Use of Social Networking Sites Facebook, Google Plus, Linked in, and Twitter among user of State Library, Odisha: An Exploratory Study

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Abstract

Now day's Social networking sites are very popular among the youth. The paper highlights how and what extend the user of State Library Odisha are use social networking sites (Facebook, Twitter, LinkedIn, and Google+).There are 83 no of response received from the user. It has found that Facebook (95.2%) is most popular social networking site among user of state library Odisha. The user of State library Odisha spent hours in Social networking sites. It is also found that, the users are well aware about Social Networking Sites.The users of the State library Odisha useSocial Networking Sites via Mobile 69(83.1%) rather than other devices like Laptop, Tablet, desktop etc.

Keywords: Social Networking Sites; Facebook; Twitter; LinkedIn; and Google Plus; State Library; Odisha.

Introduction

Social networking sites (SNS) play a very vital role in social life of every person. Social networking sites are rapidly grown and it is gaining popularity among the young people particularly.

Now a day's people are updated their thoughts, ideas using various kinds of social networking sites like Facebook, Twitters, LinkedIn, and Google+ and LinkedIn. Facebook one of the biggest social networking sites which have now became the one of the popular social networking sites among other social networking sites. It was introduced in the year 2004.Twitter was introduced in the year 2006 its one popular micro blogging site.LinkedIn is a professional social networking site where people create his her profile add professional work experience, academic activities etc. It was come into existence in the year 2002.Google+ introduced in the year 2011.

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HK Mahtab State Library

Hare Krushna Mahtab State Library is one of the best Public library in Odisha. It was established in the year 1959 during 1st Five Year Plan at state capital Bhubaneswar in the year 1967 it was name as Gandhi Bhawan. Again it was rename, the State Library and the Public Library as Harekrushna Mahtab State Library in the year 1987in the memory of Dr. Hare Krushna Mahtab, the builder of modern Odisha. Collection: The library has good collection of books and resources, it includes books(1, 44,000), Magazines(56), Newspapers (15). According state library website there are 6000 no of registered members.

Objectives of Study

To identify what extent the social networking sites are used by user of State.

Library Odisha

- To ascertain how they use social networking sites.
- To discover the how much time spent in social networking sites.
- To identify which social networking sites are use.
- To discover why they use SNS in day today life.

• To find out mostly use social networking site

Literature Review

A study conducted by (Omekwu, Eke, & Odoh, 2014) on social networking sites use of among the undergraduate students of university of Nigeria Nsukka.The study found that, most of the students are using SNSS. The sample size was 150 undergraduate students. The students of were spending their time for connecting to their classmates for online study interaction with friends, watching movies and discussing serious national issues etc.

(Iorliam & Ode, 2014) investigate the impact of Social Network Usage on University Students Academic Performance using Benue State University Makurdi, Nigeria. The main area of study ware how spent time on social media, and the relationship between the volume of social friends and a student's academic performance and the frequency of visiting social media

(Iordache, Drago° Daniel; Lamanauskas, 2013) conducted a study in Romanian University Students. The finding of the study shows that, Most of students spend their time of social networking websites YouTube, Facebook, Google+, LinkedIn, Facebook,

Twitter, Hi5 etc. Furthermore reported that, YouTube and Facebook are more popular among the students. (Sahu, 2013) study information dissemination on social networking sites by library professional of engineering colleges of Odisha.

A Study has mad by (Hamat, Embi, Pendidikan, Hassan, & Pendidikan, 2012) on use of Social networking sites (SNSs)among the students of Malaysian University. And discovered that, SNSs has popular among the youths and spending more time on SNS for socializing rather than learning.

Methodology

The Present study based on random sampling method. The 150 Questionnaire has been distributed to the user only received 83 questionnaire. The data collected on February, 2017. And analyzed using Ms-Excel sheet and SPSS software.

Data Analysis of SNS

• *Gender wise Distribution of Respondents*

The data collected from 83 researchers, 21 Under Graduate respondent, 34 Graduate respondent, 27 Post graduate and 1 MPhil respondents have been

Table 1: Gender wise distribution

Gender	Male	Female
Female	19	23.00 %
Male	64	77.00 %
Total	83	100.00 %

Table 2: Status wise distribution

Status	Respondents	Percentage
Under Graduate	21	25.3 %
Graduate	34	41 %
Post Graduate	27	32.5 %
MPhil	1	1.2 %
Total	83	100

Table 3: Age Wise distribution

Age	Respondents	Percentage
15-20	27	32.5 %
21-25	40	48.2 %
26-30	15	18.1 %
31-40	1	1.2 %
Total	83	100

analyzed. Table 1 shows that out of 83 respondents, 64 (77%) were male and 19 (23%) of respondents were female.

• Status wise distribution of respondents

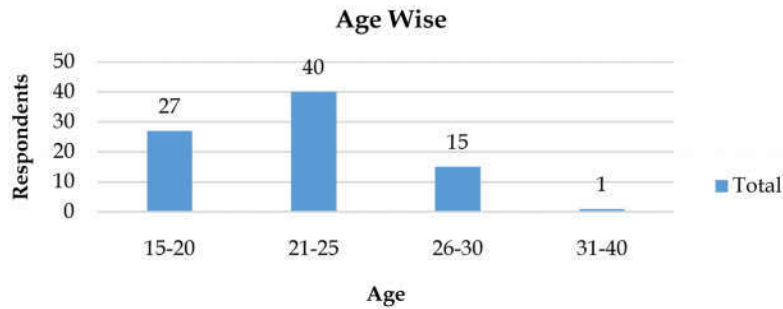The Table 2 well-found directly above provides a brief account of the basic information of the

Fig. 1: Age Wise distribution

respondents covered under the study. Here it is seen that out of 83 respondents 25.3% are UG students, 41 % are Graduate Students and remaining 32.5 % and 1.2 % are PG & MPhil students.

- *Age Wise Distribution*

Table 3 presents the age wise distribution of respondents. The data shows that majority of the 40 (48.2%) of respondents fall between the age group of 21-25, 27 respondents (32.5%) fall between the age group of 15-20, 15 respondents (18.1%) of fall between the age group of 26-30 and 1 respondent (1.2 %) of is the age group of 31-40, who used social networking sites.

- *Social Networking Accounts of users (Facebook, Twitter, LinkedIn, Google plus)*

This table 4, data shows that 100 % users have using social networking accounts that having Facebook, Twitter, LinkedIn & Google Plus.

Table 4: Social networking accounts of users

Social Networking Accounts	Respondents	Percentage
83	83	100 %

Table 5: Frequency of Using Social Networking Sites

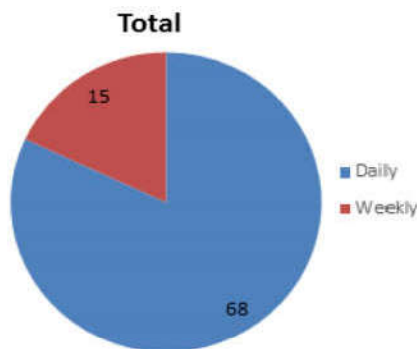| Frequency	Respondents	Percentage
Daily	15	18.07 %
Weekly	68	81.93 %
Total	83	100

Fig. 2: Frequency of Using Social Networking Sites

- *Frequency of Using Social Networking Sites*

To ascertain how frequently use social networking sites by the respondents for these only two options has given (1) daily and (2) Weekly to the respondents. Form the collected data it is indicated that 68 (81.93%) of the users visit the SNSs weekly and only 15 (18.07%) users visit the SNSs daily.

- *Time Spent on Social Networking Sites*

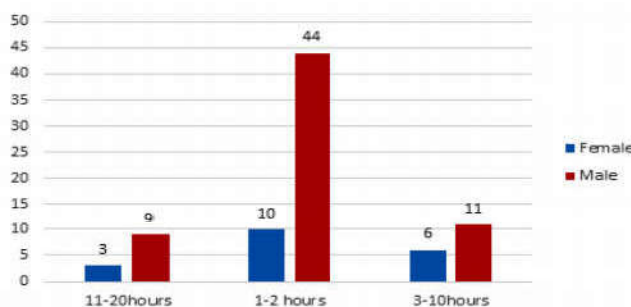The Table 6 shows that out of 83 respondents, 54

Fig. 3: Time Spent on Social Networking Sites

Table 6: Time Spent on Social Networking Sites

Frequency	Male	Female	Total Respondents	Percentage
1-2 hours	44	10	54	65.06 %
3-10 hours	11	6	17	20.49 %
11-20 hours	9	3	12	14.45 %
Total	64	19	83	100

(65.06%) users havespenttheir time 1-2hours in using social networking sites, 17 (20.49%) of them spend 3-10 hours, 12 (14.45%) of them spend 11-20 hours in using social networking sites.

- *Platform of using Social Networking Sites*

The Table 7 shows that majority of the users 69

(84.1%) use social networking site through Mobile, 43 (52.4%) use these sites by Laptop, 16 (19.5%) use these sites by Desktop and 1(1.2%) user use the table for using SNS sites.

- *Friends in Social Networking Sites*

The Table 8 shows that majority of the users 82

Table 7: Platform of using Social Networking Sites

Platform	Respondents	Percentage
Mobile	69	84.1%
Laptop	43	52.4%
Desktop	16	19.5%
Tablet	1	1.2%

Table 8: Friends in Social Networking Sites

Friends	Respondents	Percentage
Friends	82	98.8%
Professor	37	44.6%
Friends of Friends	40	48.2%
People you never meet	20	24.1%

(98.8%) use SNSs to connects or to find theirs friends, 37 (44.6%) users use to connects with professors, 40 (48.2%) use to search friends of friends and 20 (24.1%) use these sites to people you never meet and connect with them only SNS sites.

- *Problems in using Social Networking Sites*

The Table 9 describes the various problem faced by the respondents in using SNSs. The majority of the respondents 53 (63.9%) expressed Lack of time, 19

(22.9%) respondents feel that Lack of technical knowledge, 43 (51.8%) respondents expressed that Low speed of internet while using SNSs and only 3(3.6%) respondents said that SNSs are Not user friendly.

- *Purpose of using Social Networking Sites*

The Table 10 shows that majority of the respondents i.e. 67 (80.7%) use social networking sites for Entertainment, 58 (69.9%) use these sites for

Table 9: Problems in using Social Networking Sites

Problems	Respondents	Percentage
Lack of time	53	63.9%
Lack of technical knowledge	19	22.9%
Low speed of internet	43	51.8%
Not user friendly	3	3.6%

Table 10: Purpose of using Social Networking Sites

Purpose of using	Respondents	Percentage
Entertainment	67	80.7%
Education	58	69.9%
To meet new people	35	42.2%
Instant message	45	54.2%

Education, 35 (42.2%) respondents use these sites to meet new people and 45 (54.2%) respondents who use these sites for Instant message.

- *Mostly used social Networking sites*

There are so many different types of social networking sites are there, which are used by the respondents. The Table 11 shows that the most important social networking sites used by the

respondents and there purposes. It was found that majority of the respondents i.e. 79 (95.2%) use Facebook to Sharing Photos, 69 (83.1%) sharing and finding information, 63 (75.9%) Stay update, 60 (72.3%) Chatting with friends and 48 (57.8%) & 40 (48.2%) respectively to find Academic information and jobs. Averagenumber of the respondents usesTwitter, LinkedIn and Google Plus to sharing

Table 11: Mostly used social Networking sites

Variables	Facebook	Google Plus	LinkedIn	Twitter	Total
sharing and finding information	69 (83.1%)	1	2	11	83
Stay update	63 (75.9%)	5	0	15	83
Chatting	60 (72.3%)	1	7	15	83
Academic information	48 (57.8%)	10	10	15	83
Find Jobs	40 (48.2%)	9	16	18	83
Sharing Photos	79 (95.2%)	1	3	00	83

and finding information, Stay update, Chatting, Academic information and find jogs. The above result shows that majority of the students were using Facebook and Twitter on a regular basis.

Major Findings of the Study

1. The gender wise distribution indicates that out of 83 respondents 23% are female students and remaining 77% are male students.

2. The findings of the age wise distribution reveal that majority of the 40 (48.2%) respondents fall between the age group of 21-25.

3. The study shows that 100% of the respondents are well aware about social networking sites.

4. The study result indications that majority of the respondents were using Facebook and Twitter on a regular basis.

5. The study found that majority of respondents i.e., 68 (81.93%) visit the SNSs weekly.Out of 83 respondents, 54 (65.06%) users spend 1-2 hour in using social networking sites.Out of 83 respondents, 82 (98.8%) have to connects or to find theirs friends, The data emphasized that SNSs can be a good platform for Sharing Photos and finding information.

6. The study found that 69 (84.1%) of the respondents use SNS via mobile.

7. The findings of problems challenged while using Social Networking Sites reveal that majority of the respondents 54 (63.9%) expressed Lack of time.

8. The result found that for Entertainment 67(80.7%) purpose they use SNS and 58 (69.9%) use SNS for Education

Conclusions

The current study focus on the use of Social Networking Sites by the user of Hare Krushna Mahtab State Library, Odisha. Social Networking Sitesprovidesa great platform to the students to interact with each other on virtual world. Students keep themselves updated invarious wayslike update their profiles, posting of messages, videos and photos, sharing professional and personal information at international online platform. In 21st century, SNSs have become a largest online platformto share piece information within a minute. The study found that most of the users of Hare Krushna Mahtab State Library, Odisha use social networking sites for different purposes and Facebook social networking site is the popular among the user of state library Odisha.

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