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* >

Hi, thanks for coming!

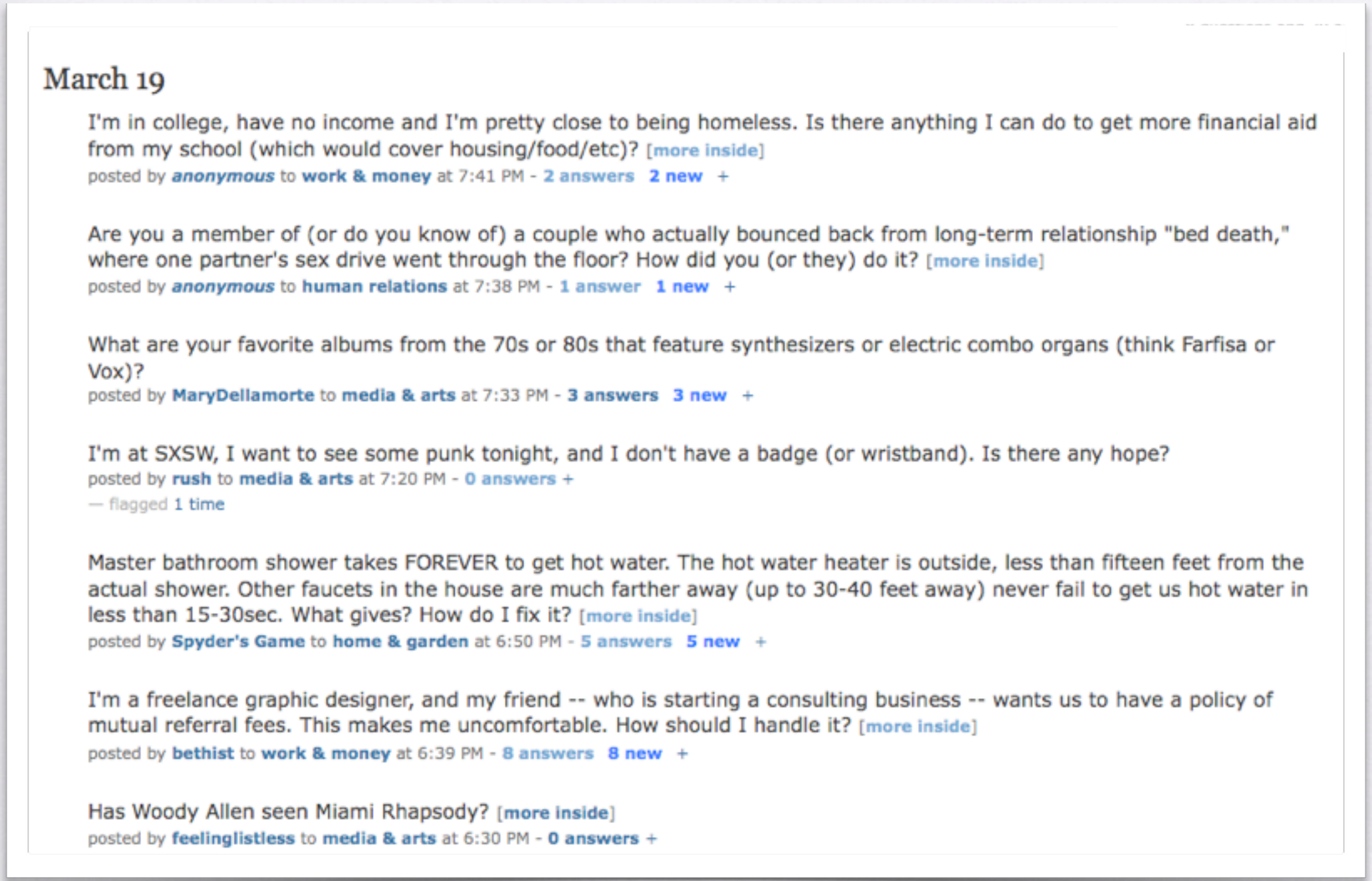
quick intro

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 ±2% to 4% for each sample.

http://www.oreillynet.com/lpt/a/6228

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

http://www.oreillynet.com/lpt/a/6228

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

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- About the *NextReads* Team
- About *NextReads* Newsletters
- Newsletter Schedule 2010
- Product Information

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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Login

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About *NextReads* Newsletters

Newsletter Schedule 2010

Product Information

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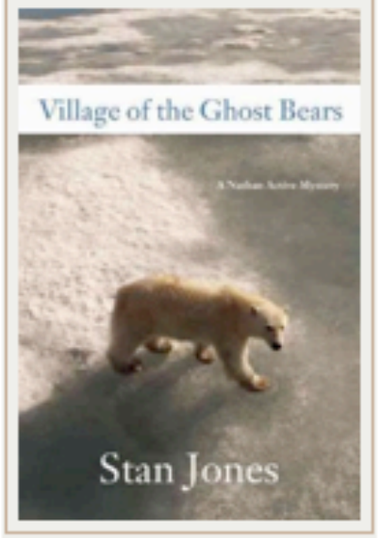
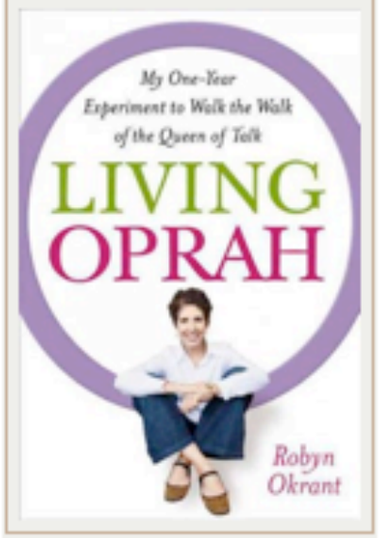
Coming Soon -- Widgets for Your Website!

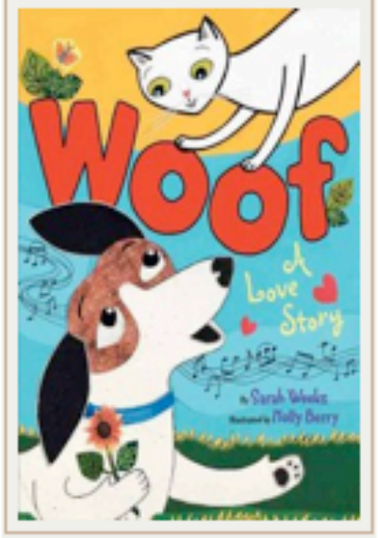
Mystery



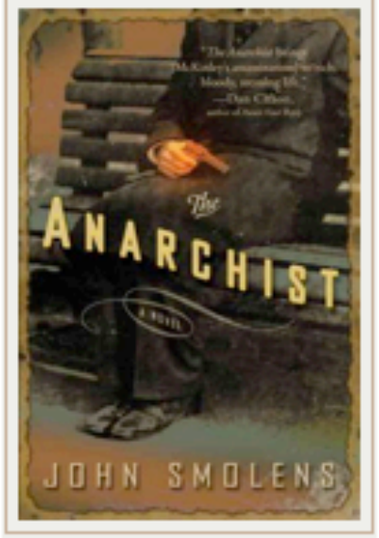
Biography and Memoir



Picture Books

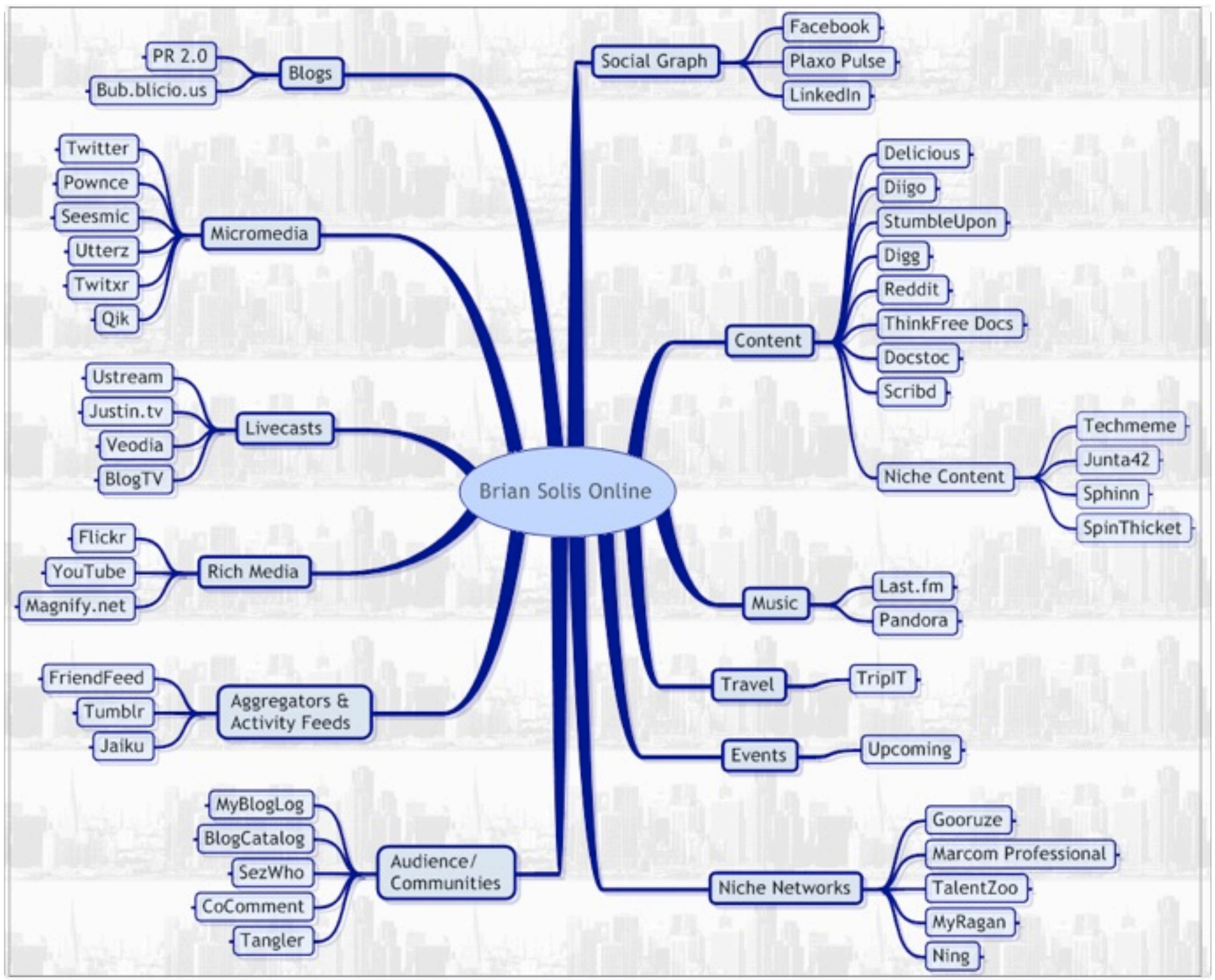


Historical Fiction



features

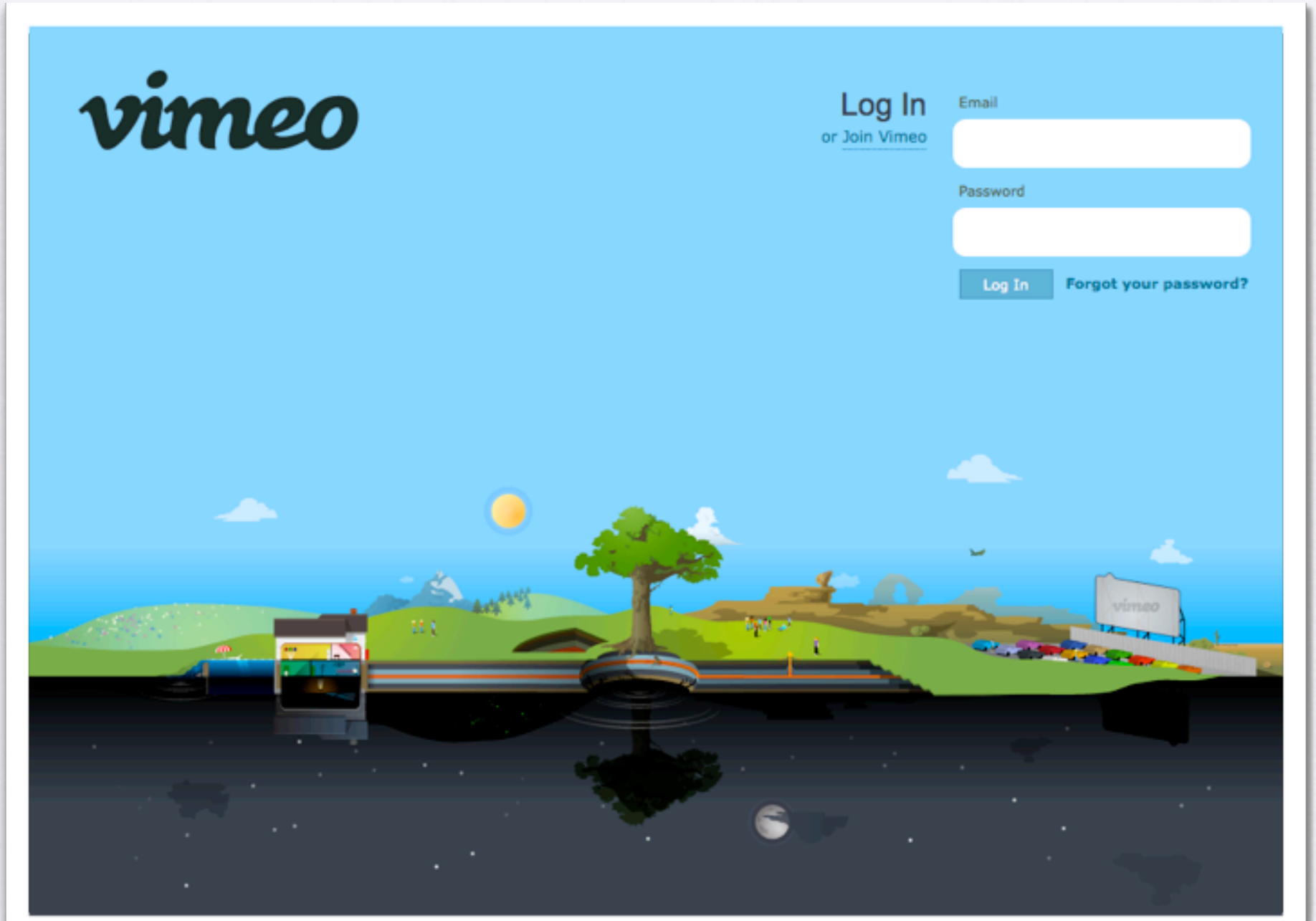
networked



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”

http://flickr.com/photos/briansolis/2374839848/

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

http://www.pewinternet.org/PPF/r/257/report_display.asp

connected?

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

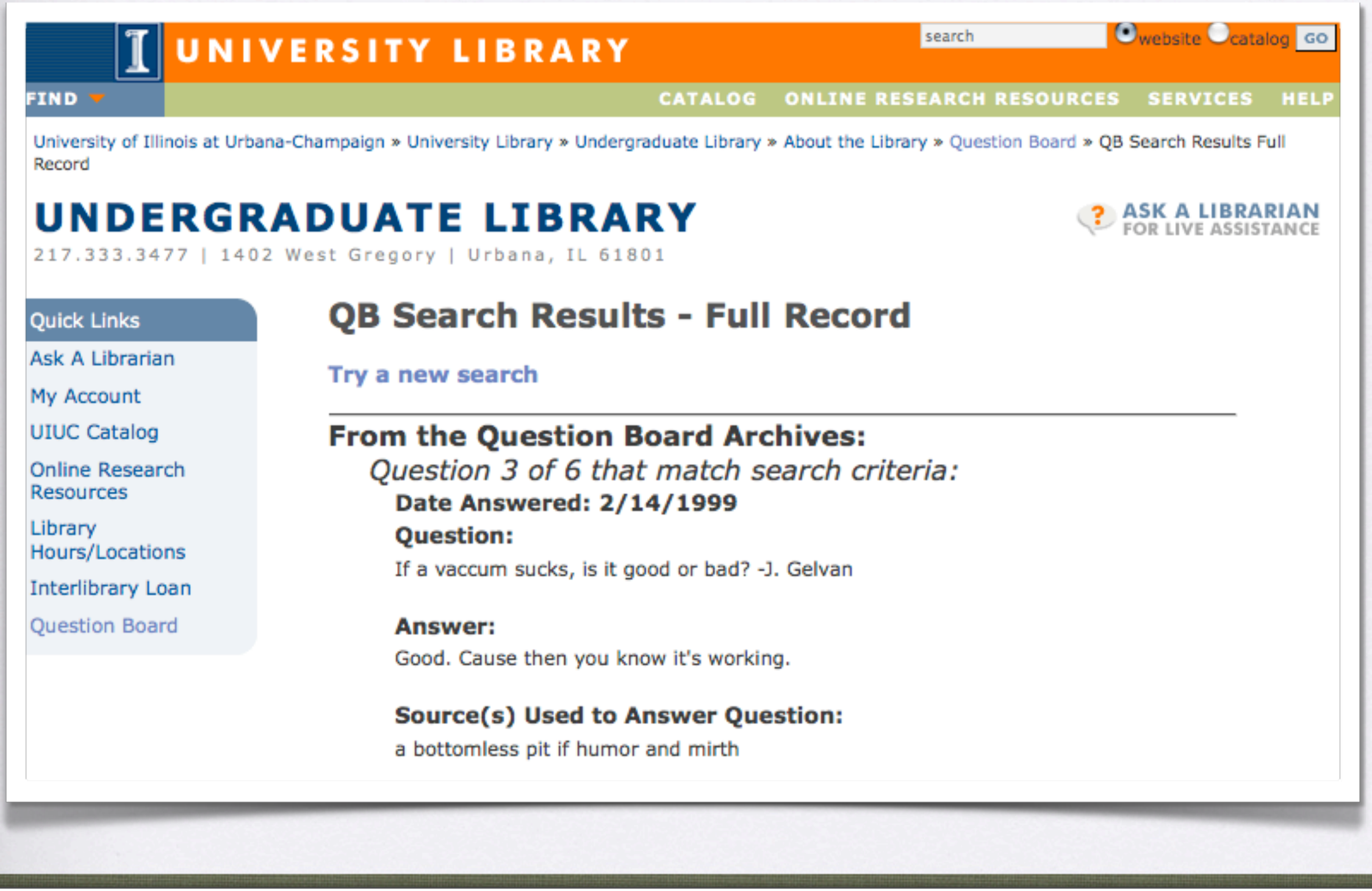
"Broadband Adoption and Use in America" Feb 2010, p. 7

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

transparent

http://icanhaz.com/questionboard

transparent



http://icanhaz.com/questionboard

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)

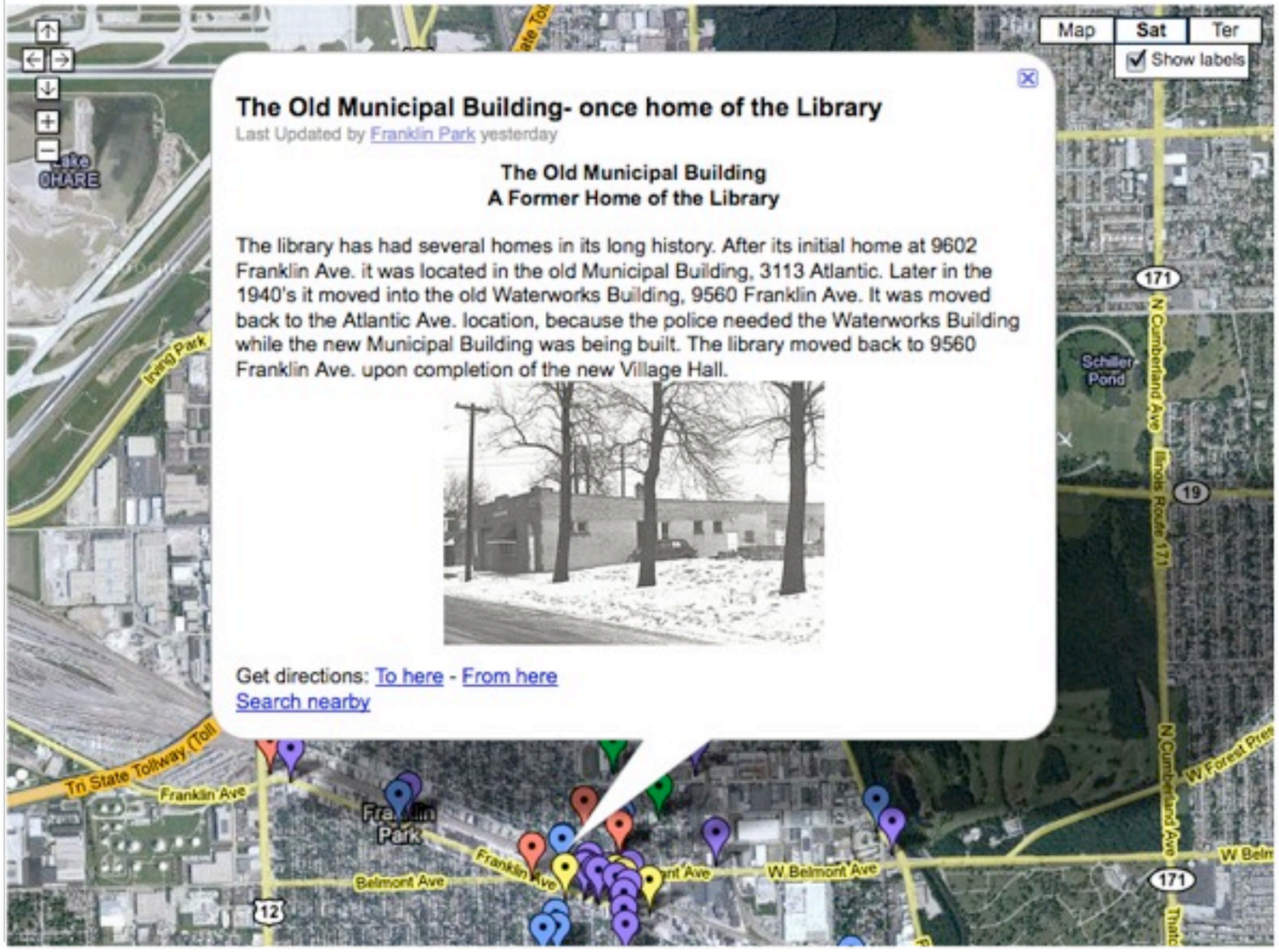
http://www.librarything.com/work/6518/reviews/14902332

user-generated content

http://flickr.com/photos/library_of_congress/2989424855/

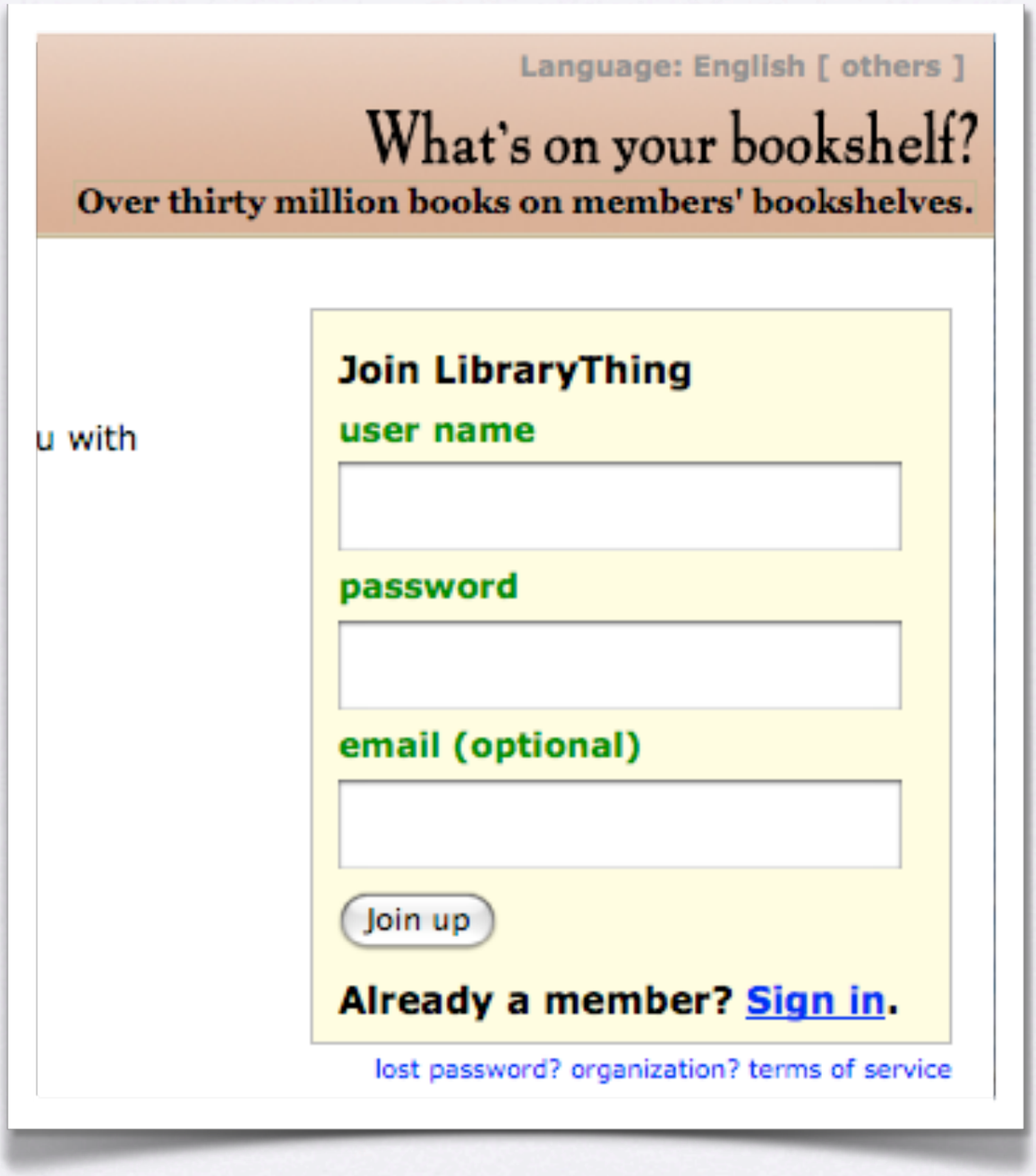
recombined

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



http://www.franklinparklibrary.org/historical_map
http://www.libraryjournal.com/article/CA6602836.html

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)
Join up
Already a member? Sign in.
lost password? organization? terms of service

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

9.7 in diagonal, 824 × 1200 pixels, 150 ppi, 16-level grayscale display

ipod/iphone

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

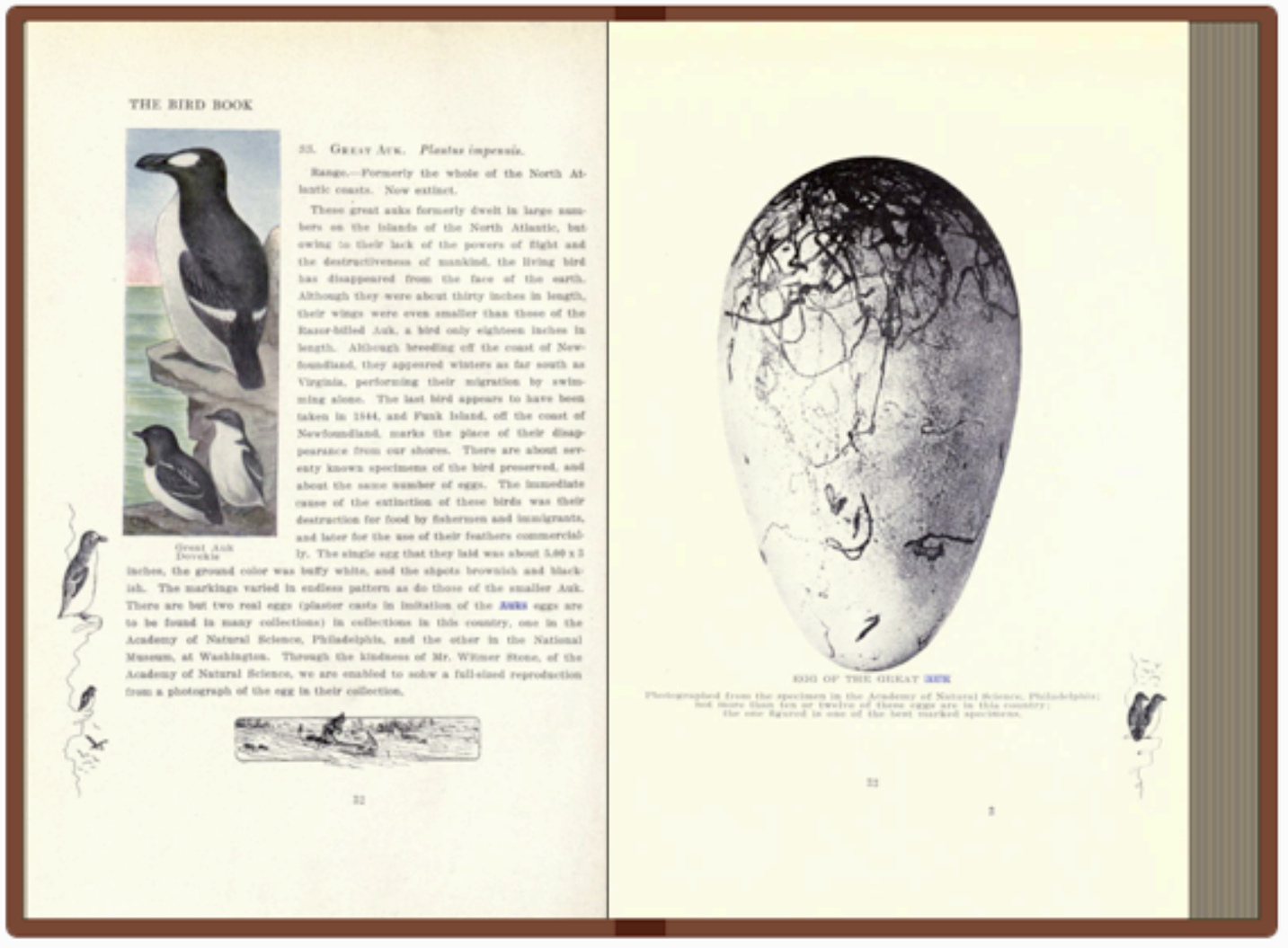
http://flickr.com/photos/iamthebestartist/3024073648/
http://www.lexcycle.com/
http://www.readwriteweb.com/archives/is_the_iphone_the_ultimate_ebook_reader.php

others

SONY
The Concrete Blonde
That was the line that Bosch had read and reread at least six times since getting the paper during the first break. Sinister. What did she mean by that? He had tried not to let it bother him, knowing that Chandler would not be above using a newspaper interview for a psych-ops outing but, still, it felt like a warning shot. It let him know more was to come.
Chandler said she also plans to question the police evidence that Church was the Dollmaker. She said Church, the father of two daughters, was not the serial killer police sought and that they labeled him as such to cover up Bosch's misdeed.
"Detective Bosch killed an innocent man in cold blood," Chandler said. "What we are doing with this civil rights suit is what the police department and the district attorney's office refused to do: bring forward the truth and provide justice for Norman Church's family."
Bosch and Asst. City Atty. Rodney Belk, who is defending him, declined comment for this story. Along
10 of 21
PRS-505
MENU

software options

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



THE BIRD BOOK

Great Auk
Dovekie

33. Great Auk. *Plautus 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 1844, 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 3 inches, the ground color was buffy white, and the spots brownish and blackish. The markings varied in endless pattern 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. Witmer Stone, of the Academy of Natural Science, we are enabled to solve a full-sized reproduction from a photograph of the egg in their collection.

32

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.

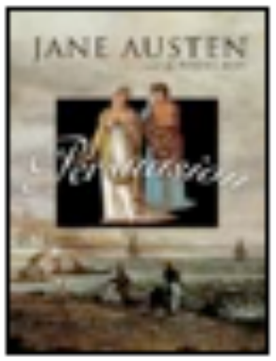
33

3

auk | go

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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Plays on: PC, Mac, Burn to CD, WMA, iPod, MP3

always available

* choke *

atomized texts?

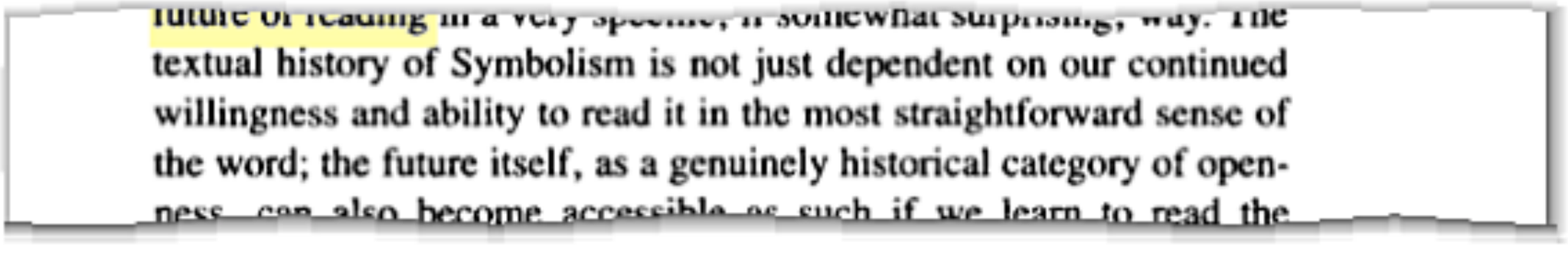
Book overview

Snippet view - 1991 - 233 pages

Search in this book

"future of reading" Search

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 open-
ness, 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.

Eff published a buyer's guide

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)

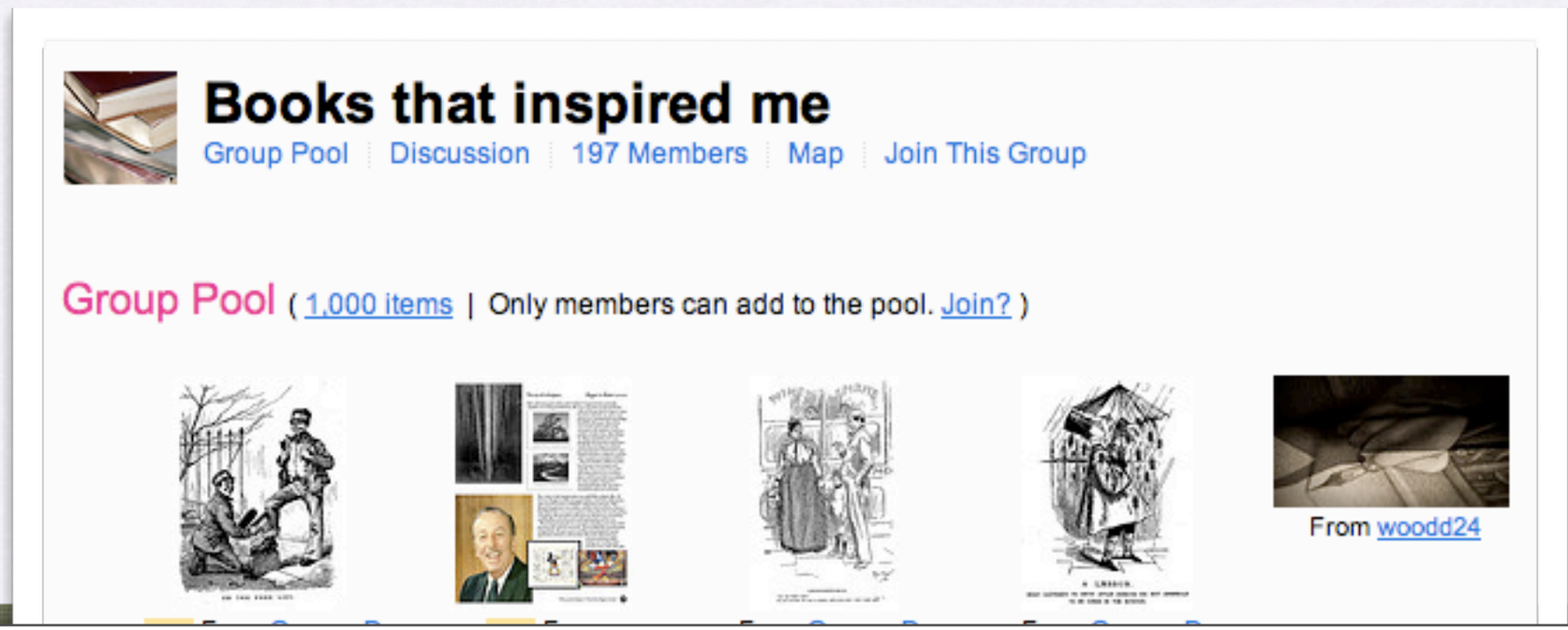
I can not even see some of these because I have blocked them on facebook....

Twitter?

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

others...

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



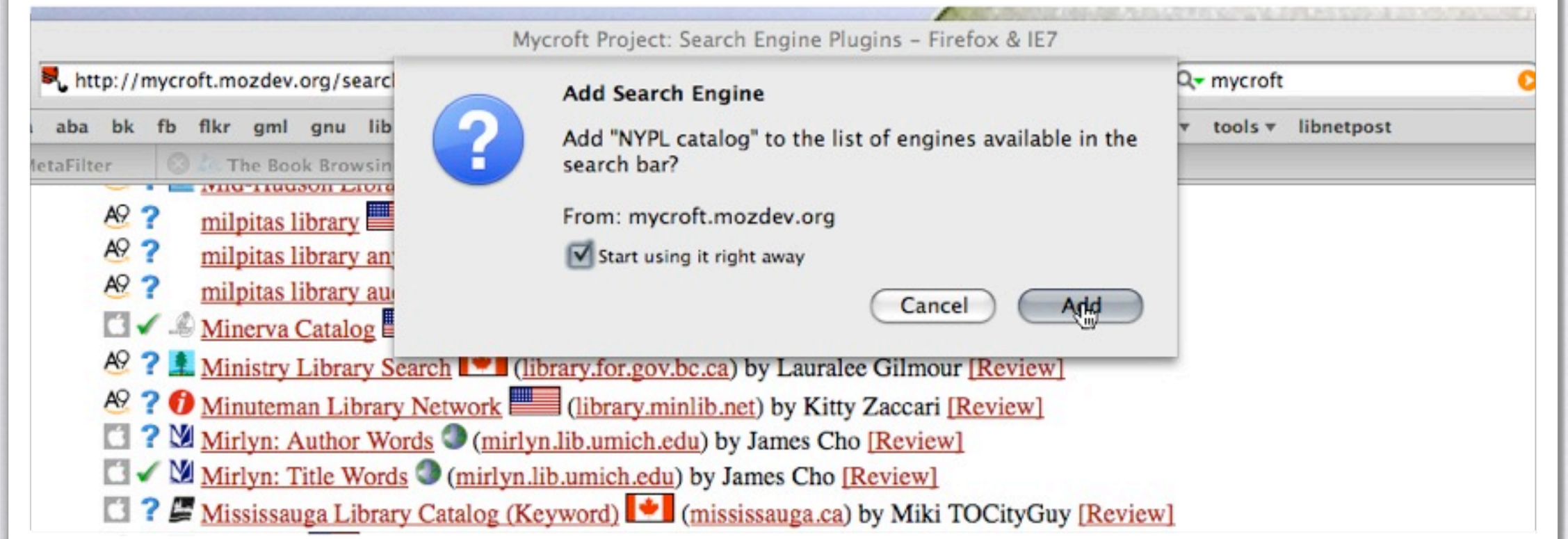
http://flickr.com/groups/inspiredbooks/
http://flickr.com/groups/bookdisplays/
http://flickr.com/groups/bookshelf/

firefox

book burro

http://www.bookburro.org/

search engines

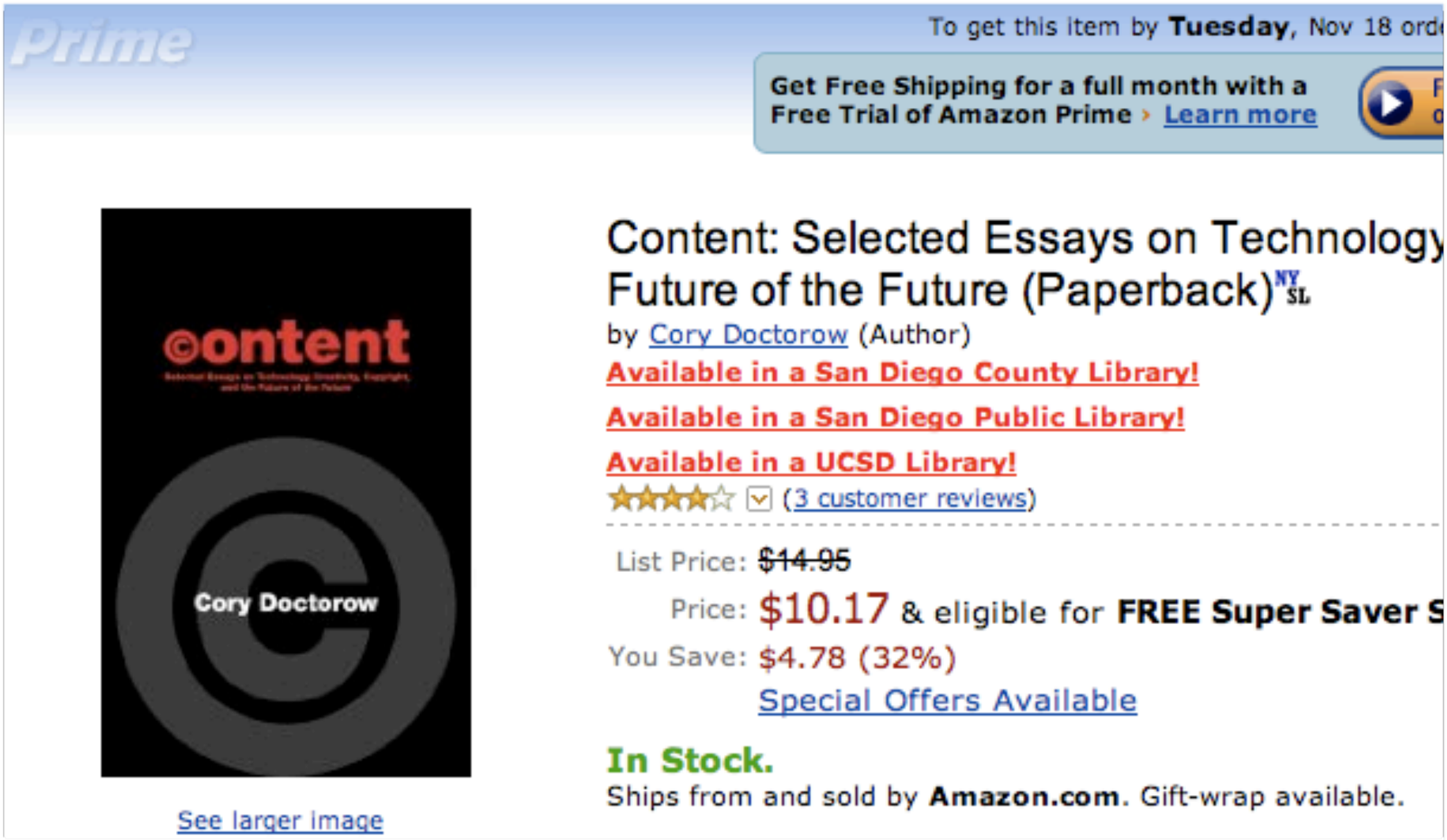


570 library plugins – for firefox and IE7

libx

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

greasemonkey

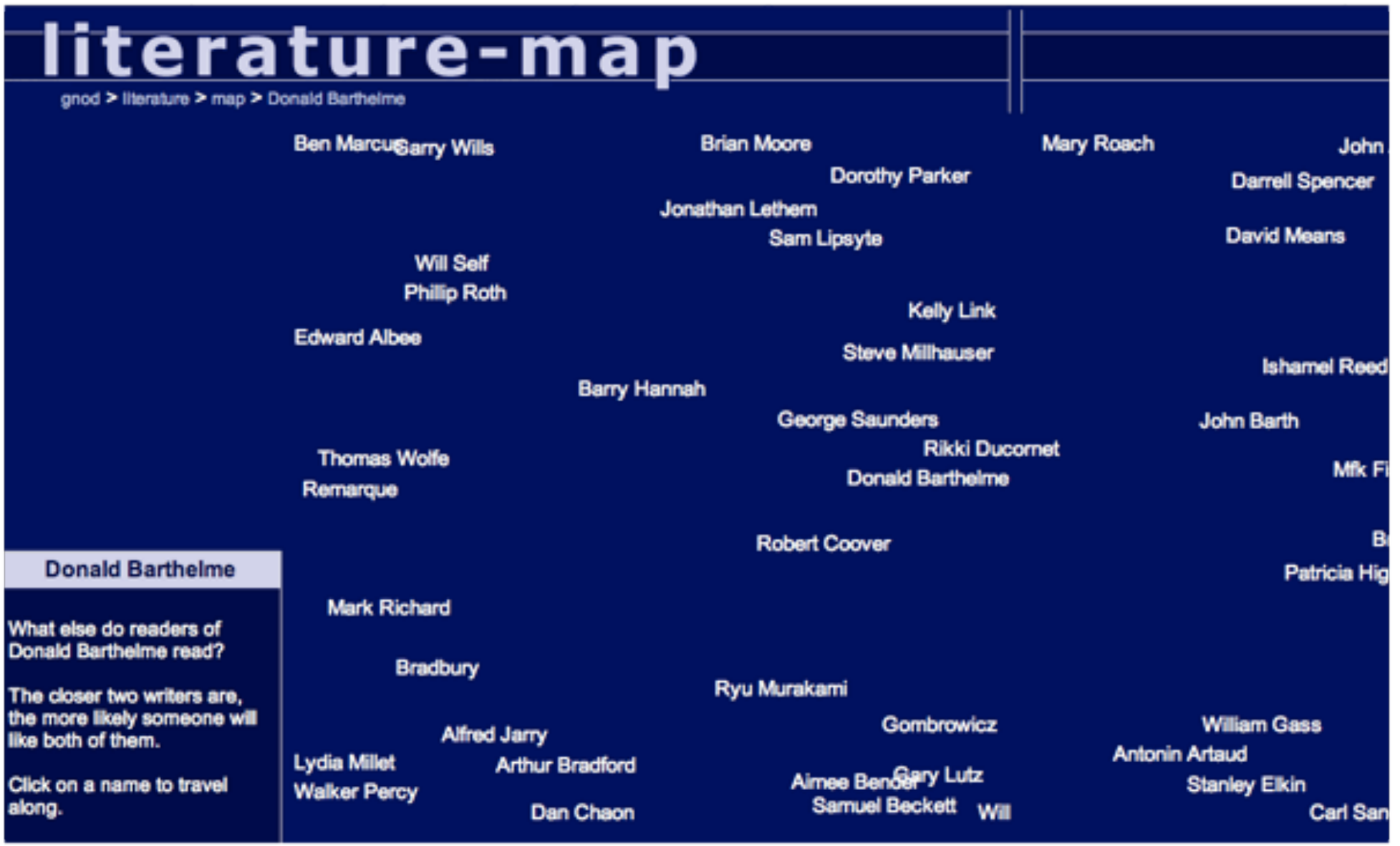


other userscripts

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

some “out there” examples

literature-map



aqua browser

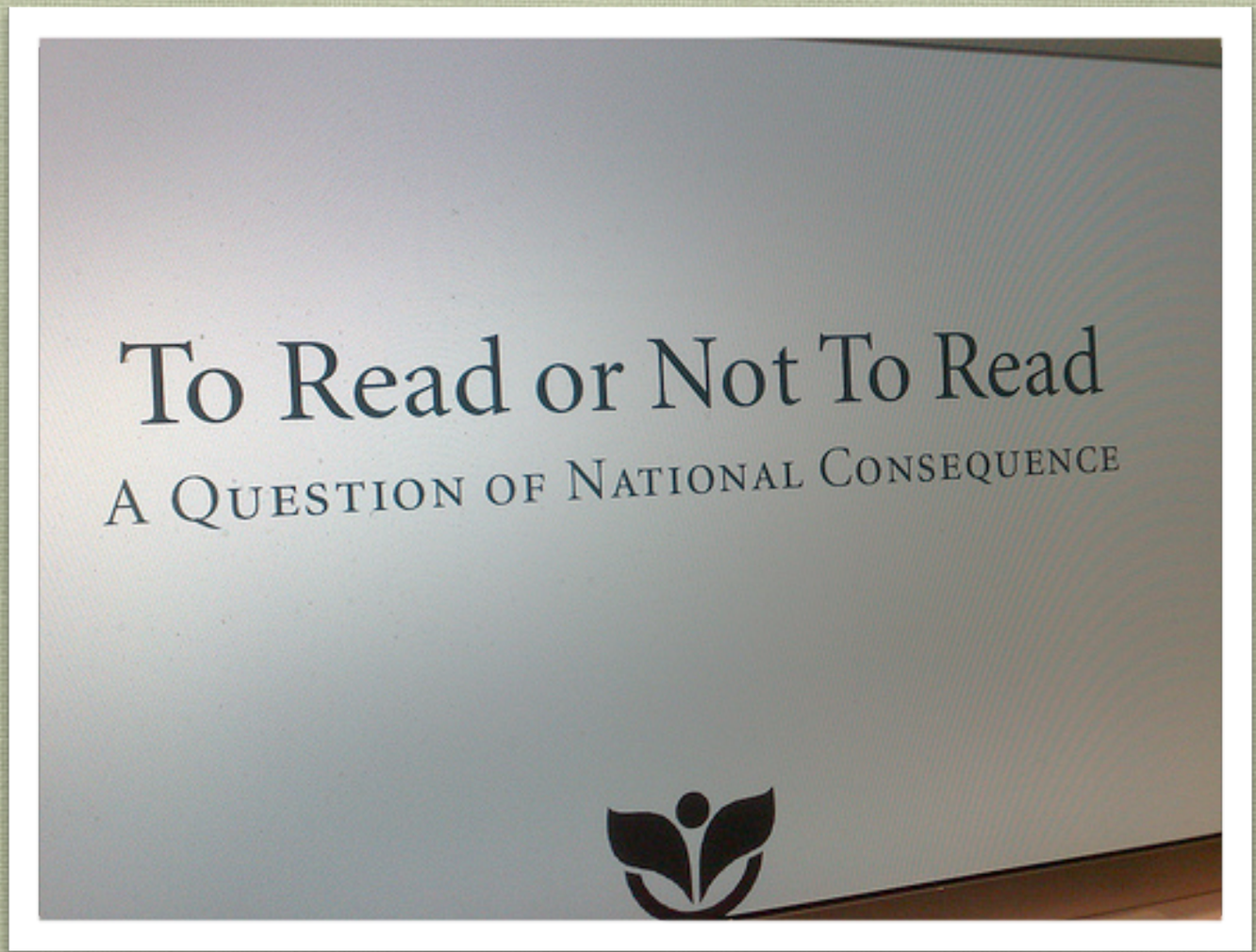
“social reading”

- 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 >