Implications of social networking tools in web 2.0 Environment

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ABSTRACT

Social Networking is a social structure that lets the user interact and work collaboratively with other users, including the ability to browse, search, invite friends to connect and interact with the web world. Social Software in the Web 2.0 world not only enhance the practical usability in the library but also helps the diminishing librarians add value to their profession, given the value or potential of librarian being questioned the information landscape. In this paper describe the possible implications of social networking technologies in the field of library and Information services in the web 2.0 milieu.

INTRODUCTION

Earlier academic libraries were “place-based service providing institutions and users visited the library to consult the catalogue and use the physical collection of books, journals, CDs etc. With the rapid changes in the field of information and communication technologies (ICT), library and information centers have been completely transformed, web 2.0 tools have over come barriers to communication and the distance between the libraries and users. Web 2.0 application encourage patrons to be an integral part of the virtual community by sharing their ideas, thoughts, feelings and other content. They allow patrons to contribute to the maintenance of catalogues, review resources, locate and share relevant information with other patrons and society.

Social Networking Web 2.0 technologies includes ability to browse, search, invite friends to connect and interact, share film reviews, comments, Blog entries, favorites, discussions, events, videos, rating, music, classified ads, tag and classified information and more. A Social Network allows individual to join and create a personal profile, then formally connect with other users of the systems as social friend.

Objectives of the study:
- Identify the availability of social networking sites
- Find out the usefulness of social networking sites.
- To identified web tools
- To study the purpose of using these technologies
- To examine the implications of web 2.0

Review of Related Literature:
Many studies have highlighted how social networking web 2.0 tools can be used for enhancing library services.

Macaskill and Owen (2006) have defined web 2.0 tools as a “Web based platform which allows users to gain access, contribute, describe, harvest, tag, annotate and book mark web mediated content in various formats, such as text, video, audio, pictures and graphs”.

Stuart (2010) has defined web 2.0 tools as sites which share staff. Some of the web 2.0 based popular websites are flicker which can be used to share photo, YouTube for sharing video, audio and MySpace for sharing text based information.
Bradley (2007) at all describe the libraries and Social Software in Education project report provides an over view of social software and how libraries are influenced by it. The project explored the recent developments in web technology commonly known as social software or web 2.0 and how these could be implemented for providing better library services for distance learners.

The Association of College and Research Library (Division of American Library Association) research committee has highlighted that the web 2.0 tools and technologies will offer new opportunities for the design and delivery of Library resources and services, but will also make more demands on the library staff and system.

Tedd(2008) and Serantes (2009) has predicted that future web2.0 compliant libraries would be without books and physical space.

Stuart (2012), indicated a mixed opinion on the users of web 2.0 tools in libraries, noting the promising future for certain web 2.0 tools, such as blogs and RSS, and limited users of other Web2.0 tools, such as podcasts and Wiki.

Web 2.0 in Library:- The Web 2.0 is collection of server-based solutions that have allowed the web to become a publishing platform (Abram 2005). Instead of the traditional one-way from of web authoring, these solutions invites all internet user to share, collaborate, and contribute in the process of website development. Social software tools, technologies associated and its services can be given in a brief...

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The concept of Library 2.0 has been borrowed from web 2.0, and follows similar philosophies of this concept. Libraries and information centers can under score the importance of library 2.0 because it breaks the cycle of plan implement and forget that many services and
plans suffer. Library can be a part of web 2.0 by harnessing the concept, principles and technologies for rendering exemplarily services to user in electronic world. It’s a framework for incorporating all changes made at all levels in the management of library, since it is our sincer efforts to reach this new level of service in web 2.0 technologies to user, now librarians must begin to use this web 2.0 applications if they want to prove them selves just as relevant as other information provider, and start delivering experiences that meet the expectation of the modern user in the information rich world. As communities change, libraries must change in tandem with them and allow users to change library. It should be a relentless drive to seek new ways to allow communities to seek, find and utilize information in a productive way.

Social Networking tools and its possible Implication in Library 2.0 Environment :-Social networking helps Library professionals to share information with patrons and students in the easiest way for digital library environment. Library professionals can use in three broad activities in library and information services.

1. **Information communication :-** In this process library professionals can keep constant touch and effective interaction with staff, patrons, and faculty in online collaborative environment. The social networking tools that can be practiced by the library for the aforementioned purposes are:-
   - **MySpace:** MySpace (http://www.myspace.com) and Face Book (http://www.facebook.com) are extremely popular social networking sites which primarily have a social function allowing people to make friends, talk online and share resources.
   - **Face book :** Another social media site frequented by students. Face book is librarian Friendly Group Communication among patrons can be possible in web 2.0.
   - **Ning:** Librarian can use this tool to get connected with students, library association and more you can also use it to share information with many people at a time.
   - **Blog:** By creating a blog, you will be able to disseminate information to lots of people at our time. Whether you are updating students on new collections, or just conversing with library staff.
   - **LinkedIn:** This Social networking site for professionals is a great way to get library patrons connected with the people that can help them find information.
   - **Twitter:** Use Twitter, a micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collection, new arrival, current content services to library.

2. **Information Distribution:-** Information seeking and sharing is the major part and crucial area where professionals should looks seriously while considering and designing library activities in digital age. Patron’s satisfaction should given first and for most Priority by providing right information at the right time in a right way from anywhere.
   - **Flickr :** This image distribution tool is a great way to share new image collection. Library can share photo collection of workshop, conference and different programme that are organized within the campus. You can create image sets with metadata, as well as take advantage of many plugins available for Flickr users. Flickr user can also help gather missing information about image.
   - **YouTube :** Library video and e-learning tutorials, events and others video library services can be effectively promote and webcart through YouTube.
TeacherTube: Teacher Tube, which is YouTube for teacher, present an excellent opportunity for instructor-librarian collaboration.

Second Life: On Second Life, you can create a virtual library with streamed media, discussions, classes and more.

Wikipedia: Wikipedia is an online encyclopedia updated by users. You can use this tool to share your knowledge by editing, or simply point library patrons in the right direction. You can also host your library websites on wiki Software like PBWiki.

PBWiki: PBWiki is the world largest providing hosted business and educational Wikis. It encourages collaboration from students, a way to show case work, and offer a central gathering point for information.

Foot note: On Footnote, you will get access to original historical documents, and can update them with your own content and insights.

Community Walk: Community Walk offers a geographical way to interpret text and events, you can use it for instruction, such as showing some one where to find a book.

Slide Share: Encourage, faculty, staff and students to share their slide show presentations for the greater Community to access on slide share. It is a great way to disseminate information among research community to the field of research and development activities.

Digg: Digg is a great way to find useful content that you would not come across in traditional way. Find stories here, then share them with others using Digg’s Blog factions.

3. Knowledge organization:- Social Software can helps the professionals in Knowledge organization environment for getting hardy information which can be accessible with the social networking technologies in web 2.0 milieu. The below mentioned tools cab effectively in library and information centre for patrons as:-

aNobii – Social networking site like aNobii helps book lovers to share reviews and recommendations. It also prepare due date alerts, lending and discussions.

Del.icio.us – With this social book marking tool, you can create a custom directory for library patrons. Teach them to search by your tags, and it will be easy to find useful internet research links.

Netvibes – In Netvibes ’ new Ginger beta you can creat a public page that can be viewed by anyone. You can use it to help guide patrons to helpful internet sources, news feeds, and more. It can be integrated with many of the tools mentioned here, like Flickr and library blogs.

Connotea – Connotea is a great reference tool, allowing you to save and organize reference links and share them with others. They can be accessed from any computer and offer integration with lots of other tools.

Library thing – This social cataloguing networking is great for librarians, and you can catalogue along with Amazon, the library of Congress, and more than 200 other libraries around the world.

Lib.rario.us – Another social cataloguing site, you can put me dia such as books, CDs, and journals on display for easy access and tracking.
The above mentioned social software tools and services can be represented in the fig-2 below as-

![Diagram showing social networking tools]

- **Web 2.0**
  - Information Communication
    - MySpace
    - Face book
    - Ning
    - Blogger
    - LinkedIn
    - Twitter
  - Information Distribution
    - Flikr
    - YouTube
    - TeacherTube
    - Second Life
    - Wikipedia
    - PBWiki
    - Footnote
    - Community Walk
    - Slid share
    - Digg
  - Information Organization
    - aNobii
    - Del.icio.us
    - Netvibes
    - Connotea
    - Library Thing
    - lib.rario.us
Conclusion: - There is a great deal of potential inherent in social networking software for professional developments and professional networking purposes. This is particularly true for the library and information industry which is already embracing web 2.0 technologies across many of its core activities. A suitable plan and strong evaluation needs to be look while pioneering social networks in library. User required to aware and sufficient the task of planning social software in library last but not the least large encouragement and user empowerment on technologies used in 2.0 should given the prime priority so that thinking on implementing social software in library may be possible.

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5. Habib, M.C. 2006. Toward Academic Library 2.0; Development and Application of a Library 2.0 Methodology. North Carolina University, Chappe Hill,