

Use of Social Media: A Change in Library Services

Pradip Das

Abstract

This paper is a study to explore the uses of Social Media (SM) for maximizing better library services. A great care is taken to study the knowledge, attitude, and motivation of respondents. Findings are indicating that LISPs (Library and Information Science Professionals) are gladly accepting the change in their services and profession. They are showing a good and positive attitude towards SM. Most of the LISPs are in favor of using SM to promote and capture the attention of their users particularly those who are online savvy. The majority follow the new trend for giving library services. LISPs are taking it as a knowledge-sharing activity. They are mostly using Facebook, Myspace, LinkedIn, Blogging and YouTube. Some of them have also made online group to promote their library services. Some believe that there is a lack of proper training, lack of knowledge of some LISPs. They are also facing problems for the inappropriate fund and management negligence. It is also found that privacy may be a prime factor for such services. Connectivity to Network and problems due to the non-availability of electricity are also pushing back the use of SM for library services.

Keywords: LIS Professional, Library Service, Social Media

1. Introduction

Library today is not a documents' space. It is now a users' space. Today's library services are highly appreciated if we use the SM. It is also a valuable tool to do research publications. It is becoming an essential for giving library news or services in an easy and vastly spreading way. SM is now highly and easily acceptable by adult users. There is an increasing popularity of using SM to new generation young and adults. They are using the modern technologies and devices. They rely on the SM and use it as a tool of communication, sharing information as well as for discussion. We are mostly getting adult students in the institution. We can use SM before publication as well as after

publication of our research findings. To get research data we can use SM and after our publication, we can get feedback so that we can improve for further research writing. It is influencing the communities in a positive direction if it is being used for a positive purpose.

SM is an indispensable part of library services today. There is an exciting indication of use of SM in India. India is far more advanced in mobile technology. Mobiles devices and internet is allowing us to access large community in faster way. A huge difference is coming in the picture of library services through SM. Using SM, we can get a chance to meet people we see online. A collective culture is created through SM. From the modern trend of the use of the latest technology and tools, LISPs can learn to change themselves. This is becoming essential for the survival of their professionals. It is



found that most people like to adopt the latest development in society, particularly in the case of new communication devices. Thus, if LISPs concentrate on using SM for library services, that would be a wise choice to reach a wider range of services. When we could give the services through those tools which are widely used by users, we can definitely give our services to most of our potential as well as new users.

2. Purpose

To find out some important methodologies and suggestions which would guide the LISPs on giving library services using SM.

3. Objectives

The main objectives of this study are:

1. To find out the use of SM in the betterment of library services.
2. To assess the awareness and knowledge of LISPs on application of SM in library.
3. To analyze the way LISPs using SM for developing and increasing the library services.
4. To search the different types of SMs and its purpose to give library services.
5. To find some better ways or possibilities to use the SM in library services.
6. To identify the challenges or constraints faced by LISPs for initiating such application. To analyze those challenges and to minimize the constraints

4. Methodology

To get some clear ideas on SM and the application of SM in library a comprehensive literature review

was done. The survey research method was followed for data collection. To investigate the knowledge, attitude and motivation of respondents about SM, a peer-reviewed and well-designed survey questionnaire was developed. Questionnaire was sent online. Thus, it may be treated as an online survey. To get clear ideas of respondents some face to face interaction and telecommunication were made. Data were also collected online. Some data were also collected at the time of face to face interaction with respondents. A great value is given to observations and suggestions from the discussion platform of various forums related to the library.

4.1 Survey Population

Institutions on design and institutions having library and information science courses were targeted. There are approximately 51 small, medium and large institutions on Design or design-related education in Pune and nearby region. In this region minimum of 11 institutions/universities having a course on Library and Information Science (LIS).

4.1.1 Sample of Survey

Questionnaire was sent to librarians/acting librarians in 45 design institutions, 10 librarians of Library Science course and to 15 LIS faculties. Response received from 63 (90%) respondents.

4.2 Data analysis and presentation:

Prepared excel sheet for each survey question with graphical output wherever required.

4.3 Limitation of this study

4.3.1 Region limitation: This study is limited to the organizations in Pune.

4.3.2 Organization limitation

Institutions of design and LIS course under study. Thus, study limitations may have a reflection in result. There may be some misunderstanding of some questions from the respondents. Clarification was made to understand such answer. An over-reporting or under-reporting of certain question may occur. This may be due to respondents' organizational requirements and/or personal limitations.

5. Problems in Hand

From literature review is it found that there is an increasing demand for online users. We are concentrating on online users using social space. It is observed that users are opted for accessing the library through SM in the required circumstances. LISPs are facing a new challenge for increasing use

of SM by users. For retaining the image of library's reputation in the minds of users LISPs are bound to update the use of the latest technologies and devices. There is less research on the subject. Thus, research is essential to find the attitude of LISPs to the use of SM in Library services. It is also necessary to find out the possibilities of optimizing the utilization of SM for library services.

6. Feedback, Result & Discussion

6.1 About Respondents

Out of 45 design institutions, the feedback was received from 41(91%) institutions. From librarians in institutions of LIS course, 8 (80%) responded. 14 (~93%) faculties have responded to the survey. Overall response received is 90%

Respondents →	Ratio of Response (Response Received: Total Respondents Approached)	Percentage of Response
Institution ↓		
LISPs from Design Institute	41:45	91%
Librarian of Institution with L. I Sc. Course	8:10	80%
Faculties of Institution with L. I. Sc. Course	14:15	93%
Overall Percentage of Response		90%

6.1.1 Academia of Respondents:

Qualification of Respondents	Number of Respondents	Percentage of Respondents
Only B. L. I. SC	02	3.17%
M. L. I. Sc.	33	52.38%
M. Phil	03	4.77%
Ph. D.	15	23.8%
Others – MBA or M. Sc IT	10	15.87%

Most of the respondents are highly qualified 52.38% were M. L. I. Sc., and 23.8% of Ph. D. It is a very unusual situation that 15.87% of respondents are not having LIS degree. Thus, it is clearly indicating that some institutions are managing the library and library services through employees with other qualification. We can have a greater scope to do research on the subject of librarian with LIS degree Vs. librarian or acting librarian without LIS degree.

6.1.2 Designation of Respondents

Designation	Number	Percentage
Professor	02	14.28% *
Associate Professor	06	42.85% *
Assistant Professor	06	42.85% *
Senior Librarian	04	8.16% **
Librarian	22	44.89% **
Deputy Librarian	05	10.20% **
Assistant Librarian	03	6.12% **
Library In charge	15	30.61% **

* Percentage is calculated on No. of faculties (14)

** Percentage is calculated on No. of librarians (49)

Here it is found that 30.61% of respondents is working as library in charge. Telephonic clarification reveals that most of them are not having a LIS qualification. Some of them are performing the library services with an additional responsibility. It is also found that in two institutions Assistant Professor is working as acting library in charge. We have a telecommunication with those Assistant Professors about their time management to manage the library services and teaching. They were just laughing and finally told that managing somehow for the demand of higher authority.

6.1.3 Other Data on Respondents

Number & Percentage Data on Respondents ↕		Number	Percentage
Age	20-30	04	6.34%
	31-40	34	53.96%
	41-50	15	23.80%
	More than 50	10	15.87%
Gender	Male	36	57.14%
	Female	27	42.85%
Professional Experience in Year	3 to 5	13	20.63%
	6 to 10	22	34.92%
	11 to 15	15	23.80%
	16 to 20	08	12.69%
	Above 20	05	7.93%

There are very good numbers of LISPs with more than 10 years of experience (79%). Thus, we can definitely conclude that this survey has received some well-defined and matured response. It is also clearly reflected in the survey feedback. Very few were required to clarify the intend of question and the type of feedback expected by the researcher.

6.2 Use of Different type of SM for better Library Services

It is a general thought that SM is a means of sharing ideas, information, photos and meeting with others in different field. Thus, we are to expand our friendship. However, in research we can use the same to connect to others researchers in our respective field. This will definitely improve our thinking on research. Therefore, we can expand our scholarly network to have more and more authentic research in our respective field. A media in social means in social network and play a role to part of people's everyday lives. However, SM is still not being used to disseminate research within the academic communities. Thus, its importance in research is underestimated. To ensure a real-world impact to our research we can take help of SM

To get an idea about use of SM by LISPs and for library, this set of option of SMs was kept in questionnaire. The following table shows the data:

Response of Use ⇨ Social Media ↓	Number of Response: Using for Self	Percentage of Response: Using for Self	Number of Response: Using for Library Services	Percentage of Response: Using for Library Services	Percentage of users use SM for self as well as for Library *
Blogging	12	19.04%	09	14.28%	75%
Delicious	--	--	--	--	--
Facebook	57	90.47%	50	79.63%	87.71%
Flickr	08	12.69%	02	3.17%	25%
Instagram	03	4.76%	--	--	--
LinkedIn	55	87.30%	51	80.92%	92.72%
Online Group/Forum	63	100%	60	95.23%	95.23%
RSS	05	7.93%	--	--	--
Slide share	08	12.69%	--	--	--
Twitter	50	79.36%	32	50.79%	64%
WhatsApp**	63	100%	61	96.82%	96.82%
Wikis	45	71.42%	28	44.44%	62.22%
YouTube	63	100%	55	87.30	87.3%

* Calculated as: $(\text{Response} - \text{Using for Library Services} \div \text{Response} - \text{Using for self}) \times 100$
 ** Though it is mostly treated as a messaging app, most LISPs are using it as a SM.

From the percentage of users use SM for self as well as for library services is showing that LISPs are widely using the SM for enhancing betterment in their library services. It is clear from the above data that LISPs are very SM savvy and they are very much positive to use SM for library services. Most respondents are sharing library information or giving library services through Online Group/Forum. This forum may be in FB or may be their own created one. The use of LinkedIn is also noticeable. LISPs are using FB mostly to share images and program on library events. Some of them are also using FB for publishing forthcoming seminar and conference organized by them. According to them this would give them of getting more and more participants for the event. Thus here, they are using FB as publicity. Therefore, it is a clear indication that LISPs do have

very good marketing mind. There is no respond on use of Delicious. From interactions to some respondents it is found that most of them haven't heard the same. Delicious is the world's largest social bookmarking site to save, manage and share pages in a centralized manner. However, most LISPs are not aware of the same. LISPs are using YouTube to display some lecture of faculty and to publish the video on various activities in the development of their academic courses. This platform is also used to publish some video of conference and seminar organized by them. WhatsApp is extensively used for instant messaging all about library. For it is giving very fast response and users are also using the same in a wider and easy way. Figure: 1 and 2 is a bird of view of the response.

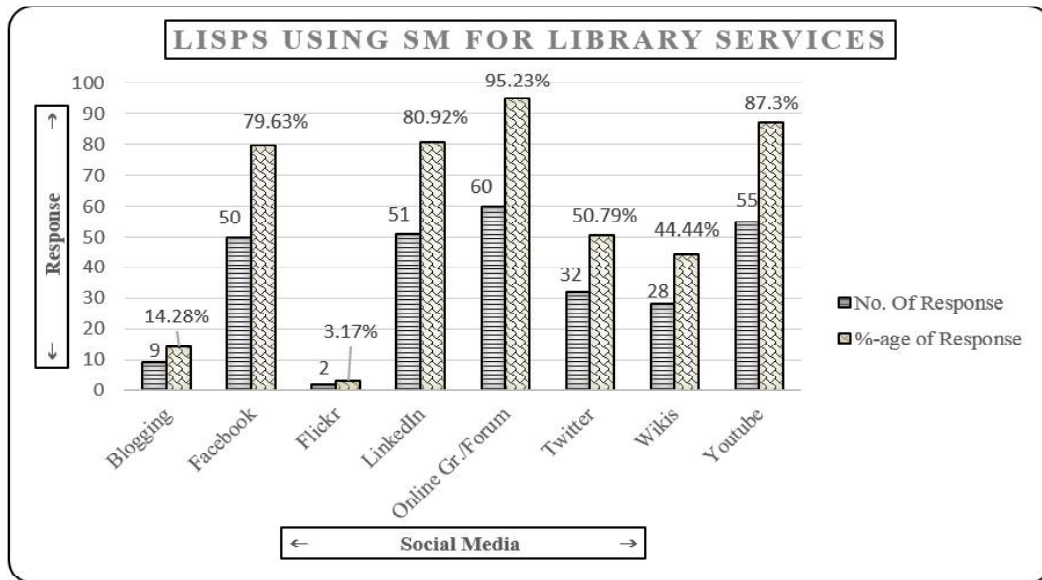


Figure 1: Use of different SM for library services

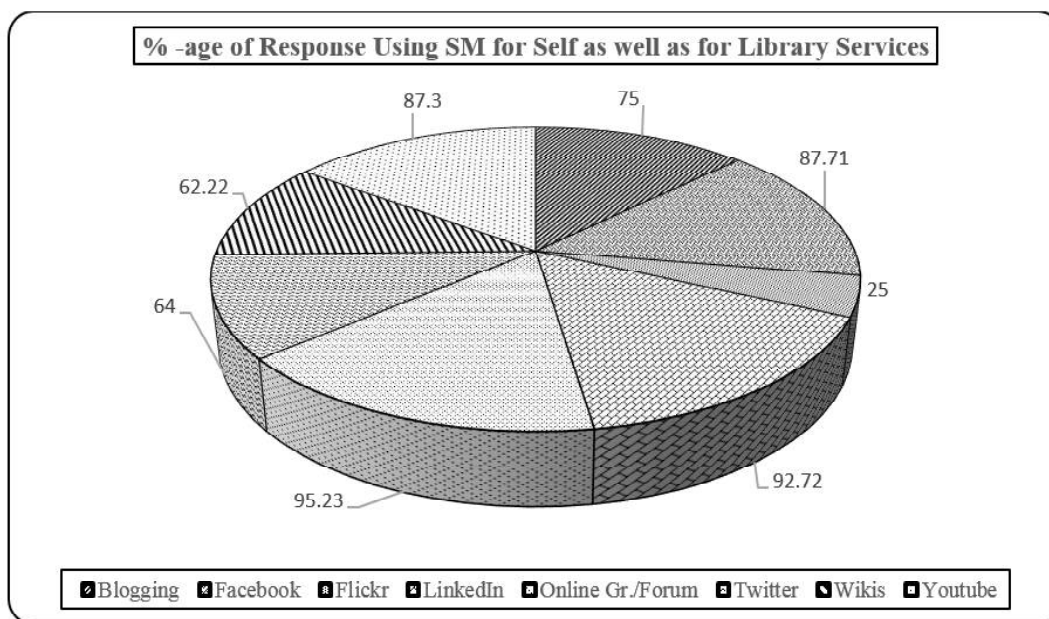


Figure 2: Use of SM for self as well as for library services

6.3 Opinions of LISPs on SM in Library Services

These two questions were to assess the positivity of LISPs towards use of SM in expanding library services. The researcher has targeted the respondents to get more and more information about knowledge and awareness of SM to LISPs.

Response ⇔ Question on ↓	Very Important		Important		Not Much	
	No. of Response	%-age of Response	No. of Response	%-age of Response	No. of Response	%-age of Response
Importance of SM in Extending Library Services	18	29.50%	34	55.73%	09	14.75%
2 Respondents have not sent any answer. Percentage made on number of responses = 61						

Response ⇔ Question on ↓	Expanding very fast		Growing smoothly		Poor	
	No. of Response	%-age of Response	No. of Response	%-age of Response	No. of Response	%-age of Response
Trend in Use of SM Toward Library Services in India	12	19.04%	19	30.15%	32	50.79%

From the above response we can take the conclusion that LISPs are very positive of using SM for library services. The positivity is reflected from response of 85.23%. From the face to face interaction and telephonic clarification with LISPs of negative response, we found that most of them are confused of using appropriate SM for particular purpose. Thus, training in this direction is essential for LISPs. We can also have a scope to do research on training of LISPs towards latest development for the use to technology and modern electronic tools and devices.

In case of the trend of use of SM in India response shows that some LISPs are very positive towards the library services through SM. They are with the opinion that SM can be better tool for giving better library services. The percentage of positive response is about 50%. This is really a good sign

for the library and LISPs. However, most them are thinking that we are still poor in giving services through SM in India. People are like to enjoy the SM more for their personal purpose. The reason they said:

1. Lack of awareness in LISPs.
2. Lack of Knowledge in LISPs.
3. Net speed net in India is very slow.
4. Electricity problems is one of the major problems.
5. Some extra burden may be on the LISPs for giving library services through SM because users may disturb them at any time for their requirements. They can also misuse the LISP's ID on SM.

6. Support from management is very poor. In some cases, even though management is encouraging the same, but they are not willing to reimburse the Net Pack for the LISPs.

6.4 Use of SM give better Library Services:

To find out the usefulness of SM for betterment in Library Services a set of 11 questions was made. This set of questions intends to get the way LISPs are using it to expand the library services to the users. This section is kept limited to get specific information as per the researcher requirement. There may have some more possibilities of using SM for library services. However, to keep the research concise and to the point we have chosen 11 question.

A great care was taken to know how LISPs are thinking on the traditional library service vs. modern library service using vastly accepted SM. Sometimes it is found that LISPs are getting hesitated to give some response. Telephonic interactions have also revealed some response on this set of question. Some of them were not able to assess the question in systematic way. While telecommunication the researcher has given clarification and inform them about the expected response, they response those questions. Here we could assess motivation and attitude of LISPs to the usefulness of SM in library services. The following table is representing the response.

Response → Question ↓	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
SM is becoming indispensable for better Library Services	02	5	02	40	14
It allows users to connect, create, communicate, converse, and publish information from anywhere.	0	0	03	47	13
SM attracts potential as well as new users to library	0	0	05	52	06
It gives instant library services to users	0	0	0	44	16
SM provides better services than traditional way of services	01	02	08	50	01
It increases the closeness of Users and LISPs	0	0	0	55	06
SM helps users to locate library documents in easy way	07	06	03	40	07
It plays as facilitator of information / knowledge sharing	0	02	07	35	19
SM helps to build a collaborative network with potential users	0	0	0	52	06
It helps users learning from their own desk or learning from distance	0	0	0	55	08
It updates users with latest happening in library	0	0	05	49	7
Some respondents skip to answer some points					

The following figure – 3 is a graphical presentation of the above table.

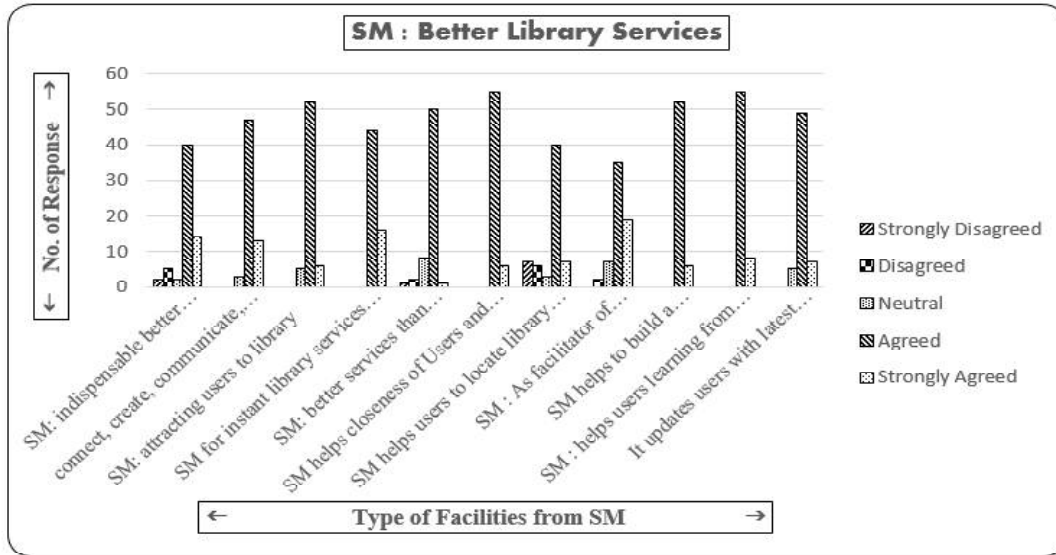


Figure – 3: Response on SM to give better library services

From the response it is shown that LISPs are very positive and enthusiastic of using SM for promoting library services. There are quite big number of respondents agreed for use of SM in promoting library resources and expanding library services. They are with the opinion that SM is capturing the online users thus we can increase the potential users through SM. According to respondents SMs are welcoming the attention of new users to have distance learning and sharing knowledge from different location and also from their won desk. We can also locate required information if the extended library services is made through SM. Traditional way of library services is getting obsolete; thus, SM allows users to

- ❖ Connect with latest collection development in library or to valuable information'
- ❖ Create and share their information
- ❖ Communicate or converse with LISPs about their relevant requirements

- ❖ Become closers to the library as well to the LISPs

6.4.1 Benefits of use of SM in Libraries:

Most of the users of library are connected with SMs. SM is becoming one of the most powerful tools to communicated the library development with the existing and potential users. It also gives us a chance increase the popularity of our library services to the library community. Thus, if we like to spot the primary users, we can find them in SM. Most of the users don't know about different services library offers. Library services such as virtual reference services, SDI (Strategic Dissemination of Information), Reservation of Book, CAS (Current Awareness Services), CTS (Current Title Services) etc., can be spread widely through SM. We can inform user about latest list of collection development which would fulfill the 2nd and 3rd law of library science. It can give benefits to users to clear their queries through SM. SM can be used as low cost facility to promote library services and

resources and to communicate with users in a faster and easy way. SM are now extensively used in teaching and learning.

6.5 Purpose of using SM in Libraries:

A set of well-designed question is made. Questions were put to identify the core purpose of usage of

SM for upgrading library services with the wave of modern tools. For some questions the responses were little bit doubtful, for fund collection response we got 6 respondents with disagree node. A face to face interaction with some of them reveals that though they have tried, to collect some through SM for library development, the responses were very negligible. Opinions of LISPs is targeted. The following table shows the responses.

Response → Question: SM is helpful to: ↓	Disagreed	Agreed	Can't say
Attract new and potential users	0	60	02
Popularize library in greater extend	0	59	04
Promote library resources and services	0	55	08
Market specific library events targeting to particular users	0	46	20
Expand library image and reputation	0	57	6
Provide users an updated information on library in a quicker and easy way	0	53	10
Build a collaboration with LISPs and experts in LIS.	02	50	10
To raise some fund	06	52	05

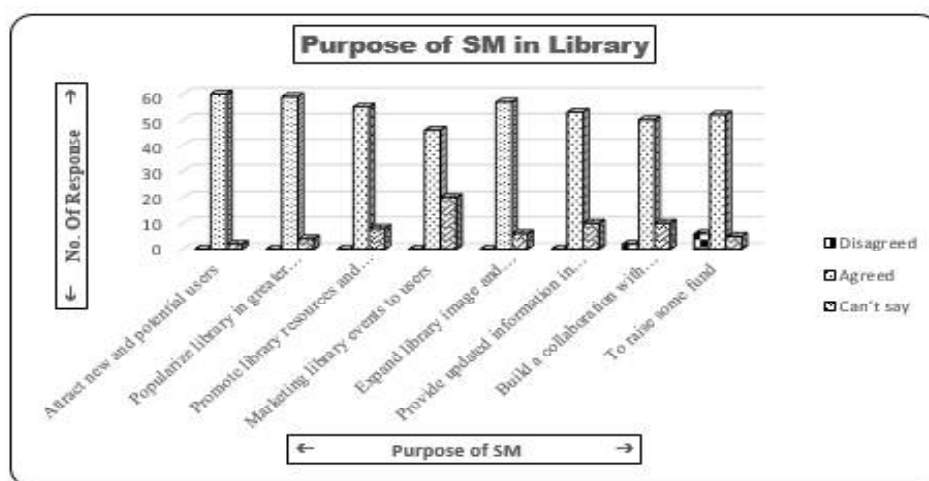


Figure 4: Response on Purpose of SM in Library

High percentage of response is received with the idea of promoting library resources and services. LISPs are also willing to use SM for retaining and gaining reputation of library. This percentage may also lead to survival of LISPs with use of modern technologies. For almost all the questions got more than 80%. Thus, it is clear that LISPs are keeping them updated with the latest development of technologies.

6.6 SM and how they can be used in Library Services:

This set of questions is for getting information about use of particular SM for specific services. Questions are targeted to get to the point response from the respondents which will give the scope evaluate the usability of a particular SM in relation to services given by libraries.

Response → Question: SM can be used for: ↓	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
Developing AR and VR services	0	0	15	34	14
Uploading library image e.g. Flickr	0	0	04	38	21
Sharing information to Library community and users e.g. Wikis	07	06	11	30	09
Promoting Distance Learning e.g. RSS and Blogs	05	02	10	35	11
For promoting reference services, collection, events of library, latest library resources to users instantly	0	0	03	47	23
Sharing videos, videos conferencing, web workshops and library events through You Tube.	0	02	04	48	09
Conducting Virtual Conference	0	0	10	46	07
Communicating users through Twitter	01	0	09	50	03
Getting and publishing latest development in LIS through Blogs	0	0	05	55	03
Updating all about news and library related events in the world: Facebook	0	02	04	52	05
Tagging and developing online catalogue of library resources through social bookmarking web sites	0	0	28	26	09

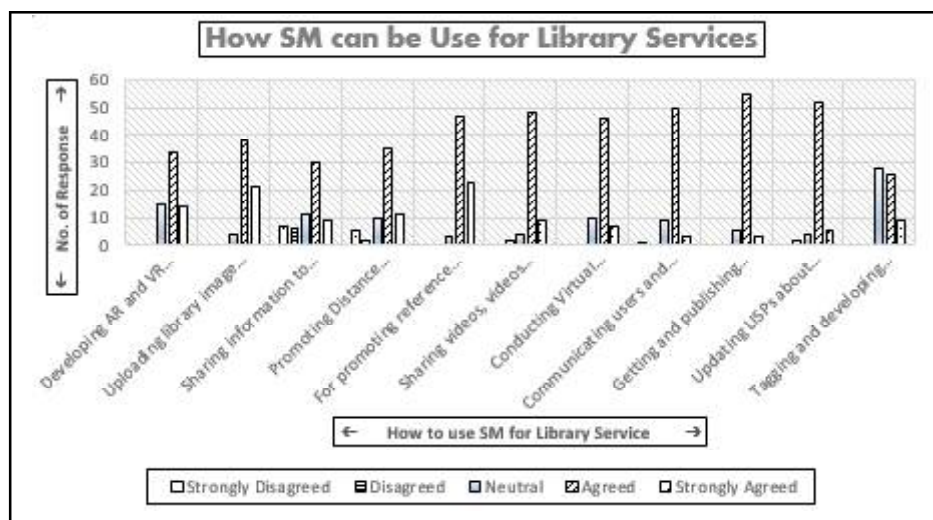


Figure -5: How to use SM in Library Services

Table and figure show LISPs have given strong consent on use of SM to library and library services. Sharing information through Wikis and Promoting Distance Learning got negative response from respondents. For distance learning they claim that they do have a separate department of the same, thus LISPs are not taking that responsibilities.

6.7 Constraints faced by LISPs in Using SM:

The main aim of the following set of questions is to identify the challenges or constraints faced by LISPs for initiating application of SM for library services. We will get a scope to analyze those challenges and to minimize the constraints.

Response → Problems ↓	Strongly Disagreed	Disagreed	Maybe	Agreed	Strongly Agreed
Lack of knowledge on the process to use SM for library services	11	13	10	15	14
Lack of Training for LISPs	05	06	18	30	04
Difficult to Identifying the appropriate SM for specific services	02	03	11	40	07
Time constraint to use SM	00	03	35	15	10
Frequent power cut in locality	05	05	23	30	00
Lack of motivated library staffs	02	04	35	20	01
Slow speed in net connectivity	01	03	21	35	03

Poor interest to learn & use SM by LISPs	02	02	12	40	07
Lack of privacy	00	01	34	23	05
Authenticity & Relevancy of Information	04	03	22	30	04
Funding for library development	00	00	11	33	19

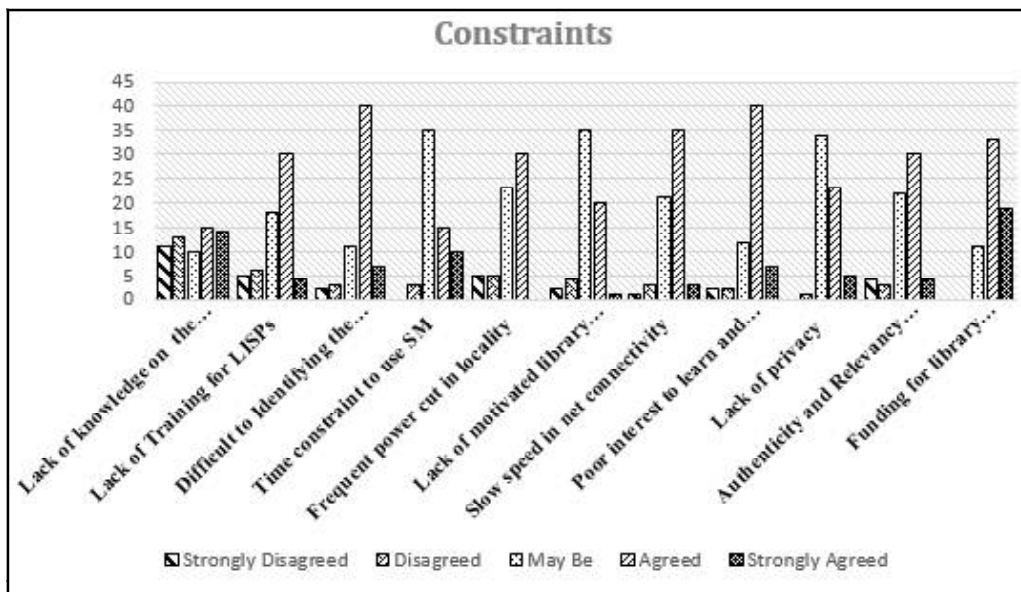


Figure – 6: Response of Constraints faced by LISPs in Using SM

Funding for library development is one of the greatest problems LISPs are facing. Thus, we have a scope to identify the way to convince the management for funding to such a noble cause. LISPs are also facing difficult to identify appropriate SM for giving particular services. Thus, a proper training is highly essential for LISPs in this direction.

6.8 Valuable Suggestions from LISPs:

This was an open-ended question to get some suggestions from LISPs. However, the response was very poor. Some responses from faculties about development or changing syllabus in relation to modern development were received. The response

is poor because researcher has not given them of choice which they found easier to response.

7. Overall Findings from the Survey:

The survey results show that SM is becoming an integral part of libraries. It is just changing the idea of traditional thinking for library services. Online users are increasing every minute; thus, we can have wide range of publication for our library event by using SM. SM is very much helpful to promote our library events. Library can be more user centric to new generation user through SM. Different SM platform can be used for specific purpose to promote library services and resources. SM medial is definitely be useful to broaden library services and

to publish library new arrivals of any kind. To give such type of service funding is essential and management of institutions should give proper training to the LISPs. It is found that in India this type of services is not getting popular in a positive direction. We are lacking a lot on telecommunication system, as a result the internet services are also getting down.

8. Suggestions and Recommendations

From the above survey it is found that SM is widely accepted by LISPs for library services. However, depending upon the current trends and from the literature some suggestions are :

1. SM is to be used extensively to fulfil the vision and mission of library.
2. LISPs should get training to educate themselves on the use of SM for library. If they don't get the management support, they should take the initiation on their own to survive in the current professional challenges. They must have to have the skill of marketing.
3. Internet and Wi-Fi facility is to kept full-fledge in library. Management of institution should allow all LISPs free Net pack for their mobile. It will facilitate them to use SM for library services.
4. LISPs should concentrate to develop library blog or dedicated web site. A Facebook page on web site may be a good idea because most users are using that platform.
5. A periodical analysis is essential to improve the library services.
6. Application of latest devices and marketing of library should be included in the course of library and information science.

7. An orientation to the users regarding access to SM, the utility of SM in library and how library is using the SM to inform their activities to the user is to be confirmed.
8. Libraries should have a strategic plan to use SM for library services and marketing
9. LIS communities should come forward with LIS school to popularize the use of SM for library development.
10. We can have a further research use of SM to introduce AR and VR of library services.

9. Conclusion

LISPs are interested to use SM in promoting the library services. They are showing positive response to SM and willing to provide much better services through SM. However, many of them are facing some problems. It is thus, very important for the management to give their positive respond to LISPs. SM is definitely to help LISPs for communicating users in a fast and easy way, for promoting the library services as well as library resources, for displaying library events etc. We may conclude that LISPs are changing themselves with the change of technology and they are also molding themselves with the high demanded tools to achieve better delightfulness from the users. Thus, management is expected to confirm full internet and Wi-Fi facilities is to be given to the LISPs' mobile. An extensive training to educate the LISPs is to be designed. LISPs should be given facilities to develop the web page of library to publish the same in SM.

References

1. Braziel, L (2009). Social media marketing example #12: Library of Congress. (Accessed on 01-08-2019).

2. Burkhardt, Andy (2009). Four reasons libraries should be on social media. (pp. 44) <http://andyburkhardt.com/2009/08/25/four-reasons-libraries-should-be-on-social-media/> (Accessed on 30 – 07 – 2019)
3. Collin, P. et. al. (2011). The Benefits of Social Networking Services : A Literature review. Cooperative Research Centre for Young People, Technology and Wellbeing. (pp.8-28) Melbourne. ISBN978-0-9871179-1-5 http://www.uws.edu.au/__data/assets/pdf_file/0003/476337/The-Benefits-of-Social-Networking-Services.pdf (Accessed on 30 – 07 – 2019)
4. Dankowski, Terra (2013). How Libraries are using Social Media. Retrieved on 19th August, 2019 from <https://americanlibrariesmagazine.org/2013/07/16/how-libraries-are-using-social-media/> (Accessed on 19-08-2019)

5. Garofalo, Dinise A. (2013). Case Studies of Academic Libraries and Social Media Networking. Building Communities: Social Networking for Academic Libraries. (pp. 51-81). Chandos Publishing, Social Media Series.
6. Harrison, Amanda. et.al. (2017). Social Media Use in Academic Libraries: A Phenomenological Study. The Journal of Academic Librarianship, 43(3), (PP.248-256).
7. Young, S. W. H., & Rossmann, D. (2015). Building Library Community Through Social Media. Information Technology and Libraries, 34(1), (pp. 20-37).

About Author

Dr. Pradip Das, MIT Art, Design and Technology Univ., IOD, Loni Kalbhor, Pune.
Email:pradipbhadreswardas@gmail.com

