

Impact and Magnitude of Social Networking Sites in Higher Education Institute Libraries

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Abstract— The paper describes the impact and magnitude of social media and social networking sites in higher education libraries. The purpose of this paper is to study the users of social media in higher academic institutions and to determine the awareness about social media among librarians of higher academic institutions. The social media is a paradigm for the growth of some of the successful practices among the librarians and leads to the delivery of information to the end users. The result shows that, social media are widely used for the progress of institutional reputation and the gaining magnitude in the Indian scenario also.

Index Terms— Academic Libraries, Social Media, Social Networking, E-Learning.

I. INTRODUCTION

Due to the initiation of technology and communication media the usage of computer networks and smart devices are increasing. The technology has paved the way for revolution in field of education and in particular library science. The libraries are the predominant adopters of any technology and techniques.

Social media are computer-mediated tools that allow people to generate, distribute or substitute information, thoughts, and pictures/videos in virtual communities and networks. Social media is defined as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the conception and substitute of user-generated content. Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. Social media has been broadly defined to refer to the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort and to build relationships.

The existence of social media is growing vigorously, the academic institutes are adopting the social media in large scale and the students are also using these media for their study, recreation, entertainment and for sharing of information among themselves. The social networking sites like Facebook, LinkedIn, Twitter, Wikis and Whatsup are used by almost everyone for collaborating, networking, sharing and generating knowledge and content and all these are features are great impact and value in higher education.

II. FEW WAYS OF SOCIAL MEDIA HELP IN ACADEMIC ENVIRONMENT

Social media plays an important role for easier and convenient to access information, provide information

and communicate in between student and teacher and making use these platforms for their education. Teachers are hosting their lectures live by using twitter, there by the hosting off campus support to the students and also they are hosting the student debates. These kind services will meet the students need, but teachers are to keep pace with the changing nature of learning in the modern world, they should be open to exploring it.

Social media helps professors to be connected to their students off campus as well as with their ex students. Professors use social media as a way of teaching by creating groups and accounts for students where the information can be accessed. Professors can share ideas with each other and point students to LinkedIn and Facebook. Students are allowed to tage their academic post by using teachers hash tags and they can view their submissions.

In this conversation with Scott Talan, an assistant professor in the School of Communication at American University, get insights about the value of social media in teaching. The Scott has adopted the social media in classrooms for marketing of services and these services make them create a footprint in the community and brand themselves professionally. Professors excel in their stream by using facebook pages, twitter accounts, logs and you tube channels.

The Babson survey research group and Pearson has made survey of 4000 teaching faculty of U.S. They have considered the teaching from all disciplines of higher education system and they have examined the impact of social media on personal as well as professional life. The report reveals that, 64.4 percent and 33.8 percent use social media for personal lives and for teaching respectively. When compared to Natural sciences like Mathematics and Computer Science, the faculty of Humanities, Applied Sciences and Social Sciences are using the social media in higher rates. The report also explores that, Blogs and Wikis are used for teaching and Facebook and LinkedIn are used for the professional connections. 88 percent of the teachers are using online video in the classroom for the delivering the lectures.

In every college and university, social media is being integrated in every way possible, including admissions, campus life, alumni relations, and in the classroom. Leading universities like University of Southern California, Ryerson University in Toronto and The Ohio State University have effectively integrated social media for the welfare of their students and teachers. All these universities have their success stories about how social media has helped their professors and learners.

People today are intimately involved with social media at every stage. If you're missing onto the usage of social media you are pushing away a lot of potential audience. Using it in Higher Education Institutions can prove to be a very effective measure.

Wendy Sinclair comments on the social media

"In an attempt to try something different, I began in 2012 with a personal twitter account (@wlasinclair) wondering if anyone was even interested in my posts. I had incorrectly presumed that all of our students would use twitter and even more inaccurately believed that they would communicate with me via twitter".

III. LIST OF SOCIAL NETWORKING WEBSITES

The list of major active social networking websites and the list is not exhaustive and is limited to notable and well known sites.



Figure: Logos of Social networking sites,
Source: <https://makeawebsitehub.com/social-media-sites/>

Sl. No	Name	Description	Date Launched	Global Alexa page ranking
1	Facebook	General: photos, videos, blogs, apps.	February 2004	2
2	Twitter	General. Micro-blogging, RSS, updates	15 July 2006	8
3	LinkedIn	Business and professional networking	May 2003	12
4	Instagram	A photo and video sharing site.	October 2010	41
5	Flickr	Photo sharing, commenting, photography related networking, worldwide	February 2004	48
6	delicious	Social bookmarking allowing users to locate and save websites that match their own interests	September 2003	436
7	Academia.edu	Social networking site for academics/researchers	September 2008	824
8	Ibibo	Talent based social networking site that allows promoting one's self and also discovering new talent. Most popular in India.		1143
9	About.me	Social networking site	October 2009	1,447
10	Google+	General	28 June 2011	NA
11	Classmates.com	School, college, work and the military	1995	3,284
12	LibraryThing	Book lovers	29 August 2005	10,800
13	ScienceStage	Science-oriented multimedia platform and network for scientists		61668
14	Advogato	Free and open source software developers	1999	292,620

IV. 10 BEST AND WORST WAYS SOCIAL MEDIA IMPACTS HIGHER EDUCATION

The social networking communities like facebook and Twitter have millions of users and that's why there is no doubt lot of students are actively engaged in online sharing of information. But the parents have to counteract the bad and positive impacts of social media on their children.

V. WORST WAYS OF IMPACT

- Large number of students believes the information on social media, it reduces the learning and memorizing of information.
- Students are spending more time on the social media, this reduces the performance in academics. Youtube, Facebook, Twitter are brought distractions on the task..
- The students are spending more time on social networking sites, which reduce face to face communication, so they are not able to effectively communicate in person.
- The students are posting their private information online and they are forgetting to filter the information they post.

VI. BEST WAYS OF IMPACT

- Social networking has increased the rate and quality of collaboration for students. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups.
- Social networking sites teach skill they need to survive in the global world. These sites being able to create and maintain connection between people, there-by they can develop a career.
- By spending more time on using social networking technologies will develop more familiarity with computers and other electronic gadgets. With the increased focus on technology will help the students to build skill.
- Customization of profiles make them more aware on design and layout, that may not teach in the academics. Building personal profiles and websites will greatly help them in acquiring the positions in their employment.
- The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

VII. TWEETS ON 10 BEST AND WORST WAYS SOCIAL MEDIA

- @mnjorgensen “Social media isn't replacing the socialisation of our young adults, it has augmented it, and the significant majority of young adults using these online resources KNOW that”
- @peter miles “I don't have a negative feeling about social media in education, sometimes, its what matters for the smart ones. Great insights though”
- @jmsinnz “Students who spend a great deal of time on social networking are less able to effectively communicate in person”

VIII. CONCLUSION

Social media and social networking sites are playing an important role in disseminating the information to the students, teachers and universities and it also improves the higher education system. The social media has wide impact and magnitude in transfer of information, sharing, retrieving and disseminating the information among them. The teacher delivers the lecture notes and information to the students by using the Whatsup, facebook, Youtube, LinkedIn, Instagram etc. The social networking has increased the speed and excellence collaboration among teacher and students. Users can upload pictures, videos or stories can share their works easily and speedily. They can get instant feedback from their friends and family on their works, so that they can refine and revise their artistic abilities. This helps them and builds up confidence for their career path they want to pursue.

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