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WEB 2.0 TOOLS APPLICATION IN LIBRARY AND INFORMATION SERVICES: IN RELATION TO BLOG AND RSS

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ABSTRACT

The paper encompasses the significant application of the web 2.0 tools uses for the libraries services. This paper describes the theory and definition to practices in the library and Information Services, particularly as Blog and RSS feed. Changes in physical resources to e- resources, e- documents e- journals media. And hence with the retrieval of information and with the help of the Blog and RSS are using the Libraries. These services could be run on the library website platform. On the Library page all the library content of user's interest to their research. And easiness in searching form the information overloads these tools are important to use.



KEYWORDS: Blog, Wikis, Weblogs, Aggregators, RSS, Web Feed.

INTRODUCTION

Libraries are changing its nature with the advent of information and communication technology. Libraries had started its journey with Library database software as CDSISIS, then, LIBSYS, and many more automation software available in the market. Then, Libraries are developed with the digital library software, such as Greenstone, E-prints, D space. With the web development and information explosion of the e- resources. Various tools and technologies are invented by the scientist and web developer. To access this vast data, and information and communication tools, and web 2.0 tools application are being used by the users in education system. Now users are accessing various information available on the internet for their homework and project compliances'. Also, to prepare examination, creation of notes and general awareness users are using this web 2.0 tools.

2. Web 2.0:

web 2.0 is a two-way communication relating to the connected device and network. Web 2.0 application create most advantage and on the platform for the end users.

It has features as:

The web as a Platform: Web 2.0 platform need to download and install on our own system. In web 2.0 tools it is possible to put a document up on to the web and using web-based word processor. So actual document shared and application is shared on the web. For example, we can create a (PPT)

power point presentation, then load to utility such as SlideShare at www.slideshare.net and allow comments or even edit online.

Collaborative content creation: The web 2.0 resources are often saying that it is collaborative content creation and be a part of communication and comment on the post and collaborative content on social media, wikis and Collection of the RSS feed.

Upgrading in Nature: Features of web 2.0 tools are changing in nature, because the content created commented on the website are changing or can edit by the other user if it is upgraded and providing the recent version to the user. Also, wikis like platform give permission to edit the information for users.

Various Tools of web 2.0:

1. RSS (really simply syndication)
2. Web blogs
3. Podcasts
4. Social book marking
7. Wiki's
8. Instant messaging
9. flickr
10. social networking tools
11. resource discovery tools
13. mapping services
14. web annotation

3. RSS Feed RSS feeds and other related technology.

RSS Feed: RSS feeds and other related technologies provide users a way to organization and republish content on the Website of Library. Library Users could republish content from other websites or blogs on their sites. Such Organisation of the of content is one Web 2.0 application platform. That, impacted on libraries, and could continue to do so in outstanding ways by RSS. Already some libraries in the world are generating RSS feeds for users to subscribe to, including updates on new resources in a collection, new services, and new content in subscription databases. But libraries have yet to explore ways of using RSS more ways.

Technology in RSS:

RSS is an XML-based tool for constantly scanning the content of a Web site for updates and then broadcasting those updates to all subscribers through a feed. While RSS feeds have been used primarily with news websites (like AJK TAK, CNN, NDTVINDIA, ZEE NEWS, News paper like, Times of India, Hindu, Navbharat Times. etc.) and blogs (a Web website that contains brief entries arranged in reverse chronological order and updated regularly), they can be used with any server to disseminate information. When an update is sent out to technological devices to accessible way as PCs, PDAs, and cell phones, it is limited to a headline and a small amount of text. The recipients need to click to read more.

The advantage of RSS over posting information on a Web site is that patrons do not have to log onto the Web site to look for information. The advantage over electronic newsletters for both libraries and their patrons is that the information is fed as soon as it is available, rather than sent at the next scheduled time. RSS stands for:

- Rich Site Summary,
- Really Simply Syndication,
- RDF (Resource Description Framework) Site Summary and even

There is also another form of RSS that is referred to as atom, the main difference being that atom is rather more complex. Really Simply Syndication is a family of web feed formats used to published frequently news, headlines, or podcasts. An RSS document which is called "feed" or "web

feed”or “channel” either a summary of content from an associated website or e-full text. RSS makes it possible for people to keep up with favourite websites in automated manner. That’s easier than checking them manually. RSS content can be read using software called “RSS reader”, “feed reader”, or an “aggregator”. The user subscribes to a feed by entering the feed link into reader or by checking an RSS icon in a browser that indicates the subscription process. The reader checks the user subscribed feeds regularly for new contents, download any updated that it finds.

History of RSS: The first version of RSS, was created by Guha at Netscape in March 1999 for use on the My. Netscape.Com portal. This version became known as RSS 0.90. In July 1999, Dan Libby of Netscape produced a new version, RSS 0.91. Winer published a modified version of the RSS 0.91 specification on the UserLand web site, covering how it was being used in his company’s products, and claimed copyright to the document. The RSS-DEV Working Group, a project whose members included Guha and representatives of O’Reilly Media and Moreover, produced RSS 1.0 in December 2000. In December 2000, Winer released RSS 0.92. A minor set of changes aside from the introduction of the enclosure element, which permitted audio files to be carried in RSS feeds and helped spark podcasting. He also released drafts of RSS 0.93 and RSS 0.94 that were subsequently withdrawn. In September 2002, Winer released a major new version of the format, RSS 2.0, that redubbed its initials Really Simple Syndication. RSS 2.0 removed the type attribute added in the RSS 0.94 draft and added support for name spaces. One product of that contentious debate was the creation of an alternative syndication format, Atom, that began in June 2003.

RSS uses in General:

- I. Updating with Recent content automatically:RSS is most useful tools to as feeds to keep up to date with those weblogs or news feeds that we can read on a regular basis.
- II. RSS Keep automatic searching:User need not visit any journals website manually the RSS feed reader feed the users about the updates about the current volume and its content page.
- III. Specific content Choose:RSS feed create the update about the content page and users can choose his related information on the top and avoid the garbage in the study. Save time of the users.
- IV. Use of RSS in library services: Information provided by the RSS would be doing a better and more effective job in the related services of the Libraries. Library and Information Professional could publish these RSS feeds on their website with the RSS.
- V. RSS tools combine Content into our website: The various feed from the BBC and read them using aggregator. However, it’s also possible and indeed encouraged by a lot of publishers to take that content and place it on to our own site. For Example, Indian Journals.com allow users to link their email for the monthly update table of content. Also, all newspaper has RSS feed link and allow to combine this feed to one place.
- VI. Keep users update about the recent update of the Library: another way in which librarians can make use of RSS is in combination with their Blog or weblogs. Whatever new information included in Library and information centre. Needed to allow the users for the access, RSS helps users answers queries all of this can be made available via RSS feeds. Web 2.0 based calendar that can be created which will allow user to see when the library is open or closed. when particular events are taking place and so on. Here user can subscribe to the RSS feed that accompanies it, so they are always up to date what is going on.
- VII. Providing feeds for Society: Social book-marking services such as del.icio.us can create RSSfeeds. Social book-marking services are in opportunity to share our favourites with other people. Share on social Media to share the important information for the notice point of view.
- VIII. Content Utilisation of Commercial Publisher:By the RSS feed Data from the Commercialpublishersare important in the academic institution. For the Easy accessibility creating user demand. And increase in the content access it needed to use RSS feed and access these resources in full possible way.
 - RSS uses in Research and User Orientation: Library science is an interdisciplinary science including the humanities, the collection, organization, preservation and dissemination of information

resources, economy of information. This includes how information resources are organized to serve the needs of select particular user groups, how people interact with classification systems and technology, how information is acquired.

- a. E- Resource Sharing: Library and information professionals could apply the ontology and social bookmarking tools for the organisation of the resources and for websites to share quality websites that relate to their area of expertise with LIS students. Such as Delicious - <http://del.icio.us> social book-marking system can be setup to use as shared bookmarks.
- b. Creation of the subject Blogs: In University libraries creation of the subject blog and start the RSS feed with variety of subject blogs for the users to update about the recent trends and update about the happenings and blogs. Librarian could use this blog as collection of the similar title resources by various authors and similar subject content.
- c. Observe the Research Activity: Students involved in cutting edge research projects can use RSS to monitor news and search engines for specific keywords by creating search feeds.
- d. Professional Development: RSS can be used for remote Library and Information Science Professional on the latest techniques, trends and information in their field of expertise.
- e. Seeking Job help: Users could seek jobs and can create job search feeds. The RSS feed will update each time a position that meets their criteria becomes available.
- f. Collaborative creation of Content: Colleges actively participate in collaborative projects and research. New tools have never made collaboration easier.
- g. Search Feeds: Researcher working on research papers on specific topics can create search feeds, about related topics. to custom search feed.

Blog: In libraries setting blogs have great application such as current awareness about general news, book reviews and subjects of interest, internal communication, promoting library services and most importantly it encourages user's feedback. **Webblog:** The term "weblog" was coined by Jorn Barger on 17 December 1997. The short form, "blog," was coined by Peter Merholz, who jokingly broke the word weblog into the phrase weblog in the sidebar of his blog Peterme.com in April or May 1999. a personal website or web page on which an individual records opinion, links to other sites, etc. on a regular basis add new material to or regularly update a blog: it's about a week since I last blogged with object write about.

Characteristics of Blog:

1. Information storage as Online journal: this is a user-friendly online journal that save time and store information and knowledge and information online.
2. Store in Chronological way: The characteristic of the blog is to save its posted data by in chronological order and it facilitate the user for to easily accessible by year and date. Blog show the day-to-day information chronologically.
3. Blog as Free software: Blog is a free software, it's a free service on cloud to store information free and access anywhere.
4. Permission to Easily editable comment: Blog content and comments can be easily edited by administrator or blogger and hence the blog is more useful in information exchange.
5. Blogger can Links and images: Professionals could be the organiser of the information and One can give linkages to other e- resources and save the time to go separate website blog can directly link to another blog.
6. update a Current content: We can publish current content on the blog and inform to our user by online content update
7. Multiple authors could be the writer on single topic: blog can publish by multiple authors, but main author will edit and read.
8. Blog could be useful in the Online book discussion: Blogger can open for online blog discussion. So any one can comment and give book reviews on the book.

9. Useful for the New releases – books, video, electronic resources: libraries can display newly updated books in the library as well as E-Books and journals content.
10. Upcoming events updating: Library upcoming events like library weeks, Essay Competition, Book talk etc.

CONCLUSIONS: The library's collection are changing from physical to e- resources. Library resources could become more accessible and more interactive in nature and for easiness in the access and retrieval of the information these webs 2.0 tools are more helpful for providing the right information to the right users, at the right time. These RSS and Blog web 2.0 tools are complementary to each other for the services. Blog and RSS are major tools in the web 2.0 era to increase uses of the e resources in this digital library era. Increasing users for the e resources and taking the value form the expenditure on the e resource effective use of these web 2.0 tools are important in many ways.

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