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# Awareness, Perception and Use of Social Networking Sites among Library Professionals and Semi-Professionals: A Case Study

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# Awareness, Perception and Use of Social Networking Sites among Library Professionals and Semi-Professionals: A Case Study

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## ABSTRACT

Academic libraries are playing an important role in promoting library resources and services. Awareness on Social Networking Sites and their use are very much essential to the library professionals and semi-professionals to promote the library resources and services and for maximum utilization of the same. Manipal Academy of Higher Education (MAHE) has 12 libraries and the current study is limited to 10 libraries. The main objective of the study was to study the awareness, perception and use of Social Networking Sites among library professionals and semi-professionals at MAHE libraries. Questionnaire method was used in the study. It is observed from the study that all the respondents are having awareness about social networking sites and have good perceptions about SNSs. The study recommended MAHE libraries to take the initiative in including social networking sites on their library web sites for building a network within themselves as well as with users to maximize the use of library resources and services and to increase the visibility of the libraries.

**Keywords:** Social Networking Sites, Social Media, Manipal Academy of Higher Education, Social Networking Sites uses, Library services

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## 1. INTRODUCTION

Information seeking behavior of library users is undergoing a tremendous transformation, especially with the development of information and communication technology (ICT). Due to the application of ICT, there is a dramatic shift from the traditional approach to information provision, access, retrieval, and management to modern methods where computer technology plays a significant role. One of the main objectives of the libraries is to provide the right information to the right reader at the right time. ICT is playing an important role not only in collection development in academic libraries but also in the dissemination of information. The library should not only involve in collecting, processing, organizing, dissemination of information to its readers but also in promoting the library resources and services. Library resources are utilized to the maximum extent if the libraries create awareness on the same. Library professionals and semi-professionals are required to know recent developments in library

and information science for implementing the same in their libraries. One of the ways by which library professionals and semi-professionals could keep themselves up-to-date in their field is by using social networking sites.

## 2. SOCIAL NETWORKING SITES (SNS)

Social Networking Sites are the web-enabled software programs being used for interaction and collaboration between users. There are many SNSs, available today each with its features and functionality supporting a wide range of interests and practices. Some of the important social Networking sites have been depicted in Figure 1 below.

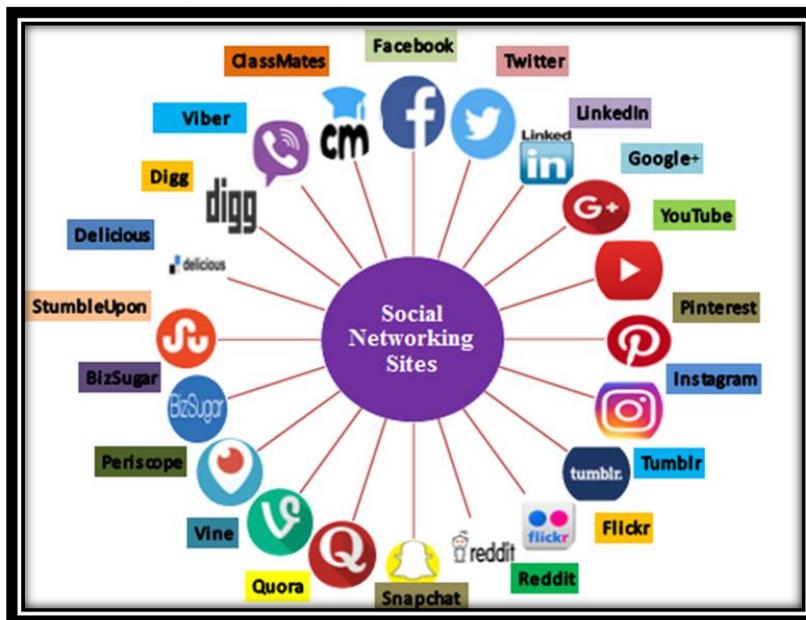


Fig. 1: Social Networking Sites

Awareness on Social Networking Sites and their use are very much essential to the library professionals and semi- professionals to promote the library resources and services and for maximum utilization of the same. SNSs are being used in libraries to communicate with library users, to let users know about new resources added to the library and new services provided by the library, for collaboration among the users, marketing library programs and services, to provide library alerts etc.

## 3. MAHE LIBRARIES, MANIPAL

Manipal Academy of Higher Education (MAHE) has been imparting world-class education for over 60 years. It has been accorded the status of "The Institute of Eminence" by the Ministry of Human Resource Development (MHRD) in the year 2018. MAHE has 12 libraries out of which six libraries are major libraries. The fully automated MAHE Libraries have excellent infrastructure and rich collection of both print and electronic resources. Libraries provide access to bibliographic databases like Scopus and Web of Science and several full- text databases from leading publishers as well as aggregators related to health science, technology and social sciences. They provide basic library services as well as research support services to the library users.

#### **4. LITERATURE REVIEW**

According to Breeding (2009) Library professionals are using social networking sites for their professional development though they continue to attend conferences and seminars to share their experiences and knowledge. He is of the opinion that though facebook is being used by the majority of the library professionals, it is mainly used for recreation activities. Further he observed that LinkedIn is being used for expanding the contacts and for finding jobs. Breeding found that Twitter is one of the best sources for keeping oneself up- to second and to know the current developments in a particular field.

Priolkar and. Kumbhar (2015) conducted a study entitled “Use of social networking sites by library professionals in the institute libraries”. From the study it has been observed that the SNS would be creating a separate platform for interaction between library professionals and users. Through the SNS library provide various services to the users and can do marketing of their information products. These social networking sites enable the library users to directly interact with library staff members and get the information required by them quickly. Library professionals could develop subject- specific blogs to satisfy users who are working in a specific subject area.

Ravi Kumar (2015) in his study focused on the impact of social networks on academic libraries in this age of technology. According to him, there is a need to educate the LIS professionals on the importance of utilizing social networks in library services and teach the necessary skills to use social networks to library users as social networking sites are the central forum for accessing and sharing information.

In a survey conducted on the use of Social Media in Marketing of Library and Information Services in Bangladesh, Islam and Habiba (2015) stated that out of the 46 libraries under study, 44 libraries are using social media in Bangladesh. The majority of the respondents (36) agreed that social media usage trends in libraries had expanded quickly. It was also found that the majority of the libraries use Facebook (44), LinkedIn (40) and SlideShare (36) for marketing their activities.

The study conducted by Idiegbeyan-ose et al. (2016) revealed that LinkedIn was the most frequently visited SNS among all SNS by the library professionals. The study also revealed that the greatest challenge to use social media for library professionals is the lack of social media skills. The study suggested the inclusion of a course on how to use social media to provide library services in library science schools and also for training the staff members of the library on the usage of SNS in providing library services as staff members were using Social Media only for communication and collaborating between their colleague and friends. The study recommended the use of YouTube by library professionals as YouTube has materials for teaching and research.

Swain and Barik (2016) conducted a study on social networking sites for effective library and information services. The study revealed that social networking helps the library and library professionals to connect with their users virtually and to make a social connection. It has been observed that the application of social media in library and information services has greatly

affected the organization of information, dissemination of information and communication of information in the libraries. The study suggested the use of Facebook, YouTube, Blog by library professionals to promote library resources and services.

Pradhan and Pradhan (2016) in their paper mentioned that social networking tools help library professionals to share information with research scholars, students and faculty members in an effective way in the academic environment. Library professionals mainly use social networking in three broad categories to attract users like information communication, knowledge distribution and knowledge organization. The study concluded that libraries are using emerging social networking services to cope with the digital environment and to meet the information needs of the users. Libraries are using social networking tools to meet user expectations. There should be a proper balance between traditional library services as well as modern library services to satisfy the user needs.

Ashraf and Haneefa (2016) conducted a study on the scholarly use of social media in University of Calicut. This study emphasized the need for popularizing social media among the students as it positively influences their research activities.

Singh and Kumar (2017) conducted a study on one of the social networking sites Facebook by library and information science professionals at the University of Delhi. The study revealed that awareness on use of Facebook for promoting library services need to be created and there is a need for encouragement to use Facebook for the same by the library professionals.

The study conducted by Okuonghae, Achugbue, & Ogbomo (2017) recommended the training to the library staff members on the use of the different social media in providing library services as this could enhance librarians' use of social networking sites among their colleagues for updating their professional knowledge.

It can be noted that the majority of these studies could establish their views on the usefulness of social networking sites to the librarians for communicating with the users and other library staff members related to library activities. The studies also showed that the use of social networking sites increasing day by day and they have become an important tool to disseminate information in modern libraries.

## **5. OBJECTIVES**

The objectives of the study are as follows:

- To know the level of awareness regarding social networking sites (SNSs) among library professionals and semi-professionals of MAHE Libraries.
- To identify the various social networking sites being used by the library professionals and semi-professionals of MAHE Libraries.
- To know the frequency of accessing SNSs by the library professionals and semi-professionals
- To determine the purpose of usage of SNSs and time spent in using social networking sites by the library professionals and semi-professionals of MAHE Libraries.

- To know the perception on the use of SNSs by THE library professionals and semi-professionals
- To identify the problems in the use of SNSs

## 6. METHODOLOGY

MAHE has 12 libraries. The current study is limited to 10 libraries of MAHE which are SEARCH-The KMC Health Sciences Library, Manipal, Manipal Institute of Technology Central Library (MIT Central Library), Manipal, School of Communication (SOC) Library, Manipal, School of Management Library (SOM), Manipal, Welcome Group School of Hotel Administration (WGSHA) Library, Manipal, Department of European Studies Library, Manipal, Manipal Centre for Natural Sciences Library (MCNS Library), Manipal, Manipal Centre for Philosophy & Humanities Library (MCPH Library), Manipal, Department of Geopolitics and IR Library, Manipal, Nehru Memorial Library (NML), Manipal. The present study has not included KMC Library, Mangalore and School of Regenerative Medicine Library (SORM), Bangalore. There are 31 professionals and 63 semi-professionals working in these ten libraries. The total population of library professionals and semi-professionals is 94. The study used a questionnaire method for data collection. The whole population has been taken for the study. Questionnaires have been personally administered to all the 94 professionals and semi-professionals. Out of 94 questionnaires distributed, 89 filled in questionnaires were received back. In received questionnaires, 31 questionnaires were from professionals and 58 questionnaires were from semi-professionals. The overall response rate for the survey was 94.6 %. The data collection was done between April 7<sup>th</sup> and May 5<sup>th</sup>, 2018.

## 7. DATA ANALYSIS

A structured questionnaire was developed and used for data collection. It was pilot tested on the small group of respondents (a sample of five respondents) to see whether the modification is required in the questionnaire. Respondents of the study included Librarians, Assistant Librarians and Library Assistants working at MAHE Libraries. Data were analyzed using SPSS software version 16.0.

### 7.1 Population and rate of response

Table 1 shows MAHE libraries which are included in the study, distribution of questionnaire and rate of responses and percentage of responses among the study population. The study includes professionals and semi-professionals of 10 MAHE libraries.

Table 1: Population and rate of response

No. of questionnaires distributed	No. of questionnaires received from participants	Percentage of responses
94	89	94.6

## 7.2 Designation-wise distribution of respondents

The study includes the librarians, assistant librarians and library assistants. Figure 2 reveals the designation-wise distribution of respondents.

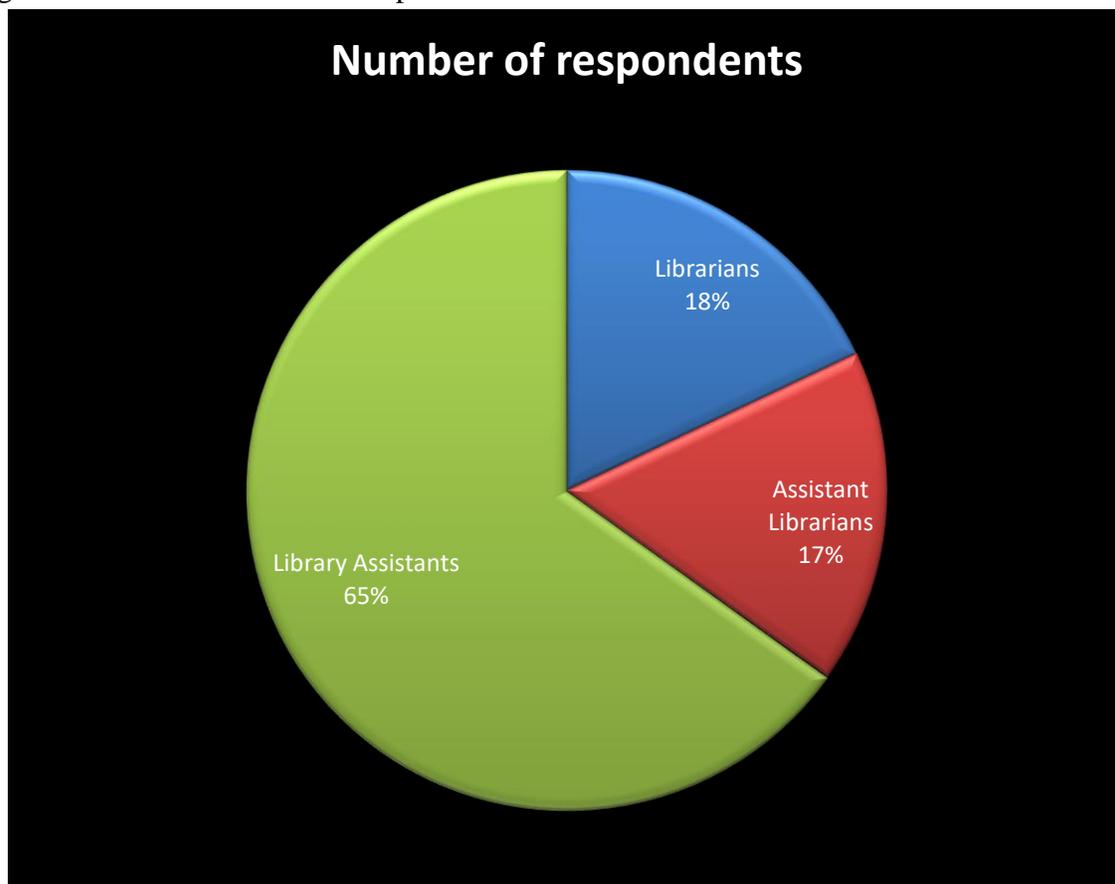


Fig. 2: Designation-wise distribution of respondents

## 7.3 Experience of the respondents

Table 2 shows the details of the experience of professionals and semi-professionals of MAHE Libraries. It is observed that out of 89 respondents majority of the respondents (56.2%) were having experience of more than 15 years in their libraries followed by, 21 (23.6%) respondents were having experience of 5-10 years, 12 (13.5%) respondents were having experience between 1-5 years, and 6 (6.7%) respondents were having experience of 10-15 years in their libraries.

Table 2: Experience of the respondents in libraries

Experience	Responses of Participants	Percentage of Responses (%)
1-5 years	12	13.5
5-10 years	21	23.6
10-15 years	6	6.7
More than 15 years	50	56.2
<b>Total</b>	<b>89</b>	<b>100</b>

#### 7.4 Awareness about Social Networking Sites among professionals and semi-professionals of MAHE Libraries

Table 3 shows the awareness about SNSs among the professionals and semi-professionals of MAHE Libraries. The Table indicates that all respondents are aware of SNSs.

Table 3: Awareness about Social Networking Sites among professionals and Semi-professionals of MAHE Libraries

Awareness about SNSs	Number of respondents	Percentage
Yes	89	100
No	0	0

#### 7.5 Membership in SNSs

Table 4 shows the number of respondents who have a membership in SNSs. The result reveals that majority of the respondents (89.9%) have a membership in SNSs and only 9 (10.1%) of respondents are not having membership of SNSs.

Table 4: Membership in SNSs

Membership	Responses	Percentage of responses
Yes	84	94.4
No	5	5.6

#### 7.6 Reasons for not creating an account in SNSs

Participants who were not having membership in SNSs were asked to mention the reasons for not created an account in social media. Table 5 exhibits that all 5 (100%) participants are not interested, 1 (20%) participant mentioned that creating an account in SNSs is against the culture and there is no privacy.

Table 5: Reasons for not creating an account in SNSs

Reasons	Responses of Participants		
	Yes (%)	No (%)	Total (%)
Don't know what SNSs are	0 (0)	5 (100)	5 (100)
Not interested	5 (100)	0 (0)	5 (100)
Didn't enjoyed	0 (0)	5 (100)	5 (100)
Against the culture	1 (20)	4 (80)	5 (100)
No privacy	1 (20)	4 (80)	5 (100)

#### 7.7 Social Networking Sites used by the library professionals and semi-professionals of MAHE

Table 6 reveals that 59 (66.3%) respondents used Facebook, 54 (60.7%) respondents used YouTube, 36 (40.4%) respondents used Google+, 12 (13.5%) respondents used Instagram, 6 (6.7%) respondents used LinkedIn, 5 (5.6%) respondents used Twitter and any other, 4 (4.5%) respondents used Viber, 2 (2.2%) respondents used Pinterest and Flickr, 1 (1.1%) respondents used Snapchat, Quora and Delicious. The other SNSs like Tumblr, Reddit, Vine, Periscope, ClassMates, StumbleUpon, Digg and BizSugar got 0 (0%) responses. Another SNS used by the respondents is WhatsApp.

Table 6: Social Networking Sites used by the library professionals and semi-professionals of MAHE

SNSs	Responses of Participants		
	Yes (%)	No (%)	Total
Facebook	59 (66.3)	30 (33.7)	89 (100)
Twitter	5 (5.6)	84 (94.4)	89 (100)
LinkedIn	6 (6.7)	83 (93.3)	89 (100)
Google+	36 (40.4)	52 (58.4)	89 (100)
YouTube	54 (60.7)	35 (39.3)	89 (100)
Pinterest	2 (2.2)	87 (97.8)	89 (100)
Instagram	12 (13.5)	77 (86.5)	89 (100)
Tumblr	0 (0)	89 (100)	89 (100)
Flickr	2 (2.2)	87 (97.8)	89 (100)
Reddit	0 (0)	89 (100)	89 (100)
Snapchat	1 (1.1)	88 (98.9)	89 (100)
Quora	1 (1.1)	88 (98.9)	89 (100)
Vine	0 (0)	89 (100)	89 (100)
Periscope	0 (0)	89 (100)	89 (100)
BizSugar	0 (0)	89 (100)	89 (100)
StumbleUpon	0 (0)	89 (100)	89 (100)
Delicious	1 (1.1)	88 (98.9)	89 (100)
Digg	0 (0)	89 (100)	89 (100)
Viber	4 (4.5)	85 (95.5)	89 (100)
ClassMates	0 (0)	89 (100)	89 (100)
Any Other	5 (5.6)	84 (94.4)	89 (100)

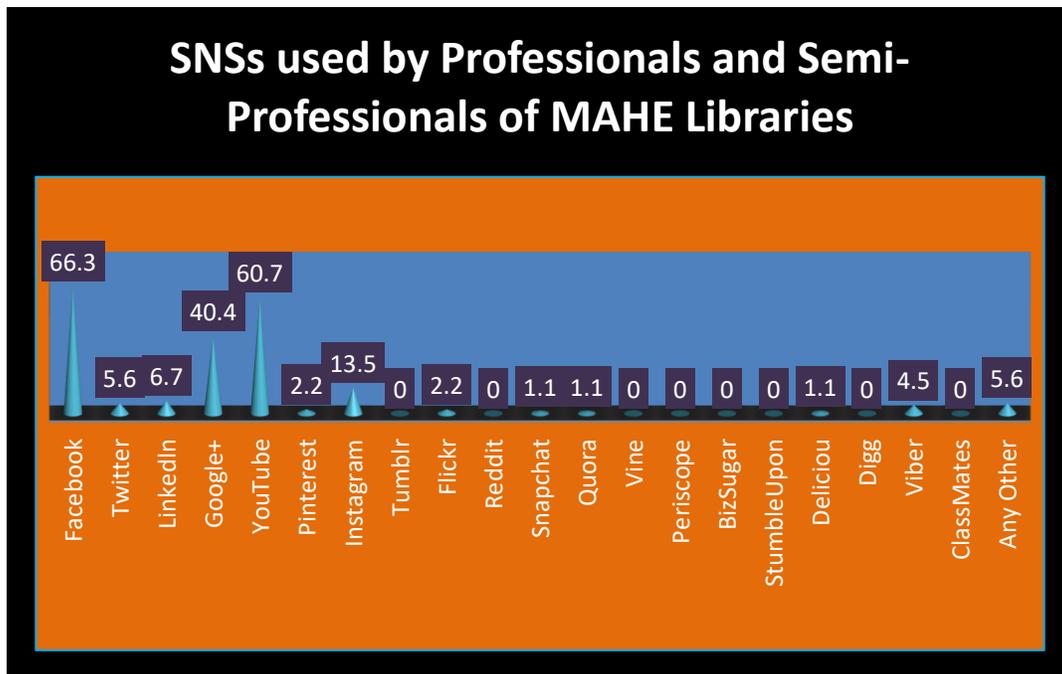


Fig. 3: Social Networking Sites used by the library professionals and semi-professionals of MAHE

### 7.8 Purpose of using SNSs

Table 7 shows the purposes of using SNSs. It has been observed that 65 (73%) respondents were using SNSs for friendly communication, 33 (37.1%) respondents to discuss social issues and events, 30 (33.7%) respondents for Professional communication and 28 (31.5%) respondents were using SNSs to discuss new ideas.

Table 7: Purposes of using SNSs

Purposes	Responses of Participants		
	Yes (%)	No (%)	Total (%)
Friendly communication	65 (73.0)	24 (27.0)	89 (100)
Professional communication	30 (33.7)	59 (66.3)	89 (100)
Discuss new ideas	28 (31.5)	61 (68.5)	89 (100)
Discuss social issues and events	33 (37.1)	56 (62.9)	89 (100)
Any other	0 (0)	89 (100)	89 (100)

### 7.9 Devices used for accessing SNSs

Table 8 indicates that a large number of respondents use Personal Computers (PC) to access social media. They are accounting for 55 (61.8). The second important device is the Smartphones. They are accounting for 54 (60.7) and the third device is Laptop. They are accounting for 16 (18.0) of the total.

Table 8: Devices used for accessing SNSs

Access Device	Responses of Participants		
	Yes (%)	No.(%)	Total (%)
PC	55 (61.8)	34 (38.2)	89 (100)
Laptop	16 (18.0)	73 (82.0)	89 (100)
Smartphone	54 (60.7)	35 (39.3)	89 (100)
iPod/iPad	0 (0)	89 (100)	89 (100)
Any other	0 (0)	89 (100)	89 (100)

### 7.10 Frequency of accessing SNSs

Respondents were asked to mention the frequency of accessing SNSs. As displayed in Table 9. 54 (60.7%) respondents access SNSs daily, 10 (11.2%) respondents access SNSs weekly, 7 (7.9) respondents access SNSs monthly, 13 (14.6%) respondents access SNSs occasionally and 5 (5.6%) respondents access SNS whenever required.

Table 9: Frequency of accessing SNSs

Frequency of access	Responses of Participants	Percentage of responses (%)
Daily	54	60.7
Weekly	10	11.2
Monthly	7	7.9
Occasionally	13	14.6
When required	5	5.6
<b>Total</b>	<b>89</b>	<b>100</b>

### 7.11 Time spent on using SNSs

A question was asked on per day time spent on using SNSs. As indicated in Table 10 and Fig 4, 65 (73%) respondents spent less than 1 hour for using SNSs, 15 (16.9%) respondents spent 1-2 hours for making use of SNSs, only one 1 (1.1%) respondent spent 2-3 hours, 4 (4.5%) respondents spent more than 3 hours for making use of SNSs and 4 (4.5%) respondents are not responded to the said question.

Table 10: Time spent on using SNSs

Time spent	Responses of Participants	Percentage of responses (%)
Less than 1 hour per day	65	73.0
1-2 hours per day	15	16.9
2-3 hours per day	1	1.1
More than 3 hours per day	4	4.5
Not Responded	4	4.5

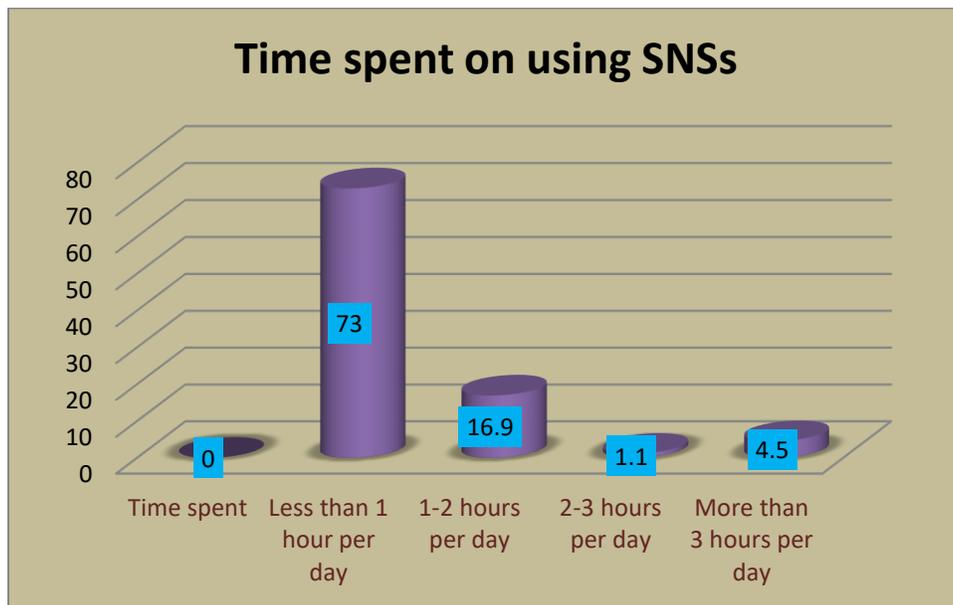


Fig. 4: Time spent on using SNSs

### 7.12 Importance of SNSs in professional life

Respondents were asked to mention the importance of SNSs in their professional life. Fig 5 reveals that 47 (52.8%) respondents felt that SNSs are important, 20 (22.5%) respondents are of the opinion that SNSs are very important in their professional life, whereas 13 (14.6%) respondents were neutral, 6 (6.7%) respondents felt that SNSs are not important and 3 (3.4%) respondents are of the opinion that SNSs are not very important in their professional life.

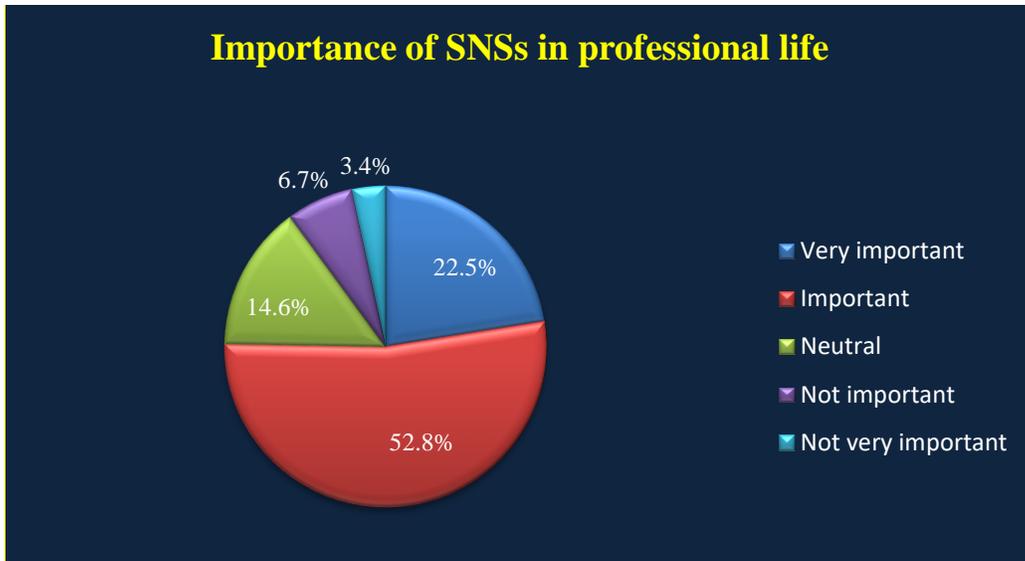


Fig. 5: Importance of SNSs in professional life

### 7.13 Uses of SNSs in disseminating information

To the question on the usage of SNSs in dissemination of information, maximum number of respondents 55(61.8%) have replied that SNSs are useful in sharing up-to-date information followed by keeping interaction with professional friends 48(53.9%), building professional network 29(32.6%) and in chatting 20(22.5%). The same has been depicted in Table 11.

Table 11: Uses of SNSs in disseminating information

Uses of SNSs in disseminating information	Responses of Participants		
	Yes (%)	No (%)	Total (%)
Keep interaction with professional friends	48 (53.9)	41 (46.1)	89 (100)
Sharing up to date information	55 (61.8)	34 (38.2)	89 (100)
Build a professional network	29 (32.6)	60 (67.4)	89 (100)
For chatting	20 (22.5)	69 (77.5)	89 (100)
Any other	0 (0)	89 (100)	89 (100)

### 7.14 Uses of SNSs in professional activities

Table 12 indicates the uses of SNSs in professional activities. It is observed that 44 (49.4%) respondents used SNSs to keep themselves up-to-date in their field, 42 (47.2%) respondents to connect with other library professionals, 36 (53%) respondents to know about library resources, services, 28 (31.5%) respondents used SNSs to know about conferences, seminars, and workshops in library science field.

Table 12: Uses of SNSs in professional activities

Uses of SNSs in professional activities	Responses of Participants		
	Yes (%)	No (%)	Total (%)
Know about conferences, seminars, workshops	28 (31.5)	61 (68.5)	89 (100)
Keep up-to-date	44 (49.4)	45 (50.6)	89 (100)
Connect with other library professionals	42 (47.2)	47 (52.8)	89 (100)
Know about other library resources, services	36 (40.4)	53 (59.6)	89 (100)
Any other	0 (0)	89 (100)	89 (100)

### 7.15 Perception on use of SNSs for marketing library resources and services

Table 13 shows the data related to the respondents' perception on use of SNSs for marketing library resources and services. Majority of the respondents 32(36.0%) strongly agree that SNSs help students, faculty members and researchers to use library and its resources 60 (67.4%) of the respondents agreed that SNSs are useful in sharing presentations, 14 (15.7%) of the participants are neutral to the statements “SNSs helps in promoting distance learning”, “SNSs are useful in sharing presentations” and to the statement “SNSs helps in instant messaging for chat reference assistance” whereas 5 (5.6%) of the participants disagree to the statement “SNSs helps students, faculty members and researchers to use the library and its resources”

Table 13: Perception on use of SNSs for marketing library resources and services

Perceptions	Responses of Participants				
	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Helps the students, faculty and researchers to use library and its resources	32 (36.0)	48 (53.9)	4 (4.5)	3 (3.4)	2 (2.2)
Helps libraries to get closer to the users	28 (31.5)	44 (49.4)	13 (14.6)	3 (3.4)	1 (1.1)
More convenient in the process of exchanging knowledge and information	25 (28.1)	55 (61.8)	7 (7.9)	1 (1.1)	1 (1.1)
In building a collaborative network with users	20 (22.5)	56 (62.9)	7 (7.9)	5 (5.6)	1 (1.1)
Facilitates knowledge sharing	25 (28.1)	53 (59.6)	9 (10.1)	1 (1.1)	1 (1.1)
Helps to feed user with information about new arrivals and events of the library	21 (23.6)	56 (62.9)	9 (10.1)	2 (2.2)	1 (1.1)
Helps in promoting distance learning	15 (16.9)	56 (62.9)	14 (15.7)	3 (3.4)	1 (1.1)
Enables users to search library activities	17 (19.1)	58 (65.2)	10 (11.2)	3 (3.4)	1 (1.1)
Useful in sharing presentations	12 (13.5)	60 (67.4)	14 (15.7)	2 (2.2)	1 (1.1)
Helps in instant messaging for chat reference assistance	18 (20.2)	53 (59.6)	14 (15.7)	4 (4.5)	0 (0)
Helps in uploading library images	19 (21.3)	59 (66.3)	9 (10.1)	1 (1.1)	1 (1.1)
Helps in sharing videos of conferences, workshops and library events	20 (22.5)	54 (60.7)	12 (13.5)	2 (2.2)	1 (1.1)
Helps to keep current with developments in the field of librarianship	21 (23.6)	55 (61.8)	11 (12.4)	1 (1.1)	1 (1.1)

### 7.16 Problems in use of SNSs

It is observed from the study that there are some problems faced by the respondents while using SNSs and the same has been indicated in Table 14. For 30 respondents, people can post whatever they want' is the main problem in using SNSs. This may be the problem because respondents may not like too many unwanted posts while login into social networking sites. Further 29

respondents have reported that too many social networking sites are the problem they are facing in using SNSs. It has been observed that, for the majority of the respondents (83), ‘low interest in learning and utilizing social networking sites’ were not the problems in using SNSs.

Table 14: Problems in use of SNSs

Problems in use of SNSs	Responses of Participants		
	Yes (%)	No (%)	Total (%)
Too many social networking sites to learn	29 (32.6)	60 (67.4)	89 (100)
Website is difficult to understand and use	8 (9.0)	81 (91.0)	89 (100)
Available information is not authentic	27 (30.3)	62 (69.7)	89 (100)
People can post whatever they want	30 (33.7)	59 (66.3)	89 (100)
Lack of knowledge on how to use it	17 (19.1)	72 (80.9)	89 (100)
Low interest in learning and utilizing social networking sites	6 (6.7)	83 (93.3)	89 (100)
Inadequate training opportunities	7 (7.9)	82 (92.1)	89 (100)
Slow speed of internet	25 (28.1)	64 (71.9)	89 (100)
Difficult to cope with the rapid growth of such websites	13 (14.6)	76 (85.4)	89 (100)
Lack of security and privacy	21 (23.6)	68 (76.4)	89 (100)
Lack of advanced IT skills	7 (7.9)	82 (92.1)	89 (100)
Don't have any problems	16 (18.0)	73 (82.0)	89 (100)

### 7.17 Usefulness of SNSs in libraries: Comments from the respondents

An open-ended question was asked to the participants to comment on the usefulness of the social networking sites in libraries. Twenty-five participants have responded to the said question. The comments of the respondents are as follows:

- With the help of SNSs libraries can reach users easily.
- SNSs could increase the library resources’ usage and could share useful information with many in less time.
- SNSs help in information dissemination, communication and knowledge gathering
- SNSs help to share their ideas with their friends.
- SNSs are good communication network and are useful to the young generation.
- SNSs in the library are very useful to collect information to keep the users up-to-date.
- In SNSs people can comment on the messages of their friends easily and sharing the knowledge. They are treated as essential and necessary in the library field.
- SNSs are very useful in spending leisure hours.
- SNSs are useful to connect with users and in exchange of information.

## 8 FINDINGS

Based on the results of the study, the significant findings have been drawn below.

- It is observed from the study that all 89 participants are having awareness about social networking sites.
- Among 89 respondents, the majority of the respondents are Library assistants (65.2%) followed by Librarians (18%) and Assistant librarians (16.9%).
- The study also reveals that most of the participants were having experience of more than 15 years (56.2%) in their libraries.

- The result reveals that majority of the respondents (94.4%) have a membership in SNSs.
- From the study it has been observed that all participants (100%) were aware of SNSs. The reasons mentioned by the 5 participants for not having membership are
- (i) No interest (100%) (ii) Against the culture (20%) (iii) No privacy (20%).
- It has been observed from the study that majority of the respondents (66.3%) used Facebook, followed by YouTube (60.7%).
- The purposes of using SNSs are for friendly communication (73%) followed by for discussing social issues and events (37.1%).
- Majority of the respondents access SNSs using a personal computer (61.8%). The second highest access device used by them is smartphone (60.7%).
- Most of the participants (75.3%) access social networking sites at their homes
- From the study, it has been observed that 60.7% of the participants are using SNSs daily and 73% of the participants spent less than 1 hour per day in accessing SNSs.
- The study reveals that 84.3% of library professionals and semi-professionals of MAHE libraries access general information from social networking sites.
- 52.8% of respondents said that SNSs are important in their professional life. 61.8% respondents use SNSs for sharing up to date information. 49.4% of respondents use social media for keeping themselves up- to-date in their professional life.
- Majority of the respondents (62.9%) have the opinion that social networking sites are helpful for easy communication.

Professionals and semi-professionals at MAHE libraries have a good perception of SNSs. 67.4% of participants agreed that SNS are useful in sharing presentations, 66.3% of respondents agreed that they help in uploading library images, 65.2% of respondents said that they enable users to search library activities, 62.9% of participants agreed that SNSs help in building collaborative network with users, promoting distance learning, feed user with information about new arrivals and events of the library. 61.8% of participants agree that SNSs are more convenient in the process of exchanging knowledge and information and help to keep current with developments in the field of librarianship. 59.6% responders agree that they facilitate in knowledge sharing and help in instant messaging for chat reference assistance. 53.9% of participants agree that they help students, faculty and researchers to use the library and its resources and 49.4% of respondents have a perception that SNSs help libraries to get closer to the users. The study reveals that major problem in the use of SNSs is ‘people can post whatever they want’ (33.7%).

## **9. SUGGESTIONS**

Based on the results, the study provides the following suggestions:

- There is a need to encourage library professionals and semi-professionals in using SNSs in their professional activities from their work place.
- It is recommended that MAHE libraries could take the initiative in developing social networking sites page on their library web sites for building a network within themselves as

well as with users to maximize the use of library resources and services and to increase the visibility of the libraries.

- Hands-on training programs are to be organized regularly for library professionals and semi-professionals of MAHE libraries on how effectively SNSs could be used in promoting the use of library resources and services.
- Library science departments across the country in their curriculum should stress on the practical aspects of using SNSs in promoting usage of library resources and services.

## 10. CONCLUSION

Social Networking Sites (SNSs) play an important role in connecting library users with library professionals and semi-professionals. They are also useful in connecting library professionals and semi-professionals of a group of libraries as well. It has been observed from the study that the respondents are well aware of various social networking sites and many of them are using face book. There is a need to train the library professionals and semi-professionals in making use of social networking sites including Facebook for the marketing of library resources and services at MAHE Libraries as the libraries have a rich collection of both print and electronic resources and provide research support services. By using social media MAHE libraries can promote services, resources, and workshops and other information literacy programs being conducted by the libraries to their users.

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