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**Attitudes of Female Librarians towards the use of Social Media (WhatsApp): A study of
Balochistan, Pakistan.**

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Abstract

Purpose: the Prime objective of this research is to examine the attitudes of Female Librarians towards the (SM) use of WhatsApp.

Design/methodology/approach: Quantitative research design and survey method were used where data have been collected using an online Google doc survey. A total of 31 Female Librarians have participated in this study. All the participants were using WhatsApp and have created their own WhatsApp group. The collected data has been analyzed using SPSS and MS excel.

Findings of the study: the findings of the study revealed the majority of the Female Librarians were with 97% were having a degree of MLIS only 3% of them were having a degree of M.Phil. The majority of the female Librarians' age was between 26-30 years with 63%. The research found that most of them were Librarians by designations with 81%. The study found that the female librarians were very well aware of WhatsApp. This study revealed the “development of LIS Pakistan” with (m.1.5484). The findings of the study revealed that female librarians were using WhatsApp to deliver “reference service” (m.1.4839). study findings found that all of them using WhatsApp for different purposes. The respondents answered the massive benefits of WhatsApp

but on the other hand, they are facing issues while using WhatsApp with mostly “Disconnect” with (m.1.3871).

Social implications: The study's findings suggest that WhatsApp groups might be used as virtual venues for library professionals to share knowledge with their peers and friends. This social media platform assists librarians in quickly promoting their library's programs and resources.

Limitation of the study

The present study was limited to the Female Librarians who are working in Colleges Libraries of Balochistan.

Originality/value – The study's findings revealed that using WhatsApp groups to exchange news, opinions, and knowledge among LIS professionals can be beneficial. They use this medium to advertise their library services as well. The aim of this study was to look into the most important aspects of WhatsApp use among female librarians. The study's findings would be useful to librarians, information scientists, and LIS practitioners in Pakistan and elsewhere.

Keywords: Social media, Balochistan, Female, WhatsApp groups, Attitudes, LIS

Introduction

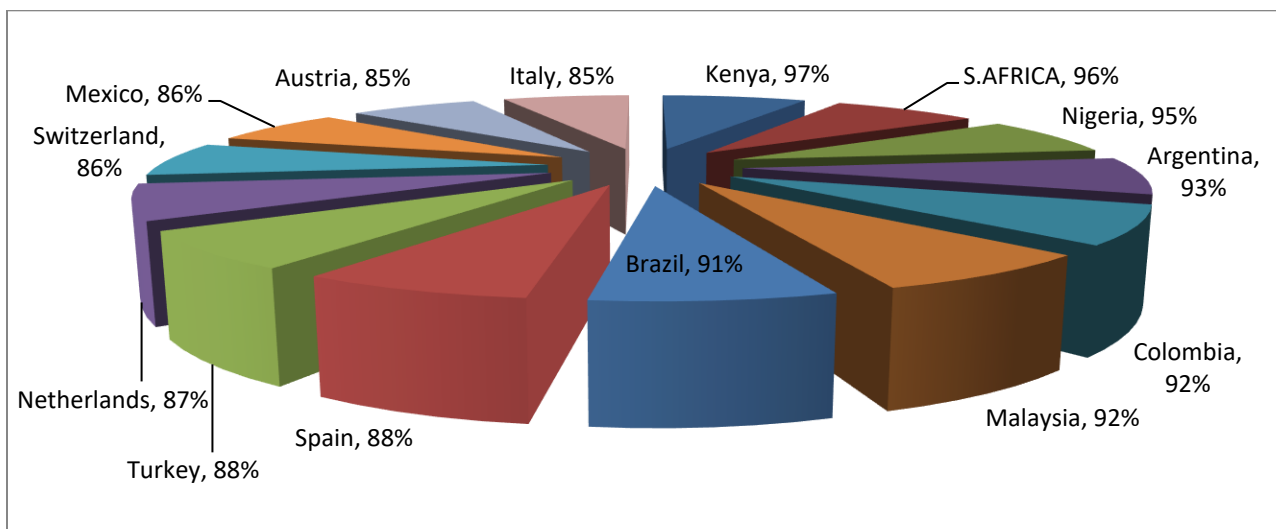
ICTs and its associated tools have changed the mind set of Library professionals. On the other hand the approach of communication methods has been reformed as resultant of social media. Social media has transformed the way of information transfer from one to many at a one time. Additionally, libraries have changed their mode of information dissemination using tools of social media. The social media is helping library professionals to share information, views and

news about the libraries. Rest the social media offering the virtual platform to access their potential library users.it means the social media is providing a place to market their sources and services. There are number of social media that enabling the libraries to make good use of it and promote their sources and services e.g. Facebook, twitter, LinkedIn, Wechat and Whatsapp. Purkayastha and Chanda (2018) noted that social media is all time great achievement that helps to share information one to another at quick time. Moreover, these entire social media tool are offering new ways and a technique to library staff to facilitate their customers. whatsApp is one the social media tool that enables the library professional to create an account and make it convenient for library users to get their needs, demands and wants from library staff. As described by Ansari (2016) whatsApp supports the libraries to provide CAS, SDI, references service and so many others services to their users as per requirement of the library users. Furthermore, whatsApp is instant messaging apps that help library professionals to access their library users and make their service batter to satisfy their users. Ansari and Tripathi(2017) agreed whatsApp is an effective tool for librarians to provide efficient services to their customers. Additionally, using whatsApp library professionals can easily share their organization publications and other reports as well. Ali and Kootboien(2017) make their opinion that whatsapp is the best tool for social communications.it means adopting WhatsApp tool library professionals can market their sources and services to their end users at quick time. Sonawane and Patil(2015) showed social media helps library to connect remote users and engage them using virtual library platform and also promote library services effectively. Moreover, whatsApp help the libraries to share new information about exhibitions, acquisitions and get feedback from distance library customers. This study was taken into account to investigate the adaptability of whatsapp in libraries for different purposes.

WhatsApp Introduction

WhatsApp is the one of the most interesting Mobile Instant Messaging (MIM) applications on the market today. It is a cross platform instant messaging application for smart phones. It enables users to send and receive location information, images, video, audio and text messages in real-time to individuals and groups of user at no cost. At present WhatsApp handles over 500 Million messages per day and half a billion people around the world are now regular, active WhatsApp users. Users are also sharing more than 700 million photos and 100 million videos every single day. It is one of the most popular paid for apps across all mobile platforms. It was acquired by Facebook on 19 February 2014. It was the largest acquisition of the world. In January 2015, WhatsApp introduced a voice calling feature to provide calling facility through WhatsApp.

WhatsApp Penetration levels by country, Top-15, 2020



Source: <https://www.businessofapps.com/data/whatsapp-statistics/>

Research Objectives

1. To determine the usage perception of SM(WhatsApp)
2. To disclose the benefits of SM(WhatsApp)
3. To know the supportive use of SM(WhatsApp)
4. To identify the issues via Using SM(whatsapp)

Research methodology

The quantitative research design and Survey method were deployed for this study. The structured questionnaire was to collect the data among the female college Librarians. The Google Doc online questionnaire was used to collect the data from the LIS female librarians of working Librarians at colleges of Balochistan. The data have been analyzed using SPSS and other quantification tools.

Literature Review

Whatsapp is a strong social media tool that helps library professional to use its features to make it best use of their library services. Sachin (2014) it helps to modernize the library services and build e-reputation of library. Whatsapp helps in spreading views, news and information so quickly. Purkayastha and Chanda (2018) investigated the features and benefits of whatsapp for libraries that provides a place to library professionals to share valuable and timely information to their end users. Furthermore, whatsapp have a quality of friendly in use that enables library staff to disseminate information to their distance customers. Uplaonkar and Badiger (2018)noted that whatsapp is capable to share videos, audios, texts, pictures with free to costs.it can be said that whatsapp is better choice to make it happens and bring it to the library for delivery of services at quick time. Ansari (2016) pointed some benefits of whatsapp e.g. quick service delivery, fast

feedback, reliability, notifications etc. whatsapp is made things easy for library professionals to deliver services to their end users with rapid pace. Bonde(2018)helps to meet new users and access to the targeted audiences. WhatsApp is the advance apps which enables the library professionals to create groups and invite peers and colleagues to join and get new and updated information relevant their fields. As prescribed by Purkayastha and Chanda(2018) “WhatsApp is an instant messaging app, invented in 2009 by Brian Acton and Jan Koum. It is available free at no monetary cost. It provides cross-section messaging and Voice over Internet Protocol (VoIP) serviced”. According to Kahn and Bhatti (2012), the increasing use of social media has presented challenges for libraries in maintaining their reputation in a virtual world. As a result, in this modern age, libraries require social media, which offers a greater opportunity to reach users without regard to time or distance. Al-Daihani and Al-Awadhi (2015) used a content review framework to explain how academic libraries use Twitter. According to their research, the most common category of knowledge shared by libraries on Twitter is "news and announcements." Anwar & Zhiwei (2020) At this time, social media may be the most significant change in user engagement. Libraries can utilize social media to create virtual learning zones to promote and boost library use.

Data Analysis and Interpretation

Gender of the Respondents

Figure.1 confirmed that majority of respondents 100% respondents were female. This shows that majority of Female LIS professionals are using What Sapp.

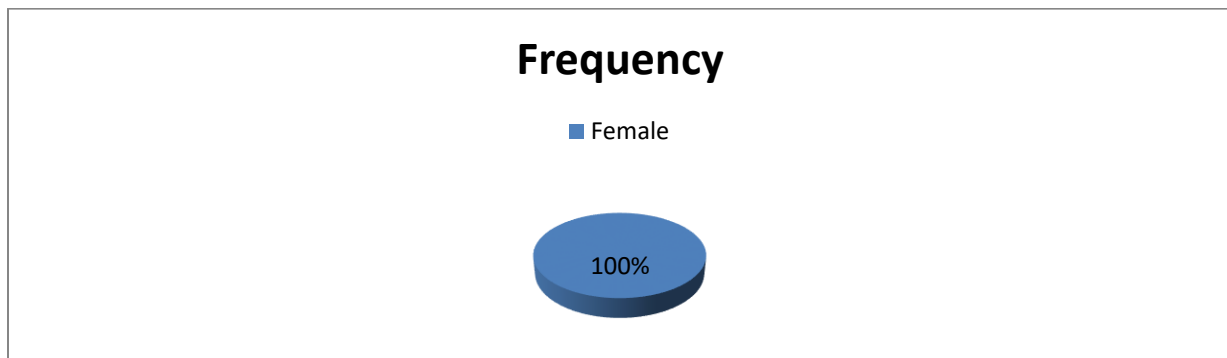


Figure1.

Qualification of the Respondents

Results confirmed that majority of respondents have degree of MLIS with 97%, followed by 3% of them were having degree of M.Phil respectively.

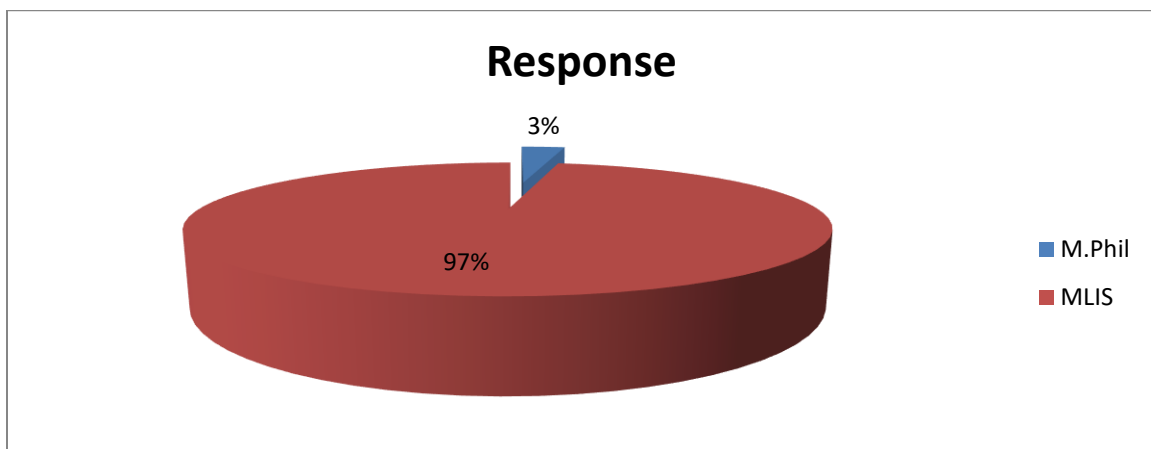


Figure.2

Age of the Respondents

Regarding age of Female Librarians, the results show that majority (63%) of them were in the age ranging from 26 and 30. 20% Respondents of the respondents with the age 31 to 40.17% of female Librarians respondents with age of 20 to 25.

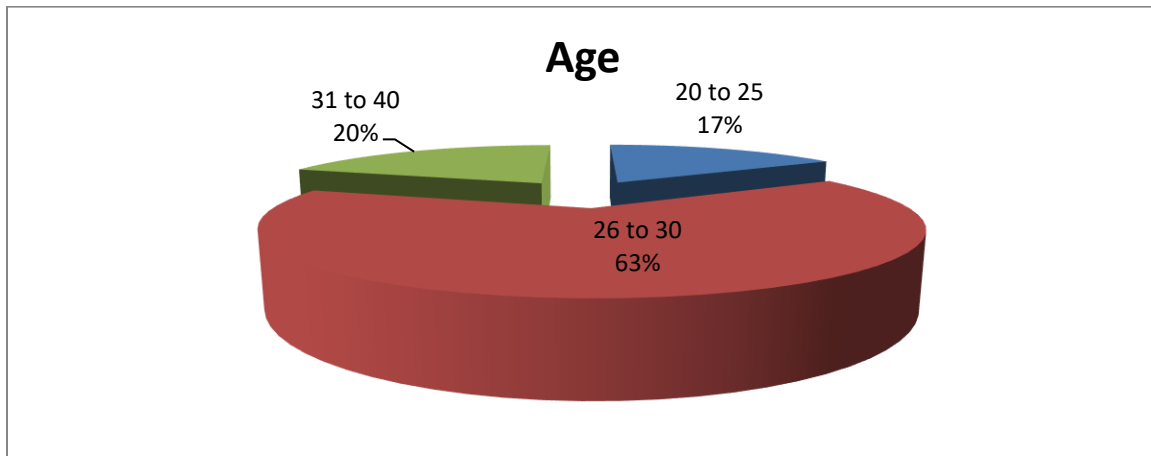


Figure.3

Designation of the Respondents

The results show that majority 25(81%) of them were Librarians and 3(10%) of them were Assistant Librarians. Followed by 2(6%) of them were Cataloguer and (3%) of them were classifier respectively.

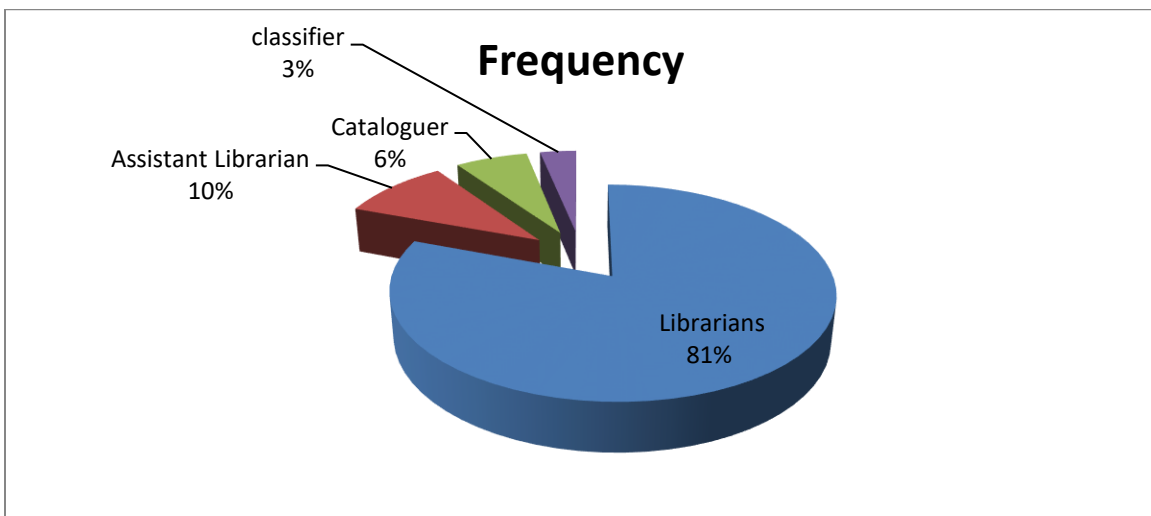


Figure.4

Usefulness of Whatsapp

The results show that majority (90%) of them agreed the usefulness of Whatsapp and its use 10% of the female Librarians showed their opinion about usefulness "to some extent". It shows Whatsapp is very effective and popular SM among Female Library professionals.

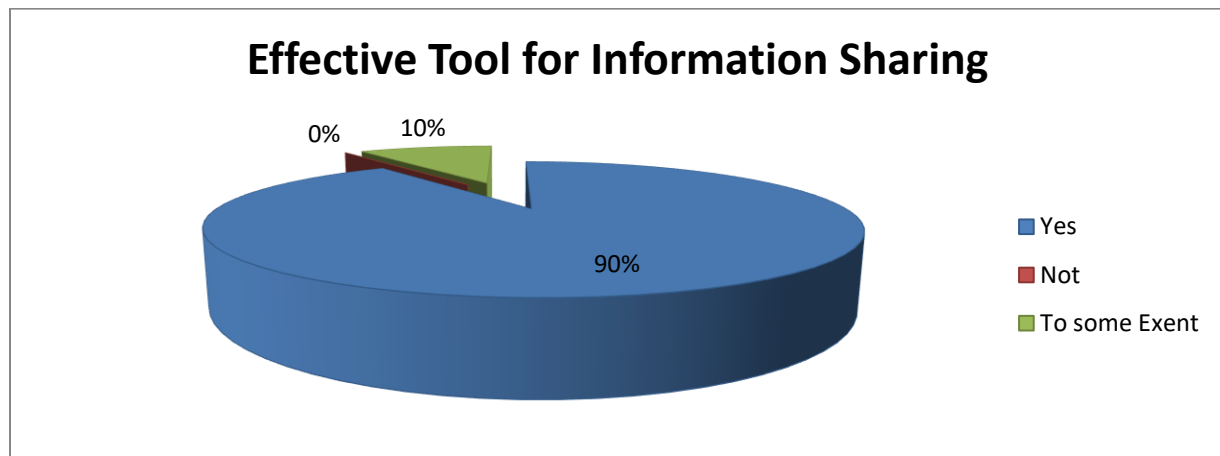


Figure.5

Purpose of Using WhatsApp

Table 1 shows the overall perception of LIS professionals about the usage purposes of WhatsApp. The analyzed data shows that the LIS professionals showed their agreement about “JOB news for the library users” which (m.1.5484) and “Development about LIS in Pakistan” respectively. The Female Librarians were showed their opinion “Use to get information about Libraries development” and “use for promotional tool to access users “with (m.1.6129) respectively. The respondents were replied about the asked questions “know about conference, seminars, workshops” (m.1.7079).Further, Female LIS professionals were asked about the purpose of using WhatsApp they were replied “Study new techniques about library” which (m.1.7419), followed by “know about Research Trends in Pakistan” which (m.1.7742). The librarians were disclosed their ideas about “access users at remote location” which (m.1.8387), followed by “use as tool for data collection” (m.1.9032).

Purposes of Using Whatsapp	N	Mean	Std. Deviation
Use to get information about Libraries development	31	1.6129	.71542
JOB news for the library users	31	1.5484	.62390
New information about library organization	31	1.6452	.66073
Study new techniques about library	31	1.7419	.68155

Development about LIS in Pakistan	31	1.5484	.50588
Research trends in pakistan	31	1.7742	.71692
Use as tool for data collection	31	1.9032	.74632
use for promotional tool to access users	31	1.6129	.76059
access users at remote location	31	1.8387	.58291
know about conference, seminars, workshops	31	1.7097	.73908
know about LIS field at Global level	31	1.6452	.66073

Table.1

Services Disseminate Via Whatsapp

Table 2 shows the complete understanding of female Librarians about the service via WhatsApp. The examined data shows that the Respondents were showed their agreement about “Reference service” which (m.1.4889) followed by FAQs” (m.1.5484).The Librarians have responded about “Alert Service” with (m.1.6452). The female respondents were investigated more about “Arrival service” (m.1.7079). Followed by Further Defendants were interrogated about the use of WhatsApp regarding service delivery where they respond “SDI” and “Blogs” (m.1.8065) respectively. Furthermore, the Female Librarians showed their opinions about “Library news Service” (m.1.8387). The female LIS professional investigated about “DDS” (m.1.9032) followed by “CAS” (m.1.9355). The complete analyzed data has been shown in the following table.

Services Delivered via WhatsApp	N	Mean	Std. Deviation
FAQs service	31	1.5484	.67521
DDS service	31	1.9032	.70023
SDI services	31	1.8065	.65418
CAS service	31	1.9355	1.18140
Blogs service	31	1.8065	.74919

Reference service	31	1.4839	.56985
Arrival news service	31	1.7097	.64258
Library news service	31	1.8387	.68784
Alert service	31	1.6452	.75491

Table.2

Supports via Whatsapp

Table 3 shows the inclusive understanding regarding the benefits of WhatsApp using. The analyzed data displays that the Female Librarians showed their highest ranked “Sharing of information in whatsapp is easy” which (m.1.4516) followed by least ranked statements “suitable platforms for group discussion” “Share scholarships news to the library users and mostly to the colleagues” “information about new arrivals” which (m.1.7097) respectively. Female Librarians have further investigated where they replied “To add library users easily” and “To market library service easily” with (m.1.5161) respectively. The respondents presented their beliefs about “share new views about LIS” (m.1.6129) followed by “Ease communication with LIS colleagues” which (m.1.6452). The Female Librarians showed responses about the asked statement “Share latest information with the colleague and library users”(m.1.6774). The complete analyzed data has been displayed below table.

Whatsapp benefits	N	Mean	Std. Deviation
Sharing of information in whatsapp is easy	31	1.4516	.72290
Ease communication with LIS colleagues	31	1.6452	.75491
To add library users easily	31	1.5161	.62562
To market library service easily	31	1.5161	.67680
Share latest information with the colleague and library users	31	1.6774	.70176
suitable platforms for group discussion	31	1.7097	.64258
share new views about LIS	31	1.6129	.66720

information about new arrivals	31	1.7097	.52874
Share scholarships news to the library users and mostly to the colleagues	31	1.7097	.64258

Table.3

Issues and challenges of using Whatsapp

Table 4 shows the inclusive intuition of Female Librarians about the issues and challenges using via WhatsApp in their respective library. The scrutinized data shows that the Respondents were showed their highest agreement about “Disconnect” which (m.1.3871) and showed least agreement “Policy is not clarified” and “security issue is big concern” (m.1.8065). Followed by “using internet is tool difficult” (m.1.4194).The female Librarians reacted about “Wifi is not Reliable” with (m.1.5806) and Followed by “Privacy is a huge issue” and “Authority not supportive” (m.1.7419) respectively. The Librarians further clarified about the issues where they answered about the asked statement “slow internet causes problem”(m.1.7742). The complete analyzed data has been shown in the table.

Issues and Challenges	N	Mean	Std. Deviation
Using internet is tool difficult	31	1.4194	.50161
Policy is not clarified	31	1.8065	.65418
Privacy is a huge issue	31	1.7419	1.06357
Security issue is big concern	31	1.8065	.65418
slow internet causes problem	31	1.7742	.61696
Wi-Fi is not reliable	31	1.5806	.67202
Authority not supportive	31	1.7419	.57548
disconnect	31	1.3871	.49514

Table.4

Major findings of the study

1. Data has confirmed that all the respondents were female working Librarians of Balochistan, Pakistan.
2. As far as qualifications concern that majority of the respondents were having degree of MLS 97% and MLIS 3%.
3. Data has confident that age range of 26 to 30 years of the Female Librarians were 63% .
4. Data has inveterate that majority of 81% of them working as Librarians in their respective Libraries.
5. Data has revealed that of the female Librarians were using what Sapp is an effective tool for to know about the jobs and development news of LIS in Pakistan which score mean (1.5484).
6. Data has confirmed that LIS professionals were using what Sapp sharing information at highest ranked with score mean (1.4516).
7. Data exposed that female Librarians using whatsapp to render reference service with score mean (1.4839).
8. The data has discovered that all LIS female library professionals are facing so many problems while using what Sapp which is disconnected internet with score mean (1.3871).

Conclusion

According to the findings of this study, the majority of LIS professionals are using Sapp. It has had a significant effect on the career paths of LIS Female professionals in Balochistan, Pakistan. Female Librarians in Balochistan use Whatsapp to exchange news, thoughts, and knowledge about LIS-related fields with their peers and colleagues. What Sapp is a user-friendly app that allows librarians to advertise their programmes while also reaching out to a specific audience. Libraries, according to Stephen (2019), use Whatsapp to exchange content, pictures, and location with their colleagues and customers. Furthermore, according to Ansari and Tripathi(2017), Whatsapp is the strongest social media virtual network for effectively delivering library services. Furthermore, what Sapp is a common social media tool that LIS professionals

can use to reach out to targeted customers? Purkayastha and Chanda (2018) identified Sapp as a useful tool for sharing knowledge. Furthermore, Female LIS professionals of Balochistan are effectively and efficiently using Whatsapp to perform various tasks in libraries, such as exchanging information, receiving the latest updates from the LIS sector, learning about research trends in Pakistan, and posting jobs, among other things. On the other hand, LIS professionals in Balochistan are having a lot of problems with Whatsapp, so it's suggested that these problems be fixed by having female LIS professionals in Balochistan use Whatsapp properly to make library services available to their virtual users.

Future Direction

1. This research can replicate at profit organization where to see the use of whatsapp among the gender differences
2. This can be carried out to other Libraries like public libraries and university Libraries.
3. It would be better to investigate the impact of whatsapp among other institutions employees usage.

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