

Social Network Sites and Its Application in the Library Services

Pavankuamr^a, M. Dhanamjaya^b, P S Kattimani^c

^aResearch Scholar, Library And Information Science, Reva University, Rukmini Knowledge Park, Kattigenahalli, Yelahanka, Bengaluru – 560064, Karnataka, India

^bRegistrar, Reva University, Rukmini Knowledge Park, Kattigenahalli, Yelahanka, Bengaluru – 560064, Karnataka, India

^cDeputy Librarian, Central University Of Karnataka, Kadaganchi, Aland Road, Kalaburgi, India

Abstract

This paper focused on Social Media and its application in the library services. The entire LIS professional knows the aim and importance of Five Law of Library and Information Science. For fulfilling these Laws objective, Library professionals have developed various services like CAS, SDI, Reference, Referral etc. For providing above said services to its user community Library professionals can take the aid of SNSs Technology.

KEYWORDS: Social Media, Blogs, Facebook, LinkedIn, Library Services

INTRODUCTION:

Due to LPG, information explosion has taken place in every corner of the world. But information seekers are unable to cope with this situation and they are not getting right information at right time. Hence most of the time users get confused and they end with inappropriate information in their hand. For solving this type of problem Library professionals have started using Social Media Technology as a most important medium or tool in present days.

WHAT IS SOCIAL MEDIA?

It is very difficult to give an explicit definition of the Social Media. But in generally Social Media can be defined as a platform where a user can express his/her views on any topic, he/she can criticize any person or matter and they can share their feeling with his/her friends etc. according to Boyd and Ellison “ Social Networking Sites are web based services that allow individuals to construct a public or semi- public profile with in a bounded system, to articulate a list of other users with whom they share a connection, and view and transverse their list of connections and those made by others within the system”.

TYPES OF SOCIAL MEDIA:

Social media can be classified according to its nature of communication among interpersonal and intrapersonal users. Some broad classification is made for better understanding of work of SNSs in the digital world to those is given below.

❖ **Social Networking Sites:**

These types of SNS are known as two-way communication media. By using this virtual platform users can encourage feedback mechanism, networking people with common interest. Facebook, LinkedIn are the best examples for above said SNS.

❖ **Blogs/Micro Blogs:**

A virtual platform where user can write/publish his/her ideas, views, thoughts or beliefs and the other interested person can comment on his/her blog or they can follow him/her. There are many open websites available (Blogspot.com, Wordpress.com) by using these medium he/she can create his/ her own blogs.

❖ **Content Generating and Sharing Sites:**

These types of SNSs act as a sources of facts for various subjects. For example Flickr.com, Picasaweb.com (for photo-sharing sites), Docstoc.com (for document –sharing site), Slideshare.com (for sharing slides) etc. and all the above said SNSs are open to all web users. From this users can copy, download content for his/her purpose.

❖ **User appraisal sites:**

These type of sites act as a medium for appraisals of different kind of products and services. Through this it is possible for user/buyers to provide their feedback in any of the medium.

ADVANTAGES OF THE SOCIAL NETWORKING SITES:

Like every web media or virtual platform SNSs have its own advantages. Some of the advantages are listed below:

- ✓ Staying connected with likeminded people
- ✓ Finding people who have great profile and common interests
- ✓ Invaluable promotional tools
- ✓ Information spreads incredibly fast
- ✓

DISADVANTAGES OF THE SOCIAL NETWORKING SITES:

Like every web media or virtual platform SNSs have its own disadvantages. Some of the limitations/disadvantages are listed below:

- ✓ Perpetuates false and unreliable Information
- ✓ Causing major relationship problems
- ✓ Cyber bullying is a growing problem
- ✓ Used to profile and discriminate in the job work
- ✓ The addiction is real

REVIEW OF LITERATURE:

“Use of social media by the library current practices and future opportunities”. This white paper has been researched and compiled by Taylor & Francis (2014) to provide an overview of current practices relating to the use by libraries of social media, from a world-wide perspective against which individual institutions can benchmark their own activities and be inspired to try new approaches. This white paper is just a start– we plan to build from this a central web-based resource on social media for the library community that will provide on-going updates, in-depth case studies and best practice guides. We hope this will become a valuable, developing resource that librarians will access and contribute to, so the entire community benefits from sharing ideas and experiences.

Social media, social networking, online communication words used parallel. Zakaria et al (2010) believe that social media applications have already being accepted by young generations as a platform to socialize, collaborate and learn in an informal and flexible manner although their level of involvement and contribution varies significantly.

Al- Daihani’s study (2010) explores that the majority of MLIS students are aware of social software applications and they make moderate use of blogs, communication tools and social networking sites. Shaheens study among students of the Pakistan reveals that the use of social networking site indicates popularity of facebook.com among these youth more often.

The survey of Pew Internet (2010) says that Facebook is the most commonly used social network among adults.

Use of Facebook in academic health sciences libraries (2009) says those libraries that are using Facebook are using it mainly to market the library, push out announcements to library users, post photos, provide chat reference, and have a presence in the social network. These libraries feel positive about the future success of their Facebook presence. However, the investigators believe that due to the small number of actual libraries using Facebook, the data collected at this point of time provide usage benchmarks but are inconclusive in determining whether or not Facebook is a useful and effective application for health sciences libraries. If Facebook becomes a more prevalent application, this question can be revisited in the future to make a more accurate determination.

Subramanian, et.al. (2008) reported the findings of study conducted to understand the role of SNS in college student’s lives. The figure and statistics show how Facebook has a very influential role in the lives of young adults. In present paper the investigator has the aim of exploring how LIS Professionals integrated Facebook as a tool helpful in generating awareness.

SOCIAL NETWORKING SITES AND LIBRARY SERVICES:

Social media or social networking sites like Facebook, WhatsApp, Google plus, Twitter, Blog etc. are product of the internet world. Over the past decade, these Social Medias have gained popularity among the youth in particularly among collegier. Present days, SNSs have increased its prominence in all types of organizations and hence, libraries are also using this tool for serving its user. Because of this development majority of the professionals are using these virtual media to connect with other libraries and

professionals. By using SNSs like Facebook, Google+, MySpace, Twitter, Blogs, LinkedIn, YouTube the following services can render by library professionals.

- For Book Acquisition indent, suggestion of books, user card request, overdue reminders etc. SNSs act as an important medium
- Current Awareness Service, upcoming events like seminars/conferences/workshops/tutorials, Book exhibitions, special lectures etc. can be publicized by using SNSs
- By using SNSs professionals can circulate calendar of events, list of holidays, working hours during holidays among its users.
- Through posts library can provide information related to new arrivals like books, journal issues, news papers etc.
- Services like 'Ask-a-librarian' or 'Help Desk' can also provide through SNSs to its users.
- Live chat service, live streaming service academic events can be provided to the users by using SNSs platform.
- Frequently Asked Questions (FAQs) through SNSs will allow users' to find answers and solutions for the common problems encountered in using the library services.
- Through SNSs library can provide information about the general library policy/guidelines for the various types of users.
- Libraries can render Selective Dissemination of Information (SDI) services by providing information sources and useful links on their specialization.
- A library can provide services like online document reservation and cancellation.
- Libraries can conduct online quiz's, as an outreach activity there by creating public awareness programmes.
- Reference service can be provided using SNSs.
- Library staff can collect feedback, suggestions related to services, collection of the library which helps the library staff to improve the services and activities. For this work SNSs act as a useful media.
- Through SNSs users can establish links to online resources, subject gateways, knowledge portals and digital repositories etc.
- Users can browse collections and also bookmark any collection of his/her choice.

CONCLUSION:

Use of Social media and social networking sites in the libraries very common in developed countries as compared to the libraries of the developing countries. Opt and usage of social networking has to be geared up in Indian libraries context. Since the social networking technologies are very powerful and useful for user needed services like Reference, Referral, CAS, SDI etc. it is peek time for the LIS professionals to adopt and implement the social SNSs tools. Once the LIS professional organize the social networking sites in a systematic manner, it becomes very easy and simple to provide services to its users. Thus, Social Media can be an emerging technology tool to the traditional library system for library professionals.

REFERENCES:

1. Boyd, D. M., & Ellison, B. N. (2008). Social networking sites: definition, history and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
2. Cunha, C., & Manuela, M. (2011). *Handbook of Research on Business Social Networking: Organizational, Managerial, and Technological Dimensions: Organizational, Managerial, and Technological Dimensions*. Hershy PA: IGI Global.
3. Donelan, H., Kear, K., & Ramage, M. (2012). *Online Communication and Collaboration: A Reader*. New York: Routledge.
4. Elza, D. (2011). *Interactive Media Use and Youth: Learning, Knowledge Exchange and Behavior: Learning, Knowledge Exchange and Behavior*. Hershy PA: Idea Group Inc.
5. Internet Live Stats (2015). Retrieved June 6, 2015 from <http://www.internetlivestats.com/internet-users-by-country/>
6. Liu & Ying (2010). A Review of Social Network Sites: Definition, Experience and Applications. *Scientific Research*, 749-752. Retrieved July 6, 2015, from <http://www.scirp.org/journal/PaperDownload.aspx?paperID=12714>
7. Lusted, M. A. (2011). *Social Networking MySpace, Facebook and Twitter*. Minnesota: ABDO publishing company.
8. Madhusudhan, M. (2012). Use of social networking sites by research scholars of the University of Delhi: A study. *The International Information & Library Review*, 44(2), 100-113.
9. Miller, R., Parsons, K., & Lifer, D. (2010). Students and social networking sites: the posting paradox. *Behaviour & Information Technology*, 29 (4), 377-382.
10. Sampath Kumar, N., Chandran, U. K., Arun Kumar, N., & Karnavel, K., (2013). Social Networking Site for Self Portfolio. *International Journal of Research in Engineering & Advanced Technology*, 1 (1), 1-4.
11. Subramanian, N. (2015). Implications of Social Networking in Academic Library and Information Services. Dong Geun Oh (Eds.), *International conference on Innovation Driven Librarianship: Creating Feature Landscape for the New Generation Libraries and LIS professionals (International Conference Proceedings, SRM University, Kattankulathur, India (pp. 77-83)*. Kattankulathur: General Pearl publication.
12. Suraweere, S. A. D. H. N., et al (2011). Value of social Networking in Libraries and Information Organization in Asia and Oceania. *World Library and Information Congress: 76th IFLA General Conference and Assembly. 10-15 Aug 2010, Gutenberg, Sweden, 2011*.
13. Tata Consultancy Services (2013). TCS GenY Survey 2012. Retrived July 9, 2015, from <http://sites.tcs.com/genysurvey/>
14. Techinasia (2015.) Retrieved June 6, 2015, from <https://www.techinasia.com/india-web-mobile-data-jan-2015/>
15. Tella, A et al., (2013). Use of Social Networking Sites by Academic Librarians in Six Selected States of Nigeria. *New Review of Academic Librarianship*, 19 (3), 274-290.
16. Kenchakkanavar ,Anand Y. & Hadagali, Gururaj S. Hadagali (2016). Social Networking Sites As A Viable Tools For An Effective Delivery Of Library Services. *Imperial Journal of Interdisciplinary Research (IJIR)*, 2 (3), 170-175.
17. Al-Dalhani, Sultan.(2010).“Exploring the use of social software by master of library and information science student.” *Library Review* 5(2): 117-131.

- 18.<http://www.blogpulse.com/>. <http://www.alexa.com/topsites/global>.
- 19.Jarboe, G.(2010). .Social networking habits vary considerably across Asia pacific markets. Search engine watch.
- 20.Oneindia news,” Facebook crosses 25 million user marks in India”. (April 2011),
- 21.<http://new.oneindia.in/2011/04/29/tech-facebook-25-million-users-india-david-fischer-aid102.html> (15 aug2011).
- 22.Pew Internet Project Report, (2010).<http://www.pewinternet.org/report/2010/Social-Media-and-Young-Adults.aspx>.
- 23.Shaheen, M.A.(2008) “.Use of social networks and information seeking behaviour of students during political crises in Pakistan”: A case study. *The International Information & Library Review*40:142-147.
- 24.Subrahmanyam, K., Reich, S.M., Waechter, N, & Espinoza, G. (2008) Online and Offline social networks :use of social networking sites by emerging adults.*Journal of applied Development Psychology*, 29 (6)420-433.
- 25.Brien, O Lynne (2012). Six Ways to Use Social Media in Education In Blog.