

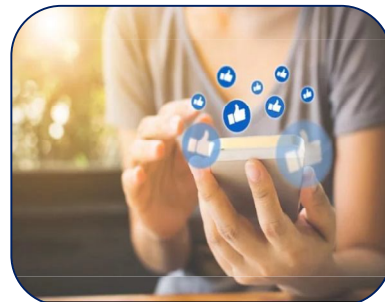


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## FACEBOOK IS INTRACTIVE TOOL FOR LIBRARIES

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### **Abstract:**

*With the approach of person to person communication locales and the improvement of intelligent apparatuses that enable clients to impart Information and insights, the manner in which individuals associate as far as both instructing and learning is likewise evolving. These days, instructors have considered utilizing this innovation as an e-learning stage: a phase where communication among Librarians and students happens. This advances support among understudies for information development. To date, long range informal communication destinations, for example, Facebook have pulled in billions of library clients around the world. Notwithstanding, there is an unmistakable absence of concentrates that audit the capability of Facebook for libraries is as a stage for scholastic related discourse or its effect on understudies' scholarly achievement. Accordingly, this examination surveys a few works that utilization Facebook as a stage for scholastic dialogs. It additionally expects to research understudies' accomplishment dependent on their connections on Facebook through exchange among Librarians and friends.*

**Key words:** LMS-Learning Management System

### **INTRODUCTION**

The significance of collaboration in the internet learning condition has been broadly examined throughout the years. Past examinations have talked about its significance regarding the adaptability with which collaboration happens among educators and students, among students and different students, and among students and substance with the intercession of innovation [1, 2]. Sims [3] found that students' control of the earth by means of dynamic correspondence and giving criticism were basic segments of intuitiveness in the web based learning condition. Moreover, organizing and encouraging powerful web based learning background among students is imperative, as it assembles a web based learning network among understudies [4].

Mazzolini and Maddison [5] found that the two understudies and teachers must be dynamic members in a dialog for this intelligence to be as powerful as it is thought to be. Bullen [6] announced that a few understudies need the nearness of educators in an internet learning condition to continue a virtual network of request. Further, Hirumi [7] expressed that cooperation in a web based learning condition empowers the two teachers and understudies to impart and react to one another's necessities and premiums. The communications are additionally observed as one of the keys to changing customary instructor guided instructional techniques to a student focused methodology. As of late, the mode for online cooperation among teachers and understudies has moved from Learning Management Systems (LMS) to

Web 2.0 administrations, for example, long range informal communication apparatuses. This medium offers open doors for clients to convey and associate inside their limited system [8] Indeed, this administration has likewise pulled in instructors to utilize it as a stage for scholastic related dialog and in conveying on the web courses.

### Facebook for Libraries

Utilizing Facebook can be a powerful route for scholarly libraries to interface with their client network. By posting reports on Facebook, libraries can advise their clients about the library's projects and administrations. They can welcome understudies to go to instructional courses, post reasonable data about the library's opening occasions, connection to new and existing print and online assets, and refresh the college network about any new improvements. 'Adherents' can draw in with the library by remarking on posts and imparting them to their companions.

### Use Facebook if it is Popular with Your Users:

At the point when the ADA University Library in Azerbaijan settled on the choice to utilize online networking, their Library Systems Administrator Ilifat Ibrahimov and his group considered distinctive internet based life systems. An overview found that Facebook was the most well known system on grounds. They propelled their Facebook page in October 2014 and today the ADA Library Facebook page has just about 3,300 preferences. Ibrahim is persuaded of the beneficial outcome the page has had on the library: "There was an expansion in the quantity of individuals going to the library to utilize our assets, and an increment in the flow of recently arrived books."

A few libraries have been so energized by Facebook that they have gone for other online life instruments. Erika Jagielko, Enquiry Services Manager at Glasgow University Library in the United Kingdom (UK), says: "Facebook has been vital in helping us achieve our client network. It was the main online life apparatus that we utilized and gained from, and we've based on this in the course of recent years. We currently utilize a mixed methodology, making utilization of web, online journals, Facebook, Twitter and Instagram." ASSM Library's Facebook page of Librarian has more than 2600 preferences.



Figure 1 Assm Library Facebook Page



Figure 2 Assm Library Facebook Account

### Quality of Interaction is Important:

One approach to gauge the compass of a Facebook page is to check the quantity of preferences, offers and remarks of individual posts. Carl Jeffreys, Digital Content Coordinator at Manchester University Library in the UK (see the library's Facebook page), brings up that while numbers are valuable, it is additionally vital to think about the nature of the collaboration with library clients and make inquiries, for example, "Have we managed an enquiry in a brisk and proficient way? Did we advise about an administration/item that clients generally wouldn't have thought about?" The point is, all things considered, to make an important association with the library clients, he says.

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Facebook is an intuitive medium. Libraries should address their gathering of people in a formal however cordial way, and urge them to draw in with their page by welcoming them to share posts and leave remarks.

#### Tips from Librarians who are using Facebook :

- ♣ Try it out: Erika Jagielko recommends that administrators initially make an individual record and play around with it: "Regardless of whether you don't 'get it' in the first place, endure, in light of the fact that once it clicks you'll understand what an incredible asset online life is as far as imparting and associating with your client networks."
- ♣ Get a group behind you: Felix Rop, Senior ICT Technologist at the University of Nairobi Library in Kenya, recommends that you "have all the library staff ready and let them take an interest in remarking on posts and making the page dynamic."
- ♣ Market your Facebook page: You can do this online by means of email and your site, and by disseminating blurbs and pamphlets in the library (see our example publications on this page). Felix Rop says: "At first when we began, we urged staff and understudies to like the page, to welcome others to like our page and to partake in presenting on our page. Presently our page is moving itself." The University of Nairobi Library Facebook page has in excess of 5,600 preferences.
- ♣ Involve understudies: Ilifat Ibrahimov trusts that enlisting an understudy to work low maintenance in the library has improved their library's Facebook page: "Other than sharing new data, the library has to comprehend what is a pattern among understudies and what sort of data understudies need and need. To know this data, you need somebody from the understudy network to work with you intently."
- ♣ Be sure and fun loving: When composing posts, Erika Jagielko proposes that your tone ought to be sure. Yet in addition, every once in a while, "be somewhat fun loving with your posts – a little silliness goes an extremely long way. Individuals don't will in general connect with dry, corporate substance," she says.
- ♣ Plan your substance plan for development to augment understudy commitment: Carl Jeffreys prompts that you utilize your insight about the scholastic year to plan Facebook presents on advance your library administrations and assets when they would be generally helpful. For instance, amid college occasions you can send data about remote access to e-assets; amid tests you can present about how on discover a PC or study region; amid understudy acceptance you can welcome clients to join library instructional classes.

#### CONCLUSION

The outcomes give an extra knowledge into the capability of Facebook for libraries to be a stage for scholastic related discourse. They additionally exhibit that, with direction and observing from the Librarians, dialog on Facebook. Facebook page can be passed on adequately, and consequently, understudies can pick up progress. Additionally, the structure of the Facebook divider itself helps the Librarian and understudies to remain in the know regarding the most recent post. The latest post will be on the highest point of Facebook page exchange divider. Sharing of data and assets are not something troublesome. Facebook enables clients to transfer photographs, share archives, recordings, URLs and other computerized assets effectively. The survey work on Facebook enables Librarians to lead study on understudies' inclinations and observations. In the period of quick paced innovation, it is essential to appropriately utilize this informal organization site like Facebook in a significant and connecting path for the advantages of students. Custodians must know that utilizing Facebook as an instrument requires a ton of consideration, and, if a library can't focus on refreshing its Facebook page at any rate once per week or more, it may not be a helpful or fruitful device. From this examination, it additionally was discovered that Facebook would be a superior apparatus for "dynamic libraries," or libraries that have a great deal of occasions, shows, workshop, and different exercises, as its best use is for declarations and advertising. Additionally, bookkeepers ought not get excessively joined to Facebook, as there is dependably the following device or long range interpersonal communication site that

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individuals are utilizing. Web 2.0 applications move rapidly, and the Internet is continually changing; bookkeepers ought to be set up to desert their diligent work to bounce to the following device.

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