

Library 2.0 Library Services & Web 2.0

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Overview

- **Web 2.0 and Library 2.0**
- **The demographics**
- **Library 2.0 tools**
- **Next**

Thanks & attributions to OCLC, Stephen Abram, Marshall Keys, Terri Manning, Bobbie Everett, Cheryl Roberts & Denyse Rodrigues

Web 2.0 & Library 2.0

“Back in the 1980’s,” there were:

- No cell phones, no “texting”
- No answering machines
- No MP3s, no file sharing software
- No JPEGs, no digital cameras
- No World Wide Web

“My so-called Blog”, Emily Nussbaum, *NYT Magazine* Jan 11, 2004

Web 2.0

- Old media losing to new media:
 - Broadcast radio vs Satellite & Internet radio
 - Newspapers vs Google News, [Craigslist](#), etc.
- Individual-driven content rising:
 - Personal web pages
 - Blogs (a new one each second!)
 - Digital images/video ([flickr](#), [Picasa](#), [YouTube](#))
 - Bookmarks, etc. (e.g., [del.icio.us](#), [furl](#), [digg](#), [technorati](#))
- Infotainment increasingly social & peer-to-peer:
 - Community authorship, open content ([Wikipedia](#))
 - [Myspace](#), [Facebook](#), etc. personal presence services

Born Digital or Getting There

- [Google Print Library project](#)
- [Open Content Alliance](#) / [Million Books project](#)
- [Project Gutenberg](#) (over 17,000 digital books)
- others.. (archives, museums, university press backfiles, institutional repositories, etc.)

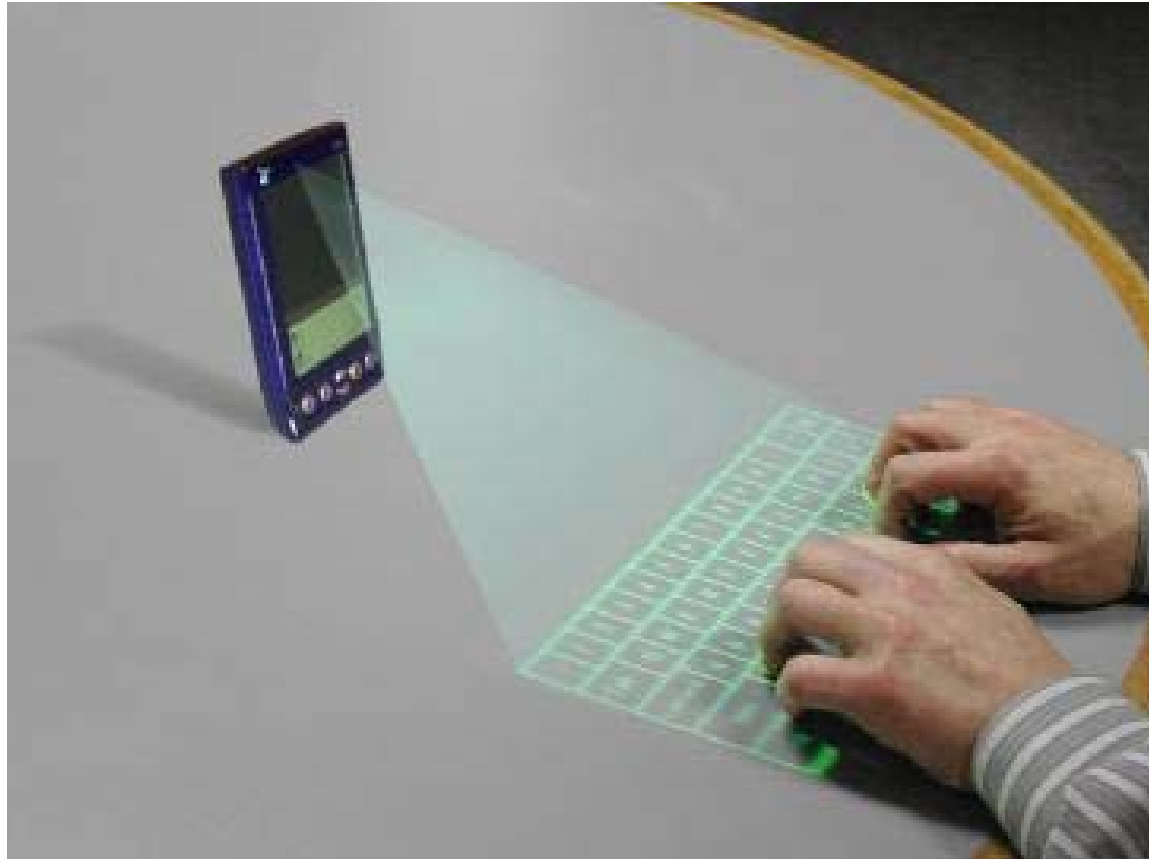
Nano Phone, Cardphones ...



Personal Phones



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<http://www.snopes.com/photos/advertisements/pcpen.asp>

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Human RFID Tagging Illegal

- California Senate Bill 362, which would prohibit any person from forcing any other person to undergo an implant in their body of a radio frequency identification (RFID) device, passed the Senate Floor on a 28-9 vote Thursday.

http://www.govtech.com/gt/articles/139441?utm_source=newsletter&utm_medium=email&utm_campaign=GTSN_2007_9_11

Final Chapter in the Life of the Book

- “Bill Gates expects in the very near future that Microsoft will be able to give all undergraduates a \$400 hand-held device that will contain all the text books they need for their course.”
- “We are, it seems, about to lose physical contact with books, the primary experience and foundation of civilization for the last 500 years.”

Bryan Appleyard. *Sunday Times (UK)*, January 21, 2007 <http://www.timesonline.co.uk/article/0,,2092-2557653,00.html>

**CHANGED
PRIORITIES
AHEAD**



RED ROUTE

**No stopping
at any time**

JAEGER

The Networked Book

- It is the new agora/plaza/forum where authors, publishers, and readers congregate to ponder, discuss, joke, enjoy, and refer.
- With the advent of blogging; the advent of Google, Amazon, and soon Microsoft book searches; and an audience of Web 2.0 collaborators, the book is becoming searchable, linkable, multimedia-able, comment-able, annotate-able, preview-able, aggregate-able, correlate-able, syndicate-able, feed-able, e-mail-able, Flickr-able, deli.cio.us-able, digg-able — in fact, divisible and mutable.

Paula Bernstein, "The Book as Place: The "Networked Book" Becomes the New "In" Destination", *Information Technology Today*, Vol. 14 No. 10 — Nov./Dec. 2006

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Library 2.0

- *“Library 2.0 simply means making your library’s space (virtual and physical) more interactive, collaborative, and driven by community needs. Examples of where to start include blogs, gaming nights for teens, and collaborative photo sites. . . . make the library a destination and not an afterthought.” . . . Sarah Houghton*

[11 reasons why Library 2.0 exists and matters](http://www.blyberg.net/2006/01/09/11-reasons-why-library-20-exists-and-matters/)

<http://www.blyberg.net/2006/01/09/11-reasons-why-library-20-exists-and-matters/>

The Demographics

The Millennials

- The Millennials are almost as large as the baby boom (approximately 81M).
- The Millennials are the children born between 1982 and 2002 (peaked in 1990).

Terri Manning, Bobbie Everett, Cheryl Roberts The Millennial Generation: The Next Generation in College Enrollment, CPCC 2006, <http://www.cpcc.edu/planning>

The Millennial Profile

“The Millennials are spoiled rotten brats whose parents have given them everything.”

“This generation is extremely talented and will bring technology and teamwork skills to the workforce.”

Terri Manning, Bobbie Everett, Cheryl Roberts *The Millennial Generation: The Next Generation in College Enrollment*, CPCC 2006,
<http://www.cpcc.edu/planning>



Major Influencing Factors

1. Their parents
2. The self-esteem movement
3. The customer service movement
4. Gaming and technology
5. Casual communication



Millennial Expectations

- Expect access (24/7)
- Expect things to work like they are supposed to; if they don't "that is your problem"
- They want what they have paid for
- Everything comes with a toll-free number or web address

Terri Manning, Bobbie Everett, Cheryl Roberts The Millennial Generation: The Next Generation in College Enrollment, CPCC 2006, <http://www.cpcc.edu/planning>

The Impact of Gaming. . .



In role playing games, the game endings changed based on the decisions children made impacting locus of control.

- Complex set of decision-making skills.
- Teaches them to take multiple pieces of data and make decisions quickly.
- Their learning style closely resembles Nintendo, a trial and error approach to solving problems.



Terri Manning, Bobbie Everett, Cheryl Roberts The Millennial Generation: The Next Generation in College Enrollment, CPCC 2006, <http://www.cpcc.edu/planning>

By the end of high school

- It is estimated that the average child will have:
 - Spent 10,000 hours playing video games
 - Sent 200,000 emails
 - Spent 20,000 hours watching TV
 - Spent 10,000 hours on their cell phone
 - *Spent under 5,000 hours reading*

Mark Prensky, Use their Tools, Speak their Language! 2004

http://www.marcprensky.com/writing/Prensky-Use_Their_Tools_Speak_Their_Language.pdf
accessed 07/09/2007

Will We Still Read?

- *“Literacy experts and educators say they are stunned by the results of a recent adult literacy assessment, which shows that the reading proficiency of college graduates has declined in the past decade, with no obvious explanation.”*
- *“It's appalling -- it's really astounding,” said Michael Gorman, president of the American Library Association and a librarian at California State University at Fresno. “Only 31 percent of college graduates can read a complex book and extrapolate from it. That's not saying much for the remainder.”*

--The Washington Post, December 25, 2005

IT Literacy Also at Risk

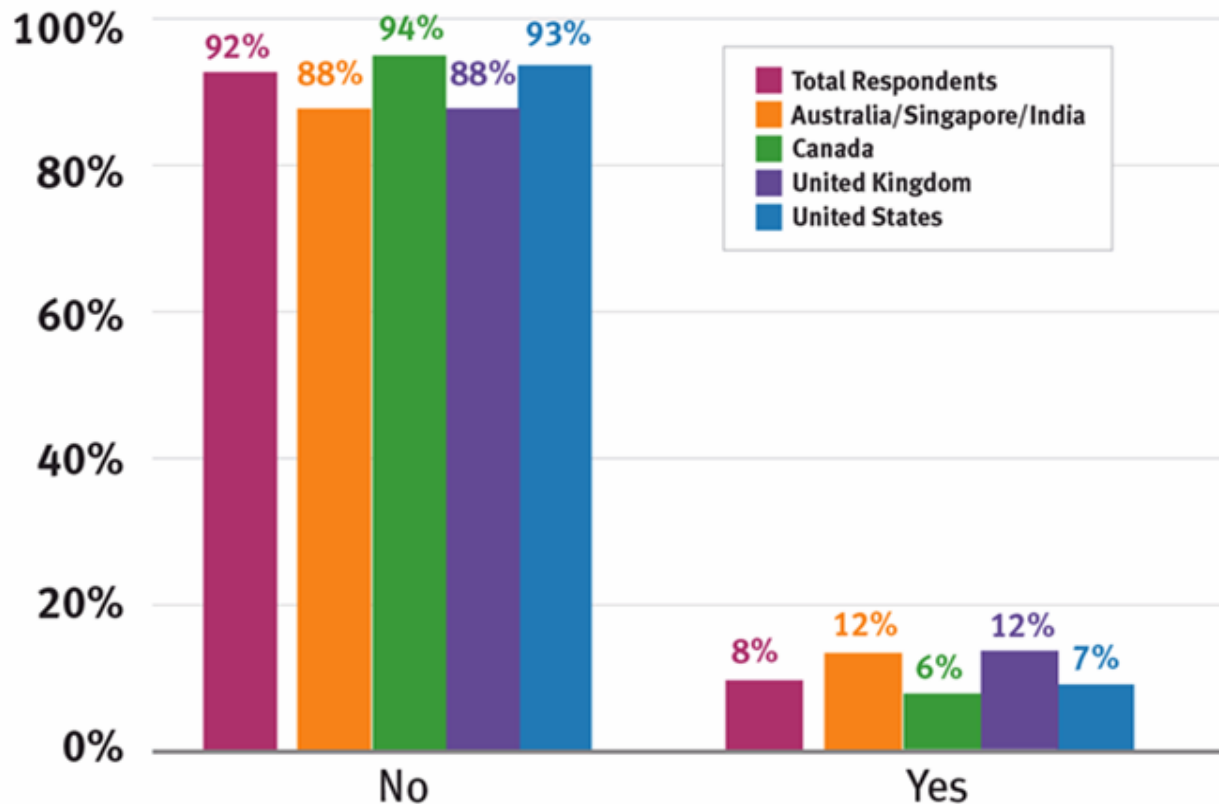
- Preliminary findings from Educational Testing Service (the SAT people) on “Information and Communication Technology” literacy assessment, based on tests of over 6,000 college students
- Measure students’ “ability to use digital technology, communication tools, and networks appropriately to solve information problems in order to function in an information society.”

IT Skills Survey Results

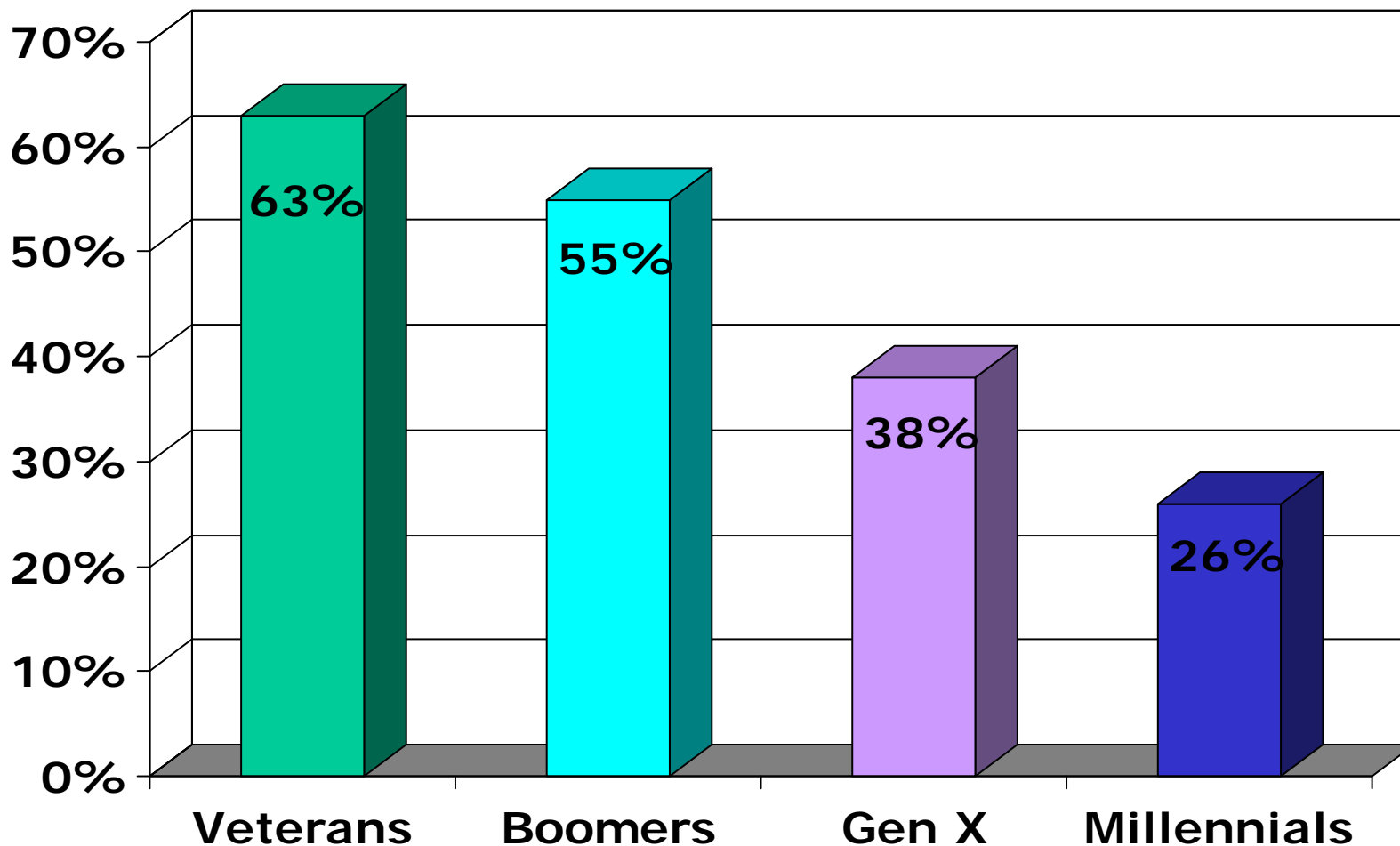
- Students were asked to evaluate faux websites based on objectivity, authority, and timeliness (only 49% could pick the one site that met all those criteria)
- Asked to narrow an overly broad search (which only 35% could do), and select a research statement for a class assignment (only 44% picked the one that captured the demands of the assignment).

Free vs. Fee

Would you trust an electronic information source more if you have to pay for the information compared to a free source?



Satisfaction with Online Courses



Moving to an Oral Culture?

- Futurist William Crossman says that by 2020 “reading, writing and text will be replaced by listening, speaking and graphics”.

*The Arrival of Talking Computers and the End of Literacy—A 20-year Forecast. TNTY Futures.
<http://www.tnty.com/newsletter/futures/archive/v01-05lifestyle.html>*

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The screenshot shows a Mozilla Firefox browser window displaying the Silver Surfer Week website. The browser's address bar shows the URL <http://www.silversurfer.org.uk/>. The website header features the title "Silver Surfer Week" with the tagline "Getting in touch with your world". Below the header is a large banner image of an elderly woman wearing sunglasses and a blue jacket, pointing towards the right while holding a laptop. To the right of the image, the text reads "Silver Surfer Week 2007" and "10th-14th September".

The website has a navigation menu with the following items: [Event holders](#), [Silver Surfers](#), [Media Centre](#), and [Supporters](#).

The main content area is divided into three columns:

- Left Column:** A paragraph of text: "Silver Surfer Week is a week-long campaign to help older people get in touch with the world through computer technology. Throughout the week, taster sessions will be held by local community organisations throughout the UK. [Find a session near you now.](#)" Below this is another paragraph: "In 2006, over 17,000 older people attended over 1900 community events during the week. Find out more about the success of the week by downloading the [Silver Surfer Week 2006 - Evaluation Report.](#)" At the bottom of this column is a box with the text: "Special Offer - IT Support for £1.99 a month".
- Middle Column:** A small image of a person at a computer, followed by the heading "Holding an event". Below it is the text: "Share best practice and discuss top tips." and a link: "More about holding an event".
- Right Column:** A small image of three people, followed by the heading "Learning to surf the web". Below it is the text: "Find your local training events, practical guides and more." and a link: "Find your a training course now".

The browser's taskbar at the bottom shows the Start button, several application icons (Windows Live, Novell Gro..., Firefox, Dalhousie Sep..., Microsoft Word), and the system tray with the date "22 20" and time "12:41 PM".

The Silver Surfers

- “Facebook with wrinkles” . . .Eons, Rezoom, Multiply, Maya's Mom, Boomj and Boomertown
- “78 million boomers - roughly three times more than there are teenagers and 20-somethings - and most of them are Internet users who learned computer skills in the workplace. Indeed, the number of Internet users who are older than 55 is roughly the same as those who are aged 18 to 34, according to Nielsen/NetRatings”

[Matt Richtel](#) *International Herald Tribune* September 6, 2007 accessed: 20/09/2007

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Personal Learning Landscape

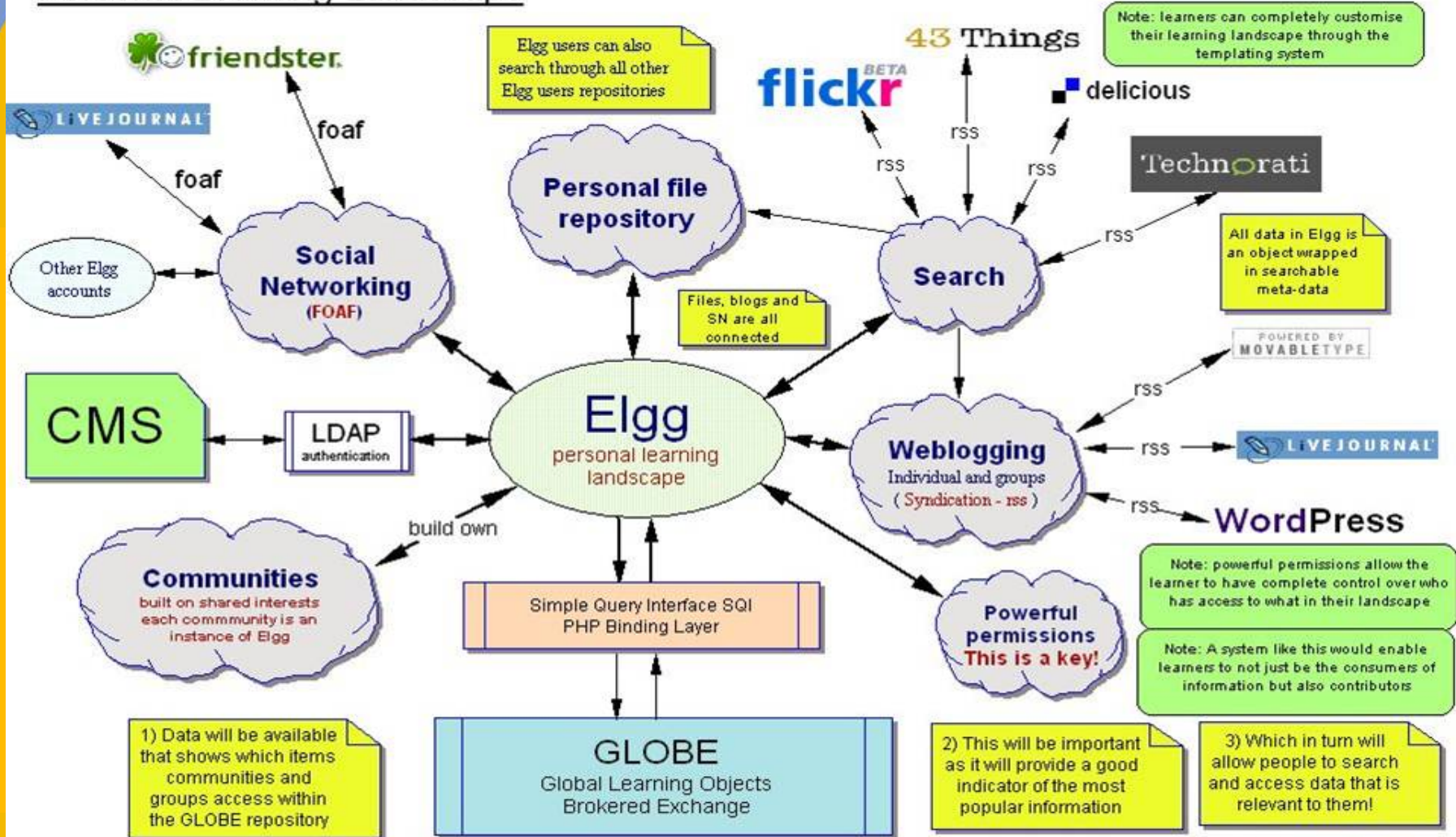


image developed by the Elgg development team - contact d.tosh@ed.ac.uk

Library 2.0 Tools

A Librarian's 2.0 Manifesto

- Always in beta
- Ready, fire, aim
- Go where the users are
- Create open systems

Library 2.0 : An Academic's Perspective. Posted by Laura Cohen on November 8, 2006 01:01 PM
http://liblogs.albany.edu/library20/2006/11/a_librarians_20_manifesto.html

Changing the Focus

- Not afraid to try something and fail
- *“taming the culture of perfect can be done with a different mindset, one that involves play and experience.”*

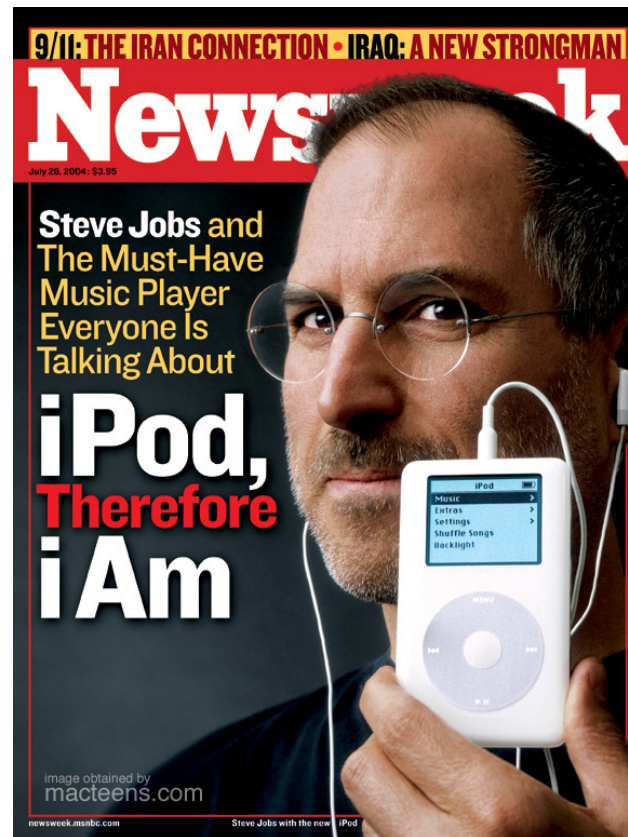
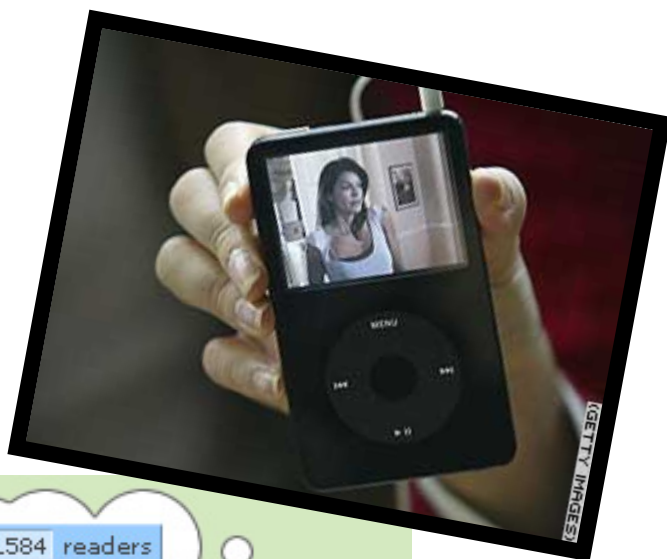
“Turning “No” into “Yes”, Michael Casey & Michael Stephens. *Library Journal*, 5/1/2007
<http://www.libraryjournal.com/article/CA6435552.html>

Some Library 2.0 Tools

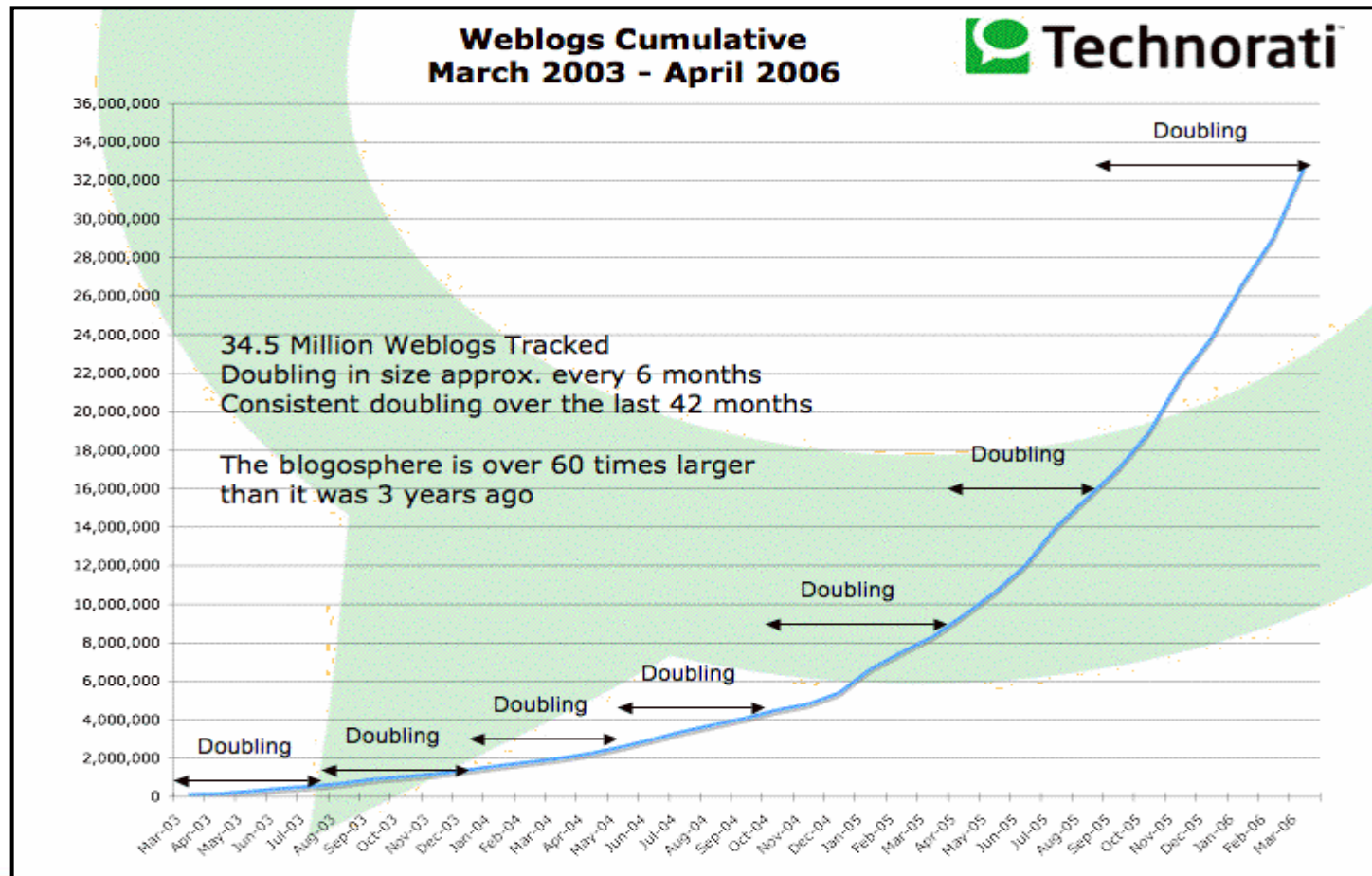
- Wikis
- Blogs
- Podcasts
- Social networking sites

Podcasting

One in five people owns an MP3 player (June 2006)



Blog Trends

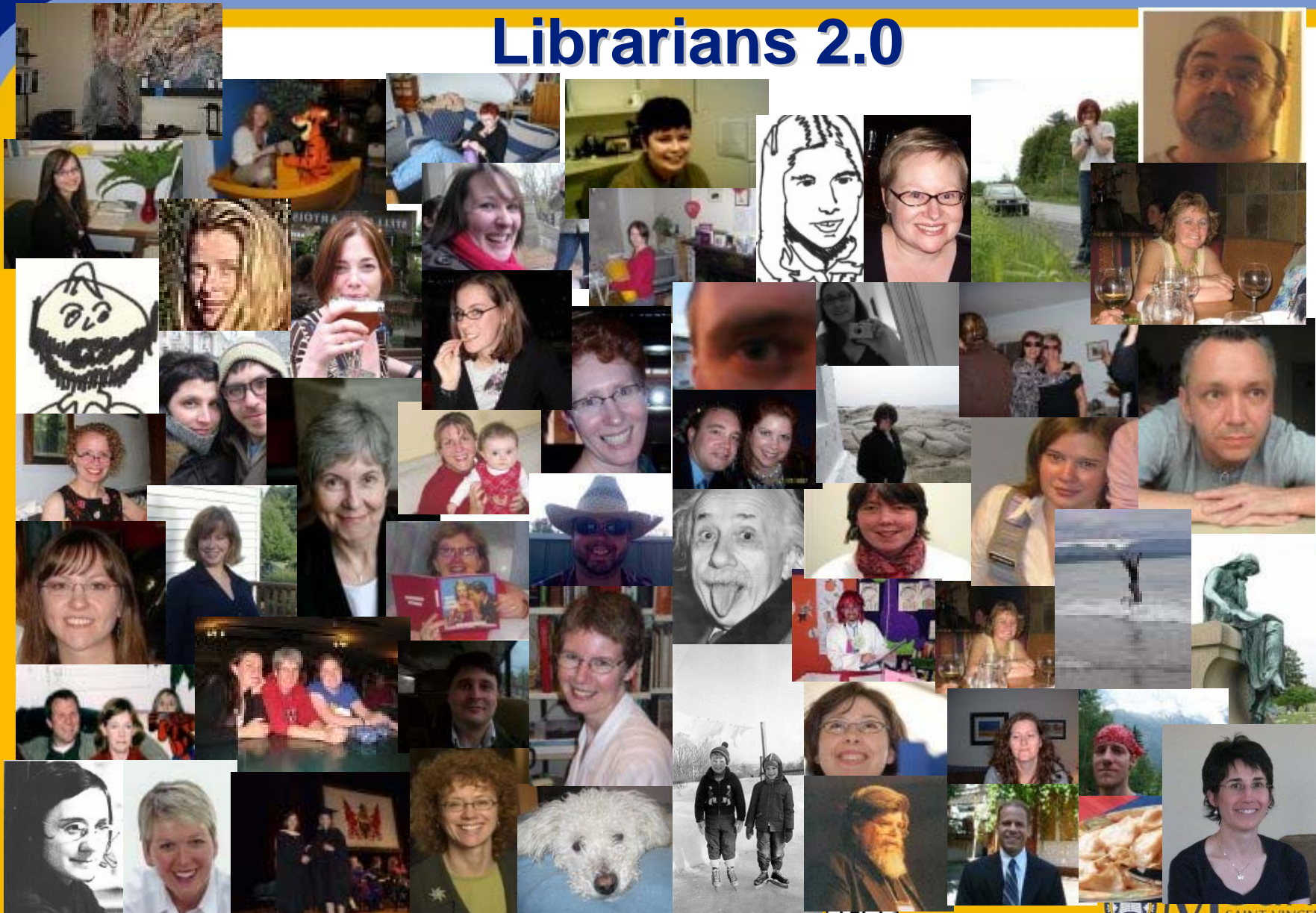


And then there's . . .

- Wikipedia, Citizendium (created by Wikipedia founder Larry Sanger) and Scholarpedia (peer-reviewed and focusing on neuroscience and computational intelligence)
- Google Docs (online collaborative word processing), Yahoo's new Mash, Linked-In, Quechup, Twitter, Amazon's Kindle, fanfic / slash sites, and, and, and

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Librarians 2.0



The Open Library

PennTags

tag cloud – tags used at least 58 times

20thcentury_music articles **business_area_studies** cataloging census **city_planning**
copyright data development environmental_justice fair_use **film** film_music gender gis google guides health
history horror_film international internet library maps medicine movies music new_york opera penntags PennVetTags
pfdoctype_newspapers_ad **pfdoctype_newspapers_articles_&_reviews**
philadelphia politics psychoanalysis refbooks reference research statistics stats tagging technology
transportation vet_home veterinary video_games violence web2.0 Women

Capote / United Artists and Sony Pictures Classics present an A-Line Pictures/Cooper's Town Productions/Infinity Media production ; produced by Caroline Baron, Michael Ohoven, William Vince ; screenplay by Dan Futterman ; directed by Bennett Miller. copy
tagged [none] by nshimire ...and 1 other person ...on 04-APR-07

La grande vadrouille / Les Films Corona ; produit par Robert Dorfmann ; rialisation et scinario, Girard Oury. copy
tagged [none] by nshimire ...on 04-APR-07

Penn InTouch 2000: A New Resource for Academic Advising - Almanac, Vol. 47, No. 8, copy

search

subscribe to this page

some recent projects

- Special Collections – by lsb
- Other E-Resources/Portals – by lsb
- Neighborhood Eccets – by kenne
- Fear in Korean Cinema – by mangano

make a new project

view all

- projects
- owners
- tags

Done

Start Windows Live M... 2 Novell Group... 2 Firefox Microsoft Power... 8:45 AM

Tagging & the Tried & True

- Despite the popularity of folksonomies, "the state of the art in tagging seems firmly wedged in 2003:"
- *"Tagging in 2007 seems to have advanced no further than a means by which one or more users of a site (or application) can group content around a loose framework of concepts. If you are lucky those concepts may express relationships but often they do not."*

Matt Mower <http://matt.blogs.it/entries/00002618.html> accessed 23/08/2007 15:21

National Resources Canada on del.icio.us

The screenshot shows a Mozilla Firefox browser window with the address bar at <http://del.icio.us/nrcanlibrary>. The page title is "nrcanlibrary's bookmarks on del.icio.us - Mozilla Firefox". The browser's menu bar includes File, Edit, View, Go, Bookmarks, Tools, and Help. The toolbar shows navigation buttons and a search bar with the text "jessamyn west".

The del.icio.us page header shows the user "nrcanlibrary" by "NRCan Library" with options for "popular | recent", "login | register | help". Below the header, it says "All nrcanlibrary's items (190)" and includes a search bar with "del.icio.us" selected and a "search" button. Navigation links for "earlier | later" and "page 1 of 19" are visible.

The main content area lists several bookmarked items, each with a title, a "save this" link, a description, and a "saved by" count:

- National Renewable Energy Laboratory (NREL)** - save this
to renewable energy research government USA ... saved by 310 other people ... 5 days ago
- Ministère des Ressources naturelles et de la Faune du Québec** - save this
to natural_resources mining forestry government Québec ... saved by 1 other person ... on July 11
- Landsat.org Home Page** - save this
to GIS remote_sensing satellite data maps ... saved by 4 other people ... on July 11
- The Engineers Without Borders - International Network** - save this
to engineering network international ... saved by 31 other people ... on July 11
- Le Québec géographique - Portail de l'information géographique gouvernementale** - save this
to geography portal government Québec ... saved by 8 other people ... on July 11
- Networked Digital Library of Theses and Dissertations** - save this
to theses database network international ... saved by 130 other people ... on July 11
- Yukon Geological Survey** - save this
to geology government Yukon ... saved by 2 other people ... on July 11
- BC Geological Survey Publications Catalogue** - save this
to geology publications government British_Columbia ... saved by 1 other person ... on July 11
- WEBLEX Canada : Lexicon of Canadian Geological Units** - save this
to geology lexicon terminology ... saved by 2 other people ... on July 11
- BCGS Geoscience Map** - save this
to geoscience maps government British_Columbia ... saved by 2 other people ... on July 10

The right sidebar contains a navigation menu with the following categories and counts:

- Climate_Change**
 - 2 climate
 - 5 environment
 - 1 GHG
 - 3 sustainability
- Countries_and_Regions**
 - 1 Alberta
 - 2 British_Columbia
 - 34 Canada
 - 1 Europe
 - 2 international
 - 3 Québec
 - 2 UK
 - 17 USA
 - 2 World
 - 1 Yukon
- Documents**
 - 1 books
 - 5 bookstore
 - 5 catalogue
 - 12 database
 - 1 journal
 - 9 library
 - 2 maps
 - 1 newsletter
 - 1 notes
 - 1 patent
 - 1 photos

The Windows taskbar at the bottom shows the Start button, several open applications (Window..., 2 Micro..., GTEC Ot..., Novell G..., nrcanlib...), and system tray icons for network, volume, and time (2:29 PM).

Organization of Information

- Before: Library of Congress subject headings, a controlled vocabulary thesaurus and print materials that were immutable.
- Now: user-generated metadata or tags, tag clouds, folksonomies and data that always changes. Room for both!

Find It @ MSVU

The screenshot shows a Mozilla Firefox browser window with the title "Nellie McClung" - Google Scholar - Mozilla Firefox. The address bar contains the URL: <http://scholar.google.com/scholar?q=%22Nellie+McClung%22&hl=en&lr=&btnG=Search>. The search bar contains the text "Nellie McClung" and the search button is labeled "Search".

Below the search bar, the results are displayed under the heading "Scholar All articles Recent articles". The results show "Results 1 - 10 of about 173 for "Nellie McClung". (0.03 seconds)".

All Results
[N McClung](#)
[L Montgomery](#)
[H Buss](#)
[R Coulter](#)
[S McDaniel](#)

[BOOK] In Times Like These
NL McClung - 1972 - [books.google.com](#)
... I. Title. HQ1221.M2 1972 305.40971 C72-4561 The photograph of **Nellie McClung** on the cover is courtesy of the Glenbow-Alberta Institute, Calgary, Alberta. ...
[Cited by 4](#) - [Related Articles](#) - [Web Search](#) - [Find It @ MSVU](#) - [Library Search](#)

[CITATION] Clearing in the West
NL McClung - 1935 - [Thomas Allen, Toronto](#)
[Cited by 3](#) - [Related Articles](#) - [Web Search](#)

[BOOK] Purple Springs
NL McClung - 2004 - [books.google.com](#)
Page 1. Purple Springs Page 2. U Purple Springs Nellie L. McClung Page 3. Kessinger Publishing's Rare Reprints Thousands of Scarce and Hard-to-Find Books! ...
[Cited by 1](#) - [Related Articles](#) - [Web Search](#) - [Find It @ MSVU](#) - [Library Search](#)

[CITATION] The Scrap-Book Poet."
N McClung - [Maclean's, 1934](#)
[Cited by 1](#) - [Related Articles](#) - [Web Search](#)

[BOOK] Mapping Our Selves: Canadian Women's Autobiography
HM Buss - 1995 - [books.google.com](#)
... Autobiographical pieces by **Nellie McClung**, Lucy Maud Montgomery, Emily Carr, Laura Salverson, Margaret Laurence, Dorothy Livesay, Daphne Marlatt, Mary Meigs ...
[Cited by 16](#) - [Related Articles](#) - [Web Search](#) - [Find It @ MSVU](#) - [Library Search](#)

[BOOK] Women and Well-Being
V Dhruvarajan - 1990 - [books.google.com](#)

The taskbar at the bottom shows the Start button, several application icons, and the system tray with the time 9:48 AM.

Open Source ILS


Evergreen Home - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://gapines.org/opac/en-US/skin/default/xml/index.xml

Go jessamyn west

Getting Started Latest Headlines NewsGator - The RS... RefGrab-It My icebergadio chan...



GEORGIA LIBRARY
PINES
Public Information Network for Electronic Services

Now Searching PINES

Go!

Keyword All Formats

Advanced Search Choose a library to search My Account

Basic Catalog (HTML only) | Find a Library Near Me | Help | About PINES | GALILEO

Copyright © 2006 Georgia Public Library Service

Done

Start Window... 2 Micro... GTEC Ot... Novell G... Evergre... 25 16 2:32 PM

myspace.com a place for friends

Help | SignUp

The Web MySpace Search

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Classifieds | SignUp

- Blogs
- Browse
- Chat Rooms
- Classifieds
- Filmmakers
- Forums
- Games
- Groups
- Music
- Music Videos
- Schools
- Videos

Check Out What's Playing Now

- Fresh Pick
- Featured Videos
- Top Videos

» [Browse Videos](#)



MYSPACE MUSIC VIDEOS

MySpace Music [more music]



Assassins
Rock / Electro
Chicago, IL

Chicago's Assassins kill it on the dance floor with their delicious male-female vox laid over Joy Division-style beats, trip hop sounds and indie rock guitars. Press play and you'll be dancing, too.

» [Listen Now](#)

MySpace Specials

MYSPACE FILM Screenings | Forums | Top Filmmakers



» [Check Out MySpace Films](#)

Member Login

E-Mail:

Password:

Remember Me

[Forgot your password?](#)

Cool New People

[Jesse](#) [Tommy](#) [Johanna](#)



Videos [more videos]

Not the BoozeMail App

The screenshot shows a Windows Internet Explorer browser window displaying a Facebook application page for 'Ryerson U Library'. The browser's address bar shows the URL: <http://msvu.facebook.com/apps/application.php?id=235448478&ref=s>. The Facebook interface includes a search bar, a navigation menu with options like Photos, Events, Marketplace, Groups, Mobile, Video, and Audio, and a main content area for the application. The application is titled 'Ryerson U Library' by Graham McCarthy. It features a banner image of a library interior with the text 'RYERSON UNIVERSITY Library'. The application description states: 'Welcome to the Ryerson University Library Facebook application. This application was created to provide users with access to the Ryerson University Library and its resources within Facebook. Some of the resources include: - Searching the Catalogue - Finding Articles - Viewing news feeds - Browsing new materials list'. It also provides contact information for Graham McCarthy at libweb@ryerson.ca. A sidebar on the right provides details about the application, including the number of users (40 daily active users, 6% of total) and the developer's name (Graham McCarthy, University of Toronto). The Windows taskbar at the bottom shows several open applications: Microsoft PowerPoint, Novell WebAccess, Facebook | Ryerson..., and Calif. State Senate P... The system clock indicates the time is 2:39 PM.

Search ▾

Applications edit

- Photos
- Events
- Marketplace
- Groups
- Mobile
- Video
- more

MSVU Library Global

Information

Group Info

Name: MSVU Library
 Type: Student Groups - Academic Groups
 Description: A group for the Mount Library friends. You can ask your questions, find out about upcoming events and share your thoughts.

Contact Info

Email: library@msvu.ca
 Website: www.msvu.ca/library
 Street: 166 Bedford Hwy
 City: Halifax, Nova Scotia



[View Discussion Board](#)

[Invite People to Join](#)

[Leave Group](#)

Share +

Photos

Displaying 4 of 22 photos. [Add Photos](#) | [See All](#)



Videos

No one has uploaded any videos. [Add Videos](#).

Posted Items

Displaying 1 posted item. [See All](#)

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Stanislav Orlov (creator)



Welcome to LibGuides

Don't know where to start your library research? LibGuides will help you find journal articles, background information, reliable web sites, and more. They are created and edited by your friendly librarians.

Browse all 148 Guides or Search:

Popular Tags [View All Tags](#)
accounting **administration** advertising and atmospheric biology books **business** cansim chemistry clinical **commerce** communication company **data** databases development distance_services dli documents e-stat **economics** environmental evidence_based_nursing finance financial find for government health history human idls il impact_factors includes industry infolit informatics **information** international law legal **management** marketing public **resources** science **statistics** systems

NEW Most Recent Guides

- #1. **Health Statistics**
Created on 09-24-2007 by Karen Neves

- #2. **TYP**
Created on 09-24-2007 by Phyllis Ross

- #3. **Russian**
Created on 09-18-2007 by Paul Duffy

- #4. **Resource & Environmental Management Research Guide**
Created on 09-13-2007 by Joyline Makani

- #5. **Government Documents**
Created on 09-11-2007 by Phyllis Ross

Most Popular Guides

- #1. **Business Research Guide**
Created by Joyline Makani - hits: 4753

- #2. **Economics Research Guide**
Created by Joyline Makani - hits: 1594

- #3. **Chemical Engineering**
Created by Sarah Jane Dooley - hits: 1421

- #4. **Chemistry**
Created by Sarah Stevenson - hits: 1375

- #5. **Nursing**
Created by Ann Barrett - hits: 1313

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Learn Something New

Pediatrics - A guide to Pediatric resources and services. - by Ann Barrett

Featured Librarian



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The screenshot shows a Windows Internet Explorer browser window displaying the Atlantic Librarians Ning website. The address bar shows the URL: <http://atlanticlibrarians.ning.com/?subSrc=sidebarSignIn&prevId=donnabt>. The browser title is "Atlantic Librarians - Windows Internet Explorer".

The website header features a banner with the text "ATLANTIC LIBRARIANS EAST COAST SALT FOR WORLD WIDE ACCESS" and a search bar. Below the banner are navigation tabs: Main, My Page, Members, Forum, Groups, Photos, Videos, and Invite.

The main content area includes a "Your Atlantic Librarians Box" section with the following text:

Atlantic Librarians is:

- A network of [librarians](#) coming from, going to, or otherwise interested in [Atlantic Canada](#)
- An exploration of [social networks](#), using state-of-the-art [Web 2.0](#) technology
- An opportunity to tell potential employees and employers about you and/or your organization
- A place to share [library success stories and best practices](#) for services.
- Whatever you can [creatively](#) turn it into!

Please start your visit by [Introducing yourself](#).

Below this text is a calendar for September 2007, showing dates from 1 to 22. The 21st and 22nd are highlighted in green.

On the right side, there is a user profile for Donna Bourne-Tyson with links for "My Friends (Invite More)", "Edit My Profile", "Change My Profile Photo", and "Privacy & Email Settings". Below this is an "Ads by Google" section with an advertisement for "Proximity Cards & Readers" and "Custom Lanyards made easy".

The browser's taskbar at the bottom shows the Start button and several open applications: Microsoft PowerPoint, Novell WebAccess, Facebook, and Atlantic Librarians. The system clock shows 5:07 PM.

Learning Environments

- **Course Management Systems**
- **Content Management Systems**
- **Second Life**

CMS and CMS

- **D2L, Blackboard, Sakai, WebCT**
- **Joomla, Drupal, Mambo**
- **Embedding the Library**



Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? SHOWCASE BUSINESS & EDUCATION DEVELOPERS COMMUNITY BLOG SUPPORT

Search Second Life

JOIN NOW MEMBERSHIP IS FREE

SECOND LIFE IS A 3D ONLINE DIGITAL WORLD IMAGINED, CREATED, & OWNED BY ITS RESIDENTS.

- BUY & SELL LINDEN DOLLARS
- OWN VIRTUAL LAND
- REFER FRIENDS

VIEW INTERACTIVE MAP

UNDER 18? CHECK OUT TEEN SECOND LIFE



Total Residents:	5,259,685
Logged In Last 60 Days:	1,626,207
Online Now:	21,135
US\$ Spent Last 24h:	\$1,666,486
LindeX Activity Last 24h:	\$164,431
SEE MORE economic statistics here!	

Headlines [read more news...](#)

USA Today
[Faithful build a Second Life for religion ...](#)

Washington Post
[French Politics in 3D on Fantasy Web Site](#)

second life
the official guide

YOU MIGHT BE A LINDEN!

Work at Linden Lab
Where else can you help create a

Second Life Videos
Check out resident-created Second

A Learning Space



MSVU Library in SL



Second Life as a Lab

- Sherry Turkle, MIT professor of the social studies of science and technology recommends that therapists use SL as a tool for understanding their clients' innermost thoughts and desires.
- Eric Lofgren, an epidemiology grad student at UNC, Chapel Hill is unleashing a virtual epidemic in SL to better understand how disease spreads in real life.

Andrea L. Foster *The Wired Campus, Chronicle of Higher Education*, September 10, 2007

Next

Participatory Media

- Content more fulsome if structured and yet enriched by end-users
- Jessamyn West. . . what do we have to lose when social networking tools are free?
<http://otherlibrarian.wordpress.com/2007/01/19/my-top-ten-library-20-no-brainers-for-public-libraries/>
- It's true that some of your Facebook friends are more like acquaintances

“Forget the Lipstick, This Pig Needs a Complete Makeover”

- McMaster University Library recently gave their OPAC (er, Pig) a complete makeover with the implementation of the Endecca Information Access Platform.

Speaker: [Amanda Etches-Johnson](#) (User Experience Librarian, McMaster University)

Basic Search

Advanced Search

Browse

Find **books, journal titles, online resources** and other materials in all four campus libraries and affiliates.

Anywhere

New
SearchSearch Within
Results

Examples: **einstein relativity**
"active learning"

356 matching items.

You searched in 'Anywhere': [evidence based research \(remove\)](#)

1 2 3 4 5 ▶▶

Results/page: 20

Sort By: Pub Date (Newest)

1.



Canadian essentials of nursing research

Author/Editor: Loiselle, Carmen G.

Published: 2007.

HEALTH Books - Short Term WY 20.5 .C2115 [Check Availability](#)
 Loan 2007

Health Reserve WY 20.5 .C2115 [Check Availability](#)
 2007

2.

Evidence based medicine reviews [electronic resource].

Author/Editor: American College of Physicians--American Soci...

Published: [199-]-

[Link to online resource](#) - *McMaster only; an HSLinks database.

Database

Online

Anthropology (1)

Business (16)

Economics (7)

Engineering and Technolog... (3)

Education (11)

General Works (4)

Geography (2)

History (3)

Kinesiology (3)

Language and Literature (4)

Law (1)

Library Science (3)

Mathematics (7)

Medicine (General) (32)

Medicine and Health Sci... (227)

Military and Naval Scienc... (2)

Physics (1)

Psychology (2)

Religion (2)

Sciences, Other - Astrono... (2)

Sociology (20)

Virtual and Physical Outreach



2.0 Issues

- Net neutrality, open access, digital copyright
- Accessibility, diversity, equity, censorship
- Open source and web standards
- Information literacy, lifelong learning

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<http://www.libraryman.com/blog/2007/08/20/disco-dancing-for-peace-in-the-biblioblogosphere/>

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Questions?

