

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Networking in Social Spaces: Connecting Libraries and Users

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Coordinator

UNDERGRADUATE LIBRARY



UC-Irvine...

What intrigues YOU about social networking?

Photo courtesy of askpang (flickr)



Why social networks?

- It's where students are at!
- Communication: its's not just *scholarly communication* that is changing
- Ah ha! Teaching moments happen here too
- Publicity
- Finger on the "Millennial" pulse!



Who is socializing?

Students (college, high school, junior high...)

Faculty

Academic Professionals

Organizations

Companies

Parents

Activists

Politicians

Anyone who wants to connect...



Where are they connecting?

- Twitter
- Instant Messaging
- MySpace / Facebook
- RSS
- Toolbar
- Course Management Systems
- Alumni Networks
- Flickr
- YouTube
- Second Life
- Ning
- Bakespace
- Library Thing
- LinkedIn
- ConnectU
- 43 Things
- LiveJournal
- Yelp



Twitter

User account

Short statements

Used with RSS feed

The main entrance to undergrad will be closed for the next week and a half. Please use the entrance in the main library. Thanks!

03:32 PM July 26, 2007 from web



UIUC

Undergrad Lib



Instant Messaging

ASK A LIBRARIAN

[About the Ask A Librarian Service](#) | [Connect](#) | [Privacy Policy](#)



INSTANT MESSAGE US

Available on AOL, Yahoo, MSN, and Google Talk.
Screen Names (same for all services):

askuiuc - Main Library 

askundergrad - Undergrad Library 

[How to IM Us](#) | [No IM Software?](#)

AOL, Yahoo,
MSN & Google
Talk
(Trillian)

Summer II 2007 Hours:
Mon-Thur: 9:00am-8:30pm

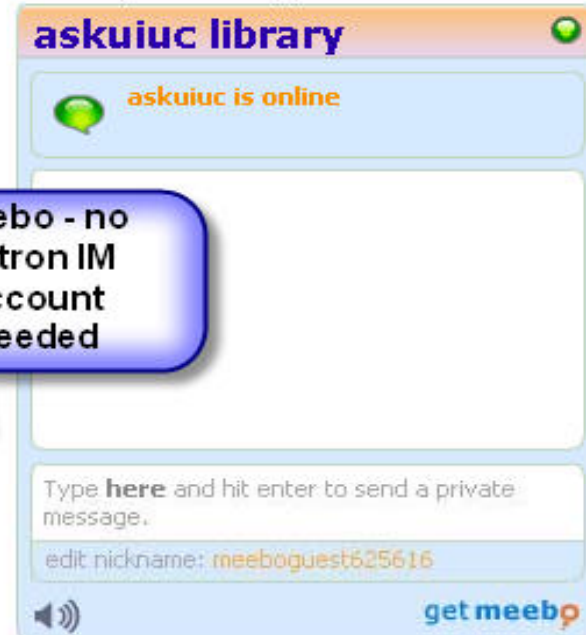
CHAT WITH US

Live! Type in the box below to chat with us. No software required—works through your web browser. If we are **offline** or you cannot see the box on your screen, please [e-mail us](#).



Future of IM Reference...

Meebo - no
patron IM
account
needed



MySpace

<http://www.myspace.com/undergradlibrary>

The screenshot shows the MySpace profile for "UIUC Undergraduate Library". The profile includes a profile picture of a building, a bio, and various interaction options. Three callouts are overlaid on the page:

- A callout pointing to the gender statistics: "50.2% female 48.8% male".
- A callout pointing to the user count: "4.5 million people on site on any one time".
- A callout pointing to the total registered users: "185 million registered users!".

Other visible elements include:

- Profile name: UIUC Undergraduate Library
- Age: 37 years old
- Location: URBANA, Illinois, United States
- Status: Online Now!
- Last Login: 8/9/2007
- Navigation: View My: Pics | Videos
- Contacting UIUC Undergraduate Library menu: Send Message, Forward to, Add to Friends, Add to Favorites, Instant Message, Block User, Add to Group, Rank User.
- Network status: UIUC Undergraduate Library is in your extended network.
- Blog section: UIUC Undergraduate Library's Latest Blog Entry [Subscribe to this Blog], we're Tweeting (view more), Finals Hours - 24HR : May 3 - May 11 (view more), The Undergrad Edge (view more), The Oasis - Sponsored by UGL partner, Mckinley Health Center (view more), UGL Back open (view more), [View All Blog Entries]
- Footer: UIUC Undergraduate Library's Blurbs

Primary age demographic: 14-34

Over the last 5 months, had between 39-45 **billion** page views per month

350,000 new registrations a day



Source: <http://scottelkin.com>

Retrieved: 8/7/07

MySpace

<http://www.myspace.com/undergradlibrary>

UIUC Undergraduate Library's Blurbs

About me:

1402 West Gregory Urbana, IL, 61801 (217) 333-3477 .. askundergrad
I'm the University of Illinois Undergraduate Library, and I opened in 1969. I'm the friendliest little library in the whole world, so send me a message or drop by and ask me a question sometime.
<http://www.library.uiuc.edu/ug/>

Library Search

 **ASK A LIBRARIAN**
FOR LIVE ASSISTANCE

Find books & articles



add the UIUC Library Search Assistant to your MySpace!

Embedded customized search features



Facebook Profile

The image shows a screenshot of a Facebook profile for David Ward. The profile includes a cover photo of a building, a profile picture, and a status update: "David Ward is Mowing the lawn. Updated 42 minutes ago edit". The profile information shows: Networks: UIllinois Faculty; Relationship Status: Single; Looking For: Friendship; Birthday: November 1, 1969. The Mini-Feed shows several updates from David, including tweets about using elevators to enter the Undergrad. The left sidebar shows the Facebook navigation menu and a Restaurant.com advertisement for \$25. Three callout boxes provide statistics: "Approximately 1/3 of users age 35+", "Approximately 1/3 of users 18-24", and "85% of college students use Facebook".

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Docs
- Twitter
- Developer

more

RESTAURANT.COM

\$25

15.8 billion page views from May '06 - May '07

You are online now.

UIllinois Friends 590 friends at UIllinois. See All

Ronald Habsah Mike Yam Elizabeth Stegeman

David Ward is Mowing the lawn. Updated 42 minutes ago edit

Approximately 1/3 of users age 35+

Networks: UIllinois Faculty
Relationship Status: Single
Looking For: Friendship
Birthday: November 1, 1969

Mini-Feed Displaying 10 stories. See All

Today

- David updated Twitter. After 4:30pm this week please use the elevators to enter the Undergrad. Thanks!
- David updated Twitter. After 4:00pm this week please use the elevators to enter the Undergrad. Thanks!
- David is Mowing the lawn.

August 1

- David added the My Questions ap...

July 26

- David updated Twitter. The main entrance to undergrad will be closed for the next week and a half. Please use the entrance in the main library. Thanks!
- David updated Twitter. The main entrance will be closed off until early afternoon Thursday

85% of college students use Facebook



Source: <http://www.techcrunch.com>

Posted: July 6, 2007

Retrieved: 8/7/07

Facebook Group

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Undergraduate Library @ the University of Illinois Global

Group Name: Undergraduate Library @ the University of Illinois

Email messages to ALL of your members

Keep your members up to date on key news!

Organizational profiles were removed in 2006

Only \$4.99 a month Rent Movies From Netflix

Information edit

Undergraduate Library @ the University of Illinois
Common Interest - Friends
1402 West Gregory Urbana, IL, 61801 (217) 333-3477
.. askundergrad I'm the University of Illinois Undergraduate Library, and I opened in 1969. I'm the friendliest little library in the whole world, so send me a message or drop by and ask me a question sometime.
<http://www.library.uiuc.edu/ugl/>

Contact Info

uglref@library.uiuc.edu
<http://www.library.uiuc.edu/ugl/>
1402 W. Gregory
Urbana, IL

Recent News

UGL Commercial- Produced by U of I Housing!

Produced by University of Illinois Housing, the 2007 UGL Commeical is available for viewing online!

The URL to the Windows Media Player version is:
<http://tuxedo.housing.uiuc.edu/video/UGL/07UndergradLibrary.wmv>

The Quicktime version is:
<http://tuxedo.housing.uiuc.edu/video/UGL/07UndergradLibrary.mov>

Message All Members
Edit Group
Edit Members
Edit Group Officers
Invite People to Join
Create Related Event
Leave Group

Share +

Related Groups

- Librarians and Facebook
Organizations - Academic Organizations
- Library 2.0 Interest Group
Internet & Technology - Websites
- Student Services in Libraries
Organizations - Academic Organizations
- First Year Experiences Librarians
Organizations - Academic Organizations
- FacebookAppsForLibraries
Internet & Technology - Software



Facebook Application

Chicago, IL (5)
Wooster (4)
Washington, DC (3)
Boise, ID (1)
Senegal (1)

Networks you belong to

Ullinois (25)
Urbana / Champaign, IL (11)

[Show All Networks](#) | [View All Friends](#)

▼ Groups

12 groups. [See All](#)

I remember the old Lowry •
FacebookLibrarians@ ALA • Friends:
Social Networking Sites for Engaged
Library Services • Campus Recreation
• Librarians and Facebook • Library
2.0 Interest Group • Student Services
in Libraries • First Year Experiences
Librarians • Association of Research
Libraries • Undergraduate Library @
the University of Illinois • Food

▼ Education and Work

Education Info [edit]

Grad School: Ullinois '04
M.S., Library and Information Science
College: The College of Wooster '00
Art History

Work Info [edit]

Employer: University of Illinois Undergraduate Library
Position: Learning Commons Coordinator
Time Period: August 2006 – Present
Location: Urbana, IL

▼ UIUC Library Search

UIUC Library Search

 **ASK A LIBRARIAN**
FOR LIVE ASSISTANCE

Find UIUC books & articles

Go

Embedded customized search application



RSS (Real Simple Syndication)

University of Illinois at Urbana-Champaign » University Library » Undergraduate Library

UNDERGRADUATE LIBRARY

217.333.3477 | 1402 West Gregory | Urbana, IL 61801

UGL Blog

RSS

Summer Hours

Finals Hours - 24
Hours starting May
3rd



RSS brings our twitter alerts to our homepage automatically!

UGL Alerts

RSS

The main entrance to undergrad will be closed for the next week and a half. Please use the entrance in the main library. Thanks!

While the tape's in place, please enter and exit the UGL through the tunnel. Use the elevator or east-side stairs to access the lower level.

IM us with a question about the library or your research! Our screen name is askundergrad

- [LIBRARY GATEWAY](#)
- [LIBRARY CATALOGS](#)
- [ONLINE RESEARCH RESOURCES](#)
- [LIBRARY SERVICES](#)
- [LIBRARY HELP](#)
- [SITE MAP](#)



Undergraduate Library

University of Illinois at Urbana-Champaign
[Find Stuff](#)
[Get Help](#)
[How Do I](#)

GET HELP

- [Ask-A-Librarian](#)
- [Librarian Office Hours](#)
- [Subject Guides](#)
- [For Instructors](#)
- [More Help](#)

[Back to Undergraduate Library Homepage](#)

Undergraduate Library News and Blog

May 22, 2007

Summer Hours

We are open in the summer...but we have different hours.

Check out our [Summer Hours](#)

Posted by mhburger at 3:56 PM

MAY 2007						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEARCH

Search this site:



Toolbar



The image shows a screenshot of a Mozilla Firefox browser toolbar. The title bar reads "Undergraduate Library Homepage - Mozilla Firefox". The menu bar includes "File", "Edit", "View", "History", "Bookmarks", "Tools", and "Help". The address bar shows "http://www.lib". Below the address bar are buttons for "Windows", "RefGrab-It", and "Share on Facebook". A red horizontal line separates the browser toolbar from a custom toolbar. The custom toolbar contains a "UIUC Library" dropdown menu, a search input field, a "GO" button, an "Ask A Librarian!" button with a book icon, and a "Login" button with a star icon. Below the custom toolbar is another red horizontal line, followed by a "Google" search bar and a "Search" button. To the right of the search bar are several icons: a calendar, a graduation cap, a group of people, an "M" icon, an "RS" icon, and a refresh icon. A blue callout box with a white border is positioned over the right side of the browser toolbar, containing the text: "Developed by the University of Illinois Library. Default search is the library catalog. Select different search options from the 'Go' menu."



Course Management System

University of Illinois
Compass Pilot

My Compass-Pilot | Accessibility

Build Teach Student View

Digital Learning - Librarian and Faculty Collaboration

Your location: Home Page

Add File Create Folder Add Content Link Page Op

Integrating Library Resources into Compass-- Collaborating with Faculty

Below are some resources that may help you as you work with faculty or web pages.

- Ideas for collaboration
- Library examples of Study Mate
- Resources and Handouts
- Some Trends in EdTech at the Moment
- Compass Training (Conditional)
- Common Room
- Librarian's Corner
- Learning Modules.pdf
- Video of Library & Compass Session

(H) = Hidden

Designer Tools

- Manage Course
- File Manager
- Selective Release
- Grading Forms

University of Illinois
Compass Pilot

Build Teach Student View

Digital Learning - Librarian and Faculty Collaboration

Your location: Home Page > Librarian's Corner > Your Librarian

Table of Contents for Librarian's Corner

- 1 Your Librarian
- 2 The Education and Social Sciences Library
- 3 Finding Relevant Books
- 4 New Library Databases in Education
- 5 Education Journals
- 6 Guides to Writing Styles
- 7 Tutorials
 - 7.1 Refworks
 - 7.2 Online Research Resources
 - 7.3 How to Find Information-- Additional Help
 - 7.4 Education Tutorials

Librarian's Corner

Hi, I'm Nancy O'Brien, your **Education Librarian** and also the Head of the Education and Social Sciences Library at the University of Illinois at Urbana-Champaign.

Contact me if you need help with your research. Also, check back here to find some **Key Resources** for this course.

E-mail: npobrien@uiuc.edu

Phone: 217-333-2408

Make sure to look at the [Resources in Education Web Page](#) that lists many useful resources.



Alumni Networks AlwaysIllinois

ALWAYS ILLINOIS

An **ILLINOIS** inCircle Community



A new social network for Illinois alumni, staff,
faculty and current students

<http://www.alwaysillinois.org>



Flickr / del.icio.us



photo courtesy of lindsayhickman - flickr



photo courtesy of stephen butler - flickr



"undergradlibrary"

YouTube

Find YOUR path – Undergraduate Library Commercial,
2007

Produced by U of I Housing



SecondLife

Virtual World



Avatars

Exhibits



Collections



Customizable Space



RICE PUDDING
part of milk to make it nice,
ne teaspoonful of rice,
aspoonful of sugar too,
inch of salt mixed through;
spoonful of any flavor
you wish the dish to savor.
own idea possessed,
lemon is the best.
two hours—not fast nor slow,
moderate oven, so
done, it ought to seem
the richest kind of cream.
1923.
Dr. Laura Dice

HOMELY HASH
One quart of scraps—
Beef, veal, perhaps,
Or pork, or lamb will do.
Pour water over
To barely cover;
Add salt and pepper, too.
When this boils down
And gets quite brown,
Add two large spoons of flour.
Then let it cook
(So runs the book)
A quarter of an hour.
Now toast some bread,
And on it spread
The hash—a dainty brown;
Then eat away!
You'll surely say
It's the best meat in town.
—Mrs. Theo. Barger, V
The Cook Book of Left-Overs. 1920.



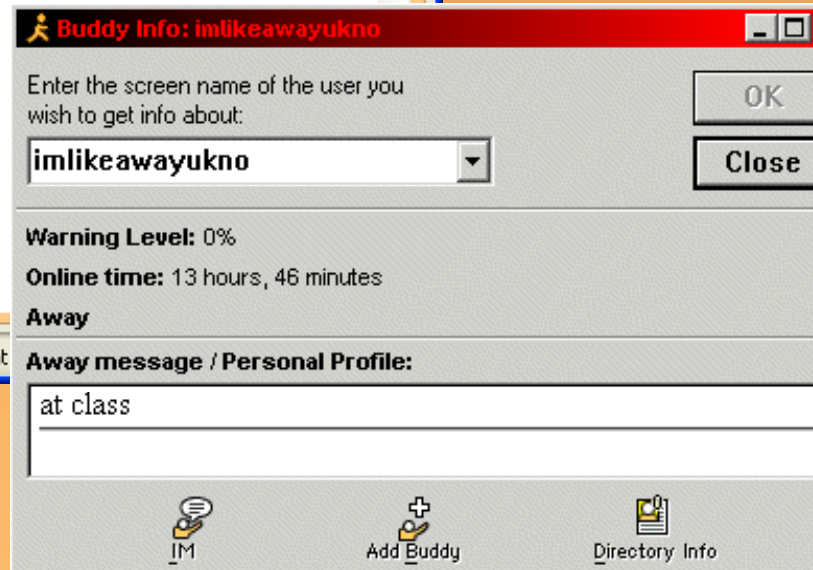
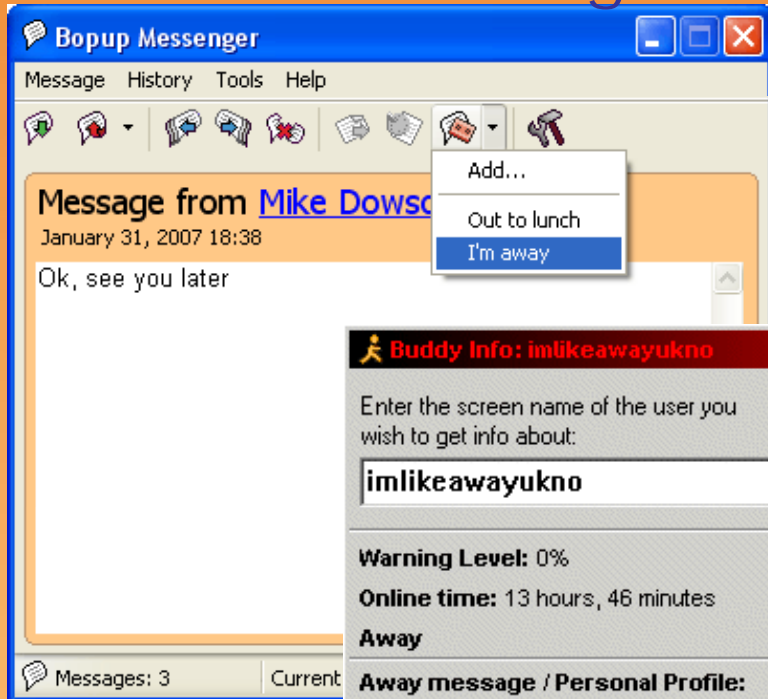
Social Networking @ Work

- Instant Messaging
- Facebook Groups – work related
- Toolbar
- “The Undergrad Edge”
- UGL_Staff listserv
- Weekly Staff Notes (graduate students and student assistants)



Social Networking @ Work

Instant Message



Social Networking @ Work

Facebook Groups

Library 2.0 Interest Group (2231 members)

Student Services in Libraries (167 members)

Librarians and Facebook (2,172 members)

IRRC – closed group for UIUC staff employed by this unit (27 members)

i'm making a difference – new initiative from Windows – (22,448 members)



Social Networking @ Work

Library Toolbar



the library toolbar



We have designed a toolbar that acts as a companion to the Mozilla Firefox and Microsoft's Internet Explorer web browsers.

Once installed, the toolbar gives you quick access to:

- Departmental library websites
- Ask a Librarian webpage
- searching our library's catalog
- searching our Online Research Resources
- searching the Campus Phonebook
- searching Google
- and more...

[Please click here to download the UIUC Library Toolbar for Mozilla Firefox](#)



Social Networking @ Work


"The Undergrad Edge"




Instruction
LC Council
Learning ...mons BLOG
Learning C...ting Group
Learning C... Meetings
Literature
Movie-Housing
Presentations
Publicity
Statistics
Suggestion Box
Technology
Training
UGL Marketing Group
LIBFAC
LIBNEWS
LibSystems/Computer
LIBUNTENFAC
Lisa Hinchliffe
6/27-7/6
Living Library
LOEX
Marketing Group
Mary Laskowski

[LIBNEWS-L] The Undergrad Edge - May 2007
more marketing stuff

Subject: [LIBNEWS-L] The Undergrad Edge - May 2007
From: The Undergraduate Library Newsletter <uql@LIBRARY.UIUC.EDU>
Sender: University of Illinois Library News
Reply-To: The Undergraduate Library Newsletter <uql@LIBRARY.UIUC.EDU>
Date: 5/3/2007 9:40 AM
To: LIBNEWS-L@LISTSERV.UIUC.EDU


THE UNDERGRAD EDGE

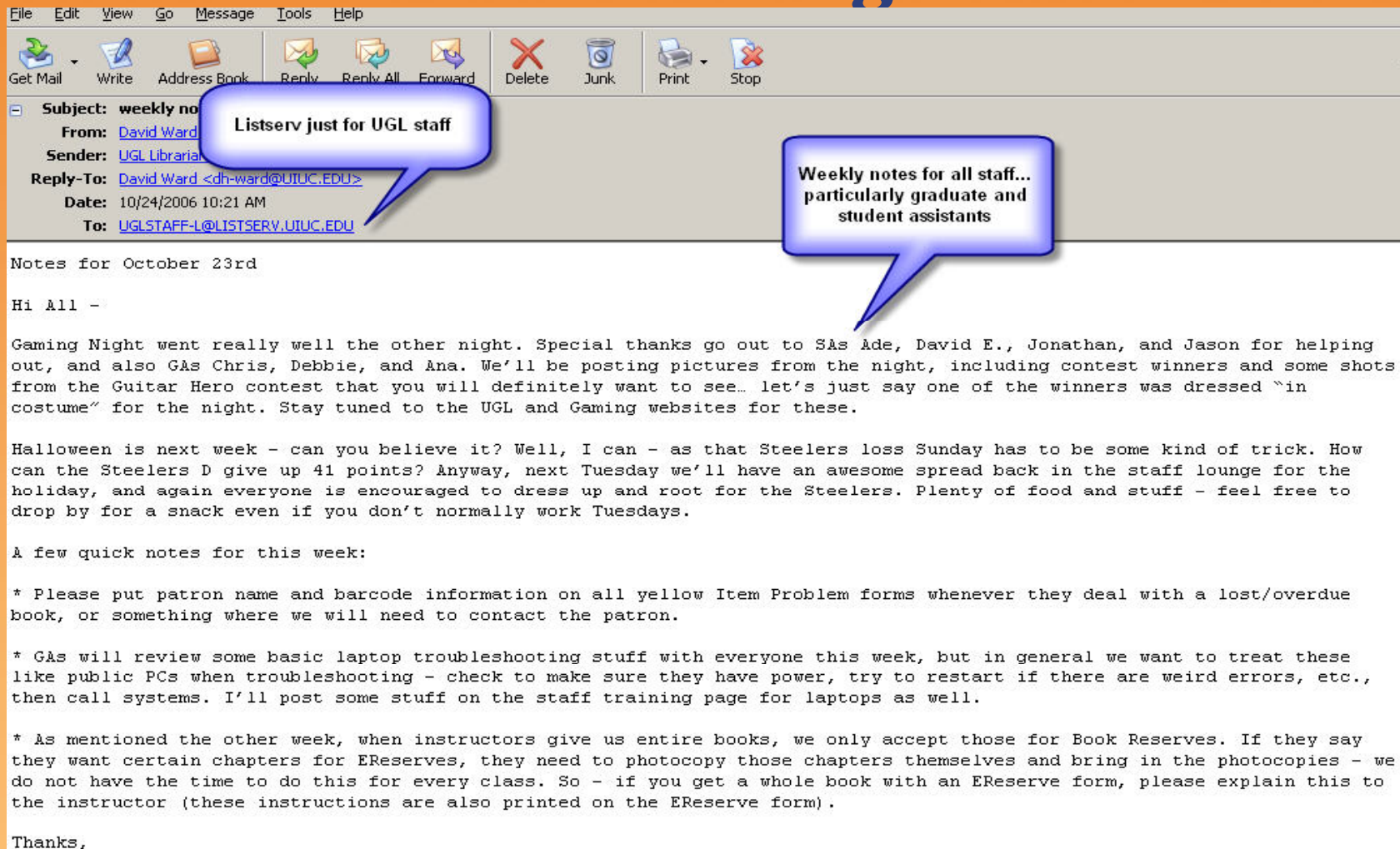


Vol. 1, Issue 1
May 3, 2007

WELCOME!



Social Networking @ Work



File Edit View Go Message Tools Help

Get Mail Write Address Book Reply Reply All Forward Delete Junk Print Stop

Subject: weekly no
From: David Ward
Sender: UGL Librarians
Reply-To: David Ward <dh-ward@UIUC.EDU>
Date: 10/24/2006 10:21 AM
To: UGLSTAFF-L@LISTSERV.UIUC.EDU

Listserv just for UGL staff

Weekly notes for all staff... particularly graduate and student assistants

Notes for October 23rd

Hi All -

Gaming Night went really well the other night. Special thanks go out to SAs Ade, David E., Jonathan, and Jason for helping out, and also GAs Chris, Debbie, and Ana. We'll be posting pictures from the night, including contest winners and some shots from the Guitar Hero contest that you will definitely want to see... let's just say one of the winners was dressed "in costume" for the night. Stay tuned to the UGL and Gaming websites for these.

Halloween is next week - can you believe it? Well, I can - as that Steelers loss Sunday has to be some kind of trick. How can the Steelers D give up 41 points? Anyway, next Tuesday we'll have an awesome spread back in the staff lounge for the holiday, and again everyone is encouraged to dress up and root for the Steelers. Plenty of food and stuff - feel free to drop by for a snack even if you don't normally work Tuesdays.

A few quick notes for this week:

- * Please put patron name and barcode information on all yellow Item Problem forms whenever they deal with a lost/overdue book, or something where we will need to contact the patron.
- * GAs will review some basic laptop troubleshooting stuff with everyone this week, but in general we want to treat these like public PCs when troubleshooting - check to make sure they have power, try to restart if there are weird errors, etc., then call systems. I'll post some stuff on the staff training page for laptops as well.
- * As mentioned the other week, when instructors give us entire books, we only accept those for Book Reserves. If they say they want certain chapters for EReserves, they need to photocopy those chapters themselves and bring in the photocopies - we do not have the time to do this for every class. So - if you get a whole book with an EReserve form, please explain this to the instructor (these instructions are also printed on the EReserve form).

Thanks,



Challenges

- Management
 - Entering non-controlled environment
- Marketing
- Exploration ▶ Purpose
- Future. . .



Questions?



UIUC Library

