Use and Usage Patterns Of Social Networking Sites Among Library Professionals In Graduate Colleges Of Bangalore City

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Abstract - *The paper describes the use and usage patterns of social media and social networking sites in higher education libraries. The purpose of this paper is to study the users of social media in higher academic institutions and to determine the awareness about social media among librarians of higher academic institutions. The social media is a paradigm has led to the development of some of the successful practises among the librarians and leads to the delivery of information to the end users. The result shows that, social media are widely used for the development of institutional reputation and dissemination of information among the users and the social media applications and sites are gaining importance in the Indian scenario also.*

Keywords: Academic Libraries, Social Media, Social Networking, Karnataka, Computers.

Introduction:

Due to the advent of technology and communication media the usage of computer networks and smart devices are increasing. The technology has brought revolution in the field of education and in particular library science. The libraries are the first and foremost adopters of any technology and techniques.

Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media is defined as 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. Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. Social media has been broadly defined to refer to the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort and to build relationships.
The existence of social media is growing vigorously, the academic institutes are adopting the social media in large scale and the students are also using these media for their study, recreation, entertainment and for sharing of information among themselves. The social networking sites like Facebook, LinkedIn, Twitter, Wikis and WhatsApp are used by almost everyone for collaborating, networking, sharing and generating knowledge and content and all these are features are great impact and value in higher education.

Review of Literature

Choudhary and Routray (2016)undertaken with three stage qualitative process of detailed literature review, expert opinion elicitation followed by in-depth focus group discussions with 12 selected panel of SNSs users. The study corroborated existing literature on SNS usage context in terms of usage purpose, usage impact due to user profile and age-group, user presence on different SNS platforms, and also showed some new findings on user perceptions on feature evolutions. Weller (2016) conducted a study on "Monitoring the Media: Spotlight on Social Media Research" is to look into different approaches to study used social media platforms. The paper concluded that social media research has neglected to question the use of more recent features in social media platforms, such as Twitter favorites or Facebook hashtags, as well as the more "destructive" activities in social networking such was unfollowing. The study was drawn an attention to some features of popular social media platforms which are currently understudied. It raises awareness for these specific gaps in social media research and could inspire future studies to close the gap. Kalam et. al., (2015) investigated the perceptions of academic librarians towards the marketing of library services through social networking sites (SNSs) and their understanding of using electronic word-of-mouth (eWOM) as a marketing tool in academic libraries. This study followed a qualitative data-gathering approach of structured interviews with ten academic librarians in Malaysia. The qualitative data was analyzed thematically. The academic librarians showed very positive perceptions for the implications of eWOM. Librarians expressed the view that academic libraries could use eWOM as a marketing and promotional tool for creating awareness of library services, promoting library services and building relationships with user communities through SNSs. Academic librarians indicated that eWOM could be used as a very fast medium of communication and for instant responses; it could also be worked as a virus. A study by Arevalo et. al., (2014) conducted a study on the use of web 2.0 tools in university libraries, with the goal of grasping usage patterns of the information provided to users, while enhancing the visibility of the entity's digital brand. Based on professional experience, the analysis showed how the integration of diverse 2.0 tools improved the information services offered by the university library, while improving communication mechanisms among users. The integration of diverse social networking tools allowed for the articulation of an information system, in which, information is organized and standardized by social reference managers and subsequently disseminated among users through blogs, social networks, distribution lists; thereby enhancing the institution's visibility and, above all, providing better services to users.

Objectives of the Study

1. To study the awareness and usage of social networking tools in the graduate colleges of the Bangalore Urban District.
2. To know the extent of social media used by the LIS professionals in satisfying user needs.
3. Users perceptions on social media
4. Users perceptions on the information provided by LIS professionals using social media
5. To know /study the preferred devices to use library services
6. To know the status of librarians about social media networking tools

Statement of the Problem

The study pointing out of analyzing the awareness and usage of Social Networking sites among library professionals. The social networking sites are widely used by the present day generations and these sites become the favorite tools for sharing information among the members. This study is to make global vision to the academicians and policy makers to implement social networking sites or tools in an academic environment to deliver information to the end users. Hence the title of the study is **"Use and Usage Patterns of Social Networking Sites among Library Professionals in Graduate Colleges of Bangalore Urban District: A Study"**.

Scope and Limitations

The scope of the study is limited to the process, methods and resources adopted in implementing social networking sites in higher academic institutions of Bangalore city. The study also examines the users of social networking sites, uses of social networking sites, merits and demerits of social networking sites, problems and prospectus of social networking sites. The study is limited to the study the Bangalore city only.

Data Collection

The Questionnaire is used for data collection tool to gather primary data on awareness and usage of social networking sites. The questionnaires were distributed to the library professionals working in undergraduate colleges of Bangalore urban district affiliated to Bangalore University, Bangalore. Interview method has also been adopted to find out the extent of knowledge on social media among library professionals with questions. The questionnaires were distributed to the libraries of undergraduate colleges of Bangalore Urban District to gather the data through mail or post or in-person.

Methodology

Survey method has been employed to gather the primary data for the present study. The Questionnaires have been to use as a data collection tool. The statistical methods such as percentile, mean, mode, Standard Deviation (SD) and other statistical methods will be using for the study.

Interpretation of Data

Questionnaires were distributed to the libraries of higher academic institutions of Bangalore urban district which comes under Bangalore University, Vishveswariah Technological University, Belgaum, Rajiv Gandhi University of Health Sciences and autonomous universities. The questionnaires were distributed to the institutions and also personal interviews were conducted to get more accurate data, the collected data has been analysed and the results were presented as below.   The pilot study has been conducted and 78 responses have been received and 78 responses has been analysed. The table 1 show that, the Male respondents are 47 (60.3%) and Female respondents are 31 (39.7%).

Table 1: Gender Wise distribution of respondents

Sl. No.	Gender	Frequency	%
1	Male	47	60.3
2	Female	31	39.7
		78	100

Table 2: Age Group of the respondents

Sl. No.	Age Group	Frequency	%	CP
1	20-30	13	16.7	16.7
2	31-40	39	50.0	66.7
3	41-50	15	19.2	85.9
4	51-60	10	12.8	98.7
5	> 61	01	01.3	100
	total	78	100	

The above table 2 depicts that, 39 (50%) of the respondents are in the age group of 31-40 years and they are the emerged professionals of the library and information science, 15 (19.2%) are in the age group of 41-50 years, 10 (12.8%) are in the age group of 51-60 years and these age groups are the experienced professionals and 13 (16.7%) are in the age group of 20-30 and they are budding professionals of the library and information science.

Table 3: Working Experience of the Respondents

Sl. No.	Experience (Years)	Frequency	%	CP
1	01-05	18	23.1	23.1
2	06-10	26	33.3	56.4
3	11-15	12	15.4	71.8
4	16-20	10	12.8	84.6
5	>21	12	15.4	100
	Total	78	100	

The table 3 reveals the experience of the respondents, 33.3% of the respondents are having the experience of 6 to 10 years, 23.1% of the respondents are having the experience of 1 to 5 years and it is interesting to note that 15.4% of the respondents are having above 21 years of experience and they are the most experienced and senior professionals in the field of library science.

Table 4: Nature of the institute

Sl. No.	Nature of the Institute	Frequency	%	CP
1	Degree Colleges	60	76.9	76.9
2	PG Colleges	17	21.8	98.7
3	Others	01	01.3	100
	Total	78	100	

Table 4 depicts that, 76.9% institutes under the study are Degree Colleges offering courses like BA, B.Com, B.Sc, B.C.A, B.B.M etc, 21.8% of the institutes under the study are Post-Graduate Colleges which offers PG courses like M.A., M.Sc., M.B.A., M.Com etc., 1.3% institutes under the study are BED colleges offers the courses like B.Ed etc.,.

Table 6: Library Services rendered to the users by the institutes

Sl. No.	Services	Frequency	%	CP
1	Access to CDs/DVDs	50	14.0	14.0
2	Access to free subject-based information gateways/portals on the Internet	33	09.2	23.2
3	Access to Online Databases	40	11.2	34.5
4	Circulation System	72	20.2	54.6
5	Digital Library services	33	09.2	63.9
6	Services through Barcodes, RFID, Webcamera, QR code etc.	31	08.7	72.5
7	Subscriptions to Web-based electronic resources, e-	40	11.2	83.8

	books, electronic journals, databases, etc.			
8	Web 2.0 / Social Media	20	05.6	89.4
9	Web based current Awareness Service	38	10.6	100
		357	**100%**	

The table 6 explores that, the library services rendered by the institution to the users, 20.2% of the college libraries are providing the circulation services and 14% of the libraries are providing access to CDs/DVDs, 11.2% of the libraries are providing access to online databases and Subscriptions to Web-based electronic resources, e- books, electronic journals, databases, etc. and this reveals that all most all the colleges are providing e-resources to the users and it is also very interesting to note that 8.7% of the libraries are providing services through Barcodes, RFID, Webcamera, QR code etc. to maintain the stock and inventory needs of the users. 5.6% of the libraries are providing services through Web 2.0 / Social Media and this shows that the users are not attracted towards the web services and social media but their personal information and sharing of notes and views are through the social media tools.

Table 7: Are you member of social networking site

Sl. No.		Frequency	%	CP
1	Yes	55	73.3	73.3
2	No	20	26.7	100
		75	**100**	

Table 7 depicts that, 73.3% Librarians are members of the social networking sites and 26.7% librarians are not registered in any social networking sites.

Table 8: Awareness of Social Networking Tools

Sl. No.	SNT	Aware	Not Aware	Not Known	User	Not User
1	Facebook	30 (48.4)	1 (1.6)	-	31 (50)	
2	Twitter	30 (48.4)	3 (5.5)	2 (3.6)	14 (25.5)	6 (10.9)
3	Flicker	13 (31.7)	13 (31.7)	5 (12.2)	4 (9.8)	6 (14.6)
4	WhatsApp	29 (45.3)	-	-	33 (51.6)	2 (3.1)
5	Google+	27 (47.4)	3 (5.3)	1 (1.8)	22 (38.6)	4 (7)
6	Instagram	26 (52)	6 (12)	1 (2)	9 (18)	8 (16)
7	Youtube	25 (44.6)	2 (3.6)	1 (1.8)	25 (44.6)	3 (5.4)
8	Blogs	29 (59.2)	6 (12.2)	-	10 (20.4)	4 (8.2)
9	FourSqaure	12 (29.3)	16 (39)	5 (12.2)	-	8 (19.5)
10	MySpace	16 (37.2)	14 (32.6)	5 (11.6)	-	8 (18.6)
11	LinkedIn	28 (51.9)	6 (11.1)	-	14 (25.9)	6 (11.1)
12	Wikis	22 (48.9)	8 (17.8)	2 (4.4)	7 (15.6)	6 (13.3)
13	Delicious	11 (25)	16 (36.4)	7 (15.9)	2 (4.5)	8 (18.2)

Table 8 reveals awareness of social networking sites, 48.4% and 50% of the respondents are aware and users of facebook respectively and 45.3% of respondents are aware WhatsApp and 51.6% respondents are the users of WhatsApp. 47.4% of respondents are aware Google+ and 38.6% respondents are the users of Google+. There are no users for MySpace and FourSquare but the respondents are aware of these social networking tools. 39% and 32.6% of the respondents are not aware FourSqaure and MySpace respectively. There are also good numbers of respondents (44.6%) are the users of Youtube and they are using for downloading of audio and videos.

Table 9: What would lead you to follow social media application?

Sl. No.	SNT	Yes	No
1	Through Search Engine	49 (76.6)	15 (23.4)
2	Friends have	42 (68.9)	19 (31.1)
3	An advert on a social media application (e.g. Facebook)	36 (62.1)	22 (37.9)
4	Promotional material in the library	36 (62.1)	22 (37.9)
5	Word of mouth	26 (44.1)	33 (55.9)
6	Link from the website	35 (60.3)	23 (39.7)

Table 9 explores the reason to follow social media application, 76.6% of the respondents are followed the social media application through search engine and 68.9% of the respondents are followed because their friends have the social media application. 55.9% respondents said they are not followed social media application because of word of mouth.

Table 10: For what reasons does your library use social media

Sl. No.	Reasons	F	%	CP
1	Enhancing reference services	33	10.2	10.2
2	Knowledge sharing	49	15.2	25.4
3	Network with peer libraries	35	10.9	36.3
4	Communication	50	15.5	51.8
5	Marketing and publicity	29	09.0	60.8
6	For online presence	26	08.1	68.9
7	Connect/engage with users	26	08.1	77.0
8	Workflow, library function	25	07.8	84.8
9	For interacting with users	35	10.9	95.7
10	Because our principal / administration wanted to	14	04.3	100
		322		

Table 10 reveals the reasons for using social media application, 15.5% respondents said that they use social media application for communication, 15.2% respondents said that they use social media application for Knowledge sharing and it is also interesting to note that 4.3% of the respondents said that they are using the social media application because principal or administration wanted to implement the social media application in their institute.Table 11: If, yes please mention the advantages of social media in libraries? (Please tick the applicable)

Sl. No.	Reasons	Yes	No
1	We will get latest information / current arrivals	64	21.8
2	Lecture notes are available	40	13.6
3	To interact with the professors	39	13.3
4	To pose the questions and to clarify the doubts	45	15.3
5	Alerts are available	46	15.6
6	Different kinds / formats of information is available (Text, Video, Audio, pictures)	60	20.4
		294	100

Table 11 explores the advantages of social media tools in libraries, 21.8% of the respondents revealed that they will get the latest information and current arrivals to the library for users and 20.4% of the respondents opined that they will get different kinds and formats of information i.e text, video, audio, pictures etc. 15.6% of the respondents opined that through social media tools alerts are available and it is interesting to note that 13.3% of respondents opined that they can interact with the professors.

Table 12: Challenges in implementing social networking tools in libraries

Sl. No.	Reasons	Yes	No
1	Inadequate Time	43 (67.2)	21 (32.8)
2	Technical Capabilities	54 (83.1)	11 (16.9)
3	Administration	44 (68.8)	20 (31.3)
4	Monitoring	36 (60.0)	24 (40.0)
5	Understanding of each tool	37 (59.7)	25 (40.3)
6	Reluctance to use	21 (36.8)	36 (63.2)

Table 12 explores the challenges in implementing the social networking tools in libraries, 83.1% of the respondents opined that technical capabilities is the major challenge in implementing the social networking tools and 16.9% respondents opined that technical capability is not a challenge in implementing in the libraries. It is interesting to note that 36.8% of the respondents opined that they are reluctance to use the social media tools in their libraries and 63.2% of the respondents opined that they are not reluctant to use the social media tools in their libraries.

Table 13: What are the limitations and drawbacks of social Media

Sl. No.	Reasons	Frequency	%	CP
1	Lack of Time	32	11.4	11.4
2	Accountability / No privacy ensured	39	13.9	25.3
3	Not useful for profession	19	6.8	32.1

4	Too many social networking tools	37	13.2	45.3
5	Internet / Wifi	32	11.4	56.7
6	lack of technical knowledge / support	24	8.6	65.3
7	Lot of unwanted information / junk information is posted	44	15.7	81
8	Lack of credibility of tools and services	27	9.5	90.5
9	Lack of Awareness of Tools	26	9.3	100
		280	100	

Table 13 reveals the limitations of social media tools, 15.7% of the respondents opined that lot of unwanted information / junk information is posted in social media tools and 13.9% of the respondents opined that their no accountability for their information and there is no privacy is ensured. 13.2% of the respondents are opined that too many social networking tools are available for use and which confuses their uses. It is also interesting to note that, 6.8% of the respondents opined that the media applications are not useful for the profession.

Findings:

The findings of the study are as follows
- Male respondents are dominated by the female respondents
- 50% of the respondents are in the age group of 31 to 40 years and they are budding professionals in the field of library and information science.
- 33.3% of the respondents are 6 to 10 of experience in their field of service
- 76.9% of the responses are from the degree colleges which offers the courses like BA, B.Sc., B.Com, B.B.M etc.,
- Only 5.6% of the libraries are having the social media application services to their users
- 73.3% of the respondents are the members of social media tools
- 48.4% and 50% of the respondents are aware and users of facebook respectively and 45.3% of respondents are aware WhatsApp and 51.6% respondents are the users of WhatsApp. 47.4% of respondents are aware Google+ and 38.6% respondents are the users of Google+.
- 76.6% of the respondents are followed the social media application through search engine
- 15.5% respondents said that they use social media application for communication, 15.2% respondents said that they use social media application for Knowledge sharing.
- 21.8% of the respondents revealed that they will get the latest information and current arrivals to the library for users
- 83.1% of the respondents opined that technical capabilities is the major challenge in implementing the social networking tools and 16.9% respondents opined that technical capability is not a challenge in implementing in the libraries.
- 15.7% of the respondents opined that lot of unwanted information / junk information is posted in social media tools and 13.9% of the respondents opined that their no accountability for their information and there is no privacy is ensured.

Conclusion

Social media and social networking sites are playing a vital role in disseminating the information to the students, teachers and universities and it also improves the higher education system. The social media has wide impact and importance in transfer of information, sharing, retrieving and disseminating the information among them. The teacher delivery the lecture notes and information to the students by using the WhatsApp, facebook, Youtube, LinkdIn, Instagram etc. The social networking has increased the rate and quality collaboration among teacher and students. The ease and speed with which users can upload pictures, videos or stories has to share their works. Being able to get instant feedback from friends and family on their works, helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

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