The long-term fate of social media: Should Facebook be truly ephemeral?

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14 November 2014
Cathy, you have 3 photo tags, 9 messages and 1 poke

Facebook
To Me

You have new notifications.
A lot has happened on Facebook since you last logged in. Here are some notifications you've missed from your friends.

- 9 messages
- 1 poke
- 3 friend requests
- 2 friend suggestions
- 3 photo tags

[View Notifications] [Go to Facebook]
This is a story about changing my mind. Twice.

(1) what I believed as recently as early 2012, based on studies to date

(2) the results of two very different studies: people think Facebook data is of dubious long term value

(3) a counterpoint example drawn from recent biographical research
A story of sincere ambivalence...

PART 1: SET THE WAYBACK MACHINE TO 2012
two claims circa 2012

1. Evidence suggests that people aren’t going to (be able to) archive their own digital stuff, not locally and not on the cloud.

2. Because Facebook is so widely adopted, it’s probably the resource to archive. *(sharing is the new saving)*
claim 1: people won’t (be able to) archive their own digital stuff, not locally and not on the cloud.
People have shown considerable interest in outreach efforts, classes, products...
why I don’t believe people will (be able to) archive their personal digital collections themselves

- **disaggregation of skills**
  The family archivist /= family IT person

- **trends in personal data management**
  Social media + cloud stores + multiple devices

- **factors that contribute to benign neglect**
  Rapid accumulation
  Lack of metadata
  Digital “hoarding” (no Nobel Prize for zero inbox)
  Ambiguous value
  Creation is more rewarding than stewardship

- **analogies to physical archiving practices**
  don’t apply! (cf odom et al’s “digital heirloom” research)
e.g. I just lost my cathymar@microsoft.com email from 2001-2006...

Changing institutions is the easiest way to lose email (Marshall, DL’08)
Because sharing is the new saving, and because Facebook is so widely adopted, it’s probably the resource to archive.
from a 2010 Library of Congress video

kid 1: “They should just save Facebook. That is our generation’s scrapbook, yearbook, Guinness World Record…”

kid 2: “But obviously you can’t save everything”

LoC narrator: “But the truth is, digital information will survive only as long as someone takes care of it.”
Even if the LoC could archive FB, there’d be discomfort

“This is what makes Twitter’s “gift” troubling. It assumes that all content shared publicly is truly public and for posterity. … [Consider this scenario:] Bob wants to be practically obscure – private in public – without going to all the trouble of setting up complicated privacy controls. So what happens, two years from now, when Bob accidentally discloses his handle in the wrong context, and he needs to remove some Tweets?”

-Fred Stutzman, blog post, 4/14/2010
archiving social media is complicated by privacy and ownership issues

@zittrain “if what you get online is free, you're not the customer - you're the product”

and by now, most users know it!

how should we mitigate people’s (valid) objections?
Frank Shipman and I had done a family of studies using Library of Congress as a proxy for other public or non-profit institutions.
by 2012, we’d done 7 surveys (1493), each ending with a LoC scenario

Survey 1: The Library of Congress is acquiring the public Twitter feed, dating back to the site’s origins. They are planning to provide access to the archive. (173 responses)

Survey 2: ...Flickr... (242)

Survey 3: ...Amazon book reviews... (203)

Survey 4: ...iTunesU lectures... (209)

Survey 5: ...podcasts... (225)

Survey 6: ...YouTube videos... (200)

Survey 7: ...Online Game content... (241)
3 contrasting access conditions

- Strongly Agree
- Agree
- Agree somewhat
- Undecided
- Disagree somewhat
- Disagree
- Strongly disagree

Everyone can access the archive now.

Only researchers can access the archive now.

Everyone can access the archive in 50 years.
Immediate universal access: objection: non-published media context/copyright/control

Immediate researcher access objection: personal media privacy

Universal access in 50 years objection: association with obsolete self proflective identity
Should institutions preserve social media now, and sort out access limits later? Will Memento-like services fill in the gaps from WI?
Let’s ask people who use Facebook what they think and what they do

PART 2... ARCHIVING FACEBOOK DATA PERSONALLY & INSTITUTIONALLY
two studies

the first: detailed qualitative study motivated by the idea of a unified personal archive that would be constructed automatically on a user’s behalf;
an interview study w/MSR
Cambridge

re: online stuff
• what do people have?
• what do they value?
• how do they keep it?

• if we built an integrated archive for them (centering around their own digital belongings), what might they do with it?

Lindley, Marshall, Banks, Sellen, Regan, Rethinking the Web as a Personal Archive
Proc. WWW’13
study description

• 14 people: 8 UK; 6 US

• Different types of people
  – media creators (musicians, journalist, writer...)
  – normal social media users
  – millennials aka digital natives

• Three phase interviews:
  – online tour + map (what do you think you have?)
  – self-search (what else is out there, forgotten or unknown?)
  – reactions to design sketches (how would you use an archive)
3 salient findings

1. People see some social media services as more archival
e.g. Flickr is an archive of best photos, Facebook is for sharing in the moment

2. People see content as *more valuable in context*

3. Time takes its toll on social media
#1 argues **AGAINST** archiving FB
and #2, #3 argues **FOR**
annotated excerpts of a participant’s map

his website

his Pro Flickr account

I actually pay for this even though I forgot it.

sadly neglected

his Facebook

dotted line b/c I forgot.
People often see Facebook as largely transient.

People may destroy the content themselves.

I.e. there's a tension between *keeping things* and *keeping things current*.
Kim: [drawing map] Then there's Facebook. I'll make it small...Huh. Well. I just can't think of anything in Facebook that I want to archive.

Mary: If my facebook died, all those photos live somewhere else and I don't particularly care about the comments that much.

Ted: My dog probably uses Facebook more than me...I don't really care what people are doing on [Facebook]. I go there out of social obligation.
me: Do you ever save anything from Facebook?
Mary: You mean photos, or do I ever take screenshots of conversations?
me: Any of those things.
Mary: No. I've never found a need because I can always scroll back in the history. And the photos are in albums. So, no.
me: Do you back it up?
Mary: No. No. Yes. Yes. We have a Lamborghini hard drive at home.
me: How do you back up [Facebook]?
Mary: That's an excellent question. I don't back up Facebook.
me: *Is Facebook your primary thing?*

Lynn: *Unfortunately, yeah. I’m on it more than I want to be. [laughs]...so – my friends are in LA and Vienna and the east coast, so it’s a nice easy way to keep track...*

me: *Do you ever want to save any of this stuff?*

Lynn: *It’s all saved. On here.*

me: *In the sense that, you don’t expect Facebook to go down in flames anytime?*

Lynn: *No. And if they do—y’know—no, there’s nothing on here that I’d like to save.*
social media as metadata

Kim: It's funny but how, when you go back, are you going to remember what it was? Like I already look at stuff and I can't tell if it was Veronica or Abby's baby pictures. I didn't write it down. It's really pathetic.

It's like, this looks like Venice. I think it was Venice.
Mary, who resisted keeping her LinkedIn profile because it represented a *call to action*, said:

“"The only reason I have it is because of the ‘friends’ function. I’m connected to a lot of – 89 people – if I take it down and I ever want it again later, well I’d have to rebuild it again. So I just keep it up because of the connections. But I don’t like it. And I don’t want it.”
two studies

the second: broader survey looking at ownership and reuse of social network data.

• Marshall and Shipman, An Argument for Archiving Facebook as a Heterogeneous Personal Store, *Proc. JCDL’14*

• Marshall and Shipman, Exploring the Ownership and Persistent Value of Facebook Content, *Proc. CSCW’15*
### Participant Demographics

#### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>111</td>
<td>45%</td>
</tr>
<tr>
<td>Male</td>
<td>128</td>
<td>52%</td>
</tr>
<tr>
<td>(blank)</td>
<td>5</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>244</td>
<td>100%</td>
</tr>
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#### Birth Year

<table>
<thead>
<tr>
<th>Birth Year</th>
<th>#</th>
<th>%</th>
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<tbody>
<tr>
<td>1940s or earlier</td>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td>1950s</td>
<td>10</td>
<td>4%</td>
</tr>
<tr>
<td>1960s</td>
<td>18</td>
<td>7%</td>
</tr>
<tr>
<td>1970s</td>
<td>32</td>
<td>13%</td>
</tr>
<tr>
<td>1980s</td>
<td>118</td>
<td>48%</td>
</tr>
<tr>
<td>1990s or later</td>
<td>58</td>
<td>24%</td>
</tr>
<tr>
<td>(blank)</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>244</td>
<td>100%</td>
</tr>
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</table>

#### Student?

<table>
<thead>
<tr>
<th>Student?</th>
<th>#</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>No</td>
<td>184</td>
<td>75%</td>
</tr>
<tr>
<td>Yes</td>
<td>60</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>244</td>
<td>100%</td>
</tr>
</tbody>
</table>

#### Education

<table>
<thead>
<tr>
<th>Education</th>
<th>#</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>some high school</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>high school graduate</td>
<td>18</td>
<td>7%</td>
</tr>
<tr>
<td>associates degree</td>
<td>29</td>
<td>12%</td>
</tr>
<tr>
<td>some college, no degree</td>
<td>95</td>
<td>39%</td>
</tr>
<tr>
<td>bachelors degree</td>
<td>73</td>
<td>30%</td>
</tr>
<tr>
<td>graduate degree</td>
<td>27</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>244</td>
<td>100%</td>
</tr>
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</table>

#### Internet Experience

<table>
<thead>
<tr>
<th>Internet Experience</th>
<th>#</th>
<th>%</th>
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<tbody>
<tr>
<td>2-4 years</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td>4-7 years</td>
<td>20</td>
<td>8%</td>
</tr>
<tr>
<td>7-10 years</td>
<td>56</td>
<td>23%</td>
</tr>
<tr>
<td>&gt;10 years</td>
<td>165</td>
<td>68%</td>
</tr>
<tr>
<td>Total</td>
<td>244</td>
<td>100%</td>
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</table>

#### Internet Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>#</th>
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<tbody>
<tr>
<td>email</td>
<td>241</td>
</tr>
<tr>
<td>social networking</td>
<td>239</td>
</tr>
<tr>
<td>shopping</td>
<td>217</td>
</tr>
<tr>
<td>video sharing</td>
<td>168</td>
</tr>
<tr>
<td>IM/chat</td>
<td>110</td>
</tr>
<tr>
<td>Twitter</td>
<td>108</td>
</tr>
<tr>
<td>videoconferencing</td>
<td>99</td>
</tr>
<tr>
<td>photo sharing</td>
<td>87</td>
</tr>
<tr>
<td>MMOGs</td>
<td>73</td>
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</table>

#### Participant Education

<table>
<thead>
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<th>%</th>
</tr>
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</tr>
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</table>
Facebook study: what do we want to know?

• Value
  – How closely is Facebook content tied to identity?
  – What do people care about in their Facebook accounts?

• Sensitivity
  – What is private (and otherwise sensitive) in Facebook accounts?

• Ownership

• Permanence
  – how do people feel about archival efforts?
value?
### Profiles and Identity (Proflection)

<table>
<thead>
<tr>
<th># Active Accounts</th>
<th># People</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>93 (35%)</td>
</tr>
<tr>
<td>2</td>
<td>82 (34%)</td>
</tr>
<tr>
<td>3</td>
<td>51 (21%)</td>
</tr>
<tr>
<td>4</td>
<td>7 (3%)</td>
</tr>
<tr>
<td>5</td>
<td>8 (3%)</td>
</tr>
<tr>
<td>6</td>
<td>3 (1%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>244 (100%)</strong></td>
</tr>
</tbody>
</table>

"...I have two Facebook profiles (one real, one for entering contests and signing up for spammy stuff) [SN043]

“I have multiple profiles... But since both profiles can be found by anyone searching, I don't put anything inflammatory on that one either.” [SN194]

“I am not using any multiple profile[s] & I dont like that” [SN242]
value: moving to another social network

<table>
<thead>
<tr>
<th>expect to bring</th>
<th>#responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>photos</td>
<td>131 (54%)</td>
</tr>
<tr>
<td>contacts/friends</td>
<td>85 (35%)</td>
</tr>
<tr>
<td>nothing</td>
<td>50 (20%)</td>
</tr>
<tr>
<td>profile information</td>
<td>39 (16%)</td>
</tr>
<tr>
<td>everything</td>
<td>24 (10%)</td>
</tr>
<tr>
<td>status posts</td>
<td>14 (6%)</td>
</tr>
<tr>
<td>profile photos</td>
<td>9 (4%)</td>
</tr>
<tr>
<td>messages</td>
<td>9 (4%)</td>
</tr>
</tbody>
</table>
value: repository or communication tool?

Contrast 50 participants who expect/want to take nothing with 24 participants who want everything:

- *I would hope to start from a clean slate* [SN068]
  -v-

- *Everything, All of my photos and photos that I have been tagged in. All of my mail and messages. All of the comments on my pictures and things that I have shared. All of my links that I have shared on my wall since joining. Anything else on my wall others have shared, pictures, links etc... And all of my game activity and causes information.* [SN188]
sensitivity?
removal: what?
describe last time you removed anything

<table>
<thead>
<tr>
<th>Content type removed</th>
<th># (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos</td>
<td>89 (36%)</td>
</tr>
<tr>
<td>N/A or nothing</td>
<td>53 (22%)</td>
</tr>
<tr>
<td>Posts/comments</td>
<td>53 (22%)</td>
</tr>
<tr>
<td>Profile elements</td>
<td>21 (9%)</td>
</tr>
<tr>
<td>Unspecified or 1-off</td>
<td>20 (8%)</td>
</tr>
<tr>
<td>Entire account</td>
<td>11 (5%)</td>
</tr>
<tr>
<td>Friends</td>
<td>8 (3%)</td>
</tr>
<tr>
<td>Links</td>
<td>6 (2%)</td>
</tr>
<tr>
<td>Game- or app-related auto posts</td>
<td>6 (2%)</td>
</tr>
</tbody>
</table>
removal: why

removal as curation
• I hard-deleted my old Facebook profile in August and created a new one in its place. I had too many photos and too many friends, and I wanted a 'fresh' profile/account. [SN193]

removal in service of identity / proflection
• I removed several alcohol related pictures when I started to look for teaching jobs. [SN024]
• I recently broke up with a boyfriend, so I had to go and delete a lot of our pictures. [SN065]
• I removed one of my songs that I posted because I didn't have many likes on it… [SN169]

removal to reflect changing understanding of privacy
• [I] removed [my] birthday as it is often a question on a multifaceted security question and answer [SN011]
ownership and control?
Facebook’s rights to your info

Facebook’s business model begins to falter. The company needs to develop additional ways to make money. Greg has been using Facebook for many years and has accumulated lots of data.

- Facebook should be able to sell the information in Greg’s user profile to Amazon so Amazon can create a better profile of his interests. (H13: FB sell info to Amazon)

- Facebook should need Greg’s permission to sell his profile. (H14: FB needs permission to sell info)

- Greg should be able to sell the information in his Facebook profile to Amazon to get a cash rebate on his Amazon purchases. (H15: Greg sell FB profile info to Amazon)

- Facebook should be able to analyze the content of Greg’s Facebook-internal communication so it can create a better profile of Greg’s interests for its own use in selling targeted advertising. (H16: FB use internal messaging to improve...)
H13: FB sell info to Amazon

H14: FB needs permission to sell info

H15: Greg sell FB profile info to Amazon

H16: FB use internal messaging to improve...
<table>
<thead>
<tr>
<th>Social Networks Selected in Q28 or Named Specifically in Q29</th>
<th># of Participants (Out of 244)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>242</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>83</td>
</tr>
<tr>
<td>Google+</td>
<td>73</td>
</tr>
<tr>
<td>Twitter</td>
<td>35</td>
</tr>
<tr>
<td>MySpace</td>
<td>22</td>
</tr>
<tr>
<td>Instagram</td>
<td>8</td>
</tr>
<tr>
<td>Tumblr</td>
<td>6</td>
</tr>
<tr>
<td>Reddit</td>
<td>5</td>
</tr>
</tbody>
</table>
permanence?
Facebook archiving scenario

Given the breadth of its adoption and the amount of content people have shared using Facebook, Facebook has become an important cultural artifact. Facebook’s Board of Directors has arranged to donate the entirety of its public content to the Library of Congress to archive. *(Public content means anything that is accessible to everyone.)*

- **Strongly Agree**
- **Agree**
- **Agree somewhat**
- **Undecided**
- **Disagree somewhat**
- **Disagree**
- **Strongly disagree**

Researchers should be able to explore the archive now.

The general public should be able to explore the archive now.

The general public should be able to explore the archive in 50 years.

Researchers should be able to run programs to explore aggregate data now.

Facebook should offer its users control of which material is archived.
Would it be okay for a public institution to archive the contents of Facebook (including your stuff)? Why or why not?

participants have already reacted to the institutional archiving hypothetical, and have answered lots of other questions about their own social networks
Only 22% didn’t object

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>No</td>
<td>128</td>
<td>52%</td>
</tr>
<tr>
<td>Yes</td>
<td>54</td>
<td>22%</td>
</tr>
<tr>
<td>Yes, conditionally</td>
<td>57</td>
<td>23%</td>
</tr>
<tr>
<td>I'm not sure</td>
<td>5</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>244</td>
<td>100%</td>
</tr>
</tbody>
</table>

Reasons “yes”

- Public domain
- Harmless/trivial
- Powerless to stop it
- EULA permits it
- Social good
Unqualified objections

1. Institutional archiving violates principles of privacy, ownership, and control of identity;

2. In future uses, bad applications outweigh good ones;

3. Content veracity and timeliness cannot be guaranteed; and

4. There is no particular societal benefit.
i.e., participants see Facebook as *private*, as *owned (by themselves)*, and paradoxically as *incorrect and trivial*.

Furthermore, our findings confirm the idea that people periodically *destroy* their data in the name of *curation / privacy / identity*.

i.e. we think participants expressed a detailed set of *legitimate concerns*. 
so... should we archive Facebook?

participants seem to say...

do what you gotta do, but we’d prefer you didn’t

Only 2 participants (<1%) thought Facebook archiving was worthwhile

No other social network is as ubiquitous, but FB is perceived as less valuable

The following restrictions would help mitigate potential damage:
- allow content owners to grant permission
- take only the public part
- impose embargoes /delay use
- restrict access
my side project: reassembling Joan Vollmer’s short life

PART 3... RECONSTRUCTING A BIOGRAPHY FROM EMBARGOED SOURCES, DIGITAL LIBRARIES & TRADITIONAL ARCHIVES
he shot his wife, Joan Vollmer on September 6, 1951
a well-worn narrative
places

Barnard College, NYC, 1940

New Waverly, TX, 1947

Mexico City, MX, 1950
I googled and the first thing I found was... a grad student

he’d requested ms. vollmer’s records from Barnard. He told me, 

She was "dropped" from all of [her classes] in January 1940 because she eloped with a Mr. Adams
in 2012, the 1940 US census was released from its 72 year embargo
perhaps she’s living with her parents in Loudonville, NY in 1940

Of course she’s there in 1930...
Welcome to Old Fulton Post Cards
Search Results
Request: Joan w/2 Vollmer and (filename contains Albany)
8 document(s) retrieved

Score  Document

100%  Albany NY Knickerbocker News 1951 - 7043.pdf
...Thursday night Mrs. William Seward Bur-~~~ 1 roughs, the former Joan Vollmer, yer, police reported. Burroughs a 1930 graduate Of St. Agnes ... of the adding machine inventor His wife was the former Joan Vollmer of Loudonville. W HILE THE NEWS was pouring in from ... New York 13069 www.fultonhistory.com Filename: T:\Newspaper 19\Albany NY Knickerbocker News\Albany NY Knickerbocker News 1951\Albany NY Knickerbocker News 1951 - 7043.pdf ...
1057188

45%  Albany NY Knickerbocker News 1939 - 2146.pdf
...MacLennan, Corinne Mc Laughlin, Ann Fulver, Diane Spence, Katherine Truesdell, Joan Vollmer and Thomasine WadeHon. Jean MacLennan won the spoken English prize ... Gray won the music prize Blehef a Fries A warded Joan Vollmer won a gold medal for highest standing for the year ... New York 13069 www.fultonhistory.com Filename: T:\Newspaper 19\Albany NY Knickerbocker News\Albany NY Knickerbocker News 1939\Albany NY Knickerbocker News 1939 - 2146.pdf ...
983246

30%  Albany NY Knickerbocker News 1939 - 2549.pdf
923846

21%  Albany NY Evening Journal 1933 - 2078.pdf
...of the troop are Marguerite Patten, Jean Murray, Jane Wilson, Joan Vollmer. Helen Borthwick, Jean Duff, Priscilla Green, Constance

---

Miss Joan Vollmer of Loudonville has been awarded a $500 resident scholarship by Barnard College of Columbia University. Miss Vollmer was graduated from St. Agnes School in June and received the gold medal given the senior for the highest standing for the year.
ST. AGNES SCHOOL HAS SCOUT TROOP

Albany's newest Girl Scout troop, organized at St. Agnes' School, has been registered and 12 members invested as tenderfoots. Mrs. James Quinlan is captain and Mrs. L. Whittington Gorham, chairman of the troop committee. First lieutenants are Beverly Brownell and Jean Carter, who are also treasurer and secretary, respectively. Second lieutenants are Mary Quinlan and Catharine Vrooman. Patrol leaders are Kate Bantord, Mary Graham, Betty Chapman, Elizabeth Shellenberger, and Helen Rood.

Other members of the troop are Margarette Patterson, Joan Murray, Jane Wilson, Joan Vollmer, Helen Bortwick, Jeanne Elise Priscilla Green, Constance Bainbridge, Catherine Adams, Carol Chapman, Patricia Mclain, Barbara Burdick, Lisa Corham, Audrey Kemp, Marian Palmer, Georgiana Harris, Sarah Griffin, Helen McCollum, Barbara McElroy, Mary Wilbeck, Lois Le Dow, Lorraine Oldham and Jean McLennan.

PERSONAL NOTES

Miss Nancy Wagner, daughter of Ave., has been staying at the Hotel Commodore in New York City and a graduate of St. Agnes School in 1937, has been awarded a scholarship at Barnard College where she is a sophomore. Miss Gladys Skevington, who has taught English in the Ravena, High School for six years, will teach at Bethlehem Central High School next year.

Mrs. George Gill Jr. of Whitehall Rd. has gone to Flushing, L. I., to attend the funeral of her brother, Frederick N. Bowne.

Mrs. W. J. Nusbaum of Delaware

THE KNICKERBocker NEWS, Thursday, May 11, 1939
St. Agnes School Seniors Guests at Luncheon

GRADUATES of St. Agnes School attended the annual luncheon of the Society of Graduates in honor of members of the graduating class. Mrs. Charles P. Wragge, Mrs. Charles Thaddeus Terry, Mrs. George W. Stedman, Mrs. Charles B. Pape, and Miss Blanche Butman, Mrs. John H. McClary, read a letter from Mrs. Julia Hawley Snyder, class of 1889. Among those attending were Mmes. A. Whalen Oldham, William Herrick Griffin, Frank Cody, Thomas Boyd Wheeler, Frederick Futterer, John Skinner, Rufus Sutherland, Frank Williams, Gilbert V. Schenck, Robert Campbell, Enrique Taucida, Katherine Good Cleveland, and E. K. Alexander. Mmes. William G. Greetly, Otto.

War Against Moths

Even articles in daily use are not immune to destruction by moths. Keeping rugs well vacuumed discourages moths from laying in dark corners or under divans or heavy furniture. Remove slipcovers and upholstery at a high temperature, frequently on stuff sides. Use the entire container with its contents and use the upholstery attachment frequently in the dark corners. Set storage boxes and boxes before putting away winter things. The practical little hand vacuums have a trick of clearing out dirty corners efficiently. Besides, they are excellent for use on clothing and fur. Some are equipped with a pulverizer which will grind moth hairs into a fine powder and blow it on the garment or blanket to be stored.

Rummage Sale

The Women's Auxiliary of Holy Name Church is sponsoring a rummage sale in the parish hall. N. Pears and Colonnade St. tomorrow, 8 a.m. to 4 p.m. Edward W. Leaing Jr., president, announced the committee will include Mmes. William C. Van Dam, William Bowers, Walter Pappen, Thea S. Taber, Anna Beckley.

MRS. ARTHUR JOHN PENNY, DELMAR, I

Garden Party Arranged This Afternoon

St. Agnes School Graduates in Art Class

St. Agnes Junior Seniors at Dance

ONE OF the first of the three class at St. Agnes School on seniors tonight.

Seniors attending will be Elizabeth Bond, Shirley Chiles, Gallagher, Dorothy Foud, Nancy Dwyer, Mary Dwyer, Janet Hunter, Audrey and Virginia Kemp, Jean Latham, Jean MacLeam, Dorothy Magnin, Madge McEachern, Eleanor Munro, Ann Murphy, Joan Neil, Anne Smith, Diana Spencer, Cameron, Mager, Margaret, and Wyman.

The matrons will be Shirley Bright, Joan Bamer, Marion Briton, Barbara Callan, Gloria Carlson, Marie Carmichael, Pheila Cunningham, Frances Dignon, Nancy Evans, Mary Louie, Margaret Hadson, Joan Hoogland, Alice Hold, Virginia Jeffers, Anne Kennedy, Anne McAllister, Janet McInnes, Marilyn McKean, Janet Miller, Dorothy Mosher, Nancy Munro, Jean Murray, Jean Norris, Peggy Patton, Jean Porter, Edith Schmidt, Mary Staley, Betty McCullar.

THE KNICKERBOCKER NEWS, WEDNESDAY, JUNE 10, 1939

THE KNICKERBOCKER NEWS, THURSDAY, JUNE 22, 1939

THE KNICKERBOCKER NEWS, FRIDAY, MAY 5, 1939
an interesting twist

THE KNICKERBOCKER NEWS,
SATURDAY, JANUARY 20, 1940

Keeler-Vollmer

Mr. and Mrs. David W. Vollmer of Loudonville announce the marriage of their daughter, Miss Joan Vollmer, to Henry Allan Keeler, son of Mr. and Mrs. Howard Allan Keeler of Great Neck, L. I., on Jan. 9 at Henderson, N. C. The couple is living in Great Neck. Mrs. Keeler is a graduate of St. Agnes School.
Huh? Who is this Henry Allan Keeler?

Henry A. Keeler

Judge Henry Allan Keeler, 57, of California, died Monday at the Bothwell Hospital, Sedalia, following a long illness. He was probate judge and magistrate of Moniteau County at the time of his death.

Judge Keeler was born Nov. 13, 1920, in New York City, N.Y., a son of Howard and Irma Watkins Keeler. On May 7, 1943, he was married to the former Miss Leona Stevenson of Benton County. His wife survives at the home.

He was a member of the Episcopal Church and an alumnus of Columbia University in New York. He served with the Army during World War II and received a battlefield commission while serving in France.

He was graduated from the University of Missouri-Kansas City Law School in 1963 and practiced law at Sedalia. He served as prosecuting attorney in Pettis County from 1966 to 1970. In 1971, he was appointed to complete an unexpired term as city attorney of Sedalia.

He was appointed probate and magistrate judge of Moniteau County in 1973.

He was a member of the American Bar Assn., the Missouri Bar Assn., the South Central Bar Assn. and the Moniteau and Pettis County Bar Assns. He also was a member of the American Judicature Society, the National College of Probate Judges of Missouri, Probate and Magistrate Judges Assn., the Phi Delta Phi Legal Fraternity and the Kiwanis Club at Sedalia.

Other survivors include: Two sons, Bruce A. Keeler, Independence, and Douglas A. Keeler, Chicago, Ill.; and two grandchildren.

A memorial service will be conducted at 2 p.m., Thursday, at the McLaughlin Funeral Home, Sedalia.

from Jefferson City Post Tribune (Jefferson City, Missouri) 2/15/1978

yearbook photo, 1961
Henry Allan Keeler at Columbia

in October, he pledges Psi Upsilon

from The Spectator, Columbia’s student paper

in November, he runs for president of the class of 1939

in late November, he mysteriously withdraws from the race
Dresses And High Heels Come Out Of Hiding
As Coffee Dance Brings Forth Femininity

By Clytie A. Capraro

Every time a man sets his foot into Barnard Hall; a feature has been written. We can't understand it. We see nothing extraordinary about men in general, less about those disdainful gentlemen on Barnard pulse from the wrong side of the tracks.

We adamantly oppose the idea of constantly attempting to make the milk of Columbia team without ever receiving invitations, some of which we turn down for lack of appealing. But men as we may, Coffee seems to have serious repercussions on those old girls who, after much pushing, pulling of hair, and fearful exclamations lest they be too late, manage to get their names on the sign-up poster to warrant this write-up.

It is perhaps trite to remark that with the exception of celebrations which revolve about Barnard's semi-centennial anniversary which somehow happen too infrequently for us to be around more than once, never does one get a greater feeling that something is about to happen than on those Fridays of the Coffee Dances. It does an old heart good to see high-heeled shoes, silk dresses and curled hair make their appearance in large quantities at least once in a while.

What happens at the dance itself, however, is even more amusing to a disinterested outsider. You haven't lived until you've seen a poor girl in distress give the high sign to her erstwhile best friend to please cut in. There are some girls, though, who can take care of themselves; viz:

The-Boy-From-Columbia said with a smile of assurance: May I have the last dance?

The-Girl-From-Barnard answered with two smiles of assurance following in rapid volleys:

You've had it!

* * *

P.S. Here are the true facts:
Men: Columbia (no comment)
Girls: Barnard
Date, Time, Place: December 8; 4-6:30 p.m.; Barnard Hall.

from Barnard Bulletin (student newspaper)
Henderson is the *first town* you’d reach in NC if you took the Norfolk Southern Railroad out of Grand Central Station.

Henderson is called *The Gateway City*.
Average temperature on January 9: Low 24 F; High 46 F (Only a little more temperate than Milwaukee!)

Henderson in January is not a vacation paradise
On January 19\textsuperscript{th}, I finally crossed into the realm of paper records.

Office of Vital Records  
122 Young Street, Suite F  
Henderson, NC 27536

Dear Vital Records Office:

I would like to request a photo copy of the records pertaining to the marriage of Henry Allan Keeler to Joan \underline{Vallmer} (the bride’s surname may also be spelled “Vollmer”) on 9 January 1940. They were married in Vance County, North Carolina (in Henderson, North Carolina). I believe both bride and groom were originally from New York; both are now deceased.

I have enclosed 50 cents and a self-addressed stamped envelope as specified by the Vance County website.

The record is for research purposes only.

Thank you very much for finding and photocopying this record for me.
State of North Carolina, County of Vance
Office of Register of Deeds

To any Ordained Minister of any Religious Denomination or any Justice of the Peace of Vance County,

having applied to me for a LICENSE for the marriage of

Henry Allen Keeler
of New York, N.Y., R.F.D.
AGE 19 years; WHITE; the son of
Horace Allen Keeler
and Linnie Jane Keeler
the father now living, the mother living,
residents of

and Joan Vollmer
of Irondequoit, N.Y., R.F.D.
AGE 18 years; WHITE; the daughter of
David Wilmont Vollmer
and Dorothy Harding Vollmer
the father now living, the mother living,
residents of

And there being no legal impediment to such marriage known to me, you are hereby authorized, at any time within sixty days from the date hereof, to celebrate the proposed marriage at any place within the said County. You are required, within sixty days after you shall have celebrated such marriage, to return this License to me, at my office, with your signature subscribed to the Certificate under this License, and with the blanks thereto filled according to the facts, under penalty of forfeiting $200.00 to the use of any person who shall make the same.

Sworn and subscribed to before me, this 9th day of Jan., 1940.

Charles C. Rollins, W.D.
R.G. Corlitt, Jr.
Register of Deeds

STATE OF NORTH CAROLINA—County of Vance.

We, Joan Wayne Hughes
Henry Allen Keeler
the parties licensed above, on the 9th day of January, 1940, at the Presbyterian Church
in the Township of Henderson, in said County, according to law,

were united in marriage.

WITNESSES PRESENT AT MARRIAGE

R.G. Corlitt, Jr.
P.D. Hughes
Charles O. Rollins

By: Juliana Twedden
Register of Deeds

H. M. Robinson
Register of Deeds
first, let’s look at the minister who married them

Isaac Wayne Hughes

– Church of the Holy Innocents (Episcopal)
– Mr. Hughes was 75 years old in 1940.
– He and his wife lived next door to the church
– Rev. Hughes had completed 5 years of college; the young couple—two college students—may have stirred some sympathy.

is there any reason to think there’s a connection between Rev. Hughes and the Keelers or the Vollmers?
The steeple visible from the railroad station?
It’s the Church of the Holy Innocents!
how ‘bout those witnesses?

• Mrs. I. W. Hughes?
  She’s the minister’s wife

• R. J. Corbitt Jr.?
  He’s a hotel manager

• Charles D. Rollins?
  He’s a 26 yr old doctor

---

Physicians and Surgeons

BASS H HARTWELL JR. Telephone B 309-311 Wyche
* Baxter John E, 118½ Horner
* Beckford Saml M, 212 W Montgomery
  Fenner Edwin F, 131½ S Garnett
  Furman Wm H, Maria Parham Hosp
  Newcomb Andrew P, 131½ S Garnett
  Newell Hodge A, 406 E Chestnut
  Rollins Chas D, 238 Orange
  Rollins Vance B, 238 Orange
  Holden’s Pub, E 201 St
Mr. Corbitt Jr., the hotel manager, lived next door to The Little Hotel.
now let’s go back to the 1940 census and look for “Joan Keeler”
| Location | House Number | Relationship | Name | Age | Race | Sex | Color | Birth State | Father's Name | Mother's Name | Husband's Name | Wife's Name | Occupation | Place of Work | Year of Birth | Education | Occupation | Place of Work |
|----------|--------------|--------------|------|-----|------|-----|-------|-------------|---------------|---------------|---------------|-------------|------------|------------|--------------|--------------|-----------|------------|--------------|--------------|
| New York | 22539        | Head         | John | 45  | White| M   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
| New York | 22539        | Wife         | Mary | 40  | White| F   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
| New York | 22539        | Daughter     | Jane | 15  | White| F   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
| New York | 22539        | Son          | Jack | 12  | White| M   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
| New York | 22539        | Daughter     | Jane | 15  | White| F   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
| New York | 22539        | Son          | Jack | 12  | White| M   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
| New York | 22539        | Daughter     | Jane | 15  | White| F   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
| New York | 22539        | Son          | Jack | 12  | White| M   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
| New York | 22539        | Daughter     | Jane | 15  | White| F   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
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| New York | 22539        | Son          | Jack | 12  | White| M   |       | New York    | John Smith    | Mary Johnson  |               |             |            |            |              |             |           |            |              |
and there she is in April 1940, a 17 year-old* daughter-in-law from Albany!

*she turned 17 in February
Did Joan go back to Barnard when she returned to NYC? First term finals weren’t for another week.

letter from Céline Young to Allen Ginsberg discussing Dean Gildersleeve, undated, but probably sent September, 1944. From the Allen Ginsberg Special Collection at Stanford University.

Dean Virginia Gildersleeve
In a January 16, 1940, memo, Dean Gildersleeve, noted that Joan Vollmer should be considered "dropped" from the college because:

*she ran away and got married after Christmas, (January 9th) having first made a false statement regarding where she was going, with deliberate intent to deceive. This falsification of the record is a very serious matter, and I do not think Ms. Vollmer is entitled to honorable dismissal.*

She added that Barnard might consider taking her back in the future. An annotation in a different hand read “Mr. Henry Allen Keeler”.

(Memo preserved on microfiche)
So Joan sacrificed Barnard for her marriage to Hal Keeler.

why do biographical narratives always talk about her (second) husband, Paul Adams, and never Henry Allen “Hal” Keeler?
<table>
<thead>
<tr>
<th>Name</th>
<th>Henry A Keeler</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birth Year</td>
<td>1920</td>
</tr>
<tr>
<td>Race</td>
<td>White, citizen (White)</td>
</tr>
<tr>
<td>Nativity State or Country</td>
<td>New York</td>
</tr>
<tr>
<td>State of Residence</td>
<td>New York</td>
</tr>
<tr>
<td>County or City</td>
<td>Nassau</td>
</tr>
<tr>
<td>Enlistment Date</td>
<td>13 Oct 1942</td>
</tr>
<tr>
<td>Enlistment State</td>
<td>New York</td>
</tr>
<tr>
<td>Enlistment City</td>
<td>New York City</td>
</tr>
<tr>
<td>Branch</td>
<td>Branch Immaterial - Warrant Officers, USA</td>
</tr>
<tr>
<td>Branch Code</td>
<td>Branch Immaterial - Warrant Officers, USA</td>
</tr>
<tr>
<td>Grade</td>
<td>Private</td>
</tr>
<tr>
<td>Grade Code</td>
<td>Private</td>
</tr>
<tr>
<td>Term of Enlistment</td>
<td>Enlistment for the duration of the War or other emergency, plus six months, subject to the discretion of the President or otherwise according to law</td>
</tr>
<tr>
<td>Component</td>
<td>Selectees (Enlisted Men)</td>
</tr>
<tr>
<td>Source</td>
<td>Civil Life</td>
</tr>
<tr>
<td>Education</td>
<td>2 years of college</td>
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<tr>
<td>Civil Occupation</td>
<td>Managers and officials, n.e.c.</td>
</tr>
<tr>
<td>Marital status</td>
<td>Single, without dependents</td>
</tr>
<tr>
<td>Height</td>
<td>71</td>
</tr>
<tr>
<td>Weight</td>
<td>159</td>
</tr>
</tbody>
</table>
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Other survivors include: Two sons, Bruce A. Keeler, Independence, and Douglas A. Keeler, Chicago, Ill.; and two grandchildren.

A memorial service will be conducted at 2 p.m., Thursday, at the McLaughlin Funeral Home, Sedalia.
Mexican Police Press Quiz Of Ex-Albany Girl's Death

Mexican police continued their investigation today into the death of a former Albany girl shot by her husband at a drinking party in Mexico City Thursday night.

Mr. William Seward Burroughs, a 1939 graduate of St. Agnes School, died in a Mexico City hospital an hour after the shooting at a friend's apartment.

Her husband, a son of the wealthy adding machine family of St. Louis, was held on a charge of homicide. Police scheduled a hearing today to determine whether he shot his wife while playing William Tell or whether she was killed when he accidentally dropped his gun.

Mrs. Burroughs, 37, was the daughter of Mr. and Mrs. David W. Vollmer, Loudonville. Her father, a chemist, is a supervisor at the General Aviation Works in Rensselaer.

Police said Burroughs first told them he shot his wife in a William Tell act, aiming at a glass of gin on her head instead of an apple. The bullet struck her in the forehead.

After he had consulted a lawyer, police reported, Burroughs changed his story, saying his wife was shot when he dropped his newly-purchased .38 caliber automatic pistol and "it hit the table and discharged."

Mrs. Burroughs was born in Ossining and brought up in Loudonville. In 1939, on graduation from St. Agnes, she won a scholarship to Barnard College in New York City, where she later studied journalism at Columbia University.

When she and Burroughs were married five years ago it was the second marriage for both. Her first marriage, which ended in divorce, was to Paul Adams of New York City, by whom she had a daughter, Julie Adams, now 7. Burroughs divorced his first wife, Use, about 1935. A son, William Burroughs Jr., was born three years ago of the second marriage.
the 1941 docket at Kings County Court
what was necessary to reconstruct <6 months’ worth of Joan Vollmer’s biography?

- directories
  - city directories
  - student directories
- newspapers
  - small-circulation local newspapers
  - student newspapers
- embargoed data
  - census records
  - military records
  - city marriage registry
  - court docket
- correspondence
  - letters and memos about Ms. Vollmer
  - letters describing that period of time
  - memos
- geographic and geological data
  - maps
  - climate data
A second look at the sources: then and now

- directories
  - city directories
  - student directories
- newspapers
  - small-circulation local newspapers
  - student newspapers
- embargoed data
  - census records
  - military records
  - city marriage registry
- correspondence
  - letters about Ms. Vollmer
  - letters about that period of time
  - memos
- geographic and geological data
  - maps
  - climate data
everyday social information has moved to Facebook

<table>
<thead>
<tr>
<th>Facebook use for the prior week</th>
<th># participants (out of 244)</th>
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<td>commented</td>
<td>199</td>
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<tr>
<td>shared photos</td>
<td>133</td>
</tr>
<tr>
<td>posted article, joke, or video</td>
<td>128</td>
</tr>
<tr>
<td>sent mail</td>
<td>111</td>
</tr>
<tr>
<td>edited my profile</td>
<td>45</td>
</tr>
<tr>
<td>logged in, but did something else</td>
<td>21</td>
</tr>
<tr>
<td>haven't logged in</td>
<td>4*</td>
</tr>
<tr>
<td>number inconsistent</td>
<td>*2</td>
</tr>
<tr>
<td>number left blank</td>
<td>1</td>
</tr>
</tbody>
</table>

but Facebook is a fluid record...
a word about the echo chamber of memory and the virtues of the primary record
Ms. Vollmer remembered by her best friend
Edie Parker

"We [Jack Kerouac and I] started looking [for an apartment] immediately with a friend of mine, a Barnard student who was married to an infantry soldier. Her name was Joan Vollmer Adams. We found the right place at 420 West 119th Street, Apartment #28, in the New Year of 1942, just after the attack of Pearl Harbor.

Joan's husband, Paul Adams, was a Columbia law student, serving in the Army. She got his allotment checks, plus a good healthy allowance for attendance at Barnard... We used Joan's name, as a respectable married lady, to apply for the lease.

[I've snipped out a considerable amount of irrelevant chatter here, some of it describing Ms. Vollmer. These are the anecdotes almost every other biographer uses.]

After 2 years in our 119th Street 'station', Joan got a telegram one Sunday morning, telling her that Paul was visiting on Medical Leave. He was a law student at Columbia, but had been stationed in Tennessee. I remember because he had fungus on his feet from swamp training. I had never met Joan's husband and I was a little nervous...

Paul was very handsome, had light brown hair, eyes that matched, and huge shoulders. When we got up from the kitchen table, I saw that he was well over six foot tall. He spoke very softly, and he did not have an accent. ...
a Columbia law student?

11 Adamses, none even close
from their marriage license
address on 20 April, 1942

DESIGNATION OF BENEFICIARY

The persons eligible to be my beneficiary are designated below:

1. Mrs. Joan Adams
   (Full name of wife; if no wife, or if she is deceased or divorced, so state)
   75 West 100th St., New York City.

   (Wife’s full address)
infantry soldier?

QUALIFIED FOR NON-COMBATANT SERVICE ONLY - POOR VISION, LA

P.D. 60  Bodg. 20
Temple 6  Eye Size 42

Distance R - 3.50
L - 3.50

Vision Without Glasses  R 20/200
L  20/200

Vision With Glasses  R 20/20
L  20/20

Date of Refraction: April 20, 1943

Comp Carson, Colorado

ARMY SPECIALTY

Specialty  "Rating, with date"

Mech, Auto  565  15 JAN 43
medical record around NY furlough

<table>
<thead>
<tr>
<th>1. surname</th>
<th>2. unit name</th>
<th>3. army number</th>
<th>4. s/n</th>
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<td></td>
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<tr>
<th>5. O.R.</th>
<th>6. diagnoses</th>
<th>7.应用 and en roll on service</th>
<th>8. age</th>
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<tbody>
<tr>
<td>31 J. Oth.</td>
<td>3rd Co</td>
<td>28</td>
<td>23</td>
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<tr>
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<tbody>
<tr>
<td>W. Rad.</td>
<td></td>
<td></td>
<td>Feb 16, 1915</td>
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<table>
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<tr>
<th>13. Degree of operation</th>
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<table>
<thead>
<tr>
<th>14. Cause of admission</th>
</tr>
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</table>

Infected impacted molar right.
allotment checks? not until May, ‘43

Tennessee? never happened
<table>
<thead>
<tr>
<th>Physical Description</th>
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<tbody>
<tr>
<td>Posture</td>
</tr>
<tr>
<td>Frame</td>
</tr>
<tr>
<td>Color of hair</td>
</tr>
<tr>
<td>Color of eyes</td>
</tr>
<tr>
<td>Complexion</td>
</tr>
<tr>
<td>Pulse:</td>
</tr>
<tr>
<td>Sitting</td>
</tr>
</tbody>
</table>

*Note: The pulse rate is indicated as 88 beats per minute.*
Ms. Vollmer remembered by her best friend Edie Parker

"We [Jack Kerouac and I] started looking [for an apartment] immediately with a friend of mine, a Barnard student who was married to an infantry soldier. Her name was Joan Vollmer Adams. We found the right place at 420 West 119th Street, Apartment #28, in the New Year of 1942, just after the attack of Pearl Harbor.

Joan's husband, Paul Adams, was a Columbia law student, serving in the Army. She got her allotment checks, plus a good healthy allowance for attendance at Barnard... We used Joan's name, as a respectable married lady, to apply for the lease.

[I've snipped out a considerable amount of irrelevant chatter here, some of it describing Ms. Vollmer. These are the anecdotes almost every other biographer uses.]

After 2 years in our 119th Street 'station', Joan got a telegram one Sunday morning, telling her that Paul was visiting on Medical Leave. He was a law student at Columbia, but had been stationed in Tennessee. I remember because he had fungus on his feet from swamp training. I had never met Joan's husband and I was a little nervous...

Paul was very handsome, had light brown hair, eyes that matched, and huge shoulders. When we got up from the kitchen table, I saw that he was well over six foot tall. He spoke very softly, and he did not have an accent. ...
interviews with her brother

Early on in our interviews:
“I'm not sure how accurate that is, but I developed the idea that she wasn't very truthful.”

later:
“I don't know. My sister was an awful liar.” [laughs]

“That's funny these things get--these mental images come back to me. Not images. Feelings, come back to me. And right now I'm thinking she was a terrible liar.”
Valuable to whom? Valuable when? Valuable how?

Proposal (as long as fb is the social network of record):
- public institution maintains Facebook archive
- rolling snapshot (of public portion) at regular intervals
- mechanism for data donation (as with many archives)
- embargo & encrypt the data
  - lifetime plus for more private aspects of the service
  - shorter embargo period for aggregate and public data
  - use a census model
- tiered access to the data for research purposes
  - data in aggregate
  - public data*
  - social network/profile data
  - donated private data (think of special collections and archives)
wrap up poll

• How many are convinced?

• How many think Facebook content is worthless?

• How many are furious about the privacy implications?

• How many still need time to think about it?
additional credits

study 1:
Siân Lindley, Abi Sellen, Richard Banks, Tim Regan
(all from MSR, Cambridge UK)

study 2:
Frank Shipman (TAMU)

Joan Vollmer research:
Yoram Meroz
Simon Johnson
David W. Vollmer
Bruce Mazlish

Special Collections librarians at Barnard, Bernard
Office of the Registrar, Columbia archives, Columbia
Registrar, Columbia Law School, Stanford special
collections, Stanford Law Library, Doane School
archives, records managers, county clerks...
contact info:

nomiddleinitial@gmail.com

http://www.csl.d.tamu.edu/~marshall

@ccmarshall
out-takes and bloopers
## Facebook use in week prior to survey

<table>
<thead>
<tr>
<th>How Used</th>
<th># participants</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commented on something</td>
<td>199</td>
<td>82%</td>
</tr>
<tr>
<td>Shared photos</td>
<td>133</td>
<td>55%</td>
</tr>
<tr>
<td>Posted article, joke, or video</td>
<td>128</td>
<td>52%</td>
</tr>
<tr>
<td>Sent mail</td>
<td>111</td>
<td>45%</td>
</tr>
<tr>
<td>Edited my profile</td>
<td>45</td>
<td>18%</td>
</tr>
<tr>
<td>Logged in, but did something else</td>
<td>21</td>
<td>9%</td>
</tr>
<tr>
<td>Haven't logged in/blank</td>
<td>5</td>
<td>2%</td>
</tr>
</tbody>
</table>
So...

Why would an institution use its resources to archive Facebook? Is there something better?

If participants are leveling with us, that’s not where they’re storing the stuff they care about the most.