

IMPACT OF USE OF SOCIAL NETWORKING SITES AMONG LIS STUDENTS AND LIS PROFESSIONALS OF HARYANA

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ABSTRACT

Social networking is an open access platform that enables the users to interact and contribute to knowledge. It is a tool where users act as both consumers and producers of online content. Undoubtedly, with the mounting economy social networking ready to meet the challenges that are concisely discussed in this research paper and implement the strategies for the enhancement of library functions and services. Highlighting the concept of user-centered, libraries using the social networking tool through Internet technologies to provide two-way interaction and communication of information. This paper scrutinizes the importance of social networking techniques and to determine role of library professionals to make use of social media techniques for providing dynamic library and information services and resources in academic libraries of Haryana in the digital library environment.

KEYWORDS: *Social Networking, Social Media, LIS Students, LIS Professionals, Library Services*

INTRODUCTION

In India, different academic libraries have felt the requirement to move with the changing time. The term “Social Networking” includes wide range of web-enabled software programs that assist the users in active interaction and work together with other users. It facilitates ability to search, browse, invite friends to connect and interact, share reviews, blog entries, discussions, comments, rating music, videos, favorites and classified information and many more. Social networking and social media tools have become very significant and played an integral role to improved library services tremendously to satisfy the emerging information needs of the users. It move surreptitiously into the library profession with social media sites such as Facebook, Whatsapp, YouTube, Flickr, LinkedIn, Google Talk, Blogger, Library Think and so on. With the introduction of this domain, library professionals are required to be readily equipped in order to boost their credibility and value towards their services. Moreover, to empower the user needs with web 2.0 technologies and services which can be applicable and relevant for the lifelong learning in the scenario of changing information landscape.

Libraries should encourage the users’ to take active participation and exercise feedback mechanism for the development and maintenance of library services. It raised area for flow of information from library to user, user to library, library to library and user to user. It is the new model for providing effective online service that promotes an increased flow of information that travel from library to users and from the user back to the library. Content contribution and online

participation are core elements in the current social networking practices. The active involvement of users allows them to contribute content, establish communication links, and stay conversant of new advancement in the social network space. With the two-way flow of information and ideas – from the library to users and from the users to the library – library functions and services have the ability to progress and lead to constant and rapid improvement to foster the growing information needs of users in a digital library settings.

LITERATURE REVIEW

Social networking is a platform that enables libraries to transformed Internet services from being consumption-based towards ending up more interactive and collaborative, thus to establish new prospective for interaction between library and library users. Some authors were of view that **Dickson and Holly (2010)**¹ discussed that social networking tools can be prove as an valuable and effective method for academic library users only if the academic libraries ensures the users privacy and to make available equal coverage for all subject areas. **Noshia Parveen (2011)**² noted in her paper entitled ‘Use of Social Networking Sites (Facebook) in making awareness among the library and information Science professionals of University libraries of U.P: A case study’ reported that about 52% of respondents accepted Facebook as most effective social networking tools that increase awareness among the users of library and information science. **Khan and Bhatti (2012)**³ recommended that libraries should incorporating social media to develop their library home page. **Mahajan et al (2013)**⁴ conducted a research study on using social networknging sites (SNSs) among the research scholars of Kurukshetra University(KU) and Panjab University (PU) in India. The questionnaire was distributed among the randomly selected research scholars of the two universities. The findings of the study shows that in both the university, majority of respondents access Facebook in KU (77 %) and PU (83%) and consequently followed by Orkut (46%) in PU and Research Gate (38%) at KU.

Authors like, **Vassilakaki and Garoufallou (2014)**⁵ explain in their study about impact of Facebook on librarians and libraries. This study based on the literature reviews, subject matters, and sub- subject matters between the periods of 2006-2012. The author classification as use of Facebook in libraries, creating profiles on Facebook, Librarians’ personal experience on Facebook, Guidelines principles for libraries, searching perspectives and exploring profile *usage*. Finally, the author concludes that Facebook is the most popular social networking sites used by the librarians and libraries. **Bhatt and Amit Kumar (2014)**⁶ conducted a study on “Student opinion on the use of social networking tools by libraries”. The paper presents the student’s viewpoint on making use of social networking and their expectation from the library regarding social networking sites. The survey method was adopted. 200 questionnaires were distributed among students and 170 were received back. The author explains that the students are in favour of using social networking sites and they are expected the library should also provide services through social networking tools. Facebook is the most preferred social networking tool. 98.5% of students using it for keep in touch with their friends. So, author finally concludes that social networking tools become a major means of communication for creating and sharing information. **Chitumbo & Chewe (2015)**⁷ in their research work named “Social media tools for library service delivery in higher learning institutions: Case of University of Zambia and National Institute of Public Administration libraries” stated that 113 out of 124 respondents supported the concept of implementation of social media tools in libraries for service delivery in higher learning institutions in Zambia. **Shihab, I. (2015)**⁸ in his research paper titled, “Social media awareness and use among LIS professionals in India: A study” explains that in the age of web based technology, social media is presenting new

challenges to libraries to increase awareness among the users towards social media tools and to enhance support to library services to satisfy the users growing information needs. The findings of the study reveal that the majority of the LIS professionals are aware of social media tools. Majority of the respondents uses social media for personal purpose. Very less percentage of LIS professionals use social media for professional enlargement and support the services provided by libraries in India. **Singh and Gill (2015)**⁹ examined the awareness and extent of utilization of the Social Networking Sites by the research scholars of universities of Northern India. The survey method of research was applied. Out of 610 questionnaires distributed; 486 questionnaires were received back and response rate is 79.67%. The study reveals that Facebook is the most admired social networking site used by the researchers to find out useful information. Major disadvantage of using social networking sites is lack of time to use social networking tools *and* lack of privacy and identity theft.

OBJECTIVES

- To observe the awareness among LIS professionals.
- To identify the most preferred social media tools among LIS professionals
- To examine the usage of social media sites among LIS professionals
- To recognize social networking sites preferred by LIS professionals.
- To identify the usage of online news groups/ forums.
- To make comparison between e-mail and social media tools as a medium of communication.
- To know the use of book review on social media sites.
- To find out the awareness among LIS professional in creating own websites and blogs using social networking sites.
- To know the use of social media for video and image sharing tools.
- To recognize the preference of LIS professionals to create official social networking profiles to the libraries.
- To identify the purpose of using social networking sites among the LIS professionals.
- To recognize the importance of social media on library services.
- To make out the drawbacks and limitation of use of social networking tools among LIS professionals.

METHODOLOGY

For the construction of this research paper, survey research method was used. In this study relevant data was collected from LIS students and LIS professionals from university libraries, college libraries and academic libraries of Haryana. Both types of online and printed questionnaires were distributed among the LIS students and library professionals in Haryana. Table-1 revealed that out of 80 online questionnaires and 40 printed questionnaires distributed 77 online and 29 printed questionnaires were received and found fit for data analysis for study.

Table 1: Type of Questionnaire

Type of Questionnaire	Distributed	Received
Online Questionnaires	80	77
Printed Questionnaires	40	29
Total	120	106

Data Analysis

The present research was conducted to mark out the awareness, purpose, utilization, and drawbacks of social networking sites among the LIS students and LIS professionals in Haryana. The data collected and analyzed were presented using pie charts.

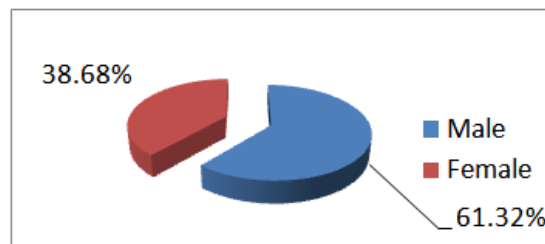


Figure 1: Gender Wise Response

It is observed that out of 106 respondents, 65 (61.32%) were male and 41 (38.68%) were female.

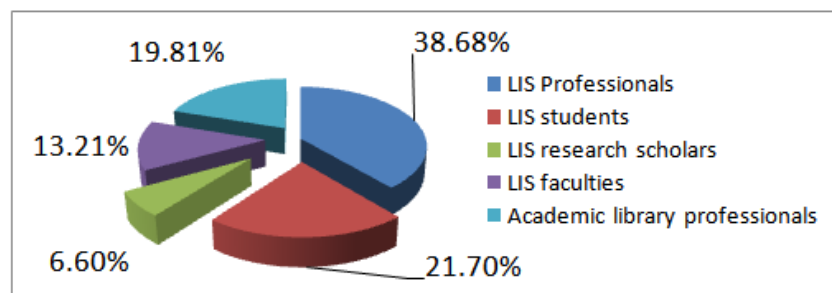


Figure 2: LIS Professionals Studied

Figure 2 found that the majority of the respondents are LIS students i.e 41 (38.68%), followed by 23 (21.70%) LIS research scholars, 21 (19.81%) university library professionals, 14 (13.21%) academic library professionals, and 7 (6.60%) LIS faculties.

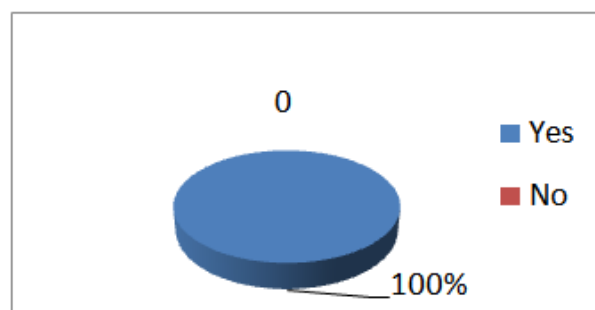


Figure 3: LIS Professionals Having Social Media Account

Figure 3 depicts that 100% of respondents have social networking account and also using them in their

professional area of interest.

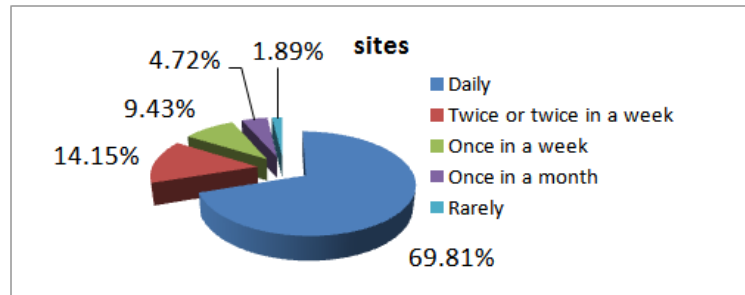


Figure 4: Frequency of using Social Networking

Figure 4 indicate that majority of 74 (69.81%) of LIS students and LIS professionals are using social networking sites daily, 15 (14.15%) using twice or twice in a week, 10 (9.43%) visited once in a week, 5 (4.72%) and 2 (1.89%) use social networking tools either once in a month or very rarely.

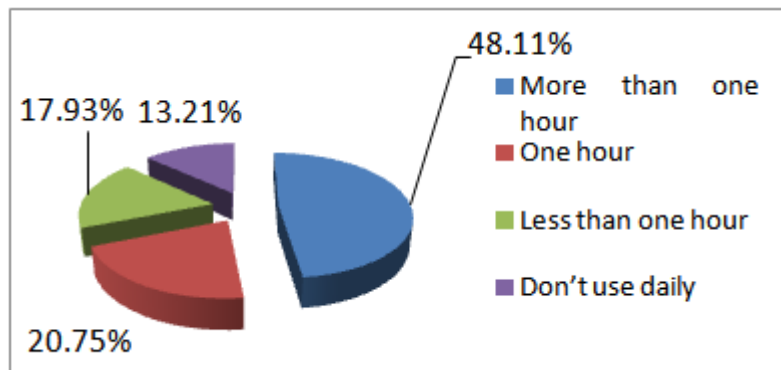


Figure 5: Time Spend on Social Networking Sites

Figure 5 clearly indicate that 51 (48.11%) using social networking sites for more than one hour, followed by 22 (20.75%) for one hour, 19 (17.93%) less than one hour and 14(13.21%) don't use the social networking sites daily. Time spend on using social networking sites reveals the influence of social networking among by the LIS students and professionals in Haryana.

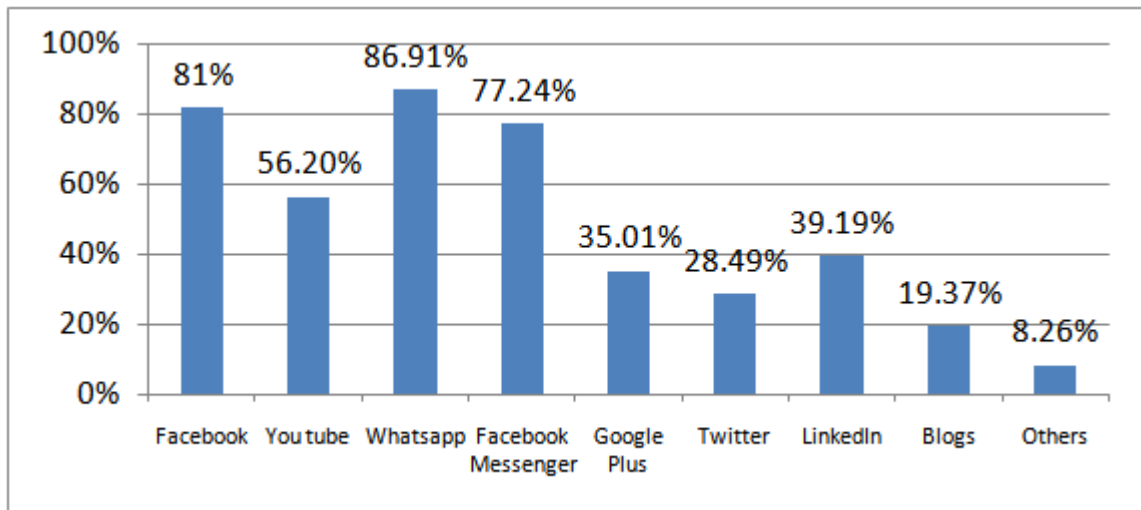


Figure 6: Preference of Social Networking Sites

There are number of social networking sites involve in wider participation in the creation of information to share and collaborate in the field of education, social, business, professional and personal context. Figure 6 shows that the most popular social media tools are Whatsapp (86.91%), Facebook (81%) and Facebook Messenger (77.24%), followed by YouTube (56.20%) most preferred tool for watching informative videos online, LinkedIn (39.19%), Google (35.01%), Twitter (28.49%) and Blogs (19.37%) are most used for professional information sharing platforms among users.

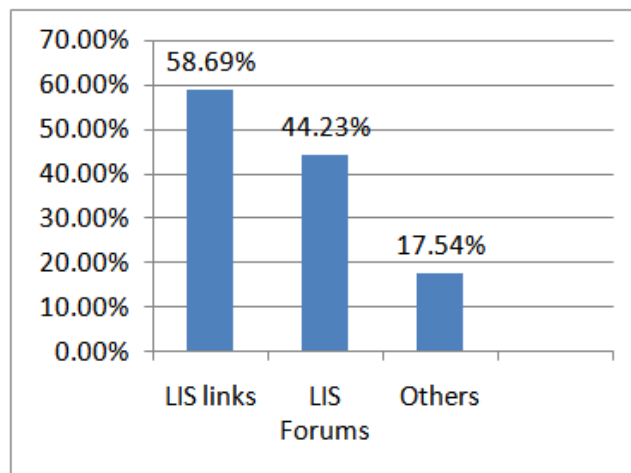


Figure 7: Library Online News Forums/ Groups

Library Online news forums/ groups are most commonly used by the library professionals to be familiar with latest advancement in their profession, to know about upcoming seminars, conferences, discussions, workshops, to get information about job opportunities etc. Figure 7 depicts that 53.77% respondents are using LIS links followed 39.62% LIS forums only 6.61% of users using some other newly developed online news forums/ groups.

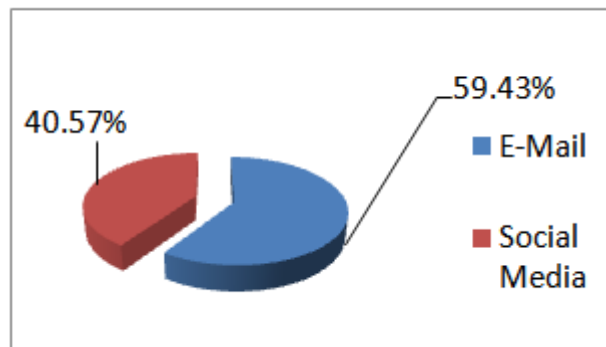


Figure 8: Usage Preference of Communication Tool

With the advancement of internet, entire scenario of communication absolutely changed. E-Mail and Social Media had become most well known tool for medium of communication. Furthermore, both these tool are supported by the latest mobile technology for make the communication smooth and easy. Figure 8 shows that E-Mail (59.43%) considers as most reliable medium of communication whereas many of them utilize social media (40.37%) platform for exchange of information.

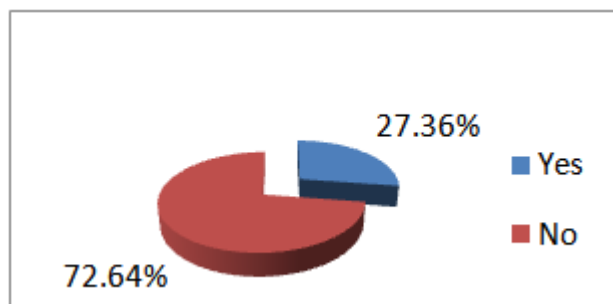


Figure 9: Use of Book Review Social Networking Sites

Figure 9 illustrates the use of book review social networking sites by LIS professionals. From the figure it is revealed that only 29 (27.36%) of respondents make use of book review social networking sites.

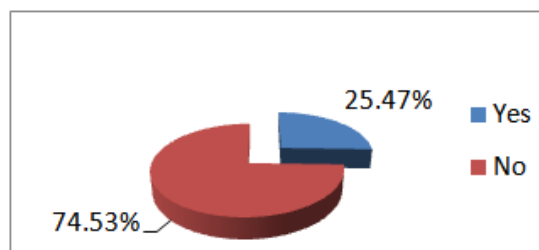


Figure 10: Creation of Blogs by LIS Professionals

Conception of personal blogs is one dynamic element that draws attention of LIS professionals toward making use of social media. The blogs help library professionals to keep present users with the latest advancement in the field of library and selected subject area. Through blogs, library professionals can regularly share information, post messages on a specific subject area, and also allow users to make contribute to content. The Figure 10 indicates that only 25.47% respondents have their own blogs.

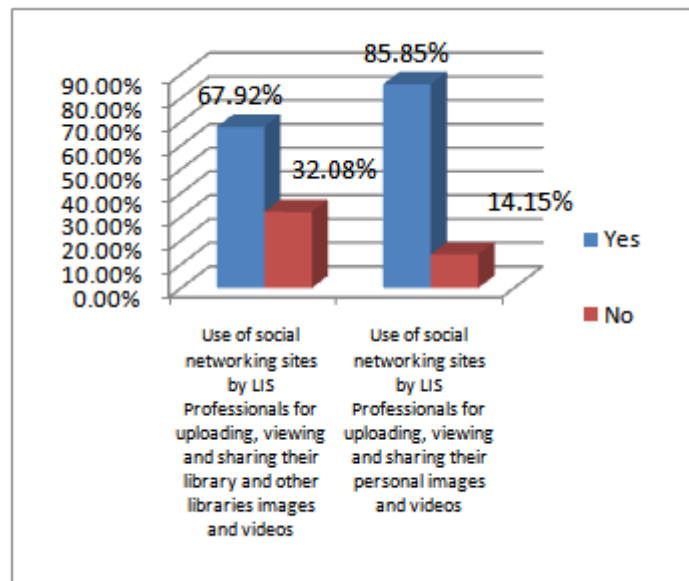


Figure 11: Use of Social Networking Image and Video Sharing Tools

Social networking tools provide easy way to share view images and video collections. Image sharing and video distribution are two important tools of social media used by the LIS professions for both professional and personal purposes. The Figure 11 shows that 91 (85.85%) of respondents using social networking sites for uploading, viewing and sharing their personal images and videos and 72 (67.92%) of respondents using social networking sites for uploading, viewing and sharing their library and other libraries images and videos for endorsing their library products and services.

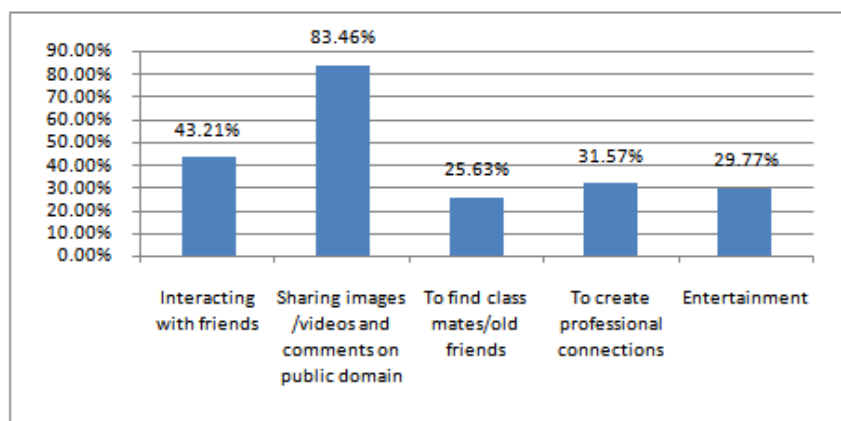


Figure 12: Purpose of Using Social Networking Sites

Internet resources facilitate social networking sites to flourish and help the users multi-dimensionally. Social networking sites assist the users in education, social, political, business, professional and personal context. The LIS students and professionals using social networking tools for wide-ranging of purposes. The Figure 12 clearly indicate that about 83.46% respondents using social networking sites for sharing images/ videos and comments on public domain and 43.21% use social networking for interacting with friends. 31.57% is using social networking for create professional connection, 29.77% for entertainment and 25.63% to find class mates / old friends.

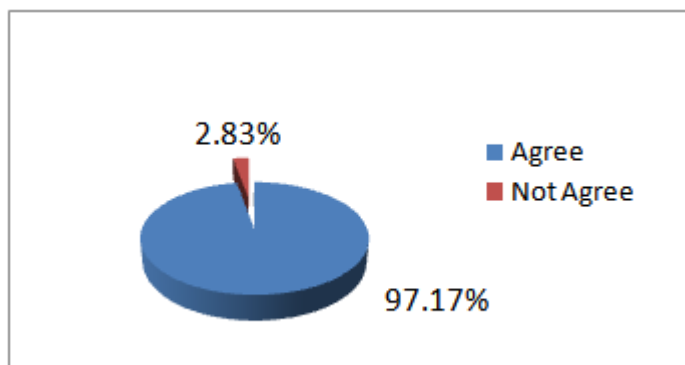


Figure 13: Importance of Social Networking for Libraries

To make the library services more attractive, library website can be incorporated with social networking sites and vice versa. The respondents were asked whether social networking promotes the use of library products and services and useful tool for communicating with library users. Figure 13 indicates that majority of the 103 (97.17%) respondents agree on the statement that social networking is an important tool for libraries for their development of library products and services to satisfy the ever-increasing users demand for information. Only 3 (2.83%) of respondents feel social networking have no role in the development of libraries and its services.

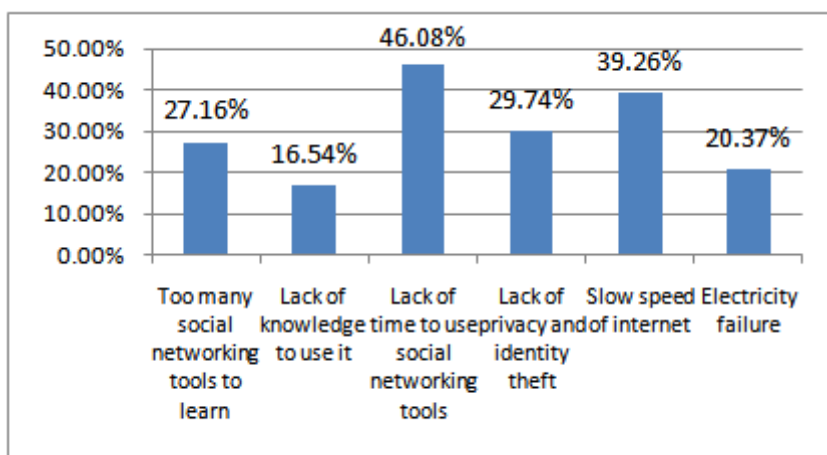


Figure 14: Major Drawbacks of Social Networking Sites

It is evident from the Figure 14 that there are many problems faced by LIS students and professionals while using social networking sites. Major drawbacks are categorized under six heads. Majority of 46.08% respondents shows that the lack of time to use social networking tools. 39.26% of respondents expressed slow speed of internet, 29.74% of respondents feel lack of privacy, and identity theft and 27.16% of respondents think there are too many networking tools to learn. 20.37% of respondents complain for electricity failure whereas 16.54% of respondents have lack of knowledge to use social networking sites.

CONCLUSIONS

The research study tries to investigate the effectiveness of social networking sites and its application among the

users of library and information science students and professionals with particular reference to academic libraries of Haryana. The users are having pro-active knowledge and understanding the invaluable importance of exploring social networking in library services. Social networking sites provide multi-dimensional support to user's community. The result reveals those 100% respondents are well aware of social media and have social media account. Whatsapp and Facebook is most popular and received maximum majority among users. So, we can conclude that in the age of global communication and worldwide information, libraries should continue to incorporate more excessive services by taking a step ahead towards social media. The LIS professionals of India adopting official social media tools for re-shaping the traditional library services and approach of users towards libraries. Social networking is put forward more promising fresh outreach opportunities for LIS professionals and can take advantage of social media for the improvement and advancement of their libraries and profession.

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