

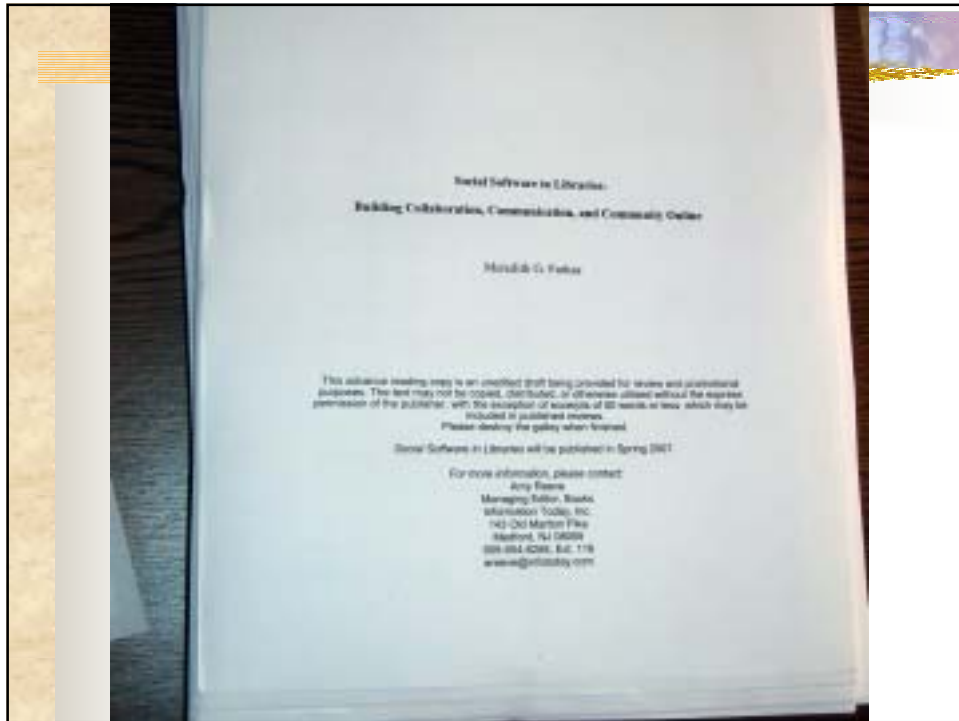
Letting It All Hang Out: The Social Network

Roy Tennant

Excuses, excuses

- I only have so much time
- Your mileage may vary
- It's not my fault!
- I didn't write the book on it, Meredith did...





Social Software: The Farkas Formula

- Social software is software that meets at least two of the following conditions:
 - It allows people to communicate, collaborate and build community online
 - It can be syndicated, reused, or remixed, or it facilitates syndications
 - It allows people to easily learn from and capitalize on the behavior or knowledge of others

Characteristics of Social Software



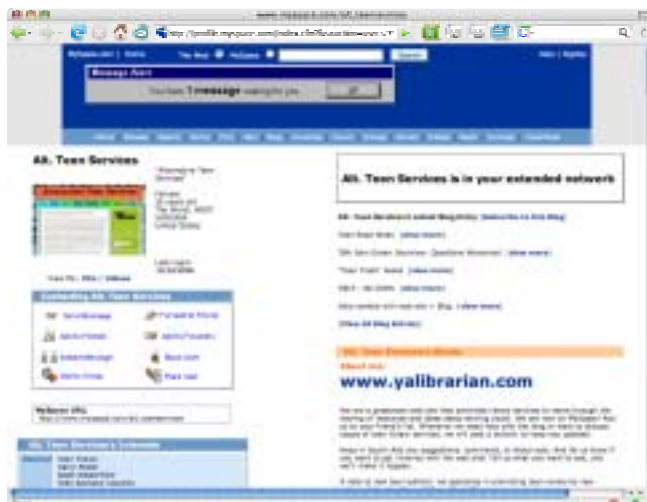
Easy Content Creation and Sharing



Online Collaboration



Communities Built from the Bottom Up



Personalization



Portability

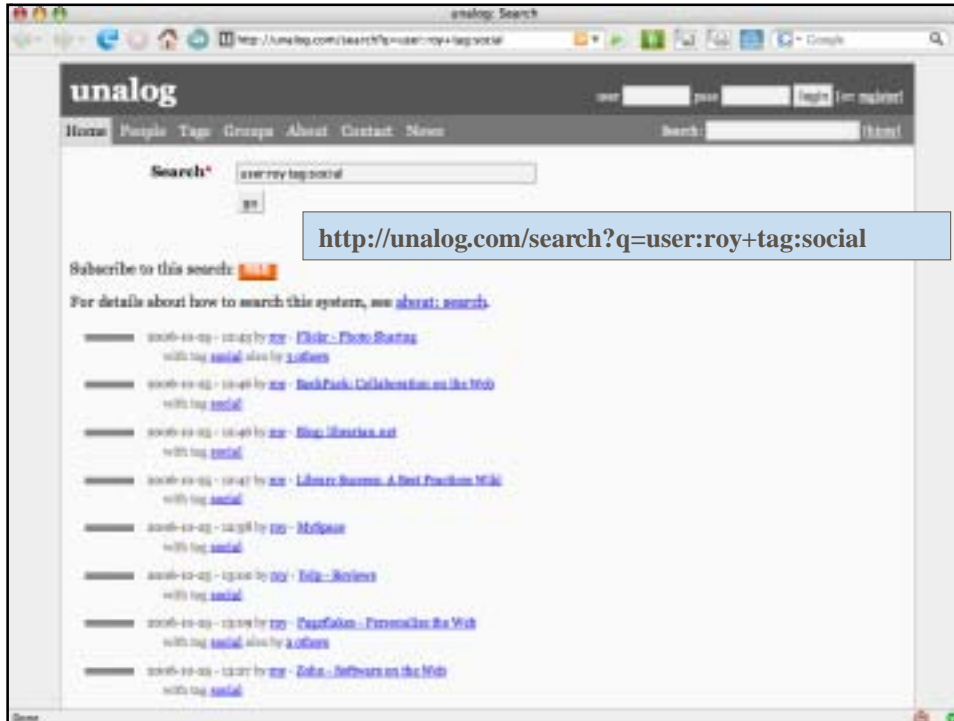


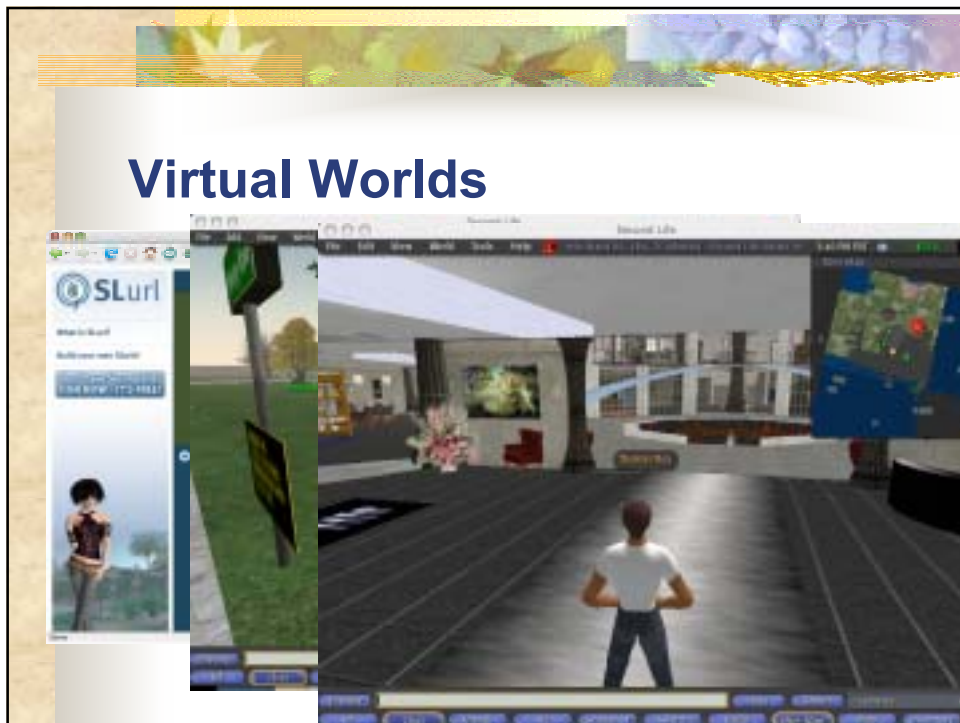
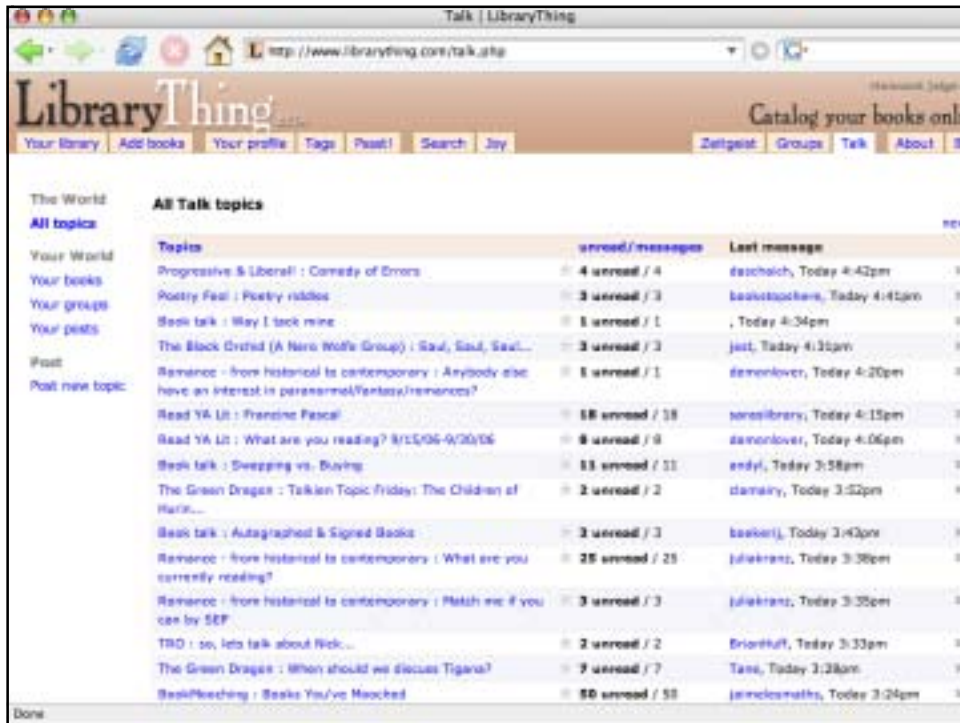
Overcoming Barriers of Distance & Time



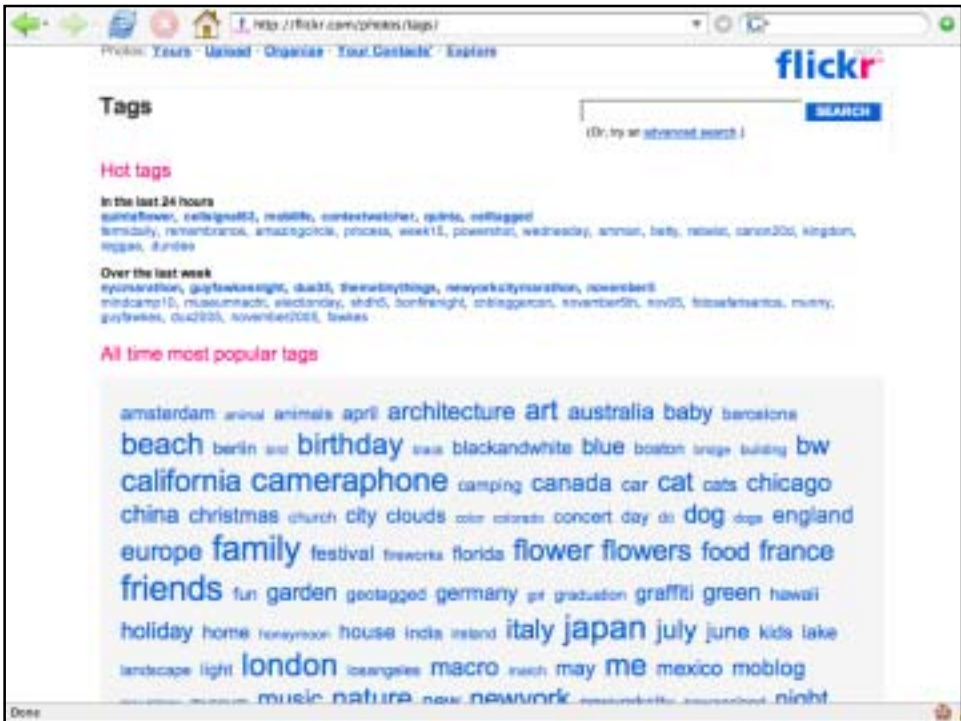
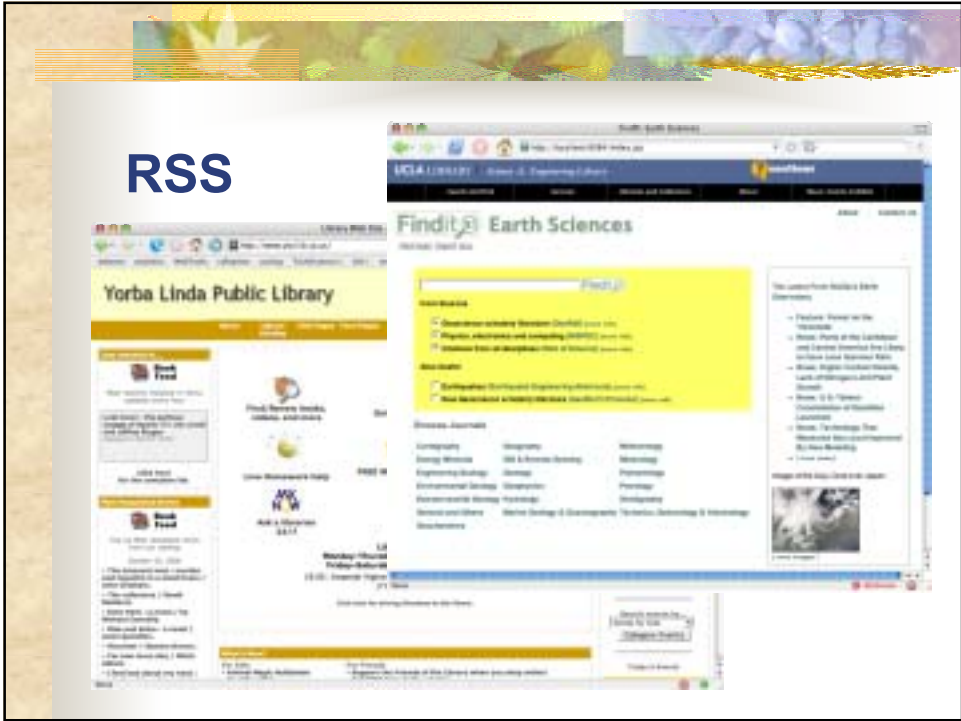
More Social Software Applications and Technologies







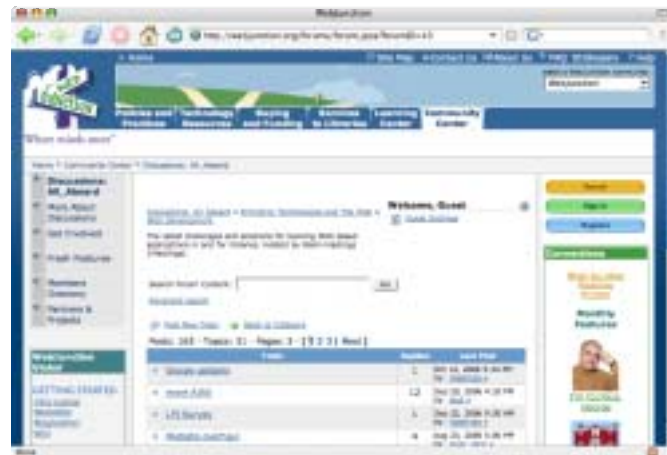
RSS



Legacy Social Software: Mailing Lists



Legacy Social Software: Bull. Boards





Implications for Libraries

- Many of these tools can make us more effective
- Library services should be where our users are
- Staff should be conversant with many social software technologies
- Libraries need to rethink services in light of new opportunities



Meredith Farkas Says...

“Social software offers unprecedented possibilities for communicating, collaborating, and building community with your patrons online, but these technologies are only tools. Your primary focus should always be on your patrons and how to provide them with the best services possible.”

...but let's let Ms. Dewey have the last word

