

USING PATTERN OF FACEBOOK AMONG LIS STUDENTS OF WEST BENGAL FOR INFORMATION SHARING PURPOSE

SHASHANKA GOSWAMI¹

¹Library Assistant, Management Development Institute Murshidabad

Email: Shashanka.g@mdim.ac.in/shashankaju87@gmail.com

Abstract: Facebook is a largest most popular such network had over 2 billion active users. In digital environment librarian gets the opportunity to search and to share ideas among the same profession. The purpose of the study is to investigation the use of Facebook among LIS student of 4 reputed university. Therefore, structured questionnaire consisting of demographic information, usage professionalism associated with Facebook etc. was prepared to gather the data.

Keywords: Facebook, Information Sharing, LIS student, SNS

1.INTRODUCTION: In a digital web environment, the librarian gets the opportunity to search different web sites, e-journals etc. as well as to share ideas among the same professions groups using e-mails, audio/video conference etc. through social network sites.

Thus, the information transfer system is concerned with the unit of knowledge from point of origination, leading to its dissemination; to users after passing through a chain of processes includes computer technology and programming systems. (Bose, 1986)

These tools encourage library professionals to share their ideas, thoughts, and feelings and they provide a virtual platform to review the various resources.

Online forums are discussion sites where participants hold conversations that are posted to a discussion board. Forums are usually focused on a

specific topic, product or event. Online blogs are personal journals published on the Internet. Blogs are often created and maintained by an individual or occasionally by a small group with the goal of propagating an agenda centered on a specific topical area. (Osatuyi, 2013)

2. A Synoptic View of Facebook is given below:

URL: www.facebook.com or www.fb.com

Launch: 4th February, 2004.

Founded at: Harvard College, USA

Founder: Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes

Headquarters: Menlo Park, California, USA.

Ownership: Private, Owned by Facebook.

Written in: C++, PHP (as HHVM) and D language

Registration: Required

Total no of user: **2 billion**

3. Literature Review:

Acquisti & Gross (2006) revealed that age and student status are most important factors in determining the face book membership, though the privacy concerns also play a crucial role, but only for non-graduate students. Majority of the members are aware of the visibility of their profiles and they rely on ability to control the information they disseminate. However, they document the significant dichotomies between specific privacy concerns and information revelation behavior.

Bhardwaj (2014) how library and information science professionals working in higher education institutions in India integrate social networking sites (SNS) into their routine work. These information professionals use SNS to socialize, keep themselves up-to-date, find jobs, and acquire information about conferences and seminars in their respective fields. Some of the legitimate concerns of library and information science professionals are privacy and cyber bullying **Golwal, Kalbande & Sonwane** (2012) why and how LIS Professionals use Facebook, one of the most popular social networking site, and understanding its impact on education and social interaction. The aim of this study is to examine the purposes of Facebook use in Library and Information Science (LIS) Professionals sample and explore time investment of the professionals to Facebook social network site. **Hakak and Jan** (2016) Social networking sites have become an important social and instant platform for computer-mediated communication. The study reveals that there is complete awareness about social networking among library professionals of Kashmir University. The study also reflects that Facebook has got the maximum membership in comparison to other SNS. **Paul** (2014) online social networking platforms have given a new direction in promoting library products and services. Social networking is becoming more important for libraries and many libraries are finding that when they use properly it can be a great tool to save effort, money and promote library services and collections.

The present study is similar in nature to some of the studies cited above. The review of these studies by scholarly persons enabled the researcher to gain a better understanding and perspective of the subject.

4.1 Aims and Objectives of this Study: The study had the following objectives-

- To find out the use of Facebook by library and information (LIS) student among different university of West Bengal.
- To know the specific use of Facebook by LIS students in academic/research work.
- To uncover the adoption techniques, access tools, and purposes of Facebook.
- To find out the benefits and effects of using Facebook.
- To identify problems and risks associated with the use of Facebook.

4.2 Scope & Limitations: The scope of the study is restricted to the LIS students of four well reputed universities.

4.3.1 Name of the Universities:

- ❖ Jadavpur University
- ❖ University of Calcutta
- ❖ Rabindra Bharati University and
- ❖ University of Kalyani

The survey and interview was conducted during the period from 25th July 2017 to 05th August 2017.

I could not meet with BLISC students of the University of Calcutta for their final examination. I could not meet with MLISC (1st semester) students of University of Kalyani and Rabindra Bharati University the new season had not started.

4.4 Methodology: The study is based on interview and survey method was adopting using questionnaires. The questionnaires were distributed among 132 various students of different university. On the basis of responses received data was tabulated and analyzed using MS Excel.

5. Data Analysis and Interpretation: LIS department of four universities e.g. Jadavpur University, Rabindra Bharati University, University of Kalyani and University of Calcutta have been covered.

Data collected through questionnaire given and interview taken among the student of the said department of four universities

The data is analyzed in view to the objectives mentioned in the study as follows:

Table 1: University wise analysis of respondents

	Respondents	Percentage
J.U	65	49.25%
R.B.U	15	11.36%
K.U	12	09.09%
C.U	40	30.30%
Total	132	100%

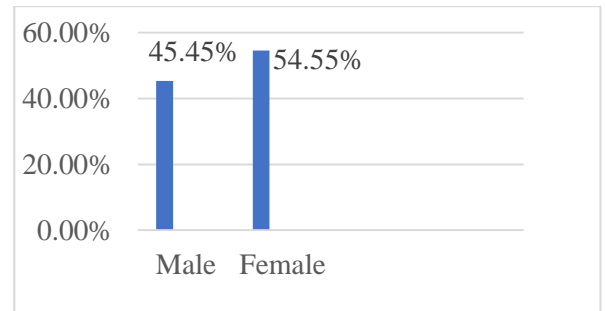
The result of this shows that out of 132 respondents 65 (49.25%) are J.U, 40 (30.30%) are C.U, 15 (11.36%) are R.B.U and 12 (09.09%) are K.U.

Table 2: Age wise analysis of respondents

	Respondents	Percentage
Less than 21	19	14.39%
21+	51	38.63%
25+	45	34.09%
30+	08	06.67%
'Age' information was not available	09	06.82%
Total	132	100%

The above table depicts the ages of respondents. Most of the respondents are 21+ (38.63%) ages and 34.09% respondents are 25+ ages.

Figure 1: Gender wise analysis of respondents



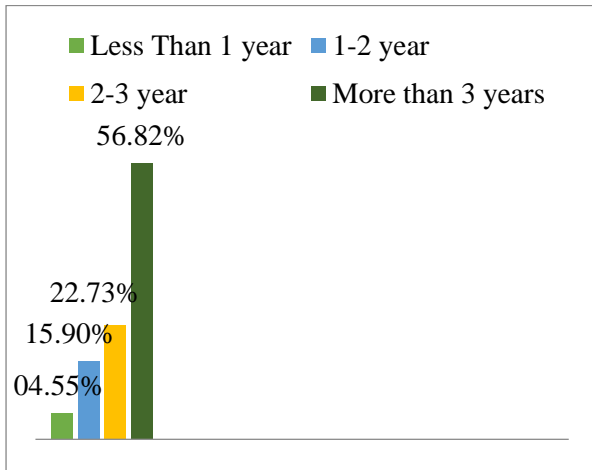
The result of this study shows that out of 132 respondents 60 (45.45%) are male and 72 (54.55%) are female.

Table 3: LIS Course wise analysis of respondents

Course	Respondents	Percentage
3-Year B.A. /B.Sc. (Honours) in Library and Information Studies	10	7.57%
BLISC	43	32.57%
MLISC (with MLDL)	44	33.34%
2 years integrated MLISC	12	9.09%
5-Year Integrated MLISC	23	17.43%
Total	132	100%

The table no.3 shows that out of 132 respondents 32.57% are BLISC students and 33.34% are MLISC (with MLDL) students. 17.43% are 5 years integrated MLISC students and 09.09% are 2 years integrated MLISC students and 3 years B.A or B.SC is 07.57%.

Figure 2: Year wise analysis of respondents



Most of the respondents of student are used Facebook more than 3 years (56.82%) and 22.73% respondents are used Facebook 2-3 years. 15.90% respondents are used Facebook 1-2 years and 04.55% respondents are used Facebook less than 1 year.

Table 4: Operating Facebook on

Operating SNS	Respondents	Percentage
PC	13	09.84%
Mobile	79	59.85%
Both (PC & Mobile)	40	30.31%
Total	132	100%

It is clear from the above table that most respondents are operating Facebook on Mobile (59.85%) and 30.31% respondents are operating Facebook on both (PC & Mobile). 09.84% are operating Facebook only PC.

Table 5: Frequency of use of Facebook

Frequency	Respondents	Percentage
Daily	107	81.07%
Twice in a Week	10	07.58%
Fortnight	00	00%
Monthly	01	00.75%
Occasionally	14	10.60%
Total	132	100%

It is observed in the study the out of 132 respondents 81.07% of student are use Facebook daily basis, 07.58% used it twice a week and 10.60% occasionally used of Facebook respectively.

Table 6: Member of LIS groups or forums

	Respondents	Percentage
Less than 10	96	72.73%
10 to 30	22	16.66%
30+	14	10.61%
Total	132	100%

The respondents are asked about the membership of groups or forums available on Facebook and 72.73% stated that they are members of less than 10 groups or forums, whereas 16.66% revealed that they were members of 11 to 30 groups or forums; 10.61% reported more than 30 groups or forums they are members.

Table 7: Purpose of using Facebook

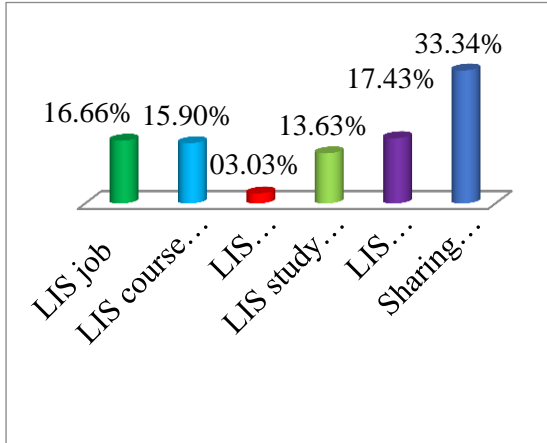
	Respondents	Percentage
Sharing information	24	18.18%
Find information	28	21.22%
Professional activities	04	03.03%
Searching job	02	01.51%
Share your experience	03	02.57%
Others	06	04.54%
Use more than 1 type	65	49.25%
Total	132	100%

(Multiple answer permitted)

It is revealed from the above table that 18.18% student are used Facebook sharing information, 21.22% to use find information, 03.03% of users to use to professional activates, 01.51% used to searching jobs and 02.27% used to sharing

information, 04.54% used to others. 49.25% respondents may use more than one type.

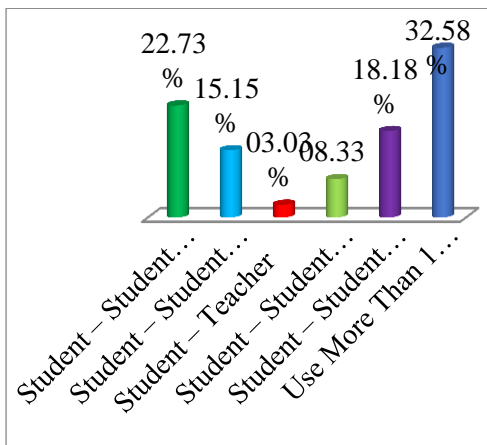
Figure 3: Types of information sharing on Facebook



(Multiple answer permitted)

It is revealed from the above table or chart that 16.67% student are information sharing on Facebook LIS job, 15.90% to information sharing LIS course oriented, 03.03% of user's information sharing LIS conference or seminar, 13.63% used for LIS study materials and 17.43% used for LIS problem discussion. 33.34% respondents may use more than one type.

Figure4: Sharing information to



(Multiple answer permitted)

It is revealed from the above Figure that 22.73% student are sharing information to on Facebook

student to student of same subject, 15.15% sharing information to student to student of same university, 03.03% of user's sharing information to student to teacher, 08.33% sharing information to student to student of different subject and 18.18% student to student of different university. 32.58% respondents may use more than one type.

Table 8: Types of document (file) sharing on Facebook

	Respondents	Percentage
Doc (Word)	06	04.54%
Pdf	27	20.46%
Image (jpeg, png etc.)	17	12.88%
Video	05	03.78%
Use More Than 1 Type	77	58.34%
TOTAL	132	100%

(Multiple answer permitted)

It is revealed from the above table that 04.54% student are sharing doc (word) file on Facebook, 20.46% sharing pdf file, 12.88% of user's sharing image, 03.78% sharing video file. 58.34% respondents may use more than one type.

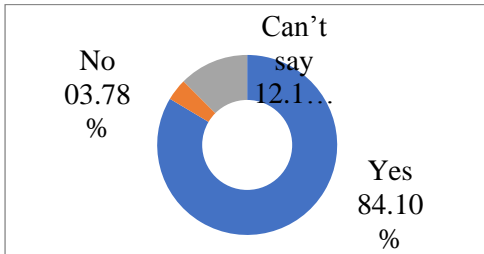
Table 9: Benefits of using of Facebook

	Respondents	Percentage
Sharing knowledge	68	51.52%
Learning Participation	34	28.79%
Both (Sharing Knowledge & Learning Participation)	26	19.69%
Total	132	100%

It is revealed from the above table or chart that 51.52% student are using Facebook for benefits of sharing knowledge, 28.79% using learning

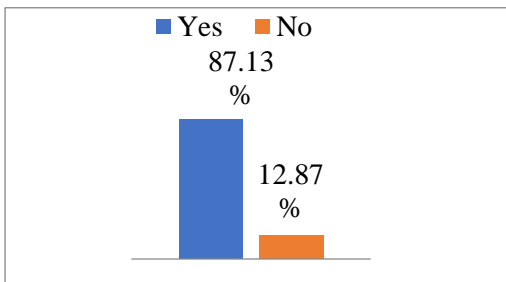
participation purpose. 19.69% respondents may use both.

Figure 5: Facebook help to improve the LIS Profession



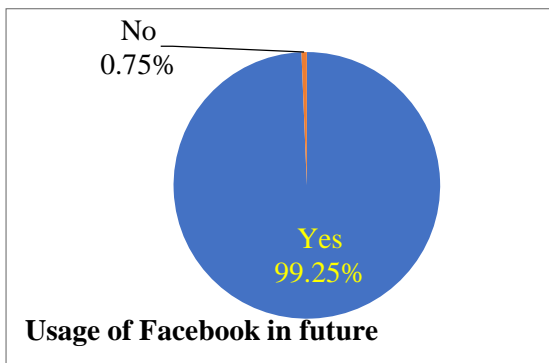
It is observed in the study the out of 132 respondents 12.12% of student are cannot say about Facebook helps to improve the LIS Profession, 84.10% says yes, and 03.78% says no.

Figure 6: Trust on Information from Facebook



It is observed in the study the out of 132 respondents 87.13% of student are trust on Information from Facebook, and 12.87% says no.

Figure 7: Usage of Facebook in future



It is observed in the study the out of 132 respondents 99.25% of student are say about using Facebook in future, 00.75% says no.

Conclusion:

Undoubtedly, the use of SNS is accepted worldwide in all sectors. Many services are available through these sites, but there are also certain risks and problems associated with SNS, such as privacy and cyber bullying. The future of SNS is vast and it solely depends on its application that benefits the professionals. The most significant reason behind using SNS is to promote the various library resources and services.

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