Letting It All Hang Out: The Social Network

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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
Conversations: Distributed & Real Time

Capitalizing on the Wisdom of Crowds
Personalization

Portability
Overcoming Barriers of Distance & Time

More Social Software Applications and Technologies
http://unalog.com/search?q=user:roy+tag:social
Virtual Worlds
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