

Awareness on Social Media among the LIS Professionals in the University of Agricultural Sciences, Dharwad, Karnataka: A Study

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Abstract - The present paper focuses on the explore of social media such as Face book, Twitter, Whatsapp, etc. to work as an effective tool for imparting information or knowledge and prove helpful in making awareness among Library and Information Science (LIS) Professionals of University Libraries of University of Agricultural Sciences, Dharwad as most important aspect of social media as its emphasis on online collaboration and sharing because it has social networking, user centric characteristics. Data was collected by means of a questionnaire that was circulated among the LIS Professionals of University Libraries of University of Agricultural Sciences, Dharwad randomly. Present article reports the survey of social media, in making awareness among LIS Professionals. Analysis will help the LIS professionals in deriving the benefits of Social media.

Keywords: Twitter, Blog, Yahoo, Whatsapp, YouTube, Google+, Face book and Social media, LIS Professionals

I. INTRODUCTION

Academic library and information centres are applying the new technologies and trends to build their library services popular and user friendly. The present idea of a library as substantial place where users can visit to get information is quickly changing to a social cyberspace where users contact, communicate and contribute to existing information. The potentials of the new technology offers the open access protocols which present the opening for free access, free interaction, free communication and contribution to knowledge. Library services through modern technology are making new instinctive tools, continuous change, flexibility and evaluation while encouraging user posting, sharing, cooperation, communication, and personalization. Sekyere (2009) defines that social networking sites hard works are a successful and new technique of student outreach; others argue that social networking by academic librarians is an effective use of librarian time and effort. Social networks provide enhanced right to use information. It puts the library where the users are. It enables users to share their knowledge and in turn, helps bring others into the library. It helps simply to post future events or book exhibition. These types of postings rapidly increase when users share the information with their friends through their social networking sites channels. This opportunity helps to promoting library services and activities. A social network has several ways to invite user group to present feedback and to engage with others in online area. This research paper focuses on the changes in the library environment through Facebook and Twitter.

The exchange of thoughts, messages, or information as by speech, signals, writing, or behaviour is called communication. Information and communication technology are added advantages in the hands of library professionals in the current scenario. The evolution of internet and World Wide Web has transformed the whole globe and present a new way of communication. The limitless connectivity and potential to create an open social order and system of interaction and collaboration have been made possible only because of information and communication technology. We can see the impact of ICT in every walk of life. Everyone needs information pinpointed and timely that is possible with the help of LIS professionals. People can access information easily by themselves in ICT environment but how to use and utilize that information can be guided by LIS professionals. User prefers social networking sites or Face book to access information as it reduces physical strain, save the time; they are able to complete the work within time, minimize expenses and keep accuracy. Foremost challenge before the library and information science professionals is to face the needs of the user in current ICT environment and to provide access to all relevant information and integrated it on networked across the world.

New technology has produced new opportunities and challenges for libraries in creation, promotion, dissemination and storage of information and many institution libraries undergoing change in the face of technological proceed. Social networking sites have made a new platform for individuals to communicate, sharing information and interact with a worldwide audience for organizations, social networking sites presents new avenues for communication and collaboration with their users. Several libraries are using social networks to engage their users in the online environment. Social networks propose real-time channels for information sharing and communication. Social networking sites are encouraging social interaction through profile-based user accounts. Social networks are generally defined as Web 2.0 (O'Reilly, 2005), meaning they mimic desktop applications. Popular social networking sites include Facebook and Twitter. Every Social network website includes 'About' and 'Help' sections. These sections focus that every company should write about their social features. This is a secure guard against overlooking a major feature of the website. While

this was a suitable preventative measure, the design of each social website clearly emphasized its social features.

A. Library and Information Science Professionals

Information is an important and key resource for every organization and is an essential input for all types of organizations. Libraries are organized information centers as they have limited resources with which they have to satisfy the information needs of users. Therefore libraries have to build their collections and facilities to meet users' satisfaction. Agricultural sciences is a broad multidisciplinary field that encompasses the parts of exact, natural, economic, and social sciences that are used in the practice and understanding the agriculture. The awareness of information resources available in the library and ability to search and obtain information from the library adds substantial to the learning process of researchers. The University of Agricultural Sciences, Dharwad was established on October 1, 1986. The University has five colleges, thirty research stations, six extension education units, five Krishi Vigyan Kendras and ATIC. The University has its jurisdiction over seven districts namely Bagalkot, Belgaum, Bijapur, Dharwad, Gadag, Haveri, and Uttara Kannada in northern Karnataka. The university focuses on education, research and extension activities. The main objective of the study is to know the extent usage of agricultural information resources and services available in the library by the postgraduate students and research scholars. Besides, this study aims to know the purpose of library visit, service offered in the library, frequency of use of information resources, services and level of satisfaction towards utilization of library resources.

B. Social Media/ Network

The definition of social media is the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social networking, on the other hand, is a social structure with people who are joined by a common interest. It is fair to say that social networking is a subcategory of social media. Some of them are.

1. Social Network

Social network is a broad term used to denote the blogs, user created videos and wikis. A social networking is an online service, platform or site that focuses on building and reflecting of social network or social relations among people who share interests and activities. Social networking often involves grouping specific individuals or organizations together. Social network provides a quick, low tech method to generate, maintain web based subject guides and act as communication tools to enable social interaction among LIS Professionals. Most social network services are web based and provide means for users to interact over the internet. They interact, share and exchange resources by social networks. It promotes free flow of information and sharing of resources beyond boundaries.

2. Social Networking Sites

Social networking site functions like an online community of internet users. People use social networking sites for communication personally as well as professionally to contact with others. Social networking sites like Facebook provides new venues for young LIS Professionals to express themselves and to interact with one another. It provides an unprecedented platform for them to dynamically form, collaborative groups and creates, publish, exchange, share and cooperate any type of information. It makes use of web sites and LIS Professionals are using SNS closely followed by creating awareness, socializing, making friends and new arrival display is predominantly dominated by SNS closely followed by topic discussion and metadata linking.

3. Facebook

Currently Facebook is the fifth most trafficked site on the internet worldwide and second most trafficked social media site on the world. It was first founded by Mark Zuckerberg in 2004. These are interactive allowing visitors to leave comments, message each other via widgets on the blogs and it is the interactivity that distinguishes them from other static websites. It has affected the social life and activity of people in various ways. It is just like social phenomena that not just connect people together but generate and contributes the web contents itself. It enables users to choose their own privacy settings and choose who can see specific parts of their profile. It engage and push content to user. It gives an opportunity to make community and receive fast, quick respond to feedback, Twitter, Blog, Yahoo, Whatappa, YouTube, Google+.

4. Twitter

The Twitter is a social media platform or site which is also known as a "microblogging" platform that enables its users to share and post media message made of 140 characters only via their mobile phones or the Internet. Messages sent through Twitter are called tweets. Jack Dorsey, the co-founder, was the first person to send the first message on the 21st of March in 2006. In August 2011, it was announced that Twitter created approximately up to 200 million messages a day. A month later, Twitter announced that the number of its active users had reached 100 million all over the world. Thirty percent of their tweets were about their statuses and their activities, while 10 percent were linked to blogs and news articles.

5. YouTube

The YouTube is an online site for the public to communicate with each other. It enables its users to upload their videos and allows the public to view these videos. It is similar to a video library with videos that range from amateur to more specialized, professional videos. People can find on YouTube was launched 2005 By Steve Chen, Jawed Karim, and Chad Hurley. The three of them created

the idea of YouTube in order to present their work to the public. Public use YouTube because it is easy to use, it offers a variety of videos covering different field and provides entertainment, action, news, music, and educational videos. Business people can also small cost. Even music composers can release their work via YouTube. At the same time, they can receive feedback on their work from the public. News is a fast growing area on YouTube. There are three classifications of news videos: original videos, records of old video material, and rebroadcasts of contemporary material. Media institutions, news companies, and citizen journalists put videos on the database of YouTube. YouTube has become one of the highest sources in many categories.

6. WhatsApp

WhatsApp is a free application to be easily downloaded on smart phones, allowing its users to communicate with other via testing messages. According to Newspaper Hindu, its users could exchange different types of messages like texts, videos, pictures and audio files at no charge as WhatsApp functions through an Internet connection. In January 2015, the number of WhatsApp users reached 700 million users, and it become the largest online application on the market. Facebook purchased WhatsApp and it become very popular among teenagers. It can be used to share locations and to send messages to multiple peop

7. Blog

The term "weblog" was coined by Jorn Barger on 17 December 1997. The short form, "blog," was coined by Peter Merholz, who jokingly broke the word weblog into the phrase we blog in the sidebar of his blog Peterme.com in April or May 1999.

8. Yahoo

Yahoo! was started at Stanford University. It was founded in January 1994 by *Jerry Yang* and *David Filo*, who were Electrical Engineering graduate students when they created a website named "*Jerry and David's Guide to the World Wide Web*".

9. Google Plus

In April 2014, Vic Gundotra, the executive in charge of Google+, departed the company with management responsibility going to David Besbris. By March 2015, Google executive Bradley Horowitz, who had co-founded Google+ with Gundotra, had replaced Besbris, becoming vice president of streams, photos, and sharing.

II. LITERATURE REVIEW

Social networking sites developed exponentially within the last few years in libraries. Social networking sites are also offering different focuses, designs and features for their

users. These social networking sites need student and staff members to join their community and experience their vision of the social web. Social networking sites like Facebook and Twitter provide a various features to make possible socialization on the internet. Users share private messages, photos, songs, videos and most other standard forms of expression. These SNSs are the most visited sites on the internet (Alexa, 2008). Library services are more extensively known as information services. Facebook Librarian appears to increase reuse of the library service (Mack et al., 2007). Xiaobin and Jing (2009) argue that social networking sites are supporting library and information service has emerged to create organizational knowledge. Charnigo and Barnett-Ellis (2007) surveyed the Facebook for library services after conducting survey of 126 librarians from organizations of higher education. In that study the many librarians (90 percent) point out that they are aware of the existence of Facebook, only half of the librarians knew that their institutions are registered in Facebook's directory

III. OBJECTIVES OF THE STUDY

1. To find out the role of social medias in creating awareness among LIS Professionals of University Libraries of UAS,Dharawad
2. To explore LIS Professionals view about its uses and services.
3. To identify potential contribution of Social Media to fill the gaps among LIS Professionals.
4. To identify the methods of data collection and analysis.
5. To explore how to retrieve the relevant information with the use of Social Media Sites by LIS Professionals.
6. To help LIS Professionals to generate a user driven environment and updates user with changing environment.
7. To reveal Problems in the use of Media Sites.

IV. RESEARCH QUESTIONS

To achieve the above objectives following questions were formulated.

1. RQ1-How do the LIS Professional use social Media sites (SNS)?
2. RQ2- Which social networking site used most-Twitter, Face book, Linkdeln, Blog and whatsapp ,Yahoo, YouTube, Google+Yahoo YouTube, googl+ by LIS Professionals of University Libraries of U.P?
3. RQ3-What is the frequency of using social media by LIS Professionals?
4. RQ4-Why LIS Professionals use Social Media?
5. RQ5- Do the Social Media Sites proves helpful in making awareness among LIS Professionals of universitylibraryof UAS,Dharawad?
6. RQ6- Whether the social media sites works as a platform to interact among LIS Professionals beyond barriers of location and nationality?

7. RQ7-How much the LIS Professionals Satisfied in the use of social media?
8. RQ8- What are Problems in the use of Social media by LIS Professionals?

V. LIMITATIONS

The study is limited to LIS Professionals as we want to reveal uses of Social Medias in developing awareness about current happenings, professional information, job opportunities and educational development.

VI. ANALYSIS OF DATA AND DISCUSSION

TABLE I USE OF SOCIAL MEDIA SITES

Gender	No. of respondents	Percentage
Male	58	58%
Female	42	42%

The result of this study shows that out of 100 respondents 58 (58%) were female and 42 (42%) were male.

TABLE II MOST USED SOCIAL MEDIA SITES

Name of SNS	No. of respondents	Percentage
Twitter	12	12%
Face book	23	23%
Linkdeln	0	0%
Blog	10	10%
Yahoo	08	08%
whatsapp	19	19%
YouTube	12	12%
Google +	16	16%

It is clear from the above table that Face book was the most often used Social media site among LIS Professionals with 23%, whatsapp was the second most used SMS with 19%, Google +in third position having 16%, Blog, YouTube & Twitter with 12% each and Blog with 10% and Yahoo was in Least position with 08%.

TABLE III FREQUENCY OF USE SOCIAL MEDIA SITES

Frequency	No. of respondents	Percentage
Every day	55	55%
Sometimes	26	26%
Rarely	19	19%

It is observed in the study that 55% LIS Professionals were use Social Medias every day, 26% used it sometimes, and 19% rarely used it.

It is revealed from the table IV that 30% LIS Professionals were use social media to keep abreast of latest news, 23% used to interact professionally, 19% used to express their creativity, 16% used to participate in discussions and 12% used to get networked with new people and distant friends.

TABLE IV WHY DO USE SOCIAL MEDIA SITES

Reasons	No. of respondents	Percentage
To express your creativity	19	19%
To participating in discussions	16	16%
To keep abreast of the latest news and commentaries	30	30%
Communicate to new people as well as your far away friends	12	12%
To get interaction between professionals	23	23%

TABLE V USE OF SOCIAL MEDIA IN MAKING AWARENESS

View	No. of respondents	Percentage
Agree	60	60%
Neutral	25	25%
Disagree	15	15%

It is founded that 60% LIS Professionals were agree that social media proved helpful in making awareness, 25% have the neutral opinion and 15% were disagree with it.

TABLE VI SOCIAL MEDIA SITES WORKS AS A PLATFORM TO INTERACT BEYOND BARRIERS OF LOCATION AND NATIONALITY

View	No. of respondents	Percentage
Agree	52	52%
Neutral	35	35%
Disagree	13	13%

In response to the above question it is founded that 52% LIS Professionals were of the view that Social media sites works as a platform to interact beyond barrier, 35% were neutral and 13% were disagree with it.

TABLE VII SATISFACTION LEVEL IN USING SOCIAL MEDIA SITES

Satisfaction level	No of respondents	Percentage
Satisfied	53	53%
Neutral	32	32%
Not satisfied	15	15%

The result of the study shows that majority of the respondents were satisfied in the use of Social media with 53%, 32% were neutral and 15% were not satisfied with it.

TABLE VIII PROBLEMS IN USING SOCIAL MEDIA SITES

Problems	No of respondents	Percentage
Lack of time	36	36%
Lack of technical support	15	15%
No privacy ensured	19	19%
It is not useful for education	16	16%
It has no role in making awareness	14	14%

Various problems have been mentioned by the respondents among them 36% LIS Professionals were of the view that they lack time to use Social medias, 19% thought that no privacy secured in the use of Social media sites, 16% have the opinion that it was not useful for educational purpose, 15% were suffer from technical problem and 14% were founded that it plays nor role in making awareness.

VII. FINDINGS OF THE STUDY

1. In the above conducted study it was founded that 58% respondents (LIS Professionals) were female and 42% were male.
2. Majority of respondent were use Social media sites among all fifth Social networking sites with 23%.
3. 55% LIS Professionals were use Social media sites every day.
4. 30% respondents were use Social media sites to keep abreast with current news and information.
5. 60% respondents were of the opinion that Social media sites prove helpful in making awareness.
6. 52% were agreeing that Social media sites work as platform to avoid barriers of location and nationality.
7. 53% respondents were satisfied with Social media sites.
8. 36% respondents were face lack of time in the use of Social media sites.

VIII. CONCLUSION

Present study is an attempt to examine the effect of environment of social media site Face book in learning followed by as assessment into the awareness and understanding its role to the change learning world. The research was focus on the use of Face book by Library and Information Science Professionals. The uniqueness of this social media site is to share information among users ranging from highly personal to academic interests of the participants. It is observed that most LIS Professionals are connected to each other by Face book to share experiences, views and participated in creating awareness. It has become one of the largest platforms in the world for sharing real

time information. Face book allows users to interact and collaborate with each other in a social media dialogue as creators of user generated content in a virtual community, in contrast to websites where users are limited to the passive viewing of content that was created for them. The conducted study is an attempt to give an overview of social media sites and its possible uses for LIS Professionals and to assess how much real transformation this technology can deliver, while deflating reaffirmation and singling out the real value of these innovations.

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