



Discovering the Value of WEB 2.0 TOOLS

Social networks and blogs are now more popular than e-mail. Defined as ‘member communities,’ they have become the fourth most popular online category, ahead of personal e-mail.

“Global Faces and Networked Places,” March 9, 2009, The Nielsen Company, New York, New York, blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen_globalfaces_mar09.pdf

→ What is Web 2.0?

Web 2.0 is the popular term for the second generation of Internet technology and applications that focus on the ability for people to collaborate and share information online. Referring to the transition from static HTML web pages to a web that *emphasizes open communication and content sharing*, Web 2.0 includes blogs, wikis, RSS, and collaborative tagging. Many people are aware of the social aspect of Web 2.0, but more organizations are discovering the benefits of adapting Web 2.0 technologies.

→ What benefits does Web 2.0 offer?

“According to the 2007 ECAR Study of Undergraduate Students and Information Technology, 61% of students agree or strongly agree that IT in courses *improves learning*. Observations from the study says, ‘Instructor skill with IT greatly impacts student perception of the value of IT in their courses...Students say that when used well by the instructor, IT can be an amazing learning tool.’”

Cohen, Sarah Faye. “Taking 2.0 to the faculty: Why, who, and how.” *College & Research Libraries News*. 69.8 (September 2008): 472-5.

“More businesses are experimenting with Web 2.0 tools for a wide range of activities, from *content management to employee recruitment*.”

Hildreth, Sue. “Web 2.0 Goes Corporate.” *Computerworld (Framingham, Mass.)*. 41.23 (June 4 2007): 26, 28, 30.

“COMCAST CORP scored a public relations coup in April when an executive responded within 20 minutes to complaints about a cable outage posted by a prominent blogger on a microblogging site...Comcast is one of several large companies that have recently started using Web 2.0 tools to monitor blogs and social networks to better *communicate with users and discover their concerns*.”

Havenstein, Heather. “Web 2.0 Tools Help Customers Get Better Service.” *Computerworld (Framingham, Mass.)*. 42.23 (June 2 2008): 12, 14.

“Why 2.0? Well, because it offers the first real opportunity to use technology to go beyond search, storage, and retrieval and actually *engage with readers* in a scalable way beyond our walls and beyond physical book formats.”

Abram, Stephen. “Promoting Reading Using This 2.0 Stuff.” *MultiMedia & Internet @ Schools*. 15.5 (September/October 2008): 21-3.

“Corporate use of Web 2.0 is not an ‘if’ anymore; it is a ‘when’ and ‘how’ these things will come to the enterprise. If you can tap into the power of your company better than your competitors... that is a competitive advantage.”

Adam Carson, Morgan Stanley

The nation's school district administrators are overwhelmingly positive about the impact of Web 2.0 on students' lives and on their education...While there was broad agreement that Web 2.0 applications hold educational value, the use of these tools in American classrooms remains the province of individual pioneering classrooms.

Lemke, C., Coughlin, E., Garcia, L., Reifsneider, D., & Baas, J. *Leadership for Web 2.0 in Education: Promise and Reality*. Culver City, CA: Metiri Group. Commissioned by CoSN through support from the John D. and Catherine T. MacArthur Foundation, 2009.

→ What are the cost and value considerations for Web 2.0 technologies?

"Eighty-one percent of students who have access to online resources say they have visited a social networking Web site within the past three months and 71 percent say they use social networking tools at least weekly. Further, students report that one of the most common topics of conversation on the social networking scene is education. Almost 60 percent of students who use social networking talk about education topics online and, surprisingly, more than 50 percent talk specifically about schoolwork...Indeed, both district leaders and parents believe that social networking could *play a positive role in students' lives* and they recognize opportunities for using it in education – at a time when teachers now routinely assign homework that requires Internet use to complete. In light of the study findings, school districts may want to consider reexamining their policies and practices and explore ways in which they could use social networking for educational purposes."

National School Boards Association (NSBA) "Creating & Connecting // Research and Guidelines on Online Social-and Educational-Networking" (<http://files.nsba.org/creatingandconnecting.pdf>), August 2007

"Until recently, the Web 2.0 market was dominated by smaller vendors. But the major players have begun adding Web 2.0 capabilities to their existing products...As Web 2.0 becomes *part of the leading business applications*, more organizations are likely to adopt them."

Hildreth, Sue. "Web 2.0 Goes Corporate." *Computerworld (Framingham, Mass.)*. 41.23 (June 4 2007): 26, 28, 30.

"The tools promise to *cut support, marketing and development costs and keep customers loyal*. And, analysts and users said, it won't be long before companies that don't implement Web 2.0 programs risk losing significant business to competitors that do."

Havenstein, Heather. "Web 2.0 Tools Help Customers Get Better Service." *Computerworld (Framingham, Mass.)*. 42.23 (June 2 2008): 12, 14.

→ How can Web 2.0 technologies be adapted at my institution?

Advocate

"We need to press our principals, our technology administrators, our district superintendents, and our school boards to provide the type of web access necessary for 21st-century teaching and learning... By advocating for such Web 2.0 access, we can help to *create the information-rich environment* that students and teachers need."

Rosenfeld, Esther. "Blocking Web 2.0 Tools in Schools: Creating a New Digital Divide." *Teacher Librarian*. 35.3 (February 2008): 6.

"Executives at companies that successfully *navigate the new customer service landscape* say they can provide more service at a lower cost, forge closer relationships with customers and bolster marketing and product development efforts."

Havenstein, Heather. "Web 2.0 Tools Help Customers Get Better Service." *Computerworld (Framingham, Mass.)*. 42.23 (June 2 2008): 12, 14.

Develop Policies

IBM Social Computing Guidelines
Yahoo Blog Guidelines

<http://www.ibm.com/blogs/zz/en/guidelines.html>

<http://jeremy.zawodny.com/yahoo/yahoo-blog-guidelines.pdf>

Explore and Discover

Technology Training Wheels

<http://technologytrainingwheels.pbworks.com/>

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