A history and analysis of CALA's social media

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CALA WeChat vs. Facebook

CALA WeChat Messages

CALA Facebook Posts

Chinese American Librarians Association

Category Design and Content Analysis

Literature


database

March 2012. Created by Sai Deng under the charge of the then CALA President Min Chou.

CALA WeChat: Member Percentage by Country/Area (as of May 25, 2016)

CALA Facebook Posts: Interaction Type Percentages for

Related Content & Sentiment

Conclusion & Future Directions

For CALA WeChat:

For CALA Facebook:

For CALA WeChat:

For CALA Facebook:

Research Methods

Data Collection

- Facebook archive tool
- 377 postings from 6-10-2012 to 6-6-2016
- WeChat: Tongli Assistant
- 655 messages from 5-8-2015 to 4-8-2016

Data Analysis

- Code scheme: modified from literature
- Statistical analysis: Excel
- Text analysis: Vorpal

Comparison Summary

CALA WeChat: Top Words

CALA Facebook: Top 25 Postings

CALA WeChat & Facebook: Test Analysis by Interaction Types

CALA Facebook: Insight tool

Data Collection

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Data Analysis

- Code scheme: modified from literature
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Conclusion & Future Directions

- For CALA WeChat:
  - A multi-language social media platform to reach CALA members
  - Encourages a community of practice
  - Supports CALA's mission to advance the profession

- For CALA Facebook:
  - A multi-language social media channel
  - Provides a platform for members to share information and resources
  - Supports CALA's mission to advance the profession

- For CALA's social media channels:
  - Explores the use of social media for professional development
  - Encourages members to engage with each other