NEWS RELEASE

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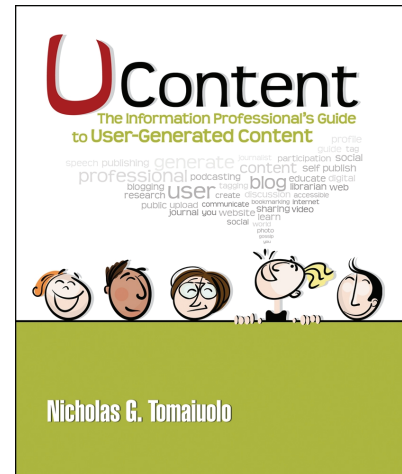(609) 654-6266, ext. 330
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UContent

New Book Is a Valuable Resource for Librarians to Cultivate User-Generated Content to Engage and Collaborate With Their Patrons

February 23, 2012, Medford, New Jersey—Information Today, Inc. (ITI) announced the publication of *UContent: The Information Professional's Guide to User-Generated Content* by Nicholas G. Tomaiuolo.

Here is the first comprehensive text to demystify UContent [user-generated content], consider the reasons behind its wild popularity, and make strong arguments for cultivating it within the library. While drawing on his own significant experience in the topic area, Nicholas G. Tomaiuolo has produced a thoroughly researched book that serves as an overview, primer, and a prognostication. The examples, insights, tips, and illustrations he provides will help any information professional make the most of the UConent phenomenon—and have fun doing it.

"The internet is not just about consuming content but about creating it as well. This book, written in style that is very easy to understand, describes and documents how to do the writing part of the read/write web," says Eric Lease Morgan, digital projects librarian, University of Notre Dame. "Tomaiuolo covers everything from the creation of books for Project Gutenberg to blogging to Yahoo! Pipes to folksonomies. Each chapter provides the what, how, and why for content creation. The examples are plentiful, and the discussions are backed up with interviews from industry pundits. A fun book to read, it is worth the time of any librarian who wants to exploit Web 2.0 technology."

"When I first used the web, the content was in place. Companies, associations, governments, professional organizations, or librarians placed it there for people to use," says Tomaiuolo in the book's Preface. "Now, however, much of the content is dynamically created by us web users. While we create that content, we learn more about ourselves, each other, and how we can inform one another on so many topics almost effortlessly. The resources are in place; all we have to do is swoop down and use them."

–more–

In addition to the Foreword by Phoebe Ayers, a Preface by the author, 14 topical chapters, and an index, readers can vist the book's website at web.ccsu.edu/library/tomaiuolon/UContent/toc.htm to access links to information described in the book's chapters. Readers can also contact the author via email at nick.tomaiuolo@gmail.com to offer suggestions for additional links or recommend new ideas about webpages. They can discover new developments in UContent on his blog at web20librarian.wordpress.com.

PRAISE FOR *UCONTENT*

"A thorough and thoughtful guide to Web 2.0, providing historical background on user-generated content and a field guide to Web 2.0 applications. Especially valuable for information professionals and all those who work with the web."

—Ron Gilmour,
natural sciences librarian, Ithaca College

"Nicholas Tomaiuolo's very personal journey into user-generated content makes *UContent* the go-to book in the field. *UContent* is an amazingly detailed and highly accessible entry into the world of content produced by the general public."

—William Badke, author,
Research Strategies: Finding Your Way
Through the Information Fog

ABOUT THE AUTHOR

Nick Tomaiuolo earned his MLS at Southern Connecticut State University, where he was named a scholar of the School of Library Science and Instructional Technology, inducted into Beta Phi Mu (the International Library and Information Studies Honor Society), and has been designated Distinguished Alumnus. He teaches online research skills courses for both Central Connecticut State University and the University of Maryland University College. Nick also writes for *Searcher Magazine*. This is his second book for Information Today, Inc. His first book, *The Web Library*, was published in 2004.

UContent: The Information Professional's Guide to User-Generated Content
(360 pp/softbound/$49.50/ISBN 978-1-57387-425-0) is published by Information Today, Inc. (ITI) and is available wherever professional books and ebooks are sold. For more information, contact the publisher by calling (800) 300-9868; faxing (609) 654-4309; emailing custserv@infotoday.com, or visiting the ITI website at www.infotoday.com.

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