



USE OF SOCIAL MEDIA NETWORKS (SMNS) BY THE LIBRARY USERS OF CR ARYA PG COLLEGE, SONEPAT: A STUDY

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Abstract

This study aims to find out the use of social media networks (SMNs) by the library users of CR Arya PG College, Sonapat. The study selected a descriptive survey method and questionnaire tools for gathering the data. A total of 164 valid responses have been recorded of which 51.22% of library users are female and the remaining 48.78% are male. All the respondents are using the college library. The most popular social media network is WhatsApp (M=4.732). Findings of the study show that students have a positive attitude towards the role of social networking sites for their academic purposes. Notably, the respondents mostly prefer WhatsApp, which is the most preferred SMNs among the others. findings also demonstrate that the majority of the respondents strongly agreed that SMNs help their educational field and it build up a good relationship between their friends, family, educators, etc. This study reveals that respondents strongly agreed that they get up-to-date information through SMNs and share their thoughts, information to others. It is interesting to note that almost all respondents strongly agreed that SMNs are an effective media that helps to make a platform where they can study collaboratively.

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1.0 INTRODUCTION

Advancement in information and communication technology decreases the geographical distance between people. To exchange ideas, talk with friends and relatives, nowadays it is not compulsory to meet them personally. Use of ICT helps us to talk with them through telephone, mobile device or through different social networking sites. (Honhaga, 2020a).¹²

Social media networks (SMNs) are a massive contribution of modern technology, and now they have gained much success in the field of communication. SMNs is an interactive communication platform where people can connect and share their thoughts, experiences, pictures, audio, video, chat via text messages, audio call, video call, and get information from others (Stephen & Thanuskodi, 2014). Social media networks like Facebook, MySpace, YouTube, Twitter, and WhatsApp are becoming increasingly prominent and have progressed toward becoming an integral part of regular day to day existence for an increasing number of individuals (RAVAL & Patel Nilesbhahi A., 2018). Nowadays, everyone prefers to use SNSs in our society, It helps to provide informal education for students and teachers outside of the classroom (Munshi et al., 2018).

YouTube's social media network is primarily utilized for sharing videos. YouTube is the 2nd most visited website in the world after Google. X (formerly Twitter) has 217 million monetizable daily active users of the service as of late 2021. Jan Koum and Brian Acton jointly founded WhatsApp, which began as an SMS substitute before making its formal iPhone debut in late 2009. Mark Zuckerberg, paid \$1 billion in cash and stock for Instagram in 2012. There are around 800 million active users on Instagram. Snapchat is a multimedia image and video messaging app on mobile platforms that was founded by Evan Spiegel and Bobby Morphy in 2011. Telegram is a free and simple messaging app, It has more than 700 million active users. Pinterest is a social media network that was developed by Ben Silbermann, Evan Sharp, and Paul Sciarra in 2009 but launched in March 2010 as a close beta. ResearchGate is a social and professional network for researchers and scientists was founded by Dr. Ijad Madisch, Dr. Sören Hofmayer, and Horst Fickenscher in 2008. In 2023, Myspace was an online community where users could connect with friends and share interests, photos, music, and journals. The original name for the site was Sitegeist. News Corp purchased Myspace for \$508 million in July 2005. Facebook surpassed all other social networks in the globe in users, with over three billion. LinkedIn is the largest professional network in the world and it has 950 million members in more than 200 countries. Elsevier, an academic publisher, paid sixty-five million dollars for the acquisition of Mendeley in 2013. Zotero is an open-source reference management software that was developed in 2006 by the Centre for History and New Media at George Mason University.

The current research aims to identify use of SNS among library users of CR Arya PG College, Sonapat, purpose of using SMNs. It also identifies which social networking site users are using.

2.0 LITERATURE REVIEW

(Manzo & Kannan, 2020) in his study entitled "Use of Social Networking Site by Students Of Hassan Usman Katsina Polytechnic" found that national diploma students from the department of Library and Information Sciences and mass communication in the college of Liberal Arts of Hassan Usman Katsina Polytechnic were covered. The main purpose of this study was to examine the student's level of awareness on different social networking sites. All students (100%) are aware of the Facebook and WhatsApp social networking sites. The majority of the students (87.2%) were used the social networking sites for the purpose of touch with family and friends.

(Honhaga, 2020) in her study entitled "Use of social networking site by library science students: A comparative study of Maharishi Dayanand University, Rohtak and Kurukshetra University Kurukshetra", to investigates the students' awareness and purpose of using social networking sites. In accordance to the study, every student of both universities is aware of social networking sites and how to utilize them. 55 (91.67%) of MDU and 63 (90%) of KUK, the majority of respondents, use SNSs for educational purposes.

(RAVAL & Patel Nilesbhahi A., 2018) Their study entitled "Use of Social Networking Tools among the Students" shows the use of social networking tools among engineering students. The majority of respondents i.e. 63 (96.92%) are using the WhatsApp social networking site, followed by YouTube 62 (95.38%) respondents, Facebook 61(93.84%). The majority of respondents 22 (33.85%) are using the social networking tools as per need followed by 16 (24.61%) are spend 2-3 hours on the social networking tools.

Munshi et al., (2018) conducted a study entitled "Uses of Social Networking Sites among Postgraduate Students at University of Rajshahi, Bangladesh: A Study", to identify the various social networking sites are being used by the postgraduate students at this University and they revealed that Facebook (95.33%) and YouTube (91.33%) are most popular social networking sites among the students of this university, the majority of the respondents (96.66%) using the social networks media for the purpose to communicating and interacting with their friends, they have also elaborated the significant of social networking sites in higher education.

(Kumar & Sharma, 2017)in their study "Survey Analysis on the usage and Impact of WhatsApp Messenger" found that WhatsApp is most popular app on the social media platform for communication. One of the major objectives of the study was to know the satisfaction of users. The majority of participants are using the WhatsApp 30-60 minutes in a day and followed by 15-30 minutes. Majority of participants give their answers in yes when asked to him/her about the opinion on usages WhatsApp as calling and massaging.

(Bhakta, 2017)conducted a study entitled "Using Social Networking Sites and its Impact on College Students" The main purpose of this study is to know the impact of SNS on college students and know the nature of using social networking sites of college students. He found that the majority of the respondents (24%) are using WhatsApp

3.0 OBJECTIVES OF THE STUDY

The objectives of the present study are as follows:

- 1. To know the use and purpose of using social media networks by the users of the college library.
- 2. To identify the problems being faced by library users in using social media networks.
- 3. To know the positive and negative effects of SMNs

4.0 METHODOLOGY

This paper attempts to understand the usage of SMNs among college library users with the help of empirical data. For this purpose, a survey was conducted among 200 college library users. This survey was primarily conducted in the college library, as the sample size of 164 respondents from the college library was randomly selected. The surveys were done by circulating questionnaires personally. This research also involves observation of direct and participatory methods, where direct observation was made with the students, their peers, and friends, which helped in knowing some of the facts related to the research.

5.0 FINDINGS

TABLE 1: GENDERWISE DISTRIBUTION

Gender	Number	Percentage
Male	80	48.78
Female	84	51.22
Total	164	100

Table 1 shows that 51.22% of the respondents are females and 48.78% are males.

TABLE 2: AGE-WISE DISTRIBUTION OF USERS

Age	Number	Percent
17-20	60	36.59
21-23	96	58.54
24-26	04	2.44
Above 27	04	2.44
Total	164	100

Table 2 shows that the majority of users, 96 (58.54%), belong to the age group 21-23. The respondents between the age groups 17-20 are 60 (36.59%), the second largest number, followed by the number of respondents 4 (2.44%) of the age group between 24-26, and above 27.

TABLE 3: COURSE/CLASS WISE DISTRIBUTION OF RESPONDENTS

Course/Class	Number	Percent
Undergraduate	76	46.34
Postgraduate	88	53.66
Total	164	100

Table 3 shows that 88 (53.66%) of the respondents are from post-graduation classes and 76 (46.34%) are from under-graduation.

TABLE 4: FREQUENCY OF USING THE COLLEGE LIBRARY BY THE RESPONDENTS

How frequently do you use the college library?	Number	Percent
Daily	40	24.39
Weekly	76	46.34
5-6 times in a month	20	12.20
Rarely	28	17.7
Total	164	100.0

(24.39%) who use it daily, 28 (17.7%), and 20 (12.20%) who use it rarely and 5-6 times in a month, respectively.

TABLE 5: FREQUENCY OF ACCESSING SOCIAL MEDIA ACCOUNTS BY THE RESPONDENTS

Frequently	Number	Percent
Daily	84	51.22
1-2 times per week	48	29.27
2-3 times per month	4	2.44
Rarely	28	17.7
Total	164	100.0

Table 5 reveals that 84 (51.22%) respondents were accessing social media accounts daily, 48 (29.27%) respondents were accessing the social media accounts 1-2 times in a week, 28 (17.7%) respondents were accessing the social media accounts rarely and 4 respondents were access the social media accounts 2-3 times in a month.

TABLE 6: FREQUENCY OF USING SOCIAL MEDIA NETWORKS (SMNS)

Social Media Networks (SMNs)	N	Mean	Std. Deviation	Rank
WhatsApp	164	4.732	0.5438	1
YouTube		4.561	0.8875	2
Instagram		3.854	1.4453	3
Telegram		3.463	1.3852	4
Snapchat		3.073	1.5569	5
Twitter		2.927	1.2992	6
Facebook		2.902	1.4829	7
LinkedIn		2.780	1.2632	8
Pinterest		2.707	1.3520	9
Myspace		2.683	1.2020	10
Research Gate		2.634	1.2286	11
Mendeley		2.098	1.0105	12
Zotero		2.049	0.9895	13

Table 6 shows that the highest number of respondents use WhatsApp, YouTube, and Instagram, respectively, which have been ranked 1st, 2nd, and 3rd with mean values of 4.732, 4.561, and 3.854, respectively. Use of Research Gate, Mendeley, and Zotero, which have been ranked 11th, 12th, and 13th, with the mean value of 2.634, 2.098, and 2.049, respectively.

TABLE 7: PORPUSES OF USING SOCIAL MEDIA NETWORKS (SMNs)

Purposes	N	Mean	Std. Deviation	Rank
To stay in touch with friends/relatives/family	164	4.463	1.0176	1
For problem-solving		4.268	0.9405	2
Instant message (Chat)		4.195	1.0903	3
To learn how to do things		4.171	0.9374	4
For entertainment/relaxation/fun/enjoy		4.098	1.1470	5
For Sharing videos/photos/audio		4.073	1.0941	6
For career-related information		4.024	1.1824	7
Obtaining a wide variety of information of your interest		3.902	1.0105	8
For job advertisements and news		3.805	1.3333	9
To generate and exchange of ideas with others		3.805	1.2378	10

For expanding the social network	3.756	1.3617	11
For the latest information/happening in your profession	3.634	1.2484	12
For sharing academic information	3.122	1.6459	13

Table 7 shows the purpose of using SMNs. It was revealed that the highest number of respondents use SMNs for “To stay in touch with friends/relatives/family”, “For problem-solving” and “Instant message (Chat)”, which have been ranked 1st (\bar{x} = 4.663 σ = ± 1.0176), 2nd (\bar{x} = 4.268 σ = ± 0.9405), and, 3rd (\bar{x} = 4.195 σ = ± 1.0903) respectively. whereas the lowest number of uses of SMNs for “For sharing academic information” with mean the value, i.e. (\bar{x} = 3.122 σ = ± 1.6459) at the last rank.

TABLE 8: DIFFICULTIES BEING FACED WHILE USING SOCIAL MEDIA NETWORKS

Difficulties	N	Mean	Std. Deviation	Rank
Excess of an advertisements on SMNs	164	3.537	1.3674	1
Slow internet connection		3.220	1.2237	2
Lack of timing		3.098	1.4663	3
loss of security and privacy		2.951	1.2909	4
ILL health effects		2.951	1.4853	5
Online Financial frauds		2.902	1.5156	6
Language problem		2.780	1.4445	7
Lack of IT skills/Tools		2.780	1.3569	8
lack of knowledge in using of SMNs		2.756	1.5631	9
Virus and malware attacks through social media networks on computer		2.707	1.4399	10

Table 8 represents the difficulties faced by using SMNs. It shows that the maximum number of respondents face difficulties in using SMNs from “Excess of an advertisements on SMNs” which has been ranked 1st (\bar{x} = 3.537 σ = ± 1.3674) followed by “Slow internet connection” and “Lack of timing” with ranked 2nd (\bar{x} = 3.220 σ = ± 1.2237) and 3rd (\bar{x} = 3.098 σ = ± 1.4663) respectively.

TABLE 9: POSITIVE EFFECTS OF SOCIAL MEDIA NETWORKS

Positive effects of social media networks	N	Mean	Std. Deviation	Rank
I have Stay Connected with the latest information	164	4.366	0.6556	1
Sometimes I have faced motivational videos, they are encouraging me to study.		4.317	0.7813	2
It's a better communication medium for studying together with friends.		3.902	1.1254	3
I have received support from the seniors on social media		3.878	0.8347	4

Table 9 represents the positive effects of SMNs on the study, which found that the highest mean \bar{x} = 4.366 (σ = ± 0.6556) of respondents agree with the statement “I have Stay Connected with the latest information” which has been 1st followed by “Sometimes I have faced motivational videos, they are encouraging me to study”, “It's a better communication medium for studying together with friends” and “I have received support from the seniors on social media” which have been ranked 2nd, 3rd, and 4th with the mean value 4.317 (σ = ± 0.7813) and 3.902 (σ = ± 1.1254) and 3.878 (σ = ± 0.8347) respectively.

TABLE 10: NEGATIVE EFFECTS OF SOCIAL MEDIA NETWORKS

Negative effects of social media networks	N	Mean	Std. Deviation	Rank
When I use social media, I do not achieve the target.	164	2.634	1.1023	1
I have faced the problems related to health in so many times		2.537	1.0647	2
They are making distance from the study		2.195	1.1769	3
I have received misinformation so many times related to my study		2.098	0.9082	4
When I use social media, I face concentration issues in studying		1.902	0.7282	5

Table 10 represents the negative effects of SMNs on the study, which found that the maximum number of

respondents ($\bar{x} = 2.634$ $\sigma = \pm 1.1023$), and ($\bar{x} = 2.537$ $\sigma = \pm 1.0647$) disagree with the statement "When I use social media, I do not achieve the target" and "I have faced the problems related to health in so many times" which has been ranked 1st and 2nd and at the last rank "When I use social media, I face concentration issues in studying" with the mean value 1.902 ($\sigma = \pm 0.7282$).

6.0 CONCLUSION

The present study was focused on the use of Social Media Networks by the library users of CR Arya PG College, Sonapat. SMNs provide various ways for students to interact with each other. Library users keep themselves updated by surfing profiles of each other, posting messages, videos, and photos, and sharing professional and personal information at international online platforms. In the present era, SMNs have become one of the largest online platforms in the world for sharing real-time information. WhatsApp, YouTube, and Instagram have emerged as the most popular SMNs and have continued to grow in popularity. Described about the positive and negative effects of SMNs.

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