

## **Social Networks and Medias towards Searching Scholarly Information among Social Science Research Scholars in the State Universities of Tamilnadu**

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### **Abstract**

*The purpose of the study analyses about disseminating Scholarly information through Social Networks among the respondents in selected five Universities in Tamilnadu. The recorded that 87 (25.14%) of them were Annamalai University and the majority of the respondents 73 (21.10%) of them were Alagappa University. The majority 97 (28.03%) of the respondents belong to the department of Management/Commerce, 58 (16.76%) were from the department of Education /Physical Education and 38 (10.98%) were from the department History /Geography. The study witnessing that 291 (84.10%) of the respondents belong to aware and use of What Sapp and 55 (15.90%) of the respondents belong not using What Sapp. It finds that 163 (47.11%) of respondents were preferred Ref.Works and 183 (52.89%) of respondents not prefer. 163 (47.11%) of respondents preferred Reference Management Software Ref.Works and 183 (52.89%) of respondents not preferred.*

**Keywords:** Social networks, Social media, Mendaley, Google scholar, Research gate.

### **Introduction**

Social networks and the analysis of them is an inherently interdisciplinary academic field which emerged from social psychology, sociology, statistics, and graph theory. Georg Simmel authored early structural theories in sociology emphasizing the dynamics of triads and & quote; web of group affiliations &quot;. Jacob Moreno is credited with developing the first sociograms in the 1930s to study interpersonal relationships. These approaches were mathematically formalized in the 1950s and theories and methods of social networks became pervasive in the social and behavioral sciences by the 1980s. Social network analysis is now one of the major paradigms in contemporary sociology, and is also employed in a number of other social and formal sciences. Together with other complex networks, it forms part of the nascent field of network science.

(Deshmukh al., 2014) Online mediums also connect people in a person-to-person manner which is more direct and interpersonal. The levels of verbal and affective intimacy can be known through observing the frequency of posts on popular SNSs.(Kross et al., 2013) The popularity of social networking sites is not just based on how many people it has but on how many hours or time a user spends on it daily. Some social aspects like family pattern, age, communication among the members play a vital role in the youth's web usage. Adequate