THE IMPORTANCE OF SOCIAL NETWORKING SITES FOR POSSIBLE IMPLICATIONS AND PROMOTING LIBRARIES

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Abstract

The goal of this paper is to look at the implication and use of the most important social networking tools in libraries. University or College Library staff members use and create various forms of social Networks in library for their work and it influence and help to the users for new books arrivals, library rules regulations and library information’s etc,. As college and university students are deep users of social networking sites, this efforts present libraries outreach possibilities to users who do not use the physical library. Social networking sites can be successful process of users outreach in libraries if libraries and librarians to obtain and think about to respect users’ privacy and to make available equal exposure for all areas. The most popularity of the social networking sites can modify quickly library environment and libraries should consider using social networking sites as an outreach effort but take care to avoid the potential negative consequences.

Keywords: Social networking Sites, Libraries, Students, Facebook and Twitter.

1. Introduction

This paper examined how social media experts in libraries can support or encourage the information flow and achievement of social media in a library context. The findings suggest that such social media experts play a considerable role in either supporting or constraining the information flow and implementation of social media. Information and Communication Technology (ICT) is a possible source of information productivity development. ICT can be used to reduce non-value-adding tasks or make them more efficient, thus giving time for the most important tasks. In addition, taking into use new ICT services, which function better than existing ones, can result in improving employee welfare through decreasing dissatisfaction towards ICT systems and through transforming the content of work by deleting unimportant activities. Therefore, ICT clearly has potential as means to transform knowledge work processes. However, this potential must be realized by context-specific
applications. In order to learn whether the benefits are realized in a particular case there is a need for measurement solutions.

The cultural history of Information Technology applications in the United States has changed significantly in the last decade. This recent cultural history includes both the extensively experienced benefits of public access to the Internet including the rise of new popular online services e-Bay, Napster and the demise of several dot-com’s whose constitution as businesses was poorly understood. This paper will examine whether these new social networking sites for possible implications on library programs provide more promising opportunities for higher educating IT professionals who can be more knowledgeable in developing socially helpful IT applications.

The American Library Association (1983) Information Technology as "the application of computers and other technologies to the acquisition, organization, storage, retrieval and dissemination of information. The computers are used to process and store data, while telecommunications technology provides information communication tools, which make it possible for users to access databases and link them other computer networks at different locations. Rana (2009) opines that ICT holds the key to the success of modernizing information services. Applications of ICT are numerous but mainly it is used in converting the existing paper-print records in the entire process of storage, retrieval and dissemination.

Social media is communication through the internet that enables social relations. It is an effective approach for people to use in communicating and interacting with each other. Simultaneously more organisations are applying social media to promote their services and interact with their users or patrons. In this paper social media as applied to using, implications and promotions of library services is analyses. The mainly focus is to describe various social media applications and to research existing literature regarding how and why libraries, museums, and archives have implemented social media applications in their institutions. In particular the aim is to recognize libraries and their associated institutions that have implemented social media as a part of their services. There are different variations of social media.

The most usually applied social networks in libraries include blogs, Facebook, Twitter, photo sharing, podcasts, RSS feeds, YouTube, and wikis. Based on relevant literature describes different types of social media. Few studies have looked particularly at social media and its implication in libraries. The majority of literature focuses on social media usage in libraries. Some important information can be learned from these studies.

Blogs and knowledge portals are used as tools of encouragement, promotion and outreach services as it helps to disseminate information without any geographical barrier. Blog is a very interactive tool, which receive immediate feedback from users who comment on its posts and explore shared ideas. Blogs are dynamic, disseminated and more mutual these methods are providing the CAS SDI. Social Medias are more help for better connectivity among library professionals and users in the scholarly community.
Malhan and Shivarama (2012) have pointed out that libraries have a role to recognize the value and popularity of user-generated content in the larger interest of sharing best practices in any given domain. This is essential for the maintenance of a quality scholarly blog or portal for the academic or research library. Social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (Boyd, 2007).

2. The Background of social networking tools in libraries

In social media and social media with library services related studies are conducted in worldwide some examples are explained here those are Social media is a continually updated service, that gets better the many people use it, intense and remixing data from many sources including individual users, while providing their own data and services in a form that allows remixing by others, creating network special effects through an architecture of contribution O’Reilly (2005). Nearly a decade ago, public and academic libraries used blogs than other types of libraries. Present situation may vary, and there could be differences from country to country Clyde (2004). Social networks are used to promote library services to match with users’ opportunity. Further they emphasized that blogs resemble resource-sharing viewpoint, and they reduce the time lag between acquisition and dissemination of information. It is simple to update information in a blog, than in a Web site Dinesh and Nikam (2009).

Libraries have a role to identify the importance and recognition of user-generated content in the larger awareness of sharing best practices in any given area. This is important for the preservation of a quality scholarly blog or portal for the academic or research library Malhan and Shivarama (2012). Weblogs, which are the innovations of the Web 2.0 concept, is an information source to modern scholars. Interestingly many more libraries treat blogs as another form of publication. Current library catalogues include them in their catalogues Anbu K., John Paul (2009). Social media might be disconnecting the library’s functions into too many different facets of information Gerolimos (2011).

The implementation of social networking tools for interacting and exchanging ideas has changed the development of research and scholarly communication in the academic background (Gruzd et al., 2012). Social networking site tools have had a fundamental impact of networked information on academics’ behavior and the attitudes in which they work, communicate, access information, work together and distribute their research outputs (Nikam and Babu, 2009; Molina, 2012; Vuori and Okkonen, 2012).

For a number of years the National Library Kolkata, Rajeev Gandhi University Library, Goa University Library, Delhi University Library and many other University Libraries are using social media tools for the encouragement, improvement and delivery of services and the collection. At present the most high outline Library-branded activities are the Twitter and Facebook accounts which are used every day to support a range of communications and marketing of information products.
3. Importance of Social Networks

1. Social Medias are one of the low cost and most useful ways to promote library and activities.
2. Enlarges education/ Knowledge opportunities
3. Encourages and attractive to the user to use of resources
4. It is a free guide to exchange of information pertaining to book signings, art exhibits, book clubs, new books arrivals, attractive to the users and so much more.
5. Social media reaches not only present users, but invites new users to visit library and to use services.
6. This is done by adding value to the social community. Responding to inquiries about information, local history, etc. in social media channels promote your library’s goodwill.
7. Social networks are huge way to invite user group to present feedback and to engage with others in online area.

(Source from Facebook Retrieved Apr, 15, 2015.)
8. Your group of people can simply share your activities and events with others in their social networks.
9. Encourage contribution by letting group of users and discover users.
10. Social media provides enhanced right to use information. It puts the library where the users are. It enables users to share their experiences and in turn, helps bring others into the library.
11. Social media lets you simply post future events or book exhibition. These postings rapidly increase when users share the information with their friends through their social media channels. These opportunities translate to promoting your library and activities.

4. Features of Social Network Services

Social media in the field of information background can be grand provider to the field of information poor society. It has more than a few exclusive features that can serve the user group of users where availability of resource is a great challenge to library field. Library should research and come forward to accept this new technology. It has some major features like social association, easy surfing, more participation, library related messaging can be simply possible by communicating thousands of networks, discussion forums; events of organization are more helpful to interactive and collaborative. Above mentioned all are some of the significant features and we can see in social media.

5. Social Networking Tools and their Possible Implication in the Library

Social networking sites are most helpful to users and librarian to share information with students/users in the easiest way for library developing environment. Librarian can use in three major activities in library and information services. Those are

1. Information communication
2. Knowledge distribution
3. Knowledge organization

As a librarian distribute information with students and users in the easiest way as possible, and social networking offers a great manner to do just that. With social networking tools, Librarian can make bookmark collection, share notice, and other more. These all are librarian can keep regular touch and helpful interaction with staff, students, and faculty in online collaborative atmosphere. Some most important social networking tools explained bellow.

5.1 Information Communication

Information Communication is an essential part of human life. It is communication that decides the extremely identity of human beings Modern society is rotating into an information society and communication is the substitute of information. It is the practice and transferring information from a Sender to a receiver with the use of a medium in which the communication information is understood by both sender and receiver. Information communication has become, within a very short time one of the basic building blocks of present society. Several countries now regard accepting information communication, essential skills and as a part of the heart of education, along with reading, writing and numeric’s.
a. Facebook:

Launched in 2004, Facebook provides the user with a personal profile, allows communication, information sharing, and the making of a friends list, photo sharing, photos album and the arrangement of social awareness groups. Facebook members can share photos, sending and receiving messages, chat, tag themselves or others in photos, write on friends’ walls, join groups, create new groups, sharing new ideas in group discussions, add applications and play games. Facebook is very popular among young people, aged 18-25 (Mazman and Usluel, 2010) Facebook is most popular between young people. Present day millions of members using this Facebook and the world’s most visited website.

b. Twitter:

Launched in 2006, Twitter is a micro blogging and social network services; twitter allows users to ‘follow’ every one. Users can also send and receive messages, and but limited text messages up to 140 characters only. A lot of organization/institutions/politicians/Actors use Twitter as an official communications marketing service.

c. LinkedIn:

Launched in May 2003, LinkedIn is a professional network” LinkedIn seats the users skilled and experience at the center of the platform. LinkedIn users encouraged to connections to users they have met in real life. This site is a great way to get post and finding jobs, sharing experience and answer questions, users can connect with the people that can help findings of professional information. Teaching faculty, Professional friends, and Professional experts, other we can get them in LinkedIn network.

d. Blog:

A Blog is a webpage, present days blogs compete with conventional media in transforming news, significant events and information services. A blog is access to the all users and every one can create free blog. Blog is normally the work of one person responsible but group blogs are not singular. Blogs can also offer an opening to interact with readers. Readers can post comments like with a guest book on a website. Blogs can also be regarded as a form of individual publishing on the webpage. Blogs are distributing information to many people’s at one time. In library users can get the new arrivals book collection; blogs are an authoritative tool, particularly when combine with RSS feed.

e. MySpace:

MySpace is constructed in a method that requires users to specify interaction or ‘friendships’ with other participants. A prevalent hypothesis by many observers is that the expression of Friendship is equivalent to friendship (Kornblum, 2006). MySpace produces the particular information required, and the legal process essential to permit MySpace to relate different types of information and it provides contact information for MySpace personnel committed particularly to responding to regulation enforcement requests, including tragedy requests. MySpace supports the vision of providing a safer and more secure environment for all MySpace users.
f. **Ning:**

Ning is a display place for creating own social networking site. Ning is an online service that permitted users to make their personal social networks and join and share in other networks. Ning is learning network. Its functions and border are very similar to more widely-known social networks. We can use Ning network to create learning interaction with each other and with our partner class and all class assignments will be posted on Ning blog. Ning social network can be for anything and anybody.

g. **Meebo:**

Meebo was an direct messaging and social networking service provider. Meebo was founded in Sept 2005 by Sandy Jen, Seth Sternberg, and Elaine Wherry. It is an open source, in-browser immediate messaging program which supports multiple services. If we logged into Meebo, we can chat with all of our friends and visitors in real time. Meebo provided NET Messenger Service, Google Talk and others all in one place. In June 2012, Google acquired Meebo to merge the company's staff with the Google plus developers group.

5.2 **Knowledge Distribution**

Knowledge distribution refers to all the information that a group of people's agents possesses and strength apply in solving a predicament. Knowledge distribution is something like what "an intelligent man knows" or what somebody who has entire knowledge of what each member of the society knows. Knowledge distribution also is called the collective information of a society. Knowledge distribution is the blending of all the information of individuals in a society. The plan and principle for identifying different knowledge distribution has been to identify the wide ranging from related to representing unique aspects of the knowledge distribution.

a. **Flickr:**

Flickr is an image sharing and video hosting website, and web services suite and anyone can upload and tag photos, glance others photos, and add comments and interpretation, it was created by Ludicorp in February 2004. Flickr also provided a variety of confidentiality settings, giving users substantial control over how their photos can be used. Flickr provided users who formulate comments, post blog entries, and cause the photos to achieve recognition in “most popular” lists.

b. **YouTube:**

YouTube is a video-sharing website, one of Google's subsidiaries it’s headquartered in San Bruno, California and Launched in May 2005, YouTube allows billions of users to discover watch and share originally created videos. Available content includes teaching video clips, TV clips, music videos, and other all education institutions seminars presentation, education related all types of video example; science, social science, such as video and library related how to search books? All types of videos available in YouTube.

c. **TeacherTube:**
TeacherTube is a video sharing site like YouTube. It is planned to allow those in the educational industry, mainly teachers, to share educational resources such as video, audio, documents, photos, groups and blogs. It is educationally focused, secure place for teachers, schools, and home learners. This site provided to provide anytime, anywhere skilled development with teachers teaching teachers. The site contains a mixture of classroom teaching resources and others considered to aid teacher teaching. TeacherTube was launched on March 6, 2007 and was initiated by Jason Smith.

d. **Second Life:**

Second Life is developed by San Francisco launched on June 23, 2003 and in 2014 more than one million users are using. Users can discover the world meet other people, socialize, share in individual and group activities, build, create, shop and trade virtual property and services with one another. It is a platform that mainly features 3D-based user-generated substance. Second Life is including education, socializing, entertainment, and commerce.

e. **Wikipedia:**

Wikipedia is a free information bank, written collaboratively by the users who use it. It is a individual type of website premeditated to make collaboration easy, called a wiki. Lots of people are continuously updating Wikipedia, making thousands of changes per hour. Wikipedia included of millions of articles in more than 270 languages. Wikipedia is also helpful in updating the Institution details rules and regulations, library related information and it is help to users easy to search.

f. **SlideShare:**

SlideShare is support teaching faculty, staff, and students to share their slideshow teaching presentation paper, class notes, seminar papers, research reports/papers for the better community to access on SlideShare. It is an enormous technique to disseminate information between research community to the field of research and development performance.

5.3 **Knowledge Organization**

The knowledge organization is about behavior such as document explanation, indexing and classification performed in information center, library, databases, archives etc. These types of activities are done by subject specialist as well as by computer algorithms.

a. **aNobii:**

aNobii is a social networking site intended at readers. This website was launched in 2006 by Greg Sung. aNobii service allows individuals to catalogue their books and rate, review and discuss them with other readers. aNobii developed to readers for readers allowing to finding, shelve, review and share books and aNobii’s mission is to bring books reader together and promote reading. This site allowed Add most liked books to our shelf and wishlist and attach with millions of book readers to sharing reading experiences.
b. **Del.icio.us:**

Delicious (formerly del.icio.us) is a social bookmarking web service for storing, sharing, and discovering web bookmarks. It is a free service considered with care to be the best place to save what you like on the web. It is simple way to build up a group of links, essentially making own individual search engine. This social network was founded by Joshua Schachter in 2003 and now it is acquired from Yahoo! and rebuilt by AVOS.

c. **Netvibes:**

Netvibes Founded in 2005, it is first personalized dashboard publishing platform for the Web. Netvibes is a modified control panel publishing platform for the Web collected of widgets that are pulled from a widget list open to third party developers. For privacy reasons, only modules with openly available content can be shared in Netvibes.

d. **LibraryThing:**

LibraryThing was developed by Tim Spalding and went live in 2005, and January 2015, it has successfully reached 1,900,000 users and nearly 95 million books catalogued. LibraryThing is a cataloging application; it is an online service to help users catalog their books easily. It is used by authors, individuals, libraries, and publishers. We can access catalog from anywhere on our mobile phone. It given free account permitted users to catalog up to 200 books. A paid member allows to catalog any number of books.

e. **lib.rario.us:**

lib.rario.us is launched in 2005, it seemed like a simple enough projects. lib.rario.us site is Bookmark, reviewing, tagging and sharing our books, music and videos. RSS feeds are accessible by user and media type, and it is look like an article discussion. It was attractive site for students and all type of users.

**Conclusion:**

This paper examined Social networking sites are a new technology for libraries, librarians’ or experts in libraries can maintain the information flow and working of social networking sites in a library framework. Social network information is most often exchanged between librarians who also discuss their private use of social networks. The social network expert as the central actor in the information network has the power to make possible or prevent information exchange about social media (Scott and Carrington, 2012). This new technology presents a new platform for reaching users and outreach options for librarians, its focus students to access librarians and the library’s resources without leaving. In this paper some important of the social networking tools explained to librarians for use social networking tools are usually applicable.

These applications mainly serve as a resource centre to users and above mentioned social networks help to all students, lecturers and researchers they can share and exchange knowledge. By sharing information and knowledge with one another, they are able to "increase both their learning and their flexibility in ways that will not be possible within a self-contained hierarchical organization. It is
possible the library can connect to provide information and services to the campus. The implication of social networks can be successful conducting to worldwide all libraries.

Reference: