

INNOVATION DURING PANDEMIC: LIBRARIAN I.D.E.A.S'S CONTENT ANALYSIS

by

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ABSTRACT

As Pandemic COVID-19 rise in early 2020 in Malaysia, Librarian IDEAS was formed to respond to the impact of this pandemic. Librarian IDEAS was a collaboration project between four academic librarians in Malaysia, namely Universiti Malaya Library, Universiti Sains Malaysia Library, Universiti Kelantan Malaysia Library, and Universiti Teknologi MARA Library. This project positioning academic librarian visibility by conduction numerous public webinar series via social media platforms. As one of the pioneer webinar series projects in Malaysia, the number of followers for this webinar series is getting bigger day by day. The objective of this research paper is to investigate the content analysis of the webinar series conducted by the Librarian I.D.E.A.S. The data analysis was generated using Facebook insights. The topic was categorized by sub-theme. This allowed the researcher to identify the most corresponding sub-theme among Malaysian librarians. The reach and engagement data were recorded and analyzed. Finding from the content analysis, allows researchers to examined the behaviors of the audience, perceptions, and social trends. In response to the ongoing COVID-19, Librarian IDEAS has conducted 20 webinar series since March 2020. The main sub-themes that have been identified from our study are as follows: Librarian and libraries themes, Information Technology, Information Literacy, and public topic. The content analysis was presented in the research finding.

KEYWORD: Content analysis, Social Media, Facebook, Librarian IDEAS, Librarian

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Dr. Mohd Faizal Hamzah is currently working as a Senior Librarian at the University of Malaya (UM). He also a part-time lecturer at the same University. His education begins in 2006 where he has completed his Diploma in Information Management at Universiti Teknologi Mara (UiTM). He later pursued his Bachelor's and Master's degrees at the same university in the year 2008 and 2011, respectively. In 2019, he managed to graduate on time (GOT) for his Doctor of Philosophy (Ph.D.) which he has specialized in Information Management (Work design and work performance). Having more than 12 years of experience with more than 30 article publications in the field of Library Science and information management, Dr. Faizal has been conferred numerous awards. One of the most prestigious awards that he has received is the Malaysia Aspiring Librarian Award in 2015. Due to his excellent achievements, he has been appointed as the Vice President II for Malaysian Librarian Association, the Chairman for Special Disabled Users in Library, and the Chairman for Kuala Lumpur World Book Capital 2020: 2.0 the finale (KLWBC 2.0: the finale).