

# Τα ιστολόγια ως μέσο επικοινωνίας ανάμεσα στις βιβλιοθήκες και τους βιβλιοθηκονόμους

16<sup>ο</sup> Πανελλήνιο Συνέδριο Ακαδημαϊκών Βιβλιοθηκών  
Πανεπιστήμιο Πειραιώς



To “Web 2.0 mind map” tou Markus Angermeier

<http://kosmar.de/archives/2005/11/11/the-huge-cloud-lens-bubble-map-web20/>

# Tags

Χρήση της φυσικής γλώσσας  
(**Folksonomies**) και όχι ελεγχόμενου  
λεξιλογίου (**Taxonomies**)

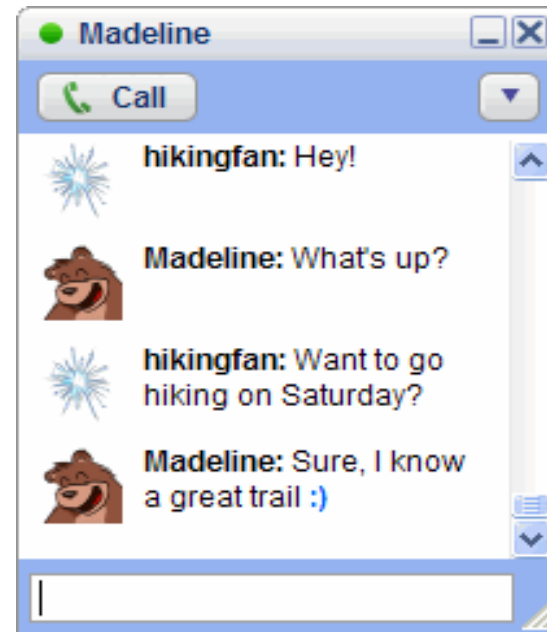
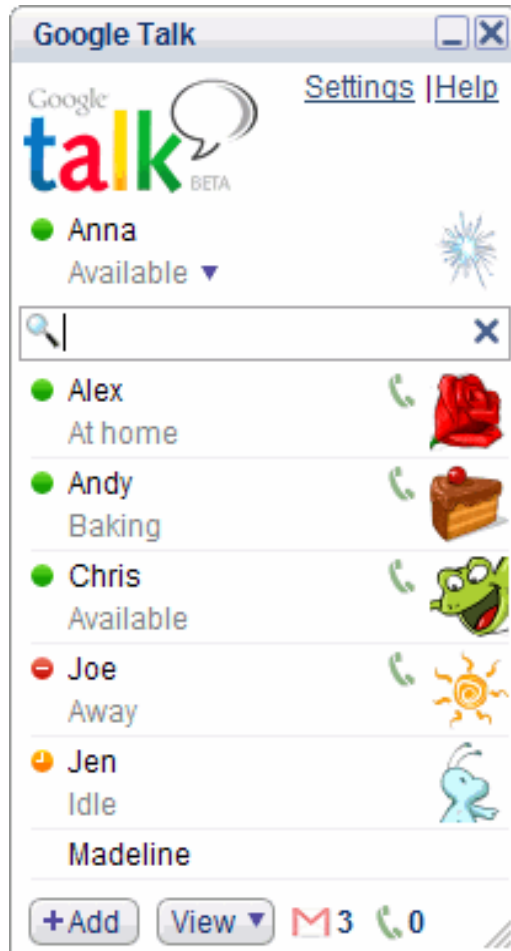
# Βιβλιοθήκη 2.0

- Είναι επικεντρωμένη στον χρήστη
- Προσφέρει τις υπηρεσίες της χρησιμοποιώντας πολυμέσα
- Είναι πλούσια σε κοινωνικές αλληλεπιδράσεις
- Επιτρέπει στους χρήστες να συμβάλλουν στις αλλαγές της βιβλιοθήκης

# Συγχρονισμένη ανταλλαγή μηνυμάτων

## Google Talk

<http://www.google.com/talk/>




# RSS

- Rich Site Summary
- Really Simple Syndication
- RDF Site Summary

# Wikis

## Library Success: a best practices wiki

<http://www.libsuccess.org/>



[article](#) [discussion](#) [edit](#) [history](#)

### Library Services in Academic Institutions

---

**Contents** [\[hide\]](#)

- 1 [Success Stories](#)
- 2 [Tips for Providing Quality Services in Academic Institutions](#)
- 3 [Blogs/Websites to Watch](#)
- 4 [Specific Blog Posts/Articles to Check Out](#)

### Success Stories [\[edit\]](#)

- [Bond University Library](#) [↗](#)
- [Southern Cross University Library](#) [↗](#)
- [University of Auckland](#) [↗](#)
- [University of New England](#) [↗](#)

### Tips for Providing Quality Services in Academic Institutions [\[edit\]](#)

### Blogs/Websites to Watch [\[edit\]](#)

- [ACRLog](#) [↗](#) - Blogging by and for academic and research librarians
- [AUQA good practice database](#) [↗](#) - Australian Universities Quality Agency

### Specific Blog Posts/Articles to Check Out [\[edit\]](#)

Category: [Services to Specific Groups](#)

# Social Bookmarking

## del.icio.us

http://del.icio.us/

 [del.icio.us](#) / [ggklis](#) /

 [your bookmarks](#) | [your network](#) | [subscriptions](#) | [links for you](#) | [post](#)

[popular](#) | [recent](#)

logged in as [ggklis](#) | [settings](#) | [logout](#) | [help](#)

All your items (114)

del.icio.us

[« earlier](#) | [later »](#) page 1 of 12

[LibWorm: Librarianship RSS Search and Current Awareness](#) [edit](#) / [delete](#)

to [blogs](#) [libraries](#) [rss](#) ... [saved by 495 other people](#) ... 4 days ago

[ALA TechSource | Raising Arizona](#) [edit](#) / [delete](#)

to [classification](#) ... [saved by 38 other people](#) ... on July 24

[Library 2.0 - 9/1/2006 - Library Journal](#) [edit](#) / [delete](#)

to [library2.0](#) ... [saved by 466 other people](#) ... on July 22

[Discord Over Dewey - WSJ.com](#) [edit](#) / [delete](#)

to [classification](#) ... [saved by 47 other people](#) ... on July 22

[Directory of open access journals](#) [edit](#) / [delete](#)

to [openaccess](#) [journals](#) ... [saved by 2432 other people](#) ... on July 05

[ejuar online](#) [edit](#) / [delete](#)

to [web2.0](#) ... on July 03

[Feedster](#) [edit](#) / [delete](#)

to [rss](#) [web2.0](#) ... [saved by 1302 other people](#) ... on June 29

[The ABCs of bookmarking e-books through del.icio.us—and benefiting from others' efforts](#) [edit](#) / [delete](#)

to [bookmarking](#) ... [saved by 3 other people](#) ... on June 27

[LibraryU Production](#) [edit](#) / [delete](#)

to [education](#) [libraries](#) ... [saved by 93 other people](#) ... on June 27

[The Unquiet Library](#) [edit](#) / [delete](#)

to [library](#) [blogs](#) ... [saved by 4 other people](#) ... on June 26

▼ **tags** [amazon](#) [annotation](#) [article](#) [awards](#) [backup](#) [blogging](#) [bloglines](#) [blogs](#) [bookmarking](#) [books](#) [cataloging](#) [classification](#) [collections](#) [communication](#) [conferences](#) [cooking](#) [copyright](#) [courses](#) [covers](#) [digital](#) [directory](#) [dspace](#) [education](#) [elearning](#) [extensions](#) [facebook](#) [firefox](#) [future](#) [games](#) [gaming](#) [googlereader](#) [Health](#) [humor](#) [im](#) [impaired](#) [informationliteracy](#) [instantmessaging](#) [journals](#) [lastfm](#) [learning2.0](#) [librarians](#) [libraries](#) [library](#) [library2.0](#) [librarything](#) [marketing](#) [mashup](#) [meebo](#) [metadata](#) [music](#) [myspace](#) [netvibes](#) [newsletters](#) [opac](#) [openaccess](#) [privacy](#) [publiclibraries](#) [publishing](#) [reference](#) [repository](#) [research](#) [resources](#) [RSS](#) [services](#) [signature](#) [socialsoftware](#) [software](#) [survey](#) [tagging](#) [tags](#) [technology](#) [tools](#) [training](#) [trumblr](#) [tutorials](#) [twitter](#) [unemployment](#) [video](#) [visually](#) [web](#) [web2.0](#) [webdesign](#) [Wi-Fi](#) [wikipedia](#) [wikis](#)

▼ **tag options**

- › [view as cloud](#) | [list](#)
- › [sort by alpha](#) | [freq](#)
- › [use minimum: 1, 2, 5](#)
- › [show](#) | [hide](#) bundles
- › [bundle tags](#)
- › [edit tags: rename](#) | [delete](#)



# Οπτικοακουστικό υλικό Flickr – YouTube

<http://www.flickr.com/> <http://www.youtube.com/>


**flickr** powered by  
Signed in as ggkflts | Help | Sign Out


Home You Organize Contacts Groups Explore


Search your photos Search


**Your photos** 115 photos / 90 views [View as slideshow](#)


Sets Tags Archives Favorites Popular Profile


**Φαράγγι της Σαμαριάς\_1**  
  
Σεπτέμβριος 2006  
This photo is public. [Change?](#)  
Uploaded on Aug 6, 2007 | [Delete](#)  
2 views / 0 comments

**Φαράγγι της Σαμαριάς\_2**  
  
Σεπτέμβριος 2006  
This photo is public. [Change?](#)  
Uploaded on Aug 6, 2007 | [Delete](#)  
2 views / 0 comments

**Φαράγγι της Σαμαριάς\_3**  
  
Σεπτέμβριος 2006  
This photo is public. [Change?](#)  
Uploaded on Aug 6, 2007 | [Delete](#)  
1 view / 0 comments

**Φαράγγι της Σαμαριάς\_4**  


**Μάταλα**  




**Δίσκος της Φαιστού**  


**YouTube** Broadcast Yourself™  
Sign Up | My Account | History | Help | Log In | Site

Videos Categories Channels Community Upload

library of congress Search powered by Google


**Search Results for "library of congress"** 1 - 20 of about 279

Sort by: Relevance | [Date Added](#) | [View Count](#) | [Rating](#) Display:  

**Penn & Teller with Houdini at the Library of Congress** ★★★★★  
From [mltms](#)  
Views: 25,552  
Added: 1 year ago  
Memory & Imagination: New Pathways to the Library of Congress Documentary available on DVD YouTube Clip Authorized by MLF - Michael Lawrence Films and Krainin Productions, Inc. [\(more\)](#)  
Time: 03:26  
More in [Entertainment](#)

**Michael Feinstein sings Gershwin at the Library of Congress** ★★★★★  
From [mltms](#)  
Views: 2,849  
Added: 8 months ago  
Memory & Imagination: New Pathways to the Library of Congress - YouTube Clip Authorized by MLF - Michael Lawrence Films and Krainin Productions, Inc. Documentary available [\(more\)](#)  
Time: 02:16  
More in [Music](#)

**Library of Congress Toastmasters** ★★★★★  
From [daxng](#)  
Views: 138  
Added: 3 months ago  
Promoting the Library of Congress Toastmaster Club at the Library of Congress in Washington, DC. Library of Congress Toastmasters club public speaking leadership communication skills

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list your services online \$40py incl. weblink & Co. logo/image  
[www.allenoreproductionguide.com](http://www.allenoreproductionguide.com)

**Digital Story-Making**  
Our professional instructors teach you to create effective video  
[the compellingimage.com/courses](http://the compellingimage.com/courses)

Ads by Google

**New on YouTube**

[iCaught](#) Upload YOUR video to TV. Wow!

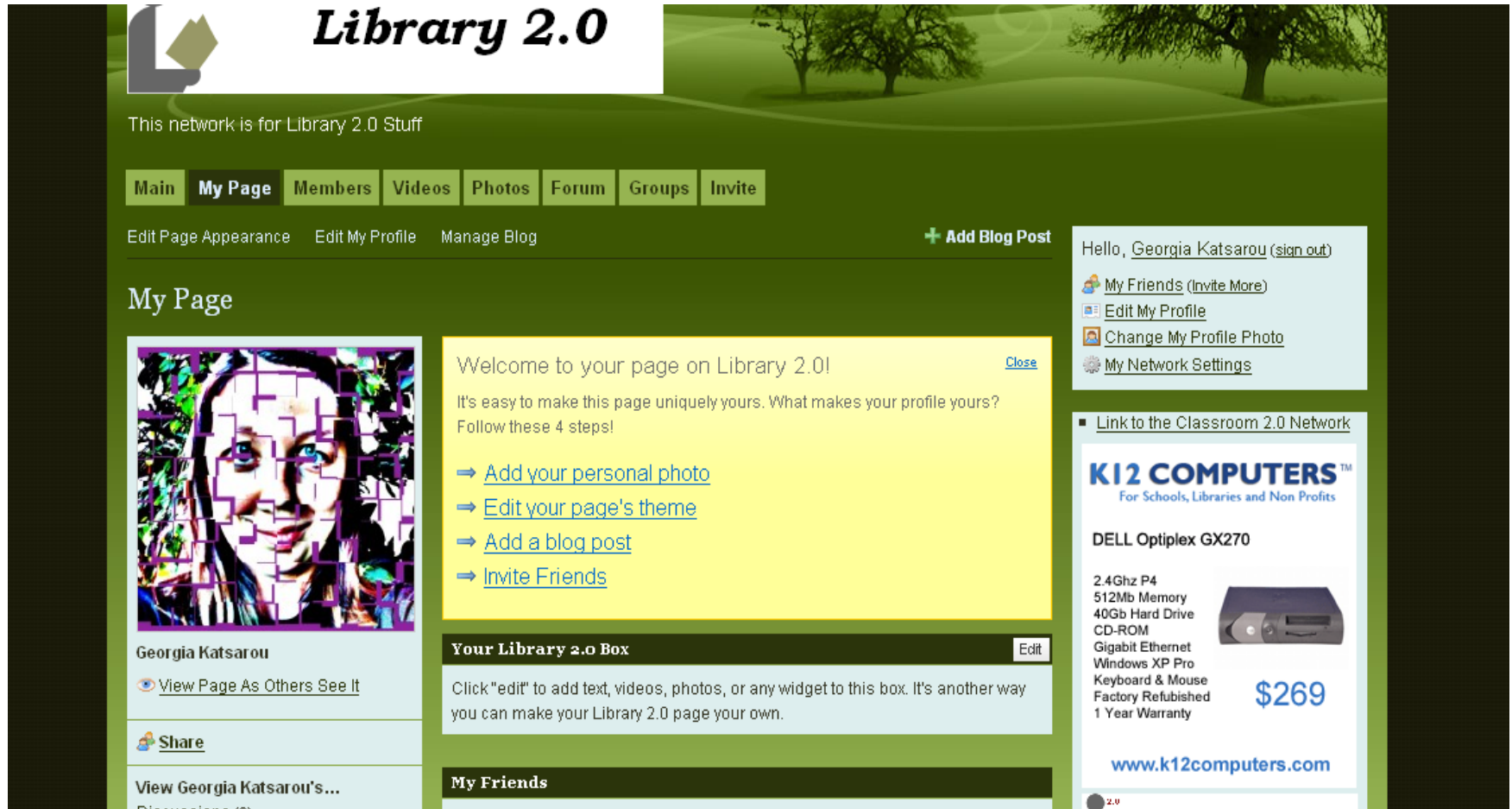
Ten Will Tour the World For a Year Audition Now For [The Smirnoff Ten!](#)

Show Us How You Shake It [Win \\$10,000](#) and Other Cool Prizes!

# Social Networks

## Library 2.0

<http://library20.ning.com/>



The screenshot shows the Library 2.0 Ning network page. At the top left is the Library 2.0 logo, a stylized 'L' with a book icon. The page title is "Library 2.0". Below the title is a navigation menu with buttons for "Main", "My Page", "Members", "Videos", "Photos", "Forum", "Groups", and "Invite". Underneath the navigation menu are links for "Edit Page Appearance", "Edit My Profile", and "Manage Blog", along with a "+ Add Blog Post" button. The main content area is titled "My Page" and features a profile picture of Georgia Katsarou. To the right of the profile picture is a welcome message: "Welcome to your page on Library 2.0!" followed by instructions on how to customize the page. Below the welcome message is a "Your Library 2.0 Box" section with an "Edit" button and a description of its functionality. At the bottom of the main content area is a "My Friends" section. On the right side of the page, there is a sidebar with a greeting "Hello, Georgia Katsarou (sign out)" and a list of links: "My Friends (Invite More)", "Edit My Profile", "Change My Profile Photo", and "My Network Settings". Below the sidebar is a link to "Link to the Classroom 2.0 Network" and an advertisement for K12 Computers, featuring a Dell Optiplex GX270 computer with specifications and a price of \$269.


**Library 2.0**

This network is for Library 2.0 Stuff

Main My Page Members Videos Photos Forum Groups Invite

Edit Page Appearance Edit My Profile Manage Blog + Add Blog Post

### My Page



Georgia Katsarou

[View Page As Others See It](#)

[Share](#)

View Georgia Katsarou's...  
Discussions (3)

Welcome to your page on Library 2.0! [Close](#)

It's easy to make this page uniquely yours. What makes your profile yours?  
Follow these 4 steps!

- [Add your personal photo](#)
- [Edit your page's theme](#)
- [Add a blog post](#)
- [Invite Friends](#)

**Your Library 2.0 Box** [Edit](#)

Click "edit" to add text, videos, photos, or any widget to this box. It's another way you can make your Library 2.0 page your own.

**My Friends**

Hello, [Georgia Katsarou \(sign out\)](#)

- [My Friends \(Invite More\)](#)
- [Edit My Profile](#)
- [Change My Profile Photo](#)
- [My Network Settings](#)

▪ [Link to the Classroom 2.0 Network](#)

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[www.k12computers.com](http://www.k12computers.com)

# Ανατομία ιστολογίου

- Τίτλος
- Καταχωρήσεις
- Ημερομηνία καταχωρήσεων
- Περιεχόμενο (γενικό/ ειδικό κτλ.)
- Σχόλια
- Σύνδεσμοι (σε ιστοσελίδες του διαδικτύου ή άλλα ιστολόγια)
- Προσωπικά στοιχεία
- Αρχείο καταχωρήσεων
- RSS Feed

# Ιστολόγια (1)

## Wicked Librarian

<http://librinfoscience.blogspot.com>



### Wicked Librarian

📅 Wednesday, January 31, 2007

#### Five weeks to a social library

Γιατί δεν κάνουμε και εμείς κάτι σαν το [Five weeks to a social library](#); Πρόκειται για μία δωρεάν διαδικτυακή σειρά μαθημάτων όπου έχουν να κάνουν με social software (βλέπε blogs, RSS, wikis κτλ.). Διακαίωμα παρακολούθησης έχουν μόνο 40 άτομα αλλά το διδακτικό υλικό είναι διαθέσιμο μέσω της ιστοσελίδας.

Όσοι "φήνεστε", στείλτε μου email. Η οργάνωση του θα είναι πολύ δύσκολη αλλά νομίζω ότι δεν πρέπει να μας φοβίζει. Επίσης, νομίζω ότι πρέπει να ξυπνήσουμε και να κάνουμε κάτι από μόνοι μας αφού είναι δύσκολο να υπάρξει άλλος τρόπος. Μπορούμε να το προσπαθήσουμε και άμα δεν το καταφέρουμε, τι είχαμε τι χάσαμε!

Labels: [education](#), [social software](#)

📧 posted by gkg at [11:37](#) | [0 comments](#) ✉️ 🖋️

📅 Monday, January 29, 2007



- [My profile](#)
- In love with: [Mafalda](#), [Aberystwyth](#)
- [My Flickr](#)
- [del.icio.us](#)
- [Books I have read](#)
- Music makes the people come together...

▶ stereo mc's - deep down  ?

▶ Senser - Stacked Up  ?

▶ KoRn - Falling Away  ?

▶ Sublime - Santeria  ?

▶ Fermin Muguruza - Ur  ?



gkg's twitter updates

# Ιστολόγια (2)

Sunday, August 05, 2007

## Exactly..

[Χρειάζονται σχολικές βιβλιοθήκες/ Π. Χαραμής](#) (Το Βήμα της Κυριακής 05/08/07)

Labels: [school libraries](#)

posted by ggk at 19:27 | [0 comments](#)  

Thursday, August 02, 2007

## Am I a good librarian? Hmmmmm... let's see!

Στο "[It takes many things to be a good librarian](#)" που δημοσιεύθηκε στο [Enid News](#) αναφέρονται μερικά πράγματα κάνουν έναν βιβλιοθηκονόμο καλό. Για να δούμε...

### "Good librarians don't have to have grey hair pinned in a bun"

Check! Το μαλλί δεν είναι γκρι, δεν το πιάνω ούτε καν κοτσίδα και είναι γεμάτο κόμπους.

### "Good librarians are patrons of their own library"

Check! Ε ναι τώρα.. αν δεν την χρησιμοποιήσουμε εμείς ποιος θα το κάνει; Άσε δε που είναι η μοναδική υπηρεσία στην οποία έχουμε βίσμα!

### "Good librarians treat all people as first-class citizens and don't require three things of them before assisting."

Check! Αν και ώρες ώρες... τέλοσπάντων όμως.

days ago



## Library Related Blogs

### Greek

- [Contemporary Art Library](#)
- [Informationavenger](#)
- [Infoscience Addict](#)
- [Openarchives.gr blog](#)
- [Tobaccorri](#)

### Foreign

- [Blogwithoutalibrary.net](#)
- [Digital Reference](#)
- [Information Wants To Be Free](#)
- [Librarian Avengers](#)
- [LibrarianInBlack.net](#)
- [Library Bytes](#)
- [LibraryCrunch](#)
- [Library Juice](#)
- [Library Stuff](#)
- [Librarytwopointzero](#)
- [OPL Plus](#)
- [RSS4Lib](#)
- [The Distant Librarian](#)
- [The Shifted Librarian](#)
- [What I Learned Today](#)



# Ιστολόγια (3)

βιβλιοθηκονομία. Πρώτα από όλα δεν είμαστε απισθηκάριοι και μάλλον για να σταματήσουν οι παρεξηγήσεις άλλαξαν το βιβλιοθηκάριος σε βιβλιοθηκονόμος. Δεύτερον, δεν βάζουμε μόνο βιβλία στα ράφια. Το επάγγελμα έχει εξελιχθεί πολύ και αυτή τη περίοδο αναπτύσσεται περισσότερο από ποτέ. Να επισημάνω ότι ταυτόχρονα με το [Web 2.0](#) έχει αναπτυχθεί και το [Library 2.0](#) που σημαίνει ότι πηγαίνουμε παράλληλα με τις εξελίξεις στην τεχνολογία. Εκτός από τα προπτυχιακά προγράμματα υπάρχουν και μεταπτυχιακά πλέον στην Ελλάδα με θέμα τις ψηφιακές βιβλιοθήκες.

Περισσότερα μπορείτε να διαβάσετε στο "[Ποιοι είναι οι βιβλιοθηκονόμοι και τι δουλειά κάνουν](#)". Μην απορίπτετε ένα επάγγελμα αλλά και μη το σπουδάσετε αν δεν ξέρετε με τι έχει να κάνει. Μην το απορρίπτετε γιατί τελικά μπορεί να σας αρέσει. Το καλό και το μαγικό με τη δουλειά μας είναι ότι είναι η επιστήμη των επιστημών. Εμείς οργανώνουμε όσοσολη την πληροφορία και τώρα πια ακόμα και τη γνώση (βλέπε knowledge management). Η πληροφορία πριν μπει στα ράφια ή στις βάσεις δεδομένων περνάει από τα δικά μας χέρια πρώτα. Την επεξεργαζόμαστε και μετά την προσφέρουμε στους χρήστες.

Αν πάλι ξέρετε τι είναι και δεν σας αρέσει, σταματήστε αμέσως να το σπουδάσετε. Αηδίαζα με όλους αυτούς που ανυπομονούσαν να τελειώσουν τη σχολή μας για να δώσουν επιτέλους κατατακτήριες και να σπουδάσουν κάτι "σοβαρό". Πάσο τους λυπόμουν. Επίσης, δεν είναι σίγουρο ότι θα βολευτείτε στο δημόσιο. Αν αυτή είναι η προοπτική σας και δεν έχετε σοβαρό μέσο, οι πιθανότητες για διορισμό με μέτρια προσόντα είναι λίγες. Με άλλα λόγια πρέπει να είστε Σαββατογεννημένοι.

my del.icio.us tags

annotation cataloging blogs books classification cooking gaming im librarians libraries library2.0 meebo opac privacy rss socialsoftware tagging technology twitter video web web2.0 wikis

I am ggklis on del.icio.us  
Add me to your network

**libSite**

Latest Library Sites

University of South Florida  
Libraries (7/26)

# Mozilla's RSS Feed Icon



# RSS Readers

## Google Reader

[www.google.com/reader](http://www.google.com/reader)



ggklis@gmail.com | [Offline](#) <sup>New!</sup> | [Settings](#) | [My Account](#) | [Help](#) | [Sign Out](#)

### Home

- [All items \(32\)](#)
- [Starred items](#)
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[Add subscription](#) [Browse »](#)

Show: [updated](#) - [all](#) [Refresh](#)

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- [cooking](#)
- [digital-libraries](#)
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  - [LawLibTech](#)
- [library-2.0](#)
- [lis \(7\)](#)
- [newspapers-etc.](#)
- [second-life-library \(1\)](#)
- [spanish-library-blogs](#)
- [technology](#)

[Manage subscriptions »](#)

### Home

#### A look at what's new

##### [infoisland.org \(1\)](#)

**Meet Me in My Avatar's Office: Doing Business in Second Life** Join us on Info Island I at the open air auditorium for "Meet Me in My Avatar's Office: Doing Business In Second Life" on Friday August 10 at 5 pm sl. The speaker is Doug Mandelbrot, Doug McDavid in real life- executive consultant with IBM's Global ...

See more from [second-life-library \(1\)](#) »

##### [LibraryThing \(1\)](#)

**Rijksmuseum Research Library** After yesterday's announcement of four major Dutch-language sources, we got an email from someone at the Rijksmuseum Research Library, inviting us to add them too. We were happy to. As anyone who's been to the Netherlands knows, the Rijksmuseum (site, ...

See more from [cataloging-and-metadata \(2\)](#) »

##### [Library Link of the Day \(1\)](#)

See more from [lis \(7\)](#) »

##### [the turquoise thoughts of a bluElephant \(1\)](#)

βουπά μέσα στο είναι μας...

See more from [entertainment \(22\)](#) »

##### [The Shifted Librarian \(1\)](#)

**Made You Laugh** Activision Reports Sluggish Sales For Sousaphone Hero "Despite a catchy 1890s soundtrack and realistic-feeling game play, Sousaphone Hero, the third installment of Activision's massively popular Guitar Hero video game franchise, sold a mere 52 copies in ...

#### ★ Recently starred

**Rethinking the catalogue** from *LibrarianInBlack*  
**Feedity: create RSS feeds for your website** from *LibrarianInBlack*  
**Πατασοσαλάτα** from *Nosy-Νοστιμιές*

#### 🔗 Recently shared

**My del.icio.us bookmarks for 2007-05-28** from *What I Learned Today...*  
**Forbidden. To. Use. Copy. Right.** from *Library Stuff*  
**Putting content where your users are** from *The Distant Librarian*

### Tips and tricks

Did you know that Google Reader has lots of useful keyboard shortcuts? Here are some of them:

- **j/k**: next/previous item
- **n/p**: scan down/up (list only)
- **o/enter**: expand/collapse (list only)
- **s**: star item
- **<Shift> + s**: share item
- **v**: view original
- **m**: mark item as read/unread
- **r**: refresh
- **u**: toggle full screen mode
- **<Shift> + a**: mark all as read

[Click here to see the full list or press "2" to display it](#)



# Ιστολόγια Βιβλιοθηκών

## Biology Library/ Washington University

<http://wulibraries.typepad.com/bionews/>

### Biology Library News

News for users of the Biology Library at Washington University in St. Louis

#### BIO QUESTIONS?

[Ruth Lewis, Biology Librarian](#)  
email: [rlewis@wustl.edu](mailto:rlewis@wustl.edu) | IM:  
[wubiollibrarian](#) | Phone: 935-4819

[WU Biology Library Staff](#)

#### BIO LINKS

[Journal Issues Received \(daily\)](#)

[New books and ebooks at Becker  
Medical Library \(WUMS\)](#)

[PubMed Search Washington Univ.  
Biology](#)

[RSS for Biologists](#)

[RSS: Subscribe to Biology Library  
News feed](#)

[Science Headlines from the New York  
Times](#)

[What's News: Library Events,  
Exhibits, New Databases, More](#)

[WU Biology Library](#)

#### CATEGORIES

[Books & E-Books](#)

### New books Aug. 3 - 10, 2007

Annual review of biochemistry. Review serial v.75 (2006)

Annual review of biochemistry. Review serial v.76 (2007)

Applied cell and molecular biology for engineers. QH581.2 .A67 2007

Fish physiology QL639.1 .H6 v.26 - Primitive fishes.

Gorilla society : conflict, compromise,... Harcourt, A. H. QL737.P96 H364 2007

International review of neurobiology. Review serial v.82 (2007) - Neuroinflammation in neuronal death...

Methods in cell biology. QH585 .P7 v.81 (2007) - Digital microscopy, 3rd ed.

Methods in cell biology. QH585 .P7 v.82 (2007) - Laser manipulation of cells and tissues.

---

August 03, 2007 in [Books & E-Books](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

### Oxford open access experiments

Oxford University Press is doing some interesting things with their [Open Access experimentation](#).

- The article charge fee for publishing in an open access mode in Journal of Experimental Botany is now waived for authors who are at institutions that subscribe to the journal -- such as Washington University. All primary papers published after April 1, 2007 whose corresponding author's institution subscribes to the Journal of Experimental Botany will be published Open Access. Read more: <http://www.oxfordjournals.org/exbotj/openaccess.html>

- In addition, they are adjusting their prices! The 2008 online-only prices of Oxford Open journals have been adjusted to reflect any increase in the amount of open access versus non-open access content published in each journal in 2006 compared to the amount in 2005. Generally, the more open access content published in a journal, the lower the future online-only price. However, the picture is sometimes complicated by other factors such as changes in page extent, issue frequency, and exchange rate adjustments. The range of discounts is from 1% to 19%.

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July 31, 2007 in [Journals & E-Journals](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(1\)](#)

# Ιστολόγια Ενώσεων Βιβλιοθηκών & Βιβλιοθηκονόμων

## Young Adult Library Services Association Blog

<http://blogs.ala.org/yalsa.php>

### YALSA

Young Adult Library Services  
Association

### Categories

ALL

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### 'Safe' marketing at the library?

In a [recent article](#), the Disney channel announces that they will market [High School Musical 2](#) in libraries and YMCA's; in other words, 'old school' (according to the article) "We have to make sure our content is showing up in safe and appropriate places," states the Disney Channel. "In other words, any official "High School Musical 2" material can't risk being seen within a thousand clicks of, say, a Brazilian supermodel having sex on a public beach," the article goes on to say.

How is the marketing taking place at libraries? "Some 3,000 libraries across the country are slipping "HSM2" bookmarks into every children's book."

Sounds great for a corporation to take interest in a library and market the products that we not only make available for check out but participate in as programs-that's nothing new.

Do we want to think of our libraries as being safe places? Of course. Though they are also places that frequently use the very marketing tools that the Disney Channel has decided not to including YouTube and MySpace-and not just for marketing but allowing access to these sites as well. So in other words, an HSM2 bookmark could be very near a click of a site that might be deemed as inappropriate. So... what?

My argument is not that every library should use YouTube or MySpace or that the Disney Channel should either. But when we talk about libraries as 'safe' places, I think they're safe because they allow people to access information-whether it be deemed by some to be inappropriate or not-from books as well as computers. They're safe because people can talk about topics that might be considered inappropriate by some. They're safe because people can question things they might not understand and find information to their answers. They're safe because they are a place where kids and teens can learn to make responsible decisions-if they come across a video on YouTube that might be considered inappropriate by their parents (and not by the Disney Channel), they'll know to click off of it, and choose another video instead, and maybe discuss it with their parents later on.

Posted by Kelly Czarnecki

356 Words · [Kelly](#) · 08/06/07 · 06:22:14 pm ·  
['Safe' marketing at the library?](#)  · [1 comment](#)

### Something Magical: Popular Paperbacks for Young Adults

The recent release of the last Harry Potter book created quite an uproar. It's rare when a book release causes as much excitement in the world at large as it does in the library world. What is it about Harry Potter that makes it such an international phenomenon? One reason might be that people really want to believe in magic, and the characters feel real enough that readers can imagine themselves as part of the wizarding world.

Since it has been a few years since Popular Paperbacks for Young Adults created a list of fantasy titles, and we'd never done a list that focused on urban or contemporary fantasy, this year the committee decided to tackle that genre. The Magic in the Real World list will consist of books where the characters could be real people and, if one suspends disbelief just a little bit, one can imagine that the magic is real too. Every book I read for this list has made me a little more willing to believe that there really could be fairies living in the park, that the shimmer I saw out of the corner of my eye might be a portal into another

The mission of the [Young Adult Library Services Association](#) is to advocate, promote and strengthen service to young adults as part of the continuum of total library service, and to support those who provide service to this population.

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