

Review Article

Usage of Social Networking sites in College Libraries users in Goa

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A B S T R A C T

Nowadays social media is a most powerful technology to enhance resources from libraries. Social media platforms are one of the main platforms which users are depending on to access the resources. The goal of this research paper is to gain an idea of the assistance of social media in delivering services to the users. It also scrutinises the present scenario of library services with the modern technologies. The attempt has been made by the researcher to mention the different social media and their current use in academic libraries. It was observed that large numbers of users prefer social media tool platforms for information access for theoretical and study purposes. It also examines the difficulty faced by users while accessing library resources.

Keywords: Social Media, Live Streaming, Learner Library Service, College Libraries

Introduction

Modern world of technology: a number of advancements have been made, particularly in the field of technology. Social media is a terrific approach to share our favourite links with the big audience that is emerging as a result of daily new trends in communication technology. Social media provides instant communication between people. The term "social media" designates a category of media that focuses on conversation and internet communication amongst individuals. Social media refers to digital text, audio, and images, which are frequently shared online, and their significance may be societal, cultural, or even monetary.

One of the great inventions of the modern period is social media. Our civilisation and way of life today have been altered by it. Social media is a great platform for disseminating local news and events that will be helpful to the students. Social media inspires users to become independent learners and, ultimately, to be in charge of their own education.

Given the reliance on technology in this study, the research also evaluates user interactions with specialised academic SNS platforms, examining their usefulness in supporting scholarly activities. By incorporating a blend of statistical tools, the study analyses the quantitative data to identify trends, correlations, and patterns. Simultaneously, thematic analysis is employed for qualitative data to categorise and interpret responses related to user requirements and challenges.

The methodological framework is designed to address potential limitations, such as biases in participant responses or technological disparities among users. Throughout the research process, ensuring the integrity of the study and the privacy of participants is a concern.

Literature review

According to Sahoo and Sharma (2015),¹ the number of libraries that are using SNSs is growing. SNSs have grown to become one of the largest online venues for sharing real-time information in the modern day. SNSs are becoming

an interest area for libraries, documentation centres, and information centres, for installing new services in libraries and educating their clients in a short time period, in order to implement Dr. S.R. Ranganathan's fourth commandment "Save the Time of the Users." Users must be aware of SNS

According to Priolkar, Saeed A., and Kumbhar library professionals use Facebook the most, followed by WhatsApp, Google+, LinkedIn, and other SNS, but not as much as the three sites mentioned first. SNS use via mobile phones is expanding every day, and SNS use is increasing in their profession. The key aspect of SNS is that it allows library professionals to support institutional research by allowing researchers to communicate directly with library personnel and get data that satisfies their research needs in less time.

Obi (2018),² said that education, and specifically librarianship, social media is quickly replacing traditional methods of communication for librarians and users. Social media is frequently used to upload information, including instruction. In order to optimise the advantages brought about by the use of SNS in university libraries around the world, he also emphasised that issues like addiction and time-consuming network connections, among others, must be carefully investigated.

In his 2016 article, Omeizor describes how social networking platforms might help librarians support library patrons who aren't really in the building. In order to use online social networking efficiently, he also suggested in his study that university libraries upgrade their infrastructure, such as power, ICT, and internet connection, to meet worldwide standards.

From identifying research opportunities to distributing findings, Ian (2011) showed how social media has found significant applicability at all phases of the research lifecycle. He added that research under 35 is generally more likely than research over 35 to utilize a minimum of one social media programme. As a result, because technology is always evolving, the age element is crucial.

Hussain, Kubravi, and Loan (2023)³ discuss the role of SNSs in enhancing the research traits of college students. Their study indicates that frequent usage of SNSs is positively correlated with improved research skills and academic performance. Users who frequently involve with academic content on SNSs, such as research articles, discussion forums, and academic networks, tend to be more proficient in their studies.

Impact of Social Media on Academic Performance

Palla and Sheikh (2021)⁴ conducted research on the effect of social media on college students in Kashmir, revealing that while moderate usage can benefit academic performance by providing access to educational resources, excessive use

can lead to distractions and lower academic outcomes. This dual impact highlights the importance of balanced SNS usage among students.

Marketing and Awareness of Library Resources

SNSs are often used by academic libraries to market their services and resources to students. Xin and Yingxi (2022)⁵ examined factors influencing students' intentions to use library social media marketing accounts, such as WeChat. They found that regular usage with these accounts can increase students' awareness and utilization of library services, contributing to their academic success.

Satisfaction with SNSs as Information Sources

The satisfaction level with SNSs also influences their frequency of use. Harisanty (2019)⁶ studied user satisfaction with Facebook library pages and found that a higher level of satisfaction led to more frequent visits and interaction with the platform. Students who found the content relevant and useful were more likely to engage regularly with the library's SNSs.

Cultural and Regional Variations in SNS Usage

There are also cultural and regional variations in the frequency of SNSs usage among students. Parhamnia (2023)⁷ explored the usage of SNSs in Iranian academic libraries and discovered that traditional aspects significantly influence how often students use these platforms. Similarly, Muneja (2023) found that in Tanzania, the marketing of electronic resources via SNSs is crucial in determining the frequency of student engagement with these platforms.

Continuous Usage Intention

Yang et al. (2022)⁸ delved into the factors influencing the continuous usage intention of academic social network sites. Their research suggests that students' satisfaction with the platform, perceived usefulness, and ease of use are key determinants of how frequently they will continue to use SNSs in their academic journey.

Lastly, Social media use (SMU) serves as a crucial indicator of how effectively libraries engage with their audiences. The literature highlights a consistent online presence to encourage ongoing interactions with users. However, managing multiple platforms requires adequate staffing and resources, which can be difficult for libraries with little funding personnel and budgets.⁹

Libraries must prioritize developing a robust social media management strategy that encompasses staffing, content creation, and audience engagement. Establishing a streamline efforts and ensure that messaging remains consistent and aligned with institutional goals.¹⁰

Utilizing analytics tools to monitor engagement metrics such as likes, shares, and Comments can offer insightful

information. into user behaviour and preferences. Regular assessments enable libraries to identify successful strategies while also pinpointing areas for improvement. Furthermore, by asking users for their opinions via surveys or focus groups, social media projects can become more relevant and effective as users share their experiences and recommendations for enhancements.¹¹⁻¹³

Objectives Of The Study

How social media platforms affect how users obtain information in online library services.¹⁴

To examine various tools for using social media platforms to access library resources

Research the challenges involved in using social media tools to access the library.

Access to the library is available to study the many forms of physical activity.¹⁵⁻¹⁷

Data Analysis

This research adopted survey research design. Around 180 questionnaires were sent and the total respondents were all together 150 from Goa academic college libraries which gather to a 83.33% response rate. The records collected were examined using descriptive statistics. The samples were obtained using a stratified random sampling procedure. An organized Google questionnaire was created and circulated online through mail and whatsapp groups.¹⁸⁻¹⁹

Demographic Data

From Figure 1, suggest that popular of the respondents are males 85(57%) although females are 65 (43%). It shows that there is more male library staff in academic college libraries.

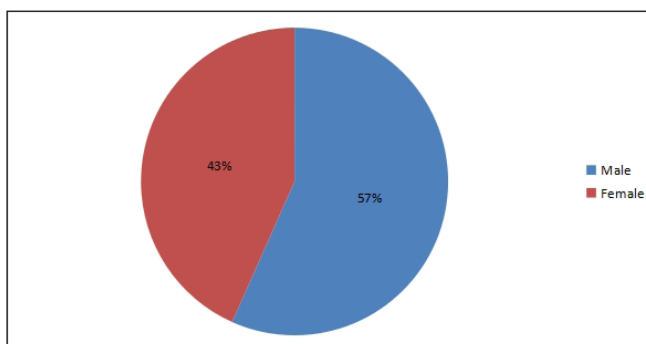


Figure 1. Distribution of the respondents by Gender

Data Analysis

The research questions raised for this study were answered using the data obtained from field. The analysis of the data collected from respondents is presented below:

Research Question 1: Use of Social Media in Library.

The analyzed data in Figure 2 provides an answer to this research question.

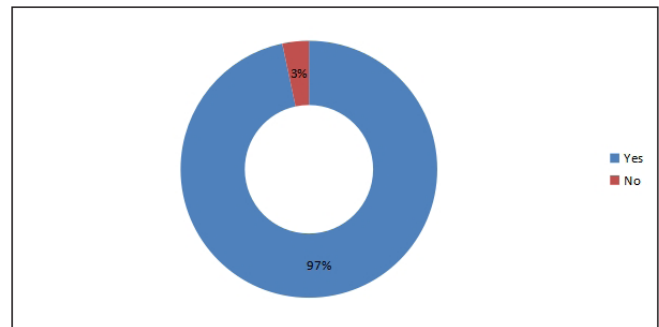


Figure 2. Use of Social Media in Library

The table 2 shows that majority of the respondents are using social media in their library. It indicates that 145 (97%) use social media in their library and 5 (3%) are not using social media in their library. Question was also if no than why? Majority of the users stated that Prior permission required from management.

Research Question 2: Do you prefer to use library online or offline?

The analyzed data in Figure 3 provides an answer to this research question.

The figure 3 clearly indicates that most of the libraries prefer to use their library in online (57%) rather than offline while (43%) of the libraries they prefer to use their library as offline.

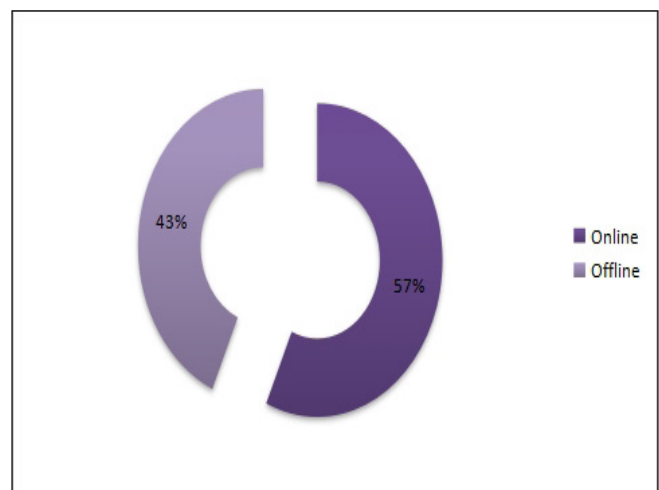


Figure 3. Prefer to use library online or offline

Research Question 3: Awareness of Social Media tools?

The analyzed data in Figure 4 provides an answer to this research question.

Out of all above mentioned social media tools in fig 4 of college academic college libraries staff were aware of majority Whatsapp (100%), Facebook (96.66%) and You Tube ((86.66%). There was minimal awareness of LinkedIn and others.

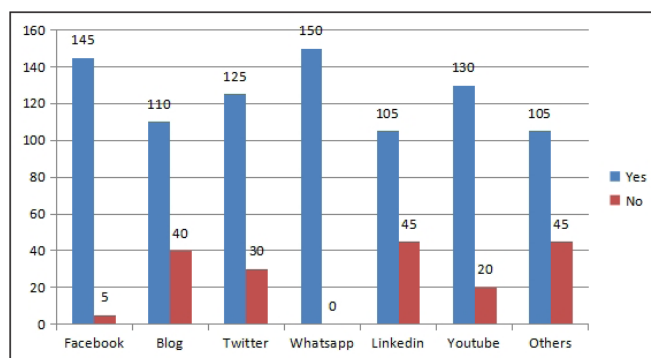


Figure 4. Awareness of Social Media tools

Research Question 4: How often do you use social media tools?

The analyzed data in Tabel 1 provides an answer to this research question.

Table 1 shows that most of the academic libraries make use whatsapp and facebook everyday which has highest score 120(80%) and 70(46.66%) respectively. It is also

stated that some academics use above social media tools rarely like once in month and twice in week.

Research Question 5: What motivate the usage of social media tools by library staff?

The analyzed data in Table 2 provides an answer to this research question.

The Table 2 shows that academic college libraries use social media tools for promoting library services which includes selective dissemination service (76.66%) and reference service (70.00%) which has highest frequency. Rather than discussion, Interaction with colleagues, advertisement.

Research Question 6: What are the constraints to the usage of social media?

The analyzed data in Table 3 provides an answer to this research question.

The Table 3 confirms that some of the major constraints to social media usage is that irregular power supply (36.66%), Lack of awareness (30.00%) and lack of finance too (30.00%).

Table 1. Often use social media tools

Different social media tools	Everyday	Never	Once in month	Twice in week
Facebook	70(46.66%)	25(16.66%)	20(13.33%)	35(23.33%)
Blogs	15(10%)	45(30%)	50(33.33%)	40(26.66%)
Whatsapp	120(80%)	15(10%)	5(3.33%)	10(6.66%)
Twitter	25(16.66%)	60(40.00%)	40(26.66%)	25(16.66%)
You Tube	60(40.00%)	25(16.66%)	25(16.66%)	40(26.66%)
Linkedin	15(10.00%)	50(33.33%)	55(36.66%)	30(20.00%)

Table 2. Motivate the usage of social media tools by library staff

Use social media for the following reasons	Strongly Disagree	Disagree	Agree	Strongly Agree
Reference Service	25(16.66%)	0(0%)	105(70.00%)	20(13.33%)
Selective Dissemination of Information	10(6.66%)	10(6.66%)	115(76.66%)	15(10.00%)
Discussion with Users	20(13.33%)	20(13.33%)	80(53.33%)	30(20.00%)
Interaction with colleagues	20(13.33%)	10(6.66%)	90(60.00%)	30(20.00%)
Announcement of library events/services/news	10(6.66%)	15(10.00%)	60(40.00%)	65(43.33%)
Advertise my library	10(6.66%)	5(3.33%)	80(53.33%)	55(36.66%)
Information Literacy Programmes	15(10.00%)	5(3.33%)	95(63.33%)	35(23.33%)
Keeping track with current trends in library	15(10.00%)	5(3.33%)	65(43.33%)	65(43.33%)

Table 3. The constraints to the usage of social media

Constraints to usage of social media	Strongly Disagree	Disagree	Agree	Strongly Agree
Lack of management support	10(6.66%)	105(70.00%)	30(20.00%)	5(3.33%)
Lack of skills and personal knowledge	0(0%)	105(70.00%)	40(26.66%)	5(3.33%)
Lack of awareness	35(23.33%)	65(43.33%)	45(30.00%)	5(3.33%)
Irregular power supply	25(16.66%)	70(46.66%)	55(36.66%)	0(0%)
Lack of finance	25(16.66%)	75(83.33%)	45(30.00%)	5(3.33%)

Research Question 7: What kind of challenges and issues are faced by libraries while application of social media?

Most of the respondents stated that there is lot of network issues faced by them. Many of them also said that there is lack of staff in their colleges.

Conclusion

By examining different interactions on libraries, we learned that different libraries' users used different social media tools for accessing the library resources. This study focuses on which social media are most commonly used by users for using the library's resources. Most people who responded are aware of social media and how it may be used for personal projects. The primary goal of using social media for an academic purpose is to transfer and share data with friends and teachers, which is a good indicator. The most extensively used social media platforms for both personal and academic purposes are What Sapp and Facebook.

The user's inability to access the internet and power without interruption can be solved by installing or supplying generator and Wi-Fi connectivity in college premises.

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