

Chapter

4

Usage of Social Science Technology and Its Application for Provide Library Services

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ABSTRACT :

Development of social science engineering and usage of internet technology the people can easily get needful information. Today the library users get information through internet and social and education web blogs. So in technology age libraries change old concept and adopt Modern ICT technology for provide better library services. It serves as a conduit between library patrons and its resources. This essay primarily focuses on the availability of various social media tools, including social networking sites like Facebook, Twitter, Myspace, LinkedIn, YouTube, Ning, Library Thing, Wikis and Blogs, as well as the benefits and drawbacks of social media tools and their significance in libraries. Since the development of ICT (Information Communication and Technology), social media has become increasingly popular with individuals. From the development of Library Management Software to its use and services, ICT has fundamentally altered the subject of library information science. The impact of ICT has completely altered how we think of libraries. Initially, the library served as a repository for documents, books, and other materials. details its use and applicability in library services as well. In this essay, we will provide a quick summary of how social media can be used for library activities.

Keyword: Social Media, Social Media Tools, Social Networking Sites, Facebooks, and Wikis.

INTRODUCTION :

In the 19th century, when less or not usage of ICT technology, computer, RFID, barcode etc than library services provide manually to their users. Development of information technology and web developing and implement of ICT technology in the library, it is possible to provide online library service in digital format. Today e-books, e-database, e-journals etc provide through internet technology and many social websites are available for necessary information. The current libraries include all digital resources, including computers, scanners, E-books, E-databases, CDs, and DVDs. for consumers and libraries using the most recent tools & technology, online services and databases are the talk of the town. As a result, users have strong connections to social networking sites like Facebook, Twitter, LinkedIn, and Myspace. Over the past few years, many libraries have started offering services via various social media platforms like Facebook, Twitter, and Myspace to please their patrons. Libraries connect to various social networking and academic websites, and they have their own Facebook page.

LITERATURE REVIEW :

According to SNS are a significant technology that allows libraries to engage with their customers, according to (Ayiah&Kumah, 2011). According to (N. & Jagadish, 2012), social media usage in academic libraries is growing as a result of changes in a variety of activities, including the adoption of technologies, social interaction, service context, and the acquisition of information resources. (2012) Alonge highlighted their belief that the emergence of social media is changing our society's social and communication patterns, and that the use of these products has a direct impact on many aspects of library services, starting with how we acquire information and interact with our clients. According to (Jadhav, 2014), social media sites like Facebook and Twitter are used extensively and are essential to daily communication in India. According to (Gupta et al., 2014), users are increasingly using social media in academic libraries to showcase the resources and promote the services offered by the libraries. (2014) Smeaton & Davis remarked that public libraries are increasingly using social media to connect with consumers in their own settings.

OBJECTIVES OF THE STUDY :

The study seeks to achieve the following objectives:

To explore the respondent's attitude towards the use of social media in marketing of library resources and services.

To provide possible implication of social media for marketing library and information products and services.

To investigate the problems in utilizing social media for marketing purposes in libraries.

SOCIAL MEDIA: THE CONCEPT :

In virtual communities and networks, social media are “computer-mediated technologies that enable people, businesses, and other organisations to create, share, or exchange information, career interests, ideas, and photos / videos.” “It is a phrase often used to refer to a number of online-based technologies used to connect, communicate, and create web content and experiences,” according to the definition given by the Young Adult Library Services Association in 2011. Social media sites are any websites that permit users to exchange email, leave comments, create material for the web, or engage in real-time audio or video chats.

(Neti, 2011) The phrase “social media” can be obtained from the two terms that make it up. In general, the term “media” relates to marketing and the dissemination of ideas or information via publications or channels. Social refers to how members of a group or community interact with one another.

Social media are web-based communication tools that allow users to engage for social, professional, and educational purposes. It functions exactly like a conduit for communication between all WoW users. The social media are web-based programmes that leverage user-generated material. Users build their own profiles, maintain them, and share the same circle of images, thoughts, text, and other stuff with other users. Basic features include the ability to enable numerous interactions and user-generated content.

SOCIAL NETWORKING SITES :

Social networking services make it easy for users to build, administer, and share their own profiles. It also has the ability to add friends, locate friends on other websites, and create groups by connecting those who share interests. The main goal of social networking sites is to connect users with diverse groups of individuals, such as friends, family and relatives, professional colleagues, etc. with those who share similar interests. Social networking platforms include Facebook, LinkedIn, Myspace, Ning, Google+, and more.

MICROBLOGGING :

It is a web-based interface application that enables the user or subscriber to submit a brief piece of digital content, such as a text, video, or image, as well as receive updates in the form of short messages from other users to whom they have already subscribed. One of the most well-known examples of microblogging is Twitter. It provides consumers with immediate brief messages. Twitter claims to have 320,000,000 users worldwide as of today (Wikipedia, n.d.).

BLOGS :

It is a collection of individual ideas and thoughts in one location on the internet. In essence, it is a platform that a person uses to communicate

thoughts, ideas, opinions, news, and other materials. Problogger.net, Libercafe, Infolibrarian, Lislinks, Library Soup, and India Libraries are a few examples. With the use of these technologies, librarians can communicate with their members about a variety of topics and concepts relevant to library services, as well as offer information about job openings, training opportunities, and seminars, among other things.

WIKIS :

Anyone can edit, alter, write the text on, and edit other contents on this website. Users can share their expertise and abilities with others on this web-based platform. It is a collaborative effort between a single person or a small group of people utilising a web browser and a simple markup language. Wikipedia, Appropedia, library success, etc. are few examples.

PODCASTS:

According to Wikipedia, a podcast is a type of online streaming media that consists of episodic audio, video, digital radio, PDF, or ePub files that can be subscribed to and automatically downloaded. Podcasts such as Voice from the Valley, Radiolab, Buzz out loud, and others are examples.

FORUMS :

It is an online forum where a group of like-minded individuals with comparable levels of respect and interest may discuss any issue and provide responses to advance knowledge. It is one of the best platforms for exchanging ideas, having discussions, and organising information while guaranteeing necessary checks and balances. One of the earliest social media platforms for communication and opinion sharing. It can frequently be found on websites with specialised content, such as Reddit, Quora, Digg, NMLIS, LIS forums, etc.

MEDIA SHARING :

These social media platforms enable users, in particular, to upload and distribute multimedia content like video, photos, and songs online. These social media platforms are hugely popular with people nowadays. YouTube and Flickr are two examples of media sharing. The uploaded content can be viewed, downloaded, and commented on by users.

BOOKMARKING SITES :

The user can save and organise links to a wide range of websites and online resources. A social book marking service, as defined by wiki, is a centralised online tool that lets users add, annotate, modify, and share bookmarks of web documents. As of July 2016, Delicious had approximately 1,500,000 unique monthly visitors and StumbleUpon had an estimated 28,000,000 unique monthly visitors (Ebizmba Inc, n.d.)

SOCIAL MEDIA IN INDIA :

Last few year, the development of social science engineering and technology and usage of internet technology social media is an extremely active platform for information communication. They use social media technologies to share their views and thoughts. Facebook, Twitter, Google Plus etc. According to a research, Facebook is the social media platform that 96 percent of Indian urban residents use the most, followed by Google Plus (61 percent), Twitter (43 percent), and LinkedIn (24 percent) (Bhargava, 2015). According to a different analysis titled "Digital, Social & Mobile in India in 2015," there are 134 million social media users in India, up 26% over the previous year, and 97 million mobile social media users, up 5% from July 2014. (Kemp, 2015). The use of social media is growing every day.

SOCIAL NETWORKING SITES (SNS) IN LIBRARY SERVICES :

Many SNS, including Facebook, YouTube, LinkedIn, Blogger, Google+, Flickr, MySpace, and Twitter, are used in library services.

FACEBOOK :

Millions of people around the world utilise it as one of the most well-known social media platforms. There are currently 1.65 billion monthly active users (Wikipedia.com, 2016.) When it comes to new databases, books and other resources that have recently arrived, opening hours, book exhibitions, reference services, and future workshops and training programmes for libraries, the concerned libraries use social media to spread the word. It makes it easier for the user to access reference services and instant communications.

TWITTER :

Twitter is another well-known social networking site that is part of the social media, and libraries can use it to advertise their services like alert and reference services. It was created in 2006 as a free microblogging service. 310 million people were using it as of March 2016. (Wikipedia, 2016.). The majority of libraries use these technologies to advertise library services including new additions, event details, news releases, new databases, etc. As of July 28, 2016, the National Library of Australia had more than 34 thousand followers and 9,245 tweets. The Library of Congress has 817 thousand followers and 10.5 thousand tweets.

MYSPEACE :

On Myspace, there are numerous active libraries. MySpace, like Facebook, is a well-known social networking site that allows users to create their own profiles in order to improve services through the formation of friendships, groups, the sharing of opinions, photographs, and videos, and so on. When

a user expresses a concern about the services provided by a library, the library receives feedback. Examples include the Schwarzwald Library (<https://myspace.com/schwarzwaldlibrary>) and the Birmingham Public Library (<https://myspace.com/birminghampubliclibrary>).

YOUTUBE :

This is one of the major social media platforms that libraries all over the world use frequently. This helps libraries sell their information goods and share films of their workshops, conferences, and demonstrations of how to use databases, books, and electronic books, among other things. YouTube is used in libraries to improve services through tutorial and other video formats.

NING :

It is a web-based tool that enables users to join and participate in other networks as well as build their own profile on social networks. These technologies help the librarian contact with users, the Library Association, and other persons to inform them about the services offered by the library.

LINKEDIN :

Essentially a professional social networking platform, this website. The use of this site can expand a professional's network of librarians; professionals share their information, ideas, and areas of experience with others. Additionally, it helps the Library promote its offerings.

LIBRARYTHING :

It is an internet tool created specifically for library activities. It enables the user to catalogue books, share them, and establish connections with others in similar fields. Now, a lot of libraries are linked to Library Thing. Additionally, copy cataloguing is done using it. Users are allowed to catalogue 200 books. It enhances the library's OPAC and allows librarians to send users updated university publications. Libraries, publishers, authors, and individuals use it the most.

FLICKR :

It is a social networking platform mostly utilised for the sharing of large numbers of photographs with unrestricted storage. The library can make posters, pamphlets, information bulletins, and other materials available to its users. Yahoo founded and operates Flickr.

SECOND LIFE :

A social media platform called Second Life is utilised as a virtual online service for the sharing of material including videos, voice recordings, and 3D photographs. With the help of debates, lectures, and other forms of live streaming media, the libraries are able to welcome users.

GOOGLE+

It is similar to Facebook social networking platform that allows users to add, invite, post, edit, and upload videos. Using this tool library, users can also communicate information about services such as news and events, new services, video tutorials, and so on with member groups.

TEACHER TUBE :

It is a Facebook-like social media tool that allows users to add, invite, post, edit, and upload videos. Members can use this tool library to share information services like news and events, new services, video tutorials, and so on.

WIKI :

It is a very important and powerful tool for knowledge management. This tool allows the library to share information about its holdings such as library resources and reference sources, as well as connect different sections of the library with library patrons.

PINTEREST :

It is a free web-based sharing tool for images, videos, and other objects. Pinterest is an excellent marketing platform for library resources. A library can create its own profile and boards, where it can pin photos and videos that highlight the library (Jain, 2013).

APPLICATION OF SOCIAL MEDIA IN LIBRARIES :

The library can use social media to promote library resources such as database orientation programmes, e-Books, and e-journals.

- Using social media, the library can form a book discussion group.
- New books, e-resources, and other materials have arrived.
- Videos that demonstrate how to use the new database.
- The library can provide links to articles, databases, and other resources.
- Online assessment of Library resources and services Give research advice.
- Libraries can also communicate with one another and share their library services.
- The library can provide users with entertainment or amusement as well as learning tips via social media.

ADVANTAGES :

- The important advantages of the social media are:

- The majority of social media platforms are freely accessible via the internet.
- Social media makes it simple to find information and share it.
- It is available on the internet 24 hours a day, seven days a week. There is no time limit for gaining access to the information.
- Social media is very user friendly and simple to use, and no additional training is required.
- It allows the user to connect with people all over the world via the internet.
- Create a global network and professional connections.
- It is very simple to promote library services via social media.
- It promotes the use of library services and resources, as well as interaction with library patrons.
- It makes it easier to collect user feedback and suggestions for improving library services.

LIMITATIONS :

- Employees may make negative comments about the institute and library as a result.
- There are far too many social media tools to learn.
- Users are spending far too much time on social media.
- Identity theft and loss of privacy.
- Information is not reliable.
- Inadequate understanding of how to use it.
- The majority of librarians are uninterested in using social media.
- Inadequate library staff training opportunities.
- Need constant internet access and an electrical connection.
- The services are hampered by the slow Internet speed.

CONCLUSION :

Social media tools are becoming increasingly important. It is one of the most important and powerful tools for disseminating library services in the field of library science and library. Library professionals use these tools to promote library services and resources. However, it is only seen being used by modern IT savvy people and modern libraries in India due to a lack of IT knowledge and awareness among LIS professionals, as well as a lack of internet connectivity. There are numerous social media tools available around the world, but it is the librarian's responsibility to use them and choose the best available among them.

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