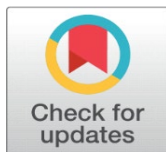
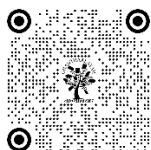


AWARENESS AND USE OF ACADEMIC SOCIAL NETWORKING SITES AMONG RESEARCH SCHOLARS OF STATE UNIVERSITY OF MAHARASHTRA IN THE SUBJECT OF LIBRARY AND INFORMATION SCIENCE: A STUDY

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ABSTRACT

The present study investigated the awareness and use of academic social networking sites (ASNS) among research scholars. In the digital age, academic social networking sites (ASNS) have emerged as powerful tools for researchers to connect, collaborate, and disseminate their work. These platforms provide opportunities for scholars to interact with peers, share research findings, and build professional networks. This case study investigates the awareness and use of ASNS among research scholars of Library Science. Survey method were conducted through questionnaire tool used to collect the data from research scholars of ISEC Library and analysed using different parameter. The studies found that majority of the students were aware of ASNS and use this site for academic purpose. Further it alsodiscussed device used and impact of ASNS.

Keywords: Academic Social Networking Sites, State University, Research Scholar, Social Network, Web-Based Service

1. INTRODUCTION

Academic social networking sites have emerged as powerful tools for researchers to connect, collaborate, and disseminate their work. These platforms provide a virtual space where scholars can engage with peers, share research findings, and stay updated on the latest developments in their fields. This introduction explores the growing awareness and use of academic social networking sites among research scholars. It will delve into the benefits and challenges associated with these platforms, as well as the potential impact on research and academic communities. Academic In the case of ASNS users, individual user contexts have often been used as grouping bases for further analysis of preferences and behaviour's results of this study will contribute to the ongoing efforts and discussion to better understand the use of ASNSs in the context of scholarly communication in various disciplines, altimetric, and information behaviour. The results may help individual academics and institutions alike to better utilize ASNSs for scholarly influence promotion and evaluation. This study provides an early snapshot and serves as a baseline about scholarly use of ASNSs in various disciplines and by users at universities in various research activity levels, which can be used for longitudinal comparisons given the evolving nature of and an increasing interest in ASNSs. Additionally, it could provide ASNSs with more information on the way scholars are using their platforms, and thus, could help ASNSs target users better with more

developed features and interfaces. social networking sites (ASNSs) have become part of daily life for many people all over the world. Social networking is everywhere today and is being used by research scholars of all ages and for the widest variety of purposes. ASNSs had become the most heavily used websites, and they were ranked as one of the top sites visited globally. These sites have become an integral part of the daily personal, social and business lives of many people. The primary purpose of these sites is to connect people based on common language or shared racial, sexual, religious or nationality-based identities, shared interests, political views and activities. Academic Social networking sites have become increasingly important in the scholarly community. Many researchers have built personal profiles that allow them to interact with colleagues and share interests, questions papers. These public profiles also provide the opportunity to achievements and compete with other researchers for social recognition and future research rewards. This transparent attitude also favours the possibility of auditing the research performance of these researchers and making comparisons across disciplines, institutions and countries. To measure and evaluate the online activity of these users in the context of research evaluation Moreover, it is necessary to study the characteristics of the users of these platforms and how their functionalities are used to understand the nature and origin of these alternative indicators. These tools need to be analysed in order to validate whether they are representative of the entire scholarly community or if only specific types of disciplines are using them. "This study aims to detect Use and awareness of Academic social networking sites among research scholars of ISEC library"

2. WHAT IS SOCIAL NETWORKING?

Consider social networking in the context of who a user is receiving content from. First, social networking requires a platform. Common examples of social networking sites or platforms include Whatsapp, Telegram, Messenger, Facebook, Instagram, Twitter and LinkedIn. Users join a social network platform and begin connecting -- or networking -- with other users. This is done so users can choose who they want to receive communications from. In some cases, communication is one-way, while, in others, it's bidirectional or multidirectional.

3. DEFINITIONS

Boyd and Ellison (2007) define social networking sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, to view and navigate their list of connections and those made by others within the system. Social networking as a community in which individuals are some how connected through friendship, values, working relationships, idea and so on.

4. REVIEW OF LITERATURE

Asmi & Margam, (2018) This paper aims to explore the usage of academic social networking sites (ASNSs) among the research scholars in Central Universities of Delhi, India. this paper is to study is to find the challenges and future directions of ranking of academic objects, especially authors, for future researchers. Williams & Woodacre, (2016) The purpose of this paper is twofold: the first aim is theoretical to review extant literature on academic social networks, while considering current limitations and potential avenues for future research; the second objective is practical to introduce an illustrative comparison guide that researchers can use to identify and distinguish between the functionalities of popular academic social networking sites (ASNSs), including Academia.edu, Mendeley.com, ResearchGate.net, Zotero.org, and Google Scholar. Ortega, (2017) purpose of this paper is to analyse the distribution of profiles from academic social networking sites according disciplines, academic statuses and gender, and detect possible biases with regard to the real staff distribution. In this way, it intends to know whether these academic places tend to become specialized sites or, on the contrary, there is a homogenization process. Samir, (2013) the purpose of this paper is to assess the perception and use of social networking sites among university students in the state of Kuwait and study their positive and negative impacts. Dickson & Holley, (2010) The goal of this paper is to examine the use of the major social networking tools in academic libraries in the USA. As college students are heavy users of social networking, such efforts provide academic libraries with outreach possibilities to students who do not use the physical library. The paper also seeks to examine the concerns about their use both from students and within the academic library. Park, (2010) the purpose of this paper is social networking sites (SNSs) are gaining popularity in various areas. Library and Information

services also are attempting to utilize them for increasing the library user traffic. Considering the lack of SNS studies in academic library services and various SNS usage patterns according to user type, it is necessary to compare the usage patterns across different user groups.

5. OBJECTIVES OF STUDY

The main objectives of the study are as follows:

- 1) To determine the most popular academic social networking sites used by Library Science research scholars.
- 2) To analyze the factors influencing the adoption and use of academic social networking sites among Library Science research scholars.
- 3) To assess the perceived benefits and challenges of using academic social networking sites among Library Science research scholars.
- 4) To explore and the use of academic social networking sites among Library Science research scholars.
- 5) To identify the types of content shared by Library Science research scholars on academic social networking sites.

6. SCOPE AND LIMITATIONS OF STUDY

The study mainly focused on and scope of library and information science subject and questionnaire distributed towards the research scholars of Library and information science and limited to State University of Maharashtra.

7. SIGNIFICANCE OF THE STUDY

- 1) Provides insights into the awareness and use of academic social networking sites among Library Science research scholars.
- 2) Helps librarians and information professionals understand the role of academic social networking sites in research collaboration and dissemination.
- 3) Informs the development of strategies to promote effective use of academic social networking sites among research scholars.
- 4) Contributes to the existing body of knowledge on academic social networking sites in Library Science.

8. METHODOLOGY

Survey research method is useful this research and design Questionnaire a tool for data collection tool Target population: Library Science research scholars (Masters, Ph.D).

9. ANALYSIS AND INTERPRETATION OF DATA

The present study made use of survey method using Questionnaire. The data has been collected from the Research Scholars of ISEC library. The respondents extended their cooperation in the data collection. Initially 110 Questionnaire were distributed among the Users. The study received back 87 Rate of response is 79.16%

Ph.D. Research course in Library and Information Science is available in State University of Maharashtra

Table 1 State Universities of Maharashtra

S.N.	University	Place	Research Course
1.	Dr. Babasaheb Ambedkar Marathwada University	Aurangabad	Ph.D.
2.	Mumbai University	Mumbai	Ph.D.
3.	Rashtrasant Tukadoji Maharaj Nagpur University	Nagpur	Ph.D.
4.	Kavayitri Bahinabai Chaudhari North Maharashtra University	Jalgaon	Ph.D.
5.	Savitribai Phule Pune University	Pune	Ph.D.
6.	Sant Gadge Baba Amravati University	Amravati	Ph.D.
7.	Smt.Nathibai Damodar Thackersey Women's University	Mumbai	Ph.D.
8.	Shivaji University	Kolhapur	Ph.D.

9.	Punyashlok Ahilyadevi Holkar Solapur University	Solapur	Ph.D.
10.	Swami Ramanand Teerth Marathwada University	Nanded	Ph.D.

Distributed Questionnaires Received Back Questionnaires Rate of Response

Table 2 shows that Rate of response of Distributed questionnaires. The total number

Particulars	Figures
No. of Questionnaires Distributed	110
Received Respondents	87%
Percentage of Respondents	79%

distributed 117 in that received back questionnaire 87 (79%).

Gender wise Respondents

Gender Respondent Percentage

Table 3

S.No.	Particulars	No. of Respondents	Percentage
1.	Female	49	56%
2.	Male	38	44%
3.	Total	87	100%

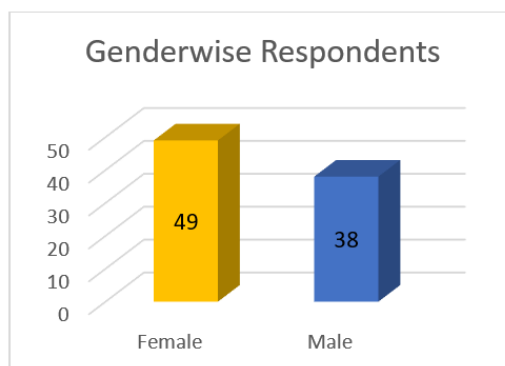


Table 03 represents that Respondents by gender, it is observed that Most of the respondents are Female 49(56%). Whereas least 38(44%) respondents are Male.

Rate of Internet skills

Rate of Internet Skills Respondent Percentage

Table 4

S.N.	Particulars	No. of Internet Skill	Percentage
1.	Very Good	53	63%
2.	Good	26	26%
3.	Poor	05	07%
4.	Very Poor	03	04%
5.	Total	87	100%

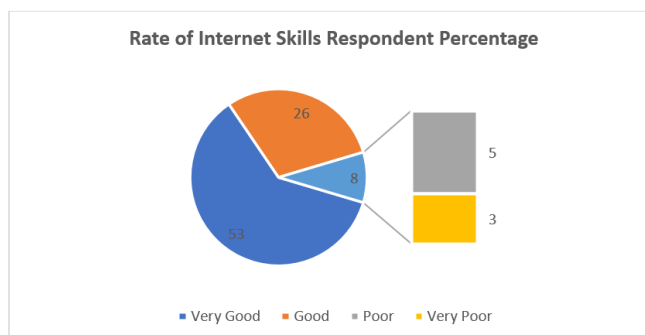
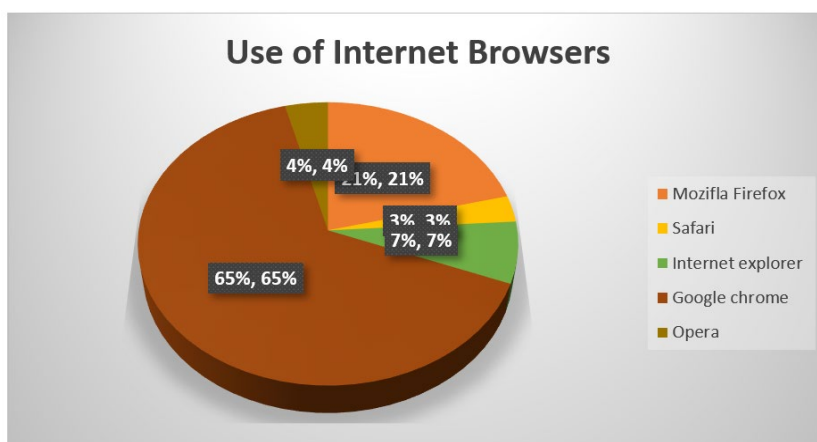


Table 04 shows that Rate of using internet skills by the respondents, The most of the respondents are good in internet skills 53(63%). Whereas is very good 23(26%), poor 5 (7%) and least 03(04%) respondents are very poor in internet skills.

Use of Internet Browsers

Table 5

S.N.	Browser Name	Number of Use	Percentage
1.	Mozifla Firefox	19	21%
2.	Safari	2	3%
3.	Internet explorer	6	7%
4.	Google chrome	57	65%
5.	Opera	3	4%
6.	Total	87	100%



In the Table 05 analysed that use of internet browser by respondents, The majority of respondents are using Google Chrome browser 57(65%). Whereas Mozilla Firefox 19(21%), internet explorer 6(7%), Google chrome 57(65%), 3 (4%) using opera and least safari 2 (3%), respondents are using.

Awareness about ASNS Response Percentage

Table 6

S.N.	Particulars	No. of Internet Skill	Percentage
1.	Very Good	36	41%
2.	Good	21	24%
3.	Poor	19	22%
4.	Very Poor	11	13%
5.	Total	87	100%

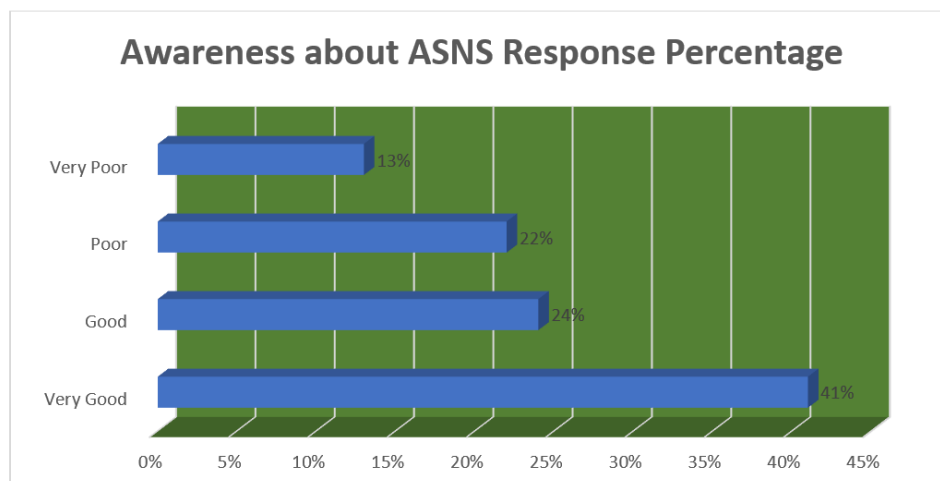


Table 06 explained that Awareness about Academic social networking sites by respondents,

The majority of the respondents are have good awareness about Academic Social Networking Sites is 36 (41%)very good ,21 (24%) is good respondent poor is 19(22 %), and very poor shows in 11(13%) respondents are very poor in aware about ASNS.

Frequency of visit to ASNS

ASNS Most Frequently Frequently Use

Table 7

S.N.	Name of ASNS	Most Frequently	Frequently Use	Do not Frequently
1.	Google Scholar	23	11	07
2.	Academia Edu	15	09	03
3.	Research Gate	16	21	08
4.	Google +	11	13	51
5.	Mendeley	04	02	02
6.	Research ID	07	06	11
7.	FigShare	03	03	05
8.	Linked in	06	07	06
9.	Side Share	02	01	23
10.	Total	87	87	87

Table no.07 Shows that frequency of visit to ASNS by Respondents. It is observed that Majorityof the respondents 23 visit Google Scholar most frequently, followed by 15 of the respondents visit Academia.Edu frequently, 11 of the respondentsare of the respondents visitGoogle+ do not frequently 23 of the respondents do not visit FigShare Academicsocial networking site.

Purpose of using ASNS

Purpose of using Strongly Agree Uncertain Disagree Strongly

ASNS Agree Disagree

Table 8

S.N.	Purpose of Using ASNS	Strongly Agree	Agree	Disagree	Strongly Disagree
1.	Publication own	22(23%)	30(31%)	28(29.47%)	6(6.31%)
2.	Contact peers	33(37%)	22(23%)	12(12.63%)	1(1.05%)
3.	Gain professional Visibility	34(35.78%)	29(30%)	3(3.15%)	1(1.05%)
4.	Discover Recommended paper/articles	44(51.52%)	40(47%)	2(2.10%)	1(1.05%)
5.	Share your views/ opinions	29(30.52%)	30(31%)	8(8.42%)	3(3.15%)
6.	To Know Present / Current Discussions	30(34%)	52(59%)	4(4.21%)	1(1.05%)
7.	To touch with people, one alreadyknows	25(26.31%)	20(21%)	23(24.21%)	7(7.36%)
8.	For curiosity	17(17.89%)	33(34.73%)	17(17.89%)	5(5.26%)

Table no.08 Shows that Purpose of using ASNS by Respondents. It is observed that Majority of the respondents 44(51.10%) using for the purpose of discover recommended paper/articles Strongly agree, followed by of the respondents are agree 52(59%) for purposeof to know present/current discussions, 33(34%)the respondentsare about the for curiosity purpose, 5(6%) of the respondentsare strongly disagree about using the ASNS.33(37%) research scholars are strongly agree about the Contact Peers for knowing their experience and only 12(14%) are disagree about that.

Devices used to access the ASNS

Device used to access ASNS Response Percentage

Table 9

S.N.	Device	Number of Respondents	Percentage
1.	Desktop Computer	32	36%
2.	Laptop	49	56%

3.	Mobile	2	3%
4.	Tab	3	5%
5.	Total	87	100%

Table no.09 shows that Device used to access ASNS by respondents, The majority of the respondents are using Laptop 49 (56%). Whereas least 2(3%) respondents are using mobile. 32 (36%) respondents are using Desktop Computer in the research work for access ASNS.

Impact of ASNS on research scholars in the subject of Library and information science

Table 10

S.N.	Impact Factors of ASNS	Strongly Agree	Agree	Disagree	Total Response
1.	Meet academic People & professionals	43	37	7	87
2.	Keep touch with domain users research	51	31	5	87
3.	To know similar interests	17	45	25	87
4.	Organisational Union	35	42	10	87
5.	Build Professional Relations	23	39	25	87
6.	Virtual Counselling	63	17	7	87

In Table 10 Impact of ASNS to the Respondents. It is observed from the table that Majority of the respondents 51 are Strongly agree Keep touch with domain users research and 45 respondents are to know similar research interests., followed by 43 of the respondents are strongly agree for to Keep touch with domain users research, In the context virtual counselling 63 respondent is strongly agree followed by only 7 respondents are disagree about that.

10. CONCLUSION

A social network sites are online networking system that provides the users to construct their social networks which connects people worldwide. Using social network the users can share their profile, interest, activities, photos and other background information. Social network services are web based and users can be able to interact with their friends through internet by instant messages, e-mails, online communication, video, voice chat and file sharing, etc. ASNS is used for improve Research scholars academic performance by collaborative learning among Research scholars. they are as follows with interactivity with peers, it may be concluded that ASNS facilitates the academic experience with the majority of the participants. This case study highlights the importance of ASNS in the academic life of research scholars in Library Science. To maximize the benefits of these platforms, it is essential for scholars to be aware of the available options, understand their functionalities, and use them strategically. Future research could explore the impact of ASNS on research productivity, collaboration patterns, and knowledge dissemination in the field of Library Science.

CONFLICT OF INTERESTS

None.

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None.

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