

# An Empirical Study on Awareness of various Applications of Social Media among Faculty Members.

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## Abstract

The aim of this study is to assess and analyze the awareness of various Social Media Applications used by the faculty members in Sanjay Ghodawat University, Kolhapur. The study demonstrates and elaborates the awareness about various Applications of social media such as Blogs, Micro blogs, Wikis, Social Networking Sites, Online Document Management Sites, Images & Video Sharing Sites, Presentations Sharing Sites, Video Conferencing Sites, Social Bookmarking and Bibliographic Management etc. among the faculty members. The data was collected from the 97 faculty members with convenience sampling method.

**Keywords:** - Faculty, Social Media, Applications, and Awareness.

## 1. Introduction:

Internet is playing major role in creation, collection, management, segregation and dissemination of information. Social media as a part of it also plays an important role in creation and dissemination of knowledge, in today's generation most of the teachers and students are aware about the social media and its different tools like wikis, Blogs, social networking sites, online document repositories, image and video sharing sites, presentation sharing sites, text and PDF sharing sites, video conferencing and social bookmarking which are considered as the mode of transmission of knowledge. The rapid acceptance and use of social media in teaching and learning have transformed the way researchers communicate and disseminate information<sup>1,2</sup>

Social Media become a great platform for engaging, enriching & empowering all the stakeholders in education field. There is increasing interest among the researchers on social media as it acts as a platform for scholarly communication<sup>4</sup> So, the researchers have selected the topic titled "An Empirical Study on Awareness of various Applications of Social Media among Faculty Members."

## 2. Research Methodology:

A) **Primary Data Collection:** - The study includes both primary as well as secondary data collected from 97 faculty members with convenience sampling method. (The data was collected through questionnaire from the faculty members at the time of Faculty Recruitment Drive took place at Sanjay Ghodawat University, Kolhapur in 2017)

B) **Secondary Data Collection:** - The secondary information has been obtained from the books, websites, magazines, journals and newspapers to study the relevant aspects.

### 3. Data Analysis And Interpretation

#### 1. Gender wise Distribution

Particulars	Gender wise Distribution
Male	64
Female	33

Table No. 1

From the above table it shows that, out of 97 faculty members 64 were male & 33 were female.

#### 2. Age wise Distribution

Particulars	Age wise Distribution
21-30	18
31-40	58
41-50	13
51-60	08
60+	00

Table No. 2

From the above table it shows that, most of the faculty members i.e. 58 are in age group of 31-40, 18 faculty members from 21-30 age group, 13 faculty members from 41-50 age group, 08 faculty members are from 51-60 age group.

#### 3. Experience of using Social Media & Its Applications.

Particulars	Experience of Social media Use
1-2 Years	03
3-4 Years	21
5-6 years	67
7-8 years	06
More than 8 years	00

Table No. 3

From the above table it shows that, 3 faculty members having 1-2 years experience of using Social media, 21 faculty members are having 3-4 years experience, 67 faculty members having 5-6 years of experience of using social media, 6 faculty members are having 7-8 years experience of social media use.

#### 4. Amount of Time Spent on the Social Media.

Particulars	Amount of Time Spent on the Social media
Less than 1 hour a week	00
2-4 hours a week	00
5-6 hours a week	09
7-9 hours a week	16
10-20 hours a week	72
More than 20 hours a week	00

Table No. 4

From the above table it shows that, amount of time spent by the faculty members on Social Media is varying in nature. 72 faculty members are spending 10-20 hours a week on social media, 16 are spending 7-9 hours and 9 are spending only 2-4 hours a week.

**5. I am aware about the Various Blogs available on Social Media.**

<b>Particulars</b>	<b>I am aware about the Various Blogs available on Social Media</b>
To full extents	19
To Some extents	69
Neutral	02
To little extents	07
Not at All	00

Table No. 5

From the table it shows that, 19 faculty members were aware about social media at full extents, 69 were to Some extents, 2 were neutral, were 7 to little extents but there was not a single faculty who was not at all aware about social media.

**6. I am aware about the Micro blogs available on Social Media.**

<b>Particulars</b>	<b>I am aware about the Micro blogs available on Social Media.</b>
To full extents	11
To Some extents	48
Neutral	07
To little extents	04
Not at All	27

Table No. 6

From the table it shows that, 11 faculty members were aware to full extents, 48 were to Some extents, 7 were neutral, 4 were To little extents and remaining 27 were Not at All aware about micro blogs.

**7. I am aware about the Wikipedia available on Social Media.**

<b>Particulars</b>	<b>I am aware about the Wikipedia available on Social Media.</b>
To full extents	57
To Some extents	19
Neutral	00
To little extents	18
Not at All	03

Table No. 7

From the table it shows that, 57 faculty members were fully aware about Wikipedia, 19 were To some extents, 18 were To little extents and remaining 3 were not at all aware about Wikipedia.

**8. I am aware about the Various Social Networking sites available on Social Media.**

<b>Particulars</b>	<b>I am aware about the Various Social Networking sites available on Social Media.</b>
To full extents	81
To Some extents	06
Neutral	00
To little extents	10
Not at All	00

Table No. 8

From the table it shows that, 81 faculty members were To full extents aware about social networking sites, 6 were To Some extents aware, 10 were To little extents but no one was unaware about it.

**9. I am aware about the Various Online Document Management Applications like Google Docs, Scribd available on Social Media.**

<b>Particulars</b>	<b>I am aware about the Various Online Document Management Applications like Google Docs, Scribd available on Social Media.</b>
To full extents	21
To Some extents	48
Neutral	04
To little extents	21
Not at All	03

Table No. 9

From the table it shows that, 21 faculty members were To full extents aware about online document management applications, 48 were To Some extents, 4 were neutral, 21 were To little extents and remaining 3 were Not at All aware.

**10. I am aware about the Various Image & Video Sharing Sites like Youtube, Flickr etc. available on Social Media.**

<b>Particulars</b>	<b>I am aware about the Various Image &amp; Video Sharing Sites like Youtube, Flickr etc. available on Social Media.</b>
To full extents	73
To Some extents	22
Neutral	00
To little extents	02
Not at All	00

Table No. 10

From the table it shows that, 73 faculty members were fully aware about video & Image sharing, 22 were some extent aware, 2 were at little extent aware about it.

**11. I am aware about the Various Presentation Sharing Sites like Slideshare, Slideboom etc. available on Social Media.**

<b>Particulars</b>	<b>I am aware about the Various Presentation Sharing Sites like Slideshare, Slideboom etc. available on Social Media.</b>
To full extents	76
To Some extents	18
Neutral	00
To little extents	03
Not at All	00

Table No. 11

From the table it shows that, 76 faculty members were aware about slide share to full extents, 18 were To Some extents and remaining 3 were to little extent.

**12. I am aware about the Various Video Conferencing messaging Applications like Skype, Hangouts available on Social Media.**

Particulars	I am aware about the Various Video Conferencing messaging Applications like Skype, Hangouts available on Social Media.
To full extents	32
To Some extents	53
Neutral	03
To little extents	07
Not at All	02

Table No. 12

From the table it shows that, 32 faculty members were fully aware about video conferencing, 53 were To Some extents, 3 were neutral, 7 were To little extents and remaining 2 were Not at All.

**13. I am aware about the Various Social Bookmarking available on Social Media.**

Particulars	I am aware about the Various Social Bookmarking available on Social Media.
To full extents	18
To Some extents	23
Neutral	04
To little extents	28
Not at All	24

Table No. 13

From the table it shows that, 18 faculty members were fully aware about social bookmarking, 23 were to some extent, 4 were neutral, 28 were To little extents and remaining 24 were not at all aware about social bookmarking.

**14. I am aware about the Various Bibliographic Management like Zotero, Mendely etc. available on Social Media.**

Particulars	I am aware about the Various Bibliographic Management like Zotero, Mendely etc. available on Social Media.
To full extents	03
To Some extents	14
Neutral	08
To little extents	43
Not at All	29

Table No. 14

From the table it shows that, 29 faculty members were Not at All aware about bibliographic management, 43 were To little extents, 8 were neutral, 14 were To Some extents and remaining three were To full extents aware.

#### **4. Conclusion:**

The study reveals that social media become an integral part for effective support to enhance and showcase the research it is found from the study that the use of social media by the faculty members have transformed the way of utilizing social media. Thus, Social Media become a great platform for engaging, enriching & empowering all the stakeholders in education field.

The study demonstrated and elaborated the awareness about various Applications of social media such as Blogs, Micro blogs, Wikis, Social Networking Sites, Online Document Management Sites, Images & Video

Sharing Sites, Presentations Sharing Sites, Video Conferencing Sites, Social Bookmarking and Bibliographic Management etc, is vary in nature amongst the management faculty.

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