

TWITTER CONTENT CATEGORIZATION: A PUBLIC LIBRARY PERSPECTIVE

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With the rise of social media, many library and information services have begun to incorporate a wide variety of social media and social networking applications into their systems and services. Among the mainstream social networking applications, micro-blogging in general and Twitter in particular have gained increasing popularity. This paper reports the results of an exploratory study of the application of Twitter in the context of a large public library system. Specifically, this study has sampled, content analyzed and categorized a select number of tweets created by a public library system in order to identify and document the ways in which Twitter can be used for various information services and knowledge management practices in public libraries. One of the main outcomes of this study is a tweet categorization scheme that has a specific focus on the information services offered by public libraries.