

INFORMATION DISSEMINATING THROUGH USING SOCIAL NETWORKING SITES AMONG LIBRARY PROFESSIONAL IN THE ENGINEERING COLLEGES OF ODISHA: A SURVEY

By

DR. MAHENDRA KU SAHU

Librarian, GIMS,
Gandhi Group of Institutions,
Gunupur, Odisha-765200
Email: mohensahu@yahoo.com
Mob: 9437598807

ABSTRACT

The ability to disseminate and promote one's work and research is an important component of managing and communicating information. By disseminating information, an organization can reach members of its target audience and have a greater impact on policy and programming. The Social networking site can serve as an invaluable tool in this effort to communicate the information across a wide audience. The present study shows that the social networking sites are an integral part of their social life. They use it to sustain and make stronger their offline connections and primarily for communication rather than entertainment. The study also point out the popularity of social networking among the library in the engineering college of Odisha

KEY WORDS: Social networking, Social networking site, Data interpretation

1. INTRODUCTION

In the digital era Internet and mobile technology become more essential part in everyday's life. The way people access, create and distributed the information result libraries to reconsider their traditional role as librarian to Cybrarian. In this partaking of information age , library in the community has to change , what earlier to be a central point for learning and education is now being challenged. In this outset, libraries become more relevant and evolve dramatically in the internet age. Social networking site have given an ample opportunity to get better service models to accommodate for needs of new online patrons. It also induces the librarian to amend their roles as information provider to communicators.

The ever increasing contribution of the internet and the revolution of information distribution over the last few decades, has significantly exaggerated the relationship between librarians and library patrons. Now this is the right time to challenge the library professional to create awareness of social networking site among the user and evoke participation with their communities. This paper aims to explore the awareness of social networking site among the

library professional of engineering college odisha and how they disseminate the information by using social network site.

2. WHAT IS SOCIAL NETWORKING?

Social networking is a composition of individuals or organization, which are attached with one or more individuals such as friend, neighborhood, small communities etc. In the professional field, especially in the workplace, university and colleges, it is most fashionable online networking site among the individuals. This is because of the widely spread of internet in the work places like colleges, universities and other work places the individuals gather and share their first hand experience and information among them.

2.1 SOCIAL NETWORKING SITE

A social networking site is a online portal, or web service, which induce to building a social relations among group of individuals. It connects the feelings, emotions, sharing information, and other activities of real life situation among peoples. The service of the social network site consists of a representation of each people, his/ her social links, and a range of additional services. A social networking site are web-based and provide variety of service for users to interact over the internet, i e. E-mail, Instant messaging etc. There are many social network sites are available, FACEBOOK, Orkut, Twiter , My space, Linked etc are most popular among them.

2.2 DEFINITION OF SOCIAL NETWORKING SITE

According to Boyd and Ellison's (2007) "The Role of Networked Publics in Teenage Social Life", social networking sites (SNSs) share a variety of technical features that allows individuals to: construct a public/semi-public profile, articulate list of other users that they share a connection with, and view their list of connections within the system. The most basic of these are visible profiles with a list of "friends" who are also users of the site.

According to Rogers (2009), Social media is information content created by people using highly accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It's a fusion of sociology and technology, transforming monologue (one to many) into dialog (many to many) and is the democratization of information, transforming people from content readers into publishers.

3. REVIEW OF LITERATURE

One other use that is being discussed is the use of social networks in the science communities. Julia Porter Liebeskind et al. have published a study on how new biotechnology firms are using social networking sites to share exchanges in scientific knowledge. They state in their study that by sharing information and knowledge with one another, they are able to "increase both their learning and their flexibility in ways that would not be possible within a self-contained hierarchical organization. Prensky's (2001) dichotomy between Digital Natives and Digital Immigrants has been considered a relatively accurate

representation of the ease with which people of a certain age range in particular those born before and after 1980 use technology. Prensky's theory has been largely disproved, however, and not least on account of the burgeoning popularity of social networking sites and other metaphors such as White and Le Cornu's "Visitors" and "Residents" are greater currency.(Wellman, 1997). Social networking sites (SNS) are a type of online communities that have grown tremendously in popularity over the past years. For example, the social networking site MySpace 1 (www.myspace.com) is ranked tenth in overall web traffic, with over 47 million unique US visitors each month (www.quantcast.com, 2008). Boyd and Ellison adopt Sundén's (2003) description of profiles as unique pages where one can "type oneself into being."¹ A profile is generated from answers to questions, such as age, location, interests, etc. Some sites allow users to upload pictures, add multimedia content or modify the look and feel of the profile. Others, e.g., Facebook, allow users to enhance their profile by adding modules or "Applications." Many sites allow users to post blog entries, search for others with similar interests and compile and share lists of contacts. User profiles often have a section dedicated to comments from friends and other users. To protect user privacy, social networks typically have controls that allow users to choose who can view their profile, contact them, add them to their list of contacts, and so on. Boyd & Ellison, 2007; Dwyer et al., 2007, suggests that the main motivation to use online social networking sites is to communicate and to maintain relationships.Lehtinen (2007) found that different interaction rituals are performed on an SNS for reconstructing the established social networks. Popular activities include updating personal information and whereabouts ("status"), sharing photos and archiving events, getting updates on activities by friends, displaying a large social network, presenting an idealized persona, sending messages privately, and posting public testimonials.

4 OBJECTIVE OF THE STUDY

The present study was conducted with the following important objectives

Determine attitude of library professionals in workplaces in engineering college of Odisha to disseminate the information through social networking site.

- To know the awareness of social networking site among the library professional
- To recognize social networking sites that are used by library and information professionals for disseminate information.
- Find out the extent use of social networking tools by library professional.
- Find out how library professionals use and disseminate information through social networking site.
- To explore the purposes of social networking sites use by librarians and information professionals.

5. METHODOLOGY

The present study was conducted to review the awareness of social networking site among library professional of the engineering colleges in Odisha.. Research method followed was a survey method. Questionnaire was distributed online to the library professionals and data had

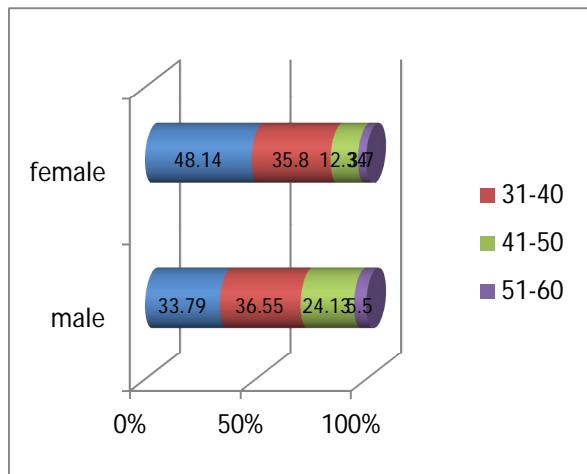
been collected through online. Total 226 library professional was responded out of 100 engineering colleges.

6. DATA ANALYSIS & INTERPRETATION

6.1 Demographic

Table-6.1 Demographic background of the respondents

Age	Male	Male %	Female	Female %	Total	Total %
21-30	49	33.79	39	48.14	88	38.93
31-40	53	36.55	29	35.80	82	36.28
41-50	35	24.13	10	12.34	45	19.91
51-60	8	5.5	3	3.70	11	4.86
Total	145	64	81	35.84	226	100

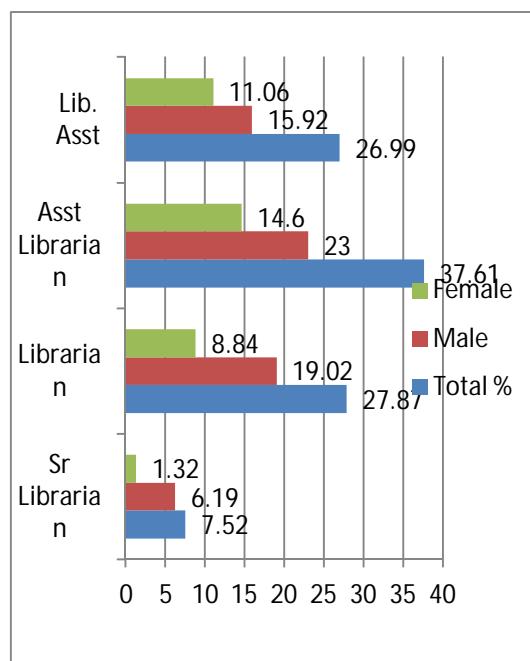


The above table depict that among 226 responded more than the half of responded 145 (64.15%) responded are male and rest of 81 (35.84) are female, with the age group of 21-30 (88, 38.93%), 31-40, (82, 36.28 %), 41-50, (45, 19.91%) , and (11, 4.86%) are with the age group of 51-60 .

6.1.1 Library position

Table—6.1.1 Library Position

Position	Total	%	Male	%	Female	%
Sr Librarian	17	7.52	14	6.19	3	1.32
Librarian	63	27.87	43	19.02	20	8.84
Asst Librarian	85	37.61	52	23	33	14.60
Lib. Asst	61	26.99	36	15.92	25	11.06
G total	226	100	145	64	81	35.84

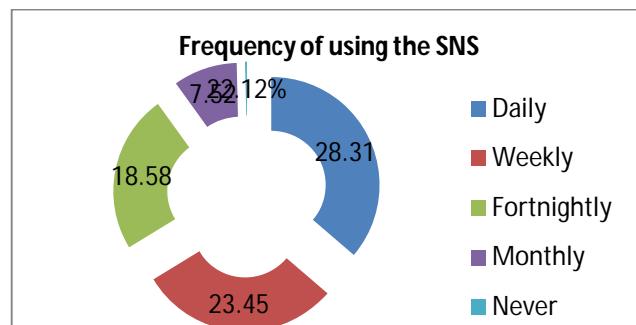


It revealed from the table- 6.1.1 that, most of majority (87, 37.61%) responded are obtains position as a Assistant librarian followed by (63, 27.87%) as a Librarian, (61, 26.99%) are as Lib Asst and (17, 7.52%) are obtains position as a Sr Librarian.

6.2 Technical

6.2.1 Frequency of using the SNS

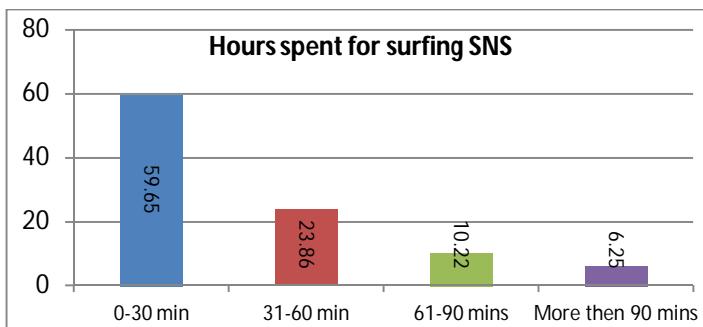
6.2.1 Frequency of using the SNS		
Frequency	Responded n=226	%
Daily	64	28.31
Weekly	53	23.45
Fortnightly	42	18.58
Monthly	17	7.52
Never	50	22.12



It is observed form the table- that the highest (64, 28.31%) respondents use SNS site daily, followed by (53, 23.45%) are weekly, (42, 18.58%) fortnightly, (17, 7.52%) once in a month and (50, 22.12%) LIS professionals are never using this site.

6.2.2 Hours spent for surfing SNS

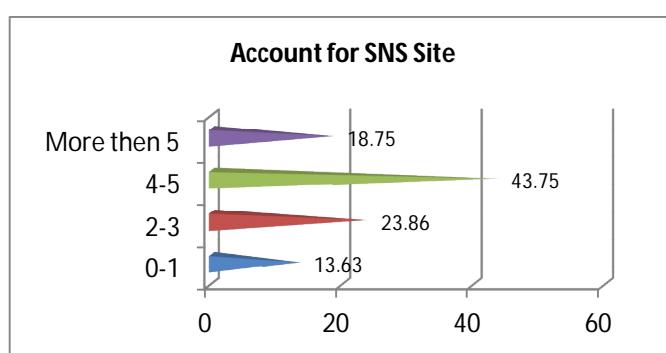
6.2.2 Hours spent for surfing SNS		
No of Min Per day	Responded N 176	%
0-30 min	105	59.65
31-60 min	42	23.86
61-90 min	18	10.22
More than 90 min	11	6.25



The table- depict that most (105, 59.65%) respondents use SNS site for 0-30 minutes per day. Whereas (42, 23.86%) are 31-60 minutes ,(18,10.22%) are 61-90 minutes, and (11,6.25%) respondents use SNS site more the 90 minutes, out of 176 respondents using SNS Site.

6.2.3 Account for SNS Site

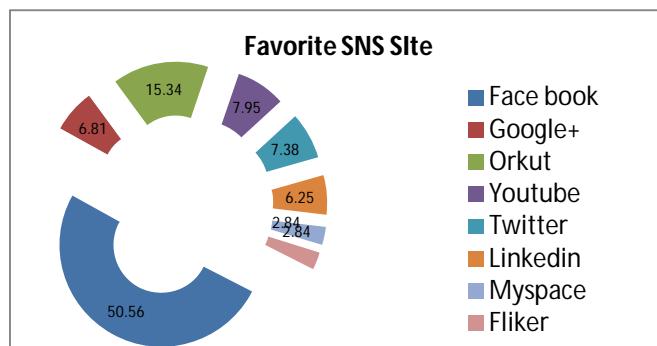
6.2.3 Account for SNS Site		
No of Account	Responded N=176	%
0-1	24	13.63
2-3	42	23.86
4-5	77	43.75
More than 5	33	18.75



As indicated in table-6.2.3 that the highest (77, 43.75%) of LIS professional were having 4-5 accounts for SNS site. While (42, 23.86%) have 2-3, (33, 18.75%) were more than 5 and (24, 13.63%) were having only 1 account in the SNS Site.

6.2.4 Favorite SNS site

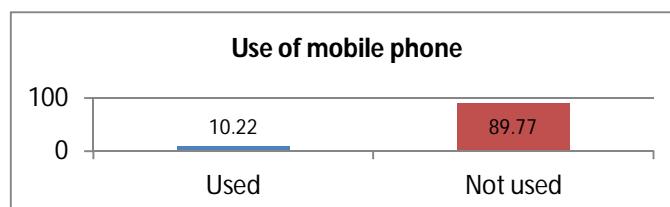
Table- 6.2.4 Favorite SNS site		
SNS Site	Responded n=176	%
Face book	89	50.56
Google+	12	6.81
Orkut	27	15.34
Youtube	14	7.95
Twitter	13	7.38
Linkedin	11	6.25
Myspace	5	2.84
Flicker	5	2.84



It revealed from table- 6.2.4 that Face Book was the most Favorite and often used SNS Site among LIS professional with (89, 50.56%) respondents use this site. Orkut was stood second position with (27, 15.34%) responded, YouTube was the third position with (14, 7.95%), followed by Twitter.(13. 7.38%), Google+ (12, 6.81%), LinkedIn (11, 6.25) , MySpace and Flicker (8,3.53%) respectively .

6.2.5 Use of Mobile Phone

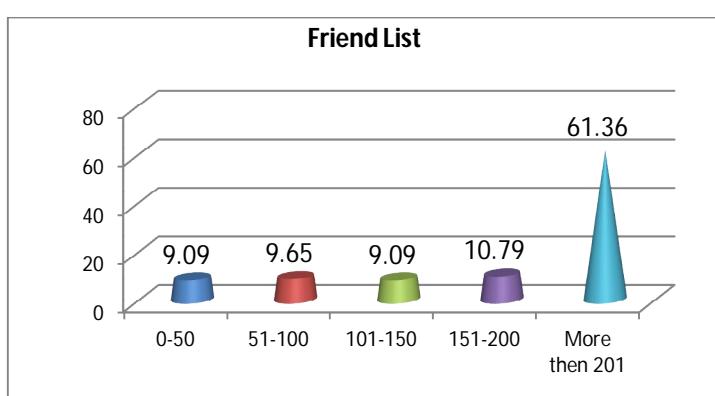
Table- 6.2.5 Use of Mobile Phone		
Mobile Phone	Responded	%
Used	18	10.22
Not used	158	89.77



In the response to the above question very less LIS professionals (18, 10.22%) using mobile phone for browsing SNS site. (158, 89.77%) respondents not use this service, out of 176 respondents using SNS Site.

6.2.6 Friend list

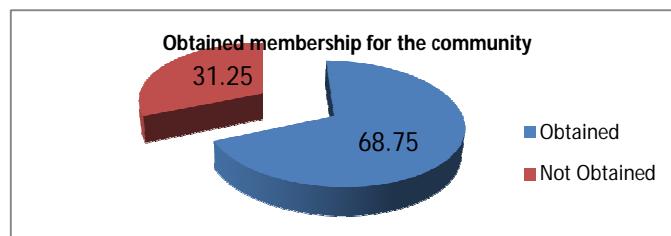
Table- 6.2.6 friend list		
Friend	Respondent	%
0-50	16	9.09
51-100	17	9.65
101-150	16	9.09
151-200	19	10.79
More than 201	108	61.36
Total	176	100



It revealed from the above table-6.2.6, that highest (108, 61.36%) respondents have more than 201 friends in the SNS Site, followed by (19, 10.79%) LIS respondents have 151-200, (17, 9.65%) respondents have 51-100 and (16, 9.09%) each respondents has friend up to 151-200, 0-50 respectively.

6.2.7 Obtained membership of community

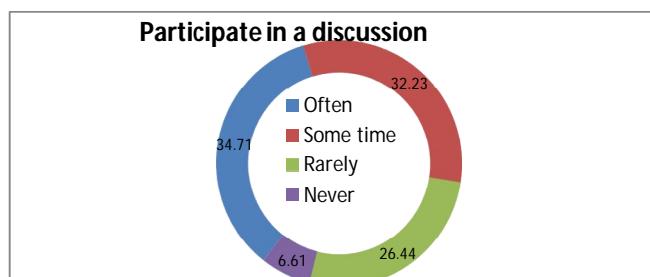
Table- 6.2.7 Membership of community		
Community	Responded	%
Yes	121	68.75
No	55	31.25
Total	176	100



The table-6.2.7 depicts that (121, 68.75%) respondents have a member in community in different Social Networking site. Rest of (55, 31.25%) respondents have not joined any community.

6.2.8 Participation in a discussion

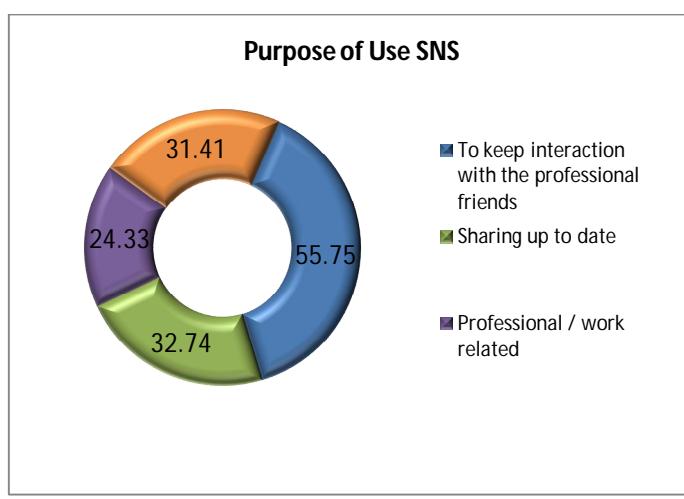
Table-6.2.8 Participation in a discussion		
Participation	Responded	%
Often	42	34.71
Some time	39	32.23
Rarely	32	26.44
Never	8	6.61
Total	121	



It shows from the above table-6.2.8 that most (42, 34.71%) respondents have participate in the discussion followed by (39, 32.73%) have participate sometime and (32, 26.44%) have Rarely participate in the discussion out of 121 respondents. (8, 6.61%) of respondents have not participate in the community though they have the membership of the community..

Table-6.2.9 why do you use SNS

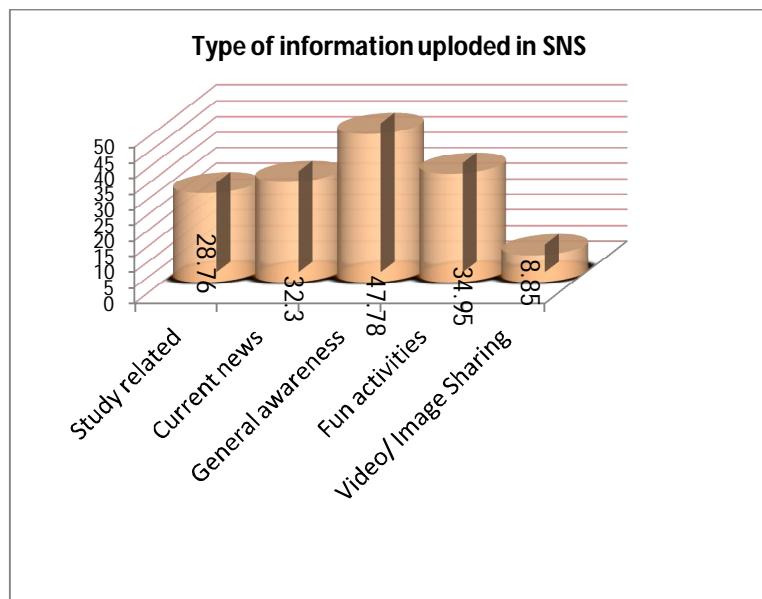
Table-6.2.9 Why do you use SNS		
Information	Responded n= 226	%
To keep interaction with the professional friends	105	55.75
Sharing up to date Information	51	32.74
Professional / work related	39	24.33
For dating	31	31.41



The above table 6.2.9 the responded had given multiple answers. It reveals that maximum (126, 35.75%) responded are using SNS for interaction with their professional friends. Followed by (74 , 32.74%) were sharing up to date information , (55, 24.33%) were using professional work related and (71, 31.41% were using SNS for dating.

6.2.10 Type of information uploaded in SNS

Table- 6.2.10 Type of information uploaded in SNS		
Information	Responded n=226	%
Study related	65	28.76
Current news	73	32.30
General awareness	108	47.78
Fun activities	79	34.95
Video/ Image Sharing	20	8.85



It depict from table 6.2.10 that (108, 47.78%) responded were uploading information in SNS related to general awareness. While (79, 34.95%) responded were posting fun activities, (73, 32.30%) were current news, (65, 8.76%) were study related and very less (20, 8.85%) of responded were uploaded information related to Video/ Image sharing.

6.2.11 Impact of SNS on professional career

Participation	Responded n=226	%
Greater Impact	132	58.40
Rarely Impact	64	28.31
Not Impact	30	13.27

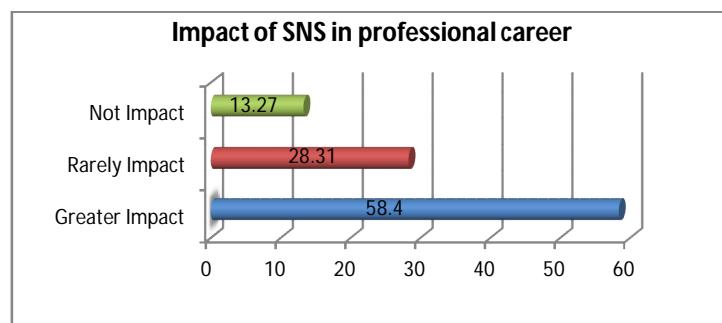


Table 6.2.11 shows that most (132, 58.40%) responded were given their opinion that the SNS will be greater impact in their professional life. 64, 28.31% responded were viewed rarely

impact and very least (30, 13.27%) were belief social networking site will be not impact on their professional career.

FINDINGS:

Most of the library professionals participated in the survey was male

Most of the responded were using SNS for minimum 30 minutes regularly in a day and opened 4-5 accounts of different social networking site.. It is undoubtedly indicates that most of the library professionals were aware of SNS .Face book stood the most popular SNS for the library professional

Using SNS through Mobile is yet too aware of library professional as very few responded were using the above service.

More than half of the responded having 200 friend lists in their Social networking site.

Participation in the discussion in the community will help to gain up to date information about their own area as well as in the universal areas. It is good sign for the library professional that most of the responded have the membership of community and participated in the discussion.

- Most of the library professionals participated within the survey was male.
- Most of the responded were exploitation SNS for minimum half-hour often during a day and opened 4-5 accounts of various social networking web site. it's without doubt indicates that almost all of the library professionals were conscious of SNS .Face book stood the foremost in style SNS for the library professional
- Using SNS through Mobile is however too conscious of library professional as only a few responded were exploitation this service.
- More than 1/2 the responded having two hundred friend lists in their Social networking site.
- Participation within the discussion within the community can facilitate to realize up thus far information regarding their own space likewise as within the universal areas. it's smart sign for the library professional that almost all of the responded have the membership of community and took part within the discussion.
- Most of the libraries skilled were used SNS for Keep the connection among their professional and post the knowledge concerning general awareness.
- All most all the responded have in agreement that social networking website is going to be impact on their profession.

7. CONCLUSION

The impact of Information Technology over the previous couple of decades has greatly affected to the quality dissemination of Information service of the Library and its patrons. Earlier the patrons accustomed fully abreast of the library for distributive Information. With the arrival of social networking site, patrons are less depends on the libraries. Now, the libraries need to transcend providing an honest information retrieval service to make awareness among the patrons and to induce them for participation in their community.

Another growing trend is that the shift towards libraries turning into social meeting places instead of quiet, pondering spaces; reflective the wants of the dynamical community. In

turning into a social hub, libraries should amendment as a physical house associate degreed an info put attentiveness, each offline and on-line. The previous model of the library is room however the new one is a lot of like community like web one will access any time anyplace with finger tips.

Now importance for the librarians to boost service models to satisfy community wants however to conjointly recognize new on-line users and their expectations. During this method, social networking site will be terribly effective in partaking and connecting with communities in an exceedingly relevant method whereas fulfilling core values of a library service.

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