

Use of Facebook by Deanships of Library Affairs: Perspectives of Library Staff at the Universities in Saudi Arabia

Mohammed Fathy Mahmoud Elglab¹

University of Minia, Faculty of Arts, Libraries and Information Department, Egypt

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Abstract: The use of new social networking sites to increase the communication with the university library for students and staff was discussed and examined in 42 universities library deanships in KSA (include both governmental and private universities). The study employed both primary and secondary data collection methods in order to explore the use of Facebook in Deanships of Libraries Affairs (DLAs). The data collected were processed and tabulated with discussions. The researcher found that the use of Facebook pages for libraries is very important in our time, especially with the increasingly use of social networks and smart phones services, especially in the Arab countries. Developing that service will allow students and researchers to have easy and efficient access library services.

Introduction

The 21st century continues to usher in technological advances that changed in the nature of communication, socialization, and private versus public information. Social networking has made it simple to develop relationships that transcend age, race, culture and geographical differences (Graham et al., 2009, p.28). Saudi Arabia encompasses four-fifths of the Arabian Peninsula, has inhabitants of 36,000,000 M with 29,800,000 M of local population (Statistical Yearbook, Riyadh, 2014, p.8). Saudis gained access to the Internet on December 15, 1998 (Al-Saggaf, 2011, p.2). However the Internet penetration increased at a high rate during the past few years, rising from 5% in 2001 to about 55% of the population at the end of the year 2013 AD. Social networking sites have been growing rapidly in the Arab World since 2011 and have continued to do so over the past years.

with 1.01 billion of Facebook's monthly active users accessing it through smart mobile devices (ASMR, 2014,p.13). In the GCC* countries Facebook usage has seen a healthy resurgence most notably in Saudi Arabia, Qatar and the UAE (See Figure.1). Nowadays more libraries have created their own library pages on Facebook to create library awareness and to function as a marketing tool (Jacobson, 2011, p.79), and researchers have also adapted their research strategies to this new environment (Bell, 2007,p.3) and (Ross and Sennyey, 2008, p.147). Clearly, Facebook is important to students and there is a disconnect between the way they communicate with each other (social networking sites) and the way universities communicate with students (E-mail and Campus Websites). Deanships of Library Affairs need to explore these emerging communication avenues to provide services, marketing and outreach to their users.

Corresponding author:

Minia University, faculty of arts, Egypt, now Counselor in the deanship of libraries affairs, Shaqra University, Saudi Arabia.
Email:elglab_777@yahoo.com

* Gulf Cooperation Council

Higher education in Saudi Arabia is a relatively modern phenomenon, with the first university established in 1957 (King Saud University). The population of Saudi Arabia is about 20 million; approximately 6 million are foreigners. With a population growth rate of 3.5%, Saudi Arabia is among the nations with high population growth rates (Alkhazim, 2003, p.480). The system has shown very rapid growth over the last decade in particular, with the number of universities in the Kingdom rising from 8 in 2001 to 32 in 2011, the higher education system, which is based on diversification, has expanded to include:

- 23 Government Universities.
- 18 Primary Teacher's Colleges for men.
- 80 Primary Teacher's Colleges for women.
- 37 Colleges and Institutes for health.
- 12 Technical Colleges.
- 33 Private Universities and Colleges (Ministry of Higher Education, 2014).

The Saudi government has put enormous efforts in drawing new knowledge into its universities, mainly aiming to create new sectors in the national economy and transform the country into a knowledge-based-economy. Institutions of higher learning in Saudi Arabia have put tremendous efforts into the development of knowledge centers (Salem,2009,p.1052). Information technology is a particularly important technology for the Kingdom of Saudi Arabia (KSA). Therefore universities in the KSA create a network of research centers in the country where the students are the think tanks and thus facilitate the tapping into the growing stock of global knowledge. The CITC, which is the government body which controls access to the Internet in Saudi Arabia, filters all the web traffic that flows to the country by implementing country-level proxy servers. These proxy servers contain massive databases of banned sites (CITC, 2010). However, SNS such as Facebook are not subject to this heavy censorship. That is, accessing, joining and contributing to these sites are allowed in Saudi Arabia (Al-Saggaf, Op. cit.p.4).

1.2. Deanships of Libraries Affairs (DLAs)

The deanships oversees technically and administratively all library affairs in the universities, including all central and branch libraries; In addition to the technical divisions, administrative, and support services, as they are responsible for organizing book fairs. Also they participate in distribution of publications issued by the university, in addition to represent the university at national, regional, and international levels.

1.3. Deanships Objectives:

- 1-Achieving excellence in the service of the educational process and scientific research.
- 2-Strengthening the role of Deanship in the community service.
- 3-Updating the paper sources of information.
- 4- Improving the library to increase the number of library users.
- 5-Raising the efficiency of equipment and improving the website services and infrastructure.
- 6-Developing a mechanism for the provision of services.
- 7-Developing databases, information technology, and digital resources.
- 8- To establish the appropriate infrastructure for information and communication technology for all libraries to give adequate service to its users. (Qassim University, 2014).

1.4. Deanships of Libraries Affairs (DLAs) on Facebook

Of late, there has been overwhelmingly apparent interest in use of Social Networking Sites (SNSs) among university students and the emphasis on developing competencies. The Facebook developer's platform presents enormous opportunities for librarians to integrate library services (Breeding, 2007, p.33). Now people using Facebook more and more, often some problems can be seen in Facebook social networking website, such as its usability and utilization in web-based education (Bicen and Uzunboylu, 2013, p.661). Facebook is an (SNSs) used primarily to connect, interact and stay in touch with contacts that the user knows personally, such as friends, family and colleagues (Ellison et al., 2007,p.1143). In fact, much of libraries' role throughout history has been as a communal gathering place, one of shared identity, communication, and action (Maness, 2006, p.3). Latest Statistics show that "Social networks of the electronic variety have become thoroughly embedded in contemporary culture" (Zanamwe et al., 2013,p.9).

A study in the mid-2000s indicated that most of the library directors and the general public in the United States did not think that libraries had a role in social networking (De Rosa et al., 2007,p.4) The core of the work of librarians in Deanships of Libraries Affairs is the sharing of information so this would suggest that librarians are in a unique position to implement and exploit social media to their advantage, Social media give librarians a way to reach out to their users who may not have considered the library as a resource for their information needs : Cost and ease of use , Communication with patrons, Marketing and promotion, A way to improve customer service (Canty, 2013,p.44).

There are 23 Deanship of Libraries in Saudi Government Universities and 33 Private Universities and Colleges are responsible for all matters relating to libraries in universities. In fact it does not require much imagination to begin seeing a deanship as a social network itself. In Saudi Arabia Facebook is ranked first most frequently accessed website in Middle East usage Amount 5,852,520 in 31-Dec-2012 (Middle East - Internet World Stats, 2014). And also Research findings showed that students spend around 94 percent of their time on online social networking websites during a typical week (Higher Education Research Institute, 2007).

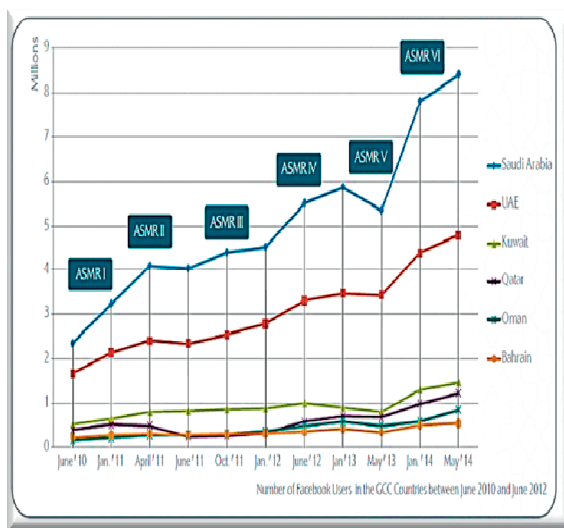


Figure 1. Number of Facebook Users in the GCC (Gulf Cooperation Council) Countries between June 2010 and May 2014

2. Relevant literature review

There are only few studies about Facebook use in libraries. The present study different from others in many sides, this study examines a modern topic in Arab societies and in Universities' deanships of Libraries in Saudi Arabia.

2.1 Using Facebook by research scholars:

In the study of (Madhusudhan, 2012) entitled "Use of social networking sites by research scholars of the University of Delhi: A study" explored how research scholars of University of Delhi integrated Social Networking Sites (SNSs) into their daily communication for research work. A structured questionnaire was designed and personally distributed over 160 respondents; most used SNSs for "lurking" while few used such sites for promoting research. And in the study of (Kumar, Anil and Rajinder Kumar, 2013) entitled "Use of Social Networking

Sites (SNSs): A study of Maharishi Dayanand University, Rohtak, India". This paper has made attempt to study the activities and reasons for using Social Networking Sites by the Post Graduate students and research scholars of Maharishi Dayanand University, Rohtak, India, It was found that majority of the respondents be aware and making use of such applications in their research work. The study also reveals that Facebook is the most popular SNSs among all categories of students and research scholars.

2.2. Facebook and library services:

(Parveen, 2011) in his study entitled "Use of social networking site Facebook in making awareness among the library and information science professionals of university libraries of U. P.: a case study". The purpose of the study was to explore social networking site (SNS) like Facebook to work as an effective tool for imparting information or knowledge and prove helpful in making awareness among Library and Information Science (LIS). Data was collected by means of a questionnaire that was circulated among the LIS Professionals of University Libraries of U.P randomly.

(Jacobson, 2011) in his study entitled "Facebook as a Library Tool: Perceived vs. Actual Use". This paper examines reported versus actual use of Facebook in libraries to identify discrepancies between intended goals and actual use. The results of a 2009 study about the use of Facebook in libraries are used as a guide to gauge the perceived and actual uses for Facebook in this study. Results of the test reveal that the two ranks are not statistically different, but that there is a noticeable difference when looking at the perceived and actual rankings qualitatively. And (Chu, S. K. W., and Du, H. S, 2012) in their study entitled "Social networking tools for academic libraries". This is an exploratory study investigating the use of social networking tools in academic libraries, examining the extent of their use, library staff's perceptions of their usefulness and challenges, and factors influencing decisions to use or not to use such tools. Invitations to participate in a web-based survey were sent to 140 university libraries from Asia, North America and Europe. Responses were received from 38 libraries (response rate: 27.1%). Twenty-seven libraries (71.1%) used social networking tools, five (13.1%) were potential users and six (15.8%) did not plan to use them at all. Facebook and Twitter were the most commonly adopted tools in university libraries.

The present study Attempts to add to the professional literature on library Facebook use and will cover all Saudi Arabian country universities.

This study is a comprehensive research which has been conducted on assessing the use of SNSs among library staff at the Deanships of Library Affairs in Saudi Arabia. This study explores how social networking site Facebook proves helpful to create library awareness and to function as a marketing tool. Therefore, this study is a pioneer study in the Middle East dealing with this subject and in Arab societies.

3. Problem Statement

In Deanships of Library Affairs (DLAs) in Saudi Arabia a lot of services offered in physical practice by face-to-face with the library staff, this is somewhat cumbersome as both parties have to be present, irrespective of distance, time, and financial constraints before the service is rendered. As a way of making the service less stressful for both parties, therefore the popularity of Facebook has become as a platform for the delivery of services. According to Facebook latest statistics, there are more than 500 million active users on the site and more than 250 million users log on each day. There are many studies conducted to find out the impact of social networks on academic libraries. But no comprehensive research has been conducted on assessing the use of SNSs among library staff at the Deanships of Library Affairs in Saudi Arabia. Even though some studies exist, they do not focus on their use by library staff at the Deanships of Library Affairs (DLAs) of Saudi Arabia Universities, This study explore how social networking site "Facebook" proves helpful to create library awareness and to function as a marketing tool. Therefore, this study is a pioneer study in the Middle East and in Arab societies dealing with this subject.

4. Objectives of the study

The objectives of the study were to enumerate the Social Networking sites (SNS) especially; the Facebook has being used by Library Staff at the Universities in higher education, Saudi Arabia, The specific objectives of the study were:

- 1- To find out the main reasons for using Facebook as information source in deanships of libraries affairs (DLAs) in Saudi Arabia Universities .
- 2- To explore librarians (who responsible for the Facebook pages) view about its uses and services.
- 3- To find out the frequency of use of Social Networking Sites.
- 4- To describe librarians' perceptions of the usefulness of Facebook as social networking tools for information/knowledge sharing and enhancement of library services.
- 5- To know the problems being faced by the person responsible for the Facebook page in deanships of libraries affairs (DLAs) in Saudi Arabia Universities .

5. Research Questions

- 1- Who is responsible for Facebook pages in deanships of libraries affairs (DLAs)?
- 2- What is the frequency of updating Facebook pages?
- 3- What is the purpose for using Facebook by Library Staff at the Universities in Saudi Arabia?
- 4- How many fans in the pages?
- 5- What are the problems faced by Library Staff at the Universities in Saudi Arabia ?

6. Methodology

The researcher used in present study a descriptive research design which was considered the most suitable approach, this study employed both primary and secondary data collection methods in order to explore on the use of Facebook in Deanships of Libraries Affairs (DLAs). The questionnaire tool was used for the present study to collect the primary data, keeping in mind the objectives of the study. In addition to the questionnaire, interview and observation methods were also used to collect the required information to supplement the questionnaire and to bring more clarity to the data, which were essential and used for analysis and interpretation of the data. Questionnaire included demographic data, data about person responsible for library Facebook page, benefits responsible for library Facebook page, benefits, purpose of using Facebook in libraries, purpose of using Facebook in libraries, finally problems faced with using Facebook by libraries.

6.1. The sample

The samples in this study were total of 23 Government Deanships of Libraries Affairs (DLAs) Universities and 27 Private Deanships of Libraries Affairs (DLAs) Universities and College in Saudi Arabia. Total 50 questionnaires were distributed and 84% (42) were received back after completed by Library Staff in (DLAs). The data collected by different methods were analyzed, interpreted and presented in tables and figures.

6.2. Data analysis and interpretation

The quantitative data were analyzed with the help of SPSS version 15. The researcher used the individual and group meetings results and remarks in interpretation of the tabulated data.

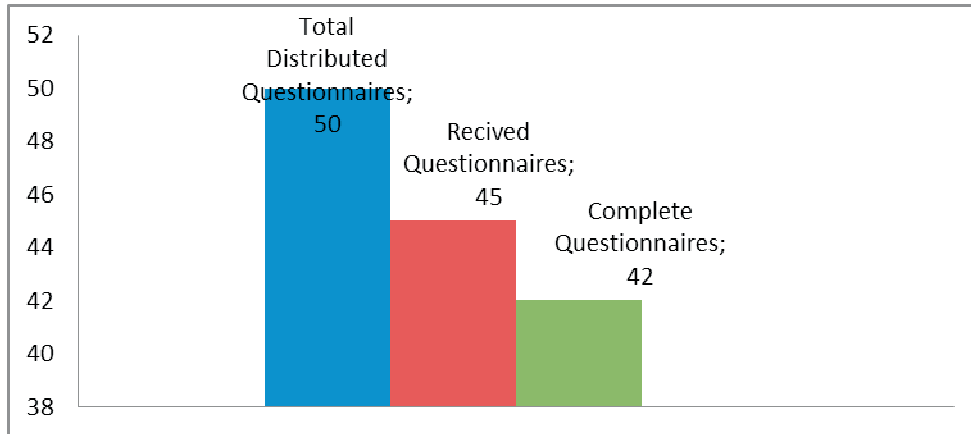


Figure 2. Sample of Distributed Questionnaire (n = 42).

The characteristics of the participants are summarized in Table 1. As indicated, the overall respondents were received back. The respondents distributed by gender to 35 (83.3%) male and 7 (16.7%) were female. Most of the respondents reported that they were Libraries Specialists 28 (83.3%), and 14 (16,7%) were non libraries specialists.

Table1. Demographic information of respondents (n=42).

Gender	Frequency	Percentage	Specialization	Frequency	Percentage
Male	35	83.3%	Specialist libraries	28	66.7%
female	7	16.7%	Non-specialist	14	33.3%
Total	42	100%	Total	42	100%

Table 2. Mangers of the Facebook page on the web (n=42).

The section responsible for the Facebook page	Frequency	Percentage
IT Manager	16	38.00
More than a section	8	19.04
Reference Services	6	14.28
Assistant Director	5	11.02
Research and Learning Services	4	9.52
Public Services	2	4.76
Communications	1	3.38
Total	42	100%

It is clear from the above table that "IT Manager" was the most section responsible for the Facebook pages in (DLAs) with 16 (38%) of respondents, while "more than one section" was the second with 8 (19.04%) respondents, "reference services" was in the third position with 6(14.28%), "assistant director"

was in the fourth position with 5(11.02%), then "research and learning services" with 4(9.52%), "public services" with 2(4.74%), and finally "Communications" with 1(3.38%) respondent.

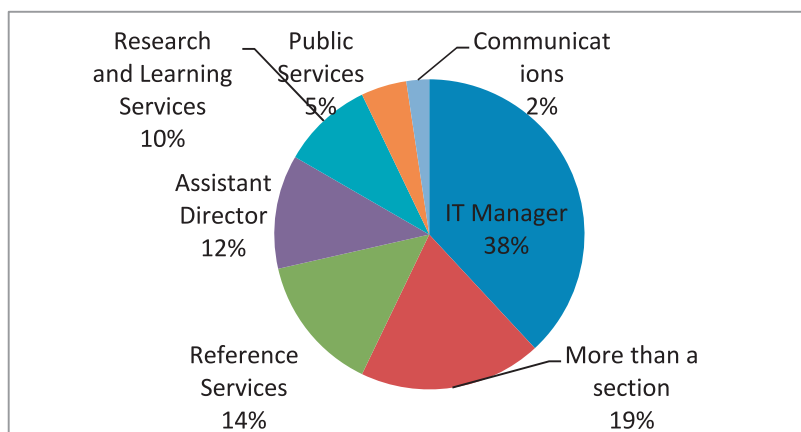


Figure 3. Mangers of the Facebook page on the web (n=42)

Table 3. Frequency of updating Facebook pages (n=42)

Frequency of updating Facebook pages	Frequency	Percentage
Current news	23	54.76
Fortnightly	8	19.04
Once a week	5	11.90
Monthly	4	9.52
At least daily	2	4.76
Total	42	100%

Table 3 about frequency of updating Facebook pages showed that more than half respondents stated that "current news" updating was in first position with 23(54.76%) respondents, while "Fortnightly" became in the second position having 8(19.76%), "Once a

week" was at the third position with 5(11.90%), and "Monthly" was at fourth position with 4(9.52%) , "At least Daily" became the last position with 2(4.76%) respondents.

Table 4. Number of Friends on Facebook pages (n=42)

Number of Friends on Facebook pages	Frequency	Percentage
100 -200	16	38.09
50 – 99	10	24.00
More than 200	8	19.04
10 – 49	6	14.28
Less than 10	2	4.76
Total	42	100%

In table 4 The responses regarding the total friends on Facebook pages of (DLAs) showed that majority of the respondents were have about 100-200 friends with 16(38.09%), 50-99 friends became in the

second position with 10 (24.00%), More than 200 friends at the third position with 8(19.04%), 10-49 friends was the Fourth with 6(14.76%), finally Less than 10 friends With 2(4.76%).

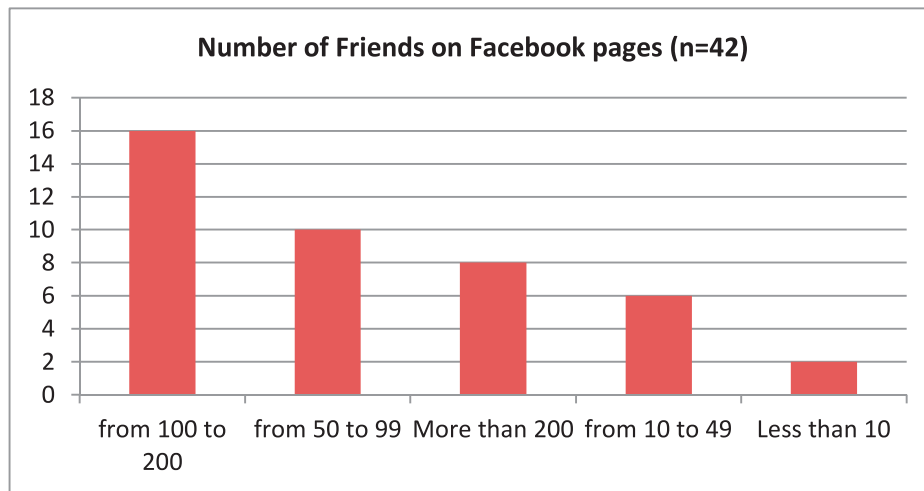


Figure 4. number of friends on Facebook pages (n=42)

Table 5. Types of friends on Facebook pages (n=42)

Types of friends on Facebook pages.	Frequency	Percentage
Students from the university	40	95.23
Doctor/professor from the University	37	88.09
Workers from the university	35	83.33
Students from outside the university	30	71.42
Doctor/professor outside the University	21	50.00
Others	18	23.80

Note: multiple answers are permitted (n=42)

Table 5 showed that the majority of Facebook pages friends were "students from the university" with 40(95.23%), while "Doctor/ professor from the University" was the second position with 37(88.09%), and "Workers from the university"

became the third with 35(83.33%), the fourth was "Student from outside the university" with 30 (71.42%), and the "Doctor/ professor from outside the University" with 21(50.00%), finally "Others" with 18(23.80%) .

Table 6. Main Reasons for Using Facebook as Information Sources

Reason	Frequency	Percentage
To keep in touch with others	41	97.61
To get updates/ news	38	90.47
Develop read and write web skills	35	83.33
Helps in research and learning	29	69.04
To obtain others' opinions/comments	25	59.52
To get background/ introductory information From users	20	47.61
To get interact professionally	17	40.47
To express creativity of users	14	33.33

Note: multiple answers are permitted (n=42)

It is revealed from the above table that the mean reason for using Facebook in (DLAs) was "To keep in touch with others" with 41(97.61%), then "To get updates/ news" with 38 (90.47%), and to "Develop read and write web skills" became third with 35(83.33%), then "Helps in research and learning"

with 29(69.52%), and "To obtain others' opinions/comments" was 25(59.52%), and "Responses to get background/ introductory information from users" with 20(47.47%), To get interact professionally with 17(40.47%), finally To express creativity of users with 14(33.33%) .

Table 7. Purpose of using Facebook.

Purpose	Frequency	Percentage
Put Online public access catalog(OPAC)	39	92.85
To post photos , files ,videos	35	83.33
Dissemination policy of Libraries	30	71.42
Put the search page of Digital Library	29	69.04
Helps in research and learning	25	59.52
To obtain others' opinions/comments	23	54.76
Announcement of new services	21	50.00
To get background/ introductory information From users	19	45.23
To push out library announcements to employees	15	35.71

Purpose	Frequency	Percentage
conferences/proceedings	12	28.57
Provide chat reference	8	19.04
Setting work schedules and vacations official	5	11.90

Note: multiple answers are permitted (n=42)

Table 7 approved that the top purpose of using Facebook was "to Put Online public access catalog (OPAC)" with 39(92.85%), And the Second purpose was "To post photos, files and videos" with 35(83.33%), Third purpose was "Dissemination policy of Libraries" with 30(71.42%), the purposes of "conferences/proceedings" came next with 12(28.57%), and to "Provide chat reference" came with 8(19.90%), Finally the Purpose of "Setting work schedules and vacations official" with 5(11.90%).

Table 8. Evaluation of using Facebook in (DLAs) (n=42)

Evaluation	Agree	Neutral	Disagree	Total
Using Survey tools on Facebook and receiving back notifications help to improve services	35	5	2	100%
Organizing educational events with Faculty member and students helps to develop services	29	10	3	100%
Facebook works as a platform to interact beyond barriers of location and Nationality	40	2	0	100%
There is the satisfaction of the users in the use of Facebook	23	8	11	100%

In response to the above question it was founded that, 35 of answers agreed with the choice "Using Survey tools on Facebook and receiving back notifications help to improve (DLAs) services", 5 were Neutral and 2 Disagreed that answer. For the second answer 29 agreed, 10 were neutral and 3

disagreed. Regarding the third answer "Face book works as a platform to interact beyond barriers of location and Nationality" 40 respondents agreed and 2 were neutral, respondents of the answer "satisfaction of the users in the use of Facebook" were 23 agreed, 8 were neutral, and 11 disagreed.

Table 9. Problems in using Facebook in (DLAs)

Problems	Frequency	Percentage
Data security	38	90.47
No Interested	35	83.33
Lack of time	30	71.42
Lack of technical support	28	66.66
It has no role in making awareness	22	52.38
Not useful to (DLAs)	20	47.61
Lack of interest of the users	18	42.85

Note: multiple answers are permitted (n=42)

Table 9 was about the most various problems have been mentioned by the respondents. At the first position was "data security" with 38(90.47%), in the second position was "no interested" with 35 (83.33%), in the fourth position with 28 (66.66%) was "Lack of technical support" , while 22(52.38%) respondents founded that "It has no role in making awareness", while 20(47.85%) respondents believed that "Facebook Not useful to (DLAs)", finally 18 (42.85%) respondents founded that "Lack of interest of the users" was the main problem they faced.

Findings of the study

- 1- It was found that 35 (83.3%) of respondents were male and (16.7%) of respondents were female. (Q1)
- 2- It was found that current news updating was in first position with 23(54.76%) of respondents in Facebook pages updating activities done by (DLAs). (Q2)
- 3- The majority of librarians in the deanships of Libraries Affairs (DLAs) were specialists in libraries with 28(66.7%).
- 4- Majority of the respondents 16(38.7%) stated that the Manger of the Facebook page on the Web is the IT Manager.
- 5- Majority of the respondents 16(38.09%) have between 100-200 friends on their Facebook pages. (Q4)
- 6- The Main Reason for Using Facebook pages in (DLAs) was "To keep in touch with others" with 41(97.61%) respondents. (Q3)
- 7- The Main purpose for Using Facebook pages in (DLAs) was "Online public access catalog (OPAC)" with 39 (92.85%).(Q3)
- 8- 95.2% of respondents agreed that Facebook works as a platform to interact beyond barriers of location and Nationality.
- 9- 90.47% of respondents stated that data security is the major Problem in using Facebook in (DLAs). (Q5)

Conclusion

From the present work it is clear that, the use of Facebook pages for libraries is very important in our time. Therefore, the responsible staff of (DLAs) must be aware about the importance of Using Facebook library pages for students and faculty members in Saudi universities also, about the importance of Facebook pages as an effective and quick communication mean. Therefore they should update Facebook pages on ongoing basis and offer all the services and current awareness, they should increase the awareness of all deanships of libraries Affairs about the importance of Facebook library pages, and overcome many of the problems facing the users of

libraries Facebook pages by increasing the awareness of universities' employees.

The researcher believes that the use of Facebook pages for libraries is very important in our time, especially with the increasingly use of social networks and smart phones services, especially in the Arab countries.

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Author biography

Mohammed Fathy Mahmoud Elgallab Is currently an assistant professor at Shaqra University Kingdom of Saudi Arabia, and Counselor in the deanship of libraries affairs, Shaqra University. Before worked at Minia University, faculty of arts, Department of libraries and Information Science, Egypt. Contact: e-mail: elglab_777@yahoo.com

Appendix

Use of Facebook by Deanships of Library Affairs: Perspectives of Library Staff at the Universities in Saudi Arabia.

1. Name of the university: (optional)

2. Gender:

Male Female

3. Name: (optional)

4. What type of the university do you work at?

Government University

Private University

5. Deanship of Library Affairs has a page on the net:

Yes

No

6. Who the Manger of the Facebook page o(The section responsible for the Facebook page) :

Assistant Director.

Public Services.

IT Manager.

Research and Learning Services.

Communications.

More than a section.

7. How many Frequency of updating Facebook pages?

At least daily.

Once a week.

Monthly.

Current news.

Fortnightly.

8. What is the Number of Friends on Facebook Pages?

Less than 10.

10 – 49.

50 – 99.

100 -200.

More than 200.

9. What Types of friends on Facebook pages?

Doctor/professor from the University.

Students from the university.

Workers from the university.

- Students from outside the university.
- Doctor/professor outside the University.

10. What Main Reasons for Using Facebook as Information Sources?
Develop read and write web skills

Helps in research and learning

- To keep in touch with others.
- To get updates/ news.
- To get background/ introductory information From users.
- To express creativity of users.
- To get interact professionally.
- Develop read and write web skills.
- To express creativity of users.
- Helps in research and learning.

11. What Purpose of using Facebook?

- To obtain others' opinions/comments.
- To get background/ introductory information from users.
- To post photos, files, videos.
- Put the search page of Digital Library.
- Provide chat reference.
- To push out library announcements to employees.
- Setting work schedules and vacations official.
- Dissemination policy of Libraries.
- Put Online public access catalog (OPAC).
- Announcement of new services.
- conferences/proceedings.
- Helps in research and learning.

- 12. Evaluation of using Facebook in (DLAs).
beyond barriers of location and Nationality.
Organizing educational events with Faculty.
Facebook works as a platform to interact.
There is the satisfaction of the users in the use of Facebook.
member and students helps to develop services.
Using Survey tools on Facebook and receiving.
back notifications help to improve services.

13. Problems in using Facebook in (DLAs).

- Lack of technical support.
- Data security.
- Lack of time.
- Not useful to (DLAs).
- It has no role in making awareness.
- Lack of interest of the users.
- No Interested.

Agree	Neutral	Disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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استخدام الفيسبوك من قبل عمادة شؤون المكتبات: وجهات نظر من الموظفين المكتبيين في الجامعات السعودية

محمد فتحي محمود الجلاب

الأستاذ المساعد، بقسم المكتبات، جامعة شقراء

(قدم للنشر في ٥ / ١ / ١٤٣٧ هـ؛ وقبل في ٦ / ٥ / ١٤٣٧ هـ)

الكلمات المفتاحية: مواقع الشبكات الاجتماعية، عمادة شؤون المكتبات، الويب ٢.٠ تطبيق، المملكة العربية السعودية

ملخص البحث: ناقشت هذه الورقة البحثية استخدام مواقع الشبكات الاجتماعية لزيادة التواصل مع المكتبات الجامعية والطلاب والموظفين وقامت الدراسة بحصر عدد ٤٢ من عمادات شؤون المكتبات في الجامعات الحكومية والخاصة في المملكة العربية السعودية. وتم إعداد استبيان لمعرفة الواقع الفعلي لخدمات الفيس بوك ومعالجة البيانات التي تم جمعها وتبويبها. ووقفت الدراسة على أهمية استخدام الفيس بوك في المكتبات الجامعية ودرجة الوعي لدى جميع عمادات شؤون المكتبات عن أهمية الفيسبوك، والتغلب على العديد من المشاكل التي تواجه مستخدمي الفيسبوك من خلال زيادة وعي العاملين في المكتبات الجامعية، ويعتقد الباحث أن استخدام صفحات الفيسبوك للمكتبات مهم جدا في عصرنا هذا، خاصة مع استخدام متزايد من الشبكات الاجتماعية وخدمات الهواتف المحمولة، وخاصة في الدول العربية.