

The Effectiveness of Web 2.0 Applications in Promoting Library Services in University Of Malaya Library, Malaysia

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Abstract. The use of social media has now become one of the most popular applications on the Internet and many libraries are using it as a medium of communication with their users. This paper discusses a research conducted to determine the effectiveness of Web 2.0 applications in promoting library services at the University of Malaya Library (UML). The objectives of this research are to study the impact of Web 2.0 applications in UML; identify elements of Web 2.0 applications used in promoting library activities; and to determine the most popular Web 2.0 tool used in the promotion of library activities. The research is guided by appropriate research questions targeted at UM students specifically the frequency of Web 2.0 applications usage as well as the purpose of using the Web 2.0 applications. The study uses the quantitative method via a questionnaire survey distributed to 50 students who are users of the UM library and the data is analyzed using SPSS v.16. The results indicated that Facebook is the most effective application that provides the highest impact as a tool to disseminate information, answer user enquiries, acts as a two-way communication tool and provides instant feedback in promoting library activities and services. The results also showed that group forum or discussion is the most important element among Web 2.0 applications. Facebook is the most popular tool used by UM students and the main reason to use Web 2.0 application is for information communication. All in all, this research will provide guidance to librarians and researchers on the importance of Web 2.0 applications and its impact on libraries and information centers.