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Use of Social Networking Sites by Library users : A Case Study in the field of Agricultural Sciences

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Abstract

Purpose: *The study is to examine the use of Social Networking Sites among library users of the agricultural sciences.*

Methodology: *A questionnaire was designed with the two main components to collect data from users. An ordinary random sample technique was used to get the primary data. The data was analysed using SPSS Statistics, a statistical package for the social sciences.*

Findings: *Findings show that the majority of library users use social networking sites (SNS) to connect their family and friends and online learning. WhatsApp, YouTube, and Telegram were the most used SNSs by the respondents. Library users are expected to provide library newspaper service and book issue return SMS services through SNSs. Study shows that users face challenges while using SNS i.e. technical and network issues, fear of getting hacked, and health issues. However, social networking sites help people to connect. The majority of respondents were satisfied with using social networking sites.*

Originality: *This study is purely an original work. This study analyses how agricultural library users utilize social networking sites (SNS) and what services they expect from these platforms. This allows librarians to integrate social media into their libraries and determine what services students desire from them via these channels.*

Keywords: *Library user; Library service; Expectation; Social networking site; Communication; University; Dharwad; Karnataka.*

Article Type: *Survey based.*

1 Introduction

A social networking site is an application or website that enables users to connect one person to other persons and also share messages, information, audio-video pictures, comments, etc. According to Cartledge,[1] SNSs have a virtual influence on our lives and also help in the economic field, political field, and academic fields. SNSs offer a broad variety of services such as blogging, messaging, sharing photos and videos, etc. stated by Kamble and Bankapur [2]. Hamat [3] identified that SNSs become popular and important tools among students, they help to connect with their peers, According to Subrahmanyam[4] social networking site is a communication tool that allows users to create a profile through which users can see others' profiles and connect with others. Social networking sites are helping students to develop with the current trends in information technology.[5,6] The use of SNSs has created a new medium to be used and connect people and also used in other service organisations.[7] SNSs are the main platform where people establish their online presence through-the creation of personal profiles[8]. Examples of these SNSs include *WhatsApp, Instagram, Facebook,*

Twitter, Myspace, LinkedIn, etc. A huge number of SNSs are available, which `become a part of us. It's not only communicating and accessing information but also with people creators of knowledge.[9]

Social networking sites are not only popular among students, it also used in business and academic institutions.[10] The SNSs is a platform to connect library users and also provide library services to library users.

2   Review of Literature

SNSs is a form of virtual platform, such as WhatsApp, Facebook, LinkedIn, and Myspace are attracting people worldwide, and many have integrated the use of these SNSs into their daily lives.[11] Organisations are attracted by SNSs to promote their busines.[12] College students also use social networking sites such as Facebook. Teens frequently use social networking platforms.[13] In academic institutions a large number of faculty members are using social networking sites for teaching in higher education and faculty members stated that the use of social networking sites is convenient. SNSs are also used by lecturers, students, and teachers. They used SNS as a communication tool.[14] Nowadays SNSs are used as an additional tool for recruiting and hiring employees. They make interviews on online mode.[15]

The motive for using social networking is to communicate and also improve their academic performance. These social networking sites help students to grow with recent trends in information technology. In higher education institutions information science professionals also use social networking sites to keep up-to-date and also know information about seminars and conferences in their professional field and find jobs.[16] Social networking sites encourage library professionals to share their messages, thoughts, and ideas and they provide an online platform for library users to access the information. Shi [17] found that social

networking sites are also used in health departments. Facebook and Twitter become popular in the 21st-century health community. In the education field networking sites helps pupils to connect with teachers, friends, administrators, alumini, etc. Easy access, flexibility, and convenience have a vital influence on the use of SNSs in academic institutions.[18] Networking sites have a positive impact on student's academic performance. Such as communication with teachers, and education discussion with classmates. While the negative impact of social networking sites on students is low.[19] Universities and higher education institutions could make use of these sites in teaching and learning processes. Brady [20] found that the use of networking sites such as Facebook. LinkedIn and Myspace are rising among college students.

3   Objectives

The objectives of this study are :

- to know the use of social networking sites (SNSs) by the library users agricultural sciences;

- to determine the purpose of using SNSs by library users of agricultural sciences;

- to identify the library user's expectations to provide library services through social networking sites;

- to identify the problems faced by library users while accessing social networking sites; and

- to know the library users' satisfaction level in using SNSs.

4   Methodology and Scope

Four agricultural universities are located in Karnataka. Survey methodologies were used in the current investigation. A questionnaire was designed for research. A questionnaire with two essential components was utilised to collect data. Demographic characteristics such as gender, designation, age, and location were included in the

first component. The second segment investigated how respondents used social networking platforms. The questionnaire distributed were among users of the library, with 189 responses obtained back. A basic random sample approach was used to get the primary data. The acquired data was analysed using the Statistical Package for the Social Sciences (SPSS) Statistics.

5 Data Analysis

It is found that 93(49.2%) respondents are male and 96(50.7%) are female. 162(85.7%) responders are students and 27(14.2%) are

Table 1 : Use of SNSs by Respondents

SNS	1	2	3	Mean	SD
Bebo	-	15(7.9)	174(92.1)	1.08	0.272
Dailymotion	12(6.3)	30(15.9)	147(77.8)	1.29	0.580
Facebook	63(33.3)	105(55.6)	21(11.1)	2.22	0.634
Foursquare	3(1.6)	15(7.9)	171(90.5)	1.11	0.364
Google Plus	36(19.0)	63(33.3)	90(47.6)	1.71	0.771
Google Talk	45(23.8)	66(34.9)	78(41.3)	1.83	0.794
Hangouts	9(4.8)	57(30.2)	123(65.1)	1.40	0.583
Hi5	-	30(15.9)	159(84.1)	1.16	0.368
Ibibo	12(6.3)	27(14.3)	45(79.4)	1.27	0.574
Instagram	123(65.1)	54(28.6)	12(6.3)	2.59	0.613
LinkedIn	81(42.9)	63(33.3)	45(23.8)	2.19	0.800
Meetup	18(9.5)	72(38.1)	99(52.4)	1.57	0.665
Ning	6(3.2)	27(14.3)	156(82.5)	1.21	0.481
Printest	18(9.5)	51(27.0)	120(63.5)	1.46	0.668
Picasa	9(4.8)	39(20.6)	141(74.6)	1.30	0.557
Reddit	9(4.8)	21(11.1)	159(84.1)	1.21	0.513
SinaWeibo	-	30(15.9)	159(84.1)	1.116	0.368
Skype	27(14.3)	105(55.6)	57(30.2)	1.84	0.653
Snapchat	90(47.6)	87(46.0)	12(6.3)	2.41	0.613
Telegram	174(92.1)	9(4.8)	6(3.2)	2.89	0.406
Twitter	90(47.6)	81(42.9)	18(9.5)	2.38	0.658
Tumblr	6(3.2)	54(28.6)	129(68.3)	1.35	0.544
Vine	3(1.6)	27(14.3)	159(84.1)	1.17	0.423
WhatsApp	180(95.2)	3(1.6)	8(3.2)	2.92	0.373
WeChat	21(11.1)	63(33.3)	105(55.6)	1.56	0.690
Xing	12(6.3)	27(14.3)	150(79.4)	1.27	0.574
YouTube	183(96.8)	3(1.6)	3(1.6)	2.95	0.280
Yahoo! Buzz	30(15.9)	78(41.3)	81(42.9)	1.73	0.723
Yahoo! Plus	78(9.5)	81(42.9)	90(47.6)	1.62	0.658
Others	15(7.9)	51(27.0)	123(65.1)	1.43	0.640

*1=Aware and using, 2=Aware but not using, 3=Unaware, M=Mean, SD=Standard Deviation, Figures in parenthesis indicate percentage

research scholars. It indicated that 162(85.7%) students are bellow 25 age, and 27(14.2%) students of age between 26 to 30. It is also seen that 102(53.9%) students are from urban areas followed by 87(46.0%) students from rural areas.

Table 1 shows the respondents' use of different types of social networking sites. It revealed that a major number of respondents i.e. YouTube

Table 2: Frequency of Using SNSs

Frequency use of SNSs	Many times, a day	59(93.6)
	Twice a week	6(3.1)
	Once a week	-
	Rarely	6(3.1)
	Never	-
Year of using SNSs	Bellow 1 year	6(3.1)
	2 years	21(11.1)
	3 years	27(14.2)
	4 years	36(19.0)
	Above 5 years	99(52.3)
Average time spent on SNSs	Less than 1 hour	12(6.3)
	1-2 hours	84(44.4)
	3-4 hours	66(34.9)
	4-5 hours	12(6.3)
	More than 6 hours	15(7.9)
Preferred devices to use SNSs	Smart Phone	168(88.8)
	Laptop	33(17.4)
	PC	-
	Tablet	-
Area of accessing SNSs	Home	42(22.2)
	Classroom	6(3.17)
	University Campus	51(26.9)
	Cybercafé	3(14.2)
	Hostel	141(74.6)
	Others	-

183(96.8%), WhatsApp 180(95.2%), and Telegram 174(92.1%) are more used social networking by the respondents. Mean values 1.73, 2.92, and 2.89 indicate that YouTube, WhatsApp and Telegram.

Table 2, shows most of the respondents 177(93.6%) use it many times a day, 99(52.3%) respondents used SNSs for more than five years, followed by 36(19.0%), 27(14.2%), 21(11.1%), and 6(3.1%) using from four years, three years, two years and bellow one year. More respondents i.e. 84(44.4%) spent an average time of 1 to 2 hours on SNSs and 66(34.9%) spent 3-4 hours. A rare number of students i.e. 15(7.9%) respondents spent more than 6 hours, 12(6.3%) spent 4-5 hours, and in less than an hour. majority of the respondents i.e. 168(88.8%) use smart phone and 33(17.4%) Students use Laptop to access SNSs. Table 2 also shows the place of accessing SNSs. Majority respondents i.e. 141(74.6%) and 51(26.9%) access SNSs from hostel and university campus followed by 42(22.2%), 8(3.17%) and 3(14.2%) respondents access from home, classroom and cybercafé respectively.

Table 3 shows the importance of SNS features to respondents. It shows that more respondents i.e. 93(49.2%), 81(42.9%), 51(27.0%), 84(44.4%), and 78(41.3%) users consider network building, customisable privacy settings, uploading contents, file sharing, and secure login very important. 96(50.8%), 93(49.2%), 78(41.3%), 81(42.9%), 69(36.5%), 78(41.3%), and 84(44.4%) respondents consider user friendly, messaging system, build profile, enables to create of groups and forums, video conferencing, worldwide connectivity, and multi-user virtual environment respectively. 84(44.4%) open forum and 66(34.9%) push notification are similar important respectively.

Table 4 indicates the majority of respondents

Table 3 : Importance of SNS Features to Respondents

Features	1	2	3	4	5	Mean	SD
Network Building	93(49.2)	81(42.)	6(3.2)	6(3.2)	3(1.6)	4.35	.826
User Friendly	57(30.2)	96(50.8)	36(19.0)	-	-	4.11	.698
Messaging system	72(38.1)	93(49.2)	21(11.1)	3(1.6)	-	4.24	.712
Customizable privacy setting	81(42.9)	51(27.0)	42(22.2)	12(6.3)	3(1.6)	4.03	1.031
Open Forum	15(7.9)	57(30.2)	84(44.4)	18(9.5)	15(7.9)	3.21	1.003
Build Profile	51(27.0)	78(41.3)	39(20.6)	15(7.9)	6(3.2)	3.81	1.030
Upload content	51(27.0)	51(27.0)	48(25.4)	30(15.9)	9(4.8)	3.56	1.188
Enables the creation of groups and forums	48(25.4)	81(42.9)	48(25.4)	6(3.2)	6(3.2)	3.84	.954
video conferencing	66(34.9)	69(36.5)	45(23.8)	3(1.6)	6(3.2)	3.98	.975
File sharing	84(44.4)	63(33.3)	27(14.3)	9(4.8)	6(3.2)	4.11	1.033
Worldwide Connectivity	66(34.9)	78(41.3)	33(17.5)	3(1.6)	9(4.8)	4.00	1.016
Multi-user Virtual Environment	54(28.6)	84(44.4)	33(17.5)	9(4.8)	9(4.8)	3.87	1.039
Push Notification	54(28.6)	51(27.0)	66(34.9)	9(4.8)	9(4.8)	3.70	1.087
Secure Login	78(41.3)	66(34.9)	33(17.5)	3(1.6)	9(4.8)	4.06	1.045

*1= Very important, 2= Important, 3= Moderately important, 4= Slightly important, 5= Not at all important, M=Mean, SD=Standard Deviation, Figures within parenthesis indicate percentage

Table 4 : Purpose of Using SNSs by Respondents

Purpose	1	2	3	4	5	Mean	SD
To Communicate with family and Friends	129(68.3)	51(27.0)	6(3.2)	3(1.6)	-	4.62	0.633
To connect your teachers/professors	63(33.3)	87(46.0)	15(7.9)	21(11.1)	3(1.6)	3.98	1.008
To Share information, messages, ideas, etc.	108(57.1)	66(34.9)	15(7.9)	-	-	4.49	0.644
To share photos and videos	99(52.4)	75(39.7)	15(7.9)	-	-	4.44	0.642
To update yourself	75(39.7)	69(36.5)	36(19.0)	3(1.6)	6(3.2)	4.08	0.972
To make new friends	51(27.0)	42(22.2)	72(38.1)	18(9.5)	6(3.2)	3.60	1.086
To connect professionals	63(33.3)	72(38.1)	48(25.4)	3(1.6)	3(1.6)	4.00	0.898
To share department notices	54(28.6)	108(57.1)	24(12.7)	3(1.6)	-	4.13	0.684
To academic activity	84(44.4)	93(49.2)	6(3.2)	6(3.2)	-	4.35	0.699
To entertainment	99(52.4)	69(36.5)	21(11.1)	-	-	4.41	0.687
To sharing experience	60(31.7)	66(34.9)	51(27.0)	9(4.8)	3(1.6)	3.90	0.962
To send private/personal messages	78(41.3)	78(41.3)	21(11.1)	9(4.8)	3(1.6)	4.16	0.919
To online learning	126(66.7)	54(28.6)	6(3.2)	-	1(1.6)	4.59	0.710

*1=Strongly agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree, M=Mean, SD=Standard Deviation, Figures within parenthesis indicate percentage

i.e. 129(68.3%) and 126(66.7%) use SNSs to communicate with their family and friends and for online learning followed by 108(57.1%), 99(52.4%), 75(39.7%), 99(52.4%) and 78(41.3%) respondents using to share information, message, idea, etc., to share photos and videos, to entertain, and to send private/personal messages. 87(46.0%), 72(38.1%), 108(57.1%), 93(49.2%) 66(34.9%) and 78(41.3%) respondents agree, that they use SNSs to connect their teachers/ professors, to connect professionals, to share department notices, to academic activity, to sharing experience, and to send private/personal messages. 72(38.1%) respondents used to make new friends.

Table 5 shows that, a higher number of

Table 5 : Expected Library Services through SNSs by Respondents

Library services	1	2	3	4	5	Mean	SD
Book issue, return, and renewal SMS services	105(55.6)	60(31.7)	18(9.5)	-	6(3.2)	4.37	0.903
Book reservation services	87(46.0)	72(38.1)	15(7.9)	12(6.3)	3(1.6)	4.21	0.953
New arrival services	96(50.8)	57(30.2)	21(11.1)	12(6.3)	3(1.6)	4.22	0.991
Reference services	96(49.2)	66(34.9)	21(11.1)	3(1.6)	6(3.2)	4.25	0.950
Newspaper services	111(58.7)	54(28.6)	18(9.5)	6(3.2)	-	4.43	0.797
Newspaper Clipping services	81(42.9)	66(34.9)	36(19.0)	6(3.2)	-	4.17	0.853
Question Paper Services	84(44.4)	66(34.9)	30(15.9)	6(3.2)	3(1.6)	4.17	0.925
Online Public Access Catalog (OPAC)	84(44.4)	57(30.2)	33(17.5)	9(4.8)	6(3.2)	4.08	1.054
Alert Messages	69(36.5)	84(44.4)	24(12.7)	6(3.2)	6(3.2)	4.08	0.955
Notification of library events	102(54.0)	42(22.2)	33(17.5)	9(4.8)	3(1.6)	4.22	1.007
Current Awareness Services (CAS)	93(49.2)	63(33.3)	24(12.7)	3(1.6)	6(3.2)	4.24	0.962
Selective dissemination of Information (SDI)	66(34.9)	75(39.7)	36(19.0)	9(4.8)	3(1.6)	4.02	0.962
Indexing and abstracting Services	78(41.3)	72(38.1)	24(12.7)	12(6.3)	3(1.6)	4.11	0.969

*1=Strongly agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree, M=Mean, SD=Standard Deviation, Figures within parenthesis indicate percentage

respondents i.e. 111(58.7%), 105(55.6%) and 102(54.0%) expected Newspaper services and Book issue, return and renewal SMS services and Notification of library events through SNSs. The majority of the respondents i.e. 87(46.0%), 96(50.8%), 93(49.2%), 81(42.9%), 84(44.4%), 84(44.4%), 93(49.2%) and 78(41.3%) respondents expected book reservation services, new arrival services, reference services, newspaper clipping services, question paper services, online public access catalog, current awareness services, and indexing and abstracting services through SNSs. 84(44.4%) and 75(39.7%) agree to provide Alert Messages and Selective Dissemination of Information (SDI) services through SNSs.

Table 6 shows the challenges faced by

Table 6 : Challenges faced in Using SNSs by Respondents

Challenges	1	2	3	4	5	Mean	SD
Technical issues and Network issues	33(17.5)	114(60.3)	42(22.2)	-	-	3.95	0.633
Identity theft	12(6.3)	45(23.8)	90(47.6)	30(15.9)	12(6.3)	3.07	0.955
Fear of losing information	27(14.3)	57(30.2)	72(38.1)	21(11.1)	12(6.3)	3.34	1.064
Fear of getting hacked and losing confidential information	27(14.3)	60(31.7)	45(23.8)	45(23.8)	12(6.3)	3.23	1.160
Lack of privacy	36(19.0)	51(27.0)	66(34.9)	21(11.1)	15(7.9)	3.38	1.156
Health issues (Eye problems, Neck pain, Headache)	30(15.9)	72(38.1)	63(33.3)	6(3.2)	18(9.5)	3.47	1.105
Lack of Awareness about SNSs	18(9.5)	54(28.6)	72(38.1)	27(14.3)	18(9.5)	3.14	1.090
Cyberbullying	24(12.7)	33(17.5)	60(31.7)	45(23.8)	27(14.3)	2.90	1.227

*1=Always, 2=Often, 3=Sometimes, 4=Rarely, 5=Never, M=Mean, SD=Standard Deviation, Figures within parenthesis indicate percentage

respondents in using SNSs. It shows that a maximum number of respondents i.e. 114 (60.3%), 60 (31.7%), 66 (34.9%), and 72 (38.1%) are often facing technical problems and network issues, fear of getting hacked, and losing confidential information and Health issues like eye problems, neck pain, headache. 90 (47.6%), 72 (38.1%), 72(38.1%), and 60(31.7%) responders faced identity theft, fear of losing information, lack of privacy, lack of awareness about SNSs, and cyberbullying.

It is found that a higher number of respondents i.e. 186(98.4%) agree that social networking sites are important tools for providing information. Further the respondent's satisfaction level using social networking sites are tested with satisfied 156(57.8%), Highly Satisfied 9(3.3%), Neutral 21(7.8%), and Dissatisfied 3(1.1%).

6   Findings and Recommendations

➤ It shows that most of the students are aware of and using Telegram, WhatsApp, and YouTube.

➤ The mean value shows that more students use SNSs to communicate their family and friends, to share information with others, and also for online learning. Through social networking platforms, libraries can reach global users, allowing them to engage with a larger number of users outside of their physical location. Libraries can increase awareness of their programs, activities, and services by participating on these platforms. This will both attract new users and enhance ties with existing ones.

➤ It indicated that most of the respondents expected to access library services through social networking sites like Book issues, return, and renewal SMS services, newspaper services, and reference services, etc. Libraries can use social networking sites to promote their digital resources, such as online databases, audiobooks, and e-books. Libraries may help their communities by sharing important information and resources on social networking sites. Libraries can select and transmit information about recommended books, research materials,

and instructional resources for their users.

> Library users agreed that SNSs are important tools for providing information.

> Libraries must offer SNS-related programs such as workshops and orientation programs to increase awareness of the benefits and security risks associated with SNSs.

7   Conclusion

The study investigates the use of social networking sites by library users of agricultural universities. The findings indicated that the majority of students were heavily using YouTube, WhatsApp, and Telegram. (93.6%) respondents use social networking sites many times a day. More respondents are aware of SNSs by their friends. The social networking site has many more features, which help users to easily use them. Network development, customisable privacy settings, content uploading, File sharing, and secure Login are very important to respondents. SNSs are used to connect one person to other. The study finds that a greater number of respondents use SNSs to communicate their family and friends and for online learning. SNSs can play a valuable role in enhancing library services and engaging with the library's user community. Students were asked about their expected library service through networking sites. More number of respondents expected newspaper services, notification of library events and book issues, return and renewal SMS services, and SNSs. Social networking sites allow libraries to share information and resources with their users. Librarians make use of social networking sites to provide library services to users. They can create user groups and send library-related notifications, newspaper services, newspaper clipping services, etc.

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