Disseminating Scholarly Information Access through Social Networks (SNs) and Media by the Social Science Research Scholars in Selected State Universities of Tamilnadu

C. Baskaran
Librarian & Project Director (ICSSR)
Alagappa University, Karaikudi-630 003, Tamilnadu.

Abstract

The study analysed that scholarly information accessed through Social Networks (SNs) and Medias among the respondents in the selected State Universities in Tamilnadu. The study has explored that majority 73 (32.0%) of the respondents recorded from Alagappa University, whereas 44 (19.3%) of them male and 29 (12.7%) of them female. The study disclosures that more respondents 54(18.8%) of respondents in the age group between 26-35 in Alagappa University. It is witnessed that out of 228 respondents were responded from four Universities, among them major portion 146 (64.0%) of respondents are Unmarried when compared to (36.0%) of them Married category. Further, the study reported that majority of 63 (27.6%) specified "Aware" and Usage of Whatsapp, 53 (23.2%) You Tube, 47 (20.6%) Google +, 46 (20.2%) Face Book, 23 (10.1%) Tumbler/Messenger, 21 (9.2%) Twitter, 18 (7.9%) Others and 17 (7.5%) Instagram.
functions appropriate to their parent institutions

Keywords

Social Networks; Medias; Scholarly Information; Respondents Facebook; Twitter, YouTube; Whatsapp

Electronic access

The journal is available at www.jalis.in

Journal of Advances in Library and Information Science
ISSN: 2277-2219 Vol. 8. No.3. 2019. pp.124-131

1.INTRODUCTION

A social networking service is a platform to build social networks or social relations among people who share similar personal a n d c a r e e r i n t e r e s t s , a c t i v i t i e s , backgrounds or real-life connections. Most social network services are web-based and provide means for users to interact over the inter net such as e-mail and instant messaging. Social networking sites allow users to share ideas, pictures, posts, activities, events and interests with people[1] in their network. Social networking sites are playing an important role in the field of communication and rapidly changed the scenario. The rise of Academic Social Networking Sites (ASNS), quench the need of academicians and researchers in order to enrich their scholarly communication. They can share academic oriented information, exchange scholarly publications and seek comments, advice, give opinions, suggestions, and ideas instantly and interactively. These sites provide an online platform for research community of diverse backgrounds and nationalities. It also helps the research community throughout their research process. Research and collaboration is an area where academic social networking sites have been expected to play a major role by revolutionizing the way research is conducted, communicated and disseminated[2].

2.REVIEW OF LITERATURE

ValeriaKichanova (2012) [3]discussed that a qualitative survey, which contained 13 questions requiring an essay answer. Ten researchers of different cultural and educational backgrounds working primarily in Finland participated in the survey[2].The population included in the study comprised of 120 respondents from Arts, Science, Management and Education departments and that of the faculty is 45 and 58 are research scholars. Baskaran (2013) analysed that most of the faculty members have weekly access to e-journals, which is, 24 (44%). The faculty members and research scholars are aware of UGC@ Infonet, which accounts to 103(85.99%) and 17(14.16) respondents are not aware of this programme.Marisol Gómez, Sergio Roses and Pedro Farias (2012) investigated that Social media have big implications for how researchers (and people in general) communicate and collaborate. Researchers have much to gain from engaging with social media in various aspects of their work. This guide will provide you with information to make an informed decision about using social media and enable you to select wisely from the vast range of tools that areavailable[4].

Ángel Borrego (2019) analysed that various patterns of use by the Professors and Associate Professors for instance. Assistant professors use the resources for study purpose. The faculty members also get to acquire the guidance and experience for accessing the scholarly journal from the Library staff and from the senior faculty members. It is however found that lack of training for accessing is an obstacle in proper and full utilization of them[5].Baskaran (2014) examined that 230(58.4%) of the research scholars covered under the study involve that internet provides required information which satisfactorily or fulfilling their research at Large Extent. Majority of the respondents access electronic resources through the Electronic mail 252 (63.95%)[6]. It attempts to assess the user satisfaction with respect to the e resources and services. It reveals that majority of respondents are using e-resources at large extent or very large extent for different purposes. Users' satisfaction level is very high with respect to various electronic resources and services available in the library10.Majority of the206 (50.86%) from Bharathidasan University were male respondents and 170 (56.47%) of the respondents were male from Periyar University. It is found that 199 (49.13%) and 131 (43.52%) of the respondents were female respondents from Bharathidasan University and Periyar University(Baskaran andBinu , 2017)[7]. Baskaran (2018) [8]analyzed the faculty-Wise respondents of Alagappa University accounted for the study . It is found that Science faculty involved highest no of respondents 32.43 % and 40.22 % of them from M.Phil and Ph.D respectively out of 235total respondents responded to the study. It is analyzed that more numbers of Male respondents62.83 % of them M.Phil and 62.06 % of them Ph.D. The Social Networks found the SD and CV are39.04212 and 1519.502 reflected by Nature Network. The highest SD was21.71405 and21.71405 the problems were found Do not haves mart Phone and Lack of security on persona information. The highest CV was 864.5 found on lack of security on personal information.

3. OBJECTIVES

1. To identify the distribution of gender- wise respondents' use of SNs and Medias in selected state universities in Tamil Nadu.
2. To examine the different opinion on use through SNs by the respondents.
3. To find out the devices use on SNs by the respondents for sharing scholarly information.
4. To observe the different research activities carry out through SNs by the respondents selected state universities in Tamil Nadu

4.METHODOLOGY

The attempt to analyse the impact and usage of Scholarly information retrieved from Social Networks (SNs) and Medias among the research scholars in the selected State Universities in Tamilnadu. The fact of the study could be drawn the date pertaining to collect from the respondents in the selected state universities in Tamilnadu. The data collected from the respondents in Alagappa University, Bharathidasan University, Bharathiar University and University of Madras. The 228 questionnaire collected from the respondents those taken up Ph.D research programme only fulltime scholars administered to receive the date. Further, it is analysed the study with various statistical tools data exported in to SPSS (6.0) version used to taken for the research.

5. DATA ANALYSIS AND INTERPRETATION

Table: 1. Gender –wise respondents of the selected state Universities of Tamilnadu

S.No	Name of the University	Gender		% of respondents
		Male	Female	
1	Alagappa University	44(19.3)	29(12.7)	73(32.0)
2	Bharathidasan University	29(12.7)	22(9.6)	51(22.4)
3	Bharathiar University	27(11.8)	35(15.4)	62(27.2)
4	University of Madras	23(10.1)	19(8.3)	42(18.4)
	Total	123(53.9)	105(46.1)	228(100)

5.1 Gender –wise respondents of the selected state Universities of Tamilnadu

Table: 1 observed the number of respondents conveyed reported from each State Universities presented in the study. The study analyzed that majority 73 (32.0%) of the respondents recorded from Alagappa University, of which 44 (19.3%) of them male and 29 (12.7%) of them female. It followed by

62 (27.2%) of the respondents of which 11.8% of them male and 15.4% of them female respondents from Bharathiar University. Further, It discussed that 22.4% and 18.4% of them reported from Bharathidasan University and University of Madras respectively (Fig.1).

Table 2: Age group wise respondents of the Selected State Universities of Tamilnadu

S.No	**Age Group wise Respondents**					Total
	University	Below 25 years	26-35 years	36-45 years	Above 45 Years	
1	Alagappa University	15(6.6)	54(18.8)	4(1.8)	-	73(32.0)
2	Bharathidasan University	6(2.6)	40(13.9)	5(2.2)	-	51(22.4)
3	Bharathiar University	13(5.7)	47(20.6)	2(0.9)	-	62(27.2)
4	University of Madras	7(3.1)	30(13.2)	3(1.3)	2(0.9)	42(18.4)
Total		41	171	14	2	228

5.2 Age group wise respondents of the Selected State Universities of Tamilnadu

Table 2 observed that out of 288 respondents among the 15 (6.6%) of the responded from Alagappa University in the age group belongs do below 25 years, it followed by Bharathiar University (5.7%), University of Madras (3.1%) and Bharathidasan University (2.6%).

Alagappa University

The respondents from Alagappa University, the highest 54(18.8%) of respondents in the age group between 26-35.

Bharathidasan University

Majority of the (13.9%) respondents in the age group between 26-35, it followed by (2.6%) of respondents stated in the age group between Below 25.

Bharathiar University

The majority (20.6%) of respondents in the age group of 26-35, (5.7%) and (0.9%) of respondents reported in the age group below 25 and 36-45.

University of Madras

The majority (13.2%) of respondents in the age group 26-35, (3.1%) and (1.3%) of respondents reported in the age group Below 25 and 36-45 respectively.

Table 3: Research areas wise respondents in selected state Universities

S. NO	Research area	**Name of the State University**				Total
		Alagappa University	Bharathidasan University	Bharathiar University	University of Madras	
1	Economics	4(1.8)	9(3.9)	11(4.8)	8(3.5)	32(14.0)
2	Education/Physical Education	27(11.8)	1(0.4)	14(6.1)	7(3.1)	49(21.5)
3	Management/Commerce	23(10.1)	11(4.8)	12(5.3)	7(3.1)	53(23.2)
4	Sociology/ Social work	2(0.9)	17(7.5)	9(3.9)	5(2.2)	33(14.5)
5	Library & Information Science	7(3.1)	4(1.8)	2(0.9)	1(0.4)	14(6.1)
6	History/Geography	3(1.3)	8(3.5)	2(0.9)	-	13(5.7)

7	Philosophy/ Psychology	-	-	9(3.9)	1(0.4)	10(4.4)
8	Public Administration	-	-	-	1(0.4)	1(0.4)
9	Anthropology/Criminology	-	-	-	3(1.3)	3(1.3)
10	Journalism and Mass Communication	-	-	-	2(0.9)	2(0.9)
11	Political Science	-	-	-	1(0.4)	1(0.4)
12	Others	7(3.1)	1(0.4)	3(1.3)	6(2.6)	17(7.5)
	Total	73(32.0)	51(22.4)	62(27.2)	42(18.4)	228(100)

5.3 Research areas wise respondents in selected state Universities

The study exposes from table 3, the majority 27 (11.8%) of nearby since Education/Physical Education, it Followed Management/Commerce (10.1%) of the respondents reported from Alagappa University. It could be noticed that (3.1%) of them respondents from Library & Information Science. On the other hand , thestudy explicit that to less than (3.1%) of respondents were informed (1.8%) of the respondents were reported from Economics(1.3%) History/Geography and Sociology/ Social work (0.9%) respectively recorded from Alagappa University.

The study investigation of Bharathidasan Universityrecords the majority of respondents 17 (7.5%) of from Sociology/ Social work, Economics (3.9%) and History/Geography (3.5%),Management/Commerce (4.8%),Library & Information Science(1.8%), Education/Physical Education and others (0.4%).

The respondents are Education/Physical Education (6.1%), Management/Commerce (5.3%), Economics (4.8%),Sociology/ Social work (3.9%), others research area respondents (0.4%), Library & Information Science and History/Geography (0.9%) from Bharathiar University.

On University of Madras reflects the respondents given their data from Economics (3.5%), Education/Physical Education and Management/Commerce (3.1%) Others areas in (2.6%), Sociology/ Social work (2.2%) Journalism and Mass Communication (0.9%), Library & Information Science, Philosophy/ Psychology, Public Administration and Political Science (0.4%).

Table .4: Marital Status Vs. Respondents of the Selected State Universities

S.No	Marital Status	**Name of the State University**				Total
		Alagappa University	Bharathidasan University	Bharathiar University	University of Madras	
1	Married	28(12.3)	14(6.1)	25(11.0)	15(6.6)	82(36.0)
2	Unmarried	45(19.7)	37(16.2)	37(16.2)	27(11.8)	146(64.0)
Total		73(32.0)	51(22.4)	62(27.2)	42(18.4)	228(100)

5.4 Marital Status Vs. Respondents of the Selected State Universities

Table 4 shows that out of 228 respondents were respondents from four Universities, among them major portion 146 (64.0%) of respondents are Unmarried when compared to (36.0%) of them Married category.

Table .5: Usage of different types of SNs among the respondents

S.No	Usage of SNs /Medias	**Name of the State University**				Total
		Alagappa University	Bharathidasan University	Bharathiar University	University of Madras	
1	Face Book	46(20.2)	40(17.5)	52(22.8)	37(16.2)	175(76.8)
2	Twitter	21(9.2)	16(7.0)	21(9.2)	16(7.0)	74(32.5)

3	You Tube	53(23.2)	37(16.2)	51(22.4)	35(15.4)	176(77.2)
4	Tumbler/Messenger	23(10.1)	11(4.8)	25(11.0)	13(5.7)	72(31.6)
5	Whatsapp	63(27.6)	45(19.7)	55(24.1)	41(18.0)	204(89.5)
6	Google +	47(20.6)	24(10.5)	41(18.0)	25(11.0)	137(60.1)
7	Instagram	17(7.5)	13(5.7)	27(11.8)	19(8.3)	76(33.3)
8	Others	18(7.9)	4(1.8)	9(3.9)	8(2.8)	39(17.1)

5.5 Usage of different types of SNs among the respondents

Table 5 analysed that majority of 63 (27.6%) specified "Aware" and Usage of Whatsapp, 53 (23.2%) You Tube, 47 (20.6%) Google +, 46 (20.2%) Face Book, 23 (10.1%) Tumbler/Messenger, 21 (9.2%) Twitter, 18 (7.9%) Others and 17 (7.5%) Instagram responded by the research scholars in AlagappaUniversity .The SNs modules identify that the majority of 45 (19.7%) of the respondents indicated "Aware and use" of Whatsapp. (17.5%) Face Book, (16.2%) You Tube, (10.5%) Google +, (7.0%) Twitter, (5.7%) Instagram, (4.8%) Tumbler/Messenger and (1.8%) respondents others SNs modules use respectively from Bharathidasan University.The respondents of Bharathiar University states the majority of 55 (24.1%) of the respondents were use "Whatsapp,the most popular Social Media using the tools. About 52(22.8) face book, 51 (22.4%) You Tube, 41(18.0)Google +, Instagram,Tumbler/Messenger and Twitter, 27(11.8),25(11.0), 21(9.2) respectively.The majority of the respondents 41(18%) use and "Aware" of Whatsapp, 37(16.2%)face book, 35(15.4%)You Tube, 25(11.0%)Google +,19(8.3%) Instagram, 16(7.0%)Twitter, 13(5.7%) Tumbler/Messenger, 8(2.8%)Others responded from University of Madras.

Table .6: Opinion on use internet browser among the respondents

S.No	Types of Internet Browser	**Name of the State University**				Total
		Alagappa University	Bharathidasan University	Bharathiar University	University of Madras	
1	Mozila	25(11.0)	18(7.9)	19(8.3)	9(3.9)	71(31.1)
2	Internet explorer	18(7.9)	8(3.5)	16(7.0)	12(5.3)	54(23.7)
3	Google Chrome	68(29.8)	49(21.5)	60(26.3)	40(17.5)	217(95.2)
4	Any Others	7(3.1)	1(0.4)	6(2.6)	2(0.9)	16(7.0)

5.6 Opinion on use internet browser among the respondents

The study analyzed that the respondents belong to preference use of Internet browsers. It is analysed the majority 217 (95.2%) of the respondents preferred in use Google Chrome. Table 6 analysed that 71 (31.1%) of the respondents used Mozila, 54 (23.7%) of the respondents used Internet explorer and 16(7.0%) of respondents belong to use for other browsers.

Table .7: Devices use on SNs among the respondents

S.No	Types of devices	**Name of the State University**				Total
		Alagappa University	Bharathidasan University	Bharathiar University	University of Madras	
1	Tablet Computer	12(5.3)	6(2.6)	13(5.7)	9(3.9)	40 (17.5)
2	Laptop	49(21.5)	42(18.4)	53(23.2)	40(17.5)	184(80.7)
3	Desktop	31(13.6)	16(7.0)	30(13.2)	24(10.5)	101(44.3)
4	Smart Phone/Mobiles	53(23.2)	30(13.2)	49(21.5)	36(15.8)	168(73.7)

5	IPod	3(1.3)	-	2(0.9)	2(0.9)	7(3.1)
6	Other devices	4(1.8)	2(0.9)	1(0.4)	-	7(3.1)

5.7 Devices use on SNs among the respondents

Table 7 describes the respondents were participated to provide the data for the study of those majority 184 (80.7%) using devices of Laptop. It followed by 53 (23.2%) Smart Phone/Mobiles, were use by 168 (73.7%) of respondents, 101 (44.3%) of them preferred Desktop and 40(17.5%), 7(3.1%),7(3.1%) of the respondents prefer Tablet Computer, IPod and other devices respectively.

Table.8: Use of SNs/ Medias Modules by the respondents

S.No	Types of Modules	**Name of the State University**				Total
		Alagappa University	Bharathidasan University	Bharathiar University	University of Madras	
1	Group Sites (e.g.Yahoo,Google and Whatsapp etc.)	47 (20.6)	31(10.8)	47(16.3)	30(10.4)	155 (53.8)
2	Blogs	8(3.5)	6(2.1)	7(2.4)	11(3.8)	32(11.1)
3	Discussion Forms	13(5.7)	13(4.5)	13(4.5)	11(3.8)	50(17.4)
4	Instant Messaging services (whatsapp)	43(14.9)	29(10.1)	39(13.5)	31(10.8)	142(49.3)
5	Short messaging services (Twitter)	14(6.1)	6(2.1)	11(3.8)	10(3.5)	41(14.2)
6	Profile based multi-dimensional sites (e.g.Friendster and Facebook)	16(7.0)	16(5.6)	27(9.4)	19(6.6)	78(27.1)
7	Other Modules	11(4.8)	2(0.7)	3(1.0)	4(1.4)	20(6.9)

5.8 Use of SNs/ Medias Modules by the respondents

Table 8 analyzed that 155 (53.8%) of respondents preferred "Group Sites (e.g. Yahoo, Google and Whatsapp etc.), it followed by 142 (49.3%) of them preferred "Instant Messaging services (whatsapp)". Out of them 78 (27.1%), 50 (17.4%), 41 (14.2%) and 32 (11.1%), of them noticed "Profile based multi-dimensional sites (e.g. Friendster and Facebook)", "Discussion Forms", Short messaging services (Twitter), and Blogs respectively.Further, the other SNs modules preferred by the respondents to share the scholarly information 20 (6.9%) of them recorded preferred besides above indicated six modules in the study.

Table. 9: Frequency Vs. use and purpose of research activities through SNs**.**

S. No	Type of activities	Frequency	Selected State University				Total
			Alagappa University	Bharathidasan University	Bharathiar University	University of Madras	
1	Send/Receive and Messages	Daily	43(18.9)	25(11.0)	38(16.7)	29(12.7)	135(59.2)
		Weekly	7(3.1)	6(2.6)	3(1.3)	4(1.8)	20(8.8)
		Monthly	1(0.4)	1(0.4)	3(1.3)	-	5(2.2)
		Rarely	22(9.6)	19(8.3)	18(7.9)	9(3.9)	68(29.8)
Total			73(32.0)	51(22.4)	62(27.2)	42(18.4)	228(100)
2	PDF from can Read articles/ Books etc.	Daily	42(18.4)	29(12.7)	42(18.4)	22(9.6)	135(59.2)
		Weekly	15(6.6)	12(5.3)	12(5.3)	14(6.1)	53(23.2)
		Monthly	6(2.6)	1(0.4)	2(0.9)	4(1.8)	13(5.7)
		Rarely	10(4.4)	9(3.9)	6(2.6)	2(0.9)	27(11.8)
Total			73(32.0)	51(22.4)	62(27.2)	42(18.4)	228(100)

3	For Research Assignment	Daily	24(10.5)	16(7.0)	24(10.5)	11(4.8)	75(32.9)
		Weekly	22(9.6)	10(4.4)	13(5.7)	10(4.4)	55(24.1)
		Monthly	3(1.3)	5(2.2)	5(2.2)	5(2.2)	18(7.9)
		Rarely	24(10.5)	20(8.8)	20(8.8)	16(7.0)	80(35.1)
Total			73(32.0)	51(22.4)	62(27.2)	42(18.4)	228(100)
4	Collaborate with a team	Daily	20(8.8)	10(4.4)	22(9.6)	15(6.6)	67(29.4)
		Weekly	22(9.6)	10(4.4)	15(6.6)	8(3.5)	55(24.1)
		Monthly	7(3.1)	6(2.6)	4(1.8)	3(1.3)	20(8.8)
		Rarely	24(10.5)	25(11.0)	21(9.2)	16(7.0)	86(37.7)
Total			73(32.0)	51(22.4)	62(27.2)	42(18.4)	228(100)

5.9 Frequency Vs. use and purpose of research activities through SNs.

Table 9 analysed the Frequency Vs. use and purpose of research activities through SNs by the respondents in the selected state Universities in Tamilnadu. The study finds the different type of activities undertaken by accessing Social Networks and Medias accordingly provided data.

Send/Receive Messages: The majority 135(46.9%) of the respondents witnessed to search SNs "Daily" It followed by 68(23.6) of the respondents reported that Send/Receive the messages as "Rarely".

PDF form can read articles/Books etc.: The majority 135 (59.2%) of the respondents use SNs "Daily" reported SNs can be used PDF from can Read articles/Books etc. It followed by 53 (23.2%) of them 27(11.8%) and 13(5.7%) of the respondents recorded that SNs can be used by research scholarly they replied as "Weekly", "Rarely" and "Monthly" respectively.

For Research Assignment: The majority80(35.1%) of the respondents stated that "Rarely" 75(32.9%) of them witnessed "Daily". 55(24.1%) of them "Weekly", Further, below 18(7.9%) of them reported "Monthly".

Collaborate with a team: The majority 86(37.7%) of them "Rarely" 67(29.4%) of them replied "Daily", Further, the study analyzed the respondents do collaborate with a team of research task carry out through SNs "Weekly" and "Monthly" share to gather 55(24.1%) and 20(8.8%) of the respondents in the study.

6. CONCLUSION

This study explained the use of social networks and Medias on disseminating scholarly information among social science research scholars in selected state universities of Tamilnadu. Most of the 57% of the respondents are used for the social networks and Medias. 54(18.8%) respondents are belonging to age group of 26-35 years. (76.8%) of the respondents are using Facebook of their research purpose. majority (95.2%) of the respondents are using Google chrome. majority of respondents (80.7%) are using SNs tools Laptop. majority (73.2%) of the respondents are SNs access places for home. majority (59.2%) of respondents activities for daily send/receive and messages. majority (59.2%) of respondents daily PDF from can read articles/books etc. most (37.7%) of respondents rarely activities for collaborate with a team. most (38.2%) of the respondents opined that Ref. works. majority (68.9%) of respondents used researcher ID tools.

Acknowledgement

The paper acknowledges to Indian Council of Social Science Research (ICSSR), New Delhi,provided financial assistance for undertaking the research.

REFERENCES

[1]. Social Networking Services. Available at https://en.wikipedia.org/wiki/Social_networking_service.

[2]. Al-badi, A. H., AlHinai, Y. S., Sharma, S. K., & Williams, S. (2013). Usage of social networking tools in research and collaboration. *Journal of Emerging Trends in Economics and Management Sciences*, 4(6), 515-523.

[3]. ValeriaKichanova. (2012).The role of social media in research and development, Bachelor's Thesis Degree Program for Multilingual Management Assistants HaagaHelia.*University of Applied Sciences*, p 47.

[4]. Baskaran, C.,&Kishorekumar, S. (2013).ScholarlyJournals Access through UGC-Infonet among the Faculty Members in Alagappa University, Karaikudi, Tamilnadu.*SRELS journal of Information Management*,50(2), 201-207.

[5]. Marisol Gómez, Sergio Roses & Pedro Farias. (2012). A Descriptive Study of the Academic Use of Social Networks among University Students, *COMUNICAR.*

[6]. Ángel Borrego. (2013).Use of social networks for academic purposes: a case study.*The Electronic Library*, 31 (6) ,781- 91. DOI: 10.1108/EL-03-2012-0031

[7]. Baskaran, C. (2014) .E-resources of UGC-infonet access by the research scholars of Bharathidasan University, Tiruchirappalli, India. *International Journal of Library and Information Studies,* 4(3),76-85.

[8]. Baskaran C.,Binu, PC. (2017). Electronic resources and services in Kerala State University Libraries: a study of users' Satisfaction. *International Journal of Library Science and Information Management*,3(3),1

[9]. Baskaran, C. (2018). Use of Social Networks (SNs) and Medias on Dissemination of Scholarly information among the Research Scholars in Alagappa University, Karaikudi, TamilNadu.*Journal of advances in Library and Information Science,* 7(3), 257-61.