

Twitter Activity and Scientific Collaboration of LIS Schools and Faculty Members

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Twitter Usage by Academics

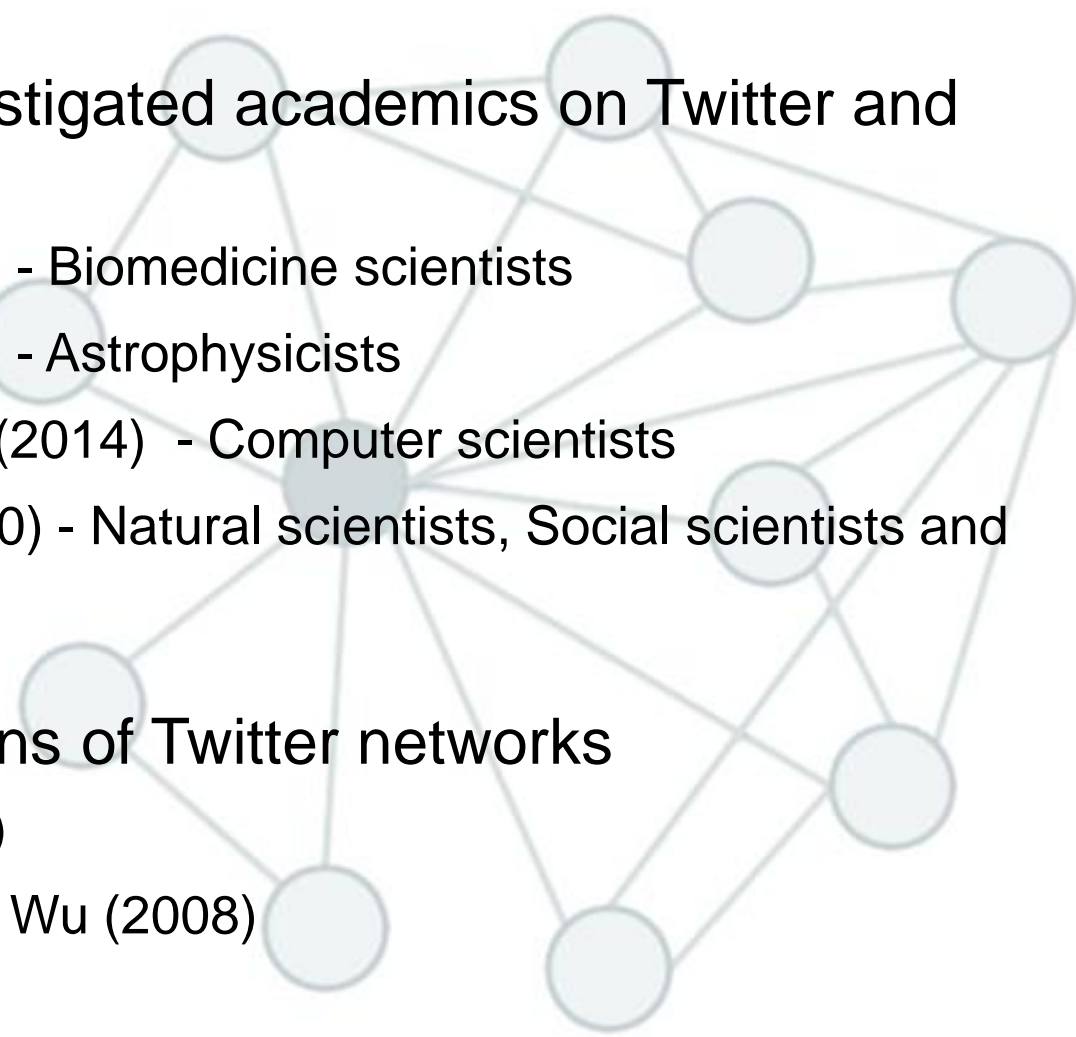
- Diffusing research to a broader audience
- Discovering colleagues in one's field
- Connecting with people professionally
- Finding paper recommendations
- Searching for information
- Improving one's visibility on the web

Sources

Haustein S., et al. (2014) Coverage and Adoption of Altmetrics Sources in the Bibliometric Community. *Scientometrics.*, 101(2), 1145-1163
Holmberg K, Bowman TD, Haustein S, Peters I (2014) Astrophysicists' Conversational Connections on Twitter. *PLoS ONE* 9(8): e106086.
Van Noorden, R. (2014). Online collaboration: Scientists and the social network. *Nature*, 512(7513), 126–129.

Twitter Networks of Academics

- Several studies investigated academics on Twitter and their networks
 - Haustein et al. (2014) - Biomedicine scientists
 - Haustein et al. (2014) - Astrophysicists
 - Hadgu & Jäschke, R. (2014) - Computer scientists
 - Priem & Costello (2010) - Natural scientists, Social scientists and Humanists
- Very few visualizations of Twitter networks
 - Holmberg et al. (2014)
 - Huberman, Romero & Wu (2008)



Research Questions

- How much do American Library Association (ALA) accredited schools and their faculty members use Twitter?
- How do ALA schools and their faculty members connect via Twitter?
- How does the Twitter network compare to the co-authorship network of ALA-accredited schools' faculty members?

Methods

Identification of schools and faculty members

- ALISE 2013 Directory of Library and Information Science Programs and Faculty

Twitter

- Manual search on Twitter
- Twitter API (date of creation, number of tweets, followers)

Publications

- Web of Science (2008 to present)

Network visualization

- Gephi

Sample

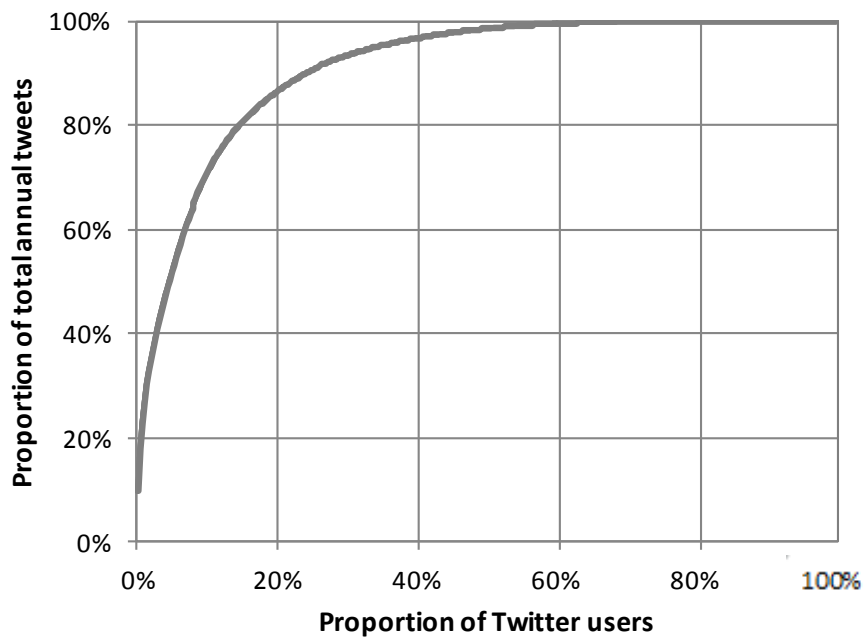
- 343 Twitter accounts
 - 49 institutional accounts (on a total of 61 potential LIS Schools)
 - 294 faculty members accounts (on a total of 858 potential faculty members)
- 652 publications from 166 faculty members in WoS for the 2008-2015 period



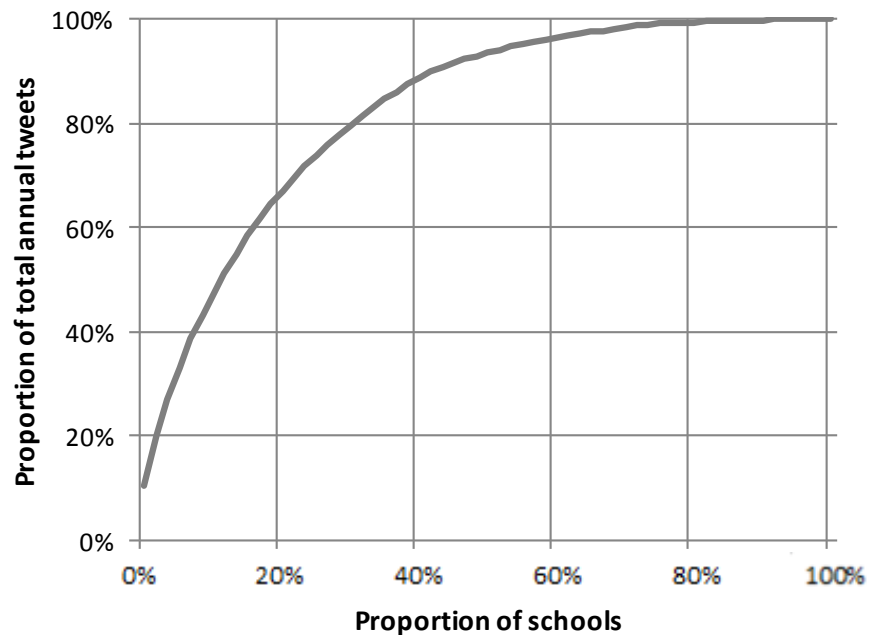
Results

Concentration of tweets

Faculty members



Schools



Most Active Schools on Twitter

Schools	Faculty members	% faculty on Twitter	Total tweets	Total tweets per year
Chapel Hill	25	12%	54,510	12,644.7
Cuse	34	35%	55,192	11,455.6
College Park	19	84%	32,810	8,086.7
SHSU*	4	75%	42,861	7,390.2
Simmons	20	25%	27,728	6,662.6
FSU	22	41%	25,391	5,291.5
UIUC	26	38%	25,544	4,945.1
SJSU	21	48%	28,484	4,782.9
UK	15	27%	13,132	4,345.5
Bama	19	32%	13,991	4,152.0

Note: Number of tweets includes school's Twitter account.

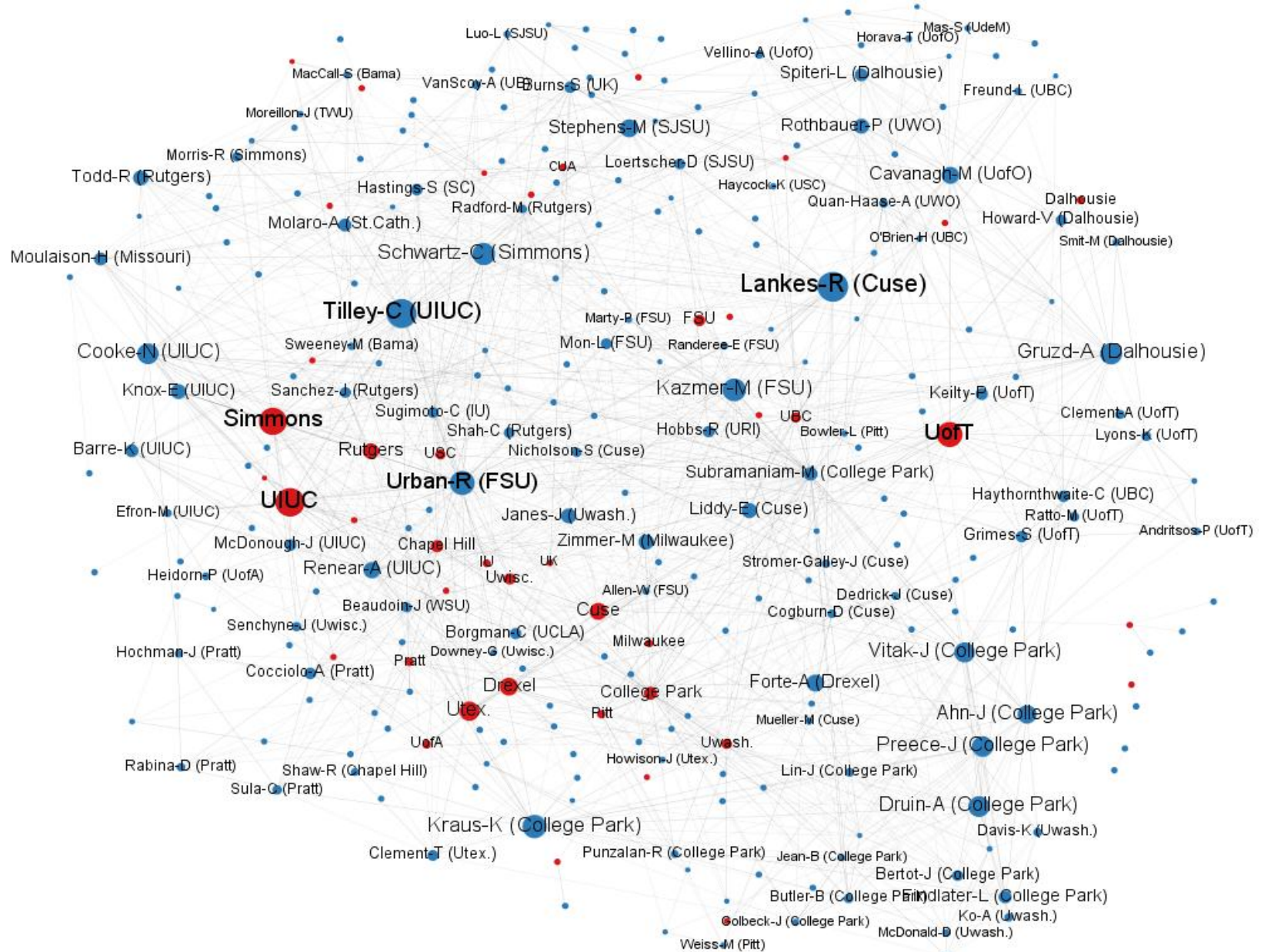
*No school Twitter account was found.

90% of Chapel Hill annual tweets were made by Zeynep Tufecki

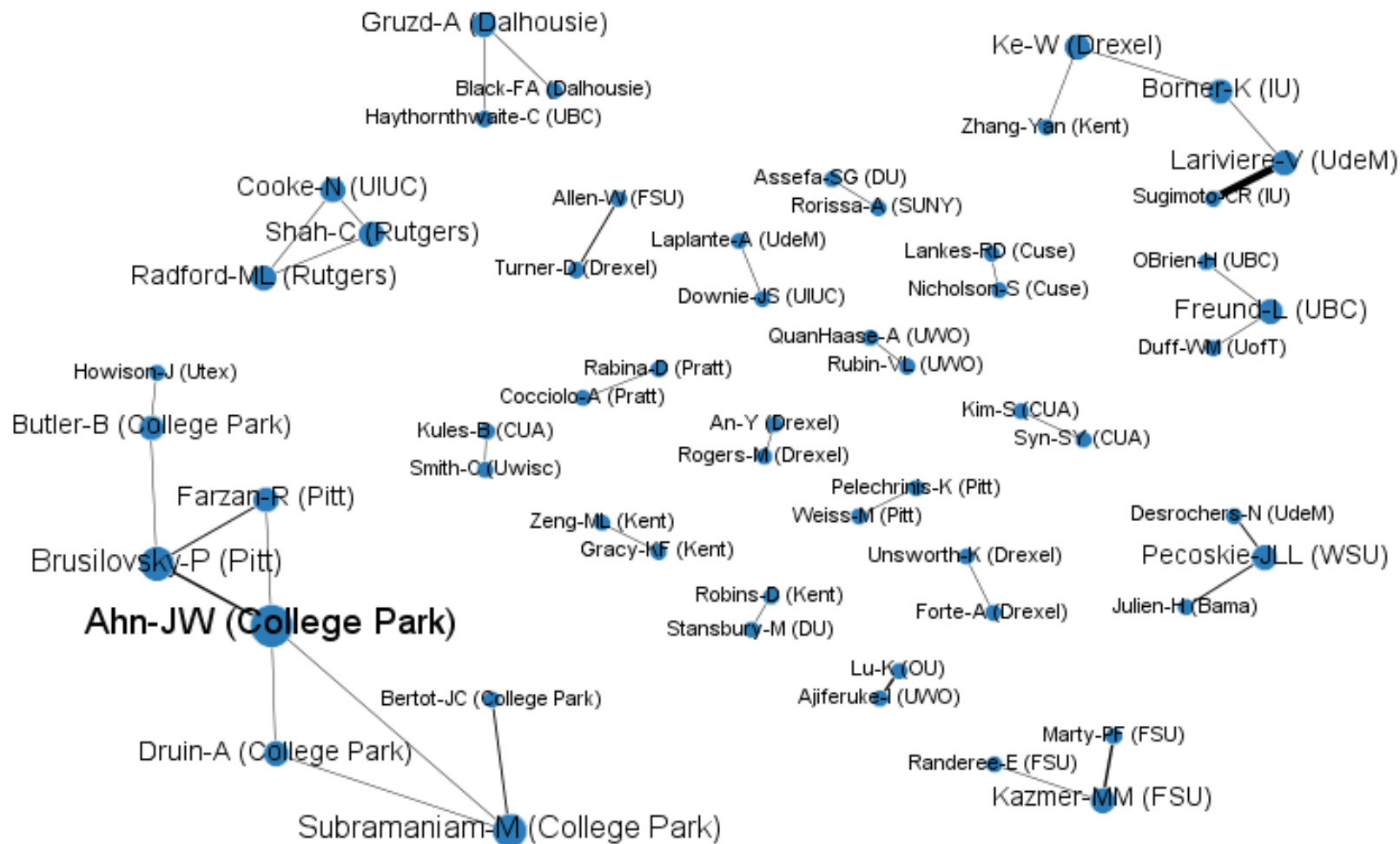
96% of SHSU made by Teri Lesesne

91% of SJSU made by Michael Stephens

Twitter Followers Network



Co-authorship Network



Conclusion

Twitter

vs

Co-authorship

**Informal
connections**

vs

**Formal
connections**

**Institutional
affiliation**

vs

**Research
interest**

**Low investment
and engagement**

vs

**High investment
and engagement**

Further research

- Mentions (@account)
- Tweets' content (# and noun phrases)
- Other social networking platforms

References

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Thank you!

Questions?

Thanks to Timothy Bowman for his help with the data collection