

Utilization of social networks by public library users in the city of Tonek

Hamid Ghazizadeh

Assistant Professor, Dept. of Knowledge & Information Science;
Payam-e Noor University, Iran
Iranlib1393@gmail.com

Zolikha Jahanshahys (Corresponding Author)

M. A. of KIS, Payam-e Noor University, Mashhad
jahanshahys@yahoo.com

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Abstract

Purpose: To investigate the use of social networks by users of public libraries Tonekabon in order to design tailored services to the community.

Methodology: Stratified sampling was carried out to select a sample of 234 respondents. Data was collected using a questionnaire. Analysis used descriptive and inferential statistics. Statistical tests such as Kolmogorov-Smirnov, Friedman and Pearson correlation coefficient were used to verify findings.

Findings: The group of social network sites with an average of 6/57 were used the most. Books and reading group with an average of 5.24 were used the least. Facebook, with an average of 2/68, web-mobile and Telegram with an average of 3.88, the group of Multimedia, Skype with an average of 2/32, and among books and reading tools, Reader Professional Network with the average 2/45 were used more.

Originality/ Value: The value of the present article is informing public librarians about the use of the variety of social network tools, and showing their popularity.

Keywords: Social networking, Library users, Public libraries, Tonekabon city.