A history and analysis of CALA's social media

6-26-2016

Sai Deng
University of Central Florida, sai.deng@ucf.edu

Xiao Hu
University of Hong Kong, xiaoxhu@hku.hk

Original Citation


This Poster is brought to you for free and open access by STARS. It has been accepted for inclusion in Faculty Scholarship and Creative Works by an authorized administrator of STARS. For more information, please contact lee.dotson@ucf.edu.
A History and Analysis of CALA's Social Media

Sai Deng, University of Central Florida Libraries
Xiao He, Faculty of Education, University of Hong Kong

**Message Origins**

- CALA Facebook:达人, 团队, 日历, 会议, 中国, 社交, 美国
- CALA WeChat:达人, 团队, 日历, 会议, 中国, 社交, 美国

**Who posted the message?**

- CALA Facebook:达人, 团队, 日历, 会议, 中国, 社交, 美国
- CALA WeChat:达人, 团队, 日历, 会议, 中国, 社交, 美国

**Language Usage**

- CALA Facebook:达人, 团队, 日历, 会议, 中国, 社交, 美国
- CALA WeChat:达人, 团队, 日历, 会议, 中国, 社交, 美国

**Types of Messages**

- CALA Facebook:达人, 团队, 日历, 会议, 中国, 社交, 美国
- CALA WeChat:达人, 团队, 日历, 会议, 中国, 社交, 美国

**Chinese American Librarians Association**

**Origin**

CALA's Facebook: Created by SA Deng under the charge of the then CALA President Min Chau.

**CALA WeChat**

- Created by the then CALA Vice-President Leon Kwan on Dec. 3, 2016.
- CALA Facebook: As of May 9, 2016.

**CALA WeChat Members**

- As of May 25, 2016

**CALA Facebook Likes**

- As of May 25, 2016

**CALA WeChat & Facebook: Text Analysis**

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

- **CALA Facebook**
  - Likes by Country/Area (as of May 25, 2016)
  - Likes by Country/Area (as of May 25, 2016)

**Research Methods**

- **Data Collection**
  - Facebook dataset: 277 postings from 6-10-2012 to 6-6-2016
  - WeChat dataset: 651 messages from 5-8-2016 to 4-8-2016

- **Data Analysis**
  - Text scheme: modified from literature
  - Statistical analysis: Excel
  - Text analysis: Voyant

**Conclusion & Future Directions**

- The authors would like to thank Xiang Zhu and Brant DeBoer for their suggestions.
- Emotions are not too obvious in the dataset; most postings are info dissemination

**Literature**