Social Networking & social media Used for Information Seeking Behavior of Students in Mobile Era

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Abstract

This paper examines how Libraries can leverage on social networking and Social Media skills to provide dynamic library services in the face of dwindling economic problems in India. The unprecedented technological advancement of the 21stcentury, no doubt has impacted on library services globally and in India in particular. The Social Media hype has gradually crept into the library profession with social sites such as Facebook, MySpace, Flickr, YouTube, Library Thing, it has become evident that our services will need to change to meet the growing needs of our end users. Libraries in india have been challenged like never before to render more proactive and more value added services to meet the ever changing needs of our patrons. This paper is therefore, an attempt to examine the present scenario in library services delivery with these new and emerging technologies. Challenges faced by Indian libraries in the use of these Social Media are investigated and possible solutions proffered.

Keyword: Social Networking, Libraries, Library services

I INTRODUCTION

The World Wide Web enables people to gain access to information, create content and disseminate ideas more efficiently. It optimizes the social networks in which individuals are connected through widening communication channels and lowering costs (Barsky and Purdon 2006). Social networking sites first emerged for Internet users to find long-lost friends and classmates, link with each other and share profiles. An increasing number of individuals have become members of one or more social networking sites leading to soaring membership numbers, largely because these sites are free and easy to use. Lately, these social networking sites have gained a foothold among companies, organizations, and even politicians who want to reach out to their target populations (Read 2006). The wide application of social networking in different contexts appears to have included universities and libraries as well (Boyd and Ellison 2007). It has been suggested that academic libraries could take the opportunity of using these social networking tools to disseminate information, market services and promote new releases (Burkhardt 2010).

This exploratory research aimed to contribute towards understanding academic librarians' utilizations of social networking tools. A review of the literature illustrates the potentials and advantages of applying social networking tools in academic libraries, such as promoting library services and getting in touch with student users. Based on findings from a web-based survey among academic librarians, this study contributes to the literature that illustrates how academic libraries use different social networking tools, leading to relevant implications for further usage.

II OVERVIEW

A library networks is broadly described as a group of libraries community together with some agreement of understanding to help each other with a new to satisfying the information needs of their clientele or users example inflibnet. Social connections have become very important and have improved the library profession tremendously in India. social networking refers to a process of relationship building among a group with a common interest. Social Media emerged in India principally for the purpose of socializing. The Facebook initially was used only for social discussions, however over time,particularly by the turn of the 21stcentury the grouping of individuals into specific groups emerged. Professional groups started to spring up and within time the library profession had its own group with the sole purpose of sharing

ideas and gathering first hand information regarding the profession. Undoubtedly, as a growing economy the use of these media often meet with challenges which are succinctly discussed in this paper and strategies for the enhancement of library services through these media have been proffered.

- *"The best way to define Social Media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so Social Media would be a social instrument of communication.
- In Web 2.0 terms, this would be a website that doesn't just give you information, but interacts with you while giving you that information. This interaction can be as simple as asking for your comments or letting you vote on an article, or it can be as complex as Flixter recommending movies to you based on the ratings of other people with similar interests.
- Think of regular media as a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter.
- Social Media, on the other hand, is a two-way street that gives you the ability to communicate too

III OBJECTIVES

The study seeks to achieve the following objectives:
- To explore the respondent's attitude towards the use of social media in marketing of library resources and services.
- To provide possible implication of social media for marketing library and information products and services.
- To investigate the problems in utilizing social media for marketing purposes in libraries.

IV WHY USE SOCIAL MEDIA?

When starting out, the first thing libraries should always do is ask, "Why are we doing this, and what do we hope to gain from it." There are plenty of great reasons, but you will have to find the ones specific to your library. Framing your new endeavor in these terms gives the project focus and is important whether you are trying out social media, redesigning your Web site, or deciding to replace the furniture in the library.

Asking questions like these will eventually inform what tools you will choose and how you will use them. Once you understand your reasons for implementing a social media presence, the next step is to come up with concrete goals. A goal can be something as simple as, "After one year we will have 100 fans." The goals you set may eventually evolve into something different as you start using the tools and interacting with patrons, but having goals allows you to know whether you are succeeding.

Not everyone may be keen on something new, though. This is where coming up with reasons for why you should be using these tools comes in handy. Write a brief, well thought out proposal using the reasons you chose. Also include other important information such as who will monitor and post to your social media account. Showing that you have given this idea significant consideration goes a long way. It also may help to offer this idea as a pilot project that you could revisit in a year's time. This allows you to revisit your goals to see if you're meeting them.

V PURPOSE

It was inquired from the respondents that what should be the purpose of social media usage in libraries and information centers. Participants of the study strongly agreed that social media should be used for marketing of library product and services and to build discussion groups and collaborative work. They were agreed that it should be used for fund raising, to spread news and service alerts, to provide quick updates to online users and to push library news and press release among online users.

1. Marketing of library product and services
2. Marketing specific adult programs and services
3. Marketing specific children's and youth services programs
4. To modernize the library image and e-reputation
5. To reach a new audience of potential users
6. To push library news and press release
7. To provide quick updates to users

8. To build discussion groups and collaborative work

9. To spread news and service alerts

10. For fund raising

VI WHAT TO POST?

After all the preparatory work, you must begin creating content and posting things on a regular basis. This can be one of the more difficult things for anyone starting an institutional social media presence. "What should I post?" "How professional should I be?" Here are a few ideas of things you could post to your social media account:

- **Library news and events**

If you are going to host a gaming night in the library, social media is the perfect place to tell people about it. If your Web site is going to be down for repairs, let people know via your social media accounts. Social media is great for updating people on what is going on.

- **New additions to your collection**

Got some new books? Have a great new bibliographic citation management tool? People might not know about additions to your collection unless you tell them. Social media can be helpful for informing patrons about new resources.

- **Links to articles, videos, etc.**

If you come across Web content that would be relevant or helpful to your patrons, post it. Not everything you post has to be directly related to your library. Do not lose sight of why you started using this tool in the first place, but a variety of postings keep things fresh.

- **Community information**

You can also pass along information of significance to your community via your social media channels. The library is the heart of a college campus. It is natural that it should be a place where people go to get information about the community.

- **Solicit feedback**

Social networking is built for conversations, so feel free to ask questions of your fans or followers. Questions also often get the most response. Ask interesting things that you actually want to know, such as, "Why do you use the library?" When people answer, continue the conversation with your patrons.

- **Respond to people**

Acknowledge compliments to your library gracefully. Reply to negative feedback by addressing the problem people are having and staying positive. For example if someone complains via Twitter that the library is too loud, perhaps a response could be, "Who do we need to come shush? Also we have some great private study rooms in the basement that are quiet as it gets." Using humor, staying positive, and trying to help with the problem are good strategies to use when trying to change people's minds. You have power online to influence conversations about your library, and the worst thing you can do is ignore people.

- **Pictures**

Both Twitter and Face book allow you, without much hassle, to post or link to pictures. Text can get boring after a while. Enhance your posts by including a picture. For example, if you have an event where an author is on campus, include a picture of him talking to students and tell people to stop by.

- **Anything else**

Get creative with your posts. Do not limit yourself to this list. You know your community. Ask yourself, "What would be interesting or useful to them," and then post that.

VII. HOW WORKS IN LIBRARIES?

Facebook:

Most popular now because it is librarian- friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Face book.

MySpace:

In Academic institutions where the students are; libraries have taken advantage of this site o post, calendar, custom catalog search tools, and blog features to improve their presence.

Blogs:

Here, librarians can periodically post messages; share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users.

Wikis:

Is a free online encyclopedia that gives a background knowledge and definition of concepts. It offers a platform for users to access, edit and contribute to content. This is a collaborative web pagefor developing web content.

LinkedIn:

Librarians can get patrons connected with specialists in their particular field of interest via LinkedIn. Librarians can use this platform to render specialized services such as Strategic Dissemination of Information (SDI).

Twitter:

A micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collections. Users can utilize this platform to type in short messages or status update. Librarians can use this platform to give users firsthand information on the on-going national elections. Users can send Instant Messages (IM) on complaints or ask questions on a particular issue and get a feedback on the spot usingtwitter.

YouTube:

In institutions in india, events such as important highlights of inaugural lectures, conferences and workshops are disseminated via the YouTube.

Flickr:

Librarians can use this tool to share and distribute new images of library collections. Cover page of new arrivals of both books and journals can be disseminated to users via Flickr.

Library Thing:

A tool that enriches the library OPAC. Once an account is created, a list of books with ISBNs is sent to Library Thing which sends back a piece of code which is pasted into the footer of the Library OPAC.

□ Librarians can utilize this to send a list of current publications to users. The Changing Library Environment Today, libraries are using the latest technologies and trends to make their services popular and user friendly. The concept of a library as physical place where one can visit to get information is rapidly changing to a social cyberspace where users access, communicate and contribute to existing knowledge. This is because the modern library of the 21st century is characterized with collective knowledge creation and enabling technologies;

and also a movement away from the old stereotype, conventional and one directional library services to users to a more dynamic, two-way communicational network Environment

VIII ADVANTAGES

Social media is integral to market library

- Social media capture potential users of the library
- Social media offers more than just traditional ways ofmarketing library services
- Social media helps students to use library
- Social media allows user to create, connect, converse, to contribute, vote and share information
- It helps libraries to get closer to the users
- It helps libraries in building collaborative network with the users

- It is great way to grab the attention of new users
- Social media helps students in locating library resources
- Social media facilitates knowledge sharing
- Social media helps to feed user with information
- Social media helps in promoting distance learning

IX DISADVANTAGES

- Too many social media tools to learn
- Lack of time to use social media
- Lack of privacy and identity theft
- Lack of knowledge how to use it
- Inadequate funding for libraries
- Inadequate library staff
- Low interest of librarians in learning and utilizing social media
- Inadequate training opportunities for library staff
- Electricity failure
- Slow speed of Internet

CONCLUSION

Organizing a public awareness forum such as library orientation, conferences, symposia, workshops to create awareness and educate librarians and users on the social networking services and applications. Embracing current change in order to remain relevant and adapt to the new ICT driven environment. Imbibing a maintenance culture so as to manage the few available ICT facilities effectively. Provision of stable power supply will encourage and facilitate the effective use of these tools. Pro-active training of librarians to acquire 21st century skills to adapt to the changing ICT environment. Government should take an active role in providing ICT facilities to institutions. Educating the public on the issue of copyright law and violation. In conclusion, this paper has tried to examine the concept of social media and its application to library services for a pro-active awareness and training to educate both the librarians and the users on the invaluable importance of utilizing social media in library services.

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