

Use of Social Media in Marketing of Library Information Services in Polytechnic University of the Philippines

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ABSTRACT

This research paper focused on investigating the present status, problems encountered by students in utilizing social media libraries, their opinions for improvement, the purpose, and the importance of using social media in marketing of library resources and services in Polytechnic University of the Philippines. Three hundred thirty-seven (337) selected students from the College of Business Administration participated to be the respondents of this study. The findings of this paper showed that using social media to market the library resources and services is effective, thus should be used to reach the wider audience and library users. The selected respondents can be reached electronically through social media platforms that they mostly use such as: Facebook, Google+, and Youtube. With all of this, the selected students from the College of Business Administration of the Polytechnic University of the Philippines have a significant relationship from their overall satisfaction to the library resources and services.

I. INTRODUCTION

Wherever users are based, social media has the capability to help library and information centers and their customers to have a much closer relationship, and users can choose their preferred way in learning and accessing library services and resources. In the present-day, information institutions such as libraries are facing unprecedented change and challenge. The students from the College of Business Administration have faced problems in utilizing the social media libraries, and since they are the people that use social media commonly, they can provide opinions on how to improve the marketing of library services and information products through these platforms. Knowing the purpose of the students in using social media in a library and its importance in marketing of library resources and services can make it easy for library professionals to let the students visit the libraries and information institutions again. According to Fernandez (2009), Libraries have connected people with information at all times. Social media had been used by librarians quietly to market their resources and services, and to connect successfully with their users using various forms of this, in addition to their traditional communication tools. Social media is starting to play a significant role in marketing of information to library users and in branding the library as a community hub where marketing is a key function of social media. That is the very reason why social media is a great use to market the library and information services in Polytechnic University of the Philippines. Khann & Bhatti (2012) stated that social media is all about connecting people with information just like the whole business of libraries. Social media helps in reaching out to our communities and providing them information that they need in a very accessible way. With that, this paper aims to find an answer to five problems concerning the use of social media in marketing of library and information services in Polytechnic University of the Philippines.

The general objective of this research paper is to determine the use of social media in marketing of library and information services in Polytechnic University of the Philippines. In this time of technological advancements, it had been a challenge for library professionals to market their institution's services in the traditional setting. Using the traditional ways of finding information was such waste in time and money that led to people using the web, specifically, the social media in looking for information that they need. In the study that Khan & Bhatti (2012) have conducted, it suggests that marketing library services and products are necessary among online users; it offers diverse benefits to libraries and user communities and captures potential users of libraries. Jain (2013) stated that according to Khan & Bhatti's study the good venues for marketing libraries' different services are in online news groups/forums, video sharing (YouTube), Social Networking (Facebook), Wikis, and professional networking and Blogging. These platforms are used to lay out news and service alerts, to publish library news and press releases among online users, and to provide fast updates to online users. Social Media provide libraries instant and direct connection notwithstanding the geographical location of their users. Their study suggested that librarians should take advantage of social media by being present and active in it and to communicate with their members. The library has an important place in a community and it has a purpose of serving, connecting, sharing information to its community. Those things can now be significantly done through social media without the great lengths to connect with the libraries' members (Du Toit & Mulatiningsih, 2013).

The researchers mainly focused on the studies that suggest the use of social media in marketing of library and information services to have a wide range of knowledge about the topic. Also, to collect relevant and needed information, the researchers have conducted data gathering with 337 respondents; the respondents are selected students from the College of Business Administration in Polytechnic University of the Philippines. The researchers are looking for vital information for the study, such as the present status of using social media, the problems faced by the students in utilizing the social media libraries, opinions of students to improve marketing of library services and information products through social media, the purpose of using social media in a library, and the importance of social media in marketing of library resources and services. As claimed by Xia (2009), library groups in social media become effective and efficient when they share energetic topics to their group members instead of narrow topics. Also, librarians can be a part of organizing Facebook groups in which they create library groups and forums. The librarian organizers can be connected to library users by continuously announcing new library services and events, and notifying them about their new books. According to the study conducted by Khan & Bhatti (2012), the problems that set back librarians in using social media libraries are of the following: electricity failure, lack of time, privacy and identity theft, too many social media tools to learn, lack of knowledge, slow speed of internet, inadequate funds and staff and inadequate training opportunities. Those hindrances are not only applicable to library staffs, but also to people that needs to access social media libraries. The respondents from the study made by Shafique (2009) indicated the things that they think would make their library better. It was stated that more qualified and trained paraprofessional staff is needed, OPAC needs improvement and is not user-friendly, the library lacks proper and adequate systems, semi-open shelving is barrier in its proper use, library hours are inadequate. The respondents also recommended that the library environment is not conducive to study and use, and that the library lacks journals. Having these opinions on about library's problems, it might help if the staffs can improve the things mentioned to have an effective marketing of their resources. Based on the study of Chauhan (2013), the participants in the research he conducted strongly agreed that social media should be used in creating discussion groups and marketing of library products and services. They have acknowledged that social media should be of great use; fundraising, spreading news and service alerts, providing quick updates, and pushing library news and press release to users that are online. Social media connects professionals globally. Disseminated data and news from shared posts impacts vocations in the way it was unfolded, thus widening access to beneficial information. Teaching faculty can use the technology that is familiar with their students to connect with them, and the wider audiences can be reached by the librarians through the use of social media as it allows engagement across institutions (Gaha & Hall, 2015).

The researchers seek supporting data to the studies that are connected to the topic; furthermore, a data gathering using a questionnaire tool in which helps in identifying the use, purpose, importance and problems encountered by the students in marketing of the library through social media is conducted to obtain the needed data. To assess the socio-demographic profile of the respondents such as their sex, age, course, and religion, the researchers uses a quantitative-descriptive method. For better understanding of the data gathered, descriptive approach is used in evaluating the profile of the respondents and in tabulating the collected information. Aside from this, the researchers intend in using statistical techniques and mathematical based method, thus using the quantitative approach is considered.

STATEMENT OF THE PROBLEM

The main objective of this research is to determine the use of social media in marketing of library and information services in Polytechnic University of the Philippines. Specifically, this research' objective are to investigate the present status of using social media for marketing of library resources and services in Polytechnic University of the Philippines, to assess the problems faced by the students of the College of Business Administration in utilizing social media in libraries, to provide the opinions of students to improve marketing of library services and information products through social media, identify the purpose of using social media in a library, and to determine the importance of social media in marketing of library resources and services.

HYPOTHESIS

There is a significant relationship in the overall satisfaction of the respondents from the library resources and services to the selected College of Business Administration Students of the Polytechnic University of the Philippines.

II. Research Methodology

2.1 Research Method Used

This study used a Quantitative-Descriptive method to assess socio-demographic profile such as sex, age, course, and religion of the Selected Students of the College of Business Administration of Polytechnic University of the Philippines S.Y. 2019-2020.

Descriptive approach sought to evaluate the profile of the respondents and tabulate the data gathered. This was used for the readers to easily understand the gathered information. A quantitative approach was also considered, since the researchers aimed to use statistical techniques and mathematically based method. The data came from the answers of the respondents which were gathered through the use of survey questionnaires.

2.2 Data Collection and Analysis Tools

The researchers used the questionnaire method, in which the respondents had to put check marks depending on what the questionnaire demands. Questions were used to identify the use, purpose, importance and problems encountered by the students in marketing of the library through social media. After getting the answers from the survey, collected data was measured and interpreted through statistical methods.

Three parts were constructed in data gathering. The first part includes the demographic profile of the respondents, the second part was designed to identify the purpose, types of social media, and how often do the respondents access the library and the internet, and the third part consists of 15 questions that are measured by Likert Scale. The research instrument was localized to make it appropriate to the research locale which is the College of Business Administration in Polytechnic University of the Philippines.

The data interpreted by using the Likert scale method, as the criteria on which serves as the basis for the interpretation of the data. The concept of the boundary of the numerals will be used as follows:

Table 1
Verbal Interpretation Table

| Numerical Value | Arbitrary Scale | Verbal Interpretation |
|-----------------|-----------------|-----------------------|
| 5 | 4.51 – 5.0 | Very Satisfied |
| 4 | 3.51 – 4.5 | Satisfied |
| 3 | 2.51 – 3.5 | Neutral |
| 2 | 1.51 – 2.5 | Dissatisfied |
| 1 | 0.5 – 1.5 | Very Dissatisfied |

2.3 Statistical Population and Statistical Samples

In gathering data, the researchers used stratified random sampling where respondents are selected based on their respective subgroups or strata and in the most convenient way for the researchers in order to have an equal probability. This process involves the picking of sub-group from the total group which will be the basis for the judgment for the latter group.

The study's statistical population consists of Students from the College of Business Administration of the Polytechnic University of the Philippines S.Y. 2019-2020 and the total population needed in the study are 337 coming from the different departments of the said college.

From the said population, the researchers selected a total of 337 students, specifically divided according to their courses, 30.3% (n=102) are from Marketing, 16.6% (n=56) are from Entrepreneurship, 30% (n=101) are from Human Resource Management and 23.1% (n=78) are from Office of Administration. Most of the respondents were female with 69.44% (n=234) while the 30.56% (n=103) are male.

As per age distribution, 170 of the respondents were 19 years old, 102 respondents were 18 years old, 51 respondents were 20 years old, 8 respondents were 17 years old, 5 respondents were 21 years old, and 1 respondent were 22 years old.

As per religion, majority of the respondents were Roman Catholic with a number of 254, 50 were Christians, 11 for Iglesia ni Cristo, 12 were Agnostics, 4 were Protestants, 2 were Baptists, and one (1) respondent each for LDS Mormon, Adventist, Jehovah's Witness, and Jesus is Love.

Though this is not enough to cover the whole population of the CBA students of Polytechnic University of the Philippines; thus, the results of this study will only reflect the answers of the respondents.

III. RESULTS AND DISCUSSION

TABLE 2. Demographic Composition of the Sample

| | Frequency | Percentage |
|-----------------|-----------|------------|
| Gender | | |
| Male | 103 | 30.56% |
| Female | 234 | 69.44% |
| Age | | |
| 17 | 8 | 2.37% |
| 18 | 102 | 30.27% |
| 19 | 170 | 50.45% |
| 20 | 51 | 15.13% |
| 21 | 5 | 1.48% |
| 22 | 1 | 0.30% |
| Course | | |
| Marketing | 102 | 30.27% |
| HRDM | 101 | 29.97% |
| OFAD | 78 | 23.15% |
| ENTREP | 56 | 16.62% |
| Religion | | |
| Roman Catholic | 254 | 75.37% |
| Christian | 50 | 14.84% |

| | | |
|----------------------|----|-------|
| Iglesia ni Cristo | 11 | 3.26% |
| Agnostics | 12 | 3.56% |
| Protestants | 4 | 1.19% |
| LDS Mormons | 1 | 0.30% |
| Baptists | 2 | 0.59% |
| Adventists | 1 | 0.30% |
| Jehovah's Witness | 1 | 0.30% |
| Jesus is Love | 1 | 0.30% |

The demographic composition of the sample is listed on Table 2. The researchers found out that 30.56% of their respondents are male while 69.44% of their respondents are female. The researchers also found out the age bracket of their respondents. 2.37% of their respondents consists of 17 year olds while 30.27% consists of 18 year olds. The other 50.45% of their respondents consists of 19 year olds, 15.13% are 20 year olds, and 1.48% are 21 year olds while the remaining 0.30% consists of 22 year olds. For the course of the respondents, 30% of their respondents are students studying under Marketing Management and another 30% belongs to the Humans Resource Development. On the other hand, 23% of their respondents are students studying under the Office of Administration while the remaining 17% belongs to the Entrepreneurial Management. For the respondents decision, the researchers found out that 75% of their respondents are Roman Catholics, 15% are Christians, 4% are Agnostics, 3% are Iglesia ni Cristo while the remaining 3% consists of Protestants, LDS Mormons, Baptists, Adventists, Jehovah's Witness and (Jesus is Love) JIL Christians.

TABLE 3. Frequency and percentage of the respondent's usage of the library

| | Frequency | Percentage |
|---------------------------|-----------|------------|
| Less than a month | 140 | 41.54% |
| Once a month | 79 | 23.44% |
| Once every two weeks | 51 | 15.13% |
| Once a week | 32 | 9.50% |
| Two or three times a week | 29 | 8.61% |
| Daily | 6 | 1.78% |
| Total | 337 | 100% |

Research Question 1: Do you use the library on average?

Table 3 displays the respondent's usage of the library on average. It shows that 41.54% of the respondents visit the library less than a month, 23.44% of the respondents visit the library once a month, 15.13% of the respondents visit the library once every two weeks, 9.5% of the respondents visit the library once a week, 8.61% of the respondents visit the library two to three times a week and lastly only 1.78% of the respondents visits the library daily.

Research Question 2: How often do you access the Internet?

TABLE 4. Frequency and percentage of the respondent's usage of the internet

| | Frequency | Percentage |
|----------------------|-----------|------------|
| Once a month | 19 | 5.64% |
| Several times a week | 11 | 3.26% |
| Several times a day | 17 | 5.04% |
| Once a week | 3 | 0.89% |
| Everyday | 287 | 85.16% |
| Total | 337 | 100% |

Table 4 displays the respondent's usage of internet. It shows that 5.64% of the respondents access the Internet once a month, 3.26% of the respondents access the Internet several times a week, 5.04% of the respondents access the Internet several times a day, 0.89% of the respondents access the Internet once a week while 85.16% of the respondents access the Internet two to three times a week.

Research Question 3: You have access to Internet at:**TABLE 5. Frequency and percentage of the respondent's access to Internet**

| | Frequency | Percentage |
|--------------|-----------|------------|
| Work | 25 | 7.42% |
| Library | 91 | 27.0% |
| Computer Lab | 63 | 18.69% |
| Cyber Café | 225 | 66.77% |

Table 5 displays the respondent's places where they can access the Internet the most. It shows that 7.42% of the respondents can access the Internet in their work being the lowest percentage of access to the Internet while 27% of the respondents have access to the Internet in the library. On the other hand, 18.69% of the respondents have access to the Internet in the computer lab and lastly 66.77% of the respondents have access to the internet in the Cyber Cafe, being the largest percentage of access to the internet.

Research Question 4: On average, how often do you access electronic resources?**TABLE 6. Frequency and percentage of the respondent's access to electronic resources**

| | Frequency | Percentage |
|------------------------|-----------|------------|
| Most Days | 295 | 87.54% |
| A few times every week | 23 | 6.82% |
| At least once a week | 8 | 2.37% |
| At least once a month | 11 | 3.26% |
| Total | 337 | 100% |

Table 6 displays the respondent's access to electronic resources. It shows that 87.54% of the respondents have access to electronic resources most days, 6.82% of the respondents have access to electronic resources a few times every week, 2.37% of the respondents have access to electronic resources at least once a week and only 3.26% of the respondents have access to electronic resources at least once a month.

Research Question 5: What type of social media do you use most often when visiting the library?**TABLE 7. Frequency and percentage of the respondent's most used social media when visiting library**

| | Frequency | Percentage |
|--------------|-----------|------------|
| Facebook | 164 | 48.66% |
| Twitter | 63 | 18.69% |
| Youtube | 87 | 25.82% |
| LinkedIn | 11 | 3.26% |
| Instagram | 54 | 16.02% |
| Google+ | 156 | 46.29% |
| ResearchGate | 42 | 12.46% |
| SlideShare | 53 | 15.73% |
| Pinterest | 21 | 6.23% |

visiting the library.

Table 7 displays the respondent's most used social media when visiting the library. It shows that 48.66% of the respondents use Facebook when visiting the library, being the most used social media when visiting the library while 46.29% of the respondents use Google+ when visiting the library being the second most used social media in the library. For the other social media, 25.82% of the respondents use Youtube when visiting the library, 18.69% of the respondents use Twitter when visiting the library, 16.02% of the respondents use Instagram when visiting the library, 15.73% of the respondents use SlideShare when visiting the library, 12.46% of the respondents of the respondents use ResearchGate when visiting the library, 6.23% of the respondents use Pinterest when visiting the library and only 3.26% of the respondents use LinkedIn when visiting the library, being the lowest used social media when

Research Question 6: Overall, to what extent are you satisfied with electronic resources your library provides?

TABLE 8. Frequency and percentage of the respondent's satisfaction of the electronic resources that the library provides

| | Frequency | Percentage |
|--------------------|-----------|------------|
| Very Dissatisfied | 4 | 1.19% |
| Dissatisfied | 28 | 8.31% |
| Somewhat Satisfied | 146 | 43.32% |
| Satisfied | 125 | 37.09% |
| Very Satisfied | 34 | 10.09% |
| Total | 337 | 100% |

Table 8 displays the respondent's satisfaction with the electronic resources that the library provides. It shows that 1.19% of the respondents are very dissatisfied with the electronic resources in the library, 8.31% of the respondents are dissatisfied with the electronic resources in the library, 43.32% of the respondents are somewhat satisfied with the electronic resources in the library, 37.09% of the respondents are satisfied with the electronic resources in the library and 10.09% of the respondents are very satisfied with the electronic resources in the library.

Research Question 7: The librarians offer adequate bibliographic instructions and assistance enable me to use the electronic resources effectively.

TABLE 9. Frequency and percentage of the respondent's evaluation of the assistance the librarian provides that enables them to use electronic resources effectively.

| | Frequency | Percentage |
|-------------------|-----------|------------|
| Strongly Disagree | 4 | 1.19% |
| Disagree | 27 | 8.01% |
| Neutral | 139 | 41.25% |
| Agree | 145 | 43.03% |
| Strongly Agree | 22 | 6.53% |
| Total | 337 | 100% |

Table 9 displays the respondent's evaluation of the assistance the librarian provides that enables them to use electronic resources effectively. It shows that 1.19% of the respondents strongly disagree that the librarians offer adequate assistance in using electronic resources, 8.01% of the respondents disagree that the librarians offer adequate assistance in using electronic resources, 41.25% of the respondents are neutral about the assistance given by the librarian in using electronic resources, 43.03% of the respondents agree that the librarians offer adequate assistance in using electronic resources and 6.53% of the respondents strongly agree that the librarians offer adequate assistance in using electronic resources.

Research Question 8: How do you rate the quality of information you acquire from electronic resources?

TABLE 10. Frequency and percentage of the respondent's evaluation of the quality of information they acquired from electronic resources.

| | Frequency | Percentage |
|-----------------------|-----------|------------|
| Very Poor Quality | 0 | 0.00% |
| Poor Quality | 6 | 1.78% |
| Somewhat High Quality | 146 | 43.32% |
| High Quality | 149 | 44.21% |
| Very High Quality | 36 | 10.68% |
| Total | 337 | 100% |

Table 10 displays the respondent's evaluation of the quality of information they acquired from electronic resources. It shows that 0% of the respondents believes that information they acquire from electronic resources are very poor quality while 1.78% of the respondents believes that information they acquire from electronic resources very poor quality, 43.32% of the respondents believes that information they acquire from electronic resources are somewhat high quality, 44.21% of the respondents believes that information they acquire from

electronic resources are high quality and 10.68% of the respondents believes that information they acquire from electronic resources are very high quality

Research Question 9: Evaluation of library facilities

| Statement | Mean | SD | VI |
|--|------|------|------------|
| I am able to access computer workstations in the library | 2.91 | 1.08 | Sometimes |
| Computer facilities and electronic equipment are accessible | 3.28 | 0.99 | Sometimes |
| The library's collection meets my research needs | 3.36 | 0.95 | Sometimes |
| Group study facilities are adequate | 3.50 | 0.96 | Sometimes |
| Library staff keeps me informed about new services and collections | 2.86 | 1.10 | Sometimes |
| Library space is adequate | 3.44 | 1.01 | Sometimes |
| Opening hours are adequate | 3.62 | 0.96 | Very Often |
| Study space in the library is adequate | 3.55 | 1.02 | Very Often |
| Student computer room is adequate | 3.29 | 1.06 | Sometimes |

Table 11 presents the mean scores and interpretation of the respondent's evaluation of library facilities. Statement 1 got a mean score of 2.91 this means that the respondents are able to access computer workstations in the library sometimes, Statement 2 got a mean score 3.28 which means the for the respondents Computer facilities and electronic equipment are accessible sometimes, Statement 3 got a mean score 3.36 which means for the respondents the library's collection meets their research needs sometimes, Statement 4 got a mean score 3.50 which means the library's collection meets the respondent's research needs sometimes, Statement 5 got a mean score 2.86 which means the library staff keeps the respondent's informed about new services and collections sometimes, Statement 6 got a mean score 3.44 which means that sometimes the library space is adequate for the respondents, Statement 7 on the other hand got a mean score of 3.62 which means that for the respondents the opening hours in the library are adequate very often and Statement 8 got a mean score of 3.55 which means that for the respondents the study space in the library is adequate. Lastly, Statement 9 got a mean score

of 3.29 this means that sometimes the student computer room is adequate for the respondents.

Research Question 10: Evaluation of library resources.

Table 12 presents the mean scores and interpretation of the respondent's evaluation of library resources. Statement 1 got a mean score of 3.54 which means that the respondents find the resources in the library appropriate for their course needs very often, Statement 2 got a mean score of 3.35 which means that the respondents find the resources in the library up to date and relevant sometimes, Statement 3 got a mean score of 3.44 which means that the respondents find the resources in the library easy to find sometimes, Statement 4 got a mean score of 3.39 which means that the respondents find suggestions to resources in the library sometimes, Statement 5 got a mean score of 3.23 which means that the recommendations for new or different resources are listened by the library staff sometimes according to the respondents, Statement 6 got a mean score of 3.47 which means that the borrowing resources are good sometimes according to the respondents, Statement 7 got a mean score of 3.42 which means that the respondents usually find the resources they need sometimes, and if they do not, it is because sometimes the library does not have the item sometimes (Statement 8 got a mean score of 3.36), all copies/titles are in use sometimes (Statement 9 got a mean score of 3.23), the catalogue says the item is in the library but the respondents cannot locate it sometimes (Statement 10 got a mean score of 3.26) and there are not sufficient resources on the topic they are researching (Statement 11 got a mean score of 3.37). On the other hand Statement 12 got a mean score of 3.39 which means that respondents usually ask the library staff for assistance sometimes and Statement 13 got a mean score of 3.18 which means that according to the respondents, feedback to the lecturer involved that they are having difficulty locating resources in the library. Lastly, Statement 14 got a mean score of 3.34 which means that there are always resources available that address assignment questions sometimes according to the respondents.

| Statement | Mean | SD | VI |
|---|-------------|-----------|------------|
| Resources are appropriate for my course needs | 3.54 | 0.93 | Very Often |
| Resources are up to date and relevant | 3.35 | 0.91 | Sometimes |
| Resources are easy to find | 3.44 | 0.92 | Sometimes |
| Suggestions to find resources elsewhere are good | 3.39 | 0.86 | Sometimes |
| Recommendations for new or different resources are listened by library staff | 3.23 | 0.93 | Sometimes |
| Borrowing resources are good | 3.47 | 0.95 | Sometimes |
| You usually find the resources you need | 3.42 | 0.89 | Sometimes |
| IF NOT IT IS BECAUSE: | | | |
| The library does not have the item | 3.36 | 0.87 | Sometimes |
| All copies/titles are in use | 3.23 | 0.88 | Sometimes |
| The catalogue says the item is in the library but you cannot locate it | 3.26 | 0.93 | Sometimes |
| There are not sufficient resources on the topic you are researching | 3.37 | 0.92 | Sometimes |
| You usually ask library staff for assistance | 3.39 | 1.07 | Sometimes |
| You feedback to the lecturer involved that you are having difficulty locating resources | 3.18 | 1.00 | Sometimes |
| You find there are always resources available that address assignment questions | 3.34 | 0.91 | Sometimes |

Research Question 11: Evaluation of catalogue searching.

Table 13 presents the mean scores and interpretation of the respondent's evaluation of catalogue searching. Statement 1 got a mean score of 3.24 which means that respondents use the catalogue when searching for resources sometimes, Statement 2 got a mean score of 3.41 which means that respondents browse the shelves when searching for resources sometimes and when they use the use the catalogue the respondents use keywords, subject, title and author very often. This is because Statement 3 got a mean score of 3.74, Statement 4 got a mean score of 3.75, Statement 5 got a mean score of 3.85 and Statement 6 got a mean score of 3.68 which are all above 3.50. On the other hand, Statement 7 got a mean score of 3.65 which means that the respondents use a different method very often if their first search is unsuccessful and Statement 8 got a mean score of 3.48 which means that the respondents are able to find the specific titles/subject areas they are looking for sometimes when they check the catalogue. Lastly, Statement 9 got a mean score of 3.24 which means that the respondents use the catalogue via the Internet from home sometimes.

| Statement | Mean | SD | VI |
|---|-------------|-----------|------------|
| You use the catalogue when searching for resources | 3.24 | 1.01 | Sometimes |
| You browse the shelves when searching for resources | 3.41 | 0.97 | Sometimes |
| WHEN USING THE CATALOGUE, YOU SEARCH USING | | | |
| Keywords | 3.74 | 0.94 | Very Often |

| | | | |
|---|------|------|------------|
| Subject | 3.75 | 0.93 | Very Often |
| Title | 3.85 | 0.93 | Very Often |
| Author | 3.68 | 1.00 | Very Often |
| | | | |
| You use a different method if your first search is unsuccessful | 3.65 | 0.93 | Very Often |
| You are able to find the specific titles/subject areas you are looking for when you check the catalogue | 3.48 | 0.83 | Sometimes |
| Do you use the catalogue via the Internet from home | 3.24 | 1.07 | Sometimes |

Research Question 12: If you use university paid e-resources, please indicate your level of satisfaction with the content and services provided.

| TABLE 14. Mean Score of Satisfaction in Content and Service Provided | | | |
|---|-------------|-----------|-----------|
| Statement | Mean | SD | VI |
| EVALUATION OF CONTENT | | | |
| The level of materials available | 3.27 | 0.85 | Average |
| The coverage of my subject/work | 3.33 | 0.83 | Average |
| Ease of access | 3.45 | 0.89 | Average |
| Ease of use | 3.50 | 0.90 | Average |
| TECHNICAL EVALUATION OF RESOURCES | | | |
| Availability of computer facilities in the university | 3.16 | 0.93 | Average |
| Adequate bandwidth to access the resources | 3.17 | 0.85 | Average |
| Easy navigation to resources from library websites | 3.30 | 0.94 | Average |
| Overall satisfaction | 3.46 | 0.82 | Average |

Table 14 presents the mean scores and interpretation of the respondent's satisfaction in content and service provided. For the evaluation of content, Statement 1 got a mean score of 3.27 which means that the respondents find the level of materials available in the library average, Statement 2 got a mean score of 3.33 which means that the respondents find the coverage of the subject/work they are searching in the library average, Statement 3 got a mean score of 3.45 which means that the respondents find ease of access in using resources in the library average and Statement 4 got a mean score of 3.5 which means that the respondents find ease of use in using resources in the library average. On the other hand,

for the technical evaluation of resources, Statement 5 got a mean score of 3.16 which means that the respondents find the availability of computer facilities in the university average, Statement 6 got a mean score of 3.17 which means that the respondents find the bandwidth to access the resources average, Statement 7 got a mean score of 3.3 which means that the respondents find the navigation to resources from library websites average, Statement 8 got a mean score of 3.46 which means that the respondent's overall satisfaction of the library's content and service average.

IV. Conclusion

This study aims to determine the significant relationship in the overall satisfaction of the respondents from the library resources and services to the selected students from the College of Business Administration of the Polytechnic University of the Philippines. To meet the satisfaction level of the library users, librarians and staffs should be trained and knowledgeable in what they do to provide better service to the users. Moreover, the information institutions shall have enough resources for their audience to gain their needed data. Marketing of library resources and services using social media platforms are highly recommended for it is an effective way to reach the audience and library users that mainly use electronic resources nowadays. Social media tools like

Facebook, Google+, Youtube, Wikis, and Blogs are frequently visited by students that made them more reliant to electronic resources than the physical and traditional ones.

1. The assessment of the user's satisfaction of the library resources and services features the frequency and percentage of the respondents usage of the library and internet, access to electronic resources, purpose in using electronic resources, most used social media, satisfaction of electronic resources that the library provides, evaluation of the assistance the librarian provides and the quality of information the respondent's acquire from electronic resources. The researchers found out that the majority of the respondents visit the library less than a month. On the other hand, most of the respondents also use the internet every day. The majority of these respondents who uses internet every day, access it through cyber cafes. Most of these respondents also access electronic resources most days and their top 3 reasons for using these electronic resources is research, learning and to know current information. It was also found that that the top 3 most used social media of the respondents are Facebook, Google+ and YouTube. It is also worth mentioning that the majority of the respondents are somewhat satisfied by the electronic resources the library provides, however a majority of them find the information they gain from electronic resources in the library high quality. Most of the respondents also agree that the librarian provides that enables them to use electronic resources effectively.

2. In the evaluation of library facilities, most of the mean scores of each statement are sometimes. The sufficiency and accessibility of computer workstations, facilities, student computer room, and electronic equipment in the library sometimes meet the needs and satisfaction of the respondents. Also, the library staff keeps them informed about new services and collections and the group study facilities, library space and student computer room are adequate sometimes. Most of the respondents believe that the study space and opening hours of the library are adequate very often

3. In the evaluation of the library resources, most of the mean scores of each statement are sometimes. The availability and accessibility of resources in the library and the assistance the librarian provides sometimes meet the needs and satisfaction of the respondents. Also the reasons why sometimes the respondent's cannot find the resources they is because the library does not have the item, all copies/titles are in use, the catalogue says the item is in the library but you cannot locate it, there are not sufficient resources on the topic you are researching. Most of the respondents also believes that the resources in the library are appropriate for their course needs very often.

4. In the evaluation of the content and service provided by the library, all of the mean scores of each statement are average. From the level of materials available up to the overall satisfaction in content and service provided, all of it were found average by the respondents. Also the respondent's found the coverage of their subject/work in the library and the ease of access and use, average. Most of the respondents also found the availability of computer facilities in the university average.

The result of the mean scores shows the significant improvements and enhancements that is needed to prioritize in providing better service to the users. Respondents agreed that social media is important to market library resources and services; it helps students, faculty and researchers to use the library. Universities nowadays should be student-friendly and upgrades their technologies for them to survive in this dynamic industry. And this research can be beneficial to the universities especially PUP to understand their students and to provide a more convenient service. This study can also be a help to the future researchers who aim to discover more about library resources and services.

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