Semi-social discovery, aggregation, and curation

Barbie E. Keiser
@bekinc

CIL 2014
Washington, DC
How we track news and topics of interest

- In the past
- Practice evolves (and continues to evolve)
  - News readership, editorial choice, follow the writer
  - From NYT in print to online to following Pogue @Yahoo!
- Newer, “social” tools (We Recommend; Trending)
  - Social bookmarking (Delicious & Diigo, public vs. private vs. follow)
- Social media metrics (influence factors)
- New roles for ourselves (and others)
Media monitoring (offline)
Developing an online current awareness service

- Purpose
- Content
- Urgency of need
- Cost limitations

- Presentation format
- Delivery mechanisms considered*
- Degree of flexibility required
- IT skill sets available
Basic presentation formats

- Headlines
- Summary/abstract/first para (with link to full-text)
- Full-text

- Flexibility
  - Personal preferences
  - Easy-for-me
Delivery mechanism(s)

- Desktop vs. email
  - Scroll across bottom of screen (WorldFlash)
  - Pop-up alerts/mini-window (TriggerNews)

- Push vs. pull vs. cast
  - Privacy and security concerns
  - Mobile (mCOMPETE)

- Newspaper/magazine/newsletter format
  - Create Your Own Newspaper (Crayon.net)
  - Flipboard or Quartz-like (qz.com)
  - Zite, recently acquired by Flipboard, and GetPrismatic

- Dashboarding

- Intranet
Set up alerts

- In databases for ourselves
- For distribution to others
- Dialog, Nexis, Factiva allowing users to set up alerts for themselves
- Real-time or other?
Personal news services

“Print”
- Webclipping
- Newzcrawler
- Nexcerpt

Broadcast
- Metro Monitor News
- Critical Mention
- Global (Clip Syndicate)
- Local (Teleclip)
New tools from old names

- eWatch from PR Newswire
- NewsTrack (UPI)
- AFP Direct (l’Agence France-Presse)
- Comtex Industry Updates and News Solutions
- Moreover.com
- MagPortal
Web-based services

- Tracked searches (NewsLibrary)
- Online news clipping services
  - CustomScoop
  - CyberAlert
- Custom newsletters (Inbox Robot)
- Topic blogs and issues tracking (Journalist’s toolbox)
- Ad tracking (Hitwise)
- Digital media monitoring
- Conversation monitoring
- Social intelligence & analytics
  - Influencers
  - Sentiment analysis
- Business intelligence
  - Auto-categorization
  - Summarization
  - Text mining
  - Tools that “learn” (training)
Why employ these tools?

- Proliferation of websites/blogs/multimedia
- Identify good sources that you didn’t know before
  - Globalization
- Convenience
- Personal options
- Sharing your personal news clips with others
  - Respecting copyright
My own evolution

- Customizable start pages (iGoogle and myYahoo!)
  - Retired and changed
- Google alerts and Yahoo! Pipes
- Pageflakes and Netvibes
  - Shrewsbury and Telford Health Libraries (UK)
    http://www.youtube.com/watch?v=cEDX9KTDiXA
- RSS feeds and feedreaders
  - Google Reader and beyond
  - Feedly, Feedspot, Newsblur
- Dashboards (CI)
- Flipboard and Quartz-like presentation (qz.com)
- Mobile
- Publisher evolution (next ONLINE column)
  - InformationWeek
  - Academic universities: Harvard, MIT, Stanford, Wharton, LSE
  - Consulting organizations: Booz, McKinsey
Here’s what we seek

- Quality, authoritative content
  - Promptly updated as new information becomes available

- Capable of storing multiple and complex search strings
  - Boolean logic
  - De-dupe results*

- Presenting results in a pleasing format
  - According to users’ preferences

- Allowing for ease of sharing with interested parties
  - Colleagues at work
  - Friends far-flung (Facebook)

- Translation capabilities within the tool
  - Search and present
Top News

Chris Davies / SlashGear:

**Apple reportedly acquires PrimeSense, company behind original Kinect 3D sensor tech, for $345 million** — Apple reportedly buys Kinect tech-creator PrimeSense — Apple has reportedly acquired PrimeSense, the motion-tracking company responsible for the technology in the original Xbox 360 Kinect ...

**More:** The Next Web, The Verge, MacRumors, Reuters, VentureBeat, GeekTime, iMore, Business Insider, Forbes, TechnoBuffalo, iPhone in Canada Blog, everythingiCafe, 9to5Mac, iDownloadBlog.com, Yankee Sabra Limey, Softpedia News and App Advice

Tweets: @markgurman and @joshblake

Mark Gurman / 9to5Mac:

**Apple Stores to implement iBeacon location technology to improve service, boost sales** — iOS 7's flashy launch earlier this year with an entirely new design and streaming music functionality overshadowed a breakthrough new feature: iBeacons, a location-based technology with profound implications for industries such as retail.

**More:** iMore, iPhone in Canada Blog, iPhone Hacks, App Advice, MacRumors, i4U News, iDownloadBlog.com and iClariﬁed

Tweets: @howardlindzon, @markgurman and @markgurman
Netvibes

Your feeds

- All feeds (6444)
- Read later
- Recently read

- General (5578)
  - competitive intelligence news (237)
  - competitive intelligence
  - competitive intelligence

Your searches

- competitive intelligence news

Competitive Intelligence News (Edit)

- Recently Released Market Study: Cement, Stone and Ceramic Products in India
- Ear Care in the Netherlands: New Research Report Available at Fast Market Res...
- New Market Research Report: Reproduction of Recorded Media in India: Indus...
- Hair Care in Egypt - New Study Released (SBWire Press Releases) - ... Hair Care...
- "Weapons and Ammunition in India: Industrial Report" Now Available at Fast...
- Now Available: Smoking Tobacco in Greece (SBWire Press Releases) - ... Tobacco...
- New Report Available: Peru Commercial Banking Report Q4 2013 (SBWire Pr...
- New Market Research Report: Home and Garden in South Korea (SBWire Pre...
- Report Published: "Newspapers in South Korea - a Snapshot (2013)" (SBWire ...
Essentials
Add categories
Add feeds

Locate the feed address on the website. It is usually represented with one of the following icons: RSS, RDF, ATOM, XML.

Copy and paste this address above. If you don’t see the feed address, you can try to enter the website address instead. We will try to autodiscover it. Get more information about feeds.
Netvibes
How the newer alert services work

- SOCIAL, social, social

- Alerts in your InBox that new material has been added by individuals you follow (beta.Nuzzel.com)

- LogIns identify you through your social media accounts

- Publish as you choose
  - Private vs. Public
Nuzzel
Who do you follow on Twitter?

Sunlight Foundation @SunFoundation
Looking to track Capitol Hill on the go? Our free @Congress_app is available on both iOS + Android devices: congress.sunlightfoundation.com

GuardianTeach @GuardianTeach
Looking for advice on tackling cyberbullying? Join our live chat on Thursday at 6pm theguardian.com/teacher-networ...

Tom D'Amico @TDOttawa
21 Literacy Resources For The Digital Teacher - shrd.by/7ME7wj #edtech #ocsb #digital #literacy #resources

Armed with Science @ArmedwScience
The commander of @USCYBERCOM and #NSA director Gen. Alexander says media reports “mischaracterize what NSA does” go.usa.gov/W8gP
Scoop.it!

iGeneration - 21st Century Education
Teaching and learning in the 21st Century - meeting the challenges of digital learning and the iGeneration
Curated by Tom D'Amico (@TDOttawa)

Follow this Topic - iGeneration - 21st Century Education
From www.scoop.it - December 30, 2012 11:40 AM
"Teaching and learning in the 21st Century - meeting the challenges of digital learning and the iGeneration"

Deploying iPads in Education
From www.classthink.com - Today, 2:01 PM
"Getting Started
While setting up an individual iPad is really simply, configuring and managing large numbers of"
My options
My Dashboard

Deploying iPads in Education

From www.classthink.com - Today, 2:01 PM
While setting up an individual iPad is really simply, configuring and managing large numbers of...

Telling stories with altmetrics | Think Links

The Power of Brands

Two interesting evolutions in marketing are trying to leverage the power of love. One is neuromarketing. The second one is social media marketing.
John Shank’s Scoops

Blended Librarianship
Blended Librarians explore the Intersection ...

Higher Education in the Future
Exploring the trends and technologies that a...

CAS 383: Culture and Technology
Class Resources for Penn State Berks CAS 383 ...

My Interesting Stuff
Just for Me

OER, LOR, & Interactive Learning Mate...
Find online repositories and libraries that can be ...

Enhanced Learning in A Digital World
Finding, Choosing, & Using Interactive Education...
<table>
<thead>
<tr>
<th>Select Folder</th>
<th>Get Mail</th>
<th>Compose</th>
<th>Search</th>
<th>Delete</th>
<th>Move to Folder...</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>From</th>
<th>Subject</th>
<th>Date</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRENNAN CONROY</td>
<td>BU.360.701.61.FA13 Competitive Intelligence: Qualtrics</td>
<td>11/18/2013 11:52</td>
<td>3K</td>
</tr>
<tr>
<td>Paper.li</td>
<td>The Instructional Designers Daily is out! Edition of 18 November 2013</td>
<td>11/18/2013 8:22</td>
<td>27K</td>
</tr>
<tr>
<td>Quartz</td>
<td>Quartz Daily Brief—Congress mulls bitcoin, Chinese housing, online gambling, SETI bonds</td>
<td>11/18/2013 5:57</td>
<td>43K</td>
</tr>
<tr>
<td>Spundge Notifications</td>
<td>Confirm email address for spundge.com</td>
<td>11/17/2013 15:27</td>
<td>4K</td>
</tr>
<tr>
<td><a href="mailto:info@pumacy.de">info@pumacy.de</a></td>
<td>Contact request – Knowledge Management Trendstudy</td>
<td>11/17/2013 7:55</td>
<td>2K</td>
</tr>
</tbody>
</table>
Read news curated by people I follow
Create a newspaper

Enter a title for your paper

Give a short description (optional)

Update once a day
Find and select content

Find & select content sources for your paper

FEATURED

Top Business Tweets @tw_top_business
Top Business Tweets algorithmically selects and retweets some of the most interesting tweets around business spreading across Twitter. Enjoy!

Business Insider @businessinsider
The latest business news and analysis.

WSJ Business News @WSJbusiness
Business news coverage from The Wall Street Journal.

Reuters Business @Reuters_Biz
Reuters business news

Al Arabiya Business @AIArabiya_Bn
The leading source of Business News in the Middle East المصدرون الرئيسي لأخبار الاقتصاد والأعمال في الشرق الأوسط @AIArabiya

No content sources added yet
Use the window on the left to find content sources to add to your paper

Here are a few suggestions:

→ browse & select some featured sources

→ find people on Twitter or Google+ by name or username
Thank you Rebecca!
Right Scoop
about 3 hours ago

George Will: White House press room has become a third legislative chamber

The Sacramento Bee
9 minutes ago

49ers blog: Vernon Davis, Eric Reid to start vs. Packers; Dobbs fills in for McDonald
Sulia
<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Title</th>
<th>All Posts</th>
<th>Sulia Posts</th>
<th>Comments</th>
<th>Likes</th>
<th>Referrals</th>
<th>Comments Rcvd</th>
<th>Likes Rcvd</th>
<th>Trusted By</th>
<th>Global Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Library of Congress</td>
<td>Expert 4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>509</td>
</tr>
<tr>
<td>2</td>
<td>Bobbi Newman</td>
<td>Expert 0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>339</td>
</tr>
<tr>
<td>3</td>
<td>David Lee King</td>
<td>Expert 0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>272</td>
</tr>
<tr>
<td>4</td>
<td>Andy Woodworth</td>
<td>Expert 1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>257</td>
</tr>
<tr>
<td>5</td>
<td>Michael Stephens</td>
<td>Expert 0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>256</td>
</tr>
<tr>
<td>6</td>
<td>American Libraries</td>
<td>Expert 2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>249</td>
</tr>
<tr>
<td>7</td>
<td>LISNews.org</td>
<td>Expert 8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>236</td>
</tr>
<tr>
<td>8</td>
<td>The British Library</td>
<td>Expert 2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>224</td>
</tr>
<tr>
<td>9</td>
<td>Pete Cashmore</td>
<td>Expert 0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>218</td>
</tr>
<tr>
<td>10</td>
<td>A Google</td>
<td>Expert 0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>199</td>
</tr>
<tr>
<td>11</td>
<td>TechCrunch</td>
<td>Expert 0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>154</td>
</tr>
<tr>
<td>12</td>
<td>Marshall Breeding</td>
<td>Expert 0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>146</td>
</tr>
<tr>
<td>13</td>
<td>Michael Sauers</td>
<td>Expert 2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>127</td>
</tr>
<tr>
<td>14</td>
<td>Erin Dorney</td>
<td>Expert 0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>127</td>
</tr>
</tbody>
</table>

1 2 3 ... 9 10 11 >>
Probe the Internet

Your own smart and personalised web feed

FEATURED

* Most Shared Today
* Most Tweeted Today
* Most Liked Today

* Most Discussed Today

* Google Reader

PING.it

POPULAR USER PROBES

* Top 3 News Stories Per Hour From The Top 10 News Sites
* TechCrunch articles with more than 100 likes
* Latest From BuzzFeed With More Than 1000 Likes
* Top 10 PerCent From Upworthy
* YouTube Popular Videos
* Technology

Learn More

Ping.it is a new way to discover what's happening on the internet. All presented on a clean easy to read feed.
<table>
<thead>
<tr>
<th></th>
<th>ARTICLE TITLE</th>
<th>IMAGE</th>
<th>SOURCE</th>
<th>FEED</th>
<th>PUBLISHED/FEATURED</th>
<th>RATE</th>
<th>ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ANNALS OF MEDICINE</td>
<td></td>
<td>Drones for delivery of medicine</td>
<td>Test Health Global</td>
<td>08/09/2013, 01:22AM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Trap.it Branded publishing
Reaggregation of your social media interests (Rebelmouse)
Think about these new approaches

- Will they replace your go-to tools? Should they?

- How will you integrate them into your arsenal? Introduce them to your colleagues/users/patrons

- Which will you try?
Time for Q&A

- This presentation was based on a column that appears in the November/December 2013 issue of ONLINE Searcher
Thanks for the opportunity!

Barbie.Keiser@gmail.com
BKeiser1@jhu.edu
@bekinc