

# Social Software: Keeping up with our Students



Susan Atkey & Lindsay Ure  
UBC Library

BCLA Conference  
April 19, 2008

Logo by Stablio Boss: <http://flickr.com/photos/stablio-boss/93136022/>

# Agenda

1. Background
  - Trends in Emerging Technology
2. How are Libraries Addressing the Need To Keep Pace with Students?
3. UBC Library: Tools for Outreach and Teaching Series (TOTS)



# **We're all trying to keep up ...**

---

I use lots of technology, but my sister who is a sophomore in high school knows more about technology than I do. I've been too busy to keep up and I am getting outdated. I guess we are all dinosaurs to some extent.

- a graduating senior

The ECAR Study of Undergraduate Students and Information  
Technology, 2007

<http://connect.educause.edu/Library/ECAR/TheECARStudyofUndergradua/45075>



# What are the trends in emerging technology?

---

## **EDUCAUSE Horizon Reports**

- Annual report on areas of emerging technology that will have significant impact on higher education
- Includes likely timeframes (adoption horizons) for acceptance into mainstream over the next 1 to 5 years



## ***EDUCAUSE Horizon Reports:*** **New Technology Adoption Horizons**

---

	<b>2007</b>	<b>2008</b>
<b>Less than 1 year</b>	User-Created Content Social Networking	Grassroots video Collaboration webs
<b>2 to 3 years</b>	Mobile phones Virtual Worlds	Mobile Broadband Data mashups
<b>4 to 5 years</b>	New Scholarship Massive Multiplayer Educational Gaming	Collaborative intelligence Social operating systems



# ***2008 EDUCAUSE Horizon Report: Trends and Challenges***

---

- ✓ The growing use of Web 2.0 and social networking - combined with collective intelligence and mass amateurization - is changing the practice of scholarship.
- ✓ Emphasis on collaborative learning is pushing educators to develop new forms of interaction and assessment.
- ✓ Growing expectations to deliver services, content and media to mobile and personal devices.
- ✓ Growing need to provide formal instruction in information, visual, and technological literacy as well as in how to create meaningful content with today's tools.
- ✓ The gap between students' perception of technology and that of faculty continues to widen

# How are libraries addressing the need to keep pace with students?



Photo by KK+ : <http://www.flickr.com/photos/kk/9681952/>



## PLCMC Learning 2.0 (Fall 2006)

<http://plcmclearning.blogspot.com/>

---

- created by Helene Blowers, Public Library of Charlotte & Mecklenburg County, NC
- for all library staff at PLCMC
- structured, self learning – 23 activities over 9 weeks
- incentives – prizes for completing the program
- created using Web 2.0 tools - blog, YouTube, Flickr
- program notes available for other libraries to duplicate/adapt
- has now developed **Learning 2.1** (a continuation)  
<http://explorediscoverplay.blogspot.com/>





## Five Weeks to a Social Library – early 2007

<http://www.sociallibraries.com/course/>

---

- 5 week online course, offered Feb/March 07
- “grassroots” effort, created by a group of librarians in the U.S. and Canada
- Participants were librarians who weren’t able to attend conferences to learn about social software
- taught using social software tools & other interactive, media tools (blog, IM, webcasts, MP3s)
- content freely accessible online



## Learning 2.0@Mac

<http://macetg.wordpress.com/about-learning-20-mac/>

---

- developed by the “Emerging Technologies Group” at McMaster University Libraries
- for all library staff
- inspired by PLCMC Learning 2.0
- 12 weeks, Feb-May 2007
- exploring tools & how they can be used by the library
- one activity per week, participants arranged into groups
- incentive – prize for completing program

# TOTS

Tools for  
Outreach &  
Teaching  
Series  
@ UBC Library

Photo: <http://flickr.com/photos/amigadave/350299827>



# TOTS - A bit of background

---

- **April 2007:**
  - Met to brainstorm series of summer workshops on emerging technologies.
  - Sense that we are all individually struggling to keep up with pace of new technology developments
  - Why not explore them together?
  
- **Our key requirements:**
  - Open to all library staff
  - Hands-on / participatory
  - Exploratory / sense of play
  
- **May 2007:**
  - The first session!

# TOTS Theme 1: Exploration and Play



- provide time and space to explore new technologies with peers
- get hands dirty
- experimentation

<http://flickr.com/photos/wwworks/1431384410/>

# TOTS Theme 2: Tools



- explore new technologies as tools
- explore how we might want to use them in our work environment at the library
- determine which tools are NOT suitable for us!
- determine which tools have enduring value for our work and which are novelty items

# TOTS: Using Social Software to Support the Series

---



- **Wiki:** to act as a resource for speakers and participants - session information, links to presentation slides, useful links, discussion notes ([tots.pbwiki.com](http://tots.pbwiki.com))
- **Blog:** posted to an existing blog to alert staff to new sessions
- **Google Docs:** for other documentation created, such as stats, agendas, & checklists (Google Docs)
- **Del.icio.us:** feed to illustrate social bookmarking
- **RefWorks:** created online bibliographies for further reading and made available using RefShare



# TOTS Sessions: Structure

---

1. **Presenters:** Library staff already using the tool
2. **“Hands on”:** Brief opportunity to try the tool
3. **Facilitated discussion.** 3 questions:
  - How do you see yourself using this tool in your work environment?
  - What are some of the advantages of using this technology?
  - What are some of the challenges of using this technology?





# TOTS Sessions

---

1. **Wikis** – May 2007
2. **Virtual Worlds** – June 2007
3. **Social Networking** – July 2007
4. **RSS** – August 2007
5. **Social Bookmarking** – Dec 2007

# Wikis

## 1. Wikis

- a. Session Information
- b. What is a wiki?
- c. Why use a wiki?
- d. Wiki software
- e. Wikis at UBC Library
- f. Summary of Group Discussion
- g. Further Reading

## Session Information

The TOTS session on wikis was held on Thursday May 24 from 1:00 - 3:00 in Koerner 217. This page provides a list of speakers, links to the wikis and wiki softwares discussed in the session, and finally a link to a summary of the group discussion.

### Speakers:

- [Susan Atkey](#), Librarian, Humanities and Social Sciences
- Katherine Miller, Librarian, Irving K. Barber Learning Centre
- [Jo-Anne Naslund](#), Instructional Programs Librarian, Education Library
- [Lindsay Ure](#), Librarian, Irving K. Barber Learning Centre

## What is a wiki?

**Wikis in Plain English** (Lee LeFever. Commoncraft. May 2007.)



QuickStart Recent Activity Side



Home

TOTS Sessions: Overview

Wikis

Virtual Worlds

Social Networking

RSS

Social Bookmarking

# Session 1: WIKIS

<http://tots.pbwiki.com/Wikis>



Home

TOTS Sessions: Overview

Wikis

Virtual Worlds

Social Networking

RSS

Social Bookmarking

# Session 2: Virtual Worlds

## 1. Virtual Worlds

- a. Session Information
- b. Speakers
- c. What are Virtual Worlds?
- d. Who is in Second Life?
- e. Sandbox for Second Life
- f. Summary of Group Discussion

<http://tots.pbwiki.com/Virtual+Worlds>

## Session Information

The TOTS session on **Second Life and Virtual Worlds** was held on Tuesday June 5 from 1:00 - 3:00 in Koerner 216.

## Speakers

- [Vanessa Kam](#), Administrative Librarian, Fine Arts
- Katherine Miller, Librarian, Irving K. Barber Learning Centre [? Second Life UBC.ppt](#)
- [Lindsay Ure](#), Librarian, Irving K. Barber Learning Centre
- Tim Wang, Manager, Instructional Development [Arts Instructional Support and Information Technology \(ARTS ISIT\)](#)

## What are Virtual Worlds?

Background information from Wikipedia entries [Virtual Worlds](#) and [Second Life](#)

## [Who is in Second Life?](#)

# Social Networking Tools

## 1. Social Networking Tools

- a. Session Information
- b. What is a social networking tool?
- c. Summary of Group Discussion
- d. Further Reading

## Session Information

The TOTS session on online social networking tools will be held on Thursday July 5, 2007 from 1.00-3.00 in Koerner 216.

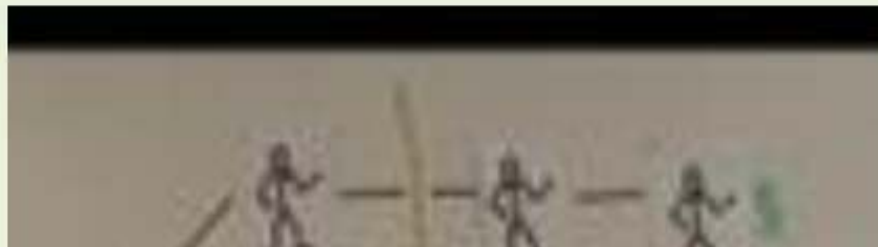
### Speakers:

- [Susan Atkey](#), Librarian, Humanities and Social Sciences, Koerner Library
- [Amber Lannon](#), Librarian, David Lam Management Research Library
- [Tara Stephens](#), Librarian, Humanities and Social Sciences, Koerner Library
- [Sally Taylor](#), Librarian, Woodward Biomedical Library
- [Lindsay Ure](#), Librarian, Irving K. Barber Learning Centre

## What is a social networking tool?

**Social Networking in Plain English** - Video (Lee Lefever. Commoncraft. June 2007)

A short - under 2 minutes - video for "people who wonder why social networking web sites are so popular".



QuickStart Recent Activity



[Home](#)

[TOTS Sessions: Overview](#)

[Wikis](#)

[Virtual Worlds](#)

[Social Networking](#)

[RSS](#)

[Social Bookmarking](#)

# Session 3: Social Networking



# Evaluation

---

## **Number of attendees:**

- Averaged 30 attendees for most sessions

## **Survey**

- Sent out a brief survey after the session for feedback – made changes for future sessions where possible

## **Discussion**

- Group discussion notes freely available on the TOTS Wiki: <http://tots.pbwiki.com>



# Future of TOTS

---

- Learning 2.0 program planned at UBC Library
- TOTS to continue:
  - value of the experimental, organic approach
  - never-ending prolific stream of emerging technologies
  - we are free to look at truly cutting edge tools



# Final Words...

---

What we've learned as coordinators:

- That this experimental and more flexible approach to teaching and learning is both productive and fun!
- We have the opportunity to be really creative and we can apply those skills to other areas of our work.
- We hope we've planted a seed of experimentation ...



# Interested in Reading More?

---

New Media Consortium, and Educause Learning Initiative. *2007 Horizon Report*. New Media Consortium, 2007.

<http://connect.educause.edu/Library/ELI/2007HorizonReport/37041>

- New Media Consortium, and Educause Learning Initiative. *2008 Horizon Report*. New Media Consortium, 2008.

<http://connect.educause.edu/Library/ELI/2008HorizonReport/45926>

- Prensky, Marc. "Digital Natives, Digital Immigrants." *On the Horizon* 9, no. 5 (2001): 1-6.

- Educause Learning Initiative. *2007 ECAR Study of Undergraduate Students and Information Technology*.

<http://www.educause.edu/ir/library/pdf/ers0706/rs/ERS0706w.pdf>