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ORIGINAL ARTICLE

IMPACT OF LIS LINKS SOCIAL NETWORK SITE IN CREATING CAREER DEVELOPMENT SKILLS AMONG LIBRARY AND INFORMATION SCIENCE PROFESSIONALS IN INDIA WITH SPECIAL REFERENCE TO PUBLIC LIBRARIES IN CHENNAI: A STUDY

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Abstract:

There is lot of social networking sites in India. Library and Information Science Links (LIS Links) is the India's first and largest social network site for library professionals. The purpose of the study was to explore LIS links as an active social network site for Library and Information Science professionals' career development skill. It creates impact among library and information science professionals not only in India around the world. Library and Information Science Links (LIS Links) plays a vital role in career development skills like Jobs, Discussions, and updates of latest News, Events and Professional Chat etc. Present article deals with the impact of LIS Links in career development skills among Library and Information Science Professionals of Chennai city.

KEY WORDS:

Library and information Science, LIS Link Professional, Social networking, Public Library.

1. INTRODUCTION

The internet and web technology has changed the way of people interact, communicate, share and acquire knowledge. However, when the social networking site created it did not have features and facilities for users to interact. With the evolution of internet and communication technology, Social Network site has evolved into a dynamic, interactive and collaborative platform that facilities exchange of knowledge and information amongst its users. The concept of Library and Information Science Links (LIS Links) has been borrowed form that of Social Networking Sites like Face book, Twitter, Orkut etc. There are many librarians who have a look or sign up briefly to an online social networking site but do not see any value. We wanted to see if those that are using the sites for professional information have some sort of strategy that creates value. Library and Information Science Links is use to access information instantly it reduces physical strain, save the time, expenses and keep accuracy. LIS Links is to face the problems and satisfied the needs of the user in ICT environment and to provide access to all relevant information, discussion, latest news, events etc are integrated on networked across the world. These social networking sites in India are never just a medium to maintain or to create relationships. But the social networking sites in India are also used as a tool to enhance the scope of career development among Library professionals.

Title: IMPACT OF LIS LINKS SOCIAL NETWORK SITE IN CREATING CAREER DEVELOPMENT SKILLS AMONG LIBRARY AND INFORMATION SCIENCE PROFESSIONALS IN INDIA WITH SPECIAL REFERENCE TO PUBLIC LIBRARIES IN CHENNAI: A STUDY .Source: Review of Research [2249-894X] M. THAMARAISELVI , R.PERUMALSAMY AND M. MANTHIRAMOORTHI yr:2014 vol:3 iss:5

2. PUBLIC LIBRARIES IN CHENNAI

Tamilnadu Directorate of Public Libraries-a department functioning under the Ministry of School Education, Government of Tamilnadu,(India) has 4042 libraries under its umbrella. These 4042 libraries are categorized in to various types right from State library through District Central Library with its branches scattered all over the 32 districts in the state. (D .P.L Govt. of Tamilnadu 2012)

—	State Central Library	: 1
—	District Central Libraries	: 32
—	Branch Libraries	: 1,662
—	Mobile Libraries	: 10
—	Village Libraries	: 1,800
—	Part Time Libraries	: 546
—	Anna Centenary Library	: 1
—	Total Libraries	: 4,042

In Chennai city total number of Public libraries is 141 including 1 state central library, 1 District central library, 1 Anna centenary library, 5 Circle libraries,7 full time branch libraries and 126 branch libraries .RRRLF promotes public library services rendering book and financial assistance to the public libraries under different schemes of assistance in collaboration with Library Department or Department in charge of Public Library Services. With the help RRLF 15 out of 141 Libraries has internet facility and only 14 libraries allow the users to access the internet facility.

2.1. Networking in Tamilnadu Public library

Now All the District Central Libraries are connected to the Public Library Network. District Central Libraries will be connected with Connemara Library and Anna Centenary Library soon….. OPAC (Online Public Access Catalogue) facility has been launched. (KLA National Seminar, 14-16 July 2011,)

3. SOCIAL NETWORK

Social network is a social structure made up of a set of actors (such as individuals or organizations) and the dyadic ties between these actors. The social network perspective provides a clear way of analyzing the structure of whole social entities. The study of these structures uses social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics. Social networks and the analysis of them is an inherently interdisciplinary academic field which emerged from social psychology, sociology, statistics, and graph theory. Georg Simmel authored early structural theories in sociology emphasizing the dynamics of triads and "web of group affiliations. Jacob Moreno is credited with developing the first sociograms in the 1930s to study interpersonal relationships. These approaches were mathematically formalized in the 1950s and theories and methods of social networks became pervasive in the social and behavioral sciences by the 1980s. Social network analysis is now one of the major paradigms in contemporary sociology, and is also employed in a number of other social and formal sciences. Together with other complex networks, it forms part of the nascent field of network science.

4. SOCIAL NETWORKING SITE (SNS)

Social networking site is an online service, platform that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. A social network service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks. LIS Professionals are using SNS closely followed by creating awareness, socializing, making friends and new arrival display is predominantly dominated by SNS closely followed by topic discussion, professional chat and metadata linking.

5. LIBRARY AND INFORMATION SCIENCE LINKS (LIS LINKS)

LIS Links is a virtual community of Indian Library and Information Science (LIS) Professionals. It is the first and largest social networking site in its domain and one of the much popular destination and a huge gathering place. It provides customize services in various sub-areas of LIS to the professionals through voluntary collaboration of its members. There sub-areas are as follows:

Invite
Add content
My page
Member
Forum
Job
Event
Group
Photo
Video
Chat
Popular
Researcher
Mobile

6. BASIC GUIDELINE

When you find a website link or story that interests you as a LIS professional, chances are it'll interest others as well. Please use this platform to freely publish such type of information. You can also publish your own or institutional information. If you take the time to submit a link, story, feature, editorial, or any other work to "LIS Links", your contribution will remain everyway yours own. You may have it removed from the site at anytime for any reason. We will also greatly acknowledge your contribution by displaying your name under appropriate places. So, help us in pushing the LIS profession in India into a new horizon by using "LIS Links". Before proceeding, please keep in mind the following points. We are very strict about these.

a) We Deals with LIS Only: Please note that we deals with the information related to or have an impact in Library and Information Science.
b) Avoid Plagiarism: Here in this platform you cannot copy and paste someone else information as your own.
c) Avoid Duplication: You cannot disseminate duplicate information. Before submission or posting any information it's your duty to check whether it was already posted or not.
d) Use Proper Title: Whenever you post something please don't forget to give an appropriate title for your message. It is very much important. Your title should represent your thought contents fully.
e) Greetings and Signature is not Needed in the Body of the Message: In the body of the message you don't need to address, or greet any one. In the last of the message you even don't need to put your name or signature or other details. Only just write your message and post it. People in need of the details about you will consult your profile page.

7. OBJECTIVES

The present study has been carried out with following objectives:

To identify the frequency of using LIS Links by the library and information science professionals of Chennai city.
To find out the role of Social Network Site, LIS Links in creating career development skills among library and information science professionals of Chennai city.
To identify the satisfaction level of the Social Network Site, LIS Links by the library and information science professionals of Chennai city.
To find out the problem face by the respondents while using LIS Links.

8. LIMITATIONS

The study is limited to LIS Professionals as we want to reveal uses of Library and Information Science Links in developing Career skills about current events, latest news, professional information, job opportunities, professional chat and educational development.

9. METHODOLOGY

The present study was carried out to find the impact of LIS Links in creating career development skills among library and information science professionals in Chennai city. Research method followed was a survey method. Questionnaire tool was used to collect the data The sample are selected as randomly. The collected data were analyzed and interpreted using statistical tools.

10. ANALYSIS AND INTERPRET OF DATA

All the respondents surveyed indicated that LIS Links (Social Network Site) is very useful in meeting some of their information requirements for the research purpose. All the respondents were found to have knowledge of Internet and Social Network

The total number of public libraries in Chennai 141 out of 15 has internet facility and 13 where allowed to users to access the internet. So data collected from these 13 libraries only. The data collected from two ways one by researcher observation another one is questionnaire. The Researcher directly visited all the libraries and interacts with librarian after that collect data from users by structured questionnaire. Total no of questionnaire distributed is 80 and get back 50 questionnaires.

Table 1: the Gender wise response to questionnaire

Gender	No. of respondents	Percentage
Male	32	64%
Female	18	36%

Figure 1. the Gender wise response to questionnaire

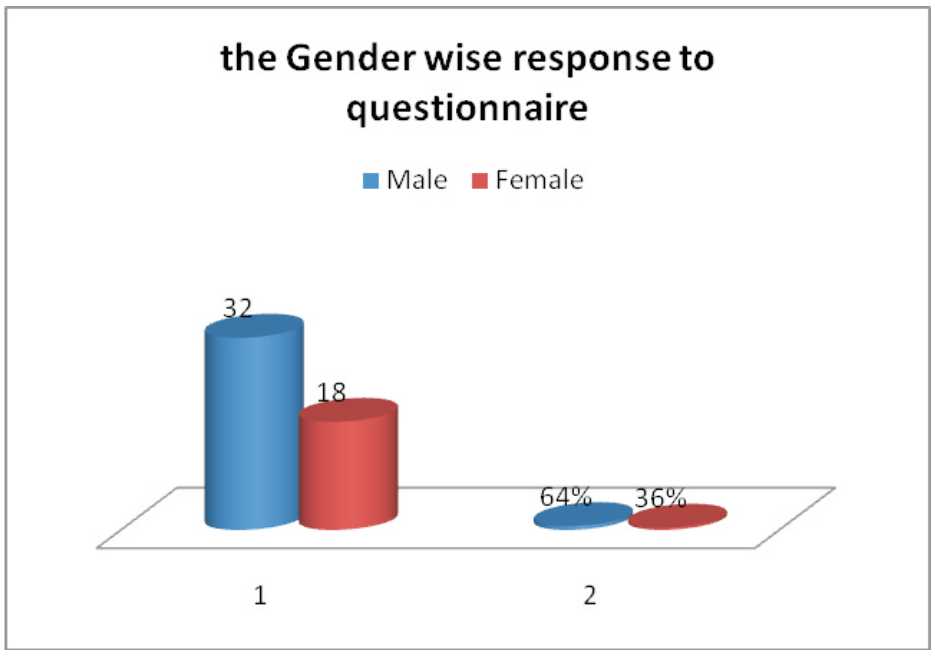


Table 1 and Figure 1shows that out of 50 respondents 32 (64%) were male and 18 (36%) were female.

Table 2: Knowledge about LIS Links

Knowledge	No. of respondents	Percentage
Yes	48	96%
No	2	4%

From the above table shows that most of the LIS Professionals have knowledge about LIS Links is 96%.

Table 3: Frequency of use LIS Links

Frequency	No. of respondents	Percentage
Everyday	15	31%
Once in a week	6	13%
Once in a month	3	6%
More than once in a week	8	17%
More than once in a month	12	25%
Rarely	4	8%

Figure 2. Frequency of use LIS Links

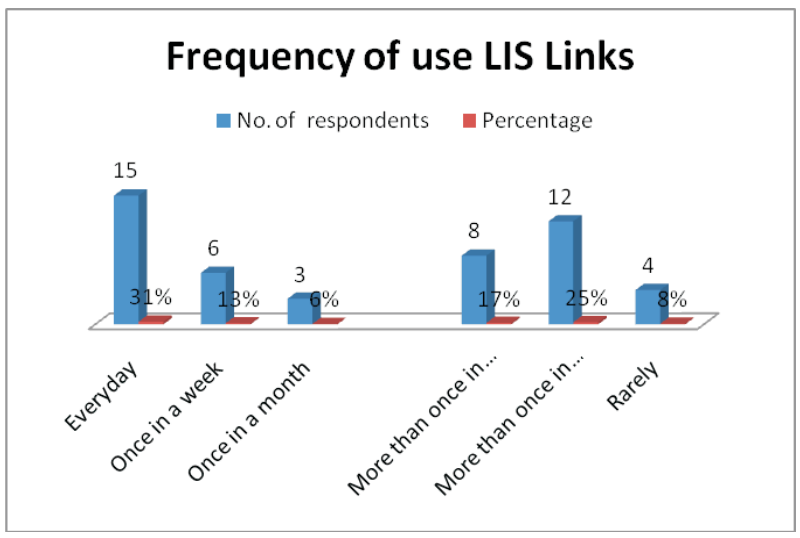


Table 3and Figure 2 shows that 31% LIS Professionals were use LIS Links every day, 25% used it more than once in a month, 17% used it more than once in a week, 13% used it once in a week, 6% used it once in a month and 8% rarely used it.

Table 4: Ways of LIS Links in Creating Career Development Skills

Way	No. of respondents	Percentage
Latest News & Events	15	31%
Discussion	13	27%
Job	12	25%
Professional Chat	8	17%

Figure 3. Ways of LIS Links in Creating Career Development Skills

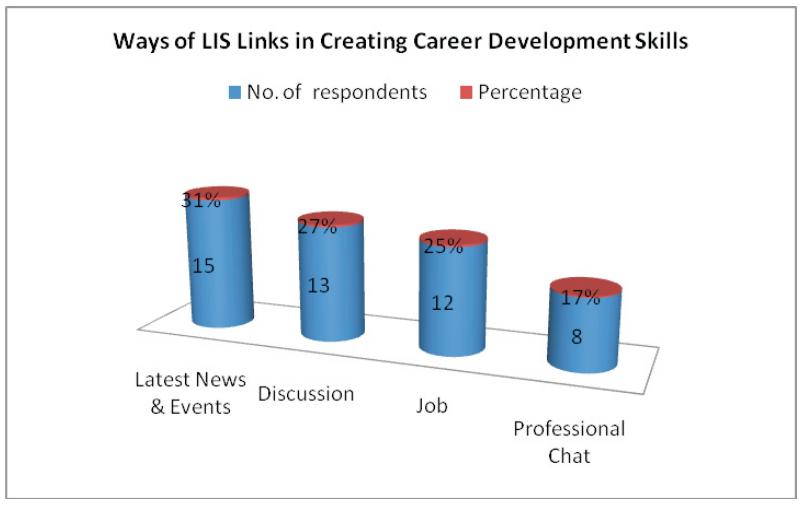
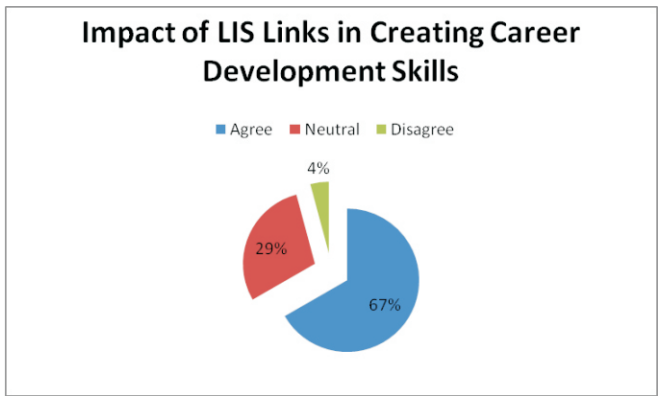


Table 4 and Figure 3 shows that 31% LIS Professionals were use LIS Links in creating career development through latest news & events followed by 27% of discussion, 25% of job and 17% used to interact professionally through chat.

Table 5: Impact of LIS Links in Creating Career Development Skills

View	No. of respondents	Percentage
Agree	32	67%
Neutral	14	29%
Disagree	2	4%

Figure 4. Impact of LIS Links in Creating Career Development Skills



It is founded that 67% of LIS Professionals were agree that LIS Links proved impact in creating career development skills, 29% have the neutral opinion and 4% were disagree with it.

Table 6: Satisfaction level in using LIS Links

Satisfaction Level	No. of respondents	Percentage
Satisfied	28	58%
Neutral	18	38%
Not satisfied	2	4%

Table 6 shows that majority of LIS Professionals were satisfied in the use of LIS Links with 58%, 38% were neutral and 4% were not satisfied with it.

Table 7: Problem face while using LIS Links

Problems	No. of respondents	Percentage
Lack of time	25	52%
Lack of technical support	15	31%
Lack of language	8	17%

Table 7 shows that majority of LIS Professionals were face lack of time while using LIS Links with 52%, 31% were lack of technical support and 17% were lack of language use with it.

11. Findings

From the above study it was founded that 64% of LIS Professionals were male and 36% were female.
Majority of 96% of LIS Professionals have knowledge about LIS Links.
Most of LIS Professionals 31% were use LIS Links everyday.
31% LIS Professionals were use LIS Links in creating career development through latest news & events.
67% respondents were agreeing that LIS Links works as platform for career development skills.
58% respondents were satisfied with LIS Links.
52% respondents were face lack of time in the use of LIS Links.

12. Conclusion

The research is an attempt to identify and analyze the effect of ICT environment of India's first largest social network site library and information science links (LIS Links) in learning followed by the impact of understanding its role in career development skills of LIS Professionals. It has become one of the largest platforms in the India for sharing knowledge. The uniqueness of LIS Links is to share information among users. It is observed that most LIS Professionals are use this social network site to share experiences, views, photos, wishes, questions etc in creating career development skills.

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