search Books

Books Advanced Search Browse Subjects Hot New Releases Bestsellers

Prime To get this item by **Tuesday**, Nov 18

Get Free Shipping for a full month with a Free Trial of Amazon Prime [Learn more](#)

Content: Selected Essays on Technology, the Future (Paperback)^{NY SL}
by [Cory Doctorow](#) (Author)
★★★★☆ (3 customer reviews)

List Price: \$14.95
Price: **\$10.17** & eligible for **FREE Super Saver Ship**
You Save: **\$4.78 (32%)**
[Special Offers Available](#)

In Stock.
Ships from and sold by **Amazon.com**. Gift-wrap available.

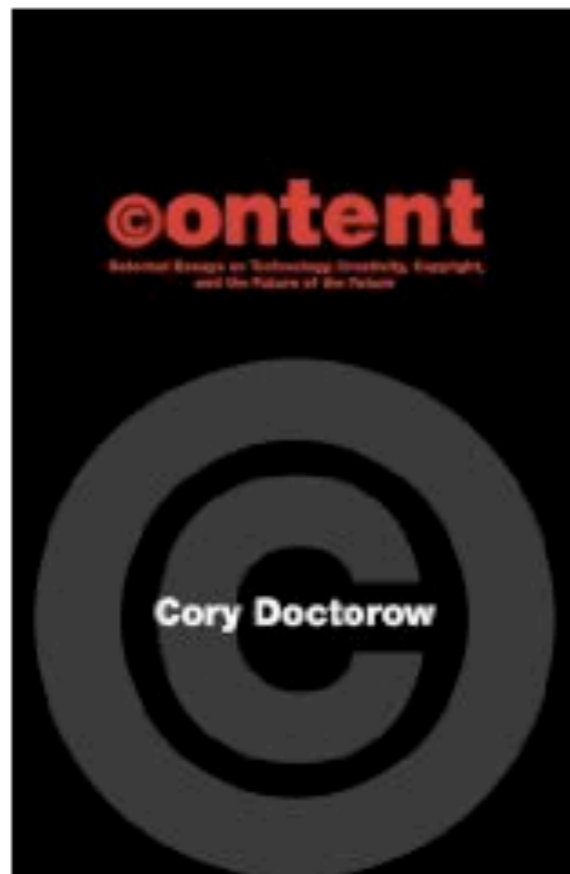
and the toolbar! <http://libx.org/>

greasemonkey

Prime

To get this item by **Tuesday**, Nov 18 order

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[See larger image](#)

Content: Selected Essays on Technology Future of the Future (Paperback)^{NY SL}

by [Cory Doctorow](#) (Author)

[Available in a San Diego County Library!](#)

[Available in a San Diego Public Library!](#)

[Available in a UCSD Library!](#)

★★★★☆ ([3 customer reviews](#))

List Price: ~~\$14.95~~

Price: **\$10.17** & eligible for **FREE Super Saver S**

You Save: **\$4.78 (32%)**

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In Stock.

Ships from and sold by **Amazon.com**. Gift-wrap available.

other userscripts

- library modules
- other page display fun
- “search amazon” from NYTimes book review



userscripts.org

Senate House Library Un-Suckifier

Written by [tommorris](#), installed 9 times.
Last update Oct 20, 2008



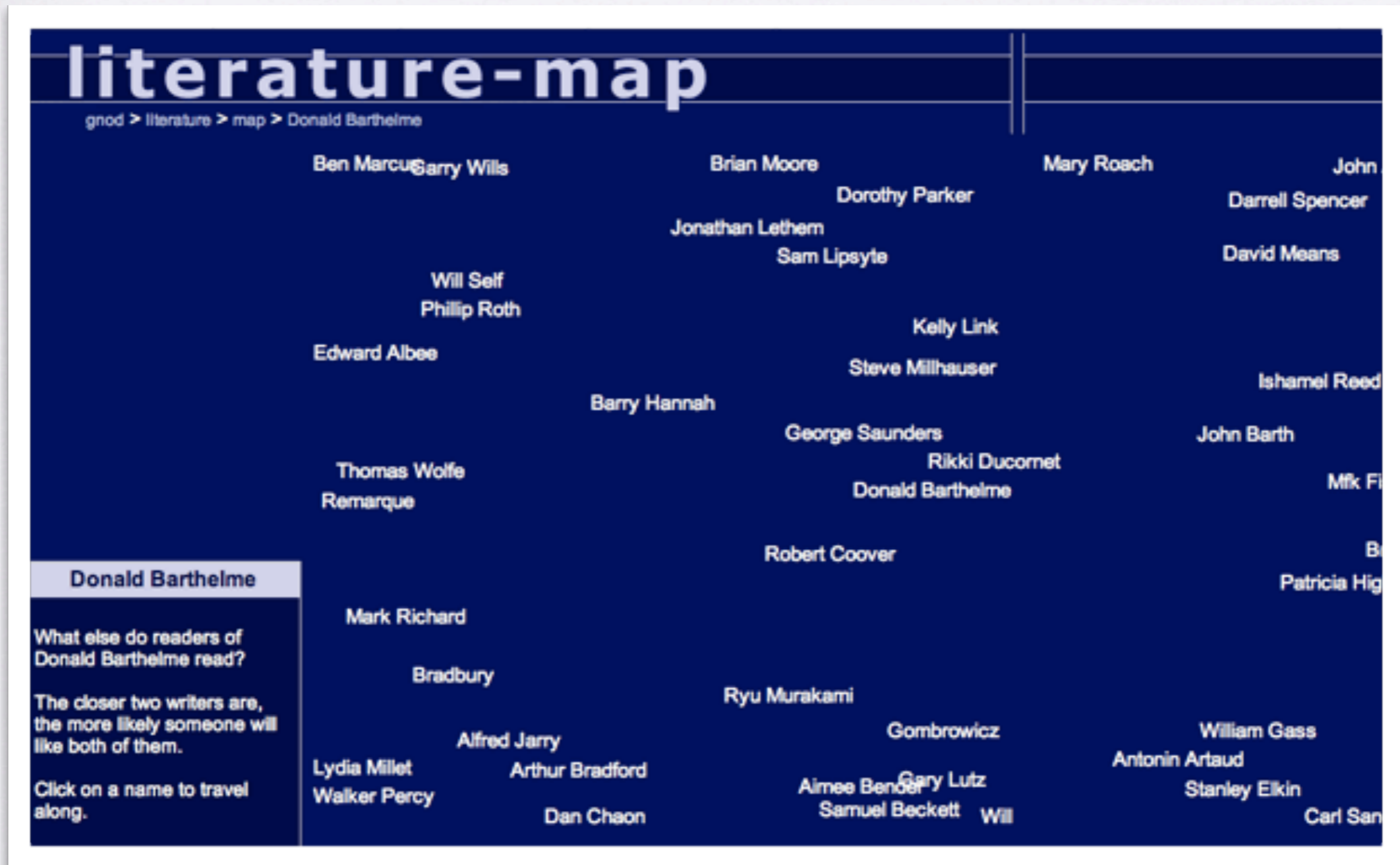
0

Removes timeout refresh on SHL website, so you can use yer tabs.



some “out there” examples

literature-map



aqua browser

The screenshot shows the Queens Library website interface. At the top left is the logo with the text "Queens Library Enrich your life". On the top right are links for "My Account", "Renew & Request Items", "My Queens Library", and "Web Memberships". A navigation bar contains buttons for "Books", "Music", "Movies", "Digital Media", "Websites", "Articles", and "Events". Below this is a search bar with "brautigan" entered and a "go" button. The search results are displayed in a grid. On the left is a network diagram with "brautigan" at the center, connected to other names like "ginsberg", "brogan", "simic", "rattigan", "traurigen", "dylan", "protege", "richard", "beautician", "leroi", and "creeley". A legend at the bottom left explains the diagram's elements: Association (black square), Translation (green square), Discovery trail (blue square), Spelling variation (orange square), and Thesaurus term (grey square). The main results area shows three items, each with a book icon and a "Books" label. The first item is "You can't catch death" by Ianthe Brautigan, published in 2001. The second is "Richard Brautigan" by Edward Halsey Foster, published in 1983. The third is "Richard Brautigan" by Marc Chagnon, published in 1983. On the right side, there are sections for "Select Location", "Refine" (with sub-sections for Author, Subject, Series, Geographical, Person, and Year), and "Print this page".

Queens Library
Enrich your life

My Account
Renew & Request Items

My Queens Library
Web Memberships

Print this page

Books Music Movies Digital Media Websites Articles Events

Discover Search: brautigan go

Results 1 - 10 of 26 for brautigan, sorted by: relevance

You can't catch death
a daughter's memoir
Ianthe Brautigan
1st St Martin's Griffin ed.
Call number: B Brautigan B
Year: 2001
Subject: Authors, American, Suicide victims, Fathers, Fathers and daughters, Brautigan, Richard, Brautigan, Ianthe, 20th century, United States, Biography, Family, Family relationships, Death, Psychological aspects
Found: Brautigan (5)

Richard Brautigan
Edward Halsey Foster
Includes index.
Call number: 813 BRAUTIGAN F
Year: 1983
Series: Twayne's United States authors series ;
Subject: Brautigan, Richard, Criticism and interpretation
Found: Brautigan (2)

Richard Brautigan
Marc Chagnon
Call number: 813 BRAUTIGAN C
Year: 1983
Series: Contemporary writers
Subject: Brautigan, Richard, Criticism and interpretation
Found: Brautigan (2)

Select Location
Showing results from:
All locations

Refine

Author

- > Brautigan, Richard (14)
- > McCullough, Frances Monson (2)
- > Charyn, Jerome (1)
- > 11 more...

Subject

- > Poetry (2)
- > Short stories (1)
- > American fiction (1)
- > Death (1)
- > American poetry (1)
- > 6 more...

Series

- > Contemporary writers (1)
- > Twayne's United States authors series ; (1)

Geographical

- > United States (1)

Person

- > Brautigan, Richard (4)
- > Brautigan, Ianthe (1)

Year

- > 2001 (2)
- > 1983 (2)

ginsberg
brogan
simic
rattigan
traurigen
dylan
brautigan
protege
richard
beautician
leroi
creeley

Association
Translation
Discovery trail
Spelling variation
Thesaurus term

“social reading”

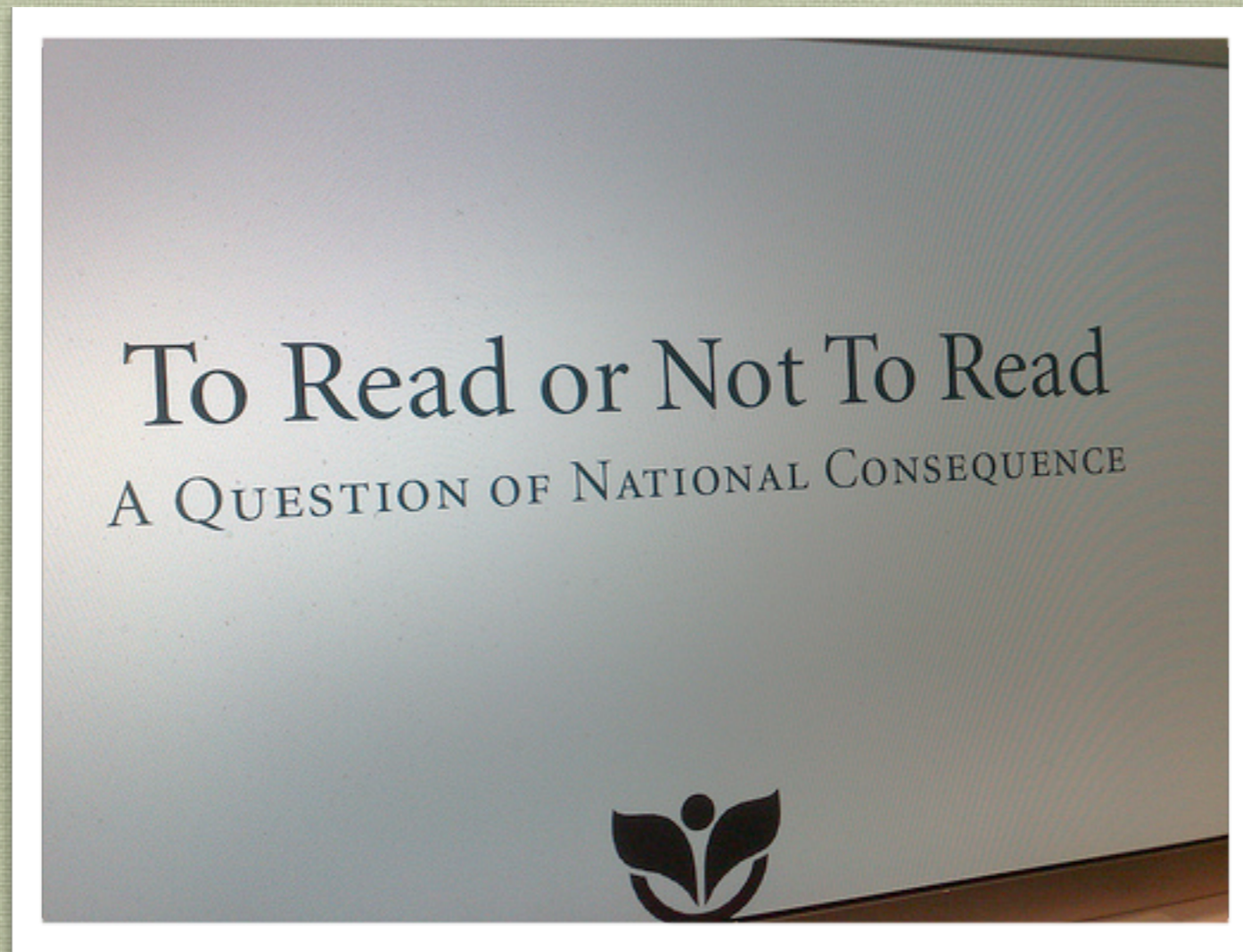
- trusted network
- more connections
- more granularity
- big databases
- easy to use



“The entire point of RA is to reach readers...
Library 2.0 tools play to the strengths of RA work
and can deepen and broaden the interaction,
introduce new ways of connecting books to other
items, and enable librarians to enlist the entire
community of readers in the collaborative
creation of RA services for everyone”

Neal Wyatt, “2.0 for Readers,” *Library Journal* 132, no. 18
(November 1, 2007): 30-33.

Thank You



< librarian.net/talks/pla10 >