

# Influence of Social Media on College Library Services with Special Reference to Tamulpur District, Assam

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## **Abstract:**

This paper analyzes the significant role of social media in academic library services in the Tamulpur District. Social networking sites influence various aspects of social life activities. Social media is supported by communication, news, information achievement, and entertainment activities. Tamulpur district is part of Assam, where various higher educational institutions are involved in improving learners' skills and knowledge. Three key institutional students are involved in primary data collection through the online questionnaire model. We find out the influences of social media on various aspects of students' lives in rural areas, including their social interactions, academic performance, and overall well-being.

## **Introduction**

Social media use among students in rural areas has influenced various aspects of their lives, academic performance, social interactions, and overall well-being. This research explores the impact of social media on students in rural region, focusing on academic performance, lifestyle habits, and social life. The library has been utilizing social networking sites in the library services to encourage students to access informative knowledge network services (Makori, 2021). While academic libraries actively adopt social media platforms to enhance their services and reach students, a significant gap remains between their efforts and student awareness and engagement with library-provided social media resources (Mensah & Onyancha, 2021). The students of Tamulpur district have been influenced by social media in educational institutions. While social media has become an essential component of contemporary communication and the distribution of information, its influence on library services in institutions of higher education located in Tamulpur District, Assam, is noteworthy. Social media offers novel opportunities for student-centered learning, enabling students to access educational resources and engage in collaborative learning beyond the confines of traditional learning (Mahlambi et. al., 2018). Social media platforms offer educational institutions an opportunity to enrich students' learning experiences, while simultaneously fostering the development of crucial literacy skills required for effective navigation of these online environments (Purnama & Asdlori, 2023).

Educational institutions, guardians, and students need to promote the utilization of social media platforms together. This collaborative approach should aim to develop methods that maximize the educational potential of social media while minimizing its possible negative consequences on academic success and students' overall health (Jha, 2024). The goal is to strike a balance between utilizing social media's benefits for learning and safeguarding against its potential drawbacks.

**Social Media:** Social media has changed the way of life interacting with people, disseminating information and connecting various societal aspects with the advent of modern technology. It influences various fields, including education, climate change, marketing, healthcare, and mental health studies. Social media platforms enable users from diverse backgrounds to establish connections and exchange information, fostering a complex social network that promotes inquiry and decision-making (Goswami & Panday, 2021). The array of social media platforms encompasses diverse formats, ranging from collaborative endeavors and weblogs to content-sharing communities and social networking websites. These platforms include virtual gaming and social interaction environments with each type offering unique features and purposes (Freed, 2023). This allows the creation of logical and emotional appeals that influence user engagement behavior. Logical appeal tends to encourage both active and passive engagement, whereas emotional appeal primarily drives passive engagement.

**Tamulpur District:** It is a newly formed administrative unit within the Bodoland Territorial Region (BTR) of Assam, India, created by carving out a portion of the existing Baska district. This restructuring resulted in Tamulpur becoming a full-fledged district, with a total geographical area of 884 square kilometers. The district shares a 29.6-kilometer boundary with the neighboring country of Bhutan, underscoring its strategic significance within the region. The district is distinguished by its rich linguistic diversity, which reflects the multicultural composition of the area. The population comprises various language-speaking communities, including Assamese, Bodo, Bengali, Santali, Sandri, and Rajbongshi. This linguistic mosaic contributes to the district's cultural vibrancy and presents opportunities and challenges for local governance and social cohesion. This district is home to approximately five lakh (500,000) residents, making it a significant population center within the BTR and the state of Assam (CPC Environment Solution, 2024). The citizens of Tamulpur have been relieved from traveling long distances from home for their administration work. There are great opportunities for the citizens of this area.

### Objectives of the Research

- To examine the impact of social media usage on college library services utilization among students in Tamulpur District, Assam.
- To identify the challenges and opportunities in integrating social media into college library services in Tamulpur District.
- To examine the role of social media in promoting academic performance and information literacy among college students in Tamulpur District.
- To compare the effectiveness of different social media platforms in enhancing college library services and student participation in Tamulpur District

### Literature Review

Goswami & Sharma, (2021) highlighted the transformative role of social media platforms like Facebook, Twitter, and Instagram in enhancing user engagement and resource accessibility within academic libraries. This study emphasizes the importance of integrating social media strategies into library services to meet the evolving needs of tech-savvy students, ensuring that libraries remain relevant and accessible in the digital age.

According to Balamurugan and Aravinthan (2023), the data revealed that a significant majority (77.50%) of participants assessed a high impact of social networking sites (SNS), while 18.55%

indicated a moderate influence and a minor proportion (3.95%) felt a low impact. However, the overall data indicated by a mean of 2.72 and a standard deviation of 0.530 suggest that, on average, repliers considered the influence of SNS to be significant.

Danbaki, et. Al., (2020) has investigates how social media platforms improve user interaction and access to library resources, cultivating a more cohesive academic community. This study highlights the significance of social media in advertising library events and workshops, thus enhancing participation and collaboration between students and faculty.

Goswami & Pandya, (2021) highlighted that social media technology enhances libraries' interactions with patrons, fosters stronger connections, and improves service delivery.

A multi-campus urban community college library has developed and managed social media presence, considering organizational structure, institutional rules and content themes (Rose, 2020).

Social media has an important influence on college libraries, providing a platform for knowledge sharing, dissemination, and communication (Sharad, 2023).

Social media is a flexible and effective method for libraries to reach patron and influence potential users, as it allows for easy sharing and receiving for information (Chore, 2023).

Indian libraries can adapt to social media to provide engaging services, but need a best practice social media policy to ensure acceptable online behavior and activity (Kandare & Khan, 2022).

Libraries can use social media channels such as YouTube to promote services, connect with communities, and create innovative content to support teaching initiatives (Freed, 2023).

Libraries in educational institutions struggle to foster an interest in social media activities (Jones & Harvey, 2019).

## Methodology

### Research Design

This study examines the utilization of social media platforms within college libraries in Tamulpur District, aiming to provide a comprehensive understanding of how college students engage with and perceive these networking sites. Using a quantitative method, this study intended to collect measurable data on students' social media usage patterns, preferences, and experiences in the academic library setting. The research methodology incorporated both primary and secondary data sources, ensuring a well-rounded analysis of the subject matter. The primary data collection process involved distributing an online questionnaire to students at three key institutions in the district: Goreswar College, Tamulpur College and Tamulpur Degree College. This targeted approach allows for a focused examination of social media usage within specific academic environments, potentially revealing insights into how different institutional settings may influence students' interactions with social sites in the context of library services. By merging primary and secondary data, this study hopes to provide a more nuanced picture of the function of social media in college libraries, thereby shaping future plans for improving library services and student involvement via digital platforms.

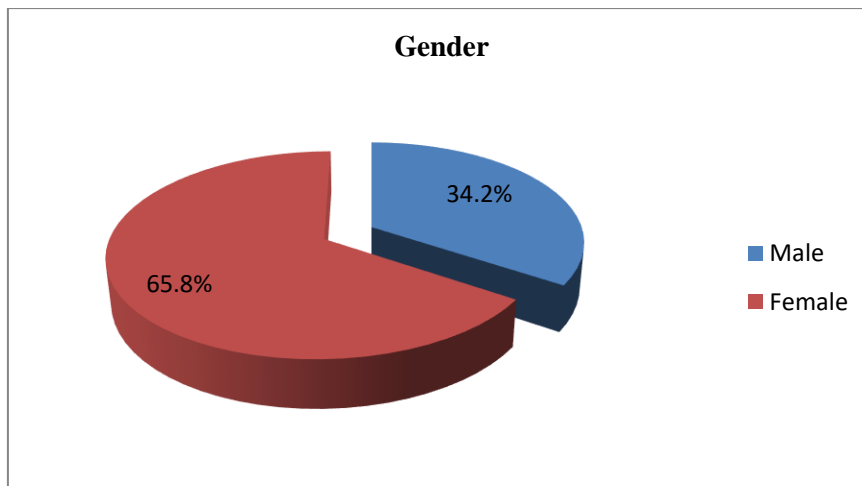
### Tool for Data Collection

In this research, the data were collected using a web-based survey tool known as 'Google Forms'. The survey was distributed to students at three colleges who were actively engaged in social media use. This approach allows for efficient data gathering across multiple institutions, potentially providing a diverse sample of student perspectives on social media engagement. The use of Google Forms facilitated easy

sharing and access to the survey, which likely increased participation rates. However, without more information about the specific research questions or aims, it is difficult to determine the appropriateness of this data-gathering strategy or the potential consequences of focusing on students who use social media.

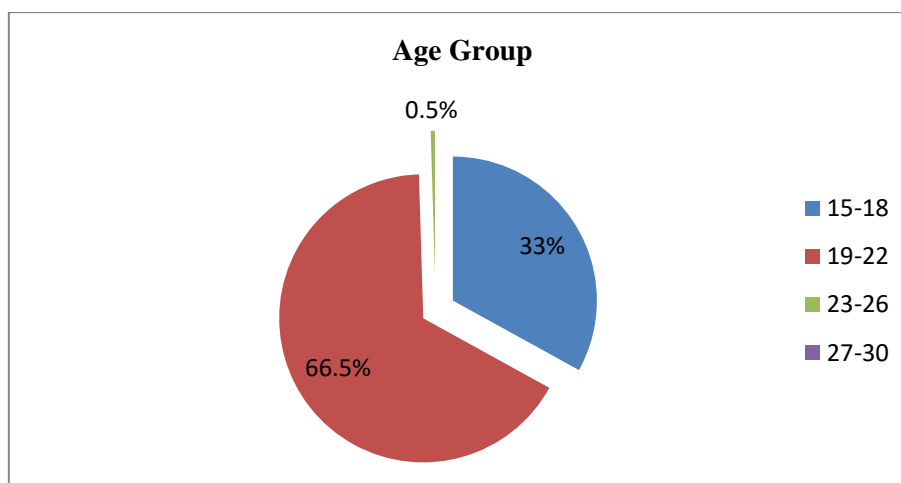
## Data Representation and Finding

The research data were analyzed based on the student performance in a particular graph. The data for the research topic “Influence of Social Media on College Library Services with Special Reference to Tamulpur District, Assam” was analyzed via the Microsoft Excel sheet tool. The total number of students is 421 who were directly involved in the research, and a total of 12 questions are given to do the research. Data analysis outcomes are presented below:



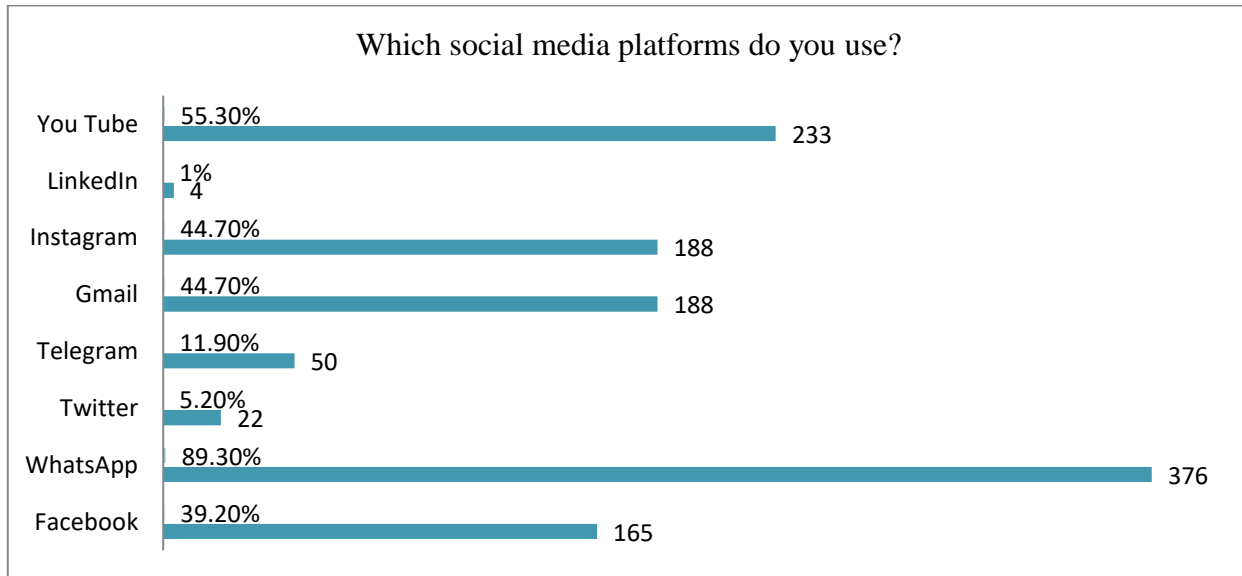
**Fig 1: Gender Participants**

Fig 1 indicates the student participations in the research project. We discovered that 65.8% of female students and 34.2% of male students took part in the research. It shows that the female students are taking the main initiative for the research work.



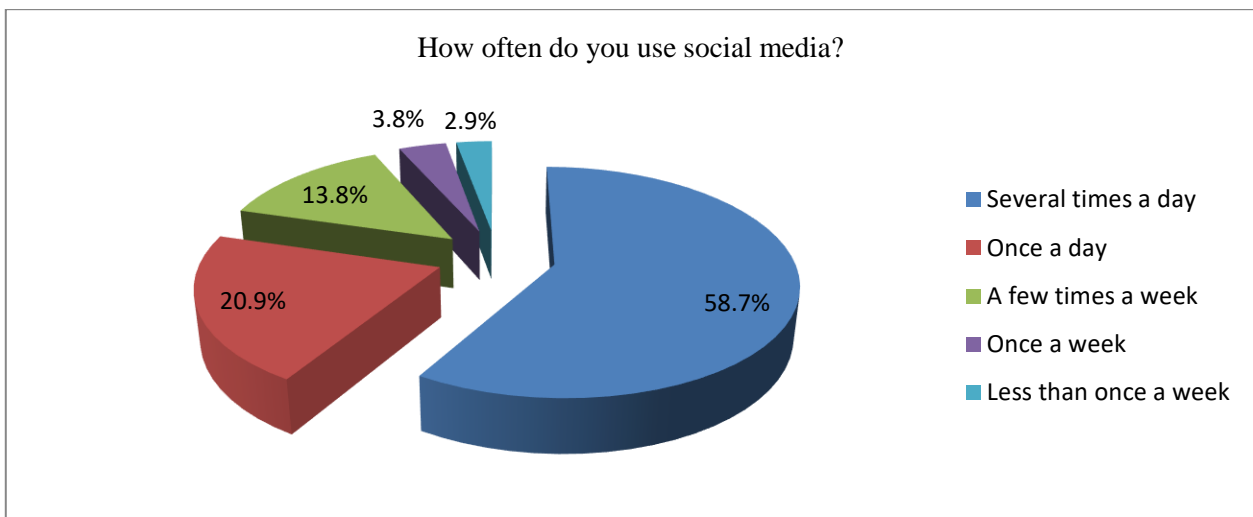
**Fig 2: Different age group**

Fig 2 illustrates the different age groups of students participating in the research. We found that 66.5% of students are 19-22 ages, 33% of students are 15-18 ages, only 0.5% of students are 23-26 ages, and 27-30 ages students are nil, who participated in this research. Here we have given the 4-year age gap within the participation. The ages of 15 and 18 or 19 and 22 students are enrolled in the colleges. We recognize that 19-22-year-old students are enrolled in college for their higher education and use social media as needed.



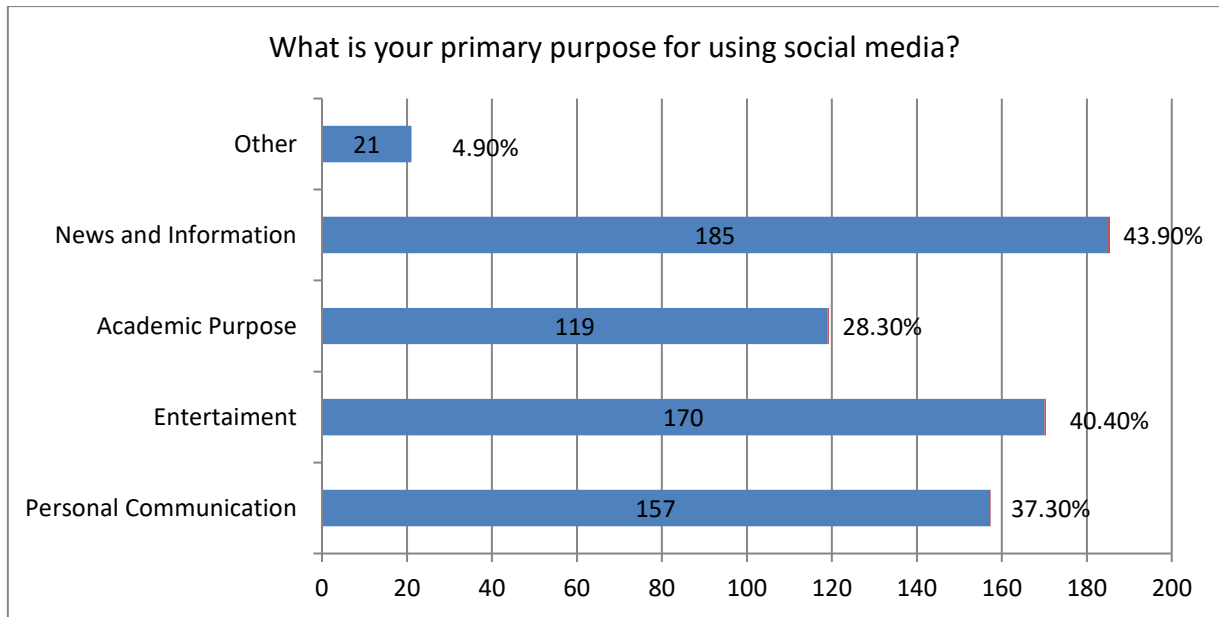
**Fig 3: Which social media platforms do you use?**

Fig 3 indicates students' social media usage in their activities. According to the research, WhatsApp is the most popular platform among students, with 89.30% using it. YouTube follows with 55.30% usage, while Gmail and Instagram are used by 44.70% of students. Facebook is utilized by 39.20% of students, Telegram by 11.90%, and Twitter by 5.20 percent. LinkedIn has the lowest adoption rate at 1%. The data suggests that WhatsApp plays a main role in student activities, whereas LinkedIn is underutilized despite its potential benefit for students.



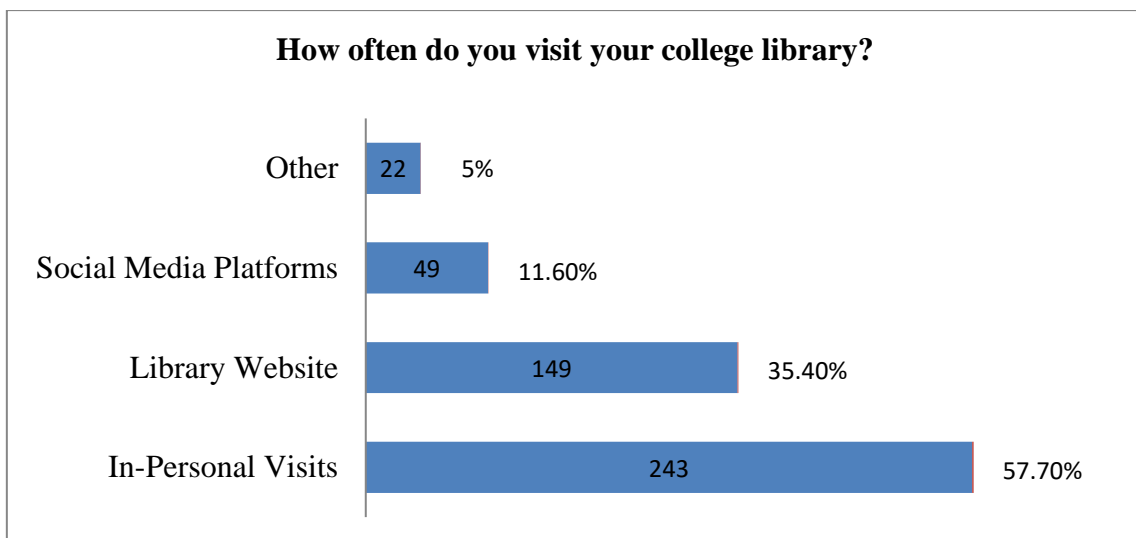
**Fig 4: How often do you use social media?**

Fig 4 illustrates student engagement in social media activities. According to the research, 58.7% of students use social media several times per day, 20.9% once per day, 13.8% a few times per week, 3.8% once per week, and 2.9% fewer than once per week. We found that a majority of students show interest in using social media platforms, and they used to search for their resources several times a day on social media.



**Fig 5: What is your primary purpose for using social media?**

Fig 5 indicates the purpose of using social media for the students. According to the data, 43.90% of students use social media to access news and information, 40.40% for entertainment, 37.30% for personal communication, 28.30% for academics, and 4.90% for other activities. We conclude that the majority of students use social media for news and information, as well as for fun.

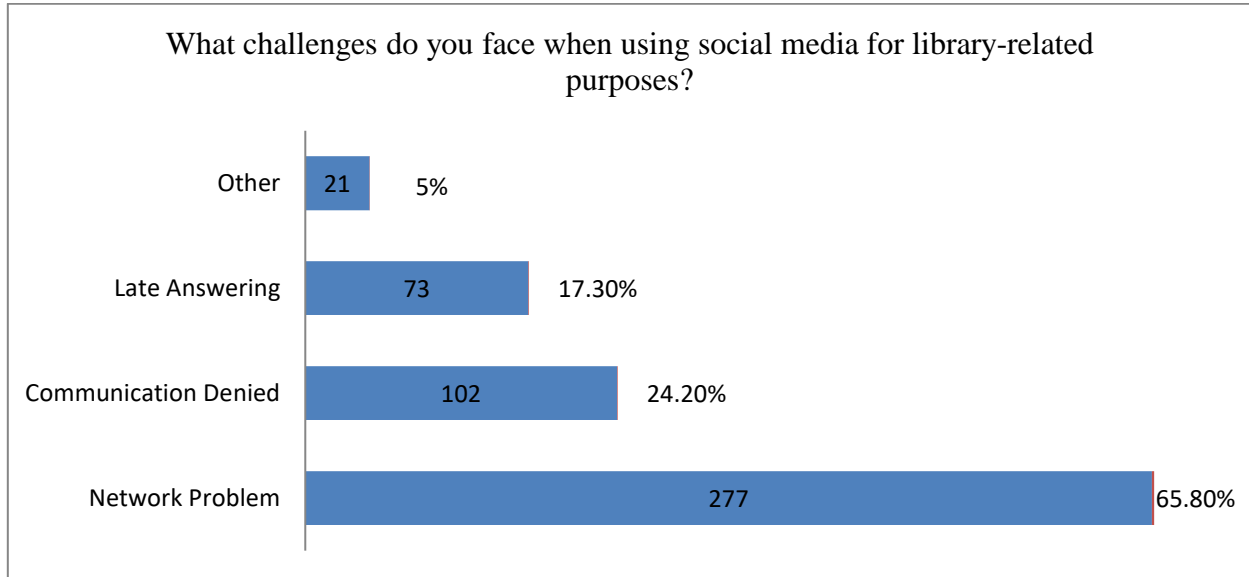


**Fig 6: How often do you visit your college library?**

Fig 6 indicates the students visiting their college library. According to the statistics, 57.70% of students

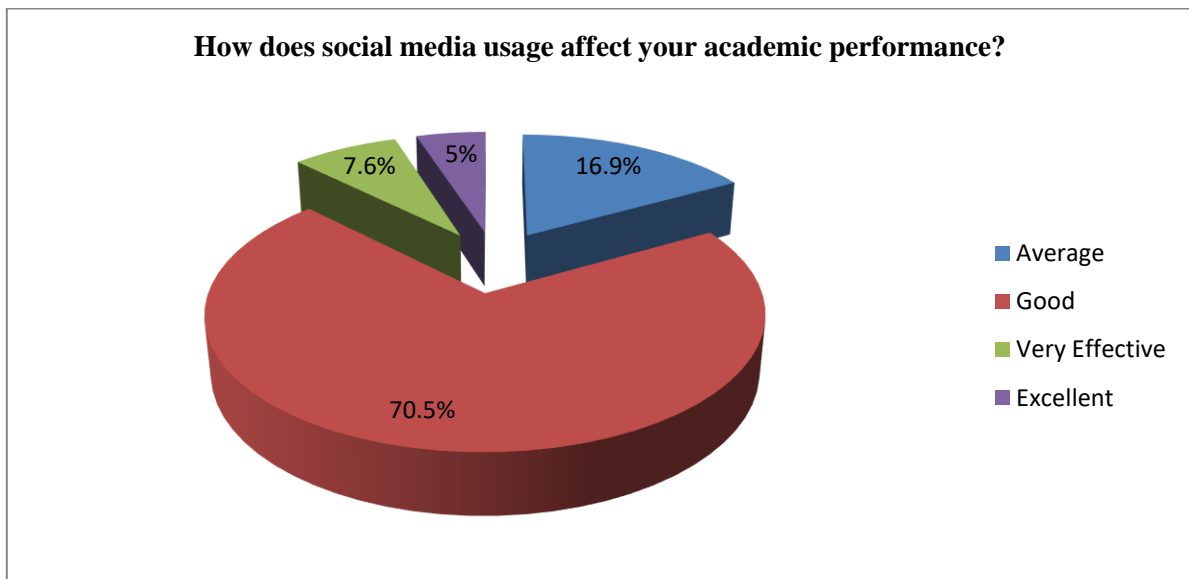
make in-personal visits to the library, while 35.40% access library websites. Additionally, 11.60% of students utilize social media platforms, and 5% visit other sites.

The vast majority of students prefer to physically visit the library, where they can explore their interests and keep informed.



**Fig 7: What challenges do you face when using social media for library-related purposes?**

Fig 7 shows the challenges of using social media for library-related works. The statistics reveal that 65.80% of students face network connectivity issues when using social media for library purposes, 24.20% experience communication restrictions, 17.30% encounter delayed responses, and 5% confront other challenges. Students in rural areas particularly struggle with internet connectivity problems for their academic and personal pursuits. The Internet is a crucial factor in facilitating communication and resolving various issues.



**Fig 8: How does social media usage affect your academic performance?**



Fig 8 highlighted the students' performance on social media in the academic work. The findings suggest that 70.5% of students' exhibit good performance on social media in academic-related activities, 16.9% perform averagely, 7.6% perform very effectively, and 5% perform excellently. Our findings suggest that social media is good for academic work and supports to dissemination of educational information to students and faculty members.

### Limitations and Suggestions

Social media was adopting in college libraries to enhance their services and reach students effectively to efforts use of social media and engagement with library provided resources. Tamulpur areas students was not active in various aspects of knowledgeable activities and that should be bring in forward to aware of library resources and other professional information awareness. It should be taken a significant role and offers novel opportunities for student-centered learning, enabling access to educational resources and engage in collaborative learning beyond traditional method.

### Conclusion

This study proved that social media has a major impact on college library services in Tamulpur District, Assam. The data show that WhatsApp, YouTube, and Facebook are widely used by students for information, entertainment, and academic objectives. However, obstacles such as network connectivity remain, especially in rural areas. Despite these challenges, social media has demonstrated the potential to improve academic performance and library involvement. Moving ahead, Tamulpur District college libraries should prioritize the development of tailored social media strategies to promote outreach, service delivery, and student involvement. Libraries may make learning settings more accessible and participatory by addressing connectivity issues and using popular platforms. Future research should investigate novel approaches to incorporate social media into library services while recognizing the distinct needs.

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