

CHAPTER-6

USER SATISFACTION AND INFORMATION SHARING IN COLLEGE LIBRARY WHATSAPP GROUPS: A CASE STUDY

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ABSTRACT

This study investigates the usage and role of WhatsApp in information sharing within college library in Chandrapur district. Employing a case study approach, the research examines the primary reasons for library visits, resource utilization and user satisfaction alongside the adoption of WhatsApp for library communication. Specifically, the study explores the prevalence of library WhatsApp group membership, the types and frequency of information shared and the perceived effectiveness of WhatsApp as a communication tool. The research also assesses the impact of WhatsApp groups on users' knowledge of library resources. Findings reveal insights into how WhatsApp supplements traditional library communication, its effectiveness in disseminating information and its influence on user engagement and resource awareness. The study concludes by discussing the implications for library services and recommending strategies for optimizing WhatsApp potential as an information sharing platform.

Keywords: User Satisfaction, Information Sharing, Digital Communication, Library Services, Social Media in Education, Information Dissemination, Online Learning Communities

INTRODUCTION

Libraries, in the digital age, are continuously evolving to meet the dynamic information needs of their users. Traditional methods of

information dissemination are being supplemented and in some cases, replaced by digital communication tools. Among these, mobile messaging applications like WhatsApp have emerged as a ubiquitous platform for instant communication and information sharing. This study focuses on the usage and role of WhatsApp in information sharing within a college library, specifically investigating its impact on user engagement and knowledge of library resources.

College libraries play a crucial role in supporting academic activities by providing access to a wide range of resources and services. Understanding the primary reasons for library visits, such as accessing books, using computers or studying, is fundamental in evaluating the library's effectiveness. Similarly, assessing the types of resources utilized, including physical books, e-journals and online databases, provides insight into the library's relevance to its users. User satisfaction with the library's resources and services is a key indicator of its overall performance.

By examining these factors, this study seeks to provide valuable insights into the potential of WhatsApp as a tool for enhancing library services and promoting information literacy. The findings will contribute to a better understanding of how libraries can leverage mobile messaging applications to improve communication, engagement and resource utilization in the digital age. This research is a case study of a single college library and will therefore provide in depth information regarding the specific library that can be used to inform other libraries on the usefulness of WhatsApp communication.

REVIEW OF LITERATURE

Al-Aufi and Fulton (2015) looked at how WhatsApp can help libraries talk to and work with their users. They found that WhatsApp groups allow library staff to quickly answer questions and share information. Imagine a student needing help finding a book. Instead of waiting for an email, they can send a message in the WhatsApp group and get a fast reply. This study shows that WhatsApp can make library communication much faster and more efficient.

Kumar and Kumar (2018) conducted a case study in libraries in Haryana, India. They investigated how WhatsApp can be used to share library information. The study found that libraries can use WhatsApp to tell people about new books, upcoming events and available services. This helps libraries reach more people, including those who might not visit the library website or read emails. For example, a

library could send a message about a book club meeting or a workshop on using online databases.

Anwar and Shamim (2019) studied how university libraries in Pakistan are using WhatsApp. They focused on how users feel about using WhatsApp to access library information and services. The researchers wanted to know if people find WhatsApp convenient, efficient and effective. The study looked at whether students and faculty think WhatsApp is a good way to get help from the library. This study provides insight into the user's perspective and if they feel that using WhatsApp is a positive experience.

OBJECTIVES

- To analyze the extent of WhatsApp usage among college libraries in Chandrapur district.
- To identify the types of information shared through the library's WhatsApp groups.
- To determine the frequency of receiving information through the library's WhatsApp groups.
- To assess the effectiveness of WhatsApp as a communication tool from the users' perspective.
- To evaluate the impact of participation in library WhatsApp groups on users' knowledge of available library resources.

DATA ANALYSIS

Table 1: Satisfaction Level with the Library's Resources and Services

Satisfaction Level	Number of Respondents	Percentage (%)
Very Satisfied	96	25.40
Satisfied	209	55.29
Neutral	23	6.08
Dissatisfied	34	8.99
Very Dissatisfied	16	4.23
Total	378	100.00

A big majority about 80% of respondents are either "Very Satisfied" or "Satisfied." This means that most people have a positive experience

with the library. Moreover only small percentages are dissatisfied of the respondents. This indicates that while most are satisfied, there are areas where the library could improve. A very small group is "Neutral." This could mean they don't have strong feelings or they haven't used the library enough to form a solid opinion. Hence it is concluded that the libraries is doing a good job overall, as the majority of users are satisfied.

Table 2: WhatsApp Usage by Respondents

Usage of WhatsApp	Number of Respondents	Percentage (%)
Yes	378	100.00
No	0	0.00
	378	100.00

The above table shows that, everyone surveyed said they use WhatsApp. There were no respondents who reported not using it. This suggests that WhatsApp is extremely prevalent within the users of libraries.

Table 3: Member of College Library WhatsApp Groups

Member College Library WhatsApp groups	Number of Respondents	Percentage (%)
Yes	378	100.00
No	0	0.00
	378	100.00

This data shows that all the students surveyed (378 of them) are members of their college library's WhatsApp group. In simpler terms, everyone who responded to the survey is part of the library's WhatsApp group. There were no students who said they weren't members. This means that the library's WhatsApp group has a 100% participation rate among the surveyed students.

This above table data tells us what kinds of information people share in library-related WhatsApp groups and how often. Over 60% of people said they see general library announcements in these groups. This could be things like opening hours, rule changes or service updates. About 40% of people see information about new books that have

Table 4: Types of Information Shared in WhatsApp Groups

Types of Information	Number of Respondents	Percentage (%)
Library Announcements	231	61.11
New Book Arrivals	154	40.74
Event Notifications	134	35.45
Discussion/Recommendations	98	25.93
Information Sharing (Articles/Links)	196	51.85

arrived at the library. Over 35% of people get notified about library events through WhatsApp. More than half of the respondents receive information in the form of links and articles. Only about 26% of people participate in or see discussions and recommendations in these groups. Hence it is concluded that WhatsApp groups are heavily used by libraries to push out official information like announcements, new book arrivals and event details. Sharing useful links and articles is also a strong trend.

Table 5: Frequency of Information received through college library WhatsApp group

Frequency of Receiving Information	Number of Respondents	Percentage (%)
Daily	98	25.93
Weekly	187	49.47
Monthly	69	18.25
Occasionally	24	6.35
Total	378	100.00

The above table shows the research data about how often people receive information through college library WhatsApp group. Nearly half of the people surveyed (49.47%) receive information through WhatsApp on a weekly basis. This shows that for many, WhatsApp is a regular source of information. Over a quarter of the respondents (25.93%) get information daily. This means WhatsApp is a critical, everyday information channel for a substantial portion of the group.

About 18.25% receive information monthly. This suggests that for some, WhatsApp is used for less frequent, but still relevant, information updates. Only 6.35% receive information occasionally. This indicates that for most people, WhatsApp is a more consistent information source, rather than something they check only rarely. Hence it is concluded that library WhatsApp group is a pretty regular way for people to get information, with weekly and daily use being the most common.

Table 6: Effectiveness of WhatsApp Group as a Communication Tool

Effectiveness of WhatsApp	Number of Respondents	Percentage (%)
Very effective	124	32.80
Effective	178	47.09
Neutral	21	5.56
Ineffective	39	10.32
Very ineffective	16	4.23

Table shows WhatsApp is seen as a fairly effective communication tool for the library. Nearly 80% of respondents said WhatsApp was either "very effective" or "effective". This shows a strong positive sentiment. The largest group of respondent (47.09%) found it to be simply "effective". Only about 5.56% of respondents were neutral. Around 14.55% of respondents found WhatsApp to be "ineffective" or "very ineffective".

Table 7: Impact of WhatsApp Groups on Knowledge of the Library Resources

Increase in knowledge	Number of Respondents	Percentage (%)
Yes	327	86.51
No	51	13.49
	378	100.00

While this is a minority, it still represents a portion of people that may need to be addressed. Hence it is concluded that the data strongly suggests that WhatsApp is a valuable communication tool for the library, as a large portion of users find it to be effective. This above research data stated about whether WhatsApp groups helped people

learn about library resources. A large majority of the people surveyed (327 out of 378) reported that being in WhatsApp groups increased their knowledge of library resources. 86.51% of respondents said their knowledge increased. While only 51 people, (13.49%) of the total, said their knowledge didn't increase. The study suggests that WhatsApp groups are a very effective way to share information about library resources. Most people who participated in the groups learned more about what the library offers.

CONCLUSION

The use of WhatsApp in libraries presents opportunities to enhance communication, information sharing and user engagement. This literature review highlights the existing research on this topic, identifying key areas of investigation and gaps in the literature. The proposed case study aims to contribute to the body of knowledge by providing empirical evidence on the usage and role of WhatsApp in a specific library setting. This research shows that WhatsApp is a very popular and effective tool for the college library to communicate with its users. All the surveyed library users are on WhatsApp and are members of the library's WhatsApp group. Most users are satisfied with the library's resources and services. The library uses WhatsApp to share announcements, new book arrivals, event notifications and useful links. Many users receive information from the library's WhatsApp group weekly or even daily. Most users find WhatsApp to be a very effective way for the library to communicate with them. Being in the WhatsApp group helps users learn more about the library's available resources. The library's WhatsApp group is a successful way to keep users informed and engaged.

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