

Aware and Use of Social Network Media among Academic User

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Abstract

The compact tiny research study finds the best social network media for promoting the academic library based on the structured questionnaire among academic users from the engineering colleges, and the arts and science colleges. The WhatsApp and Facebook have been highly accessed by academic users for their personnel as well as educational rather than other media in this report.

Keywords: Staff, student, social network media, academic library, academic user, WhatsApp and Facebook

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INTRODUCTION

At the present scenario the Social Network Media (SNM) has become practically an important one in the making of communication (Al-Rahmi et al., 2013) [1], for transferring the information such as image, graphics, audio and video in the short period of time (Ziqing and Jinping, 2013) [2] with the help of ICT. SNM applications are typically used by millions of citizens across the world for different reasons on the regular basis (Al-Rahmi et al., 2014) [3] for getting their maximum satisfaction.

SNM is a modern interactive communication channel, through which people can interact with one another, share ideas, experiences, pictures, messages and information of interest (Helen N. Eke Miss., et al. 2014) [4] and SNM enables to construct the new web based family among the public people (Boyd and Ellison 2007) [5].

However, the education systems of government sector as well as private sector also depending the SNM for promoting their mission and vision at the broad level to attain maximum profit with the minimum effort. In the world, SNMs many tools are highly useful for academic users, students, research scholar and staff member from higher education for the purpose of learning, interaction, collaboration and sharing, and etc. (Chai-lee, 2013 and Al-Rahmi et al., 2014) [1, 3].

Hence, academics users are increasingly using social media, and are expected to have a professional online presence (Gruzd, Staves and Wilk, 2011; Gruzd, Staves and Wilk, 2012; Markgren, 2011) [6, 7].

In the current scenario, the academic user should understand the technical devices of all the SNM particularly in popularizing SNM for supporting the research and academic development activities by sharing thoughts and ideas, collaborate with their network in the meaningful communication (Fatima K. Espinoza Vasquez, et al. 2015).

STATEMENT OF THE PROBLEM

Most of the academic libraries are going to decrease level in the use of library sources, of course user does not interest to come to the library because of, they have smart mobile phone with unlimited data networking facilities and also in nowadays SNM is making huge level indirect virtual communication rather than peer to peer direct communication with the help of ICT (Pankal Singh Yadav et al., 2013) [8] to the people in the universe where the academic users could access the unlimited course materials at free of cost. Academic institutions also are increasingly using SNM (Gruzd et al., 2012) [6] for promoting academic activities.

The explanations and addressing about SNM (Department for World and Permission, 2014)

[9] do not signify one in this survey whereas how to SNM observe the people's mind and the delivery of information is the most powerful one in the academic research in higher education at a present circumstance. This research survey came to observing that educational materials should be reshaped as like user convenience in the electronic channel. Before designing the materials, this study plans to identify that whether users could utilise the SNM in a fruitful way to get maximum satisfaction. This research tries to get better social network media for strengthening the academic platform.

OBJECTIVE

1. To understand the different kinds of social network media
2. To create awareness about SNM
3. To examine the user's attitude in the use of social network media
4. To develop or reshape the educational materials as user like
5. To find out the opt social network media

SCOPE AND LIMITATION

This survey was carried out within a limited border of two different academic institutions in the engineering and the arts and science fields in Namakkal district in Tamil Nadu, India.

RESEARCH QUESTIONNAIRE DESIGN

This survey has prepared hundred structured questionnaires with optional given to feed the words about social network media as the respondent's language style, after that the 60 and 40 questionnaires were distributed randomly to the engineering college users, and the arts and science college users respectively. The analysis has been made with the help of simple percentage calculation for different tables and graphical representation also provided as required there.

REVIEW OF LITERATURE

This study has observed from the senior publications of research literature which has been ordered chronically for making the proper output as follows;

1. The message and contents could be viewed in easy one today through social media, where providing incalculable offers as per statement of Erick J. Martin (2017) who

evaluated that "the state of social media 2017" in the magazine of E-content.

2. Being utilized the social media, the individual psychological characteristics, social influences, information quality and system usefulness are the leading factors were pointed by Murad Ali et al. (2016) [10].
3. According To Sandra Okyeadie and Ismail Nizam (2016) [11], suggested that the time and health have been overlooked when academic students were engaging the social media, which was printed in international journal of education, learning and training.
4. According to Helen N. Eke, Charles D. Omekwu, and Nneka Jennifer Odoh (2014), the government should take some preventive measure to ensure the social media usage by undergraduate students.
5. Like the previous statement, academic graduate should be informed the perils associated with using social networking media cautiously as per government terms and conditions and it has been evaluated by Shivani Arora (2014) [12] on management convergence.

ANALYSIS AND RESULT

Table 1 shows that status of a questionnaire which was received from the academic users such as student and staff of the engineering colleges, and the arts and science colleges. The 74% of the questionnaires were received out of 100 questionnaires distribution. The received questionnaire has shown that there was no much difference in gender-wise as well as an academic institution-wise in Figures 1 and 2.

As significant results in respondent's response were absolutely well and good, particularly from the staff of user category; the staff has been highly dominated in replying of questionnaires as per the Table 1.

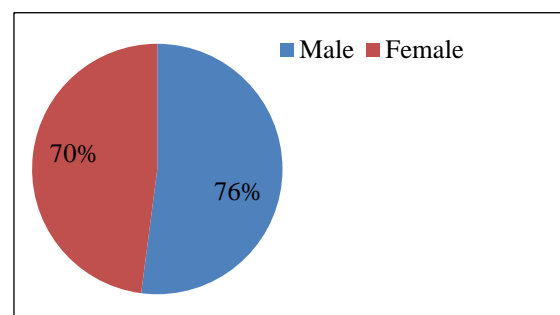


Fig. 1: Gender-Wise Questionnaire

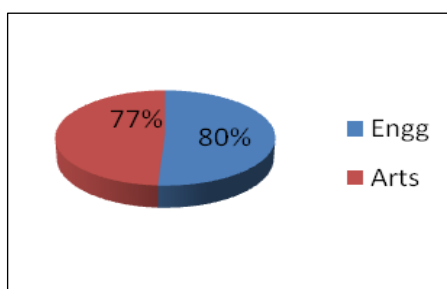


Fig. 2: Academic Institution-Wise Questionnaire

Table 1: Questionnaire Status.

Category	Student	Staff	Engineering	Arts
Male	36/45	10/15	(52/65) 80%	(27/35) 77%
Female	22/30	6/10		
Total	58/75	16/25		
	74%			

1. Based on the questionnaire analysis, 65% of the academic users of student (53%) as well as staff (12%) have fully utilized the social networking media for the purpose of entertainment rather than education and business in the category of purpose of SNM with help of Table 2. On the other hand, the academic user of staff only has utilized the SNM for the purpose of education and business has been dominated when capered to entertainment which has shown in the Figure 3.

Table 2: Purpose of Social Network Media.

Category	Education	Business	Entertainment	Total
Student	22%	6%	53%	58
Staff	25%	38%	12%	16

2. In the Figure 4, another one of the analyses in this study has evaluated on priority, giving to utilize SNM by academic user, where WhatsApp and Facebook have placed in first and second level in the giving priority for fulfillment the user needs and their satisfaction. The rest of them, there were no much level in selecting the SNM for promoting their aims and achievement. However, the academic staff in the user category who has given huge priority WhatsApp, Facebook and ResearchGate. Whereas the in the student category, nobody aware on ResearchGate and Mendeley of SNM.

3. Table 3 indicates that how much time spending on SNM by academic user frequently. Approximately 56% of the staff has spent the time maximum within 2 hours only but in the student category 59% was the highest spending time in the “above 2 hours category. The beauty of this research study that attitude of the both users (staff and students) in the time spending category, was 5% and 6% in the within 1 hour category of spending time.

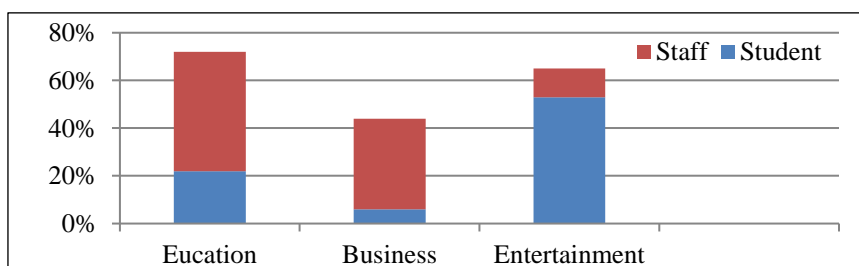


Fig. 3: Purpose of Accessing

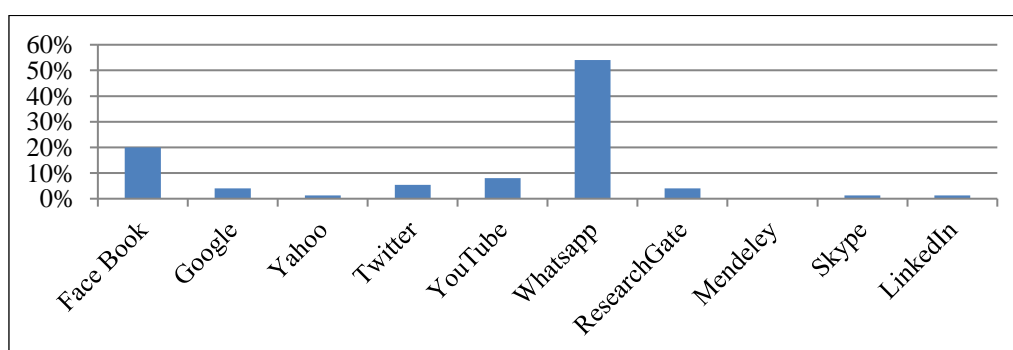


Fig. 4: Giving Priority Accessing.

Table 3: Time Spending on Social Network Media.

Category	Within ½ hour	Within 1 hour	Within 2 hours	Above 2 hours	Total
Student	15% (9)	5% (3)	20% (12)	59% (34)	58
Staff	25% (4)	6% (1)	56% (9)	12% (2)	16

Table 4: Service Satisfaction on Social Network Media.

S. No.	Social Network Media	Very Excellent	Excellent	satisfaction	Not Bad	Total
1	Face Book	21%	36%	36%	6%	90
2	Google	26%	28%	39%	7.3%	82
3	Yahoo	8%	16%	5%	70%	61
4	Twitter	15%	25%	38%	22%	48
5	YouTube	14%	36%	35%	15%	88
6	WhatsApp	18%	33%	41%	7%	175
7	ResearchGate	7%	3%	7%	27%	58
8	Mendeley	2%	0	0	98%	52
9	Skype	7%	27%	16%	49%	43
10	LinkedIn	0	0	2%	98%	43
Total		14% (104)	24% (182)	27% (201)	34% (253)	740

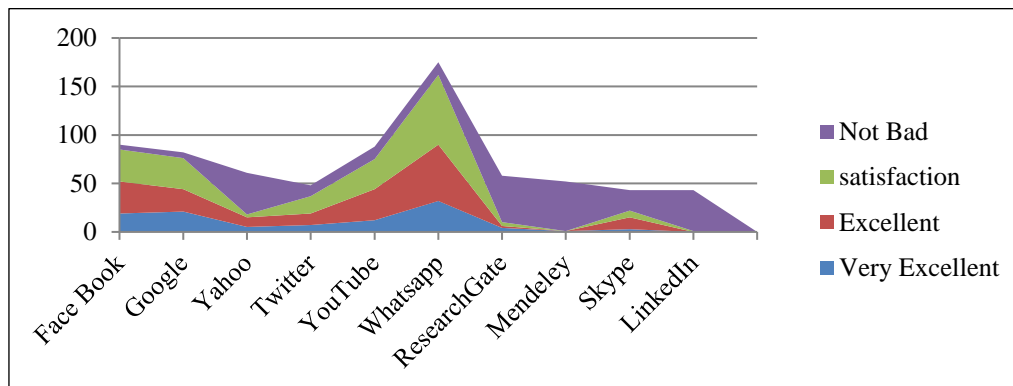


Fig. 5: Service Satisfaction on Social Network Media.

4. Today, it is very an important and necessary analysis one in user satisfaction on SNM, which has been examined in Table 4. In this survey questionnaire, 740 votes were placed by 74 users for 10 SNM against their services have been categorised into four, such as very excellent, excellent, satisfactory and not bad. Among users community, 34% of “not bad”, was the highest in service satisfaction followed by satisfaction (27%), excellent (24%) and very excellent (14%).

Most of the users have voted in the “Not Bad” as a category of SNM such as LinkedIn (98%), Mendeley (98%), Yahoo (70%), and Skype (49%). The serious doubt came while the data were analyzed, and it was confirmed after making oral communication with academic users, then and there, beside this study says that

the users were not in the service of SNM, whereas they were not aware of those kind of media.

In addition to that, Figure 5 shows that excellent and very excellent in the service category was meant full suggested by users in the following media like as WhatsApp, Facebook and Google. In this study, WhatsApp was the highest velocity in the usage except “not bad” category. At the same time, the Google network media was remarkable gateway rather than Yahoo in the user view.

CONCLUSION

The aforementioned analysis of this study shown that all the kinds of academic users such as staff and students from different educational institutions have accessed the social network media without limits. By analyzing the data, the

study is confirmed that the WhatsApp and Facebook have been highly priority given by academic users than other media. Moreover the SNM is also significant impact one in the educational platform in the present scenario, where the health and time of the academic users have to be taken in account for making better than best solution. And also this study recommends that the government and educational board should monitor and take preventive measure to save the users in a grand manner.

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