

# Chapter 9

## Social Media Literacy of Agricultural Librarians in the Philippines

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### ABSTRACT

*The emergence of online collaborative learning and knowledge sharing is pervasive. Social media tools became a trend that libraries have to adapt to maintain user interaction. The study determines the technical competencies of agricultural librarians in the Philippines. It defines the social media literacy level of agricultural librarians in the country. This chapter is a derivative work on the acquired knowledge, perceptions and attitudes of medical and health librarians towards Library 2.0 in the Philippines. A former study on the level of awareness and gaps among medical and health librarians in the use, creation, and adaptation of Web 2.0 tools specifically in the Philippines were already confirmed in the past. This study established that agricultural librarians are highly experienced in certain competencies such as creating content and interacting with users while others have reached expert level in most of the competencies.*

### INTRODUCTION

Library services have rapidly evolved to become dynamic from static with the use of efficient internet technology tools (Chisita, 2012; Yap, 2012; Jenda & Kesselman, 2008; Maness, 2006). The emerging presence of social media has transformed today's libraries from the traditional type of face-to-face communication to a more

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vibrant form of online discourse. The application of Library 2.0 technologies as derived from Web 2.0 provides each library user an experience which is participatory, collaborative, and interactive. Davis (2009) expounds that “commitment to continuous learning and improving library services by learning about the tools of Web 2.0 and embracing opportunities for creativity and collaboration within the context of client-centered libraries will develop a sustainable library.”

As described by a group of young researchers, library 2.0 tools have “helped the librarians by marketing the services and programs of the library” (Phelps et al., 2014). Library 2.0 tools may be in a form of a blog, wiki, social networking sites, microblogging sites, RSS feeds, slide, photo and video sharing sites, podcasts, embedded chat services and social bookmarking. A 100% participation rate was revealed when Boateng & Yan (2014) revealed that the top 100 US academic library websites are using Facebook and Twitter. 99 of them use blogs and 83 maintain a YouTube channel.

Libraries in the Philippines continue to transform its services adapting to the recent technological changes. In assessing the acquired knowledge of another group of librarians (medical and health librarians) in the Philippines in terms of Web 2.0 applications, 93.8% of them use social networking sites, 81.3% are familiar with blogs and 75% are aware of the slide sharing, photo sharing and video sharing tools (Yap, 2012).

## **OBJECTIVES**

Following the previous study on the technical competencies of medical and health librarians in a Library 2.0 environment, this study will check whether agricultural librarians are also adept in the Library 2.0 environment. This derivative work would like to:

- Determine the social media literacy level of agricultural librarians in the Philippines.
- Reveal any gaps among agricultural librarians in the use, creation, and adaptation of Library 2.0 tools especially in informing, educating, and empowering their users.

## **SCOPE AND LIMITATIONS OF THE STUDY**

Results of the study may not be conclusive since only a small amount of participants were included in the survey. The researcher was in close coordination with the ALAP

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