

## Use of Social Media Tools for Library Services during the Critical Condition of Covid-19 in University Libraries of Odisha

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### Abstract

*Social media applications play an important role in every domain especially in LIS profession. This paper is based on the use of analytical study of social media tools in university libraries of Odisha during the pandemic period Covid-19. The data for present study was collected through questionnaire. A number of 100 filled questionnaires were collected from the library professionals of different universities of Odisha. The study investigated the use of social media tools i.e. Facebook, Twitter, Instagram, WhatsApp, LinkedIn, YouTube, MySpace, etc. Respondents were largely in the favour of the fact that Facebook is the prominent social media tool used by LIS professionals to share the library services. The objective of the research is to analyse the use of social media applications for the library users in pandemic situation of Covid-19, specifically with reference to the university libraries of Odisha.*

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**Keywords:** Social Media, Web Tools, Facebook, WhatsApp, Instagram, Library Services.

### 1. Introduction

In 21st century, the expeditious widen of technology lead a tragic impact in the society. One day, human being was living in the dense forest eating fruits, leaves and raw meat of animals. They did nothing about the society where they are living, what are social activities and technology. Science opens the eye of the dump and downtrodden people and show a new path for development. The rapid development of technology clearly brings a new ray for the people. The social media has been increasingly used by the users, researchers and common people also. The novel disease “Corona Virus Disease-2019” (COVID-19) and its ensuing sequel “Severe Acute Respiratory Syndrome Corona Virus 2” (SARS-CoV2) have damaged the life of people all over the world. Billions of the innocent people all over world affected and died every day. In this time we are getting information of due to the development of Social Media. During the Covid-19 situations, the schools, colleges and universities started lockdown for almost 2 years. In this time the students, researchers and faculty were staying in the home and started online classes through social media tools like- Facebook, Twitter, Instagram, WhatsApp, LinkedIn, YouTube, Blogs, Wikis, MySpace etc. Modern libraries are using social media tools to provide awareness services to their clientele. Modern era is the period to provide information without any distance and time restrictions. Social media tools are very much helpful in order to communicate with group of persons. Approaches of smartphones make it easier to the user to the use various social media tools. The use of social media tools are not only a way for sharing information for library users but also give a new way to promote, collect and develop the knowledge through its applications.

## 2. Literature review

Singh and Singh (2021) recorded the maximum use of open access resources for continuing research work by the research students at the G.B. Pant University of Agriculture and Technology, Pantnagar during the Covid-19 lockdown period in the years 2020 and 2021. Ali and Gatiti (2020) in their study 'The COVID-19 (Coronavirus) pandemic: reflections on the roles of librarians and information professionals' suggested that the university librarians should raise awareness through public health education, provide support to medical staff, researchers and provide traditional services to their regular patrons. The study of Rovetta and Bhagavathula (2020) on 'COVID-19 related web search behaviours and infodemic attitudes in Italy' stated that majority of the searches in Google trends were related to amuchina (disinfectant), face masks, health bulletins and COVID-19 symptoms.

Arumugam and Balasubramani (2019) found that library professionals of the age group 31-50 years frequently using Facebook to share the library products and services. Male respondents are using the social media platform enormously for communicating, sending and receiving information to the group of persons. According to Ahmad (2018) social media tools and channels are presented everywhere since the early 2000s, and it has been growing at exponential rates from last two decades. Quadri and Idowu (2016) noted that social media allow library and information professionals to adopt a new role by placing them in a social realm with their users. Furthermore, library professionals in Nigerian universities as well as all academic libraries have realized the importance of social media such as Facebook, Twitter, YouTube, LinkedIn, Google+ and Skype. Duffy (2015) stated that social media includes blogs, discussion forums, chat rooms, Wikis, WhatsApp, YouTube channels, LinkedIn, Facebook and Twitter. However, unlike traditional media such as newspapers and magazines, social media manages the content of the conversation or interaction in the online environment which allows for spontaneous two-way and multiple dialogue. Social media consist of various user-driven channels (e.g., Facebook, Twitter, blogs, etc.) and offer one-to-one, one-to-many and many-to-many communication. Social media can be defined digital technologies used by people to interact socially and together to create and exchange content.

Kumar and Kumar (2013) in his paper entitled 'Using Social Networking Sites by the Post Graduate students and research scholars of Maharishi Dayanand University, Rohtak, India'. The findings of the study show that majority of the respondents to be aware and making use of such applications in their research work. The study also reveals that Facebook is the most popular SNSs among the all categories of students and research scholars. The study of Hinchliffe and Leon (2011) mentioned that, to keep pace with evolving information technologies, librarians use a group of software applications including blogs, wikis and podcasting, media-sharing tools such as YouTube and Flickr, and social networking services such as Twitter and Facebook to market their services and resources with mixed success. Blogs and wikis, as well as social networking and information sharing sites such as Facebook, Flickr and YouTube, create new types of content. Information professionals use tools such as RSS (Really Simple Syndication), tagging and bookmarking as a means of promotion.

Connell (2009) study explores that students have negative feelings about the librarians using Social Networking tools to outreach since it may infringe on their sense of personal privacy. So Connell survey suggests that, a library would want to use social network sites effectively, librarians should be cautious in establishing communications and relationships with their student friends and avoid mass friending.

### 3. Scope and objectives

Social media tools are used by the librarian of Odisha universities for provides best library service through it library resources to the users of library during the pandemic condition. Few of the objectives of the study are as below:

- To know about the most eminent social medial tools by library professions.
- They should be aware depth knowledge about the social media tools like- Facebook, Twitter, Instagram, WhatsApp, LinkedIn and YouTube.
- To be analysis the purpose of the services of social media tools by LIS professionals.
- To know about the services of library how it is applicable through social media tools.
- To identify the LIS professionals, who use actively use the social media for promoting the library services and products.

The high growth of population in the present society is very difficult to reach the information where as social media tools are ideal vehicles, the way to get information for pro and cone to its library users. The present study is limited to the use of social media tools to provide library services by the selected LIS professionals of six universities of the Odhisa state. The names of the universities under the study are- Sambalpur University, Utkal University, G.M. University, Berhampur University, Fakirmohan University and North Orissa University.

### 4. Methodology of the study

This study is based upon the quantitative method by using stratified random sampling. A questionnaire containing the questions to cover the use of social media tools for library services during the time of Covid-19 by the librarian. Questionnaires were distributed among the students, research scholars and library professionals of different universities of Odisha. A total of 100 dully filled questionnaires were collected and used for the data analysis.

### 5. Data Analysis and Results

#### 5.1 Demographic distribution of respondents of Odisha state universities

The data for this present study was collected by distributing questionnaires among the library professionals of the six universities located in the Odisha state of India. List of collected questionnaires have been tabulated below in table 1, which explore the demographic profile and the dynamic data collection from the respondents.

Table - 1: Demographic distribution of respondents

S. N.	Universities	Students	Research Scholars	Library Staff	Total
1	Sambalpur University	12	05	3	20
2	Utkal University	10	2	3	15
3	G.M. University	6	2	2	10
4	Berhampur University	15	0	5	20
5	Fakirmohan University	13	1	6	20
6	North Orissa University	15	0	0	15
<b>Total</b>		<b>71</b>	<b>10</b>	<b>19</b>	<b>100</b>

Table 1 shows the questionnaire distributed in different universities of odisha for data collection of the said topic use social media tools among library professionals for library services during the time of COVID-19. A total number of 100 filled questionnaires were collected from various universities, which includes Sambalpur University - 20, Utkal University - 15, G.M. University - 10, Berhampur University - 20, Fakirmohan University - 20 and North Orissa University - 15.

## 5.2 Demographic profile of respondents

It is very important to know the awareness and use of social media tools for communications by the library professionals on the basis of their age and gender. Data related to the number of respondents according to their age and gender are given below in table 2.

Table - 2: Demographic profile of respondents

S. N.	Age	Number of Respondents	Percentage	Gender	No. of Respondents
1	20-30	48	48.0	Male	57 (57.0)
2	31-40	34	34.0		
3	41-50	12	12.0	Female	43 (43.0)
4	51 and above	6	6.0		

Note: Numbers given in brackets represent percentage.

Table 2 clearly shows that majority 48 % respondents belongs to the 20-30 age group, 34% of respondents are between 31-40 age group, 12% respondents are of the age group of 41-50 whereas only 6 % respondents are above 51years. It is also clear from the analysis that 57% are male respondents and 43% are female respondents.

## 5.3 Social media platforms used by the LIS professionals for library services

Library professionals are using various social media platforms like Facebook, Twitter, Instagram, WhatsApp, Youtube, MySpace, etc. in order to provide library services. The data related to the use of various social media platforms is given in below table 3.

Table - 3: Use of social media platforms during lockdown

S. N.	Social media platforms	Number	Percentage
1	Facebook	86	86.0
2	Twitter	16	16.0
3	Instagram	18	18.0
4	LinkedIn	25	25.0
5	WhatsApp	72	72.0
6	YouTube	26	26.0
7	MySpace	9	9.0
<b>Total</b>		<b>100</b>	<b>100.0</b>

Note: Due to the multiple choices answer percentage exceeds 100.

Table 3 shows the various social media platforms used to provide library services to its users. Facebook was used by 86% respondents, and other platforms- Twitter 16%, Instagram 18%,

LinkedIn 25%, WhatsApp 72%, YouTube 26% and MySpace 9% used by the respondents. These tools are used to ensure maximum reach of library services related to the users.

#### 5.4 Preference in use of social media platforms

Use of social media is growing day by day in the libraries, and now it becomes an important medium for both personal and group communications. Frequency of use of social media platforms by the library professionals in order to provide library services is given in table 4.

Table - 4: Preference in use of social media platforms

S. N.	Preference in Social Media	Number	Percentage
1	Always	66	66.0
2	Sometime	23	23.0
3	Rarely	11	11.0
4	Never	0	0.0
<b>Total</b>		<b>100</b>	<b>100.0</b>

Table 4 shows that 66% respondents every time (always) prefers to interconnect via Social Media Tools for library services. 23% respondents sometimes prefers to interact through social media and 11% respondents rarely prefer social media platforms to connect with library services. None of the respondent accepted that they never used social media tools for interaction with the library. Analysis shows the density of user integration in social media.

#### 5.5 Frequency of using social media

A question was asked to respondents to know the frequency of using social media. Table 5 contains the related data.

Table - 5: Frequency of using social media

S. N.	Frequency of use	Number	Percentage
1	Used everyday	22	22.0
2	Used in a week	34	34.0
3	Used fortnightly	15	15.0
4	Used monthly	29	29.0
5	Never used	0	0.0
<b>Total</b>		<b>100</b>	<b>100.0</b>

Table 5 indicates the frequency of social media communication done by the LIS professionals. 34% of respondents do it weekly, 22% do it daily, 15% do it fortnightly and 29% do it monthly. Considering the demand for social media communication it is observed that the daily updating should have been more than the weekly social media communication.

#### 5.6 Top reasons of using social media tool in library

There are many reasons to the use of social media tools by the LIS professional to provide library services. Table 6 contains the data related to the top reasons of using social media tools in the libraries.

Table - 6: Top reasons of using social media tool in library

S. N.	Reasons of using social media tools	Number	Percentage
1	To sharing knowledge resources	70	70.0
2	To keep up with social engagement	39	39.0
3	To manage professional relationships	48	48.0
4	To increase social accountability	22	22.0
5	To analyze social performance	15	15.0
6	To get entertained	19	19.0

Note: Due to the multiple choices answer percentage exceeds 100.

Analysis of table 6 shows that the top reasons of using social media tools “To sharing knowledge resources” by 70% respondents, “To keep up with social engagement” by 39% respondents, “To manage professional relationships” by 48% respondents, “To increase social accountability” by 22% respondents, “To analyze social performance” by 15% respondents, whereas only 19% “To get entertained”. Knowledge resources are the very much valuable resources available in the library holdings. Majority of the respondents accepted this as top reason for using social media tools in order to provide these resources to the library users without any boundaries.

### 5.7 Various components of social media used by library professionals

There are various components and services of the social media tools are available. Due to the less knowledge and familiarity about many of the components, user are not using frequently. Below table 7 contains the data related to the use of various components of social media tools by the LIS professionals.

Table - 7: Various components of social media used by library professionals

S. N.	Various components of social media	Number	Percentage
1	Directly connecting to users	37	37.0
2	Sharing, searching and monitoring of public conversations through groups	13	13.0
3	Use of multimedia, such as written text, pictures, videos, slideshows, etc.	25	25.0
4	Promotion & advertising	8	8.0
5	Metrics and analysis of data	17	17.0
<b>Total</b>		<b>100</b>	<b>100.0</b>

Table 7 indicates the frequency of various components of social media tools used by the LIS professionals. 37% of respondents are directly connected by library professional, the data of library has been shared, searched and monitored to public conversations through group are 13%. The use of multimedia such as text, pictures, videos, audios, and slideshows are severely used by 25%. Promoting and advertisings is an important component of social media tools i.e. 8%. Metrics and data analysis is 17%. By the help of the components of social media we can share the library resources through various social media applications. Majority of the respondents have accepted that these platforms are helpful to directly connecting users with the library services.

## 6. Discussion and findings of the study

The scenarios of the present study as discussed above is that almost all the libraries not only Odisha state university libraries but also the other libraries are using “social media” applications to assist their library services and resources which may be considered as a beneficial way to introduce library services through web technology for the benefit of library and information professionals and its users like, teachers, students and research scholars. The ultimate ideology of using “social media tools” like “Facebook”, Twitter, Instagram, WhatsApp, LinkedIn, YouTube, Blogs, Wikis, MySpace is to promote and disseminate library services and resources by the LIS professionals. Library is a place of knowledge storage and dissemination to its end users. The triumph and gain of the library services furnished can be effective through social media tools only. As the result of this study LIS professionals shall be able to understand the use of social media for promoting the library services and information dissemination.

## 7. Conclusion

The utilization of social media tools has become vastly sustainable in the present digital era in the field of LIS. LIS professionals are also acquiring the deep knowledge through the social media tools like- Facebook, Twitter, Instagram, WhatsApp, LinkedIn, YouTube, Blogs, Wikis, MySpace which help them immensely to promote their library products and e-resources. In the present generation the library users and LIS Professionals both have very efficient and deep knowledge about the social media tools. This study reveals that the most of the users preferred and popular social media tools were Facebook, Twitter, and LinkedIn; which are being used for knowledge sharing, book reviews etc. Considering the ease of access to these tools by the users, LIS professional should focus more on the updation of information provided via these tools. This trend of using social media tools for the marketing of library services mandates the need to educate the LIS professionals and the users about the importance of social media tools which is currently benefiting the visibility of libraries in the digital era.

Social networking brings great opportunities for the university libraries, which basically focused on marketing of library services and to provide reference services. So many users are not aware about the different service provided by librarians such as reservation of books, selective dissemination of information service, current awareness service, library e-resources etc. Librarians are creating awareness programs i.e. library orientations at the beginning of the session and also make them aware of those which are not available in these programs through social media platforms. Many libraries have also developed subject specific blogs and play a leading role in advocating the use of blogs for scholarly communication and commenting on research findings. The use of social networking tools enables librarians to identify library patrons on the social cyberspace and pro-actively provide information to them and provide opportunity to communicate with them. Social networking tools are not only being used as a vehicle for promoting services, programs and new resources but they are also used for reference services and real time communication with users. Presently students are significantly using various social media tools available in the academic setup.

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