



Research Paper

“Challenges of LIS Professionals as a Facilitators Of Information Resources In Social Networking Sites”

Gururaj F Duragannavar
Chief Librarian
Surana College, Kengeri Satellite Town
Bangalore-560060

Shobha Dyamanagoudr
Asst. Librarian
Surana College, Kengeri Satellite Town
Bangalore-560060

Latha
Research Scholar
Karnataka State Akkamahadevi Women's University
Vijayapura-586101

ABSTRACT:

Today in the age of information technology the library user or more techno savvy and need micro information about the subject. Social networking sites are one of the new technologies the opportunity to reach out to its clients in online and are the key to 21st century communication with library users, and enables libraries to pursue their mission and goal online, while promoting library resources and services. The paper describes the social networking sites in library affairs. Now a days everyone is connected with each other by means of various social networks like Face book, You tube, Twitter, Instagram, LinkedIn, pinterrest etc. These became an effective medium to share theknowledge and skills of the users and library professionals. Social networking sites will facilitate collaborations and promote effective communication between Librarians and their patrons. SNS's will help Libraries to keep pace with technologies and complete effective with the developed World. Social networking helps librarian to share information with patrons and students in the easiest way for digital library environment. Librarian can use in three broad activities in library and information services. The major three Information communication, knowledge distribution and Knowledge organization.

KEYWORDS: social Networking, SNS, Library Information Communication, knowledge distribution

Received 03 November, 2021; Revised: 15 November, 2021; Accepted 17 November, 2021 © The author(s) 2021. Published with open access at www.questjournals.org

I. INTRODUCTION:

From stone table to digital table, the history of libraries is a fascinating exploration of culture, politics, and society around the world today, The primary Function of any library is to acquire, store and disseminate the information, Social networking sites differentiates from traditional/ industrial media in many aspects such as quality, reach frequency, usability, immediacy and permanence the 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 great challenge to library professionals so the libraries initiated using social networking tools as it explores the information variously all content types like text, picture, video, audio material for members of the website and social media. Profiles on social network promote of library material and products, and services facilitate a more direct, active and efficient communication between libraries and their ever growing and ever more demanding user community. Social network sites provide speed and quick information to the information community by connecting and collecting digital information required by the

users. Face book is key example of social network site with over Worldwide; there are over 1.86 billion monthly active face book users (Facebook MAUs)which is a 17 percent increase year over year.

DEFINITION OF SOCIAL NETWORKING SITE:

According to Computing dictionary (2011), Social networking site as any website designed to allow multiple users to publish content of themselves. The information may be on any subject and may be for consumption by friends, mates, employers, just to mention a few. Quant Cast (2007b) define “Social networking sites are a type of virtual community that has grown tremendously in popularity over the past few years. The social networking site MySpace ranks sixth in overall web traffic, with 47 million unique US visitors each month. Boyd and Ellison (2007) define “social networking sites as web-based services that allow individuals to construct a public or semi-public profile within a bound system, articulate a list of other users with whom they share a connection, to view and navigate their list of connections and those made by others within the system”.

OBJECTIVES OF SOCIAL MEDIA NETWORK SITES:

- ❖ To promote resources/collections at the library
- ❖ To promote library services
- ❖ To modernize library Image and E-reputation
- ❖ To promote new acquisitions
- ❖ To connect with distance learners
- ❖ To connect with potential students
- ❖ To provide quick updates to users
- ❖ As research tool to locate official documents and studies
- ❖ To connect with wider community beyond the university e.g: the town in which the institution is based
- ❖ To engage with the academic community
- ❖ To send brief updates to patrons
- ❖ Marketing of library Products and Services
- ❖ To build Discussion groups and collaborative work
- ❖ To highlight subject specific information

SOCIAL NETWORKING SITES USED BY LIBRARIES:

Social networking sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system. Social networking sites allow librarians to adopt a new role by placing themselves into a social realm with users. By reading blogs, group postings, and message boards, the librarian becomes an active participant, who is able to anticipate and advise patrons as needs arise. Linking to patron profiles also keeps the library within the consciousness of users.

Face Book:

This is the biggest social media network on the Internet, both in terms of total number of users and name recognition. 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 face book.

YouTube:

YouTube- the largest and popular video -based social media website One of the possible uses for YouTube is a storehouse for instructional videos with a link that could take the viewer to the library’s web site for more information in institutions in Nigeria, events such as important highlights of inaugural lectures, conferences and workshops are disseminated via the YouTube.

Twitter:

A microblogging application, to keep staff and patrons updated on daily activities, like frequently updated collections. Users can utilize this platform to type short message or status updated.

Instagram:

Instagram is a visual social media platform and it is a vary mobile photo sharing app that’s currently being used by over 80 million users. Instagram allows you to put all sorts of filters and effects on images and then share them with your network the library professionals are using Instagram to world Show Off their collections of Books, Show Off library Events and services, Show the librarians in their natural Habit, Show Off Library space.

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 Strategic Dissemination(SDI).

Pinterest:

Pinterest is a web and mobile application company that operates a photo sharing website library are sharing ideas and information through the site as well, connecting with people from around the country and around the globe Many librarians are capitalizing on the visual power of Pinterest to show off book covers, especially those from new books, special collections, and kid-friendly material. It can be a great way to attract readers to books they might not have otherwise checked out. Libraries aren't just connecting with patrons; they're also using Pinterest to connect to other libraries.

Teacher Tube:

Teacher Tube, which is a YouTube for teacher, Presents an excellent opportunity for instructor- librarian collaboration. Instructors can guide students to helpful library resources, and vice versa.

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 PB Wiki.

Slide Share:

Encourage faculty, staff, and students to share their slideshow Presentations for the greater community to access on Slide share. It's a great way to disseminate information among research community to the field of research and development (R&D) activities.

WhatsApp:

WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. It is a direct and user-friendly service for Library users to use Wats app to contact librarians, so as to locate general Library information and seek assistance when using the Library.

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:

Wikis is a free online encyclopedia that give 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.

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 pasted into the footer the Library OPAC. Librarians can utilize this to send a list of current publications to users.

Flicker:

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 Flicker. It can also be used to enlighten users on topical issues such as the different pictures of newly accessed books Academic libraries put this to great use.

Digg:

Digg is a great way to find useful content that you wouldn't come across in traditional ways. Find stories here, then share them with others using Digg's blog function.

BENEFITS OF SOCIAL NETWORKING SITE SERVICES:

- It promotes library services and disseminates news quickly, delivering this information more directly to library users;
- It increases engagement and interactions with library users;
- It enhances communication both within the library and with other departments;

- It can be used for outreach activities through onward sharing, well beyond the institution itself, helping build connections and reputation more broadly.
- Social networking sites will facilitate collaborations and promote effective communication between Librarians and their patrons.
- It will generate a flow of information excluded from search engines and library Catalogues...
- The crucial aim of librarians is to make library resources available to patrons so if social networking sites will help achieve this goal then it should be pursued vigorously.
- Social networking sites wall linked to a library’s web page has the potential of reaping great results by attracting and serving Distance Education Students. Et.al. (2002) stress that is through social networking sites that any person is capable of communicating and delivering a message to a distant target person.
- It will help Librarians and Libraries to keep pace with technologies and compete effectively with the developed World. (Ayiah and Kumah,2011).

CHALLENGES OF USING SOCIAL NETWORKING SITES IN LIBRARIES:

- ❖ Social media can require considerable time commitment from library staff.
- ❖ Social media can require technological expertise, for example customizing applications to provide access to online catalogs;
- ❖ It can be a challenge for librarians to use an informal but presentable tone, or deliver social media content in a bilingual or multilingual region;
- ❖ Levels of interest in and skills with using social media vary enormously across library staff;
- ❖ There are limited funds to support more advanced social media usage/features and the training that would be required to enable this;
- ❖ A library needs to work hard to maintain engagement with library users and attract popularity (followers, likes and so on);
- ❖ It can be difficult to maintain library branding for content/resources made accessible via social media;
- ❖ There are potential copyright issue when using social media such as YouTube to build collections;
- ❖ External factors such as Internet connectivity, technological infrastructure and government restrictions on the use of social media may restrict access.

II. CONCLUSION:

As the access to Internet connectivity and computers are increasing day by day. In this century no one is interested in printed work. For librarians to make libraries interesting innovations such as social networking site should be introduced to attract them to the library environment. The number of libraries which adopt SNSs is increasing to explore the respondent’s attitude towards the use of social networking sites of library resources and services. *Now a days everyone is connected with each other by means of various social networks like Face book, You tube, twitter, Instagram linkedIn, pintrest etc.* Social networking sites would help establish a cordial relationship between librarians and patrons this paper highlights the challenges of Social Networking sites Usage libraries, objects of Social networking sites Usage in libraries, examples of Social network sites; Social Networking sites Opportunities for Libraries, benefits of use of Social Networking Sites; Problems in Use of Social Networking Sites.

REFERENCES:

- [1]. <https://en.wikipedia.org/wiki/Library>
- [2]. [file:///C:/Users/administrator/Desktop/ical-10 180 494 2 RV.pdf](file:///C:/Users/administrator/Desktop/ical-10%20180%20494%20RV.pdf)
- [3]. <http://eduscapes.com/history>
- [4]. <http://decodedpast.com/the-history-of-the-public-library/1955>
- [5]. <http://wwideals.illinois.edu/bitstream/handle/2142/6904/librarytrendsv25i1topt.pdf?sequence=1>
- [6]. <http://ed.wikipedia.org/wiki/Special:Library#History>
- [7]. <http://www.klibjlis.com/2.4.1.pdf>
- [8]. <http://whatis.techtarget.com/definition/social-media>
- [9]. [http://eprints.rclis.org/16844/1/Social %20networking%20in%20Library.pdf](http://eprints.rclis.org/16844/1/Social%20networking%20in%20Library.pdf)
- [10]. <http://econsultancy.com/blog/3527-what-is-social-media-here-are-34-definitions/>
- [11]. <http://www.ebizmba.com/articles/socialnetworking-websites>
- [12]. <http://www.google.co.in/search?q=teacher+tube+used+by+libraries&oq=teacher+tube+used+by+libraries&aqs=chrome..69i57.850j7&sourceid=chrome&ie=UTF-8>