



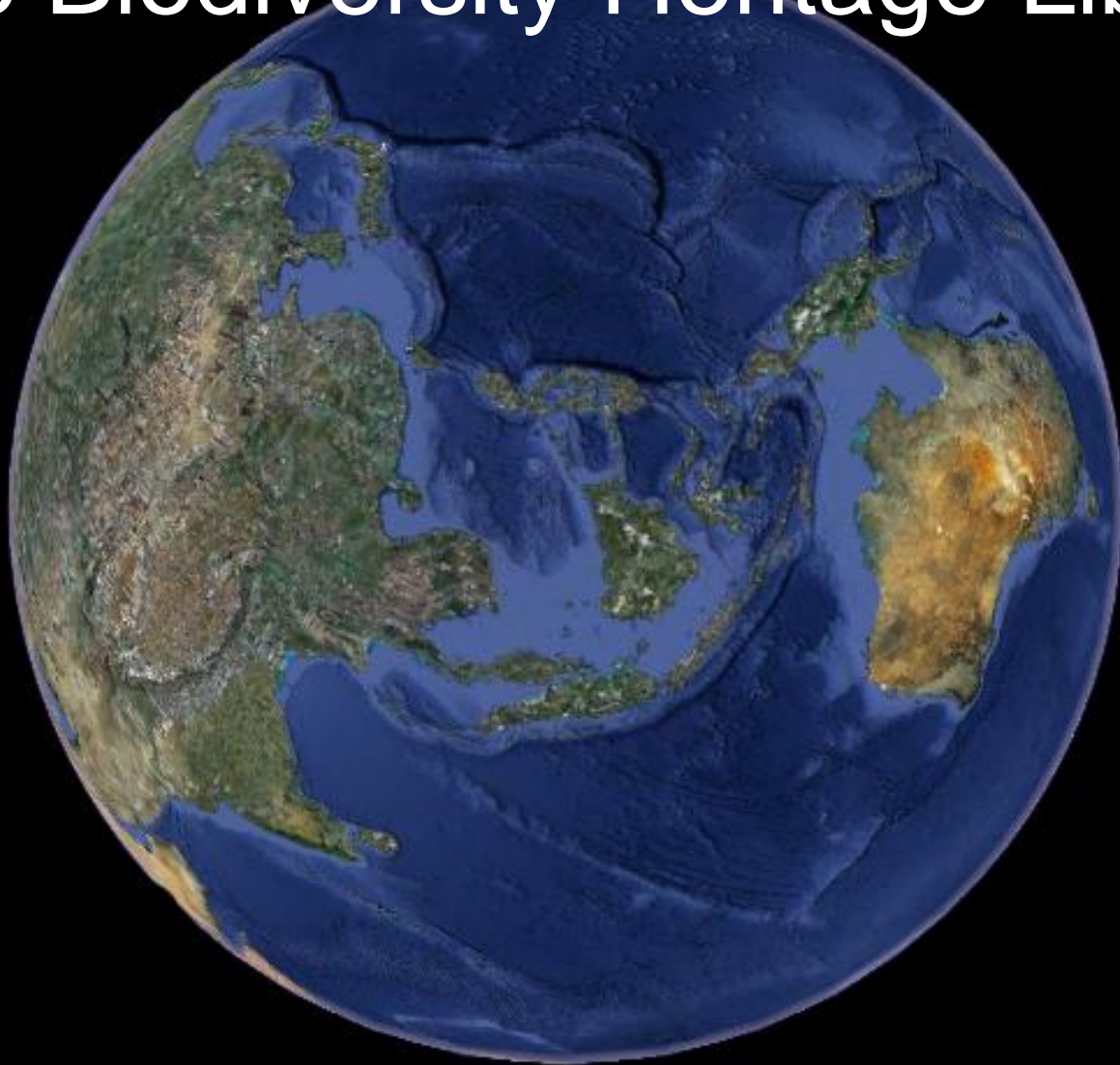
**Engaging New Audiences in New Ways**  
**Biodiversity Heritage Library**

**Extensive. Open. Global**

**Martin R. Kalfatovic**

**BHL Orientation | Washington | 31 Jan 02011**

# The Biodiversity Heritage Library



Extensive. Open. Global.



Global data sharing requires  
a social infrastructure

# Biodiversity Heritage Library

**Technology**

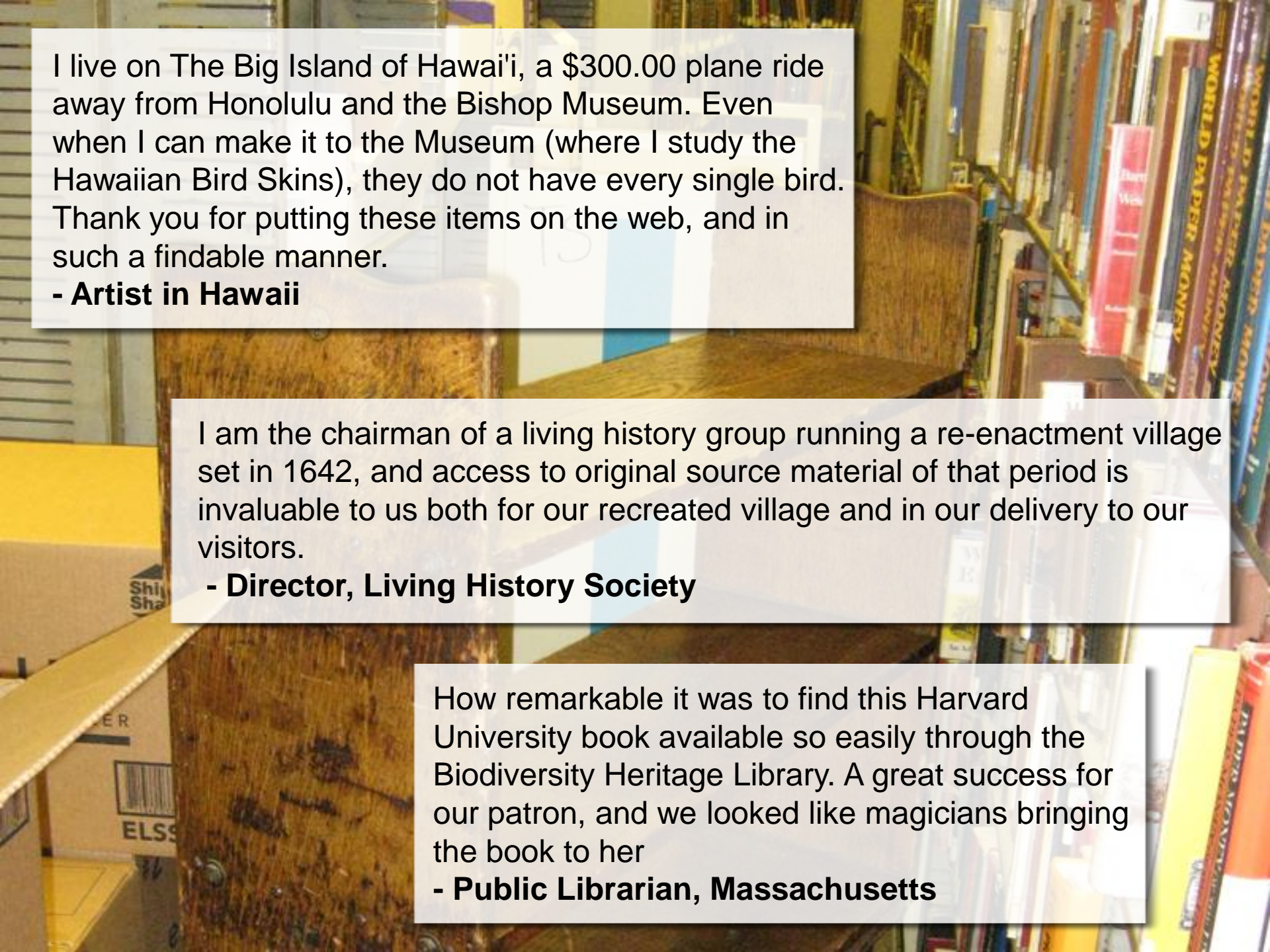


**Library**



**Science**





I live on The Big Island of Hawai'i, a \$300.00 plane ride away from Honolulu and the Bishop Museum. Even when I can make it to the Museum (where I study the Hawaiian Bird Skins), they do not have every single bird. Thank you for putting these items on the web, and in such a findable manner.

**- Artist in Hawaii**

I am the chairman of a living history group running a re-enactment village set in 1642, and access to original source material of that period is invaluable to us both for our recreated village and in our delivery to our visitors.

**- Director, Living History Society**

How remarkable it was to find this Harvard University book available so easily through the Biodiversity Heritage Library. A great success for our patron, and we looked like magicians bringing the book to her

**- Public Librarian, Massachusetts**

# Global data sharing requires new communications tools



Global data sharing requires  
new communications tools

facebook



Gedruckt by **TAMSTERDAM**  
**FRANÇOIS HALMA,**  
in Konftancijn den Grooren.  
1705.

# BHL Blog

Generates content for both taxonomic community and a range of others that find new and interesting things there

## Some Blog Stats

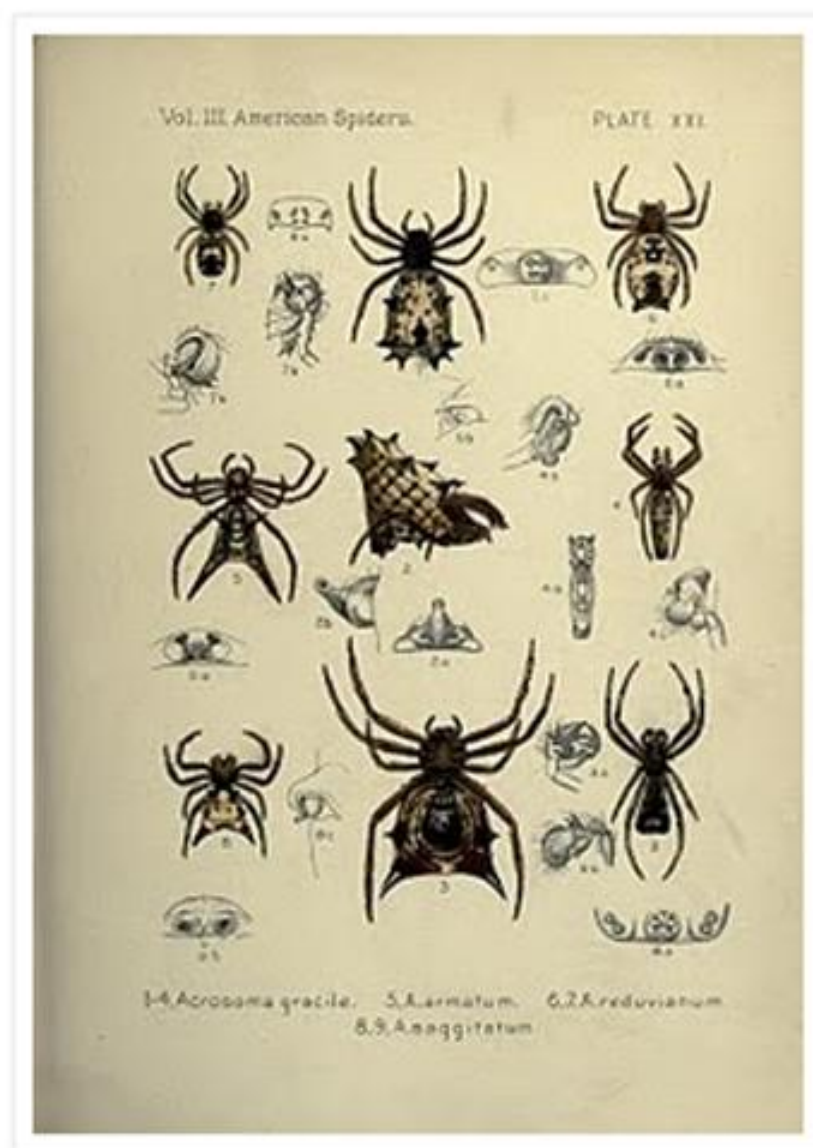
- > 43,216 visitors
- > 76,643 page views
- > 188 countries
- > 7,525 cities
- > 68% bounce rate

FY 2008-2010





## Book of the Week: Halloween Special



So, Halloween's just around the corner, so we at BHL thought it might be appropriate to highlight a species, and a book, appropriate for the season. Most likely, if you had to associate a single species from the animal kingdom with the spine-tingling glee of the Halloween experience, it would be the spider (unless you are a fan of the recent vampire craze, in which case you'll likely choose a bat). Most people, when they think of a Halloween spider, probably draw to mind images of Black Widows, or simply enormous, generic, black, eight-legged beasts. However, did you ever think to imagine a spider with horns on its body? If not, well, you're in luck.

Meet the [Spined Micrathena](#), or *Micrathena gracilis* (Walckenaer, 1805), formerly

## The Sun Parakeet and the World Checklist of Threatened Birds



The concept of threatened and endangered species is not a new idea for most of the world. Most are now well aware of the shadow that looms over so much of the magnificent life on our planet. While many efforts are underway around the globe to protect the species that

are threatened, it is important to continue to raise awareness of the plight faced by so many of the creatures that share our planet. So, in an effort to do so, we highlight this week the Sun Parakeet, or the *Aratinga solstitialis*, one of the many species of threatened birds listed in this week's book of the week, *The World Checklist of Threatened Birds* (1990).

FRIDAY, DECEMBER 17, 2010

## Yes, BHL has gone Global!



A summary from the 1st Global BHL Technical Meeting

FRIDAY, JANUARY 14, 2011

## Book of the Week: BHL Requests



[Symbolae ad Trematodum Evolutionis Historiam \(1855\)](#)

[Chronique Orchideenne \(1897-1907\), v. 1-2](#)

[Wild Life of the World: A Descriptive Survey of the Geographical Distribution of Animals \(1916\), v. 1, v. 2, v. 3](#)

Last summer, 2010, we implemented a scanning request form by which our user community can request titles to be scanned and added to our ever-growing online collection. The feature was a runaway success, with 787 requests received to date. As we work to fulfill these requests, we thought it might be nice to highlight just a few of the rare item requests we've scanned thus far. So, without further ado:

[La Galerie des Oiseaux \(1834\), T. 1 and T. 2](#)

[Die Orchideen \(1915\)](#)

- [Carnes \(1\)](#)
- [Jobs \(1\)](#)
- [London \(1\)](#)
- [PDFs \(1\)](#)
- [Presentations \(1\)](#)
- [Taxa News \(1\)](#)
- [Vienna \(1\)](#)
- [Youth \(1\)](#)
- [analysis \(1\)](#)
- [arachnid \(1\)](#)
- [chocolate \(1\)](#)
- [collections \(1\)](#)
- [cuttlefish \(1\)](#)
- [demo \(1\)](#)
- [dinosaurs \(1\)](#)
- [eBooks \(1\)](#)
- [ecology \(1\)](#)
- [endangered species \(1\)](#)
- [experiment \(1\)](#)
- [extinct animals \(1\)](#)
- [feedback form \(1\)](#)
- [holidays \(1\)](#)
- [iBooks \(1\)](#)
- [iPad \(1\)](#)
- [ingest \(1\)](#)
- [lemurs \(1\)](#)
- [linnaeus \(1\)](#)
- [metadata \(1\)](#)
- [new feature \(1\)](#)
- [primates \(1\)](#)
- [puffer fish \(1\)](#)
- [sharks \(1\)](#)

# BibliOdyssey

Books - Illustrations - Science - History - Visual Material Obscura - Eclectic Bookart.

## **Plug-In Mushroom Dome Kit**

Grow edible Mushrooms! Auto Watering -  
Electric Systems



## **Bed & Bath Coupons Beyond**

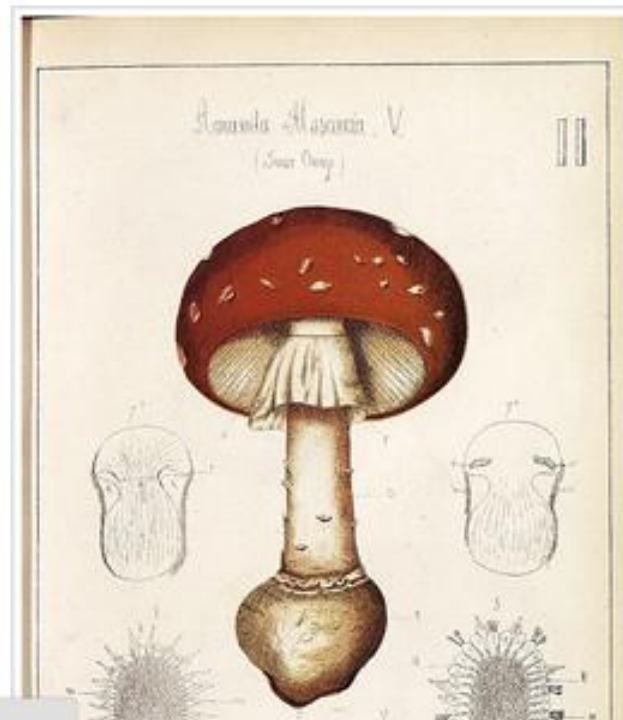
Top Coupons & Savings on Top Stores  
Bed & Bath Coupons Beyond & More!

Ads by Google

Monday, November 09, 2009

## Les Champignons

## Edible & Poisonous Mushrooms



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## Low Cost Giclee Printing

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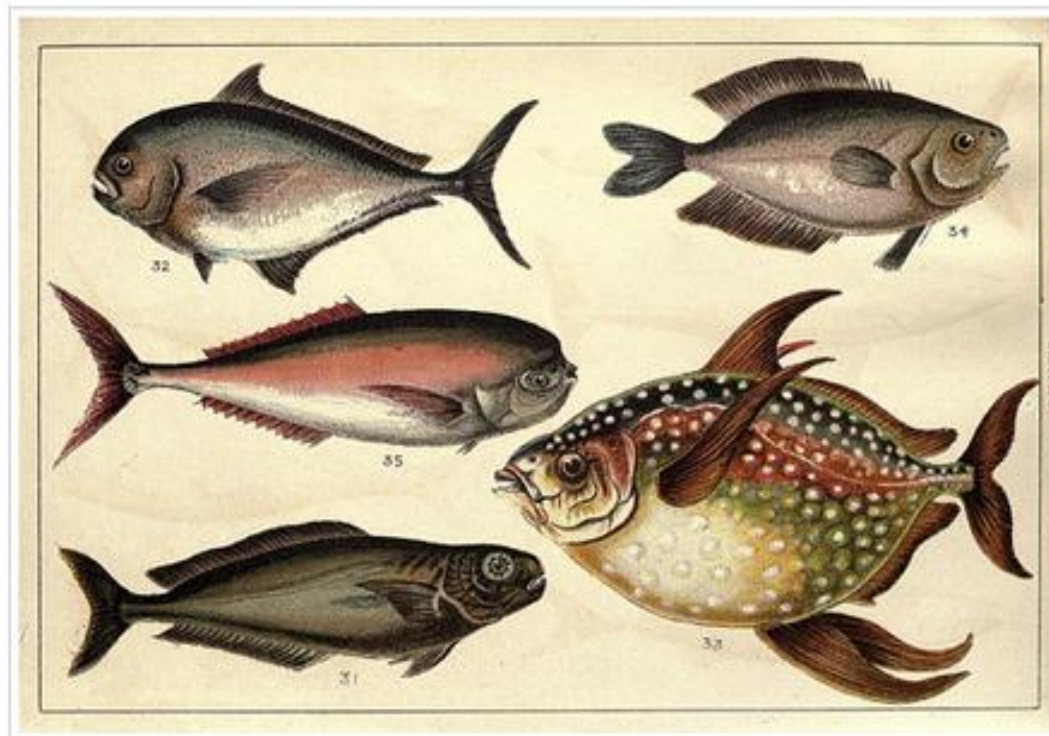
## Business Cards

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Friday, June 25, 2010

## Britfish



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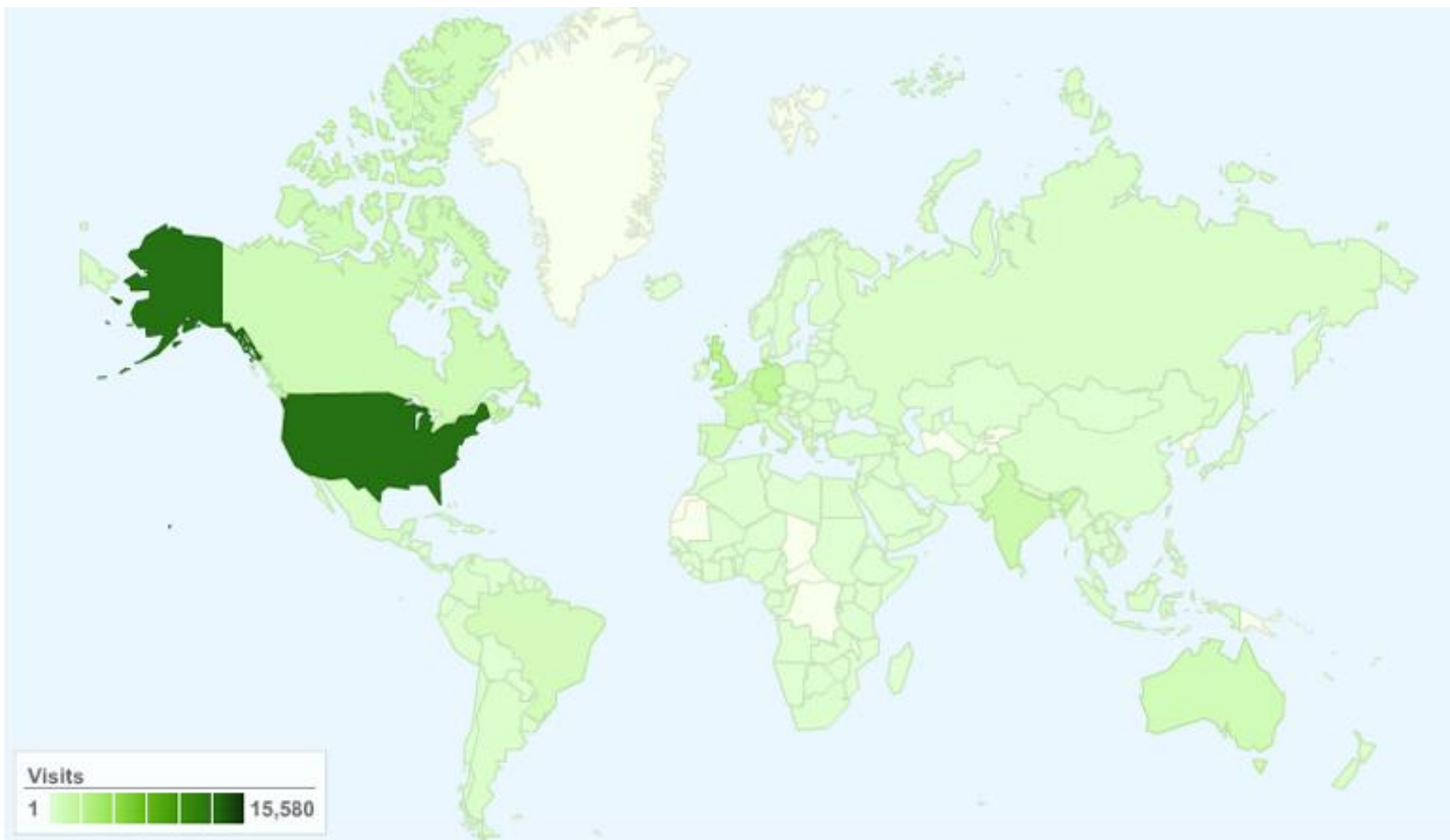
to Portuguese ▾

Translation

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Coupons



## 43,216 visits came from 188 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#)

Site Usage

Goal Set 1

Views:

Visits <span>?</span>	Pages/Visit <span>?</span>	Avg. Time on Site <span>?</span>	% New Visits <span>?</span>	Bounce Rate <span>?</span>
<b>43,216</b>	<b>1.77</b>	<b>00:01:31</b>	<b>77.30%</b>	<b>68.13%</b>



## 43,216 visits came from 6 continents

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#)

Site Usage
Goal Set 1
Views:

Visits <b>43,216</b> <input data-bbox="338 1342 376 1370" type="button" value="?"/>	Pages/Visit <b>1.77</b> <input data-bbox="666 1342 705 1370" type="button" value="?"/>	Avg. Time on Site <b>00:01:31</b> <input data-bbox="1052 1342 1091 1370" type="button" value="?"/>	% New Visits <b>77.30%</b> <input data-bbox="1439 1342 1477 1370" type="button" value="?"/>	Bounce Rate <b>68.13%</b> <input data-bbox="1825 1342 1864 1370" type="button" value="?"/>
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## 43,216 visits came from 7,525 cities

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#)

Site Usage

Goal Set 1

Views:

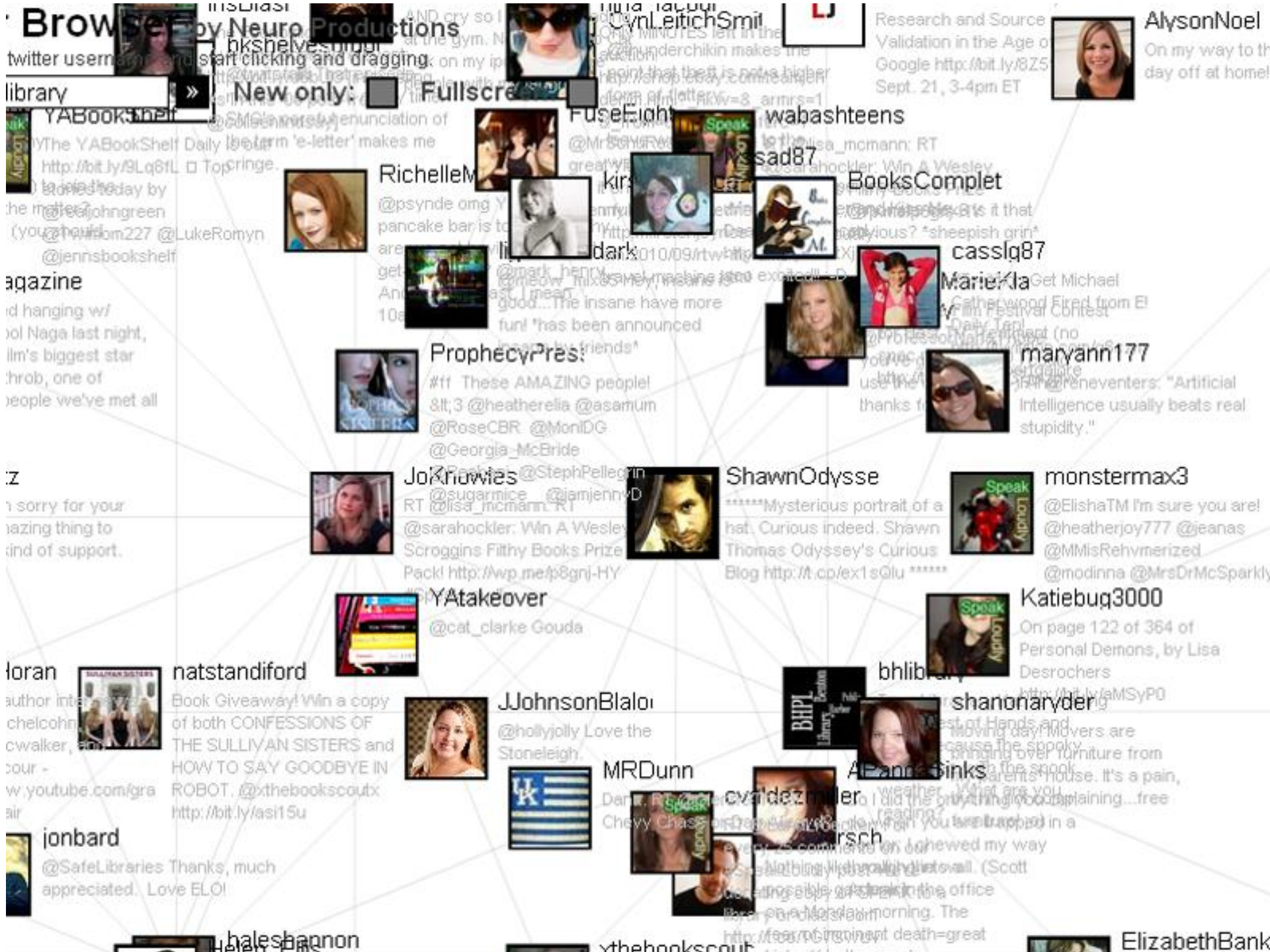
Visits	<input data-bbox="343 1339 382 1368" type="text" value="?"/>	Pages/Visit	<input data-bbox="681 1339 720 1368" type="text" value="?"/>	Avg. Time on Site	<input data-bbox="1078 1339 1116 1368" type="text" value="?"/>	% New Visits	<input data-bbox="1464 1339 1503 1368" type="text" value="?"/>	Bounce Rate	<input data-bbox="1850 1339 1889 1368" type="text" value="?"/>
<b>43,216</b>		<b>1.77</b>		<b>00:01:31</b>		<b>77.30%</b>		<b>68.13%</b>	

# BioDivLibrary@Twitter.com



## Some Twitter Stats

- > 459 direct followers
- >
- > 53 lists
- > 92<sup>nd</sup> percentile of usefulness
- > 97<sup>th</sup> percentile for retweets>



**Brow**

twitter users

library

YABOOKSHELF

http://bit.ly/9Lq6tL

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loran

author inter

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jonbard

@SafeLibraries

Thanks, much

appreciated. Love ELO!

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ElizabethBank

thebookscout

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# The Social Network BHL on Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

## Some Facebook Stats (Jan 02010-02011)

- > 761 “friends” (current)
- > 224 active monthly users
- > 34% of audience is 25-34 years old
- > 38% female | 59% male
- > 20 countries represented
- > 1,830 page views

## Biodiversity Heritage Library - BHL

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[Info](#)
[Photos](#)
[Discussions](#)

Share:


[Status](#)

[Photo](#)

[Link](#)

[Video](#)

[Settings](#)


**Martin Kalfatovic** John Thackray Medal awarded to BHL

This medal was instituted in 2000 to commemorate the life and work of John Thackray, Past President of the Society, and is awarded for a significant achievement in the preceding three years in the history of those areas of interest to the Society, that is the biological and earth scien...

[See More](#)

<http://www.shnh.org.uk/awards-medals/medals/the-john-thackray-medal.html>

[www.shnh.org.uk](http://www.shnh.org.uk)

November 8, 2010 at 11:05am · [Like](#) · [Comment](#) · [Share](#)

Mario Rups likes this.



**Sajjan Subedi** It is simply a pride to join this group. I didn't know that the group of this library exists in the facebook. I had first used this library one year back. From that day, I am continuously using this library. For a student like me who is from one of the poorest countries on earth where there are not enough libraries and...

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Write something about Biodiversity Heritage Library - BHL.

### Information

Category:

# The Social Network IMPACT ... one user at a time

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, is positioned in the upper right quadrant of the image.

It is simply a pride to join this group. I didn't know that the group of this library exists in the facebook. I had first used this library one year back. From that day, I am continuously using this library. For a student like me who is from one of the poorest countries on earth where there are not enough libraries and even the existing libraries do not have enough literature, it is something wonderful. Thank to those people who created it.


**- Facebook fan from Nepal**



Opportunities with  
new audiences

- > biodiversity education
- > new funding sources
- > expanding geographic reach
- > high return on investment

# Thanks!

A close-up photograph of several ants on a brown, textured leaf. The ants are dark brown or black, and they are scattered across the leaf's surface. The background is blurred, showing more of the leaf and some green foliage.

If the conclusions drawn here about eusociality in insects and other arthropods are correct, they could have implications for advanced social behavior outside the arthropods.

- Wilson and Hölldobler (*PNAS* 2005)