

TERMS I HAVE USED OR HEARD USED
TO MAKE FUN OF THE INTERNET:

| | NET | WEB | SPHERE | TUBES | BLAG |
|------------|-----|-----|--------|-------|------|
| WORLD WIDE | | X | | | |
| INTER- | X | X | X | X | X |
| BLOGO- | | | X | | |
| BLAGO- | X | | X | | X |
| WEB- | X | X | | | |

I HEARD ABOUT IT
ON THE INTERBLAG!



Blogging for Professional Development

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Library
York University Libraries

Web 2.you
McGill School of Information Studies
February 15, 2008
<http://tinyurl.com/2u24do>





Attention is the first currency of the digital realm...

Reputation is the second currency of the digital realm...

To me this means that in the digital realm, you have to stop thinking that you're in the XYZ business...and start thinking that you're in the attention and reputation business.

-Richard Akerman

http://scilib.typepad.com/science_library_pad/2008/01/the-currencies.htm

Why do we blog

- To make connections
 - To build our reputation
 - To get people's attention
 - To learn and explore
 - To remember
 - To profit
-
- To start a conversation
 - To open doors

What I hope to inspire

- Engage actively rather than passively
- Actively engage the literature
- Actively engage other professionals
- Explore ideas & issues through your own writing

Join the conversation

Read

Write

Discuss

THE INTERNET HAS ALWAYS HAD LOUD DUMB PEOPLE,
BUT I'VE NEVER SEEN ANYTHING QUITE AS BAD AS
THE PEOPLE WHO COMMENT ON YOUTUBE VIDEOS.



COMMENTS & RESPONSES

ROCCKIR (48 MINUTES AGO)

THIS IS SO OBVIOUSLY FAKED ITS
UNBELIEVABLE, WHY R PEOPLE SO
GULLIBLE??? MORONS

(REPLY)(MARK AS SPAM)

BIGMIKE133 (35 MINUTES AGO)

I'VE SEEN THE SPACE SHUTTLE ASS HOLE
IT DEFINETLY LANDED ON THE MOON
DO SOME RESEARCH...

(REPLY)(MARK AS SPAM)

GUNPISTOLMAN (22 MINUTES AGO)

IF IT WAS REAL WHY IS THEIR GRAVITY?
AMERICANS R FUCKEN SHEEP

(REPLY)(MARK AS SPAM)

CRACKMONKEY74 (17 MINUTES AGO)

U DONT THINK WE WENT TO THE MOON
WHY NOT TELL LOUIS ARMSTRONG TO
HIS FACE

(REPLY)(MARK AS SPAM)

SIMPLEPLAN2009 (5 MINUTES AGO)

IT WAS A SOUNDSTAGE ON MARS

(REPLY)(MARK AS SPAM)

A quick poll

- Who has a library blog?
- Who reads blogs regularly?
 - Librarian.net
 - LISNews
 - Library Stuff
 - Walt at Random
 - Confessions of a Science Librarian
 - Others?
- Non-library blogs?
- Anybody liveblogging right now?

Getting back on track...

Nuts & Bolts

- Definitions
- Description of the Biblioblogosphere
- Why Blogs?
- Engaging the biblioblogosphere
- Joining the biblioblogosphere

Definition of professional development

Professional development often refers to skills required for **maintaining a specific career path** or to general skills offered through **continuing education**, including the more general skills area of personal development. It can be seen as training to **keep current with changing technology and practices in a profession or in the concept of lifelong learning**. Developing and implementing a program of professional development is often a function of the human resources department of a large corporation or institution.

-Wikipedia

Definition of weblog

A blog is a user-generated website where entries are made in journal style and displayed in a **reverse chronological order**.

Blogs often provide commentary or news on a particular subject, such as food, politics, or local news; some function as more personal **online diaries**. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual although some focus on photographs (photoblog), sketchblog, videos (vlog), or audio (podcasting), and are part of a wider network of social media.

-Wikipedia

What is the biblioblogosphere?

- Biblio...
- Types of blogs
- Exploring
- Some of the important blogs
- Some controversies



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Types of library blogs

- News blogs
- Personal blogs
 - General interest
 - Subject oriented
 - Advocacy
- Library blogs (Crawford books!)
 - ie. Many public & academic libraries
- Organizational blogs
 - ie. CLA Montreal Chapter
- Conference blogs
 - ie. SLA conference

Blog Creation Break!

- Create a blog
- Fiddle with themes
- Hello world!

Exploring

- Just get started
 - Find one blog you really like, & go from there
- Blogrolls
- [Lots of lists](#)
- [Technorati](#)
- Lists of "top blogs"
 - [OEDb](#), [IWtBF](#), [LISNews](#), [Cites & Insights](#)
- [Search Engines](#)
- [Aggregators](#) (or [this one](#))
- [Carnivals](#)

The A-List

- Style makers, trend setters, gatekeepers
- Some A-Listers
 - [Annoyed Librarian](#)
 - [Shifted Librarian](#)
 - [Librarian.net](#)
 - [Tame the Web](#)
 - [LibraryStuff](#)
 - [Information Wants to Be Free](#)

Some other ones I really like

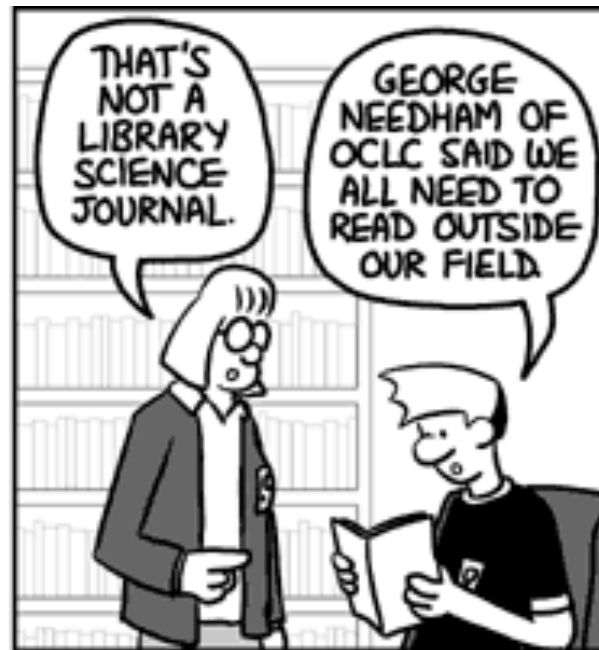
- Actually, the B, C & D listers might be more important to you
- Some that are important to me:
 - [Walt at Random](#)
 - [Academic Librarian](#)
 - [ACRLog](#)
 - [Open Access News](#)
 - [Christina's LIS Rant](#)
 - [Science Library Pad](#)

And don't forget...

- To read widely outside library blogs
 - For me that means science, computer science, engineering & general academic



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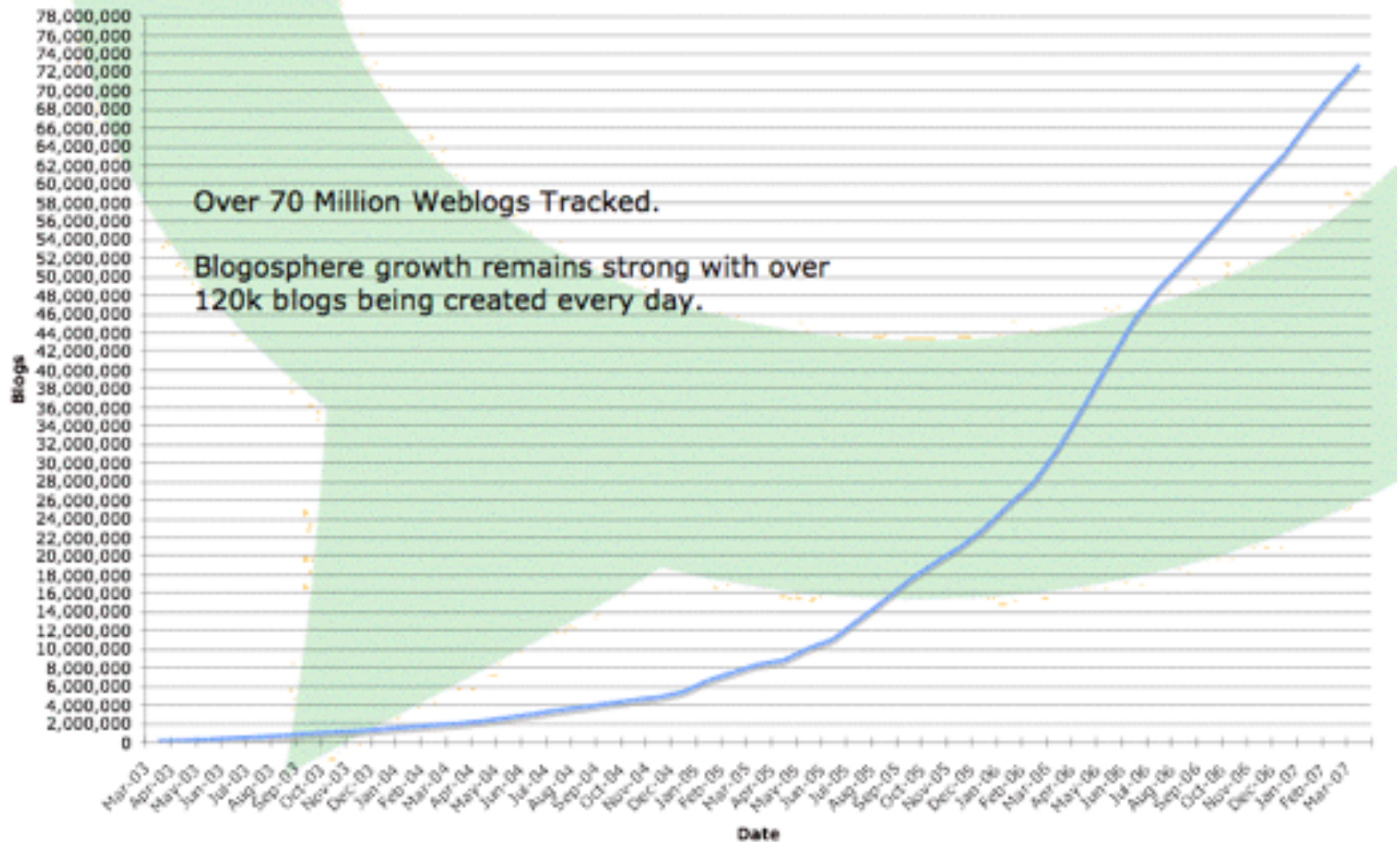
Some controversies

- Library 2.0
- Patriot Act/data privacy
- Intellectual Property
- Is the biblioblogosphere too polite
- Anonymous bloggers

Why Blogs for Professional Development?

- And not something else...
 - Journals & trade magazines
 - Books
 - Mailing lists
- Immediacy
 - Get a feeling for the gestalt right away
 - Conversation & interactivity
- Shifts in patterns of scholarly communication
 - Advantages & disadvantages

Weblogs Cumulative: March 2003 - March 2007



Advantages & disadvantages

- Disadvantages of traditional forms of scholarly & professional communication
 - Expensive to produce
 - Expensive to purchase or license
 - Publication delays
 - Favour scholars rather than practitioners
 - Peer review process can discourage informal and alternative exchanges
 - Gatekeepers can exclude new ideas

Advantages & disadvantages

- Advantages of blogs
 - Low barrier of entry, both to read & write
 - Different people have different communication styles – some people just might be bloggers rather than article writers
 - Can report experimental results
 - Very fast reporting of results
- Walt Crawford's [Balanced Libraries](#) book is an amazing example
- Look at what [Marcus Banks](#) says!

Of course...

- Disadvantages of blogs
 - Signal to noise ratio can be discouraging
 - Anybody can write anything
 - Troll factor
- Advantages of traditional forms
 - More thoughtful
 - More likely to include original research
 - Can take advantage of grants & resources
 - One stop shopping – one book can encompass many viewpoints

Blog Creation Break!

- Add a blogroll
- A few widgets

A comparison

| | LISZEN | Google BS | Technorati | INSPEC | WofS | LISA |
|-------------|--------|-----------|------------|--------|-------|-------|
| Library 2.0 | 536 | 5,304 | 7,898 | 2 | 6 | 18 |
| Open Access | 249 | 45,356 | 27,097 | 810 | 1,991 | 1,175 |
| IL | 295 | 6,936 | 6,240 | 567 | 409 | 1,955 |

- Google BS = Google Blog Search
- WofS = Web of Science

Engaging the Biblioblogosphere

- Reading library blogs
- Commenting
- Carnivals
- Search engines
- Write columns, articles & reviews of blogs in the MSM



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Don't just join one community...

Be promiscuous

- Join as many communities as you need
- Depending on areas of responsibility
 - Collections
 - Technology
 - Management
- For example, a medical librarian could join communities of doctors, nurses or patient groups
- For fun too
 - Science, Science fiction
 - Food, music, humour

The ultimate way to engage...

Joining the Biblioblogosphere

- Creating your own blog

Why do we blog

- To make connections
 - To build our reputation
 - To get people's attention
 - To learn and explore
 - To remember
 - To profit
-
- To start a conversation
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What I hope to inspire

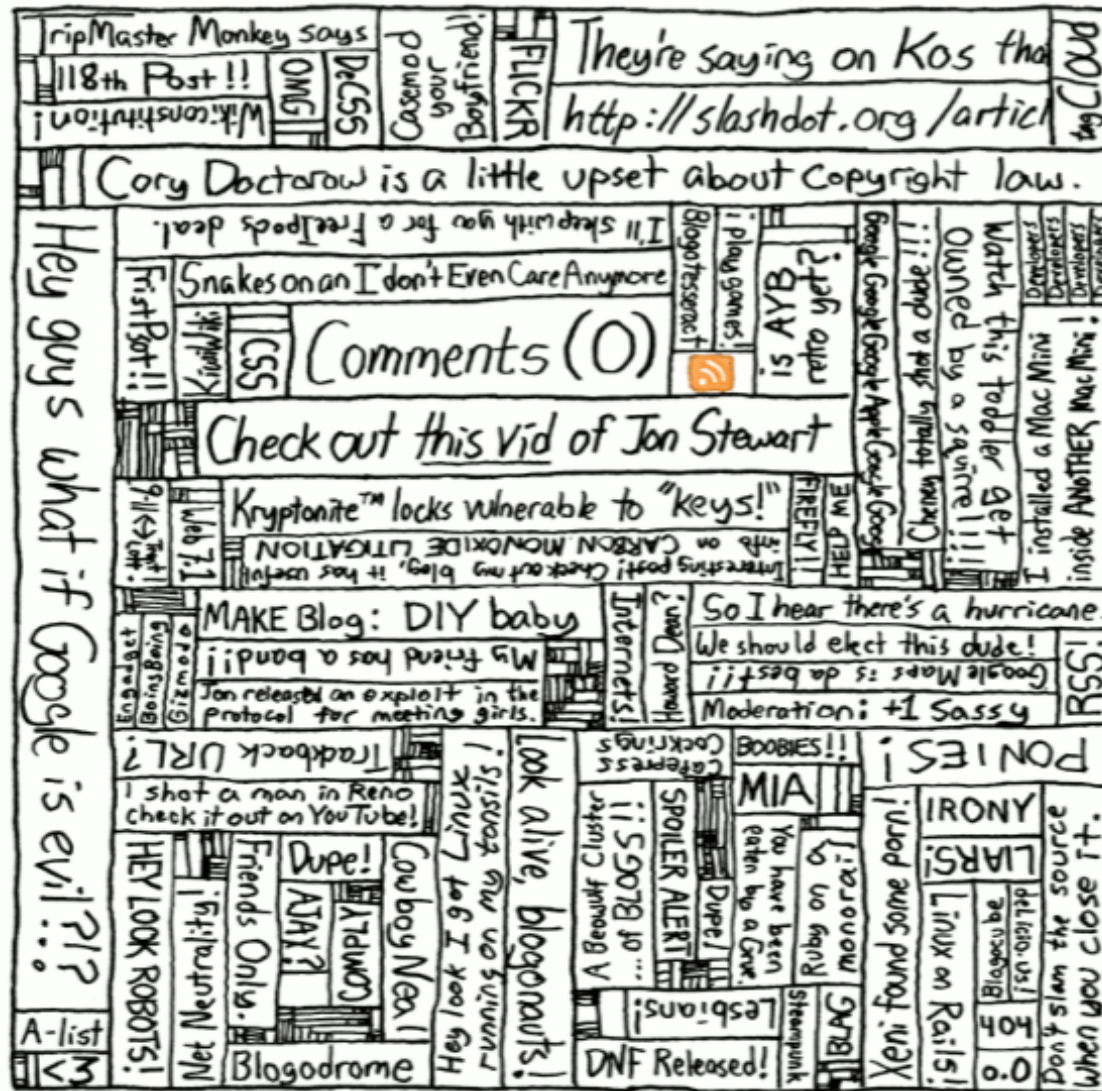
- Engage actively rather than passively
- Actively engage the literature
- Actively engage other professionals
- Explore ideas & issues through your own writing

That's all well and good

- But first have something to say
- Technical details
- Promoting your blog
- Fame, or not

FROM THE MAKERS OF THE BLOGOSPHERE,
BLOGOCUBE, AND BLOGODROME COMES

the Blogofractal



<http://xkcd.com/c124.html>

Have something to say

- Everybody has something to contribute, a story to tell
 - Students
 - Public Librarians
 - Academic
 - Special
 - Faculty
 - CEOs/Managers/Deans/ULs

Have something to say

- Find a niche or focus
- It can be anything
 - Topical essays
 - Quick links
 - Journal reading diary
 - IT focused
 - Humour
- Don't be afraid to evolve
 - It has to stay fun for you

How do we blog

- Post about what matters to you. That's likely to change over time.
- Post when you have something to say.
- Take as many words to say it as it needs.
- Think for a couple of seconds about what you're about to release to humanity in general – but don't obsess over it.
- Don't worry about huge readership... Do what you're doing and the right readers will find you.

Thanks, Walt.

- Cites & Insights, [v6i14](#), Dec 2006

Technical details

- Find a platform
 - Hosted: Blogger, WordPress
 - Installed: Movable Type, WordPress
- Learn some of the jargon
 - RSS, Atom, widgets
 - Trackbacks, blogroll, fisking
- Get familiar with some of the tools
 - Bloglines & other aggregators
 - Digg, SlashDot, BoingBoing, Meebo, YouTube
 - Del.icio.us

Blog Creation Break!

- A few posts
- Embedding video
- Embedding slides
- [Advanced widgets](#)
- [Science Blogs!](#)

Promoting your blog

- Good Blog Name!
- Blogrolls
- Link love
- [Aggregators](#) & blog lists
- Comment on other blogs
- Carnivals
- [Conferences](#)
- [Group](#) & [association](#) blogs
- Cross promote in other [communities](#)



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Fame, or not

- Reputation, reputation, reputation
 - Usefulness for students
 - Usefulness for anyone looking for a job
 - Building connections can create unexpected opportunities

Fame, or not

- Can a new blog jump into the A- or B-List?
- Building a readership is for the long term
- [The Big Post](#)
- Keeping track
 - Stat counters
 - Technorati
 - Referrer logs

Fame, or not

- Some of the things blogging has done for me
 - IEEE LAC
 - A few free books
 - A couple of event invitations
 - Tenure!
 - And mostly, a broad and deep network
 - Library community
 - Publishing community
 - Science community

Fame, or not

- Keep your eyes on why you really blog

Conclusion

- “Skills required for maintaining a specific career path”
- “Keep current with changing technology and practices in a profession or in the concept of lifelong learning”

Conclusion

- Read
- Write
- Discuss
- Let those other things take care of themselves

Contact & References

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Confessions of a Science Librarian
<http://jdupuis.blogspot.com>

References
<http://del.icio.us/jdupuis/profdev>
<http://del.icio.us/jdupuis/profdevblogs>

This Presentation
<http://tinyurl.com/2u24do>

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Questions...for you!

- How do you think blogs will affect the future of scholarly & professional publishing?
- What would encourage you to start your own blog?
- Discourage?
- Are blogs “So 2006?”
- Are blogs too political, popcultural, snarky, self-centred, whiny, strident...