

The role of the University of Cape Town Libraries in support of researchers' scholarly use of social media

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March 2019

Primary question:

How can the University of Cape Town libraries support the scholarly use of social media by researchers?

Sub-questions:

- Which social media tools are used by researchers at UCT for their research?
- Are these tools used for the creation of research, collaboration in research and dissemination of research and if so, how?
- What, if anything, hinders researchers from using social media for their research?
- What are researchers' expectations of the Library in terms of support for the use of social media?

(NOT: Teaching and learning/Personal use/Just any web tool)

Target population: Academics at UCT (staff and postgraduate students)

☹ Reponse rate

- A survey should be distributed at least 4 times to ensure an adequate response rate (Creswell, 2009; Denscombe, 2001)
- Conclusions limited to this study.

Mixed methods

- Questionnaires and interviews

Questionnaire and interview questions derived from literature review

- 3 sections:
 - Demographics
 - Social media usage
 - Library's role in supporting this

Interviews: 5/8 Faculties; range of age groups; postgrads and academic staff



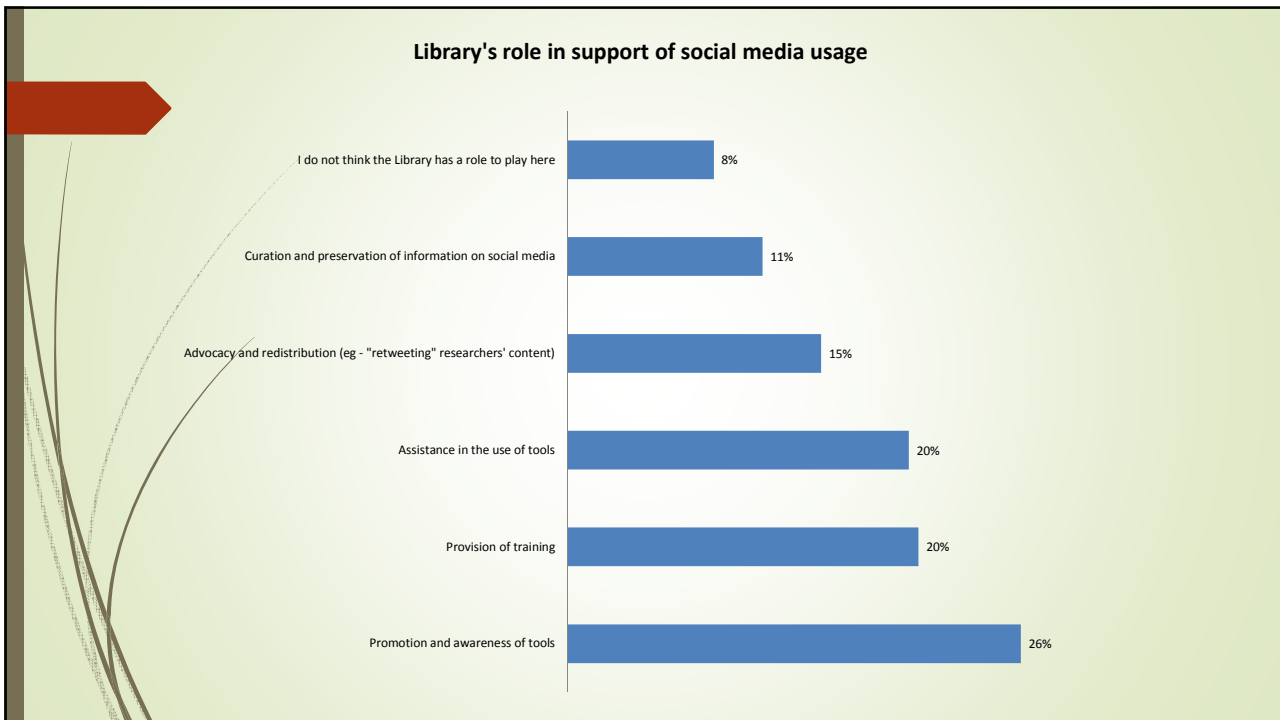
Libraries and the roles they can play

- Guides
- Workshops and training programmes
- Position social media within context of research and research lifecycle
- Formulate profiles of researchers for workshops, training
- Identify social media champions
- Curate and preserve
- Advocacy
 - Altmetrics



Data analysis

- ▣ Google form
- ▣ Excel
- ▣ Transcription of interviews
- ▣ Conventional content analysis



Interpretation

- Opposition to using social media
 - Distraction and a waste of time
 - Too many tools to choose from
- Drivers:
 - Ease of use
 - Communicating with other researchers and the general public
 - Using it personally was a factor
- (Library support was one of the LESS popular drivers..... but could be because library currently provides no support in this area and respondents couldn't imagine how it would happen.)

Library strategies

- Understand types of social media users and how they use social media for their research
- Become familiar with social media and Altmetrics tools
- Understand hindrances to and drivers of social media usage
- Conduct training, consultation, and information sessions on social media and Altmetrics tools
- Raise awareness about social media tools relevant to researchers

Outcome: Social media awareness campaign

- #TweetYourResearch
- UCT libraries' Facebook and Twitter accounts:
 - Facebook: 3198 followers (68% in 18-34 age bracket)
 - Twitter: 4404 followers (mainly students)
 - 11 posts
 - Facebook: 5170 reached; 80 comments, likes, shares
 - Twitter: 13518 reached; 213 engagements (retweets, likes, clicks)

University of Cape Town Libraries
Published by Janine Dunlop · 27 November 2018 ·

Have you ever considered using social media to communicate your research? Want to give it a try, but not sure where to start? Over the next few months, we'll be posting information about how to do this. Look out for our hashtag #TweetYourResearch here, on Twitter (twitter.com/UCTLibrary), and on our website (lib.uct.ac.za).

#TweetYourResearch

Get more likes, comments and shares
Boost this post for R280 to reach up to 37,000 people.

349	27	Boost Post
People reached	Engagements	

⬇️ Pachó Mntema, Ayjay Snyers and 5 others 2 shares

👍 Like 💬 Comment ➦ Share

Social media lends itself to interaction. A 2012 study of 105 researchers in three countries found that researchers used social media to interact formally with team members and informally with peers and supervisors, and to engage with the public on their topic of research.

#TweetYourResearch

"The potential for the use of social media in research is enormous. It has already changed scholarship: tweeted contributions get more citations, and altmetrics can have a huge impact on the visibility of research."

#TweetYourResearch

A-rated researcher,
Prof. Ed Rubicki

TweetYourResearch

INSTAGRAM IS DOWN

JUST DESCRIBE YOUR LUNCH TO ME

Post Details

University of Cape Town Libraries
Published by Janine Dunlop [?] · 11 December 2018 ·

Why use social media in research? #TweetYourResearch



"The potential for the use of social media in research is enormous. It has already changed scholarship: tweeted contributions get more citations, and altmetrics can have a huge impact on the visibility of research."

#TweetYourResearch

A-rated researcher,
Prof. Ed Rybicki

Get more likes, comments and shares
Boost this post for R280 to reach up to 37,000 people.

1,476 People reached 94 Engagements [Boost Post](#)

Renee Reagon, Edward Rybicki and 8 others 6 shares

Performance for your post

1,476 People Reached

32 Reactions, comments & shares

22 Like	10 On post	12 On shares
1 Love	0 On post	1 On shares
1 Wow	0 On post	1 On shares
2 Comments	0 On Post	2 On Shares
6 Shares	6 On Post	0 On Shares

62 Post Clicks

26 Photo views	0 Link clicks	36 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

University of Cape Town Libraries added a list.
Published by Janine Dunlop [?] · 20 February at 15:12 ·

#TweetYourResearch

Which of these roles do you think the library could play in supporting your use of social media for your research?

Library's role in the use of

- 1 I do not think the library has any role to play here.
- 2 Amplifying my content (eg - sharing or retweeting)
- 3 Preservation of social media content
- 4 Assisting me in the use of social media tools
- 5 Providing social media training

See 1 more item

367 People reached 6 Engagements [Boost Unavailable](#)

Anke S Theron, Nikki Crowster and Priscilla Mensah 2 shares

[Like](#) [Comment](#) [Share](#) [More](#)



Conclusion

- What did we learn?
 - That people are interested in using social media for their research, but that when it comes to actually doing it, nothing beats a friendly face/personal touch
- Plans for the future?
 - Training sessions conducted through UCT Libraries and in collaboration with Faculties.