

2009

Keeping Up with Big Daddy: Meeting 2.0 User Expectations on a 1.0 Budget

Alysia Starkey

Heidi Blackburn

University of Nebraska at Omaha, hblackbu@gmail.com

Heather Braum

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Recommended Citation

Starkey, Alysia; Blackburn, Heidi; and Braum, Heather, "Keeping Up with Big Daddy: Meeting 2.0 User Expectations on a 1.0 Budget" (2009). *Criss Library Faculty Proceedings & Presentations*. 32.
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2.0 is actually **\$imple**

2.0 tools are popular for a reason:

- o Saves staff and patrons time and money
- o Easy to use
- o Can be as creative or streamlined as you want
- o Can be modified to fit each and every idea
- o Is not just for patron use



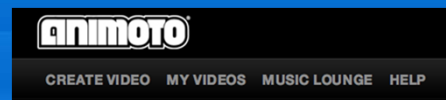
Jing - <http://www.jingproject.com>

- Capture images or video on your computer for maps, directions on how to use an OPAC, or tons of other items!
- Easily save files to your computer or create a Web-based account to store the videos and images.
- Great for quick training or reference needs, especially if you can't be there in person, but a teacher/patron/staff needs your expertise.
- For Mac or PC.
- Requires a small program download and installation.



Animoto - <http://animoto.com/>

- Automatically creates free 30 second movies from pictures that are uploaded on to the website.
- Completely customizable with your photos and pre-selected music and creates a video in just minutes!
- No two videos are ever the same!
- Unlimited number of movies which can be sent in email, uploaded to YouTube, or embedded in websites/blogs such as Facebook, Blogger, WordPress, TypePad or your library's own homepage.
- Nothing to download, just go to the website!



Poll Daddy - <http://www.polldaddy.com>

- Create surveys and polls for your website, blog and social network profiles.
- Free account includes 100 responses per survey and unlimited poll responses.
- Advanced online reporting in real time of your data as it is collected in charts or lists.
- 11 question types to choose from with multiple options for each type.
- Export your data as XML, CSV and subscribe to your results via RSS to check response rates.
- Close surveys after a certain date or quota has been reached, and create custom start and finish pages for your survey.
- Nothing to download, just check the website!



TypePad - <http://www.typepad.com>

- Blog software that uses templates to allow you to create a completely customizable website using the domain name you choose.
- You can edit the layout, control who can make changes, leave comments or upload photos/audio/video.
- No ads unless you allow access and full anti-spam coverage, keeping your blog professional looking.
- 24/7/365 technical support and a large online community for help, tips and tricks for your blog.
- \$4.95 a month including full access to support, 100MB of storage and 2 GB of bandwidth.



Wordle

KLOW

Zamzar - <http://www.zamzar.com>

- Convert documents, images, music, videos and more with the click of a mouse
- Upload files from your local computer
- Converted files delivered to your email inbox

