

Social Networks New Medium of Communication in Information usage in Emerging and innovative technology in libraries.

Wasurke Kishor N¹ and Chahande Anil M²

¹Librarian, Mahatma Gandhi Art's, Science & Late N.P. Commerce College, Armori Dist. Gadchiroli

²Librarian, Mahila Mahavidyalaya, Gadchiroli

E-mail: anilmchand@gmail.com | kiswasu@gmail.com

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ABSTRACT

The paper applies the theory and definition to the practice of librarianship. Specifically addressing how Web 2.0 technologies such as synchronous messaging and streaming media, blogs, Wikis, Social Networks, Tagging, RSS Feeds and mashups might intimate changes in how libraries provide access to their collections and user support for that access. The social media networking and how the librarians are using as a platform to share information about books, Study materials, Seminars, and workshops and in the process learning and sharing knowledge and experience. The study aims to know the interested activities of librarians in using social media networking and to learn the purpose of using social media networking. It is intend to analyze the impact of social media on librarians and assess the future scope of social media networking.

Social Networking in a Social Structure that lets the user interact and work collaboratively with other users, including the ability to browse, search, invite friends to connect and interact with web world, Social network software in the web 2.0 not only enhance the practical usability in the library but also helps the diminishing librarians add value to their profession, given the value or potential of librarian being questioned in the information landscape.

Keywords : Social Networking, Social Media, Social Networks, Web 2.0, Library 2.0, Social Tagging, Online Users

INTRODUCTION

Social network is a new approach in libraries. These social network sites allow users to create pages in which other (Professionally library users) can view and provide feedback. Some libraries have created an account in social network sites an attempt to promote and extend their library services. These social networking websites are becoming popular among students and professionals and help them in connecting with each other, their local and the global community at large.

After joining a social network site, users prompted to identify others in the system with which they have a relationship. The label for these relationships differs depending on the site-popular terms include “/friends,” “Contacts,” and “Fans.” Most SNSs require be-directional confirmation for friendship, but some do not. These one-directional ties are sometimes labeled as “Fan” or “Followers,” but many site call these friends as well. The term “Friends” can be misleading, because the connection does not necessarily mean friendship in the everyday vernacular sense, and the reasons people connect are varied

The visibility of a profile varies by site and according to user discretion. By default, profile on Friendster and Tribe. Net are crawled by search engines, making them visible to anyone, regardless of whether or not the viewer has an account. Alternatively, LinkedIn controls what a viewer may see based on whether she or he has a paid account. Sites like MySpace allow users to choose whether they want their profile to be public of “Friends only.” Face book takes a different approach-by default, users who are part of the same “network” can view each other’s profiles, unless a profile owner has decided to deny permission to those in their network. Structural variations around visibility and access are one of the primary ways that SNSs differentiate themselves from each other.

AIMS AND OBJECTIVES

- To find out the use of social networks by the Library Professional and Researchers

- To explore their views about the purpose of its use and trace the problems faced by Them; and
- To furnish the recommendations in this regard.

PURPOSE

Most of the users are frequently using these media for purchasing, video conferencing, selling, tagging related resources, advertisement, finding social contacts, ranking resources, earning money, finding communities of interest. On the other hand sometimes they were using these media for making friends, sharing links, online learning, and time passing, finding jobs online, news and for leisure/fun/entertainment. The rare use of these networks was for communication and research work.

Other social networks are noteworthy as well Library thing enables users to catalog their books and view what other users share those books. The implications of this site on how librarians recommend reading to users are apparent. Library thing enables users, thousands of them potentially, to recommend books to one another simply by viewing one another’s collections. It also enables them to communicate asynchronously, blog, and ‘tag’ their books.

LIBRARY: SOCIAL NETWORKS

Libraries role throughout history has been as a communal gathering place, one of shared identity, communication, and action. Social networking could enable librarians and patrons not only to interact, but to share and change resources dynamically in an electronic medium. Users can create accounts with the library network, see what other users have in common to their information needs, recommend resources to one another, and the network recommends resources to users, based on similar profiles, demographics, previously -accessed sources, and a host of data that users provide. And these networks would enable users to choose what is public and what is not, a notion that could help circumvent the privacy issues.

Library 2.0. of all the social aspects of Web 2.0, it could be that the social network and its successors most greatly mirror that of the traditional library. Social

networks, in some sense, are Library 2.0. The face of the library's web-presence in the future may look very much like a social network interface.

Face book :

Face book is popular social Networking site. Users must register before using the site after which they may create a personal profile. Add other users as friends exchange messages, and receive automatic notifications when they update their profile. Additionally users may join common-interest user groups, organized by workplace, School or college, or other characteristics and categorize their friends into lists such as "People from Work" or "Close friends"

LinkedIn :

This social Networking site for professionals is a grater way to get library people to connected to share information. You can also find your professionals in LinkedIn Network.

Twitter :

Twitter is an online Social Networking and micro blogging service that enables users to send and read short Character text messages up to 140 characters called " Tweets". Registered users can read and post tweets, but unregistered users can only read them using this site you can gives update of daily work, information about collection, new arrivals and current content services of library.

You Tube :

You Tube is a video-sharing website, created by three former PayPal employees in February 2005 and owned by Google Since late 2006. On which users can upload, view and share videos. You can also share variety of user-generated and corporate media video content, including video clips, TV clips and music videos and amateur content such as video blogging, short original videos, and educational videos, Library Video, events and other video, Library services can be effectively promoted and webcast through You Tube.

Blogs :

The most obvious implication of blogs for libraries is that they are another form of publication and need to be treated as such. They lack editorial governance and the security this provide, but many are

nonetheless integral productions in a body of knowledge, and the absence of them in a library collection could soon become unthinkable. This will, of course, greatly complicate collection development processes, and the librarian will need to exercise a great deal of expertise and fastidiousness when adding a blog to a collection.

Wikis :

Wikis are essentially open web-pages, where anyone registered with the wiki can publish to it, amend it, and change it. Much as blogs, they are not of the same reliability as traditional resource, as the frequent discussions of Wikipedia (an online encyclopaedia where any registered user can write, amend or otherwise edit articles) in the library world well note; but this of course does not eliminate their value, it merely changes librarianship, complicates collection development and information literacy instruction. The lack of peer review and editorship is a challenge to librarians, not in that users should avoid wikis, but only in that they should understand and be critical in depending on them. Wikis as items in a collection, and the associated instruction of users in the evaluation of them, are almost certainly part of the future of libraries. Blogs and wikis are relatively quick solutions for moving library collections and services in Web 2.0.

Tagging :

Tagging essentially enables users to create subject headings for the object at hand. Tagging is essentially Web 2.0 because it allows users to add and change not only content (Data), but content describing content (metadata). In Library 2.0, user could tag the library's collection and thereby participate in the cataloguing process. The catalog of Library 2.0 would enable users to follow both standardized and user-tagged subjects; whichever makes most sense to them. In turn, they can add tags to resources. The user responds to the system, the system to the user. This tagged catalog is an open catalog, a customized, user-cantered catalog. It is library science at its best.

RSS Feeds :

RSS feeds and other related technologies provide users a way to syndicate and republish content on the Web. Users republish content from other sites or

blogs on their sites or blogs, aggregate content on other sites in a single place, and ostensibly distil the Web for their personal use. Libraries have yet to explore ways of using RSS more pervasively.

CONCLUSION

The paper presents a general trend of social media usage among the users of the library. It is encouraging that social media sites are using more for academic usage. The use of social media is rapidly increasing among young adults and students. The use of social media should be integrated with the conventional class room teaching and learning process; the teachers should enhance their skills in the use of these media, So they could be able to cope with these emerging global trends. .

This technology provides the enabling platform that goes beyond the traditional service delivery by allowing patrons to interact in real time with librarians in the comfort of their hall of residence or homes. Librarians must acquire the necessary skills in information technology to meet the challenging demands of social networking sites.

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