Academic Library Services Through Social Networking Sites With Reference To Facebook

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Abstract
In the earlier days, library is regarded as a storehouse of Information. Librarians are regarded as the custodians of books. Slowly the library and the librarian gained their importance. Library provided number of books, periodicals in the print form. In recent years, Library later provided their content and services in electronic form due to the developments in ICT, and become user-friendly centres. Now the library starts to provide it’s some of the services through Social Networking Sites.

Keywords: Social Networking Sites, Face Book, Academic library, ICT, Online Resources

Definitions
Boyd and Ellison (2007) define social networking sites, or SNS, as “Web-based services that allow individuals to construct a public or semi-public profile within a bounded system, expressive a list of other users with whom they share connections, and view and negotiate their list of connections and those made by others within the system. In simple words, social networking service is an online service, platform, or site that focuses on building social relations among people, who, shares interests and activities”. A social networking website is an online service, platform, or site that focuses on building social relations among people, who, shares interests and activities”.

Introduction
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can search the networks of his connections to make more connections. A social networking site may also be known as a social website or a social networking website.

Types of Social Networking Sites used in libraries
The following Social Networking Sites are used in libraries.
- Facebook
- Twitter
- MySpace
- You Tube
- Research Gate
- RSS
- Delicious
- Wikis
- Blogging
- Library Thing
- Slideshare
- Online groups/ Forums
- Flickr/Picassa
- LinkedIn
- Orkut

Social Networking Site: Face book
The social networking sites are act as one of segment for the communication in education atmosphere. Among all the available social networking sites Face book comes out as one of the most popular sites for the common people. Facebook, one of the most widespread used social networking sites, was first launched in 2004 and was exclusively addressed to Harvard University students. Along the years, Facebook granted access to a wider audience, first to students from other universities, as well as high school students and professionals and in the end, to everyone who had an e-mail account and internet connection. Now a days Face book is being used by teachers and students as a communication tool. In the same manner library professionals have also started to provide services via Face book.

Review of the Literature
There are a number of papers that effort to explore the possibilities and drawbacks that using Facebook might have for libraries.
Mack et al. (2007) claimed that there is an "apparent willingness of undergraduate students to communicate with librarians by means of Facebook," a statement that should be reconsidered and updated to allow for today's libraries' Facebook format and content, as well as in the way college and university students use it to further their academic work. Chu and Meulemans (2008) consider Facebook and MySpace to be good outreach tools for an academic library alongside other, older outreach tools. Hendrix et al. (2009) surveyed academic health science librarians to find out their opinions and perceptions of how and why libraries should or should not use Facebook. They concluded that the two most cited reasons that a library did not set up a Facebook page were a) the lack of time, and b) the belief that Facebook would be of little or no use in an academic setting. In addition, they found that most libraries use Facebook mainly to market the library, push out announcements to library users, post photos, provide chat reference, and have a presence in the social network. Graham et al. (2009) shared a positive experience when they decided to use Facebook to publicize library services, and they consider it to be a professional tool. They also raised some questions with regard to the accuracy of measures used to determine successful implementations of Facebook in libraries, such as the number of friends/likes, rate of updated information/number of posts, number of questions asked/answered, etc., several of which are also used to determine its successful implementation by academic libraries in this study as well. The study by Roblyer et al. (2010) found that Facebook use among faculty and students for instructional purposes is limited and that this is the least common use of this technology. Jacobson (2011) found that current literature on Facebook use by libraries falls into five areas of interest; "how-to" studies, library-centred case
studies, student-based research, service-provided analysis and perceived-use study.

Advantages:

- Face Book can be used to connect with not only user but also connect with other librarians.
- It allows users to update on library events.
- Users need not go to the library.
- Library can post images of books for users.
- Library can post news about the library, videos, provide links to articles and the library events.
- Library can provide link to online resources.
- Library can provide its services to users in a different way.
- Users may give feedback about library services and can make suggestions.

Why Libraries are not introducing Face book in Libraries:

- A faith that Face Book is not much useful for academic activities.
- Website is difficult to understand and use.
- Available information is not authentic. People can post whatever they want.
- Lack of knowledge how to use it.
- Low interest of librarians in learning and utilising social media.
- Inadequate training opportunities for library staff.
- Electricity failure.
- Slow speed of internet.
- Difficult to cope with the rapid growth of such websites.
- Lack of security and privacy.
- Lack of advanced IT skills.

ACADEMIC LIBRARY SERVICES THROUGH FACE BOOK

ADVERTISING OF LIBRARY SERVICES

Face book is a fantastic tool through which library can advertise its services to users. Most of the students and faculty members are not aware of the services provided by the library such as Reservation of books, Reference Services, Current Awareness Services, and Selective Dissemination of Information Services. Librarians can create awareness of these services via Face book and should offer a number of the following services:

- Making announcements on library events.
- Posting of photos.
- Providing of chat reference.
- Display of new arrivals.
- User Orientation.
- Creation of Communication Forums.
- Newspaper clipping service.
- User oriented seminars and workshops.
- Special lectures.

These services must to be planned, keeping in view the general demand for such services and the capability of the library in offering these services. User needs and interests are of primary concern in offering these services.

Importance of Face book in Research:

- Easy to interact other’s research work.
- Getting help from other researchers in the same area of study.
- These are the source of tacit as well as explicit information.
- Provides platform for sharing quick updates about recent developments in one’s particular area of research.
- Increase the amount of interest in research.
- Always gives an easy access to get information about various vacant positions available in an institute through sharing of status.
- Specifically helpful for group discussion.
Helpful to share research experiences.
Can interact with the research scholars from other universities.
To share research ideas
It can be helpful in interacting with others whereby users can share information.
Better platform for sharing one’s own view without hesitation.
Useful in knowing and learning new tools in research work.
Interaction and correspondence with people who are related to the subject concerned.
To share our opinion in different fields.
Networking, information collection, exploring and creating new ideas.
We can share our thoughts, visions, problems that arise in the course of research with our friends. They give suggestions/feedbacks to users on that.
Alerts on subjects regarding seminars/conferences.
We can keep ourselves update what other friends are doing staying anywhere in the world.
Useful to get answers from others.
It helps to stay connected to our research partners from other states and communities.
Update news like information about coming Seminar/Workshop inside or outside the country and different scientific awards notification is one of the most vital source to keep update oneself and others.

To make Face Book Better Research Tool
The suggestions to make Face Book better research tool are:

Library should create a new community only for research scholars
Should create a module/tab for uploading publication thereby facilitates to know about earlier researches have done on a particular area.
More options should be there to find people from same area of interest.
Accessibility to discussion forum and electronic journals should be provided to interested people
Should provide better security and privacy to users.
Conferencing provision like telephonic conferencing should also be provided
There should be more scholarly discussion rather than just uploading personal photos and videos. For that users should be mostly responsible and sincere
Should have interactive discussion forum.
Material sharing should be provided
Should give research updates, scientific discoveries over the world. Free access of journals is the most useful for research works.
Should be allowed in educational departments
There should be some program highlighting the updated events, techniques, research finding etc. on the Face Book. Moreover, it should be fully protected from hackers.
Give awareness to the students about Face Book
To form groups initiated by experience people in the field of research, than share and discuss ideas and views.

Conclusion
The American Library Association (ALA) released a report which states that "Face Book has proven itself as useful tools not only in publicizing the availability of online collections, but also in building trusted relationships with users". If everyone use Face Book for good purposes like sharing knowledge about general awareness, research areas and any topic which are useful for gaining knowledge instead of just wasting time in passing silly comment on others posts, then Face Book will serve as a very useful research tool.

Even institutions are encouraged to enhance their education through Information and Communication technology by developing course content online, e-learning, etc. This is the time to take necessary steps to take the library to the newer height by integrate the library services with the social network sites, using sharing tools and keep update the library user.

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