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A Study on Attitude of Library Users of Colleges towards the Social Media Usage for Promoting Library Services

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Abstract

Purpose: *Information and communication technology has influenced every aspects education including libraries. Now some modern tools and techniques have been applied in libraries for enhancing library services. Social media is most used modern tools in the age of technology, which can be also used to promote library services effectively to its user's community. That is why the present study was conducted to explore the attitude of library users of Colleges towards the Social Media usage for Promoting Library Services.*

Study Design/Methodology/Approach: *The area of the study was delimited to the library users of Provincialised degree colleges of Guwahati city only. For the study, primary and secondary sources were used. For collecting primary data questionnaire was prepared for the library users. Review of literatures was conducted for getting information on modern ICT tools and techniques.*

Findings: *From the study, it has been found that the most of users show their positive attitude towards use of social media for promoting library services as social media is the most popular platform in present age. So, by using social media in library, traditional approach of library can changed and they can reach to the users and their varied needs. It has been observed that most of the users are using and spending their time in social media and over the Internet and social media for gathering knowledge and information, for fulfilling their academic needs as well as for their refreshment.*

Originality/Value: *Findings of this study will help the library users in understanding the importance of using social media to access library services as well as LIS professionals in rendering its services. Keeping in mind the above discussion further studies can also be conducted on application and implementation of different social media tools in libraries.*

Keywords: Social Media, Library Users, Degree Colleges, ICT, Library Services

1.Introduction

The use and applications of ICT have strongly influences and become the pacesetter in various disciplines such as business, environment, health, politics, technology and entertainment as well as every aspect of education including the libraries. As a result it has

brought change in the Library applications and their form of services from manual to virtual objects. The 21st century is marked by paradigm shift in communication of library services to users. So library should adopt certain new techniques for extending their services to the users. In this connection Social media is considered as one of modern and contemporary media which can help to promote library services. In this modern age of technology there are many social media tools which are using for the benefits and development of the society. In the recent years, the use and application of social media has increased in various organizations across the globe. It implies that social media has become an effective means for communication, distribution and dissemination of information, promotion of library collections, services and library events as well as for providing online user service .This increased impact of application of social media has enabled the libraries and resource centres to keep abreast with the new technology so that libraries can utilized it with minimal efforts for marketing their informational resources.

As an organization, to facilitate marketing efforts of library collection, information resources and services Libraries have embraced Web 2.0 technologies. It has proved as the easiest way to update library outreach programs, exhibitions as well as it can be used as effective means for providing online customer services and interactive feedback platform. The application of Web 2.0 technology in the libraries allows provides an environment to its users to utilize various tools of social media such as Facebook, Twitter, MySpace, Blogs, Widgets, You Tube, Instagram etc. Despite of having the budgetary and resource constraints, the fact is that there is large quantity of information which is easily available on the internet. So this is the need of libraries to endeavour to meet up with the expectation, changing as well as diverse needs of their users. Hence, libraries should believe in the power of social media so that library users as well as public can get scope for interactive communication in a virtual environment.

3. Scope and Methodology of the Study

The present study is conducted on the library users of Provincialised degree colleges of Guwahati city only. In order to conduct the study, survey method has been adopted for data collection and both primary and secondary sources of data have been used. An extensive literature was reviewed from different sources. Questionnaire has been developed with the help of reviewed literature for data collection from respondents. The sample of the study consists of 300 library users of provincialised degree colleges of Guwahati. Data have been

collected with the help of questionnaire and distributed among sample users but 270 filled questionnaires were collected back from them. After that collected data have been organized, tabulated and analyzed accordingly.

4. Objectives

- To study the Users attitude towards the social media usage for promoting library services.
- To explore the problems faced by library users in using social media for accessing library services.
- To suggest measures for accessing library services through using of social media.

5. Discussion and Result

5.1 Users' attitude towards the Social Media usage for promoting Library Services

Table 1: Benefits of Social Media usage for promoting of Library Services

SlNo.	Statement	Agree	Disagree	Not Replied	Total
i	Essential to promote library resources and services	143 (51.85%)	112 (41.48%)	15 (5.56%)	255 (94.44%)
ii	Helps the users to use library and locating its resources	187 (69.26%)	76 (28.15%)	7 (2.59%)	263 (97.41%)
iii	Allows users to exchange information in convenient way	202 (74.81%)	68 (25.18%)	0 (0%)	270 (100%)
iv	Helps libraries to get closer to the users	138 (51.11%)	120 (44.44%)	12 (4.44%)	258 (95.55%)
v	Updates users with new arrivals of the libraries	142 (52.59%)	118 (43.70%)	10 (3.70%)	260 (96.30%)
vi	Facilitate knowledge sharing	212 (78.52%)	58 (21.48%)	0 (0%)	270 (100%)
vii	Offers new ways of promoting Library services	145 (53.70%)	107 (39.63%)	18 (6.67%)	252 (93.33%)

It has been found from the above table that (i) 51.85% users are of the opinion that that social media is helpful for promoting library resources and services; (ii) 69.26% users replied that social media is the effective means for the users to use library and locating its resources; (iii) 74.81% users opined that social media can provide new means of promoting library; (iv) Again in view of 51.11% users social media helps libraries to get closer to the users; (v) 52.59% replied that social media makes the users updates with new arrivals of the libraries where as 78.52 % users opined that social media helps in facilitating knowledge

sharing.(vi) On the other hand out of total respondents 53.70% users agreed with the statement that social media offers new ways of promoting Library services. So, from the user's point of view, it can be said that the role of social media can prove very useful in promotion of library resources and its services. It can also help to develop a close relationship between the libraries and its user. Thus it can place a new image of libraries in society.

Table 2: Promoting Library Services through Social Media

SI No.	Statement	Agree	Disagree	Not Replied	Total
i	To improve the library image	168 (62.22%)	98 (36.30%)	4 (1.48%)	266 (98.52%)
ii	To share latest information	235 (87.03%)	35 (12.96%)	0 (0%)	270 (100%)
iii	To share useful links	153 (56.67%)	105(38.89%)	12 (4.44%)	258 (98.56%)
iv	To build discussion groups	165(61.11%)	98(36.30%)	07 (2.59%)	263(97.41%)
v	To provide specific information& services to specific group	147 (54.44%)	115(42.60%)	08 (2.96%)	262 (97.04%)
vi	To spread news and provide alerting service	227 (84.07%)	43 (15.93%)	0 (0%)	270 (100%)

The above table 2 reflects that (i) Out of total respondents 62.22% agreed that use of social media the image of the library; (ii) 87.03% users respond that social media can be used in sharing latest information to its user's community.(iii) 56.67% users replied that social media can be used for sharing useful links whereas 61.11 users replied that discussion groups can be formed with the help of social media; (iv) 54.44% users opined that with the help social media some specific information& services can be effectively disseminate to specific group of users and (v) On the other hand most of the users (84.07%)are of the view that social media can be used effectively for spreading news and providing service alerts among user's community.

Table 3: Promotion of library services through Social Media Tools

SI No.	Social Media	Agree	Disagree	Not Replied	Total
i	Facebook	257 (95.18%)	13 (4.81%)	0 (0%)	270 (100%)

ii	Twitter	198 (73.33%)	67 (24.81%)	5 (1.85%)	265 (98.15%)
iii	Instagram	213 (78.89%)	43 (15.93%)	14 (5.18%)	256 (94.18%)
iv	WhatsApp	261 (96.67%)	09 (3.33%)	0 (0%)	270 (100%)
v	YouTube,	249 (92.2%)	18 (6.67%)	03 (1.11%)	267 (98.89%)
vi	Others (Blogs)	217 (80.37%)	42 (15.56%)	11 (4.07%)	259 (95.92%)

From the table 3, it has been found that WhatsApp (96.67%) and Facebook (95.18%) and YouTube (92.2%) are the most commonly and popularly used social networking sites that can be used for promoting library services whereas, on the other hand, in comparison to the above tools Blogs, Instagram, Twitter are less used tools by the respondents.

Table 4: Possible Use of Social Media Services in Libraries

SINo.	Social Media	Agree	Disagree	Not Replied	Total
i	Conducting virtual workshop & conferences	258 (95.56%)	12 (4.44%)	0 (0%)	270 (100%)
ii	Used for taking feedback from users	189 (70%)	75 (27.78%)	08 (2.96%)	264 (97.78%)
iii	For promoting new arrival and services	172 (63.70%)	89 (32.96%)	09 (3.33%)	261 (96.67%)
iv	For spreading news regarding the events conducted in other libraries	253 (93.70%)	17 (6.30%)	0 (0%)	270 (100%)

The table 4 represents that (i) majority of the users i.e. 95.56% of users are of the view that libraries can virtual workshop & conferences with the help of social media; (ii) 93.70% users replied that by libraries can use social media services for spreading news regarding the events conducted in the particular libraries as well as in other libraries; (iii) where as 70% users replied that libraries can use social media for asking the feedback from users in order to

provide improved services to its users; (iv) 63.70% Of users opined that libraries can make promotion of their new arrival and services by using social media.

5.2 Problems faced by library users in using social media for accessing library services

Table 5: Problems faced by library users in using social media for accessing library services

SINo.	Social Media	Agree	Disagree	Not Sure	Total
i	Different kinds of Social Media tool	196 (72.59%)	54 (20%)	20 (7.41%)	250 (92.59%)
ii	Lack of interest of libraries in utilizing Social Media	187 (69.26%)	67 (24.81%)	16 (5.92%)	254 (94.07%)
iii	Inadequate infrastructure and resources	205 (75.92%)	62 (22.96%)	03 (1.11%)	267 (98.89%)
iv	Poor internet connectivity	264 (97.78%)	06 (2.22%)	0 (0%)	270 (100%)
v	Insufficient knowledge of using Social Media	257 (95.18%)	13 (4.81%)	0 (0%)	270 (100%)
vi	Time and Security issues	253 (93.70%)	09 (3.33%)	08 (2.96%)	262 (96.30%)

Table5 presented above reveals the problems faced by users in using social media in accessing library services. It has been found from the above table and figure that Most of the users replied that slow speed of internet (97.78%) and Lack of proper knowledge of using social media (95.18%), time and Security issues (93.70%) are main problems they faced in accessing the library services by social media; 72.59% of users respond that due to availability of variety of social media tools they found problem and become confused in accessing the library services through it; followed by Lack of interest on the part of the libraries in utilizing social media by 69.26% users. On the other hand 75.92% users opined that Lack of adequate infrastructure and resources is another problem faced by them.

5.3 Possible measures for effective use of social media for accessing library services

Based on analysis of the above data, the following suggestions can be taken into consideration for better use of social media in accessing library services-

- In order to access library services through social media in effective way provision should be made for organizing orientation program by the libraries about the use and handling of different social media tools.
- Library Associations should organized day by day trainings/workshops for learning on social media tools.
- Every college library should develop their website, weblog and account on every social media tools for library marketing. Every library update should be notifying to the user by the help of social media tools regarding library resources and services.

6.Conclusion

From the above analysis it has been found that Social media plays vital role in promotion of library resources and services. The rational and positive use/ application of social media can help the students, faculty members and research scholar to use library and its resources. It also helps the libraries in solving the problem faced utilization of information resources. Thus, with the help of using social media in libraries, LIS professionals can get closer to the users as well as they can develop a mutual network among them.

Moreover, with the help of social media users diversified information needs can be fulfilled and can provide the users about the information regarding new arrivals and events of the library. It has been observed that most of the users are using and spending their time in social media and over the Internet and social media for gathering knowledge and information, for fulfilling their academic needs as well as for their refreshment. So, keeping in mind the above discussion, it is the felt need of the hour that libraries and its professional need to change the mindset, attitude and conventional outlook and should make provision for use social media so that the users and their varied needs can be fulfilled. There by social media can offers the platform to the libraries so that a network can be build with the masses with an assured quality library services.

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