

IMPACT OF SOCIAL MEDIA ON SCHOLARLY COMMUNICATIONS

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Abstract: Social media is now playing a very important part of our daily routine life and the emergence of various social media sites such as Facebook, YouTube, Twitter, WhatsApp group etc. allow scholarly communication to share and interact with each other with online mode. This paper is an attempt to find out the means through which scholarly communications are taking place through social media and networking. Social networking has become an integral part of all individuals and with the advancement of technological features, it has become more accessible. It has a great impact on all sectors and individuals are learning something new as new concepts are keeping on emerging. This paper aims to find out the impact of social media on scholarly communications

Keywords: Social media, scholarly communication, research work, Web 2.0, Social networking Sites (SNS)

Introduction:

Over the last two decades the use of social media websites has emerged as the most common activity of scholarly communications in the academic community. Most used social networking sites such as Facebook, YouTube, Twitter, WhatsApp group etc. offer today's student's portal for education, entertainment, communication and have grown exponentially in the recent years. Recent Technological advances in information communication have shifted communication from traditional channels to modern web based social networking sites.

Concept of Social Media:

The Core concept of Social media is exchange of ideas, sharing of information has become quite easier in the Internet based social media platform. It is a platform of websites and many applications to share information or create new innovative contents. Social networking has expanded all across the earth which has no boundaries. People having similar interests are able to connect all across the world through social networking. Therefore, today social media is a powerful technical tool for scholarly communication when it is used appropriately and efficiently. Social media can provide highly personalized and relevant information to keep up to date with latest development and research of related fields of scholars. **Osterrieder, Anne (2013)**

Some of the popular Social Networking Sites (SNS) are invaluable tools:

- Facebook
- Twitter
- You Tube
- Google
- Reddit
- Snapchat
- Pinterest
- Instagram
- Tumblr
- Flickr
- WhatsApp
- Skype
- Yahoo Messenger

Using Social media and Social networking sites have various positive and negative impact depending on its usage upon:

- Health (physical/ mental)
- Education
- Business
- Children (kids/ teens)
- Society
- Scholarly Communications. (Akram, W & Kumar, R. 2017)

It has made an impact on the educational performance of students either in schools, colleges or universities. Learning and doing assignments or projects have become very easy and effective with use of many interactive tools. At the same time students have become more dependent on these tools for their projects and assignments. This affects the thinking process of an individual and the usage of brains. Google gives answers to all types of queries due to which health issues are initially addressed by Google. If issues are not solved then one goes to the doctor for treatment. Such happenings are not at all recommended by certified doctors.

Gaining information about any disease and taking precautionary measures is good but taking medicines on your own is not recommended. Learning new skills has become easy as visual learning has a great impact on children. It improves their communication skills but excess use of social media by children can affect them physically and mentally. physical activities of children have been affected as they don't prefer to go out of the house to play.

Concept Of Scholarly Communication:

Traditionally the Scholarly communication concept has occurred in the Journals, articles, Conferences books. Simply Scholarly Communication define by University of Cambridge as "It is the process of Academies, Scholars and researchers sharing and publishing their research findings so that they are available to wider academic community and beyond "University of Cambridge (2022)

According to Association of College and Research Libraries (2003) "SC is the system through which research and other scholarly writings are created, evaluated for

quality, disseminated to the scholarly community, and preserved for future use.”

Research is an important aspect of academic and scholarly communications are a part of it. It is carried out by different means of communication by researchers and scholars. Journals, articles, thesis, dissertations, research papers, monographs and conference proceedings are included in scholarly communications. Social media has helped scholars to connect globally and share their research work and get feedback. Global outreach of the research literature is easily accessible through online mode. The advancement of Internet and web-based resources has had a major impact on SC and electronic resources and publications has greatly affected SC and also created many challenges for libraries.

Objectives:

The objectives of the study are:

- To find out the impact of social media on scholarly communications
- To identify the benefits of using the social media
- To identify the popular sites amongst scholarly communications

Research Methodology:

This research paper is based on the analysis of different research papers, data collected from online sources and Google search engine.

The Analysis:

To be at par with Web2.0, research scholars have to learn new skills- web skills, knowledge of social media, IT skills, Web 2.0 skills, networking skills. The scholars have to learn how to impart these skills in their research work through proper training. The use of various social media tools will enhance the future prospects of research work. Online collaboration would become more effective and efficient in the future.

The social media statistics from [https:// banklinko.com/social-media-users](https://banklinko.com/social-media-users) (Sept 2, 2021) are:

- Approximately 4.48 billion people are currently using social media worldwide.
- On an
- - 2 average a person spends 2 hours 24 minutes a day on social media
- There are 2.9 billion active users monthly on Facebook, followed by YouTube – 2.3 billion; WhatsApp billion; FB Messenger- 1.3 billion; We Chat- 1.2 billion
- 40% of internet users utilize social media for work purposes worldwide.

There will be a shift in the role of libraries and library services as the library has a significant role in the research work of SC.

Library services can be improved through SNS (Social Networking Sites) which may be helpful for research scholars. The study conducted by Feng and Gunilla (2011) concluded some interesting analysis:

- Use of instant messaging is decreasing with the increase of research years
- Those having more years of research experience have the lowest rate of reading

- online journals
- Web 2.0 tools is believed to be useful by 40% of researchers

The role of stakeholders is significant in the field of academic research. The five stakeholders who have contributed in the production of peer-reviewed literature are:

- Funders
- Organizations
- Scholars
- Publishers
- Libraries (Wolpert, A.J. 2013)

All of them have the equal role and responsibility to disseminate the knowledge by adopting honesty, integrity, ethics and transparency in the system (Vankataraman, G.1998). Libraries work in close connection with other stakeholders which includes marketing, subscription management, editorial management, acquisition, preservation and also be efficient in digital management to conduct the SC process effectively (Thomas, Sarah E. 2006)

Conclusion:

Many researchers have concluded that social media has both positive and negative impact in relatively all fields and it has affected the education of students drastically. This was chemically exploded with the onset of Covid-19. The lockdown period had made the students addicted to social sites and study and research had taken a back step. Though we all have learnt many new technologies during the lockdown period and made use of online resources for education and research.

The positive impact of social media sites allows users to access and share their ideas and multiple tasks in online mode/offline mode and also to connect with academic community and friends 24/7. On the other hand, many scientists suggest that scholars should avoid the addiction of SNS and make use of SNS to supplement their research work and Use carefully. Today's social media has emerged as a powerful technical tool and Scholarly communication has to understand about the positive and negative impacts of SNS and use them effectively. Libraries have to improvise the library services at par with Web 2.0 in order to provide online services to the scholarly communications keeping in view the validity of the information. Librarians and Information Officers have to take up this as a challenge as research scholars have access to all types of social media platforms and all these aspects would be a topic of research in coming years.

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