Use of Social Networks in Academic Libraries

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Abstract:
Libraries have been a vital part of the society for years. It can be used for academic references, updating general issues, exploring past history and many more useful works. With the present-day internet technology, the library can be accessed in a personal system easily by users without even visiting a library personally. Hence there is a need to Re-Engineer the scenario of an orthodox library to a modern digital web connected library accepted by the modern-day user. This paper focuses on the past history, service and advantages of modifying a library into a modern social networking platform based Academic Libraries.

Keywords: *Social Networking, Multiple Access, Time Saving*

1. Introduction

Now a day's social network sites is a term that knows. Even the most far-off areas of the world everyone have at least heard about Face-book and Twitter, and they are probably using it. Modern day literates can't imagine living without these social networks. A social networking is a platform to develop, develop, begin and enhance social relation among people who have same interests, activities. As per Wikipedia "Social Networking is Primarily Internet based tools for sharing and discussing information among human beings."

The initial social media site was used in between 19972001 and it was a website called Six Degrees and it used to create profiles for friends. After some time, the internet moved into the era of blogging and instant messaging. The people are able to communicate with blog instantly as well as other readers. The word blog derived from "Weblog" coined by Jorn Barger. In the year of 2000 more than 100 million of people started accessing internet and it became very common. Most of the people started utilizing chat rooms to make friends, dating and discussing various topics as per their interests. In the early 2000's the website name MySpace was a very popular social (media) networking site, people used to setup their profiles and make friends. This inspired youngsters to start websites like Face-book. Orkut etc. Another social media website LinkedIn has revived professional communication network.

2. History of Social Networks

Mark Zuckerberg launched Face-book in the year of 2004. very soon this site captured people's hearts and we can very strongly say Face book changed many things in the regular life of a common man who has habituated on social media. Today Face book has crossed over a billion users, and is increasing day by day by a very huge margin. In the year of 2006, with the inspiration of text messages (SMS) Jack Dorsey, Biz Stone, Noah Glass and Evan Williams launched Twitter. Twitter was having a unique distinction feature that users can send or "Tweet" not more than 140 characters. So, this kind of features attracted users to use Twitter, that number is currently over 500 million.

Many other websites are providing Sung social media services with different features some of them are., Flicker for sharing of photos, as well as Photo bucket and Instagram. Tumbler, a microblogging

website started in 2007 by David Karp and now owned by Yahoo, is one of the sites that could be seen developing up in the late 2000s. Pinterest. Spotify and many others social networking sites work on platforms like Google Buzz, Loopt. Blippi and Groupon.

3. Social Impact

With the facility of internet web-based social networking services are connecting people under one group or roof to share their activities, interests, information and discussions across the world. The internet technology as a supplement to fulfil needs, it is in turn affecting everyday life, including relationships, school, religious, entertainment and family. Social media is one of the tools for companies to learn about potential employees' personalities and their activities. Number of times the candidates are rejected due to photos, comments posted by him in social networks appearing as a news item. Use of social networking tools are increasing as object of scholarly research for students. For the cause of charity many social networking sites are started. Social networks are given a platform for individuals to communicate digitally.

4. Social Networks (SNS) & Education

The teachers, researchers and students are paying more interest towards social networks to acquire information on their demand for their academic purpose. Many studies have proved that social network services offer opportunities within professional education, curriculum education and learning. There are some limitations in the area. Most of the users are using social networks apart from their academic purpose, that affect showing on their studies. Through these social network platforms many sites are developed. Among them few are very helpful for academic system. There are many academic and professional social networks with these social network's users are very easily getting information without moving from his place. Some of the networks like LinkedIn, Twitter and LIS social networks etc. From these resources can get the variety of useful information, personal relationships.

Academician and advocates of new digital literacy are positive that SNS supports the development of transferable, technical and social skills information and information learning Sometimes students may not attend classes directly due to various problems, at that time students can avail through this service by by contact their friends to know about class details through discussions in group Users of SNS polished their technical and communication skills by navigating and also there is always a chance for academicians to enhance their syllabus by using SNS's. The recent growth in media helped users to navigate the c-environment with confidence.

5. Social Networking (SNS) & Libraries
5.1 Objectives
- To Promote Events
- To Promote Library Services
- To Promote Resources/Collections at the library
- To update on library renovations
- To promote new acquisitions methods
- To promote library guides, exhibition guides
- To connect with new students joining the university.
- To engage with the academic community
- To connect with the wider community beyond the university e.g. the town in which the institution is based
- To connect with distance learners
- As a customer services tool- complaints, suggestions, enquiries, feedback
- To highlight subject specific information
- To connect with potential students

- As a teaching tool to promote information literacy, technology and writing tips
- To promote courses
- As a research tool to locate official documents and studies
- Provide links to recommended Internet Resources
- Book reviews, Information about new arrival books

Social networks are one of the best ways to maintain closer relationships between libraries and their users. SNS maintains relation with users to guide them and literate them about library services and resources. Right now usage of social media is in library experimental stage, in future SNS will play very important role in library services. As per developments taking place in the society users thinking and attitude are changing towards library. The users want to acquire information in a quicker and in less time. So, library professionals need to adopt social networks technology in their libraries to provide centric services to users in this digital environment. Therefore, professionals of library and information sciences should be aware of new technology development taking place in the society, its helps to give better services to the user community.

Users are feeling SNS is easier and more comfortable to communicate with library staff rather than traditional ways as it gives more information in less time. So, users are interested in online assistance. By using these social networking sites library professional can easily create a kind of information literacy among the users about library services for example sites like Face book, You tube, twitter blogs etc. Professional can host interviews with students' teachers, patrons and other academic dignitaries about library services, academic guidance and placement assistance etc.

6. Advantages of using social media
Some of the advantages of social networking sites are mentioned here.
- It requires basic training.
- It promotes library services and disseminates news quickly, delivering this information more directly to library users.
- It develops engagement and communications with library users.
- It helps gather feedback to improve user services
- The advertising of library holdings through social media will help raise usage of content.
- It develops interaction within the library and with other departments;

7. Disadvantages of Social Networking Sites
- Lack of time to use social media.
- Lack of confidentiality and identity theft.
- Lack of awareness how to use it.
- Insufficient financial support for libraries.
- Scarcity of library staff.
- Less interest of librarians in learning and use social media.
- Less IT knowledge among library staff.
- Inappropriate academic syllabus at the time of Post graduation.
- Lack of interest among library professionals to participate in seminars and workshops to update their knowledge.

8. Challenges of Using Social Networks
- Require substantial time dedication from library professionals.
- Need technological knowledge to provide access to online catalogs.
- It can be a challenge for librarians to use an informal but respectable attitude, or deliver social media content in a bilingual or multilingual region.

- Levels of interest and skills with using social media contrast extremely across library staff.
- There are inadequate funds to maintain more advanced social media usage.
- A library requires work hard to continue engagement with library users and attract popularity.
- It can be difficult to maintain library branding for content/ resources made accessible via social media.
- There are copyright issues while using social media such as You tube to construct collections.
- External issues such as Internet connectivity, technological infrastructure and government limitations on the use of social media may limit the access.

9. Role of Information Professionals on Using Social Software

The potentiality and reliability of librarian is a question mark in the period of information scenery where technology is changing significantly. Libraries and Librarians are essential but they need to transform as per recent technological developments. Web 2.0 and its inference in library should be considered as vast challenge among the professionals. At the same time, it would be an exceptional chance among the librarians to lift their visibility in information world by applying this new technology in library activities. Therefore, the task of librarian cannot be unnoticed in library 2.0 community for winning the huge expectation of user in digital library environment.

10. Conclusion

By adopting SNS many orthodox library users can save time to search for a book or even enquiring about availability of a book in a particular library, user can enquire about availability of a book by instant messaging or whether the library itself is open or not etc. Similarly, online access can help users to browse through different books available in other libraries. We can also find opinions from people the same domain about a book or the available best book in a particular subject. Humans are social animals it is an o concept now; the new concept will be "Humans are Social Networking Animals". People are advantageously addicted to social networking from shopping a needle to avail the best job appointments they depend SNS. It is up to the Library professionals to adapt and upgrade themselves to the modern technology for the betterment of their career and as well as the service offered to modern day Library User.

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