

Evolution and Use of Social Media in Government Degree College Libraries, YSR Kadapa District

P. Madhava Rao

Lecturer in Library Science
VRS Degree College,
Veerapunayunipalle, YSR Kadapa District, Andhra Pradesh

***Abstract** - Social media is a phenomenon that has transformed the interaction and communication of people throughout the world. In the recent years, having a presence on social media becomes especially important for libraries. This study aims to present the definition of social media, and awareness of social media in Government Degree colleges in Kadapa district and also explain the benefits of using social media, introduce social media platforms that libraries are using.*

Keywords: Government Degree Colleges, Kadapa district, Social media, Use studies, Facebook, YouTube, Twitter, Pinterest, Snapchat.

Introduction

Web based life has carried upper hands and chances to build work effectiveness for associations and people who use them. There are assortments of web based life stages with a huge number of individuals getting to and utilizing each day for reasons for sharing and accepting data. Online networking is considered as a modest, integral asset for libraries to arrive at library clients, target explicit crowds, and allow them to cooperate with libraries. Libraries frequently utilize internet based life to advance library assortments, administrations, occasions, keep the library in the psyche of library clients, and help with discovering what their adoration. It isn't hard to perceive the significance of utilizing online life, questions emerge as to how libraries can best benefit of this asset? How libraries can deal with their web based life stages, and measure the accomplishment of endeavors utilizing online networking in libraries? These inquiries will be replied through this investigation.

Definition of social media

According to Merriam-webster (2018) forms of electronic communication (such as websites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

The various definitions of social media have been offered but there remains a lack of a formal definition. The oft-cited definition by Andreas M. Kaplan and Micheal Haenlein, "Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Andreas M. Kaplan & Michael Haenlein, 2000, p.61). This definition refers to digital technologies emphasizing user-generated content and the interaction.

Several more complex definitions of social media have been given. David M. Scott, an American online marketing strategist, defines "Social media provides the way people share

ideas, content, thoughts, and relationships online. Social media differs from so-called mainstream media in that anyone can create, comment on, and add to social media content.

Purpose of social media in the library

Social media can be powerful information dissemination tools and offer a way for libraries to promote their activities, resources and services while allowing a two-way dialogue with stakeholders. Social media can be used in a variety of communication methods broadly summarized as broadcast messages, response to enquiries and then conversation between institution and users but regardless of the approach taken there are compelling reasons for libraries to engage with social media. Social media can give a competitive edge in a time of major technological change and with access to information widely available libraries need to demonstrate the value of their proposition. Social media give librarians a way to reach out to their users who may not have considered the library as a resource for their information needs.

Free and ease of use

Setting up accounts and beginning is simple and free. Supporters utilize similar devices in their social and work life so online networking fits in with the work process and desires for some clients. Be that as it may, deciding what achievement resembles in online life is famously troublesome as not at all like in traditional direct advertising where there are perceived reaction rates (a 1% return rate in direct showcasing is a regularly concurred industry standard), it is a lot harder to gauge something elusive like internet-based life. In spite of the fact that there are the simple estimates, for example, the quantity of Twitter supporters, Facebook likes and remarks, estimating 'commitment' or consumer loyalty is substantially more hazardous. What's more a fantasy has emerged that recommends that internet-based life is totally 'free' when genuine expenses, especially staff time, are appended. Great web-based social networking commitment requires impressive staff time and the executives pledge to guarantee the notoriety of the library is upgraded according to clients.

Communication with patrons

Social media offers an accessible way to engage with patrons and potential patrons, particularly the elusive younger generation or 'digital natives' who are now entering the workplace having grown up in a culture of sharing information, inviting others to contribute and contributing to online discussions. It is a myth that young people are driving social technologies and but they nevertheless are heavily active online and tend to see a clear division between work/study and leisure activities and libraries have a specific function in the work/study sphere. The two-way communication that now exists between library and user can be helpful for responding to user collection requests.

A better customer service

With so much focus on social media for marketing and broadcasting we overlook the participatory nature of social media. Social media are frequently seen as tools for marketing and promotion but they also offer the chance to improve customer service issues and complaints. Social media allow an organization to monitor what's being said about them and respond to positive (and particularly negative) feedback quickly. There are now numerous platforms which offer these services although libraries need to consider who is responsible for this activity and how much time to devote to this as this hidden cost and rise.

Social media platforms for libraries

Social media is still expanding. The number of libraries which adopt social media is increasing as well. Researches in the Library field have showed that Facebook and Twitter are the most popular Web 2.0 applications in libraries (Gary Collins, Anabel Quan-Haase, 2012), with increasing interest in visual platforms such as YouTube, Flickr, Instagram, Pinterest (Ian McCallum, 2015). Detailed introduction to all social media platforms is impossible due to the large amount of platforms. Therefore, the following section mainly focuses on platforms that are the most used in libraries.

Review of Literature:

In developed countries libraries are using latest trends to market their services. U.S. libraries of all types are increasingly using social media tools and Web 2.0 applications to connect with library users and to make library programs and services accessible (ALA, 2001). Library of Congress is also utilizing social media for marketing its services and to interact with its online users. Library uses Blogging, Flickr, YouTube, Social Networking, iTunes and Twitter for its different services (Braziel, 2009). National library of Australia has embraced the use of social media as a corporate communications and community building tools. Library supports every employee to have the opportunity to communicate online via social media, professional networking sites, blogs and personal web sites (NLA, 2010). The National Library of Australia uses a variety of social media for notifying news, relevant items from collection and library events.

Now a days everyone is connected with each other by means of various social networks like Orkut, Google, Twitter, Facebook, LinkedIn, etc. This became an effective medium to share the knowledge and skills of the users and library professionals. From the traditional searching process for the books in the libraries the interactive usage of social networking can be now addressed as part of the library system. Social Networking sites are one of the new technologies offering libraries the opportunity to reach out to its clients. The number of libraries which adopt SNSs is increasing. Dipti Rajan Sahoo and Dhara Sharma (2015).

Objectives of the Study

The study seeks to achieve the following objectives:

- To find out the awareness of social media application in Government degree college libraries.
- To observe the use of different types of social media applications
- To study the problems and prospects of social media applications.

Scope and Methodology:

Study is covered only Government degree colleges in Kadapa district, there are 10 Government degree college considered for study.

The questionnaire and personal interview method have been used as a data collection device required for the present study. The questionnaires were distributed randomly by hand at all Government degree colleges in YSR Kadapa district. Thus the study is conducted on a sample of 460 students all the GDC in YSR Kadapa district. A total number of 500 questionnaires were distributed, out of which 460 filled in questionnaires were returned back by the respondents in time.

Results and Discussion

Analysis of Data and Findings of the study: Data collected through structured questionnaires were analyzed using the tabulated frequency count and percentage. The findings were presented with each table.

Table-1: Distribution of questionnaire

S.No.	Name of the college	Questionnaire Distributed	Questionnaire collected	Total
1	GDC, Jammalamadugu	50	45	9.78
2	GDC, Mydukur	50	47	10.22
3	GDC, Porumamilla	50	46	10.00
4	GDC, Proddatur	50	44	9.57
5	GDC, Railway Kodur	50	48	10.43
6	GDC, Rajampeta	50	47	10.22
7	GDC, Rayachoty	50	43	9.35
8	GDC, Yerraguntla	50	45	9.78
9	GDC, (Men), Kadapa	50	47	10.22
10	GDC, Women), Kadapa	50	48	10.43
	Total	500	460	100

Above table-1 shows the distribution questionnaire to respondents, a total of 500 distribution to all the 10 Government degree colleges randomly, 460 responses collected and response rate at 92%.

Table -2: Gender wise distribution of respondents

Gender	No of respondents	%
Male	298	64.78
Female	162	35.22
Total	460	100

Table-2 indicates the gender-wise distribution of respondents, among 460 respondents, 298(64.78%) of them are male and remaining 162(35.22%) of the are female respondents. The majority 64.78% of the respondents are male.

Table -3: Frequency of use of social media

Frequency	No of respondents	%
Daily	397	86.30
Once in a Week	48	10.43
Once in a Month	15	3.26
Total	460	100.00

Table -3: clearly shows the majority that 397(86.30%) of them use social media on daily, following 48(10.43%) of them use 'once in a week' and remaining 15(3.26%) of the use 'once in a month'.

Table -4: Awareness of social media

S.No.	Social Media	Male	Female	Total	%
1	Face book	451	402	853	18.06
2	Pinterest	267	202	469	9.93
3	Twitter	397	365	762	16.13
4	Snapchat	261	201	462	9.78
5	Instagram	345	268	613	12.98
6	LinkedIn	388	300	688	14.56
7	YouTube	452	425	877	18.56
	Total	2561	2163	4724	100

Above table-4 clearly indicates that majority 877 (18.56%) and 853(18.06%) of the aware of 'Face book' and 'YouTube' and 762(16.13%) of them aware about 'Twitter', 688(14.56%) of them 'LinkedIn', 613(12.98%) of them 'instagram', 469(9.93%) of them 'Pinterest' and 462(9.78%) of the aware of 'Snapchat'.

Table-5: Purpose of using social media

Purpose	No of respondents	%
For employment news	421	25.06
To update the subject	367	21.85
To update current information	439	26.13
Entertainment	453	26.96
Total	1680	100

Table-5 shows the purpose of the social media for respondents, majority 453(26.96%) of them expressed their opinion that they use for 'entertainment', 439(26.13%) of them use for 'to update current information', 421(25.06%) of the 'for employment news' and only 367(21.85%) of the use for 'to update the subject' knowledge.

Table -6: Problems and prospects

S.No.	Problems & prospects	No of respondents	%
1	Easy to use	161	35
2	Get useful information	91	19.78
3	Upto date information	60	13.04
4	Difficult to search	25	5.43
5	Highly informative	22	4.78
6	Internet problem	37	8.04
7	Devises is not compatible	64	13.91
	Total	460	100

Table-6 indicates the problems and prospects of the social media use, among 460 respondents, the majority 161(35%) expressed their opinion that it is 'easy to use', 91(19.78%) of them says 'get useful information', 64(13.91%) of them 'devises is not compatible', 60(13.04%) of them 'upto date information, available, 37(8.04%) of them 'internet problem', 25(5.43%) of them 'difficult to search and 22(4.78%) of them expressed their opinion that it is 'highly informative' media.

Findings and Conclusion

- The majority 64.78% of the respondents are male.
- Majority of the 397(86.30%) of them use social media on 'daily' basis.
- Majority 877 (18.56%) and 853(18.06%) of the aware of 'Face book' and 'YouTube' among soial media.
- Majority 453(26.96%) of them expressed their opinion that they use for 'entertainment',
- Mjority 161(35%) expressed their opinion that it is 'easy to use'.

Online networking has been utilized by libraries everywhere throughout the world as a specialized apparatus to connect library clients and give them data at their own reality. This investigation has presented the idea of web based life, has investigated the reasons why libraries apply online life, and has talked about the most applicable internet based life stages that libraries regularly use. Indeed, dealing with library's web-based social networking stages is more troublesome than building up it. No one is keen on something exhausting or insignificant to them. Libraries need to make substance steady with clients inclinations. The substance posted and client cooperations via web-based networking media ought to consistently be controlled, estimated normally. Sooner rather than later, whenever utilized appropriately, online life can be a center instrument giving the essential way to bring libraries and their clients closer together. It is important to administrator to receive new methods executing web-based social networking in libraries to help understudies.

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