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Using What They Know to Teach Them What They Need to Know

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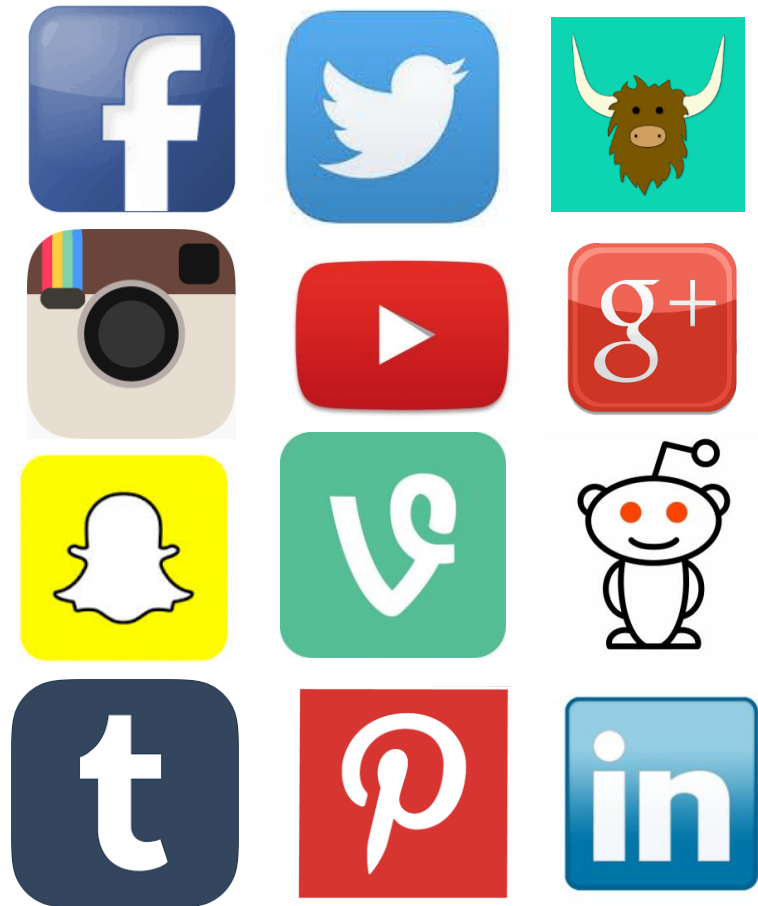
Using what they know to teach them what they need to know

Lucinda Rush, MLIS, MME

Old Dominion University Libraries



What's the point?



What They Know

- ✓ Social Informatics
- ✓ Interactions
- ✓ Audience Construction
- ✓ Identity
- ✓ Incentives
- ✓ Ambient Awareness

Want to know more?

Rush, L. & Wittkower, D.E. (2014). Exploiting fluencies: Expropriation of social networking site consumer training. *Digital Culture & Education*, (6), 13-29.

How Do They Connect?



Views, Likes, & Shares vs. Citations



Effects of **skin care** and **makeup** under instructions from dermatologists on the quality of life of female patients with acne vulgaris

Y Matsuoka, K Yoneda, C Sadahira... - The Journal of ..., 2006 - Wiley Online Library

ABSTRACT Acne vulgaris affects patients' quality of life (QOL) and their lives in various ways, including... satisfaction. This may be heightened by... investigated whether the use of **skin care** and ...

Cited by 59 Related articles All 6 versions Web of Science: 23 Cite Save

Authority

The Dermatology Life Quality Index 1994–2007: a comprehensive review of v and clinical results

MKA Basra, R Fenech, RM Gatt... - British Journal of ..., 2008 - Wiley Online Library

Background The Dermatology Life Quality Index (DLQI) is one of the most widely used dermatology-specific quality of life measures. For the last 5 years there has been great interest in its use. Objectives To collate all information regarding the technical ...

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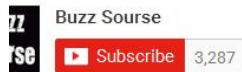
Authority

Social
Informatics

Authority is
Contextual



Nancy Grace Battles 2 Chainz over Pot :Think of the Children



They Know:

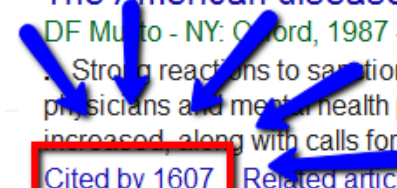
- How to do keyword searches in YouTube
- How to find the most popular videos
- How to judge the relevancy of videos

The American disease: origins of narcotic control (expanded edition)

DF Munro - NY: Oxford, 1987 - ncjrs.gov

Strong reactions to sanctions eventually yielded considerable responsibility for control to physicians and mental health professionals. Between 1965 and 1980, toleration of drug use increased, along with calls for **legalization of marijuana** and methadone maintenance. ...

Cited by 1607 Related articles All 2 versions Cite Save More



They Need to Know:

- How GoogleScholar ranks results
- How to keyword search in databases and GoogleScholar
- How to judge the relevancy of scholarly resources

Biggest Lies on the Internet

Two Truths & A Lie

- Ambient Awareness
- Searching as Strategic Exploration
- Research as Inquiry
- Authority is Constructed & Contextual

Embedded Librarian & Facebook



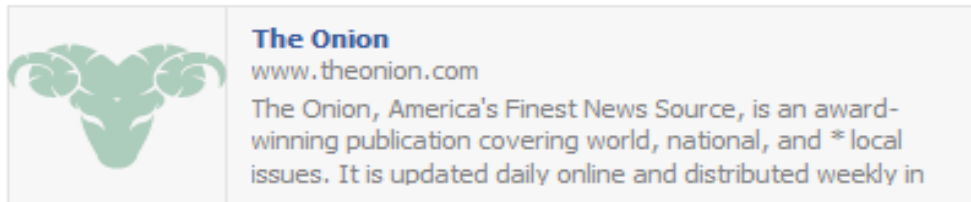
82% of
Young Adults
(18-29) are
on Facebook

70% of all Facebook
users login at least
once a day. 43% login
multiple times a day.

Incentive: Instant Gratification & Feedback

[REDACTED] s that hearing the words '2016
[REDACTED] among American people. The study found
that thousands of people would sink into an acute depression after
hearing those words within a matter of seconds. The study also found
that even people who seem to be cheery and blithe are affected by the
phrase that is causing anxiety to a large number of people.

Science /Tech. (2013, September 16). Retrieved November 19, 2013,
from The Onion: www.theonion.com



Like · Comment · Share · Unfollow Post · 13 hours ago

Seen by 11



Lucinda Rush [REDACTED] I know that sometimes it can be hard to tell,
but The Onion is not a credible news source. If you check out some of
the other stories on their site, you'll see that it is made for humor. I can
see why this story in particular seemed reliable, but it's actually not. Let
me know if you need any help with any other sources 😊

12 hours ago · Like

**Searching
as
Strategic
Exploration**

Ambient Awareness, SNS, and Research as Inquiry

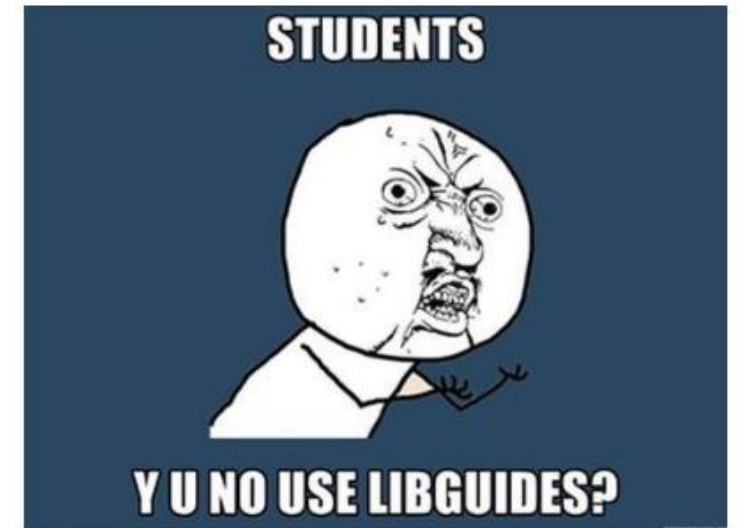
**Oh yeah, I
can use the
awesome
Course
Guide that
my librarian
made!**



Lucinda Rush

Why?

<http://guides.lib.odu.edu/phil795/895>



The “In Real Life” Connection

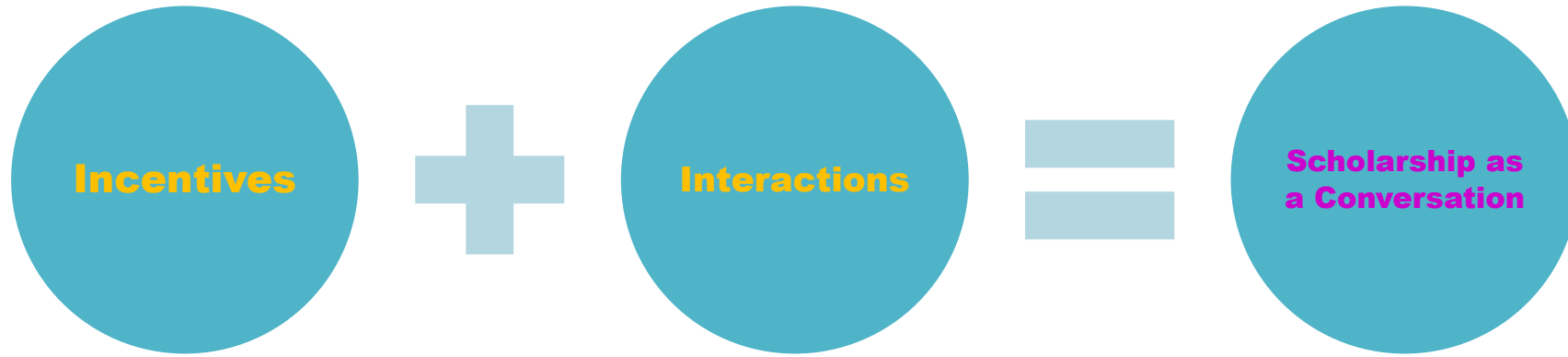


**Sharing,
Posting,
Engaging**

**Ambient
Awareness**

**Research as
Inquiry,
Scholarship
as
Conversation**

Let Them Talk!





Information Creation as Process





#



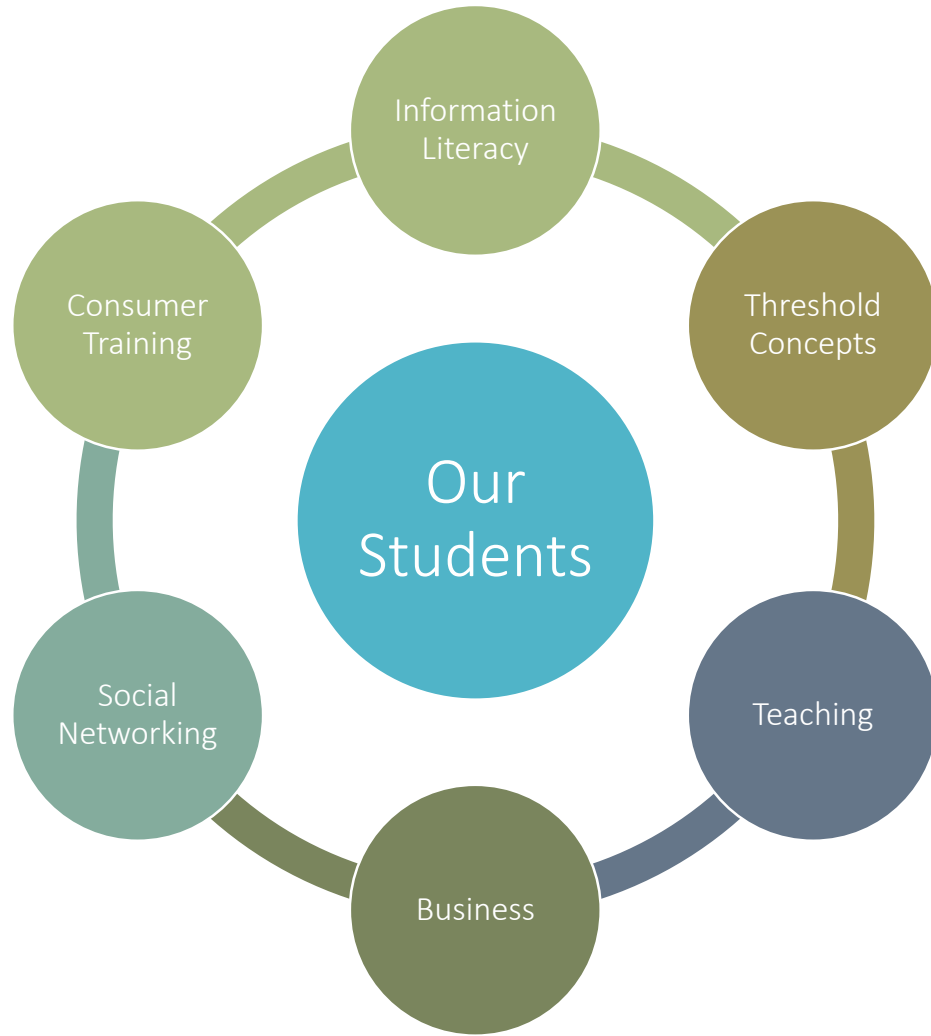
#Research

Let Them Play!



Information
Has Value

It's All Connected



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