

OCCURANCE OF THE TERM LIBRARY AND INFORMATION SCIENCE ON FACEBOOK: A STUDY

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Examines the occurrence of the term 'Library and Information Science' on the Facebook. As many as 768 groups were discovered, out of which those being maintained properly have been identified. The nature / structures of groups were analyzed to conduct various studies.

Keywords: Facebook, Library and Information Science, LIS, Facebook Groups, LIS Education, Information Sharing

INTRODUCTION

According to Wikipedia, the term "Library and Information Science (LIS) is a merging of library science and information science. The joint term is associated with schools of library and information science (abbreviated to "SLIS"), which generally developed from professional training programs to university institutions during the second half of the 20th century. In the last part of 1960s schools of librarianship began to add the term "information science" to their names. The first school to do this was at the University of Pittsburgh in 1964. More schools followed during the 1970s and 1980s, and by the 1990s almost all library schools in the USA had added information science to their names." This trend was indicative of the growing importance of information technology. Information Science is the study and practice of professional methods in the use and exploitation of information, for the benefit of users. As an umbrella term it covers terms such as library science, librarianship, information science, information work etc. So it is clear that LIS has a long background and a chronological development. Now a days the sharing of information is easy enough through social networking sites. Facebook is one of the best sites to share information or connect the individuals of common interest. There are many groups available on Facebook in different subject areas. LIS is a specific field and it has enough information to share with the individual or a group or groups globally.

Why Facebook?

Facebook is the most frequently used social networking tool. In this paper, Facebook is considered for its specific features. Their main features are:

- Facebook is freely accessible to the users and is useful in promoting library services and activities.
- Facebook focuses on the users to use of resources and access to library materials from everywhere in the world.
- Facebook offers live chatting and discussion queries in group pages, these sites Increase education/ Knowledge opportunity.

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- Facebook is a substitute to printed information in libraries and users can get new information easily.
- Facebook has many ways to encourage user group to present feedback and to engage with others in online area.
- Facebook is not only helpful for existing library users, but attracts new users to visit library and to use services.

OBJECTIVES OF THE STUDY

The main objectives of the study are:-

- To know the most used group on “Library and Information Science”.
- To identify the locations of the group.
- To know the types of groups.
- To know the most liked groups.
- To find out Top 20 groups according to Likes.
- To find out the basic term used in groups.

METHODOLOGY

Relevant data was collected from Facebook by searching the term “Library and Information Science”, collecting the data from the Group tab of Facebook until 17th October, 2016 at 08.08 am. The search result has come with all the terms, and not with the exact phrase. In all, 768 groups were found out.

DATA ANALYSIS

Distributions of Groups

All the 768 LIS groups identified on the Facebook may be categorized as: close groups, open groups, public and secret groups. There are 3 close groups found with varieties of area names. There are 22 open groups. Table 1 shows that the close groups are the highest (371) in number followed by Public Groups (370).

Table 1: Distribution of Facebook Groups

Name of Groups	Numbers of Groups	Percentage
Close	371	48.31
Close with Places	3	0.39
Open with places	22	2.86
Public	370	48.18
Secret	2	0.26
Total	768	100

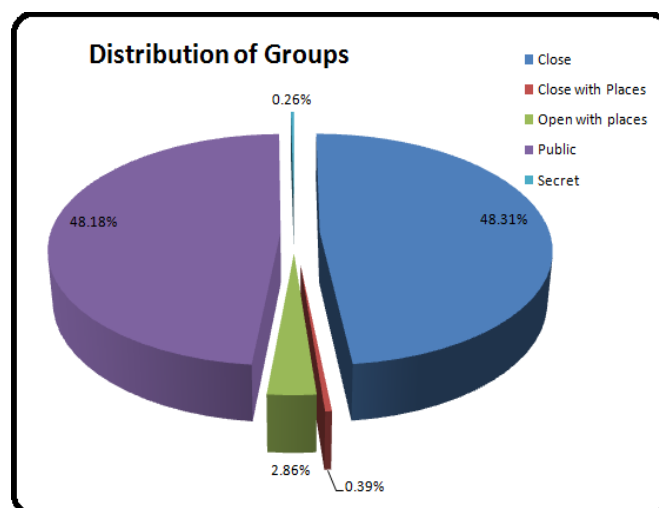


Figure 1: Distribution of Facebook Groups

Distribution of Likes of Groups

Table 2 shows the likes as well as interest or engagement of individuals. It may be noticed that the group with largest occurrence i.e. the ‘close’ has received only 24.194% likes, whereas the maximum likes were acquired by Public groups i.e. 75.055%.

Table 2: Distribution of Likes of Groups

Name of Groups	Likes of Groups	Percentage
Close	30032	24.194
Close with Places	3	0.003
Open with places	224	0.18
Public	93166	75.055
Secret	705	0.568
Total	124130	100

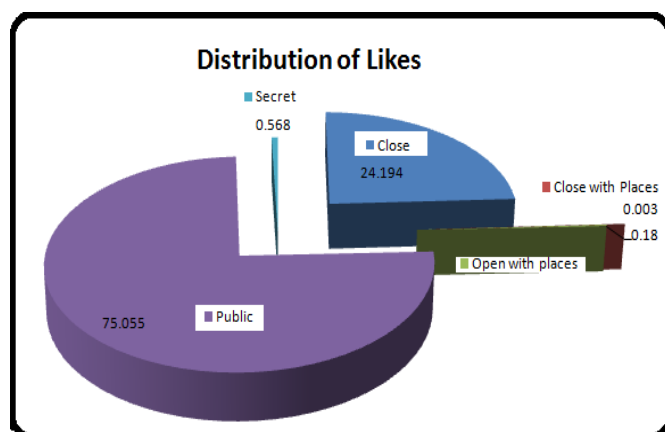


Figure 2: Distribution of Likes of Groups

Top 20 Groups According to Likes

The 768 groups when ranked fall into 205 ranks. Here maximum likes (14947) are found in 'Library & Information Science Professionals' and this group is at rank one.

Table 3: Top 20 Groups According to Likes

Ranks	Name of Groups	Likes
1	Library & Information Science Professionals	14947
2	Job's in Library and Information Science	14372
3	Library and Information Science Group	13715
4	Students of Library & Information Science	7748
5	Library and Information Science Cafe (LIS CAFE)	5819
6	Dept of Library & Information Sciences, AIOU, Islamabad - Official	1849
7	Ready To Victory (Library and Information Science) "Tayari Jeet Ki"	1333
8	MCQ's Bank of Library and Information Sciences	1261
9	Library and Information Science Vacancies	1258
10	Father of Library and Information Science in India	1191
11	Punjab University Department of Library & Information Science	1175

12	علماء مكتبات والوثائق والمعلومات Library and Information Science	1144
13	Department of Library and Information Science of Kalyani University	1070
14	Projects UGC MRP in Library & Information Science	1053
15	Nigeria Library and Information Science Student Association (NLISSA)	1024
16	Library and Information Science(LIS), DELSU	1001
17	Information Science and Library Management Bangladesh	997
18	Information Science and Library Management, University of Dhaka	980
19	PULISAA (Pakistan Library and Information Science Alumni Association)	935
20	Library and Information Science	891

Distribution of Description

Table 4 shows the distribution of description of group. Description is the feature of groups where administrator can describe the objectives or intentions or features. This is very helpful to identify the motive of the groups. After the analysis it is noticed that there are 59.12% groups which have no description. There are 40.88% groups with description.

Table 4: Distribution of Description

Groups	Number of Description	Percentage
With Description	314	40.88
Without Description	454	59.12
Total	768	100

Mistakes in Name of Groups

Table 5 shows a list of groups. There are some spelling and spacing mistakes seen in the name

Table 6: Some Basic Terms Used in Groups

Basic Terms	Numbers
Alumni	28
Association	77
BLIS	13
India	05
Information	768
Libraries	04
Library	764
LIS	98
MLIS	07
Science	771
University	104

FINDINGS

- Total **768 groups** are found by searching the term “Library and Information Science” in Facebook.
- Five kinds of groups are identified. These are close, close with places name, open groups with place names, public and secret.
- Maximum groups are close by nature(371 out of 768 groups)
- Maximum likes are acquired by Public groups (93,166 likes out of 1, 24,130 likes).
- Maximum likes (14947) are found in ‘Library & Information Science Professionals’ and this group has obtained rank one.
- Few groups are not being maintained properly.
- Close groups are not sharing information to non-members, sometimes there are strictly closed their discussions.
- Most (59.12%) of groups have no description.
- Most of the groups are related to LIS Dept. of universities.

RECOMMENDATIONS

- ❖ All the department of LIS should have presence on Facebook and should maintain this properly.
- ❖ Every group should be formal and authentic.
- ❖ These groups should be public or open by nature.
- ❖ Group should be recognized officially.
- ❖ The shared information of group should be useful for users.

CONCLUSION

In the present era Facebook is becoming an identity for every individual, especially for young generation. They feel free with this virtual environment and they share and gather information from there. This virtual environment has become a platform for sharing information about the field of Library and Information Science (LIS) such as information about LIS career, LIS job, LIS education, LIS syllabus, Information about emergency notification of LIS, recent development of LIS, LIS discussion, LIS forum, News from LIS associations, News about LIS journals, Learning materials of LIS etc.). In short, Facebook has provided a fairly good platform for the LIS professionals to interact.

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