



# USAGE OF SOCIAL MEDIA IN THE LIBRARIES IN ACADEMICS REFERENCE TO INDORE REGION

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## Abstract

*In this paper, the researcher finds the usage of social media in academics in the Indore region. Social media sites are frequently accessed both at home and work. Though individuals can maintain a cognitive difference between personal life. Media are generally classified based on their distribution channels. They are the telephone is also a social medium but is not traditionally included in mass media because it is used mainly in person-to-person communication. The present study is conducted on samples from the College users of the library. The questionnaires were distributed through simple random sampling in July 2022. The questionnaires were distributed to users in the College Library. Since the calculated 't' value (a) is greater than the table value (1.96) for 198 degrees of freedom at a 5% level of significance, there is a significant difference in rural and urban College students in their level of exposure to Facebook.*

Keywords: social media, College Students. Etc.

## Introduction

Social media sites are frequently accessed both at home and work. Though individuals can maintain a cognitive difference between personal life and professional life, these two aspects are both a part of the whole that is the individual. Understanding the effects on both sides of a person's life is important for gaining a holistic picture of the individual. An argument can be made that the time spent using social media is not beneficial to the users, especially in the long term. Popular news outlets frequently report on stories involving negative outcomes of social media usage. For example, though people with low self-esteem

consider Facebook an appealing venue for self-disclosure, the low positivity/high negativity of their disclosures elicited generally negative feedback from others

Mass media have come to play a fundamental role in modern society. The mass media are media of communication-newspaper, magazines, television, radio, movies, videos, CDs, and other forms – that reach mass audiences. Marshal McLuhan says that media are any extension of man which allows him to affect other people who are not in face-to-face contact with him. He argues that media influence society more in terms of what they communicate. He says that Social media are creating a global village, a community in which people throughout the world see major news unfold and hence participate in the same event.

### **Classification of Media**

Media are generally classified based on their distribution channels. The telephone is also a social medium but is not traditionally included in mass media because it is used mainly in person-to-person communication. Also, computers, especially computer networks, the Internet, etc., have the potential to be used as mass communication media and their uses are still developing. They have no category as yet and are sometimes referred to as “new media”.

Some mediums are best fitted to an audience that consists of individuals, each of whom is more or less alone when a message arrives. Others are best suited to an audience that gathers in groups. Books newspapers, magazines, and direct mail are usually read by individuals. Films, on the other hand, are shown in theatres where audiences are in large groups. Radio, television, and recordings are often delivered in group settings but these groups are smaller than those who attend a film and the three are often used by individuals.

### **Usage of social media in the libraries**

The social media is playing a pivotal role to reach out the potential customer and users. The massive number of information has been transferred from the last four to five decades from one pole to the other pole of the world. The social media is the biggest change of the 21st century and it is growing rapidly. Millions of information are being shared one to one, one to many at the same time on the same channels. The libraries are looking forward to using social media to fulfill the requirement of their users. Social media gained several factors of usage in the libraries to disseminate the information within a quick time. some of the purposes that meet the library user’s needs and this will help to reach out to the new customers. Furthermore, he discussed that social media build library image and modernize the library.

### **Need for the study**

social media in the broadest sense of the term and define it as any online service through which users can create and share a variety of content. Although social media have existed since the birth of Gen Y (1981), they were widely adopted after 2003 (Boyd & Ellison, 2008). They encompass user-generated services (such as blogs), social networking sites, online review/rating sites, virtual game worlds, video-sharing sites, and online communities, whereby consumers produce, design, publish, or edit content (Krishnamurthy & Dou, 2008). Research on social media broadly classifies consumer activities as either contribution (posting) or consumption (lurking or observing) activities (Schlosser, 2005; Shao, 2009); it suggests that most users consume rather than contribute to social media (e.g., Jones, Ravid, et al., 2004). For example, about 53% of active social media users follow a brand ("How Teens Use Media - A Nielsen Report

on the myths and realities of teen media trends," 2009) rather than actively contribute content about the brand. A minority of users usually accounts for a large proportion of generated content (e.g., Bughin, 2007). However, over time, some fewer active consumers do become active (e.g., Hanna, Rohm, et al., 2011). Shao (2009) has noted that some social-media activities, which are conceptually distinct, may be difficult to differentiate – due to interdependencies as they unfold over time. In a survey of ten global markets, social networks and blogs are the top online destinations in each country, accounting for the majority of time online and reaching 60 percent or more of active internet users ("How Teens Use Media – A Nielsen Report on the myths and realities of teen media trends," 2009).

### Objectives of the Study

1. To find out the level of usage of social media by college students.
2. To find out the level of usage of social media by college students in terms of gender.
3. To find out the level of usage of social media by college students in terms of Location.

### The hypothesis of the Study

1. There is no significant difference in the level of exposure to social media and its dimensions of college students with respect to Gender.
2. There is no significant difference in the level of exposure to social media and its dimensions of college students with respect to the Locality of students.
3. There is no significant relationship between social media with respect to gender.

### Research Methodology

The present study is conducted on samples from the College users of the library. The questionnaires were distributed through simple random sampling in July 2022. The questionnaires were distributed to users in the College Library in Indore region. The data collected through questionnaires were organized and tabulated by using SPSS statistical method and percentages.

### Analysis of Data

To find out the level of usage of social media by college students.

**Table – 1**  
**LEVEL OF USAGE OF SOCIAL MEDIA BY COLLEGE STUDENTS**

Variables	Category	Low		Average		High	
		N	%	N	%	N	%
Gender	Male	18	19.4	61	65.6	14	15.1
	Female	17	15.9	76	71.0	14	13.1
Locality of Student	Rural	13	16.7	53	67.9	12	15.4
	Urban	25	20.5	81	66.4	16	13.1

19.4%, 65.6%, and 15.1% of male College students have low, average, and high levels of usage of social media. 15.9%, 71.0%, and 13.1% of female College students have low, average, and high levels of usage of social media.

16.7%, 67.9%, and 15.4% of rural College students have low, average, and high levels of usage of social media. 20.5%, 66.4%, and 13.1% of urban College students have low, average, and high levels of usage of social media.

### Testing the Hypothesis

#### Hypothesis 1

There is no significant difference between the exposure to social media and its dimensions of college students with respect to Sex.

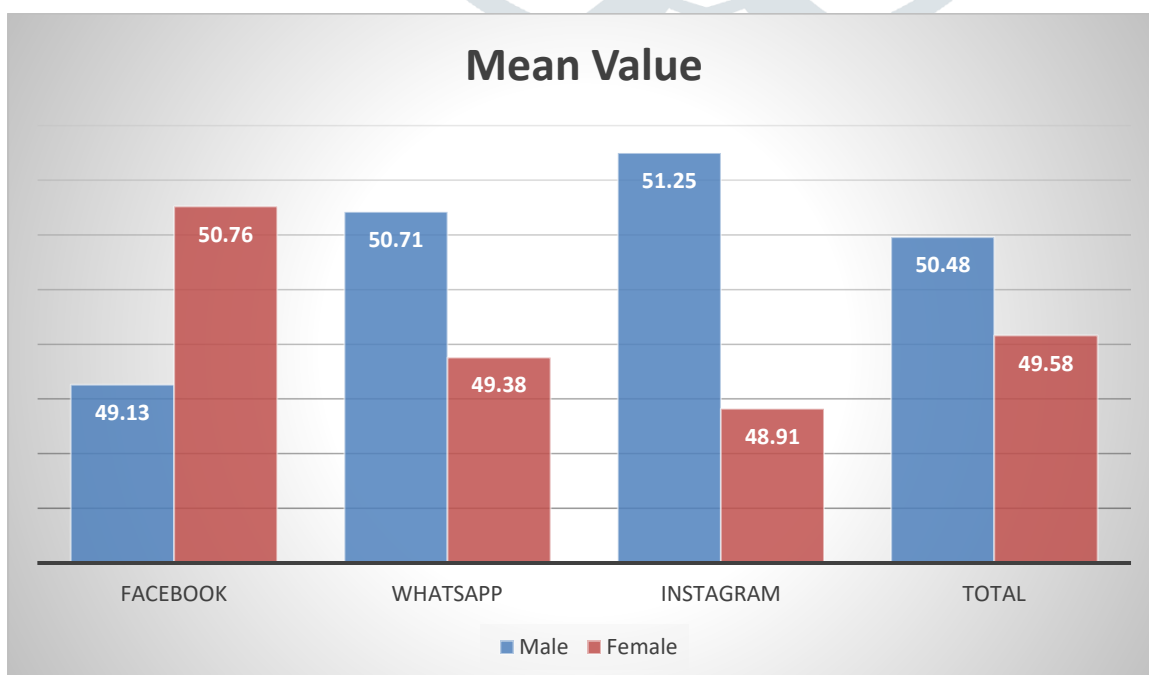
**Table – 2**

#### **DIFFERENCE A SIGNIFICANT DIFFERENCE BETWEEN THE EXPOSURE TO SOCIAL MEDIA AND ITS DIMENSIONS FOR COLLEGE STUDENTS WITH RESPECT TO SEX**

Dimensions	Male N = 93		Female N = 107		Calculated 't' value	Remark at 5% level
	Mean	SD	Mean	SD		
a) Facebook	49.13	9.71	50.76	10.23	1.15	NS
b) Whatsapp	50.71	10.26	49.38	9.78	0.94	NS
c) Instagram	51.25	10.33	48.91	9.62	1.65	NS
d) Total	50.48	10.12	49.58	9.93	0.63	NS

(At a 5% level of significance, the 't' value for 198 is 1.96)

Since the calculated 't' value (a, b, c, d) is less than the table value (1.96) for 198 degrees of freedom at a 5% level of significance, there is no significant difference in male and female College students in their level of exposure to social media.



**Hypothesis 2**

There is no significant difference between the exposure to social media and its dimensions of college students with respect to the Locality of students.

**Table – 3****DIFFERENCE BETWEEN THE EXPOSURE TO SOCIAL MEDIA AND ITS DIMENSIONS OF COLLEGE STUDENTS WITH RESPECT TO THE LOCALITY OF STUDENT**

Dimensions	Rural N = 78		Urban N = 122		Calculated 't' value	Remark at 5% level
	Mean	SD	Mean	SD		
a) Facebook	52.37	9.66	48.49	9.96	2.74	S
b) Whatsapp	50.80	10.51	49.49	9.67	0.89	NS
c) Instagram	50.24	10.35	49.85	9.81	0.27	NS
d) Total	51.62	10.30	48.97	9.70	1.82	NS

(At a 5% level of significance, the 't' value for 198 is 1.96)

Since the calculated 't' value (b, c, d) is less than the table value (1.96) for 198 degrees of freedom at a 5% level of significance, there is no significant difference in rural and urban College students in their level of exposure to Whatsapp and Instagram.

Since the calculated 't' value (a) is greater than the table value (1.96) for 198 degrees of freedom at a 5% level of significance, there is a significant difference in rural and urban College students in their level of exposure to Facebook.

**Hypothesis.3**

There is no significant relationship between social media with respect to gender.

**TABLE 4**

Categories	No.	$\Sigma X$	$\Sigma Y$	$\Sigma X^2$	$\Sigma Y^2$	$\Sigma XY$	Calculated $\gamma$ value	Table $\gamma$ value	Remarks
Male	93	4128.7	3834.43	218515.85	191221.6	199841	0.496	0.217	S
Female	107	10871.	11165.5	561384.14	588678.4	559673	0.264	0.138	S

It is inferred from the above table, that the calculated value of  $\gamma$  is greater than the table value of  $\gamma$  and there is a significant Relationship between social with respect to male College students and the calculated value of  $\gamma$  is greater than the table value of  $\gamma$  and there is a significant relationship between social media with respect to Female college students.

**Results and Findings**

19.4%, 65.6%, and 15.1% of male College students have low, average, and high levels of usage of internet resources. 15.9%, 71.0%, and 13.1% of female College students have low, average, and high levels of usage of social media.



16.7%, 67.9%, and 15.4% of rural College students have low, average, and high levels of usage of social media. 20.5%, 66.4%, and 13.1% of urban College students have low, average, and high levels of usage of social media.

Since the calculated 't' value (a, b, c, d) is less than the table value (1.96) for 198 degrees of freedom at a 5% level of significance, there is no significant difference in male and female College students in their level of exposure to social media.

Since the calculated 't' value (b, c, d) is less than the table value (1.96) for 198 degrees of freedom at a 5% level of significance, there is no significant difference in rural and urban College students in their level of exposure to WhatsApp and Instagram.

Since the calculated 't' value (a) is greater than the table value (1.96) for 198 degrees of freedom at a 5% level of significance, there is a significant difference in rural and urban College students in their level of exposure to Facebook.

It is inferred from the above table, that the calculated value of  $t_{cal}$  is greater than the table value of  $t_{table}$  and there is a significant Relationship between social with respect to male College students and the calculated value of  $t_{cal}$  is greater than the table value of  $t_{table}$  and there is a significant relationship between social media with respect to Female college students

## Conclusion

This study investigated the effects of personal social media usage on efficiency helps to academic purposes. As mentioned earlier, the popular press is rife with stories of people feeling the positive consequences of social media usage. Given that social media, usage is the most popular activity on the Internet, it is important to investigate what effects this usage is having so that future research may uncover effective ways to handle these issues. The results of the study indicate that personal social media usage leads to positive effects, both on efficiency and well-being. Specifically, social media usage is associated with lower task performance, increased technostress, and lower happiness. As more and more people spend increased amounts of time with the technologies, the potential for these negative effects grows. Having an understanding of what occurs and how to help remedy these effects will be vital for the continued enjoyment of these dynamic platforms.

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