



Use of Socio Research Media by Faculty and LIS Professionals

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What does Socio Research Media mean?

Social Media



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Research Media





Social Media

- ❖ Media is some thing that performs mediation and leaves effect/s through creation, storage, transformation, retrieval and transfer of data, information and alike commodities.
- ❖ **Social media** refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. (Ahlqvist, Bäck, Halonen & Heinonen, 2008).





Social Media Cont.

- ❖ social media is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. (Kaplan Andreas M., Haenlein Michael, 2010).





Social Media Cont.

- ❖ Examples of Social Media include, but not limited to:





Research Media





Research Media

The Media that uses tools to create, store and share information of research under the process of production, produced and/or published.





Socio Research Media

- *Socio Research Media* is new terminology
- It includes:
 - Utilization of social media
 - Interaction among researchers
 - Updating ones' research profiles
 - Developing collaborations and coordinations
 - Seeking and sharing research
 - Sharing ongoing projects





Empirical Data

- These results have partially been extracted from an ongoing research project
- Total number of participants: 23
 - Faculty: 08 (Including Professors, Asst. Profs and Lecturers)
 - Library Practitioners: 15 (Including Chief Librarians, Mid career Librarians and early career Librarians)





Research Design

Methodology

- One strata (faculty) has been fully included in this study
- Sample has been drawn from other strata (Practitioners)
- Close ended questionnaire has been used to conduct survey
- As per limited number of responses recieved so far, simple data analysis has been done manually





Use of Social Media

- All 23 (100%) participants were aware of social media
- Seven out eight faculty have their accounts and been using social media
- 12 out of 15 librarians have their accounts and been using social media





Socio Research Media

Scope:

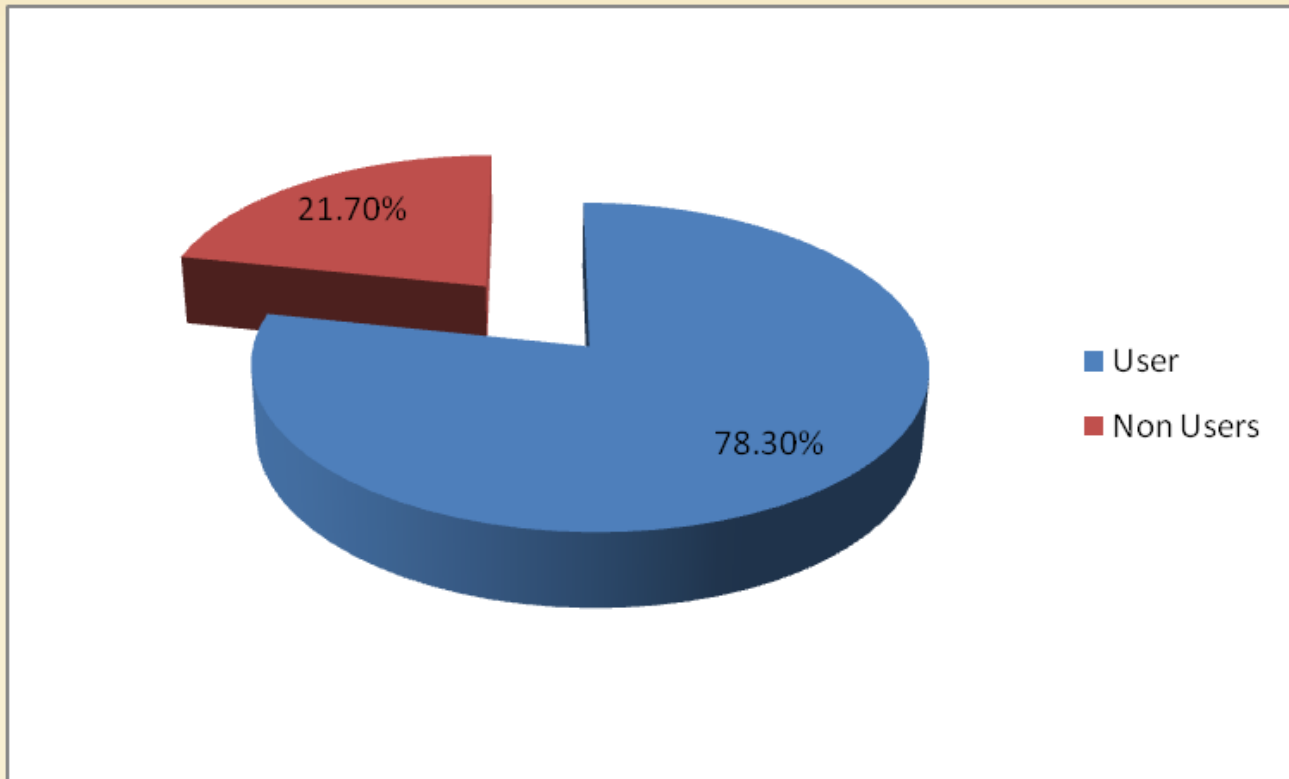
Only three out of a moderate range of socio research media websites have been included in this study:

- Academia.edu
- LinkedIn.com
- Researchgate.net



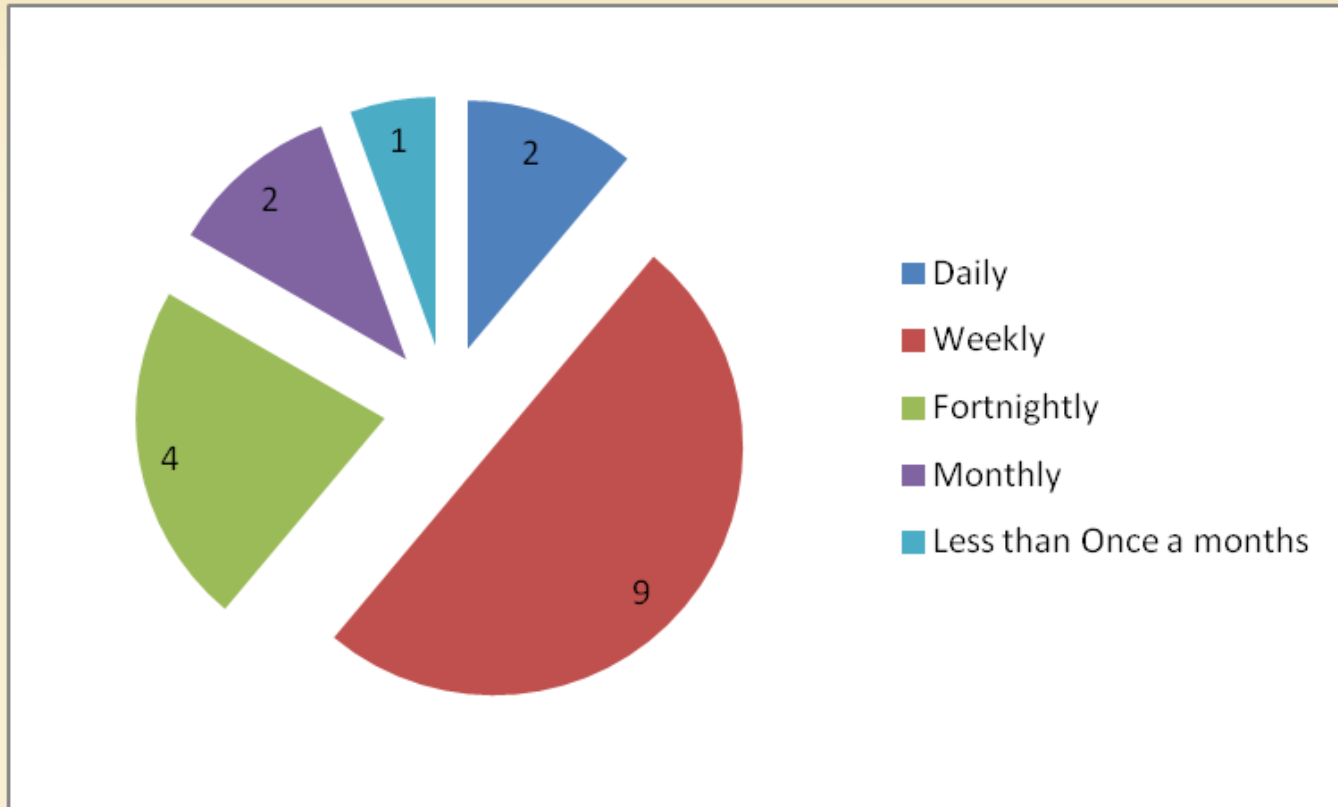


Academia.edu ... Users



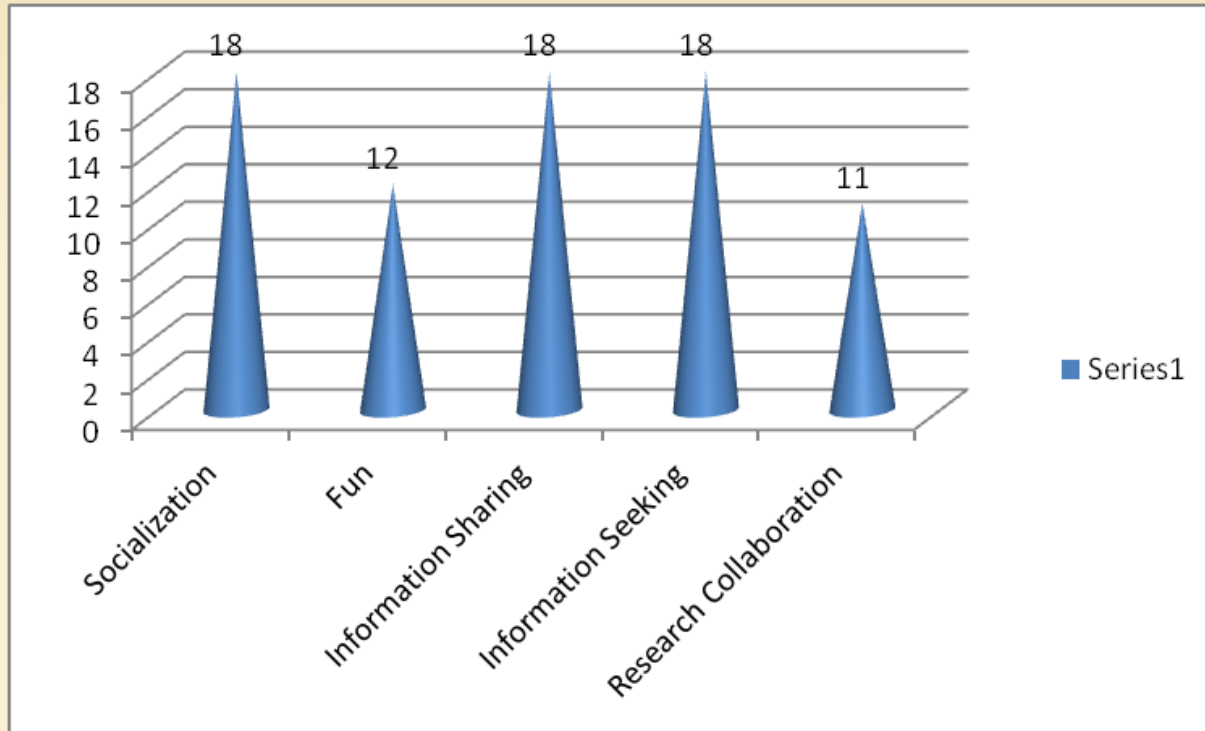


Academia.edu...Status Update



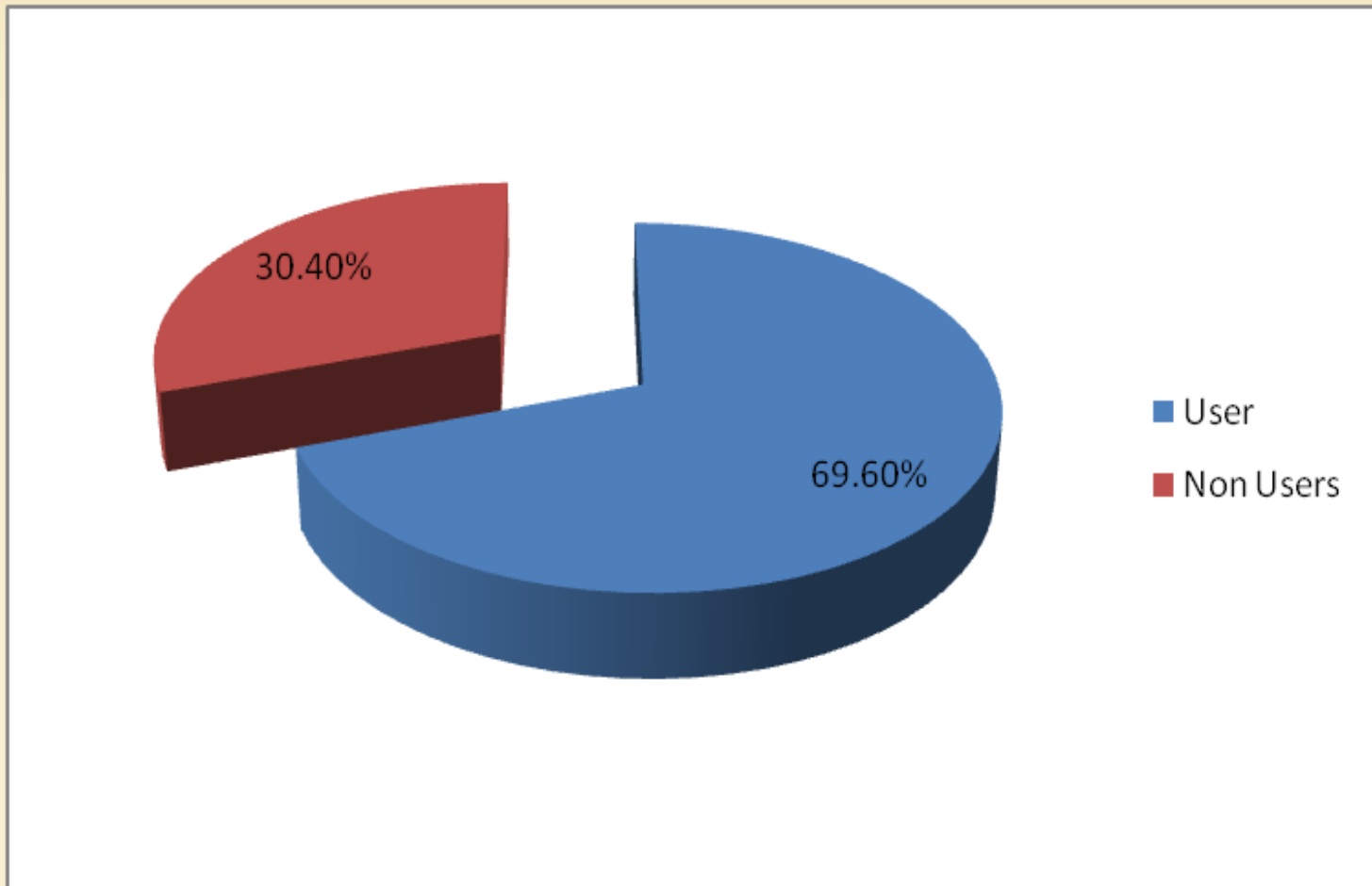


Academia.edu...Purpose of Use



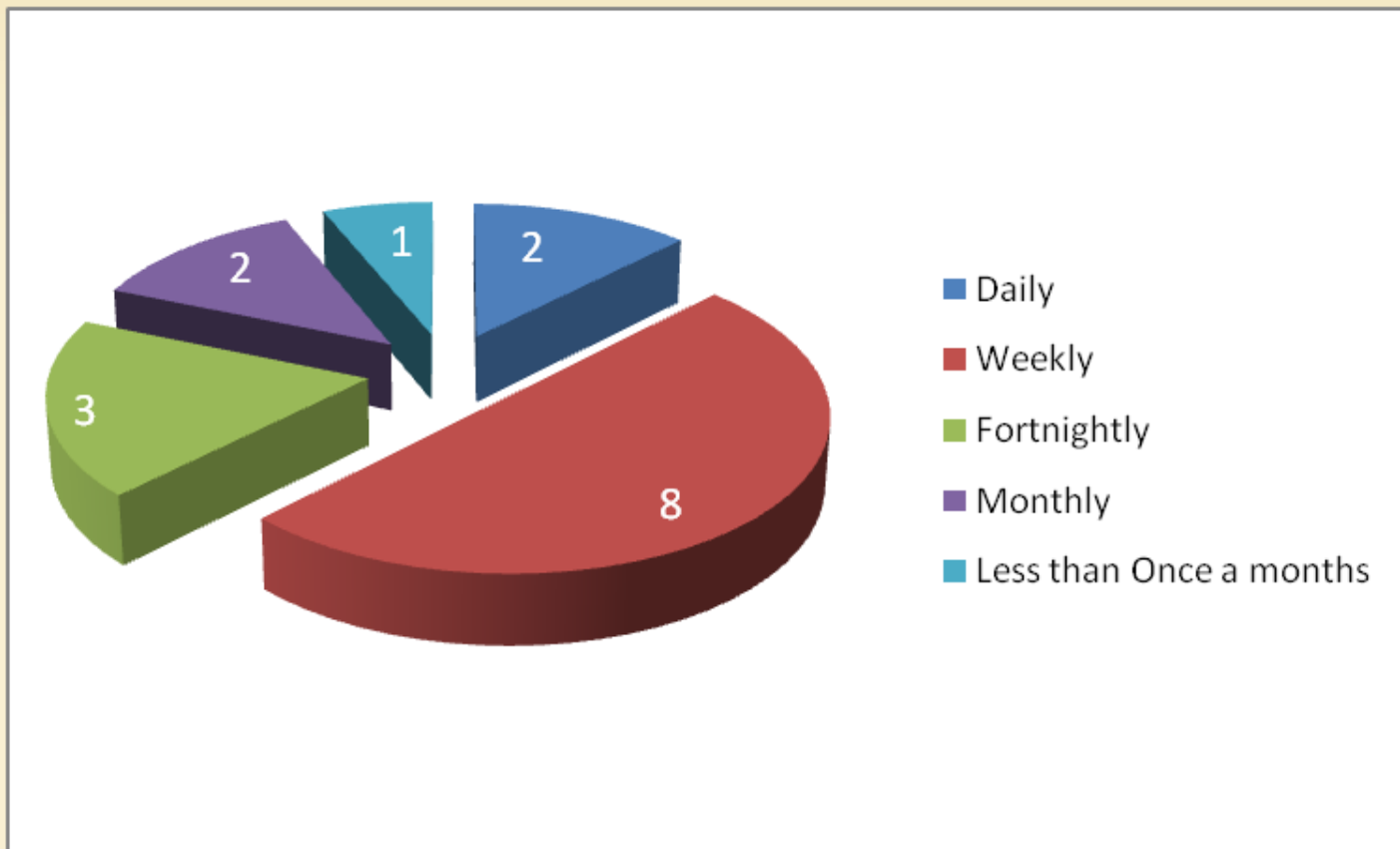


ResearchGate... Users



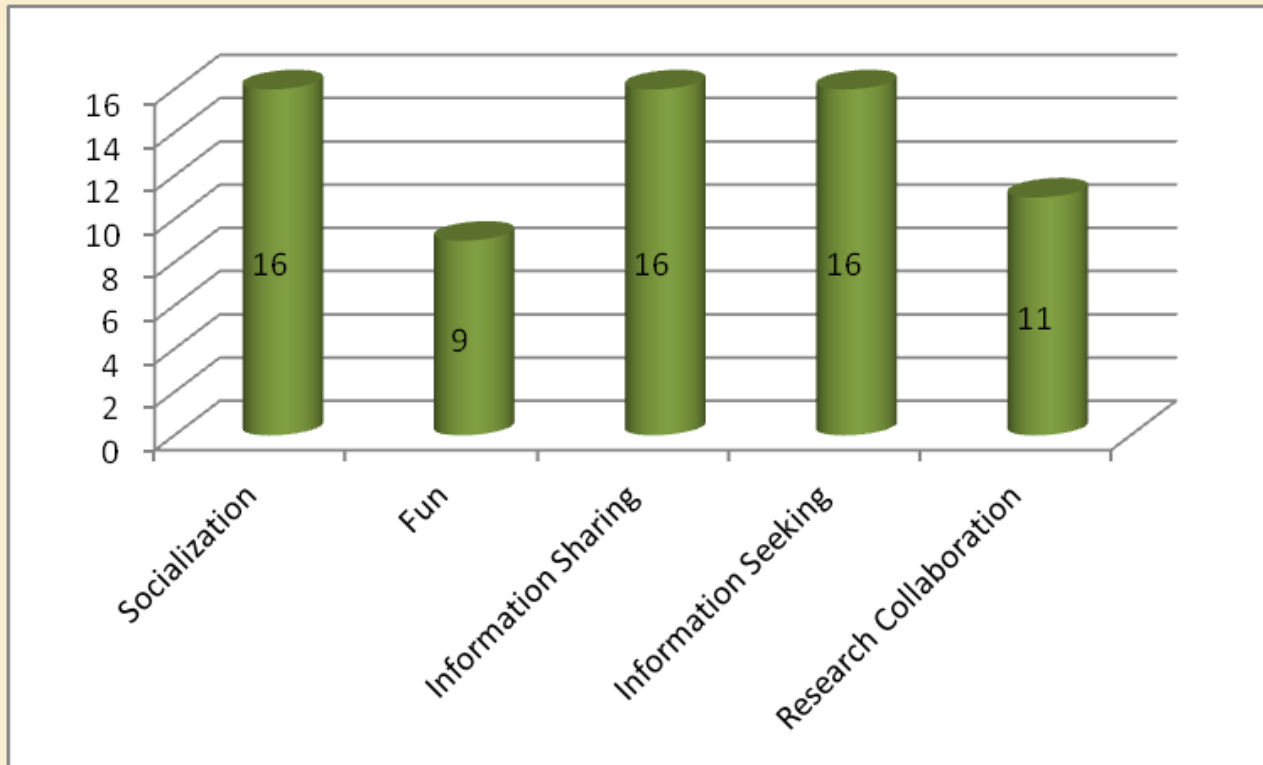


ResearchGate...Status Update



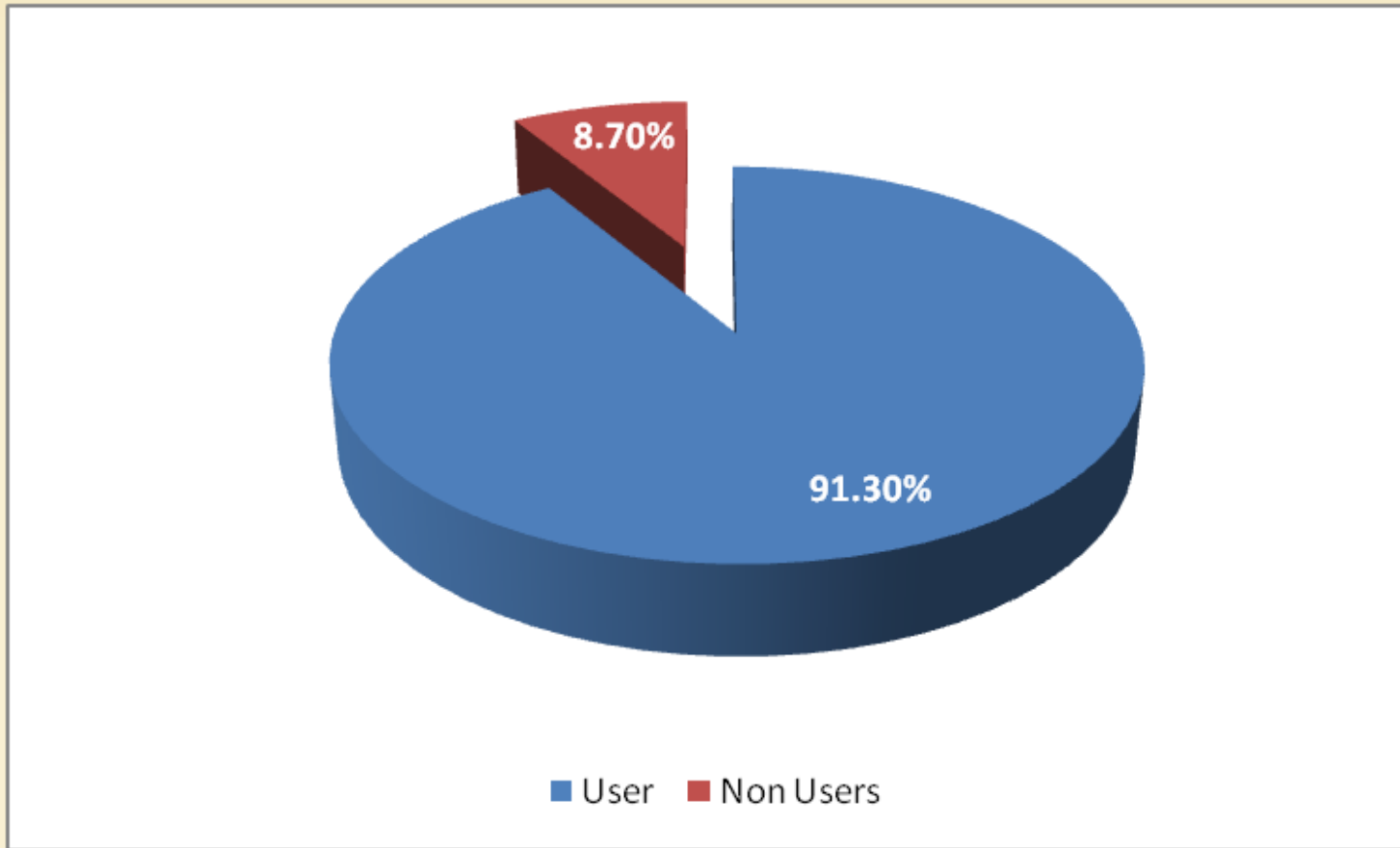


ResearchGate...Purpose of Use



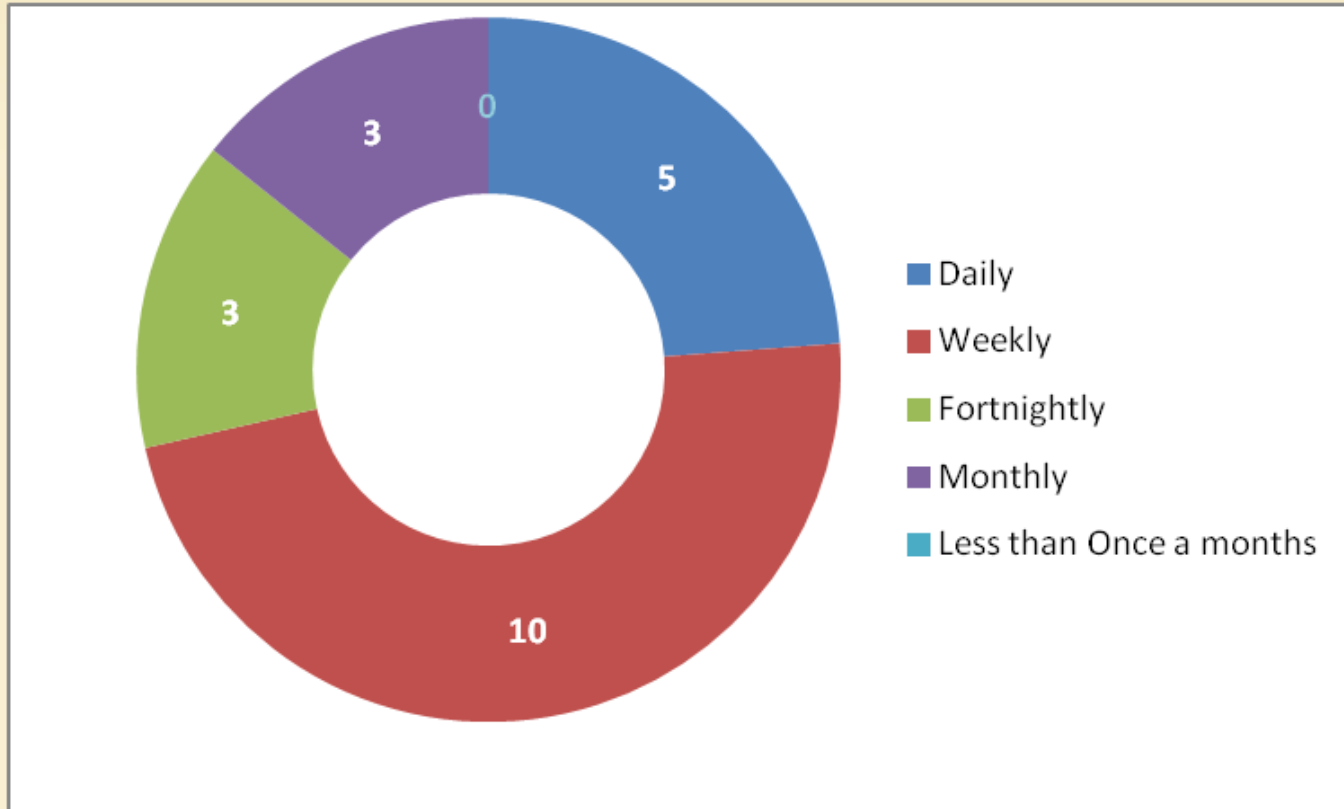


Linked In... Users





LinkedIn...Status Update





LinkedIn...Purpose of Use

