

Integrating Libraries with the Social Web

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A Look Ahead...

- A discussion about the networked research environment and the role that emerging technologies have in this social web environment
- An introduction to social web technologies
- Demo and walkthrough of the code that makes it happen

A Story...

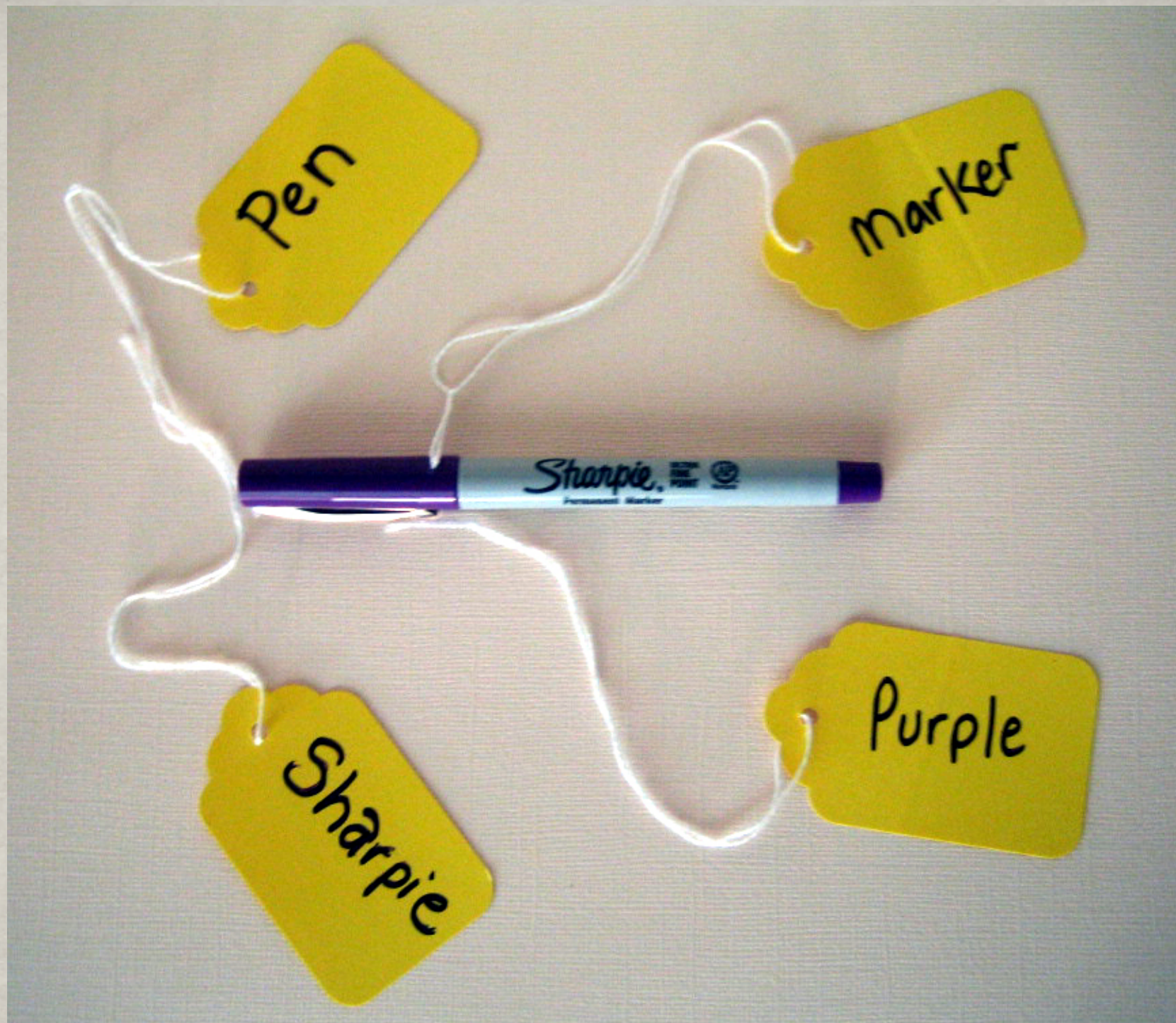
"But media is actually a triathlon, it's three different events. People like to consume, but they also like to produce, and they like to share."

Clay Shirky at Web 2.0 Expo
San Francisco 2008

Watch the video:

<http://blip.tv/file/855937/>

Read the transcript: <http://www.herecomeseverybody.org/2008/04/looking-for-the-mouse.html>



Source: <http://www.flickr.com/photos/cambodia4kidsorg/260004685/>

The Social Web?

- User as Publisher
- Tagging and Comments
- Friends and Recommendations
- Findability and Search Engine Optimization (SEO)
- Feeds and Structured Data (RSS, ATOM)
- Share, share, share!

Social Web: Examples

- YouTube, Flickr, del.icio.us
- MySpace and Facebook
- last.fm, LibraryThing
- Slideshare, Amazon.com
- Tumblr, Twitter, Second Life
- wikis, blogs, gadgets, widgets...

Publisher - How To

- Tumblr - <http://www.tumblr.com/>
- a microblogging platform for links, photos, videos, text, etc.
- Example: <http://tcli.tumblr.com/>

Feeds - How To

- Flickr and Structured Data
Application Programming Interface (API)
- Demo: <http://www.lib.montana.edu/~jason/files/api/flickr/>
- Dynamic Feed Control Wizard - Google

<http://www.google.com/uds/solutions/wizards/dynamicfeed.html>

Bookmarking - How To

- ShareThis - <http://sharethis.com/>
- A free one-step sharing tool that lets you interact with popular social networking sites (Facebook, del.icio.us, email clients, Livejournal, Twitter, etc.)
- Two options
 - Bookmarklet: <http://sharethis.com/getbutton>
 - HTML: <http://sharethis.com/publisher>

Widgets - How To

Demo: Micro Library Apps - OpenSearch Widgets and Google Gadgets

<http://www.lib.montana.edu/%7Ejason/files/tools/>

Download: Micro Library Apps - OpenSearch Widgets and Google Gadgets

<http://www.lib.montana.edu/%7Ejason/files/micro-app.zip>

Simple XML markup

OpenSearch Source - Catalog Widget

<http://www.lib.montana.edu/%7Ejason/files/tools/msuCatalog-opensearch.xml>

Google Gadget Source

<http://www.lib.montana.edu/%7Ejason/files/tools/msuSearch-gadget.xml>

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Findability - How To

- Google Sitemap

<https://www.google.com/webmasters/tools/docs/en/about.html>

- Create a sitemap to let Google and other search engines discover more info about your site

- Google Sitemap Creator

<http://www.xml-sitemaps.com/>

What's next?

- Education, Outreach, Instruction
- Exploring additional opportunities to sprinkle library content into research workflow of the social web



Source: <http://www.flickr.com/photos/philgyford/20553280/>

Questions?

Getting Started - Widgets

Creating OpenSearch Plugins

http://developer.mozilla.org/en/docs/Creating_OpenSearch_plugins_for_Firefox

Google Gadgets - Google Code

<http://code.google.com/apis/gadgets/>

Contact Information

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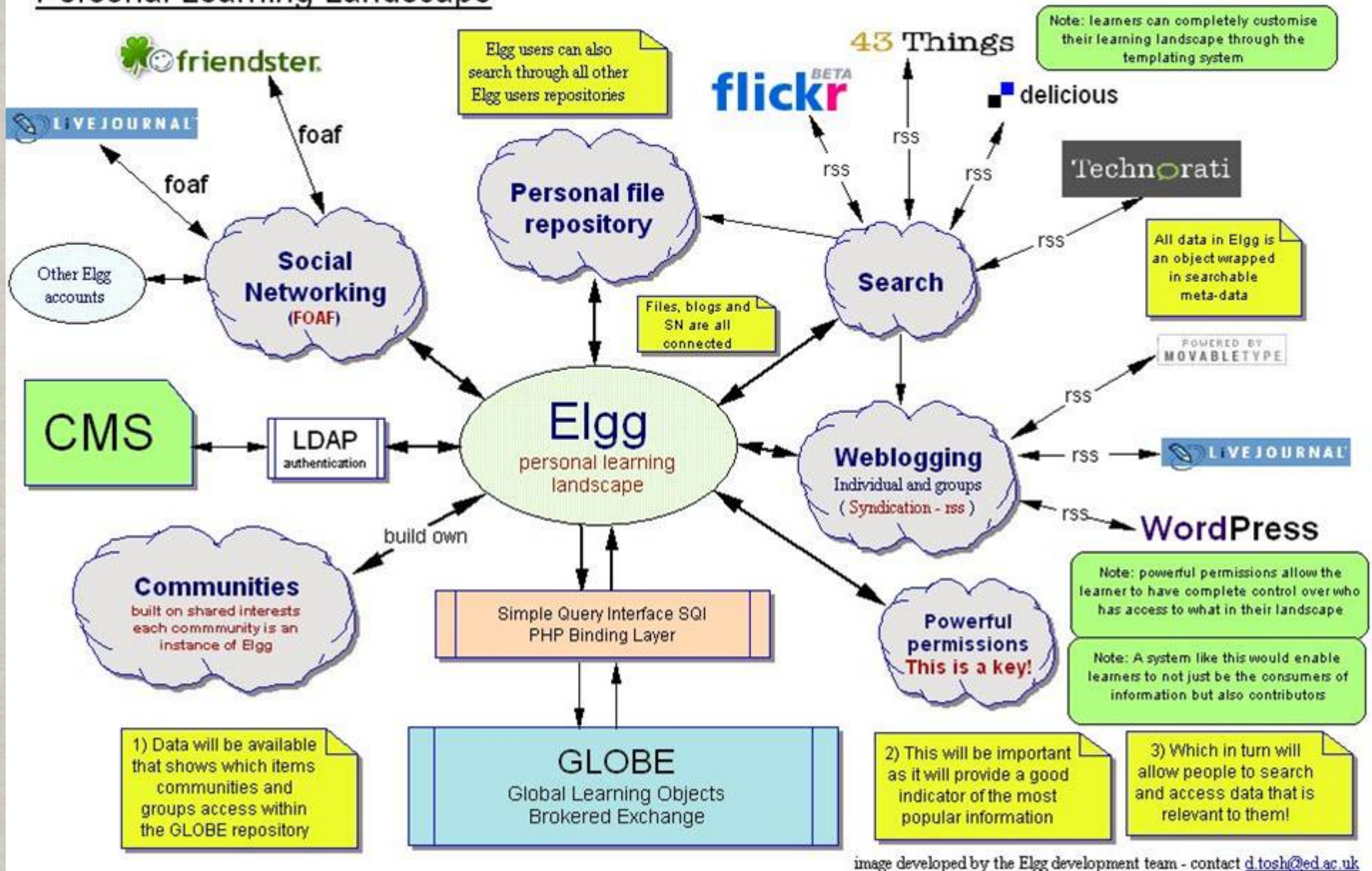
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Personal Learning Landscape



Source: David Tosh and Ben Werdmuller from their work modeling 'learning landscapes' in the context of the evolution of e-portfolios