

**SOCIAL MEDIA: A PLATFORM FOR DISSEMINATING INFORMATION IN
COLLEGE LIBRARIES**

Laxmibai S Kattimani, Librarian^{SGL}, Govt. First Grade College Raibag.

Dr.Maranna O, Professor, Department of Library and Information Science, Rani Channmma
University, Belagavi. Karnataka, India.

Dr. Prakash M H. Librarian^{SGL} Sir M V Govt. Arts and Commerce College Bhdravathi.

Abstract

This article highlights on the dissemination of information to students and staff via the use of social media platforms has become more common in academic libraries over the last several years, especially post COVID 19 pandemic. Now the use of social media has the potential to become an effective instrument for the promotion of the library as well as the library's resources in the academic scenario. Thus, it has become imperative to assess the role played by social media plays in disseminating information in college libraries. Thus, this has been assessed in the present research. Herein, multivariate regression has been used for assessing the same. The research found a positive result thus focusing in the direction of significant role being played by social media in disseminating information in college libraries.

Keywords: Collage libraries, social media, information, academics

Introduction

Use of Social media Academic Libraries

The dissemination of information to students and staff via the use of social media platforms has become more common in academic libraries over the last several years. Communication with users, promotion of library services and resources, and provision of updates on library news and events are all accomplished via the use of social media platforms such as Facebook and Twitter (Mensah & Onyancha, 2021; Rahmawati & Rahmi, 2021). In addition, social media is being used as a method for connecting with users who are not physically present in the library. This may be accomplished, for example, via the use of library blogs and podcasts. Even though the use of social media in academic libraries is still in its infant stage, it has the potential to become a significant tool for marketing the library and the resources that it provides (AlAwadhi & Al-Daihani, 2019).

There are several advantages to using social media platforms in academic libraries. To begin, the various social media platforms provide users a fast and simple method of communicating with one another. In addition, libraries may utilize social media to publicize their services and resources, as well as keep patrons informed of recent happenings and upcoming activities at the institution (Yalung et al., 2020). In conclusion, social media may be used to engage with people who are not affiliated with the library. This can be accomplished, for example, via the usage of library blogs and podcasts. In academic libraries, the use of social media has the potential to become an effective instrument for the promotion of the library as well as the library's resources (Harrison et al., 2017).

Literature Review

Social media and academic and non academic information distribution in libraries -Work done so far

The term "dissemination" refers to a kind of information alerting service that aims to keep people updated about the latest happenings in their respective areas of expertise and areas of interest. Information is disseminated to an audience via dissemination, which is fundamentally distinct from communication in that it does not include direct contact with the recipient and does not include a direct response or clarification approach comparable to that of a discussion or dialogue (Williams et al., 2021). As a result of this, information dissemination refers to the process of communicating and disseminating one's thoughts and ideas as well as one's acquired knowledge via the interchange of ideas and communications such as symbolism, signs, speeches, pictures, signals, writing, or actions.

Communication refers to the meaningful sharing of information that takes place between two individuals or among a set of people (Infante-Fernández & Faba-Pérez, 2017). The process of transmitting information to diverse target groups through predetermined routes and forms of media is referred to as the dissemination of that information. The activities of information distribution include conferences, meetings, festivals, and processions; the mediums of information transmission include journals, newspapers, radio, television, and video. The act of disseminating information is carried out by professionals such as librarians, journalists, advertisers, public relations personnel, camera crews, and newsreaders (Da Silva Teixeira, 2021). The technologies of disseminating information include telephones, desktop computers, satellite communications, and the internet. In the past, researchers have summed up information distribution by defining it as the conduit via which facts are connected to the appropriate individuals and organizations. Without the proper technology in place, none of these things are likely to be accomplished.

According to industry professionals (Ogonu et al., 2020), information distribution refers to the conveyance of knowledge to the receivers who are supposed to receive it while simultaneously fulfilling specific conditions such as latency, dependability, and so on. Information dissemination may be seen as a preemptive information network that is aimed to educate and enlighten diverse user groups on social, economic, and educational concerns, challenges, and opportunities that are of interest to them (Hamad et al., 2022). It involves careful planning, the collecting of data, the arrangement of that data, and the storage of it before it can be sent to the intended recipient.

In the recent years, social media has developed as a significant medium for the dissemination of information in libraries. While libraries have long been seen as a source of information and knowledge, this perception has begun to shift in recent years. The users of a library may engage with library personnel via the usage of social media, which can also be used to communicate news and events, as well as promote library services and resources. The ability to link library patrons with library employees is one of the most significant benefits that may be gained from using social media in libraries. Users may connect with library personnel who can assist them with their research if they ask questions, get information about library services and resources, and receive answers to their inquiries via the use of social media (Joy et al., 2021).

According to the findings of some researchers (Quadri & Adebayo Idowu, 2016; Rahmawati & Rahmi, 2021), there are really six distinct categories of social media platforms. These categories include collaborative projects, blogging and microblogs, online forums, networking sites, practical gaming worlds, and virtual social worlds. A few examples of such technologies are blogs, the sharing of pictures and videos, vlogs, wall posts, email, text messaging, music sharing, crowd funding, and voice over Internet Protocol. There is the potential for a number of these social-media services to be merged together using aggregator services for social media.

In addition, the news and activities that are taking place at the library may be shared through social media. Through the use of social media, libraries are able to keep the community informed about the latest library news, offer information about new resources, and promote upcoming special events. Last but not least, libraries may advertise their services and resources through social media platforms (Mensah & Onyancha, 2021). The use of social media by libraries allows for the promotion of new databases, the highlighting of particular collections and the dissemination of information on research assistance services.

In general, social media is a potent instrument that is capable of being used in libraries to aid in the dissemination of knowledge (Quadri & Adebayo Idowu, 2016). Social media, when utilized correctly, may facilitate user connections with library personnel, the dissemination of information about current affairs and upcoming events, and the promotion of library services and resources.

Gap Identified

Being a comparatively new concept, not much research has been conducted in assessment of the association between social media and academic and non academic information distribution in college libraries. Whatever researches are available have either tried to assess the challenges and opportunities or factors leading to use of social media in collage libraries. No research was found to

exist which focuses on assessment of role (if any) played by social media in disseminating information in libraries. The researches were found to be even scarcer in the Indian scenario. Based on the above discussion, the research question being addressed in the present research is-

Does social media plays a significant role in disseminating information in college libraries?

Research Methodology

The population of the research comprises of library staff working in different collage libraries in the state of Karnataka. Snow ball sampling has been used. The present research has adopted the scale for assessing the role of social media in collage libraries from a research conducted by Bello & Idowu, (2022).

A total of 250 questionnaires were distributed. The research received 216 completely filled responses which were then considered to be the sample size. Hypothesis testing has been conducted in the research. The hypothesis to be tested is as follows-

H₀₁: There is no significant association between social media and academic and non academic information distribution in college libraries

H_{A1}: There is a significant association between social media and academic and non academic information distribution in college libraries

Herein, multivariate regression has been used for hypothesis testing.

Data Analysis and Discussion

For assessing if there is a significant association between social media and academic and non academic information distribution in college libraries, multivariate analysis has been conducted as follows-

Effect		Value	F	Hypothesis df	Error df	Sig.
Social Media	Pillai's Trace	2.018	15.561	45.000	1035.000	.000
	Wilks' Lambda	.000	99.590	45.000	911.171	.000
	Hotelling's Trace	742.523	3323.205	45.000	1007.000	.000
	Roy's Largest Root	740.636	17034.623 ^b	9.000	207.000	.000
a. Design: Social Media						

Table 1: Multivariate Tests

It can be inferred from Table 1 above that the result that the independent variable “social media” is statistically significant as there significance level is less than 0.05. The Wilks' Lambda value for “social media” was found to be 0.000. The more the value of Wilks' Lambda is close to 0, the more the variable is explaining the variance in the dependent variables. This means that the social media is contributing fully to the model.

Further, small F values of “social media” point towards acceptance of the alternate hypothesis. Thus it can be stated that there is a significant association between social media and academic and non academic information distribution in college libraries.

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	B1	1473.750 ^a	5	294.750	953.138	.000
	B2	1989.012 ^b	5	397.802	308.603	.000
	B3	1091.933 ^c	5	218.387	377.495	.000
	B4	2716.491 ^d	5	543.298	466.931	.000
	B5	1249.434 ^e	5	249.887	494.776	.000
	B6	1380.608 ^f	5	276.122	839.601	.000
	B7	1679.608 ^g	5	335.922	453.218	.000
	B8	1532.740 ^h	5	306.548	3542.191	.000

	B9	1761.143 ¹	5	352.229	1354.796	.000
Social Media	B1	1473.750	5	294.750	953.138	.000
	B2	1989.012	5	397.802	308.603	.000
	B3	1091.933	5	218.387	377.495	.000
	B4	2716.491	5	543.298	466.931	.000
	B5	1249.434	5	249.887	494.776	.000
	B6	1380.608	5	276.122	839.601	.000
	B7	1679.608	5	335.922	453.218	.000
	B8	1532.740	5	306.548	3542.191	.000
	B9	1761.143	5	352.229	1354.796	.000
Error	B1	65.250	211	.309		
	B2	271.988	211	1.289		
	B3	122.067	211	.579		
	B4	245.509	211	1.164		
	B5	106.566	211	.505		
	B6	69.392	211	.329		
	B7	156.392	211	.741		
	B8	18.260	211	.087		
	B9	54.857	211	.260		
Total	B1	1539.000	216			
	B2	2261.000	216			
	B3	1214.000	216			
	B4	2962.000	216			
	B5	1356.000	216			
	B6	1450.000	216			
	B7	1836.000	216			
	B8	1551.000	216			
	B9	1816.000	216			
a. R Squared = .958 (Adjusted R Squared = .957)						
b. R Squared = .880 (Adjusted R Squared = .877)						
c. R Squared = .899 (Adjusted R Squared = .897)						
d. R Squared = .917 (Adjusted R Squared = .915)						
e. R Squared = .921 (Adjusted R Squared = .920)						
f. R Squared = .952 (Adjusted R Squared = .951)						
g. R Squared = .915 (Adjusted R Squared = .913)						
h. R Squared = .988 (Adjusted R Squared = .988)						
i. R Squared = .970 (Adjusted R Squared = .969)						

Table 2: Tests of Between-Subjects Effects

It can be inferred from Table 2 above that all the factors of dissemination of information in college libraries (B1-B9, Appendix 1) are statistically significant as the p value of all the factors is .000. Thus, null hypothesis has been rejected and it can be stated that there is a significant association between social media and academic and non academic information distribution in college libraries. Further, the highest R-value that is .988 can be observed to be possessed by B8 that is “Social media is a perfect way for lecturers and students to interact”. This means that independent variable contributes maximum (98.8%) to B8. In a research conducted by Ansari & Khan, (2020) it was found that social media plays an important role in collaborative learning and facilitates the students and teachers to interact during long distance lectures. Thus the findings of this research are similar to the findings of the present research thereby supporting the present research.

Conclusion

Owing to increasing importance of social media in different sectors, including the education sector, it has become significant to assess if social media plays any role in disseminating information in college libraries. This was the chief aim of the present research and positive results were found. The technological innovation and increased use of the internet by the students has increased the use of social media in higher education institutions. Owing to this the libraries of the colleges have not been untouched. As a matter of fact, social media has brought revolutionary changes in communication pattern and the way in which information and knowledge transfer takes place in the college libraries as well. This statement has been well supported by the findings of the present research as it found in the present research that a positive significant association between social media and academic and non academic information distribution in college libraries.

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