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INFORMATION AUTHENTICITY PERCEPTION OF ACADEMIC LIBRARIANS ON SOCIAL MEDIA FOR SERVICE PERFORMANCE

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ABSTRACT

Information authenticity can be defined as the truthfulness of the content presented. Social media channels have varieties of information that need to take into account of its authenticity. Issues arise when there are surveys and studies found that librarians lack of skills when facing authenticity issues in social media. This research uses simultaneous quantitative methods through survey questionnaires and descriptive approaches. Public academic libraries in Peninsular Malaysia have been identified from Perangkaan Perpustakaan Akademik 2019, National Library of Malaysia, which reported the total population of the librarians at 520. The optimal sample size of respondents for this study was 225 according to Krejcie and Morgan (1970), with the survey method using questionnaires. From the 450 questionnaires distributed, 349 (97%) of the questionnaires were returned and usable for further analysis. The statistical analyses included descriptive and inferential statistics. Parametric tests were used to analyse the data. For parametric analysis, independent samples t-test, Pearson's correlation coefficient and multiple regression analyses were used. From the findings, the information authenticity dimensions, familiarity and assurance were found to be the most preferred dimensions as perceived by respondents. Findings revealed that there is a significant relationship between information authenticity dimensions and librarian service performance with a weak to strong degree of correlation. From multiple regression analysis using stepwise method, dimensions on familiarity and assurance were found to be the most significant predictors of librarian service performance. The results indicated that all the six dimensions were moderately correlated with librarian service performance. This implied that the dimensions are required to generate better contribution to the librarian service performance. The outcome of the study is expected to assist the academic libraries and librarian service performance by improving their skills of professionalism and expertise in constructing the authenticity of information by using social media, which will bring many excellent changes in the academic field.

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CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Technology advancement has shown the main role and function of a library in the university, where it is aimed to nurture and inculcate learning skills and knowledge capabilities among individuals or groups by imparting existing or new knowledge. Indeed, Rowley (2000) as well as Shoid, Kassim and Salleh (2011), have stated that knowledge and learning among groups or individuals where both are using and applying new centre of excellence have provided a specific decision-making element by numerous subjects and things.

The relationship between the library and the new knowledge society has attempted to explain how to use knowledge to achieve its interests and also to manage the flow of information. According to Shoid and Kassim (2012) as well as Rowley (2000), they came out with a point that, both learning and knowledge are the most important resources in the organisation that remain and provide competitive benefits (Shoid & Kassim, 2012; Rowley, 2000).

Librarians in particular who serve in academic libraries are skilled in process knowledge management. Among the process management work that is often done by academic librarians are user services, technical services and administrative service duties. The string of latest technological developments scope of work has been challenged by changes in their organisations and environments which are increasingly developing and implementing complex and continuous new technologies. With this change in development, librarians should continue to be more active by acquiring knowledge, empowering knowledge and skills as well as mastering the latest revolution and providing the best services to library users.

Librarians need to be focused and always stay updated with the new systems and technologies. They also need to keep abreast with the new forms of information, information media and information sources, the tasks and the roles. Research done by Shoid and Kassim (2012) reiterated that the librarians' main role in the higher learning institutions is to cultivate and inculcate higher learning skills, technological