THE REFINEMENT OF LIBRARY SERVICES INFLUENCED BY TWITTER

Nur Amalina Badrul Hisham
Faculty of Information Management,
Universiti Teknologi MARA (UiTM)
Puncak Perdana Campus,
UiTM Selangor, Malaysia

Abstract

In this zone, library plays as crucial resources in disseminate the information to the society. It helps to improve the way of people thinking and approach. They try to give all effort in disseminate the information. By having a Twitter is to help in improve the library services and fasten in disseminate the information.
Keywords: Twitter, Social Media, References Librarian

INTRODUCTION

Social media is a crucial source to be a bridge of communication link with people. It helps to fasten in delivery and disseminate the information. By having this social media they can keep in touch and sharing some information with others. Most of organization and business will used a social media as a medium to advertise and communicate with their user or customer. By implementing the social media in the library they can reach huge number of patron in process of delivering the information. Current trend is been used by the library is a Twitter application. They believe by using this kind of social media they can reach a better audience especially the youngest. They usually use Twitter as a communication tools and place where can sharing some information.
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ISSUES

In this paper, several issues are discussed regarding on how the refinement of library services influenced by Twitter. Based on my observation from the research articles, there is some limitations may occur in library searching technique   which is:

- Difficulty on managing numerous social account
- Copyright issues
- Difficult to design and maintain as the staff lack special training to educate them used the social media

RESEARCH OBJECTIVES

The objective of this research is to evaluate the practice of the refinement of library services influenced by Twitter There some element of sub-objectives was listed:

- What is the amount of implementation and usage of social media in academic libraries?
- How to determine factors affecting awareness of librarians in the use of Twitter in promoting library services
- How to determine the level of knowledge of librarians in the use of social media
- What Twitter can influence to the society?

RESEARCH QUESTIONS

These research questions have been considered in order to guide this study:
- To find out the amount of implementation and usage of social media in academic libraries
- To determine factors affecting awareness of librarians in the use of Twitter in promoting library services
- To determine the level of knowledge of librarians in the use of social media
- To define how Twitter can influence the user to use the social media

LITERATURE REVIEW AND PROPOSED FRAMEWORK

Recently the social media has contributed a large scale of advantages towards the library services there also has their limitation that the user or the librarian ought to be faced. That is something that cannot be avoided during the implementation of using Twitter as the social media in the library.

First potential limitation that been faced are difficult to design and maintain as the staff lack special training to educate them used the social media. True, not all the librarian has the same knowledge and awareness with current social technologies (Smeaton & Davis, 2014). The librarian need time to adapt with the Twitter before they can use it in their library. They can't use twitter properly since majority of the librarian is from adult. As social media like Twitter became very popular, academic libraries and other types of libraries also merged to promote their services, and this directed to what is usually mentioned to as Library 2.0 (Boateng & Liu, 2014). The librarian should have some knowledge to use the Twitter as well.

Commonly, Twitter usually been used by the youngster as a medium to communicate in their daily routine. The librarians need a proper training or class that can teach them how to use the Twitter. For instance, it would involve using some fund to send the librarian to attend the training. Without are proper training they can't utilize the function of Twitter very well in their organization. The successful librarians in social media environment need to be aware of this emerging technology to facilitating online resources available through social media, likewise has increase outreach the capabilities (Ahenkorah-Marfo & Akussah, 2016).

In addition, the speed of the internet will be problem to sustain using Twitter in the library. When library are using social media to promote and distribute the information it

needs a high speed of internet. It would be a problem to the library because they are facing an inadequate funding for libraries. Besides, Spacey et. el. (2014) mentioned the public library is facing difficulties in offering internet access towards user because it has potential problem due to the possibility of misuse.

However, the worst limitations when using Twitter is copyright issues while the social networking exposed by having a poor quality protection of the data. The social media can't secure the information about personal information and else for example when we store the personal information it can be hacked by irresponsible person. According to the Wasike (2013) mentioned that, the several social media similar to twitter, do not require e-mail verification or identity authentication. It can be used or hack by the other the user has created a fake or anonymous profile on the twitter itself. It can be threats to user privacy too. According to Haynes & Robinson (2015) stated that, the threats to privacy, researchers and developers can create countermeasures to moderate the risks, and users can take steps towards protection their personal information also it could be misuse of data. In other opinion, a library could share all kinds of news that users want through Twitter. Nowadays, people live with the advancement of technology rapidly. Months by month's people are creating more new technology that beyond imagination. It saves money, time and ease on how to communicate.

As been proved Ahenkorah-Marfo & Akussah (2016) is the world around the library grows at a rapid rate and user of the library become more and more technologically knowledgeable, innovative ways need to be discovered to meet the changing needs of the urbane users. It also comes without need to pay any fee and not become a barrier cost to the user. Mahmood & Jr (2013) also stated, when library are using technology it would decrease the level of complexity, requires little technical expertise to manage and most important is help in reduction of costs.

Parallel with that statement, it is relevant to make use twitter as channel or platform to convey messages from the library to the users. For example, short messages about events such as readings, lectures, book sales, new arrivals and programs. The result various type of information can be posted via twitter, similarly like information related to the news and announcements, library collections and also the library services (Al-Daihani & AlAwadhi, 2015

Twitter is also accessible via mobile device, making easy to transfer and share comments or information. Presently, the user used mobile devices such as mobile phones, palmtops, PDAs, are also increases the demand for such devices to access internet resources (Chiao-Chen, 2013). As an alternative way, the users physically don't feel burden coming to the library if they have anything curious to ask. The library would deliver services to users via various electronic methods (Bosque, Leif and Skarl, 2012). Users Twitter reaches beyond Web browsers because this application exists for smartphones and tablets as well.

Furthermore, the library management also can improves and fix their problems or weakness from the feedback of users in Twitter. Majority of users in library often not to

complain or gives feedback by writing in the form provided by the library management. They are afraid and shy to gives back the form to the library staff. In a review in Chinese librarians conducted to the applicants listed that Web 2.0 technologies offered some values to their libraries and their services in term of increased librarians' viewpoint, and obtaining users' feedback and following readers' concern trends Mahmood & Jr (2013). As we can see, today, young generation likely to writing anything they want in social media to express their feeling to any dissatisfaction. However, with the correct and soft approach, they tend to gives better feedback or comments in order for the library to improve their services.

The users can "Retweet or Favorite" the tweets and their followers are able to see the messages. The library can communicate directly with your targeted audience by using Twitter. The library management can use Twitter to share information to their services and build relationship with customers and partners. Meanwhile, when using Twitter it may possibly serve the distance learning students (Fasola, 2015). Library can research the users by using Twitter and interact with them within second. It use little effort but with huge impacts. So, it is efficient to use Twitter in libraries.

Twitter post can link to interesting news stories about libraries. According to Liu & Briggs (2015) nowadays trend towards the user can access the library's full site on any mobile device. The users also can improve their knowledge or increase information about on how to use library services or obtain information materials they needed. Then, it indicates, the information provided on Twitter by libraries might not be adequate for followers consequently, links were provided for supplementary data (Al-Daihani & AlAwadhi, 2015). In the same way, Anwyll et al. (2013) proved that library's twitter mostly contained the Internet links and they claimed it does not afford sufficient space to provide information to users.

Like other social networking sites, Twitter also provides free service to users and this is main advantage of Twitter. Nowadays, Twitter starts some paid services but they don't compulsory on users they give freedom to user to choice services. Twitter is free so anyone can join it freely. Somehow, Twitter also is a medium to publicize the new book, post news or any information regarding the library and last but not least give advice for users (Fasola, 2015).Users just only need to download the application on Playstore and IOS for IPhone's users. It is low cost to promote the library services and its information materials.

Library vendors like JSTOR, EBSCO and others are started with twitting so that the librarians also have the new arrivals and also details of the venders. Besides that, many major news sites like CNN and BBC have twitter feeds. This makes it easy to just quickly check latest news and information. In some way, library use twitter to notify about the latest news such as announce programs of the library, teach basic tool and allow students or user to ask questions concerning to the use of the library itself (Sahoo & Sharma, 2015). It showed the libraries keep posted followers with information about different items in the library collections, particularly books yet any tweets were about new books available (Al-Daihani & AlAwadhi, 2015). Nevertheless, they also used them

mostly for personal communication among friends and associates instead of professional library work (Ahenkorah-Marfo & Akussah, 2016).

Libraries have created a great transformation in recent years both in their collection development and in their service arrangements. According to the Mahmood & Jr (2013) stated that, around 94% of librarians success in showing a favourable impressions about the usage of social media in libraries. Thus libraries are using technology to improve the management of scholarly information to strengthen and promptness access to scholarly information to the users. Library taking the risk by involve with social media to gain more user to use their services been provided.

Social media helps students in locating library resources more efficient. So the Twitter does to helps student in solving problems. In addition, by using Twitter allows users to use digital tools to form, change and publish good content of all kinds in order to interact with user and also be cooperative for internal staff communication (Fasola, 2015). Twitter helps to improve the work as references librarian through using the Twitter. User would not usually refer to the references librarian while at the library because some of user has some kind of attitude that afraid to ask question. Somehow, users feel terrified to ask even the simple question like they don't know how to use OPAC in the library.

Then, when the library is implementing the official Twitter account the user can just ask any question through it. It can replace the job as references librarian too. It would be an exact medium to ask an inquiry about a library service, request, or technical problem, and practically expect a sequence of answers in reply (Kenchakkanavar, 2015). The user will not feel afraid to ask any question because they only just write a tweet and ask any question even it just a simple question. Advantageous, Twitter has promptly spread and turn into a convenient microblog that allows users to exchange instant text messages called tweets (Yamaguchi, Yamamoto & Satoh, 2014).

Additionally, when library are having a Twitter is the best solution to solve the way of knowledge sharing and dissemination information. One of the most benefits of libraries using social media is the capability to improve and communications between libraries and their user itself (Al-Daihani & AlAwadhi, 2015). Then, for the several international universities are using Twitter or other social media is not focusing on communication but also for collaboration in research (Ahenkorah-Marfo & Akussah, 2016). For example of library are using social media in their services is Cambridge University in Britain, Yale Science University, Adelphi University and Carnegie Mellon University libraries in the USA and so forth. It proved that, by using Twitter it would be more precise and quicker in spread the information to society.

When library use this method it will increase the number of user when the information gone viral at Twitter. It became viral because (Yamaguchi, Yamamoto & Satoh, 2014) stated the user post a tweet and use a reply function for talking with other users, a Retweet (RT) cites other tweets and a hash-tag tags implies a user's own tweets. Users connect with each other's and send information using these functions.

The advertising technique by using social media is different and it's more effective (Sakas & Sarlis, 2016). Via Twitter they can retweet the tweet in order help to inform other people about the news. A study by Ahenkorah-Marfo & Akussah (2016) mentioned librarians use social media such is for their marketing purposes and for announcements of potential interest to users. It is more effective method to distribute information rather than using the old method. A study by Al-Daihani & AlAwadhi (2015) mentioned that, academic library use Twitter as multifaceted tool because it is suitable medium to spread news and announce important things.

For example, Twitter and other social systems open the new chances for academic librarians to reach out to students directly and inform them about the magnificent resources at their disposal (Bosque, Leif & Skarl, 2012). For instance, in traditional way library only uses poster, flyer and also pamphlet to disseminate the info. Usually, once library have a new book been stored they will promote the book via put on the poster or flyer at the board. But then again, even we are in the technology era but it is not the intention when using any kind of social media is replacing the traditional scholarly material, but is enhancing their use (Tenopir, Volentine & King, 2013).

Though it is a helpful development for researchers to use Twitter to get information, it is equally practical for reference librarians to use it as well Ahenkorah-Marfo & Akussah (2016). As a result, user will been notify about the presence of the new book at the library. The presence of the Twitter in libraries helped to adopt as the references services because by using this kind of method, the news only was spreading among user that frequently goes to library (Al-Daihani & AlAwadhi, 2015). Then, how about the user that irregularly goes to the library but love to update the newest collection. Subsequently, to solve this kind of problem Twitter would be the best solution. It helps to disseminate information instantly without having any fee.

Besides, Twitter can create the good bonding with other library as well as with the user. Through Twitter helps in forming discussion groups and collaborative work as well help maximize library publicity (Mahmood & Jr, 2013). The good bonding will be created without they notice. The user will feel that librarian is really helpful for helping them to solve the problems. Additionally, via twitter also it could be a tool to enhance the library's image to be better (Young & Rossmann, 2015). Moreover, it allows user to create, connect, to contribute, and share information freely.
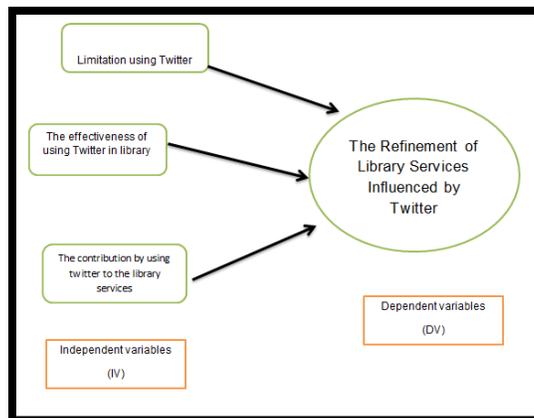
Figure 1: Proposed theoretical framework

The framework shown, the variable that been used in the research.. The independent variable (IV) which is limitation using Twitter, the effectiveness of using Twitter in library and the contribution by using twitter to the library services. The DV in this research is a topic of the research that would be conducted. It is a The Refinement of Library Services Influenced by Twitter.

CONCLUSIONS

To obtain many good perceptions towards library services, the use of social media on library is important to be implemented. By having any kind of social media it could help in conveying and received the information faster. In conclusion, it also can educate the user to be literate in technology.

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