

The Role of Social Media in Library Extension Services

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ABSTRACT

Libraries have been continuously moving more of their content and services to digital and online formats from its traditional forms. In the present era of Web 2.0 and Library 2.0, information services can also be provided through online mode, and thus libraries have become more user-friendly and more interactive. This makes library professionals capable enough to deliver real-time services using ICT and Social media tools and services. Social Networking Sites or SNS or Social Media have given us the enormous capacity to provide services in real-time.

The development of web version 2.0 / Library 2.0 and more advanced version like Web.3.0 and Library 3.0 have brought to the existence of many Social Networking Sites/ tools. Generally, Social Networking Sites (SNSs) are online discussion forums, chat room, community-based personal websites and other social space accessible to users. The notable Social Networking Sites are Facebook, Twitter and My Space. Libraries are using these tools to market programs and services, and to connect and engage with their communities beyond the library walls — Facebook, Twitter, and Pinterest as examples of tools that are being used successfully by libraries.

The library can harness the potentiality of social media in their day to day library and information services to connect with their user community located at a remote area and across the different campuses of the university/institutions. The paper focuses on the possible usage of SNSs to explore some of the critical social tagging, social bookmarks, and social network-related tools for library extension services.

Keywords: Social Media, Web 2.0, Social Networking Sites; Library Extension Services.

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1. INTRODUCTION

In the age of Information and Communication Technology, the Internet is considered as the largest source of worldwide information, powerful communication media and educational tool. It has made a great impact on the academic activities, communication and social relation between information seekers. The new technologies have made the development of web communication and social relations. The development of web version 2.0 has brought to the existence of many Social Networking Sites.

The rise of Social Networking sites and its resources have established a better communication and revolution of the relation of the world. They have helped the academic communities to approach and to seek information about social activities.

Social media has many positive uses in libraries. It provides an ideal environment for users to share what they are learning or to build something together online.

1.1 Objectives of the Study

- To examine the usability of Social Media as a tool for Library Extension Services;
- To know the degree of utilization of Social Media by the library users to get their required information.

2. REVIEW OF LITERATURE

Chakrabarti (2016) mentioned in his study that digital library along with the internet helps the library users to access their essential resources without physically visiting the library. So it is the high time for the library professionals to think the substitute ways to attract the users and to encounter their need and demand.

Gary and Anabel Quan-Haasa (2010) made a study on social media and academic libraries: current trends and future challenges and the study revealed that while interest in social media technologies amongst librarians and has plateaued, patrons of academic libraries are using these tools in increasing numbers.

Keenan and Shiri (2009) conducted an exploratory study on how Social Networking Sites encourage sociability. For Social Networking Site (Facebook, Twitter and Blog) were examined from a user's perspective. They found that Social Networking Sites use several different approaches to encourage sociability among users.

Boyd and Ellison (2008) has pointed out that SNS becomes the latest online communication device that allows these users to generate a public or private profile to interact with people in their networks.

3. LIBRARY EXTENSION SERVICES AS ADOPTED BY TRADITIONAL LIBRARIES

3.1 Library Extension Services

Extension work is distinct as those actions which are commenced to reach the group of people who might else be ignorant of the library services and book stocks. Mc Colvin considers it as means "to increase the number of readers and the volumes of work and later to make the library more useful to more people". ALA Glossary of Library and Information Science 1983 defines it as "the provision by a library of materials and services (including advisory services) to persons and organizations outside its regular service area, particularly to an area in which library service is not otherwise available.

3.2 Prerequisites for Extension Services

- The library should have an excellent collection to support all extension activities.
- The trained and experienced staff is obligatory.
- The library should have a lecture hall, an exhibition hall for holding the meeting of different groups.
- The library should hold audio-video equipment, i.e. LCD projector, slide projector.
- The librarian should be a good organizer, should comprehend the needs of the different categories of the community and be well-informed about the collection of the library.

3.3 Forms of Extension Services

The Library extension services may be of two types i.e. internal or external. The local extension service includes orientation programmes, and the external extension service consists of the mobile library service, publicity programmes etc. Some of the primary forms of extension services are as follows:

- *Library Orientation / Library Tour:* Many library patrons do not know how to use a library efficiently and effectively. This can be due to the lack of early acquaintance, displaying ignorance, shyness, or anxiety. These problems led to the appearance of the library instruction movement. Libraries inform its users, what materials are available in their collections and how to access that information. The reference staff may orient the users either informal way or informally into the library system.
- *Reading Circle, Study Circle:* Persons with common interest may be brought together by the library to a study circle. Each study circle should be given the necessary facilities to the users regarding the materials and a suitable place to hold the meeting.
- *Meeting, Public Lectures and Talks:* A library should conduct public lectures and talks by eminent persons and also by library staffs.
- *Book Fair and Exhibition:* At the time of talk, festival, fair, drama, etc. a book exhibition on the appropriate topic may be arranged. Presentation on local history, local festivals, art, photography and painting can offer great opportunity to attract the attention of the community.
- *Mobile Service:* Introduction of mobile library services to provide service to citizens without access to central or branch libraries has planned an exciting variety of delivering methods.
- *Publicity/ Propaganda:* Propaganda through the newspaper, radio, television can be introduced.
- *Book by Mail and Telephone Request:* The public library should also offer library lending service through the mail and Dial a book and Dial a fact method. A public library can also think of distributing books to any homebound person on a request. Introduction of the library website is also a good form of extension service.

- *Publication:* Publications like the annual report, reading guide, library magazine/bulletin and other similar books are also helpful.
- *Library Bulletin:* The library bulletin should not only list fresh books and some significant articles published in current issues of journals but should also give brief explanations wherever the content of new material needs. The library bulletin can take the form of indexing or abstracting service or table of content of journals received in the library or the list of recent publications or acquisition.
- *Annual Report:* The annual report is the official file of the library for recording the annual library actions in totality. It is the statement of assessment and evaluation of all the departments of the library. It is the survey of works carried out during the preceding year with the summarization of the activities and attainments of the library.
- Libraries are the independent institutions for the profit and enjoyment of all. So, in recent years, much thought has been given to the best methods of popularizing the use of libraries. How does one attract readers to libraries? How was it spread to all classes the facilities for using them? How can one render the maximum amount of help to those who desire to use libraries and how to save the time of the user and library staff alike are some issues to be addressed.

4. SOCIAL MEDIA AND ITS USEFULNESS

4.1 Social Networking Sites (SNSs)

Social Networking Site (SNS) is the phrase used to designate any Website that enables users to create public profiles within that Web site and form associations with other users of the same Web site who access their profile. SNSs can be used to describe community-based Web sites, online discussions forums, chat rooms and other social spaces online.

People use Social Networking to share various types of recipes, photos, ideas and to keep friends updated on lives. In many cases, we can use Social Networking tools from mobile devices, such as Blackberries and iPhones, as quickly as from a PC or Mac.

By its very nature, Social Networking is communicating. We can tell anyone (that you want to talk to, and that wants to listen to you) anything about our opinions and experiences—and vice versa—through blogs, Facebook pages, videos and even 280 character messages called tweets. We can also build communities based on shared interests, causes and concerns.

Social Networking platforms such as Facebook, MySpace, YouTube, LinkedIn, Twitter, blogs, message boards, Wikipedia and countless others are catching on like wildfire.

The term “Social Networking” refers to a variety of web-enabled/it-enabled software programs that allow users to interact and work collaboratively with others. It includes the capability to browse, search, invite friends to connect and intermingle, share film reviews, comments, blog entries, favourites, discussions, events, videos, ratings, music, tag and detailed information and more.

4.2 Web 2.0 in Library

The term Web 2.0 refers to the development of online services that encourage association, communication and information sharing. It represents a shift from the passive involvement of static “read-only” web pages to the participatory involvement of dynamic and interactive web pages. In other words, Web2.0 reflects changes in how we use the web rather than describing any technical or structural change.

Many Web2.0 services, such as the examples provided, are often referred to as “Social Media” due to their role in supporting communication and building online communities.

4.3 Library 2.0

Library 2.0 (L2) is a alteration in the way library services are delivered to library users. It provides new tools to make the library space (both virtual and physical) more communicating, cooperative and driven by community needs. It inspires collaborative two-way social communications between library staff and library customers. L2 requires user contribution and feedback in the expansion and maintenance of library services.

The phrase was coined by Michael Casey in his blog, Library Crunch, in 2005, although the concepts that collectively makeup "Library 2.0" existed well before then. The term was a spinoff of "Web 2.0" which had been coined by O'Reilly Media.

Library 2.0 is a mixing concept that focuses on several ongoing conversations around the changing ways that libraries should make themselves and their services visible to end-users and to one another. Maness (2006) defined “Library 2.0” as “the application of interactive cooperative and multimedia web-based technologies to web-based library services and collections.” It is the application and insinuation of web 2.0 principles and technologies in the field of library and information services. So, it is just a paradigm shift of library in the field of internet library epoch. Libraries and information centres can underscore the importance of Library 2.0 because it breaks the cycle of “plan, implement, and forget” that many services and plans suffer (Miller, 2005).

The library can be a part of web 2.0 by harnessing the concept, principles and technologies for rendering exemplary services to the user in the electronic world. It's a outline for integrating all changes made at all levels in the management of the library. Since it is our sincere effort to reach this new level of service in web 2.0 technologies to user, now librarians must begin to use this Web 2.0 application if they want to prove themselves just as pertinent as other information providers, and start delivering involvements that meet the anticipation of the modern user in the information-rich world. As communities change, libraries must evolve in tandem with them and allow users to change the library. It should be a relentless drive to seek new ways to enable communities to try, find and utilise information in a creative way. Therefore, it is necessary to understand the concept of Library 2.0 and the prospects it creates for libraries to provide content and services to users.

Library 2.0 is a loosely defined model for a efficient form of library service that reflects a transition within the library world in the way that services are delivered to users. The focus is on user-centred

change and participation in the creation of content and community. The concept of Library 2.0 borrows from that of Business 2.0 and Web 2.0 and follows some of the same fundamental philosophies. This includes online services like the use of OPAC systems and an amplified flow of information from the user back to the library.

4.4 Potential of Social Networking

Social Networking can be relevant to information seeking and sharing on evidence repossession perspective by providing speed and quick information to the information communal by connecting and collecting digital information required by the user. SNSs like MySpace, Facebook represent a new and influential service through web 2.0. User can connect to another user from various part of internet domain by applying Social Networking tools for information communication, organisation and information circulation. The idea behind the social networks is that they operate on many levels, right from the family level up to the level of the nations. They have come to play a significant role in determining how problems are solved, how organisations are run, and the competence with which individuals succeed in achieving their goals. Social Networking websites function like an online community of internet users. Depending on the website in question, many of these online community members share a common interest such as hobbies, religion, or politics. Once we are granted access to a Social Networking website you can begin to socialise. This socialisation may include reading the profile pages of other members and possibly even contacting them. Some solid motives behind social network are:

- ✓ Anticipated Reciprocity - contribute valuable information; expect that one will receive useful help and information in return,
- ✓ Increased Appreciation - individuals want appreciation for their contributions,
- ✓ Sense of efficacy – contributors, believe that they have had some effect on this atmosphere or community,
- ✓ User Participation- User wants more involvement and contribution in the social web. More social and association. Social Networking could enable librarians and patrons not only to interact but to share and change resources energetically in an electronic medium,
- ✓ Embrace radical trust,
- ✓ Engage in rapid change-drastring and rapid change has been seen since the past decade,
- ✓ Communally innovative- It rests on the foundation of libraries as a community service, but understands that as communities change, libraries must not only change with them, they must allow users to change the library,
- ✓ Open access movement- Libraries make collections available via open, personalised, interactive services that encourage content creation, editing, commenting, bookmarking, rating, tagging, etc. by users,
- ✓ Multimedia enabled.

4.5 Features of Social Networking Services

Social Networking in the field of information landscape can be a great contributor to the field of information poor society. It has several unique features that can serve the user community where the availability of the resource is a great challenge to the library field. The library should experiment and come forward to accept this new budding technology. It has some major features like social collaboration, easy surfing, more participation, private messaging can be easily possible by communicating thousands of networks, discussion forums, events management, blogging and commenting, media uploading, multimedia-enabled, interactive and collaborative learning are some of the important features that you can see in Social Networking.

4.6 Practicing Social Networking in Library Services

Social Networks or social software can be used for providing user-centric service in the social library environment. User attitude towards library is changing day by day. The user wants most practical and speeds information in E-learning age. But providing quick and easy retrieval information to the user is a great challenge to the library. Therefore the library should find and search for some new techniques for imparting valuable information to the user. Virtual Reference Desk (VRD) can be performed by Wikipedia. We can plane, design and distribute information to patrons by KM Wiki. Marketing of library services can be conceivable by using social software tools like Podcast, YouTube, Blogger, SecondLife, Ning etc. Catalogue some of your library books on library thing. The library can host their individual websites in PBwiki or blogger. Library version can be possible by SecondLife. Start a library podcast and interview students, teachers, patrons and members of the community. The digital video library can be framed by using the most successful tool like YouTube in the Library. Impacting and planning an online course curriculum in an online learning atmosphere by PBWiki. Support just-in-time reference, since students may find it easier and more contented to communicate with a librarian through this medium than in old-style ways. Take online assistance by implementing chat reference i.e. IM in the library. Library assignment and teaching programmed through social software tools like Joomla. Professionals can put their collections on flicker. Footnote.com may be used to learn about the history of the library. After all, it will be helpful to deliver the means to learn more about students, which can help libraries, better meet their needs.

4.7 Social Networking Tools and its Possible Implication in Library 2.0 Environment

Social Networking helps the librarian to share information with patrons and students in the easiest way for a digital library environment. Librarian can use in three broad activities in library and information services. The major three are Information communication, Knowledge distribution and Knowledge organization:

- *Information Communication:* In this process, the librarian can keep constant touch and effective interaction with staff, patrons, and faculty in an online collaborative environment. The

Social Networking tools that can be practised by the library for the aforementioned purposes are: *MySpace, Facebook, Ning, Blog, Meebo, LinkedIn, Twitter.*

- *knowledge Distribution:* Information sharing is the major part and crucial area where professionals should look seriously while considering and designing library activities in the digital age. Patron's satisfaction should give first and leading priority by providing right information at the right time in a right way from anywhere. Library professionals should rethink for implementing web 2.0 technologies in library services from early period.

Flicker, YouTube, TeacherTube, Second Life, Wikipedia, PBwiki, Footnote, Community Walk, SlideShare, Digg, StumbleUpon, Daft Doggy.

- *Knowledge Organization:* Social software can help the professionals in KO environment for getting handy information which can be accessed with the Social Networking technologies in web 2.0 milieu. The below-mentioned tools can effectively in library and information centre for patrons as *aNobii, Del.icio.us, Netvibes, Connotea, LibraryThing, lib.rario.us.*

4.8 Opportunity and Implication of Social Software in Libraries

Social software can be taken as a big option by the information centre for providing a high and qualitative resource for user 2.0. However, insinuation of social software may be a difficult part on the part of new professionals but still expertise over it will be given a huge impact to the library. Social software like Wiki, RSS feed, Blogger, Library Thing, Delicious, Elf etc. can be used for information sharing and collaboration among the online community. If we will think for the professional downloading side where the role of the librarian in the current scenario of IT age is a question mark, it can be taken as fine-tune to utilize web 2.0 technologies in the field of library services. Here librarian can act himself as a role model to the professional community for the promotion and adopt social software in the library. Hence both challenges and prospect should be considered while adopting these technologies. MySpace and Facebook offer easy-to-use tools that will help you set up a Web presence. SNSs can be an effective way to encourage people to take action or spread the word about your substance. Social networks can be a useful, instantaneous way to stay in touch with a group of people, and let them know what's going on with you, your library. Socialization of library with more visibility can be possible by planning, conniving and implementing social networks in your library. Social Networking website provides great opportunities for Librarians to interact with their users as it places them in the digital social space of their users. The websites can be used effectively for outreach and promotion. Librarians 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.

4.9 Challenges before Using Social Software in Libraries

Web 2.0 is totally a new concept before the professionals. It is hypothetical to be much more about the working culture and inclination to communicate openly in a simulated network. User participation is

the key for the successful implementation of social software perception in the virtual world. Therefore the library should think and crack the challenges to stand as good social partner in the online collective environment. The following challenges should mull over while applying social software in the library as:

- *Culture*: The need for an open, translucent, horizontal working culture. It is not always a precondition but it is conducive for effective and creative online knowledge sharing.
- *Organization Support*: To have a commitment from the management for collaborative web tools. A shift to horizontal translucent communication opens new venues to present the organization's life.
- *Conviction*: Having good arguments to prove why these tools are useful (needs another post). Honestly, after a while, communication only shifts but is more effectual and creative.
- *User Orientation*: Developing a web-based communication culture needs orientation. Blogs are totally different from a workflow-based intranet. Therefore a policy can help to explain the compensations and also show the limits of interaction.
- *User Participation*: In the beginning usually only a few users participate; that's why a critical mass of contributors is important. Web2.0 tool are ideal for revolutionary marketing, where motivated contributors serve as a multiplier and can easily train others to join.
- *Resources*: Be aware the tools are cheap and easy to install but do not undervalue the resources you need. Simplification for a blog or a wiki is very important especially in the beginning, so users are not frustrated in their first steps.
- *Patience*: To integrate web2.0 tools to an organization takes time. A few months can pass by before participation reaches a satisfactory level, but in the meantime the process is thrilling.
- *Training*: Web2.0 might be easy but many people from the organization are totally new to the applications.
- *Usability*: Usability is very important because users shall take advantage of all the features offered..
- *Software*: Implement a solution on your own server or rely on an application service provider.
- *Privacy*, Storing personal data on remote systems raises obvious privacy issues, but IPR and copyright issues also need exploring.
- *Technical and institutional barriers*: The JISC report also highlighted technical barriers to using social software in educational establishments. Certain social software may conflict.

5. LIBRARY EXTENSION SERVICE THROUGH SOCIAL MEDIA

The library community is a community that has been exploring the potential of using software to enhance services for a number of years. Many libraries are taking the plunge and experimenting with social software. In this Internet era, modern libraries have taken initiation to extend their services through Social Media. Social Media can provide proper links through which resources are freely available. This facility is a greater benefit to the developing country sector where scholars/students

couldn't access available information due to financial constraints. Social Media can facilitate to provide links to free access to information globally without any geographical barrier.

Development of Social Media and Open Access Systems in Institutional Repositories cut serious scarcity of current research information. Open access provides full-text journals and e-books for extended learning which is a greater service to the developing nation scholars/students.

Digital Institutional Repositories improve the ability to use and reuse of its stored data eventually. The explosive growth of re-generated information can be accessed instantly via Institutional Repositories for extended learning. Modern Information Communication Technologies (ICTs) facilitate to discover information automatically and establish links between related documents to form of the value chain of scholarly communication it can be possible through Social Networking Sites (SNSs). It will help to provide a more dynamic extended learning service to the scholars/students worldwide. Institutional Repositories provide vital academic background for extended learning. Scholars/students can access data from remote locations by using Social Media like Facebook, MySpace, and Wiki etc. Institutional Repositories support all scholarly users uniformly cutting boundaries to meet their scholarly needs and it can be accessed through Social Media. Distant learners can be part-time scholars who use repositories during their free time. Modern e-repositories provide these scholars with quality, timely and relevant information electronically. This way Social Media can reduce costs of material acquisitions and administration.

6. CONCLUSION

In the present era of ICT, everyone has to aware of SNS. With the development of ICT communication media is also developing their field. One of the communication media which is able to take place in the masses is Social Networking sites. Nowadays everyone uses SNS as their communication tool. The young generation is becoming mostly addicted to SNS.

Libraries and librarians have increasingly been exploring Social Networking sites for exploring personal and professional resources. Altogether the use of Social Networks and application along with others will continue a meaningful and substantive change in the history of libraries. The library collections will change, becoming more interactive and fully accessible. One can archive this through white papers, articles, blog posts, presentations and more. In Social networking, we see the trend in which technologies with greater personalization and probability. These applications are rapidly gaining adherents as growing numbers of libraries and librarians are expecting with purchasing and delivering information in this simple and practical way of Social Networking application.

Social Networking sites need to improve security and privacy. They should establish policies and strategies for the proper and safe use of personal information posted on their bites. Users may share copyright materials such as videos, music, photo and other documents. Social Networking sites should protect the misuse of copyright materials. They should work in accordance with strict and safe computing practices. They can protect their privacy by putting up fake biographical information and images, making the profile private and for friends only. They can also use Social Networking sites that

provide better privacy and facilities to present highly customizable personal information. Training and awareness programmes should be given to educating users about the applications, benefits and risks associated with Social Networking sites.

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