Social Software: What, Why, and How?

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History

- 1940’s – Vannevar Bush developed “Memex” concept, essentially a personal computer, considered to be a “supplement to a person’s memory”, and wrote about “mesh of associative trails running through them [encyclopedias and other documents]” – what we call hypertext today (1)

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(1) B. Thomsett-Scott, ACS March 2006
History - Vannevar Bush

“The chemist, struggling with the synthesis of an organic compound, has all the chemical literature before him in his laboratory, with trails following the analogies of compounds, and side trails to their physical and chemical behavior.”

— B. Thomsett-Scott, ACS March 2006
1960’s

- ARPANET, commercial time-sharing systems, and ultimately developed the Internet
- Development of an early hypermedia system by ARPA researcher, Doug Englebart, inspired by Bush's vision
- First successful implementation of hypertext (though term not created until later)
- Also mouse and first on-screen teleconference developed
1970s-80s

- Office automation products
- Electronic Information Exchange System – first major development of collaboration software, similar functions to an early bulletin board system
- Groupware defined as "intentional group processes plus software to support them." Peter and Trudy Johnson-Lenz (quoted in ¹)
- Other related definitions
- Computer-Supported Collaborative (or Cooperative) Work in mid-1980s
1990s and 2000s

- Groupware into common use but more for group tools such as Lotus Notes and Microsoft Exchange Server and Outlook rather than tools that allow groups to “establish”

- First uses of “Social Software” as a term but inconsistently applied
Now What Is It?

- Various definitions, disagreements on meaning
- Generally, software allowing group interactions
- Stowe Boyd\(^2\):
  - Support for conversational interaction between individuals or groups
  - Support for social feedback
  - Support for social networks
What?

- David Weinberger (quoted in 2) “First, I consider social software actually to be emergent social software. That narrows the field to software that enables groups to form and organize themselves....”

- Clay Shirky\(^3\) – any software that supports group communications

- Wikipedia\(^4\) “Social software enables people to rendezvous, connect or collaborate through computer-mediated communication and to form online communities.”

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Early Types of Social Software
Early types

- “Sociable media has been around since the beginning of the Internet.”
- Email, especially with “cc” option
- Bulletin Board Systems
- Usenet
- Chatrooms
- MUDs (Multi-User Dungeon or Domain or Dimension) online computer game
- MOOs (MUD object oriented) text-based online virtual reality systems with multiple users connected at the same time
Current Types
(emphasis on those used in education)
E-mail

- Used for basic one-to-one or one-to-many communications
- Most common and well-known form of communication
Chat

- Duo or group communication
- Used widely to facilitate group discussions in online courses
- May be used to facilitate group discussions for face-to-face classes
- Also common and well-known
- Useful as it [normally] provides a transcript for later use
Instant Messaging

- Several systems available (AOL, ICQ etc.)
- Common for social interactions, less common currently in classes than chat
- Student learning groups and professors may use it for quick communications
- Can also now be useful for groups and some systems archive
Wikis

- Wide use for collaborative document creation in general population, increased use in classes
- Can be limited or wide open for adding or editing content
- Easy to use, simple markup language but can use by just typing
- Based on Hawaiian word “wiki” meaning “fast” or “quick”
Blogs (WebLogs)

- Basically a journal (notes/news items etc.) available on the web
- Blogger – one who “blogs” (keeps a blog)
- Blogging – updating the blog
- Usually updated daily using software that allows people with little or no technical background to update and maintain the blog
- Some allow posting of comments
- Use: Course updates, news items, student comments/questions on lectures
Feed Plymouth District Library, Michigan - Teen Zone: the blog

Feed The Rabid Librarian's Ravings in the Wind - Elisabeth Elir Rowan

Feed The Reader's Connection - Glenview Public Library

Feed The Reflective Librarian - Meditations and reflections on the world of libraries by Stephen Leary

Feed ResearchBuzz - Tara Calishain

Feed The ResourceShelf - Gery Price

Feed Retrofitted Librarian - Susan Rosenblatt

Feed RFID in Libraries - Tracking technology applications and patron privacy implications of Radio Frequency Identification (RFID) by Laura J. Smart, California State Polytechnic University, Pomona

Richland College Library - John Ferguson

Rio Hondo College Library Blog - Whittier, California

Rogue Librarian - Carrie Bickner

Feed Rowland Institute Library Blog - at Harvard University, MA

Sawyer Library WebTeamBlog - a weblog for the web team at Williams College Libraries

Scholarly Electronic Publishing Weblog - Charles W. Bailey, Jr.

Feed Scout Weblog - Internet Scout Project

Feed The Shifted Librarian - Jenny Levine

Feed Siletz Public Library - Siletz, OR
RSS:

- RSS: a “family” of web feed formats (document with summaries of news or other information with links to full item) written in XML
- Refers to standards:
  - Rich Site Summary (RSS 0.91)
  - RDF Site Summary (RSS 0.9 and 1.0)
  - Really Simple Syndication (RSS 2.0)
- Aggregators - users track updates
- Used for e.g. news websites, weblogs and podcasting
- Educational: updates for courses, discussions, blogs

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RSS Feeds

Below is a list of the RSS Feeds (What is RSS?) offered by Bryan College. If you would like to see a new feed added, please let us know.

- **Headlines** - Recent headlines from all areas of the college
- **College News** - Bryan College announcements and other news

**Department News**
- **Academics** - Recent news from the Academics Department
- **Admissions** - Recent news from the Admissions Department
- **Alumni Relations** - Recent news from the Alumni Department
- **Aspire** - Recent news from the Aspire Program

**Athletics News**
- **Athletics** - Recent news from all the Bryan Lions teams
- **Baseball** - Recent news from the Bryan Lions baseball team
- **Men's Basketball** - Recent news from the Bryan Lions men's basketball team
- **Men's Cross Country** - Recent news from the Bryan Lions men's cross country team
- **Men's Soccer** - Recent news from the Bryan Lions men's soccer team
- **Volleyball** - Recent news from the Bryan Lions volleyball team
- **Women's Basketball** - Recent news from the Bryan Lions women's basketball team
- **Women's Cross Country** - Recent news from the Bryan Lions women's cross country team
RSS has several meanings: Really Simple Syndication, Rich Site Summary, and RDF Site Summary, where RDF stands for Resource Data Framework. In any case, it’s a method of summarizing the latest news and information from a website, that can be easily read by many news readers or news aggregators.

**Business and Economics RSS Feeds**
Updates for small business owners, economic news, and other business related information.

**Consumer RSS Feeds**
News on recalls and public safety...

**Cyber Security RSS Feeds**
Technical and non-technical cyber alert system documents...

**Data and Statistics RSS Feeds**
Updates on Census and agricultural data and statistics...

**Defense & International Relations RSS Feeds**
News, press releases, speeches and contract announcements...

**Education RSS Feeds**
News from the U.S. Department of Education...

**Environment, Energy & Agriculture RSS Feeds**
News on conservation, forests, farms, human nutrition, hazardous waste, toxic chemicals and trash...

**Federal Personnel RSS Feeds**
News releases and operating status updates from the U.S. Office of Personnel Management...

**Health RSS Feeds**
News and press releases from the National Institutes of Health, drug recalls and more...

**Science RSS Feeds**
News about current weather, earthquakes, energy and the latest research...
### American Chemical Society RSS Feeds

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<th>RSS Feed</th>
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<td><strong>chemistry.org Newsletter</strong></td>
<td>Find out what's new at the American Chemical Society Website</td>
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<tr>
<td><strong>Heart Cut</strong></td>
<td>Informed reviews of new and significant journal articles.</td>
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<tr>
<td><strong>Patent Watch</strong></td>
<td>Your informed guide to important new chemical patents.</td>
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### Other ACS Publications

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<td><strong>ACS Publications RSS Feeds</strong></td>
<td>ACS Publications offers feeds in RSS format for the Articles ASAP and the complete Tables of Contents of all of its journals. A subscription (or single-use article payment) is required to view article content.</td>
</tr>
<tr>
<td><strong>Analytical Chemistry A</strong></td>
<td>This page section contains features and news articles about new analytical concepts, novel apparatus, research published in other international journals, developments in computers and on the Web, and evolving approaches to analytical chemistry education.</td>
</tr>
<tr>
<td><strong>C&amp;EN</strong></td>
<td>A member-supported weekly magazine of the American Chemical Society, Chemical &amp; Engineering News covers all the news of the chemical world including science and technology, government and policy, and business.</td>
</tr>
<tr>
<td><strong>ES&amp;T Online News</strong></td>
<td>Reports on the latest developments in environmental science, technology, policy, and business.</td>
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ACS Publications RSS Feeds

ACS Publications offers feeds in RSS format for the Articles ASAP and the complete Tables of Contents of all its journals. A subscription (or single-use article payment) is required to view article content. Feeds of &ENV Latest News and Nanofocus content are also available.

To view a feed in your RSS aggregator:
- Copy the URL of the feed.
- Paste the URL into your reader.

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RSS feeds allow you to keep up to date with our latest journal content. Feeds are now available for journal Advances in Attitudes and further feeds are planned that will cover other RSC news and activities.

RSS feeds are web files that summarise the latest content of a web page and allow you to quickly link back to the original article. RSS feeds are best read using a feed reader. Feed readers track and manage which articles you have read. New items are highlighted and displayed for you to read on a daily or hourly basis. By using RSS feeds and a feed reader, you can be sure of keeping up to date with the latest RSC journal content.

Why use RSS?
Once installed and set up with RSS feeds, your feed reader will check and update itself with the latest content for the feeds you have chosen. This means you can quickly scan all your sources for interesting items, then click through to the articles. You do not have to wait for an emailed alert or remember to manually check for updates. Some software will allow you to search your RSS feeds, helping you to control and sift through a large range of possible sources for items of interest.

How do I get started?
There are a number of feed readers available, which can either be web pages or installed programs on your computer (see links at the bottom of this page). Browsers like Firefox, Opera and Safari can read RSS feeds (a plug-in may be required). Depending on the feed reader chosen, you can subscribe to one of the RSS feeds below by either clicking on one of the links, or by dragging or pasting the URL of the news feed into your reader. The reader should then validate the feed and update.

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RSS Feeds
- RSS: The Analyst
- RSS: Annual Reports A: Inorganic Chemistry
- RSS: Annual Reports B: Organic Chemistry
- RSS: Annual Reports C: Physical Chemistry
Podcasting/CourseCasting

- Podcast: web feed of audio or video files from the web for free download or subscription
- Podcasting: distribution of podcasts over the web using either RSS or Atom web feeds for listening on mobile devices and personal computers
- Increasing use for providing lectures
Web Casting/Webinars

- Webcast: TV over the web. User connects to server distributing the webcast and plays the content, one-directional/non-interactive
- Webinar: seminar conducted over the web, similar to a web conference. Usually interactive via chat or some other communication method
- Terms not yet stable, used interchangeably
- Some use in education with webinars (in true sense) having greater potential
Flickr

- Web-based photo management and sharing application
- Can be private or open to all
- Add photos via web, mobile devices, home computers, photo software
- Able to send photos through Flickr website, RSS feeds, e-mails, blog posts
- Others can add comments, notes, tags
- Use: building community among students in classes (online or not) for social interactions, class presentations, advertise field trips
Ten Steps for Staff Buy In

Created by mstephens7.

This is a Flickr version of one of my favorite presentations from 2005! How do we insure staff buy in to our technology initiatives? New services? Let's make sure they do because buy in is paramount to the success of library technology projects!

Originally presented at Internet Librarian, November, 2005.
Jybe (Join Your Browser with Everyone)

- Provides for collaboration and communication in real time when using web-based applications in IE and FireFox
- Not just screen-sharing but editing possibilities
- Privacy protected – need “invite”
- Upload documents which are converted to html for use
Jybe

- Browse for web sites (and maybe library resources) as a group
  - Brings study groups together virtually looking for resources
  - Education tool for remote users or students
  - Can also chat while “jybeing”

- [www.jybe.com](http://www.jybe.com)
FURL

■ Frame Uniform Resource Locator
■ Allows archiving and sharing of web pages (actually keeps a “copy” of the web page)
■ A “furler” can capture the pages for a discussion group – don’t lose access to sites
■ Use to track useful pages for class discussions (“furling”)
■ http://www.furl.net/home.jsp
Clicker

- Wireless response system
- Students hold “clickers”, clicker receiver(s), and clicker software on instructor station
- Design tests, quizzes, questions etc.
- Students answer using clickers
- Software collates answers on screen
- Uses: Determine how well students understand the material, actual scoring for in-class tests, helps keep students awake
- More use in science-based classes
References


References


■ 6Matisse Enzer's Glossary of Internet Terms http://www.matisse.net/files/glossary.html