Folksonomic explorations and community cultivation: special collections on Instagram

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CONCORDIA LIBRARY RESEARCH FORUM | 27 APRIL 2018

Outline

Project:

explore the rare books community
folksonomy on Instagram

Tool:

netlytic: "cloud-based **text and social networks analyzer**
that can automatically summarize and discover communication
networks from publicly available social media posts"

Status?

Half-way through data collection

Preliminary visualizations and questions
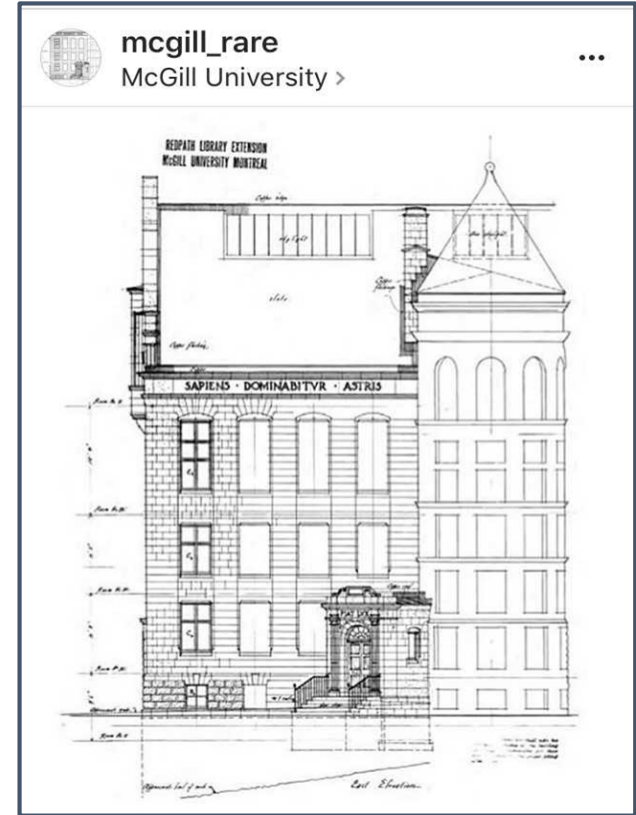

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McGill Library ›

McGill Library's rare and special collections

ROAAr:

- Rare Books and Special Collections
- Osler Library of the History of Medicine
- Visual Arts Collection
- McGill University Archives

Plus other small collections in branch libraries

@mcgill_rare

Est. February 19, 2016

596 posts and 6,254 followers and counting!

Jean-Marc Tremblay , Archivist & Records
Management Administrator
Jennifer Garland , Blackader-Lauterman
Collection of Architecture & Art / Liaison Librarian
Sarah Severson , Digital Library Services
Coordinator
Anna Dysert , Librarian-Cataloguer
Robin Desmeules , Cataloguing Librarian

Research questions

What does the folksonomy for rare and special collections look like on Instagram?

How is this folksonomy used?

Who does this folksonomy reach?

How can tools like Netlytic help us answer these questions?
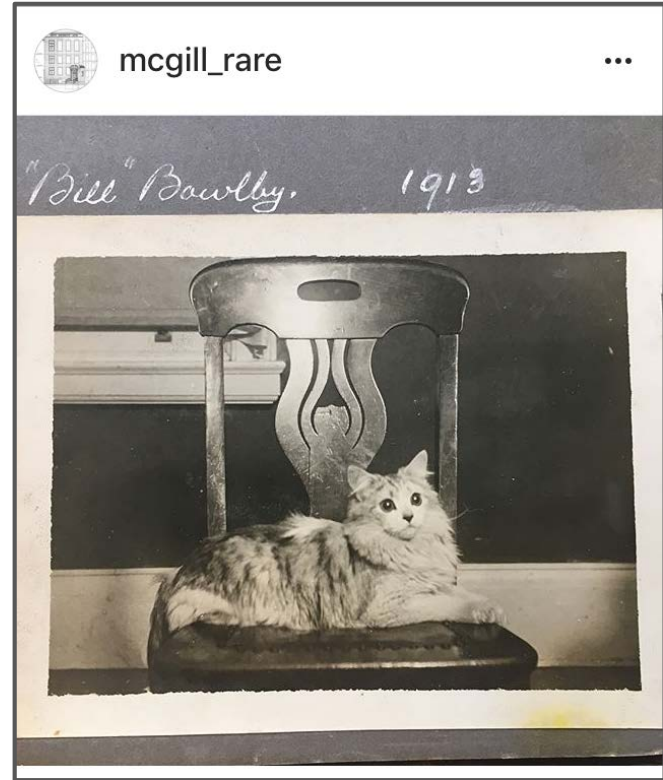
What is a folksonomy?

Dynamic, informal

Community-driven

How is the folksonomy used?

To describe

To locate

To connect

Towards an IG rare books folksonomy

Combination of:

Wide-reaching tags like #tinytuesday

Tags for days of the week and book content/description

Monthly challenge tags (led by different accounts)

IGLibraries as hub for hashtag information and promotion

mcgill_rare It's a #pundaymonday with this gem from the Osler Library's Pamphlet Collection, advertising Carter's Little Liver Pills (as well as Iron Pills, Nerve Pills, "Smart Weed" and "Belladonna Backache plasters") | Is life worth living? : it depends on the liver. 65 Front St. East, Toronto, ON, Canada : Carter Medicine Company, between 1918 and 1922 | #oslerlibrary #mcgillrarebooks #patentmedicine #vintageadvertising #specialcollections #fb

mcgill_rare Come visit our current exhibit, John Peters Humphrey: Law, Human Rights, and Advocacy (on the fourth floor of McLennan Library until the end of April. Open M-F 10am-6pm). Humphrey was the Director of the Human Rights Division of the United Nations and original author of the Universal Declaration of Human Rights| Photographer: Blank and Stoller | McGill University Archives, 2002-0086.04.10| MG 4127 | #mcgillarchives #mtl #mcgillu #fb #photography #law #archivesofinstagram #humanrights #unitednations

mcgill_rare Happy #LibraryShelfieDay it's been such a treat to get a peek at all of your collections in their natural habitats. #mcgillrarebooks #iglibraries #fb

Methodology

Query API using Netlytic
    Popular hashtags that: describe,
        locate, connect
        Sampling over several months

Social network and textual analysis
        Netlytic's built in tools
        (for social network analysis)
        Text analysis tools

bookgutsapril	2018-04-23 23:29:36	
February	2018-04-20 14:10:14	
marbledmondayapril	2018-04-18 23:30:22	
exlibrisapril	2018-04-17 23:30:13	
test_tinytuesdayviz	2018-04-12 14:11:24	
#foreedgefridayApril	2018-04-11 23:30:08	
WoodCutsApril	2018-04-10 23:30:00	
tinytuesdaymarchtest	2018-03-28 11:45:57	
mcgillrarebooksmarch	2018-03-21 10:57:53	
WoodcutsFebruary	2018-03-06 23:29:22	
ForeedgefridayFeb	2018-03-04 23:34:51	
mcgillrarebooks	2018-03-03 23:30:36	
Bookgutsfeb	2018-03-01 23:34:58	

What are we seeing?
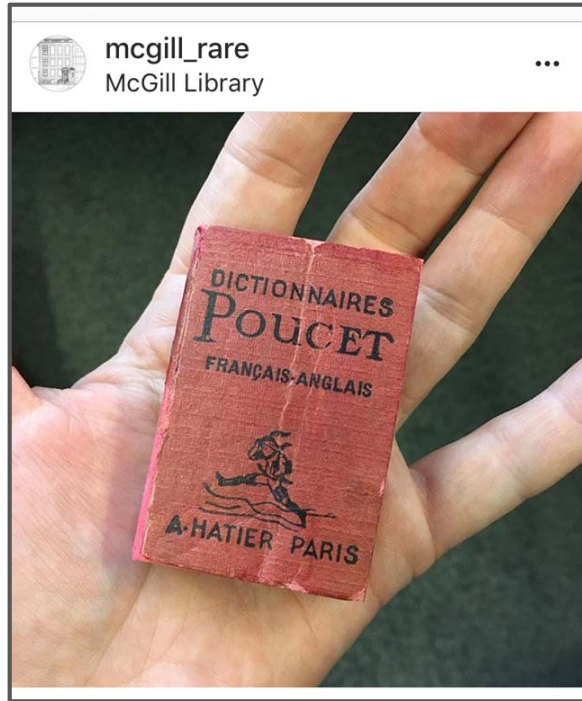
#tinytuesday
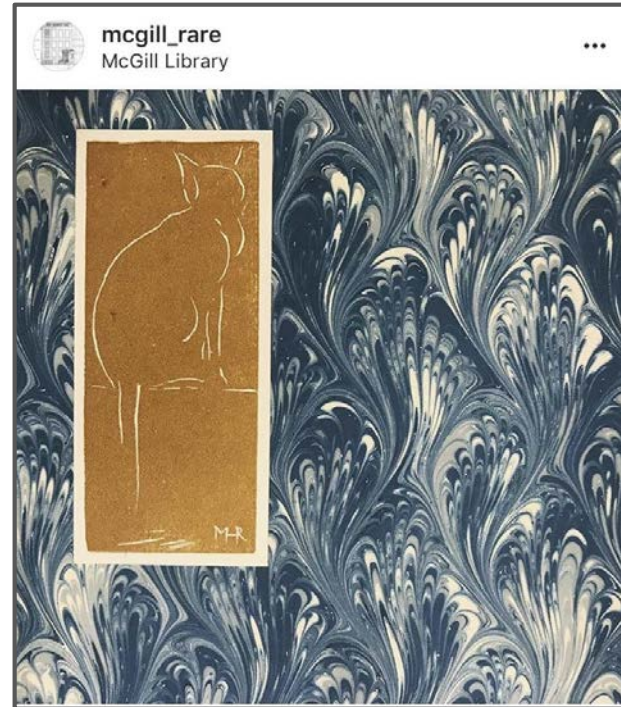
#marbledmonday

#tinytuesday

test_tinytuesdayviz
created with Netlytic.org
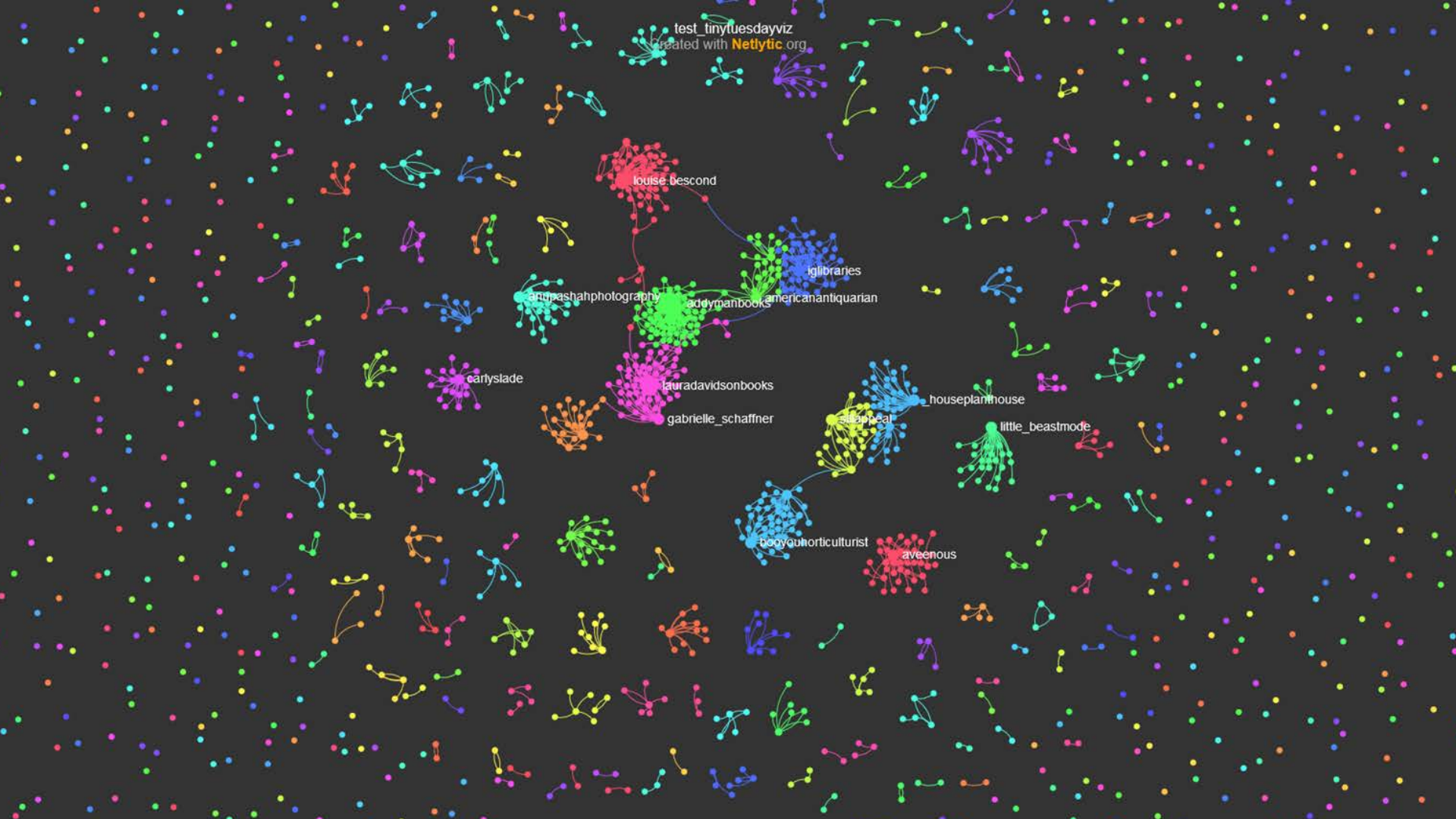
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carlyslade

lauradavidsonbooks

houseplanthouse

little_beastmode

gabrielle_schaffner

silkpetal

booyouhorticulturist

aveenous

test_tinytuesdayviz
Created with **Netlytic**.org

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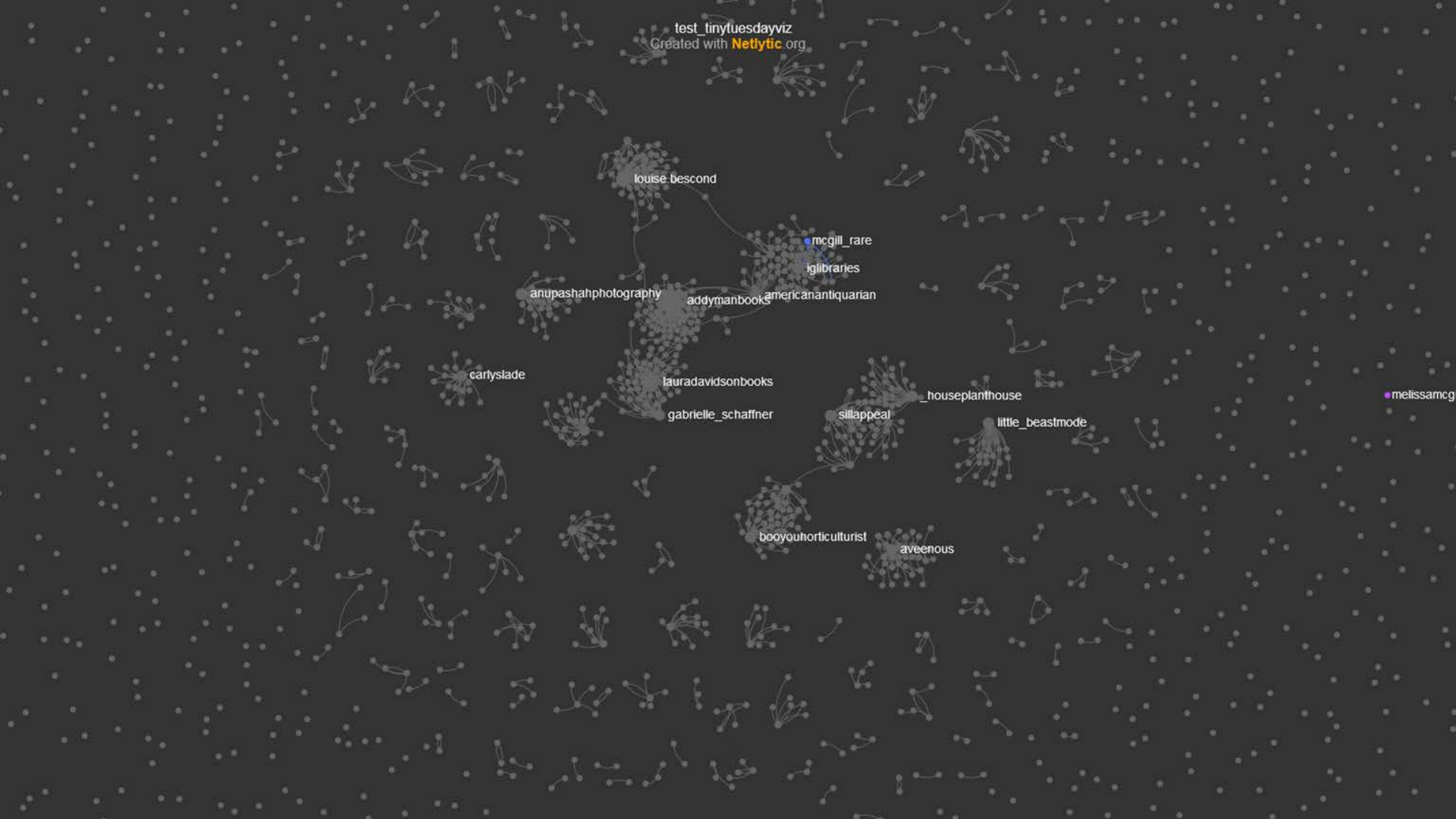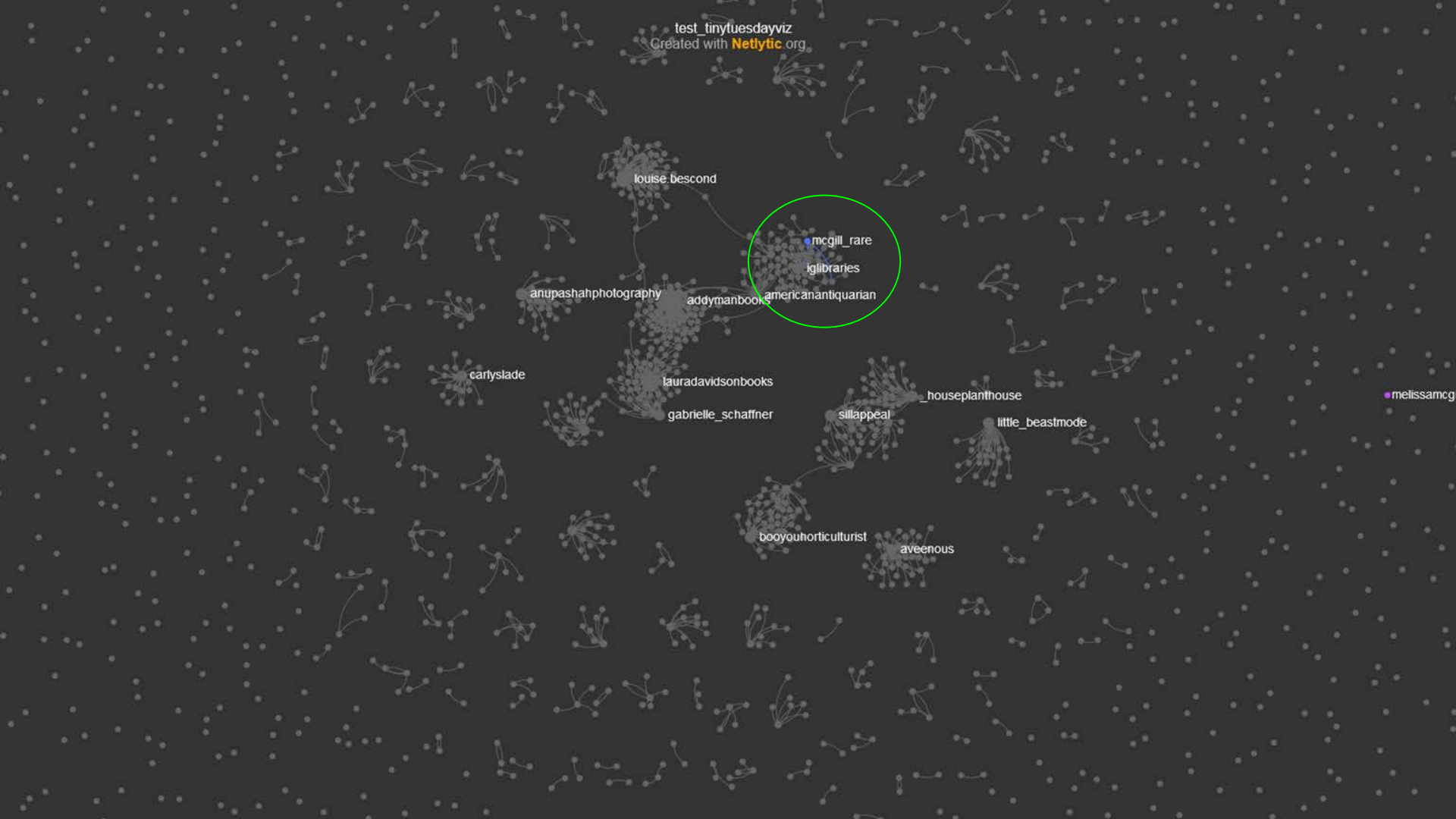
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sillappeal
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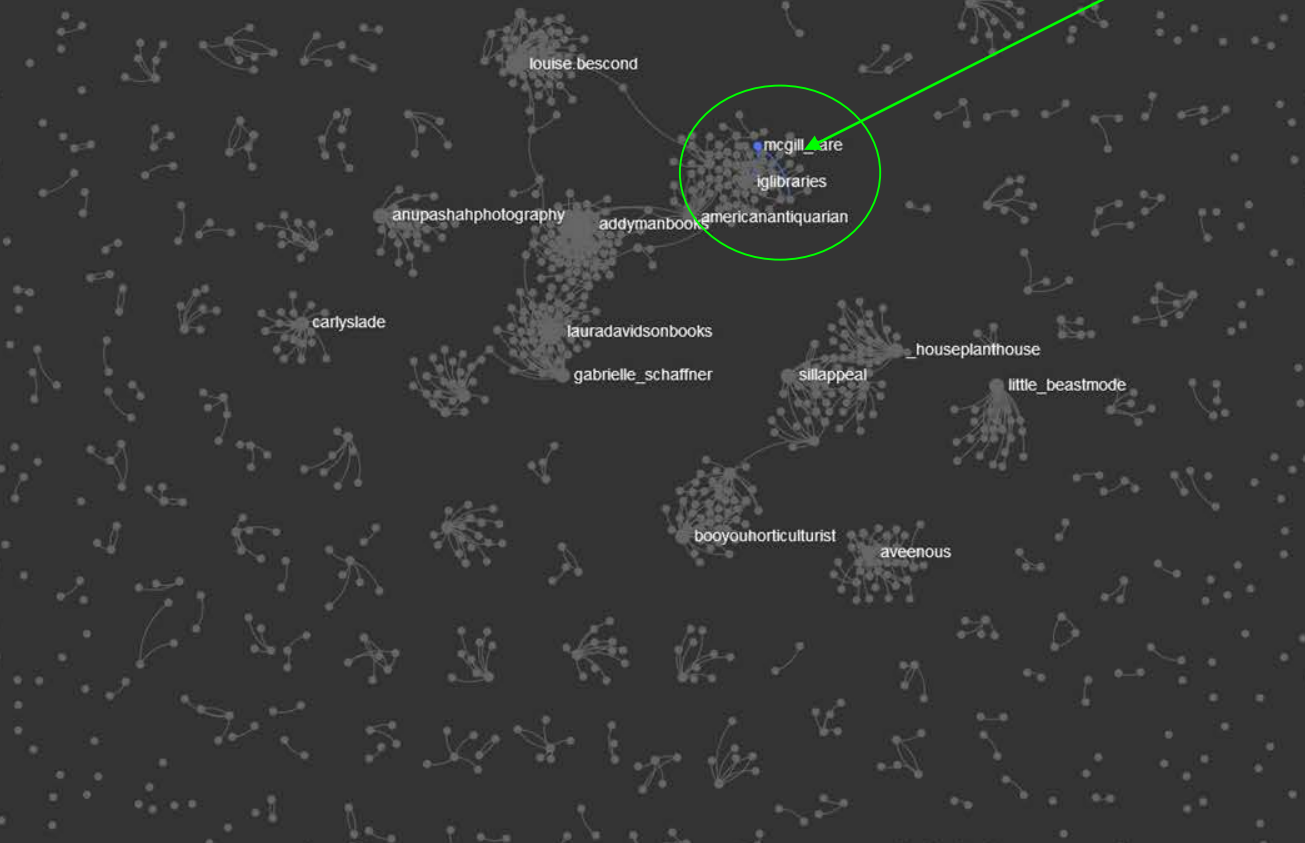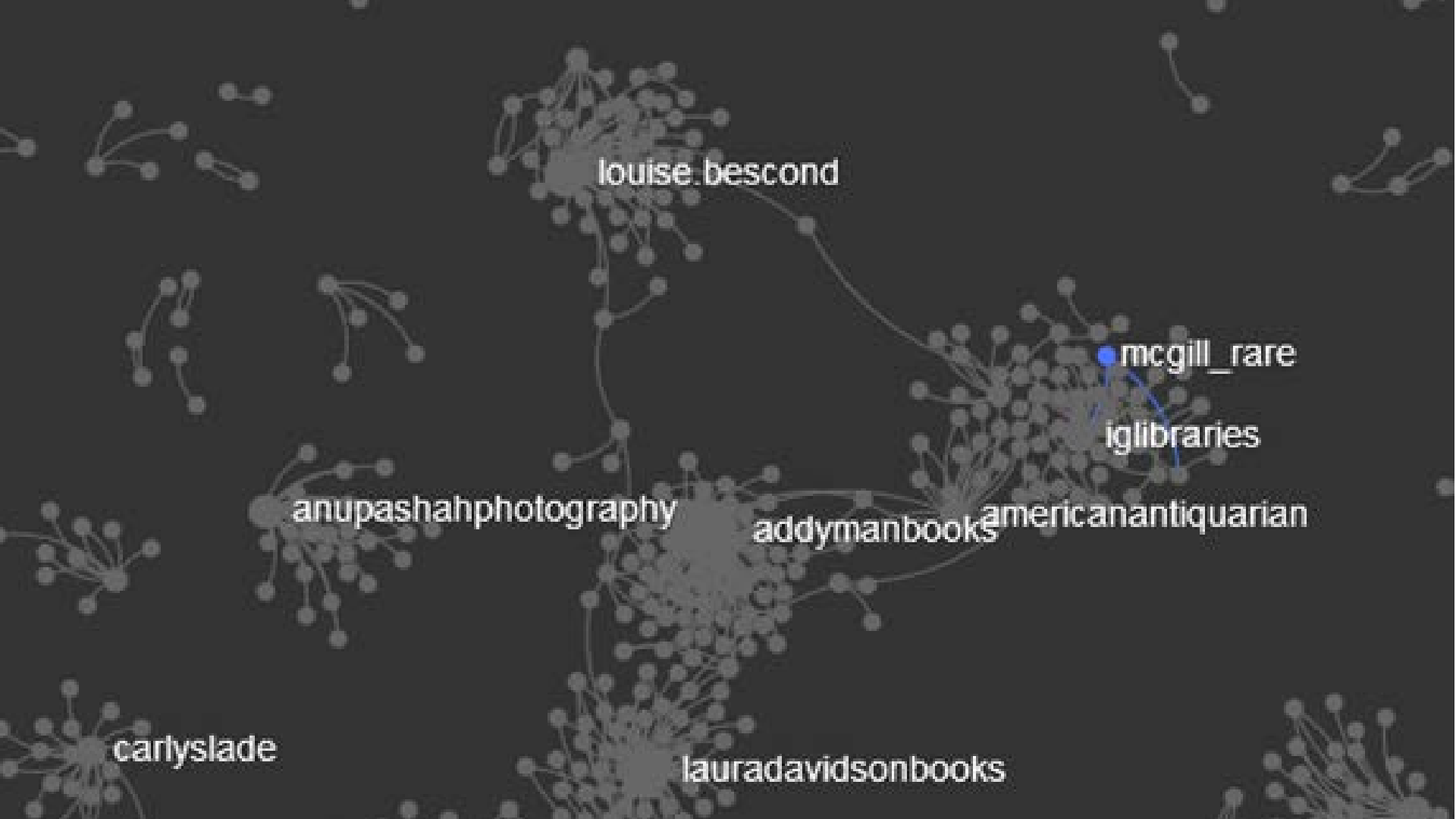little_beastmode
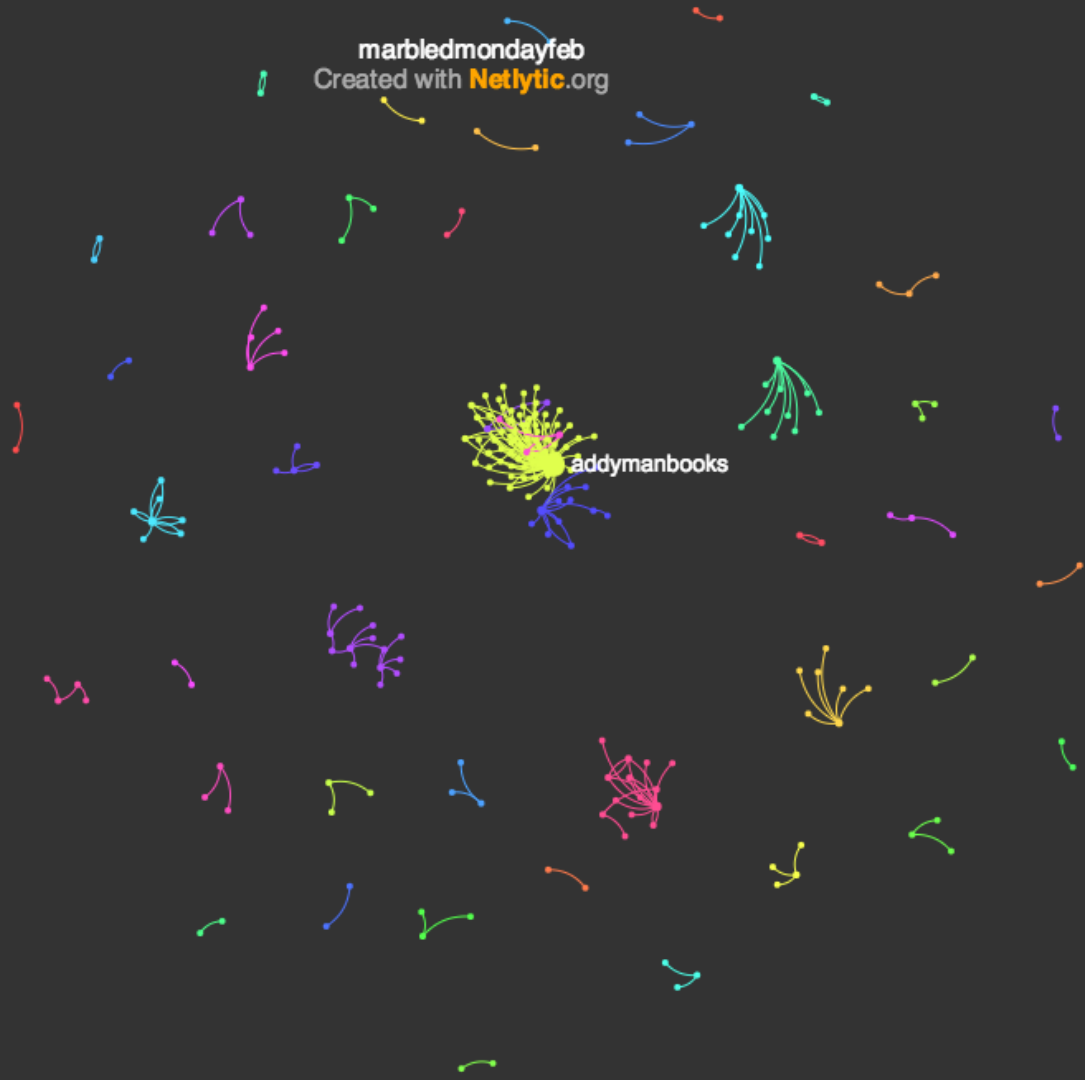
booyouhorticulturist

aveenous

#marbledmonday

marbledmondayfeb
Created with Netlytic.org

addymanbooks

Challenges

Increasingly restricted API

Algorithm changes

Influencers and influencing

Shadowbanning

Lessons?

Instagram API is a moving target, and soon to be replaced by Facebook Graph API

Big picture questions

What does "success" look like for a library Instagram account?

The cult of likes? Is our reach is less extensive than we'd like?

Thinking like marketers? Reach vs. engagement

Questions?

Thank you! 🙏 👋

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