Social Media in Libraries: Ideology v/s Practicality in India

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Abstract: - *Social media have changed the traditional way of communication from written to cooperative. The new generation is engaged more on social media than anything else. Librarians need to upgrade themselves with this changing scenario. This paper shows how social media can be used by libraries. SM can help libraries to maximize their services and to reach maximum users with ease. Services can be innovative to reach users instead of users coming to the library. There is a need to take keen interest and update skills. In India there are some challenges to overcome for smooth functioning with the help of social media, and these are outlined in the paper.*

Keywords: C Social Media, Libraries, Skills, Services

1. Introduction

Communication has become faster in modern days than traditional means. Sending a message to a person staying far away used to take some days to reach but due to information and communication technology the message gets delivered within seconds. Technology supports not only text but all kind of media messages. With the advancement of technology the communication is not limited only among sender and receiver but has started including the groups, same minded persons, relatives and even unknown persons. It has started co-operative communication. Web 2.0 has changed the concept of communication by introducing tools. Web 2.0 provided tools to communicate, share and transfer information with fastest mode.

Social media is getting momentum in this process. The new generation is engaged more on social media than anything else. Social media is comprised of two distinct words; media and social: media is an instrument of correspondence, yet with a social viewpoint to it. It doesn't just give information, additionally gives a discussion to people to connect with each other. As characterized by Bryer and Zavatarro (2011), "Social media are technologies that facilitate social interaction, make

possible collaboration, and enable deliberation across stakeholders".

Web-based social networking incorporates the different online innovation devices that empower individuals to convey effortlessly through web to share data and assets. Web-based social networking can incorporate content, sound, video, pictures, podcasts, and other sight and sound correspondences. Social media opens up a radical new universe of correspondence where the client is the emphasis (Oriedi, 2011). Social media includes social relations among individuals who have some kind of relationship or association (Wellman, 2001).

2. Overview of Social Media

Thus social media (SM) involves communication with interactive involvement of the users. It includes technologies such as wikis, weblogs, sharing of documents which empower users to distribute and team up and shape online groups. In contrast to classical media, the publication of contents is straightforward and inexpensive. Moreover social media are based on notion of connecting users as well as forming and supporting communities (Safran, 2010)

As per Musser and O'Reilly (2007), web-based social networking stages and instruments display the following key attributes:

- Enables web clients to accomplish more than simply recover data. It empowers clients to effectively interface with the substance and

its makers. This is the establishment of client produced content.

- Enables clients to execute applications straight from their programs and they can possess and therefore control information on the online networking stage.

- Users can increase the value of the substance they are getting to. This facility prompts to a consistent trade of data building a vigorous assemblage of learning that is in some cases called aggregate knowledge.

- Utilizes straightforward, easy to understand and "lightweight" interfaces that don't require pro learning to apply.

- Social media devices are incredibly decentralized with no focal point of control or doors under routine media frameworks.

- Is straightforward and utilizes open innovation gauges that quickly develop into open biological systems of approximately coupled applications based on open information and reusable segments.

- It is rising and does not depend on completely predefined application structures. Web-based social networking structures and practices are permitted to develop after some time. This adaptable, versatile technique grants suitable answers for advance in light of certifiable use and needs. It perceives the way that genuine achievement originates from collaboration and not control.

Social media includes Social Networking Sites, Blogs, Micro blogs, Social sharing Tools, Social book marking and citation tools, Social research collaboration tools and much more. The utilization of social media has surged all around as of late. As of April 2016 Global Social Media Survey shows that, Facebook passed 1590 million users, Instagram 400 million, Tumblr 5555 million, Twitter had over 320 million members. The study demonstrates that the social networks are presently at a phase of development where they offer chances to achieve all age and sexual orientation bunches. The special cases to this are Instagram and Tumblr which are obviously prevalent with more youthful age bunches. (Chaffey, 2016).

3. Literature Review: Social Media and Libraries

In the academic environment libraries do play an important role. Libraries and the services provided by them are in changing mode. Librarians need to upgrade themselves with this changing scenario. Librarians should take interest and try to get knowledge about using SM for effective services. SM can help libraries to maximize their services and to reach at maximum users with ease. Services can be innovative to reach users instead of users coming to the library. Users mainly students will happy to receive information on desk or on their smart phones. Dickson &

Holley (2010) said in their study that libraries need to change their services as per need of the users. Students of today are reluctant to visit the library personally, they prefer online data. Due to availability and easy access of online data students may depend less on physical libraries. Thus libraries have to change their traditional way of functioning.

Connell (2009) led a study of Valparaiso University understudies that found that most understudies were open to library nearness on the significant interpersonal interaction sites, yet did not need their time squandered with incessant, immaterial messages.

Another review done by Chu and Du indicated how utilization of online networking by the library has now ended up standard. In this overview of libraries in Asia, North America and Europe, 71% were observed to utilize online networking devices with a further 13% saying they wanted to utilize them. Confront book and Twitter were the most generally utilized apparatuses (Chu and Du, 2012). A review done by Gauntner (2014) demonstrates that libraries are essentially utilizing Twitter and Face book to advertise the library with substance created to advance library news and data; they are less utilized for connecting to outside sources or for sharing substance.

With the ascent of electronic and Internet assets, understudies may never want to

venture inside the physical library or utilize an administrator in their examination. In this way, numerous scholarly administrators advocate achieving understudies in their favoured surroundings keeping in mind the end goal to develop library benefits past the conventional library walls. Librarians need to understand the needs of this generation students and must try to reach them with latest possible modes.

There are a few experts who bolster that long range informal communication endeavours are an effective and inventive strategy for understudy outreach, where as others contend that it is an inadequate utilization of custodian time and exertion (Sekyere, 2009).

4. Indian Scenario with Challenges

Internet and Mobile Association of India [IAMAI] is a youthful and lively organization with desire of speaking to the whole extent of digital organizations in India. It has distributed different reports. As per its reports crosswise over India, there are 143 million clients of web-based social networking. Urban territories saw a development of 35 for every penny with 118 million clients as of April 2015. The utilization of online networking in provincial India with 25 million individuals utilizing the Internet to get to Twitter and Face book, as indicated by a report. In urban territories, 94% of web clients got to it by means of a Smartphone, 64% got to it from a

portable PC/desktop gadget while just 20% got to it through tablets. 69% of urban clients utilized the web once a day. 71% of the urban respondents utilize the web for correspondence, trailed by 67% for person to person communication and 59% for stimulation. 24% of urban clients utilized the web to buy items while 23% utilized it to book tickets. As indicated by the report, keeping up a profile on person to person communication locales are a top movement of clients took after by upgrading status. Remarking on a blog webpage is the third most mainstream movement among clients (Bhargava, 2015; Pai, 2015; Chakravarti, 2015)

Though Indian users are increasing day by day the usage is more on personal than academic use. More youngsters are using popular social media like face book, instagram, twitter etc. to upgrade their profile and communicate for personal things. The academicians are still hesitating to use social media tools in classrooms. Libraries are not far away the literature has shown that many libraries are trying to cop up with this changing technology by creating presence on social media but the challenge of staying upgraded remain unanswerable.

4.1 Challenges

The major issues in India are population explosion, illiteracy and lack of basic infrastructure like electricity. There is a

wide gap between the conditions of living in urban, semi urban and rural areas of the nation. Issues like diversity of culture, languages and traditions have its impact on development. Non availability of technology in many places like rural, semi urban areas is a challenge. Due to this even libraries are at hybrid mode. They need to overcome the challenges to provide good and effective services to users.

The challenges mentioned in a white paper published by Taylor and Francis (2014) and other literature are:

- Inadequate infrastructure, funds and training opportunities.
- May require innovative mastery, E.g. modifying applications to give access to online inventories
- To convey web-based social networking content in a bilingual or multilingual area.
- Levels of intrigue and aptitudes with utilizing online networking differ gigantically crosswise over library staff.
- Funds to bolster more propelled web-based social networking utilization/highlights and the preparation that would be required to empower this.
- A library needs to endeavour to keep up engagement with library clients and draw in ubiquity (adherents, likes etc).
- It can be hard to keep up library marking for substance/assets made available.

- Copyright issues when utilizing web-based social networking, for example, YouTube to assemble accumulations;
- External variables, for example, Internet availability, mechanical foundation and government confinements on the utilization of online networking may limit get to.
- The fear of learning social media and feeling of loss of privacy and identity.

5. Discussion

The reviewed literature suggests that social media holds promise for academia. Students entering colleges have diverse beliefs, perceptions and experiences with regard to social media technologies. Many of the studies reported a willingness among students to incorporate social media into their learning experiences. The academic institution and libraries need to change according to demand of the time. If users are on social media the libraries need to present themselves on it. Otherwise there would be major gap between users and libraries to stay connected. There are numerous opportunities for educators to build upon a new system by determining the usefulness of social media and changing attitude towards it.

As literature shown there are opportunities for libraries to start with this new journey by various ways. The alert service, reminders,

new additions, important articles all can be made available through SM. It will help to reduce the efforts and time of delivering such services.

As literature stated social media can be used in libraries for various purposes:

1. Marketing of library item and administrations
2. Marketing of particular projects
3. To contact another group of onlookers of potential clients
4. To push and spread library news, official statement and alarms
5. To provide quick updates to users about new additions, services etc.
6. To build discussion groups and collaborative work
7. For fund raising (Chauhan, 2013)

To provide such facilities or services library professionals need to upgrade their skills. As described by the Murphy & Moulaison (2009) the librarians may need to have following skills to fill the gap between library and users:

• Understanding and Articulating Social Networking Sites and Their Roles
• Creating Content and overhauling
• Evaluating Information
• Applying Information Ethically and Legally
• Searching and Navigating
• Interacting
• Teaching

• Providing Services

6. **Conclusion**

Though social media sounds smooth it really depends on interest and skills of users to use it. The picture indicates clearly that there are millions of users, and still increasing, who use social media. But the purpose of using it is a concern from an academic point of view. The use is more towards personal than academic. As literature indicates social media can facilitate effective functioning for libraries but there is a need of taking interest and getting support from all parental bodies. If efforts put in the libraries can provide all services like alerts, updating, guidance and even support collaborative learning.

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