Follow a Librarian: Social networking and the library

Louis C H Fourie
Department of Information Systems
University of the Western Cape

SAOUUG
Centurion
21 August 2012
The world is changing...

"On the Internet, nobody knows you're a dog."

"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."

The New Yorker, July 1993

The New Yorker, September 2005
Three major drivers of change
1: The Internet
World: 2.27 bill Internet users (32.7%)
Africa: 139.8 mill (13.5%)
SA: 8.5 mill (17.3%)

31.12.11

http://www.internetworldstats.com/stats.htm
Consequences for the information ecosystem

Adapted from Rainie, 2011
Big challenge for libraries
Atoms \rightarrow bits
Collections are disrupted

Rainie, 2012
2: Wireless connectivity
Changes in smartphone ownership

- Smartphone: 35% (May 2011), 46% (February 2012)
- Other cell phone: 48% (May 2011), 41% (February 2012)
- No cell phone: 17% (May 2011), 12% (February 2012)

SA: 16%

Pew Internet Research, 2012
Wireless Internet access

• 7.9 mill access Internet via cell phone in SA
• 6 mill via PC, laptop, tablet

http://www.internetworldstats.com/stats.htm
We live in an App world

1 in 4 adults use apps

Adapted from Rainie, 2012
Cell phones as social tools

- 54% send photo or video
- 23% access a social networking site
- 20% watch a video
- 10% status update service such as Twitter

Adapted from Rainie, 2011
Mobile connectivity alters access points to knowledge.

Real-time sharing, just-in-time searching.

Pervasive, perpetual awareness of social networks.

Augmented reality.
Consequences for the information ecosystem

Anywhere
Any device

Place

Presence

Alone
together

Any time

Rainie, 2011
Big challenge for libraries
People came to us  We go to people

The library as place becomes the library as placeless resource

Rainie, 2012
3: Social networking
The social media universe is expanding

More people on more social networks than ever before
Online social media tools are ubiquitous
Social networks are the most popular activity online

**Time Spent Online on Key Internet Categories**


*Time spent on Communications includes time spent on web-based Email and Instant Messengers.*

1 in 5 online minutes spent on Social Networks

Social networks now reach 82% of the world’s Internet population.

That’s 1.2 billion people.

Social media covers almost every sphere of life
Welcome to the Facebook Era

• The Internet Era was about the World Wide Web of information.
• The Facebook Era is about the World Wide Web of people. Knowing who is connected to whom and how.
• Marked by a change in individuals’ behaviour, interactions, and relationships with one another and with vendors.
• Implications not just in our personal lives but also our professional lives, across the enterprise: sales, marketing, recruiting, innovation, product development, etc.
Facebook has become global and mainstream

Established Feb ‘04
On Facebook alone...

- 955M+ active users who spend 20 billion minutes per day
- Used by 1 out of every 12 people
- 425M+ access via cell phone

If Facebook were a country, it would be the 3rd largest in the world (between India and the USA)
• Created March 2006
• With over 500 million registered users, Twitter has become a global communication force.
• 400+ million tweets per day (July 2012)
• Launched May 2003
• Two new members every second
• 175+ million users (Aug 2012)
• Founded 14 February 2005
• 42 million video streams every hour
• 4 billion+ views per day
• 800m unique users pm
• Created February 2004
• Hosts 5 Billion+ Images
• 1.9 mill photos uploaded pd
• Started January 2001
• Almost 4 million articles in English
1 in 8 Couples married in 2011 met via social networks

Fastest Growing Segment of Facebook: Women 55-65

TheEllenShow
4,643,385 Followers

aplusk
4,917,343 Followers

What happens in Vegas
Stays on...

Warley & Martin, 2010
The result is a complex social media landscape
The rise of networked individuals

In a world of connectedness

Adapted from Barry Wellman, University of Toronto, 2011
New kinds of users emerge
Yesterday’s user

“Traditional”, “formal”, “passive”, “direct”, and “push” environment

Knowledge content consumers
Today’s user

- “Modern”, “informal”, “active”, “collaborative”, “social”, “self-directed”, and “pull” environment
- Better arrayed to capture new info

Always on. Social content creators.
What’s New?

Mobility – 24/7 Access

Social Interactions

Digital Content

Print to Online

Don Knezek, 2012
People trust friends the most

<table>
<thead>
<tr>
<th>Level of Trust in Advertising Tactics/Media According to Internet Users Worldwide, April 2009 (% of respondents)</th>
<th>Trust completely</th>
<th>Trust somewhat</th>
<th>Don’t trust much</th>
<th>Don’t trust at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendations from people I know</td>
<td>34%</td>
<td>56%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>Brand Websites</td>
<td>13%</td>
<td>57%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>Consumer opinions posted online</td>
<td>13%</td>
<td>57%</td>
<td>25%</td>
<td>5%</td>
</tr>
<tr>
<td>Editorial content such as a newspaper article</td>
<td>10%</td>
<td>59%</td>
<td>27%</td>
<td>4%</td>
</tr>
<tr>
<td>Brand sponsorships</td>
<td>9%</td>
<td>54%</td>
<td>31%</td>
<td>6%</td>
</tr>
<tr>
<td>Ads on TV</td>
<td>8%</td>
<td>53%</td>
<td>33%</td>
<td>6%</td>
</tr>
<tr>
<td>Ads in newspapers</td>
<td>7%</td>
<td>54%</td>
<td>34%</td>
<td>5%</td>
</tr>
<tr>
<td>Ads in magazines</td>
<td>6%</td>
<td>53%</td>
<td>36%</td>
<td>6%</td>
</tr>
<tr>
<td>Ads on radio</td>
<td>6%</td>
<td>49%</td>
<td>38%</td>
<td>7%</td>
</tr>
<tr>
<td>Billboards and other outdoor advertising</td>
<td>5%</td>
<td>49%</td>
<td>39%</td>
<td>6%</td>
</tr>
<tr>
<td>E-mails I signed up for</td>
<td>7%</td>
<td>48%</td>
<td>37%</td>
<td>8%</td>
</tr>
<tr>
<td>Ads before movies</td>
<td>5%</td>
<td>47%</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>Ads served in search engine results</td>
<td>4%</td>
<td>37%</td>
<td>48%</td>
<td>11%</td>
</tr>
<tr>
<td>Online video ads</td>
<td>3%</td>
<td>34%</td>
<td>51%</td>
<td>11%</td>
</tr>
<tr>
<td>Online banner ads</td>
<td>3%</td>
<td>30%</td>
<td>51%</td>
<td>16%</td>
</tr>
<tr>
<td>Text ads on mobile phones</td>
<td>2%</td>
<td>22%</td>
<td>47%</td>
<td>29%</td>
</tr>
</tbody>
</table>


www.emarketer.com
The Great Library of Alexandria

Implications for the library
Challenge for libraries
Expertise and influence emerges in networks

Librarians share the stage with amateur experts

Adapted from Rainie, 2012
The audience in social media is the new library neighbourhood
User expectations have changed
Libraries too have changed

Libraries are using online social media tools more than ever before.

Libraries as a social space

• Interactions
  – Collaboration
  – Resource sharing
  – Networking with colleagues, classmates
  – Using electronic resources
  – Getting help / advice/ training from Library staff

• Library as ‘place’ and libraries as ‘third places’
  – Cafes, coffee shops, bookstores, bars, and other hangouts at the heart of a community

• Use of social networking, bookmarking, user comments in the catalogue

• RSS feeds for searches in databases such as Ebsco, Web of Science, COPAC

• Library applications in Facebook such as catalogue searches, book sharing
How can librarians be even more valuable in the world of networked individuals?
1. A different view of knowledge

**Old**
- Knowledge is objective and certain (transaction)
- People receive knowledge passively

**New**
- Knowledge is subjective and provisional (process)
- People create knowledge by doing and social interaction

2. The “Embedded Librarian”

The future of reference expertise – embedded in communities

• Librarian as scout for relevant material
• Reviewer and synthesizer
• Organizer and taxonomy creator
• “On call” for just-in-time information
• Organisational “steward” of bonding capital
• Organisational “steward” of bridging capital (especially to outside experts)

http://embeddedlibrarian.wordpress.com/
3. The “Knowledge Concierge or Valet”

The future of reference expertise in learning communities

- Librarian as teacher of social media
- Librarian as fact checker, transparency assessor, relevance arbiter
- Librarian as aggregator and curator – follow Jeff Jarvis rule: “Do what you do best, and link to the rest”
- Librarian as “node” in networks attuned to perpetual learning

http://www.informationvalet.org/
4. The technology ambassador

Follow a librarian
5. The conversation maker

“Whether tweeting from your personal account or your library’s, the most important factor in creating a meaningful and useful experience is to realize that the service provides the means for conversation not just broadcasting” (Forestall, 2011).

However, having a conversation with an institution feels a little like socializing with someone with a bag on her head.

Social media use should always be about conversation.
6. The community anchor

Figure 1. The visions for public libraries of the future will consist of strategic choices along four distinct dimensions, each encompassing a continuum of possibilities lying between two extremes. Illustration by Jennifer Bishop.

7. The liquid library

- Kevin Kelly, founding executive editor of Wired wrote an essay called “Scan This Book!” in which he foresaw the coming of a “Liquid Library.”

The idea of the Liquid Library is that one day we’ll reach a point where not only have all books been digitized, but that digital knowledge will be totally integrated with all the commentary that exists.

- And then that library would also be integrated with reality (augmented reality) — you could stand in Trafalgar Square and access everything that has ever been written about Trafalgar Square.
Thus... Library 2.0 = ( books ‘n stuff + people + radical trust ) x participation

Tools for Successful Library Patron Engagement
Be a Social Butterfly!
Social Networking

http://en.wikipedia.org/wiki/List_of_social_networking_websites

Networking
Discussions
Links
Marketing
Updates
Announcements
Events
Campaigns
Share Links to Cool Info!
Social Bookmarking

Get Creative!
Social Video Sharing

How r u doing 2day?

Microblogging

- Updates
- Alerts
- Announcements
- Links
- Event Amplification
- Research
- Marketing
- Trends

http://en.wikipedia.org/wiki/Microblogging
I am at the XYZ Library! GeoSocial Networking

http://en.wikipedia.org/wiki/Geosocial_networking
Let's Meet up at the XYZ Library!
Face to Face Networking

The NEW-old-school social network!

Julio Tavarez, 2011
Library Apps

Mobile devices today can run increasingly complex software, interact with cloud services, play rich multimedia content, and allow for advanced user interactivity.

Access to catalogues
Service information
Content delivery
Library induction
Access to databases
Ask a Librarian
Library notifications
WorldCat.org Social Tools

- Lists
- Profiles
- Reviews
- Ratings
- Citations
- Recommendations
- Tags
- Apps

WorldCat connects to the collections and services of more than 10,000 libraries worldwide
A few conclusions
The Opportunity

Libraries can (and are) leveraging social networking tools to deliver more of the library’s capacity to all patrons at the point of need.
Conclusion

• Social media is a massive ecosystem of innovations that allows people to tap the deeply human desires to connect, communicate, create and exchange.

• To succeed in social media, however, you’ve got to join the conversation.
Are you thirsty enough to start using social networks?
Thank you!!

Questions/Clarifications

Lfourie@uwc.ac.za