Web 2.0

Description/Background:

Began in 2003 by Aaron Stanton, BookLamp is a web 2.0 site aiming to be the “Pandora of books”. BookLamp.org is a small organization, which gives literature recommendations to its users based on their tastes and reading history. BookLamp seeks to create a database of books similar to the Music Genome Project. By analyzing writing style and book subject matter, BookLamp seeks to create a comprehensive database to identify books for users. BookLamp is currently in its beginning stages and therefore does not have a relatively large number books in its database so the results may not be as helpful as BookLamp hopes they will eventually be.

BookLamp examines the text of books to find patterns in writing style based on pacing, density, action, description, dialogue and perspective. For instance, usage and frequency of similar parts of speech between books would mark them as similar writing style. It compares such literary styles as 1st person and 3rd person perspectives to match books into categories. After finding matches, BookLamp pulls user reviews from Amazon.com to rank the quality of their picks.

Benefit/Value/ Future:

The goal of BookLamp allows users to find books specially catered to their reading styles. In its current beta inception, BookLamp has a drop down menu which contains the entire list of its contents. BookLamp.org seeks to be a social networking site for book lovers, but currently offers an online message board with user profiles.

In the future users will be able to chose which elements of literature they value most, ranking action, pacing, dialog style etc. These formulas will be come personalized and the user will be able to share it in a social network format comparing interests between community members.