

# **YouTube a Growing Communication Tool for Libraries: A Survey of Maharshi Dayanand University Library Users**

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## **Abstract**

The academic use of YouTube has increased tremendously in the last few years due to COVID-19. All the educational institutions were closed during the lockdown, and innovative technology was adopted by the Schools, Colleges, and Universities to provide education to the students. Libraries are not an exception and implemented some new techniques and technology to provide library services to their users. Social media is one of them, and libraries started sharing virtual events, tutorial videos, library resources, and awareness videos. The current study was conducted to know the leading social networking site (SNS) to watch tutorial videos, the most liked social media platform to obtain URL links of the documents, to receive new arrival alerts, and the most suitable for Real-Time Chat among popular SNSs like Twitter, YouTube, Facebook, and Instagram.

## **1. Introduction**

YouTube is videos sharing networking site. It was founded on 14 Feb 2005 by Steve Chen, Chad Hurley, and Jawed Karim. All these three founder members were employees of the American e-commerce company PayPal. The founder of YouTube had an idea that common peoples would enjoy sharing their own created videos. To make this come true, they have developed this popular social network. YouTube Headquarters is situated in San Bruno, California, USA.

YouTube was purchased by Google in November 2006 at the cost of \$1.65 billion (Encyclopedia Britannica 2020). More than two billion active users visited on YouTube platform to view the videos. Seventy percent of watch time on YouTube videos comes from a mobile phone. Over a hundred countries in the world have their own local version of YouTube for uploading videos. It is the second-largest search engine in the world. More than fifty percent of active users visited the site daily. Five hundred hours of duration time videos from different categories are uploaded on YouTube every minute from all over the world. One million hours of YouTube videos for different purposes are watched by users every day. (wordstream. 2021). YouTube's slogan is "Broadcast Yourself."

"Have you ever wished there was some way of reaching a mass amount of patrons with the least amount of effort? Have you wondered how to let distance education students know what is at your library? YouTube could be the answer." (Webb, 2007)

## **2. Review of related literature**

(Victor Sorna Prabhu & Tamizhchelvan, 2021) explained that "Library and YouTube should have a symbiotic relationship, which is essential. The library and YouTube create a balance for a hi-tech digital environment."

(Chi, 2020) YouTube users can subscribe to YouTube channels created by others. It is available in 80 languages. YouTube is the 2<sup>nd</sup> most visited site in the world. (Richardson, 2020) conducted a study to evaluate how music faculty members perceive and use videos showing sites like YouTube in teaching and research. (Adu, 2020) investigated the relative effect of YouTube and Whatsapp media on the utilization of library resources and found that there is a significant influence of YouTube on the utilization of library services.

(Mangurkar & Kori, 2019) carried out a comparative study of library science videos uploaded by IGNOU and E-PG pathshala on YouTube. The findings of the study showed that E-PG pathshala had uploaded four times high than the IGNOU related to the library. (Howard et al., 2018) conducted a study and found YouTube was seen as a resource for library service information. We intend to use this information to develop an improved communication channel.

(Alias et al., 2013) provided a review of research trends and explained that articles on YouTube were published in seven major journals.

## **3. Statement of the problem**

There is a number of social networking sites available in the present internet era. Every SNS has some special features that make it different from others. It is very difficult for libraries to decide the appropriate social media platform to implement in libraries to provide a particular type of library service to its users. The findings of the study will provide an idea for the libraries to explore the most suitable social media platform for their library to disseminate information effectively.

## **4. Objectives of the study**

- To know the leading social networking site among library users;
- to identify the most liked social media platform to watch videos;
- to find out the most liked SNS to obtain URL links of the documents;
- to know the choice of the users to receive a new arrival alert on social media.

## **5. Methodology**

The Yamane formula is used to calculate the most appropriate sample size for the study according to known population size and preferred values of margin of error in the result. This formula has given by Taro Yamane, a mathematical statistician, in 1970.

The formula is as under:

Where 'n' is the sample size, 'N' is the total population and 'e' is an error of margin or confidence level. In this way, the sample size for the current study would be

$$\begin{aligned}n &= 10000/1+(10000 (0.05))^2 \\ &= 10000/1+10000(0.0025) \\ &= 10000/1+25 \\ &= 10000/26 \\ n &= 384.615\end{aligned}$$

In this way, according to the above formula, for a population of 10000, a sample size of 385 in the round figure would be appropriate for the study.

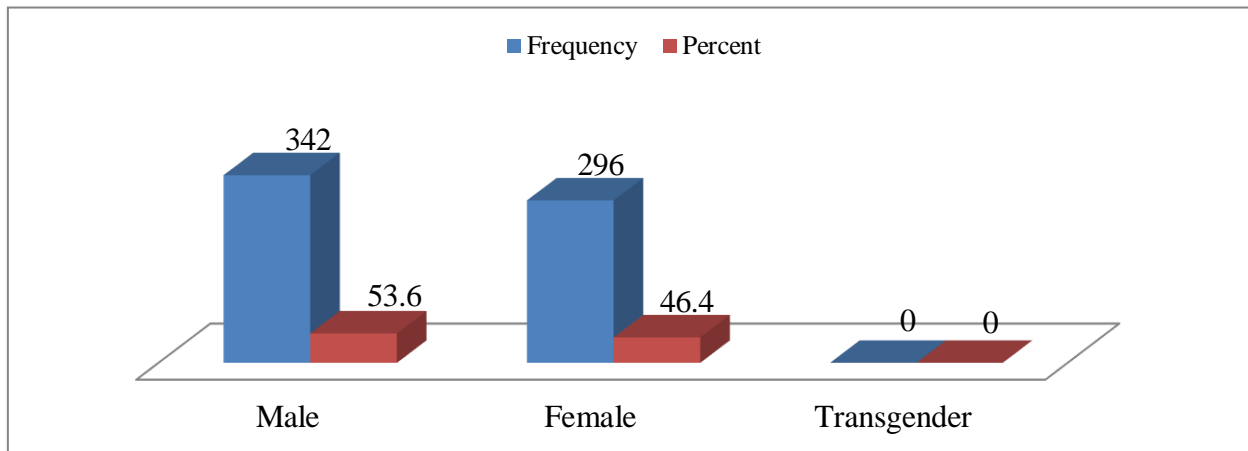
In the current study, all efforts have been made to make it a comprehensive study and representation of every category included in the sample from the population of the study.

Total numbers of nine hundred print questionnaires were distributed among the respondents. Out of these nine hundred questionnaires, five hundred forty-seven filled questionnaires were received. Forty-seven questionnaires were found incomplete. Total valid and complete print questionnaires were five hundred two. The online link of the pre-framed questionnaire was shared with two hundred fifty-four respondents through different modes of communication like Gmail, Whatsapp, and Facebook. One hundred thirty-six filled questionnaires were received online. The total number of print and online questionnaires considered for analysis understudy was six hundred thirty-eight. Out of these six hundred thirty-eight questionnaires, 55.78% were printed and 53.54% online.

The first four questions of the questionnaire were used to collect data about the demographic information of the respondents. The first question was included to know the gender of the respondents and coded as (1=Male, 2=Female, and 3=Transgender). The second question was asked to know the respective subject, and each subject was grouped into four categories and coded as (1= Science & Technology, 2= Social Science, 3= Commerce & Management, and 4= Arts & Humanities). The third question was asked to know the category of the respondent and coded as (1= Undergraduate Student, 2= Post Graduate Student, 3= M. Phil. /LLM, 4= Ph. D Research Scholar, 5= Teaching Faculty, 6= Guest Faculty, 7= Non-Teaching Employee, 8= Non-Teaching Officer, 9= Special Member). The fourth question was framed to know the age group of the respondents and coded as (1= Below 25 Year, 2= 26-30 Year, 3= 31-35 Year, 4= 36-40 Year, 5= 41-45 Year, 6= 46-50 Year and 7= Above 50 Year).

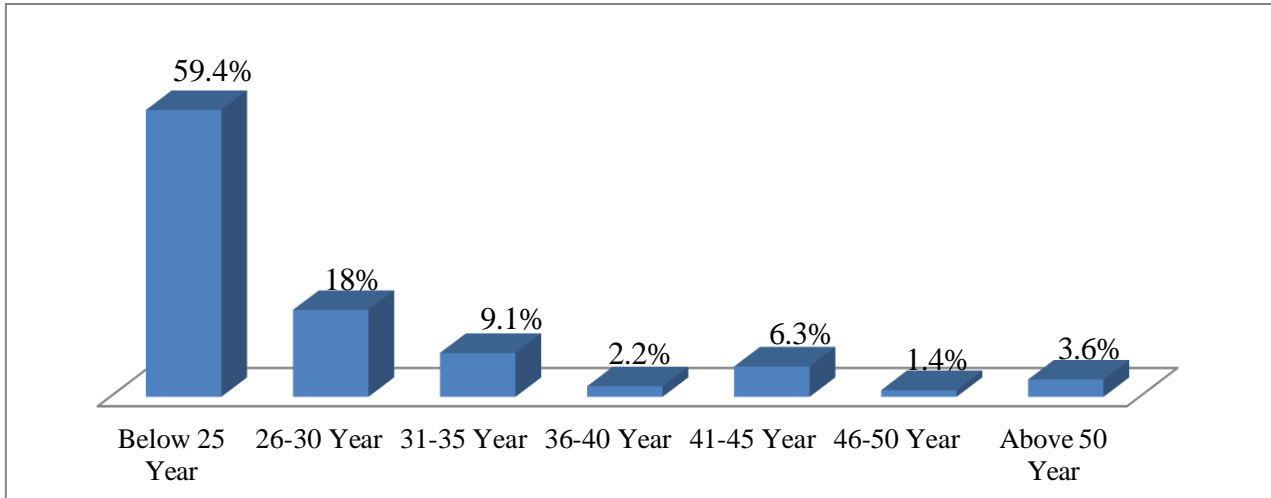
Inferential statistics simply allow a researcher to make a prediction on the basis of the result of data collected from the population. As per the requirement of the current study, both descriptive and inferential statistics were used. The collected data were coded and entered in the SPSS (Statistical Package for Social Sciences) and analyzed. American Psychological Association 7<sup>th</sup> edition was used for bibliographic organization and references cited in the current study.

## 6. Data analysis and interpretation



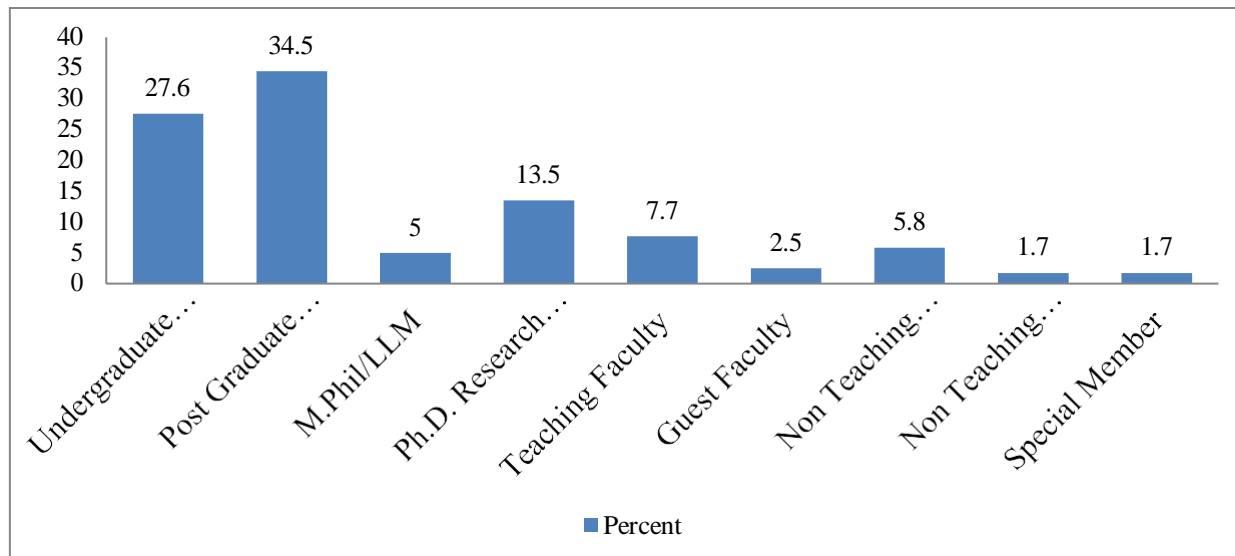
**Figure 1 Gender Wise Distributions of the Respondents**

The numbers of male respondents, i.e., three hundred forty-two, were higher than the female respondents, two hundred ninety-six under the gender-wise distribution of the respondents. No transgender respondents were found in the study. The total percentages of male respondents were 53.6%, and the female percentage was 46.4%.



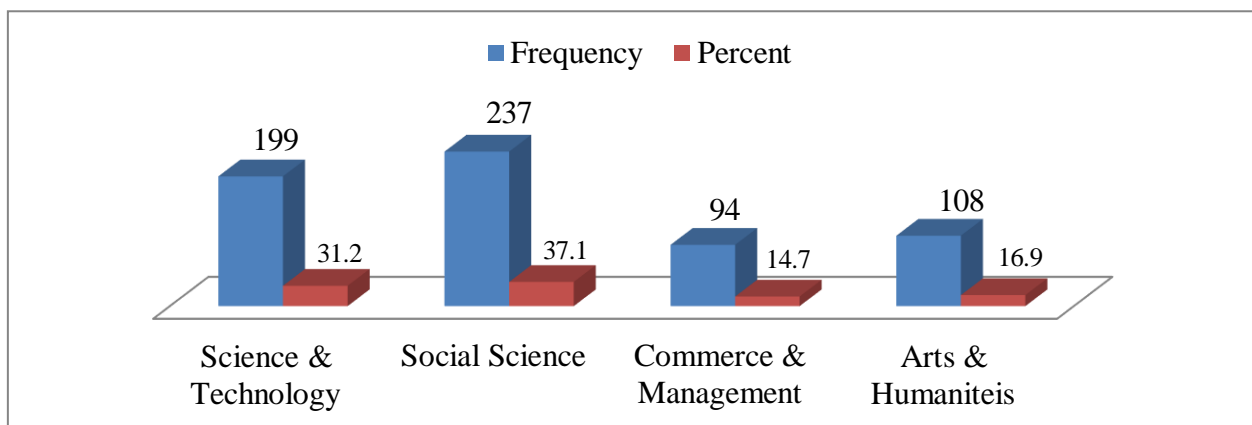
**Figure 2 Age-wise Distribution of the Respondents**

The respondents in the age group below twenty-five years were significantly high, i.e., 59.4%, followed by 18% from the age group of twenty-six to thirty-year. The rest of the respondents, i.e., 9.1% from the age group thirty-one to thirty-five years, 2.2% from thirty-six to forty, 6.3% from forty-one to forty-five, 1.4% from forty-six to fifty years, and 3.6% were from the age group of above fifty years.



**Figure 3 Category Wise Distributions of the Respondents**

Data were collected from all categories of library users. Among the all nine-category postgraduate category, respondents were significantly high, i.e., 34.5%, followed by undergraduate student category, i.e., 27.6%, M. Phil./LLM 5%, Ph. D. Research Scholar 13.5%, Teaching Faculty 7.7%, Guest Faculty 2.5%, NTE 5.8%, NTO 1.7% and 1.7% were from the Guest Faculty.



**Figure 4 Discipline Wise Distributions of the Respondents**

There are more than thirty-eight subjects offered at Maharshi Dayanand University, Rohtak. Responses were received from all the departments under this study. It is very inconvenient to analyze each subject-wise; hence the respondents are divided into four broad categories discipline-wise, i.e., Science & Technology, Social Science, Commerce & Management, and Arts & Humanities. The majority of respondents were from social science, i.e., 37.1%, followed by

science & technology 31.2%, commerce & management 14.7%, and 16.9% from arts & humanities.

## 6.1 Leading Social Networking Sites among the Library Users

**Table 6.1.1 Leading SNSs among Respondents Gender Wise**

Gender	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Male	16.2	28.7	25.4	21.8	7.8	<b>870</b>
Female	11.3	35.7	19.4	25.7	8.0	<b>603</b>
<b>Total</b>	<b>209</b>	<b>465</b>	<b>338</b>	<b>345</b>	<b>116</b>	<b>1473</b>

It is presented in Table 6.1.1 that a total of one thousand four hundred seventy-three responses were received from the respondents for leading social networking sites. Out of these 1473 responses, eight hundred seventy were from males, and six hundred three were from female respondents. The maximum number of females respondent, 35.7%, followed by males, 28.7%, were using YouTube. The second leading SNSs, Instagram, was used by three hundred forty-five, and out of these numbers, 25.7% were females, and 21.8% were males. Facebook was the choice of three hundred thirty-eight, and out of this, 25.4% were male, and 19.4% were females. The fourth choice was Twitter two hundred and nine respondents. Out of these two hundred since 16.2% were males, and 11.3% were females.

**Table 6.1.2 Leading SNSs among Respondents Age Wise**

Age	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Below 25 Year	13.2	33.3	17.6	27.6	8.3	<b>869</b>
26-30 Year	14.8	30.3	23.9	21.5	9.5	<b>284</b>
31-35 Year	15.7	25.7	35.7	17.1	5.7	<b>140</b>
36-40 Year	17.9	25.6	35.9	15.4	5.1	<b>39</b>
41-45 Year	19.0	31.0	36.9	9.5	3.6	<b>84</b>
46-50 Year	6.7	26.7	33.3	13.3	20.0	<b>15</b>
Above 50Year	14.3	33.3	40.5	9.5	2.4	<b>42</b>
<b>Total</b>	<b>209</b>	<b>465</b>	<b>338</b>	<b>345</b>	<b>116</b>	<b>1473</b>

Table 6.1.2 shows four hundred sixty-five respondents selected YouTube out of these 33.3% respondents from the age group of below twenty-five years and the same number percentage from the age group of above fifty years, i.e., 33.3%. Instagram was the second choice of three hundred forty-five respondents. Out of these, the maximum from the age group below twenty-five years was 27.6%, followed by 21.5% from the age group of twenty-six to thirty years. Facebook was in the third position with a choice of three hundred thirty-eight respondents. Maximum users of Facebook were from the age group above fifty years, 40.5%, followed by 36.9% from the age group of forty-one to forty-five years. Twitter was the fourth choice of the respondents, i.e., two hundred-nine.

**Table 6.1.3 Leading SNSs Category Wise**

Category*	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
UG	14.6	31.3	17.8	28.7	7.6	<b>432</b>
PG	12.9	34.4	17.4	25.5	9.8	<b>482</b>
MP	17.9	32.8	22.4	19.4	7.5	<b>67</b>
RS	12.9	29.0	28.6	21.7	7.8	<b>217</b>
TF	14.2	26.4	39.6	12.3	7.5	<b>106</b>
GF	17.5	32.5	32.5	17.5	0.0	<b>40</b>
NTE	15.3	27.8	40.3	12.5	4.2	<b>72</b>
NTO	22.6	29.0	29.0	16.1	3.2	<b>31</b>
SM	15.4	34.6	26.9	15.4	7.7	<b>26</b>
<b>Total</b>	<b>209</b>	<b>465</b>	<b>338</b>	<b>345</b>	<b>116</b>	<b>1473</b>

Category-wise choice of leading social networking sites is shown in table 6.1.3, which indicates a maximum number of respondents from the SM category use YouTube, i.e., 34.6%, followed by 34.4% from PG and 32.8% from the MP category. Out of three hundred forty-five users of Instagram maximum number was 28.7% from the undergraduate category, followed by PG, 25.5%, and 21.7% from the research scholar category. Maximum users of Facebook were from the non-teaching employee category 40.3%, followed by teaching faculty 39.6%, and 32.5% from the guest faculty. Users of Twitter were maximum from the non-teaching officer category followed by the MP category, i.e., 22.6% and 17.9%, respectively.

**Table 6.1.4 Leading SNSs Discipline Wise**

Discipline	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Science & Technology	13.8	31.0	22.4	24.3	8.4	<b>477</b>
Social Science	13.5	34.1	23.4	22.2	6.9	<b>505</b>
Commerce & Management	16.0	24.9	26.5	25.7	7.0	<b>257</b>
Arts & Humanities	14.5	34.6	19.2	21.8	9.8	<b>234</b>
<b>Total</b>	<b>209</b>	<b>465</b>	<b>338</b>	<b>345</b>	<b>116</b>	<b>1473</b>

Table 6.1.4 shows YouTube was used 34.6% by arts & humanities discipline, 34.1% by social science, and 31% by the science & technology discipline. The second highest respondents, three hundred forty-five, use Instagram. Out of these maximum, 25.7% were from commerce & management, followed by 24.3% from science & technology and 22.2% from social science discipline. Maximum users of Facebook were 26.5% from commerce & management, 23.4% from social science, and 22.4% from science & technology disciplines. Maximum users of Twitter were from commerce & management, 16%, followed by arts & humanities, 14.5%.

### **The Most Liked Social Networking Sites to Watch Tutorial Videos**

**Table 6.2.1 the Most Liked SNSs to Watch Tutorial Videos Gender Wise**

Gender	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Male	5.1	63.4	15.2	10.6	5.7	<b>435</b>
Female	4.9	72.4	8.4	9.6	4.7	<b>344</b>
<b>Total</b>	<b>39</b>	<b>525</b>	<b>95</b>	<b>79</b>	<b>41</b>	<b>779</b>

Table 6.2.1 presents data pertaining to the most liked social networking sites to watch tutorial videos. A total number of seven hundred seventy-nine responses were recorded for the same. A huge majority of responses, five hundred twenty-five, were in favor of YouTube. Out of this, 72.4% of responses were recorded from the female side and 63.4% from males. Facebook has got the second highest ninety-five responses. Out of this, 15.2% of males, and 8.4% were females. Instagram was the third choice with forty-one responses, 5.7% from the males' side and 4.7% from females.



**Table 6.2.2 the Most Liked SNSs to Watch Tutorial Videos Age Wise**

Age	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Below 25 Year	3.9	68.8	9.4	12.4	5.4	<b>459</b>
26-30 Year	6.2	63.4	13.1	10.3	6.9	<b>145</b>
31-35 Year	8.3	69.4	16.7	2.8	2.8	<b>72</b>
36-40 Year	4.8	61.9	28.6	4.8	0.0	<b>21</b>
41-45 Year	10.6	68.1	12.8	4.3	4.3	<b>47</b>
46-50 Year	0.0	53.8	15.4	15.4	15.4	<b>13</b>
Above 50Year	0.0	68.2	31.8	0.0	0.0	<b>22</b>
<b>Total</b>	<b>39</b>	<b>525</b>	<b>95</b>	<b>79</b>	<b>41</b>	<b>779</b>

Tables 6.2.2 show that out of five hundred twenty-five responses for YouTube, a maximum of 69.4% of respondents were from the age group of thirty-one to thirty-five years, followed by 68.8% from below twenty-five years and 68.2% from above fifty years. Out of ninety-five responses for a Facebook maximum, 31.8% were from the age group of above fifty years, followed by 28.6% from the age group of thirty-six to forty years and 16.7% from thirty-one to thirty-five. Instagram was the third choice, and maximum responses were recorded from the age group of forty-six to fifty years, followed by 12.4% from below twenty-five years and 10.3% from twenty-six to thirty years.

**Table 6.2.3 the Most Liked SNSs to Watch Tutorial Videos Category Wise**

Category*	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
UG	4.3	68.3	8.7	14.4	4.3	<b>208</b>
PG	4.7	68.6	9.9	10.6	6.2	<b>274</b>
MP	5.0	67.5	10.0	7.5	10.0	<b>40</b>
RS	5.6	64.5	15.0	9.3	5.6	<b>107</b>
TF	5.4	67.9	17.9	3.6	5.4	<b>56</b>
GF	0.0	75.0	25.0	0.0	0.0	<b>20</b>
NTE	8.7	60.9	23.9	4.3	2.2	<b>46</b>
NTO	7.7	61.5	23.1	7.7	0.0	<b>13</b>
SM	6.7	66.7	6.7	13.3	6.7	<b>15</b>
<b>Total</b>	<b>39</b>	<b>525</b>	<b>95</b>	<b>79</b>	<b>41</b>	<b>779</b>

Table 6.2.3 indicate that out of five hundred twenty-five responses in favor of YouTube maximum of 75% of responses were received from guest faculty members, followed by 68.6% from postgraduate and 68.3% from the undergraduate category. The second maximum responses were recorded in favor of Facebook, and out of these, 25% were received from guest faculty, 23.9% from non-teaching employees, and 23.1% from non-teaching officers. Instagram was the third choice in 14.4% of responses from undergraduates, followed by 13.3% from special members and 10.6% from postgraduates were recorded.

**Table 6.2.4 the Most Liked SNSs to Watch Tutorial Videos Discipline Wise**

Discipline	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Science & Technology	5.1	70.8	8.9	10.6	4.7	<b>236</b>
Social Science	4.6	69.8	11.6	8.4	5.6	<b>285</b>
Commerce & Management	4.8	59.7	14.6	15.3	5.6	<b>124</b>
Arts & Humanities	6.0	63.4	17.2	8.2	5.2	<b>134</b>
<b>Total</b>	<b>39</b>	<b>525</b>	<b>95</b>	<b>79</b>	<b>41</b>	<b>779</b>

Table 6.2.4 reveals that out of five hindered twenty-five responses maximum of 70.8% from the science & technology discipline, those considered YouTube as the most suitable SNSs to watch tutorial videos. The respondents of social science, commerce & management were given 69.8% and 59.7% responses for the same. The second choice Facebook has got maximum responses of 17.2% from the arts & humanities discipline, followed by commerce & management, 14.6%, and 11.6% from the social science discipline. The third choice of respondents to watch tutorial videos on Instagram got maximum responses of 15.3% from commerce & management, followed by 10.6% from science & technology and 8.4% from social science discipline.

**The Most Liked Social Media to Obtain URL Link**

**Table 6.3.1 the Most Liked Social Media to Obtain URL Link Gender Wise**

Gender	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Male	7.7	25.9	26.2	14.3	25.9	<b>428</b>
Female	7.1	31.8	19.3	13.4	28.5	<b>337</b>
<b>Total</b>	<b>57</b>	<b>218</b>	<b>177</b>	<b>106</b>	<b>207</b>	<b>765</b>

Table 6.3.1 shows data pertaining to the most liked social media to obtain the URL link of a particular document. It is indicated that seven hundred sixty-five responses were recorded from the respondents. Out of these 765 responses, four hundred twenty-eight responses were received from males and three hundred thirty-seven from females. The maximum number of responses was two hundred eighteen in favor of YouTube and out of these, 31.8% of responses were from females and 25.9% responses from males. The second choice of the most preferred social media platform to obtain the URL link of the document is different from Facebook, Instagram, and Twitter. After YouTube, maximum responses were recorded in favor of any other option, i.e., two hundred seven. Out of these 207 responses, 28.5% were female, and 25.9% were males. Facebook emerged as the third choice to obtain a URL link with one hundred seventy-seven responses. A maximum of 26.2% of responses were recorded from males and 19.3% from females.

**Table 6.3.2 the Most Liked Social Media to Obtain URL Link Age Wise**

Age	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Below 25 Year	7.3	28.4	16.5	15.6	32.3	<b>437</b>
26-30 Year	8.5	24.8	24.8	17.0	24.8	<b>153</b>
31-35 Year	11.1	31.9	33.3	8.3	15.3	<b>72</b>
36-40 Year	10.0	25.0	45.0	5.0	15.0	<b>20</b>
41-45 Year	4.3	41.3	32.6	6.5	15.2	<b>46</b>
46-50 Year	0.0	38.5	23.1	15.4	23.1	<b>13</b>
Above 50Year	0.0	16.7	66.7	0.0	16.7	<b>24</b>
<b>Total</b>	<b>57</b>	<b>218</b>	<b>177</b>	<b>106</b>	<b>207</b>	<b>765</b>

Table 6.3.2 presents data about the most favorite social media to obtain the URL of a document which indicates the most preferred social media is YouTube for the said purpose. Two hundred eighteen responses were given for the same, and out of these maximum, 41.3% were recorded from the age group of forty-one to forty-five, followed by 38.5% from forty-six to fifty years and 31.9% from thirty-one to thirty-five years. The second choice opted for any other platform according to the responses, i.e., two hundred seven. Out of these maximum, 32.3% were from the age group of below twenty-five years, followed by 24.8% from twenty-six to thirty and 23.1% from the age group of forty-six to fifty years. Facebook emerged as a third choice to obtain URL links, and a maximum of 66.7% of responses were recorded from the age group above fifty years, followed by 45% from thirty-six to forty years and 33.3% from the age group of thirty-one to thirty-five years.

**Table 6.3.3 the Most Liked Social Media to Obtain URL Link Category Wise**

Category*	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
UG	9.6	25.8	12.0	17.2	35.4	<b>209</b>
PG	7.8	31.1	17.9	14.8	28.4	<b>257</b>
MP	9.8	24.4	26.8	4.9	34.1	<b>41</b>
RS	4.7	26.4	30.2	18.9	19.8	<b>106</b>
TF	1.7	36.7	35.0	5.0	21.7	<b>60</b>
GF	9.1	40.9	31.8	4.5	13.6	<b>22</b>
NTE	4.5	18.2	59.1	6.8	11.4	<b>44</b>
NTO	18.2	18.2	45.5	9.1	9.1	<b>11</b>
SM	6.7	33.3	26.7	13.3	20.0	<b>15</b>
<b>Total</b>	<b>57</b>	<b>218</b>	<b>177</b>	<b>106</b>	<b>207</b>	<b>765</b>

Tables 6.3.3 reveal data about the most suitable social media platform to obtain the URL link of the document, which indicates category-wise that the maximum responses were 40.9% received from the guest faculty, followed by 36.75 from teaching faculty, and 33.3% from the special members. A maximum of 35.4% from the undergraduate category, followed by 34.1% from MP and 28.4% from the postgraduate category, choose any other option as a second choice instead of Twitter, Facebook, and Instagram. Facebook was selected as the third choice to obtain URL links. A maximum of 59.1% from the non-teaching category, 45.5% from not-teaching officers, and 35% of teaching faculty members responded in favor of Facebook.

**Table 6.3.4 The Most Liked Social Media to Obtain URL Link Discipline Wise**

Discipline	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Science & Technology	8.9	30.4	19.8	25.5	25.5	<b>247</b>
Social Science	7.0	30.7	26.7	24.8	24.8	<b>270</b>
Commerce & Management	4.3	20.0	21.7	33.0	33.0	<b>115</b>
Arts & Humanities	8.3	27.8	23.3	29.3	29.3	<b>133</b>
<b>Total</b>	<b>57</b>	<b>218</b>	<b>177</b>	<b>207</b>	<b>207</b>	<b>765</b>

Table 6.3.4 shows almost equal responses, 30.7% by social science discipline respondents and 30.4% responses by science & technology discipline given in favor of YouTube as the most suitable social media to obtain URL links of the document. As the second choice of the respondent, maximum responses were given in favor of any other option, i.e., 33% from commerce & management, followed by 29.3% from arts & humanities and 25.5% from science & technology. Facebook was selected as the third choice, and 26.7% were responses given by the social science discipline, followed by 23.3% by arts & humanities, and 21.7% by commerce & management.

### The Most Liked Social Media Platform to Obtain New Arrival Alert

**Table 6.4.1 the Most Liked Social Media Platform to Obtain New Arrival Alert Gender Wise**

Gender	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Male	12.7	25.1	27.7	19.1	15.5	<b>466</b>
Female	9.8	34.9	13.9	22.9	18.5	<b>367</b>
<b>Total</b>	<b>95</b>	<b>245</b>	<b>180</b>	<b>173</b>	<b>140</b>	<b>833</b>

Data pertaining to the most liked social media platforms to obtain new arrival alert shows that eight hundred thirty-three responses were recorded from the respondent as indicated in table 6.4.1. Out of these, four hundred sixty-six responses were from males and three hundred sixty-seven from females. YouTube is considered the first choice with two hundred forty-five responses. The responses of females were 34.9% and male 25.1%. Facebook emerged as the second choice of respondents with one hundred eighty responses. A maximum of 27.7% of responses were from male respondents and 13.9% from females. Instagram is the third choice with one hundred seventy-three responses, 22.9% responses from females and 19.1% from males.

**Table 6.4.2 the Most Liked Social Media Platform to Obtain New Arrival Alert Age Wise**

Age	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Below 25 Year	11.5	30.3	12.9	26.2	19.1	<b>488</b>
26-30 Year	11.5	25.0	25.6	18.6	19.2	<b>156</b>
31-35 Year	15.1	30.2	36.0	10.5	8.1	<b>86</b>
36-40 Year	10.5	21.1	52.6	5.3	10.5	<b>19</b>
41-45 Year	10.6	38.3	38.3	2.1	10.6	<b>47</b>

46-50 Year	0.0	23.1	30.8	23.1	23.1	<b>13</b>
Above 50Year	4.2	29.2	58.3	8.3	0.0	<b>24</b>
<b>Total</b>	<b>95</b>	<b>245</b>	<b>180</b>	<b>173</b>	<b>140</b>	<b>833</b>

Tables 6.4.2 reveals that out of two hundred forty-five responses in favor of YouTube and out of these maximum, 38.3% were from the age group of forty-one to forty-five, followed by 30.3% from below twenty-five years and 30.2% from the age group of thirty-one to thirty-five year age group recorded. The second choice Facebook got maximum responses of 58.3% from the age group above fifty years, followed by 52.6% from thirty-six to forty and 38.3% from the age group of forty-one to forty-five years. The Instagram third choice of the respondents received maximum responses from the age group below twenty-five years, i.e., 26.2%, followed by 23.1% from the age group of forty-six to fifty years and 18.6% from twenty-six to thirty years.

**Table 6.4.3 the Most Liked Social Media to Obtain New Arrival Alert Category Wise**

Category*	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
UG	11.5	24.2	12.8	30.4	21.1	<b>227</b>
PG	13.2	34.1	14.3	20.9	17.4	<b>287</b>
MP	9.8	31.7	19.5	19.5	19.5	<b>41</b>
RS	8.7	26.1	32.2	17.4	15.7	<b>115</b>
TF	4.9	32.8	44.3	3.3	14.8	<b>61</b>
GF	16.7	33.3	37.5	8.3	4.2	<b>24</b>
NTE	14.6	27.1	39.6	14.6	4.2	<b>48</b>
NTO	8.3	25.0	50.0	8.3	8.3	<b>12</b>
SM	11.1	27.8	22.2	22.2	16.7	<b>18</b>
<b>Total</b>	<b>95</b>	<b>245</b>	<b>180</b>	<b>173</b>	<b>140</b>	<b>833</b>

Table 6.4.3 shows out of two hundred forty-five responses in favor of YouTube as the most suitable social media platform to receive new arrival alert maximum of 34.1% responses from the postgraduate category, followed by 33.3% from guest faculty and 32.8% from teaching faculty, were recorded. The second most preferred choice Facebook got out of one hundred eighty responses maximum of 50% from non-teaching officers, followed by 44.3% from teaching faculty and 39.6% from the non-teaching employees' category. The most liked social media platform to receive a new arrival alert, Instagram is the third choice of the respondents, got one hundred seventy-three responses. Out of these maximum, 30.45% of responses were received from undergraduates, followed by 22.2% from special members and 20.9% from the postgraduate category respondents.

**Table 6.4.4 the Most Liked Social Media Platform to Obtain New Arrival Alert Discipline Wise**

Discipline	Social Networking Sites					Total
	Twitter	YouTube	Facebook	Instagram	Any Other	
Science & Technology	11.9	29.5	19.9	22.6	16.1	<b>261</b>
Social Science	11.2	31.3	23.1	18.0	16.3	<b>294</b>
Commerce & Management	12.2	21.6	23.0	25.9	17.3	<b>139</b>
Arts & Humanities	10.1	33.1	20.1	18.0	18.7	<b>139</b>
<b>Total</b>	<b>95</b>	<b>245</b>	<b>180</b>	<b>173</b>	<b>140</b>	<b>833</b>

Table 6.4.4 reveals that out of two hundred forty-five responses for YouTube as the most suitable social media platform to receive a new arrival alert maximum of 33.1% responses were given by the respondents of arts & humanities discipline, followed by 31.3% from social science and 29.5% of science & technology discipline. Facebook is the second choice of the respondents for the purpose, and out of one hundred eighty responses maximum received from the respondents of a social science discipline was 23.1% and almost equal 23% from commerce & management, followed by 20.1% from the respondents of arts & humanities. Instagram is the third preference to obtain a new arrival alert, and out of one hundred seventy-three responses maximum of 25.9% got from the respondents of commerce & management, followed by 22.6% from science & technology and equally 18% from the respondents of social science and arts & humanities.

## 7. Findings of the study

It is found in the current study that YouTube is a leading social networking site among users. A maximum number of respondents, 35.7% of females and 28.7% of males, opined that YouTube is their favorite SNS. There is no difference in opinion age-wise. Young and old from the age group below 25 years and above 50 years equally, i.e., 33.3% like YouTube. It is also observed that huge numbers of respondents, 72.4% females and 63.4% males, like to watch tutorial videos on YouTube. Data indicates that maximum users want to receive URL link of a particular document on the YouTube social media platform, but the senior members from the age group above 50 years, 66.7%, wants to receive URL link on Facebook. A Majority of users want to obtain a new arrival alert on YouTube. The young generation from the age group below 25 years prefers YouTube, and the above 50-year age group prefers Facebook to obtain new arrival alerts.

## 8. Conclusion

In view of the findings, it is understandable that YouTube is a growing communication tool for libraries. Academic use of YouTube has increased during the COVID-19 period. When educational institutions were closed due to the pandemic, online classes, webinars, and meetings were organized through YouTube, and the use of YouTube for educational activities got larger. The collected data also indicate the same that the majority of users expect the number of essential library services through YouTube. No need to say that YouTube is a user-friendly, compatible, effective, and efficient social media platform.

Libraries should take it seriously and use it as a communication tool to provide library services. There is a need to depute social media specialists in the libraries for proper utilization of this growing technology.

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