
A Study Submitted in Partial Fulfilment of the Requirement for the Degree of Masters of Arts in Librarianship

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Abstract

**Background** The literature explores why Web 2.0 is important to study, discusses its controversial definition and gives examples of its applications. It then defines marketing and looks at barriers to and advantages of the implementation of Web 2.0 in a public library marketing strategy. It concludes by suggesting that Web 2.0 has a huge potential within the Public Library sector.

**Aims** Using a case study of North Tyneside Council Library Service and a triangulation methodology of a content analysis, interviews and a questionnaire; guidelines for the implementation of a marketing strategy for Web 2.0 have been created. These guidelines consider best practice, corporate culture, staff time and skills available.

**Methods** A case study approach has been chosen as it focuses on a specific case which is bounded by organisation and geographical boundaries and can utilise multiple sources of evidence to gain insight. A mixed methods triangulation methodology has been chosen to use multiple sources of evidence in relation to a particular research problem which allows comparison and more reliable generalisations. The methodology included a content analysis and observation of marketing materials both in a Web 2.0 and traditional format, interviews both in person and by email with senior librarians from both the study site (North Tyneside Council Library Service) and a neighbouring library service (Newcastle City Library Service) and an online questionnaire for users.

**Results** The methodology discovered that the case study service does not currently use Web 2.0 in its marketing strategy apart from contributing to a generic council Twitter. Traditional marketing methods (local media, leaflets and posters) are used predominantly and the service has no marketing strategy. Web 2.0 is seen to have a number of advantages over traditional marketing. The most popular applications were seen to be Twitter and Facebook and a content analysis provides suggestions for best practice for these tools. There were seen to be a number of barriers to the implementation of Web 2.0 in the context of the study site. These amongst other factors contribute to the creation of draft guidelines which consider corporate culture, staff time, staff training, applications to use, what the applications should contain, the need for a marketing strategy, need to co-ordinate Web 2.0 and traditional marketing, privacy and user generated content.

**Conclusions** The literature review, content analysis, interviews and questionnaire have shown that Web 2.0 has and can be used successfully by library services to increase user and non-user awareness of what the library has to offer and cement its importance in this time of economic and social uncertainty. Web 2.0 has the potential to ‘be the most critical marketing environment around’ (Weber, 2007:14) which combined with this research gives a sense of urgency to its implementation.
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1. Introduction

This dissertation will explore ways in which North Tyneside library service currently utilises Web 2.0 technologies to meet objectives in their marketing strategy (if present) and to reach non-users. Using knowledge of best practice, as identified in the literature and through empirical research, suggestions of how the technology could be utilised by the library service will be outlined.

The dissertation will involve collaborating with North Tyneside Council public library service, where the researcher used to work as both a Temporary Summer Library Assistant and as a Saturday Library Assistant. The researcher has been in contact with the Head of Service and it has been arranged for her to liaise with one of the Senior Librarians responsible for the area of Web 2.0 and marketing.

It has been chosen to explore this topic through the researcher’s experience of working for this public library service where it was seen that these technologies were not used, even though a vast number of customers and non-users were familiar with Web 2.0 technologies such as Facebook. Additionally the researcher has seen the effective use of these technologies through working for the University Library and theoretically through her Masters. It is felt that these technologies could be applied to increase user and non-user awareness of what the library has to offer and hopefully cement its importance in this time of uncertainty. This should contribute to emphasising the importance of public libraries in this current period of economic uncertainty and resultantly safeguard their future.

1.1 Research Context

North Tyneside is a borough located in the north east of England. It borders the city of Newcastle to the west and Northumberland to the north. The area has a population of around 195,000 and has an area of 82 square kilometres. The borough was created in 1974 and combined a number of authorities. In the past the area’s employment was focused upon fishing, ship building and coal mining but has now shifted towards public administration, education and health which constitutes 27.6% of the area’s employment (Government Office for the North East, 2007).

Appendix 1 is a summary page of demographic details about the borough. These are official statistics which inform policy and are socially constructed (May, 2001). Notable statistics include the predominantly white population above the England and Wales average (98.1% compared to 91.3%), lower percentage of employment when compared to the average (58.4% compared to 60.6% in England and Wales) and a higher degree of those with no qualifications (32% compared to 29.1% in England and Wales) (Office for National Statistics, 2011).
Appendix 2 (again in the appendices) (Government Office for the North East, 2007) depicts the spread of deprivation by scores produced from the Index of Multiple Deprivation which ranks areas nationwide by a number of factors. These figures depict areas of low deprivation around the coastal areas and higher deprivation alongside the riverside and inland around areas such as North Shields, Wallsend, Backworth, Wideopen and Longbenton. This correlates with the demographics that libraries in these areas serve. Overall there is huge variation in deprivation in North Tyneside which means that the library service must adapt to these variations and take these factors into account in service provision. Additionally this economic deprivation could correlate with the creation of a digital divide; where those of a lower socio-economic status are disadvantaged as they do not have access to the internet and thus the opportunity that this technology offers. Marketing on Web 2.0 by public libraries must resultantly take this into account.

1.2. Research Aims

This research aims to investigate how North Tyneside library service currently does or does not utilise Web 2.0 technologies in their marketing strategy. Then explore how these technologies could be utilised by the service by producing draft guideline for its implementation.

1.3. Research Objectives

The objectives are as follows:

- To identify whether North Tyneside Library service currently uses Web 2.0 technologies in their marketing strategy. If so how and if not what methods do they currently utilise.
- Identify best practice in the public library Web 2.0 marketing field and more widely.
- Based on the research draft guidelines for the implementation of Web 2.0 applications for the public library service. This draft will be drawn from best practice and the methodology whilst considering corporate culture, staff time and skills available.

2. Literature Review

2.1. Introduction

Firstly, this review explores why Web 2.0, in the context of public library marketing, is an important issue to study. This situates and explains why this issue has been chosen for research. Web 2.0 is then defined as it is seen as an important theme of the dissertation. Web 2.0 applications and the concept of marketing, mentioned towards the end of the review are explored in detail in this literature review. Barriers to implementation and suggestions for implementation are then explored before a conclusion is reached.
2.2. Why is this an important issue to study?

Web 2.0 offers a new way to communicate with audiences in a digital environment and has the potential to ‘be the most critical marketing environment around’ and is seen by some as the third period of marketing (Weber, 2007:14). Libraries must move in time with current internet trends to ensure customers are engaged with their services and that online communities are fostered and created (Chua and Goh, 2010). This form of marketing also offers a reduction in marketing costs as there are no advertising overheads (Weber, 2007 and Fagan and Keach, 2010). Additionally the technology is easy to use (for those with the requisite skills) and allows information professionals to disseminate information to users quickly (Bradley, 2007 and Fagan and Keach, 2010).

Lastly, marketing public libraries is a tool to increase the library’s community profile, raise service use and consequently could have a positive effect on funding and prove the service’s worth. This is especially important in the current climate of economic misfortune and declining library opening hours which has affected North Tyneside Public library service (Walker, 2009; Rossiter, 2008; News Guardian, 2011 and De Saez, 1993). Another factor in public library “decline” is the rise of the internet. Doucett (2008) writes that in the past decade libraries have undergone transition with the advent of the internet. Public libraries especially used to be the main source of information and often entertainment in a community. The internet competes with this role along with modern demands on time and lifestyle. The public library must resultantly market itself to assert its new role in the digital community and assert its cultural and local value (Berube, 2011). Thus this research can identify the IT resources, human resources and most suitable applications needed to successfully utilise Web 2.0 within a public library’s marketing strategy.

There is huge deprivation in some areas of North Tyneside as depicted in the introduction and appendix 2 in the appendices. Web 2.0 offers the opportunity to market to this group of people as they are often prolific users of application such as Facebook (personal experience of the researcher working in libraries in prolifically deprived areas and high Facebook usage on People’s Network computers). However there is also the issue of those who are deprived and may not have access to the internet and thus Web 2.0 applications who are then further ‘left behind’ through marketing libraries solely through this method. Web 2.0 thus must be part of a wider marketing strategy to reach all perspective users. The Ofcom report on UK Adult Media Literacy (2011) particularly focuses on the lower than average internet use by the 65+ age group which suggests that this user group must be considered in a holistic Public Library marketing strategy.

In terms of research in this field there are very few studies that explore the implementation of a wide range of Web 2.0 tools in a public library environment (Rutherford, 2008). Previous studies have focused upon broad conceptual introductions or on individual Web 2.0 application case studies.
(Rutherford, 2008). This study thus provides literature for an under-researched field and meets a real need for information on these emerging and important technologies.

2.3. Defining Web 2.0

There is a lack of consensus and belief in the definition of Web 2.0 – a term that has undergone widespread criticism (Bradley, 2007; Constantinides and Fountain, 2007; O’Reilly, 2005; Chua and Goh, 2010; Berube, 2011; Maness, 2006 and Hawkins, 2008). The term has undergone widespread adoption in the last six years (Parkes and Walton, 2010). Additionally current theories are seen as inadequate in explaining the nuances of the term (Hawkins, 2008 and Constantinides and Fountain (2007)). This could be due to the fact that the term is in a state of never-ending beta, as it is always evolving (Parkes and Walton, 2010).

O’Reilly first coined the term in 2004 in relation to the second generation of web services such as social networks. His 2005 paper ‘What is Web 2.0’ is seen as the most definitive article in the field by many (Parkes and Walton, 2010; Miller, 2005; Holmberg et al, 2009 and Hawkins, 2008). These Web 2.0 technologies facilitate collaboration amongst users and allow new ways of interaction and participation (Peltier-Davis, 2009; Bradley, 2007 and Parkes and Walton, 2010). A unique set of applications and tools define Web 2.0 (Berube, 2011). O’Reilly (2005) sees Web 2.0 as more than a technology and as an ethos and environment with a purpose ultimately of collaboration. Constantinides and Fountain’s Web 2.0 definition goes along O’Reilly’s lines but more succinctly illustrates what the technology entails (2008: 232). This definition will be used in the dissertation:

‘Web 2.0 is a collection of open-source, interactive and user-controlled online applications expanding the experiences, knowledge and market power of users as participants in business and social processes. Web 2.0 applications support the creation of informal users’ networks facilitating the flow of ideas and knowledge by allowing the efficient generation, dissemination, sharing and editing/refining of informational content.’

Hawkins (2008) and Constantinides and Fountain (2007) write that some argue Web 2.0 is an evolution of Web 1.0 with a huge difference in programming and protocol. Others do not see this evolution and see Web 2.0 as fundamentally the same as Web 1.0 and as simply building upon previous technology. Davis’ quote summarises the evolution of Web 1.0 to Web 2.0 and its implications: ‘Web 1.0 took people to information, Web 2.0 will take information to the people’ (in Miller, 2005).

Web 2.0 can be defined in terms of the Library and Information sector as ‘Library 2.0’. Bradley uses Casey’s definition of this term (2007: 192): ‘Web 2.0 resources have a role to play in an information setting, with libraries having to create and adopt a strategy to cope with change and
incorporate new tools; and to encourage increased participation from library users’. Holmberg et al (2009) apply a content analysis of responses on the term Library 2.0 which concludes that this phrase contains seven distinct components. These terms include users, participation, libraries and library services, Web and Web 2.0, technology and tools, social aspects and interactivity. Four of these seven aspects focus on user interaction which is note worthy as one of the most distinctive and important elements of this technology.

Stainthorp, (2010:10) also reflects on Web 2.0 in terms of focusing on the user-centric aspects of technology: ‘an interactive, personalised, user-centric read/write internet’. Maness (2006) also sees the user-centred nature of web 2.0 as one of its essential elements along with multi-media, social richness and community innovation. Chua and Goh (2010: 204) also write of Web 2.0 in terms of including the user but they also reflect on the technologies’ potential - ‘when implemented in libraries, Web 2.0 has the potential to promote participatory networking where librarians and users can communicate, collaborate, and co-create content’. Library 2.0 is however limited to web services to avoid confusion with library services (Maness, 2006). The terms Web 2.0 and Social Media or Networking will be not be used interchangeably, contrary to the work of Constantinides and Fountain’s Web 2.0 definition, as Web 2.0 encompasses more than social media for example online catalogues and mobile smart phone applications (2007: 232).

2.4 Web 2.0 applications and examples of their usage by public libraries

Facebook and Twitter will be focused on in this study particularly through the Content Analysis as they have been identified as very popular Web 2.0 applications both for users and public library services. Facebook allows status updates, messaging and posting to other users, photo and video sharing. Facebook’s purpose is described as follows on their about page:

‘Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet’ (Facebook, 2011).

O’Reilly (2009) writes that Twitter offers a lightweight but meaningful connection between users and an organisation and can be useful in providing service updates, live tweeting on events and gaining customer feedback. The main element of Twitter the Tweet is described on applications’ about page:

‘You can tell your story within your Tweet, or you can think of a Tweet as the headline, and use the details pane to tell the rest with photos, videos and other media content.’ (Twitter, 2011).

Other examples with a similar function, that public libraries have used include RSS feeds, blogs, podcasts, instant messaging, social networks, Wikis, social library catalogues, social tagging and photograph sharing utilities such as Flickr (Bradley, 2007; Chua and Goh, 2010; Parkes and Walton, 2010; Rutherford, 2008; Berube, 2011 and Cragg, 2010). Chua and Goh (2010) and
Hammond (2010) discuss examples of Web 2.0 applications in usage by Libraries through the methodology of a content or thematic analysis, which in part inspired part of the research method.

2.5. The Demographics of Web 2.0 Users

Ofcom’s UK Media Literacy Report (2011) gives statistics on internet use. The report states that if people are literate in media and internet technology then they are able to make use of opportunities from new and traditional communications. The most important statistics involve the lack of internet take up at home by those aged 65+ (35% compared to 75% average internet take up) and mobiles and the internet being used more by 16-24 year olds than TV (mobiles 28%, internet 26% and TV 23%). In terms of Web 2.0, social networking is the second most common internet usage alongside information seeking (both at 45%). Other relevant data includes the statistic that 51% of people with a social networking profile check it daily, younger people are happier to share online with 61% of 16-24 year olds being happy to share holiday photos compared to 37% on average, but only 4% of users have open social networking pages suggesting users are aware of privacy issues. These statistics depict the high usage of social networks and the different views on privacy dependent upon user age.

2.6. Marketing

Marketing is defined by the Chartered Institute of Marketing UK in De Saez (1993: 1) as ‘the management process which identifies, anticipates and supplies customer requirements efficiently and profitably’. De Saez (1993) also adds that any service offered by a library can be marketed. Doucett (2008) sees marketing as having three elements of identifying the potential audience, developing the unique selling point of the service and then developing ways of communicating this selling point to attract attention. Web 2.0 is a platform upon which to communicate and facilitate two way conversation which is in contrast to one way and static traditional marketing (Doucett, 2008). The four Ps of the marketing mix are also heavily discussed in the literature. These Ps include product, place, price and promotion (Chowdhury, 2008 and De Saez, 1993). Promotion is the key purpose of Web 2.0 marketing.

Library and Information Services however often find it difficult to relate to the business conceptualisation of marketing and do not approach it as systematically or invest as much money and energy into this vital management activity (Helinsky, 2008). However this is a mistake as there is a need for good communication with users and to raise awareness of what the library has to offer in a time where libraries are needed more than ever (Helinsky, 2008). Library and Information Services can however apply PEST (political, economic, social and technological) and SWOT (strengths, weakness, opportunities, threats) analyses to the marketing issue to aid in creating a comprehensive marketing strategy (De Saez, 1993).
Many corporate firms are integrating Web 2.0 into their marketing plans building on anecdotal evidence that these technologies have a substantial effect on consumer behaviour (Constantinides and Fountain, 2007). Web 2.0 allows two way engagement between users and a service which develops trust overtime and which facilitates feedback and relationship formation (Weber, 2007 and De Saez, 2002). Constantinides and Fountain (2007) ultimately see it as a shift from the production to the consumption of media and from mass to personalised intuitive media. However, more work is needed to evaluate these new technologies to reveal their true value within a marketing strategy especially within a Library and Information Science context; which is what this study attempts to do (Constantinides and Fountain, 2007; Peltier-Davis, 2009; Kendrick, 2006 and Chua and Goh, 2010). De Saez (2002) positively sees traditional marketing concepts and practices as applicable in the digital environment of Web 2.0.

Marketing has become increasingly important for libraries and information services in order to reach potential library users and to communicate the services they have on offer (Chowdhury, 2008). A marketing plan is a particularly useful tool used to plan how the service can grow in a competitive marketplace taking into account segmentation of the market, resources and the corporate influence. Branding can also underline the library’s service ethos something done well with the Tower Hamlets ‘Ideas Store’ concept which is innovative to attract new users (Chowdhury, 2008).

2.7. Barriers to Implementation

In terms of implementation there are barriers in the form of conforming to the corporate style, service goals and culture of an organisation (Bradley, 2007; Rutherford, 2008 and Hammond, 2010). Overwhelming there is seen to be a concern over taking risks in the public service environment so innovation is often stifled for a more incremental approach (Berube, 2011). These factors are both seen as very important through conclusions formed through this study.

Also it is important to ensure that staff are enthusiastic about the technology and that management are supportive (Bradley, 2007; Rutherford, 2008 and Hammond, 2010). This enthusiasm can be instilled in staff through a training programme such as ‘23 Things’ as championed by Leech (2010). There are also fears that user generated content facilitated through Web 2.0 applications could negatively affect organisations. Also staff time will be needed to moderate this content (Rutherford, 2008). However, user generated content can also be seen as one of the strengths of this collaborative technology (Constantinides and Fountain, 2007).

Implementation must also be done in an open minded fashion and in a combination that contributes towards the libraries’ marketing aims (Bradley, 2007 and Cragg, 2010). More negatively there are also studies that have found that Web 2.0 is seen as a drain on staff time which indicates that a strategy is needed to ensure the most efficient and effective applications are utilised (Cragg, 2010).
There may also be a simple lack of resources, even in an environment who are very pro Web 2.0 for creating applications whether that be money, technology, staff time or knowledge (Berube, 2011). There are also issues of privacy with Web 2.0 applications particularly in access to sites such as Facebook for children and the need for awareness of privacy settings (Litwin, 2006). There have also been issues of combining business and personal life over Web 2.0. Perhaps most famously the ‘Weinergate’ scandal where Congressman Anthony Weiner “tweeted” provocative photos of himself publicly (Poniewozik, 2011). This displays the importance of screening any content before it is posted. Ultimately addressing these legal, corporate culture and staff issues could stall the creation of a comprehensive Web 2.0 strategy; factors which become apparent through the methodology (Berube, 2011; Helinsky, 2008 and Bradley, 2007).

2.8. Implementation

Advantages of Web 2.0 over traditional marketing methods include improving the user’s choice in terms of ways in which to contact the library, the growing importance of these technologies, successful use by other public library services, low costs and simplicity of use (Rutherford, 2008).

Bradley (2007) puts forward a number of ideas for applying Web 2.0 in the library environment in his book ‘How to Use Web 2.0 in Your Library’. These ideas include RSS feeds on the library homepage from the local BBC news and/or blog updates; blogs on library news events and virtual exhibitions; pod/video casts with library tours and tutorials; customised start pages or home web pages with search facilities and RSS feeds; personalised OPACs, Wikis, Instant messaging ‘Ask a Librarian’ services, putting photos from tours, events and archives on photo sharing sites and of course Facebook and Twitter feeds/pages. Maness (2006) suggests similar applications in his article ‘Library 2.0 Theory: Web 2.0 and its implications for Libraries’. He emphasises that Library 2.0 is a mash-up of traditional library and innovative Web 2.0 services and thus a hybrid service. This concept alongside user-centeredness should be at the centre of the implementation of Web 2.0. Rutherford takes a similar view to Bradley and Maness (2008).

2.9. Conclusion

Web 2.0 offers a new form of interactive communication that has a huge potential which needs to be explored within the current constraints of the public library sector. There is a lack of consensus and belief regarding the term Web 2.0 but the definition by Constantinides and Fountain, building upon O’Reilly (2007 and 2005) succinctly defines the term. Web 2.0 is emerging as a significant component of the marketing strategy of many companies. This is also being reflected in the Library and Information Science world indicating how important it is to harness the potential of Web 2.0 within a public library marketing strategy. There are a number of barriers to the implementation of Web 2.0 technologies in the marketing strategy of public libraries; namely
corporate style and culture, staff skills, user generated content, resources and privacy issues. However, there is a body of literature that suggests ways in which to successfully implement Web 2.0 within the library marketing context.

3. Methodology

3.1. Introduction

The dissertation aims to explore how Web 2.0 could be used to market North Tyneside public library service. To do this it has explored two concepts through the chosen mixed methods, triangulation methodology. This triangulation methodology uses multiple sources of evidence in relation to the same research problem in order to compare different forms of evidence. First the use of Web 2.0 in the library currently was explored. Secondly, how Web 2.0 could be used successfully used to meet marketing objectives was looked at. This methodology was then analysed to produce draft guidelines of best practice tailored to North Tyneside libraries.

A case study approach has been adopted as it allows an in-depth investigation that can be seen as less daunting than a more widespread study (Gorman and Clayton, 2005). This case study focuses on a specific issue (Web 2.0 usage in Marketing) in a bounded organisational area (North Tyneside Public Library Service, North Tyneside) and uses multiple sources of evidence to gain insight. Flyvberg refutes misunderstandings about case studies arguing that it is a sufficient and necessary method for social science research (Flyvberg, 2006). He argues that case study examples are powerful and intrinsic to the development of generalisations. They also provide a wealth of information and a variety of perspectives and have the ability to make the researcher rethink preconceived ideas (Flyvberg, 2006 and Chowdhury, 2008). The methodology includes the collection of content or thematic analysis of Web 2.0 applications, semi-structured interviews, and an online questionnaire on Web 2.0 and public library marketing distributed via email, Twitter and Facebook.

3.2. Proposed Methodology

Before North Tyneside Council were contacted it was proposed to create model Facebook and Twitter applications after the literature review and content analysis. This would have used best practice to create these Web 2.0 tools which then could be critiqued through sending a survey out to users via these applications. Unfortunately due to council policy the researcher was not allowed to implement this methodology so it has been rethought as detailed below. This could be seen as a limitation to the study.
3.3. Content Analysis

A content analysis of current public library Web 2.0 applications took place to see how public and other library services are utilising this technology to market their service. As well as data about the site of the case study itself, primary data was gathered on comparator organisations and evidence was gathered from secondary sources. Additionally wider library and information service Web 2.0 applications were analysed to see how this technology is utilised outside the public library world. Additionally traditional marketing strategies implemented by North Tyneside public library service were also analysed.

Content analysis can be viewed as a method to bring ‘communication messages into focus’ and can be successfully applied to the world wide web (Krippendorff and Bock, 2009: 5). Content analysis also facilitates the discovery of practical examples of Web 2.0 usage and will identify the current marketing climate (Walker, 2009). It is an objective and neutral way to obtain a quantitative description of various forms of Web 2.0 marketing and is an unobtrusive and non-reactive method of data collection (Marshall and Rossman, 2006). In simple terms content analysis is the study of textual data focusing upon continual analysis of relevant documents and sources (Chowdhury, 2008 and Marshall and Rossman, 2006).

Krippendorff and Bock (2009) see the application of content analysis in the context of the World Wide Web as comprising five steps. First the research question or hypothesis must be formulated which can be descriptive in nature. Then the sample should be selected from an online list or from search engine results related to the library and information studies field. Then the categories should be defined and the depth of study limited to an initial screen as a result of time restrictions. Then a uniform method of coding should be applied for consistent analysis. Lastly the data retrieved should be interpreted and analysed which can be very descriptive in nature. This analysis can then be utilised within the scope of the development of new content, which in the case of this study includes suggestions for the implementation of these applications for North Tyneside Council public library service.

In this study the coding was developed after identifying common features of the applications. Each application was analysed systematically for evidence of these features with only the first page of posts being included for a reliable study. This allowed an easy comparison.

3.4. Interviews

Two interviews were carried out, one each with key staff members at the case study site, and at a comparator library. A semi-structured interview with a senior member of staff at the study site, was carried out to explore how they currently use the technology, how they think the technology could be implemented and what they think about current library and information science Web 2.0 models. A semi-structured interview has been chosen as they use general questions but allow space to
move onto further questions depending on the interview’s progression (Bryman, 2008). They offer a medium between focused and unstructured methods (May, 2001). In essence the exact wording of questions is not predetermined but a set of questions and an interview guide of topics has been pre-formulated to facilitate discussion around topics of relevance whilst allowing flexibility (Gorman and Clayton, 2005).

Advantages include immediacy, mutual exploration to resolve any ambiguities, personal contact, relative speed and most importantly the retrieval of a large quantity of rich data in a short period of time (Gorman and Clayton, 2005; Marshall and Rossman, 2006 and Powell and Connaway, 2004). Disadvantages include cost of travelling and equipment, the lack of critical enquiry, a very personal face to face method of enquiry, loss of anonymity which may affect subjects responses, open to interviewer bias and sorting the important points from the data through the tricky process of transcription (Gorman and Clayton, 2005 and Powell and Connaway, 2004). Marshall and Rossman (2006) further expand on the difficulties of transcription which include the issues of judgement and interpretation which needs special handling to ensure the interview is not impaired or biased by these processes. However there are potential problems with any research method and the interview could form a component of a triangulation approach to address single research method weaknesses and ensure findings are strong and grounded. The triangulation approach is taken in this research (Gorman and Clayton, 2005; Chowdhury, 2008; Marshall and Rossman, 2006 and Powell and Connaway, 2004).

It was proposed to carry out a semi-structured interview with the E-libraries Officer from Newcastle City Council Library Service. This was to facilitate comparison between the two neighbouring authorities. However, the E-libraries officer preferred to answer questions by e-mail after a telephone conversation so the interview became more structured. The interview was still useful and did facilitate a comparison between the two authorities. The answers received by email were easier to analyse, more succinct but did not allow clarification or exploration of points made.

3.5 Observation of documents and physical site

A short observation of the library was undertaken to identify the kinds of marketing evident in the space. This is detailed in the content analysis section. From the interview with the subject from the site it became evident that due to a council restructure the library service did not have any current policy documents related to marketing or a policy on marketing on social media. These documents are planned to be created when these roles are re-assigned. The only document relevant to the field was the corporate branding guidance notes released by the marketing department which underlines styles for promotional materials.
3.6. Questionnaire

The method of a questionnaire was chosen as the data it collected provided information on people’s preferences and behaviour that was compared to evidence from the literature review, and views the interviewees’ had on the public’s behaviours and needs. This method is further explored in the methodology section.

Online questionnaires were posted on Facebook and Twitter as well as distributed via Sheffield University library service staff email lists. This method is cost-effective, quick to administer and allows a wide audience to be reached (Bryman, 2008). These methods of distribution are suitable as they use the interviewer’s current contacts on social networks and a variety of ages with the inclusion of the library staff email list; this is seen as advantageous by Chowdhury (2008). Additionally as the researcher is from North Tyneside some of the respondents could have been residents of North Tyneside and even public library users. However, the sample cannot be representative of the area as no comprehensive sampling technique was enacted due to the short timescale.

This anonymous questionnaire was clearly marked as to be answered by adults only to conform with the ethics policy. Additionally questions about ethnicity and age were included to see if non-user groups are being targeted. As these questions are sensitive an explanation of why they are being asked was provided.

The methodology of a questionnaire has been chosen as it provides anonymity and thus frank answers, participants can complete it at their leisure, it can facilitate the collection of a large amount of data over a short time period, inference from a large group of people can be made, results can be analysed relatively easily and lastly questionnaires are inexpensive (Powell and Connaway, 2004; May 2001 and Marshall and Rossman, 2006). Disadvantages of this method include the lack of personal contact, the lack of ability to qualify answers to ambiguous questions, a biased sample as the most opinionated are the most likely to reply, technical difficulties due to recipient’s abilities and low response rate (Powell and Connaway, 2004 and May, 2001).

Results were analysed through coding to classify results into analysable and meaningful categories. Relationships and results were also analysed through identifying variables on pie charts and graphs bearing in mind that a correlation of variables does not necessarily mean the variables are related (May, 2001). These results were then analysed alongside models of best practice to recommend how the library service could use this technology. Draft guidelines for the usage of Web 2.0 applications for the library service took staff time and skills, budget constraints and corporate culture and policy into account. These elements could all affect the real-life implementation of Web 2.0 applications.
3.7. Ethics

Values and ethics are vital as they are needed to make research legitimate (May, 2001). The researcher has read and agreed to abide by the ‘University’s Ethics Policy Governing Research Involving Human Participants, Personal Data and Human Tissue’. She anticipates her dissertation research will be low risk as it involves human participants and their data possibly in the form of interviews and surveys. A consent form and information sheet have been prepared to allow participants to give their informed consent (see appendices, figure 10 and 11 respectively). The project however does not deal with sensitive issues and will address issues of safety, informed consent, coercion, anonymity, confidentiality and data protection. Lastly, it involved only adult participants which was clearly indicated on the online survey. Questions regarding ethnicity and age were sensitively posed and their purpose was clearly outlined.

3.8. Fitting Together the Methodology

The content analysis, interviews and survey results fit together alongside the literature review to create guidelines for the implementation of Web 2.0 for North Tyneside Council Library service. These guidelines will thus bear in mind best practice in the field gauged from the literature review, content analysis and interviews; restrictions that North Tyneside Council Library Service face as gauged from the interviews and what the public want as discovered in the questionnaire.

4. Content Analysis

4.1. Traditional Marketing

North Tyneside public libraries market themselves through local news, leaflets and posters in the library and occasional leaflet drops via post. This publicity particularly focuses upon events such as author talks (see News Guardian, June 9th 2011, ‘Author to Talk about her Life and Crimes’ and News Guardian, May 19th 2011, ‘It Would be a Crime to Miss Talk’ one of which is in appendix 3).

On a visit to the Central Library of North Tyneside (North Shields) on the 30th July 2011 the researcher collected a number of leaflets the library had produced (included as appendix 4). Three leaflets focused on upcoming author events such as ‘Crime Scene Saturday’ and event at a library joint service centre, a library events leaflet with author events, the summer reading challenge and local history related events, an event at a library site with a local poet and the ‘Story Tyne’ short story competition. Other leaflets related to activities for children such as a list of events related to the summer reading challenge ‘Bounce and Rhyme’ times and venues, a request for feedback on story-time and a leaflet on ‘Toddler Tales’. Lastly there was a generic leaflet related to services offered at that library, which is available and tailored to each branch library. In the researcher’s opinion these
events and services could be successfully marketed on Web 2.0 as the content analysis of Web 2.0 applications depicts.

4.2. Observation of the current situation at North Tyneside Council Library Service

North Tyneside Council Library service do not use Web 2.0 in their marketing strategy. This was discovered through searching the web for such services and making no related discoveries apart from the generic North Tyneside Council Twitter. This was further confirmed through the interview with a senior member of staff.

4.3. Marketing on Web 2.0

The content analysis will explore four Facebook pages and four Twitter pages for library services and the North Tyneside Council Twitter. These services were chosen as exemplars in the field and were recommended in the research questionnaire or literature (Orkney Library and Archives, New York Public Library and the British Library). To gauge local offer and what North Tyneside Council already does Newcastle City Libraries and North Tyneside Council pages were chosen. They were found through Twitter and Facebook searches. The first page of wall posts and tweets were analysed on the 28th July 2008 as anymore would be too time consuming and not conducive to comparison. Screen shots of the applications are included as an appendix (Figure 5). Coding of wall posts and tweets was used as there is too much to write about and this allows comparison (see below and codes as appendix 6).

4.4. Facebook Analysis

Main points from the Facebook analysis include access and the use of the like button to access the page by New York Public Library which acts as a tool to advertise the page to users’ friends as it will show up in the news feed. Additionally the larger library services (New York and British) had more links under the profile picture which linked to other Web 2.0 applications which was useful but made the page more complex. Another thing to notes was the similarity of the information and photos page in terms of what was included as summarised in the analysis table.

Also there is a wide difference in the number of likes for the British public library pages and the more metropolitan and national libraries in New York and in the case of the British library. This is explained by their notoriety and the large populations that the British and New York Public Libraries serve. Wall content is similar with a huge emphasis on communicating two way with users which as the literature review suggests is the main advantage of this technology. The discussions pages were not used heavily by users possibly due to the visibility and usability of the wall. The researcher found the most successful Facebook page to be the Orkney Public Library one as it used comedy and entertaining non-library content on the wall such as linking a Belle and Sebastian music video to a
local event. Overall all pages were successful and provide useful models for North Tyneside public library service.

**Figure 1. Facebook Content Analysis**

<table>
<thead>
<tr>
<th>Access</th>
<th>Apps</th>
<th>Info</th>
<th>Photos</th>
<th>Likes</th>
<th>Wall Content</th>
<th>Discussions</th>
<th>Interactivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newcastle City Libraries</td>
<td>Open to anyone.</td>
<td>w, i, p, d</td>
<td>Location, what page is, disclaimer, internet safety/privacy guidelines.</td>
<td>Photos from ‘memory bank archive’, of library building, library public art, colouring in sheets.</td>
<td>639</td>
<td>e/c, n/ls, l/w2, a/s, s/s, p, ucs, n/o, a/le/s, p/rf.</td>
<td>Related to archive posted by page, library poetry posted by user.</td>
</tr>
<tr>
<td>Orkney Public Library</td>
<td>Open to anyone.</td>
<td>w, i, f/a, p, qu</td>
<td>Location, contacts and website, opening times, about, email, library catalogue.</td>
<td>Events, photos of old library sites and mobile library.</td>
<td>866</td>
<td>l/w2, nb/s, a/s, a/le/s, ucs, p/rf, p, v, n/o, n/ls, s/s, e/c.</td>
<td>n/a.</td>
</tr>
<tr>
<td>British Library</td>
<td>Open to everyone</td>
<td>w, i, f/a, e, p, v, d, o</td>
<td>Description, location, contacts, website.</td>
<td>Themed around collection, shop, events.</td>
<td>33,792</td>
<td>l/w2, e/c, ucs, p/rf, a/s, n/ls, n/o, a/le/s, p.</td>
<td>Posts by users mainly complaining about services.</td>
</tr>
<tr>
<td>New York Public Library</td>
<td>Have to like to view.</td>
<td>w, i, l/w2, p, v, e, n, l/le, qu, d, o</td>
<td>Location, mission, contacts, general information, website.</td>
<td>Events and shop items.</td>
<td>37,910</td>
<td>e/c, n/ls, n/o, l/w2, s/s, a/le/s, p, v, p/rf, nb/s, ucs.</td>
<td>Generic advertising by users, points of view from users on library and wider issues.</td>
</tr>
</tbody>
</table>
4.5. Twitter Analysis

The Twitter pages were compared in the table below and important points will be elaborated upon in this text with a summary and implications this analysis for North Tyneside Council Library service’s proposed Web 2.0 marketing strategy.

Main points about the Twitter pages include the need for a simple username that sums up what the service is. All Twitter applications were successful at this. Less successful was the British Library tagline which was confused and about a person not the library service and what it offers like the others did with a view to attracting users and summarising their offer. In terms of followers the British Library had the most followers which is expected as it has notoriety and a huge target population. The other public libraries have a fairly large number of followers which could be due to being established longer than the NTCouncil team page which has very few followers comparatively. However I feel the low number of users could be due to the Tweet content of NTCouncil Team which is very dull and simply focuses on publicising events and news on the council webpage and retweeting only Northumbria Police. This was unlike the other pages that retweeted users, relevant organisations and notable figures to add interest and pizzazz. I feel with more user interaction like the other pages followers could be gained. Also a library page would create a better identity for North Tyneside Library service and could utilise a wider variety and more interactive tweeting style. This should be included in a Web 2.0 strategy for North Tyneside Council library service.

In summary the most successful Twitter pages (Orkney and Newcastle, the British Library could be seen as an oxymoron as it has a large user base) are interactive and utilise the use engagement aspect of Web 2.0 to produce an engaging page. They also Tweet about issues relevant to users but perhaps not related directly to the library service, this again adds interest to the page and makes it entertaining something which is vital in the fast paced world of Twitter. North Tyneside Council Library service could certainly learn from Newcastle and Orkney Library services and produce a more engaging page then that currently which is the Council run as a generic application. The current page tweets out only events and council news stories and makes no effort to engage with users or entertain something which is an obvious disadvantage in the Twitter environment.

These content analysis discoveries are supported in the literature particularly by Ekart (2011) in her article ‘Making Twitter Work for You’. She sees Twitter as an opportunity for two way communications – not simply pushing out information but pulling in the user and their queries. User – library interaction in the form of answering user queries is seen as a very powerful interaction by her due to its direct use. Ekart (2011) then goes on to suggest the use of search tools and third party clients to enhance the use of Twitter by library services, something North Tyneside Council Library service could definitely look into to make best use of the application’s capabilities.
<table>
<thead>
<tr>
<th>Username</th>
<th>Tagline</th>
<th>Followers</th>
<th>Tweet Content</th>
<th>Interactivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newcastle City Libraries</td>
<td>Toonlibraries – use of local dialect for user relevance.</td>
<td>2452</td>
<td>e/c, ucs, n/lis, n/o, a/s, l/w2, s/s, a/le/s, p/rf, p.</td>
<td>Very interactive, tweeting out answers to queries and tweets.</td>
</tr>
<tr>
<td>Orkney Public Library</td>
<td>Orkneylibrary- direct and simple.</td>
<td>3407</td>
<td>e/c, ucs, v, nb/s, p/rf, p, n/o, a/s.</td>
<td>Very humorous, answering user queries and using retweets.</td>
</tr>
<tr>
<td>British Library</td>
<td>Confusing tagline about a man called Colin Wright- not about library.</td>
<td>176,759</td>
<td>e/c, o/n, ucs, l/w2, a/s, p/rf.</td>
<td>Quite 2-d, interactive but strikes me as boring and not very entertaining. Bit geeky and non-mainstream.</td>
</tr>
<tr>
<td>North Tyneside Council</td>
<td>NTCouncilteam- direct and simple.</td>
<td>565</td>
<td>n/lis, e/c, s/s, n/o.</td>
<td>Just a series of links to council website about events and news. 2-d, dull, not entertaining only retweet Northumbria police. No user interaction.</td>
</tr>
</tbody>
</table>
5. Interview Evaluation

5.1. Approach to Interview Analysis

The interview analysis will be examined in relation to the research objectives. Two interviews were carried out, first an email questionnaire to the e-libraries officer at Newcastle City Libraries and then a senior librarian at North Tyneside Council. These interviews depict the different approaches to Web 2.0 within the library services and the challenges that face North Tyneside Council library service particularly in relation to staff availability to produce and update Web 2.0 applications and corporate culture.

5.2. Email Interview with E-libraries Officer at Newcastle City Libraries

Newcastle City Libraries were contacted as they were found to be particularly active on Facebook and Twitter and were located right next to North Tyneside Library service so could be seen as competitors in terms of customers. The head of service gave the researcher the contact for the E-Libraries Officer who was telephoned to arrange an interview in person but she preferred to have questions posed by email so she could consider her answers. This closed question email interview was very successful as it broadened the researcher’s perspective of how North Tyneside Council could implement a Web 2.0 strategy. This interview is included as an appendix (Appendix 7).

5.2.1. Research Objective 1: To identify whether the Library service currently uses Web 2.0 technologies in their marketing strategy. If so how and if not what methods do they currently utilised.

Newcastle City Libraries currently use the Web 2.0 applications Facebook, Twitter, Flickr, Youtube, a Wordpress Blog and Foursquare to market their service. Facebook and Twitter were chosen first as ‘they could be set up for free to instantly have an online presence on two of the most popular and recognisable websites’. The Youtube was set up to host a demolition of the city library. They tried MySpace for a while but it was seen to be ‘quite buggy’, unpopular and with a lot of complicated HTML use so was abandoned.

These applications were seen to have more ‘immediacy and personality’ than the corporate site. This Web 2.0 were seen by the e-libraries officer as able to host more ‘dynamic content and display events and news more effectively’ than the static corporate website that was ‘difficult to quickly update’ while Facebook events were easier to manage. The Wordpress Blog was set up as it also set up to get past the ‘constraints’ of the corporate website and to facilitate ‘staff blogs, an events calendar and RSS feeds to our content’. Flickr has been used to promote the Tyneside Life and Times Local History Picture Collection which was seen as ‘extremely helpful in developing our profile for us’. These social media applications have also been utilised to gain feedback on the new city library opened in 2009.
The Web 2.0 and print marketing are co-ordinated. An example given in the interview was ‘advertising Facebook/Twitter and using a QR code to link to the blog…also using QR codes on posters and in exhibitions’. The subject saw those that did not utilise Web 2.0 in their marketing strategy as missing out on ‘valuable customer feedback, networking opportunities within the local community and increased promotion of events’.

So in conclusion Web 2.0 applications have many advantages over the corporate site in terms of usability and higher user involvement. These applications have increased the profile of the service particularly in relation to the local history picture collection and Web 2.0 and traditional marketing are closely linked. Traditional print marketing and Web 2.0 marketing are co-ordinated, which increases awareness an issue that will be explored throughout this study. There has also been experimentation in the application of Web 2.0 as in the case of Myspace, an effort that was abandoned once it was proven unsuccessful.

5.2.2. Research Objective 2: Identify best practice in the public library Web 2.0 marketing field and more widely.

Issues identified include corporate culture, cost, staffing and training and practical aspects. In terms of corporate culture Newcastle City Council are not restrictive ‘yes, there is a Social Media Policy which provides guidelines but I wouldn’t say the Council regulates our social media activity’. The only cost is staff time and Flickr subscription ($24 a year). The subject remarks ‘it would be more difficult for other libraries to achieve what we have done if they do not have a dedicated staff member to co-ordinate’.

In terms of staffing and training there ‘should’ be an awareness of the technologies. there is also a programme developing to ‘establish digital champions in library branches’ who will cascade training and the 23 things course will also be provided. Additionally staff are asked for their ideas on promotions and they should send ‘the details [of an event] on a press release form so I can advertise online’.

In practice Web 2.0 applications are managed by the E-libraries officer and ‘advice is taken from the Marketing Department and the Council’s Senior Web Content Officer’. They are advertised by ‘a mixture of word of mouth, posters, leaflets. The blog is set as the home page of the People’s Network so any customer using one of our computers will see it’. The demographics using the Facebook page (the only application used that collects such statistics) is shown in Figure… the interview transcript which contains a bar chart with these details displayed.

In summary the corporate culture and staffing of a library service has a huge influence on the implementation of a Web 2.0 marketing strategy. A dedicated staff member and a wider staff training
and awareness programme could thus be applied as part of the draft guidelines for North Tyneside Council Library Service.

5.2.3 Research Objective 3: Based on the research draft guidelines for the implementation of Web 2.0 applications for the public library service.

Carrying on from the last two research objectives in relation to the interview easy to manage and highly visible Web 2.0 applications should be used, print and Web 2.0 marketing should be co-ordinated, corporate culture needs to facilitate freedom for the implementation of these technologies, staff need to be aware and trained in these technologies and a dedicated staff member is an important element in successful implementation.

5.3. Interview with Senior Librarian at North Tyneside Council

The interview subject was a senior librarian within North Tyneside Council with responsibility for IT. He was interviewed as this was the contact suggested by the head of service and because he has the most expertise in this area. The interview took place on Friday 1st July from 2-3pm in the staff office at the central library in North Shields. Questions had been formulated previously in relation to the research aims and then they were improved with suggestions from the dissertation supervisor. They and the Dictaphone to be used had then been piloted with a small group of subjects to ensure the researcher’s interview technique was perfected and the equipment was functioning well.

The interview began with introductions, ethics paperwork and permission to record was sought. Questions were then asked with non directive probes used to elicit additional information. The interviewer allowed the subject to talk about the issues at hand taking the role of listener and formulator or related questions. Ambiguities were also addressed in these questions. A good rapport was built up due to the interviewer’s previous knowledge and experience of issues at hand (OPACs, smartphone applications, content analysis of other library’s Facebook and Twitter pages) and a previous working relationship with the subject both of which provided common ground. Recording the interview on a Dictaphone offered the freedom to listen to responses and to formulate questions and probes. The full interview transcript can be found in the appendices (Appendix 8).

5.3.1. Research Objective 1: To identify whether North Tyneside Library service currently uses Web 2.0 technologies in their marketing strategy. If so how and if not what methods do they currently utilised.

There is not a marketing strategy document but it is ‘in development’ as there has just been a restructure (council cuts of up to 20% as of last summer when the researcher used to work there). This has meant ‘new people in new posts’. The only Web 2.0 application currently used is the council Twitter. The library service sends information off to the web team and then they Tweet it. Traditional
marketing methods such as newspapers, occasional radio, internet, email, websites, posters and flyers are also used.

There are negotiations currently around Facebook but issues around corporate image and the need to brand the library service are holding this development back. Also in the pipeline is a Smartphone app ‘to link to website, catalogue, reservations and connect to blogs we currently don’t have’. There is also the idea of developed a more interactive library catalogue ‘down web 2.0 [route]’, which would act as the library homepage with audio books linked to this.

Overall corporate culture and staffing are the main factors holding back the development and implementation of a Web 2.0 marketing strategy. The interview inferred that these issues are difficult to overcome particularly in the current economic situation where other pressures (arguably more important) are put on senior members of staff who are best placed to push for such a strategy.

5.3.2. Research Objective 2: Identify best practice in the public library Web 2.0 marketing field and more widely.

The senior librarian identified a number of inspirations for the smartphone application and the ‘new’ library catalogue interface. Such an app would include links to blogs and Facebook and the library catalogue which has been discussed with the library management system providers. The smartphone app was seen as something ‘not many people have’ and criticism was levelled at the Edinburgh app which didn’t link to the catalogue and had only events, opening times and a bus timetable. The senior librarian was obviously using the experience of Edinburgh to learn from and positively influence the Smartphone app that North Tyneside Council library service wish to develop (senior librarian was meeting with developers in the next few weeks.

The subject librarian also wished to develop the OPAC from Prism 2 to Prism 3 both of which produced by the library management system Talis. He saw the advantages of Prism 3 as it being offsite, having ‘all sorts of features like Amazon’ with user reviews, book pictures and borrower figures; and lastly being a ‘homepage for libraries and link[ing] back from there to council websites’.

The subject then went on to provide a critique of Public library services that have utilised this Prism 3 ‘Web 2.0 enabled’ library catalogue. In particular South Tyneside Library service:

‘some libraries have even less free-rein from IT then us like South Tyneside who have a Prism 3 site which is pretty rubbish. As corporate IT tied it down to the corporate image it just looks like another council website. They have outsourced all their IT to BT giving them cost issues.’

There is also issues with Wolverhampton’s usage of this product - ‘however we wouldn’t go for that (referring to Wolverhampton website) as it is breach of accessibility for those with sight problems’.
Similarities can be drawn in terms of how the subject foresees the practical implementation of Web 2.0 for the service and how Newcastle City Libraries implement the same technology. For instance using blogs to provide information on events, sending contributions ‘to a certain member of staff/group and [then] they post them’ and the use of QR codes on publicity materials in the library.

More innovatively the subject suggests the use of the press to publicise new Web 2.0 applications – ‘We’d get it in the press as much as possible. Things like this you need to be first. If you go to the chronicle they will say ‘oh you’re the fourth to do that’. You need to be near the start. The [smartphone] application thing could work like that.’ However, this thinking may not work in practice as Newcastle City Libraries have just released a smartphone app.

Overall the subject sees Web 2.0 as simplifying the library service for users ‘It’s seamless linking, taking people from their entry point to where they would like to go without getting four clicks in their way. And to be intuitive about how it works so they don’t have to fight their way through web pages to get to where they want to. Quick, clean, easy, dusted.’

5.3.3 Research Objective 3: Based on the research draft guidelines for the implementation of Web 2.0 applications for the public library service.

In terms of implementation of a Web 2.0 marketing strategy there are a number of barriers for North Tyneside public library service. Namely cost and staff time, public desire and education, corporate culture and practical issues.

Cost and staff time are a huge issue especially in the midst of a recession – ‘Cost, is obviously the biggy. Staff time and availability… Corporate IT and corporate branding and branding costs and if we can afford it we can get it. Value for money is the watch word at the minute. If it was all free we would do it tomorrow. But we will see.’ So the motivation is there (as this quote intimates ‘Facebook is something we need to get ourselves involved in’) but there are definite issues in this area. Newcastle City Library services are advantaged in that they have more staff compared to North Tyneside. Also the member of staff responsible for Web 2.0 in North Tyneside has a huge remit in other areas such as inclusion and wider IT infrastructure. Newcastle city libraries meanwhile have a dedicated E-libraries Officer.

There is also the issue of staff availability to keep things up to date ‘One of the big things apart from cost is the ability of staff to keep things up to date. It’s all well and good having Facebook but if you never post on it then people start getting bored of it and if your last post on it was seven months ago; it needs to be current.’ Staff time is also needed to moderate the content and there would be logistics issues in when staff would update the applications. For instance they couldn’t be updated on the counter as this would impede customer service which is a strength of the service ‘due to
operational reasons you can’t just sit banging away on your blog and go ‘oh I’m just on me blog, wait a second’. The restructure has also stalled the development of a marketing strategy which has a negative effect on the implementation of Web 2.0 technologies as there is no structure.

The issue of public desire is also important, as the interviewee suggests, as the demographic of North Tyneside is so different to Newcastle. Newcastle has a younger demographic of workers and students (two universities and an FE college) who are more interested in these technologies than the older, less qualified demographic of North Tyneside. There is also the need to train users in these applications which the subject suggests could be done by training the staff then the customers. However, no explicit training programme, such as 23 Things utilised by Newcastle City Libraries to train staff and mentioned in the literature review, was mentioned in the interview. This suggests that North Tyneside Council Library service may not have the capacity to implement such a programme which is understandable in the current climate where these technologies are not as important as core library services. Advertising is also very important ‘and advertise it ,it’s all well and good having these resources but you need to tell customers about them’.

Corporate culture is a big restraint on the implementation of Web 2.0 in the marketing strategy for North Tyneside Public Library Service. This is in contrast to the situation at Newcastle City Library Service. This is because of corporate branding and the need to consult with the council IT service before doing anything. This was mentioned in relation to the first research objective and the development of a Facebook page which significantly altered the methodology of this research project (see section 3.2). There are also practical issues with moderation to prevent inappropriate content on the applications and the issue of the use of Web 2.0 by children, which is often prohibited. There are mechanisms being put into place to prevent children accessing Facebook on library PCs by disabling such access due to the child status of their library card.

5.4. Summary of Issues Raised

Web 2.0 has a number of advantages over traditional corporate websites which is apparent in both interviews. In the case of Newcastle City Libraries Web 2.0 is seen to have more ‘immediacy and personality’ and possesses higher usability. The senior librarian at North Tyneside library sees Web 2.0 as simplifying the experience for users and offering a ‘seamless[ly]’ linking service. Both agree that Web 2.0 marketing must be used in co-ordination with traditional methods. It is also seen as advantageous to use Web 2.0 in a marketing strategy by Newcastle City libraries and it is apparent that the subject at North Tyneside Council also feels it is important to get involved with this technology (as this quote intimates ‘Facebook is something we need to get ourselves involved in’).

The interviewees experience suggests Newcastle City libraries have a number of advantages over North Tyneside Council library service in terms of a more relaxed corporate culture, a staff
member dedicated to this area and a comprehensive training programme for staff (implementation of 23 things programme). These issues are also mentioned in the interview with the subject at North Tyneside Council. Furthermore other factors which could affect the implementation of these technologies were discussed, they include – the older and less qualified demographic of North Tyneside compared to Newcastle, issues of moderating content and child protection.

Overall the interviews suggest that Newcastle Library has a number of advantages over North Tyneside Library service and that the disadvantages North Tyneside face are preventing the ideas that senior members of staff have reaching fruition.

6. Questionnaire Evaluation

6.1 Questionnaire Approach and Analysis

The questionnaire questions were conceived through considering the research aims and objectives and what type of data needs to be collected. The construction of the questionnaire is vital for its success (Powell and Connaway, 2004). The first few questions were factual to find out the participants age and ethnicity and were simplified from official census questions. Questions were then asked in relation to library use and web 2.0 applications with multiple choice and room for extra comments. The questions were worded carefully and advice was sought from the dissertation supervisor. The questionnaire was then piloted by fellow students to gauge its success, how suitable the questions were, ensure the questions were easy to understand and ease of use as suggested by May (2001). Feedback from the pilot was then incorporated into the final questionnaire which is included in the appendices.

The questionnaire was created online via the website Survey Monkey. Due to financial constraints the free version on this application was used which allows only ten questions but this was completely adequate for the questionnaire created. A link to the survey was then posted on the researcher’s Facebook and Twitter pages and then emailed to her colleagues at the University of Sheffield Library service. The respondents were thus a mixture of demographics and from a variety of locations (from the North East were the subject originates, Sheffield where she studied and worked and other places due to student friends from various places). Sixty-six subjects responded. A copy of the survey is included as an appendix (Figure 9).

6.2 Demographic Response – ‘Questions about you’

Age- The survey respondents were mostly in the age category of 25-44 (48.5%), with the second highest age bracket of respondents as 15-24 (39.4%), the smallest group of respondents were 45-64 (12.1%). Respondents did not stray outside of this category probably due to the survey
distribution methods being dependent on those of working age and the social network of the researcher.

**Figure 3. Question 1 - Age of Survey Respondents**

**Ethnicity**- The survey respondents were overwhelmingly from a white ethnic background (90.9%), with small percentages from mixed (4.5%), Black or Black British (3.0%) and Not Stated backgrounds (1.5%). This displays heterogeneity and does not facilitate the collection of data from a representative sample of the population. This is due to the researcher’s use of her social network and work contacts which are ethically limited due to her background.

**Figure 4. Question 2- Ethnicity of Survey Respondents**

**Public Library use**- of those that responded to question 3 (7 did not), 81.4% of subjects use and 18.6% of users do not use public libraries. This response could be due to the high number of respondents who either work or are studying in the field of Libraries and Information Science or could be due to only those with an interest in public libraries responding to a survey relating to this field.
6.3 Thematic analysis

Instead of coding which could complicate the analysis, the questionnaire responses will be analysed in relation to the research objectives which will identify common themes. This allows the main themes to be drawn out. Findings will then be summarised at the end of this section.

6.3.1 Research Objective 1: To identify whether the Library service currently uses Web 2.0 technologies in their marketing strategy. If so how and if not what methods do they currently utilise.

Alternative marketing methods-This objective was covered in a way through question 8 – ‘Which other methods could be used to market public libraries to you effectively?’ This question related to methods of marketing other than Web 2.0. The most popular alternative method was seen to be by E-mail (61%), then publicity material in the library (57.6%), then jointly word of mouth and publicity material in local businesses and organisations (47.5%), then local newspapers (45.8%), radio (37.3%), TV (22%) and lastly by post (16.9%). Marketing on community websites was also suggested in the comments box. This question depicts that the marketing strategy should not just focus on Web 2.0 applications but on a whole arsenal of communication channels to reach the largest possible amount of users.
Question 10 which invites comments on the survey topic also provides suggestions for marketing methods other than Web 2.0. These include ‘better publicity outside the library world would encourage more people in. Larger signs, colourful posters’, ‘local press…an effective window display’ and lastly ‘traditional paper based marketing should not be done away with since not everyone is online or engaged in the digital economy. Indeed there are some who are put off by a social media presence’. These comments all emphasise the importance of traditional paper based marketing in tandem with Web 2.0 to reach all users as the interviews have suggested.

**Libraries that use Web 2.0 are perceived as advantaged compared to those that do not**- question 9 asks the question – ‘Do you think libraries that use social media are at an advantaged compared to those that do not?’ Overwhelming respondents saw the use of Web 2.0 as advantageous with 91.5% pertaining to this view and only 8.5% disagreeing. 7 respondents skipped this question. Respondents were asked to explain their response and these answers contained the following themes in relation to why users saw Web 2.0 as advantageous for public library marketing - for libraries to appear forward thinking, to engage with non-traditional users particularly young people, heightened engagement, the widespread use of these applications, more effective marketing, more personal and community orientated approach and cost effective. Disadvantages or non-use of Web 2.0 as not being a particular advantage mentioned include the wide variety of users who are not connected to the internet or such media are not affected by this technology particularly missing out older people, web 2.0 not having a sufficient reach and simply marketing to those who are already regular users, lack of relevance and replicating what is already on library web-pages.
Figure 7. Question 9 - ‘Do you think libraries that use social media are at an advantage compared to those that do not?’

6.3.2 Research Objective 2: Identify best practice in the public library Web 2.0 marketing field and more widely.

Getting users interested in Web 2.0- Question 6 – ‘If you would join a Social Media application for a Public Library, what would lead you to following such a page?’ Examines what would encourage a user to join a Web 2.0 application for the library. These results can be implemented in creating a strategy for advertising these application and identify what is perceived as best practice by users. Promotional material (61%) is seen as the most important agent in leading subjects to follow an application, then links from a public library website (50.8%), followed by discovery through a search engine and following what friends have done (both at 47.5%), word of mouth in the library (37.3%) and lastly an advert on a social media application (32.2%). Other responses included ‘wouldn’t bother’ and ‘adverts elsewhere or word of mouth outside of the library.'
Figure 8. Question 6 - ‘If you would join a Social Media application for a Public Library, what would lead you to following such a page?’

The kind of information that should be on Web 2.0 applications in relation to public library marketing - question 7 – ‘What kind of information would you like to see on a Social Media application for a Public Library?’ This question can provide guidance of what users want to see on Web 2.0 application which should contribute to guidelines for an implementation strategy. The question allowed multiple answer selection. The most popular questions selected were events (91.5%), new books/resources (83.1%), service updates (81.4%), services (69.5%), reviews and community news (both at 42.4%), links to related pages (35.6%) and lastly pictures (32.2%). Other suggestions include ‘book recommendations [sic]’ and ‘news about people in the library (librarians etc.) and stories about library users’.

Figure 9. Question 7 - ‘What kind of information would you like to see on a Social Media application for a Public Library?’
6.3.3 Research Objective 3: Based on the research draft guidelines for the implementation of Web 2.0 applications for the public library service.

The questions analysed below were designed with research objective 3 in mind.

**Which Web 2.0 application(s) to use** - Question 4 ‘If you joined a social media page for a public library which type of application would you join?’ gauges which Web 2.0 applications are most popular with the subjects and could be used to decide which to implement in North Tyneside Library service’s marketing strategy. The most popular applications with subjects are Facebook (74.6%), then Twitter (54.2%) both with the highest percentage of respondents. Mid level popularity is displayed in terms of Blogs (27.1%) and Youtube (15.3%). The least popular are Delicious the social bookmarking service (6.8%); Wikis, Foursquare and Flickr all at 5.1%, and Myspace and LinkedIn at 1.7%. Tumblr was also suggested by one subject as an application that could be used for this purpose. No one skipped this question so the answers are representative.

**Figure 10. Question 4 - ‘If you joined a social media page for a public library which type of application would you join?’**
Perceived barriers by subjects to using Web 2.0 in relation to public library marketing-

question 5 – ‘if you would not join a social media application concerning a public library please indicate why’ - covers the issue of why users would not get involved in this method of marketing. 14 subjects answered this optional question and the most popular response was the issue of privacy in Web 2.0 which was selected by 57.1% of respondents, lack of interest in social media (Web 2.0 in layman’s terms) was the second most cited option (35.7%) and lack of interest in public libraries followed closely behind with a 21.4% selection rate. Further responses related to a general lack of interest sufficient enough to follow a public library on social media – ‘or rather: not sufficiently interested in receiving news from a public library as to patronise its social media feed/page’;

‘although I'm a public library user and therefore am interested in public libraries, It is unlikely that they would be interesting enough for me to seek them out in that way’ and ‘not interested in social media relating to public libraries’. The lack of response suggest that most of the respondents would join a social media application concerning a public library.

Figure 11. Question 5 - ‘if you would not join a social media application concerning a public library please indicate why’.

Question 10 which invites additional comments on the survey topic has a response that considers some of the risks of Web 2.0. These include considering target audience, keeping the media updated and the issue of negative user generated content – ‘I think libraries should be careful when they join a social media group and really consider target audience and why they are using it. It’s pointless having a Facebook page/Twitter that rarely gets updated or that doesn't properly utilise the media. Also need to consider how to deal with responses, what would you do if someone said something negative about your service on twitter?’
6.4. Summary of Questionnaire Findings

In terms of the demographics that completed the survey it could be seen that they were too homogeneous. This is due to the predominant age range being either 25-44 or 15-24 and the predominant ethnicity being white. A more complex sampling technique was thus needed to get a more heterogeneous sample. The survey internet application does not allow the identification of participants so a more complex application would have been useful to cross reference findings.

In terms of research objective 1 (if Web 2.0 is used and if not what methods are currently used) the survey was more successful. It identified other marketing methods and the importance of using Web 2.0 in co-ordination with these approaches. Additionally advantage and disadvantages of Web 2.0 were identified particularly related to the issue of those who did not use Web 2.0 being excluded from this method of marketing. In terms of objective 2, identifying best practice, the issue of identifying the best way in which to promote Web 2.0 technologies was identified again supporting the idea that marketing methods must be co-ordinated. Respondents also identified what they would like to see on Web 2.0 applications; which was similar to what has been described in the content analysis (events, new books, reviews, news, service updates). In relation to objective 3, guidelines for best practice can be formed. These include direction on which application to use (Facebook and Twitter being the most popular). Additionally barriers to implementation different from those already suggested were brought to light such as lack of interest in Web 2.0 and public libraries, lack of consideration of target audience and the problem of keeping content updated and relevant.

7. Conclusions

7.1. Introduction

The conclusion contains a review of the research aims and research objectives which are explored systematically. Information from the literature review, content analysis, interviews and questionnaire will be assimilated in order to draw conclusions related to these aims and objectives. The conclusion and suggestions for improvements for the research project will then form the recommendations section.

7.2. Review of Research Aims- This research aims to investigate how North Tyneside library service currently does or does not utilise Web 2.0 technologies in their marketing strategy. Then explore how these technologies could be implemented by the service.

This research discovered that North Tyneside Library Service does not use Web 2.0 technologies directly in its marketing strategy. The only Web 2.0 technology that the library service is involved with is the generic North Tyneside Council Twitter account which it uses to post news and events.
The literature review, content analysis, interviews and questionnaire explore how Web 2.0 technologies could be implemented by the library service; these are explored in more detail in the research objectives. There was also seen to be a motivation and recognition by the senior librarian interviewed that the service needs to get involved with these technologies. This was seen practically in meetings to develop a smartphone application and to discuss the creation of a Facebook page.

However, there were seen to be a number of barriers to the implementation of Web 2.0 technologies by North Tyneside Library service. They included corporate culture, staff time and training, funding, privacy issues particularly related to children and whether the user demographic would want or use such a service. These factors are explored further in the research objective conclusions.

7.3. Research Objective 1 - To identify whether North Tyneside Library service currently uses Web 2.0 technologies in their marketing strategy. If so how and if not what methods do are currently utilised.

As previously mentioned North Tyneside Council library service are only involved in the generic North Tyneside Council Twitter in relation to Web 2.0 technologies as discovered through the content analysis and interviews. The content analysis and interview also discovered that the library service utilises more traditional methods such as leaflets and posters in the library, newspaper publicity, radio, internet, email and websites which focus on events, news and services both in relation to children and young people (bounce and rhyme, summer holiday activities) and adults (events, crime festival, author readings). Similarly a Web 2.0 marketing strategy should consider how to market to both young people and adult users. Also discovered in the interview was the fact that the service has no marketing strategy due to a restructure in the wave of public sector cuts. This has meant a lack of direction in terms of service marketing.

7.4. Research Objective 2 – Identify best practice in the public library Web 2.0 marketing field and more widely.

Best practice was identified through the literature review, content analysis, interview and questionnaire. Main themes identified include the advantages and importance of Web 2.0 over traditional marketing strategies, which Web 2.0 Applications are best to use, what the content of these Web 2.0 applications should be and how to implement a Web 2.0 marketing strategy.

In terms of the advantages and importance of Web 2.0 over traditional marketing strategies the literature review detailed the importance of the technology as having the potential to ‘be the most critical marketing environment around’ (Weber, 2007:14). The technology can also contribute to increasing a services community profile especially important in this time of public sector budget cuts.
The interviews also gauged that Web 2.0 technologies have advantages over traditional marketing methods due to their enhanced usability for both producer and consumer; they allow more user involvement and can increase the profile of the library service particularly in relation to Newcastle City Library Service’s local history picture collection.

The best applications to use where particularly explored in the interviews and questionnaire which subsequently influenced the content analysis. The interview with the Newcastle City Libraries’ E-libraries Officer identified that Twitter and Facebook were most heavily used as ‘they could be set up for free to instantly have an online presence on two of the most popular and recognisable websites’. The interview with the Senior Librarian from North Tyneside Council Library service also identified Facebook as an important application to get involved in – ‘Facebook is something we need to get ourselves involved in’. This was supported by the user questionnaire which confirmed Twitter and Facebook were the most popular Web 2.0 applications for respondents to considering following.

Best practice for the content of Web 2.0 applications was explored in detail in the content analysis and questionnaire. The most important conclusions reached through the content analysis of Twitter and Facebook accounts for library services was that of communicating two way and involving users which is supported by Ekart’s 2011 article on Twitter; and ensuring content is engaging, entertaining and varied as done very successfully at Orkney Public Library service. Additionally the content of the pages was explored and it was seen that library and relevant news, events, service related updates and announcements, photos, videos, reviews and user comments formed the bulk of content. This was reflected in the questionnaire responses.

Best practice for the implementation of a Web 2.0 marketing strategy was explored through the literature review, interviews and questionnaire. The literature review identified barriers to the implementation which included corporate culture, the stifling of innovation, staff time and training, lack of resources, privacy issues, the need to screen user generated content and whether Web 2.0 technology is relevant for everyone. These issues were again highlighted in the interviews which flagged up the differing corporate culture and staffing arrangements at Newcastle City Libraries and North Tyneside Council Library Service. These factors could be seen to be the main barrier holding up the development of a comprehensive Web 2.0 marketing strategy at North Tyneside Council Library Service.

The questionnaire and interviews also highlighted barriers in relation to privacy issues, the need to screen user generated content relevance of Web 2.0 for all user groups. In the interview with the Senior Librarian from North Tyneside Council Library Service the issue of children using Facebook was highlighted as well as the older less technologically aware demographic of North Tyneside when compared with Newcastle. The questionnaire particularly identified factors contributing to non-use of Web 2.0 applications in relation to public libraries with question 5. This
question identified issues such as privacy and lack of interest. However, this answer may not be representative due to the homogenous demographic of the survey respondents.

Best practice in terms of implementation of a Web 2.0 strategy for North Tyneside Council Library service will further be explored in detail in the next research objective which contains the draft guidelines. Main points raised from the literature review, content analysis, interviews and questionnaire are explored as bullet points in the next section.

7.5. Research Objective 3 - Based on the research draft guidelines for the implementation of Web 2.0 applications for the public library service. This draft will be drawn from best practice, methodology, corporate culture whilst considering staff time and skills available.

- **Corporate culture** - corporate culture needs to facilitate freedom for the implementation of these technologies as is currently done at Newcastle City Library Service. The library service is allowed free rein whilst collaborating with the marketing department and Council’s Senior Web Content Officer. North Tyneside Council Library Service thus need to overcome issues in relation to corporate culture such as increased free-rein from IT and the pre-occupation with corporate branding.

- **Staff time** - a dedicated staff member is an important element in successful implementation as mentioned in both sets of interviews. This is not currently available at North Tyneside Council Library Service and the current Librarian who is responsible for this area has many other responsibilities. However, there is obvious enthusiasm, gauged from the interview, on the part of the Senior Librarian to implement a Web 2.0 marketing strategy. There is also a need for a partnership approach to facilitate the knowledge sharing. For example, in the interview it is mentioned that the E-libraries Officer at Newcastle City Library Service works in partnership with the marketing and IT departments within the council.

- **Staff training** - staff need to be aware and trained in Web 2.0 technologies. There needs to be a dedicated training programme such as ‘23 Things’ as advocated by Leech (2010) in the literature review and the use of ‘digital champions’ in branches as mentioned in the interview with the E-libraries Officer from Newcastle City Library Service. However, as mentioned in the interview with the Senior Librarian from North Tyneside Council Library Service, the issue of implementing a Web 2.0 marketing strategy is not at the forefront of their concern what with current budget cuts and issues with frontline staff provision.

- **Applications to use** - highly visible Web 2.0 applications should be used as highlighted in the content analysis, interviews and questionnaire. These applications include Facebook, Twitter and blogs. Other applications that could be applied successfully and that were mentioned in the interview with the Senior Librarian from North Tyneside Council was a smart phone application and Web 2.0 enabled library catalogue library homepage which facilitated used
input. Examples of these applications were discussed in the interview and the Senior Librarian’s knowledge of previous implementation of these applications could be usefully applied to develop improved applications. However there was not evidence, from the interview, that an improved library catalogue attracts more users. Additionally experimentation should occur to test applications and they should be abandoned if proven unsuccessful as was the case at Newcastle City Library Service in the context of Myspace.

- **Main points on contents of applications**: the content analysis and questionnaire give an outline of best practice for the content of Web 2.0 applications. Content suggested includes library and relevant news, events, service related updates and announcements, photos, videos, reviews and user comments. It is also important that content is engaging and entertaining and that two way communication with the use if encouraged.

- **Marketing strategy**: a marketing strategy should be created by North Tyneside Public Library Service in order to provide direction for the implementation of Web 2.0 applications. SWOT and PEST analyses, as mentioned in the Literature review in regard to library marketer De Saez (1993); can be carried out to guide the strategy, find out what users want and create an efficient and well thought out strategy.

- **Co-ordination**: traditional and Web 2.0 marketing should be co-ordinated. This point is emphasised in the content analysis, interviews and questionnaire. It is important to raise awareness of Web 2.0 applications available to ensure that marketing reaches the widest demographic and does not exclude those who have no interest or who are unable to access Web 2.0 technologies for whatever reason. Marketing must be non-exclusionary and demographic reflecting the values and purpose at the heart of the public library service.

- **Other considerations**: there is a need to screen user-generated content and staff generated content to ensure that issues such as the ‘Weinergate’ affair are not associated with the service. The user demographic must also be considered in terms of content and which applications to use. Privacy and the issue of users who are children need to be considered to prevent to safeguard child safety and user privacy.

### 8. Recommendations

#### 8.1. Recommendations for North Tyneside Council Library Service

The draft guidelines outlined in Research Objective 3 form the recommendations gauged from the study. In summary it is recommended, in terms of what is achievable that North Tyneside Council Library service implement popular applications such as Facebook and Twitter and the smart phone application and Web 2.0 influenced library catalogue homepage, the creation of a simple marketing strategy to guide implementation, they follow the best practice for application content,
they co-ordinate traditional and Web 2.0 marketing whilst considering the user demographic, user-generated content and privacy.

The other elements of the guidelines which include corporate culture, staff time and staff training are more difficult to implement. This is due to issues of local government funding, corporate culture and staffing which are macro-issues which cannot be solved on a local scale. Fundamentally there needs to be more invested in the library service in terms of both money and staff whilst liberating the corporate culture of North Tyneside Council.

8.2. Recommendations to improve the study

The study could have been improved through the implementation of the original methodology, more interviews with North Tyneside library staff, a better sampling technique for a more heterogeneous sample of North Tyneside county residents and more interviews with library services that have successfully implemented a Web 2.0 marketing strategy.

The original methodology comprised creating model Facebook and Twitter accounts for North Tyneside Council Library Service, adding users, updating them daily and then surveying users on these applications. This would have put knowledge of best practice from the literature review, content analysis and interviews into practice and gauged user opinions. However this was not allowed due to permission not being given by North Tyneside Council. This was a definite setback in the research. A more detailed exploration of past library marketing strategies could also be employed which could inform the Web 2.0 and wider marketing strategy.

More interviews with staff and stakeholders in North Tyneside library service would have also been useful to understand their attitudes, skills levels, what they see as public desires and needs and how they see the service developing. The questionnaire respondents were particularly homogenous in terms of age and ethnicity and not all from North Tyneside which means they were not representative of the users of North Tyneside Library Service. There was not a specific sampling technique employed due to time and money constraints. Resultantly the survey was emailed to work colleagues at the University of Sheffield and on the researchers Twitter and Facebook. A technique that collected responses from those who live within North Tyneside and who are of a more heterogeneous age and ethnicity would have been more useful in order to apply generalisations to this study.

An increase in the number of interviews carried out with library services who have successfully implemented a Web 2.0 marketing strategy would have gauged more information on best practice and benchmarking. The questions posed to the E-libraries Officer from Newcastle City Libraries could have been used in relation to Orkney Libraries, New York Public Library and the
British Library which were explored in the content analysis. Using the same questions would facilitate comparison between the services.

8.3. Recommendations for further research

Expanding upon this study a multiple case study approach could be adopted to compare and contrast data on different public library services in order to gauge best practice in the field. Rutherford (2008) writes that this type of research, on a wide range of Web 2.0 tools in the same study, has been neglected. Instead, as previously mentioned in the introduction, conceptual introductory and narrow case study approaches on one type of application have been executed. This research should also collect a wider amount of data so generalisations can be applied more reliably.

8.4. Closing remarks

The literature review, content analysis, interviews and questionnaire have shown that Web 2.0 has and can be used successfully by library services to increase user and non-user awareness of what the library has to offer and cement its importance in this time of economic and social uncertainty. As previously mentioned Web 2.0 has the potential to ‘be the most critical marketing environment around’ (Weber, 2007:14) which combined with this research gives a sense of urgency to its implementation. This sense of urgency is symbolised in this quote by Mckenzie (2009:29) – ‘as the screws tighten on local government finance and libraries come under threat, let’s be ruthless in our promotion’.

9. Word Count

15, 087.
10. Bibliography


11. Appendices


North Tyneside

Listed below is a selection of interesting and frequently requested indicators from the 2001 Census, based on data released on or before 13 February 2003. You can see other indicators and more detail for local areas in the Neighbourhood Statistics area of this website. Further data from the Census, including data for smaller geographical areas, will be released on a rolling basis.

Population

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Percentage change since 1991

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People, Places and Families

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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chinese (0.4%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place of birth (all people)</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Born in UK</td>
<td>97.4%</td>
<td>91.1%</td>
<td>58</td>
<td>17</td>
</tr>
<tr>
<td>Born elsewhere in EU (inc Rep Ireland)</td>
<td>0.8%</td>
<td>2.3%</td>
<td>351</td>
<td>12</td>
</tr>
<tr>
<td>Born outside EU</td>
<td>1.8%</td>
<td>6.6%</td>
<td>286</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Religion (all people)</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Christian</td>
<td>78.2%</td>
<td>71.7%</td>
<td>101</td>
<td>21</td>
</tr>
<tr>
<td>Buddhist</td>
<td>0.1%</td>
<td>0.3%</td>
<td>313</td>
<td>12</td>
</tr>
<tr>
<td>Hindu</td>
<td>0.1%</td>
<td>1.1%</td>
<td>228</td>
<td>8</td>
</tr>
<tr>
<td>Jewish</td>
<td>0.0%</td>
<td>0.5%</td>
<td>295</td>
<td>6</td>
</tr>
<tr>
<td>Muslim</td>
<td>0.5%</td>
<td>3.0%</td>
<td>172</td>
<td>9</td>
</tr>
<tr>
<td>Sikh</td>
<td>0.2%</td>
<td>0.6%</td>
<td>126</td>
<td>10</td>
</tr>
<tr>
<td>Other</td>
<td>0.2%</td>
<td>0.3%</td>
<td>304</td>
<td>10</td>
</tr>
</tbody>
</table>
### No religion
- Value: 13.7%
- E&W avg: 14.8%
- Eng & Wal Rank/376: 232
- Regional Rank/23: 2

### Religion not stated
- Value: 6.9%
- E&W avg: 7.7%
- Eng & Wal Rank/376: 279
- Regional Rank/23: 11

### Health
#### (all people)
<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>E&amp;W avg</th>
<th>Eng &amp; Wal Rank/376</th>
<th>Regional Rank/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limiting long-term illness</td>
<td>21.8%</td>
<td>18.2%</td>
<td>57</td>
<td>12</td>
</tr>
<tr>
<td>General health 'not good'</td>
<td>11.2%</td>
<td>9.2%</td>
<td>58</td>
<td>15</td>
</tr>
<tr>
<td>People providing unpaid care</td>
<td>11.0%</td>
<td>10.0%</td>
<td>86</td>
<td>13</td>
</tr>
<tr>
<td>Providing unpaid care 50 or more hrs/wk</td>
<td>2.6%</td>
<td>2.1%</td>
<td>69</td>
<td>15</td>
</tr>
</tbody>
</table>

### Work
#### Status (all people aged 16-74)
<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>E&amp;W avg</th>
<th>Eng &amp; Wal Rank/376</th>
<th>Regional Rank/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>58.4%</td>
<td>60.6%</td>
<td>272</td>
<td>8</td>
</tr>
<tr>
<td>Unemployed</td>
<td>4.1%</td>
<td>3.4%</td>
<td>63</td>
<td>12</td>
</tr>
<tr>
<td>Long-term unemployed</td>
<td>1.4%</td>
<td>1.0%</td>
<td>54</td>
<td>12</td>
</tr>
<tr>
<td>Student (economically active)</td>
<td>2.2%</td>
<td>2.6%</td>
<td>193</td>
<td>6</td>
</tr>
<tr>
<td>Retired</td>
<td>15.9%</td>
<td>13.6%</td>
<td>90</td>
<td>8</td>
</tr>
<tr>
<td>Student (economically inactive)</td>
<td>3.3%</td>
<td>4.7%</td>
<td>179</td>
<td>12</td>
</tr>
<tr>
<td>Looking after home/family</td>
<td>5.7%</td>
<td>6.5%</td>
<td>309</td>
<td>21</td>
</tr>
<tr>
<td>Permanently sick or disabled</td>
<td>7.6%</td>
<td>5.5%</td>
<td>58</td>
<td>15</td>
</tr>
<tr>
<td>Other inactive</td>
<td>2.9%</td>
<td>3.1%</td>
<td>150</td>
<td>18</td>
</tr>
</tbody>
</table>

#### Travel to work
##### (all people aged 16-74 in employment)
<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>E&amp;W avg</th>
<th>Eng &amp; Wal Rank/376</th>
<th>Regional Rank/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel to work by car</td>
<td>59.8%</td>
<td>61.5%</td>
<td>306</td>
<td>19</td>
</tr>
<tr>
<td>Travel to work by public transport</td>
<td>19.7%</td>
<td>14.5%</td>
<td>46</td>
<td>4</td>
</tr>
</tbody>
</table>

#### Qualifications (all people aged 16-74)
<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>E&amp;W avg</th>
<th>Eng &amp; Wal Rank/376</th>
<th>Regional Rank/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualifications at degree level or higher</td>
<td>16.4%</td>
<td>19.8%</td>
<td>235</td>
<td>8</td>
</tr>
<tr>
<td>No qualifications</td>
<td>32.0%</td>
<td>29.1%</td>
<td>104</td>
<td>16</td>
</tr>
</tbody>
</table>

### Housing
#### (all households)
<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>E&amp;W avg</th>
<th>Eng &amp; Wal Rank/376</th>
<th>Regional Rank/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of households with residents</td>
<td>84861</td>
<td>-</td>
<td>64</td>
<td>3</td>
</tr>
<tr>
<td>Number of people per hectare</td>
<td>23.3</td>
<td>3.4</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.24</td>
<td>2.36</td>
<td>336</td>
<td>21</td>
</tr>
<tr>
<td>Vacant household spaces</td>
<td>3.8%</td>
<td>3.2%</td>
<td>84</td>
<td>15</td>
</tr>
<tr>
<td>Owner-occupied</td>
<td>66.4%</td>
<td>68.9%</td>
<td>305</td>
<td>12</td>
</tr>
<tr>
<td>Without central heating</td>
<td>4.8%</td>
<td>8.5%</td>
<td>255</td>
<td>9</td>
</tr>
<tr>
<td>Without own bath/shower &amp; toilet</td>
<td>0.1%</td>
<td>0.5%</td>
<td>348</td>
<td>13</td>
</tr>
<tr>
<td>Overcrowding indicator</td>
<td>4.5%</td>
<td>7.0%</td>
<td>186</td>
<td>10</td>
</tr>
</tbody>
</table>

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Appendix 2. Index of Multiple Deprivation for North Tyneside (Government Office for the North East, 2007).

Appendix 3. North Tyneside Council Library service marketing from local media
Appendix 4. Leaflets from North Tyneside Council Library Service

![Story Time Leaflet]

![Crime Scene Saturday Leaflet]

Saturday 24 September 2011
John Willie Sams Centre, Dudley
Bounce, Rhyme and Time

A 1/2 hour mix of songs, rhymes, rhythm and movement
for you and your baby to enjoy together

<table>
<thead>
<tr>
<th>Library</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battle Hill Library</td>
<td>Mondays 10-10:30am</td>
</tr>
<tr>
<td>North Shields Library</td>
<td>Fridays 10-10:30am</td>
</tr>
<tr>
<td>Dudley Library</td>
<td>Tuesdays 2:15-2:45pm</td>
</tr>
<tr>
<td>Killingworth Library</td>
<td>Tuesdays 2:15-2:45pm</td>
</tr>
<tr>
<td>Howdon Library</td>
<td>Mondays 10-10:30am</td>
</tr>
<tr>
<td>Forest Hall Library</td>
<td>Mondays 10:30-11:00</td>
</tr>
<tr>
<td>Shiremoor Library</td>
<td>Mondays 2:00-2:30pm</td>
</tr>
<tr>
<td>Whitley Bay Library</td>
<td>Tuesdays 9:30-10:15am</td>
</tr>
<tr>
<td>Monkseaton Library</td>
<td>Fridays 10-10:30am</td>
</tr>
<tr>
<td>Cullercoats Library</td>
<td>Tuesday 2:30-3:00</td>
</tr>
</tbody>
</table>

For babies 6-18 months
Please contact your local library to book a place.
Bounce and Rhyme sessions run all year except Christmas

April 2011

All children must be accompanied by an adult

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**Library Events 2011**

**Thursday 30 June**
Danny Lawrence
Danny will be launching his new book “The Making of Stan Laurel” about the early years of the Hollywood star
North Shields Library, 7pm
Tel. 643 3270

**Friday 1 July**
A History of Wallsend
As part of the Wallsend Festival celebrations, Ken Hutchinson will be joining us to talk about Wallsend through the ages.
Wallsend Library, 2.30pm
Tel. 643 2075

**Saturday 2 July**
Summer Reading Challenge
This year’s Summer Reading Challenge starts on Saturday 2 July. The theme of this year’s challenge is Circus Starr! Are you ready to take the challenge?
Available in all Libraries and Community Centres

**Thursday 21 July**
Dan Smith
Join local author Dan Smith who will be reading from his new collection ‘Dry Season’ and Q&A sessions. Then walk through the books and talk about the inspiration behind them.
North Shields Library, 7pm
Tel. 643 3270

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**Saturday 23 July**
Harrogate Crime Writing Festival
Join us on a coach trip to the Harrogate International Crime Writing Festival, where authors signed up for the day include David Baldacci, Andrew Taylor, Frances Fyfield, Martin Edwards and Val McDermid.
Green Hotel, Harrogate.
To book a place, contact North Shields Library, tel. 643 3270

**Thursday 28 July**
Beca Higgins launch Story Tyne
Come and be inspired to enter our annual short story competition as last year’s Northern Writers’ Award winner Beca Higgins reads one of the stories from her newly-published collection “Wallsend Library, 2.30pm
Tel. 643 2075

**Thursday 8 September**
North Shields and the Fish Quay
Ian Brown from North Shields Local Studies Library will be giving a talk on the history of North Shields and the Fish Quay as part of Heritage Open Days weekend.
North Shields Library, 7pm
Tel. 643 3270

Tickets for all events are available now. Please note there may be a small charge for some events.
Appendix 5. Screen shots of Facebook and Twitter pages analysed in Content Analysis
Appendix 6. Coding for Content Analysis

Coding - wall and tweet content

<table>
<thead>
<tr>
<th>Content</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events/competitions</td>
<td>e/c</td>
</tr>
<tr>
<td>News about the library service</td>
<td>n/ls</td>
</tr>
<tr>
<td>Other news</td>
<td>n/o</td>
</tr>
<tr>
<td>Advertising services</td>
<td>a/s</td>
</tr>
<tr>
<td>Links to other Web 2.0 applications</td>
<td>l/w2</td>
</tr>
<tr>
<td>Service status</td>
<td>s/s</td>
</tr>
<tr>
<td>Advertising local events/services</td>
<td>a/le/s</td>
</tr>
<tr>
<td>Photos</td>
<td>p</td>
</tr>
<tr>
<td>Videos</td>
<td>v</td>
</tr>
<tr>
<td>Polls/requests for feedback</td>
<td>p/rf</td>
</tr>
<tr>
<td>New books/stock</td>
<td>nb/s</td>
</tr>
<tr>
<td>User Comments</td>
<td>ucs</td>
</tr>
</tbody>
</table>
Coding – Apps.

<table>
<thead>
<tr>
<th>Wall</th>
<th>w</th>
</tr>
</thead>
<tbody>
<tr>
<td>Info</td>
<td>i</td>
</tr>
<tr>
<td>Photos</td>
<td>p</td>
</tr>
<tr>
<td>Link to other Web 2.0 apps</td>
<td>l/w2</td>
</tr>
<tr>
<td>Videos</td>
<td>v</td>
</tr>
<tr>
<td>Events</td>
<td>e</td>
</tr>
<tr>
<td>Notes</td>
<td>n</td>
</tr>
<tr>
<td>Discussions</td>
<td>d</td>
</tr>
<tr>
<td>Questions</td>
<td>qu</td>
</tr>
<tr>
<td>Link to Library Catalogue</td>
<td>l/lc</td>
</tr>
<tr>
<td>Friend Activity</td>
<td>f/a</td>
</tr>
<tr>
<td>Other</td>
<td>o</td>
</tr>
</tbody>
</table>

Appendix 7. E-Libraries Officer, Newcastle City Libraries, email interview

Questions for Jennifer Clark, E-Libraries Officer, Newcastle City Library Service.

Background

1) Which Web 2.0 technologies are used to market the library service?

- Facebook
- Twitter
- Flickr
- YouTube
- Wordpress blog
- Foursquare

2) Why were these particular web 2.0 applications chosen?

Facebook and Twitter were our first experiments with social media and were initially chosen because they could be set up straight away for free to instantly have an online presence on two of the most popular and recognisable websites. This was alongside a review of the information we provided on the www.newcastle.gov.uk/libraries website as well as its structuring and layout. There was a realisation that we could engage with our customers via social networks particularly as the corporate website did not have the immediacy and personality of websites such as Facebook and Twitter. The corporate site was therefore perhaps less appealing to our customers. The corporate website is an ideal place for static information such as opening hours, service plans and policies and we weren’t looking to replace that. But we did want a site to host dynamic content and display events and news more effectively. We wanted to use social networking profiles to promote events and news on a regular
basis because it was difficult to quickly update the Council site, for example we used to have a static events webpage with just a list which needed to be checked all the time to make sure nothing had gone out of date. Adding an event to Facebook and promoting on Twitter would avoid this.

With the opening of the new City Library in 2009 we were concerned with getting as much feedback as possible on the public reaction to the new building and staff ways of working so engagement via web2.0 was ideal for this.

Facebook and Twitter came first because these were the most high profile social networks and accounts were free and easy to set up. We tried out MySpace for a while but it wasn’t very popular and was difficult to edit as it used a lot of html and seemed quite buggy so we abandoned this. YouTube was set up to host a video of the demolition of City Library.

I looked for a way to host podcasts and due to the constraints of the Corporate website a Wordpress microsite was the best solution and had the support of our IT department. The capabilities of Wordpress also allowed for staff blogs, an events calendar and RSS feeds to our content.

Flickr – a new platform was needed for the Tyneside Life and Times local history picture collection as the original server had become corrupt. It was the suggestion of our IT dept to use Flickr and they have been extremely helpful in developing our profile for us.

In summary, our strategy involves a certain amount of experimentation with free social media tools combined with content that is up to date and engaging to our customers. We’re always finding new ways to use social media websites. This is made possible by a supportive IT department within the Council and the creative freedom this gives us.

3) Do these Web 2.0 technologies fit in with a wider marketing strategy? If so how?

Yes. We co-ordinate with our publicity in print. For example advertising Facebook/Twitter and using a QR code to link to the blog on our quarterly Page Turner what’s on guide. Also using QR codes on posters and in exhibitions.

Staff send me their event details via a press release template. They promote within their branch and I promote online.

4) Does council policy regulate / provide guidelines for the use of these technologies?

Yes, there is a Social Media Policy which provides guidelines but I wouldn’t say the Council regulates our social media activity.
**Staffing issues**

5) Do all staff have an awareness and input in these technologies?

All staff should have an awareness. If they are organising an event they should send me the details on a press release form so that I can advertise online. Staff can input their ideas for promotions. I will be asking for ideas for Foursquare rewards in the future and a staff member came to me today with ideas for how we can use Tumblr to promote staff reads and we discussed an interactive advent calendar for Christmas.

6) Who manages these technologies?

Myself, the e-Libraries Officer. Advice is taken from the Marketing Department and the Council’s Senior Web Content Officer.

7) What expertise/ experience/awareness do staff have of Web 2.0 technologies?

It varies. All staff should have an awareness of the promotions we undertake. We are currently working to establish Digital Champions in the library branches who will work with myself and our Information and Digital team to cascade digital training to other staff and highlight our online resources to staff and customers. The 23 Things online course will also be provided to Digital Champions and hopefully all staff in the future.

8) Is training in these technologies provided for staff?

As previously mentioned, 23 Things training will be rolled out to staff. Training is also provide so staff can run or support internet taster sessions and classes with customers on subjects such as music downloads, social networking and email.

**How web 2.0 operates in practice**

9) How were the Web 2.0 applications advertised to get followers? (did you add people (e.g. own friends), get listed on Facebook/Google/Twitter, advertise in libraries via leaflets/posters, word of mouth from staff to customers).

It was a mixture of word of mouth, posters, leaflets. The blog is set as the home page of the People’s Network so any customer using one of our computers will see it.

10) Are a wide demographic of users involved with these web 2.0 applications? (e.g OAPs)

Facebook stats are below:
There are no demographic statistics for Twitter, Flickr, YouTube or the blog as this information is not collected.

11) Is this method of marketing library services cost effective both in terms of initial outlay and staff costs overtime?

Yes, no cost apart from staff time (Flickr is $24 a year to host images). It would be more difficult for other libraries to achieve what we have done if they do not have a dedicated staff member to coordinate.

12) Do you think library services that do not utilise web 2.0 in their marketing strategy are disadvantaged when compared to those that have gotten involved in this technology?

Yes. They are missing out on valuable customer feedback, networking opportunities within the local community and increased promotion of events.

Appendix 8. Transcription of interview with Senior Librarian from North Tyneside Council Library Service
Interview with Paul Bell 1st July 2011 – 2pm North Shields Central Library

What methods do you use to market the library? Is there a strategy document?

In development, have just done a re-structure so new people In new posts.

So the person in new role will create the strategy document?

Yes. Because of the way that library services are adapting to the current climate so everything is up for change.

As for what we do currently for marketing traditional methods such as newspapers, occasional radio, internet, email, websites, posters and flyers. But nothing hugely technological yet.

How do you think web 2.0 applications could be implemented by the service?

Are we defining web 2.0 as user generated content? Yes. The council uses Twitter at the minute have to send information off to web team to tweet for you. Have started negotiations on facebook but issues around corporate image, need to brand it, if people went off and did their own thing there could be confusion. There is a guy coming in to develop a smartphone app to link to website, catalogue, reservations and connect to blogs we currently don’t have. Currently we are peddling along and need to put the meat on the bones. Facebook is something we need to get ourselves involved in.

Talis have a product out called prism 3 (shows example on PC). (strays) now have control over own websites and events which is useful. Now have prism 2 which is obsolete and antique, one-way, looks like tat to be fair and it’s very complicated in terms of hardware. Prism 3 is offsite and hosted by Talis off site and looks really whizzy. Has all the sort of features like Amazon. (Shows Wolverhampton’s Prism 3 interface). It is moderated or it would be full of swearing. This is heading down web 2.0 (talks about Talis web 2.0 blog).Prism 3 is more of a homepage for libraries and link back from there to council websites. Nice shiny books and reviews generated by staff and users. Also shows borrower figures and popularity.

Not many people have the (smartphone) app, Edinburgh have and it’s frankly poney, doesn’t link to catalogue but has events, opening times and strangely a bus timetable. Company were just trying to think of things to put on it as it’s the first app of its kind. Now moved on and spoken to library management system providers, which would be more useful. Link to blogs and Facebook and have one seamless whole but we are a long away away from that.

I don’t know if you have looked at other library Facebook pages? Newcastle library and discussed about comparison with Newcastle and free-rein from IT. Some libraries have even less free-rein from IT then us like South Tyneside who have a Prism 3 site which is pretty rubbish. As corporate IT tied it down to the corporate image. (discuss Twitter issues with South Tyneside). It just looks like another council website. They have outsourced all their IT to BT giving them cost issues. However we wouldn’t go for that (referring to Wolverhampton website) as it is breach of accessibility for those with sight problems.

We now download audio books and now we are looking into ebooks. My personal view is that the ebook company is extremely expensive. The Audiobook system is a much better system. We would link that to the library catalogue for a seamless operation. Title would appear with types not like current system where it shows each type of copy as a different entry which can be confusing for the
customer. (then goes onto request system – not really relevant so left out). Don’t charge for audio downloads as this would produce more cost and we bought them in to provide accessibility. Goes against charging for books, but lots of ethical issues involved. There is discussion of what the definition of a book is and whether electronic resources are books or not.

**Which factors could affect the implementation of web 2.0 technologies?**

Cost, is obviously the biggy. Staff time and availability. Public desire, we need to make sure these things are what people want before spending all out money on it. Corporate IT and corporate branding and branding costs and if we can afford it we can get it. Value for money is the watch word at the minute. If it was all free we would do it tomorrow. But we will see.

Another thing there is now open source library management software, purchase at a consortium level. Could join up library catalogue with local areas but if you live in Berwick how much use is it to know there is a book in Stockton? But hey-ho that’s the way it’s going.

*(Discussion of consortiums further)*. We are part of NEPO (North East Purchasing Organisation)- get much bigger discounts and much better terms. RFID tagging discussed- time saving.

Technology has always moved fast but it seems to have moved faster over the last 10 years. The question is do we get on their in the first wave. Is it time we acted instead of reacted? I’d like to get Facebook up and running and I’d like to get prism 3 up and running, I’d like to have a blog. One of the big things apart from cost, is the ability of staff to keep things up to date. It’s all well and good having Facebook but if you never post on it then people start getting bored of it and if your last post on it was seven months ago; it needs to be current.

Would you let all staff contribute on it? Or would it only be certain ones?

There are logistics issues. Would it be moderated? It would have to be moderated. Whether it’s a case of send contributions to a certain member of staff/group and they post them. Rather then a free for all. Due to operational reasons you can’t just sit banging away on your blog and go ‘oh im just on me blog, wait a second’. We would get staff involved certainly.

Would you have blogs for each operational area?

I think you would have to. It’s a question of what you would put on there though. There are a couple I read, there is that many out there, that you need something interesting to grab people’s attention. But more and more people are using the website (library council pages), finding information on events, so to have that in the palm of your hand. I think the application would be very useful for that. I’ve just got a smartphone and I never used Facebook very much on my computer but use it a lot more on my phone. I like the ability to get services like reservations and renewals in the palm of your hand. One tap of your thumb and it's done.

**Summary**

It’s seamless linking, taking people from their entry point to where they would like to go without getting four clicks in their way. And to be intuitive about how it works so they don’t have to fight their way through web pages to get to where they want to. Quick, clean, easy, dusted.
Would you provide more training for customers in web 2.0 applications?

I think we’d have to. Whether we do that on an ad-hoc basis though. First thing to do is to train your staff which we did with the e-book downloads, complicated to start with but once they got it going it was fine. So train the staff and train the customers. And advertise it, it’s all well and good having these resources but you need to tell customers about them.

Would you advertise it in the library?

No. We’d get it in the press as much as possible. Things like this you need to be first. If you go to the chronicle they will say ‘oh you’re the fourth to do that’. You need to be near the start. The application thing could work like that. Also the use of QR codes in sports and leisure centres, photo this and decode it to see what you get and download the app. You could even print it in the press I know Edinburgh did that. Get the app from reading it in the paper. (suggest leafleting). You could also use bookmarks. We have just done a bookmark with QR codes recently. It doesn’t mean anything but it looks good.

Thank You.

Also discussed in informal chat after interview:

- Marketing man at NTC Lee Weatherburn
- IT may have a policy document on these areas
- Facebook is around 2/3 of bandwidth on library PCs
- Newcastle Library have advantages in that they have more staff, more technology savvy users, a different demographic (workers, students), users more interested in such technologies.
- Facebook and children’s consent- putting into place filter to stop children (under 14s ) accessing Facebook on Library PCs. As the library has a duty of care.
- No marketing strategy due to restructure only corporate branding guidance
- Big issues with inappropriate content on web 2.0 – need for moderation.
Appendix 9. Questionnaire (copied from Survey Monkey website into word)

Questions about you

These questions will give information on your age and ethnic group. This information will be used to find out who uses/would use social media marketing in the context of public libraries. By answering these questions you give consent to taking part in this study (for further information contact kategrigsby@hotmail.com).

1. In which age category do you fall? (Select one only).
   - Under 15
   - 15-24
   - 25-44
   - 45-64
   - 65+

2. Which ethnicity do you identify with? (Select one answer only please).
   - White
   - Mixed
   - Asian or Asian British
   - Black or Black British
   - Chinese or Other Ethnic Group
   - Not Stated
   - Other (please specify)
Library Use, Social Media and Library Marketing.

These questions will ask about public library use, social media, marketing for public libraries and your views on this topic. This information will inform how useful social media is in marketing public libraries and what users want from these applications.

Q3
3. Do you use public libraries? (Select one answer please).

- Yes
- No

Q4
4. If you joined a Social Media page for a public library which type of application would you join? (Select all that apply please).

- Facebook
- Twitter
- Flickr
- Youtube
- Blog
- Foursquare
- Myspace
- LinkedIn
- Wikis
- Delicious
- Other (please specify)
5. If you would not join a social media application concerning a public library please indicate why. (Select all that apply please).

- Not interested in Social Media
- Privacy issues in Social Media
- Don't have the skills to join a Social Media application
- Not interested in Public Libraries

Other (please specify)

6. If you would join a Social Media application for a Public Library, what would lead you to following such a page? (Select all that apply please).

- Through a search engine (e.g. Google)
- Friends have
- An advert on a Social Media application (e.g. Facebook)
- Promotional material in the library
- Word of mouth in the library
- Link from Public Library website

Other (please specify)
7. What kind of information would you like to see on a Social Media application for a Public Library? (Select all that apply please).

- Service updates
- New books/resources
- Reviews
- Events
- Services
- Community news
- Pictures
- Links to related pages
- Other (please specify)

8. Which other methods could be used to market public libraries to you effectively?

- By post
- E-mail
- Local newspapers
- Radio
- TV
- Publicity material (e.g. posters and leaflets) in local businesses/organisations
- Publicity material in Public Library
- Word of mouth
- Other (please specify)
9. Do you think libraries that use social media are at an advantaged compared to those that do not? Please can you explain why you chose this response in the comment box?

☐ Yes
☐ No

Comments

10. Any other comments on marketing, public libraries and social media?
Thanks for completing this survey!
Appendix 10. Consent Form

**Example Participant Consent Form**


Name of Researcher: Katherine Grigsby

**Participant Identification Number for this project:**
**Please initial box**

1. I confirm that I have read and understand the information sheet dated [1st July] and I have had the opportunity to ask questions about the project.

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason and without there being any negative consequences. In addition, should I not wish to answer any particular question or questions, I am free to decline. **Contact number of lead researcher/member of research team 07847006231.**

3. I understand that my responses will be kept strictly confidential (only if true). I give permission for members of the research team to have access to my anonymised responses. I understand that my name will not be linked with the research materials, and I will not be identified or identifiable in the report or reports that result from the research.

4. I agree for the data collected from me to be used in future research.

5. I agree to take part in the above research project.

________________________  ________________  __________________
Name of Participant            Date            Signature

(or legal representative)
Appendix 11. Information Sheet

1) Research Project Title

‘Web 2.0 Use in Marketing Public Libraries: A Case Study of North Tyneside Public Libraries.’

This project looks at how Web 2.0 (internet applications such as Facebook and Twitter) are and can be used in Public Libraries and North Tyneside Library service in particular.

2) Invitation paragraph

You are being invited to take part in a research project. Before you decide whether to participate it is important for you to understand why the research is being done and what it will involve. The following will explain these issues. Please take time to decide if you want to take part and ask if you would like to clarify anything. Thank you.

3) What is the project’s purpose?

Other public libraries are using Facebook and other Web 2.0 applications to market their libraries while North Tyneside Library service has yet to become involved in these technologies. The aim of the project is to explore how North Tyneside Public library service could best use these applications in support of marketing objectives. The project will last around 3 months with most of the research conducted at the end of June and beginning of July.
4) Why have I been chosen?
You have been chosen as you have a role as either a member of staff within the library service or as a customer thus your views are valued. Other participants will be recruited on a random basis according to the same criteria.

5) Do I have to take part?
You do not have to take part and can withdraw at any time. Even if you sign the consent form you can still withdraw at anytime. You don’t have to give a reason either.

6) What will happen to me if I take part?
You will either be interviewed at your convenience (date and location) for a short period of time (30 minutes or under). Questions will be semi-structured allowing for you to expand upon particular areas. Your interview maybe recorded on a Dictaphone but this will be destroyed after results have been analyzed. Alternatively you will have to complete a short survey that will be distributed online and questions will be of a multiple choice nature. Participation will only occur once.

7) What Do I have to do?
There are no lifestyle restrictions. Basic IT skills are presumed but most library staff and target users should already possess these.

8) What are the possible disadvantages and risks of taking part?
The only disadvantage to taking part is the time input required.

9) What are the possible benefits of taking part?
This project could be beneficial to participants as it could increase their knowledge of Web 2.0 applications and broaden their views on marketing public libraries.

10) What if something goes wrong?
If you are happy with the way in which this research is conducted you should contact the project supervisor Sheila Webber. If the problem is still unresolved then contact the University of Sheffield’s Registrar and Secretary.

11) Will my taking part in this project be kept confidential?
All information collected during this research will be kept confidential and be made anonymous. It will be seen only by the researcher and then destroyed after the dissertation has been submitted. All work will be done inline with data protection.

12) What will happen to the results of the research project?
The results will be compiled into a dissertation which will be available online from http://dis.shef.ac.uk/dispub/. All results used will be kept anonymous as previously mentioned.

13) Who has ethically reviewed the project?
This project has been ethically approved via the Information School department’s ethics review procedure. The University’s Research Ethics Committee monitors the application and delivery of the university’s Ethics Review Procedure across the University.

14) Contact for Further Information
Kate Grigsby
kategrigsby@hotmail.com
07847006231
Sheila Webber
You, the participant can keep this information sheet along with a copy of the signed consent form. Thank you for reading this sheet.