

## Research Article

# Planning and Implications of Social Media Tools to Provide Quality Library Services in Academic Libraries

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## I N F O

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## A B S T R A C T

The core objective to work in this domain is to address how one can exploit the social media to serve the purpose of providing modernize library and information services in context of present digitized society. This study is based on selected research samples which are fifty regular library users from five different and premier engineering colleges stationed within the region of central Gujarat. This paper concluded that good quality libraries are using social media such as Facebook, whatsapp and LinkedIn in a wider way to provide its continuous services to its esteemed users. All most all the libraries utilizes the social media route the most effective and easy to reach to general masses to highlight their library product, services, events, advertisement, research purposes and video conferencing. The online questionnaire was floated to the aforementioned library personals and received the same with their feedback, opinion and suggestions indication how to make library services more attractive and usable by utilizing social media platform effectively and efficiently.

**Keywords:** Social Media, Social Networking Site, Library Services

## Introduction

Looking to the current societal needs the librarians are the most accountable in the process of creation and development of extensive range of library services and resources, by going beyond the daily traditional working practices.

In global context, the present era is of information based competitive environment, where the role of a librarian is very significant not just traditional one, in this line, stated by Igun (2010:18). The librarian must play multifaceted roles, which are decisive and essentially required for information resources management in physical as well as virtual domain too. Here, obvious observations are also made that the utilization of internet, World Wide Web

and even social media as information resources, which has derived many new challenges for librarians to meet the swiftly varying information wants and prospectus for the 21<sup>st</sup> century users. This constraint force librarians to stay updated to attract the library users and to continuously hold to be with them for their required library services. In addition to this, the librarian must follow various ways and means to cater the user's need such as updating, reshaping, redesigning and also must update the packaging of the resources to market their products and services.

Basically the internet technology has brought major changes in everyday life including the way of communication, especially the boundary less connectivity and easy accessibility to the social platforms has bring total transformation in promotions and marketing in the every

sphere of life everyone need very specific information on real time bases, which can be materialized and can be broadcasted due to ITC through electronic media channels. As recent trends and the societal inclination the sharing of voice, data, text and video over social networking sites such as MySpace, facebook, instagram, and on personal blogs are very common and is on the peak of it's popularity across the globe.

The evolution of internet and World Wide Web has transformed the whole globe and present a new way of communication. The limitless connectivity and potential to create an open social order and system of interaction and collaboration have been made possible only because of information and communication technology. We can see the impact of ICT in every walk of life. As everyone needs information pin pointedly and timely manner. The ICT has made a possible for the broadcast of information to all by using various electronic channels. Social Networking Sites are very fashionable in the society; it allows users to share ideas, pictures, posts, interests with people in their network. It provides a modern and effective way of connecting users all over the world. SNSs such as LinkedIn, MySpace, Face book, Twitter, Blogs set up personal communities allow users to view profiles of their friends which is widely used worldwide and very popular in India too.

### Objectives

This study has been conducted keeping in view the following objectives:

- To recognize the challenges librarians may stumble upon while using of social media to provide library services.
- To recognize the kind of social medias can be use to provide library services.
- To find out ways librarians uses of social media to provide library services.

### Research Questions

The research questions raised are:

- What sort of social media platforms can be utilize to extend library services?
- How can librarians have some monitory gain from the use of social media tools to offer library services?
- What are the challenges librarians may face while offering quality library services through social media platform?
- What are the benefits derived from librarians' use of social media for promoting library and information What professional roles and tasks do librarians express to their users through their libraries' social media existence?

### Methodology

The study used both quantitative and qualitative designs.

Data collection was done through the use of self-administered questionnaires and Interviews. Meanwhile, the questionnaires further had both closed and open-ended questions. The use of interviews as well as open-ended questions was to provide for qualitative data. The aim of combining the two research methods was for the purpose of gathering in-depth understanding of people's opinions and experiences into the research. It was further meant to capture information not captured by the other research method. Before the From the same exercise, some questions were added, rephrased, deleted or merged based on suitability to the study. A sample size of 50(20 Librarians and 30 students) was randomly selected to answer questionnaires The data collected through closed ended questions in the questionnaires was analyzed by SPSS while responses for open-ended questions in the questionnaires and interviews were analyzed thematically or by content analysis.

### Advantages of Social Networking Sits in Libraries

- Social media ready to feed user with information.
- Social media allows user to create, connect, converse, to contribute, vote and share Information.
- Social media offers more than just traditional ways of marketing library services.
- Social media helps students in locating library resources.
- Social media helps user to use library in effectively.
- It increases engagement and interactions with library users
- It promotes library services and disseminates news quickly, delivering this information more directly to library users.
- It helps gather feedback to enhance user services.

### Data presentation and Analysis of Findings

Data presented below were gathered during field work, self-administered questionnaires and Interviews. The same were used to answer research questions:

**Table I. Bio data of Respondents**

Respondents	Frequency	Percent
Male	28	56%
Female	22	44%
Total	50	100%

Table 1, shows that 28 (56%) of the respondents are male while 22 (44%) respondents are female.

Table 2, shows that 20 (40%) of the respondents are between age 25-35 years, 12 (24%) are between age 36-40 years, 08 (16%) are between age 41-45 years while 10 (20%) are between age 46 years and above.

**Table 2. Age Range of Respondents**

Age Range	Frequency	Percent
25 to 35	20	40%
36 to 40	12	24%
41 to 45	08	16%
Above 46	10	20%
Total	50	100%

Table 3, shows that on to social media tools 50 (100%) of the respondents visits WhatsApp, 50 (100%) visits Face book, 20 (40%) uses Twitter, 25 (50%) visits Blogs, 15 (30%) visits LinkedIn while 30 (60%) uses YouTube. On total social media usage, WhatsApp, Face book and YouTube have user's frequencies of 100%, 100% and 60% respectively.

**Table 3. Types of Social Media tools used by Respondents**

Social Media Tools	Frequency	Percent
WhatsApp	50	100%
Facebook	50	100%
Twitter	20	40%
Blogs	25	50%
LinkedIn	15	30%
YouTube	30	60%

Table 4, shows that regarding the popularity of social media tools in the library. 45 (90%) respondents said these tools are popular in the library while 03 (6%) said no and 02 (4%) respondents did not given any answer.

**Table 4. Popularity among students and librarians**

Response	Frequency	Percent
Yes	45	90%
No	03	6%
No Response	02	4%
Total	50	100%

**Table 5. Factors inhibiting use of social networking in Academic Libraries**

Factors inhibiting	Frequency	Percent
Unstable internet connection	22	44%
Lack of interest in the use of modern technology	25	50%
Lack of awareness	30	60%
Lack of skill and knowledge	45	90%
Lake of incentive	35	70%

Table 5, shows that following factors are affecting the usage of social media tools in academic library 22 (44%) of the respondents said that unstable internet connection, 25 (50%) said lake of interest in the use of modern technology, 30 (60%) said lake of awareness, 45 (90%) said lake of skill and knowledge and 35 (70%) said lake of incentive for inhibiting use of social media. So, looking the data, mostly users are not aware of social media tools. This is very much sad matter for our profession.

### Recommendation

Subsequently, the recommendations made by the researchers to have effective use of the social media platform to avail better library services to strengthen Indian academic environment, which are as follows:

- Enough technological and networking infrastructure is code need in any good library and the charitable agencies and the library management shall take fresh initiative in this direction.
- Information and communication technologies policies should not only be formulated in the libraries but there shall also enough provisions to utilize the social media tools among librarians and non-professional staff in the library.
- Librarians using social media tools to extend library services must be very careful about what they post on social media as once contents are posted online, it might be very difficult to take them back.
- Develop a road map to show organized stages through which the adoption of social media tools will take.
- Put in place planned programs intended to raise awareness and re-skilling of library staff and students on the use of right social media tools.
- Academic library must improve its infrastructure i.e. ICT facilities, internet connection, power supply.
- Adoption and use of social media tools should be encouraged.

### Conclusion

This study concluded that the social media were used for the library services for academic purpose can be very much advantageous compared to the cost that it incurred. Especially interacting with masses such as students and staff members the social media tools are the most effective way to reach too masses in no time, the demerits of it is to have skilled staff in the library which can keep pace with the continuously updating technologies, hence staff training shall be added component in whole of the implementations, which shall be addressed by the library management.

There may be many libraries may not be updated in this way, but may have plans to accept such technological advancement in near future. The experiences of librarians are also matters a lot to such up gradation and to avail such social media tool for the staff, students and the other users.

The phenomenon of social media tools is likely to continue evolving rapidly. This study also finds that factors related to time pressure and competencies of staff need to be addressed in order to encourage libraries to take advantages offered by these web technologies.

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