

Review of Google Scholar-based studies on the use of social media for public relations in libraries from 2013 to 2022.

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Abstract

A library is a collection of informational resources and related materials that are available to a specific community for borrowing or reference. Public relations (PR) is a collection of tactics and methods for managing how information about a person or company is disseminated to the general public, particularly the media. Social media platforms facilitate the dissemination of information, ideas, messages, and other types of content. Using social media platforms offers libraries of all types a promising opportunity to strengthen their public relations efforts. The study's objectives are as follows: To examine the annual growth of scholarly papers on the use of social media for public relations in library settings, to explore the many forms of publications that were used to convey data, to learn about the various types of libraries featured in social media for public relations publications, and to investigate the distribution of publications based on authorship. The study uses bibliometric analysis as its methodology to evaluate a large volume of scientific data. From 2012 until 2022, the study period lasted eleven years. Only scholarly articles written in English were considered for study. A total of 546 research publications were obtained, with 492 articles chosen. The survey found that most of publications 59 (12%) were published in 2021, and that a considerable majority of the publications were written by a single person 241 (49%). This study suggests that future research investigate the methods and behaviors used to develop public relations (PR) utilizing social media.

Furthermore, it is critical to identify which specific social media sites libraries mostly use for public relations.

Keywords: *Google Scholar, Bibliometric analysis, Public relations, Social media, Publish or perish*

Introduction

A library is a collection of informational resources and related materials that are available for borrowing or reference to a specific community. The word derives from the Latin *liber*, “book,” whereas a Latinized Greek word, *bibliotheca*, is the origin of the word for library in German, Russian, and the Romance languages” (Britannica, 2023). As technology has changed and allowed ever-new ways of creating, storing, organizing, and providing information, public expectation of the role of libraries has increased. As libraries have changed, so, too, has the role of the librarian.

Public Relations is the distinctive management function that helps establish and maintain mutual lines of communication, understanding, acceptance, and cooperation between an organization and its public; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest (Rex F. Harlow, 1976). Hence, the advent of new information and communication technologies (ICT) has become a crucial aspect for libraries, particularly in their efforts to engage with library users. This is especially significant due to the significant impact of the rise of social media on user behavior. Social media platforms facilitate the dissemination of information, ideas, messages, and various forms of material. Utilizing social media platforms presents a favorable prospect for libraries of all kinds to enhance their public relations process.

Problem statement

According to data from wordsrated.com, the annual publication of academic publications has exceeded 5.14 million as of 2022, encompassing a variety of formats such as short surveys, reviews, and conference proceedings. Given the substantial volume of information being generated, it becomes challenging for academics or institutions to comprehensively cover and categorize every type of information. The utilization of social media platforms for public relations purposes in libraries is similarly challenging to conceal. Researchers and libraries greatly benefit from acquiring knowledge about new trends, tactics, challenges, impediments, and solutions related to the utilization of social media for public relations in libraries through these types of evaluations. No papers utilizing the publish or perish program on Google Scholar were found that employ the aforementioned review methodology. These kind of reviews are highly valuable for professionals in the field of library and information science (LIS), including librarians, credentialed teachers, and subject matter specialists.

Objectives

- To analyze the yearly expansion of scholarly publications pertaining to the utilization of social media for public relations inside library settings.
- To examine distribution of publications according to authorship
- To investigate the various forms of publications that were utilized to present data
- To find out about the various types of libraries featured in social media for public relations publications.

Materials and Methods

The study uses bibliometric analysis as its methodology to assess a substantial volume of scientific data. The keywords were employed to apply data filtering techniques in the context of public relations on social media platforms inside library settings. The data was sourced from Google Scholar using the Publish or Perish tool. The study period encompassed a duration of eleven years, specifically from 2012 to 2022. Only scholarly articles written in the English language were included for analysis. A total of 546 research publications were acquired and selected 492 articles. The quantitative data was subsequently filtered in alignment with the study's aims. The data retrieved from Google Scholar was analyzed and visualized using the Excel packages.

Significant of the study

This study is significant since it encompasses various aspects, including tracing the historical trajectory of the topic and making predictions about its future. It aids field specialists and professionals in formulating systems for determining their next steps and staying informed about current developments. Additionally, provide a list of prominent subjects pertaining to the utilization of social media for public relations within library contexts. The establishment of a systematic framework for authors to effectively produce high-quality papers or publications in the realm of literature holds significant importance. Researchers in the subject might engage in comparative analysis of their own work and that of others as a result of this type of study.

Results and discussion

The results were presented through the utilization of tables, graphs, and figures, which were based on the study of a total of 492 study papers. Based on the findings of this review, the total number of citations observed was 5102, with an average of 463 citations each year and 10.3 citations per paper. The paper that obtained the highest number of citations was titled "Social networking tools for academic libraries," authored by SKW Chu and HS Du from Hong Kong. This publication acquired a total of 376 citations, resulting in an average of 37.6 citations each year. The majority of publications, specifically 175 out of 492 articles, were published by the United States of America, accounting for around 36% of the total.

Table 1 presents an overview by year of the research output pertaining to the utilization of social media for public relations in libraries. The data exhibits a pattern of diametrically opposing increases and decreases on a yearly basis. The findings are presented as follows,

Table 1: Overview by year of the research output pertaining to the utilization of social media for public relations in libraries

Year	No.of Publication	Percentage
2012	27	5%
2013	32	6%
2014	37	8%
2015	48	10%
2016	39	8%
2017	54	11%
2018	41	8%
2019	53	11%
2020	52	11%
2021	59	12%
2022	49	10%

Table 2 presents the distribution of publications according to authorship, revealing that a significant majority of the publications were authored by a single individual, as indicated by the analysis. The observed percentage is 241 (49%), with the second largest percentage being 127 (26%) for articles authored by two individuals. Articles authored by more than four individuals accounted for 17 (3%) of the total.

Table 2: Distribution of publications according to authorship

Author count	Number	percentage
1	241	49%
2	127	26%
3	88	18%
4	19	4%
More than 4	17	3%

Based on the facts presented in Table 3, it is evident that the predominant form of documentation utilized by individuals worldwide to disseminate their research findings is journal articles. The second highest category of publications was theses, while the third highest category consisted of conference papers.

Table 3: Various forms of publications that were utilized to present data

Journal	Count	Percentage
Book	40	8
Conference	43	9
Journal	352	72
Poster	1	0.00
Report	10	2
Theses	46	9

Based on the results shown in Table 4, it is evident that a significant majority of articles, specifically 291 publications (59%), center on the utilization of social media for public relations inside academic libraries.

The public library ranked second highest with a total of 98 (20%). Following closely behind was general discussion pertaining to all types of libraries, which garnered 68(14%).

Table 4: Types of libraries

Type of Library	Count	Percentage
Academic Library	291	59%
All Type	68	14%
National Library	2	0%
Public Library	98	20%
Special Library	33	7%

Conclusion and Recommendations

The concept of public relations has mostly expanded in the United States, and subsequently reached Europe and Asia. It is crucial for libraries of all types to effectively implement public relations strategies in order to engage with users. Without active user participation, libraries risk becoming stagnant and devoid of activity. In contemporary society, the management of public relations among users has proven to be highly efficacious, particularly through the utilization of digital media. Consequently, social media platforms have emerged as a particularly effective instrument in this regard. This analysis highlights the utilization of social media platforms for public relations purposes, as evidenced by a total of 492 articles examined in the study. This particular study facilitates the enhancement of knowledge and awareness among researchers, undergraduate and graduate students, educators, and professionals on the subject of public relations (PR) and its significance in relation to the use of social media. This study recommends that future research focus on exploring tactics and actions employed to establish public relations (PR) using social

media. Additionally, it is important to investigate which specific social media platforms are predominantly utilized by libraries for PR purposes.

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