

Social Web and Libraries

Brian Kelly
UKOLN
University of Bath
Bath, UK



Blog:
<http://ukwebfocus.wordpress.com/>

Twitter:
1 @briankelly: personal and professional use

About me

- Brian Kelly:
 - UK web focus: national advisor to UK HE and FE sector
 - Long-standing web evangelist
 - Prolific speaker (~380 talks from 1997-2011)
 - User of social media to support professional activities
 - Prolific blogger (1,000+ posts since Nov 2006)
 - Based at innovation support centre at UKOLN, university of Bath
- UKOLN innovation support centre (ISC):
 - Funded by JISC (joint information systems committee)
 - Supporting innovation across higher & further education

2



Contents

- How the social web is being used for creating content
- Understanding content
- Enhancing access to content
- Supporting librarians in their role in facilitating access to content

- Background:
 - Web (1.0), web 2.0 and the social web
- The library context
- Use of the social web in libraries
- The key technologies
- Beyond the technologies
- Looking to the future

3



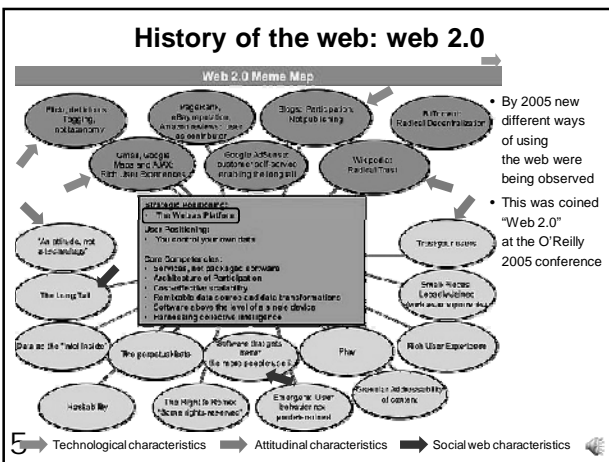
History of the web: web (1.0)

- Web in the 1990s
 - Web became popular in mid-1990s
- The Internet Archive's Wayback Machine enables old web sites to be viewed
- The oldest entry for the British Library captured in 1997 shows information about the library and provides access to the OPAC and a number of other online services
- Initially "brochure-ware": static information about the library
- Then databases added with web interface: typically the OPAC and online searching



4

History of the web: web 2.0



- By 2005 new different ways of using the web were being observed
- This was coined "Web 2.0" at the O'Reilly 2005 conference

5



6

- Social networks get better as numbers increase (cf telephones)
- Remember the 1-9-90 'law'

7

1000

1 MILLION

10 MILLION

www.thestateofwikipedia.com

'Radical trust': trusting large numbers to create quality content (the good drives out the bad)

8

WIKIPEDIA

Change ringing

From Wikipedia, the free encyclopedia


"Tropes" redirects here. For other uses, see *Tropes (disambiguation)*.

Change ringing is the art of ringing a set of tuned bells in a series of mathematical patterns called "changes". It differs from many other forms of campanology (such as carillon ringing) in that no attempt is made to produce a conventional melody.

Today, change ringing can be found all over the world, performed in a variety of media, but it remains most popular in the context where, in the 17th century, it developed: English church towers. These typically contain a few large bells rigged to swing freely a long of bells. The considerable masses involved mean that each bell usually requires its own ring. Thus, contrasted with a carillon, in which a large number of bells are struck by hammers, all tied in to a central framework so that one carillonner can control them all, a set of such bells is comparatively unwieldy—hence the emergence of permutations rather than melody as an organizing principle.

General statistics	
Page size	Change ringing
Total revisions	548
Number of minor edits	137 (25.00%)
Number of major edits	411 (75.00%)
First edit	18 December 2002, 15:16:46 (by 144.173.6.73)
Latest revision edit	09 February 2012, 14:18:30
Average time between edits	6.09 days
Average number of edits per month	4.99
Change number of edits per year	59.88
Number of edits in the last day	0
Number of edits in the last week	1
Number of edits in the last month	5
Number of edits in the last year	26
Number of users	244
Average edits per user	2.25
Number of edits made by the top 10% of active users	202 (49.00%)

9



Citizenium


Citizenium (CI) is a platform for the creation of Wikipedia articles based on public projects. It allows for the creation of articles on topics that are currently missing from Wikipedia. Citizenium also allows its editors to track articles created by experts and accepting articles under conditions. Articles are managed by volunteers, which will usually include "leading articles". Citizenium is open for alternative content, which allows for the creation of "health sciences", medical research and other content. This is the main public site that connects people to the project. It is a place where you can find out more about the project and its goals. While the project is still in its early stages, it is a place where you can find out more about the project and its goals. Citizenium is a place where you can find out more about the project and its goals.

If you don't trust your users they may fail to engage

10

The problem with 'social'

- Does 'social' mean:
 - Trivial
 - Personal
 - Unrelated to professional or scholarly activities



- Or:
 - Collaborative
 - Collective
 - Team working



11

Redefining 'social'

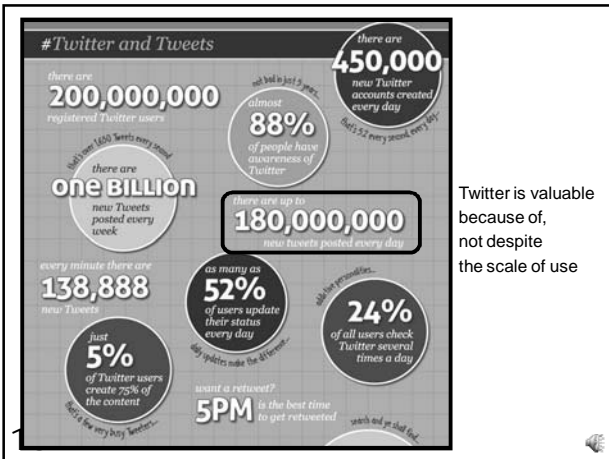
- Social media/social web/social networks:
 - Collaborative technologies
 - Interactive technologies
 - Culture of openness and sharing
- Which support:
 - Social constructivism/social constructionism theories of knowledge: "individual's learning that takes place because of their interactions in a group"

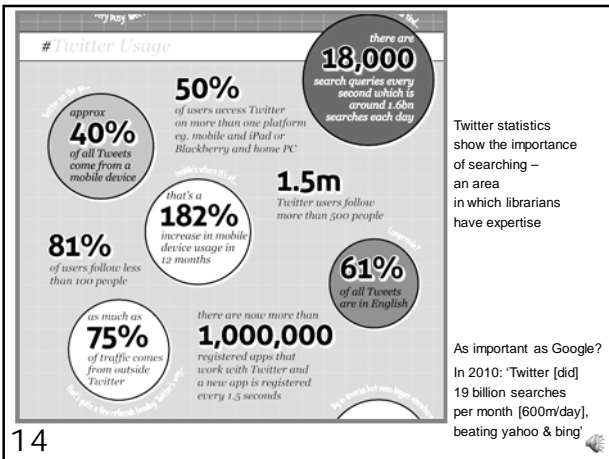
Wikipedia =>

12

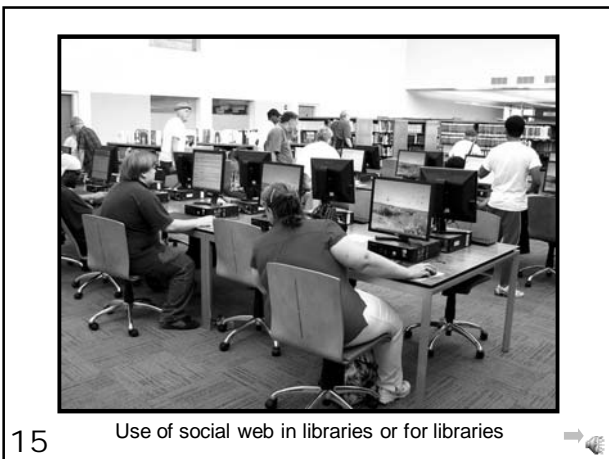
Social Web and Libraries

Brian Kelly





14



15

<http://opus.bath.ac.uk/15260/>

Library 2.0: Balancing The Risks And Benefits To Maximise The Dividends

Brian Kelly¹, Paul Bevan², Richard Akerman³, Jo Alcock⁴ and Joie Fraser⁵

¹ UKOLN, University of Bath, Bath, UK <b.kelly@ukoln.ac.uk>
² National Library of Wales, Aberystwyth, UK <paul.bevan@nlw.org.uk>
³ National Research Council Canada Institute for Scientific and Technical Information, Ottawa, Canada <r.akerman@nrc-svre.gc.ca>
⁴ Learning and Information Services, University of Wolverhampton, UK <j.alcock@wlh.ac.uk>
⁵ Consultant, Leicester, UK <joie@joiefrazer.com>

Abstract

<p>Purpose This paper provides a number of examples of how Web 2.0 technologies and approaches (Library 2.0) are being used within the library sector. The paper acknowledges that there are a variety of risks associated with such approaches. The paper describes the different types of risks and outlines a risk assessment and risk management approach which is being developed to minimize the dangers while allowing the benefits of Library 2.0 to be realized.</p>	<p>Originality/value The paper should prove valuable to policy makers and Web practitioners within Libraries who may be aware of the potential benefits of Library 2.0 but have not considered associated risks.</p> <p>Keywords Web 2.0, Library 2.0, risk assessment, risk management</p>
--	---

Paper on "library 2.0: balancing the risks and benefits to maximise the dividends" published in program, 2009 highlighted early example use of social web by some library 2.0 pioneers, including national library of Wales

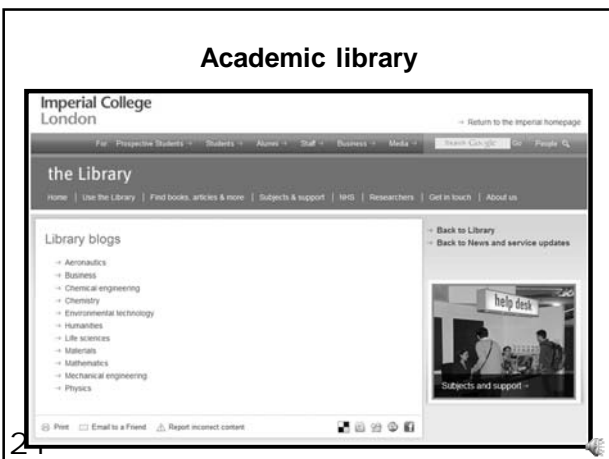
The screenshot shows the National Library of Wales website. At the top, there is a navigation menu with links for Home, About NLW, Visit Us, Collections, Family History, Digital Mirror, Education, and Blog. Below the menu is a search bar and a 'Quicklinks' section with links to Opening Times, Contact Details, Resources & Reading, Services, Jobs, Careers, Collections Facilities, and Accessibility. The main content area features a large image of a person reading a book, with the text 'THE NATIONAL LIBRARY OF WALES BLOG' and 'A blog about the work and collections of the National Library of Wales.' There are also sections for 'Events', 'Latest News', 'Visitor Notices', 'Digital Mirror', and 'Exhibitions'.

NLW Facebook page

- There is access to information about activities within the library
- Regular Facebook status updates









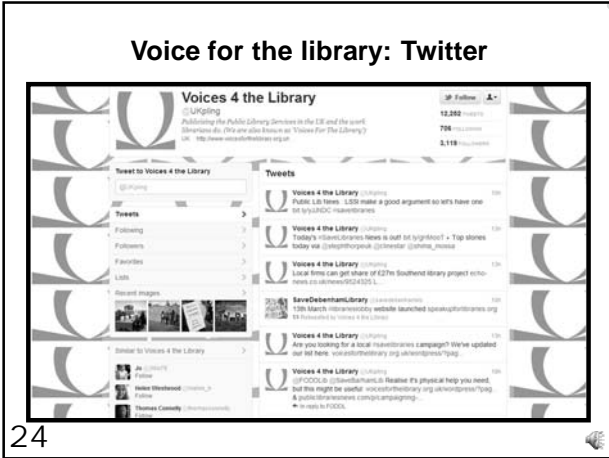
22

Voices for the Library

The Social Web can be particularly effective if contributors have a passion for their activities

This can be seen from the Voices for the Library Campaign

23



24



Key technologies: blogs

Reading blogs helps you to keep up-to-date with developments in a rapidly changing world

26

Key technologies: blogs (2)

- Blog posts can be read by RSS readers and personalised newspaper apps
- They are easily read on smart phones and tablet computers

27

Key technologies: blogs (3)

- Why provide a blog?
 - Writing a blog post can be easy: a typical interface looks like a word processor



28

Key technologies: blogs (4)

- Why provide a blog?
 - If you don't have a blog platform within the organisation (e.g. there are technical or policy barriers) you can use a blog service in the cloud (e.g. wordpress.com or blogspot.com)
 - Blogs provide comment facilities as standard
 - Blogs are often easy to read on mobile devices
- The question should be:
 - Why not provide a blog?

29



- There are many social media services
- But we can't ignore Twitter!

30



The TweetDeck client (PCs, Mac for mobiles)

- A dedicated Twitter client can provide rich filtering
- Twitter makes sharing links easy
- Tweeting at events is a form of collaborative note-taking
- Twitter encourages brevity and focus: how have people got the time to read and write long emails? 😊

31



Rapid support from peers

Rapid support from one's professional learning network (PLN)

- An example for archiving tweets:
 - At 3:58pm a question was asked about twapperkeeper as a service for archiving such tweets
 - A few minutes later someone said that twapperkeeper is no longer available
 - A link was provided to my blog post



32



Getting Smartr

- One approach to filtering is to use tools such as Smartr to provide access to the content of links posted on Twitter
- Use Twitter lists to group the people you follow: I have a list of official JISC services from which I receive quality links but prefer the serendipitous links from other groups of people I follow

33



Understanding social media

We need to understand how we use social media in order to identify successful patterns



34



Understanding social media (2)

We need to understand how we use social media in order to identify successful patterns



35



The mobile environment



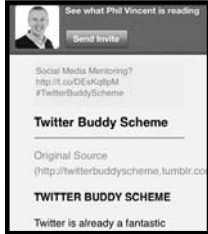
- Access to information on mobile devices is growing in importance
- Personalised newspapers (Smartr, Flipboard, etc.) provide access to RSS feeds, tweets, etc. on mobile devices
- This is a few of the links tweeted by members of my Twitter lists



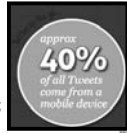
36



The mobile environment (2)



- Access to information on mobile devices is growing in importance
- Personalised newspapers (Smartr, Flipboard, etc.) provide access to RSS feeds, tweets, etc. on mobile devices
- This is a few of the links tweeted by members of my Twitter lists



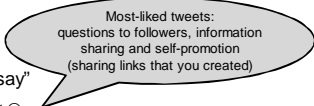
I now read useful and personalised content on the bus; Twitter provides a valuable productivity aid!

37

Challenges (1)

• Concerns:

- "I wouldn't know what to say"
 - First tweet is the hardest ☹
 - Write about things that interest you: CMU study, Feb 2012
- "I'm too busy"
 - Nonsense! 5 tweets a day?
- "My boss disapproves" "access is blocked"
 - Is this still the case?
 - Need for evidence of value to your organisation
- "I don't agree that there are benefits"
 - Still need for case studies & evidence



38

Challenges (2)

- "I'll get addicted"
 - That's a challenge of success!
- Worried about the risk of getting addicted to interesting content and discussions? is that different from:
 - Joining the adult library as a young person?
 - The multi-channel TV environment?
 - Music on demand?
 - ...



39

Challenges (3)

"Plants" and "resource investigators" in Belbin model may welcome opportunities provided by social media



- "I can't keep up with tweets & blog posts ☹"
- Don't! It's a stream for you to dip into and contribute to; Learn when it's useful to take a dip
- "I can see the merit – but it's not for me"
- OK – but don't block others who wish to do it

40



Looking to the future (1)

- Keeping up-to-date
 - Challenge: How to keep up-to-date at a time of decreasing budgets
 - Solution: participate in 'amplified events'
- Amplified events:
 - Make use of networked technologies to 'amplify' learning & discussions at events
 - Attendees can summarise key points, provide links, etc. for remote audience
 - Valuable to build a professional network so you are alerted to amplified events

41





42

<http://lanayrd.com/guides/library-conferences/>



Looking to the future (2)

- Frictionless sharing:
 - Low effort ways of sharing resources
 - Term used by Prof. Martin Weller in 2008
 - Recently popularised by Facebook
 - "Invisible library support"



43

Don't just listen - participate



You can improve Wikipedia, such as this article

44

Conclusions

- Social web:
 - Focus on communication, community & collaboration
 - Services can get better as numbers of users grow
 - Provides diversity of tools for differing requirements and preferences
 - Will not go away!
 - Opportunity for library services to play a leading role
 - Opportunity for those with people/communication skills
 - Using cloud services can reduce costs
 - Being open fits with transparency agenda

45

Social Web and Libraries

Brian Kelly

