Information Alchemy

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SLA 2014
June 8, 2014
Tweeting this?
@mebs
#SLA2014

Slide deck at
BatesInfo.com/extras
Slideshare.net/maryellenbates
ARE we adding value?

Do info pros add “a lot of value”?

Info pros:  55% say yes
Execs:     34% say yes
Execs’ top 5 info pain points

Info overload
Filtering through retrieved info
Relevancy of info
Up-to-date info
Timeliness of info
We need *insight*, not just data.
ARE we adding value?

 Biggest disconnects:
 Decision-ready information
 Relationship mindset
 Communication of value
 Proactively ID info needs

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The evolving value of information management

And the five essential attributes of the modern information professional.

We live in FINANCIAL TIMES®
What are your clients’ concerns?

Senior executives
Reduce risk, better decisions
Knowledge workers/analysts
Better info, better answers
Sales staff, interns, “learning users”
Quicker, better answers
ASK for complaints

At end of projects
Did you get what you wanted?
How easy was it to use?
What would make it more useful?
What’s the end result?

After **every** reference interview:
- What will this be used for?
- What would make this more decision-ready?
- How can this have more impact?
Finding the data to mine
Look for open data, visuals

National government data
data.gov, data.gc.ca, data.gov.uk ... 

Royalty-free images
usa.gov/Topics/Graphics.shtml

Global data sources
Eurostat, World Bank, UN, etc
Google Public Data Explorer

Explore relationships
130+ public data sets
You select the data you want charted
BYOData

google.com/publicdata
BYOD: BUILD Your Own Data

# of mentions

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>150</td>
<td>150</td>
<td>250</td>
<td>300</td>
<td>250</td>
</tr>
</tbody>
</table>

Count mentions of topic over time:
- {topic} AND 2014
- {topic} AND 2013
- {topic} AND 2012
BYOD: BUILD Your Own Data

Google Auto-Complete

What are lots of people thinking?
Monitor your org’s reputation
How can you respond?
cargill is evil
cargill is first tenant at capitagreen
cargill is generally considered
cargill is a bad company
cargill is the largest
is cargill a good company to work for
is cargill a good place to work
is cargill a good company
is cargill union
is cargill hiring
Google Trends

Frequency of search queries over time
Narrow by country or local area
Also news reference points

google.com/trends
How would you answer this?

Show me how people’s use of the word energy changes over time
### “energy” searches 2014

<table>
<thead>
<tr>
<th>Query</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>what is energy</td>
<td>100</td>
</tr>
<tr>
<td>duke energy</td>
<td>75</td>
</tr>
<tr>
<td>duke</td>
<td>75</td>
</tr>
<tr>
<td>kinetic energy</td>
<td>30</td>
</tr>
<tr>
<td>xcel energy</td>
<td>30</td>
</tr>
<tr>
<td>solar energy</td>
<td>30</td>
</tr>
<tr>
<td>energy drink</td>
<td>30</td>
</tr>
<tr>
<td>Search Term</td>
<td>Value</td>
</tr>
<tr>
<td>---------------------</td>
<td>-------</td>
</tr>
<tr>
<td>energy drink</td>
<td>100</td>
</tr>
<tr>
<td>solar energy</td>
<td>90</td>
</tr>
<tr>
<td>progress energy</td>
<td>60</td>
</tr>
<tr>
<td>energy star</td>
<td>55</td>
</tr>
<tr>
<td>wind energy</td>
<td>50</td>
</tr>
<tr>
<td>duke energy</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>2014</td>
</tr>
<tr>
<td>----------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>duke energy</td>
<td>up</td>
</tr>
<tr>
<td>kinetic energy</td>
<td></td>
</tr>
<tr>
<td>xcel energy</td>
<td></td>
</tr>
<tr>
<td>solar energy</td>
<td>down</td>
</tr>
<tr>
<td>energy drink</td>
<td>down</td>
</tr>
<tr>
<td>potential energy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Data-mining SEC docs

WordsAnalytics.com calculates FOG score, sentiment of filing, risk, litigiousness
Company’s sentiment scores
Creating visibly valuable results
“We remember 10% of what we hear, 65% of what we read and 80% of what we see.”
How much do we retain?

- Spoken info: 10%
- Written info: 65%
- Visual info: 80%

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Tell a story

Voluté wines
Can be consumed in no-glass zones: concerts, beaches
Recyclable, eco-friendly
More socially acceptable than drinking wine from can
## Pull out what's noteworthy

<table>
<thead>
<tr>
<th>Site</th>
<th>Strategy</th>
<th>Screen shot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company web site: pampers.com</td>
<td>Branded as Pampers Village. Focus on apps, coupons, creating community. Several links to multimedia. Very small links at bottom of page to Facebook and Twitter.</td>
<td><img src="image" alt="Pampers Village Screen Shot" /></td>
</tr>
<tr>
<td>Facebook: facebook.com/pampers</td>
<td>Currently, campaign to engage fathers on Father’s Day. Encourages participation, comments. 670,000 “likes”.</td>
<td><img src="image" alt="Facebook Pampers Screen Shot" /></td>
</tr>
<tr>
<td>Twitter: twitter.com/pampers</td>
<td>Maintained by “Cathy, Pampers Community Manager and soon to be first time mom”, with shit chat and the</td>
<td><img src="image" alt="Twitter Pampers Screen Shot" /></td>
</tr>
</tbody>
</table>
Create a time line

The history of *turducken*

- **First mention of turducken in Google Ngram Viewer**
  1/10/1979

- **Paul Prudhomme copyrights "turducken"**
  1/3/1986

- **First mention of turducken in Times-Picayune**
  1/10/1994

- **John Madden introduces turducken to NFL**
  1/17/2002

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Which is easier to take in?
<table>
<thead>
<tr>
<th>Month</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1400</td>
<td>$2325</td>
</tr>
<tr>
<td>February</td>
<td>$1400</td>
<td>$2625</td>
</tr>
</tbody>
</table>

**Monthly donations**

Goal for Jan-Apr

Actual for Jan-Apr
Some basic tricks
PowerPoint

Customize the slide design, layout

View → Slide Master
Add a footer
Add a logo

Make the font larger, more readable
PowerPoint

Choose a SmartArt Graphic

List

Basic Block List
Use to show non-sequential or grouped blocks of information. Maximizes both horizontal and vertical display space for shapes.
Create charts

Rows are X axis; columns are Y axis
Highlight data and series titles
Insert → Column/Line/Bar/etc.
Chart responsibly

K.I.S.S. - no 3-D

What do you want to show?

- Change over time: columns, lines
- Ranking: columns
- Parts of a whole: columns, not pie
Tables of contents
Use heading format for each ToC entry
References → Table of Contents

Navigational hyperlinks
Use Heading format for target location
Insert → Hyperlink → Place in this doc
Creating Your Own ROI Dashboard

Need to justify their existence is no new topic for any corporate and/or government library. Many librarians struggle with how to effectively tell their positive ROI story to management in the language and perspective that is meaningful to budget/policy holders.

Disaster Response 3.0: Information Pros Building Resilience

Information professionals are uniquely positioned to shape the emerging practices of real-time, crowd-sourced disaster response support services. From tornados to terrorists, our world seems to be facing an increased frequency and severity of large-scale natural and man-made discontinuities.

Embedded Services for Solos and Small Info Centers

At a time when many organizations are demanding more collaboration and innovation from
Insert Hyperlink

Text to display: Creating Your Own ROI Dashboard

Select a place in this document:
- Top of the Document
  - Headings
    - Creating Your Own ROI Dashboard
    - Disaster Response 3.0: Information Pros Building Resilience
    - Embedded Services for Solos and Small Info Centers
- Bookmarks

OK
Cancel
Be brave!

Try new stuff!
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