

Social Software & Intellectual Freedom

librarian.net/talks/mla2009

Massachusetts Library Association
08may09



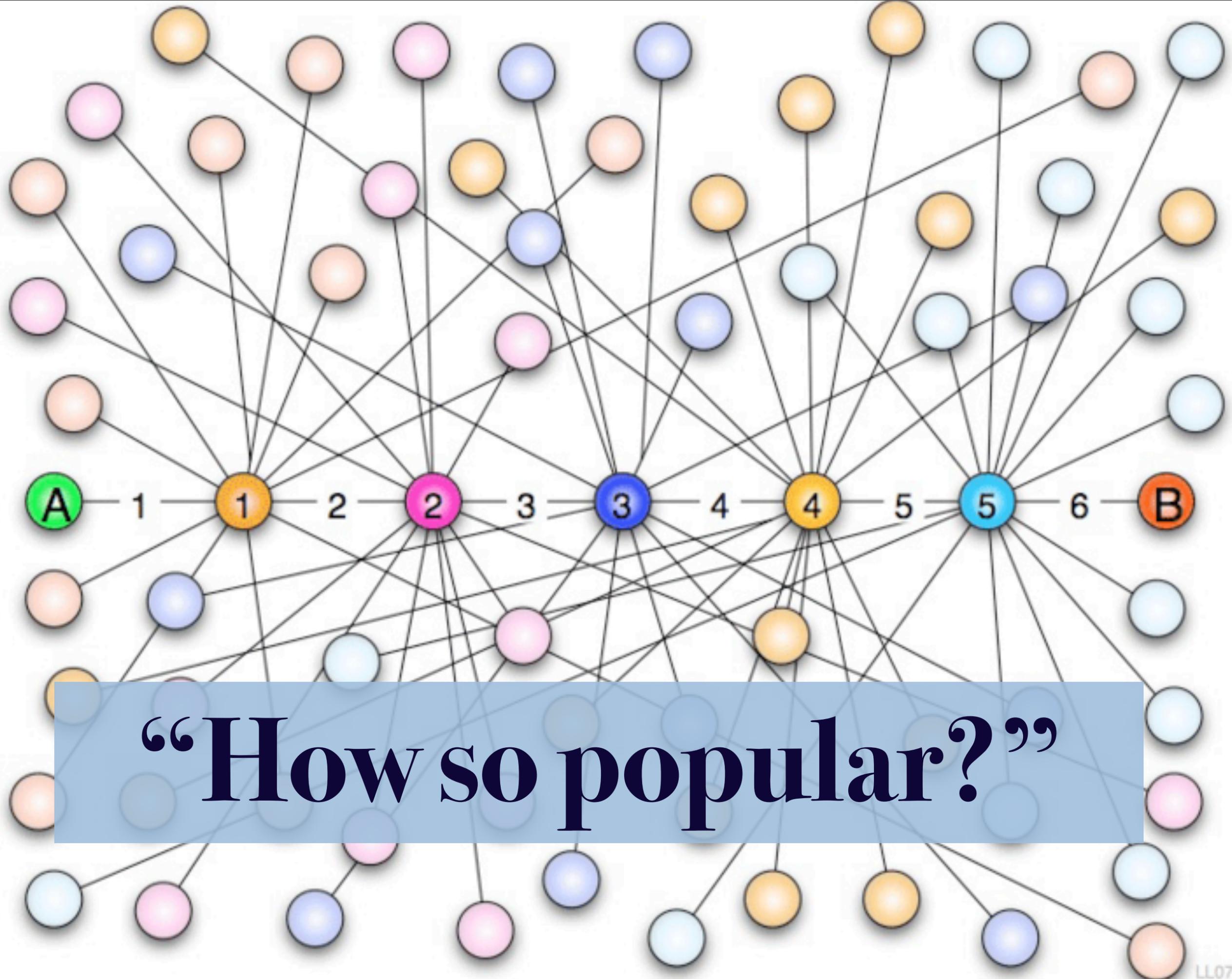
“Social what?”

"A social networking site is an online location where a user can create a profile and build a personal network that connects them to other users." flickr? wikipedia? group blog? del.icio.us?

“Why so popular?”



- * nothing to install, nothing to buy
- * "get laid or get paid" (*)
- * For Many: Your Friends Are There
- * collaborative environments
- * what's changed while you're away? (*)
- * For You: Your Patrons Are There



LL07

Social network analysis first entered popular consciousness in 1967. Stanley Milgram asked a group of volunteers to forward letters via acquaintances.... Milgram's "it's a small world after all" conclusion was that instead of taking dozens of hops, as expected, a typical letter reached its destination in just six steps--giving rise to the now-famous "six degrees" theory of social connection.



“That guy?”

You may know him as the zapper guy



the spying problem

the spying problem "The Achilles heel of social networking technology: privacy. The intensive data mining and background snooping required to develop an accurate picture of social networks is likely to make many citizens (and employees) uneasy."

intellectual freedom



"Intellectual freedom is the right of every individual to both seek and receive information from all points of view without restriction. It provides for free access to all expressions of ideas through which any and all sides of a question, cause or movement may be explored."



who is on top?



Have you even
heard of
most of these sites?

Top 25 Social Networks Re-Rank

(Ranked by Monthly Visits, Jan '09)



Rank	Site	UV	Monthly Visits	Previous Rank
1	facebook.com	68,557,534	1,191,373,339	2
2	myspace.com	58,555,800	810,153,536	1
3	twitter.com	5,979,052	54,218,731	22
4	fixster.com	7,645,423	53,389,974	16
5	linkedin.com	11,274,160	42,744,438	9
6	tagged.com	4,448,915	39,630,927	10
7	classmates.com	17,296,524	35,219,210	3
8	myyearbook.com	33,128,981	33,121,821	4
9	livejournal.com	4,720,720	25,221,354	6
10	imeem.com	9,047,491	22,993,608	13
11	reunion.com	13,704,990	20,278,100	11
12	ning.com	5,673,549	19,511,682	23
13	blackplanet.com	1,530,329	10,173,342	7
14	bebo.com	2,997,929	9,849,137	5
15	hi5.com	2,398,323	9,416,265	8
16	yuku.com	1,317,551	9,358,966	21
17	cafemom.com	1,647,336	8,586,261	19
18	friendster.com	1,568,439	7,279,050	14
19	xanga.com	1,831,376	7,009,577	20
20	360.yahoo.com	1,499,057	5,199,702	12
21	orkut.com	494,464	5,081,235	15
22	urbanchat.com	329,041	2,961,250	24
23	fubar.com	452,090	2,170,315	17
24	asiantown.net	81,245	1,118,245	25
25	tickle.com	96,155	109,492	18

facebook: 200 million users (70% outside the US, a year ago: 70 mil)

flickr: 3 billion photos

twitter: 4.4 mil. unique visitors

who are we talking about?



library
patrons



library
employees

users of social software who.... are library employees, are library patrons

who are we talking about?



library
patrons



library
employees

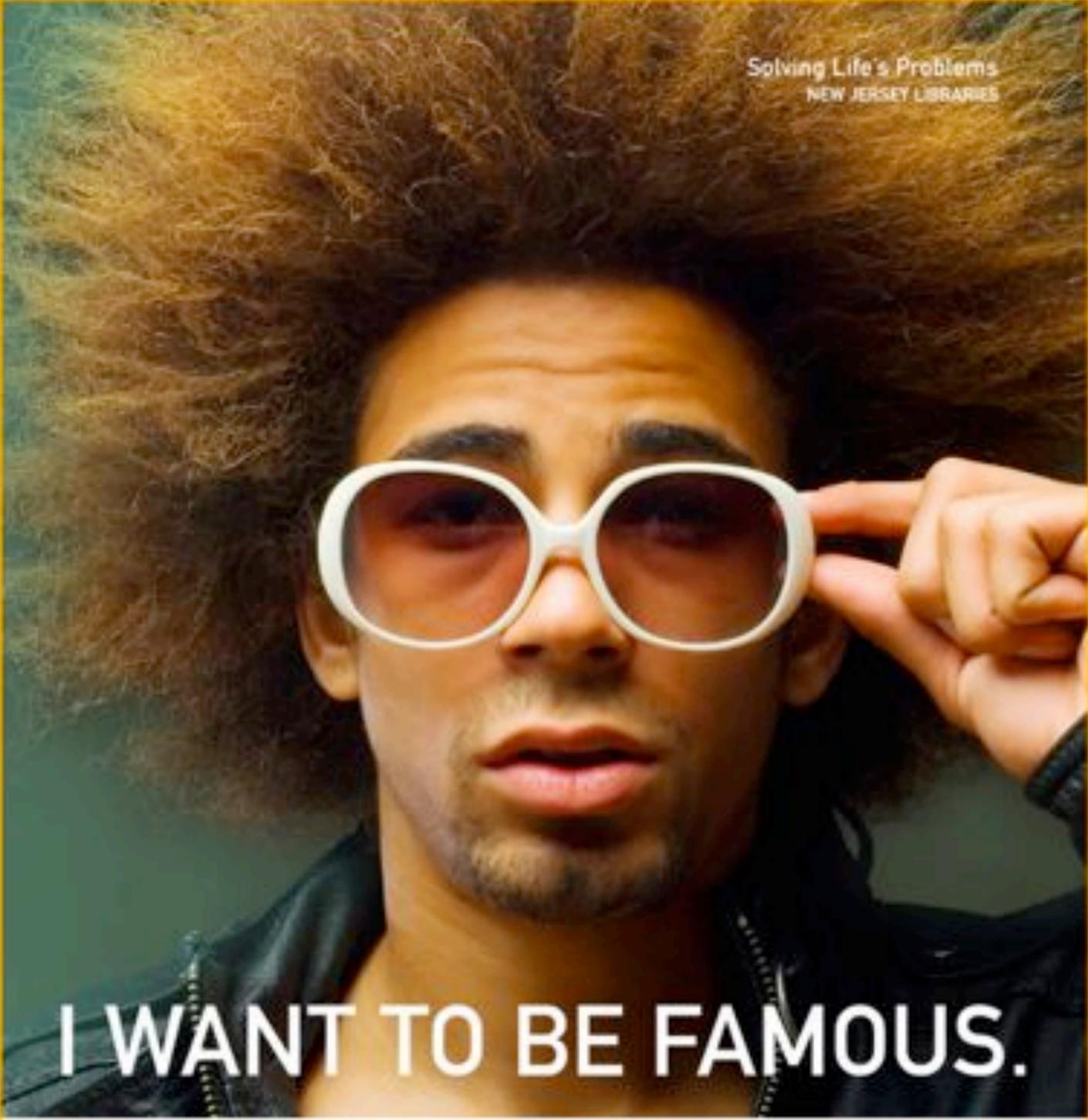
users of social software who.... are library employees, are library patrons

shallow or deep?



1988 - Opening of Lehigh Valley Swimming Pool 7-27-25

Two social/library community situations.... in a deep network users are already networked and libraries are responding to a situation that exists. in a shallow network like the one I work in libraries are setting up the connections and saying "this is what we think is important" The shallow network has more to think about...



Solving Life's Problems
NEW JERSEY LIBRARIES

I WANT TO BE FAMOUS.

**MY LOCAL LIBRARY'S
FILM FESTIVAL HAS ME
ONE STEP CLOSER**

Help us tell our story by telling us yours.

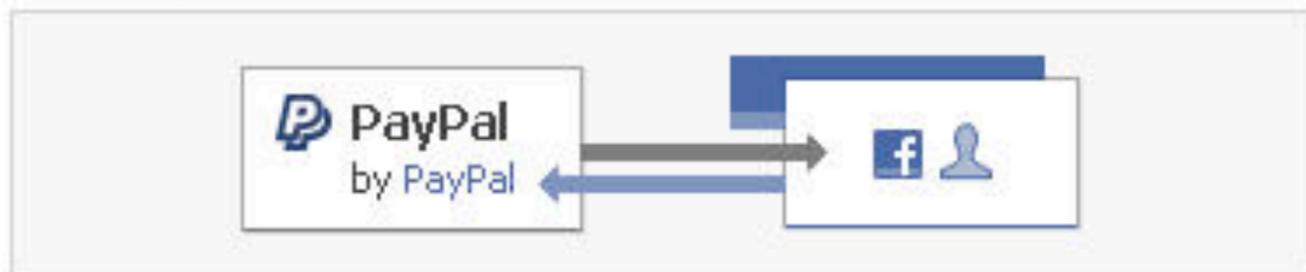
Libraries have always worked to share the stories of others, now we need your help to tell our story. We are looking for real life experiences that reflect the way libraries are transforming the lives of the people in our communities. Has the library helped you become who you are, achieve a goal, or learn something that makes a difference in your life? Whatever your story, we want to hear it. We'll add it to our story bank and use it to help others realize how the library can transform their lives, too. Visit www.solvinglifeproblems.org for more details.

How is the library helping you become the person you want to be?

The program is sponsored by the NJ State Library and the NJ Library Association.

some libraries actively court people into social media

Add PayPal to your Facebook account?



Allow this application to...

- Know who I am and access my information
- Put a box in my profile
- Place a link in my left-hand navigation
- Publish stories in my News Feed and Mini-Feed
- Place a link below the profile picture on any profile.

"let this app access my info"

"show people i have this app on my profile"

"tell my friends when & how i use this app...
~~including my Mom, and my ex-girlfriend.~~"
(sorry, too paranoid)

PayPal was **not created by Facebook**. By clicking 'add', you agree to the [Platform Application Terms of Use](#).

[➔ Add PayPal](#) or Cancel

The Developer's Description

“ Looking for an easier way to get your friends to pay you back? PayPal for Facebook lets you request money from your friends with just a few clicks. ”

[More Information about PayPal](#)

Afraid of abuse by this application?
[Block PayPal](#)

opt in vs opt out – “facebook knows what you did last summer”

horror stories



everyone has a horror story – we're not going to talk too much about them.

Oh Crap. My Parents Joined Facebook.

CONGRATULATIONS! YOUR PARENTS JUST JOINED FACEBOOK. YOUR LIFE IS OFFICIALLY OVER.

So, you finally caved. You've accepted a friend request from your Mom, Dad, crazy Aunt Ida, and your college roommate's newly divorced mother. Well here's your chance to get back at them for taking away your public privacy.

Email us at: myparentsjoinedfacebook@gmail.com because we want to laugh at your Mom's ridiculous Facebook status and the embarrassing message your Dad wrote on your wall too! If you want your relative to remain anonymous include that in the email.
Family. Can't Facebook with 'em, can't unFriend 'em!

This site is edited by Jeanne & Erika who love their parents dearly.

[rss](#) | [mobile](#)

Tuesday | May 5, 2009 | 10:10 am

beam me up star trek
my parents joined
facebook



Ann Is officially stressed out. Anyone know how to stop time? I just need like 20 more hrs in the next 1.5 weeks of my semester.
19 minutes ago · Comment · Like

Shelley at 1:11pm April 26
Wait! I saw this on Star Trek once....

Shelley at 1:11pm April 26
Speaking of Star Trek...is anyone else going to the premier of the new movie May 8?

Ann at 1:14pm April 26 via Facebook Mobile
Um my semester is over may 7th. So maybe you could watch some re-runs and work out that time thing for me. That would be great.

is it your concern that people's parents are on facebook? is that an IF concern?

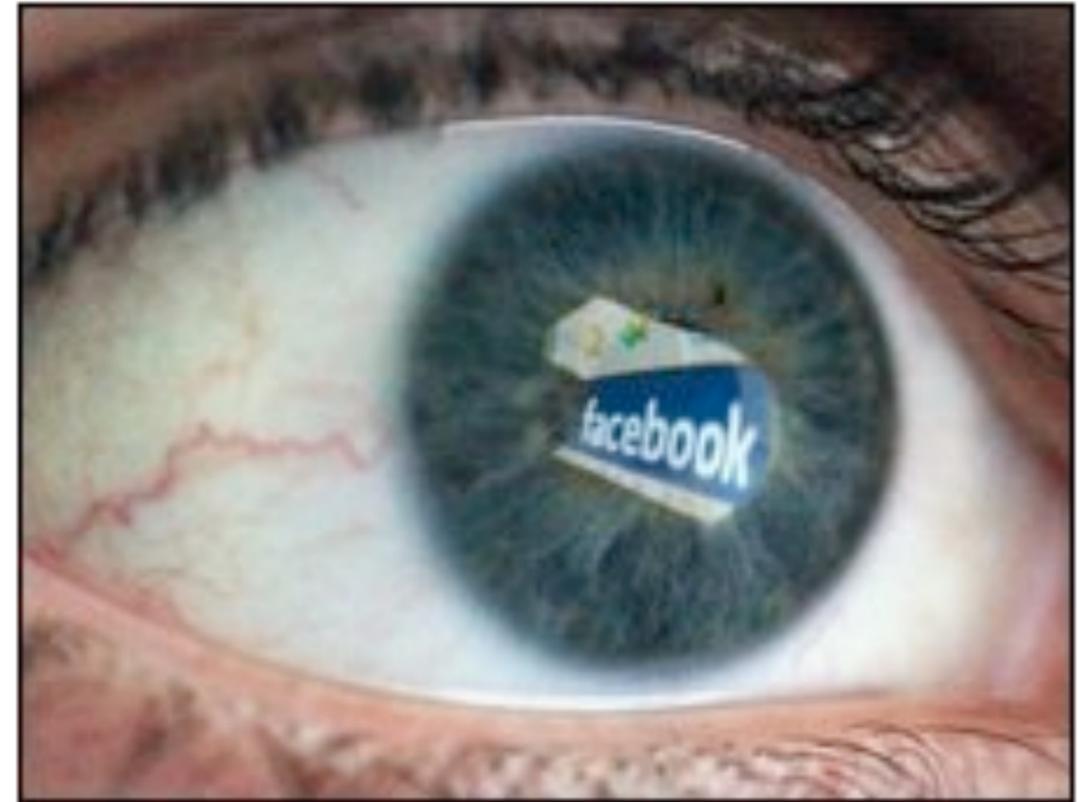
'Ill' worker fired over Facebook

A Swiss woman has lost her job after her employers spotted she was using the Facebook website when she had claimed to be too ill to use a computer.

The unnamed woman was suffering a migraine and had told her employer, Nationale Suisse, she needed to lie in a darkened room.

The company said its discovery that she was also using Facebook destroyed its trust in her and prompted her sacking.

But the woman told a Swiss newspaper she was innocent.



Facebook has been involved in a number of workplace controversies

is it your fault if people get in trouble because they're using social software badly? Is that an intellectual freedom concern?

Reference Email Privacy and Confidentiality

Cornell University Library respects the privacy of its patrons and protects their confidentiality according to CUL guidelines: <http://campusgw.library.cornell.edu/about/policyConfidentiality.html>

Our online privacy policy is intended to let patrons know what information is collected by our email reference service and how it is used.

Olin/Uris Reference keeps a staff-use-only database of email reference questions. The database retains no identifying personal information in the long-term; names and email addresses are automatically erased after 30 days and only the content of the email is retained. Some e-mail with identifying information may be retained temporarily so that reference staff may refer to earlier information when answering ongoing reference questions.

The staff-use-only database is used to analyze the amount and types of questions we are being asked. This helps us to provide better service to all patrons. The database may be used to compile statistics about reference email usage and for research to help improve reference service. Excerpts from emails may be used for reports or publications. Personal information (e.g., email, names, phone numbers, etc.) that might be included in the body of an email is not shared outside of the CUL library system.

Please be aware that CIT (Cornell Information Technologies) maintains the servers through which all email flows. CIT's policies and procedures for online privacy can be found at: http://www.cit.cornell.edu/oit/policy/privacy/data_access.html and <http://www.cit.cornell.edu/oit/PatriotAct/>

To have your email deleted from our staff-use-only database, please email: vac11@cornell.edu.

Olin and Uris Libraries, Cornell University, Ithaca NY 14853

Information and reference: 607-255-4144, okuref@cornell.edu

Circulation: (Olin) 607-255-4245, (Uris) 607-255-3537, olincirc@cornell.edu

what we do now

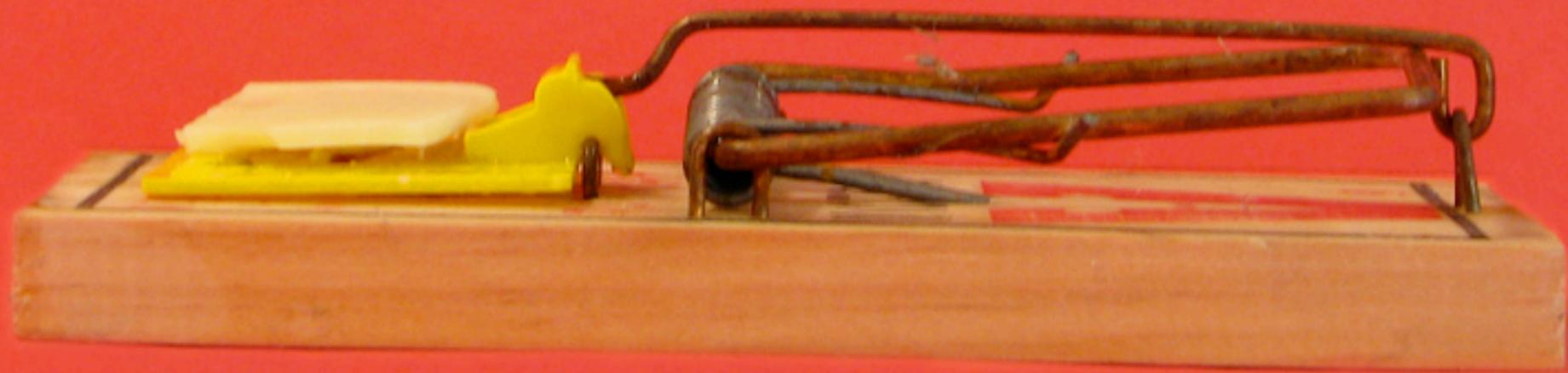
IF concerns include tools we already use & implications: OPACs, email, IM, Google toolbar

why we care



Libraries care why? This will affect our abilities in the areas of: Outreach, Reference and esp "User-generated content"

why we're careful

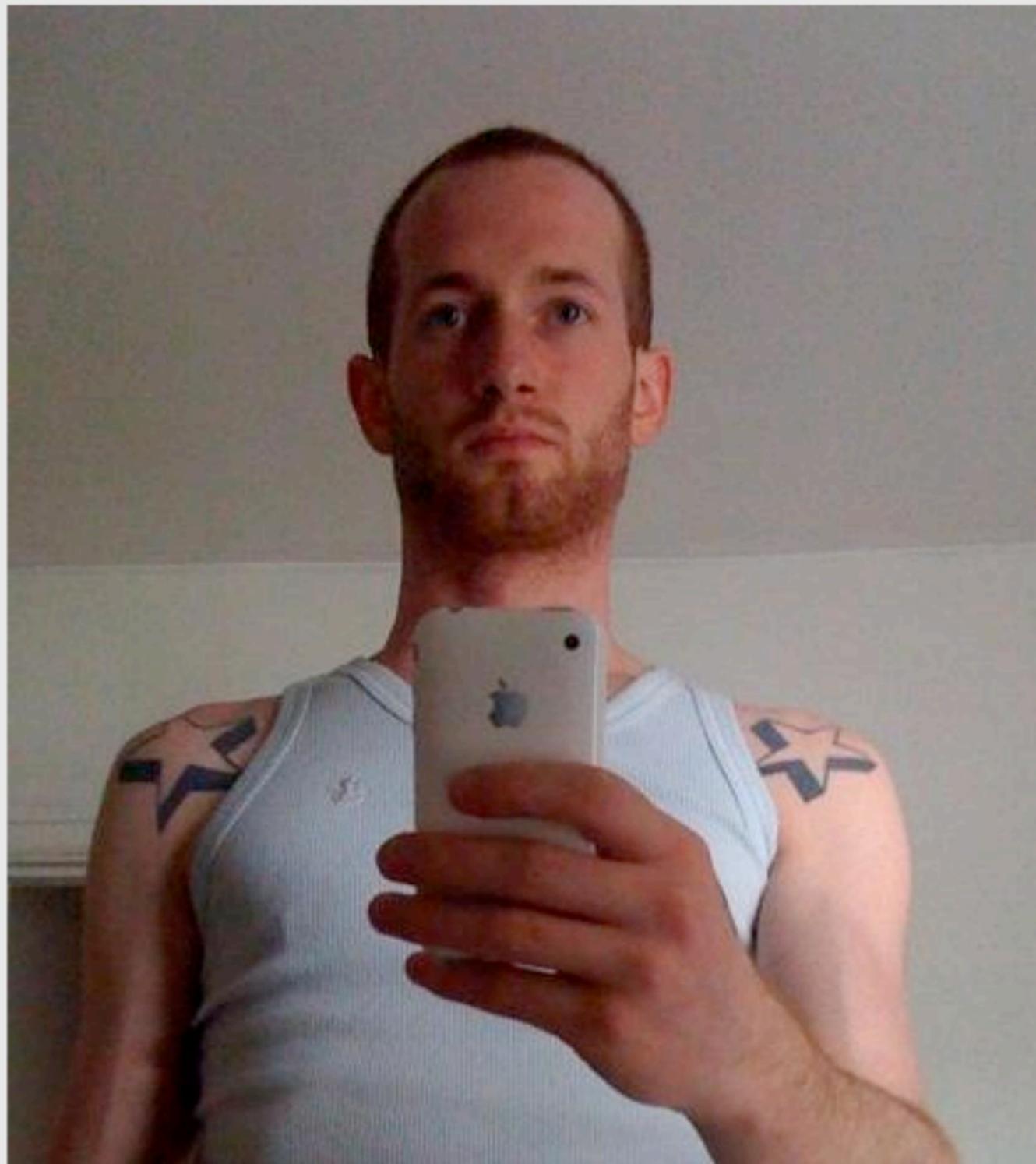


We must be cautious why? * We made a promise * We model decent practices * Special digital divide considerations * Recombining data leads to things we may not have thought of (examples...)

cat/bag



people paranoid about census.... discuss AOL problem



do you know where I live?

combining data used to be hard, now it's easy and largely automated. This is a porny website. People put photos of themselves and their iphones online. BUT some of the photos have geoloc data. oh my.



what's our legal footing?

Laws to be aware of * constitution – privacy expectation (more) * COPPA (more) – minors
* HIPAA * state library privacy laws * CIPA/DOPA

[sample]

"Example Library may collect Personally Identifiable Information through online forms, such as forms to register, order, contact us, sign up for a Newsletter, or the like, through your user profile or through your posts in blogs, on a bulletin board or on a comparable experience space on Example Library's web site."

3 data types

- * personal
- * relational/transactional
- * behavioral

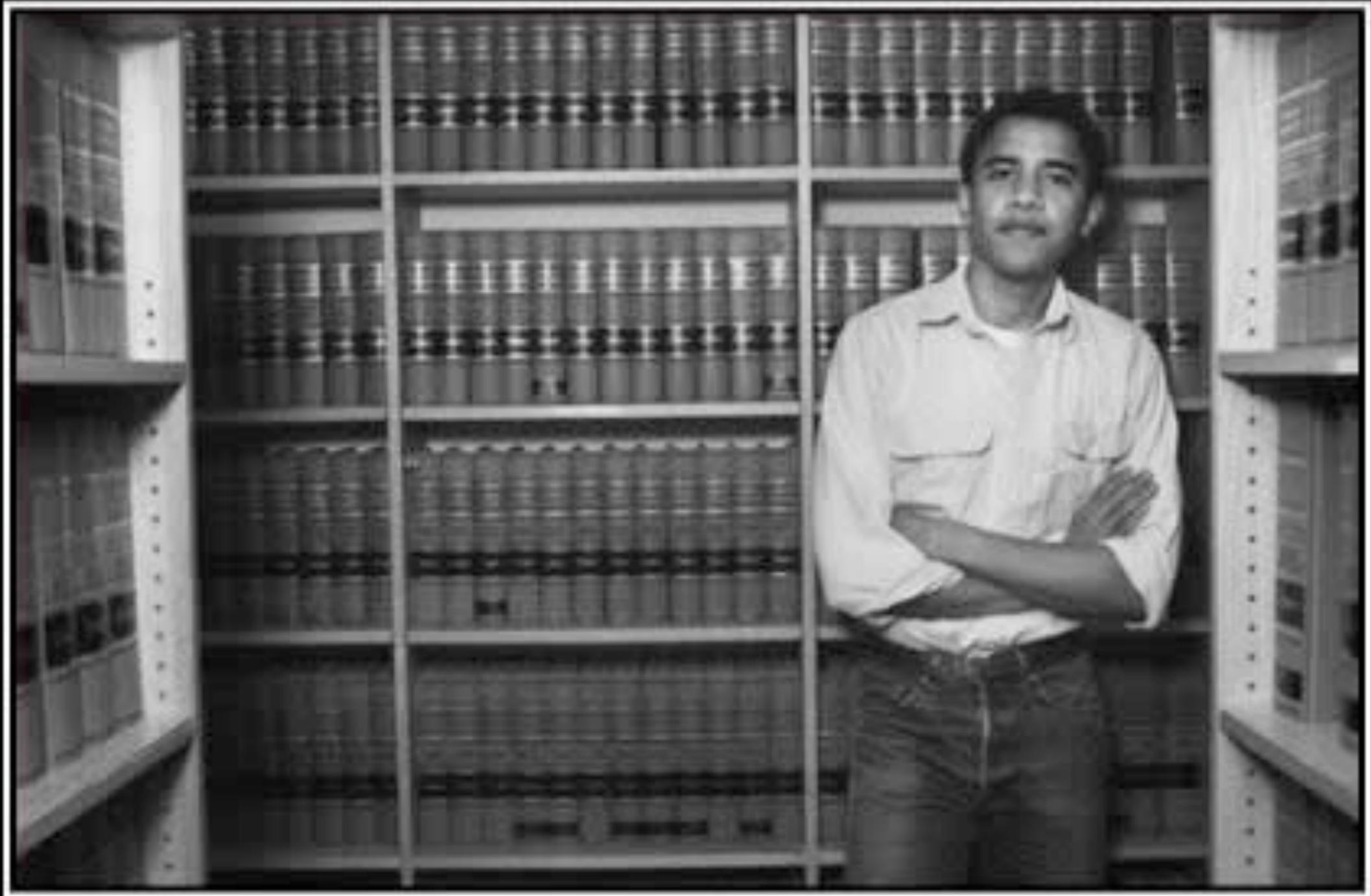


What sorts of data? explain: which data you do this with * personal * relational/transactional * behavioral

getting a policy

- * take your users' experience into consideration
- * "we allow" vs. "we disallow"
- * moderation is okay and doesn't make you a censor
- * responsive = good; reactive = bad

Getting a privacy policy * Define your terms for novice users * It's okay to set guidelines and acceptable use policies "we allow" in addition to "we don't allow" * It's okay to moderate * Update as necessary, but try not to be reactive * UC privacy policy pages and other library examples * Social software policies



THE LIBRARY

Where all the cool kids hang out

It's not so much that we have to be there because it's cool but that there are other reasons people are using social software and if we're going to make the effort to be there we should make the effort to do it right and respect the values and boundaries of our patrons and staff.

Thank You!

questions?

librarian.net/talks/mla2009