

# ASSESSMENT OF THE EFFECTIVENESS OF SOCIAL MEDIA TOOLS IN INFORMATION SHARING IN NIMS UNIVERSITY JAIPUR, INDIA.

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## ABSTRACT

*This study investigate the assessment of effectiveness social media tools in information sharing by staff and students of NIMS University Jaipur India. “What type of social media are been used by staff and students in the school, for what purpose are they using the social media, to what extent are the staff and students uses social media. What are the challenges faced by staff and students in using social media in sharing information. It involves the school of humanities, social science and commerce in NIMS University Jaipur. The study is significant because it helped to assess the benefits of social media usage among the staff and students. Survey was also used as the research method, using the questionnaire as instrument which was conveniently and accidentally distributed among respondents in the school. The study concludes that although respondents use social media frequently, which takes much of the time meant for their studies, it has a positive impact on their Academics. The study recommends that there is the need for more social media tools should be use in sharing information between the staff and students to add more value to both teaching and learning. And school management should make the school environment more oriented, so that more people will participate in using social media as it seems to be easiest and most affordable ways for students to communicate and share information resources. More students should be encouraged to use social media for learning, as this will enable them to share useful academic information with students from other institutions of higher learning across the world.*

**Keyword:** *Assessment, Effectiveness, Social Media, Information Sharing, NIMS University*

## I INTRODUCTION

The emergence of internet and websites in the 21st century has changed the way information is shared in workplaces and among professionals, including students and staff in universities. The most influential among the tools of the internet in recent times are social media networks. The strength of the social media network lies in their ability to enhance information sharing through real-time interaction between and among themselves. Thus, professionals could take advantage of social media sites to meet and interact with clients as well as promote the operations of their workplaces. Mule-mar (2011) defined social media as website and application that enable users to create and share content or to participate in Social Networking. It refers to the various

internet platforms through which social networking is enhanced and sustained. Beyond social networking and relationships, these sites have become major tools for interaction and collaboration among professionals, organisations and their clients or customers.

Universities among others academic institutions contributes immensely to the development of education and knowledge in India. They are repositories of information and educational resources consciously acquired, preserved and made available for the use of the members of the institutions.

University students and staff have begun to engage social media networks as tools for sharing information as well as interacting with each other (Ezeani&Igwesi, 2013). According to Kehinde (2014), University students and staff are beginning to utilize social media network as tools to collaborate with one another. These collaboration include real time chat with users through Facebook, whatsapp, twitter, skype and other electronic synchronising platforms. The opportunities and advantages provided by social media network sites have left many students and staff most especially in Universities with no choice than to adopt these tools if they must remain relevant in the 21st century and beyond. The ease of communication, publicity and feedback mechanisms appear to be the selling points of social media network sites.

## **II STATEMENT OF THE PROBLEM**

Despite the potentials of the social media in the area of information sharing, it is observed that over the years, students and staff have been ignoring some information on social media and this is leading to underutilization of some information found on them. This has earlier been observed by scholars, that most students fail to feature in social media as a means of sharing information as some students prefer using their mobile phones in accessing information resources on social media. Big question posed by several scholars such as Solido, (2010) is: are university students and staff in India who are not well informed really harnessing the potentials of the social media in sharing information?

It is against this background that the study of Assessment of the effectiveness of social media tools for information sharing by staff and students of NIMS University Jaipur, India is intends to be expedient.

## **III OBJECTIVES OF THE STUDY**

- ❖ To find out the type of information shared on social media by staff and students of NIMS university Jaipur, India
- ❖ To identify the social media platforms that are used by staff and students of NIMS university Jaipur, India
- ❖ To determine the benefits of using social media by staff and students of NIMS university Jaipur, India
- ❖ To determine the effectiveness of social media used for sharing information by staff and students of NIMS university Jaipur, India

## **IV SCOPE OF THE STUDY**

The study focuses on the Assessment of the effectiveness of social media tools for information sharing by staff and students in the school of humanities, social science and commerce, NIMS University Jaipur, India. The study covers social media only and does not include other media of sharing information. The social media covered are the ones that are accessible via mobile devices and PCs.

## **V REVIEW OF RELATED LITERATURE**

Reviews relevant literature related to the assessment of the effectiveness of social media for information sharing.

The concept of social media for information sharing

Social media is derived from two words, namely social and media Neti (2011). It is explained that “social” has to do with the interaction of individuals within a group or community while “media” refers to advertising and the communication of ideas or information through publications/channels. When these two words are used together, they signify “communication/publication platforms which are generated and sustained by the interpersonal interaction of individuals through the specific medium or tool”, (Neti, 2011).

Riese, Pennisi and Major (2010) point out that social media is a broad term that embodies a large range websites and online tools. Khan and Bhatti, (2012) further state that social media is a general term dealing with instrument on communication. This covers a large range of web sites that enables people to interact with other visitors in a collaborative manner. Choi (2012) citing Bradley and McDonald (2011); Hanna, Rohm, and Crittenden (2011); and Rheingold (2002) also agrees that the term social media includes a wide range of any internet-based or mobile application which operates for the purpose of collaboration, enabling participants to connect, create, comment, view, share, rate, discover, profile and exchange user-generated content.

Oxford Dictionary (2013) defines Social Media as “websites and applications that enable users to create and share content or to participate in Social Networking”. According to Bradley (2012) the term Social Media refers to “the use of web-based and mobile technologies to turn communication into an interactive dialogue”. Kaplan & Haenlein (2010: 61) have described Social Media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content”. Brian Solis, one of the most published authors in new Media, defines Social Media as “the democratization of information, transforming people from content readers into publishers. It is the shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people, and peers” (Solis, 2010). Based on the above definitions and the author’s own understanding Social Media can be described as a group of web-based and mobile applications that allow users to share and create knowledge in a real time social interaction. It is user-centric, multi-purpose and it is not time and location bound.

Quite a number of studies have evaluated the use of social media in sharing resources and services in the developed and developing countries. Some studies that have considered the application of social media in resource sharing include (Idowu et al 2009; Adeyemi&Ayegboyin, 2004; Olatokun&Adeboyejo, (2011)Conford&Bastin, (2008). among others. Specifically, Olatokun&Adeboyejo, (2011) identified social media indicators such as Facebook, blogs YouTube in Nigerian universities. On his own part, Adeyemi (2004), in a survey involving six universities in Nigeria reported that very few of the workers used YouTube and blogs. Also, Olatokun&Adeboyejo (2009) reported a 100% Facebook usage by professionals at the University College Ibadan.

There is empirical evidence at International level regarding the use of Social Media in universities to share information, services and their products. Most universities in the developed nations are using Social Media tools to promote services to their potential students and to the community. Social Media tools like Twitter, Flickr,

Bloggs, Online videos, Podcasts are being used, but Facebook (71.4%) is the most popular (Rogers (2009). Again, at South Carolina State University Facebook, Twitter, Blogging, YouTube, Flickr, Google Docs, Wikis are all used; the most common are Facebook (88.8%) and Twitter (46.8%) (Macmanus, 2012).

Researchers believe that social media and Web 2.0 are the same. Kaplan and Haenlein (2010) view social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0." Chu and Du (2013) opined that social media can be taken to mean any "collaborative environments employing web 2.0 technologies." Therefore, web 2.0 is the platform upon which social media is based (Kaplan and Haenlein, 2010). According to Abram cited in Choi (2012), Web 2.0 is characterized by open communication, participation, collaboration, and content creation. It is on this premise that Cook and Hopkins (2006) affirm that Web 2.0, social networking and social media are "inextricably linked" and as a result have been used synonymously.

University students and staff are beginning to utilize social media network as tools to collaborate with one another. These collaboration include real time chat with users through Facebook, WhatsApp, twitter, skype blogs Flickr, Pinterest, YouTube, and LinkedIn Instagram RSS feed Social bookmarking, Mashup and other electronic synchronising platforms, social media tools were adopted as a way of ensuring that users are provided with many and appropriate information materials as possible.

## **VI METHODOLOGY**

This study gathered information through a questionnaire and case studies. It was conducted in 2010. First, a detailed questionnaire based on the objectives of the study was administered to staff and students. A random sample of 30 academic staff and 70 students participated in the study. A total of 25 and 67 usable questionnaires were returned by staff and students respectively for a response rate of 95%. The data was analysed using simple descriptive statistics. The results are presented below.

## **VII DATA PRESENTATION AND ANALYSIS**

The results are presented based on the variables focused in the research objective/questions. The results of the data analysis in this study are hereby presented as follows

### **1 Demographic Information of respondents**

**Table 1 Distribution of the Respondents by Sex**

| Gender | Frequencies (N) | Percentage |
|--------|-----------------|------------|
| Male   | 65              | 65%        |
| Female | 35              | 35%        |
| Total  | 100             | 100%       |

**Figure 1: Percentile distribution of respondents by sex**

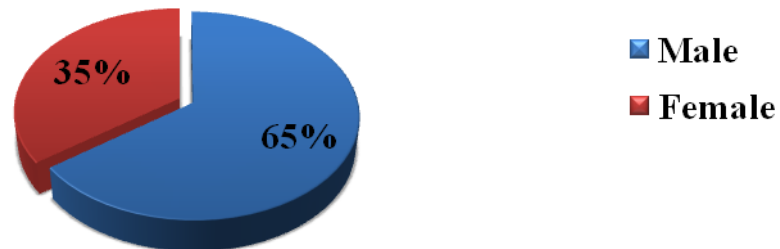


Table 1 shows distribution of the respondents by sex. It is clear from the table that the majority of the respondents were male, 65(65%), while 35(35%) respondents were female.

**Table 2 Distribution of Respondents by Level**

| Staff/ Student Class range (in years) | Frequency (N) | Percentage |
|---------------------------------------|---------------|------------|
| Staff                                 | 20            | 20%        |
| 100                                   | 8             | 8%         |
| 200                                   | 16            | 16%        |
| 300                                   | 26            | 26%        |
| 400 and above                         | 30            | 30%        |
| Total                                 | 100           | 100%       |

**Figure 2: Percentile distribution of respondents by Level**

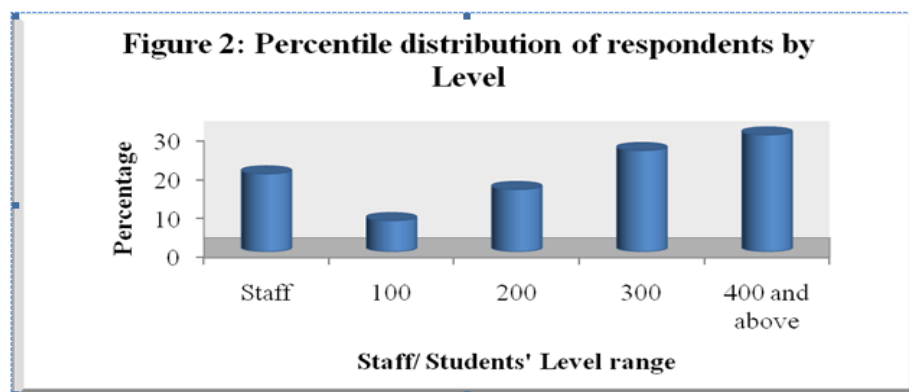


Table 2. Shows the distribution of the respondents with respect to age, it ranged from percentage of staff and students' age ranges from 100 level to above. The majority of the respondents, 30(30%) are 400 level and PG, 20(20%) respondents were staff and it is clear that just 8(8%) of the respondents were in 100 level.

**Table 3. Types of Information Shared on Social Media**

| Types of Information                | Response | No of Respondents | Percentage % |
|-------------------------------------|----------|-------------------|--------------|
| Information about Class/Course work | Yes      | 85                | 85%          |
|                                     | No       | 15                | 15%          |
|                                     | Total    | 100               | 100%         |
| Information about Research work     | Yes      | 64                | 64%          |
|                                     | No       | 36                | 36%          |
|                                     | Total    | 100               | 100%         |
| Others                              | Yes      | 35                | 35%          |
|                                     | No       | 65                | 65%          |
|                                     | Total    | 100               | 100%         |

From the table 3 above, all the 85(85%) respondents said that they share information about class/course work, while 64 (64%) of the respondents indicated that they use social media to share information about research work while just 35(35%) indicated that they use social media for other activities. (15)15% of the respondents said they don't share information about class/course work on social media, 36(36%) said they don't share information about research work on social media while 65(65%) of the respondents said they don't share information about other activities on social media.

**Table 4. social media platforms that are used by staff and students of NIMS University Jaipur, India**

|    | Social Media Platform | *Frequency | Percentage |
|----|-----------------------|------------|------------|
| 1  | Facebook              | 87         | 87%        |
| 2  | Whatsapp              | 92         | 92%        |
| 3  | Twitter               | 42         | 42%        |
| 4  | Wechat                | 18         | 18%        |
| 5  | Qzone                 | 14         | 14%        |
| 6  | Tumblr                | 09         | 09%        |
| 7  | Instagram             | 25         | 25%        |
| 8  | Google+               | 10         | 10%        |
| 9  | Skype                 | 52         | 52%        |
| 10 | Viber                 | 11         | 11%        |
| 11 | Line                  | 01         | 01%        |
| 12 | Snapchat              | 05         | 05%        |
| 13 | Pinterest             | 16         | 16%        |
| 14 | Linkedin              | 25         | 25%        |
| 15 | Myspace               | 17         | 17%        |
| 16 | StumbleUpon           | 18         | 18%        |
| 17 | Flickr                | 16         | 16%        |

\*Multiple Frequencies

**Figure 3: Percentile distribution of Social media Platform used among staff and students of NIMS University Jaipur, India**

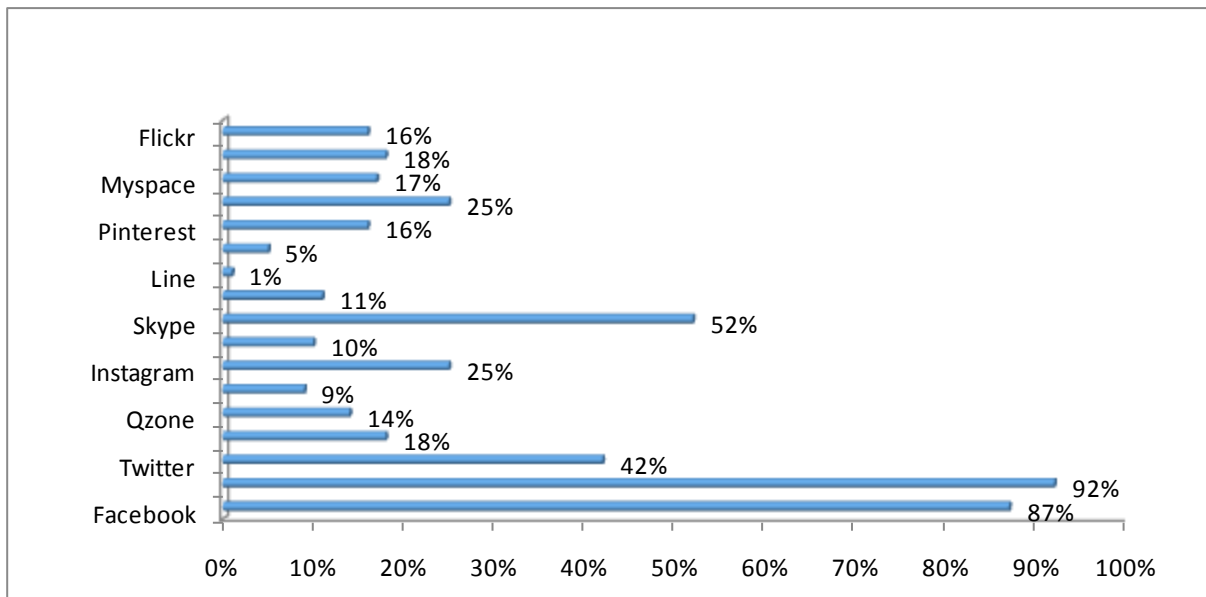


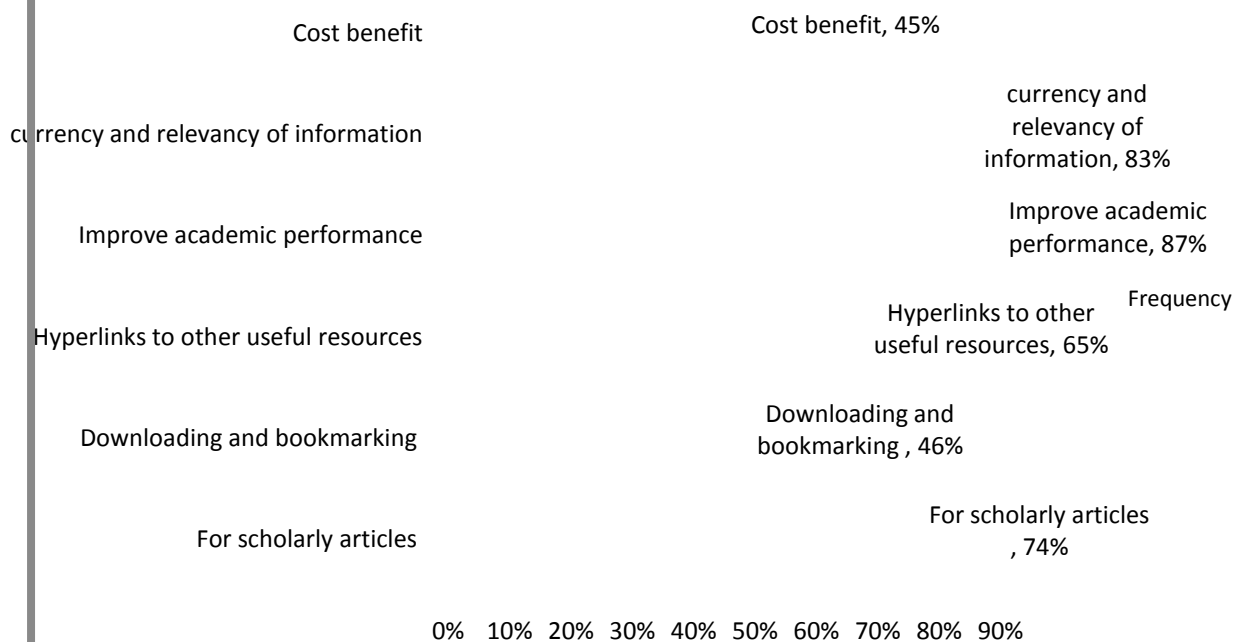
Table 4. Shows the social media platforms used among staff and students of NIM University, Jaipur, India. It is seen from the table and figure 3 above that highest number of respondents 92(92%) uses whatsapp as a platform for sharing information, while 87% of the respondents uses facebook as means of sharing information. it is obvious that among the social media used among staff and students of NIMS university, line has the least number of users with just 1(1%) of the respondents using it.

**Table 5. Benefits of using social media platform for sharing information among staff and students of NIMS University, Jaipur, India.**

| Benefits of Using Social Media        | Frequency | Percentage |
|---------------------------------------|-----------|------------|
| For scholarly articles                | 74        | 74%        |
| Downloading and bookmarking           | 46        | 46%        |
| Hyperlinks to other useful resources  | 65        | 65%        |
| Improve academic performance          | 87        | 87%        |
| currency and relevancy of information | 83        | 83%        |
| Cost benefit                          | 45        | 45%        |

\*Multiple Percentage

**Figure 4: Benefits of using social media platform for sharing information among staff and students of NIMS University, Jaipur, India.**



From figure 5, it is seen that majority of the respondents 87(87%) that uses social media benefited improved academic performance from it, 83(83%) respondents indicated that they benefit currency and relevancy of information using social media. 74(74%) of the respondents indicated that they benefit scholarly articles using social media, 65(65%) of the respondents indicated that they benefit hyperlink to other information resources using social media. It is obvious that only 45(45%) of the respondents indicated that cost benefit is associated with their use of social media in NIMS University, Jaipur, India

**Table 6. Effectiveness of social media in sharing information**

| Effectiveness       | Frequency | Percentage |
|---------------------|-----------|------------|
| Very effective      | 52        | 52%        |
| Effective           | 36        | 36%        |
| Partially effective | 11        | 11%        |
| Not effective       | 1         | 1%         |
|                     | Total     | 100%       |

**Figure 5: Percentile distribution of the effectiveness of social media use in NIMS University, Jaipur, India**



## **VII CONCLUSION**

This study has assessed the effectiveness of social media tools in information sharing by staff and students of NIMS University Jaipur, India. So far, the result generally has indicated that staff and students uses social media to share information about class/ course work and the most popular social media platform used among others is WhatsApp and Facebook. They benefits immensely using social media.

### **Recommendations**

- ❖ The staff and students should be encouraged to use social media for other scholarly activities such as sharing information about research activities
- ❖ The school authority should sensitize students towards the use of some social media platform among staff and students for purely academic purposes
- ❖ The University should modify social media platform towards educational activities in order for the staff and students to enjoy the immerse benefits of social media.

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