Facebook Application in Madras Veterinary College Library

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Abstract

Social networking applications already exist in many institutions. As Face book is the one of the predominant social networking site where we can share and promote the library services effectively, it has been tried at Madras Veterinary College Library. This paper attempts to explain the process of application of Face book in Madras Veterinary College Library.

Keywords:- Face book; Madras Veterinary College Library; Resources; Collection Development

1. INTRODUCTION

The Madras Veterinary College Library was established in 1903 along with the Madras Veterinary College. The MVC library had a humble beginning and over these 109 years its growth has been phenomenal and transformed from "book-only" library to a modern "digital library" with invaluable collection of e-resources to cater to the increasing information requirements of the stakeholders. This library has the collections of about 40,000 books. Of these, more than 20,000 books are kept as reference books. The collection includes textbooks, reference books, manuals, monographs, dictionaries, encyclopedias and colour atlases. Around 500 to 600 basic to advanced books are added every year for the users of the library. Collection of about 250 e-books at present and all these e-books are accessible via the e-book gateway of OPAC which is available through the Intranet connecting all the three teaching campuses and the University headquarters. The e-Book gateway also provides web links to major e-book gateways which are providing access to thousands of full-text e-books covering various disciplines including veterinary and animal sciences. The library subscribes about 100 foreign journals and 65 Indian journals. The old journals are hardbound and kept as Back Volumes for reference. So far, the library has built up over 25,000 back volumes of journals. In the electronic age, information-seeking process is made so much easier and quicker by introduction of e-journals and digital library. Falling in line with modern electronic era, the MVC Library has also activated on-line access to about 100 foreign journals and 30 Indian journals. A list of Open Access e-Journal Portals has also been compiled by the Library and web links established to those portals to ensure easy access to the invaluable journal literature. In addition to its own collections, the MVC library has access to Consortium for e-Resources in Agriculture (CeRA), an online journal consortium funded under NAIP of ICAR. The CeRA provides access to about 2,800+ online journals covering various disciplines of agricultural sciences including veterinary and animal sciences. The MVC Library periodically conducts information literacy / library orientation programmes to the library users. Library awareness programmes are also being conducted for the benefit of library users regularly.
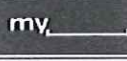
Information and communication technology are added advantages in the hands of library professionals in the current scenario. The evolution of internet and World Wide Web has transformed the whole globe and present a new way of communication. The limitless connectivity and potential to create an open social order and system of interaction and collaboration have been made possible only b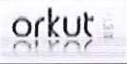ecause of information and communication technology. We can see the impact of ICT in every walk of life. User prefers social networking sites or Face book to access information as it reduces physical strain, save the time; they are able to complete the work within time, minimize expenses and keep accuracy.

1.1 SOCIAL NETWORKING SITES

Social networking site functions like an online community of internet users. People use social networking sites for communication personally as well as professionally to contact with others. Social networking sites like Face book provides new venues for young LIS Professionals to express themselves and

to interact with one another. It provides an unprecedented platform for them to dynamically farm, collaborative groups and creates, publish, exchange, share and cooperate any type of information. It makes use of web sites and LIS Professionals are using SNS closely followed by creating awareness, socializing, making friends and new arrival display is predominantly dominated by SNS closely followed by topic discussion and metadata linking.

Here are the 15 Most Popular Social Networking Sites as derived from our *eBizMBA Rank* which is a constantly updated average of each website's Alexa Global Traffic Rank, and U.S. Traffic Rank from both Compete and Quantcast as on June 2013.

S.No	SNS	Population(millions/month)	Logo
1	Facebook	750 000 000	
2	Twitter	250 000 000	
3	LinkedIn	110 000 000	Linked[in].
4	Pinterest	85 500 000	Pinterest
5	MySpace	70 500 000	my
6	Google Plus	65 000 000	the Google+
7	DeviantArt	25 500 000	deviantART
8	Live Journal	20 500 000	LIVEJOURNAL
9	Tagged	19 500 000	TAGGED
10	Orkut	17 500 000	orkut

2. Facebook:-

Currently Face book is the fifth most trafficked site on the internet worldwide and second most trafficked social media site on the world. It was first founded by Mark Zuckerberg in 2004. These are interactive allowing visitors to leave comments, message each other via widgets on the blogs and it is the interactivity that distinguishes them from other static websites .It has affected the social life and activity of people in various ways. It is just like social phenomena that not just connect people together but generate and contributes the web contents itself. It enables users to choose their own privacy settings and choose who can see specific parts of their profile. It engage and push content to user. It gives an opportunity to make community and receive fast, quick respond to feed back.

3. APPLICATIONS OF FACE BOOK IN MVC LIBRARY

3.1 MARKETING OF LIBRARY SERVICES/REFERENCES SERVICES/ ACTIVITIES

Social networking presents some important opportunities to libraries which include marketing of Library services and reference services. Librarians can also develop subject-specific blogs and play a leading role in advocating the use of blogs for scholarly communication and commenting on research findings. 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.

(Figure 1)MVC Library @ Face book

Figure 1 which implies that the application of Face book in Madras Veterinary College Library. It helps to promote not only the library services but also to give wider publicity to the events of the library activities up to date. The above snapshot clearly shows the effective usage of this tool in various library applications such as collections of the MVC Library, Services available at library. It also helps to serves the users by providing the Library OPAC link to all the students, research scholars and teaching faculties.

3.2 REFERENCE SERVICES

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. Students are using tools like Ask a Librarian, meebo and twitter to ask questions in "real time" and this is assisting 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.

3.3 ROLE OF LIBRARIANS

Librarians are responding to the popularity of social networking sites and their expanding role in the creation, use, and sharing of information by engaging them as a central medium for interacting with library patrons and providing services to meet their information needs. There is need for libraries to adopt the new social networking tools in their services as a strategy to embrace change while promoting a participatory role for library users in knowledge creation. Librarians should follow the public conversations, posts, updates, and events of these key individuals, and pro-actively offer advice, resources, and help. Librarians

should be able to examine profiles of users information needs and match them with the library collections. Should be able to share views and create awareness of the different social network sites and their uses. . Librarians can and should educate patrons on the use of these social networking tools to adapt to new ways of accessing, communicating and sharing knowledge.

4. CHALLENGES OF SOCIAL NETWORKING

The below are some of a challenges which hurdles the implementation of social networking tools in libraries.

1. Lack of awareness

2. Poor Connectivity

3. Afraid of handling computers

4. Lack of Maintenance

5. Lack of training staff

6. Copyright issue

7. Organization financial problem

The above challenges solved through library orientation, Conferences, symposia, workshops to create awareness and educate librarians and users on the social networking services and applications.

5. CONCLUSION

As a special institution like Madras Veterinary College, the library has the major role in promoting the outreach activities. It also has the responsibility of disseminating the authenticated information by enhancing the services through the tools like Face book to the students, staff, research scholars and faculty. If the challenges are overwhelmed, then the social networking tools can be used efficiently to provide better services in the library environment. Even though many of our Indian universities are also lacking to adopt these tools for their libraries, it can be effectively used in libraries to create a good user profile, customer relation management. These tools also help to promote the library services and products to the right users at right time.

6. REFERENCES

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