

A collection of white dice with various social media icons on their faces, scattered on a light blue textured background. The visible icons include WhatsApp, Facebook, Pinterest, Instagram, Snapchat, and Twitter.

Exploring User Engagement with Social Media in Libraries: Practices, Perceptions and Contributing Factors

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PRESENTATION OUTLINES

A collection of white dice with various social media icons on their faces, including WhatsApp, Facebook, Pinterest, Instagram, Snapchat, and Twitter, scattered on a light blue textured surface. Pink arrows point from the dice to the corresponding text labels.

INTRODUCTION

LITERATURE REVIEW

METHODOLOGY

PRESENTATION OF RESULTS

INTERPRETATION OF RESULTS & DISCUSSIONS

CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

INTRODUCTION

Libraries have utilized social media technologies to facilitate marketing efforts of library collection, information resources and services, outreach and update the library programs, information dissemination tool.

Social media important for marketing and promoting library services. (ALA, 2011), enhance inclusion and outreach activities in libraries, ([Abdullah, N](#) et al., (2015), helping librarians promote the work of their faculty and connect deep with the broader library community (Taylor & Francis Group, 2014),

- Potential for social media to increase engagement between users and library staff and services. (Taylor & Francis Group, 2014)

- Complement the way of libraries in increasing level of user engagement towards library and its services (Awang , 2013)

Social media measurement remain less satisfactory (Hoffman and Fodor, 2010), measurement of social media still being “quite immature” (Murdough, 2009), lack of measurement, lack of a measurement standard as the organizations having difficulties to prove that any investment in social media efforts has resulted in a direct profit or loss (McCann & Barlow, 2015)

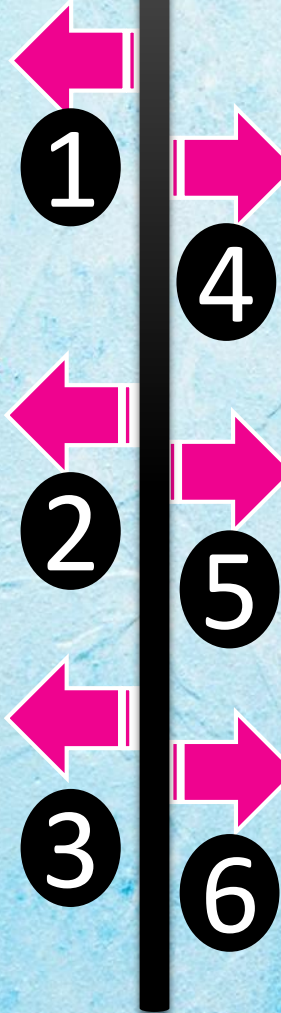
Need for library to adopt a transparent, standardized and flexible measurement framework. Mangiuc (2009)

Despite substantial use of social media in libraries, it was found that the library users were relatively slow to embrace social media technologies as a platform of engaging with the library (Smeaton, Davis & Smeaton, 2014).

- In Malaysian context, the Public and Academic libraries have embraced social media application and the usage is widespread.

- Users engagement still not satisfying, and their attitudes in using SNS are not very supportive. (Ismail Abidin et al. (2013),

- Need further investigation on the factors contributing users engagement and how its further impact on use of the libraries.



PROBLEM STATEMENTS

ISSUE

- Does social media presence has triggered users awareness of library information, services, events?
- To what extent engagement in social media really influence their usage of the library.
- Users' engagement and outcomes unaddressed clearly

PROBLEMS

- Engagement rate on social media is still low and not satisfying among library users
- Lack of awareness and attitudes/perception of users
- Need for investigation how social media really works despite of time and effort investment/engagement
- Limited info on social media success in library .

GAPS OF KNOWLEGDE

- Evaluation of social media use is still elusive and scarce in the library field/literature.
- Prior studies have yet to reveal to what extent the presence of social media triggers users' awareness and influence their engagement and impacts the actual library usage among end-users.
- Shortage of empirical based studies focusing on actual impact of social media use in Malaysian libraries.
- The study attempts to fill this gap and contribute to the body of literature in this area.

RESEARCH OBJECTIVES/QUESTIONS

No.	Research Objectives	Research Questions
1.	To investigate the current practices and perception of social media application in selected libraries in Malaysia;	a) What is the current practices of social media among librarians? b) What are librarians' perceptions of user engagement with social media in relation to library usage?
2.	To investigate factors that contribute to user engagement with library social media sites;	What are the factors that motivate user to engage with social media channels provided in the library?
3.	To examine the relationship between user engagement with social media and actual library use.	To what extent does user engagement with social media influence actual library usage?

RELATED RESEARCH

Citation	Findings
Information Quality	
Wu and Wang (2006)	- Information quality positively impacts the perceived value and user satisfaction, which in turn, significantly impacts the intention to re-use, of Information System.
Chua & Goh, 2010; Kim, 2011; Masrek, Jamaludin & Mukhtar, (Masrek et al., 2010); Petter & McLean, 2009; Urbach & Müller, 2012)	- Information quality is significant in assessing users' perceived net benefits and satisfaction, which in turn become a direct driver of intention to reuse.
Apiwan and Nattharika (2011)	-Information System (IS) model determinants such as Information Quality, Service Quality, System Quality, are the key determinants of the success of social network sites.
Perceived Interactivity	
Chua and Goh (2010); Mollen and Wilson (2010)	Interactive and participatory nature of web 2.0 application can influence users to use library 2.0 services
Individual Attributes	
Smeaton and Davis (2014)	Participants who have broad personal knowledge of social media, the correlation was found between personal usage of social media and acceptance of social media as a service channel.

Citation	Findings
Perceived Net Benefit	
Ives, Olson & Baroudi, 1983; Doll & Torkzadeh, 1988; Melons, 1990; De Lone & McLean, 1992	- The most appropriate measure of IS effectiveness
Chua and Goh (2010)	- Perceived net benefits and user satisfaction are determinants of use and engagement
Online Engagement	
Evans & McKee, 2010; Roberts, 2005; Solis, 2010; Swedowsky, 2009; Wong, 2009).	- Online consumer engagement is crucial to the success of a company's social network site
Mollen and Wilson, 2010, Cahill, (2009); Lankes et al., (2007).	- User engagement with various social media channels will in turn positively affect actual usage.
Grimes and Charters (2000)	-Online frequency use affects physical usage of the library as substitute e-library for time spent in the library.
Winn and Groenendyk (2017)	Frequent online users are more likely to use the library compared to those who either use it sparingly or do not utilize it at all.

THEORETICAL FRAMEWORK

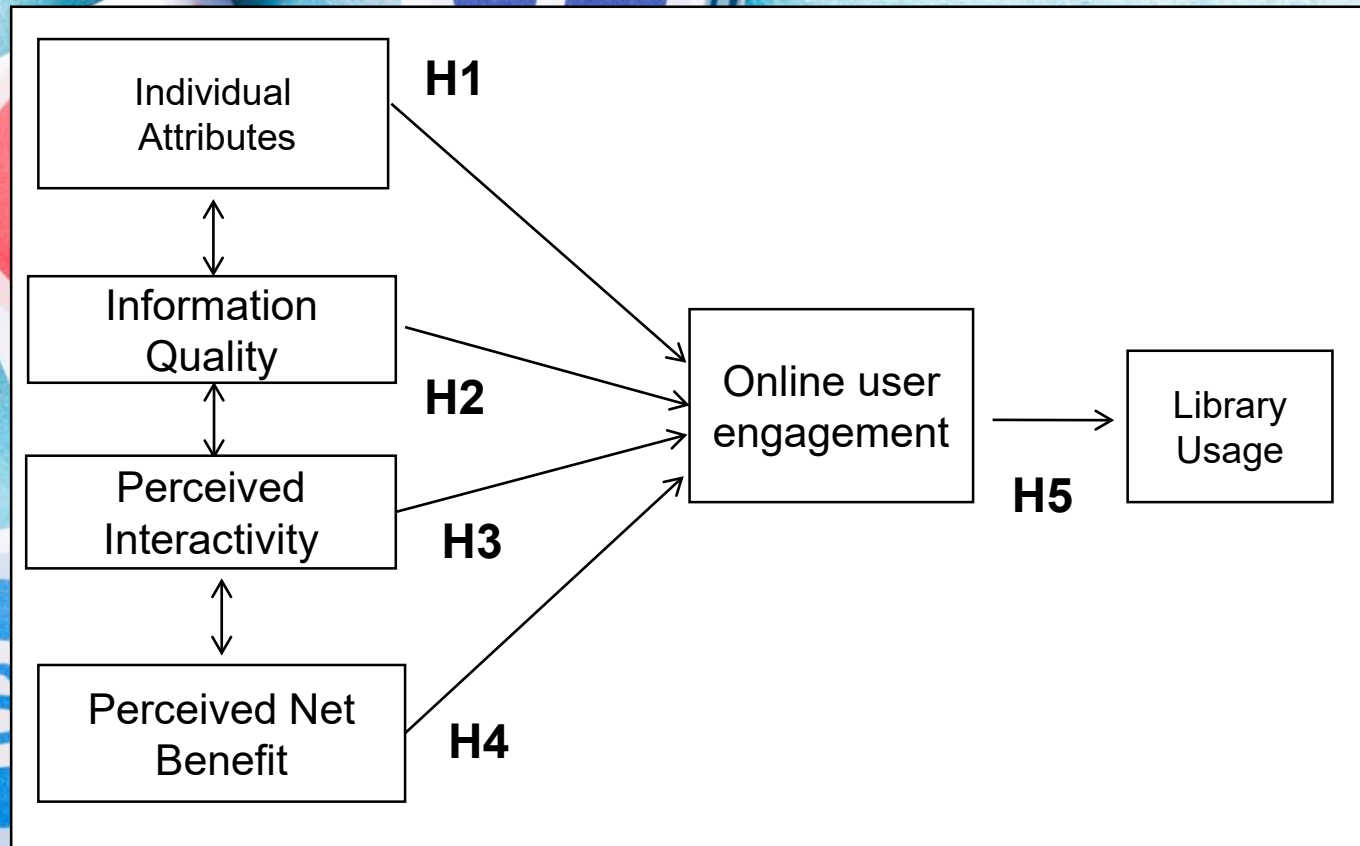


Figure 1: Conceptual Framework of the Study

The theoretical framework for the study derives from:

- Delone and McLean (2004) and Wang (2006) on Information System Success Model
- Perceived interactivity Model proposed by Mcmillan and Hwang (2002)
- Online Consumer Engagement model (Mollen and Wilson (2010) and Reitz and Yan (2012).
- The integration of IS, Communication and Consumer Engagement Model.
- COM was adopted to visualise the concept of user engagement within social media environment and its impact on library use
- Predictors of user engagement which were examined are (1) Information Quality; (2) Perceived Net Benefit; (3) Perceived Interactivity and (4) and Individual Attributes.
- Online user engagement was conceptualised through three interrelated dimensions of engagement (cognitive, affective and behavioural) were measured to see effect of these relationships on the library usage.

RESEARCH METHODOLOGY

PHILOSOPHICAL VIEW:

Pragmatic Approach, thereby combining both quantitative and qualitative approaches (Creswell & Plano-Clark, 2007).

RESEARCH DESIGN:

Embedded design, thus, the primary data set (quantitative) was complemented by a secondary one (qualitative).

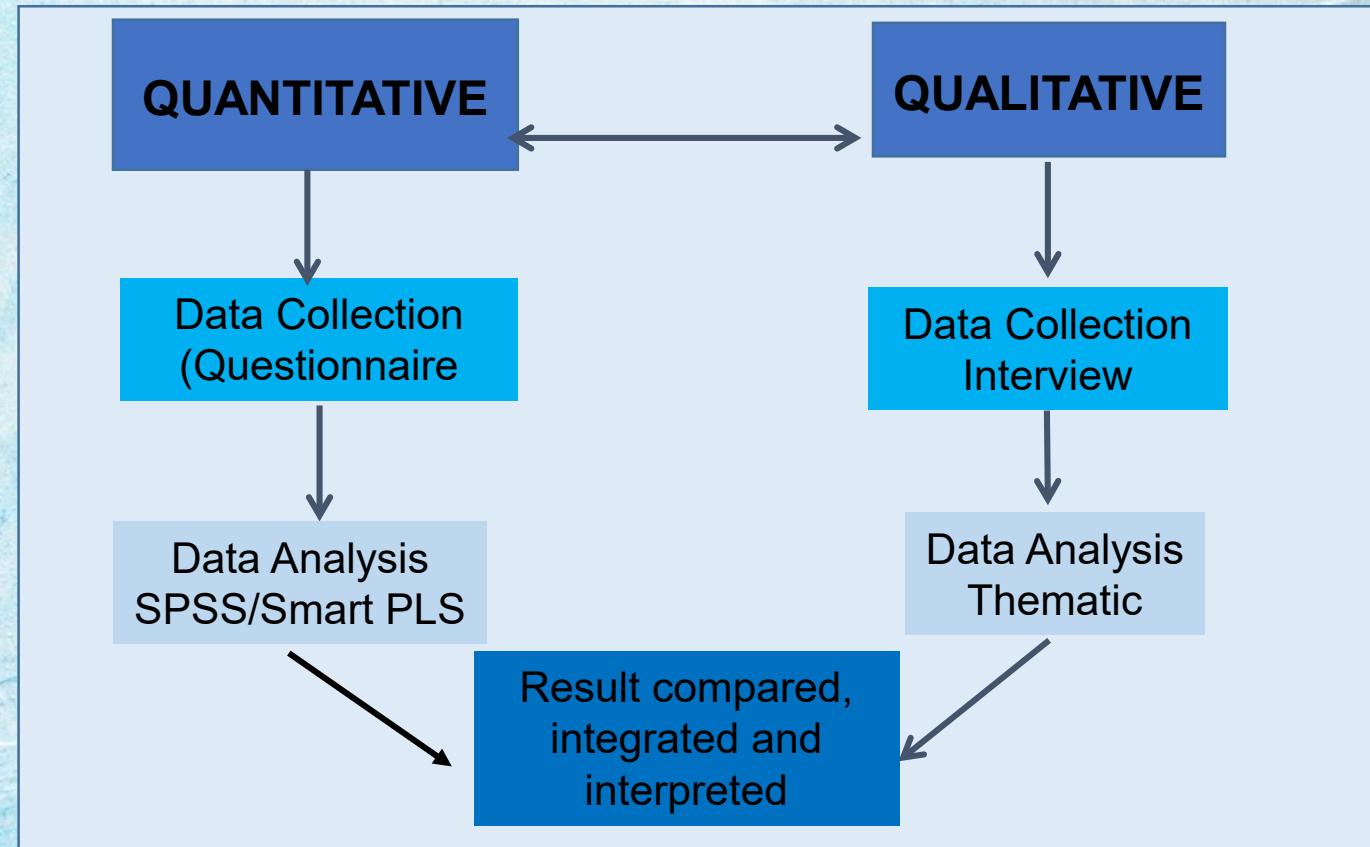


Figure 2: Mixed Method Research Diagram

Theoretical Lens	Timing	Integration	Purpose
Implicit or explicit	Concurrent	Data analysis (data transformed and merged) and interpretation stages	Complementarity, initiation, and/or expansion

(Source: Creswell, Plano Clark, Gutmann & Hanson, 2003)

METHODOLOGY

1

Study Area:

- Academic Library = UM, UiTM, UTM
- Public Library = Penang, Selangor, Sarawak

Penang State Library

UM Library, KL

Selangor State Library

UTM Library, Johor

UiTM Library

Sarawak State Library

2

Study Population

- Library User
- Librarian/Staff managing social media.
- Population of registered library users as at data collection period (2016) - 127,093

3

Sampling Procedure

Quantitative

Convenient sampling (Hair et al, 2012)

Qualitative

Purposive sampling (Creswell, 2009, Teddie Yu, 2007)

4

Sample Size

Quantitative

With the estimated population of 127,093 sample size of 384 with 95% confidence level of S. E, of 0.5, using standard table (Krejcie & Morgan, 1970).

Sample size bwt 200 - 400 is sufficient for SEM for analysis (Hair et al. (2006) Total of 400 Qnaires were distributed, 355 returned and 334 useful for analysis.

Qualitative : 11 participants (librarian/IT Officers/PR Officer) were participated in interview

5

Data Source, Instruments & Collection

- Questionnaire was distributed personally by the reseacher with assistance library staff
- Interview was adopted to complement quantitative data - one to one interview
- Pre test and pilot test was conducted for instrument validity & realibility

6

Data Analysis

- SPSS 22 (Descriptive analysis
- Smart PIs 3.0 (Inferential analysis (Urbach & Ahlemann (2010)
- Thematic analysis - Interview (Bryman, 2008)

Rational of selection of research setting:

1. Presence of social media channels in library (Based on Malaysian Public Libraries' Use of Web 2.0 Technologies Ranked Based on the Application Index (Ismail and Kiran, 2011)
2. Library characteristics (size, types, population, function)
3. Accessibility (location, permission of authority)
4. Active use of social media channels

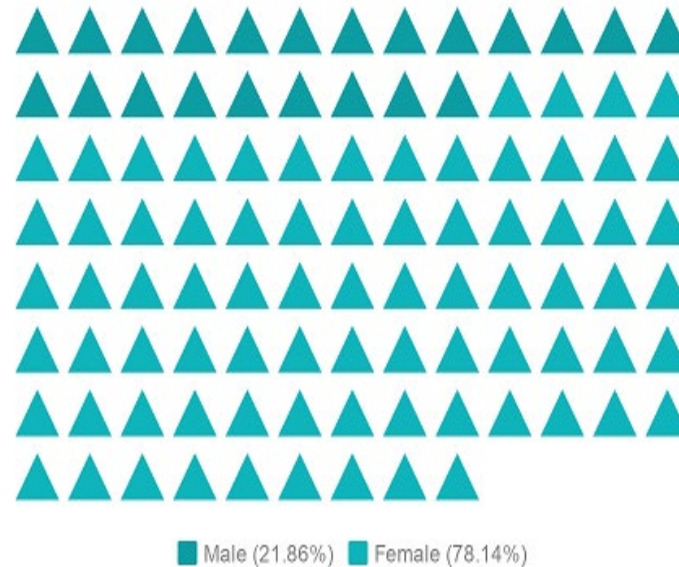
The combination of both approaches in this study was considered as the most appropriate and useful to complement and support each other consequently to obtain all-inclusive answers for achieving the objectives of the study.

MAIN FINDINGS

Respondents' Demographic Profiles

Variables		Frequency (n)	Percentage %
Gender	Male	73	21.9
	Female	261	78.1
Age group	Less than 20 years	125	37.5
	21-30 years	170	51
	31-40 years	25	7.5
	41-50 years	11	3.3
	More than 50 years	3	0.9
Educational background	Primary	3	0.9
	Secondary	73	21.9
	Bachelor's Degree	169	50.6
	Master Degree	39	11.7
	PhD	8	2.4
	Others	42	12.6
Designation	Student	282	84.4
	Academics	11	3.3
	Public	25	7.5
	Non-Academic Staff	11	3.3
	Others	5	1.5
Library Membership	Public Library	155	46.4
	Academic Library	179	53.6

Number of Respondents based on Gender



R= Females are more than their male counterpart (78.1%)
 PS= Ismail, Kiran Abrizah (2013)
 Siti Ezaleila & Azizah (2011)
 Siddikee (2013)
 Pew Research Centre (2005/2009)

Demographic Profiles of the Respondents

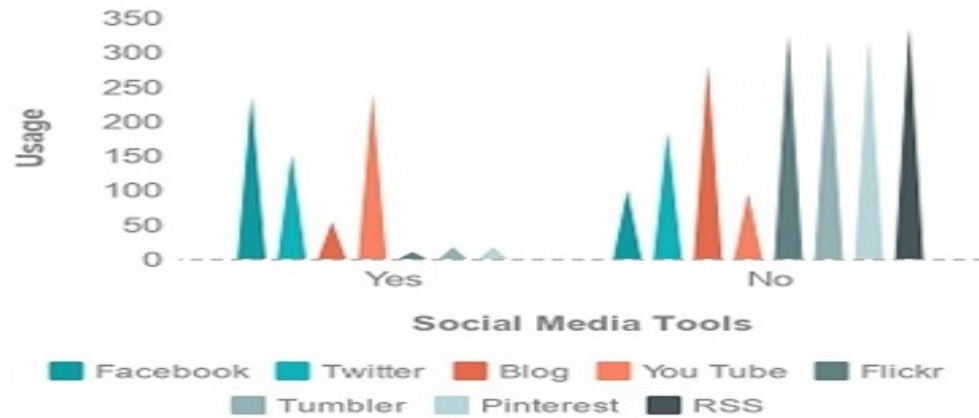


Less than 20 years (37.43%) 21-30 years (50.90%)
 31-40 years (7.49%) 41-50 years (3.29%)
 More than 50 years (0.90%)

R= 51% ages between 21-30 y/o
 PS =Ismail et al. (2013) , Li & Bernoff (2008), Hughes et al. (2012)

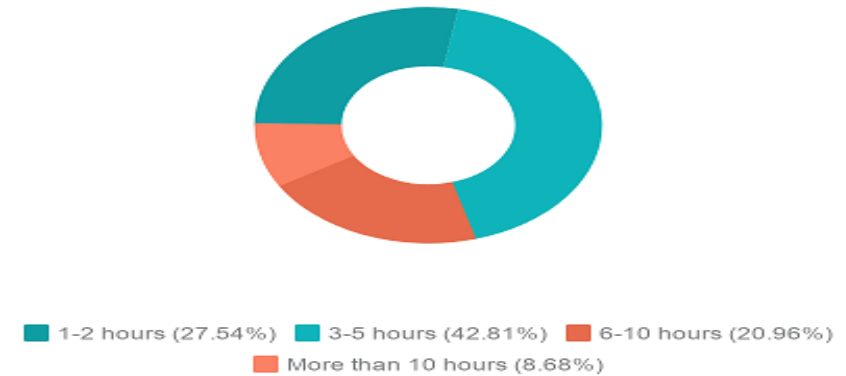
MAIN FINDINGS

Types of social media use



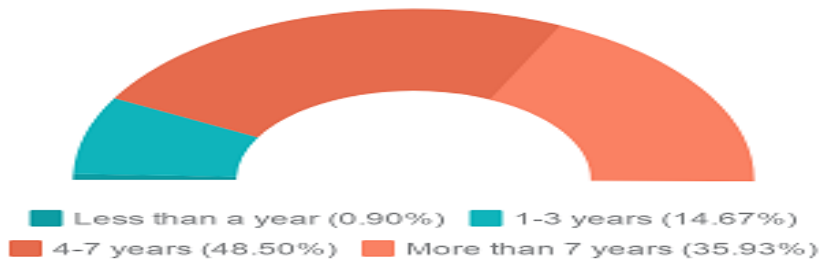
R= (71.6%) chose YouTube , FB (70.4%)
PS= Lim et al. (2014), Garcia (2012)

Number of Respondents based on Time Spent on the Social Media Per Day



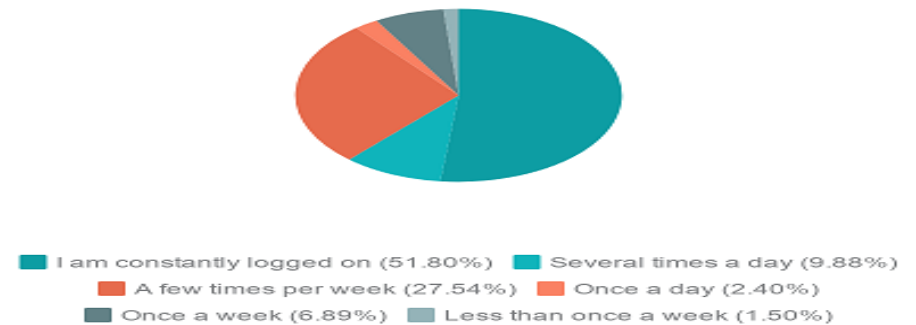
R= (42.8%), spent 3-5 hrs/day
PS= Tahir, Kalthom & Abd. Momen (2015), Lim et al. (2014), Siti Ezaileila & Azizah (2011)

Respondents based on Duration as a Social Media Users



R= (48.5%) 4-7 years of usage
PS= Hargittai (2007), Siddike (2013)

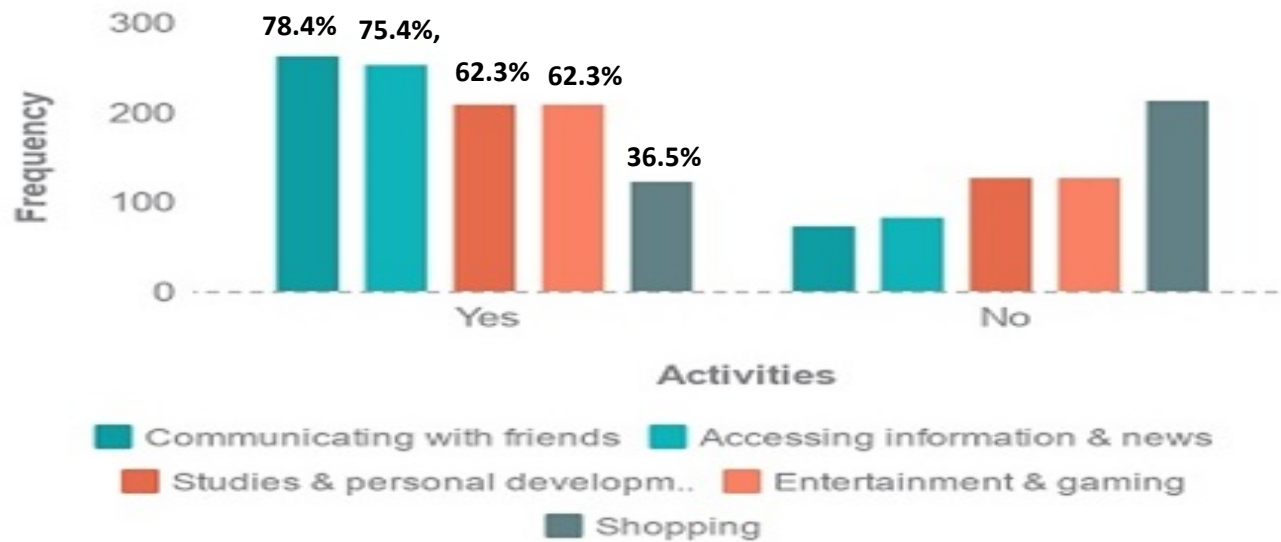
Number of Respondents based on Log on Frequency on Social Media Sites



R= 51.8% , constantly log on social media sites
PS= Madhusudhan (2012), Barkhuus & Tashiro (2010), Shaheen (2008)


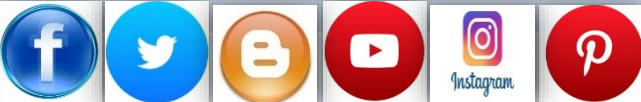

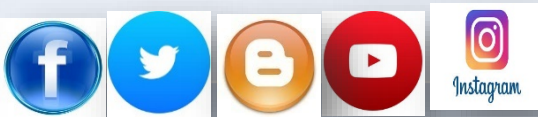

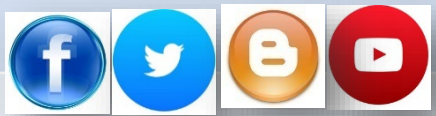

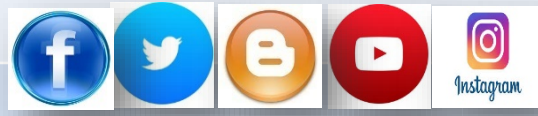

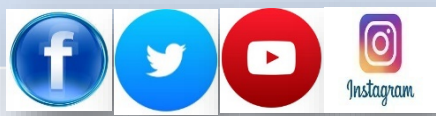

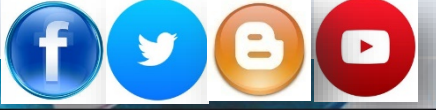
MAIN FINDINGS

Activity engaged on social media tools



R= (78.4%) engaged for communicating with friends & family
PS= Ellison, Steinfield & Lenhart (2009); Hargittai (2007); Joinson (2008), Siddike (2013).

MAIN FINDINGS

Library	Channels	Year	Department/Unit	Purpose of social media
		5 years above	IT	Calendar of yearly programs/events, information sharing, interaction, promote library events, promote new collection, arrivals, announcement, library notices, Online Video, Quotes of the days, Photo & Video sharing, Online FAQ, reference services, advertisement & job vacancy, polls.
		5 years above	IT	
		5 years Above	Management, Media, Information	
		5 years above	IT, Corporate, Management, Services	
		5 years above	IT	
		Below 5 years	PR, IT	

MAIN FINDINGS

Hypotheses Statements	Findings from quantitative analysis	Decision	Findings from qualitative analysis
H1: There is statistically significant positive relationship between individual attributes and user engagement with social media	$\beta = -0.048$ $t = 3.147$	Not supported	...”Those who are skillful and knowledgeable about IT, they get information faster than the non-IT savvy..”
H2: There is statistically significant positive relationship between information quality and user engagement with social media	$\beta = 0.187$ $t = 3.850$	Supported	““...In order to ensure the users engage with the library, the contents to be posted on social media it has to be interesting; it has to be relevant to them; and it has to move with the current trends”. “..That’s why content plays an important role to determine whether the people like our FB posts or not..”
H3: There is statistically significant positive relationship between perceived interactivity and user engagement with social media	$\beta = 0.249$ $t = 5.711$	Supported	“...It’s all about feedback. Definitely, the users were very active in using Facebook in terms of inquiries about library facilities and services. The social medium is very good, very active and very fast “...Easy to get connected with user. Very close. They ask certain things and we can reply immediately...”
H4: There is statistically significant positive relationship between perceived net benefit and user engagement with social media	$\beta = 0.362$ $t = 0.835$	Supported	“...it’s really helpful, if we have events, user send their feedback through FB, same in terms of user inquiries, they asked through FB, that’s means social media in library plays an important role to users and gives a good impact to both library and users..”

All hypotheses were stated in the alternative form of statement.

MAIN FINDINGS

Hypotheses Statements	Findings from quantitative analysis	Decision	Findings from qualitative analysis
H5 : There is statistically significant positive relationship between users' engagement and actual library usage	$\beta = 0.598$ $t = 16.961$	Supported	"..Sometime when we have event, we put it up only on the social media, only on Facebook, we could see people coming to the event, so it's effective in a way. Increase rate, yes like we promote the usage of Kindle in Facebook, so, we could see the users came over to library to ask about that..."
H6: There is statistically significant positive relationship between users' cognitive engagement and actual library usage	$\beta = 0.082$ $T = 1.600$	Not supported	"we can create awareness about existence of library, our services, and also other things that we can do more using it..." "...Yes, for those who do not know, they become aware because we don't only focus on posting the events, but the news, collections, we also post it. So people are very much aware about it, and in fact social media have its own follower..."
H7: There is statistically significant positive relationship between users' affective engagement and actual library usage	$\beta = 0.101$ $T = 2.206$	Supported	"..For those who are likers, followers, they can get the information faster, instead of reading email, or poster, because it's mobile, compared to reading email, you need to log in, so it's even faster, because on FB, they go directly to our timeline.." "...In long term yes, they come, but does not mean they come to borrow a book..." "People get excited with the post if new stuff being posted..."
H8: There is statistically significant positive relationship between users' behavioural engagement and actual library usage	$\beta = 0.674$ $T = 17.059$	Supported	'...There are increase rate of likes, some might be interested in certain things, some un-follow...' ".....Yes, for those who are likers, followers, they can get the information faster, instead of reading email or poster..."

DISCUSSION OF FINDINGS

Major Findings	Interpretation	Previous studies
<p>A direct negative relationship exists between individual attributes and user engagement with social media</p>	<p>Showed that attributes of an individual (i.e. competency, prior knowledge, experience, interest and preference) are not significant predictor for users to actively engage with social media sites.</p> <p>The study shows the insignificant result as quite difficult to determine people's motivation towards engaging library especially for the academic purpose based on their individual characteristics because every person has different interests and needs</p>	<p>Contradict with (Goodhue and Thompson (1995); D'Ambra and Rice (2001) individual who are more experienced in the use of computers, or well trained in information skill and the use of social media will be successful in identifying, accessing and interpreting the required information within a specified domain</p> <p>(Muscanell & Guadagno, 2012; Pagani, Hofacker & Goldsmith, 2011). An individuals' different personality traits affect why and how they use social media as well as influence their choice of SNS</p>
<p>A direct positive and statistically significant relationship between information quality and user engagement with social media</p>	<p>the more quality content being posted on the library social media sites, the more likelihood users actively engage with these channels as they believe and trust the information posted through these channels</p>	<p>Delone and McLean (2004) Wu and Wang (2006) information quality positively impacts the perceived value and user satisfaction, which in turn, significantly impacts the intention to re-use, of Information System. Chua & Goh, 2010; Kim, 2011; Masrek, Jamaludin & Mukhtar, (Masrek et al., 2010) and other fields in IS (Petter et al., 2008; Petter & McLean, 2009; Urbach & Müller, 2012). Information quality is significant in assessing users' perceived net benefits and satisfaction, which in turn become a direct driver of intention to reuse. Apiwan and Nattharika (2011)- Information System (IS) model determinants such as Information Quality, Service Quality, System Quality, are the key determinants of the success of social network sites. Keenan and Shiri (2009) - quality of information or media content found on FB's page is favourable to customers and it motivates their subsequent visit.</p>

DISCUSSION OF FINDINGS

Major Findings	Interpretation	Previous studies
<p>A direct positive and statistically significant relationship between perceived interactivity and user engagement with social media</p>	<p>Study verify that the proposed relationship between perceived interactivity and users engagement with social media is positive, hence providing further support of the role perceived interactivity has on users engagement in online platform.</p> <p>The interactive online communication, reciprocal feedback, immediate responses between users and library through these media will facilitate effective online communication</p>	<p>Mollen and Wilson (2010) interactivity is one of the website features that can produce favourable attitude toward a brand and its online presence ultimately influence purchase intent.</p> <p>Chua and Goh (2010) - interactive and participatory nature of web 2.0 application can influence users to use library 2.0 services</p> <p>Walther & Burgoon, 1992; Kiouisis, 2002; Williams, Rice & Rogers, 1998)- Interactivity has facilitates two-way communication similar to interpersonal communication that produces feedback.</p> <p>De Valek, Van Bruggen & Wierengan, 2009; Guilin, 2009; Bolton & Saxena- Lyer, 2009). Parasuraman, Berry, and Zeithmal (1991); Prahalad and Ramaswary (2004)</p>
<p>A direct positive and statistically significant and direct positive relationship between perceived net benefit and user engagement with social media</p>	<p>The more the benefits users' perceive they might gain from the library sites they are engaging, the more their engagement with these platforms would likely to be. Peoples feel that they get more benefit by engaging with the library social media as it is the easiest platform to communicate, to get connected to the library, and it allows them to perform their works/tasks easily in a faster manner.</p>	<p>Ives, Olson & Baroudi, 1983; Doll & Torkzadeh, 1988; Galetta & Laderer, 1989; Melons, 1990; De Lone & McLean, 1992; the most appropriate measure of IS effectiveness (Ives, Olson & Baroudi, 1983; Doll & Torkzadeh, 1988; Galetta & Laderer, 1989; Melons, 1990; De Lone & McLean, 1992; and predictor of IS use (Davis, 1989, 1993; Adams, Nelson & Todd, 1992). Petter & McLean, 2009; Wu & Wang, 2006), Petter et al., 2008; Petter & McLean, 2009; Urbach & Müller, 2012), Chua and Goh (2010) found that perceived net benefits and user satisfaction are determinants of use and engagement</p>

DISCUSSION OF FINDINGS

Major Findings	Interpretation	Previous studies
<p>A direct positive and statistically significant relationship between user engagement with library and actual use of the library</p>	<ul style="list-style-type: none"> - The more user engage with the library channels, the more likelihood they use the library resources and services, and increase participation in the library events. - Increase in engagement with social media among library users, results in the behavioural outcome in relation to library actual use. 	<p>Marketing LR - online consumer engagement is crucial to the success of a company's social network site (Evans & McKee, 2010; Roberts, 2005; Solis, 2010; Swedowsky, 2009; Wong, 2009).</p> <p>user engagement with various social media channels will in turn positively affect actual usage. (Mollen and Wilson 2010); Cahill, 2009; Lankes et al., 2007).</p> <p>Gummens et al., (2012); Kabadayi & Price (2014); Ko et al. (2005); Gangi (2016)</p>
<p>No direct positive nor statistically significant relationship, between cognitive engagement and actual library usage</p>	<ul style="list-style-type: none"> - Cognitive engagement is not a significant predictor of actual library use among the library users - Even they are aware, full attention of the social media existence in the library, do not influence them to use the library - Does not work in library context 	<p>Dimension of cognitive engagement can capture consumer's concentration or engrossment in the brand; affective brand activity captures consumer's brand-related inspiration or pride - marketing LR (Hollebeek, 2011)</p> <p>Consistent with studies conducted by (Sewell, 2013) and Smeaton & Davis (2014)</p>

DISCUSSION OF FINDINGS

Major Findings	Interpretation	Previous studies
<p>A direct positive and statistically significant relationship between user affective engagement with library and actual use of the library</p>	<ul style="list-style-type: none"> - Actual library use is significantly predicted by the affective engagement with social media among the library users. - The more the affective engagement or emotional state of individual towards information posted via social media, the more likelihood they use the library resources, services or participate in the library events as a consequence of their affective engagement with library sites 	<p>Jones (2012), emotional engagement is the key to content marketing success.</p> <p>(Tagtmeier, 2010); Berger, Katherine and Milkman (2002), Nesta and Mi (2010) library need to engage users and provides a welcoming entry point to library users through that medium</p>
<p>A direct positive and statistically significant relationship between user behavioural engagement and actual library usage</p>	<ul style="list-style-type: none"> - Behavioural engagement is a significant predictor of actual library use among library users - Active engagement by performing several activities such as reading, commenting, liking, tweeting, downloading the particular content or posts on social media channels, the more likelihood that they will use the library resources and services, and increase rate of participation in the library programs as a result of their active engagement with social media 	<p>Ko et al. (2005) behavioural engagement manifests through actions such as clicking on links, staying on website longer, reading details and threads and using multimedia features</p> <p>Grimes and Charters (2000) found that online frequency use affects physical usage of the library as substitute e-library for time spent in the library.</p> <p>Winn and Groenendyk (2017) reported that frequent online users are more likely to use the library compared to those who either use it sparingly or do not utilize it at all.</p> <p>Teoh and Tan (2011) students who are frequent online users are also more likely to utilize the library.</p> <p>Gangi (2016) also affirmed that user engagement with various social media channels will in turn positively affect actual usage.</p>

IMPLICATION OF FINDINGS

INFORMATION QUALITY

- The significance of Information Quality dimension (relevance, accuracy, trustworthy, timeliness, credible source as predictor of users' engagement with library social media channels.
- Provision of information quality standard is highly necessary for content development
- IQ criteria need to be taken care by the social media content manager before posting any information on particular library social media channels.

PERCEIVED INTERACTIVITY

- Greater emphasize on perceived interactivity as important predictor to elicit user engagement in social media.
- Criteria of immediate response, interactive communication, and reciprocity should be enforced for getting interactive and responsive communication within social media environment.
- Provision of communication factor (i.e) interactivity should be taken into consideration as the more interactive communication in the social media environment, the more users engage with library via these platforms.

PERCEIVED NET BENEFIT

- Several courses of actions for libraries to leverage social media as an important platform not only to disseminate information about library resources, services and event but importantly library needs do a market survey on what the users' needs, interests, and preferences that the library is trying to fulfil via the power of social media marketing.

ENGAGEMENT DIMENSION

- Engagement - key measures of the social media success
- Multidimensional engagement (i.e affective, behavioural) within social media platform-important factor to examine users' outcome in relation to the library usage.
- Leverage SMT by providing more quality, attractive contents, greater emphasize on the element of interactivity, offer more benefits for catch users' attention & foster greater engagement towards the library subsequently enhance library use.

RECOMMENDATIONS

LIBRARY

- Expand the use of other social media platforms - variety is encouraged
- On-going investment for staff training and development - in order to upgrade their skills, experiences, talents
- Special dedicated team is needed to design a good social media programme.
- Increase promotion both online and offline to showcase the existence and usefulness of these media
- Proper and strategic policy concerning social media process, content development and activities
- Explore best practices & success stories of social media implementation for benchmarking and improvements

LIBRARIAN/ INFORMATION PROFESSIONAL

- Adaptable with current and new technologies- “digital literacy”
- Equipped with hard/soft skills to meet patron’s needs and expectations
- More research to be conducted on best practices of social media implementation
- Agent of change - leverage its usage and be proactive/innovative for reaching more audience.
- Trendsetter of latest technology for improving library delivery system.

UNIVERSITY

- Design a relevant and appropriate curriculum on social media technology as a teaching module in LIS
- Organize related training (Theory/Hand-On training) for lecturer/ students- keep abreast with latest technology/Internet of Things.,

CONTRIBUTION TO KNOWLEDGE

➤ Integration of ISSM and other theoretical domains from IS, communication and consumer behaviour lenses to direct the research which scarce in previous research

➤ Adoption of multiple theories and models in one study provide comprehensive empirical findings that enable holistic understanding regarding social media context in library setting.

➤ Contribution to the development of framework/ model for social media engagement measurement in the library context

➤ Employed mix methods allow triangulation and integration of data allow comprehensive overview and insight from both user and librarian perspective which is lacking in previous study

➤ Three data analysis tool used (SPSS & SmartPLS) for quantitative and thematic analysis for qualitative in one study.

➤ Statistical data support with qualitative evidence has given the researcher rich information to be explored from both perspectives

➤ Provides guideline in developing, managing and leveraging social media services for achieving greater reach and engagement among library users.

➤ Indicators to evaluate the current practices of social media efforts and strategies to monitor the effectiveness of its implementation

➤ Relevant and practical actions for libraries to upgrade social media content engineering, improve interpersonal communication skills to better serve audience in online environment

➤ Best practice and success stories of previous LR and current study's finding serve a benchmark for Malaysian libraries to replicate and adopt the similar practice for the betterment and enhancement of the social media services

➤ Provide benchmark for library to determine the best social media platforms to be embarked, the strategic direction in creating social media content, required skills to be enhanced for achieving greater reach and active engagement among users

➤ Provide an evidence-based investigation of the factors determining users engagement with social media (information quality, perceived interactivity and perceived benefit) and **greater insight** on its actual impact in relation to the library use.

- The model can be adopted in future study for its general applicability/acceptability

THEORETICAL

METHODOLOGICAL

PRACTICAL

EMPIRICAL EVIDENCE

SUMMARY & CONCLUSION

- All libraries adopted multiple social media channels
- Similar purposes of social media adoption to promote the library resources, services, outreach activities and platform to engage with the community

- Engagement - key measures of social media success. The multidimensional construct of engagements (i.e. affective and behavioural) have shown a positive influence on actual library use.
- Strategic directions for libraries were highlighted in order to enhance the users' engagement in online environment.

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- Several factors were examined and the results found that the information quality, perceived interactivity and perceived net benefits were found to be an important predictor of users' engagement with library social media.

Information and communication factors play an important role in facilitating social media engagement among end users.

-Development of social media engagement framework that can be used for evaluation of social media effectiveness which is relatively scarce in the library field.

PUBLICATIONS

Norsharyna Shafawi & Basri Hassan (2015). The Integration of Social Media in Library Marketing Strategy: A Conceptual Framework. *Poster presented in The Fifth Asian Conference on Literature & Librarianship, Osaka Japan.*

Norsharyna Shafawi & Basri Hassan (2018). User Engagement with Social Media, Implication on the Library Usage: A Case of Selected Public and Academic Libraries in Malaysia" (2018). *Library Philosophy and Practice*. May, 1-31 available at <https://digitalcommons.unl.edu/libphilprac/>

Nafisat Toyin Adewale & Norsharyna Shafawi (2019). Modeling Task Environment as a Second-Order Construct in Information Seeking: A Proposed Conceptual Framework. *International Journal of Scientific and Engineering Research*, Volume 9, Issue 12, December 2018.

Submitted Paper

Norsharyna Shafawi & Nafisat Toyin Adewale. Library Social Media Engagement: Does it truly have impact on Library Usage? **Submitted to The Journal of Global Knowledge, Memory and Communication. (Formerly Known Library Review)**

Norsharyna Shafawi & Basri Hassan. User Engagement with Library Social Media. **Submitted to The Malaysian Journal of Library & Information Science.**

SCOPE & LIMITATIONS

- ✓ Research setting (6 libraries: Public and Academic)
- ✓ Convenience Sampling Used
- ✓ Unequal participation of the respondents.
- ✓ Generalisations based on the findings from the study need to be made with caution due to the coverage of the study.



Thank you

Everything is theoretically impossible until it done!

- Robert A. Heinlein -