

## Revitalizing Archive Literacy Service Using Social Media: Case of Prefecture and Municipal Archive Centers of Japan

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### 海外における研究活動状況

#### 海外における研究活動報告

##### Research overview

Archive institutions throughout the world are preserving valuable contents for hundreds of years. In Japan, the National Archives of Japan (NAJ) is the main custodian body of collecting and preservation of archival resources. In addition to NAJ, there are regional archive centers in almost all prefectures, municipal offices including some academic institutions which are preserving and ensuring security to archival resources. Beside preservation, providing access to the contents are also equally important issue for archival center. Integration of social media and other RSS tools may enable archive center to communicate with users for archive literacy. Accordingly, this research aimed to present the status using social media tools for archive literacy services in Japan along with proposing a suitable archive literacy model. Accordingly, the study collected primary data from the Head/In-charge of 65 prefectural, municipal and academic archive centers in

Japan using a structured open and close-ended questionnaire. The collected data were analysed using SPSS and SmartPLS. Results show that NAJ have strong social media presence relating to archive literacy. The study found that NAJ has over 44 thousand twitter followers, 1297 Facebook followers along with YouTube and RSS followers. Till date, NAJ posted 46,085 tweets and on average each tweet has been retweeted 220 times by followers. But, though most of the prefecture and municipal archive center use social media and other web-based tools, they provide only basic information about their archival center. Very few of them evaluate and utilize users' feedback for redesigning their service. Accordingly, the study proposed an interactive archive literacy model which connects users and archive centers through social media tools.

##### Purpose of attending overseas conference

To justify the research finding and sharing ideas among international scholars in the field, the author was looking for participation of international conferences. Besides, the author

also wanted to build international collaboration and develop research competency and knowledge on different perspective of archival literacy through the conference.

#### Outcome of the conference

The 14th International Conference on Knowledge, Information and Creativity Support System (KICSS 2019) was held on November 21-23, 2019 at Ho Sen University, Vietnam. In the three daylong conference, many researchers, academia, and practicing professionals who are active and interested in the latest technologies, methodologies, and knowledge management practice were participated, presented their research finding and took part in post-presentation discussion. On the third day of the conference, the author presented his research paper and received many positive feedbacks as well as some critical points which have deepen the knowledge towards promoting archive

literacy. Later on, the author has incorporated the comments and feedbacks from conference audience which have been addressed in his PhD dissertation.

#### Remarks

The author is grateful to Murata Science Foundation for providing necessary financial support for attending the international conference held in Vietnam. The conference enabled the author to meet up with different professional and made new networks globally. The author expects that Murata Science Foundation will continue such support in future.

#### この派遣の研究成果等を発表した 著書、論文、報告書の書名・講演題目

The Proceedings of the 14th International Conference on Knowledge, Information and Creativity Support Systems (KICSS 2019). Vietnam: Hoa Sen University, page 174-179.