Facebook, Twitter and YouTube applications for University general information and library service in Asian Universities and Indian Universities: A comparative study

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<u>Abstract</u>

Proliferation of web technology increases the acceptance of social networks. Social networks have a high consequence in higher education. In the Information age, most of the educational institutes of the world have their own website to communicate with there user within few minutes. Today people are investing a lot of time by viewing different social networking sites to fulfill their various objectives.

This paper aims to study the use of social media (Facebook, Twitter and YouTube) by Universities of Asia and India at their home page and library page and which kind of information they provide through it.

To conduct this study an online survey has been done from Asian and Indian Universities. Data are collected by visiting those university web sites.

Key Words: Indian Universities, Asian Universities, web 2.0, Social Networks.

1. Introduction: This paper explains a scenario of application of social media in the higher educational system in Asia and India. There are no chances to ignore the popularity of social networks. Facebook, Twitter and You Tube are most popular among all of the social networking tools. The high interactive approaches, like- exposed handy, collegial and collaborative nature etc. of social media help to enhance the educational system. The people of new generation also became excited due to improve of web environment.

In our universe, the concept of first world, second world and third world have come after the World War II. The divisions of the world are basically depend on their social, political, economical and cultural status. Generally most of the first world countries are more advanced than the second and third world countries. A number of Asian countries exist under third world concept. India is also a country of south Asia. For this reason the comparison between first world countries with third world countries are meaningless due to the advanced nature of the first world countries. Here the Asian universities have been compared with Indian universities, for the application of social media in their higher educational system.

The 'Times Higher Education' contributes latest news about the higher education from 1971. In higher education field it has a good reputation all over the world, published by TES Global. John Gill. Phil Baty is the present editor of this magazine. It awarded "Weekly Business Magazine of the Year" and "Media Business of the Year" in the year of 2011.This magazine annually published Times Higher Education's World University Rankings based on teaching, research, knowledge transfer and international outlook. The Times Higher Education also provides Asia University rankings.

According to The Times Higher Education Asia University rankings 2014, top 25 universities (Appendix 1) of Asia are considered here.

'Careers360' is a most popular magazine in India. It brings the Indian University's ranking annually. The first issue of Careers360 is launched in April, 2009. Mahesh Sarma is the editor of this magazine. The main goal of Careers360 is to provide information about the Indian Universities which help students to select the correct University for their academic purpose.

In India, according to Careers360 the top 25 Universities (Appendix 2) have been taken in this paper. These are basically offering courses in arts, science, commerce and technical etc.

The perspective begins by framing the application of Facebook, Twitter and You Tube in the homepages and library pages of Asian universities and Indian universities. On this basis we compare between the top Asian universities and top Indian universities who uses the social media (Facebook, Twitter and YouTube) in their institute's website home page and also library website home page which give the information separately.

2. Objective:

- To know how many Asian universities and Indian universities use Facebook, Twitter and You Tube in their institute website home pages to communicate with students and give information about the institute and receive their perception.
- To know how many Asian universities and Indian universities use Facebook, Twitter and You Tube in their library web pages to interact with users about their library.
- To evaluate the present status of the Asian universities and Indian universities for communication and information dissemination services perspective via social media (e.g. Facebook, Twitter and You Tube).

3. Methodology: The survey method has been used to collect data for this study. Top 25 Asian universities and Indian universities have been taken for this purpose. Data are collected by viewing the website home pages and also the library pages of each respective university. Here only Facebook, Twitter and You Tube are consider as social networking media.

Scope and Limitation: Times Higher Education and Careers360 websites are considered to get the information of top universities in Asia specific and India respectively for the year of 2014. The information about the universities are available in the respective websites.

Top 25 Asian universities and Indian universities have been studied for this purpose. This paper has considered as only the home page information for those who give only general information in library page's social networks tag and who have not any social network in library page.

4. Analysis of Data:

Table: 1 Data of Asian universities and Indian universities.

		Universities of Asia	Universities of India
Total no. of institute		25	25
Present of social network(s)	Facebook	18	7
	Twitter	15	4
	YouTube	16	3
Total no. of institute have social network(s)		19	7
Percentage (%) of institute have social network		76%	28%
Total no. of institute not having social network(s)		6	18
Percentage (%) of institute have not social network		24%	72%

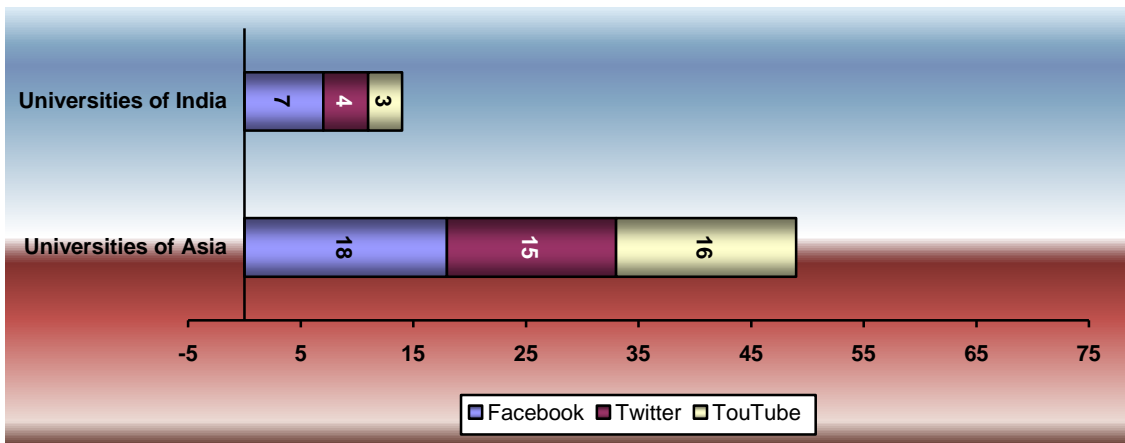**Chart: 1 Data of Asian universities and Indian universities**.

Table 1 shows that out of 25 Asian universities, 19 (76%) universities use social network media. On the other hand out of 25 Indian universities, only 7 (28%) universities use social networking media. All Indian universities who use social networking media must have Facebook. 24% Asian universities and 72% Indian universities are not using any type of social networks.

Table: 2 Social networking media used in Asian Universities.

	Social networks in Asia's Universities			Total	Total Percentage (%)
	Facebook	Twitter	YouTube		
Home page (General Information)	18(72%)	15(60%)	16(64%)	19	76%
Library page(Gives information about library)	12(48%)	7(28%)	7(28%)	12	48%

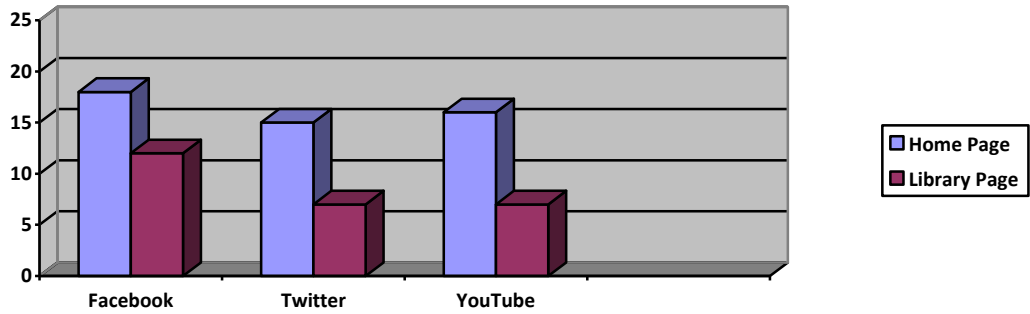**Chart: 2 Social networking media used in Asian Universities.**

Table 2 shows that out of 25 Asian universities 18(72%) universities use Facebook, 15(60%) universities use Twitter and 16(64%) universities use You Tube in their website home page. They provide the general type of information about the university like news, photos etc. Out of this 25 universities 12(48%) universities use Facebook, 7(28%) universities use Twitter and 7(28%) universities use You Tube in their library page and this page gives information about their library (like announcement, library related photo and here librarian informally communicates with user).

Table: 3 Social networking media used in Indian Universities.

	Social networks in India's Universities			Total	Total Percentage (%)
	Facebook	Twitter	YouTube		
Home page (General Information)	7(28%)	4(16%)	3(12%)	7	28%
Library page(Gives information about library)	1(4%)	1(4%)	1(4%)	1	4%

Chart: 3 Social networking media used in Indian Universities.
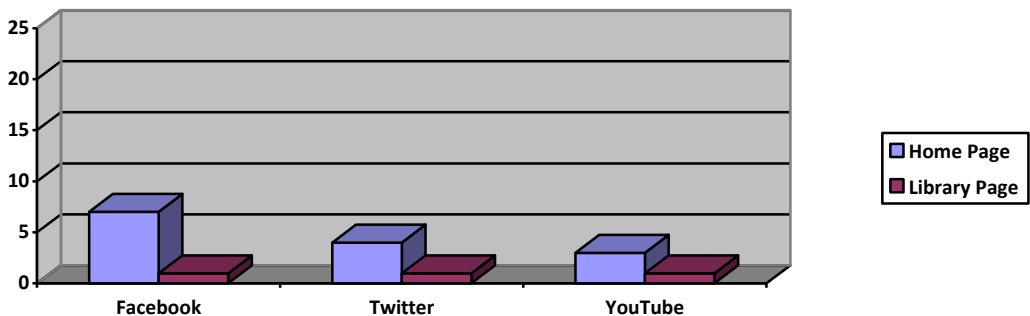

Table 3 shows that among 25 top Indian Universities only 7(28%) universities use Facebook, 4(16%) universities use Twitter and 3(12%) universities use You Tube in their website home page. And out of this 7 universities only one university (Indian Institute of Technology, Bombay) uses Facebook, Twitter and You Tube in their library page and this page gives information about their

library (i.e., 221 Facebook likes, 210 Tweets and 2,680 numbers of YouTube videos are present on 30/04/2015).

5. Findings: Above discussion shows that the 76% Asian universities and 28% Indian universities use social networking media. Among them 48% Asian universities and 4% Indian universities use social networks in their library page. From this point of view, it is clear that Asian universities take more initiative to apply the latest technology which may help to increase the usability of the library material and keep attachment of the user with the university.

6. Conclusion: Asia is the largest continent in the world. Among more than 45 countries of Asia, India is one of them. Depending on the Gross Domestic Product (GDP), India has the second highest position in Asia Pacific countries (after China).And on the basis of technology India has ranked within the top ten countries in the world. Social media is one of the most important tools in communication technology. There is no confusion about the universality of social media. In this new paradigm, the institutions should take responsibility to improve their facility especially in higher education. Because, institutes of higher education having a big responsibility to represent our nation in the world educational market. In the expeditiously dynamic digital age, educational institutions must take a leadership in this regards. Library professionals also take some initiative to improve the library focus on their user by adopting the new popular technology.

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Appendix 1
Asian Universities list

Rank	Name of the University, Location and URL	Web page	Facebook	Twitter	YouTube
1	The University of Tokyo, Japan http://www.u-tokyo.ac.jp/en/index.html	Home page	√	√	√
		Library page	x	**x**	**x**
2	National University of Singapore (NUS), Singapore http://www.nus.edu.sg/	Home page	√	√	√
		Library page	√	√	√
3	The University of Hong Kong, Hong Kong http://www.hku.hk/	Home page	√	√	√
		Library page	√	**x**	√
4	Seoul National University, Republic of Korea http://www.snu.ac.kr/index.html	Home page	√	√	√
		Library page	√	**x**	**x**
5	Peking University, China http://english.pku.edu.cn/	Home page	**x**	**x**	**x**
		Library page	**x**	**x**	**x**
6	Tsinghua University, China http://www.tsinghua.edu.cn/publish/newthuen/	Home page	**x**	**x**	**x**
		Library page	**x**	**x**	**x**
7	Kyoto University, Japan http://www.kyoto-u.ac.jp/en	Home page	√	√	**x**
		Library page	**x**	**x**	**x**
8	Korea Advanced Institute of Science and Technology (KAIST), Republic of Korea http://www.kaist.ac.kr/html/en/	Home page	**x**	x	**x**
		Library page	**x**	√	√
9	Hong Kong University of Science and Technology, Hong Kong http://www.ust.hk/	Home page	√	**x**	√
		Library page	√	**x**	√
10	Pohang University of Science and Technology (Postech), Republic of Korea http://www.postech.ac.kr/	Home page	√	√	√
		Library page	√	√	√
11	Nanyang Technological University, Singapore http://www.ntu.edu.sg/Pages/home.aspx	Home page	√	√	√
		Library page	√	√	√
12	Chinese University of Hong Kong, Hong Kong http://www.cuhk.edu.hk/english/index.html	Home page	**x**	x	**x**
		Library page	**x**	**x**	**x**
13	Tokyo Institute of Technology, Japan	Home page	√	√	**x**
		Library page	√	**x**	**x**

			Facebook	Twitter	YouTube
		http://www.titech.ac.jp/english/			
14	National Taiwan University, Taiwan http://www.ntu.edu.tw/engv4/	Home page	√	**x**	√
		Library page	√	**x**	√
15	Osaka University, Japan http://www.osaka-u.ac.jp/en	Home page	√	√	√
		Library page	**x**	**x**	**x**
16	Tohoku University, Japan http://www.tohoku.ac.jp/en/	Home page	√	√	√
		Library page	√	**x**	**x**
17	Yonsei University, Republic of Korea http://www.yonsei.ac.kr/eng/	Home page	√	**x**	√
		Library page	√	√	**x**
18	Hebrew University of Jerusalem, Israel http://new.huji.ac.il/en	Home page	√	√	√
		Library page	**x**	**x**	**x**
19	Tel Aviv University, Israel http://www.tau.ac.il/	Home page	√	√	√
		Library page	NA	NA	NA
20	Boğaziçi University, Turkey http://www.boun.edu.tr/en_US	Home page	√	√	√
		Library page	NA	NA	NA
21	University of Science and Technology of China, http://en.ustc.edu.cn/	Home page	x	x	x
		Library page	x	x	x
22	City University of Hong Kong, Hong Kong http://www.cityu.edu.hk/	Home page	√	√	√
		Library page	√	√	**x**
23	Korea University, Republic of Korea http://www.korea.ac.kr/mbshome /mbs/university/index.do	Home page	**x**	**x**	**x**
		Library page	**x**	**x**	**x**
24	Istanbul Technical University, Turkey http://www.itu.edu.tr/en/	Home page	√	√	√
		Library page	√	√	**x**
25	Fudan University, China http://www.fudan.edu.cn/en/	Home page	**x**	**x**	**x**
		Library page	**x**	**x**	**x**

Note: √ present, x not present, - page absent, NA Same as home page or tool not functioning.

Appendix 2
Indian Universities list

Rank	Name of the University, Location and URL	Web page	Facebook	Twitter	YouTube
1	Indian Institute of Science, Bangalore http://www.iisc.ernet.in/	Home page	x	x	x
		Library page	x	x	x
2	Indian Institute of Technology, Bombay http://www.iitb.ac.in/	Home page	√	√	x
		Library page	√	√	√
3	Indian Institute of Technology, Kharagpur	Home page	x	x	x
		Library page	x	x	x

	http://www.iitkgp.ac.in/				
4	University of Delhi, Delhi http://www.du.ac.in/du/	Home page	√	x	√
		Library page	x	x	x
5	Indian Institute of Technology, Delhi http://www.iitd.ac.in/	Home page	x	x	x
		Library page	x	x	x
6	All India Institute of Medical Sciences, New Delhi http://www.aiims.edu/en.html	Home page	√	√	√
		Library page	NA	NA	NA
7	Panjab University, Chandigarh http://puchd.ac.in/	Home page	x	x	x
		Library page	x	x	x
8	Jawaharlal Nehru Centre for Advanced Scientific Research, Bangalore http://www.jncasr.ac.in/	Home page	x	x	x
		Library page	x	x	x
9	Indian Institute of Technology, Kanpur http://www.iitk.ac.in/	Home page	x	x	x
		Library page	x	x	x
10	Indian Institute of Technology, Madras https://www.iitm.ac.in/	Home page	√	√	x
		Library page	x	x	x
11	Tata Institute of Fundamental Research, Mumbai http://www.tifr.res.in/	Home page	x	x	x
		Library page	x	x	x
12	Banaras Hindu University, Varanasi http://www.bhu.ac.in/	Home page	x	x	x
		Library page	x	x	x
13	National Institute of Pharmaceutical Edu & Research, Mohali http://www.niper.ac.in/	Home page	x	x	x
		Library page	-	-	-
14	Institute of Chemical Technology, Mumbai http://www.ictmumbai.edu.in/	Home page	√	√	√
		Library page	NA	NA	NA
15	University of Hyderabad, Hyderabad http://www.uohyd.ac.in/	Home page	√	x	x
		Library page	x	x	x
16	Sree Chitra Tirunal Institute for Medical Sciences & Technology, Thiruvanathapuram http://www.sctimst.ac.in/	Home page	x	x	x
		Library page	x	x	x
17	Anna University, Chennai https://www.annauniv.edu/	Home page	x	x	x
		Library page	x	x	x
18	Jadavpur University, Kolkata http://www.jaduniv.edu.in/	Home page	x	x	x
		Library page	x	x	x
19	Indian Agricultural Research Institute, New Delhi http://www.iari.res.in/	Home page	x	x	x
		Library page	x	x	x
20	Jawaharlal Nehru University	Home page	x	x	x

	(JNU), New Delhi http://www.jnu.ac.in/	Library page	x	x	x
20	Indian Institute of Technology, Roorkee http://www.iitr.ac.in/	Home page	√	x	x
		Library page	x	x	x
22	Jamia Hamdard, New Delhi http://jamiahamdard.edu/	Home page	NA	NA	x
		Library page	x	x	x
23	Visva-Bharati, Shantiniketan http://www.visvabharati.ac.in/	Home page	x	x	x
		Library page	x	x	x
24	University of Calcutta, Kolkata http://www.caluniv.ac.in/	Home page	x	x	x
		Library page	x	x	x
25	Tamil Nadu Agricultural University, Coimbatore http://www.tnau.ac.in/	Home page	x	x	x
		Library page	x	x	x

Note: √ present, x not present, - page absent, NA Same as home page or tool not functioning.