A Study on the use of Facebook, RSS, Blogs and Twitter (Web2.0) among selected academic libraries from 6 Gulf countries namely: Kingdom of Saudi Arabia, United Arab Emirates, Qatar, Bahrain, Oman and Kuwait

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Agenda

- Introduction & Purpose of Research
- Overview
- Research Methodology
- Findings
- Conclusion
- Recommendations
http://www.flickr.com/photos/vanzhou/191558322/meta/
Overview

**Mahmood & Richardson 2011** –
Surveyed 100 ARL in USA
RSS and Instant Messaging are popular tools

Publishing new / announcements
Sharing items published on library blogs
Chua and Goh (2010):
Researched 120 library websites from Asia, Europe and North America
Blogs, RSS and social networking sites were more prevalent in library websites in North America as compared to Europe and Asia
Overview

Chua and Goh (2010):

Blogs: Focused on subject specific topics as well as a tool for communication

RSS: Used for communicating news and events, updates of resources or collections on websites
Overview

*Kim and Abbas (2010):*
Investigated 230 academic library websites
73% uses RSS
65% uses blogs
15% uses twitter
Overview

*Tripathi and Kumar (2010):*

Out of 151 websites (USA):
- 56%: Instant Messaging
- 34%: Blog
- 22%: RSS
Research Objectives
Exploratory study: Involved content analysis on selected library websites
Visited and Browsed for the presence of the selected social media tools

Total: 101 library websites
Conducted between Sept – Oct 2013
# Breakdown

<table>
<thead>
<tr>
<th></th>
<th>Kingdom of Saudi Arabia</th>
<th>Qatar</th>
<th>United Arab Emirates</th>
<th>Bahrain</th>
<th>Kuwait</th>
<th>Oman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Public Universities</td>
<td>28</td>
<td>1</td>
<td>11</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Number of Private Universities</td>
<td>5</td>
<td>9</td>
<td>16</td>
<td>10</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Grand Total</td>
<td>33</td>
<td>10</td>
<td>27</td>
<td>14</td>
<td>3</td>
<td>14</td>
</tr>
</tbody>
</table>
## Social Media usage among Gulf countries libraries

<table>
<thead>
<tr>
<th>Sampled Websites</th>
<th>Non-Existent</th>
<th>Existent</th>
<th>Pointed back to Uni</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>48%</td>
<td>11%</td>
<td>42%</td>
<td>100%</td>
</tr>
<tr>
<td>Twitter</td>
<td>53%</td>
<td>10%</td>
<td>37%</td>
<td>100%</td>
</tr>
<tr>
<td>RSS</td>
<td>80%</td>
<td>16%</td>
<td>4%</td>
<td>100%</td>
</tr>
<tr>
<td>Blogs</td>
<td>99%</td>
<td>0%</td>
<td>1%</td>
<td>100%</td>
</tr>
</tbody>
</table>
KSA: Breakdown of universities using social media

- 80% Private
- 46% Public
Facebook and Twitter are the most commonly used tools
18%: Facebook
15%: Twitter
12%: RSS
Qatar: Breakdown of universities using social media

- Public: 100%
- Private: 78%
RSS, Twitter and Facebook are the commonly deployed tools.

30%: RSS
20%: Twitter
10%: Facebook
UAE: Breakdown of universities using social media

75% Private
82% Public
RSS, Twitter and Facebook are the commonly deployed tools
30%: RSS
4%: Twitter
4%: Facebook
Bahrain: Breakdown of universities using social media

50% Public
50% Private
RSS, Twitter and Facebook are the commonly deployed tools
7%: RSS
7%: Facebook
Kuwait: Breakdown of universities using social media
RSS, Twitter and Facebook are the commonly deployed tools.

33%: Twitter
33%: Facebook
Oman: Breakdown of universities using social media

- Public: 50%
- Private: 33%
Twitter and Facebook are the commonly deployed tools
7%: Twitter
7%: Facebook
Common uses

Library promotion: Opening hours announcements, access to e-resources, general news, library collections

Library services: Orientation and training programs

Feedback
Comparing with library websites from USA, Asia and Europe with Gulf countries:

Commonly used: RSS & Facebook (Social Networking sites)
Challenges
Interesting Finding

Salem & Mourtada:
Facebook users in Arab world is around 45 million
UAE, Kuwait and Qatar are the front runners – Facebook users
Interesting Finding

Salem & Mourtada:
Twitter users:
Saudi Arabia: 830,291
Kuwait: 370,987
UAE: 263,070
Bahrain: 72,468
Qatar: 59,835
Oman: 9,832
Recommendations:

Tool to connect to the users

- Proper planning
- Monitoring – new trends and tech advancements
- Moderation
- Rules
Future studies:

- Preferred social media tools
- Determine how social media tools can better serve the library users
- Eliciting information from library users on the information that they (the users) like to receive from libraries
Thank you