**5510 Technologies for School Libraries**
**Module 7 Web 2.0**
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The *Library Journal's* article entitled "The New Digital Awareness: The Choices You Make Extend Beyond Delivering Digital Content" gives a concise overview of the political and social implications that arise when librarians and archivists make decisions about how they share information in the electronic world.

Bohle divides DAM (digital asset management) and metadata in libraries into three competing models: isolationists, collaborators, and crossovers. The competitive isolationists are the institutions that "vigorously and successfully protect their holdings" (26). They don't encourage collaboration with other institutions and there is no participation or input from the users.

Collaborators, on the other hand, see these types of DAMs as backwards, and certainly awkward, especially since "[s]ocial interaction features are immensely popular with users and will likely continue to dominate the marketplace and permeate digital information" (27). Collaborators are grouped by geography or by language, and are often part of national or regional groups. Like ACCESS PA, they have inter-library loan options, and like New Mexico State Library, they share access to electronic databases such as InfoTrak to state schools via Web 2.0 technologies.

The crossovers are committed to "intraconnections within a library, the interconnections among libraries, and the extra-connections between libraries and industry" (28) An example of this model is Duke University offering library content under the Creative Commons domain, along with copyright issues that are bound to arise when institutions begin to share sources so openly. One of the strengths of the crossovers is that geographic boundaries are no longer a hindrance to information retrieval. As long as there is an internet connection, information is available. This brings to mind questions about the digital divide and way to reach underserved communities.

This article addresses the issue of information access and sharing in Web 2.0 applications, and gives a background on how librarians have chosen to share information in this rapidly changing digital age.

**How I accessed the article:**

At the home page of MU Library's Pilot Online Catalog, I performed a search within the journal base for "Web 2.0" and got all sorts of articles in various languages. I then narrowed down my "Web 2.0" search within the journal *Library Trends*, but those articles were highly theoretical. Then I hit the jackpot with I used the keyword "Web 2.0" within the journal "Library Journal" in Academic OneFile.

**Works Cited**

Bohle, Shannon. "The new digital awareness: the choices you make extend beyond delivering digital content." *Library Journal* 133.12 (2008): 26+. PILOT (Mansfield State University Lib.) *Academic OneFile*. Web. 11 July 2010.