

Hashtag info lit: A text analysis of information literacy tweets

Presented at the California Academic & Research Libraries 2018 Conference

April 13-15, 2018
Redwood City, California

Annis Lee Adams, E-Resources Librarian, CSU East Bay
Margot Hanson, Instruction & Outreach Librarian, CSU Maritime Academy

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

Crane, D. (1972). *Invisible colleges: Diffusion of knowledge in scientific communities*. Chicago: University of Chicago Press.

Hashtag Info Lit: A text analysis of information literacy tweets

CARL Conference: April 13, 2018

Annis Lee Adams, CSU East Bay & Margot Hanson, CSU Maritime Academy



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

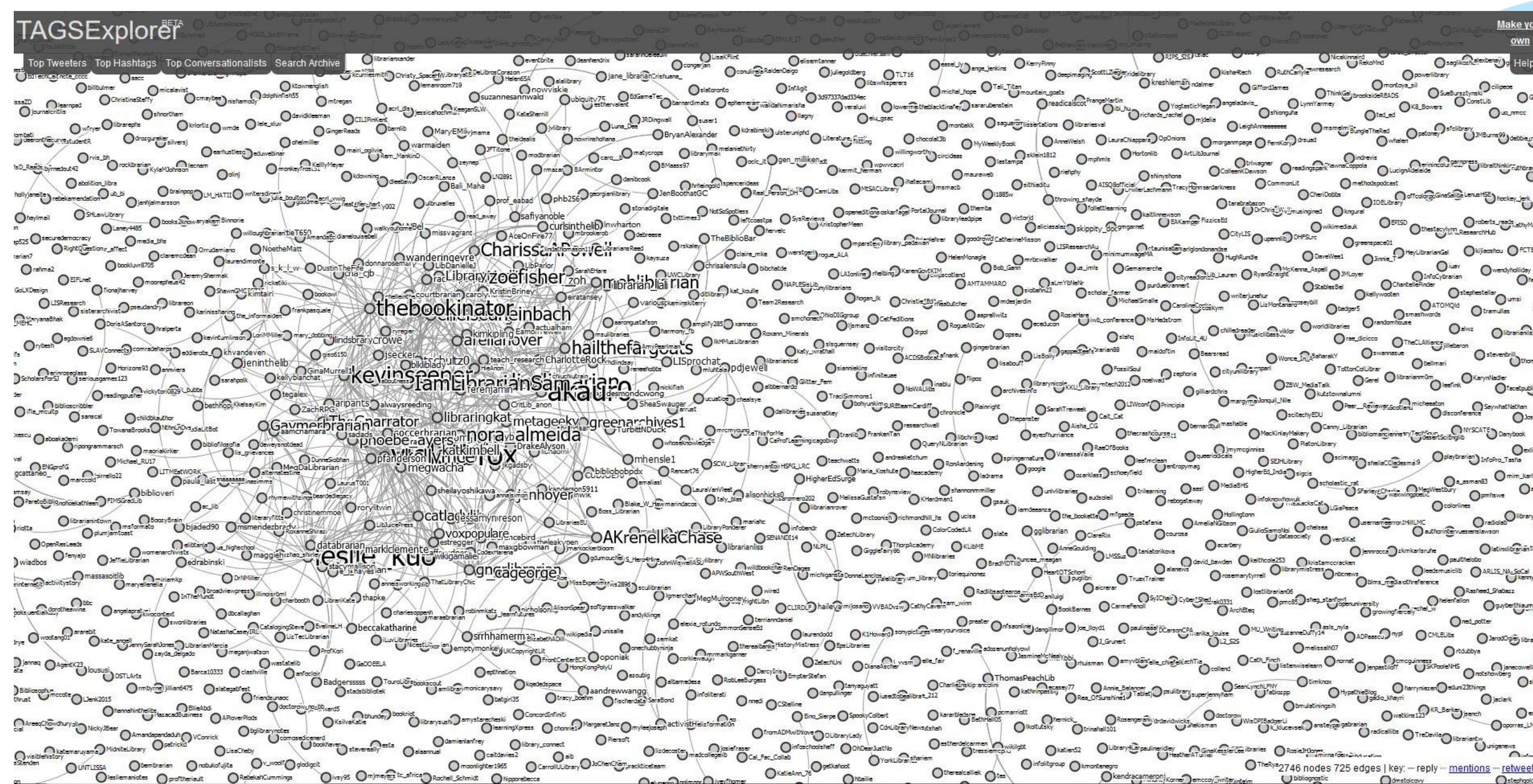
- Harvested tweets using TAGS (Twitter Archiving Google Sheet) between Dec 9 2017 - March 20 2018
- #informationliteracy OR #infolit OR #infoliteracy OR #informationlit OR #informationfluency OR #infofluency OR #critlib OR #ACRLframework
- Deduplicated retweets using DiscoverText

7562
Tweets

5006
Unique tweets

2174
Users

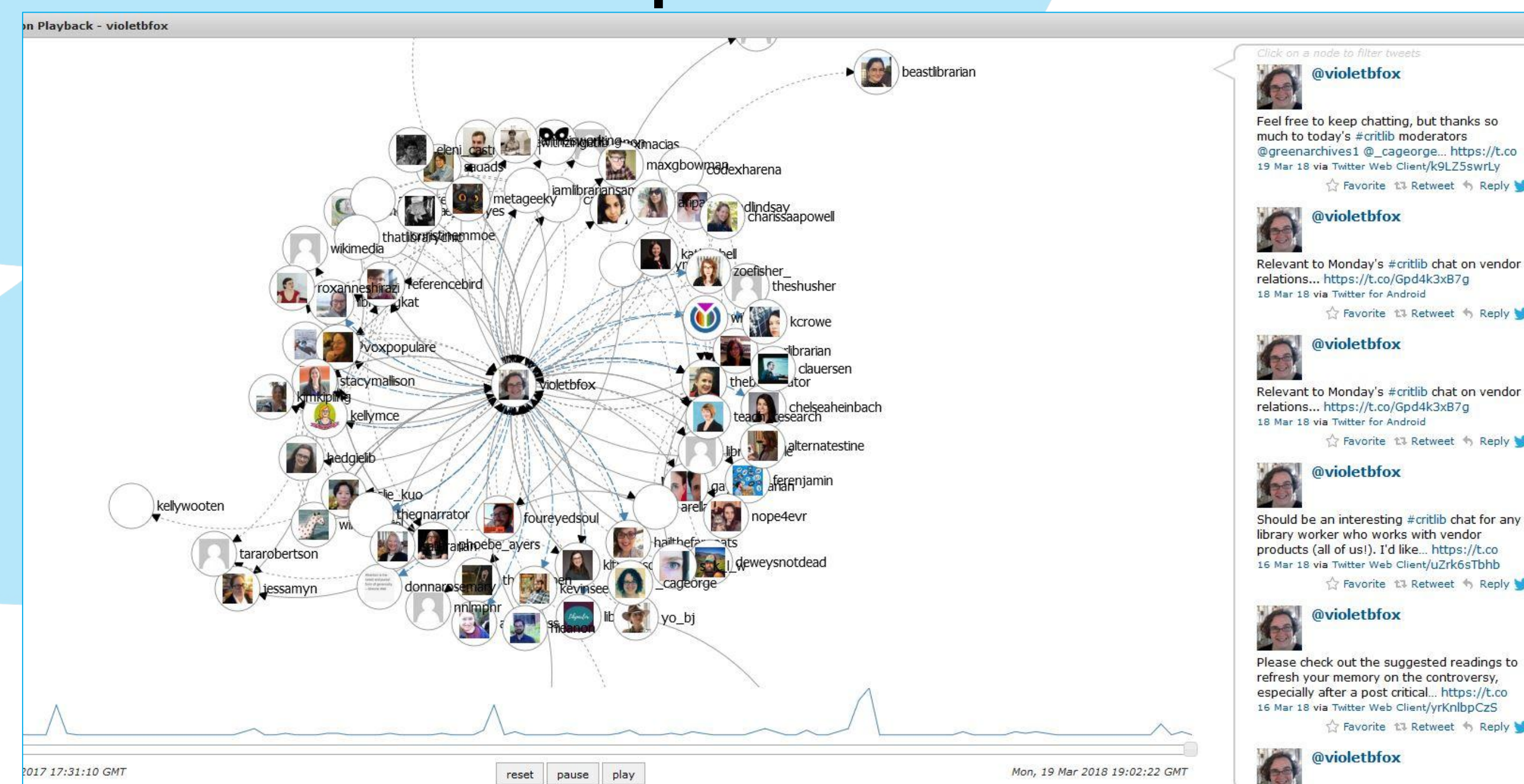
Network of Discourse



Visualization by TAGS Explorer

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










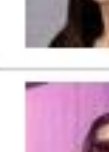
Individual Network of Top Conversationalist



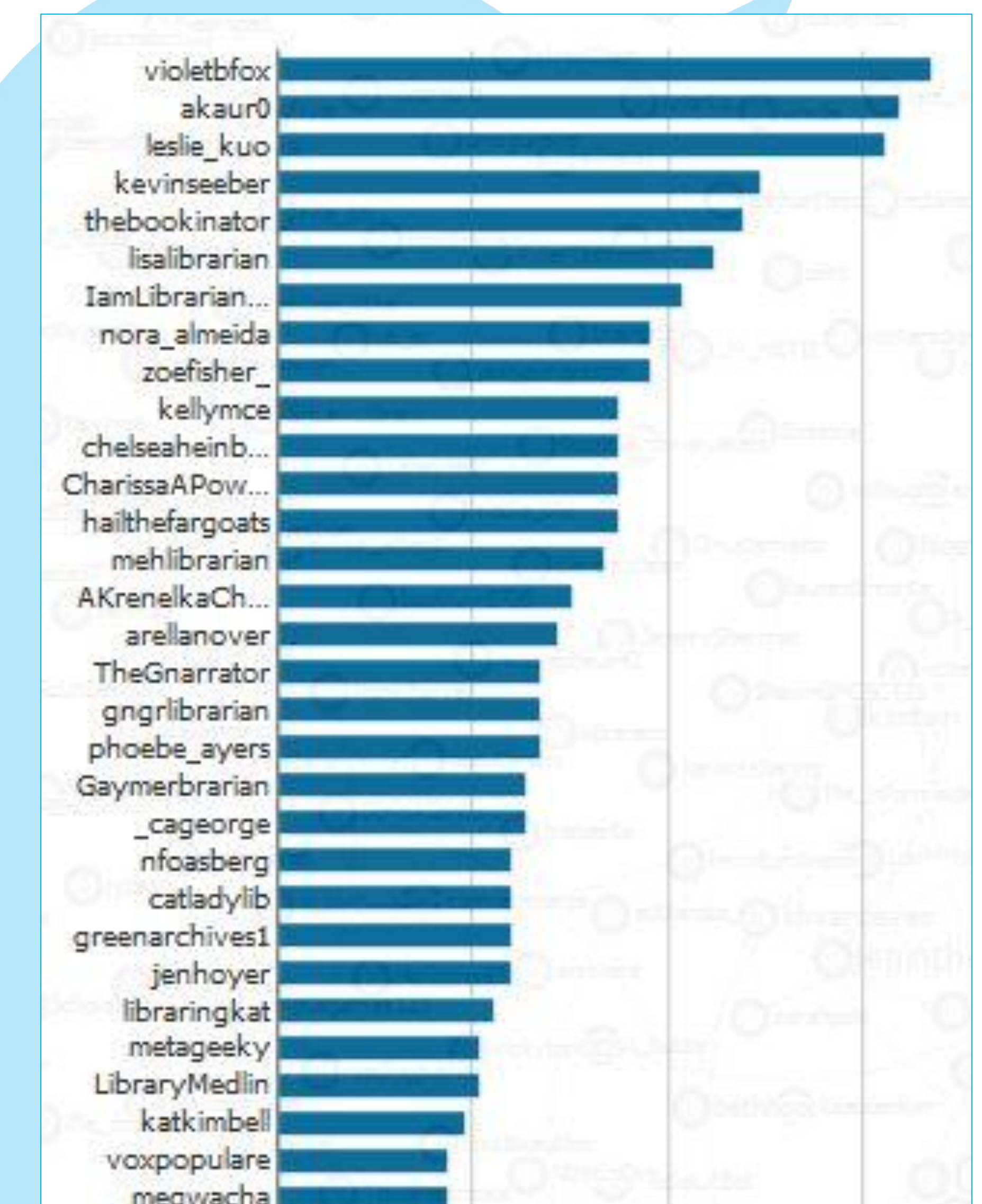
Visualization by TAGS Explorer

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

Top Users

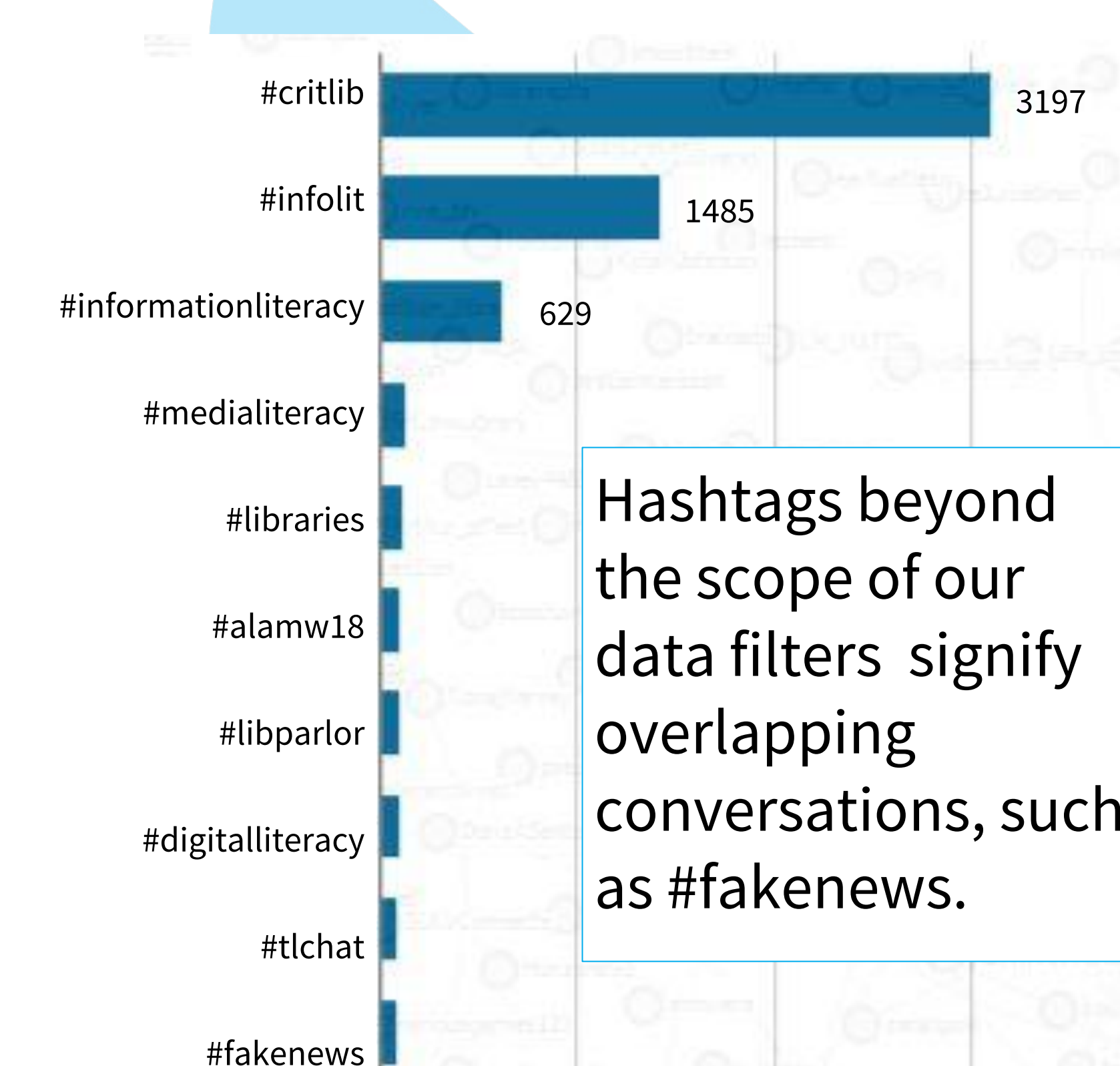
	Username	Tweets on topic	Followers
	sheilayoshikawa	103	1390
	violetfbx	100	2399
	kevinseeber	89	1760
	kellymce	77	2255
	thebookinator	71	1115
	margymaclibrary	66	2590
	lamLibrarianSam	65	185
	chelseaheinbach	64	594
	catladylib	62	6979
	lisalibrarian	62	6654

Top Conversationalists



Visualization by TAGS Explorer

Top Hashtags



Note: #critlib is used extensively during biweekly topical discussions

Visualization by TAGS Explorer

Hashtags beyond the scope of our data filters signify overlapping conversations, such as #fakenews.

Word Frequency



Note: Stopwords = hashtags, usernames & librar*

Visualization by WordItOut

Refreshingly, the most prevalent terms in our dataset are positive and user-focused.

Selected Readings

- Bello-Orgaz, G., Hernandez-Castro, J., & Camacho, D. (2017). Detecting discussion communities on vaccination in twitter. *Future Generation Computer Systems-the International Journal of Esience*, 66, 125–136.
- Crane, D. (1972). *Invisible Colleges: Diffusion of Knowledge in Scientific Communities*. Chicago: University of Chicago Press.
- Moreillon, J. (2015). #school librarians Tweet for Professional Development: A Netnographic Case Study of #txlchat. *School Libraries Worldwide*, 21(2), 127–137.