

## ROLE OF SOCIAL NETWORKING SITES TO MODERNIZE PUBLIC LIBRARIES

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### ABSTRACT

*Public Libraries must be active within their community and also virtually visible to its patrons. Libraries should be where patrons want or expect them to be when that's realizable and appropriate. And one of the best way to connect with the people is the social networking sites Web 2.0 applications in public libraries which have gained growing popularity globally; it appears that the library must consider marketing its services more regularly through the internet, taking advantage of Web 2.0 applications to improve access to its users and to Promote information services. Much has been written in the last few years about the rise of online social networks and the assumption that this rise results in a decline in privacy. Social Networking Sites (SNSs) are helpful for stirring up interactions among users. Libraries should create social media for providing services and announcement of any programs of the library. It is also a good platform for the marketing of the library, and also the librarian can receive feedback from the patrons. Social media saves the time of the users as well as patrons.*

*Existing research mainly focuses on the ways Social Networking Sites (SNSs) used in libraries and the librarians or users' attitudes towards libraries using Social Networking Sites (SNSs). At the same time, libraries and librarians have deeply held beliefs about patron privacy, and they attempt to forestall access to the information habits of their patrons. This study focuses on the role of the Social Networking Sites (SNSs) in public libraries. Four types of interactions are examined, including knowledge sharing, information dissemination, communication, and knowledge gathering. The study also investigates the transformation of public libraries after the introduction of Social Networking Sites (SNSs). And also focuses on the positive and negative effects of Social Networking Sites (SNSs) in public libraries.*

**KEYWORDS:** *Social Networking Sites, Facebook, Twitter, Public Library, Blogs*

### INTRODUCTION

In today's world technologies and innovations become a prominent part of human life, everyone is connected with each other by using various kind of technologies, mostly social networking sites are used by the people for entertainment as well as for academic purposes. Libraries are mostly benefited from new technologies and innovations. Earlier to get any information from the library, patrons used to go to the library to get the information. But with the introduction of social networking sites like Facebook, WhatsApp, Blogs, Twitter, etc. patrons get the information from the library by sitting at their home or workplace. A small piece of knowledge or information which was only limited to the four walls, now be travel to everyone with a single click. ICT helps us in omitting human errors and also save the time of the individuals. The public libraries are increasingly using social media tools to promote services and highlight resources to their patrons.

It helps the librarians to make interaction with the patrons in a quick time. With the help of social networking sites, public library librarians can share the information with its various users not only in a particular region but to anywhere in the globe. Due to social networking sites now public libraries become the global libraries. But lack of awareness is the main trouble to promote the public libraries, so it is necessary to promote social networking sites and its importance to everyone so that everyone can use the social networking sites to get information from the public libraries.

### **Public Library**

A public library is an educational hub which is open to everyone like rich and poor, young and old, there is no boundary, or it is not for any special class of people. Earlier the concept was like that, the public library is used by the members of the particular area where it is situated, but now the scenario is different, people from different part of the country even people from abroad also use the public library. It is a place where people can visit, there is no age limit, no caste system, it is not for any particular religion, and anyone can come with the desire to learn. It has no restrictions on progress other than those determined by the individual himself. The public library is therefore called the people's university. Each in this university begins at his level and progress at his speed.

Earlier public libraries did their work manually, which consumes time but after the introduction of ICT, the entire scenario has changed. It transformed the traditional approaches of using public libraries with modern technologies. Which saves the time of the patron and as well as library staffs. It also reduces the manpower and omitting the human errors also.

### **Social Networking Sites (SNSs)**

Social networking is the practice of expanding the number of one's contacts by making connections through individuals, often through social media sites. Depending on the social media platform, members may be able to contact any other member. Social networking sites played a very dynamic role in academic purpose. In public libraries, they use social media's to give time to time information to their patrons. Some of the social networking sites which are used by public libraries are as follows:

#### **Facebook**

Facebook is one of the most famous and user interacted social networking sites. In this site, one can interact with the whole world. Facebook is a social networking service, and website started in February 2004. It was built by Mark Zuckerberg. Users may make a personal profile, add other users as friends, and send messages. Facebook users must register before using the site. The name of the service comes from the name for the book given to students at the start of the school year by some universities in the United States. These books help students get to know each other better. Facebook allows any users who are at least 13 years old to become users of the site. Nowadays some of the public libraries are using Facebook pages for giving information to its users about the new arrivals, opening, and closing timing, etc.

<https://simple.wikipedia.org/wiki/Facebook>

#### **Twitter**

Twitter is an online news and social networking service where users post and interact with messages, called "tweets." These messages were originally restricted to 140 characters, but on November 7, 2017, the limit was doubled to

280 characters for all languages except Japanese, Korean and Chinese. Registered users can post tweets, but those who are unregistered can only read them. Users access Twitter through its website interface, Short Message Service (SMS) or mobile device application software ("app"). Twitter, Inc. is based in San Francisco, California, United States, and has more than 25 offices around the world. In twitter also public libraries can create their page and the members can follow the page to get information.

<https://en.wikipedia.org/wiki/Twitter>

### **WhatsApp**

WhatsApp Messenger is a freeware and cross-platform instant messaging and Voice over IP (VoIP) service. The application allows the sending of text messages and voice calls, as well as video calls, images, and other media, documents, and user location. The service uses standard cellular mobile numbers, and the application runs on a mobile device, though it is also accessible from desktop computers. Originally users could only communicate with other users individually or in groups of individual users, but in September 2017 WhatsApp announced a forthcoming business platform which will enable companies to provide customer service to users at scale. All data is end-to-end encrypted. In WhatsApp librarian of the public library can create a group where he can add all the members of the library and provide time to time information to its users.

<https://en.wikipedia.org/wiki/WhatsApp>

### **Blogs**

A blog (a truncation of the expression "weblog") is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries ("posts"). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page. Until 2009, blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject or topic. In the 2010s, "multi-author blogs" (MABs) have developed, with posts written by large numbers of authors and sometimes professionally edited. MABs from newspapers, other media outlets, universities, think tanks, advocacy groups, and similar institutions account for an increasing quantity of blog traffic. The rise of Twitter and other "microblogging" systems helps integrate MABs and single-author blogs into the news media. A blog can also be used as a verb, meaning to maintain or add content to a blog.

<https://en.wikipedia.org/wiki/Blog>

Social Networking Sites (SNSs) are very useful for giving and receiving information from the library and vice versa. One can get the answer to his query instantly and also share his works with others.

### **Scope of the Study**

The present study disseminates the use of Social Networking Sites (SNSs) in public libraries. How the tradition of giving and receiving information changed due to Social Networking Sites (SNSs).

### Objectives of the Study

- To know the importance and usefulness of Social Networking Sites (SNS) in public libraries;
- To determine the changes in services in the public library after using Social Networking Sites (SNS).

### LITERATURE REVIEW

**Kronqvist-Berg(2014)** in her thesis showed the interface between public libraries, social media, and users, focusing on information activities. How is the interface between public libraries and social media perceived and acted upon by its main stakeholders (library professionals and users) this thesis contributes to developing the research concerning information activities and draws a realistic picture of the challenges and opportunities in the social media and public library context? It also contributes to the knowledge of library professionals and library users, and the existing differences in their perceptions of the interface between libraries and social media.

**Thelwall and Kayvan (2013)** studied on Research Gate: Disseminating, Communicating and Measuring Scholarship. They said in the article that Research Gate provides a new way for scholars to disseminate their work and hence potentially changes the dynamics of informal scholarly communication. This article assesses whether ResearchGate usage and publication data broadly reflect existing academic hierarchies and whether individual countries are set to benefit or lose out from the site. The results show that rankings based on ResearchGate statistics correlate moderately well with other rankings of academic institutions, suggesting that Research Gate use broadly reflects the traditional distribution of academic capital.

**Chakraborty (2012)** made the study on the activities and reasons for using Social Networking Sites (SNS) like Facebook and Research Gate by research scholars in NEHU. In her study, it was found that most of the scholars of Social Science background use these sites for their educational purpose, whereas, pure science students use this sites only for their entertainment. Many of the students have their account on Facebook (34%) whereas very less has their account on Researchgate (8%). 90% of the Facebook users use it to up to date themselves. Whereas 24% of the Research Gate users use it to know about others research work.

**Mishra(2014)**in this paper, the author has intended to describe the possible implications of social networking sites in the field of library and information services in the web 2.0. Also, an attempt has been made to illustrate different social software tools and their effective utilization in the social networking environment. Finally, the author has cited some stunning examples of the library being run in the world using the Web 2.0 technologies, besides endeavoring to highlight the role of information professionals in the digital library environment.

**Buragohain(2017)** written about the status of some of the District public libraries in Assam, i.e., Dibrugarh, Golaghat, Jorhat, and Sivasagar district. In her study, she told that the public libraries of Assam are not fully automated, due to the lack of efficient IT infrastructure as well as insufficient library staffs. So that Public Libraries are not able to satisfy their users.

## **METHODOLOGY**

Relevant data on the field of study are collected by adopting the following methods:

- Data has been collected from secondary sources like online articles, E-Books and few data are from some websites etc.
- Telephonic interviews made with some library professionals;
- Personal observation.

## **MAIN FRAMEWORK**

Nowadays social media has become an important part of everyone's life. At this present generation, the web is no more any stranger to libraries because the library uses web for many works. Nowadays social media has been adopted extensively across various platforms. The introduction of library 2.0 is very much useful for communications in the library. Social networking sites and public libraries are one of the important parts of our society through which people are receiving information about many things instantly. Earlier information regarding public libraries was only limited to the four walls of the libraries. But at the inception of the 18<sup>th</sup> century, public libraries are extensively used by the people and books are frequently being lent to the patrons. Earlier libraries are not frequently open to the users also.

The main function of a public library is to facilitate access to the required resources for information and education. To encourage informal and lifelong self-education. To serve as a center for social and cultural activities of the community. To preserve the materials of local cultural heritage, etc. And with the introduction of Library Management Software (LMS) and Institutional Repositories (IR), it became very easy to share all the information quickly. There is much software in the libraries which helps in completing the works of the library more quickly, and there is a very less chance of any mistake and duplication. One can access the e-books and e-journal by click on the link. Social Networking Sites (SNS) have a very good and active impact on public libraries.

Earlier public libraries followed the traditional approach for giving information to its users, but with the introduction of various professional websites and social networking sites, it has become easier for the librarian to circulate information to its users. For entertainment as well as in academic field everyone uses social media. With the introduction of social networking sites a single piece of information can travel across the globe on a single click, but a few years ago a piece of information was limited only to books. Most of the individuals use the internet and social media to get information and to increase their academic knowledge.

After the introduction of Information & Communications Technology (ICT) public library has adopted the facilities provided by the ICT which now became the information hub for the society. ICT also helps in omitting human errors. The individuals who left their study for jobs and are pursuing their respective courses through distance learning can easily obtain information from any remote location without being physically present in the institution. In the year 1989, Tim Berners-Lee invented a new concept which is popularly known as WWW, i.e., the World Wide Web. The WWW is a platform where the entire web resources can be retrieved through specific URLs and all the information are hyperlinked, which ultimately makes it accessible via the internet from any location. As years passed, the technologies upgraded and there evolved a new technology named as Web 1.0 and Web 2.0 which is rapidly changing the trends in WWW. The

advance Web 2.0 helps us in social aspects by providing easy communication, coordination, and online self-expression. It helps us to find relevant work across the world of scholarly literature. Research Gate, Google Scholar, Blogs, etc. are some of the sites which are very useful to share & they are helpful in providing information on various research related subjects.

### Flow Chart of Transformation of Libraries Traditional Approach into Lib 2.0

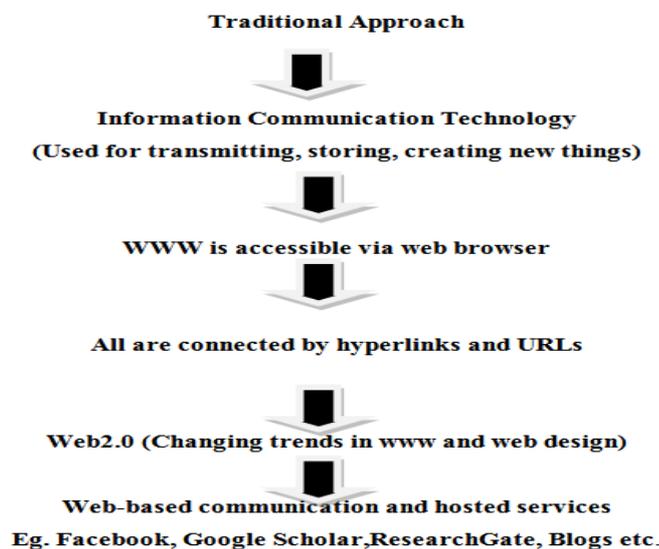


Figure 1

There are many events such as cultural programs, conferences, workshop, literature conferences, prize distribution, etc. are also organized in public libraries and with the help of social networking sites such as blogs, Facebook a librarian can easily send the information to its users, not only about the programs but also about what are the new books arrived in the library what are the journals they are subscribed, etc. If any public librarian wants to implement social media in their library, then he can use a blog, Facebook, Twitter page to connect with its users.

### Positive Effects of Social Networking Sites in Public Libraries

- The first positive effects of SNS to the Public libraries are that it helps in marketing and promotion strategies of the Public library. As we all know that social media helps in interaction, collaboration, and multi-media web-based technologies to web-based library services and collections. By combining all these features, the librarian can develop social media tool to provide their service and information efficiently.
- The second positive effect comes from the reference desk services. Before the invention of Library 2.0, the user must come to the library and ask some information through the reference desk.
- To go to the library from the hostel or home is very time-consuming. And also the person is busy with some work and can't go to the library at library hours. But the Social Media helps them to get information from their home.

### Negative effects of Social Networking Sites in Public Libraries

- Sometimes the patron is using the Social media in a wrong manner. There are some people who are constantly sending a message to the users and annoying the Librarian by asking unnecessary questions.
- Some of the Librarians also misuse the social networking sites by using it only for their personal use.

- There are many Social Networking sites nowadays; sometimes it can be a burden to the library or librarian if they want to provide all of this application. Because to handle all the sites efficient staffs are needed.
- Too many applications also make the patron confused about which one is better for them.

### Major Point of View

- Library Users are increasingly dependent on Social media, Web 2.0 or Library 2.0. It is increasingly reaching out to more number of library users;
- The most important thing is that the social media helps in giving information to the users about what is new in the library, what is going to organize in the library. It helps in marketing of the library;
- Earlier public libraries took too much time to complete their works but with the introduction of Library Management Software (LMS) they can complete the day to day library housekeeping operations quickly, and it's almost errorless;
- Social Networking Sites (SNSs) makes it easy, so now it's not necessary to stay in the long queue in the library especially in the reference desk;
- It saves the time of the patrons as they get the information through Social Networking Sites (SNSs);
- Facebook and Blogs are mostly used by the librarian to provide information to the patrons;
- Social media helps the users to get their information easily.

### CONCLUSIONS

The present study is about the role of social media in the public library. With the help of Social media, patrons may always in touch with the public library whenever they want. It is virtually visible to its users. Library 2.0 helps in marketing of the library and also gives information to its users about the new arrivals and functions. It helps the users to interact with the library without any hesitation. With the introduction of Library Management Software (LMS) and automation, the workload of the library staffs decreased day by day, and human errors are also omitting. After the introduction of the Social Networking Sites (SNSs), there are many changes came in the library. We can say that in the present time Social Networking Sites (SNSs) are a very important part of a public library.

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