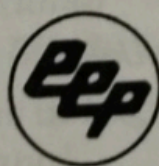Editors
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APPLICATION OF NEW TECHNOLOGICAL TRENDS IN LIBRARY SERVICES AND MANAGEMENT

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Application of New Technological Trends in Library Services and Management

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Social Media Applications (SMAs): Feasible Implications in the Promotion of Libraries

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ABSTRACT

This paper is generally elucidating Social Media Applications (SMAs) and their use in the field of library and information science. SMAs play an important role not only in disseminating information but also allows users to have instant knowledge of their needs. Nowadays everyone is connected via different SMAs like Twitter, Facebook, YouTube, LinkedIn, Flicker etc. Social Media Applications are one of the latest technologies that enable academic libraries to communicate with their users. SMAs have become a good medium to substitute the knowledge and skills of LIS professionals and users. Nowadays SMAs have become a potential tool not only for saving money but also for promoting library and information services. The

authors have attempted to provide insights into some spectacular examples of libraries around the world using the SMAs and also attempted to emphasize the role of information professionals doing the same in the digital library environment.

Keywords: Social Media Applications, Library Services, Library Profession, Facebook, Twitter, LinkedIn.

1. INTRODUCTION

Social media is a collection of software-based digital technologies, usually presented as apps and websites that provide users with digital environments to communicate digital content or information over the network(Appel et al., 2020)). The advent of the internet has made it easier for people to use social media, from email to Twitter and Facebook to interact without the need for physical presence(Hajli, 2014). These social media applications enable users to connect by creating personal profiles, inviting friends and colleagues to access those profiles, and also facilitating e-mailing and messaging with each other(Kaplan & Haenlein, 2010). Via social media individuals can share information in different formats i.e., text, photos, audio, video, etc(Chakrabarti, 2016). As social media are relatively inexpensive, they are widely used in publishing and accessing information, collaborating on a common work, building relationships and also changing the lifestyle in a society(Murdough, 2009). It has transformed the way people interact and communicate with people throughout the world(Edosomwan et al., 2011).

Web 2.0 is a new advancement, which has transferred the internet into a social environment by introducing social media. The use of mobile and web-based technologies creates highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content(Kietzmann et al., 2011). The social media act as vehicles that allow individuals to experience the arenas of public life(Auer, 2011). Due to constant innovation taking place in technology, major social media applications constantly generate new features and services, through which people find new uses of social media. Social media is not only used by professionals but also there is a heavy rise in the use

of it in educational society(Obar & Wildman, 2015). Social media have the potential to bridge formal and informal learning through participatory digital cultures and the majority of young people play the role of users of social networking sites(Greenhow & Lewin, 2016). Social media when used for educational purposes lead to many learning principles(Kelm, 2011). Faculties are using a variety of software tools and free web applications to augment learning, communication, and engagement, giving rise to the usage of social media in higher education classrooms(Raut & Patil, 2016). Learning platforms through social media offer the control of learning into the hands of learners themselves(Friesen & Lowe, 2012).

Social media has turned into a type of digital marketing medium that marketers use to communicate with clients through advertising. Facebook, Twitter and YouTube are the most popular social media that are widely used by corporations and celebrities in promoting themselves and their brands(Saravanakumar & Suganthalakshmi, 2012). Therefore, in this digital era, libraries need social media which provides a bigger chance to promote resources and services to reach users without time and distance limitations. Also, social media gives wider opportunities to users in interacting with librarians without coming physically to the library(Rachman & Putri, 2018).

The library and information profession are presently perceiving a major swing in the mode of delivering information service, particularly the communication and interaction between users and librarians. The advancement in information and communication technologies has enabled many academic libraries to take their services beyond the physical walls of the library building. Librarians are now realizing the potential of social media such as Facebook, Twitter, YouTube, LinkedIn and Skype etc. and are attempting to integrate them into library services(Quadri & Idowu, 2016). Libraries in India and around the world are giving their users many options to access the websites of libraries through social media. It is a great challenge for the librarian to draw the attention of remote users who are using social media and are

reluctant to visit the library physically. One of the negative effects of social media is that it makes people addicted. People spend lots of time on social networking sites which divert their concentration and focus from a particular objective. Use of social media is beneficial but should be used in a limited way without getting addicted (Siddiqui & Singh, 2016).

2. INTERNET AND SOCIAL MEDIA APPLICATION USERS

Internet penetration rate in India has gone up to almost around 45 per cent in 2021, from just about 4 per cent in 2007. Even if these figures seem relatively low, it meant that nearly half of the population of 1.37 billion people had access to the internet. As of February 2022, China was ranked first between the countries with the most internet users. China had 1.02 billion internet users, more than triple the amount of the third-ranked United States with just over 307 million internet users.
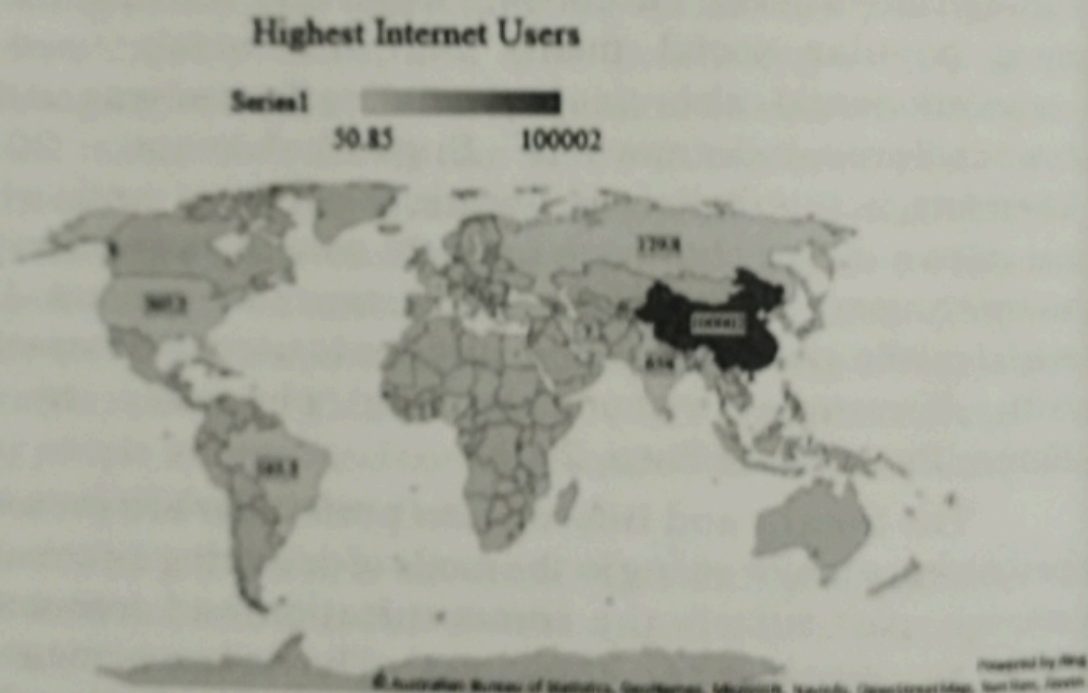
Fig. 1. Countries with the highest number of internet users

Generally, all BRIC markets had more than 100 million internet users, accounting for four of the eight countries with more than 100 million internet users. It allows users to create, connect, converse and share information and helps libraries to get closer to the users. Social media grabs the attention of new users, and helps in distance learning, knowledge sharing and locating information.

Internet penetration rate in India
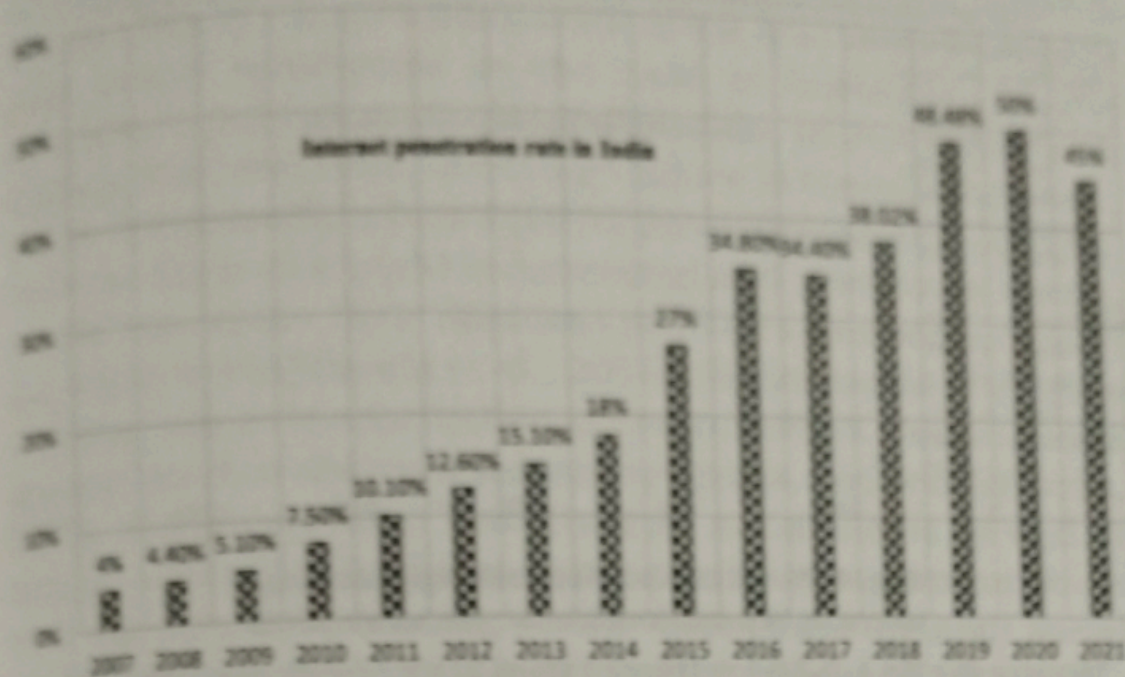
Fig. 2. The internet penetration rate in India from 2007 to 2021

Popular Social Media Applications
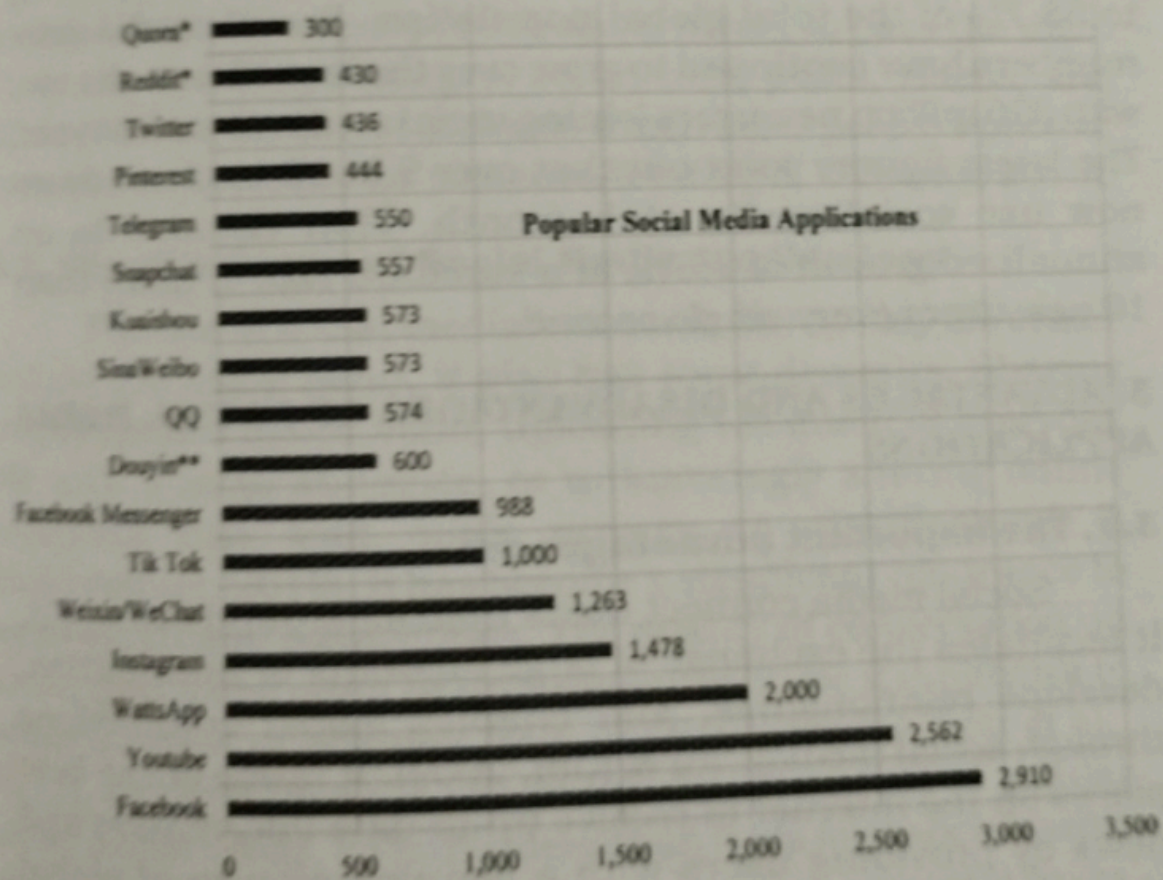
Fig. 3. Most popular social media applications
worldwide as of Jan 2022

Country	Users
China	10,021.96
India	755.47
United States	302.25
Indonesia	217.53
Brazil	165.45
Russia	115.05
Mexico	98.21
Philippines	84.07
Vietnam	72.29
Turkey	67.11
United Kingdom	61.67
Germany	60.88
Thailand	56.27
France	48.71
South Koria	46.09
Italy	43.18

Social Network Application users countries

(x-axis: 0, 2000, 4000, 6000, 8000, 10000, 12000)
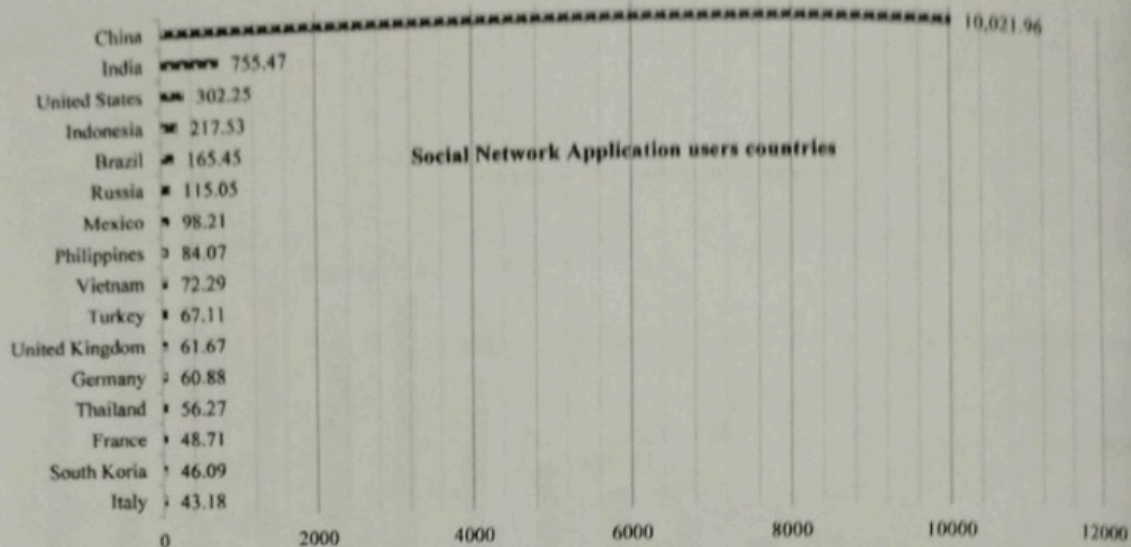
**Fig. 4. No of Social Network Applications
users in top-ranked countries as on 2022**

*Source for fig 1,2,3&4 retrieved from htpp://www.statista.com

According to Kepios, there are 4.65 billion Social Media Applications users around the world in April 2022, equating to 58.7% of the total global population. Social media user numbers have continued to grow over the last 12 months too, with 326 million new users joining social media since last year. The latest figures point out that over 9 in 10 internet users now use social media each month. That equates to an annualized growth of 7.5%, at a standard rate of more than 10 new users every single second.

3. ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA APPLICATIONS

3.1. The important advantages are

Social media connect users from all around the world. It facilitates the exchange of large amounts of information, develops relationships, and enables global connections through social media(Chu & Kim, 2009). It is one of the best places on the internet to receive up-to-date information and news by providing users with a genuine picture of global circumstances(Panahi et al., 2016). Social media has proven to be an effective tool for facilitating the learning of new skills and concepts. Different social media platforms encourage learning by bringing together educators & professionals with

students & learners from different age groups(McCarroll & Curran, 2013). Social media is one of the best ways to amplify your brand awareness in the case of business. It lets individuals publish on their timeline, bio, or in a group with a link to their websites, directing visitors to them(Zuhdi et al., 2019). Social media is beneficial for promotion and advertising, Because the entire world is connected and uses social media, people may share their business products and services with the whole world(Husain et al., 2016). Social media also plays a critical role in the formation of communities. People create groups based on shared interests, religions, and beliefs(Parks, 2010). The government benefits from social media as well. It may be a reliable means for the government to communicate with the public. Spreading public awareness through social media becomes quite simple for the government(Bertot et al., 2012).

Social media has become a new form of entertainment, and the majority of people use social media to pass the time. They can exchange images, comments, posts, videos, and other media with others and also watch other people's photos, remarks, and videos for pleasure(Whiting & Williams, 2013).

3.2. Disadvantages of Social Media Applications

The use of social media has made day-to-day life easier but on the same hand, it also has some demerits. Sharing inappropriate information, uploading too much of everyday life with a large audience, or unknowingly sharing online locations can lead one's privacy to risk(Naslund & Aschbrenner, 2019). It has become a significant hindrance to socio-emotional connections. The quality of conversation on social media can often be unpleasant because it is difficult to sense interest or emotion from another person(Chou et al., 2011). Cyberbullying is one of the worst aspects of regular social media usage. Its implementation is via false social media accounts to psychologically disturb or tease victims(Abaido, 2020). If someone has a negative experience with any brand, social media allows them to share the same with others. People often look at reviews and read the negative experiences when becoming familiar with the brand and what it offers(Jansri,

2018). Social media has a disastrous impact on the quality of real-time face-to-face conversations with loved ones(Gonzales, 2017). Fake news spreads very fast. Individuals often create false social media posts and share them by spreading the fake news on groups and other platforms (Shu et al., 2017). People who use social media excessively develop a psychological addiction to the same. Social media addiction has affected the global teenage population in a majority of negative ways(Kuss & Griffiths, 2011). Social media also harm people's health. Excessive usage of social media platforms has been linked to a variety of health issues in people(Berryman et al., 2018). The majority of people use social media platforms to unwind and kill time. It is the most time-consuming activity for people. The majority of those affected are youths and students(Fusi & Feeney, 2018). People who spend too much time on social media get depressed and lonely. People's lives have become increasingly reliant on social media which leads to headache, depression, or anxiety(Rachubińska et al., 2021). People are diverted from their life goals and objectives by social media. The use of social media is steadily expanding. The majority of people are distracted by social media. They utilise social media for fun and pleasure, and constantly browse through the newsfeed, wasting their time(Treem et al., 2015).

4. SOCIAL MEDIA APPLICATIONS IN LIBRARY AND INFORMATION SERVICES

Nowadays SMAs have become more popular amongst the young population, particularly college students. They have become increasing requirements in almost all organizations and hence, libraries are not an exception to this. SMAs can be a huge tool to save money and promote library and information services. Several services can be rendered by the libraries using SMAs, particularly Facebook, Twitter, Google+, LinkedIn, MySpace, Blogs, YouTube, and others.

Social Media Applications permit Current Awareness Services to library users, which include forthcoming events like, seminars/conferences/workshops/tutorials, Book exhibitions, special lectures etc and they are used to offer online services like 'Ask-a-librarian' or 'Help Desk' to answer

specific queries of the different users(Kenchakkanavar & Hadagali, 2016). Social Media Applications can be useful in the activities like Book requisition, recommendation of documents, Borrowers card requests, overdue charges etc. (Cohen, 2017). They provide updates regarding the new arrivals of books, journal issues, and newspapers to the library(Faisal, 2013). Through Social Media Applications information can be circulated such as Calendar of events, List of holidays and working hours etc. Frequently Asked Questions (FAQs) through social media will allow users to find answers and clarifications for the common problems encountered in using the library and information services (Heinonen, 2011).

Libraries can conduct programmes through SMAs, as an outreach activity thereby creating public awareness programmes(Kirk, 2001). Using SMAs in libraries and Information Centers can present information about the general library policy/guidelines for the different types of users(Rabatseta et al., 2021). SMAs are beneficial to the library staff to get feedback, suggestions etc. which helps the library staff to get better services(Sievert et al., 2018). Libraries can make Selective Dissemination of Information (SDI) services by providing information sources and useful links in their area(Sachin, 2014). SMAs assist the users to initiate subject-specific information available on collaborative weblogs (Dickson & Holley, 2010). SMAs permit users to get links to e-resources, knowledge portals, subject gateways and digital repositories etc(Namdev, 2012). Libraries can use some SMAs for disseminating library-related video content and as library virtual tour guides(Xu et al., 2015). The library can also upload videos like those of Seminars, Conferences, guest lectures, Library tours and User orientation etc. for the benefit of users (Wankel, 2009). Social Media Applications highlight the need to provide quality library services in social media environments (Singh et al., 2012). These services are wide views of SMAs based library services, which focus on special types of library services.

5. EXAMPLES OF SOCIAL MEDIA APPLICATIONS IN LIBRARIES

Libraries in the current scenario are implementing social media to reach out and serve a large number of users. Social media are playing a vital role in promoting library resources and services to the public. They are used by reputed international institutional libraries for promotion at global level. Some examples of libraries using social media are mentioned below.

Fig. 5. Usage of Facebook by Rajiv Gandhi University Library

Facebook is a well-known social networking site all over the world. Rajiv Gandhi University library used Facebook to promote library resources, services and activities to its users. It has become very much useful in sharing library notifications. Library posts images and videos of the library activities which can reach out to the maximum number of users. It provides options for the public to comment and also contact details of the admin who looks after the page. Events organized by the library and links of the e-books and other library resources can be posted on the page. Videos of the special lectures and awareness programmes can also be uploaded for the benefits of users.
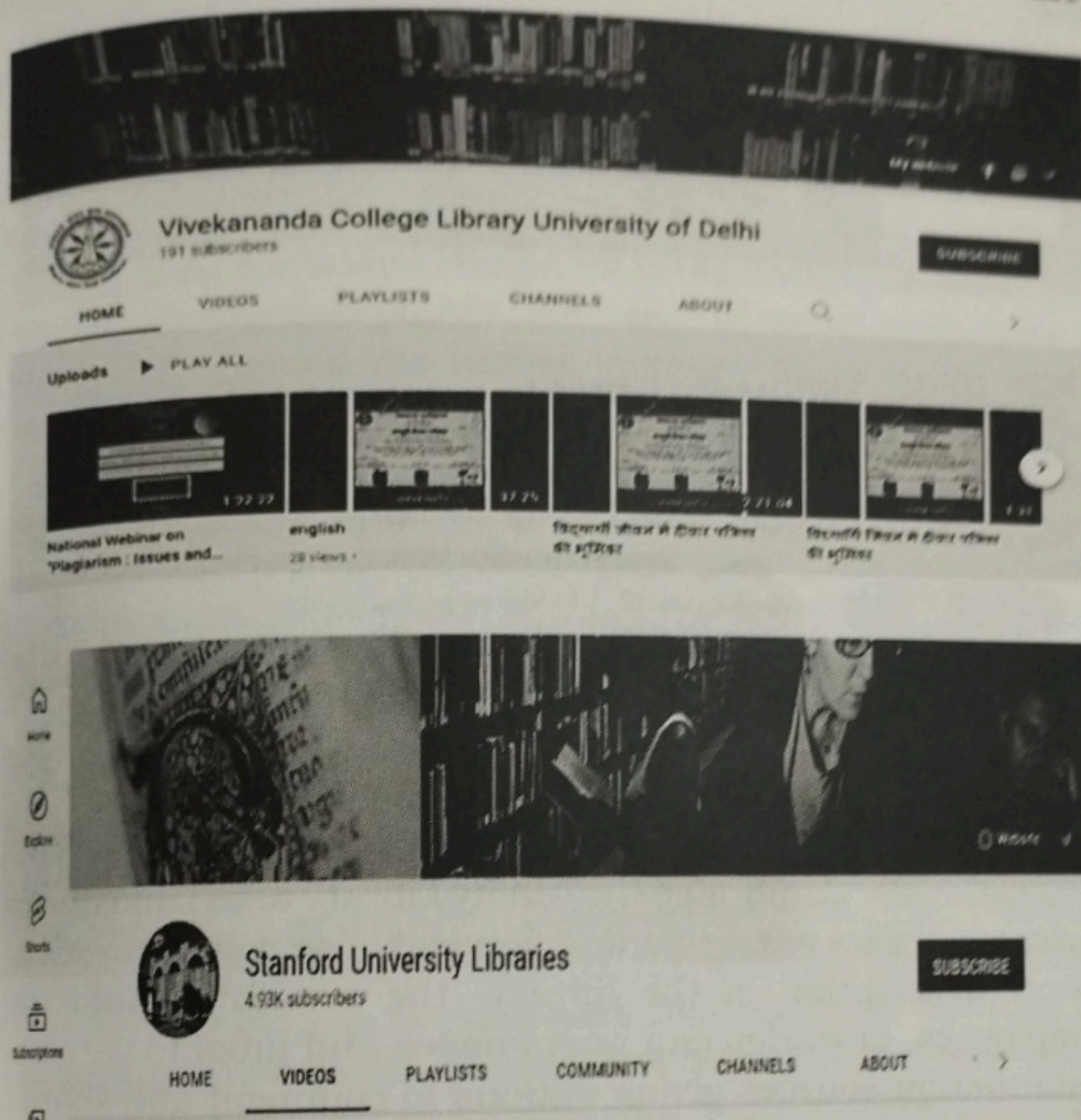
**Fig. 6 & 7. Use of YouTube by Library of the
University of Delhi and Stanford University Libraries**

YouTube is a well-known social media to post and access videos. Vivekananda College Library uses YouTube to promote its resources and services. Description of the library can be made available on the YouTube channel which gives background information about the library. Libraries post all the videos regarding library services, e-resources, activities, orientation programmes and webinars conducted by the institution providing options to comment for any queries. Users can find tutorials and archived webinars on various research topics that support the learning and teaching of students, faculty, & staff. To learn more about our library visit. YouTube channel will provide you with insight on recent acquisitions, discoveries and other important news and events occurring throughout libraries.

provision of educational tools and e-resources and for building relationships jointly within and outside of the organization. A wide range of Social Media Applications are used which Facebook and Twitter remain dominant, and visual channels such as YouTube are quickly on the rise. The use of SMAs in Indian libraries is slow compared to the libraries in developed countries. The acceptance and usage of social media have to be geared toward the Indian context. Since social media technologies are very helpful for user-catered reference services, it is necessary for the LICs to apply social media tools. Once the LICs set up social media, it becomes extremely simple to provide services to the users' community. Thus, social media can be a complementary technology tool to the traditional library system for library and information science professionals.

It can be concluded that social media applications have a double impact on student academic achievement, and it is essential to approach young people's use of social media applications. Institutions should focus on making pleasant things useful by promoting social media applications as a tool not only for communication and entertainment but also for learning. Social media applications should permit their users to voluntarily limit attendance on certain days. Libraries should conduct orientation programmes to promote the use of social media to get library resources and services. Finally, students themselves have to understand all the possible harm from excessive use of social media applications, and responsibly approach the learning process and library services.

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