

Chapter 9

Social Networking in Libraries: A Case Study of Post Graduate Students and Research Scholars of Panjab University Library, India

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ABSTRACT

Social networking seems to be the way 21st century libraries provide services. Library services are changing with the change in the nature of library users; social networking plays a major role in serving the users. Social networking is the grouping of individuals into specific groups of people with shared interests, communities. The prominence of social networking Websites has reached a peak in the last few years. This chapter examines libraries and their importance in embracing the Web 2.0 phenomenon of social networking. This chapter examines the importance of using social networking sites like Facebook, Twitter, and Youtube to enable libraries to engage with students in the virtual environment for the promotion of the library, library events and services, teaching and learning, and humanizing the concept of the library and librarians. This chapter also examines the importance that social networking sites have with improving professional relationships within the library profession and across the university, resulting in an increase of information sharing that ensures libraries are on the forefront of changes in demands and needs of their students. If libraries fail to adopt this technology, they are in danger of finding themselves extinct.

INTRODUCTION

Social networking use Web 2.0 technologies, which basically means that Websites are dynamically created by users adding content to make Websites. Web 2.0 applications enhance the service

quality. Web 2.0 and social networking softwares and tools like RSS (Rich Site Summary) Blogs, instant messaging, Wikis, Flickr, book marking, and video sharing, improve our services and streamline our operation. Social networking is a reliable and efficient community between library and its patron and is a key to successful information dissemination, effective provision, and promotion of library services.

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It is a field of study which is growing rapidly and gaining popularity. It is evolving with new paradigm across academia, business, industry, popular culture. Social networking is both an approach and tool to uncover and understand the hidden side of connections that drive certain phenomenon involving a network of human society. Social networking is a technique of mapping and monitoring the relationships and flow of knowledge between individual, teams, organization, E-devices, URLs and other interconnected entities. With the success of social networking tools like Facebook, Twitter, Myspace, and Orkut with the masses, their influence on group behavior and opinions are being increasingly felt every day. Social networking has gained popularity as an effective tool, to study those invisible path that shows the links between the people, organization and phenomena themselves. Social networking acts as a diverse phenomenon, correcting performance and creativity. It is perceived as a suggestive metaphor tool and analytic approach to a paradigm, with its own theoretical statement, methods, social networking analysis softwares.

DEFINITIONS

As defined by Wikipedia “A social network is a social structure made up of individuals (or organizations) called “nodes,” which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, gender relationships, or relationships of beliefs, knowledge or prestige.”

As defined by whatls.com, “Social networking is the practice of expanding the number of one’s business and social contacts by making connections through individuals. While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential of the Internet to promote such connections is only now being fully recognized and exploited, through Web-based groups established for that purpose.”

SNS allow individuals to:

1. Construct a public or semi-public profile within a bounded system.
2. Articulate a list of other users with whom they share a connection.
3. View and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

SOCIAL NETWORKING

It is the most promising and embracing technology and networking as well as imagination required to begin to look a library as a social network itself, in this user should have following facilities (see Figures 1 and 2):

- To interact but to share and change resources dynamically in an electronic medium, allow user to create accounts with the library network.
- See what other users have in common to their information needs, recommended resources to one another and the network recommended resources to users, based on similar profiles.
- Previously accessed sources and a host of data that user provide, enable user to choose what is public and what is private, that could help circumvent the privacy issues which Lib 2.0 is raises.
- Social networking enables user to catalogue their books and view what other users share those books.
- Social networking enables the users to recommended books to one another simply by viewing one another collection.
- Also enables them to communicate asynchronously i.e. blog and tag their books.

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