Medical Librarians’ Uses and Perceptions of Social Tagging (poster)

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Medical Librarians’ Uses and Perceptions of Social Tagging
Cecile Bianco, MSLS, Pharm D

WHAT IS SOCIAL TAGGING?
A phenomenon where people make up their own keywords to describe websites for discovery and retrieval. The resulting list of tags is a classification done by untrained individuals (folksonomy), as opposed to classification done by professionals.

Examples of Uses in Libraries
- LibraryThing
- The FamilyResourceCenter at Akron Children’s Hospital
- LibraryThing

LibraryThing
The FamilyResourceCenter at Akron Children’s Hospital has cataloged their 1,502 volume book collection in LibraryThing. It is available freely on the web at https://librarything.com/Library

METHODOLOGY
Online Survey
- Working with MLA headquarters, a random sample of 3,468 out of 3,460 members was selected.

The survey consisted of 45 questions and was administred to the surveyMonkey website.

The sample included members who had email addresses and members who did not have email addresses.

Getting Users to Answer the Survey
According to Dillman, there are ways to reduce nonresponse:
- Multiple contacts: e.g. “In a few days you will receive my survey, please fill it out…”
- Kink in the blurb above survey link
- Methods such as non-random control who answers the survey and that they do it only once. SurveyMonkey technology does this for you.
- Sample mix趋 survey (those who don’t respond to email get a paper one).

1. The Simple Request
Subject: Free tagging LibraryThing members
Body: Hey, a great project is on way to the librarything.com website.

We need your help to catalog the books in our library. LibraryThing is a website that allows people to tag books with keywords, making them easier to find. We have 1502 books in our library that need to be cataloged. I will be posting the books to LibraryThing and I need your help to tag them.

Would you be interested in helping? If so, please let me know on the list.

http://www.librarything.com/

LibraryThing.com

2. Interesting / Compelling Reasons
Subject: Inviting library patrons to help catalog their books

Dear Library patrons,

We are in the process of cataloging our library’s 1502 books. We need your help to make this process easier. Please take a moment to catalog the books using LibraryThing.com.

LibraryThing.com

3. Prize Offer
Subject: Prize offer

Dear Library patrons,

We are excited to announce a prize offer for those who participate in our cataloging project. The first 100 people who complete the cataloging will receive a prize.

LibraryThing.com

RESULTS
Number of Respondents Using Popular Tagging Sites
- 156 Responses
- 11 Incomplete

Number of Respondents Who Use Tagging Based on Years in the Profession
- 156 Responses

CONCLUSIONS
Roughly half (47%) of the medical librarians have used social tagging.

For the number of respondents who use tagging based in years in the profession, the Pearson chi-square statistic was found to be 6.895, which is greater than alpha (0.05). Therefore, we cannot reject the null hypothesis: years of experience and use of tagging are independent.

http://library.umassmed.edu

Have Not Used Tagging

54%

Have Used Tagging

47%

Percent of the 156 Respondents that used Tagging

50%