PURPOSE AND ADVANTAGES OF USING SOCIAL MEDIA AND E-RESOURCES IN SELECTED UNIVERSITY LIBRARIES OF PUNJAB

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Abstract: We are living in Digital Era, and now access to social media tools and the availability of Electronic resources in academic libraries is very common. Because the internet–in particular, the World Wide Web is rapidly displacing the use of external storage, such as floppy disks and CD-ROMs. Due to information revaluation, the Digital Library is growing worldwide. The user needs regarding electronic resource is increasing daily, according to their academic requirement. Nowadays, different types of social media tools and e-resources are increasingly used in library works in academic libraries. The main aim of this work is to find out the Purposes and Advantages of social media and Electronic resources among the government and private university libraries of Punjab. The researcher adopted a descriptive survey research design for this study. The researcher formulated two objectives and two research questions to guide the study. The population of this study comprised 1200 respondents, 600 from government universities and 600 from private universities (400 students, 400 research scholars, and 400 teachers) from 10 selected government and private universities in Punjab. The purposive sampling technique was used to select the sample. Data was collected using a structured questionnaire developed by the researcher. The study used percentages and proportions as statistical measures for data analysis. The finding revealed that the purpose of using social media and e-resources for all students is to study, and for all teachers is to do the teaching. The majority of respondents also use e-resources to update their subject knowledge, and few of them use them to write articles and research papers. The data also show some advantages of using social media and e-resources in academic libraries.

Keywords: Information Resource, Electronic Information Resources, Postgraduate Students, Purpose, Advantages, Library and Information Science, Social Media, Digital Media.

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1.0 Introduction

The use of ICT has the potential to radically change the way we build and operate social structures. This social change will, in turn, force our educational institutions to react and change. Recent developments in information technology have brought about dramatic changes in information and communication scenarios, reflecting the availability of information. Modern libraries are now seeking to source more and more information resources in digital form to meet the diverse information needs of students, teachers, scientists, and researchers in the easiest and shortest possible time. Communication is the exchange of thoughts, messages, or information by speech, signals, writing, or behavior. Information and communication technology are added advantages in the hands of library users and library professionals in the current scenario.

The evolution of the Internet and the World Wide Web has transformed the world into a global village and presented a new way of communication. The limitless connectivity and potential to create open social order and system of interaction and collaboration have been made possible only because of new information and communication technology. The web 2.0 domain has been introduced as an experimental field to be accepted and implemented for rendering virtual digital library services to the patron (Saho and Sharma, 2015). Social networking will become regional, national but also international, and global as communication facilities become cheaper and widely

acceptable. Social networking websites usually have open membership, meaning anyone can become a member. It's a process of building relationships among groups with a common interest. ICT has made it possible to transmit information to all by using various electronic channels. Social Networking Sites are very popular in society; it allows users to share ideas, pictures, posts, and interests with people in their network. It provides an innovative and effective way of connecting users worldwide. SNSs such as LinkedIn, Myspace, Facebook, Twitter, and Blogs set up personal communities that allow users to view profiles of their friends which are widely used worldwide and very popular in Nigeria too.

In the academic community, especially in the library parlance, social media is another modern word for "Resources Sharing," "Knowledge Sharing," "Consortia," "Library cooperation," "Networking" "Library Collaboration," "Library Partnership," "Library Linkages," "Library Association," "Interlibrary Loan" "Document Delivery," "Open Access Service" Web 2.0, 3.0, 4.0 and "Library Alliance." Therefore, social media offers librarians a way to promote library services directly to young adults and any member of the academic community instead of waiting for users to seek out the library (Lucky, 2018).

Libraries have witnessed a great metamorphosis in recent years in their collection development and service structure. Over the last several years, collection development policies and practices have noticed a noteworthy transformation. The print medium is increasingly giving way to the electronic form of materials. Understanding the growing importance of social media and e-resources, modern libraries are advancing to keep pace with the latest e-publications. The E-resources of information are becoming increasingly important for the academic community to access the information correctly. Resources in an electronic environment become more readily available in electronic format. The e-resources facilitate the libraries to benefit from many resources at an affordable cost and in minimal time. Social media are used in academic libraries for different purposes, mainly information communication, information sharing, and knowledge organization. Mainly, MySpace, Facebook, Twitter, Blog, etc., are used for information communication. Flickr, YouTube, Wikipedia, and Slideshare are used for information sharing, and LibraryThing, Netvibes, etc., for knowledge organization. In the present era, the librarian can keep contact with library users and staff in an online collaborative environment with the help of social media.

Electronic information resources and social media are necessary for students, research scholars, and teachers mainly because they provide better, faster, and easier access to information. In addition, social media applications and electronic information resources help end-users; expand accessibility, increase usability and effectiveness, and establish new ways to use the information to be more productive in academics. So this paper explores the purpose of using social media and e-resources by students, research scholars, and teachers in university libraries. What are the main advantages they get by using these tools for academics?

2.0 Importance of the study
The research study is focused on the purposes of social media usage in libraries and the advantages of using social media and e-resources in the universities' libraries. This is a user-centric study. Thus, the study explores the reasons why the respondents use social media and e-resources within the university libraries and the main advantages of using these tools in libraries.

3.0 Statement of the Problem
Social media has created new opportunities and challenges for teachers and learners. New concepts like flexible Blended Learning, which seek to integrate the internet with traditional teaching techniques, have also been introduced to library and information science. The introduction of social media is similarly having a noticeable impact on all strata of society and all segments of societal activities. Facebook, WhatsApp, Instagram, Imo, and e-mail have become commonplace in all the nooks and crannies of the planet, with great impact on all activities. The researcher wants to understand the reasons for the usage of social media and e-resources, and also, it's the need of modern times to analyze the advantages of social media and e-resources in academics.

4.0 Significance of the study
The study helps to understand the scope of social media in academic libraries. This study explains users' main purposes and reasons for using social media applications in university libraries.   What is the main factor that inspires them to use e-resources? This study also explores the horizons of social media and e-resources advantages to the students, research scholars, and teachers in university libraries.

5.0 Research Methodology
The Survey method, with the help of structured questionnaires, has been used in the present study for the primary data collection from the faculty members, research scholars, and postgraduate students of 10 selected government and private universities of Punjab. Non-probability sampling or purposive sampling method was used at the

university level. Deliberately five Government universities and five private universities of Punjab were selected, which have higher grades in academics and research and have the proper infrastructure to provide e-resources facilities. The researcher divides the university population according to the occupation of respondents (PG students, Research Scholars, and Teachers). A sample of 1200 respondents was selected from 10 universities in Punjab, with 120 respondents per university. 600 respondents from government universities and 600 respondents from private universities. Non Probability sampling is used by students, research scholars, and teachers for data collection. Schedule online and offline questionnaire was used by the researcher as a tool for data collection. Structured questions were used by the researcher to collect data from the respondents. The study is based on the tabular technique of analysis. Data is presented in the form of tables, charts, and graphs. Percentage is a method of expressing a proportion that is equal to the proportion times 100. The data percentage of results in a study was calculated to compare the outcomes of the results to draw inferences.

6.0 Research Area

GOVERNMENT UNIVERSITIES	PRIVATE UNIVERSITIES
Punjabi University, Patiala	Chandigarh University, Gharuan
Guru Nanak Dev University, Amritsar	Lovely University, Phagwara
Punjab Agriculture University, Ludhiana	Desh Bhagat University, Mandi Gobindgarh
IK Gujral Punjab Technical University, Jalandhar	Chitkara University, Rajpura

7.0 Objectives

1. To find out the purposes of using social media application ad e-resources in the university libraries of Punjab.
2. To find out the advantages of using social media and e-resources in university libraries.

8.0 Literature Review

Singh & Bhatt (2018) on the attitude and use of social media for the promotion of library services at the University of Delhi among PG students and research scholars. It was found in the study that the respondent agreed that social media is essential for the promotion of libraries and their services and also believed that it can improve the image and reputation of the libraries if used effectively.

Nanda (2017) analyzed the use and awareness of e-journals and revealed that faculty and research scholars are aware of e-journals and online databases subscribed to by their libraries. The majority of faculty and research scholars use e-journals for research purposes and publishing articles, and the department is the most preferred location for accessing e-journals.

Daramola (2016) observed that the respondent's prominent utilization of e-resources was e-journals, e-mails, e-newspaper, and e-books. The least was e-thesis. The primary reason for utilizing the e-resources was for assignment and research purposes. Although the students & research scholars have a positive perception of e-resources, the most significant challenge faced by the students was insufficient computers in the library. Based on the findings, the study recommends that female students should be motivated to use the e-resources like their male counterparts. More computers should be provided in the library for the needs of the students & research scholars.

Khoo (2014), in their survey of nine years of literature, tried to find the types of information behavior related to e-resources and social media and reviewed the important features of new media technologies users. Also examined were the prevailing types of information behavior and the kind of information related to user-contributed content

Rafique (2014) retrieved that the majority of the students lacked basic searching skills. Only 46.4% of the faculty members used the library frequently. Their information literacy skills were not satisfactory among them. They were unable to form effective search strategies for academic development. Most of the faculty members were aware of the use of search sites and search engines, and different websites to locate their required information.

Prangya (2013) In their studies, library members are facing problems while using e-resources. 14(61%) research scholars feel that relevant electronic materials are not available. 19(82%) research scholars admitted that desired electronic information resources are incomplete. 11(47%) are facing the problem while finding relevant electronic resources. 14(61%) admitted that internet access information from the server is very slow.

Singhal and Rogers (2010) revealed that the communication technologies of the computer, including its various application in telecommunications, radio, TV, cable, Satellite, Internet, etc., are driving the social shift towards an information society. Information presents opportunities to use communication technology to improve education, health, and nutrition, especially in rural India. Along with men, women, too, are under the impact of new communication technologies, and women are pioneering high technology companies, private television networks, and the advertising industry.

Tella (2007) noted that students' capability to retrieve digital information effectively is a learned and transferable skill useful for the future as well as enabling the successful use of academic learning. Exploring the digital information environment is a requirement for academic learning today. Students are expected to use electronic resources in universities to make use of the growing range of e-resources, and students must practice the skills necessary to exploit them. Skills learning is essential in a technology-driven environment and can be enhanced through innovative learning strategies.

Table: 1.1 Purpose of Using Social Media and E-Resources in University Libraries (Universities Table)

Type of Universities	Government Universities	Private Universities
For Studying	600 (100%)	600 (100%)
For Teaching	400 (66.6%)	400 (66.6%)
For Writing Articles/ Research Papers	269 (44.8%)	160 (26.6%)
To Update the Subject knowledge	499 (83.1%)	313 (52.1%)

Table: 1.2 Purpose of Using Social Media and E-Resources in University Libraries (Occupation table)

Occupation	Students	Research Scholars	Teachers
For Studying	400 (100%)	400 (100%)	400 (100%)
For Teaching	0 (0%)	400 (100%)	400 (100%)
For Writing Articles/ Research Papers	12 (3%)	225 (56.2%)	192 (48%)
To Update the Subject knowledge	340 (85%)	256 (64%)	216 (54%)

Figure: 1.1 Data source table no 1.1

Purpose of Using Social Media & E-Resources

- For Studying
- For Teaching
- For Writing Articles/Research Papers
- To Update the Subject Knowledge

Government Universities: 100, 66.6, 44.8, 83.1
Private Universities: 100, 66.6, 26.6, 52.1

Figure 1.2 Data source table no 1.2

Purpose of Using Social Media & E-Resources
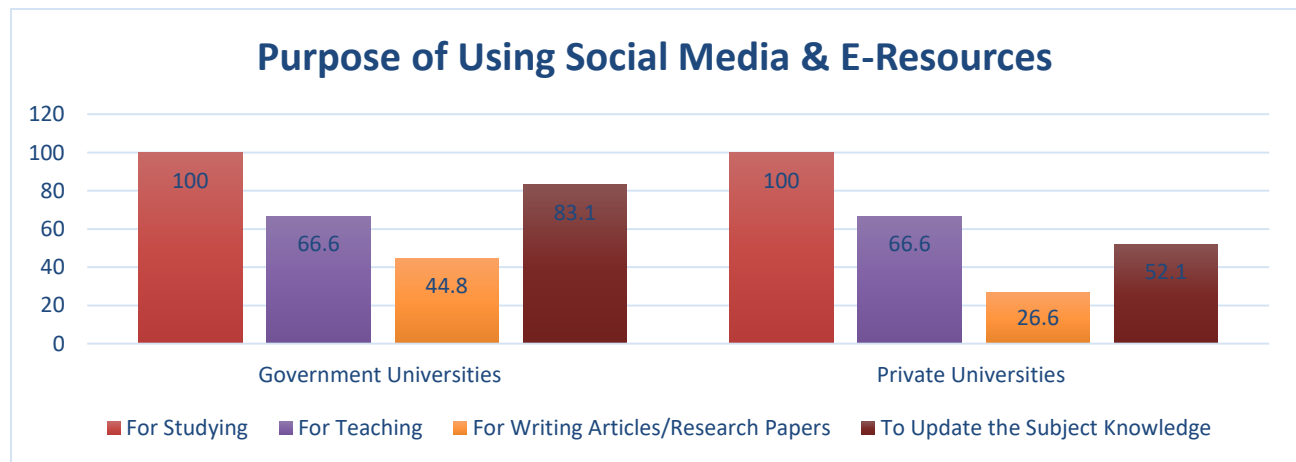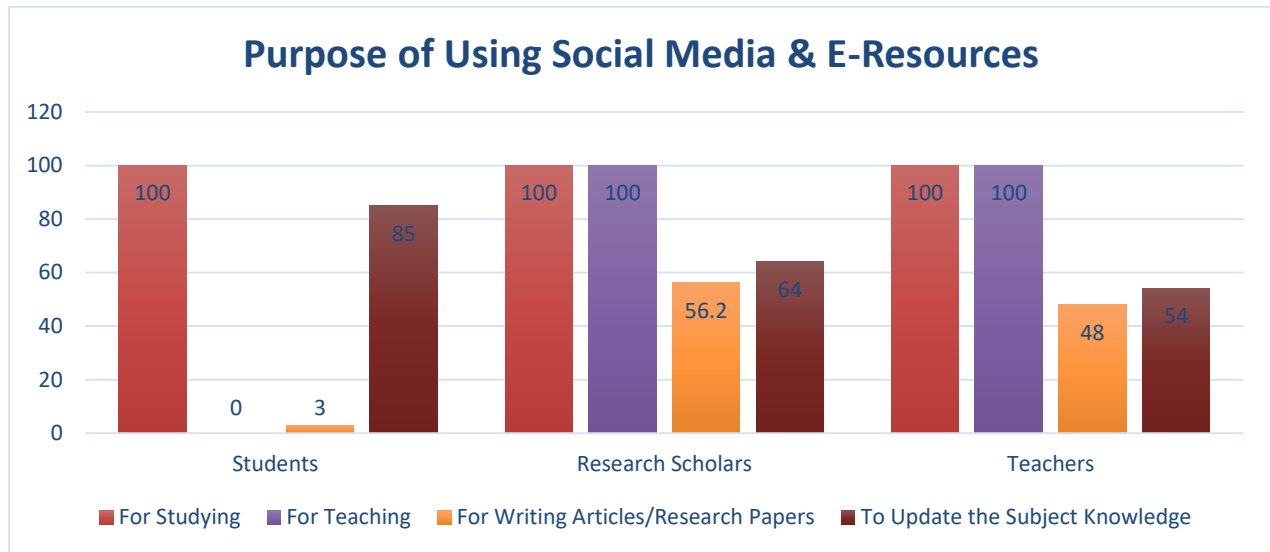
In this table, data shows that all respondents from government and private universities use e-resources for studying. All teachers and research scholars use e-resources for teaching. 44.8 % of respondents from government universities and 26.6% from private universities use e-resources for writing articles. 83.1% of respondents from government universities and 52.1% of respondents from private universities use e-resources to update their subject knowledge. Only 3% of students use e-resources for writing articles/research papers, compared to 56.2% of research scholars and 48% of teachers.

The trend of article writing and research paper writing is less in private universities as compared to government universities. Reading the subject-related study material online is the need of the time, but private university respondents use social media and e-resources less than government universities for subject knowledge.

Table: 2.1 Advantages of Social Media and E-Resources (universities table)

Type of Universities	Government Universities	Private Universities
Saves the Time	502 (83.6%)	570 (95%)
Updated Information Available	392 (65.3%)	554 (92.3%)
Easy Access	451 (75.1%)	509 (84.8%)
Wide Scope of Information	334 (55.6%)	436 (72.6%)

Table: 2.2 Advantages of Social Media and E-Resources (Occupation Table)

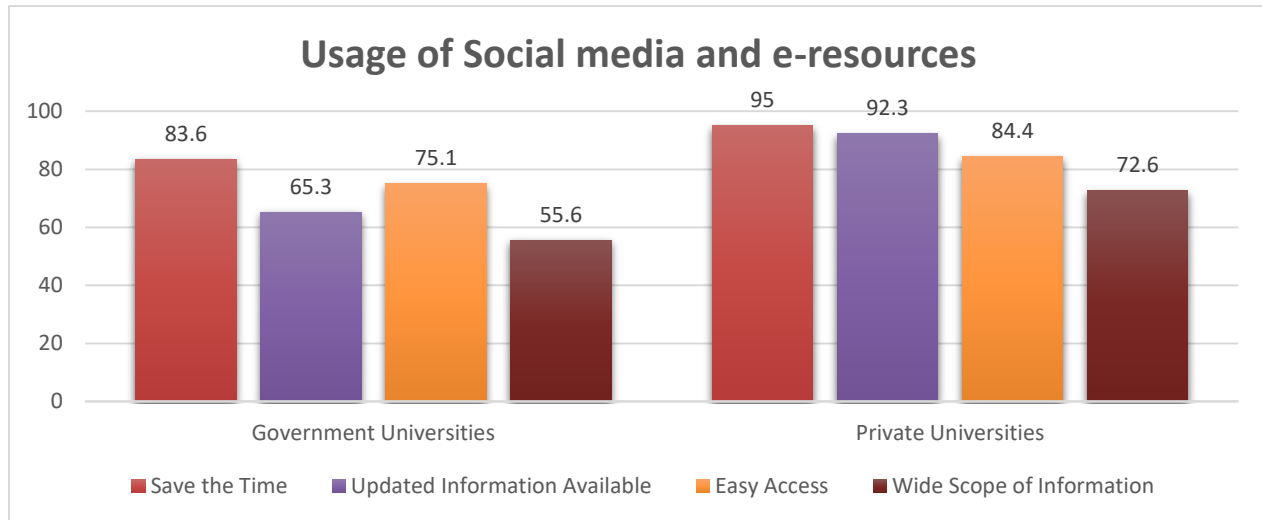| Occupation	Students	Research Scholars	Teachers
Saves the Time	388 (97%)	400 (100%)	284 (71%)
Updated Information Available	329 (82.2%)	323 (80.7%)	294 (73.5%)
Easy Access	263 (65.7%)	282 (70.5%)	315 (78.7%)
Wide Scope of Information	188 (47%)	350 (87.5%)	232 (58%)

Figure: 2.1 Data source table no 2.1

Figure 2.1: Usage of Social media and e-resources — Government Universities: Save the Time 83.6, Updated Information Available 65.3, Easy Access 75.1, Wide Scope of Information 55.6; Private Universities: Save the Time 95, Updated Information Available 92.3, Easy Access 84.4, Wide Scope of Information 72.6

Figure: 2.2 Data source table no 2.2

Figure 2.2: Usage of Social media and e-resources — Students, Research Scholars, Teachers (Save the Time, Updated Information Available, Easy Access, Wide Scope of Information)
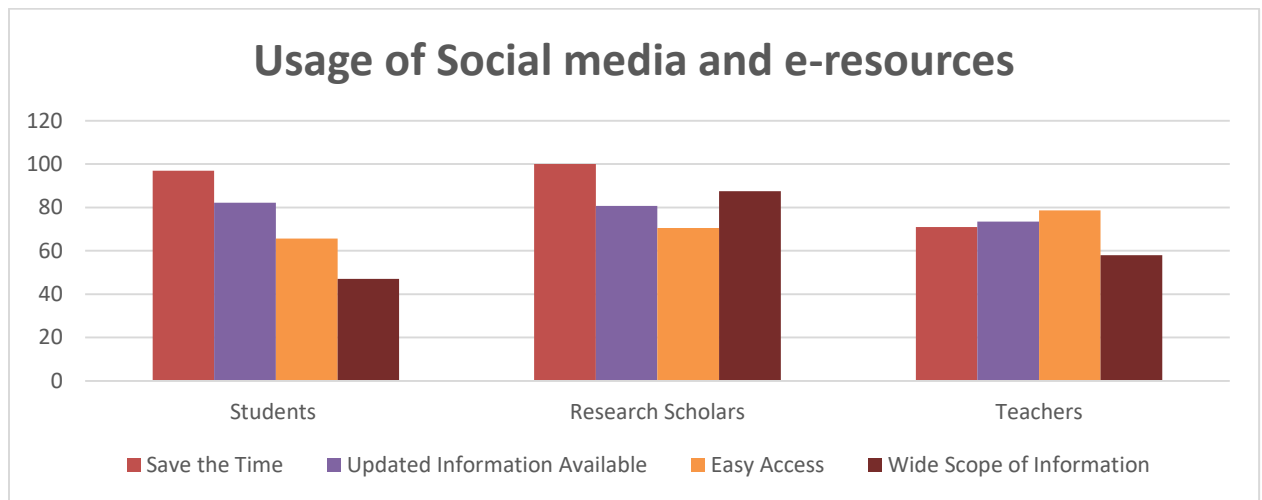
In this table, 83.65% of respondents from government universities use social media and e-resources in university libraries to save time, 65% for updated information, 75.1% for easy access, and 55.6% for a wide scope of information.

In private universities, 83.6% of respondents use social media and e-resources in university libraries to save time, 92.3% for updated information, 84.8% for easy access, and 72.6 use because e-resources have a wide scope of information.

Students use social media and e-resources in university libraries 97% to save time, 82.2% for updated information, 65.7% said they are easy to access, and 47 for a wide scope of information.

Researchers use social media and e-resources in university libraries 100% to save time, 80% for updated information, 70.5% said they are easy to access, and 87.5 for a wide scope of information.

Teachers use social media and e-resources in university libraries 71% to save time, 73.5% for updated information, 78.7% said they are easy to access, and 58% for a wide scope of information.

9.0 Major Findings

- The main purpose of using social media and e-resources in university libraries is "studying." 100% of respondents mentioned it.

- The second topmost purpose of using social media and e-resources in universities is "Update the Subject Knowledge." 67.6% of respondents mentioned it.
- According to data, "Time Saving" is the main advantage of using social media and e-resources in university libraries.
- 89.3% of respondents said they use social media and e-resources in the university libraries because it "Saves our Time."
- According to data, "Easy to Access" is the second topmost advantage of using social media and e-resources in university libraries.
- 80% of respondents said they use social media and e-resources in the university libraries because it is "Easy to Access."

10.0 Conclusion

The study is focused on two objectives, the first purpose of using social media and E-resources second advantages of using social media and e-resources in university libraries for academic works. The conclusion drawn from the data and findings shows the main purposes and advantages. Overall, students' main purpose for using social media and e-resources in university libraries is to study for exams. The main purpose of research scholars and teachers is teaching. They use social media to find the study material and use e-resources to take notes in the libraries. The second main purpose of the students, research scholars, and teachers is to update the subject knowledge. Students read e-resources of their subject streams for examinations, and research scholars use e-resources for their research work.

Government university respondents use social media and e-resources more for writing articles and updating their subject knowledge than private university respondents because government universities are doing more in social activities that encourage students to write articles and features.

The majority of respondents mention that social media and e-resources save time. They mark it as a main advantage of using social media and e-resources in university libraries. The second majority of respondents mark easy to access as the second most advantage of using social media and e-resources. The third majority of respondents marked "updated information available" as the third most advantage of using e-resources.

11.0 Recommendations

The following recommendations are made based on the findings of this study:

1. There is a need to promote digital libraries in particular subjects, also.
2. There is a need to encourage students to use e-resources for the development of research and scientific temperament.

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