

## Use Of Social Networking Sites (Sns) For Academic Communications By The Lis Students Of Ignou-Lsc, Pantnagar: A Study

Dr. Pankaj Kumar Singh<sup>1</sup>, Ajay Kumar Sharma<sup>2</sup>, Dr. Bhaw Nath Pandey<sup>3</sup>, Dr. Punit Kumar Singh<sup>4</sup>, Amitesh Kumar Pandey<sup>5</sup>

<sup>1</sup>Assistant Librarian, University Library, G.B. Pant University of Agriculture & Technology Pantnagar, Uttarakhand - 263145, India; E-mail: pankajlis12@gmail.com

<sup>2</sup>Assistant Librarian (Stage - 3) & In-charge, Cheena Bhavana Library, Visva Bharati Santiniketan, Birbhum, West Bengal – 731235, India, E-mail: ajaysharma.lib@gmail.com

<sup>3</sup>Associate Professor, Department of Library and Information Sciences, Central University of Punjab, Bhatinda, Punjab – 151401, India, E-mail: bhawnath.pandey@cup.edu.in

<sup>4</sup>College Librarian, C.M.P. Post Graduate College, Prayagraj, Uttar Pradesh – 221002, India; Email: punitbhu@gmail.com

<sup>5</sup>Research Scholar, Department of Library and Information Sciences, Central University of Punjab, Bhatinda, Punjab - 151401 India, E-mail: amiteshpandey943@gmail.com

### Abstract

This study sought to investigate the use of Social Networking Sites for academic communications by the LIS students of IGNOU-LSC, Pantnagar. A total of 94 questionnaires were administered to all the students of BLIS and MLIS courses. 80 valid questionnaires were collected during the period of study. The study shows very highly interest among the respondent about use of social media sites. Facebook and WhatsApp with 100.0% usage and YouTube with 95.0% usage were found the top most used Social Networking Sites whereas WeChat with 15.0% was the least used Social Networking Site. Majority of the LIS students were using Social Networking Sites on their smartphones and about 40.0% respondents were using 1-2 hours per day.

**Keywords:** Social media, social networking, Facebook, YouTube, WhatsApp, Instagram, Twitter, LinkedIn.

### **Introduction**

Academic communications among the students and teachers are very much important for their study and learning. It enhances the learning process of students particularly for those who are studying in distance learning mode. Social Media has brought a drastic change in terms of communications between two or group of persons. Information is becoming a fundamental requirement for each and every person for performing their daily routines. Many databases and institutional repositories are available on the web for the academic community and they can read and share information through the Internet. Social Networking Sites are very much helpful to communication of information among the academic community. It facilitates the sharing of information, exchange of ideas in digital format very quickly and establishes collaboration among the academicians.

WhatsApp was originally developed by two Americans Brian Acton and Jan Koum in the year 2009 at the Mountain View, California, U.S.A. It is basically a platform for sending and receiving message over the Smart Phones. It also allows video calling facilities to the users. Facebook is the world's largest social media site with more than three Billion active users. Using the SNS tools facilitates smooth interaction between the learners themselves and the course content available on the FB group. The other social media like WhatsApp, Instagram, YouTube, Twitter, WeChat, etc. are also contributing to the academic learning and communications.

### **About IGNOU**

Indira Gandhi National Open University (IGNOU) provides education through open and distance learning (ODL) mode throughout the country including some study centres in abroad. The university was established in the year 1985 by an act of Parliament of India. Today, it serves as education centre of the country through its 21 schools of studies and a network of 67 regional centres for monitoring more than 2700 study centres. The university offers more than 225 diploma, degree and doctoral level programmes to provide higher education to all segments of the society. The university has launched an institutional repository eGyanKosh - a National Digital Repository, which contain

the course materials in digital form and many teaching videos for ODL.

### **Review of Literature**

Tafesse (2022) found that use of Social Networking Sites exhibits an inverted U-shaped relationship with college students' academic performance. The study revealed that the students were spending 88.87 minutes daily on SNS is positively associated with academic performance.

Jachak and Kumari (2021) noticed that 100.0% students were using social networking sites and they are spending considerable amount of time for use. The students of Pt. Ravishankar Shukla University, India accepted that Social Networking Sites are effective and powerful tools for Communication and interaction with each other.

Padhan (2021) highlighted that 86% and 72% LIS professionals were used Facebook and WhatsApp respectively during the critical condition of Covid-19 in university libraries of Odisha in order to provide library services.

Hruska and Maresova (2020) concluded that people with high household incomes and high education use social media the most. The use of social media also depends on the age of the persons as age increases the use of social media decreases.

Balamurugan & Thanuskodi (2019) noted that Facebook and WhatsApp were the top most used social networking sites by the college students in Tamilnadu. 27.7% respondents used social networking sites for learning while 22.6% used for sharing of information.

Raja and Ganesan (2019) found that majority 95.23% respondents of Alagappa University and its affiliated colleges located in Sivagangai districts are using Social Networking Site Facebook followed by 90.57% WhatsApp, 80.95% YouTube and 76.19% Twitter. 39.05% and 35.28% users are using Social Networking Site respectively daily and alternate days.

Chan and Leung (2018) noticed that Social Networking Sites facilitates communication, interaction and connections

among the health sciences professionals in education and clinical training. Majority of the health professionals were shared and discussed their research work through the Social Media and was helpful to robust and explore among the community with full potential.

Raj, Bhattacharjee and Mukherjee (2018) explored in their study that WhatsApp was used by 82% school students followed by Facebook with 75.1% responses whereas Instagram 33.7% and the 75.7% respondents accepted that smartphones were the most common means for using SNS.

Cetinkaya (2017) examined the impact of WhatsApp use on success in the educational process. The result indicated that use of WhatsApp is supporting the traditional environment more effectively for the increase of success and it would be encouraged as a supportivetechnology for the education process.

Ansari and Nazim (2016) find in their study that Facebook is the most popular Social Networking Sites among the LIS professionals, as it was accepted by a majority with 47% respondents while 85.0% respondents are using SNS services daily for the various academic purposes. It was also found that the most active users of SNS were younger generation between the age group 26-35 years.

Quadri and Idowu (2016) determined that social media allow LIS professionals to provide a new user service by placing them in an academic group. It was noted that LIS professionals in Nigerian universities as well as all academic libraries were aware about the importance and services of social media such as Facebook, Twitter, YouTube, LinkedIn, Google+ and Skype.

Singh and Singh (2015) explored that almost all the students were aware about the services of SNS. It was noted that Facebook was used by 84% of the doctoral students in universities in North India.

#### **Objectives of the Study**

- To identify the popular Social Networking Sites.
- To explore the use of available services of Social Networking Sites.

- To find out the extent of usage of various Social Networking Sites.
- To know the purpose of using Social Networking Sites.
- To know the level of satisfaction with the available services of Social Networking Sites.

### Methodology of the Study

The questionnaire containing 15 questions related to the personal details, usage and other various aspects of Social Networking Sites was used for data collection in this study. A total number of 94 questionnaires were administered to all the students enrolled for the courses Bachelor of Library and Information Science (BLIS) and Master of Library and Information Science (MLIS) in session 2020-2021 and 2021-2022 at the IGNOU Learning Study Centre, Pantnagar (Uttarakhand). A total of 80 valid samples were collected till the December 2022 and used for tabulation, data analysis and interpretations. The overall response rate of the survey is 85.11%, which is found enough for analysis.

### Data Analysis and Interpretation

#### Demographic Study

It is clear from the above table 1 that 66.25% respondents are of BLIS course while 33.75% respondents are of MLIS course. Table also shows that 46.25% were male respondents and 53.75% were female respondents. It is also evident that majority (45.0%) of the LIS students were belong to the rural area, 35.0% from Urban area whereas only 20.0% belongs to the partial urban area. This may be due to the distance mode education for which objective university is established.

**Table 1: Demographic characteristics of the respondents**

Demography of respondents		Questionnaire received (Total=80)	Percentage (N=80)
Courses	BLIS	53	66.25
	MLIS	27	33.75
Gender	Male	37	46.25
	Female	43	53.75
Place	Rural	36	45.0

of Nativity	area		
	Partial Urban area	16	20.0
	Urban area	28	35.0

### Use of Various Social Media Sites

There are lots of social media sites which are freely providing their basic services globally to their members. Generally, social media sites have both almost free basic membership or standard membership with nominal charges. Most of the users are using free services of social media sites. The use of various social media sites by the LIS students of IGNOU Study Centre, Pantnagar is given in table 2.

**Table - 2: Use of various Social Media Sites**

Social Media Platforms	No. of Respondents	Percentage
Facebook	80	100.0
YouTube	76	95.0
WhatsApp	80	100.0
Instagram	54	67.5
WeChat	12	15.0
Telegram	25	31.25
Twitter	53	66.25
LinkedIn	66	82.5
Others	36	45.0

It is clear from analysis of table 2 that Facebook and WhatsApp were used by 100.0% respondents followed by YouTube 95.0%, LinkedIn 82.5% were the top most used social networking sites whereas WeChat with 15.0% and Telegram with 31.25% were the least used social networking site by the LIS students of IGNOU Study Centre, Pantnagar.

### Gadgets for the Use of Social Networking Sites

There are several gadgets like desktop, laptop, tablet, smartphone, smartwatch, etc. are available for the frequent and smooth use of social networking sites. Below table 3 shows the gadgets used for Social Networking Sites by the students.

**Table - 3: Gadgets for the use of Social Networking Sites**

Gadgets	Number	Percentage
Desktop	21	26.25
Laptop	30	37.5
Tablet	18	22.5
Smartphone	80	100.0
Smartwatch	07	8.75

It is demonstrated from the table 3 that 100.0% students had Smartphones, followed by 37.5% had laptop, 26.25% had desktop, 22.5% had tablet whereas only 8.75% had smartwatch. It is important to note that majority of the students were using Social Networking Sites on smartphones.

#### **Social Networking Site Apps installed in gadgets**

Several Social Networking Sites are providing its services via Internet almost freely with the number of salient features. Below table 4 shows the number of Social Networking Sites installed by the respondents in their gadgets.

**Table - 4: Social Networking Sites installed in gadgets**

Number of installed Social Networking Sites	No. of Respondents	Percentage
Up-to 5	20	25.0
6 to 10	41	51.25
11 to 15	16	20.0
Above 15	3	3.75

It is clear from above table 4 that majority of respondents (51.25%) were installed and using 6 to 10 Social Networking Sites, followed by up-to 5 Social Networking Sites (25.0%), 11 to 15 Social Networking Sites (20.0%) whereas least

number of respondents (3.75%) were installed more than 15 Social Networking Sites.

### Frequency of Using Social Media Sites

Social networking Sites are now becoming the top media for the information communication for each age group. Users are able to send and receive information very quickly by the use of these sites. Due to this, users are getting habitual of the use of social networking Sites. The respondents were asked to indicate the frequency of using social networking Sites. Their opinion is given in below table 5.

It is evident from the above table 5 that 41.25% respondent were using Facebook several times a day followed by 30.0% about once a day, 18.75% 2-4 days in a week whereas 10.0% were using 2-4 days in a month.

**Table - 5: Frequency of using Social Networking Sites**

Social Networking Sites	Use frequency (N=80)				
	Several times a day	About once a day	2-4 days in a week	2-4 days in a month	Rarely
Facebook	33 (41.25)	24 (30.0)	15 (18.75)	8 (10.0)	0 (0.0)
YouTube	26 (32.5)	32 (40.0)	8 (10.0)	6 (7.5)	8 (10.0)
WhatsApp	70 (87.5)	8 (10.0)	2 (2.5)	0 (0.0)	0 (0.0)
Instagram	6 (7.5)	32 (40.0)	12 (15.0)	18 (22.5)	12 (15.0)
WeChat	0 (0.0)	4 (5.0)	4 (5.0)	8 (10.0)	64 (80.0)
Telegram	3 (3.75)	11 (13.75)	10 (12.5)	10 (12.5)	46 (57.5)

Twitter	2 (2.5)	20 (25.0)	18 (22.5)	21 (26.25)	19 (23.75)
LinkedIn	0 (0.0)	24 (30.0)	18 (22.5)	24 (30.0)	14 (17.5)

Considering the use of YouTube, it is clear that majority of respondents (40.0%) were using about once a day followed by 32.5% several times a day, 10.0% 2-4 days in a week, 10.0% rarely, whereas only 7.5% respondents were used YouTube 2-4 days in a month.

It is observed that 87.5% respondents were using WhatsApp several times a day, followed by 10.0% about once a day, whereas only 2.5% were used 2-4 days in a week.

With regard to the use of Instagram, it can be noted that majority respondents (40.0%) were using about once a day followed by 22.5% respondents using 2-4 days in a month whereas only 7.5% respondents using several times a day.

Further considering the use of WeChat, it is found that 80.0% respondents were rarely using WeChat followed by 10.0% respondents 2-4 days in a month, whereas 5.0% both about once a day and 2-4 days in a week.

Analysing the use of Telegram, it is evident that majority respondents (57.5%) were rarely used Telegram followed by daily use (13.75%), both 2-4 times in a week and 2-4 times in a month whereas only 3.75% respondents were used several times a day.

Determining the use of Twitter, it is evident that 26.25% respondents were used 2-4 times in a month followed by 25.0% respondents with daily use whereas only 2.5% respondents were used Twitter several times a day.

Investigating the use of LinkedIn, it is reported that majority of respondents (30.0%) were used daily and 2-4 times in a month both followed by 22.5% respondents with 2-4 times in a week whereas only 17.5% respondents were rarely used LinkedIn.

### Purpose of Using Social Networking Sites

The social networking sites provide a lot of academic and learning resources. Table 6 shows the use of social networking sites for the various purposes by the respondents.

**Table -6: Purpose of using social networking sites**

S.N.	Purpose	Number (N = 80)	Percentage
1	Connect to each other	56	70.0
2	Sharing of information	75	93.75
3	Join Academic Groups	73	91.25
4	Keeping up-to-date	65	81.25
5	Entertainments	72	90.0
6	Group discussion	62	77.5
7	Locate persons/ friends	68	85.0
8	Explore ourselves	61	76.25
9	Develop professional network	64	80.0

As table 6 indicates that majority of respondents (93.75%) were used social networking sites for sharing of information followed by 91.25% for join academic groups, 90.0% for entertainment, 85.0% for locate persons/ friends, 81.25% for keeping up-to-date, 80% for develop professional network, 77.5% for group discussion, 76.25% forexplore ourselves, whereas only 70.0% used for connect to each other.

### Time Spend on Use of Social Networking Sites

Table 7 shows the time devoted by the respondents to use of social media sites. It is clear that 40.0% respondents were spending 1-2 hours per day followed by 2-4 hours per day (27.5%), whereas 10.0% respondents were using more than 4 hours per day.

**Table - 7: Time spend on use of social networking sites**

Frequency	Number (N=80)	Percentage
Up-to 1 hour per day	18	22.5
1-2 hours per day	32	40.0
2-4 hours per day	22	27.5
More than 4 hours per day	8	10.0

#### **Use of Various Services of Social Networking Sites**

A number of services being offered for the users by Social Networking Sites. Below given table 8 contains the data related to the use of available common services by SNS.

**Table - 8: Use of various services of social networking sites**

Various services	Number	Percentage
Personal and groups communications	73	91.25
White label services (Making groups)	28	35.0
Profile based services of SNS	45	56.25
Content based services of SNS (Uploading photos, videos and documents for public use)	49	61.25
Watching and downloading videos	68	85.0
Micro-blogging/	33	41.25

Presence updates		
Social bookmarking	12	15.0

It is clear from the analysis of table 8 that most of respondents (91.25%) were used “Personal and groups communication” service of social networking sites followed by 85.0% respondents for watching and downloading videos, 61.25% for uploading own videos and documents for public use, 56.25% for Profile based services of SNS, 41.25% for Micro-blogging/ presence updates, 35.0% for Making own groups whereas only 15.0% for social bookmarking.

#### **User’s Satisfaction**

Below given table 9 contain the data related to the user’s satisfaction with the services being provided by the Social Networking Sites.

**Table - 9: Levels of satisfaction with the services being provided**

<b>Level of satisfaction</b>	<b>Number (N = 80)</b>	<b>Percentage</b>
Highly satisfied	16	20.0
Average Satisfied	42	52.5
Neutral	15	18.75
Not satisfied	07	8.75

It is evident from the table 9 that majority of students (52.5%) were average satisfied with the services followed by highly satisfied (20.0%) whereas only 8.75% respondents were not satisfied with the available services. It is clear that majority of the respondents were satisfied with the services provided by the social networking sites, which shows its popularity among the IGNOU students.

#### **Barriers to use of Social Networking Sites**

There are very small barriers encounters the use of Social Networking Sites, which can be avoided and make the greatest use of Social Networking Sites. Table 10 contain the data related to the barriers to use of Social Networking Sites.

**Table -10: Barriers to use of Social Networking Sites**

<b>Barriers/ problems</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>
Time consuming	42 (52.5)	8 (10.0)	30 (37.5)
Lack of privacy and security	46 (57.5)	22 (27.5)	12 (15.0)
Slow network speed	41 (51.25)	21 (26.25)	18 (22.5)
Lack of storage capacity	53 (66.25)	14 (17.5)	13 (16.25)
Lack of technical support	39 (48.75)	25 (31.25)	16 (20.0)
Lack of confidence	35 (43.75)	23 (28.75)	22 (27.5)

It is evident from table 10 that maximum number respondents (66.25%) were agreed with "Lack of storage capacity" as the major barriers to the use of Social Networking Sites followed by "Lack of privacy and security" (57.5%), "Time consuming" (52.5%), "Slow network speed" (51.25%), "Lack of technical support" (48.75%) whereas "Lack of confidence" is the observed as least barrier with 43.75% responses.

### **Findings of the Study**

Followings are the major findings of the present study:

- Facebook and WhatsApp with 100.0%, YouTube with 95.0% and LinkedIn with 82.5% were the top most used Social Networking Sites by the LIS students of LSC-IGNOU, Pantnagar.
- All students were using Smartphones along with other gadgets like desktop, laptop, tablet, smartwatch, etc. for accessing Social Networking Sites.
- Majority respondents (51.25%) have installed and using 6 to 10 Social Networking Sites.
- More than 70.0% respondents were using Facebook, WhatsApp and YouTube daily.
- Majority respondents (40.0%) were spending 1-2 hours daily to social networking sites.
- Sharing of information, join academic groups and entertainment were the main purpose of using social

networking sites as accepted by the 90.0 % or more than 90.0% users.

- Majority respondents (91.25%) were used personal and groups communications service of SNS.
- Majority respondents (66.25%) were agreed with “lack of storage capacity” as a major barrier to the use of Social Networking Sites.

### **Conclusions**

Social Networking Sites (SNS) have become the need of time not only for academic community but also for the each and every level of community. It is an important medium of information communication in order to sending, obtaining, exploring and sharing of information throughout the globe. It is helpful for academic correspondences and chatting to enhance the quality of study and learning. Now, most of the academic institutions are frequently using the services of Social Networking Sites to explore their courses, researches and special features.

The study explains the use of Social Networking Sites by the Under Graduate (UG) and Post Graduate (PG) students of Library and information Science enrolled at the LSC-IGNOU, Pantnagar. The result shows the popularity of Facebook, WhatsApp and YouTube among the students. Majority of the students are using Social Networking Sites almost daily for the personal and group communications. The use of smartphones with number of features made easy to use Social Networking Sites at anytime, anywhere without the restrictions.

### **References**

1. Ansari, Aslam, & Nazim, M. (2016). Social Networking in Library and Information Services: Current Scenario. *SRELS Journal of Information Management*, 53(2), 113-118. Available at: DOI: 10.17821/srels/2016/v53i2/91270
2. Balamurugan, T., & Thanuskodi, S. (2019). Use of Social Networking Sites among the College Students in Tamil Nadu, India. *Library Philosophy and Practice (e-journal)*. 2301. Available at: <https://digitalcommons.unl.edu/libphilprac/2301>
3. Cetinkaya, Levent (2017). The impact of WhatsApp use on success in education process. *International Review of Research in Open and Distributed Learning*, 18(7), 59-74, Retrieved from- <http://www.irrodl.org/>

4. Chan, W.S., & Leung, A.Y. (2018). Use of Social Networking Sites for communications among health professionals: Systematic review. *Journal of Medical Internet Research*, 20(3), e117. Retrieved from-  
<https://doi.org/10.2196/jmir.8382>
5. Hruska, Jan, & Maresova, Petra (2020). Use of Social Media platforms among adults in the United States: Behaviour on Social Media. *Societies*, 10(1:27), 1-14.  
Available at: <https://www.mdpi.com/journal/societies>
6. Jachak, Kirti, & Kumari, Purnima (2021). Effect of Social Networking Sites (SNSs) on the Postgraduate Students: a study of Pt Ravishankar Shukla University, India. *Journal of Indian Library Association*, 51(1), 146-155.
7. Padhan, Hrudayananda (2021). Use of Social Media Tools for Library Services during the Critical Condition of Covid-19 in University Libraries of Odisha. *Library Waves*, 7(2), 110-117.
8. Quadri, G.O., & Idowu, O.A. (2016). Social Media use by library for information dissemination in three Federal University Libraries in Southwest Nigeria. *Journal of Library and Information Services in Distance Learning*, 10(1-2), 30-40.  
Available at: <https://doi.org/10.1080/1533290X.2016.1156597>
9. Raj, Medha, Bhattacharjee, S., & Mukherjee, A. (2018). Usage of online social networking sites among school students of Siliguri, West Bengal, India. *Indian Journal of Psychological Medicine*, 40(5), 452-457.  
URL:  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6149307/>
10. Raja, M., & Ganesan. P. (2019). Awareness and use of social networking sites among the physically challenged students of Alagappa University its affiliated colleges in Sivagangai district, a study. *Library Philosophy and Practice (e-journal)*. 2987.  
Available at: <https://digitalcommons.unl.edu/libphilprac/2987>
11. Singh, K.P., & Singh, Malkeet (2015). Role and users' approach to Social Networking Sites (SNSs): a study of universities of North India. *The Electronic Library*, 33(1), 19-34.
12. Tafesse, Wondwesen (2022). Social Networking Sites use and college students' academic performance: testing for an inverted U-shaped relationship using automated mobile app usage data. *International Journal of Educational Technology in Higher Education*, 19:16, 1-17. Accessed from-  
<https://doi.org/10.1186/s41239-022-00322-0>