

SOCIAL NETWORKING AND LIBRARIES

SHEEL BHADRA YADAV, MOHIT GUPTA & APARNA DIXIT

Research Scholar, Guest Faculty, Department of Library and Information science,
Bundelkhand University, Jhansi, India

ABSTRACT

In this era of information technology, users are more progressive and like to use advances in information technology, for getting updated with world and also, to fulfil their academic and social need. This paper deals with the concepts of the social networking in libraries. Paper focuses on challenges of social networking among library professionals, the paper highlights purpose of social media, example of social networking sites. The study shows us that social networking sites are an integral part of our life. The paper also shows popularity of social networking sites among users through statistical Social Media.

KEYWORDS: Library 2.0, Social Networking Sites, Web 2.0

INTRODUCTION

Social networking plays an important and effective role for communication. There are many social networking sites such as MySpace, Friendster, Facebook, Digg, hi5, Haboo, LinkedIn, Netlog, YouTube, Wikipedia, Flickr, Pinterest, Twitter, Instagram, etc. are used for the purpose of communication. Social networking encompasses many software, which helps software users to interact and share their information. Social networking creates a platform, by which similar interest of users stand on single platform. In the end of 1990s, various social networking sites were developed with attractive features. Friendsters develop in 2002. Friendster had amazing features compared to to others of those days. Friendster was followed by MySpace, then LinkedIn a year later and finally Bebo. In February 2004, Mr. Mark Zuckerberg launched Facebook and it became the largest social networking site in the world. Libraries are affected by web environment. A large number of persons are using web, to interact with each other through information, instead of web 2.0 and different social media tools such as blogs, wikis, audio/video/photo sharing sites, RSS etc. With the help of them, libraries are able to expand their services beyond library walls. Application of web 2.0 in libraries has taken the libraries, into a new generation. It is important for libraries to experience web 2.0 tools, from a user perspective and use these tools in modernizing library services; web 3.0 also known as semantic web is smarter and can understand what you want.

WEB 2.0

Web 2.0 phrase was coined by O'Reilly Media in 2004. The web was widely embraced by academia and libraries especially, those who recognise a great information delivery system, when they see it and was rapidly growing. Web 2.0 is emerging technology; to develop various web tools which promotes interactivity. Web 2.0 generally refers to a second generation of services available on the World Wide Web that let people collaborate and share information online. Web 2.0 allows users to respond what they read or learn.

The social web consists of no. of online tools such as Podcasting, Blogging, Tagging, Social Networking, Wikis, Social Media, RSS, where people can share their opinions, thoughts and experiences.

Library 2.0

Library 2.0 is a change in interaction between users and libraries in a new culture of participation catalysed by social web technologies. Library 2.0 is the application of the interactive, collaborated and multimedia web based technologies to web based library services and collections. In general library 2.0 is a technology for generation, collection, storage, process, communication and retrieval of information with application of web 2.0 technologies. Library 2.0 is a concept of a very different library service, geared towards the needs and expectations of today's library users. In this way libraries provide services to their users wherever and whenever they need (24*7).

Moving from Library 1.0 to Library 2.0

Table 2

Library 1.0	Library 2.0
Information is for individuals	Informations is for communities
Email reference	Chat reference
Text based tutorials	Streaming media tutorials
E-mail mailing lists, webmasters	Blogs, Wikis, RSS feeds
Controlled classification scheme	Tagging couples with controlled schemes

Social Media and Libraries

With the help of social networking platform people connect, collaborate and form virtual community sites that allow visitors to send emails, posts, comments, build web contents and/or take part in live chats are all considered to be social networking sites. There are various types of libraries, and these libraries serve to specific community. Today users want practical and quick information. But it is a great challenge for librarians to provide quick info. Librarians find solution of their problems in social networking sites. The impact of SNS in libraries is growing day by day. Now many libraries are using social networking for their library services. Not only libraries but users of libraries are also using social networking platform for sharing their information. With the help of information technology, users of library can use library services without being present in physically in libraries. Social media is a powerful communication tool and this offers to disseminate and promote library activities and services.

Challenges before using Social Networking in Libraries:

- Support of industry.
- User involvement.
- Training.
- Patience.
- Social media can require technical expertise for customizing purpose.
- Software issue.
- Privacy issue

- IPR, copyright issues.
- Technical and institutional barriers.
- Levels of interest and skills among users as well as library staff.
- There are many external factors such as internet connectivity, technological infrastructure, and government restrictions on social media.
- Electricity failures in libraries.
- Limited no. of library staff.
- Lack of time to use social platform.
- Interest of librarian to use social networking in their libraries.
- Inadequate funding of libraries.

Opportunities

The main opportunities associated with libraries using social media are seen to be related to its low cost, its ability to take the library service to users in their preferred spaces, the opportunity to build a sense of community between the library and its users, to support co-development of collections and to help keep libraries updated on industry news and initiatives.

Social Networking Tools in Libraries

Table 1

Information communication	Information distribution	Knowledge organisation
MySpace	YouTube	aNobii
Facebook	Second life	del.icio.us
Ning	Teacher Tube	Netvibes
Blog	Wikipedia	Cannotea
Meebo	Footnote	Lib.rano.us
Twitter	PBwiki	Library thing
LinkedIn	Community walk	

Social Media Statistics and Facts (Source: Statista)

Statista is one of the leading statistics company on the internet. Statistic fig.1, shows a timeline with the (Social media And User Generated Content). As of the second quarter of 2017, Facebook had 2 billion monthly active users. In the third quarter of 2012, the number of active Facebook users had surpassed 1 billion, making it the first social network ever, to do so. Active users are those which have logged in to Facebook, during the last 30 days.

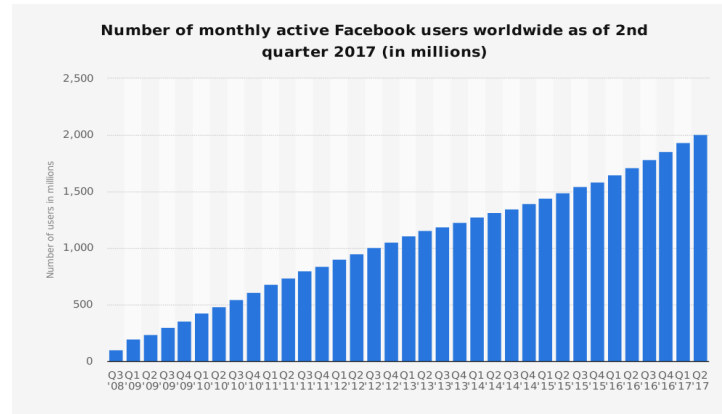


Figure 1

Statistic fig.2 provides information on the most popular networks worldwide as of August 2017, ranked by number of active accounts. Market leader Facebook was the first social network, to surpass 1 billion registered accounts and currently sits at 2.05 billion monthly active users. Seventh-ranked photo-sharing app Instagram had over 700 million monthly active accounts. Meanwhile, blogging service Tumblr had more than 357 million active blog users on their site. The most popular social networks usually display a high number of user accounts or strong user engagement.

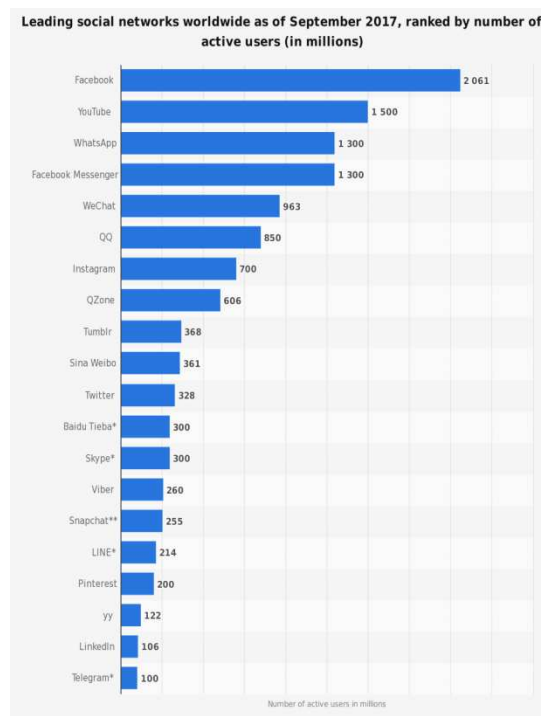


Figure 2

Importance of Social Networking for Libraries:

- By using feedback facility libraries can know about user's view very easily.
- Promotion of libraries document, activities and services.
- Libraries can support informal education.

- Reference and social care services by providing question answering in social media sites.
- Assessment and monitoring can be done easily.
- Due to user friendly environment, social networks are very interesting, among users.
- Multimedia enabled.
- Social platform helps user to use library.
- Remote users also get benefit.
- Social media is a great way to grab the attention of new users.

Current Scenario of Libraries of using Social media Channels

Libraries over the globe are using social media channels to preserving as well as promoting their services among the users. These platforms are being very popular among the users as it can be seen from the figure 1 that how rapidly is the no of users are being increased. Dr S R Ranganathan described in his fifth law of library science that library is a growing organism so library should also be grow and adopt all the emerging technology in order to providing best, easy, quick and reliable services to their users. Some examples of libraries who is using these services are given below

- Facebook: Topeka and Shawnee County Public Library <https://www.facebook.com/TopekaLibrary>
- Twitter: Kansas City Public Library <https://twitter.com/kclibrary>
- YouTube: Allen County Public Library <https://www.YouTube.com/user/askacpl>
- LinkedIn: New York Public Library <https://www.Linkedin.com/company/new-york-public-library>
- Tumblr: Darien Library <http://darienlibrary.tumblr.com>
- Instagram: Lloyd Sealy Library, John Jay College of Criminal Justice <http://instagram.com/johnjaylibrary>
- Pinterest: Topeka and Shawnee County Public Library <http://pinterest.com/topekalibrary>
- Google Plus: New York Public Library <https://plus.google.com/+newyorkpubliclibrary>
- Flickr: Boston Public Library https://www.flickr.com/photos/boston_public_library

CONCLUSIONS

These days, most of the people use some or other form of social media to stay in contact with family and friends. They might also use it, to keep up-to-date on their favourite hobby or pastime. Social media is a great professional information-gathering and networking tool too, and many of us use it for that as well. Social media channels are very popular among the libraries and the users, but there are some challenges to be faced. So, over all it can be said that, this is one of the best practices, to enhance and promote library and information services.

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