

**Everything You Always
Wanted to Know
About 2.0
But Were Afraid
to Ask**

Jessamyn West
<*librarian.net/talks/nassau*>

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DISCLAIMER

DISCLAIMER "All your questions will be answered!" may not be strictly true. That said, feel free to ASK any questions and I'll do the best job I can. Also, even though I know a lot about these tools, we're not using them terribly much on my library's site.



2.0 overview in 2.0 minutes

So let me see if I can make this quick.



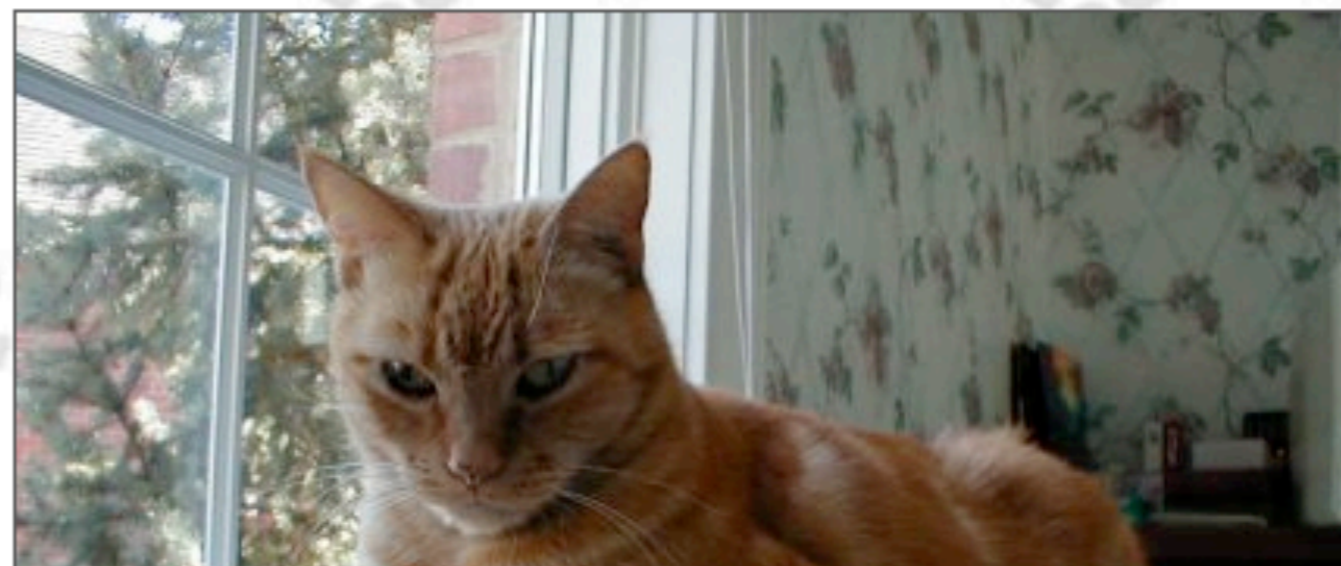
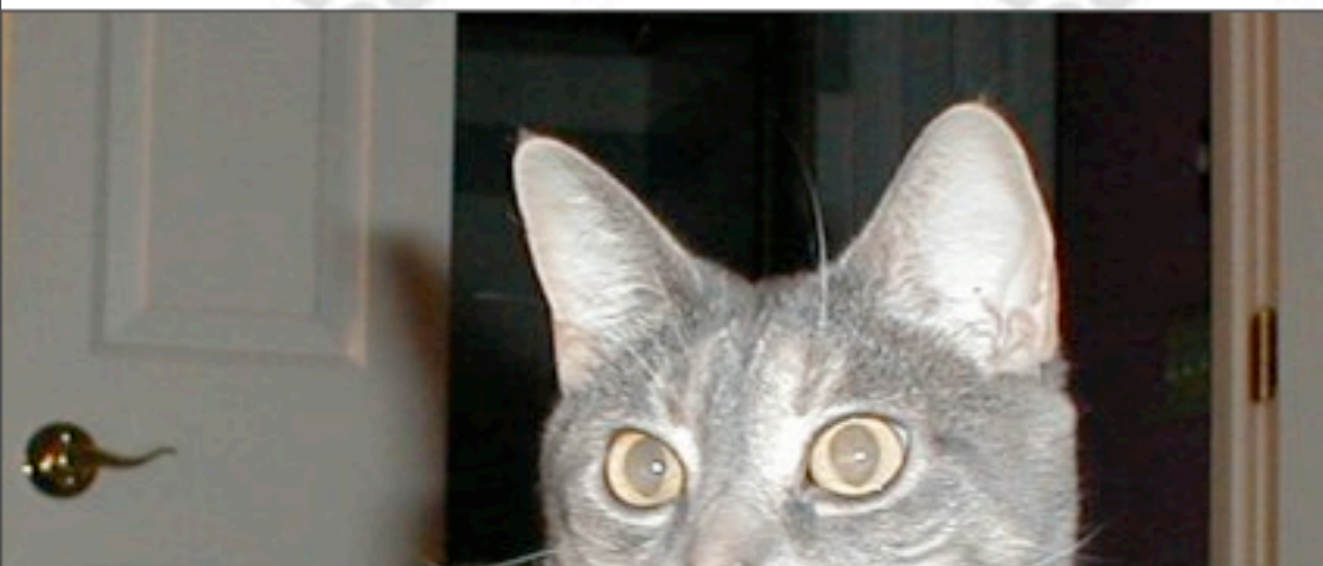
**This is my personal little page about my 4 lovely cats,
Anna, Speckles, Gray Cat, & Puff.**

Seven went over the Rainbow Bridge 10-29-07

**If you're a cat lover, I hope you enjoy your visit here.
You'll find pictures of my cats plus how I found each one.**



Click on each cat's name to read about her...



originally you'd have a website with a photo of your cat,

willow's cat blog

My life as a spoiled dilute calico.



THURSDAY, NOVEMBER 5, 2009

➤ Dona Nobis Pacem



I'm glad that you are here!



now your cat has a blog

Enter Search Terms

Search Catster ▾

SEARCH

More Search Options ▾

- Account (+)
- Messages (+)
- the Cats! (+)
- option (+)
- community (+)
- swers (+)
- al Listings (+)
- ch Videos (+)
- ources (+)
- d Diaries (+)
- sterPlus (+)
- ster Store (+)
- ster Info (+)
- t Dogster (+)

Boo Radley

Breed Unknown

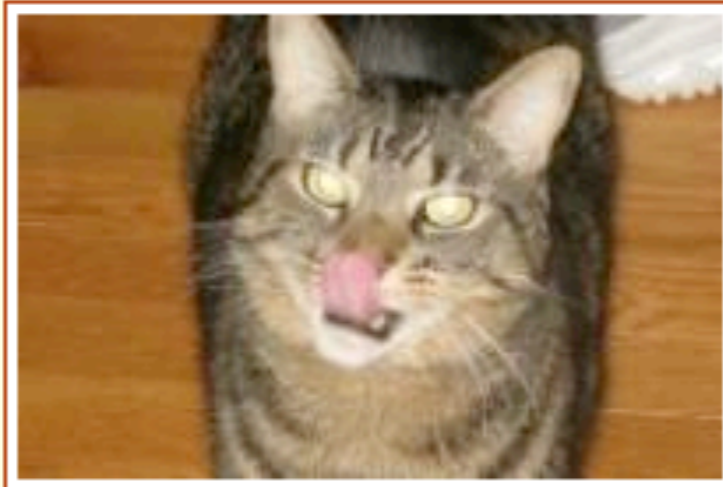


Photo Comments

Home: Phoenixville, PA

Age: 15 Years Sex: Male Weight: 10 lbs.

[I have a diary!]



PAW CATSTER FUN BUTTONS PAW



Catster stats for Boo Radley

Corralled: 8 times Friends: 37 Views: 428

Stars: ★★

[Leave a treat for Boo Radley](#)

Special Gift Box:



Nicknames:

Brad Pitt, Brad Samselarian, Patfalice, Patsy Kline, Snapercrombie & Fitch, Gelatinous Creature, Crab Apple Bee, Nattie Nattie Noot Noot, Snapper Crapper, Nat Nat, Bradley, Natisha Parmechano, Fat Boy Slim, Slim Pickin's, Geeja La Moore,

is friends with other cats on catster



Catbook

[Become a Fan](#)
[Wall](#)
[Info](#)
[Reviews](#)
[Boxes](#)
[Go to Application](#)
[Block Application](#)

Information

★★★★☆ (3.3 out of 5)
Based on 509 reviews

Users:
184,128 monthly active users,
154 friends

Category
Games

This application was not
developed by Facebook.

Fans

6 of 9,844 fans

[See All](#)

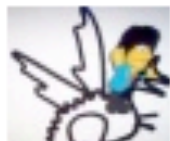

Izak M
Last



TMeow
Tiger



Melanie
Taylor



About Catbook

Welcome to the new Catbook!

We've updated Catbook to make it easier to find your friends and Cat's you might know. Catbook allows you to create a profile for your cat, tag your cat in photos, find cats in your area, and much more!

Make your cat a part of your Facebook life – add Catbook today!

Catbook in the News

July 7 – National Post
July 7 – Vancouver Sun
August 22 – Washington Times
August 22 – ABC News (Video)

Pool House Applications

[Dogbook](#) | [Babybook](#) | [Horsebook](#) | [Rodentbook](#) | [Fishbook](#) | [Ferretbook](#)

Support and Help with Catbook

We have a Catbook help page available here:
[Catbook Help Page](#)

If you still have questions or problems, please use the contact form here:[Contact Catbook Support](#)

Friends using this Application

[See All \(154\)](#)


Jenna
Freedman



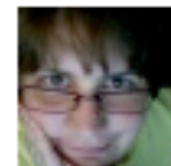
Ellen
Burden
Parker



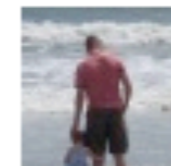
Christa
Burns



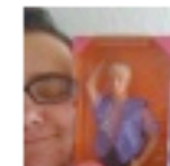
Gillian
Andrews



Anna
Creech



Anthony
Roberts



K.R.
Roberto



Andy Hilal

and plays catbook on facebook.



Transparent



Participatory/Interactive



Networked/Shared



These are the salient points.



perspective

But let's get some perspective – every 2.0 tool isn't great for everything.



Q17

[+ Follow](#)

[Lists](#) ▾



Breakfast for dinner

half a minute ago from web

[@Jccart2](#) HAHAHAHA

3 minutes ago from web

LeBron pounding on Pietrus

11 minutes ago from web

Thats y you dont cuss out the refs

13 minutes ago from web

Name Quentin William

Location Baltimore

Bio Sex Symbol

518

following

782

followers

Tweets

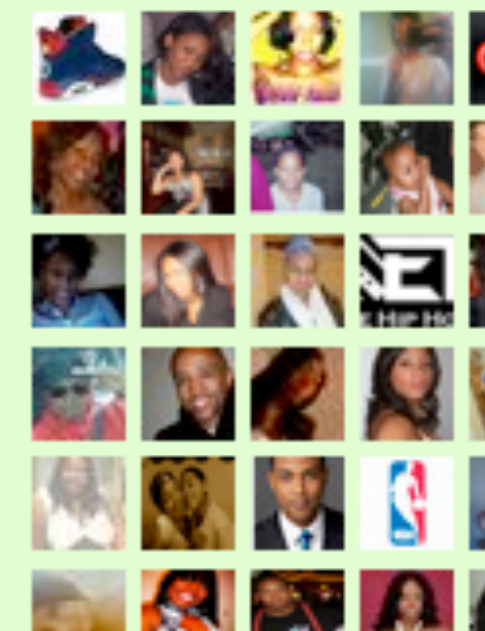
Favorites

Actions

[block Q17](#)

[report for spam](#)

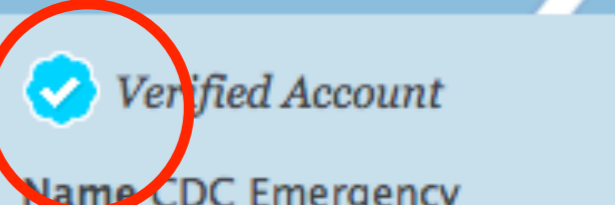
Following



There are twitter accounts that are just the sort of “what I had for breakfast” accounts that don’t really solve a problem for you. It’s okay to not really care about them.



CDCemergency



Name CDC Emergency
Location Atlanta, GA
Web <http://emergency...>
Bio CDC Emergency Preparedness and Response: increasing the nation's ability to prepare for and respond to public health emergencies.

77 following **1,091,553** followers 2,442 listed

Tweets 273

Favorites

Actions
[block CDCemergency](#)
[report for spam](#)

Following



+ Follow

Lists ▾ ⚙ ▾

RT @FDA_Drug_Info Updated Emergency Use of Tamiflu in Infants Less than 1 Year of Age. http://bit.ly/TFL_1

4:36 PM Nov 6th from web

RT @CDCFlu H1N1 Flu Vaccine -- Why the Delay? Watch a new CDC video to find out how flu vaccines are made: <http://is.gd/4OVFq>

11:43 AM Nov 6th from web

RT @CDCFlu Watch press brief on 2009 #H1N1 flu & vaccine distribution led by Dr. Anne Schuchat. Today (11/6) @ 12:30 EST on flu.gov/live.

9:37 AM Nov 6th from web

RT @CDCFlu Updated Q & A Regarding 2009 H1N1 Influenza Vaccine Supply: <http://tinyurl.com/yf9kvzm>

10:56 AM Nov 6th from web

And then there are Twitter accounts that have crucial information, delivered more usefully than on the news. Let me show you a few things....



fordlibraryweb

+ Follow

Lists



Name fordlibraryweb

Location Durham, NC

Web <http://library.fu...>

Bio fordlibraryweb is the Twitter presence of the Ford Library at Duke's Fuqua School of Business.

24

following

125

followers

4

listed

Tweets

199

Favorites

Lists

[@fordlibraryweb/duketwitter](#)

[@fordlibraryweb/biznews](#)

[@fordlibraryweb/fuquatwitter](#)

[@fordlibraryweb/librariantools](#)

[@fordlibraryweb/b-schools](#)

[View all](#)

Actions

[block fordlibraryweb](#)
[report for spam](#)

No more "too big to fail" ?
<http://bit.ly/B0Anc> So says JPMC CEO Jamie Dimon in a Washington Post op-ed today.

11:43 AM Nov 13th from web

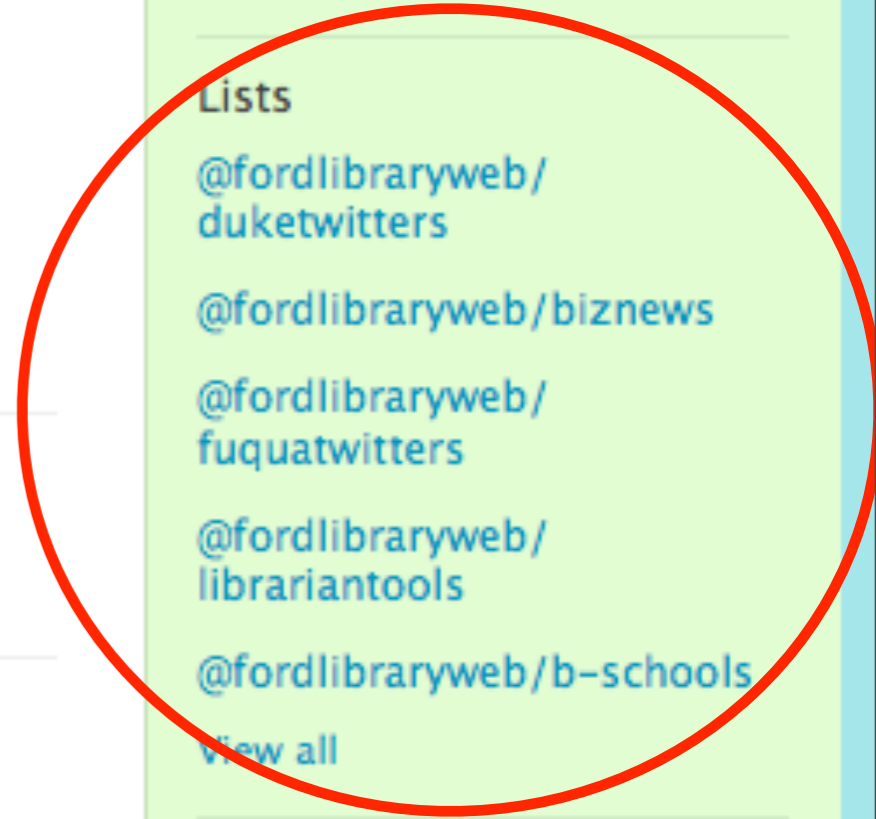
Is capitalism "sustainable" --> <http://bit.ly/7kc9N> - Find out at Fuqua today.

1:09 PM Nov 5th from web

Library database room closed for part of Wednesday morning: <http://bit.ly/30vSfB>

2:04 PM Nov 3rd from web

Who are the World's Top 50 Most "Attractive" Employers? <http://bit.ly/1eN49a> <-- From Universum, provider of our



Or maybe a library twitter feed... but what if you're not into "twitter culture"? There's still some good information there... [look at LISTS]

▼ Key Links

- Library Catalog
- Hours & Directions
- Databases
- E-Journals
- FAQ
- Search Tools

- Career Tools
- Databases
- E-Reserves
- My Library Account
- Alumni Services
- About Ford Library
- Other Duke Libraries

Search & Find

Articles | Catalog | Our Site | Find Databases | Find eJournals

In Article Title Anywhere in Article

Need Help?



Learn more



Library News

- ▶ Is capitalism "sustainable" → <http://bit.ly/7kc9N> - Find out at Fuqua today. [6 days ago](#)
- ▶ Library database room closed for part of Wednesday morning: <http://bit.ly/30vSfB> [8 days ago](#)
- ▶ Who are the World's Top 50 Most "Attractive" Employers? <http://bit.ly/1eN49g> ← From Universum, provider of our WetFeet Insider Guides. [13 days ago](#)

The most important thing to remember/know about 2.0 tools is that they're generally just another way to "repurpose" content. Here's Duke's ford library using their twitter account to have a "news" section on their library's website. They did this by using a widget.



define: widget

widget: A **web widget** is a portable chunk of code that can be installed and executed within any separate [HTML](#)-based web page by an end user without requiring additional [compilation](#). There are other widgets that are not this sort of widget.

Google Search

www ntlibrary.org

Children's Room Updates

- Join us for the Pixar film Up! on Sat, 11/14 at 1PM. Enjoy popcorn while watching the movie. Parents, please accompany children under 13. [2 days ago](#)

download

audio books



North Tonawanda Public Library Children's Department

on Facebook



Become a Fan

North Tonawanda Public Library Children's Department Anyone in Grades 4 and up may join us for our Thanksgiving Break Dance Dance Revolution Party. We'll enjoy some snacks and play the popular Dance Dance Revolution game. It will be held the day before Thanksgiving, Wednesday, November 25th from 12:30-2 P.M. NO REGISTRATION REQUIRED. For more information call the library.



DDR party

Enjoy snacks and dancing!

Time: 12:30PM Wednesday, November 25th

Location: North Tonawanda

[North Tonawanda Public Library Children's Department on Facebook](#)

505 Meadow Drive, North Tonawanda, NY 14120

North Tonawanda uses facebook, they can pull the facebook content into their website using a facebook widget [see notes for links on how to do this...]




“mimeoscope, which had a drawing table with an electrically illuminated glass top.” So my metaphor is that all these 2.0 tools aren’t new THINGS they’re new METHODS. So getting a mimeograph machine doesn’t mean you have to say different things, it just means you have a newer [and simpler?] way to COMMUNICATE. And we’re all about the communication.



 What is music therapy?

Music Therapy is the clinical and evidence-based use of music interventions to accomplish individualized goals within a therapeutic relationship by a credentialed professional who has completed an approved music therapy program.

Need your own music therapy?
Check out these local events

 [Small poster icon]

WEDNESDAY
[Small poster icon]

A sampling of PubMed search results on music therapy

 PubMed search results on music therapy

 [Small poster icon]

 Jazz FM

Division of Community Health Services

 An article written on George Gershwin by [Name] Grey Group, formerly at LSUHSC [Name]

 **LSUHSC**
Julian P. Siebel Library


Regular Library Hours

Monday - Thursday
8:00am - 10:00pm

Friday
8:00am - 4:00pm

Saturday
10:00am - 1:00pm

Need healthcare information?



**We've got everything under the sun
@ask your medical librarian**

User's Guides to the Medical Literature

User's Guides interactive



And the same way having a bulletin board doesn't mean we have to know CMYK printing or how a laserprinter works, having a web page doesn't mean we need to understand the background of all these tools, just that we know what they're for and we can learn the ones we need.



KAFKA'S
PEST KONTROL

AVAILABLE AT THE JOHNSON COUNTY LIBRARY



AVAILABLE AT THE
JOHNSON COUNTY LIBRARY

Rockport
Truck



SO...?

The question I like to ask about library technology is usually “what problem does this solve?”

what's the plan for...?

- snow days?
- emergencies?
- disasters?



[Katrina anecdote...]

or, less doomsdayish

- news?
- calendars?
- updates?



[how do you update the website?]

you could also...

- do a mobile site
- have more contact points
- what else...?





**let's try
some
things...**

thanks!

