

## USE OF SOCIAL NETWORKING AS A TOOL FOR SHARING LIBRARY SERVICES BY LIBRARY PROFESSIONALS

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### Introduction

The Education system has been significantly changed the library because of ICTs revolution. Academic Librarianship is vastly budding in this digital environment. The development of technology has revamped the library environment and its services. The Digital technology has transformed communication, learning and most of the work is done and saved on cloud computing. As per Gorman (2000) the new five laws of library science are

- Libraries serve humanity.
- Respect all forms by which knowledge is communicated.
- Use technology intelligently to enhance services.
- Protect free access to knowledge, and
- Honor the past and create the future.

Social Networking is creating a huge integration of IT savvy generation. The adopted technology has focus on the collaborative approach and therefore the networking is playing a very important role in this digital era. The scholarly communication comprises virtual contacts, institutional repositories, electronic publication, open access initiatives and expression on various social media. This communication has become so fast and broke the barriers of geographical and dependency on publishers.

Now days, the libraries are dependent on the acceptance of these modern technologies to serve the society and its mankind. To keep themselves abreast with the latest technology, the library professionals are connected to Social networking. The adoption of social networking and collaboration are becoming more important for the library profession. Today's library professionals are changing their views and accepting the technology and hence needs arises of getting on to the social media and get connected to other libraries and library professionals. This paper is deals with use of social networking by library professionals as a tool for updating knowledge and sharing information through the media. Indian Librarian's Online study Circle(ILOSC) is also one such tool used for social networking of library professionals. Here we are going to analyze the use of ILOSC by library professionals over the month and trends followed by them during their usage of this social media.

### About ILOSC

Indian Librarians online study circle (previously Maharashtra Librarians online study circle) established on 20<sup>th</sup> July 2008. As on today it has been grown to 6710+ members from various parts of India as well as abroad. The total discussion on the group is dedicated to Library and Information Science and the total post discussed at the forum are 22363 till 31<sup>st</sup> Oct 2016.

As this group is started in Maharashtra and previous also known as MLOSC, it is very popular among the Library professionals of Maharashtra having maximum members from this state. After it become ILOSC, other state members have also contributed their views and discuss the various issues at national interest in Library and Information Science. A website [www.ilosc.co.nr](http://www.ilosc.co.nr) has been developed on google sites and a mailing list has been developed with the free social networking tool i.e. google groups. It is now, one of the active website and forum available for library professionals in India.

### Objectives of the study :

- To recognize the Members participation in social networking
- To identify the members in professional environment
- To provide the platform for sharing the members views
- To classify the geographical areas of members
- To recognize the participation of members during the month
- To be acquainted with the subject areas of interest among the members
- To categorize the active and popular members on the social media.

### Scope and Limitation

The Indian Librarians online study circle has been selected to fulfill the objective of this article. The latest month's data i.e. October 2016 has been selected for this paper. There also exists few another social networking media working for the professional growth of Librarians, but are not included in this paper. Only ILOSC and its data for the month of October 2016 have been considered.

### Research methodology:

Research is a systematic and scientific approach to a problem in order to solve it. Therefore research consists of a specialized activity carried out systematically that aims at bringing about improvement in the concerned field. It may attempt to answer a question on to determine the relationship between two or more variables or determine the effect of one or more variable on another one. Research design explains the plan of the study in detail. It is an important step in the research process. It gives the description of the tools used for collecting information, the sample, the methodology of the

study, variables taken into consideration. A worthwhile study could be resulted by careful planning. For the present study, for acquiring the research information, an observation technique has been used.

### Data Analysis:

The data has been collected from the website and the Mailing List of ILOSC. The posting on the mailing list was taken for analysis from the ILOSC google groups during the 1<sup>st</sup> to 31<sup>st</sup> October 2016. The analysis has been discussed by using the statistical tools.

### Observations :

Following are some observations that are retrieved from the analysis of the data.

- In Oct 2016, total 46 members were added to the ILOSC group.
- Out of them, 45 members were Library professionals while one member was non-library professional.
- Out of 46 members 28 were Males and 18 Females.
- The designation analysis shows that 8 of them were Librarian, 17 Assistant Librarians and equivalent professionals, 18 students, one Library and Information Science Assistant Professor and 2 with other designations.
- These members were belonging to different institutions. They include 26 from academic colleges, 14 from various universities, 3 from central Institutions, two from school and one belongs to publisher's community.
- When searched statewise, most of the members belongs to Maharashtra i.e. 37, While 2 members are from Karnataka and Gujarat state each and one member from Delhi, Rajasthan, Kerala, Uttarakhand and Manipur state each.
- Further going onto depth in Maharashtra, the members are from all geographical areas. Out of 37, 10 members were from Pune, 5 from Mumbai, 4 from Osmanabad, 3 from Kolhapur district, 2 from Palghar, Parbhani, Solapur and Nasik each and 1 member from Amravati, Aurangabad, Beed, Chandrapur, Jalna, Nanded and Thane district.
- Out of total 46 members, 34 members said they joined this group for getting the latest information and update their knowledge and professionals skills. While 12 members were interested in searching the Job related information on ILOSC.
- The maximum members i.e. 29 have got the information about the group from their professionals friends, 11 members got it from website and online forum, while remaining 6 were made aware by their teachers.
- The users need and their perception toward the information are being observed during the

classification of the postings that were posted on the ILOSC group in this month of October.

- There were 188 messages posted on the mailing list in various areas of Library and information science.
- If the messages are classified weekly, from 1<sup>st</sup> to 8<sup>th</sup> oct., there were 37 conversations on the mailing list. 47 messages were posted in the second week i.e. 9<sup>th</sup> to 15<sup>th</sup> oct., 52 messages in the 3<sup>rd</sup> week from 16<sup>th</sup> to 22<sup>nd</sup> Oct and again 52 messages appear in the last week i.e. 23<sup>rd</sup> onward on the mailing list.
- It indicates increase in number of postings from 1<sup>st</sup> day to last day of this month.
- The maximum information was shared by Mr. Pralhad Jadhav i.e. 64 messages in this month, followed by Mr. A. Madhav Rao with 12, While other 86 members were contributed 112 messages. It is not the one way communication; on various occasion, discussions are also being done by the members on the specific issue. In one of the discussion, 8 members participated and they provided their informative views on that particular topic. In all, 11 discussions on various topics have been done by the members in this month.
- The subject areas of postings by the members include traditional librarianship as well as application of innovative technologies in LIS field. The information posted varies from library history to Digital and Technology based Library Services and futuristic approach of LIS.

If we observe the trends in postings messages, 30 messages were posted related to Conference, Seminar and Workshops from different parts of India, Followed by 22 messages related to latest technology, social media and other gadgets useful for the Library profession. 21 professionals needed Articles, Books on various topics as demanded by their library users. There were 14 posts that were related on how to develop the professional skills in Librarianship. 12 messages were on openings or vacancies of the different positions in Library and other institutions. Some latest Government circulars were also provided by the members. Few research oriented posts were posted by the members. The Public library related posts were also discussed among the members. The LIS education and latest trends in technology in teaching learning process were also shared by the members. The Library Administration, Library Services, reading habits, software, UGC and AICTE circulars, Library Legislation and other parameters were also discussed. The open access initiatives are very popular in the LIS fraternity. The Library security and professional development activities, awards related information was also found among the professionals.

Hence, it was found that information in various areas to update the Library Professionals was available on ILOSC through which they can provide better and improved library services to their library users.

### Conclusion

The pattern of library services are being changing according to the recent technological trends. The information needs of Library professionals and their views has been radically changed over the period due to the introduction of IT. They all are interlined with other professionals in virtual discussion. They are talking about various new aspects of the library and its services. They are moving with paradigm shift of library revolution. Hence, ILOSC provides a platform for them to express their views, share information and get connected with the other professionals for the development of library profession in India.

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