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Review Of Research

SOCIAL NETWORKING AND ITS IMPACTS ON LIBRARIES

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ABSTRACT

*S*ocial Networking Sits (SNSs) are playing an increasingly important role as information sources for travelers. The goal of this study is to investigate Importance of Social Networking Sits 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 Sits, Problems use of Social Networking Sits.

In this scenario Social Networking sites are used as effective media of communication. The social networking sites are a tool to connect people together for common purpose. Now a day's social networking sites helps to improve library profession as well as library services. The SNS are totally changed the traditional library services and information tools. Through the SNS library professionals can reach to number of users at time and they are able to provide similar kind of information to large community of the users. The use of social networking sites in library is increasing days by day and it helps to library professionals to build personal interaction with their users. This paper focused on use of SNS by library professionals, their purpose and how SNS are useful to them for improving library services.

KEYWORDS: *Social Networking Sites (SNS), Social Media, Academic Libraries, Facebook, Twitter, Youtube, Del.icio.us, Digg, MySpace .*

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 Facebook and Twitter use soars beyond the combined total of 900 million users. Social network media is now mainstream.

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 Facebook and Twitter, how are academic libraries considering social media as part of their core communication and engagement strategies? How are libraries preparing their LIS professionals to communicate and engage professionally using social network media through the inclusion of social media in library strategic plans? In short, how are libraries future planning for the inclusion of formal social media roles in their institutions? .

The social networking's sites are the platform where we can build our networks and relations with users. These sites are useful in keeping contact with patrons as well as other libraries and institutions. The SNS allow library professionals to deliver desire information to the users within a minimum time. Through SNS library patrons can get personalize service from the library. The esteemed libraries are using SNS for sharing similar information content to the similar category of the users.

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 Sit's (SNS), such as Friendster, LinkedIn, MySpace and Facebook, Blinklist, Digg, Habbo, hi5, Tagged, Orkut, 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 described 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.

Today, more than 600 million users worldwide are active on this website. Approximately 200 million people are active on twitter, another 100 million use LinkedIn. None of these social networks even excited at the beginning of the decade. While these figures may be more numbers for many people, the impact of social network goes far and deep, here are a few areas in which social networks have had lasting and arguably permanent effects.

SOCIAL NETWORKING SITES

Social networking sites are new developing technology in sharing and disseminating information product with in the users. The primary role of SNS's in library to make an interaction between library staff and users. The SNS are effective tool for library professionals to promote their services as well as marketing of the information products. The Usage of this technology increasing day by day and its positive effects on library services came out. Library professionals offer any service through SNS is purely based on web because it is a online portal. SNS playing vital role in building better relation in library staff and users, it helps not only share information but also personal thoughts, ideas, feelings and emotions. Through the SNS libraries can offer web based services, such as E-mail, Instant messaging, etc. Now a day the internet and WiFi facility are provided in each and every college, University and research institute for study the purpose. This paper aims to explore the major role played by social networking sites among each and every individual. And how the library professional make use of social networking sites in their library professional way. How they can develop the use social networking for others.

DEFINITIONS:

"Social Networking is primarily Internet based tools for sharing and discussing information among human beings." A social networking is a stage to construct interpersonal organizations or social connection among individuals who get a kick out of the chance to share interests, exercises, foundations or genuine associations.

Purposes of Social Networking Sites Usage In Libraries

1. To reach a new audience of potential users.
2. To provide quick updates to users.

3. To build discussion groups and collaborative work.
4. Marketing specific adult programs and services.
5. Marketing specific children's and youth services programs.
6. To push library news and press release.
7. To modernize the library image and e-reputation.
8. Marketing of library product and services.
9. To spread news and service alerts. 10. for fund raising.

Some Examples of Social Networking Sits

1.Wikis. (Wikipedia, Wikia) Interact by adding articles and editing existing articles.
2.Social Networking. (Facebook, Hi5, Last.FM) Interact by adding friends, commenting on profiles, joining groups and having discussions.
3.Social Photo and Video Sharing. (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions.
4.Social Bookmaking. (Del.icio.us, Blinklist, Simpy) Interact by tagging websites and searching through websites bookmarked by other people.
5.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.

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.

- 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 Sits
- 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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