IMPLICATIONS OF SOCIAL NETWORKING SITES (SNSs) AS A TOOL FOR LIBRARY SERVICES

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Abstract: Internet and mobile technology are playing a very vital role in day to day affairs of human life. The technology has completely changed the traditional library into a digital library. Social Networking Sites (SNSs) helps the library system to improve the performance in propagation of information and are becoming an significant instrument for increasing the educational domain. Due to which, contribution of SNSs has also significantly inflated the relationship between different stakeholders of libraries. Keeping this idea in mind, the present work is an attempt to study and analyze the usage of Social Networking Sites as a tool for the library services. This present research is based on primary data which have been gathered from various under graduate students of Kurukshetra district of Haryana. Study confirms that social networking sites (SNSs) are very effective tool for library services in the recent time.

Keywords: Social Networking Sites, Face book, E-learning and Library

I.0 Introduction

In the present digital world, Internet and mobile technology are playing a very crucial role in day to day activities of human being. Over the period of time, advances in computer applications have brought fundamental changes the mode information is gathered, stored, retrieved, access, organized and finally utilized for our desired purpose. All the stakeholders of teaching and learning are also witnessed the radical changes in the present academic world. The technology and the web have completely changed the conventional library system into a virtual library in which part of the information can be retrieved in a digital format. The usage of information and communication technology (ICT) is one of the crucial factors that opened and made easily accessible for distant learning and remote access of educational material. Such phenomenon is popularly known as "e-learning". ICT tools are used as a facilitator in this e-learning process. Thus, Social Networking Sites (SNSs) in the present academic library system helps to improve the performance in spreading of information and are becoming an important tool for increasing the educational domain to distant places. The ever-increasing contribution of SNSs has also significantly inflated the relationship between different stakeholders of libraries.

Keeping this aspect in mind, the present paper is a humble attempt to study and analyze the implications of Social Networking Sites as an instrument for library services in the recent time. There is hardly any dearth of information on the present issue of implications of SNSs. This study is based on primary data which have been collected from various under graduate students of Kurukshetra district of Haryana.

More than 150 questionnaires have been distributed, Out of which 115 have filled successfully and completely. The response rate was about 76.6 percent which is quite justified for pursuing or conducting the research. The collected data have been analyzed and presented in the form of suitable tables and percentage share of responses have been calculated and comparison has been made.

2.0 Social Networking Sites (SNSs)

The term 'Social Networking' refers to a range of web-enabled software programs that allow users to work collaboratively with other users. The purposes of SNSs are to search, comment, invite friends to interact, discussions and many more. In other words, SNSs are the platform that allows individuals to exchange their ideas with the others. Due to which, SNSs are also known as Social connecting sites. Social Networking Sites can be described as a space where people can connect, communicate, create and share content with others.

There are different types of social networking based on different criteria's. Chris Pearson (2010) has mentioned the list of twenty three types of social media which can be further divided into two parts: Social and Media. Social consists of Face book, My Space; and Media includes Word press, Blogger, You Tube. The usage of SNSs depends upon so many factors such as education status, income level, technology etc. The following are the popular Social Networking Sites which are elaborated as under:

Facebook		Snapchat	
Twitter		Whatsapp	
Instagram		Pinterest	
LinkedIn		Sconex	
You Tube		Orkut	
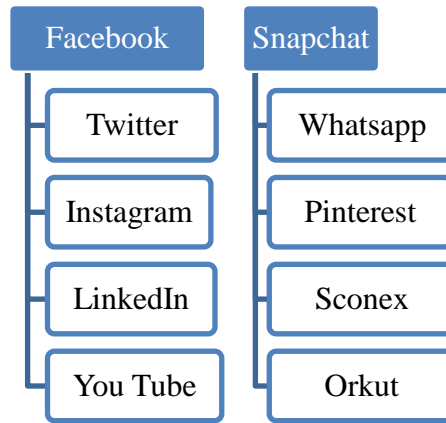
Over the period of time, users of Social Networking Sites are increasing day by day for their different purposes due to which Social Networking Sites are becoming significant part of users for their personal and professional growth.

3.0 Implications Of Social Networking Sites (Snss): Data Analysis

For the purpose of study, collected responses from various under graduate students were analyzed on different basis and presented the same in the form of suitable tables and graphs. The table 1 analyzed the information/response on the basis of three main heads: (a) devices used by students for accessing the social networking sites; (b) frequency of accessing the social networking sites; (c) location/place where students access social networking sites. On the basis of these three heads, the following table 1 represents the responses of students in form of percentage which are as follows:

Table 1: Accessing SNSs: Devices Used, Frequency and Location

I. Usage of Devices for Accessing SNSs

S. No.	Usage of Devices	Response in Percentage
1.	Tablets	8.4%
2.	Smart Phones	81.6%
3.	Laptops	7.9%
4.	Personal Computers	2.1%

Source: Data Analysis by Researcher

II. Frequency of Accessing SNSs

S. No.	Frequency of access	Response in Percentage
1.	Daily	93.2%
2.	Weekly	3.3%
3.	Monthly	2.0%
4.	Very Rarely	1.5%

Source: Data Analysis by Researcher

III. Location of Accessing SNSs

S. No.	Location	Response in Percentage
1.	Institution Library	41.7%
2.	At Home	55%
3.	At Computer Café	3.1%
4.	At any other	0.2%

Source: Data Analysis by Researcher

It is clear from table1 that maximum students that are 81.6% are using smart phones for accessing various social networking sites. Personal Computers are used by 2% of the students. Response regarding the frequency to access SNSs reveals that maximum users that are 93.2 % access these sites on daily basis. Response regarding the location/place from where students access social networking sites reveals that majority of students that is 55 % access at home which is followed by institution library.

The following table 2 analyzes the response of students regarding the choice of popular social networking sites. Student's choice revealed that 48.2% users use Face book as SNSs which is followed by You Tube (31.8%) and Instagram (15.0%). It is clear that maximum students are Face book users. Beside these, there are many other social networking sites which are used by the users more or less.

Table 2: Popular Social Networking Sites

S. No.	Popular SNS	Response in Percentage
1.	**You Tube**	31.8%
2.	**Face book**	48.2%
3.	**Instagram**	15.0%
4.	**Twitter**	3.0%
5.	**LinkedIn**	2.0%

Source: Data Analysis by Researcher

The following table 3 represents the response regarding the purpose of use of SNSs by the under graduate students. Table reveals that majority (48.8%) of students are using SNSs for finding the information for their academic purpose which is followed by entertainment purpose (28.2%) and connecting with others that is for chatting purpose (22.0%). Very few responses have received for other purposes.

Table 3: Objective of accessing Social Networking Sites

S. No.	Popular SNS	Response in Percentage
1.	**Academic Purpose**	48.8%
2.	**Entertainment Purpose**	28.2%
3.	**Chatting Purpose**	22.0%
4.	**Experience Sharing Purpose**	1.0%

Source: Data Analysis by Researcher

The following table reveals the student's response towards adding library page as their friend or member on whatever social networking sites they are member of. Maximum students (64.5%) stated yes that they will surely add while 34.5% were sure that they will not add library as a friend on SNS. And 1 % students are not sure about it weather they will add or not library as friend on SNS.

Table 4: Library as a friend on SNS

S. No.		Response in Percentage
1.	**Yes**	64.5%
2.	**No**	34.5%
3.	**Neutral**	1.0%

Source: Data Analysis by Researcher

4.0 Conclusion & Policy Implications

In the nut shell, the present study entitled Implications of Social Networking Sites (SNSs) as an effective tool of library services is exclusively based on the primary data which was collected from the undergraduate students of Kurukshetra district of Haryana State. The analysis reveals the following facts and conclusions:

- The majority of the undergraduate students access social networking sites through their smart phones in comparison of laptops, personal computers. And it is also observed that they are accessing SNSs on daily basis.
- A good number of students from the total population, visits social networking sites from their home in comparison of other places.
- Out of various SNSs, Face book comes out to be the most well-liked site among the under graduate students of Kurukshetra district of Haryana.
- Most of students are using SNSs for finding the information for their academic purposes.
- Utmost students stated that they will certainly add library as a friend on whatever social networking site they are member of.

On the basis of above findings, we can rightly conclude that under graduate students of Kurukshetra districts are very much energetic or active on social networking sites. Research also confirms that they are more active on Face book which is followed by You Tube in comparison of others. Inferences can be drawn from this finding that library can use the Face book and   YouTube as a platform to connect with students for day to day updates of the institution. In other words, social networking sites (SNSs) served as an effective tool for library services in the present time.

There is strong rationale to understand and analyze the pros and cons of SNSs by the young students. For this, students must be trained properly about the usage of SNSs for academic purposes in the institution libraries. Implication can also draw from the research that over the past few decades, information technology has affected to a greater extent.

IT revolution in general and SNSs in particular has opened the doors for knowledge seekers. To what an extent we can get the benefits from it, its exclusively depends upon the users conduct about using these sites. It is imperative from the research that IT revolution has developed an ecosystem in which role of libraries has changed completely from traditional libraries to the digital libraries which is no doubt more learner friendly. To utilize the full potential of digital libraries, role of internet is very much significant in all the institutions of higher learning.

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