USE OF SOCIAL NETWORKING SITES BY COLLEGE LIBRARY USERS OF GOA : A STUDY

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Abstract

Purpose:

Present study is conducted to evaluate the frequency of visiting social networking sites and the devices used by college students and to find out the basic need and importance of using social networking sites and to explore various measures of awareness amongst students regarding the privacy policy, risk and problems faced in using social networking sites for library information needs.

Methodology :

A survey is conducted through a questionnaire (google forms). About 277 respondents responded to the questionnaire from 35 colleges the use of simple statistical analysis tool is used to analyze and interprete data.



Findings:

Most of the students access social networking sites using their smart phones on daily basis. Facebook comes out to be the most popular site among the students of Goa. The main purpose is to find information and also students are of the view that it encourages them virtual meeting with classmates and friends. Majority 46 % of student users states that Social Networking Sites encourages virtual meeting with classmates/friends. And 38 % are of the students of Goa Colleges viewed that using SNS increases their self-esteem and improves their relationship with their family. But only 14 % of the respondents said it promotes reading and writing web skills. A maximum 42 % of students agree and 22 % strongly agree that Library as a friend on Social Networking Sites. Majority 57 % of the students would like to get updates on services on class notes and reading and 20 % are also liking to get Information about college. Maximum of 40 % of students agree and 25% strongly agree the awareness of Social Networking Sites and its uses and other aspects like security, risks, and problems are important.

Originality/Value :

Use of new technology has produced new opportunities and challenges for libraries in the creation, promotion, dissemination, and storage of

information, and many institution libraries undergoinging changes in their out look using technology. The study measures such impact on the students for information needs on SNS Sites.

Keywords:*SNS, ICT , College Librray and Student Users.*

1. Introduction

Academic libraries in particular college libraies are applying the newer technologies into library services makng them user friendly. Social networking sites play an important role in connecting library resources with college students. The present idea of a library as substantial place to access information, Which are changing and creating social cyberspace to users to contact, communicate and contribute with information. The potentials of the new technology offer the open access and free access, free interaction, free communication and contribution to accumulate knowledge. Library services through modern technology are making new instinctive tools, continuous changes, flexibile and encouraging users in posting, sharing, cooperation, communication, and keeping more them personalised. As per the Sekyere (2009) who defines that social networking sites are a successful medium for student outreach. Social networks provide and enhances right to use information. It enables users to share their knowledge and in turn, helps bring others into the library landscape. 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. This opportunity also helps in 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 behavior 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. Everyone needs information pinpointly and at right time which 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. Users prefers social networking sites like 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 them accuract.Foremost challenge before the library and information science professionals is to face the needs of the users in current ICT environment and to provide access to all relevant information and integrate it on the networked world.

Libraries are creating digaital spaces by storing creating, promoting, disseminating information. Social networking sites have made a new platform for library users to communicate, sharing information and interact with a worldwide audience , social networking sites presents new avenues for communication and collaboration with their Library users in using library services. Several libraries are using social networks to engage their users in online environment. Social networks propose real-time channels for information sharing and communication. Social networking sites are encouraging social interaction building 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, information on "About" and "Help" sections. These sections focus that every libraries should write about their social features. This is a secure guard against overlooking a major feature of the website. While this are suitable preventative measure, the design of each social website clearly are emphasized in its social features.

2.1 Literature Review

Mansour (2012) assessed the performance of social networking sites in Egyptian Revolution. To conduct the study snowball sampling were used in heterogeneous demographic group of revolution. The findings of the study say social networking sites are shown to have played a central and pivotal role in the events managment. It has a great importance as a



source of l information as means of informing about information availabilty. Christopher (2012) examined the effectiveness of different forms of Facebook advertising in promoting the collections and services of academic libraries. In this study several Facebook advertising campaigns conducted by an academic library in Hong Kong are presented and analyzed. Statistics were gathered from the advertising application integrated into the social networking platform. The result of the study state that social networking sites have high potential with cost effectiveness to advertise/marketing academic libraries Hamade (2013) in his paper examined the perception and use of SNSs among the students of Kuwait and find the positive and negative impacts of SNSs. The method is used to conduct the study is descriptive in nature. A questionnaire is developed with five sections, validated and distributed among the sample of students. The result showed that heavy use of Twitter and Facebook among university students who were viewing their sites more frequently than posting. The positive impact of SNSs on students were better relation with family, relatives, and friends and more involvement in social, political and cultural activities and two major drawbacks were time consumed and neglecting the study/work.

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 feature 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.

2.2 Objectives of the study

- To find out the frequency of visiting social networking sites and the devices used by the students to access these sites.
- To find out basic need and importance of using social networking sites in the library.
- To measure the awareness amongst college students regarding privacy policy, risk and problems faced by students in using social networking sites.

2.2 Methodology of the Study

This present study is completely based on primary as well as secondary data in nature. The primary data have been collected with help of structured questionnaire. Students pursuingbachelor degree from Goa, were used as



the population in this study.Questionnaires were distributed to the study samplebetween November and December, 2022 for collectingthe data. The primary data have been collected randomly from the 35 colleges of Goa. The sample size was 277 student respondents. The collected data have been classified and analyzed through descriptive statistics.

3 Data Analysis and Interpretation

Sl No	Device	No of students	Percentage
1	PC	11	3.97111913
2	Laptop	57	20.5776173
3	Smart Phone	176	63.5379061
4	Tablet	33	11.9133574
	Total	**277**	**100**

Table No. 1: Devices for accessing Social Network Sites

Table No.1 shows the devices used by the students for accessing various social networking sites. Out of 277 respondent's majority 63.54% of the respondents are using their smart phones to access social networking sites followed by Laptop and tablet.



Frequency	No of students	Percentage
Daily	251	90.6137184
weekly	19	6.85920578
monthly	7	2.52707581
Rarely	0	0
Total	**277**	**100**

Table No. 2: Frequency of visiting Social Networking Sites (SNS)

Table No.2 shows the Frequency of visiting Social Networking Sites. From this table this is clear that, out of 277 respondent's majority 90.61% of the respondents are visiting Social Networking Sitesregularly and 6 % of respondents visiting weekly.

Palace	No of students	Percentage
Library	47	16.967509
Collage time	52	18.7725632
Home	137	49.4584838
Reading time	41	14.801444
Total	277	100

Table No. 3: Place of accessing Social Networking Sites

Table No.3 presents the Place of accessing Social Networking Sites. From this table this is clear that out of 277 respondent's majority 49.46% of the respondents are accessing Social Networking Sites at home, 18 % are at college time 16% are at library and only 14 are accessing Social Networking Sites at reading time. So, most of the students are accessing Social Networking Sites at home.



Sr.No	Frequency	No of students	Percentage
1	Facebook	215	77.6173285
2	Instagram	16	5.77617329
3	Twitter	11	3.97111913
4	YouTube	35	12.6353791
	Total	**277**	**100**

Table No. 4: Popular Social Networking Sites (SNSs)

Table No. 4 shows the popular social networking sites among the students. From this table it is clear that Facebook (77.1%) comes out to be the most popular social networking sites. Like this YouTube is the second most commonly used among students (12.64%) followed by Instagram (5.77%).

Sr. No	Particulars	No of students	Percentage
1	Gathering Information	11	3.97111913
2	For entertainment	23	8.3032491
3	Chatting with family and friends	192	69.3140794
4	for music	10	3.6101083
5	Sharing experience	12	4.33212996
6	searching for job	5	1.80505415
7	for education & knowledge	19	6.85920578
8	for news	5	1.80505415
	Total	**277**	**100**

Table No. 5: Purpose for using Social Networking Sites

Table No. 5 represents the data related to purpose of use of Social Networking Sites (SNSs) by the students. From this table this is clear that out of 277 respondent's majority 69 % of the students are accessing SNS mainly forChatting with family and friends. Followed by For entertainment,



for education & knowledge, Sharing experience and Gathering Information etc. so most of the students of colleges in Goa are using Social Networking Sites for Chatting with family and friends.

Sr. No	Particulars	No of students	Percentage
1	It encourages virtual meetingwith classmates/friends	108	38.9891697
2	It increases self-esteem andimproves relationships withfriends and family	129	46.5703971
3	It promotes reading and writingweb skills.	40	14.4404332
	Total	**277**	**100**

Table No. 6: Benefits of Using Social Networking Sites

Table No. 6 shows about the benefits of using SNS. Majority 46 % of student users said states that Social Networking Sites encourages virtual meeting with classmates/friends. And 38 % are of the students of Goa viewed that using SNS increases their self-esteem and improves relationship with Family. But only 14 % of the respondents said It promotes reading and writing web skill."

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	22	7.9422383	7.94224	7.94224
Disagree	46	16.606498	16.6065	24.5487
Neither disagree nor agree	29	10.469314	10.4693	35.0181
Agree	118	42.599278	42.5993	77.6173
Strongly Agree	62	22.382671	22.3827	100
	Total	**277**	**100**	**100**

Table No. 7 : Library as a friend on Social Networking Sites (SNS)

Table No. 7 reveals the student's reaction towards adding library page or community or group etc.From this table Maximum 42 % of students agree and 22 % strongly agree that Library as a friend on Social Networking Sites.

Sr. No	Particulars	No of students	Percentage
1	Information on college	57	20.5776173
2	Information on class andreading	159	57.400722
3	Books and study materials	42	15.1624549
4	Knowledge and development	19	6.85920578
	Total	**277**	**100**

Table No. 8 : Services from Library Page/community/ group on SNS

This table No. 8 shows about Services from Library Page/community/ group on Social Networking Sites. From this table this is clear that out of 277 students, majority 57 % of the students would like to get updates on services from Information on class andreading and 20 % are also liking to get Information on college followed by books and study materials and Knowledge & development.

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	3.2490975	3.2491	3.2491
Disagree	28	10.108303	10.1083	13.3574
Neither Disagree nor agree	59	21.299639	21.2996	34.657
Agree	111	40.072202	40.0722	74.7292
Strongly Agree	70	25.270758	25.2708	100
	Total	**277**	**100**	**100**

Table No.9: Regarding awareness of Social Networking Sites of security, Risks and Problems

Table No. 9 reveals the student's awareness of Social Networking Sites of security, Risks and Problems. From this table it is clear that maximum 40 % of students agree and 25% strongly agree about the awareness of Social Networking Sites of security, Risks and Problems.

4. Findings

"Most of the students access social networking sites using their smart phones on daily basis. Facebook comes out to be the most popular siteamong the students of goa. The main purpose is to find information and alsostudents are of the view that itencourages virtual meeting with classmates andfriends."Majority 46 % of student users said states that Social Networking Sites encourages virtual meeting with classmates/friends. And 38 % are of the students of Goa viewed that using SNS increases their self-esteem and improves relationship with Family. But only 14 % of the respondents saidIt promotes reading and writing web skill. Maximum 42 % of students agree and 22 % strongly agree that Library as a friend on Social Networking Sites.Majority 57 % of the students would like to get updates on services from Information on class andreading and 20 % are also liking to getInformation on college. And Maximum 40 % of students agree and 25% strongly agree about the awareness of Social Networking Sites of security, Risks and Problems.

5. Conclusion

Social Networking Sites "(SNSs) play an important role in connecting library users with collegestudents. They are also useful in connecting library and academics of a group of friends as well. It has been observed from the



study that the respondents are well aware of various social networking sites and many of them are using face book. As most of the undergraduate students are active on Facebook, so library can use Facebook as a tool to connect with the students for various updates. This paper explores the tacit knowledge ofstudents in various context to accessing the SNSs. This paper is very useful to analysis the student's behavior in SNSs." The suggestions of authors said students of 35 Goa colleges are more active on SNSs but they must be trained to use these sites to complete their academic task and another suggestion is, aware them to various open sources, that is available free of cost in internet.

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