

# Evaluating the Trend of Using New Technologies to Attract Audience in Public Libraries in Iran

Fezzeh Ebrahimi<sup>1</sup>, Mohammad Mohsen Rafiei<sup>2</sup> & Mahshid Torbati<sup>3</sup>

<sup>1</sup> Department of Information Sciences and knowledge Studies, Isfahan university, Iran

<sup>2</sup> Department of Information Sciences and knowledge Studies, Qom university, Iran

<sup>3</sup> Department of Information Sciences and knowledge Studies, Islamic Azad university, Kerman, Iran

Correspondence: Fezzeh Ebrahimi, Department of Information Sciences and knowledge Studies, Isfahan university, Iran. E-mail: editor.hna@gmail.com

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## Abstract

**Background and Objective:** This study examined the use of modern technology to absorb audience in public libraries under the Public Libraries Foundation.

**Methodology:** This is a survey- kind of descriptive study. The statistical population are authorities of public libraries with standard and central level. A questionnaire was used to collect the data. Reliability of the questionnaire was calculated using Cronbach's alpha of 0. 871. Software SPSS19 was used to analyze data analysis.

**Findings:** The results showed that the use of new technologies in public libraries is lower than the average level. The most use of these devices is shown in Tabriz Central Library at 58 percent. Also, there is no significant difference between respondents' opinions in terms of demographic variables, level and degree of education.

**The possible results and applications:** The results of this research are useful for decision making and effective use of new technologies to attract and expand audiences in public libraries.

**Originality / value:** This study is among the first research that examines new technologies in public libraries to attract audience. Earlier in marketing literature and web technologies, several studies have been conducted for public libraries, however, in this study the application of new technologies in libraries is used to increase to attract audience.

**Keywords:** new technologies, public libraries, microblog, R. S. S, SNS

## 1. Introduction

One of the major concerns of libraries is to attract audience and insufficient knowledge of services and expectation in the library is one of the most fundamental of these problems. Francine (2006) believes that the position of the library is in danger as a place for of information providers and meet the information needs of audiences, because marketing and audience engagement is flawed.

Today, the importance of marketing is so that the flow string (1997) mentioned it as one of the factors of success and believe that the organizational development of institutions owes more to marketing their products rather their management.

Today, to keep pace with changes in technology, social institutions need new and more effective ways for their protection and survival (Hawcroft, 1999) In this regard, the libraries are no exception. Some new technologies, such as Web 2 technologies, Internet technologies and etc.... have appeared as techniques of marketing in libraries and as a motor for library modern marketing. The use of new technologies can absorb the audience to public libraries.

Some of these marketing technologies such as microblogging, mobile, R. S. S, SNS, search engines, and video can also be used in public libraries. In this study we examine the extent of utilization of new technologies in public libraries of marketing?

In this regard, we intend to provide the necessary answers to the following questions:

1. What is the extent of utilization of microblogging marketing in public libraries?
2. What is the extent of utilization of mobile marketing in public libraries?
3. What is the extent of utilization of RSS marketing in public libraries?
4. What is the extent of utilization of SNS marketing in public libraries?
5. What is the extent of utilization of search engine in public libraries?
6. What is the extent of utilization of video marketing in public libraries?

In this context, several studies have been done that some of them are provided below:

Rasouli (2012) in order to determine the level of participation of social communication science students at Allameh Tabatabai University in Tehran, central Tehran Azad and Research Science in undergraduate Degrees, graduate and doctoral found that the majority of people are members of an online social networks such as Facebook, the majority of respondents access social networks such as Facebook and through proxy and most people believe that the use of proxy is convenient for them.

Jalilpour and Farajpahlou (2013) in order to explore the possibility of using 4p marketing model based on the viewpoints of librarians in public libraries in Khuzestan province founded that knowledge of managers and librarians in public libraries in Khuzestan province in the library is much" with marketing concept ". A significant proportion (68.8 percent) of managers and librarians were disagree to create a separate unit as marketing department in the public libraries. Totally, these results indicate the possibility of using this 4p marketing model in libraries.

Bahrami (2014) in order to determine the knowledge and use of web technologies by academic librarians and identify important factors hindering its use in Iranian Academic Libraries, using the questionnaire found that most familiarity with Web 2 technologies related to technology blog and lowest level of familiarity was related to social cataloging technology. Also, according to our results, the librarian use wiki tools than other tools and the least use was related to bookmarking sites and social technologies.

Nārāyaṇa and Raju (2010) in his research entitled "Features of Web 2 websites at university libraries" discussed the latest methods of use of the web 2 in the top 100 universities. Findings showed that among the top 100 universities, 35 libraries university used RSS to announce news and awareness and 12 libraries used RSS to announce a new book list, and 15 libraries, have taken the blogosphere as an advertising mechanism in the library.

Meyoga (2010) in a study titled "Use of microblogging in local libraries" founded that the use of microblogging libraries is less. Slow edition, boring content, and lack of update and timely information are the reasons to rare use of microblog in libraries.

Aref and Mahmoud (2012) examined the reasons and barriers in the use of social media technologies among Pakistan's librarians. Their findings showed that lack of computer literacy and lack of related facilities and the Internet are the major obstacles in the way of using social media.

Chua and Gu (2010) examined the use of technology of Web 2 in 120 public libraries after academic libraries from North America, Europe and Asia using content analysis method and found that rates of use of these tools in North American libraries were further than other libraries and this could be due to expand the Internet in the region and the use of Web 2 technologies in academic libraries in the greater measure of public libraries.

Du and Kang (2013) in a study examined the use of two-dimensional codes in mobile marketing's library. Their findings showed that two-dimensional code is effective in technology integration of IT and marketing through the mobile library.

Hua (2015) evaluated new marketing technologies in 985 academic libraries in China and founded that 74 percent of libraries in China use video marketing. After video marketing, mobile marketing and marketing through microblogging (respectively 69 and 58%) ranked second and third. RSS marketing was fourth with 43 percent.

As can be seen in all the records, libraries are moving towards the use of new technologies and in the country as well as the equipment used in some areas and in others they will be able to use.

## 2. Methodology

The statistical population included all the officials in public libraries under Public Libraries Foundation with central and standardized level. According to statistics from 2015, there are 33 Central and standard Library in 18

province of country which a questionnaire was sent to officials libraries, 25 questionnaire (7.75 per cent) were returned to the researchers and analysis was done.

### 3. Findings

Before addressing the main questions of the study, the studied population data on education, qualification was collected. Accordingly, Table 1 indicates demographics respondents.

Table 1. Distribution of demographic characteristics of public library

Central and standard libraries		Level of variables	Variable
Percent	Frequency		
0	0	Diploma	Education level
4.34	1	Associate degree	
39.13	9	BA	
52.17	12	MA	
4.34	1	P.H.D	
39.13	9	Librarian	Education degree
60.86	14	Non-librarian	

As can be seen in Table 1, among the 23 collected questionnaire of public libraries officials with central and standardized level, they found that about 39 percent had bachelor's degree, about half of them (52 percent) had master's degree. The results show that about 39 percent of public library staff, have been educated in the field of Library and Information.

#### The first question: what is the extent use of microblogging marketing in public libraries?

Data show that the use of microblogging in public libraries is extremely low and the use of this technology has not been seen in any of the public libraries.

The findings of the present study show similar results with Meyoga (2010). The findings of this research have shown that the use of microblogs is known less in library; slow edition, boring content, lack of update and timely information are the reasons to rare use microblog in libraries. He says that librarians can promote the use of microblogging content management and standardization in libraries.

#### The second question: what is the extent of the use of mobile marketing in public libraries?

Investigation showed that the use of mobile marketing among the five indices, only the advertising text messages (48%) (12 libraries) are in moderate condition. Table 2 shows statistical data of mobile marketing technology in libraries.

Table 2. Use of Mobile Marketing technology in public libraries

Use of Opac		Advertising SMS		Use of Wi-Fi		Use of QR code		Use of Bluetooth	
Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
0	0	48	12	17.39	4	12	3	20	5

As the data in Table 2 show that the use of Bluetooth and Wi-Fi services is 17.39 percent (4 Library), QR -dimensional codes are used in three library which is only 12 percent. Unfortunately OPAC mobile version did not exist any of the libraries. Based on the data, the use of mobile marketing in libraries is lower than average and the use of mobile marketing in Hamedan and Orumieh libraries using 4 indicators (80 percent) had most of these technologies in the library.

#### The third question: what is the extent use of RSS marketing in public libraries?

At reviews analyzed the use of RSS, Feed, Atom, Google reader in public libraries results indicate that the use of RSS is used at very low levels. Using four indicators are used only in Tabriz Central Library.

According to the study of Nārāyaṇa and Raju (2010) many uses and benefits of RSS to publish news and current awareness services and announced new list of books in libraries can be done, library officials are expected to consider this matter in improving their knowledge and use of these technologies work.

#### The fourth question: what is the extent use of SNS marketing in public libraries?

Comparison of SNS among public libraries, research that was another question. Table 3 shows the statistical data.

Table 3. Use of Mobile Marketing technology in public libraries

PODCAST		Using book network	social	Making channel		Slide sharing		Using Instagram		Using telegram and viber	
Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
0	0	65.21	15	8.69	2	17.39	4	0	0	13.08	3

As the data in Table 3 show, of the six indices, only the use of book social of 65.21 percent (14 of 23 Library Library) is in relatively good condition. Also, subscriptions the content on Instagram and podcasts have not been used in any of the libraries. Making the channel in social networks to connect with members is used in two libraries (8.69 per cent). In terms of the using SNN, Central Library of Yazd WAS in first place with 66.66 percent.

#### The fifth question: what is the extent use of engine search marketing in public libraries?

Evaluation of Search Engine Marketing shows that among the three indices that only indicator "of exchange and cross-linking" with 60.86 percent is in relatively good condition Table 4 shows the indices of search engine marketing.

Table 4. Use of Mobile Marketing technology in public libraries

Link sharing		Link exchanging		Increasing ranking	
Percent	Frequency	Percent	Frequency	Percent	Frequency
21.73	5	60.86	14	13.04	3

As the data in Table 4 show that In terms of use of link sharing sites as well as links pad and ... five libraries (21.73) percent of libraries have used and only three cases (about 13 percent) perform activities to optimize and increasing the ranking of website or blog search engines. In terms of deployment and use of libraries of Tabriz and Birjand search engine search engine indexes (100%) had used in their libraries.

#### The sixth question: what is the extent use of video marketing in the public libraries?

Video marketing is other cases which has been discussed. Table 5 shows statistical data.

Table 5. Use of Mobile Marketing technology in public libraries

Banner ads		Media advertising		Video sharing websites		Using teaser of video clip	
Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency
21.73	5	47.82	11	0	0	30.43	7

As the data in Table 5 shows that, among the four indices, using advertising on radio and television is used in 11 libraries (47.82). None of the libraries do not work in video sharing sites and banner ads have used the website as well 21.73% in libraries. Also in production teaser clip, 30.43% of libraries have used in their activities and services. As the results suggest, libraries has been little activity in the field of video marketing, while the results of the Hua (2015) showed most of marketing in Chinese as video marketing (Rahimi 2016).

#### 4. Discussion and Conclusion

The findings of this study show the low use of modern technology marketing information in public libraries in regard to the use of microblogs (zero percent), use of technology, SNS (social networking) 21%. Findings showed that among 23 studied libraries, RSS is used only in Tabriz Central Library; also using video marketing, public libraries 31 percent to 74 percent compared to the Library of China is at a low level. (Hua, 2015)

Insufficient information about new marketing technologies, lack of subject knowledge to use these tools, the lack of necessary infrastructure such as software and hardware and a shortage of human resources, lack of equipment, lack of skilled manpower requirements, lack of funding the lack of telecommunications infrastructure, low

computer literacy could be reasons for the low level of use of these devices in public libraries.

Overall, Tabriz central library using 58 percent of new technologies in the market is in highest priority and Hamedan province is in the second priority. (48 percent) Statistics also show that library membership show that the highest ratio is related to the Central Library of Tabriz and Hamadan, the rest of the province accounted rating below 50 percent.

Review the results of this research help libraries in better use this tool to introduce their services and also attract more audiences and according libraries to equip and empower IT infrastructure as well as manpower to-date knowledge of information technology.

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