

The background of the slide features a large, faint watermark of the Rutgers University seal, which is a circular emblem with a sunburst design and the text 'RUTGERS UNIVERSITY' and 'THE STATE UNIVERSITY OF NEW JERSEY' around the perimeter.

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# Are there cultural differences in researchers' use of social networking services?

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## Outline

- Literature review
- Our project – a comparative study of Chinese and American researchers' use of social networking sites (SNS)
- Implications for librarians

# Literature Review

- SNS use in cross-cultural perspectives
  - Korea vs. U.S.
  - China vs. U.S.
  - Hong Kong vs. France
- Researchers' use of SNS
  - Six functions (Minocha and Petre 2012)
  - RIN (UK) study
  - JISC (UK) study

## Our Project

- Research question – compare the use of SNS among Chinese and American researchers
  - Focus on general use SNS such as Facebook and Twitter, not specialized SNS like Academia.edu and ResearchGate
- Methodology – combine online survey and semi-structured focus interview
- Data collection and analysis
  - 136 Chinese and 107 Americans participated in the survey
  - 11 Chinese and 6 Americans participated in the interview
  - Majority of participants in science and technology fields and minority in social sciences and humanities

## Preliminary Findings

- Different social networking sites
  - Chinese Weibo & Qzone vs. American Facebook & Twitter
- Similar frequency of usage
- Different prevailing activities on SNS
  - Graduate students: reading friends' updates (Chinese) vs. posting their own updates (Americans)
  - Faculty/research scholars: interacting with friends (Chinese) vs. reading friends' updates (Americans)
- Differences in self-disclosure behaviors
- Differences in scholarly communication behaviors
- What does this say about “cultural differences”?

# Practical Implications for Chinese Studies Librarians Working in North America

- Have to be on different SNS
- Behave differently on different SNS

Questions? Comments?