Utilization of social networks sites among LIS professionals in academic libraries: a study of Balochistan, Pakistan.

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Abstract

The importance of Social media in academic libraries cannot be denied and overstated. The rapidly growing need for social media and its associated tool are creating problems and comfort for both uses and producers. The academic libraries have accepted the changes due to the demand, need, and expectation of library users. The prime objectives of the study were to find out the perception, use, issues, factors and marketing among the library professional in academic libraries of Balochistan, the descriptive survey method were used to complete this paper. The sample size was comprised of 67 library professionals. The data has been collected through structured questionnaires. The collection has been analyzed using descriptive statistics. The results of the study revealed that Facebook, WhatsApp, Instagram, and LinkedIn were the top using social media among academic library staff. The library staff uses these media to disseminate library services. The findings expressed that social media also used for the marking of library services. On the other hand some of the issues that were creating problems for the library staff to prevent using social media such as poor internet, authority support too many social media to learn, and so on. On the basis of these findings, some recommendations have been forwarded that the higher authority should incorporate internet facilities that enable library staff to use social media. The authority should exceed the library budget to make things possible for them.

Keywords: **social media, Facebook, whatsapp, Balochistan, LIS, professionals, academic libraries**

Introduction

The origin of information and communication technologies has changed the mind set of human beings. The ICTs has changed the learning techniques of the internet users. Moreover,

the ICTs and its associated tools are changing the attitude of library staffs as per interaction of library users. The social media considered as a powerful tool of communication where an individual can share their information to the respective or associated members. Adewojo and Adebara (2016) clarified that with the advent of ICTs and its tool social media has changed the delivery mode of information. Additionally, social media made things easy for the library professionals to access their potential library users. Sahu, nanda and Baral (2016) libraries are using social network sites to reach their distance learner and also make it convenient to promote their sources and services effectively. Furthermore, it can be said today world of information age has griped social media and its related tools. Social network sites are all time greatest invention of information age. Social media has become a vital virtual platform for libraries to use for the promotion of their sources and services (Jojo, chai and harper,2019).social network sites are internet based created tool that help library staffs to promote their library sources and services. Matikiti, Kruger and Saayman(2016) accepted that social media has become a virtual gateway to allow users to construct a platform to share their views and information to their associated partners. Additionally, social media considered the power house of 21st century in term of fastest channels of communication.sachin (2014) explored social media are using by library professionals to market their sources and services. It can be said that social media is an innovative medium that help the library staff to connect the distance leaners and make them aware about the library sources and services.

Name of social media	Founded in	What it is?	Number of active users monthly (in million)(sept 2016)
Facebook	February 4, 2004,	a social media network	1712
Twitter	March 21, 2006	A micro blogging online social networkingwith 140characters limit post	313
LinkedIn	December 14, 2002	A site for professional networking for people looking to connect with people in similar field	106
Google+	December 15, 2011	A social media network	418
YouTube	February 14, 2005	A video-based social media website	1 billion website visitors
Pinterest	March 2010	a photo sharing website or digital bulletin boards where users can pin their content.	100
Instagram	October 6, 2010	a visual social media platform together with video and photo editing features	500
Tumblr	February 2007	A microblogging site that allows quote posts, chat posts, video and photo posts as well as audio posts	555
Flickr	February 10, 2004	an online image and video hosting platform	112
Reddit	June 23, 2005	a social news and entertainment networking website where registered users can submit content such as direct links and text posts	231
Delicious	September 2003	a social bookmarking web service for discovering, storing and sharing web bookmarks	53
Viber	December 2, 2010	a Voice over IP (VoIP) and instant messaging app for mobile devices	249

Cited from: (Sahu, S., Nanda, S. K., & Baral, S, 2016).

Research Objectives

1. Know the perception of LIS professionals about social network sites (SNS).
2. Find the frequency of use social network sites tools
3. Usage of social media tools by library staff for dissemination of services
4. Identify the obstacles and challenges face by LIS professionals using social network sites
5. To determine the use of social media to market library services

Research Methodology

The survey research design was adopted for this study. The total population was comprised upon the selected academic libraries of Balochsitan. The data has been collected through structured questionnaire. The 90 questionnaires were disseminated among the chose population and 67 were returned back with complete responses. The response ratio was 74%. The data were analyzed through SPSS.

Literature Review

Jones and Harvey (2016) successfully carried a study on library 2.0 the effectiveness of the social media as a marketing tool for libraries in educational institutions. They have suggested about social media and marketing where one thing should be ensured that users should not be ignored. They found 58 librarians and 498 students are using social media. Lou,Wang and Han(2013) carried a research marketing via social media. They found that video technique of marketing is a successful one to market the library. Study results revealed that social media can be helpful to share information and bring all the customers at one place. Kennedy (2013) discussed the importance of social media as a marketing tool for the public libraries. Social media technique would be useful to interconnect more library users at maximum time. He further identified some challenges like budget and economical condition that prevent to use social media for marketing. Chen,lam and Chiu(2020) investigated that social media as a platform in academic library marketing. They found that due to SM the libraries can create flexible environment to encourage library users to use library. The social media is the prominent tools that help libraries to market their sources and services effectively. Muruli and Kumar (2013) investigated the evaluation of social media in marketing of library products and services. He explained the basic concept of marketing in the context of social media. He describes some of the well-known social media like Facebook, twitter and YouTube for marketing. Carscaddon and Chapman (2013) studied the twitter as a marketing tool for libraries. They described that twitter is a micro blogging tool that help users to create an account and post their views and information in the shape of twit. Ezeani and Lgwesi(2012) carried a research entitled "using social media for dynamic library service delivery: the Nigerian experience. They found some major issues are facing by Nigerian libraries e.g. economic problem. They draw some conclusion that technological innovation is putting great impact on library services on Nigerian libraries. They identified that Nigerian libraries have accepted the change to adopt social media to deliver effective services. Sheikh,Syed and Naseer(2016) studied use of social media tools by reputed University libraries of the world: a comparative study. They found the uses of social media among university libraries are very high that used to share information, ideas and views. It was conclude that use of social media is shifting from developed world libraries to Pakistani libraries. The result of the paper has

confirmed that Pakistani university libraries are lacking the use of social media as seen from the developed world.

Data analysis and interpretation

Demographic information

Figure.1 shows the gender distribution where male (88%) ratio is larger than the female (12%).it looks the admission ratio to male is greater than the female.
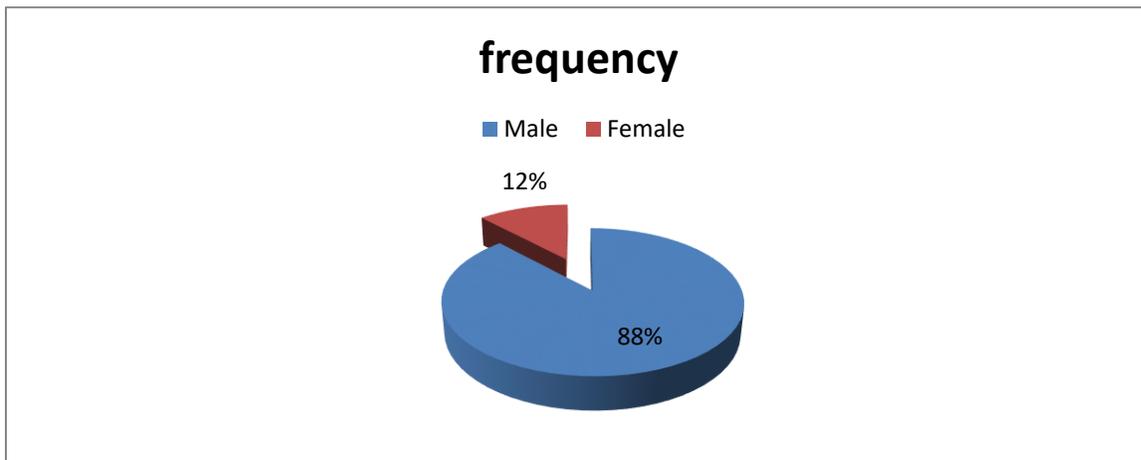
Figure.1

Table.1 Education Background of the respondents.

Table.1 shows the overall educational background of respondents were analyzed where 43(64.17%) were MLS and 24(36.82%) recorded were MLIS.this shows that all of the respondents are professionals because of their holding degree.

Educational Background	frequency	Percentage
MLS	43	64.17
MLIS	24	36.82
Total	67	100

Table.1

Table.2. Position of Library staffs

Table.2 shows the position hold by the respondents in their respective library. The analyzed data confirmed 33(49.25%) were recognized Librarians followed by assistant Librarians 17(25.37%). Preceding 8(11.94%) were library incharge and 7(10.44%) were hold position of cataloguer. Rest of them only 2(2.98%) were classifiers.

Position hold by library staffs	frequency	Percentage
Librarians	33	49.25
Assistant Librarians	17	25.37
Library incharge	08	11.94
cataloguers	07	10.44
classifiers	02	2.98
Total	67	100

Table.2

Table .3 How often use social media

Table 3 shows the analyzed data that library staffs utilize Facebook, what Sapp, instagram, YouTube on daily bases 79%,68%,68%, and 40% respectively. The results also found some of them didn't use twitter much that is 49%. Moreover, LinkedIn were used always with 29%. The findings show every library staffs were using to interacting their library users e.g. whatsapp and Facebook.

Social Media	Never	Rarely	sometimes	often	Always	Total (%)
Facebook	00	08(11.94%)	03(4.47%)	10(14.92%)	46(68.65%)	100
Whatsapp	00	03(4.47%)	00	11(16.41%)	53(79.10%)	100
Twitter	33(49.25%)	11(16.41%)	13(19.40%)	07(10.44%)	03(4.47%)	100
Instagram	04(5.97%)	12(17.91%)	13(19.40%)	11(4.47%)	27(40.29%)	100
YouTube	01(0.14%)	03(4.47%)	08(11.94%)	09(13.43%)	46(68.65%)	100
LinkedIn	23(34.32%)	02(2.98%)	03(4.47%)	19(28.35%)	20(29.85%)	100

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Table.3

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Usage of social media tools by library staff for dissemination of services

Table.4 shows the detailed information about the use of social media to disseminate information to their library users. The analyzed data shows that the library staff shows their agreement about the delivery of information. Services delivered SDI (50.74%), CAS (64.17%), and DDS (71.64%) respectively use social media to reach users demand. Followed by "Ask a librarians" (43.28%), Library orientation (56.71 %). Some of them answered neutral against the ILL that is (44.77%). The library staff also uses social media for reference services which is (43.28%).RSS, Bibliographic services, promotional services and information literacy where the library staff showed their agreement what the results has been concluded. The overall data has been displayed below table .4.

Social Media use	S.D	Dis	Neutral	S.A	AG	Total (%)
SDI	01(1.49%)	01(11.94%)	01(4.47%)	34(50.74%)	31(46.26%)	100%
CAS	02(2.98%)	04(4.47%)	01(1.49%)	43(64.17%)	18(26.86%)	100%
DDS	03(4.47%)	01(1.49%)	03(19.40%)	12(10.44%)	48(71.64%)	100%
Ask a Librarians	01(1.49%)	02(2.98%)	07(10.44%)	29(43.28%)	27(40.29%)	100%
Library Orientation		01(1.49%)	11(16.41%)	23(34.32%)	38(56.71%)	100%
ILL	23(34.32%)	02(2.98%)	30(44.77%)	07(10.44%)	07(10.44%)	100%
Reference services	01(1.49%)	04(5.97%)	07(10.44%)	29(43.28%)	26(38.80%)	100%
RSS	03(4.47%)	07(10.44%)	17(25.37%)	21(31.34%)	19(28.35%)	100%
Bibliographic services	09(13.43%)	13(19.40%)	11(16.41%)	31(46.26%)	03(4.47%)	100%
Promotional	10(14.92%)	03(4.47%)	01(1.49%)	23(34.32%)	30(44.77%)	100%

	S.D	Dis	Neutral	S.A	AG	Total
activities						
Information literacy	06(8.95%)	11(16.41%)	13(19.40%)	19(28.35%)	18(26.86%)	100%

Table.4

Challenges faced using social media by academic library professionals

Table.5 shows the complete results about the issues and challenges that are facing by library staff while using social media. The results show neutralization about "lack of authority support" which is (38.80%). The library staff showed their agreement about "lack of internet facility"(55.22%), "slow internet"(49.25%), "users access" with (43.28%). Furthermore, the results confirmed "lack of knowledge" (34.32%), "proper budget" (53.73%), "library staff attitudes"(59.70%) , "too many SM". (56.71%). Library staff showed their disagreement about the "level of Literacy" (41.79%).The complete analyzed data has been displayed below table .5.

Social Media use	S.D	Dis	Neutral	S.A	AG	Total (%)
Lack of authority support	17(25.37%)	11(16.41%)	26(38.80%)	02(2.98%)	11(16.41%)	100%
Lack of internet facility	06(8.95%)	01(1.49%)	10(14.92%)	13(19.40%)	37(55.22%)	100%
Slow internet	11(16.41%)	02(2.98%)	01(1.49%)	33(49.25%)	11(16.41%)	100%
Users Access	01(1.49%)	03(4.47%)	07(10.44%)	29(43.28%)	27(40.29%)	100%
Lack of knowledge	09(13.43%)	11(1.49%)	11(16.41%)	23(34.32%)	13(56.71%)	100%
Language barriers	7(10.40%)	13(19.40%)	33(49.25%)	07(10.44%)	07(10.44%)	100%

Proper budget	01(1.49%)	02(2.98%)	05(7.46%)	23(34.32%)	36(53.73%)	100%
Library staffs attitude	03(4.47%)	03(4.47%)	04(5.97%)	17(27.37%)	40(59.70%)	100%
Too many SM	03(4.47%)	03(4.47%)	11(16.41%)	38(56.71%)	01(1.49%)	100%
Level of literacy	28(41.79%)	06(8.95%)	20(29.85%)	09(13.43%)	03(4.47%)	100%

Table.5

Social media use to market the library services

Table.6 shows the use of social media for the marketing of library services. The majority of library staff was using Facebook (64.17%), WhatSapp (70.14%) to market their services. some of them were answered about twitter (44.77%), YouTube (98.50%) and LinkedIn (94.02%) respectively with No. as far as the instagram(52.23%) was concerned they answered with some extent. The complete results have been shown as follow.

Social Media	Yes	No	To some extent	Total (%)
Facebook	43(64.17%)	08(11.94%)	16(23.88%)	100%
What Sapp	47(70.14%)	03(4.47%)	17(25.37%)	100%
Twitter	20(29.85%)	30(44.77%)	11(16.41%)	100%
Instagram	02(2.98%)	30(44.77%)	35(52.23%)	100%
YouTube	00(0.0%)	66(98.50%)	01(1.49%)	100%
LinkedIn	3(4.47%)	63(94.02%)	01(4.47%)	100%

Table.6

Major findings of the study

The findings of this study are revealed that majority of them library professionals because they have degree of library sciences. Most of them were well aware about social media like Facebook, Whatsapp, twitter, and instagram regularly. The results show that the library staffs use social media to disseminate library services to their potential library users. The

results found that some of the social media Facebook, whatsapp were using to market the library service to the distance library leaners. The result also identified number of issues and challenges which are facing by library staff while utilization of social media in their respective libraries for different purposes.

Discussion

The present research study reported how the university librarians were using social media for different purposes in their respective libraries. The respondents were using social media to disseminate information; marketing of library services etc. The respondents believed that if the higher authority encourages them to the utilization of social media then the things will definitely change. Although some of the participants were using different social media to connect their end users. The findings of the study revealed that all of the respondents were fully aware about the usefulness of social media. As mentioned by Islam and Habiba(2015) the respondents were using Facebook and LinkedIn to market their services effectively. As the same Khan and Bhatti(2012) agreed the positive approaches of librarians towards the application of social media. The findings of the study revealed majority of the respondents using Facebook and what Sapp to access their customers as above mentioned about the previous study by Islam and Habiba(2015). The findings further revealed the participant were using social media to market their services.as investigated that social media uses to market academic library services (AlAwadhi and Al-Daihani,2018). The findings of the study found that respondents were facing too many hindrances to utilize social media in their respective libraries. Library staffs attitude and too many social media to learn were the most problematic issues while using the social media. Khan and Bhatti(2012) found inadequate training opportunities, lack of knowledge were the obstacles to prevent the use of social media. Aduko and Dadzie (2013) institute lack of awareness was the major issue using of social media.

Conclusion

Social media as known as power house of 21st century where that will help library staff to create confortable environment for their library users. The present study was based on social media utilization among library professionals. The results revealed that all the library staffs of academic libraries were well aware about the social media and its related aids. The findings of

the study have found that Facebook, whatsapp are two major tools which were using by library staffs to disseminate the library services to their clients. On the bases of findings of the study it can be conclude that majority of library staffs spent more time of Facebook and whatsapp. However, regarding the challenges of using social media the library staff ensured some issues like slow internet, lack of proper budgeting, too many social media, and authority support were the top issues. These issues should be resolved to incorporate social media to better use of academic libraries to engaged library users all the way. Sachin (2014) endorsed several libraries are adopting social network sites to make library useful and make sure the possible application of social media for marketing of library sources and products. Ansari (2016) MIM is the best way to provide library and information services to the library users. On the bases of other researcher's comments it is obvious that social media are putting a great impact on library services delivery. The present research indicated a positive impact of social media on libraries. It can be suggested that the library should incorporate social media to expand their visibility from the distance learners.

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