Use of social networking site by library science students: A comparative study of maharishi dayanand university, rohtak and kurukshetra university kurukshetra

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Abstract

ICT brings change in information seeking habit of students. Books are the main sources of information but after the introduction of ICT patrons are collecting information from internet so that they do not required to visit the library. Today's youth is more into the social networking. They spend more time on SNS. Initially SNS are use just to socialize with family and friends. But innovation also occur in use of social media. Corporates, business education institutes are started using SNS for marketing their sources. Similarly users started using SNS for different purpose like to study, group discussion, exchanging notes etc. In current research comparative study of use of SNS by two university's library science students is studied. Data have been collected with the help of structured questionnaire and after analyzing the data it is found that users are using SNS for exchanging idea with friends but some user awareness program is also required for better utilization of the same.

Keyword: Web-base Services, ICT, Facebook.

Introduction

Advancement in information and communication technology decreases the geographical distance between people. To exchange ideas, talk with friends and relatives nowadays it is not compulsory to meet them personally. Use of ICT helps us to talk with them through telephone, mobile device or through different social networking sites. The Question arises in our mind that what exactly social networking sites are? SNSs are defined by Body and Ellison (2008:11) as "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system"

Facebook, Twitter, YouTube, WhatsApp, Instagram etc., are the example of social networking sites. Not only an individual but also many brands, companies, organizations, public institutions uses social networking sites for communicating their sources and services to the mass. Having public Facebook page, a Twitter account, YouTube channel is common nowadays.

Libraries are now legging behind. Library and information word is always adapting new challenges. Libraries launch website in 1990, in 2000 it started providing chat and e-mail digital reference services. Today many libraries are having their website as well as Facebook page, blogs etc. The libraries which are disseminating their information sources and services by displaying notice on notice board are using these SNS services for the same. More youth are on social media, so it attracts their attention towards libraries.

The current research aims to identify awareness of SNS among library science students, purpose of using SNS. It also identifies which social networking site users are using and what is their satisfaction level.

Literature review

Adebayo (2015) in his paper, "The awareness and use of social networking sites by the students of library and information science in Federal Polytechnic, Offa. Nigeia" said that from analysing the data it was found that more users are using SNS. 93.8 % respondents are using the SNSs to connect themselves with their friends for chat, 75.9 % access reported by SNSs for academic work/research work and 49.1%. for leisure/entertainment.

Abdelraheem (2013) in his paper found that Facebook, YouTube and Flicker SNSs are the most popular among the respondents in Sultan Qaboos University. They are using social networking sites for social matters more than for the academic purposes. They are using smart mobile phones for accessing SNSs in comparison to the normal mobiles phones. Further, the study revealed that more than fifty percent of the respondents are spending two hours or more than two hours per day on using SNS.

Objective of the study

The paper has following objectives

1. To identify user awareness about social networking sites
2. To identify purpose of using SNSs
3. To identify ideal social networking site by the LIS students;
4. To ascertain the effects of SNSs on LIS students
5. To identify the problem faced by LIS students

Research Methodology

The main of the study is to identify the use of SNSs by library and information science students of Kurukshetra University, Kurukshetra and Maharishi Dayanand University, Rohtak.

Questionnaire method was adopted for conducting the survey to get the opinion of the respondents. Data have been collected from 138 students from both the university. The data have been identified using MS Excel. Simple percentage method have been used for analysis.

Data analysis

The questionnaire have been distributed among Maharshi Dayanand University, Rohtak and Kurukshetra University, Kurukshetra. Total 150 questionnaire have been distributed among 144 is received back and 130 questionnaire were found valid for the analysis. The main purpose of the study is to find our user awareness of using SNS and their views on using different SNSs.

Table 1: Programmes (In LIS) and gender wise distribution

University	Gender	BLIS (%)	MLIS (%)	M.Phil. (%)	Ph.D. (%)	Total (%)	Grand Total (%)
MDU	Male	14 (23.33)	12 (20)	-	4 (6.66)	30(50)	60
	Female	10 (15.62)	17 (26.56)	-	3 (4.69)	30 (46.87)	(46.15)
KUK	Male	8(10.81)	5(6.77)	13 (17.56)	7(9.45)	33(44.59)	70
	Female	10 (14.28)	11 (15.71)	13 (17.57)	3 (4.06)	37 (55.40)	(53.62)

Table 1 shows that majority of the respondents i.e. 74 (53.62%) are from KUK consisting of 41 (55.41%) male respondents and 33 (44.59%) female respondents whereas 60 (46.15%) respondents are from MDU consisting of 30 (50%) male and 30 (46.87%) female respondents

Table 2: Usage of internet

Course	MDU (%)	KUK (%)	Total (%)
BLIS	24 (37.5)	20 (27.03)	44 (31.88)
MLIS	**33 (51.56)**	18 (24.32)	**51 (36.96)**
M.PHIL.	-	25(34.24)	25(19.23)
Ph.D.		10 (13.51)	10 (7.69)
Total	57	73	130

Table 2 shows that 33 (51.56%) users in MDU are from MLIS and 24 (37.5%) BLIS students respondents. Whereas in KUK, majority of the Internet user i.e. 25 (34.24%) are from M.Phil. followed by 20 (27.03%) and, 18 (24.32%), who are from BLIS and MLIS respectively

Table 3: Usage of social networking sites (SNSs) by the respondents

Respondent	MDU (%)		KUK (%)		Total (%)
	Yes	No	Yes	No	
BLIS	20 (31.25)	-	20 (27.03)	-	40 (30.76)
MLIS	33 (51.56)	-	14 (18.91)	-	47 (36.15)
M.Phil.	-	-	26 (35.13)	-	26 (18.84)
Ph.D.	7 (10.94)	-	10 (13.51)	-	17 (12.31)
Total	60	-	70	-	130

Table 3 shows that all the students of both the universities are aware of social networking sites and its utility.

Table 4: Purpose of using (SNSs) by the respondents

Purpose	MDU				KUK				
	BLIS	MLIS	Ph.D.	Total%	BLIS	MLIS	M.Phil.	Ph.D.	Total%
Education	24	25	6	55(91.67)	14	17	23	9	63(90)
Entertainment	8	14	5	27(45)	12	13	18	8	51(72.85)
Research work	-	7	6	13(21.67)	3	5	20	9	37(52.85)
Socializing	6	11	4	21(35)	9	3	5	6	23(32.85)

Table 4 depicts that majority of the respondents i.e. 55 (91.67%) of MDU are using SNSs for the purpose of education followed by the 27 (45%), 21 (35%), and 13 (21.67%) respondents who are using SNSs for the purpose of entertainment, socializing and research work respectively by purpose. Majority of the respondents i.e. 63 (90%) in KUK are using SNSs for

education followed by 51 (72.85%) respondents who are using SNSs for entertainment, 37 (52.85%) respondents are using it for research work and 23 (32.85%) are using it for the purpose of socializing with others.

Table 5: Most preferred SNSs by the respondents

SNSs	MDU				KUK				
	BLIS	MLIS	Ph.D.	Total%	BLIS	MLIS	M.Phil.	Ph.D.	Total%
Facebook	10	28	6	44 (73.33)	15	11	24	8	58(82.86)
Twitter	6	4	4	14 (23.33)	3	3	10	5	21(30)
Lislinks	1	10	5	16 (26.67)	3	3	16	7	29(41.43)
Instagram	1	4	-	5 (8.33)	4	5	5	3	17(24.28)
Flicker	2	3	-	5 (8.33)	1	-	5	2	8(11.43)
Linkedin	1	6	4	11 (18.33)	2	2	10	6	20(28.57)
YouTube	17	26	6	**49 (81.67)**	17	11	23	10	**61(87.14)**
Wikipedia	17	12	7	36 (60)	7	14	22	8	51(72.85)

Table 5 represents the most preferred SNSs among MDU and KUK respondents. Majority of the respondents i.e. 49 (81.67%) from MDU and 61 (87.14%) respondents from KUK prefer to use YouTube for various educational and entertainment followed by Facebook which is the second most preferred SNS as replied by 44 (73.33%) respondents of MDU and 58 (82.86%) respondents of KUK. Wikipedia is the third most preferred SNS as replied by 36 (60%) respondents of MDU and 51 (72.85%) respondents of KUK. While Flicker, Myspace are the least used SNSs as replied by the respondents of MDU and KUK.

Table 6: Reasons for using SNSs

SNSs help	MDU				KUK					Total%
	BLIS	MLIS	Ph.D.	Total %	BLIS	MLIS	M.Phil	Ph.D	Total %	
For better exchange of ideas	18	19	3	40 (66.67)	11	14	15	6	46 (65.71)	86 (66.15)
Save time	4	12	2	18 (30)	6	3	14	5	28 (40)	46 (35.38)
Keep updated	8	14	5	27 (45)	9	13	22	9	53 (75.71)	80 (61.53)
Any other specify	-	-	-	-	-	1	-	-	1 (1.43)	1 (0.77)

Table 6 shows that majority of the respondents i.e. 40 (66.67%) in MDU use SNSs as it helps in the better exchange of ideas whereas, in KUK majority of the respondents i.e. 53 (75.71%) use SNSs as it helps in keeping them updated.

Table 7: Problem FACED while using SNSs

Problem faced	MDU			Total (%)	KUK				Total (%)	Grand Total(%)
	BLIS	MLIS	Ph.D.		BLIS	MLIS	M.Phil.	Ph.D.		
Lack of technical awareness	5	11	2	18 (25)	5	8	10	2	25 (35.71)	43 (33.07)
Not user friendly	2	6	2	10 (16.67)	1	-	-	1	2 (2.85)	12 (9.23)
Poor internet connectivity	11	14	5	**30 (50)**	13	10	15	6	**44 (62.85)**	**74 (56.92)**
No privacy	6	3	2	11 (18.33)	7	2	3	4	16 (22.85)	27 (20.76)
Lack of security	11	15	2	28 (46.67)	10	8	9	2	29 (41.42)	57 (43.85)
Lack of time	7	17	1	25 (41.67)	3	3	9	2	17 (24.28)	42 (32.31)
Any other specify	-	1	-	1 (1.67)	-	-	-	2	2 (2.85)	2 (1.53)

Table 7 represents that the majority of the respondents i.e. 74 (56.92%) from MDU and KUK expressed "poor Internet connectivity" as the major problem faced while accessing the SNSs followed by 28 (46.67%) MDU respondents who find lack of technical awareness as the second major problem faced by the students. Whereas in KUK this problem is ranked as the third most faced problem by 25 (35.71%) respondents, lack of security problem which was ranked second by 29 (41.42%) respondents of KUK. Minimum number of MDU and KUK respondents i.e. 10 (16.67%) and 2 (2.85%) feel that SNSs are less user friendly.

Conclusion

It is concluded in the present study that all the respondents of both the universities are using internet and SNSs. More students use YouTube and Facebook for education purpose. KUK students uses SNS at home whereas MDU students uses it at library. They chat with LIS students and friends. Students uses SNS to exchange ideas and to keep themselves up to date, they also believe that it save their time. At last it is required to conduct awareness program to educate the students regarding the use of the SNSs

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