

## Utilization of Social Media Networking Sites by the Library Science Students of Post-Graduate (PG) College, Jogipet, Telangana State: A study

**P. Lavanya**

Part-Time Lecturer

Dept. of Library and Information Science

Post-Graduate (PG) College

Jogipet, Telangana State

**Abstract** - *The paper describes the utilization of social media networking sites in by the students of PG students of Library Science. The purpose of this paper is to study the users of social media networking sites in higher academic institutions and to determine the awareness about social media networking sites among library science students of higher academic institutions. The result shows that, social media networking sites are widely used for the development of students knowledge and dissemination of information among the library science students and the social media applications and sites are gaining importance in the Indian scenario also.*

**Keywords:** Social Media, Social Networking, Library Science Students, Jogipet, Medak District, Telangana State.

### Introduction:

Social media are speedy becoming very popular capacity of both interpersonal and public verbal exchange in India and the world at large. Social media are current interactive conversation channels via which humans connect to one another, share ideas, experiences, pictures, messages and statistics of common interest. What distinguishes the social media from the traditional skill of communication is their interactive nature which permits the audience to participate in it from any phase of the world they reside. McQuail (2010:39) differentiates the social media from the traditional mass media when he cited that “traditional mass conversation was once really one-directional, while the new varieties of communication are if truth be told interactive.” This interactive aura of the new media confers an unparalleled popularity on them.

Social Networking Sites as “the use or establishment of social networks are connections; the use of websites which enable users to interact with one another, find and contact people with common interest with the help of Social Networking Sites”. We can share files, documents, photos, slides etc., with our precious readers. Social Networking Sites are useful to share your resources online with your friend circle. Users can upload their own Photo or videos to these sites which are available to other users also.

Social Networking makes it possible to reach many people in a very short time. This has led to the creation of a site that is involved in helping the community. Social sites like Facebook, LinkedIn, You Tube, Twitter, Google+, Pinterest, Instagram, Tumblr, Digg, Whatsapp, Syype, Viber,etc. have also been involved in social care by spreading the news in cases of information.

Messages on these sites get to many people in a very short time and this greatly helps in saving many people from potential situation.

## Related Studies:

**Samir (2013)** reason of this paper is to determine the appreciation and use of social networking sites amongst university college students in the nation of Kuwait and learn about their advantageous and poor impacts. he lookup approach is descriptive in nature. A questionnaire with 5 principal sections was once designed, validated and allotted among the pattern of students. The outcomes showed a heavy use of Twitter and Facebook among college students who have been viewing their websites more often than posting. The most superb influences have been better relation with family, relatives, and friends and greater involvement in social, political and cultural activities. Neglecting study/work and the time consumed are the two most important drawbacks. **Eke-Okpala et.al. (2014)** find out about was once carried out to look into the use of social networking websites amongst the undergraduate students of college of Nigeria Nsukka. In the context of today's electronic media, social networking sites have come to suggest individuals, the use of the Internet and web application to speak in formerly impossible ways. This is mostly the end result of a culture-wide paradigm shift in the uses and probabilities of the web itself. The study adopted the descriptive survey research sketch which was once employed to derive responses from a pattern measurement of a hundred and fifty undergraduate college students of college of Nigeria Nsukka who have been chosen by using random sampling techniques. Data have been accrued from this populace the usage of questionnaire. The a hundred and fifty respondents carried out and back the questionnaire efficaciously representing a hundred percent response Means (x) had been used to analyze the six research questions that guided the study. Drawn from the findings, it was encouraged that university Authorities have to organize seminars to enlighten college students on the not-so top elements of social networking sites etc. In addition useful hints for in addition lookup had been equally made. **Sharifah and Zahra(2015)**. study investigated the pedagogical affordances of SNS and its relationship on student engagement. A pattern of 300 college students spoke back to this quantitative research the usage of a self developed questionnaire. The hypothesized mannequin has been examined to decide the relationships between pedagogical affordances and student engagement. Using Multiple Regression Analysis, the mannequin is in a position to explain the significant relationships of connectivity, assessment and feedback and collaboration in predicting pupil engagement when learning via SNS. The implications of the find out about are mentioned based totally on theory, sensible significance and methodology of research.

## Objectives of the Study

- To know the awareness of SMNS among Library Science Students
- To study the utilization of social media networking sites in the Post-graduate students of Library Science Students of Jogipet, Telangana State.
- Users perceptions on social media
- To know /study the preferred devices to use library services

## Statement of the Problem

The study pointing out of analyzing the awareness and usage of Social Networking websites amongst library students. The social networking sites are widely used with the aid of the current day generations and these web sites grow to be the favored equipment for sharing information amongst the members. This find out about is to make world imaginative and prescient to the academicians and coverage makers to put in force social networking web sites or equipment in an academic environment to deliver information to the give up users. Hence the title of the study is “Utilization of Social Media Networking Sites by the Library Science Students of Post-Graduate (PG) College, Jogipet, Telangana State: A study”.

## Scope and Limitations

The scope of the study is limited to the process, methods and resources adopted in implementing social networking sites among M.L.I.Sc. students of Post-Graduates college, Jogipet. The study also examines the users of social networking sites, uses of social networking sites, merits and demerits of social networking sites, problems and prospectus of social networking sites. The study is limited to the study the M.L.I.Sc. students of Post-Graduates college, Jogipet only.

## Data Collection

The Questionnaire is used for data collection tool to gather primary data on awareness and usage of social networking sites. The questionnaires were distributed to the library students in PG College, Jogipet. Interview method has also been adopted to find out the extent of knowledge on social media among library students with questions. The questionnaires were distributed to the M.L.I.Sc. students of PG college at Jogipet to gather the data through mail or post or in-person.

## Methodology

Survey method has been employed to gather the primary data for the present study. The Questionnaires have been to use as a data collection tool. The statistical methods such as percentile, mean, mode, Standard Deviation (SD) and other statistical methods will be using for the study.

## Interpretation of Data

### Gender-wise respondents

Questionnaires were distributed to the PG Students (M.L.I.Sc.) of Jogipet Post-Graduate College, and also personal interviews were conducted to get more accurate data, the collected data has been analysed and the results were presented as below. The pilot study has been conducted and 38 responses have been received and analysed. The table-1 shows that, the Male respondents are 26 (68.42%) and Female respondents are 12 (31.58%).

Table 1: Gender Wise distribution of respondents

Gender	No. of Respondents	%
Male	26	68.42
Female	12	31.58
Total	38	100

### Membership in Social Media sites

Table-2 depicts that almost 94.74.3% students are members of the social media networking sites only 5.26% students are not registered in any social media networking sites.

Table 2: Are you member of social networking site

Response	No. of Respondents	%
Yes	36	94.74
No	2	5.26
Total	38	100

### Awareness on SMNS

Table 3 reveals awareness of social media networking sites, 28% are aware of 'blogs' and 2% are not aware, 13.17% of the respondents aware of 'facebook', 3.56% of the respondents aware of 'flicker; and 7.26 is not aware about 'flicker', 8.90% of the respondents aware about the 'google+' and 6.60% is not aware, 2.27% is aware on 'instagram' and 11.55% is not aware, 7.83% of the respondents are aware about 'linkedIn' and 5.94% is not aware, 4.98% is aware and 11.55% is not aware on 'mySpace', 3.56% of the respondents is aware and 9.90% not aware on 'pinterest', 5.34% are aware and 11.88% of the respondents are not aware on people are aware on 'skype', 3.56%, 3.56 on 'tumblr, 6.76%on 'twitter', 2.85% on 'viber' 12.46% on 'whatsapp', 12.81% of the respondent are aware on 'youtube' and 1.32% are not aware. Majority of the respondents are aware on 'youtube' and 'whatsapp' social media.

Table-3: Awareness of Social media Networking site

Sl. No.	SNT	Aware	%	Not Aware	%
1	Blogs	28	9.96	2	0.66
3	Facebook	37	13.17	1	0.33
4	Flicker	10	3.56	22	7.26
5	Google+	25	8.90	20	6.60
6	Instagram	12	4.27	35	11.55
7	LinkedIn	22	7.83	18	5.94
8	MySpace	14	4.98	35	11.55
9	Pinterest	10	3.56	30	9.90
10	Skype	15	5.34	36	11.88
11	Tumblr	10	3.56	36	11.88

12	Twitter	19	6.76	22	7.26
13	Viber	8	2.85	36	11.88
14	Whatsapp	35	12.46	6	1.98
15	Youtube	36	12.81	4	1.32
	Total	281	100	303	100

## Follow up

Table 4 explores the reason to follow social media application, 38 respondents are followed the social media application through 'word of mouth' and 35 respondents are followed through search engine, 25 respondents said they are following through 'friends suggestion', 20 respondents expressed their opinion that they follow through 'advertisements' and 30 respondents say that are not following through 'advertisements'

Table 4: How do follow social media applications

S.No.	Parameter	Yes	No
1	Advertisements	20	30
2	Friends suggestion	25	12
3	Link from the website	16	20
4	Promotional material in the library	10	12
5	Through Search Engine	35	12
6	Word of mouth	38	12

## Advantages

Table-5 explores the advantages of social media tools in libraries, 39 respondents revealed that they will interact with the faculty, 35 respondents expressed their opinion 'Text, Video, Audio, pictures can be accessed' is available, 34 respondents says that 'latest information available' through social media sites, 32 respondents say that 'alerts are available' 10 respondents expressed their opinion 'lecture notes are available' and 28 respondents say 'no'.

Table -5 : If, yes please mention the advantages of social media

Sl. No.		Yes	No
1	Alerts are available	32	18
2	Text, Video, Audio, pictures can be accessed	35	10
3	Lecture notes are available	10	28
4	Interact with the faculty	39	15
6	Latest information available	34	20

## Findings and Conclusion

On overall analysis male respondents are 26 (68.42%) dominating than female respondents, Majority of the respondents are aware on 'youtube' and 'whatsapp' social media because most popular social media networking sites. Majority 38 of the respondents are followed the social media application through 'word of mouth'. The social media has wide impact and importance in transfer of information, sharing, retrieving and disseminating the information among students community. The teacher delivery the lecture notes and information to the students by using the WhatsApp, facebook, Youtube, LinkdIn, Instagram etc. Social media and social networking sites are playing a vital role in disseminating the information to the students and teachers and it also improves the higher education system. The social networking has increased the rate and quality collaboration among teacher and students to share their works.

## References:

1. Eke-Okpala, Helen Nneka, Omekwu Charles, Charles and Omekwu Odoh, Jennifer Nneka (2014). The Use of Social Networking Sites among the Undergraduate Students of University of Nigeria, Nsukka. *Library Philosophy and Practice* (e-journal). 1195. <http://digitalcommons.unl.edu/libphilprac/1195>
2. Maness, J.M. (2006). Library 2.0: The next generation of web-based library services. *Journal of the World Book Community*, 17(3), 139-145
3. McQuail, D. (2010). McQuail's mass communication theory (6th ed.). London: Sage Publications.
4. Ravi Kumar, Chegoni (2015). Social networks impact on Academic Libraries in Technology Era *International Journal of Library and Information Studies*, 5(3), 101-108
5. Samir N. Hamade, (2013). Perception and use of social networking sites among university students. *Library Review*, 62(6/7), 388-397. <https://doi.org/10.1108/LR-12-2012-0131>
6. Sharifah Sariah Syed Hassan and Zahra Mardani Landani (2015). The Use of Social Networks Sites (SNSs) among University Students: How Far do They Learn. *International Journal of Social Science and Humanity*, 5(5), 436-439

