Hashtag info lit: A text analysis of information literacy tweets

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Academic communication has expanded in the past ten years to include various online platforms. Invisible colleges (Crane, 1972), informal networks of communication and collaboration, are able to spring up among a wider range of participants through emerging technologies. Many online platforms exist to share knowledge, and Twitter is one of the most openly accessible and widely used tools. Disciplinary discourse on Twitter has exploded in many fields, including librarianship. Although several library conference sessions and articles have focused on the practical use of Twitter by libraries and librarians, there is a gap in textual analysis of Tweets.

This poster will provide a text analysis of tweets related to information literacy, the ACRL Framework, and critical librarianship. Viewers will enjoy a variety of graphical interpretations of the data. The analysis will identify the most prevalent terms that are used in dialogues about information literacy and related topics, as well as the most prominent Twitter accounts discussing these issues.

Text analysis provides a new way to look at conversations about a core area of librarianship. What words are we using to discuss information literacy? Who is tweeting and retweeting on this topic? As librarians think and talk about our shifting approach to information literacy, a text analysis of tweets can shed some light on what we are saying, how we are saying it, and who is saying it.

Reference

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Introduction
Academic communication has expanded to various online platforms. Invisible colleges (Crane, 1972), informal networks of communication and collaboration, are now able to spring up among a wider range of participants. These informal networks are visible through public messages on platforms such as Twitter.

Text analysis uses computational methods to quickly study the content of large corpora of text. It can provide a new way to look at conversations: Who is posting and sharing? How are they connected? What are the top hashtags unifying the discourse on info lit?

Methods
● Harvested tweets using TAGS (Twitter Archiving Google Sheet) between Dec 9 2017 - March 20 2018
● #informationliteracy OR #infolit OR #infoliteracy OR #informationlit OR #informationfluency OR #infofluency OR #critlib OR #ACRLframework
● Deduplicated retweets using DiscoverText

7562 Tweets
5006 Unique tweets
2174 Users

Network of Discourse
The network for discussions related to information literacy and critical librarianship includes an interconnected nexus of retweets and responses as well as unconnected messages.

Individual Network of Top Conversationalist
The TAGS conversationalist index measures retweets and responses among accounts. This image reveals the connected nature of the top conversationalist within this network.

Visualization by TAGS Explorer

Visualization by TAGS Explorer

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Top Hashtags

Top Conversationalists

Word Frequency

Selected Readings