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## WEB 2.0 Awareness among Library and Information Science Professionals of the Engineering Colleges in Chennai City: A Survey

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**KEYWORDS** Web 2.0. Library 2.0. Facebook. Flickr. YouTube. Copyright. Wikis and Social Networking Sites. Bulletin Board Service (BBS). Google Inc. Yahoo Inc.

**ABSTRACT** Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual uses, while providing their own data and services in a form that allows remixing by others, creating network effects through an architecture of participation, and going beyond the page metaphor of web 1.0 to deliver rich user experiences. A web 2.0 site gives its users the free choice to interact or collaborate with each other in a social media dialogue as creators of user generated content in a virtual community, in contrast to websites where users are limited to the passive viewing of content that was created for them. Examples of Web 2.0 include social-networking sites, blogs, wikis, video-sharing sites, hosted services, web applications.