Use of Social Networking Sites by Lis Research Scholar of Gauhati University

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Abstract: Purpose: The library works as an access point of information, knowledge and services to fulfill the requirement of learning research activities of its users. In the modern age, information technologies become the gateway of knowledge access. Various social networking sites have been progressedin addiction to development of computer technology as well as meet the users with their changing needs. Thus social networking site become the tool of connect people for common purpose. The people of today's world vastly use SNS in their daily life. Libraries have improved their collection and services in electronic form with rapid growth of ICT. SNS helps the library to work as a user friendly center. This paper describes the different use of SNS by LIS Research scholar, their purposes and effectiveness of SNS forenhancing library services.
Methodology: The primary data for this study has been collected through questionnaire, interview and observation method from LIS Research scholar of Gauhati University. The secondary data has been imported from the research article, paper published in different journal, conference proceedings and from books and Wikipedia.
Findings: Social Networking sites can be used as an effective way for access information and knowledge for their research and academic purpose. It will be helpful for library professional to provide different kinds of information with least time.

Keywords: ICT, Library, LIS Research Scholar, Social Networking Sites.

I. INTRODUCTION

In recent years, information technology performs a crucialcharacter in our banal life. Information technology has been transmitting and exchanging the information and knowledge between one to another. Various techniques have been introduced by technology through network and web to share and retrieve information. Social networking sites are one of the examples of those techniques. Library permits its user to access the different information, services so that people can enhance their knowledge stock as well as personality. Social networking sites are adversely adopted in the libraries. With help of new technology as well as SNS, library has been transformed from traditional to digital globally. SNS helps the user to collect the information and knowledge from other libraries. Users can use SNS as a remote access tool. The social networking sites are enacting the attention of researcher with their affordable accessibility.

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SNS become a platform of resource sharing among the users. It also helps to keep relation with each member of a parent library as well as other libraries. The SNS want to deliver essential information a very short time. The SNS used in libraries are Facebook, Linkline, Google+, YouTube, Twitter, Myspace, Fliker, Instagram etc. These tools help one library to become a digital library.

II. LITERATURE REVIEW:

Literature survey helps in collecting the findings and principles of different aspects involved in carrying out a study. Various documents including books, journal articles, online resources, dissertations, theses and seminar paper are taken as a review. The review of related literature helps in tracing and acquiring wide range of information on the study. The review of literature of the present study can be discussed as follows:Dickson, A. & Holley, R. P. (2010). "Social networkingin academic libraries: The possibilities and the concerns."– In this article the authors discussed about major socialnetworking appliance which has been practised inacademic libraries of United States and also examinedconcerns of use from students of academic libraries ofUS.Tella, Adeyinka, Olarongbe , Shuaib Agboola , AkanbiAdemolake, Hauwa Bolanle & Adisa, Mulikat Y. (2013)"Use of Social Networking Sites by Academic Librariansin Six Selected States of Nigeria" – This article discussedabout the increasing attractiveness of social networking inlibraries as well as also explained how librarian of onelibrary can connect with another librarian and librarieswith the development of SNS. Ansari, Aslam & Hasan, Mehfoozul. (2015). "Use of Social Networking Sites in Library and Information Centers" – In this article the authors explained the adaption of social networking sites by libraries and how it is helpful for the users to share various information.Sachin, Kadam V. (2014). "Impact of use of Social Networking Sites on Libraries" – In this paper the author discussed the various impacts of social networking sites, networking tools and about the role of librarians.

Priolkar, Saee A. & Kumbhar, Sagar S. (2015). "Use of social networking sitssssses by library professional in the institute Libraries: A study" – This article explained social networking as an effective media of communications. SNS improves both libraries and library professionals.

Mishra, C.S. "Social Networking Technologies (SITs) in Digital Environment: Its Possible Implications on Libraries" – In this paper he explained how social networking tools can be used as a medium of exchanging the information among the user in the libraries by using web 2.0.

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III. OBJECTIVES:

a. To know importance of social networking sites in the library
b. To evaluate theprevalence of social networking sites application by LIS Research scholar.
c. To calculate the implementation of social networking tools by LIS Research scholar.
d. To know the purposes behind using SNS's use by the LIS Research scholar.
e. To know the effectiveness of social networking tools for library professional.

IV. RESEARCH METHOLOGY:

Research Methodology is very much important for any type of research. The research has no significant value without a proper research method. Various tools and techniques are involved in collection of data and information for a research. The present study is survey based study. So questionnaire method, observation method, interview and telephonic method are used for collection of data and information for the present study. A Questionnaire was formulated and circulated among the 30 Research LIS Scholar of Gauhati University. The study is limited with the application of social networking sites by LIS research scholar. Out of 30 questionnaires, 25 responses are received.

V. IMPORTANCE OF SOCIAL NETWORKING IN LIBRARIES:

Reason for using social networking in libraries:
- ✓ It is very easy to use and it free of cost.
- ✓ It is promoting as well as marketing the library services and activities.
- ✓ Social networking provides and spreads any kind of information very fast.
- ✓ Present world is internet technologies world, that's why the library should using social networking services to update itself.
- ✓ It extends an approachablemeans to attach with inherent users.
- ✓ It is one of the way to improve the customer service of the library.
- ✓ Reach the new audience.

VI. DATA ANALYSIS AND INTERPRETATION:

The study analyzed the feedbackscollected from the LIS Research Scholar of Gauhati University through the interpretation of data collected from the questionnaire. It contains responses received from the LIS Scholar under the study regarding the frequency of use SNS, Time spend in access SNS, Types of information get through SNS etc.
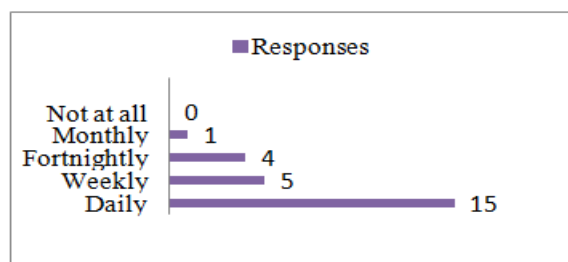
A. Frequency of use of Social Networking Sites:
The frequency of use of social networking sites by LIS Research scholar, Gauhati University can be evaluated through Table-I and Figure –I.

Table –I: Frequency of use of SNS

Frequency of use SNS	Responses	Percentage
Daily	15	60%
Weekly	5	20%
Fortnightly	4	16%

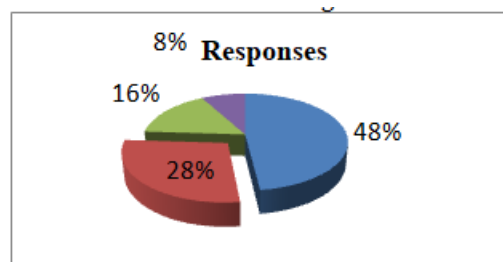| Monthly	1	4%
Not at all	0	0
Total	25	100%

Figure-I

The data provided in Table and figure-I shows the frequency of use of SNS i.e. Daily, Weekly, Fortnightly, monthly and not at all. The 60% of LIS Scholar used SNS daily, 20% used Weekly, 16% used Fortnightly and 1% used Monthly.

B. Time spend in access of SNS:
The total time spent for access information through social networking sites can be evaluated through the following data.

Table-II: Time spend in Access of SNS:

Time spend	Responses	Percentage
0-30 Minutes	12	48%
30-60 Minutes	7	28%
60-90 Minutes	4	16%
More than 90 Minutes	2	8%
Total	25	100%

Figure-II

The time spent in accessing information through SNS has been analyzed in Table and Figure-II. The 48% of LIS research scholar spent 0-30 Minutes in accessing information, 28% spent 30-60 minutes, 16% spent 60-90 minutes and 8% of LIS Scholar spent more than 90 minutes to access in SNS.

C. Most frequently used SNS by LIS research scholar:
There are different Social networking tools such as Facebook, Google+, Youtube. Linkdin, Twitter, MySpace, Fliker etc. In the following Table and Figure, the data of different SNS usedmost frequently by LIS research Scholar are analyzed.

Table-III: Most frequently used SNS

Different SNS	Responses
Facebook	25
Google+	15
YouTube	21
Twiiter	9
Linkdin	11

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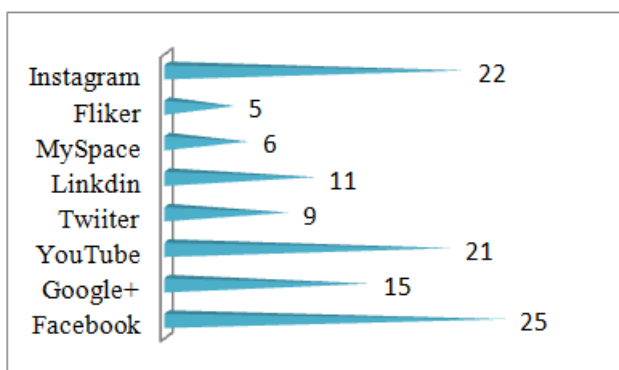| MySpace	6
Fliker	5
Instagram	22

Figure- III

The Table and Figure -III shows that out of 25, 25 LIS Research scholar frequently used Facebook, 15 used Google+, 21 used YouTube, 9 used Twitter, 11 used Linkdin 6 used MySpace, 5 used Fliker and 22 LIS Scholar used Instagram most frequently.

D.   How SNS is used in disseminating information:
Social Networking Sites has been used for disseminating information and knowledge. People used it for various purposes like academic information, chatting with friends, entertainment, and general information and for some other reason. Here Table 6.4 and Figure 6.4 showhow SNS is used for disseminating information.

Table-IV: How SNS is used in disseminating Information:

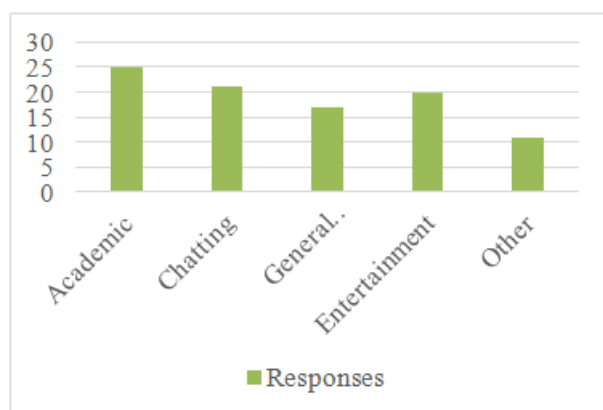| Purpose	Responses
Academic	25
Chatting	21
General information	17
Entertainment	20
Other	11

Figure-IV

The Table and Figure-IV show the data analysis of purpose of SNS used. 25 LIS scholar disseminate Academic information by using SNS, 21 used for Chatting, 17 used for disseminate general information, 20 used for entertainment and 11 used SNS for other reason respectively.

E. Social Networking Sites are helpful for library professional**:**
It is necessary to evaluate social networking sites is really helpful for library professional. The data collected through questionnaire to get the answer. And more than 50% LIS research scholar responded positively.

Table-V: SNS are helpful for library professional

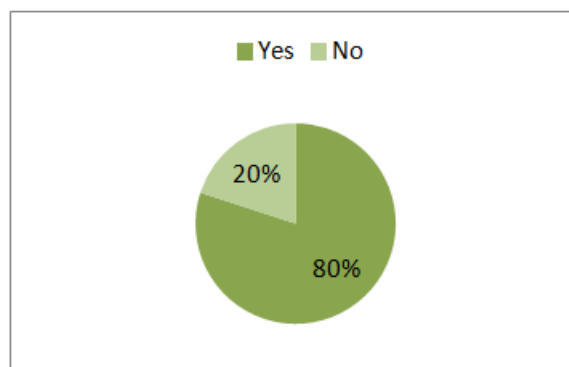| Response	LIS Scholar	Percentage
Yes	20	80%
No	5	20%

Figure-V

In the Table and Figure-V it is shown that 80% of LIS Scholar responded positively i.e. social networking sites are helpful for library professional. And 20% of LIS Scholar responded negatively.

VII.   FINDINGS:

- Maximum LIS Scholars are using social networking sites.
- Out of 25 LIS Scholar, 60% use Social Networking Sites in daily manner.
- 48% of LIS Scholar spent 0-30 minutes of time in Social networking tools.
- Facebook is used by LIS Scholar most frequently.
- Most of LIS Scholar used social networking sites to access academic information.
- Maximum number of LIS Scholar responded that social networking sites are helpful for library professional.

VIII.   CONCLUSION:

With rapid change in technology, traditional library has been converted digital one globally and it creates information explosion in society. Due to explosion of information, it has been becoming very important to spareproper information to needy user at least time. In this context, Social networking sites allow LIS professional as well as research scholar to access information at a very fast time as well as it also allows remote access of information and knowledge. One can access information through that social networking sites with which he is more comfortable.

So, the need and popularity of social networking sites has been expanding gradually. Library attracts more users for proper use of library resources and services by using various version of new technology.

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