Application of Social Networking Sites in Library: Case Study of Atma Ram Sanatan Dharma College, University of Delhi

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Abstract

The research paper examines the awareness of social networking sites (SNSs) among the students of Atma Ram Sanatan Dharma College (DU). The purpose of this paper is to assess the perception of students in the context of SNSs for their academic work. To conduct the study survey method using questionnaire as data collection tool is used. Findings of the study said most of the students are aware about social networking sites and they used it on daily basis.

Keywords: Networking Sites, SNSs, ARSD, University of Delhi

1. Introduction

In the era of information technology, users are more progressive and advanced in usage of technology. The user community is using variety of social networking sites for academic or entertainment purpose. The social networking sites are becoming significant part of users for their personal and professional growth and development. In the era of information technology the social networking sites are becomes more popular in libraries to provide the advanced and higher service to user community. The social networking sites are increasing day by day with the advancement of technology. "list of social networking websites" mentioned 200 "major social networking websites". Other sources put the total number of social networking sites much higher, one at about 350 (Ramsey, 2008). Social network sites integrate digital communication; in addition, the most important characteristic of social networking service is that they enable users to make their social networks visible and build connections among individuals (Huan, & Eric, 2010). According to White et al. (2009), SNS are defined as any web-based applications allowing individuals to connect, communicate, and collaborate with one another. This is usually done through individual user profiles and allows users to share information and join networks based on geographic location or interests Social media provides more opportunity to reach your community, target specific audiences, and give them a chance to interact with your library. Statistics of Social media usage shows that there are nearly 700 million active Facebook users, over 100 million LinkedIn members, 5 billion+ images on Flickr, 24 million pages on Wikipedia, 300 million Twitter users posting over 7,000 tweets per second, over 2.9 billion hours of YouTube watching per month (Tortorella, 2012).

2. Literature Review

Mansour (2012) assessed the performance of social networking sites in Egyptian Revolution. To conduct the study snowball sampling were used in heterogeneous demographic group of revolution. The findings of the study say social networking

sites are shown to have played a central and pivotal role in the events known collectively as the Arab Spring. It has a great importance as a source of non-governmental information as means of informing of internal and external community. Christopher (2012) examined the effectiveness of different forms of Facebook advertising in promoting the collections and services of academic libraries. In this study several Facebook advertising campaigns conducted by an academic library in Hong Kong are presented and analyzed. Statistics were gathered from the advertising application integrated into the social networking platform.. The result of the study state that social networking sites have high potential with cost effectiveness to advertise/marketing academic libraries Hamade (2013) in his paper examined the perception and use of SNSs among the students of Kuwait and find the positive and negative impacts of SNSs. The method is used to conduct the study is descriptive in nature. A questionnaire is developed with five sections, validated and distributed among the sample of students. The result showed that heavy use of Twitter and Facebook among university students who were viewing their sites more frequently than posting. The positive impact of SNSs on students were better relation with family, relatives, and friends and more involvement in social, political and cultural activities and two major drawbacks were time consumed and Neglecting study/work. Fox and Naidu (2009) revealed the issues related to confusing terminology, inadequate feedback and error messages, and improper link location impacted user performance and satisfaction. Subrahmanyam and et al. (2008) showed in study that participants often use the Internet, especially social networking sites, to connect and reconnect with friends and family members. Xia (2009) finds

that the success of Facebook Groups can be controlled by the active organization of librarians and by using more general topics to keep discussions alive. It also finds that Facebook Groups should target not only students but also faculty and staff in support of their research and teaching. Shaheen (2008) conclude that internet use by the students promoted democracy, freedom of expression and greater awareness about their rights during the political crises in Pakistan.

3. Objectives

❖ To find out the frequency of visiting social networking sites and the device used by the students to access these sites.

❖ To find out popular social networking sites and the place for accessing them.

❖ To find out purpose and benefits of using social networking sites.

❖ To find awareness among students regarding privacy policy of social networking sites.

❖ To find out risk and problems faced by students in using social networking sites.

4. Research Methodology

This study includes survey methodology with the help of structured questionnaire. Students pursuing bachelor degree from ARSD College, University of Delhi were used as the population in this study. Questionnaires were distributed to the study sample between January and February, 2017 for collecting the data. Among the 200 distributed questionnaires, 176 were returned usable (response rate of 88%). Collected data were analyzed by calculating percentages and represented by various graphs and tables.

5. Data Analysis

After receiving questionnaires from the students, their responses were analyzed using percentages and presented through graphs. As expected, it was found out from the first question that all the students (100% response) are member of one or many social networking sites.

Devices for accessing Social Network Sites

Table 1 shows the devices used by the students for accessing various social networking sites. Majority of them (88.1%) use their smart phones to access social networking sites.

Table 1: Devices Used

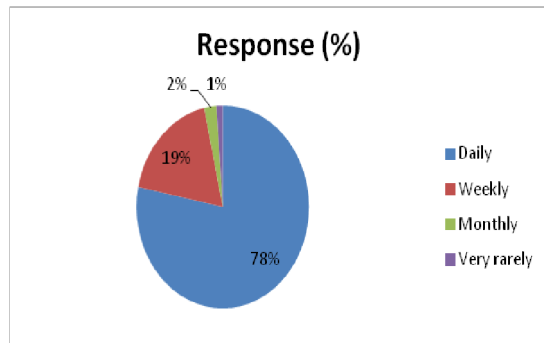| S. No.	Device	Response (%)
1	PC	6(3.4)
2	Laptop	15(8.5)
3	Smart Phones	155(88.1)
4	Tablet	0(0)

Note: Figures in parenthesis represents percentage.

Frequency of visiting Social Networking Sites

Another question was asked to elicit the responses regarding the frequency of visiting these social networking sites and as expected it was found that maximum users i.e. 77.3% access these sites on daily basis.

Table 2: Frequency of visiting SNS

Frequency of Visit	Response (%)
Daily	136(77.3)
Weekly	32(18.2)
Monthly	4(2.3)
Very rarely	2(1.1)

Note: Figures in parenthesis represents percentage.

Figure 1: Frequency of visiting SNS

Place of accessing Social Networking Sites

Table 3 represents the place where students ARSD College access social networking sites. Majority of respondents (79.5%) access at home followed by only 14.7 % who access in the library. Cyber café comes out to be the least visited place to access SNS.

Table 3: Place of accessing SNSs

| S. No.	Place	Response (%)
1	Library	26(14.7)
2	Home	140(79.5)
3	Cyber Cafe	10(5.6)

Note: Figures in parenthesis represents percentage.

Popular Social Networking Site (SNSs)

Table 4 shows the popular social networking sites among the students. Facebook (92.1%) comes out to be the most popular. YouTube is the second most commonly used among students (50%) followed by Twitter (42.6%).

Table 4: Popular Social Networking Sites

S. No.	SNS	Response (%)
1.	Facebook	162(92.1)
2.	Instagram	60(34.1)
3.	Twitter	75(42.6)
4.	YouTube	88(50)

Note: Figures in parenthesis represents percentage.
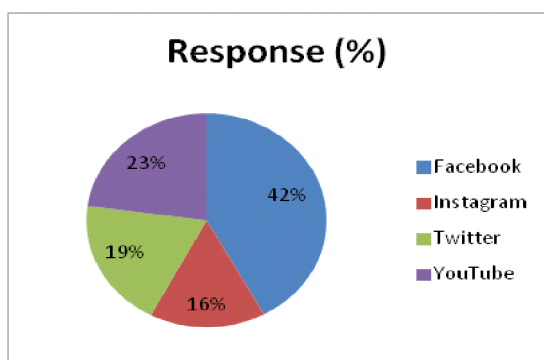
Figure 2: Popular Social Networking Sites

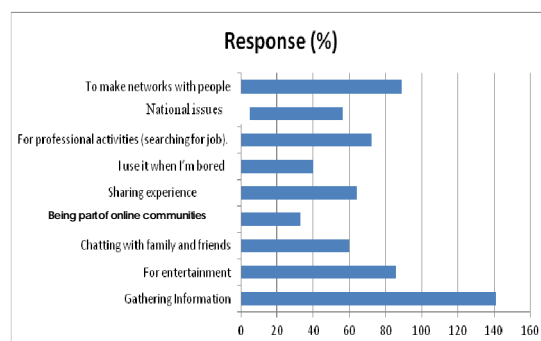**Purpose for using Social Networking Sites**

Table 5 represents the data related to purpose of use of SNSs by the students. It shows that majority of the students (80.1%) access SNS mainly for finding useful information.

Table 5: Purpose of using SNSs

S. No.	Purposes	Response (%)
1.	Gathering Information	141(80.1)
2.	For entertainment	86(48.8)
3.	Chatting with family and friends	60(34.1)
4.	Being part of online communities (communities for music,books)	33(18.7)
5.	Sharing experience	64(36.3)
6.	I use it when I'm bored	40(22.7)
7.	For professional activities (searching for job).	72(40.9)
8.	National issues like politics, economy and religious matters.	56(31.8)
9.	To make networks with people	89(50.5)

Note: Figures in parenthesis represents percentage Being part of online communities


Figure 3: Purpose of using SNSs

Benefits of Using Social Networking Sites

Table 6 along with figure 6 illustrates the benefits of using SNS. Majority of users (67.1%) states that it encourages virtual meeting with classmates/friends. Also 38.6% are of the view that using SNS increases their self-esteem and improves relationship with family and friends along with developing web skills.

Table 6: Benefits of SNSs

S. No.	Benefits	Response (%)
1.	It encourages virtual meeting with classmates/friends	118(67.1)
2.	It increases self-esteem and improves relationships with friends and family	68(38.6)
3.	It supports collaborative and peer to peer learning	28(15.9)
4.	It promotes reading and writing web skills.	68(38.6)
5.	It helps in developing an e-portfolio for future employment.	44(25.0)
6.	It improves the language proficiency	32(18.2)

Note: Figures in parenthesis represents percentage
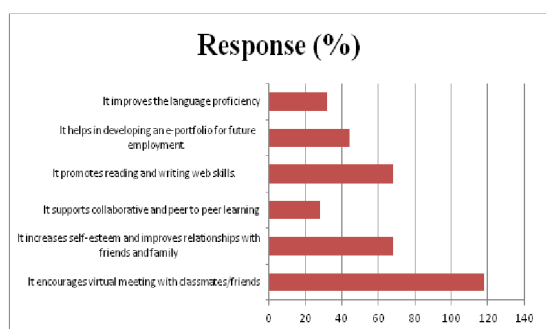
Figure 4: Benefits of SNS

Library as a friend on SNS

Table 7 reveals the student's reaction towards adding library page or community or group etc. as their friend on whatever social networking sites they are member of. Maximum students (77.8%) said yes that they will surely add, while 22.1% were sure that they will not add.

Table 7: Library as a friend on SNS

	Yes	No
Response (%)	137(77.8)	39(22.1)

Note: Figures in parenthesis represents percentage

Services from Library Page/community/ group on SNS

Table 8 shows the services which the users would like to get if they add library as their friend. Maximum users both (72.7%) would like to get updates on services from library's website followed by information on the events being organized in their college.

Table 8: Services from Library Page

S. No.	Responses	Response (%)
1.	Information on events being organized in your college	76(43.2)
2.	Information on interest groups in your college, e.g. a reading group, drama society etc.	26(14.7)
3.	Updates on what services the library's own web site can offer, e.g. improved search options and new electronic services.	52(29.5)
4.	Library updates, e.g. new stock, events, book signings etc.	128(72.7)

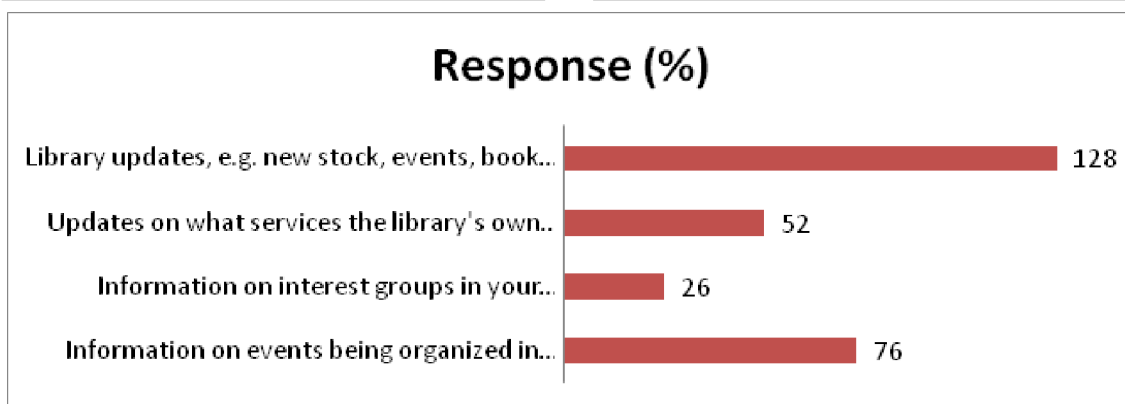Note: Figures in parenthesis represents percentage

Figure 5: Services from Library Page

Privacy

Awareness about the privacy policy

Table 9 shows the awareness among the students regarding the privacy policy who have joined various social networking sites. They were asked whether they have ever read it in parts or in whole. Majority of students (81.8%) are aware about it.

Table 9: Awareness about privacy policy

	Yes	No
Response (%)	144 (81.8)	32 (18.2)

Loss of privacy

Table 10 reveals the loss of privacy experienced by the students by exhibiting their personal contents on profiles on social networking sites. Maximum users (62.5%) felt that they do not feel the loss of privacy by being active in the social networking sites.

Table 10: Loss of privacy

	Yes	No	To Some Extent
Response (%)	24 (13.6)	110 (62.5)	42 (23.9)

Note: Figures in parenthesis represents percentage

Risks and problems involved in SNS

Table 11 represents the risks and problems involved in using SNS. Maximum users (82.9%) said that due to the time they spend on these sites affect their academic performance. The next drawback is that networking on these sites leads to decrease in the real-time face to face networking. This is agreed by 40.9% students.

Table 11: Risks and Problems

S. No.	Risks and Problems	Response (%)
1.	Time spent is mostly on non-academic activities which affect academic performance	146(82.9)
2.	Replaces face to face communication	72(40.9)
3.	Unwanted attention from others	43(24.4)
4.	It causes loss of privacy because of sharing personal information	24(13.6)
5.	Results in poor writing, grammar and spelling	20(11.3)
6.	Can lead to spread of misinformation	40(22.7)

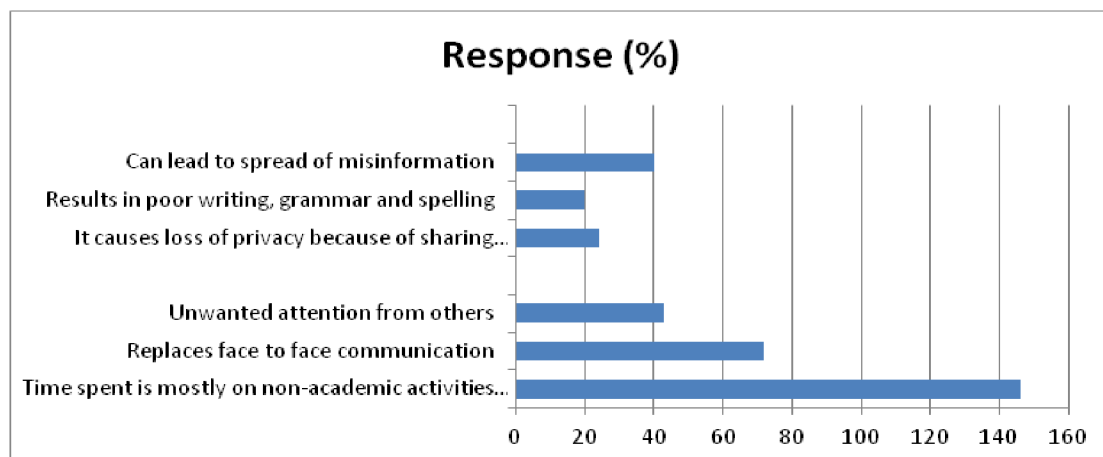Note: Figures in parenthesis represents percentage.

Figure 6: Risks and problems

6. Findings

1. Most of the students access social networking sites using their smart phones sites on daily basis.

2. Facebook comes out to be the most popular site among the students pursuing graduation from ARSD College.

3. The main purpose is to find information and also students are of the view that it encourages virtual meeting with classmates and friends.

4. Maximum students said that they will surely add library page as their friend on whatever social networking site they are member of and will like to get updates on services from library's website followed by information on the events being organized in their college.

5. Majority of students are aware about the privacy policy of the sites on which they make accounts.

6. The time spend by students on these sites affects their academic performance.

7. Conclusion

The conclusion is last of each and every research in which researcher sum up his research article, same here, Application of Social Networking Sites in Library: Case Study of Atma Ram Sanatan Dharma College, University of Delhi, in we can conclude students of ARSD college students are more active on SNSs. As most of the undergraduate students are active on Facebook, so library can use Facebook as a tool to connect with the students for various updates. This paper explores the tacit knowledge of students in various context to accessing the SNSs. This paper is very useful to analysis the student's behavior in SNSs. The suggestions of authors said students of ARSD college are more active on SNSs but they must be trained to use these sites to complete their academic task and another suggestion is, aware them to various open sources, that is available free of cost in internet.

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