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ACADEMIC LIBRARIES & SOCIAL NETWORKING: A STUDY

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ABSTRACT :

    With the adoption of new technologies and the explosion of information, has been turned traditional library into digital one. Social Networking Sites are one of major factor of new technology which importance is growing up rapidly. Libraries are the storehouse of knowledge and information and its works as a connector of information and information seeker. Social Networking sites are helping the users to access the information at least time. SNS creates a platform educational atmosphere where one can exchange their thinking to others through internet. Social Networking Sites helps in becoming the world into a global village. Library services and library professionals have been improved due to development of SNS. This article gives importance on various social networking sites using in the library, advantages and challenges of SNS. This article also discusses important of Social Networking sites in the library. It also includes the data collected from the user feedback of Gauhati University.

KEYWORDS : *Social Network, Social Networking Sites, Academic Libraries, Facebook, YouTube.*

INTRODUCTION

    Now a day's Information technology enacts an important role in the society and it helps in exchanging the information, ideas and knowledge to one to another. There are various technologies which used as medium of interchange of knowledge through networking. As we know that Libraries are regarded as a gateway of knowledge. Library allows its users to access the different information, services so that people can enhance their store of knowledge as well as built up the personality. Previous traditional library has been converted into the digital library with the improvement of new technologies. These technologies help the users to gain the knowledge not from only the documents which are preserved in the library but also from the other libraries and other form with the help of various social networking sites. The social Networking sites are enticing the attention of academic users and researchers with their affordable accessibility. Social Networking sites became a platform of resource sharing among the users. These Networking sites is helpful for maintain the relation between each member of a parent library as well as other libraries or institutions. The SNS wish to deliver the desire information of the user at least time. The different SNS are Facebook, Google+, YouTube, Twitter, Linkindin, Myspace, Fliker, Instagram etc. These tools are becoming a key for making the wonderful world for digital library. These tools help in smooth flow of information among the user of different place.

LITERATURE REVIEW:

    The purpose of literature review is to convey to the readers the present status of the concept and research on the topic available for study. Literature survey helps in collecting the findings and

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principles of different aspects involved in carrying out a study. Various documents including books, journal articles, online resources, dissertations, theses and seminar paper are taken as a review. The review of related literature helps in tracing and acquiring wide range of information on the study. The review of literature of the present study can be discussed as follows:

Dickson, A. & Holley, R. P. (2010). "Social networking in academic libraries: The possibilities and the concerns." – In this article the authors discussed about use of major social networking tools in academic libraries of United States and also examined the concerns of use from students of academic libraries of US.

Tella, Adeyinka, Olarongbe , Shuaib Agboola , Akanbi-Ademolake, HauwaBolanle&Adisa, Mulikat Y. (2013) "Use of Social Networking Sites by Academic Librarians in Six Selected States of Nigeria" – This article discussed about the increasing attractiveness of social networking sites in the libraries and also explained how librarian of one library can connect with another librarian and libaraies with the development of SNS.

Ansari, Aslam & Hasan, Mehfoozul. (2015). "Use of Social Networking Sites in Library and Information Centers" – In this article the authors explained the use of social networking sites in the libraries and how it is helpful for the users to share various information.

Sachin, Kadam V. (2014). "Impact of use of Social Networking Sites on Libraries" – In this paper the author discussed the various impacts of social networking sites, networking tools and about the role of librarians.

Priolkar, Saee A. &Kumbhar, Sagar S. (2015). "Use of social networking sites by library professional in the institute Libraries: A study" –This article explained social networking as an effective media of communications. SNS improves both libraries and library professionals.

Mishra, C.S. "Social Networking Technologies (SITs) in Digital Environment: Its Possible Implications on Libraries" – In this paper he explained how social networking tools can be used as a medium of exchanging the information among the user in the libraries by using web 2.0.

OBJECTIVES OF THE STUDY:
1. To know what is social networking.
2. To know what are the social networking sites.
3. To know the importance of using social networking on the library.
4. To know about the users interest using social networking on library.

SCOPE AND LIMITATION OF THE STUDY:
The present study tries to define the social networking sites used in the academic libraries, importance of SNS in libraries and the advantages from the social networking sites in the library. This study also attempt to know the role of librarian in the SNS applied environment. A user survey is conducted in 2019 in the Department of Library & Information Science of Gauhati University. A questionnaire was distributed among the 60 number of students of DLISc. and responses from all 60 students have received. The presents study is limited only social networking sites and academic libraries and the library users of Gauhati University.

RESEARCH METHODOLOGY:
Research methodology has a significant role in any type of research. Without a proper method, objectivity of a study cannot be come out. Various methods can be used for a study. The present study questionnaire method and case study method has adopted for obtaining the objectives of the study. The questionnaire contains a list of questions which are well framed according to the aim of the study.

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SOCIAL NETWORKING:

Social networking is a platform through which people connect each other or to informs others about events, activities, share news, photos, videos and other activities through internet. According to Cambridge dictionary, social networking is "the activity of sharing information and communicating with groups of people using the internet, especially through websites that are specially designed for this purpose".

Importance of Social Networking in Libraries:

Reason for using social networking in libraries:
a) It is very easy to use and it free of cost.
b) It is promoting as well as marketing the library services and activities.
c) Social networking provides and spreads any kind of information very fast.
d) Present world is internet technologies world, that's why the library should using social networking services to update itself.
e) It offers an accessible way to engage with patrons and potential patrons.
f) It is the way to improve the customer service of the library.
g) Reach the new audience.

Social networking is an open platform to communicate with people and marketing the library services. This is the easier process to come close to library users. The library just need to open a page or account on the social networking site and update its activities regularly. Now a day's social networking sites are the mirror of our society. It promotes and offers enhance to improve customer service issues and complain.

Social networking sites used by libraries:

Social networking helps the library up-to-date and gives the library a new look. Social networking sites are encouraged the library professional to provide information and communicate with library users. The sites which are mostly used in the libraries are given below—

Facebook– Facebook is an American social networking site which is started on February, 2004. It is the most popular social networking site among the users. The benefit of use face book is the librarian directly connects and communicates with its users. And the users can give the feedback as well as suggestions to the librarian for the development of the library.

MySpace – MySpace was launched in the year of 2003 in California. It is most frequently used social networking site all over in the world. Like Facebook, in MySpace also the librarian share any kind of information, photos, slides etc.

YouTube - it was created in the month of February, 2005. It is a hugely used social media for storing and sharing the videos. The librarian can share the library activities, conferences, events etc. in the YouTube for users.

Twitter - It is a very dynamic social networking site which allows users to write massages or tweet. It can be read by anyone.

LinkedIn - It is the most effective way to communicate with research scholars and other library professionals. Like others this site also disseminates the information to the users. It is called professional social networking service.

Blog - Blog is a site where we make regular post on any topic. It is like a web journal. By creating a blog the library easily communicates maximum numbers of user instantly. With the help of blog the library professionals easily disseminate all types of information to its users.

Flicker – this site is basically bound for image distribution. Library can share the images o library collection, new arrival, photos of seminar, & workshop via this site. It attracts the users a lot.

Google+ - it is an internet based social networking service launched on November, 2011. Like facebook google plus also disseminate information, share photos, slide and videos.

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Instagram - It is a unique social networking platform. Instagram is based on sharing images and videos. The library can also use this site to provide information about library's activities and collections.

Data analysis:

This study includes the analysis of responses received from the users of DLISc, Gauhati University through the interpretation of questionnaires. It contains the responses received from the user under the study regarding the frequency of use SNS, time spent in SNS, Purpose of use SNS etc.

Frequency of use of Social Networking Sites (out of 60 Students):

The frequency of use of social networking sites by the users of DLISc, Gauhati University during 2019 can be evaluated from the data which are interpreted in below table 1 and Figure 1

Table 1: Frequency of use of SNS

Frequency of use	Responses	% of Responses
Daily	33	55
Weekly	14	23.33
Monthly	9	15
Rarely	4	6.67
Not at all	0	0

(Primary data Collected from Questionnaire)

The data provided in the Table 1 shows the frequency of use of SNS i.e. Daily, Weekly, Monthly, Rarely and Not at all. And also the Table shows the percentage of responses according to each frequency. The total Number of 33 users uses the SNS in daily manner which percentage is 55%. The Total number of 14, 9, 4 users uses the SNS in weekly, monthly, rarely way respectively. The percentages of responses are 23.33%, 15%, 6.67% respectively. The below figure 1 shows the data of frequency of use SNS of DLISc. of Gauhati University statistically.

Figure 9.1: Frequency of use of SNS
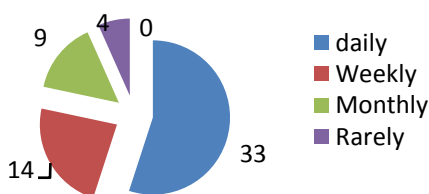
(Primary data Collected from Questionnaire)

Spending time in accessing information through SNS:

The data has collected from the user regarding the time spent of data in accessing the information through SNS.

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Table 2: Spending of time in accessing information through SNS

Spending of time	Responses	% of responses
Less than 1 Hour	6	10
1 - 2 Hours	21	35
2 - 3 hours	16	26.67
3 - 4 hours	6	10
4 - 5 hours	6	10
More than 5 hours	5	8.33

(Primary data Collected from Questionnaire)

The data provided in table 2 and figure 2 shows the spending of time in accessing the information. Out of 60 users, 6 users responded as spend of time is less than 1 hour. Later users 21, 16, 6, 6, 5 are responded as 1-2 hours, 2-3 hours, 3-4 hours, 4-5 hours and more than 5 hours respectively. It also illustrated the percentages of time spentie. 10%, 35%, 26.67%, 10%, 10% and 8.33% respectively.

Figure 2: Spending of time in accessing information through SNS
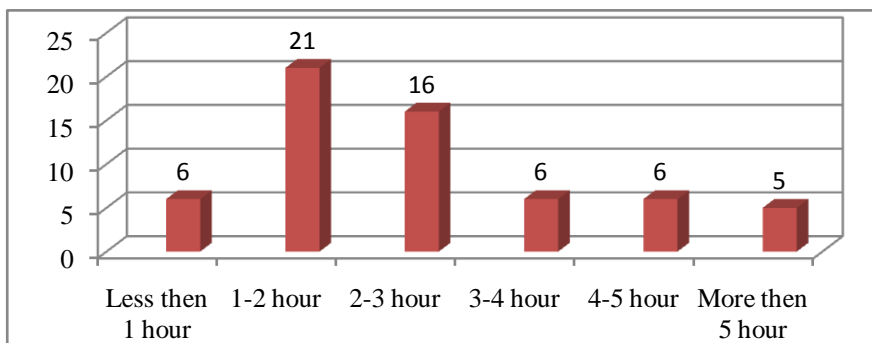
(Primary data Collected from Questionnaire)

Most Frequently used Social Networking Sites by users:

The present study collects the data about the most frequently used SNS i.e. Facebook, My space, YouTube, Twitter, Linklin, Google+, Filker, Instagram and others.

Table 3: Most Frequently used SNS:

Sites	Responses
Facebook	53
MySpace	11
YouTube	60
Twitter	39
Linkdin	48
Google+	48
Filker	0
Instagram	41
Others	13

(Primary data Collected from Questionnaire)

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In the table 3 and figure 3 shows that out of 60 users, 53 users used Facebook, 11 users used MySpace, 60 users used YouTube, 39 uses used Twitter, 48 users used Linkdin, 48 users used Google+, No user use Filker, 41 use used Instagram and 13 users used other SNS.

Figure 3: Most frequently used SNS
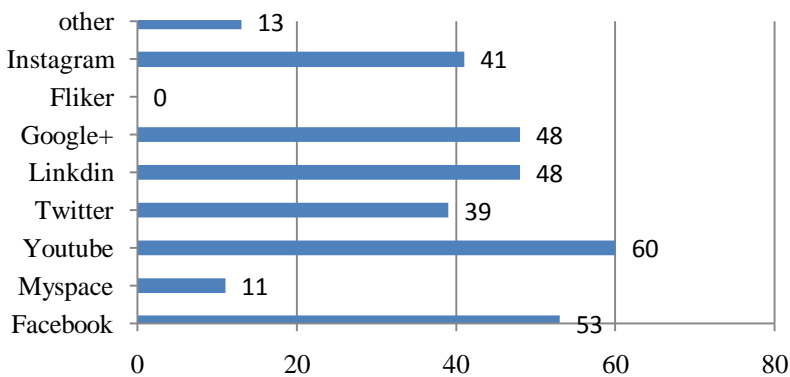
(Primary data Collected from Questionnaire)

Purpose of use Social Networking Sites by users:

The purpose of using Social Networking Sites may be different by different user. The purpose may be like Entertainment, General knowledge, chatting with friends, for academic and also for other purpose.

Table 4: Purpose of use SNS

Purpose	Responses
Entertainment	35
General knowledge	40
Chatting with friends	27
Academic purpose	49
Other	4

(Primary data Collected from Questionnaire)

The data in the table 4 and the figure 4 shows the different purpose of using SNS and their responses. Here out of 60 users, 35 users used SNS for entertainment, where 40 users used for gain General knowledge, 27 users used for chatting with their friends and 49 users used SNS for their academic purpose. And 4 users used SNS for other purpose.

Figure 4: Purpose of Use SNS

(Primary data Collected from Questionnaire)

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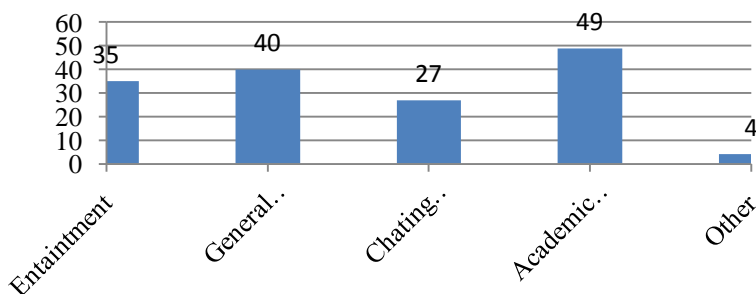
Social networking Sites are helpful for library.

A question has come to our mind that social networking sites is really helpful for the library. And here data is collected from the users regarding this question. More than 50% of students respond positively.

Table 5: SNS are helpful for library.

Responses	User
Yes	48
No	12

(Primary data Collected from Questionnaire)

In the Table 5 and the figure 5 shows the responses regarding the question i.e. are social networking sites helpful for library. Out of 60 students or users 48 respond as yes it is helpful for library. And other 12 students answered negatively. These data are illustrated in the following figure 5.

Figure 5: SNS are helpful for library.
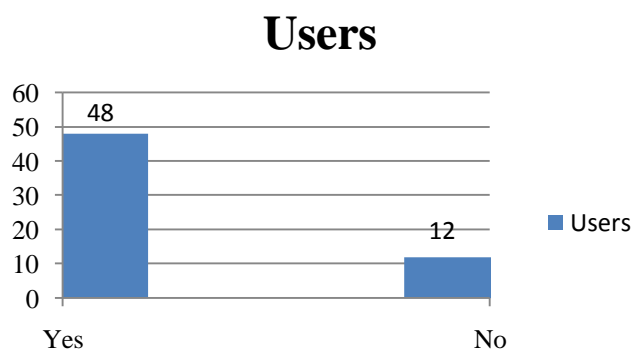
(Primary data Collected from Questionnaire)

Advantages and challenges for using social networking on library:
a) Advantages:
➤ It attracts the users
➤ Changed the image of the library
➤ Helps the library to communicates with various social groups
➤ Provides information for new arrivals
➤ To collect users' feedback and suggestions on the library services
➤ Provide updated information
➤ Social media helps user to use library in effectively
➤ It helps libraries to get closer to the users.
➤ Social networking helps in promoting to share knowledge
b) Challenges:
Speed of internet is a major challenge for the library.
➤ Lack of interest of library professionals and the support from authority.
➤ Lack of funds.
➤ Lack of staff training.
➤ Lack of awareness.
➤ Lack of manpower.
➤ Lack of maintenance.

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Findings:

➢ Maximum users of the library are using social networking sites.
➢ To up to date a library social networking is most important.
➢ Because of using social networking sites in library the popularity of the library increasing rapidly.
➢ It increases the activeness on works of the library professionals.
➢ Out of 60 students, 55% use Social Networking Sites in daily manner.
➢ 35% of students spent 1- 2 hours in SNS.
➢ The SNS YouTube has used by the user most frequently.
➢ Most of the students use SNS for academic purpose.

SUGGESTION:

The suggestions for using social networking are given below:
➢ Make awareness among the library professionals for using social networking in library.
➢ Manpower of the library should be increased.
➢ Training for using and maintaining social networking sites or services used in the library should be provided.
➢ Governing body or the parent organization of a library should be provided the adequate fund for this.
➢ The bandwidth of the internet should be increased.

CONCLUSION:

The nature of information is, it growing very fast. So, proving the correct information to the correct user is very difficult. But with the help of social networking or social networking sites, this problem is decreased. Social networking helps the library professionals to provide information firstly. That's why the popularity of social networking is increasing. And if the library contacted with social networking sites it helps the library become popular and students as well as other users easily attract towards the library.

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