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Trend of Social Media in International School Library

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Abstract

The lack of social media use among school libraries internationally are working to deliver and provide information to users have been increase. The modern method and up to date technology involved the application of social media and other technology tools for more effective library management and can increase library usage rate. International school libraries have made an effort to catch up with this situation by providing a quick information about library. This research aim is to identify the trend of social media in international school library. It is specifically studies on International school library because their schools are more exposed to the use of more modern technology. This research is based on data obtained from a survey questionnaire that polled users experience regarding the social media that has been used in international school libraries. The data was analyzed to evaluate and determine the awareness, ability and implementation of great school library. The research suggested that great school library are linked to marketing of promotion of school library. The result of the study also suggested that a implementation of social media is needed for international school library to build the great school library. It is hope that the study can contribute to the improvement of social media in international school library.

Keyword: Social Media, International School, School Library, Library Marketing, Library Promotion

INTRODUCTION

Most international schools in Malaysia use social media as a platform for them to communicate with their users consisting of students, teachers, school staff and parents. Social media can help librarians find new ways to interact and communicate with the school community whether students, staff and parents. Social media can also be defined as a device or platform where the library can use the network to communicate, share information, build or form groups that are networking. It can be seen that the school library in international schools emphasizes the importance and need of a library to users, especially students. Social media apps are not foreign to librarians, especially for libraries at international schools. Social media has become the latest platform in the library to interact and service users virtually. The use of social media within international school libraries is very widespread.

In addition, social media can also help the library in collecting data and information regarding the problems faced by the user when they make a comment or question through a new feed or through direct message or email. The library itself usually uses social media as a medium to conduct promotions, either promoting the collection or services offered. The use of social media within the

school library is strongly encouraged. The school library is a library within a school where students, staff, and parents of public or private schools have access to a variety of sources. The international school library is a very important portion in a school for users to get accurate and authentic information. This international school meets the needs of students who are not nationals of the host country, such as children of international business staff, international organizations, foreign embassies, missions, or missionary programs.

LITERATURE REVIEW

The Awareness of Social Media In Promoting Libraries And Information Services

Social media apps provide a functional setting concept "Mechanical Turk" to enable an app to automatically turn on the visibility of attraction from around the following followers or users to a wider level beyond the visibility of the various backgrounds of social media users around the world. This has given of the user's knowledge of using social media, it provides an opportunity for libraries to attract new users and to keep their users current, thus enabling libraries to become more efficient and significantly affect library performance (Chua and Banerjee, 2013). To prevent this from happening, librarians who control and are responsible for administering social media libraries play a role in monitoring every social media activity provided and ensuring the information and content of social media is always accurate, up to date and in accordance with library services.

The purpose of using social media is to raise awareness, connect with users and actively try to influence users to like and want to use library services. Social media used by school libraries to promote library services and information provided has saved the library staff time and time. Quality of service social media should always be fixed from time to time to review the objectives and establish clear guidelines for providing effective services to users. Library also using social media as a platform to communicate using different ways to different users with greater impact. Social media has helped the school's library in providing quick feedback and updates to users and providing forum space for quick and fast feedback from library users. Using social media for marketing libraries and information services enables broad reach but has a very low cost (Villoldo, 2012). Social media is used as an essential tool for libraries as marketing and intend to increase their users (Choi, & Joo, 2018). Social media has enabled libraries to be in a unique position to use them to market services provided by the library (Tagtmeier, 2010). The library should create a name or organization name easily remembered by the social media community or library users.

This is especially supported by the condition that school libraries are one of the organizations that have many social media users in terms of students, teachers and parents. The library can have users and communities and stakeholders to follow them through social media. Given the popularity of social media among consumers, many libraries have also used social media actively to increase marketing and promotion activities (Choi & Joo, 2018). Social media gives variations to librarians whether to establish formal or informal relationships with users. The library may perform actions or activities on social media about products and services without investing a penny. Social media provides librarians with the opportunity to accent themselves to the attention of unpredictable social media users. The social media is an effective tool for library promotion (Hall, 2011). Most of the users have extensive knowledge of using social media (Fasae, & Adegbilero-Iwari, 2016).

The Ability of Social Media in Connecting People and Promoting Understanding

Social media is not just for communication space but can also be used for the marketing of collections or information offered by the school library (Qualman, 2009). With a successful

promotion, users are expected to know the service provided by the devotees to make them interested to visit and utilize library collections and services even it's hard to keep up with the latest social media platforms. The use of social media for social interaction and communication with library users benefits its exploits as a tool to improve library services for libraries. Today, social media in the Library has become an important service for disseminating the latest information and as a platform for users to channel their opinions, queries and concerns. School libraries also create event invitations for programs as an additional forum to promote library activities in social media (Chu & Meulemans, 2008). Recent research shows that more and more people use social media application like Facebook and Twitters for various reasons such as making new friends, socializing with old friends, receiving information, and entertaining themselves (Kaplan & Haelein, 2010). One of the primary uses of social media by school libraries is promoting libraries with a home page library website. Given the abundance of social media making librarians who want to market and promote libraries should be good at choosing the best medium for school libraries.

School librarians can adopt social media into their promotional delivery system, and librarians can engage students on social media platforms for promotion purposes to make academic use of student interests in social media (Fasae & Adegbilero-Iwari, 2016). This explanation of social media marketing leads us to the other side of marketing, where building relationships with potential users are the key to repeating arrivals and enhanced loyalty. Maintaining public relations between users and libraries through social media has become easier because of a large number of potential users is available in the virtual network. The use of social media to promote library services, making references to the number of students who use it and the amount of time they spend in (Loving and Ochoa, 2011). The primary motive and perception of using social media are to feel good friends, entertain, maintain relationships, seek information and join the virtual community. Social media marketing to the relationship marketing where libraries need to shift from "trying out" to "establishing a connection" with the user (Gordhamer, 2009). Among professional companies and users outside of librarians, the use of social media has gained high perceptions, acceptance and use for professional and promoting purposes.

Libraries advertise operating hours, website information, recently acquired materials, and etc on social media.

Promotions on social media are made in connection with the status of future developments or events in the library, for example, if new material is added to the collection. Promotions for library promotions are shown in all social media apps but are linked to other records of all institutions. The ease of doing marketing and promotion through social media certainly also encourages the presence and user usage figures. Social media has provided libraries in an innovative and effective way to connect with their users. Library uses social media as a promotional tool to reach the user.

Implementation of the Social Media as a Marketing and Promotion

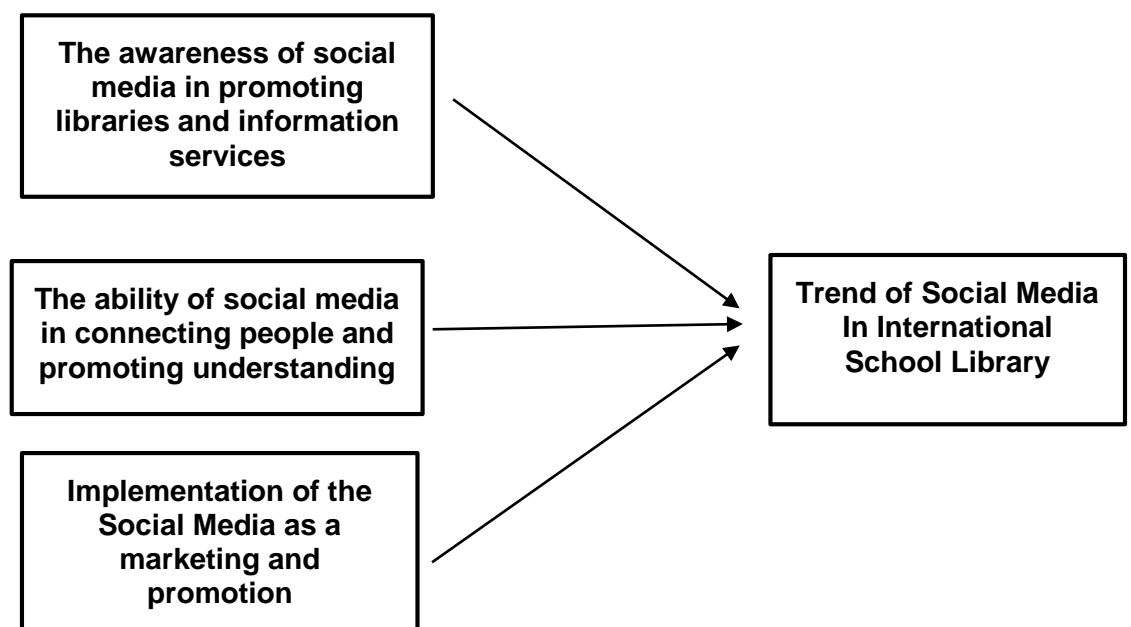
The use of social media in libraries serves to listen, respond quickly to users, and provide flexible services that are mobile services, and extend the reach of information access to the public, school librarians also should apply it. With this, the library takes this initiative as a new change to boost their user rates or better known as library 2.0. Users will miss important issues if they do not visit social media by the library (Pierson, V., 2011). Social media in the library usually can be seen that Facebook, Twitter, Instagram, blogs and wikis are but some social networking tools often used in libraries for promotional purposes (Boateng and Liu, 2014). In addition to using social media, reference libraries also provide online services via email and instant messenger that is connected to

smartphone applications (Taylor & Francis Group, 2014). Social media has been used for the promotion of library services to users. With the use of social media is able to make users feel they are members of the library community (Eisend, 2002).

In addition, if social media would be an important platform for communication between librarians and users, both groups need to understand this medium as a useful means of communication. Among the social media that the library can use, including Facebook, Twitter, Youtube, LinkedIn, Tumblr, Pinterest, Instagram, Snapchat. As promotional media, for example, people who are far from the library environment can finally know the existence of the library and little know its profile because it can be viewed through social media. Promotional information on social media used by libraries needs to be more educative and persuasive in the use of non-formal or young language but still polite and civilized. The popularity of social media tools varies from region to region, country to country and even among libraries (Huang et al., 2015). Perceptions on an implementation of social media can be important to understand the use of social media because the behavior can imagine the basic understanding of media as a communications technology platform (Gordhamer, 2009).

Theoretical Framework

The framework below shows the independent variable and dependent variable in this study. The independent variable in this framework is the awareness of social media in promoting libraries and information services, the ability the social media in connecting people and promoting understanding and implementation of the Social Media as a marketing and promotion. Social media has become part of the platform to be connected with people live today, especially the younger generation in disseminating information, communicating and promoting (Madia, 2011). Based on the review, the dependent variable for this framework is Trend of Social Media in International School Library. This shows the trend of social media in the international school library as a marketing way to promote school library activities, services and etc.



Independent Variable

Dependent Variable

Finding and Analysis

Descriptive Profile of Respondents

In this section, descriptive statistics for research demographic items are presented. There are seven (7) questions to expose the respondents' demographic profiles. All questions are meant to know the gender of respondents, age, working experience, level of education, knowledge of using social media, interest of using social media and type of social media platforms that respondents prefer to use.

Gender

Table 4.2.1 shows the result of distribution percentage of gender among the respondent for this study. The result indicates that majority of the respondents are Female with percentage of 87.9% followed by Male with 12.1%. This has shown that female are among the most employed in international school libraries.

Table 4.1.1 : Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	13	12.1	12.1	12.1
	Female	94	87.9	87.9	100.0
	Total	107	100.0	100.0	

Age

Tables 4.2.2 show age distribution for respondents of this study. Findings show that the majority of respondents are between 21-30 years old with 52.3% and the least percentage is between 31-60 years, 47.7%. Based on the age of the respondent, it is almost similar to the percentage with the others without any significant gaps for each rank group. However, there were no respondents for the age below twenty years old.

Table 4.1.2 : Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 - 30 years	56	52.3	52.3	52.3
	31 - 60 years	51	47.7	47.7	100.0
	Total	107	100.0	100.0	

Working Experiences

Tables 4.2.3 show the distribution of working experiences in this study. Findings showed that the majority of respondents were between 4 - 6 years with 62.6%. Next, followed by above 7 years with 26.2% and the least percentage is 11.2% for 1 - 3 years.

Table 4.1.3 : Working Experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 3 years	12	11.2	11.2	11.2
4 - 6 years	67	62.6	62.6	73.8
7 years and above	28	26.2	26.2	100.0
Total	107	100.0	100.0	

Level of Education

Tables 4.2.4 show the distribution of education level in this study. There are secondary level, diploma, degree and master level of education. There's no respondents with elementary school level and PhD level from these group. The findings indicate that majority of the respondents' level of education are from degree level with 60.7%, followed by master level with 21.5%, then secondary school level with 12.1% and the lowest is from diploma level with 5.6% only. With the finding obtained, this proves that only those with well-educated are working in international school libraries.

Table 4.1.4 : Level of education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Secondary	13	12.1	12.1	12.1
Diploma	6	5.6	5.6	17.8
Degree	65	60.7	60.7	78.5
Master	23	21.5	21.5	100.0
Total	107	100.0	100.0	

Knowledge of Using Social Media

Table 4.2.5 show the knowledge of using social media that involved in this study. Based on the table, 100% respondents choose yes that they use social media to communicate. This shows that all respondents have knowledge about social media. All of the users were found to be knowledgeable

in the usage and application of social media. This is proven that respondents are knowledgeable with using of social media. It is also found in the study by Fasae, J. K., & Adegbilero-Iwari, I. (2016) stating that most of users have extensive knowledge of using social media.

Table 4.1.5 : Knowledge of Using Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	107	100.0	100.0	100.0

Interest of Using Social Media

Table 4.2.6 show the interest of using social media that involved in this study. The findings indicate that is 100% of the respondents interested in using social media as a promotional tool. Because many users have expressed interest in using social media in their personal and professional capacities have made a new introduction to the school library. This is also evident in the study by Ziani. A.K. (2015), that social media is increasingly in demand by various groups, in particular the student group as a user.

Table 4.1.6 : Interest of Using Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	107	100.0	100.0	100.0

Type of Social Media Platforms That Respondents Prefer To Use.

Table 4.2.7 show the type of social media platforms that respondents prefer to use in this study. Based on the table, it shows that Facebook with 45.8% is the most social media that respondents prefer to use. Followed by Instagram with 22.4%, next is email with 19.6% and the least percentage is twitter with 12.1%. This finding also same like in the study of Nikola et al. (2013) which states that Facebook is the most popular social media platform used.

Table 4.1.7 : Type Of Social Media Platforms That Respondents Prefer To Use

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	49	45.8	45.8
	Instagram	24	22.4	68.2
	Twitter	13	12.1	80.4
	Email	21	19.6	100.0
	Total	107	100.0	100.0

Factor Analysis

KMO and Bartlett’s Test of Sphericity for Independent Factor

KMO and Bartlett's Test are SPSS functions that will measure the adequacy and sampling correlation. Table 4.3.1 shows the KMO’s and Bartlett’s Test result, which indicated the probability value of KMO’s 0.623. The value is greater than 0.6 which indicate the sample size for this study is adequate enough to conduct factor analysis test.

Table 4.2.1 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.623
Bartlett's Test of Sphericity	Approx. Chi-Square	741.929
	df	153
	Sig.	.000

Extraction of independent factors: Principles Axis Factoring Method

All items of independent variables were tested through Principles Axis Factoring method. The extraction result of this test is illustrated in Table 4.3.2 which is shows that the total variance for this factor is 7.373 (as it has been bold). Thus, the only factor 1 to 3 is being considered for further analysis as the eigenvalues for these factors are greater than 1.0. Three factors have been identified based from the extraction method process which indicates the initial independent variable is this study is three variables.

Table 4.2.2: Total Variance Explained

Factor	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	4.112	22.846	22.846
2	2.198	12.210	35.056
3	2.069	11.496	46.553
4	1.875	10.419	56.972
5	1.327	7.373	64.345
6	1.033	5.740	70.084
7	.964	5.358	75.442
8	.742	4.125	79.567
9	.624	3.468	83.035
10	.573	3.181	86.216
11	.528	2.931	89.146
12	.449	2.493	91.640
13	.348	1.932	93.572
14	.311	1.729	95.301
15	.281	1.559	96.860
16	.231	1.284	98.144
17	.186	1.033	99.178
18	.148	.822	100.000

Extraction Method: Principal Component Analysis.

Descriptive Analysis

Descriptive analysis is an analysis of data collection that will summarize and describe all data. This section discusses the descriptive statistics of research sample through the calculation of mean and standard deviation of each of the variables.

Table 4.4 shows the trend of social media in international school library. The level of trend is measured by the aggregated mean of the three (3) point Likert scale such options 1- Disagree 2- Moderately agree 3- Agree. This point is known to have a relatively high value on the awareness of social media in promoting libraries and information services with mean 2.7414. Moderately high by implementation of the social media as a marketing and promotion with mean 2.5639. Lastly, the ability of social media in connecting people and promoting understanding with mean 2.5576.

Table 4.3 : Trend of Social Media In International School Library

Statement Dimension	The awareness of social media in promoting libraries and information services	The ability social media in connecting people and promoting understanding	Implementation of the Social Media as a marketing and promotion
Mean	2.7414	2.5576	2.5639
Std. Deviation	.28524	.28967	.35808

Trend on the Awareness of Social Media in Promoting Libraries and Information Services

Awareness here means knowledge or perception of a situation or fact. The awareness of social media in promoting libraries and information services is higher whereby the overall mean score is 2.7414 (Table 4.4.1). In particular, the participants agreed with the statement in which the participants realize social media is a tool that should be used by libraries in promoting libraries and services for all users with mean 2.8037. Followed by two same mean 2,7477 that is participants acknowledge that as librarians, parents and staff, it is important to use Social Media to communicate with library members and they are interested in using Social Media as a marketing medium and tool to communicate with library members. Next, participants believe that social media can be an effective tool for the promotion of library with mean 2.738. Participants also admit that it is important to know the existence of social media with mean 2.103 and they are also convinced that social media can be used to retain users and create a working relationship between the library and library members with mean 2.7009.

Table 4.3.1 : Trend on The Awareness of Social Media In Promoting Libraries And Information Services

Statement	[sb1] it is important to know the existence of social media	[sb2] as a librarian, parents, and staff it is important to use Social Media to communicate with your library members	[sb3] social media is a tool that libraries should use	[sb4] i am interested in using Social Media as a marketing medium and tools to communicate with library members	[sb5] to retain users and create a working relationship between the library and library members	[sb6] social media sites can be effective tool for library promotion
Mean	2.7103	2.7477	2.8037	2.7477	2.7009	2.7383
Std. Deviation	.49544	.47768	.42202	.45750	.46000	.48246

Overall Mean = 2.7414

Trend on the Ability of Social Media in Connecting People and Promoting Understanding

Ability here means possession of the means or skill to do something. The ability of social media in connecting people and promoting understanding is higher whereby the overall mean score is 2.5576 (Table 4.4.2). In particular, participants agreed to the statement that is social media is able to give a user’s satisfaction and best experience with mean 2.8131. Next is participants agreed that social media is used to improve the relationship between the library staff and users with 2.7944. The average participant agrees that social media is capable to helping school librarian in managing a great school library with mean 2.7664. Participants also feel that social media's ability to retain users and establish working relationships between libraries and users with mean 2.7009 and the lowest average by participants said it is very difficult to keep a social media platform up-to-date with mean 1.5514.

Table 4.3.2 : The Ability of Social Media in Connecting People and Promoting Understanding

Statement	[sc1] it is very difficult to keep a social media platform up-to-date	[sc2] to give a user's satisfaction and best experience	[sc3] give confidence to users about the services provided by school libraries and fear of risk perception has a negative impact	[sc4] to retain users and create a working relationship between the library and users	[sc5] social media help school librarian in managing a great school library	[sc6] to improve the relationship between library staff and users
Mean	1.5514	2.8131	2.7196	2.7009	2.7664	2.7944
Std. Deviation	.77986	.43720	.56292	.49934	.44678	.42865

Overall Mean = 2.5576

Trend on Implementation of the Social Media as a marketing and promotion

The implementation here means the process of putting a decision or plan into effect and execution. The implementation of the social media as a marketing and promotion is higher whereby the overall mean score is 2.5639 (Table 4.4.3). In particular, participants agreed to the statement that is they used social media to find out and get library news updates (mean = 2.8224) so they know all the variants of libraries and services (mean = 2.7009). Furthermore, participants can make inquiries about collections or anything to librarians using social media (mean = 2.6355). This shows that participant always ready to inspire other library members of school library on social media page (mean = 2.5794). This is because, if the participants did not visit the school library page to know the news regularly, they missed the important thing (mean = 2.3364) that is why participants would always consider themselves members of the school library community by continuing the engagement at the social media site of the school library (mean = 2.3084).

Table 4.3.3 : Trend on Implementation of the Social Media as a marketing and promotion

Statement	[sd1] I always regard myself as a member of the school library community by continuing engagement in the social media site of the school library	[sd2] I know all variants of school library collections and services	[sd3] I can make inquiries about collections or anything to librarians using social media	[sd4] i am always ready to inspire other library members of school library on social media page	[sd5] If I do not visit school library page to know the news regularly, I miss important things	[sd6] I use social media to know and get the update of library news
Mean	2.3084	2.7009	2.6355	2.5794	2.3364	2.8224
Std. Deviation	.66462	.53579	.57285	.53266	.75165	.40778

Overall Mean = 2.5639

Normality Test

Table 4.5 shows the value of skewness and kurtosis for three dimensions. According to the recommendations by deVaus (2002), sample sizes are quite large to satisfy normal assumptions. The statistical tests for differences, correlation analysis and regression analysis for all variables are carried out using parametric tools. Normality tests were used to determine whether the sample of the data respondent in this study was taken from a population that was distributed normally in some tolerances.

Table 4.4 : The Normality Test

Variable		The awareness of social media in promoting libraries and information services	The ability social media in connecting people and promoting understanding	Implementation of the Social Media as a marketing and promotion
N	Valid	107	107	107
	Missing	0	0	0
Skewness		-1.257	-1.768	-1.105
Std. Error of Skewness		.234	.234	.234
Kurtosis		2.333	4.958	2.128
Std. Error of Kurtosis		.463	.463	.463

Summary of Hypothesis Test Result

Table 4.6 shows the list of the hypothesis that created for this study. The relationship between entire independent variables in this study including awareness, ability and implementation. The dependent variables which is trend of social media in international school library is accepted.

Table 4.5 : The Research Hypothesis

Hypothesis	Research Hypothesis	Accepted	Rejected
H1	The inflated awareness of using social media, the higher social media capability of international school librarians.	✓	
H2	The higher level of social media usage by school library, the higher library usage.	✓	
H3	The higher level of social media capability among users and the international school library, the higher impact of social media use on school library promotion.	✓	

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