Blogs, podcasts, Flickr, YouTube, Twitter, wikis and Facebook: each of these Web 2.0 tools has its own chapter in this book, while other web topics like Second Life, mashups and widgets are treated together in a short chapter. As the title suggests, this book is for archivists and librarians, and there are many examples related to archival and special collections (e.g. diaries, letters, photos, films). Web 2.0 tools are also explored to show how they help market preservation projects, promote events around collections and assist in tasks like storing reference requests. This text does not explore how to apply them to more traditional (and electronic) library book collections, but keeps its focus on archives and local history collections.

Kate Theimer never ceases to alert the reader about the key decisions involved, such as roles and responsibilities of staff, planning, copyright issues, basic policies, proper tagging, and monitoring user activities. Unfortunately she never gives a deep analysis of each of them, but maybe that was a deliberate choice to keep the work lean. Even the chapter about the evaluation of outputs and outcomes stays at a level of basic information. The author does provide small tips, such as useful software (e.g. how to export tweets) and tools (when to record a podcast), without getting too technical. This can be a limit for some, but a good quality for others.

This book is enriched by the screenshots of some best practices (mainly from North American and British libraries) and by twenty-one interviews of archive and library professionals who are actively involved in these initiatives. The questions focus on practical issues, such as how much time does it takes to use this technology and the challenges they faced with it. Flexibility, serendipity, transparency and consistency emerge
as keywords of the age of Web 2.0. Keeping up is important, and as one of the interviewed librarians said (p.42), “once you go live you need to stay active.” Also, crowd sourcing is a crucial aspect of success, and as one of the librarians in the book recognizes-- these tools have the ability to “tap into extramural expertise” (p.40).

This work also contains also an interesting bibliography. The value of this book lies not only in the presentation of best practices, but also in the author’s reflections on Web 2.0 and the misconceptions related to this technology, and along with the need to find the right balance between contrasting concerns, which all leads to the balance between the opportunities of the digital world and the needs of the physical world.

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