

## 2.0 Overview

- ✓ What makes something **2.0?** – the site facilitates interactive information sharing, interoperability, user-centered design and collaboration. In other words, people can talk to one another and customize things.
- ✓ **Privacy** issues...

(The examples/services listed below are merely a **sample** of all that is available.)

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### Blogs

A kind of website where people post on a certain topic of personal or professional interest. Can be open to anyone or restricted to specified viewers. Allows viewers to post comments, depending on settings.

- Examples
  - [Appleton Public Library News](#)
  - [Awful Library Books](#)
  - [Baker's Banter](#) (King Arthur Flour)
  - [Make and Takes](#) (crafts)
  - [Fantasy Football](#)
  - [Genealogy](#) ([Cyndi's List: Genealogy Blogs](#))
  - [Well](#) (NY Times Health/Wellness Blog)
  - [Cute Overload](#)
  - [Wisconsin Estate Planning and Tax Law Blog](#)
- Find blogs on any topic by searching at [blogsearch.google.com](http://blogsearch.google.com)

**Blogger** free (requires setting up a free account); requires very little experience if you don't need to customize the look of it beyond the provided templates.



**WordPress** software is free; you will need to purchase space on a server to host your blog online. Software is installed on your computer. Requires more knowledge but also is very highly customizable.



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### RSS/ RSS Feeds

RSS feeds are not a kind of website. Rather, "feed" is a term describing the method or code that allows new content on a website to be sent out to those who choose to subscribe to it (see next entry on Feed Reader / Google Reader). *RSS stands for Really Simple Syndication.*



Learn more about RSS at [www.usa.gov/Topics/Reference\\_Shelf/Libraries/RSS\\_Library/What\\_Is\\_RSS.shtml](http://www.usa.gov/Topics/Reference_Shelf/Libraries/RSS_Library/What_Is_RSS.shtml)

**Feed Readers** Collect "feeds" from websites/blogs that you select so you know when new content has been posted. This is like subscribing to your favorite magazines so the new editions are delivered straight to you, rather than you having to go to the store all the time to check for new ones. Your feed reader is your "mailbox."

**Google Reader** Google's brand of feed reader.



## Forums

Infinite amount of topics; post questions or replies to others' questions, share experience and opinions or reviews on a certain topic.

- Examples
  - **MommySavers**: "Moms living well for less."
  - **DogForums**: dog ownership, training, grooming, pictures, etc...
  - **Tiny Farm Forum**: getting started, plant health, harvest, storage, research, etc...
  - **SaabCentral**: get answers to technical questions or advice from other owners...
  - **Police Wives**: social-support for law enforcement spouses (currently set to private so you can only see the forum topics and posts if you have an account).

## Social Networking

...a way to let friends know what is going on in your life and to be informed about your friends' lives. When you are "friends" with someone you can see what's going on in their life by looking at their profile pages. You will also receive "updates" that list new content your friends have added to their own profile page. (Your profile page lists *your* information and your home page lists new info about your friends.)

**Facebook** Very popular; cleaner look than MySpace. Post pictures, updates, videos, link to webpages you find interesting, take quizzes, list personal info such as interests, favorite music, etc...



**LinkedIn** For professional networking; many people set up an account and then don't use it.



**MySpace** Younger audience; music/band promotion; less sophisticated looking.



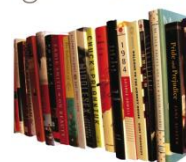
**Twitter** Status updates only (140 characters or less).



## Books / Reviews / Reading Lists

**GoodReads** Free website for book lovers; imagine it as a large library that you can wander through and see everyone's bookshelves, their reviews, and their ratings. You can also post your own reviews and list what you have read, are currently reading, and plan to read in the future. Join a discussion group, start a book club, contact an author, and even post your own writing.

goodreads



**Shelfari** Free website for book lovers. *Works the same as GoodReads*, but book covers display on virtual bookshelves.



## Music

**Pandora** Can be used with or without an account. Create and save (with a free account) up to 100 unique "stations" based off a favorite song or artist; Pandora recommends and plays other songs it thinks you will like based on the properties of the song/artist you chose. (Can be fine-tuned to omit songs you don't want). Does *not* play the specific song you entered as your favorite (unlike Grooveshark).



**Grooveshark** Can be used with or without an account. Create and save (with a free account) playlists of the *exact* songs you want. Not as good as Pandora when it comes to recommending *similar* music. Add your tunes to Grooveshark and access them from anywhere (you don't have to do this to listen to music or create/save playlists). Browse other people's playlists.



## Videos

**Hulu** A free, online U.S. video service that offers hit TV shows, movies and clips at Hulu.com and other online destination sites. May not always have the newest seasons for some shows. Contains a large selection of videos from nearly 190 leading content companies, including FOX, NBC Universal, ABC, Comedy Central, ABC Family, Biography, Lionsgate, Endemol, MGM, MTV Networks, National Geographic, Digital Rights Group, Paramount, PBS, Sony Pictures Television, Warner Bros. and more.



**YouTube** Watch and share original videos worldwide. Upload your own home-videos with a free account so others can watch them too; video length is limited to 10 minutes with a free account.



## Photo Albums

**Picasa** Create a free account to upload your photos and create an online album. Download the Picasa software from Google to help you organize and edit photos on your computer, and then upload as desired to your online account.



**Flickr** Create a free account to organize and upload photos/albums and videos that can be shared online. Give your friends or family permission to organize your stuff, add comments, notes and tags.



**Animoto** Create music videos for your images, video clips and pictures.



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## Photo Editing

**Picnik** Grab your photos from your computer or from numerous online sources (MySpace, Flickr, Facebook, Photobucket, Picasa, Webshots, etc...) and then tweak them by resizing, rotating, cropping, adding frames, fonts, shapes or even special effects. Free. No registration required.



**FotoFlexer** Works the same as Picnik with even more editing options.



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## Invitations (and party planning)

**Evite** Free online invitations and ecards (also lets you create your own design). Manage RSVP lists. Find birthday invitations, party invitations, birthday ecards, party ideas and planning aids. Optional invitation features include adding polls for your guests to answer – find out what movie, food or music everybody prefers; letting guests select items to bring – great for potlucks and other group-run events; allowing guests to invite more people to the event; sending your invitation to your friends' phones and Facebook inboxes...



**PurpleTrail** Works like Evite.



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## Reviews

**TripAdvisor** Get real information, advice, tips, insights and opinions from other users to plan and take your trip.



**Flixster** Share/read movie reviews and rating.



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## Favorite Things

**Pinterest** Visual pinboards of favorite things; uses images from the internet

