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ABSTRACT

The purpose of this paper is to determine whether the utilization of social media (Facebook) is an important factor in increasing the visibility of the library site usage in Malaysian public universities. Nine top ranked Malaysian public universities involved in this research and number of Facebook followers for each library website is listed. Alexa software was used as the approach to study the issue of visibility. Alexa is able to determine web site usage, by showing the percentage of visitors of library related subdomain(s) as listed in the top subdomains for each University website (domain) over a month. It is found that Universiti Utara Malaysia library website scored the highest percentage of visitors based on the library related subdomain(s) as listed in the top subdomains for the University website in Alexa. To check such irregularities in access, this paper use EvalAccess 2.0 and it is found that Universiti Sains Malaysia's library website scored higher irregularities. In term of number of Facebook followers, University of Malaya library has the highest score. It is showed that the utilization of social media (Facebook) is not yet an important factor in increasing the visibility of the library websites. However, expectedly, top ranked universities' library web sites, are more visible and popular. This research is limited to the situation in Malaysia where public universities are more noticeable and seldom face financial constraints rather than private universities. It is highly important for those universities' library web sites that are not highly visible to initiate the necessary measures in improving the development of their web sites as the usage of the website is an indicator of online quality.

Keywords: Library web sites, User studies, Social media, Facebook, Public universities, Malaysia

OBJECTIVES

- To find out the level of visibility and accessibility of the top ranked Malaysia's public university libraries' websites
- To determine whether the utilization of social media (Facebook) is an important factor in increasing the visibility of the library site in Malaysian public universities

METHODOLOGY

Web sites Popularity / Visibility



Web sites Accessibility

EvalAccess 2.0

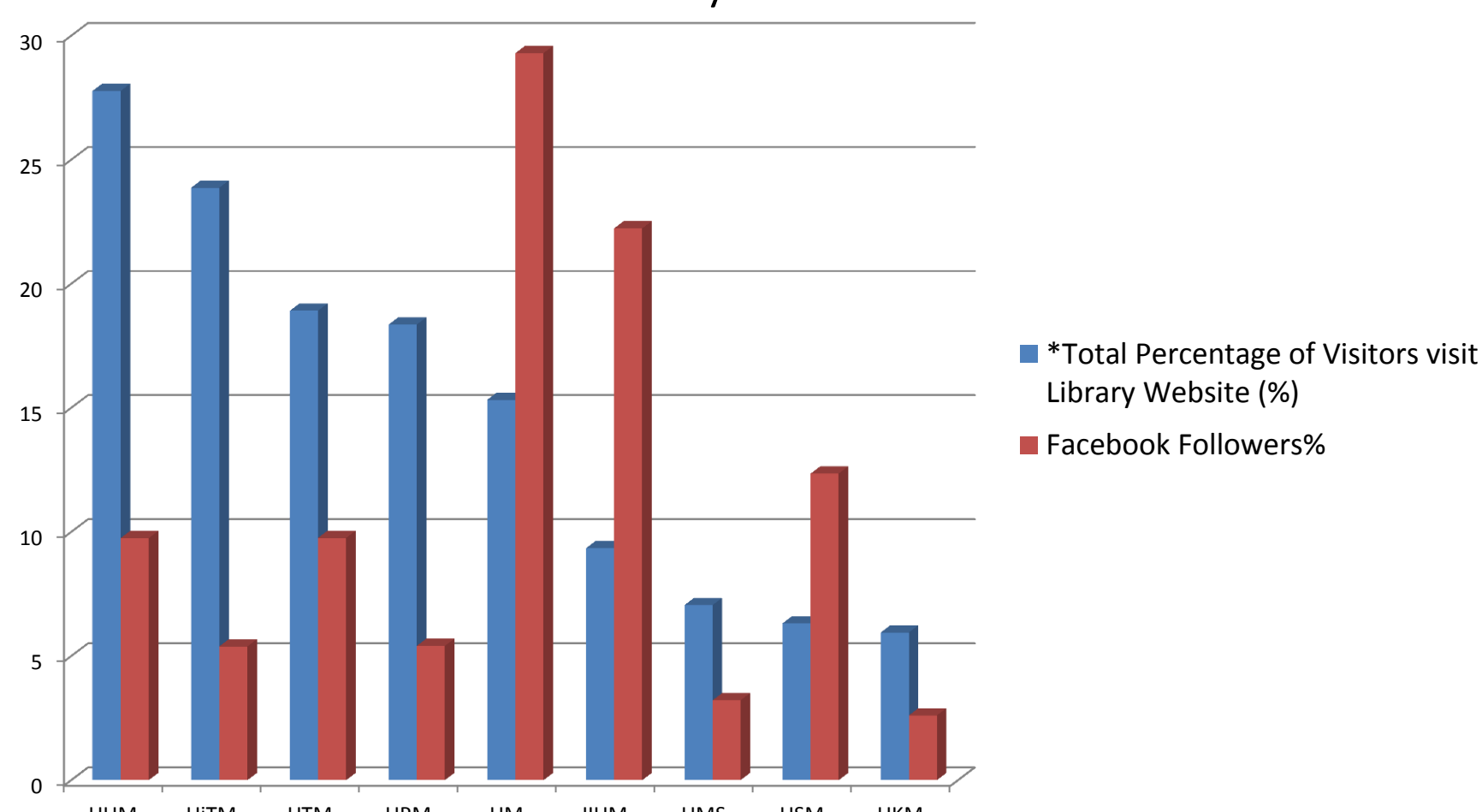
DELIMITATION

Table 1: University Rankings: Asia, Malaysia Public Universities [7]

No.	Institution	2013 Rank
1	University of Malaya (UM)	33
2	Universiti Kebangsaan Malaysia (UKM)	57
3	Universiti Sains Malaysia (USM)	61
4	Universiti Teknologi Malaysia (UTM)	68
5	Universiti Putra Malaysia (UPM)	73
6	International Islamic University of Malaysia (IIUM)	151-160
7	Universiti Malaysia Sarawak (UMS)	181-190
8	Univeristi Teknologi Mara (UiTM)	201-250
9	Universiti Utara Malaysia (UUM)	201-250

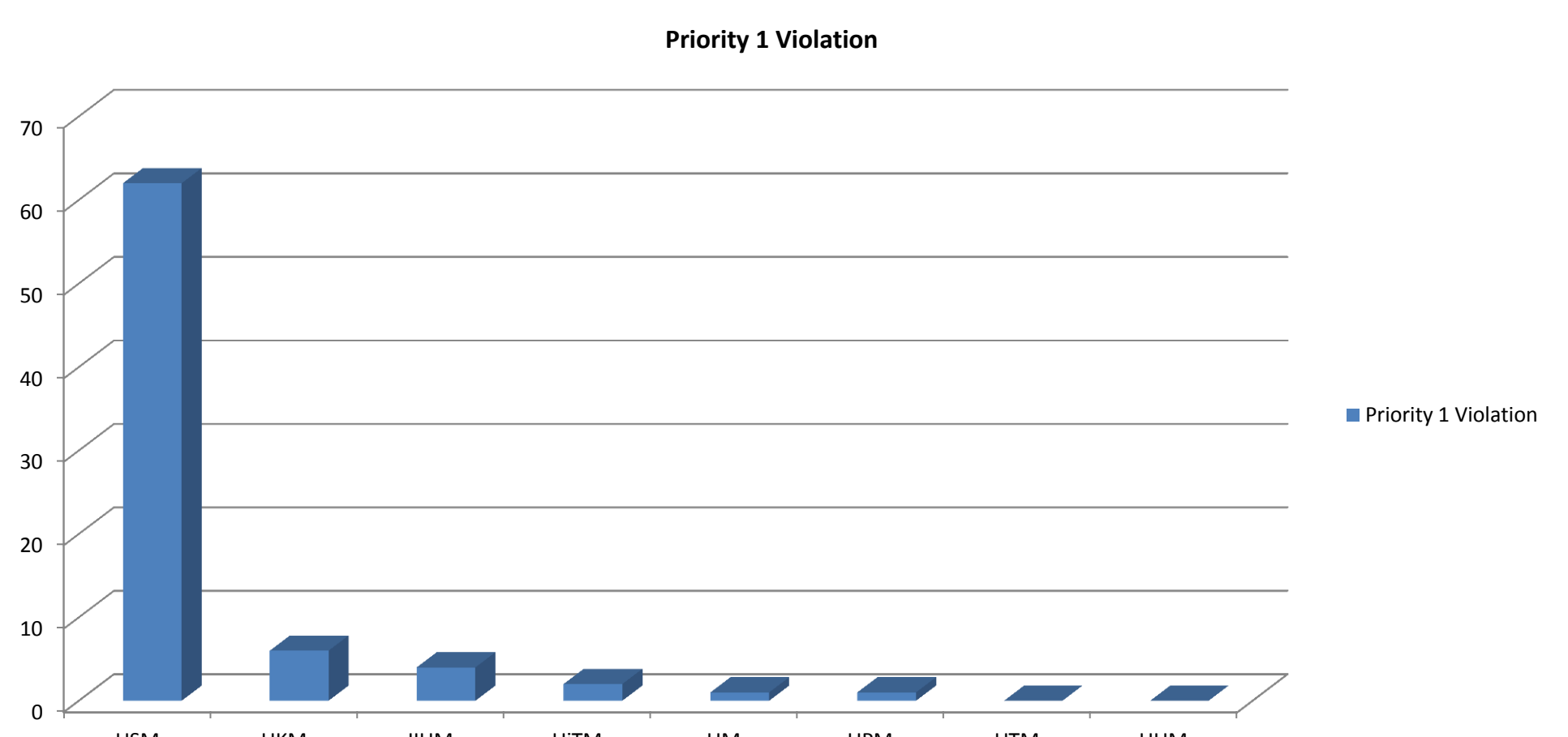
RESULTS

Graph 1: Number of Facebook followers and the percentage of visitors of the library website



*Note: Percentage of visitors that visited the library subdomain over a month ranked by Alexa [6]

Graph 2: Scoring for library main websites accessibility



Note: Priority 1 violations indicate the highest weight of web access difficulties -Web Content Accessibility Guideline 1.0 (WCAG) [1,5]

CONCLUSION

- Utilization of social media (Facebook) is not yet an important factor in increasing the visibility of the library websites
- Most of the top rank universities' web sites are more visible and accessible as emphasized by Bakar [1], some exceptional reasons such as the size of population of the library users, the unique services offer (MALCat) which does not offered by other websites will help in increasing the visibility. It is pertinent; therefore, for those universities libraries that want to increase the visibility of their library website must consistently upgrade the information and be creative in innovating new features or services that will attract users
- For accessibility issue, those library websites which have this problem should take the necessary steps to improve the development of their web sites. Hopefully by taking these measures it would help the university libraries in their drive to be the best among their contemporaries

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