Review of Literature

USE OF SOCIAL MEDIA NETWORKING IN LIBRARIES

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ABSTRACT

Social media networking is the potential to facilitate much user relationship between library services and resources. The emergence and popularity of online social networking in recent years has changed the internet ecosystem leading to a more collaborative environment. Now a days hundred of millions of internet users participate in social networking from communities produce and consume media connection revolutionary ways. Social networking has under gone a dramatic growth in recent years.

KEYWORDS :Social Networking, Library, Internet, ICT.

INTRODUCTION

Every day new technologies are emerging in to not to abreast all of them by working professional. Social media networking is the information knowledge net systems in the all over world. The computer is inevitable component of information society, information science personnel are pushing hard to through out library science. Today the concept of education is undergoing tremendous changes. The change in both teaching need and the way of teaching opportunities. Therefore the role of librarians is also change. We are shifting from old paradigm replace by new one. Librarians using 21st century tools and 21st century skills will deliver the right information to the right user at the right time.

According to internet application glossary Social Networking (SN) is the practice of expanding the number of one's business and for social contacts by making connections through individuals. S N

sites include face book, twitter, linkedln, goggle etc.

Wikipedia: Is a free open content online encyclopedia created through the collaborative effort of a community of users known as wikipidians

The use of internet band social media programmes to make connections with friends, classmates, customers and clients, SN can be done for social purposes or both. The programmes show the association between individuals and facilitate the acquisition of contacts, ex. of S N have included face book, linkedln, twitter, Blogs, YouTube, mobile phone, classsnotes.com and help.

Digital technology: The use of websites or their online technology to communicate with people's share information resources etc.

The changing role of academic information professionals are fundamentally restructuring the way they provide services to their organizations in response to budgetary pressure and technology development.

Twitter: According Wikipedia : Twitter is an online social networking service that enables users to send and read short 140 characters massages called 'Tweets'. Registered users can read and post tweets , but those are not registered can only read them. It was created in March 2006 by Jack Dorsey and others and launched in 2006, and up to May 2015 twitter has 500 million users out of them 332 million are active.

Librarians can use twitter to keep their users updated on the daily activities of library, like new arrivals etc. It is open source software.

Blogs : It is 1st SN tools that have been used by libraries to communicate with their users. Libraries can create a blog and use it to market library services among the SN users and keep them updated.

From Wikipedia: 'Blogger' redirect A blog is a discussion or informational site published on the world wide web consists of typically displayed in reverse chronological order.

You Tube: Is one of the most important SN toll which can be used by libraries to share audio-visual collections using this for libraries can disseminate their important videos.

Face Book: It is also most popular tool for libraries to promote library services because now a days most library users perfect to use FB almost daily. Librarians can post updates on FB regularly in order to inform users about the library events and programmes. According to Wikipedia: FB is a SN website that was originally designed for college students but it now open to any one 13 years of age or older.

WhatsApp: it is recent most popular SN site many users are using this tool.

According to Wikipedia: WhattsApp manager is an American proprietary cross platform instant massaging client for smart phone. Using this tool librarians sent text messages, images, videos, documents and media messages.

Social networking is rapidly in filtering the information environment and it is essential that librarians understand how best to use these sites and tools with their work to better serve their users

and reach people who have never before used the library.

As online SN sites rapidly in filtering the information environment over the past few years. And it is questions and explore that librarians understand how best to use this technology in libraries.

What is the so difference between SN and SM. We see that main difference is bidirectional information sharing and interaction it is SN and unidirectional information broad casting is social media.

We must recognize that technological development in the past 30 years has radically transforms the information management environment. In creating academic libraries are migrating from print bases to digitally base collections. Traditional reference collections usually focused on print reference sources and access tools occasionally incorporating serials such explosion of knowledge is increased day to day. An on information basis.

Computer society and the knowledge society frequently inspire speculation about their effects on society and its organizations, Information and knowledge accessibility can have social and political repercussion within organization.

Social networking is an important new area of research. Social context and work practices can have a significant impact on a communities engagement with new technology systems.

However, technology can also be a controlling tool, empowering some users while excluding others.

The Community of practice approach highlights how technologies that support information use can produce a richer knowledge which can be empowering.

Networking has become necessary, it is not possible for a single library to procure the full range of library resources required by their users, increasing cost and avoiding duplications, college in and around have network. College having similar subject areas should come together and develop a networked environment.

College libraries should take some initiatives to automate their libraries so that they can keep space with changing trends of library and information science. If they could complete the library automation stage then they cans build a network to have a global visibility.

The application is getting through the phone, the ipad, WIFI connection where you can connect anywhere. In those technological products students can easily access or connect on different social network sites.

Kimberly, Banquilet (2009)" Social Network sites affects one's academic adversely."

The emergence and popularity of online social networking in recent years has changed the internet ecosystem leading to a more collaborative environment. Now a days hundred of millions of internet users participate in social networking from communities produce and consume media connection revolutionary ways. Social networking has under gone a dramatic growth in recent years. Such networks provide and extremely suitable space to instantly share multimedia information between individuals and their neighbors in the social graphs.

CONCLUSION:

It seems possible that the use of particular research methods is not the reason ICT is going to change the whole environment of the libraries and their users, looking to the faster rate of information explosion, users need and their expectations, every library has go to through   the ICT.Technologist never evangelize without a disclaimer,' technology is just an enabler'. The technology will undoubtedly keep improving and the price will drop, as technology is prone to do once it comes into general use. Use of SN technology is providing good platforms for library professionals to reach out their users. SN tools

are proving to be of immense assistance in today's librarianship. Social networking is going to be an unavailable part of every one's life.

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