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"A SWOT Analysis of the Use of Social Media Networking Sites in Medical Colleges in Ahmedabad City during the Covid-19 Pandemic Situation: In reference to the library"

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Introduction:

The epidemic of covid-19 posed unique was challenges in many areas around the world. This also posed many challenges to educational institutions around the world. In addition, the effect of this situation is still being seen. To reduce the outrage of this situation, the W.H. O., state and central Government, initiated the implementation of lockdown. This situation led to the closure of the traditional education system in educational institutions.

This situation led to the closure of the traditional teaching method in Health educational institutions. This situation had a very bad effect on the teaching work of the students. To counteract this effect, virtual education was introduced in place of traditional education. Due to this virtual education, students and teachers stopped coming to the library. Such a situation necessitated an urgent need for educational libraries to change their traditional style.

SWOT analysis is very important to analyze the activities of an institution or medical education in a state or nation and to know its strengths, weaknesses, opportunities and threats by analyzing its Health educational activities to improve its service provision and practice. (Sathidevi & Sivadas, 2013)

During the year 2021-22 in the state of Gujarat, 30 Medical Colleges offering graduate and post-graduate education were approved by the National Medical Commission, New Delhi. (NMC) of which 6 medical colleges are located in Ahmedabad city situated on the banks of Sabarmati River. These medical colleges are affiliated to Gujarat University.

Table 1 College Details

| Sr. No | Name of Medical College | Establish year | Curriculum |
|--------|---|----------------|---|
| 01 | B J Medical College | 1946 | Undergraduate, Post graduate and Medical Super speciality Sources |
| 02 | Dr.M.K. Shah Medical College & Research Centre | 2017 | Undergraduate |
| 03 | GCS Medical College | 2011 | Undergraduate, Postgraduate |
| 04 | GMERS Medical College, | 2011 | Undergraduate, Postgraduate |
| 05 | Narendra Modi Medical College (AMC MET Medical College) | 2009 | Undergraduate, Postgraduate |
| 06 | Smt. N.H.L. Municipal Medical College | 1963 | Undergraduate, Post graduate and Medical Super speciality Sources |

The purpose of this introduction is to provide a fictional, historical, and scholarly context for the articles in this collection. This study paper will mainly use the term “Social Media Networking and SWOT Analysis” as it better covers the research activities in this paper. But we will use both terms in our search strings to ensure that.

Literature Review

Fernandez (2009), Social media is beginning to play an important role in marketing information to library users and in branding the library as a community hub. Library social media enable two-way communication between

librarians and users; the input from users is crucial for libraries in making strategic decisions to provide optimum services to their clientele. Social media offers libraries and librarians the opportunity to be more proactive in their outreach to their users.

Adewojo & Mayowa-Adebara, (2016), the advancement and use of information technology in educational libraries has led to changes in the attitudes and needs of users, changes in library services and job functions of library staff. Facebook and WhatsApp are the most used social media tools by library staff to promote library and information resources and services.

Harrison (2017), 387 social media posts on seven different social media channels, including Facebook, Flickr, Google, Instagram, Pinterest, Twitter and YouTube, were analyzed to express and support their goals, objectives.

Akporhonor (2020), Analyzing data from 40 properly filled and returned questionnaires from 57 educational libraries on the use of social media to promote libraries and information resources and services in educational libraries in the Unity and Ondo States of Nigeria, it was found that library and information resources Media is rarely used.

Objectives

1. To identify the Strengths, Weaknesses, Opportunities and Threats of the Libraries of Medical Colleges of Ahmedabad during the covid-19 Pandemic situation.
2. To know the proper utilization of new opportunities and to find out the factors to enhance the new opportunities.

Research Methodology

To conduct a SWOT analysis, data for the study is usually collected using research methods such as surveys, questionnaires, observation, discussion, and interviews. This study was to conduct an in-depth study of the internal and external environment of the library in 6 medical colleges imparting undergraduate and postgraduate education in health sciences in Ahmedabad city.

Keeping in mind the main approach of this case study, a SWOT analysis of the use of social media networking sites on the academic performance of library users of colleges of health sciences during the Covid-19 pandemic situation was conducted. For this purpose, randomly selected users were selected from the population of library users of undergraduate, postgraduate and faculty of health science medical colleges located in Ahmedabad city. To select this sample, students studying for graduate and postgraduate degrees and their teaching faculty are selected as respondents (n=328). Data for the study was collected through questionnaires, interviews, and observation to conduct a SWOT analysis on the role of libraries in the use of social media networking sites in the libraries of 6 medical colleges.

Data Collection and Analysis :

Gender:

To select this sample, a total of 500 questionnaires were distributed to respondents studying for undergraduate and postgraduate degrees and their faculty of health education education institute. A total of 328 (65.60%) filled questionnaires were received from the respondents.

Table 2 Gender

| Gender | No of Response | Percentage |
|--------|----------------|------------|
| Male | 211 | 64.33 % |
| Female | 117 | 35.67 % |
| Total | 328 | 100.00 % |

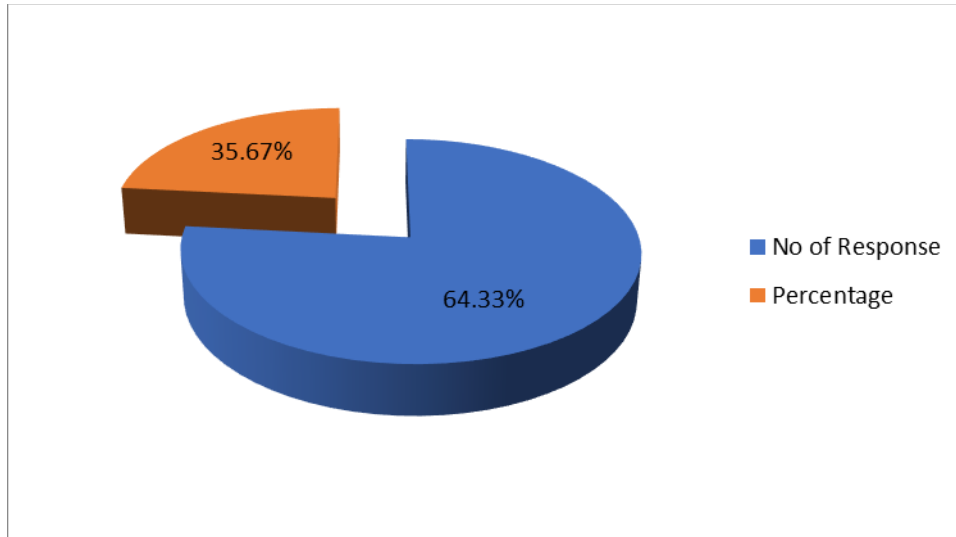


Figure 1 Gender

The data shown in the above table and graph shows that 211 (64.33 %) Male and 142 (43.29 %) Female responded to the questionnaire. Maximum 211 (64.33 %) replies were received from male respondents.

Age:

Table 3 Age

| Age | Nos. of Respondents (Gender) | | | | Total | Percentage |
|------------------|------------------------------|------------|--------|------------|-------|------------|
| | Male | Percentage | Female | Percentage | | |
| Below 20 | 111 | 52.61% | 66 | 56.41% | 177 | 53.96% |
| Between 21 to 30 | 51 | 24.17% | 20 | 17.09% | 71 | 21.65% |
| Between 31 to 40 | 22 | 10.43% | 18 | 15.38% | 40 | 12.20% |
| Between 41 to 50 | 16 | 7.58% | 7 | 5.98% | 23 | 7.01% |
| Above 51 | 11 | 5.21% | 6 | 5.13% | 17 | 5.18% |
| Total | 211 | 64.33 % | 117 | 35.67 % | 328 | 100.00% |

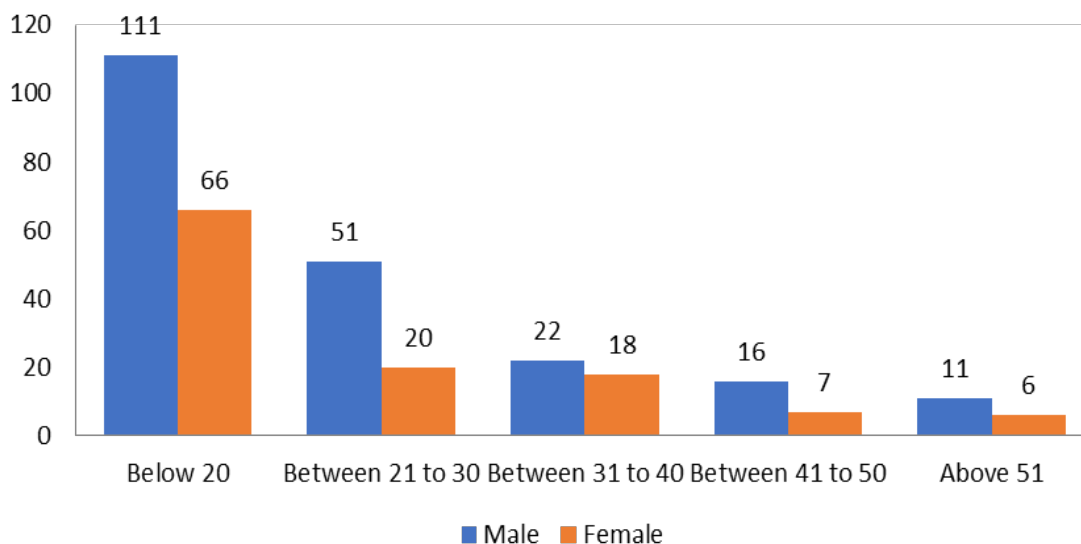


Figure 2 Age

Above table and graph shows that there are a total of 177 (53.96%) respondents under the age of Below 20. Out of which 111 (52.61%) respondents are Male and 66 (56.41%) respondents are Female. A total of 71 (21.65%) respondents are in the age group of 21 to 30 years. Out of which 51(24.17%) respondents are Male. And 20 (17.09%) respondents are Female. A total of 40 (12.20%) respondents are in the age group of 31 to 40 years. Out of which 22(10.43%) respondents are Male. And 18(15.38%) respondents are Female. A total of 23 (7.01%) respondents are in the age group of 41 to 50 years. Out of which 16(7.58%) respondents are Male. And 7 (5.98%) respondents are Female. A total of 17 (5.18%) respondents are above the age of 51. Out of which 6 (5.13%) respondents are Male. And 66 (56.41% %) respondents are Female.

Status

Table 4 Status

| Status | Nos. of Respondents (Gender) | | | | Total | Percentage |
|----------|------------------------------|------------|--------|------------|-------|------------|
| | Male | Percentage | Female | Percentage | | |
| Faculty | 039 | 18.48% | 026 | 22.22% | 065 | 19.82% |
| Students | 172 | 81.52% | 091 | 77.78% | 263 | 80.18% |
| Total | 211 | 64.33% | 117 | 35.67% | 328 | 100% |

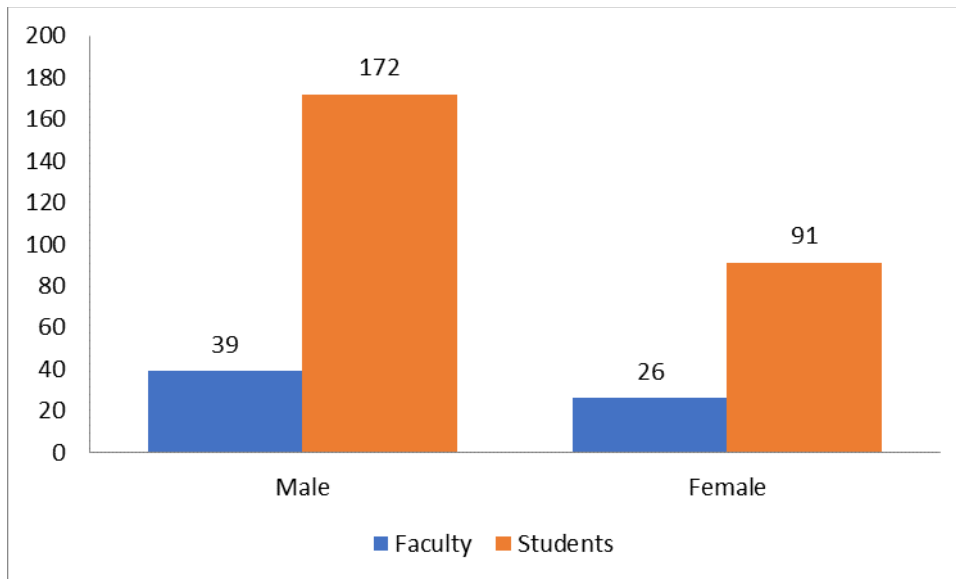


Figure 3 Status

According to the data shown in the above table and graph, 65 (19.82%) respondents are teachers. Out of which 39 (18.48%) respondents are Male, and 26 (22.22%) respondents are Female. 263 (80.18%) respondents are Students. Out of which 172 (81.52%) respondents are Male, and 91 (77.78%) respondents are Female.

Analysis of services offered through social media, rather than traditional library services

Table 5 library services

| Response | No of Response | Percentage |
|----------|----------------|------------|
| Yes | 301 | 91.77% |
| No | 27 | 8.23% |
| Total | 328 | 100.00% |

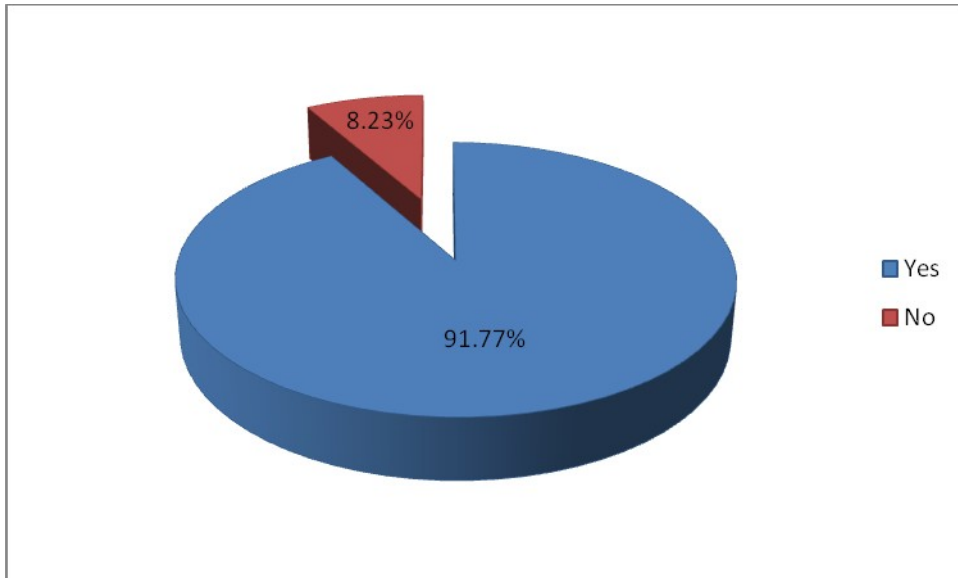


Figure 4 library services

According to the data shown in the above table and graph, instead of the traditional library services provided by the library, the services provided by social media have enhanced your academic skills. In response to this question, 301(91.77%) respondents said that services provided through social media rather than traditional library services contributed significantly to enhancing their academic skills during this time. While 27 (8.23%) respondents refuse.

Communicating information about educational information from time to time

Table 6 About Educational Information

| Response | No of Response | Percentage |
|----------|----------------|------------|
| Yes | 099 | 30.18% |
| No | 229 | 69.82% |
| Total | 328 | 100% |

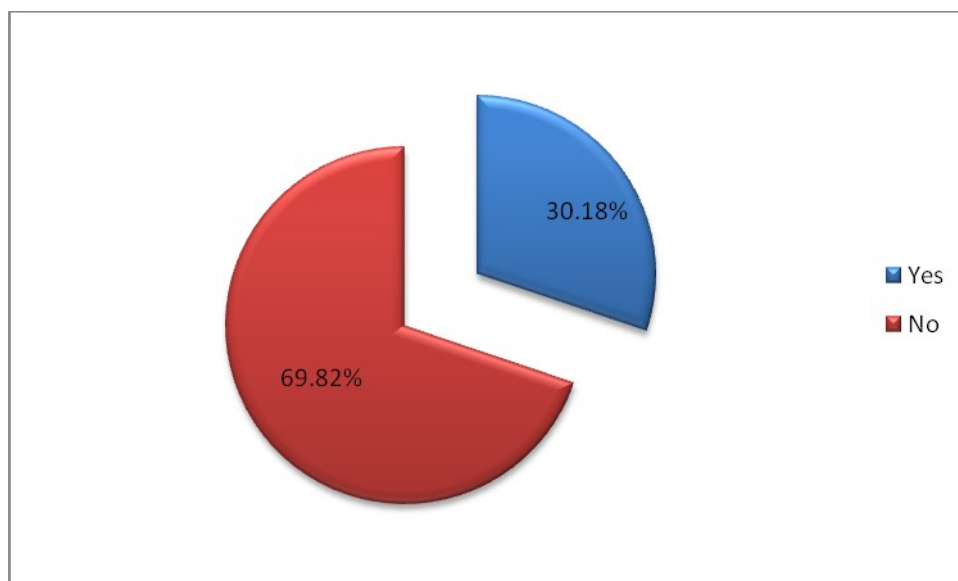


Figure 5 Educational information About Educational Information

According to the data shown in the above table and graph, During the current pandemic does the library periodically inform you about educational information provided by other educational sources through social media? In response to this question, 99 (30.18%) respondents said that the library periodically informs them about their academic and other information provided through social media with the help of other educational sources. While 229 (69.82%) respondents refuse.

5.6 Role of library in Information Sharing

Table 7 Information Sharing

| Response | No of Response | Percentage |
|----------|----------------|------------|
| Yes | 219 | 66.77% |
| No | 109 | 33.23% |
| Total | 328 | 100% |

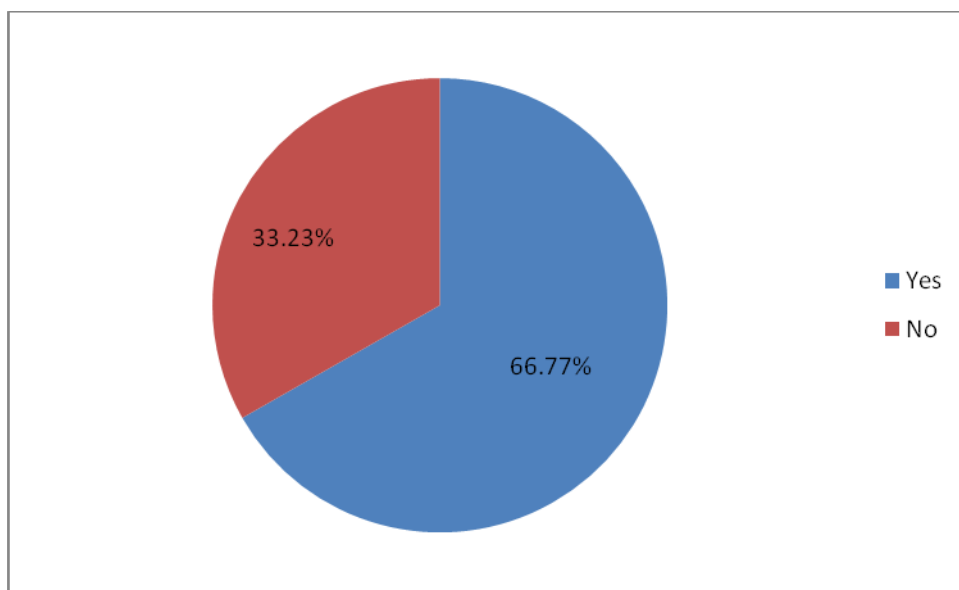


Figure 6 Information Sharing

According to the data shown in the above table and graph, the role of library has been very important in sharing information quickly with social media sites? In response to this question, 219 (66.77%) respondents said that the role of library has been very important in sharing information quickly from social media sites. While 109 (33.23%) respondents refuse.

5.7 Connection between libraries & Users

Table 8 Library Connection

| Response | No of Response | Percentage |
|-----------|----------------|------------|
| Yes | 203 | 61.89% |
| No | 116 | 35.37% |
| No answer | 009 | 2.74% |
| Total | 328 | 100.00 |

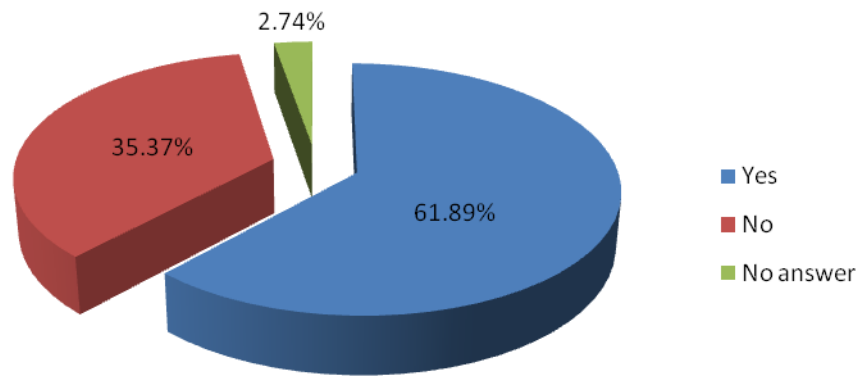


Figure 7 Library Connection

According to the data shown in the above table and graph, during this time, has the connection between you and the library become stronger in the current period? In response to this question, 203 (61.89%) respondents said that the connection between them and the library has become stronger in the current period, and 116 (35.37%) respondents refused. when, 9 (2.74%) respondents did not answer.

5.8 Library performance

Table 9 Library performance

| Response | No of Response | Percentage |
|----------|----------------|------------|
| Yes | 222 | 67.68% |
| No | 106 | 32.32% |
| Total | 328 | 100.00% |

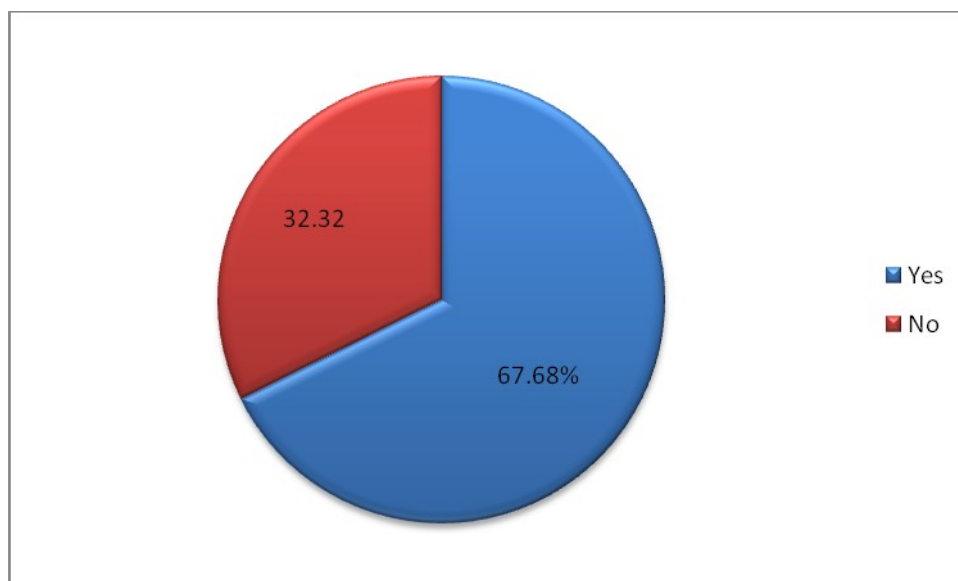


Figure 8 Library performance

According to the data shown in the above table and graph, during this time, is the library doing better by keeping in touch with users through social media? In response to this question, 301 (80.75%) respondents said that the library is performing better by keeping in touch with users through social media. when 301 (80.75%) not respondents refused.

1. Discussion (SWOT Analysis)

SWOT analysis is a useful evaluation technique for improving library services through a social networking site. This technology is applied in the field of library and information science to do justice to the five laws of library science. The use of the social media networking site on educational performance during the Covid-19 epidemic situation and user comments on its services have been evaluated by the following SWOT analysis technique.

6.1 Internal Factors

Following is an analysis of the internal factors like strengths and weaknesses of social media.

6.1.1 Strengths

- During this time, as most of its students and all its teachers are constantly working to treat the health of the common people, the contribution of the library in using social media networks to get the necessary information about health and other matters is more noticeable.
- Information was communicated from the library through social networking sites like 'YouTube', 'WhatsApp', 'Facebook' and 'LinkedIn' and other networking applications like 'Zoom application Meeting app', 'Webex Meeting app', and 'Google Classroom', etc Meeting app.
- Library services have been promoted through social media for health education, learning, research, other educational purposes and enhancing academic skills.
- Library plays a very important role in sharing free information through social media networks.
- Effective use of electronic resources through social networking sites and social media platforms by librarians and other library staff has played an important role in health education.

6.1.2 Weaknesses

- Due to Covid-19 duty, the library feels unable to meet the timely demand of users.
- Due to Covid-19 operations, the traditional operation of the library has been forced to change.
- Lack of interaction between the library and its readers due to lack of digitized information, rapid changes in digitized material, etc.

6.2 External Factor

Following is an analysis of the External Factor like opportunity and Threats of social media networking site.

6.2.1 Opportunity

- With the help of various social networking sites, opportunities have arisen from the library to meet the various information needs of its customers very quickly.
- There is an opportunity to connect library users with various academic networking sites with the help of library staff
- This platform has opportunities to quickly share the objectives of the library and its users and their information needs.
- There are opportunities to encourage library services to use social media for health education, learning, research, other educational purposes and enhancing academic skills.
- There are opportunities to encourage effective use of social networking sites and social media platforms by library staff for the benefit of its users.

6.2.2 Threats:

- Due to the change in the traditional functioning of the library, the users had to face difficulties.
- Challenges to library privacy undermine library performance.
- A challenge arose against the privacy of the library.
- The problem of copyright infringement of medical literature arises against the library.

7. Recommendation

The following recommendations have been made in this article to create more awareness among the library users about the increasing use of social media in the libraries of educational institutions and to promote the effective use of social media in libraries and information resources and various library services.

- This study conveys an important message that more research is needed on the potential of social media as a new role for library and librarians in formal education in health sciences academic librarianship.

- A suitable structure of various social media networks should be organized to represent the library service to meet the information needs of the users.
- According to the interests of the users, they should be kept in touch with the help of social media to help them stay up to date with the library services and materials.
- Library services should be expanded using social networking sites. For that, new pages should be developed from time to time in social networking sites and the information should also be given to their users so that the service activities of the library can be increased.
- Libraries should plan and promote to their users the maximum use of social media networks by the library for their educational activities.

8. Conclusion

This study paper mainly uses the term "Social Media Networking and SWOT Analysis" to better cover the research activities in this paper. This study focuses on disclosing the strengths, weaknesses, opportunities and threats of using SNS for the activities of educational library organizations. This study looked at the use of SNS in educational libraries during this time. Using this SNS assumption, researchers and professionals have come up with the idea of SNS. This can be done to improve the development of library organizations and its consumers to raise awareness about the implementation of certain restrictions. We have just suggested some strategies for the use and development of social network application in the library. This research is an exciting field for library professional experts to facilitate interaction between its consumer community using social media which is constantly growth in its popularity.

Ultimately, our goal has become much needed to list new emerging technologies in the current epidemic and to develop new tools for evaluating the effectiveness of their various objectives, usefulness, and community exchange maintenance facilities, and to reach a growing number of library communities.

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