



Using Social Networking Tools to Promote Genealogy and Local History Collections and to Instruct Researchers in Their Use

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Meeting:

73. Genealogy and Local History

WORLD LIBRARY AND INFORMATION CONGRESS: 76TH IFLA GENERAL CONFERENCE AND ASSEMBLY

10-15 August 2010, Gothenburg, Sweden

<http://www.ifla.org/en/ifla76>

Abstract:

Libraries with genealogy and local history collections spend a great deal of time and effort in collecting, preserving, cataloging, indexing, digitizing, and providing access to their materials. However, these activities may be wasted if potential researchers are unaware of the existence of these materials, or are lacking the knowledge and skills to navigate the materials. Many libraries have long used traditional methods to market their collections, such as printed newsletters, and to educate their patrons, such as printed handouts and face-to-face workshops. These methods are increasingly expensive, time-consuming, and limited in their audience reach.

This paper describes a wide variety of social networking tools as they are already being used by genealogy and local history libraries to publicize their collections, services, and activities; to provide new forms of access to materials and services; to instruct their users in general research methods or in the use of specific materials; and to collaborate with researchers, other libraries, or other organizations. For each type of tool, the paper defines the tool, provides an example of the tool, identifies one or more genealogy or local history libraries already making use of the tool, and outlines the tool's potential benefits and drawbacks.

Blogs are being used to alert the public in an easy, timely manner as to special library events and the additions of new items or databases to the collection, while simultaneously providing a mechanism for feedback from patrons. Wikis, such as the FamilySearch

Wiki, make it possible for libraries to harness the specialized research knowledge of its users to help other patrons. Photo and video sharing sites, such as Flickr and YouTube, are being used by libraries to showcase their historic photo archives to a wide audience or to publish video tutorials. Social bookmarking sites, such as Delicious, are enabling libraries to create easily accessible sets of useful links to Internet resources and to see what websites patrons are already using. Book sharing sites, such as LibraryThing, are providing a new way for collection development librarians to more quickly identify possible additions to genealogy collections by examining what materials are already held in personal genealogy libraries.

Facebook and Genealogy Wise are examples of social networking sites that can be used by genealogy libraries to create a virtual fan club. Google Wave is a tool that combines several types of social networking features that can be used by libraries to manage projects and events. Podcasting tools make it possible for libraries to inexpensively create occasional or regular audio programs that give a human voice to the library and that can be enjoyed by patrons while they commute, exercise, or engage in household chores. Screencasting tools such as Jing can be used by genealogy and local history libraries to quickly and easily generate brief online tutorials that highlight a particular collection and explain how to use it.

Introduction

During the last decade, libraries and archives with genealogy and local history collections have increasingly turned to digitizing as a way to preserve unique and fragile materials, to minimize the need for researchers to come into contact with the original materials (which might subject the materials to damage or loss), and to provide easier access to materials for those researchers who find it difficult to travel to the repository or who need access outside of standing facility hours. Technology available to both libraries and library patrons has made it possible to consider new ways to provide access, to make patrons aware of resources and services, to educate patrons in the use of research techniques, and to provide new ways for libraries and patrons to interact and in so doing provide added value to the libraries' content.

Meanwhile, traditional means for libraries to market their collections and services, such as signage, posters, printed handouts, and newsletters, are increasingly expensive and time-consuming to produce and mail. They often require a long lead time to plan, design, produce, and distribute, and the use of paper and the associated wastage may be negatively perceived by patrons as detrimental to the environment. As the patron base shifts toward the use of online resources for information and communication, libraries must explore these new media in order to assure themselves of reaching their patrons.

Another factor that should encourage libraries to move their focus into the online world is that the online availability of its own digital resources means that the typical researcher may not be someone who ever sets foot into the physical facility,

but who instead searches for and uses digital documents, images, audio files, and videos from anywhere in the world. This distant researcher will not have access to the printed handouts found in the library, will not be able to attend face-to-face workshops put on by the library staff or by local genealogy societies, and will not be stopping at the reference desk to ask a question. Instead, they will be dependent upon websites and online handouts, audio/video tutorials, and phone/e-mail/chat reference services.

Finally, libraries must keep in mind that they will no longer be able to depend solely upon physical sign-in books, automated gate counts, counts of physical call slips, or reference desk notebooks as the way to keep track of the usage of library resources and services. Especially in tight budget times, libraries must provide evidence of need and usage in order to justify their existence, and this means that libraries should be thinking of automated ways to count the number of users who access the libraries' online resources and services.

Web 2.0 or social networking?

Before we look at the details of the new technologies that have become available to libraries, it can be helpful to step back and examine the bigger picture of what sets these technologies apart from the Internet technologies of the 1980s or the basic Web technologies of the 1990s. One term inclusive of many of these technologies, "Web 2.0," was first popularized in 2004 by an O'Reilly Media conference but was derided in 2006 by Tim Berners-Lee, the inventor of the Web, as being nothing more than a "piece of jargon." Berners-Lee argued that the Web had always been designed with the functions of Web 2.0 in mind. Despite the protests of Berners-Lee, it appears that many individuals viewed the Web as a primarily physical infrastructure connecting people to content hosted on various computer systems, while Web 2.0 added the idea of people putting their own data on the Web, interacting with the data of others, and using their browsers as the primary software tool to accomplish their computing needs.

Another label that may do a more descriptive job of capturing the concepts of this new Web focus is "social networking." As early as 1998, this term was being used to describe the way in which websites could be used to allow people to interact with others who shared their interests. In reality, the online message-based conferencing systems of the late 1970s and early 1980s (such as bulletin board systems), as well as the more widely based commercial systems of the late 1980s and early 1990s (such as CompuServe and America Online) had long provided basic forms of social networking, including the ability to create personal profiles viewable by others. But these early systems often involved downloading and installing specialized software, and may have required tying up a phone line and paying monthly fees for a specific online service.

What enables social networking and how can libraries benefit?

We can approach a modern, comprehensive view of social networking by first identifying four primary enabling features: mobility/high-speed networking, the browser, the user, and the dynamic nature of the content. We can then identify four primary ways in which libraries and archives can use these tools to meet their needs.

The Web of the 1990s was used primarily by users of desktop computers wired into networks located at work, at home, or at school. In particular, home-based networks usually required lower-speed phone connections, making it more difficult to use materials other than text documents or low-quality graphics. The modern Web is now accessed by an amazing variety of devices ranging from powerful, large-screen desktop computers to laptops to netbooks to smartphones to car-based GPS units. Home-based computers are increasingly connected using high-speed cable or fiber optic connections, buildings of all types are offering Wi-Fi connections, and commercial phone networks are providing next-generation high-speed connections at the national level. Mobility and high speed means that Web users are using the Web at times and in places where it was not practical to do so before, and they are accessing an increasing amount of data-rich content, such as high-quality audio and video. It should be noted that they are not merely downloading this content, but that they are uploading this type of content and sharing it with others.

While Web-connected devices are normally sold pre-installed with browsers, Web users have traditionally needed to download other specialized software in order to perform specialized tasks. In recent years, online services have taken advantage of the increasing power of browsers in order to deliver to users the ability to create and edit documents, to manipulate images, and to communicate with other users. Freed from having to locate, purchase, download, install, and maintain specialized software, users are eager to use these easy-to-use online services. In addition, many users like the fact that their data may no longer need to be stored solely on their local personal devices (subject to loss), but may be available online and automatically backed up. If the user has multiple devices, it may mean that their personal data is automatically available on all of them.

Social networking is first and foremost about the user and their interactions with other users. If the early Web was about large institutions (companies, universities, libraries, etc.) being the primary providers of information, the modern Web is shifting toward the user providing content and tagging existing information. It also means that the focus of the interaction isn't solely between the host institution and the user, but instead is also between the various users themselves.

Finally, the fourth enabling feature of the new Web is that it is highly dynamic. Fixed, outdated, abandoned web pages are being replaced by news sites and current information that can be added to and corrected instantly. Tools such as feed readers

are making it possible for users to track the latest information from hundreds of websites relevant to their personal interests.

Given these basic enabling features, what library-related functions can genealogy and local history libraries use social networking tools for? First, the dynamic nature of social networking makes it easier to disseminate news about library events, new or changed resources and services, and the need for patron support. If budget cuts threaten libraries, social networking tools can quickly mobilize groups to contact their representatives and to express their support for library services.

Second, the ability to digitize, display, and index documents and images makes it easier for libraries to provide improved access to collections. In addition, because patrons can be given authority to tag online collection items, other patrons may more quickly find the information they need. Digitized oral history projects become available to a wider audience. And online reference can move into new parts of the Web, going directly to where patrons are spending their time.

Third, social networking tools can be a prime component of user education, as it can reach those patrons who may never set foot inside the library's doors. Whether it's tips published to a library blog, research procedures described in a library wiki, or audio and video tutorials demonstrating how to search through a library's online database, social networking can not only facilitate online education, but encourage patrons to teach each other the best research practices, augmenting the work done by library staff.

Lastly, social networking tools facilitate communication among groups of people. That means that library staff themselves can use these tools to document standard work procedures and to keep each other updated on new resources. Social networking can build bridges between a library and other institutions (other libraries, archives, museums, and government agencies, for example). In the case of a genealogy or local history library, social networking can facilitate joint projects between the library and a genealogy or local history society.

Blogs and wikis

Blogs and wikis represent two types of social networking websites that are easy to set up and that can encourage patron participation. A blog is a website designed around a continual stream of new information. As a general rule, a blog consists of a home page displaying the newest information at the top of the page, while older information is pushed further down and eventually archived to other pages. It may link to static pages, to other blogs, or to other helpful websites. Each blog entry may allow for user comments, which can be monitored for appropriateness and to prevent spam. These comments may add to or correct the information provided in the blog entry, or may ask questions about the entry's content (which can be answered in another comment by the library staff). A typical use of a library blog is to publicize library events, to announce

new resources and services, to notify patrons of changes to library hours, and to provide educational content such as research tips and techniques.

Setting up a blog is as easy as creating a free account on a blogging service (such as Google's Blogger or WordPress.com), deciding the title and URL of the blog and choosing from available design templates, and posting the first messages.

An example of a genealogy library with a blog is the Genealogy Center of the Allen County Public Library in Fort Wayne, Indiana in the United States. This blog, located at genealogycenter.wordpress.com, demonstrates many typical genealogy library uses, such as announcements of upcoming events, highlighting of a useful genealogy website, and encouragement to use particular library databases.

Because posting a message to a blog is as quick and easy as sending an e-mail message, keeping a blog updated is easy. Allowing patrons to make comments may require a little bit of additional staff time to moderate the comments, but the only significant drawback to blogs is that blogs that aren't updated on a regular basis may reflect poorly on the library and give the impression that the library isn't doing anything interesting.

While a blog is ideal for keeping patrons updated on what's new, a wiki has a different focus. A wiki is a website usually consisting of a set of linked pages, each page about a different topic. Most Web users will already be familiar with the wiki concept, having used Wikipedia. For a genealogy library, a wiki can be set up so that only the staff can add to it or make changes, or it can be set up to allow patron contributions and changes. Over time, a genealogy library wiki can develop into a major dynamic reference tool that can describe collections and research techniques.

Setting up a wiki usually involves creating a free or relatively inexpensive account on a wiki hosting service. For instance, PBworks provides a free Basic Edition that would allow up to 100 accounts to edit the wiki (which makes sense if the idea is for only librarians and other library staff to edit the wiki), or a US\$499/year Public Edition that would provide an unlimited number of accounts to library patrons.

The best-known example of a wiki related to a genealogy library is the FamilySearch Research Wiki of the Family History Department of The Church of Jesus Christ of Latter-day Saints (LDS). Available at wiki.familysearch.org, this wiki already consists of more than 36,000 articles, including individual pages for countries and their legal subdivisions, for ethnic groups, for record types, and for steps in the research process.

A genealogy or local history library could establish its own wiki to provide a detailed reference work for its geographic area and its own collection. These could include individual pages for specific towns, other geographic features, historic buildings, notable families, and local historic events. Setting up the initial wiki might involve significant staff time, although copying and pasting from public domain reference works could provide a starting point. And enlisting the support of volunteers from a local genealogy society or from regular patrons could enable the wiki to develop quickly. Additional

staff time would be involved in maintaining the integrity of the wiki and to prevent abuse, but again, volunteers can be enlisted to assist with these functions.

Sharing photos, videos, bookmarks, and books

While blogs and wikis are about sharing information on particular topics, they are not centered on any particular kind of information format. However, some social networking tools are intended to focus on specific formats, such as photos and videos. Examples of large photo-sharing sites include Flickr, Photobucket, and Snapfish. A photo-sharing site allows users to upload images and, if they choose, to make these images accessible to others. The site provides the ability to search for images based upon file names or additional “tags” that may have been added to the image, either by the original uploader or by other site users. Sites may provide a variety of free and paid hosting options, including limits as to the file size of an individual photo, limits as to the total file size or total number of photos that can be uploaded in a given month, or limits as to how much total storage is made available. For instance, Flickr’s free option limits a user to uploading only 100MB of photos per month with each file being limited to 10MB, while its Pro option at US\$24.95/year for unlimited uploads with each file being limited to 20MB.

Genealogy libraries might consider a service like Flickr for uploading and publicizing its collection of historic photos, or for photos of library events. For instance, the Mid-Continent Public Library of Independence, Missouri in the United States, known for its genealogy collection, used Flickr to document the opening of its Midwest Genealogy Center. The Mitchell Memorial Library of Mississippi State University in the United States uploaded photos to Flickr of its Tenth Annual Regional Genealogy Fair held during the summer of 2008.

Because a library may be using digitized historical photos from its existing collection, or already creating new photos during library events, using a photo-sharing service requires little additional staff time. If an historic photo has not yet been digitized, more significant amounts of staff time may be needed. Also, libraries will need to consider copyright issues relating to photos. Tagging the photos can be done by the staff during or after the time that the photo is uploaded, or volunteers and patrons can be encouraged to provide appropriate tags as needed.

When it comes to videos, one might think of an online service such as YouTube as primarily being about sharing music videos or strange home movies, but YouTube hosts a surprisingly large number of educational videos, including online tutorials. Even smaller libraries, such as the Sheppard Memorial Library in Greenville, North Carolina in the United States, have produced basic video overviews of their collections and uploaded them to YouTube. Sheppard’s nine-minute tutorial introduces the viewer to the history of the library, the availability of online subscription services, a list of key microfilm sources, some local history print sources, basic how-to resources, and information as to how to contact the library.

Clearly, it requires work to produce and edit original videos, but increasingly inexpensive video cameras and easier to use video-editing software has reduced the investment of money and time in this area.

Genealogy and local history libraries might also consider sharing historic videos relating to their geographic area. For instance, the National Archives of Australia is using Vimeo, another video-sharing site, to publish a small number of videos relating to the history of Australia, at vimeo.com/nationalarchives.

Another focus for social networking is the sharing of browser bookmarks or favorites. As genealogy and local history librarians discover many useful Web-based resources, they may want to identify and organize the best of these, and make this set of recommended resources available to their patrons. Delicious is an example of a site that allows users to upload bookmarks and share them with others. A genealogy library could create a free Delicious account, publish its list, and make that list available from library computers and from the library's website. As new sites were added (and outdated ones removed) by the library staff, the updated list of recommended sites would be instantly available to anyone who uses the library's list. By way of example, the North Carolina Room of the Forsyth County (North Carolina) Public Library in the United States uses Delicious to provide its own recommended list of sites here: delicious.com/northcarolinaroom/

LibraryThing is an example of a social networking site that focuses attention on books. While its primary use is for personal library collections, LibraryThing can support organizational libraries up to 5000 volumes, or up to 10,000 volumes with permission. Therefore, small genealogy library collections might be manageable using LibraryThing. LibraryThing allows the entering of basic cataloguing data (if a book has an ISBN, it can be used to quickly identify all of the relevant data which is then added immediately to the catalog) and the display and printing of book lists. Books can be tagged by topic.

Genealogy and local history librarians might find LibraryThing valuable for collection development purposes, as it allows the librarian to search for relevant materials held by many thousands of users in those users' personal collections. This could be especially helpful in building a new genealogy collection or in adding a particular geographic or ethnic focus to an existing collection.

Facebook, Genealogy Wise, and Twitter

Facebook and Genealogy Wise are examples of social networking sites that can be used by genealogy libraries to create a virtual fan club. Because Facebook reaches beyond genealogy, it may be the best place to reach those who are interested in researching their families but have not yet spent enough time in genealogical research to discover specific genealogy-related sites.

Genealogy and local history libraries, like any other organization, can create a fan page on Facebook. These pages can provide basic information about the library, such as location, contact information, library hours, regular website address, and e-mail addresses. Another section of a Facebook fan page consists of a place to upload albums of photos. As with Flickr, these could be historic photos from the library's own collection, or current photos of library events. Facebook users will have the option to comment on these photos, and to identify the names of people who appear in them.

The "Wall" section of a fan page can be used like a blog to post current news about the library and its events or to provide tips and ideas for genealogical research. Again, Facebook users will have the opportunity to ask questions and make comments.

When a Facebook user becomes aware of your library's Facebook fan page, and chooses to become a "fan," new items posted to the library's fan page will become part of the Facebook user's news feed. It's as if the Facebook user is getting a constantly updated newspaper about not only what their friends are doing but also what their favorite institutions are doing.

A number of genealogy and local history libraries already have created Facebook fan pages. For instance, the Genealogy Center at the Allen County Public Library, previously mentioned, has nearly 900 Facebook users as friends. Two other institutions with Facebook fan pages are the New York Public Library's Milstein Division of United States History, Local History and Genealogy, and the Douglas E. Goldman Jewish Genealogy Center at Beit Hatfutsot in Tel Aviv, Israel. As with Allen County's Genealogy Center, these other institutions use their Facebook pages to publicize their workshops and to highlight their collections.

Facebook itself claims that it has more than 350 million users. If we keep in mind that Facebook currently gets more hits than any other website in the world besides Google (according to the Alexa service), it can be clear that a presence on Facebook can be a valuable tool for genealogy and local history libraries to reach a large number of patrons.

While Facebook has users with all kinds of interests, Genealogy Wise is a site that caters specifically to genealogists, and it now has nearly 20,000 members. Only a few libraries have begun to experiment with creating group sites within Genealogy Wise, but it may be worthwhile for librarians to monitor in order to interact with genealogists in their service areas.

Finally, Twitter has grown explosively since 2007 as a social networking communication tool, used by individuals and organizations alike to distribute and re-distribute brief messages, known as "tweets," to anyone interested in following along. While much of the contents of Twitter are what would be labeled as "small talk" or purely conversational, a small percentage of Twitter is used to share information about the latest news events. In many cases, attendees at conference presentations have used Twitter to summarize announcements and statements made during the talks, providing news to a waiting audience outside the walls of the room.

Libraries have used Twitter to provide notice of upcoming library events, to warn patrons about changes in library hours, or to solicit input for surveys of library usage. Because Twitter is designed around extremely short messages, it is frequently used by individuals on their mobile devices. As a result, a library could employ Twitter during a workshop to gather questions or to get feedback.

Google Wave

Google Wave, just released by Google to the general public, is a free online service that combines elements of e-mail, message boards, wikis, and online chats. It allows for the creation of “waves,” a kind of message thread, to which specific individuals can be invited for participation, although a wave can be made public so that anyone can participate. Within a given wave, individuals can post messages, reply to messages posted by others, and even edit previous messages (their own or those of others). The history of the wave can be played back in order to see how the wave developed and what messages looked like before they were edited. Additional features can be plugged into a wave, such as a map from Google Maps or a polling tool to summarize feedback from the participants.

Because Google Wave is such a new tool, it can be difficult to determine how a library might best use it, but the author can attest to the use of the tool late last year in planning and carrying out a project to redesign the website for the University of South Florida’s Tampa Library. This suggests that small groups, such as library staff, could use Google Wave as a kind of project management tool, keeping everyone up to date on the status of the project and allowing everyone to post what they are doing for the project at any given moment. The group editing feature, which resembles a wiki, allows multiple individuals to create brief documents. This feature could be used by library staff to design the content of library handouts or web pages.

Education using podcasting and screencasting

Educational uses of modern web technology have already been mentioned, such as providing helpful research tips in a blog or wiki, or uploading a video tutorial to YouTube. Between the two extremes of producing text-with-images and producing videos lies the powerful yet easy area of producing audio files, with or without images and screen video.

Producing an audio file for upload to the Web for others to listen to is often referred to as “podcasting,” although the term generally is limited to producing a regular (or irregular) series of audio programs, much like a radio show. If still images are included, the podcast may be referred to as an “enhanced” podcast, while a full video version may be referred to as a “video podcast” or “vidcast.”

The benefits of audio-only podcasts for library patrons is that they can be enjoyed while the patron is busy doing other things, such as commuting, exercising, or completing household chores. The power of the human voice should not be ignored, and while much can be done with text and images for reaching out to patrons, those same patrons will respond in a positive manner to the voices of the library staff.

Creating podcasts can be done with free software, such as Audacity (available for both Windows and Macintosh), or GarageBand for the Macintosh. Hardware can be simple or complex, depending entirely upon the quality of the recording desired. While there is a learning curve with learning to create, edit, and publish podcasts, the latest software makes the process relatively simple. Larger libraries may be able to host the final product on their own websites, while smaller libraries can employ inexpensive podcast hosting services.

An example of a library that is using podcasting to provide news is the South Carolina State Library. Since late 2008, that library has been producing a biweekly podcast entitled “The Lion’s Roar.” As with a blog or wiki, listeners to “The Lion’s Roar” can subscribe to the podcast and be automatically notified when a new episode has been published. Any genealogy or local history library could use the same idea to produce a regular podcast educating patrons about the use of the collection or about research methodology.

When it comes to education, text, still images, and audio may not be enough. Fortunately, several free screencasting tools have recently become available, providing a way to demonstrate a PowerPoint-style presentation or a live screen capture with audio narration. These new tools include Jing, free for download from jingproject.com, and QuickTime Player, a built-in part of the Snow Leopard version of the Macintosh operating system.

Jing creates an SWF Flash video format file, while QuickTime Player creates a QuickTime format file (.mov). Depending upon other available software, both formats can be further edited as needed, or transformed into other formats. However, if the original tutorials are kept short (less than five minutes, for instance), it may not be necessary to do any further editing (and mistakes can be fixed by simply re-recording the tutorial).

Although the first thing that may come to mind with the use of screencasting technology is to use it to record a brief tutorial for a library website or genealogy research site, a more creative use can be made for this kind of tool: enhanced reference. There are many situations in which a distant patron (one who may have contacted the library via phone or e-mail) is having trouble in navigating the library’s website and can’t understand a text-only or audio-only explanation of how to do it. Screencasting tools such as Jing or QuickTime Player can be used to create an on-the-fly explanation demonstrating the solution to the patron’s problem, and the results can be e-mailed to the patron as an attachment (or uploaded to the library’s website and a link e-mailed to the patron). Because the same reference questions may be asked repeatedly, librarians may discover

that they can build a collection of these video answers that can be called upon by any staff member as needed.

Conclusion

Social networking tools are providing library patrons with new ways to communicate and collaborate, but genealogy and local history librarians will need to make use of these tools themselves in order to publicize their collections and services and to educate their patrons in the use of genealogy resources. Fortunately, these tools are free or inexpensive, and only a small amount of staff time will be needed to master them and use them. Which tool or tools the library focuses on will depend upon the needs of the library and the demographics of its patrons.

Resources and examples

Blogger – blogger.com

WordPress.com blog hosting service – wordpress.com

Genealogy Center’s blog – genealogycenter.wordpress.com

PBworks wiki hosting service – pbworks.com

FamilySearch Research Wiki – wiki.familysearch.org

Flickr – flickr.com

Photobucket – photobucket.com

Snapfish – snapfish.com

Mid-Continent Public Library MGC on Flickr – flickr.com/photos/mcpl_mgc/

Mississippi State University on Flickr –

flickr.com/photos/msstatelibraries/sets/72157605924890993/detail/

YouTube – youtube.com

Sheppard Memorial Library (Greenville, North Carolina) on YouTube –

youtube.com/watch?v=Drp61e-nkrg

National Archives of Australia on Vimeo - vimeo.com/nationalarchives

Delicious – delicious.com

Forsyth County (North Carolina) Public Library - delicious.com/northcarolinaroom/

LibraryThing – librarything.com

Facebook – facebook.com

Genealogy Center on Facebook –

facebook.com/pages/Fort-Wayne-IN/Genealogy-Center/189683797012

NYPL Milstein Division on Facebook –

facebook.com/pages/New-York-NY/NYPL-Milstein-Division-of-US-History-Local-History-and-Genealogy/58374207002

Goldman Jewish Genealogy Center on Facebook –
facebook.com/pages/Tel-Aviv-Yafo-Israel/The-Douglas-E-Goldman-Jewish-Genealogy-Center-at-Beth-Hatefutsoth/50738968849

Genealogy Wise – genealogywise.com
Twitter – twitter.com

Google Wave – wave.google.com

Audacity digital audio editor – audacity.sourceforge.net
GarageBand digital audio editor – part of Apple’s iLife software suite
South Carolina State Library’s “The Lion’s Roar” podcast –
www.statelibrary.sc.gov/The-Lions-Roar-Podcast/

Jing screencasting – jingproject.com
QuickTime Player screencasting – part of Mac OS X Snow Leopard (10.6)