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HG, Chandrakanth, "Applications and Importance of Social Networking Sites to Promote Library Services: Case Study of Vijaya Teachers College affiliated to Bengaluru City University, Bengaluru" (2022). *Library Philosophy and Practice (e-journal)*. 7370.
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Applications and Importance of Social Networking Sites to Promote Library Services: Case Study of Vijaya Teachers College affiliated to Bengaluru City University, Bengaluru

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Abstract

The present research paper observes the awareness of social networking sites (SNSs) among the students of Vijaya Teachers College (VTC). The purpose of this paper is to evaluate the awareness of students in the context of SNSs for their academic work. To conduct the study researcher used the survey method, used questionnaire for data collection as data collection tool. Findings of the study said most of the students are aware about social networking sites and they used it on daily basis.

The aim of this paper is to discover the implication and use of the most important social networking tools in libraries. Librarians and Library staff should use and create various forms of social networks in library for their services and it influence and help to the users for library collection, new books arrivals, library rules regulations and updated library information etc.,. Students are cavernous users of social networking sites, this efforts present libraries outreach possibilities to users who do not use the physical library. Social networking sites can be successful process of users outreach in libraries, if libraries to obtain and think about to respect users' privacy and to make available equal exposure for all sections. The most popularity of the social networking sites can modify quickly library environment and libraries should consider using social networking sites as an outreach effort but take care to avoid the potential negative concerns.

Keywords: Social Networking Sites, Vijaya Teachers College, Bengaluru City University, Library Services

1. Introduction

In the era of information technology, users are more progressive and advanced in usage of technology. The user community is using variety of social networking sites for academic or entertainment purpose. The social networking sites are becoming significant part of users for their personal and professional growth and development. In the era of information technology the social networking sites are becomes more popular in libraries to provide the advanced and higher service to user community.

The social networking sites are increasing day by day with the advancement of technology. "list of social networking websites" mentioned 200 "major social networking websites". Other sources put the total number of social networking sites much higher, one at about 350 (Ramsey, 2008). Social network sites integrate digital communication; in addition, the most important characteristic of social networking service is that they enable users to make their social networks

visible and build connections among individuals (Huan, & Eric, 2010). According to White et al. (2009), SNS are defined as any web based applications allowing individuals to connect, communicate, and collaborate with one another. This is usually done through individual user profiles and allows users to share information and join networks based on geographic location or interests social media provides more opportunity to reach your community, target specific audiences, and give them a chance to interact with your library. Statistics of Social media usage shows that there are nearly 700 million active Facebook users, over 100 million LinkedIn members, 5 billion+ images on Flickr, 24 million pages on Wikipedia, 300 million Twitter users posting over 7,000 tweets per second, over 2.9 billion hours of YouTube watching per month (Tortorella, 2012).

2. The Background of social networking sites in libraries

In social media, social networking sites with library services related studies are conducted in worldwide some examples are explained here those are Social media is a continually updated service, that gets better the many people use it, intense and remixing data from many sources including individual users, while providing their own data and services in a form that allows remixing by others, creating network special effects through an architecture of contribution **O'Reilly (2005)**. Nearly a decade ago, public and academic libraries used blogs than other types of libraries. Present situation may vary, and there could be differences from country to country **Clyde (2004)**.

Social networks are used to promote library services to match with user's opportunity. Further they emphasized that blogs resemble resource-sharing viewpoint, and they reduce the time lag between acquisition and dissemination of information. It is simple to update information in a blog, than in a Web site **Dinesh and Nikam (2009)**. Libraries have a role to identify the importance and recognition of user-generated content in the larger awareness of sharing best practices in any given area. This is important for the preservation of a quality scholarly blog or portal for the academic or research library **Malhan and Shivarama (2012)**.

Weblogs, which are the innovations of the Web 2.0 concept, is an information source to modern scholars. Interestingly many more libraries treat blogs as another form of publication. Current library catalogues include them in their catalogues **Anbu K., John Paul (2009)**.

Social media might be disconnecting the library's functions into too many different facets of information **Gerolimos (2011)**. The implementation of social networking tools for interacting and exchanging ideas has changed the development of research and scholarly communication in the academic background (**Gruzd et al., 2012**).

Social networking site tools have had a fundamental impact of networked information on academics' behaviour and the attitudes in which they work, communicate, access information, work together and distribute their research outputs (**Nikam and Babu, 2009; Molina, 2012; Vuori and Okkonen, (2012)**). For a number of years the National Library Kolkata, Rajeev Gandhi University Library, Goa University Library, Delhi University Library and many other University Libraries are using social media tools for the encouragement, improvement and delivery of services and the collection. At present the most high outline Library-branded

activities are the Twitter and Facebook accounts which are used every day to support a range of communications and marketing of information products.

3. Some popular Social Networking Sites

1. Facebook: Facebook is very popular online Social Networking Site 2.93 billion monthly active users as of the 2022

2. Twitter: Twitter has changed dramatically over the years and today its criticized a lots for going the way of looking and functioning almost exactly like Facebook. Approximately 229 million active users of twitter per month.

3. LinkedIn: LinkedIn is social network for professionals; anyone who wants to make connections to advance their careers should be on LinkedIn. Profiles are designed to look sort of like extremely detailed resumes with sections for work, experience, education, volunteer work, certification, awards and all sort of other relevant work related information. Users can promote themselves and their business by making connections with other professionals, interacting in group discussion, posting jobs, applying to jobs, publishing articles etc. approximately 310 million active of users to LinkedIn.

4. Google +: Google + became the fastest growing social network the web has ever seen. Google + had always been widely criticized for being a social network that nobody really used. Number of active users per month: 395 million approximately

5. YouTube: it is where everyone go to watch or share video online. After Google You Tube is the second largest search engine despite being owned by google, YouTube can still recognised as separate social network on its own as a premier place to go and watch videos on every topic and upload your own as well. As of 2020, **more than 2 Billion** users tune in to YouTube every month and consume more than 5 billion videos every day.

6. Instagram: it has grown to be one of the most popular social networks for photo sharing that the mobile web has ever seen. It is the ultimate social network for sharing real-time photos and short videos while on the go. Number of active users per month: 1 billion approximately

7. WhatsApp: currently the most popular instant messaging provider world-wide. WhatsApp is a cross-platform app that uses your network connection or data plan to send and receive messages to individual or groups using text, photos, and videos and even voice messages. Number of active users per month: 2 billion approximately

8. Ning: Librarian can use this tool to get connected with students, Academic Library Association and more. You can also use it to share information with many people at a time.

9. Myspace: primarily have a social function of allowing users to make friends, talk online and share resources. **Number of active users: 20 million approximately**

10. Blog: by creating a blog you will be able to disseminate information to lots of people at one time.

11. Skype: Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls

(using a webcam) and text messaging. You can even conduct group conference calls. And, the best part is that Skype-to-Skype calls are free and can be used to communicate with anyone, located in any part of the world, over the internet. Number of active users per month: 300 million approximately.

12. Viber: This multi-lingual social platform, which is available in more than 30 languages, is known for its instant text messaging and voice messaging capabilities. You can also share photos and videos and audio messages, using Viber. It offers you the ability to call non-Viber users through a feature named Viber Out. Number of active users per month: 249 million approximately.

13. Snapchat: This is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world. Number of active users per month: 200 million approximately.

14. Telegram: This instant messaging network is similar to WhatsApp and is available across platforms in more than eight languages. However, Telegram has always focused more on the privacy and security of the messages you send over the internet by using its platform. So, it empowers you to send messages that are encrypted and self-destructive. This encryption feature has only just been made available for WhatsApp, whereas Telegram has always provided it. Number of active users per month: 100 million approximately.

4. Review of Literature

Kenchakkanavar (2015) examines this paper is to look at the implication and use of the most important social networking tools in libraries. University or College Library staff members use and create various forms of social Networks in library for their work and it influence and help to the users for new books arrivals, library rules regulations and library information's etc,. As college and university students are deep users of social networking sites, this efforts present libraries outreach possibilities to users who do not use the physical library.

Sahoo(2015) describes today, in the age of information technology the library users are more techno savvy and need micro information about the subject. The paper describes the social networking in library affairs. Now a day everyone is connected with each other by means of various social networks like Orkut, Google, Twitter, Facebook, LinkedIn, etc. This became an effective medium to share the knowledge and skills of the users and library professionals.

Amwar and Zhiwei (2019) investigated the rapid progress and development of social media and its associated tools have made things easy for the library staff and library professionals. Social media is the fastest tool of communication in today's world, where everyone can reach the other within a click. At the same time, the library professionals are getting familiar with social media and its related tools to apply in their respective libraries. The library professionals are creating a virtual platform using Social media to interact with their users and social media is also helping to reach out to the targeted audiences and customers. Social media is using by librarians to make their library users and also use social media for the marketing of their sources and services.

5. Objectives

1. To find the students awareness of social networking sites
2. To find out the frequency of visiting social networking sites and the device used by the students to access these sites
3. To find out popular social networking sites and the place for accessing them
4. To find out risk and problems faced by students in using social networking sites
5. To examine purpose of using social networking sites by students.
6. To identify the relevant of social networking sites to students for their study

6. Research Methodology

This study adopted survey method with structured questionnaire. Students pursuing Bachelor of Education from VTC, Bengaluru City University were population in this study. Questionnaires were distributed to students for collecting the data. Questionnaires distributed to 180 distributed questionnaires students and 156 students are responded (86.6%). Responded data has been analysed by calculating percentages and represented by various graphs and tables.

7. Data Analysis

After receiving questionnaires from the students, their responses were analysed using percentages and presented through graphs.

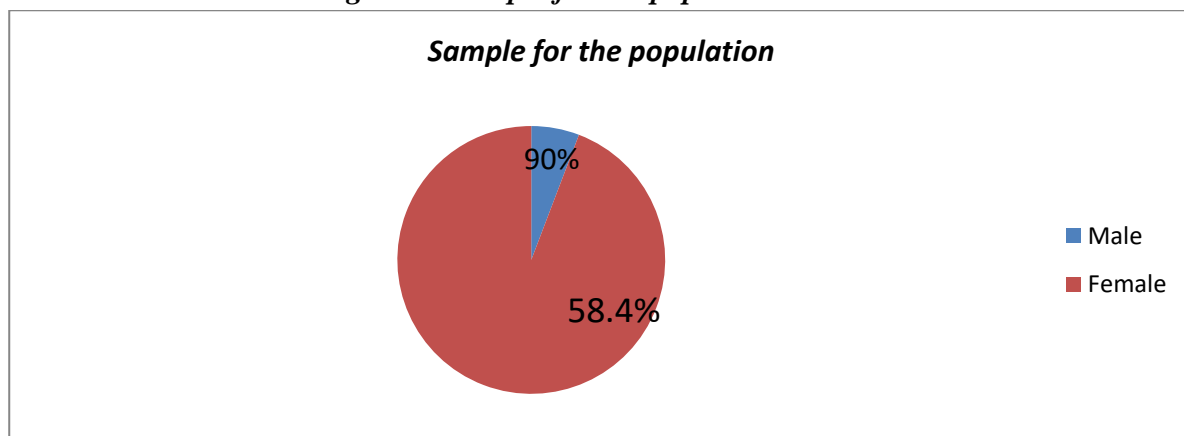
7.1 Result and Discussions

The high percentage of returned from both male and female students could be associated with the interest and cooperation showed by students of Vijaya Teachers College. In the final stage the statistical method for analysing collected data was used with the aid of percentage count and table frequencies. The sample of population and distribution of the study is given below:

Table 1: Sample for the population considered

<i>Gender</i>	<i>No. of questionnaires distributed</i>	<i>No. of questionnaires received</i>	<i>Response (%)</i>
Male	10	9	90%
Female	170	147	94.2%
Total	180	156	86.6%

Figure 1: Sample for the population considered

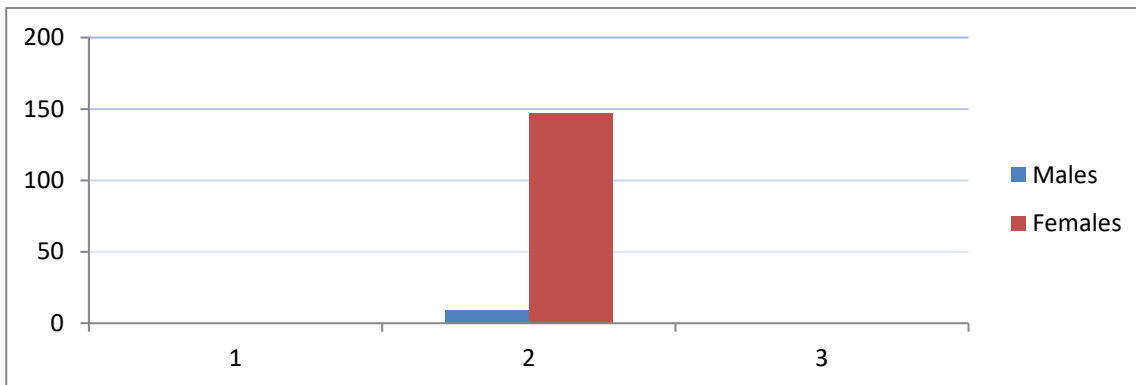


As shown in *Table 1 and Figure 1*, a total of 156 respondents have been covered in which 86.4% (N=147) are female respondents and 90% (N=9) are male respondents. Majority of respondents are female students.

Table: 2 Students' Awareness of Social Networking Sites

students' awareness of social networking sites	Males	Females	Response (%)
Yes	9	147	100%
No	0	0	0%

Figure 2: Students' Awareness of Social Networking sites

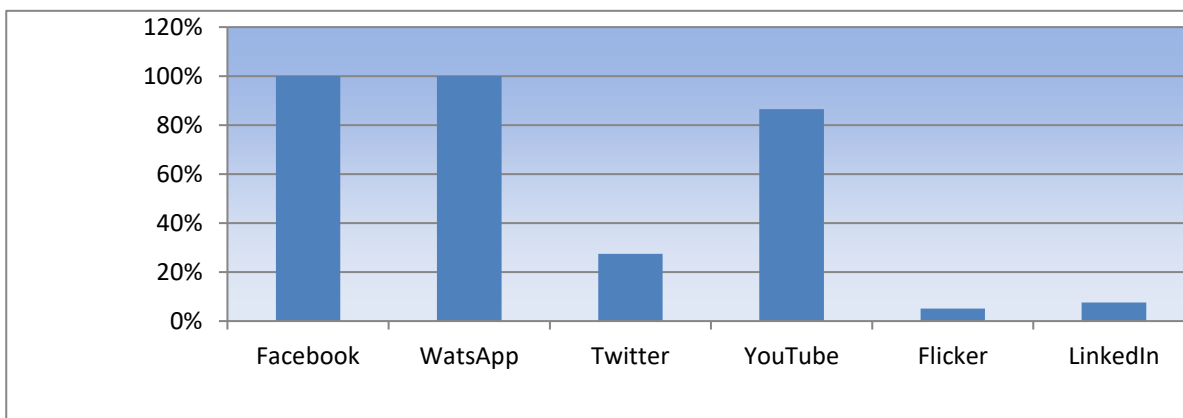


As shown in *Table 2 and Figure 2*, a total of 156 respondents have been covered in which both all males and females students have awareness of social networking sites 100% (N=156).

Table 3: Types of Social Networking Sites Students Aware of

Social Networking sites	Response	Response (%)
Facebook	156	100%
WatsApp	156	100%
Twitter	43	27.5%
YouTube	135	86.5%
Flicker	8	5.1%
LinkedIn	12	7.6%

Figure 3: Types of Social Networking Sites Students Aware of

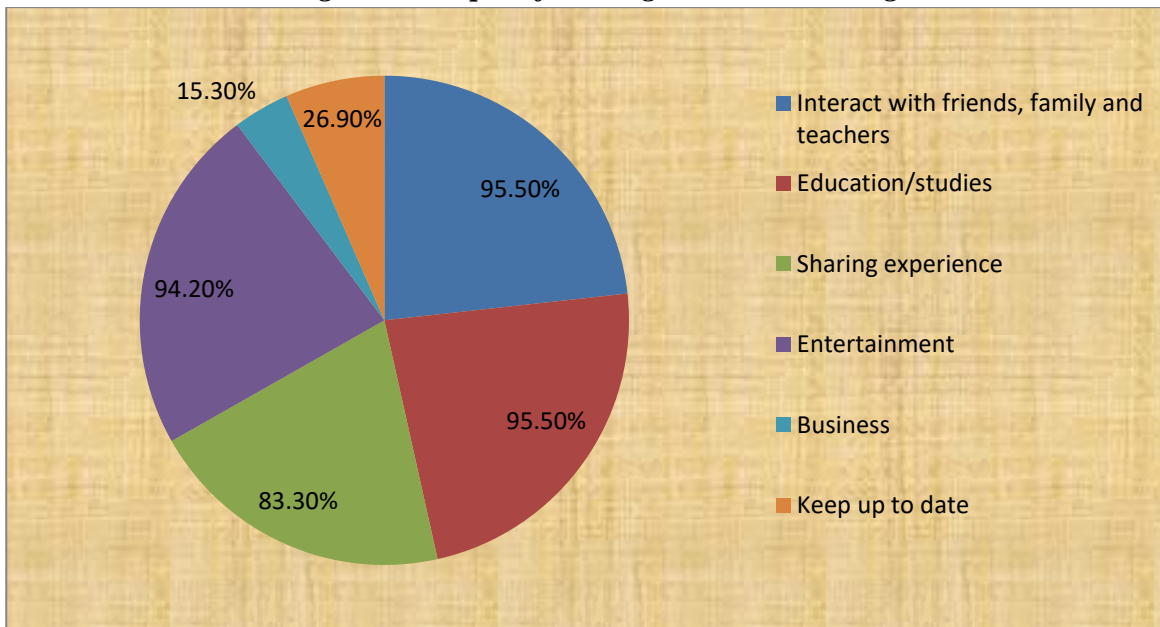


The result of table 3 and Figure 3 indicates that all respondents (100%, N=156) are aware of Facebook and WhatsApp followed by (86.5%, N=135) of the respondents are aware of YouTube, (27.5%, N=43) of the respondents aware of Twitter, (7.6% N=12) of the respondents aware of LinkedIn and only 5.1% (N=8) of the respondents aware of Flickr. Majority of the respondents are aware of Facebook and WhatsApp.

Table 4: Purpose for using social networking sites

<i>Purpose</i>	<i>Males</i>	<i>Females</i>	<i>Response (%)</i>
Interact with friends, family and teachers	9	140	95.5%
Education/studies	7	142	95.5%
Sharing experience	7	123	83.3%
Entertainment	8	139	94.2%
Business	3	21	15.3%
Keep up to date	6	36	26.9%

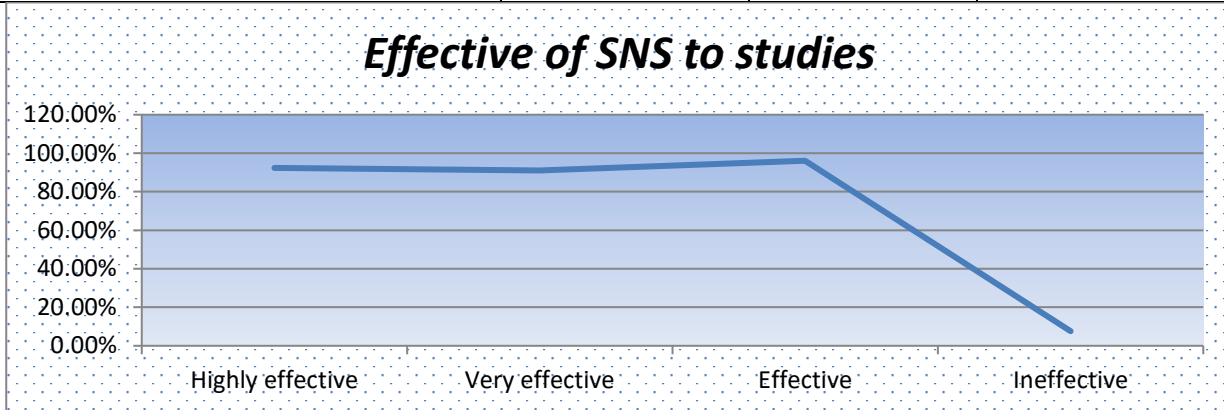
Figure 4: Purpose for using social networking sites



As shown in *Table 4 and Figure 4*, a total of 156 respondents have been covered in which both males and females students. Majority of the respondents using social networking sites for interact with friends, family and teacher (95.50%, N=149) and same number (95.50%, N=149) of respondents using social networking sites for Education/studies, 94.20%, N=147 of the respondents using social networking sites for Entertainment, 83.30%, N= 130 of the respondents using social networking sites for sharing experience, 26.90% N= 42 of the respondents using social networking sites for keep up to date, only 15.3% N=24 respondents using social networking sites for business.

Table 5: Effectiveness of social networking sites to studies

<i>Effective of SNS to studies</i>	<i>Males</i>	<i>Females</i>	<i>Response (%)</i>
Highly effective	6	139	92.4%
Very effective	5	137	91.0%
Effective	8	142	96.1%
Ineffective	2	10	7.6%



As shown in **Table 5 and Figure 5**, a total of 156 respondents have been covered both males and females students. Majority 96.1% N=150 of the respondents opined that social networking sites are effective to studies. 92.4% N=145 respondents opined that social networking sites are highly effective, 91.0% N=142 respondents opined that social networking sites are very effective. Only 7.6% N=12 of the respondents opined that social networking sites are ineffective.

Table 6: Frequency of visiting SNSs

<i>Frequency of Visit</i>	<i>Response</i>	<i>Response (%)</i>
Daily	147	94.2%
Weekly	6	3.8%
Monthly	2	1.2%
Occasionally	1	0.6%

Table 6 represents the frequency of visiting SNS by respondents, table shows that majority of respondents (94.2%, N=147) are visiting to SNS daily, followed by 3.8 % N=6 of the respondents are visiting SNS weekly, 1.2% (N=2) of the respondents are visiting monthly and only 0.6% (N=1) visiting occasionally.

Table 7: Place of accessing Social Networking Sites

<i>Place</i>	<i>Response</i>	<i>Response (%)</i>
Library	11	7.0%
Home	145	93.0%
Cyber Cafe	0	0%

Table 7 represents the place where students of Vijaya Teachers College access social networking sites. Majority of respondents 93.3% (N=145) access at home followed by only 7.0 % (N=11) who access in the library. 0% of the respondents visited Cyber cafe to access SNSs.

8. Findings

1. All the respondents (100%) have awareness of Social Networking Sites
2. Facebook and WhatsApp are most popular Social Networking Sites among the students from Vijaya Teacher College.
3. All respondents (100%, N=156) are aware of Facebook and WhatsApp followed by (86.5%, N=135) of the respondents are aware of YouTube, (27.5%, N=43) of the respondents aware of Twitter, (7.6% N=12) of the respondents aware of LinkedIn and only 5.1% (N=8) of the respondents aware of Flickr. Majority of the respondents are aware of Facebook and WhatsApp.
4. Majority of the respondents using social networking sites for interact with friends, family and teacher (95.50%, N=149) and same number (95.50%, N=149) of respondents using social networking sites for Education/studies, 94.20%, N=147 of the respondents using social networking sites for Entertainment, 83.30%, N= 130 of the respondents using social networking sites for sharing experience, 26.90% N= 42 of the respondents using social networking sites for keep up to date, only 15.3% N=24 respondents using social networking sites for business.
5. Total of 156 respondents have been covered both males and females students. Majority 96.1% N=150 of the respondents opined that social networking sites are effective to studies. 92.4% N=145 respondents opined that social networking sites are highly effective, 91.0% N=142 respondents opined that social networking sites are very effective. Only 7.6% N=12 of the respondents opined that social networking sites are ineffective.
6. Majority of respondents (94.2%, N=147) are visiting to SNS daily, followed by 3.8 % N=6 of the respondents are visiting SNS weekly, 1.2% (N=2) of the respondents are visiting monthly and only 0.6% (N=1) visiting occasionally.

9. Conclusion

The conclusion is last but very informative to each and every research in which researcher sum up his study, in the same way, Applications and Importance of Social Networking Sites to Promote Library Services: Case Study of Vijaya Teachers College, Bengaluru City University, in we can conclude students of Vijaya Teachers College are more active on Social Networking Sites. As most of the teacher students are active on Facebook and WhatsApp, so library can use Facebook and WhatsApp as a tool to connect with the students for various updates. This paper explores the tacit knowledge of students in various contexts to accessing the SNSs. This paper is very useful to analysis the student's behaviour in SNSs. The suggestions of authors said, students of Vijaya Teachers College are more active on SNSs but they must be trained to use these sites to complete their academic task and another suggestion is, aware them to various open sources, that is available free of cost in internet.

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