

Full Length Research

Adoption of Social Networking in Asian National Libraries' Websites

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Social networking is a Web 2.0 technology. It represents an emerging suite of applications that hold immense potential in enriching communication, enabling collaboration, and fostering innovation. Very little research/work has been done in social networking applications in the national library websites of Asian countries. This paper talk of Asian national library websites collected and analyzed to see the use of Web 2.0 tools and technologies among them using the content analysis method. The paper concludes by highlighting various purposes and features of social networking applications in Asian national library websites. It is found that among the 24 national libraries, which have adopted Web 2.0 technologies, only 13 national libraries make use of the social networking sites of Web 2.0 technologies.

Keywords: Web 2.0, Social Networking, Facebook, Flickr, Twitter, Asia, National libraries

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INTRODUCTION

Web 2.0 is an advanced technology of the 20th century. It is not a single technology, but a combination of many tools like Really Simple Syndication (RSS), Personal Blog, Social media, Chatting, Vodcasts, and Podcasts, and so on. Web 2.0 technologies facilitate user or community interactions like sharing ideas, opinions or comments. Social media is one of the best tools of Web 2.0 for sharing information. In this study, the authors took

a very popular tool among the Web 2.0 tools such as the Social networking sites to see how the Asian national library websites use the tool effectively in their websites.

Social Networking Sites (SNS):

Social Networking Sites are web-based services such as

Facebook, Twitter, Flickr, MySpace, etc. Social networking is a one of the best tools of Web 2.0 technologies, with hundreds of millions of users, which allows subscribers to create web spaces where they can share their thoughts, music, videos, and pictures (Geoghegan & Klass, 2005).

- **Facebook** (<http://facebook.com/>) is a free social networking site created by Mark Zuckerberg. It was originally intended for Harvard University students, but currently is open to anyone worldwide.
- **Twitter** (<http://twitter.com/>) is a virtual social networking site allowing users to write short messages (of up to 140 characters), called tweets, that can be read by anyone with access to their page.
- **Flickr** (<http://www.flickr.com/>) is a website that enables storing, organizing, searching, selling, and sharing photographs and videos online. Currently, Flickr has a large community of users who share the photographs and videos they create. The popularity of Flickr is mainly due to its capacity for administering images using tools that enable the author to label their photographs and explore and comment on other users' images. Flickr allows for photo collecting, tagging, and distribution services (Downes, 2005).

LITERATURE REVIEW

In the beginning of the Social Networking Sites was adopted mainly in the commercial websites, but at present the awareness of the Social Networking Sites benefits and usage, then it was implemented by all type of areas include Library and Information Science field.

With the enormous popularity of Web 2.0's social networking platforms, libraries of all types have embraced them as a marketing tool for promoting themselves. A social networking site like MySpace was originally the most popular social networking site, while Facebook started with college students at Harvard and originally permitted only users with a college email address to register (Chu & Meulemans, 2008). Recent studies have shown estimates placing Facebook with an 85 per cent market share among college students (Matthews, 2007). As a result of its strong user base among college students, Facebook appears to be the most logical social networking website to be used by academic libraries. One of the primary uses of Facebook by national libraries is to market the library using a library fan page. Libraries advertise hours, location, and website information. By linking to the library's website, the Facebook page acts as a portal to the library (Farkas, 2007a). Libraries also create event invitation programmes as an additional forum to promote library activities (Chu & Meulemans,

2008). Using Facebook applications, some academic libraries embed the library catalogue to allow students to access it without actually visiting the library's website (Farkas, 2007b). Walia and Gupta, Monika, studied in 2012; out of 25 national libraries 16 national libraries are adopting social networking (55%). It is easy to use social media's most popular tool to connect with your community. According to King (2011, p. 1): I spent part of the day connecting with people. I complained about a silly election video, chatted with a college friend about a band, and put some final additions on plans for a conference taking place at the library. I did all this through Facebook. These days, it seems like everyone has a Facebook account.

Flickr allows users to post photographs and to create discussion groups. While it is known largely as a photo sharing website, it also allows users to post video. Academic librarians post photos of the library and its staff to provide a virtual tour of the library while simultaneously putting a human face to the building. A general search of Flickr reveals that most academic libraries use it to post pictures of the library building and its staff (Farkas, 2007b). Han and Liu (2010) discovered that among the top 38 Chinese university libraries, there was not a single library with an account in photo or video sharing sites such as Flickr or YouTube to promote a collaborative community initiative. YouTube provides the user with the ability to save favorite videos, create a playlist, rate videos, make comments about them, and share them with other users (Buckley, 2008). Wyatt and Hahn (2011) advise that libraries that host community photographs should have a copyright statement policy that states that only original photographs taken by the user be uploaded to the site. According to the researchers, if a copyright owner wants material removed, a policy should be in place to handle copyright complaints by the copyright holder, and also a rebuttal form for the user who posted the questioned photograph.

Another social networking site gaining popularity is Twitter. Twitter allows registered users to post brief messages for other users who follow the account and to comment on other users' posts. Twitter allows librarians to go where the students are already located. Libraries post hour changes, events, new resources available, search tips, deadlines, and links to the library websites. They also place responses to students' comments, and news affecting students without the requirement that students visit the official library website. The Yale Science Libraries (n.d.) Twitter pages have approximately 2,000 followers and posts that link to current news articles and to library resources. Many libraries use Twitter for both instant messaging and for short announcements about library events and services (Kim & Abbas, 2010). Wyatt and Hahn (2011) advised that libraries should always give attribution for quotes and that students should also be encouraged to give attribution for

quotes, possibly in a shortened form. They also advise that a user policy should be developed, which should be mandatory for students to read before using these services. The review of the studies were only concentrated on theoretically, but the present study discussed about the practically and status of the adoption of Web 2.0 tools in Asian national library's websites.

OBJECTIVES

The key objectives of the study are:

1. To identify the application of Web 2.0 tools and social networking tools in Asian national libraries,
2. To evaluate the purpose and features of the social networking tools used in Asian national libraries, and
3. To determine the use of social networking sites in the context of Library 2.0.

MATERIALS AND METHODS

The study focuses on national libraries, which are general in nature and excludes national libraries, which hold a collection on specific subjects. First of all, an attempt was made to find the number of countries in the world having national libraries. Then, a list of the same website was prepared. After that, all the websites of national libraries were examined. The data for the present study was collected during the month of March and April 2014. Content analysis method was used in this study and checklist was the main study instrument, and it was developed based on the experiences and prototypes from earlier studies. Here, the checklist consists of checkpoints or questions along with alternative answers, Yes=1, No=0, and the list of national libraries that use any one of the Web 2.0 tools. The SPSS statistical tool was used for data analysis and synthesis.

Scope of the study

The purpose of this study aims to provide an overall picture of the use of social networking sites in the national libraries of Asia and their purposes and features. The following are the scope and limitations of the study:

- The study covers only those Asian national libraries, whose websites are accessible through the Internet.
- The study covers only those social networking tools that are publicly available for study, and hence, three popular social networking tools such as Facebook, Flickr, and Twitter are taken for the study.
- Regarding this study, the researcher, for one

month, collected and prepared a list of national libraries from the UNO (United Nations Organization) and worldatlas.com. It is found that 44 Asian countries have national libraries, but at present, 39 national libraries have official websites existing and these are taken for the study.

- For an in-depth study, the researcher found that among 39 Asian national libraries 24 have implemented Web 2.0 technologies, and within that, 13 national libraries' websites have adopted popular social networking tools and the same will be taken for this study.

- During the course of this research, if any Asian national library website has implemented/ adopted the social networking technologies, the same will be considered.

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Analysis of data

A significant association was observed between the national libraries and the use of Web 2.0 technologies. The Chi-square value was found to be $X^2 = 2.077$, $p = .150$. (Figure 1)

On the whole, we find that 39 national libraries have official websites in Asia. From these, 24 national libraries amounting to 62% were found to have adopted Web 2.0 technologies, while the remaining 15 national libraries amounting to 38% did not adopt any type of Web 2.0 technologies.

A significant association was observed between the national libraries and the use of social networking sites. The Chi-square value was revealed to be $X^2 = .167$, $p = .683$.

Thus, we find that 13 (54%) national libraries in Asia adopted social networking sites and 11 (46%) national libraries were not using any type of social networking sites. (Figure 2)

It can be seen that 13 out of 24 Asian national libraries deployed one or more social networking tools in their respective websites. However, when the general SNS application index was applied in the percentages a significant difference was observed between individual entities of the national libraries and social networking site application index.

The Chi-square values revealed that majority of the national libraries were at a highly significant level, except for those of Indonesia, Thailand, and Saudi Arabia. Thus, we find a highly deployed SNS application index at the National Library of Israel (86.0%) and National Library of Japan (82.0%), while the least deployed were found to be the National Library of Myanmar (18.0%) and the National Library of Iraq (7.0%) placing the others in-between. (Table 1)

A significant association was observed between the individual entities of SNS tools and national libraries. On

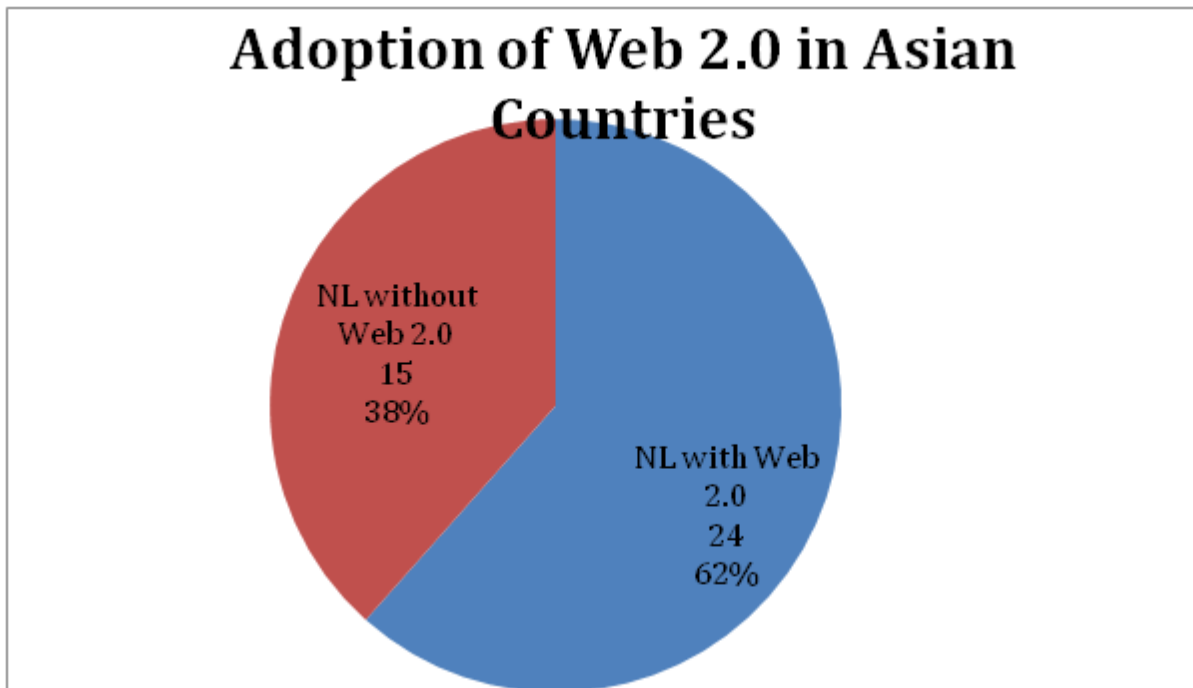


Figure 1. Application of Web 2.0 in Asian National Libraries

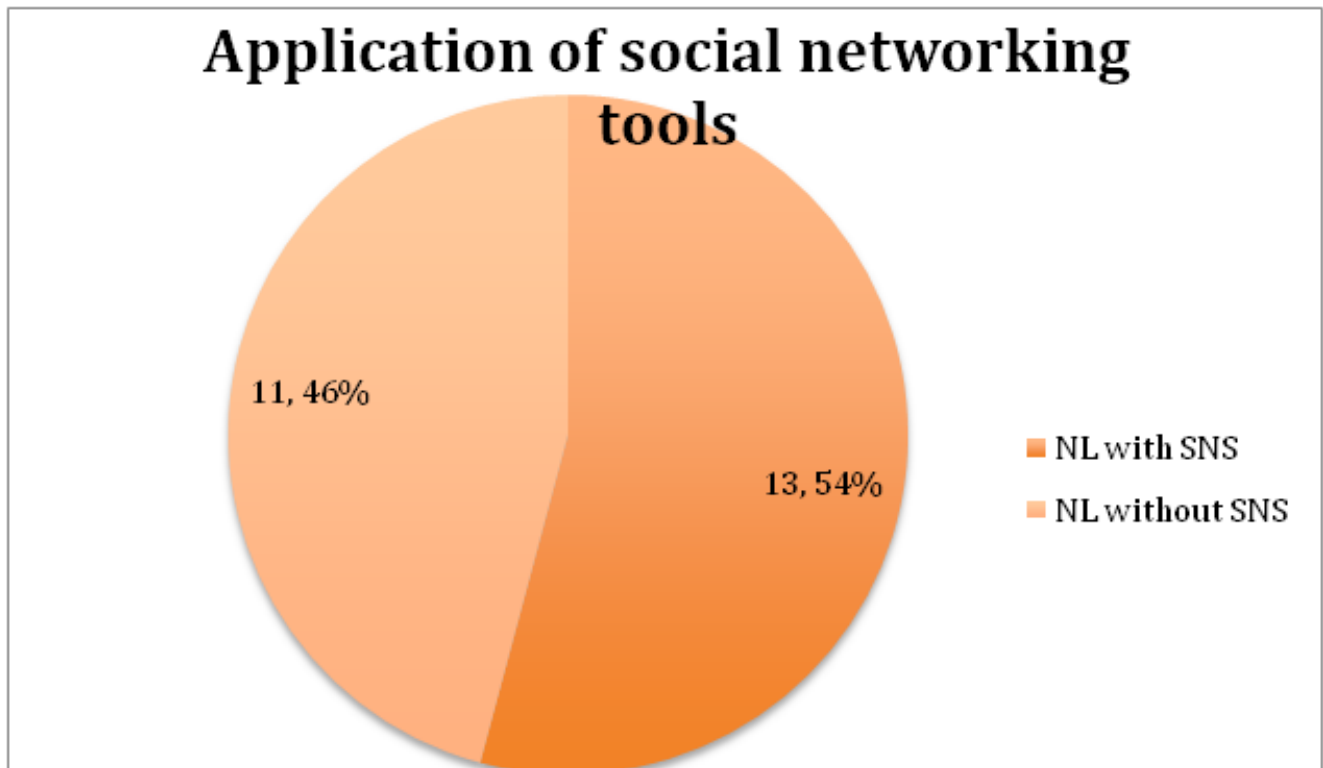


Figure 2. Use of Social Networking Tools in Asian National Libraries

Table 1. List of national libraries applying social networking tools with the application index

Asian national libraries using SNS	Frequency checkpoints (Max = 28)	Application index (100%)	X ²	P=
National Library of Israel, Israel	24	86	51.84 0	.000
National Diet Library, Japan	23	82	40.96 0	.000
National Library of Mongolia, Mongolia	21	75	25.00 0	.000
National Library of Malaysia, Malaysia	20	71	17.64 0	.000
National Library of Russia, Russia	20	71	17.64 0	.000
National Library of Kazakhstan, Kazakhstan	19	68	12.96 0	.000
National Library of Qatar, Qatar	17	61	4.840	.028
National Library of Indonesia, Indonesia	15	54	.640	.424
National Library of Thailand, Thailand	14	50	.000	1.00 0
King Fahad National Library, Saudi Arabia	12	43	1.960	.162
National Library of the Maldives, Maldives	7	25	25.00 0	.000
National Library of Myanmar, Myanmar	5	18	40.96 0	.000
Iraq National Library and Archive, Iraq	2	7	73.96 0	.000

Table 2. Types of Social Networking Sites used in Asian National Libraries

SNS tools	Frequency of NL (Max = 13)	Percentage	X ²	P=
Facebook	10	76.92	3.769	.052
Flickr	2	15.38	6.231	.013
Twitter	10	76.92	3.769	.052

the whole, we find that 76.92% of national libraries adopted Facebook, VK (like Facebook), and Twitter. The Chi-square revealed that $X^2=3.769$, $P=.052$ and it was non-significant. Usage officer was found to be 15.38% and 84.62% - non-use, and the Chi-square value of 6.231 was found to be significant at .013 level. (Table 2)

A significant association was observed between social networking sites and national libraries on individual entities of purposes. On the whole, we find that the highest application of 'Sharing general information' and 'Sharing library and news and events' to be 84.62% each with Chi-square value of 6.231 to be significant at .013 level. And the least application of 'Sharing research tools' and 'Adequacy of instructions on how to use different social networking sites' was found to be 7.69% each with

Chi-square value of 9.308 to be significant at .002 level. While the others were placed in-between and their Chi-square value revealed to be non-significant level. (Table 3)

A significant association was observed between individual entities of the characteristics of SNS and national libraries. The Chi-square value revealed majority of them to be at non-significant level. On the whole, we find highest adoption of 'Link to the library home pages', 'Dates and times of sharing information postings', 'Latest postings are within the last 2 days', 'Entries are browsable by date', and 'Archival entries are up to 1 year' to be 76.92% with Chi-square value to be at non-significant level. And least adoption of 'Library uses RSS to feed for SNS entries' (15.38%) with Chi-square to

Table 3. Purposes of SNS using Asian National Libraries

S.N.	Purpose of SNS	Frequency of NL (Max = 13)	%	X ²	P=
1	Sharing general information?	11	84.62	6.231	.013
2	Sharing library news and events?	11	84.62	6.231	.013
3	Sharing online library services?	8	61.54	.692	.405
4	Sharing new books?	9	69.23	1.923	.166
5	Sharing book reviews?	6	46.15	.077	.782
6	Book discussions on social networking?	7	53.85	.077	.782
7	Sharing information literacy on social networking?	7	53.85	.077	.782
8	Sharing research tools?	1	7.69	9.308	.002
9	Adequacy of instructions on how to use different social networking sites?	1	7.69	9.308	.002

Table 4. Characteristics of SNS using Asian National Library Sites

S.N.	Characteristics of SNS	Frequency of NL (Max =13)	Percentages	X ²	P=
1	Link to the library's home page?	10	76.92	3.769	.052
2	There are dates and times of sharing information postings?	10	76.92	3.769	.052
3	The latest postings are within the last 2 days?	10	76.92	3.769	.052
4	Entries are browsable by date?	10	76.92	3.769	.052
5	Archival entries are up to 1 year?	10	76.92	3.769	.052
6	There are archives for the social networking sites?	9	69.23	1.923	.166
7	There are links to the relevant Internet resources?	9	69.23	1.923	.166
8	Archival entries are more than 1 year?	7	53.85	.077	.782
9	Library designs its own social networking sites?	6	46.15	.077	.782
10	There are links to similar/other social networking sites?	4	30.77	1.923	.166
11	Entries are browsable by topics?	4	30.77	1.923	.166
12	There are categories for postings?	3	23.08	3.769	.052
13	Entries are searchable by keywords?	3	23.08	3.769	.052
14	Library uses RSS to feed for social networking sites' entries?	2	15.38	6.231	.013
15	Others?	1	7.69	9.308	.002

be $X^2=6.231$, $P=.013$, and others was found to be 7.69% with Chi square revealed as $X^2=9.308$, $P=.002$. And the other characteristics of the social networking sites were placed in-between. (Table 4)

FINDINGS OF THE STUDY

1. After exploring the available literature and the Web, this study concluded that among the 44 Asian countries selected from UNO member countries, only 39 countries (88.6 percent) have national libraries websites, leaving aside 5 countries, i.e. Afghanistan, East Timor, Korea, North, Turkmenistan, and Yemen which have not officially published their national libraries' websites. In general, it is considered as a center part of the body means heart of the country but at present situations 11.4 percent of the national libraries don't have official websites.

2. On the whole, we found that among 39 national

library websites in Asian countries, 24 (62.0%) national libraries adopted the Web 2.0 tools, while the remaining 15 (38.0%) national libraries did not adopt the Web 2.0 tools. The Chi-square test revealed it to be at a non-significant level. 38% of the national libraries don't use any type of Web 2.0. Hence the difference shows that the lack of IT knowledge.

3. Around the 24 national libraries, which have adopted the Web 2.0 tools in Asian countries, only 13 (54.0%) national libraries adopted the social networking sites, and the remaining 11 (46.0%) national libraries such as China, India, Iran, Kyrgyzstan, Oman, Philippines, Singapore, Sri Lanka, United Arab Emirates, Uzbekistan, and Vietnam made no use of any type of social networking sites. The Chi-square test revealed that it was at non-significant level.

4. On the whole, we find highly adopted SNS tools for the purposes of posting general information and news

and events to be 84.62% with the Chi-square revealed at a significant level. Very least adopted national libraries Social Networking Sites for sharing research tools and adequacy instructions on how to use Social Networking Sites purposes with 7.69%

5. We find that highly adopted characteristics of SNS tools were linked to the library home pages, like sharing dates and times, latest updates within last 2 days, browsable by dates, and archival up to one year to be 76.92% with the Chi-square revealed at a non-significant level. 22.8% of the national libraries didn't adopt in their websites of this features so it shows that lack of successfully implementing the Social Networking Sites.

CONCLUSION

This research topic was concluding with few recommendations and suggestions for the further studies. Among SNS tools utilized by Asian countries' national libraries, Facebook and Twitter were highly used, but sum of them implemented only and doesn't updated, so updates information's regularly, then users get more aware of the library and library news and events.

Flickr was least used by national libraries, if Flickr tool implementing the libraries, can get very benefit for both library and users, because libraries easily post to the photos of any events or news or any other book exhibitions, conferences, seminars ext... and updates continuously users aware about the libraries new updates. SNS tools were mainly applied for some specific purposes like sharing book news, book reviews, sharing information literacy sharing research tools, sharing library news and events, and general news. Similarly, each SNS tools appeared on the library websites with basic features.

This research draws an overall picture of the application of SNS in Asian countries' national libraries. It attempts to provide the Asian countries' national libraries with helpful information to better meet their user needs by effectively applying SNS. Adding to that, researcher suggesting for further scope of studies other national libraries can also learn from what Asian countries' national libraries do by applying Web 2.0. Additionally, library managers, librarians, and other national libraries, university libraries, public libraries, and special libraries may also find this research beneficial when they plan to deploy Web 2.0. Furthermore, researchers and information professionals may also find this research

useful once they intend to do research relating to SNS in libraries.

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