

# Contents

<b>Figures</b> .....	xi
<b>Acknowledgments</b> .....	xv
<b>About the Web Site</b> .....	xvii
<b>Foreword, by Roy Tennant</b> .....	xix
<b>Introduction</b> .....	xxi
<b>Chapter 1 What Is Social Software?</b> .....	1
Characteristics of Social Software .....	2
Why Should Librarians Care About Social Software? .....	7
<b>Chapter 2 Blogs</b> .....	11
What Is a Blog? .....	11
History of the Blog .....	14
Creating a Blog: Practical Considerations .....	19
<b>Chapter 3 Blogs in Libraries:</b>	
<b>Practical Applications</b> .....	29
How Libraries Can Use Blogs with Their Patrons .....	29
How Librarians Can Use Blogs .....	40
<b>Chapter 4 RSS</b> .....	49
What Is RSS? .....	49
Librarians as RSS Publishers .....	54

Librarians as RSS Middlemen ..... 60  
Librarians as RSS Consumers ..... 63

**Chapter 5 Wikis** ..... 67

What Is a Wiki ..... 67  
Why Choose Wiki? Why Not? ..... 70  
How Libraries Can Use Wikis with Their Patrons ..... 73  
How Librarians Can Use Wikis ..... 77  
Implementing a Wiki: Practical Considerations ..... 80

**Chapter 6 Online Communities** ..... 85

What Is an Online Community? ..... 86  
Types of Online Communities ..... 88  
The Role of Libraries in this Landscape of Connection ..... 99  
Making Connections Online ..... 106

**Chapter 7 Social Networking** ..... 109

What Is an Online Social Network? ..... 109  
Types of Social Networking Sites ..... 112  
Capitalizing on Social Networking in Libraries ..... 118

**Chapter 8 Social Bookmarking and Collaborative Filtering** ..... 125

Reputation and Recommendation Systems ..... 125  
Social Bookmarking ..... 130  
Tagging ..... 133  
Social Bookmarking and Collaborative Filtering in Libraries ..... 139  
Social Bookmarking to Help Librarians Keep Up ..... 145

**Chapter 9 Tools for Synchronous Online Reference** ..... 149

Commercial Virtual Reference Software ..... 151  
Instant Messaging (IM) ..... 155  
Voice over Internet Protocol (VoIP) ..... 163

<b>Chapter 10 The Mobile Revolution</b> .....	167
Making the Web Accessible to Handheld Users .....	168
Education and Support for Handheld Users .....	172
Staff Uses .....	173
Communicating with Patrons via SMS .....	173
<b>Chapter 11 Podcasting</b> .....	181
What Is a Podcast? .....	181
How Libraries Can Use Podcasting .....	184
Podcasting in Education .....	190
Podcasting: Practical Considerations .....	192
Finding Podcasts: Practical Considerations .....	193
<b>Chapter 12 Screencasting and Vodcasting</b> .....	197
Screencasting .....	197
Vodcasting .....	206
<b>Chapter 13 Gaming</b> .....	211
Gaming: What's It All About? .....	212
How Libraries Can Use Gaming .....	222
<b>Chapter 14 What Will Work @                   Your Library</b> .....	233
Know Your Population .....	233
Different Libraries, Different Needs .....	236
Selling Social Software to Your Staff .....	251
Selling Social Software to Your Patrons .....	253
<b>Chapter 15 Keeping Up: A Primer</b> .....	257
Lesson 1: Keep Up with the Professional Literature .....	258
Lesson 2: Keep Up with Blogs .....	260
Lesson 3: Keep Up with Other Librarians in Online Communities ...	261
Lesson 4: Keep Up with Webcasts and Podcasts .....	262
Lesson 5: Keep Up with Conferences and Continuing Education ...	264

Lesson 6: Keep Up by Playing with Technology ..... 265  
Lesson 7: Keep Up While Keeping Sane ..... 266

**Chapter 16 Future Trends in**

**Social Software** ..... 269

Beyond the Hype: How We Will Integrate Social Software  
    into Our Daily Lives ..... 269  
Service-Oriented Architecture and Web Services ..... 273  
Power to the People: Peer-to-Peer and Distributed Computing ..... 277  
Speeding Up the Net: Broadband Penetration and Internet2 ..... 278  
Online Collaboration Goes Mainstream ..... 279  
Issues with Online Content ..... 280  
Lessons ..... 281

**Appendix: Referenced Web Sites** ..... 283

**About the Author** ..... 297

**Index** ..... 299