Challenges Faced by LIS Professionals to Make Use of Social Networking Sites (SNS) in Degree College Library

[a]Pavankumar, [b]M.Dhanamjaya, [c]P S Kattimani
[a]Research Scholar(LIS), [b]Registrar, Reva University Rukmini Knowledge Park Kattigenahalli, Yelahanka Bengaluru - 560064, Karnataka, India
[c]Deputy Librarian, Central University of Karnataka, Kadaganchi, Aland Road, Kalaburagi-585367, Karnataka, India

Abstract

Social Networking Sites helps to provide all kind of information within a short span of time. SNS makes huge world to look small. It helps to provide boundless service to its users. SNS fulfills the 4th law Dr. S.R. Ranganathan "Save the time of the users".

The present study was aimed to determine the challenges faced by LIS professionals to make use of SNS in library.

Study was conducted on 100 LIS professionals who were working at Bangalore University affiliated colleges. In this study LIS professionals; librarian, assistant librarian and library assistants were participated.

Results revealed that three to four SNS sites was commonly used by most of the LIS professionals. More than half of the respondents agreed that there is a lack of proper training in making use of SNS applications in library (57.1%). More than one third of the LIS professionals felt that proper infrastructure and network connection is required to enhance the quality of service in library. Only few felt that there is lack of support from authority to make use of SNS in library. About one third of the respondents agreed that there is a lack of interest among supporting staff to make use of SNS in library (32.1%).Higher number of respondents felt that there is a need to create proper privacy policies to make use of SNS in library. Only few respondents felt that there is a fear to make use SNS in library (31%).

Study concludes that, there is a need to provide proper training to develop interest among supporting staffs and to remove the fear from their mind regarding SNS. Library service quality can be enhanced by providing proper infrastructure and network connection in library.

Key Words: LIS Professionals, SNS Technology, Library

Introduction:

Boyd D.M., and Ellison N.B.,2007 definedsocial network sites (SNS) as "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system".

SNS provides virtual platform for effective communication and sharing of information to a larger community. Services rendered by SNS are cost effective and more reliable. It is era of e-learning. Everyone wants quick and accurate information within a short span of time. SNS facilitates LIS professionals to share wide range of information's to users

within a limited period of time. Digital environment in library helps to gain more knowledge. SNS plays a very important role in sharing information's related to library events such as; seminar talks, workshops, exhibitions, competitions, trainings, library updates,library resources, catalogues, new arrivals, journals etc. SNS lend hands for sharing, distribution and organization of knowledge in library. SNS helps to enhance the value of an organization. While using any new technology one should be aware of challenges to be faced. Therefore, this study was aimed to know the challenges faced by LIS professionals to make use of SNS in library.

Review of literature:
Importance of SNS adoption in library

Dickson, A., and Holley, R.P., 2010 conducted a study to examine the use of the major social networking tools in academic libraries in the United States. Since college students are heavy users of social networking, such efforts provide academic libraries with outreach possibilities to students who do not use the physical library. The paper also examined the concerns about their use both from students and within the academic library. This paper summarizes findings from articles published since 2006 found in the Library Literature and Information Full Text database. The first author also examined librarian blogs and library accounts in various social networking sites. Findings revealed that Social networking can be an effective method of student outreach in academic libraries if libraries take care to respect student privacy and to provide equal coverage for all subject areas.

Chen D.Y-T et al., 2012. Study focuses on the interactions between libraries and users on libraries' Facebook, Twitter and Weibo. Four types of interactions are examined, including knowledge sharing, information dissemination, communication and knowledge gathering. A mixed method is applied in this study: quantitative results, generated from the analysis on around 1700 posts sampled from 40 libraries' SNSs, are incorporated with qualitative results concluded from the interviews with 10 librarians. The study finds that among the four types of interactions, knowledge sharing attracts the largest volume of user responses on libraries' SNSs. The study's investigation on the differences of Facebook-like and Twitter-like SNSs and those between academic and public libraries on using SNSs suggests that in order to improve the efficiency of interacting with users on SNSs, there are necessities for libraries to coordinate different types of SNSs and take the properties of their communities under consideration.

Madhusudhan, M., and Nagabhushanam, V.,2012 paper focuses on the use of web-based library services by users in different sections of the university libraries in India and examines how some of the University libraries provide web access to their collections and user support for that access and the problems faced by users in accessing web-based library services. Findings show that many of the surveyed university libraries are yet to exploit full potential of the web forms, and lagging behind in effective use of library website. A few libraries offer innovative web-based library services in different sections. The paper highlights the current state of web-based library services against which they can benchmark their own web-based library services by university librarians in India.

They will also learn how the unique web-based library services enhance the quality of web-based library services in Web 2.0 environment and suggests the new approaches for effective use of web-based library services.

Abdulsalami, L.T., et al., 2013 stated that the roles of the library are ever growing because an attempt to educate a man invariably is an effort towards educating the society. Based on this argument put forward the library is the store house of these knowledge/development. It therefore behooves on the library professionals to possess the requisites competencies to be able to collect, process, store and disseminate information effectively so that knowledge and information management will not only affect communities but the society at large. Author suggested Library should be made to acquire and store modern information technological resources while the librarian should master the art and science of the profession in their work environment. The libraries should grow alongside information technology which has restructured the role of the library to creating access to information and knowledge irrespective of its location in the world through virtual nature of technology.

Lingaiah, V. et al., 2013 stated that Web 2.0 has brought along with it, a new wave of library and information operations and services which librarians must embrace to remain relevant in the information age. Social networking sites are taking reference services beyond the traditional reference desk. These sites allow librarians to reach out to users in a familiar interface, and to provide users with instruction, research help and the opportunity to have their voices heard. By joining users in "their space," librarians are able to reduce library anxiety, market their services, and stay connected to what users want and need. All it takes is being a good friend.

Manjunatha S., 2013 aimed at presenting usage pattern of SNS by the Indian college students. For the said purpose a survey had been conducted among 500 students in various colleges and universities throughout India. The findings of the study acknowledge the rampant usage of SNS among young college students in India.

Kenchakkanavar, A.Y.,2015 conducted a study to examine the effectiveness of using online advertising on the social networking sites Facebook and Twitter in academic libraries and recognize essential trends that subsist. Study stated that "social networking sites allowing users to access the library's resources without leaving. The main advantages of using social networking sites are effectively utilize library services and promotions of libraries. If the library provides a Facebook and Twitter through library services, it always helpful to the staff and students to discussing problems, query, asking questions, library holidays, new book posters, new book lists, reserving book facility due date extensions, instruction sessions or classes etc., inseveral ways these social networks are very useful to the users. Study concluded that librarians should think Facebook and twitter are most important social networking sites tools for new platform to communication with their users. Library staff members should encourage interaction by posting library news, library new book photos, announcing library functions or writing notes. The number of library fans, as well as numbers of likes or followers to library pages; it shows that users following their library activities on Facebook and Twitter.

Finally, Academic librarians should consider using Facebook and Twitter applications to focus and attract more users to the libraries".

Mustafa, A., et al., 2016 the objectives of this study are: i) to identify the effect of these two applications in promoting the library services, and; ii) to identify the elements in Facebook and Twitter in promoting the library activities. The research question guiding this study are as follows; i) how frequent library Facebook and Twitter are used? And ii) What are the purpose of using Facebook and Twitter with the students? This study used quantitative method by using a questionnaire survey distributed to 50 students in one of the university libraries. The analysis is done thru simple Microsoft Excel to identify the percentage value. The findings indicated that Facebook provides the greatest impact as promotional tools, disseminating information, medium in answering user inquiries and provides instant feedback on the promotional initiatives. Finding in the elements in promoting found that forum and discussion are the most effective elements in Facebook. On the question of the purpose of using, information, communication is the most popular purpose in both applications. These research findings are useful to libraries and librarians in studying the impact gained by the libraries after embarking these two applications. This study also recommended that enhancement of library website design will provide better user experience in awareness of services and activities.

Vaxjo K.,2017 conducted a study to investigate the use of social media sites by university library staff to facilitate undergraduate students. Two Greek academic libraries were examined and the specific social media investigated was Facebook since it was the only common social media to both libraries. The method that was used was the interpretive method in order to gain better insight of students" perceptions, motivations and request their suggestions regarding the use of social media by academic libraries. More specifically, twelve undergraduate students were interviewed and then the results were analyzed via Thematic Analysis. The results of this research showed that students appreciate the existence of their library"s Facebook page as an informational tool. On the other hand, improvements should be made regarding its use as a communication tool. Benefits, such as time gain, the ability to get in touch with new people, job opportunities, and reminders of important educational programs (Erasmus), were acknowledged by all students. Moreover, interesting suggestions were made, such as to increase the availability of open access books, the use of cameras for communicating with librarians via Facebook, and an increase in the number of photos of books. Other ideas were the ability to see the availability of books in the library, the ability to borrow them electronically, and the creation of a Facebook group to discuss common interests with other students.

Panneerselvam, P.,2018 conducted a study to investigate the usage of social networking sites among the library professionals in Tamil Nadu region. Study stated that, Social networking sites are playing major role in today's information exchange, but the library professionals in Tamil Nadu region are yet to capitalize this modern technology for disseminating the information at their professional career. Because, over 98% of them are using SNS for their personal purpose, hence, considering the advantages of SNS, the

library professionals should come forward to utilize this technology at their libraries. Understanding the bigger role being played by SNS, the modern day libraries should adopt this latest technology for instant communication between the library and user. Just like other technologies, the SNS also have its own demerits but reaching the customers is more important in today's internet age. Therefore, it is suggested that every library should adopt this modern way of communication to reach the unreached.

Methodology:

Study was conducted on 100 LIS professionals who were working at Bangalore University affiliated colleges. In this study LIS professionals; librarian, assistant librarian and library assistants were participated. A structured questionnaire was used to collect the information from respondents. Frequency and percentage statistical tools were used to analyze the results.

Results and Discussion:

Table 1: Classification of library professionals based on their designation:

(N=100)

Designation	No. of Respondents	Percent (%)
Librarian	78	78.0
Assistant Librarian	14	14.0
Library assistant	8	8.0
Total	100	100.0

About 78 per cent respondents were librarians followed by assistant librarians (14%) and library assistants (8%). In this study LIS professionals; librarian, assistant librarian and library assistants were participated. These staffs play a very important role in disseminating the valuable information to readers in the library. More number of librarians showed positive interest in this study. It shows that LIS professionals are very much interested in new innovations in ICT.

Table 2: Number of SNS Services used in library:

<div align="right">N=100</div>

Number of SNS Services	Frequency	Percent (%)
0	16	16.0
1	5	5.0
2	19	19.0
3	26	26.0
4	24	24.0
5	10	10.0
Total	100	100.0

About 26 per cent of respondents found 3 SNS services in their library followed by 4 (24%), 2(19%), no SNS services (16%), 5 (10%) and 1 (5%).Three to four SNS sites was commonly used by most of the LIS professionals.

Table 3: There is a lack of proper training in making use of SNS applications in library

<div align="right">N=84</div>

Opinion	Frequency	Percent (%)
Strongly Disagree	7	8.3
Disagree	6	7.1
Neutral	6	7.1
Agree	48	57.1
Strongly Agree	17	20.2
Total	84	100.0

More than half of the respondents agreed that there is a lack of proper training in making use of SNS applications in library (57.1%)followed by strongly agreed (20.2%), strongly disagreed (8.3%), disagreed and neutral opinion (7.1% each). Inadequate training opportunities hinder the use of SNS applications in library. SNS helps LIS professionals to provide accurate information's to users within short span of time. So there is need to provide timely training for LIS professionals.

Table 4: There is a lack of proper infrastructure and network facility to make use of SNS in library

N=84

Opinion	Frequency	Percent (%)
Strongly Disagree	13	15.5
Disagree	27	32.1
Neutral	11	13.1
Agree	21	25.0
Strongly Agree	12	14.3
Total	84	100.0

Nearly one third of the respondents disagreed for the statement "there is a lack of proper infrastructure and network facility to make use of SNS in library (32.1%) followed by agreed (25%), strongly disagreed (15.5%), strongly agreed (14.3%) and neutral opinion (13.1%). Half of the LIS professionals felt that their college is having proper infrastructure and network facility. Remaining few felt that proper infrastructure and network connection is required to enhance the quality of service in library.

Table 5: There is a lack of support from authorities to make use of SNS in library

N=84

Opinion	Frequency	Percent (%)
Strongly Disagree	9	10.7
Disagree	12	14.3
Neutral	37	44.0
Agree	21	25.0
Strongly Agree	5	6.0
Total	84	100.0

Nearly half of the respondents had neutral opinion regarding there is a lack of support from authorities to make use of SNS in library (44%) followed by agreed (25%), disagreed (14.3%), strongly disagreed (10.7%) and strongly agreed (6%). Only few LIS professionals felt that there is lack of support from authority to make use of SNS in library. College authorities were also interested in implementing SNS technology in library.

Table 6: There is a lack of interest among supporting staff to make use of SNS in library

N=84

Opinion	Frequency	Percent (%)
Strongly Disagree	13	15.5
Disagree	24	28.6
Neutral	20	23.8
Agree	27	32.1
Total	84	100.0

About one third of the respondents agreed that there is a lack of interest among supporting staff to make use of SNS in library (32.1%) followed by disagreed (28.6%), neutral opinion (23.8%), and strongly disagreed (15.5%). There is a need to create awareness and interest among supporting staffs to make use SNS in library.

Table 7:There is a lack of proper policy to make use of SNS in library

N=84

Opinion	Frequency	Percent (%)
Disagree	1	1.2
Neutral	3	3.6
Agree	45	53.6
Strongly agree	35	41.7
Total	84	100.0

Half of the respondents agreed that there is a lack of proper policy to make use of SNS in library (53.6%) followed by strongly agreed (41.7%), neutral opinion (3.6%) and disagreed (1.2%). Higher number of respondents felt that their need to create a proper privacy policies to make use of SNS in library.

Table 8: There is a fear to make use of SNS in library

N=84

Opinion	Frequency	Percent (%)
Strongly Disagree	9	10.7
Disagree	12	14.3
Neutral	37	44.0
Agree	21	25.0
Strongly agree	5	6.0
Total	84	100.0

Nearly half of the respondents had neutral opinion regarding there is a fear to make use of SNS in library (44%) followed by agreed for the statement (25%), disagreed

(14.3%), strongly disagreed (10.7%) and strongly agreed (6%). Only few respondents felt that there is a fear to use SNS in library.

Conclusion:

Study concludes that there is a need to provide proper training to develop interest among supporting staffs and to remove the fear from their mind regarding SNS. Library service quality can be enhanced by providing proper infrastructure and network connection in library.

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