# The Reality Of Marketing In Arab University Libraries Using Social Media Platforms And Its Impact On Information Services From The Point Of View Of Faculty Members

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## ABSTRACT

The study aimed to know the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members, and to achieve the objectives of the study used a descriptive analytical method, and the study tool was a questionnaire divided into two axes: (marketing axis and Information Services Axis), The study reached several results, the most important of which was that the reality of marketing in Arab university libraries is high from the point of view of faculty members by (73.18%), it was also found that the level of information services from the point of view of faculty members is high by (74.54%), One of the most prominent recommendations of this study is that Marketing through social media platforms as the best and shortest way to provide information services.

## INTRODUCTION:

Information services are one of the most important goals of university libraries if delivered through effective marketing in general and social media in particular. Social media is the thing that we have reached acceptance in the Twenty-First Century as social media and an essential component of individuals and institutions based on technology, which led to a significant impact on users. There is no doubt that social media platforms offer many opportunities to reach and interact with the community, although there are also challenges associated with it. The concept of marketing has developed and its importance has increased with the current trend towards the Electronic Library, where this shift has caused a radical change in the traditional library environment, sources and equipment, which necessitated the search for new methods to market Modern Library Services, and the study of alternatives to help beneficiaries to access information, As one of the vital and promising areas that will have an impact on the future of libraries and their employees, if they achieve success in increasing the rates of use of these libraries and provide information services that meet the needs of their beneficiaries(Al-Salem, 2007). Social media has become an essential component of libraries in general and universities in particular in making a significant impact on users

with regard to their interaction, work and communication with others. There is no doubt that social media platforms provide opportunities for interaction with beneficiaries, despite the existence of many challenges, It has been mentioned (Bradley, 2012) that social media uses web-based and mobile technologies to transform communication into an interactive dialogue. (Dabbas, 2010) stated that the future of libraries in general and university libraries in particular depends on the extent of their adoption of accelerated technology, which has contributed significantly to the development of information services and their delivery to the beneficiaries and brought about a clear change in the reality of Information Services, replacing electronic information services In place of traditional services, access, processing and retrieval of information has become easier, and requires less time, cost and effort. (Hamshari, 2008) stated that the most important modern service provided by libraries and information centers at present is the marketing of Information Services.  The university libraries should not remain traditional in their movement and activities, and in isolation from their beneficiaries and in the case of waiting to come to them to benefit from them. However, they should reach them in any location where they are to introduce them to modern information services. Therefore, university libraries should move towards marketing their services; using a variety of ways and means through which they can attract more beneficiaries. In light of the increasing interest in marketing information services, especially those related to university libraries on the one hand, and the lack of available studies on this subject on the other hand, this study aims to shed light on the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members.

## The objectives of the study and its questions:

This study aimed to know the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members, by answering the main question: What is the reality of marketing in Arab university libraries using

social media platforms and its impact on information services from the point of view of faculty members?

The following sub-questions arise from this question:

1- What is the reality of marketing in Arab university libraries from the point of view of faculty members?

2- What is the level of use of social media platforms for marketing information services from the point of view of faculty members?

3- To what extent does marketing in Arab university libraries using social media platforms affect information services from the point of view of faculty members?

4- Are there any differences between the responses of faculty members about the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members due to the difference of variables (years of experience, degree, interaction between them)?

## The importance of the study:

1- Theoretical importance: This study is one of the rare studies that examines the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members, and it also links marketing and social media platforms, the study shows the philosophical framework of marketing and the need for it, and its applications in Arab university libraries, as this study can open up prospects for future studies, and can also be built on many subsequent studies.

2- Applied importance: Through the results and recommendations, this study benefits decision-makers in Arab university libraries in providing information, opinions, and plans related to marketing, methods of achieving them, and applying marketing using social media platforms, which positively affects information services.

The main objective of the study is to highlight the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members.

## Sub-objectives:

1- Learn about the reality of marketing in Arab

university libraries from the point of view of faculty members.

2- Revealing the level of use of social media platforms for marketing information services from the point of view of faculty members.

3- Checking the existence of a marketing effect in Arab university libraries using social media platforms on information services from the point of view of faculty members.

4- Testing the differences between the responses of faculty members about the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members due to variable differences (years of experience, degree, interaction between them).

5- To clarify the recommendations that contribute to the reality of marketing in Arab university libraries using social media platforms and its impact on information services.

**Study determinants:**
**Spatial boundaries:** Arab countries.
**Time limits:** Second semester (1 Jun 2022 to 1 Jun 2023).
**Human boundaries:** Faculty members working at universities in the Arab world.
**Objective boundaries:** Knowing the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members.

**Keywords:**
**Marketing in university libraries:**
an ongoing process based on research, work, evaluation and the application of lessons learned, and it is a viable organism on which libraries build their plans on the assumption of permanent change, focusing on current library users and potential users for university libraries, and one of the main objectives of marketing in university libraries is to harmonize the needs of students, faculty, administrative and community information services, and link the information needs of library users to beneficiaries who know that they can get information in several other ways without even going to the library building or interacting with the librarian. (Hayek, 2019)

**University libraries:**

these libraries are established, funded and managed by universities or higher education institutions and provide their services to all beneficiaries under the supervision of a group of specialized persons in the office and administrative, They are characterized by being open-ended because knowledge does not stop at a certain limit, and work to provide the beneficiaries with the information they need in their studies and research, from books and other information vessels after organizing and classifying them to facilitate access to the required information. (Suleiman, 2005)

**Social media platforms:**
sites that enable users to post any content, whether text, audio, visual or data, for the benefit of anyone who wishes to do. (Weinrchak, 2019)

**Information services:**
A service to provide the correct answers to a beneficiary who needs to solve a problem or question immediately, and to help beneficiaries identify the basic references in a subject, or to introduce it to the means of using a particular reference to reach an answer to an inquiry or a solution to or complete a search problem. These are activities provided by libraries and information centers to facilitate the beneficiary's access to and access to the required information in the fastest and easiest way, as well as to satisfy his information needs, He is directly interested in helping beneficiaries obtain information by helping them identify where the information vessels he wants, and the beneficiaries know how to use indexes, scouts and bibliography. (kolieb, 2010).

**Faculty members:**
All staff whose primary mission includes education, research or general experience, including staff with academic ranks or titles such as professor, associate professor, assistant professor, trainer or lecturer, or equivalent academic ranks. (UNESCO, 2013)

**Previous studies:**
**Arabic studies: A study:**
(Bahout, 2020) entitled "The effectiveness of the use of virtual data in the development of digital information services marketing skills in the Librarian al-Azhar" the study aimed to highlight the effectiveness of the use of virtual data in taking

advantage of the theories of marketing information services and libraries at the librarian in Al-Azhar, an attempt to drop those theories related to marketing to libraries, by trying to develop a general theoretical framework for the marketing plan of digital information services at the library specialist in Azhar.

**-Study:**
(Hilali, 2017) entitled "Marketing information services in academic libraries in Saudi public universities via Twitter - analytical study", the study aimed to address the phenomenon of marketing information services in the academic environment in general with a focus on the current status of the Central Library of Imam Mohammed bin Saud Islamic University as a case or model around which the practical aspect of this scientific application project is centered. The researcher noted that university libraries enjoy various information services, but that they are not used as required, due to their poor marketing. This phenomenon may be due to the fact that the attention of these libraries is focused on procedures without beneficiaries who represent the real objective of their existence. To achieve the desired goal, the researcher used the descriptive approach with a focus on the case study approach. One of the most notable findings of the study was that the need for marketing in information institutions increases over the days because it aims to achieve many objectives, including connecting beneficiaries to the library, advertising its services and promoting its programs and activities, satisfying various desires, as well as helping the library to improve management and service development, attract good reputation and compensate for the severe budget shortfall. It overcomes obstacles to the provision of effective services to beneficiaries.

**- Study:**
(Alian, 2017) entitled "Marketing information services in libraries and information centers - theoretical framework" The purpose of this study is to identify the marketing of information services in libraries and information centers, and one of the most prominent findings of the researcher is that the application of marketing in libraries will lead to improved services and achieve the satisfaction of the beneficiary, due to the reflection of the application of the concept of marketing in libraries and information centers, which led to the improvement of office services, and thus increase the satisfaction of beneficiaries from the library.

**- Study:**
(bonif, 2012) entitled " Marketing of information services in Algerian University libraries: A field study at the central university library at the University of Messilah," the researcher explained that the marketing of information services in university libraries is a benefit to the various beneficiaries through the internet, and this is a qualitative leap and a great achievement imposed by the developments of information and communication technology, and the requirements of successive beneficiaries, where libraries are developing innovative and new ways to attract beneficiaries towards their services and meet their growing needs by following up their requests and taking great care of their needs and meeting them in the way they prefer on an ongoing and permanent basis within the framework of internet technology and its facilities.

**-Study:**
(Al- Shuwabakeh, 2011) entitled "University Library Programs to Provide Students with Information Culture: Arab and International Models". The study aimed to highlight the role university libraries play in providing students with a culture of information or information knowledge through the programs they organize for new students at the beginning of each academic year. The study reviews the evolution of the concept of information culture in libraries from the 19th century to the beginning of the twenty-first century. It also presents literature published internationally and in the Arab world on the role of university libraries in providing students with information culture skills and highlights many information culture programs offered by university libraries in some Western and Arab countries.

**Foreign Studies:**
**- Study:**
(Kingsley, 2020) entitled" Strategic Social Media Marketing for University Library Users in Nigeria from the Perspective of Students." The purpose of this article is to examine key management

principles that are crucial for sustainable social media engagement with library customers. To explore these principles, the Strategic Social Media Marketing Framework was applied in interviews to contextualize the management considerations of preselected Nigerian university libraries (n = 6) with social media accounts. Interview results reveal that clarity of purpose and adequate planning are lacking in the approach adopted by libraries for social media marketing. Yet, these are established as essential ingredients for creating and sustaining social media engagement. Against this background, a framework was developed to provide a high-level guide for social media management with both practical and theoretical implications.

**-Study:**
( Bhardwaj, 2016) entitled "Marketing Library Resources and Services: An Organized Review of Literature" This conceptual paper reviews literature on the marketing of library products and services and discusses various ways and means for the same. Several marketing techniques to promote the usage of library resources and services have been highlighted in the literature. It is seen that the majority of libraries do not have a marketing culture. It is recognized that libraries need to formulate marketing plans along with financial budgets on a yearly basis so that library resources can be utilized optimally. Libraries in developing countries have been struggling to conduct outreach programs to market their resources and services. Latest technologies such as, Web 2.0 and mobile services have opened up new avenues to do marketing in efficient and cost-effective ways. Therefore, libraries should not leave any stone unturned to apply the latest technologies in promotion of resources and services amongst the stakeholders. The funding agencies must formulate guidelines for marketing the library resources and services so that the library resources can be utilized optimally.

**-Study:**
(Helen&Jian,2006) titled Challenges and opportunities of marketing academic libraries in the USA" the study aimed to explore the value of marketing in academic libraries and how the marketing concept is applied in practice to marketing academic library services through the ex-

periences of academic libraries across the USA.

**Design/methodology/approach:**
The paper focuses on using marketing as a managerial tool to accomplish strategic organizational goals and objectives, discusses challenges and opportunities in academic library marketing, presents examples demonstrating innovative methods that academic libraries have used to market their images and services, and offers suggestions for developing marketing plans and strategies.

**Findings**
The paper finds that market research allows libraries to understand better the points of view of their student and faculty library users, as well as the perspectives of campus administrations and the community external to the college. The result is that the library is more successful in gaining visibility and support for its efforts, and library users are more successful in making the best use of the services available to them to meet their academic and research goals.

**Originality/value**
The paper offers practical solutions for academic libraries in the global community.

**Commentary on Arab and Foreign Studies**
It is clear from the presentation of previous studies that the use of social media platforms has received great attention, and through the presentation of these studies, it is clear that the use of social media platforms has a positive impact on information services, some studies also pointed to the awareness of the respondents of the importance of social media platforms in marketing information services in university libraries. What distinguishes this study from previous studies: From the above we find that all studies focused on marketing in university libraries without allocating to social media platforms except Kingsley. Most of these studies relied on the descriptive analytical approach. The current study benefited from previous studies in several aspects, most notably the drafting of the study questionnaire. It used some studies to describe the problem of the study, and enrich the theoretical background, as well as the benefit included analysis of the reality of marketing in universi-

ty libraries to explain the results of the current study, What distinguishes this study from previous studies is that it focused on the opinion of faculty members on the reality of marketing in Arab university libraries using social media platforms and its impact on information services.

**Study methodology:**
To achieve the objectives of the study and its nature, which required description, careful interpretation, data collection and interaction with the purpose of reaching results and generalizations that enrich knowledge and address the problem of the study, The researcher relied on the descriptive analytical approach; because this approach is the best for research , human , social studies and describes the studied phenomenon, and reveals the relationship between the studied phenomenon and the variables that affect it.

**Study community:**
The study community is composed of Arab faculty members in the Universities of the Arab world, and the number of those sent to them the questionnaire (1000) faculty members.

**Study sample:**
A random sample of 1000 faculty members was selected, and the questionnaire was sent

to them electronically via social media and e-mail; 941 members responded, and 31 of them did not meet the requirements, so the number that was approved for this study (910) questionnaire with a response rate of (91%) Their personal qualities came as in Table (1):

**Study tool:**
The researcher designed a questionnaire to collect data and to achieve the objectives of the study and answer its questions, a reconnaissance study was conducted to try the initial version, as it was distributed to a sample of (100) faculty members from different degrees at the end of 2021, After being collected and studied, the questionnaire was modified based on its results, and the questionnaire consisted of a focus for personal data and includes two variables of years of experience and degree, a focus for marketing through social media platforms in universities and includes 16 paragraphs, and an axis for information services and includes 15 paragraphs.

**The truthfulness of the study tool:**
The questionnaire was presented to a group of five professors, three of whom specialize in library science and information and two in the field of marketing of the professor degree, where they were asked to express an opinion on the para-

| ******** | Statement | num | Percentage |
|---|---|---|---|
| **years of experience** | 5years and less | 255 | %28.02 |
| | 13-6years | 530 | %58.24 |
| | 14years and older | 125 | %13.74 |
| | **Total** | **910** | **%100** |
| **degree variables** | lecturer | 75 | %8.24 |
| | Assistant professor | 550 | %60.44 |
| | Associate professor | 205 | %22.52 |
| | Professor Dr | 80 | %8.80 |
| | **Total** | **910** | **%100** |

**Table (1)**
**Distribution of study sample by years of experience and degree variables**

graphs of the questionnaire in terms of appropriateness, accuracy and integrity of the language, and their proposals and guidance were adopted and adjusted accordingly, where the final information of the questionnaire was produced. The coefficient of internal consistency of the questionnaire was calculated, where the correlation coefficient was calculated between the score of each paragraph of the questionnaire with the total score of the axis, and Table (2) shows this: Table (2) shows that all probability values are below the index level (0.05), so the correlation coefficient is a statistically significant function, the items of the axis of marketing through social media platforms in university libraries are true to what was put in order to measure.

| ** | Marketing items | Correlation coefficient | Probability value |
|---|---|---|---|
| 1. | Social media platforms are important in marketing information services | **0.846 | 0.000 |
| 2. | The library uses social media platforms for marketing information services | **0.703 | 0.000 |
| 3. | The library creates pages on social media platforms that allow me to search for information services and allow me to have an instant chat. | **0.769 | 0.000 |
| 4. | The library uses social media platforms for marketing information services, which makes me beat the location and time to get the services I need. | **0.776 | 0.000 |
| 5. | The objectives and strategy of the marketing library across social media platforms are clear and clearly stated and the information speaks constantly | **0.661 | 0.000 |
| 6. | I note that the library's strategy of marketing information services across social media platforms is constantly evolving. | **0.719 | 0.000 |
| 7. | The process of the library marketing information services through social media platforms is more appropriate and brings me closer to its staff. | **0.840 | 0.000 |
| 8. | The library is keen to follow the beneficiaries through social media platforms, this ensures me to provide their services better and to communicate, talk, contribute and participate in information services. | **0.719 | 0.000 |
| 9. | The library uses Facebook to market information services | **0.574 | 0.001 |
| 10. | The library uses YouTube to market information services | **0.735 | 0.000 |
| 11. | The library uses WhatsApp in marketing information services | **0.782 | 0.000 |
| 12. | Library uses Instagram to market information services | **0.850 | 0.000 |
| 13. | Library uses Messenger in marketing information services | **0.700 | 0.000 |
| 14. | The library uses TikTok in marketing information services | **0.725 | 0.000 |
| 15. | The library uses Telegram to market information services | **0.723 | 0.000 |
| 16. | The library uses Snapchat in marketing information services | **0.815 | 0.000 |

*Table function at indicative level (0.05)          ** Table function at indicative level (0.01)

**Table (2)**
**Results of internal consistency of marketing paragraphs through social media platforms in university libraries**

| ** | Information Services | Correlation coefficient | Probability value |
|---|---|---|---|
| 1 | Inspection and recovery services | **0.872 | 0.000 |
| 2 | Cataloging and classification services | **0.579 | 0.001 |
| 3 | Scientific translation services | **0.740 | 0.000 |
| 4 | Intellectual production research services | **0.752 | 0.000 |
| 5 | Internal lending services | **0.513 | 0.003 |
| 6 | External loan services | **0.884 | 0.000 |
| 7 | Reference services | **0.652 | 0.000 |
| 8 | Database search services | **0.734 | 0.000 |
| 9 | Patrol Services | **0.683 | 0.000 |
| 10 | Ongoing briefing services | **0.849 | 0.000 |
| 11 | Selective information transmission services | **0.734 | 0.000 |
| 12 | Imaging and reproduction services | **0.636 | 0.000 |
| 13 | Bibliographic services | **0.538 | 0.000 |
| 14 | Electronic archiving services for documents and other information sources | **0.618 | 0.000 |
| 15 | Beneficiary training service | **0.598 | 0.000 |

*Table function at indicative level (0.05)          ** Table function at indicative level (0.01)

### Table (3)
### Shows the results of internal consistency of Information Services paragraphs in university libraries:

Table (3) shows that all probability values are below the index level (0.05), so the correlation coefficient is a statistically significant function, the items of the axis of information services in university libraries are true to what was put in order to measure.

### Stability of the study tool:
Using a coefficient of (a) Cronbach Alpha, in order to ascertain the consistency of the study

it valid to achieve the objectives of the study.

### Correction of the questionnaire:
The questionnaire consists of (31) paragraphs divided into two axes (the first): to measure marketing through social media platforms in university libraries (16) paragraphs, (the second): to measure information services in university libraries (15) paragraph, and each paragraph of

| *** | Axis | Items number | Cronbach Alfa |
|---|---|---|---|
| 1 | Marketing through social media platforms in university libraries | 16 | 0.907 |
| 2 | Information services in university libraries | 15 | 0.895 |

### Table (4)
### Cronbach Alpha of the survey axes

tool, all paragraphs of axis I and II and table (4) showing the results have been calculated: Table (4) shows that the Cronbach Alpha coefficient for all paragraphs of the axis of marketing through social media platforms in university libraries (0.907), the items of the axis of information services in university libraries (0.895), which indicates the stability of the questionnaire and makes

the questionnaire was given five-Order Response ladder degrees: (strongly agree, agree, neutral, reject, strongly reject) and the data (1,2,3,4,5).

### Statistical processing:
The study relied on the SPSS statistical analysis programmer, which relied on a set of statistical methods and treatments in data anal-

ysis, testing the study's hypotheses, most notably repetitions, percentages, computational averages and standard deviations, Cronbach Alpha was also used, and simple linear regression analysis was used; Statement of the linear relationship between marketing in Arab university libraries through social media platforms and their impact on information services from the point of view of teaching staff, The differences between the responses of the teaching staff different from the variable years of experience and the degree were verified using the monolithic contrast analysis test, The differences between the responses of the faculty members according to the interaction of the variables of

years of experience and the total score were calculated using the test of binary variance analysis, the following is an explanation of the results.

**Results and discussions:**
**The First question: What's the reality of marketing in Arab university libraries through social media platforms from the point of view of faculty members?**
Appropriate descriptive tests, such as arithmetic averages, standard deviations, relative weights and rankings, have been used for the paragraphs of the marketing hub in Arab university libraries through social media platforms and its total degree.

| ** | Marketing items | Arithmetic mean | Standard deviation | Relative weight | Level |
|---|---|---|---|---|---|
| 1 | Social media platforms are important in marketing information services | 3.831 | 0.917 | 76.60 | 1 |
| 2 | The library uses social media platforms for marketing information services | 3.818 | 0.902 | 76.39 | 3 |
| 3 | The library creates pages on social media platforms that allow me to search for information services and allow me to have an instant chat. | 3.820 | 0.937 | 76.40 | 2 |
| 4 | The library uses social media platforms for marketing information services, which makes me beat the location and time to get the services I need. | 3.488 | 1.072 | 69.77 | 14 |
| 5 | The objectives and strategy of the marketing library across social media platforms are clear and clearly stated and the information speaks constantly | 3.441 | 0.967 | 68.81 | 16 |
| 6 | I note that the library's strategy of marketing information services across social media platforms is constantly evolving. | 3.472 | 1.069 | 69.45 | 15 |
| 7 | The process of the library marketing information services through social media platforms is more appropriate and brings me closer to its staff. | 3.598 | 1.036 | 71.99 | 12 |
| 8 | The library is keen to follow the beneficiaries through social media | 3.581 | 1.082 | .65 | 13 |

Table 5. Continue...

| | | | | | |
|---|---|---|---|---|---|
| | platforms, this ensures me to provide their services better and to communicate, talk, contribute and participate in information services | | | | |
| 9 | The library uses Facebook to market information services | 3.757 | 0.983 | 75.17 | 4 |
| 10 | The library uses YouTube to market information services | 3.737 | 0.996 | 74.71 | 6 |
| 11 | The library uses WhatsApp in marketing information services | 3.653 | 0.925 | 73.09 | 9 |
| 12 | Library uses Instagram to market information services | 3.741 | 0.999 | 74.85 | 5 |
| 13 | Library uses Messenger in marketing information services | 3.688 | 1.035 | 73.73 | 7 |
| 14 | The library uses TikTok in marketing information services | 3.632 | 1.041 | 72.59 | 10 |
| 15 | The library uses Telegram to market information services | 3.671 | 1.024 | 73.39 | 8 |
| 16 | The library uses Snapchat in marketing information services | 3.625 | 0.987 | .51 | 11 |
| *** | **Marketing in Arab university libraries through social media platforms.** | 3.659 | 0.709 | 73.18 | **** |

**Table (5)**
**Shows the arithmetic mean, standard deviation and the relative weight of the paragraphs of the marketing axis in the Arab university libraries through social media platforms.**

Table (5) shows that the reality of marketing in Arab university libraries through social media platforms came High, Where the relative weight of all paragraphs of the first axis (73.18%), as it is clear that the highest paragraphs were for Paragraph (1) where it got the first rank, which states that social media platforms are important in marketing information services with a relative weight (76.60%). item (3) ranked second, which states( the library creates pages on social media platforms that enable me to search information services, and allows me to chat instantly) with a relative weight (76.40%), and item (2) ranked third, which states (the library uses social media platforms to market information services with a relative weight (76.39%), item (9) ranked fourth, which states (the library uses Facebook in marketing information services) with a relative weight (75.17%), and paragraph (12) ranked fifth, which states (the library uses Instagram in marketing information services)with a relative weight (74.85%), item (10) ranked sixth, which states (the library uses YouTube in marketing information services) with a relative weight (74.71%), and paragraph (13) ranked seventh, which states (the library uses Messenger in marketing information services) with a relative weight (73.73%), Paragraph (15) ranked eighth, which states (library uses Telegram in marketing information services) with a relative weight (73.39%), paragraph (11) ranked ninth, which states (library uses WhatsApp in marketing information services) with a relative weight (73.09%), and paragraph (14) ranked tenth, which states (library uses Tik Tok in marketing information services)with a relative weight (72.59%), Paragraph (16) also got the eleventh place, which states (the library uses Snapchat in the marketing of information services) with a relative weight (72.51%), and paragraph (7) got the twelfth place, which states (the process

of marketing the library for information services through social media platforms more appropriate and makes me closer to the employees) with a relative weight (71.99%), item (8) also received the thirteenth Rank, which states (the library is keen to follow the beneficiaries through social media platforms, which ensures me to provide its services better and communicate, talk, contribute and participate in information services) with a relative weight (71.65%), item (4) was ranked fourteenth, which states (the library uses social media platforms in Marketing Information Services, which makes me overcome the location and time required to get the services I need) with a relative weight (69.77%), item (6) also received the fifteenth Rank, which states (note that the library's strategy in marketing information services through social media platforms is constantly evolving) with a relative weight (69.45%), item (5) was ranked last (sixteenth), which states (the objectives and strategy of the library marketing through social media platforms are clear and clearly announced and the information is constantly spoken) with a relative weight (69.77%). In general, it is clear that there is an interest in marketing in Arab university libraries through social media platforms, and the researcher believes that this is due to the technologies and developments in communication and Information Technology, the need to keep abreast of technological developments and exploit them in the process of marketing information services in university libraries as the backbone of universities and even researchers in the Arab society, The researcher also believes that this is due to the growing Arab awareness of the importance of libraries in the Arab world on the one hand, and the awareness of university librarians of the need to keep abreast of technological developments in the marketing of Information Services, Therefore, these results came in light of the growing reliance on marketing of information services on ICT in university libraries in the Arab world.

**The Second question: What is the level of information services in university libraries from the point of view of faculty members?** Appropriate descriptive tests were used such as arithmetic averages, standard deviations, relative weights and grades of the paragraphs of the Information Services Axis and its overall score, and Table (6) shows this:

| ** | Information services items | Arithmetic mean | Standard deviation | Relative weight | level |
|---|---|---|---|---|---|
| 1 | Inspection and recovery services | 4.043 | 0.908 | 80.87 | 1 |
| 2 | Cataloging and classification services | 3.781 | 1.176 | 75.61 | 3 |
| 3 | Scientific translation services | 3.695 | 1.048 | 73.91 | 5 |
| 4 | Intellectual production research services | 3.853 | 1.070 | 77.05 | 4 |
| 5 | Internal lending services | 3.773 | 0.953 | 75.74 | 6 |
| 6 | External loan services | 3.561 | 1.039 | 71.21 | 2 |
| 7 | Reference services | 3.612 | 1.050 | 72.25 | 9 |
| 8 | Database search services | 3.759 | 1.092 | .15 | 8 |
| 9 | Patrol Services | 3.789 | 0.989 | 75.81 | 7 |
| 10 | Current briefing services | 3.715 | 0.990 | 74.27 | 13 |
| 11 | Selective information broadcasting services | 3.819 | 0.924 | 76.41 | 10 |
| 12 | Imaging and reproduction services | 3.671 | 0.887 | 73.39 | 12 |
| 13 | Bibliographic Services | 3.570 | 1.030 | 71.43 | 11 |
| 14 | Electronic archiving services for documents and other information sources | 3.642 | 0.988 | 72.81 | 15 |
| 15 | Beneficiary Training Service | 3.659 | 1.016 | 73.18 | 14 |
| *** | Information services in Arab university libraries | 3.729 | 0.790 | 74.58 | **** |

**Table (6)**
**Shows the arithmetic mean, standard deviation and relative weight of the Information Services level Axis items**

Table (6) shows that the level of information services in Arab university libraries through social media platforms was high, with the relative weight of all paragraphs of the first axis (73.18%), It is also clear that the highest paragraphs were for item (1) where it got the first ranking, which states (inspection and extraction services)with a relative weight (80.87%), item (6) obtained the second place, which states (external lending services) with a relative weight (71.21%), and item (2) obtained the third place, which states (indexing and classification services) with a relative weight (75.61%), item (4) obtained the fourth rank, which states (search services for intellectual production) with a relative weight (77.05%), item (3) obtained the fifth place, which states (scientific translation services) with a relative weight (73.91%), and item (5) obtained the sixth place, which states (internal lending services)with a relative weight (75.74%), item (9) ranked seventh, which states (periodical services) with a relative weight (75.81%), and item (8) ranked eighth, which states (database search services)with a relative weight (75.18%), item (7) obtained the ninth place, which states (reference services) with a relative weight (72.25%), and item (11) obtained the tenth place, which states (selective Information Broadcasting Services) with a relative weight (76.41%), item (13) ranked eleventh, which states (bibliographic

(fifteenth), which provides for the services of electronic archiving of documents and other sources of information) with a relative weight (72.81%). In general, the level of information services in Arab university libraries is high. According to the researcher, this is due to the good investment of information and communication technology, the good keeping up with technological developments and the use of the marketing of information services created by university libraries that provide quality information services. The researcher also believes that this is due to the growing Arab awareness of the importance of university libraries in the Arab world on the one hand and the awareness of university librarians of the need to keep abreast of technological developments in the marketing of information services, so these results came in light of the growing reliance on marketing information services.

### The third question:

What is the impact of marketing in Arab university libraries using social media platforms on information services from the point of view of faculty members? Simple linear regression analysis was used to show the linear relationship between marketing in Arab university libraries through social media platforms and its impact on information services from the point of view of faculty members, and Table (7) shows this:

| The model | B Value | T Value | Sig. Value |
|---|---|---|---|
| Fixed | 0.945 | 4.187 | 0.000 |
| Marketing | 0.761 | 12.56 | 0.000 |
| Test value F | 157.42 | | |
| Value R2 | 0.468 | | |

**Table (7)**
**Shows the linear relationship between marketing in Arab university libraries through social media platforms and its impact on information services from the point of view of faculty**

services) with a relative weight (71.43%), and item (12) ranked twelfth, which states (imaging and reproduction services) with a relative weight (73.39%), item (10) also ranked thirteenth, which states (current briefing services) by relative weight (74.27%), item (15) obtained the Fourteenth Rank, which provides for the service of training beneficiaries with a relative weight (73.18%), and item (14) obtained the last rank

Table (7) shows that the probability values came below the index level (0.05), This indicates the existence of a statistically significant effect, and that the linear relationship between marketing through social media platforms and Information Services is a statistically significant function, as it is clear that the coefficient of interpretation is equal to (0.468) and this indicates that marketing explains (46.80%) of the disparity in information services,

The researcher believes that these results are due to the marketing of university libraries for information services, whether direct or indirect well.

**The Fourth question:**
Are there any differences between the responses of faculty members about the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members?
A- The differences between the responses of faculty members according to the interaction of the years of experience variable and the total score were calculated using the immunodi-

axes of marketing through social media platforms and information services, The researcher believes that despite the different years of experience of the sample members, their responses came close and without differences, and this may be due to the fact that Arab university libraries market information services through social networking platforms, The applications of marketing through social media platforms and interest in it at universities in the Arab world, and this reflected on the information services, and therefore the responses came without differences because the information services are available to all faculty members.
A- The differences between the responses

| Statement | Contrast Source | Total averages | degrees of freedom | Average squares | F value | Sig. value |
|---|---|---|---|---|---|---|
| Marketing on social media platforms | between groups | 0.944 | 2 | 0.472 | 0.937 | 0.394 |
| | Within groups | 90.263 | 179 | 0.505 | | |
| | Total | 91.207 | 181 | | | |
| Information services | between groups | 0.081 | 2 | 0.040 | 0.065 | 0.937 |
| | Within groups | 112.961 | 179 | 0.632 | | |
| | Total | 113.042 | 181 | | | |

**Table (8)**
**Shows the single variance analysis test for the differences between the responses of faculty members according to the variable years of experience**

agnostic analysis test, and Table (8) shows this: It is clear from Table (8) that the probability values were greater than the index level of 0.05 and this indicates that there are no significant differences between the responses of faculty members due to the variable years of experience on the

of teaching staff members have been calculated according to the interaction of degree and total degree variables using the monolithic contrast analysis test, table (9) shows. It is clear from Table (9) that the probability values came greater than the level of significance

| Statement | Contrast Source | Total averages | degrees of freedom | Average squares | F value | Sig. value |
|---|---|---|---|---|---|---|
| Marketing on social media platforms | between groups | 2.207 | 3 | 0.736 | 1.471 | 0.224 |
| | Within groups | 89.00 | 178 | 0.500 | | |
| | Total | **91.207** | **181** | | | |
| Information services | between groups | 2.059 | 3 | 0.686 | 1.101 | 0.350 |
| | Within groups | 110.983 | 178 | 0.623 | | |
| | Total | **113.042** | **181** | | | |

**Table (9)**
**Builds the test of the analysis of the mono-variation of differences between the responses of faculty members depending on the degree variable**

(0.05) and this indicates that there are no statistically significant differences between the responses of faculty members due to the change in degree on the two axes of marketing across social media platforms and information services, The researcher believes that although the degrees of the members of the sample differed, their responses came close and without differences, and this may be due to the fact that Arab university libraries market information services through social media platforms without differences in degrees, The applications of marketing through social media platforms and interest in universities in the Arab world, and this was reflected in information services, and therefore the responses came without differences because information services are available to all faculty members without discrimination for degrees in accessing services.
A- The differences between faculty responses were calculated according to the interaction of the variables of years of experience and degree using the binary variability analysis test. Table (10) shows this.

Table (10) shows that probability values came above the level of significance (0.05), indicating that there are no statistically significant differences between faculty responses due to the different interactions between the variables of years of experience and scientific degree, It does not affect the responses of faculty members about marketing through social media platforms and information services, and the researcher believes that faculty members have the certainty that marketing through social media platforms positively affects the information services provided by university libraries in the Arab world, This certainty has made them turn to social media platforms for information services, making any difference in their demographic characteristics from years of service, degrees or other variables that do not affect their awareness of the importance of marketing information services in university libraries through social media platforms.

**Recommendations:**

| Statement | Contrast Source | Total averages | degrees of freedom | Average squares | F value | Sig. value |
|---|---|---|---|---|---|---|
| Marketing on social media platforms | Years of experience | 0.021 | 2 | 0.010 | 0.021 | 0.977 |
| | Scientific degree | 1.161 | 3 | 0.388 | 0.762 | 0.518 |
| | Years of experience & Scientific degree | 1.899 | 6 | 0.316 | 0.624 | 0.711 |
| | Error | 86.343 | 170 | 0.509 | | |
| | Total | 2528.33 | 181 | | | |
| Information services | Years of experience | 0.077 | 2 | 0.038 | 0.059 | 0.941 |
| | Scientific degree | 0.938 | 3 | 0.313 | 0.484 | 0.696 |
| | Years of experience & Scientific degree | 0.852 | 6 | 0.141 | 0.219 | 0.970 |
| | Error | 109.99 | 170 | 0.648 | | |
| | Total | 2643.39 | 181 | | | |

**Table (10)**
**Builds the test of the analysis of the bilateral variation of differences between the responses of faculty members depending on the variable years of experience and degree.**

1- Adopt marketing through social media platforms as the best and shortest way to provide information services.

2- Librarians market information services through social media platforms, they should be careful about the type of information they publish to avoid breaching security, especially private information.

3- University libraries should have a legal framework to regulate the passive use of social media platforms and ensure that these policies are implemented.

4- There is a need to find strategies for marketing information services in university libraries in the Arab world that guide the marketing of these services and to direct their activities as required.

5- The need for university libraries in the Arab world to be interested in conducting research on the information market aims to collect detailed information about beneficiaries inside and outside universities in terms of their nature, categories, desires, and information needs, so that they can serve them and communicate the right information to them at the right speed and time.

6- There is a need to create information services or departments in Arab university libraries, as this helps to build appropriate plans and make appropriate decisions about the issues and constraints facing the marketing of its information services.

7- The need to prepare special training programs to develop the skills of workers in the face of information services and modern methods in marketing information services.

8- University libraries in the Arab world should invest in ICT in the marketing of their information services, especially their websites and the Internet, and the use of SMS services.

9- The marketing of information services must focus on the user, and librarians must know that library beneficiaries need personal attention and appreciation, regardless of meeting their information needs.

10- Arab efforts to work together in providing information services through social media platforms.

**The Study Summary:**

The researcher hopes that he has been success- ful in dealing with aspects of the study that relate to the reality of marketing in Arab university libraries using social media platforms and its impact on information services from the point of view of faculty members, Through the statistical methods used, After analyzing the results obtained and discussed, he finally arrived to answer the questions of the study and solve the problem of the study, It can therefore be said that there is an urgent importance and necessity to market information services in Arab university libraries using social media platforms.

**Proposed studies:**

1- Marketing role in the advancement of public, national, school libraries.

2- The risks of marketing information services through social media platforms from the point of view of librarians.

**Acknowledgements**

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