CILIP Conference 2015
Bringing the information world together
With power comes great responsibility. How librarians can harness the power of social media for the benefit of its users.

Leo Appleton & Andy Tattersall
MmIT Special Interest Group

mkhmarketing CC BY 2.0 http://bit.ly/1dfjZs
“All mankind is divided into three classes: those that are immovable, those that are movable, and those that move.”

Benjamin Franklin
MmIT National Conference 2015

With Power Comes Great Responsibility - How librarians can Harness the Power of Social Media for the Benefit of their Users

14 – 15 SEPTEMBER 2015

Sheffield City in England

Save to iCal / iPhone / Outlook / GCal

@multimediait
# mmit2015
lanyrd.com/ccgdgw (short URL)

9 speakers

Lauren Smith @walkyouhome
Brian Kelly @briankelly
Sierra Williams @sn_will
Phil Bradley @Philbradley
Alison McNab @AlisonMcNab
Andy Tattersall @Andy_Tattersall

UK Web Focus @ukwebfocus
Marie Kinsey @journotutor
Mark Clowes @vinyl_librarian
Social Media Explained

Twitter  I'm eating a #Donut
Facebook  I like donuts
Foursquare  This is where I eat donuts
Instagram  Here's a vintage photo of my donut
YouTube  Here I am eating a donut
LinkedIn  My skills include donut eating
Pinterest  Here's a donut recipe
Last.fm  Now listening to "Donuts"

G+  I'm a Google employee who eats donuts.
Marketing and promoting library services using social media
UAL Library Services @UAL_Libraries

Last chance to take part! blogs.arts.ac.uk/libraryservice...

Hey @UAL_AcadSupport can you spread the word?? Thanks!

The deadline is tomorrow! Take part in a focus group & write a 3 week reflective log & bag yourself £100 in vouchers!
blogs.arts.ac.uk/libraryservice...

Hey @SUARTS can you spread the word? Thanks!

https://twitter.com/UAL_Libraries
Established in 1994 ScHARR's Information Resources team has established itself as a key national player in providing information support to health technology assessment and health services research. The team is made up of professional, highly trained Information Specialists who are involved in the forefront of research, teaching, support and development. This is our blog where we talk about the diverse work we do: #Teach #Research #Search #Expert

Thursday, 14 May 2015

Research Hacks and Mobile App videos now on iTunes U

http://scharrlibrary.blogspot.co.uk/
Pageviews by Countries

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Pageviews by Browsers

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<td>Maxthon</td>
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Pageviews by Operating Systems

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<td>iPod</td>
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<td>Other</td>
<td>2136</td>
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Social Media as an enquiry service
This MOOC (Massive Open Online Course) on HTA ("what works and should we use it?") looks excellent
scharr.dept.shef.ac.uk/ihta/html/cour...
Using social media for research

If we knew what we were doing, it wouldn’t be called Research.

– A. Einstein
Learn Something New in 20 Minutes - Bite Size Sessions to Support Research and Teaching

Abstract
The School of Health and Related Research (ScHARR) at The University of Sheffield run an innovative series of informal 20 minute Bite Size sessions to help staff and students teach, research, collaborate and communicate more effectively. The sessions have two clear strands, one focused on teaching and the other on research. The remit is not to teach people how to use something in their work or study but to let them know why they should use it and how they can employ it. By introducing participants to the possibilities and how they can apply ideas and technologies in their work and study in an enthusiastic manner it is possible to send them away with at least the intention to explore and experiment. The evidence shows that this organic approach is working - staff and students are starting to use many of the tools that Bite Size has covered. Any kind of widespread change within organisations can be hard to deliver, but by bringing champions on your side and delivering sessions in a convenient, informal and timely manner, good practice and ideas can spread naturally.

Collaborate live on your paper

4 Questions Researchers Need to Ask Before Using the Web to Communicate Their Research

Andy is an Information Specialist at The School of Health and Related Research (ScHARR). His role is to scan the horizon for opportunities relating to research, teaching and collaboration and maintain networks that support this. His work is focused in the area of modern Web tools, Altmetrics, social networks and software and their application for research, teaching, learning, knowledge management and transfer and collaboration. He is very interested in how we manage information and how information overload affects our professional and personal lives. Andy’s teaching interests lie in encouraging staff and students to use the many tools and technologies, quite often freely, available to aid them carry out research and collaboration within the academic and clinical setting. He is Secretary for the Chartered Institute of Library and Information Professionals – Multi-Media and Information Technology Committee.

The idea that all researchers, from early career researchers through to professors are engaging with the Web is pretty much a fallacy. Sure, they may use the web to search for papers, read conference proceedings and respond to funding calls, but beyond email and
Social media for professional development
Social Networks are:

It’s not what you know, but who you know

+ 

It’s what they know as well

= Social Capital
Congrats to PhD student Leo Appleton on award of travel bursary by John Campbell Trust
@JCampbellTrust
iiidi.napier.ac.uk/c/news/newsid/
@leoappleton
Social media is a ticking time bomb for universities with an outdated web presence.

There are pressing questions academic institutions will need to address over the next couple of years regarding their expanding participation in social media streams. Andy Tattersall argues that with such blurred boundaries of ownership, access and support, what is needed is wide-scale demystification to help academics dovetail a few choice tools to bring how they work into a modern setting. Social Media, Altmetrics and Web 2.0 all afford academia a wealth of possibilities if they take it, but there is a risk that the important messages will get lost as we produce even more social data than we can imagine.
Altmetrics and measuring impact

altmetrics

Impact
Current Analytics

3 first author papers in social sciences

Cited once each :-(

Asked for copies a few times via RG

New Analytics (alternative indicators)

31 Mendeley Readers
Staff page - about 450 unique page views a year
Twitter - 1179 followers (I follow 918)
LSE Impact Blog - 5 posts - 9620 views (1223 Tweets)
Slideshare 22,900 views
The Conversation - 4 posts - 22,261 views
YouTube 43,100 views (21,000 approx mine)
Google+ 113,000 profile views
ScHARR Library Blog 130,000 views (46k from U.S)
Twitter Retweet (potential reach in last 2 months) 453,000
Twitter Mention (potential reach in last 2 months 1,000,6000 (via Sumall)
Learning technologists, teachers and lecturers think of the pedagogy when employing new technologies. What do researchers do?
# 400+ Tools and innovations in scholarly communication

<table>
<thead>
<tr>
<th>Authors</th>
<th>Bianca Koome &amp; Jeroen Bosman (and you?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
<td>@MiaPhipps &amp; @JeroenBosman, both at Utrecht University Library</td>
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**Background:**
This is a shared database that grew out of the “101 innovations in scholarly communication” project. When we published the 101 list of selected innovations our database already contained some 200 innovations/tools. The 101 selection was strictly on innovativeness and thus did not contain recent tools if they were not innovative compared to older ones with the same functionality, even if the more recent ones were more popular or well-known. The database shared here has dropped that strict innovativeness criterion and thus contains multiple tools offering basically the same functionality. The masterfile that this database is derived from is still being worked on. Additional fields may become available here in a later stage.

The second worksheet tab of this file contains data on over 475 tools and innovations in scholarly communication. You can find tools by workflow phase and find some details on each of the tools. You are also warmly invited to add tools or give suggestions/corrections/updates for field values. Please use the “green” user input columns and leave the data intact as it is. When adding, you are welcome to leave your name, but it is not required. Please do not sort/delete/move rows or columns. If you need to do that, please make your own copy of the worksheet to work on.

**Publication date:** 20150901, last updated 20150901

**Availability:** 20150901 through at least 20151231, from 20160101 until transfer to a more permanent open and free home
Development of altmetrics (alternative indicators)

- To complement, not replace traditional metrics
- Help people understand how research is being received and used, and by who
- Not intended as an indicator of quality
- Can help provide further evidence of engagement and ‘societal impact’
- Give credit for research outputs other than articles
The dissemination and communication of research is changing

- Presentations and seminars
- Funding and ethics applications
- Academic books
- **Journal articles** and posters
- Term papers and essays
- Meetings and conferences
- Correspondence

- Open access
- Supplementary data
- Online reference managers
- Press
- Post-publication peer-review
- Social media
- Blogs
Altmetrics in a nutshell

ACADEMIC IMPACT

- Journal Impact Factor
- Citation counts

SOCIETAL IMPACT

- Download counts
- Page views
- Mentions in news reports
- Mentions in social media
- Mentions in blogs
- Reference manager readers
  ... etc.

More article-centric, as opposed to journal-centric.
Thank you

@leoappleton
@andy_tattersall
Conference 2016

Bringing the information world together

Register your interest