

I'm At Web 2.0, Are You?

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B203
Sarah Palmer
American Bar Association

Users

- People are too busy – think they don't have time to learn new things
- People still think they can break a computer
- People are confused about location
 - Where does it come from?
 - Is there a box?

Web 2.0 Challenges

- People think Web 2.0 technologies are time wasters
- People don't understand the business applications for Web 2.0 technologies

Web 2.0

- Web 2.0 technologies act like familiar services
 - RSS = newspaper
 - Wiki = website
 - Blog = journal

Training

- American Bar Association Part I
 - Presentation to ABA Parents Group about MySpace
- American Bar Association Part II
 - RSS
- American Bar Association Part III
 - Technology definitions

Don't Forget

- It may not be new to you, but it's new to them
- What's in it for the user?
- What are the business applications?
- How can it save time?
- What problems does the user need to solve?

What Works

- Humor
- Plain language
- Don't include too much in a presentation
- Show real examples, in real time

Follow Up

- Take attendance
- Follow up with HR
- Have surveys for participants to fill out

Services from Library/Information Center

- Customized technology packages
 - Top 10 RSS Feeds
 - Google Alerts for work
 - Blog Searches
- Help people help themselves

Feedback

- I can't tell you how much I appreciated this lunch and learn. Yes, I'd like more of them and I am so glad that you took the initiative to present today. I always thought a blog was just stream of consciousness journaling. I was blown away by what's out there. I always am energized when I learn new things.*
