

TEXT MESSAGING: NOT ONLY FOR REFERENCE SERVICE

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BACKGROUND OF THE STUDY

Text messaging in libraries has become an additional means of providing reference service other than the traditional face-to-face and over-the-phone methods and the equally technology-enabled email and chat reference service (Brooks & Zuberay, 2012).

However, although SMS/text messaging reference service can be easily implemented, libraries face barriers to offer this service, such as staffing, budget, and usability (Luo, 2011).



BACKGROUND OF THE STUDY

- Colegio de San Juan de Letran Calamba Library Services Department implemented text messaging services in AY 2014-2015 using personal mobile phones of the librarian
- On August 12, 2015, the library started using an official number for the text messaging service as recommended by the Colegio's Internal Quality Auditor.
 - Monthly prepaid card is allotted
 - Text messaging service was extended to library transactions, such as reference inquiries, renewal and reservation of materials



OBJECTIVES OF THE STUDY

The study was conducted to:

1. Investigate on the extent of use of the text messaging service;
2. Find out the satisfaction rate of the clients; and
3. Determine the extent to which the text messaging services has contributed to the mission of the library which is to provide efficient and effective library services and to promote and implement library programs/activities, which are beneficial to the academic community

Results of the study will help identify how the services and the user experience can be better improved.



METHODOLOGY

- Types of transactions recorded on the Library Transaction Logsheet for 2nd semester, AY 2016-2017 were analyzed
- Respondents were limited to:
 - a) Library users who availed themselves of the text messaging service on 2nd semester, AY 2016-2017; and
 - b) Still enrolled in the Colegio this AY 2017-2018.



METHODOLOGY

- Convenience non-random sampling was used in the selection of the respondents
- Self-developed questionnaire was used. Validation of questionnaire was done by the Colegio's Knowledge Management Director.
- Descriptive statistics, such as, through frequency and percentage, was used in the analysis



METHODOLOGY

The questionnaire was composed of six questions about text messaging, profile of the respondents, and open-ended question.

The following were asked:

1. Awareness about the library text messaging services
2. Satisfaction on the operational hours of the library's text messaging service
3. Satisfaction with the assistance received via text messaging
4. Level of helpfulness of the text messaging service
5. Ease of usage of text messaging service
6. Preferred means of communication with the library personnel



RESULTS AND DISCUSSION

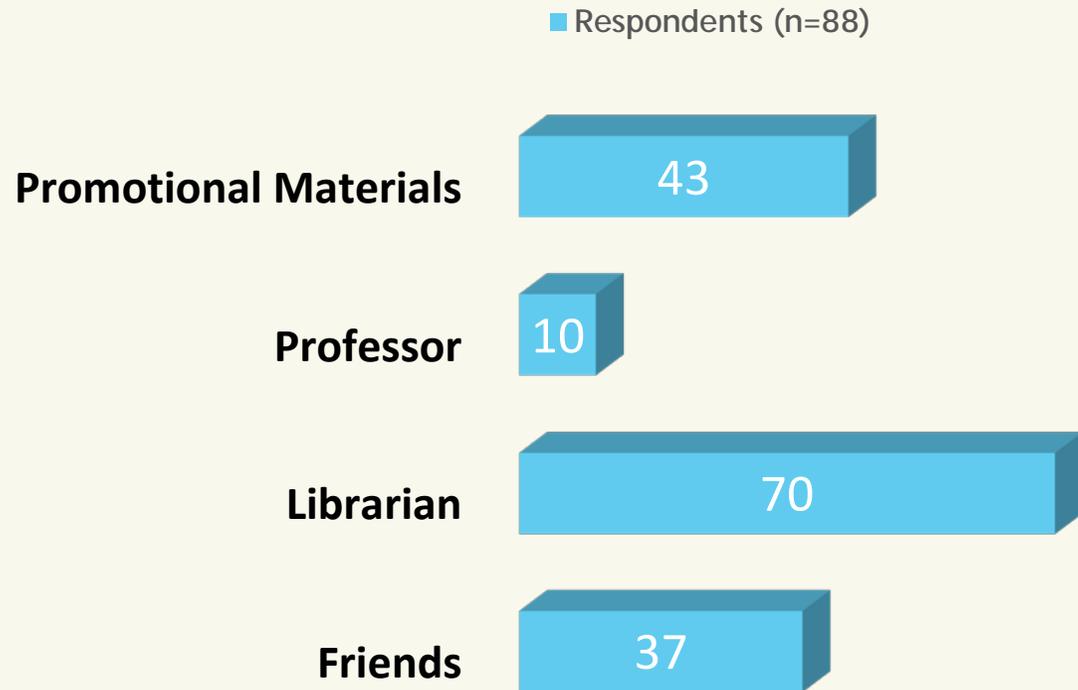


Figure 1.
Source of knowledge about library text messaging services

70 of the 88 respondents got their information about text messaging through the librarians

Chun, et al (2011) , majority of the respondents learned about the library SMS service through the librarian in the circulation desk and those providing library instruction classes



RESULTS AND DISCUSSION

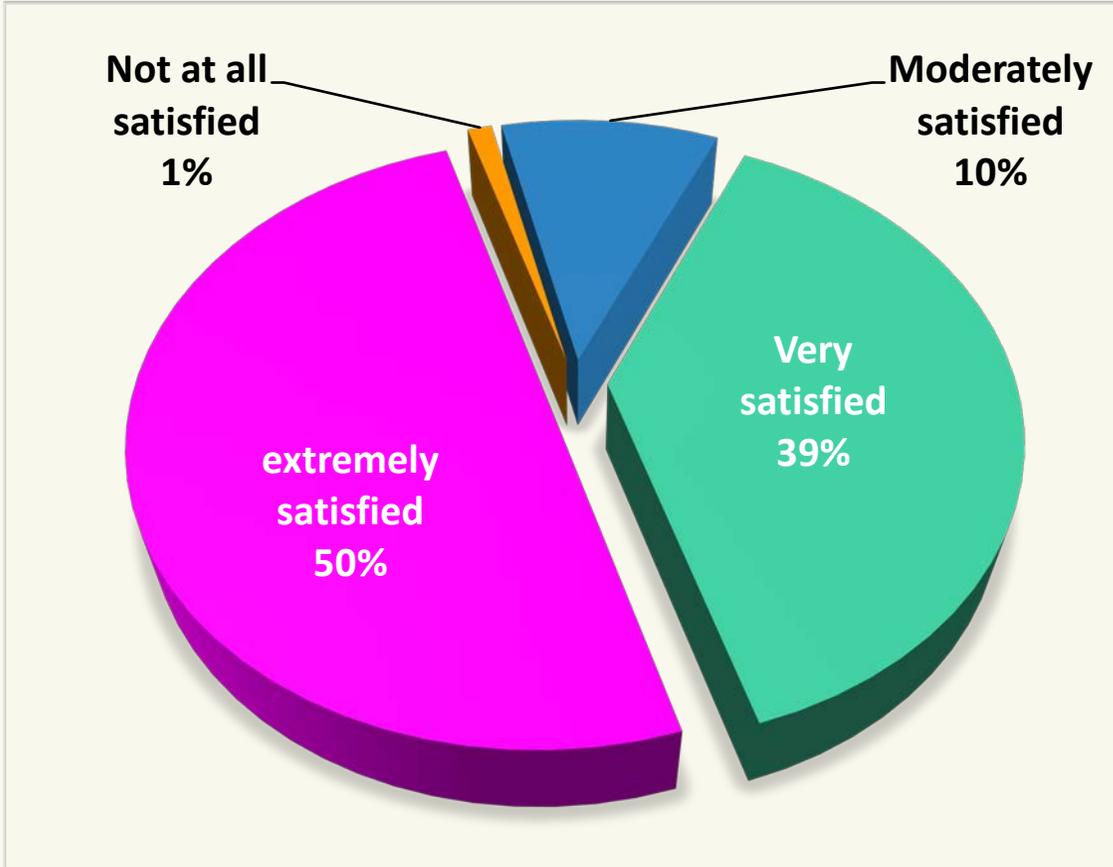


Figure 2.
Satisfaction on the service hours of text messaging

Most of the respondents are either extremely satisfied or very satisfied with the service hours



RESULTS AND DISCUSSION

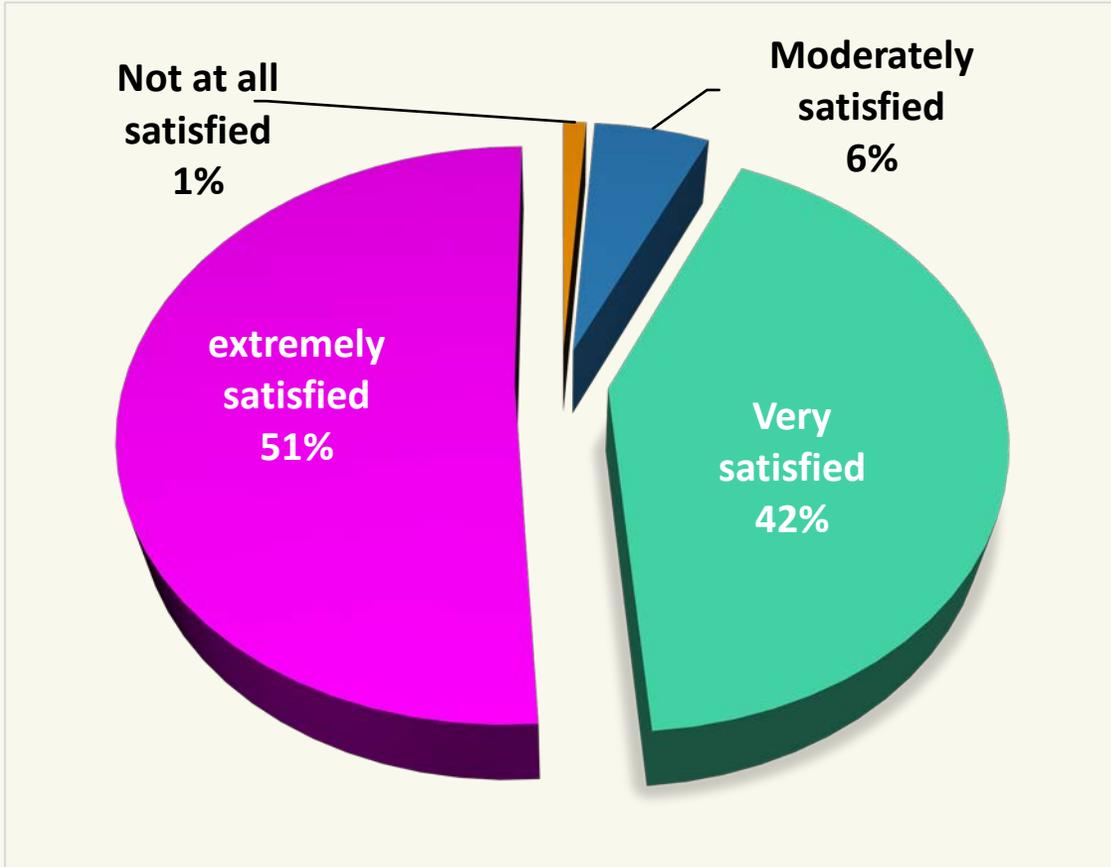


Figure 3.
Satisfaction on the assistance provided via text messaging

Letran's library users has a high degree of satisfaction as expressed by 93.19% of the clients who availed of the service

Users who avail of text messaging service report a high degree of satisfaction and appreciate the convenience, ease of use and speediness of the service (Luo, 2014).



RESULTS AND DISCUSSION

75% of the respondents rated the text messaging service very helpful to them

Lauricella and Kay (2013), revealed that students regard mobile phones as very useful tool for communicating

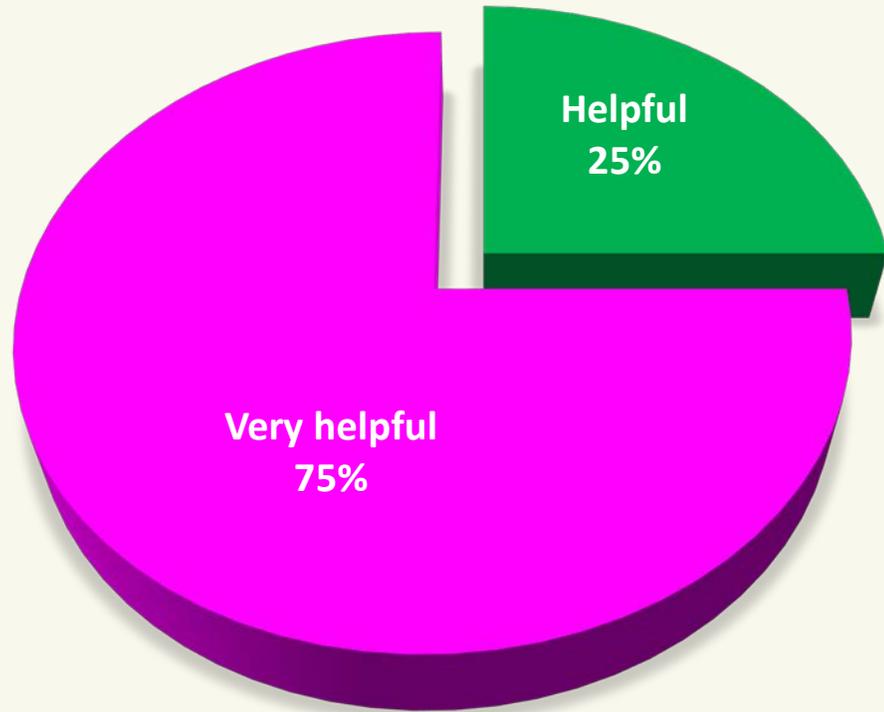


Figure 4.
Helpfulness of the Text Messaging Service

RESULTS AND DISCUSSION

100% of the respondents find the text messaging service easy to use.

Bielskas and Dryer (2012) stated that text messaging has proven to be one of the most frequently used features of mobile phones.

*Lauricella and Kay (2013) asked students why they use text messaging tools. One of the four main reasons cited by the students was that sending text messaging was **easy and efficient***



RESULTS AND DISCUSSION

95.45% of the respondents preferred text messaging among other means of communication

Harley, et al. (2007) and Nasmith (2007), students perceived that text messaging provides immediate answer to any queries and more advantageous to use compared to email.

Chow and Croxton (2014), respondents mostly preferred email as a form of virtual reference service.



RESULTS AND DISCUSSION

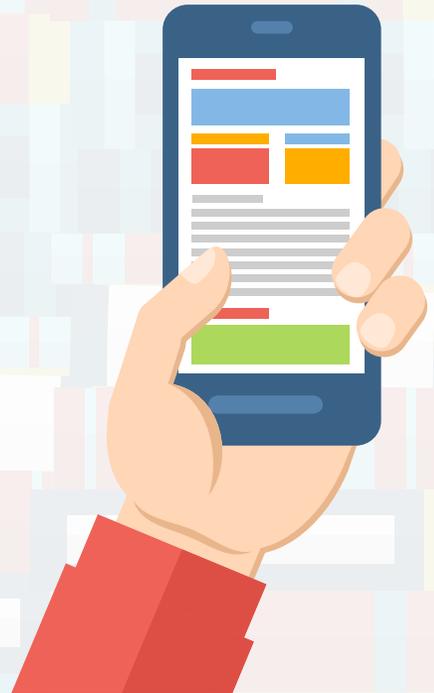
- Most types of transaction recorded:
 1. Renewal of library materials
 2. Reminder of due dates
- Most students use text messaging for **renewal of borrowed materials**
- Text messaging service is rarely used for **reservation of materials** and **reference inquiries**
- Transaction of library users through text messaging were mostly done between **1 and 4 p.m.**

Chun et al. (2011), due-day reminder and renewal request service were the most transaction availed of.



CONCLUSIONS

1. Although the service is evidently gaining popularity, it still has not reached its full potential.
2. Text messaging can be used in the library not only for reference service, but also in different library transactions like reminder of due dates, renewal, or reservation of library materials
3. Students use text messaging on a regular basis for renewal of the borrowed materials



CONCLUSIONS

4. Library personnel is the best marketing tool for promoting the library programs and services
5. Barriers in the implementation of the service contribute to a certain extent, to the dissatisfaction of users of the service like signal issues in the Philippines, no available pre paid card, or late reply during the holding of institutional events



RECOMMENDATIONS

1. While the service is partly successful, efforts should be made to promote other transactions available through SMS
2. Consider other e-communication technologies in getting touch with the library users;
3. Explore the possibility of including student borrowers among those being reminded of due dates
4. Analyze thoroughly the data in the Transaction Logsheet and transcripts of text messaging



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THANK YOU

