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Winter 12-25-2019

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J, joicy A. and S, Allysornam, "PERCEPTION OF FACULTY ON THE USEFULNESS OF SOCIAL NETWORKING TOOLS: A STUDY AMONG CHRISTIAN ARTS AND SCIENCE COLLEGES" (2019). *Library Philosophy and Practice (e-journal)*. 3812.

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# PERCEPTION OF FACULTY ON THE USEFULNESS OF SOCIAL NETWORKING TOOLS: A STUDY AMONG CHRISTIAN ARTS AND SCIENCE COLLEGES

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## ABSTRACT

Social networking sites play a dynamic role in this information overloaded scenario. Social networking sites are major tools of inspiration to teaching, learning and research in Higher Educational Academic Institutions. The present investigation made an attempt to study the perception of faculty regarding the usefulness of Social Networking Tools. This study has been done among the selected 672 faculty members in 15 Christian colleges in the Kottayam District, Kerala. The result reveals that majority of the respondents are female, Assistant Professors below 35 years of age. It reveals that the usage of WhatsApp/ Facebook is found higher when compared with other social networking tools. It is observed that social networking tools have been used at a higher level. The overall level of perception of social networking tools is moderate for 44.6% of faculty.

***Keywords:** Social Network Tools, Christian Colleges, Faculty Members, Information, WhatsApp, Perception.*

## INTRODUCTION

Now a days Internet and social networking sites come forth as the most powerful tools to use, access, storage and retrieving the information. Social networking sites play a key role in the life of people especially the younger demographics. The term 'social' refers to the ways in which people connect with each other. The networking enhances to learn, to collaborate and to share ideas. The present age is called as Digital Age. In this current age, there is a vast change in almost all walks of life. The education field is highly affected because of the electronic inventions.

Almost all the countries in the world have adopted the new technologies for teaching and learning process. The important role of education has been played by Computers and related electronic resources. Electronic information sources are becoming more and more important and useful for the academic community.

The dawn of 21st century witnessed the digital revolution and gained an extraordinary significance as an indispensable tool in pursuit of knowledge and information. In the changing scenario, the academic institutions have been adopting many novel technologies for fulfilling their commitments and needs. The concept of ‘digital library’ or an ‘electronic library’ has got sudden importance not only in the academic scenario but also in the private sectors and government organizations. In view of all this, digital resources like CD-ROM database, online databases, online journals, OPACs and Internet etc are slowly replacing the importance and usage of print media.

### **SOCIAL NETWORKING TOOLS:**

Around the world social networking becomes an essential part of every day’s life. Social networking is a composition of individuals or group of persons, which are attached to one or more individuals such as friend, family, neighbourhood, small communities etc. According to 2016 statistics 28.4% of the population have using internet in India and 10.3% are active on social media live document says that college students (33%) are the largest demographic of archives social media users.

There are various social networking sites accessible over the web. The SNS are providing free access through web association and sites. Social networking sites web or web based administrations enable people to develop an open or semi open profile inside system. The Facebook at first was utilized just for social discussions, however after sometime particularly by the turn of the 21<sup>st</sup> century the gathering of people becomes gathering of specified groups. Like a newspaper or radio, social media would be a social instrument of correspondence.

### **CHRISTIAN COLLEGES IN KERALA**

Christian teachers, through their endless, educational establishments have rendered amazing responsibilities to the general academic structure of Keralites. The missionaries who came to

India for minister work were furthermore responsible for the headway of various vernacular dialects in the State as only an improvement in ICT preparing.

The Christian Universities and colleges are an essential bit of Indian advanced training. In Kottayam region there has been discovered adequate number of Christian colleges serving the understudies who have originated from poor foundations, so the review has been taken from the Christian schools in Kerala. Christian colleges existing and working in India today are the inheritors, preservers and specialists of an unbelievable critical show of higher learning. Christian educators were the pioneers in displaying current propelled training system in India. The Christian schools of India have an open Reputation for certain educational achievements just as for their specific "air," for a highlight on "arrange life". Various new Christian colleges are unequivocally proficient. A well-considered clarification of appropriate and dynamic goals is called for by virtue of countless our colleges in Kerala. Christian teacher's minister through their distinctive instructive affiliations rendered extraordinary duties to the overall scholastic stature of Keralites.

## **REVIEW OF LITERATURE**

**Nwokedi (2019)** analysed the "utilization of long range informal communication locales (SNSs) among Undergraduates: a contextual analysis of Students of Department of Theater and Film Arts, Faculty of Arts, University of Jos, Nigeria". The examination was guided by nine goals. The revelations of the assessment revealed among others that the understudies of the Department of Theater and Film Arts use SNSs; they used Mobile Phones to get to the SNSs; More likely than not the use of the SNSs have some instructive advantages and there is a need to teach the understudies about the techniques for using the SNSs and the hazards related with it, to empower them and to teach them that, they should be used carefully.

**Nazia (2018)** in his paper "Utilization of interpersonal interaction locales by college understudies of the Jahangirabad organization of innovation, Barabanki, Uttar Pradesh, India" investigated that the job of long range interpersonal communication destinations in the data world has developed fundamentally. Practically 78% of the respondents revealed that the tight timetable in the universities remain as an extraordinary hindrance in utilizing long range interpersonal communication destinations. Another 18% of the respondents have the conclusion that long range informal communication locales are not helpful for instructive purposes.

**Heba Mohammad and HutemTamini (2017)** investigated a study on student's view of using social networking websites for instructive purposes. They discovered Facebook as number one social networking sites to be utilized for system administration and the following priority WhatsApp application was pronounced by 80% of the Jordanian students. Majority of the students totally abandoned the usage of Instagram and YouTube.

**Mesfin, Zewdu et al (2017)** conducted a study to distinguish the effect of web based social networking on scholastic accomplishment of female understudies. The outcome uncovered that the individuals who regularly gotten to internet based life. The results has examined that those who often approached social media sites for non-academic purpose had minimum grade point average than those students who sometimes and rarely visited social media sites.

The perspective of faculty members by **Sudhas (2016)<sup>4</sup>** has revealed that there is a significant relationship between gender, age and department of the faculty members and their opinion on negative perception of Social networking sites on students' academic performance.

## **METHODOLOGY**

The design of the present study is descriptive. For the current study, 700 questionnaires have been distributed to the colleges, which were established before the year of 2000. The sample is collected by census method from 15 Christian colleges out of which 11 colleges were aided, 1 unaided college and 3 autonomous aided colleges. The study applies a well-organized questionnaire to be administrated to the faculty members of Christian colleges in Kottayam district Kerala. The data were received in the month of Jan 2019. 700 questionnaires were distributed and 672 duly filled questionnaires were received back. Thus the percentage of response is 96% which is a standard response and these questionnaires were utilized for data analysis and interpretation using SPSS version 23.

## **LIMITATION**

The above collected data and its results are restricted to the teaching population in the selected 15 colleges in the district of Kottayam.

## **OBJECTIVES**

1. To know the personal profile of the faculty members.

2. To examine the usage of social network tools among the respondents.
3. To identify the usage of Scientists' databases among the faculty members.
4. To identify the overall level of use of the social network tools among the faculty members.

### **HYPOTHESIS**

1. There is a significant difference between the gender of the respondents and their overall level of perception towards usefulness of social network tools.
2. There is a significant variance among the age of the respondents and their overall level of perception towards usefulness of social network tools.
3. There is a significant variance among the designation of the respondents and their overall level of perception towards usefulness of social network tools.
4. There is a significant variance among the educational qualification of the respondents and their overall level of perception towards usefulness of social network tools.
5. There is a significant variance among the teaching experience of the respondents and their overall level of perception towards usefulness of social network tools.

### **DATA ANALYSIS AND INTERPRETATION**

**Table 1:- General Information**

<b>Sl.No.</b>	<b>General Information</b>	<b>No. of Respondents (672)</b>	<b>Percentage</b>
<b>1.1</b>	<b>Gender</b>		
	Male	194	28.9
	Female	478	71.1
<b>1.2</b>	<b>Age</b>		
	Less than 25 years	106	15.8
	26-35 Years	310	46.1
	36-45 Years	165	24.6
	Above 46	91	13.5
<b>1.3</b>	<b>Designation</b>		
	Associate Professor	68	10.1
	Assistant Professor	321	47.8
	Guest Faculty	273	40.6
	Head/ Dean	10	1.5

<b>1.4</b>	<b>Highest Educational Qualification</b>		
	P.G	220	32.7
	M.Phil	57	8.5
	Ph.D	141	21.0
	NET/JRF	254	37.8
<b>1.5</b>	<b>Teaching Experience in Years</b>		
	Less than 10 Years	534	79.5
	11-20 Years	68	10.1
	21-30	61	9.1
	Above 31	9	1.3
<b>1.6</b>	<b>Stream based Category</b>		
	Arts	340	50.6
	Science	332	49.4

The result in table 1.1 reveals that a majority (71.7 percent) of the respondents is female and the remaining 28.9 percent of the respondents are male. Table 1.2 indicates that 46.1% of the faculty members come under 26-35 years of age and less than one fourth of the respondents come under 36-45 years. 15.8% of respondents come under 25 years of age. Table 1.3 depicts that nearly half (47.8 percent) of the respondents are working as Assistant Professors, 40.6 percent of the respondents are working as guest faculty, 10.1 percent of the respondents are working as Associate Professor remaining 1.5 percent of the respondents are designated as Head/Dean. Table 1.4 indicates that more than one thirds (37.8 percent) of the respondents were qualified in NET/JRF, one-thirds (32.7 percent) of the respondents have completed a Master's degree, 21.0 percent of the respondents have completed Doctorate degree and rest 8.5 percent of the respondents have completed M.Phil. degree. Table 1.5 depicts that more than three fourth (79.5 percent) of the respondents have less than 10 years of working experience, 10.1 percent of them have 11-20 years of working experience. 9.1 percent of the respondents have 21-30 years of working experience and the remaining 1.3 percent of the respondents have above 31 years of working experience. Table 1.6 reveals that half (50.6 percent) of the respondents are belong to faculty of arts and rest 49.4 percent of the respondents are belong to faculty of science.

**Table 2:- Usefulness of the Social Networking Tools**

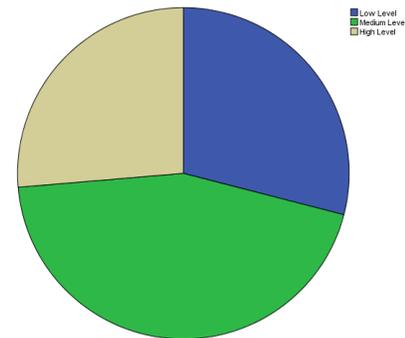
S.No.	Social Networking Tools	Highly Useful	Moderately Useful	Not Useful	WAM	Rank
1.	General Social Networks (Whatsapp, Facebook, Hi5, LinkedIn )	387 (57.6)	241(35.9)	44(6.5)	2.5	1
2.	Video Conference (Skype, Google Duo)	250(37.2)	315(46.9)	107(15.9)	2.2	4
3.	Reference Management software (RefWorks, Zotero, Mendeley, End Note, CiteULike)	149(22.2)	290 (43.2)	253(34.7)	1.9	8
4.	Document creation, edition and sharing (Google Docs, Dropbox, etc)	305 (45.4)	246 (36.6)	121(18.0)	2.3	3
5.	Videos (Vimeo, YouTube, Instagram, Daily motion, Metacafe)	333 (49.6)	244 (36.3)	95 (14.1)	2.4	2
6.	Cloud Storage for Photos (Flickr, Picasa)	182 (27.1)	307 (45.7)	183 (27.2)	1.9	8
7.	Social bookmarking (Google, Connotea)	253 (37.6)	261 (38.8)	158(23.5)	2.1	5
8.	Blogs and Wikis (Blogspot, Wordpress)	188 (28.0)	296 (44.0)	188 (28.0)	2	7
9.	Online Surveys (Survey Monkey & Google Forms)	161 (24.0)	277 (41.2)	234 (34.8)	1.8	9
10.	Microblogging (Twitter )	112 (16.7)	277 (41.2)	283 (42.1)	1.7	10
11.	Scientists' databases (Researcher ID, Research GATE, Google Scholar)	236 (35.1)	264 (39.3)	172 (25.6)	2.0	6

It is crystal clear from table 2 that more than half ( 57.6) of the respondents felt that general social networks (Whatsapp, Face book, Hi5, LinkedIn) were highly useful for gathering electronic resources, followed by videos (Vimeo, YouTube, Daily motion and Metacafe) (49.6 percent), document creation, edition and sharing (Google Docs and Dropbox) (45.4 percent), social bookmarking (Google, Connotea) (37.6 percent), video conference (Skype, Google Duo) (37.2 percent), scientists' databases (Researcher ID, Emerald Research Connections) (35.1 percent), blogs and wikis (Blogspot, Wordpress) (28.0 percent), cloud storage for photos (Flickr, Picasa) (27.1 percent), online surveys (Survey Monkey & Google Forms) (24.0 percent), reference Management software (RefWorks, Zotero, Mendeley, End Note and CiteULike) (22.2 percent) and Microblogging (Twitter) (16.7 percent).

General Social networking sites have the vast priority in utilization of SNS. YouTube and Instagram have been preferred as the second largest useful SNS. Document creation has been used as the third priority. Skype has been used by almost one third of the respondents and social bookmarking has been preferred by half of the respondents. The usefulness of online surveys found to be less among the faculty members. Microblogging is not much used as a social networking tool by the respondents.

**Table 3:- Overall perception of the usefulness of Social Networking Tools**

Overall perception	Frequency	Percent
Low Level	195	29.0
Medium Level	300	44.6
High Level	177	26.3
Total	672	100.0



It is understood from table 3 the overall level of usefulness of social networking tools. 26.3 percent of the respondents perceived that social networking tools were highly useful for generating e-resources while 44.6 percent of the respondents felt moderately useful whereas 29.0 percent of the respondents opined that social networking tools were not useful. It is observed that social networking tools have been used in a medium level among faculty members of Christian colleges.

### Result of Hypothesis

#### Hypothesis I: - Gender Vs. Usefulness of Social Network Tools

Sl.No	Category	Number	Mean	Std. Deviation	Statistical Inference
1.	Male	194	20.99	4.838	Z = .0278 df = 670 P = 0.781 P > 0.05 Not significant
2.	Female	478	20.86	5.791	

$H_0$ =There is no significant difference between the gender of the respondents and their overall level of perception towards usefulness of social network tools.

$H_a$ =There is a significant difference between the gender of the respondents and their overall level of perception towards usefulness of social network tools.

It is inferred from above table that there is no significant difference between the gender of the respondents and their overall level of perception towards usefulness of social networking tools. It is identified from the statistical analysis that the gender of the respondents not influences the level of perception towards usefulness of social networking tools.

**Statistical Inference:**

‘Z’ test was used to test the above hypothesis and it was found that there is no significant difference between the gender of the respondents and their overall level of perception towards usefulness of social networking tools ( $Z = 0.278, 0.781 > 0.05$ ). It is seen from table that the calculated value of the ‘Z’ test is less than the table value at the 5 percent level of significance.

**Hence Null Hypothesis is accepted.**

**Hypothesis II:- Age Vs. Usefulness of Social Network Tools**

	Sum of squares	df	Mean Square	Mean	SD	Statistical Inference
Between Groups	477.634	3	159.211	19.61 20.59	4.792 5.579	F = 5.307 P = 0.001 P<0.01
Within Groups	20039.884	668	30.000	21.47 22.45	5.820 5.530	Highly Significant

$H_0$ =There is no significant variance among the age of the respondents and their overall level of perception towards usefulness of social network tools.

$H_a$ =There is a significant variance among the age of the respondents and their overall level of perception towards usefulness of social network tools.

It is inferred from above table that there is a highly significant variance among the age of the respondents and their overall level of perception towards usefulness of social networking tools. It is identified from the statistical analysis that the age of the respondents influences the level of perception towards usefulness of social networking tools.

**Statistical Inference:**

‘F’ test was used to test the above hypothesis and it was found that there is a significant variance among the age of the respondents and their overall level of perception towards usefulness of social networking tools ( $F = 5.307, 0.001 < 0.01$ ). It is seen from table that the calculated value of the ‘F’ test is more than the table value at the 1 percent level of significance.

**Hence Null Hypothesis is rejected.**

**Hypothesis III: -Designation Vs Usefulness of Social Network Tools**

	Sum of squares	Df	Mean Square	Mean	SD	Statistical Inference
Between Groups	351.624	3	117.208	22.46 20.77	5.624 5.527	F = 3.883 P = .009
Within Groups	20165.894	668	30.188	20.53 24.70	5.358 7.166	P < 0.01 Highly Significant

$H_0$ =There is no significant variance among the designation of the respondents and their overall level of perception towards usefulness of social network tools.

$H_a$ =There is a significant variance among the designation of the respondents and their overall level of perception towards usefulness of social network tools.

It is inferred from above table that there is a highly significant variance among the designation of the respondents and their overall level of perception towards usefulness of social networking tools. It is identified from the statistical analysis that the designation of the respondents influences the level of perception towards usefulness of social networking tools.

**Statistical Inference:**

‘F’ test was used to test the above hypothesis and it was found that there is a significant variance among the designation of the respondents and their overall level of perception towards usefulness of social networking tools ( $F = 3.883, 0.009 < 0.01$ ). It is seen from table that the calculated value of the ‘F’ test is more than the table value at the 1 percent level of significance.

**Hence Null Hypothesis is rejected.**

**Hypothesis IV: - Educational Qualification vs. Overall perception of the usefulness of Social Networking Tools**

	Sum of squares	Df	MeanSquare	Mean	SD	Statistical Inference
Between Groups	5.228	3	1.743	1.86 2.14	.734 .766	F = 3.178 P = .024
Within Groups	366.290	668	.548	1.96 2.04	.760 .730	P <0.05 Significant

H<sub>0</sub>=There is no significant variance among the educational qualification of the respondents and their overall level of perception towards usefulness of social network tools.

H<sub>a</sub>=There is a significant variance among the educational qualification of the respondents and their overall level of perception towards usefulness of social network tools.

It is inferred from above table that there is a significant variance among the educational qualification of the respondents and their overall level of perception towards usefulness of social networking tools. It is identified from the statistical analysis that the educational qualification of the respondents influences the level of perception towards usefulness of social networking tools.

**Statistical Inference:**

‘F’ test was used to test the above hypothesis and it was found that there is a significant variance among the educational qualification of the respondents and their overall level of pperception towards usefulness of social networking tools (F 3.178, 0.024<0.05). It is seen from table that the calculated value of the ‘F’ test is more than the table value at the 5 percent level of significance.

**Hence Null Hypothesis is rejected.**

**Hypothesis V:-Teaching Experience Vs Usefulness of Social Network Tools**

	Sum of squares	Df	Mean square	Mean	SD	Statistical Inference
Between Groups	523.539	3	174.513	20.46 22.16	5.395 5.666	F = 5.830 P = .001
Within Groups	19993.979	668	29.931	22.97 23.33	5.814 6.144	P <0.01 Highly Significant

$H_0$ =There is no significant variance among the teaching experience of the respondents and their overall level of perception towards usefulness of social network tools.

$H_a$ =There is a significant variance among the teaching experience of the respondents and their overall level of perception towards usefulness of social network tools.

It is inferred from above table that there is a highly significant variance among the teaching experience of the respondents and their overall level of perception towards usefulness of social networking tools. It is identified from the statistical analysis that the teaching experience of the respondents influences the level of perception towards usefulness of social networking tools.

### **Statistical Inference:**

'F' test was used to test the above hypothesis and it was found that there is a significant variance among the teaching experience of the respondents and their overall level of perception towards usefulness of social networking tools ( $F = 5.830, 0.001 < 0.01$ ). It is seen from table that the calculated value of the 'F' test is more than the table value at the 1 percent level of significance.

**Hence Null Hypothesis is rejected.**

## **FINDINGS AND SUGGESTIONS**

### **I. Demographic Findings:-**

1. Majority of the faculty are female (71.1%).
2. 46.1% of the faculty members come under 26-35 years of age and less than one fourth of the respondents (24.6%) come under 36-45 years.
3. 47.8% of faculty members come under Assistant Professor Category.
4. More than one fourth (32.7%) of the respondents have completed P.G and 8.5% of them have completed their M.Phil. and 21% of faculty members have finished their Ph.D. and 37.8% of the respondents cleared their NET/JRF.
5. More than three fourth (79.5%) of the respondents have less than 10 years of experience, 10.1% of them have 11-20 years of experience.

6. More than half of the respondents (50.6%) come under the arts category and 49.4% of them come under the science category.

## **II. Research Findings:-**

7. It is revealed that the usage of WhatsApp/ Facebook is found higher when it is compared with other social networking tools.
8. It is observed that social networking tools have been used in a higher level.
9. Majority of the respondents use YouTube highly and Instagram moderately. So YouTube and Instagram have been preferred as second largest by the respondents.
10. Less than half of the respondents (45.4%) highly use document creation and edition and sharing social network tools.
11. 46.9% of the respondents moderately use video conference social network tools.
12. 37.6% of the respondents use social bookmarking highly and moderate social network tools.
13. It was observed the overall level of perception of usefulness of social network tools is in medium level.
14. Various awareness programmes to be conducted for the teaching staff to use social network tools in a positive way.

## **III. Findings of Hypothesis:-**

15. It is identified from the statistical analysis that the gender of the respondents not influences the level of perception towards usefulness of social networking tools.
16. It is identified from the statistical analysis that the age of the respondents influences the level of perception towards usefulness of social networking tools.
17. It was found that there is a significant variance among the designation of the respondents and their overall level of perception towards usefulness of social networking tools.
18. It is identified from the statistical analysis that the educational qualification of the respondents influences the level of perception towards usefulness of social networking tools.

19. It was found that there is a significant variance among the teaching experience of the respondents and their overall level of perception towards usefulness of social networking tools ( $F = 5.830, 0.001 < 0.01$ ).

## CONCLUSION

The social networking tools which are integral part of the internet, pave way for a global community which transcends all social, cultural and ethnic boundaries. An interesting finding was that many of the respondents do not feel that SNS will have an increasing role in the future of education. No doubt the future world will be seamless and the concept of global community will be achieved in its true sense by the SNS through internet. The study has demonstrated that young teacher's utilization of social networking is more. Administrators must approach to utilize this finding to share library data through interpersonal organization destinations. Administration should take steps to subscribe number e-resources for their libraries. E-resources have played a key role in enhancing teaching and learning. The study proved that faculty members of Christian colleges in Kottayam districts, Kerala, use Social network tools moderately.

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