

# **The Archive Community and Social Network Analysis**

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**Abstract:** This poster will analyze a quantified data set of archival institutions in the Midwest region of the United States. The purpose of this study is to gain knowledge of the effects of implementing social media in areas of public service in order to identify and evaluate social media for future use in archives. Using social network analysis, the study will analyze the numbers to provide statistical evidence of what is happening “behind the scenes”, and what is the correlation to the content of the post and the number of responses. A pilot study was conducted that interviewed archivists and their social media use. The pilot study found that most archivists thought that certain social media posts varied in popularity. This study will analyze the statistical side to that question among others. The study uses a quantifiable data set of site usage, specifically from referrals from social media applications to archival collections.

## **About the author:**

*Jenny Stevenson* recently finished her second year of doctoral work at University of Wisconsin-Milwaukee. Jenny graduated with a MLIS and concentration in Archival Studies in December 2010. She then went on to receive her Certificate of Advanced Study in Digital Libraries. Her research interests are invested in the field of archival studies. Specifically, digital archives, new and social media, and user studies and archival software development. She is interested in information retrieval and the social impacts of information and communication technology amongst different user groups. Professionally, Jenny has been working in the world of digital archives. Over the past several years, she has worked at several institutions as a digital archivist consultant. In addition to being a PhD student, she is also currently working as an archivist at the Archdiocese of Milwaukee.