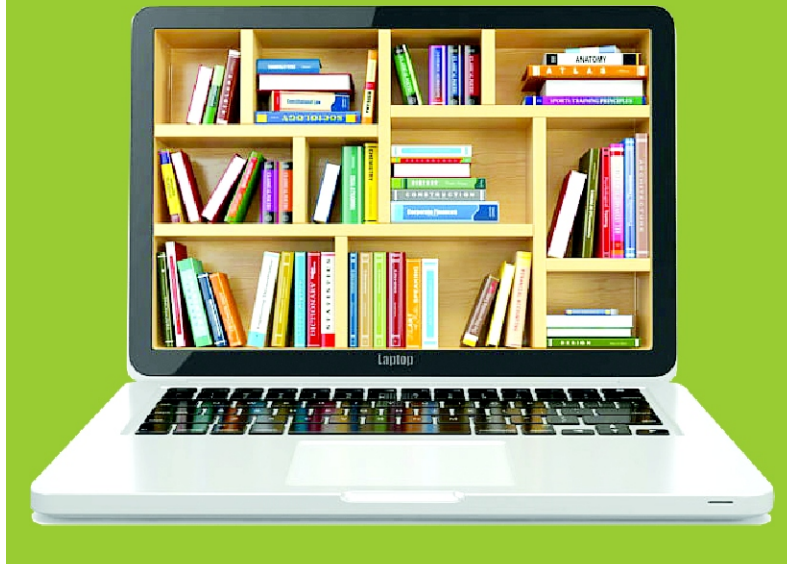


VOL - II



Reinventing Academic Libraries

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**Dr. Daya T.Patil (Dalve) | Dr. Veena Kamble (Salampure) | Dr. Dharmraj Veer
Dr. Shivshankar Ghumre | Dr. Hitendra Patil**

REINVENTING ACADEMIC LIBRARIES VOL - II

(III) Digital Libraries and Social Media
(IV) Future Role and challenges of
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Social Networking: with reference to University Libraries in Maharashtra

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Abstract :

Web 2.0 technologies help us in reaching to our user in interactive ways, Keeping in view that expectations of library users in the modern days are high, so LIS professionals need to shift their focus to use Social networking for better library services.

The present article focuses on Social networking sites used in Higher education; Academic libraries. The basic theme is based on the links provided to social network in Top Universities in Maharashtra. Data collected from the universities websites and University libraries websites. Data shows that the use of social networks is quite low. There is need to promote LIS professionals to become techno savvy in their field. The article concluded that the change should be accepted and library professionals need to strive hard for the successful use of social networks in Academic libraries.

Keywords- Libraries, Social Media, Social Networking, University Libraries,

Introduction :

Librarians are born to provide information and disseminate it to its users. This is critical task for librarians is to able to support its user through various types of media and technologies. Traditional methods are the only way of disseminating information to users before the use of Information and communication technology (ICT). But in 21st century, traditional way of disseminating information materials, it is not so far effective, reaching for library users.

Social Media is a two-way communication media for exchange of ideas, information and learning. Use of Social media/social networking tools in libraries essential as it will help to provide feedback to librarians and update to library users. (Omeluzor & Tinuoye, 2016)

Social Networking:

A social networking site or social media is an online platform which people use to build social networks or social relationship with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

The social network is distributed across various computer networks. The social networks are inherently computer networks, linking people, organization, and knowledge. Social networking services vary in format and the number of features. (20Ja10)

O'Reilly proposed the web 2.0 concept in 2005. this was revolutionary concept going away beyond the limits of the dot com technology. Social media is defined as a group of internet-based application that builds on Web 2.0. The term "Social Media" is used to denote all applications of social networking and communications tools and applications that help each-other to remain in touch. (Sriram, 2016)

Advantages of Social Networking:

- Worldwide Connectivity
- Commonality of Interest
- Real-Time Information Sharing
- Free Advertising

Disadvantages of Social Networking Sites (Online Social Communities):

- Face to Face connections are endangered
- Cyber Bullying and Crimes
- Risk of Fraud or Identity Theft
- Time Waster
- Diminishing Privacy

Some Specific features like:

- Create Profile themselves
- Connect with others by sending 'request' may be accepted or denied.
- List of friends/users
- Sending messages

- Sharing, Tagging, posting, comments etc

Social networking and Libraries

Social networking in libraries will promote adequate information access, sharing, disseminating which are core functions of academic libraries. Social networking tools are very attractive, users can share information, Communicate with other professionals, build relationship, share picture, video etc.

Social networking tools can be used in different ways such as: Information Communication, Information Archiving and dissemination and knowledge organization in academic libraries.(Sahu, 2016)

Various Social Networking Sites/Tools can use in libraries (Pradhan & Pradhan, 2016)

Social Media	Used In Libraries for...
Facebook, Linkdin, Meebo, Myspace, WhatsApp, Twitter, Blog, Ning,	Information Communication
Slide share , Research Gate,Academi.edu, Youtube, Flickr, Foomote, Digg, Stumble upon, Slideshare, Second Life etc	Disseminate Information
Mendley , Zotero, aNobi, Librarything, Connotea, Communitywalk, GoogleScholar, Del.icio.us, Lib.rario.us	Organizing Knowledge

Social Networking Sites are mostly used by Libraries to:

- Announce Programmes of the library
- Create opportunity to ask questions related to the use of the library
- To inform the library community or library users about new books, it can be paste on the wall of Social Networking Sites
- Brief updates to patrons

In The Era of Digital world, academic libraries may efficiently respond to the needs of their users or patron by adopting Web applications, Social networking.

Review Of literature:

The use of Social networking in libraries is fast gaining prominence.

Pradhan & Pradhan confirmed that Social network has created a new platform for library and Information Professionals to provide library services in an effective and innovative way. In their study paper an attempt has been made to know about the application of social networking in different Library services. (Pradhan & Pradhan, 2016)

Singh stated that in his study the possible usefulness and applications of social networking technologies and social software in web2.0 in the field of Library & information services.(Singh, 2016)

Omeluzor asserted use of social networking in academic libraries in South-East, Nigeria. their study adopted a survey design 173 librarians from the zone (Omeluzor & Tinuoye, 2016)and shown that librarians used SN in libraries for delivery of library services. And also revealed that SN will be beneficial and cost effective for academic libraries to adopt

Sujata Santosh, in her study explained that the library professionals are favourably inclined towards the use of Web2.0applications in libraries. The major barriers perceived include accessibility of the internet by users, lack of incentives, support, technical help, training and resources.(Santosh, 2017)

Ansari, explained in his article that SN is verified as a medium of communication with one to another for sharing their experiences and information regarding interest and also helps to build up long-time relationship between individuals and group.LIS professional need to develop proficiency about SN. (Ansari)

Objectives:

- 1) To find out different type of SNS and their use
- 2) To find out universities having links to the social networking sites
- 3) To find out social networking Sites are used by University libraries. Link provided to social networks on library home page..

Methodology:

Author accessed data from UniRank: Website <https://www.4icu.org/in/maharashtra/> Top Universities In in Maharashtra -2019 Maharashtra University ranking for this research paper. Author finds out the list of 50 top universities in Maharashtra and sort out 10 universities. Social networking link data is taken from <https://www.4icu.org/in/maharashtra/>. After that author searches the link provide to social networking sites by university as well as University Libraries. Social networking sites Twitter, Facebook, Youtube, LinkedIn, Youtube, Instragram, Google+ these sites are taken for study by surfing the websites of 10

Universities.

Top University ranking In Maharashtra:

UniRank™ is the leading international higher education directory and search engine featuring reviews and rankings of over 13,600 officially recognized Universities and Colleges in 200 countries. (Ste 2C, 5 Tambua Street Sydney New South Wales 2009 Australia –mailing address, online fom is also available on website)

What are the most popular Universities in Maharashtra? UniRank tries to answer this question by publishing the 2019 Maharashtra University Ranking of 53 recognized Maharashtra higher-education institutions meeting the following UniRank selection criteria:

- being chartered, licensed or accredited by the appropriate Indian higher education-related organization
- offering at least four-year undergraduate degrees (bachelor degrees) or postgraduate degrees (master or doctoral degrees)
- delivering courses predominantly in a traditional, face-to-face, non-distance education format (UniRank)

Table 1: Universities in Maharashtra (Data is taken from UniRank <https://www.4icu.org/in/maharashtra/>)(Last accessed on 14 January 2020 at 1.36 p.m)

Sr. No	Name of Universities	URL	City	Year	MAH Rank	Country Rank	World Rank
1	Indian institute of technology Bombay	http://www.iitb.ac.in/	Mumbai	1958	1	3	253
2	Savitribai Phule Pune University	http://www.unipune.ac.in/	Pune	1948	2	7	469
3	University of Mumbai	http://mu.ac.in/	Mumbai	1857	3	21	1184
4	Tata Institute of Social Sciences	https://www.tiss.edu/	Mumbai	1936	4	30	1523
5	Narsee Monjee Institute of Management and Higher Studies	https://www.nmims.edu/mumbai/	Mumbai	1981	5	38	1689
6	Tata Institute of Fundamental Research	https://www.tifr.res.in/ https://main.tifr.res.in/	Mumbai	1945	6	42	1774
7	Shivaji University	http://www.unishivaji.ac.in/	Kolhapur	1952	7	88	3213
8	North Maharashtra University	http://nmu.ac.in/ http://nmu.ac.in/clip/en-us/home.aspx	Jalgaon	1990	8	121	4010
9	Indian Institute of Science Education and Research, Pune	http://www.iiserpune.ac.in/	Pune	2006	9	145	4459
10	Visvesvaraya National Institute of Technology	http://vnit.ac.in/	Nagpur	1960	10	160	4663

Table 1 a) City wise universities

Sr. No.	Town	Quantity	%
1	Mumbai	05	50%
2	Pune	02	20%
3	Kolhapur	01	10%
4	Jalgaon	01	10%
5	Nagpur	01	10%

Table 1) represents the data from UniRank 2019, top50 universities in Maharashtra. Author took 10 universities for detail study. Table described Universities name with their URL, founded year and Ranking.

This table states the university ranking in Maharashtra, on Country or world. Table 1a) displayed that total 5 Universities are on top from “Mumbai” followed by two (2) from “Pune” and one (1) from Kolhapur, Jalgaon. Nagpur.

Table 2: Universities using Social Networking (having link on Home page of University)

Sr. No	Name of Universities (Abbre)	Social Networking Sites					
		Twitter	Facebook	Google+	Linkedin	Youtube	Instragram
1	IIT Bombay	√	√	√	√	√	-
2	SP Pune University	-	-	-	√	-	-
3	MU	√	√	-	√	-	-
4	TISS	-	-	-	√	-	-
5	NMIMHS	√	√	-	√	√	√
6	TIFR	√	√	-	√	√	-
7	SU	√	√	-	√	√	-
8	NMU	-	-	-	√	-	-
9	IISER	√	-	-	√	√	-
10	VNIT	√	√	-	√	√	-

From the above table we come to know that Twitter, Facebook, LinkedIn, Youtube are popular social networking sites.

Table 2a) Analysis of Social Networking sites used by Universities

Sr. No.	Social media	Total Number of Universities	%
1	Twitter	07	70%
2	Facebook	06	60%
3	LinkedIn	10	100%
4	Youtube	06	60%
5	Google+	01	10%
6	Instagram	01	10%

Table 2a) indicates total Top 10 (100%) universities of Maharashtra are using “LinkedIn” for business and Academic Networking. Seven (7) Universities(70%) using “Twitter”, and 60% universities using “Facebook” and “Youtube” followed by “Google+” is activate in only IIT Bombay. “Instagram” is used by NMI MHS Mumbai.

Table 3: University Libraries using Social media

Sr. No.	Name of Universities	URL of Libraries	Name of Libraries
1	IIT Bombay, Mumbai	https://www.library.iitb.ac.in/	Central Library IIT Bombay
2	SP Pune University, Pune	http://www.unipune.ac.in/university_files/library.htm	Jayakar Knowledge Resource Center
3	MU, Mumbai	http://mu.ac.in/library	Library University of Mumbai
4	TISS	http://library.tiss.edu	Sir Dorabji Tata Memorial Library
5	NMIMHS, Mumbai	https://www.nmims.edu/about/facts-and-history/libraries/	-
6	TIFR	https://mam.tifr.res.in/mam/campus/src.php	Scientific Information Resource Centre
7	SU, Kolhapur	http://www.unishivaji.ac.in/library/	Barr. Balasaheb Kharadekar Knowledge Resource Center
8	NMU, Jalgaon	http://nmu.ac.in/clp/en-us/home.aspx	Knowledge Resource Center
9	IISER	http://www.iiserpune.ac.in/~library/	Srinivasa Ramanujan Library
10	VNIT, Nagpur	http://vnit.ac.in/library-and-information-centre	VNIT Library

Table 3) Indicates Universities with their library URL and Particular name. While searching central libraries of universities it came to know that Five (5) 50% libraries having internal link on homepage i.e. IIT Bombay, Mumbai University Library, Sholapur University Library, IISER library, VNIT Library and Five (5) 50% having external link.

Table 4: Universities having Links to Social Networking Sites

Sr. No	Name of Universities	Social Networking Sites						
		Twitter	Facebook	Linkedin	Youtube	Instagram	Skype	RSS Feed
1	IIT Bombay, Mumbai	√	√	-	√	-	-	√
2	SP Pune University, Pune	-	-	-	-	√	-	-
3	MU, Mumbai	√	√	√	-	-	-	-
4	TISS	-	-	√	-	-	-	√
5	NMIMHS, Mumbai	No Social Networking Sites						
6	TIFR	√	√	-	√	-	-	-
7	SU, Kolhapur	√	√	√	-	-	√	√
8	NMU, Jalgaon	No Social Networking Sites						
9	IISER	√	-	-	-	-	-	-
10	VNIT, Nagpur	√	√	-	√	-	-	-

Table 4a) Analysis Statement of Link to Social Networking Sites

Sr. No.	Social network	Number of University Libraries	%
1	Twitter	06	60%
2	Facebook	05	50%
3	Linkedin	03	30%
4	Youtube	03	30%
5	Instragram	01	10%
6	Skype	01	10%
7	RSS feed/Pinterest	03	30%

Table 4 & 4a Indicates Link to social Networking Sites. “Twitter” link is provides by almost 60 %libraries, “Facebook” is followed by 50% of Libraries. “Youtube” link is given by 30 % of libraries. It is come to know that “Twitter and Face book” is most popular social site.

Findings:

- Table 2 & 2a indicates link on homepage of universities to Twitter (7)70% University ,Linkedin (10)100% (Linkdin data is taken from UniRank website) all universities ,followed by facebook and youtube (6)60%,
- Social networking sites/tools are used by Universities Libraries. Twiter (6) 60%, Facebook (5)50%, Linkedin, Youtube, RSS Feed/pinterest respectively 30% of libraries using it. Instragram (1) 10% and Skype (1) 10%
- LinkedIn, Twitter and Facebook, youtube are most commonly used while Instragram, RSS feed is the least used one.
- The university libraries are still at the early stage using Social Networking
- The use of Social networking features is found to be very less in university libraries.
- There is no significant improvement in trend to use social networking Sites in libraries.

Suggestions:

- 1) Personal interest in using technology, proper training and technical support were found to be the major motivating factors In adopting SN (Social Network) in Libraries.
- 2) Libraries should use social networks /tools such as facebook, teitter, blog, youtube, instragram etc.
- 3) Libraries should use social networks into their web based library services.
- 4) Users and LIS Professionals should be trained on the use of social networks in order to increase their participation and interaction in the library activities.
- 5) Library should promote their services by using new innovative tools like facebook , blog,

twitter, youtube, Instagram RSS feed, Skype etc for maximum utilization of their resources and services.(Negi & Pant, 2017)

Conclusion:

With the rising demand of the new users about technological assistance, Library professionals need to change their traditional ways of Functioning. In the 21st century, generation is very much attracted by SNS and so libraries to tap the opportunities and provide service to the users by using SNS.(Joshi & Bansode, 2016)

The result of this study indicate that lack of incentives, institutional support, technical support, training and resources are the significant barriers perceived by the library and information professionals. It was found that both the intrinsic (such as personal interest and willingness) and extrinsic motivators (such as training and technical support) are crucial in use of Social Networking Sites by the information Professionals.

The study has revealed many facts about use of various social networking services among University libraries. There is no significant improvement in trend to use social networking Sites in libraries. University Libraries are showing inclination towards the adoption and use of such services. Social networking in libraries can be used as complimentary tool to traditional services. Since these are quite helpful in providing alert services and also quite helpful in outreach activities. The adoption and usage of social networking services need to be geared up by the university libraries in the state because we are lacking behind in this field.

The Librarians are much aware of SNS and are using them for their personal and professional purpose, but on the same hand fails to use the SNS in their libraries. My appeal to MUCLA that please organized Seminar, workshop, training programme especially on “ Application of social Networking in Libraries” for librarians.

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