

Social media effect on reading habits of college students: A review

Dr. Uday Maruti Jadhav

Librarian

Camp Education Society's

Dr. A. B. Telang Sr. College of Arts, Commerce & Science, Nigdi,
Pune - 411044, Maharashtra.

Mob.-8379804928, email - uday.jadhav@rediffmail.com

ABSTRACT:

Libraries and Society have been closely interconnected since ancient times. Library plays important role in higher education and lifelong learning. Academic libraries serve users including students, teachers, administrators and researchers. Librarian can enhance their services by helping their users, accessing recent trends information. Recent trends shows use of ICT and social media by techno savvy users. This article reviews the effect of social media use on reading habits of college students.

Keywords : Social Media, Reading habits etc.

INTRODUCTION:

Libraries and Society are intricately connected since ancient times. Both public libraries and academic and research libraries are interconnected with society. If we observe the users of these libraries, we find that they are an integral part of our society. Due to this interconnected age, any change in society will be mirrored in the operation of libraries. In today's modern age, we are surrounded by advancements in technology, with a strong focus on data and communication innovations, particularly in the realm of social media. Social Media is “a group of internet based application that builds ideological and technological foundations of World Wide Web and it allows the generation and exchange of user created contents”. (Shirsat, Asmita, 2018: p. 37).

Social means of communication includes Blog, Twitter, Facebook, Whatsapp, LinkedIn, YouTube, Flickr, Yahoo Messenger, My Space etc. These are interactive, two way medium of communication. The social media has brought world closer but due to this individuals may get away from each other. Social Media has merits as well as demerits. We are concerned with examining the impact of social media on perusing propensities of college understudies. Various aspects in this regards are to be studied, for example is technology helping reading habit or disturbing the reading habit? etc. For this study, college students are target population because they are the centre of education system and society.

OBJECTIVES:

This article points to survey an influence of social media on perusing propensities of college understudies.

METHODOLOGY:

The display investigate article could be a literature review article. For this the creator has looked significant writing by going through the Google Researcher databases. For this think about different databases are surveyed and as it were chosen writing is cited as confirmations.

It will add new knowledge in library literature. This article will throw light on reading habits of today's techno savvy generation and impact of social media on their reading habits. It will help librarians, administrators for decision making, collection development and improving services. And as this is interdisciplinary it will be helpful for all streams and society.

REVIEW :

1. **Researcher (2018)** have already awarded with Doctoral Degree for thesis on, “Evaluation of digital reference services in engineering college libraries affiliated to University of Pune.”

In this thesis as a part of study, social media services are also evaluated in which maximum 25% engineering college libraries provide WhatsApp, Skype service and minimum 09% college libraries provide Twitter services and social media service is maximum utilized by average 55% users.

2. **Nor Shahriza Abdul Karim from Malasiya** has considered perusing propensities and state of mind in the computerized age : Examination of sex and scholarly program contrasts in malasiya.

In this consider analyst finds that the net location is seen as an progressively Critical peruse critical peruse source

3. **Owusu – A cheaw, Michael (2014)** has studied reading habits among students and its effect on academic performance : a study of students of Kofordua Polytechnic.

In this, researcher has described the distracting nature and the context of the Instant Messaging.

4. **Mokhtari, Kouider, Reichard, Karla and Gardner, Anne (2009)** has examined the affect of web and tv utilize on the perusing propensities and hones of college understudies. In this, analysts considered does web and tv utilize uproot or meddled with perusing time?

5. **Akanda A.K.M. Eamin Ali and others** examined perusing propensities of understudies in SocialScience and Expressions: A case ponder of Rajshahi College.

The analysts found that slow decrease in perusing propensity are a common marvel not as it were in creating nations but moreover in created ones. They found same slant among Masters understudies of staff of Social Science and Arts at the Rajshahi University and proposed ten major findings regarding this.

6. **Nsikan Nkordeh, Oluyinka Oni, Felix Olowononi, Ibinabo Bob** - The analysts found that social media has indeed had a negative impact on the reading habits of young Nigerians. Its widespread use has led to a decline in their interest in reading. However, they also suggested that social media can serve as an alternative educational tool for Nigerian youth, as many of them use it to interact, share e-books, information, and other e-learning resources. They also proposed the implementation of a mindfulness program to educate adolescents about the available e-learning platforms and how to utilize them effectively to enhance their opportunities. Many adolescents are unaware of the educational advantages of social media. They incorrectly assume that social media is only used for chatting, sharing pictures, etc. Please rewrite this text in a smoother style, ensuring a line break is added where needed.

7. **Nsikan Nkordeh, Oluyinka Oni, Felix Olowononi, Ibinabo Bob-Manuel** - Impact of social media on the browsing culture of Nigerian students. In this contemplation, it was concluded that instilling a reading culture in students should involve integrating the web into the teaching and learning process. The Reading Culture of Nigerian Youths : Is the Social Media platform providing an Alternative Source of Education? The researchers have determined that social media has indeed had a detrimental effect on the reading habits of Nigerian youths since its emergence. Its widespread use has resulted in a decline in reading enthusiasm among them. They also proposed that it could serve as a supplementary educational tool for Nigerian youths, considering that many of them utilize social media for engaging in interactions, sharing e-books, information, and various e-learning materials. They suggested implementing an awareness program to educate young people about the various e-learning platforms that are available and how they can leverage them to reach their full potential. Many young people are unaware of the educational advantages of social media. They mistakenly believe that these platforms are solely for chatting and sharing pictures. Please rewrite this text in a smooth manner, incorporating two line breaks where necessary.

8. **Abubakar Sadiq Musa and Alex Akor Emmanuel** considered Impact of social media on the perusing culture of Nigerian understudies. In this think about, they concluded that

perusing ought to be instilled in understudies by consolidating web into educating and learning handle. In the event that web is overseen successfully, it can improve perusing culture of the understudies.

CONCLUSION:

This review article emphasizes the impact of social media on students' reading habits. Twitter services and social media platforms are predominantly used by around 55% of average users. The website is considered an increasingly vital source of reading material. Instant Messaging possesses a distracting quality. The gradual decline in reading habits is a commonly observed phenomenon. An examination of articles from different countries reveals that social media significantly influences the reading habits of young people and students. When you look at the current generation, it's clear that they are extensively using social media. This usage is primarily for entertainment, gaming, sharing ideas, messages, videos, and pictures. If this media is utilized for studying and reading, it can significantly benefit students. Some researchers have indicated that social media may have a detrimental effect on the reading habits of young people. They argue that the rise in popularity of social media has caused a decline in reading among youths. However, they also propose that social media can serve as an additional educational tool for young people. This is because many young individuals use social media to interact, share e-books, information, and other e-learning resources. Certainly, social media can positively contribute to improving students' reading habits. As per another researcher, instilling reading habits in students can be achieved by integrating the internet into the teaching and learning process. It is evident that social media must be managed with care in order to reap the benefits it offers.



BIBLIOGRAPHY:

1. Abubakar Sadiq Musa and Alex Akor Emmanuel. (2017) *Influence of social media on the reading culture of Nigerian students* [Available at www.ills.org.ng/journals/index.php/ills/article/view/15] accessed on June 13, 2018.
2. Akanda A.K.M. Eamin Ali and others. *Reading habits of students in Social Science and Arts: A case study of Rajshahi University*. [Available at <http://www.white-clouds.com/iclc/cliej/cl35AHH.pdf>] accessed on May, 14, 2018.
3. Jadhav, Vilas G. (2014). *Application of social networking services (SNS) for library collaboration: An exploratory study*. [Available at <http://irjlis.com/wp-content/uploads/2014/06/10-IR174.pdf>] accessed on March 20, 2016.
4. Kumbhar, Rajendra. (2014). *Library and Information Science Research: Methods and Techniques*. Pune: Universal Prakashan.
5. Mokhtari, Kouider & Reichard, Carla & Gardner, Anne. (2009). *The Impact of Internet and Television Use on the Reading Habits and Practices of College Students*. *Journal of Adolescent & Adult Literacy - J ADOLESC ADULT LITERACY*. [Available at 52. 609-619. 10.1598/JAAL.52.7.6. <https://scholar.google.co.in/>] accessed on March 12, 2018.
6. Nor Shahriza Abdul Karim, Amelia Hasan, (2007) "Reading habits and attitude in the digital age: Analysis of gender and academic program differences in Malaysia", *The Electronic Library*, Vol. 25 Issue: 3, pp.285-298, [Available at <https://doi.org/10.1108/02640470710754805>] accessed on March 12, 2018.

7. Nsikan Nkordeh, Oluyinka Oni, Felix Olowononi, Ibinabo Bob-Manuel, (2017) *"Impact of Social Media on The Reading Culture of Nigerian Youths; Is the Social Media platform providing an Alternative Source of Education? "*, Vol I WCECS 2017, October 25-27, 2017, San Francisco, USA [Available at http://www.iaeng.org/publication/WCECS2017/WCECS2017_pp223-226.pdf] accessed on June 13, 2018.
8. Owusu – Acheaw, Michael (2014). *Reading habits among students and its effect on academic performance: a study of students of Koforidua Polytechnic* [Available at <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=2908&context=libphilprac>] accessed on March 12, 2018.
9. Shirsat, AsmitaV. (2018), *Impact of ICT, Social Media, Mobile Technology on reading culture, International Journal of Multifaceted and Multilingual Studies, Vol. V, Issue I, p.37-42.*
10. Taylor and Francis.(2014). *Use of social media by the library for current practices and future opportunities.* [Available at <http://www.tandf.co.uk/journals/access/white-paper-social-media.pdf>] accessed on March 20, 2016.