User Perception and Expectation from University Libraries: A Case Study among Student Community at Tripura

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Abstract

In the present era, library and information services can also be provided through online mode and thus libraries have become more user-friendly and more interactive. This makes library professionals capable enough to provide real-time services using ICT and Social media tools and services. Social Networking Sites (SNS) or Social Media have given us enormous capability to provide services in real-time. The present study was carried out for the purpose of knowing the awareness and prefer-ence of Social Media particularly to the Library Users belong to differentUniversities in Tripura. The sample of the study comprises of mainly graduate and post-graduate students.Survey method has been adopted for conducting this study. The paper highlights the important findings in respect of the awareness and preference of Social Networking Sites. It also highlights the usage pattern of Social Media by the student community. Further, the paper also described the changing pattern or changing expectation from library services by them; which leads to find out the possibilities for the usage of Social Mediaor Social Networking Site's for library extension services.

Keywords: Users Perception,Users Expectation, Social Networking Site, Social Media, Library 2.0, Library Extension Services

1. Introduction

In recent years, social networking sites like Facebook, Twitter, WhatsApp, Myspace, LinkedIn etc.are being accessed by all over the world. Social networking in the field of information is one of the great contributors to the field of information society. It has various kinds of unique features that serve the user community in their day to day life, but these also create a thread among the library and information science community due to the availability and accessibility of appropriate resource.

Social networking is a social structure that lets the user interact and work collaboratively with other users, including the ability to browse, search, invite friends to connect and interact with web world. Social networking not only enhances the practical usability in the library but also helps the diminishing librarians add value to their profession, given the value or potential of librarian being questioned in the information landscape.Students are increasingly utilizing these social networks for friends' news feeds, personal updates, events and activities, notes, and messages.

2. Review of Literature

In the last decade, social networking sites have become a vital part of the student culture of most

American colleges and universities. In 2008, EDUCAUSE Center for Applied Research (ECAR) study found that almost 85.2% undergraduates students use one or more social networking sites, and out of which majority (89%) of them are using Facebook (Salaway, Caruso, & Nelson, 2008; Sachsa, Eckela & Langana, 2011).

Boyd & Ellison (2008) said that social networking sites become one of the more important online communication tool that allows users to create a public or private profile in their day to day activities to interact with other people. Mishra (2008) conducted a study on Social Networking Technologies (SITs) in digital environment: its possible implications on libraries. In his study he finds out that there was a great deal of potential inherent in Social Networking Software's for professional development and professional networking purposes.

In 2007, OCLC conducted a study with 6,100 numbers of users of all ages. The result of the study shows that 66% of respondents use social networking sites. Out of those respondents, 37% of them used for just networking purpose, and 28% of them to be part of a their friend. Again, in the study of University of North Carolina; Chapel Hill & Bumgarner (2007) found that effective use of Facebook among student community. In ECAR study, shows that 96.8% under graduate students use social networking sites to just to stay in touch with their friends; while 49.7% use the sites for discussing course material, etc. and only very few 5.5% used to communicate with instructors (Salaway, et al., 2008; Connell, 2009). Bhattacharjee (2014) conducted a study on e-resource and Internet use pattern of Tripura University, Tripura among social science community. In the study, it was found that

social scientists generally facing problem while accessing e-resources. Further, the study showed that library users access social networking sites effectively.

3. Social Networking Tools in Library 2.0 Environment

Social Networking helps Library and Information Science professionals to access/ share information with users in the easiest way for accessing information. Library and Information Science professionals can use Social Networking mainly into three broad activities for library and information services; which are Information communication, Knowledge distribution and knowledge organization (Bhattacharjee, Bhattacharjee & Sinha, 2014).

❖ **Information Communication:** Library and Information Science professional generally keep constant interaction with students and faculty members in online collaborative environment. The Social Networking tools which can be practiced by the library for these purposes are Facebook, Blog and Twitter.

❖ **Information Distribution:** Information sharing is very complicate part or crucial area where Library and Information Science professional should looks continuously while considering and designing library activities. Users' such as students and faculty members should get satisfaction and priority should be given by providing right information at the right time in a right way from right place. Library professionals should think for implementing web 2.0 technologies in library services. The Social Networking tools which can be practiced by the

library for these purposes are Flicker, YouTube, and Wiki.

❖ Knowledge Organization: Social Networking helps the Library and Information Science professional in KO environment for getting proper information, which can be accessible with the Social Networking Site technologies. The Social Networking tools which can be practiced by the library for these purposes are Netvibes, Connotea, LibraryThing, etc.

Social Networking Software can be used as best option by the Library and Information Center for proving higher and qualitative resource for user. It can give additional impact to the library services. Some Social Networking Software like RSS feed, Blogger, Wiki, Library Thing, etc. can be used by Library and Information Center for information sharing among the online community (Graham, Faix, & Hartman, 2009).

The following challenges should be taken into consideration while implementing social software in library as:

❖ **Conviction**:There is need for having good arguments to proof when these tools are used.

❖ **Culture**:There is also need for transparent, open, horizontal working culture.

❖ **Organization Support**:There are needs to have a commitment from the higher authority for collaborative web tools.

❖ **Patience:** To incorporate web2.0 tools into the library, an organization should take time to examine the possibilities or users demands.

❖ **Privacy, IPR, Copyright Issues of Social Software**: JISC highlighted that issues such as privacy, IPR, copyright are needed to be

resolved before posting any kinds of information. Storing personal data on remote systems raises obvious privacy issues, but IPR and copyright issues also need to be explored.

❖ **Resources:** One must have to be well aware of the tools, which they are going to install.

❖ **Software:** Software is one of the very important tools before implementation of Social Networking Site.

❖ **Technical and Institutional Barriers**: The JISC report also highlighted technical barriers to use social software in educational establishments. Certain social software may conflict.

❖ **Training:** Web2.0 might be easy to use but many people from the organization might be new to the applications; which needs to be taken care. Proper training should be provided to them. Things such as tagging, RSS feeds or basic upload functions have to be often explained.

❖ **Usability:**. Usability is very important because users shall take advantage of all features offered.One should spend enough time to assess the features to be provided.

❖ **User Orientation:** Developing a web-based communication culture needs orientation. Blogs are totally different from a workflow based intranet. Therefore a policy can help to explain the advantages and also show the limits of interaction.

❖ **User Participation**: In the beginning, there is a possibility of very less users' participation; so critical mass of contributors is important in this case. Web 2.0 or Library 2.0 tools are ideal for revolutionary marketing, where motivated contributors serve as multipliers and can easily

train others to join. (Sinha, Bhattacharjee, & Bhattacharjee, 2013).

4. Objective of the Study

The objectives of the study are as follows:

❖ To examine the awareness of Social Media among student communityof University Libraries in Tripura;

❖ To know the preference of Social Media by them;

❖ To examine the usage pattern of Social Media among them;

❖ To focus on some issues related to social networking sites and library services;

❖ To know the expectation from the university libraries.

5. Research Methodology Adopted

The simple random sampling technique was used to collect the data from the population. The present study includes 170 respondents who are using Internet. The samples were drawn from the student community belong to Tripura Universityand ICFAI University library users. Data was collected during the period of January to March, 2016. On the basis of filled up questionnaire the data has been analyzed and tabulated. All the results have been shown in tabular and/ or graphical representation.

6. Delimitation of the Study

The study is delimited to student community library users. Further, the study is delimited to the Tripura University, Tripura and ICFAI University, Tripura.

7. Distribution of Questionnaire to the Respondent and Responses Received

Altogether 260 questionnaires have been distributed randomly to student community library users at Tripura. Further, equal numbers of questionnaires (130; 50% each) have been distributed to Tripura University and ICFAI University, Tripura respectively.

Table 1: Distribution of Questionnaire and Responses Received (N=260)

Questionnaire	No. of Respondents	Percentage (%)
Questionnaire Received	178	68.4
Response Not received	82	31.6
Total Distributed	260	100

(Source: Primary Data)

Table 1 shows that the questionnaires were distributed to 260 respondents. Out of which 178 (68.4%) respondents have returned the filled up questionnaire; whereas 82 (31.6%) respondents have not returned the same. The response rate was 68.4%.

7.1 Personal Background of the Respondents

From the Table 2, it is also evident that out of 178 respondents, 62 (69.6 %) of respondents are male whereas 54 (30.3%) respondents are female which shows that in the present study male respondents have participated in more number than that of its female counterpart.

Table 2: Gender- wise Distribution of College Library Users (N=178)

	Number of Respondent	Percentage (%)
Male	124	69.6
Female	54	30.3
Total	**178**	**100.0**

(Source: Primary Data)

7.2 Awareness of Social Media

From the responses received from the respondents, it is found that all respondents (178, 100%) are aware of social media. This indicates that in the present time social media plays very important role to communicate with the peers, friends or relatives and also for circulating information as easiest ways between them.

7.3 Preference of Social Media

As all respondents are aware of social media, further question was asked to them to know their preferences of social media access,

It was found that majority of the respondents (166; 93.2%) are preferred "WhatsApp" which is followed by almost equal 164 (92.1%) numbers of respondents prefer "Facebook"; whereas 160 (89.8%) numbers of respondents prefer "YouTube". Further, 153 (85.9%), 121 (69.9%), 118 (66.2%) numbers of respondents prefer "Twitter", "Reddit" and "Others" social networking media. These finding shows that most of the students belong to university libraries in Tripura use "WhatsApp" and "Facebook" at most of the time to keep communication between peers/ friends/ relatives.

7.4 Preference of Tools for accessing Social Media

Further, question was asked to them to know about the tools generally respondents use while accessing social media.

It was found that majority of the respondents (158; 88.7%) are preferred "Smart Phone" which is followed by 123 (69.1%) numbers of respondents prefer with "Laptop"; whereas 102 (57.3%) numbers of respondents prefer with "Desktop" as a tool for using social networking site. The finding also shows that most of the respondents use Smartphone to access or communicate with peers/ friends.

7.5 Purpose of using Social Media

Again, to know the purpose of social media use, next question was asked to the respondents; which is shown in Table: 3.

Table -3: Purpose of using Social Media (N=178 each)

	Number of Respondent	Percentage (%)
To chat with the friends	168	94.3
To get up to date information	157	88.2
To know about other friends activities	129	72.4
To get information about study/ research related activities	105	58.9
Others	74	41.5

(Source: Primary Data)

The study result shows that majority of the respondent (168; 94.3%) are use social networking mainly to chat with the friends which is followed by

157 (88.2%) numbers of respondents use mainly to get up to date information whereas 129 (72.4%) numbers of respondents using social networking to know about other friends activities. Further, most of the respondent (105; 58.9%) are using social networking site to get information about study/ research related activities. Moreover, some respondents also use social networking site for other activities such as to upload video, to collect information related to job, online-marketing, etc.

7.6 View of Library Services through Social Networking

Further, question was asked to respondents whether Social Networking Site is a good way to stay in touch with them in Library point of view. Almost all (169; 94.9%) respondents said "yes" or "sort of". These results show that users might feel very comfortable to keep in touch with library through social networking profile.

Thus, each university library must develop their social networking profile by creating own library blogs, Library Facebook page, WhatsApp profile, etc. to keep connected with the students community to provide effective services.

7.7 Types of Library Services on Social Network

To introduce the library services or to overcome difficulties faced by the library users while accessing library services, suggestions were invited from the respondents. For each suggestion the respondents were asked to rank their opinion from 1 to 5 ranks as per their perception.

Table -4:Types of Library Services helpful over Social Network (N=178 each)

Suggestions	Rank	Percentage
Alerts for the new arrival	1	134(75.2%)
Alerts for the events/ orientation within library	2	128(71.9%)
Alerts for job related advertisement	3	113(63.4%)
Increase the speed of Internet connection within library/campus.	4	101(56.7%)
To start CAS and SDI service over SNS	5	90(50.5%)

(Source: Primary Data)   (Allowed for Multiple Responses)

The suggestions put forwarded by the respondents with ranks have been tabulated and shown in Table-4, which reveals that the majority of the respondents 134 (75.2%) suggest for Social Networking Alerts services for the new arrival, and is placed at 1st rank which is followed by Social Networking alerts services for the events/ orientation within library (128; 71.9%) and placed at the 2nd rank whereas e-alerts for job related advertisement (113; 63.4%), increase the speed of Internet connection within library/campus (101; 56.7%) and to start Social Networking CAS and SDI service (90; 50.5%) are placed at the 3rd , 4th and 5th rank order respectively.

8. Discussion

From the survey, it is found that library users belong to student community of Tripura University and ICFAI University, Tripura are very much aware and effectively using Social Networking Sites in their day to day activities. But, the usage of library services within Social Network have not been started; which must be implemented as soon as possible.

Social Networking Site is supposed to be much more about the working culture and willingness to communicate in virtual network. User participation is one of the key factors, for the successful implementation of library services. Therefore library should think and crack the challenges to stand as good social partner in the online collaborative environment.

Library should conduct awareness among the library users regarding the types of sources, their importance and usefulness of Social Networking Site in view of library content;

The library users should be educated with the new information technology and Social Networking Sites followed by the libraries;the authority should conduct training program or orientation or educational program for library users at a very closer interval to make aware about library features.

9. Conclusion

All together the use of Social Networks and applications along with others will continue a meaningful and substantive change in the history of libraries. The library collections will change and become more interactive and fully accessible. One can archive this through white papers, articles, blog posts, presentations and more. In Social networking we see the trend in which technologies with greater personalization and probability. These applications are rapidly gaining adherents as a growing numbers of libraries and librarians are expecting with purchasing and delivering information in this simple and practical way of Social Networking application.Library should experiment and come forward to accept this new technology to implement effectively.

Libraries may have to adjust to continuing changes or updates to Social Networking Site's functionality, platform, and even its privacy policies. Though it is the essential nature of working within the rapidly changing world of social networking sites, this study concludes thatlibraries and users can be benefited from connecting library services effectively with social networking sites.

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