

# Use of Social Media an Over View by Undergraduate Students of Government First Grade College Domlur, Bengaluru - 560071

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**Abstract:** *In this 21<sup>st</sup> century is electronic era, a librarian can keep a constant touch with the users. Librarians should make use of this online collaborative environment for building up a collection and then disseminating the information according to the user's requirements. For this, social networking sites help them in promoting the various services, resources, activities and events of a library. In this article the use of social media in libraries and the relevance of creating awareness among the users about the various activities going on in the library are discussed.*

**Keywords:** Social Media, library

## 1. Introduction

The library generally referred to as the knowledge hub of higher education council of Karnataka is established the libraries in government take the responsibility for supporting the learning and teaching, community engagement functions especially in the Government colleges. The Government of Karnataka has established this college on November 20, 2020 to impart higher education to the rural students of Bangalore and its surrounding village's. Library is the heart of an educational institution. It supports the needs and thirst of the users of the institution. The goal of an education institution is to support the teaching and research needs. The responsibility of the Library staff is to provide good services to the users and also ensure that the resources are used to maximum benefit to the readers of the institute. Library is located in the main building area of the College Campus. Library is well equipped with around 9162 of books. Our library has a good collection of prescribed text books, SC/ST Book Bank, recommended books, reference books like Map, Globe, Yearbooks, Dictionaries, and Periodicals etc. presently now we are using the e - granthalaya automation software for automating the entire library system for smoothly and time benignly punctual. Social Networking sites are one of the new age information sources. It's important to present the library's resources in a readily accessible place. A social networking site is a platform to build social networks or social relationships among people who share interest, activities, backgrounds or real life connections. Libraries are using social media to share events and pictures, educate people about its various services and resources, and highlight their collection and to support other libraries.

## 2. Objective of the study

- 1) To ensure the relevance of social media in promoting library resources.
- 2) The role of social medias in higher education
- 3) The benefits and usage of social media in higher education
- 4) How much students are using the social media for education purpose.

### Meaning:

- 1) The role of social media and its implication in marketing library and information products and *Social media facilitates knowledge sharing, and it's evolved as a novel way of grabbing the attention of new users. Social media helps with its flexible nature of easy content creation and sharing, easy to update files and personal contact. Users have the opportunity to actively engage in the construction of the content.*

### Definition

The role of social media and its implication in marketing library and information products and *Social media is using by librarians to make their library users and also use social media for the marketing of their sources and services.*

*According to Manish sutar "Many libraries use social media for marketing library product and services, for sharing library news and events, video conferencing, advertisement and research work.*

### Use of social media by Government First Grade Collage students Domaluru

Awareness of Social Networking Tools by Undergraduate students of Government First Grade College Domlur, Bengaluru

S. NO	social media	Aware	Not aware	Not known	User	Not user
1	Facebook	270	0	0	270	0
2	Twitter	240	30	15	10	120
3	Flicker	120	150	150	150	180
4	WhatsApp	270	0	270	270	0
5	Google+	235	10	15	180	90
6	Instagram	100	170	170	50	220
7	Youtube	270	0	0	270	0
8	Blogs	220	50	20	150	70
9	FourSquare	100	120	120	100	120
10	MySpace	50	200	200	50	200
11	LinkedIn	100	150	150	100	120
12	Wikis	50	220	220	50	220
13	Delicious	120	100	100	100	170

In this table reveals awareness of social networking sites, most of students and majority students not aware about social media except you tube and what sup, of the respondents are aware and users of face book respectively and 270 of respondents are aware WhatsApp and 270 respondents are the users of WhatsApp. Of respondents are aware Google+ and 235 respondents are the users of Google+. There are 90 no users for MySpace and Foursquare but the 150 respondents are aware of these social networking tools.90 and 220 of the respondents are not aware Foursquare and MySpace respectively. There are also good numbers of respondents 220 are the users of YouTube and they are using for downloading of audio and videos.

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### 3. Conclusion

Social media and social networking sites are playing a vital role in disseminating the information to the students, teachers and universities and it also improves the higher education system. The social media has wide impact and importance in transfer of information, sharing, retrieving and disseminating the information among them. The teacher delivery the lecture notes and information to the students by using the WhatsApp, face book, YouTube, LinkdIn, Instagram etc. The social networking has increased the rate and quality collaboration among teacher and students. The ease and speed with which users can upload pictures, videos or stories has to share their works. Being able to get instant feedback from friends and family on their works, helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

### References

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