



## A STUDY OF CHALLENGES AND OPPORTUNITIES OF SOCIAL NETWORKING IN ACADEMIC LIBRARIES

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### Abstract

Social networking is the new and innovative strategy for learning. The every accelerating use of social networking has the potential to facilitate much closer relationship between Academic libraries and their patrons they will likely. The present paper focused on the study of challenges and opportunities of Social networking in academic libraries with prime objectives are (i) To understand the Application of Social Networking's services in Academic Libraries. (ii) To understand the challenges of Social networking in academic libraries. (iii) To discuss the various opportunities of Social networking in academic libraries. Now, Academic Social networking sites have created a new social dimension where scholars can increase their educational and research awareness by keeping in touch with people having some research area, making subject networks and gathering information on current research and research in progress in their subject interested. This helps student to create awareness of their research in wide spectrum with global network. The present study also focused on finding out the student perceptions on how their use of academic social networking sites influences their academic performance.

**Keyword:** Challenges of Social Networking, Opportunities of Social Networking, Academic Libraries



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### Introduction:

“Library is a informative source of knowledge.” Due to the impact of ICT in digital era the nature of the traditional libraries is changing. Readers are not satisfied with traditional library services .quest of the knowledge of users is increasing day by day in the modern age. An analysis of the library system needs as its point of departure to fix the libraries present position from number of parameters. Use of technology such as internet is one of the most important factors that can influence educational performance of students positively or advancing with the advancement digital technologies and social networks. There is a enormous increase in access to scientific information both qualitatively and quantitatively during the last two decades.

Now, Social networking sites is one of the popular media among students and young population especially among student who spent a lot of time on these sites for creating profile. In the New York public library has more than 280,000 Twitter followers and 75,000  
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fans on Facebook and a youtube channel with 2750 followers. Librarians have been technology leaders for decades – not in being first adopters, but being early users of effective technologies, “said Walt Crawford. Today Social media has become a catalyst in reshaping the manner in which individuals and organizations do their businesses, collaborate or communicate and create relationships with colleagues, peers and prospective audiences. According to computing Dictionary (20,11). Social networking site as any website designed to allow multiple users to publish content of them. The information may be on any subject and may be for consumption by friends, mates, employers, employees just to mention a few.

### **Objectives of the Study:**

The Researcher defined the following objectives for the present study:

1. To understand the Application of Social Networking’s services in Academic Libraries.
2. To understand the challenges of Social networking in academic libraries.
3. To discuss the various opportunities of Social networking in academic libraries.

### **Library and Social Network :**

Social media includes popular networking websites, like Facebook and Twitter. As well as bookmarking sites like Digg or Reddit. It involves blogging and forums and aspects of an interactive presence which allows individuals ability to engage in conversations with one another, often as a discussion over a particular blog post, news article or event. ‘Social media means electronic communication through which users online communities to share information. Ideas, personal messages, and other content.’ It can also be defined, “the use of dedicated websites and applications to interact with other users or to find people with similar interests to one’s life.

**Some Popular Social Media** –1.1) Facebook’s defined as an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others. An online Social networking website is an example of Facebook.

1.2) Twitter is a micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users tweets by using multiple platforms and device.

1.3) WhatsApp Messenger is a free messaging app available for Android and other smart phones. WhatsApp uses your phone’s internet connection.

1.4) Blog A website that displays positions by one or more individuals in chronological order and usually has likes to comments on specific postings is blog.

1.5) You tube – videos of new activities, functions, performances, seminars and cultural and sports events can be uploaded on you tube may attract new users, contents posted on youtube receive high engagement.

1.6) LinkedIn is a social networking designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. with fellow camera phone enthuse acts.

#### **Application of Social Networking's services in Academic Libraries:**

- ❖ **Information Exchange:** - Information Exchange fall into small scale collaborative activities, including exchange of informal ideas about concepts and technologies, and also formal. Categories of collaborative tasks engaged in by academic libraries.
- ❖ **Sharing Services:-** The sharing services category focuses primarily on public services functions such as reference and instruction. It includes efforts between librarians loathing individual institution and externally between libraries within individual institutions and externally between librarians and vendors and with government entities.
- ❖ **Resource sharing:** - The resource sharing category of collaborations includes interlibrary loan and reciprocal borrowing arrangements. Cooperative collection development efforts. And cooperative resource management programs.
- ❖ **Resource Description and standards of practice :-** The final category of collaborative tasks. Establishing rules for description and standards of practice, encompasses creating and refining classification rules and instituting broad standards of practice.
- ❖ **Library Thing :-** A tool that enriches the library OPAC. Once an account is creates, a list of books with ISBN is sentto library Thing which sends back a pice of code which is passed into the footer to the library OPAC.
- ❖ **wikis :-** According to Wikipedia a wiki is defined as “a collaborative web site which can be directly edited by anyone with access to is wikis are collaborative tools that are often used for knowledge sharing, knowledge creation and collaboration on research and other prefects.

- ❖ **Social book Marketing / tagging :-** Social book marketing is a tool used to make web pages which a user found relevant tag them with a keyword which will make them retrievable in the future and also to send these sites to other users who might find them useful as well.

#### **Challenges of social networking in Academic Libraries :-**

- ❖ **Resources Beives :-** Band with problem unreliable power supply, financial constrains, organizational support, outdated devices.
- ❖ **Recycling :-** With ever changing technology some multimedia products like CD's, DVD's, cassettes, audiotapes and VHS tapes all with plastic cases that pecome obsolete now are difficult to dispose.
- ❖ **Adaptations**
  - **Lack of training of staff :-** Most librarians lack the 21<sup>st</sup> century skills that could be required to adopt the social networking tools for effective library services.
  - **Technophobia :-** Many librarians and users are afraid of handling computer. They makes the traditional library services their comfort zone and are not eager to embrace change.
- ❖ **Government intervention :-** There is little or no intervention of the Government in the area of ICT in Nigeria.
- ❖ **Copyright Issue :-** The tree access to information where people copy paste and edit without acknowledging the authority is a serious challenge to copyright management.
- ❖ **Bandwidth problem :-** Most institution have limited bandwidth to support this practice poor connectivity can frustrate effective online participation.
- ❖ **Lack of maintenance culture :-** Maintenance culture is seriously lacking in most institutions in developing contrives. The few available technologies are in moribund conditions that may not support remote access to information.

#### **Opportunities of social Networking in Academic Libraries :-**

- ❖ **Understanding Users Better :-** Conversation with your users often important sights. Having conversation with patrons through social media help librarians to understands the tasks and need of their customers and these help libraries to serve better.
- ❖ **Open Access :-** Social networking sites are constantly promoting open access to knowledge. In an open access platform, contents are free to read, download, copy

distribute, print, search or link to full texts of these resources, provided they do not violate copyright rules, librarians can distribute important open access e-books via social media to keep interest of readers live.

- ❖ **Library as Educator :-** Libraries should play important roles in educating patrons about the new technologies and the social networking skills. As knowledge is no longer acquired in a linear manner Librarians can and should educate patrons to generate interest and awareness on issues of social concerns. Brilliant use of the social cyberspace promotes opens access to knowledge.
- ❖ **Social Participation :-** Social media allows libraries to interact with faculty and subnets in new and exciting ways, increasing, their knowledge sharing reviews, alerts, discussions etc. in this way helping the rise of learning as country is striving towards a knowledge economy. Librarian can act himself as role model to professional community for the promotion and adopt social participation of the libraries.
- ❖ **Marketing of Library services :-** Most students are not aware of the different services offered in the library such as reservation of books, reference service and strategic Dissemination of information. Librarians can spread awareness of library services to those who may not be aware of these services via social media. Student are using tools like, “Ask a Librarian”, and twitter to ask questions in real time and this is assisting in promoting the library as a relevant, efficient and helpful place.
- ❖ **Environmental concerns :-** A book that is loaned ten times cut not only cost but paper use per reader by a factor of ten. “Medows 2009, Librarians should understand about the environmental impact of different resources libraries chosen. Reducing carbon footprints and reusing resources. Libraries can effectively reuse. Participate in green movement. Google has developed a gadget for Google desktop that instructs a computer to adjust windows users power settings to the U.S. Environmental protection Agencies recommendations.

### **Conclusion :-**

The knowledge of academic social networking sites is very common among all the students and the majority of the students are users of these services. Whereas use of academic social networking sites is not up to the mark in comparison to social networking sites for communication and collaboration. Today libraries and information organization have to act as powerful magnet in attracting the users. Social media is used by libraries to deliver a

blend of customer service, news and updates content/ collection promotion, dissemination of the institutions research output, provision of educational tools and resources and for building relationship both within and outside institution. Student will expect timely responses to any inquiries sent through social networking tools. Setting up research and proactively answering questions and following users are all ways to create conversations, inviting users to participate in the helping and sharing library services as well may be included. “Books and kindle are like stairs and Elevators, co-operators not rivals” a librarian must be conversant with both of them in equal manner.

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