



# LIBRARY MEDIA CENTRAL

Where Text Meets Tech!

The Samuels Mills Sprole School  
Public School 32: An Empowerment School

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November 2011

Dear P.S. 32 Community,

This month's newsletter goes Web 2.0.

Web 2.0 is the Internet that serves as a medium for an interactive experience, in the form of social media, blogs, wikis, forums, etc. It connects users to content and creating, sharing, and collaboration play a more important role than simply accessing information.

## Before the Web Turned Two.0

### Web 1.0

Read only  
Web as reading platform  
Developer authorship  
Individual intelligence  
Software applications  
Commercial/proprietary  
Static  
Impersonal  
Restricted collaboration  
Short tail  
Official releases  
Text-based  
HD as storage platform  
Lecture

### Web 2.0

Read/Write/Collaborate  
Web as publishing platform  
Public authorship  
Collective intelligence  
Web as software platform  
Open source/shared  
Dynamic  
It knows you & your needs  
Collaborative  
Long tail  
Constantly versioning  
Multimodal  
Web as storage platform  
Conversation

HD = Hard Drive

Short tail and Long tail are search criteria terms relating to the detail and use of word choice used to find information on the Web. Short tail terms are simple and nonspecific, while long tail terms are more detailed and specific phrases.

Taken from Joyce Valenza's Library Guide

To bring our library into the 21<sup>st</sup> Century, I started a blog. You can access it by going to <http://www.ps32.org/library-blog/> or by using a scanner from a Smartphone to access it through the QR Code to the right:



The Library Media  
Central Blog

I would love to hear your comments after you read the Blog.

Thank you,

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