Research Questions

a) How would academic librarians see themselves making use of social media in terms of awareness, current practices, readiness and motivations?

b) How could academic librarians' social media awareness, practices and readiness be identified using personas?

Methods

As the research design, qualitative case study was adopted and three research-intensive universities in Kuala Lumpur, Malaysia were chosen as the boundary for this case study. Data collection, which includes face-to-face interviews with twenty-six librarians, focus groups and observations, helped to gather rich data. Participants in this research were from different library departments and were purposively sampled and they met at least one of the following criteria: a) They sat in the committee for the update and improvements of their respective library websites. b) They were either heads of departments or librarians in charge of creating content and updating social media applications in the sampled libraries. c) They considered themselves to be active users in at least one social media tool. d) They expressed a willingness to take part in the study.

Process

Finding the gap of study by reviewing literatures

Planning
Methodology: Choosing suitable approach (case study)
Designing and creating data collection instrument and methods for data collection

Data collection
1- Individual interview, 26 librarians.
2- Sending the transcribed data to interviewee
3- Conducting three focus group study
4- Observing librarians practice in social media

Analysis
Data analysis through theoretical lens (Use and Gratification and creating librarians' personas)
Comparative coding: Finding themes
Sending the final theme to interviewee (member checking)

Presenting and writing the results

Result

Librarians’ Personas based on their Awareness, Practices and Readiness in Social Media

<table>
<thead>
<tr>
<th>Persona</th>
<th>Awareness, Current practices and readiness</th>
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<tbody>
<tr>
<td>Skater</td>
<td>Has a strong awareness and the need to take social media opportunities. Strong user of Web 2.0 technologies. In a strong position for taking social media presence opportunities.</td>
</tr>
<tr>
<td>Slider</td>
<td>Steadily aware of social media but lacks momentum in practice. Moving steadily but without consistency because of lack of motivation, deterrents or particular concerns about social media.</td>
</tr>
<tr>
<td>Shuffler</td>
<td>Aware of social media due to its current trend. In practice, very slow moving and embraces social media very slowly.</td>
</tr>
<tr>
<td>Starter</td>
<td>Aware of social media but hardly implements it. Does not agree with the social media phenomenon in the library workplace.</td>
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