Use of Social Networking Tool by the Students of MNR Medical College, Sagareddy, Telangana State.

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Abstract - Social Networking is an online platform which provide facilities to users for creating their profile and allow interaction with other users on the websites. There is an array of social media tools which include Twitter, WhatsApp, Blogs, Facebook, Wikis and YouTube. The present study has been carried out for the purpose of ascertaining the level of usage of social networking tools by the students of MNR Medical College, Sangareddy., Telangana State. The findings of this research reveal that majority of students adopt one or more social networking tools. It is concluded that adoption of social networking tools by students of MNR Medical college library would prove to be very strong marketing tool for promoting the usage of their valuable services and untapped resources

Keyword: Social Media, Social Networking Tools, MNR Medical College, Google, Facebook, Twitter, Youtube, Whatapp.

INTRODUCTION

Advances in the World Wide Web (WWW) have greatly changed the way people access information and communicate with each other. Social Networking Sites are basically those websites which provide social community for people interested in a particular subject or interest together. Social media has become an important tool of self expression and self presentation. The potential embedded in social media platforms has led to a focus on the adoption and use of social media tools by students across different types of libraries. Social media is evolving itself into very important and crucial form of ICT through which one can share, connect people and communities with active participation. We are living in digital world, using I-Phone, smart phone, computers, and tablets are connected through social media like Facebook, YouTube, and Twitter, etc. A social network service comprises a representation user's profile, with some additional services. It is a web-based service that permits people to create a public profile, list of users for sharing connection, viewing and crossing the connections in the system. There are various types of social network sites which include new information and communication tools like blogging, picture, video sharing and mobile connectivity.

SOCIAL NETWORKING TOOLS

Social Networking is an online platform which provide facilities to users for creating their profile and allow interaction with other users on the websites. Social media applications are powerful technological tools for communication loosely summed up as technologies used for interacting, creating and sharing information all built on the ideological and technological foundations of Web 2.0 (Kaplan & Haenlein 2010: 61). The term "Social media" is usually used interchangeably with "Web 2.0" technology. Rogers (2009:2) provides clarity to the difference between the two concepts stating that Web 2.0 refers to the actual applications available to Internet users, whilst social media refers more broadly to the concepts of how these applications are used. However, Cormode and Krishnamurthy (2008) state that Web 2.0 emanates from the enhancement of Web 1.0 which never allowed an interactive and collaborative aspect. There is an array of social media tools which include Twitter, WhatsApp, Blogs, Facebook, Wikis and YouTube. In this present study social media tools are used interchangeably with Web 2.0. Worth noting is that social media applications are divided into different types.

Different forms of social media.
Forms of social media applications
- Social Networking Tools
- Facebook
- Twitter
- LinkdIn
- Google+

Instant Messaging
- Google Chat/Talk
- WhatApp
- WeChat
- Blackberry

Websites
- Blogs
- Wikis

Multimedia applications
- YouTube
- Flickr
- Picasa

Social Bookmarks
- Delicious
- Diigo
- StumbleUpon

OBJECTIVES

This study has been conducted keeping in view the following objectives:

- To find out the use of social media tools by the students of MNR Medical College, Sangareddy, Telangana State
- To find out the purposes do students use social media tools?
- To identity the types of social networking tools at MNR Medical College, Sangareddy Telangana State
- To find out the how familiar students with social media and which tools do they use mostly?

SIGNIFICANCE OF THE STUDY

Social media tools offer libraries an opportunity to link up with clients outside library walls, regardless of whether the library is open or not. It is anticipated that the findings of this research will provide possible strategies of using social media tools in service delivery in medical college libraries. This is a wakeup call to most librarians to consider using trendy technologies to effectively provide service to their trendy users and hence remain effective. It is further anticipated that the results of this research will provide a wider picture on the use of and available social media tools, focusing beyond the common platforms such as Facebook, MySpace, etc, which have been the focus of most past studies. This will present to stakeholders an opportunity to learn and choose the most appropriate tools based on need. It was expected that this study would provide insight amongst students of MNR Medical College.

RELATED LITERATURE:

Along the same lines of thinking, Thanuskodi (2012) exposes that 70% of the male LIS professionals were aware of social media tools as opposed to only 30% of females. In the light of these results it appears that males are more comfortable with using these technologies than females. Scholars have long pondered the state of libraries, user expectations, and the future of library service. Social media tools have brought along a lot of opportunities and they are being used for various purposes within the library realm. Stephens (2007) maintains that every librarian strives to utilise these new tools in innovative and creative ways to ensure delivery of quality services. The researcher presents three major uses of social media in academic libraries identified in the literature. According to a study conducted by Breeding (2010) the use of Twitter and Facebook as marketing tools has propelled activity toward the organisation's web presence and strategic services. The key challenge involves encouraging library staff interest in social networking sites that can be leveraged for marketing and promoting. He ranked RSS as one of the top technologies for distributing content. The study further suggested that librarians should think of RSS as a syndication service to distribute content as well as an advertising ploy to lure potential users to visit the library website. Majumdar (2012) while underlying the importance web 2.0 technologies points out that in West Bengal, out of 18 state universities 5 universities do not have any dedicated library webpage, though these universities maintain and update their

official websites regularly. Har Singh and Anil Kumar (2013) reveal that the scholars of Punjab University, Chandigarh, were found to be aware and making use of such applications in their research work and Facebook is their most popular Social Networking Site. it is observed that though various studies have been conducted on social media networking technologies pertaining to its role, function, and application especially in academic libraries but very few deals with medical college libraries.

METHODOLOGY

The study used both quantitative and qualitative designs. Data collection was done through the use of self-administered questionnaires. Out of the target sample of 900 for the questionnaires, 680 answered and returned the questionnaires for data analysis. This gave us a response rate of 75%. Of these respondents, 525 were UG students and 80 were PG Students. The data collected through closed ended questions in the questionnaires was analyzed by excel spread sheets. while responses for open-ended questions in the were analysed systematically by content analysis.

ANALYSIS OF DATA

Gender

Table-1 shows the there were 429 (63.18%) Female students and 250 (36.82%) Male students who are participated in the study from the MNR Medical College. Among 250 male students there are 197 Under Graduate Students and 53 Post-Graduate Students , among 429 female students 391 Under Graduate Students and 48 Post-Graduate Students. It is clear that female students are more enthusiastic in participating the survey.

Table-1 Gender-wise Respondents

Gender	UG Students	PG Students	Total	%
Male	197	53	250	36.82
Female	381	48	429	63.18
Total			**679**	**100**

Frequency of use of social media tools

This section solicited data on how often students used social media networking tools. Data displayed in table-2 show that most MNR Medical college students mentioned that they accessed the tools 51.49% used "once in a day" followed by "many times in a day" 22.77% used, "once in a week" 14.85% were used. About "Twice in a week" and "once in a month" each of 4.95% were used, finally 0.99% "never" used.

Table-2 Frequency of use of social media tools

Frequency	UG Students	%	PG Students	%
Once in a day	263	45.50	52	51.49
Many times in a day	178	30.80	23	22.77
Once in a Week	82	14.19	15	14.85
Twice in a Week	45	7.79	5	4.95
Once in a Month	10	1.73	5	4.95
Never	-	-	1	0.99
Total	**578**	**100**	**101**	**100**

Purposes of using social media networking tools

Respondents were provided with a list of activities from which they were required to select the ones they performed using social media tools. Table-3 illustrates results from the students at MNR Medical college "agreed" 83.21% used for their academic purpose and "strongly agreed" 15.02% "disagreed" 1.47% . About on Acquiring information "agree" 73.93% and "strongly agree" with 23.71%, Collaborating with others "agree" 60.82% and "Strongly agree" 32.84%, Communicating with faculty & staff are "agree" 75.11% and "strongly agree" 23.56%, Communicating with friends and family are "agree" 60.38% and "strongly agree" 36.82% and there only "neutral" 1.33% decision. And for Entertainment purpose there are 22.83% "agree" and 19% are "strongly agree" 37.56 "disagree", 14.43% are "strongly disagree ad 6.19% are "neutral stage. When it comes to Personal information 78.94% "agree" and 14.43% are "strongly agree" and 6.63% are "disagree". For the purpose of Reference 67.75% students are "agree" status and 25.51% are "strongly agree" status. For updating current news purpose there are 56.26% students are "agree", 30.34% are "strongly agree", 11.49% are "disagree", 0.74% are "strongly disagree" and 1.18% are in "neutral" status.

Table-3 Purpose of using social media networking tools

Purpose of Use	Agree (%)	Strongly Agree (%)	Disagree (%)	Strongly Disagree (%)	Neutral (%)
Academic purposes	83.21	15.02	1.47	0.29	0.00
Acquiring information	73.93	23.71	1.33	0.74	0.29
Collaborating with others	60.82	32.84	3.68	0.88	1.77
Communicating with faculty and staff	75.11	23.56	0.74	0.00	0.59
Communicating with friends and family	60.38	36.82	0.88	0.59	1.33
Entertainment	22.83	19.00	37.56	14.43	6.19
Personal information	78.94	14.43	6.63	0.00	0.00
Reference purpose	67.75	26.51	4.12	0.29	1.33
Updating current news	56.26	30.34	11.49	0.74	1.18

Familiarity with social media networking tools

Table-4 shows the responses from students in relation to their awareness and familiarity with social media networking tools. A list of various social media tools was provided to MNR Medical College students to choose the ones they were aware of. The choice of the social media tools was based on their prevalence in the literature. 11.79% students were aware of Facebook, followed by 11.33% "YouTube", "WhatsApp" 9.97%, Twitter 8.59% and LinkedIn 8.56% Similarly 8.05% familiar with Blogs and 7.52% Google+ 6.71% with Wiki, 6.11% with Google Chat. There are 5.69% familiar with Flicker and picasa 4.03%, Delicious 2.90%. There are very few students mentioned familiarity with StumbleUpon, MySpace, Instagram and Pinterest with (1.72%, 1.29%, 1.54% and 1.80%)

Table-4 Familiarity with social media networking tools

Social Media Tools	UG Students	PG Students	Total	%
Facebook	565	85	650	11.79
Twitter	412	62	474	8.59
LinkedIn	420	52	472	8.56
Google+	375	40	415	7.52
Google Chat	316	21	337	6.11
Whatapp	502	48	550	9.97
WeChat	122	10	132	2.39
Blogs	412	32	444	8.05
Wiki	350	20	370	6.71
YouTube	560	65	625	11.33
Flicker	302	12	314	5.69
Picasa	212	10	222	4.03
Delicious	151	9	160	2.90
StumbleUpon	90	5	95	1.72
MySpace	60	11	71	1.29
Instagram	79	6	85	1.54
Pinterest	95	4	99	1.80

SUGGESTIONS AND RECOMMENDATIONS

For students use some of the social networking tools Instant Messaging, RSS Feeds, Library Blogs, Ask the Librarian/ Chat with Librarian, Feedback, Suggestions & Comments, and Contact details/Form/Email/Phone but still there is lot of scope for enriching the techniques/ tools to connect with the users by implementing more Web 2.0 applications in the libraries. These are Facebook and Twitter to stay connect with their users and provide quick information, Google+ for their personalized pages in the form of group services, products and other personalized

services, YouTube to share videos, Wikipedia to provide information to user and LinkedIn for professional interaction to their users.

CONCLUSION

Social media is essential for every individual in today's world of technology. People use it not only for information and interaction but also for entertainment. The uses of social networking tools are support their educational initiatives have received much attention. As younger generations use such technology in the classroom, they remake the educational landscape. With the implementation of Web 2.0 tools can lead user to provide services of libraries beyond the physical walls by connecting them to libraries. Academic libraries may reach a new types of users who are not formal teachers and students of the institutions and may bring change in the relationship between users and libraries. The current study leads us to adopt an approach which should reflect a better balancing the relationship between Social Networking tools and academic studies environment of the medical colleges. It is concluded that adoption of social networking tools by all the medical college libraries would prove to be very strong marketing tool for promoting the usage of their valuable services and untapped resources

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