Chapter 1
Usage of Social Media Among LIS Students in India

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ABSTRACT

Social media has become a popular method for students to share information and knowledge and to express emotions. They enable students to exchange videos files, text messages, pictures, and knowledge sharing. They provide an opportunity for students to improve social networking and learning processes, which promotes knowledge in society. This study examined the use of social media among LIS students of selected universities in India. The main objectives of the study are to find out the reasons why LIS students use social media, to identify students' perception of social media, and to find out the frequency of social media usage. The study used a questionnaire in order to discover the use of SNS. Well-structured questionnaires were distributed among 400 LIS students in India. Out of the 400 questionnaires distributed, 360 were completely filled and returned, giving a return rate of 90%.

INTRODUCTION

The transformation in the technology of information and communication generation, processing, storage and dissemination witnessed in the 21st century unprecedentedly opened-up new media platforms unmatched in history in terms of interconnectedness, interactivity, multiplicity and accessibility (McQuail, 2005, p. 38). During the last two decades the world, in general and India, in particular has witnessed for remarkable changes in Information Technology (IT). The advancement in IT led to the emergence of Social Networking Sites (SNS). SNS are currently being used

regularly by millions of people. The usage of SNS has been so widespread that they have caught the attention of academics worldwide. SNS are now being investigated by numerous social science researchers. An increasing number of social scientists are developing interest in studying SNS, because of its impact on society. Further, the usage of Social Networking Sites (SNS) among the people of India is evidently increasing, particularly among the Indian college students (Manjunatha, 2013).

Social Media are media that allow users to meet online via the Internet, communicate in social forum like Facebook, Twitter, etc., and other chat sites, where users generally socialise by sharing news, photo or ideas and thoughts, or respond to issues and other contents with other people. Common examples of social media are the popular social networking sites like *Facebook*, *Myspace, Youtube, Flicker*, etc. Social Media is an interactive media format that allows users to interact with each other as well as send and receive content from and to each other generally by means of the Internet.

The first noteworthy trend has been the evolution of the Internet. The modern Internet is often called "Web 2.0". The central components of Web 2.0 are the different social media and social web communities. Invented by Tim O'Reilly in 2005, the term "Web 2.0" is just a name for the evolution of Internet-based communications, and it shows that networking and electronic interaction have advanced to the next level. The quick development of mobile technology and different mobile terminals has been important for the creation and use of social media. A modern, well-equipped Smartphone can be a pocket-sized mega-studio. The applications and services of information and communications technology are merging together more and more. An ubiquitous presence, the different hardware and services we use now contain a new kind of "intelligence", where these machines and services communicate with each other without any particular action by the user.

Use of Social Media as an Educational Tool

Social media instead of sending messages should be used for educational purpose. Students should be taught different ways to use social media which can help them to enhance their knowledge. Students should be engaged in doing practical work like writing blogs. It will help them to get vast knowledge on a topic and to apply various techniques while solving problems. Teachers should control an online environment of the students which can help them to gather information, to socialize and to build a personality. Students should be made aware about the positive aspects of social media. They should be taught that it is one of the very powerful mediums by which they can get connected to the professionals. With the advent of latest applications like what's App, educational institutes should try to gauge the students in more productive work.

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