Can Social Networks Help to Increase the Use of e-Books in Academia?

ACS 235th National Meeting & Exposition
New Orleans
4/6/08

Sasha Gurke
SVP & Co-Founder, Knovel Corp.
Experimenting with Facebook

• Goals
  – Increase awareness of e-resources
  – Train
  – Learn about use patterns

• Means
  – Working with university librarians
  – Establishing own presence
Why Facebook?

- Most popular site among students
- 5th most trafficked website in US after Google, Yahoo!, Myspace and YouTube (Alexa, Apr. 07)
- 64 M active users worldwide (Wikipedia)
- Easy to manage and organize multimedia content
- Interactive and engaging
- Typical e-resource related uses
  - Vendor and library
  - Students
  - Faculty
### Top 10 Web Sites among US College Students, by Gender, February 2008 (% of respondents)

<table>
<thead>
<tr>
<th></th>
<th>Males</th>
<th>Females</th>
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<tbody>
<tr>
<td>1. Facebook</td>
<td>60%</td>
<td>74%</td>
</tr>
<tr>
<td>2. ESPN</td>
<td>36%</td>
<td>28%</td>
</tr>
<tr>
<td>3. YouTube</td>
<td>28%</td>
<td>28%</td>
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<tr>
<td>4. Google</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>5. CollegeHumor</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>6. Yahoo!</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>7. Weather.com</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>8. Break</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>9. Digg</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>10. Wikipedia</td>
<td>7%</td>
<td>7%</td>
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</tbody>
</table>

Note: n=1,012 ages 18-24; respondents were asked to name three favorite Web sites on an unaided basis.
Knovel Facebook

Knovel is an online reference collection used by applied scientists and practicing engineers globally to quickly get relevant and reliable technical information.

Information

Group Info

Knovel

Name: Knovel
Type: Internet & Technology - Websites

Contact Info

Email: info@knovel.com
Website: www.knovel.com
Street: 485 5th Avenue

Related Groups

Librarians and Facebook
Organizations - Academic Organizations

SoTech Librarians
Common Interest - Science
Library 2.0 Interest Group
Internet & Technology - Websites
Six Degrees of Separation - The Experiment
Just for Fun - Facebook Classics
Special Libraries Association (SLA)
Members on Facebook
Organizations - Professional Organizations

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Sashe Grice
- Rob Brand - Bridgeport / Stamford, CT
- Arti Afshar (no network)
Vendor & Library Uses

- Links to resources
- Educate students on library programs and services
- Tips posted on the Walls
- Discussion boards
- Contests
- Surveys
- Communication by group messenger

- Video demos and tutorials
- Applications
  - WorldCat
  - Library Search (Penn State)
  - Notes
  - Groups
  - Events
- Advertising
- Reach out to universities and professional groups
Student Uses

Daily Online Activities of US College Students, April 2007 (% of respondents)

- Send and receive e-mail: 83%
- Visit social networking sites: 54%
- Use instant messaging: 40%
- Research a product/service online to later purchase offline: 29%
- Watch videos: 26%
- Download music: 25%
- Play games: 23%
- Read blogs: 22%
- Upload/post photos: 18%
- Write a blog: 10%
- Download a podcast: 5%

Note: n=1,532 ages 18-50
Source: Alloy Media + Marketing, "Alloy College Explorer" conducted by Harris Interactive, Inc., provided to eMarketer, July 2007
Student Uses (continued)

- 80% of college students favor a particular social-networking site because their friends use the same site* to
  - Keep in touch
  - Network
  - Make friends
  - Date
  - Reinforce relationships

- Most Common Activities**
  - Browsing Profiles
  - Interacting with Applications
  - Browsing Pictures

- Study groups (Ryerson)

- Only 13% of students said libraries should build social-networking sites*

** Freiert, blog.complete.com, 2007

* The Chronicle of Higher Education, Oct. 07
Faculty Uses*

- Learning tool
  - Alternative to Blackboard to post materials
  - Providing feedback
- Communication tool
  - With students
  - With alumni
- Better understand/know students but…
- Largely stay away from social aspects
- Concerns (privacy, time spent)

* Central Michigan U, Oklahoma U, Pepperdine U
So, What About e-Resources?

• Knovel Facebook group page (86 members)

• Knovel Facebook iPod contest
  – Place most links to Unit Converter
  – 160 student participants
  – No statistically meaningful increase in traffic

• Facebook application use (Bridges, Oregon SU)
  – Notre Dame Library Search (2 active daily users)
  – Fun Wall (2,146,258 active daily users)

• U Calgary Facebook ad experiment

• Drexel Facebook experience: librarian perspective

• Georgia Tech Facebook status: student report
University of Calgary Facebook Advertising*

- Promoted use of ebrary and Refworks with 2 ads
  - Research your paper
  - Manage your references
- 10,000 students on Facebook
- Total spent on a month's worth of advertising $71
- Displayed ads over 270,000 times
- Generated a total of 55 clickthroughs

* The Distant Librarian, Dec. 8, 2008
Drexel is Reaching Out Using Facebook*

- Using Notes application to receive feeds from engineering blogs
- Bookmarks from del.icio.us
- Drexel Engineering Information Awareness Campaign Group
- Announcing new electronic resources to students
- Information tips posted on the Walls
- Vendor specific tutorials
- Communication
  - by group message
  - Individual posts
- Quiz
- Links to university and other professional groups on Facebook

* Jay Bhatt, Drexel U Librarian, Mar. 08, Private Communication
Using Notes to Import Feeds from Engineering Blogs
Drexel Engineering Information Awareness Campaign Group

Drexel Engineering Information Resources Awareness Campaign

Group Info
Names: Drexel Engineering Information Resources Awareness Campaign
Type: Student Groups - Academic Groups
Description: There are numerous print and electronic resources available from the Drexel University Libraries in the field of engineering and biomedical engineering. It appears that many students are not aware of what services and resources our libraries offer. This group will serve to enhance awareness of resources available so that the students can be able to use them more efficiently in their research and coursework they take.

Contact Info
Email: bhattacharyya@drexel.edu
Website: http://www.library.drexel.edu/services/engineering.html
Office: Hagerty Library, Room 319, Drexel University
Street: 33rd and Market Streets

Photos
No one has uploaded any photos. Add Photos.

Related Groups
- Campus Activities Board (CAB)
- Student Groups - General
- Feed a Child with just a Click!
- Common Interest - beliefs & cultures
- DISA (Drexel Indian Students Association)
- Student Groups - Ethnic/Cultural Groups
- Drexel 2012
- Student Groups - General
- Drexel Entrepreneurial Association
- Business - Home Business

Group Type
This is an open group on the Drexel network. Anyone from Drexel can join and invite others from Drexel to join.

Admins
- Jay Bhatt (creator)
Announcing New Electronic Resources to Students

**Englibrary: Drexel University Libraries Blogs**

http://www.library.drexel.edu/...

Jay Bhatt Librarian for Engineering Hours M-F: 9am-6pm Hagerty Library, Room 132 bhattjj@drexel.edu 215-895-1873 AOL IM jaybhatt59 YAHOO IM jay_bhatt_98

An Encyclopedia of Chemicals, Drugs, and Biologicals. The Merck Index is a world renowned, authoritative handbook of chemical, pharmaceutical and biomedical information that contains more than 10,000 monographs, 32 supplemental tables and 450 Organic Name Reactions and almost 1000 retired monographs. Provided by Knovel.

Posted by Jay Bhatt | Add a comment

**jaybhatt's bookmarks on del.icio.us**

http://del.icio.us/jaybhatt
to science and technology information tools, New resources, current awareness, alerts ... saved by 11 other people ... on oct 10

Compilation of various resources to help locate engineering information, links to ENDNOTE tutorials, and other instructional tips on searching electronic databases

Posted by Jay Bhatt | Add a comment
Information Tips Posted on the Walls

Jay Bhatt shared a link
at 5:05pm on February 1st, 2008

Engineering 102-103-104 resources for freshman design projects
There are some important resources and guides available from the Library's web site. These are listed below:

Key Web Resources and Databases

Engineering Information Retrieval Tutorial
Engineering 102 Library Resources
Engineering Databases
Biomedical Engineering/Health Sciences Databases

Key Resources to find background information, properties of materials and patents

Encyclopedia of Materials: Science and Technology and other electronic reference works and See also Electronic Reference Books for other important encyclopedias
Engineering electronic books from ENGnetBASE and other netBASE collections
Knovel - Engineering and Scientific online reference books
Knovel Tutorials online

Access:
http://www.library.drexel.edu/blogs/engineeringlibrary/instruction/2008/01/engineering_102_resources_fo.html

Engineering Library Instruction:
Drexel University Libraries Blogs
http://www.library.drexel.edu/...

Engineering Information Retrieval Tutorial
Engineering 102 Library Resources
Engineering Databases
Biomedical Engineering/Health Sciences Databases

Write on Jay's Wall - Message
Student Response

- There are now app. 200 engineering students on the Engineering Librarian’s Facebook
- 119 students in the Drexel Engineering Information Awareness Campaign Group while 55 members in the general group
- Collecting feedback on their perceptions of different outreach methods
- Survey impact on e-resource awareness and use - results at SLA
Georgia Tech Observations

- Library Facebook stats (3 groups, 40 members, 2 events)
- One group had 4000 hits the first week, but not too many participants
- RATS week ceLIBration
  - Event of games and networking for new freshman students at the library
  - 1st group
  - Started 2 years ago
  - Now has 8 members and is pretty much barren
  - Last post on the discussion board in Aug. 06
Georgia Tech Observations (continued)*

- Georgia Tech Tuesday Talks
  - Monthly presentations on research at Georgia Tech
  - 10 members
- The Commons @ The Georgia Tech Library
  - Feedback on the renovation of the commons
  - There isn’t much student activity
- e-book usability study – no Facebook role (LITA National Forum 2007)

* Phil Sou, Georgia Tech Mech. Eng. Senior, Mar. 08, Private Communication
Iowa State University – a Bright Spot!

LITA National Forum 2007
109-Slide Presentation by Jerry McKiernan
Conclusions

- Use of Facebook by academic libraries expands rapidly
- It is focused on e-resource promotion, education and help
- It’s success largely depends on dedication and creativity of library staff
- Participation of students in library groups is limited in spite of huge popularity of Facebook
- The impact of Facebook on the use of e-resources is hard to measure and most likely limited
- More research is needed and being done at Drexel