



USE AND EFFECTIVENESS OF SOCIAL NETWORKING SITES IN ACADEMIC INSTITUTIONS: ROLE OF THE LIBRARY

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Abstract:-Social Networking site is a collaborative platform for an individual or group of individuals for sharing information and getting contact with the known people in the society. Simultaneously, it is also a very good platform for the working professionals in the library to share their knowledge and disseminate resources to the users in an easy and cost effective manner, without killing their precious time as the ethics of the library philosophy in the fourth law of library science as a whole. It is the unchanged form of the messenger in the monarchical society and the role of the in-land letter prior to the age of short mail service (SMS) and mobile services in the ICT age. This paper is based upon the use of social networking sites and the scope provided by the library to its users in the present day information scenario.

Keywords:Social Networking, short mail service, ICT, Educational Libraries, chat, file sharing, blog,

INTRODUCTION

Social Networking Site is a platform to connect users effectively for the generation of interpersonal connections. These sites such as facebook, MySpace, LinkedIn, friendstr, multiply and many more other user friendly sites allow users building up their relationships among them and sharing their personal and professional messages within a short span of time. On this regard, many information scientists have given their own views to understand and give to the terms perfect meaning. Social Networking Site (SNS) is an e-technology that allows users to join or create connections through networking among the friends or any other who is willing to be the friends and with the organisations for sharing knowledge or day to day activities. In the other way, it is a form of electronic communication for exchange of ideas or information through chat, text messaging, video, blogging or file sharing.

Literature Survey

The topic is related to the present networking system and the need for sharing information on social networking sites is most important and to get the prior research statistics to solve the original research problem. To look into this matter, the collection of literature on social networking services for the library users and the scope provided by the concerned institutions are most important to complete the proposed topic. The following recent literature is most important relating to the Social Networking Sites (SNS) for proper understanding the topic taking to the usability and advancement of social networking tools.

Sachs & et al. (2011) stated that, most of the libraries use facebook for the promotion of their events and better services. In this regard all of the respondents agreed that, the prime goal of using the facebook is to improve the communication and awareness of the library. In the same way, Golian-Lui (2011) stated that, social networking could be more emphatic through the communication and collaboration approach. Social Networking Sites (SNS) provide cost effective tools for the community interest and more for the high educated community groups. He also added that, the roles of the academic librarians are to be campus advocate for the better social networking. Faisal (2013) who is a pioneer of social networking sites stated in his article that, the use of blogs and other social networks help the library professionals to promote and serve better to their stake holders as a proactive and good conversant in the field of human entity. The library is the centre of interactive and create new kind of avenues for open and user friendly social as well as lively interface by the intermix of the wisdom with the existing library system. Kishor &

Singh (2014) in this field pointed out that, Social Networking is a good platform for social shopping and enriches the method of payment to attract consumers. Mohsen & Hamidreza (2014) also added his views to the field of social networking that, the search attitudes of the users give benefits in solving the selection problem for finding web data extraction and its related services. It is a good and globalised concept to inspire and attract the users towards the library and make the institutions most important and vibrant in developing the study and social atmosphere.

OBJECTIVES OF THE SOCIAL NETWORKING SITES

The main aim and objectives of social Networking is not confined relating to the library and information centres but is a hub for social relation through institutional libraries in the educational paradigm as a whole. Some of the features and objectives of Social Networking are given below.

- To identify the availability and platform of Social Networking sites;
- To unearth the effective usefulness of SNS to educational institutions;
- To give an overview and usage of SNS by the bonafide students of the educational institutions relating to the library users of the educational institutions;
- To find out the important and useful social networking sites visited by different categories of library users; and
- To importune views from the students who are having good connection with social networking sites Linked to different educational institutional Libraries and their own web pages.

Usability and its Effectiveness of Social Networking Sites (SNS)

Social Networking Sites (SNS) connected with existing Networks and develop friendships, contacts and helps in finding different themes and information through sharing manner. Other than these, many other important works are done like, posting messages, downloading video, music, photo, and sending own ideas to share own articles to the websites. In addition to these, many other political pools, surveys and questionnaires can be posted for getting data and information for surveys and thoughts for solving the difficult problems. Some of the prominent social networking sites in the world, which have been occupied good networking among the different categories of users are described with their brief information in the following given facets.

Important Social Networking Sites (SNS) and its Historical Features in the World

The purpose of visiting Social Networking Site (SNS) are very simple and it is basically relevant taking to the day to day transactions of different facts like, connection and chat with friends, make new friends and visit to different pages of own interest through which many solutions can be retrieved to the existing problems in the day to day life. Though there are so many networking sites are available in the world, but it is distinct to say that, the aims and objectives of the use of social networking sites are social networking which is discussed in the above paraphrases. Some of the most important Social Networking Sites (SNS) in the World taking to the present communication and social relation are enumerated in the given table-I.

Table-I: Prominent Social Networking Sites (SNS) in the World

SI No	Name of the SNS	Name of the Country	Year of Estd.	Key Features
1	Yeejee	Hong Kong, China	1996	It is a very old and useful site developed by Yee Jee Tso who is a Canadian actor facilitated different movies through slides in the networks.
2	Slashdot	North Korea	1997	Abbreviated as /. Is a news website features news stories on science and technology that are evaluated and submitted by the user categories.
3	Xanga.com	New York, USA	1998	It is a web based facilities through weblogs, photo blogs, and social networking profiles.
4	Blogger	USA	1999	It is a weblog which was initiated by Jorn Barger on 17th Dec., 1997. In this sense the meaning were used to edit ones weblog both as a noun and verb. Then this term devised into blogger in connected with Pyra Labs' Blogger product for the popularization of the terms like blogger. Now the owner of the Blogger is Google.

5	Neopets	Wales, United Kingdom	1999	Neopets is an essential website which allows creating accounts and buying virtual items using one of two virtual currencies.
6	RateITAll	San Francisco, USA	1999	It is a consumer-review website and also incorporates social networking. Consumers can check different kinds of products and services and share important information and mode of payment etc.
7	Habbo	Finland	2000	It is popularly known as Habbo hotel is the world's largest Finnish social networking service and online community aimed at teenagers. At present it is spreaded over 150 countries and most of the users are between the age group of 13 to 18.
8	Party Flock	Netherlands	2001	It is a for Dutch virtual community people interested for house music and other electronic dance music. So to say, the country like Netherland, four hundred thousand members and five hundred million page views per month are communicated. Which gives benefit to the SNS users.
9	Ryze	San Francisco, USA	2001	It is a paid as well as free SNS mainly for business professionals. It aims focusing to the new entrepreneurs spreading over 500000 members over 200 countries.
10	Last.fm	United Kingdom	2002	It is a music based website founded in the UK using Audioscrobbler. It records detail of each track and allow the users to listen either from internet radio station or users computer or portable music devices.
11	LinkedIn	Santa Monica, California, USA	2002	It is a business oriented social networking mainly for professional networking which allow users to share their knowledge and information among their friends or communities.
12	Xing	Hamburg, Germany	2003	It is a social software platform for better communication and the concerned company claims that, this networking is spreaded over 200 countries.
13	Zorpia	China & India	2003	It is a most popular social networking both in India and China. Though social networking sites like, facebook and twitter are banned in china, still Zorpia is allowed to use its ICP license to grow its user base.
14	Digg	New York, USA	2004	It is a news aggregator specifically selecting stories for the internet audience relating to science, political issues and virtual internet issues. Though it was started in 2004, the real development started in 2012 with the content sharing with Twitter and Facebook.
15	Facebook	Menlo Park, California, US	2004	It is an online social networking launched on February 4, 2004, by Mark Zuckerberg, Dustin Moskovitz, Eduardo Saverin, Andrew McCollum, and Chris Hughes. The limitation of the membership gradually expanded from the university students to high school students. At present facebook allows users with the minimum age of 13 years.
16	Flickr	Yahoo	2004	It is a video and image based website created by Ludicorp and in 2005 yahoo acquired this website for effective community relationship. This is mainly necessary for photo researchers and bloggers to congregate images that they implant in blogs and social media.

17	Orkut	Google	2004	It was a Google owned social networking website which was confined within the old and new friends for better relationship. It was named after its creator Google employee Orkut Büyükkökten. According to the Google announcement, no new member could be created starting from July, 2014. Users can download their profile archives by Google takeout.
18	Yume	Redwood City, California	2004	It is a digital video provider to serve the specific needs of targeted brand advertising. Its headquarters is in Redwood City, California, with European headquarters in London and nine additional offices worldwide.
19	Netvibes	Paris	2005	It is a dashboard publishing platform open to third party developers basing upon multi-lingual Ajax-based web portal.
20	YouTube	USA	2005	It is basically video sharing website and the creator of this website is three former PayPal employees in 2005 but in the year 2006, Google purchased this website.
21	Faceren	USA	2006	It is china based social networking site originated by two Chinese students studying at Harvard University and funded with angel investment capital. The main aim is to establish social networking for Chinese students studying all over the world.
22	Twitter	California, USA	2006	It is an online social networking service that allows user clients to send and read 140 character messages called tweets. The register users can avail this facilities both in posting and reading the tweets but unregister users can only avail reading facilities.

(Source: Author has collected from different websites and other sources)

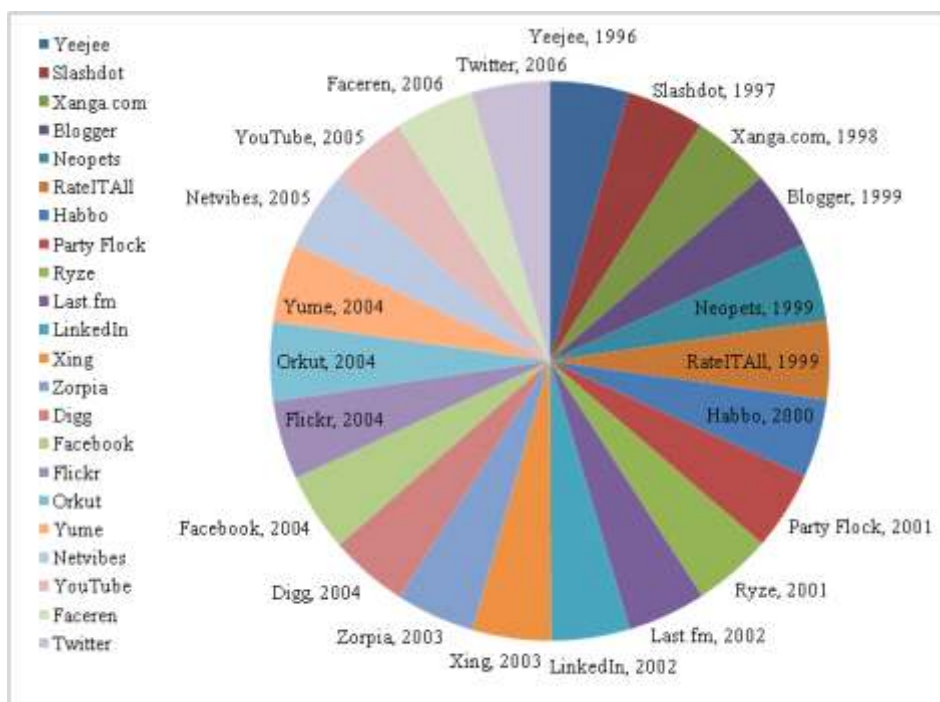


Fig.1: Prominent Social Networking Sites (SNS) in the World

The above table and figure show that, year wise establishment of social networking sites are occupying different angles of social lives in the field of communication, sharing of knowledge among the friends and chat or send poster or picture for social relationship. According to the above social networking sites, it is proved that, United States of America is the most important country which is occupying a good place comparing to other countries of the

world and making a very good social platform in the field of Social networking and gives immense scope and facilities to the users through social networking.

Social Networking Site: A Challenge to the Library service

In the present modern digital and information era, libraries are not confined with the books only. It is the hub of the information collection and dissemination through social networking sites to their own clients. In the same way, the other functions like, network facility to the own clients; develop a sense of attraction and importance of the library. The scope and development of the users in the library allow users to sit in the library and to have up-to-date with the own system and log in facebook or any other sites for collecting information and freedom of sharing knowledge and any household information to other friends or family members by designing their own web page and profiles. So to say, library is a very good platform to confine the users giving scope to different users through different social networks.

Major Benefits to the users through Social Networking sites

At present, most of the web based network services allow users to share their own ideas, creativeness, activities, pictures and many more things with people through their social networking. They can develop their own interest creating own profiles, establish friendship and chat and hold private conversations. In this way, the roles of the institutional libraries are most welcome for the users’ categories providing very good networking environment and building comfortable environments in the library.

Advantages and Disadvantages are the common phenomenon in all works which are used by the people in their day to day activities. But the prominent works are always most welcome and accepted by the masses through which the human beings can believe and sustain on it for getting more benefits. Like-wise, Social Networking Sites (SNS) have its own advantages both in India and abroad for sharing their own ideas and concepts in every sphere of life particularly among the youngsters. Here, the role of the library professionals those who are working in different libraries of the world are may fold to facilitate the own users. The most important common benefits are as follows:

- It facilitates and collaborates among the library professionals and their clients;
- It provides large number of information to their own clients through the search engines and its own catalogues;
- It is a means of communication between the librarian and patrons of the library for any kind of information relating to the academic and research perspectiveness; and
- It is a link with Library WebPages and most important users like students, those who are studying through the non-black boarding programmes. Any user of the library can trap and go through the sites of the institution getting required messages from the institutional web pages.

SOCIAL NETWORKING SITES IN INDIA

The trends of Social Networking Sites in India are in increasing order. Though there are various social Networking Sites are used by the different categories of users in India, the top ten (<https://forums.digitalpoint.com/>) social networking sites which are active and makes very good platform in sharing numerous information or activities are noted below. All the Indian social Networking sites rankings are based on Alexa Ranking and the calculation percentage is derived basing upon daily calculation.

Table-2: Top Ten Social Networking Sites in India Ranked by Alexa

Sl No	Name of the SNS	Alexa Ranking	Ranking in India
1	Facebook	3	1
2	Google Plus	1	2
3	LinkedIn	11	3
4	Clabers.Com	NA	4
5	BharatStudent	57	5
6	MySpace	117	6
7	Hi5.Com	359	7
8	Fropper	647	8
9	Bwithyou	2700	9
10	Perfspot.com	243	10

Source: <https://forums.digitalpoint.com/threads/top-10-most-popular-social-networking-sites-in-india-in>

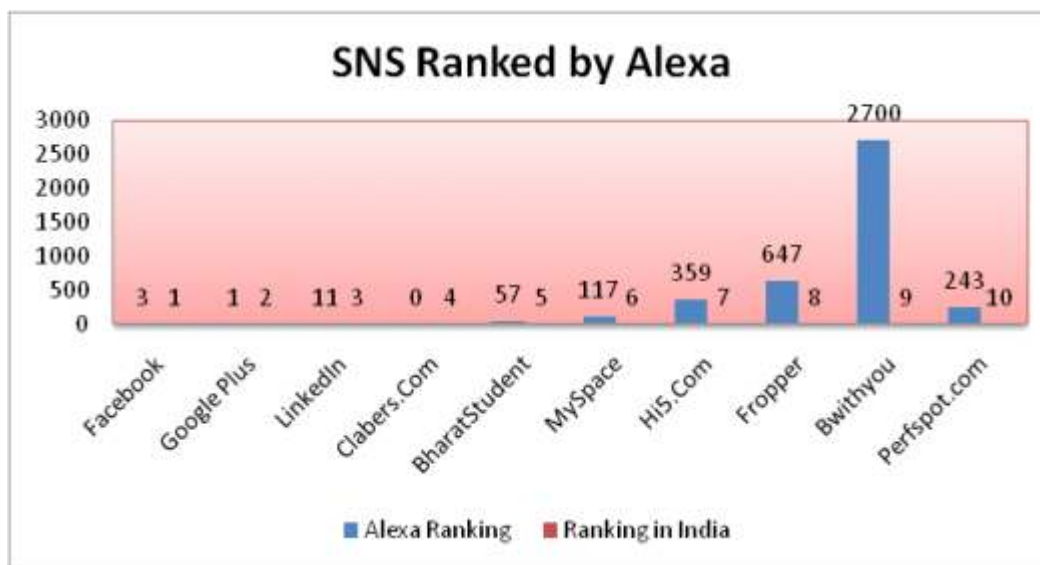


Fig.1: SNS Ranked by Alexa

The above table and figure show that, facebook is the most accepted social networking site and second most visited site after Google which occupies 1st position in India by Alex ranking. According to the Alexa report, the position of the facebook is third in India. In the same way, Google Plus occupies first position followed by LinkedIn eleventh and BharatStudent fifty Seventh. MySpace is most popular in USA and its Alexa ranking is twenty eight followed by Hi5.Com is 359, which is seventh most popular site in India. The position of the Fropper is 8th in India and its Alexa Ranking is 647, followed by Bwithyou 9th and Perfspot.com is 10th position in India respectively.

CONCLUSION

In the concluding observation, it can be said that, the visibility and usability of the social networking sites undoubtedly engage the users efficiently what Jacobson in the year 2011 and Stuart (2010) emphasised in their articles by exploring various interactions through social Networking Sites in the libraries and differentiating among the academic and public libraries (Milstein, 2009) in using SNS tools. The study on social networking Sites revealed that, there are different types of interactions like, knowledge sharing, communication through Twitter, Weibo, Zorpia which proves the knowledge sharing platform and in the same way, the role of the library professionals and the infrastructural facilities in the institutional Libraries are many fold to coordinate among the users for providing qualitative services. It is mainly due to social networking facilities.

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