Blogs and Twitter: is there gold amongst the dross? Karen Blakeman, http://www.rba.co.uk/ ICIC 2009, Sitges, Spain 19th-21st October 2009 #icic09





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What do blogs and Twitter mean to you?

fred's official conference diary

Monday, 12 October 2009

Just been sick

Just been sick so have gone back to bed. The b phone so someone has told him about last night today's keynote.

Don't feel well

Went to the conference cocktail reception and d

feel very well this morning so might give the first sessions a miss. Hope the boss doesn't find out.

0 comments

Labels: conference, spain



Or are they about...

- Sharing knowledge with colleagues
- Keeping up to date with new developments
- A more efficient way of collaborating on articles, documents, policies, contracts, conference programmes, training materials
- A quick and easy way of providing information to your users and clients through different platforms, applications and devices
- Establishing new contacts
- Reputation monitoring what are people saying about your organisation, its services, its products?
- Marketing and promoting your organisation's and your own skills and expertise



Gold or dross?

- Blogs still have a significant amount of dross but much of it has moved over to Twitter
- Twitter Study Reveals Pear Analytics
 - http://www.pearanalytics.com/blog/2009/twitter-study-revealsinteresting-results-40-percent-pointless-babble/

Pointless babble: 40.6%

Conversational: 37.6%

Pass-along value: 8.7%

Self promotion: 5.85%

Spam: 3.75%

- News: 3.6%

- BUT depends on who you are "following"
- There are nuggets of gold to be found but like panning for gold you need the right tools



Blogs

- Often not called a blog
 - What's New, Current Awareness, News & Announcements
 - anything but a blog!
- Alternative publishing medium, small web sites
- Blogs as sources of information
 - forget about the labels and jargon
 - for serious research they are no longer an option but an essential part of your information search strategy
 - you go to where the conversations are
 - you go to where the information is
- Blogs as part of competitor and reputation monitoring
 - what are people saying about you or your competitors



RSC Advancing the Chemical Sciences

chemistryworldblog

News, views, information and advice from Heriot-Watt University Library

Archived Entry

Post Date:

Friday, Oct 9th, 2009 at 11:37 am Category:

News and The Commercial Chemist Do More:

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How to find patents and patent informatio

What are patents?

A patent is a legal document which gives its owner the r others from copying, manufacturing, selling, and importing invention without their permission. Patents therefore pr features and processes that make things work. Patents source of technical information.

Heriot-Watt University Library does not hold many pater we have can be found via the Catalogue. However, our Loans service can obtain copies of most patents where not available from the services listed below.

Finding patents

Various services can be used for finding patents:

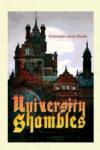
- GB Esp@cenet covers all GB applications published by Property Office under the Patents Act 1977, plus GB pa by the Intellectual Property Office since June 2002. Th is one of a number of databases available through Esp@cenet through which patents from Europe and W Intellectual Property Organization), and information ab worldwide, are available.
- The United States Patent and Trademark Office (USPT) Patent Full-Text and Full- Page Image Database, Cove 1790 onwards for issued US Patents, full-text from 193 Google Patents also searches information from the USI
- Patent Lens is a worldwide, open-access, free full-text informatics resource.

Energy Balance

About Me



NAME: CHRIS RHODES LOCATION: UNITED KINGDOM View my complete profile My first novel University Shambles is available at http://www.universityshambles.com



Member of the Poet's Inkwell



poetsinkwell.com

Links

Clusterfuck Nation by Jim Kunstler BP Statistical Review of World Energy 2006 NEI Nuclear Notes <u>KunstlerCast</u>



THURSDAY, OCTOBER 08, 2009

U.K. Government Told: "Peak Oil in 10 Years".

The UK Energy Research Centre (UKERC) has issued a report in which it is stated that there is a "significant risk" that world oil production will reach its peak and then fall into terminal decline - i.e. "peak oil". The report further urges, quite logically, that the price of oil and hence fuel will rise and become more volatile and so one might expect will the world economy, given its inextricable underpinning by the price of oil.

The UKERC states that oil provides one third of the total energy used

12 October 2009

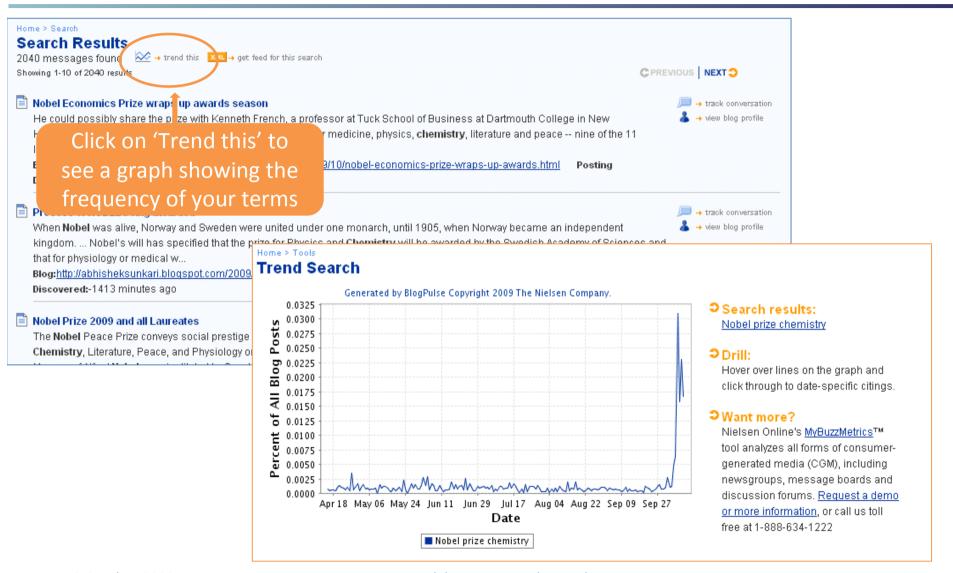


Blogs as sources of information

- Blogs (and now Twitter) included in general search results by Google, Yahoo and Bing
- Look for the Blogroll of List of Links on a relevant blog
- Google Blogsearch http://www.google.com/blogsearch
 - use advanced search to search within an individual blog
- Blog search engines and directories
 - http://www.technorati.com/
 - http://www.blogpulse.com/
- Google "Show options"
- Set up RSS alerts for repeat searches and current awareness

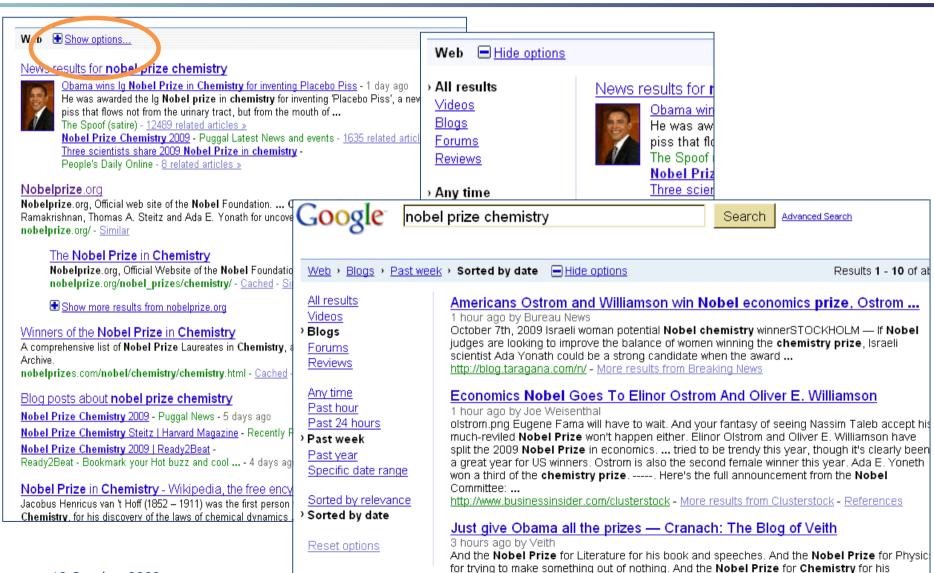


Blogpulse - http://www.blogpulse.com/





Google "Show options"



chemistry with foreign leaders. I'm personally offended ...

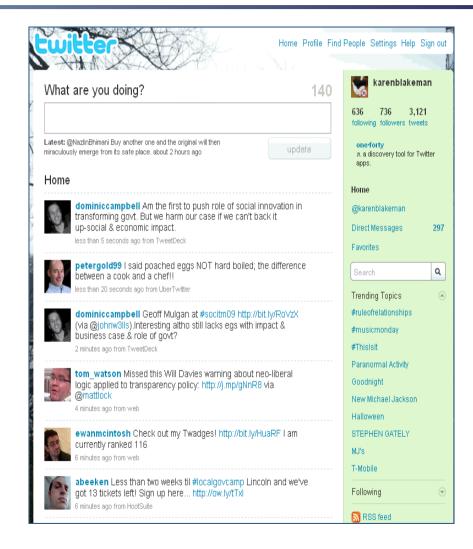
http://www.geneveith.com/

12 October 2009



Twitter

- http://www.twitter.com/
- Instant messaging and SMS on the web but one to many
- Microblogging postings are called 'tweets' and 140 characters long
- Develop and expand your personal and organisation's networks
- "Follow" people to include their tweets in your twitterstream
- Monitor conferences, what people are saying about companies, products, services



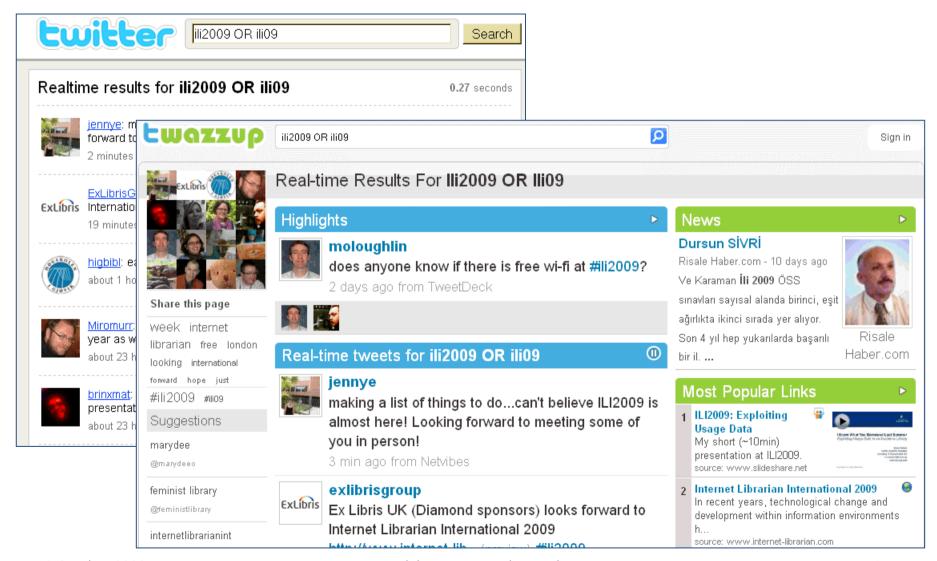


Searching Twitter and tweets

- Searching public tweets
 - http://search.twitter.com/, http://www.twazzup.com/
- Google advanced web search and use site search on twitter.com
- Use your Twitter client on your desktop, laptop, mobile, iphone etc.
 - e.g. Tweetdeck, Seesmic
 - Review: 8 free Twitter clients for better tweeting
 - http://www.computerworld.com/s/article/9138067/Review_8_f ree_Twitter_clients_for_better_tweeting?taxonomyId=16&pa geNumber=2
- Phil Bradley's weblog: Twitter Search 20 alternative search engines
 - http://philbradley.typepad.com/phil_bradleys_weblog/2009/03/twi tter-search-20-alternative-search-engines.html
- RSS feeds for search alerts



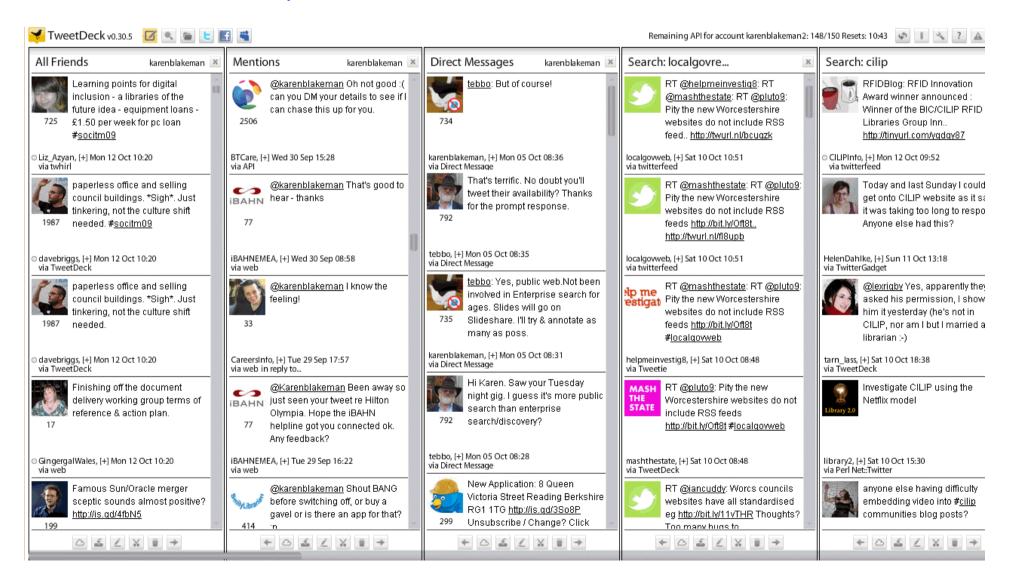
Twitter search





Managing your Twitterstream and Twitter searches

Tweetdeck – http://www.tweetdeck.com/





Backup your Tweets

- BackupMyTweets Home: Backup Your Twitter Account
 - http://backupmytweets.com/
- Twapper Keeper Archive Tweets
 - http://twapperkeeper.com/
- Tweetdoc: Document your twitter event
 - http://www.tweetdoc.org/
- The Archivist: Save And Export Twitter Searches Before They Go Away
 - http://visitmix.com/Opinions/the-archivist
- Publish your own tweets to a blog page
 - LoudTwitter, http://www.loudtwitter.com/
 - Twittinesis, http://www.twittinesis.com/

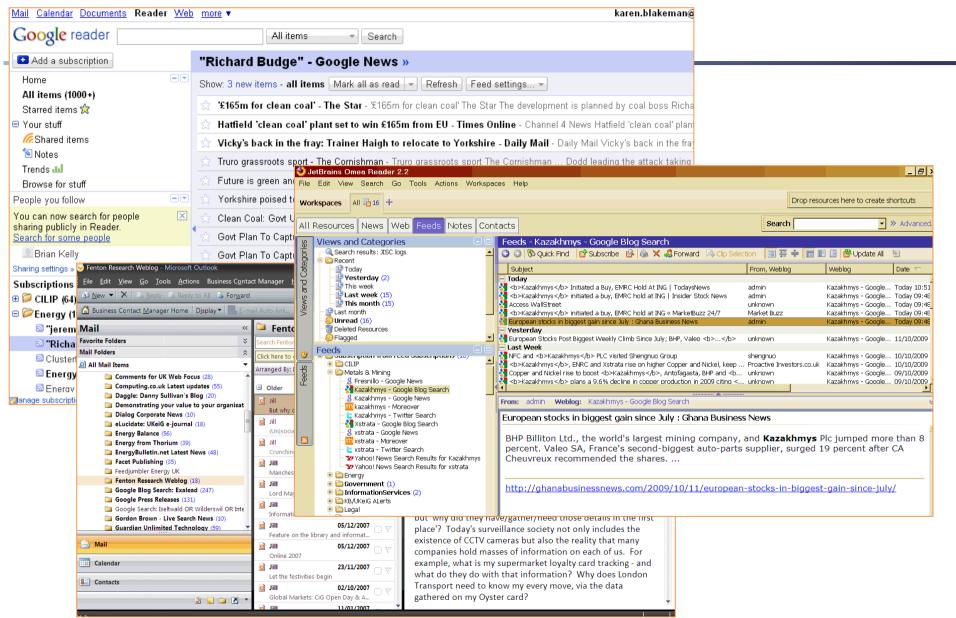


RSS feeds for monitoring blogs and twitter

- Collect them together and view using
 - Google Reader (http://www.google.com/reader) web
 - Outlook 2007 on your desktop
 - dedicated RSS client e.g. Omea
 http://www.jetbrains.com/omea/reader/
 GreatNews http://www.curiostudio.com/
 - Set up a Netvibes.com start page
 - Customise iGoogle
 - My Yahoo

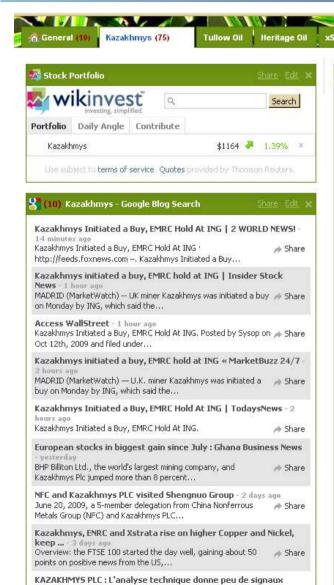


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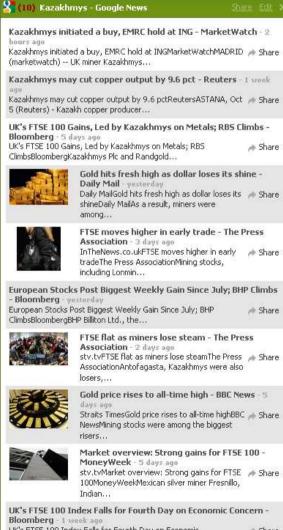


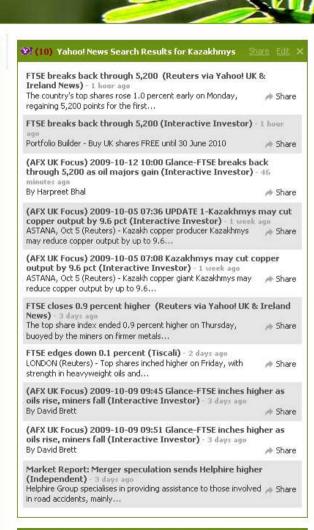
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European stocks post best weekly gain since July - yesterday



CABI Alerts - Monitoring Worldwide SWINE FLU Information

http://www.netvibes.com/cabialerts





iGoogle





Beware – it can be addictive!

- Information overload can become a problem
- "Unsubscribe" from blog RSS feeds that no longer interest you or provide nothing new
- Unfollow people/organisations on Twitter that no longer interest you
- Unsubscribe from blog and Twitter search alerts that are no longer needed
- Twitter is not email you do not have to read every single tweet

Have a go and see what you can find!



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