Social Media Engagement in Academic Library to Advocate Participatory Service towards Dynamic Learning Community

Authors : Siti Marlia Abd Rahim, Mad Khir Johari Abdullah Sani

Abstract : The ever-increasing use of social media applications by library users has raised concerns about the purpose and effectiveness of these platforms in academic libraries. While social media has the potential to revolutionize library services, its usage for non-educational purposes and security concerns have hindered its full potential. This paper aims to address the user behavioral factors affecting social media engagement in academic libraries and examine the impact of social media engagement on user participation. Additionally, it seeks to measure the effect of user participation in social media on the development of powerful learning communities.