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Book review

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Chan, L. et al (2002) *Budapest Open Access Initiative*. New York: Open Society Institute. <http://www.soros.org/openaccess/read.shtml> (Retrieved 22 January 2007)

Bradley, P. (2007). *How to use Web 2.0 in your library*. London: Facet Publishing. 212pp. ISBN 9781856046077. £39.95.

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This latest book from Web expert, Phil Bradley, aims to introduce library and information professionals to the world of Web 2.0 and suggest ways in which Web 2.0 services could be utilized in library environments. Written for libraries in all sectors, the author has opted to select, from the plethora of services available, those which he believes can be of most use to information professionals.

The book comprises 12 chapters, the first of which aims to answer the question: "What is Web 2.0?". In this chapter, some of the main characteristics of Web 2.0 applications are outlined including that they can usually be utilized via the web, without the need to install software on your computer enabling users to access them from anywhere with a web connection; they often enable users to collaborate to develop resources; and they are usually developed progressively in response to user demands rather than being released as final products from the outset. Perhaps most usefully of all, Web 2.0 services enable us to create new resources for our users without the need for technical knowledge.

The 10 chapters which follow, each then focus on a specific group of Web 2.0 services. These include RSS, weblogs, podcasts, social bookmarking services, instant messaging and photograph-sharing utilities. There also chapters on creating your own web pages, without the need for html skills, using start page services, lenses, portals and wikis and a chapter on creating customized search engines which only search your specified selection of web sites. Finally in chapter 11, the author describes a number of other miscellaneous products that could also benefit information professionals including poster and banner creating and file storage services.

Generally, each of these chapters includes an outline of the main features and functionality of the category of Web 2.0 service followed by more specific details about key providers in the area with information on how to find or use them as appropriate. Every chapter then provides useful ideas for how these services could be used by information professionals either personally or within their organisations. Some chapters also include case studies of how the services are already being adopted in specific library organisations.

Bradley concludes the book in Chapter 12 with some considerations for information professionals seeking to implement Web 2.0 services within their organisations, including advice on rolling-out and promoting a new product. He

ends the chapter with some resources to help us keep up-to-date with future Web 2.0 developments, including some specifically for librarians.

This is a book, which by the nature of its content, will date quickly. With the aim of overcoming this problem, Bradley has created a web site (www.zimbio.com/prtal/How+to+use+Web+2.0+in+your+library) as a companion to the book, to which he and his readers can make contributions to update chapters and links as necessary. Full details of this are provided in the book's Appendix.

Throughout the book, Bradley's writing style is light and well-paced with clear explanations of terms and jargon. Screenshots are provided at appropriate points to support the text as well as plenty of suggestions for web sites to visit if you want to explore further. After reading this book, I cannot claim to be an expert in Web 2.0 but I do feel more informed about some of the major developments in the Web 2.0 arena and inspired to consider their possible application to my own working environment.