

ADOPTION OF SOCIAL MEDIA IN ANCIENT ACADEMIC UNIVERSITIES OF GLOBE

***MS. ASIFA ALI, **DR. SHABIR AHMAD GANAIE & ***DR. BILAL AHMAD BHAT**

**Research Scholar, Department of Library and Information Science, University of Kashmir*

***HOD, Department of Library and Information Science, University of Kashmir.*

****Ex. HOD, Division of Social Science, FoFy, Rangil Ganderbal, SKUAST-Kashmir, J&K*

ABSTRACT

Information and Communication Technology (ICT) has altogether revolutionized the library resources and the ways libraries perform their operations. As worldwide thrive on modern technologies, the application of web 2.0 bring revolution in the libraries and allows the user to interact, work collaboratively, stay update and interacts the web world. Web 2.0 technologies is an emerging suite of applications that holds immense potential in enriching communication, collaboration and enhancing the learning process. It has the potential of impacting the efficiency and effectiveness of service design and delivery in academic libraries worldwide. Social Networking sites are one of the innovative technologies offering libraries the opportunity to reach out to its users. The present study has been carried out to identify, explore and usage of various social networking tools of the world top 25 universities of 400 years old according to the "Times Higher Education" World Rankings 2015-16.

Keywords: Web 2.0 Tools, Social Media, Academic libraries, Globe.

INTRODUCTION

The last three decades have seen exceptional changes in the field of library and information services. This is mainly because of the way the Information and Communication Technology (ICT) tools and services have influenced the library services and rapid changes in the web technologies, knowledge management tools and services. In the case of web, there seems to be a significant rise in social networking websites and online applications where, like minded users share resources, create, tag and label content Kataria & Anbu ¹. Web 1.0 only allows specific individuals could control the creation and publishing of content, while with Web 2.0 was

expanded to all users of the World Wide Web. This idea is based on participation and collaboration triggered the concept that led to the ideological and technological creation of social media. The concepts of Web 2.0 and UCC/UGC (user-created or -generated content) are at the base of the revolutionary trend of social media. It consists of all the possible ways social media are utilized by end users of the Internet. Examples include anything produced by web users such as text, audio, and video. Therefore, Web 2.0 is where anyone can share content, collaborate with others, and create something together. Many examples of Web 2.0 include wikis, blogs, podcasts, and all the different social networking sites such as Twitter and Facebook Giudice, Della & Caravannis ². Social networking sites preceded social media sites. The first social networking sites were Classmates.com (1995) and SixDegrees.com (1997). Then came Friendster (2002), MySpace, Bebo, and Facebook (2004). Later, social media sites such as Flickr (2004) and Youtube (2005) appeared. A history of social networking sites is given by Boyd & Ellison ³.

Social networking applications ignite the user community and broaden the participation. Today academic libraries continue to embrace the Web 2.0 concept, applying it to their websites, changing its content and structure, giving rise to the term "Library 2.0". The concept of Library 2.0 has been borrowed from web 2.0, and follows similar philosophies of this concept. Since its introduction, it has changed the concept of literary communication. Seufert, Krogh and Bach ⁴ defines social networking in terms of knowledge networking as signifying a number of people, resources and relationships among them, who are assembled in order to accumulate and use knowledge primarily by means of knowledge creation and transfer processes, for the purpose of creating value. McManus⁵ describes Web 2.0 as "The Web as Platform" relying on individual perception; i.e. for marketers, the Web is a platform for communications, for journalists the it is a platform for alternate media, for corporate people the it is a platform for business, for geeks the Web is a platform for software development, etc. The concept of social networking is one of the tools of Web 2.0, which also forms the basis of library 2.0. Web 2.0 is an application that engages students in learning while giving them responsibilities of integrating and maintaining the social software system which allows learning; promoting learning process in co-operative manner with the tool that facilitate aggregation and organization of knowledge; and helping students in the development of practical research skills that they need in a world where, increasingly, knowledge construction and dissemination are constructed over online information networks Mejias ⁶.

Table 1: Classification of Web 2.0 applications for libraries

Information Work	Description	Examples of Web 2.0 applications
Information acquisition	Gathering of information from sources external to libraries	Blogs, Wikis
Information dissemination	Distribution of information by libraries to users	RSS
Information organization	Representation of content to facilitate subsequent search and retrieval	Social tagging services
Information sharing	Bilateral flow of information between libraries and users	Instant messaging, Social networking services

OBJECTIVES

- To what extent are Web 2.0 applications are prevalent in libraries.
- To ascertain the various Web 2.0 tools being employed by leading ancient university libraries across the globe.
- To identify the region wise distribution of ancient universities

METHODOLOGY

The present study was confined to top 25 world Universities of 400 years old according to the “**Times Higher Education**” World Universities Ranking 2015-2016 .All the university library websites links were surveyed and observed to check the presence of web 2.0 applications in the libraries. Many of the libraries examined, provided links to Web 2.0 applications from their main pages. A few libraries have such applications listed on a separate web page. The collected data was gathered in the tabular form and then carefully analysed using Microsoft Excel to get a clear picture of the use of the web 2.0 in the universities of 400 years old.

LITERATURE REVIEW

The study showed that the use of Web 2.0 in the libraries is rising day to day but in reference to libraries overall development of Web 2.0 tools is very little Linh⁷.The use of social networking sites has been suggested to be all about sharing, learning, ability to have conversations and giving Burkhardt⁸.A survey of various academic researchers all over the world found that the most popular interactive applications for research purposes are those

for collaborative authoring, conferencing, and scheduling meetings, whilst the least popular ones are for blogging, micro blogging and social tagging and bookmarking, which may be due to their new and innovative characteristics Nicholas and Rowlands⁹. Schneckenberg¹⁰ is of the view that there is an increase of acceptance of Web 2.0 services as these are easy to use and intuitive, and allow the user direct and instant online publication and dissemination of information. Harinarayana and Raju¹¹ explained about the application of Web 2.0 tools and Library 2.0 features through academic libraries. The results found that out of 57 universities, 37 uses RSS and IM tools mostly whereas 15 universities use Blogs and podcast, SNS, Video cast and wiki are the least used web 2.0 tools. Hussain¹² undertook a study on adoption of Web 2.0 in Library Associations, results were found that majority of Web 2.0 tools (89.96%) used by American Continents Library Associations, whereas a small number of web 2.0 tools used in Asian Continents Library Associations that is (25.64%). The most of Web 2.0 tools used by library associations, is, Facebook, Twitter, RSS feeds, LinkedIn, Flickr and Blogs. The findings of this study can be utilized to assess the status of variety Web 2.0 tools used in Library Associations. One of the study was conducted about knowledge sharing in social networking sites was done by Drula¹³. He suggests his study to look for users of social networks like Facebook, MySpace, LinkedIn and tagging sites, and ultimately concludes that among these social networks, MySpace and tagging sites didn't have many users but other sites like Facebook and LinkedIn had many users. Thanuskodi¹⁴ conducted a study on Canada based universities, United States of America, Australia and UK. The results found that out of out of 277 universities libraries, 211 or 76.17% had adopted some or the other Web 2.0 tools, whereas 66 (23.83%) academic university libraries did not use any Web 2.0 tools. Maximum number of the Web 2.0 tools implemented by the libraries is IM (53%), Blogs (46.6%), and RSS (39.3%) of the 211 libraries whereas Podcasts and SNS were least applied. A number of librarians have recommended that Facebook could be a feasible way to deliver library services and communicate with users Charnigo and Ellis¹⁵. Graham, Faix, and Hartman¹⁶ suggested that Facebook has been used in libraries to provide reference help, library tours and improving services, in the Kimbel Library of the Coastal Carolina University. Moreover, this library has also found out that Facebook unexpectedly helped colleagues become closer and to personally know each other better. Research blogs is a popular social media tool to communicate research ideas, and can be found in popular academic journals, such as Nature and Science Kjellberg¹⁷. Academic publishers such as the Nature Publishing Group (NPG) and Public Library of Science (PLoS) also started to support blog posts to promote scholarly articles Stewart, Procter, Williams and Poschen¹⁸. Thus the use of research blogs, Twitter and Facebook for scholarly communication are the main focus of his study.

RESULTS AND DISCUSSIONS

1. Number of web 2.0 tools in the top 25 ancient universities across globe

As shown in Table 2 among the 25 academic institutions, 22 (88%) of them were using Web 2.0 tools to support services to the users. The findings of the study suggests that:

- Web 2.0 technologies are being used include, Facebook, Twitter, Youtube, Instagram, LinkedIn, Flickr and RSS feeds.
- Facebook is the most commonly used technology while as RSS feeds and Flickr is a least one used.
- The academic libraries are at good stage of Web 2.0 development
- Web 2.0 tools such as wiki, social book marking and podcasting are not used in any of the academic libraries considered for the study.
- Out of the 25 universities, only three universities namely University of Tubingen, University of Freiburg and University of Wurzburg are not using any social media tool in their libraries

Table-2: No. of Web 2.0 tools in the oldest Universities of the World

Name of the University	Year of Est	Web 2.0 tools						
		Facebook	Twitter	Youtube	LinkedIn	Instagram	Flickr	RSS Feeds
University of Oxford	1096	1	1	1	1	1	0	0
University of Cambridge	1209	1	1	1	1	1	1	0
University of Edinburgh	1583	1	1	1	1	0	0	0
LMU Munich	1472	1	0	1	0	0	0	1
KU Leuven	1429	1	1	1	0	1	1	0
Heidelberg University	1386	1	1	0	0	0	0	0
Leiden University	1575	1	1	1	1	0	0	0
University of Groningen	1614	1	1	1	1	0	0	1
University of Glasgow	1451	1	1	0	0	1	0	0
University of	1477	0	0	0	0	0	0	0

Tubingen								
Uppsala University	1477	1	1	1	0	1	0	0
University of Copenhagen	1479	1	1	1	0	0	0	1
University of Freiburg	1457	0	0	0	0	0	0	0
University of St. Andrews	1413	1	1	0	0	0	0	0
University of Basel	1460	1	1	1	0	1	0	0
University of Geneva	1559	1	0	0	0	1	0	0
University of Vienna	1365	1	1	1	0	1	1	0
University of Lausanne	1537	1	1	1	0	0	0	0
Sungkyunkwan University	1398	1	0	1	0	0	0	0
University of Colonge	1388	1	1	1	1	0	0	0
Trinity College Dublin	1595	1	1	1	1	0	0	0
Universite Catholique de Louvain	1425	1	1	1	1	1	0	0
University of Aberdeen	1495	1	1	1	0	0	0	1
University of Barcelona	1450	1	1	1	1	1	1	0
University of Wurzburg	1402	0	0	0	0	0	0	0
Total		22(88%)	19(76%)	18(72%)	9(36%)	10(40%)	4(26.6%)	4(26.6%)

It is derived from the findings of the study that the use of the web 2.0 tools in the world ancient universities are decent. This is surprising results that being as a oldest universities, they are still very good in employing social media in libraries

2. Status of incorporating web 2.0 tools.

In order to know the usage status of web 2.0 tools in ancient universities, Fig 1 depicts a vivid picture of overall scenario regarding the usage of these tools. Out of the 25 universities, 22 (88%) library websites have adopted various web 2.0 tools, whereas 3 (12%) universities are lagging behind in the implication of these tools. Statistically there is a significant difference between the two categories ($p < 0.01$)

Table 3: Status of using web 2.o tools in libraries

Status of Web 2.0 tools	Number of Universities	P-value
Using web 2.0 tools	22(88)	<0.01
Not using web 2.0 tools	3 (12)	

3. Usage of web 2.0tools.

Multiple Web 2.0 applications were used in these academic library websites as shown in table 1. Fig. 2 represents the usage of web 2.0 tools in the libraries of the oldest university across the globe. Based on the data collected from the top 50 university library websites, Facebook and Twitter were found to be the most popular Web 2.0 applications with 22(88%) and 19(76%) participation rate among the majority academic libraries. Each of the academic libraries had their presence on Facebook and Twitter, using them for promoting their services within their communities. The Youtube is the third most popular tool with 17 (68%) participation rates. Libraries are adopting this tool to watch and share the videos, while as 10(40%) are using Instagram for sharing and uploading of pictures with their users, 9 (32%) use LinkedIn for professional interaction with their users. The least used tools are RSS feeds, Flickr and Google +, with a mere (16%), (12%) and (8%) usage share. Statistically, frequency distribution is not uniform ($p < 0.01$).

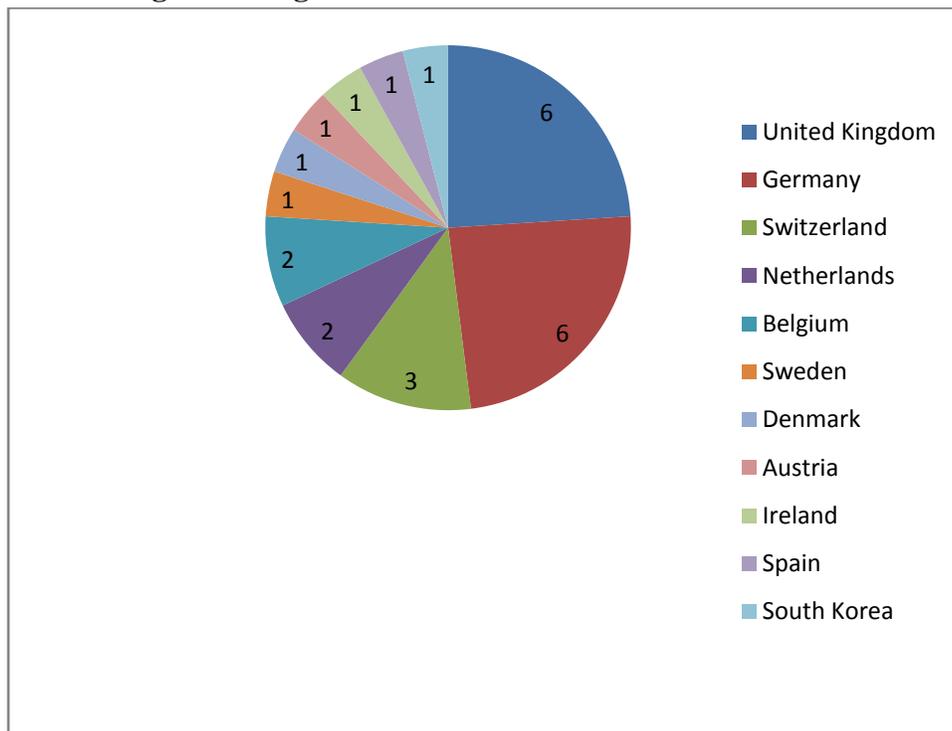
Table: 4 Usage of web 2.0 tools

Web 2.0 tools	Usage of web 2.0 tools	P-value
Facebook	22(88)	<0.01
Twitter	19(76)	
Youtube	17(68)	
Instagram	10(40)	
LinkedIn	9(36)	
RSS Feeds	4(32)	
Flickr	3(12)	
Google+	2(8)	

4. Region wise distribution of the universities

The UK & Germany are topping the list, since both the countries possess six universities featured in the top 25 league table. Switzerland is on third rank possessing 3 universities, whereas Netherlands and Belgium both comprising the two universities in the table list. The rest of the countries like Sweden, Denmark, Austria, Spain and South Korea is having only one university each. In 19th position, South Korea's **Sungkyunkwan University** was the only institution outside of Europe to make the top 25. Overall, 11 different countries are featured on the graph of top 25 universities of 400 years old.

Figure 1: Region wise distributions of the universities



5. Libraries implementing two or more Web 2.0 Tools.

The data presented in Table 5 shows the distribution of number of Web 2.0 tools being used by the libraries. It is observed that among 25 universities, 7 use tools in the range of 0-2, followed by 11 libraries with 3-4 tools, while as 5-6 tools are implemented in 7 libraries. None of the libraries use more than 6 web 2.0 tools. Statistically, distribution is not uniform when we compare web 2.0 tools used ($p > 0.05$)

Table 5: Libraries implementing one or more web 2.0 tools

Number of Web 2.0 Tools	Number of Universities	Percentage	P-value
1-2	7	28.00	>0.05
3-4	11	40.7	
5-6	7	28.00	

DISCUSSION AND CONCLUSION

Web 2.0 applications are making a tremendous impact in the communicative behaviour of individuals. Abbit¹⁹ suggests that there has been remarkable growth in the popularity of websites related to social activities and collaboration; that includes the online applications such as Facebook, Twitter and Youtube. Social networking tools were supposed to be helpful in promoting library services and interacting with students. These are synonymous with websites to facilitate communication, conversation, information sharing and collaboration within the online user community. Since academic libraries act as knowledge repositories and agents for dissemination of knowledge, Web 2.0 technology fulfils the library mission to collaborate and engage spaces where librarians can connect and converse with users. The main findings of this study shows that social networking tools were being used by a number of ancient academic libraries across the globe. The result shows that out of 25 oldest universities, 22 are using the web 2.0 tools in their libraries. The most widely used social networking tools are Facebook(88%), Twitter(76%), Youtube(68%), Instagram (40%), LinkedIn(36%), whereas the least usage of web 2.0 tools are RSS feeds(16%) ,Flickr(12%) and Google +(8%). respectively.

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CONTRIBUTORS

Ms. Asifa Ali holds a Masters in Library & Information Science, University of Kashmir. She is pursuing her PhD from the Department of Library & Information Science, University of Kashmir, India.

Dr. Shabir Ahmad Ganie is working as a Head (HOD) in the Department of Library and Information Science, University of Kashmir, India. He holds a Doctorate in Library and Information Science. His research interests include Library and Society, Library management, School libraries, Information technology applications in libraries, open access, digital libraries and Social networking

Dr. Bilal Ahmad Bhat Ex Head, Division of Social Science, Faculty of Fisheries, SKUAST-Kashmir. Dr. Bilal Ahmad has done PG Mathematics and PG Statistics then Ph.D Statistics. His field of research is Probability theory, Information theory and Applied Statistics. He has acted as reviewer to a number of national/international journals and has helped a number of researchers as a statistician working in different fields. He has more than 120 research publications in various national and International journals of repute.