

Communication of Universities of Asia through Facebook: A Study

Abhijit Chatterjee and Arabinda Maity

Department of Library and Information Science, University of Calcutta-700 073

E-mail: abhijitchat977@gmail.com, amaity@caluiv.ac.in

ABSTRACT

The presence of web 2.0 technologies virtually changes the dimension of the society in terms of accessing and using the information. The present paper attempts to identify the communication patterns in the context of Facebook adopted in the different universities and institutions in Asia. The paper showed a survey of 100 higher learning institutions based on the QS University Rankings: Asia 2013, regarding their presence in Facebook. The study reveals that most of the universities and institutions prefer to use social networking as one of the most effective way of communication. But there is less presence of library Facebook page of the respective universities. Thus, the universities may have official facebook page both for institute and its library and can embed with website and maintain with adequate information of the institute to reach broader groups of users.

Keywords: Communication, Facebook, universities, Asia

1. INTRODUCTION

We are now moving into the knowledge-based society where the value of the information and knowledge is tremendous. The communication of knowledge and information is very vital for the overall development of the nation. Information is a set of symbols that can be transformed as a message and recorded as signs, or transmitted as signals. Basically information is a kind of event that changes the state of a dynamic system that will help to interpret the information¹. The exchange of messages or information using different mechanisms is called as communication. Proper information, effective channel and successful communication help to make the event most effective. The advent of information and communication technologies has made the communication more complex than ever before. The demand for information always remains the same for the people of different spheres. But now the way through which this information will be communicated is a serious concern.

In this changing scenario, the rapid and quick development in computers, electronic equipments, and telecommunications are bringing information technology virtually to all aspects of our life and work. The organisations surrounding us are greatly influenced with this new innovation of technologies. These organisations have started to use these technologies to communicate with the people as it is quite easy, fast, reliable, and less costly than the previous techniques.

The academic institutes also have come forward to make effective communication by using internet technologies. Many internet-based technologies are now available. But among these what technologies will be selected by the authorities is an important issue. There is need to select proper means of communication which will help to meet the goal of the organisation.

The technology has forced us to think the different way of communication. In the present time, social networking tools like MySpace, Facebook, Twitter, Texting, and YouTube have evolved as one of the effective way for personal interaction. These have become the common methods of communication. It has also been seen the change in the technology in formal learning by using laptops, iPhone applications, etc. Rapid and quick interactions and sharing can be possible and can be carried out through internet technology and the capabilities which facilitate such interaction termed as social media. Basically, social media is an internet-based technology which helps to promote interactions of its users.

In the Educational sector computer, internet, and communication technologies have been greatly influenced. Presence of a number of web-based services and applications through web 2.0 technology in education changed the scenario of the society. Blogs, wikis, multimedia objects, podcasting, content tagging, and online learning object are quite common features of the present education system. These technologies are now providing opportunities for

the students and scholars to share their views or research findings or notifying information over some common web-based platform. Not only the students but also the authorities of the different universities and institutes take the advantage of web-based social networking technologies to make effective communication among their existing students and faculties and also make their presence viable to the other categories of the students who wish to take admission in that university or institute. Therefore, the social networking sites appear as one of components for the communication in education environment.

Among all the available social networking sites Facebook appears as one of the most popular sites for the common people. Facebook was launched during the 2004 as a Harvard-only social network site, but gradually it expanded and attracted great numbers of registered users in a short time. Facebook can be defined as 'a social utility that helps people share information and communicate more efficiently with their friends, family, and coworkers'.

2. OBJECTIVES

The objectives of the study are to:

- Find out the existence of the Facebook pages of the institution of higher learning in Asia
- Identify the richness of the Facebook pages through the photos and videos shared by the institution of higher learning in Asia
- Identify the number of people associated with the Facebook pages of the institution of higher learning in Asia
- Find out the categories of information available in the Facebook pages of the institution of higher learning in Asia
- Show the yearwise development of Facebook pages in the institution of higher learning in Asia
- Find out whether the Facebook page is the official page and its presence in website of the institution of higher learning in Asia or not, and
- Awareness of the library Facebook page of the institution of higher learning in Asia.

3. LITERATURE REVIEW

Jones & Soltren² examined the way of Facebook permits to reveal more information of the users and mentioning the need for appropriate measures to protect users from getting their information harnessed by the other people. They recommended need of few changes to increase the privacy of its users in Facebook.

Ellison³, *et al.* demonstrated how Facebook used for connecting people in real life, allowing users to search for people from within communities

to which they belong. This participation in Facebook enables users to gain emotional resources and information support, thus facilitating their psychological, social, and economic well-being, by, for example, reducing emotional disturbances associated with the geographical separation of close friends.

Mack⁴, *et al.* presented the research findings by comparing the number of reference inquiries received through Facebook, e-mail, phone, instant messaging, and traditional person-to-person questions, outside of normal reference desk shifts. They found that Facebook is the most effective media for asking questions.

Charnigo & Barnett-Ellis⁵ conducted a survey of academic librarians to judge their awareness, attitude and impact of the Facebook to their life and work. Findings suggest various effects of library workings and also the awareness of the librarians about Facebook phenomenon. Enthusiastic librarians suggest to use Facebook for promoting library services and events. Few librarians report non-interested because of the use of Facebook in the library. Majority of the librarians think that Facebook is beyond the scope of professional librarianship.

Hendrix⁶, *et al.* explored the use of Facebook in academic health science libraries mentioning that a small number of libraries use Facebook. It is found that these libraries use Facebook mainly for marketing the library services and announcements. The librarians had positive perceptions about their libraries' presence on Facebook.

Liu⁷ investigated about the perception and preference of the students in regard to different social media tools and of social networking groups. It is found that three most used social media tools are Facebook, Wikipedia and YouTube and the reasons for using such tools are for social meeting place, direction communication, quick feedback, and easy relationship building. The author suggested some educational implications of some of these tools as a valuable resource for teaching and learning.

Aharony⁸ presented an analysis of the use of Facebook in American public and academic libraries for understanding the patterns use of Facebook in libraries. The findings show that both types of libraries use the information section and the wall properly. But there was a difference in regard to the use of other Facebook sections. Public libraries use the wall and the photos section for disseminating information more than academic libraries. Finding also shows that both types of libraries use Facebook for disseminating information to users but not as a stage for discussion.

Hussain⁹, *et al.* conducted a survey to examine the academic use of social media by university students and to identify the problems of university students in using social media. The study reveals that 90 % of the social media users use Facebook. The common problems are lack of bandwidth and

speed of internet and electricity break down.

Aharony¹⁰ examined the pattern Facebook uses among the Library and Information Science (LIS) students' in regard to their personality characteristics and by their perceptions. The study reveals that personality characteristics, gender, level of education and age influence both patterns of Facebook use and their perceptions about Facebook.

Abdelraheem¹¹ investigates the use of social networks sites (SNSs) and its relation to gender, type of use, GPA (grade point average), type of mobile phones, and types of sites among the students. The findings shows that students prefer to use SNSs for social matters more rather than for academic purposes and there was no difference in using social networks sites between female students and male students. Findings also suggest students with smart mobile phones use SNSs more than those with normal mobiles and Facebook becomes the most used site.

4. SCOPE AND COVERAGE

QS University Ranking is one of the most well accepted ranking systems of the academic institution throughout the world. Each year they publish a set of ranking based on the certain indicators. This ranking system is brought out by International English Language Testing System (IELTS) of QS Intelligence Unit. This year the 2013 edition of QS Ranking: Asia, to track the higher performing institutions is brought out. Based on the nine key indicators, it listed Asia's top 300 universities or higher learning institutes.

In this study QS Ranking¹² is chosen as the standard list of the universities in Asia. For the purpose of the study first 100 institutes selected for the study. The first 100 institutes or universities were chosen based on the assumption that the highly rank institutes were advanced in using the social networking technologies. The study had been undertaken to find out the presence of Facebook among the universities and institutes of the Asia. Different research methodologies adopted to complete the study. The present study consisted of different research methods like literature review, content analysis and online survey.

Initially the institutes' website was visited to identify the existence of Facebook or related information. Then particular Facebook pages were visited to gather required information if the information was available. Then the details information have been collected based on the predefine data sheets prepared based on the literature review. In case of the non-availability of the information in the institutes' website, the google searches had been done using the Boolean operators. After collection of information the respective information put into the pre-defined data sheets prepared in MS-Excel. Different kinds of

advanced filtering mechanisms were used to retrieve the appropriate and required information. Based on the data sheets in Excel different kinds of tables had been prepared considering different parameters.

5. ANALYSIS OF DATA

5.1 Details of Facebook Pages of Universities/ Institutes

Table 1 shows the distribution of the details of the Facebook pages of the universities/institutes in Asia. It was observed that:

- Most of the universities (79 %) maintained the Facebook page.
- The number of people associated with the Facebook page in regard to 'Likes' (5,52,035) and 'talking' (32,655) were quite greater in number which indicated the increased interest of the user to communicate over the Facebook page.
- There were Facebook pages where a minimum number of 'likes' and number of people 'talking' or almost no number of people talking were there. Thus it indicated the poor maintenance of the Facebook page by the authority.
- 78 % Facebook pages have institute's pictures and 19 % Facebook pages have the videos related to the universities. The availability of adequate photos and videos in the Facebook page enriched the page, and
- The amount of information available in the Facebook page was decided here on the basis of the numbers of posts available in the timeline of the page. Based on the frequency of the posting amount of information was categorised into 'Huge', 'Very Good', 'Good', 'Moderate', 'Less', 'Least', and 'No Information'. If the posting was on regular basis from starting then considered it huge but if it was 20-25 postings in few months then very good and for 20-15 postings it was good and for 10 postings it was moderate. If the posting was not regular frequency and only available 5 postings in few months then it was less if the posting was few throughout the year then it was least and in case only initial few or no posting it was no information. It was found that only 49 (62 %) pages provide huge, very good or good information whereas 30 (38 %) pages provide moderate, less, least or no information.

5.2 Country-wise Distribution of Facebook Existence

Table 2 shows the distribution of country-wise existence of the Facebook pages in Asia. It was observed that 79 universities/institutes had the presence in the Facebook. Only the universities/institutes (21) of few small countries didnot have the

Table 1. Distribution of the details of the Facebook pages of the universities/institutes in Asia

QS Rank	Name	Country	Existence of Facebook page	Likes	No. of people talking	Availability of photo	Availability of video	Amount of information
1	The Hong Kong University of Science and Technology	Hong Kong	Y	30,002	562	Y	Y	Good
2=	National University of Singapore (NUS)	Singapore	Y	72,101	2899	Y	Y	Good
2=	University of Hong Kong	Hong Kong	Y	469	6	Y	N	Good
4	Seoul National University	South Korea	Y	9850	26	Y	Y	Good
5	Peking University	China	Y	6709	6	Y	N	less
6	KAIST - Korea Advanced Institute of Science & Technology	South Korea	N	-	-	-	-	-
7=	Pohang University of Science And Technology (POSTECH)	South Korea	Y	526	30	Y	N	Good
7=	The Chinese University of Hong Kong	Hong Kong	Y	14,504	43	Y	N	Less
9	The University of Tokyo	Japan	Y	130	-	Y	N	Least
10=	Kyoto University	Japan	Y	2,667	11	Y	N	Moderate
10=	Nanyang Technological University (NTU)	Singapore	Y	59,484	1635	Y	Y	Good
12	City University of Hong Kong	Hong Kong	Y	5,940	33	Y	N	Huge
13	Tokyo Institute of Technology	Japan	Y	1,054	17	Y	N	Good
14	Tsinghua University	China	Y	79	2	Y	N	Least
15	Osaka University	Japan	N	-	-	-	-	-
16	Yonsei University	South Korea	Y	9,134	2	Y	N	Least
17	Tohoku University	Japan	Y	3,042	85	Y	N	Less
18	Nagoya University	Japan	Y	2,248	62	Y	N	Good
19	Korea University	South Korea	Y	14,742	344	Y	N	Less
20	Kyushu University	Japan	Y	2,730	54	Y	N	Good
21	Sungkyunkwan University	South Korea	Y	596	9	Y	N	Less
22	National Taiwan University (NTU)	Taiwan	Y	2,793	18	Y	N	Good
23	Fudan University	China	Y	3,980	4	Y	Y	Less
24	Hokkaido University	Japan	Y	4,546	45	Y	N	Good
25	The Hong Kong Polytechnic University	Hong Kong	Y	27771	991	Y	Y	Good
26	University of Science and Technology of China	China	N	-	-	-	-	-
27	Shanghai Jiao Tong University	China	Y	4,389	36	Y	N	Least
28	Zhejiang University	China	N	-	-	-	-	-
29	Nanjing University	China	Y	960	-	Y	N	Least
30	National Chiao Tung University	Taiwan	N	-	-	-	-	-
31	National Tsing Hua University	Taiwan	Y	5203	882	Y	N	Good
32	Keio University	Japan	Y	8,253	248	Y	N	Good
33	Universiti Malaya (UM)	Malaysia	Y	90,223	1,193	Y	Y	Good
34	University of Tsukuba	Japan	Y	900	13	Y	N	Good
35	Kyung Hee University	South Korea	Y	30,893	414	Y	Y	Good
36	Hanyang University	South Korea	Y	15,389	1,354	Y	Y	Good
37	National Cheng Kung University	Taiwan	Y	5,661	714	Y	N	Good
38	Indian Institute of Technology Delhi (IITD)	India	Y	56,743	2213	Y	N	Less

39	Indian Institute of Technology Bombay (IITB)	India	Y	83,736	1868	Y	N	Less
40	Ewha Womans University	South Korea	N	-	-	-	-	-
41	Kobe University	Japan	Y	228	2	Y	N	Least
42	Mahidol University	Thailand	Y	8,359	72	Y	N	Good
43	Hong Kong Baptist University	Hong Kong	Y	18,264	780	Y	Y	Good
44	Waseda University	Japan	Y	13,618	767	Y	N	Good
45	National Yang Ming University	Taiwan	N	-	-	-	-	-
46	Beijing Normal University	China	Y	150	4	Y	N	Least
47	Hiroshima University	Japan	Y	2,994	184	Y	N	Good
48	Chulalongkorn University	Thailand	Y	73,217	1552	Y	N	Good
49	Indian Institute of Technology Madras (IITM)	India	Y	9,004	732	Y	N	Good
50	Taipei Medical University	Taiwan	Y	468	78	Y	Y	Good
51	Indian Institute of Technology Kanpur (IITK)	India	N	-	-	-	-	-
52	Sogang University	South Korea	Y	174	-	Y	N	Less
53	National Central University	Taiwan	Y	362	8	Y	N	Less
54	National Taiwan University of Science And Technology (formerly National Taiwan Institute of Technology)	Taiwan	N	-	-	-	-	-
55	Sun Yat-sen University	China	Y	234	3	Y	N	Less
56	Xi'an Jiaotong University	China	Y	118	-	Y	N	Less
57	Universiti Kebangsaan Malaysia (UKM)	Malaysia	Y	552	250	Y	N	Good
58	Indian Institute of Technology Kharagpur (IITKGP)	India	Y	47,525	2706	Y	N	Good
59	Tokyo Medical and Dental University	Japan	Y	395	7	Y	Y	Good
60	Chiba University	Japan	Y	19	-	Y	N	Least
61	Universiti Sains Malaysia (USM)	Malaysia	Y	26,462	14	Y	N	Good
62	Nankai University	China	Y	366	1	Y	N	Good
63	National Sun Yat-sen University	Taiwan	N	-	-	-	-	-
64=	Pusan National University	South Korea	Y	37	-	Y	N	Good
64=	University of Indonesia	Indonesia	Y	37,982	236	Y	Y	Good
66	Indian Institute of Technology Roorkee (IITR)	India	N	-	-	-	-	-
67	University of the Philippines	Philippines	Y	54,341	2680	Y	Y	Good
68	Universiti Teknologi Malaysia (UTM)	Malaysia	Y	99,809	2098	Y	Y	Good
69	Kanazawa University	Japan	Y	20	-	Y	N	No info.
70	Wuhan University	China	Y	103	1	Y	N	Good
71	Chung-Ang University	South Korea	Y	343	10	Y	N	Good
72	Universiti Putra Malaysia (UPM)	Malaysia	Y	26,753	2824	Y	N	Good
73	Tongji University	China	Y	530	2	Y	N	No info.
74	Osaka City University	Japan	Y	43	-	Y	N	No info.
75	Hankuk (Korea) University of Foreign Studies	South Korea	Y	6,873	946	Y	Y	Good
76	Tokyo University of Science	Japan	Y	710	158	Y	N	Good

77=	Beihang University (former BUAA)	China	N	-	-	-	-	-
77=	Kyungpook National University	South Korea	Y	123	1	Y	N	Good
77=	Southeast University	China	Y	21,741	431	Y	N	Good
80	University of Delhi	India	Y	400,728	3063	Y	Y	Very Good
81	Tokyo University of Agriculture and Technology	Japan	N	-	-	-	-	-
82	Renmin (People's) University of China	China	Y	1,802	8	Y	N	Good
83=	Tianjin University	China	N	-	-	-	-	-
83=	University of Seoul	South Korea	Y	-	-	Y	Y	Very Good
85=	Inha University	South Korea	Y	16,403	86	Y	Y	Least
85=	National Taiwan Normal University	Taiwan	N	-	-	-	-	-
87	Okayama University	Japan	N	-	-	-	-	-
88	Beijing Institute of Technology	China	Y	-	-	Y	N	Less
89	Indian Institute of Technology Guwahati (IITG)	India	Y	26,481	814	Y	N	Good
90	Harbin Institute of Technology	China	Y	27	-	Y	N	Good
91=	Shanghai University	China	Y	-	-	Y	N	Less
91=	Xiamen University	China	Y	508	7	Y	N	Least
93	Chang Gung University	Taiwan	N	-	-	-	-	-
94	Tokyo Metropolitan University	Japan	N	-	-	-	-	-
95	National Chung Hsing University	Taiwan	Y	60	5	Y	N	Least
96	Kumamoto University	Japan	N	-	-	-	-	-
97	Chonbuk National University	South Korea	Y	19	1	Y	N	Least
98	Chiang Mai University	Thailand	Y	45,255	30	Y	N	Good
99	The Catholic University of Korea	South Korea	N	-	-	-	-	-
100	Yokohama City University	Japan	N	-	-	-	-	-

Table 2. Distribution of country-wise existence of the Facebook pages in Asia

Country	Existence of Facebook page		No. of institutes
	Yes (%)	No (%)	
Japan	17 (73.91)	6 (26.09)	23
China	17 (71.43)	4 (28.57)	21
South Korea	15 (83.33)	3 (16.77)	18
Taiwan	6 (50)	6 (50)	12
India	6 (75)	2 (25)	8
Hong Kong	6 (100)	-	6
Malaysia	5 (100)	-	5
Thailand	3 (100)	-	3
Singapore	2 (100)	-	2
Indonesia	1 (100)	-	1
Philippine	1 (100)	-	1
Total	79	21	100

presence in the Facebook. Most of the South Korean universities/institute had presence in Facebook.

5.3 Year-wise Development of Facebook Pages

Table 3 shows year-wise development of Facebook pages of the universities/institutes in Asia. It was

observed that there was a steady progress in regard to the development of the Facebook page. The year 2010 had become most productive in respect to the Facebook page development. But the progress has not become so steady in the year 2013.

5.4 Appearance of Facebook Pages in University/institutes

Table 4 shows distribution of the appearance of the Facebook pages in the university/institute in Asia. It was observed that most of the universities/institutes (58.23 %) maintained official Facebook page and unofficial Facebook page (41.77 %) usually maintained by the communities or students were also large in numbers. 62.03 % websites of the universities/institutes did not provide the information about the Facebook page. The entire official Facebook page has not appeared in the website of the universities/institutes.

5.5 Type of Information Available

Table 5 shows the distribution of types of information posting in the Facebook pages of the university/institute in Asia. It was observed that academic, and general information-related

Table 3. Year-wise development of facebook pages of the universities/institutes in Asia

Year	Countries	Number	Total universities with Facebook pages		
2008	China	5	11		
	South Korea	3			
	Hong Kong	1			
	India	1			
	Malaysia	1			
2009	China	4	15		
	Hong Kong	2			
	Malaysia	2			
	South Korea	2			
	Thailand	2			
	Indonesia	1			
	Japan	1			
	Singapore	1			
	2010	South Korea		4	12
		Japan		3	
China		2			
Hong Kong		2			
Malaysia		1			
Taiwan		1			
2011	Japan	10	25		
	China	4			
	India	4			
	South Korea	3			
	Taiwan	2			
	Singapore	1			
	Thailand	1			
2012	Japan	3	13		
	South Korea	4			
	China	2			
	Hong Kong	2			
	Malaysia	1			
	Taiwan	1			
2013	Japan	2	3		
	India	1			
Total			79		

Table 4. Distribution of the appearance of the Facebook pages in the university/institute in Asia

Types of Information	Yes (%)	No (%)	Total
Official Facebook page	46 (58.23)	33 (41.77)	79
Presence in website	30 (37.97)	49 (62.03)	79

postings were found in the Facebook page of the universities/institutes in Asia, and there was less postings about the library in the Facebook pages.

5.5 Existence of Library Facebook Page

Table 6 shows the distribution of the existence of the library Facebook pages of the universities/institutes of Asia. It was found that among the total population only 32 universities/institutes has library Facebook page, while 68 universities/institutes did not have the library Facebook page. Among these 32 library pages, 29 pages have relevant other necessary information about the library. Whereas, 3 universities/institutes have non-informative pages. There are 68 universities/institutes which do not have any formal Facebook pages.

Table 5. Distribution of types of information posting in the Facebook pages of the university or institute in Asia

Types of information	Yes (%)	No (%)	Total
Academic	60 (75.95)	19 (24.05)	79
Library	25 (31.65)	54 (69.35)	79
General information	50 (63.29)	29 (36.71)	79

Table 6. Distribution of the existence of the library facebook pages of the universities/institutes of Asia

Category	No. of Facebook pages	Informativeness	
Existence of library facebook page	32	Informative	29
		Non-informative	3
		<hr/>	
Non- existence of library facebook page	68		
Total	100		

7. CONCLUSIONS

There have been greater uses of the Facebook for official communication found now-a-days. But the maintenance and use of this channel is not that much adequate. In many cases, the available Facebook pages has not been used properly. The advanced countries in Asia made rapid progress in case of institutes' communication through Facebook. But there is a need to expand this option in the other parts of the Asia. With the passage of time, it is expected that Facebook will emerge as one of the important way for quick communication among the educational institutes and its users and also all the universities/institutes in Asia must have the Facebook account for the most effective communication. Therefore the Facebook page should be administered by some responsible persons and regular update, maintenance and reply to the different posts must be given.

8. SUGGESTIONS

- The Facebook page of the universities/institutes will help to increase the visibility in the social space therefore it should act as the one of the medium of communication among the known and unknown people and the universities. Thus there is need to regular maintenance of the page and regular postings to interact and attract the people.
- The Facebook pages of the universities need to be more dynamic and effective by uploading different pictures of the activities and programmes and relevant videos of the institutes.
- The universities of Taiwan, India, Hong Kong, Malaysia, Thailand, Singapore, Indonesia, and Philippine may take proper initiatives to make their institutes visible in social space and act as one way of communication by opening their Facebook page.
- The universities may have official Facebook page and embedded with website of the university.
- Library-related information and academic news may be shared through the Facebook page.
- Separate library Facebook page of the university may be maintained which may disseminate the informative news.

REFERENCE

1. Information. 2013. <http://en.wikipedia.org/wiki/Information>. (accessed on 9 December 2013).
2. Jones, H. & Soltren, J.H. Facebook: Threats to privacy. 2005. <http://edu/6095/student-papers/fall05-papers/Facebook.pdf> (accessed on 10 December 2013).
3. Ellison, N.B.; Steinfield, C. & Lampe, C. The benefits of Facebook 'friends': Social capital and college students' use of online social network sites. *J. Comp.-Mediat. Comm.*, 2007, **12**(4), 1143-68. <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2007.00367.x/pdf> (accessed on 21 September 2013).
4. Mack, D.; Behler, A.; Roberts, B. & Rimland, E. Reaching students with Facebook: Data and best practices. *Elect. J. Acad. Special Lib.*, 2007, **8**(2). http://southernlibrarianship.icaap.org/content/v08n02/mack_d01.html/ (accessed on 12 September 2013).
5. Charnigo, L. & Barnett-Ellis, P. Checking out Facebook.com: The impact of a digital trend on academic libraries. *Inf. Technol. Lib.*, 2007, **26**(1), 23-34. <http://ejournals.bc.edu/ojs/index.php/ital/article/view/3286/2899/> (accessed on 12 September 2013).
6. Hendrix, D.; Chairella, D.; Hasman, L.; Murphy, S. & Zafron, M.L. Use of Facebook in academic health sciences libraries. *J. Medical Lib. Asso.*, 2009, **97**(1), 44-47. <http://www.ncbi.nlm.nih.gov/>

- pmc/articles/PMC2605034/pdf/mlab-97-01-44.pdf (accessed on 12 September 2013).
7. Liu, Y. Social media tools as a learning resource. *J. Edu. Technol. Devp. Exchange*, 2010, **3**(1), 101-14. <http://connection.ebscohost.com/c/articles/57310593/social-media-tools-as-learning-resource/> (accessed on 3 December 2013).
 8. Aharony, N. Facebook use in libraries: An exploratory analysis. *Aslib Proceedings*, 2012, **64**(4), 358-72. <http://www.emeraldinsight.com/journals.htm?articleid=17031121/> (accessed on 15 September 2013).
 9. Hussain, I.; Gulrez, N. & Tahirkheli, S.A. Academic use of social media: Practices and problems of university students. In ICEMI-2012. Paper presented at International Conference on Education and Management Innovation, IPEDR, 2012. <http://www.ipedr.com/vol30/37-ICEMI%202012-M00074.pdf> (accessed on 10 September 2013).
 10. Aharony, N. Facebook use by library and information science students. *Aslib Proceedings*, 2012, **65**(1), 19-39. <http://www.emeraldinsight.com/journals.htm?articleid=17073324/> (accessed on 15 September 2013).
 11. Abdelraheem, A.Y. University students' use of social networks sites and their relation with some variables. In WEI International Academic Conference, 14-16 January 2013. The West East Institute, Antalya, Turkey. <http://www.westeastinstitute.com/wp-content/uploads/2013/02/ANT13-240-Ahmed-Yousif-Abdelraheem-Full-Paper.pdf> (accessed on 15 September 2013).
 12. QS university ranking Asia. 2013. https://s3-eu-west.amazonaws.com/qs.iu.distribution/clients/2013QS_University_Rankings_Asia.pdf (accessed on 10 September 2013).

About the Authors

Mr Abhijit Chatterjee is a University Research Fellow in Department of Library & Information Science, University of Calcutta. Prior to this, he worked as Librarian in the Vivekananda Mission School, Joka. He obtained his BLIS and MLIS from the University of Calcutta. He has more than 30 articles published in different journals, seminar, and conference proceedings.

Dr Arabinda Maity is a Assistant Professor in Department of Library & Information Science, University of Calcutta. Prior to this, he was University Research Fellow in the Department of Library & Information Science, University of Calcutta and also worked as Assistant Librarian in the University of Calcutta. He obtained his BLIS, MLIS, MPhil (LIS), and PhD (LIS) from the University of Kalyani and the University of Calcutta respectively. He has more than 30 articles published in different journals, seminar, and conference proceedings to his credit.