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USER OPINION ABOUT SPS LIBRARY: A STUDY OF GOOGLE MAP REVIEWS

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ABSTRACT:

Nowadays, individuals tend to seek information about various entities through online platforms where other people share their experiences. Google Maps is one such platform that enables users to rate and review anything, including public libraries. This study aims to investigate the manner in which users of the SPS library utilize Google Maps to express their opinions about the library's services and amenities. This study utilized Google Maps as a source of data, with a data extractor being used to extract reviews. The extracted reviews were then subjected to content analysis to categorize them into different categories. Following this, a sentiment analysis was conducted to identify positive, negative, and neutral opinions about the library. The study found that users of SPS library utilized Google Maps to express their opinions about the library, with most of the reviews coming from local guides. Out of the 220 comments obtained, facilities and general aspects of the library received the most attention. Of these comments, 56% were positive, 26% were negative, and 18% were neutral. The staff and technology were the most criticized categories. None of the reviews received a response from the library authority. The study concludes that the library should actively monitor user reviews on Google Maps and other online platforms to improve their services and facilities. By doing so, the library can enhance user satisfaction and maintain a good reputation in the eyes of its users.

Keywords: User opinion, Public libraries, Online reviews, Google Maps, Sentiment analysis

INTRODUCTION:

Thanks to technical advancements, customers can now readily and cheaply access the internet, which makes it possible for them to quickly connect to many information sources, including user-submitted product reviews. Over time, numerous online review platforms have emerged to enable users to share and document their experiences (De Boeck et al., 2022). The resulting ratings and comments play a crucial role on these internet platforms (Martínez-Navalón et al.,

2021). One such platform that facilitates user reviews and ratings is Google Maps. Google Maps provides a platform that enables users to locate and identify any institution, including libraries, and rate, review, or submit photographs of that organization. User reviews hold important information that affects the perspectives of individuals across diverse industries, including business, education, and e-commerce (Chen et.al., 2012). In an online setting, remarks have a considerable impact on customers' purchase decisions (Yaylc & Bayram, 2012). In contrast to negative feedback, more favorable ratings for a product make it easier for businesses to grow sales (Weisstein et al., 2017). As a result, many organizations are using online customer reviews as a new form of advertising (Zhu & Zhang ,2010). Given how consumer opinions in the corporate world are influenced by product reviews, ratings for libraries may do the same for their patrons. Using data from Google Maps, the current project investigates users' perceptions of the SPS library. Only the research by Borrego and Comalat Navarra (2021) and Khan and Loan (2022) is known to have analyzed reviews of public libraries on Google Maps in Barcelona (Spain) and Delhi (India), respectively. The current study will only pay attention to the SPS library, how users evaluate it on Google Maps, and which facets are discussed by users.

The SPS Library, situated in Srinagar, Jammu and Kashmir, which is a union territory of India, is a well-known public library located at M.A. Road. The library was first opened in 1898 at Lal Mandi and later moved to its current location, a six-story modern building, in 2018 from where it continues to serve its patrons.

LITERATURE REVIEW:

Public libraries are organizations dedicated to providing high-quality services to their patrons to meet their needs (Amanullah et al., 2021). However, libraries are losing patrons due to the internet's fast expansion and the ease with which desired information sources may be accessed online (Tan et al., 2017; Twum et al., 2020; Vrana & Barbaric,2007). Therefore, it has become crucial for libraries to adapt to these developments and offer services that both satisfy the needs of their present patrons and draw in new ones (Bae & Cha, 2014). Wang and Shieh(2006) indicate that user satisfaction is positively influenced by service quality. Additionally, the correlation between service quality and value, customer satisfaction, and customer loyalty was examined in the research by Twum et al.,(2020), Kiran and Diljit(2011), Gede Mahatma Yuda Bakti and Sumaedi(2013), Keshvari et al.(2015), and Oh(2020). These studies conclude

that providing high-quality services makes patrons happy and, in turn, promotes user loyalty. Similar findings were made by Haruna et al.,(2017) in the academic library, which supported the notion that service quality influences customer loyalty and satisfaction. Also, Tajedini et al.,(2020) and Soares-Silva et al.,(2020) highlighted physical space, information resources, human resources, and technology as four critical variables that might increase user loyalty.

Research by Ahmadinejad(2019) found that happy customers passionately advocate the service to others, which helps the business thrive. In a public library environment, Suki(2011) observed that dissatisfied patrons usually reach out to friends, relatives, or other third parties rather than communicating their concerns to the library authority. In contrast to traditional word-of-mouth, the emergence of social media has made it feasible to connect with people worldwide and write and read product evaluations and other information influencing purchase decisions (Cheung & Thadani, 2012). Businesses have also placed a great value on these customer ratings because they can use them to understand their target audience and develop goods that appeal to them(Xu et al., 2017). As a result, it highlights the value of user reviews. Further study into the literature reveals that user-generated material also interests scholars. Ye et al.,(2009) examined how user reviews from the travel website Ctrip affect the selling of hotel rooms. Lee and Yu(2018) substituted user reviews using Google Maps for traditional methods of evaluating the quality of airport services. Lei and Law(2015) analyzed TripAdvisor reviews to determine how people felt about their eating experiences at Macau restaurants. User review studies have also been done in libraries. Despite being distinct from the commercial sector, libraries may nevertheless use user reviews to determine how well they are doing and where they need to make adjustments to better serve their customers. Borrego and Comalat Navarra (2021) and Khan and Loan(2022) utilized ratings from Google Maps to look at how people see public libraries and which areas of the libraries were often discussed by users.

In light of the fact that online reviews can influence user perceptions, the current study aims to examine the performance of the "SPS library" from the perspective of users, utilizing reviews from Google Maps as a source of data.

METHODOLOGY:

To conduct the study, the search term "SPS LIBRARY" was used to search google maps; the library in question had attracted a total of 186 reviews and ratings from as many users. The data were extracted using a data extractor and transferred to excel. The irrelevant data fields were removed while the relevant fields like username, ratings, reviews, etc were kept for further study. Some users had only assigned a star rating to the library while others had also added a written statement to support their ratings. Throughout this study, the term "rating" implies the quantitative assessment of the library and the term "review" denotes the text supporting the rating.

Google map allows users to review anything after registering with their google account, so the identity of the user can be verified. The user can also register under the “local guides” program to enjoy additional benefits for contributing to google maps. The reviews were studied and distributed among different categories based on the studies conducted by Borrego and Comalat Navarra (2021) and Khan and Lone (2022) The categories that emerged from the reviews include: "General reviews", "Collection", "Facilities", "Location", "Environment", "Technology", "Staff" and "Opening hours". Based on the aspects each review addressed they were categorized into at least one and as many as five categories.

The reviews were further assessed based on their sentiments using a manual approach and were classified either as positive, negative, or neutral reviews. An example of each review category is given in the table 1 below.

Table 1: Reviews and their Sentiment

Review	Sentiment
“one of the best library i ever come across, nice infrustucture.”	Positive
“I have seen fish markets that weren't as noisy as this library. Oh and the reading room has like fifty books.”	Negative
“Is it open today plzz rply anyone. Nd is there any contact no. Of them”	Neutral

DATA ANALYSIS AND INTERPRETATION:

Distribution of ratings, reviews, and author categories

A total of 186 users had rated the library out of which 78(42%) were “local guides” and 108(58%) were “non-local guides” as highlighted in figure 1. The majority of users appeared to be happy with the functioning of the library as the library mainly had attracted 4-5 star ratings (79%) and 1-3 star ratings were only 21%. These ratings received from “local-guides” and “non local-guides” is presented in figure2.



Figure 1: Distribution of user categories

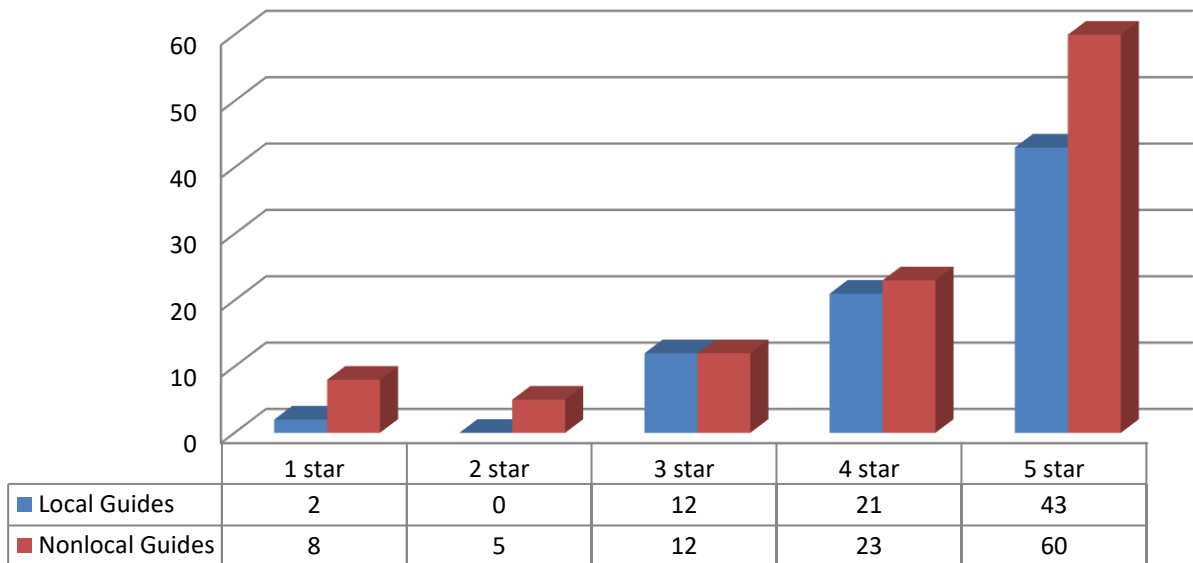


Figure 2: Distribution of star ratings by user categories

The library also received a total of 88 reviews where 54(61%) were written by “local guides” and 34(39%) were by “non-local guides” (figure 3). All the reviews were written in the English language however none of the reviews was responded to by the library.

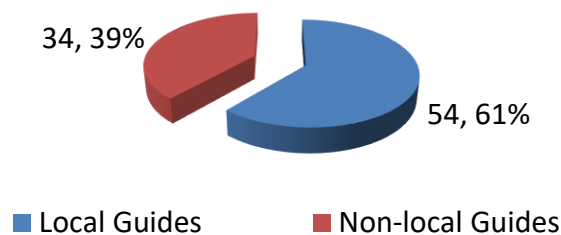


figure 1: Reviews by user category

Categorization and ratings of reviews

The user reviews were divided into eight categories based on different aspects addressed by users in their reviews. Further users also talked about multiple parameters in a single review, thus a review may fall under different categories. Each review was classified into at least one and a maximum of five categories. The table 2 below describes the different categories.

Table 2: Categories and their description

Category	Description	Example
General	Statements not related to any particular issue	The present construction of library was probably completed in between 2016-2017.
Collection	Statements about library holdings	This Library has a collection of more than one Lakh and fifty thousand books.

Facilities	Statements about infrastructure, reading rooms, etc.	Separate reading room for girls available.
Environment	Statements about circumstances for reading	Provides very good environment to study
Staff	Statements about personnel	The staff is not so much co-operative. Male staff Freely smoke in the Library Hall.
Technology	Statements about the computer, wi-fi, sockets, etc.	Internet facility should be present but unfortunately isn't.
Location	Statements about locality, neighborhood, etc.	The Shri Pratap Singh Library at MA Road is at the best location adjacent to All India National Congress Srinagar office.
Opening hours	Statements about opening hours	You can stay all day in winters from 9:am to 5:pm.

After categorization, a total of 220 comments addressing various facets of the library were achieved. The figure 4 below shows the number of reviews categorized under each category.

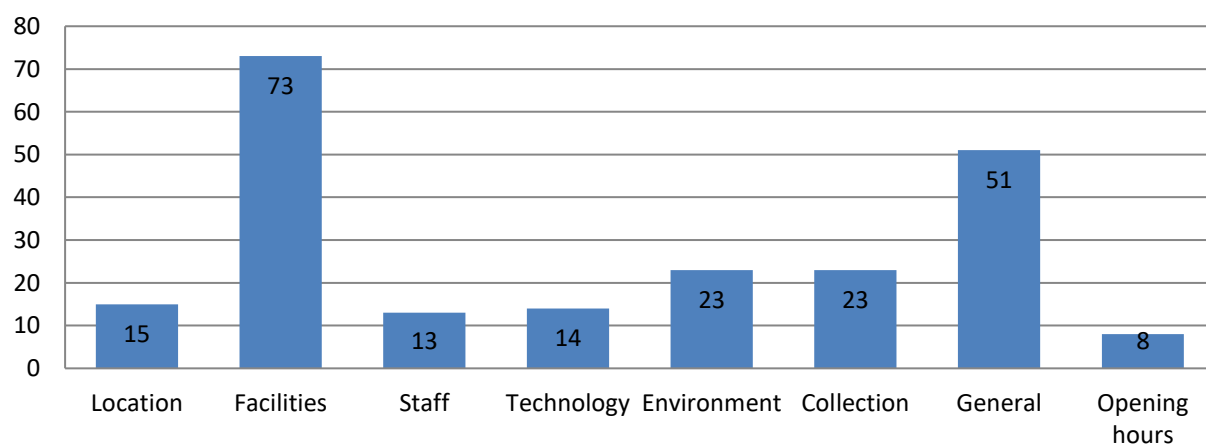


Figure 4: Distribution of reviews under different categories

The library received reviews mostly addressed to the “Facilities” category(33.2%) followed by “General” (23.2%) and “Collection” (10.5%) categories. The least number of reviews were addressed to the “Opening hours” category (3.6%).

Distribution of star ratings

The distribution of ratings for various categories is denoted in the figure 5 below.

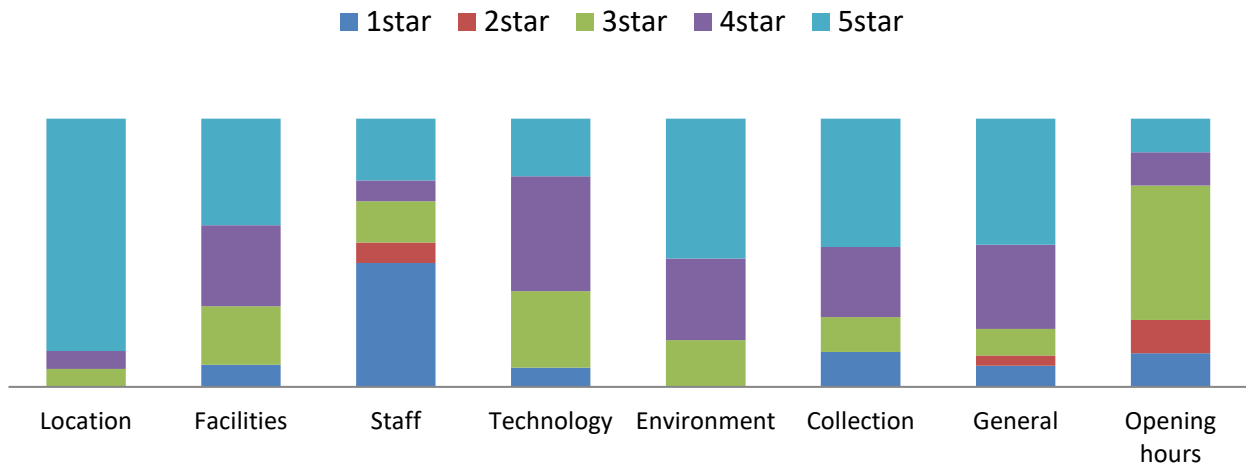


figure 5: Distribution of star ratings for different categories

The reviews with high ratings (Four-Five stars) are mostly associated with the “Facilities” category with 51 of the reviews accounting for such ratings. “General” (41) and “Environment”(19) were the other categories with high ratings. Although the “Staff” category had only 13 reviews, majority (46.2%) of them had received only a 1-star rating; suggesting that users were not happy with them. Similarly “Opening hours” had also received only 8 reviews with four of them gaining only a 3-star rating.

The polarity of reviews

The reviews after being divided into categories based on the facets of the library it discussed were further classified into “Positive”, “Negative” and “Neutral” groups based on their sentiment which was determined manually. Out of 220 reviews, 56% were positive, 26% were negative and 18% were reviewed with a neutral sentiment. This indicates that even though some of the reviews were negative but in general majority of the users were happy with the library. The same

is shown in the figure 6 below.



Figure 6: Polarity of reviews

DISCUSSION AND CONCLUSION:

The proliferation and accessibility of digital information sources have led to an increase in user engagement, in contrast to traditional libraries which have seen a decline in patrons. The interactive nature of online platforms allows users to express their opinions and provide feedback on organizations, services, and products, which can shape the perceptions of other users. To stay relevant and responsive to the evolving needs of patrons, libraries must adopt a user-centric approach by collecting and analyzing feedback to improve their offerings and services.

The study revealed that users are increasingly utilizing Google Maps to provide their evaluations of the library. The majority of the ratings were positive, with 79% being 4-5 stars. Both "Local-Guides" and "Non-local Guides" provided ratings, with "non-local guides" contributing 58% of the total ratings. For reviews, "Local-Guides" contributed 61%, while "Non-local Guides" contributed 39% of the reviews. The "Facilities" category was the most mentioned and received the highest number of 4-5 star ratings (51). The "General" category was the second-most discussed and rated category. The "Staff" and "Technology" categories received fewer reviews, but the majority of those reviews were critical. Out of 220 comments across different categories, 26% were negative. However, the library authorities did not take any action to understand and address these issues.

The research indicates that library patrons use Google Maps to voice their opinions about library facilities, which can provide insight into how they view the library. The user reviews in this study have highlighted issues that have previously been identified as factors affecting patron

satisfaction, as noted by Mohindra and Kumar(2015) and Nyantakyi-Baah and Tetteh(2019) While the majority of the users were satisfied with the library, negative reviews were still present in certain areas such as "Staff", "Technology" and other categories. The library should take action to reach out to and address these issues to improve user satisfaction. As Pham and Lai(2016) suggest that for libraries to retain users, they must exceed user expectations of service quality and staff performance. It is also important to address these negative reviews because the negative comments have a stronger influence on other users than positive evaluations(2014) Further, as stated by Borrego and Comalat Navarra (2021)a lack of response from library officials to user complaints can indicate a lack of concern and negatively impact the relationship between the library and its patrons. Therefore, libraries need to adapt and make use of the feedback provided by patrons, and be active on platforms where users express their opinions to maintain user loyalty.

However, it is worth noting that the study had some limitations such as focusing only on a single library "SPS library" having limited data. Additionally, users who review the library on Google Maps cannot be considered a representative sample of library users. "Local-Guides" earn points for contributing to Google Maps, thus there is the possibility they might have reviewed it without having actually used the library. Further studies using questionnaire and survey methods could be conducted to verify these results.

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