

“Investigating Library Staff Responses Towards Reference Service Via Texting”

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ABSTRACT

Libraries hold responsibility to provide information to its user, its serve many kind of user and try to satisfy their users need, thus libraries usually always find a ways to improve their services to serve patrons better. Reference services via texting in libraries can be useful to improve libraries reference services. The purpose of this study is to investigating library staff's responses towards reference service via texting. The study also to determine user's knowledge about these services which may be help the library to increase the user satisfaction of the university library's customer services and it is also one of the method to improve the customer service at PTAR. There are only 26 respondents for this research study. The respondents are librarian and library assistants from PTAR 1, PTAR 2, PTAR 3, PTAR 4, FSPU library, INTEC library, Puncak Perdana library and Puncak Alam library.

Keywords: Reference Service via Texting, Text a Librarian, Text Messaging, Mobile Phone

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CHAPTER 1: INTRODUCTION

1.1 Introduction

Libraries hold responsibility to provide information to its user, its serve many kind of user and try to satisfy their users need, thus libraries usually always find a ways to improve their services to serve patrons better. Libraries eager to explore new ways to disseminate information effectively to is patrons. Reference services via texting in libraries can be useful to improve libraries reference services. According to Lili Luo (2011), libraries stated to adopting it to deliver reference service that enables library users to send a reference questions and receive answers via texting. Reference services via texting is one way to provide reference services to library patrons by using a mobile phone as medium to enable two ways communication between librarians and their patrons.

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