

ROLE OF SOCIAL NETWORKING TOOL IN DISSEMINATION OF INFORMATION AT SMT.HANSA MEHTA LIBRARY

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Abstract :

The ability to disseminate and endorse one's work and research is an important component of managing and communicating information. By disseminating information, an organization can reach members of its target audience and have a greater impact on policy and programming. The Social networking site can serve as an invaluable tool in this effort to communicate the information across a wide audience. This paper shows that how the social networking sites effectively disseminate information of Smt. Hansa Mehta Library worldwide and make it as an integral part of social life.

KEYWORDS :

Social Network, Information dissemination, communication, Hansa Mehta Library, Vadodara.

INTRODUCTION:

Technological advancement has conducted a enormous change in the knowledge profitable sector-the mode people communicate, and in the practice of information collection, organization and dissemination considered are to be fundamental for providing the right information to the right users at the right time in a customizable, personalized, and collaborative way to the users which is crucial for the information professional. Social networking tools focus on building online social networks or communities of people who share interests and activities and provide ways for users to interact with each other online. 16

In last few years, libraries have been subject to significant force due to the information revolution. Information has to be properly composed, organized and disseminated for the user at right time in a right way. What, why, when and how to support information on user standpoint is continued to be a central debate for the library and information centre. Libraries around the world are facing vital challenges due to budget cuts, increased user base, the rapid growth of resources, rising costs, networking demands, competition of database vendors, and complexity in information requirements compelling the professionals to look up the open source technology available on the web. At the same situation require to promote and aware users for available sources, resources, services of Library is very much important because library has always information authentication and due to non promotional way, users remain away from their require and authentic need of information in this global space. The traditional strategy of library promotion seems to be a question among the library where user satisfaction is the prime concern.

Understanding Information dissemination Landscape

Dissemination is supposed to be an intentional social process of communicating materials, products and new ideas. 7. Dissemination takes on the theory of the traditional view of communication, which involves a sender and receiver. The exchange of thoughts, messages or information as by speech, signals, writing, or behavior is called communication. 9 Information and communication technology are added advantages in the hands of library professionals in the current scenario. The evolution of internet and World Wide Web has transformed the whole globe and present a new way of communication.

In this new way communication scenario, the role of the library is crucial in developing the narrative thought to support the intellectual development and success of the individuals and institutions that they serve in responding to these revolutionize. The web 2.0 movement emerged as a response to the modern means for advancing the libraries into more user-centered in the present library scenario with the Library 2.0 approach. This paper vibrantly described promotional library services from user

perspectives by applying social networking tools to disseminate information of Smt.Hansa Mehta Library. The Library rightly define information dissemination strategy 2.0 plan for implementing social networking tools in the library and information services successfully.

Understanding the Social Media Landscape for information dissemination

Historically, Social Media used to be enough to have an online presence on the Internet for the one-way broadcasting and dissemination of information. Today, social networks such as Facebook and Twitter are motivating new forms of social interaction, dialogue, exchange and collaboration. Social networking sites enable users to exchange ideas, to post updates and comments, or to participate in activities and events, while sharing their wider interests. From general chit-chat to propagating breaking news, from scheduling a date program to be following from gentle humor to serious research, social networks are now used for a host of different reasons by various user communities

Online social networks (Facebook, Twitter, Blog, Plus Share, LinkedIn and the like) have become truly significant new phenomena in human communication and interaction patterns and may have a profound impact in the way people communicate and connect with each other. In this study, the decision to use an online social network is conceptualized as intentional social action and the relative impact of the three modes of social influence processes (compliance, internalization, and identification) on intentional social action to use (collective intention) is examined. An empirical study of Facebook users (n=389) found that collective intention to use a social networking site is determined by both subjective norm and social identity³

Social networking is a composition of individuals or organization, which are attached with one or more individuals such as friend, neighborhood, small communities etc. In the professional field, especially in the workplace, university and colleges, it is most fashionable online networking site among the individuals. This is because of the widely spread of internet in the work places like colleges, universities and other work places the individuals gather and share their first hand experience and information among them.¹⁰

Boyd and Ellison described social networking websites as systems that allow individuals to: (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. It was also noted that these websites vary in terms of features and membership. Some websites allow photo/video sharing, while others allow blogging and private messaging. To some extent, blogs have also been regarded as a form of social networking because blogs support the formation of social connections.¹ Wikis, blogs, chat rooms, instant messengers, message boards and social bookmarking are Web 2.0 technology applications that have been used to facilitate members' interaction, and thus, have been referred to as social networking tools. Social networks have been described to possess three functions: (1) allow socialization among individuals, (2) generate participation opportunities, and (3) facilitate decisions.⁴

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 web world. Social software in the web 2.0 world not only enhances 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 in the information landscape. Social networking sites (SNS) are helpful for stirring up interactions among users.² Social media, the use of electronic means to communicate and interact is ever-present. Students, faculty, and staff use email for formal and informal communication. Many classes and student groups have electronic discussion forums. Some classes include a formal or informal social networking component, such as Facebook. Some instructors and student groups use an online microblogging system, such as Twitter, to disseminate information. Gradually more students use laptops in class to communicate with colleagues inside and outside of the class.

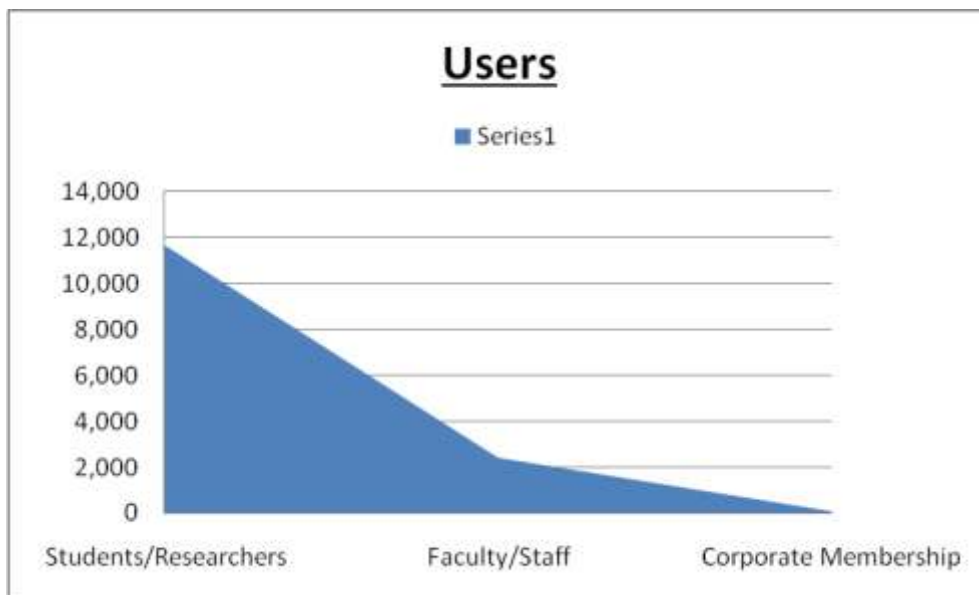
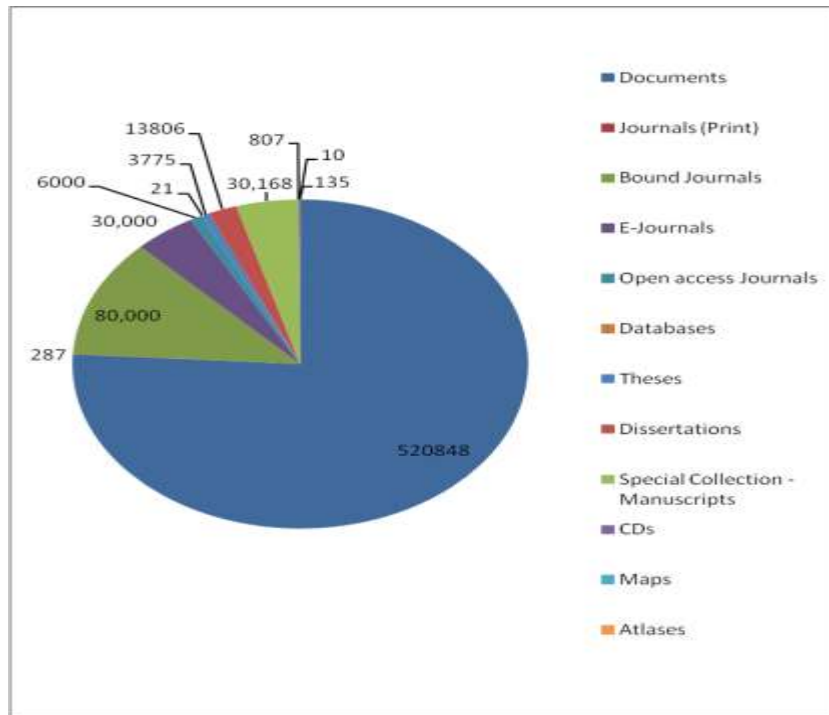
Online social networking through the use of social media, such as email, instant messaging, discussion forums, blogs, aggregate sites and virtual worlds comprise the most common forms of communication. SNS provides library with an innovative and effective way of connecting with their users.² The goal of appropriately use of social tool (e.g., Facebook, RSS, Blogger, Twitter, You Tube, Plus Share) in teaching, learning, and administration at the Smt.Hansa Mehta Library is to reach each and every corner of the world in each and every form for disseminate information to users central approach.

LANDSCAPE OF SMT.HANSA MEHTA LIBRARY

Shrimati Hansa Mehta Library, the University Library of MS University of Baroda was established on May 1, 1950. At the time of establishment of the M. S. University of Baroda, a collection of 25,000 books belonging to the two State Libraries (Huzur Political Office and Secretariat Library) was handed over to the University Library. Dr. Rajendra Prasad, the then President of India laid down the Foundation stone of Smt. Hansa Mehta Library of the Maharaja Sayajirao University of Baroda on 16th November 1954. University Library System consist of the main University Library i.e. Smt. Hansa Mehta Library(HML).

HML comprise of 14 constituent Libraries having a collection of above 5 lacs holdings

Smt. Hansa Mehta Library Strength



Hansa Mehta Library has collection Baroda (State) Collection, Rare Books Collections and Prof. B.K.Thakore Collection (Indian and British Standards).As per the current requirement, this library has first Wi-Fi compatible Library in the state as well as provide special facility zoom-Ex.Instant text reader for visually impaired and low vision.

Earlier the library was as per the time requirement as place-based service providing institution and users visited the library to consult the catalogue and use the physical collection of books, journals, CDs, etc. Presently, with the rapid changes in the ?eld of information and communication technologies (ICT), library and information center have been completely transformed. Web 2.0 tools implemented to overcome barriers to communication and the distance between the libraries and users. Web 2.0 applications 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 bibliography, review resources, locate and share relevant information with other patrons and society. As the current scenario use the major Web 2.0 tools in library. Library use Web 2.0 tools for professional and personal development; like Wiki, Blog, Really Simple Syndication (RSS), You Tube, Tweet, Plus Share, Instant Messaging (IM).

Key features of Use Social networking tools for Smt. Hansa Mehta Library

The primary function of any library is to acquire, store and disseminate the information, in the same way Social networking tool also explores the information variously.⁵ All content types – texts, pictures, video and audio material for members of the Website and social media management team contribute to the HML profiles on social networks 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.

Prospective of Social Networking Social networking can be relevant to information seeking and sharing on information retrieval perspective by providing speed and quick information to the information community by connecting and collecting digital information required by the user. Social networking tools like Face Book, Tweet, Blogger, RSS, You Tube, Plus Share, Wikipedia, Android, Email represent a new and powerful service through web 2.0. User can connect to other user from various part of internet domain by applying social networking tools for information communication, organization and information distribution. The idea behind the social networks is that they operate on many levels of dissemination of information and achieve features like project communally, Recognition, User Participation, More social and collaboration, equally innovative, open access movement and Multimedia facilitate by following some principles Like 11

Listening Participation Transparency Policy Planning

Practicing Social Networking in Library Services Social Networks or social software 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 HML library find and search some new techniques for impacting valuable information to the user. Virtual Reference Desk (VRD) can be performed by Wikipedia. One can plan, design and disseminate information to patrons by Wiki. Marketing of library services can be possible by using social software tools like Podcast, YouTube, Blogger, etc. Library can host their personal websites in wiki or blogger. Digital video library can be framed by using the most successful tool like YouTube in Library. Impacting and planning online course curriculum in online learning environment by Wiki. Support just-in-time reference, since users may find it easier and more comfortable to communicate with a librarian through this medium than in traditional ways. Other tools which yet not implemented by HML but for future plan same for the dissemination of information like take online assistance by implementing chat reference Library assignment and teaching scheduled through social software tools like Jhoomla. Professionals can put their collections on flicker. Footnote.com may be used to learn about history of library. After all it will be helpful to provide the means to learn more which can help libraries, better meet their needs and user central approach.

In this process HML library 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 mentioned purposes like Smt. Hansa Mehta Library.

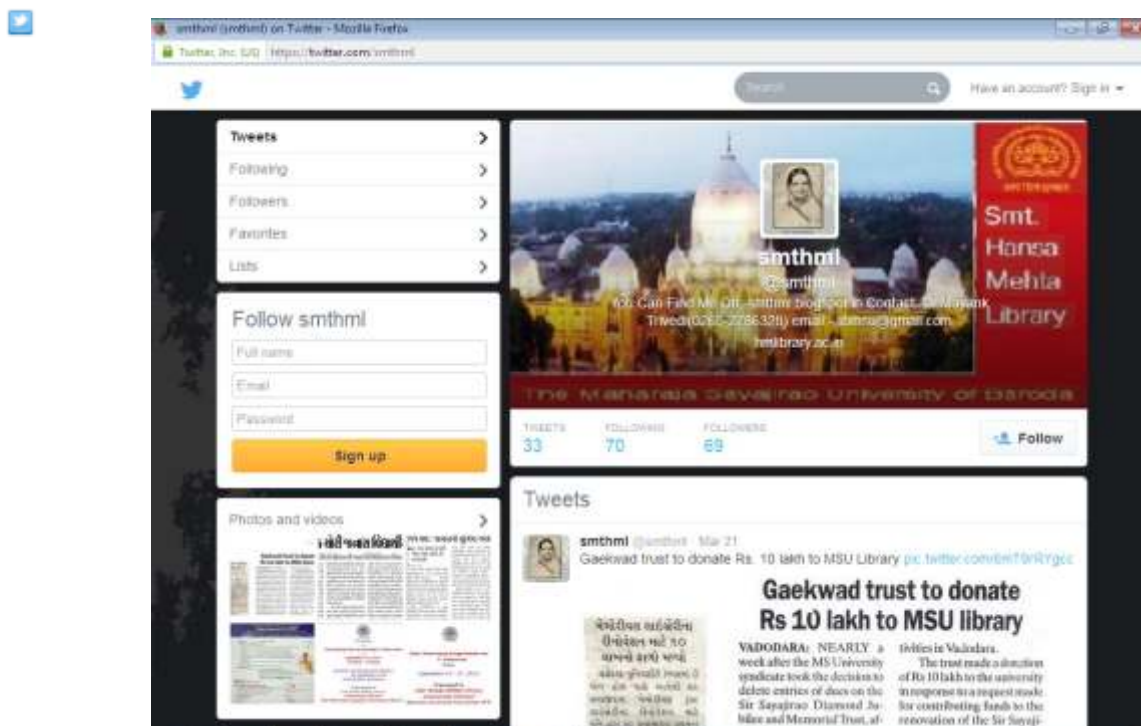
Smt.Hansa Mehta Library Home page



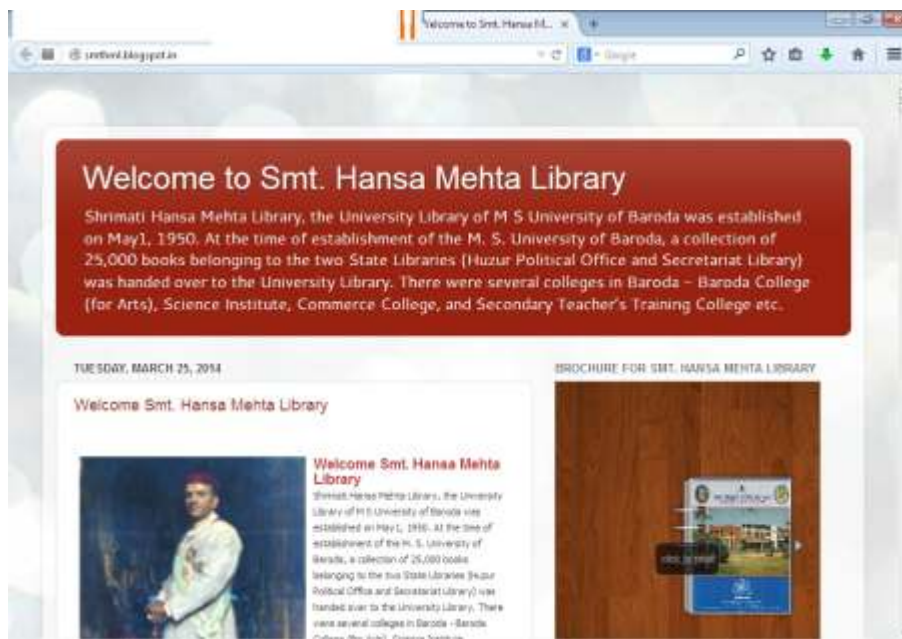
Facebook (<http://www.facebook.com>) are extremely popular social networking sites which primarily have a social function allowing people to make friends, talk online and share resources.



Twitter : Use Twitter, a microblogging application, to keep staff and patrons updated on daily activities, like frequently updated collections, new arrival, current content services of library.



Blog : 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.



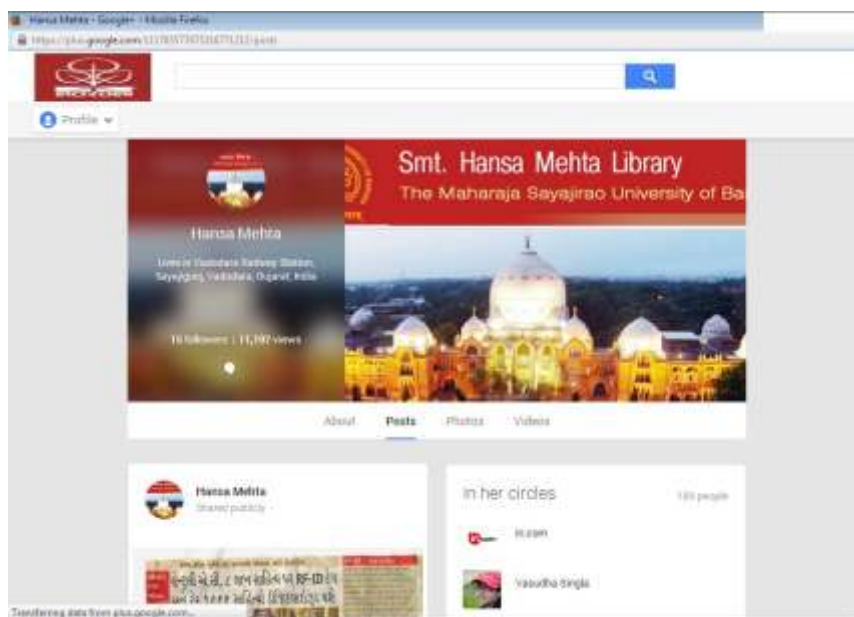
RSS : Really simple syndication is a family of web formats used to publish information about frequently updated works such as blog entries, news feeds, live audio, and video in the standard formats noted the important role of RSS in keeping users updated with the latest information. For example, the Library of University provides news feed on RSS to inform users about activities and events held in the Library.



YouTube : YouTube: Library video and e-learning tutorials, events and others video library services can be effectively promote and webcast through YouTube.



Plus Share :



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



Other Social networking tools yet to implement for information dissemination of HML like

MySpace : MySpace is like facebook, extremely popular social networking sites which primarily have a social function allowing people to make friends, talk online and share resources.

Ning: Librarian can use this tool to get connected with students, library associations, and more. One can also use it to share information with many people at a time.

Meebo : Network and assist students on Meebo, no matter what IM client they use. Online chatting or virtual reference service in library can impacted by professionals to clients.

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. Whether that's you, faculty, authors, historians, or other sources, they can find them in your LinkedIn network.

Flickr: This image distribution tool is a great way to share new image collections. Library can share photo collection of workshops; conference and different programme that are organized within the campus. One can create image sets with metadata, as well as take advantage of the many plugging available for Flickr users. Flickr users can also help gather missing information about images.

TeacherTube: TeacherTube, which is a YouTube for teachers, presents an excellent opportunity for instructor-librarian collaboration. Instructors can guide students to helpful library resources, and vice versa.

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

PBwiki : PBwiki is the world's largest provider of hosted business and educational wikis. It encourages collaboration from students, a way to showcase work, and offers a central gathering point for information. PBwiki offers controlled access, so one can give some editing privileges, while others can only read.

Footnote : On Footnote, one can access to original historical documents, and can update them with your own content and insights. One can even find personal anecdote and experiences which won't find in reference books.

Community Walk : Community Walk offers a geographical way to interpret text and events. You can use it for instruction, such as showing someone where to find a book, or walk them through a historical and geographical timeline.

SlideShare : 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.

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

CONCLUSION

With these social networking tools, it can be easier than ever to stay in touch, organized, and well connected. Social software can be taken as big option by the information centre for attesting high and qualitative resource for user 2.0. Social software like Wiki, RSS feed, Blogger, Library etc can be used for information sharing and collaboration among the online community. If one will think for professional dwindling side where the role of librarian in the current scenario of IT age is question mark, it can be taken as fine tune to utilize web 2.0 technologies in the field of library services. Librarian can act himself as role model to professional community for the promotion and adopt social software in the library as HML get wide spread. Social networking tools can be an effective way to encourage people to take action or reach the word about your organization. Social networks can be a useful, immediate way to stay in touch with a group of people, and let them know what's going on with your library. Socialization of library with more visibility can be possible by planning, designing and implementing social networks in your library. Social networking website provides great opportunities for Library professionals to interact with their users as it places them in the digital social space of their users. Library professionals can get first hand information about the user through interacting with them. They can then understand the behavior of the user and design services to meet the needs accordingly. Social networks are a great way to test your commitment to open communication. One can post and receive library development's feed back by communication can accomplish maximum development and visibility of library.

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