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Communication of Croatian High School Libraries on Instagram

Mihaela Banek Zorica
Faculty of Humanities and Social Studies,
University of Zagreb, Croatia
mbanek@ffzg.unizg.hr

Alta Pavin Banović
Medical High School Osijek
Osijek, Croatia
alta.pavin@gmail.com

Introduction

School librarians, as stated in the IFLA School Library Manifesto (2021) and IFLA School Library Guidelines (2016) are communicating the mission, vision and role of the school and the school library. The goal is to promote the school librarian's work program that supports the school curriculum and develops literacy (Elaturoti, 2018). School librarians are specialists which develop complex digital library services in the digital space that is a "library 2.0" (Chowdhury, Poulter & McMenemy, 2006; Halder, 2009; Williams, Charney & Smith, 2015). Content published on websites and social networks that improve the visibility of the work of the school and the school library, the content is available 24 hours 7 days a week (Halder, 2009; Herring, 2007; Upadhyay, 2017).

Literature Review

The social network Instagram is a platform where content is shared (Kennedy, 2015), and is used as a tool for digital communication (Barry, Lee, Messerschmitt, 2004). Kemp (2024) analyzed the number of Instagram users by age group and found that the largest number of users are between the ages of 18 and 34. The popularity of Instagram is reflected in the statistics published on [DataReportal](#) (2024) according to which solely in April 2023 1,63 billion content has been published on Instagram; 20,3% of the total population publishes digital content; 31,4% of total Internet users are Instagram users of which 49,4% are female up to 18 years of age and 50,6% are male up to 18 years of age. Khoo, Yang and Toh (2024) found that the use of social networks strengthens the level of self-esteem especially of those users who regularly use their Instagram profile. Saputra, Radhitya and Subawa (2024) proved in their research that Instagram is a useful tool for creating a strategy in the promotion of ones products, with emphasis on five relevant elements such as the posting as such and various followers activities such as posts "liking", commenting, and sharing. Widarti, et al. (2024) confirmed with their research that Instagram use increases students' motivation and improves their adoption and understanding of learning outcomes.

Research Objectives

The goal is to investigate the use of Instagram for the purpose of communicating the mission, vision, and role of the high school library in Croatia to the entire community in the published textual content from the beginning of the respective schools' Instagram profiles until the end of 2023 when the research started.

Hypotheses:

H1 In Croatia, most grammar schools with school libraries have a profile on Instagram.

H2 In Croatia, most grammar schools with school libraries use the social network Instagram for communicating the mission, vision, and role of the school library to the entire community.

H3 In the text posts of grammar schools with a school library that communicate the mission, vision, and role of the school library on the Instagram social network, positive sentiments dominate compared to neutral and negative ones.

Research questions:

IP1. What percentage of grammar schools with a school library have a profile on Instagram compared to high schools with a school library that do not?

IP2. What is the percentage of text posts by which grammar schools and school libraries communicate the mission, vision, and role of the school library on Instagram according to the keywords book, literacy and reading?

IP3. What is the ratio of text posts with positive sentiments compared to those with neutral and negative sentiments to text posts on the Instagram profile of a gramary school with a school library, which communicate the mission, vision, and role of the school library?

Methodology

In this research a quantitative and sentiment analysis method were used: from the list of school libraries from *System of unique electronic collection of statistical data on the operations of NUL libraries* (2024) filter the list of grammar schools in Croatia where school libraries operate; filter that list of grammar schools with school libraries that have their own profile on the Instagram; download their text content from Instagram that was published from the creation of the school profile until January 31, 2024. Only the posts that contain the keywords *book, literacy* and *reading* and their derivatives were included in the analysis process. Sentiment analysis was conducted using the tool LiLaH.

Findings

There are a total of 1,249 primary and secondary school libraries in 21 counties in Croatia, and a total of 361 high schools with school libraries, of which 85 are grammar schools. Closer look at the websites of those schools revealed that 55 of them use Instagram. In the research we analyzed their posts containing keywords *book, read* and *literacy* and their derivatives.

In the period from the creation of respective school profiles on Instagram until January 31, 2024, a total of 12,312 contents were published. There are 281 (2,28%) posts containing the word *book*, 322 (2,62%) posts containing the word *literacy* and 2,208 (17,93%) containing the word *read*. Out of a total of 55 grammar schools with profiles on Instagram, 12 don't have a single text post with these keywords, and the remaining 43 high schools published a total of 2811 (22,83%) text posts with the keywords.

Sentiment analysis (positive, negative, anger, anticipation, disgust, fear, joy, sadness, surprise, trust) showed that a total of 2738 posts contain sentiments. 903 posts contain the keyword *book*, 189 text posts contain the word *literacy*, while 1646 posts contain the keyword *read* and their derivatives. There are 2,053 posts with the keyword *book* containing positive sentiments (positive, joy, surprise, trust, anticipation), 411 with the keyword *literacy*, and 4,196 with the keyword *read*. The number of texts containing the keyword *book* and negative sentiments (anger, negative, disgust, fear, sadness) is 633, with the word *literacy* 107, and with the word *read* 1139. The number of texts with the keyword *book* containing neutral sentiments is 462, with the word *literacy* 391, and with the word *reading* 221.

Implications and Conclusions

School libraries belong to educational institutions and enrich their schools' curriculum with their programmes. They also use Instagram as a tool to develop and promote literacy. The goal of this article was realized because it finds that Instagram is used to communicate the mission, vision, and role of the high school library in Croatia to the community.

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Biographies

Mihaela Banek Zorica Ph.D., is a full professor at the Department of the Information and Communication Sciences at the University of Zagreb Faculty of Humanities and Social Sciences, Head of the Chair for Media and Communication at the Department and previous Head of the Department (2019-2021).

Alta Pavin Banović Ph.D. student on University doctoral study of Media and Communication at the University of the North in Koprivnica, Croatia.