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

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
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

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

Technological characteristics
Attitudinal characteristics
Social web characteristics
• Social networks get better as numbers increase (cf telephones)
• Remember the 1-9-90 law

‘Radical trust’: trusting large numbers to create quality content (the good drives out the bad)
The problem with ‘social’

• Does ‘social’ mean:
  – Trivial
  – Personal
  – Unrelated to professional or scholarly activities

• Or:
  – Collaborative
  – Collective
  – Team working

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”

If you don’t trust your users they may fail to engage.
Twitter is valuable because of, not despite the scale of use.

Twitter statistics show the importance of searching – an area in which librarians have expertise.

As important as Google?
In 2010 'Twitter (did) 19 billion searches per month (600m/day), beating yahoo & bing!'
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Paper on “library 2.0: balancing the risks and benefits to maximise the dividends” published in program, 2009 highlighted early example of use of social web by some library 2.0 pioneers, including National Library of Wales.

NLW Facebook page

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

Welcome to one of the great libraries of the world
Academic library

The screen versions of these slides have full details of copyright and acknowledgements
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.

Voice for the library: Twitter
Key technologies: blogs
Reading blogs helps you to keep up-to-date with developments in a rapidly changing world

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
Key technologies: blogs (3)

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

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?

There are many social media services

But we can’t ignore Twitter!
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? 😊

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

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

Many of my Twitter followers have between 100-500 followers.

Understanding social media (2)
We need to understand how we use social media in order to identify successful patterns.

Many of my Twitter followers tweet on a daily basis.

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.
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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!

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

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?
  - …
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

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
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”

Don’t just listen - participate

You can improve Wikipedia, such as this article

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