

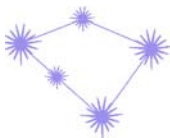


A Researcher's Guide to the Social Web

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Session code: W9

www.le.ac.uk/beyonddistance



Learning outcomes

- Audit our use of the social web
- Define what we mean by the term
- Establish how the social web impacts your roles as researchers

Workshop outline

1. Straw poll
2. Current thinking
3. Research: scenarios
4. Conclusion

<http://tinyurl.com/mz-unisa2011>

Straw poll

How many of you have:

1. Used Facebook or another social networking site

2. Watched a video on YouTube

3. Read a Wikipedia article

4. Read a blog

5. Taken images from the web

6. Read a discussion forum

7. Played a game online

8. Listened to a podcast

9. Used Skype

10. Shared documents online

11. Posted on a discussion forum	
12. Commented on a blog	
13. Written a blog post	
14. Joined Academia.edu or LinkedIn	
15. Attended an online conference	
16. Used Flickr	
17. Set up an RSS feed	
18. Tweeted	
19. Created a podcast	
20. Used Second Life	
21. Edited a Wikipedia article	

Straw Poll results

100%

- ✓ Used Facebook or another social networking site
- ✓ Watched a video on YouTube

90%

✓ Read a Wikipedia article

80%

- ✓ Read a blog
- ✓ Taken images from the web
- ✓ Read a discussion forum

60%

- ✓ Played a game online
- ✓ Listened to a podcast
- ✓ Used skype

50%

- ✓ Shared documents online
- ✓ Posted on a discussion forum

40%

- ✓ Commented on a blog
- ✓ Written a blog post
- ✓ Joined academia.edu or LinkedIn
- ✓ Attended an online conference
- ✓ Used Flickr

30%

- ✓ Set up an RSS feed
- ✓ Tweeted

20%

- ✓ Created a podcast
- ✓ Used Second Life

10%

✓ Edited a Wikipedia article

What does social media mean to you?



Research Information Network (RIN) 2010



If you build it, will they come?
How researchers perceive

A Research Information Network report

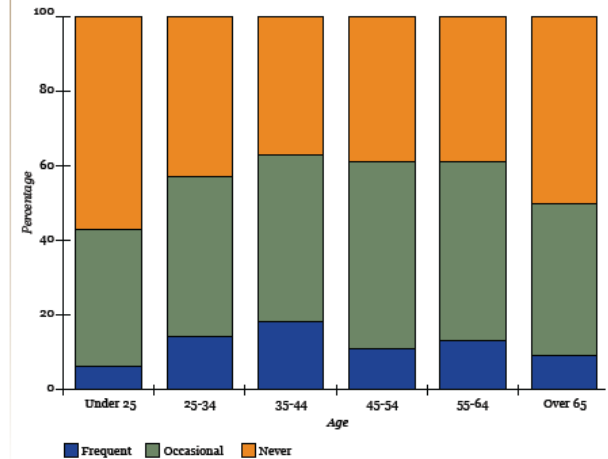
If you build it, will they come?
How researchers perceive and use web 2.0

Contours of adoption

Table A:
Use of web 2.0 tools associated with producing,
commenting on, and sharing scholarly content

	Never		Occasionally		Frequently		BASE
	Count	%	Count	%	Count	%	
Write a blog	1087	84%	155	12%	51	4%	1293
Comment on other peoples' blogs	978	77%	273	21%	28	2%	1279
Contribute to a private wiki	1066	81%	191	15%	58	4%	1315
Contribute to a public wiki (e.g. Wikipedia)	1072	82%	215	17%	15	1%	1302
Add comments to online journal articles	1023	78%	267	20%	16	1%	1306
Post slides, text, videos etc. publicly	820	64%	382	30%	80	6%	1282

Figure 1:
Frequency of use by age



20

Research Information Network (RIN) 2010

“most researchers use well-known generic tools such as **Google Scholar (73%)** and **Wikipedia (69%)**”

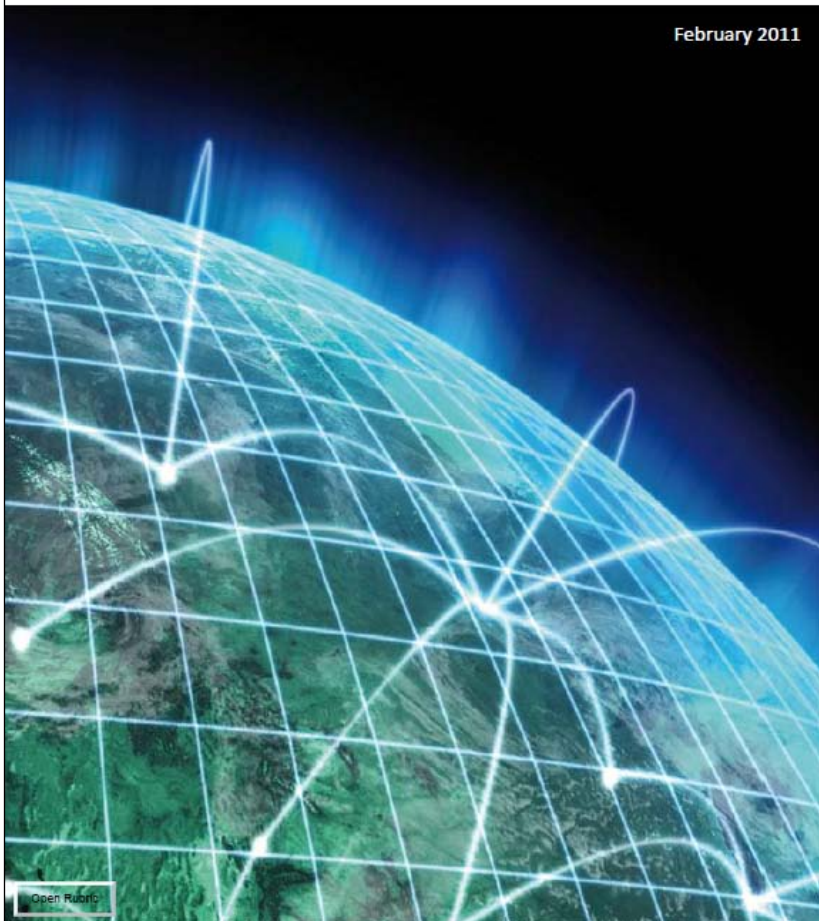
“a significant minority of researchers also use other well-known social networking services such as **YouTube (29%)**, **Facebook (24%)** and **Twitter (10%)**”

Research Information Network (RIN) 2011

Social Media:

A guide for researchers

February 2011



‘ I prefer to use blogging, microblogging like Twitter, social bookmarking, social citation like Zotero, writing tools, social/professional networking tools like Facebook and LinkedIn and aggregators and dashboards like Netvibes. I think all of them are integral in my everyday and professional life but for different reasons. ’
Elena Golovuskina (PhD student, Education)



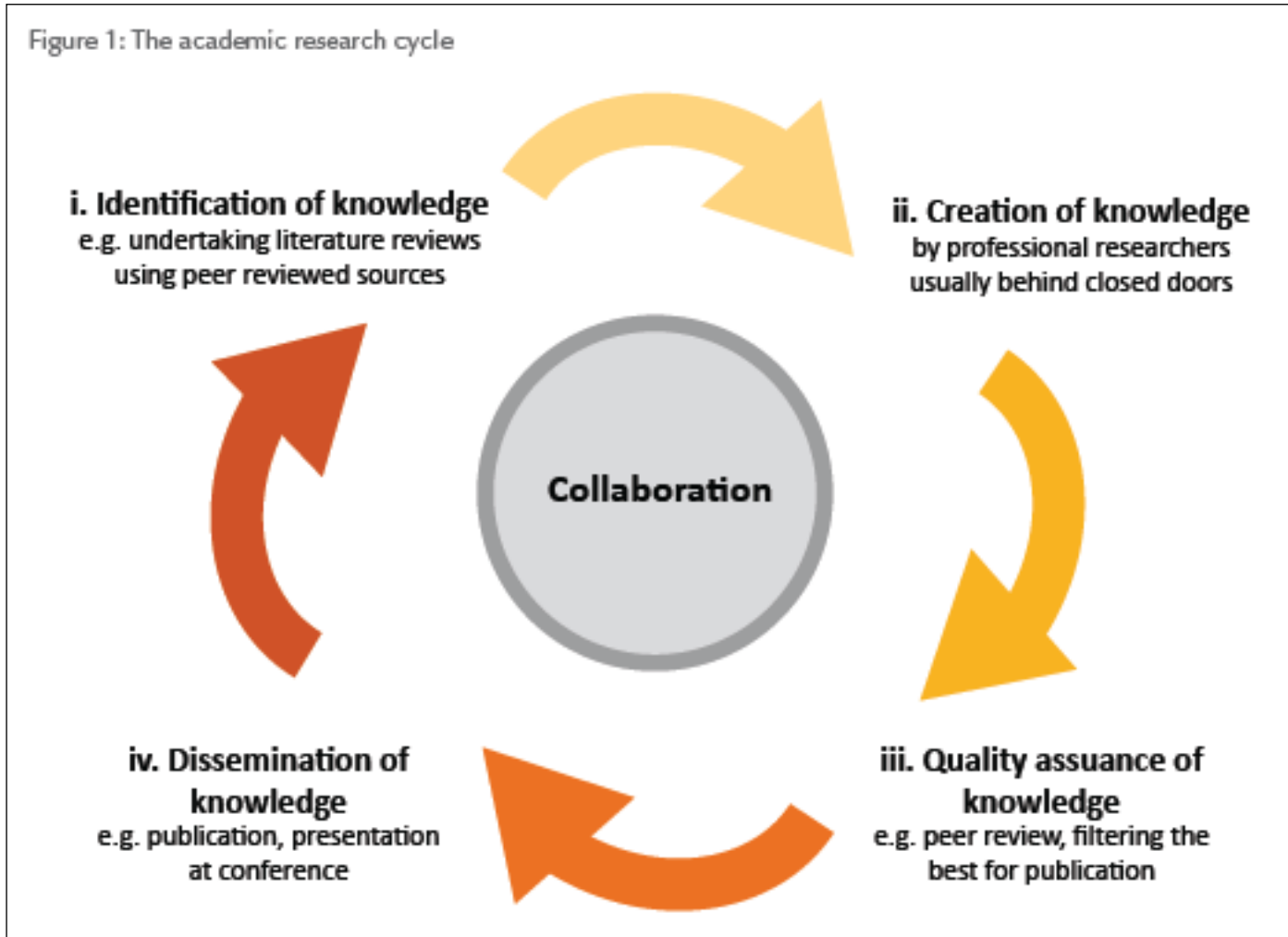
‘ I prefer to discover information for my job by using social media like Twitter and to a lesser extent Facebook and in face-to-face talks with people from the University of Leicester. For research it tends to be through skimming the journals and talking with people through email. Ancient History/Archaeology is still strong on email lists and isn't yet happy about the ideas of weblogs. ’
Alun Salt (Archaeoastronomist)



‘ I access information mainly by using social media. I use Twitter and I read a lot of blogs. I like to keep up to date directly with the people involved in the research. I use blogging, microblogging, online writing tools, social/professional networking tools and iGoogle quite extensively. The first thing I started using was Facebook in 2005. ’
Alexander Davenport (Research Assistant, Hemato-oncology)



Research Information Network (RIN) 2011



Research scenarios

What does the social web mean for *YOUR* research!

Research scenarios

- Category 1: The Social Web as a Research Environment
- Category 2: The Social Web as a Data Resource
- Category 3: The Social Web as a Research Subject