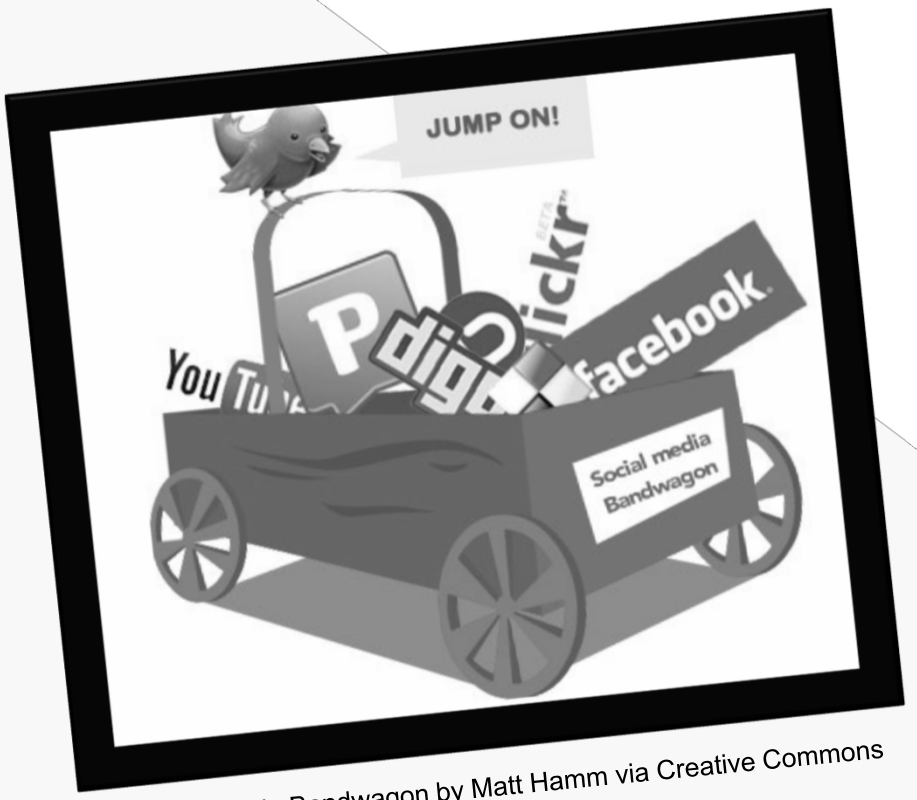
Info/Techno Overload



Social Media Bandwagon by Matt Hamm via Creative Commons

The age of social networking

Danielle Kane
Research Librarian for Emerging Technologies and Service Innovation
Intersections Workshop – May 2010

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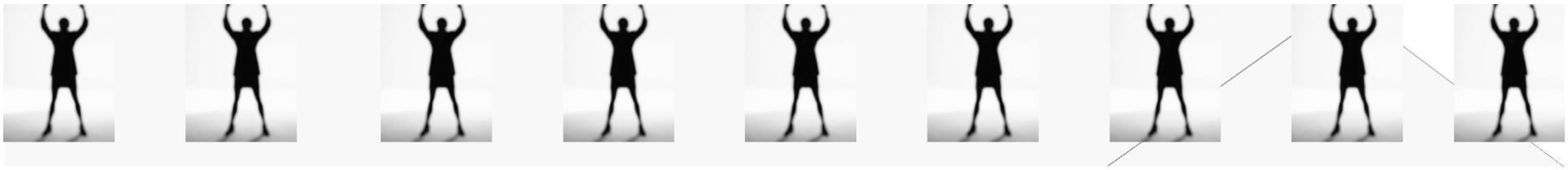

Image Source: http://www.elac.edu/faculty/titlev/web20/web20.htm

Media goes Viral

http://www.wired.com/threatlevel/2009/01/online-burger-p/

http://www.marketingpilgrim.com

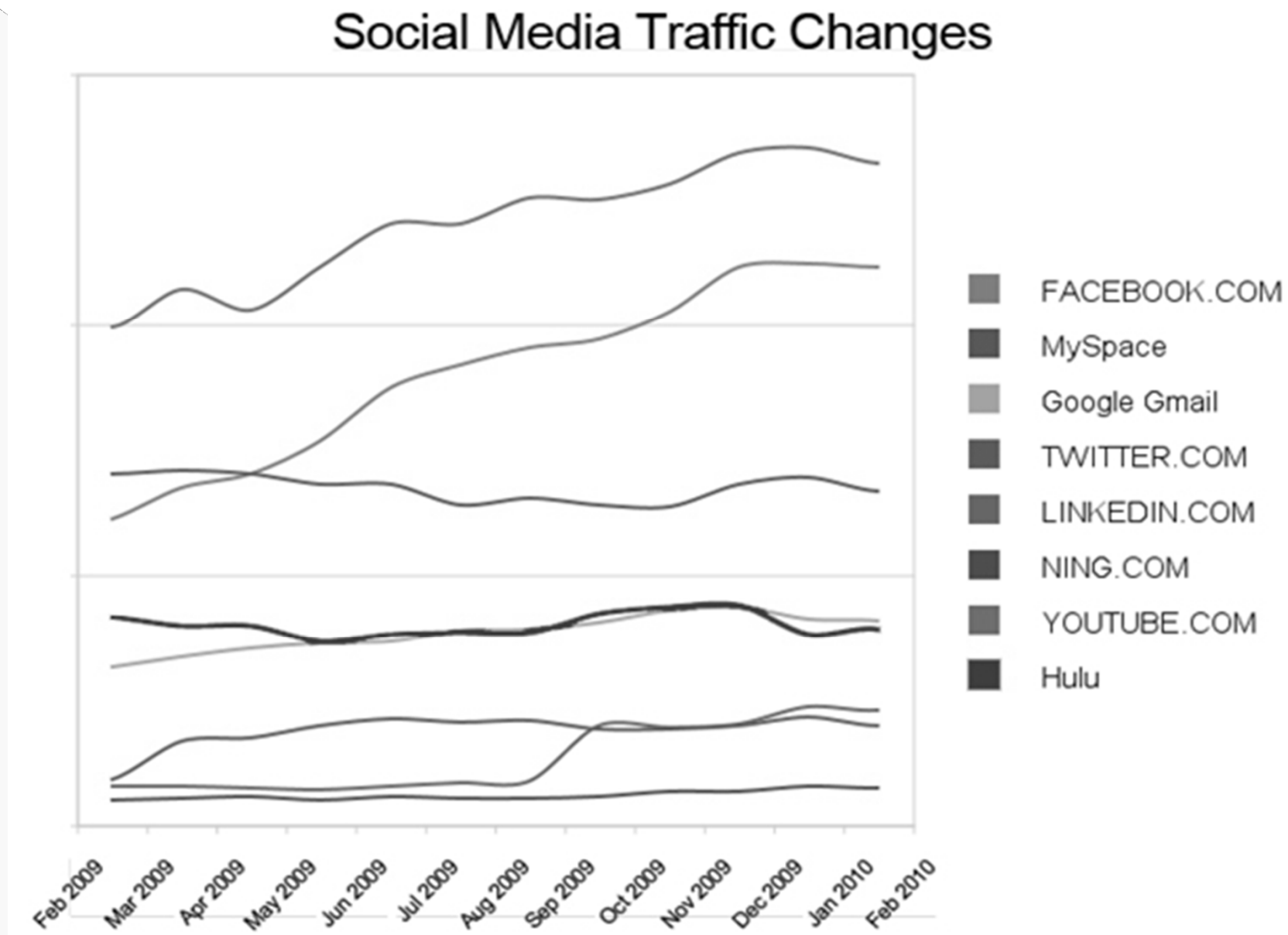

Image Source: http://www.honeytechblog.com/micro-news/facebook-grabs-41-social-media-traffic/1410

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- Determine what your needs are
  - Social – connect with friends and family
  - Work – co-workers, staff, boss, clients, etc.
  - Interest – photography, knitting, etc.

- Explore what is available
  - Where are your friends, family, co-workers

Personal and Professional Identity

- Who might search for you:
  - Colleagues, current employers, friends (new and old), family, peers
- How are you seen by:
  - Your colleagues, your peers, the general public
- Gauged by:
  - Your conduct, what you say, what others say about you, what you write and how you write it, and face-to-face interactions.

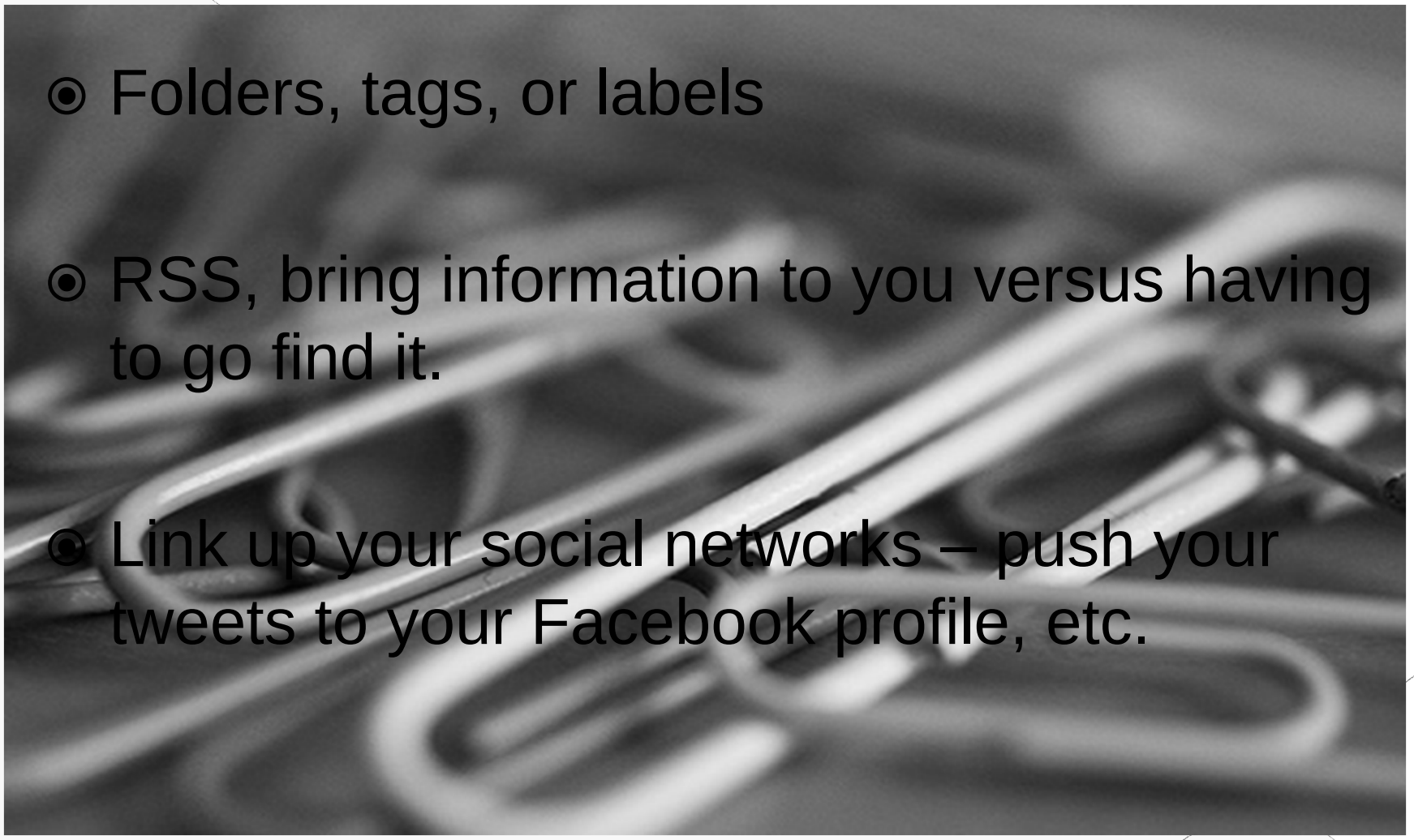
Privacy

- Join a new tool = learn, manage and maintain your privacy options
- Companies have an agenda – don’t make it yours (unless you want to)
- If you can, manage what others can share about you

Information Overload

- ⬆ Rate of new information being produced
- ⬆ In the available channels of incoming information (e.g. telephone, e-mail, instant messaging, rss)
- ➡ Contradictions and inaccuracies in available information
- ⬆ The pieces of information are unrelated or do not have any overall structure to reveal their relationships
- ⬇ The amount of time you have to keep up

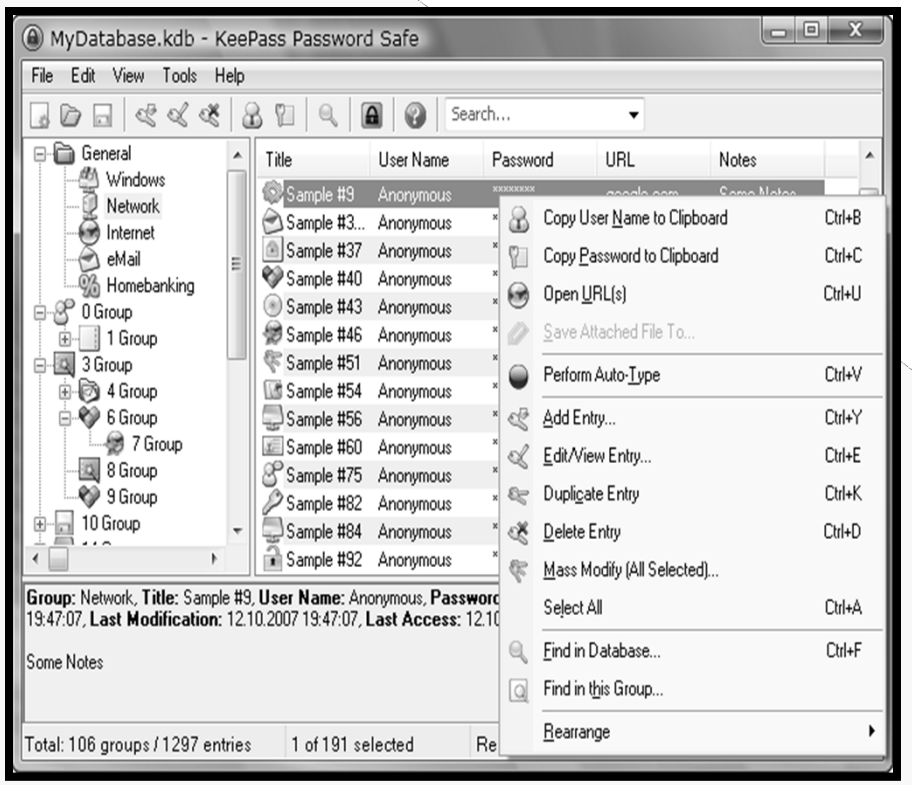
Information Management



- Folders, tags, or labels
- RSS, bring information to you versus having to go find it.
- Link up your social networks – push your tweets to your Facebook profile, etc.

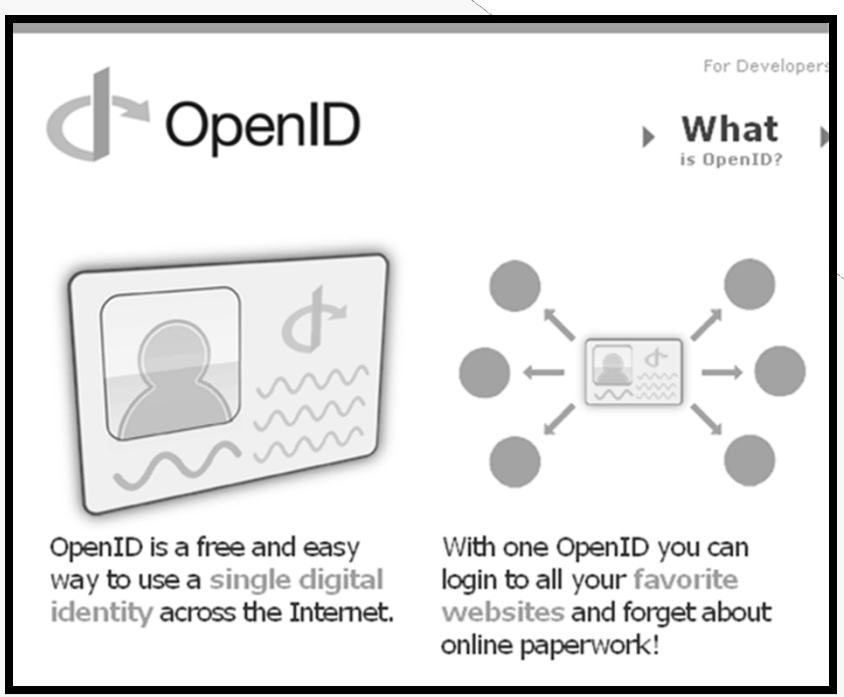
Image Source: http://www.flickr.com/photos/adrianclarkmbbs

Keepass

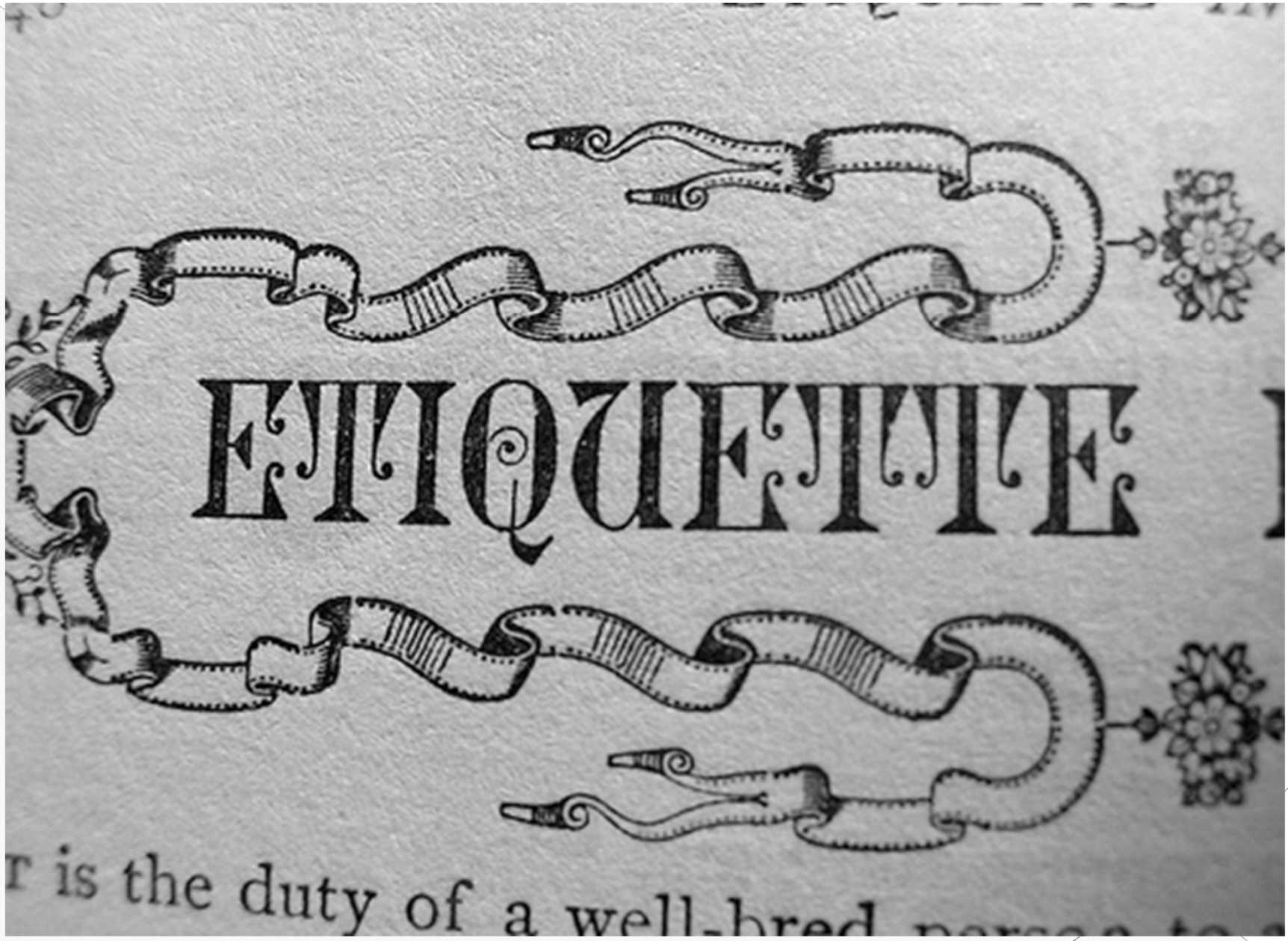


- URL:
  - http://keepass.info/
- What is it:
  - free open source password manager
- Why use it:
  - Easy
  - Why remember 20 passwords when you can remember 1
  - More secure than paper
  - Library IT provides access

OpenID



- URL:
  - http://openid.net/
- What is it:
  - An open, decentralized, free framework for user-centric digital identity
- Why use it:
  - Eliminate the need for multiple usernames across different websites



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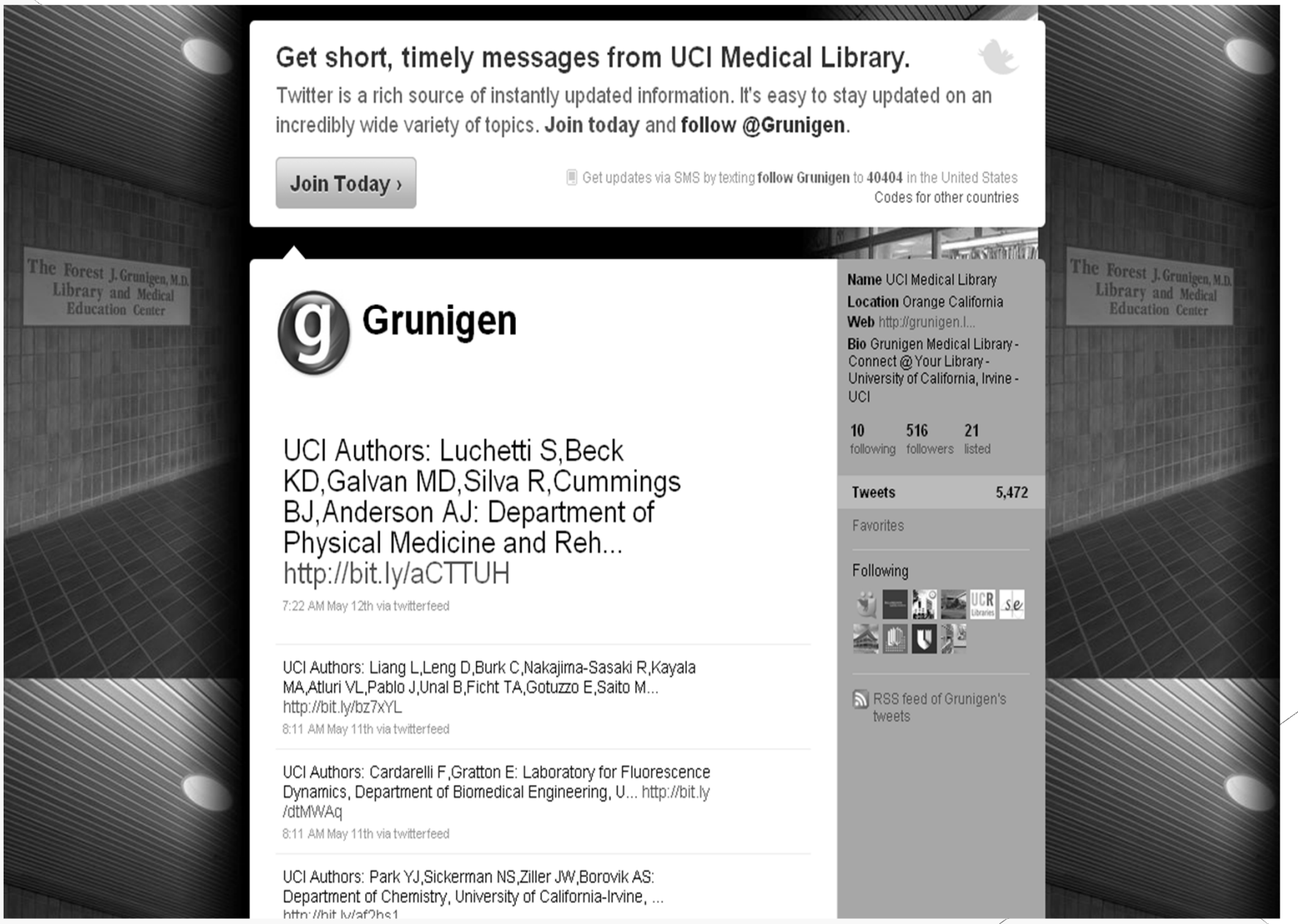

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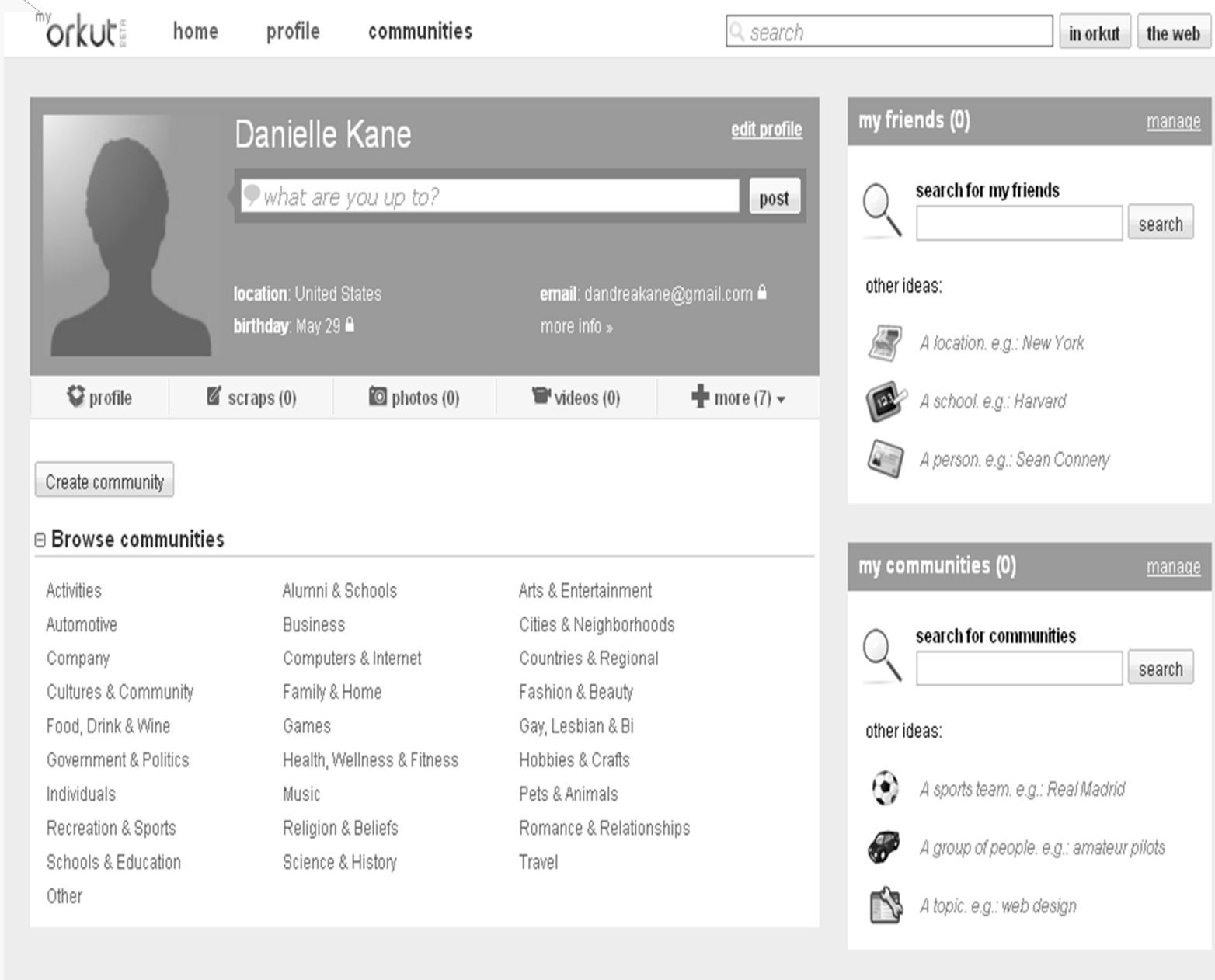

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Share updates, photos, videos, and more.
Start conversations about the things you find interesting.

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Share publicly or privately

Publish your ideas to the world or just to your closest friends.

Inbox integration

Comments get sent right to your inbox so it's easy to keep the conversation going.

Photo friendly

See thumbnails with each post, and browse full-screen photos from popular sites.

Connect sites you already use

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See updates in real time

New posts and comments pop in as they happen. No refresh required.

Just the good stuff

Google Buzz recommends interesting posts and

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See buzz around you and tag posts with your location.

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Thank You

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