

Medical Librarian 2.0



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Widespread use and acceptance of the World Wide Web in the home and office has eclipsed many other technological advances. Next-generation applications like wikis, podcasting, streaming video, virtual reference, RSS feeds, and blogs sit on the cutting edge of changes that will-and have already begun to-transform librarianship. Medical Librarian 2.0 is a vital groundbreaking resource for understanding and implementing these technologies in reference services. Medical Librarian 2.0 is both an examination of current technology and a resource for practical applications as well. This important collection includes informative chapters that cover the evolving spectrum of digital tools. Through detailed explorations of current technologies, as well as the ways institutions have implemented them to better serve both patrons and staff, this text provides the insight and necessary awareness required for librarians who want to stay current with these technologies and to make their services relevant to the newer generation of users. With a wealth of informative tables, diagrams, Web site illustrations, online resources, photographs, and references, Medical Librarian 2.0 is an essential resource that looks at the pervasive Web technologies medical libraries-and other libraries-are successfully adapting to both update old services and provide new ones. Contributors to Medical Librarian 2.0 discuss: - the tools and applications shaping Web 2.0- extending these vibrant technologies into librarianship with Library 2.0- virtual

reference services in academic health science libraries- e-mail, chat, and web forms in the changing landscape of reference services- syndicated information delivery via RSS and its integration- producing, using, organizing, and distributing podcasts- challenges to and successes of streaming video in health sciences libraries- social networking, social media sharing, and social bookmarking tools- tagging, peer production, blogs, and folksonomy- open source software and content management systems like Drupal- wikis and the organizational knowledgebase- creating and utilizing blended applications and mashups- current concerns over data and security - and many other important topics With a wealth of tables, diagrams, Web site illustrations, online resources, photographs, and references, Medical Librarian 2.0 offers readers clear examples of these applications put into practice. Medical Librarian 2.0 is an essential resource for librarians, especially those in medical settings, library science educators and students, and those looking to stay at the forefront of emerging reference technology.

作者介绍:

目录:

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