

# Impact of Social Networking Sites on Libraries

Dr. Monika

Mahabir College of Education, Kurukshetra

## ABSTRACT

The term “Social Networking” refers to a range of web-enabled/it-enabled software programs that allow users to interact and work collaboratively with other users. Social Networking Sites (SNSs) are playing an increasingly important role as information sources for users. The goal of this research paper is to study the Impact of Social Networking Sites on Libraries. The number of libraries which are adopting SNSs is increasing to explore the respondent's attitude towards the use of social media in exploring library resources and services. This research paper highlights the impact of Social Media Usage in Libraries.

## 1.0 INTRODUCTION

Social Networking Sites includes ability to browse, search, invite friends to connect and interact, share film reviews, comments, blog entries, favorites, discussions, events, videos, ratings, music, classified ads, tag and classified information and more. A social network

allows individual to join and create a personal profile, then formally connect with other users of the systems as social friend.

Academic library outreach is not a new phenomenon. Several outreach methods exist with the goal of encouraging library usage by faculty and students. Some outreach methods focus on programs aimed at faculty with the hope that faculty will encourage library use among their students. Other approaches focus more on the student population, including embedded librarians and collaboration with student organizations. Thus, the use of social networking is only the latest example of academic library outreach students. Student-based outreach is encouraged because college student today are less dependent upon the traditional library. With the rise of electronic and Internet resources, students may never feel the need to step inside the physical library or use a librarian in their research. Thus, many academic librarians advocate reaching students in their preferred environments

in order to extend library services beyond the traditional library walls. Social Media provide an innovative and effective way of connecting users. Features of Social Media enable users to generate interpersonal connections based on common grounds.

Today, more than 600 million users worldwide are active on these websites. Approximately 200 million people are active on twitter, another 100 million use LinkedIn. None of these social networks even existed at the beginning of the decade. While these figures may be more numbers for many people, the impact of social network goes far and deep, here are a few areas in which social networks have had lasting and arguably permanent effects.

### **1.1 MAJOR SOCIAL NETWORKING SITES**

Social Networking Sites (SNS), such as Whatsapp, LinkedIn, MySpace and Facebook, Blinklist, hi5, Tagged, Orkut, Flixter, Netlog, YouTube, Wikipedia set up personal communities, allow users to make persistent comments on the profiles of their friends and send private messages. These features make Social Media excellent in initiating interaction among users. The number of libraries

which adopt SNSs is increasing. Facebook and Twitter offered a new channel in getting connected to others. This is the undeniable fact that to bring India at a noticeable position in world ranking Facebook played an important role account i.e. with the total of 18,709,130 accounts as on December 31, 2015. The account holder demographic shows that age group 18-32 and 25-34 holds the same percentage of 32.7%. This age group is the millennial or net generation. Historically, Facebook was reported to be introduced in February 2004 by the Harvard University students, while Twitter in 2008.

### **1.2 PURPOSES OF SOCIAL NETWORKING SITES USAGE IN LIBRARIES**

- To push library news and press release
- To modernize the library image and e-reputation
- To build discussion groups and collaborative work
- To reach a new audience of potential users
- To provide quick updates to users
- To spread news and service alerts

- Marketing of library product and services
- Marketing specific adult programs and services
- Marketing specific children's and youth services programs

### **1.3 ROLE OF ACADEMIC LIBRARIAN IN SOCIAL NETWORKING**

The concept of physical library is changing towards digital library. The academic library professionals from India are utilizing these tools for providing new way of library services. Librarian should follow the public conversations, posts, updates and events of these key individuals & proactively offer advice, resources and help. Librarian should act as an active participant of the social space and be able to identify the needs of the members of the library communities. Then he should be able to propose solutions by offering information links to websites that relevant to their information needs. The growing use of social networking tools calls for librarians to develop 21st century skills on digital technologies. Libraries can connect their social networking sites with their library websites to link their

chat, reference pages, research guide, calendar of events news etc.

YouTube is a popular social media web site that allows individuals and organizations to post original videos. The site also enables users to embed their videos onto other web sites. Academic libraries can post videos of library tours as well as bibliographic instruction videos for students. Bibliographic instruction videos can also be shown during in classroom library instruction for students demonstrating how to use a database. Although it may be time-consuming to create the videos, they can be versatile in their use. Academic librarians post photos of the library and its staff to provide a virtual tour of the library itself while simultaneously putting a human face to the building.

### **1.4 IMPACT OF USE OF SOCIAL NETWORKING SITES ON LIBRARIES**

Major concern regarding social networking by academic libraries is whether students are even receptive to the idea. Librarians are seen as authority figures within the university community, and students may be resistant to befriending the library if their personal

information is visible to university officials. Some librarians actively advocate befriending their students, which may only serve to distance the very students librarians are trying to attract. Some advocates actively following student blogs to look for academic related keywords, such as library or assignment, and then encourages librarians to “initiate contact, conduct a reference interview, and provide the necessary support”. However, some students may see this extremely proactive approach as stalking. A better option is to mention “one's facebook account in library instruction sessions and reference interviews and then the students find that account.” However we can say social networking sites having a strong impact on libraries i.e.

- Social media facilitates knowledge and information sharing
- Social media offers more than just traditional ways of disseminating library services
- It brings libraries closer to the users
- It is best way to attract the new users

- Social media helps students in locating library resources in efficient manner
- Social media backup users with latest information
- Social media helps students to use library in a better way
- Social media allows user share information
- It makes network of libraries and information

### 1.5 PROBLEMS IN USING OF SOCIAL NETWORKING SITES

Some libraries may choose to use several social networking methods simultaneously while others may only use one preferred option. Yet, using the various social networking web sites available does not guarantee success or effectiveness as an outreach method. Several concerns about the use of social networking have been raised and must be considered by any academic library currently using social networking web sites or considering the implementation of social networking outreach programs. Several of the concerns about social networking by academic libraries center on the lack of quantitative data to support their effectiveness in student

outreach. There are very few quantitative studies available about the broad effectiveness of the approach. This makes it extremely difficult to determine if the social networking efforts are worth librarian time in competition with other established outreach methods. Here are some problems that restrict users from using social networking sites are as follows:

- Some unknown sites may cause identity theft due to lack of privacy
- Lack of time to use social media
- Sometimes users want to keep information confidential
- Highly technical library software may cause problem for naive users
- Inadequate funding for libraries
- Sometimes library staff may not be technical enough to help users

## 1.6 CONCLUSION

Portals, blogs and social networking sites provide more interactive, effective platform to library users. Therefore, it is called wisdom web, participative web, and read/write web. It is a continually updated service, that gets better the more people use it, consuming and remixing

data from multiple sources including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an architecture of participation. In this research paper the emphasis has been on the importance of using social media tools in libraries. It concludes these tools such as blogs/portals have become valuable tools for the scholarly community and it facilitates to utilize existing knowledge, new knowledge creation, and social interaction and improve collaboration, and knowledge transfer within the community. They serve to a wider community without any geographical barrier beyond the library walls. Therefore, these tools must be encouraged in libraries to capture, store, share and disseminate internal and external knowledge within the virtual community. Government should take an active role in providing ICT facilities to institutions and libraries so that users must feel it easy to acquire 21st century skills to adapt to the changing ICT environment.

## 1.7 REFERENCES

1. Agichtein, Eugene; Carlos Castillo. Debora Donato,

- Aristides Gionis, Gilad Mishne (2008). "Finding high-quality content in Social Media". WSDM'08 - Proceedings of the 2008 International Conference on Web Search and Data Mining: 183–193.
2. Boyd, D. M., & Ellison, N. B. (2007). Social network sites: definition, history, and scholarship.
  3. Harris, Kandace (2008). "Using Social Networking Sites as Student Engagement Tools". *Diverse Issues in Higher Education* **25** (18).
  4. Jue, Arthur L., Jackie Alcalde Marr, Mary Ellen Kassotakis (2010). *Social Media at work : how networking tools propel organizational performance* (1st ed. ed.). San Francisco, CA: Jossey-Bass. ISBN 978-0470405437.
  5. Nicholas, D., Watkinson, A., Rowlands, I., & Jubb, M. (2011). Social Media, Academic Research and the Role of University Libraries. *The Journal of Academic Librarianship*, *37*(5), 373-375.