

An A-Z Guide
to FREE
Social Media Tools,
Apps, and Other
Resources

THE CYBRARIAN'S WEB

CHERYL ANN PELTIER-DAVIS

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WEB 2

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**An A–Z Guide to Free Social Media
Tools, Apps, and Other Resources**

Cheryl Ann Peltier-Davis

Foreword by David Lee King



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The Cybrarian's Web 2: An A-Z Guide to Free Social Media Tools, Apps, and Other Resources

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To Andre and Antonio

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Foreword

Last autumn, Cheryl Ann Peltier-Davis asked me if I'd be interested in writing the foreword to her new book. When she told me what it would be about, I jumped at the chance.

Why? Because *The Cybrarian's Web 2* is a *really* useful, at-your-fingertips resource covering some cool online tools, apps, services, and resources.

Let's say you are a new librarian (or you're not so new, but the web is still—let's be honest here—slightly foreign to you at times). Your supervisor suddenly gives you a small project; maybe your assignment is to research social news aggregators. Now, you know next to nothing about social news aggregators—in fact, you actually haven't heard the term “social news aggregators” before—you just know the supervisor wants you to find something to help her track local and national news on her iPad.

Okay, then. What do you do next? If you're like most of the modern world with easy access to the web, your next stop is your best friend (or should I say “frenemy”) Google. You sit down and start randomly typing in search strings. You'll probably search for things like:

- Online news alerts
- iPad news apps
- iPad news trackers

Hopefully, you'll find some potentially interesting articles to skim through, and perhaps some articles will be from iPad app blogs or computer tech sites like *Macworld* and *PC Magazine*.

Eventually, you will find something that points you in the right direction because you are a good librarian. You'll complete the project—after lots of searching, reading, skimming, and possibly playing around with random iPad apps. But guess what? There's an easier way: You can keep *The Cybrarian's Web 2* on your desk—and in your library, right? (Buy two copies!) Just picking this handy book up, you can find information on four social news aggregators in the space of a minute.

Each of these social news aggregators has a chapter devoted to it. Coverage includes an overview and description of the tool or service along with useful features and current trends.

It gets even better. After the overview comes a “How Cybrarians Can Use this Resource” section, detailing how the resource fits into a librarian’s arsenal of tools.

Wow.

And that’s just the four tools focused on social news aggregation. *The Cybrarian’s Web 2* provides an in-depth look at 61 tools, apps, and resources. I’m a *huge* geek who’s very familiar with the modern web, and I’m familiar with about 40 of them. *The Cybrarian’s Web 2* is as current as it is useful.

That’s actually why Cheryl wrote the book. To help *you* and *me*. Her goal is “to assist the library community in the discoverability and use of these resources.” While her first volume of *The Cybrarian’s Web* (2012) focused on tools that many of us now know, like Facebook, Twitter, and WordPress, this second installment focuses on some lesser-known but still extremely useful tools that can help librarians in the workplace and beyond.

I have to say, I now have some homework to do. I need to check out most of the nifty tools Cheryl covers that I haven’t yet discovered—like Aurasma, an augmented reality service; BrandYourself, an online brand reputation service; and Popplet, a visualization tool.

Who knew all these tools were out there? Cheryl Ann Peltier-Davis, that’s who. So join me, and let’s read on and learn.

David Lee King
davidleeking.com

Acknowledgments

This second volume would not have been possible without the support and assistance of my cybrarian friends and colleagues. My inspiration is drawn from your dedication and commitment to adopt and use leading-edge tools that sustain libraries for present and future generations. I am also inspired by the developers of the resources covered in this book, whose timely innovations provide the groundwork required for the extensive research that went into writing this work.

I want to thank the reviewers who posted insightful evaluations and comments on the first volume and the many requests for work on a second iteration. Thanks also to David Lee King for his advice and willingness to write the Foreword for *The Cybrarian's Web 2*. I extend my gratitude and acknowledge the very thorough review of the first draft of this manuscript by my colleague and friend Arlene Batson-George, who voluntarily took time out from her busy schedule to meticulously go through each chapter.

Thanks to Randall McClure, editor extraordinaire, who brought extensive knowledge, extreme patience, and generous support to the project. I also wish to thank John B. Bryans, Editor-in-Chief and Publisher at Information Today Books, for his ongoing encouragement and enthusiasm for my work.

Lastly, thanks to my two sons, Andre and Antonio, and source of inspiration Antonio Caraballo, for their support and understanding during the long hours I spent in researching and writing this book. I could not have accomplished this task without your help, and I hope it inspires you to follow your dreams, to believe that nothing is impossible, and perhaps to one day write on a subject about which you are passionate.

About the Website

www.cybrariansweb.com

In attempting to provide a useful annotated listing of internet resources, one of this author's challenges has been to ensure that the descriptions and strategies keep pace with the technologies themselves. To that end, I have created a companion website rich with web links to (and updates for) the 61 resources covered in the book, along with reviews of new resources, a link to my personal blog, and space for reader comments and recommendations.

Cybrariansweb.com is designed to help keep you current with developments in this highly dynamic and fast-moving information network we call the web. Please let me know what I can do to make it even better.

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Preface

My intrigue with freely accessible resources on the web grew out of an insatiable fascination with tracking global trends in what I fondly refer to as the Free Content Online (FCO) numbers game. This time-consuming and sometimes arduous task is as intriguing as it sounds, as daily compilations of statistical data reveal the explosion of digital information online and the ease and speed at which this information is created, searched, and shared. For example, in 2012 Google indexed an estimated 50 billion webpages. Within the span of two years, this number increased to 67 billion pages, and, as any researcher who is willing to delve deeper into the numbers will discover, the majority of this content is freely accessible.

One can easily look at this statistical data, add the expansive range of freely available social media tools—blogs, wikis, social networks, and podcasts—and readily confirm one fact: there is limitless availability and access to free resources for the typical searcher in this networked and interactive information environment. Unfortunately, this seemingly easy access to free content does not necessarily enhance the discoverability of these resources on the web.

The Cybrarian's Web 2 is my attempt to assist the library community in the discovery and use of these resources. It is not a work published in isolation; rather, it reflects a growing consensus—replicated in journal articles, books, conference papers, and reports—that we are entering an era when free resources are viewed as just as viable and valuable as commercial content. Within the pages of *The Cybrarian's Web 2*, there is also implicit acknowledgement that libraries and other organizations are still operating within a challenging economic environment where budget concerns mandate a proactive approach in re-evaluating existing acquisition and collection development policies and combining this with efforts aimed at augmenting and enriching costly subscription collections with high-quality, free resources.

Similar in purpose, organization, and content to the first volume, *The Cybrarian's Web 2* provides in-depth summaries and analysis of free resources on the web, focusing on the practical application

and implementation of these resources in libraries and other work environments. Since the first volume was published, the rapid rate at which new social media tools, apps, and other resources have been developed and the use of these tools by libraries to market programs and services has mandated a slight change in the coverage of topics in this book.

While the first volume was written as a starter guide to social media tools, catering mainly to the needs of an audience with limited technological knowledge (for example, brief overviews and library use of popular tools such as Blogger, Delicious, Facebook, Twitter, Wikipedia and YouTube), *The Cybrarian's Web 2* focuses on lesser-known tools, along with trending concepts successfully implemented by libraries. Another major divergence, which will be immediately discernible to readers as they browse the table of contents, is the extensive coverage given to ebooks, ebook collections and services, and ebook reading devices. Given the popularity and widespread usage of this content within libraries and other communities, and the subsequent legal wranglings between libraries and publishers, it would be a disservice to the profession to not record the availability and accessibility of this group of unique resources.

The Cybrarian's Web 2 also focuses on innovative concepts and trends that are rapidly being mashed up and adopted in the library world. Readers will learn about these in succinct chapters that cover topics such as self-publishing, cloud storage and hosting, crowdfunding, mobile applications (apps), makerspaces, massive open online courses (MOOCs), social news aggregators, social media management services and visualization tools. Readers are also introduced to wearable technology in the form of Google Glass. Its inclusion as a separate chapter is not reflective of the product's popularity (sold out in one day), availability (exclusive availability initially to Glass Explorers only), and affordability to the average consumer (\$1500 per headset), but is born of the necessity to sensitize the library community to the important issues it raises regarding patrons' data privacy, security, and safety and the critical role of librarians in advocating for our patrons' rights. Advocacy played a major role in Google's decision to halt the development and discontinue sales of the current version of Glass through its Explorer program and streamline efforts at working on a new and improved version.

Given the dynamic nature of most resources on the web and the need to constantly monitor and update these resources, a companion website provides links to all the resources covered in this book. In hindsight, the launch of this companion website, which coincided with the publishing of the first volume, has proven to be a blessing in disguise, as it has provided an online forum for discussion and documentation of sites that have changed ownership, undergone radical alterations, or are now defunct.

I hope that this book, like its predecessor, continues to serve a wide cross section of readers in multiple communities supporting productivity, collegial collaboration, and self-development, and that readers discover its usefulness as a guide and learning tool to innovate, improve, and add value to library services in the digital age.

Cheryl Ann Peltier-Davis
Read–Learn–Experiment–Share

Introduction

In 2004, the term Web 2.0 was coined at the O'Reilly Media Web 2.0 conference. At the time, the term was considered revolutionary in identifying and giving credence to a second generation of web-based services—social networking sites, wikis, communication tools, and folksonomies—that emphasize online collaboration and sharing among their users. Now, some eleven years later, in an era dominated by mobile technologies that continue to transform the human enterprise in all sectors, there has been a notable shift in discussions on the continuing relevance of Web 2.0 technologies. Some writers have gone so far as to ask the provocative questions: “Is Web 2.0 dying?”¹ and “Is Web 2.0 becoming more and more a void (and an avoided) term?”² These questions have sparked a worthy debate, with proponents on both sides of the argument presenting convincing views.

Protagonists assert that Web 2.0 has indeed “lost its mantle as the most important internet paradigm”³ and that momentum has shifted to the mobile revolution, justifying this assessment by citing the purchases by social media giant Facebook of the wholly mobile (that is, not web-based) photo-sharing app Instagram for \$1 billion in April 2012 and the WhatsApp instant messaging service for \$19 billion (\$22 billion according to some sources) in February 2014. These investments have been widely viewed as an attempt by Facebook to make itself more relevant in a world that seems to be rapidly shifting away from Web 2.0, into a new world characterized as the “Age of Mobility.”⁴

Current data certainly seems to support such a mobile shift, as the majority of consumers are now “spending more time in their mobile applications than they do browsing the web.”⁵ The Pew Research Center reports that 91 percent of American adults own cell phones and use their devices for much more than phone calls. Popular activities include texting, accessing the internet, sending and receiving mail, downloading apps, listening to music, and getting directions, recommendations, and other location-based information.⁶

Views supporting the sustainability and survival of Web 2.0 technologies and the development of the requisite symbiotic relationship in a mobile-driven environment can best be encapsulated in the following statement: "Web 2.0 is not really dead...but it is certainly in its twilight years."⁷ It is safe to say that almost every website you visit on a computer or mobile device has some embedded component of Web 2.0 technology. Web 2.0 survival can be attributed in part to a dedicated base of users and their compulsive need to connect, communicate, and collaborate with family, friends, colleagues and communities, to find information, to be entertained, and to create content on their desktops and mobile devices.

This seemingly obsessive behavior has secured the longevity and profitability of established social networking sites such as Facebook (1.39 billion users), YouTube (1 billion users), Twitter (288 million users), and LinkedIn (332 million users), along with newer platforms such as Pinterest (70 million users), Instagram (300 million users), and Tumblr (420 million users).⁸ This push towards online connectivity, communication, and consumer feedback has also ensured that embedded Web 2.0 technologies are now commonplace components in high-volume everyday sites managed by online media outlets.

The fact that Web 2.0 technologies are alive and well is also evidenced in a 2013 Pew report that finds "72 percent of online adults use social networking sites." Further solidifying the enduring nature of this phenomenon, the Pew researchers report that one of the more striking manifestations regarding the social networking population has been the steady growth in senior citizen users, whose numbers have tripled on social networking sites over the past four years. According to Pew researchers, 43 percent of internet users over age 65 used social networking sites in 2013, up from 13 percent in 2009.⁹

Given these realities, it is not surprising that the benefits of Web 2.0 technologies, which allow us to easily create, contribute, communicate, and collaborate with each other in new and exciting ways, are still being touted and experimented within the library world and allied communities. According to the authors of *Libraries at the Epicenter of the Digital Disruption*, "87 percent of respondents indicated that their libraries are using or offering social media experiences in one form or another ... and more than half of those surveyed are using social networking services as part of their outreach to patrons and constituencies."¹⁰

For this author, it seems clear that Web 2.0 technologies continue to provide the technological foundation required to develop social media tools on web-based and mobile platforms. As readers will discover in the chapters to follow, many of these tools and apps remain freely available online and have been successfully integrated into existing library services and other work environments.

Integrating Social Media Tools and Other Free Online Resources into Library Services—Benefits and Challenges

In the first volume of *The Cybrarian's Web*, I offered a list of immediate benefits for libraries using free Web 2.0 tools and other online resources.¹¹ These benefits included delivering value-added services to tech-savvy clients, expanding and enhancing library collections during an economic recession, building alliances with patrons, improving communications with staff, democratizing the web, and surviving in a technologically competitive landscape. While these benefits are still relevant and can be used to argue for the continued implementation of these resources, there is now additional research findings to support active implementation and use of free online content. Two noteworthy reports are the Taylor and Francis white paper *Facilitating Access to Free Online Resources: Challenges and Opportunities for the Library Community*, which “explores the issues relating to free online content discoverability from the perspective of librarians,”¹² and a recent IFLA Trend Report that identifies five high-level trends affecting the role and identity of libraries.¹³

Two key findings from Taylor and Francis support the adoption and integration of free online content into existing library services:

- Librarians and faculty alike agree that free online resources add value to the research process
- The vast majority of librarians believe that free online content is likely to become at least as important as subscription content in the future

Taylor and Francis also highlight inherent challenges encountered by librarians in identifying, selecting, cataloging, and providing timely

access to this growing volume of free resources. The value of this research to the library community lies in the areas delineated for improvement and innovation that facilitate the continuing access to free resources. Best practices include the following:

- Improving methods of providing permanent access and reliable archiving for free content
- Comprehensive indexing of quality free resources by discovery systems
- Developing trusted repositories linking to free content
- Improving user interfaces for accessing library-surfaced content
- Developing metrics for evaluating the impact of subscription and free content on institutional performance

The added observation within the IFLA Trend Report that “the global information economy will be transformed by new technologies” is particularly instructive to libraries and allied information centers. Implicit in this particular trend is an underlying call to arms for librarians and other information professionals to advocate for and become more adept at providing “information literacy skills such as basic reading and competence with digital tools” for their patrons, as “people who lack these skills will face barriers to inclusion within this [new technologies era] and in a growing range of [other] areas.”¹⁴

Mounting evidence points to immediate benefits from integrating free or inexpensive econtent into existing services along with the push toward developing more consumer-oriented products. To this end, many libraries may choose to hasten the process of early adoption and implementation. It is important to note that when implementing any new product or service, a period of critical evaluation and review of factors such as current needs, communities to be served, and product effectiveness, combined with intense consultation of staff, clients, and vendors, is required. Developing an effective social media plan or strategy, with delineated objectives, target audiences, resources, training models, content curation tools, technical support, maintenance, and feedback strategies must also be incorporated into the planning process.¹⁵ Only when these preliminary steps have been taken can a successful program or product be developed.

This book was written to jumpstart your research and implementation process. It can be used as a planning guide initially, then as a reference that supports the continual integration of social media tools and other free online resources into library services.

How The Book Is Organized

The Cybrarian's Web 2 shares the same goals as the first volume: to offer an “environmental scan” of available resources and to methodically identify, select, and evaluate tools that information professionals can effectively introduce and integrate into their workspaces, communities, and even their personal lives.

Each resource covered in the ensuing chapters falls into one of several broad categories:

- Archiving/Note-taking tools
- Augmented reality services/Wearable technology
- Avatar creation services
- Barcode scanning and generator software
- Cloud storage/File hosting and sharing services
- Course management systems
- Crowdfunding platforms
- Digital libraries
- Digital publishing services
- Digital/Online learning services
- DIY collaborative workspaces
- Ebook collections and services
- Ebook reading devices
- Infographic creators
- Massive Open Online Courses (MOOCs)
- Microblogging/Instant messaging services
- Mobile applications (apps)

- Online reputation management services
- Photo and video sharing services
- Polling services
- Productivity tools
- Reference management services
- Self-publishing platforms
- Social bookmarking services
- Social media management services
- Social networking services
- Social news aggregators
- Video/global conferencing services
- Video sharing services
- Visualization services
- Web and mobile reading applications
- Web/wiki hosting services

The resources are arranged alphabetically to enhance readability and access. Two new appendices in this volume—tools by type of service and by mobile device availability—are designed to help readers easily find appropriate resources within these categories.

Each chapter is independent, enabling readers to jump immediately to those resources that most interest them. Resource information is organized as follows:

- Name of the resource
- Category (type of application)
- Static uniform resource locator (URL)
- Origin and development
- Features, functionality, design, and usability
- Suggestions for use by the library community
- Fun factoids or interesting snippets of information on the resource (FYI)

Cybrarians¹⁶ will not want to miss the section in each chapter entitled, *How Cybrarians Can Use This Resource*. Here, I offer suggestions for use of a given resource in the work environment and provide examples of innovative library implementations. This section is valuable for anyone wishing to observe social media tools and apps at work in libraries. For library administrators, these examples will provide supporting evidence of the benefits of using tech tools to showcase innovative services and enhance the library's online presence.

I conclude the book with five appendices. Appendix I presents tips and teaching tools for cybrarians. Appendix II provides very brief summaries of all the covered resources. Appendix III is a list of referenced websites, and, as previously noted, Appendices IV and V list resources by type of service and by mobile device support, respectively.

Criteria Used in Resource Selection

Nearly all of the resources included in the book are free for cybrarians to use. Some have a minimal subscription fee attached to them, and this cost is disclosed to readers (though needless to say all pricing information is subject to change). Resources were selected based on independent review and analysis, with the following considerations weighing heavily in my decision-making process:

- Is the resource useful to librarians and information professionals? Can it add immediate value to current services provided? Can it be easily implemented by less tech-savvy users? Is it organized for ease of use?
- Is the resource well known and established? For example, is there constant chatter and buzz in blogs, eforums, and other discussion groups about its reputation?
- Does the resource suggest longevity as evidenced by the time since it was created and its current iteration?
- Has the resource received positive reviews from users?
- Is there evidence of free technical support?
- Is the resource supported on multiple platforms and on mobile devices?

Final Comment

As you navigate, explore, and gain a foothold in the ever expanding digital landscape, I hope *The Cybrarian's Web 2* will help you discover and experiment with free resources and harvest all things innovative in order to develop information products and services that meet your and your clients' needs. As I have discovered since publishing the first volume, keeping up with resources can be daunting, as new tools are continually being launched in a dynamic environment dominated by user-generated digital content. I urge you to assist in the task of identifying important resources for the cybrarian community by contributing to the book's companion website at cybrariansweb.com.

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16. Cybrarian is a shortened form of *cyberlibrarian*, coined from the terms "cyberspace" and "librarian," to refer to a librarian whose work routinely involves information retrieval and dissemination via the internet and the use of other online resources. This definition is taken from the *ODLIS Online Dictionary for Library and Information Science* (www.abc-clio.com/ODLIS/searchODLIS.aspx).

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Overview

Adobe Systems Incorporated is one of the leading computer software companies in the world. Established in 1982, the company has its main headquarters in San Jose, California, with major development operations based in Canada, Germany, India, Romania, Switzerland, and China. Historically focused on the development of multimedia and creativity software products, Adobe has tailored its recent software offerings to reflect changing user needs and an expanding and highly competitive computer software industry.

Adobe is best known to consumers for its free flagship products including the Portable Document Format (PDF), long regarded as the international standard and common medium for exchanging electronic documents, and the Adobe Reader software that allows users to view, print, and annotate PDF documents.

As a for-profit corporation, Adobe offers the majority of its standalone packages and suites to individuals, enterprises, and educational institutions at subscription costs. Productivity and creative software in this category include Acrobat (PDF creator, editor, and converter), Captivate (HTML5-based elearning), Connect (web conferencing), Dreamweaver (website and mobile app design), Illustrator (vector graphics and illustration), InDesign (page design, layout, and publishing) and Photoshop (image editing and compositing). All of these proprietary products are available for an evaluation or trial period of 30 days.

In addition to Adobe Reader, the company offers other freeware products (Adobe Digital Editions, Adobe Flash Player, and Adobe Air) at no cost. These can be downloaded and used as productivity tools in the office and home environment.

Adobe Reader—free software

(www.adobe.com/products/reader.edu.html)

Features

Adobe Reader is recognized as the global standard software for viewing, annotating, esigning, printing, and sharing PDF documents. Its popularity as a PDF file viewer is based on its versatility in opening and interacting with all types of PDF content, including forms and multimedia. The Adobe Reader app for mobile devices (iPads, iPhones, iPod Touch, and Android), available for download from Apple iTunes and Google Play, allows on-the-go access to PDF files.

Adobe Digital Editions—free software

(www.adobe.com/products/digital-editions/download.html)

Features

Adobe Digital Editions software is a recent offering from Adobe to support the explosion of ebooks in the publishing industry and the subsequent increase in ebook readership. Designed exclusively to enable users to manage ebooks and other digital collections, this tool allows readers to download, view, and read ebooks (purchased or borrowed from local libraries) both on and offline. Other features include the ability to transfer copyrighted ebooks from a personal computer to other devices (including USB connected ereaders), sort and organize ebook collections, change page layout, orientation, and font size, access an online dictionary, print pages, annotate text, and integrate voice reading software. Adobe Digital Editions supports industry standard ebook formats PDF/A and EPUB.

Adobe Flash Player—free software

(www.adobe.com/products/flashplayer.html)
and Adobe AIR (www.adobe.com/products/air.html)

Features

- Adobe Flash Player is a multiplatform client runtime that web users must download and install in order to view and

interact with SWF content, Adobe's Flash proprietary file format used for displaying animated vector graphics on the web. Commonly referred to as Flash, this piece of software is widely considered the standard for delivering high-impact rich web content and an engaging end-user experience. To support users in the growing multilingual web community, the Mobile and Tablet Development Center (www.adobe.com/devnet/devices.edu.html) provides resources in multiple languages for building new applications and content for mobile devices.

- Adobe AIR is a cross-platform runtime that provides users with access to familiar tools within the Adobe suite (Dreamweaver, Flash Builder, Flash Catalyst, and Flash Professional) or any other text editor to build and deploy applications (apps), games, and videos for desktops and mobile devices. The Adobe AIR Developer Center (www.adobe.com/devnet/air.edu.html) provides user support to developers through online tutorials covering core skills, free access to manuals and other reference documents, regularly updated blog postings on new features, and an online gallery for showcasing new games built with Flash technology.

Adobe Creative Cloud—free 30-day trial (www.adobe.com/downloads.html)

Features

- All of the desktop applications in the Adobe Creative Cloud suite are eligible for a free 30-day trial (<https://creative.adobe.com/join/starter>). The Creative Cloud trial includes 2 gigabytes (GB) of cloud storage and limited access to services. After completion of these free trials, clients are offered access to the full suite including more cloud storage at discounted subscription rates. Trials are available for individuals, businesses, and educators.
- Creative Cloud provides one-stop access to the Adobe suite of tools and services for working with digital photography, creating audio and video, gaming, designing graphics,

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The screenshot displays the Adobe website homepage. At the top is a navigation bar with links for Products, Business solutions, Support & Learning, Download, Company, and Buy, along with a search bar and links for Privacy, My cart, and Sign in to My Adobe. The main content area features a large banner for Creative Cloud with the text "Save 40% on all-new tools. Only in Creative Cloud." and a "Join now" button. Below this is a section for Creative Cloud products, including After Effects CC, Dreamweaver CC, Flash Professional CC, Illustrator CC, InDesign CC, Adobe Muse CC, Photoshop CC, Photoshop Lightroom, and Adobe Premiere Pro CC. A sidebar on the left lists categories like Design and photography, Web development and HTML5, and Video. Below the Creative Cloud section is a section for Adobe Marketing Cloud, which includes a sidebar with links to Adobe Analytics, Adobe Campaign, Adobe Experience Manager, Adobe Media Optimizer, Adobe Social, and Adobe Target. The main content of the Marketing Cloud section describes various analytics and reporting tools. At the bottom, there is a footer with a "View our complete products and services catalog" link, a "Products" section listing various Adobe products, a "Download" section with links to product trials, Adobe Reader, Adobe Flash Player, and Adobe AIR, a "Support & Learning" section with links to product help and forums, a "Buy" section with links to personal and professional use, student and educator discounts, and special offers, and a "Company" section with links to news room, partner programs, corporate responsibility, career opportunities, investor relations, events, legal, security, and contact Adobe. The footer also includes copyright information for 2014 Adobe Systems Incorporated and links to Terms of Use, Privacy, and Cookies.

Products

Overview Software Special offers

Save 40% on all-new tools.
Only in Creative Cloud.

Introductory offer for CS customers.

Join now

Photoshop CC plus
Lightroom desktop and
mobile for "\$9.99/mo.
Join now >

Creative Cloud

Get everything you need to create, collaborate, and publish — all in one place. Learn more >

Featured products

Design and photography

Web development and HTML5

Video

After Effects CC
Cinematic visual effects and motion graphics.

Dreamweaver CC
Website and mobile app design.

Flash Professional CC
Interactive experiences, game design, and mobile device packaging.

Illustrator CC
Vector graphics and illustration.

InDesign CC
Page design, layout, and publishing.

Adobe Muse CC
Website design without coding.

Photoshop CC
Image editing and compositing.

Photoshop Lightroom
Digital photo processing and editing.

Adobe Premiere Pro CC
Video production and editing.

Creative Cloud includes additional creative apps, plus Edge Tools & Services, file storage, and tools for file sharing, collaboration, and publishing. Learn more >

Adobe Marketing Cloud

Do you know what your marketing is doing? Adobe can help by providing your business with an integrated set of solutions that cover every digital marketing need your business has, all from one place. Learn more >

Adobe Analytics

Adobe Analytics helps you measure, analyze, and share data from the web, mobile, and other digital channels in real time. Learn more >

Marketing reports and analytics

Make use of advanced analytics with real-time reporting, powerful visualizations, and dashboards that arm you with the insights you need to guide your business.

Ad hoc analysis

Discover a comprehensive, multidimensional view of customer segments that you can use to make accurate, timely, and insightful decisions and improve performance.

Data workbench

Measure, analyze, and optimize integrated data from online and offline marketing channels, from high-level trends down to individual customer behavior — all in one place.

Predictive analytics

Easily analyze customer data and segment audiences to predict the success of your campaigns and maximize the impact of your ad spend.

Real-time web analytics

Access second-to-second analytics reports and real-time tools that allow you to react instantly to visitor trends.

Mobile analytics

Dive deep into the performance of your mobile campaigns. Understand how your mobile customers uniquely engage your brand.

View our complete products and services catalog >

Products

- Adobe Creative Cloud
- Creative Suite 6
- Adobe Marketing Cloud
- Acrobat
- Photoshop
- Digital Publishing Suite
- Elements family
- SiteCatalyst
- For education

Download

- Product trials
- Adobe Reader
- Adobe Flash Player
- Adobe AIR

Support & Learning

- Product help
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Buy

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Company

- News room
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- Career opportunities
- Investor Relations
- Events
- Legal
- Security
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In addition to its consumer products, Adobe offers free productivity tools for download and use in the office environment.

developing apps, and publishing on the web. The flexibility of cloud computing enables users to download and install new applications, receive alerts when new features and updates are available, seamlessly share files, collaborate online, save user settings, and sync files across multiple devices.

Adobe Connect—free 30-day trial (www.adobe.com/products/adobeconnect/buying-guide.html)

Features

Connect is Adobe's enterprise web conferencing platform for hosting online meetings, elearning, webinars, and virtual conferences. Features include integrated audio and video conferencing functions, unlimited webcam streams, real-time collaboration tools, customized URLs, company branding, and pod creation. Connection is enabled virtually for mobile devices (iOS, Android, and BlackBerry) and on desktops. The trial version is available for organizing events with a maximum number of 25 attendees.

Acrobat XI Pro—free 30-day trial (www.adobe.com/products/acrobatpro.html?promoid=KATIV)

Features

Described by Adobe as the complete PDF solution for “working in the office” and “on the go,” Adobe Acrobat XI Pro is a PDF converter packed with tools to increase productivity. Pro users can create, edit, delete, and combine PDF files, create online forms, and convert PDF files to Microsoft Office formats. The trial version is fully functional, offering all features of the subscription product.

How Cybrarians Can Use This Resource

Promote Access to a Suite of Online Productivity and Creativity Tools

Faced with budget cuts in an economically frugal climate, many library administrators are tasked with reassessing existing services and

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collections and are becoming more adept at deploying scarce resources. When considering new software to support creative and productive staff efforts, administrators can take advantage of Adobe's free trial versions to evaluate products before purchase. This strategy guarantees that the product is tested and compared with similar proprietary software currently available and ensures that budget allocations are wisely spent on products best suited to the communities served.

Offering Library Workshops on Using Adobe Products

Adobe Digital Editions, Adobe Reader, Adobe Flash Player, and Adobe Air are indispensable software for the office and home environments and can be promoted as free productivity tools to patrons during library workshops. Teaching patrons how to use Adobe Digital Editions (Adobe's free ereading application) to download econtent (ebooks and audiobooks) from the library's online catalog or vendor-supported platforms such as 3M Cloud Library or OverDrive to their desktops, laptops, and mobile devices is necessary if administrators wish to support continued budgetary allocations for purchasing costly ecollections. Cybrarians can model and adopt the strategies and best practices of the following libraries to introduce this ereading application to library patrons and promote its use.

- The Yolo County Library system in California regularly hosts programs to promote new services to surrounding communities. For example, the Mary L. Stephens Branch (Davis, California) organized workshops on digital media downloading to market the library's collection of OverDrive ebooks and audiobooks to patrons with mobile devices.¹
- The Bedford Free Public Library (Bedford, Massachusetts) developed a comprehensive guide for patrons on "Using Library ebooks with Adobe Digital Editions" (www.bedfordlibrary.net/pdf_files/ade.pdf).
- For libraries using OverDrive as an ebook vendor, OverDrive's Help Center (<http://help.overdrive.com/customer/portal/topics/632802-adobe-digital-editions/articles>) provides valuable tips on installing, navigating, and troubleshooting within Adobe Digital Editions.

FYI

Adobe Labs (www.labs.adobe.com) are incubators for innovators and developers to experiment with and evaluate Adobe's prerelease software, emerging technologies, and code samples, as well as to assist in preparing technical documentation and tutorials.

Note

1. "Digital Media Download Workshops at Library," *The Davis Enterprise*, January 7, 2014, accessed January 24, 2014, www.davisenterprise.com/local-news/digital-media-download-workshops-at-library.

About the Author



Cheryl Ann Peltier-Davis is Digital Initiatives, Cataloguing and Metadata Services Librarian at the Alma Jordan Library at the University of the West Indies, St. Augustine, Trinidad and Tobago. She is the author of several refereed journal articles on public and national libraries in the Caribbean and in 2007 served as co-editor of the book *Caribbean Libraries in the 21st Century: Changes, Challenges, and Choices* (Information Today, Inc.), which received the Association of Caribbean University, Research and Institutional Libraries (ACURIL) Award for Excellence in Research and

Publication. She is also the author of the blog Caribbean Connector (caribbean-connector.blogspot.com) created to connect Caribbean librarians and serve as a clearinghouse to deliver information directly to their desktops.

Cheryl has given conference presentations on a diverse array of library-related topics including Web 2.0 and libraries, core competencies for librarians, digitizing library collections, information management, and Caribbean public libraries. A member of both the American Library Association (ALA) and ACURIL, her continuing interest in emerging technologies has led to the publication of two volumes of *The Cybrarian's Web*.