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Bibliometric analysis of the scientific literature on library service through social media

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Abstract:

The article's aim is to evaluate the bibliometric analysis on library services through social media between 2010 and 2021. Data for the library services and social media were taken from the Scopus database using bibliometric analysis. For the purpose of obtaining pertinent information from both data sources, a thorough search method was developed. Ultimately, 138 Scopus records were chosen. VOS viewer software, Biblioshiny, and Excel have all been used for data analysis. A total 138 articles from 2010-2021 and related to library service and social media were retrieved from Scopus. Average year of publication was 4.04 and average citations per document were 6.399. Total 303 authors contributed to these 138 articles. The University of Malaya and University of Ghana is the top affiliation to contribute top articles on the Library service and social media. University of Malaya contributes a total 10 articles and the total proportion is 13.8% out of 138 articles. The University of Ghana contributed a total of 9 articles and the proportion is 12.42%. This study offers a comprehensive indication of origin in the areas of library services and social media, which is helpful for the librarians, academicians and novice researchers.

Keyword: Social Media, Library Service, Social networking, university library, Facebook, SLR, Literature Review, Bibliometrics, Biblioshiny, VOSviewer

Introduction:
By gathering, organizing, storing, conserving, and making use of information contained in human intellectual records, libraries have advanced teaching, research, and learning as a social organization. They have also made it easier to share information. Libraries are constantly striving to keep up with technological advancements that benefit their patrons. Libraries do not only have physical collections that users must visit in order to read or borrow library materials. but many libraries provide online services specially covid 19 era; libraries had time to close their physical services (Temiz & Salelkar, 2020) and provide online and interactive services to carry out their function as information providers connecting users with social networking tools (Peruginelli et al., 2021). The twenty-first century's use of social media has had far-reaching implications, probably more than any other generation before it. This influence can be attributed to information and communication technologies. In terms of social media development, libraries are not behind, since it has become an integral and indispensable part

of their services. To accelerate the use of social media platforms and provide more convenient services to their patrons, many libraries have implemented information technology governance plans. Many libraries have profiles on social media and provide services to their patrons. (Adetayo, 2021; Ebrahim et al., 2020) With the development of new advanced technologies, information and communication technologies introduced a new innovative form of web 2.0 technology. This innovation of technology improves the conduction of information services so that access and finding of information become faster and easier than before. (Tredinnick, 2008). (Kim et al., 2014) defined Social media are computer and mobile-mediated tools that encourage communication and the exchange of text, visual, audio, and video content in online networking environments. Facebook, MySpace, Twitter, YouTube, Blogs, Wikis, LinkedIn, WhatsApp, Flickr, and Orkut are a few examples of social media tools. In a virtual setting, they are an interactive product that makes information sharing easier. Social media is a way of simply and quickly sharing information via the internet without any constraints, mainly in the form of sites, portals, and applications. The popularity and use of social media, particularly among students and young populations, has grown significantly over the past few years, according to (Hamade, 2013). This has made it possible to use it for a variety of library services that are now offered online..(Greenwood et al., 2016) and ordinary people are increasingly using social media to gain access to information and express their opinions. (Tanha et al., 2020). (Otulugbu, 2019) claimed that in addition to using social platforms for library services, library staff are also increasingly interacting with their clients via the social Web. This includes sharing information about available print and online resources as well as providing reference services like selective dissemination of information, current awareness services, sharing of images/photographs, facilitating the development of literacy skills, and library education.

Social Media: Social media is a platform for virtual information exchange that supports personal connections and in-person interactions. Social media are defined by (Chitumbo, 2015) as online tools whose main purpose is to facilitate social interactions and the exchange of things, ideas, products, and services among people who share interests. Social media are online platforms where people, groups, and organizations can establish a presence and disseminate information using texts, photos, music videos, etc. (Ladan et al., 2020) Social media are networked information services that are intended to support close interpersonal relationships, community building, collaborative activities, and collaborative work. (Chhiato, 2018) Social media platforms use dialogic transmission to pass along information, images, and other resources from a large number of sources to a large number of recipients. Facebook, Myspace, Twitter, YouTube, blogs, wikis, LinkedIn, WhatsApp, Flickr, and Orkut are a few examples of social media applications.

Library service: A library's patrons receive services known as library services. (Olu Adeyoyin, 2005)**.** These services are focused on the user and include user education (orientation/instruction services), interlibrary loan/connection services, abstracting and indexing services, bibliographical services, reference services, library services, and circulation services. Creating reading lists and bibliographies, as well as publishing, are additional library services. (Idhalama & Ifidon, 2019). (Anyaogu, 2010) also claims that these library services, such as current awareness services, selective information dissemination, document delivery services, document repackaging services, facsimile services, binding services, and referral services, support the user's accessibility of information from both physical and virtual resources. In addition to traditional library services, Madu and Adeniran (2005) claim that digital services are also included. These services give users access to a broad range of information in all fields of knowledge in an online format.. They are computerized services a library provides to its patrons. Additionally, a library provides online services like online user training, online abstracting and indexing, online bibliographical, online reference, online information services, and online information and circulation services. It also provides internet services, e-mail, internet connectivity, and CD-ROM searching. The main goal of offering library services is to fully satisfy library users' information needs.

Literature Review: An overview of relevant literature, summarising previous work in the area and highlighting the gaps and where this work fits in.

Every component of education, including libraries, has been impacted by information and communication technology. Libraries now use some contemporary methods and tools to improve their services. The most popular modern tool in the information age is social media, which can be used to effectively advertise library services to its user base. based her article "A Study on Attitude of Library Users of Colleges Towards the Social Media Usage for Promoting Library Services" on the study's focus group of library users at provincialized degree-granting institutions in Guwahati city.. Since social media is currently the most popular platform, she found that the majority of users at Guwahati city's provincialized degree colleges have a positive attitude toward using it to promote library services. Social media allows libraries to reach patrons and meet their diverse needs while changing their traditional methods of operation. It has been noted in her article that the majority of users use and spend their time on social media, the Internet, and social media for knowledge and information gathering, for meeting their academic needs, as well as for their refreshment (Baishya & College, 2020).

Without physically visiting the library's four walls, social media and video conferencing enable library users to have direct access to the collection and librarian. Finding ways to address and respond to user needs and demands is the goal of smart libraries. Because social media and video conferences are so common in the twenty-first century, libraries can use them to their advantage for efficient service delivery (Umaru, 2020), In their article "Application of Social Media and Video Conferencing in Smart Library," Isaiah Michael identified how social media and video conferencing could be utilized and applied in smart libraries for effective service delivery. They also considered how important this application is for libraries to effectively deliver their services. A smart library offers methods for libraries to operate productively in a less structured, but imaginative, and innovative way. With the idea of "smart libraries," this paper elaborates on the significance of using social media and video conferences to help libraries deliver services efficiently.

The majority of academic libraries around the world use at least one social media platform, like Facebook, Twitter, and instant messaging, to inform and update their users about the library's on-going information services and support. Additionally, Facebook was identified as the most widely used social media platform by academic libraries in Ghana, according to the study's findings (Mensah & Bosire Onyancha, 2021). In their research paper "Building and enhancing library services: Patrons' awareness of, and engagement with social media in academic libraries in Ghana," they should look at how well-informed and active Ghanaian academic library users are on social media. In order to collect quantitative data for the study, 417 respondents—students and library staff from public, private, and technical universities in Ghana—completed a cross-sectional survey.

Identifying the value users find in academic libraries' services and in their social media communications about those services can help them plan and market their services more successfully (Stvilia & Gibradze, 2017a). Researchers looked at undergraduate students' priorities for academic library services and types of library social media communication in their article "Examining Undergraduate Students' Priorities for Academic Library Services and Social Media Communication". The most crucial library services, according to students, are information access, computer resources, and study support services. Students thought the most helpful library social media posts were those about events, study support services, and operational updates.

One of the most significant and influential developments of the twenty-first century is the integration of social media into intellectual, entertainment, and commercial endeavors. Social media is a communication platform that enables users to electronically distribute information and exchange knowledge exploring the use of social media in Nigerian libraries. They noted that using social media is making it more difficult for librarians to provide services to users of the Internet generation. As a result, the paper examines how social media is used in Nigeria to deliver library services (Oriogu et al., 2020).

Phillips (2015a) identified social media as an effective tool for reaching out to all patrons in his article "Face booking It: Promoting Library Services to Young Adults through Social Media." In terms of promoting library resources (such as books, audiobooks, DVDs, and computers), 88 percent said that social media was helpful. 94 percent of respondents thought social media was useful for promoting services. It's important to note that none of the surveyed librarians said social media wasn't beneficial for their library. In the survey, a small percentage of librarians expressed skepticism about the value of social media, but for many of them, it was a remarkably effective marketing tool. Despite the fact that librarians evaluated library marketing to all age groups, it is obvious that these librarians value social media as a tool. The article explores how librarians use social media to portray their professional roles and responsibilities to young clients and looks into how librarians perceive social media as a tool for libraries.

According to research by (Ogunbodede & Mr, 2020) published in their article titled "Librarians Use of Social Media in Promoting Effective Library Service Delivery in University Libraries in Edo and Delta States," the majority of librarians primarily use Facebook and Whatsapp platforms to deliver library services. It was found that the majority of respondents use social media platforms to spread knowledge about library resources and services as well as to share news and events. This is in regards to the library services that are offered or provided using social media. According to the majority of respondents, using social media platforms effectively is hampered by two major issues: poor internet connectivity and intermittent power supplies. The researchers would like to suggest that library management offer opportunities for librarians to receive new training in social media techniques and emerging technologies in light of the findings.

Rapid access to social media (SM) platforms has become essential for keeping current and potential users knowledgeable about academic library services as a result of automation, technological advancement, and growth in the student population, which have all contributed to the on-going improvement of library services around the world. According to (Budu et al., 2020) they look into the promotion of library services using SM platforms. According to this study's findings, there is a strong correlation between users' perceptions of social media platforms' usefulness and their effectiveness. The use of social media (SM) as a tool for marketing library resources, information centers, and university libraries can be greatly encouraged.

Arumugam & Balasubramani (2019) analyse the various promotional activities carried out by using social media tools in engineering colleges with respect to Tamilnadu in their article "Impact of Social Media Tools in Promoting the Library Services in Engineering Colleges in Tamilnadu." They discover that Facebook is the dominant tool used by the library professionals to share the library products and services in the age group of 31–50. Social media is heavily used by male respondents.

Chaputula et al., (2020) looked into the Mzuzu University Library in Malawi's use of WhatsApp as a platform for service delivery. According to research, WhatsApp has been used successfully to offer a variety of user and reference services to faculty and staff. One of the most widely used social media platforms; WhatsApp is used by many individuals and businesses, as well as for free in many nations. This makes it the perfect platform for continuously providing library patrons on campus and in remote locations with information services. Therefore, this might result in increased use of resources and services, which would increase user satisfaction.

Aim of the study: The aim of the article is to assess the bibliometric analysis published in the library service and social media within 2014-2021 under the various dimensions for a selected period.

Objective of the study:
This paper is based on bibliometric analysis on library and social media. Objectives of the study are as follows:
• To assessment of present scenario of scientific production of the library service and social media

• To measure the Collaboration pattern among authors
• To analyse the country wise and affiliation wise distribution of articles;
• To find out the prolific authors and highly cited publications

Research Question
RQ 1. What is the present scenario of scientific production of the library service and social media?
RQ 2. Which institutions and countries are the most cited?
RQ 3. Who is the most productive in terms of authors and institutions?
RQ 4. Which Journals are most active Library service and social media?
RQ 5. What are the most cited documents in library service and social media?

Methods:

Bibliometric analysis is made easier with the tool's numerous capabilities. Non-coders can use it to access the bibliometrix tool through a web browser(N. Islam et al., 2022). This study performed the bibliometric analysis of global literature on the effect of library service and social media and data used in this paper were retrieved from the Scopus on May 30, 2022. The search keyword was "library service" AND "social media" and the database search with (article, titles, abstract and keyword) publication timespan (2010-2021) and total documents retrieved were 183. After refined language Croatia, Portuguese, Spanish, Chinese, German and Persian only English language published were 174. After excluding conference proceedings, books and book series from source types only 153 article retrieved. From the documents type after excluding review, note and conference paper total article were 145. After excluding timespan from 2022 total Peer reviewed articles retrieved 138.

Fig 1: Searching overview of Scopus database

From the Scopus data base we downloaded the bibliometriecs information of 138 articles into Csv and plain text format. The Csv data set imported to R (RStudio software) for analysing through Biblioshiny.
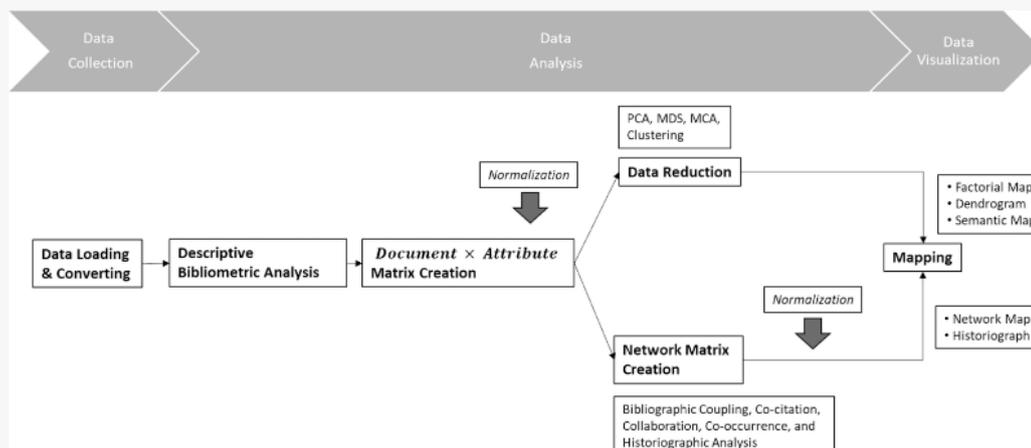
Fig 2: How Biblioshiny works

Results: Table 1 shows that the main information about data and the documents type from the Scopus. A total of 137 articles from 2012 to 2021 and related to Library service and social media were retrieved from Scopus. We presented the number of articles per year in fig 2a, which showed that the number of publications related to the library service and social media has generally increased.

Table 1: Main information about data and document types from Scopus

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2010:2021
Sources (Journals, Books, etc)	43
Documents	138
Average years from publication	4.07
Average citations per documents	6.399
Average citations per year per doc	1.183
References	4253
DOCUMENT TYPES	
article	138
DOCUMENT CONTENTS	
Keywords Plus (ID)	150
Author's Keywords (DE)	389
AUTHORS	
Authors	303
Author Appearances	324
Authors of single-authored documents	31
Authors of multi-authored documents	272
AUTHORS COLLABORATION	
Single-authored documents	33

Documents per Author	0.455
Authors per Document	2.2
Co-Authors per Documents	2.35
Collaboration Index	2.59

Table 1 shows the main information about the data and the document types from the Scopus index. A total 138 articles from 2010-2021 and related to library service and social media were retrieved from scopus. We used 43 sources for the library service and social media from different journals, books, etc collecting this data.On the main information shows the average year of publication was 4.04 and average citations per document was 6.399. Total 303 authors contributed to these 138 articles and author appearances was 324. Single authors were 31 and multi-authored documents 272. This table also explains that the single-authored documents per author is 0.455 and authors per documents is 2.2. And average Co-Authors per documents is 2.35 and total collaboration index was 2.59

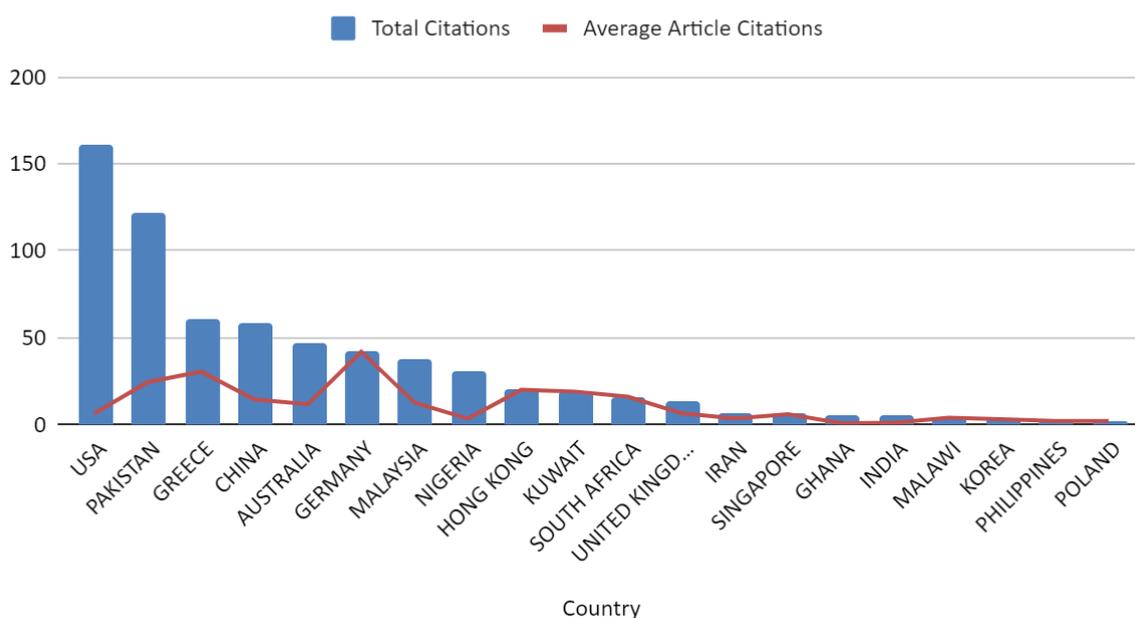**Distribution of institutions and countries**

Fig 3: Total Citation and Average Article Citation

Fig 3 shows the most contributed countries to the total citations on the library service and social media. On the table, the USA is the top country for the citations. Its total citation 161 and average article citations 6.44 but Greece and Pakistan average citation articles were higher than the USA. Greece total citation was 61 and average citations articles 30.5 and Pakistan contributed 122 citations and average article citations 24.4. On the other hand, Germany contributed the highest average article citation. They contributed a total 40 and total citation was 40. China and Australia total 58 and 47 respectively their total citations and average article citation was 14.5 and 11.75 . Nigeria's and United Kingdom's average citations are lower than their total citations. Total citations was 31 and average per article 3.444 of Nigeria and 13 total and average 6.5 of United Kingdom results. In the table Kuwait, South Africa, Singapore, Malawi, Korea, Philippines and Poland total citations and average citation articles are the same. India and Ghana contributed total 5 citations and average citations article respectively were 1 and .714 whereas Iran total citations and average citations was 3.5

Top institutions

Table 2: Top Productive Institution

Affiliations	Articles	proportion
UNIVERSITY OF MALAYA	10	13.80%
UNIVERSITY OF GHANA	9	12.42%
HEINRICH-HEINE-UNIVERSITY DÜSSELDORF	6	8.28%
QUEENSLAND UNIVERSITY OF TECHNOLOGY	6	8.28%
SAM HOUSTON STATE UNIVERSITY	6	8.28%
CITY COLLEGE OF ANGELES	5	6.90%
NANJING AGRICULTURAL UNIVERSITY	5	6.90%
SOUTHERN CONNECTICUT STATE UNIVERSITY	5	6.90%
ALEXANDER TECHNOLOGICAL EDUCATIONAL INSTITUTE OF THESSALONIKI	4	5.52%
UNIVERSITY FOR DEVELOPMENT STUDIES	4	5.52%
UNIVERSITY LIBRARY	4	5.52%
FEDERAL UNIVERSITY OF TECHNOLOGY OWERRI	3	4.14%
FLORIDA STATE UNIVERSITY	3	4.14%
ISLAMIA UNIVESITY BAHAWALPUR	3	4.14%
MZUZU UNIVERSITY	3	4.14%
UNIVERSITY OF MAIDUGURI	3	4.14%
UNIVERSITY OF PRETORIA	3	4.14%
VICTORIA UNIVERSITY OF WELLINGTON	3	4.14%
ZHENGZHOU UNIVERSITY OF AERONAUTICS	3	4.14%
ALIGARH MUSLIM UNIVERSITY	2	2.76%

Table 2 and Fig 4 shows the top ten institutions contributed to the total publications on library service and social media. University of Malaya and University of Ghana is the top affiliation to contribute top articles on the Library service and social media. University of Malaya contributes a total 10 articles and the total proportion is 13.8% out of 138 articles. The University of Ghana contributed a total of 9 articles and the proportion is 12.42%. Heinrich-Heine- University Dusseldorf, Queensland University of Technology and Sam Houston State University contributed 6 articles and 8.28 proportion average. City College Of Angeles, Nanjing Agricultural University and Southern Connecticut State University respectively contributed 5 articles and average 6.9 proportion. Alexander Technological Educational Institute Of Thessaloniki, University For Development Studies And University Library added 4 articles Separately and the percentage was 5.52%. Other universities such as Federal University Of Technology Owerri, Florida State University, Islamia University Bahawalpur, Mzuzu University, University Of Maiduguri, University Of Pretoria, Victoria University Of Wellington, Zhengzhou University Of Aeronautics correspondingly 3 articles and 4.14% average
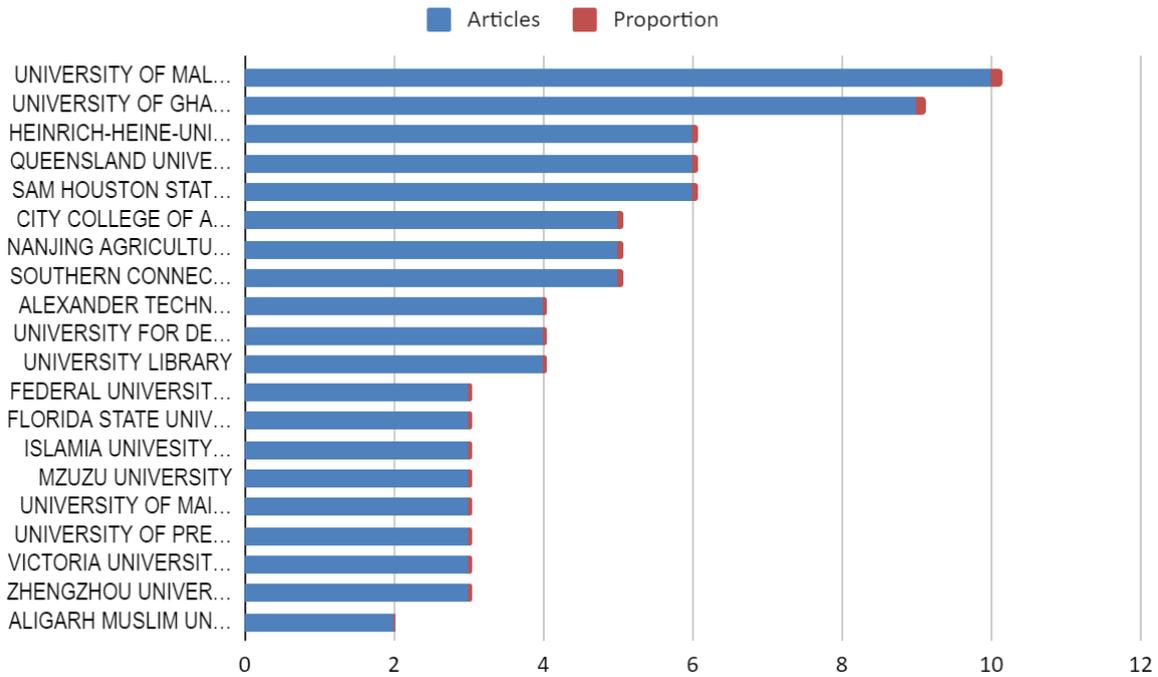
Fig 4: Most productive Institutions

Authors Analysis

Table 3: Overview of Authors Production

Authors	Articles	Articles Fractionalized
ABRIZAH A	4	1.67
BHATTI R	3	1.17
MENSAH M	3	2.00
ANDERSON KE	2	2.00
BAISHYA R	2	1.50
BARO EE	2	0.67
BATES J	2	1.00
DAVIS K	2	1.00
DR	2	0.50
HOLMNER M	2	0.83
LIU YQ	2	0.67
LUND BD	2	2.00
NAEEM SB	2	0.67
OKUONGHAE O	2	0.83
OWUSU-ANSAH S	2	0.75
YANG Z	2	0.33
ZOHOORIAN-FOOLADI N	2	1.00
ABDULLAH H	1	0.33
ACHUGBUE E	1	0.33
ACHUGBUE EI	1	0.50

Table 3 presents that a total of 303 authors contributed 138 publications related to library service and social media. Total author appearance was 324. These 138 articles wrote by single and multiauthors. Authors of single-authored documents was 31 and Authors of multi-authored documents was 272, Above table show that, ABRIZAH A was the most productive author, with 4 articles (2.9% of all articles) BHATTI R and MENSAH M contriubted 3 articles and 2.1% of all articles and ANDERSON KE added 2 articles and 1.4% of all articles.

Active Journal

Table 4: List of Active Journal

LIBRARY PHILOSOPHY AND PRACTICE	49
LIBRARY HI TECH	6
JOURNAL OF ACADEMIC LIBRARIANSHIP	5
LIBRARY HI TECH NEWS	5
DIGITAL LIBRARY PERSPECTIVES	4
ELECTRONIC LIBRARY	4
EVIDENCE BASED LIBRARY AND INFORMATION PRACTICE	4
JOURNAL OF WEB LIBRARIANSHIP	4
INFORMATION DEVELOPMENT	3
INTERNATIONAL INFORMATION AND LIBRARY REVIEW	3
JOURNAL OF LIBRARIANSHIP AND INFORMATION SCIENCE	3
LIBRARY MANAGEMENT	3
LIBRARY REVIEW	3
PUBLIC LIBRARY QUARTERLY	3
INFORMATION TECHNOLOGY AND LIBRARIES	2
JOURNAL OF LIBRARY ADMINISTRATION	2
JOURNAL OF THE MEDICAL LIBRARY ASSOCIATION	2
LIBRI	2
MALAYSIAN JOURNAL OF LIBRARY AND INFORMATION SCIENCE	2
MEDICAL REFERENCE SERVICES QUARTERLY	2

Table 4 describes that the 138 articles were published in a total 19 journals, with 7 journals having published more than 4 articles on library service and social media. The most articles published by Library philosophy and Practice on library service and social media. Its real time impact factor is 0.7 and they published 49 papers which are the highest number of papers among the journals. Library Hi Tech published 6 papers which are the second highest active journal. Library Hi Tech real time impact factor is 3.9 and its higher than Library philosophy and practice. Library Hi Tech News published 5 articles and this journal is the third active journal for publishing library service and social media data and its real time impact factor is 1.3.

Most cited documents

Table 5: Most cited Articles

Paper	Total Citations	TC per Year	Normalised TC	DOI
KHAN SA, (2012), WEBOLOGY	69	6.273	3.7551	
RAFIQ M, (2021), J ACAD LIBRARIANSH	53	26.5	21.3218	10.1016/j.acalib.2020.102280
BOATENG F,(2014) LIBR HI TECH	48	5.333	2.7429	10.1108/LHT-07-2013-0093
MAINKA A, (2013) LIBRI	42	4.2	2.7692	10.1515/libri-2013-0024
EZEANI CN, (2012), LIBR PHILOS PRACT	42	3.818	2.2857	
KAVOURA A, (2016) LIBR REV	36	5.143	4.1538	10.1108/LR-06-2015-0062
ZOHOORIAN-FOOLADI N, (2014) INF DEV	29	3.222	1.6571	10.1177/0266666913481689
WEI Q, (2017) ELECTRON LIBR	26	4.333	3.4286	10.1108/EL-12-2015-0248
GAROUFALLOU E, (2013), LIBR REV	25	2.5	1.6484	10.1108/LR-06-2012-0061
ISLAM MM, (2015), DESIDOC J LIBR INF TECHNOL	21	2.625	2.3333	10.14429/djlit.35.4.8455
CHENG WWH, (2020), J ACAD LIBRARIANSH	20	6.667	6.6667	10.1016/j.acalib.2020.102188
STVILIA B, (2017b), J ACAD LIBRARIANSH	20	3.333	2.6374	10.1016/j.acalib.2017.02.013
ALAJMI BM, (2021), PUBLIC LIBR Q	19	9.5	7.6437	10.1080/01616846.2020.1827618
ZHU Q, (2016), LIBR HI TECH	19	2.714	2.1923	10.1108/LHT-05-2016-0055
GUO Y, (2020), LIBR HI TECH	18	6	6	10.1108/LHT-04-2020-0098
HOWARD H, (2018), INF TECHNOL LIBR	18	3.6	3.7612	10.6017/ital.v37i1.10160
PHILLIPS AL, (2015b), PUBLIC LIBR Q	18	2.25	2	10.1080/01616846.2015.1036710
HADDOW G, (2017), NEW REV ACAD LIBRARIANSH	17	2.833	2.2418	10.1080/13614533.2017.1318765
AKERIWA M, (2015), INF DEV	16	2	1.7778	10.1177/0266666913515898

				10.1108/0090732121122
GUNTON L, (2012) , REF SERV REV	16	1.455	0.8707	8282

Table 5 represents that the top citation of analyses of documents on library service and social media from 2010 to 2021. "Application of social media in marketing of library and information services: A case study from Pakistan" (reference added) was the most accepted article with highest citations. Its total citation is 69, per year citation is 6.273 and normalised TC is 3.79. In their article, they described investigates the respondent's attitude towards the usefulness of social media in marketing of library (Khan Sa, 2012, Webology)

In Addition, "Library Facebook Practices for Creating and Promoting a Professional Profile" had finding the Twelve Facebook features used by librarians in the literature were identified through content analysis. The creation of the librarian's Facebook Profile was the most important features employed followed by Groups Messages, Wall Posts, Events and Friends. This article is the 2nd highest citation documents in library service and social media area. But in a single year this article is the highest. Its total Per Year citation is 26.5.

Analysis of co-occurrence of keywords

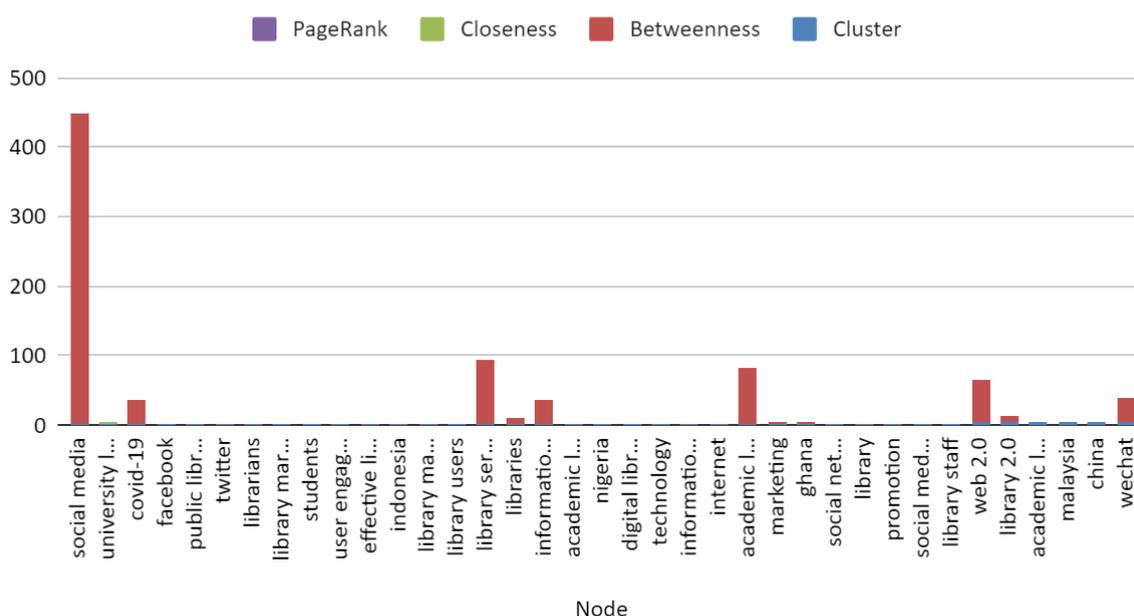

Fig 5: Cluster, Betweenness, Closenss and Pagerank

Fig 5 We analysed a total of 39 keywords. In the table "social media" had the most frequent occurrence, followed by library service and academic library. These words are corresponding to the search termon Scopus in our study. "Covid-19" suggested that library service provided by social media online. Wechat is a very popular social media in China. Most libraries of China provided library services through this social media on covid-19 period. In addition, other keywords such as "university library", "facebook", "public library" and "social networking" present the main purpose of library service and social media.

Conclusion: Several studies were conducted on the social media and library services. This study is unique in the sense of timeframe (2014 to 2021). This study's goal was to use bibliometric analysis to investigate the publishing and citation trends in social media and library services. The study, which covered the eight years period from 2014 to 2021 and was specifically, focused on Scopus databases, The study's findings showed that publishing on social media and library services had been on the rise, with 2020 being the most fruitful year in this regard. According to research, the USA is the most productive nation, with the most productive organizations, writers, and author relationships. Similarly, the top three universities were Heinrich-Heine-University Düsseldorf, University of Ghana, and University of Malaya. Overall, the most productive coworkers were Abrizah A, Bhatti R, and Mensah M. The top journals with the greatest number of publications and citations are Library hi tech, Library philosophy and practice, and Journal of academic librarianship. Interestingly, a paper by Khan SA from the Journal of Webology from 2012 has received 69 citations so far, whereas an essay by Rafiq M from The Journal of Academic Librarianship from 2021 has received 53. The keyword analysis revealed that the published literature on social media and library services has, up to this point, mostly focused on social media and library services. This study, one of the first to use bibliometric analysis to acquire insights into the social media and library service domains, adds to existing research in the field with its findings. The study's bibliometric findings demonstrate that social media and library services are developing fields with much potential for future study by academics and practitioners alike. Finally, our study largely concentrated on high-quality journals that are indexed in the Scopus database.

Reference:

Adetayo, A. J. (2021). *Librarians' generation and social media adoption in selected academic libraries in Southwestern, Nigeria*. 23.

Akeriwa, M., Penzhorn, C., & Holmner, M. (2015). Using mobile technologies for social media based library services at the University of Development Studies Library, Ghana. *Information Development*, *31*(3), 284–293. https://doi.org/10.1177/0266666913515898

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