

Using Social Media to Promote Business Librarians and Resources

*The Lecture Concludes...
the Adventure Begins*

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Let's start our discussion of social media from a different place...

We will talk about monkeys, killer whales, bees and robots...

And philosophy...

And then, perhaps, we can say a few words about using social media to encourage business librarians and resources...



Exhibit 1: Monkeys

MONKEYS—NON-HUMAN PRIMATES, TO THE STICKLERS.....

**AS A RULE, MONKEYS ARE NOT GENETICALLY OR COGNITIVELY
SET UP TO SOLVE COMPLEX PROBLEMS OR FIND CREATIVE
SOLUTIONS**

**IN THE WILD THEY GENERALLY JUST DO MONKEY THINGS, AND
THEY'RE FAIRLY PREDICTABLE**

**BUT, EVERY NOW AND THEN, THERE IS AN EXCEPTION
LIKE THE MONKEY ON THE PREVIOUS SLIDE...**

**DAVID SLATER, A VERY WELL-KNOWN NATURE PHOTOGRAPHER,
SWEARS THIS BLACK-CRESTED MACAQUE IN INDONESIA STOLE
HIS CAMERA AND PROCEEDED TO SNAP OFF A SERIES OF SELF-
PORTRAITS...**

PRETTY GOOD WORK, YES?

THERE ARE MANY EXAMPLES OF NON-HUMAN
PRIMATES INVENTING AND CREATING...
THEY USE TWIGS TO GET ANTS AND TERMITES,
AND HONEY....
THEY LEARN TO FIND MOLLUSKS AND USE ROCKS
TO OPEN THEM...

BUT IT TENDS TO BE AN ISOLATED OCCURRENCE...
ONE MONKEY DOING SOMETHING CLEVER, BUT IT
DOESN'T SPREAD TO OTHER MONKEYS

ON THE OTHER HAND, CONSIDER ANOTHER EXAMPLE:

MACAQUES LIVING NEAR BUDDHIST SHRINE IN THAILAND...THEY
YANK HAIR FROM LONG-HAIRED TOURISTS, AND USE IT TO FLOSS
THEIR TEETH

IN THIS CASE, THE HABIT HAS PASSED THROUGH THE ENTIRE
GROUP OF MONKEYS, AND CONTINUES OVER GENERATIONS,

BECAUSE...

[SEE NEXT SLIDE: FLOSSING MONKEYS]

...THE MONKEYS LEARN FROM THEIR MOTHERS.... AND IT IS NOT
JUST PASSIVE INSTRUCTION...WHEN MOTHERS NOTICE THEIR
INFANTS WATCHING, THEY EXAGGERATE THE MOTION
(SCIENTIFIC AMERICAN MIND, JULY 2009, CHARLES Q. CHOI)



EXHIBIT 2: KILLER WHALES, ORCAS

SOCIAL, HUNT IN PACKS

SMART, USE CREATIVE, INNOVATIVE STRATEGIES TO HUNT

EXAMPLE:

WHEN SEALS HIDE IN THE ICE FLOWS, ORCAS WILL SLAP THEIR TAILS ON THE WATER—THE SHOCK WAVE FORCES THE SEALS INTO THE OPEN

EXAMPLE:

PACK OF WHALES WILL BLOW BUBBLES, DRIVING THE SEALS INTO DEEPER WATER OR, THEY WILL DO THIS....

[VIDEO OF WHALES SWIMMING IN FORMATION TO CREATE WAVE THAT KNOCKS SEAL OFF ICE FLOW AND INTO THE WATER WITH THE WHALES]

HOW DO WHALES PULL OFF SUCH COMPLICATED STRATEGIES AND COORDINATE ACTIVITIES SO CLOSELY?

---LANGUAGE HELPS

---ALSO...RESEARCHERS FIND THAT THE DISTINCTIVE COLORING OF THE ORCA IS PERFECTLY SUITED FOR THE OTHER MEMBERS OF ITS POD TO JUDGE SPEED AND DISTANCE (TELEGRAPH, RICHARD GRAY, OCTOBER 16, 2011)



NEXT UP...BEES!

BEES ALSO LIVE IN SOCIAL GROUPS
MAKING FAIRLY EFFECTIVE DECISIONS ON THE SURVIVAL AND
CONTINUITY OF THE HIVE

ONE BEE IS—IF YOU’LL EXCUSE ME, FAIRLY STUPID
BARELY HAS A BRAIN AT ALL
THE SINGLE BEE SEES NOTHING BEYOND ITS IMMEDIATE SURROUNDINGS
IT IS SIMPLY WIRED TO DO A COUPLE OF SIMPLE TASKS VERY WELL

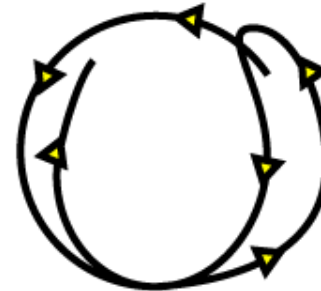
AND THE QUEEN,
IS NOT LIKE A HUMAN QUEEN...
SHE DOES NOT MAKE DECISIONS FOR THE HIVE...
DECISIONS ARE MADE FOR HER BY THE HIVE...

SO, HOW DOES THE HIVE MAKE DECISIONS?

THEY DANCE!

TO MAKE DECISIONS, A NUMBER OF BEES GO OUT LOOKING FOR A FOOD SOURCE OR A NEW HOME, WHEN THEY FIND SOMETHING THEY COME BACK TO THE HIVE...AND DANCE

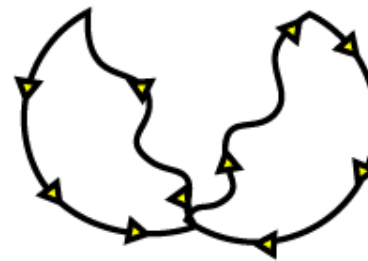
YOU MAY HAVE SEEN THIS “DANCING BEE DIAGRAM” BEFORE...IT SHOWS SEVERAL DIFFERENT PATTERNS BEES MIGHT USE TO COMMUNICATE THE LOCATION AND DESIRABILITY OF A GOOD FOOD SOURCE OR LOCATION FOR THE HIVE



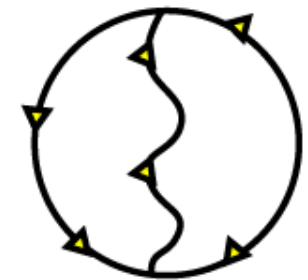
Round Dance



Crescent Dance



Transition Between
Crescent and Wag Tail Dance



Wag Tail Dance



HERE'S SOMETHING INTERESTING:

BETTER LOCATION—MORE DANCING, MORE PASSIONATE, MORE REPETITIONS
AN UNEXCEPTIONAL DISCOVER GETS A HALF-HEARTED DANCE,
BUT A GOOD FIND GETS... THE PASO DOBLE!

ALSO, DIFFERENT BEES WILL DANCE FOR COMPETING SITES—
BEES BUTT HEADS TO SILENCE COMPETITORS—
WHEN THEY REACH A QUORUM (ABOUT 15 BEES), THEY WILL HEAD BUTT THEIR
OWN GROUP TO STOP DEBATE
SO THE HIVE CAN PREPARE TO MOVE FORWARD.
(IF ONLY OUR POLITICIANS COULD LEARN THE SAME TRICK!)

SCIENTISTS CALL THIS SWARM INTELLIGENCE—
NO LEADERS, NO MANAGERS

*“SIMPLE CREATURES FOLLOWING SIMPLE RULES, EACH ONE ACTING ON LOCAL
INFORMATION”*

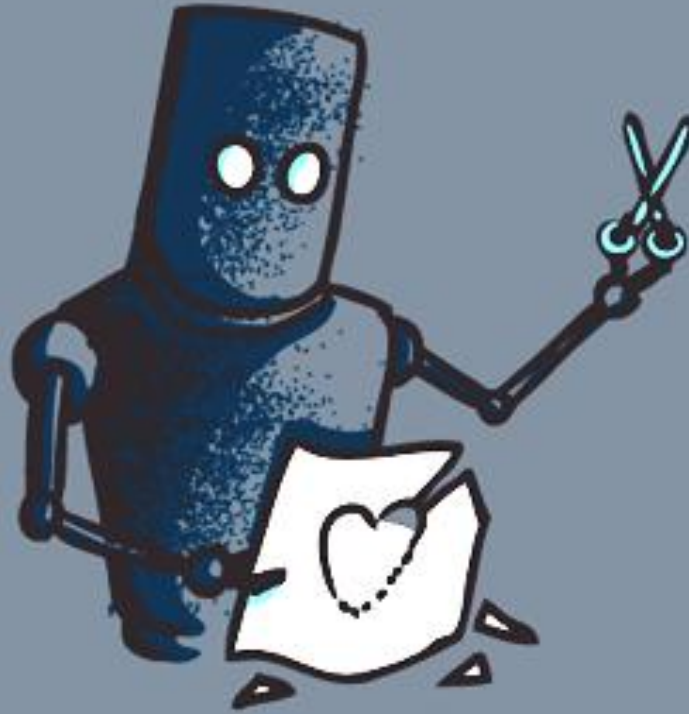
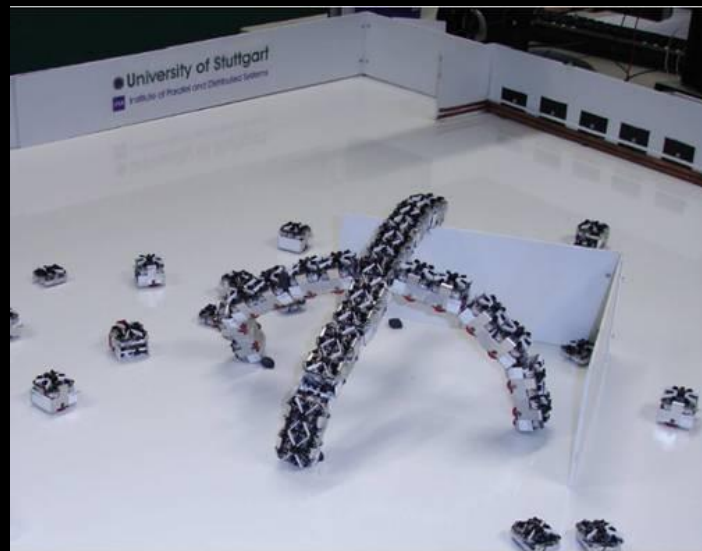


Exhibit 3: robots



SWARM INTELLIGENCE IS A HIGHLY EFFECTIVE MEANS OF BEHAVIOR...SO MUCH SO, THAT IT IS FINDING AN IMPORTANT PLACE IN ROBOT DESIGN...KNOWN AS **SWARM ROBOTICS**

IN A VIDEO CLIP WE VIEWED SEVERAL EXAMPLES: FAIRLY SIMPLE 'MICRO-ROBOTS', EACH PROGRAMMED TO MAKE SMALL DECISIONS AND PERFORM SMALL TASKS...WORKING AS PARTNERS WITH OTHER MICRO-ROBOTS TO ACCOMPLISH A LARGER COLLECTIVE TASK



CURRENTLY THESE ARE FAIRLY PRIMITIVE FORMS...BUT THE PRINCIPLE IS CLEAR...
EVEN VERY SIMPLE INDIVIDUAL ACTIVITIES CAN BUILD INTO SIZABLE COLLECTIVE ACHIEVEMENT

OUR POINT?

I USED THESE ILLUSTRATIONS TO SHOW THAT INTERACTIVITY IS **UNIVERSAL...**
NOT JUST HUMANS, NOT JUST PRIMATES, NOT JUST LIVING THINGS....
EVERYTHING.

SOCIAL INTERACTION SOCIAL INTERACTION IS NOT JUST FUN ...IT IS A VITAL
STRATEGY FOR ACHIEVING MEANINGFUL RESULTS.

AND THESE RESULTS OFTEN COME ABOUT THROUGH UNEXPECTED CHANNELS
AND CIRCUMSTANCES...

(MONKEYS STEALING CAMERAS TO SHOW OFF, THE COLORATION OF WHALES
PROVIDING A FORM OF VALUABLE FEEDBACK, BEES DANCING PASSIONATELY,
ROBOTS DEVELOPING TEAMS)

WE ARE TRYING TO DO SOMETHING CRUCIAL...WE ARE TRYING TO CREATE
CONNECTIONS AND COMMUNICATION TO FACILITATE THE CREATION AND
DISSEMINATION OF USEFUL KNOWLEDGE...AND THAT'S THE BIG STUFF..



“MISSION OF THE ‘NEW LIBRARIANS’ IS TO IMPROVE SOCIETY THROUGH FACILITATING KNOWLEDGE CREATION IN THEIR COMMUNITIES.”

R. David Lankes



**“REAL SCIENCE IS A REVISION IN
PROGRESS, ALWAYS. IT PROCEEDS IN FITS
AND STARTS OF IGNORANCE.”**

STUART FIRESTEIN

lecture concludes...

adventure begins