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Abstract

Introduction The main theme of the study is to investigate the usage of social media among the student of Department of Library and Information Science.

Objectives To examines the most useable social media applications, purpose of their use and impacts of social media.

Method Structured questionnaire was distributed among 208 students through personal visits and emails.

Results The study determines that Facebook was the frequently useable application among these students. The majority of the students used social media for academic and entertainment purposes.

Conclusion The study concluded that the social media has positive impacts on the studies of the students.

Keywords: Social Media, Students, Library and Information Science

1. Background of the Study

Social media is an internet-based communication platform that enables a group of individuals, organizations, and communities for building an environment of collaboration and interaction (Sloan & Haase, 2017). Kuss and Griffiths (2011) defined social media as a collection of online communication channels used to create a personal profile and to connect people with their family, friends, and other people sharing mutual interests. It refers to the interaction, creation, sharing, and exchanging of multiple contents between and among individuals. Social media includes different web-based applications such as Facebook, Twitter, Whatsapp, Instagram, YouTube, MySpace, Digg, Yahoo, RSS Feeds, and many others. These applications have structured society by changing the nature of relationships among people based on specific interests such as fellowship, kinship, friendship, and religious relations, etc (Al-Sharqi & Hashim, 2015).

Modern Information and Communication Technology (ICTs) has changed the scenario of today's world from global village to global street that has turned the nature of interaction and socialization regarding sharing of ideas, opinions, information, and knowledge (Adomi & Ejirefe, 2012). It also increases the activities of seeking and leisure while exchanging online different formats of text, documents, pictures, and audio-visual materials within individuals in the society. The digital era vastly contributed towards rapid usage of social media sites with the advent of handheld electronic devices especially smartphones (Quad, 2014). The creation of different kinds of information and the existence of an environment of sharing these on the internet, thus social media has become the most contributed platform. Most organizations use social platforms for various purposes (Iman & Inamullah, 2020). Previous studies showed that

students used several hours to spend on social media sites. Every day millions of students and researchers made access to social media and other websites in order to find out their required needs/material thus, they depend and reliance on many social media sites across the globe (Refuel, 2013). They also used this platform for leisure and entertainment.

The use of social media has different prospects regarding their usage either positive or negative on students` academic and social lives. Social media has a very positive sign to the students which enables them to share and exchange ideas, opinions, feelings, personal information, images, audios, and videos for informative and educational purposes. On the other hand, it had also negative impacts on students by wasting a lot of time on using social media by most of their time on chatting with friends, downloading irrelevant pictures and videos, pornography, and in wrongdoing in examination period (Maureen, 2018). This irrelevant use of social media leads to the wastage of study time at the expense of reading books and contributed to the diminishing morals of youths. Long (2012) determines that these types of activities make students engaged and addictive which can be quite a loss of studying time and distracting.

Relevant literature showed that most of the researchers conducted studies regarding the use of social media among students of secondary and tertiary levels in educational institutions. Nisha (2019) analyzed social media usage by the students of JNTUE College of Engineering, Pulivendula. A quantitative research approach was used to collect data from the students. Findings of the study revealed that smartphone was the most favored devices other than a tablet, laptop, and PCs. The majority of the students spent more than two hours on social media sites. Maximum students frequently use social media for e-learning. Maureen (2018) conducted a study on social media and study habits of secondary school students in Anambra State, Nigeria to find out various social media sites used by the students. Data was collected through structured

questionnaires from more than 500 students. The findings of the study showed that the majority (429) of the students have good study habits. The study also determined that ten out of 21 social media sites were frequently used by the students irrespective of their gender.

Asiedu (2017) examine the influence of social media sites on the academic and social performance of students at the University of Ghana and Kwame Nkrumah University of Science and Technology. 204 students were surveyed with help of closed-ended questionnaires. The results of the study found some positive effects on the students` career i.e., seeking different views on a specific topic from colleagues, more opportunities to make new friends, and a way to participate in group discussions. Furthermore, the study also revealed some negative effects such as wastage of time, reduction in the level of concentration on the study, and decrease in face-to-face communication.

Usage of social media among M.Phil and Ph.D. scholars was investigated by Batool and Bhatti (2014) in two public sector universities of Pakistan. Researchers used a quantitative approach to analyze the collected responses. Social media was the most familiar platform used by the respondents. Maximum of the researchers frequently access Facebook to communicate with their friends than any other sites. Although, respondents used other sites due to specific purposes. They gave more preference to the usage of social media sites for different purposes i.e. current information from the library, institution, and organization, new events, and seek professional opportunities. Shafique, Anwar, and Bushra (2010) adopted both open and close-ended questionnaires to examine trends of social media usage among Geography students of the final year at the University of Bahawalpur. Results of the study found some of the websites were mostly used by the respondents for social interaction, e-learning and to meet research purposes. The study showed that a maximum of the students has good IT skills and internet connectivity.

Students also recommended social media be more favored for both formal and informal education and communication. Social media sites used by students of library and information science reveal by A-Daihani (2010) established that social media has a central role in the social and educational interests of the respondents. He concluded that a maximum of the students used social media for social interaction, awareness about the workplace, and individual personal relationships.

2. Problem Statement

Social media has gained too much attention across all ages on a global level especially from the students from all types of educational institutions. People use to create a public profile and share their interests with their family, friends, colleagues, and other people to create an environment of social interaction. In recent years, researchers in developed countries frequently studied the use of social media among students and other professionals. However, the least number of studies were conducted in developing countries like Pakistan.

3. Objectives of the Study

- i. To find out the usage of social media among the students of the Department Library and Information (LIS) Science, Khushal Khan Khattak University Karak (KKKUK).
- j. To identify the most frequently used social media sites.
- k. To examine the Impacts of social media on students` educational and social lives.

4. Research Questions

This study enables to determine the questions as below,

- i. What is the usage of social media among the students of LIS in KKKUK?
- j. What kinds of social were frequently used by the students?

k. What are the impacts of social media on the educational and social lives of the students?

5. Methodology

This study adopted a descriptive research approach. Structured questionnaires with closed-ended questions were used to collect data from the students. Questionnaires were distributed among 254 students in all disciplines of LIS.

6. Data Analysis

Out of 251, 208 students responded in the survey. The response rate was 82%.

6.1. Demographic Information of the Respondents:

i. Program of the Respondents:

Sr. No	Program	Frequency	Percentage %
1	Bachelor in Lib & Information Science (BLIS)	98	47%
2	Master in Lib & Information Science (MLIS)	76	36%
3	Master in Philosophy/ MSLIS	12	7%
4	Missing	22	10%
	Total	208	100%

Table 1: Program in which respondents were enrolled

The data in Table 1 shows that the majority of the respondents 98 were from the BS program due to a large number of students enrolled followed by 76 respondents were from MLIS. 22 respondents did not mention their program. The least number of respondents 12 were M.Phil. students due less number enrolled in or did not want to give a response.

ii. Semester of the Respondents:

Sr. No	Semester	Frequency	Percentage %
1	1 st	19	9%
2	3 rd	69	33%
3	4 th	33	16%
4	5 th	17	8%
5	7 th	24	12%
6	8 th	17	8%
7	Missing	29	14%
	Total	208	100%

Table 2: Semester of the Respondents

Table 2 shows that the majority of the respondents 69 were from the third semester because there were running semesters of BS, MLIS, and M.Phil. 34 respondents were from the fourth semester followed by 24 were from the seventh semester. The data also shows that 29 respondents did not mention their semester and 19 respondents were from the first semester. The least number of the respondents 17 were studying in each fifth and eighth.

iii. Age of the Respondents:

Sr. No	Age	Frequency	Percentage %
1	18-20	54	26%
2	21-23	66	32%
3	24-26	23	11%
4	27-30	26	12%
5	Above 30	17	8%
6	Missing	24	11%
	Total	208	100%

Table 3: Age of the Respondents

The statistical data shows that a large number of the respondents 66 were up to 23 years followed by 54 who were up to 20 years. The data also shows that 26 respondents were up to 30 followed by 24 respondents who did not mention their age. The least number of the respondents 17 were above 30 years followed by 23 respondents who were up to 26 years (Table 3).

6.2.Type of Social Media used by the Respondents:

Sr. No	Type of social media	Frequency	Percentage %
1	Facebook	188	90
2	Whatsapp	174	84
3	Instagram	166	80
4	Twitter	98	47
5	Yahoo	70	34
6	Bing	52	25
7	YouTube	116	56
8	Tik-Tok	102	49
9	Likee	46	22
10	Snap chat	32	15

Table 4: Type of Social Media used by the Respondents

Table 4 shows that the majority of the respondents 188 used Facebook because of its popularity followed by 174 who used WhatsApp for communication with family and friends. The study determined that 166 respondents used Instagram for photo collections of their friends on this app. The data also shows that 116 respondents used YouTube for videos and news followed by 102 who were used Tik-Tok for entertainment. It was found that 98 of the respondents used Twitter for updating their selves and 70 respondents used Yahoo for communication. The least number of the respondents 32 used Snap chat followed by 46

respondents who were used Likee for watching videos and 52 used Bing for searching notes and lectures.

6.3.Purpose of using Social Media:

Sr. No	Purpose	Frequency	Percentage %
1	Keep touch with family and friends	168	81
2	To meet new friends	112	54
3	Buying and selling	86	41
4	For time pass	124	60
5	To find employment	98	47
6	Inspiration from society	124	60
7	For getting current news	147	71
8	For academic purpose	130	62
9	Self-learning	153	74
10	For entertainment	177	85

Table 5: Purpose of using Social Media

The above data shows that majority of the respondents 177 used social media to entertain their selves followed by 168 respondents who used social media for connecting with family and friends. The study revealed that 153 respondents used social media for self-learning and 147 respondents used social media to keep up to date their selves on current affairs by watching experts' opinions and news channels. The study determined that 130 respondents used social media for academic purpose by watching field related videos and other motivational materials followed by 124 who used for getting inspirations and for time pass each. The least number of the respondents 86 used social media for buying required entities followed by 98 respondents who used social media for jobs` advertisement (Table 5).

6.4.Impact of Social Media on Respondents:

Sr. No	Impacts of Social Media	Frequency	Percentage %
1	Boost up my education	112	54
2	Positive effects on the students	98	47
3	Good way to get needed information	132	63
4	Positive impacts on my studies	86	41
5	Positive impacts on the society	109	52
6	Social media is very important	125	60
7	Necessary for field of library & information science	79	38
8	Speed up interaction with society	167	80

Table 6: Impacts of Social Media on the Respondents

Table 6 shows that majority of the respondents 167 indicated that social media has increased their interaction with other people followed by 132 respondents who mentioned that it has a better source of needed information. The study revealed that 125 responded that social media is a very important tool for communication within society. The data also shows that 112 respondents mentioned that it has increased education level followed by 109 respondents who indicated that social media has positive impacts on society due to easy way of communication. It was found 98 respondents mentioned that it has positive impacts on the students due to the easy way to interacts with colleagues on social media. The least number of the respondents 79 considered social media as an essential tool for students of library and information science followed by 86 respondents who mentioned that social media has positive impacts on studies of the students due to a large number of educational materials on social media.

7. Findings

1. The study finds that the majority (90%) of the students uses Facebook followed by 84% WhatsApp, and 80% Instagram as the main sources of communication with their family, friends, and colleagues
2. The findings of the study also show that 56% of the students use YouTube, 49% Tik-Tok and 47% uses Twitter as a social interaction tool for communication.
3. The social media applications like Yahoo, Bing, Likee, and Snapchat were used on the least scale among the students.
4. The study determines that the maximum number (85%) of the students uses social media for entertainment followed by 81% to communicate with family and friends and 74% self-learning.
5. The result of the study shows that 71% of the students get current information through using social media, 62% of the respondents use social media applications for the fulfillment of academic needs followed by 60% of them use it for getting inspiration from society and time pass each.
6. The least number 41% of the students use social media applications for buying and selling comedies followed by 47% for finding jobs, and 54% to meet new people.
7. The study finds that 80% of the students responded that social media has to boost up their social interaction followed by 63% who get the needed information through the social platform.
8. The study also determines that 60% of the students considered social media as a very important tool for communication while 52% of them considered that social media is a tool for getting educational needs.

9. The least number (38%) of the students considered social media necessary for their field of study followed by 41% stated that social media has positive impacts on student studies and 47% comments that social media has positive impacts on students.

8. Conclusion

Social media has gained too much attention across all ages on a global level especially by the students from all types of educational institutions. People use to create a public profile and share their interests with their family, friends, colleagues, and other people to create an environment of social interaction. This study finds that Facebook, WhatsApp, and Instagram were the most useable social media applications among the students of the Department of Library and Information Science at Khushal Khan Khattak University Karak, Khyber Pakhtunkhwa, Pakistan. It was found that the majority of the students use social media for entertainment, communication with family and friends, self-learning, getting current information, and academic needs. The least number of students use social media for buying and selling, finding employment, and meeting new people. Furthermore, the study also determines that the majority of the students considered social media as a platform for boosting their social interaction, way to getting new information, for academic purposes. They considered social media that brings positive impacts on students and studies. The study concluded that students should need to utilize the use of social media as a very effective way to increase their level of academic needs. They also use the platform to boost social interaction in very positive ways. The students should manage their activities on social media for educational purposes, not for entertainment uses.

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