

Chapter 13

Using Social Media for Dynamic Information Dissemination in the 21st Century

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ABSTRACT

The implementation and usage of information and communication technology (ICT) in library functions and facilities has revolutionized the way people use information and librarians perform their work. As a result of the advent of social media, the world's knowledge outlook has changed significantly, resulting in the sharing of thoughts, emotions, images, and videos as resources. A library is worth considering; it is a key to learning, a foundation for long-term mastery of information, and it promotes independent decision-making. The use of social media in library activities has enticed a significant number of users, but it has also challenged libraries to modernize their service delivery. Facebook, Twitter, Wikis, WhatsApp, MySpace, and LinkedIn facilitate community courses, collaboration, and information sharing. As a consequence, it is vital for libraries to consider and prioritize their users' needs.

INTRODUCTION

The advent and application of information and communication technology (ICT) in library functions and services has brought about a revolution in the use of information and librarians' job performance. Hence, the information outlook of the world has changed drastically as a result of this invention of social media, further resulting in the exchange of ideas, feelings, pictures, and videos as tools for knowledge acquisition. Among the present innovations in Information and Communication Technology (ICT) are the social media, which stands out among the best in the group of internet-based applications and is built on the ideological and technological foundations of Web 2.0 which allows the creation of user-generated content (Kaplan & Haenlein 2010). The Media and MediaLive International Conference that was held in San Francisco, October 2004, Tim O'Reilly and his colleagues presented Web 2.0 and its features as

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a forum for information interaction. In 2016, Tim Berners Lee proposed Web 3.0 that features reading, writing, and knowledge application in the social realm.

The main goal of Web 3.0 technology is to make it easier for web users to contribute information in a way that computers can understand, process, and share. These advancements in Web technology would enable Web applications to perform time-saving tasks such as collating data from various sources and assisting users inefficiently searching for specific information based on their needs. The rapid increase in the number of semantic markups available on the Web, the number of organizations beginning to conduct research and development activities in the field, and the number of Web 3.0 applications that now exist in recent years has prompted rising interest in the new generation of Web. Technologies have changed the traditional way of education to the modern way of learning, like artificial intelligence (Di Vaio et al. 2020). This merger is primarily concerned with the development and upkeep of world models that allow reasoning about themselves and their associated data (Lassila & Hendler, 2017). Web 3.0 provides an opportunity for knowledge connection and use. Since then, the growing dimension and the use of social media among students and researchers have been overwhelming.

As of March 31, 2019, Facebook registered 2.38 billion monthly active users and 1.56 billion daily active users (Facebook 2019). In 2022, the total number of social media users is expected to reach 3.29 billion, accounting for 42.3 percent of the global population (eMarketer 2018). Given the enormous potential audience that spends several hours a day on social media across multiple channels. Social media has also been adopted by academics, with a large body of work on social media marketing and related topics. People can now be reached more easily. Social media “gives people the power to build community and bring the world closer together. Use Facebook to stay connected with friends and family, to discover what’s going on in the world, and to share and express what matters to them “(Facebook 2019).

Social media is a multi-dimensional instrument that enables knowledge sharing through discussions, communication, and collaboration with other scholars in the social space. For example, social media has been discovered to pervade some scholars’ lives as well as to be used in specific goal-oriented ways (Matikiti, Kruger, and Saayman (2019). When researchers use social media to create and disseminate information, we see a wide variety of activities to help them achieve their goals. The use of social media has enhanced the re-engineering of library service delivery in conformity with users’ new ways of using library resources. Thus, this makes it possible for students, teachers, professionals, and other interested users to search and access information in various databases that are capable of meeting their information needs. Through social media, researchers all over the world are involved in the conversation and sharing of their research work. This interaction and how information is presented depend on the varied perspectives as people share information freely, discuss and interact with each other. Social media tools are widely accessible and utilized by various categories of people, ranging from researchers to students. It plays a crucial role in the creation of a user’s social media network. A user’s engagement in social media may be motivated by more than just information. Social networking digital content is often produced and posted to elicit reactions.

Social media facilitates collaborative and interactive learning in schools, thereby offering unique opportunities to students and promoting socialization among members in the institutional environment. This, in turn, leads to the accomplishment of the institutional goals. It is therefore imperative for users to be acquainted with the various social media tools available. They should be able to access information and judiciously utilize it when conducting any research, because most users in the online space prefer chatting with friends, sharing knowledge, and engaging in various social activities.

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