LIBRARIANSHIP AND SOCIAL NETWORKING

Nanda M. Barsagade
Librarian, BNN College, Bhiwandi.

ABSTRACT:

     Social networking is rapidly infiltrating the information environment, and it is essential that librarians understand how best to use these sites and tools with reach people who have never before used library.

KEY WORDS: Social network, Social media, Internet, Library, Librarian.

INTRODUCTION:

Libraries are important part of the national information infrastructure, which provide people with access and opportunities for participation in the digital arena.

According to wikipedia: A Library is a collection of sources. It provides physical and digital access to material and may be a physical building or room or virtual space or both.

The libraries have changed the automated concepts of preserving a large number of reading materials for the sake of preservation only.The aim of the library is to ensure maximum use of its reading materials by maximum number of persons. The development of libraries from ancient 20th century can be measured in just two words 'paperless to paperless'. Due to explosion of information it is very difficult to provide the services to users. In order to these problems the libraries and information centers ought to change their attitude towards handling.

The user community also expected to changed their methodology, attitude and approach to information searching.Today libraries are recognized as "learning resources centers, it is a meeting point of sectors of knowledge and the resources available".In higher education field digital library environment will likely encompass both local collections and externally provided resources from such sources as subscription services and other libraries.

Some resources are "born digital", while others originate in physical form and require transformation in to digital form and this process of digitization is difficult and costly. Building a digital library is expensive and resources intensive.

Sun Microsystems defines:

'The electronic extension of functions users typically perform and the resources they access in a traditional library'.

As online social networking sites are rapidly infiltrating the information environment over the past few years. And it is questioned and explore that librarians understand how best to use this technology in libraries. How to give the better service to their users and reach people who have never before used the library?

Difference between Social Network and Social Media:

We see that main difference is bidirectional information sharing and interaction it is social networks. And unidirectional internal broadcasting is social media.

We must recognize that technological development in the past few years have radically transformed the information management environment. In creating academic libraries are migrating from print bases to digitally base collections. Traditional reference collections usually focused on print reference sources and access tools occasionally incorporating serials such explosion of knowledge is increased day to day.

According to Wikipedia:

A Library is a collection of sources of information and digital access to material and may be a physical building or virtual space or both. The main function of library is the collection and preservation of knowledge for its dissemination to all. Its conservation for posterities is also an important duty of library.

The education system in India is based on the British system of education. Government stress on education for all and state government provide free and compulsory education for all until 14 years.

The teens use ICT technologies for personnel communication purpose in school as well as home. They use social media and ICT was based on their simplicity of use. Speed of communication etc. Social networking sites are socially and educationally fruitful to teen's development.

There are different types of social networking like face book, my space, twitter, google, whatrsapp, drupal etc. Librarians should consider which options are best for serving for users and it is most important challenges for them. According to inernet application glossary; social network is the practice of expanding the number of on's business and for contacts by making connections through individually.

Wikipedia:

Is a tree open content like encyclopedia created through the collaboratine effort of a committee of users known as wikipedians

Digital technology:

The use of websites or their online technology to communicate with people and share information rsources etc.Today users face ethical dilemmas and legal concerns when using social network. Therefore librarians known about legal aspects of using social networks.

The use of internet-band social media progrrmmes to make connections with friends, family, classmates, customers and clients. Social network can be done for social purposes, buginers purpose or both. The programme shows the asscoaiton between idviduals and faciliatate the acquisition of new contacts.

Just as important is that the web has changed user's expectations for information delivery systems. First users want the information at a glance. Second to retrieve the information regardless of its level of granularity. He wants not only textual matter but also images and data.

Users also want to personalize their information on the web. So, we say users want the information to be available on demand without processing delay.

All these expectations raise the bar for libraries. Librarians are to their best efforts but same time most libraries are facing budgetary restraints.

Lectures perceive their main information intermediaries, librarians, to be tied to hard copy resources and library-bound. Some academics also, view librarians as hording information focusing on and being possessive of resources rather than supporting and understanding user's needs. Conversely, librarians held the view that lecturers rarely visit the library. However, technology can also be a controlling tool, empowering some users while excluding others.

CONCLUSION:

Finally we say that if librarians were to attract young users to their collections and services, they must used to connect young literture and these tools play to promote the reading habit in youngsters. The changing role of academic information professionals is fundamentally restructuring the way they provide services to their organizations in response to budgetary pressure and technology development.

REFERENCE:
1.Phadake, D N, Library Computerization and Modernization, Jalgoan: Prashant Publications.
2.Ojha, D C Computer Application in Library and Information Science, New Delhi: Ess Ess Publications, 1995.

3.International Journal for Research; Vol2, No.2 Feb, 2013: Dr Ajay Kumar M Raval

4.Times International Journal of Research; Jan, 2015.

5.Internet

6.Siddiqui, J A, Classification and Cataloguing in Digital Libraries., New Delhi, Cyber Tech Publications, 2007.

7. Gupta, M D, Information resources in grant for libraries, New Delhi, Cyber Tech Publications, 2009.

8. Adams A., Blandford, A.& Lunt, P. 2005, Social empowerment and exclusion: A case study on digital libraries. In ACM transactions on CHI 12.2.174-200.

Nanda M. Barsagade
Librarian, BNN College, Bhiwandi.