

Abstract

NATIONAL LIBRARY OF G20 COUNTRIES: A COMPARATIVE STUDY WITH THEIR PRESENCE IN SOCIAL MEDIA PLATFORMS

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This study is a comparison of National Library of G20 countries. The main objectives of the study are to know the status of National Library of G20 countries and their presence in social media platforms and the comparison of performance of National Libraries of economic developed and developing countries by Technique for Order of Preference by Similarity to Ideal Solution and social media performance and activeness. Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) method is used for analyzing taking 5 parameters mentioned in CENL Report presented in the Conference on European National Library based on ISO11620-2023, ISO 2789-2022 and ISO21248-2019 parameters and prioritizing on the basis of IFLA Global Vision and Strategy Outline. On other hand, the activeness of National Library in social media is also presented in this study. Engagement, followers count, posting frequency of National Library in each social media platform, platform specific comparison, cross-regional comparison and comparison on economic developed and developing country are also analyzed here. Data are collected from their own website, social media, literature review, tripadvisor, google review and through different tool i.e. socialInsider. Data have been analysed by multicriteria decision making model, correlation and different graphical representation. The analysis using the TOPSIS method makes rank the Library of Congress, The British Library, and Bibliothèque Nationale de France as the top three national libraries based on performance indicators like collection size, budget, staff, time and space. User satisfaction rankings

reveals discrepancies, indicating that traditional metrics does not always align with user satisfaction, as seen in the low satisfaction for Bibliothèque Nationale de France despite 3rd in TOPSIS rank. Social media analysis shows that Facebook has strong correlations between engagement and follower count, YouTube is the only platform where post frequency and engagement are positively correlated. Instagram of National Libraries is more engaged platform and Twitter is more used platform. North American libraries lead in higher user engagement as well as higher TOPSIS (Pi) scores implies more digital outreach with institutional quality. National Libraries of economic developed countries average Pi score, average engagement and average followers count are higher than the economic developing countries but National Libraries of economic developing countries posted more than National Library of economic developed countries. User satisfaction range is wider for National Library of developed country than the developing countries. It indicates that activeness in social media and higher satisfaction rate of users proves that National Library of developing countries is trying to make users satisfy with their minimal capacity.

Keywords: National Libraries, Social Media Performance, User Engagement, TOPSIS analysis, User Satisfaction, Economic Developed and Developing Countries