#YesYouCanHazPDF

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How Social Media and Networking Are Changing the Research Process

References
Social Media Marketing

Brand behavior modeled after typical user behavior.
Happy Snow Day from Patience!

Be sure to step out of the snow and into any of our branches for a warm reading session!
NY Public Library @nypl · 19h
Today is National Umbrella Day. What better way to honor it than remembering "Singin' in the Rain"? pic.twitter.com/Njl77kM6JY
Content Marketing

Brand behavior modeled after content creator behavior.
brush up on your history of Tall Ships before heading down to watch the Parade of Sails today

Getting Started – Tall Ships – Research Guides at University of Wisconsin Superior
libguides.uwsuper.edu

Interested in learning more about tall ships and the Great Lakes? Look here!
November is Native American Heritage Month. Our library contributed copies of "The Ojibwe News" and "The Native American Press" to "Minnesota Reflections," a project of the Minnesota Digital Library.

http://reflections.mndigital.org/cdm/search/searchterm/UMD%20Library/order/title

The originals are part of the Mishoomis Collection at the American Indian Learning Resource Center at UMD, 315 Kirby Plaza.
The Myth of Browsing

- "serendipity depends on whatever happens to be on the shelf at the time of browsing"
- "a single book can sit in only one place in the library regardless of how many subjects it may encompass"
- "the contents of books ... are or will be available online thanks to such emerging resources as Google Books"

Donald A. Barclay, American Libraries, 2010
Browsing

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Return of Serendipity

- Libraries are re-creating browsing environments on social media platforms
- Special collections and archives are offering new paths to unique content
DPLA Bot @DPLAbot · Jan 14
Looking for iniquities? You gotta see "Sin and society; an analysis of latter-day iniquity" at catalog.hathitrust.org/Record/0011096...

DPLA Bot @DPLAbot · Jan 14
Ever hear of paradigms? Then see "Defending compatibilism: a paradigm case argument" at digitallibrary.usc.edu/cdm/ref/collection...
Maggie Boyd
@MaggieBoyd1873

1873 sr year diary of 1st woman grad at @OhioU, Ohio University, Athens Ohio. Big day 6/26/1873. Diary in MahnCenter @AldenLibrary. bit.ly/boydpost

Athens, Ohio · media.library.ohiou.edu/cdm/ref/collection...
THURSDAY, DECEMBER 4, 1873.

Went to see Mrs. Brown.

Lauren after school.

was lunch. I had a long
talk with her.
Can anyone get me a copy of this paper?

#icanhazPDF

r/Scholar
Followed by *uberdemogist*

**Unity @Unity_MoT · Feb 10**

Can anyone get me a copy of this paper? tandfonline.com/doi/pdf/10.108... 
#icanhazpdf

Followed by *Open Science*

**Ginny Smith @GinnyFBSmith · Feb 9**

Doing a story on new artificial hand with bio-feedback, but can't access the paper- can anyone help? #icanhazpdf stm.sciencemag.org/content/6/222/... 

Followed by *Mon-Ray Shao @mrayshao · Feb 8**

Argh, why doesn't my institution have access to Science Express??? Johannes and Colot #icanhazpdf? sciencemag.org/content/early/...

[Request] Post-mating sexual selection increases lifetime fitness of offspring. (self.Scholar)


[REQUEST] Effects of ice duration on plankton succession during spring. (Freshwater biology) (self.Scholar)
Solutions in search of a problem?

- Inter-library loan (ILL)
- Document delivery

What's the problem?

- Almost certainly a violation of the database or publisher’s Terms of Service Agreement (TOS)
- Most likely illegal (copyright infringement)
- Effect on libraries --> reduced ILL traffic

- Less accurate library metrics
  - Missed purchase decisions
  - Possible reduction of ILL funding or staff
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Circumventing the library

Why?
- Less "paperwork" / easier
- Faster fulfillment

Are these methods ever warranted?
Describe the item you want

- Title (Journal, Conference Proceedings, Anthology)
- Volume
- Issue Number or Designation
- Month
- Year
- Inclusive Pages
- ISSN/ISBN (International Standard Serial/Book Number)
  If given will speed request processing
- Call Number
- OCLC Number
- Article Author
- Article Title
- Not Wanted After Date (MM/DD/YYYY)
- Will you accept the item in a language other than English?
  If yes, specify acceptable languages in the notes field.
- Student/Employee ID Number
- Notes
  Put any information here that may help us find the item, as well as any other pertinent information.

Who has time to fill this out? Warranted?
How is the impact of research measured?

- Citation Count
- Impact Factor
- H-Index
- Peer review process
Social media is changing how quickly and where research is being disseminated and we need new ways to measure impact.
Testing it out...

Do Altmetrics work?
http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0064841#pone-0064841-t003
Table 3. Correlations between metric values and citations (excluding self-citations) for all articles with non-zero scores on each altmetric.
doi:10.1371/journal.pone.0064841.t003

The problem of non-significant differences between success rates and failure rates for individual journals could be avoided in Table 2, in theory, by replacing the figures in the second and third columns with the number of journals for which the difference between the number of successes and failures is statistically significant. This is not possible, however, because too few journals have enough articles tested to give a reasonable chance of a statistically significant result. Nevertheless, the results are consistent with but do not prove the hypothesis that all the metrics tested associate with higher citations.

Although the results are clear for most metrics, they only cover articles with a non-zero altmetric score; it is theoretically possible, but does not seem probable, that the same is not true for articles with no altmetric score. Future research aims to inspect this result.
Do Altmetrics Work? Twitter and Ten Other Social Web Services

Score in context
Puts article in the top 5% of all articles ranked by attention
show more...

Mentioned by
2 news outlets
4 blogs
164 tweeters
4 Facebook users
3 Google+ users

Readers on
116 Mendeley
10 CitoULike

Track this article

So far Altmetric has seen 2 stories from 2 outlets.

NewScientist
Tweet success: How to boost your online impact
Traditional citation scores can’t track the online impact of scientific research it’s time for scientists to get social media s ..
2013-08-21T18:00:00+01:00

TheAtlantic
Does Your Professor Have a Wikipedia Entry? Congrats! It Means Nothing
Maybe they even wrote it themselves. ..
2013-11-07T16:59:46+00:00
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References


