SOCIAL NETWORKING SITE: A PRESENT SCENARIO, CONCERN & INTROSPECTION

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ABSTRACT

In this Digital era, we are totally depends with social networking. Mostly Data are store in Digital library or social media. We can say that social network is a set of people connected by a set of social relationship such as Friends, Co-workers, religious etc. the growing use of social media such as Facebook, teacher tube, Orkut, linked in etc. by user in this era providing new challenge for human being to keep up their growing needs. Social network allow human being to join and create profile then connected with other users. There are many tools are available in social network to promote library services. A social networking site are web based and provide variety of service to user for interact over the internet as messenger, Facebook, Orkut, twitter etc. in this paper we discuss use of social networking, use of social networking in education, tools of social networking tools. We also discussed the advantage and disadvantage of social networking. Social networking site offer to include blog and way to share messages, image, ideas, group messaging, private messaging and chat facilities in groups and private. Libraries are connecting with user through social networking and exchange their requirements.

KEYWORDS: Social Networking sites, Social Media, Facebook, Twitter, Myspace, linked In, Orkut, Research gate, Blogs, YouTube, Flicker, Lis Link, Teacher Tube

INTRODUCTION

"Social media is media for social interaction as a super-set beyond social communication. There are few people who are against to use it but there are a lot of person who are mostly depend on social networking sites in their daily routine work. Social network include ability to search, invite friend and connect with friend and interact on their post, share their review, being a part of discussion, events and share a knowledgeable video. Now Social networking sites play a vital role for improving and make strong their general knowledge. A social network service essentially consists of a representation of each user, his/her social links and others additional services. Social media has the potential to use, facilitate and to create relationships between libraries and their patrons for better dynamic library services and this will likely play an increasingly important role in library service for future outreach.

The student communities are the frequent users of sites. They can be always in touch with their teachers, library, friends, and families through the Social Networking. They can connect themselves with discussion forum by the use of Social Networking sites. Many students create their profiles and share identities including their personal information, pictures, blog entries and videos. It also helps them to share information, exchange files and seek comments, suggestion and ideas instantly. Social Networking sites are considered as electronic sources for the students to gather various materials for their academic learning.

Social networking service is plays an important role to connecting the people. The people are exchange of their information, ideas, messages, news through social networking sites. The users are exchange their ideas, feelings and opinions through worldwide. Library professionals and the users can utilize the library service through social media. Social media is very helpful to disseminate of the information to the users frequently. The library professionals can easily identify the users requirement regularly. The library professionals and the users are interacting frequently through social networking sites.

Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content". Furthermore, it's depended on Tablets, mobile and web technology to create interactive platforms. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals.[2]These changes are the focus of the emerging field of techno self-studies. There is difference between Social media and other traditional or industrial media in their frequency, quality, usability, performance, reach and immediacy. Social Media is used as a communication tool where employees within the organization will be able to engage in knowledge sharing" (Jones, Temporally& Lima 2009).

Boyd and Ellison (2007) says Social network sites as web-based services that allow individuals to

- Construct a public or semi-public profile within a bounded system;

- articulate a list of other users with whom they share a connection;

- View and traverse their list of connections and those made by others within the system.

SOCIAL NETWORKINGSITE IN A NUTSHELL

Andreas Kaplan and Michael Heinlein define social media as "a group of Internet-based applications that build on ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

According to Wikipedia" Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

According to Computing Dictionary ―the development of social and professional contacts and the sharing of information and services among people with a common interest Computers"

According to Anvil Media ―An umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures.‖

SOCIAL NETWORKING SITES

Now a day's Facebook is very common and popular free social networking sites with various features like chatting, upload photos and video, remarks on other status etc.There are some Social networking sites which are growing its registered user in India are as Facebook, Orkut, Linked In, Google+, Twitter, MySpace, Blogs, YouTube, Teacher Tube, Research gate etc. Social Networking sites change the way of communications. Mostly social networking sites are free of cost. These tools include blogs, wikis, RSS (Really Simple Syndication), podcasting, chat rooms, instant

messengers, social bookmarking, social networking, feeds and Google utilities.We can find our old friend by social networking sites. According to work and nature social networking sites are categorized as various forms as: - Professional Sites, Social Connection, Information communication, Educational Sites, Multimedia sharing and Hobbies sites. Each and every library should have an account with Facebook, Orkut, Teacher tube, Twitter and Google+.Social Networking enable you to make network with other people online, either -personally, socially and professionally. Social networking sites cover long distance, increase social interaction and helpful for finding old friend. Main platforms which are used frequently are; Facebook – http://WWW.facebook.com/; Myspace – http:// www.myspace.com /; twitter – http://twitter.com/;Google plus – http:// plus.google.com; LinkedIn – http:// www.linkedin.com;;Orkut – http://www.orkut.com/; Lislink - : http://www.lislinks.com/; Wikipedia - https://en.wikipedia.org/; YouTube - : https://www.youtube.com/; Teacher tube - : https://www.teachertube.com/; Research gate - : https://www.researchgate.net/ Etc.

Facebook

It was first founded by Mark Zuckerberg in 2004. The head quarter of Facebook is situated in Menlo Park at California. The web link of Facebook is – http://WWW.facebook.com. For access Facebook we have to create our Facebook account and uploading our details and upload your image. And we have to provide a valid e-mail ID or mobile number. Then Facebook profile generated. It is free of cost. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook. The librarian should make live chat regularly with the users. By using Facebook People quickly and easily stay in touch with each other. Facebook strong our relationship. In Facebook we can post our view, create apps on Facebook, upload image, we can write notes on its. Now it is become common tools of communication with each other. We can make new friend according of our interest from global community. Facebook become a leader of social media by increase it user in worldwide. Teenager student use Facebook for fun and enjoyment.

Twitter

Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched by July 2006.The web link of Twitter is– http://twitter.com. Twitter is a very simple service. When we have a twitter account, its allow its user to broadcasting of post. The post of twitter called by tweet. It is provide free broadcasting service. Twitter can provide help in library for ready reference service and instant answer to a question.

Wikipedia

Wikipedia is found in 2001.Weblink of Wikipedia is https://en.wikipedia.org. It is like a contents encyclopedia. It is open and free. Registration is not required for editing in it.

LIS Link

LIS Links is the India's first and largest Social Network for Library and Information Science Professionals. The Web link of LIS link is- : http://www.lislinks.com. LIS link provides a platform for the librarians to offer latest news or information for the users. It provides information regarding events, announcements, jobs/vacancies, Book reviews, information about new books and Internet Resources, provides discussions with subject experts.

LinkedIn

LinkedIn Founded in December 2002 and launched on May 5, 2003. It is designed for business and service community. The Web link of Linked in is https://in.linkedin.com. It help professional to find a job and discover sales leads. It is not focus for making more friends and like and comments on their posts.

Google+ (pronounced Google plus)

Is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is ―Real-life sharing rethought for the web.

MySpace

MySpace launched by Tom Anderson and Chris DE Wolfe in 2003. The Web address of MySpace is http:// www.myspace.com. When we create Myspaceprofile, our social network starts growing. For creating MySpace profile person should be 14th year old. Then you invite friend to join. After friendships conform all the people in your friend's become a part of your networks.

Orkut

It is also a free social networking sites. Web Address of Orkut is– http://www.orkut.com. For creating a profile user must be 18th year old. In Orkut we can create profile, get in touch with friends and have feature to share your interest post. It is also allow to chatting facilities.

YouTube

YouTube is most popular in now a day. The headquarter of YouTube is established in California. The service was created by the employee of PayPal in February 2005. In November 2006, it was bought by Google for US$1.65 billion. Web address of YouTube is: https://www.youtube.com. YouTube accept video uploading in various form as- .AVI,.mov,.mp4,.mpeg-4, mpeg,.wmb etc. Library video and e-learning tutorials, events and others video library services can be effectively promoted and webcast through YouTube.

Teacher tube

It is a part of YouTube for teacher. Its web link is https://www.teachertube.com. It presents an excellence opportunity for instruction librarian collaboration. Librarian can guide students to helpful library resources, and vice versa.

Research gate

Its web address is: https://www.researchgate.net. Research gate is a social networking platform for researchers, academic professionals. For access Research gate we have to create our account on research gate then chose our area and uploading our details & image. We have to provide a valid e-mail ID or mobile number. After a long process our research gate account is created. It basically designed for academic community. Research gate help scholars to searching article or thesis for their relative subjects. In research gate we submitted our article. And we also can read others author's publications. This is very helpful site for researchers.

Blogs

Blogs are a self-publishing tool that resembles online journals when an owner can periodically post messages. Readers can subscribe to a blog, link to it, share links, post comments in an interactive format and indicate their social relationship to other bloggers who read the particular blog. By creating a blog, you'll be able to disseminate information to lots of people at one time. The librarian will do current awareness service regularly through social networks.

ADVANTAGES OF SOCIAL NETWORKING

These sites are running and used successfully in whole world, because of their advantages. The use of online social networks by school libraries is also increasingly for communicate with potential library users, as well as extending the services provided by libraries. Social networking provides worldwide connectivity. By using these sites person make new friends, increasing business connections and get in touch with friends and relatives, seeking a new job, locating assistance, provide referrals services and can take advice on business and personal issues. It provides a platform for real time information sharing. Many news channels now become a partner of social networking sites like YouTube, Facebook and twitter. Social networking's also provide a gateway for advertising. Now people are advertising there product on social networking sites. Some person post advertisement on their blogs and earn money. Social networking platform allows organizations to improve communication and productivity by disseminating information among different groups of employees in more efficient manner. Social Network Systems Allow Its user students to discuss ideas, post news, ask questions and share links. Social networks, Improves business reputation and client base with minimal use of advertising.

USE OF SOCIAL NETWORKING IN LIBRARY

Librarian should be aware with social networking sites. It is easy to find referral information quickly with the help of social networking sites. Librarians use these services in positive way to provide better services. Social Media increases engagement and interactions with library users. Social networking helps librarian to share information with students in the easiest way for digitally environment. Libraries can work together to integrate positive uses of social media into their classroom, programs, and services. Its requires little training for implements. SNS helps in collecting feedback for enhance user services. Use of Social Networking sites, save cost and time then other channels of social media. SNS enhances communication between socially, departmentally, relatively, students, friends. A social networking site promotes library services and disseminates news quickly, delivering this information more directly to library users.

DISADVANTAGE OF SOCIAL NETWORKING SITES

There are some who are against to use it but there are also a lot of people who are in favor of use it. In Social networking site face to face connection are interrupt. Eye contract are not possible. There may be risk of fraud and theft of your identity. Other person can theft of your identity and can misuse of your profile. More use of Social networking sites increase the possibility for hackers to commit fraud and launch spam and virus attacks The main disadvantage of social networking site is wastage of time. : The amount of time spent by individuals with each other online has risen to greater extent. This has some bed effect on health of human body, because spending too much time for browsing these social networks can affect the way the genes, weakens the immune and hormone levels of individuals. In young age or teenager children have a phobia of social networking sites? Use of Social Networking also Reduces of your family closeness. They are giving there mostly time in chatting and uploading image. And these sites have no hard and fast rule for creating

an account, that by these sites also increasing the criminal activity. These site have to enlarge there rules and regulation and should be examine user account by admin. One should use it properly. Excess use of social network creates great problem. Parents and teachers, advice the children to use it correctly. Using of social networking sites for marketing & advertising for product it take more time consuming than expectation of company. Short term training is required for using it in effective way, because you should understand first how it works; when individual use it, how to use it and which channels to focus on depending on your end goal of using social media.

CHALLENGES

When we are going to use social media, we have to face many challenges. Professional growth and development is one of major challenges in today's information age because technologies are shifting from web 1.0 to Web 2.0 and for that changing competent and to step towards there must be in house training as well continuing education i.e. workshop, seminar. It is one of the most common and a key challenge for librarians is the User as well as Customer Service responding in timely because present day students as well as users are very social media engaged and they prefer to have communications by hand in person to each person when something goes wrong besides at the same time so many posting and request because of other work or commitment librarians are not able to reply as fast. Build Community is main challenge for social media. Social media offer you to build your community. According to your profile which type of people you like and want to connect you have to search from globally. In social networking sites there are some fraud identity are also available. And you have to develop your Literacy and Communication Skills for getting in touch with your friends. Sometimes what you wrote many of people are able to view that post or comments. So we have to improve our communication skills. It also one kind of great challenges of librarians' as well as LIS professional to promote their various services like – Current Awareness Service (CAS), Selective Dissemination Information (SDI), Library Holdings, Latest Event due to increasing of Social Networking Sites (SNS)

RECOMMENDATIONS

The recommendations for use of social networking sites are as below

- Each and every person should have android mobile phone, tablets, laptop or PCs. Internet connectivity must be provide to all libraries, labs in educational group for marketing of information service through social media.

- Each library, educational or business organization should have an account with social networking sites according to their profile like as LinkedIn, Facebook, Google, Twitter, Research gate, Lis Link etc.

- There is necessary to develop separate web sites for department like library.

- A special training program must be conducted for the library professionals to improve our library skills.

- Libraries and organization should create social media marketing plan.

- Librarians must be information literate to provide social media services among the users.

- Among the social media Facebook is much popular among the patrons so that libraries and other organizations should develop Facebook page on their websites.

CONCLUSIONS

Social media has become a part of daily routine in life. In present era social network has becomes an integral part of human being. Information is spared globally through Social networking websites. Social networking tools are widely applicable. They offer a new proposal for reaching students away from the traditional library building and website by allowing students to access librarians and the library's resources without leaving the comfort of the web sites they use the most. Social networks are connected with the Librarians and the users instantly. We can identify the student's requirement through social networking sites. The librarians are identifying the user communities through the internet. Afterwards the librarian makes the library profile more attractive.If librariansface to face interact with the users much more time is consuming and it is also cost effective.It is beneficial for the employer in using the resources in an efficient manner. The workplace can become eco-friendly by not using paper and other resources which can be saved. Social media also decrease the productivity.

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