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Use of Social Media among Research Scholars for scholarly communication: Study of Research scholars of University of Balochistan, Quetta, Pakistan

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Abstract

The aim of the study is to find the use of social media among research scholars. The survey method was used to collect data from the respondents. A quantitative research design was deployed to complete this study. A structured questionnaire was designed to collect the data from the chosen population using Google Docs online. The finding of the study shows most of the respondents were male with 76% and female were 24%. 37% of the respondents were having M.Phil. and MS and age range 30 to 40 from 36%. The disciplines were concern where 22% of them were from management sciences. The finding further revealed that most of the research scholars accessed WhatsApp frequently with 21% and it determines the positive impact of using social media with 66%. It is also found that the majority of the research scholars use social media "to participate in discussions" with (m: 1.3176) and the major factor of using social media by research scholars "ease in use with different tools "with (m: 1.3446). The research scholars are facing issues and challenges where "Wi-Fi issue" with (m: 1.3176). The higher authority should resolve these issues and make scholarly communication better for research scholars at future concern.

Keywords: Social media, Scholars, Research. Scholarly communication, Facebook, WhatsApp

Introduction

Social networking sites are playing a significant role in the scholarly communications among research scholars. The social networks considered as a power of 21st century and the usage ratio among students, academicians, research scholars are increasing with high voltage with rapid pace. The social media creating a flexible environment of information delivery with distance leaners. Due to the social media scholarly communication is much more easy.Nigam and Singh (2016) SNS have many rewards as far scholarly world around the globe. Today, scholarly communications made easy by social networking sites. As Manca and Reriri(2017) suggested social networks can be fruitful in research scholarly sharing research information and research products as well as discussion of encircled research areas. Kumar and Singh (2017) pointed out

there are 300 social networking sites are available on internet.it is obvious that social networks are helping research scholars to engaged themselves to access these sites and share their research contributions to the world. Madhusudhan (2012) social networking sites are helping and changing the student's life where they can communicate easily. In addition, social sites are helping research scholars to make it use to interact with their research fellows.

According to wiki (2021) "Scholarly communication involves the creation, publication, dissemination and discovery of academic research, primarily in peer-reviewed journals and books".

Cited Works

During a fast few decades social networking sites consider as a massive development in the field of information technologies. In recent years the social media users are increasing day by day at massive pace. Kenchakkanavar,Hadagali and Kashappanavar(2016) studied an attitude of research scholar on Facebook. The results of the study revealed that majority of the research scholars are using Facebook with 88%. They found that most of the research scholars get in touch with their friends using Facebook. Further, they establish a connection between the research scholars and Facebook was positive with respect of their academic performances. Liu (2010) studied the social media tools as a learning resource. The author determined the positive sense while using of social media in academic performance. Furthermore, identified some of the most popular social sites like Facebook, YouTube and wikis etc. what help to increase their academic performance. Pitchaipandi and Baskaran (2020) carried a research usefulness of web 2.0. They found that there is massive impact of Facebook and whatsApp on research scholars. The findings of the study revealed that Facebook and whatsApp is the highly reputed social media that is using by social science research. They found that majority of the research scholars showed their agreement about using web 2.0 is impressive tool for sharing information. Niu(2019) studied using Facebook for academic purpose: current literature and directions for future research. He found that social networks help in teaching and learning in formal education. He further determined that Facebook is an effective resource to communicate academic purposes.Kenchakkanavar and Hadagali(2016) studied attitudes of research scholars of the use of social networking sites. Mohammad and sumitha (2011) studied that majority of the research students use social media for friendly communications. Ruleman (2012) finds that faculty and students both use social networking sites regularly for academic purposes .Bhatt and Kumar (2014) explored that majority of the students have Facebook account with 98%.Madhusudhan(2012)studied the use of social

networking sites by research scholars of the university of Delhi. He found that social media helps the research scholars to collaborate with their peers to build learning environment. GU and Wulff (2010) studied scholarly communication and possible changes in the context of social media. Survey method was used for this study. They determined that social media provides an appropriate place for scholarly communication.

Research Questions

1. What is the perception of SNS among research scholars
2. What is the impact of SNS on Research works
3. What are the factors influenced on use of SNS for research works
4. What are usefulness of SNS
5. What kind of issues are facing by research scholars using SNS

Research Methods/Research design

The quantitative research design was adopted for this study. Survey method was used to collect the data from the chosen population. A structured questionnaire was used for the collection of data. The data has been collected using whatAapp group with the help of Google Doc. The collected data has been analyzed using SPSS and MS excel.

Limitation of the study

The present study was limited to the research scholars at the University of Balochistan, Quetta Pakistan.

Data analysis and Interpretations

Gender distribution

The figure 1 shows that majority of the respondents were male 76% and female ratio was 24%.it shows that the male appointment at university level much higher than the female.

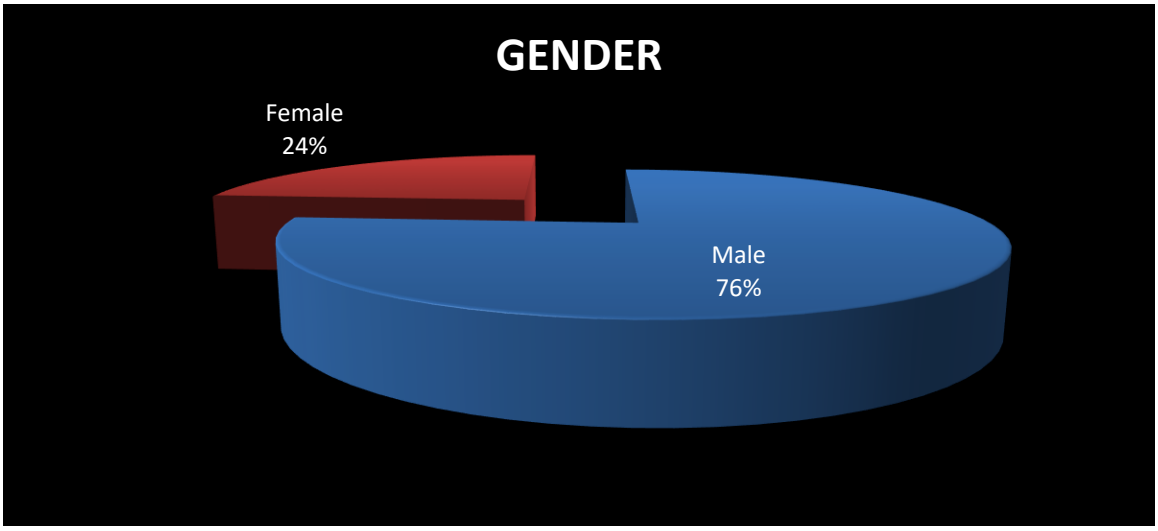


Figure.1

Educational Background

The figure shows the educational qualification of the respondents where 37% having degree of M.Phil./MS followed by 24% were having MS/Msc.14% of them were having the MCS followed by 12% of them having highest degree PhD. 7% of them having M.Com and D.pharm were 5%.only 1% of them having the degree of MLS/MLIS.

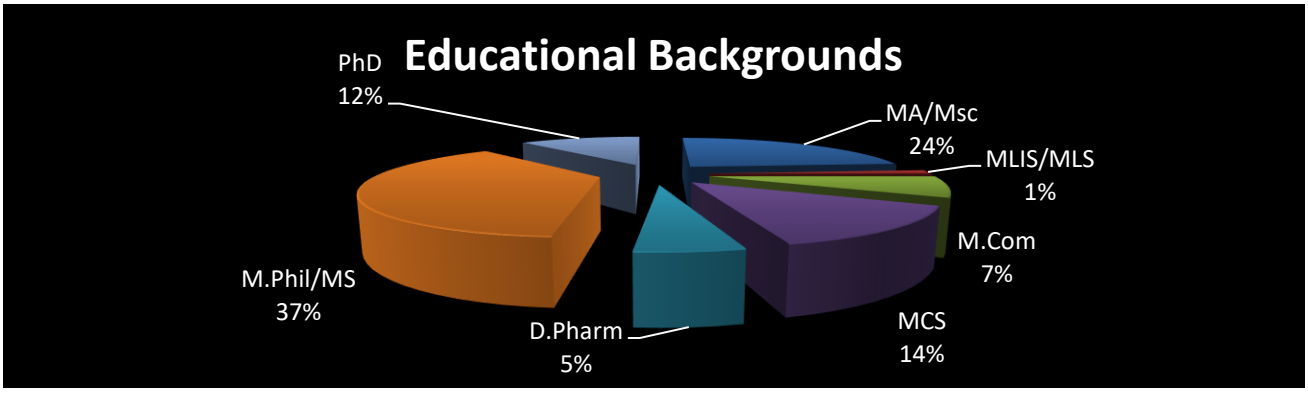


Figure.2

Disciplines/field of study

The figure shows the overall disciplines of the respondents where 22% of them were from management sciences followed by 18% of them were social sciences. 15% of them were Environmental and Basic health science followed by 12% of them was from basic sciences.

Further, 9% of them from literatures/languages and 9% of them from centers respectively.8% of them from applied sciences and followed by 7% of them were from educations and humanities.

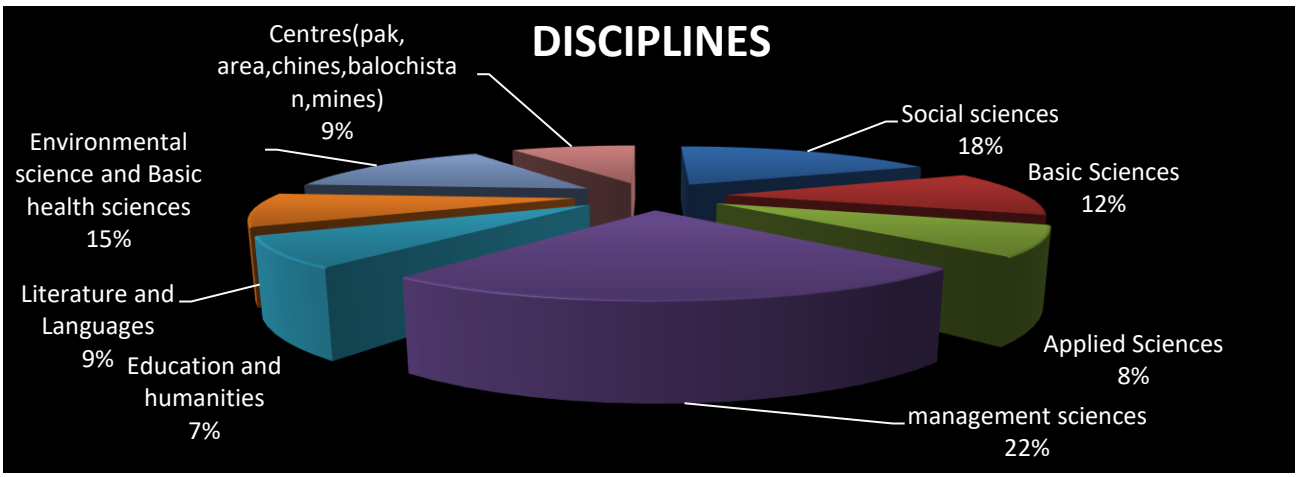


figure.3

SNS frequently accessed by research scholars

Figure shows the respondents frequently by the research scholars.it shows that most of the research scholars accessed social networks like whatsApp access 21%, Facebook access 19%, Research gate access 16%, Academia access 13%, twitter access 10%, LinkedIn access 8%, 5% access blogs, 4% access wikis and YouTube by research scholars respectively.

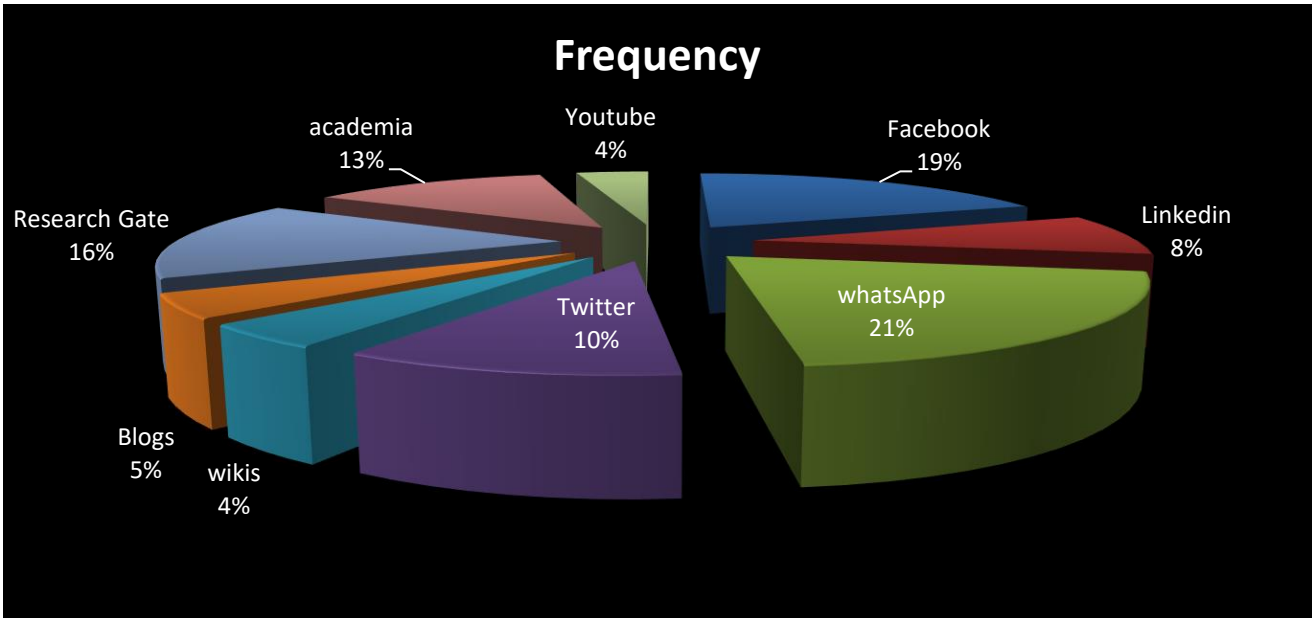


Figure.4

Impact of Social media on Research Work/scholarly works

The figure shows that majority of them answered with positive with 66% and 18% of them showed negative. Rest 16% of them answered undecided. It is obvious social media is putting positive impact on research works and scholarly communicating.

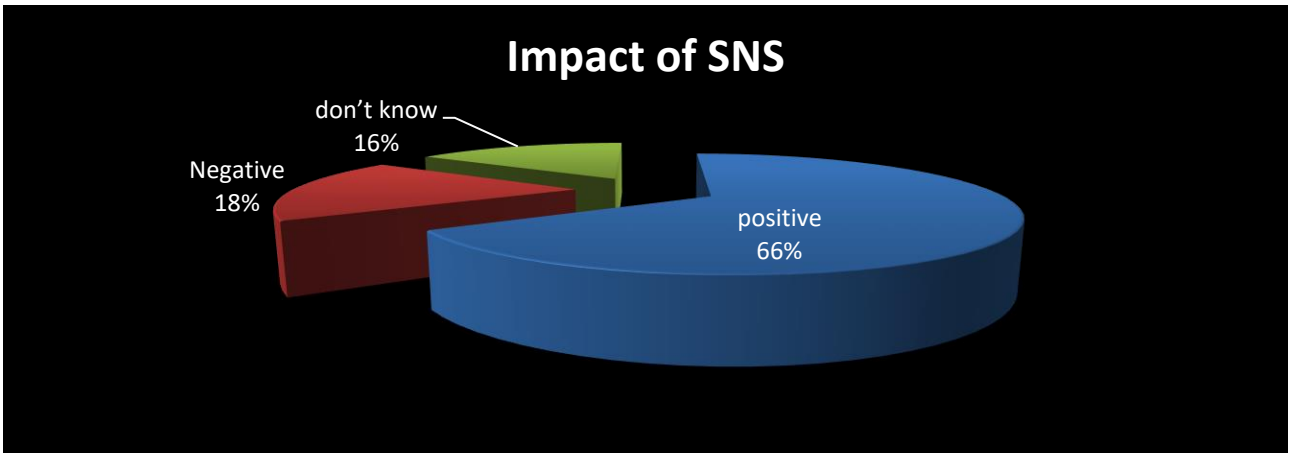


Figure.5

Age distributions

As far as the data shows the age distribution about the respondents where 36% of the age were range from 36 to 40years followed by 27% age range from 41 to 45years.16% of their age ranged from 46 to more years and 9% of the respondent's age were 26 to 30years. 7% of them were age range 31 to 35 years followed by 5% of them age range from 21 to 25 years.

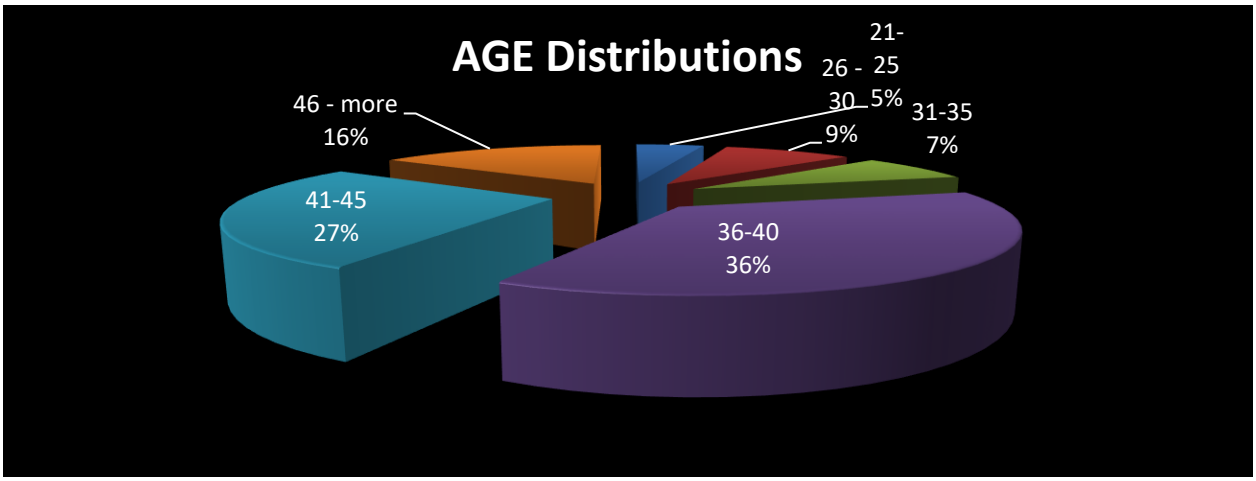


Figure.6

Usefulness of social media in scholarly sharing

The table shows the useful of SNS in scholarly sharing information. The results revealed majority of them showed their agreement about usefulness of SNS between (m: 1.3176) to (m: 1.8784). The respondents showed their agreement about "to participate in discussions"(m:1.3176) followed by "provide space to share own thoughts"(m:1.4459). The respondents showed their opinion about "Know the research productivity of my colleagues"(m:1.5473) followed by "Finding conferences/seminars/workshops related information"(m:1.6149). The respondents showed their point of view about "Giving feedback to friends" (m: 1.8784) and followed by "Interaction with subject experts, consultants etc." (M: 1.7703).

Usefulness of SNS	N	Minimum	Maximum	Mean	Std. Deviation
Finding conferences/seminars/workshops related information	148	1.00	5.00	1.6149	1.05961
interaction with other research scholars	148	1.00	5.00	1.8784	.91774
know the research productivity of my colleagues	148	1.00	4.00	1.5473	.74079
Interaction with subject experts, consultants etc.,	148	1.00	5.00	1.7703	.77455
provide space to share own thoughts	148	1.00	3.00	1.4459	.62033
Giving feedback to friends	148	1.00	5.00	1.7162	.92612
To participate in discussion	148	1.00	3.00	1.3176	.54756

Table.1

Factors of using SNS by Research Scholars

The table shows the Factors of using SNS in scholarly sharing information. The results revealed the factors of using SNS between (m: 1.3446) to (m: 2.2162). The respondents showed their agreement about "ease in use with different tools"(m:1.3446) followed by "ease in searching more information"(m:1.4392).The respondents showed their belief regarding the "more useful in research works"(m:1.4527) followed by "ease to share information"(m:1.4865). The respondents showed their attitudes about "discussing research topics" (m: 1.6824). The respondents showed their judgment regarding "less expansive using SNS" (m: 1.7297) followed by "enhance scholarly communication" (m: 1.8446).The respondents showed their agreement about "publishing and

sharing research products"(m:1.9459) followed by "Strengthening relationships, Facilitating collaboration among peers"(m:2.2162).

Factors of Using SNS	N	Minimum	Maximum	Mean	Std. Deviation
ease in use with different tools	148	1.00	3.00	1.3446	.53086
ease in searching more information	148	1.00	3.00	1.4392	.54991
ease to share information	148	1.00	3.00	1.4865	.56528
less expansive using SNS	148	1.00	3.00	1.7297	.54204
more useful in research works	148	1.00	3.00	1.4527	.56345
enhance scholarly communication	148	1.00	5.00	1.8446	1.07989
strengthening relationships, facilitating collaboration among peers	148	1.00	5.00	2.2162	1.14012
publishing and sharing research products	148	1.00	5.00	1.9459	1.07402
discussing research topics	148	1.00	5.00	1.6824	1.12508

Table.2

Issues and Challenges facing by Research Scholars using SNS

The table shows the issues and challenges of using SNS in scholarly sharing information. The results revealed the issues of using SNS between (m: 1.3176) to (m: 1.6049). The respondents showed their agreement about "Wi-Fi issue"(m:1.3176) and followed by "Net Package problems"(m:1.3243) and followed by "Electricity failure (m:1.3649).The respondents showed their belief regarding the "Privacy issues"(m:1.5473) and "Denied access"(m:1.5608) followed by "slow internet"(m:1.6081). The respondents showed their attitudes on "Authority support" (M: 1.6149).

Issues and Challenges	N	Minimum	Maximum	Mean	Std. Deviation
Slow internet	148	1.00	4.00	1.6081	.70600
Wi-Fi issues	148	1.00	2.00	1.3176	.46711
Net package problems	148	1.00	2.00	1.3243	.46971
Denied access	148	1.00	3.00	1.5608	.67235

Privacy issues	148	1.00	3.00	1.5473	.59857
Electricity failure	148	1.00	3.00	1.3649	.59646
Authority support	148	1.00	3.00	1.6149	.56573

Table.3

Major findings of the study

1. The finding shows the majority of the respondents were male 76% and female were 24%.
2. The finding revealed that most of the respondents were M.Phil./MS with 37% and least were having MLIS/MLS were 1%.
3. The finding shows that most of the respondents were from management sciences with 22% and 9% of them were from Educations and Humanities.
4. The most accessed social networking site whatsApp with 21% and Facebook with 19%.
5. The finding shows that social sites putting positive impact with 66% and 16% of them answered undecided.
6. The majority of the research scholars 36% were between age group 36 to 40 years.
7. The finding shows the usefulness about social media among research scholars where “to participate group discussion” with (m: 1.3176).
8. The data result has confirmed that number of factors are involved using social networks by research scholars where major factor were “ease in use with different tools”(m:1.3446).
9. The finding confirmed the major issue facing by research scholars were Wi-Fi issue(M:1.3176)

Conclusion

The present age of information age the social networking sites are getting massive impression over the research scholars. Social media is playing significant role in the dissemination of information to their peers and friends. The prime aim of the usage of social media is to create a flexible platform that helps research scholars to build their professionals skills. The social networking sites have number of features that enable the research scholars to share photos, audio, videos, news and views, ideas, thoughts, group discussions and engage online meeting with their peers and colleagues. Kumar and Singh (2017) agreed that social media provide a place where research scholars engaged themselves to build professionals expertise. Furthermore, social media helps the research scholars to create a research group to discussion their future planning and share their research progress.

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