

Enhancing Information Dissemination in Libraries: A Comprehensive Analysis of the Impact of Social Media and Mobile Applications in the college students of Naxal Block

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Abstract: The current study investigates the usefulness of social media and mobile applications in enhancing information distribution within libraries, with a focus on college students in the Naxal Block. A detailed study is conducted to assess the impact of these digital tools on the accessibility of library resources and services. To gather viewpoints from 284 selected individuals, a mixed-methods approach is used, which includes questionnaires and interviews. The findings provide useful insights into college students' awareness, involvement, preferences, and barriers to using social media and mobile applications for library information distribution in the Naxal Block.

Keywords: Social Media, Mobile Applications, Information Dissemination, Libraries, College Students

1 | INTRODUCTION

Libraries are vital entities in ultra-modern statistics management environment, tasked not only with handling large reservoirs of understanding, but additionally with speaking this wealth of records to an increasingly technologically informed and various person base. Social media (SM) structures and cellular packages (Apps) have altered the mechanics of expertise switch, propelling libraries into a new generation of engagement and connectivity. The pervasiveness of social media and cellular devices in our every day lives has had a widespread effect on library users' expectancies and behaviour. Recognising this paradigm shift, our studies intends to analyze the finer factors of how libraries appoint Social Media and Mobile Applications to higher records transport.

2 | BACKGROUND

Libraries play a critical role in presenting statistics to their users, and the introduction of virtual technology has drastically altered this process. Social media systems and phone applications have emerged as powerful approach of conversation and records trade, giving libraries new methods to

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engage with their customers. The scholar population in the Naxal Block is a massive demographic with specific records needs and choices, making them a super cohort for reading the effect of social media and cell applications on records dissemination in libraries. Libraries are faced with the necessity to evolve in tandem with the digital revolution reshaping the modern data domain. The escalating significance of Social Media and Mobile Applications signals a departure from conventional techniques of facts distribution closer to interactive, consumer-targeted procedures. Platforms like Facebook, Twitter, Instagram, in addition to a plethora of cellular applications, have emerge as omnipresent equipment for conversation and statistics sharing. Acknowledging this transformative transition, libraries are actively exploring the incorporation of virtual technologies into their operations to decorate facts dissemination. This research is underpinned by using the belief of the transformative potential of Social Media and Mobile Applications in redefining how libraries have interaction in communicate and disseminate statistics to their users.

3 | RATIONALE OF THE STUDY

The reason for assignment an in depth exam of the effect of social media and cellular programs on facts dissemination in libraries amongst university students in the Naxal Block arises from the urgent necessity for libraries to alter to the evolving information surroundings and cater to the changing necessities of their consumer base. College students, being digital natives, showcase large talent in using social media and mobile technology for communicate and data retrieval. It is vital for libraries to recognize how these technology shape their engagement with library assets and services a good way to live pertinent and correctly deal with the statistics desires of this unique demographic. Hence, this studies goals to research the degree to which social media and cell packages enhance statistics dissemination in libraries, providing precious insights for library experts and policymakers to enhance their virtual strategies.

4 | LITERATURE REVIEW

S., Dhanavandan. (2023) delves into the role of social media in libraries for disseminating scholarly content in the twenty-first century. Social networking platforms are defined as online platforms that facilitate connections among friends, family, library patrons, and consumers. These platforms serve social as well as economic purposes and play a crucial role in disseminating scholarly content in the contemporary era. Bo, Yang & others (2023) identify the factors influencing information dissemination via WeChat public accounts, but do not specifically explore the influence of social media and mobile applications in library settings. Dirk, Ifenthaler. (2022) highlights the common uses of social media for social interactions, sharing content, staying updated on news, and decision-making. Social media serves as a powerful and straightforward tool for engaging with individuals at local and global levels, as well as for generating, sharing, and transmitting knowledge within academic settings to disseminate scholarly content in the modern era. Hui-Yun, Sung., Marianne, Bamkin. (2022) investigate the impact of mobile libraries for children on social inclusion in remote rural areas of Taiwan. Through a qualitative approach, the study aims to gain deeper insights into participants' perceptions of the social implications of mobile libraries for children in rural regions. The study identifies reading advancement, community engagement, social cohesion, and equal opportunities as four key areas of social impact. According to the findings, mobile libraries enhance reading motivation, community engagement, social cohesion, and equal opportunities, thereby fostering a sense of value among youngsters and contributing to society. Jane, Igie, Aba., Theresa, Osasu, Makinde. (2020) explore the influence of social media on student engagement in library settings. The study examines various themes related to social media usage, including benefits, impacts, and challenges affecting the use of social media by undergraduate students and their academic performance. Recommendations include providing students with awareness programs on social media platforms by universities and libraries, as well as granting students access to social media resources and services by librarians. The study by S., L., Faisal. (2018) evaluates the efficacy of social media platforms in libraries for resource provision, event promotion, and user engagement.

5 | SIGNIFICANCE OF THE STUDY

This research is of super importance as it has the capacity to provide guidance and aid to libraries in improving their methods of dispensing statistics. Through an intensive exam of the effect of Social Media and Mobile Applications, the have a look at gives insights into powerful techniques, viable dangers, and consumer-targeted techniques. It is specially critical for libraries aiming to improve their information dissemination processes, specifically whilst catering to university college students in the Naxal Block. By delving deeply into the outcomes of Social Media and Mobile Applications, the results will offer precious understandings into green practices, ability limitations, and consumer-centered techniques. These insights will not best help librarians inside the Naxal Block however will even make contributions to the progression of the Library and Information Science field by using losing mild at the converting role of libraries inside the digital age, mainly within scholar groups. Furthermore, the studies can be useful for policymakers, educators, and pupils, imparting a deeper comprehension of the transformative possibilities of virtual technologies in transmitting information within educational environments. Ultimately, this study will enable libraries in the Naxal Block to navigate the digital realm more successfully, ensuring they stay relevant and meet the records necessities of college students efficaciously.

6 | OBJECTIVES OF THE STUDY

The have a look at objectives to discover techniques of statistics dissemination in libraries for college students in the Naxal Block, specializing in effectiveness, consumer engagement, and techniques to decorate records distribution tailored to student possibilities. The number one goal of this observe is to research methods of disseminating data in academic libraries for college students inside the Naxal Block. The cognizance is on evaluating the performance, consumer involvement, and techniques for improving records distribution tailored to student possibilities. The integration of various virtual systems poses both opportunities and challenges for libraries. These institutions, appearing as reservoirs of expertise, are devoted to retaining and organizing facts while actively interacting with their person base. The objectives of this research contain scrutinizing the effect of social media and cellular programs on the primary purpose of imparting insights and hints for university libraries inside the Naxal Block to efficaciously utilize social media and cell apps, thereby advocating for a person-focused technique to data dissemination.

7 | METHODOLOGY

The method employed in this research facilities on analyzing how social media and Mobile Applications influence information dissemination in libraries. It adopts an exploratory descriptive take a look at layout within the particular geographical area of college libraries within the Naxal Bari Block. A mixed-methods studies approach is applied to thoroughly verify the outcomes of social media and mobile applications on information dissemination amongst college students within the Naxal Block. The look at involves a pattern of 284 participants. Initially, a survey is performed to accumulate quantitative information on the respondents' attention, engagement, options, and perceived obstacles concerning social media and cellular applications for having access to library assets and offerings. Subsequent to this, semi-dependent interviews are carried out with a subgroup of members to delve in addition into their reports, perceptions, and recommendations concerning the usage of those virtual equipment. The statistics collected from surveys and interviews are subjected to appropriate statistical analyses and qualitative content scrutiny to extract meaningful insights and draw conclusions at the efficacy of social media and cellular applications in enhancing statistics dissemination in libraries inside the specified context. Ethical issues are centered on safeguarding person privacy and securing informed consent. Overall, this technique pursuits to supply a complete evaluation of the effect of social media and Mobile Applications on records dissemination in library settings. Ethical concerns consciousness on person privacy and

obtaining knowledgeable consent. Overall, this methodology aims to offer a complete evaluation of the impact of social media and Mobile Applications on library records dissemination.

8 | FINDINGS AND DISCUSSION

1. Awareness of Social Media Use by Libraries:

Response	Count
Yes	245
No	39

Table :1

- A significant majority (86.2%) of respondents are aware of libraries using social media for information dissemination purposes. This indicates a widespread acknowledgment of libraries' presence on social platforms.

2. Engagement Frequency with Libraries' Social Media Content:

Response	Count
Daily	88
Several times in a week	163
Rarely	31
Never	2

Table :2

- Most respondents (88.4%) engage with libraries' social media content at least several times a week, with over half (57.4%) doing so several times a week. This suggests a high level of interaction and interest among users.

3. Preferred Social Media Platforms for Receiving Information:

Platform	Count
Facebook	122
Twitter	12
Instagram	45
LinkedIn	9
YouTube	45
Other	51

Table :3

- Facebook emerges as the most preferred platform (43.0%), followed by Instagram (15.9%) and YouTube (15.9%). This highlights the importance of diversifying social media presence to reach users across various platforms.

4. Likelihood of Recommending Library Social Media Accounts:

Response	Count
Very likely	90
Likely	112
Neutral	73
Unlikely	9
Very unlikely	0

Table :4

- The majority of respondents (71.1%) are likely or very likely to recommend library social media accounts or mobile applications to others. This indicates a positive perception of libraries' online presence among users.

5. Most Useful Features in Library Mobile Applications:

Feature	Count
Catalogue	20
Access to e-resource	146
Event notification	101
Account management	10
Others	7

Table :5

- Access to e-resources is deemed the most useful feature (51.4%), followed by event notifications (35.6%). This suggests that users value convenient access to digital resources and staying informed about library events.

6. Challenges or Limitations in Using Social Media for Library Information:

Challenge or Limitation	Count
Information overload	127
Difficulty finding relevant content	40
Lack of engagement with library posts	65
Privacy concerns	45
Others	7

Table :6

- The most common challenges perceived by respondents include information overload (44.8%) and difficulty finding relevant content (14.1%). Privacy concerns (15.9%) also represent a notable consideration for users.

The overall data analysis reveals a significant level of awareness (86.23%) among respondents regarding libraries' use of social media for information dissemination, indicating the widespread recognition of social media's role in facilitating access to library resources and services. Engagement with libraries' social media posts is also notable, with the majority (88.47%) indicating regular interaction, particularly on a daily basis (31.08%). Facebook emerges as the favoured platform (43.01%), emphasizing its effectiveness in reaching and engaging with library patrons. Furthermore, respondents express a high likelihood of recommending library social media accounts or mobile applications to others, with over 70% indicating either a likelihood or strong likelihood to do so. However, challenges such as information overload (44.76%) and difficulty in finding relevant content (14.08%) underscore the need for libraries to streamline content and enhance user experience on social media platforms. Despite these challenges, the findings overall demonstrate the considerable potential of social media in enhancing information dissemination and engagement within library communities.

9 | RECOMMENDATIONS

Curation of Content: Given the issues arising from information overload and the challenge of locating relevant material, libraries should emphasize curating high-quality and pertinent content for their social media platforms. This might involve showcasing essential resources, upcoming events, and engaging multimedia material to effectively captivate users.

Strategies for User Engagement: Libraries can incorporate interactive elements such as surveys, quizzes, and user-generated content to stimulate increased engagement with their social media posts. Encouraging user participation and feedback can enhance the sense of community and encourage sustained interaction.

Diversification of Platforms: Despite the enduring popularity of Facebook, libraries should also contemplate expanding their presence to other social media platforms based on the demographics and preferences of their target audience. This could entail more active involvement on platforms like Instagram and YouTube to effectively engage a varied user base.

Enhanced Accessibility and Usability: It is crucial for libraries to ensure that their mobile applications are user-friendly and accessible to all users, including those with disabilities. Regular updates and improvements to the mobile app interface and features can enhance usability and deliver a seamless experience for users accessing library services via mobile devices.

10 | CONCLUSION

The findings underscore the crucial role played by social media in enhancing information dissemination and user engagement within library environments. Despite challenges such as information overload and content relevance, there exists a clear opportunity for libraries to effectively utilize social media platforms for engaging with patrons, advertising library resources and services, and fostering a sense of community participation. By implementing strategies to curate content, boost user engagement, expand platform presence, and improve accessibility, libraries can maximize the effectiveness of their social media endeavors and continue to serve as valuable hubs for information and knowledge dissemination in the digital age.

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