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Perception and use of WhatsApp among Library Professionals: A Study of Pakistan

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Abstract

Purpose: the aim of the research is to investigate the use and perception of whatsapp among LIS professionals in Pakistan.

Design/methodology/approach: quantitative research was adopted for this study and data have been collected using an online Google doc survey. A total of 115 participants have taken part in this study. All the participants were using WhatsApp and joined the LIS professionals group. The collected data has been analyzed using SPSS and MS excel.

Findings of the study: the findings of the study revealed the majority of the respondents were male with 92(80%) and most of them have a degree of MLS (48%). The majority of the respondent's age was between 21-30age. The study found that the most shared information among the LIS professionals in Pakistan. The findings of the study revealed the majority of the respondents are Librarians with 61%. All the respondents show their opinion about the effectiveness of WhatsApp and all of them using what Sapp for different purposes. The respondents answered the massive benefits of WhatsApp but on the other hand, they are facing issues while using WhatsApp.

Social implications: the implication of the research implies that whatsapp groups considered as virtual platforms that enables library professionals to share information among their peers and friends. This social media helps the library professionals to promote their library services and sources promptly.

Originality/value – the finding of the study revealed that using whatsapp groups can be helpful to share news, views and information among LIS professionals. They also adopt this medium to promote their library services. The present study investigated the essential aspects of whatsapp use among Library professionals. The outcomes of the research would be beneficial for Librarians, information scientist and LIS professionals of Pakistan and beyond.

Keywords: Social media, Pakistan, Information, LIS professionals, WhatsApp groups.

Paper type: Research paper

Introduction

The present information world has been gripped by number of social networking sites for sharing and receiving information. These social sites provide a flexible and comfortable environment to the virtual society where the people can easily access to other. Due to the social media people have been engaged for several years one to another on different tools e.g. Facebook, Twitter, instagram, Whatsapp, wehcat, QQ ,LinkedIn, Skype, hangout ,viber and many others. Moreover, social media are playing vital role in bring library professionals on one spot and make them able to understand the better access and use of social media within their library premises. WhatsApp is one of the social media that engaged the library professional to share news, views and ideas to their respective fellows. Purkayastha and Chanda(2018) WhatsApp was invented by Brian acton and Jan Koun in 2009 and its getting more and more popular throughout the globe. Additionally, WhatsApp is a social media tool where one can easily do instant messaging and provide services to their respective users or consumers. For instance WhatsApp is favorite tool for library professionals to provide services to their client's easy way without any trouble. Bajpai (2016) LIS professionals are using WhatsApp to share ideas, views and discuss different issues which is related to their daily services. Furthermore, it can be said that WhatsApp is putting great impact on LIS professionals and they always looking active on different WhatsApp group. Kamble(2019) investigated that using smartphone are making things flexible for library professionals because with smartphone WhatsApp is one of the easy way to reach their audience and make them aware about the library services.

Works cited

Purkatastha and Chanda(2018) carried a research on WhatsApp as a means of sharing information among LIS professionals on north east India. They investigated the features of WhatsApp and its use among LIS professional groups. **Kenchakkarnavar and Hadahali(2015)**examined the use of WhatsApp among research scholars of karnatak University dharwad. They used survey method and distributed structured questionnaire among the 145 regular research scholars and response ratio was 95.86%. They found the most of the research

scholars are using Facebook and others but they are using WhatsApp for their academic/research purpose. **Bajpai (2016)** investigated the impact of WhatsApp on LIS professionals. He found that WhatsApp is the well-known social media among students and LIS professionals. They used survey method to understand the use and importance of WhatsApp among LIS professionals. In this survey they draw results that library professionals are using WhatsApp to make their appearance on social media surface. **Adomi and Soloman-uwakwe(2019)** carried a research to work related WhatsApp groups as knowledge sharing platforms among librarians in selected federal universities in Nigeria. They use survey method and questionnaire to collect data from the Library professionals. This study revealed that WhatsApp is the mostly using virtual platform where librarians can share and trace the knowledge that was shared on WhatsApp group. **Bisto (2016)** investigated using Whatsapp to sustain functional school libraries. They found a positive contribution in term of using Whatsapp to interact library users. **Stephen (2019)** said that Whatsapp is an effective social media among LIS community. He recognized massive outcomes of using Whatsapp in academic libraries. Using Whatsapp it looks easy to share photos, videos, audios and other information's. Plana, Gibert , Triana, Gimeno, Appel & Hopkins (2013). address improving reading skills through instant short messages. As mentioned by **Mansour (2016)** use of Whatsapp among LIS students in Egypt. **Saha, Naskar and Padhan(2019)** found the use of Whatsapp among chattergarh libraries. **Caplan and Lam(2014)** studied Whatsapp at HKUST library a new channels.as research conducted by **udem, Aghoghovwia and Boro(2020)** whatsapp used for sharing information among LIS professionals. **Ali, Sameem and zia(2020)** researched use of whatsapp LIS students of Karachi University. **Oyovve and Akpojotor(2020)** conducted a survey among Librarians perception and use of whatsapp to enhance library services. The research has been carried out by **Malhotra and Bansal(2017)** magnetism of whatsapp among veterinary students. **Andjure(2020)** analyzing Whatsapp and instagram as blended learning tools.**Guler(2017)** noted the use of Whatsapp in higher education. As studied by **Anderson (2016)** Whatsapping with mobile instant messaging. **Kehchakkarnavar(2015)** address the use of Whatsapp among research scholars.

Research methodology

The quantitative research design was accommodated for this study. Survey method was used for this research. The structured questionnaire was design for the collection of data among the respondents. The Google Doc online questionnaire was used to collect the data from the LIS

professional at different Whatsapp groups. The data have been analyzed using SPSS and other quantification tools.

Limitation of the study

The present study was limited to the LIS professionals who are using Whatsapp.

Data Analysis and Interpretation

Gender of the Respondents

Figure.1 confirmed that majority of respondents 92 (80%) were male and 20(20%) respondents were female. This shows that majority of male LIS professionals are using What Sapp.

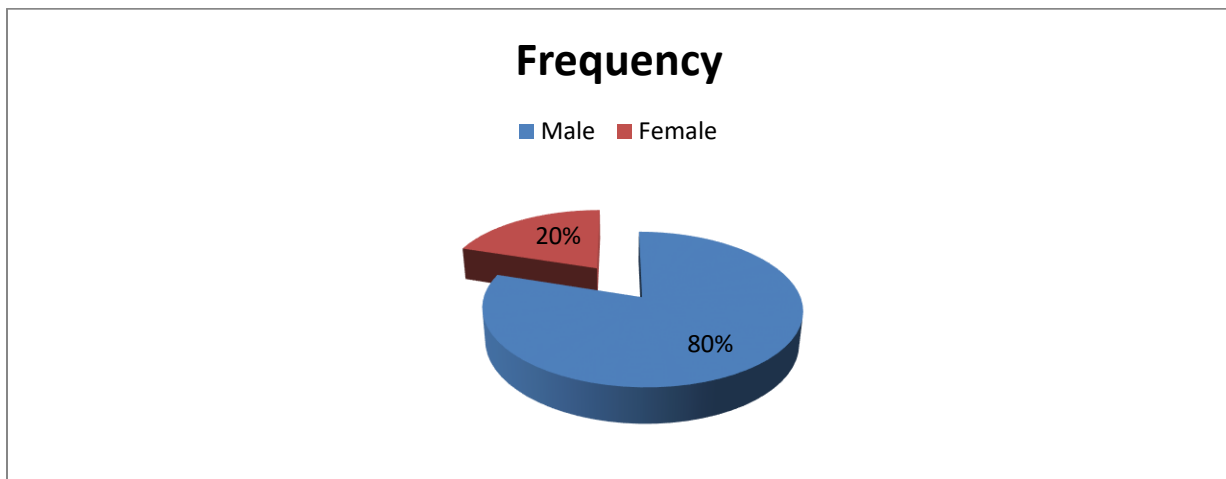


Figure.1

Qualification of the Respondents

Results confirmed that majority of respondents have degree of MLS with 48%, followed by 40% of them degree of MLIS. Followed by 6% of them M.Phil. and BLIS respectively.

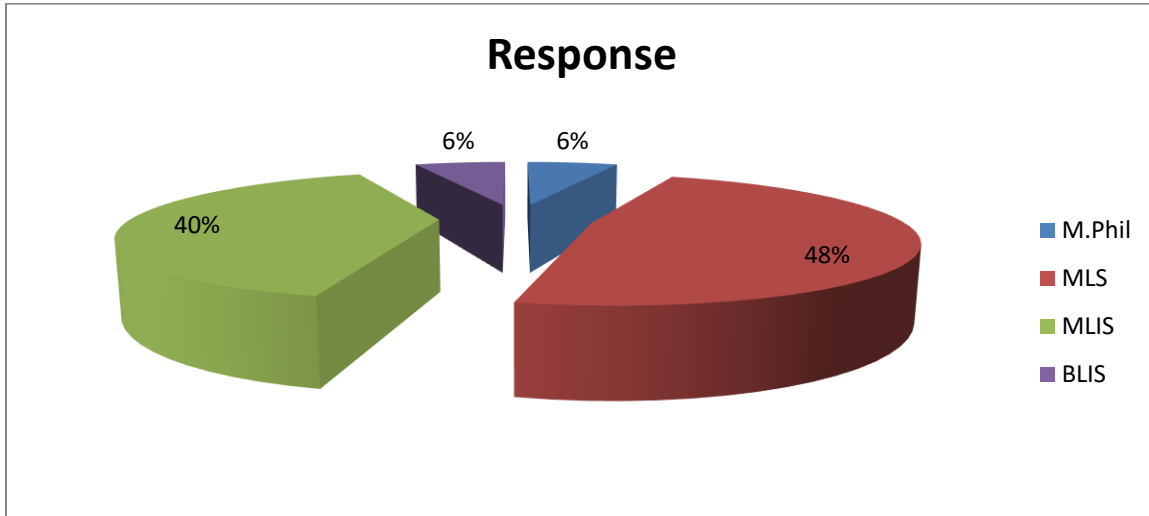


Figure.2

Age of the Respondents

Regarding age of respondents, the results show that majority (48%) of them were in the age ranging from 21 and 30. 31% Respondents with the age 31 and 40 were 31%.10% respondents with age of 20. 09% of the respondents were having the age of 41 to 50. 2 of them were age of 51.

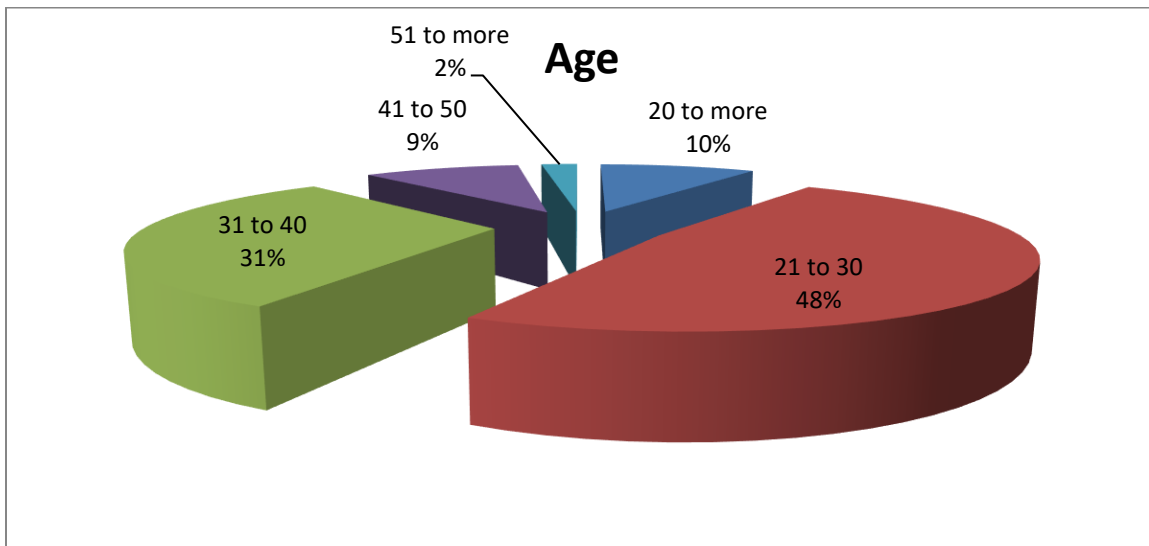


Figure.3

Designation of the Respondents

The results show that majority (61%) of them were Librarians and 13% of them were students. Followed by 12% of them Assistant Librarians and 6% of them were cataloguers. 3%

of the respondents were faculty members and 2% of them classifiers and Library assistant respectively. Only 1% of them were Chief Librarians.

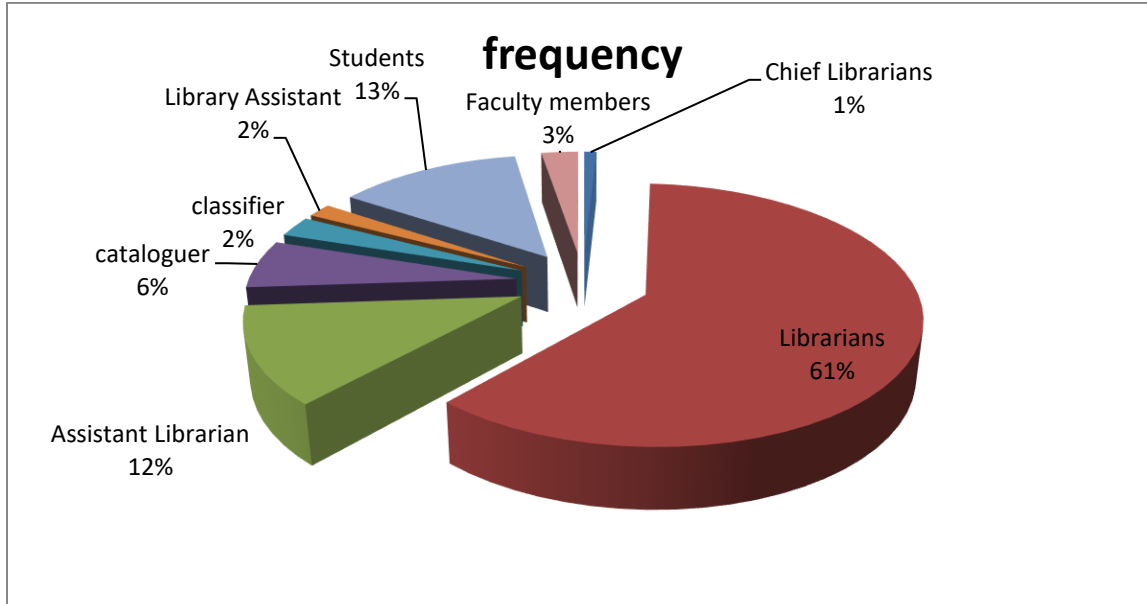


Figure.4

Effectiveness of Whatsapp

The results show that majority (77%) of them agreed the effectiveness of Whatsapp and its usage. 20% of them showed their opinion about effectiveness “to some extent”. Rest 3% answered with not effectiveness. It shows Whatsapp is very effective among LIS professionals.

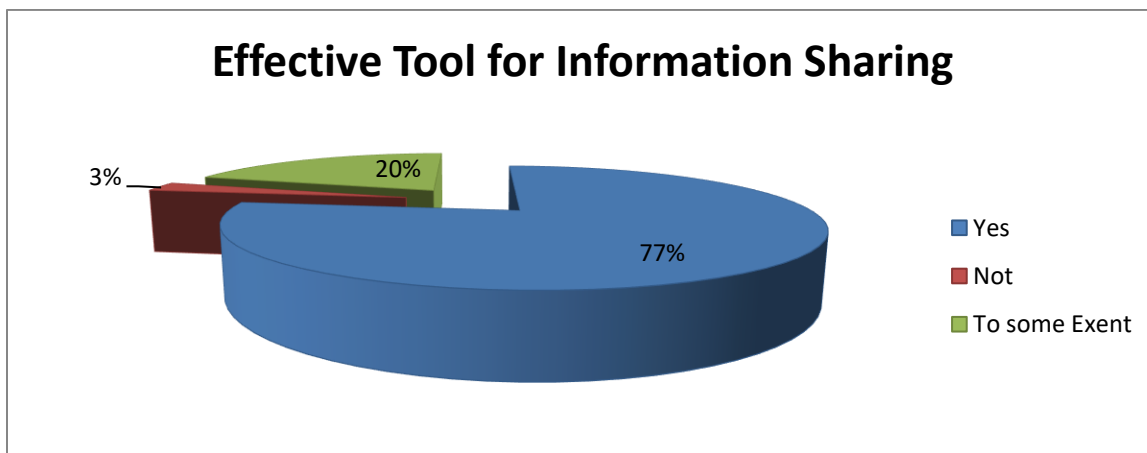


Figure.5

Purpose of Using WhatsApp

Table 1 shows the overall perception of LIS professionals about the usage purposes of WhatsApp. The analyzed data shows that the LIS professionals showed their agreement about “Research trends in Pakistan” which (m.1.5478) followed by “Use for service promotion” with (m.1.5478). The respondents were asked more about “Study Purposes” (m.1.5478). Further, LIS professionals were asked about the purpose of using WhatsApp where respondents were replied “Access potential users” which (m.1.5652), followed by “Development of LIS in Pakistan” which (m.1.5739). The respondents were showed their opinions about “Know about LIS in Pak and beyond” which (m.1.6087), followed by “Know about conferences, seminars and workshops filed of LIS” which (m1.6435). “Data collection tool” (m.1.7478) and “New information about LIS” (m.2.0522) followed by “Entertainment”(m.2.2696) and “Job searching”(m.2.3622) respectively.

Purpose of using WhatsApp	Minimu				
	N	m	Maximum	Mean	Std. Deviation
Entertainment	115	1.00	5.00	2.2696	1.33326
Job searching	115	1.00	5.00	2.3652	1.17973
New information about LIS	115	1.00	5.00	2.0522	1.06659
Study Purposes	115	1.00	5.00	1.5478	.81911
Development of LIS in Pakistan	115	1.00	5.00	1.5739	1.00053
Research trends in Pakistan	115	1.00	4.00	1.5478	.65217
Data collection tool	115	1.00	5.00	1.7478	.74743
Use for service promotion	115	1.00	3.00	1.5478	.58104
Access potential users	115	1.00	4.00	1.5652	.63702
Know about conferences, seminars and workshops	115	1.00	5.00	1.6435	.83971
Know about LIS in Pak and beyond	115	1.00	5.00	1.6087	.94308

Table.1

Table 2 shows the overall perception of LIS professionals regarding benefits of WhatsApp using. The analyzed data shows that the LIS professionals showed their agreement about “Get new information” which (m.1.2783) followed by “Share news, views about library”(m.1.4087). The respondents were replied “To reach target customers” with (m.1.4174). The LIS professionals were asked more about “Scholarships news /job news” (m.1.5410) and “Ease communication with LIS communities” (m.1.4435) respectively. Further LIS professionals were asked about the benefits of using WhatsApp “To promote library services sources”(m.1.4609) followed by “Ease in sharing news, views and information generally “which (m.1.5043). The respondents showed their attitudes about “Suitable platforms for group discussion” (m.1.5391) followed by “Information about new arrivals” which (m.1.7130). The complete analyzed data has been displayed below table.

Benefit of using What Sapp	N	Minimum	Maximum	Mean	Std. Deviation
Ease in sharing news, views and information generally	115	1.00	3.00	1.5043	.56776
Get new information	115	1.00	2.00	1.2783	.45010
Ease communication with LIS communities	115	1.00	3.00	1.4435	.58025
To reach target customers	115	1.00	3.00	1.4174	.54584
To promote library services sources	115	1.00	3.00	1.4609	.55071
Suitable platforms for group disc	115	1.00	2.00	1.5391	.50065
Share news, views about library	115	1.00	3.00	1.4087	.54444
Information about new arrivals	115	1.00	4.00	1.7130	1.01537
Scholarships news /job news	115	1.00	4.00	1.4435	.82920

Table.2

Table 3 shows the overall insight of LIS professionals about the service delivery using WhatsApp. The examined data shows that the Respondents were showed their agreement about “Reference service” which (m.1.2174) followed by “CAS” (m.1.2870).The LIS professionals

responded about “FAQs” with (m.1.3304). The respondents were inquired more about “Indexing service” (m.1.3478). Further Respondents were questioned about the use of WhatsApp regarding service delivery where defendants replied about “SDI” (m.1.4087) followed by “Alert Service” (m.1.4870). The LIS professional inquired about “DDS” (m.1.2517) followed by “Abstracting service” (m.1.6870). The respondents showed their views about “OPAC” (m.2.2174), followed by “Ask a Librarians” (m.2.1043) The complete analyzed data has been shown in the following table

Service delivery using WhatsApp	N	Minimum	Maximum	Mean	Std.
					Deviation
Ask a librarian	115	1.00	3.00	2.1043	.87232
FAQs service	115	1.00	3.00	1.3304	.70985
DDS	115	1.00	3.00	1.5217	.80946
SDI	115	1.00	3.00	1.4087	.75968
CAS	115	1.00	3.00	1.2870	.64570
OPAC	115	1.00	3.00	2.0609	.58169
Reference service	115	1.00	3.00	1.2174	.54262
Indexing service	115	1.00	3.00	1.3478	.76139
Abstracting service	115	1.00	3.00	1.6870	.79874
Alert service	115	1.00	3.00	1.4870	.82041

Table.3

Table 4 shows the inclusive intuition of LIS professionals about the issues and challenges about using WhatsApp. The scrutinized data shows that the Respondents were showed their convention about “Authority issue” which (m.1.4261) followed by “Privacy issue” (m.1.4696).The LIS professionals answered about “slow internet” with (m.1.4696). The respondents were inquired more about “Wi-Fi issue” (m.1.5652). Further Respondents were questioned about the use of WhatsApp regarding issues and challenges where respondents replied about “Security issue” (m.1.5826), followed by “Disconnect every time” (m.1.7304).The LIS professional inquired about “Policy issue” (m.1.9130), followed by “Internet rate” (m.2.000). The complete analyzed data has been shown in the following table

Issues and challenge of using What Sapp	N	Minimum	Maximum	Mean	Std. Deviation
Internet rate	115	1.00	5.00	2.0000	1.08418
Policy issue	115	1.00	4.00	1.9130	.69541
Privacy issue	115	1.00	3.00	1.4696	.67955
Security issue	115	1.00	3.00	1.5826	.64865
slow internet	115	1.00	3.00	1.4696	.63965
Wi-Fi issue	115	1.00	3.00	1.5652	.59428
Authority issue	115	1.00	3.00	1.4261	.57827
Disconnect every time	115	1.00	3.00	1.7304	.58222

Table.4

Major findings of the study

1. Data has confirmed that male 80% ratio is greater than the female 20% ratio at LIS professionals in Pakistan.
2. As far as qualifications concern that majority of the respondents were having degree of MLS 48% and MLIS 40%.
3. Data has convinced that age of the respondents were 48% of them range of 21-30 years.
4. Data has confirmed that majority of 61% of them working as Librarians.
5. Data has revealed that 77% respondents said what Sapp is an effective tool for information sharing.
6. Data has confirmed that LIS professionals were using what Sapp for different purposes.
7. Data exposed that LIS professionals are taking many benefits while using WhatsApp in their respective works.
8. The data has discovered that all LIS professionals are facing so many problems while using what Sapp so these problems should be resolved.

Conclusion

The present research results revealed that majority of the LIS professionals are engaged using what Sapp. It has tremendous impact on LIS professionals career life. LIS professionals of

Pakistan are using what Sapp to share news, views ideas and information about LIS related fields to their peers and colleagues. What Sapp is very friendly Apps that enable library professionals to promote their services and as well as used to reach targeted audience. As Stephen (2019) found libraries are using what Sapp to share information, photos and location to their colleagues and customers. Furthermore, Ansari and Tripathi(2017) indicted their study that what Sapp is the best social media virtual platforms to deliver library services effectively. Additionally, what Sapp is a prominent social media tool that helps LIS professionals to access targeted customers? Purkayastha and Chanda (2018) recognized that what Sapp is effective tool in sharing information. Furthermore, the LIS professionals of Pakistan are using what Sapp effectively and efficiently to do different jobs in libraries e.g. sharing of information, latest updates from LIS field, research trends in Pakistan, posting jobs and so many others. On the other hand LIS professionals of Pakistan are facing to many issues while adopting the what Sapp so it would be suggested that these issues should be resolved where LIS professionals of Pakistan use what Sapp properly to make library services visible to their virtual users.

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