

Awareness and Use of Web 2.0 Tools among Academic Librarians Affiliated to Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

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Abstract

Web 2.0 technologies offer tremendous opportunities for libraries to provide user centered service. The information sharing tools of web 2.0 have made libraries to understand and embrace these new technologies to offer better user services. Web 2.0 technologies have great potential to enhance the delivery of library services and to contribute to the professional development of library staff. New emerging technologies like web 2.0, paves support for great opportunities for libraries, librarians and users to connect each other even if they are geographically distributed. The present deals with Awareness and use of Web 2.0 Tools among Academic Librarians Affiliated to Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. This paper includes concept of web 2.0, awareness of web 2.0 among college librarians, its use for personal and library work, way of participating in web 2.0 and various constraints faced by librarians while web 2.0 tools implementing in library etc.

KEYWORDS: Web 2.0, College Library, Librarian, Dr. Babasaheb Ambedkar Marathwada University

INTRODUCTION

The Internet and web technology has changed the way people interact, communicate, share and acquire knowledge. However, when the web was created it did not have features and facilities for users to interact. With the evolution of Internet and communication Technology, Web 2.0 has evolved into a dynamic, interactive and collaborative platform that facilities exchange of knowledge and information amongst its users (Thanuskodi, 2012). Web 2.0 is attaining the status of most powerful trend on the Web, which is growing day by day. Web2.0 is commonly used for identifying the trend of new kind of tools and activities happening, as a second phase of Web developments. It represents the change in people's activities on the Web, from a mere place to access information towards a place to create/write/share/collaborate/network with their intellectual involvement (Vijayakumar, 2012). Web 2.0 technologies offer tremendous opportunities for libraries to provide user centered service. The information sharing tools of web 2.0 have made libraries to understand and embrace these new technologies to offer better user services (Ramana, 2009). Web 2.0

technologies have great potential to enhance the delivery of library services and to contribute to the professional development of library staff. New emerging

technologies like web 2.0, paves support for great opportunities for libraries, librarians and users to connect each other even if they are geographically distributed. The advent of web 2.0 has created a new break for librarians to deliver information services to users at their expected range. Many mainstream libraries in India have started to equip their library websites with web 2.0 technologies (Sudhakaran & Sivankutty, 2011).

CONCEPTS OF WEB 2.0

The term Web 2.0 was coined by O' Reilly in 2003 and became popular after the first web 2.0

conference in 2004. Web 2.0 is the use of new web technology to enhance creativity, information sharing, interactivity, participation, collaboration and functionality of the web. Web 2.0 refers to the improved versions of the web for the development of web-based communities and hosted services such as social-networking sites, video sharing sites, wikis, blogs, podcasts, RSS feeds and folksonomies. Web 2.0 technologies tend to foster innovation in the assembly of systems and sites composed by publishing together features from distributed independent developers. It is a participative platform where users generate and distribute content often with freedom to share and re-use.

Tim O'Reilly (2005) defined Web 2.0 as: 'Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an "architecture of participation," and going beyond the page metaphor of Web 1.0 to deliver rich user experiences' (Ramana, 2009).

The important Web technologies like blogs, wikis, podcasts, RSS feeds, Mashups, Share point and Social networking responsible for the evolution of web 2.0 are given below:

- **Blogs** - Online diaries hosted on a web site
- **Wikis** – Open web pages
- **Social networking** –linking of user generated content from users to other users eg. Facebook, My space, LinkedIn.
- **RSS (Really Simple Syndication)** – Allows people to subscribe to online distribution of news, blogs, podcasts etc.
- **Folksonomies**- Collaborative tagging, classification and indexing
- **Streaming audio and video media**
- **Instant messaging:** Allows real time communication between users and librarians.
- **Mashups:** Merging content from different sources to create a new service.
- **Photo:** sharing through sites such as Ficker, Picasa etc.
- **Podcasts:** Audio and Video recordings (Ramana, 2009).

PURPOSE OF THE STUDY

The aim of this web survey is to have a clear picture about the extent of awareness and use of Web 2.0 technologies in college librarians in Dr. Babasaheb Ambedkar

Marathwada University, Aurangabad. It also tries to implementation of web 2.0 applications in college library.

OBJECTIVES OF THE STUDY

The present study has been carried out with following objectives:

- To find out the awareness and use of Web 2.0 among college librarians affiliated to Dr. Babasaheb Ambedkar Marathwada University
- To know the purpose of using Web 2.0 tools
- To identify the choice of web 2.0 technology used by the college librarians for personal and Library work
- To find out the ways of college librarians accepting to participate in web 2.0 tools

SCOPE AND LIMITATIONS OF THE STUDY

The scope of the present study is limited to 116 College Librarians in Aurangabad District which are affiliated to Dr. Babasaheb Ambedkar Marathwada University; and the study is limited only to the Arts, Commerce and Science Colleges.

STATEMENT OF THE RESEARCH PROBLEM

The Problem under Investigation is “Awareness and use of Web 2.0 Tools among Academic Librarians Affiliated to Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (Maharashtra)”. The study evaluates the Awareness and use of web 2.0 tools among the academic librarians which are affiliated to Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

METHODOLOGY

Survey method used for the study. The online questionnaire was distributed to the librarians

through e-mail. The collected data and information analysed by applying statistical method and certain techniques of research methodology.

DATA ANALYSIS

The data were collected using questionnaires were consolidated for analysis. Percentage method is used to derive findings. The following Tables and figures show the responses of the faculties relating to the problem under study.

Awareness of Web 2.0

Respondents were asked about awareness of Web 2.0. The responses received are presented in Table 1.

Table No.1: Awareness of Web 2.0

| Particular | No | Percentage |
|-------------------|------------|-------------------|
| Aware | 116 | 100 |
| Not Aware | - | 0 |
| Total | 116 | 100 |

It is observed from the Table No.1 that all i.e. 100% of the librarian's are aware about web 2.0.

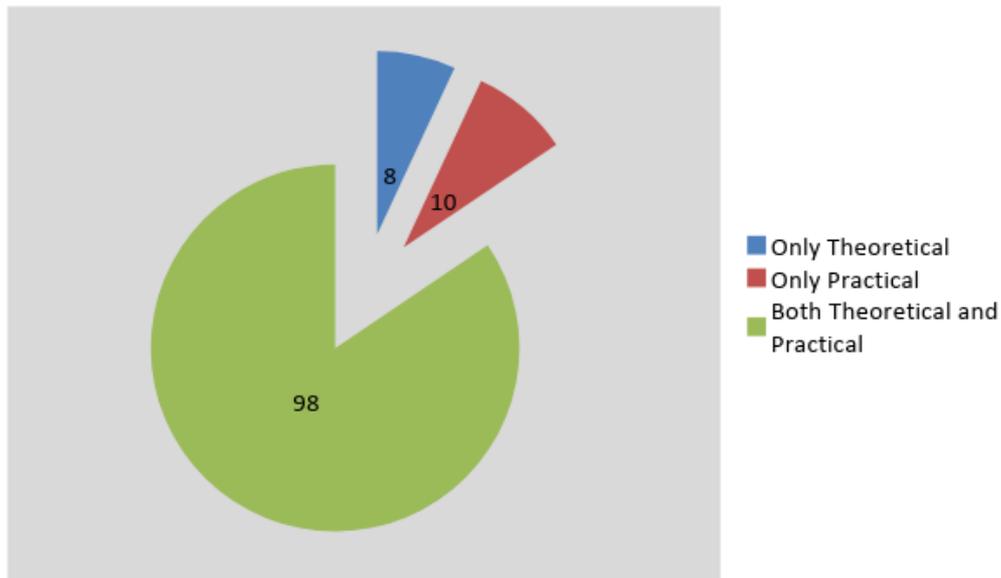
Knowledge possessed about web 2.0

Respondents were asked Knowledge possessed about web 2.0. The responses received are tabulated in Table 2.

Table No. 2: Knowledge possessed about web 2.0

| Response | Number | Percentage |
|--------------------------------|------------|---------------|
| Only Theoretical | 8 | 6.90 |
| Only Practical | 10 | 8.62 |
| Both Theoretical and Practical | 98 | 84.48 |
| Total | 116 | 100.00 |

Figure No. 1: Knowledge possessed about web 2.0



It was reveals that the Table No. 2 and figure no. 1 indicates that 98 respondents (84.48%) had both theoretical and practical knowledge, while 10 respondents (8.62%) had only practical knowledge and only 8 respondents (6.90%) had theoretical knowledge.

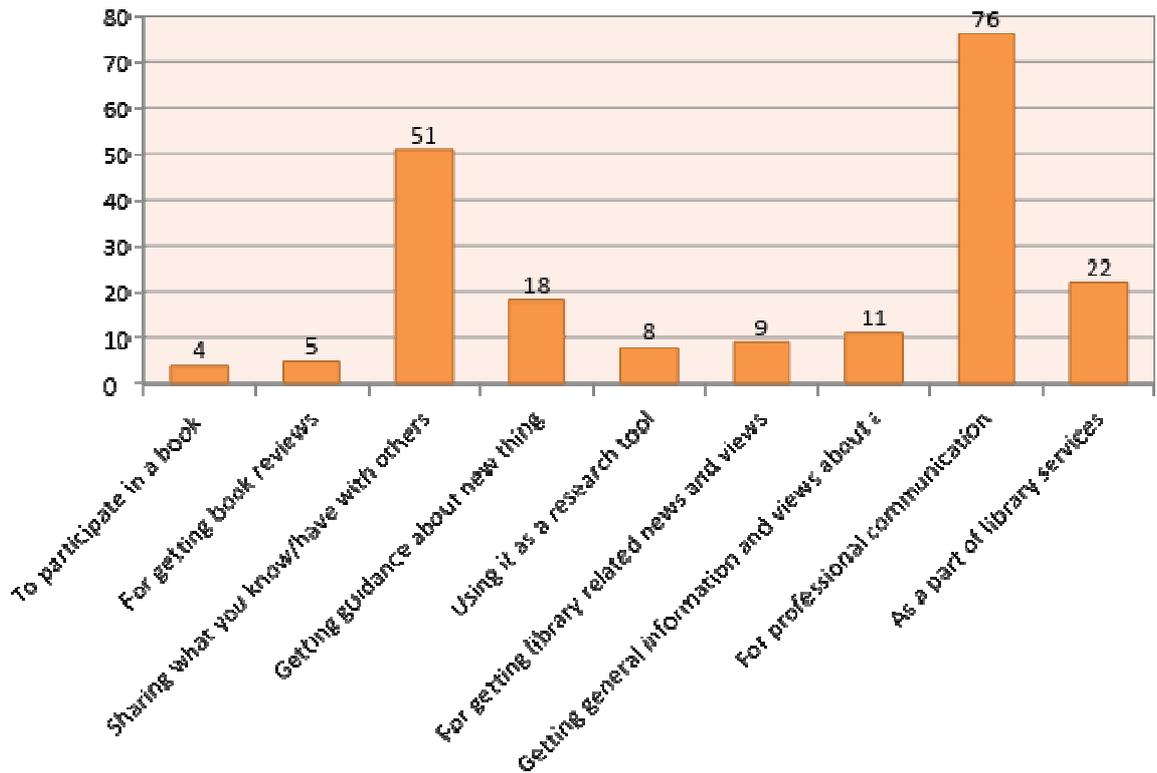
Purpose of using Web 2.0 services

Respondents were asked about Purpose of using Web 2.0 services. The responses received are presented in Table 3.

Table No. 3: Purpose of using Web 2.0 services

| Sr. No. | Purpose | Number | Percentage |
|---------|---|--------|------------|
| 1 | To participate in a book discussion platform | 4 | 3.45% |
| 2 | For getting book reviews | 5 | 4.31% |
| 3 | Sharing what you know/have with others | 51 | 43.97% |
| 4 | Getting guidance about new thing | 18 | 15.52% |
| 5 | Using it as a research tool | 8 | 6.90% |
| 6 | For getting library related news and views | 9 | 7.76% |
| 7 | Getting general information and views about a topic | 11 | 9.48% |
| 8 | For professional communication | 76 | 65.52% |
| 9 | As a part of library services | 22 | 18.97% |

Figure No.2 Purpose of using Web 2.0 services



It is observed from the table no. 3 and Figure 2 that the 65.52% of responders responded that web 2.0 is for professional communication. It is followed by sharing what you know/ have with others (43.97%), as part of library service (18.97%), getting guidance about new thing (15.52%), Getting general information and views about a topic (9.48%), for getting library related news and views (7.76%), using it as a research tool (6.90%), for getting book reviews (4.31%),; and to participate in a book discussion platform (3.45%).

Application of web 2.0 tools in personal work

Respondents were asked Application of web 2.0 tools in personal work. The responses received are presented in Table 4.

Table 4:-Application of web 2.0 tools in personal work

| Particulars | No. of Respondents | Percentage |
|-------------------------|--------------------|---------------|
| Blogs | 21 | 18.10 |
| Wikis | 9 | 7.76 |
| RSS Feeds | 5 | 4.31 |
| Social Networking Sites | 81 | 69.83 |
| Social Bookmarking | - | 0.00 |
| Podcasting | - | 0.00 |
| Total | 116 | 100.00 |

The Table no. 4 indicates that 69.83% respondents used Social networking sites in their personal work. Whereas 18.10% respondents used Blogs, 7.76% used wikis and only 4.31% respondents used RSS feeds their personal work.

Application of web 2.0 tools in Library work/Services

Respondents were asked Application of web 2.0 tools in Library work/Services. The responses received are presented in Table 5.

Table No.5: Application of web 2.0 tools in Library work/Services

| Particulars | No. of Respondents | Percentage |
|-------------------------|--------------------|---------------|
| Blogs | 34 | 29.31 |
| Wikis | 18 | 15.52 |
| RSS Feeds | 0 | 0.00 |
| Social Networking Sites | 64 | 55.17 |
| Social Bookmarking | 00 | 0 0 |
| Podcasting | 00 | 0 0 |
| Total | 116 | 100.00 |

The Table no. 5 indicates that 55.17% respondents used Social networking sites for library services. Whereas 29.31% respondents used Blogs, 15.52% used wikis. Nobody used RSS feeds, Social Bookmarking, Podcasting for library work/services.

Participation in Web 2.0 Activities

Respondents were asked about how they participated in Web 2.0 technology. The responses received are tabulated in Table 6.

Table 6:- Participation in Web 2.0 Activities

| Particulars | No. of Respondents | Percentage |
|-------------|--------------------|------------|
| By Reading | 21 | 18.10 |

| | | |
|--------------------|------------|---------------|
| By Posting | 19 | 16.38 |
| Training Programme | 00 | 0.00 |
| Online Tutorials | 00 | 0.00 |
| Friends/Colleagues | 76 | 65.52 |
| Total | 116 | 100.00 |

It observed from the table no.6 that 65.52% respondents join web 2.0 through friends and colleagues, whereas 18.10% participated by reading, 16.38% participated by posting. Nobody joint web 2.0 activities by training programme and online tutorials.

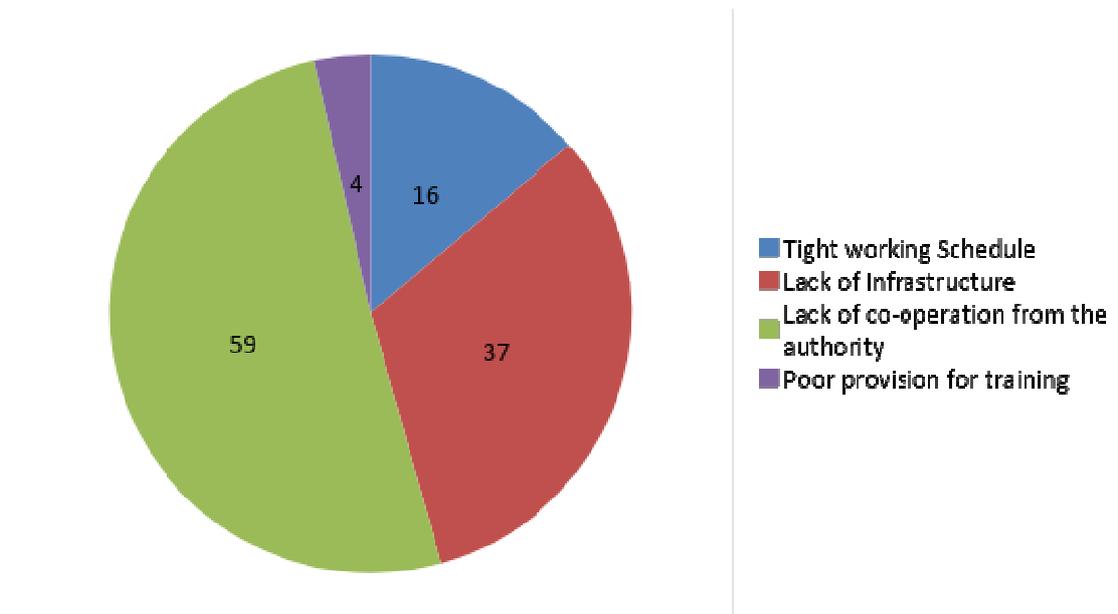
Constraints in implementing web 2.0 technologies in Library

Respondents were asked about Constraints in implementing web 2.0 technologies in Library. The responses received are tabulated in Table 7.

Table No. 7: Constraints in implementing web 2.0 technologies in Library

| Particulars | No. of Respondents | Percentage |
|---|--------------------|---------------|
| Tight working Schedule | 16 | 13.79 |
| Lack of Infrastructure | 37 | 31.90 |
| Lack of co-operation from the authority | 59 | 50.86 |
| Poor provision for training | 4 | 3.45 |
| Total | 116 | 100.00 |

Figure No.3: Constraints in implementing web 2.0 technologies in Library



The Table No. 7 and figure no. 3 indicates that 50.86% respondents felt that lack of co-operation from the authority is the major constraint in implementing web 2.0 technologies in library, whereas 31.90% respondents are facing the problems of lack

of infrastructure, 13.79 respondents don't have time to implement web 2.0 technology in library, 3.45% respondents felt that there is no provision for training.

CONCLUSIONS

All the librarians are aware about web 2.0; 98 (84.48%) respondents had both theoretical and practical knowledge; 76 (65.52%) of responders responded that web 2.0 is for professional communication; 81(69.83% respondents used Social networking sites in their personal work; 64 (55.17%) respondents used Social networking sites for library services; 76 (65.52%) respondents join web 2.0 through friends and colleagues; 59 (50.86)% respondents felt that lack of co-operation from the authority is the major constraint in implementing web 2.0 technologies in library, whereas 37(31.90%) respondents are facing the problems of lack of infrastructure.

RECOMMENDATIONS

- Based on the findings of this study, the following recommendations should be considered to adopt Web 2.0 technologies in college libraries:
- Librarians should be encouraged through college Principal/Management toward adoption of Web 2.0 technologies in the library.
- Libraries provide systematic training for staff on Web 2.0 to alleviate their anxiety over technology.
- College Authorities should Co-operate to librarians towards implementing web 2.0 technologies.

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