



## Usage of Social Media to Promote the Library Resources and Services Towards Undergraduate (UG) Students: A Study

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### ABSTRACT

**Background:** With the help of social media, web and mobile applications enable library professionals to create and share information about library resources and services on any particular college campus. In this digital era, modern libraries use social media as one of the platforms for knowledge gathering, evaluation, accommodation, and dissemination towards the students' community.

**Purpose:** This paper describes the use of social media in undergraduate college libraries for promoting library resources and services.

**Method:** This study has taken social media applications like WhatsApp, Facebook, and YouTube for a complete study.

**Result and Conclusion:** The study focuses on involvement and feedback from students for using social media to promote library resources and services, and this can lead to completing this paper in a good manner with good results.

## 1. Introduction

When social media started functioning on desktop platforms, it was only limited to exchanging images, wishes, and some other possible functions with its limitation audiations. After updating all applications to mobile Android support, it takes another way in which fingertip users are able to get all the above-mentioned functions of social media. All the social media applications can be used with the help of electronic devices. It breaks all boundaries for communicating or exchanging information in all formats of digital versions. The education sector is also not behind in the usage of social media to promote their information towards their related group of people. With the help of social media, we can reach a large number of people in less time. Librarians are also using social media to promote their resources and services to their users' community with the help of selected social media applications. This paper concentrates on how librarians promote their resources and services to their users with the help of some selected social media applications, one of which is mentioned in the study below.

### 1.1. Objectives of the Study

- To emphasize how social media is used in libraries.
- To overview respondents' feedback towards the use of social media to promote library resources and services.
- To overview the issues associated with using social media to promote library resources and services.
- Assess the complication faced by library professionals in utilizing social media in the library.
- To stockpile the viewpoint of students to improve the promotion of library resources and service information through social media.

### 1.2. Scope of the Study

The present study is limited to undergraduate students of NES Institute of Advanced Studies, Shivamogga. This institution started in 2019, managed by the respected education society National Education Society (NES). For the last 15 years, this institution has provided quality education and held most of the top-ranking students' profiles in its records. This institution offered commerce courses for undergraduates. In order to carry out the research, the usage of social media in the promotion of library resources and Services: An

Effort to study commerce students' opinions about social media for providing information on library resources and services.

## 2. Review of Literature

This study has been conducted in this area. Facebook, YouTube, and WhatsApp are examples of social media platforms that have developed through time, and many people rely on them in their daily lives. Social media is used to promote library resources and services as well as instantly gather feedback from library users. Kalia (2013), conducted a study on social media use, and she found that the use of social media for making presentations was found to be the first priority among students, followed by getting and making the assignment updates. Akram and Kumar (2017) conducted a study on social media, and he found some positives, like access to information in developing regions, and negatives, like potential breach of privacy.

## 3. Methodology

To gather data for this study, a survey method has been adopted, and a well-structured questionnaire was used. A total of questionnaires in print format were distributed individually to 100 undergraduate students (U.G.), and they contained 16 questions related to social media and usage for library purposes. 85 completed questionnaires were returned. On the basis of those questionnaires and feedback from students, we are analyzing and forming a table and interpreting the data and explaining the feedback of students on particular questions with total responses, and this can be calculated in percentage.

In that, respondents were male 50 and female 35. In the data analysis and interpretation portion have details of the question, and we calculate the number of respondents into percentages. The result of the study had a detailed explanation of each and every table.

## 4. Data Analysis and Interpretation

This part deals with the analysis of data collected through printed questionnaires from undergraduate (U.G.) students of NES Institute of Advanced Studies, Shivamogga.

**Table 1:** Responses Received

Responses Received		Percentage (%)
Distributed Questionnaires	Collected Questionnaires	
100	85	85 %

The above mentioned Table 1 shows the response rate of the U.G students of Nes Institute of Advanced studies, indicating that a total of 100 questionnaires were distributed and 85 completed questionnaires were returned. The response rate was 85%.

**Table 2:** User Category

Sl. No	Class	Gender	No. of Respondents Received	Percentage (%)
1	U. G	Male	50 (58.82%)	85 (100%)
		Female	35 (41.18%)	

Above table displays the responses based on academic status and gender. U.G. 85 (100%). According to the above data U.G students were male, while 50(58.82%) and were female, followed by 41.18% 35(41.18%).

**Table 3:** Importance of Social Media in Promoting Library Resources and Services

Sl No.	Statement	Agreed UG Students	Disagreed UG Students	Neutral	Total Response
1	To create awareness of library resource and services in print and electronic format.	75 (88.24%)	04(4.70%)	6 (7.06%)	85 (100%)
2	To improve the importance, reputation of library resource & services.	80 (94.12%)	05 (5.88%)	00 (0%)	85 (100%)

3	To provide authentic services to authenticate student.	80 (94.12%)	05 (5.88%)	00 (0%)	85 (100%)
4	To provide resources and services to students in less time with accuracy	70 (82.35%)	10 (11.77%)	05 (5.88%)	85 (100%)
5	To create session to discussion for students	83 (97.65%)	02 (2.35%)	00 (0%)	85 (100%)
6	To disseminate alerts about library resources and services.	79 (92.94%)	03 (3.53%)	03 (3.53%)	85 (100%)

**Table 4:** Reasons to Use Social Media for Promotion of Library Services and Resources

Sl. No	Statement	Agreed UG Students	Disagreed UG Students	Neutral	Total Response
1	It is essential to promote the library resources and services.	85 (100%)	0 (0%)	0 (0%)	85 (100%)
2	Drag the attention of potential students' group.	80 (94.12%)	05 (5.88%)	00 (0%)	85 (100%)
3	Using image video mixer and other audible technology from social media can providing the latest library promotion methods.	80 (94.12%)	05 (5.88%)	00 (0%)	85 (100%)
4	To help out students to using the library resources and services.	70 (82.35%)	10 (11.77%)	05 (5.88%)	85 (100%)
5	It helps to students to connect, and communicate information of resources and services.	83 (97.65%)	02 (2.35%)	00 (0%)	85 (100%)
6	It's a manner way to attract new students' attention.	79 (92.94%)	03 (3.53%)	03 (3.53%)	85 (100%)

**Table 5:** Use of Different Types of Social Media Tools to Promote Library Resources and Services

Sl.No.	Statement	U. G Students Agreed	U.G Students Disagreed	Neutral	Total Response
1	WhatsApp	85 (100%)	0 (%)	0 (0%)	85 (100%)
2	Facebook	60 (70.59%)	15 (17.65%)	10 (11.76%)	85 (100%)
3	You Tube	78 (91.77%)	02 (2.35%)	05 (5.88%)	85 (100%)

**Table 6:** Problems with Students Using Social Media to Access Library Resources and Services

Sl.No.	Statement	U. G Students Agreed	U.G Students Disagreed	Neutral	Total Response
1	There are more numbers of social media applications.	85 (100%)	0 (%)	0 (0%)	85 (100%)
2	Misuse of social medial	50 (58.82%)	20 (23.53%)	15 (17.65%)	85 (100%)
3	Less knowledge of Information Technology (IT) Infrastructure	55 (64.17%)	25 (29.41%)	05 (5.88%)	85 (100%)
4	Less interest among students in learning and using social media tools for library activity	78 (91.77%)	02 (2.35%)	05 (5.88%)	85 (100%)

## 5. Results of the Study

The study's result is limited to NES Institute of Advanced Studies College UG students and cannot be extrapolated to other students. The following significant observations can be made from the responses that have been received and analysed. The majority of UG students agreed that the usage of social media to promote library resources and services is important, whereas relatively few respondents disagreed, and some respondents remained neutral.

- The majority of UG students—75 (88.24%)—agreed that social media is used to create awareness of library resources and services in print and electronic formats. Meanwhile, 4 (4.70%) disagreed, and 6 (7.06%) remained neutral.
- 80 (94.12%) UG students agreed that social media improves the importance and reputation of library resources and services, while 5 (5.88%) disagreed, and 0 (%) remained neutral.
- 80 (94.12%) UG students agreed that social media provides authenticated services to authenticated users, and 5 (5.88%) disagreed, with 0 (0%) remaining neutral.
- 70 (82.35%) UG students agreed that social media provides resources and services to users in less time with accuracy, while 10 (11.77%) disagreed, and 5 (5.88%) remained neutral.
- 83 (97.65%) UG students agreed that social media allows the creation of sessions for discussion and sharing of library resources and services, while 2 (2.35%) disagreed, and 0 (0%) remained neutral.
- 79 (92.94%) UG students agreed that social media is used to disseminate alerts about library resources and services, 3 (3.53%) disagreed, and 3 (3.53%) remained neutral.
- 85 (100%) UG students agreed that using social media is essential to promote library resources and services. None disagreed or remained neutral.
- 80 (94.12%) UG students agreed that social media can be used to attract the attention of potential student groups, while 5 (5.88%) disagreed, and 0 (0%) remained neutral.
- 80 (94.12%) UG students agreed that using images, video mixers, and other audible technology from social media provides the latest methods for promoting the library. 5 (5.88%) disagreed, and 0 (%) remained neutral.
- 70 (82.35%) UG students agreed that social media can be used to help students access library resources

and services. 10 (11.77%) disagreed, and 5 (5.88%) remained neutral.

- 83 (97.65%) UG students agreed that social media helps students connect and communicate information. 2 (2.35%) disagreed, and 0 (0%) remained neutral.
- 79 (92.94%) UG students agreed that social media is a good way to attract new students' attention. 3 (3.53%) disagreed, and 3 (3.53%) remained neutral.
- According to the study, WhatsApp is one of the most popular social media platforms, as all 85 (100%) UG students agreed it can be used to promote library resources and services and also experience Artificial Intelligence (AI) for quick searches of more information in various fields. This is followed by Facebook, with 60 (70.59%) agreeing, 15 (17.65%) disagreeing, and 10 (11.76%) neutral. YouTube was agreed upon by 78 (91.77%), with 2 (2.35%) disagreeing and 5 (5.88%) neutral. WhatsApp and YouTube are, therefore, popular among the respondents.
- According to the study, 85 (100%) UG students agreed that there are too many social media tools, with 0 (0%) disagreeing and 0 (0%) neutral.
- According to the study, 50 (58.82%) UG students agreed that social media can be misused, 20 (23.53%) disagreed, and 15 (17.65%) were neutral.
- According to the study, 55 (64.71%) UG students agreed that limited knowledge of Information Technology (IT) infrastructure is a drawback of using social media. 25 (29.41%) disagreed, and 5 (5.88%) remained neutral.
- According to the study, 78 (91.77%) UG students agreed that less interest among students in learning and using social media tools for library activities is a drawback. 2 (2.35%) disagreed, and 5 (5.88%) remained neutral.

## 6. Discussion

On the basis of the above study findings, the paper suggests the following recommendations for using social media tools to educate the undergraduate students about library resources and services.

- Librarians should take the initiative to orient students to library resources and services and also demonstrate how to access the library resources and services in print and electronic format with the help of social media, web, and mobile applications. Then librarians should let students know how the librarian professionals provide the resources and services of the library. Library professionals also get feedback from students about

their activity with social media and also teach them about the possibility of misuse of social media.

- Students should receive appropriate information from library professionals about technical aspects and device usage and also proper storage of e-resources. Students receive information on complications, installation, and maintenance and gain knowledge to overcome those complications.
- Apart from academics, librarians should concentrate on the personality development of students. With the help of social media, they can send videos, textbooks, articles, good person speeches, and also current affairs information and other social wellness activities. It could help them develop the mental ability of students.
- In the future we can extend this study to other courses in the institution and also to staff. It gives more space to study and evaluate the social media usage status for educational purposes of staff and students.

## 7. Conclusion

With all types of print and e-resources, librarians are at the forefront to allow students access to, evaluate, retrieve, and store library resources. At the same time, librarians provide all the services of the library to students with the help of other library staff. It all happens when the library gets full automation of library routine work and digitalizes its resources to provide services with the help of library software. This paper concludes with the social media's impact on providing library services with resources through mentioned social media applications and the use of electronic devices. Mainly concentrating on finding, with the help of students' feedback in the form of a survey method, it led us to give some recommendations. Finally, it is showing how effectively technology has influenced the field of academic libraries in promoting their own resources and services.

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## Authorship Contribution

All authors have significantly contributed to the research and preparation of the manuscript, and approved the final version.

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## Conflict of Interest

There is no conflict of interest.

## Declaration

The authors declare that this work is original, has not been published or submitted elsewhere and adheres to ethical research standards.

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