

**Social Technology Lessons Learned From the Obama 08 Presidential Campaign**  
**PSUL Diversity Research & Programming Colloquium – April 22, 2009**  
**Alexia Hudson, MLIS**  
**Reference & Instruction Librarian, Penn State Abington College**

**Lesson #1: A colorful, vivid interface**

*People-centric vs. text-centric*

*Front page 'call to action'*

*Brand logo top & center*



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**Lesson #2: Librarians everywhere!**

*Group social technologies into an "operating suite"*

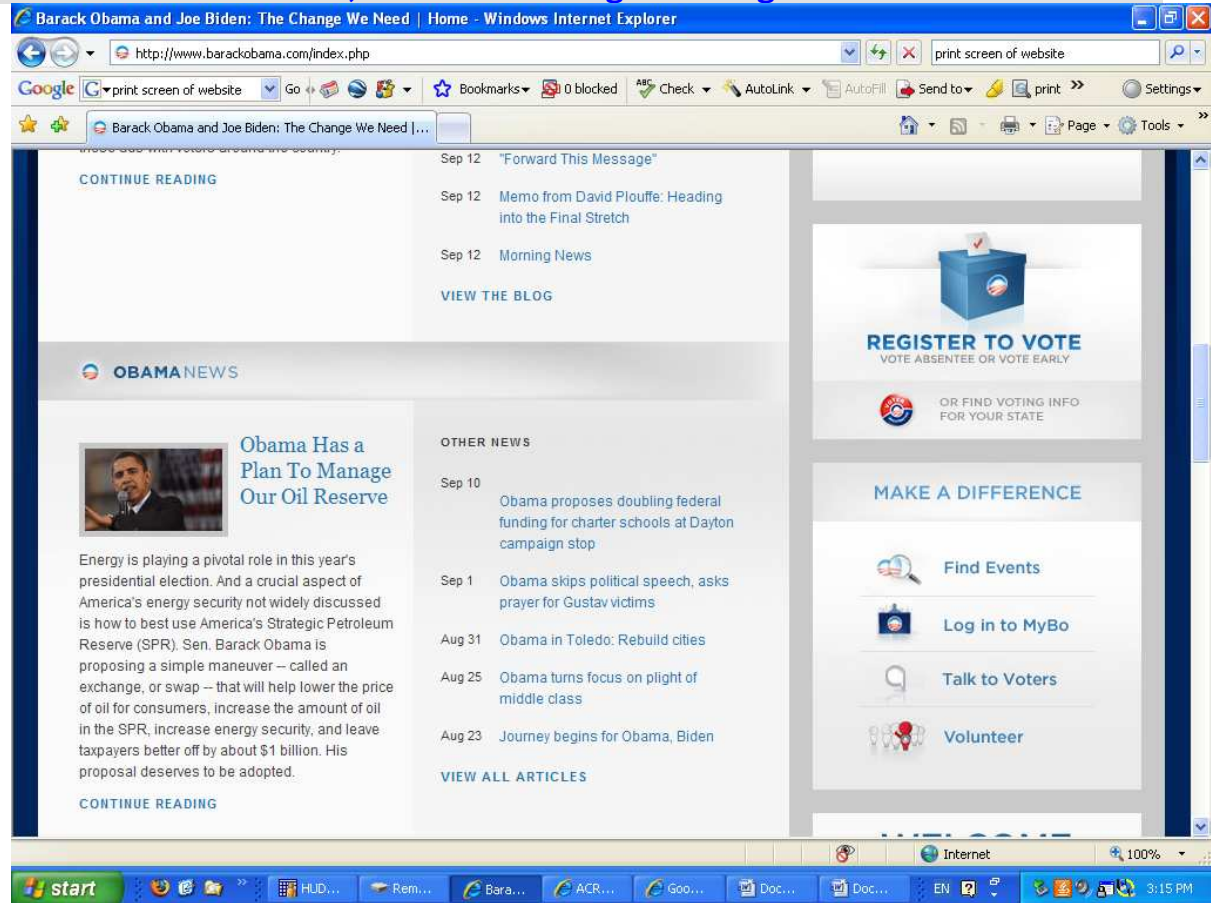
*Leveraging the 'diversity' of multiple social technologies*

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**Lesson #3: Using social technology  
as a model to promote other  
services**

-Library news “streaming”

-Mimic social technology interface  
by grouping events, my library  
account, IM services together



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**Lesson #4: Make it all about the user**

*Top of the page tool bar*

*'You' appears five times in this shot*

*Blog in the center of the front page*

Selected References:

Agger, Ben. The Virtual Self: A Contemporary Sociology. Malden, MA: Blackwell Publishing, 2004.

Talbot, David. "How Obama Really Did It: Social Technology Helped Bring Him To The Brink of The Presidency." Technology Review, September/October 2008: 78-83.