

#YesYouCanHazPDF

Gabriel J. Gardner - Reference Librarian,
University of Minnesota Duluth

Carolyn Caffrey Gardner - Assistant Professor,
University of Wisconsin Superior



How Social Media and Networking Are Changing the Research Process

Social Media Marketing

Brand behavior
modeled after typical
user behavior.



3 February 2014

257 notes

nypd

library lions

patience

snowday

nyc



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/Njl77kMpJY



RETWEETS

30

FAVORITES

18

문화비
도서관

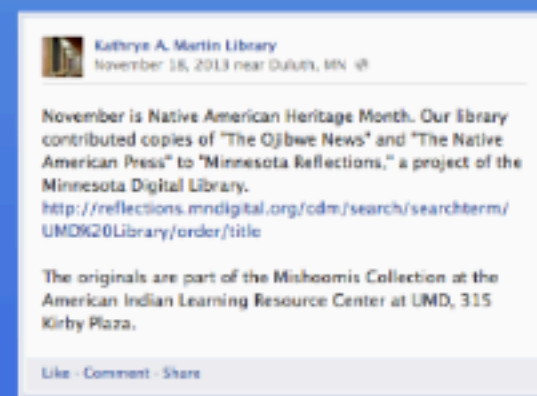


1:59 PM - 10 Feb 2014 · Details

Flag media

Content Marketing

Brand behavior
modeled after content
creator behavior.





Jim Dan Hill Library shared a link.

July 25, 2013 near Superior, WI 🌐

brush up on your history of Tall Ships before heading down to watch the Parade of Sails today



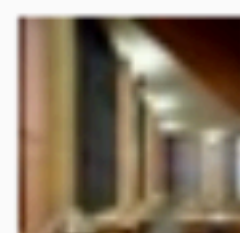
Getting Started – Tall Ships – Research Guides at University of Wisconsin Superior

libguides.uwsuper.edu

Interested in learning more about tall ships and the Great Lakes?
Look here!

Like · Comment · Share





Kathryn A. Martin Library

November 18, 2013 near Duluth, MN 

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.

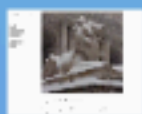
<http://reflections.mndigital.org/cdm/search/searchterm/UMD%20Library/order/title>

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

Like · Comment · Share

Social Media Marketing

Brand behavior modeled after typical user behavior.



Content Marketing

Brand behavior modeled after content creator behavior.



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

Online Librarians



Online Librarians 2010

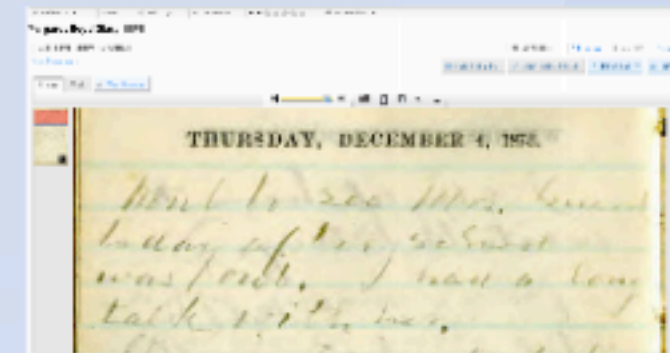
Browsing

- "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"



Return of Serendipity

- Libraries are re-creating browsing environments on social media platforms
- Special collections and archives are offering new paths to unique content





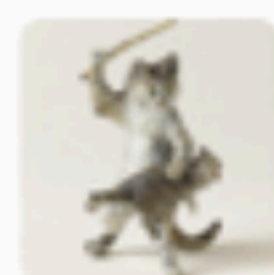
DPLA Bot @DPLAbot · Jan 14

Looking for iniquities? You gotta see "Sin and society; an analysis of latter-day iniquity" at catalog.hathitrust.org/Record/0011096...

[Collapse](#)

↩ Reply ↻ Retweet ★ Favorite ⋮ More

10:13 PM - 14 Jan 2014 · Details



DPLA Bot @DPLAbot · Jan 14

Ever hear of paradigms? Then see "Defending compatibilism: a paradigm case argument" at digitallibrary.usc.edu/cdm/ref/collec...

[Collapse](#)

↩ Reply ↻ Retweet ★ Favorite ⋮ More

7:13 PM - 14 Jan 2014 · Details



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/collec...

TWEETS

859

FOLLOWING

435

FOLLOWERS

462

 **Follow**



Maggie Boyd @MaggieBoyd1873 · 4 Dec 2012

Thu 12/4/1873 Went to see Mrs Guard today after school was out. I had a long talk with her. 1/4 bit.ly/mbou1204

[Collapse](#)

 Reply  Retweet  Favorite  More

9:05 AM - 4 Dec 2012 · [Details](#)

Margaret Boyd Diary, 1873

341_boyd_diary_18731204

★ Save page ◀ Previous 341 of 370 Next ▶

[View Description](#)

Page Flip View View Image & Text Download Print

Image Text [Text Search...](#)



THURSDAY, DECEMBER 4, 1873.

Went to see Mrs. Linn
to day after school
was over. I had a long
talk with her.

Can anyone get me a copy of this paper?

#icanhazPDF

r/Scholar

Followed by uberfeminist

Unity @Unity_MoT · Feb 10
Can anyone get me a copy of this paper? [tandfonline.com/doi/pdf/10.1080/10439862.2010.500000](https://doi.org/10.1080/10439862.2010.500000)
#icanhazpdf

Expand

Reply Retweet Favourite More

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/6/222/1000](https://www.sciencemag.org/content/6/222/1000)

Expand

Reply Retweet Favourite More

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/2010/02/05/1210800](https://www.sciencemag.org/content/early/2010/02/05/1210800)

Expand

Reply Retweet Favourite More

reddit SCHOLAR hot new rising controversial top gilded

- 1 [REQUEST] Evans, D. C. B., Nye, J. F., and Cheeseman, K. J. The kinetic...
A, 1976, 345, 493 - 512. (self.Scholar)
submitted 9 minutes ago by MrPennywhistle
comment share
- 2 [Request] Post-mating sexual selection increases lifetime fitness...
(self.Scholar)
submitted 20 minutes ago by dead_soul12
comment share
- 3 [Request][jstor] "Comparing the effects of rapid evolution and phe...
dynamics." Yamamichi M, Yoshida T, Sasaki A. (self.Scholar)
submitted 25 minutes ago by coyotrin
comment share
- 4 [Request] Gilling & Kahokehr, 2014. Landmarks in BPH—from aetic...
management. Nature Reviews Urology 11, 118-122 (self.Scholar)
submitted 34 minutes ago by sorhead
comment share
- 5 [request] "Hegel's 'Inverted World'" Flay, The Review of Metaphysi...
(self.Scholar)
submitted 57 minutes ago by br0k3nglass
comment share
- 6 [REQUEST] Effects of Ice duration on plankton succession during sp...
(Freshwater biology) (self.Scholar)
submitted 1 hour ago by SeaAngel1992
FOUND 3 comments share



Followed by uberfeminist



Unity @Unity_MoT · Feb 10

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

Expand

[↩ Reply](#) [↻ Retweet](#) [★ Favourite](#) [... More](#)



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/...

Expand

[↩ Reply](#) [↻ Retweet](#) [★ Favourite](#) [... More](#)



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/...

Expand

[↩ Reply](#) [↻ Retweet](#) [★ Favourite](#) [... More](#)



reddit

SCHOLAR

hot

new

rising

controversial

top

gilded

- 1 [REQUEST] Evans, D. C. B., Nye, J. F., and Cheeseman, K. J. The kinetic
A, 1976, 345, 493 – 512. (self.Scholar)
submitted 9 minutes ago by MrPennywhistle
[comment](#) [share](#)
- 2 [nature](#) [Request] Post-mating sexual selection increases lifetime fitness o
(self.Scholar)
 submitted 20 minutes ago by dead_soul12
[comment](#) [share](#)
- 3 [JSTOR](#) [Request][jstor] "Comparing the effects of rapid evolution and phe
dynamics." Yamamichi M, Yoshida T, Sasaki A. (self.Scholar)
 submitted 25 minutes ago by coyotzin
[comment](#) [share](#)
- 4 [nature](#) [Request] Gilling & Kahokehr, 2014. Landmarks in BPH—from aetic
management. Nature Reviews Urology 11, 118–122 (self.Scholar)
 submitted 34 minutes ago by sorhead
[comment](#) [share](#)
- 5 [JSTOR](#) [request] "Hegel's 'Inverted World'" Flay, The Review of Metaphysi
(self.Scholar)
 submitted 57 minutes ago by br0k3nglass
[comment](#) [share](#)
- 6 [Wiley](#) [REQUEST] Effects of ice duration on plankton succession during sp
(Freshwater biology) (self.Scholar)
 submitted 1 hour ago by SeaAngel1992
[FOUND](#) [3 comments](#) [share](#)

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

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

Circumventing the library

Why?

- Less "paperwork" / easier
- Faster fulfillment

Are these methods ever warranted?

Describe the item you want

* Title (Journal, Conference Proceedings, Anthology) <small>Please do not abbreviate unless your citation is abbreviated</small>	<input type="text"/>
Volume	<input type="text"/>
Issue Number or Designation	<input type="text"/>
Month	<input type="text"/>
* Year	<input type="text"/>
* Inclusive Pages	<input type="text"/>
ISSN/ISBN (International Standard Serial/Book Number) <small>If given will speed request processing</small>	<input type="text"/>
Call Number	<input type="text"/>
OCLC Number	<input type="text"/>
Article Author	<input type="text"/>
* Article Title	<input type="text"/>
* Not Wanted After Date <small>(MM/DD/YYYY)</small>	<input type="text" value="03/14/2014"/>
Will you accept the item in a language other than English? <small>If yes, specify acceptable languages in the notes field.</small>	<input type="button" value="No"/>
Student/Employee ID Number	<input type="text"/>
Notes <small>Put any information here that may help us find the item, as well as any other pertinent information.</small>	<input type="text"/>

er
Who has
time to
fill this
out?

warranted?

Describe the item you want

*Title (Journal, Conference Proceedings, Anthology)

Please do not abbreviate unless your citation is abbreviated

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.

03/14/2014

No

How is the impact of research measured?

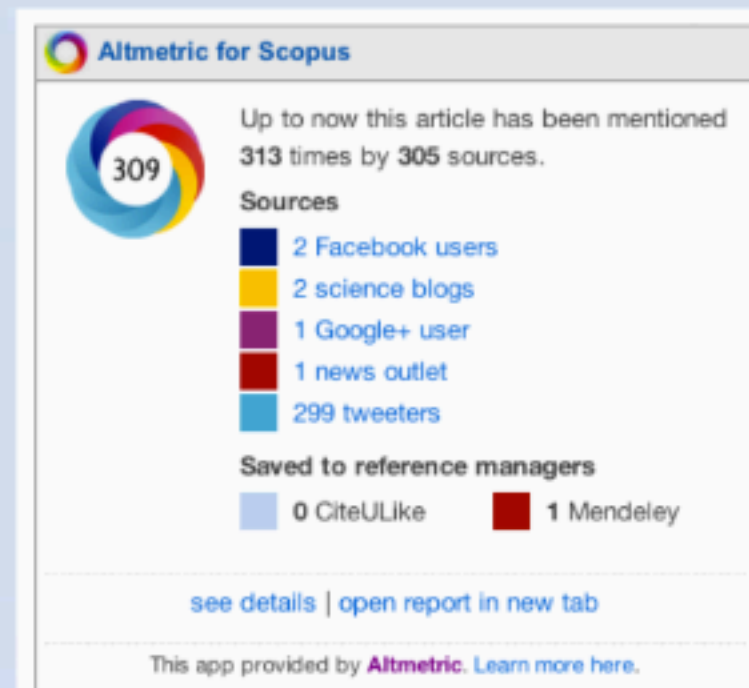
- **Citation Count**
- **Impact Factor**
- **H-Index**
- **Peer review process**

Altmetrics

Social media is changing how quickly and where research is being disseminated and we need new ways to measure impact



Impactstory



Testing it out...

Do Altmetrics work?

<http://www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0064841#pone-0064841-t003>



 Tweeted by **164**
 Blogged by **4**
 On **4** Facebook pages
 Mentioned in **3** Google+ posts
 Picked up by **2** news outlets
 **105** readers on Mendeley
 **10** readers on CiteULike
[Click for more details](#)

Abstract

Introduction

Background

Methods

► Results and Discussion

Conclusions

Acknowledgments

Author Contributions

References

Reader Comments (1)

Figures

Metric	Spearman	Articles (>0)	Metric total
Tweets	−0.190**	135,331	359,176
FbWalls	0.050**	24,822	35,317
RH	0.373**	23,980	35,365
Blogs	0.201**	13,325	17,699
Google+	0.034**	3,440	5,531
MSM	0.088**	2,402	3,209
Reddits	0.062**	1,516	1,766
Forums	0.033**	82	121
Q&A	0.048**	335	372
Pinner	0.005**	301	324
LinkedIn	0.009**	171	174

*Significant at $p = 0.05$, ** Significant at $p = 0.01$; both Bonferroni corrected for $n = 11$.

doi:10.1371/journal.pone.0064841.t003

Download:

[PPT](#) PowerPoint slide

[PNG](#) larger image (82KB)

[TIFF](#) original image (174KB)

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 altmetrics 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 all articles. For the omission of articles with zero altmetric scores to bias the results



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 CiteULike

[Track this article](#)

Do Altmetrics Work? Twitter and Ten Other Social Web Services

- News
- Blogs
- Twitter
- Facebook
- Google+
- Score
- Demographics
- Help

So far Altmetric has seen 2 stories from 2 outlets.

NewScientist

Tweet success: How to boost your online impact

New Scientist

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

the Atlantic

Does Your Professor Have a Wikipedia Entry? Congrats! It Means Nothing

The Atlantic

Maybe they even wrote it themselves. ...

2013-11-07T16:55:46+00:00

How Social Media and Networking Are Changing the Research Process

References

- Barclay, D. A. (2010). The Myth of Browsing. *American Libraries*, 41(6/7), 52–54. Retrieved from <http://www.americanlibrariesmagazine.org/article/myth-browsing>
- Bond, A. (2013, October 5). How #icanhazpdf can hurt our academic libraries. *The Lab and Field*. Retrieved from <https://labandfield.wordpress.com/2013/10/05/how-icanhazpdf-can-hurt-our-academic-libraries/>
- Emery, J. (2013, October 15). #ICanHazPDF vs. #ICanHazLibrary: Where Librarians Need to Rise to the Occasion. *Collection Connection*. Retrieved from <http://www.collectionconnection.alcts.ala.org/?p=188>
- Hagman, J., & Carleton, J. (2014). Finding friends for our first alumna Connecting patrons with special collections via social media. *College & Research Libraries News*, 75(1), 14–17. Retrieved from <http://crln.acrl.org/content/75/1/14>
- Murdock, T. (2012, February 27). Content Marketing vs. Social Media Marketing: What's the Difference? *Content Marketing Institute*. Retrieved February 11, 2014, from <http://contentmarketinginstitute.com/2012/02/content-marketing-vs-social-media-marketing/>
- Roemer, R. C., & Borchardt, R. (2012). From bibliometrics to altmetrics A changing scholarly landscape. *College & Research Libraries News*, 73(10), 596–600.
- Thelwall, M., Haustein, S., Larivière, V., & Sugimoto, C. R. (2013). Do Altmetrics Work? Twitter and Ten Other Social Web Services. *PLoS ONE*, 8(5), e64841. doi:10.1371/journal.pone.0064841