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Social Networking Phenomenon and Its Use in Libraries

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Abstract

Social media phenomenon has changed the way people communicate. Facebook has become the world's most popular social networking site. It did not take long for libraries, as cultural and educational institutions, to recognize its importance and start using it for the promotion of their activities and improvement of their services. The purpose of this research is to determine the frequency and types of Croatian public libraries' presence on Facebook. The paper analyses the nature of their presence, metric indicators, and activities on selected Facebook applications. The results are compared to previous studies conducted in Croatia and in the world. The conclusion brings a number of fundamental recommendations concerning the presence of public libraries on Facebook.

Key words: Croatia; Facebook; public libraries; Social Networking Sites.

Introduction

Facebook is currently the most popular social networking site (SNS). Although it was originally designed as a means of communication among individuals, various institutions have, over time, also joined the network. Libraries were among the first institutions to recognize all the possibilities SNS offers. Wanting to be where their users are, they started using the network in order to improve their relations and communication with their users, other libraries, library associations and all other institutions and individuals important for library practice and management.

Six years after Facebook had been opened to the public, five years after the launch of Facebook Pages, at the moment when Facebook has more than a billion monthly active users, a question arises – do libraries benefit from Facebook? The answer to the question calls for detailed quantitative and qualitative analyses of all the library

types present on Facebook. The research described in this paper can be a small, but important contribution to the analysis of Facebook usage for the purpose of advancing library services.

Definitions and History

People are social beings that naturally seek for, and create, social networks throughout their lives. As defined by Weaver and Morrison (2008), the basic concept of social networks consists of three or more entities communicating and sharing information. Although social networking has existed since the first humans appeared, it includes a new dimension in the Internet context. In this new context, all the participants of social networking use the Internet and Web applications to communicate in previously impossible ways (Weaver & Morrison, 2008).

According to one of the numerous definitions, social networking site is any website that enables users to create public profiles within the website and form relationships with other users of the same website. The term “social networking site” can be used to describe community-based websites, online discussion forums, chat rooms and other social spaces online (Webopedia, 2013).

As defined by Boyd and Ellison (2007), social networking sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, to articulate a list of other users with whom they share one or more connections, and to view and traverse their list of connections and those made by others within the system. By enabling users to articulate their social networks and make them visible, SNSs help in connecting individuals that would otherwise not meet, even though this is often not the goal (Haythornthwaite, 2005).

According to Boyd and Ellison (2007), the first recognizable SNS was SixDegrees, launched in 1997, allowing its users to create profiles, list their friends and surf their friends’ lists. SixDegrees was later followed by other networks, e.g. Friendster (2002), MySpace (2003), LinkedIn (2003), Flickr (2004), Twitter (2006) and many others.

Facebook was launched in 2004 as a platform for communication among the students at the Harvard University. The network had quickly expanded to other universities and on the 26th September 2006 it was opened to the broad public (Facebook, Timeline, 2013). Since then, more than a billion users have registered. At the beginning of Facebook, most users were young adults, under the age of 25. Over time, the age of an average Facebook user has changed: in 2012 about 65% of Facebook users were older than 40 years of age, and an average Facebook user was 40.5 years old (Royal Pingdom, 2012).

As Facebook first became popular among students, academic libraries were the first ones to notice the network’s importance. During the year 2006, libraries started creating their Facebook profiles, however, by the end of the year, Facebook was shutting the profiles down as it violated the Facebook terms of use (Greenwell, 2006;

Winn, 2008). According to the Statement of rights and responsibilities, profiles are allowed for real people, not for organizations (Facebook, Statement of rights and responsibilities, 2013). Facebook users have to use their real names and other personal data, and they must not create more than one account. Facebook Pages were launched in November 2007 and they allowed businesses, institutions, organizations, brands and public figures to connect with people (Facebook, Managing a page, 2013). A page can be created from a personal account, but only the official representative is permitted to create a page (Facebook, What is a Facebook page, 2013).

Groups are the oldest and the simplest way to build a community around an institution. By starting a group, libraries create a central place for their current and potential users, as well as other partners, who can all participate in conversations around the library (Inside Facebook, 2007). Facebook groups are meant to be a means of communication for smaller groups of users with similar interests (e.g. library users interested in the same topic, classmates, etc.) The group administrator can control who can see the group: groups can be secret (only members see the group, its members and the posts in the group), closed (anyone can see the group and its members, but only the members can see the posts) or open (anyone can see the group, its members and the posts in the group) (Facebook, Groups, 2013).

Literature Review

Research studies on social networks in educational institutions try to answer a variety of questions – how do professionals in education incorporate social media into their strategies, what are the goals for social media, what are current best practices, what are the barriers to effective use, what does the future look like for social media in education...? (CASE, 2011; Haythornthwaite, 2000; Wandel, 2007).

Since 2006, when Facebook was opened to everyone older than 13 years of age, librarians have started using it both for private and professional purposes. Immediately after academic libraries, American public libraries have recognized its importance as a new communication paradigm.

Scholarly and professional journals, as well as blogs, provide numerous papers on Facebook usage in different library types. Jacobson categorizes all the papers about Facebook in five groups: “how-to” literature (the most popular type); individual library experiences of using Facebook on various outreach and marketing levels; student-based studies; service-provided analyses; and perceived-use studies (Jacobson, 2012). Banek Zorica, Ivanjko, and Benčec (2012a) give another classification of literature on libraries and Facebook: papers written from the perspective of libraries, users and content. Their research reached the conclusion that libraries mainly use Facebook as a marketing tool, by publishing content related to the activities in the library.

There are not so many papers on the usage of Facebook in public libraries as there are for academic libraries, and most of the literature falls under Jacobson’s “how-

to” category. Important American author, David Lee King, a blogger (King, 2013), mostly writes about implementing Facebook in libraries (King, 2011a), but also about Facebook in public libraries in Kansas (King, 2011b). Cahill as well, in 2009 and 2011, wrote about implementing Facebook in the Vancouver public library (Cahill, 2009; Cahill, 2011), while Burgdorfer (2011) wrote about Pennsylvanian libraries on Facebook. Rethlefsen (2010) discussed the protection of privacy on Facebook, posing an interesting question: how can librarians, traditionally staunch guardians of privacy, reconcile their professional ethics with such a new world of openness? Howard et al. (2008), Jennings and Price (2008), and Peowski Horn (2011) wrote about teenage library users on Facebook. Aharony (2012) investigated the differences in using Facebook and all its advantages in public and academic libraries in the USA, and Carlsson (2012) discussed Facebook as a public forum where libraries confirm their role in the development of the civil society and the freedom of expression.

The first research paper on Croatian libraries on Facebook was published in 2010 (Pažur, 2010). It was the first one to emphasize the importance of Facebook as a communication tool towards library users. After that, some articles with examples of libraries on Facebook were published (Miškić, 2011), as well as papers that analyze Facebook in the context of other SNSs (Banek Zorica & Ivanjko, 2011; Banek Zorica & Ivanjko, 2012). In 2012, significant pieces of research on Facebook usage in libraries were published. Banek Zorica, Ivanjko and Benčec (2012a) present results of the research on Croatian libraries on Facebook in 2011 - 55% of all libraries that were using Facebook were public libraries, and more than half (52%) of all libraries were using Facebook Profiles. In another paper, the same authors researched the content published by Croatian libraries on Facebook. Conclusion is that the dynamics of communication is based on a simple pattern: library publishes the content, and users give comments (Banek Zorica, Ivanjko & Benčec, 2012b). Furthermore, Hebrang Grgić and Mučnjak published two papers covering the topic of Facebook in Croatian public libraries: one comparing Croatian and Irish public libraries (Hebrang Grgić & Mučnjak, 2012), and the other analyzing the content of the pages that the libraries had decided to recommend to their users (Mučnjak & Hebrang Grgić, 2012). Both papers have shown that Croatian libraries are still (six months after the research conducted by Banek Zorica, Ivanjko and Benčec, 2012a) not respecting Facebook’s rules, which expressly state that institutions must use Facebook pages - in January 2012, approximately 50% of Croatian libraries used Facebook Profiles. The majority of their posts were published by the libraries themselves, and they also often used the application for publishing photographs. The research that will be described in this paper aims to re-examine the way in which Croatian public libraries, as cultural and educational institutions, use Facebook as a means of communication; whether the ratio has changed between the number of Facebook Profiles and Facebook Pages of Croatian public libraries and whether there has been a change in the usage of the applications that Facebook provides both to libraries and to users.

Methods, Objectives and Sample

The objectives of this research are:

1. to determine the number of Croatian public libraries on Facebook,
2. to determine what kind of presence Croatian public libraries have on Facebook,
3. to determine the activities of Croatian public libraries on Facebook,
4. to set the ground for future research of libraries and their users on Facebook.

The metric indicators will show the number of libraries that have recognized the importance of Facebook, as the most popular social network, for the development and improvement of their own services. Mere numerical data do not say anything about the quality of the presence, but they are still interesting because they can be compared to previous studies (Banek Zorica, Ivanjko & Benčec, 2012a; Pažur, 2010), and thus show how prone the libraries were to using Facebook. The assumption is that the number of libraries using Facebook is increasing over time due to its increasing popularity, as well as positive experiences in its usage.

Determining all the types of presence is also important for the comparison to an earlier state and for the prediction of future trends. The choice of the type of presence, however, also demonstrates how trained the library (i.e. librarian-Facebook administrator) is in the ways to use Facebook. Knowing the rules is an important prerequisite for creating a Facebook presence, as well as for maximizing the use of advantages of social networking. A wrong type of presence can result in insufficient visibility and impact, and it also shows that libraries and editors need further training on their Facebook presence.

The activities of libraries themselves can be analyzed qualitatively and quantitatively. The emphasis here will be on the quantitative analysis, but we will also stress the importance of a future detailed analysis of the content published by the libraries and their users. The amount of published content points to how much an individual library is involved; and the involvement indicates the usability of social networking for the purpose of the development of library services. Just starting a Facebook presence is not enough to increase the visibility of a library, but an excessive activity is also not recommended.

The research included all Croatian public libraries that were, on 1 July 2012 present on Facebook in any way: through pages, profiles, or groups. The list of all libraries was compiled by searching through the Facebook Page *Hrvatske knjižnice na Facebooku* (Croatian libraries on Facebook), and by using the search function on Facebook, with the keywords *knjižnica* (library) and *narodna knjižnica* (public library). The search found 87 libraries, of which 41 libraries had Facebook Pages, 38 had Facebook Profiles, while 8 had Facebook Groups (Figure 1). According to the Register of libraries, a database at the Ministry of Culture of the Republic of Croatia, on 1 July 2012, there was a total of 180 public libraries. Therefore, we may say that 48.3% of Croatian public libraries have some kind of Facebook presence.

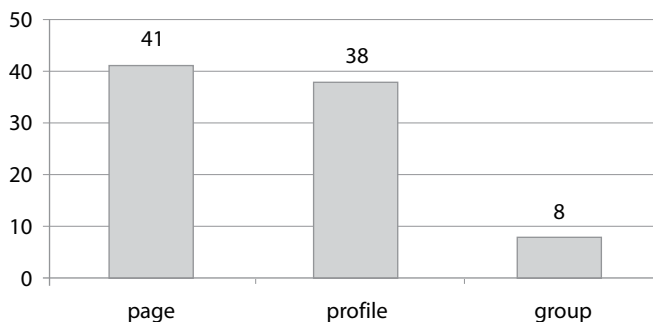


Figure 1. Number of libraries with different types of Facebook presence

The analysis of all the pages, profiles and groups was conducted. The analyzed elements differed in respective types of presence because of their very nature. For libraries with pages, metric indicators were compiled: number of *Likes*, number of people talking about libraries (*Talking about this*), number of people who checked in at the library (*Were here*), number of current and added applications, the total number of published photos, events, videos and notes, and the number of posts in May and June 2012 (the number of posts by the library itself, the number of posts from fans, and the total number of posts). The data has also been gathered about the duration of the library’s presence on Facebook (number of months Facebook presence was created). For the libraries that have Facebook Profiles, information was gathered about the number of friends, as well as the number of applications (mandatory and added), total number of photos, events, videos and notes, and the number of posts in May and June 2012. Duration of Facebook presence (in months) was recorded as well (where the exact date of registration was not found, the date of the first post was taken as the reference point). For the libraries that use Facebook Groups, the data was collected on whether the group was open or closed, on the number of members, number of administrators, and the total number of photos, videos, notes, events, and posts (the posts by administrators and members of the group, as well as the total number of posts). The date when the group was registered was taken as the date of the beginning of presence, and the duration of the presence is stated in months.

Results

Pages

On 1 July 2012, there were 41 Croatian public libraries that had a Facebook Page. The average time that had passed since the page was registered was 18.5 months (the “youngest” library was on Facebook for 2 months, and the “oldest” one for 38 months). They had 21,976 fans in total, which makes an average of 536 fans per library. The library with the least fans had 5 of them, and the one with the most fans had 5,856. The next metric indicator is *Talking about this*. In the last week of June 2012 the number was 1,186, which makes an average of 28.93 per library. 25 libraries had less than four

interactions in the aforementioned period, and two had more than 50. The library with the most interactions had 828 people talking about it. The metric indicator *Were here* shows how many users checked in at the library, i.e. how many of them marked the library as their location. There were 566 such check-ins by 1 July 2012, or 13.8 per library. No check-ins were registered for 29 libraries, and the highest number of check-ins in a library was 222.

Croatian libraries with Facebook Pages have 4.1 applications on average. The links to the applications are visible on the page itself. Some applications are common and do not require special formatting at the launch of the page (photos, notes, events...), while others are added. Most libraries do not add applications, and they only use the given ones, or even reduce their number. Four libraries had added applications: three of them have one application each (*HomePage*, *FBML*, and *Rules of Conduct and Communication*), and one library has four added applications (*Services*, *Map of Libraries*, *Literary Friday Blog*, and *SF Library*).

The total number of photos published on the pages of Croatian libraries was 10,759, or 262.41 per library. One library has not published any photos, and the largest number of photos published by a library was 2,889. Video recordings are published very rarely; 9 in total, which is an average of 0.41 per library. Three libraries have published video recordings (1, 7, and 9 respectively). Seven libraries publish notes; 250 in total, or 6.1 per library. The library with the most notes had 86 of them. Twelve libraries announce events through the *Events* application. There was a total of 986 events announced, which makes an average of 24 per library. The largest number of events in a single library was 419.

The total number of posts in a two-month period was 476, or 11.6 per library, on average. There were 17 libraries with less than 10 posts, while the greatest number of posts by a library was 127. There were 19 posts by fans (from which 14 fans posts are in a single library, while five other libraries had one fan post each). Six libraries do not allow fans to post on the library's page (Table 1).

All libraries had clear page names, identical or very close to the real names of libraries.

Table 1

Croatian public libraries' Facebook pages

Page	Fans	<i>Talking about this</i>	<i>Were here</i>	Appli-cations	Photos	Videos	Notes	Events	Months on FB	Posts in 2 months
Total	21,976	1,186	566		10,759	17	250	986		476
Average	536	28.9	13.8	3.4	262	0.4	6.1	24.1	18.9	11.6
Min	5	0	0	2	0	0	0	0	2	0
Max	5,856	828	222	11	2,889	9	86	419	38	127

Profiles

A total of 38 Croatian public libraries had decided to open a Facebook Profile. The possibility of opening a profile is the oldest, but not the best option for presenting

libraries. Librarians who had opened profiles for their libraries can very simply turn those profiles into pages. In that case, the content published on the timeline will be erased (however, it can be stored), but some functions and settings will stay in their original state (e.g. cover photo, user name, the profile owner remains the page administrator), and friends will become fans. Croatian public libraries have a total of 41,407 friends on profiles, or 1089.7 friends per library on average. The library with the least friends has 41, while the one with the most friends has 4,849. Twelve libraries use the Wall for their presence, while the remaining 26 use the Timeline. The duration of their Facebook presence was measured in months. The libraries that use the Timeline already have the date when they started using Facebook marked on the Timeline. For the libraries that use the Wall, on the other hand, the date of their first post was taken as the start date. Based on the data gathered in this way, it was determined that the Croatian public libraries that have Facebook Profiles were present for 20.3 months on average. The “youngest” library was present for only one month, and the “oldest” one for 41 months. The libraries with Facebook Profiles have 4.1 applications on average, and none have additional applications related to library services. One library has two game applications (*Diamond Dash* and *Bubble Witch Saga*).

Library profiles contain a total of 6,043 photos – 159 per library on average. Six libraries have published less than 10 photos, while eleven libraries have more than a hundred. The largest number of photos published by a library is 1,932. Nine libraries publish notes, with eight libraries having less than 10 notes each, while one library has 45 notes. The total number of notes is 70, which makes 1.84 notes per library on average.

The total number of posts on timelines in May and June 2012 was 789, or 20.8 on average per library. From this number, 592, or 15.6 per library on average, were posts by libraries (the largest number of posts by a library was 120), while friends published 197 posts, or 5.2 on average per library (the library with the largest numbers of posts by friends had 26 such posts) (Table 2).

The total number of pages liked by libraries’ profiles was 1,770, or 46.6 on average per library.

Since Facebook Profiles are meant for individuals, there is the option of entering personal information during the opening of a profile. The libraries should not have profiles at all, but if they do, there should at least not be any personal information on them (be it information that is made up, or actual information about the librarians who had opened or are administrating the library’s profile). Eight of 38 libraries have no personal information on profiles, while others give some unusual information, e.g. the library graduated in 1909, it is female, lives and works in a certain city, has a complicated relationship, has a brother or a sister, etc. One library even had 104 posts from friends sending birthday wishes, and on a date which was not in fact the date when the library was founded. Those posts were disregarded when user posts were counted.

Table 2

Croatian public libraries' Facebook profiles

Profile	Friends	Appli- cations	Photos	Videos	Notes	Events	Months on FB	Posts in 2 months
Total	41,407	155	6,043	0	70	0		789
Average	1089.7	4.1	159	0	1.8	0	20.3	20.8
Min	41	1	1	0	0	0	1	0
Max	4,849	6	1,932	0	45	0	41	146

Groups

The total number of Croatian libraries that maintain Facebook Groups is 8. Two of those are closed, and six are open. The total number of members is 1,205, or 150.1 per library on average. The smallest number of members is 2, and the largest is 485. The average number of administrators per group is 1.5.

The libraries maintained their groups for 22.3 months on average. The number of photos published was 595, or 74.4 per library on average. The number of events announced was 122, or 15.3 per library on average.

The libraries had the total of 213 posts, which makes an average of 26.6 posts per library. From those posts, 151 were published by the group administrators (18.9 per library on average), and 62 were published by other members (7.8 posts per library on average). It is important to point out here that two libraries have a large number of posts from members (25 and 35 respectively), while the other six libraries have one or none (Table 3).

Table 3

Croatian public libraries' Facebook groups

Group	Members	Photos	Events	Months on FB	Posts in 2 months
Total	1,205	595	122		213
Average	150.6	74.4	15.3	22.3	26.6
Min	2	20	0	8	0
Max	485	216	68	37	104

Discussion

Even with the specificities of individual types of Facebook presence, it is possible to amalgamate some of the obtained results. The total number of users (fans of pages, friends of profiles, and members of groups) of all Croatian public libraries on Facebook is 64,588, or 742.4 per library on average. The number of users ranges from 2 to 5,856. The total number of posts in May and June 2012 was 1,466. Most were published by libraries themselves – 1,188, while 278 were published by users. The pages have only 0.5 user posts per library, while the profiles have a larger number of user posts – 5.2 on average.

Added applications are not widely used, but are still used more by the libraries that have pages.

The total number of all published photos was 17,397, or 200 per library on average. The number of photos published by a library varies from 0 to 2,889.

Notes are published by 15 libraries (17.2 %). A total of 320 notes were published, or 4.1 per library on average. Events are announced through the Facebook application by 23 libraries (26.4 %). Libraries with profiles had no announcements for events. The total number of events was 1,108, or 12.7 per library on average.

Croatian libraries were present on Facebook for 20.4 months on average. Table 4 displays comparable results by types of presence and in total.

Table 4
Croatian public libraries on Facebook

Type of presence	Libraries	Users	Photos	Events	Notes	Posts in 2 months
Page	41	21,976	10,759	987	250	476
Profile	38	41,407	6,043	0	70	777
Group	8	1,205	595	122	0	213
Total	87	64,588	17,397	1,109	320	1,466

The results of this research can be compared to earlier studies mentioned in the literature review (Banek Zorica, Ivanjko & Benčec, 2012a; Pažur, 2010).

It has indisputably been shown that the number of Croatian public libraries on Facebook is increasing. The study from 2009 showed that there were only 17 Croatian public libraries present on Facebook. In July 2011, there were 51 Croatian public libraries with some kind of presence on Facebook, and by July 2012, the number grew to 87 (Figure 2).

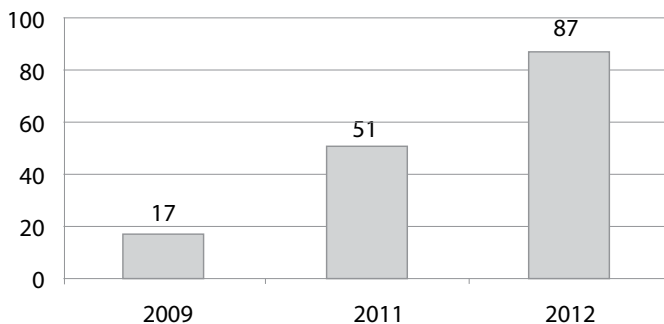


Figure 2. The change in the number of Croatian public libraries on Facebook from 2009 to 2012

A comparison of all types of presence is also possible with the study from 2009 (Pažur, 2010). At the time, from a total of 17 Croatian public libraries on Facebook, seven were represented by a page, three by personal profiles, and seven by groups. Although it was a small sample, it seems that in the beginnings of using Facebook for the promotion of libraries, librarians chose the right type of presence more frequently than in later periods: by 2012 the number of libraries with pages grew to 41, profiles to 38, and the number of groups stayed approximately the same (8 groups). The results are shown in Figure 3.

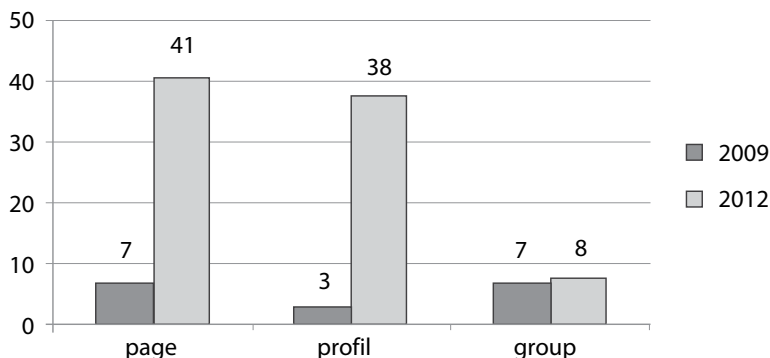


Figure 3. Types of presence of Croatian public libraries on Facebook in 2009 and 2012

Other parameters are difficult to compare due to a difference in the methodologies applied in previous studies. Thus, the study from 2011 showed that there were a total of 275 posts by public libraries in the period of two weeks, while the number of posts in the period of two months in 2012 was 1,466. A comparison points to a definite increase in the interest of Croatian public libraries for communication via Facebook.

Conclusion

The average Croatian public library on Facebook is represented through a page with 742 users, uses four applications, has 200 photos and four notes published, and has announced 13 events. In May and June 2012, it had a total of 17 posts, 14 of which were published by the library itself, and three were published by users.

A large number of Croatian public libraries make the mistake of using a profile as their type of presence. Facebook is designed to imitate real life – profiles represent individuals with first and last names, pages represent institutions (in this case libraries) with exact names, and groups represent smaller interest groups. As people only have one identity in real life, so it should be on Facebook as well. As in reality the library only has one name, it should be so on Facebook as well. As in reality an individual cannot literally be friends with an institution (talk to it, go to the movies together, etc.), it should not be like that on Facebook either. Public libraries are public institutions; they must be accessible to everyone, offering their services without limitations – both in real life and virtually. Using Facebook Profiles, other than being completely contrary to the rules, limits the accessibility. Libraries' pages should be open even to the people who are not Facebook users, in order to facilitate better visibility for the library and also attract as many new and current users as possible.

Although the research showed that the libraries using profiles had a greater number of users (i.e. friends) and more posts in the observed period, it would be erroneous to conclude that this is due to the type of presence. The number of Facebook users can depend on a whole set of factors, such as the real size of the community in which the library works, content of posts, visibility, recognition, etc.

The assumption is that, if the libraries switched from profiles to pages, they would keep their users, and possibly attract new ones. Future research should show whether (and how soon) the Croatian libraries that used profiles replaced that type of presence with pages, and whether this attracted new users and resulted in better interaction.

Facebook Groups can be useful for the communication within smaller groups of users (e.g. groups for various ages of users, groups for the participants in library activities, etc.). Regardless of the presence of a group, the library should have a page, and the administrators of the page and the groups should cooperate.

Administration of pages or groups should be well planned and regularly carried out. In doing so, the librarians in charge should bear in mind that all the rules that apply in real life and in the real library (from the purpose and goals, respecting legal regulations and norms, to respecting the code of ethics) must apply to the libraries in the virtual world as well. That world consists not only of library websites and Facebook, but also of a range of other virtual types of presence. Future research could focus on the usage of Twitter, YouTube, and other social services in libraries.

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Fenomen društvenih mreža i njegova primjena u knjižnicama

Sažetak

Fenomen društvenih medija promijenio je način komunikacije pojedinaca, ali i ustanova. Facebook je postao najkorištenija svjetska društvena mreža, a knjižnice, kao kulturne i obrazovne ustanove, ubrzo su prepoznale njegovu važnost i počele ga koristiti kako bi promicale svoje aktivnosti i unaprijedile poslovanje. Cilj je istraživanja utvrditi učestalost i načine na koje se hrvatske narodne knjižnice koriste Facebookom. Analizirane su vrsta prisutnosti, metrički pokazatelji i aktivnosti knjižnica na pojedinim aplikacijama. Rezultati su uspoređeni s prethodnim istraživanjima provedenim u Hrvatskoj i u svijetu. U zaključku se daje nekoliko temeljnih preporuka vezanih uz prisutnost narodnih knjižnica na Facebooku.

Ključne riječi: društvene mreže; Facebook; Hrvatska; narodne knjižnice.

Uvod

Facebook je trenutno najpopularnija društvena mreža. Iako je u početku stvorena kako bi unaprijedila komunikaciju između pojedinaca, s vremenom su se u mrežu uključile i raznovrsne ustanove. Među prvim ustanovama koje su prepoznale potencijalne mogućnosti nove mreže bile su knjižnice. Nastojeći biti tamo gdje su njihovi korisnici, knjižnice su se počele na raznim načinima koristiti komunikacijskom mrežom ne bi li unaprijedile svoj odnos s korisnicima, drugim knjižnicama, knjižničarskim društvima i svim ostalim subjektima važnim za knjižnično poslovanje. Šest godina nakon otvaranja Facebooka javnosti, pet godina nakon pokretanja Facebook stranica, a u trenutku kada Facebook ima više od milijardu aktivnih korisnika, postavlja se pitanje – imaju li knjižnice korist od Facebooka? Odgovor na to pitanje zahtijeva sveobuhvatnu kvalitativnu i kvantitativnu analizu svih vrsta knjižnica na Facebooku. Istraživanje koje će biti opisano u ovom radu može biti malen, ali važan doprinos analizi korištenja Facebookom s ciljem unapređivanja knjižničnih usluga.

Definicije i povijest

Ljudi su društvena bića i prirodno stvaraju društvene mreže kontakata tijekom cijelog svog života. Društveno umrežavanje, iako postoji od kad postoje ljudi, u kontekstu interneta dobiva novu dimenziju. U tom novom kontekstu dionici

društvenog umrežavanja su pojedinci koji, koristeći se internetom i web aplikacijama, komuniciraju na potpuno nov način (Weaver i Morrison, 2008).

Jedna od definicija društvene mreža definira takvu mrežu kao bilo koje mrežno mjesto koje omogućava korisnicima stvaranje javnih profila i povezivanje s drugim korisnicima (Webopedia, 2013). Web-usluga društvenog umrežavanja omogućava pojedincima i/ili ustanovama da stvore javnu ili polujavnu prisutnost i izgrade veze s drugim korisnicima s kojima žele komunicirati (Boyd i Ellison, 2007). Društvene mreže omogućavaju korisnicima da naglase i učine dostupnima svoje društvene kontakte i na taj način pomažu u povezivanju pojedinaca koji se inače nikada ne bi sreli, iako to nije glavni cilj društvenih mreža (Haythornthwaite, 2005).

Prema Boyd i Ellison (2007), prva društvena mreža bila je SixDegrees, pokrenuta 1997. godine. Slijedile su mreže kao što su Friendster (2002.), MySpace (2003.), LinkedIn (2003.), Flickr (2004.), Twitter (2006.) i mnoge druge.

Facebook je pokrenut 2004. godine kao studentska društvena mreža na sveučilištu Harvard. Osmišljen je kao platforma na kojoj bi se studenti upoznali i razmjenjivali korisne informacije. Mreža je uskoro proširena i na druga sveučilišta, a 26. rujna 2006. godine Facebook se otvorio svima koji su imali adresu elektroničke pošte (Facebook, Timeline, 2013). Otada se, pa do lipnja 2012. godine, registriralo više od 955 milijuna korisnika. Po kreiranju Facebooka korisnici su bili mahom studenti, tj. mladi do 25 godina. No, s vremenom se dob korisnika promijenila. Statistički podaci za 2012. godinu pokazuju da je oko 65 posto korisnika starije od 40 godina, a prosječna je dob korisnika Facebooka 40,5 godina (Royal Pingdom, 2012).

Kako je Facebook najprije postao popularan među studentima, tako su njegovu važnost među prvima zapazile sveučilišne knjižnice. Knjižnice su tijekom 2006. godine otvarale osobne profile na Facebooku (*Profiles*), no sam je Facebook te profile gasio (Greenwell, 2006; Winn, 2008). Facebook profili namijenjeni su, prema Facebookovoj *Izjavi o pravima i odgovornostima*, isključivo pojedincima (Facebook. Statement of rights and responsibilities, 2013). Korisnici Facebooka moraju koristiti svoja stvarna imena i osobne podatke, ne smiju otvarati više od jednog osobnog računa niti otvarati račun za bilo koga drugoga osim za sebe. Sve do studenoga 2007. godine Facebook stranice (*Pages*) nisu postojale, tek je tada Facebook omogućio tvrtkama, ustanovama, organizacijama i javnim osobama komunikaciju s pojedincima (Facebook, Managing a page, 2013). Isto kao što to čine pojedinci na vremenskoj crti svog profila, urednici na stranicama mogu dodavati aplikacije i objavljevati razne sadržaje. Stranicu je moguće pokrenuti s osobnog računa i važno je paziti na to da samo službeni predstavnik ustanove, tvrtke, organizacije ili javne osobe može kreirati stranicu, isto kao što samo pojedinac može pokrenuti svoj osobni profil (Facebook, What is a Facebook page, 2013).

Uz osobne profile, knjižnice su od samih početaka otvarale Facebook grupe (*Groups*) koje su u to rano vrijeme bile pozicionirane kao pogodne za marketinšku djelatnost tvrtki, ustanova i sl. (Inside Facebook, 2007). Facebook grupe osmišljene su za potrebe komunikacije manjih grupa pojedinaca. Grupe omogućavaju okupljanje pojedinaca oko zajedničkog interesa. Prilikom kreiranja grupa, moguće je odabrati jednu od tri

opcije dostupnosti – grupa može biti otvorena (svatko može vidjeti grupu, sadržaj koji se objavljuje kao i popis članova), zatvorena (svatko može vidjeti grupu i popis članova, ali samo članovi mogu vidjeti sadržaj) i tajna (samo članovi mogu vidjeti grupu, popis članova i sadržaj) (Facebook, Groups, 2013).

Pregled literature

Istraživanja o društvenim mrežama i obrazovnim ustanovama pokušavaju odgovoriti na niz pitanja – na koji se način društveni mediji koriste u obrazovanju, koji su ciljevi društvenih medija, kakva su dosadašnja iskustva, koje su prepreke efektivnom korištenju, kakva je budućnost društvenih medija u obrazovanju... (CASE, 2011; Haythornthwaite, 2000; Wandel, 2007).

Otkako je 2006. godine Facebook postao dostupan svim osobama starijim od 13 godina koje posjeduju valjanu mail adresu, knjižničari diljem svijeta počeli su ga koristiti u privatnoj i javnoj sferi. Nakon što je Facebook postao popularan u krugovima američkih visokoškolskih knjižničara, djelatnici narodnih knjižnica prepoznali su vrijednost Facebooka kao nove komunikacijske paradigme.

U raznim znanstvenim i stručnim časopisima, na blogovima i sl. mogu se naći članci koji problematiziraju korištenje Facebooka u raznim vrstama knjižnica. Jacobson kategorizira sve članke koji govore o Facebooku u pet skupina: literatura „kako koristiti“ („*how-to*“); druga skupina su članci koji govore o iskustvima knjižnica u korištenju Facebookom na različitim marketinškim razinama; treća su skupina članci o korištenju Facebookom iz perspektive studenata korisnika knjižnica; u četvrtu skupinu ubrajaju se članci koji govore o određenoj usluzi koju Facebook pruža u sveukupnom obimu knjižničnih usluga i posljednja skupina okuplja članke u kojima knjižničari govore o svojim dojmovima korištenja Facebookom u knjižnicama (Jacobson, 2012). Banek Zorica i suradnici govore o drugačijoj kategorizaciji literature o Facebooku: (a) istraživanja iz perspektive knjižnica, (b) istraživanja iz perspektive korisnika i (c) analize Facebook sadržaja. Autori dolaze do zaključka da se knjižnice uglavnom koriste Facebookom u marketinške svrhe objavljujući sadržaj povezan s aktivnostima u knjižnici (Banek Zorica, Ivanjko i Benčec, 2012a).

Literatura o korištenju Facebookom u narodnim knjižnicama znatno je skromnija od one o korištenju tog alata u visokoškolskim knjižnicama. Najviše literature potpada pod navedenu Jakobsonovu kategoriju „kako koristiti“. Od sjevernoameričkih autora jedan od najplodnijih je svakako David Lee King, autor bloga (King, 2013) koji mnogo objavljuje baš o implementaciji Facebooka u knjižnice (King, 2011a) te piše o korištenju Facebookom u kanzaškim narodnim knjižnicama (King, 2011b). Cahill objavljuje članke o implementaciji Facebooka u vankuverskoj narodnoj knjižnici (Cahill, 2009; Cahill, 2011). O privatnosti u narodnim knjižnicama na Facebooku piše Rethlefsen postavljajući pitanje kako se knjižničari, tradicionalni čuvari privatnosti, mogu nositi s novom otvorenošću koju donosi Facebook (Rethlefsen, 2010). O tome kako se koriste Facebookom u pensilvanijskim knjižnicama piše Burgdorfer (2011), a o korisnicima tinejdžerima na Facebook stranicama knjižnice pišu Howard, Anderson

i Sharkey (2008), Jennings i Price (2008), kao i Peowski Horn (2011). Aharony (2012) istražuje razliku između korištenja Facebooka i njegovih mogućnosti u narodnim i visokoškolskim knjižnicama SAD-a, a H. Carlsson (2012) problematizira Facebook kao javni forum s pomoću kojeg knjižnica potvrđuje svoju ulogu podrške za razvoj civilnog društva i slobode mišljenja i izražavanja.

Prvo istraživanje o hrvatskim knjižnicama na Facebooku objavljeno je 2010. godine i u njemu je prvi put istaknuta važnost Facebooka kao komunikacijskog kanala prema korisnicima (Pažur, 2010). Nakon toga je objavljeno nekoliko članaka s primjerima iz prakse (Miškić, 2011) ili radova u kojima se Facebook analizira u kontekstu svih društvenih mreža (Banek Zorica i Ivanjko, 2011; Banek Zorica i Ivanjko, 2012). Tijekom 2012. objavljeno je nekoliko važnih istraživanja o upotrebi Facebooka u knjižnicama. Banek Zorica, Ivanjko i Benčec (2012a) istražuju hrvatske knjižnice na Facebooku 2011. godine i zaključuju da su 55% svih knjižnica koje upotrebljavaju Facebook narodne knjižnice, kao i da se više od pola (52%) svih knjižnica koristi nedopuštenim profilom kao izborom prisutnosti. U drugom članku isti autori provode istraživanje objavljenog sadržaja u hrvatskim knjižnicama koje se koriste Facebookom kao komunikacijskim kanalom. Autori zaključuju da komunikacijska dinamika prati jednostavan obrazac: knjižnica objavljuje sadržaj, a korisnici komentiraju (Banek Zorica, Ivanjko i Benčec, 2012b). Nadalje, 2012. godine objavljena su dva rada koja obrađuju temu Facebooka u hrvatskim narodnim knjižnicama: usporedba hrvatskih i irskih narodnih knjižnica (Hebrang Grgić i Mučnjak, 2012) i analiza sadržaja stranica za koje su se knjižnice odlučile da ih putem Facebooka preporuča svojim korisnicima (Mučnjak i Hebrang Grgić, 2012). Oba rada pokazuju da hrvatske knjižnice i dalje (šest mjeseci nakon istraživanja Banek Zorice, Ivanjka i Benčec, 2012a) ne poštuju pravila Facebooka koja izričito govore o tome da bi ustanove trebale koristiti Facebook stranice – u Hrvatskoj u siječnju 2012. oko 50% knjižnica koristi Facebook profile kao oblik prisutnosti. Najveći broj objava čine objave samih knjižnica s ponekim komentarima korisnika, a često je i korištenje aplikacije objavljivanja fotografija.

Istraživanje koje će biti opisano u ovom radu nastoji preispitati na koji se način hrvatske narodne knjižnice, kao kulturne i obrazovne ustanove, koriste Facebookom kao komunikacijskim i marketinškim kanalom prema svojim korisnicima; je li došlo do promjene omjera broja Facebook profila u odnosu na broj Facebook stranica hrvatskih narodnih knjižnica te je li došlo do promjene u korištenju aplikacija koje Facebook pruža i knjižnicama i korisnicima.

Metode, cilj i uzorak

Istraživanje ima četiri cilja:

1. utvrditi broj hrvatskih narodnih knjižnica na Facebooku
2. utvrditi načine prisutnosti hrvatskih narodnih knjižnica na Facebooku
3. utvrditi količinu aktivnosti hrvatskih narodnih knjižnica na Facebooku
4. postaviti temelje budućim istraživanjima knjižnica i korisnika na Facebooku.

Metrički pokazatelji ukazat će na broj knjižnica koje su prepoznale važnost Facebooka kao najpopularnije društvene mreže za razvoj i unapređenje vlastitih službi i usluga. Sam brojčani podatak ne govori o kvaliteti prisutnosti, ali je zanimljiv jer može poslužiti za usporedbu s prijašnjim istraživanjima (Banek Zorica, Ivanjko i Benčec, 2012a; Pažur, 2010) i na taj način prikazati promjene u naklonosti knjižnica služenju Facebookom. Pretpostavka je da se s vremenom broj knjižnica koje se koriste Facebookom povećava, što zbog sve veće popularnosti mreže, što zbog pozitivnih iskustava u njezinu korištenju.

Utvrđivanje vrsta prisutnosti također je važno zbog usporedbe s prijašnjim stanjem, kao i zbog predviđanja budućih trendova. Odabir vrste prisutnosti, međutim, govori i o educiranosti knjižnice (tj. knjižničara urednika) o načinima na koji se može koristiti Facebookom. Poznavanje pravila važan je preduvjet za ostvarivanje prisutnosti na Facebooku, kao i za maksimalizaciju iskorištavanja prednosti društvenog umrežavanja. Neispravni načini prisutnosti mogu uzrokovati nedovoljan utjecaj i vidljivost, a upozoravaju na potrebu dodatne edukacije osoba koje su omogućile prisutnost knjižnica na Facebooku.

Same aktivnosti knjižnica moguće je analizirati kvalitativno i kvantitativno. Ovdje će težište biti na kvantitativnoj analizi, ali će se ukazati i na važnost buduće detaljne analize sadržaja koji objavljuju knjižnice i njihovi korisnici. Količina objavljenog sadržaja ukazuje na uključenost pojedine knjižnice o čemu može ovisiti iskoristivost društvenog umrežavanja s ciljem razvoja službi i usluga. Samo pokretanje Facebook prisutnosti nije dovoljno za povećanje vidljivosti knjižnice, ali nije preporučljiva ni pretjerana aktivnost.

Istraživanjem su obuhvaćene sve hrvatske narodne knjižnice koje su 1. srpnja 2012. godine na bilo koji način bile prisutne na Facebooku: putem stranica, profila ili grupa. Popis svih knjižnica sastavljen je pretraživanjem Facebook stranice *Hrvatske knjižnice na Facebooku* (Hrvatske knjižnice na Facebooku, Facebook, 2012) i pretraživanjem Facebooka upisivanjem ključnih riječi u pretraživač (knjižnica, narodna knjižnica). Pretraživanjem je pronađeno ukupno 87 knjižnica. Od toga je 41 knjižnica zastupljena Facebook stranicom, 38 Facebook profilom, a 8 Facebook grupom (Grafikon 1.).

Prema Upisniku knjižnica, bazi podataka pri Ministarstvu kulture Republike Hrvatske, u Hrvatskoj je 1. srpnja 2012. bilo ukupno 180 narodnih knjižnica (Upisnik knjižnica, Ministarstvo kulture, 2012). Prema tome, možemo reći da je 48,3% hrvatskih narodnih knjižnica na neki način prisutno na Facebooku.

Slika 1.

Provedena je analiza svih pronađenih stranica, profila i grupa. Analizirani elementi razlikovali su se za pojedine vrste prisutnosti zbog njihove prirode. Za knjižnice sa stranicama prikupljeni su metrički pokazatelji – broj obožavatelja (*Likes*), broj onih koji razgovaraju o knjižnici (*Talking about this*), broj onih koji su knjižnicu označili kao lokaciju (*Were here*) – zatim podatak o broju aplikacija (postojećih i dodanih),

podaci o ukupnom broju objavljenih fotografija, događaja, video zapisa i bilješki, kao i podaci o broju objava tijekom svibnja i lipnja 2012. (posebno broj objava same knjižnice, broj objava obožavatelja i ukupan broj svih objava). Prikupljeni su i podaci o razdoblju u kojem je knjižnica prisutna na Facebooku (broj mjeseci od otvaranja Facebook stranice, profila ili grupe). Za knjižnice s Facebook profilima prikupljeni su podaci o broju prijatelja, broju aplikacija (zadanih i dodanih), ukupnom broju fotografija, događaja, video zapisa i bilješki, zatim broju objava tijekom svibnja i lipnja 2012. Prikupljeni su podaci o duljini prisutnosti na Facebooku u mjesecima (za knjižnice za koje nije pronađen točan podatak o priključivanju Facebooku kao datum priključivanja uzet je datum prve objave). O knjižnicama koje su zastupljene grupama prikupljeni su podaci o otvorenosti ili zatvorenosti grupe, o broju članova, broju administratora, ukupnom broju objavljenih fotografija, video zapisa, bilješki, događaja i objava (posebno objava administratora, članova grupe i ukupno). Kao datum početka prisutnosti uzet je datum kreiranja grupe pa je duljina prisutnosti izražena u mjesecima.

Rezultati Stranice

Na dan 1. srpnja 2012. Facebook stranicu je imala 41 hrvatska narodna knjižnica. Prosječno vrijeme koje je prošlo od pokretanja stranice je 18,5 mjeseci („najmlađa“ knjižnica je na Facebooku 2 mjeseca, a „najstarija“ 38 mjeseci). Ukupno su imale 21976 obožavatelja ili prosječno 536 obožavatelja po knjižnici. Knjižnica s najmanje obožavatelja imala ih je 5, a ona s najviše 5856. Idući analizirani metrički pokazatelj govori o tome koliko korisnika Facebooka „govori“ o stranici, tj. koliko je interakcije zabilježeno u posljednjih tjedan dana. Broj interakcija u posljednjem tjednu lipnja 2012. bio je 1186 ili prosječno 28,93 po knjižnici. 25 knjižnica imalo je manje od četiri interakcije u navedenom razdoblju, a dvije više od 50. Knjižnica s najviše interakcija imala ih je 828. Metrički pokazatelj lokacije označava koliko je ukupno korisnika označilo knjižnicu kao svoju lokaciju. Takvih je oznaka do 1. srpnja 2012. bilo 566 ili 13,8 po knjižnici. Nijednu oznaku lokacije nema 29 knjižnica, a knjižnica s najvećim brojem oznaka ima ih 222.

Hrvatske knjižnice s Facebook stranicama imaju prosječno 4,1 aplikaciju. Poveznice na aplikacije vidljive su na samoj stranici, neke aplikacije su uobičajene i nije ih potrebno posebno formirati prilikom pokretanja stranice (fotografije, bilješke, događaji...), a neke su dodane. Većina knjižnica ne dodaje aplikacije, već se koristi zadanim ili čak smanjuje njihov broj. Četiri knjižnice imaju dodane aplikacije, tri od njih po jednu (*Početna stranica*, *FBML* i *Pravila ponašanja i komuniciranja*), a jedna knjižnica ima četiri dodane aplikacije (*Usluge*, *Mapa knjižnica*, *Blog Književnog petka* i *SF knjižnica*).

Ukupan broj fotografija objavljenih na stranicama hrvatskih knjižnica na Facebooku je 10759 ili 262,41 po knjižnici. Jedna knjižnica nema nijednu fotografiju, a najveći

broj objavljenih fotografija po knjižnici je 2889. Video zapisi objavljuju se rijetko, ukupno ih je 9, prosječno 0,41 po knjižnici. Video zapise objavile su tri knjižnice (po 1, 7 i 9 video zapisa). Sedam knjižnica objavljuje bilješke, ukupno ih je objavljeno 250 ili 6,1 po knjižnici. Knjižnica s najvećim brojem bilješki ima ih 86. Dvanaest knjižnica najavljuje događaje koristeći se aplikacijom Događaji (*Events*). Ukupno najavljenih događaja je 986 ili prosječno 24 po knjižnici. Knjižnica s najviše objavljenih događaja objavila ih je 419.

Ukupan broj objava tijekom dva analizirana mjeseca je 476 ili prosječno 11,6 po knjižnici. Manje od deset objava ima 17 knjižnica. Najveći broj objava je 127. Većinu objava objavile su same knjižnice – ukupno 457 ili prosječno 11,1 objava po knjižnici. 19 objava objavili su obožavatelji (od toga jedna knjižnica ima 14 objava obožavatelja, a pet knjižnica po jednu objavu). Šest knjižnica ne dopušta obožavateljima objavljivanje na stranici knjižnice (Tablica 1.).

Sve knjižnice imaju prepoznatljive nazive stranica, identične ili vrlo slične stvarnim nazivima knjižnica.

Tablica 1.

Profili

Ukupno se 38 hrvatskih narodnih knjižnica odlučilo za otvaranje profila na Facebooku. Mogućnost otvaranja profila je najstarija, ali nije prikladna za prezentiranje knjižnica. Knjižničari koji su otvorili profile za svoje knjižnice vrlo jednostavno mogu te profile pretvoriti u stranice. U tom slučaju sadržaj objavljen na vremenskoj crti bit će izbrisan (moguće ga je povući i spremi), ali će neke funkcije i postavke ostati kakve su bile (naslovna fotografija, korisničko ime, vlasnik profila ostaje administrator stranice), a prijatelji će postati obožavatelji. Hrvatske narodne knjižnice na profilima imaju ukupno 41407 prijatelja ili prosječno 1089,7 prijatelja po knjižnici. Knjižnica s najmanje prijatelja ima ih 41, a ona s najviše 4849. Dvanaest knjižnica koristi se zidom kao načinom prisutnosti, ostalih 26 koristi se vremenskom crtom. Trajanje prisutnosti na Facebooku mjereno je u mjesecima. Knjižnice koje se koriste vremenskom crtom na samoj crti imaju označen datum početka korištenja Facebooka. Za knjižnice koje se koriste zidom, početnim je datumom smatran datum prve objave. Na temelju tako prikupljenih podataka jasno je da su hrvatske narodne knjižnice s Facebook profilima prisutne prosječno 20,3 mjeseca. „Najmlađa“ knjižnica prisutna je 1 mjesec, a „najstarija“ 41 mjesec.

Knjižnice s Facebook profilima imaju prosječno 4,1 aplikaciju i nijedna nema dodane aplikacije koje bi bile povezane s knjižničnim uslugama. Jedna knjižnica ima dvije aplikacije povezane uz igrice (*Diamond Dash* i *Bubble witch saga*).

Na profilima knjižnica ukupno su objavljene 6043 fotografije ili prosječno 159 fotografija po knjižnici. Šest knjižnica ima manje od deset objavljenih fotografija, a 11 knjižnica ima ih više od 100. Najveći broj objavljenih fotografija je 1932. Devet knjižnica objavljuje bilješke, od toga osam ima manje od 10 bilješki, a jedna knjižnica

ima 45 bilješki. Ukupan broj objavljenih bilješki je 70 ili prosječno 1,84 po knjižnici.

Ukupan broj objava na profilima u svibnju i lipnju 2012. je 789 ili prosječno 20,8 po knjižnici. Od toga su 592 ili prosječno 15,6 objave samih knjižnica (najveći broj objava je 120), a prijatelji su objavili 197 objava ili prosječno 5,2 objave (knjižnica s najvećim brojem objava prijatelja ima 26 takvih objava) (Tablica 2).

Ukupan broj stranica koje se sviđaju profilima knjižnica (*Likes*) je 1770 ili prosječno 46,6 po knjižnici.

Budući da su Facebook profili namijenjeni pojedincima, prilikom otvaranja profila postoji mogućnost unošenja osobnih podataka. Knjižnice ne bi uopće smjele imati profile, a ako ih imaju na njima ne bi smjelo biti nikakvih osobnih podataka, bilo izmišljenih bilo da su to zapravo podaci o knjižničarima koji su otvorili i/ili održavaju profil knjižnice. Osam od 38 knjižnica nema nikakve osobne podatke na profilima, ostale navode neobične podatke kao, npr. da je knjižnica diplomirala 1909. godine, da je ženskog spola, da živi i radi u određenom gradu, da ima kompliciran ljubavni status, da ima brata, sestru i sl. Zbog toga je na zidu jedne knjižnice, primjerice, objavljeno 104 objava prijatelja koji su joj čestitali rođendan (koji zapravo nije datum osnivanja knjižnice). Te su objave zanemarene prilikom brojanja objava korisnika.

Tablica 2.

Grupe

Ukupan broj hrvatskih narodnih knjižnica koje održavaju Facebook grupe je 8. Od toga su dvije grupe zatvorenog tipa, a šest otvorenog. Ukupan broj članova je 1205 ili prosječno 150,1 po knjižnici. Najmanji broj članova je 2, a najveći 485. Prosječan broj administratora je 1,5 po grupi.

Knjižnice svoje grupe održavaju prosječno 22,3 mjeseca. Broj objavljenih fotografija je 595 ili prosječno 74,4 po knjižnici. Broj najavljenih događaja je 122 ili prosječno 15,3 po knjižnici.

Knjižnice imaju ukupno 213 objava ili prosječno 26,6 po knjižnici. Od tih objava 151 su objavili administratori grupa (prosječno 18,9 po knjižnici), a 62 ostali članovi (prosječno 7,8 objava po knjižnici). Važno je napomenuti da dvije knjižnice imaju velik broj objava članova (25 i 35), a ostalih šest ima po jednu ili nijednu objavu članova. (Tablica 3)

Tablica 3.

Rasprava

Bez obzira na specifičnosti pojedinih vrsta prisutnosti na Facebooku, moguće je objediniti neke dobivene rezultate. Ukupan broj korisnika (obožavatelja stranica, prijatelja profila i članova grupa) svih hrvatskih narodnih knjižnica na Facebooku je 64588 ili prosječno 742,4 po knjižnici. Broj korisnika je u rasponu od 2 do 5856. Ukupan broj svih objava u svibnju i lipnju 2012. bio je 1466. Većinu su objavile same

knjižnice – 1188, a 278 su objavili korisnici. Na stranicama ima samo 0,5 objava korisnika po knjižnici, a na profilima je broj objava korisnika veći – prosječno 5,2.

Dodane aplikacije se ne koriste u velikoj mjeri, ali ih ipak više koriste knjižnice koje imaju stranice.

Ukupan broj svih objavljenih fotografija je 17397 ili 200 po knjižnici. Najmanji broj fotografija je 0, a najveći 2889.

Bilješke objavljuje ukupno 15 knjižnica (17,2%). Ukupno je objavljeno 320 bilješki ili prosječno 4,1 po knjižnici. Događaje putem aplikacije na Facebooku najavljuju 23 knjižnice (26,4%). Knjižnice na profilima uopće ne najavljuju događaje. Ukupan broj događaja je 1108 ili prosječno 12,7 po knjižnici.

Hrvatske su knjižnice prisutne na Facebooku prosječno 20,4 mjeseca.

Tablica 4 pokazuje usporedive rezultate po vrstama prisutnosti i ukupno.

Tablica 4.

Rezultate istraživanja moguće je usporediti s prijašnjim istraživanjima spomenutim u pregledu literature (Banek Zorica, Ivanjko i Benčec, 2012a; Pažur, 2010).

Neosporno je dokazano da je broj hrvatskih narodnih knjižnica na Facebooku u porastu. Prema istraživanju iz 2009. godine, na Facebooku je bilo ukupno 17 prisutnosti hrvatskih narodnih knjižnica. U srpnju 2011. godine 51 hrvatska narodna knjižnica bila je na neki način prisutna na Facebooku, a u srpnju 2012. broj je porastao na 87 (Grafikon 2).

Slika 2.

Usporedba vrsta prisutnosti moguća je s istraživanjem iz 2009. godine. Tada je, od ukupno 17 hrvatskih narodnih knjižnica na Facebooku, njih 7 bilo zastupljeno Facebook stranicom, tri osobnim profilima, a 7 grupama. Iako je uzorak malen, knjižničari su se u počecima služenja Facebookom za promociju knjižnica odlučivali za ispravne vrste prisutnosti – do 2012. godine broj knjižnica sa stranicama narastao je na 41, s profilima na 38, broj grupa ostao je približno jednak (8 grupa). Rezultati su prikazani u Grafikonu 3.

Slika 3.

Ostali parametri teško su usporedivi zbog različite metodologije prijašnjih istraživanja. Tako, primjerice, iz istraživanja 2011. godine (Banek, Zorica, Ivanjko i Benčec, 2012a) doznajemo da je u dvotjednom razdoblju bilo ukupno 275 objava narodnih knjižnica. Broj objava u dvomjesečnom razdoblju 2012. bio je 1466.

Usporedba podataka bez sumnje pokazuje porast interesa hrvatskih narodnih knjižnica za komunikaciju putem Facebooka.

Zaključak

Prosječna hrvatska narodna knjižnica na Facebooku prisutna je stranicom koja ima 742 korisnika, koristi 4 aplikacije, objavila je 200 fotografija, 4 bilješke i najavila 13

događaja. Tijekom svibnja i lipnja 2012. godine imala je ukupno 17 objava od kojih je sama objavila njih 14, a 3 su objavili korisnici.

Velik broj hrvatskih narodnih knjižnica čini pogrešku koristeći se profilom kao načinom prisutnosti. Facebook je zamišljen tako da imitira stvaran život – profili predstavljaju pojedince s imenima i prezimenima, stranice predstavljaju ustanove (u ovom slučaju knjižnice) s točnim nazivima, a grupe predstavljaju manje interesne skupine. Kao što u stvarnom životu čovjek ima jedan identitet, tako bi ga trebao imati i na Facebooku. Kao što u stvarnosti knjižnica ima jedan naziv, trebala bi ga imati i na Facebooku. Kao što u stvarnosti pojedinac ne može doslovno biti prijatelj s ustanovom (razgovarati s njom, otići u kino i sl.), tako to ne bi trebalo biti ni na Facebooku. Narodne su knjižnice javne ustanove, one moraju biti dostupne svima i nuditi svoje usluge bez ikakvih ograničenja – kako u stvarnom životu, tako i u virtualnom svijetu. Korištenje Facebook profilom, osim što je u suprotnosti s pravilima, onemogućava upravo to – dostupnost knjižnica svima. Stranice knjižnica trebale bi biti otvorene čak i onima koji nisu korisnici Facebooka kako bi omogućile što bolju vidljivost knjižnice i kako bi privukle što više postojećih i novih korisnika.

Iako istraživanje pokazuje da knjižnice koje koriste profile imaju veći broj korisnika (tj. prijatelja) i više objava u promatranom razdoblju, pogrešno bi bilo zaključiti da je tome razlog vrsta prisutnosti. Broj korisnika na Facebooku može ovisiti o cijelom nizu čimbenika, primjerice o stvarnoj veličini zajednice u kojoj knjižnica djeluje, o sadržaju objava, o vidljivosti i prepoznatljivosti itd.

Pretpostavka je da bi knjižnice prijelazom s profila na stranice zadržale svoje korisnike, a možda i privukle nove. Buduća istraživanja trebala bi pokazati jesu li (i koliko brzo) hrvatske knjižnice koje su koristile profile taj način prisutnosti zamijenile stranicama te jesu li time privukle više korisnika i ostvarile bolju interakciju.

Facebook grupe mogu biti korisne za komunikaciju unutar manjih skupina korisnika (npr. grupe za određene dobne skupine korisnika, grupe za sudionike nekih aktivnosti u knjižnici...). Bez obzira na postojanje grupe, knjižnica bi trebala imati stranicu, a administratori stranice i grupa trebali bi surađivati.

Rad na stranicama i u grupama trebalo bi dobro isplanirati i redovito provoditi. Pri tome treba imati na umu da sva pravila koja vrijede u stvarnom svijetu i u stvarnoj knjižnici moraju vrijediti i za knjižnice u virtualnom svijetu (od svrhe i poslanja, preko poštivanja pravnih propisa i normi, do poštivanja etičkih kodeksa). Taj svijet ne čine samo mrežne stranice knjižnica i Facebook već i cijeli niz drugih virtualnih oblika prisutnosti. Buduća istraživanja mogla bi se baviti prisutnošću Twittera, Youtuba i sl. društvenih usluga u knjižnicama.