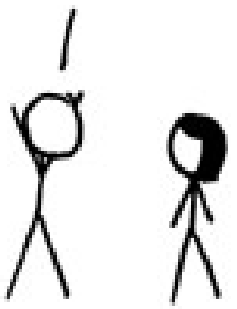
TERMS I HAVE USED OR HEARD USED TO MAKE FUN OF THE INTERNET:

	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!



http://xkcd.com/c181.htm

Using Weblogs as a Professional Development Tool

John Dupuis
Science Librarian
Steacie Science & Engineering Library
York University Libraries
jdupuis@yorku.ca

http://www.yorku.ca/jdupuis/ola2007/
http://jdupuis.blogspot.com

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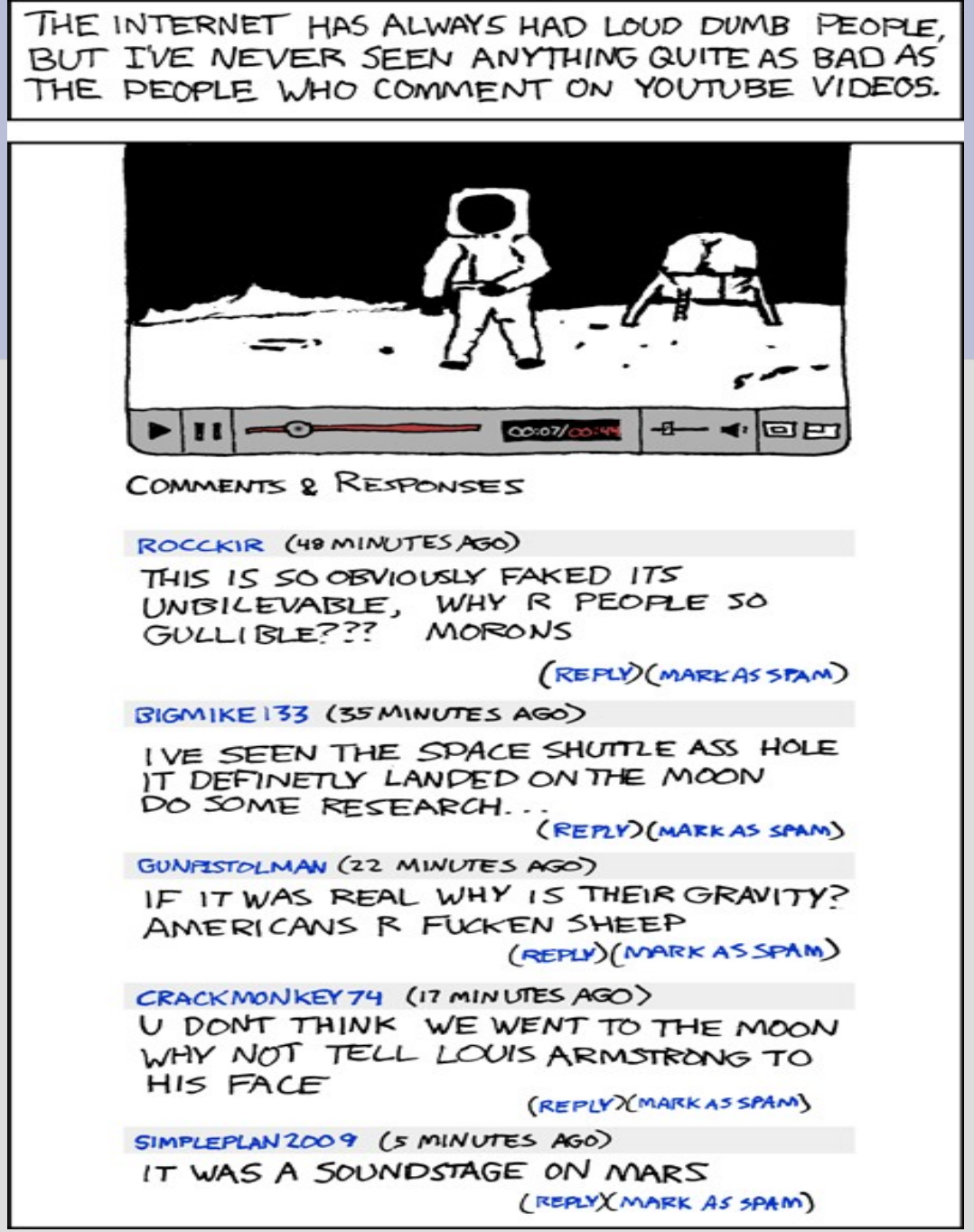
Why do we blog

- To make connections
- To have influence
- To profit
- To learn and explore
- To remember
- All of the above



http://xkcd.com/c202.html

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Join the conversation

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Read

Write

Discuss

A quick poll

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

Getting back on track

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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

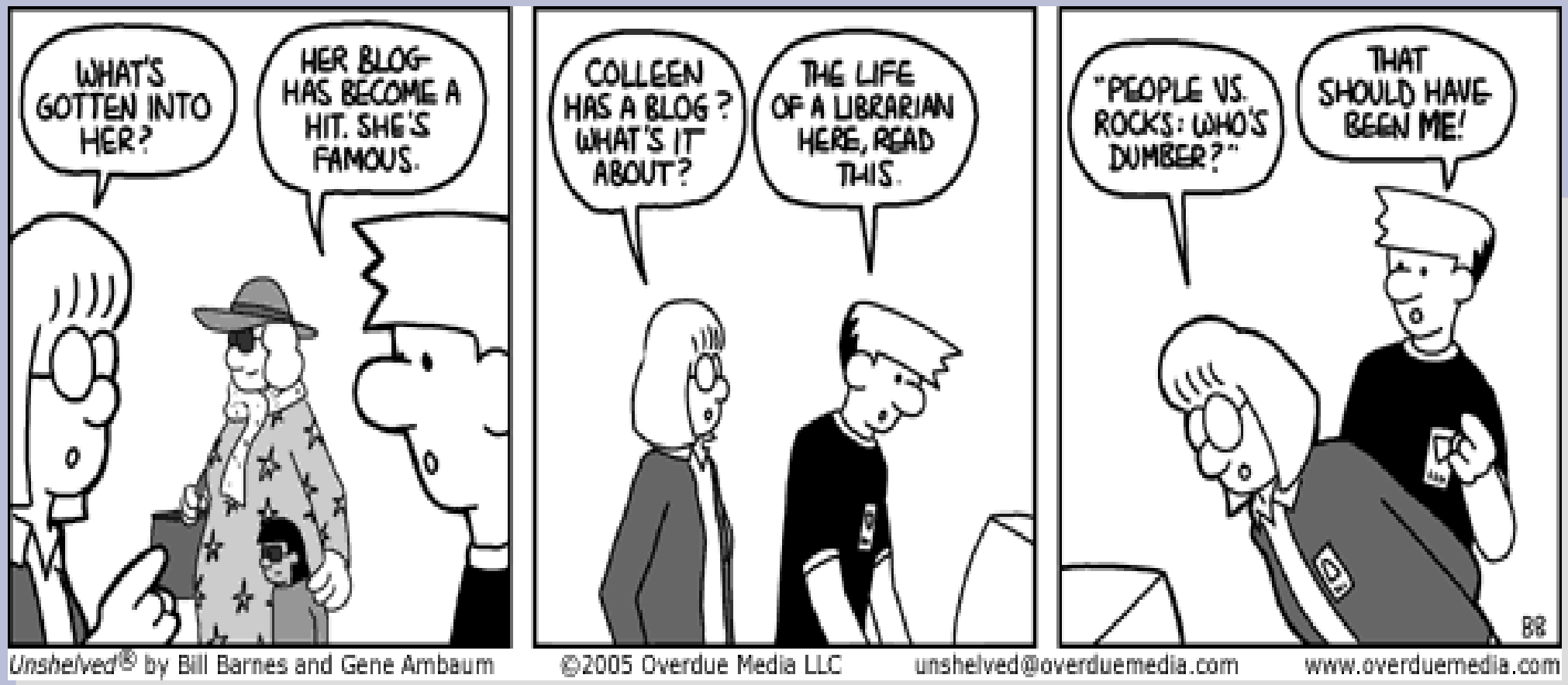
A blog is a user-generated website where entries are made in journal style and displayed in a **reverse chronological order**.

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 blogs

- Librarian-to-librarian
  - News blogs
  - Personal blogs
  - Organizational blogs
  - Conference blogs
- Librarian-to-patron
  - ie. Many public & academic libraries
- Non-library blogs that are still relevant
  - Open Access News
  - Scienceblogs
- Everything else

Exploring

- Just get started
  - Find one blog you really like, & go from there
- Blogrolls
- Technorati
- Directories
- Search engines
- Carnivals
- Following links

The A-List

- Style makers, trend setters, gatekeepers
- Some A-Listers
  - Shifted Librarian
  - Librarian.net
  - FreeRangeLibrarian
  - LibraryStuff
  - Information Wants to Be Free

Some other ones I really like

- Walt at Random
- LisNews
- ACRLog
- Stephen's Lighthouse
- Open Access News
- Library 2.0: An Academic Perspective

The B-List

- Actually, the B & C listers might be more important to you
- Some that are important to me:
  - STLQ
  - Christina's LIS Rant
  - Science Library Pad
  - ACRLog
  - ScienceBlogs

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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
  - Books
  - Wikis
  - Mailing lists
- Immediacy
  - Get a feeling for the gestalt right away
- Conversation & interactivity
- Shifts in patterns of scholarly communication
  - Advantages & disadvantages

Advantages & disadvantages

- Disadvantage of traditional forms of scholarly 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
  - Immediacy
  - Diversity of ideas & perspectives, including non-library

Of course...

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

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 mainstream media

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
  - Science
  - Science fiction
  - Children's lit
  - Food, music, humour

The ultimate way to engage...

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Joining the Biblioblogosphere

- Creating your own blog

Why do we blog?

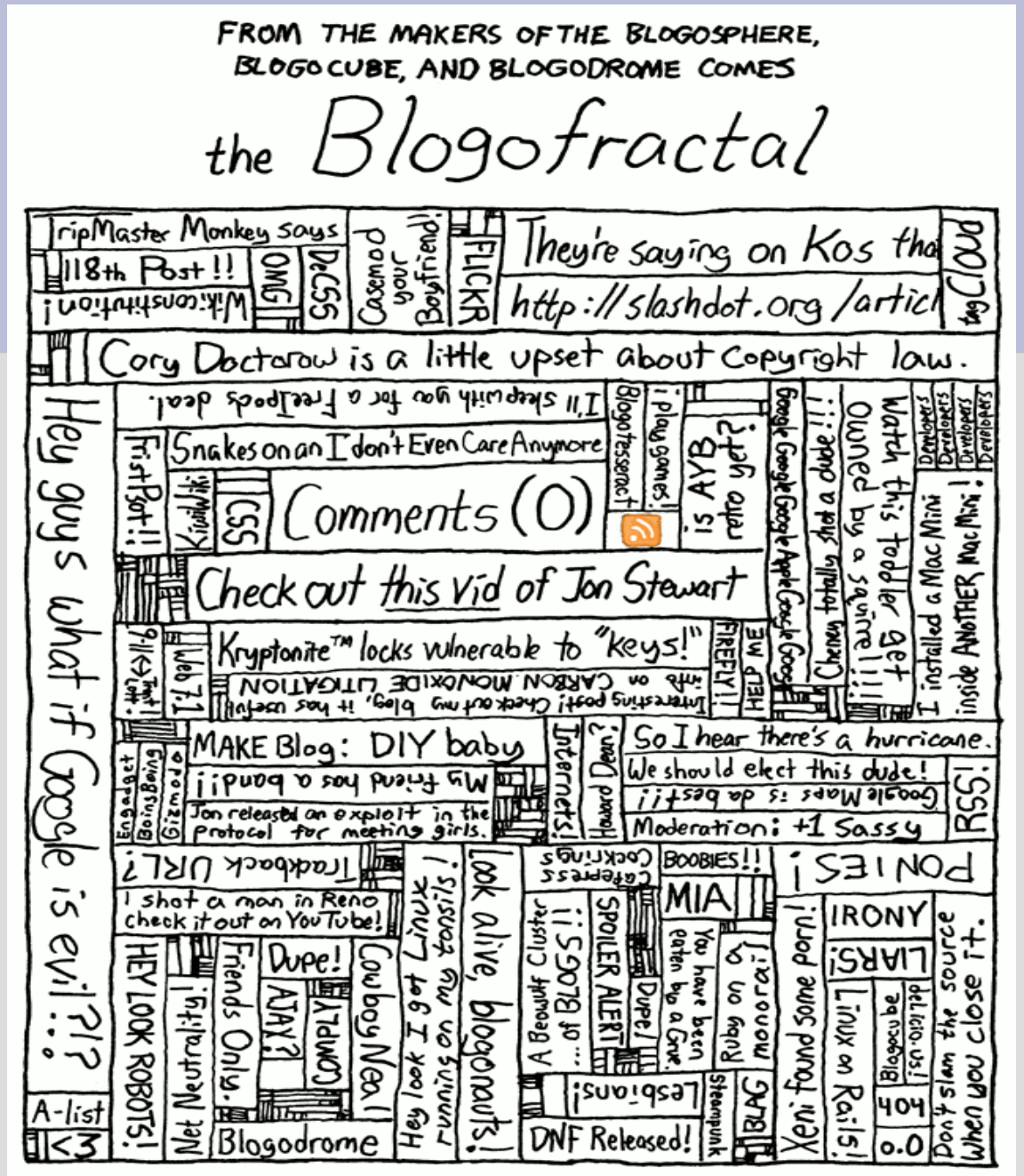
- To make connections
- To have influence
- To profit
- To learn and explore
- To remember
- All of the above

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



http://xkcd.com/c124.html

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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, a niche, or anything else. Do what you're doing and the right readers will find you.

Thanks, Walt.

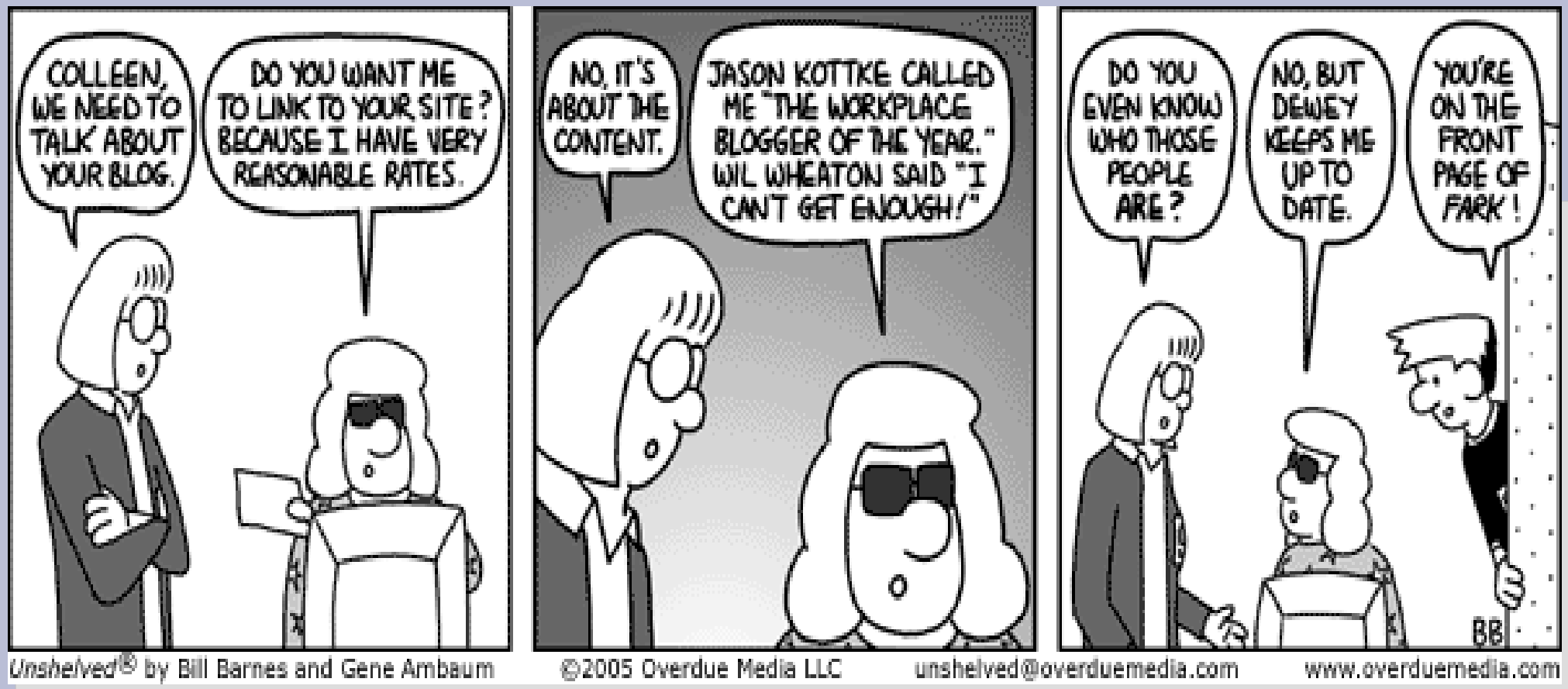
- Cites & Insights, v6i14, Dec 2006

Technical details

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

Promoting your blog

- Good Blog Name!
- Blogrolls
- Link love
- Comment on other blogs
- Carnivals
- Conferences
- Group & association blogs
- “The Big Post”
- Weird stuff



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Fame, or not

- Can a new blog jump into the A- or B-List?
- Other Perks?
- Building a readership is for the long term
- Keeping track
  - Stat counters
  - Technorati
  - Referrer logs
- Keep your eyes on why you blog
  - If it's just for fame...

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
- Remix, mashup, share
- Let those other things take care of themselves

Questions...for you!

- How do you think blogs will affect the future of scholarly 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...

- Finding John Dupuis:
  - jdupuis@yorku.ca
  - Confessions of a Science Librarian
    - http://jdupuis.blogspot.com
- This presentation:
  - http://www.yorku.ca/jdupuis/ola2007/
- Bibliography & further reading:
  - http://del.icio.us/jdupuis/profdev
- Blogging Resources
  - http://del.icio.us/jdupuis/profdevblogs
- OpenOffice complete office suite:
  - http://www.openoffice.org/