Perception and Utilisation of Social Networking Sites among the Research Scholars of Library and Information Science in Tamil Nadu

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Social Networking refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. This study aimed to study the purpose and benefits of using the SNS, and also wants to flash light on regularity of using SNS for various entertainments, academic and Information sharing by the research scholars of Library and Information Science. A structured questionnaire was designed and randomly distributed to 85 research scholars of Library and Information Science in Tamil Nadu. After collecting the data, SPSS 16 Software was employed for the analysis. Percentage analysis, Mean, SD, MANCOVA test were used to show the interrelationship between variables. PhD scholars are only giving more importance on sharing of information for various purposes compared with updating their professional related activities. It is significant to know that the research scholars are benefited by SNS for research through e-learning process and make new friendship. Majorities of the research scholars have been using the Google Scholars, Academic.edu for information sharing such in citation, publication and knowledge sharing.   It is pathetic to mention that more number of research scholars are not aware of Research Gate, citation sites such as Mendeley and Zotero. Factors like the age of the research scholars and their seriousness of Library Science play an important role in the application of SNS for entertainment purpose. It is also highlighted that M.Phil and Ph.D scholars of Library and Information Science use SNS for academic purpose. What this paper wants to highlight on is, on the difference in sharing the kind of information among the M.Phil and Ph.D Scholars.

Keyword: SNS, Research Scholars, LIS, Facebook, Research Gate