

the case studies were great as well, as I am a hands-on person who likes to see theories in action. These chapters covered this for me.

Each case study begins with the institution's demographic information. I appreciated having this information up front because I could scan the demographics of the university or college and consider the information that followed in relation to my institution. Readers will find this useful, especially if they are looking to apply this information to their own IC or space/service service changes.

The final chapter of the book, chapter eight, "Lessons Learned," reviews and ties together the ideas and thoughts from the previous chapters. I liked that the authors provide concluding questions they asked the case study libraries and then gave edited excerpts followed by conclusions of "common threads" found in the responses. These common threads are broken down into the same areas as the case studies and provide the reader with a good list of things to be mindful of when considering an IC or space/service change.

Anyone involved in planning an IC or space/service change in an academic library could benefit from reading this book. Although it would be useful to anyone considering an IC, because of the academic focus it would best suit people working in this environment. On the same note, people looking to implement an information commons or considering making changes to their service or space should consider adding this title to their libraries or personal collections. The chapters that deal with theory, the case studies, and the conclusion cover changes to space and services in academic library settings and provide helpful insight into the challenges and possibilities that can occur.

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POP GOES THE LIBRARY: USING POP CULTURE TO CONNECT WITH YOUR WHOLE COMMUNITY. Brookover, Sophie and Burns, Elizabeth. Medford, NJ: *Information Today*, 2008, xix + 298 pp., \$39.50, ISBN 978-1-57387-336-9.

Have you ever wanted to put a little pop (as in popular culture) into your library? Whether you work in a public, school, academic, or other type of library, this is the book for you. Sophie Brookover and Elizabeth Burns,

the founder and one of the first blogging librarians, respectively, at the pop culture blog "Pop Goes the Library" (<http://www.popgoesthelibrary.com>), want their readers to come away with "identifying and harnessing the power of your community's pop culture. It's about your library, your community, and how to build better and stronger relationships between the two by using pop culture" (p. xvi).

Pop culture, as defined by the authors, is "whatever people in your community are talking, thinking, and reading about" (p. 3). But as they go on to discuss, pop culture is not only for the young; it really covers all demographics, from the littlest kids, to tweens and teens, the Generation X and Yers, to the Baby Boomers and the Greatest Generation. Popular culture in the library comes in many sizes, shapes, and forms and can range from gaming events to cooking programs to anima workshops to movie and DVD nights. It's really all about you and what your library community and patrons are excited about.

The book contains eight main chapters: Defining and Using Pop Culture to Connect; Creating a Pop Niche for Yourself and Your Library; Building a Collection That Really Pops; Advocacy, Marketing, Public Relations and Outreach; Trendspotting; Information Technology Is Everyone's Job; Programming that Pops; and Pop Programming Year-Round: Pop Goes the Year. Four appendixes (with resources in print and online for library professionals, Web site, cultural resources, and survey questions), a section on resources and recommended reading, and an index round out the book. Inside each chapter one will find expert advice from a variety of librarians who have incorporated pop culture into their libraries, listings of information and Web sites, and a host of other information and suggestions to help you and your library in bringing that pop to your patrons. Also, each includes a unique section called Voices from the Field, which are responses the authors received from a questionnaire (listed in Appendix C) that they posted online and to which more than 700 librarians responded. Some are great suggestions of what certain librarians and libraries did, while others are what some libraries did not do.

There are many great and helpful suggestions in this book, but everyone will appreciate and use chapter eight, "Pop Programming Year-Round: Pop Goes the Year," which takes each month and gives great suggestions of related Web links, plus Voices from the Field. From January with the Super Bowl and the ALA Youth Book Awards to July with Canada Day and Comic-Con, this great guide includes something for everyone. The authors also include a handy Pop Programming Year-Round Calendar in Appendix B for easy reference.

Pop Goes the Library is a wonderful tool to help get those creative pop culture juices flowing and which offers some fabulous suggestions that you can rework into your own library. Highly recommended for all librarians

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(public, academic, school, special, etc.) who want to put a little more pop in their lives and libraries.

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WEB 2.0 FOR LIBRARIANS AND INFORMATION PROFESSIONALS. Kroski, Ellyssa. *New York: Neal-Schuman, 2008, xiv+207 pp., \$75.00, ISBN 1-55570-614-2.*

Ellyssa Kroski has written a competent and detailed introduction to social software in *Web 2.0 for Librarians and Information Professionals*. As the author of the blogs InfoTangle (<http://infotangle.blogspot.com>) and iLibrarian (<http://oedb.org/blogs/ilibrarian>), Kroski is well positioned to discuss the power of social software, and this is precisely the claim she makes. Kroski begins the book with the statement that Web 2.0 applications such as wikis and photo-sharing enable online communities to promote dialogue between users and provide audience-supported content to a global audience. She further argues that these applications are of special interest to libraries, as they allow librarians to "enter into a genuine conversation with their users" (p. 8).

Web 2.0 for Librarians and Information Professionals is structured to encourage librarians new to these applications to experiment with their usage. The book covers 16 Web 2.0 applications, ranging from standards such as wikis and social networks to slightly less well-known examples such as vertical search engines and mashups. Each chapter opens with a definition and short history of a Web 2.0 application. Screenshots with helpful tags label prominent features of each application, which are also defined in the text. Kroski then discusses each application's potential usage in libraries, often including a detailed example of a library project, complete with a referral URL. Each chapter ends with a list of different services that librarians can use to build different applications, as well as a list of best practices to guide the implementation of the service. A glossary of common terms and acronyms and a list of additional resources close the book.

Through Kroski has written a book that is accessible to beginners, it has enough detail to inform experts in this topic as well. This is best illustrated by the helpful descriptions of existing library adaptations of featured Web 2.0 applications, such as the Wyoming Authors Wiki, hosted by the Wyoming