

## The Social Life

Cliff Landis

<http://clifflandis.net>

### Presentation Notes

- [Dunbar's number](#): the number of people you can maintain a relationship with over time.
  - Technology is changing this since we can now connect to more people across distances.
- [Crowdsourcing](#): asking questions to the crowd, relying on the crowd.
- [The future of social relationships](#) from Pew report
- The positive usefulness of social networking outweighs the negative.
- Technology also pushes us apart since we have to go through a thing to meet others.
- [Your brain hooked on gadgets and paying a digital price](#). NY Times
- Young people think of privacy in a completely different way.
- The library is already social.
  - The users area already talking about you on Twitter.
- Have [Google Alerts](#) for yourself and your library so you can see what people are saying about you and your library.
- Mobile internet on cell phones is used in developing countries to communicate and join the Web.
  - 64% of African-Americans access the internet via their cell phone.
  - We HAVE to be offering our services online.
  - Mobile Access 2010
- The old library stereotypes are (slowly) dying.
- [Memetic theory](#): an idea virus.
- [Research Gate](#) and [Lab Connect](#): social networks for scientists.
- People jump on new technologies but often don't increase their support.
- Have a page that lets people see the new material the library has contained as well as events calendar about what's going on.
- You need to [do assessments on your website](#) to find out what they need from your library.
- Have a mobile accessible website.
- It's hard to keep up because you need to react to people's comments while managing today's work and the future's plans.
- Every library should have a Facebook page that is dynamic.
  - People often search Facebook first.
- Social network tools take some time to set up, but they're easy to update and share.
- For older users: use email newsletters, paper mailings, phone calls, etc.
- Let students help run your website. Example: graduate assistants
- Links
  - <http://www.frogloop.com/care2blog/2007/7/17/is-it-worth-it-an-roi-calculator-for-social-network-campaign.html>
  - [Upcoming conference that will focus on assessment of social media in your library](#)

- Follow the blogs for updates:
  - [Michael Stevens](#)
  - [Buffy Hamilton](#)
- Great library websites:
  - [NCSU](#)
  - [DC Public](#) has an iPhone app
  - [NYU](#)
- [How to delight users with mobile services.](#)
- [Mobile emulator](#)
- [Mobile libraries](#)
- [How to make your website mobile.](#)
- [Pew Internet](#)
- [Mobile website generator](#)
- [Four Square and Libraries](#)
- [Mayor of the Library](#)