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**BRADLEY, Phil.** *How to use Web 2.0 in your library.* London: Facet Publishing, 2007.  
224 pages. ISBN 978 1 85604 607 7. £39.95.

Web 2.0 is scary – mainly because there is so much of it. In this book Phil Bradley gives an overview of the subject and then breaks it down into easily digestible chunks for further assimilation. He is an internet pioneer and information professional who has worked in the field of electronic publishing for over 15 years. His impressive internet credentials include writing a regular Internet Q & A column in the CILIP Library and Information Update.

The book has a complementary website, which enables the author and his readers to edit or add new material. This is in response to the rapid growth of information in this area which in itself is one of the main characteristics of Web 2.0, where perpetual beta rules. Indeed the author says “we are now reaching a point where everything is changing all of the time”. (p6).

The numerous links included in each chapter are listed alphabetically on the website and I found this a most useful feature. I was diverted again and again when checking out these recommended resources, it made the book a longer read than I had anticipated – but I guess the fact that I found it so engaging is a good thing.

This is more than a book about Web 2.0 - it reflects the way people are learning now and consequently the way we must respond. Social networking, personalisation, how to keep up-to-date and the need to deliver information in bite size pieces, are all explored within the framework of making use of Web 2.0 in the library. The author constantly encourages the reader to experiment and try out Web 2.0 sites and services throughout the book.

There are 12 chapters, each of which includes a description of the web service under discussion, and suggestions of how to make use of the service in a library environment, and includes many examples and in some instances case studies

Phil Bradley sets out his stall in chapter 1 with a variety of definitions in an attempt to grasp the slippery phenomenon that is Web 2.0. He goes on to describe the main characteristics that make a service or product Web 2.0.

Then Chapter 2 deals with RSS aka Rich Site Summary or Really Simple Syndication or Read Some Stories, (see what I mean now about the multiplicity of definitions, there is no agreement about the name of the service!). Subsequent chapters discuss - weblogs; podcasts; the use of start pages; social bookmarking services; building your own search engine; creating and using websites and pages; using instant messaging and photograph-sharing utilities.

Chapter 4 “Finding your voice – using podcasts” is typical. It covers what podcasting is, how it works, how libraries can use it and goes on to discuss why podcasts are so popular and how to find and use them. There is also information on creating podcasts and the hardware and software that may be required. There

is an interesting case study in the form of a question and answer interview on how a library created and is using a podcast for library tours. Reading this section gave me the confidence to attempt my first podcast, although I had to seek more detailed help elsewhere on how to use the software itself.

The penultimate chapter looks at miscellaneous resources including sharing desktops, virtual offices, email discovery and mapping services and mashups. The author comments - "There are resources being created to answer questions that most of us haven't even thought of asking yet". (p.188). The final chapter discusses strategies for implementing and managing the use of web 2.0 products.

Many resources are highlighted and explained in more detail for example squidoo (for customizing web pages) and Flickr (photograph sharing and management utility). The author makes frequent references to his own web pages, blogs and uses screenshots of his pages to illustrate the text.

The layout is clear and the contents page, chapter headings, sub-headings and bullet points make this an easy book to navigate. This book would be of interest to all levels of readership from students of library and information studies to the chiefs.

**Christine Levey**  
**Goldsmiths Library**  
**University of London**