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WEB 2.0 ON ACADEMIC LIBRARIES IN SOUTHEAST ASIA

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ABSTRACT

The presence on Web 2.0 has significantly changed the role of the library and the way librarians interact with their users. Depending on the needs of the library, different Web 2.0 applications are used for different purposes and definitely will bring different impact on the users. For instance, streaming media such as YouTube has been the most popular video-sharing application that allows users to post personally developed videos/recordings or video tutorials to train users how to use library resources and access various services in their library. Whereas, social media such as Facebook is commonly used to interact with users, sharing library news or events, sharing pictures as well as marketing library services. This paper examines the implementation of Web 2.0 applications on academic library websites from Southeast Asia which offer LIS (Library and Information Science) program. Seventy three academic library websites were sampled and analyzed by using a web analysis. It is also discussed on how the libraries can collaborate by applying Web 2.0 on their websites. The findings revealed that the order of popularity of Web 2.0 applications implemented on the websites are Facebook, Twitter, RSS and Messenger. Applications less widely used is a Wiki. In summary, the application of Web 2.0 is still not widely used or not even provided in some academic libraries in Southeast Asia which offer LIS program.

Keywords: Web 2.0, Social Media, Academic Library, Southeast Asia, Collaboration

Introduction

Why is applying Web 2.0 on academic library websites important?. Studied by Alton and Dion (2010) revealed that libraries have recognized how different Web 2.0 applications can be used complementary to increase the level of user engagement. To move in tandem with the rapidly growing of digital resources, libraries all over the world is striving to offer the best online experiences to their users. They also found that the presence of Web 2.0 applications has an influence on its overall quality of library websites.

More recently, academic libraries have been applying Web 2.0 on their websites. Some advantages of Web 2.0 include convenience, low cost (in term of developing the applications and marketing purposes), ability to capture best practices, collaboration and communication features (bilateral communication). Furthermore, through this application it can notify authors automatically via email about new posts and comments (Denise, Gayle & Elaine, 2011). As for Mar and Vicent (2011), one of the most interesting advantages of the implementation of Web 2.0 is the interaction between the libraries and the users. Users can be continuously informed about the activities taking place in the library, the events that are occurring, what collections are available and receive selected information about the things they are interested in. In this way, the library can be visited (virtually) and followed by both local and from distant countries.

Meanwhile, at the reference desk, librarians can write, up-date or communicate with their users via blog and Facebook instantly. According to Goodfellow and Graham (2007), professional development budget can be maximized when blogging librarians share their experiences with colleagues and users while attending a conference.

Web 2.0 in several regions

Nowadays, many related studies on Web 2.0 have been conducted tremendously. In Pakistan, instant messaging and blogs were the most popular Web 2.0 applications (Muhammad & Khalid, 2012). While, studied by Nguyen (2008), Han & Liu (2009) and Li, Shi & Chen, (2011) revealed that in Australia and China, RSS (Really Simple Syndication) was the most popular Web 2.0 application, while Wiki was the least. Xu (2007) found that blogs, IM (Instant Messenger) and RSS were the most popular applications in the New York State. Alton and Dion (2010) found that IM was the most popular Web 2.0 application in North America and Blog in Europe and Asia respectively. Riza Ayu and Abrizah (2011) found that in Malaysia, Facebook was the most popular Web 2.0 applications on academic library websites and this finding was supported by Hazidah (2012). Studies from Mohd Ismail and Kiran (2012) also found that the use of social networking sites such as Facebook was the highest among Malaysian public libraries followed by RSS and YouTube.

Methodology

As there were quite a few different interpretations of countries in the Southeast Asia, this study follows the definition of Southeast Asia as shown in Table 1.

No.	Countries
1.	Philippines
2.	Thailand
3.	Indonesia
4.	Malaysia
5.	Vietnam
6.	Brunei
7.	Singapore
8.	Cambodia
9.	East Timor
10.	Laos
11.	Myanmar

Table 1: List of Southeast Asia countries

A list of university libraries which offer LIS programs was compiled from Directory of Library and Information Science in Asia (<http://www.cisap.asia/schools/>) and has been selected as a sample. The websites selected were analyzed during a two-month period between December 2012 and January 2013 using a web analysis. Content on the websites as well as hypertext links such as library news, announcement, library services, FAQs, directory and contact us were accessed to check the availability of Web 2.0 applications. Where dedicated search functions were available on the websites, keywords such as "YouTube", "Facebook", "Blogs", "RSS" were keyed-in to retrieve pages that may not be linked on the "Home" websites. The library websites were marked as "Yes" if the Web 2.0 applications appear, while they were marked as "No" for vice versa and if the library websites were not available. Various Web 2.0 tools were classified into specific applications such as: social network (Facebook/Twitter), content syndication (RSS), Blogs (Web/Blog), chat/messaging (Yahoo Messenger), Wikis (Wiki), streaming media (YouTube/Podcast), community photo (Flickr) and e-poll.

Findings

Figure 1 illustrates a comparison of the number of library websites and the number of library websites featuring Web 2.0 in the Southeast Asia. It was discovered that, even though Philippines has the highest number of university that offer LIS program, only 11 academic libraries have adopted Web 2.0. In Thailand, only five out of 17 websites examined have not adopted Web 2.0 on their websites. In Indonesia, there were 11 library websites examined. Of

the figure, seven websites have adopted Web 2.0 applications. Meanwhile, Brunei has not adopted any Web 2.0 on their website. Cambodia, Laos, East Timor and Myanmar do not offer any LIS program respectively.

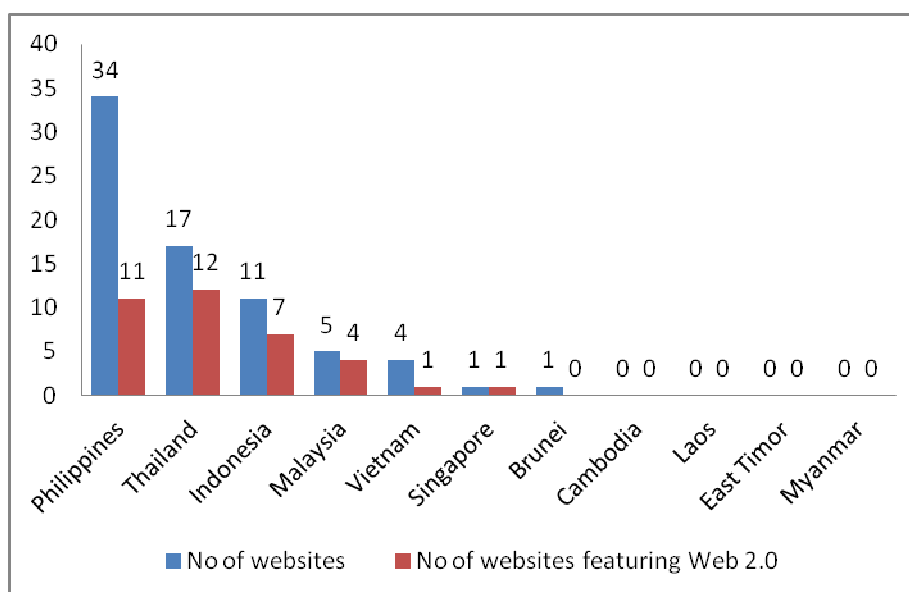


Figure 1: Comparison of the number of library websites and the number of library websites featuring Web 2.0 in the Southeast Asia.

Based on the data collected from 73 university library websites all over the countries, it was found that only 36 academic libraries have adopted Web 2.0 on their websites (Table 2). In Singapore, with only one academic library, the proportion is 100 percent. In Malaysia, four out of five (80 percent) libraries analysed have adopted Web 2.0, followed by Thailand (70.6 percent), Indonesia (63.6 percent), Philippines (32.4 percent) and Vietnam (25 percent).

Country	No. of websites	No. of websites featuring Web 2.0	% of websites featuring Web 2.0
Singapore	1	1	100
Malaysia	5	4	80
Thailand	17	12	70.6
Indonesia	11	7	63.6
Philippines	34	11	32.4
Vietnam	4	1	25
Brunei	1	0	0
Cambodia	0	0	0
Laos	0	0	0
East Timor	0	0	0
Myanmar	0	0	0
Total	73	36	

Table 2: Percentage of websites featuring Web 2.0 compare to the total number of websites for each country

As shown in Table 3, a total of 29 academic libraries with LIS program in Southeast Asian use Facebook, followed by Twitter (16), RSS (14) and Chat room (12) respectively. Applications less widely used is a Wiki.

	Facebook	RSS	Blog	Chat room	Twitter	Wiki	You Tube	Photo sharing	Streaming media	E-poll	Total
Thailand	12	7	1	4	7	0	2	2	2	3	40
Philippines	7	1	2	5	1	0	1	1	4	0	22
Indonesia	5	2	1	2	4	0	2	0	0	2	18
Malaysia	3	3	2	1	2	0	0	2	1	2	16
Singapore	1	1	1	0	1	1	1	1	0	0	7
Vietnam	1	0	0	0	1	0	0	0	1	0	3
Brunei	0	0	0	0	0	0	0	0	0	0	0
Cambodia	0	0	0	0	0	0	0	0	0	0	0
Laos	0	0	0	0	0	0	0	0	0	0	0
East Timor	0	0	0	0	0	0	0	0	0	0	0
Myanmar	0	0	0	0	0	0	0	0	0	0	0
Total	29	14	7	12	16	1	6	6	8	7	106

Table 3: Web 2.0 applications from Southeast Asian countries.

Among the eleven Southeast Asia countries which offer LIS program, Malaysia ranked fourth applied Web 2.0 on the library websites. Although there are a higher number of academic libraries in the Philippines, Table 3 shows that Thailand is the most widely applied Web 2.0 on their library websites.

Figure 3 shows a number of Web 2.0 applications by country in the Southeast Asian. In this figure, Brunei, Cambodia, Laos, East Timor and Myanmar are not in the pie chart because they have no value (0%). Thailand has been the most widely adopted Web 2.0 on their library websites, followed by Philippines (21%), Indonesia (17%) and Malaysia (15%). Singapore and Vietnam proportions are six and three percent respectively.

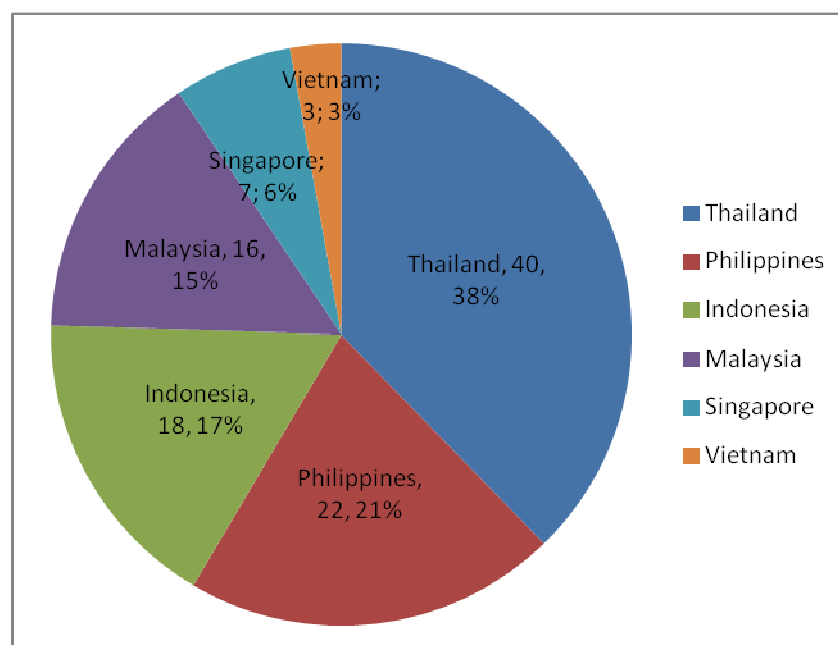


Figure 3: Number of Web 2.0 applications by country in the Southeast Asia

How we can collaborate?

In libraries, Web 2.0 has the potential to promote participatory networking where by librarians and users can communicate, collaborate and co-create content. For instance, just like Wikis, PBWorks can also be used as a medium to co-create content which is related to the information resources among librarians all over the world.

Reichardt and Harder (2005) suggest that blogs could be an effective project management tool because of their centralized online location, sharing, gathering and commenting capabilities. Studied by Chen (2009) at the Non-Roman Cataloging Section in the Ohio State University Libraries' Cataloging Department, by assisting with workflow management, blog and other Web 2.0 applications have improved quality and quantity of work. Chad and Miller (2005) believed that Library 2.0 means harnessing this type of participation so that libraries can benefit from the increasingly rich collaborative cataloging efforts, such as including contributions from partner libraries as well as adding rich enhancements, such as book jackets or movie files, to records from publishers and others.

Facebook could be an effective way to communicate, engage and collaborate with users by sharing photos, latest news and events, announcement, latest updates, latest collections and many more. Facebook admins can collaborate with each other to answer any comments or inquiries from users. Librarian Association could also use Facebook to interact with their members and updates on the latest news, up-coming events or even discuss on the agenda for their Annual General Meeting.

Chat or instant messaging could provide assistance to users in real time. By providing chat, the service gains added value as the users do not need to physically travel to the library to make any inquiries. They also can be guided by the librarian in case any difficulties that may arise whilst using the online library services.

Limitations

There were three main limitations in our study. First, the selection of libraries from Southeast Asian countries was limited to universities which offer LIS program. Non LIS programs could be identified in four countries: Brunei, Cambodia, Laos and Myanmar. Therefore, no evaluation can be made in these regions. Second, websites that were not available in English or could not be translated were also excluded. This would have an impact on the findings if they also implement Web 2.0 on their library websites. Third, some of the websites also have broken link and could not be opened at all. In this case, the researcher considered them as "No".

Conclusion

The popularity of Web 2.0 applications differs between countries. This survey found that in the Southeast Asia, the order of the popularity of Web 2.0 applications on academic library websites are Facebook, Twitter, RSS, Instant Messaging, Streaming media, Blog, E-Poll, YouTube, Flickr and Wiki.

The implementation of Web 2.0 application in academic library websites in the Southeast Asia is still far from reaching the optimum penetration. In conclusion, it is about time for libraries requires a new relationship between libraries and Web 2.0 applications in which all parties collaborate and work together in pushing the limits of what is possible whilst ensuring that core services continue to operate reliably.

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