

USE OF SOCIAL NETWORKING TOOLS BY LIBRARY PROFESSIONALS

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ABSTRACT

In this modern era of information technology, social media is the key factor for communication with library users. It has created a new platform for librarians to supply library services in an effective and innovative way. In this paper an attempt has been made to know the utility of internet communication sites among library professionals. The study also identifies the perception among library professionals with regard to importance of these multimedia tools. The study is based on survey research method using questionnaire as a tool. For designing questionnaire comprehensive review of the literature was conducted by using different websites, blogs and search engines. The College Librarians of Government colleges of Madhya Pradesh in Jabalpur Division participated. In Jabalpur division there are six districts Seoni, Balaghat, Mandla, Dindori, Katni, Chhindwara, were put under this study. The structured questionnaire was distributed among 95 Librarians. Hundred percent responses were received from the respondents. The questions related to social networking tools were based on the theme of the study.

KEYWORDS: *Social Media, Social Networking, Reference Service, Blog, YouTube*

Article History

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INTRODUCTION

It is necessary for library professionals to use latest technology for current information and create potential users for library. Today, media is an effective tool for information management; therefore it has become an integral part of library professionals. Social media allows users to share original thoughts, pictures, and events with online chatting. With the help of internet sites, traditional libraries have now changed into digital libraries. Proper use of multimedia increases both the number of users and their satisfaction with library services. With the deep knowledge of internet library, professionals are capable of guiding to users. With the skills to use internet sites, library professionals are capable of providing library services effectively and efficiently.

OBJECTIVES

The main intentions of the study are:

- To know about the significance of social networking sites.
- To evaluate the knowledge of different internet sites among Librarians.
- To calculate the implementation of various internet tools by librarians in Library Services.

- To know the purpose of using kinds of internet sites by Librarians.
- To know the effectiveness of social interacting sites among Librarians.
- Examine the different types of social sites of digital era mostly consulted by librarians in providing Library Services.
- To study the profits of social networking sites.
- To recognize the areas behind use of different internet sites.

METHODOLOGY

The study is based on survey research method using questionnaire as a tool. For designing questionnaire comprehensive review of the literature was conducted by using different websites, blogs and search engines. The College Librarians of Government colleges of Madhya Pradesh in Jabalpur Division participated. In Jabalpur division there are six districts Seoni, Balaghat, Mandla, Dindori, Katni, Chhindwara, were put under this study. The structured questionnaire distributed among 95 Librarians. Hundred percent responses were received from the respondents.

LITERATURE REVIEW

Van, Zyl (2009) studied the use of multimedia networking tools among library personnel. They conclude that the most commonly used aids in university libraries were Facebook & Twitter. The study gave the road map for academic librarians to apply social networking tools.

Mahmood & Richardson (2011) conducted a survey regarding the use of web 2.0 technologies. The survey was based on websites of academic libraries of the association of research libraries. It was found that all libraries were using various web 2.0 tools like blogs, RSS, Instant messaging, Podcasts etc.

Gupta, Goutam & Khare (2014) identifies the level of awareness among library personnel in power sector organization. They concluded that library staff hadno idea about of these internet applications their utility is usefulness in their work.

Hasan (2015) explained the use of internet sites by libraries and information centres. They are very useful for library professionals.

Madhusadhun (2017) examined the use of social networking sites. In many research scholars of University of Delhi, It was found in the study that most of the respondents hadthought about utility of internet sites.

Oyeniran & O Lajde (2019) investigated the important of librarians using internet sites for library services in the university libraries of Nigeria. The finding revealed that lack of knowledge and interruptedelectricity are major problems faced by librarians.

Chukvuyre (2020) presented research paper about the role of librarians in covid-19 period. The study concludes that librarians can play a vital role to disseminate the information with the help of health care workers, societies & communities by using social media platforms.

Duboliya (2020) studied internet sites as a part of essential library services. He suggested that the multimedia sites are a tool to unitepeople to gatherfor a common purpose.

Silpisikha Devi (2020) studied use of internet sites by research scholars at Gouhati University. The study shows that social networking sites allow library professionals as well as research scholars to access information at very few times. The study shows that Facebook is used by research scholars most frequently.

DATA ANALYSIS AND INTERPRETATION

The analysis of data and its interpretation given below:

Table 1: Frequency of use of Social Networking Sites

S. No	Frequency	Responses	Percentage
01.	Daily	75	78.94%
02.	2 times in week	15	15.78%
03.	Weekly	05	5.25%
04.	Not at all	0	0%
	Total	95	100%

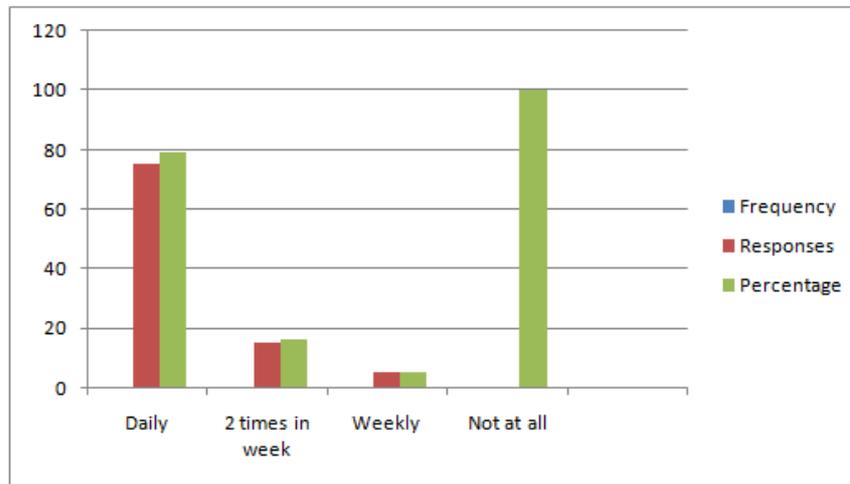


Figure 1

The data given in table 1 shows that most of the users respondents (78.94%) use internet sites daily followed by (15.78%) using two times in a week. Few respondents (5.25%) use social media site weekly.

Table 2: Time Spend in Access of Social Networking Sites

S. No	Frequency	Responses	Percentage
01.	Up to 1 hour	30	31.57%
02.	1-2 hours	40	42.16%
03.	2-3 hours	20	21.05%
04.	More than 3 hours	05	5.26%
	Total	95	100%

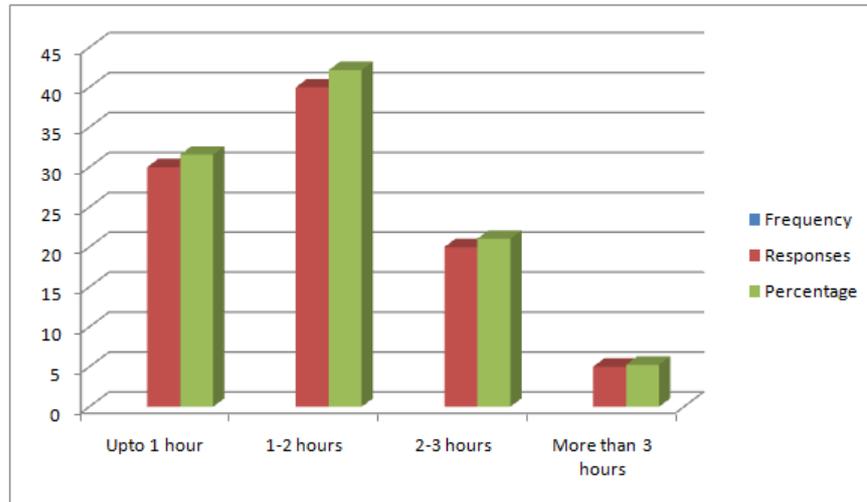


Figure 2

The respondents were asked about time spend in access of internet site for academic purpose. It is found that majority of respondents (42.16%) were spend between 1 to 2 hours followed by 31.75% spend up to 1 hour. 21.05% respondents spend between 2 to 3 hours for searching and studying the social networking sites. Only 5.26% respondents spend more than 3 hours for studying social networking sites.

Table 3: Most Frequently used Social Networking Sites

S. No	Social Networking Sites	Responses	Percentage
1.	Facebook	95	100%
2.	Google +	65	68.48%
3.	YouTube	82	100%
4.	Twitter	90	94.73%
5.	LinkedIn	70	73.68%
6.	Instant Messaging (Chatting)	68	71.57%
7.	Discussion Groups	78	92.10%
8.	RSS Aggregators	18	18.94%
9.	Power Point Sharing	32	33.68%
10.	Video/Audio	36	37.89%
11.	Social Book Working	20	21.05%
12.	Web File Sharing Services	40	42.10%
13.	Blogging	23	24.21%
14.	Content Management	43	45.26%

The respondents were questioned about frequency of used of internetsites. The data in table 3 shows that out of 95 respondents, 100 respondents use Facebook. There were almost (94.73%) respondents who use Twitter. There were respondents who were used internet sites like (82.10%) discussion group, (73.68%) LinkedIn, (71.57%) instant messaging, (68.42%) Google+, (45.26%) Content Management, (42.10%) Web File Sharing, (37.89%) Audio Video, (33.68%) Power Point sharing very few respondents uses RSS Aggregator (18.94%), Social book working (21.05%) & Blogging (24.21%) for their educational purpose.

Table 4: Usefulness of Internet Sites

S. No	Frequency	Responses	Percentage
01.	Yes	90	94.73%
02.	No	05	5.26%
	Total	95	100%

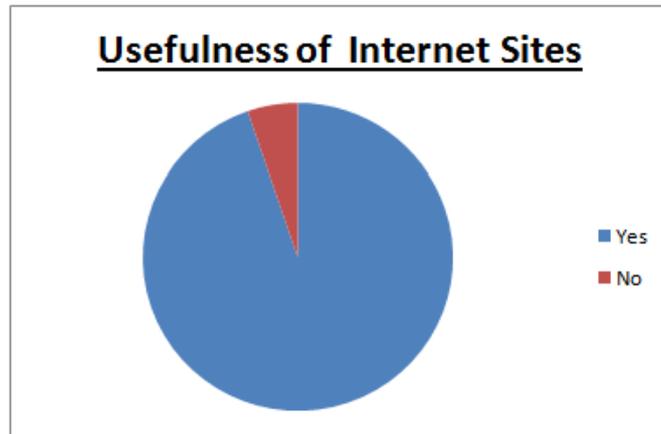


Figure 3

The Table 4 indicated that majority of respondents (94.73%) think that internet sites are useful. Very few (5.26%) respondents think reactivity.

Table 5: Use of Internet Sites for Dissemination Information

S. No	Frequency	Responses	Percentage
01.	Research	30	31.57%
02.	Teaching	28	29.47%
03.	General Information	22	23.15%
04.	Chatting	15	15.78%
	Total	95	100%

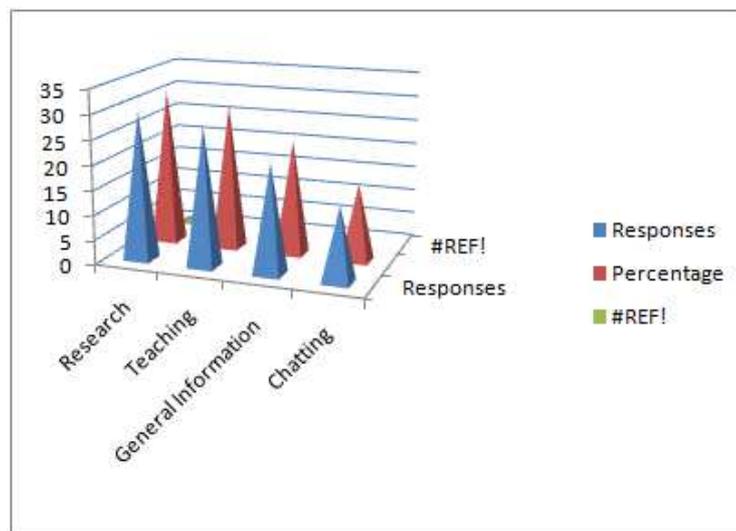


Figure 4

The usefulness of internet sites is given in Table 5. It is founded that majority of respondents (31.57%) use internet site for research purpose followed by (29.47%) were using for teaching. (23.15%) respondents used internet sites for general information and (15.78%) used for chatting.

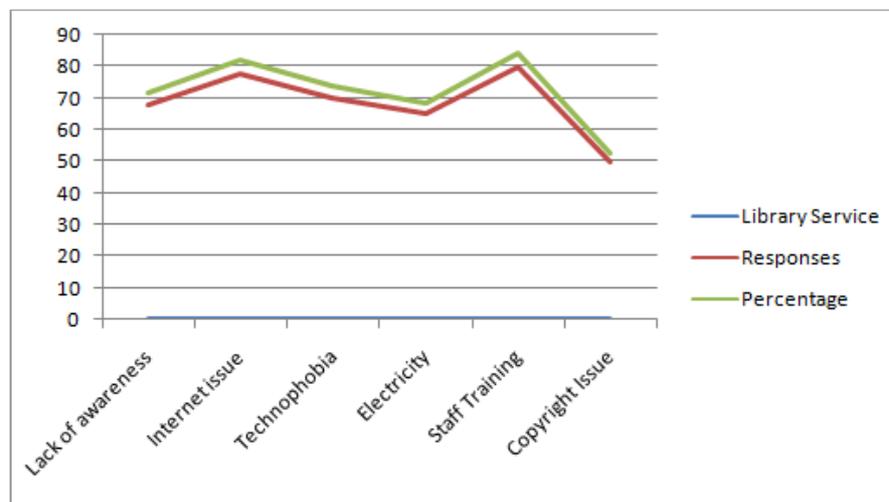
Table 6: Services Provided by Librarians using Internet Sites

S. No	Library Service	Responses	Percentage
1.	Reference Service	48	50.52%
2.	Marketing of Information	22	23.15%
3.	Current Awareness Service	78	82.10%
4.	Given Information about new arrivals	83	87.36%
5.	Online registration for users	85	89.47%
6.	Sending Online Notices	72	75.78%
7.	Reservation of Books	41	43.15%

Table 6 provides the responses of librarians using internet sites for providing different library services. The finding shows that the high majority librarians (89.47%) use social media for online registration of users. A total (87.36%) indicated that information about new arrivals given by librarians using social networking closely followed by (82.10%) provide current awareness service, (75.78%) used internet for sending online notices. The other services including reservation of books (43.15%), reference service (50.52%) & marketing of information services (23.15%) provided by librarians using internet sites.

Table 7: Challenges Faced by Librarians using Internet Sites

S. No	Library Service	Responses	Percentage
1.	Lack of awareness	68	71.57%
2.	Internet issue	78	82%
3.	Technophobia	70	73.68%
4.	Electricity	65	68.42%
5.	Staff Training	80	84.21%
6.	Copyright Issue	50	52.63%

**Figure 5**

The Table 7 shows different challenges of librarians are facing while using social media in providing library services. The findings clearly indicated that proper internet connective (82.10%) is the major problem for provide services to its users especially in rural areas. Proper staff training (84.21%) faced become a major problem for using social networking sites. The other challenge faced by librarians using internet sites includes, Technophobia (73.68), Electricity (68.42%), copyright issue (53.63%) and lack of awareness (71.57%).

FINDINGS

- The Librarians use internet sites for providing library services.
- Majority of librarians used daily internet sites for providing library services.
- More than 50% librarians use more than three hours for internet sites.
- Facebook and Twitter are very popular internet sites among librarians. They also use other internet sites such as YouTube, LinkedIn, Instant Messaging, Blogging etc. for providing library services.
- Almost all librarians think that internet sites are very useful to them.
- Most of the librarians disseminate information using internet sites for teaching & research
- The social media tools are very helpful for providing information services to Librarians. These services include reference services, online registration of users' information about new arrivals etc.
- Librarians faced various challenges for providing library services to its users. Lack of awareness, proper networking, electricity, staff training, and copyright issue are the major problems.

SUGGESTIONS

- Librarians should make more effort to using internet sites for providing library services.
- Training programme should be organized for librarians about utility and are of internet sites.
- More infrastructure facilities of e-resources should be increased in libraries.

CONCLUSIONS

Proper use of internet sites is very important for every individual librarian in the age of information technology. The users of libraries use internet sites for their study & research. It is concluded that use of internet sites by librarians of college libraries would prove effective library services. Use of internet sites attracts more users for proper use of library resources.

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