Follow Turkish Academic Libraries on Twitter

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INTRODUCTION

Social networking sites are used regularly by millions of people in recent days. Twitter is one of these sites and its not only used by millions of people, it is also used by many organizations which want to put in an appearance on social networks.

The main aim of this study is to evaluate Twitter accounts of Turkish academic libraries. The main research questions are;

- What is the tweet frequency of Turkish academic libraries?
- Do the subject of tweets differ by libraries?
- What are the main topics of Turkish academic Libraries' twitter accounts?
- What are the most frequently used words and noun phrases of tweets?

DATA AND METHOD

All universities that have Twitter account were chosen for this study. All the tweets were entered a spreadsheet at 26th December, 2011. Then, deep data cleaning process was conducted. MS Excel and PASW programs were used statistical evaluations, http://www.wordle.net was used to create word clouds.

FINDINGS

There are 15 Turkish University that have a Twitter account. 2 of them have no tweet on their account. A university, Istanbul Technical University has two Twitter accounts. However they have been no tweet yet. The list of universities and their tweet frequencies is listed table below;

University	@	Tweet Freq	Date of first tweet
METU	Metulibrary	308	Feb '11
İstanbul Aydın Univ	bilgi_merkezi	285	Oct '09
Hacettepe Univ	Hukutuphaneleri	162	Oct '10
Sabancı Univ	SU_bilgimerkezi	133	Aug '10
Özyeğin Univ	Ozyeginlib	122	May '10
Anadolu Univ	kutuphaneAU	68	Mar '10
Bahçeşehir Univ	Barbaroskutup	65	Sep '10
Gazikent Univ	gazikentlibrary	59	Aug '10
İstanbul Bilgi Univ	Bilgi_library	57	Feb '11
Akdeniz Univ	akdenizkutup	37	Aug '11
Mugla Univ	muglakutuphane	6	Nov '10
Bilecik Univ	BuKutuphane	4	Sep '10
National Library	Milli_kutuphane	1	Sep '11
İstanbul Tech Univ	itukutuphane	0	
Onsekiz Mart Univ	COMUkutuphanesi	0	
İstanbul Tech Univ	minanlibrary	0	

Main Subjects of Tweets

The main topic of the tweets are trial databases and announcements for all Turkish Universities. The subjects of tweets don't differ by libraries. Mostly used words by universities are listed below;

	Term	Frequency		Term	Frequency
1	LIBRARY	338	11	HOURS	81
2	ACCESS	278	12	UNIVERSITY	60
3	TRIAL	246	13	WORKING	49
4	DATABASE	185	14	ONLINE	48
5	OPEN	149	15	TRIAL DATABASE	46
6	DETAILS	129	16	CENTER	45
7	NEW	122	17	ANNOUNCEMENTS	39
8	INFORMATION	114	18	SERVICE	38
9	JOURNALS	111	19	STUDENT	37
10	BOOK	106	20	WORLD	37

Tweet Clouds

All the tweets of Universities were collected in a table and stop words like and, or, not etc. removed from this list. Then, the words were translated into English. The word "library" is the mostly used word and it made the cloud complex. So, "library" was removed from cloud. The final word cloud is showed below;

RESULTS AND DISCUSSIONS

This poster shows the Twitter usage aims of Turkish universities. Mostly they want to announce databases and trial databases to their users. Other issues are working hours, journals, new resources and etc.

The results of this works might be use by other universities which want to use Twitter .