

SOCIAL MEDIA AND KNOWLEDGE SEEKING BEHAVIOUR

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ABSTRACT: - *Recent years have been transformations in the type of content available on the web. As the availability of such content increases the task of identifying high-quality content in sites based on user contributions social media sites becomes increasingly important. Social media in general exhibit variety of information sources in addition to the content itself there is a wide array of non-content information available, such as links between items and explicit quality ratings from members of the community. Social media sites have changed the scenario of information communication. Knowledge seeking behaviour of users has found a new house of knowledge. This paper is an attempt to examine the social media as a tool of knowledge seeking behaviour and also analysis the content quality of social media.*

KEY WORDS – *Social media ; SNS Knowledge; Knowledge Seeking Behaviour; Blogs Facebook; Twitter.*

Introduction:

Social media is a platform to build social networks and social relations among the people who share same interest, background, activities and ideas. In the field of library and information science trend of social media is also increasing. Beyond the limits of countries, regions and languages social has developed a new platform for knowledge seeking behaviour of users. Information and knowledge has become root of day today life. Now the questions arise what is

knowledge seeking behaviour? To understand this we need to know what is knowledge?

Knowledge

Knowledge is the organizing body of information. It is generated in human mind. It can be stored, disseminated and used. In some instances it is nothing but memorization. It includes familiarity awareness and understanding gained through experience or study. According to Clark, 'knowledge is the sum total of information conserved by civilization. Knowledge is the perceptions of the agreement or disagreement of

two ideas' Knowledge has always been a precious commodity within organizations. **Wig (2000)** called knowledge' the ability of people and organizations to understand and act effectively" while the Oxford English Dictionary speaks of "acknowledgement or recognition"

Some consider knowledge and information the same, but this is a misconception. Where information consists of facts, knowledge is more than that Fresh information is matched with existing knowledge, accepted inside our heads and made into new knowledge .Having knowledge not helps us to cope routine situations , it also equips us to deal with new situations ,anticipate outcomes and improvise when needed (Wiig,2000)Organization that need to grow, compete and functions in an ever evolving environment naturally don't leave the development of precious knowledge within the organization to chance .

Knowledge Seeking Behaviour

Knowledge seeking behaviour is mainly concerned with questions such as what kind of knowledge and for what reasons, how to find it use it and evaluate it? Information seeking behaviour and knowledge seeking behaviour are interconnected. Knowledge seeking behaviour is a matter more or less related to the sense making in which the individual chosen an item of information that best fits to his needs and purpose. In the present age the knowledge seeking behaviour of user has become more advanced.

Use of internet, mobile technologies and e-resources gives new concepts and methods of gaining knowledge. Thus it becomes more advanced. Knowledge seeking behaviour is the human behaviour with respect to searching various sources, channels including use of this knowledge seeking behaviour .Knowledge seeking behaviour and Knowledge seeking pattern are synonyms. Knowledge seeking behaviour is mainly concerned with type of knowledge that the user need.

Knowledge Seeking Pattern

It is a pattern of behaviour developed through the seeking behaviour. All through the life of user the pattern of seeking behaviour continue to improve .In the search of information he comes across the various platforms. This seeking behaviour has turned users towards internet and social media such as Facebook, Twitter, Lislak, linked in etc. It becomes user's habit to search information in libraries, book through formal and informal medium and on various.

Today social media playing a big role in knowledge seeking 2.0 trends have found many bases to use social networking sites (SNS) to their advantages. So many libraries offering blog, face book pages and groups , twitter feeds that spark higher levels of engagement with their users.

Social Media

"Social media" term may be new, but the concept behind it sharing content ,collaborating

with others and creating community have been around for a long time. What is the digital medium which makes connecting with other people faster, easier and more accessible to a wider population than it's ever been before. Using social media anyone can share anything with anyone across the globe. Social media web based and provide means for user to interact over the internet. SNS allows user to share ideas, pictures, post, activities, events.

Ever since the emergence of internet and social media traditional senders do no longer hold the power of communications. Formerly unknown people have been made experts in their field (Koeleman, 2009). The largest search engine of the world wide web Google has competition from the social networks that user participate in. Professional like using social media for knowledge sharing besides it giving their network a boost, it positions them as experts. The social media that are being used for internal communications by more than half of all people are Twitter/Yammer (56.6%) and social network/digital face book (54.1%) (volkers 2010); with linked in as the major professional social network site. Professional prefer to share their knowledge interpersonally which might explain the preference to use social media which are highly personal? Social media are used by a large percentage of the populations to increase networks and gather information.

Knowledge seeking and social media

Social media are appropriate location for knowledge sharing and seeking. Social media is a way to transmit or share information with broad audience. Everyone has the opportunity to create and distribute. For children using social media sites can help promote creativity, interaction and learning. It can also help them with homework and class work. Moreover social media enable them to stay connected with their peers and help them to interact with other. Teens become strongly influenced by advertising and it influence habits for in the future. Most news source have twitter and face book pages, providing links to their articles and getting and increased leadership. As social media become more popular among old and new generation sites such as face book and You Tube and twitter provides a constant supply of alternative news source for users. Social media in general exhibit a rich variety of information source in addition for the content itself there is a wide array of non-content information available, such as links between items and explicit quality rating from members of the community.

Content Quality Analysis in social Media

The quality of user-generated content varies drastically from excellent to abuse and spam. As the availability to such content increase, the task of identifying high-quality content in sites based on user contributions social media sites becomes increasingly important. Evaluation of content quality is an essential module for

performing more advanced information retrieved task on the question/answering system. A set of feature of social media and interaction that can be applied to the task of content quality identification.

Intrinsic content quality

The intrinsic quality matrices (i.e. the quality of the content of each item) that we use in this research are mostly 18 text –related given that the social media items we evaluate we evaluate are primarily textual in nature. For user-generated content of others types (e.g. photos or bookmarks) intrinsic quality may be modeled differently.

User relationship

A significant amount of quality information can be inferred from the relationships between users and items. The relations are represented as edges in graph, with content items and user as nodes.

Usage statistics

Readers of the content (who may not also contributors) provide valuable information about the items they find interesting. In particular, usage statistics such as the number of clicks on the item and dwell time have been shown useful in the context of identifying high quality web search results and are complementary to link analysis based methods.

Conclusion

This paper has tried to examine the concept of social media and knowledge behavior. Social media has changed the way of getting information. It is also so opening up new opportunities for reaching out to patrons. A fit rise in social media use is being driven by college students using the services to network with professional internship and job opportunities.

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