

Application and Best Practices of Media Integration Strategies

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ABSTRACT

Libraries are in the business of providing information services and information resources to its user. The implementation of new communication technology especially new media has built the bonding between users and library staff as there are two ways of communication applied. Once positive attitude received in accepting new media used by the library, it will definitely produce better outcomes from the user towards using library services. This paper aims to 1) examine the application of media integration strategies among the academic libraries based on QS University Rankings: Asia 2016 regarding the adoption of new media technologies; 2) to identify what are the media integration strategies used by academic librarian at library UiTM Puncak Alam when delivering their services. This research will contribute to the extension of knowledge for academic libraries to take full advantage of what new technologies have to offer. These exploratory results can be used as a starting point and for future planning of media integration use in academic libraries.

Keywords: New communication technology, new media tools, media integration strategy.

1. INTRODUCTION

The formations of various media integration content allow interactive user feedback and creative participation where they can access to any digital content without limits. According to (Converitive, 2011) various online media integration applications can be utilized by the user such as blog, wikis, social bookmarking, media-sharing services, social networking, collaborative editing tools, syndication, and modification technologies. Library should able to transform and meets the user demands in the communication of K-Knowledge era (Green, 2000). The important component of media integration strategy, allow two-way feedback and communications which result the passive audience becoming more active users.

Academic library is a unique resource centre which always supports the teaching and research needs of the University's staff, students and also researchers. The use of technology by students, academic libraries, and institutions of higher education needs to be a coordinated effort in order for all sides to take full advantage of what new technologies have to offer. The main role of a librarian is now to assist end-users in searching techniques and the use of technologies. From a different other perspectives, the question point back on how we become more effectively and efficiently can manage these new media channels within the constraints of our time, expertise, and human resources.

2.0 LITERATURE REVIEW

2.1 Development of ICT and New Media

The development of ICT's and new media technologies in libraries during the last quarter of the century has changed the concept of traditional library and the library profession since the library user is also changed compared to the traditional library. From the academic perspectives, academic library have experimented variety of approaches in providing information resources, and research assistance towards their user because the recent shift of technology have brought changes in the way students use academic libraries and library resources. Thus, librarians also believed that new media tools are suitable not only to communicate with users but also to facilitate the interaction of librarians with each other (Chu & Meulemans, 2008).

Studies shows that individual perceptions of information technologies are likely to be influenced by the characteristics of information technologies they use it and also by the way people around them evaluate or use the systems (Rogers, 1986; Trevino, Lengel, and Daft, 1987). The introduction of digital libraries during the last two decades has finally changed the concepts of libraries where library services and resources are no longer confined to the walls of the physical library. However, for the digital services to be utilized effectively and efficiently, library should develop effective media integration strategy to make sure library end users accept and use them.

2.2 Development of ICT and New Media

In the last ten years, the convergence between technologies and communication technologies had shown the remarkable rise of interactive media. The development of new media represents an emerging suite of applications that are interactive, context-rich, and easy to use. At the same time, the rapid development of new digital media is seen as the nearly rapid response by traditional media (Flew, 2002). With new media technologies and applications, the entire user and audience has the ability to generate content, making it a more interactive process. The variety sources of information has grown and it is easier to find those sources with the powerful of search engines that are available today.

Libraries need to remain aware of what their user want and need to help institutions develop a cohesive and comprehensive strategic plan for the implementation of new technologies across campus. Academic libraries may be perceived as being out of touch if it does not engage with these new media channels to communicate with their users (Bolter & Grusin, 1999). Libraries face new challenges as users' behaviour changes in response due to new technological developments. The use of social media by students, academic libraries, and institutions of higher education needs to be a coordinated effort in order for all sides to take full advantage of what new technologies have to offer. The formations of new media content allow interactive user feedback and creative participation where they can access to any digital content without limits.

3.0 METHODOLOGY

This study highlighted what is the media integration strategies used by academic librarian at library UiTM Puncak Alam when delivering their services as can be seen in Table 1. From the best practices below, this research will contribute to the extension of knowledge for academic libraries to take full advantage of what new technologies have to offer. On the other hand the study also examines the application of media integration strategies among the academic libraries based on QS University Rankings: Asia 2016 regarding the adoption of new media technologies. 6 academic library web sites were analysed and the survey was conducted during June 2016 and the results as can be seen in Table 1 below.

4.0 FINDINGS AND DISCUSSIONS

From this study, academic libraries believe that the assessment of library services is an ongoing process and which provides the library with the opportunity for continuous improvement of their services. It also as a way to align the library's strategic plans to meet user needs. Moreover, information and best practices provided through this study could be shared among other academic library as a base for their further development and improvement of library services.

There were several key important issues and questions highlighted from this study;

- Libraries are posting, but is anyone listening?
- What are the ethical and legal implications of using media integration strategy to disseminate information i.e. ownership of information, copyrights etc.?
- Librarian skills, strategies and policies required?
- How do these go together with traditional library approach? Is the traditional library dead?
- The death of distance > How the communications revolution is changing librarians roles
- How can we become more effectively and efficiently manage these new media channels within the constraints of our time, expertise, and human resources?

Table 1. Application of New Media in Academic Library Based on QS University Rankings: Asia 2016

No.	University Rankings	New Media
1.	UM (27)	Facebook, Twitter, Blog
2.	UPM (46)	Facebook, Instagram, Google Plus, YouTube, Media Streaming Live, uCast (Videos)
3.	USM (51)	Facebook, Twitter, YouTube, Wordpress
4.	UKM (55)	Telegram , WhatsApp
5.	UTM (63)	Facebook, YouTube
6.	UiTM (181)	Facebook, Blogs, YouTube, Twitter Instagram, Foursquare, LiveChat

Table 2. Best Practices of Media Integration Strategy: PTAR UiTM Puncak Alam

No.	Media Integration Strategy	Advantages
1.	Library Websites	Organize information and provide access to collections of quality information resources
2.	Library EZproxy : Ebooks /ejournals / Suscribed online Databases	Web proxy server used by libraries which allows library user to log in through their library's EZproxy server and gain access to bibliographic databases according to library subscriptions
3.	Chat with Librarian@Live Chat	Librarians are available (online) to answer questions about library services, information resources, and conducting research
4.	Reference Desk Management System (RDMS)	Online Systems develop to Reporting & Statistics of reference desk services
5.	Facebook PTAR Kampus Puncak Alam	More libraries have created their own library pages on Facebook to create library awareness and to function as a marketing tool.
6.	PTAR KPA@Live Twitter	Twitter displays connections among your followers, along with the hashtags they are using. The interface is simple, yet the information it provides can be significant.
7.	PTAR KPA@Instagram	Featuring a powerful suite of location-aware technologies, Instagram claims more than 80 million registered users who have shared nearly 4 billion photos.
8.	Reference Management Software :Endnote X7 @ Mendeley	An essential tool for scholars to organized or formatting references based on a variety of citation styles
9.	Online Networking : - Facebook Group : Sembang Pustakawan - Mendeley Research Profile - Researchgate Profile	Platform for other librarians and expert in a particular field to connect and share knowledge / expertise

5.0 CONCLUSION AND RECOMMENDATION

In the light of the study findings, the researcher recommended the following:

- A similar study can be conducted in by implementing the quantitative method in order to get more views from larger amount of respondents.
- Questionnaires can be formulated from the implementation of Technology Acceptance Model in order to help the quantitative researcher to understand user acceptance of media integration strategies used in academic libraries.
- Future study can help to determine the actual source of problems that occur in the media integration strategies from different user perspectives and can be used for future library strategic planning.

Such improvisation can help future researcher to determine the actual source of problems that occur in the new media acceptance involving library management and their user, thus deducting the sense of biasness the current research that have been done initially. Moreover, the capabilities of media integration strategy will provides library to engage more closely with their user because the potential of using new media are about active dialogue and engagement, which demands considerable time, resource and library commitment to be successful.

As a conclusion, librarians need to improve their ICT & digital skills to ensure that library services that had been or to be introduced are well- promoted, marketed and handled. Utilization of the new media application helps libraries to get closer to their users. Engaging media integration strategy in terms of promotional and marketing library services using various medium to make sure information is delivered promptly, more organized and effective. Improving knowledge and skills especially digital collections and e-resources will definitely increase discoverability, usage and also analytics. From time to time academic libraries can develop mutual understanding and collaboration between and other supporting industry (publishers, private sectors and government agencies, etc.).

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