

140 characters in search of a purpose:

Integrating Twitter into IL and IL into Twitter



Image credit: Don MacMillan



Margy MacMillan

LILAC 2016

Library

Twitter for IL

- Concept
- Collection
- Conversation
- Content

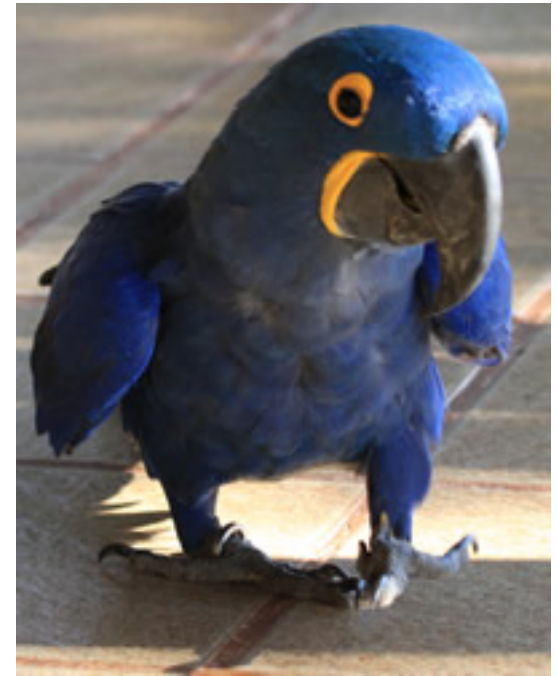


Image credit: Don MacMillan



Image credit: Kerri Martin

· 29 Sep 2011
#Tweeting in class? Now I've seen everything! @Mruprtweets

← ↻ 1 ♡ ⋮

Twitter as Concept

140 characters encourages focus and concision



MRUPRtweets @MRUPRtweets · 29 Sep 2011

Groups of 5

1 tweet summarizing the article

1 tweet with a question for the authors



Twitter as Concept



In reply to MRUPRtweets

· 29 Sep 2011

@MRUPRtweets How gov't uses the 4 PR models for their tweets to reach their publics



[View conversation](#)

Image credit: Don MacMillan



· 29 Sep 2011

@MRUPRtweets Can the author do qualitative research on the people behind the tweets to better understand their motives?



Image credit: Kerri Martin

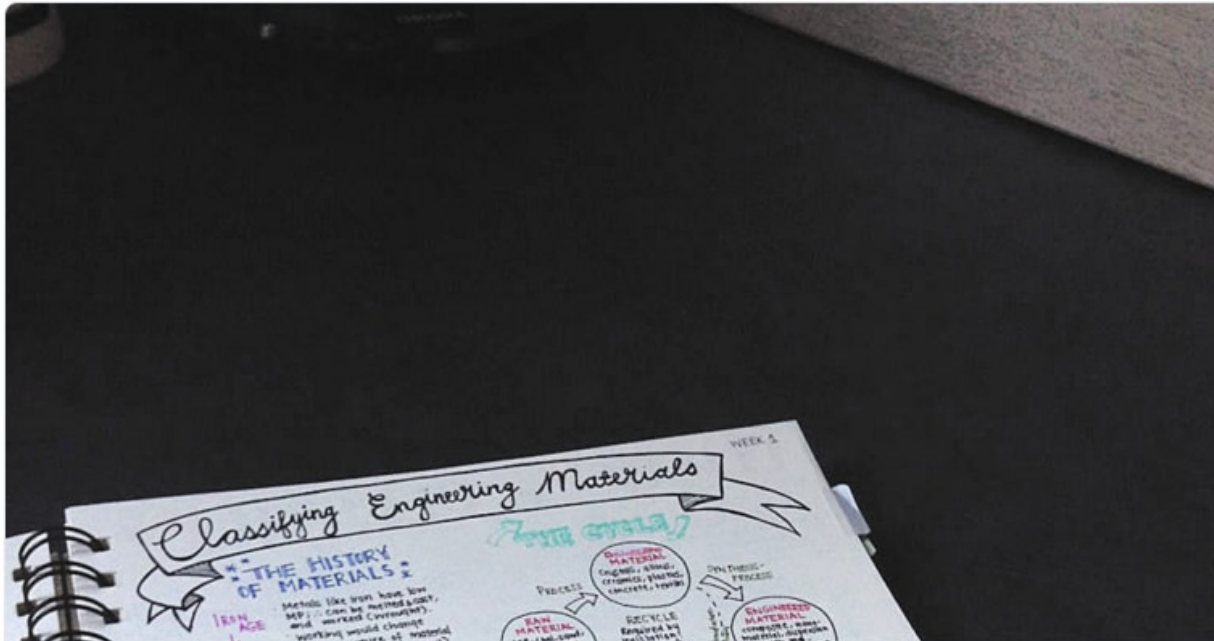
Twitter as Collection

Twitter and IL



· 27 Oct 2015

Visual Note Taking: seventeen.com/life/school/a3... #comm1610



13 Pretty Pictures Of Class Notes That Will Inspire You To Actually St...

Who knew note-taking was actually an art form?



margy maclibrarian @margymaclibrary · 27 Oct 2015

.@ #COMM1610 Have seen this in action - really cool- bought a

book for @MRULibrary

The sketchnote handbook

LB 2395.25 R64 2013

Twitter as Conversation



margy maclibrarian @margymaclibrary · 10 Mar 2015

Ebooks v paper - FT.com #comm1720 What kinds of reading do you prefer to do with print sources? ft.com/cms/s/2/53d309...



Philip Flegel liked

... · 11 Mar 2015

@margymaclibrary @PhilTheProf a **book allows** you to mark, write, **highlight** which makes for a better experience when you read it #comm1720

Image credit: Kerri Martin



[View conversation](#)

Twitter as Content



- Twitter search tools - <http://bit.ly/mrutforj>
- Using Twitter as Journalists - <http://bit.ly/DVarticle>
- Research articles about Twitter
- Practical advice for using Twitter

How are YOU using Twitter

- (we'll fill this in during the session)

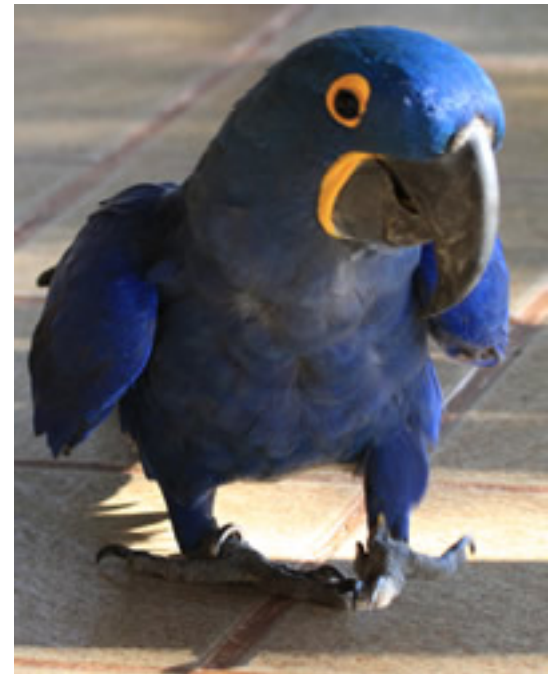


Image credit: Don MacMillan

Other Ways to Use Twitter



- Collection Development
- Great IL conversations – like #critlib chats
- Great IL/library community for support, ideas

Twitter and Faculty Colleagues



- Librarians rule!
- ...but we can help others
- Twitter for researchers
- Twitter in teaching beyond IL

Thank YOU!



Image credit: Don MacMillan

mmacmillan@mtroyal.ca
[@margymaclibrary](https://twitter.com/margymaclibrary)



Margy MacMillan
LILAC 2016

Library

140 characters in search of a purpose:

Integrating Twitter into IL and IL into Twitter
LILAC 2016, UCD, Dublin

Margy MacMillan, Mount Royal University
mmacmillan@mtroyal.ca
@margymaclibrary
<http://www2.mtroyal.ca/~mmacmillan/conf.htm>



#lilac140
#comm1720

Twitter in Information Literacy – How are you using it?

- Concept
Use the limits to promote synthesis, synopsis

- Collection
Democratizes information sharing

- Conversation
Takes scaffolding to make it dialogic, but works well for discussions

- Content
Lots of useful info *about* Twitter available *through* Twitter, particularly for professional and academic use

Twitter as Content

- Twitter search tools - <http://bit.ly/mrutforj>
A worksheet I set up for a class activity – had students test, compare, pitch their favourites, talk about how to use each.
- Using Twitter as Journalists - <http://bit.ly/DVarticle>
“The one word journalists should add to Twitter searches that you probably haven’t considered”
Fabulous piece by Daniel Victor – step by step through refining a Twitter search to locate sources to interview
- Research articles about Twitter
I have used these in the classes I teach around critical reading of academic articles as they tend to provoke discussion, e.g.
McKinney, B. C., Kelly, L., & Duran, R. L. (2012). Narcissism or openness?: College students’ use of Facebook and Twitter. *Communication Research Reports*, 29(2), 108-118.
- Practical advice for using Twitter
 - The spreading of misinformation online
<http://www.pnas.org/content/113/3/554.abstract>
 - How Sites Optimise Headlines For Social Media | The Whip
<https://www.newswhip.com/2015/03/publishers-optimize-headlines-social-readers/>

Twitter for Library/IL Work

- Great way to keep in touch between conferences
- Good for book alerts for collections in some disciplines
- Great discussions – e.g. #critlib chats - <http://critlib.org/>

Twitter for Colleagues Beyond the Library

- Librarians tend to be ahead of the game
- Connect faculty to Twitter by sending them tweets related to their work
- Twitter in research/dissemination
 - Online Academic blog - <https://onlineacademic.wordpress.com/>
 - Academic Twitter: The intersection of orality and literacy in scholarship?
<http://www.slideshare.net/bonstewart/academic-twitter-the-intersection-of-orality-literacy-in-scholarship>

Useful Tools

- Storify – <https://storify.com/> – to gather tweets etc into a site
- Tweetdeck - <https://tweetdeck.twitter.com/> - to schedule tweets
- Tweetwally - <http://www.tweetwally.com/> - to display tweets