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# Analysis of Library Professional's Opinion in Implementing the Social Network Media in Academic Library

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# **Analysis of Library Professional's Opinion in Implementing the Social Network Media in Academic Library**

## **ABSTRACT**

*The present compact research study aims to find the opinion of Library Professional by approaching a well structured, informative questionnaire which was distributed and gathered with the help of electronic channel of e-mail, WhatsApp and Facebook for refreshing goods and services of academic library on SNM with ICT for getting maximum satisfaction from academic users. The various observations have been evaluated as in the form of result that most of librarian suggested that the SNM is an essential tool for updating the educational resources such as employment news, previous question paper and educational e-resources for the purpose of remote scholars of academic library user and making strong relationships in their user community. The internet speed and configuration of computer were not upgraded in the academic institutions except industrial organization.*

**Keywords:** Social Network Media, Library Professional, Academic Learning Centre, Academic User, ICT, Opinion.

## **INTRODUCTION**

In the modern electronic library, the disseminating information about academic learning, cultural from one place to another place could be possible by SNM with the help of ICT, where the sharing of multi informative messages among the academic user groups are engaging academic activities at their convenience (Ayiah and Kumah,2011). The required information can be accessed on SNM within a short time by all kinds of libraries without border if application of SNM in academic library culture (Priolkar and

Kumbhar,2014),where learning sources of materials can be suitable one in education platform, particularly for the student community from distance education mode as well as part time research scholar (Timothy,2012).

According to Miyanda Chitumbo (2015), the modern library engages their outside wall of library user community by introducing the new products and services from new arrival and other valuable information services for promoting reading habits in the academic library over the internet based SNM at anytime, anywhere (Rathee and Kaushik,2011).Since electronic resources are accessed by all kinds of academic users over the internet, the library should refresh the library services according to virtual platform and also working librarian wants to shift traditional services to the latest, based on the SNM for the purpose of getting maximum user satisfaction, Kaushik<sup>5</sup>(2016).

#### **NEED OF SNM**

1. To share the thoughts, ideas among the professional community across the globe.
2. To promote the product and service, according to modernization.
3. To reduce the time and finance factors in updating the library resources with curation.
4. To inform instant message to all club members of academic libraries at a time.
5. To serve remote academic users.

## **SNM AND LIBRARY**

In order to facilitate the library services according to academic users in the present scenario, the SNM replaces the traditional system particularly in services related activities ,so that library staff should learn and implement the SNM with help of ICT in different section of library (Kemrajh,2013) and SNM is a very easy and simple tool one in strengthening professional relationship among academic culture through frequently making fruitful communication (Aras,2014) for promoting the significance of library activities day by day according to Buono & Kordeliski (2013).

### **STATEMENT OF PROBLEM**

In the present context, many educational organizations, Industries, corporate companies and small level business units, the SNM have been applied in developing the value added information on their product and services frequently with minimum economic risk as per statement of Saturday,.et al (2013). Similarly, library professional should meet risk and challenges precautionary while implementing SNM in the academic library. According to Aslam and Mohammad,2016) now days the dissemination of library product and services are not reachable to all kinds of users in educational platform due to velocity of growing SNM and also the user of academic library does not access regularly. Therefore the selecting and application the what kind of SNM can be suitable for the academic library in promoting the library goods and services for attaining the maximum satisfaction of the user community.

## RESEARCH DESIGN

In this survey, different conceptual ideas and thoughts were designed as in the form of a questionnaire and it was distributed to knowing working librarian in different type of educational institutions and industrial organizations from the various districts of the Tamil Nadu through E-Mail, Facebook, WhatsApp. The consolidating data have been framed under the tables and figure at the different circumstances with the help of MS-Excel for making the output from analysis report.

## DATA INTERPRETATION

Table 1: Distribution of Questionnaire

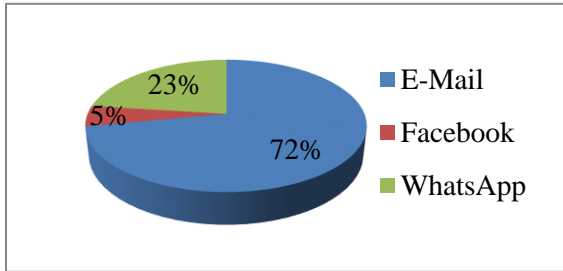
Gender	Engineering College	Arts & Science College	School	Industry	Total	Media
Male	27	12	4	8	(51)64%	E-Mail Facebook WhatsApp
Female	13	8	6	2	(29)36%	
<b>Total</b>	<b>40</b>	<b>20</b>	<b>10</b>	<b>10</b>	<b>80</b>	

The 80 structured questionnaires were distributed to all kinds of professional fellow in the field of library science across the Tamil Nadu through electronic channel of e-mail, WhatsApp and Facebook, which was tabulated in the table.1.

Table 2: Collection of Questionnaire

Channel	Engineering College	Arts & Science College	School	Industry	Total
E-Mail	22	11	6	5	(44)72%
Facebook	2	0	1	0	(3)5%
WhatsApp	6	4	1	3	(14)23%
<b>Total</b>	<b>(30) 75%</b>	<b>(15) 75%</b>	<b>(8)75%</b>	<b>(8) 75%</b>	<b>(61)75%</b>

On the other hand, the collection of questionnaire was evaluated in the table .2.wich presents that professional persons of library have settled the 75% of questionnaire equally from different educational institutions and industry.



In the questionnaire collection, e-mail (72%) was remarkably dominated rather than other electronic media of Facebook 23%) and WhatsApp (5%)

Figure 1: Channel-wise Questionnaire Collection

and it was clearly shown in the figure.1. As a result of questionnaire distribution and collection, this study came to understand that settlement of questionnaires from all the respondents of all organizations were good attitude.

Table 3: Gender-wise Questionnaire Collection

Gender	Engineering College		Arts & Science College		School		Industry		Total		Media
	QD	QC	QD	QC	QD	QC	QD	QC	QD	QC	
Male	27	21 (52.5%)	12	9 (22.5%)	4	3 (7.5%)	8	7 (17.5%)	51	40 (75%)	E-Mail Facebook Whats App
Female	13	9 (43%)	8	6 (29%)	6	5 (24%)	2	1 (8%)	29	21 (78%)	
<b>Total</b>	<b>40</b>	<b>30 (49%)</b>	<b>20</b>	<b>15 (24%)</b>	<b>10</b>	<b>8 (13%)</b>	<b>10</b>	<b>8 (13%)</b>	<b>80</b>	<b>61</b>	

(QD-Questionnaire Distribution; QC-Questionnaire Collection)

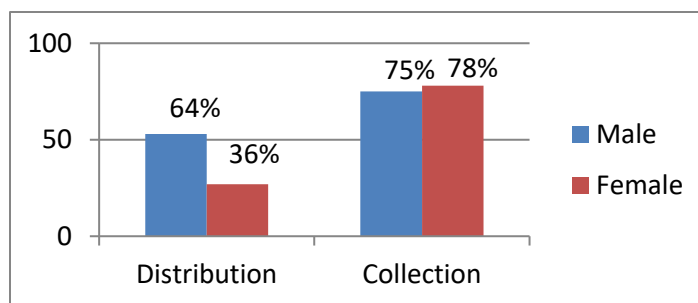


Figure 2: Gender wise Questionnaire Collection

Moreover the collection of questionnaire based on the gender-wise, which was interpreted in the table. 3 and highlighted in the figure. 2. it seems that the female of the Library Professional (78%) was dominated not only in overall of settlement of the questionnaire, but they were also dominated in Arts, Science College (29%) and School (27%) when compared to male(75%). On the other hand, industry (17%) and engineering college (52%) was remarkably overtaken by male than the female of library professionals.

Table 4: Purpose of SNM Implementation

Focusing Area	Engineering College	Arts & Science College	School	Industry	Rank
Distance Learning	4	4	0	0	(13%) IV
Publicity	5	3	1	0	(15%) III
Strengthening Relationship	7	2	2	1	(20%) II
Updating ICT	4	1	2	1	(13%) IV
Instant Response	4	2	1	2	(15%) III
Remote Accessing	6	3	2	4	(24%) I
<b>Total</b>	<b>30</b>	<b>15</b>	<b>8</b>	<b>8</b>	<b>61</b>

The table. 4 shows that implementation of SNM in academic libraries for the purpose of accessing resources by academic users with minimum risk for getting maximum satisfaction. This survey has constituted the different category as in the form of six subject domain for updating the library facilities and services as user’s liking, By analyzing data, the focusing areas have been arranged according to rank such as Remote Accessing (24%), Strengthening Relationship (20%), Instant Response (15%), Publicity (15%), Distance Learning (13%) and Updating ICT (13%) respectively. In the view of implementation of SNM, most of the working librarian has given much priority to “Remote Accessing “and “Strengthening Relationship” in the focusing the area in the library. At the same time in the Engineering College and Arts & Science College has given equally much priority to distance learning purpose.

Table 5: Content –Wise Priority Focusing

Content	Engineering College			Arts & Science College			School			Industry			Total
	MR	R	NR	MR	R	NR	MR	R	NR	MR	R	NR	
New Arrival	(13) 43%	(15) 50%	(2) 7%	(5) 33%	(8) 54%	(2) 13%	(1) 13%	(2) 25%	(5) 62%	(3) 37.5%	(3) 37.5%	(2) 25%	61
News Clipping	(10) 33%	(14) 47%	(6) 20%	(4) 26.5%	(7) 47%	(4) 27%	(6) 75%	(2) 25%	0	(1) 13%	(1) 13%	(6) 75%	61
Employment News	(22) 73%	(7) 23%	(1) 3%	(9) 60%	(6) 40%	0	(6) 75%	(2) 25%	0	(7) 88%	(1) 13%	0	61



Periodical Abstract	(7) 23%	(7) 23%	(16) 53%	(3) 20%	(5) 33%	(7) 47%	(1) 13%	(2) 25%	(5) 62%	(6) 75%	(1) 13%	(1) 13%	61
Previous Question Paper	(19) 63%	(8) 27%	(3) 10%	(5) 33%	(8) 54%	(2) 13%	(6) 75%	(2) 25%	0	(2) 25%	(2) 25%	(4) 50%	61
Research Report	(7) 23%	(6) 20%	(17) 57%	(3) 20%	(5) 33%	(7) 47%	(2) 25%	(5) 62%	(1) 13%	(4) 50%	(2) 25%	(2) 25%	61
<b>Total</b>	<b>(78) 43%</b>	<b>(57) 32%</b>	<b>(45) 25%</b>	<b>(29) 32%</b>	<b>(39) 43%</b>	<b>(22) 24%</b>	<b>(22) 46%</b>	<b>(15) 31%</b>	<b>(11) 23%</b>	<b>(23) 48%</b>	<b>(10) 21%</b>	<b>(15) 31%</b>	<b>366</b>
	<b>180</b>			<b>90</b>			<b>48</b>			<b>48</b>			

(MR- Most Required- R-Required; NR- Not Required)

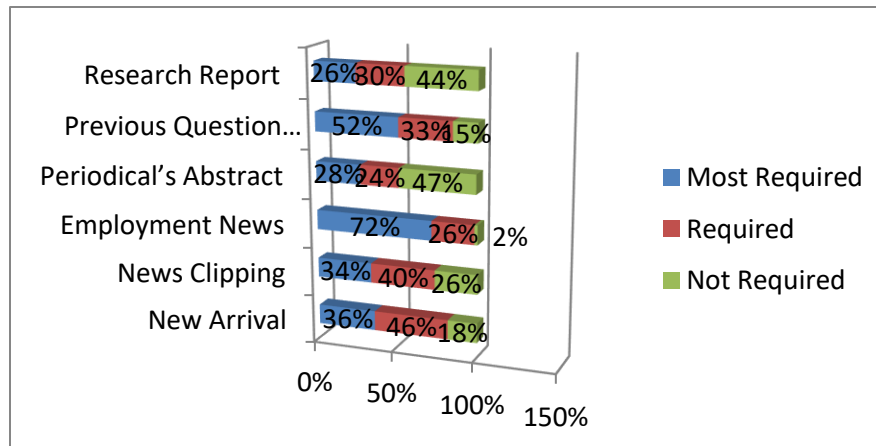


Figure 3: Content-Wise Priority Focusing

The content-wise priority focusing has been examined in the table. 5 which leads that what are the resources required as user's expectation, which was classified into 6 categories as required information, have been identified based on the Most Required (MR), Required (R) and Not Required (NR) respectively. Most of the librarian's opinion that Most Required (MR) all contents information was remarkably identified by 48% in Industry, 46% in School and 43% in Engineering College were dominated than Arts &

Science College (32%) in the overall observation. At the same time, library professional from Arts & Science have given opinion that all kinds of contents were more Required (43%) when compared to other type of organizations in the overall result analysis.

Table 6: Time Spending by Librarian on SNM

Institution	Time Spending				Total
	Below 15 Minutes	Below 30 Minutes	Below 1 Hour	Above 1 Hour	
Engineering College	(3)10%	(12)40%	(9)30%	(6)20%	<b>30</b>
Arts & Science College	(2)13%	(7)47%	(3)20%	(3)20%	<b>15</b>
School	(1)12.5%	(2)25%	(4)50%	(1)12.5%	<b>8</b>
Industry	(2)25%	(1)12.5%	(1)12.5%	(4)50%	<b>8</b>
<b>Total</b>	<b>(8)13%</b>	<b>(22)36%</b>	<b>(17)28%</b>	<b>(14)23%</b>	<b>61</b>

Library Professional of all organizations has accessed the SNM maximum below 30 minutes (36%) and below 1 hour (28%) per day which was evaluated in the table. 6. and it extends the output of the result that the librarian from school and Industrial level have accessed SNM maximum 50% per day as in time spending category of “below 1 hour” and “above 1 hour” respectively rather than others institutional librarian. Based observation above analysis that the usages of SNM by librarians were entirely varied in getting availability of free time from each organization indifferently.

Table 7: Problem facing while accessing electronic resources

Obstacle	Engineering College			Arts & Science College			School			Industry			Total
	E	G	B	E	G	B	E	G	B	E	G	B	
Internet Speed	(8)27%	(5)17%	(17)56%	(2)13%	(4)27%	(9)60%	(1)12.5%	(2)25%	(5)62.5%	(3)37.5%	(4)50%	(1)12.5%	<b>61</b>

Computer	(5) 17 %	(5) 17 %	(20) 66 %	(4)2 7%	(3) 20 %	(8) 53 %	(1) 12. 5%	(4) 50 %	(3)3 7.5 %	(2) 25 %	(4) 50 %	(2) 25 %	61
CD Drive	(3) 10 %	(4) 13 %	(23) 77 %	(2)1 3%	(3) 20 %	(10) 67 %	(1) 12. 5%	(5) 62. 5%	(2)2 5%	(2) 25 %	(5) 62. 5%	(1) 12. 5%	61
Accessing SNM	(4) 13 %	(7) 23 %	(19) 63 %	(1)7 %	(4) 27 %	(10) 67 %	(1) 12. 5%	(3) 37. 5%	(4)5 0%	(4) 50 %	(4) 50 %	0	61
Time	(5) 17 %	(6) 20 %	(19) 63 %	(4)2 7%	(6) 40 %	(5) 33 %	(1) 12. 5%	(2) 25 %	(5)6 2.5 %	(1) 12. 5%	(6) 75 %	(1) 12. 5%	61
E- Resources	(5) 17 %	(14) 47 %	(11) 36 %	(1)7 %	(4) 27 %	(10) 67 %	(1) 12. 5%	(2) 25 %	(5)6 2.5 %	(1) 12. 5%	(2) 25 %	(5) 62. 5%	61
Printer	(2)7 %	(9)30 %	(19)63 %	(2)13 %	(8)53 %	(5)33 %	(2)25 %	(4)50 %	(2)25 %	(1)12.5 %	(4)50 %	(3) 37.5 %	61
Power Supply	(5)17 %	(8)27 %	(17)56 %	(3)20 %	(5)33 %	(7)47 %	(1)12.5 %	(1)12.5 %	(6)75 %	(2)25 %	(4)50 %	(2)25 %	61
Total	37	58	145	19	37	64	9	23	32	16	33	15	488

(E-Excellent; G-Good; B-Bad)

The table. 7. narrates problem facing by librarian while accessing SNM at the institutional library that the 8 different kinds of technical problems have been examined based on the 3 different evaluation factors of Excellent, Good and Bad. In the view of obstacles, Internet Speed, Computer, CD Drive, Time, and Power Supply from all educational institutions have not provided enough facility except Industry as on Bad opinion category. In the providing of e-resources at engineering colleges that "excellent"

(17%) and "good" (47%) have remarkable dominated rather than other kinds of organizations.

### **MAJOR FINDINGS**

1. The Remote Accessing (24%) and Strengthening Relationship (20%) was the main purpose in refreshing the library goods and services on SNM.

2. The Employment News and Previous Question Paper was predominated in providing much priority for updating the educational resources on SNM.

3. The Periodical Abstract and Research Report was not much level usage rather than other kinds of contents in academic library.

4. In the view of time spent by librarian on SNM per day, the "Below 30 Minutes"(36%) and "Below 1 Hour" (28%) was maximum getting time utilized by librarian for reviewing the library activities as well as updating the library goods and services except corporate librarian.

5. The most of educational librarians have pointed out that Internet Speed, Computer with CD Drive, Power Supply and getting Time were the most frequently facing problem while accessing the internet.

### **CONCLUSION**

The current survey presents the opinion of Library Professional from various places in Tamil Nadu for implementing the SNM in the academic learning centre. In the view of result output, most librarians were aware about the SNM and they are very interested in promoting library goods and services, but they do not have much knowledge in handling

computer hardware and software in updating informative resources effectively (Shihab,2015).The other beautiful suggestion about content-wise priority focusing was that the “Previous Question Paper” and “Employment News” was highly accessed by library users in different kind of organizations, therefore Library Professional have to view resources seriously and do effectively according to working environment which does not affect the user community before updating on SNM.

A two recommendations have been presented for Library Professional: First one is that even though bad result is given by this study regarding the content priority updating on SNM, the “New Arrival” and “Periodical Abstract” should be redesigned and propagate to their audience as they like, (Sebastiyan and Rameshbabu,2018), and second one is that the hands on training program have to be arranged for both Library Professional as well as library user in well and good.

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