Youth access to social media in Library and Information Science in Kuwait and Taiwan

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Kuwait and Taiwan an overview

Hello Marhaba! Marhaba!
Kuwait and Taiwan an overview

Taiwan

nín hǎo
您好
Hello
Kuwait and Taiwan Area

Taiwan  35.980 km²
Kuwait  17.820 km²
<table>
<thead>
<tr>
<th>Country</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taiwan</td>
<td>23,816,775</td>
</tr>
<tr>
<td>Kuwait</td>
<td>4,270,571</td>
</tr>
</tbody>
</table>
Kuwait and Taiwan Health

Average life expectancy

Taiwan 80 years

Kuwait 78 years
Kuwait and Taiwan Economy

Taiwan's GDP per capita of $26.910

Kuwait's GDP per capita is $30.436
Kuwait and Taiwan Internet access

Taiwan 88%

Kuwait 78%
The study aims to explore youth’s use of social media in LIS to enhance their education, comparing Kuwait and Taiwan.
Kuwait and Taiwan Terms

Social Media (SM)...

Social Media users ...
### Kuwait and Taiwan LIS Education

#### Kuwait LIS Universities

- **College of Basic Education (CBE), PAAET**: BA
- **College of Social Sciences, Kuwait University**: BA minor, MA

#### Taiwan LIS Universities

- **National Taiwan University**: BA, MA, PhD
- **National Taiwan Normal University**: BA, MA, PhD
- **National Chengchi University**: BA, MA, PhD
- **National Chung Hsing University**: MA
- **Fu Jen Catholic University**: BA, MA
- **Tamkang University**: BA, MA
- **Shin Hsin University**: BA, MA

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Kuwait and Taiwan Use of SM

**Live social media use**

- 99% 18-29 years
- 96% 30-39 years
- 86% 40-49 years
- 66% 50-64 years
- 47% 65+ years

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Kuwait and Taiwan Platforms

List of social media

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Kuwait and Taiwan SM Use Comparison

**Social Media Advertising Audiences**

- **January 2019**
- **Total Advertising Audience on Facebook (Monthly Active Users)**
  - Total: 19.00 Million
  - Female: 49%
  - Male: 51%
- **Total Advertising Audience on Instagram (Monthly Active Users)**
  - Total: 8.30 Million
  - Female: 53%
  - Male: 47%
- **Total Advertising Audience on Twitter (Monthly Active Users)**
  - Total: 1.15 Million
  - Female: 29%
  - Male: 71%
- **Total Advertising Audience on Snapchat (Monthly Active Users)**
  - Total: [N/A]
  - Female: [N/A]
  - Male: [N/A]
- **Total Advertising Audience on LinkedIn (Registered Members)**
  - Total: 2.10 Million
  - Female: 48%
  - Male: 52%

**Social Media Advertising Audiences Comparison**

- **Total Advertising Audience on Facebook (Monthly Active Users)**
  - Total: 3.00 Million
  - Female: 29%
  - Male: 71%
- **Total Advertising Audience on Instagram (Monthly Active Users)**
  - Total: 1.80 Million
  - Female: 38%
  - Male: 62%
- **Total Advertising Audience on Twitter (Monthly Active Users)**
  - Total: 1.68 Million
  - Female: 25%
  - Male: 75%
- **Total Advertising Audience on Snapchat (Monthly Active Users)**
  - Total: 1.65 Million
  - Female: 55%
  - Male: 44%
- **Total Advertising Audience on LinkedIn (Registered Members)**
  - Total: 600.0 Thousand
  - Female: 24%
  - Male: 76%
Kuwait and Taiwan

Map out the challenges to provide LIS learning and collaboration through social media use.

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## Kuwait and Taiwan SM uses

<table>
<thead>
<tr>
<th>Type of social media</th>
<th>Corporate function</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customer service</td>
</tr>
<tr>
<td></td>
<td>Sales</td>
</tr>
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<td>HR</td>
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<td></td>
<td>Organisation</td>
</tr>
<tr>
<td>Blogs</td>
<td>R&amp;D</td>
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<td>Marketing</td>
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<td>Business networks</td>
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<tr>
<td>Collaborative projects</td>
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<tr>
<td>Enterprise social networks</td>
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<tr>
<td>Forums</td>
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<tr>
<td>Microblogs</td>
<td></td>
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<tr>
<td>Photo sharing</td>
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<tr>
<td>Products/services review</td>
<td></td>
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<tr>
<td>Social bookmarking</td>
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<tr>
<td>Social gaming</td>
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<tr>
<td>Social networks</td>
<td></td>
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<tr>
<td>Video sharing</td>
<td></td>
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<tr>
<td>Virtual worlds</td>
<td></td>
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</tbody>
</table>

| Importance: (empty) none or almost none; low; medium; high; very high |

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Kuwait and Taiwan SM role

What is the role of social media in LIS?
Kuwait and Taiwan LIS apps

What social media apps are used for LIS education?
Kuwait and Taiwan LIS SM apps

For Better Reading:

Kindle
e-reader and e-reading app created by Amazon. has a huge selection of books to choose from.

Good Reader
an academic tool allows access to scholarly articles and other documents and save them for later viewing.

For references

ArticleSearch
access to scientific papers and academic journals. Great for library related research,

Wikipanion
Quick tool designed to easily access the information in Wikipedia.

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Kuwait and Taiwan Objectives

What apps are our students using?
Can we use them in LIS to collaborate?
Why do we need to collaborate?
How can we collaborate?

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Kuwait and Taiwan Methodology

Students survey
#Youths are frequent users of social media.
Kuwait and Taiwan Findings

#Youth spend less time on academic activities.
#Youth use “formal” social media platforms to access LIS information.
#Youth have an optimistic approach towards using social media in LIS education.
The usefulness of SM tools lies in raising awareness about their use. There is, therefore, an urgent need to understand the influence SM.
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