Using Social Software to Create Social Presence in Library Web-Services

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Library 2.0:

- **is user-centered.** Users participate in the creation of the content and services they view within the library's web-presence.

- **provides a multi-media experience** Both the collections and services contain video and audio components.

- **is socially rich.** The library's web-presence includes users' presences

- **is communally innovative**
Some Definitions

- **Social software** = enables people to rendezvous, connect or collaborate through computer-mediated communication and to form online communities.
  - Blogs, wikis, instant messaging, networking, meeting

- **Social Presence** = “The degree of salience of another person in an interaction and the consequent salience of an interpersonal relationship” (Tu, 2002a).
More on Social Presence

- Social Presence
  - The degree to which people are aware of other people
  - Degree = sociable/unsociable, personal/impersonal, sensitive/insensitive, warm/cold, intimacy and immediacy (Tu & McIsaac, summarizing others, 2002b)
  - Has been demonstrated to be crucial to online education and communication

- “Social presence is a measure of the feeling of community that a learner experiences in an online environment” (Tu, 2002b, p. 131)
Social Presence and Libraries

- What is a librarian without a library?
  - Someone looking for work
- What is a library without a librarian and patrons?
  - AN OPAC
- Put the “librarian” back in “library”
  - Virtual reference, interactive instruction, “my library card,” blogs, wikis, etc.
  - Networking, tagging, VOIP
OPAC as Social Networking Site

- Allows users...
  - Communicate with us
  - Communicate with one another
  - Share knowledge and information
  - Create communities of discovery

- A true “virtual library”
  - Human beings do not seek and utilize information as individuals, but as communities.
This is less:

- “Professional” or “customized” treatment of information needs

Prescribe  Diagnose  AND  User  Library  Library  User
And more:

- “Systems” reference
Truly personalized service
Let’s all start programming?

- No
  - How is virtual reference most present/effective/useful?
  - Does online instruction work? Is it necessary?
  - Should blogs/wikis/podcasts/VR sessions be cataloged?
  - Should we catalog our users?
  - How can privacy issues be resolved?
  - Where does user control end?
Scientists, Engineers, Libraries

- Interpersonal information transfer
- Communities of discovery
- Experimental
  - Learn from failures
- Technologically attractive
Bring back the “shush”

- There are other people here, you know
Thank you!

Since I’m in Austin….

GO BUFFS
Works cited
