

Charleston Conference Observatory: Are Social Media Impacting in Research?

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David Nicholas, Ian Rowlands, and Deanna Wamae, "Charleston Conference Observatory: Are Social Media Impacting in Research?" (2010). *Proceedings of the Charleston Library Conference*.
<http://dx.doi.org/10.5703/1288284314807>

started. The key elements here are: primary documents, careful planning, control and management. Esposito emphasized the need for stiff membership requirements, performance audits and eliminating “free riders” by, for instance, charging unaffiliated scholars a fee for access and assigning them to a member institution for authentication.

WHO DO WE TRUST? THE MEANING OF BRAND IN SCHOLARLY PUBLISHING AND ACADEMIC LIBRARIANSHIP

Speakers: **Anthony Watkinson** - Senior Lecturer, Department of Information Studies, University College London, Moderator; **Kent Anderson** - CEO/Publisher, The Journal of Bone & Joint Surgery; **Dean Smith** - Director, Project MUSE; **Hazel Woodward** - University Librarian Cranfield University UK; **Allen Renear** - Associate Dean for Research and Associate Professor, Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign

Reported by: **Audrey Powers** (apowers@usf.edu) – University of South Florida

Previously published in Against the Grain, v. 23 #1, February 2011

Four presenters and a moderator representing the publishing industry and academic libraries provided their viewpoints about trust in an ever exploding web environment. Each presenter offered a different perspective of the meaning of trust based on the presenter’s point of view; publisher, vendor, librarian, and researcher. The presentations provided different perspectives on trust in the scholarly environment, but they all ultimately pointed to the information seeking behavior of end users. Because the explosion of published scholarly materials has created an environment where there is too much to read, the trend is to move away from finding and reading authoritative, trustworthy articles to exploiting content with text mining and strategic reading. Topics covered included skepticism and distrust of the publishing world, public access to research, the trust dynamic between publishers and librarians, users’ trust in the information resources in the web environment and the fact that the importance of trust is being exaggerated.

CHARLESTON CONFERENCE OBSERVATORY: ARE SOCIAL MEDIA IMPACTING IN RESEARCH?

Speakers: **David Nicholas** - Director of the Department of Information Studies, UCL Centre for Publishing and CIBER Research Group; **Ian Rowlands** - Professor of Information Studies, University College London, (UCL); **Deanna Wamae** - Senior Vice President of the Americas, Emerald Group Publishing Inc.

Reported by: **Lettie Conrad** (Lettie.Conrad@sagepub.com) - SAGE Publications, Inc.

Previously published in Against the Grain, v. 23 #1, February 2011

Online tools such as Twitter and Wikipedia are no longer exclusively social media; these devices can now also be considered “scholarly media,” as CIBER’s most recent studies show

that notable numbers of researchers and educators worldwide employ these sites in the course of their academic work. On the day after an extensive online survey on the use of social media in scholarship was completed, Nicholas outlined the scope and purpose of the CIBER's 2010 contribution to the Charleston Observatory. Rowlands went on to share freshly tabulated data that demonstrates how scholars fit generic online tools, such as Skype and Google Docs, into their workflow at nearly every stage of research. The perceived benefits were around speedy dissemination with wider audiences and without the access restrictions of alternate media. Wamae presented data showing that, for these scholars, utility will determine adoption. The group concluded that libraries and publishers alike must adapt to these trends and collaborate in order integrate academic services and products easily into preferred mainstream social media. Slides from this and other Charleston Conference presentations can be found online at <http://www.slideshare.net/event/2010-charleston-conference>.

THE TOWER AND THE FREE WEB: THE ROLE OF REFERENCE

Speakers: *John Dove* - President, Credo Reference; *Phoebe Ayers* - Wikimedia Foundation / University of California at Davis; *Casper Grathwohl* - Vice President and Online and Reference Publisher, Oxford University Press; *Jason B. Phillips* - Librarian for Sociology, Psychology, Gender and Sexuality Studies and American Studies, New York University; *Michael Sweet* - CEO, Credo Reference

Reported by: *Som Linthicum* (s.linthicum@yahoo.com) - MLIS student at the University of South Carolina

Previously published in Against the Grain, v. 23 #3, June 2011

This large plenary session explored the changing – and, some might argue, vanishing – role of reference in a web-dominated information universe. By forging creative partnerships among publishers, aggregators, and librarians, the speakers hoped to identify opportunities to re-assert the role of an interpretive guide in the process of resource evaluation in order to overcome the onslaught of indiscriminate information overload often experienced by online researchers. Among the possibilities discussed were the embedding of authoritatively vetted hyperlinks within Wikipedia and other collaborative, but unmediated, information vehicles; the creation of proprietary alternatives to Wikipedia with greater authority controls; and the development of online reference services that redirect and reconnect web-based research queries to library resource providers. Speakers emphasized that any such vehicle would need to be discoverable, contextualized, and seamlessly integrated with other relevant resources. The session concluded with a call for innovation, collaboration, and integration among libraries, vendors, and aggregators.