

# Periodic Research

## Social Networks and Web 2.0: A Road Way to Library Services



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### Abstract

The paper highlights the significance of social networks; Web 2.0 technology and its application in libraries and information organizations such as university, school, forces libraries and government departmental libraries as well as university academic departments. Brings out how social networks use in a research context. Traces how social networks useful for humanities and social science scholars. Points out in what way the social networks useful for disseminate research output in the channels like, journals, conference proceedings, and edited books with institutional repositories highly valued as well. In fact the number of users following the Library on different social networks varies according to the overall number of users of a particular network. Therefore, it is found that Face book users make up the majority of the Library's followers on social networks.

**Keywords:** Social Networks, Web 2.0 Technology, Reference Services, Face Book, Podcast.

### Introduction

A social networking service is a platform to build social networks or social relations among people who share interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user his or her social links, and a variety of additional services. Social network sites are web-based services that allow individuals to create a public profile, to create a list of users with whom to share connections, and view and cross the connections within the system (Boyd, Banah; Ellison, Nicole, 2008). Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging.<sup>2</sup> Online community services are sometimes considered a social network service, though in a broader sense, social network service usually means an individual-centred service whereas online community services are group-centred. Social networking sites allow users to share ideas, pictures, posts, activities, events, interests with people in their network.

The main types of social networking services are those that contain category places means to connect with friends and a recommendation system linked to trust. Popular methods now combine many of services such as face book, Weblogs You Tube and Twitter widely used.

Social networks are noteworthy as well. Library Thing enables users to catalogue their books and view what other users share those books. The implications of this site on how librarians recommend reading to users are apparent. Library Thing enables users, thousands of them potentially, to recommend books to one another simply by viewing one another's collections. It also enables them to communicate asynchronously, blog, and "tag" their books. (Wiki, 2015).

It does not require much imagination to begin seeing a library as a social network itself. In fact, much of libraries' role throughout history has been as a communal gathering place, one of shared identity, communication, and action. Social networking could enable librarians and patrons not only to interact, but to share and change resources dynamically in an electronic medium. Users can create accounts with the library network, see what other users have in common to their information needs, recommend resources to one another, and the network recommends resources to users, based on similar profiles, demographics, previously-accessed sources, and a host of data that users provide. And, of course, these networks would enable users to choose what is public and what is not, a notion that could help circumvent the privacy issues Library 2.0 raises and which well enumerates (Jack, M. Maness, 2006).

## Objectives of the Study

The main objective of the study is focused on how social networks and web 2.0 help the librarians to provide efficient and effective services to their clientele. The other sub objectives are:

1. To bring out the features of web 2.0 technology.
2. To highlight the social networks platforms available for library services
3. To know the social media in India and its users.

## Review of Literature

Fabrizio Benevenuto, et all. (2009) Analysed in the article "Characterizing User Behavior in Online Social Networks" understanding how users behave when they connected to social networking sites creates opportunities for better interface design, richer studies of social interactions, and improved design of content distribution systems. The study has based on detailed clickstream data, collected over a 12-day period, summarizing HTTP sessions of 37,024 users who accessed four popular social networks: Face book, MySpace, Hi5, and LinkedIn. They analysis of the clickstream data reveals key features of the social network workloads, such as how frequently people connect to social networks and for how long, as well as the types and sequences of activities that users conduct on these sites. Additionally, they crept the social network topology of Face book, so that they could analyze user interaction data in light of the social graph. The data analysis suggests insights into how users interact with friends in Face book, such as how frequently users visit their friends' or non-immediate friends' pages. In summary, they found that the demonstrates the power of using clickstream data in identifying patterns in social network workloads and social interaction. Angelia Russo and Jerry Watkins (2005) in this study show that rapid growth of online social networking services made it possible to investigate the huge online social network directly. Since the rise of Cyworld, many SNSs including MySpace and orkut have grown. However, the analyses on these huge networks have been limited to cultural and business viewpoint. (Moo Nam Ko, Gorrell P,(2010) Found that the Social Networks Connect Services New services such as Facebook Platform, Google Friend Connect, and MySpaceID let third-party sites develop social applications without having to build their own social network. These social-networks connect services increase access to and enrich user data in the Social Web, although they also present several security and privacy challenges. The third-party sites have adopted social networks connect services to extend their presence in the Social Web. Integrating these third-party sites with SNCSSs creates a more feature-rich online social community and promises to break down the garden walls of social-networking sites. However, many challenges come with this growth, and the social-networking community must collaborate to design and deploy secure services that both protect privacy and deliver a satisfactory user experience

## Hypotheses

The hypotheses of the study were

1. The growth of use of social networks in exponential trend.

2. Facebook users are more compared to other social media.

## Methodology

The paper is purely based on theoretical aspect. The articles were drawn and collected from different primary and secondary sources. The collected articles were critically analysed. Based on the findings from the analysed article, the present paper is prepared.

## Web 2.0 Technology

Web 2.0 is the collection of server-based solutions that have allowed the web to become a publishing platform (Abram, 2005). Instead of the traditional one-way form of web authoring, these solutions invite all Internet users to share, collaborate, and contribute in the process of website development. Shortly after releasing the paper, Tim posted a shorter definition of Web 2.0 on one of his company's blog mentioned as: 'Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an "architecture of participation," and going beyond the page metaphor of Web 1.0 to deliver rich user experiences. Web 2.0 simply refers to the emergent generation of web tools and applications. Since its debut in 2004, the Web 2.0 phenomenon has made a significant impact on the information landscape (C. S. Mishra, 2012). All the social aspects of Web 2.0, it could be that the social network and its successors most greatly mirror that of the traditional library. Social networks, in some sense, are Library 2.0. The face of the library's web-presence in the future may look very much like a social network interface. Library 2.0 Theory: Web 2.0 and Its Implications for Libraries (Jack M. Maness, 2006).

## Library Services through Social Networking

Social Networks can be used for providing user centric service in social library environment. User attitude towards library is changing day by day. User wants most practical and speed information in e-learning age. But providing quick and easy retrieval information to user is a great challenge to library. Therefore library should find and search some new techniques for impacting valuable information to the user. Virtual Reference Desk (VRD) can be performed by Wikipedia. You can plane, design and disseminate information to patrons by KM Wiki. Marketing of library services can be possible by using social software tools like Podcast, YouTube, Blogger, Second Life, Ning etc. (Mishra, 2013).

## Podcast

The New Oxford American Dictionary defines podcast as "a digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player." In other words, it's a digital audio file that's created, shared, and heard. Although many podcasts contain only music or only speaking, most are a creative mix of voice, music, and sounds. Some now include video or

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photos. There is a wide variety of content, such as National Public Radio programming, a university lecture, an international news update, a band's newest music, or an individual's enthusiastic view of a political issue. Podcasts range in length from a few minutes to several hours. The podcast format for professional development is compelling: Create content once and it's always accessible for review. Professional development podcasts can also include on-demand tutorials, copyright discussions, book group discussion guides, overviews of new services or policies, presentations by outside professionals, or introductory discussions of educational issues (wiki, 2015).

## YouTube

YouTube is a video-sharing website (wiki, 2015). The site allows users to upload, view, and share videos, and it makes use of WebM, H.264, and AdobeFlash Video technology to display a wide variety of user-generated and corporate media video. Available content includes video clips, TV clips, music videos, and other content such as video blogging, short original videos, and educational videos (Weber, Tim, 2007).

## Weblogs

Today libraries and information centres have to act as commanding magnet in attracting the users. Therefore marketing is the way forward in transforming libraries for the future. The term weblog refers to a web page containing brief, chronologically arranged items of information insist that weblogs are 'personal websites, usually maintained by an individual, constantly updated with new information, personal experiences, analysis, hyperlinks and commentary'. However not all weblogs are personal websites: Institutions, Libraries, Information Centres, Professional Associations and Companies have created what they themselves describe as weblogs (Namali Suraweera, 2011).

Weblogs is a source of information for libraries and information centers. Also weblog is a tool that libraries can use to promote their services or to provide a means of communication with their clients. It leads to social networking in libraries and information centers for their communities.

By creating a blog, you'll be able to disseminate information to lots of people at one time. Whether you're updating students on new collections, or just conversing with library staff, blogs are a powerful tool, especially when combined with RSS (wiki, 2015).

## Facebook

With more than 1 billion users, Facebook is the world's largest social network. Founder Mark Zuckerberg started Facebook in 2004 while he was an undergraduate computer science student at Harvard University (mashable.com, 2015). The Facebook is a social network catered to college and high school

communities. Librarian has to utilize this platform to disseminate the information of the library new arrivals, availability of books or reference sources etc.

## Ning

It is an online platform for people and organizations to create custom social networks launched in October 2005. Ning offers customers the ability to create a community website with a customized appearance and feel; feature sets such as photos, videos, forums and blogs; and support for "Like", plus integration with Facebook, Twitter, Google and Yahoo (wiki, 2015). Librarians can use this tool to get connected with students, library associations, and more. We can also use it to share information with many people at a time.

## Meebo

Meebo was an instant messaging and social networking service provider. It was founded in September 2005 by Sandy Jen, Seth Sternberg, and Elaine Wherry, and was based in Mountain View, California. Initially the company offered a web-based instant messenger service, extending its offer in more general online chat and even social networking directions. In June 2012, Google acquired Meebo to merge the company's staff with the Google+ developers team (wiki, 2015). Network and assist students on Meebo, no matter what library client they use online chatting or virtual reference service in library can be impacted by professionals to clients.

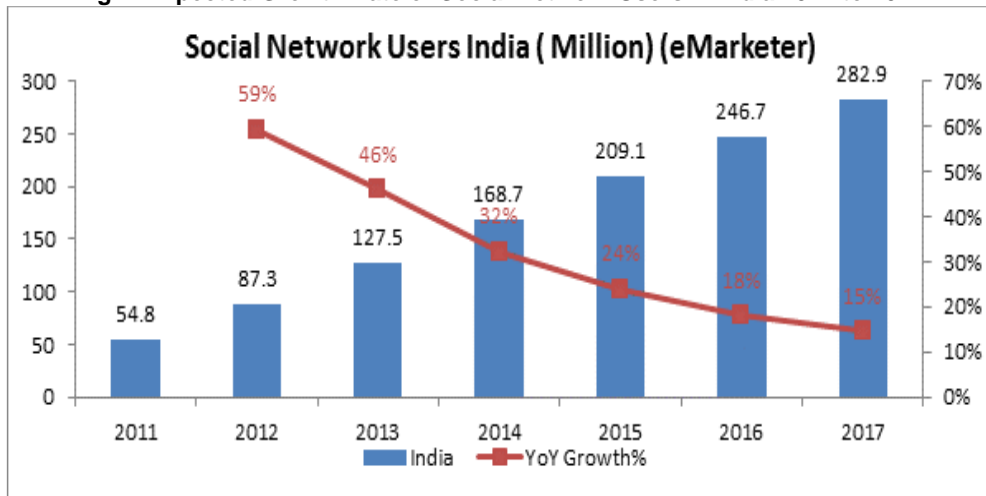
## LinkedIn

It is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. In 2006, LinkedIn increased to 20 million members. As of March 2015, LinkedIn reports more than 364 million acquired users in more than 200 countries and territories. This social networking site for professionals is a great way to get library patrons connected with the people that can help them find information. Whether that's you, faculty, authors, historians, or other sources, they can find them in your LinkedIn network (LinkedIn.com, 2015).

## Twitter

Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched by July 2006. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013 Twitter was one of the ten most-visited websites, and has been described as "the SMS of the Internet. As of May 2015, Twitter has more than 500 million users, out of which more than 302 million are active users. Use Twitter, a micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collections, new arrival, current content services of library (wiki, 2015).

Fig.2: Expected Growth Rate of Social Network Users in India 2011 to 2017



Source from: <https://www.google.co.in/search?q=social+network+usage+in+india&biw=657&tbm>

### Reference Services Through Social Networking

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, meebo and twitter to ask questions in "real time" and this is assisting in promoting the library as a relevant, efficient and helpful place. Social networking tools like Instant Messaging (IM), Voice over Internet Protocol (VoIP) could be used to achieve a successful and sustainable reference services in an online social space by engaging in an online face-to-face interaction. This is particularly useful for distance learners who may call in from any part of the country with reference queries. Reference interaction has always been a discussion (Lankes, 2008); moving towards reference in the social environment is therefore a natural development that has been shown to be not only practically viable, but also to benefit the researcher. Using social networking tools for making the reference act a participatory one means that the client can be served by multiple sources and a variety of authoritative, scholarly perspectives resulting in an enriching wealth of information and experience (Lankes, 2008; Miller, 2006)

### Social Media in India

Indians are very active on different social networks and 88% of users share content on their social profiles and as well are increasingly spending time on various social networking sites as mentioned below.

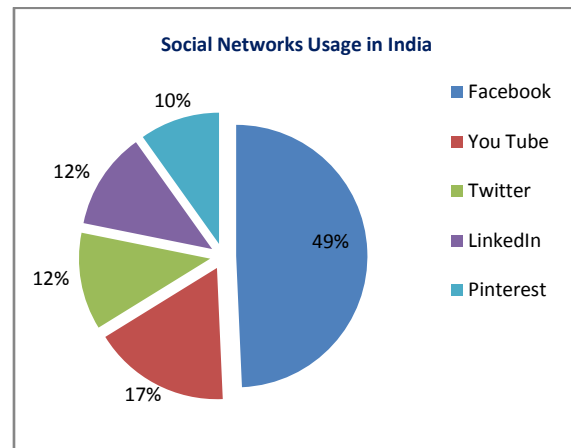
1. **Facebook** is the most browsed social network on social media with a large base of 100 Million users, clearly it is not fading away anytime soon in India. More than 80% of those users access Facebook via their mobile phone.
2. **Twitter** users in India are 33 Million and from this base 76% of users access it via their mobile phone.

3. **LinkedIn** has 26 Million India users, of the total 300+ Million users.

Hope you find these numbers about Social Media users in India helpful (blog, 2015).

Table:1: Major Social Networks Usage in India

Social Networks	Usage
Facebook	70%
You Tube	24%
Twitter	17%
LinkedIn	17%
Pinterest	14%



Source: <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

### Findings of the study

1. The use of social media in libraries in India is going to bring revolutionary change.
2. The use of social media and web 2.0 in libraries in india to provide services are not successfully achieved so far.
3. The use of social networks in India is in exponential trend.
4. Majority of the users use Facebook.

### Conclusion

Libraries should play important roles in educating patrons about the new technologies and the social networking skills. We can educate our users on

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new skills and competencies needed to flourish in the new environment. Users need to know how to navigate the web as new method of learning requires a form of connectivity with other people as knowledge is no longer acquired in a linear manner. Librarians can and should educate patrons on the use of these social networking tools to adapt to new ways of accessing, communicating and sharing knowledge. Brilliant use of the social cyberspace promotes opens access to knowledge.

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