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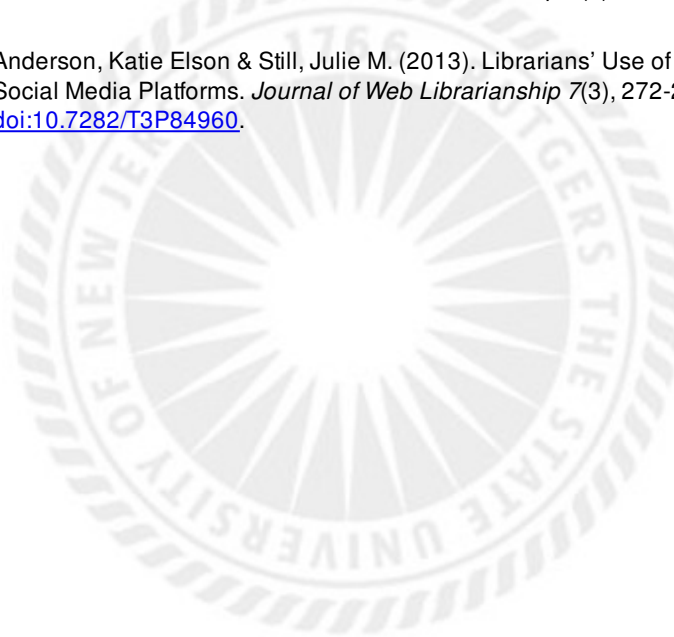
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Citation for this version and the definitive version are shown below.

Citation to Publisher Anderson, Katie Elson & Still, Julie M. (2013). Librarians' Use of Images on LibGuides and Other Social Media Platforms. *Journal of Web Librarianship* 7(3), 272-291.
Version:

Citation to *this* Version: Anderson, Katie Elson & Still, Julie M. (2013). Librarians' Use of Images on LibGuides and Other Social Media Platforms. *Journal of Web Librarianship* 7(3), 272-291. Retrieved from [doi:10.7282/T3P84960](https://doi.org/10.7282/T3P84960).



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Article begins on next page

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Keywords: LibGuides, Profile Images, Librarians, Social Media, Facebook, LinkedIn, Library Instruction, Online Communication, Gender Differences

Abstract

This study compared the use of librarians' profile images across Web platforms designed for librarian-patron communication. The primary focus was LibGuides profiles at a peer group of ARL institutions. Librarians are currently using a variety of options, including professional head shots, casual head shots, other photos, alternate images, avatars, and no image. Where possible, results were also analyzed by gender. For a smaller selection of libraries, LibGuides photos were compared with Facebook photos to see if different images were used for a professional versus a personal social media setting. This research was done in December 2010 and duplicated in May 2012 to track changes over time. The later study also reviews profile images for the smaller selection of libraries in LinkedIn and ALA Connect. The findings provide a baseline for further comparative research, could also inform individual librarians' image choices based on patterns among their peers, and gives the profession a starting point for discussions about the types of images librarians use.

Introduction

Social media has been predominantly used for personal pursuits. Corporate and educational pages have a foothold in popular social media sites such as Facebook, but primarily, social media remains a place for friends, relatives, classmates, and acquaintances to connect.

Professional networking sites such as LinkedIn are used for business-related networking and job hunting. Librarians might use either of those services or similar ones as places to network with colleagues or to be available for library users, but they are not library-specific. Professional networking sites for academics such as Academia.edu are similar to LinkedIn, but Academia.edu focuses on the academic world, allowing people to upload curriculum vitae, syllabi, or publications. Academia allows users to link their Facebook profile with their Academia site.

There are some library-specific sites such as ALA Connect, which is a professional networking site sponsored by the American Library Association designed specifically for librarians to network and communicate with each other. LibGuides is a Web platform librarians can use to create resource guides (what used to be called pathfinders or Web guides) for a subject, class, or specific assignment. This platform was initially used primarily by academic libraries, but is increasingly used by other types of libraries. While almost 80 percent of the 1,798 participating libraries were academic libraries in December 2010, by June 2012, 60 percent of the 3,236 participating libraries were academic libraries. Similar to most social media platforms, LibGuides allows users to create profiles that include contact information, job title, subject areas, and a profile image. Profile images are often photographs of the user.

Recent controversies over the controls on privacy information reinforce the idea that once words or images are online they can be accessed and repurposed by others. Previous research, specifically that done by Siounmi Youn (2008), Hichang Cho (2009), Sangmi Chai (2009), and Zeynep Tufekci (2008), has shown that women are more concerned about online privacy than men across age groups and types of online interaction. Given the gender difference, the authors became interested in looking at the types of images librarians of any gender use in publicly accessible, work-related tools.

While Facebook and other forms of social media can be used for both personal and professional communication, other networking platforms, such as LibGuides, are solely used for professional communication with constituents, students, and classroom faculty. The images are tied to a name and a workplace, not just a Jane Smith, but Jane Smith who works at a specific library, making the individual identifiable if a photo is used. That person can be identified by face not only on campus, but also on public transportation or in local shopping venues. Some universities offer to take professional photos of faculty and staff for public relations purposes and those images may be used on tools like LibGuides. We might assume, then, that the profiles and profile images used in LibGuides are more likely to be work-related than those in a mixed-use environment like Facebook. However, if there is a difference in the types of images used by men and women (where gender is discernible), it may demonstrate a difference in privacy concerns or in willingness to make an identifiable image public.

LibGuides is not a form of social media per se, in that people do not provide personal updates or post messages or comments. However, email or other contact information is often attached to a librarian's profile which allows others on and off campus to contact them. Profiles can provide additional information, such as job-related specialties or subject areas, and links to websites, blogs, and other online resources. The LibGuides profile allows librarians to expand beyond basic name and contact information, providing areas for more description and information and even the ability to install widgets for services like instant messaging. Some librarians have chat software installed on their profile so people may reach them immediately.

Because one purpose of this research is to provide an initial baseline for future studies, a homogenous group of libraries—the peer aspirant institutions of the authors' institution—were selected as the study population.. By providing some uniformity in size and type of institution,

this sample provided some control for group expectations or shared cultural norms that could have affected the choice of profile images. Similar studies of other types of libraries or similar libraries in other countries may reveal different norms and expectations for those groups. It could be informative to compare LibGuides profiles across library types, such as academic and public, or research university libraries and community college libraries. For this study, the goal was to examine LibGuides profile choices at a set population of libraries. Additional studies of different types of libraries can use the present study as a basis for comparison.

Another question of interest to this study was whether librarians in the selected group used different images for LibGuides than they do for other types of social media. To this end, profile images for a small subsection of these librarians in other forms of social media were examined.

Literature Review

Studies about social media profiles have focused primarily on dating sites and on adolescent populations. Facebook profiles have received the most attention, which is understandable since it is currently the most popular social media platform. In a 2011 Pew Internet report, 92 percent of those who use social networking sites (SNS) reported having a Facebook profile. This report found that the average age of a Facebook user is 38 (Hampton 2011). Despite the fact that only sixteen percent of Facebook users were 18-22 years old, more research has been conducted on this age group than on other age groups. Noelle Hum and colleagues (2011) completed a content analysis of Facebook profile pictures for 18-22 year olds and found no significant difference in the content of profile photographs by gender. The profile pictures were “inactive, posed, appropriate, and only including the subject” (1831).

Michele Strano is one of the few researchers whose study included Facebook users over the age of 22. She found that women tend to change their profile photo more often than men, although older users generally change their profile photo less often than younger users and are more likely to use profile photos of themselves alone, not in a group or with another person. Only 1.6 percent of the users in her study did not include a photo with their profile. Another 4.7 percent used an image showing “an object with apparent meaning to the user” (Strano 2008, 6). Of those using a photo, 49.4 percent chose an image of themselves alone; only 10.4 percent used a head shot. Older users (over 30) were the most likely to use a head shot.

Studies by Michael Stefanone (2011) and Khe Foon Hew (2011) showed that women spend more time than men managing their online profiles and sharing photos. Gustavo Mesch and Guy Meker (2010) found women are more likely to have a profile image than men. Piotr Szarota (2010) found that cultural background affected the likelihood that profile photos on Windows Live Messenger showed a smile or not, though overall women chose a smiling photo more often than men. In a study of a German equivalent of Facebook, Nina Haferkamp and her colleagues (2012) found that women were more likely to use a portrait photograph while men more often used a full-body photograph. A possible explanation lies in Justin Matthews’ (2007) study of photographs in printed periodicals, which found that men had a higher overall face-to-body ratio, but that those in intellectually focused occupations had a higher face-to-body ratio than those in physical or laboring occupations. Matthews theorized that the lower ratio for women might indicate some sexism in the publisher’s desire to display more of the female body.

Because libraries are educational institutions, it seemed relevant to review literature on teachers’ use of social media; most relates to Facebook. Many articles focused on the pitfalls of posting inappropriate photos, but there was some research on students’ online interaction with or

knowledge of teachers from Facebook. Joseph Mazer, Richard Murphy, and Cheri Simonds (2007) found that students felt more comfortable and related more to teachers who showed some humor and self-disclosure online, though only if it matched the teacher's personality in the classroom.

LibGuides itself is relatively recent, and the articles written about it are primarily case studies and discussions on the use and best practices of LibGuides. Mira Foster and her colleagues (2010) addressed marketing; both Jonathan Miner and Ross Alexander (2010) and Rosemary Mokia and Rhonda Rolen (2012) discussed access and information literacy. Few of these articles, even those that focused on best practices, such as Gonzalez and Westbrook (2010), discussed librarian profiles. Jenny Brandon, Kelly Sattler, and Christine Tobias (2011), who wrote about customization and enhancing the users' experience, also did not mention the profiles' function. Both Bernd Becker (2009) and Cindy Judd and Nicole Montgomery (2009) mentioned the ability to create a photo in a profile but did not discuss any more details.

Usability studies of LibGuides such as those conducted by Dana Oullette (2011) and Kimberley Hintz and her colleagues (2009) also do not mention profiles or profile photos. MIT conducted a LibGuides usability study in 2008 which found that "users loved seeing photos of librarians" and were better able to locate contact information if a photo was present (Hennig 2008).

Research about LinkedIn, a social networking platform devoted to professional connections, has provided data on more professionally focused social networking. According to Aaron Ricadela (2007), LinkedIn began allowing profile photographs in September 2007. Articles discussing a LinkedIn profile have tended to be in professional or popular periodicals. Both the legal and medical fields have offered advice on the best ways to use LinkedIn for

networking and connection. Users are encouraged to complete their profiles, but not all articles go into specifics regarding a photo. Bodine (2009) advised users to “make sure that your profile includes a professional photo of yourself” (p. 3). Peregrin (2012) pointed out that while photos were not previously a part of one’s job search and networking profiles, they are now an essential part of developing a complete LinkedIn profile. The general consensus on profile photos for LinkedIn is that they should exist and be a close-up of one’s face and shoulders (Boutin 2011, Salpeter 2011).

Because LinkedIn is used primarily for career development and professional networking, there are likely to be differences from LibGuides, which is designed to connect educators and librarians to students and library users. However, LinkedIn serves as a better comparison than Facebook, which, according to the Pew Internet survey, is used to connect with a variety of people including close friends, extended and immediate family, co-workers, or neighbors (Hampton 2011). Because Academia.edu can link to one’s Facebook account, importing the Facebook image onto the site, it is an inconsistent site for comparison. ALA Connect, launched in 2009, has not been significantly studied, with most of the articles written about it focusing on how to use it and how to connect with other users. Perhaps as more librarians embrace this network and use the option for profile pictures, it will eventually become a stronger example for comparison.

Comparing individuals’ profiles across social networking platforms is a relatively recent phenomenon. Zizi Papacharissi (2009) conducted a general comparison between photos used on the professional networking site LinkedIn and ASmallWorld, an invitation-only social site. LinkedIn photos were described as resembling ID badges, while ASmallWorld photos showcased lifestyle and relaxation. This suggests the specific culture of a social media site can

affect profile photo choice. Many career development advice articles mention the use of profile photos. Lisa Gerstner (2011), writing in *Kiplinger's Personal Finance*, suggested using the same professional head shot across social networking platforms. Karen Blakeman and Scott Brown (2010) in the *Bulletin of the American Society for Information Science and Technology* suggested not putting family photos on social media if they are being used for professional purposes. Interestingly, Leigh Elmore (2010), writing in *Women in Business*, advised having a profile on LinkedIn, Facebook, and Twitter, but does not mention the use of photos at all. Thus, while there have been some studies of social media profiles, most are not directly relevant to the type of communication done on LibGuides. Previous research provides basic information on how people present themselves, but no longitudinal studies have yet been done. Some comparisons in existing research, such as gender differences, do provide some possibilities for comparison with this study's investigation of librarian profiles in LibGuides.

Methodology

This study looked at LibGuides profiles of librarians from institutions considered to be peer aspirant of the authors' institution (Appendix 1). The selected institutions were public AAU institutions and members of the Association of Research Libraries (ARL). This provides some uniformity in institution size and mission, and we hypothesize that ARL libraries and peer aspirant institutions have more in common with one another with respect to institutional culture. ARL, according to its website, "operates as a forum for the exchange of ideas and as an agent of collective action" (2013). The organization collects and publishes statistics on its members which serves to create a group identity. Libraries in this group look to each other for cultural

norms. Twenty-eight institutions on the peer aspirant list (Appendix 1) had LibGuides available at the time of the study; this study included all available librarian profiles from those institutions, including multiple library locations for some institutions, for a total of 57 libraries.

The authors reviewed individual profiles' images and classified them as work head shots, casual head shots, other photos, alternate images, avatars, or no image (See Table 1). When the line between work head shot and casual head shot was blurred, the researchers came to a consensus based on a comparison with features of a school photo or id badge and used their best judgment. Thus, while the judgment may have been subjective, the criteria was consistent. One significant change between the initial research in December 2010 and the duplicate research done in May 2012 was the further blurring of work and casual head shots. Some photos were clearly professionally taken, but a much larger number appeared to be taken with cell phone cameras. They were not posed as carefully, with thermostats, door frames, or coat hangers appearing to grow out of the tops of the subjects' heads. The amateur quality of the images was evident, and often a slightly raised shoulder indicated the person was taking a picture of themselves (known as a "selfie"). In one or two photos the camera could be seen reflected in background mirrors or glass picture frames. There was a much greater difficulty differentiating between a casual head shot, taken at home or cropped out of a larger photo, and a cell phone photo taken with a wall in the background, which could have been taken in an office or at home.

The LibGuides homepage for a chosen institution was visited and the profile of each librarian listed for the institution was viewed. In most cases, LibGuides provided a browsable list of librarians; in some cases, librarians were harder to locate and had to be discovered through individual guides. As the authors reviewed the profiles, a data entry form was manually filled out for each library. If the library did not have a presence on LibGuides, no form was filled out.

When a determination was not easily made, the authors consulted in order to come to an agreement on categorization. These same methods were used when conducting the comparison to the Facebook, LinkedIn, and ALA Connect profiles of librarians at a select number of these institutions.

[INSERT TABLE 1]

The researchers separated the results by gender whenever possible. If gender was discernible from the standard gendered use of name or images themselves, then the results were kept by gender. Some names can be used for both genders (Rene, Lynn, Chris) or were unfamiliar to the researchers. In most of these instances, a photo clarified the gender of the librarian, but if a photo or other clarifying information was unavailable on the LibGuides profile, the data for those profiles were kept separate with the gender tagged unknown.

Some institutions may require librarians to use a particular image and these are likely to be uniform in nature; this was implied when all images at an institution were identical or had identical backgrounds. Most institutions had examples of all of the types, implying the absence of a mandate to use an image; for instance, some librarians at an institution would use a work head shot and others a casual head shot or alternate image.

To compare photo use in LibGuides and Facebook, a total of 61 librarian profiles across three libraries were reviewed. The libraries were selected at random from the original list. Despite the small sample, this comparison across social network platforms provides some context on the choice of profile images. It opens a conversation about whether professionals use the same profile image in more than one location or if different images are selected for differing online communities. It is not intended to provide the same depth of information that the larger study does, only to add in some additional data at two specific points in time.

Locating Facebook profiles proved to be somewhat problematic. Searching just by name or by name and geographic location provided some hits. A Facebook profile was considered a success if the person listed the library or university as their place of employment or a network, or if the photo in the profile was definitively the same person. Once one successful match was found, more were often found by looking at that individual's friend network, as many co-workers are friends on Facebook. This method would not find all the librarians at that institution who had photos on both social networking sites, but it did find enough for some comparison.

This comparison was done in January and April of 2011 and repeated in June 2012. In 2012, profile pictures from LinkedIn and ALA Connect were included in the comparison in an attempt to compare the photos used on peer-to-peer or professional networking sites to those used in both LibGuides and Facebook. Academia.edu was not selected because of its close ties to Facebook and the difficulty in separating profile images that were purposefully uploaded and those that transferred directly from Facebook (users can log in to Academia.edu through their Facebook accounts which can then import profile photos automatically).

While this study is not intended to fully explore the issue of whether or not librarians use one image across platforms, it is an area ripe for further research. A survey at the authors' institution on librarians' use of LibGuides included a question on the use of profile photos. The survey was created by one of the authors and was sent via email to all of the librarians within the institution that were current users of LibGuides. Of the responses, 23.5 percent stated that they used the same profile picture on LibGuides as on other social networking sites (Facebook and LinkedIn), 53 percent stated that they did not use the same picture, and 23.5 percent did not use other social networking sites.

Results

A total of 966 LibGuides profiles from 57 libraries were included in the 2010 data study. Of the profiles studied, 72 percent were of women, 23 percent were of men, and three percent did not provide enough information to determine a gender. This proportion is similar to that of female reference librarians in the 2010/2011 ARL salary survey; for subject specialists, 62 percent were female (Kyrillidou, 2011). Most men and women used work head shots; while half of the women used a work head shot, slightly more than half of the men did. For men, “no image” was the second most common image choice, while women preferred casual head shots over no image. About one-tenth of both men and women used “other image,” and only women used avatars (and only 1% did so). Of those whose gender was not discernible, none used a casual or work head shot: instead, most had no image, about one-third used an alternate image, and 4 used another photo (See Table 2).

[INSERT TABLE 2 HERE]

Eighteen months later (mid-2012), 1,208 LibGuides profiles from the same libraries were reviewed again. Researchers noted an increase in the use of casual head shots and a decrease in the use of work head shots. This can partly be attributed to the blurring of these categories as noted above. The phenomenon was most noted among women. As before, more women than men used alternate images. Overall, more librarians, especially more female librarians, were using an image, as opposed to no image (Table 3 and Table 4).

[INSERT TABLE 3 and TABLE 4]

During the initial research in 2010, researchers tried to find Facebook profiles for librarians who had LibGuides profiles at three universities chosen at random from the initial list (Appendix 1). The Facebook photos were re-checked again in June 2012. The Facebook profile

pictures were compared to the LibGuides profile pictures. For each school, a few people no longer had a LibGuides profile in 2012. For a few others, a profile was no longer found on Facebook. When a profile was not available on any platform, it was labeled “account not found”. The results (Figure 1) show that few librarians use the same profile image that has been used in LibGuides. In all cases the photos that matched both Facebook and LibGuides were work head shots. A total of six males had the same profile picture in both LibGuides and Facebook in 2010 and that number dropped to four in 2012. Four females had the same profile picture in 2010 and only two shared the same profile picture between Facebook and LibGuides in 2012. This small sampling indicates that Facebook, used for connecting more with friends and family than with colleagues and patrons is not a strong site for comparison in this case. It does however indicate the possibility of further research on the use of Facebook by librarians (personal vs. professional) and their selection of profile photos. [Figure 2]

Since images are now in use and recently have become required on LinkedIn, researchers took this short list of librarians at the three institutions and viewed their profiles on LinkedIn. This same short list of librarians at the three institutions was searched on ALA Connect. Members of ALA are automatically loaded to this site and non-members are able to create profiles with limited access. Users who are comfortable with the idea of posting a picture are encouraged to do so. The results of the search on LinkedIn and ALA Connect are shown in Figure 2. Further comparison of image type across all platforms is available in Table 5. [INSERT FIGURE 2 AND TABLE 5 HERE]

Discussion

In the 2010 study of profile image use, 64 percent of women and 63 percent of men used a head shot. In 2012, 61 percent of women and 67 percent of men used a head shot. Both genders more commonly used a work head shot. There was a shift towards casual head shot use in 2012, but that may be a result of more photos being classified as casual because of the manner they were taken and not necessarily a more casual setting. The increased use of smart phones with cameras and simplified upload and email capabilities makes it easier for people to simply take a photo of themselves and add it to a profile. With a stagnant economy and decreasing higher education funds, colleges might no longer offer opportunities for professionally created profile photographs. The roughly ten percent who use a non-head shot photo must do so by choice since taking a head shot, though not necessarily a professional looking one, is a relatively easy process now. An additional 10 percent used some other form of photograph. Librarians seem to avoid the use of avatars; none of the men in this research used an avatar and only one percent of the women did so. Women are more likely to use alternate images. The default image, an anonymous outline, was chosen by more men in 2010. By 2012, fewer men, but more women, used the default image.

Given that the results from the Pew Internet report showed that more women (58 percent) than men (43 percent) use Facebook, it is not surprising that more female librarians than male had findable profiles there (Hampton 2011). Furthermore, if one photo is used across both platforms, it tends to be a work head shot (Figure 3).

[INSERT Figure 3]

This study was limited to public AAU institutions that are also members of ARL, partly to maintain some uniformity of size and institutional cultures. One aspect of this which would have some bearing on the use of profile photos is whether or not the library required or strongly

suggested that a photo be used. A search for guidelines on best practices for the creation of LibGuides at the institutions included here found that only eight had locatable guides, and only three of those had wording about photos or other images. A wider Internet search found eleven other universities with best practices that included suggestions related to photos and images. Further study would be needed to determine if suggested image use is related to the size or research orientation of the institution. Given that many of these best practice statements did not have a date, it was difficult to tell if initiating such a policy has an effect on librarian compliance.

Because there has not been a study of profile use among other occupations, it is impossible to compare librarians to other occupations, and since LibGuides is an occupationally specific platform it is impossible to say how other groups might use it. Occupations with a significant web presence, such as law firms, are not likely to allow the lawyers to use anything other than professional images there. It is possible to look at librarians as an occupational group and make some assumptions based upon aggregated characteristics. Personality may be a factor in photo use. Librarians as an occupational group tend to be more introverted than the population at large, as demonstrated by M J. Scherdin's (1994) work on Myers-Briggs profiles of librarians. Angela Wright (2008) found similar results in a survey. Stefanone and colleagues (2011) noted that those with more private contingencies of self-worth spent less time than the overall average managing online profiles and shared photos more with strong tie relationships than with weaker ties, which would include online work relationships. Another factor, as Lauren Magnuson (2011) found, may be that information professionals are more aware than the overall populace of the importance of online privacy and implications of making information available on the Internet. These factors could impact the type and use of profile images.

The use of LibGuides may also be a factor. Dating sites and job hunting sites are designed as tools for connecting people with specific personal and professional requirements and a polished image is part of that context. A librarian creating a LibGuide is employed by a library and most likely has the capability to communicate face-to-face or via electronic means with the people for whom it is created. With their LibGuides, librarians are offering help rather than seeking to advance themselves, which changes the dynamic. LibGuides was not designed to support peer-to-peer networking but as librarian-to-patron information delivery. Thus, while it is important to create a professional image, the intent is not to impress users but to make them comfortable with the information presented. This is a notable difference because many other platforms, both professional and social, are often used to impress a potential employer or suitor.

Conclusion

The vast majority of librarians at selected ARL institutions who use LibGuides include a photograph; over half use a head shot. Though there is some movement towards casual head shots, a work head shot remains the most popular type of photograph to use. Librarians prefer to use a different photo on more personal social media sites such as Facebook. The relatively small number of librarians providing photos for LinkedIn and ALA Connect may be a sign of the relatively recent arrival of those sites, or of librarians' unfamiliarity with them, or a simple focus on librarian-patron interaction over professional networking. This amplifies research showing that non-college-age adults in Facebook who had a profile photo tend to use a photo of themselves alone, and the use of headshots reflects Matthews' (2007) study of a higher face-to-body ratio in print photos of men in intellectually focused occupations. A work head shot seems

to be the established “best” photo to use for adults who work in office settings. This study suggests the librarians at the selected institutions have adopted this online cultural norm.

Librarians are using a variety of social networking sites, but there does not yet seem to be a standard for using a standard professional profile image across all networking sites, or at least all such sites geared towards work uses. However, those librarians who have images on multiple professional social media platforms tend to use work head shots. The direction of the relationship is unclear; perhaps librarians with professional head shots will use them across platforms, or perhaps librarians who intend to be active on social media for professional purposes will have a professional head shot made. A broader survey of those librarians who are users of social media would be needed for further conclusions as to the intent of and motivation for type of profile image use.

While there are gender differences in the types of images used, these are overshadowed by the preponderance of both genders using head shot photos. This may reflect a wish to reinforce a connection made in person, for example during a class visit, or an attempt to connect to those using LibGuides remotely when there has been no in-person meeting or expectation of a future meeting. The slight changes in the data over time do indicate that more librarians within the sample group are moving towards head shots (either casual or work) of some kind on social media platforms. Follow-up studies could examine any changes to this trend with this sample and also compare trends with other types of libraries and institutions both for LibGuides and for the other named networking sites.

As the use of social media sites continues to grow within the general populace and within the profession, decisions will need to be made by individuals as to what digital representations are appropriate and effective on a variety of social networking platforms. At this time, there is

scant literature focused on photos used on professional networking sites and even less on the choices of those within the library profession. While the topic of librarians and image is often discussed, for example in recent articles on librarians and personal branding (Gall 2012; Schneider 2012), descriptions of the photos and recommendations are not generally a specific focus. Schneider (2012) points out that librarians are “notoriously preoccupied” with our professional image, “both as we appear to fellow librarians and as we appear to others (n.p.). This study on LibGuides is an early attempt at looking at the specifics regarding the images that academic librarians are displaying to the others: the staff, students, and faculty of their institution. This snapshot of librarians’ use of profile images in LibGuides establishes a baseline for future research and information for individual librarians and institutions to use when establishing best practices, benchmarks for profile development, and personal decisions about profile images.

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Table 1. Definitions of image types

Work head shot	<ul style="list-style-type: none"> • Appeared to have been taken by a professional photographer or a skilled amateur so the librarian is centered and proportioned for the size of the image • Librarian is dressed in work attire, with a possibly work-related background • At some institutions several of the photographs appear to have been taken with the same background-- a professional photograph background, or in front of a specific library feature.
Casual head shot	<ul style="list-style-type: none"> • Shows the subject in non-work attire (spaghetti straps, ski suits, casual headgear, a feather boa) • Taken by an amateur photographer (poor placement, lighting, or sizing, off center, parts of an arm or head of someone else included) • Taken in a non-professional setting (geographical features not consistent with home institution, background indicates a non-work setting).
Other photos	<ul style="list-style-type: none"> • Included shots which are not head shots that might be taken on vacation, • With a group involved in a non-work activity • At home
Alternate images	<ul style="list-style-type: none"> • Photos of famous people, natural formations, animals, logos • One of these were work-related, such as a book, or an atom for a science librarian.
Avatar	<ul style="list-style-type: none"> • Computer-generated image which may or may not bear a relationship to what the individual actually looks like
No image	<ul style="list-style-type: none"> • Librarians who do not chose a personal image in LibGuides are represented by a stylized blank oval head above a stylized blank body

Table 2. Percentage of Image Type, 2010.

Gender	Total	Casual Head Shot (%)	Work Head Shot (%)	No Image (%)	Alternate Image (%)	Avatar (%)	Other %
Female	705	14.33	49.22	13.19	11.06	1.28	10.92
Male	229	9.17	54.59	18.34	7.42	0.00	10.48
Unknown	32	0.00	0.00	65.63	28.13	0.00	12.50

Table 3. Percentage of Image Type, 2012.

Gender	Total	Casual Head Shot (%)	Work Head Shot (%)	No Image (%)	Alternate Image (%)	Avatar (%)	Other %
Female	846	24.23	37.23	16.08	10.28	1.54	9.93
Male	330	23.64	43.64	15.45	5.45	0.00	12.12
Unknown	32	0.00	0.00	75.00	21.88	0.00	6.25

Table 4. Percent Change in Image Type, 2010-2012

Gender	Total	Casual Head Shot (%)	Work Head Shot (%)	No Image (%)	Alternate Image (%)	Avatar (%)	Other %
Female	141	9.91	-11.99	2.88	-0.78	0.26	-0.99
Male	101	14.47	-10.95	-2.89	-1.97	0	1.64
Unknown	0	0	0	9.38	-6.25	0	-6.25

Table 5. Comparison of Image Type Across all Platforms

Male, N=19							
	Casual Head Shot (%)	Work Head Shot (%)	No Image (%)	Alternate Image (%)	Avatar (%)	Other (%)	Account Not Found (%)
LibGuides (2010)	10.53	73.68	5.26	5.26	0	5.26	0
Facebook (2010)	21.05	31.58	5.26	10.53	0	31.58	0
LibGuides (2012)	10.53	68.42	5.26	10.53	0	0	5.26
Facebook (2012)	42.11	15.79	5.26	5.26	0	15.79	15.79
LinkedIn	10.53	31.58	36.84	0	0	0	21.05
ALA Connect	5.26	5.26	36.84	0	0	0	52.63
Female, N=62							
	Casual Head Shot (%)	Work Head Shot (%)	No Image (%)	Alternate Image (%)	Avatar (%)	Other (%)	Account Not Found (%)
LibGuides (2010)	7.14	73.81	2.38	4.76	2.38	9.52	0
Facebook (2010)	26.19	9.52	4.76	9.52	0	47.62	2.38
LibGuides (2012)	9.52	57.14	2.38	4.76	0	11.90	14.29
Facebook (2012)	21.43	9.52	0	11.90	0	33.33	23.81
LinkedIn	0	21.43	57.14	0	0	0	21.43
ALA Connect	2.38	11.90	42.86	0	0	0	42.86

Figure 1.

Library 1	FB10	FB12	LG same FB10	LG same FB12
Males (7)	7	6	2	2
Females (14)	13	13	1	1

Library 2	FB10	FB12	LG same FB10	LG same FB12
Males (9)	9	8	2	1
Females (19)	19	14	2	1

Library 3	FB10	FB12	LG same FB10	LG same FB12
Males (5)	4	3	2	1
Females (7)	6	4	1	0

Figure 2.

Males (19)

LinkedIn

WHS	WHS	CHS	CHS	WHS	WHS	WHS	WHS
FB10	FB10	FB10	FB10			LG	LG
FB12	FB12		FB12				
LG	LG						

(7 librarians had no photo on this site; 4 librarians had no profile on this site)

ALAConnect

CHS	WHS
-----	-----

(7 librarians had no photo on this site; 10 librarians had no profile on this site.)

Females (42)

LinkedIn

WHS	WHS	WHS	WHS	WHS	WHS	WHS	WHS	WHS
FB10	FB12				LG	LG	LG	LG
LG	LG							LI

(25 librarians had no photo on this site; 8 librarians had no profile on this site)

ALAConnect

WHS	WHS	WHS	WHS	WHS	CHS
	LG	LG	LG	LG	FB12

(18 librarians had no photo on this site; 18 librarians had no profile on this site.)

Key:

CHS= casual head shot

FB10 = used same photo as on Facebook 2010

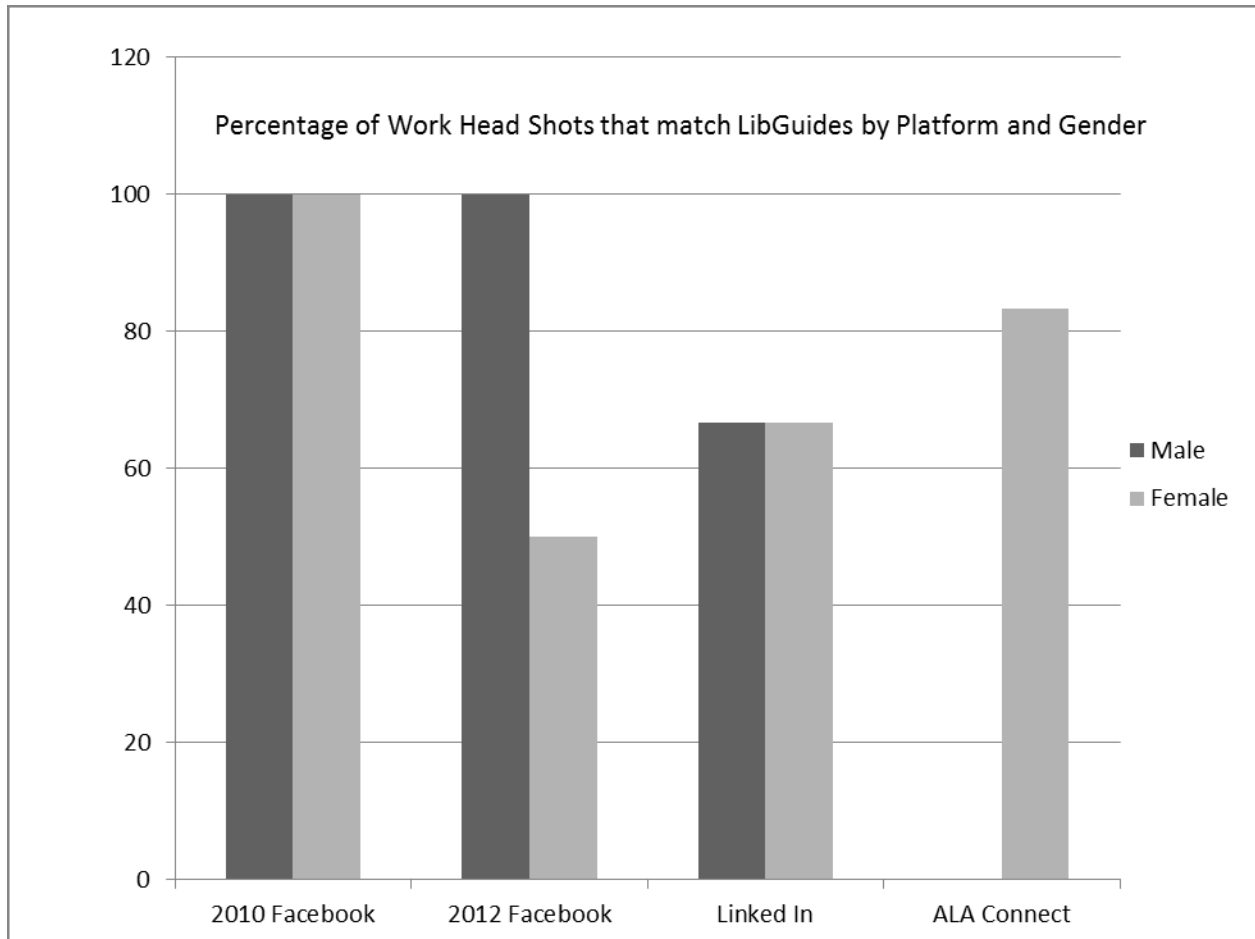
FB12= used same photo as on Facebook 2012

WHS= work head shot

LG= used same photo as on LibGuides

LI= used same photo as on LinkedIn

Figure 3.



Appendix 1

Peer Aspirant Institutions used as Sample :

Arizona State University*
Indiana University
Iowa State University
Michigan State University
Ohio State University
Pennsylvania State University
Purdue University
Rutgers University*
Stony Brook University, SUNY
Texas A&M
University at Buffalo, SUNY
University of California, Berkeley
University of California, Davis
University of California, Irvine
University of California, Los Angeles
University of California, San Diego
University of California, Santa Barbara
University of Colorado
University of Florida
University of Illinois at Urbana-Champaign
University of Iowa
University of Maryland
University of Michigan
University of Minnesota
University of Missouri
University of Nebraska
University of North Carolina
University of Oregon
University of Pittsburgh*
University of Texas
University of Virginia
University of Washington
University of Wisconsin

*Used to review Facebook, LinkedIn and ALAConnect profile pictures

Appendix 2

Best Practices and Guidelines

Sample Institutions:

University of Illinois-Urbana:

<http://uiuc-training.libguides.com/intro>

Arizona State University:

<http://lib.asu.edu/libweb/wp-content/uploads/2008/01/libguides-overview1.pdf>

Indian University- East:

<http://iue.libguides.com/IUEBestPractices>

Purdue University:

<http://guides.lib.purdue.edu/guidestandards>

University of California-San Diego:

<http://ucsd.libguides.com/content.php?pid=289911>

University of Florida- Business Library:

<http://guides.uflib.ufl.edu/libguides>

University of Texas: El Paso

<http://libguides.utep.edu/content.php?pid=58268&sid=2940430>

Other:

Bethel University Library:

<http://libguides.bethel.edu/Best-Practices>

Jacksonville State University:

<http://libguides.jsu.edu/libguidesbasics>

San Antonio College:

<http://sacguide.libguides.com/start>

The University of Utah:

<http://campusguides.lib.utah.edu/Library>

University of Waterloo:

<http://subjectguides.uwaterloo.ca/content.php?pid=80053&sid=592972#1867071>

William Patterson University:

http://guides.wpunj.edu/getting_started