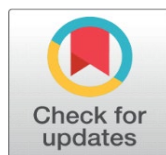


USE OF SOCIAL MEDIA APPLICATIONS BY LIS PROFESSIONALS IN HIGHER EDUCATION INSTITUTIONS IN KARNATAKA: A STUDY

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ABSTRACT

This study explores the usage patterns of social media applications by library and information science (LIS) professionals in higher education institutions in Karnataka, India. The results obtained through a survey of 424 library professionals indicate a widespread adoption of social media applications among library professionals, with 96.7% of respondents affirming their usage. The study delves further into the specific social media tools employed by library professionals, revealing that Facebook, Instagram, WhatsApp, and LinkedIn are the most frequently used platforms. Additionally, academic-related social media tools like ResearchGate and LinkedIn are notably popular, while others such as RefWorks and Zotero see limited use. Library professionals predominantly utilize social media for communication with users, sharing information about library resources, and providing services such as current awareness services and selective dissemination of information. Furthermore, the research unveils the role of social media in engaging the research community, with platforms like ResearchGate and Academia.edu being prominent choices. These findings have implications for designing effective training programs, optimizing social media applications, and formulating policies to harness the potential of social media for enriching library services and fostering professional development among LIS professionals in higher education institutions.

Keywords: Social Media, Awareness, Library Professionals, Universities, Karnataka



1. INTRODUCTION

Social media as a powerful form of technology is a new form of communication and the number of users on popular social media sites is growing at exponential rates. Millions of people are using social media tools as part of their everyday lives for work, studies, and play because of their ubiquity. Kalpana and Pradip (2015) defined social media 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. The strength of social media lies in their ability to enhance interactions and relationships among people.

Social media refers to the various Internet platforms through which social networking is enhanced and sustained. Therefore, the most common social media are Facebook, WhatsApp, Twitter, MySpace, Youtube, Instagram, LinkedIn, and e-mails among others (Ezeani & Igwesi, 2012). Beyond social networking and relationships, these sites have become major tools for interaction and collaboration among professionals, organizations, and their clients or customers. They have also become veritable tools in publicizing, promoting, and marketing products and services. Consequently,

organizations and professionals have found the use of social media technologies inevitable in the quest for survival in very competitive environments.

1.1. LIBRARIES AND LIBRARIANS ARE NOT LEFT OUT IN THIS TREND

The use of technology has also enhanced various services in the library such as circulation services, reference services, serials management, etc. Library professionals can now carry out specialized services such as selective dissemination of information, current awareness services, reservations, etc. through the use of various technologies. Some of the important and creative platforms for libraries and librarians' interactions with their clients are social media technologies. These social media sites can be accessed and used for information sharing by a wide range of library patrons. Social media play a variety of roles in the field of library and information science. It can be used to disseminate information to library users on the available resources and services in the library. Social media use is vital in university libraries as it considerably keeps library staff abreast of novel innovations in their career and further helps in the provision of services that will meet the varying needs of library patrons (Adewojo & Adebata, 2016). Similarly, Collins and Quan-Hasse (2012) observed that social media are veritable tools utilized by university libraries to channel services and resources to prospective users.

The low costs and increased accessibility of social media have varied the options for access to information among library patrons. Suffice it to say that despite the benefits that are accruable from the use of social media for the delivery of library services, it is rather challenged by the unwillingness of the librarians to adopt Information Communication Technology arising from a lack of skills for implementation (Ayoka & Okafor, 2015). Thus, this has reinforced the need for library professionals to acquire the requisite social media literacy for the delivery of library services for use by modern-day patrons. Social media literacy refers to the skills and competencies that are required for the use of social media. Ouedraogo (2021) opined that it is the representation of the "collection of realistic, intellectual, and emotional abilities required of social media users to create content" It is a subset of information literacy (Chewe, Sakala & Zulu, 2021). The expectation is that social media literacy contributes to the use of social media in the delivery of services by library professionals. For instance, while Baro, Obaro, Aduba (2019) established that librarians working in university libraries in Africa rated their skills in using different social media tools as very high, Vanwysberghe et al. (2015) found that librarians who fit the social media literate profiles are expected to play a central and facilitating role in the adoption and implementation of social media within public libraries. Going further, while Collins and Quan-Haase (2012) found that Twitter was the most used social media tool among academic libraries and was followed by Facebook, Chu and Du (2013) found that social media tools such as Facebook, Instant Messaging, as well as Wikis, are popular for online collaboration, communication, and sharing of information among librarians.

Keeping in view the importance of the use of social media by library professionals for the delivery of library services, the present study has been undertaken to know the use extent of use of social media by library professionals working in various universities in Karnataka and aimed to know the purpose of use and problems faced by them in the use of social media.

2. REVIEW OF LITERATURE

There are many studies published by the researchers in national and international journals, few studies were identified and reviewed. A study by Islam and Habiba (2015) focused on the importance and problems faced by the library and information professionals in Bangladesh in marketing through social media. This study showed that most of the libraries use Facebook and LinkedIn for marketing of library and information services. Most of the libraries use social media for marketing library products and services, for sharing library news and events, video conferencing, advertisement, and research purposes. A study conducted by Mansour (2015) described the usage of Social Networking Sites (SNSs) by the faculty members of the School of Library and Information Science (SLIS), at the College of Basic Education, Kuwait. This study showed that faculty members who were using SNSs tended to be males, aged between 41 and 50 years, Ph.D. holders ranked as assistant professors, full-time members, specialized in information technologies with a relatively new experience of teaching ranged from one to five years, and most of the faculty members who were not using SNSs tended to be also males, aged between 41 and 60 years, Ph.D. holders, ranked as lecturers, full-time members specialized in organization of information with a teaching experience ranged from 16 to 20 years. More than

half of the faculty members were using SNSs for three years to less than six years, and a large number of them were using SNSs several times a week and were accessing these sites more from their school office, home, and school laboratory.

Mabweazara and Zinn (2016) expressed that research into the appropriation of social media in countries with growing economies is scarce. There remains an empirical and theoretical gap in the literature about how librarians, particularly those in Southern Africa, are deploying social media in their work routines and their personal lives. The researchers examined the way to deploy and appropriate social media platforms as part of their service delivery. This study examined how librarians use social media for professional and personal purposes. They further reveal that UWC librarians themselves are managing social media, while at the National University of Science and Technology (NUST), the Information Technology department is directly responsible for managing the platforms. The study found that the University of the Western Cape (UWC) Library utilizes social media to promote its services more widely, whereas the NUST Library uses social media for reference services. A study by Chakrabarti (2016) explains the symbiotic relationship between libraries and social media for the creation of a digital environment in the LIS domain. As the popularity of social media grows exponentially, library professionals cannot keep themselves aside without exploiting social media. By using social media libraries can attract their users and enable them to participate in the production of library products and services. By posting library material, library news, etc., via social media on the library page, library authority helps their users to inform the library related matters at any time through the variety of locations on the Web. The paper discusses how social media can be exploited for the benefit of the users of the library. It presents the names of libraries that use social media in their libraries. In the end, some suggestions are enumerated for the benefit of the library professional before choosing the social media in the library.

Parabhoi & Pathy (2017) expressed that social media tools are important in every discipline nowadays. The library and its services are mostly dependent on social media in this internet age. This paper highlights the availability of different types of social media tools, and social networking sites like Facebook, Twitter, Myspace, LinkedIn, YouTube, Ning, Library thing, Wikis and Blogs, etc., and also briefs the use and its application in library services. This paper aims to give a brief overview of the social media tools for library activities.

A study conducted by Anwar & Zhiwei (2019) highlighted some of the aspects of social media e.g., usage, factors and issues, and challenges in the use of libraries. Library professionals are getting familiar with social media and its related tools to apply in their respective libraries. The library professionals are creating a virtual platform using social media to interact with their users and social media is also helping to reach out to the targeted audiences and customers. Social media is used by librarians to make their library users and use social media for the marketing of their sources and services. Several factors are influencing the use of social media in libraries because library professionals think that social media is the best choice to bring library users nearer. Besides these facts, there are massive numbers of challenges and issues faced by library professional while using social media in their respective libraries. These hurdles and issues should be resolved for better and more reliable use of social media in the libraries. Library professionals use social media to share information with their potential users. Another study conducted by Anwar & Zhewei (2021) studied to investigate the concept of social media; the impact of social media, the importance of social media, and the issues of using social media in libraries. This study was based on a qualitative research method. The data has been reviewed according to the set of research questions. The research findings revealed that there is a massive impact of social media on library sources and services. Social media are very important for libraries to promote their services and sources. The study revealed that social media has a significant influence on library resources and services. Social media is crucial for libraries to advertise their resources and services. On the other hand, libraries are dealing with a lot of obstacles that are making it difficult for them to accept social media.

The latest study by Altaf (2021) discussed that social media provides a range of possibilities for libraries to provide services out of traditional ways and means as modern life has been influenced greatly and massively by the internet. Social media applications in libraries drive to convene the growing and varying prospects of library clients. This study aims to investigate the use of social media to enhance library effectiveness in libraries. 73.2% of respondents started using social media after 2008. 76.1% use Facebook, but 56.3% believe in the usefulness of blogs/blogging. Professional networking (74.6%) is the main purpose of using social media, followed by the promotion of library services (69%). Three main challenges in using social media at libraries are 1) technical problems, 2) restrictions on using social media at the office; and 3) low internet connection.

A recent study by Zhiwei and Muhammad (2022) investigated the utilization of social networking sites (SNS) among library and information science (LIS) professionals in academic libraries in Balochistan, Pakistan. The study employed a

survey research design to collect data from 150 LIS professionals working in academic libraries, and the results were analyzed using descriptive and inferential statistics. The findings revealed that Facebook was the most popular SNS used by LIS professionals in academic libraries in Balochistan, followed by WhatsApp and LinkedIn. The study also identified several factors that influenced the utilization of SNS by LIS professionals, including age, gender, and years of experience. The authors suggest that academic libraries should recognize the potential of SNS as a platform for communication and collaboration among LIS professionals and should provide training programs to improve their proficiency in using these tools.

3. OBJECTIVES

- 1) To find out the use of social media applications by library professionals in universities in Karnataka.
- 2) To identify the frequency of use of social media applications by library operations.
- 3) To determine the extent of use of social media tools by library professionals.
- 4) To identify the purpose of the use of social media applications by library professionals in the workplace.
- 5) To find out the opinion of the library professionals about the impact of social media in providing library services.
- 6) To identify the problems faced by library professionals while accessing social media.

4. SCOPE AND METHODOLOGY

The scope of the study is confined to the use of social media applications by university library professionals in Karnataka State. The study focused on library professionals working in various universities (N=66) in Karnataka. The study employed a quantitative research approach, and data was collected using questionnaires. The research involved a sample of 424 library professionals from different universities (state universities, private universities, deemed to be universities and central universities) across Karnataka. The data collected was analyzed using statistical tools and techniques to draw conclusions and provide recommendations. Overall, the study contributed to the understanding of the use of social media applications by library professionals in universities in Karnataka. The findings of the study provided insights into the opportunities and challenges associated with social media applications and informed the development of effective strategies for promoting social media usage in library services and resources.

Table 1 Use of social media applications by library professionals

Response	Frequency	Percentage
Yes	410	96.7
No	14	3.3
Total	424	100.0

The use of social media applications by library professionals is presented in table 1. It is observed from the table that the large majority of library professionals (96.7%) reported using social media applications, with 410 respondents answering "Yes". Only a small minority of respondents (3.3%), or 14 individuals, reported not using social media applications, answering "No". Overall, this table suggests that social media applications are widely used by library professionals. This information can be useful for designing training programs and policies that encourage library professionals to use social media applications effectively and responsibly while at work.

Table 2 Use of devices by library professionals to access social media applications

Devices (N=410)	Frequency	Percentage
Desktop	252	61.5
Laptop	124	30.2
Tab	33	8.0
Smartphone	410	100

Note: Multiple choice question

The information about the devices used by library professionals to access social media applications is presented in table 2. From the table, we can see that all respondents who used social media applications used smartphones to access them, with a frequency of 410 and a percentage of 100. Desktops were the second most commonly used device, with a frequency of 252 and a percentage of 61.5. Laptops were used by 124 respondents, representing 30.2% of the sample. Only a small proportion of respondents (8.0%) reported using Tabs, with a frequency of 33.

Overall, this table suggests that smartphones are the most commonly used device by library professionals to access social media applications. This information can be useful for designing mobile-friendly applications and platforms that are easily accessible to library professionals who use smartphones to access social media. It also highlights the importance of optimizing social media applications for desktop and laptop use, as a significant proportion of library professionals still use these devices to access social media.

Table 3 Frequency of use of social media applications by library professionals

Frequency	Frequency	Percentage
Daily	373	90.97
2-3 days in a week	26	6.34
Once in a week	8	1.95
Occasionally	3	0.73
Total	410	100

Table 3 presents the frequency and percentage of respondents who reported their frequency of using social media. Out of the total respondents, the majority (88.0%) reported using social media daily, while a small percentage reported using it 2-3 days a week (6.1%), once a week (1.9%), and occasionally (0.7%). It can be inferred that a significant proportion of respondents use social media daily. The table shows that the respondents are consistent in their use of social media, with 96.7% of the total respondents reporting their frequency of social media use. The data is relevant to understanding the usage pattern of social media and can be used to inform decisions on social media marketing and policymaking.

Table 4 Cross tabulation of gender with frequency of use of social media

Gender		Frequency of use				Total
		Daily	2-3 days in a week	Once in a week	Occasionally	
Male	Count	255	9	3	3	270
	% of Total	62.2%	2.2%	0.7%	0.7%	65.9%
Female	Count	118	17	5	0	140
	% of Total	28.8%	4.1%	1.2%	0.0%	34.1%
Total	Count	373	26	8	3	410
	% of Total	91.0%	6.3%	2.0%	0.7%	100.0%

Table 4 shows the cross-tabulation of gender with the frequency of use of social media among a group of people. In total, 410 people were included in the study. Of these, 270 (65.9%) were male and 140 (34.1%) were female. The majority of the participants (373, 91.0%) reported using social media daily. Only a small proportion of participants reported using social media less frequently, with 26 (6.3%) using it 2-3 days a week, 8 (2.0%) using it once a week, and 3 (0.7%) using it occasionally.

Looking at the gender breakdown, a higher proportion of males (255, 62.2%) reported using social media daily compared to females (118, 28.8%). Conversely, a higher proportion of females reported using social media 2-3 days in a week (17, 4.1%) compared to males (9, 2.2%). Additionally, a higher proportion of females reported using social media once in a week (5, 1.2%) compared to males (3, 0.7%). In summary, this table shows that most participants reported using social media daily, with a higher proportion of males reporting daily use compared to females. The frequency of use of social media was generally low among the participants, with very few using it less frequently than once a week.

Table 5 Use of social media applications tools by library professionals

Social Media Tools	Always	Often	Sometimes	Seldom	Never
Ask.fm	-	-	-	93 (21.9)	317 (74.8)
Dailymotion	-	-	-	86 (20.3)	324 (76.4)

Facebook	119 (28.1)	144(34.0)	69 (16.3)	70 (16.5)	8 (1.9)
Hangouts	-	-	-	88 (20.8)	322 (75.9)
Hike	-	-	-	88 (20.8)	322 (75.9)
Instagram	118 (27.8)	142 (33.5)	68 (16.0)	70 (16.5)	12 (2.8)
Koo	-	-	103 (24.3)	153 (36.1)	154 (36.3)
LinkedIn	36 (8.5)	82 (19.3)	127 (30.0)	99 (23.3)	66 (15.6)
Pinterest			94 (22.2)	161 (38.0)	155 (36.6)
Reddit	-	-	65 (15.3)	93 (21.9)	252 (59.4)
Signal	-	-	63 (14.9)	91 (21.5)	256 (60.4)
Telegram	-	-	94 (22.2)	161 (38.0)	155 (36.6)
Twitter	32 (7.5)	81 (19.1)	139 (32.8)	92 (21.7)	66 (15.6)
WhatsApp	100 (23.6)	141 (33.3)	112 (26.4)	57 (13.4)	-
YouTube	32 (7.5)	81 (19.1)	139 (32.8)	92 (21.7)	66 (15.6)

Note: The number within the parenthesis represents the percentage

Table 5 represents the frequency and percentage of the use of various social media tools by library professionals. The social media tools are listed in the first column, and the frequency of their usage is presented in the following columns - Always, Often, Sometimes, Seldom, and Never. It can be observed that Facebook, Instagram, Pinterest, WhatsApp, YouTube, and LinkedIn are among the most used social media tools by library professionals, while Ask.fm, Dailymotion, Hangouts, Hike, Koo, Reddit, Signal, and Telegram are used less frequently.

Facebook and Instagram are the most frequently used social media tools with 28.1% and 27.8% respectively, of library professionals indicating that they always use these tools. While 23.6% of library professionals use WhatsApp always. LinkedIn is used by a comparatively smaller proportion of library professionals with 8.5% indicating that they always use it. Reddit, Signal, and Telegram are the least frequently used social media tools, with no library professionals indicating that they always use these tools. The usage frequency of other social media tools, such as Pinterest and YouTube, falls somewhere in between these two groups. Overall, the results suggest that library professionals use social media tools to varying degrees, with some tools being used more frequently than others. The pattern of usage may depend on the specific needs and preferences of the professionals and the institutions they work for.

Table 6 Frequency of use of academic-related social media tools by library professionals

Social Media Tools	Always	Often	Sometimes	Seldom	Never
Academia.edu	16 (3.8)	27(6.4)	101 (23.8)	116 (27.4)	150 (35.4)
LinkedIn	50 (11.8)	91 (21.5)	99 (23.3)	129 (30.4)	41 (9.7)
Classmates	-	-	60 (14.2)	82 (19.3)	268 (63.2)
Emerald Research Connections	-	-	-	63 (14.9)	347 (81.8)
Mendeley	15 (3.5)	27 (6.4)	100 (23.6)	115 (27.1)	153 (36.1)
Microsoft Teams	-	-	-	63 (14.9)	347 (81.8)
Quora	16 (3.8)	27 (6.4)	101 (23.8)	116 (27.4)	150 (35.4)
RefWorks	-	-	-	63 (14.9)	347 (81.8)
Research Gate	50 (11.8)	91 (21.5)	99 (23.3)	129 (30.4)	41 (9.7)
Zotero	-	-	-	63 (14.9)	347(81.8)

Note: The number within the parenthesis represents the percentage

Table 6 presents the frequency of use of academic-related social media tools by library professionals. The data is based on a survey of a sample of library professionals. The table provides the number of respondents who reported using each social media tool always, often, sometimes, seldom, or never. Academia.edu was used always or often by 10.2% of the respondents, while 23.8% used it sometimes, and 63.2% seldom or never used it. LinkedIn was used more frequently, with 33.3% of respondents reporting that they always or often use it, and 23.3% sometimes using it. Mendeley was used always or often by 10% of respondents and sometimes by 23.6%.

The majority of respondents (63.1%) seldom or never used it. Emerald Research Connections, Microsoft Teams, RefWorks, Quora, and Zotero were not used by any respondent always, often, or sometimes. Instead, the majority of respondents reported that they never used these tools. ResearchGate was used always or often by 33.3% of respondents,

with an additional 23.3% using it sometimes. A significant proportion of respondents (30.4%) reported that they seldom use it. Classmates, a social media platform for finding and connecting with former classmates, was used sometimes by 14.2% of respondents, with 19.3% seldom using it and 63.2% never using it.

In summary, the table suggests that among the academic-related social media tools listed, LinkedIn and ResearchGate are the most frequently used by library professionals, while Emerald Research Connections, Microsoft Teams, RefWorks, Quora, and Zotero are rarely used. Academia.edu and Mendeley are used by a small but notable proportion of respondents, while Classmates is not commonly used by library professionals. Overall, the table shows that there is significant variation in the use of different academic-related social media tools among library professionals. LinkedIn and ResearchGate are the most popular tools among the respondents, while RefWorks, Emerald Research Connections, Microsoft Teams, and Zotero are the least popular. These results suggest that library professionals are using academic-related social media tools, but there is room for improvement in their adoption of some of the less popular tools.

Table 7 Purpose of use of social media at work by library professionals

Purpose	Always	Often	Sometimes	Seldom	Never
For communication with users	42 (9.9)	118 (27.8)	121 (28.5)	64 (15.1)	65 (15.3)
To share the information about library resources	39 (9.2)	107 (25.2)	121 (28.5)	77 (18.2)	66 (15.6)
To share the information about library's upcoming activities.	26 (6.1)	99 (23.3)	155 (36.6)	96 (22.6)	34 (8.0)
CAS & SDI Service	9 (2.1)	18 (4.2)	165 (38.9)	151 (35.6)	67 (15.8)
New arrival display	16 (3.8)	65 (15.3)	123 (29.0)	149 (35.1)	57 (13.4)
Overdue alerts	9 (2.1)	18 (4.2)	165 (38.9)	151 (35.6)	67 (15.8)
Remotely sharing of information	9 (2.1)	18 (4.2)	165 (38.9)	151 (35.6)	67 (15.8)
Catalogue linking	-	-	24 (5.85)	50 (12.19)	336 (79.2)
Posting information about workshops conferences/seminars, etc.	9 (2.1)	18 (4.2)	165 (38.9)	151 (35.6)	67 (15.8)
To participate in professional interaction	9 (2.1)	67 (15.8)	151 (35.6)	165 (38.9)	18 (4.2)
For marketing library services and products	26 (6.1)	99 (23.3)	155 (36.6)	96 (22.6)	34 (8.0)
To create a users group	-	-	165 (38.9)	151 (35.6)	67 (15.8)

Note: The number within the parenthesis represents the percentage

Table 7 presents the frequency of use of social media for various purposes by library professionals. The table provides valuable information about the use of social media by library professionals for communication, sharing information about library resources and activities, providing services such as CAS & SDI, overdue alerts, remote sharing of information, and catalog linking. The data reveals that the most frequently reported purpose for using social media by library professionals is communication with users (42.9% always and 27.8% often), followed by sharing information about library resources (39.1% always and 25.2% often). Library professionals also use social media to share information about upcoming activities (26.1% always and 23.3% often), marketing library services and products (26.1% always and 23.3% often), and new arrival displays (16.7% always and 15.3% often).

Additionally, the data shows that social media is frequently used by library professionals for providing services such as CAS & SDI (38.9% sometimes), overdue alerts (38.9% sometimes), remotely sharing information (38.9% sometimes), and catalog linking (12.19% seldom). The table also shows that library professionals use social media to participate in professional interaction (38.9% sometimes and 15.8% seldom) and to create user groups (38.9% sometimes and 15.8% seldom). In summary, the table provides a detailed overview of the purposes for which library professionals use social media at work.

Table 8 Social media tools usually used by library professionals to engage the research community

Social Media Tools	Always	Often	Sometimes	Seldom	Never
Academia.edu	18 (4.2)	140 (33.0)	104 (24.5)	101 (23.8)	47 (11.1)
Google Scholar	-	47 (11.1)	148 (34.9)	153 (36.1)	62 (14.6)
Pinterest	-	33 (7.8)	31 (7.3)	122 (28.8)	224 (52.8)
ResearchGate	20	140 (33.7)	103 (24.3)	100 (23.6)	47 (11.1)
Slideshare	-	47 (11.1)	145 (34.2)	155 (36.6)	63 (14.9)
Mendeley	17 (4.0)	143 (33.7)	103 (24.3)	100 (23.6)	47 (11.1)
Zotero	15 (3.65)	149 (36.34)	99 (54.14)	96 (23.41)	51 (12.43)
Bibme	-	33 (7.8)	31 (7.3)	122 (28.8)	224 (52.8)

Note: The number within the parenthesis represents the percentage

Table 8 shows the frequency of use of social media tools by library professionals to engage the research community. The categories range from "Always" to "Never" and the results are presented in numbers and percentages. From the table, it can be inferred that ResearchGate is the most preferred social media tool by library professionals to engage the research community. 20 respondents (4%) stated that they always use ResearchGate, while 140 (33.7%) stated that they often use it, and 103 (24.3%) stated that they sometimes use it. Similarly, Academia.edu is often used by library professionals, with 140 (33%) stating that they often use it. Google Scholar is another popular tool among library professionals, with 148 (34.9%) stating that they sometimes use it, while 47 (11.1%) stated that they often use it.

In terms of reference management tools, Mendeley is used often or sometimes by 146 (34.5%) respondents, while Zotero is used by 164 (39.8%) respondents. Pinterest and Bibme are less preferred by library professionals, with the majority of respondents (52.8%) stating that they never use these tools. Overall, the results show that library professionals use a variety of social media tools to engage the research community, with ResearchGate, Academia.edu, and Google Scholar being the most popular tools.

Table 9 Opinion of the library professionals about impact of social media in providing library services.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Social media helps in building personal and professional relationship.	109 (25.7)	237 (55.9)	17 (4.0)	23 (5.4)	24 (5.7)
Social media helps in making strong contact than in a person.	24 (5.7)	141 (33.3)	127 (30.0)	78 (18.4)	40 (9.4)
Social media hampers me on occasion of social gathering.	-	-	60 (14.2)	205 (48.3)	145 (34.2)
Social media is a good communication tool.	45 (10.6)	299 (70.5)	25 (5.9)	25 (5.9)	16 (3.8)
Privacy policies are effective in social media	18 (4.2)	123 (29.0)	59 (13.9)	121 (28.5)	89 (21.0)
Social media adversely affects my work schedule and professional life	-	53 (12.5)	35 (8.3)	193 (45.5)	129 (30.4)

Note: The number within the parenthesis represents the percentage

Table 9 shows the opinions of library professionals regarding the impact of social media on providing library services. The opinions are measured using a five-point Likert scale ranging from "Strongly Agree" to "Strongly Disagree." The first statement, "Social media helps in building personal and professional relationships," received the most "Agree" responses, with 55.9% of the respondents agreeing and 25.7% strongly agreeing. Only a small percentage of respondents had a negative opinion, with 5.7% strongly disagreeing. The second statement, "Social media helps in making strong contact than in a person," received mixed opinions, with 33.3% agreeing and 30.0% being neutral. However, a significant percentage of respondents, 18.4%, disagreed, and 9.4% strongly disagreed.

The third statement, "Social media hampers me on the occasion of social gathering," had no respondents strongly agreeing or agreeing, but 48.3% disagreed and 34.2% strongly disagreed. The fourth statement, "Social media is a good communication tool," received a high percentage of "Agree" responses, with 70.5% agreeing and 10.6% strongly agreeing. The fifth statement, "Privacy policies are effective in social media," had the most mixed opinions, with 29.0%

agreeing and 21.0% strongly disagreeing. However, the majority of the respondents had a positive view of privacy policies in social media, with 13.9% being neutral.

The sixth statement, "Social media adversely affects my work schedule or professional life," had a large percentage of respondents (45.5%) disagreeing and 30.4% strongly disagreeing. However, a notable percentage of respondents (12.5%) agreed that social media adversely affects their work schedule or professional life.

Table 10 Problems faced by library professionals while using social media

Problems	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Network problem	9 (2.1)	87 (20.5)	57 (13.4)	200 (47.2)	57 (13.4)
Lack of social media skills	17 (4.0)	33 (7.8)	25 (5.9)	183 (43.2)	152 (35.8)
Lack of awareness about various SNS	17 (4.0)	33 (7.8)	25 (5.9)	183 (43.2)	152 (35.8)
Lack of funds	9 (2.1)	105 (24.8)	105 (24.8)	209 (49.3)	87 (20.5)
Privacy concern	35 (8.3)	253 (59.7)	32 (7.5)	64 (15.1)	26 (6.1)
Lack of appealing	17 (4.0)	44 (10.4)	26 (6.1)	209 (49.3)	114 (26.9)
Erratic power supply	-	50 (11.8)	59 (13.9)	255 (60.1)	46 (10.8)
Lack of ICT infrastructure	-	48 (11.3)	59 (13.9)	255 (60.1)	48 (11.3)
Language	-	50 (11.8)	59 (13.9)	255 (60.1)	46 (10.8)
Data security	48 (11.3)	274 (64.6)	55 (13.0)	25 (5.9)	8 (1.9)
Fear of addiction	18 (4.2)	102 (24.1)	65 (15.3)	113 (26.7)	112 (26.4)
Cyber bullying	66 (15.6)	313 (73.8)	8 (1.9)	15 (3.5)	8 (1.9)

Note: The number within the parenthesis represents the percentage

Table 10 provides information on the problems faced by library professionals while using social media. The table displays the number of respondents who strongly agree, agree, are neutral, disagree, or strongly disagree with each problem. The data is presented in a tabular format, with each row representing a different problem, and the columns representing the frequency of respondents who hold different opinions about each problem. The table indicates that the most common problem faced by library professionals while using social media is a lack of social media skills, with 35.8% of respondents strongly disagreeing or disagreeing with this statement, followed closely by a lack of awareness about various social networking sites (35.8%).

Other problems identified include network problems (26.5%), lack of funds (23.8%), privacy concerns (14.4%), lack of appealing content (14.1%), fear of addiction (30.9%), and cyberbullying (89.4%). It is worth noting that some problems, such as erratic power supply, lack of ICT infrastructure, and language, did not receive responses in the strongly agree or agree categories, indicating that these may not be significant concerns for library professionals while using social media. Overall, the table suggests that library professionals face several challenges while using social media, ranging from technical issues to social and psychological concerns. The data highlights the need for training and awareness programs to help library professionals develop the necessary skills and knowledge to use social media effectively, safely, and securely in their work.

5. SUMMARY AND DISCUSSION

This study found that a high percentage (96.7%) of library professionals in higher education institutions in Karnataka use social media applications, mainly accessed through smartphones (100%) and desktops (61.5%). Most

respondents (88.0%) reported using social media daily, emphasizing the consistent usage pattern. Further, the study found that a higher proportion of males (62.2%) reported daily use compared to females (28.8%). Facebook and Instagram were the most frequently used social media tools by library professionals, while Ask.fm, Dailymotion, Hangouts, Hike, Koo, Reddit, Signal, and Telegram were used less frequently. LinkedIn and ResearchGate were the most frequently used academic-related social media tools, while Emerald Research Connections, Microsoft Teams, RefWorks, Quora, and Zotero were rarely used. In addition to this, social media was primarily used for communication with users (42.9% always, 27.8% often) and sharing information about library resources (39.1% always, 25.2% often). The study result, ResearchGate, Academia.edu, and Google Scholar were the most preferred tools to engage the research community among library professionals. Library professionals generally agree that social media helps in building personal and professional relationships and is an effective communication tool. However, concerns about privacy policies and the adverse effects on work schedules were also noted. The common problems faced by library professionals while using social media included a lack of social media skills, lack of awareness about various social networking sites, and network problems.

The results indicate a widespread use of social media applications among library professionals in higher education institutions in Karnataka, emphasizing the need to consider mobile-friendly applications. Smartphones are the preferred devices for accessing social media, highlighting the importance of optimizing applications for mobile use. The usage frequency and pattern indicate a consistent and daily engagement with social media. Variations in social media tool usage suggest that library professionals tailor their preferences based on individual needs and organizational contexts. Academic-related social media tools like LinkedIn and ResearchGate play a significant role, indicating a professional interest in engaging with academic and research communities. However, there's room for improvement in the adoption of less popular academic-related tools. Library professionals use social media for various purposes, primarily communication and sharing information about library resources. Social media also facilitates engagement with the research community, with ResearchGate, Academia.edu, and Google Scholar being preferred tools. Privacy concerns and potential adverse effects on work schedules are recognized, suggesting a need for addressing these issues through policy development and awareness programs. The identified problems, including a lack of social media skills and awareness about networking sites, emphasize the importance of training and support initiatives.

6. CONCLUSION

The study underscores the extensive use of social media applications, especially through smartphones, among library professionals in higher education institutions in Karnataka. This information is vital for developing training programs and policies that promote responsible and effective use of social media at work. Additionally, insights into social media tool preferences and usage patterns can guide the development of mobile-friendly applications and platforms tailored to the needs of library professionals, ultimately enhancing their engagement with social media. Addressing challenges such as privacy concerns and the need for training is crucial to ensure a positive and productive experience for library professionals in utilizing social media.

CONFLICT OF INTERESTS

None.

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