

Social Media for Information Dissemination in the Digital Era

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Structured Abstract:

Purpose: This study discussed social media for information dissemination in the digital era. Information dissemination is the process of communicating information through a defined channel and media in order to reach various target groups which can be done through social media. The current digital technology boom which is referred to as digital era is a period where a shift process occurs from industrial based to an information based economy using computer or other technology devices as medium or communication tool.

Design / Methodology / Approach: This study asserted that social media are online sites that are used in networking between one or more persons in the same networking dialogue. Social media are fast and convenient in information dissemination amongst persons in different location. Social media are interactive technologies that allow the creation or exchange of information, ideas, career interests, and other forms of expression via virtual communication and networks. Some examples of social media are blogs, collaborative projects, enterprise social networking, business networks, forums, microblogs, photo sharing, products/services review, social book marking, social gaming, social networks, video sharing and virtual worlds.

Findings: It was summarized in the study that social media platform are real time sites that disseminate information to information seekers within a second or few minutes interval depending on the network the individual is making use of at the time. The dissemination of information is most important and helpful for the development of social media community.

Practical Implications: It was suggested in the study that the internet providers should strengthen their services to provide fast and reliable internet connectivity from every corner of our community because all social networks are basically provided through internet, also social media users should make social network information more interesting by posting more informative content and desist from posting contents that are insightful to other users. An attractive discussion on interesting issues of new information may be organised among the media professionals to promote use of social networks for dissemination of information.

Keywords: Social Media, Information Dissemination, Social Networking, Technology, Digital Era.

Introduction

The current trend of digital driven age has got its fair share on social media which has gradually shifted information from print to electronic digital materials to make the world a global village and making information dissemination easier in the digital era. This has shape the behaviour of individual in information dissemination in the use of social media because of its rapid delivery of information within the shortest possible time prior to the print analogue era. Development in information technology has impacted on library services globally and Nigeria is not an exception. Within the last two decades, advancement in information and communication technologies (ICTs) has challenged the libraries in the 21st century technological revolution to key into the pursuit of new ways to meet their users' new demands and expectations. The need to provide information and reference services to various users or patrons has encouraged libraries and ventures into creation of many innovative services and media linking new technologies with traditional library information services.

The paradigm shift from bibliographic driven activities to technology driven service delivery system has been facilitated by internet driven web technology. The innovative activities and services based on the new trends on the information services delivery systems are anchored on Web 2.0 technology.

The Web 2.0 describes World Wide Web (WWW) sites uses technology beyond static pages of earlier Web sites. The term Web 2.0 technology was coined in 1999 by Darcy DiNucci and was popularized by Tim O'Reilly at the O'Reilly Media Web 2.0 conference in 2004. Web 2.0 sites allow users to interact and collaborate with one another in a social media dialogue as designers of user generated content in a virtual community, in difference to previous static web sites where people are limited to the passive viewing of content.

The social environment has evolve and as moved towards digital technology in the developing nations. Virtually every activities carried out presently are electronically based to a large extent, hence the necessity for librarians to fully avail themselves to social media networking to be in line with current realities and the dissemination of information. Thus information dissemination through social media takes speeding format that within a minute or seconds' information is passed to the receiver. This speed was brought about by the digital era. The digital era is a shift from analogue to electronic era.

The digital Era is a period where a shift process occurs from industrial based to an information based economy using computer or other technology devices as medium or communication. The Digital Revolution (also known as the Third Industrial Revolution) is the shift from mechanical and analogue electronic technology to digital electronics which began in the latter half of the 20th century, with the adoption and proliferation of digital computers and digital record-keeping that continues to the present day. Implicitly, the term also refers to the sweeping changes brought about by digital computing and communication technologies during this period. From analogous to the Agricultural revolution and industrial revolution, the Digital Revolution marked the beginning of the Information Age.

Central to this revolution is the mass production and widespread use of digital logic, MOSFETs (MOS transistors), integrated circuit (IC) chips, and their derived technologies, including computers, microprocessors, digital cellular phones, and the Internet. These technological innovations have transformed traditional production and business techniques which has made communication much informative within a shortest possible time.

Information Dissemination is the process of communicating information through a defined channel and media in order to reach various target groups. Information dissemination is regarded as any act by which one person gives to or receives information from other person about that person's needs, desires, perceptions, knowledge or affective status. Using Conferences, Meetings, Journals, Newspapers, Radio, Television and Video are medium of information dissemination. Phones, computers satellites and Internet are the technologies of information dissemination. With the increasing demand of information, people begin accessing information through different medium according to their own time. Dissemination is an information alerting services designed to keep individuals informed about the new developments in their particular field and interest. As such, Information Dissemination is the activity of conveying and spreading of one's ideas, knowledge through the exchange of thoughts through the use of social media. Thus information dissemination is the meaningful exchange of information between two or among a group of people.

Information Dissemination is mass production of knowledge through publishing companies or others that may help mass distribution of knowledge in some physical or electronic form (social media). In the past, information had been disseminating in the form of books or documents. But as of now, information production is accelerated by posting the information through social media. It speeds up the transfer of information globally at a rapid rate which may take only a minute or second by social electronic media from one place to another.

Social Media: Conceptual Explanation

Social media are online sites that are used in networking between one or more persons in the same networking dialogue. Social media are fast and convenient in information dissemination amongst persons in different location. Social media has continuously being used as convenient media for information dissemination in today's world. The media is also being used to communicate, share and interpret information of any kind. Thus, social media is described as a platform that comprises several actors, all working in the communication process. Social media involves new strands of media involving interactive participation. Social media can be described as the computer-mediated tools and platform designed to create profiles, make explicit and traverse relationships. From the above it is clear that once the term social media comes to mind, certain keys thoughts such as a medium for online interaction among others.

Social media is a web-based application that creates functionality for sharing, relationships, group, conversation and profiles. More so, there are certain basic characteristics of the social media, one of the most noticeable feature is the seeming freedom that comes with the use of social media to the extent that users do no longer wait for the government to make official statements, instead, they turn into various social media platforms such as Twitter, YouTube, Instagram, ZOOM, WhatsApp, Facebook, blogs to gain access, to provide or to share information.

Social media are interactive technologies that allow the creation or exchange of information, ideas, career interests, and other forms of expression via virtual communication and networks. These arise due to social media services currently available in all spheres of life, there are some common features of social media:

1. They are interactive Web 2.0 internet based applications.
2. They are associated with User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions are the lifeblood of social media.
3. Users create service specific profiles for their website or app that are designed and maintained by the social media organisation.
4. Helps the development of online social networks by connecting user's profile with those of other individuals or groups.

Social media users usually access social media services via web-based apps on desktop, and laptops, or download services that offer social media functionality to their mobile devices (e.g. smart phones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, participate, and modify user-generated content or self-curate content posted online. Social media are also used to document memories; learn about and explore things; advertise one; and form friendships along with the growth of ideas from the creation of blogs, podcasts, videos, and gaming sites. Some of the most popular social media websites, with over 100 million registered users, include Facebook, ZOOM, instagram, TikTok, WeChat, QZone, Twitter, Weibo, Tumbir, Baidu, and LinkedIn. Other popular social media platforms service are YouTube, QQ, Telegram, WhatsApp, Snapchat, Pinterest, QQ, Viber, Reddit, Discord, VK, Microsoft Teams while Wikis are example of collaborative content creation.

Historical Development of Social Media

Social media may have roots in the 1840s introduction of the telegraph, which connected the United States. However the early computing begins within the 1960s.

The Plato system was launched in 1960, after being developed at the University of Illinois and subsequently commercially marketed by Control Data Corporation. It offered early forms of social media features with 1973 era innovations such as Notes, Plato's message forum application; Term-talk, its instant messaging feature; Talkomatic, and perhaps the first online chat room; News Report, a crowd sourced online newspaper, and blog; and Access Lists, enabling the owner of a note file or other application to limit access to a certain set of users, for example, only friends, classmates, or co-workers.

Arpanet, which first came online in 1967, had by the late-1970s developed a rich cultural exchange of non-government / business ideas and communication, as evidenced by the network etiquette (or netiquette) described in a 1982 handbook on computing at MIT's Artificial Intelligence Laboratory. Arpanet evolved into the Internet following the publication of the first Transmission Control Protocol (TCP) specification, RFC 675 (Specification of Internet Transmission Control Program), written by Vint Cerf, Yogen Dala and Carl Sunshine in 1974. This became the foundation of Usenet, conceived by Tom Truscott and Jim Ellis in 1979 at the University of North Carolina at Chape; Hill and Duke University, and established in 1980.

A precursor of the electronic bulletin board system (BBS), known as Community Memory, had already appeared by 1973. True electronic BBSs arrived with the Computer Bulletin Board System in Chicago, which first came online on February 16, 1978. Before long, most major cities had more than one BBS running on TRS-80, Apple II, Atari, IBM PC, Commodore 64, Sinclair, and similar personal computers. The IBM PC was introduced in 1981, and subsequent models of both Mac computers and PCs were used throughout the 1980s. Multiple modems, followed by specialized telecommunication hardware, allowed many users to be online simultaneously. CompuServe, Prodigy and AOL were three of the largest BBS companies and were the first to migrate to the Internet in the 1990s. Between the mid-1980s and the mid-1990s, BBSes numbered in the tens of thousands in North America alone. Message forums (a specific structure of social media) arose with the BBS phenomenon throughout the 1980s and early 1990s. When the World Wide Web (WWW, or 'the web') was added to the Internet in the mid-1990s, message forums migrated to the web, becoming Internet forums, primarily due to cheaper per-person access as well as the ability to handle far more people simultaneously than telco modem banks.

Digital imaging and semiconductor image sensor technology facilitated the development and rise of social media. Advances in metal-oxide-semiconductor (MOS) semiconductor device fabrication, reaching smaller micron and then sub-micron levels during the 1980s–1990s, led to the development of the NMOS (n-type MOS) active-pixel sensor (APS) at Olympus in 1985, and then the complementary MOS (CMOS) active-pixel sensor (CMOS sensor) at NASA's Jet Propulsion Laboratory (JPL) in 1993. CMOS sensors enabled the mass proliferation of digital cameras and camera phones, which bolstered the rise of social media.

Social Media in the 20th Century

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet.

The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.

By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's.

The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today.

Social Media Today

After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches.

Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive.

Social Media Types

This will be discussed in three fold that is types of social media, Types of Social Networking Sites and Types of Social Networking Services as this various terms are used variously in the study.

Types of Social Media

Social media is simply the ability to bring individuals together to share idea, information, and knowledge with each other, as this would suggest that fundamentally different technologies like the telegram and telephone are also social media. The terminology is unclear, with some early researchers referring to social media as social networks or social networking services in the mid 2000s.

Social media is forms of electronic communication (such as websites for social networking and microblogging) through which users creates online communities to share information, ideas, personal messages, and other content, such as videos. While the variety of evolving stand-alone and built-in social media services makes it challenging to define them. The following are the types of social media:

1. Blogs
2. Collaborative projects
3. Enterprise social networking
4. Business networks
5. Forums
6. Microblogs,
7. Photo sharing
8. Products / services review
9. Social book marking
10. Social gaming
11. Social networks
12. Video sharing and
13. Virtual worlds

Types of Social Networking Sites

Social networking has been used around the world. It is the simple act of expanding the number of people you know by meeting your friends' friends, their friends' friends and so on. In fact, many individual today use Twitter, WhatsApp, Instagram and Facebook to promote their existing and upcoming businesses. There are many types of social media network which includes the following but not limited to them, they are Facebook, Zoom, Instagram, TikTok, WeChat, Twitter, Weibo, Tumblr, Baidu, and LinkedIn. Other popular social media platforms service are YouTube, QQ, Telegram, WhatsApp, Bigo Live, Snapchat, Pinterest, QQ, Viber, Reddit, Discord, VK, Microsoft Teams and so on. Some of these social media networks will be discussed below:

Facebook: this was founded by Mark Zuckerberg and his friend in 4th February, 2004. It can be accessed from large range of devices with internet connectivity such as desktop computer, Laptop, Tablet computer and smartphone. To access Facebook.com, you must create an account on the site which is free. Facebook's terms of use stated that members must

be at least 16 years old with valid email ID. After updating your details, your Facebook profile is generated. Number of active users per month 1.59 billion approximately and it is most popular Social Networking site of the world. Using Facebook.com you can:

- ❖ Browse and join networks, which are organized into four categories: regions, colleges, Workplaces and high schools. Pull contacts from a Web-based e-mail account into Facebook.com.
- ❖ Find friends in several ways including search engine to look for a specific
- ❖ Person and many more.

WhatsApp: this messenger is a freeware, cross-platform and end to end encrypted instant messaging application for smart phones. it uses the internet to make voice call , one to one video calls; send text message, image, GIF, Videos, documents, user location, audio files, phone contact and voice notes to other using standard cellular mobile numbers. It also links a feature called status, which allows users to upload photos and videos to entire day feed that by default, it is visible to all contacts; similar to snap chat, Facebook and Instagram stories.

YouTube: this platform was founded by Chad Hurley, Steve Chen, and Jawed Karim, who were all early employees of PayPal. It is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. The service was started as an independent website in 2005 and was acquired by Google in 2006. Videos that have been uploaded to YouTube may appear on the YouTube website and can also be posted on other websites, though the files are hosted on the YouTube server. The slogan of the YouTube website is "Broadcast Yourself." It is the second most popular number of active users per month: 1000 million approximately.

Wechat: This is an all-in-one communications app for messaging and calling (similar to WhatsApp) that enables you to connect with the people of your choice. It was also developed by Tencent in China and can easily work alongside QQ. As per the BI intelligence report the numbers of WeChat users are fast catching up with the number of WhatsApp users. Number of active users per month: 889 million approximately.

Tencent QQ: this platform is popularly known as QQ, is an instant messaging (chat-based) social media platform. It became international (with more than 80 countries using it), after it was launched in China. It can be used to stay in touch with friends through texts, video calls and voice chats. It even has a built-in translator to translate your chats. There are a Number of active users per month: 853 million approximately.

Instagram: this is a mobile, desktop, and internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. It was created by Kevin Systrom and Mike Krieger, and launched in October 6, 2010 as a free mobile app exclusively for the iOS operating system. A version for Android devices was released two years later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Window 10 in April 2016 and October 2016 respectively. It can be share them on several social networking sites such as Facebook, Twitter, Flickr and Tumblr. And also user can share short videos to others.

Tumblr: this is a micro blogging and social networking website founded by David Karp in 2007, and owned by Yahoo since 2013. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs. Bloggers can also make their blogs private. For bloggers, many of the website's features are accessed from a "dashboard" interface. The dashboard allows user to upload texts posts, image, video and quotes which has click of a button displayed at the top of the dashboard.

Twitter: this is a very simple service that is rapidly becoming one of the most talked-about of social networking service providers. When you have a Twitter account, you can use the service to post and receive messages to a network of contacts, as opposed to send bulk email messages. You can build your network of contacts, and invite others to receive your Tweets, and can follow other members' posts. Twitter makes it easy to opt into or out of networks. Additionally, you can choose to stop following a specific person's feed.

Snapchat: this app is centered on private, person-to-person photo sharing. New features, including the ability to send short videos, communicate via video chat, and saving necessary chat information through a press on a message, were added through later updates. In October 2013, it introduced a "My Story" feature, letting users compile snaps into chronological storylines accessible to all of their friends. The Stories functionality was later expanded to "Live Stories", letting users at on-location events contribute snaps to a curated story available to all Snapchat users. In January 2015, Snapchat introduced "Discover", a designated area within the app focused on ad-supported short-form content from major publishers.

Skype: is an instant messaging app that provides online text message and video chat, services. Users may transmit both text and video messages and may exchange digital documents such as images, text, and video. Skype allows video conference calls. First released in August 2003, Skype was created by the Swede Niklas Zennström and the Dane

Janus Friis, in cooperation with Ahti Heinla, Priit Kasesalu, and Jaan Tallinn, Estonians who developed the backend that was also used in the music-sharing application Kazaa. And there are a Number of active users per month: 290 million approximately.

Viber: this is a free, cross-platform instant messaging and voice over IP (VoIP) application that was first developed and popularized by the Israeli company Viber Media that was bought by the Japanese multinational company Rakuten. In addition to instant messaging, users can exchange images, video and audio media messages by sending files to each other. As of December 2016, Viber had 800 million registered users. There are a Number of active users per month: 260 million approximately.

LinkedIn: this is an online social network for business professionals, which is designed specifically for professional networking to help them find a job, discover sales leads, connect with potential business partners. Unlike most of the other social networks, LinkedIn does not focus on making friends or sharing media, like photos, videos and music. To start using LinkedIn you need to register and create a profile page. To register to LinkedIn, you need to provide personal information. You can update the profile with your education and job details and a summary. Additionally, you can also send and receive recommendations from coworkers and bosses. There are more than 75 million professionals registered on LinkedIn. And there are a Number of active users per month: 106 million approximately.

Meetup: this is an online social networking portal that facilitates offline group meetings in various localities around the world. It makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. More than 2,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities. And there are a Number of active users per month: 100 million approximately.

Bigo Live: this is a social live and video stream of application, and it was launched in March 2016 by a Singapore-based fastest growing internet company named Bigo Technologies. It is a tool of social networking sites which has connects through lives videos with others. And also the most popular video broadcasting on the mobile platform with which can starts any user live stream and watch videos of the talented performer. After registered and logged-in user can check out the most popular going on broadcast, and a broadcaster can take one or two viewers on a live call. Watch and upload live videos from anywhere at any place.

Flixster: this was an American social movie site for discovering new movies, learning about movies and meeting others with similar tastes in movies. And it was found by John Greenstein USA in June 2007 (<https://en.m.wikipedia.org>). This application has supported for different social networking sites like Facebook, MySpace, Bebo and Orkut. And also a mobile and desktop platforms application, which allow user to access movie through iPhone, Android mobiles phones, Windows Phone and Blackberry

Social media and social networking sites have improved information dissemination rapidly in the past eight years. More individuals are becoming social media conscious and are making use of this digital technology every day through their computer, laptops and smartphones. This is so, because of the growing awareness of individual across all spheres of life.

Types of Social Networking Services

This section highlights the current range of social networking services available online, and outlines two main formats, as: sites that are primarily organised around users' profiles and those that are organised around collections of content. However, it is important to remember that services differ and may be characterised by more than one category. Users are also quite happy to modify the intended use of platforms to suit their own interests –for example, sites that are primarily profile focused may be used by individuals to showcase media collections or be used as workspace for particular topics or events. Educators setting up private groups in order to make use of collaborative space and tools are a great example of how social networking services can be modified for users' own ends.

Profile-based SNS: Profile-based services are primarily organised around members' profile pages – pages which primarily consist of information about an individual member including their picture, interests, likes and dislikes. Bebo, Facebook and MySpace, are all good examples of this SNS. Users develop their space in various ways, and can often contribute to each other's spaces – typically leaving text, embedded content or links to external content through message walls, and comment or evaluation tools. Users often include third-party content (in the form of "widgets") in order to enhance their profiles, or as a way of including information from other web services and social networking services.

Content-based SNS: In these services, the user's profile remains an important way of organising connections but plays a secondary role to the posting of content. Photo-sharing site Flickr is an example of this type of service, one where groups and comments are based around pictures. There are many people who have "empty" Flickr accounts – people who

have signed up to the service in order to view their friends' or families' permission-protected pictures. Other examples of content-based communities include YouTube.com for video-sharing and music where the content is arranged by software that monitors and represents the music that users listen to. In this instance, content is generated by the user's activity. The act of listening to audio files creates and updates profile information (recently listened to). This in turn generates data about an individual user's, neighbours' people who have recently listened to the same kind of music.

White-label SNS: Most social networking services offer some group-building functionality, which allows users to form their own mini-communities within sites. Platforms such as People Aggregator (www.broadbandmechanics.com) and Ning, which launched in 2004, offer members a different model, based on the creation and membership of users' own social networking sites. These sites offer members the opportunity to create and join communities. This means that users can create their own mini-MySpaces, small-scale social networking sites that support specific interests, events or activities. Setting up and running a social networking service also means increased responsibility/liability of the individual creator or host for onsite activity.

Multi-User Virtual Environments: Sites such as Second Life and World of War craft, online virtual environments, allow users to interact with each other's avatars, a virtual representation of the site member. Although the users have profile cards, their functional profiles are the characters they customise or build and control. Friend's lists are usually private and not publicly shared or displayed.

Mobile SNS: Many social network sites, e.g. MySpace and Twitter, offer mobile phone versions of their services, allowing members to interact with their friends via their phones. Increasingly, too, there are mobile-led and mobile-only communities, which include profiles and media sharing just as with Web-based social networking services. MYUBO, for example, allows users to share and view video over mobile networks.

Micro-Blogging: Micro-blogging services such as Twitter and Jaiku allow you to publish short (140 characters, including spaces) messages publicly or within contact groups. They are designed to work as mobile services, but are popularly used and read on the Web as well. Many services offer status updates|| short messages that can be updated to let people know what mood you are in or what you are doing. These can be checked within the site, read as

text messages on phones, or exported to be read or displayed elsewhere. They engage users in constantly updated conversation and contact with their online networks.

Social Search: Social search engines are an important web development which utilizes the popularity of social networking services. There are various kinds of social search engine, but sites like Wink and Spokes generate results by searching across the public profiles of multiple social network sites, allowing the creation of Web-based "dossiers" on individuals. This type of people search cuts across the traditional boundaries of social network site membership, although any data retrieved should already be in the public domain.

Features of Social Media

Social media sites are springing up by the day. This is necessitated by the fact that social media is the fastest way of sharing information amongst many at the same time. The awareness of social media is growing with each passing day hence is wide spread use across all spheres of life choosing career. There are scores of social media site, which provides different services, have different fan followings and enjoy very distinct identity, still they all share some common characteristics. The following are some of the key features of social media:

- 1. Provide free web space:** Members of these sites don't need to own or share web servers. They can publish their content on the free space provided by these sites.
- 2. Provide free web address:** Members are allotted a unique web address that becomes the web identity of an individual or a business. It can be used to identify, connect and share content.
- 3. Ask members to build profiles:** These sites require members to build their profiles. Information entered in the profiles is used to connect friends and contacts, and build networks that connect people with similar likes and interests across the world.
- 4. Encourage members to upload content:** These sites allow members to upload text messages, photographs, audio and video files. All posts are published in in descending order with the last post coming first. Most important, all content is published in real time, and can be read, viewed or shared instantly.
- 5. Allow members to build conversations:** Members can browse content and comment upon it. By doing so, social media sites allow members to engage in conversations that increase engagement.
- 6. Allow live chats:** Several social media sites have chat clients that enable members to chat with each other in real time.

7. **Direct Messaging facility:** Several social media sites provide direct messaging facility to their members. This allows members to send private messages, which can be read or viewed only by those for whom the message is intended.
8. **Provide tagging alerts:** Most social media sites alert members through e-mail or in site notifications whenever they are tagged in a message or in a photograph.
9. **Enable members to create unique pages:** On some social media sites, members can create theme-based pages. The pages can then be used to post articles or photographs related to a theme. The pages can also be used to promote businesses.

Understanding Information Dissemination

Information dissemination is to distribute or broadcast information. This is referred to as an active distribution and the spreading of information of all kinds to the users or those audiences that deserve it. Information dissemination is the distribution of information to the users depending on their choice and interest. One of the aims might be to offer services such as counsel, appointment, practical help, information, promotion and community education. Besides, information is a factor designed to educate and inform the focused groups of users on social, economic and educational issues to solve problems and provide opportunities of interest to them. It requires systematic planning, collection, organization, and storage of information for its delivery to the target. Only persons of these societies and countries of the world are just really developing who is generating, applying, disseminating new information or existing knowledge for the socio-economic development of the people. Information plays an important and major role in the advancement of existing knowledge, decision-making and transfer of knowledge.

Information dissemination as associated with the development of digital technology as help in the easiest task for dissemination of information and also searching and accessed by the user and provider. While social community information application such as Facebook, WhatsApp, and Google+, Email, etc. are the most effective and helpful means of tools for collecting and disseminating of information. As a media Professionals, it is easy and helpful to access information truthfully, such as photos, videos and audio which are most efficient for their professionals work through internet. The society's requirements of information, health awareness, public emergency alerts, and economics status are performing linkage between information providers and searcher or user who are helped by the social network. It gives information to the user at the right time to help them be informed about happenings around them.

In the case of emergencies, the public need for information has more increase and managing the situation may require collaboration between information seekers and providers. The numbers of factual information value has more increase in information society. Any kind of information has become knowledge to individual and group in a community. Information dissemination needs to be well understood before it is share to others, because all information need to be collected, organized and disseminate at the right time to the right persons. The media professionals' share of information should be accurate, reliable and truthful to the users. Information dissemination is very important to information seekers. As such, the following points may be considered for the need of disseminating information:

1. **Decision:** Information is often disseminated to the users to give more progress in their knowledge base and subsequently it provides better decision for the future.
2. **Awareness:** Information is over and over again disseminated in order to educate, describe or promote a concept, process or principle.
3. **Response:** Sometimes information is disseminated for further information to be generated or be used to validate something
4. **Co-operation:** If information is often disseminated in order for a group of individuals to share benefit knowledge which help for collaboration and it is a linkage of communication.
5. **Promote results:** Special occasions have to ensure a wide dissemination of its projects' results of activities.
6. **To promote Technological exchange:** Specials occasions have to ensure that applicable technology can be transferred to wider audiences.

Using Social Media for Information Dissemination

The library as an organisation is a collection of information resources with the specific purpose of obtaining, preserving and making available recorded knowledge. The efficiency and effectiveness of the library as a tool of research and learning is determined by the success of providing patrons with relevant and timely information. Previously, libraries measured their successes based on completeness and balance of collection. However, in recent times, the focus has changed towards social media (digital technology) driven services.

Social media is a very broad term that includes a wide variety of media vehicles. It is the “how” of how we socialize on the new Web 2.0. It is the vehicle we use to share information with our social network, and it includes all social networking sites such as Facebook, Twitter, YouTube and LinkedIn. These are among the most popular social media sites. Facebook (as of April 2021) has reached 950 million members and comes in as the number one social

networking site. There are many other social media sites and they use a wide variety of formats. For example, Blogger and WordPress are two of the most popular general blogging sites. The possibilities are endless depending on the information being exchanged and the intended audience. Social media covers all the tools we use for social networking. Social media are used for social networking purposes to disseminate information to the public. These are used by the library in the social networking wall mostly to:

- announce programmes of the library;
- give patrons the opportunity to ask questions pertaining to the use of the library;
- teach basic search tools;
- paste new arrivals like books on the wall to inform the library community;
- send brief updates to patrons;
- ask a Librarian; i.e. make enquiries

Thus, a social networking site presents some important opportunities to libraries to market their services particularly reference and information services as discussed below:

Reference Services consist of 1) finding needed information for the users, or assisting the users in finding such information, 2) instruction in library use, consisting of helping users learn the skills they need to find and use library materials, 3) guidance, in which users are assisted in choosing library materials appropriate to their educational, informational, or recreational needs. In addition to these, direct reference service, reference librarians provide indirect services. These include building and maintaining a collection of bibliographic tools and other information sources, participating in cooperative programs to provide users access to resources outside the library and various administrative activities.

The use of social networking tools enable librarians to identify library patrons on the social cyberspace and pro-actively provide the type of information that would normally result from reference service. Social networking tools are not only being used as a vehicle for promoting services, programs and new resources but they are also used for reference service. Patrons can use tools like Ask a Librarian, WeChat and twitter to ask questions in “real time” and this will assist in promoting the library as a relevant, efficient and helpful place. Social networking tools like Instant Messaging (IM), Voice over Internet Protocol (VoIP) could be used to achieve a successful and sustainable reference services in an online social space by engaging in an online face-to-face interaction. This is particularly useful for distance patrons who may call in from any part of the country with reference queries. Reference interaction

has always been a conversation moving towards reference in the social environment therefore a natural development that has been shown to be not only practically viable, but also to benefit the researcher. Using social networking tools for making the reference act a participatory one means that the client can be served by multiple sources and a variety of authoritative, scholarly perspectives resulting in an enriching wealth of information and experience. It was observed that for librarians to effectively deploy these social media for reference purposes they must be versatile and knowledgeable in different subject fields to be able to match patrons with desired information.

Today, libraries are using the latest technologies and trends to make their services popular and user friendly. The concept of a library as a physical place where one can visit to get information is rapidly changing to that of a social cyberspace where users can access information, communicate and contribute to existing knowledge. This is because the modern library of the 21st century is characterized by collective knowledge creation and enabling technologies; and also with a movement away from the old stereotype, conventional and one directional library services to users to a more dynamic, two-way communicational network environment characterized by open access, content creation, collaborative and participatory social space where users are free to access and contribute content.

One of the greatest things about the new Web 2.0 is that the web is no longer just a place to go and get information; it is alive and full of two-way interactions. Since it has made the transition into a social web and allows for so much interaction there can be confusion regarding terms that we have become accustomed to hearing on a daily basis. The two terms that are used a lot both by librarians and outside of librarianship are Social Media and Social Networking.

Summary

Social media platform are real time sites that disseminate information to information seekers within a second or few minutes interval depending on the network the individual is making use of at the time. The dissemination of information is most important and helpful for the development of social media community. The modern technology helps for the easy communication verbal, written and visual information to give in real time information. It gives better information to the intellectual requirement of the individuals.

Social network is used by various individual for different purposes to collect and disseminate information amongst information seekers. Social media is one of the fastest technologies used

in the library within the last eight years. Social networking sites are one of the best platforms for disseminating information to individuals, for sharing of information and experiences at the real time. It is helpful and easy for fast distribution of information among the social media users. This study reveals that all the social media users use social networking sites in their various social activities.

In this study it is agreed that social media is one of the fastest means of communication at present. It is used by various persons, professionals and non-professionals, for their daily activities. Social media has good and reverse impact in the society. Social media users are expected to provide reliable information to the society through various means of communication system, of which social media is also one of the means of communication. Therefore, on the basis of this study, the following suggestions were drawn for the welfare of the society to get reliable information through social media users:

1. The internet providers should strengthen their services to provide fast and reliable internet connectivity from every corner of our community because all social networks are basically provided through internet.
2. The media professional members should prepare policies and guidelines on the use of social networking sites in regards to their responsibility for information dissemination services, operation and monitoring of services of providing information through social networking sites to the user.
3. Workshop on social network may be organised for the media professionals and the general public to prevent junk or fake posting for the general public as well as legal issues regarding social network.
4. Social media users may have social network accounts other than Facebook and WhatsApp to get news or information from others because most of the information is posted in various networks like Twitter, YouTube, Instagram, etc. particularly by politicians, social workers, celebrities, etc.
5. Social media users should make social network information more interesting by posting more informative content and desist from posting contents that are insightful to other users.
6. An attractive discussion on interesting issues of new information may be organised among the media professionals to promote use of social networks for dissemination of information.
7. To decrease the negative effect of social networks, it is most important to install the pop-up blocker in the system to block the unwanted pictures, image, etc. while accessing social networking sites.

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