



ORIGINAL RESEARCH PAPER

Arts

USE OF SOCIAL MEDIA BASED SERVICES IN DEPARTMENT LIBRARY OF MANAGEMENT AT GUJARAT UNIVERSITY CAMPUS: A STUDY

KEY WORDS: Social Sites, Social media, Virtual Learning, Educational Social media sites.

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ABSTRACT

The main purpose of this research is to find out how Social media create a positive effect when used in education and to investigate teachers' opinions about the Online learning environment also. This research study was carried out in department library of Management departments only, with teachers who use Social sites. The teachers had attended lessons and accessed materials online and offline, in face-to-face learning environment. Furthermore, they were able to cooperate and share information with their colleagues via social media. The study sample consisted of 25 teachers from department library of Management. These teachers were chosen randomly. The study was carried out only for the teachers. The data was collected using a questionnaire created and collected Teachers' Opinions about Social sites in Education. The questionnaire consisted of positive statements about Social sites. Social Software like as Blogs, wikis, tagging systems, and collaborative filters, treats the group as a first class object within the system. The paper focus on to explore some of the important social tagging, social bookmarks and social media related tools and services.

INTRODUCTION:

Social media is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision. Although social media is possible in person, especially in the workplace, universities, and high schools, it is most popular online. In the colleges and high schools are filled with millions of individuals who are looking to meet other people, to gather and share firsthand information and experiences about recruitment, assignments, homework, updated news, current affairs, B2B marketing, group sharing information, political information, breaking news and latest information regarding study. When it comes to online social media websites are commonly used as social sites. Social media websites function like as an online community of internet users. Once you are granted access to a social media website you can begin to socialize. This social media may include reading the profile pages of other members and possibly even contacting them. Social media often involves grouping specific individuals or organizations together. While there are a number of Social Media websites that focus on particular interests, there are others that do not. The websites without a main focus are often referred to as "traditional" Social Media websites and usually have open memberships. This denotes that anyone can become a member, no matter what their hobbies, beliefs, or views are. However, once you are involving this online community, you can begin to create your own network of friends and eliminate members that do not share common goals.

Social Medias is a great way to share our favorite links with the world. It encourage that this feature of social software can facilitate an approach to learning that is qualitatively different from and capable of significantly augmenting traditional methods, with especial benefits for lifelong learners in education field. Here I have mention some important and useful social websites for the education field are as under.

Review of Literature:

In all areas of our lives the concept of social media as a developing communication technology has extended. Institutions facing different situation absolutely want to use social media elements while they standardize aspects of public relations. By using social media, they gain an improvement over them, because it is an integral part of people's everyday lives as a powerful means of appearance. Social media has become an necessary tool because of recent development in elements like creativeness, design, freedom, speed, and allocation, which are all unlike the common public related applications. We use different kinds of technologies in our lives today, because they change according to our purpose. The existence of libraries in our societies support our lives, mainly when they keep up technology to access information that can lead us to success in every stage of our lives.

supporting and enabling technology that can lead to community development (Biçen Aras & Çolaklar, 2013). The devotion of social media users were predicted to grow by just 4.1% in North America in 2013. Compared to that the growth rates were 21.1% in the Asian Pacific countries (including China, India, and Indonesia), 12.6% in Latin America, and 23.3% in the Middle East and Africa. The Mobile Internet is determined to overhaul the wired Internet in the U.S. by 2015, but this verity mainly refers to social platforms (Holmes, 2015). Social media has an unbelievably powerful role for small businesses and entrepreneurs in marketing. In 2015 it is set to run with the big boys, because it still continues to be a large intermediate for engaging clients (<http://small-bizsense.com/4-social-media-trends-entrepreneurs-start-2015-right>, 2015). Within 60 seconds millions of people around the world are found in various actions on the internet. Universally the information technology (IT) is used. What happen on the Internet in 60 seconds in 2018? In 60 seconds the internet can be summed up by more than 3.8 million Google searches, more than 187 million sent emails, 1.1 million swioes tubder, 481,000 tweets sent, 174,000 scrolling instagram, 375,000 Apps downloaded from Google play and All Store, 4.3 million videos viewed YouTube, 18 million text messages, 973,000 logins on facebooks, 266,000 hours watched Netflix, S862,823 spent online, 2.4 million snaps created, 25,000 GIFs sent via messenger, 38 million messages on Whatsapp, 67 Voice-first devices shipped amazonecho, 936,073 views on twitch (<https://www.visualcapitalist.com/internet-minute-2018/>).

Social networking is about creating online community so it is important for working with and build relationship with constituents. When teaching about social media it is not enough to simply outline the functions and it is need to define the terms and trends. It is also important to discuss the issues in informative literature in an easy-to-follow manner and to help learners to cultivate a digital identity and presence online (http://hlwiki.slais.ubc.ca/index.php/Social_media_instruction_how_to_for_public_library_librarians, 2018).

The use of social media in academic libraries is well-known in terms of marketing and broadcasting. Libraries commonly use Facebook fan page, Twitter account, YouTube channel or blogs to distribute news about events, services, or sources. Libraries have also actively used this mechanism to reach out to possible new users (Stoekel & Sinkinson, 2015). In libraries meant for education and lifelong learning social media is becoming more widespread in its types and uses. With technological advancements, instrutors will continue to look for ways to use the popular medium in their courses that will encourage more active participation and engagement with course material. In this study a situation is analyzed to find out the effects of using social media as a public relation tool in university libraries. Social media are used in libraries to announce the services and activities of the library and to create awareness emphasize the importance of the library within the colleges, and to reach a wider

Academic libraries serve their academic environments by

audience (Biçen Aras & Çolaklar, 2014).

Objectives of the Study:

1. To examine the access of social websites
2. To find out the reasons for accessing social websites, which are their favorite social website
3. Finally to examine the influence of social website in the Gujarat University departments

Scope and Limitation of the Study:

Only teachers of department library of Management at Gujarat University campus, Ahmedabad (Departments; 1. K.S. School of Business Management and 2. B.K. School of Business Management) was considered for the study. Only 20 active teachers are covered in this study.

Research Methodology:

The methodology used for this study is questionnaire method. The researcher personally distributed the questionnaire and collected the responses on the spot. This facilitated in having 100% responses. All questions were open-ended.

Response Rate and Data Analysis of the Study:

- The data collected is analysed and interpreted and presented in tables and charts. Total 20 teachers of department library took part in this study. Based on the demographics and other personal background information obtained, a majority of respondents were female 12 (60 %) and only 8 (40 %) were male. he results of the study are as shown below:

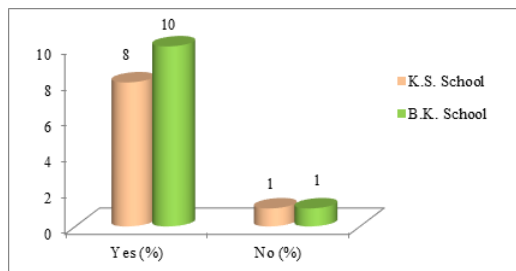
Educational qualification of the respondents:

It was observed by the questionnaire that 100% means all the users are MBA.

Frequency of using social media in libraries

Table-1- Frequency of using social media in libraries

Frequency of using social media in libraries	Yes (%)	No (%)	Total (%)
K.S. School	8 (40)	1 (5)	9 (45)
B.K. School	10 (50)	1 (5)	11 (55)
Total	18 (90)	2 (10)	20 (100)



Social media is used for library services via various modern technologies. Table 1 shows that out of the 20 teaching faculties, 18 (90 %) faculties of K.S. School and B.K. School are using social media and only 2 (10 %) are not using social media. Though they are not aware about these social media but they are interested to use these media as tools for the development of their library and information.

Types of Social Media used by Libraries

Table-2 Types of social media used by teachers

Social Media	Frequency (%)
Facebook	14 (70)
Twitter	11 (55)
Instagram	16 (80)
MySpace	5 (25)
You Tube	9 (45)
Research Gate	12 (60)
Blogging	10 (50)
LinkedIn	13 (65)

Studies in recent years have placed Twitter and Facebook as the most used social media tools in academicians, but from the results

showed Table 2 that, the majority of the teachers (out of 20) was frequently using Facebook and instagram with (14 & 16, 70 & 80 %) and LinkedIn with (13, 65 %) in the libraries. As a social networking tool, Instagram, Facebook and Research Gate is most popular in India than other tools.

Effective use of Social websites:

This question gives overview on effective use of social websites such as facebook, twitter, myspace, what's app.

Purpose of access the social websites.

The data regarding the purpose of access social website that majority users are access facebook and update the general knowledge for entertainment too.

The frequency of social website user's that majority of the respondents (80%) access social website every day.

Time spent for social websites every day:

Majority of the respondents 85% are spent more than 1 hour for facebook and what's app social website. When 15% of the respondents are access other social websites.

Advantages of using social website:

From the respondents response, researcher examine that the social websites are update in political, socially and gives advanced information regarding media, film, Bollywood and Hollywood too. Social websites also gives current affairs and recruitment information and assignment for the study.

CONCLUSION:

The results show that, if used for educational purposes, Facebook could bring about a positive change in teachers' opinions. Results also indicate that Facebook virtual environment helps teachers to do many activities with online classes, which is not possible to do in schools. Teachers are convinced that this environment helps students not only to improve their team work, but also to improve their learning skills. Based on the findings, recommendations are made about using Facebook in education.

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