

# Incorporation of Media in the Activities of Scientific Library of Higher Education Institution

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## Abstract

Students can successfully connect with one another thanks to the introduction of Web 2.0 and the tools and technology linked with it. The fact that rising digital tools are systematically influencing the education system is not a secret. The purpose of the research article efficiently evaluates the influence of incorporation of media in the activities of the scientific library of the higher education institution. The research Methodology is the Concepts, techniques, and procedures to effectively inculcate primary and secondary data to conduct the research effortlessly. It's worth noting that in this case, quantitative primary research was provided in the form of a survey. The researchers have proposed a survey in order to successfully instill a comprehensive view on the "incorporation of media in the operations of the scientific library of higher education institutions." As a result, fifty-one higher education institution principals were asked to attend this session. This is necessary to understand that they are both well-educated and cognizant of the impact of technology innovation on schooling. As a result, the researchers were able to gain a comprehensive view of this situation thanks to this survey. The results effectively showed that most of the participants believe that social media plays a vital role in shaping up higher education and at the same time they believe that the libraries of famous educational institutions must adapt as per the new educational trend so that teachers and students both can tap into its benefit. The practical significance of the result is manoeuvred by the efficient survey analysis and at the same time, peer-reviewed journals have been employed to put forward authentic information. Therefore, efficient insight regarding this topic has been gathered by the researchers.

## Keywords:

*Social media, Scientific Library, Learning management system, Research methodology, Survey Analysis, Thematic analysis, Higher education.*

## 1. Introduction

The World Wide Web and its vehement evolution have efficiently become a significant part of modern society. It can be efficiently seen that the ever-increasing demand for ICT based insertion plays a key element in the administration of efficient research. The inception of Web 2.0 and the tools and technologies associated with it enables consumers to

connect with one another effectively. It is not a hidden fact that the education system is systematically getting influenced by the emerging web tools. Several authors have efficiently shed light on the influence of social media inundating a broad spectrum of tools and applications such as blogs, different content platforms such as Youtube, collaborative platforms such as Wiki, distinct social networking sites such as Facebook, Instagram, Twitter and many others (Balakrishnan&Gan, 2016). Different microblogs, collaborative platforms have enabled the audience to enable a broad range of activities that are aligned with the concept of social media to be professionally incorporated in the educational sector. It is important to mention in this particular scenario that in higher education, social media can be incorporated with the advantages they put forward in this particular domain (Parusheva et al. 2018).

A broad range of researchers has effectively identified a pattern that social media is employed by different teachers and students to exchange information, fetch data related to education, fetch efficient information regarding research, and inculcate knowledge through efficient discussions. It effectively assists to put forward a sense of virtual teamwork. Another set of researchers has effectively given significant stress on certain social media platforms such as Twitter which plays a significant role to impart education to the students (Kalelioğlu, 2017). Additionally, the whole education system has been severely massacred due to the Covid pandemic and the importance of online education cannot be overlooked in this particular scenario. Therefore, social media, as well as online education, can effectively provide efficient inputs to improve the activities associated with the scientific libraries to provide efficient influence in the higher education sector. Hence this paper is going to shed a proper illumination regarding that.

## 2. Literature Review

According to Reyna (2018), a broad range of subjects are studied at the education institution. The students are required to make the involvement regarding the assessment and required to produce the assessment through social media. In facts the students are given the training regarding digital learning or the E-learning where they are taught about literacy regarding the Digital media. Here it has been studied and given training about the importance of E- learning and how it can be conducted through the scientific Library into the Institution. The Researcher has said that for getting the effect of Digital knowledge the students have to gain a little knowledge about a certain set of Technical, audio- visual and social skills. It has been said that there are different modern definitions which require the representation of perspective on digital literacy.

On the other hand Hanham (2018) has said that the digital media for the literacy of higher Education institutions of the Scientific Library depend upon the framework of conceptual, Functional and Audio Visual domains. The conceptual skills used for the defining of the sets of ability that actually allow the person for visualizing the concept of patterns and idea of usage of digital Media. For example, the uses of a scientific library for developing the scientific attitudes of the student and it include the knowledge about the advantages and disadvantages of a scientific library for the student in higher education. The functional skills are related to the use of computers or other technology for gaining the use of the scientific Library. Here, the function of the library has to be provided for getting access to the library which is used for the support of Research and education of the student. The higher education institution uses the media as a social media for using the scientific library for their institution. They use Social Media such as YouTube and other media because the social media have some interactive features built in them, so they are used for the distribution of knowledge among the students. The main role of scientific libraries in higher education Institutions are used for stimulating educational Research of high and best quality which are required for the improvement of education. It also helps in creating an active and high quality environment related to the academics of teaching and learning and helping in providing the information regarding the information to students in the field of Special

education. On the other hand, the role of Social media in the field of Scientific Library actually creates the platform for making the academics and sharing their information with other people from the far distance in the form of a Scientific Library. It also creates a good relationship with the library professional and the reader those who are the Library user.

Chugh&Ruhi (2018) has effectively stated that the maximisation of the importance of social media is ever-increasing vehemently and even though it is read as one of the harmful determinants for academics, it can be incorporated for the greater goods in the educational sector. It is important to mention the essentiality of social media such as Twitter, Facebook and many other platforms. These platforms efficiently assist to share and fetching an efficient amount of information so that the illumination process can be efficiently manoeuvred. It has significantly incorporated great importance in the higher education sector. The pandemic situation has effectively maximised the employment of social media for educational purposes as well. It is important to mention in this particular scenario that professors are effectively maximising their social media usage so that they efficiently host live lectures and at the same time, it enables them to provide off-hours assimilation support, arrange the virtual debate and many other elements. It can be effectively saved in the database of the institution for the further benefit of the students. It is probably the only way the education system can strive in the face of emergent technologies and the deadly pandemic. An efficient report can be put forward in this particular scenario that around sixty-five per cent of the academic faculty employ social media in their daily life while around forty per cent of them employ it for teaching during pandemics. An efficient survey was put forward in this scenario that both teacher and student prefer microblogs and wiki for imparting lessons and at the same time, it is also recorded that around eighty-eight per cent of the teacher employ the audio visual medium to impart their lesson so that they can formulate a virtual bond with the students.

However, Öztürk&Gürler (2020) stated whether Moodle and blackboard can be implemented alongside the enormous benefit of social media for higher education. Moodle is basically regarded as the open-source community enriched with all the LMS attributes. At the same time, it is very adaptable can be incorporated into the various OS. Some of the

academies for higher education tend to utilise it for imparting lessons. Additionally, the author effectively argues that it is important to integrate the library into an e-learning platform to effectively impart higher education. Kampa, (2017) completely agrees with this justification. He also stated that educational libraries are playing a key part in establishing themselves as remote sites for higher education. Libraries play an efficient role in expanding e-learning preaching. A traditional function of a library is to act as an information store.

However, with the efficient integration with the LMS systems and social media, it acts as a gateway to knowledge, A few examples can be put forward in this particular scenario “Ministry of education and science of Ukraine”, “American library association”, “Different educational organisations that provide higher education” were vehemently employing moodle to impart education while keeping the information intact during the Covid pandemic. It enables the students as well as the teachers to effectively tap into the information efficiently. It is important to mention in this scenario that E-learning is evolving systematically especially in the face of pandemics. Therefore, scientific libraries are administered efficiently so that they can support the students in higher education.

Table 1: An idea regarding how e-learning can be integrated with libraries

Method	Responsible person	Implementation time
Open access LMS	Education technologist of the Institution	2 months
Free platform with unlimited access	Education technologist of the Institution	1 year
User friendly for teachers and students	Education technologist of the Institution	6 months
Multilingual capability	Education technologist of the Institution	1 year
To incorporate multimedia integration	Education technologist of the Institution	1 year
Able to assimilate with different cloud storage	Institution Authority	1 year
Can implement both synchronous and asynchronous education	Education technologist of the Institution	4 month
Easily navigate the system	Institution Authority	3 months
moodle design so that curriculum can be efficiently simplified	Institution Authority	6 months

(Source: Compiled by Author)

### 3. Methodology

The systematic and logical presentation of concepts, strategies, and processes used by study groups to combine the primary and secondary components of information is referred to as research methodology. This department is critical to the research group since it requires the study group to use the most advanced methods, tools, and figures, as well as gather the most accurate data, to present the inquiry in a way that will benefit the research group in the long term. As a result, effective use of the appropriate tools and procedures is critical for this study's stated goals and objectives to be met of this investigation. The fundamental goal of the study is to duplicate the best results in this exercising issue. It is important to

mention in this particular scenario, all the ethical consideration has

been maintained during the research to maximise the efficacy as well as efficiency of the research.

It is important to mention in this particular scenario that both quantitative primary research and qualitative secondary research have been employed by the researchers in this particular scenario. Primary research, it should be noted, aided academics in gaining a better grasp of the problem, and the data's authenticity was protected as a consequence. Furthermore, the primary research effectively assisted the researchers in gaining access to realistic information that would help them conclude their study suitably. The researchers also offered qualitative findings from secondary research. It helps researchers to save a lot of time while still getting a good knowledge of the problem. The researchers have effectively employed peer-reviewed publications to protect the material's integrity in this situation. Furthermore, under this scenario, only works from the last decade are considered.

It is important to mention in this particular scenario that quantitative primary research was presented here through a survey. A survey has been put forward by the researchers to effectively inculcate a broad perspective regarding the "incorporation of media in the activities of the scientific library of higher education institutions". Hence, fifty-one principles of the higher educational institution were invited to participate in this session. This is essential to comprehend that they are both highly educated and aware of the influence of technological advancement in the educational sector. Therefore, this survey has efficiently enabled the researchers to get a broad perspective in this particular scenario. Ethical consideration was maintained while conducting the survey.

#### 4. Result

##### Quantitative research

It is essential to note that fifty-one participants were invited for the research purpose. They are principles of different higher educational institutions. It enables the researchers to gain an efficient insight regarding this topic and at the same time, it helps them to conclude the research efficiently.

Survey question 1: Do you think that the implementation of social media can positively influence the educational sector?

Table 2: The influence of social media on the educational sector  
(Source: Compiled by author)

"Options Given"	"Total Participants"	"Response collected"	"Percentage"
"Strongly Agree"	51	20	40
"Agree"	51	10	20
"Neutral"	51	10	20
"Disagree"	51	10	20
"Strongly Disagree"	51	1	2

Influence of social media on educational sector

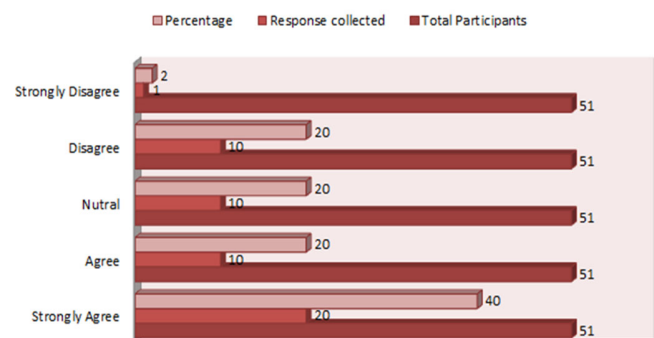


Figure 1: The influence of social media on the educational sector  
(Source: Compiled by the author)

It is essential to mention in this particular scenario that around fifty-one participants participated in this survey and each of them is highly educated and directly assimilated educational culture. The first question effectively tries to assess the influence of social media in the educational sector. These questions would effectively provide the researchers to look into the perspectives of fifty-one different individuals to conclude their study effectively. It can be effectively deciphered from the graph that around thirty participants have agreed that social media has indeed had a positive influence on the educational sector as it makes education more interactive and fun. It is

important to mention in this particular scenario that around twenty participants “strongly agree” with the basic crux of the question. However, it is essential to note that around eleven participants completely disagree with the basic sentiments of the question. They believe that the psyche of the student is so disturbed nowadays that they cannot effectively tap into the boon that social media provides. Therefore, it put forward a regressive effect on the students. It is important to mention that around ten participants remain neutral in this particular situation. It can be effectively stated that most of the participants efficiently understood that trend and technology is evolving at a very fast rate and it is essential to incorporate them in the educational sector to reap the maximum benefit. Therefore around sixty per cent of the participants agreed with the questions. Around twenty- two per cent of the participants completely disagree with the question while twenty per cent remain undecided as they failed to deduct the very essence of the question.

Survey Question 2: do you think that libraries must be administered accordingly as the trend of e-learning is evolving at a first place?

“Options Given”	“Total Participants”	“Response collected”	“Percentage”
“Strongly Agree”	51	30	60
“Agree”	51	10	20
“Neutral”	51	5	10
“Disagree”	51	3	6
Strongly Disagree	51	3	6

Table 2: The effect of the latest trend of e-learning on libraries  
(Source: Compiled by the author)

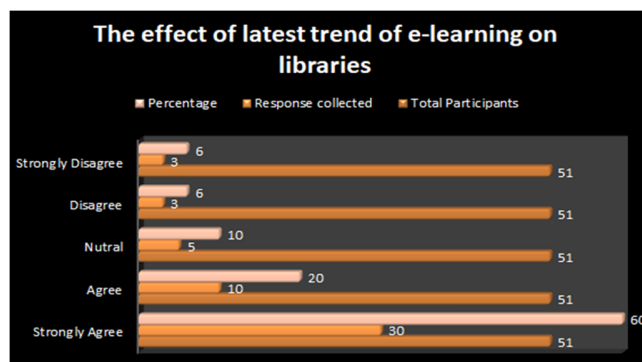


Figure 2: The effect of the latest trend of e-learning on libraries  
(Source: Compiled by the author)

Through this question, the researchers aim to analyse the effect of ever-increasing trends of employment of e-learning on traditional libraries. At the same time, they try to analyse whether the libraries must adapt as per the trend of e-learning evolves. Around forty participants agreed that libraries must evolve according to the recent trend and completely agree with the basic crux of the question. While six participants completely disagree with the question as they do not consider e-learning as the potential alternative.

It is essential to mention in this scenario that around five participants remain neutral. It can be efficiently seen from the result that the majority of the participants efficiently comprehend that the very definition of "library" has changed in the modern scenario. They also agree that the efficient integration with the LMS systems and social media, library acts as a gateway to knowledge. Hence, it can be seen that around eighty per cent of the participants agreed with the question. Twelve per cent completely discarded the question due to the reason mentioned above and ten per cent remain undecided.

Survey question 3: Do you think that incorporation of social media can positively influence the activities of the scientific library?

Table 4: The effect of social media on the activities of the scientific library

“Options Given”	“Total Participants”	“Response collected”	“Percentage”
“Strongly Agree”	51	15	30
“Agree”	51	15	30
“Neutral”	51	13	26
“Disagree”	51	4	8
“Strongly Disagree”	51	4	8

(Source: Compiled by the author)

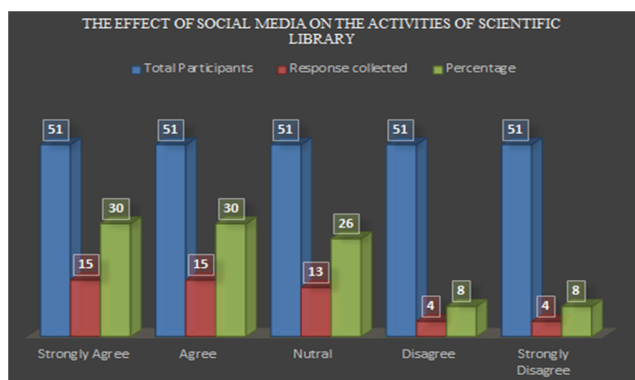


Figure 3: The effect of social media on the activities of the scientific library

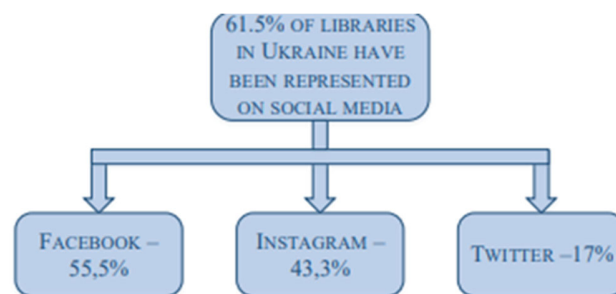
(Source: Compiled by the author)

The third question tries to analyse the influence of social media on the activity associated with the scientific library. Around thirty participants agreed with the crux of the question. They believe that the incorporation of social media can positively influence the activities associated with libraries. However, eight participants completely disregarded the role of social media in the educational sector. And thirteen participants remain neutral. It can be efficiently seen that around sixty per cent of the participants regard the incorporation of social media in the educational sector as a must. Whereas sixteen per cent of the participants do not believe in this trend and twenty-six per cent remain undecided in this scenario.

Qualitative research

Theme 1: There is an effective role of Digital Media for promotion of Scientific Library in Higher Education Institution

In the society of knowledge and digitalization it is very much important to make additions to the scientific library through the Digital Media platform. It is important for the people to know the diversified and supportive social connection. The main aim of the scientific library with the use of Social media is to create a strong learning community to get a better learning community with all the information. This research paper was actually used for the examination in the Concept of Social networking and its application for promotion library service in the digital era (Spante et al. 2018). The different Higher education Institutions need the requirement of Best practices for social media practices to educate the acceptance of the online behavior and activity which will have the effect on the student of the institution. According to the Research which is based on Ukraine the Social network has been used as a strategy by Higher education Institutions for promotion of Scientific Library. As an important component the internet strategy for libraries in Ukraine is the information of the production of the On-line environment. The promotion methodology that is used is the Advertisement, Sales Promotion and the role of the advertisement is that of the Higher Education Institution. The Institution uses the Advertisement method as their strategy for increasing the digital media for Higher Education. The main approach is characteristics for the activation of library activities online. The approaches of the social media on the most popular networks are all national Libraries and regional Universal Libraries (ceur-ws.org , 2021 ).

Figure 4: Social Media Representation for Scientific Library  
(Source: ceur-ws.org , 2021 )

According to the figure, 61.5% of the scientific libraries are promoted through social media. Out of which Facebook takes 55.5 %, then comes Instagram 43.4%, Twitter 17%. Through this social Media application the promotions are done for the Scientific Library. The library is transformed into the digital form of a scientific library, so it matches up with the world of Digital Media.

Theme 2: Social media and LMS have completely transferred the e-learning sector



It is not a hidden fact that social media continues to put forward efficient benefits to pursue higher education and at the same time, it can efficiently be utilised in both learning and teaching initiatives. It is important to comprehend in this particular scenario that the incorporation of social media in higher education literally posed numerous hurdles. However, its enormous influence can not be disregarded. There is an interesting angle in this particular scenario. Some of the researchers have effectively stated that with the efficient incorporation of social media in the domain of e-learning and scientific library, the students in higher education would no longer be the absorber of information (Malik & Asnur, 2019). They could also be the contributor to it. It efficiently maximises the horizon in this particular scenario. They can efficiently put forward efficient input through the efficient incorporation of wikis, forums, databases and many other platforms. Moreover, intelligent libraries which are integrated with multiple cloud services such as dropbox, google drive and many others can provide both teachers and students to use those platforms for an unlimited amount of time. It makes studies more fun and interactive. It can be efficiently seen from this perspective that the concept of the library is evolving as well. With the efficient integration with the LMS systems and social media, it acts as a gateway to knowledge. Therefore, it can be said that evolution is the only truth. It is essential to mention in this particular scenario that social media is here to stay and the global educational institution needs to adopt it wholeheartedly to reap its benefit (Lacka et al. 2021).

An efficient case of Ukraine can be mentioned in this particular scenario. It's worth noting that certain educational standards were developed in this case regarding life-saving characteristics at the time. As a response, the country's authorities devised several internet-based solutions to offer lifesaving lessons or disseminate propaganda to persuade people to take preventative measures during the covid outbreak. Several private television networks have stepped up to give instruction to a huge number of students. Those lessons have also been published on the ministry of science and education's YouTube channel, allowing students to access them whenever they need them. It's also clear from the domain that MOOC and moodle are widely used to deliver online education in distance learning during pandemics (Yang and Li, 2018).

## 5. Discussion

It is important to mention in this particular scenario that pandemic has wreaked havoc on the educational sector and distance learning and e-learning is the only ones to effectively strive in the modern scenario. It is also essential to integrate the resources associated with the library to assimilate with the "learning management system" (LMS) and it is the only way it can reach its full potential. It is essential to incorporate "library resource simulation" in a local LMS which can efficiently be manoeuvred through

evoking distinct learning tools contemplatively. It effectively put forward efficient connectivity among "learning management systems" and other tools associated with it (Clossen, 2018). However, it is important to comprehend even though it puts forward many advantages in this particular domain, the implementation procedure of "LTI" can be very complex. There are many technological as well as administrative barriers associated with it (Falfushynska et al. 2021).

On the other hand, it can be efficiently stated that another reason that enables the teachers and students to opt for social media to impart education is marketing. Social media plays an important part from the marketing perspective as well. It enables the libraries associated with the institution to brand themselves to attract more students from abroad. At the same time, the online subscription can be put forward so that the students from abroad can tap into the confidential study material. It would definitely maximise the brand value of the university as well as the teachers associated with it as well. It is important to mention that social media are enormously accessed nowadays and it can provide the educational institution with a huge reputation.

The result shows that use of social media platforms such as Face book, twitter actually facilitates two way communications. It actually creates a platform for communication with user to provide the stage for feedback to the student. But on the other hand, the challenges for Librarians faced are the discovery and the recommendations that are required to mitigate the problem for the students who are using the Scientific Library (Davydova et al. 2019) The incorporation of social media which actually helps in the service of Scientific Library in Institution is the use of social media helps in creating an immediate interaction with library users and most importantly actually it helps in converting non users into becoming library users. Social media allows for the presentation of news and exhibitions and many other things (Subhash & Cudney, 2018). The proper use of scientific libraries can be done with the help of Higher education institutions if they provide the proper training on handling social media for giving the information about the social media scientific Library. The promotion actually happens through Face book and many other platforms.

## 6. Conclusion

From the above discussion it can be efficiently seen that even with its malicious influence on students, the boons it puts forward cannot be overlooked in the educational sector as well. In this case, it's vital to note that instructors are successfully using their social media usage so that they may efficiently deliver live lectures while also providing off-hours assimilation help, organising virtual debates, and many other components. It can be properly kept in the institution's database for the students' future benefit. It's

perhaps the only way the educational system can keep up with emerging technology and the epidemic. Additionally, it was also discovered that libraries associated with higher educational institutions must adapt as per the emergent technologies in the educational sector. Therefore, it is essential to integrate library resources with the “learning management system” to strive in the long term. A survey was put forward by the researchers with fifty-one participants to put forward a broad perspective in this particular scenario. It is essential to note that all the ethical consideration was maintained during the research. The results show that majority of the participants are advocating for the incorporation of social media in higher education so that one can effectively reap maximum benefit through emergent tools and technologies.

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