Attitude of Library Professionals Towards Social Media Applications

Ms. Jyudith A Bhatera[1] and Dr. Nileshkumar M Kantaria[2]

[1]Librarian and Research Scholar, Saurashtra University, Rajkot
[2]Librarian and Research Guide, Saurashtra University, Rajkot

---***---

Abstract: *This study examined the attitude of library professionals towards the use of social media applications in library. A self constructed five point attitude scale was administered to collect the data. Total 180 library professionals from GTU affiliated colleges were participated under this survey. Results of the study indicated that basic graduation degree has statistically significant difference on the attitude of library professions towards the use of social media applications in library.*

Keyword: *Attitude, library professional, social media application.*

Introduction:

The explosion of information and communication technology has brought very significant transformation in each and every aspects of library. Transformation through ICT has brought opportunity as well as threat for the library professionals. How library professionals accept and utilize the technology is the fundamental factor which decides the outcomes of the technology in terms of the opportunity or threat. However successful implementation of any technology mainly depends on the attitude of library professionals. Social media applications is a another technological advancement of the ICT which brings so many opportunities as well as threats for the library professionals. If the attitude of library professionals towards social media applications is positive it brings number of benefits and opportunities. Thus this study is an attempt to assess the attitude of library professionals towards the use social media applications in library. Measurement of attitude of library professionals towards the use of social media applications in library serves as a guideline for the implementation of these technologies in academic libraries.

Literature Review:

Relatively few studies have been conducted on the attitude of library professionals towards the social media applications. Hence researcher has reviewed the studies on attitude of library professionals towards the ICT also.

Sujata Santosh (2017) assessed the attitude of library professionals working in the central university libraries of India towards the social media applications and found out that majority of the library professionals were had a strong positive attitude towards the social media applications.

Rahman (2010) measured the attitude of library professionals of Bangladesh in context of the certain social economic variables towards the information and communication technology. Investigator found out that competency, work performance and anxiety affect the attitude of library professionals towards the ICT.

Ramzan (2010) assessed the attitude of academic library professionals of Pakistan towards the information and Communication Technology. Investigator found out that significant difference was found in the attitude of library professionals working in the public and private libraries and those who were using the computer at home and those who were not using the computer at home.

Objectives of the Study:

Following were the main objectives of the study.

1. To know the attitude of library professionals towards the social media applications with respect of their gender.
2. To know the attitude of library professionals towards the social media applications with respect of their basic graduation degree.

Methodology:

Present study assesses the attitude of library professionals towards the use social media applications in library in context of the two independent variables namely gender and basic graduation degree. Present study is carried out to find out that do any significant difference is exist in the mean attitude score of the library professionals with respect of their gender and basic graduation degree.

Researcher has done a census study and covered library professionals of GTU affiliated college libraries under the study. Thus whole populations comprised under the study were 180 library professionals. For data collection an attitude scale was constructed following the five point Likert scale method. For the analysis of the data, 't'- test was applied.

Hypotheses:

1. There will be no significant difference between the mean attitude score of male and female library professionals.
2. There will be no significant difference between the mean attitude score of library professionals having Arts as a basic graduation degree and library professionals having basic graduation degree other than arts.

Results and Discussion:

- **Gender based attitude towards the social media applications.**

    Attitude score of male and female library professionals is calculated as below.

Table 1

Independent Variable (Gender)	N	M	SD	Difference of Mean	Standard Error of Mean	't'	Sig.
Male	104	137.08	19.03	1.11	2.83	0.39	NS
Female	76	138.18	18.54				

Table 1 show that there is no significant difference between the attitude score of male and female library professionals towards the use of social media applications. Which means male and female library professionals seems equal in terms of attitude towards the use of social media applications in library. Thus **hypothesis 1** there will be no significant difference between the mean attitude score of male and female library professionals **is accepted.**

- **Basic graduation degree based attitude towards the social media applications.**

    Attitude score of Arts basic graduation degree library professionals and Other basic graduation degree library professionals is calculated as below.

Table 2

Independent Variable (Basic graduation degree)	N	M	SD	Difference of Mean	Standard Error of Mean	't'	Sig.
Arts	109	134.54	17.13	7.61	2.92	2.61	0.01
Other	71	142.15	20.34				

Table 2 shows that there is significant difference between the attitude score of Arts basic graduation degree and Other basic graduation degree library professionals towards the use of social media applications. This means library professionals possessing the graduation degree other than arts were more positive the use of social media applications in library. Thus **hypothesis 2** there will be no significant difference between the mean attitude score of male and female library professionals **is rejected.**

Conclusion:

In concluding remarks we can say that gender has no effect of the attitude of library professionals towards the social media applications while basic graduation degree affect the attitude of library professionals towards the use of social media applications in library.

References:

1. Nair, S. K. (1997). A study of the attitude of librarians in Kerala towards the use of Information Technology in library and information activities (University of Kerala, Thiruvananthpuram, India). Retrieved from http://shodhganga.inflibnet.ac.in:8080/jspui/handle/10603/97601
2. Nández, G., & Borrego, Á. (2013). Use of social networks for academic purposes: A case study. The Electronic Library, 31. https://doi.org/10.1108/EL-03-2012-0031

3. Nations, D. (n.d.). Serious Question: What Exactly Is Social Media? Retrieved August 5, 2019, from Lifewire website: https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616

4. Ngcobo, E. N. (2016). The use of web 2.0 technologies in academic libraries in South Africa.

5. Rahman, A.-I.-M.-J. (2010). Attitude of library professionals towards information technology of university libraries in Bangladesh (M.Phil thesis, University of Dhaka, Dhaka, Bangladesh). Retrieved from http://eprints.rclis.org/25144/

6. Santosh, S. (2017). Awareness, use and attitude of library professionals towards Web 2.0 applications in Central University Libraries in India. Annals of Library and Information Studies, 64(3). Retrieved from http://nopr.niscair.res.in/handle/123456789/42989