

SOCIAL NETWORKS IMPACT ON ACADEMIC LIBRARIES

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Abstract: - *Social Networking Sites (SNSs) are playing an increasingly important role as information sources for travelers. The goal of this study is to investigate Importance of Social Networking Sites in Libraries. The number of libraries which adopt SNSs is increasing 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. The paper highlights the Purposes of Social Media Usage in Libraries, Purposes of Social Media Usage in Libraries, examples of Social Media websites, Social Networking Opportunities for Libraries, Impact of use of Social Networking Sites, Problems use of Social Networking Sites.*

Keywords: **Social Networking Sites (SNS), Social Media, Academic Library, Library services.**

Introduction

The changing technology, explosion of information and the transition of academic libraries from print to electronic have influenced the user behavior. Most of the libraries, especially academic libraries are continued to be hybrid (print and electronic) libraries. Compare to other libraries, academic college libraries need special attention in developing collection, systems and services, keeping the hanging-needs and information seeking behavior of the users. The present study has undertaken a survey for assessing the exiting situation, perception and

expectations of users in academic college libraries in India.

Imagine a time when social network media becomes an integral part of life. In fact, there is no need to imagine anymore, as Face book and Twitter use soars beyond the combined total of 900 million users. Social network media is now main stream. Many businesses, cultural organizations and other institutions are leveraging social network media to achieve their strategic goals. While many libraries already have a social network media presence via Face book and Twitter

Some of the social media websites: Social Bookmaking. (Del.icio.us, Blink list, Simpy) Interact by, tagging websites and searching through websites bookmarked by other people. A) Social News. (Digg, Propeller, Reddit) Interact by voting for articles and commenting on them B) Social Networking. (Facebook, Hi5, Last.FM) Interact by adding friends, commenting on profiles, joining groups and having discussions. c) Social Photo and Video Sharing. (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions. d) Wikis. (Wikipedia,).

.Meaning of Social Networks:

Social networking has become one of the most important parts of our daily life which enables us to communicate with each other. Social media is a great way to protect and build our digital reputations. Social networking tools make it possible for us to be proactive in maintaining, building and protecting your personal brand and help spread word-of-mouth about our books. Social networking is very informative, entertaining and it also aware us about various situations or events which are going on in the society or in the world at large (Paul, Kumarjit. 2014, p.53-55). Social networking facilitates us to also enhance our viewpoints as it enables us certain interactive learning activities also. Social networking is a platform where our creations and thoughts are presented to a huge lot of masses.

A social networking is an online service, platform or site that focuses on building and reflecting of social network or social relations among people who share interests and activities. Social networking often involves grouping specific individuals or organizations together. Social network provides a quick, low tech method to generate, maintain web based subject guides and act as communication tools to enable social interaction among LIS Professionals. Most social network services are web based and provide means for users to interact over the internet. They interact, share and exchange resources by social networks. It promotes free flow of information and sharing of resources beyond boundaries.

Definition & Concept:

“Social Networking is primarily Internet based tools for sharing and discussing information among human beings.” – Wikipedia

A social networking is a platform to build social networks or social relation among people who like to share interests, activities, backgrounds or real-life connections.

Importance of Academic Libraries

The advent of information technology has resulted in reducing the size of libraries. In fact, these small modern academic libraries have rich potential of information. It has been possible due to the digitization of information. The digital and electronic information is based on digitized data/information, which has gradually replaced

paper-based records. As the visual information system in comparison to text-based information system is getting more and more popular these days, the traditional libraries are becoming hybrid libraries as they are in the process of doing digitization of their documents and moving towards to become digital libraries. Internet has become an unavoidable requirement for every educational institution of higher learning.

Social Networking Tools its possible implication in Academic Libraries:

Social networking tools helps academic librarian to share information with Research Scholars and students in the easiest way for academic library environment. Academic Librarian can use in three broad categories for serving the user in library and information services. The major three are Information communication, Knowledge distribution n and knowledge organization

A. Information Communication:

In the Digital era academic librarian can keep constant touch and effective interaction with Teaching Faculty, Students and Research Scholars in online collaborative environment.

I.MySpace: MySpace(<http://www.myspace.com>) and Facebook(<http://www.facebook.com>) are extremely popular social networking sites which primarily have a social function allowing people to make friends, talk online and share resources.

II. Facebook: one of the best social media site frequented by students, Facebook is librarian friendly. Group communication among patrons can be possible in web 2.0.

III. Blog: By creating a blog, you'll be able to disseminate information to lots of people at one time. Whether you're updating students on new collections, or just conversing with library staff, blogs are a powerful tool, especially when

IV. Twitter: Use Twitter, a micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collections, new arrival, current content services of library.

V. Flickr: This image distribution tool is a great way to share new image collections. Library can share photo collection of workshops; conference and different programme that are organized with in the campus. You can create image sets with metadata, as well as take advantage of the many plugins available for Flickr users. Flickr users can also help gather Missing information about images.

VI. YouTube: Library video and e-learning tutorials, events and others video library services can be effectively promote and webcast through You Tube to share your knowledge by editing, or simply point library patrons in the right direction. You can also host your library websites on wiki software like PB Wiki.

VII. Connotea: Connotea is a great reference tool, allowing you to save and organize reference links and share them with others. They can be accessed from any computer and offer integration with lots of other tools.

VII. Wikipedia: Wikipedia is an online encyclopedia updated by users. You can use this tool to share your knowledge by editing, or simply point library patrons in the right direction. You can also host your library websites on wiki software like PBWiki.

IX. LinkedIn: This social networking site for professionals is a great way to get library patrons connected with the people that can help them find information. Whether that's you, faculty, authors, historians, or other sources, they can find them in your LinkedIn network

X .Pinterest :(pinterest.com) is a relatively new social media platform which was founded in 2010. Pinterest acts like a virtual pinboard allowing users to organise and share images around themes, hobbies or activities such as crafts or even weddings. No libraries in the sample are using this platform at the time of writing although there are images of libraries posted to the site by members of the Pinterest

BENEFITS OF SOCIAL NETWORK IN ACADEMIC LIBRARIES

Use people to find content, but also use content to find people. If they are understood better relationships and knowledge flows can be measured, monitored, and evaluated, perhaps (for instance) to enhance organizational performance.

The following benefits:

- To identify the individuals, teams, and units who play central roles.
- Discern information breakdowns, bottlenecks, structural holes, as well as isolated individuals, teams, and units.
- To make out opportunities to accelerate knowledge flows across functional and Organizational boundaries.
- To strengthen the efficiency and effectiveness of existing, formal communication channels.
- To raise awareness of and reflection on the importance of informal networks and Ways to enhance their organizational performance.
- Leverage peer support.
- To improve innovation and learning.
- To refine strategies

Advantages of Facebook for Academic LIS

Professionals:

1. The primary function of any Academic library is to acquire, store and disseminate the information, in the same way Face book also explores the information variously.
2. Facebook helps students or research scholar to develop practical research skills that they need in a world where knowledge construction and dissemination make increasing use of online information network.
- 3 Facebook works as a tool to mobilize the Academic library services among younger generation of Academic Library Professionals.
4. To get aware of the users about new arrivals of Academic library have make notices, in the same way Facebook also shows new information in the form of notification.
5. Teaching faculty of Library and Information Science may get share information with their students on social Networks, Facebook that will help to embark their wideknowledge to the student's community outside the classroom.
6. Facebook can work as a tool for interaction among the students and teachers.
7. The popularity of social networks are increasing among the educated peopleEspecially adult youth in college and universities and by LIS Professionals.

Some of the Disadvantages of Social Media Networks:

- Too many social media tools to learn
- Lack of time to use social media
- Lack of privacy and identity theft
- Confidentiality of information
- Lack of knowledge how to use it
- Inadequate funding for libraries
- Inadequate library staff
- Low interest of librarians in learning and utilizing social media
- Inadequate training opportunities for library staff
- Electricity failure
- Slow speed of Internet

Conclusion

The findings of this study define the concept of Social Networking Sites and delineate the different categories of social networking services. It attempts to identify the Purposes of Social Networking Sites Usage in Libraries, How Works Social Networking Sits in Library and Impact of Use of Social Networking Sits on Libraries. The Implementation details are enumerated and explained. Library associations and LIS Academics Centers should play major role professionals. This study also explains how efficiency librarians can engage the patrons to use social networking in today world.

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