

A Model Construction for Dynamic Library Services through Social Networking : Problems and Prospects

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ABSTRACT

This paper try to examine how 21st century libraries can provide library services through social networking in a dynamic way. The emerging of ICT and web technology has made dire change in the working and behavior of the librarian. The use of Web 2.0 concepts and tools in library has brought a marvelous change in the process of library services. The exciting Web 2.0 tools such as Instant Messaging, RSS Feeds, Flickr, News Feeds, Blogs, Wikis, Tagging and Social Networks are gradually becoming part of the library services. A number of libraries use these exciting tools to link the gap between the user and the information. This paper is therefore, an attempt to examine the present scenario in library services delivery through these new and emerging technologies. Challenges faced by libraries in the use of these social media are investigated and possible solutions proffered. In this paper we have tried to prepare library website as a model for dynamic library services through social networking.

Keywords : *Dynamic library services, ICT, Social Network*

INTRODUCTION

Library is a social and service institution. The services are aimed at meeting user's needs. The needs vary with the category of user's. Library plays a vital role in the academic world by providing access to world-class information resources and services and helps to stimulate research by promoting collections and services widely. During past three decades in LIS has been revolutionized. In library the use of ICT and its applications has changed the trends of collection and its services in the libraries. The ICT and web technology have emerged to meet the needs of the users. Internet facilities are become boon but also creating

dangers of data lost and systems collapse. It has become a communal responsibility of the libraries and information resources with the help of library networking and consortia. Social networking provides educational research to a wider audience, providing many users can access to previously unavailable educational resources. Social networking sites are also being used to give students a support system in higher education and to offer teachers a platform for collaboration with other teachers and communication with students outside the classroom.

CHANGING PARADIGM OF LIBRARY SERVICES

The last three decades have seen miraculous changes in the field of library and information services. Because, the rapid growth and advancement of ICT tools and services have an efficient and effective in library services. According to Gobinda Chowdhury "*ICT and internet technologies have changed the nature of libraries in all sectors, they have also changed the perception and expectations of the user community*" (Chowdhury, 2006: 455). ICT have revolutionized the information handling activities in the information preservation, consolidation, repackaging and evolve an integrated system for diversified services. The auspicious trend in the development of information services with effective networking of these libraries will facilitate the optimum utilization of information resources. By using of web technologies in library the services has tremendous changes. The social networking websites and online applications where, like minded users share resources, create, tag and label content and rate it in some way. The consolidated of information as the users are now able to identify, seek, confirm and consolidate the kind of information which they look for. The use of Web 2.0 concepts and tools in library, it has brought in a marvelous change in the process of library services. The exciting Web 2.0 tools such as Instant Messaging, RSS Feeds, Flickr, News Feeds, Blogs, Wikis, Tagging and Social Networks are gradually becoming part of the library services. A number of libraries use these exciting tools to link the gap between the user and the information.

WHY DO NEED CHANGES?

Traditionally librarian is recognized as a person located in the library building, who carrying out the everyday jobs like acquiring, organizing, preserving the printed documents and in addition helping of the readers to find they required information's. In 21st century this picture has rapidly changed under the influence of advances in ICT and web technology. The paper collections have change place to network. Thus the libraries are not bound in four wall of the library, now libraries are extensions of virtual library. Therefore, we can say that virtual

libraries librarian is a cybrarian. Web 2.0 has created new ways of working, including opening up new opportunities in teaching and learning. It has evolved into a dynamic, collective and collaborative platform that facilitates exchange of knowledge and information amongst its users. By web 2.0 technologies the libraries can construct their user communities on social network, therefore that the users can join the community and share knowledge.

ROLE OF LIBRARIAN AS A CYBRARIAN

A cybrarian is a library and information specialist who also specializes in using the Internet as a reference and resource tool (Knowles, 2005). Cybrarian is an abbreviation of Cyber librarian, which coined from the phrase 'cyberspace' and 'librarian' to refer to librarian whose work habitually, involves the information retrieval and dissemination by using of internet. Librarians are professional and skilled person for the responsible of a library and its contents including the selection, processing and organization of resources and the dissemination of information's to its users. In 21st century the librarian have to be modern, with modernity being a consequence of acquiring social, psychological and professional capabilities. Librarians are expert in the use of the rising technologies to design and develop of web-based applications and library services. In World Wide Web (WWW) environment, the librarian play vital role to manage and mediate access to information that may exist only in electronic form. The librarians are necessary to work independently or as a team to deliver services. The librarians are facilitating the interactions between the potential user community and the recorded information's. Through Internet and Web environment in providing information services with no trouble, timely and properly to the users.

SOCIAL NETWORK AS AN OPEN ACCESS KNOWLEDGE

The ICT play vital role for creation of knowledge sharing activity as it provides a platform for people to do activities such as thought, ideas, discussion, messaging, questions-answers etc. The '*World Wide Web*' makes it possible to give a new media on how people communicate with other and they minimized the distances barriers. Present days social networking site has great impact in teaching and learning process and also most ease to communication media. Therefore, the social networking seems to have a deep influenced on our social structure and intra-social communication. It has proved to be a concept that has caught the human society by tempest. In 2010 Sharinaz argues that "*The creation of online social networking in many ways has contributed to knowing sharing phenomena. It is one of the technology*

tools which are viewed as an enabler of knowledge sharing. Online social networking allows connection and interaction; however there are times when a motivating person to share their knowledge is not possible” (Sharinaz, 2010).

The social networking sites are permit users to find, browse, collaborate and have online open access to knowledge and contribute to web content. Through social networking site users may promoting their knowledge which can be open access. The term “Open access” is used for openly access by users with no requirements for authentication or any payment. Through social networking there are no geographical barriers to use the resources. The students earn extra benefits from social networking site. Information’s or knowledge can be made available at office, at home, on the road, it’s a 24*7 service, thus consuming times of the users. Another major benefit to used of social networking site are convenient and flexibility. “Open access” is a model of free access of publications. There are not any charged for access to article or any others resources.

DYNAMIC LIBRARY SERVICES VIA SOCIAL NETWORKING SITE

1. Blog : Blog is a personal web tool maintained by an individual. Now-a-days most of the libraries authority creates a blog for their library promotion, alerting and marketing tools and they providing a useful design of promoting new services. Library blogs are also posting include information about new arrivals, highlight news, post student/faculty book reviews and invite comments, e-newsletter, e-databases, previous years questions, syllabus, announce events, seminar, library related news and services rendered can be flashed for wider effects. The library blogs are elementary and adequate way for librarians to stay informed and for libraries to disseminate information in a timely manner. A savvy librarians are identifies the blogs to market libraries and their services.

2. Podcast : A podcast is a digital media file or a series of such files that is distributed over the Internet using syndication feeds for playback on portable media players and personal computers. Through podcasting at a time once an obscure method of spreading information, has become a recognized medium for distributing the audio content. Podcast can be used to distribute the audio content through the internet, taking advantage of the power of RSS. End users can subscribe to a feed of a producer's audio content and receive automatic downloads of new content as it is made available online. Arizona State University Libraries have used podcasting services and its very effective tools for users.

3. Wiki : Wiki is the major applications of web 2.0. where anyone can add, edit or delete its content via web browser by using simplified markup language or a rich text editor. A Wiki stage created for the librarians to work collaboratively and concurrently on providing answers for user enquiries. Librarian can use it as their communication tool to enable social communication among librarians and users. Wikis are a useful source for getting information and to get a basic idea on any topic. Users can share information, ask questions and receive feedback, in the similar way librarians can make use of it.

4. RSS : RSS (Really Simple Syndication) is the new alert services to the researcher and is useful for a librarian also. It is a new type of current awareness services in a particular subject area. RSS helps researchers conducted their research in an efficient way. RSS can be subscribed by registering and logging in through email-id. It gives current approach to the researcher about his /her research area.

5. Flickr : Flickr was launched in February, 2004. It is one of the most prominent photo sharing tools via website. Anyone can upload and tag photos, browse others photo and add comment annotations. Users can create photo sets and collections to manage content and participate in topical groups to a cultivate sense of community. Librarian can upload the cover page of books and contents, new arrival book, journal can be diffused among the users community through and it seems to help for user’s community. Presently Flickr introduced a new concept “The Commons” in which 3,100 images from the Library of Congress are posted on a special section of Flickr. The users can tags and comments or contemplate about the origin and meaning of each image. “The Commons” is planning to increase the use of collections held by public or local institutions and also to enable the generation of collective knowledge by soliciting input from anyone about the items in the collection.

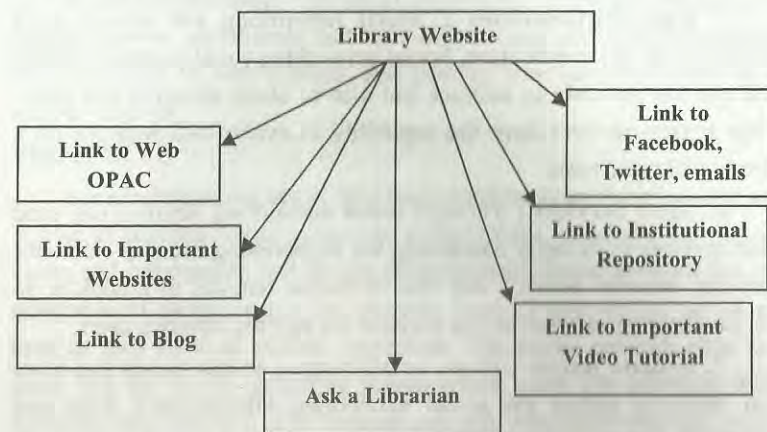
6. Instant Messaging : Instant Messaging is a live online communication synchronous method where the message is displayed instantaneously on the other person’s screen. Librarian can provide these services for reference services to their client in real time as user’s requirement. By instant messaging tools librarian can send text, video, audio files such as library instruction files, ready reference etc.

7. Social Networking Site : In 21st century Social networking sites (i.e. Facebook, twitter, MySpace, dig, LinkedIn) are relevant to information seeking and sharing on quick retrieval information to the information community. Social Networking allows libraries for facilitating access to their resources by developing tools for patrons to use in their personal slice of the web (Harris and Lssick, 2007). Through social networking one user can connect to other user by applying social networking tools for information communication & share ideas. Users have come to play a very significant role in suggesting about an organization to accomplish their goals.

8. Social Book Marking/Tagging : Social bookmarking/tagging is the practice of saving bookmarks to a public Web site and “tagging” them with keywords. It is a technique for internet users to organize, store, manage and search for bookmarks of online resources, merely bookmarks that reference them. Social bookmarking tools can include annotations and tags to assist in locating online resources again and in share with others. These tools can foster collaboration and sharing of collections of online content. Users may save their favorite or likely website wish to visit in the future. Through Social bookmark/tagging librarian serve the information among the library user’s like reference lists, bibliographies, papers and other e-resources.

A MODEL FOR DYNAMIC LIBRARY SERVICES THROUGH SOCIAL NETWORK

Present day’s user’s attitude towards the library is changing. The librarian can provide information’s in user-centric services via social networking in dynamic way. Users want speedy information’s in ICT era. So, library should apply new techniques which should put an impact on users. The library professional can create a profile in social networking sites and use this as a medium to raise their visibility, get noticed, tell about their service and get more users. Librarians can also design and develop a library website and link it to different useful social networking site. If users face any problem and have any questions then users may contact through “Ask a Librarian” virtual reference services that offer online services to them. With social networking tools, librarians can continually assess and update content to meet the changing needs of users. These tools are used for collaboration and sharing the ideas and it is becoming an essential part of library extension services. Librarian can encourage to user for user’s participation and feedback mechanism in the development and maintenance of library services.



BENEFITS OF MODELS FOR DYNAMIC LIBRARY SERVICES

1. Marketing of library services : Librarian’s can promote their services through Electronic World of Mouth (eWOM). An academic librarian should have positive approach for the implications of eWOM. eWOM as a marketing and promotional tool for creating awareness of library services, promoting library services and maintaining relationships with user communities through SNSs can be done.

2. Images Services : Many times we get lots of information from image. So, librarian can link different image sharing tools in their library website, its helps for user community. Flickr is a good feature for images sharing tools.

3. Poster in Blog : Librarian can be used blog for poster for forthcoming event within the campus or outside of the campus; it’s a better place to camping the events. As well as librarian can added important link of blog in their library website likely job related, study materials, etc. which helps to users.

4. Educational video services : Academic librarian can offer the educational videos for library users through library website. Librarians can create a websites where the educational video tutorials can be archived or educational video links can be shared. Students can search through library website their required and relevant video tutorials. Users can even comment on the video which may be considered as their feedback. Library products such as e-learning tutorials are promoted through virtual tour.

5 User Participations : Social networking site allows users participation and contribution. Social networking could enable librarians and patrons not only to interact, but also to share thoughts and ideas. Thus library services have the capability to evolve and improve on a steady and rapid basis.

6. Alert Services : Through social networking libraries can send alert services to its users concerning the forthcoming event or reference services, libraries activity, due date of books, renewal of a book or so on. So librarian can take to this decision for alerting libraries users.

7. Remote Access : Home or off-campus access means that users can remotely access the social networking information's from any computer, laptop or smart phone - whether users are at home or abroad. Therefore, the library users saves their valuable time which fruitful the forth law of Dr. S. R. Ranganathan.

8. Quick Feedback : User can give quick feedback related to library service through social network and get quick response related to their quires.

PROBLEMS

1. Lack of awareness and unskilled staff: Most librarians and library staff are not aware of social networking services. If Librarian take a decision to provide library services to the users through social networking, it may be very effective. Unskilled staffs are not well known to the use of social network activities.

2. Bandwidth problem: Greater part of the libraries has finite and poor bandwidth connectivity for online operations.

3. Loose of Creativity: Always using web based information or using social networking based information by the users; they loose their creativity of the mind.

4. Techno stress: Information and communication technology (ICT) has encompassed every sphere of daily operations and services. Techno-Stress is a response to changes of an environment as perceived by the individual; which if harsh and extended can have harmful physiological and psychological effects.

5. Copyright Issue: The social networking sites are allow users to search, browse, collaborate and have online open access to knowledge and contribute to web content. But dealing with copyright issue is a serious concern.

PROSPECTS

Social networking are as new tool in information management that is able to creating future prospects, opportunities, and hope for library users, and information and library professionals. Social network has no geographical barrier; users can connect from all over in the world, as long as they have an online connection. The social network sites are more like the virtual gathering places where users can entertain with valuable information's. The librarian can talk with users through social networking about on dissimilar topics, share information and exchange files and pictures. The library services will turn into more interactive & informative. Web 2.0 tools & applications will comprise a significant and substantive change in the history of libraries. A number of positive things that have contributed to make social networking become most popular among user. It has completed world a small place and every person can stay connected. The social networking sites are not concern about security and privacy. Social networking sites allow users to display their personal information, users personal information's may be misused. So, librarian will aware to library users the use of social networking.

CONCLUSION

Implementing social-networking through a right strategy and a right way would definitely bring a better relation among the users and the Library professionals. The social networking sites supplements traditional method of delivering library services. The impact of Information & Communication Technology is such that it can't be ignored, so it urges us to adapt it. Even though there may be some problems related to technological skills but we need to be prepare for change management. Librarians are there, to guide their users in digital environment so more responsibilities has emerged in our profession.

Keeping the future prospects of learning environment in academics we need to proceed further.

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