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Social search in everyday social media

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Social capital in action:
Requesting help from friends.

HELP!

- **Social capital** describes the ability of individuals or groups to access resources from their social network
- “investment in social relations with expected returns in the marketplace” (Lin, 2001)
- “connections among individuals - social networks and the norms of reciprocity and trustworthiness that arise from them” (Putnam, 2000)
- A benefit from position in a network that can be converted into other forms of capital (Resnick, 2001)





Connect on
Facebook



Engage in
interaction



Build
Social Capital



Convert
Social capital

Tools for asking questions of your network

 Update Status  Add Photo / Video  Ask Question

Which site is best for getting your questions answered?

Facebook

Twitter

+ Google Plus

+ LinkedIn

+ CowboyNeal

+ Add an option...

Allow anyone to add options

 Friends ▼

Post

**Cliff Lampe**

At what point do I worry about pain in my shoulder? Right anterior deltoid has a minorly sharp pain, particularly when under pressure (i.e. lifting weights). Doesn't hinder mobility or ability to lift the weight, but sucks in general. I can walk it off, right?

[Like](#) · [Comment](#) · October 30 at 8:32pm



Eric Jorgenson Sounds similar to what I had, which grew into very intense pain with continued training. Had full functionality, but hurt like crazy. Turned out to be Bursitis, Tendonitis, AND a shoulder impingement.

October 30 at 8:35pm · [Like](#)



Eric Jorgenson Supposed to go through crazy surgery and PT to fully fix, but manage to not irritate it further and live with it by a) keeping lifting smooth and b) careful range of motion (I never lift above the shoulder now.

October 30 at 8:37pm · [Like](#)



Sarita Yardi Schoenebeck I keep a bag of frozen peas in my freezer to ice minor pains. It has worked really well for me so far, though I haven't had that particular pain.

October 30 at 8:39pm · [Like](#)



Stefanie Schroeter Rotator cuff tendinitis can cause anterior deltoid pain. Be careful with it.

October 30 at 9:05pm · [Like](#)



Wyl McCully Megan (dpt) says: If it's early, then rice (rest, ice, compression, and elevation). Be very careful in any training that you do and see a doctor for pt if it doesn't go away. She says shes not am outpatient pt, but out sounds like it could be any of those things eric mentioned.

October 30 at 9:10pm · [Like](#)



Jeff Plakke Take a couple weeks off the weights. Use ice and ibuprofen in moderation. Afer you take a rest, you should work on strengthening the rotator cuff and flexibility in the shoulder. Use the tubes or bands or really small weights doing various shoulder rotations. I'll show you sometime. Pushups on the stability ball work good too. Lay off the heavy lifting especially overhead presses for a while and take it easy on the bench and avoid chest flys too. Use dumbbells and hold them with hands palms facing each other to work the chest and shoulders and keep it light - do em' on the stability ball and only bring them down until your elbow is at ninety degrees. Again, ice and ibuprofen in moderation until the sharp pain stops. It can take a while since swelling in this shoulder creates impingement (pain) which can create more swelling. You need to lay off for a while to get the swelling down so the tissue can heal.

October 30 at 9:19pm · [Like](#) · [👍 2](#)



Cliff Lampe hmmm, these are not the answers I'm looking for, as they are reasonable and helpful. I'm looking for "you'll be fine, keep lifting like a mad man..." *sigh* Looks like we're going to enter a cardio phase.

October 30 at 9:22pm · [Like](#) · [👍 2](#)



Jeff Plakke Good news is you have time to recover and don't need to worry about surgery, IMO.

October 30 at 9:46pm · [Like](#) · [👍 1](#)



Ian Hewlett Drink water.

October 30 at 10:12pm · [Like](#)



Erika Shehan Poole Don't play superman or decide it's time to paint the house. Sounds like impingement. Jeff's advice is spot on. A good PT should be able to help you if you need a forcing function. A personal trainer with specialties in post-rehab/corrective exercise may also be able to find subtle things in your lifting form (or muscle imbalances) that are potentially aggravating it. A skilled one is worth his/her



Cliff Lampe

July 6



What's the word on banking cord blood from an infant? Is this the new version of cryogenics, or is my kid going to curse my name in 70 years when all his friends are getting miracle cures from their banked stem cells?

Like · Comment



Lisa Galarneau They're making good progress using adult stem cells for miracle cures.

July 6 at 10:41am · Like

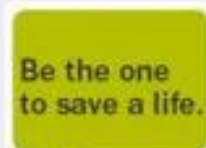


Alison Reiheld We didn't do it for either of them, though I remember thinking about it. But since we were all living on my very weak salary, we didn't.

July 6 at 10:46am · Like



Libby Hemphill Or, you could donate it for free and your kid could (probably) get it if needed but others could benefit: http://marrow.org/Get_Involved/Donate_Cord_Blood/Donate_Cord_Blood.aspx



Donate Cord Blood – give hope to patients in need of an umbilical cord blood transplant
marrow.org

Donate your baby's umbilical cord blood to a public cord blood bank and give birth to hope for a patient in need.

July 6 at 10:46am · Like · 9 · Remove Preview



Alison Reiheld Here's an article that addresses exactly that question. <http://abcnews.go.com/GMA/OnCall/private-cord-blood-banking-worth-price/story?id=10568271>



Cord Blood Banking: Read Between the Ads
abcnews.go.com
Many parents feel stuck navigating





- Many questions on Twitter are rhetorical
 - (Paul et al., 2011)
- People in an organization posted requests for recommendations, opinions, favors, and factual knowledge.
 - (Morris et al., 2010)
- “Culture” affects the types of things people look for.
 - (Yang et al., 2011)
- People seek info from search engines vs. SNS based on need for personalization
 - (Teevan et al. 2011)



Studying social search on Facebook

- Surveys with MSU staff members
- Cognitive interviews with people who indicated they were social searchers
- Asked people to ask a favor of their network
- Analyzed the public feed on Facebook for types of questions

Trust me, I've met Buck Rogers

- Some people see Facebook as a useful place to seek information
- Moderated by impression of site norms
- Moderated by "Signals of Relational Investment"
- Related to social capital




Signals of Relational Investment

- Create an expectation about reciprocal behavior: “expected returns in the marketplace” (Lin, 2001)
- Perform a social grooming function (Dunbar, 1996; Donath, 2007; Tufekci, 2008) and signal attention
- Potentially train the News Feed
- Comments on Friends’ updates and Wall posts are seen by the Friends’ network, not your own (until recent UI change)



Dale Carnegie



**What are questions
anyway?**

The Question!

- What librarians have always known about questions
- Not always accurate
- Often embeds multiple agendas
- Not always framed as a question
- It is costly to search



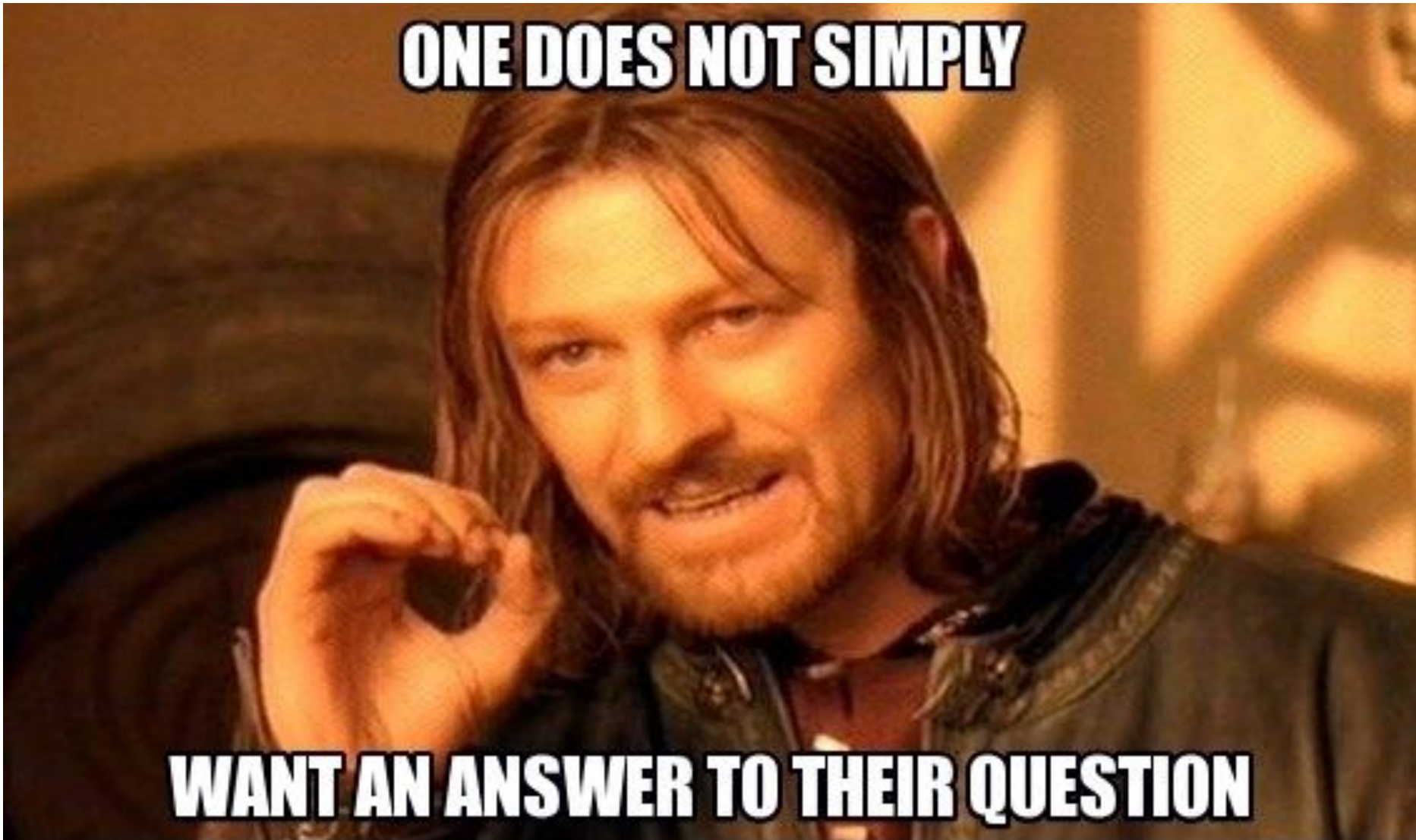
Jamie said to be provocative!



Game of Thrones is an overrated soap opera!



But really, question asking is complex



Question asking for self-presentation





Question asking for emotional support

Flickr: Celanth

Questions initiating some type of organizing



Flickr: Michael Kappel



Some thoughts for discussion

- Questions are social capital in action.
- Questions are shaped by system and cultural norms.
- Questions are shaped by system features.
- Social search is better for questions with multiple agendas.

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Attention

- "...in an information-rich world, the wealth of information means a dearth of something else: a scarcity of whatever it is that information consumes. What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention and a need to allocate that attention efficiently among the overabundance of information sources that might consume it. "
- Herb Simon

