Awareness and Utilization of Social Media Tools by the Library Professionals in Mysuru: A Study

Shashikumar M C
Research Scholar
DoS in Library and Information Science
University of Mysore
shashimagudlu@gmail.com

Chandrashekara M
Professor
DoS in Library and Information Science
University of Mysore
Chandra.uom@gmail.com

Abstract

This study investigated the library and information professionals' awareness and use of social media in university libraries in Mysuru. The purpose of the study was to identify the social media tools used by the library professionals, and its utilization for library services. The population of the study comprised of all 53 library professionals working in 5 university libraries in Mysuru. Findings of the study revealed that, library professionals are aware of social media to a greater extent; social media tools are used to a more time; privacy concerns, cyber bullying, and fear of addiction are the barriers to use of social media tools by library professionals. Based on the findings, few recommendations are made. There is a need to encourage library professionals in using social media tools in their professional activities, and the universities in Mysuru could take the initiative in developing social media tools on their library websites to build networks with themselves and users to maximize the use of library resources and services.

Keywords

Social media. Awareness, Utilization, University libraries, Library Professionals

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Introduction

The development of the Internet and the convergence of media and technologies have created significant changes in the information industry. The development of social media has been one of the most important advantages of the Internet in recent years, and its fame is undeniable. Social media are now so well established, and the most popular social media sites vary a lot by the level of usage in different countries and demographics. The Global Social Media Research summary (2021) says "social media users are now spending an average of 2 hours 25 minutes per day. There are 4.66 billion people around the world use the Internet now; of those users, 316 million new users have come online within the last 12 months, and 5.22 billion unique mobile users".

Social media (SM) began through various online platforms for users to share their interests and connect with others who shared similar interests. Then it changed into an online public space to connect and network with people.According to Boyd (2014), "social media refers to the sites and services that emerged during the early 2000s, including social networking sites, video sharing sites, blogging and microblogging platforms, and related tools that allow participants to create and share their content" (p. 6). Additionally, "social media enables people to interact in online communities" (Boyd, 2014).

Higher educational institutions, particularly universities and their libraries, adopt these tools for speed communication among the students, research scholars, faculty and other staff members. Library service is progressively virtual, participatory, and cooperative in a networked society, focusing on user-centered change and participation. In this scenario, libraries support the academic institutions to meet the teaching, research, and learning needs of staff and students. Academic libraries acquire, process, manage and disseminate information resources through which their parent institutions conduct research and produce a high-level workforce (Nnadozie&Onah, 2016). Many libraries now have adopted these media in their libraries. To provide better services to the user community, the library and information professionals serving in the higher educational institutions show much interest in improving the skills to handle the latest tools and technologies. In order to know the awareness and utilization of social media, an attempt has been made to survey the library and information professionals working in the university libraries.

Review of Literature

Adeoye and Onuoha (2021) study found that, the use of social media tools for collaborative research among librarians. WhatsApp(83%) is the most used social media, rest of the social media tools namely Email services, Google docs, Google drive, Facebook, Telegram and Zoom app used among them for research collaboration. Librarians agreed that social media tools enable researchers to communicate, network, and share documents with many, regardless of location. However, few challenges found in this study are a discrepancy in basic knowledge on usingavailable social media tools and a low level of ICT skills among LIS professionals. This study recommended that self-development opportunities be utilized.Singh, G. (2021) described the role, impact, and how social networking sites help to provide effective and efficient library services in light of limited library resources. Social media play a significant role in providing effective library services and fulfilling the growing and changing users' information needs. This study allowed the Library and Information Science professionals to know the effectiveness of the available social media tools and areas for promoting the library services and resources.

Danbaki, C. A., Mohammed, G. S., Gado, D. S. M., &Ikegwuiro, P. U. (2020) studied the social media use of Nigerian libraries services. The library professionals need to modify their service delivery to the library patrons along the line of social media usage with the emergence of social media tools.This study concluded that to some extent, social media utilization had been introduced by librarians in promoting library and information resources and services cannot be overemphasized. Oriogu, C. D., Oriogu-Ogbuiyi, D. C., Seimode, F. D., &Ogunojemite, T. A. (2020) explored the use of social media is becoming needing to librarians in execution their services to the following generation users. The study finds that Inadequate training opportunities, slow internet speed, and considerable time required to maintain an active social media presence were significant challenges to library personnel. There is no meaningful relationship between social media use among male and female library professionals

Kari, H. K., &Oyeniran, G. K. (2019) found a low extent of social media application to increase public awareness of services in libraries. This is because they are lack skilled human resources, poor finance; lack of interest in library management; lack of appropriate and latest tools; insufficient library staff members, and lack of a good working environment. The results advise that to efficiently promote library products and services with a consistent possibility for the increased patron, and there is a need for library management to discourse. This studyconcluded that good libraries are using social media tools such as Facebook, WhatsApp, and YouTube, and LinkedIn in a broader way to provide adequate services to their users. Ms. P., Bhat, D., & Rao, D. (2019) explored the awareness of social media tools and their use is necessary for library professionals to promote library resources and services and maximize utilization. This study comprised 12 Manipal Academy of Higher Education (MAHE) libraries, and the study is limited to 10 libraries. It is identified from the study that entire respondents have an awareness of social media tools and have good insights about social media. The study advised libraries to take the initiative to include social media tools on their library websites to develop a network with library professionals and library users to exploit the use of library services and expand the popularity of the libraries.

Patel, U. A., Patel, U. A., &Ashabhai, U. (2019) mentioned social media to provide modernized library and information services in the context of present digitized society. This study decided that libraries are using social media such as Facebook, Whatsapp, and LinkedIn extensively to deliver their continuous services to their esteemed users. Most libraries utilize social media effectively and simply to reach the users to promote their library product, services, events, advertisement, research purposes, and video conferencing.Adewoyin, Onuoha, and Ikonne (2017) studied the social media tools level for library services. This study revealed that Facebook was the most used social media tool, followed by WhatsApp, YouTube, and Instant Message (IM). However, some constraints like Irregular power supply, poor Internet connection, insufficient ICT facilities in the library are faced by the library professionals. Therefore, they suggested that social media awareness and use be created to provide practical library resources and services. Also, the library management control of those Universities needs to create enabling surroundings for the education of librarians on internet generation, offer good net access points and electricity supply.Chizwina et al. (2017) mentioned how the library using Facebook and Twitter to inform, educate and communicate with library users during the student protests Campaign. This study examines how Facebook and Twitter were used to inform, educate and share with library users. The study shows that the teaching and learning (educational) element lags behind libraries' social media utilization. Given the duration in query, the expectation could have been a higher %age of posts that might be categorized as academic.

Muriel-Torrado and Goncalves (2017) described theYoutube is valuablesocial media tool for the library

and information science professionals for promote theacademic libraries. University libraries encourage activities and focus on the importance of the librarian as a content producer in the digital environment. This study serves as reference material for information scientists and managers of information units interested in sharing audio-visual information as a new way of the relationship with their users. Based on the study, it is recommended to plan the communication strategy on social media platforms as YouTube and prepare relevant content to engage with their subscribers and users.

Objectives

- To assess the level of awareness of social media among library professionals.
- To identify the social media tools, its frequency and purpose of use by the library professionals
- To identify the challenges faced by library professionals while using social media tools and technologies.

Methodology

In the present study, the survey method was followed to collect the primary data. A structured questionnaire was designed based on the objectives of the study. In total 53 library and information professionals working in 5 universities in Mysuru, namely University of Mysore, Karnataka State Open University,Karnataka State Dr. GangubhaiHangal Music and Performing Arts University, JSS Science and Technology University, and JSS Academy of Higher Education were taken for the study. A simple percentage wasused to analyze the data, and the results are presented in tables and graphs.

Data analysis and presentation

Table 1: University wise respondents

Sl. No	Name of the University	Type	Distributed	Response
1	University of Mysore	State	28	28
2	Karnataka State Open University	State	5	5
3	Karnataka State Dr. GangubhaiHangal Music and Performing Arts University	State	2	0
4	JSS Science and Technology University	Private	6	6
5	JSS Academy of Higher Education and Research	Deemed	12	12
	Total		**53**	**51**

Table 1 shows that, out of 53 questionnaires distributed, 2 questionnaires were not returned by the LIS professionals of Karnataka State Dr. Gangubhai Hangal Music and Performing Arts University. The response rate is 96.22 %.

Table 2: Demographic information of respondents

Gender	**No's**	**(%)**
Male	34	66.7
Female	17	33.3
Qualifications	**No's**	**(%)**
BLISc	9	17.7
MLISc	29	56.9
Ph.D.	13	25.4
Designation	**No's**	**(%)**
Librarian	4	7.9
Deputy Librarian	1	1.9
Assistant Librarian	15	29.6
Library Assistant	18	35.2
Library Project Assistant	13	25.4
Total	**51**	**100**

Out of the 51 respondents, 34 (66.7%)are male, while 17 (33.3%) are female. Respondents were asked to indicate their highest qualifications. 29 (56.9 %) said they are MLIScdegree holders, 13 (25.4 %) arePh.D. degree holders, and 9 (17.7 %) having B.L.I.Sc degrees in LIS. Among the respondents,13 (25.4%) are Library Project Assistants, 18(35.2%) are Library Assistants, 15 (29.6 %) are Assistant Librarians, 1(1.9 %) Deputy Librarian, and 4 (7.9%) are Librarians.

Table 3: Awareness and utilization of general social media tools

Sl. No.	Social media tools	1	2	3	4	5
1	Facebook	3.9	3.9	2	5.9	84.3
2	WhatsApp	11.8	3.9	2	15.7	66.6
3	YouTube		9.8	13.7	15.7	60.8

4	Telegram	17.6	7.8	11.8	21.6	41.2
5	Instagram	11.8	31.4	7.8	13.7	35.3
6	LinkedIn	15.7	3.9	35.3	13.7	31.4
7	Twitter	9.8	2	21.6	47	19.6
8	Google +	21.6	15.7	17.6	33.3	11.8
9	Skype	11.8	21.6	33.3	15.7	17.6
10	Koo	52.9	5.9	13.7	17.6	9.8

Note 1= Never; 5=Always; *N*=

The respondents were asked to indicate their awareness about social media and level of utilization of availablegeneral social media tools with a scale from 1 to 5, where 1 indicated never and 5 always. The results show that out of 51 respondents all of them are aware both general and academic social media tools and most frequently used social media tool is Facebook (84.3 %), followed by WhatsApp(66.6 %); YouTube (60.8 %); Telegram (41.2 %); Instagram (35.3 %), and LinkedIn (31.4 %). Other social media tools were Twitter (19.6 %); Skype (17.6 %); Google +(11.8 %), and Koo (9.8 %).

Table 4: Awareness and use of academic social media tools

Sl. No.	Social Media Tools	1	2	3	4	5
1	SlideShare	3.9	5.9	17.6	13.7	58.8
2	Academia.edu	7.8	17.6	5.9	15.7	52.9
3	Research Gate	7.8	5.9	15.7	21.6	49
4	Mendeley	2	3.9	17.6	33.3	43.1
5	Zotero	5.9	15.7	7.8	29.4	41.2
6	Emerald Research Connections	11.8	7.8	19.6	25.5	35.3
7	ResearcherID	13.7	3.9	9.8	47	25.5

Respondents were asked to rate the level of use of academic social media tools 5 point scale, where 1 never indicates and 5 always. The results show that the most frequently used social media tool is SlideShare (58.8 %), followed by Academia.edu with 52.9 %; Research Gate with 49 %; Mendeley with 43.1 %; Zotero with 41.2 %;
Emerald Research Connections with 35.3 and ResearcherID with 25.5.

Table 5: Purpose of use of general social media tools

Sl.no	Purpose	1	2	3	4	5
1	To know about what is going on in the field of LIS.	82.3	5.9	3.9	7.8	-
2	To keep in touch with family/ friends.	80.4	11.8	7.8	-	-
3	Online discussion.	58.8	15.7	17.6	7.8	-
4	Lurking (watching posts passively)	54.9	23.5	5.9	13.7	2
5	To share your experience	52.9	21.6	15.7	9.8	-
6	To find information	41.2	15.7	35.3	7.8	-
7	To get a new opinion.	29.4	13.7	35.3	11.8	9.8
8	To share videos/pictures/music.	23.5	5.9	56.8	13.7	-
9	To make new friends.	17.6	66.6	5.9	3.9	5.9
10	To play games	15.7	31.4	17.6	25.5	9.8
11	Chatting	3.9	17.6	27.5	37.2	13.7

1=Strongly Agree; Strongly Disagree=5; *N=51*

Library professionals were asked the purposes for which they use the available social media tools (Table V). 82.3 %strongly agree that the purpose of use of social media toolsto know about what is going on in the field of LIS, followed by 80.4 % indicating that they use tools to keep in touch with family/ friends. In all, 58.8 % indicated using for online discussion, while 54.9 % indicated using for watching posts passively, 52.9 % indicated using for sharing their experience, and 41.2 % for finding information. Other purposes the library professionals use some of the social media tools for share

videos/pictures/music (23.5 %) using to make new friends (17.6 %), 15.7 (%) used to play games, and (3.9 %) used for chatting purposes. Thus, the study revealed that library professionals use social media tools to keep in touch with family/ friends, know about what is going on in LIS, online discussion, watching posts passively, share their experiences, and find the information.

Table 6: Purpose of use of academic social media tools

Sl.no	Purpose	1	2	3	4	5
1	To keep update in the field	74.5	7.8	13.7	3.9	
2	To interact with experts in the fields	66.6	15.7	11.8	5.9	
3	To know the review of newly published library resources	62.7	21.6	7.8	13.7	3.9
4	To contact library and information science professionals.	60.8	33.3	5.9		
5	Promoting own research publication	52.9	25.5	7.8	3.9	9.8
6	To share the information about upcoming library activities	56.7	13.7	11.8	13.7	3.9
7	Finding information about conferences/seminars, etc.	35.3	31.4	17.6	2	13.7
8	To share information about library resources.	23.5	13.7	9.2	7.6	5.9

5= Strongly Disagree, 1= Strongly Agree

Library professionals were asked the purposes for which they use academic, social media tools (Table VI). 74.5 % indicated using the academic, social media tools to keep updates in the field, followed by 66.6 % indicating that they interacted with experts in the fields. In all, 62.7 % indicated using for to know the review of newly published library resources. In comparison, 60.8 % indicated using for contact with library and information science professionals, 56.7 % indicated using for sharing the information about library upcoming activities and 52.9 using for promoting their own research publication, 35.3% used to finding information about conference/seminars and 23.5 used forshare the information about library resources. etc.

Table 7: Barriers while using social media tools

Sl.no	Problems	1	2	3	4	5
1	Privacy concern	31.4	15.7	25.5	15.7	11.7
2	Cyber bullying	27.4	5.7	7.2	11.8	7.8
3	Fear of addiction	25.5	4.9	7.8	2	9.8
4	Language	21.6	7.8	11.8	33.3	25.5
5	Cost of Internet	19.6	23.5	31.4	17.6	7.8
6	Data security	17.6	3.7	41.2	5.9	21.6
7	Lack of awareness about various SNS	7.8	2	13.7	50.9	25.5
8	Network problem	5.9	7.4	1.2	17.6	7.8
9	Lack of social media skills	3.9	9.8	17.6	33.3	35.3
10	Lack of appealing	3.9	5.9	9.8	11.8	68.6
11	Erratic power supply	-	-	3.9	25.5	70.6
12	Lack of ICT infrastructure	-	5.9	15.7	31.4	47

5= Strongly Disagree, 1= Strongly Agree

Table 7 majority (31.4 %) of the library professionals indicated privacy concern is the main reason to effectively non-use the social media tools by the library professionals, the second barrier of the respondents indicated cyber bullying (27.4 %), the third barrier of the respondents indicated fear of addiction (25.5 %), 21.6 % of the librarians indicated language is the barrier to use social media tools.

Discussion

Based on the results of the study, the significant findings have been drawn below.

- It is observed from the study that all 51 participants have an awareness of social media.
- The result reveals that all the respondents (100 %) have an account in social media.
- Among 51 respondents, the majority of the respondents are Library Assistants (35.2%) followed by Assistant Librarians (29.6 %), Library Project Assistants (25.4%), Librarians (7.9), and Deputy Librarian (1.9).
- It has been observed from the study that the majority of the respondents (84.3%) used Facebook, followed by WhatsApp (66.6%), YouTube used by (60.8%) for general purpose, and (58.8%) used SlideShare followed by Academia.edu (52.9), Research gate used by 49% of the respondent used for academic purposes.
- The purposes of using available social media tools are to know what is going on in the field of LIS (82.3%) followed by (80.4%)used to keep in touch with friends/family and (58.8%) used for online discussion. In the academic purpose (74.5%) used to keep updates in the field, (66.6%) used to interact with experts in the field, (60.8%) used to contact with library and information science professionals.
- Major of the respondents decided Privacy is the main barrier (31.4%) and (27.4%) of decided Cyberbullying and (25.5%) opined fear of addiction is the barrier to use social media.

Suggestions

Based on the results, the study provides the following suggestions.

• There is a need to encourage library science professionals in using social media tools in their professional activities.

• It is recommended that universities in Mysuru could take the initiative in developing social media tools on their library websites for building a network within themselves and with users to increase the use of library resources and services and grow the prominence of the libraries.

• Practical training programs are to be organized regularly for library professionals on how effective social media could be in promoting library resources and services.

• Library science departments across the country in their curriculum should stress the practical aspects of using social media to promote library resources and services.

Conclusion

Social media tools are the most important in modern days, and most people in the world use them to be highly effective for library services. It connects library professionals among the group of libraries as well. In conclusion, this study lets library professionals know various social media tools. They are used effectively for libraries and their personal development, and many are used for development and improvement for library services. Facebook, WhatsApp, and YouTube play an essential role in providing library services to library patrons; also,Slideshare, Academia.edu, and research gate can be used by the library professionals for general academic purposes. By using social media, libraries can promote services, resources, and workshops, and other information literacy programs being conducted by the libraries to their users

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