

# Web 2.0

and the Open Library

Jonathan West - jweston.net

## so, 2.0...



## @ your library?



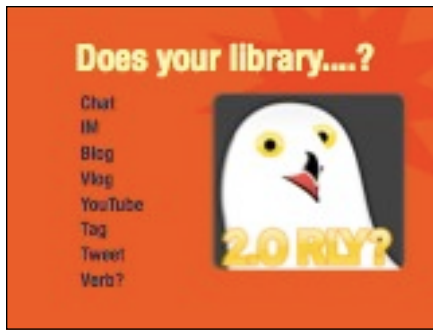
<http://flickr.com/photos/iamthebestartist/889772535/>  
<http://pittsfieldlibrary.vox.com/>

## Is your library on....?

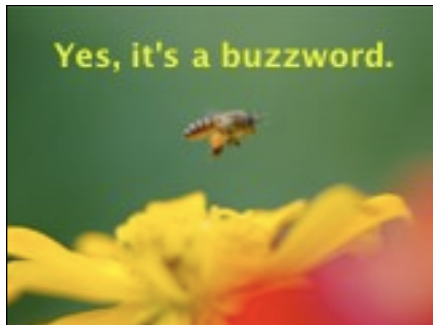
Facebook  
SecondLife  
MySpace  
LibraryThing  
Ning  
Mesbo  
Wikipedia  
WordPress  
Blogger



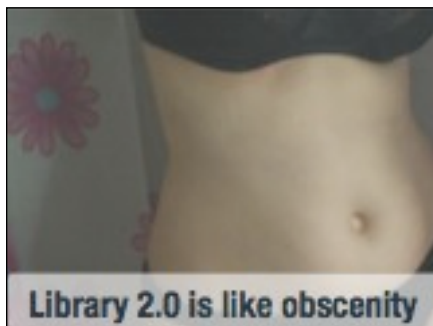
<http://imatt.us/mt/archives/orly.JPG>



<http://www.flickr.com/photos/brownpau/198591442/>



[http://flickr.com/photos/macfreak\\_aep/94884165/](http://flickr.com/photos/macfreak_aep/94884165/)



so let's talk a little bit about context...


**It is...**

- service model, user-centered change
- network effects by default
- user generated content + trust

**Is it...**

- successfully reaching users?
- evaluated frequently?
- making use of patron/client input?

**But there are some things we know.**



Food 2.0: Chefs as Chemists

OMG NY TIMES!



**is this tasty?**

**NO HOPE** Diagram



**don't worry, there's hope**



**relax and imagine**

Food 2.0 doesn't look like food. Is library 2.0 still the library?

<http://flickr.com/photos/seo2/94216483/>



<http://flickr.com/photos/tidalotter/538731706/>



[http://en.wikipedia.org/wiki/SWOT\\_Analysis](http://en.wikipedia.org/wiki/SWOT_Analysis)



<http://flickr.com/photos/iamthebestartist/sets/72157601432056852/>



<http://flickr.com/photos/lincolnlog/1196478322/>



or making other common mistakes



you know NYPL...



and maybe Pace

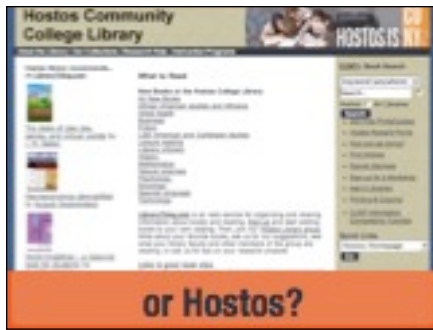


but do you know Parma?

but did you know that they don't just have a blog but they're deep into social in other ways... design, pushing content, tagging, user generated content

<http://www.library.lapeer.org/>

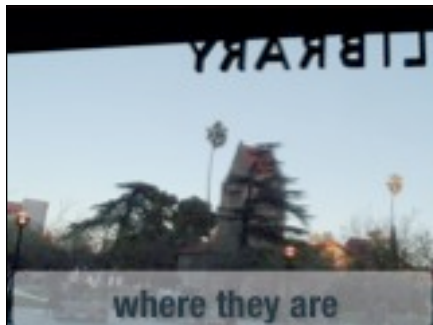
<http://www.publiclibraries.com/michigan.htm>



<http://flickr.com/photos/katemonkey/430763969/>



<http://flickr.com/photos/idogcow/430638998/>



<http://www.wmich.edu/library/help/>



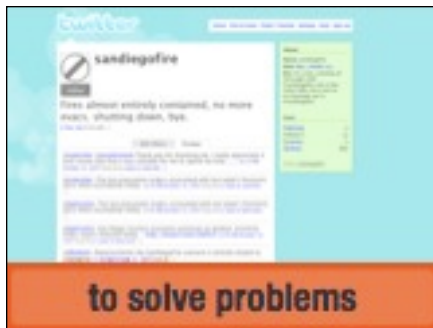
# SUNY stonybrook



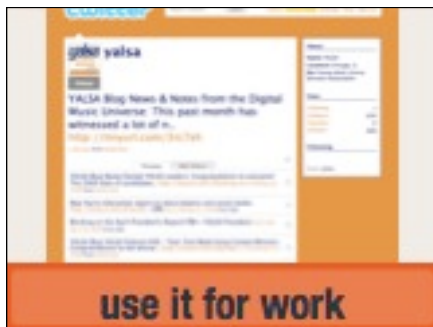
NG: <http://www.facebook.com/group.php?gid=2240728154>  
APPS: <http://www.facebook.com/group.php?gid=2469777131>  
digref: <http://www.facebook.com/group.php?gid=2406828163>

<http://www.flickr.com/photos/slworking/1706914596/>





<http://blog.perfectspace.com/2007/10/25/how-geeks-can-help-in-disasters-san-diego-fire-2007/>  
<http://twitter.com/sandiegofire>



<http://www.twitterlit.com/>  
more: <http://oedb.org/blogs/ilibrarian/2007/a-guide-to-twitter-in-libraries/>





<http://flickr.com/photos/pathfinderlinden/227316648/>



<http://flickr.com/photos/aemii/21291233/>

