

# Impact of Social Media in Disseminating of Information in the Libraries of Higher Education

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**Abstract** – This study analyses the perception and impact of social media among the Research Scholars, PG & UG students in the Higher Educational Institutions with special reference to the Universities in Coimbatore District, Tamil Nadu, India. A Structured questionnaire was designed to collect data from the Research Scholars, PG & UG students with a total representative sample of 350 students from Amrita Vishwa Vidyapeetham, Anna University, Avinashilingam University, Bharathiar University, Karpagam University, Karunya University and Tamil Nadu Agricultural University. The study found that majority of Research Scholars use social media for their research and academic communication. All the PG and UG students are aware of social media and use them for friendly communication and many of the students are using them for their academic purpose. All the respondents are using Face book and YouTube and majority of them use LinkedIn and twitter. The Library professionals should equip with good perceptive of social media strategy for their Libraries of Higher Education and prepare and inspire to create their institution's own social media strategy to disseminate the right information to the student community.

**Keywords:** Social Media, Higher Education, Student Community, Social Networking

## I. INTRODUCTION

According to Suraweera et al (2011) social networking refers to a process of relationship building among a group with a common interest. The Facebook initially was used only for social discussions, however over time, particularly by the turn of the 21st century the grouping of individuals into specific groups emerged [1]

With the exponential development of the utilization of social media, for example, the Facebook, MySpace, twitter, You tube, it got to be unavoidable that curators must take in the utilization of these instruments to have the capacity to keep their always developing and complex supporters. Libraries have begun to utilize these tools to cooperate with their supporters on constant. Long range interpersonal communication is another method for giving library administration through new Internet advancements, with accentuation on "client focused", two-way collaboration and correspondence of information.

With new systems administration devices, data can now stream in a multi-faceted measurement, as opposed to the restricted generalization type of library to client. It is continually growing the universe of participatory and

communitarian insightful correspondence and learning. It is another model of online administration that energizes an expanded stream of data from library to clients and from the client back to the library. Online investment and substance commitment are center issues to improve in the present person to person communication [2]. This study analyses the perception and impact of social media among the Research Scholars, PG & UG students in the Higher Educational Institutions with special reference to the Universities in Coimbatore District, Tamil Nadu, India.

## II. SOCIAL NETWORKING SITES EMPLOYED BY THE LIBRARIES

Some of these Social Networking Sites (SNS) famously utilized by Libraries to meet the data needs of the clients include:

**Facebook:** most prominent now since it is custodian benevolent, with numerous applications like JSTOR look, World Cat, and substantially more. Custodians can communicate with clients to know their data need. Libraries attempt to connection some of these particular library applications to Facebook.

**MySpace** In Academic establishments where the undergrads are; libraries have exploited this site to post, logbook, custom list look devices, and online journal elements to enhance their nearness..

**Ning:** Librarians can get associated with clients, library affiliations, and that's only the tip of the iceberg.

**Blogs:** Here, bookkeepers can intermittently post messages; offer data on a specific subject or issue, and permit clients to add to content. They can compose articles, news on topical issues and expect a moment response from their clients.

**Wikis:** is a free online reference book that gives a foundation learning and meaning of ideas. It offers a stage for clients to get to, alter and add to content. This is a community website page for creating web content.

LinkedIn: Librarians can get supporters associated with authorities in their specific field of interest by means of LinkedIn. Custodians can utilize this stage to render specific administrations, for example, Strategic Scattering of Information (SDI).

Twitter: a miniaturized scale blogging application, to keep staff and benefactors overhauled on day by day exercises, as every now and again overhauled accumulations. Clients can use this stage to sort in short messages or status upgrade. Curators in Nigeria can utilize this stage to give clients firsthand data on the on-going national races. Clients can send Instant Messages (IM) on grumblings or make inquiries on a specific issue and get an input on the spot utilizing twitter.

YouTube: In organizations, some occasions, for example, critical highlights of inaugural addresses, meetings and workshops are spread through the YouTube.

Flickr: Librarians can utilize this apparatus to share and appropriate new pictures of library accumulations. Spread page of fresh introductions of both books and diaries can be spread to clients through Flickr. It can likewise be used to illuminate clients on topical issues, for example, the diverse pictures of seals of the political parties in Nigeria; for the on-going lections in Nigeria, numerous Public and Academic libraries put this to extraordinary use.

Library Thing: A tool that improves the library OPAC. Once a record is made, a rundown of books with ISBNs is sent to Library Thing which sends back a bit of code which is glued into the footer of the Library OPAC. Bookkeepers can use this to send a rundown of current productions to clients.

### III. LITERATURE REVIEW

Belden (2008) studied that utilizing outside locales, for example, Wikipedia and MySpace, was instrumental in advancing the computerized accumulations of a little scholarly library in Texas. Web 2.0 and online networking applications are additionally very esteemed for their capacity to interface libraries with clients who might be unconscious of their presence [2]. Cooper and May (2009) portray the usage of an online journal at a little scholastic library in Alabama as an apparatus in connecting with understudies, paying little respect to their nearness on grounds or past partiality with the library [2]. Draper and Tumage's (2008) overview of 265 scholarly bookkeepers discovered biogs were overwhelmingly used to advertise the library's administrations [2]. Matthews (2006, 2008) recommends libraries can make benefits that are more responsive and receptive to the changing needs of clients [2]. Linh (2008), Xu, Ouyang and Chu (2009), Burhanna, Seeholzer and Salem (2009) and Kim and Abbas (2010) all recommend libraries underestimate the real level of innovative comprehension and

refinement of their clients, especially the individuals who are classed as Millennials [2]. Sadeh (2007) contends actualizing a Web 2.0 or online networking nearness is key to staying appropriate and meets client desires, especially with more youthful clients [2]. Xu et al. (2009) and Kim and Abbas (2010) discovered custodians were frequently more intrigued by the library's online networking applications than understudies. Accordingly, while libraries are receiving online networking, they regularly misinterpret the mechanical ability and enthusiasm of their clients and the effect their administrations give [2].

### IV. OBJECTIVES OF THE STUDY

The objective of this paper is to investigate and analysis how the information are being disseminated through Social Media. This paper has the following objectives of the study.

1. To analyze the awareness of various Social Medias by the University Students.
2. To analyze the frequency of use of Social Media by the University students.
3. To analyze the purpose of using Social Media by the students.
4. To suggest an effective Social Media application for Libraries to disseminate information.

### V. METHODOLOGY OF THE STUDY

In this study, a structured questionnaire was distributed among the students belong to Under Graduate, Post Graduate and Research Programmes in the seven universities in Coimbatore district, Tamil Nadu namely 1. Amrita Vishwa Vidyapeetham, 2. Anna University, 3. Avinashilingam University, 4. Bharathiar University, 5. Karpagam University, 6. Karunya University 7. Tamil Nadu Agricultural University. A total of 400 questionnaires were distributed among the students and 350 filled in questionnaire (86%) were received back from the students. Further, a questionnaire on prerequisite of social media in Libraries was distributed to the seven university Library Professionals and there was a respond rate of 100%. A simple mathematical and excel tools were used for this analysis.

### VI. DATA ANALYSIS AND INTERPRETATION

The Table I depicts that there were four hundred questionnaires distributed among the students in the seven Universities in Coimbatore District, Tamil Nadu and three hundred and fifty questionnaires were responded by the students. Out of 350 respondents, there were 140 (93%) UG students, 126 (84%) were belong to PG, and 84 (84%) belong to Research Scholars. A total of 86% questionnaire were responded by the students belong to seven Universities in Coimbatore District.

TABLE I QUESTIONNAIRE DISTRIBUTED VS RESPONDED

Sl.No.	Category of Students	Questionnaires distributed	Responded	Percentage
1	Under Graduate	150	140	93
2	Post Graduate	150	126	84
3	Research Scholars	100	84	84
	Total	400	350	86

TABLE II AWARENESS ON SOCIAL MEDIA

Social Media	No of Responded	Percentage
Facebook	350	100
Twitter	326	93
Blogs	285	81
Pinterest	184	53
Wikis	316	90
LinkedIn	328	94
My space	250	71
You Tube	350	100
Flickr	226	66
Library Thing	75	21
Google+	324	93
Instagram	74	21
Academic.edu	80	23
ResearchGate	95	27
Slideshare	84	24
Snapchat	56	16
Whatsapp	312	89

Table II shows that awareness and use of different social Medias among the University students in Coimbatore. All the students (100%) are using Facebook and You Tube . 94% of the students use LinkedIn followed by Twitter (93%), Google+ (93%), wikis (90%), and Whatsapp (89%).

81% of the students use Blogs followed by Myspace (71%), and Flickr (66%). The other social medias like Instagram, Academic.edu, ResearchGate, Slideshare, and Snapchat are being used by a limited number of students from 21% to 24%.

TABLE III FREQUENCY OF USE OF SOCIAL MEDIA

Frequency	Under Graduate		Post Graduate		Research Scholars		Total	
	Respondents	%	Respondents	%	Respondents	%	Respondent	%
Daily	96	69	86	68	68	81	250	71
Once in Two days	26	18	24	19	16	19	66	19
Once in a Week	18	13	16	13	-	-	34	10
Once in Two weeks	-	-	-	-	-	-	-	-
Once in a Month	-	-	-	-	-	-	-	-
Total	140	100	126	100	84	100	350	100

Table III shows the frequency of use of social media by the University students in Coimbatore. Out of 140 UG students, 69% of them use social media daily followed by 18% used social media once in two days and 13% of them use once in a week. Post Graduate students are concerned, 68% of them use social media daily and 19% of them use once in two

days. Only 13% of the PG students use social media once in a week. 81% of the Research scholars use social media daily and the remaining 195 use them once in two days. In total, 71% of the University students use social media daily and 19% use them once in two days. Only 10 % of the students use social media once in a week during Sundays.

TABLE IV PURPOSE OF USING SOCIAL MEDIA

Purpose of using social media	Respondents	Percentage
Keeping in touch with friends	350	100
Sharing photos	325	93
Keeping in touch with family	280	80
Reconnecting with old friends	246	70
For entertainment	241	69
Getting news	314	90
Sharing videos	212	61
Discovering new music, films, books, and Other entertainment	184	53
Meeting new people	326	93
Providing my opinion to mainstream media	98	28
Promoting a cause	85	24
Sharing music	95	27
Making professional and business contacts	324	93
For learning	328	94
Playing Games	121	35
Sharing information on products/brands	64	18
Promoting a business	56	16
Shopping	84	24
For Research	158	45
Other	45	13

A question on purpose of using social media was asked among the University students in Coimbatore District. The Table IV shows that all the students use social media for keeping in touch with their friends. It is quite interesting that 94% of the university students use social media for their learning purpose followed by sharing of photos (93%) and meeting new people (93%), Making professional and business contacts (93%). The social media is being used for

getting news (90%), keeping in touch with their family (80%), Reconnection with old friends (70%), and for entertainment (69%). There are 158 students (45%) use social media for their research purpose where 84 students belong to Research Scholars. The other reasons like promoting a cause, sharing music, sharing information on products/brands, promoting a business and shopping gained only less percentage.

TABLE V PREREQUISITES OF SOCIAL MEDIA IN DISSEMINATING OF INFORMATION IN HIGHER EDUCATION

Prerequisites Of Social Media	Respondents	Percentage
Social Media is important to market library resources and services	350	100
It helps students, faculty and researchers to use library and its resources	342	98
It helps library professionals to create, connect, converse, to contribute and share information to other libraries	325	93
Process of exchanging knowledge and information will be more convenient	330	94
It helps libraries to get closer to the users	340	97
It helps libraries in building collaborative network with the users	324	93
Location and time constraints in Communication will overcome	326	93
It helps library users in locating library resources	320	91
It facilitates knowledge sharing	340	97
It helps to feed user with information about new arrivals and events of the library	315	90
It helps in promoting distance learning	326	93

A questionnaire has been asked to the Library professionals in the Seven University Libraries in Coimbatore District, Tamil Nadu and all the Library Professionals (100%) discoursed that social media is an important tool to market library resources and services. 98% of the Library professionals said that the social media helps students, faculty and researchers to use library and its resources, it helps libraries to get closer to the users (97%), and it facilitates knowledge sharing (97%).

94% of Library professionals having an opinion that social media process and exchanging knowledge and information which will be more convenient, and it helps in promoting distance learning (93%), and followed by 93% of the Library professionals opined that the social media helps the library professionals to create, connect, converse, to contribute and share information to other libraries.

## VII. SOCIAL MEDIA IN HIGHER EDUCATION

Faculty informed use of social media has dawdled quite behind their personal use however has elevated each years. A majority of college now use social media in a specialised context. Use of social media for instructing functions has lagged even more, however like the opposite patterns of use, it has multiplied every year. The quantity of faculty who use social media in the study room still does no longer characterize a majority, but instructing use continues its consistent year-to-year development. Faculty are refined shoppers of social media. They fit extraordinary web sites to their varying individual, professional, and teaching needs. Regularly, they see giant potential in the utility of social media and technological know-how to their educating, however now not without a quantity of serious boundaries.

The strategies adopted by the Higher Educational Institutions learned leads to suggest the following guidelines and recommendations for developing a social media strategy for the Libraries of Higher Educational Institutions.

1. Framing of Proper Objectives: According to the kind of the Libraries, vital destinations to be shaped before select the Social Media.
2. Select the end clients: Students are presently more prone to Twitter, Facebook, YouTube and so forth.
3. Plan advancements for strength and systems: Reports from social networking operations will proceed online and can return available for use years after the operation closes. It is vital to consider date-stamping or giving express limited and dynamic setting to data to keep clients later on from utilizing dated Information that may never again be relevant.
4. Essentials of resources: For some stages that require every day observing and reactions (e.g., Facebook, Twitter,

You tube) it is imperative to apportion adequate time and assets for progressing Interactions.

5. Characterize an Activity Content-Clearance Methods: Some online networking stages require quick leeway strategies to empower continuous interchanges with clients (Twitter, Facebook) while direct reaction are not genuine on different stages (YouTube).

6. Snoop to online address: Screen the gathering of battle materials, and respond to crevices, opposing data or ironical reactions to crusade materials. Both manual and computerized infoveillance devices are accessible. Most stages have unreservedly accessible expository tools, news aggregators and expense for-administration infoveillance checking is accessible.

7. Sponsored Research examination researching social media applications and particular scholarly destinations.

8. Move coordination of records and interchanges: Incorporating well known and fantastic materials from other higher instructive institutors won't just influence existing scholastic assets however through cross-connecting and diverting of movement can enhance the deceivability of high calibre of data online and through opposite movement stream, enhance our own action's conspicuousness.

## VIII. CONCLUSION

The study analysed all the students (100%) in the Universities in Coimbatore District, Tamil Nadu are using Facebook and You Tube. 94% of the students use LinkedIn followed by Twitter (93%), Google+ (93%), wikis (90%), and Whatsapp (89%). 81% of the students use Blogs followed by Myspace (71%), and Flickr (66%). Out of 140 UG students, 69% of them use social media daily followed by 18% used social media once in two days and 13% of them use once in a week. Post Graduate students are concerned, 68% of them use social media daily and 19% of them use once in two days. , 71% of the University students use social media daily and 19% use them once in two days. Only 10 %of the students use social media once in a week during Sundays. There are 158 students (45%) use social media for their research purpose where 84 students belong to Research Scholars. The other reasons like promoting a cause, sharing music, sharing information on products/brands, promoting a business and shopping gained only less percentage. A questionnaire has been asked to the Library professionals in the Seven University Libraries in Coimbatore District, Tamil Nadu and all the Library Professionals (100%) discoursed that social media is an important tool to market library resources and services. 98% of the Library professionals said that the social media helps students, faculty and researchers to use library and its resources, it helps libraries to get closer to the users (97%), and it facilitates knowledge sharing (97%).

Libraries ought to assume vital parts in teaching benefactors about the new advances and the interpersonal interaction aptitudes. The Librarians can teach our end user on new aptitudes and abilities expected to thrive in the new environment. The end user need to know how to explore the web as new strategy for learning requires a type of network with other individuals as information is no more obtained in a direct way. The Librarians can and ought to teach benefactors on the utilization of these long ranges interpersonal communication instruments to adjust to better approaches for getting to, imparting and sharing learning.

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