

## USE AND GRATIFICATION OF SOCIAL MEDIA NETWORKS BY LIS STUDENTS OF UNIVERSITY OF DELHI: A STUDY

*Deepak Kumar  
Ashu Shokeen*

**Mr. Deepak Kumar**

Librarian  
Gandhi Memorial National  
College, Ambala Cantt - 133 001  
Email: ias.ahlawat@gmail.com

and

**Prof. (Mrs.) Ashu Shokeen**

Professor and Chairperson,  
Department of Library &  
Information Science  
Librarian, JLN Library  
Kurukshetra University,  
Kurukshetra – 136 119  
Email: shokeen\_ashu@rediffmail.com

**Corresponding Author**

This study aims to explore the use and gratification of Social Media Networks (SMN) among the Library and Information Science (LIS) students of University of Delhi. The survey method with convenience sampling has been used for data collection and 52 valid responses have been collected by using a closed ended questionnaire from the BLISc, MLISc and Ph.D. students. The demographic profile shows that female is 55.8%; male is 44.2%. Majority are from the age group of 23-25 years. The students are using SMN everyday (86.3%) and majority of them spend less than two hours (53.8%) everyday on using it. Smartphone (92.3%) is the preferred device and home (86.5%) is the favorite place of using SMN. WhatsApp, Facebook and YouTube gain the highest tendency of use and the main purpose of using the SMN has been found to stay in touch with family and friends. The highest gratification has been shown towards privacy concerns and the lowest gratification is mainly towards self-discourse.

**Keywords:** Social Media Networks; LIS students; Use & Gratification; University of Delhi.

### INTRODUCTION

The popularity of Social Media Networks (SMN) has been progressively rising over the decade and become an online phenomenon that constitutes a computer-generated community of different online platforms with the gigantic universal following. As of October 2019, Facebook has 2414 million, YouTube has 2000 million, WhatsApp has 1600 million WeChat has 1133 million, Twitter has 330 million, LinkedIn has 310 million active users (www.statista.com) and it is continuously increasing. All these SMN platforms are grounded on the principle of relationship maintenance, where the people of similar interests are connecting (Boyd & Ellison, 2007). Social networks are “explicit representation of the relationship between individuals and groups in the community” (Finin et al., 2005). SMN provides a virtual platform of similar-minded people who share, discuss and communicate their ideas & interests together (Raacke & Raacke, 2008) and the profiles made on the SMN platforms by the users are focal-point of their existence on social networking (Dunne et al., 2010). The personal profile page is

inimitable to the respective user and lets its gossipmonger to accurately “type oneself into being” (Sunden, 2003). Each user of SMN is fortified to keep their profile up-to-date concerning their photograph as a display picture, educational and career-related information, their day-to-day social plans, the current status of their daily activities. In short, the SMN profile has become the real sketch of SMN users and students are not even exceptions.

Moreover, the students in higher educational institutions are using SMN as a reflection of their personality. Majority of researches in context of SMN concentrate irresistibly on profile pages of the users, mainly about how the users are portraying themselves on their profile pages and how they connect with families and friends via SMN (Liu, 2007; Boyd & Ellison, 2007; Boyd, 2008; Tong et al., 2008). In the present study, the authors are focusing on the use of SMN as well as the imbibing of gratification of SMN by the students who use them, and the students who has been picked under this study are discipline-specific, i.e., students of library and information science only. It is being tried to enquire about the gratifications with regard to the different aspects, such as enjoyment, information, privacy, self-esteem, self-understanding, self-discourse, and continuance intentions among the LIS students of the University of Delhi.

### **LITERATURE REVIEW**

Ifinedo (2016) explored the needs of the students behind adopting the SNS in university by using UGT and framework of social influence (SI). The researcher tested the hypothesis developed in the study by using the PLS technique. It was

found in this study that the SI process of UGT categories of self-discovery as well as internalization and identification, social enhancement, entertainment value, and the need to keep relational connectivity through the paradigm of behavioral intents had a positive impact on persistent adoption of SNSs by the students. Whiting and Williams (2013) conversed the uses and gratifications received by the consumers by using social media (SM) and acknowledged ten different uses and gratifications (U&Gs) by interviewing the 25 individuals who used SM. These ten acknowledged U&Gs were: information seeking, convenience utility, social interaction, pass time, communicatory utility, expression of opinion, surveillance/knowledge about others, information sharing, relaxation and entertainment. Further, the study revealed that the SM users were using it for different purposes such as information seeking (80%) time passing (76%), entertaining themselves (64%), to relax (60%), for expressing their ideas and thoughts (56%) and 40% were using the same for sharing the valuable information with others.

Dunne et al. (2010) explored the participation of young-aged people in using and joined the SNS and found the active use of SNS by such young participants for their reasons and gratifications about giving and handling a confident individuality and personality in the societal framework. This study aimed to explore the uses and gratification that young-aged people, specifically female between the ages of 12 and 14, derive from online social networking with the objectives. First to discover the internet usage of such girls’ concerning the SNS use, secondly, an

inspection of the motives behind this behavior. Bhatt and Kumar (2014) explored the opinion of students regarding the use of SNS tools in the library and assessed their expectations from the library through SNS at JNU, Delhi and found that Facebook, Twitter and Google used by 98.5%, 80.6%, 79.1% users respectively as the major SNS platforms used by the students. Singh and Gill (2015) evaluated and assessed the extent and awareness of using SNS among the 486 research scholars and students of the four selected North Indian universities and revealed that Facebook was the most used SNS i.e., 84.7% of the total students from all the universities and 58.6% of them used laptops as a device for using SNS. Friends (68.9%) were the primary source of information to know about the SNS. Sevukan and Sudarsana (2015) explored the extent of social media (SM) use for knowledge sharing among the 125 research scholars of Pondicherry University and found that all the scholars were aware of almost all the social media tools such as Research Gate, Facebook and Blogs, etc. The authors found that 93.6% of the research scholars using SM tools for exchanging the information related to the research.

Hussain (2018) explored the stress and anxiety effect on social media usage among the library professionals in India in his study entitled "Evaluation of anxiety and stress effect on social media use: A case study of library professionals in India." The authors found that 69.81% of LIS professionals were using social media a few times daily and more than 40% of LIS professionals were found in contact with more than 300 people through social media. Bharti and Singh (2018) examined the use and awareness of SNS among

the 100 students of Mahatma Gandhi Kashi Vidyapith, Varanasi and found that more than 80% of the students using SNS daily and WhatsApp was used by more than 90% of the students of all categories i.e., UG, PG & Ph.D. Deepalakshmi (2019) enquired the use of social network sites among the 1405 college students of Chennai and their awareness regarding cybersecurity in her study. The author found that WhatsApp (47.04%) and Facebook (45.90%) were the most used SNS, followed by Twitter & LinkedIn. A majority of the students were aware of cybersecurity measures such as antivirus installation (97.30%), auto-download of the file (94.95%), pop-up blocker (92.30%) and anti-spam (92.03%).

### **OBJECTIVES OF THE STUDY**

The main aim of this study is "to investigate the use and gratification of social media networks by the LIS students of University of Delhi." However, the allied research objectives of this survey were setup as follows:

1. To enquire the use and purpose of social media networks;
2. To identify the barriers being faced by the LIS students in using social media networks;
3. To find out the gratifications of social media with regard to entertainment and informative values;
4. To find out the gratifications of social media with regard to privacy, social values and self-esteem; and
5. To find out the gratifications of social media with regard to the self-discourse and continuation intention.

## RESEARCH METHODOLOGY

This survey research reported in this paper used a questionnaire to collect data and the questionnaire was divided into three parts, i.e., demographic profile, use of social media and gratification of social media networks. Questionnaire was distributed among the 63 students present in the department at the time of personal visit to the department of library & information in University of Delhi and a total of 52 responses were received back. The response rate is 82.53%. The analysis was made using the Statistical Package for Social Sciences (SPSS®) version 20.0. Microsoft® Excel Spreadsheet 2013 was used to refine the data and presented in the respective tables. Convenience sampling was used for selecting the sample, and the survey was conducted in April 2019.

## DATA ANALYSIS AND DISCUSSION

### Demographic Profile of the Respondents

The table 1 is about the demographic profile of the respondents. Out of the total 52 respondents, 23 (44.2%) were male and 29 (55.8%) were female. 13 (25.0%) respondents were found under the age bracket of under 22 as well as between the age group of 26 and 28, 24 (46.2%) respondents found under the age group of 23-25, and there were only 2 (3.8%) respondents in the age group of 29 and above. When we look into their courses pursued by them, BLISc was being pursued by 23 (44.2%) respondents, and MLISc by 24 (46.2%) respondents and Ph.D. students were 5 (9.6%) in numbers. 44 (84.6%) respondents had an urban residence and only 8 (15.4%) respondents from rural background. 23 (44.2%) respondents were from government sector background, 11 (21.2%) respondents were from private sector background and 6 (11.5%) respondents were from the business background.

**Table 1: Demographic Profile of the Respondents (N=52)**

Demographic Variable		No. of Respondents	Percentage (%)
Gender	Male	23	44.2
	Female	29	55.8
Age	Up to 22	13	25.0
	23-25	24	46.2
	26-28	13	25.0
	29 and Above	2	3.8
Course or Class	B. L. I. Sc.	23	44.2
	M. L. I. Sc.	24	46.2
	PhD	5	9.6
Residence	Urban	44	84.6
	Rural	8	15.4
Background of Family	Agriculture	5	9.6
	Government Service	23	44.2
	Business	6	11.5
	Private Sector	11	21.2
	Others	7	13.5

### Use of Social Media Networks (SMNs)

In table 2, the use of social media networks has been dealt in detail. It was found that 46 (86.3%) users were frequently accessing SMN's account and only 6 (9.8%) users were accessing the SMN account 1-3 times a week. Maximum number of users i.e., 28 (53.8%) were using it less than 2 hours every day and only 3 (5.8%) users were using SMN more than 6 hours. It was found that 36 (69.2%) users using since 2 years, and only 2 (3.8%) users were using SMN for 6

months. It was observed that 42 (19.2%) users were using paid internet and 10 (80.8%) users only using both paid and free WI-FI. Under the category of users who were in contact through SMN, 13 (25%) users who had more than 300 contacts, 11 (21.2%) users had contacts between 50 and 100 and less than 50 and only 2 (3.8%) users had contacts between 200 and 300. Maximum users i.e. 48 (92.3%) users were using smart phones, followed by laptops 30 (57.7%) users and tablets (10, 19.2%). When we looked

**Table 2: Use of Social Media Networks (SMNs) (N=52)**

Variables of SMNs Use		No. of Respondents	Percentage (%)
Frequency of accessing of SMNs account	Daily	46	86.3
	1-3 times per week	6	9.8
	1-3 times per Month	0	0
	Rarely	0	0
Daily time spent on using SMN	Less than 2 hours	28	53.8
	2-4 hours	15	28.8
	5-6 hours	6	11.5
	More than 6 hours	3	5.8
Time since using SMN	Less than 6 months	2	3.8
	6 Months to 1 Year	4	7.7
	1 Year to 1.5 Years	4	7.7
	1.5 Years to 2 Years	6	11.5
	More than 2 Years	36	69.2
Type of internet access for using SMN	Free (Public Wi-Fi)	0	0
	Paid Internet (Personal Network)	42	19.2
	Both	10	80.8
People in contact through SMN	Less than 50	11	21.2
	50-100	11	21.2
	101-150	9	17.3
	151-200	6	11.5
	201-300	2	3.8
	More than 300	13	25
Device for using SMN	Desktop	21	40.4
	Laptop	30	57.7
	Smartphone	48	92.3
	Tablet	10	19.2
Place of using SMN	Library	19	36.5
	Hostel	10	19.2
	Home	45	86.5
	Department	25	48.1
	Others	9	17.3

into places where SMN was prominently being used then maximum i.e. 45 (86.5%) users were using it from home and 25 (48.1%) users were using it from the department and only 9 (17.3%) users were using it from other places.

### Purpose of using Social Media Networks

The table 3 is regarding the purpose of using social media networks. In this study, it was found that 24 (46.2%) users strongly agreed to stay in touch with friend's /relatives. For the job advertisement and news update 24 (46.2%) users

strongly agreed to prefer social media for the purpose, 19 (36.5%) users agreed for this purpose, later only 4 (7.7%) users were neutral in this regard and 2 (3.8%) users were disagreed in using social media for job advertisement and news. For getting latest information through social media in LIS profession, 26 (50%) users agreed using social media networks and 18 (34.6%) users strongly agreed of using social media networks for latest information in the field of LIS profession.

**Table 3: Purpose of using Social Media Networks**

Purpose	Strongly Agree N (%)	Agree N (%)	Neutral N (%)	Disagree N (%)	Strongly Disagree N (%)	Mean	Std.
To stay in touch with friends/ relatives/ family	24 (46.2)	22 (42.3)	4 (7.7)	2 (3.8)		4.31	.781
For Job Advertisements and news	24 (46.2)	19 (36.5)	7 (13.5)	2 (3.8)		4.25	.837
For career-related information	23 (44.2)	20 (38.5)	5 (9.6)	4 (7.7)		4.19	.908
For the latest information/Happening in the LIS profession	18 (34.6)	26 (50)	8 (15.4)			4.19	.687
For entertainment/relax/fun/enjoy	21 (40.4)	21 (40.4)	8 (15.4)	2 (3.8)		4.17	.834
For sharing academic information	19 (36.5)	22 (42.3)	10 (19.2)	1 (1.9)		4.13	.793
For Sharing videos/pictures/audio	18 (34.6)	23 (44.2)	7 (13.5)	3 (5.8)	1 (1.9)	4.04	.949
Obtaining a wide variety of information about your interest	15 (28.8)	23 (44.2)	13 (25)	1 (1.9)		4.00	.792
To generate and exchange ideas with others	15 (28.8)	22 (42.3)	12 (23.1)	2 (3.8)	1 (1.9)	3.92	.926
To learn how to do things	14 (26.9)	20 (38.5)	12 (23.1)	5 (9.6)	1 (1.9)	3.79	1.016
Instant message (Chat)	12 (23.1)	22 (42.3)	11 (21.2)	5 (9.6)	2 (3.8)	3.71	1.054
For problem-solving	9 (17.3)	22 (42.3)	14 (26.9)	4 (7.7)	3 (5.8)	3.58	1.054
For expanding the social network	9 (17.3)	15 (28.8)	18 (34.6)	9 (17.3)	1 (1.9)	3.42	1.036

### Gratification regarding Entertainment and Enjoyment

In table 4, gratification regarding entertainment values was enquired and it was found that 37 (71.2%) users agreed that social media networks allowed to have some light movement with a friend and at the same time, only 1 (1.9%) user did not agree with this opinion. 27 (51.9%) users agreed that social media networks

helped them to relax and 17 (32.7%) users were having neutral idea regarding this. It was found that 21 (40.4%) users felt that using social media network was a good and healthy way to spend the time and on the other hand only 20 (38.5%) users agreed with this point of view. 22 (42.3%) users had a neutral opinion and 21 (41.4%) users agreed with the opinion about whole process of using social media networks was pleasant and joy-giving.

**Table 4: Gratification regarding Entertainment and Enjoyment**

Statements	Strongly Agree N (%)	Agree N (%)	Neutral N (%)	Disagree N (%)	Strongly Disagree N (%)	Mean	Std.
Social media networks allow me to have some light movement with friends	4 (7.7)	37 (71.2)	9 (17.3)	1 (1.9)	1 (1.9)	3.81	.687
Social media networks help me to relax	2 (3.8)	27 (51.9)	17 (32.7)	5 (9.6)	1 (1.9)	3.46	.803
I feel using social media networks is a good and healthy way to spend my time	5 (9.6)	20 (38.5)	21 (40.4)	4 (7.7)	2 (3.8)	3.42	.915
The whole process of using social media networks is pleasant joy-giving	4 (7.7)	21 (40.4)	22 (42.3)	2 (3.8)	2 (3.8)	3.40	.913

**Gratification regarding Informative Values**

The table 5 mentioned that informative values had its importance, here 21 (40.4%) users strongly agreed that social media networks provide information quickly and easily and 26 (50%) users agreed with this opinion. Social media keeps them updated about the latest happenings around the world; with this opinion,

22 (42.3%) users strongly agreed with it and on the other hand, 21(40.4%) agreed with this opinion. Based on sharing information with others, social media plays a significant role and with this opinion, 23(44.2%) users were agreed and 22 (42.3%) users were strongly agreed with it. In case of efficiency of social media networks to share and connect with others, 26 (50%) users

**Table 5: Gratification regarding Informative Values**

Statements	Strongly Agree N (%)	Agree N (%)	Neutral N (%)	Disagree N (%)	Strongly Disagree N (%)	Mean	Std.
Social media networks provide information quickly and easily	21 (40.4)	26 (50)	3 (5.8)	1 (1.9)	1 (1.9)	4.25	.813
Social media networks help in learning about the latest happenings around the world	22 (42.3)	21 (40.4)	8 (15.4)	1 (1.9)		4.23	.783
Social media networks help us to share useful information with others	22 (42.3)	23 (44.2)	5 (9.6)	1 (1.9)	1 (1.9)	4.23	.854
Social media networks improve efficiency to share and connect with others	19 (36.5)	26 (50)	5 (9.6)	2 (3.8)		4.19	.768
Social media networks help in learning	20 (38.5)	24 (46.2)	6 (11.5)	1 (1.9)	1 (1.9)	4.17	.857
Social media networks provide useful information	16 (30.8)	24 (46.2)	10 (19.2)	1 (1.9)	1 (1.9)	4.02	.874
Acquiring information through social media is within reach of common men	4 (7.7)	25 (48.1)	18 (34.6)	5 (9.6)		3.54	.779

were agreed with this and 19 (36.5%) users were strongly agree with this statement when it was tried to know that how much role social media plays in learning it was found that 24 (46.2%) users agreed with it while 20 (38.5%) users were strongly agreed.

### Gratification regarding Privacy Concerns

In table 6, gratification regarding privacy concerns to social media is deliberated here and it was found that 27 (51.9%) users strongly agreed with the privacy settings on social media networks and 18 (34.6%) users were agreed with it, and 4

(7.7%) were neutral with it. Another security issue is regarding providing limited personal information, here 23 (44.2%) were strongly agreed with it and 22 (42.3%) agreed with it. Controlling privacy settings had 22 (42.3%) were strongly agree with this and 20 (38.5%) were agree with it. Social media providers should have secured privacy policy had 28 (53.8%) users agreed at this point. The leak of information danger is having 22 (42.3%) users agreed with the opinion and 20 (38.5%) users strongly agree with it.

**Table 6: Gratification regarding Privacy Concerns**

Statements	Strongly Agree N (%)	Agree N (%)	Neutral N (%)	Disagree N (%)	Strongly Disagree N (%)	Mean	Std.
I am aware of the privacy settings on social media networks	27 (51.9)	18 (34.6)	4 (7.7)	2 (3.8)	1 (1.9)	4.31	.919
I provide limited personal information on my profile to avoid misuse	23 (44.2)	22 (42.3)	6 (11.5)		1 (1.9)	4.27	.819
I control my privacy settings so that only friends can see my information	22 (42.3)	20 (38.5)	9 (17.3)		1 (1.9)	4.19	.864
Social media networks provider should have secured privacy policies	17 (32.7)	28 (53.8)	4 (7.7)	3 (5.8)		4.13	.793
I am worried that my personal information could be provided to third parties by social media networks	20 (38.5)	22 (42.3)	6 (11.5)	4 (7.7)		4.12	.900
Social media network providers should not sell personal information	22 (42.3)	17 (32.7)	10 (19.2)	2 (3.8)	1 (1.9)	4.10	.975
Social media network providers should have better methods and ways to detect security threats	13 (25)	28 (53.8)	9 (17.3)	2 (3.8)		4.00	.767
It concerns me that unauthorized people may access my personal information	11 (21.2)	31 (59.6)	7 (13.5)	2 (3.8)	1 (1.9)	3.94	.826
I am worried that social media networks may keep incorrect personal information of users	10 (19.2)	25 (48.1)	8 (15.4)	9 (17.3)		3.69	.981

### Gratification regarding Social Understanding and Social Values

The table 7 is regarding the gratification of social media towards social understanding and

social values. Under this, 23 (44.2%) users found to agree with this opinion that social media networks help in improving communication skills, whereas, 13 (25.00%) users strongly agreed with



it. Secondly, it observes that 30 (57.7%) users were agreed that they get the chance to meet like-minded people through social media and 12 (23.1%) users had neutral opinion towards it. The respondents were also of the opinion that social media helps in gaining subject knowledge in it 26 (50.00%) users agreed to this statement, whereas, 11 (21.2%) users strongly agreed with this. Further, it was observed that social media helps in maintaining a bond with the community, and 27(51.9%) users were agreed with this and 10

(19.2%) were strongly agreed with this statement. Here comes the right feeling when the users interact with friends, in it 25 (48.1%) users had agreed with this opinion and 11 (21.2%) had strongly agreed with it and 25 (48.1%) agreed with it and 12 (23.1%) users had neutral opinion towards it. When it comes the role of social media in maintaining strong social bond with family members there it was found that 26 (50%) users were agreed with it and 14 (26.9%) were neutral in opinion towards this point.

**Table 7: Gratification regarding Social Understanding and Social Values**

Statements	Strongly Agree N (%)	Agree N (%)	Neutral N (%)	Disagree N (%)	Strongly Disagree N (%)	Mean	Std.
Social media networks help in improving communication skills	13 (25)	23 (44.2)	14 (26.9)	1 (1.9)	1 (1.9)	3.88	.878
Social media networks help me to meet like-minded people	9 (17.3)	30 (57.7)	12 (23.1)		1 (1.9)	3.88	.758
Social media networks enable me to gain subject knowledge by sharing it with other fellows' friends	11 (21.2)	26 (50)	12 (23.1)	3 (5.8)		3.87	.817
Social media networks help me to maintain a bond with the community	10 (19.2)	27 (51.9)	12 (23.1)	2 (3.8)	1 (1.9)	3.83	.857
Live interaction with friends via social media network gives me a great feeling	11 (21.2)	25 (48.1)	12 (23.1)	3 (5.8)	1 (1.9)	3.81	.908
Social media networks enable me to maintain a strong personal bonding and connection with friends and family.	9 (17.3)	26 (50)	14 (26.9)	2 (3.8)	1 (1.9)	3.77	.854
Social media networks are an important part of my social life	8 (15.4)	23 (44.2)	16 (30.8)	3 (5.8)	2 (3.8)	3.62	.953
Sharing things with others widen my social circle	4 (7.7)	24 (46.2)	18 (34.6)	5 (9.6)	1 (1.9)	3.48	.852
I feel socially responsible for participating in social media networks	3 (5.8)	22 (42.3)	20 (38.5)	4 (7.7)	3 (5.8)	3.35	.926
I am proud of sharing things through social media networks	2 (3.8)	20 (38.5)	22 (42.3)	5 (9.6)	3 (5.8)	3.25	.905

### **Gratification regarding Self-esteem and self-enhancement**

The table 8 depicts the gratification regarding Self- esteem and Self- enhancement was tried to be evaluated for the social media and it was found that 33 (63.5%) were agreed that communication

on social media network websites was readily available, later 12 (23.1%) users strongly agreed with it. Then comes that social media networks help me to understand myself and others, here 23 (43.2%) users agreed with it and 15 (28.8%) users were neutral in opinion when it comes to solving problem for others on social media network gives

feeling of satisfaction under this 20 (38.5%) users were agreed in opinion and 21 (40.4%) users had neutral in opinion. When it comes to social media networks help to boost the

confidence level, for this viewpoint 24 (46.2%) users were neutral with it and 13 (25%) users agreed with this statement.

**Table 8: Gratification regarding Self-esteem and self-enhancement**

Statements	Strongly Agree N (%)	Agree N (%)	Neutral N (%)	Disagree N (%)	Strongly Disagree N (%)	Mean	Std.
Communication on social media network websites are easily available	12 (23.1)	33 (63.5)	7 (13.5)			4.10	.603
Social media networks help me to learn and understand myself and others	9 (17.3)	23 (44.2)	15 (28.8)	2 (3.8)	3 (5.8)	3.63	1.010
Solving problems for others on social media networks give me a feeling of satisfaction.	3 (5.8)	20 (38.5)	21 (40.4)	6 (11.5)	2 (3.8)	3.31	.897
Social media networks help to boost my confidence level	1 (1.9)	13 (25)	24 (46.2)	10 (19.2)	4 (7.7)	2.94	.916
I joined social media networks to enrich my social life.	1 (1.9)	15 (28.8)	15 (28.8)	17 (32.7)	4 (7.7)	2.85	.998
Being popular among peers and being needed makes me feel that I am an important part of other lives	5 (9.6)	7 (13.5)	19 (36.5)	15 (28.8)	6 (11.5)	2.81	1.121
I joined social media networks to make my presence felt	3 (5.8)	9 (17.3)	10 (19.2)	20 (38.5)	10 (19.2)	2.52	1.163
I joined social media networks to impress others	3 (5.8)	5 (9.6)	7 (13.5)	21 (40.4)	16 (30.8)	2.19	1.155

### Gratification regarding Self-discourse

The table 9 shows the gratification regarding self-discourse, here keeping friends updated about life through the social media network, 19 (36.5%) users agree with this opinion and 13 (25%) disagree with this opinion later comes the viewpoint that to write and discuss a variety of topics of my interest on social media network and under it, 16 (30.8%) agreed and neutral with this view. Next comes the opinion of the users about the posts which are true feelings emotions and experience here 21 (40.4%) users agreed with this opinion and 10 (19.2%) disagreed with it. Next comes the feeling of complete

sincere while sharing on social media networks, here 18 (34.7%) users agree with it and 13 (25%) users were neutral with it. Next comes the comments on social media networks and here 15 (28.8%) impartial opinion about it and 14 (26.9%) users disagreed with it.

### Gratification regarding Continuation Intention

In table 10, gratification regarding continuation intention is discussed. Firstly, comes the willingness to continue social media network and 26 (50%) agree with it and 14 (26.9%) users strongly agreed with it. Secondly comes the regular use of social media, 26 (50%) users agree to withstand 13 (25%) were strongly

agree with it, and the possibility of using social media may increase in future and here 24 (46.2%) were neutral over it and 13 (25%) users agreed with it.

**Table 9: Gratification regarding Self-discourse**

Statements	Strongly Agree N (%)	Agree N (%)	Neutral N (%)	Disagree N (%)	Strongly Disagree N (%)	Mean	Std.
I keep my friends updated about my life through the social media networks	8 (15.4)	19 (36.5)	10 (19.2)	13 (25)	2 (3.8)	3.35	1.136
I write and discuss a variety of topics of my interest on social media networks	7 (13.5)	16 (30.8)	16 (30.8)	11 (21.2)	2 (3.8)	3.29	1.073
My posts are my true feelings, emotions, and experiences	7 (13.5)	21 (40.4)	9 (17.3)	10 (19.2)	5 (9.6)	3.29	1.210
I always feel completely sincere while sharing on social media networks	4 (7.7)	18 (34.7)	13 (25)	13 (25)	4 (7.7)	3.10	1.107
I am open for any comments on social media networks	6 (11.5)	13 (25)	15 (28.8)	14 (26.9)	4 (7.7)	3.06	1.145
People can know my true self through social media networks	3 (5.8)	17 (32.7)	12 (23.1)	12 (23.1)	8 (15.4)	2.90	1.192
I often discuss and share my feelings on social media networks	5 (9.6)	12 (23.1)	12 (23.1)	16 (30.8)	7 (13.5)	2.85	1.211
I usually write fairly long posts about myself on social media networks	5 (9.6)	6 (11.5)	17 (32.7)	18 (34.7)	6 (11.5)	2.73	1.122
I disclose intimate, personal things without hesitation	4 (7.7)	8 (15.4)	13 (25)	18 (34.7)	9 (17.3)	2.62	1.174

**Table 10: Gratification regarding Continuation Intention**

Statements	Strongly Agree N (%)	Agree N (%)	Neutral N (%)	Disagree N (%)	Strongly Disagree N (%)	Mean	Std.
I would continue using social media networks	14 (26.9)	26 (50)	11 (21.2)		1 (1.9)	4.00	.816
I would regularly use social media networks in the future too	13 (25)	26 (50)	11 (21.2)	1 (1.9)	1 (1.9)	3.94	.850
My use of social media networks in the future may increase	8 (15.4)	13 (25)	24 (46.2)	6 (11.5)	1 (1.9)	3.40	.955

## CONCLUSION

Social media is playing a significant role in students' life nowadays in every aspect, such as academic, professional, social, cultural, etc. and the present research is focused on applying the use and gratification theory on all such aspects among the LIS students of the University of Delhi. The students are found to persuasively using the SMN in routine and show their substantial gratification toward different elements of SMN,

such as comfortable communication, availability of information quickly, a better source of enjoyment and relax, etc. However, LIS students were less oriented toward research through SMN as the use of Research Gate, Mendeley, LinkedIn, Zotero, etc. was minimal. So, it is being suggested that a proper orientation or workshops should be organized for the students to make them aware of such SMN platforms used for research and academics. Today, life of youngsters or students

revolves around SMN. It plays a pivotal role in their overall personality, cultural and mental development. SMN is a major tool through which mankind gets a glimpse of the phenomenal changes occurring in this world. More and more LIS students should come forward to get involved somehow with SMN as then can learn or share their knowledge with other scholars belongs to different disciplines. Inter-disciplinary studies should be motivated through SMN. SMN for LIS student should work as blessings in disguise.

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