



ISSN: 2249-894X

IMPACT FACTOR : 5.7631 (UIF)

UGC APPROVED JOURNAL NO. 48514

VOLUME - 8 | ISSUE - 8 | MAY - 2019



AWARENESS AND USE OF SOCIAL MEDIA APPLICATIONS AMONG THE LIBRARY PROFESSIONALS OF ENGINEERING COLLEGES OF GUJARAT

Ms. Jyudith A. Bhatera¹ and Dr. Nilesh M Kantaria²

¹ Librarian & Research Scholar, Vadodara Institute of Engineering Vadodara Halol Toll Road At-Kotambi, Ta-Waghodia Dist-Vadodara.

² Librarian and Research Supervisor, Smt. M.M. Shah College of Education, Surendranagar.

ABSTRACT:

This paper assess the level of awareness and use of social media applications among the library professionals of GTU affiliated college libraries of Gujarat. Survey method was adopted in the present study and a self constructed questionnaire was administered on the 55 randomly selected library professionals. Findings of the study indicated that

majority of the library professionals were aware about the use of social media applications in library but the use of social media applications is still in sluggish phase.

KEYWORDS: Library professionals, Social Media Applications, social networking tools, web 2.0.

INTRODUCTION

Library 2.0, social networking tools, web 2.0, social media applications etc are the buzz words nowadays. Use of social media applications in education and academic libraries is a growing phenomenon all over the world. The academic libraries are considered as the heart of the educational institutes hence these libraries have to be updated with latest technology. A wide range of social media applications are available to support and enhance the library services and activities. These tools allow library professionals to share

information, communicate with the other professionals and library users beyond the boundaries of libraries, marketing of library products and services, getting feedback about the library services, and creating awareness about the library resources. The social media applications like Face book, LinkedIn, WhatsApp, Twitter, Research Gate, Academia.Edu, and YouTube are the good sources to disseminate the information and serve the users in efficient way.

DEFINITION OF SOCIAL MEDIA APPLICATIONS:

According to IGI Global (n.d) "every web-based-application that supports information publishing and sharing, the building of personal

profiles, connecting to a community and searching within the community is considered as a social media application". According to Daniel Nations (2019) "Social media is a phrase that we throw around a lot these days, often to describe what we post on sites and apps like Facebook, Twitter, Instagram, Snapchat and others. So you can infer that social media are web-based sites that allow people to interact with each other".

LITERATURE REVIEW:

S. Thanuskodi (2012) discovered in his study that majority of the library professionals were aware about the social media applications and read blogs & wikipedia and post the entries on blogs too. Further this study stressed on the training need of

the library professionals to introduce the social media technology in libraries. Gupta and Khare (2014) found out that majority of the library staff of power sector organization of India were having poor knowledge and awareness of social media applications. Most of the library staff was not using social media applications in their libraries while few were using social media applications like face book, wikis, blogging, and instant messaging. Olise Florence Nwanne (2015) in his study found out that lack of awareness, lack of funds and network problems were the biggest challenges librarian encountered while using social media applications in libraries.

OBJECTIVES OF THE STUDY:

The main objectives of the present study are under:

- To assess the level of awareness of library professionals about the use of social media applications in library operations and services.
- To know whether library professionals are using social media applications in libraries or not.
- To find out the motivating factors for using social media applications in libraries.
- To find out the purposes to use social media applications in libraries.
- To identify the constraint library professionals encountered while using social media applications in libraries.

SCOPE AND LIMITATIONS OF THE STUDY:

The scope of the study is limited to the engineering library professionals of GTU affiliated colleges of Gujarat state only.

RESEARCH METHODOLOGY:

This study used a survey method of research. A comprehensive review of literature was conducted and developed a structured questionnaire for the data collection. Different patterns were used to get the responses from the respondents like questions with “yes” and “no”, other close ended questions to know the awareness and use of social media applications. As a sample 55 library professionals were randomly selected from the engineering colleges affiliated with the GTU for the academic year 2018-19 were selected. Statistical tools used for the study were the frequency distribution and percentage method

DATA ANALYSIS:

Raw data cannot give any information hence it is necessary to analyze and interpret the data for deriving results.

Socio economic distribution of the respondents:

Socio economic distribution of the respondents covered under the study are as under.

• Gender wise distribution

Table 1
Gender wise distribution of Respondents

Sr.No	Gender	No. of Respondents	Percentage
1	Male	33	60 %
2	Female	22	40%
Total		55	100 %

A graph depicting the above data was shown below.

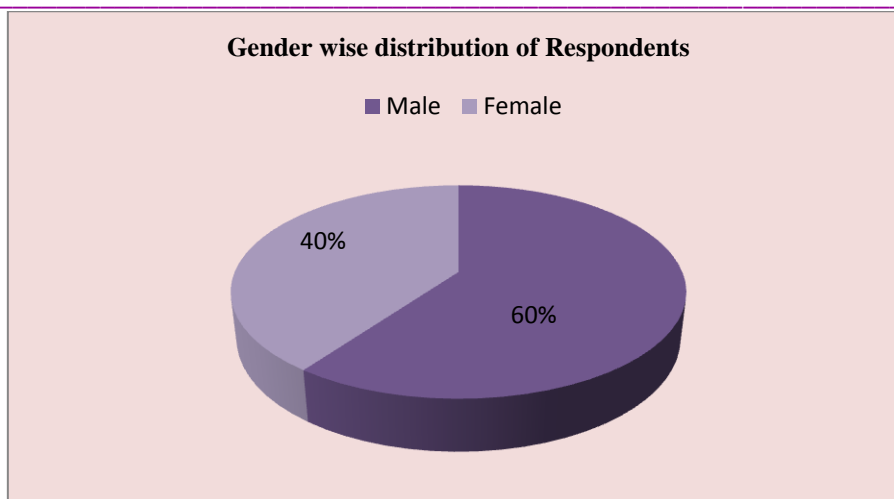


Table 1 shows that 33 (60%) respondents were male while 22 (40%) were the female respondents.

• **Age wise distribution :**

Table 2
Age wise distribution of the respondents

Sr.No	Age	No. of Respondents	Percentage
1	Upto 35	22	40.00 %
2	36 to 45	28	50.91 %
3	46 and above	5	9.09 %
Total		55	100.00 %

A graph depicting the above data was shown below.

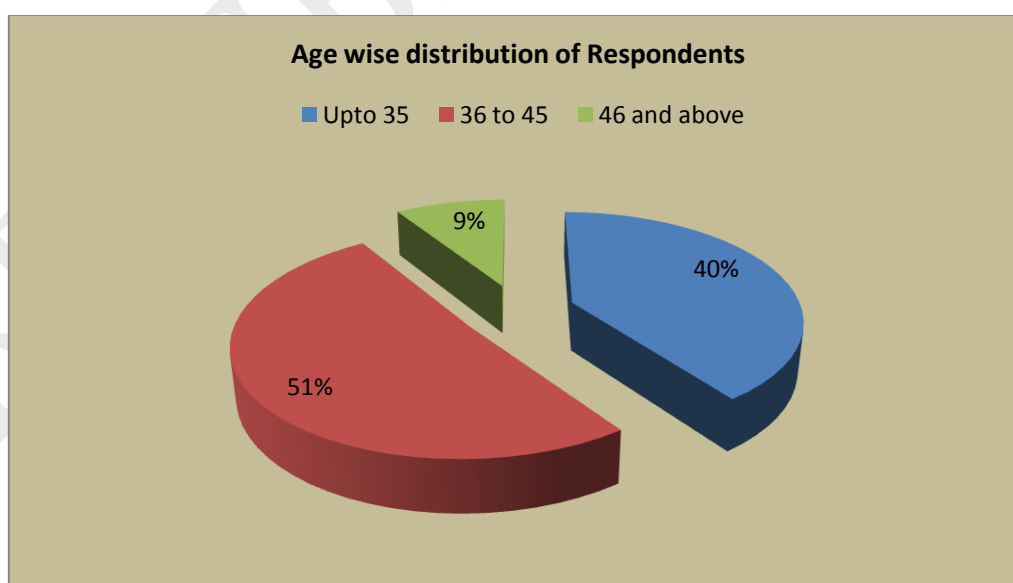


Table 2 reveals that there were total 22 respondents having age up to 35, 28 respondents having age 36 to 45, while 5 respondents were aged 46 years and above.

- Awareness about social media applications.**

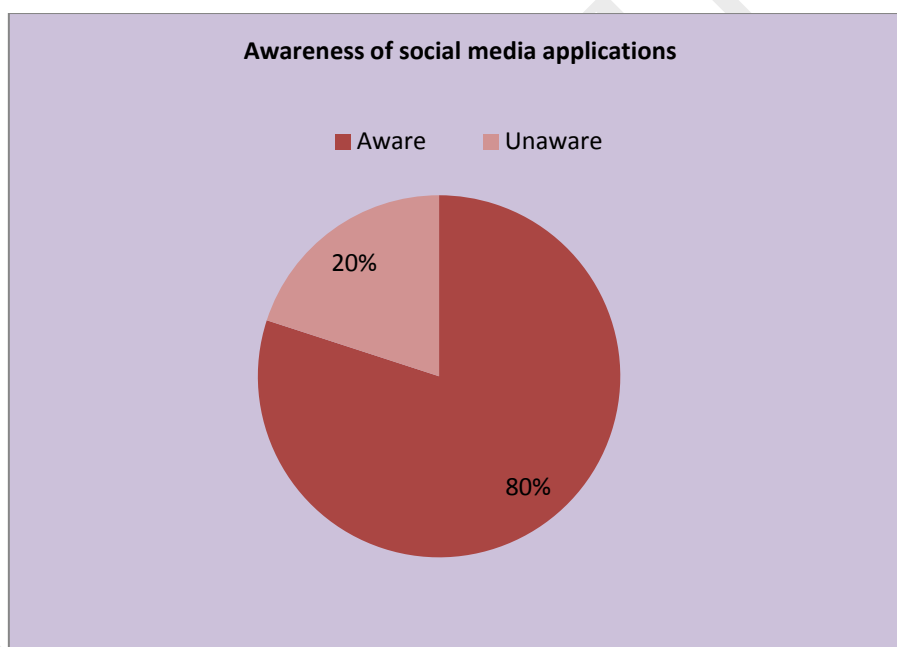
Awareness of library professionals about the use of social media applications in library operations and services is shown in below table.

Table 3
Awareness of respondents towards social media applications

Sr.No	Awareness of SMA	No. of Respondents	Percentage
1	Aware	44	80.00%
2	Unaware	11	20.00%
Total		55	100.00

Table 3 shows that majority of the respondents (80%) were aware about the use of social media applications in library operations and services while few (20%) were unaware about it.

A graphical representation of the above table is shown as below.



- Use of social media applications in library operations and services :**

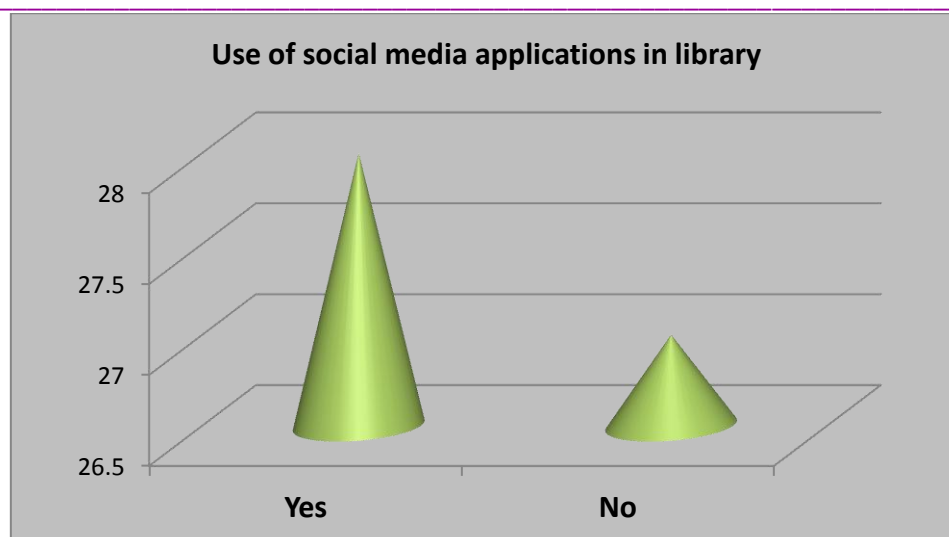
Following table shows the use of social media applications by the library professionals in library operations and services.

Table 4
Use of social media applications in library

Sr.No	Use of SMA in library	Total	Percentage
1	Yes	28	50.91
2	No	27	49.09
Total		55	100.00

Observation of the table 4 shows that there were total 28 (50.91%) library professionals use the social media applications in library operations and services while 27 (49.09) did not use these applications in libraries which means that the use of social media applications in library is poor.

Below graph shows the graphical overview of the above data.



• **Motivating factors for using social media applications in libraries.**

Motivating factors for using social media applications in libraries were shown in the below table.

Table 5
Motivating factors for using social media applications in library

Sr. No	Factors	No of Respondents	Percentage
1	Freely available resources	11	39.29 %
2	Easy use of SMA	10	35.71 %
3	Enhance awareness of library resources	2	7.14 %
4	Modernize library image	2	7.14 %
5	Promote interest among users	3	10.71 %
Total		28	100.00 %

Below graph depict the above data of library professionals.

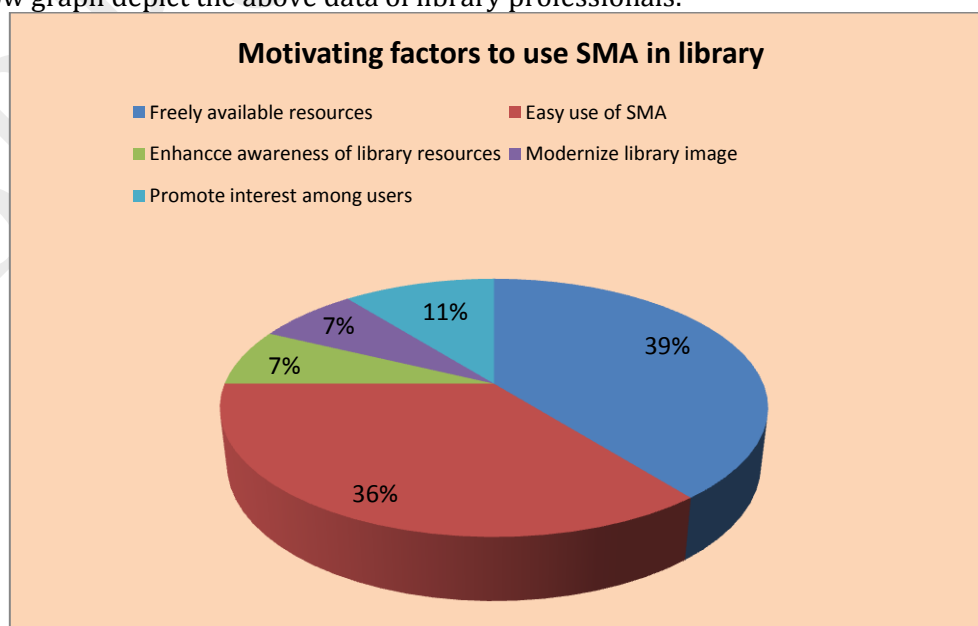


Table 5 revealed that majority of the 11 (39.29 %) respondents claimed that they are motivated to use SMA in library due to freely available resources on SMA, 10 (35.71 %) reported that they were motivated to used social media applications for library because these tools are easy to use, 2 (7.14 %) indicated 'enhance awareness of library resources' as a motivating factors, while 2 (7.14 %) respondents mentioned social media applications modernize library image as the motivating factors; and 3 (10.71%) respondents pointed out social media applications promotes interest among the library users which motivated them to use social media applications in library.

- **Purposes to use social media applications in libraries.**

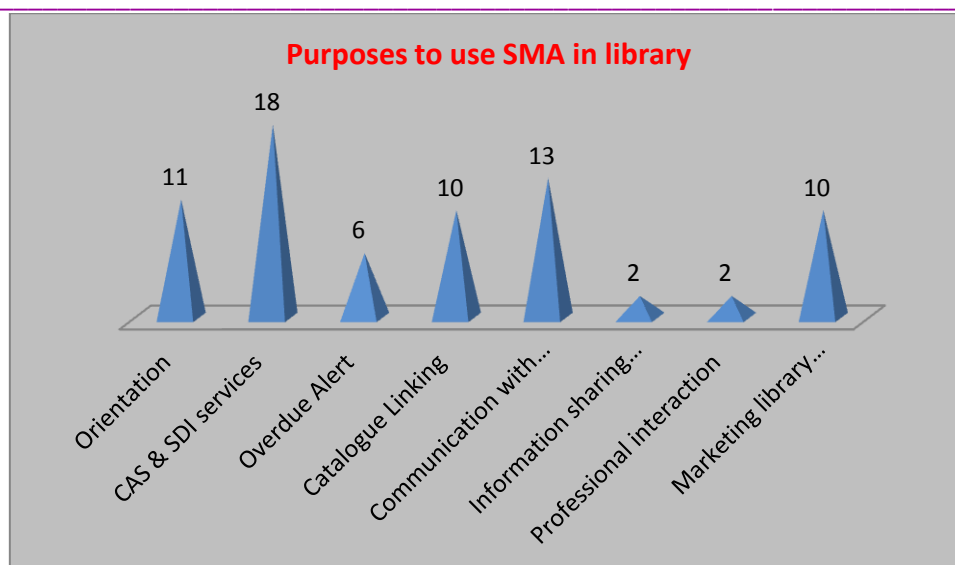
Following table shows the various propose for which library professionals were using social media applications in libraries.

Table 6
Purpose to use SMA in libraries

Sr. No	Purposes to use SMA in library	No of Respondents	Percentage
1	Orientation	11	15.28 %
2	CAS & SDI services	18	25.00 %
3	Overdue Alert	6	8.33 %
4	Catalogue Linking	10	13.89 %
5	Communication with users	13	18.06 %
6	Information sharing outside library	2	2.78 %
7	Professional interaction	2	2.78 %
8	Marketing library products and services	10	13.89 %
Total		72	100.00 %

Table 6 indicated that 11(15.28%) respondents were used social media applications for orientation of the library users; 18 (25.00%) were used it for the CAS and SDI services, 6 (8.33%) respondents were reported to use it for the overdue alert while 10 (13.89%) were used SMA for catalogue linking; 13 (18.06%) were found to use SMA for communication with the users; 2 (2.78 %) were using it for sharing information outside library; 2 (2.78 %) were using it for professional interaction and 10 (13.89%) respondents were used social media applications for the purpose of marketing library products and services.

A graphical representation of the above table is given in below graph.



- Constraint for not using social media applications in libraries.**

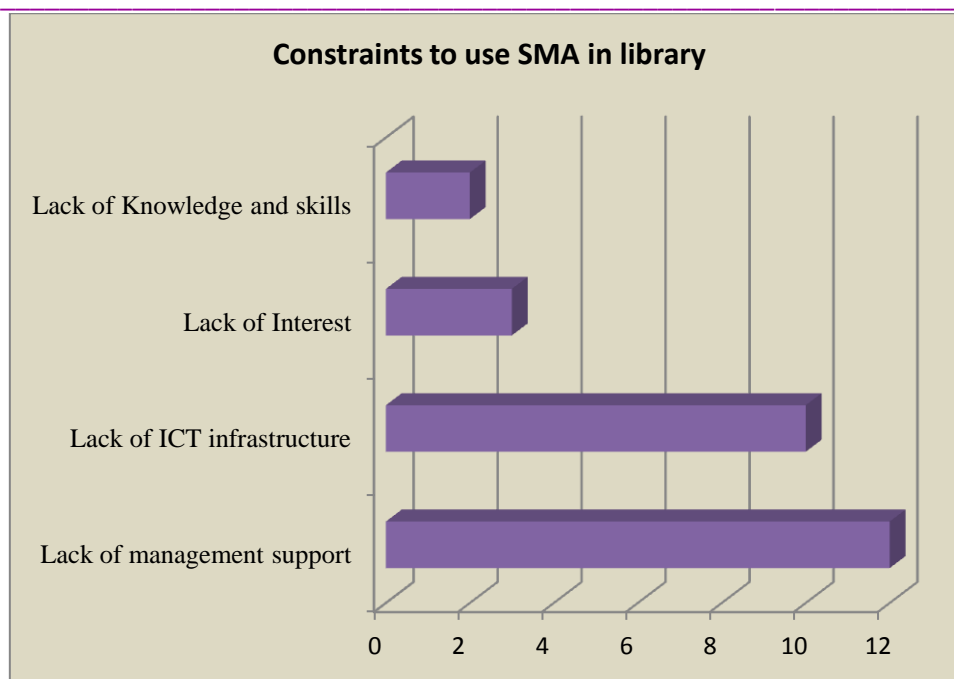
Following table shows the constraints library professional encountered which ultimately hindered them to use social media applications in libraries.

Table 7
Constraints to use social media applications in library

Sr.No	Challenges to use SMA	No of Respondents	Percentage
1	Lack of management support	12	44.44
2	Lack of ICT infrastructure	10	37.04
3	Lack of Interest	3	11.11
4	Lack of Knowledge and skills	2	7.41
	Total	27	100.00

Respondents were asked to indicate the constraints if they are not using social media applications in libraries, in response of this majority of the (44.44%) respondents indicated that lack of management support were the biggest constraint for use of social media applications in library; 10(37.04 %) respondents were reported lack of ICT infrastructure as a challenges; 3 (11.11%) reported lack of interest as a possible constraint while 2(7.41%) were opined that lack of knowledge and skills were became the constraint in the use of social media applications in library.

Below graph provides a graphical overview of the above table.



FINDINGS OF THE STUDY:

On the basis of the analysis and interpretation, following findings were drawn by the researcher.

- 1) Majority of the library professional were aware about the use of social media applications in library.
- 2) Use of social media applications in GTU affiliated college libraries is still in sluggish mode.
- 3) Majority of the respondents were motivated to use social media applications in library because it is easy to use and availability of free resources.
- 4) Majority of the respondents were used social media applications for the purpose of providing CAS and SDI services following by communication with users.
- 5) Lack of management support was come out as a major barrier which hindered the use of SMA in libraries.

CONCLUSION:

The present study highlights the strong need of efforts to make use of this freely available technology in libraries considering enormous advantage. Despite of having numerous benefits of social media applications there is a significant resistance regarding the use of social media applications in libraries. A suitable framework and evaluation should be done to pioneer the social media applications in GTU affiliated college libraries.

SUGGESTION:

Based on the findings of the study, it was suggested by the researcher that library professionals should be encouraged to use social media applications in library by providing training programs, seminar and conferences. Higher authorities should also support the library professionals and make available necessary facilities for the implementation of the social media applications in library.

REFERENCES:

- Amuda, H. O., & Adeyinka, T. (n.d.). Application of Social Media for Innovative Library Services in South-Western Nigerian University Libraries. *Journal of Balkan Libraries Union*, 7.
- Gupta et al. – 2014 Awareness and use of social media applications amo.pdf. (n.d.). Retrieved from <http://op.niscair.res.in/index.php/ALIS/article/viewFile/6710/195>

- Gupta, R. K., Gautam, J. N., & Khare, V. P. (2014a). *Awareness and use of social media applications among library staff of power sector organizations*. 12.
- Gupta, R. K., Gautam, J. N., & Khare, V. P. (2014b). *Awareness and use of social media applications among library staff of power sector organizations*. 12.
- Igwe, P. (2017). Social Media Librarianship in Academic Libraries: Optimizing Trends for Real-Time User Engagement through Digital Billboards. *Ariadne*, (77). Retrieved from <http://www.ariadne.ac.uk/issue/77/prince-jacon-igwe/>
- Khan, S. A., & Bhatti, R. (2012). Application of social media in marketing of library and information services: A case study from Pakistan. *Webology*, 9(1), 1–8.
- Mabweazara, R. M., & Zinn, S. (2016). Assessing the appropriation of social media by academic librarians in South Africa and Zimbabwe. *South African Journal of Libraries and Information Science*, 82(1). <https://doi.org/10.7553/82-1-1571>
- Manhas, R., & Kaur, S. (2019). Awareness, knowledge, attitude and use of social media among librarians and in libraries of medical colleges of punjab: A study. *IP Indian Journal of Library Science and Information Technology*, 3(2), 70–73. <https://doi.org/10.18231/2456-9623.2018.0016>