

The Benefits Of Social Networking Site (Facebook) in Making Awareness Among The LIS Professionals Of Mlosc Group: A Case Study

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Abstract

Current research focuses on examining how much, why and how LIS Professionals use Face book, one of the most popular social networking site, and understanding its impact on education and social interaction. The aim of this study is to examine the purposes of Face book use in an LISC Professionals sample and explore time investment of the professionals to Face book social network site. And the study was focus on to explore social networking site (SNS), Face book to work as an effective tool for imparting information or knowledge and prove helpful in making awareness among Library and Information Science (LIS) Professionals of MLOSC Group as most important aspect of Face book as its emphasis on online collaboration and sharing because it has social networking, user centric characteristics. Data was collected by means of a questionnaire that was circulated among the LIS Professionals of MLOSC Group randomly. Present article reports the survey of social networking site, Face book in making awareness among LIS Professionals. Analysis will help the LIS professionals in deriving the benefits of SNS, Face book.

Keywords: Face book, LIS Professionals, Social Networking, Social Networking Sites, MLOSC Group.

Introduction

Social network sites (SNSs) such as such as Friendster, CyWorld, and MySpace allow individuals to present themselves, articulate their social networks, and establish or maintain connections with others. These sites can be oriented towards work-related contexts (e.g., LinkedIn.com), romantic relationship initiation (the original goal of Friendster.com), connecting those with shared interests such as music or politics (e.g., MySpace.com), or the college student population (the original incarnation of Facebook.com). Participants may use the sites to interact with people they already know offline or to meet new people. The online social network application analyzed in this article, Face book, enables its users to present themselves in an online profile, accumulate “friends” who can post comments on each other’s pages, and view each other’s profiles. Face book members can also join virtual groups based on common interests, see what classes they have in common, and learn each others’ hobbies, interests, musical



tastes, and romantic relationship status through the profiles.

Face book constitutes a rich site for researchers interested in the affordances of social networks due to its heavy usage patterns and technological capacities that bridge online and offline connections. We believe that Face book represents an understudied offline to online trend in that it originally primarily served a geographically-bound community (the campus). When data were collected for this study, membership was restricted to people with a specific host institution email address, further tying offline networks to online membership. In this sense, the original incarnation of Face book was similar to the wired Toronto neighborhood studied by Hampton and Wellman (e.g., Hampton, 2002; Hampton & Wellman, 2003), who suggest that information technology may enhance place-based community and facilitate the generation of social capital.¹ Previous research suggests that Face book users engage in “searching” for people with whom they have an offline connection more than they “browse” for complete strangers to meet (Lampe, Ellison, & Steinfield, 2006).

An Overview of Face Book

Created in 2004, by 2007 Face book was reported to have more than 21 million registered members generating 1.6 billion page views each day (Needham & Company, 2007). The site is tightly integrated into the daily media practices of its users: The typical user spends about 20 minutes a day on the site, and two-thirds of users log in at least once a day (Cassidy, 2006; Needham & Company, 2007). Capitalizing on its success among college students, Face book launched a high school version in early September 2005. In 2006, the company introduced communities for commercial organizations; as of November 2006, almost 22,000 organizations had Face book directories (Smith, 2006). In 2006, Face book was used at over 2,000 United States colleges and was the seventh most popular site on the World Wide Web with respect to total page views (Cassidy, 2006).

Much of the existing academic research on Face book has focused on identity presentation and privacy concerns (e.g., Gross & Acquisti, 2005; Stutzman, 2006). Looking at the amount of information Face book participants provide about themselves, the relatively open nature of the information, and the lack of privacy controls enacted by the users, Gross and Acquisti (2005) argue that users may be putting themselves at risk both offline (e.g., stalking) and online (e.g., identify theft). Other recent Face book research examines student perceptions of instructor presence and self disclosure (Hewitt & Forte, 2006), temporal patterns of use (Golder, Wilkinson, & Huberman, 2007), and the relationship between profile structure and friendship articulation (Lampe, Ellison, & Steinfield, 2007).

In contrast to popular press coverage which has primarily focused on negative outcomes of Face book use stemming from users’ misconceptions about the nature of their online audience, we are interested in situations in which the intended audience for the profile (such as well-meaning peers and friends) and the actual audience are aligned. We use Face book as a research context in order to determine whether offline social capital can be generated by online tools. The results of our study show that Face book use among college-age respondents was significantly associated with measures of social capital.

Library and Information Science Professionals:

Generally all the people who are engaged with library and information science subject either as a Librarian or Lecturer or Research Scholar or Technical Assistant or Student are called Library and Information Science Professionals. But In LIS Professionals we have taken here the Assistant Librarian, Deputy Librarian, Lecturers, Readers, Research scholars, M.phil and post graduate (MLISc) students of MLOSC Group. Eight questions were asked to them and we have received answers of all of them. We have taken five social networking sites – Face book, Google+, Twitter, Orkut and Yahoo to conduct our study and to reveal LIS Professional's view about them as whether these sites are helpful in making awareness among them or not.

Benefits of Social Network Sites (SNS)

We use people to find content, but we also use content to find people. If they are understood better relationships and knowledge flows can be measured, monitored, and evaluated, perhaps (for instance) to enhance organizational performance. The results of a social network analysis might be used to:

- Identify the individuals, teams, and units who play central roles.
- Discern information breakdowns⁷, bottlenecks⁸, structural holes, as well as isolated individuals, teams, and units.
- Make out opportunities to accelerate knowledge flows across functional and organizational boundaries.
- Strengthen the efficiency and effectiveness of existing, formal communication channels.
- Raise awareness of and reflection on the importance of informal networks and ways to enhance their organizational performance.
- Leverage peer support.
- Improve innovation and learning.
- Refine strategies.

Development work, for one, is more often than not about social relationships. Hence, the social network representation of a development assistance project or program would enable attention to be quickly focused (to whatever level of complexity is required) on who is influencing whom (both directly and indirectly). (Outcome mapping is another method that attempts to shifts the focus from changes in state, viz., reduced poverty, to changes in behaviors, relationships, actions, and activities.) Since a social network perspective is, inherently, a multi-actor perspective, social network analysis can also offset the limitations of logic models (results frameworks).

Advantages of Facebook For LIS Professionals

- The primary function of any library is to acquire, store and disseminate the information, in the same way face book also explores the information variously.
- Face book helps students or research scholar to develop practical research skills that they need in a world where knowledge construction and dissemination make increasing use of online information network.
- Face book works as a tool to mobilize library services among younger generation of LIS Professionals.

- Similarly as to get aware of the users about new arrivals library have make notices, in the same way face book also shows new information in the form of notification.
- The faculty of Library and Information Science may get share information with their students on
- SNS, Face book that will help to embark their wide knowledge to the student's community outside the classroom.
- Face book can work as a tool for interaction among the students and teachers.
- The popularity of social networking sites is increasing among the educated people especially adult youth in college and universities and by LIS Professionals.

Problem Statement:

There are many studies conducted to find out the impact of social networks on young generation. But the present work is conducted among the Library and Information Science Professionals of MLOSC Group to explore how social networking site Face book proves helpful in generating awareness.

Review of Literature

Online social network tools may be of particular utility for individuals who otherwise have difficulties forming and maintaining both strong and weak ties. Some research has shown, for example, that the Internet might help individuals with low psychological well-being due to few ties to friends and neighbors (Bargh & McKenna, 2004). Some forms of computer-mediated communication can lower barriers to interaction and encourage more self-disclosure (Bargh, McKenna, & Fitzsimons, 2002; Tidwell & Walther, 2002); hence, these tools may enable connections and interactions that would not otherwise occur. For this reason, we explore whether the relationship between Face book use and social capital is different for individuals with varying degrees of self-esteem (Rosenberg, 1989) and satisfaction with life (Diener, Suh, & Oishi, 1997; Pavot & Diener, 1993), two well-known and validated measures of subjective well-being. This leads to the two following pairs of hypotheses:

Social media, social networking, online communication words used parallely. Zakaria et al (2010) believes that social media applications have already being accepted by young generations as a platform to socialize, collaborate and learn in an informal and flexible manner although their level of involvement and contribution varies significantly. Al- Daihani's study (2010) explores that the majority of MLIS students are aware of social software applications and they make moderate use of blogs, communication tools and social networking sites. Sheens study among students of the Pakistan reveals that the use of social networking site indicates popularity of facebook.com among these youth more often. The survey of Pew Internet (2010) says that face book is the most commonly used social network among adults. Subramanian, et al (2008) reported the findings of study conducted to understand the role of SNS in college student's lives. The figure and statistics shows how Face book has a very influential role in the lives of young adults. In present paper the investigator has the aim of exploring how LIS Professionals integrated Face book as a tool helpful in generating awareness.

Objectives of The Study

- To find out the role of social networking site, Face book in creating awareness among LIS Professionals of University Libraries of U.P.
- To explore LIS Professionals view about its uses and services.
- To identify potential contribution of Face book to fill the gaps among LIS Professionals.
- To identify the methods of data collection and analysis.
- To explore how to retrieve the relevant information with the use of Face book by LIS Professionals.
- To help LIS Professionals to generate a user driven environment and updates user with changing environment.
- To reveal Problems in the use Face book.

Limitations:

The study is limited to LIS Professionals as we want to reveal uses of Face book in developing awareness about current happenings, professional information, job opportunities and educational development.

Methods:

The study was based on survey as were administered among MLOSC LIS Professionals of randomly. The collected data were analyzed using statistical tools.

Data analysis:

The data is analyzed in view to the objectives mentioned in the study as follows:

Table No 1: Gender Wise Analysis of Respondents

Sr. No	Gender	Respondents	Percentage
1	Male	125	68%
2	Female	59	32%
	Total	184	100%

The result of this study shows that out of 184 respondents 125 (68%) were male and 59 (32%) were female.

Table No 2: Most Used Social Networking Sites

Sr. No	SNS	Respondents	Percentage
1	Face book	164	89%
2	Google+	107	57%
3	Orkut	53	29%
4	Yahoo	49	27%
5	Twitter	28	15%
6	Other	11	6%

It is clear from the above table that Face book was the most often used Social networking site among LIS Professionals with 164 (89%)%, Google+ was the second most used SNS with 107 (57%) respondents respectively Orkut recite in third position having 53 (29%), Yahoo was in fourth position with 49 (27%), Twitter was in sixth position with 28 (15%) and other for exe, LinkedIn, Ning, Grouply, Blog, Flicker, Photo bucket, Net log, with 11 (6%) of respondents respectively. Respondents may select more than one checkbox, so percentages may add up to more than 100%.

Table No 3. Frequency of use of Face Book

Sr. No	Frequency	Respondents	Percentage
1	Daily	112	61%
2	Sometime	62	34%
3	Rarely	10	5%
	Total	184	100%

It is observed in the study the out of 184 respondents 112 (61%) of LIS Professionals were use Face book every day, 62(34%) used it sometimes, and 10 (5%) rarely used of face book respectively.

Table No 4: Purpose of Using Face book

Sr. No	Purpose	Respondents	Percentage
1	To get interact professionally	122	66%
2	To keep abreast of the latest news and commentaries	110	60%
3	To participating in discussions	87	47%
4	To Express Creativity	82	45%
5	Other	11	6%

It is revealed from the above table that 122 (66%) LIS Professionals were use Face book to interact professionally, 110 (60%) to use keep abreast of latest news and commentaries, 87(47%) of users to use to participating in discussions of the LIS field, 82 (45%) used to Express Creativity and 11 (6%) used to other for example to connect LIS Professionals all over the World somebody have says it's very best platform in LIS field, for time pass, To build a strong library network across world with new people and distant friends. Respondents may select more than one checkbox, so percentages may add up to more than 100%.

Table No 5: Satisfaction Level of use of Face Book in Making Awareness

Sr. No	Satisfaction View	No of Respondents	Percentage
1	Agree	126	69%
2	Disagree	15	23%
3	Neutral	43	8%
	Total	184	100%

It is founded that the out of 184 respondents the 126 (69%) LIS Professionals were agree that Face book proved helpful in making awareness, 43 (8%) have the neutral opinion and 15 (23%) were disagree with it.

Table No 6: Face book works as a platform to interact beyond barriers of location and Nationality

Sr. No	Satisfaction View	Respondents	Percentage
1	Agree	142	78%
2	Disagree	8	4%
3	Neutral	34	18%
	Total	184	100%

In response to the above question it is founded that 142 (78%) LIS Professionals were of the view that Face book actual works as a platform to interact beyond barrier, 35 (18%) were neutral and 8(4%) were disagree with it.

Table No 7: Satisfaction of Face Book User

Sr. No	Satisfaction View	Respondents	Percentage
1	Satisfied	108	58%
2	Not Satisfied	16	9%

3	Neutral	60	33%
	Total	184	100%

The result of the study shows that majority of the respondents were satisfied in the use of Face book with 108(58%), 16 (9%) were neutral and 60 (33%) were not satisfied with it.

Table No 8: Problems of Using Face book

Sr. No	Problems	Respondents	Percentage
1	Lack of time	123	67%
2	Lack of technical support	56	30%
3	No privacy ensured	85	46%
4	It is not useful for education	33	18%
5	It has no role in making awareness	20	11%
6	Other	3	2%

Various problems have been mentioned by the respondents among them 123 (67%) LIS Professionals were of the view that they lacks time to use Face book, 85 (46%) thought that no privacy secured in the use of Face book, 33(18%) have the opinion that it was not useful for educational purpose, 56 (30%) were suffer from technical problem and 20 (11%) were founded that it plays nor role in making awareness and 3(2%) LIS professionals founded that other problems of using face book for example No Permission to use face book on duty, it gives information transfer to both parties. Respondents may select more than one checkbox, so percentages may add up to more than 100%.

Summary of Findings

The significant findings of the study are given below:

- All the respondents are in the habit of using the face book and more than half of them visit the face book everyday and fifty percentages visit the face book every alternate day and a very negligible portion to use the face book rarely.
- The observation of all respondents Male is the maximum respondents.

- The main purpose of use of the face book is to get interact professionally, followed by to keep abreast of the latest news and commentaries, to participating in discussions and to Express Creativity.
- Almost all the respondents use face book for their academic and research activity also.
- Almost all the respondents use the social networking site face book and followed by Google+ and Orkut.
- The majority of the all respondents are satisfied of the use of face book to making awareness among the LIS professionals.
- Almost all the respondents are agreeing to face book works as a platform to interact among LIS Professionals of the all world.
- Almost respondents are satisfied to use of face book, and some are having Neutral view of the use of face book.
- The Observation of the all respondents the main problem of using face book is Lack of time, Followed by lack of technical support and privacy ensured.

Conclusion

Our empirical results contrast with the anecdotal evidence dominating the popular press. Although there are clearly some image management problems experienced by professionals as reported in the press, and the potential does exist for privacy abuses, our findings demonstrate a robust connection between Face book usage and indicators of social capital, especially of the bridging type. Internet use alone did not predict social capital accumulation, but intensive use of Face book did.

It is observed that most LIS Professionals are connected to each other by Face book to share experiences, views and participated in creating awareness. It has become one of the largest platforms in the world for sharing real time information. Face book allows users to interact and collaborate with each other in a social media dialogue as creators of user generated content in a virtual community, in contrast to websites where users are limited to the passive viewing of content that was created for them. The conducted study is an attempt to give an overview of social networking site face book and its possible uses for LIS Professionals and to assess how much real transformation this technology can deliver, while deflating reaffirmation and singling out the real value of these innovations.

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