Social Media Networking by Students in Search of Information: Special Reference on Bishop Heber College

C. Anneruth[1], S. Muthuvennila[2] and P. Selvakamal[3*]

[1]Assistant Librarian, Kings Engineering College, Sriperumbudur, Chennai - 602117, Tamil Nadu, India

[2]Assistant Professor, Vellalar College for Women, Thindal, Erode - 638012, Tamil Nadu, India

[3]Research Scholar, Gobi Arts and Science College, Gobichettipalayam, Tamil Nadu, India; kamalyuvi19998@gmail.com

Abstract

This study deals with social media networking by students in search of information: special reference on Bishop Heber College. Students are turning to the internet more and more for social interaction. In this study, we looked at how often students used social media sites, as well as how much time they spent on social networks. We looked at people who used Face book, Twitter, and LinkedIn, as well as a few other social media sites. We wanted to figure out how important different activities on social media sites were. We sent out 190 questionnaires and got back 170 valid ones with an 85% response rate. The collected data was analyzed with the SPSS. Illustrates the prevalence of social media use among male categories (102) compared to female categories (68). The majority of social media users come from urban areas (111). Facebook (60) is the most commonly used social media network among students at Bishop Heber College. The opinion of the social media networks among the students and 60 students out of 170 expressed their opinion as social media networks are excellent. This research paper clearly deals with the social media networking sites.

Keywords: Internet Awareness, Information Search, Social Media, Social Networks

1. Introduction

Social media are low-cost and cost-effective tools that are well-suited to meet library's growth needs as budgets have been reviewed and reduced. Libraries use these tools to provide a combination of user service, news, content/collected works promotion, institution research output dissemination, educational tools and resources, and to build relationships within and outside the organization. Social media is a community of online communication channels devoted to community-based input, interaction, and content-sharing and collaboration. Websites and applications dedicated to various types of social media exist.

Social media is a great opportunity with lots of room for growth. With the rise of social media, more and more companies are using it to improve their operations. We can use it to advertise or communicate more effectively.

People don't have to rely on the news from the media or TV anymore - it can all be found on a social network. People can find information from anywhere in the world.

The term "Social Media" encompasses a wide range of applications (such as Facebook, Twitter, WhatsApp, LinkedIn, and YouTube) and websites that facilitate the exchange of information and awareness of any event through social networking. Since the start of the 21st century, the use of social media has been on the rise, and it is becoming increasingly popular among people of different ages. Social media has become an integral part of everyday life, and IT has had a significant impact on the standard of living.

2. Related Works

Reuter and Kaufhold (2018)[5] the emergence of social media in major emergencies and crises has been

documented over the past 15 years, beginning in 2001 following the 9/11 attacks. In the subsequent years, particularly in the past decade, a range of studies have been conducted on the utilization of ICTs and social media prior to, during, or after almost all major crises and emergencies. This article seeks to review the progress of 15 years of research on social media in emergencies, with a particular focus on use patterns, roles patterns, and perception patterns, to illustrate what has been accomplished and what future opportunities exist.

Ali and Richardson (2018)[2] over the past ten years, academic social networking sites have become a popular way for researchers to get their work out there and connect with other people in their field. But how many studies have been done on how Pakistani academics use these sites? To find out, the authors did an experiment with social science faculty at five public sector universities in Karachi, Pakistan. They looked at 68 responses and found that the main reason people used the sites was to look up articles related to their field. They also found that getting citations was the most important reason people uploaded their own work. This proves that librarians can help academics create great online profiles.

Winn *et al*. (2017)[10] it has been observed that academic libraries are still utilizing social media platforms to promote student use of their libraries and to advertise their resources and services. However, there has yet to be a study conducted on the use of social media by academic libraries in Montreal. This paper seeks to investigate the impact of each library's social media presence on the overall success of the study. Data was collected over a period of eight months and the success of the study was measured by measurable growth of followers over the study period. Out of the three universities that had Facebook and Twitter profiles, the most successful account was the one that had the highest user engagement rate. All of the libraries met the first measure of success, and the library with the least amount of posts had a higher level of user engagement.

Owusu-Acheaw and Larson (2015)[4] the purpose of the study was to evaluate students' social media use and its impact on academic performance among tertiary institutions students in Ghana, with a particular focus on students at Koforidume Polytechnic. The questionnaire was used to collect data. A total of 1,098 copies were distributed, with 95.5% of respondents responding. The majorities of respondents had cell phones with Internet capability and were aware of the presence of many social media sites. The study confirmed that the majority of respondents visited their social media sites using their cell phones and spent between 30-3 hours per day on social media. The study also found that the respondents' social media usage had a negative impact on their academic performance and that there was a direct relationship between social media use and academic performance.

3. Objectives of this Study

- Figuring out why college students are using social media networking sites.
- To identify the most popular social media networking sites Bishop Heber college students use.
- To find out how long you've been using social media networking sites.
- Examine the types of data uploads in Social Media Networks.

4. Methods and Methodology

The primary data was collected through questionnaires and secondary data was collected from books, journals, and other sites. This study looks at how social networking sites are used by students at Bishop Heber College. The data is cross-tabulated with gender, time spent per day, how often people log in, and Nativity. The researcher used a structured questionnaire to get the data from the students. They sent out 190 questionnaires and got back 170 valid ones with an 85% response rate. Random sampling method was used in this study. The collected data was analyzed with the SPSS.

4.1 The use of Social Media in Libraries: Some Application

4.1.1 Facebook

Librarians have become increasingly popular due to their welcoming attitude; they are supported by a wide range of applications, such as JSTOR search and world cat, and are able to interact with users to ascertain their information requirements.

4.1.2 Linkedin

LinkedIn is a great way for Librarians to connect patrons with experts in their specific field of internet. LinkedIn allows Librarians to provide specialized services, such as Strategic Dissemination (SDI).

4.1.3 Twitter

This application provides a micro blogging platform for library staff and patrons to stay informed of daily activities, such as regularly updated collections. It allows users to compose brief messages or status updates, and library professionals to provide users with up-to-date information on the upcoming national elections.

4.1.4 Flicker

New images from library collections can be shared and distributed by Librarians via flicker. New cover pages of new books and new journals can be shared with users through flicker.

4.1.5 My Space

At universities and colleges, learning centers have taken advantage of this website to post, set up a calendar, use custom catalog search, and use blog features to boost their visibility.

4.1.6 Blogs

This platform allows library professionals to regularly post messages; provide information on a specific topic or topic; and enable users to submit content of their own. They can create articles, provide updates on current topics, and anticipate an immediate response from their users.

4.2 Libraries Social Networking Opportunities

Libraries have some great ways to use social media to promote their services. With more and more people using social media, it's a great way to get the word out about what they offer. Most students don't know about the different services they can get in the library, like book reservations, reference services, and even SDI (strategic dissemination of information). Plus, librarians can create blogs about specific topics and play a big role in promoting blogging as a way to communicate and comment on research.

4.3 The Characteristics of Social Media

Connectivity is easy, you can customize individual profiles to your heart's content, you can grow your user base, you can pick the right platforms, you can easily integrate with other social media platforms, you have privacy and security, and you have notifications and news feed.

4.4 Benefits of Social Media

Social media is an essential part of marketing a library Social media captures potential users Social media provides more than just a traditional way to market library services Social media allows students to use the library social media creates, connects, converses, contributes, votes and shares information Social media helps libraries get to know the users better social media helps libraries build a collaborative network with users social media grabs new users' attention social media assists students in finding library resources social media promotes knowledge sharing social media feeds users with information social media supports distance learning.

4.5 Demerits of Social Media

We don't have enough time to learn how to use social media, there's too many tools out there, it's hard to keep your info private and safe from identity theft, we don't know how to use it, there's not enough funding for libraries, we don't have enough library staff, librarians aren't interested in learning and using social media, there aren't enough training options for library staff, we're having power outages, and the internet is slow.

5. Data Analysis and Interpretation

Table 1 illustrates the prevalence of social media use among male categories (102) compared to female categories (68). It is evident that the majority of male students were using social media networks for a minimum of 30 minutes daily.

Table 2 shows that the majority of social media users come from urban areas (111), followed by rural students

Table 1. The association between respondent gender and daily time spent was found to be statistically significant

Gender	Time spent for day					Total
	< 30 min	31 min – 1 hr	1 – 2 hrs	> 2 hrs	5	
Male	42	17	20	21	2	**102**
Female	20	18	14	15	1	**68**
Total	**62**	**35**	**34**	**36**	**3**	**170**

Association between respondent gender and daily time spent

■ < 30 min   ■ 31 min – 1 hr   ■ 1 – 2 hrs   ■ > 2 hrs   ■ 5 hrs
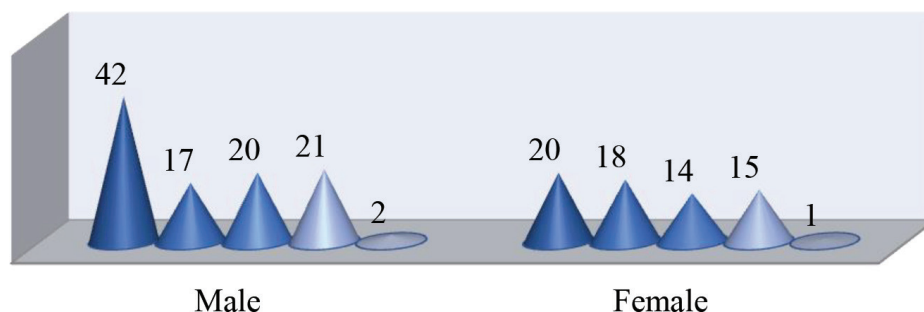
Figure 1. The association between respondent gender and daily time spent was found to be statistically significant.

Table 2. The relationship between nativity and daily time spent by respondents

Nativity	Time spent for day					Total
	< 30 min	31 min – 1 hr	1 – 2 hrs	> 2 hrs	5	
Urban	45	19	21	25	1	**111**
Semi urban	5	2	3	1	1	**12**
Rural	12	14	10	10	1	**47**
Total	**62**	**35**	**34**	**36**	**3**	**170**

Nativity of the respondents and time spend per day

■ < 30 min   ■ 31 min – 1 hr   ■ 1 – 2 hrs   ■ > 2 hrs   ■ 5 hrs
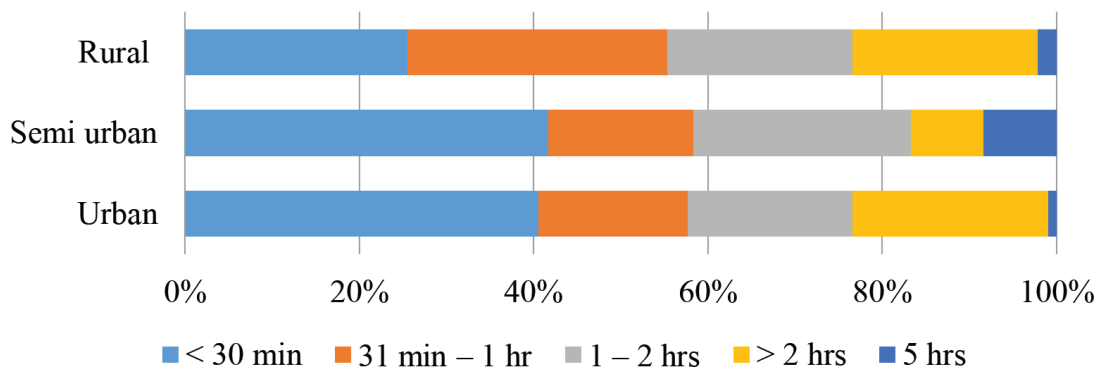
Figure 2. This study examined the relationship between the nationality of respondents and the average amount of time spent per day.

Table 3. Identify the most popular social media networking and their students use

Gender	Face book	LinkedIn	Twitter	Flicker	Total
Male	37	20	17	20	**94**
Female	23	14	21	18	**76**
Total	**60**	**34**	**38**	**38**	**170**

(47), and semi rural students (12) in social media networks at Bishop Heber College.

Table 3 demonstrates that Facebook (60) is the most commonly used social media network among students at Bishop Heber College, followed by Twitter (38) and Flicker (38). Linked In (34) is the least used network among students.

The most popular social media networking sites

	MALE	FEMALE
FACEBOOK	37	23
LINKEDIN	20	14
TWITTER	17	21
FLICKER	20	18
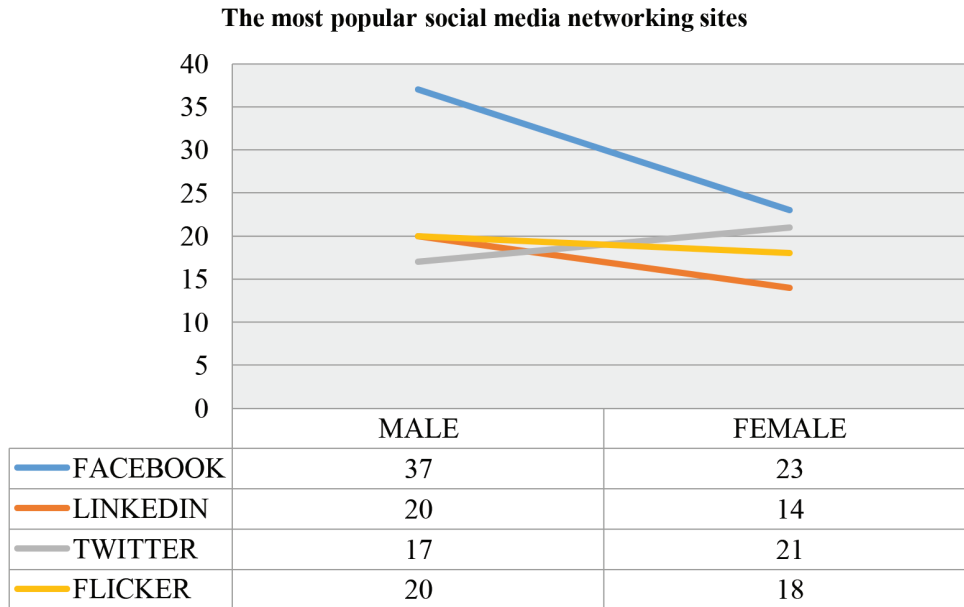
Figure 3. The most popular social media networking sites used by Bishop Heber College students.

Table 4. Opinion among the students for social media networking under their age groups

Age Group	Opinion				Total
	Excellent	Good	Average	Not Fair	
17-18	25	19	13	7	64
19-20	17	14	16	8	55
20 Above	18	15	7	11	51
Total	60	48	36	26	170

The Table 4 clearly shows that the opinion of the social media networks among the students and 60 students out of 170 expressed their opinion as social media networks are excellent and followed by good (48), average (36), not fair (26).

6. Findings and Suggestions

- The study shows that sending messages between friends is the top priority for social networking sites, followed by sharing photos and videos.

Opinion among the students

	17-18	19-20	20 ABOVE
NOT FAIR	7	8	11
AVERAGE	13	16	7
GOOD	19	14	15
EXCELLENT	25	17	18
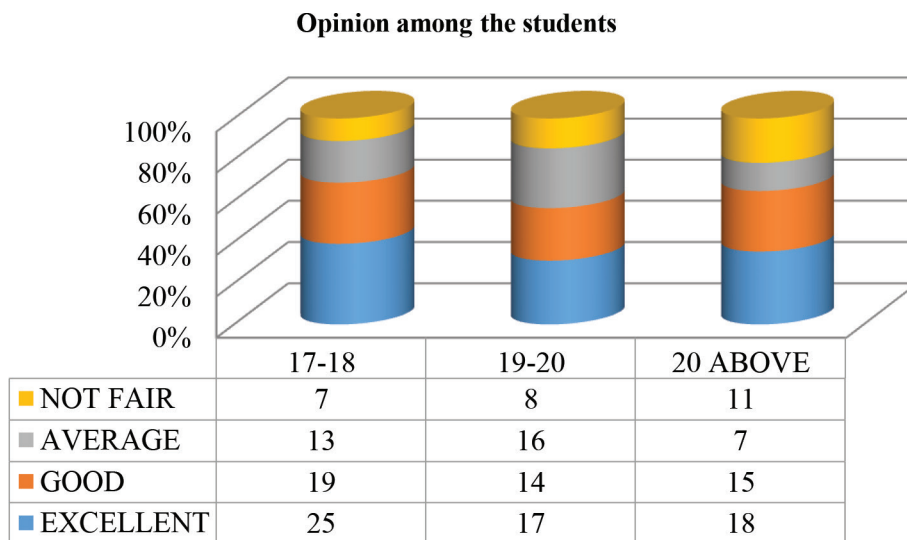
Figure 4. Opinion among the students for social media networking under their age groups.

- In addition to communication and the sharing of images and videos between friends, online shopping via social networking sites continues to be a popular activity. In this digital age, each industry has adopted novel concepts and marketing strategies.
- These social networking sites are therefore a great chance for our library professionals to connect with library users around the world. Therefore, more attention can be paid to this area to grow the library community by reaching out to the youth audience.
- It's clear that Facebook has become one of the most popular social networking sites, and it's only getting more popular. Institutions need to think about students and how they can use Facebook or Twitter to promote their library. They can also use Facebook to show how important reading is and how new people are using it.

7. Conclusion

The use of social networks has become a tool for socialization, allowing individuals to access information and creates networks with a particular focus on achieving objectives. It is essential for educational Social Work to support students in developing strategic digital skills, as this will enable them to use the sites to their advantage and to contribute to the digital inclusion process. In the case of young adults, relationships with peers on social networks are essential for gaining advantages in the offline world, including social capital, personal and social safety. The study suggests that daily users of SNSs have a higher quality of life than non-daily users, as they are more able to manage stress associated with relationships and work, as well as their satisfaction with classmates, their ability to handle the problems they face, and their appearance. However, there was no significant difference between daily and non-daily users in terms of the prevalence of physical or social health problems. Therefore, it is reasonable to assume that Internet use has not yet reached the point where it can be considered as healthy. Therefore, continuous and critical monitoring of the evolving trends is warranted.

8. References

1. Akram W, Kumar R. A study on positive and negative effects of social media on society. International Journal of Computer Sciences and Engineering. 2017; 5(10):351-4. https://doi.org/10.26438/ijcse/v5i10.351354.
2. Ali MY, Richardson J. Usage of academic social networking sites by Karachi social science faculty: Implications for academic libraries. IFLA journal, 2018; 44(1):23-34. https://doi.org/10.1177/0340035217744235.
3. Jeesmitha PS, Com M. The impact of social media. International Journal of Scientific Research and Engineering Development, 2019; 2(1):229-35.
4. Owusu-Acheaw M, Larson AG. Use of social media and its impact on academic performance of tertiary institution students: A study of students of Koforidua Polytechnic, Ghana. Journal of Education and Practice. 2015; 6(6):94-101.
5. Reuter C, Kaufhold MA. Fifteen years of social media in emergencies: a retrospective review and future directions for crisis informatics. Journal of Contingencies and Crisis Management. 2018; 26(1):41-57. https://doi.org/10.1111/1468-5973.12196.
6. Richards D, Caldwell PH, Go H. Impact of social media on the health of children and young people. Journal of Pediatrics and Child Health. 2015; 51(12):1152-7. https://doi.org/10.1111/jpc.13023.
7. Shulman J, Yep J, Tomé D. Leveraging the power of a Twitter network for library promotion. The Journal of Academic Librarianship, 2015; 41(2):178-85. https://doi.org/10.1016/j.acalib.2014.12.004.
8. Siddiqui S, Singh T. Social media its impact with positive and negative aspects. International Journal of Computer Applications Technology and Research. 2016; 5(2):71-5. https://doi.org/10.7753/IJCATR0502.1006.
9. Steinfield C, Ellison NB, Lampe C. Social capital, self-esteem, and use of online social network sites: a longitudinal analysis. J Appl Dev Psychol. 2008; 29:434–45. https://doi.org/10.1016/j.appdev.2008.07.002.
10. Winn D, Rivosecchi M, Bjerke J, Groenendyk M. MTL 2.0: a report on the social media usage and user engagement of the "big four" academic libraries in Montréal. The Journal of Academic Librarianship. 2017; 43(4):297-304. https://doi.org/10.1016/j.acalib.2017.04.006.