

“Users Acceptance of New Media Used in Public Relations and Marketing Activities by (PUIiTM) UiTM Library”



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INTRODUCTION

Background of the Study:

At present, the role of academic library is becoming very different from what it traditionally has been. Academic library must clearly understand their vision, mission and goals to support teaching, research and learning to provide adequate instructional programs (Raza & Nath, 2007). The development and transformation of communication and information technology (ICT) in libraries during the last twenty years has altogether changed the concept of a library in providing best quality services, since the library user is also changed compared to the traditional library. Academic libraries 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).

Research Objectives:

1) to identify what are the most preference new media used by library user when they are using library services; 2) to determine how new media (NM) used in public relations (PR) and marketing activities influence user's attitude towards library services; 3) to unravel challenges faced by the user's when dealing with new media in public relations (PR) and marketing activities of UiTM library; and 4) to discover user feedback of new media used in public relations (PR) and marketing activities by UiTM library that contribute to the user acceptance of new media used by UiTM library.

Problem Statement:

Libraries face new challenges as users' behaviour changes in response to new technological developments. The value and library functionality nowadays are being question because of the generations (Gen X and Gen Y) are more demanding and they are more trusting the power of search engines like Yahoo, Google, Wikipedia and others (De Rosa, et. al, 2007).

Many studies have been carried out highlighting on communication problems between academic libraries and their library user. Nevertheless, previous studies have extensively explored on the use of social media at association meetings, conference, seminar works and in library newsletters, but no empirical study has yet been conducted that relates to determine users acceptance of new media presence especially in public relations and marketing activities of academic libraries.

Scope and Rationale of the Study: The scope of this study is limited to UiTM libraries within Shah Alam and the informants selected were library users especially UiTM students who are using facilities and services provided by PUiTM libraries. Assessment of library services is an ongoing process and provides the library with the opportunity for continuous improvement of their services.

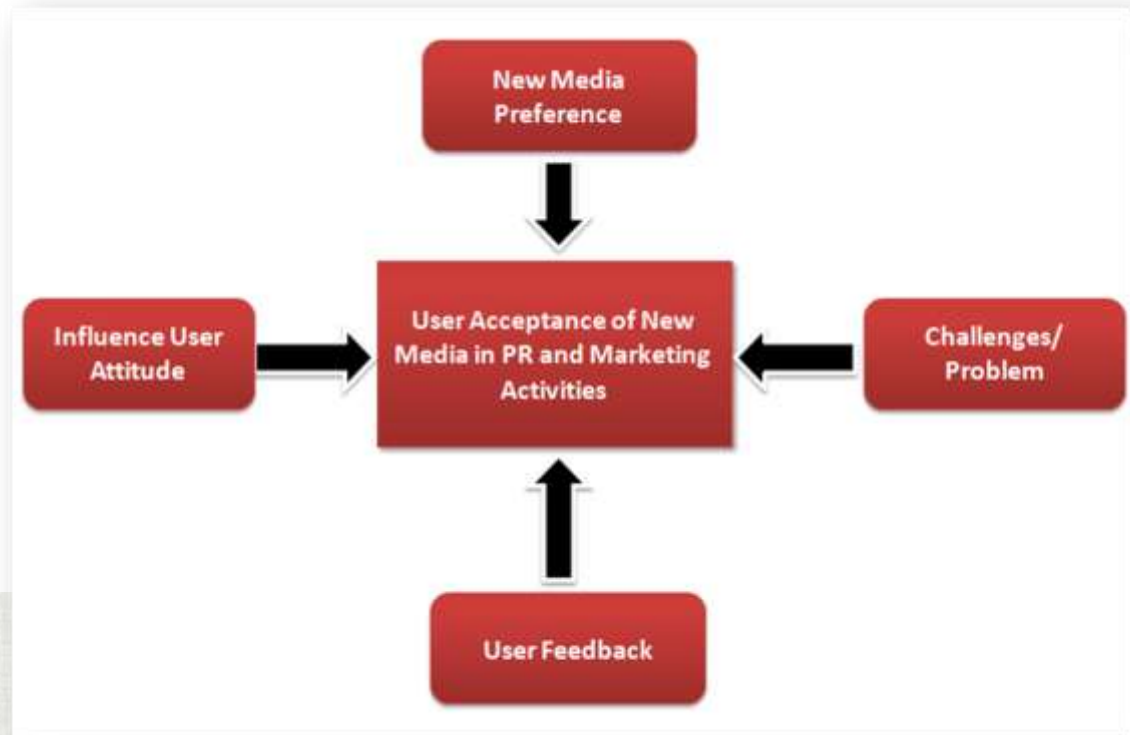
Significances of the study: The originality findings from this study are expected to contribute to the extension of knowledge and improving of PUiTM library services. More precisely, there is no such study to date undertaking of new media application in the environment of academic library setting. This study is a significant move in identifying the issues or problems that occur of new media in public relations and marketing activities of libraries to meet the new challenges. It also as a way to align the library's strategic plans to meet user needs.

Other than that, this study can also help the library management to come out with a proper guideline specifically to improve the quality and continuous improvement of PR and marketing activities by UiTM libraries. This makes it possible to understand what probably affects library user and understand the actual situation at UiTM library. Moreover, information and findings provided through this study could be shared among UiTM management as a base for their further development and improvement of library services.

Literature Review

- User Acceptance of Technology in Academic Libraries
- The Applications of New Media in Library PR and Marketing Activities
- The Relationship of User Feedback and New Media Towards Library Services

Conceptual Framework



Methodology

- ✓ The qualitative approach of research design (in-depth interview) were applied in this study where the researcher was interested to understand user acceptance by the informants on the subject matter and later being documented from their perspectives as library user.
- ✓ These informants were selected on the basis of typical sampling, a subset of the purposive sampling are chosen because they have particular features or characteristics which will enable detailed exploration and understanding of the central themes and puzzles which the researcher wishes to study
- ✓ The choice of library users as the user fit the characteristics who were often frequented UiTM library resources and had experience used library services and facilities. The informants were selected based on the characteristic that enabled them to contribute towards the study.

Cont...

- ✓ The data were analyzed by utilizing the thematic analysis by deriving themes from the in-depth interviews. Later, the researchers make selection of and choices regarding data collection procedures, interviews, documents, and observation.
- ✓ In the process of analyzing the data, the thematic analysis method was utilized in this study to further elicit the information derived from the in-depth interviews. This is where the data were organized into a more manageable volume and structure to allow for generation of themes that relates with the study. Braun and Clarke (2006) explained that thematic analysis as a way of seeing and a process for coding qualitative information.
- ✓ In this phase the researcher has gone further by coming out with the actual themes that will be presented in the data analysis. To ensure efficient and effective saturation of categories, with optimal quality data and minimum dross, evidenced by saturation and replication that sufficient data to account for all aspects of the phenomenon have been obtained by the researcher.

Findings and Discussions

No.	Themes	Findings
1.	Most new media preference by library user	i) Facebook and ii) Twitter
2.	New media used influence user's attitudes towards library service	i) Creates user loyalty towards library services, ii) build closer relationship with user , iii) Allow interactive feedback and participation, iv) create user awareness about library services , and v) change user perception about library.
3.	Challenges faced by the user's when dealing with new media in public relations (PR) and marketing activities of PUiTM	i) Lack of promotion and information broadcast, ii) lack exposure of library skills, iii) the ability to give feedback and quick response from the library, iv) users have had bad experiences with past or present service, v) lack of technical support to assists new users.
4.	User feedback of new media used by PUiTM	i) Library information is outdated and irrelevant, ii) frustrated and give-up waiting for prompt response, iii) lack of human service, iv) uncertainty to channel library enquiry, v) new media used do not provide sufficient and enough information, and vi) provide friendly and helpful guidance.

"In terms of new media used by the library, I prefer accessing library services using facebook...Most of the time I can easily get updates from library facebook ... at the same time facebook provides a flexible space where I can easily interact directly with library ."

(Informant 1, Line 24-28)

"New media makes my life more easy...more systematic.. I hope library continuously build good relationship and networking with their user .. we are losing nothing even this will gives us more knowledge that will helps our learning process actually ."

(Informant 4, Line 488-493)

"As a user, if we keep received latest and updates information about library services and new facilities, this will make student feel close and attract to use and visit library ..."

(Informant 2, Line 280-282)

"There were some point I realized library FB are not updated..I keep waiting and waiting.. nothing news and information were posted.. They should utilize and keep promoting what is happening and updates us about current event ..they suppose keep updating us .. especially if library are doing site maintenance.. we should been informed right?. "

(Informant 3, Line 345-350)

"Cannot wait for so long .. As a student we have to submit assignments and our project according to the deadline...It's important for library to meets their user expectations. "

(Informant 2, Line 236-239)

"Waiting for library feedback is quite frustrated ... as a user we need their assistance urgently.. this will make us find alternative way to help us... "

(Informant 1, Line 114-116)

"No matter what, the needs and requests of library user must always be taken seriously and treated with respect. They should give attention to their user needs. "

(Informant 1, Line 83-85)

Recommendations

- **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 new media used in public relations and marketing used by UiTM library.
- **Utilizing the same structure of research but with different sets of informants. A different set of informants** such as UiTM academic and administration staff can be an important call for user-focused research and at the same time will further extent the scope of the research. This type of data can help libraries to develop targeted PR and marketing activities for specific, identifiable populations.
- The similar research can also be conducted by **switching the focus of the research** from the perspective of the library user to the perspective of **librarian and library staff**. 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 staff, thus deducting the sense of biasness the current research that have been done initially.

Conclusion

Mainly, the researcher concluded that in order to derived and builds positive user acceptance of new media in PR and marketing activities of PUiTM, library initiatives is indeed to improve communication among library and their user. Libraries are in the business of providing information services and information resources to its user. Despite that is the essential nature of networking with the rapidly changing of new media application, the present study concludes that libraries and users can each benefit from being connected in this way.

Thus, 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). This is where UiTM library can utilize the new media in their public relations and marketing library services and at the same time helps libraries to get closer to their users.