

## Usage of Social Networking Sites among LIS Professionals of Graduate Colleges in Bangalore City: An Analytical Study

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### Abstract

Human beings are social in nature it's a basic instinct of every individual, as technology advanced the same concept has been turned out in to human beings are socially active on networking sites to certain extent, some are more active and some are less but the core concept of 'socially active on Networking Sites' is more of less very true, which is endorsed by many studies and researches across the globe, people are day by day increasing the usage of web based social networking sites. This paper highlights the importance of social networking sites, its usage across professionals and its effect on academic activities along with merits and demerits has been discussed.

**Keywords:** Social Networking Sites; Information Science; Information Dissemination; LIS professionals; Information Sharing.

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### Introduction

People in the contemporary era have always been looking for connect and reconnect with each other with advancement of technology through social networking sites, now even relationship begin, grow up and ends in social networking sites, people in the digitization era has no longer need a personal handshake and face to face interaction. Usage of social networking sites have also grown in numbers like billion, as per the statics exposed by statista it has crossed 2 billion it is almost heading towards 3 billion (Acquisti, Alessandro & Ralph. 2006) [1] as mobile usage has been drastically increased.

The purpose of using these social networking sites is not just to connect with the people, it is beyond

that with the advancement of technology and these have become part and parcel of day to day life. The library and information science is one of the profession which is heavily influenced by the social networking sites because of sharing of information and connecting people at different levels, so in this context how professionals effectively make use of this networking sites to enhance the professional value by incorporating new technologies and applications in the contemporary era is a great challenge and the task.

This paper is going to highlight the importance of social networking sites, how effectively professionals are using to reach out the users, usage level among professionals of graduate colleges of Bangalore city has been covered under the study.



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### *Social networking Sites*

The concept of social networking is basically an online service which provides platform to share interest and activities among the people; it offers unambiguous grouping of individuals and organizations together. This social networks provide rapid access and require crucial technology to generate and maintain web based techniques which act as communication tools to enable social interaction, most of the social networking sites are purely web based and working on internet, which are heavily used for interact, share and exchange of resources and it honestly encourage free flow of information and sharing beyond boundaries (Agarwal & Mital. 2009) [2].

People use social networking sites personally as well as professionally to communicate with others (Andrejevic & Mark. 2005) [3], professionals from LIS is largely making use of these social networking sites to generate consciousness, entertainment, making friends and to display of new arrivals closely followed by topic discussion and metadata linking, many blogs and forums has witnessed the professional discussions on advancement of information services (boyd, danah & Jeffrey. 2006) [4], especially young professionals are more enthusiastic to use social networking sites to create awareness on LIS profession, it is one of the easy and fastest way to reach out the users round the globe, professionals are very effectively using by creating groups to share and display new arrivals, create chat rooms to interact with active users and more than anything users are fond of using social networking sites which is very intensively helping in sharing of information resources (Brake & David. in press) [5].

People from urban background are very much aware of social networking sites and usage of these also very high (Guha, Saikat, Tang & Paul Francis. 2008) [6], now it is very compatible with mobile access people are having such a close associate with these web tools (Sameer & Patchin. 2008) [7], LIS professionals of graduate colleges in Bangalore city have marked maximum number of usage of social networking sites, the study is all about merits and demerits along with importance and impact of networking sites on LIS profession.

### *Objective of the study*

Few points have been identified as objectives of the study which are as follows.

- To find out the role of social networking sites

to create awareness among LIS professionals

- To know the opinion of professionals on networking sites
- To know the use and usage of networking sites among professionals
- To help LIS professionals to create user ambitious environment
- To enhance professional values and ethics

### *Limitations of the study*

As the study is conducted in urban area of Bangalore especially the graduate colleges of the town has been covered under the study, LIS professionals of these colleges have making use of the social networking sites very effectively for creating awareness, sharing and exchange of information among them, so the study is restricted to 75 graduate colleges of Bangalore city.

### **Methodology of the study**

A well structured questionnaire was designed and distributed to the LIS professionals of graduate colleges in Bangalore city, the collected data has been properly analyzed through statistical software (SPSS) package and presented in the paper.

### **Analysis of data and Interpretation**

As study is conducted to know the usage and awareness of social networking sites among LIS professionals especially in the Bangalore university region, to collect the data a well structured questionnaire was distributed to gain primary data, which was collected, consolidated and represented in the form of tables and graphs.

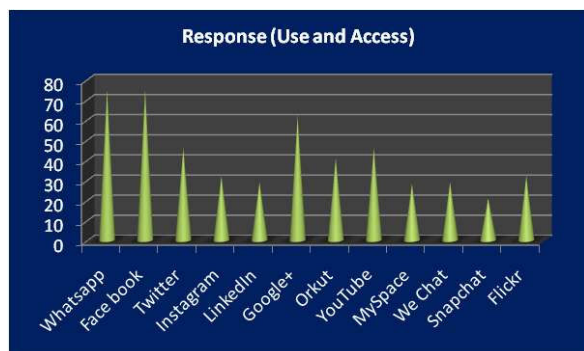
### *Most recurrently used and accessed Social Networking Sites*

The most frequently used and accessed social networking sites are listed in the table which are almost having comparable importance in information sharing as well as disseminating, few among them had greater importance in LIS profession based on the response give by the professionals data has been evaluated and presented in the table.

**Table 1:** Shows the different types of Social Networking Sites and its use and access.

Social Networking Sites	Response (Use & Access)	Percentage (%)
Whatsapp	75	100%
Face book	75	100%
Twitter	46	61.33%
Instagram	32	42.66%
LinkedIn	29	38.66%
Google+	62	82.66%
Orkut	41	54.66%
YouTube	46	61.33%
MySpace	28	37.33%
We Chat	29	38.66%
Snapchat	21	28.0%
Flickr	32	42.66%

The table 1 and Graph 1 shows that, whats app & Face book usage and access are predominantly dominating among all the social networking sites, followed by Google + 82.66% twitter and you tube 61.33%, Instagram & Flickr 42.66%, then chased by We chat and LinkedIn 38.66%, MySpace & snap chat are used by few professionals, overall these are playing a magnificent role in information sharing and disseminating among library users and professionals.



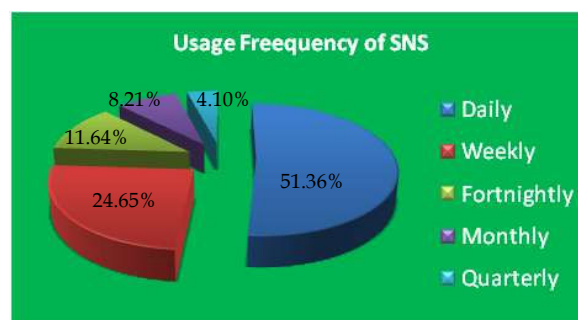
**Graph 1:** Shows the representation of social networking sites use and access.

### Frequency of use of Social Networking Sites

**Table 2:** Shows the frequency of visit to the Social Networking Sites

Frequency of Usage	Responded	Percentage (%)
Daily	75	51.36%
Weekly	36	24.65%
Fortnightly	17	11.64%
Monthly	12	8.21%
Quarterly	6	4.10%

Table 2 and Graph 2 shows that most of the professionals using social networking sites very frequently especially some are using daily which shows that these sites are playing vital role in information sharing and disseminating purpose 24.65% of the respondents have visited weekly and 11.64% used fortnightly 8.21% professionals used monthly and only 4.10% used quarterly which means professionals using social networking sites very frequently.



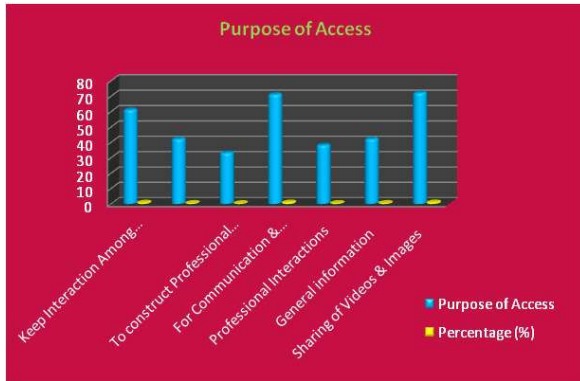
**Graph 2:** Shows the Pie representation of frequency of accessing of social Networking Sites

### Purpose of usage and access to Social Networking Sites

**Table 3:** Shows the Purpose of visit to the Social Networking Sites

Purpose	Responded	Percentage (%)
Keep Interaction Among Professional friends	61	81.33%
Dissemination of information for current update	42	56.0%
To construct Professional Array	33	44.0%
For Communication & chatting	71	94.66%
Professional Interactions	38	50.66%
General information	42	56.0%
Sharing of Videos & Images	72	96.0%

It can be observed from the table 3 and graph 3 that, LIS professionals use these social networking sites for different purposes, majority (96.0%) of the users use these sites for sharing of videos and images, to keep interaction among themselves 81.33% of professionals using SNS, for communication and chatting 94.66% are using, for general information sharing and dissemination 56.0% off professionals are using and only 50.66% of professionals are using for interaction of professional issues interestingly 44.0% of professionals use these sites for creating network or array of LIS professionals, so these sites are very intensively used by the professionals for different purpose.



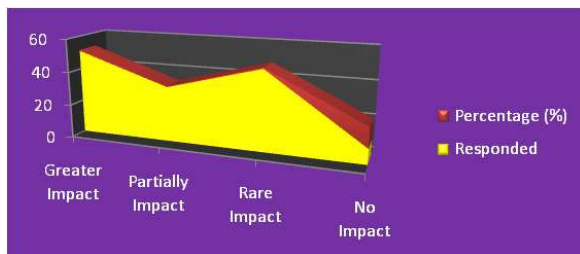
**Graph 3:** Shows the representation of purpose of accessing of Social Networking Sites

### Impact of Social Networking Sites on LIS profession

**Table 4:** Shows the impact of social networking sites on LIS Profession

Impact	Responded	Percentage (%)
Greater Impact	51	68.0%
Partially Impact	33	44.0%
Rare Impact	48	64.0%
No Impact	9	12.05

From the table 4 and Graph 4 it can be observed that, social networking sites are having greater impact on library and information science profession especially when it comes to the matter of information sharing and disseminating among professionals and its users, some social networking sites are having greater impact (68.0%), few are partially impact (44.0%), and some SNS are rare impact (64.0%) only few social networking sites have no impact on (12.05%), on LIS profession, so it can be observed from the study that, half of the social networking sites have greater impact on LIS and its users.



**Graph 4:** Shows the impact of social networking sites on LIS Profession

### Major Findings of the study

The entire study is constrained to Bangalore

city graduate colleges LIS professional's response towards social networking sites, all most all the professionals are very active in these sites in one way or other and these sites also have greater impact on LIS profession, few are identified as major findings of the study and they are as follows.

- Young Library professionals have more fantasy towards social networking sites
- 81.33% of the time professionals use these sites for personal or professional issues
- 56.0% of professionals use Whatsapp and Facebook every hour once followed by Twitter as well as google + and other social networking sites
- 50% of the professionals use social networking sites for professional use
- 71% of the professionals use social networking sites for general and chat purpose
- 44.0% of professionals use SNS to create professional array among Bangalore University affiliated colleges
- Most interesting thing is that, in feedback of the questionnaire many have responded in a positive manner i.e., if SNS have sincerely used for professional activity it will be a tremendous response from users, unfortunately it is not happening.
- Dependency on social networking sites has been increased it is curse for younger generation because of non professional use and share of personal information.

### Conclusion

Social Networking Sites are playing a predominant role in sharing of information among young generation people, professionals from Library and Information Science has to use these sites for professional issues, which will greatly impact on profession as well as users, unfortunately it is not happening people use these sites for personal communication and entertainment, particularly Librarians of graduate colleges in Bangalore urban area almost all aware about these social networking sites and accessing regularly but they are not making best out of it.

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