Use of Social Media Platforms in Promoting the Academic Library Services of City College of Angeles among Students

Hazelle Ann Yalung, Diana L. Tuliao, Princess Rona M. Gabriel, Solomon Ayodele Oluyinka, Mark Gil Superio, and Richard Daenos

Abstract—Social media has great impact of its use by college libraries; thus, the academic library of a city college in the Philippines has been considered in this study. SmartPLs was employed to predict the use of social media platforms in promoting the academic library services of the college. Descriptive method was used, and validated structured questionnaires were distributed to 174 student-respondents. Majority use their own social media accounts. They have an access to the academic library which has three main social media platforms: Facebook, Twitter, and Instagram. The factors they consider are purpose, library account contents, and relative advantages of social media. Findings revealed that these factors influence the promotion of academic library services through social media platforms. Active usage of library social media accounts should be encouraged to provide better promotion of the library, particularly its resources and services.

Index Terms—Academic library services, Philippines, social media platforms, students.

I. INTRODUCTION

Libraries in today's technological age are embracing the use of social networking sites in reaching out to its library users. It is a cost-effective way of strengthening the quality of the services of the library [1] Social networking services can be explored to meet the library users' expectations, which provides better services in acquiring information and requirements needed [2].

In this millennium era, libraries have become more modern in their services, thus providing exceptional and unique library promotional efforts and quality services for their millennial users. Social media provides library information services for effective promotions [3]; with the proliferation of various technological advancement, the use of social media has become an effective method for social relations and interactions; people use it as a way of communicating and interacting with each other [4]. Social media sites such as LinkedIn, Facebook, Twitter, and Blogs are popular within school communities. They help students to further interact, communicate, and share ideas world-wide [5]. These media serve as technological aids in spreading and disseminating

information about the library resources, specifically its vast collection of books, as well as the facilities and services offered [6].

Chu [7] mentioned that most of the students usually use social media as a tool for interaction between groups of people to engage connection. With the positive contributions of the social networking sites, students from various universities are expected to be properly educated and guided on the responsible use of social media. Social media is perceived as an interactive technology to acquire information needed by the users [8]. Library users can easily use and access instant and fast information because of the updated application of social media tools [9].

City College of Angeles (CCA) was established since 2012 located in Angeles City, Pampanga, Philippines with a population of more than two thousand students and with one academic library allowing the use of social media platforms like Facebook, Twitter, and Instagram for academic purposes. The academic library assured that these media establish communication and collaboration among students. Thus, the aim of this study is to identify the use of social media platforms in promoting the academic library services among students. Specifically, it determined the current social media platforms used by students. It further described the purpose and relative advantage of social media usage and the specific library content which students most frequently visited.

II. LITERATURE REVIEW

Social media could be defined as internet-based application that enables users to make and share information among social groups [10]. The use of social media in libraries is not a great step for outside library walls but it is just another way of doing what has already been done. Social media tools can be used for the entire library as a means of enhancing communication and presentation. Eze [11] stated that with the use of social media platforms, the library makes its services more engaging with the students without allotting a huge budget; thus, it is an advantage for the librarians. With the use of social media platforms, participation and interaction with the community becomes more active, and dissemination of information becomes more dynamic when users read posted messages.

Further, social networking sites are used to announce library events such as gaming nights. They inform users about new resources added to library collections, aside from giving links to articles, videos, or internet information that

are related and useful to the users. Social media also exploit a significant function in developing relationships with the community by letting users ask questions or provide feedback about library services [9]. Mahmood [12] stressed in his study the result of recognizing new transformations of the library in using social networking sites. In addition, Shafawi [6] stated that social media sites are considered as the easiest way to update library outreach programs and exhibitions; they can be used as online customer services and interactive feedback platform like the use of Facebook, Twitter, Myspace, Blogs, Widgets, YouTube, Flickr, and Instagram to name a few. Social media has become an effective information dissemination tool which requires minimal effort that can be utilized by libraries for marketing informational resources and cultural efforts.

Miyanda [13] found out that social networking sites have caused libraries to have an open door in reaching out to clients. His research findings indicated that students supported the connection of social networking sites to the library's web page to improve collaboration between the community of libraries and universities.

Chu [7] presented a study related to the purpose of social networking tools in academic libraries. Results showed that twenty-seven libraries (71.1%) used social networking tools, five (13.1%) were potential users, and six (15.8%) did not plan to use them at all. Facebook and Twitter were the most commonly adopted tools in university libraries. The study examined the applications of Web 2.0 technologies and social media tools to "bring" the academic library to its students and its implications. Academic libraries must foster ways to reach out among users of relevant social media sites [14]. The study of Jones [10] marketed the social media services provided to young generations, thus encouraging many libraries to open accounts on social media platforms.

Social media has a great impact on its use by libraries as well as information organizations. It is an advantage tool that can be used in reaching out to library users and extending services through other libraries and social network sites .The application of social media is spreading day by day globally which allows users to acquire relevant information that would serve as an effective promotional means for academic libraries.

Further, Howard [15] revealed in a study that students currently use Facebook, YouTube, and Snapchat more than other social media types. Responses showed that respondents preferred to acquire information using social media platforms such as Facebook, Instagram, and Twitter. Other findings showed that students were very much interested in all types of content from the libraries on Facebook, Twitter, and Instagram, but not interested in receiving business news or information related to library resources on Snapchat.

Palmer [16] found out that other university libraries used Facebook and Twitter accounts. The data were gathered in the direct messages and shared tweets from the libraries. The user of the Twitter and Facebook revealed that he has single and multiple accounts to widely share the information about the library posts and links to know the library activities, services, and to interact with one another. Most academicians were able to construct different ideas, including new designs in interacting with the others using social media platforms

[17].

Social media has so many benefits such that Facebook is commonly known to interact with users, sharing about library events or news, sharing photos, and also marketing library services. Internet is one of the most important necessities of students nowadays, especially in terms of sharing huge information and to communicate with each other. Libraries are now using social media platforms to provide services among students. A related research as well determined the effectiveness of Facebook and twitter applications in promoting library services. The results showed that Facebook gave the best impacts as promotional tools in spreading the content of information. They are channels in answering users' inquiries and in providing immediate feedbacks on promotional initiatives [8]. Burrio [18] also mentioned that the benefits of social media as a solid network tool include creating a bond among professionals for disseminating data.

Bakare [19] conducted a study related to identifying the use of social media platforms to promote library services and profitable librarianship. The findings revealed that social media platforms facilitated two-way communication and ease of communication among library users. Furthermore, it provided a forum for feedbacks, increased the number of library users, and benefitted librarians from experiencing traffic which is generated as users visit their blog pages.

A study was conducted on how social media has become the most widely used tool for communication. Results revealed that Facebook is the most useful social networking site based on the respondents' answers [16]. Elkaseh [20] in his study also justified that purpose of using a particular technology may influence adoption.

With the aforementioned significance of social media, the following factors determine the use of social media in promoting the library services of City College of Angeles among its students (see Fig. 1).
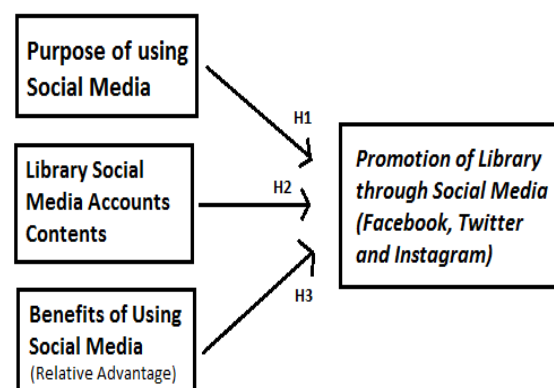

Fig. 1. The paradigm of the study.

Thus, the hypotheses of the study include the following:

The study of Elkaseh [20] justified that purpose of using a particular technology may influence adoption. Similarly, aforementioned in the previous section of this study Chu [7] study also affirmed that purpose of social networking tools in academic libraries cannot be ignored. Thus, hypothesized that purpose of using social media platforms has significant influence towards the promotion of academic library among students (H1);

The findings in the study of Howard [15] showed that

students were interested in all types of content from the libraries on Facebook, Twitter, and Instagram, but not interested in receiving business news or information related to library resources on Snapchat. Also, the study of Palmer [16] found out that other university libraries used Facebook and Twitter accounts, information were gathered in the direct messages and shared tweets from the libraries. Thus, hypothesized that CCA Library social media accounts and library contents can significantly influence the promotion of academic library services among students (H2);

The findings of Burrio [18] mentioned that the benefits of social media as a solid network tool include creating a bond among professionals for disseminating data. Affirmed by Mustafa [8] in his study that social media platforms are channels in answering users' inquiries and in providing immediate feedbacks on promotional initiatives. Thus, hypothesized that relative advantages of using social media in the library can significantly influence the promotion of academic library services among students (H3).

III. METHODOLOGY

This study is a quantitative-based study which employed SmartPLS 3.0 version to predict the influence of social media platforms in promoting the academic library services of City College of Angeles. The proponents decided to use the quantitative research method over qualitative method for it does not require a longer time for the collection of data. In the study conducted by Rahman [21] explained that the quantitative method is more dominant in assessment research. He also stated some of the weaknesses of qualitative method like for instance, smaller sample size and also it is time consuming. A structured survey questionnaire with 39 items was used as a research instrument. The instrument generated was based on previous related studies to achieve the objectives of this study. A five- point Likert scale was utilized to identify the use of social media platforms, the purpose of usage, and the relative advantages of using social media among the students. Likert Scale is one of the most primary and frequently used psychometric tools in education research. [22]. The survey questionnaire used was validated by three professors before they were randomly distributed to all the respondents, specifically among 3rd year and 4th year college students. A total number of one hundred seventy-four respondents from the City College of Angeles were given enough time to answer the questions.

A. Analytical Tools

Hair [23] stated that SmartPLS is a software application with ease of use and intuitive graphical user interface that has significant point of development in latent variable modeling. It has coherent ideas [24]; it is a study on SmartPLS [25]; it is an advantageous tool for management science to prepare, produce, and authenticate models.

B. Construct Reliability

The study used Cronbach's alpha as a measure of internal consistency and to test reliability technique. It is the average value of the reliability coefficients to be attained for all possible combinations of items when split into two half-tests

[26], [27].

C. Convergent Validity

Convergent Validity describes the Average Variance Extracted (AVE) of the selected values above 0.5 [22].

D. Discriminant Validity

Discriminant Analysis measures the amount of differences between overlying constructs [28]. Heterotrait-monotrait ratio (HTMT) criterion was adopted in this study. It is a method in evaluating discriminant validity, one of the key building blocks of model evaluation [29], [30].

IV. ANALYSIS AND RESULTS

Analysis and reports were based on the total number of 174 students from the City College of Angeles, Pampanga in the Philippines.

A. Demographic Details

Table I shows that the respondents were dominated by males with a total of 60.9%, while the female respondents were just 39.1%. There were 67.82% respondents coming from the 4th year level, while 32.1% composed the respondents coming from the 3rd year level.

TABLE I: DEMOGRAPHIC DETAILS

Categories		Frequency	Percentage
Gender	Male	106	60.9%
	Female	68	39.1%
		174	
Year level	3rd	56	32.18%
	4th	118	67.82%
Department	IEAS	39	22.41%
	IBM	52	29.89%
	ICSLIS	83	47.70%

Table I illustrates the three different colleges of City College of Angeles included in the study: Institute of Education, Art and Sciences (IEAS) is" composed of 22.41% respondents; Institute of Business and Management with 29.89%; and the Institute of Computing Studies and Library and Information Science (ICSLIS) with 47.70% respondents, respectively.

B. Construct Reliability and Validity

The reliability of this study was based on recommended composite and Cronbach's alpha value above 0.7. Convergent validity for each construct was based on the 0.5 achieved value. Thus, constructs reliability and validity are reported in Table II.

TABLE II: CONSTRUCT RELIABILITY AND VALIDITY

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CONTENTS	0.843	0.896	0.869	0.575
PURPOSE	0.782	0.794	0.857	0.668
RELATIVE_ADVANTAGE	0.843	0.835	0.871	0.534
SOCIAL_MEDIA	0.737	0.783	0.846	0.649

C. Discriminant Validity

Discriminant validity was achieved through heterotrait-monotrait ratio values as shown in Table III [31]. Internet Banking Adoption in Nigeria: A Literature Review. Computers (pp. 374-378) ACM].

TABLE III: DISCRIMINANT VALIDITY

Discriminant Validity

	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotra
		CONTENTS	PURP...	RELATIVE_ADVANTAGE	SOCIAL_MEDIA
CONTENTS					
PURPOSE		0.412			
RELATIVE_ADVANTAGE		0.700	0.558		
SOCIAL_MEDIA		0.184	0.456	0.333	

D. Path Coefficients and Hypotheses Reports

Path coefficients achieved were based on standard deviation, *t*-statistics, *p*-values, and extracted values. Hence, coefficients are illustrated in Table IV.

TABLE IV: PATH COEFFICIENTS

Regression			Sample	Dev	T.Statistics	P-Value
Contents	->	Social media	0.071	0.020	3.592	0.000
Purpose	->	Social media	0.167	0.083	2.035	0.029
Relative	->	Social media	0.584	0.089	6.528	0.000
R-square achieved = 87 percent						

All the hypotheses were supported at value < 0.000 except "purpose toward the use of social media" which is supported at *t*-statistics of 2.035 and *p*-value indicated as 0.029. Furthermore, library content is supported at *t*-statistics of 3.592 and *p*-value of 0.000. The relative advantage is supported at *t*-statistics of 6.528 and *p*-value of 0.000. Thus, this study shows the bootstrapped model in Fig. 2
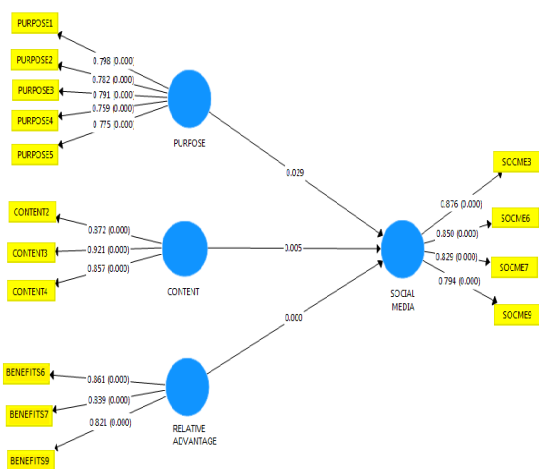

Fig. 2. Social media bootstrapping model.

Fig. 2 illustrates the factors in identifying the use of social media in promoting the academic library services among students at City College of Angeles, Pampanga, Philippines. Moreover, Algorithm property of SmartPLS ran to justify R-square of 87% reported as the variance explanation of the structured model.

V. DISCUSSIONS AND CONCLUSION

The framework of this study found related to technology acceptance model (TAM), perceived purpose, library social media accounts and library contents, and relative of advantage influencing social media adoption among College Students. The findings of the study presented the use of social media platforms in the promotion of the academic library services among the students at City College of Angeles. Furthermore, the types of social media platforms most used by the students, the library social media account contents, and the relative advantages of using social media at the libraries were taken into consideration. The results provided in the quantitative data were supported by structured interviews to validate the responses of the respondents coming from students at the 3rd year and 4th year level.

Further, results were paralleled with the findings from the study conducted by Howard [15]. It was emphasized that most of the students use social media platforms such as Facebook, Instagram, Twitter, and YouTube. It was also identified that based on the responses, users were interested in different types of library content except those related to business news. Results showed that YouTube is one of the most significant and used library resources to acquire new service information and knowledge. On the contrary, Library Content did not give the respondents much interest to utilize the resources; they were more motivated to use the latest and most popular social media sites. The results of the study enhanced the level of understanding on the social media usage and its significance in promoting the academic library services among the students at City College of Angeles. It is recommended that libraries must have a system of expanding quality services for its users. Better communication channels must be established further by using social media platforms to acquire updated and relevant knowledge and information.

VI. LIMITATION OF THE STUDY

This study was mainly focused on the randomly selected bona fide students of the City College of Angeles specifically 3rd year and 4th year college students. The study also focused on the use of social media platforms particularly of Facebook, Twitter and Instagram in promoting the academic library services in the City College of Angeles, Angeles City, Pampanga, Philippines.

Another notable limitation, why this study cannot be generalized is due to the location of the study which was only conducted at City College of Angeles, Pampanga, Philippines. Furthermore, the numbers of participants may also consider as one of the limitation, in terms of total population of the region.

The period of the study may also consider as limitation due to short period of one year.

CONFLICT OF INTEREST

The authors declare no conflict of interest

AUTHORS CONTRIBUTIONS

Mark Gil Superio and Dr. Richard G. Daenos contributed in the development of Instrument and provided assistant during data collection and help in proofreading and formatting the paper. Diana Tuliao , Eric Dungca and Princess Rona Gabriel assisted in data collection and literature and reference. Hazelle Ann Yalung write up and data entry and coding, and she is also serve as one of the main contributor of this study. Solomon Oluyinka, assisted in data entry and coding. Also development of framework, modification of the concepts. Solomon assisted in the area of data analysis and writing of this article. Solomon is the brain box of this study.

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