

DISPERSAL OF LIBRARY SERVICES USING DIGITAL MEDIA

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Abstract: - *The developments in network technology has created more friendly, social, and fun environments for retrieving and sharing information and one of such is social media networking websites. However, it has been observed that despite the promise of social networking sites, limited libraries are adopting them for rendering services to their patrons and this consequently results in limited patronage and response from the users. To address this challenge of limited usage of social media by libraries and to engage more users in libraries' Social Networking Sites (SNSs), this chapter attempts to create awareness on the usefulness of SNSs to libraries.*

Key Words: **Social Networking Sites (SNSs), Social Media, Libraries, Library services.**

Introduction

Social Media provide an innovative and effective way of connecting users. Features of Social Media enable users to generate interpersonal connections based on common grounds. Social Networking Sites (SNS), such as Friendster, LinkedIn, MySpace and Facebook, Blinklist, Digg, Habbo, hi5, Tagged, Flixter, Netlog, YouTube, Wikipedia set up personal communities, allow users to make persistent comments on the profiles of their friends and send private messages. These features make Social Media excellent in initiating interaction among users. The number of libraries which adopt SNSs is increasing. SNS is the phrase used to describe any Web site and from relationship with other

users of the same Web sites can be used to describe community based Web sites, online discussions forums, chat rooms and other social spaces online.

Any information accessible through these tools will reach more people in the shortest possible time. The Librarians and other institutions can continue to have good relationship with their users or members. Similarly, libraries also need to use such social media tools to reach the top to integrated them users communities within the library. The librarian is Knowledge manager, information Scientist, Technology gatekeeper, and library staff must have technical knowledge and they need to know about present technologies. There are so many of

social networking sites available internet to the share of the knowledge. In the future social media tools features may change, but it is clear that it will exist in some form as long as humans are alive.

Objectives of using Social Media in libraries

- Librarians can tweet about events of daily activities in the library.
- To update the information about new books, journals and other reading material to the users of library.
- The Using instant messenger apps also library staff can send alert messages to the library patrons for discharge of books and fine reminder
- The you tube channel for the library and host events and live Programmes taking place in the library.
- Sharing library programmes photos using with photo sharing tools likeas flickr, pinterest.
- Create a library patron groups for sharing information by using tools like WhatsApp, Telegram.
- To share the public or private messages related to the library and its services
- To create groups between the library and users to discuss the new age of information or services.

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.

Some Examples of Social Networking Sits

- Wikis. (Wikipedia, Wikia) Interact by adding articles and editing existing articles.
- Social Networking. (Facebook, Hi5, Last.FM) Interact by adding friends, commenting on profiles, joining groups and having discussions.
- Social Photo and Video Sharing. (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions.
- Social Bookmaking. (Del.icio.us, Blinklist, Simpy) Interact by tagging websites and searching through websites bookmarked by other people.
- Social News. (Digg, Propeller, Reddit) Interact by voting for articles and commenting on them.

How Works Social Networking Sits in Library

- Facebook: Most popular now because it is librarian- friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook.

- MySpace: In Academic institutions where the students are; libraries have taken advantage of this site post, calendar, custom catalog search tools, and blog features to improve their presence.
- Blogs: Here, librarians can periodically post messages; share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users.
- Wikis: Is a free online encyclopedia that gives a background knowledge and definition of concepts it offers a platform for users to access, edit and contribute to content. This is a collaborative web page for developing web content.
- LinkedIn: Librarians can get patrons connected with specialists in their particular field of interest via LinkedIn. Librarians can use this platform to render specialized services such as Selective Dissemination of Information (SDI).
- Twitter: A micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collections. Users can utilize this platform to type in short messages or status update. Librarians can use this platform to give users firsthand information on the on-going national

elections. Users can send Instant Messages on complaints or ask questions on a particular issue and get a feedback on the spot using twitter

- Youtube: In institutions in India, events such as important highlights of inaugural lectures, conferences and workshops are disseminated via the YouTube.
- Flickr: Librarians can use this tool to share and distribute new images of library collections. Cover page of new arrivals of both books and journals can be disseminated to users via Flickr.
- Library Thing: A tool that enriches the library OPAC. Once an account is created, a list of books with ISBNs is sent to Library Thing which sends back a piece of code which is pasted into the footer of the Library OPAC.

Social Networking Opportunities for Libraries

Social networking presents some important opportunities to libraries which include marketing of reference services and library services.

Reference Services: The use of social networking tools enable librarians to identify library patrons on the social cyberspace and pro-actively provide the type of information that would normally result from reference service. Social networking tools are not only being used as a vehicle for promoting services, programs and new resources but they

are also used for reference service Students are using tools like Ask a Librarian, and twitter to ask questions in “real time and this is assisting in promoting the library as a relevant, efficient and helpful place.

Marketing of library services: The growing population of patrons and librarians that make use of social networking is an indication that it is an ideal vehicle for marketing the services of libraries to patrons. Flickr is an excellent marketing tool which could be used by librarians to sensitize the users on general library services. Most students are not aware of the different services offered in the library such as reservation of books, reference services and Strategic Dissemination of Information (SDI). Librarians can spread awareness of library services to those who may not be aware of these services via Social Media. Librarians can also develop subject specific blogs and play a leading role in advocating the use of blogs for scholarly communication and commenting on research findings.

Role of Academic Librarian In Social Networking: The concept of physical library is changing towards digital library. The academic library professional from India are utilizing these tools for providing new way of library services. Librarian should follow the public conversations, posts, updates and events of these key individuals & proactively offer advice, resources and help. Understanding and articulating the nature of

social networking sites creating webpage content, establishing friendly uses Interface over the network, creating online database management, evaluating and applying Information an assisting users with skill acquisitions.

Librarian should act as an active participant of the social space and be able to identify the needs of the members of the library communities and to offer solutions by offering information links to websites that relevant to their information needs and even direct offers to help. The growing use of social networking tools calls for librarians to develop 21st century skills on digital technologies. Libraries can connect their social networking sites with their library websites to link their chat, reference pages, research guide, calendar of events news etc.

Impact of Use of Social Networking Sits on Libraries

Social media is integral to market library.

Social media capture potential users of the library.

Social media offers more than just traditional ways of marketing library services.

Social media helps students to use library.

Social media allows user to create, connect, converse, to contribute, vote and share information.

It helps libraries to get closer to the users.

It helps libraries in building collaborative network with the users.

It is great way to grab the attention of new users.

Social media helps students in locating library resources.

Social media facilitates knowledge sharing.

Social media helps to feed user with information.

Social media helps in promoting distance learning.

Problems Use Of Social Networking Sites

- 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.

Active communication between library and users creates added value in providing library services, while new possibilities and the value of using social networks directly contribute to a better visibility of the Library in the digital environment. Indirectly it results in a better promotion of the Library in its traditional environment, and increases both the number of users and their overall satisfaction with library services.

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