Chapter 10

Web 2.0 Technology in Libraries:
A Case Study of Engineering PG Student Preferences at Mekelle University, Ethiopia

Prakash Bhagwan Dongardive
University of Mekelle, Ethiopia

ABSTRACT

Progress in information communication technology (ICT) has become the backbone for every branch of knowledge in academic arena and library, and information centers are not apart from it. Social networking is playing a significant role in serving to the library users. The chapter examines libraries and their importance in accepting the Web 2.0 phenomenon of social networking sites like Facebook Twitter, YouTube, and a number of social networking tools to enable libraries to engage with students in the virtual environment to promote library event and services, teaching and learning, and humanizing the concept of library and librarians. This chapter also focuses on the importance of social networking sites, which improve the professional relationships within the library profession and across the boundaries of particular national library education systems across the world, which is increasingly sharing information that ensures libraries are the head of changes in demands and needs of their users.

INTRODUCTION

Web 2.0 is a term given to describe the second generation of World Wide Web, which focused on the ability to collaborate and share information online among the people. Web 2.0 basically refers to the transition from static HTML web pages to a more dynamic web which is more organized and is based on serving web applications for users. Other improved functionality of Web 2.0 includes open communication with an emphasis on web based communities of users and more open sharing of information. Graham, Paul (2005). People create their online profile on web 2.0 sites with biographical data, pictures, like, dislike and any other information they choose to post. The user can communicate with each other

by text, voice, chat, instant massages, video conferences, blogs which provide a way to the registered member for contact friends and permitting them to grow their network. The traditional SNS include; Bebo, blogs, Delicious, portfolios, face book, Friendster, Instant messenger, LinkedIn, Micro blogs, My space, Orkut, Podcasts, RSS, Social book marking, Twitter, wikis, You tube, etc. These Web 2.0 websites permit users to interact and collaborate with each other. This technology can be used in libraries to interact between users and library professionals for provision of fast library services. Richardson, Will (2009).

BACKGROUND OF THE STUDY

Social Networking Technologies and its inferences for transforming the library services through the web; Information literacy through web 2.0 integrated web OPAC: an experiment at Jaypee group of Institutes applications of web 2.0 the second generation of internet has become one of the fastest growing communication technology and being adopted by corporate and service sector. It is same in the case of library and information science services centers. Increasing popularity of web 2.0 technology provides a prime opportunity to engage patrons in the virtual age. It attracts the user to communicate with similar interest people through networking and present numerous of resources and information in the form of multimedia, blogging, tagging, and bookmarking, messaging and social networking. The primary objectives of this papers were to explore the concept of social search evaluate the performance of social networking tools and to understand the relationship between SNS and social search. The author intends to examine the possible social networking sites or tools present as the feature of online search and the implication for libraries.

SOCIAL NETWORKING

History of Social Networking

As a social networking tool Friendster was the first online social networking site. It was quickly followed one year later by MySpace. Two young friends started myspace, and it quickly becomes hugely popular. Its parent company, Intermix, was acquired by News Corporation for $580 million just after two years of its launch. Thus next face book in 2004, which initially followed by college students but now millions of people of all the age using it as a primary SNS to interface each other, as well as there, are some social networking sites are available online.

Defining Social Networking

A social networking is a network of people useful to create similar interests about any product, services and sharing it among the group. Every new user has to create his profile on social networking site and to create his/her own social link for getting number of service information for instance; career services, educational services, sport etc. Social networking is an effective mechanism for advertising and making publicity of any company product. It is convenient to send multimedia message and attract the user to the product via social networking tools on user mobile. Here internet and mobile technology playing important role.

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