Benefits of using Social networking sites in college libraries

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Abstract: With the adoption of new technologies and the explosion of information, turned traditional library into digital one. Social Networking Sites are one of major factor of new technology which importance is growing up rapidly. Libraries are the collectors of knowledge and information and its works as a connector of information and information seeker. Social Networking sites are helping the users to access the information at least time. SNS generates an atmosphere where one can exchange their idea to others through internet. Social Networking Sites helps in becoming the world into a global village. Library activities and professionals have been upgraded due to growth of SNS. This article gives importance on various social networking sites using in the library, advantages and challenges of SNS. This article also discusses important of Social Networking sites in the library. It also includes the data collected from the user feedback of Gauhati University.

Keywords: Social Network, Social Networking Sites, Academic Libraries, College Library.

1.Introduction:

Now a day's Information technology enacts an important role in the society and it helps in interchanging the information, ideas and knowledge with each other. There are various technologies which used as medium of interchange of knowledge through networking. As we know that Libraries are regarded as a gateway of knowledge, it allows its users to acquire the different information, services so that people can enhance their store of knowledge as well as built up the personality. Now with the improvement of new technologies, traditional library has been converted into the digital library. These technologies help the users to gain the knowledge not from only the documents which are preserved in the library but also from the other libraries and other form with the help of various social networking sites. The social Networking sites are enticing the attention of academic users and researchers with their affordable accessibility. Social Networking sites became a platform of resource sharing among the users. These Networking sites is helpful for maintain the relation between each member of a parent library as well as other libraries or institutions. The SNS wish to deliver the desire information of the user at least time. The different SNS are Facebook, Google+, YouTube, Twitter, Linkindin, Myspace, Fliker, Instagram etc. These tools are becoming a key for making the wonderful world for digital library. These tools help in smooth flow of information among the user of different place.

2. Literature review:

The purpose of literature review is to convey to the readers the present status of the concept and research on the topic available for study. Literature survey helps in collecting the findings and principles of different aspects involved in carrying out a study. Various documents including books, journal articles, online resources, dissertations, theses and seminar paper are taken as a review. The review of related literature helps in tracing and acquiring wide range of information on the study. The review of literature of the present study can be discussed as follows:

Ansari, Aslam & Hasan, Mehfoozul. (2015). In the article "Use of Social Networking Sites in Library and Information Centers" –the authors explained how to use social networking sites in the libraries and its helpfulness to share various information.

Dickson, A. & Holley, R. P. (2010). Here authors were discussed about the use of various social networking tools in academic libraries of United States and also examined the use of the SNS by the students of academic libraries of US.

 Mishra, C. S.(2008). Explained in the article how social networking tools can be used as a medium of exchanging the information among the user in the libraries by using web 2.0.

Sachin, K. V. (2014) discussed about various impacts of social networking sites, networking tools and about the role of librarians in his paper.

Tella, A., Olarongbe, S. A., Akanbi-Ademolake, H. B. & Adisa, M. Y. (2013) discussed about the increasing popularity of SNS in the libraries and how the librarian of a library can be connected with another librarian and libraries with the development of SNS.

3. Objectives of the study:

- To know about social networking and how it is related to library
- To know what are the social networking sites
- To know the importance of using social networking in education.
- To know about the users interest using social networking for collecting information.

4. Scope and Limitation of the study:

This research tries to define the SNS, its importance, impact on teaching as well as on library. The study also attempt to know the role of librarian in the SNS applied environment. A survey is conducted among the students of deferent streams from three different colleges. A questionnaire was distributed among the 150 students of respective colleges and responses from all 150 students have received. The present study is limited only social networking sites and academic libraries and the students.

5. Research Methodology:

Research methodology has a serious role in any type of research. Without a proper method, objectivity of a study cannot be come out. Various methods can be used for a study. In this study, data are collected through questionnaire method. The questionnaire contains a list of questions which are well framed according to the aim of the study.

6. Definition:

Library:

Library is the place where any kind of information stored disseminates and preserved for the future. 'Library' word derives from the Latin word "Libra" which means a book. And in France "Libraire" which means book shop. So we can say that library is a store house of knowledge and information for the future generation.

ALA Library Glossary defines library as " a collection of books and other materials kept for reading, study and consultation, a place, building room and rooms set apart for the keeping and use the collection of books".

Libraries are categorized into four types viz. National library, Public library, Special library and Academic library. National library is the libraries which are operate by the government of a nation. Public library term defines that the library which are open for common people. It is open for everyone, irrespective of age, sex, occupation and socio-economic status. Special library is the library which serves for a particular group of people, particular department of the government, or group of researchers or

employees or members of a professional and research institution. And academic library attached with an academic institution.

Social networking:

Social networking is a platform through which people connect each other or to informs others about events, activities, share news, photos, videos and other activities through internet. According to Cambridge dictionary, social networking is "the activity of sharing information and communicating with groups of people using the internet, especially through websites that are specially designed for this purpose".

7. Importance of Social Networking in Libraries:

Reason for using social networking in libraries:
- ✓ It is very easy and free of cost.
- ✓ It is encouraging and marketing the library services.
- ✓ Social networking provides and spreads any kind of information very fast.
- ✓ Present world is internet technologies world, that's why the library should using social networking services to update itself.
- ✓ Offers an accessible way to engage with users.
- ✓ It is the way to upgrade the services of the library.
- ✓ Reach the new audience.

Social networking is an open platform to communicate with people and marketing the library services. This The library just need to open a page or account on the social networking site and update its activities regularly. Now a days social networking sites are the mirror of our society. It promotes and offers enhance to improve customer service issues and complain.

8. Social networking sites used by libraries:

Social networking sites gives the library a new look. Social networking sites are encouraged the library professional to provide information and communicate with library users. The most commonly used social networking sites in the library are given below—

Facebook– Facebook is an American social networking site which is started on February, 2004. It is the most popular social networking site among the users. The benefit of use face book is the librarian directly connects and communicates with its users. And the users can give the feedback as well as suggestions to the librarian for the development of the library.

MySpace – MySpace was launched in the year of 2003 in California. It is most frequently used social networking site all over in the world. Like Facebook, in MySpace also the librarian share any kind of information, photos, slides etc.

YouTube - YouTube was created in the year 2005. It is a hugely used social media for storing and sharing the videos. The librarian can share the library activities & events in the YouTube for users.

Twitter - It is a very dynamic social networking site which allows users to write massages or tweet. It can be read by anyone.

LinkedIn - It is the most effective way to communicate with research scholars and other library professionals. Like others sites LinkedIn also distributes the information to the users. It is called professional social networking service.

Blog - Blog is a site where we can make daily post on any topic. It is like a web journal. By creating a blog the library easily communicates maximum numbers of user instantly. With the help of blog the library professionals easily disseminate all types of information to its users.

Flicker – this site is basically bound for image distribution. Library can share the images o library collection, new arrival, photos of seminar, & workshop via this site. It attracts the users a lot.

Google+ - On November, 2011 **Google**+ was launched. Like facebook google plus also disseminate information, share photos, slide and videos.

Instagram - It is a unique social networking platform. Instagram is based on sharing images and videos. The library can also use this site to provide information about library's activities and collections.

Whatsaap – Whatsaap is the most common and popular social networking site among new generation. By creating whatsaap group, the library attract the users to take participate in library activities.

9. Data analysis:

This study includes the analysis of responses received from the students of three different colleges under Gauhati University, Assam through the interpretation of questionnaires. It contains the responses received from the user under the study regarding the frequency of use SNS, time spent in SNS, Purpose of use SNS etc.

Frequency of use of Social Networking Sites (out of 150 Students):

Table 1: Frequency of use of SNS

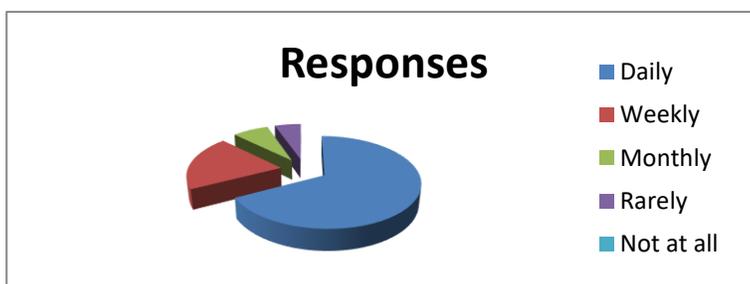| Frequency of use	Responses	% of Responses
Daily	101	67.33
Weekly	30	20
Monthly	11	7.33
Rarely	8	5.33
Not at all	0	0

Figure1: Frequency of use of SNS

The data provided in the Table1 shows the frequency of use of SNS i.e. Daily, Weekly, Monthly, Rarely and Not at all. The table also shows the percentage of responses according to each frequency. Almost 67% of total responds uses the SNS in daily manner. 20% weekly, 7.33% monthly and 5.33% of respondent users uses the SNS rarely.

Spending time on SNS:

The data has collected from the user regarding the time spent of data in accessing the information through SNS.

Table2: Spending of time on SNS

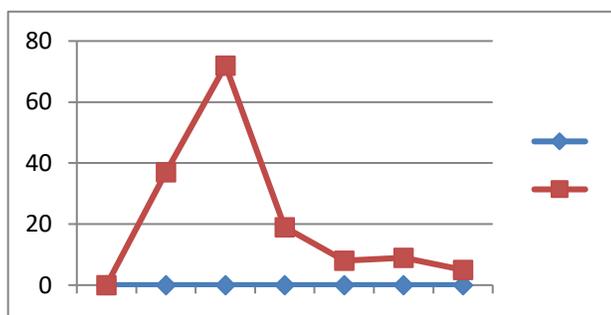| Spending of time	Responses
Less than 1 Hour	37
1 - 2 Hours	72
2 - 3 hours	19
3 - 4 hours	8
4 - 5 hours	9
More than 5 hours	5

Figure 2: Spending of time on through SNS

The data in table2 and figure2 shows the spending of time in accessing the information. Out of 150 users, 37 users responded as spend of time is less than 1 hour. Later users 72, 19,8, 9, 5 users are responded as 1-2 hours, 2-3 hours, 3-4 hours, 4-5 hours and more than 5 hours respectively.It is shows that maximum number of users spent 1 to 2 hours of time in SNS.
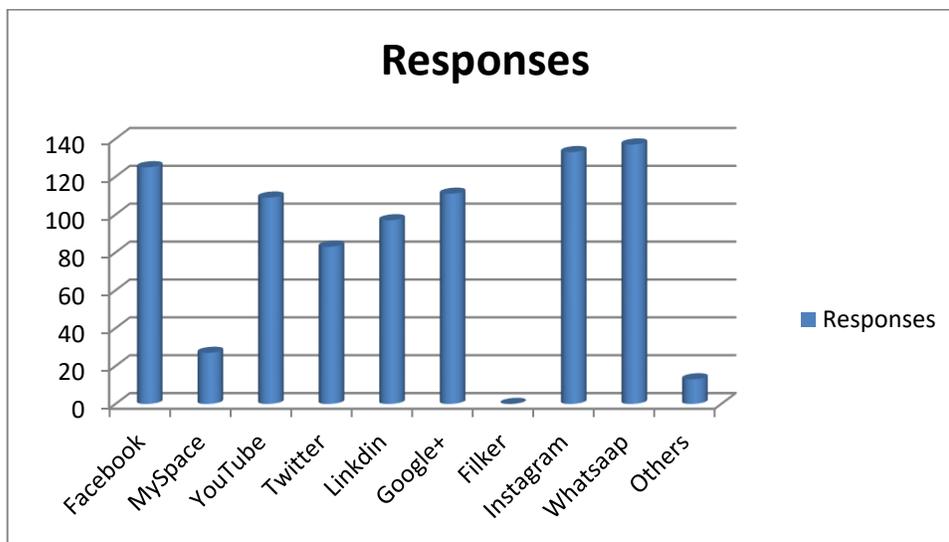
Most Frequently used Social Networking Sites by users:

Table 3: Most Frequently used SNS:

Sites	Responses
Facebook	125
MySpace	27
YouTube	109
Twitter	83
Linkdin	97
Google+	111

| Filker | 0 |
Instagram	133
Whatsaap	137
Others	13

Figure3: Most frequently used SNS

In table 3 it shows that almost all of the students are used all social networking sites. And most of the total respondents are used Whatsaap, Instagram, Face book, YouTube and Google+.

Purpose of use Social Networking Sites by users: The purpose of using Social Networking Sites may be different by different user. The purpose may be like Entertainment, General knowledge, chatting with friends, for academic and also for other purpose.

Table4: Purpose of use SNS

| Purpose	Responses
Entertainment	137
General knowledge	114
Chatting with friends	123
Academic purpose	107
Other	30

Figure4: Purpose of Use SNS
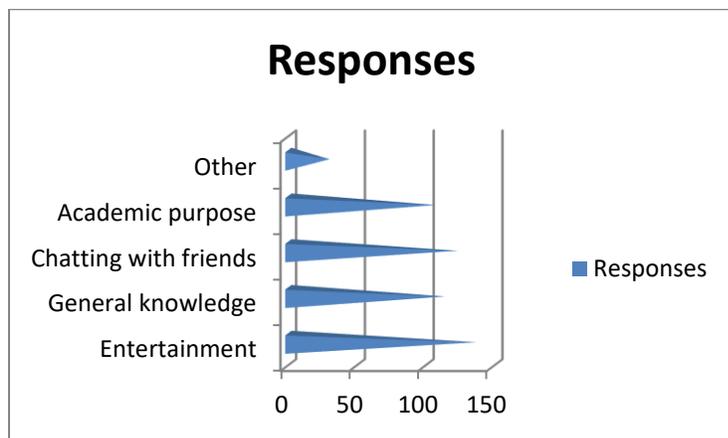
Helpfulness of Social networking Sites for collecting and disseminating of information.

According to the uses, social networking sites are really helpful for collecting and disseminating of information. Out of 150, 113 respondents support the helpfulness of SNS.

Table 5: SNS are helpful for library.

Responses	User
Yes	113
No	37

Figure: 5: SNS are helpful for library.
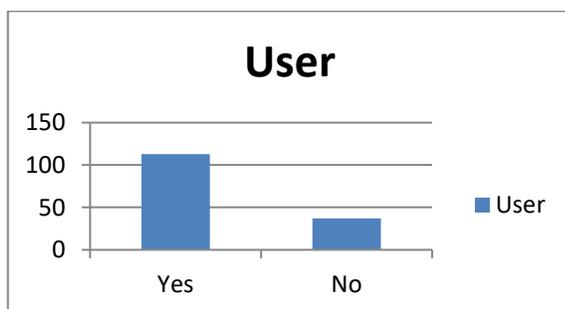
10. Advantages and challenges for using social networking on library:

Advantages:

o   It attracts the users
o   Changed the image of the library
o   Helps the library to communicates with various social groups
o   Provides information for new arrivals
o   To collect users' feedback and suggestions on the library services
o   Provide updated information
o   Social media helps user to use library in effectively
o   It helps libraries to get closer to the users.
o   Social networking helps in promoting to share knowledge

Challenges:

o   Speed of internet is a major challenge for the library.
o   Lack of interest of library professionals and the support from authority.
o   Lack of funds.
o   Lack of staff training.
o   Lack of awareness.
o   Lack of manpower.
o   Lack of maintenance.

11.   Findings:

•   Maximum users of the library are using social networking sites.

•   Students are mostly activated in social media. So, if a library uses the SNS, the users updated about the library activities.

•   To up to date a library social networking is most important.

•   Using social networking sites in library, the popularity of the library is increasing.

•   It increases the activeness on works of the library professionals.

12.Suggestion:

The suggestions for using social networking are given below:

•   Make awareness among the library professionals for using social networking in library.

•   Manpower of the library should be increased.

•   Training for using and maintaining social networking sites or services used in the library should be provided.

•   Governing body or the parent organization of a library should be provided the adequate fund for this.

•   The bandwidth of the internet should be increased.

13.Conclusion:

Information is developing very fast. So, proving the correct information to the correct user is very difficult. But with the help of social networking or social networking sites, this problem is decreased. Social networking helps the library professionals to provide information firstly. That's why the popularity of social networking is increasing. And if the library contacted with social networking sites it helps the library become popular and students as well as other users easily attract towards the library.

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