

USE AND GRATIFICATION OF SOCIAL MEDIA NETWORKS (SMNS) BY THE LIBRARY USERS OF ARYA PG COLLEGE, PANIPAT: A STUDY

Pardeep

Ph.D. Research Scholar

Department of Library & Information Science

SRM University, Delhi NCR -Sonapat

Email-id pardeepbeniwal1990@gmail.com

Dr. Sonu Kumar

Deputy Librarian

Faculty of the Department of Library & Information Science

SRM University, Delhi NCR -Sonapat

Email-id librarian@srmuniversity.ac.in

Abstract: This study aims to inquire about the use and gratifications of Social Media Networks (SMN) among the library users of Arya PG College, Panipat. The study is based on a survey method and convenience sampling has been used for data collection along with a close-ended questionnaire. A total of 123 valid responses have been recorded of which 56.1% of library users are female and the remaining 43.9% are male. All the respondents are using the college library. The most popular social media network is WhatsApp (M=4.829). The highest gratification has been shown towards entertainment and enjoyment where library users help to have some light movement with friends (M=4.024) and SMNs help to relax (M=3.732). The lowest gratification is mainly towards self-discourse where library users hesitate to disclose intimate and personal things through social media networks (M=2.634).

Keywords: Social Media Networks; library user; Use & Gratification;

1.0 Introduction

Users of academic libraries are increasingly using smartphones, tablets, and other mobile intelligent terminals due to improvements in wireless network coverage and mobile network speed. Only ICT has enabled the unbounded connectedness and the possibility of establishing an open social order and system of interaction and cooperation. People use social networking sites (SNSs) for a variety of reasons, and they have taken center stage in how people connect and communicate with one another. Connectivity is one of the main purposes of using SNSs (D. Kumar & Shokeen, 2021). Connectivity is directly or indirectly related to all other functions, including communication, information seeking, content sharing, etc. Because the person is attempting to connect with someone, there is an inherent sense of connection when someone shares anything or talks with another person on social networking sites. Compared to other age groups, college students are generally more interested in utilizing cutting-edge technology in all fields. This likewise holds true for the communication medium. Young people make up the majority of SNS users.

2.0 Social Media Sites

Everybody uses social media sites on a daily basis. Human survival would be impossible without civilization. Family is the primary resource for advice on how to take part in the event Meeting sites can also be found in workplaces, schools, playgrounds, and institutions. In this historic year, a new relationship began with the introduction of artificial machines called PCs and the internet (Nataraju & Mulla, 2018). People trade, talk about, and barter their happiness, grief, everyday experiences, relationships, education, and other things via desktop computers and online social networking sites. Over the past two decades, social media networks have contributed to an online phenomenon that has grown in popularity. People utilise social media networks like Facebook, Twitter, and Myspace to build and keep relationships. On these social media sites, people can make personal accounts and communicate with other individuals. Users are able to share images, update their current activities, and send private or public messages to anybody they want. In this "information age," social media platforms seem to be growing in popularity, especially among young people.

Jan Koum and Brian Acton jointly founded **WhatsApp**, which began as an SMS substitute before making its formal iPhone debut in late 2009. Mark Zuckerberg, paid \$1 billion in cash and stock for **Instagram** in 2012. There are around 800 million active users on Instagram. **YouTube's** social media network is primarily utilized for sharing videos. YouTube is the 2nd most visited website in the world after Google. **Snapchat** is a multimedia image and video messaging app on mobile platforms that was founded by Evan Spiegel and Bobby Morphy in 2011. **Telegram** is a free and simple messaging app, It has more than 700 million active users. **X (formerly Twitter)** has 217 million monetizable daily active users of the service as of late 2021. **Pinterest** is a social media network that was developed by Ben Silbermann, Evan Sharp, and Paul Sciarra in 2009 but launched in March 2010 as a close beta. **ResearchGate** is a social and professional network for researchers and scientists was founded by Dr. Ijad Madisch, Dr. Sören Hofmayer, and Horst Fickenschner in 2008. In 2023, **Facebook** surpassed all other social networks in the globe in users, with over three billion. **Myspace** was an online community where users could connect with friends and share interests, photos, music, and journals. The original name for the site was Sitegeist. News Corp purchased Myspace for \$508 million in July 2005. **LinkedIn** is the largest professional network in the world and it has 950 million members in more than 200 countries. **Zotero** is an open-source reference management software that was developed in 2006 by the Centre for History and New Media at George Mason University. Elsevier, an academic publisher, paid sixty-five million dollars for the acquisition of **Mendeley** in 2013.

In the present study, the authors are trying to assess the gratification of SMN among college library users only. It is being tried to enquire about the gratifications with regards to the different aspects, such as enjoyment, information, social understanding & social values, and self-discourse among the library users of Arya PG College, Panipat.

3.0 Literature review

(A. Kumar & Kumar, 2013) conducted a study entitled “Use of Social Networking Sites (SNSs): A study of Maharishi Dayanand University, Rohtak, India” This study was focused on the use of Social Networking Sites by the Post Graduate students and research scholars at Maharishi Dayanand University, Rohtak, India. The majority of respondents from all discipline in this study were found to be aware of SNSs and to have an account on them. Across all the respondent categories, Facebook was the most widely utilized social networking site, followed by Twitter. (Whiting & Williams, 2013) This paper was aimed to show how crucial the uses and gratifications theory is to social media. Additionally, this study identified ten uses and gratifications for social media use. The 10 uses and gratifications were social interaction, expression of opinion, convenience utility, pass time, entertainment, relaxation, communicatory utility, information seeking, information sharing, and surveillance/knowledge about others. (Karuppusamy et al., 2013) in their research entitled “Use of social networking sites among university students in Ajman, United Arab Emirates” investigated that most of the participants were users of social networking sites and Facebook was the most popular networking site among the users. The main objective was to access the frequency of social networking site usage and evaluate the potential for social networking site addiction among university students. The majority of participants were from South Asia and medical students were participants with the majority. (Stephen & Thanuskodi, 2014) In their study entitled “Use of Social Networking Sites among the Students of Engineering & Education Colleges in Karaikudi: A Study” enquired that Students at ACCET and other colleges are aware of social networking sites, 100% of students are aware of Facebook followed by YouTube 92.8%. The primary objective of the study was to identify the top five SNSs used by the participants and the sources of information on how to use them. (Balamurugan & Thanuskodi, 2019) conducted a study entitled “Use of Social Networking Sites among College Students in Tamil Nadu, India” This study was on the use of Social Networking sites by the University students' of Tamil Nadu conveying the existing pattern that there exists a held demeanour in utilizing academic content through social media for academic perfection. The majority of the respondents were using Facebook for the reason of learning. The majority of respondents were facing electricity problems while using Social Media networks. (Honhaga, 2020) in her study entitled “Use of Social Networking Site by library science students: A Comparative Study of Maharishi Dayanand University, Rohtak and Kurukshetra University Kurukshetra”, to investigate the students' awareness of social networking sites and purpose of using social networking sites. In accordance to the study, every student at both universities is aware of social networking sites and how to utilize them. 55 (91.67%) of MDU and 63 (90%) of KUK, the majority of respondents, use SNSs for educational purposes. The maximum number of the respondents i.e. 74 (56.92%) from KUK and MDU faced the major problem was poor internet connection while accessing the SNSs.

4.0 Objectives of the study

The objectives of the present study are as follows:

1. To know the use and purpose of using social media networks by the users of college library.

2. To identify the problems being faced by library users in using social media networks.
3. To find out the gratification level with social media networks vis-a-vis entertainment & enjoyment, informative values, privacy concerns, social understanding and social values, and self-discourse.

5.0 Methodology

This paper attempts to understand the usage of SMNs among college library users with the help of empirical data. For the said purpose a survey has been conducted among 123 college library users. This survey was mainly done in the college library, for the survey of the sample size of 123 respondents from the college library were randomly selected. The surveys were done by circulating questionnaires personally. This research also involves observation of direct and participatory methods, where direct observation was made with the students, their peers, and friends which helped in knowing some of the facts related to the research.

6.0 Findings

Table 1: Genderwise Distribution

Gender	Number	Percentage
Male	54	43.9
Female	69	56.1
Total	123	100

Table 1 shows that 56.1% of the respondents are females and 43.9% are males.

Table 2: Age-Wise Distribution Of Users

Age	Number	Percent
17-20	45	36.6
21-23	61	49.6
24-26	13	10.6
Above 27	04	03.2
Total	123	100

Table 2 shows that the majority of users, 61 (49.6%), belong to the age group 21-23. The respondents between the age groups 17-20 are 45 (36.6%), the second largest number, followed by the number of respondents 13 (10.6%) of the age group between 24-26, and only 04 (3.2%) of the respondents are above 27.

Table 3: Course/Class Wise Distribution Of Respondents

Course/Class	Number	Percent
Undergraduate	51	41.5
Postgraduate	72	58.5
Total	123	100

Table 3 shows that 72 (58.5%) of the respondents are from post-graduation classes and 51 (41.5%) are from under-graduation.

Table 4: Frequency Of Using the College Library By The Respondents

How frequently do you use the college library?	Number	Percent
Daily	9	7.3
Weekly	63	51.2
5-6 times in a month	18	14.6
Rarely	33	26.8
Total	123	100.0

Table 4 shows that the majority of respondents, 63 (51.2%), use the college library on weekly, followed by 33 (26.8%) who use it rarely, 18 (14.6%), and 09 (07.37%) who use it 5-6 times in a month and daily, respectively.

TABLE 5: Frequency Of Accessing Social Media Accounts By The Respondents

Frequently	Number	Percent
Daily	93	75.6
1-2 times per week	24	19.5
2-3 times per month	6	04.9
Total	123	100.0

Table 5 reveals that 93 (75.6%) respondents were accessing social media accounts daily, 24 (19.5%) respondents were accessing the social media accounts 1-2 times a week, only 06 (04.9%) respondents were accessing the social media accounts 2-3 times a month.

Table 6: Frequency Of Using Social Media Networks (SMNS)

Social Media Networks (SMNs)	N	Mean	Std. Deviation	Rank
WhatsApp	123	4.829	0.4910	1
YouTube		4.488	0.8904	2
Instagram		3.927	1.1816	3
Snapchat		3.756	1.1897	4
Telegram		3.122	1.4234	5
Pinterest		2.659	1.3047	6
Twitter		2.585	1.4021	7
LinkedIn		2.512	1.2171	8
Facebook		2.439	1.5049	9
Research Gate		2.415	1.3301	10
Myspace		2.341	1.2857	11
Zotero		2.341	1.3957	12
Mendeley		2.317	1.3749	13

Table 6 shows that the highest number of respondents use WhatsApp, YouTube, and Instagram respectively which have been ranked 1st, 2nd, and 3rd with mean values of 4.829, 4.488, and 3.927 respectively. Use of Zotero and Mendeley which have been ranked 12th and 13th with the mean value of 2.341 and 2.317 respectively.

Table 7: Purposes of Using Social Media Networks (SMNS)

Purposes	N	Mean	Std. Deviation	Rank
For problem-solving	123	4.659	0.5701	1
For entertainment/relaxation/fun/enjoy		4.634	0.6562	2
To stay in touch with friends/relatives/family		4.585	0.7347	3
Instant message (Chat)		4.537	0.7388	4
For Sharing videos/photos/audio		4.512	0.8334	5
To learn how to do things		4.488	0.7396	6
For career-related information		4.317	0.8992	7
Obtaining a wide variety of information of your interest		4.122	1.0448	8
To generate and exchange of ideas with others		4.073	1.0257	9
For the latest information/happening in your profession		4.024	1.1413	10
For expanding the social network		4.000	1.1942	11
For job advertisements and news		3.683	1.3387	12

For sharing academic information		3.585	1.4021	13
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Table 7 shows the purpose of using SMNs. It was revealed that the highest number of the respondents use SMNs for “For problem-solving” and “For entertainment/relaxation/fun/enjoy” which have been ranked 1st ($\bar{x} = 4.659 \sigma = \pm 0.5701$) and 2nd ($\bar{x} = 4.634 \sigma = \pm 0.6562$) respectively. whereas the lowest number of use of SMNs for “For sharing academic information” with mean the value i.e. ($\bar{x} = 3.585 \sigma = \pm 1.4021$) at last rank.

Table 8: Difficulties Being Faced While Using Social Media Networks

Difficulties	N	Mean	Std. Deviation	Rank
Slow internet connection	123	3.439	1.0647	1
Excess of an advertisement on SMNs		3.293	1.3893	2
Lack of timing		3.171	1.3472	3
Virus and malware attacks through social media networks on computer		2.927	1.2621	4
lack of knowledge in using of SMNs		2.927	1.4941	5
ILL health effects		2.878	1.3706	6
loss of security and privacy		2.854	1.2057	7
Online Financial frauds		2.707	1.3534	8
Lack of IT skills/Tools		2.683	1.3569	9
Language problem		2.561	1.3858	10

Table 8 represents the difficulties being faced by using SMNs. It shows that the maximum number of respondents face difficulties in using SMNs from “Slow internet connection” which has been ranked 1st ($\bar{x} = 3.439 \sigma = \pm 1.0647$) followed by “Excess of an advertisement on SMNs” and “Lack of timing” with ranked 2nd ($\bar{x} = 3.293 \sigma = \pm 1.3893$) and 3rd ($\bar{x} = 3.171 \sigma = \pm 1.3472$) respectively.

Table 9: Gratification Of SMNS Regarding Entertainment And Enjoyment

Entertainment and enjoyment	N	Mean	Std. Deviation	Rank
Social media networks allow me to have some light movement with friends	123	4.024	0.9274	1
Social media networks help me to relax		3.732	1.0169	2
The whole process of using social media networks is pleasant joy-giving		3.707	0.9209	3
I feel using social media networks is a good and healthy way to spend my time		3.585	0.8582	4

Table 9 reveals that the highest level of gratification is associated with entertainment and enjoyment, as reflected by the mean value ($\bar{x} = 4.024, \sigma = \pm 0.9274$). The statement 'Social media networks allow me to have some light movement with friends' holds the 1st rank' and the lowest level of gratification is associated with entertainment and enjoyment, as reflected by the mean value ($\bar{x} = 3.585, \sigma = \pm 0.8582$). The statement “I feel using social media networks is a good and healthy way to spend my time” has been ranked 4th.

Table 10: Gratification Of SMNS Regarding Informative Values

Informative values	N	Mean	Std. Deviation	Rank
Social media networks provide information quickly and easily	123	4.610	0.4898	1
Social media networks help in learning		4.415	0.6263	2
Social media networks help us to share useful information with others		4.415	0.4947	3
Social media networks provide useful information		4.341	0.6118	4
Social media networks improve efficiency to sharing and connect with others		4.293	0.5969	5

Social media networks help in learning about the latest happenings around the world	4.244	0.6571	6
Acquiring information through social media is within the reach of common men (it is not expensive)	3.878	0.6349	7

Table 10 found that the highest gratification regarding informative values shows that “Social media networks provide information quickly and easily” and “Social media networks help in learning” which have been ranked 1st and 2nd with mean value i.e. $\bar{x} = 4.610$ ($\sigma = \pm 0.4898$) and $\bar{x} = 4.415$ ($\sigma = \pm 0.6263$) respectively.

Table 11: Gratification Of SMNS Regarding Privacy Concern

Privacy Concern	N	Mean	Std. Deviation	Rank
Social media network providers should have secured privacy policies	123	4.000	0.9667	1
I control my privacy settings so that only friends can see my information		3.902	1.1482	2
I am aware of the privacy settings on social media networks		3.878	1.1565	3
Social media network providers should have better methods and ways to detect security threats		3.854	0.8748	4
I provide limited personal information on my profile to provide misuse		3.854	1.0534	5
Personal information should not be sold by social media networks providers		3.756	1.0585	6
I am worried that social media networks may keep incorrect personal information of users		3.707	0.7098	7
It concerns me that unauthorized person may access my personnel information		3.610	0.9377	8
I am worried that my personal information could be provided to third parties by social media networks		3.561	0.9930	9

Table 11 represents the highest gratification regarding privacy concerns related to SMNs which shows that “Social media network providers should have secured privacy policies”, “I control my privacy settings so that only friends can see my information”, and “I am aware of the privacy settings on social media networks” which have been ranked 1st, 2nd, and 3rd with the mean value $\bar{x} = 4.000$ ($\sigma = \pm 0.9667$), $\bar{x} = 3.902$ ($\sigma = \pm 1.1482$) and $\bar{x} = 3.878$ ($\sigma = \pm 1.1565$) respectively.

Table 12: Gratification Of Smns Regarding Social Understanding And Social Values

Social Values	N	Mean	Std. Deviation	Rank
Social media networks help improve communication skills	123	4.000	0.9667	1
Social media networks help me maintain a bond with the community		3.927	0.7806	2
Social media networks help me to meet like-minded people		3.878	0.8925	3
Social media networks enable me to maintain a strong personal bonding and connection with friends and family		3.756	0.9611	4
Live interaction with friends via social media networks gives me a great feeling		3.756	0.9611	5
Social media networks are an important part of my social life		3.756	0.9351	6
Social media networks enable me to gain subject knowledge by sharing it with other fellows’ friends		3.732	0.9150	7
Sharing things with others widens my social circle		3.659	0.8181	8
I feel socially responsible for participating on social media networks		3.561	0.8011	9

I am proud of sharing things through social media networks	3.512	0.8334	10
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Table 12 represents the gratification regarding social understanding and social values, which found that the highest mean is 4.000 ($\sigma = \pm 0.9667$) with the statement “Social media networks help in improving communication skills” and the lowest mean is 3.512 ($\sigma = \pm 0.8334$) with the statement “I am proud of sharing things through social media networks”.

Table 13: Gratification Of SMNS Regarding Self-Discourse

Self-discourse	N	Mean	Std. Deviation	Rank
I keep my friends updated about my life through the social media networks	123	3.780	1.0044	1
I always feel completely sincere while sharing on social media networks		3.537	0.9942	2
I write and discuss a variety of topics of my interest on social media networks		3.390	1.0607	3
I often discuss and share my feelings on social media networks		3.293	1.0692	4
My posts are my true feelings, emotions and experiences		3.293	1.2396	5
I usually write fairly long posts about myself on social media networks		3.22	1.098	6
People can know my true self through social media networks		3.171	1.1287	7
I am open for any comments on social media networks		3.024	1.0974	8
I disclose intimate, personal things without hesitation		2.634	1.3074	9

Table 13 represents the gratification regarding self-discourse, which found that the highest mean 3.780 ($\sigma = \pm 1.0044$) of the respondents using SMNs with the statement “I keep my friends updated about my life through the social media networks” and the lowest mean was 2.634 ($\sigma = \pm 1.3074$) with the statement “I always feel completely sincere while sharing on social media networks”.

7.0 Conclusion

Social media networks play a significant role in various aspects of students' lives, including academic, professional, personal, social, and cultural domains. This research applies the use and gratification theory to these aspects among the library users of Arya PG College, Panipat. The findings reveal that library users actively engage with social media networks (SMNs) and derive substantial gratification from different elements of these platforms.

The highest levels of gratification were observed about the informative value and privacy features of SMNs. Library users value the efficiency of social media as an information access mechanism, allowing them to quickly acquire the information they seek, which aids in their learning and facilitates knowledge sharing. Moreover, users demonstrate significant awareness and concern about the privacy features available on social media platforms. Despite this, the findings suggest that the usage of social media networks is likely to grow in the future, with college library users expected to continue leveraging these platforms for various purposes.

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