USE OF SOCIAL NETWORKING SITE (FACEBOOK) IN MAKING AWARENESS AMONG THE LIBRARY AND INFORMATION SCIENCE PROFESSIONALS OF UNIVERSITY LIBRARIES OF U.P: A CASE STUDY

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ABSTRACT

The purpose of the study was 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 University Libraries of U.P 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 University Libraries of U.P 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, SNS.

INTRODUCTION

The exchange of thoughts, messages, or information as by speech, signals, writing, or behavior is called communication. Information and communication technology are added advantages in the hands of library professionals in the current scenario. 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. Everyone needs information pinpointed and timely that is possible with the help of LIS professionals. People can access information easily by themselves in ICT environment but how to use and utilize that information can be guided by LIS professionals. User prefers social networking sites or Face book to access information as it reduces physical strain, save

the time; they are able to complete the work within time, minimize expenses and keep accuracy. Foremost challenge before the library and information science professionals is to face the needs of the user in current ICT environment and to provide access to all relevant information and integrated it on networked across the world.

Social network:

Social network is a broad term used to denote the blogs, user created videos and wikis. A social networking is an online service, platform or site that focuses on building and reflecting of social network or social relations among people who share interests and activities. Social networking often involves grouping specific individuals or organizations together. Social network provides a quick, low tech method to generate, maintain web based subject guides and act as communication tools to enable social interaction among LIS Professionals. Most social network services are web based and provide means for users to interact over the internet. They interact, share and exchange resources by social networks. It promotes free flow of information and sharing of resources beyond boundaries.

Social Networking Sites:

Social networking site functions like an online community of internet users. People use social networking sites for communication personally as well as professionally to contact with others. Social networking sites like Face book provides new venues for young LIS Professionals to express themselves and to interact with one another. It provides an unprecedented platform for them to dynamically farm, collaborative groups and creates, publish, exchange, share and cooperate any type of information. It makes use of web sites and LIS Professionals are using SNS closely followed by creating awareness, socializing, making friends and new arrival display is predominantly dominated by SNS closely followed by topic discussion and metadata linking.

Facebook:

Currently Face book is the fifth most trafficked site on the internet worldwide and second most trafficked social media site on the world. It was first founded by Mark Zuckerberg in 2004. These are interactive allowing visitors to leave comments, message each other via widgets on the blogs and it is the interactivity that distinguishes them from other static websites .It has affected the social life and activity of people in various ways. It is just like social phenomena that not just connect people together but generate and contributes the web contents itself. It enables users to choose their own privacy settings and choose who can

see specific parts of their profile. It engage and push content to user. It gives an opportunity to make community and receive fast, quick respond to feed back.

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 university libraries of U.P. Eight questions were asked to them and we have received answers of all of them. We have taken five social networking sites - Facebok, Twiter, Linkdeln, 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.

USES OF FACEBOOK FOR LIBRARY AND INFORMATION SCIENCE PROFESSIONALS

- The primary function of any library is to acquire, store and disseminate the information, in the same way facebook also explores the information variously.

- facebook 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.

- Facebook 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 facebook 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 University Libraries of U.P. to explore how social networking site Faceboook proves helpful in generating awareness.

REVIEW OF LITERATURE

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. Shaheens study among students of the Pakistan reveals that the use of social networking site indicates popularity of facebook.com among these youth more oftenly. 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 Facebook 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 Faceboook 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.

RESEARCH QUESTIONS

To achieve the above objectives following questions were formulated.

RQ1-How do the LIS Professional use social networking sites (SNS)?

RQ2- Which social networking site used most-Twitter, Face book, Linkdeln, Orkut and Yahoo by LIS Professionals of University Libraries of U.P?

RQ3-What is the frequency of using Face book by LIS Professionals?

RQ4-Why LIS Professionals use face book?

RQ5- Do the Face book proves helpful in making awareness among LIS Professionals of university libraries of U.P?

RQ6- Do the Face book works as a platform to interact among LIS Professionals beyond barriers of location and nationality?

RQ7-How much the LIS Professionals Satisfied in the use of Facebook?

RQ8- What are Problems faced in the use of Face book by LIS Professionals?

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 hundred questionnaires were administered among hundred LIS Professionals of university libraries of U.P. randomly. The collected data were analyzed using statistical tools.

ANALYSIS OF DATA AND DISCUSSION

Table 1:   Use of Social Networking Sites (SNS)

Gender	No. of respondents	Percentage
Male	58	58%
Female	42	42%

The result of this study shows that out of 100 respondents 58 (58%) were female and 42 (42%) were male.

Table 2:   Most used Social networking site (SNS)

Name of SNS	No. of respondents	Percentage
Twitter	28	28%
Face book	42	42%
Linkdeln	12	12%
Orkut	10	10%
Yahoo	08	08%

It is clear from the above table that Face book was the most often used Social networking site among LIS Professionals with 42%, Twitter was the second most used SNS with 28%, LinkedIn recite in third position having 12%,Orkut with 10% and Yahoo was in fifth position with08%.

Table 3: Frequency of use Face book

Frequency	No. of respondents	Percentage
Every day	55	55%
Sometimes	26	26%
Rarely	19	19%

It is observed in the study that 55% LIS Professionals were use Face book everyday, 26% used it sometimes, and 19% rarely used it.

Table 4: Why do use Face book

Reasons	No. of respondents	Percentage
To express your creativity	19	19%
To participating in discussions	16	16%
To keep abreast of the latest news and commentaries	30	30%
To network to new people as well as your distant friends	12	12%
To get interact professionally	23	23%

It is revealed from the above table that 30% LIS Professionals were use Face book to keep abreast of latest news, 23% used to interact professionally,19% used to express their creativity, 16% used to participate in discussions and 12% used to get networked with new people and distant friends.

Table 5: Use of Face book in making awareness

View	No. of respondents	Percentage
Agree	60	60%
Neutral	25	25%
Disagree	15	15%

It is founded that 60% LIS Professionals were agree that Face book proved helpful in making awareness, 25% have the neutral opinion and 15% were disagree with it.

Table 6: Face book works as a platform to interact beyond barriers of location and nationality

View	No. of respondents	Percentage
Agree	52	52%
Neutral	35	35%
Disagree	13	13%

In response to the above question it is founded that 52% LIS Professionals were of the view that Face book actual works as a platform to interact beyond barrier, 35% were neutral and 13% were disagree with it.

Table 7: Satisfaction level in using Face book

Satisfaction level	No of respondents	Percentage
Satisfied	53	53%
Neutral	32	32%
Not satisfied	15	15%

The result of the study shows that majority of the respondents were satisfied in the use of Face book with 53%, 32% were neutral and 15% were not satisfied with it.

Table 8: Problems in using Face book

Problems		Percentage
Lack of time	36	36%
Lack of technical support	15	15%
No privacy ensured	19	19%
It is not useful for education	16	16%
It has no role in making awareness	14	14%

Various problems have been mentioned by the respondents among them 36% LIS Professionals were of the view that they lacks time to use Face book, 19% thought that no privacy secured in the use of Face book, 16% have the opinion that it was not useful for educational purpose, 15% were suffer from technical problem and 14% were founded that it plays nor role in making awareness.

FINDINGS OF THE STUDY

- In the above conducted study it was founded that 58% respondents (LIS Professionals) were female and 42% were male.
- Majority of respondent were use Face book among all fifth Social networking sites with 42%.
- 55% LIS Professionals were use Face book every day.
- 30% respondents were use Face book to keep abreast with current news and information.
- 60% respondents were of the opinion that Face book proves helpful in making awareness.
- 52% were agreeing that Face book works as platform to avoid barriers of location and nationality.
- 53% respondents were satisfied with Face book.
- 36% respondents were face lack of time in the use of Face book.

CONCLUSION

Present study is an attempt to examine the effect of environment of social networking site (SNS) Face book in learning followed by as assessment into the awareness and understanding its role to the change learning world. The research was focus on the use of Face book by Library and Information Science Professionals. The uniqueness of this social networking site is to share information among users ranging from highly personal to academic interests of the participants. 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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