A Behavioural Study of Pakistani Library and Information Science Community on Facebook

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Abstract

Purpose: To explore how Pakistani LIS community interact with each other, especially their behaviour on Facebook. The reason behind this research was researcher's general but sporadic observation that the community's online behavior was volatile.

Design/methodology/approach: A semi-structured questionnaire survey that comprised items on demographics, purpose and frequency of using Facebook and their online perception/behaviour was administered in print and online using a convenience-cum-accidental sample among Pakistani library and information science (LIS) community (librarians, LIS faculty and students) either living in Pakistan or abroad.

Research limitation(s): Reliability and validity issues that are typical with surveys and non-probability sampling lead to non-parametric inferential testing procedures.

Practical implication(s): Libraries and others may plan/design their services for social media aligned with these findings.

Key finding(s): Against target of 500 the researcher received feedback from 376 persons, mainly from males, librarians, and aged 30-50. Purpose and frequency of using Facebook demonstrated mainly professional updates, social networking, and entertainment on daily basis. As regards perception/behaviour the researcher found mixed results. However, in general, the overall perception and behavioural patterns found to be positive or normal against any societal norms.

Contribution to knowledge: This area is less-researched in Pakistan. The research is useful in devising varied LIS services for the community. This study may also be repeated with other social media platforms.

Paper type: Research

Keyword(s): Social media; Facebook; User behaviour; Library and information science community; Pakistan.

Introduction and Background to the Study

The use of social media, especially social networking sites (SNS), is increased in the recent era. One of many reasons for this rapid adoption

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is the easy access, availability of various SNS, free account creation, common platform for multiple purposes, and wider visibility. Facebook, one of the social networking sites, is very famous worldwide and now has more than two billion users (Facebook, 2016).

Facebook is a popular free social networking website where people communicate through their accounts/profiles. It was started in 2004 and became popular rapidly. Facebook is presented in 37 different languages. For interaction with family and friends and colleagues, the registered users can create their profile, upload photos, videos, and send messages. It makes us as we are having a group discussion with the people and sharing our views. In short, we feel like sitting in a room and knowing about others, discussing and sharing ideas and views. It plays a great role to know what is happening all around the world and what reaction of others toward the current issues is. It improves one's personal life in improving their communication skills and knowledge as well (Facebook, 2016).

Nowadays, online social network sites are playing an important role as a medium of communication to make new friends beyond the borders. It is easy to receive, share, connect and access the information on online social networks. It has become a new trend to come together the people who are interested in the same things. It is also useful as a tool to show the behaviour, both positively and negatively. Facebook has practical influence on some positive and negative phenomenon. The online social network such as Twitter or Facebook is useful as an area to build the learning society or advertisements for many products, services or business operations. It can quickly approach several consumers, which can lead to wonderful business value. The users can continuously convey stories to their friends or other persons in their network (Facebook, 2016).

Facebook is a source of inspiration for individuals, professionals, students, old aged people, organizations and companies. Facebook provides free accounts, therefore people of all ages are easily attracted to it. It has also provided a method to move toward target customers. Groups also use SNS to share information with each other, for example, meetings, important assignments, projects, and so on. In addition, online social network is also a way of creation of the learning society which is beneficial not only for students but also for librarians. Librarians these days do not have traditional personality unlike the past. This profession has modified these days as librarians have to enhance their knowledge to apply to the libraries. Besides one-way communication via website, building a learning user community is a modern trend to enable two-way communication and sharing knowledge with each other (Facebook, 2016).

Increase in SNS and their users especially Facebook invited researchers to study Facebook usage from a variety of perspectives. Among SNS study, user behaviour on SNS is the most researched area particularly in foreign countries. According to Facebook administration, the largest national community on Facebook is Pakistani community. We often see in media news the tweets of famous especially political leaders worldwide including Pakistan. Besides this, we often hear about misuse of these SNS. The LIS community of Pakistan is also visible in large number on SNS especially Facebook. Despite all this, this area is less researched in Pakistan in general and LIS in particular.

Literature Review

Information behaviour research is common in Library and Information Science (LIS). Wilson (2000) defined Information Behaviour (IB) as "the totality of human behaviour in relation to sources and channels of information, including both active and passive information seeking, and information use" (p. 49).

Facebook started with the concept of social services or an online information bank where students can look up people who belong to their school, find how people interact and find classmates and group mates. Initially, Facebook was a source of domestic communication, networking application at Harvard University. In 2006, Facebook extended its operational field from Harvard University to other colleges and universities of the United States. Later, Facebook launched its registration for everyone with a reliable e-mail address with proper privacy. It was noticed in 2010 that Facebook had around about 400,000,000 active users from all over the globe.

Facebook rapidly changed into a global giant, now there are around two billion people who use Facebook. About 80% of FB users are outside of the United States and Canada. Facebook aims to provide people with the power to share and create a world more open and connected and associated. It actually has changed the world into a global village. People use Facebook to stay connected with friends and family, to discover what's happening in the world, to explore the interesting places of the world, and to share and express their point of view. Facebook is like a marketplace which permits users to post, read, search and respond. Features of Facebook are many.

Librarians use different kind of Social Networking Sites for the promotion and marketing of library services. Spomer (2008) found MySpace and Facebook to be the most popular social networking sites among people. The history of library shows that libraries have served as

gathering places and community meeting spaces. Libraries also have a long history of delivering services where patrons need them – through bookmobiles, through the mail, in jails, and, more recently, in malls and shopping plazas. Now, social networking sites are gradually overtaking the role of libraries. Farkas (2007) identified that just like putting a library branch in a strip mall, creating presence on social networking site makes the library more visible and more convenient to access. It is the requirement of the time that libraries need to use social networking sites as a library tool and publish library activities on popular social networking sites like Facebook.

Ayu and Abrizah (2011) observed that academic libraries use YouTube, Facebook, and other SNS to better profile them. They pointed out that most of libraries used their own Facebook pages for creating awareness and marketing of library services to their users. Patterson (2012) found that librarians use Facebook for collaboration purposes. He stressed that every librarian must have his/her Facebook account/profile.

Grgic and Mucnjak (2012) argued that students were the primary users of FB. Now corporate bodies are also using FB. Many expert library professionals acknowledge the value of FB and have explored the ways in which prospects work for libraries. Phillips (2011) noted that university libraries attempt to engage and establish contact with students through FB by sharing mutual experiences and values. FB provides opportunities for library professionals to develop relationships with library users in ways that are different from in-person and other online methods. FB defines itself as a social utility that helps people communicate more efficiently with their friends, family and co-workers.

Spomer (2008) states that Facebook is now popular among library professionals. For providing a quick response FB platform plays an active part in library profession. Library professionals immediately began to explore the possibilities to use FB to represent their organizations. FB is becoming a trend amongst library professionals and users of the libraries can no longer simply ignore it (Breeding, 2007). Facebook provides users with the skill to create and personalize profiles with photos and information about activities, interests and location. Patterson (2012) established that librarians use Facebook for cooperation roles. A study on Facebook explores that in New Jersey all the libraries have functional library pages (Glazer, 2012).

Al-Daihani's study (2010) analyzed that the greater part of MLIS students are aware of social software applications and they make modest use of blogs, communication tools, and social networking sites. A survey

claims that Facebook is the most regularly used social network among adults (Pew Internet, 2010).

Malik and Mahmood (2013) explain in their study that information scientists have effectively delivered reference services to users by using chat, fax, instant messaging, e-mail, FB and other SNS. Many developing countries have also accepted the importance of virtual services in libraries' environment. Arif and Mahmood (2012) concluded that librarians of Pakistan were very well known about the social networking sites. Facebook was the most popular website among other SNS they preferably used. Saleem (2012) studied that Facebook was the most famous social networking site; 99 (94%) out of 105 respondents were using Facebook. Out of the 99 respondents, 36 (34.3%) used Facebook always, 25 (23.8%) frequently, 28 (26.7%) sometimes, 4 (3.8%) rarely and 6 (5.7 %) did not use Facebook. They concluded that librarians of Pakistan were quite well aware of using Facebook and its potential.

Research Questions

The objectives of the study can best be translated into the following research questions:
1. What are the major purposes of using Facebook by the LIS community of Pakistan?
2. How frequently does LIS community of Pakistan use Facebook?
3. What is the perception and/or behaviour of LIS community of Pakistan while using Facebook?
4. Is/are there any association(s) between respondents' demographics and Facebook usage?

Methodology

This study aims to explore Facebook behaviour of Pakistani LIS community. Facebook is an online forum and it is nearly impossible to determine who and how many of the target population are on Facebook. Keeping in view this situation and nature of objectives and research questions of the study, the most appropriate research method is survey. Since, perception and/or behaviour of Facebook users is to be measured, a quantitative approach is best suited to this study.

The population of this study consists of Pakistani LIS community (faculty, librarians and students) either living in Pakistan or abroad. Faculty and librarians are professionals who possess professional LIS qualification at graduate level and professional position at BPS-16 and above or equivalent. Student community comprises LIS graduate students at BS, MA, MS, and PhD levels. Since, Pakistani LIS professionals also

work overseas (e.g. Saudi Arabia, UAE, USA, Canada, Australia, Germany, New Zealand, and so on), they use Facebook as well, hence, they are also included in this study.

Various experts, such as House, Weil, and McClure (cited in Hernon & Altman, 1998, p. 121) have suggested that a sample of at least 100 is acceptable for a small population, but for larger population it should preferably be between 300 and 400. Since the exact number of Facebook users from among Pakistani LIS community was unknown, no formal sample size was calculated. However, a target of 500 responses was set to achieve.

Keeping in view reviewed literature, objectives, research questions, research method, population of the study and target response size, the researcher devised a survey instrument in the form of semi-structured questionnaire. Measurement scale was selected for easy understanding of the respondents so that precise feedback could be ensured. Questionnaire was reviewed by the LIS faculty of AIOU. The questionnaire was then piloted to a small number of relevant persons using convenience-cum-accidental sampling technique, which were not included in the final response set.

The questionnaire was distributed in print and online formats using convenience-cum-accidental sampling technique. Anonymity of respondent was also ensured. Further, filling the questionnaire was also voluntary. The print version was distributed to MLIS students of AIOU during their workshops in Rawalpindi and Islamabad. The researcher herself after permission from the resource person personally visited the workshop classes intermittently and first briefed the students about the study, confirmed the Facebook users and then distributed the questionnaire.

The online version was prepared in Google docs along with covering letter and advertised at various forums, e.g. Facebook and Pakistani electronic mailing groups. The link to the questionnaire was also sent to various persons via direct email. Some of the paper questionnaires were also distributed among LIS faculty and librarians personally.

Total 376 responses received. However, the questionnaire was fully or partially completed by respondents, which means not all items received 376 responses; some items skipped by respondents. However, the open-ended comments yielded no significant responses that could be worthy of reporting, e.g. well wishes, asking personal details, and so on. The questionnaire comprising 20 perception items was checked with SPSS (Statistical Package for the Social Sciences) for reliability using

Cronbach's alpha that was 0.76, which is an acceptable indicator for this study.

The data were analyzed and interpreted with the help of SPSS (version 16) using simple frequency counts and Pearson chi-square inferential testing for associations between variables. The statistical procedures were selected on the basis of categorical nature of data and non-fulfilment of assumptions of normality.

Results

Respondent Demographics and Sample Attributes

Demographics included profession, gender and age. This section gives an overview of the sample and an assessment of sample attributes in Table 1.

Table 1. Respondent Demographics and Sample Attributes (n = 376)

Attribute	Response size	%
Gender		
Male	249	66
Female	127	34
Occupation		
Faculty	93	25
Librarians	158	42
Students	125	33
Respondent age		
Age <30	175	46.5
Age 30-50	184	49
Age >50	17	4.5

As shown in above table, 93 (25%) out of 376 were faculty members, 158 (42%) were library practitioners and 125 (33%) were students. Hence, most of the respondents are library practitioners. The researcher received more responses from males, 249 (66%) than females, 127 (34%). In response to age, the results show that 175 (46.5%) were below 30, 184 (49%) were 30-50 years old and only 17 (4.5%) were above 50.

Purpose of Using Facebook

This part of survey asked respondents to select their purpose(s) of using Facebook from the given options. They could select more than one option as well. Table 2 shows the major purposes of using Facebook.

Table 2. Respondent Demographics and Purpose of using Facebook

Purpose	Ov- erall	Male	Fe- male	Fac- ulty	Libra- rians	Stu- dents	Age <30	Age 30-50	Age >50
Professional updates	282	193	89	73	130	79	127	144	11
Friends' updates	262	174	88	67	107	88	127	127	8
Fun / entertainment	250	158	92	61	105	84	123	118	9
Personal updates	245	174	71	68	107	70	109	126	10
Religious updates	163	98	65	48	55	60	89	68	6
Political updates	157	108	49	46	56	55	78	73	6
Searching or making new friends	149	104	45	42	51	56	82	62	5
Time pass	119	63	57	31	47	41	69	47	3
Economic updates	105	67	38	29	39	37	60	42	3

Overall four major purposes of Facebook use rank professional updates, friends' updates, fun/entertainment, and personal updates respectively across all demographic categories. The least preferred options remain economic updates and time pass.

Perception / Behaviour

This part of the questionnaire entailed 20 items regrading perception/behaviour of respondents regarding Facebook use. Table 3 shows the frequency of received feedback.

As Table 3 below manifests the respondents show their agreement for items 1, 2, 3, 9, 14, 15, and 19. Disagreement is recorded for items 4, 5, 6, 7, 8, 10, 11, 12, 13, 16, 17, 18, and 20.

Majority of respondents shows their real name, gender, age, and photo in their Facebook profile. Majority of respondents mostly expects praise or likes on their posts, but they can also accept criticism. Hence, they also favor to include by Facebook an option to dislike posts. Majority of respondents does not create posts but mostly shares others' posts. Majority of respondents agrees that most males like females' posts. Majority of respondents is of the view that they do not intend to please the poster or superiors. Majority of respondents does not mostly agree with others' point of view without any fear of making criticism. They also do not mostly put everything on Facebook they do. They themselves also act

upon the advice they give to others, but they do not enforce their opinion. They also accept friend requests whom they know.

Table 3. Perception / Behaviour of using Facebook

Sr	While using Facebook	Disagree	Agree	Total
1	I use my real name as Facebook ID	24	346	370
2	My gender status is real on Facebook	7	365	372
3	Most shown ages are real	97	239	336
4	My most likes are intended for the person who posted, regardless of the contents of post	166	134	300
5	My most likes are intended to please the superiors	187	109	296
6	I mostly do "wah wah (wow)" on posts	289	45	334
7	I mostly agree with the point of view of persons who posted	170	129	299
8	Mostly I fear to criticize others' posts	202	112	314
9	Mostly I expect praise or likes on my posts	111	209	320
10	Mostly I don't like criticism on my posts	199	121	320
11	Mostly I practice "kuchh bhi kar Facebook pay daal (whatever I do I put on Facebook)"	339	11	350
12	Mostly I don't act upon the advice(s) I give to others	228	63	291
13	Facebook promotes hate culture	193	81	274
14	There should be a "dislike" option as well	50	283	333
15	Mostly I share others' posts	133	194	327
16	Mostly I try to enforce my opinion	237	73	310
17	Mostly I accept friend requests without knowing the requester	299	50	349
18	I don't know the majority of persons on my friend list	285	71	356
19	Most males like posts from females	104	189	293
20	I don't show my real photo	251	110	361

Frequency of Using Facebook

This part of survey asked respondents to describe their frequency of using Facebook from among the given three options. Table 4 shows the results.

Table 4. Respondent Demographics and frequency of using Facebook (n = 360)

	Daily	Weekly	Occasionally	Total
Overall	283	60	17	360
Gender				
Male	199	27	10	236
Female	84	33	7	124
Occupation				
Faculty	70	17	6	93
Librarians	122	15	5	142
Students	91	28	6	125
Age				
Age <30	131	33	8	172
Age 30-50	141	25	6	172
Age >50	11	2	3	16

Frequency of Facebook use is mostly on daily basis overall as well as by all demographic categories.

Association between Demographics and Purpose of Using Facebook

Pearson chi-square test of contingencies was used to assess the association between demographic and purpose variables. Table 5 shows only significant results.

Table 5. Association between Demographics and Purpose of Using Facebook

Sr	Demographic variable	Purpose	N	df	χ^2	P
1	Occupation (students)	Professional updates	376	2	14.35	.001
1	Occupation (students)	Personal updates	376	2	7.67	.022
2	Gender (females)	Time pass	376	1	15.52	.000
3	Age (below 30)	Searching/making new friends	376	2	7.27	.026
3	Age (below 30)	Religious updates	376	2	7.53	.023
3	Age (below 30)	Time pass	376	2	9.61	.008

Student Facebook use was found to be significantly associated with using for professional updates, personal updates and time pass. Females' use of Facebook was also associated with time pass. Age group's (below 30) association was for searching/making new friends, religious updates and time pass.

Association between Demographics and User Perception / Behaviour

This was assessed for association with Pearson chi-square test of contingencies. Table 6 shows the significant results only.

Table 6. Association between Demographics and User Perception / Behaviour

Sr	Perception	Demographic variable	n	df	χ^2	*p*
1	I use my real name as Facebook ID	Occupation	370	2	17.21	.000
1	I use my real name as Facebook ID	Gender	370	1	29.02	.000
1	I use my real name as Facebook ID	Age	370	2	11.60	.003
2	I mostly agree with the point of view of persons who posted	Occupation	299	2	20.58	.000
2	I mostly agree with the point of view of persons who posted	Gender	299	1	6.09	.014
3	Mostly I expect praise or likes on my posts	Age	320	2	6.71	.035
4	Mostly I don't like criticism on my posts	Occupation	320	2	10.04	.007
4	Mostly I don't like criticism on my posts	Age	320	2	20.68	.000
5	Mostly I share others' posts	Gender	327	1	4.97	.026
6	I don't show my real photo	Occupation	361	2	17.12	.000

As above table shows statistically significant associations are found between demographics and perception. Students, females, and age group below 30 may tend to use their unreal name on Facebook. Students and females tend to mostly endorse others' point of view. Age group below 30 mostly expects praise or likes on their posts. Students and aged below 30 mostly don't like criticism on their posts. Students may tend to show their real photo on Facebook.

Association between Purpose(s) of using Facebook and User Perception / Behaviour
        A chi-square test of contingencies (df = 1) was used to assess the association between purposes of using Facebook and Facebook user perception/behaviour across all dimensions. Table 7 shows only the significant results.

Table 7. Association between Purpose(s) of using Facebook and User Perception/Behaviour

Sr	Purpose of using Facebook for	Perception	n	χ^2	P
1	Searching/making new friends	My most likes are intended for the person who posted, regardless of the contents of post	300	7.40	.007
1	Searching/making new friends	My most likes are intended to please the superiors	296	6.98	.008
1	Searching/making new friends	I mostly agree with the point of view of persons who posted	299	5.32	.021
1	Searching/making new friends	Mostly I expect praise or likes on my posts	320	10.82	.001
1	Searching/making new friends	Mostly I don't like criticism on my posts	320	17.94	.000
1	Searching/making new friends	Mostly I practice "kuchh bhi kar Facebook pay daal"	350	8.54	.003
2	Political updates	My most likes are intended to please the superiors	296	5.36	.021
2	Political updates	Mostly I fear to criticize others' posts	314	4.53	.033
3	Economic updates	My most likes are intended to please the superiors	296	4.20	.040
4	Time pass	Mostly I expect praise or likes on my posts	320	7.71	.005
5	Fun	Mostly I don't like criticism on my posts	320	4.57	.033
6	Religious updates	Mostly I share others' posts	327	13.42	.000
6	Political updates	Mostly I share others' posts	327	4.52	.034
7	Friends' updates	Most males like posts from females	293	6.05	.014
8	Personal updates	I don't show my real photo	361	15.87	.000
8	Friends' updates	I don't show my real photo	361	6.78	.009

Serial-wise interpretation of findings in above table is appended below.

1.　　Those who intend not to please the poster (person) and superiors through giving them likes and those who mostly do not endorse the others' point of view and those who mostly do not expect praise or likes on their posts and those who can tolerate criticism on their posts and those who do not put on Facebook their every trivial activity are less likely to use Facebook for searching/making new friends and vice versa.

2.　　Those who intend to please the superiors through giving them likes and those who mostly fear to criticize others' posts are more likely to use Facebook for political updates and vice versa.

3.　　Those who intend to please the superiors through giving them likes are more likely to use Facebook for economic updates and vice versa.

4.   Those who mostly expect praise or likes on their posts are more likely to use Facebook for time-pass.
5.   Those who can tolerate criticism on their posts are more likely to use Facebook for fun/entertainment.
6.   Those who mostly share others' posts are more likely to use Facebook for religious and political updates.
7.   Those males who mostly like posts from females are more likely to use Facebook for friends' updates.
8.   Those who show their real photo are more likely to use Facebook for personal and friends' updates.

Association between Frequency of Using Facebook and User Perception / Behaviour

A chi-square test of contingencies (df = 2) was used to find out the association between frequency of using Facebook and Facebook user perception/behaviour across all dimensions. Table 8 shows only the significant results.

Table 8. Frequency of using Facebook vs User Perception/Behaviour

Frequency of using Facebook (Daily, Weekly, Occasionally)				
Sr	Perception	N	χ^2	*P*
1	I use my real name as Facebook ID	354	9.95	.007
1	Most shown ages are real	321	8.40	.015
1	I don't show my real photo	345	15.44	.000

Those who use their real name and show their real age and photo are more likely to use Facebook daily.

Association between Variables of User Perception / Behaviour

Perception/behaviour variables were inter-cross tabulated using chi-square test of contingencies (df = 1). There were various statistically significant results which are explained in discussion section below.

Association between Demographics and Frequency of Using Facebook

Association between demographics (gender) and frequency of using Facebook was found to be significant (N = 360, df = 2, X^2 = 14.41, p = .001). Female most use of Facebook was likely on weekly basis.

Association between Purpose(s) and Frequency of Using Facebook

Pearson chi-square cross tabulation showed no statistical significant association between purpose(s) and frequency of using Facebook.

Discussion of the Findings

Researcher received more responses from males and librarians. This might show that males and librarians in LIS community are more in number either in the profession or as Facebook users; however, this is not verified by the researcher. In response to age, the result might be interpreted as the majority of LIS community who use Facebook fall in the mid age group, i.e. 30-50.

LIS community uses Facebook mostly for professional updates, friends' updates, fun/entertainment, and personal updates. There are personal (by name of person) as well as organizational (by name of organization, e.g. Pakistan Library Association and LIS@AIOU official) pages on Facebook besides variety of other pages. Observation shows that organizational pages mostly post/share professional updates, whereas personal pages post/share miscellaneous content.

Frequency of using Facebook is mostly on daily basis. Observation shows that most Facebook use appears on weekdays during office hours. Hence, majority of LIS community uses Facebook in offices where they find free and fast internet facility. Contrarily, Facebook use gradually decreases on weekends and after office hours. Some of mobile companies are now offering Facebook use on Sims either free (e.g. Ufone and Telenor) or at nominal charges, e.g. Zong (Rs.20 per month), but this requires smartphones. The status of smartphone use by Pakistani LIS community is not yet fully explored.

As regards frequency of perception/behaviour items, most responses fall in the category that may be termed as generally accepted or normal or positive behaviour. This may be due to the fact that majority of people adopts or poses such behaviour that is generally a norm in a society. Regarding such behaviour, Nicholas, Rowlands, and Jamali (2010) assert that "data reflect what people actually do online not what they think they did, and not what they think they ought to say to a researcher" (p. 267).

Majority of respondents mostly expects praise or likes on their posts, but they can also accept criticism. Hence, they also favor to include by Facebook an option to dislike the posts; Facebook later added options of 'Sad' and 'Angry' that may serve as dislike. Observation shows that generally people don't like criticism on their posts especially in the form of comment, for they press 'like' button only on positive comments.

Majority of respondents does not create posts but mostly shares others' posts. This confirms that creativity is not everyone's trait. Further with regard to creation or sharing, merely around 10 or 20% of people do this and the rest act as onlookers, conforming to "Trueswell's 20/80 rule" or "Juran's 'Vital Few 'Principle," sometimes incorrectly referred to as the "Pareto Principle" (Eldredge, 1998, p. 496).

Majority of respondents is of the view that their most likes do not intend to please the poster or superiors, regardless of contents. Whereas, observation shows that majority behavior does this. For example, if a same post is shared by two persons, popular person gets more likes than unpopular one even if they have hundreds of common friends. Majority of respondents does not mostly put everything on Facebook they do (e.g. taking tea or coffee or dining in a hotel or sitting in office), however, exceptions are there as well.

Majority of respondents does not mostly agree with others' point of view without any fear of making criticism. They also do not mostly do "wah wah (wow)" on posts. In this regard, an observation posted on 11 August 2018 from one of Pakistani LIS community members on Facebook is reproduced below.

"ہر غیر سیاسی شخص کے اندر ایک سیاستدان چھپا ہوا ہے اسی لئے اکثریت سیاسی پوسٹوں پر اپنے اینالٹیکل سکلز کا اظہار کرتی نظر آتی ہے جبکہ غیر سیاسی سنجیدہ پوسٹوں پر اکثریت بغیر سوچے سمجھے واہ واہ یا تائید کرتی نظر آتی ہے"

"Every unpolitical person hides a politician in it. This is why the majority shows their analytical skills on political posts. Whereas on unpolitical, serious posts, majority endorses/wows blindly."

LIS students' Facebook use is more associated with personal updates. Most female use of Facebook is likely for time pass. Most Facebook use by age group below 30 is likely for searching/making new friends, religious updates, and time pass. These findings may also be viewed in cultural context. For example, in a society where there are less outdoor activities/opportunities especially for females and young people (e.g. gyms, sports, and alike), online time pass is likely. There may also be family restrictions especially on females for the aforesaid outdoor activities. Self-identity, curiosity, and recognition in comparatively young age might be more likely behind Facebook use for personal and religious updates and making/searching new friends. Most female use of Facebook is associated with weekly basis (perhaps on weekends). There might be home and family pre-occupation that allows them to spare time on weekends only.

Students, females, and age group below 30 may tend to hide their real name on Facebook. Students and females tend to mostly endorse others' point of view. Students and aged below 30 are more likely to dislike criticism on their posts. Females tend to mostly share others' posts. Students may tend to show their real photo on Facebook. These findings reflect growing and learning stage of Facebook users. These may also be seen in line with simple frequency counts of the same variables. There is no significant association between purpose(s) and frequency of using Facebook. Here we may infer that purpose of using Facebook does not create an urgency to use it at specific intervals.

Those who (a) intend not to please the poster (person) and superiors through giving them likes, (b) mostly do not endorse others' point of view, (c) mostly do not expect praise or likes on their posts, (d) can tolerate criticism on their posts, and (e) do not put on Facebook their every trivial activity, are less likely to use Facebook for searching/making new friends and vice versa. Here we may infer that one who has sufficient number on his/her friend list is more likely to behave normally aligned with societal norms. Those who (a) intend to please the superiors through giving them likes, and (b) mostly fear to criticize others' posts, are more likely to use Facebook for political updates and vice versa. Here shows the inclination towards or sensitivity of politics in our society. The Urdu text above may also be relevant. Those who intend to please the superiors through giving them likes are more likely to use Facebook for economic updates and vice versa. Maybe they expect some benefit (especially economic) in return by doing this. Those who mostly expect praise or likes on their posts are more likely to use Facebook for time-pass. Hence, the time-pass experience should also be hedonic they may expect. Those who can tolerate criticism on their posts are more likely to use Facebook for fun/entertainment. Hence, the fun/entertainment does not consider criticism as serious in line with the purpose. Those who mostly share others' posts are more likely to use Facebook for religious and political updates. Hence, this kind of sharing may actually be forwarding one's own inclination. Those males who mostly like posts from females are more likely to use Facebook for friends' updates. Maybe they have more females on their friend list than males. Those who show their real photo are more likely to use Facebook for personal and friends' updates. Hence, this may become easier for recognition of the poster or the reactionary/commenter.

Those who use their real name and show their real age and photo are more likely to use Facebook daily. This warrants if you are frequent user of Facebook you may not be fake, for people may unfriend you if they

don't recognize you especially when you do something unpleasant to them. Those who use their real name as Facebook ID are (i) more likely to show their real gender, (ii) less likely to give likes to poster, regardless of contents of post, (iii) less likely to practice "kuchh bhi kar Facebook pay daal," (iv) less likely not to act upon the advice given to others, (v) more likely to mostly share others' posts, (vi) less likely not to know the persons on their friend list, and (vii) more likely to show their real photo. If the name is real it is not difficult to determine the gender, hence, they are interlinked with each other. There are very few names that may be difficult to determine gender-wise, e.g. Ishrat, Shamshad, Irshad, Nasim, Dilshad, and alike.

Those whose gender status on Facebook is real are (i) less likely to mostly do 'wah wah' on posts, (ii) more likely to endorse adding 'dislike' option to posts by Facebook admin, and (iii) less likely to enforce their opinion. These findings need more research to explain this particular behaviour. However, where no explanation is needed is that most men tend to like posts from females where most shown ages are real.

Persons who disagreed with the item "my most likes are intended for the person who posted, regardless of contents of post" also disagreed with the items (i) my most likes are intended to please the superiors, (ii) I mostly agree with the point of view of persons who posted, (iii) mostly I fear to criticize others' posts, (iv) mostly I don't like criticism on my posts, (v) mostly I practice 'kuchh bhi kar Facebook pay daal,' (vi) mostly I try to enforce my opinion, (vii) mostly I accept friend requests without knowing the requester, and (viii) I don't know the majority of persons on my friend list. Hence, the normal behaviour is expected to prevail across all variables of almost similar nature.

Persons who agreed with the item "my most likes are intended for the person who posted, regardless of contents of post" also agreed with the item "mostly I expect praise or likes on my posts." This behaviour is likely to expect the same gesture in return.
Persons who disagreed with the item "my most likes are intended for the person who posted, regardless of contents of post" but agreed with "there should be a 'dislike' option as well "show that when you are more concerned with the contents than poster/person you are more likely to give your inner opinion even dislike.

Persons who disagreed with the item "my most likes are intended to please the superiors" also disagreed with the items (i) I mostly do "wah wah" on posts, (ii) I mostly agree with the point of view of persons who posted, (iii) mostly I fear to criticize others' posts, (iv) mostly I don't like criticism on my posts, (v) mostly I practice "kuchh bhi kar Facebook pay

daal," (vi) mostly I don't act upon the advice(s) I give to others, (vii) mostly I try to enforce my opinion, (viii) mostly I accept friend requests without knowing the requester, and (ix) I don't know the majority of persons on my friend list. These associations are aligned with associations mentioned before two paragraphs above.

Persons who disagreed with the items "my most likes are intended to please the superiors" and "I mostly do 'wah wah' on posts" and "I mostly agree with the point of view of persons who posted" but agreed with the item "mostly I expect praise or likes on my posts" demand that if you are impartial in giving opinions you should also be unbiased in receiving them.

Persons disagreed with the item "I mostly do 'wah wah' on posts" also disagreed with items (i) I mostly agree with the point of view of persons who posted, (ii) mostly I fear to criticize others' posts, (iii) mostly I don't like criticism on my posts, (iv) mostly I practice "kuchh bhi kar Facebook pay daal," (v) mostly I don't act upon the advice(s) I give to others, and (vi) mostly I try to enforce my opinion. These associations manifest normality of the behaviour across variables of similar nature.

Persons who disagreed with the item "I mostly agree with others' point of view" also disagreed with the items (i) mostly I fear to criticize others' posts, (ii) mostly I don't like criticism on my posts, (iii) mostly I practice 'kuchh bhi kar Facebook pay daal,'(iv) Facebook promotes hate culture, (v) mostly I try to enforce my opinion, (vi) mostly I accept friend requests without knowing the requester, (vii) I don't know the majority of persons on my friend list, (viii) I don't show my real photo on Facebook. These associations manifest normality of the behaviour across variables of similar nature. The persons who agreed with the item "I mostly agree with others' point of view" also agreed with "mostly I share others' posts." This association is obvious and needs no explanation.

Persons who disagreed with the item "mostly I fear to criticize others' posts" also disagreed with (i) mostly I don't like criticism on my posts, (ii) mostly I practice 'kuchh bhi kar Facebook pay daal,' and (iii) mostly I don't act upon the advice(s) I give to others. These associations manifest normality of the behaviour across variables of similar nature.

Persons who disagreed with the item "mostly I fear to criticize others' posts" agreed with (i) mostly I expect praise or likes on my posts, and (ii) most males like posts from females. This association demands that if you are bold enough in giving fair opinion including criticism you should also be unbiased in receiving them regardless of gender of poster.

Persons who agreed with the item "mostly I expect praise or likes on my posts" also agreed with (i) mostly I don't like criticism on my posts,

(ii) mostly I share others' posts, and (iii) most males like posts from females. First two associations (expecting praise and disliking criticism) are obvious. One may also expect likeness on his/her post in the same manner as females receive likeness on their posts from males. However, expecting praise on shared posts appears that the sharer either sees that post as his/her own or wants same endorsement from others as he did in sharing the post.

Persons who agreed with the item "mostly I expect praise or likes on my posts" disagreed with (i) mostly I don't act upon the advice(s) I give to others, (ii) mostly I try to enforce my opinion, (iii) mostly I accept friend requests without knowing the requester, and (iv) I don't know the majority of persons on my friend list. These associations are unclear and need more research to explain precisely.

Persons who disagreed with the item "mostly I don't like criticism on my posts" also disagreed with (i) mostly I practice 'kuchh bhi kar Facebook pay daal,' (ii) mostly I don't act upon the advice(s) I give to others, (iii) mostly I try to enforce my opinion, (iv) mostly I accept friend requests without knowing the requester, and (v) I don't know the majority of persons on my friend list. Hence, it appears that fear of criticism warrants such precautions to be taken.

Persons who disagreed with the item "mostly I don't like criticism on my posts" agreed with "most males like posts from females." Persons who disagreed with the item "mostly I practice kuchh bhi kar Facebook pay daal" also disagreed with "mostly I try to enforce my opinion."

Persons who disagreed with the item "mostly I don't act upon the advice(s)I give to others" also disagreed with (i) mostly I try to enforce my opinion, (ii) mostly I accept friend requests without knowing the requester, and (iii) I don't know the majority of persons on my friend list. Persons who agreed with the item "mostly I share others' posts" disagreed with (i) mostly I try to enforce my opinion, (ii) I don't know the majority of persons on my friend list, and (iii) I don't show my real photo on Facebook. Persons who disagreed with the item "mostly I try to enforce my opinion" also disagreed with (i) mostly I accept friend requests without knowing the requester, and (ii) I don't know the majority of persons on my friend list. These associations are unclear and need more research to explain precisely.

Persons who disagreed with the item "mostly I accept friend requests without knowing the requester" also disagreed with "I don't know the majority of persons on my friend list." This association is obvious in a correlation manner.

Findings of the current study also endorse findings of prior studies. For example, Saleem (2012) reports that Facebook is the most famous Social Networking Site. While, Patterson (2012) finds that library professionals use Facebook for collaboration purposes. Phillips (2011) argues that university library professionals establish contact with students through Facebook and share information with them. Current findings also endorse the claim that "as a social utility Facebook helps people communicate more efficiently with their friends, family and co-workers"(Facebook, 2016).

According to Malik and Mahmood (2013), university libraries in Pakistan deliver reference services to users via Facebook effectively. However, they find other types of libraries prefer conventional methods in this regard. Arif and Mahmood (2012) conclude that Facebook is the most popular website among SNS and Pakistani library professionals preferably use it.

Conclusion

Use of social networking sites has gained popularity among the people of all walks of life. Having no geographic barriers, these networks are largely used for communication and information sharing all over the world. That is why professionals are also adopting it and exploiting its features for varied purposes/activities. Pakistani LIS professionals are also visible on social media especially Facebook.

Majority of LIS community of Pakistan (faculty, librarians and students) including both males and females and almost all adult age groups on Facebook is using it on daily basis. Purposes of use vary from professional to social networking, leisure and time-pass. The mobile phone companies are also facilitating free Facebook use on mobile Sims. Since purpose of use varies, behaviour of the community also varies across different dimensions. But the majority behaviour falls in the category that may be viewed as positive or normal behaviour within societal norms. However, exceptions are always there that could portray other than normal or positive behaviour. Presence of Pakistani LIS community on Facebook on a large scale is a good sign as it provides them a common platform to interact and communicate. As the use of Facebook is growing we also see a decrease in the use of electronic mailing groups. Electronic mailing groups are now being used mainly for article and e-book requests.

The library services are reshaping all over the world due to the emergence of new information and communication technologies. The social networking sites have a very positive effect on library services. However, this trend is not yet fully adopted in developing countries like

Pakistan. The Pakistani library professionals especially from other than mainstream university and other libraries are more inclined towards conventional methods of providing library services to their users. The findings of this study are useful in designing and delivering social media based information services. Currently this forum is being used mainly for professional announcements/news. Whereas, Facebook is also a common platform to discuss professional matters covering all dimensions.

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