

The Library's Role in Marketing Digital Information Services during COVID-19: Al-Balqa Applied University: Case Study

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Abstract

During COVID-19, the authenticity and degree of marketing information services at Al-Balqa Applied University Center (Salt) confronted various challenges in obtaining information sources. This study however aimed at examining those issues and challenges using a questionnaire designed for library patrons. Based on the findings, the library should take a further step ahead by developing plans and strategies to boost the level of techniques to offer services to users and to expand continuous training programs. The limitations of the library and its services in this area are reflected in the problems that the community customers experience. The study also aimed at examining the library's potential role in marketing services, which was represented in the educational process and scientific research to develop and interact with worldwide quality standards as well as the implementation of local environmental laws.

Keywords: Library, Marketing Information; Information Services, Digital Information, Covid-19, Jordan.

Introduction

During COVID-19, this study looked into the function of the University Library at Al-Balqa Applied University in terms of marketing services and digital information sources. Hence assists in the advancement of scientific research as well as the creation of curriculum and academic programs to cater to the varying and diversified demands of consumers of all sizes and types. Furthermore, this research consists of two major parts: (i) a theoretical part that discusses the relationship between marketing information services in the academic environment and their role in the development of scientific research; and (ii) a practical part that examines

the relationship between marketing information services in the academic environment and their role in the development of scientific research (Jeong, 2011). As a case study, the second phase involves carrying out field research to assess the function of the Library at Al-Balqa Applied University in the field of marketing information services.

This study aims to demonstrate the necessity and benefits of using marketing in library operations, particularly in terms of recognizing and understanding user demands. Taking into account the library's digital environment to satisfy the demands of current and prospective users by the information services supplied. The researchers aspire to apply the results of this study to other Jordanian academic institutions as well as to different types of institutions.

How did Jordan respond to the Covid-19 pandemic?

The COVID-19 pandemic has forced countries worldwide to close schools, hence affecting about 103 million students across the Middle East and North Africa (MENA). This however resulted in the activation of education technology in Jordan, especially digital technology, intending to bridge the gap in the education system and the importance of developing methodologies based on the use of digital technologies in education at the schools and universities level. Among the top learning challenges imposed on us during the unforeseen COVID-19 pandemic are to mitigate the learning loss among a huge number of students with the temporary closure of schools and universities and all social ties were severed. As expected, digital learning is now at the forefront of response activities to overcome this challenge (Queen Rania Foundation, 2022). Given the constraints on its resources- learning resources-, Jordan showed great prowess. Officials were quick to take advantage of materials available to the private sector to develop an educational platform called “Drasak” besides two TV channels dedicated to online teaching.

The existing e-learning platforms have been strengthened to allow teachers to deliver online lessons (such as Microsoft Teams & Edraak), as well as other platforms to share learning materials or tasks such as Google Classroom. Teachers also utilized several social media platforms such as WhatsApp to share learning content with students and parents (Wikipedia, 2022; EDRAAK, 2022; Darsak, 2022). In addition, the website (www.teachers.gov.jo) is a new platform developed for teachers by implementing new intervention procedures to facilitate the transition to distance learning. A newly launched teacher training platform offers training courses on distance learning tools, blending learning, and education technology. This platform also offers online teacher courses focusing on distance teaching tools, basic concepts (e.g., integrated learning), and appropriate teaching strategies, hence indicating Jordan's willingness to learn about digitalization despite the "digital gap" and its three main dimensions: (1) access to digital devices and the Internet, (2) the utilization of online resources, (3) and the willingness of schools and teachers to take advantage of digital learning solutions (Teachers, 2022).

Despite the opacity of the impact of distance learning on educational performance, Jordan is creating, under very difficult circumstances, at an unprecedented rate an opportunity to bridge the digital gap. This was at the level of Jordan and its educational institutions in general, and Al-Balqa Applied University is one of the educational institutions in Jordan. The question that arises here is whether Balqa University had a role in bridging this educational gap. This is what we will review next.

The role of Al-Balqa Applied University during Covid-19 pandemic

Al-Balqa Applied University, in Jordan, has about 23 library branches including the Central Library, where the staff members serve all types of users and researchers from the university through the acquisition, selection, and organization of integrated packages of different sources of information retrieval and preservation, as well as to facilitate its use by faculty. The library provides a diverse range of resources and services, with groupings ranging from 122,360 books to 371 scientific journals and databases, as well as links to other sources of information (Al-Balqa Applied University, 2022a).

The COVID-19 pandemic shortened the time needed to transform to digital education and the control of digital technologies in various walks of life in the world. Digital education is a very important part of public education and must be integrated into all educational stages as a basis in the knowledge economy, providing the easiest means of communicating knowledge to students at the lowest cost (Jordan News Agency, 2022).

Al-Balqa Applied University/Jordan played a distinguished role in responding to the Covid-19 pandemic, with the Korean National Information Agency (NIA) awarding the Jordanian-Korean Centre for Information and Communication Technology at Al-Balqa Applied University the title of best information access center for 2021 out of 53 centers in 45 countries. The Centre presented a paper on its 2021 experience and achievement during the Covid-19 pandemic in addition to its plan and future objectives and prospects at the second meeting of the Information Access Community (IAC) last month via the virtual reality platform Gather Town (Al-Balqa Applied University, 2022b). Being technical and applicable, Al-Balqa Applied University implemented an early self-structure in compliance with the national strategy, moving towards future professional disciplines, and establishing the Faculty of Artificial Intelligence and Al-Salt Technical College. The university is transforming three colleges into polytechnic ones.

In cooperation with some international partners in France, Germany, Korea, and China, the university has trained a group of faculty members on distance and integrated education methods. It has also equipped 220 classrooms with smart tablets and techniques for this type of education and has also established the E-Learning Centre, the Jordanian-Korean Centre for Communications and Information Technology, and the Huawei International Training Academy, in addition to establishing a specialized studio for the broadcast of lectures and seminars. All these works were part of the university's plan to begin a gradual shift to online teaching of all university requirements and at least 25% of the faculties' requirements.

With the emergence of the COVID-19 pandemic, the student's physical attendance at the university was suspended, and the university administration believed this incident was a turning point in history, where it was the time to take advantage of this pandemic to bring about the desired change (Al Zoubi, 2020). The university has also developed a special portal on its website linked to cloud servers for students' feedback to be continuously followed up to strengthen its system and infrastructure and to provide high-quality services to its students and professors. At the same time, the university has trained more than 480 faculty members on the use of Microsoft Teams (ibid).

Significance of the Research

The importance of this study stems from the fact that it reveals the nature of the role of the Al-Balqa Applied University Library in marketing its information services. This was done

through an actual evaluation process to measure the role of the Al-Balqa Applied University Library from the point of view of the users, whether they are students or faculty members in the academic environment. This study is considered the first of its kind to be implemented at Al-Balqa Applied University. In addition to the possibility of generalizing the results and outputs of this study to the rest of the Jordanian public universities, similar to the Balqa Applied University.

Moreover, the value of Al-Balqa Applied University in marketing digital information services is the basic window through which the requirements, preferences and desires of the consumer community can be identified. Marketing activity is the feedback that the university seeks to obtain as an institution to detect labor market requirements and attempt to meet those requirements (Appel, Grewal, Hadi & Stephen, 2020).

Problem Statement

The lack of utilization of digital information services in the library of Al-Balqa Applied University during Covid-19 is the key concern for this study, especially with the advent of high-tech digital libraries that provide massive databases and are required to satisfy the demands of users in support of the scientific study, consumers are ignorant of this, therefore they must sell their services. Therefore, this study will identify the reality of information marketing and library services in Jordanian universities during the COVID-19 pandemic, in addition to:

1. Defining the concept of marketing information and library services.
2. Identify the different tools and strategies used in marketing information and library services.
3. Identify the digital information sources available for marketing during the COVID-19 pandemic.
4. Knowing the challenge of marketing information and library services in Jordanian universities during the COVID-19 pandemic.

Research Questions and Objectives

The goal of this study is to answer the following research question:

What function does the library play in Al-Balqa Applied University's digital information marketing services from the users' perspective? To assist in the creation of research methodologies that can provide useful data, three objectives were defined to solve this question:

1. To assess Al-Balqa Applied University's presence and digital information services, as well as their importance in scientific research development.
2. To assess the library's potential function at Al-Balqa Applied University in terms of overcoming marketing hurdles for digital content that is available and where it is available.
3. To figure out what makes up digital information services (i.e., technology and language).

Literature Review

The five laws of library science established by Ranganathan in 1931 assist in the application of the notion of marketing information services to libraries:

1. The First Law (Books are for Use) implies that the notion of promoting information services, optimizing the use of books, and focusing on user requirements are all related,
2. The Second Law (Every Reader His /Her Book) states that the reader is the most

important factor and that he/she must be happy with the service offered to them by this book and that they must devote their time to it,

3. The Third Law (Every Book its Reader) is based on the marketing of information services. Find every book's reader,

4. The Fourth Law is (Save the time of the reader) by structuring information such that the reader spends less time and effort on the task at hand, and

5. The Final Law (The Library is a Growing Organism), emphasizes the library's continual and thorough evolution through feedback.

It is necessary to use this entire concept of marketing information services in libraries in general and in the academies in particular, and that an analysis of the Ranganathan five laws be conducted (Kaushik, 2021).

Concept of Marketing Information Services

Due to the increasing interest in this field (marketing information services), Abdul-Jabbar (2010) came up with some marketing strategies in general. Among these ideas are: Marketing is a set of fundamental principles relating to humanity's content wants and aspirations, as well as the goods and services that are offered, the necessities of operations, and swap arrangements. Concerning the marketing of digital information in libraries, some studies have indicated that the information is presented in a way that is true and accurate to the right person at the right time, to meet users' needs and desires, then the production of goods (product, price, place, and promotion) and submission, all through the Digital Library Foundation affiliate, this marketing is not a requirement to obtain a fee from users. From the description of available services, marketing services, digital information humanities, and users of the service are identified in a way that promotes information services at the library, resulting in meeting users' wants and wishes, and therefore meeting the library's goals (Abdul-Jabbar, 2010; Al-Samerai & Olyan, 2015; Al Badi, 2018; kotler, 1994; Rasab, 1991).

The following considerations help to clarify the notion of marketing services for digital material in university libraries: Business and Economics Supporter.

1. Marketing is an economic and administrative activity that is organized at the same time, and it entails a transaction between two businesses and their end consumers.

2. The end-users are the marketing activity's primary purpose.

3. Library marketing comprises a variety of marketing techniques such as promotion, advertisement, and public relations.

4. The university libraries' competitive position helps ensure the catalog's success in achieving the library's varied responsibilities and aims.

The fundamental goal of marketing library information services is to convey a message that attempts to meet the users' requirements through the services offered to them, to achieve client satisfaction, and to provide advice on how to make the most use of the library. These goals are distinct in that the for-profit organization aims to raise cash (Ali, 2013).

Marketing Mix for Information Services

A marketing mix for information services is a collection of plans, processes, and policies used by marketing administration to meet users' needs, and every element of the marketing mix affects and is affected by the other. These elements are the product, which is the first element

and is intended for service provided by the university library and the second element is the price, which corresponds to a financial service provided by the university library (Al Badi, 2018; Al Murad & Hassan, 2009). However, this study uses the library services of Al-Balqa Applied University's marketing methods to promote the use of tools rather than dealing with profiles, advertising, and disabilities. A location is a place of service supply, a facility to offer marketing services, which is the last part of the marketing mix.

Importance of Marketing Information Services

The success of university libraries is measured by their integration and success in providing excellent, high-quality, and timely services, as well as adding new services to their available list of services, and only then users' needs and desires of various demands are recognized, which represents the labor market for university libraries (Cox, 2020; Alaseel, 2013; Al-Khafaf & Al-Khair, 2009). All of this necessitates a significant amount of research, investigations, and processes, as well as the expenditures that must be directed toward attaining this aim, the improvement of performance in the provision of information services, and awareness of meeting users' actual demands (Al-Qasim & Yamin, 2006).

There were challenging conditions and considerable obstacles linked to the non-full utilization of university libraries' services by a broad group of users, contrasted to the continual growth in the cost of resources, sources, equipment, and systems. As a result, the role of libraries in the marketing of their services to invest resources and profit from them in the future based on the university's reputation and excellent position which enable the library to make the most of the available information to the users of the services (Al-Salem, 2007). Libraries play a crucial role in raising users' cultural level and assisting scientists and specialists by facilitating the flow of information to them to meet users' present and future demands (Kaur & Rani, 2008; Al-Tai, 2001). It is worth noting that marketing information services include not only the creation and promotion of new services but also raising awareness among information service consumers (Zhang, Moe & Schweidel, 2017).

Information and Services Accessible for Marketing

It is noteworthy that Dwivedi et al. (2020) indicated that when information is output, whether it is digitized or not, it is considered a product or commodity that may be disseminated, sold, and promoted in two ways. There are two types of marketing sources of information produced by such incubators: conventional and digital. The libraries provide two sorts of services: reading and researching:

The first category includes library services such as current awareness, selective information broadcasting, and abstracting and indexing, which are supplied to users at the library's initiative.

The second category includes services such as lending, photocopying, and reference services that are offered at the request of users. Since the library purchases these services, how should they be promoted and advertised, and how might diverse marketing approaches be used? (Abdul-Jabbar, 2010; Dwivedi et. al., 2020; Chan, 2012; Brock & Tabaei, 2011).

Marketing Information Services Obstacles

Many obstacles may obstruct the implementation of the marketing plan for university library services, including misunderstanding of marketing and applications in a university library environment and insufficient ways to promote traditional services some employees fear

development, but some of them may find it difficult to cope with the new situation, and others may resist it because it is incompatible with library ethics (Spalding & Wang, 2006). It might be due to a shortage of qualified information marketing professionals in university libraries (Andraws, 2011). This might be due to a failure to comprehend the ways of marketing services for digital information, as well as a refusal to accept the basic tenets of marketing, which are focused on the users rather than the service, and a lack of consensus on user wants, desires, and needs. This results in lacking of sustainability of the essential conviction in marketing consumers on the axis of the library service's original job (Olorunfemi, & Ipadeola, 2018; Mansour, 2010; Madhuzudhan, 2007).

The lack of feasibility studies on cafés based on a realistic assessment of the actual needs for such services, as well as the inadequacy and effectiveness of the means of delivering broadcast services to users, are impediments to marketing the services of university libraries in the Jordanian environment. Also, the users' view of the university library service as a service is very traditional, and it does not suit them, especially with the advancement of science and technology. This makes it imperative for Jordanian university libraries to use communication networks and information technology to keep up with the development and technical progress that has swept the world (Nicholas, 1998; Kiran, 2009; Henderson, 2005; Mi & Nesta, 2006).

Varied Information Service Marketing Techniques

Ways and techniques of marketing digital information services in libraries must be taken care of while maintaining revitalization, development, and continuity; because all of this has an impact on the quality of the library's offered service and purpose as a result, in addition to the methods of direct or indirect communication (through e-mail or SMS), library Apps, public relations and direct marketing via the university's website (Alaseel, 2013; Jeong, 2011; Gupta & Savard, 2010). Evaluating the effectiveness of the marketing techniques used for the services is based on several indicators, including digital information, total visitor traffic to the digital library, and the length of time it takes the recipient to search for and access digital information that suits them, and to learn about the users' opinions on the extent of satisfaction with the services of the information provided to them during their visit to the library (Frederiksen, 2015; Das & Karn 2008; Naikwadi & Chaskar, 2012).

Materials and Methods

To achieve the objectives of this study, a questionnaire instrument was designed based on earlier studies questionnaire surveys related to this study. This is identified as the funneling approach according to Frankfort-Nachmias and Nachmias (1996) and Oppenheim (2000). The researchers have compiled a list of 36 question items to evaluate the University's library function of digital marketing information services offered in the Jordanian academic settings. A questionnaire, which contains of ended closed questions beside Likert's five-point Scale, was designed. Furthermore, the Statistical Product and Service Solutions (SPSS) was used. The data analysis of the responses covers descriptive statistical methods.

The pre-testing of the questionnaire was reviewed by two reviewers from Al-Balqa Applied University, and two senior librarians from Central Library at Al-Balqa Applied University. Whereas a pilot test was conducted among eighteen users (students and faculty members) from different departments at Al-Balqa Applied University. The population of the study consists of 7400 students and 158 scholars from Al-Balqa Applied University Center (Salt). The

questionnaires were personally distributed, with such help of our students. Where the proportional random sampling technique was used. Out of 7400 students and 158 schools populations, the sample size becomes 364 as recommended by Krejcie & Morgan (1970) in their statistical table, a total of 182 respondents responded to the questionnaire survey where all questionnaire surveys were found usable.

Results

Personal Information

The first section of the questionnaire addressed four questions to gather basic demographic information, including educational background and academic achievements.

Gender

The research sample was divided into five faculties linked with the university, including males' private faculties and females' private faculties, based on the selection of the sample from Balqa Applied University Center (Salt) faculties. The official website of Al-Balqa Applied University (2020/2021) cited the number of students at the Al-Balqa Applied University Center (Salt) (7400), and the number of lecturers (154). As shown in Table 1, the number of females who responded to the questionnaire was greater than those of the males (67.0%, 122) in this study (33%, 60). While the study sample consisted of more students than lecturers, this was expected because students are more cooperative in this field and lecturers are busy with their work on the other hand. This depicts the gender distribution of Al-Balqa Applied University's sample of males and females.

Table 1

Gender-based frequency distribution of the research sample

	Sex		Frequency	Percentage %
	Male	Female		
lecturers	8	20	28	33.0
Students	52	102	154	67.0
Total	60	122	182	100%

Age Group

Table 2 shows that there was a comparable distribution in different age groups ranging from 20-29 years by (33.5%, 122) to 60-39 years (33.5%, 122) and (37.4%, 68). The findings also revealed that the senior age categories of 40-49 years (15.9%, 29), as well as the age group of 50 years and above, had a reduced number of participants (13.2%, 24). These findings suggest that Al-Balqa Applied University students are relatively young and have more faculty members, a characteristic that is not surprising considering Jordan's relatively recent growth in higher education. These figures pertain to undergraduate and master's level users at Al-Balqa Applied University and are likely to be significant for evaluating their views toward marketing information services in the digital information era.

Table 2

The frequency distribution of the research sample depends on age

Age	Frequency	%
Between 20-29 years	61	33.5
Between 60-39	68	37.4
Between 40-49	29	15.9
More than 50	24	13.2
Total	182	100.0

Lecturer Qualification and Age

Besides, the Academicians respondents whose age is between 40-49 years old represent 39.3% of the 28 respondents (11), followed by those whose age is between 30-39 years old 25.0% (7), with the remainder being over 50 years old 21.4% (6), and lastly, only (4) scholars (14.3%) whose age ranges from 20-29 years old. There are more PhD holders than Master's holders among lecturers (Table 3a). It is important to note the frequency age of senior scholars and junior lecturers, which means that the university makes a balance between the spirit of renewed junior lecturers and senior lecturers.

Table 3a

The frequency distribution of the research sample depends on the qualification

Age	Academic Qualification 28							
	PhD	Master	Total	PhD	Master	Total	TOTAL	Percentage
	Male			Female				
20-29	N/A	1	1	2	1	3	4	14.3
30-39	2	N/A	2	4	1	5	7	25.0
40-49	3	N/A	3	6	2	8	11	39.3
More than 50	2	N/A	2	4	N/A	4	6	21.4
Total	7	1	8	16	4	20	28	100%

Students' Qualifications and Age

Table 3b shows the students respondents whose age is between 30-39 years old represent 39.6% of the 154 respondents (61), followed by those whose age is between 20-29 years old 37.2% (57), with the remainder being over 40-49 and more than 50 years old were equal 11.6 % (18) for each category. It is noted that the majority of respondents are students who hold a Master's degree more than those who hold a PhD degree.

Table 3b

The frequency distribution of the research sample depends on the qualification

Age	Students Qualification 154							Percentage
	PhD	Master	Total	PhD	Master	Total	TOTAL	
	Male			Female				
20-29	4	13	17	2	38	40	57	37.2
30-39	6	14	20	10	31	41	61	39.6
40-49	7	1	8	8	2	10	18	11.6
More than 50	7	N/A	7	10	1	11	18	11.6
Total	24	28	52	30	72	102	154	100%

In general, for all respondents of the sample, whether lecturers or students, Table 3C shows that the largest percentage of individuals who responded to these study questioners held a master's degree (57.7%), followed by those who answered the questions. Questions for doctoral holders at a rate of (42.3%).

Table 3c

The frequency distribution of the research sample depends on qualification

Qualification	Frequency	%
Master	105	57.7
Doctorate	77	42.3
Total	182	100.0

Scientific Faculties

The findings revealed that the data had been obtained from the five faculties, including the Faculty of Humanities of Al-Balqa Applied University. The Humanities College had the highest percentage of responses (38.4%) of the whole sample. Following in order was the fraction of Education College, which represented 34.2% of the entire sample. The findings also revealed that the College of Economy & Business received the highest percentage of responses (12.6%), with a smaller sample of the preparatory year of Engineering (8.2%), and the College of Information Technology (6.6%) coming in last (Table 4).

Table 4

The frequency distribution of the research sample depends on the faculties

Faculties	Frequency	%
Humanities	70	38.4
Education	62	34.2
Economy & Business	23	12.6
Engineering	15	8.2
Information Technology	12	6.6
Total	182	100%

Digital Information Services

The networks promote interest in Internet surfers and raise purchasing power parity rates for groups of conventional low networks compared to other social networks, but this type of network, which can be called "written networking", is growing day by day. The best evidence

of this fact is perhaps the “Library Thing” which enables subscribers to see the collections of other members, as well as the discovery of their favorite readers' readings, and the exchange of tips on books in various disciplines. It also enables subscribers to see the collections of other members, as well as those that they read, and those that they wish to read, in addition to the fact that the short lending and borrowing allows them to create an index for grouping them (Library Thing, 2020).

There is something beyond the mere cataloging of books on the Internet in the field of "Virtual Reading Rooms”, that is, finding the actual book and turning the pages as if the reader turns the pages of a traditional book. The Book2net Company is one of the best companies that offer this technology, which adds the character privacy they want and feel book reader, this supports a special kind of intimacy that arises between the reader and the book, and that Book2net Company is the best companies the world offers (book2net, 2021).

Following the success of reading techniques by default - whether in the halls of libraries or by reading books on portable devices - some of the so-called “Virtual Reading Groups”, which are arranged among several readers with a common interest in reading a particular book or reading a specific topic, and then meet in a seminar via the Internet to share their opinions or online meeting to read the book and discuss it directly. It appears that libraries have found what they were looking for in such an experience emerging as a result of the recession in the book market following the economic crisis that hit the world hard, prompting libraries to turn to unconventional methods to attract readers and move the market towards purchasing books.

The findings of the statistical analysis of what the University Library provided the users of the Faculty of Humanities show excellent services needed by the users, and that by more than (88%) of the research sample selected and with a mean (4.29). The findings also indicate that users at a rate of (85.7%) "Agree" and "Strongly Agree". Furthermore, with a mean of (4.12), the library provides both traditional and digital services, which supports this conclusion answer, and a large proportion also when asked about the level of service provided by the library, the findings show that the library, (84.1%) agree and strongly agree that such students can have documents, sources, and references copied or analyzed at the library and with a mean of (4.10) (Table 5).

Table 5
Al-Balqa Applied University's Library's Digital Information Services

The Items	Strongly Disagree	Disagree 2	Neutral 3	Agree 4	Strongly Agree	Mean
1. Understand Al-Balqa Applied University's digital library services.	12 6.6%	15 8.2%	23 12.6%	62 34.2%	70 38.4%	3.89
2. Libraries provide excellent services.	6 3.2%	5 2.7%	10 5.4%	70 38.4%	91 50.0%	4.29
3. Students can have documents, sources, and references copied or analyzed at the library.	8 4.4%	8 4.4%	13 7.1%	80 43.9%	73 40.2%	4.10
4. Users can use the library's digital reference service.	3 1.6%	7 3.8%	16 8.7%	95 52.2%	61 33.5%	4.12
5. When purchasing new books, consider library proposals as well	4 2.2%	24 13.2%	27 14.8%	66 36.2%	61 33.5%	3.85

The Items	Strongly Disagree	Disagree 2	Neutral 3	Agree 4	Strongly Agree	Mean
as the student's needs and specialties.						
6. Students are reminded of the books' return date and reserve books at the library, which serves as a mechanism.	26 14.2%	50 27.6%	10 5.5%	70 38.5%	26 14.2%	3.10
7. Is a library translation service for research and articles in a variety of disciplines of expertise available?	58 32.1%	49 27.2%	27 12.4%	43 25.8%	5 2.5%	2.38
8. The library's brochures, pamphlets, and leaflets sections are informative about the services provided.	36 19.8%	67 36.8%	35 19.2%	35 19.2%	9 5.0%	2.52
9. There is a complex process in place to remind students of the importance of services like SMS messages.	20 11.0%	75 41.2%	26 14.3%	51 28.0%	10 5.5%	2.75
10. The library provides a service that broadcasts selected information and current awareness of modern information sources.	9 5.0%	16 8.8%	17 9.3%	95 52.2%	45 24.7%	3.82
11. The library provides Internet access and e-mail groups, as well as subscriptions to newsletters.	27 14.8%	66 36.3%	45 24.7%	37 20.4%	7 3.8%	2.62
12. The general quality of library services is what distinguishes it.	58 31.8%	52 28.5%	42 23.3%	24 13.2%	6 3.2%	2.27

These findings indicate that consumers depend on digital sources in their research of more conventional sources, implying that services, whether traditional or digital, are meeting the needs of their users. The results are similar to the previous study conducted by Al-Shaboul, Obeidat & Sundar (2019) which found that lecturer prefers digital library services and use digital resources to meet their information needs, whether for preparing lectures or writing their scientific research.

Technology and Language

In the modern era, information has become a source of strength and excellence for those who own and can access it, for the general level of society, seeking most systems, principles such as the political, economic, and other fields to obtain information for the system's survival and ability to interact with the community and other systems. Persons seeking knowledge to attain social, psychological, and other goals rely on media, which is one of the most essential sources of information and the most dependable by individuals at present. Despite its advanced rank among the main languages at the level of supported languages, the Arabic language is still insufficiently disseminated on the Internet, despite the fight of globalization now regarding

languages, especially with the development of information technology. In addition, the Arabic language has produced a considerable amount of intellectual output in a variety of subjects.

The Significance of Using Information Technology

The specialization nature of the faculties of arts and humanities leads to relying on traditional sources of information such as information theory, historical and Islamic sociology, and other traditional sources of information other than digital sources. This means users in these faculties are less interested in information technology departments that will help them use the library and information services digitally. The findings of the analysis of the answers to the questionnaire (Table 6) indicate that there is a weakness in the availability of IT tools by Al-Balqa Applied University, and (50%) strongly agree with this statement and also reflected the weakness in the level of the users' adequacy in terms of competence in computer skills, which increased by (88.4%) and with a mean (4.29).

This finding backs up the users' response that they are aware of the benefits and possibilities of utilizing a computer, particularly in terms of how to access sources and digital information services at Al-Balqa Applied University (85.7%). And, in line with this response, they all believe that the use of information technology and tools in libraries, as well as in the higher education setting in general, is critical. This is confirmed by previous studies (Eisenberg, 2008). This indicated the importance of using information technology and its tools in libraries in the educational process, especially in eradicating illiteracy of its various types. In the other hand, Whitmire (2002) found that lecturers demonstrate a significantly higher use of library facilities than other scholars, who preferred to access libraries and use their computer and the Internet. Tahir, Mahmood and Shafique (2010)

*Table 6
The use of IT tools to the users in the Faculty of Humanities*

The Items	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Mean
1. The library is easily available in the shortest possible time because of the way you utilize it.	58 31.8%	52 28.5%	42 23.3%	24 13.2%	6 3.2%	2.27
2. Find a method that is both versatile and simple.	36 19.8%	67 36.8%	35 19.2%	35 19.2%	9 5.0%	2.52
3. Internet-based digital library services are available 24/7.	12 6.6%	15 8.2%	23 12.6%	62 34.2%	70 38.4%	3.89
4. Aware of the advantages and possibilities of using a computer	3 1.6%	7 3.8%	16 8.7%	95 52.2%	61 33.5%	4.12
5. Al-Balqa Applied University has a problem with computer availability.	6 3.2%	5 2.7%	10 5.4%	70 38.4%	91 50.0%	4.29
6. I would like to gain a better understanding of how computers are used.	26 14.2%	50 27.6%	10 5.5%	70 38.5%	26 14.2%	3.10
7. Poor knowledge of computers	8 4.4%	8 4.4%	13 7.1%	80 43.9%	73 40.2%	4.10

The Items	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Mean
8. I believe that the tools and facilities are scarcely available for the application of information technology.	9 5.0%	16 8.8%	17 9.3%	95 52.2%	45 24.7%	3.82

Language Restrictions and the Usage of Digital Services

The world is at your fingertips in Arabic; thanks to the Internet. This is the slogan used by Arabic Websites on the Internet. According to recent figures, the number of Internet users in the Arab nations is low, at just 4% of the population, whereas this ratio rises to 27% in industrialized countries and does not surpass the number of Arabic websites, which account for 7% of all websites on the Internet. The language of the Internet is English on 80% of the pages. Yes, it is a massive and startling figure. However, the recent year has witnessed an increase in the Arab presence on the Internet, with a significant increase in the number of Arab users, according to the number of Arabic websites this year there are "about 20,000 Arabic sites".

The findings of the analysis in Table 7 show that users have no trouble getting access to the information they need, with a rate of 72.6% agree or strongly agree with the statement "Whenever I needed scientific information, I always went back to the digital library," and with a mean of 72.6% agree with the statement "Whenever I needed scientific information, I always went back to the digital library," and with a mean of 72.6% agree with the statement "Whenever I needed scientific information, I always went back to the digital library" and with a mean of (3.89) the users stated that they frequently utilized full-text databases, and with more than (70%) indicating that this is the case with a mean of (3.82).

Table 7

Language Obstacles and the Usage of Digital Services

The Items	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Mean
1. Whenever I needed scientific information, I always went back to the digital library.	12 6.6%	15 8.2%	23 12.6%	62 34.2%	70 38.4%	3.89
2. Present the study findings in the Arabic language, as well as present a clear and thorough summary	26 14.2%	50 27.6%	10 5.5%	70 38.5%	26 14.2%	3.10
3. The study findings are clear and thorough, and they use the appropriate English language.	20 11.0%	75 41.2%	26 14.3%	51 28.0%	10 5.5%	2.75
4. Employ full-text databases	9 5.0%	16 8.8%	17 9.3%	95 52.2%	45 24.7%	3.82
5. The library staff's help services are of high quality, and the patrons are satisfied.	8 4.4%	8 4.4%	13 7.1%	80 43.9%	73 40.2%	4.10

The Library's Position in Digital Marketing Information Services

Given the growth of communication systems and information networks, were the senior university libraries driven towards the use of new ways to widen the base of the transmission of information and the flow of products and follow-up, through the so-called marketing information services, Regardless of their aims or the quality of their product, marketing and comprehensive sense and common application functions in all organizations and institutions have targeted users' service and filling desires and welfare sooner or later and have contributed to accomplishing the community's interests (Mu, 2007; Naikwadi & Chaskar, 2012). Informatics had to be taken into consideration in developing marketing by state institutions to serve their markets as informatics derives its existence from the groups it serves and affects, (KoTler, 1994, Salim, 2011; Ashrafi-Rizi & Kazempour, 2012).

Table 8 shows the findings of an examination of responses to questions from user questionnaires concerning the library's role in providing digital services and overall satisfaction with those services. More than (80%) of the respondents agreed or strongly agreed that "it is simple to explain how people feel about library services" and responded that "curiosity in continuing to utilize the services was piqued thanks to the services", and this ratio also demonstrates that users can easily express their point of view and the item "I would like to work at a library and learn how to contact and attract users", with a mean of (3.85). Users expressed their opinion that the library's services helped and encouraged them to increase their interest in and use of digital services by (61%), and the faculty member's role in encouraging students to write their research using Al-Balqa Applied University's digital database is also of importance.

*Table 8
The Library's Role in Digital Information Services*

The Items	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Mean
1. Al-Balqa Applied University employs employees and administrators who are efficient and have a large number of books in the digital library.	26 14.2%	50 27.6%	10 5.5%	70 38.5%	26 14.2%	3.10
2. I would like to work at a library and learn how to contact and attract users.	4 2.2%	24 13.2%	27 14.8%	66 36.2%	61 33.5%	3.85
3. Eagerness of library staff to contact patrons, react to questions, and communicate readily with them.	9 5.0%	16 8.8%	17 9.3%	95 52.2%	45 24.7%	3.82
4. Observe how the library has enticed you to utilize their services by introducing you to them.	20 11.0%	75 41.2%	26 14.3%	51 28.0%	10 5.5%	2.75

The Items	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Mean
5. My curiosity in continuing to utilize the services was piqued thanks to the services.	3 1.6%	7 3.8%	16 8.7%	95 52.2%	61 33.5%	4.12
6. It is simple to explain how people feel about library services.	8 4.4%	8 4.4%	13 7.1%	80 43.9%	73 40.2%	4.10
7. Overall, I am pleased with the quality of digital information services.	27 14.8%	66 36.3%	45 24.7%	37 20.4%	7 3.8%	2.62

In general, these findings indicate that in addition to the diversity and follow-up with the current advancements in the field of using information technology to deliver digital services and information, marketing services, digital information, and continuing education programs are held by. The results are similar to the previous study done by Sun, Chen, Tseng and Tsai (2011) who found that Collaborating with faculty was identified as a crucial element in the most successful stories. Teaching both students and faculty how to utilize new information technologies may have become one of the major roles of librarians.

Discussion

The development and persistence of significant and tangible library and information centers depend on the extent of their success in providing excellent, high-quality, and timely services, as well as the addition of new services to the list of services they provide, and only then through the identification of current developments, particularly the users' needs and their desires to differing demands, which represents the labor market for libraries and information centers (Salim, 2011). Marketing is a window into the library administration, and the external environment causes and variables influencing activities, such as the changing tastes, the needs, the magnitude of predicted demand for information and sources, and the library's several services. Marketing activity involves monitoring and controlling the movement of different environmental elements, as well as providing information and feedback on which the library administration, various divisions, and information centers plan and make choices (Gupta, 2003). Marketing also emphasizes the necessity of promoting the benefits of document acquisition, any ownership of the document library, and making it available to users, who may borrow and find it whenever they want.

Therefore, the process of cooperation with university faculty members and students alike is considered one of the most important successful elements in marketing library services. Thus, teaching students and faculty alike how to take advantage of new information technologies may become one of the primary roles of librarians today.

The following recommendations for research are based on the study findings:

1. Marketing has become a requirement in the rule to emphasize modern work in the field of libraries, regardless of the trends and diverse cultures among workers because the current phase requirements place a heavy emphasis on the importance of knowledge and information, as well as the need for marketing in any way to meet users' needs and satisfy their desires.
2. Teaching students and faculty alike how to take advantage of new information

technologies may become one of the primary roles of librarians.

3. Improve assistance for educational programs, rehabilitation, and training sessions targeted at improving library staff efficiency in dealing with the different means and ways of marketing information services.

4. Consolidate the notion of cultural change and development among university library employees and users to persuade them, including the requirements imposed by the current phase in which we are moving toward a paperless society.

5. Conduct more studies on marketing, its value, and its programs in other libraries.

Conclusion

On the one hand, university libraries receive essential attention from the Ministry of Higher Education and those in charge of maintaining those libraries in Jordan (including Al-Balqa Applied University). Given their significance in the eastern region on the other hand, the libraries attract large numbers of students and community services in various areas separated by long distances, as well as specialties in literature, education, and humanities, through affiliated colleges in other cities. The library of Al-Balqa Applied University operates within a technological system that provides excellent coverage of information in the fields of medicine, pharmacy, engineering, applied science, arts, and education. They are also linked to a large number of databases that contain journals and other types of global traditional and electronic Arabic and English information sources.

In the end, we can say that the policy of the Al-Balqa Applied University Library has witnessed a strategic shift in its marketing policy. It has shed more light on digital services and facilitated access to beneficiaries in possible ways. It has used the targeted marketing methods available to it to engage beneficiaries in its digital services and encourage use for the current and expected library users. On the other hand, it has expanded its digital collections to meet the growing demand. They have provided beneficiaries with greater electronic services and resources than e-books, audiobooks, online databases, and other digital resources that meet diverse interests and needs.

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