Libraries and Social Networking:
An Annotated Bibliography

Diane
INFO 522: Information Access and Resources
**Introduction and Scope**

The following annotated bibliography examines the role of social media within academic libraries. The articles examine how and why libraries could use social media, if students will access a library’s social media, the types of social media that are most popular among an academic library’s patrons, and what types of guidelines and policies libraries should follow when connecting with students through social media. The most popular type of social media used by students is Facebook. The articles’ publication dates range from 2007-2010. Because technology constantly changes, some information found in the 2007 articles regarding Facebook may be outdated since Facebook’s was only created in 2004. The articles were located using Drexel University’s library databases and Dialog.

**Description**

Online social networking allows participants to interact with each other through the creation of online communities. Community members exchange personal information, send messages, and collaborative on projects. Social networking is part of Web 2.0 technology. Web 2.0 applications facilitate interactive information sharing (Click and Petit, 2010, p. 138) on the web such as editing or adding to a web site’s content. Examples of Web 2.0 applications include photo sharing and editing sites, Wikipedia, blogs, wikis, and social media sites. Unlike Web 2.0, Web 1.0 technology only provides information and prohibits user interaction.

Social networking sites researched in this bibliography include Facebook, MySpace, Twitter, Second Life, wikis, and blogs. Facebook was created in 2004 by Harvard student, Mark Zuckerberg, so that college students could search for and communicate with other students on college campuses. A microblog, such as Twitter, permits users to create an account that allows them to post messages up to 140 characters. Posts serve as updates. Regular blogs do not stipulate a character limit. Both allow users to interact with one another. A wiki page permits anyone who views it to contribute or modify the content. Second Life “is a multi-user environment in which persons create avatars to allow them to move and interact with other avatars. They can build and manipulate objects” (Perez, 2009).
Summary of Findings


According to Holmberg, K., Huvila, I., Kronqvist-Berg, M., & Widen-Wulff, G. (2009), librarians have historically been on the cutting edge of technology in locating, storing, and managing information. Online catalogs help create virtual libraries where students do not have to enter an actual library building to acquire information provided by a library. Online catalogs provide access to information and knowledge through electronic databases. Libraries are now more effective in meeting the needs of library patrons. Web patrons have come to expect library services to be available online. Libraries have personalized their web pages to meet the interactive needs of the library community. Known commonly as Library 2.0, patrons interact with library services through library web pages and various social media applications.

Initially, Facebook only accepted members with an edu. email (Charnigo and Barnett-Ellis, 2007, p. 26). On Facebook individuals establish profiles so they can post personal information and photos. They then “friend” other Facebook users (Click and Petit, 2010, p. 138). Participants can set privacy settings to permit anyone to view their personal page or to limit who views their page. Facebook users can create groups and invite other users to join the group. Since libraries as institutions are forbidden to establish a personal page, librarians can create their own personal page and then create library groups. Librarians then send “friend” requests to college students hoping the students will join the group. The library group, administered by the librarian, can then post information promoting the library’s services. Through Facebook libraries market the library’s services, post announcements, post photos, promote new books and sources, provide chat reference, and are very likely to have a presence in other social media applications (Hendrix, 2009).
Libraries can promote events and activities, as well as answer student questions using microblogs. Librarians Click and Petit created a wiki for their information literacy course that is open to editing by the other librarians who teach the same course at their particular university. Libraries have used Second Life for book discussion, special exhibits, professional meetings, and social networking events (Perez, 2009). Second Life has also been used for professional collaboration and for participating in professional organizations.

Due to legal issues, especially First Amendment freedom of speech issues, libraries using social media to promote their services and communicate with students need to establish policies and guidelines for social media use. According to Kooy (2010), “The First Amendment prohibits the government and governmental entities, such as state institutions of higher learning, from restricting or interfering with freedom of speech.” If a student posts a racist or otherwise offensive comment on a library’s Facebook page or microblog page, can a library edit the posts?

Students linked to library Facebook accounts rarely communicated with faculty via Facebook, but prefer to use email (Hendrix, et al, 2009). Some students have expressed privacy concerns over friending faculty, including librarians. In the study performed by Hendrix et al. they found that most of the libraries they surveyed did not see a need or a use for a library Facebook page and they also felt setting up and maintaining a Facebook page was too time consuming. A study done by De Rosa et al. concluded that students are not likely to participate in any social networking services provided by libraries (Leffler & Epperson, 2009).

Because social networking is a relatively new phenomenon, limited research studies are available to analyze their use by academic libraries. The studies performed involved surveys presented to both students and librarians to measure their interest in using and creating library social networking sites. Although most of the research done on social media and library use has been conducted in the past four years, research published in 2007 may not be applicable to libraries and social media in 2010 because technology is forever evolving.

Mark-Shane Scale’s qualitative approach to research included gathering information mainly from participant observation, personal experience, and experimentation. He sought to “examine the possibility that Facebook presents as the future of on-line search from a library and
information science perspective.” Kooy used a survey for his research study. He solicited participants by posting a survey to four library listservs. Limitations to this type of research are that those interested in the topic are most likely to respond to the survey.

Leffler and Epperson distributed a survey to students at the University of Northern Colorado and Johnson and Wales University. They solicited participants through print flyers, the library web site, and Facebook. Their questions focused on Facebook, MySpace, IM, and Second Life to determine how students felt about libraries participating in these social media. A total of sixty-five responses were received.

To date, the research surrounding social media and library use is not reliable because of the research methods used. Not enough libraries connect with students via social media. Those libraries who interact with students through social media feel their efforts are successful. Research studies done on this subject conclude otherwise. Students do not want libraries linked to their social media applications. Students seem to feel that their Facebook use should be separate from academic use.

Most of the article authors relied on academic databases to obtain information for their review of literature. Since libraries have an obligation to keep current with technology they should investigate, if not pursue, social media interaction with patrons. In a few years, students may change their minds, and libraries need to be ready to accommodate their demands and needs. More research will be done on this topic over the next few years.

Conclusion

Many different types of media are available to libraries for promoting their services. Since Facebook is the most popular social media used by college students, libraries who wish to engage in social networking should establish a presence on Facebook.

Librarians need to stay current with technology so their jobs do not become obsolete, but research so far does not support overall student interest in communicating with librarians through social media. On the whole, the conclusion of the research done thus far is that students do not use library social media services. For instance, while students may accept a friend request from
a library or librarian, they are not likely to read the posts. They are not likely to post to the library’s Facebook page. I belong to Bill Clinton’s Facebook group, but I do not read the posts. I just like having him as my “friend.”

Librarians must weigh the time costs of maintaining social networking sites and the site’s value to patrons. The librarian’s time may be better spent on other library responsibilities. Maybe librarians should spend time helping patrons in other ways such as through email, answering phone reference questions, and assisting library patrons who come to the library.

Some librarians are still excited about the prospect of connecting to students with social media. I think librarians should establish social media sites to communicate with students, as long as the librarian understands that few students will pay attention to the library’s attempt to reach out to them. Libraries should take advantage of as many ways as possible to meet the needs of the patrons, whether through microblogging, wikis, blogs, Facebook, or Second Life. Eventually, patrons will embrace the librarian’s presence in social media. Librarians should be proactive and start social media communications now.

I now feel that I am an expert on libraries and social media use. If I worked in an academic setting I would establish a Facebook page and a Twitter account to promote library services. I now understand Twitter.

This assignment brought many challenges. For instance, I found articles in Summon but I then had to find them in an actual database and I found the search string for Summon did not bring the same results when using a database. I wish databases were consistent with controlled vocabulary and truncation.

One of the articles mentioned LinkedIn, so to investigate, I created an account. There are library groups on LinkedIn.

Despite the frustrations I experienced, this was a valuable exercise. Since my goal is to eventually work at a university library, I will need these skills.
Entry 1:


Abstract: “Web 2.0 and social media applications such as blogs, wikis and social networking sites offer the promise of a more vibrant, social and participatory Internet. There is a growing interest within the library community in debating the potential impact that such services might have within libraries and such debates have gathered around the moniker of ‘Library 2.0’. To date, however, there has been little theoretical work and there is a need to develop more formal definitions and frameworks. This editorial discusses the origins of the term Web 2.0, provides a structured framework for rationalizing the implications of Web 2.0 services and outlines some of the areas in which librarians are positioned to provide a unique contribution to the further development of such services.”

Annotation: Most of the information in the article is about web 2.0 but Anderson does attempt to explain Library 2.0. He discusses a few examples of librarians using social media to promote library services. Because this is an editorial, only ten sources are references. This article gives good information explaining Library 2.0 and Web 2.0, especially for readers who are not familiar with the terms.

Search Strategy: I performed a keyword search using a subscription database, Library Literature and Information Science full text, because the articles relate extensively to library science topics.

Database: Library Literature and Information Science

Method of Searching: Keyword searching

Search String: social media AND library

Entry 2:


Abstract: “This paper seeks to outline the creation of a subject-based blog and to suggest unique evaluation techniques for library blogs. The methodology involved an online survey, web tracking software, RSS feed tracking, and the use of blog search engines. A successful blog was launched and statistics show a marked increase in visitors in the second semester when it was available. This article reports on a survey which is not statistically valid. The results, however, provide some insight into users of the blog. The paper outlines several methods of evaluating library blogs and outlines successful planning for a library subject-area blog. The
paper provides information about setting up a relevant information service, and using web tools to evaluate the success of the service.”

**Annotation:** This article is about the development of the library blog at Colorado State University. The author begins with a literature review that references researchers such as Crawford, Fichter, Notess, Laning and Nardi. The author states that not much research has been done to assess library blogs. This article is beneficial to libraries considering the creation of a library blog.

**Search Strategy:** I performed a keyword search using a subscription database, Library Literature and Information Science full text, because the articles relate extensively to library science topics.

**Database:** Library Literature and Information Science

**Method of Searching:** Keyword searching

**Search String:** social media AND library

**Entry 3:**


**Abstract:** “While the burgeoning trend in online social networks has gained much attention from the media, few studies in library science have yet to address the topic in depth. This article reports on a survey of 126 academic librarians concerning their perspectives toward Facebook.com, an online network for students. Findings suggest that librarians are overwhelmingly aware of the "Facebook phenomenon." Those who are most enthusiastic about the potential of online social networking suggested ideas for using Facebook to promote library services and events. Few individuals reported problems or distractions as a result of patrons accessing Facebook in the library. When problems have arisen, strict regulation of access to the site seems unfavorable. While some librarians were excited about the possibilities of Facebook, the majority surveyed appeared to consider Facebook outside the purview of professional librarianship.”

**Annotation:** Although his article was published in 2007, the research was completed in 2006 making some of the information outdated. The authors researched and cited numerous sources for information about Facebook’s origins and purpose. Librarians had not yet embraced the idea of that social media could be useful to academic libraries. This article should be read because it provides a detailed explanation of Facebook.
Search Strategy: I performed a Dialog- One Search search using the INFOSCI database and keywords because I wanted to narrow my results to information science topics.

Database: INFOSCI [Dialog]

Method of Searching: Keyword searching

Search String: s social()media or facebook or youtube or myspace or secondlife or second()life

045673 SOCIAL
2289299 MEDIA
30891 SOCIAL(W)MEDIA
60842 FACEBOOK
33056 YOUTUBE
20418 MYSPACE
378 SECONDLIFE
3437196 SECOND
2646118 LIFE
5421 SECOND(W)LIFE

S1 116202 SOCIAL()MEDIA OR FACEBOOK OR YOUTUBE OR MYSpace OR SECONdLIFE OR SECONd()LIFE

? s s1 and librar?

116202 S1
1240521 LIBRAR?
S2 8036 S1 AND LIBRAR?

Entry 4:


Abstract: “This paper discusses free online and Internet tools that can be adapted by librarians for use with library instruction and information literacy training, with a focus on social media and Web 2.0 technologies, including social networking websites Facebook and Twitter, blogs, RSS, wikis, and video sharing. Many students already use these technologies and are readily engaged with the library when the technologies are incorporated into Library websites and classes. There are challenges in using these technologies, especially in countries with oppressive governments. This paper is based, in part, on a presentation the authors gave at the UNESCO Training the Trainers in Information Literacy Workshop at the Bibliotheca Alexandrina in Alexandria, Egypt in November 2008.”
**Annotation:** This informative article examines how social networking tools benefit university libraries. The authors conducted their research on international university libraries but the results are applicable to all libraries. The references include scholarly authors and journals, as well as internet sites.

**Search Strategy:** I performed a controlled vocabulary search using a subscription database, Library Literature and Information Science full text, because the articles relate extensively to library science topics.

**Database:** Library Literature and Information Science

**Method of Searching:** Controlled Vocabulary

**Search String:** social network AND library

**Entry 5:**


**Abstract:** “This paper seeks to outline the creation of a subject-based blog and to suggest unique evaluation techniques for library blogs. The methodology involved an online survey, web tracking software, RSS feed tracking, and the use of blog search engines. A successful blog was launched and statistics show a marked increase in visitors in the second semester when it was available. This article reports on a survey which is not statistically valid. The results, however, provide some insight into users of the blog. The paper outlines several methods of evaluating library blogs and outlines successful planning for a library subject-area blog. The paper provides information about setting up a relevant information service, and using web tools to evaluate the success of the service.”

**Annotation:** This article examines college student interaction with Facebook and MySpace pages that academic libraries created to connect with students. The article sites the research of Brian Matthews, Robin Chan, Daniel Mack and other known librarian researchers. The research findings may be surprising. This article is helpful because it examines if students will use library Facebook and MySpace pages.

**Search Strategy:** I performed a keyword search using a subscription database, Library Literature and Information Science full text, because the articles relate extensively to library science topics.

**Database:** Library Literature and Information Science

**Method of Searching:** Keyword searching
**Search String:** Facebook AND libraries

**Entry 6:**


**Abstract:** “The purpose of this paper is to present findings of an electronic survey to determine the extent of use of social software programs. The study was conducted to discover the extent to which students use social software programs, namely Facebook, MySpace, Instant Messaging and Second Life, and to determine their level of desire for having a librarian or library presence within those settings. A web survey was developed and distributed using convenience sampling. The survey was distributed to students at two college campuses located in the state of Colorado in the USA. The majority of respondents use social software programs, but are apathetic about using these programs for library questions or research. This research has several limitations to its findings: limited response rate, ambiguous phrasing of survey questions and geographic limitations all affect the results. Owing to constraints on librarian time and resources, involvement in social software programs should be evaluated on a case-by-case basis. Social software programs are discussed in library literature, but few research projects have been undertaken to determine patron expectations for librarian involvement.”

**Annotation:** The authors examine how students feel about librarians infiltrating their social networks, such as Facebook, MySpace, IM, and Second Life. After conducting their study, the authors conclude that students are more likely to accept a library friendship than to actively interact with the library’s social site. The authors reference researchers such as Chapman, Chu M. and Nalani Meulemans, Ferguson, C., Koerwer, and Mack, Behler and Roberts, B. This article is useful because if students are not accessing the library’s social media pages, then the librarian’s time can put to better use.

**Search Strategy:** I performed a keyword search using a subscription database, ProQuest Research Library, because the database searches numerous periodical whose topics include the humanities and social sciences.

**Database:** ProQuest Multiple databases

**Method of Searching:** Keyword searching

**Search String:** Facebook AND librarians

**Entry 7:**

Abstract: “Originally founded to link students at Harvard University, the social networking application, Facebook, has evolved into the most visited social networking site in the world with over 90 million active users. Specializing in regional and scholastic networks, Facebook boasts an 85% market share at universities and colleges in the United States [1], and a recent study of more than 800 University of Florida medical students and residents determined that 44.5% use Facebook [2]. As academic health sciences libraries explore social networking technologies to create and market library services, Facebook provides a flexible space to interface with a large number of students. Homegrown applications for Facebook have been created by libraries to answer reference questions, search online public access catalogs, and host multimedia collections. For health sciences libraries, whose users are often widely dispersed, Facebook offers several opportunities for outreach and instruction. For example, self-organizing groups of users (i.e., medical student class of 2010, pharmaceutical sciences undergraduates) afford targeted marketing opportunities despite their distributed locations (i.e., teaching hospitals, rural clinics, commercial pharmaceutical laboratories). Additionally, Facebook encourages developers to create applications that could be useful in a health sciences setting (i.e., PubMed Search application), form affinity groups (i.e., Medical Library Association Facebook group), and fashion library fan pages.”

Annotation: For this article the authors searched Library Literature’s database for a review of literature. They then created a student survey asking how they felt about libraries reaching patrons through Facebook. The article references Mac et al., Greenwell and Kraemer, Charnigo and Barnett-Ellis, Matthews, and Chu and Meulemsns. The findings are consistent with the findings of Epperson, A. & Leffler, J. (2009) and Connell, R. (2009), entries 5 and 6.

Search Strategy: I performed a keyword search using a subscription database, Academic One File, because the database searches numerous periodical whose topics include the humanities and social sciences.

Database: Academic One File

Method of Searching: Keyword searching

Search String: Facebook AND libra*

Entry 8:

Abstract: “Purpose - The aim of this paper is to define both theoretically and empirically the concept of Library 2.0.

Design/methodology/approach - Written answers to the question "What is Library 2.0?" given by practitioners and researchers (n = 29) interested in Library 2.0 issues were analyzed by using co-word analysis to map the underlying elements of the concept.

Findings - The study resulted in a model of Library 2.0, containing seven building-blocks of the phenomenon: interactivity, users, participation, libraries and library services, web and web 2.0, social aspects, and technology and tools.

Research limitations/implications - The model provides a basis for framing Library 2.0 as a research object and to map central themes of future research.

Practical implications - A comprehensive model enables both researchers and practitioners to frame the phenomenon more clearly, evaluate existing and planned services and their proximity to what is Library 2.0.

Originality/value - Unlike earlier proposals for a definition of the notion Library 2.0, the present study presents an empirical and consensual crowd-sourcing approach of defining the concept Library 2.0 and provides basis for discussing the future evolution of the notion and its implications for library and information science research and library practices.”

Annotation: This article examines the definition of Library 2.0 and its implications for library users. The author analyzes definitions posed by various researchers such as Anderson, Crawford, Casey and Savastinuk, among others. Mostly devoted to defining Library 2.0, this article may be useful in relationship to social networks and libraries. The definitions could be beneficial in the introduction of a research article.

Search Strategy: I initially performed a keyword search using social media AND libra? I located an article titled, All that Glisters in Not Gold.

I next searched the Web of Science for the article. Using citation mapping led me to the current article. All that Glisters in Not Gold is cited in the current article.

Database: Web of Science

Method of Searching: Citation mapping

Entry 9:


**Abstract:** “Microblogs are ubiquitous participant Web technologies that enable users to share information, interact with content, and generate resources. Librarians can use these applications for library services, instructional activities, and event promotion. For librarians and patrons, these technologies can be combined with other social media to develop personal learning networks (PLNs) for teaching, learning, and research. As PLN tools, microblogs can provide librarians with many opportunities to build cohorts of professional support and gain access to materials not readily accessible in traditional formats. This article provides an overview of issues to consider when using microblogs as library tools.”

**Annotation:** This article is one of the few that examines microblog use by libraries. It examines other library uses besides promoting a library’s sources and events. The article may be valuable even though only three sources are referenced, especially since few articles could be found about microblogging and libraries.

**Search Strategy:** I performed a keyword search using a subscription database, Library Literature and Information Science full text, because the articles relate extensively to library science topics.

**Database:** Library Literature and Information Science

**Method of Searching:** Keyword searching

**Search String:** social media AND library

Entry 10:


**Abstract:** “Over the years, academic librarians have developed policies and guidelines to ensure the efficient, equitable, and ethical provision of services and to guide the behavior of their users. While these services have traditionally been delivered in the brick-and-mortar setting of the physical library, more and more libraries are expanding their outreach to include online spaces as well. One area in which librarians are providing online outreach is through the use of social software and social networking websites such as Facebook and MySpace. Even most library blogs have a social feature in the form of comments. While much has been written promoting the
benefits of utilizing social software and social networking sites for library outreach, little has been written regarding the need to extend basic brick-and-mortar policies to the online arena. The purpose of this article is to fill this gap by providing reasoning and assistance for developing social software guidelines that will protect library staff and guide patron comment postings without hampering service. The impetus for the article was the authors' experience providing outreach services through social software tools at Georgia State University and the development of a social software policy and internal guidelines for the provision of those services. The authors discovered that such policies are essential but need not be extensive or particularly restrictive; in most cases their primary functions are to inform librarians and patrons of their basic constitutional rights and provide legal guidelines for comment editing.”

**Annotation:** According to this article most of the research done about social media and academic libraries focuses on how and why libraries connect with patrons using social media. The article examines student’s concerns over privacy issues if and when they friend faculty, including librarians. The authors cite studies performed by Gross, Jeff Cain and Maxer, Murphy, and Simonds. This article contains important information about the necessity of creating library policies and guidelines for creating and maintaining library social media pages.

**Search Strategy:** I performed a Dialog- One Search search using the INFOSCI database and keywords because I wanted to narrow my results to information science topics.

**Database:** INFOSCI [Dialog]

**Method of Searching:** Keyword searching

**Search String:**

```
S S1 and librarian
```

```
045673 SOCIAL
2289299 MEDIA
30891 SOCIAL(W)MEDIA
60842 FACEBOOK
33056 YOUTUBE
20418 MYSPACE
378 SECONDLIFE
3437196 SECOND
2646118 LIFE
5421 SECOND(W)LIFE
S1 116202 SOCIAL()MEDIA OR FACEBOOK OR YOUTUBE OR MYSPACE OR SECONDLIFE OR SECOND()LIFE
```

```
S1 116202 S1
1240521 LIBRAR?
S2 8036 S1 AND LIBRAR?
```
Entry 11:


**Abstract:** “The purpose of this paper is to describe applications, gadgets, and profiles that libraries have developed and distributed through the Facebook, iGoogle, and MySpace communities. Design/methodology/approach - provides a general review. Findings - Growing number of libraries and library-related organizations are creating practical tools using Web 2.0 technologies. Originality/value - Librarians need to keep abreast of an experiment with these new methods of packaging and delivering information.”

**Annotation:** This article provides a general review of how Facebook, Google Gadgets, and MySpace are useful to libraries. The article is short and includes no references but may be a good article to read before beginning intensive research about how libraries use social media.

**Search Strategy:** I performed a keyword search using a subscription database, ProQuest Research Library, because the database searches numerous periodical whose topics include the humanities and social sciences.

**Database:** ProQuest Multiple databases

**Method of Searching:** Keyword searching

**Search String:** Facebook AND librarians

Entry 12:


**Abstract:** “The primary objectives of this research paper are to explore the concept of social search, evaluate the performance of Facebook as a social search engine, and to understand the relationship between social networking sites (SNS) and social search. The author's intention is to examine the possibility that Facebook presents as the future of on-line search and the implications for libraries. This study reviews the literature on SNSs, Facebook studies, and the concept of social search. It then explores Facebook as a social search engine through participant observation, personal experience and experiment. The experiment is based on two identified search queries. Both queries are performed, wherein the results retrieved are displayed using tables and evaluated. Facebook as a people search engine, yields irrelevant results in response to search queries for unknown persons or groups. Facebook may also fail to provide timely and
relevant results when attempting to get information from persons with whom the user has a weak relationship. Findings also indicate the limitations of users functioning as quasi-librarians as it relates to the quality of information retrieval. The findings are relevant for library and information science academics and professional practitioners. The author provides an approach for evaluating the quality of information retrieval in social search using the traditional information retrieval evaluation methods of library and information scientists. He also revisits old arguments on the importance of the profession to web information in light of new trends and data.”

**Annotation:** This article summarizes a research study investigating how libraries embrace Facebook. It also examines negative views some librarians have towards using social networking sites as a library tool. The author cites respected information scientist such as R.W. Lancaster. This article is very useful for explaining the intricacies of Facebook.

**Search Strategy:** I selected Web of Science Academic One File because I wanted to find articles cited in the article, “Checking out Facebook” which I located using Dialog. After finding the article, I used citation mapping and the forward citation method. “Checking out Facebook” is cited in Mark-Shane Scales’s article, “Facebook as a Social Search Engine and the Implications for Libraries in the Twenty-first Century.”

**Database:** Web of Science

**Method of Searching:** Citation mapping


**Entry 13:**


**Abstract:** “In this article, the author discusses using Second Life (SL) in school librarianship. SL is a multi-user virtual environment in which persons create avatars to allow them to move and interact with other avatars. They can build and manipulate objects. To move, they can walk, run, fly, or teleport. There are many areas within SL to allow people to meet, learn, talk, and role play. SL is operated by a company called Linden Labs, located in California. The Alliance Library System of Peoria, Illinois, can be credited for its early work in nurturing the library community in SL. This library system has provided leadership and community development for dozens of libraries around the world.”
**Annotation:** This article explains Second Life and gives links to several library Second Life communities. Although the author does not cite any sources, this article is beneficial for understanding how libraries use Second Life to promote their services and how to connect with other librarians through the American Association of School Librarians- International Society for Technology in Education Special Interest Groups of Media Specialists’ (AASL-ISTE SIGMS) Virtual Learning Community.

**Search Strategy:**

I performed a Dialog- One Search search using the INFOSCI database and keywords because I wanted to narrow my results to information science topics.

**Database:** INFOSCI [Dialog]

**Method of Searching:** Keyword searching

**Search String:**

s social()media or facebook or youtube or myspace or secondlife or second()life

045673 SOCIAL
2289299 MEDIA
30891 SOCIAL(W)MEDIA
60842 FACEBOOK
33056 YOUTUBE
20418 MYSPACE
378 SECONDLIFE
3437196 SECOND
2646118 LIFE
5421 SECOND(W)LIFE

S1 116202 SOCIAL()MEDIA OR FACEBOOK OR YOUTUBE OR MYSPACE OR SECONDLIFE OR SECOND()LIFE

? s s1 and librar?

116202 S1
1240521 LIBRAR?
S2 8036 S1 AND LIBRAR?

**Entry 14:**

Xiao, N. (2008). Web 2.0 as catalyst: virtually reaching out to users and connecting them to library resources and services. *Issues in Science & Technology Librarianship, no.55.*

**Abstract:** “This article is based on services to library users in the area of chemistry at the Science and Engineering (S&E) Library of the University of Southern California (USC), to which I applied various new technologies as outreach approaches. Various Web 2.0 technologies such as a blog, tags, YouTube, RSS feeds, Instant Messaging, online presentation and e-surveys have been selected to overcome challenges in the current library framework and to enhance the effectiveness of the approaches. These Web 2.0 technologies function as catalysts which help
lower human barriers between my users and me, enable me to reach my users virtually, and attract users to resources from the library as well as various services I provided.”

Annotation: This article summarizes the experiences of a chemistry librarian who used Web 2.0 technology to expand the virtual library’s services. She cites the research of Baldwin, Barsky and Purdon, Golder and Huber, Sadeh, Secker and Price, and a few others. The author expanded library services using news blogs, RSS feeds, and Instant Messaging. This article helps to understand how social media can assistance libraries.

Search Strategy: I performed a Dialog- using the ERIC database and keywords because I wanted to narrow my results to information science topics.

Database: ERIC [Dialog]

Method of Searching: Keyword searching

Search String: ? s social()media or facebook or youtube or myspace or secondlife or second()life

? s s1 and librar?

Entry 15:

Abstract: “The purpose of this paper is to discover whether Facebook Groups are conducive for library marketing. Facebook Groups at two major research universities in the USA, along with two global Groups, were analyzed for their activity and membership to examine their performance of effectively promoting library visibility. It finds that the success of Facebook Groups can be controlled by the active organization of librarians and by using more general topics to keep discussions alive. It also finds that Facebook Groups should target not only students but also faculty and staff in support of their research and teaching. By effectively organizing Facebook Groups as useful social networking, libraries can extend their services to more users. The findings of this paper provide insight into a new means of library marketing. Previous studies on this topic did not analyze the actual activity of specific Facebook Groups. This research is one of the very few, if any, to go into individual groups and examine several important aspects of messages and members in these Groups.”

Annotation: The two major universities studied for this researched article were Rutgers University and Indiana University. The author examines student created Facebook library groups. Secker’s previous research on this same topic concluded that Facebook groups were not successful at promoting library services. Xia’s article draws a similar conclusion. In his literature review he cites Breeding, 2007; Farkas, 2006; Kwong, 2007; and Miller and Jensen.

Search Strategy: I performed a keyword search using a subscription database, ProQuest Research Library, because the database searches numerous periodical whose topics include the humanities and social sciences.

Database: ProQuest Multiple databases

Method of Searching: Keyword searching

Search String: Facebook AND library