

SIMPLE Model of Using Social Networking for Information Services of University Libraries

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Abstract

Social networking is a social structure that lets the user interact and work collaboratively with other users, including the ability to browse, search, communicate and announce information. Although social networking is used in many libraries for information services, they do not have suitable guidelines for using it. Therefore, the objectives of this study were to study social networking usage behaviors of users and staff in libraries and to develop a model of using social networking for information services of university libraries in Thailand. We evaluated quantitative data by online questionnaire and EDFR (Ethnographic Delphi Future Research) technique and qualitative data obtained through focus group. Research results were as follows: 1) Facebook was the most commonly adopted tools in university libraries for information services and 2) A model of using social networking for information services of university libraries is SIMPLE Model that consists of service, information, management, personnel, leader and equipment. After implementing the model, results show that our proposed model can perform efficiently.

Keyword: Social Networking, Information Services, University Libraries