TRANSFORMING LIBRARIAN'S VISION: TECHNOLOGY ENHANCED LIBRARY SERVICES

Lakshmi Kantha Reddy J R
Scientist/Engineer 'SE', Library & Documentation Division, **ISRO Satellite Centre,**
Dept. of Space, Govt. of India, Old Airport Road, BANGALORE-560 017
Email: lkreddy@isac.gov.in;

Prasad, B S
Scientist/Engineer 'SC', Library & Documentation Division, **ISRO Satellite Centre,** Dept.
of Space, Govt. of India, Old Airport Road, BANGALORE-560 017
Email: bsprasad@isac.gov.in

Abstract: Development of ICT and its application triggered innovative ideas in the field of library and Information science. ICT has made easy to replace traditional library activities by new technology to make faster and accurate ways of information storage, retrieval and dissemination process. Due to information explosion and advent of modern ICT, library professionals need to focus on improving the services by switching over from traditional library services to digital environment services through innovation. The emergence of the Internet and Web tempting users to depend less on libraries and to explore internet based resources as alternate to fulfill their information needs. In this paper, the author describes the possible implications of social networking technologies like Blogs, Wikis, Really Simple Syndication (RSS), Instant Messaging (IM), podcasting etc. in library services. An attempt has been made to illustrate different social software tools and their effective utilisation in the social networking environment.

Keywords: Social Networking; Really Simple Syndication (RSS), Instant Messaging (IM), podcasting

1. Introduction:

In this present Knowledge Society, the information explosion and information requirement has led to use of electronic media. To promote library services, and to encourage users participation, social networking is a new approach in libraries. It also builds relationships with the library staff and library users. Social networking sites like MySpace.com, Friendster.com and Facebook.com allow users to create pages in which others can view and provide feedback. Some libraries have created Flickr, MySpace or Facebook pages to promote and extend their library services.

With the impact of ICT tools, it is possible to store, retrieve, disseminate and organize information by creating websites and databases. Application of ICT in library and information areas has become inevitable due to availability of vast digital information sources. So library professionals are now actively involved in development of digital library, electronic transmission, automatic indexing and numerous related technologies of information retrieval and dissemination.

Library professionals' dream to use social networking tools such as RSS, Wiki, Blogger, Flickr, Library Think, Elf and so on has become a reality now. With the introduction of social media in libraries, the credibility and value of librarians will get a boost.

Library innovations can overcome issues like increasing cost of serials, cost of software licenses, resource challenges i.e. budgets and staffing, digital repository to store institution reports, storage space, easy and convenient to search on electronic resources. (Electronic resources procurement is easy and cheaper if we go through consortia, sharing resources in electronic format is faster than print versions ie., less infrastructure and less investment for electronic resources to disseminate information, IT based library services will be accurate, consistent and faster).

2. Innovation where it helped?

ICT has triggered Library Profession to adopt innovative ideas. Technology can be used in library service delivery by pushing to users mobiles, desktop etc., In recent years, WEB-OPAC, CD-ROM databases, online databases etc has managed and made library professionals to become masters in technology revolution. In order to survive in the ICT environment, library professionals have to become more and more innovative.

The major areas of library where innovation is required:

- ❖ Digital library systems
- ❖ Information Retrieval in Indian Languages
- ❖ Barcode Technology
- ❖ RFID Technology
- ❖ Open Source Software's
- ❖ Open Access Initiatives & repositories,
- ❖ Cloud Computing
- ❖ Semantic web

- ❖ Web 2.0/3.0 Technologies
- ❖ Social Networking Tools for Information Services
- ❖ Information Portals and Gateways
- ❖ Semantic Web
- ❖ Electronic sources, services and Resource sharing
- ❖ Virtual Reference Service

- ❖ Enhancing Access: Role of Cataloguing and Metadata
- ❖ Remote Access & Mobile Access to E-Books, E-Journals and electronic databases
- ❖ Consortia models for better services
- ❖ Content management systems
- ❖ e-Publishing

3. New innovations with ICT for library service

- ❖ Delivery of digital content on portals, desktops, mobile devices
- ❖ Using mobiles, remote desktops to view library services.
- ❖ Developing & maintaining institutional repository
- ❖ E-book readers to read e-books
- ❖ Un manned Library counter to check-out and check-in documents (Digital lending)
- ❖ Accessing electronic journals from library homepage

4. Social Networking and its applications in Libraries.

The main purpose of Social Networks is to provide message or information for users and librarians, links to recommended internet resources, book reviews, information about new books, entertainment or amusement for users, news or book discussions.

The use of social networks by libraries and information centres is prevalent and a growing tool that is being used to communicate with more potential library users. Various social networking sites like Flickr, Twitter, Slideshare, Facebook, Myspace, Orkut etc. can be used.

Libraries should explore social networking technologies to create and market library services, Facebook provides a space to interface with any number of users. Home page at Facebook have been created by libraries to answer reference queries; search online public access catalogues, and host multimedia collections. Facebook offers several opportunities to reach their remote users.

Social network like Myspace allows organizations to create their own profiles, pages and can be used by libraries. Social networking enable librarians and patrons not only to interact, but to share and exchange resources in an electronic medium.

5. Important features of social networks:

Dynamic content, instantaneous and concurrent update of content, timely and faster services etc.

5.1.SMS

The messages are sent through a web script and forwarded to the targeted mobile number through SMS gateway, the site owners purchase bulk messages through the gateway and provide to customers and they make business directly or indirectly to get more than they spend, from the advertisements they place below the message and the advertisements on their websites.

Librarians should make use of these facilities or they should go further and purchase bulk SMS which works out very cheap and there is no restriction is size or coverage. It includes community created content sites and other content sharing sites. Few popular sites are listed below.

- ❖ 160by2.com
- ❖ Way2Sms.com
- ❖ Ultoo
- ❖ FullonSMS

- ❖ Site2SMS
- ❖ SMS440.com
- ❖ IndyaRocks.com
- ❖ YouMint.com

- ❖ FreeSMS8.com
- ❖ FooSMS.com
- ❖ SendSMSNow.com
- ❖ SeaSMS.com

SMS facilities are used liberally in libraries to give their services like sending overdue notices, reserved books intimations, alert services, book recalls, exhibitions etc.

5.2.Weblogs :

Weblogs or Blog is a powerful two-way based tool. Blogs have made it easier to publish contents online. A blog is a website where library users can enter their thoughts, ideas, suggestions and comments. Weblog is collaborative and communicative. It allows multiple users to post comments, which bring some interesting and valuable discussions. They can be used as an information consumer and as an information provider in libraries and information centres. They also provide latest information on all the events happening in the libraries. Blogs help to enrich and develop the knowledge. Users are able to share knowledge among the same interest groups.

The most popular blog websites among millions of active bloggers are: **Blogger** (http://blogger.com), **WordPress** (http://wordpress.com/)**, Livejournal** (http://livejournal.com/)**, Blog.com** (http://blog.com/) **and Tumblr (http://tumblr.com/)**

5.2.1. Application of Blogs in Providing Library and Information Services

➢ Blogs can link to internet resources as a tool for collection development
➢ Blogs can serve the information at right time in Library reference service
➢ Blogs help to promote library events
➢ Book reviews, information about new books published & journal issues/contents and also it encourages staff and users to participate in blog writing.
➢ Librarians and users can get current information about various subjects in general to specific through weblogs or blogs.

5.3. Wikis

Wikis have recently been adopted to support a variety of collaborative and concurrent activities within libraries.
➢ Wikis can be used for social interaction, discussions, share information among the librarians & users as well.
➢ Wikis can be used for creating subject guides, subject gateways, reference resources

5.4. Really Simple Syndication (RSS)

RSS is a web feed format used for syndicating content from blogs or web pages and broadcast the same content/information across an intranet or internet site using XML language and can be read using RSS reader
Application of RSS in library can be implemented for digital library updates OPAC updates etc.,

5.4.1. Application of RSS Feeds in the Library

Various RSS feed applications for libraries like announcements, extended services, e-journals and table of contents services, reference service, library blogs, web resource announcements, books, newsgroups, search results, and RSS-based search engines.

We can create a RSS feed for new additions like online catalogue, notifications of library, new programs and events posted on the library website, press releases are available.

❖ Librarians can subscribe to RSS with publishers and dealers of books and journals for customized alerts.
❖ New books displayed, latest journal issues displayed and other resources/information could be announced.
❖ Announce availability of new research and learning opportunities in various academic/research departments.

5.5. Instant Messaging (IM)

IM is a real time communication between two or more people based on typed text, images etc. IM has become increasingly popular and is used for various purposes viz: simple

requests and responses, scheduling face to face meetings, or just to check the availability. The Twitter (twitter.com) is popular among IM websites.

5.5.1. Application of IM in library

Librarians can have interactions with users and vice versa. The reason for its popularity is that it can easily be implemented in reference services to replace traditional methods like email or telephone.

5.6. Podcasting:

A **podcast** is a digital medium consisting of an audio, video, PDF, or ePub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device[7]. Podcasting is a simple means of distributing audio content over the Internet. Libraries and other information centres are adopting podcasting technology into their services by creating, editing linking and disseminating their own and other podcasts to users. Podcasting offers new opportunities to deliver information contents more effectively and it can be accessed anywhere and at any time. .

5.6.1. Application of Podcasting in library

Podcasts helps in promotional recordings about the library's services and programs. It highlights about new resources and it can be a publishing tool for users and librarians' oral presentations.

6. Conclusion:

Social networking is one of the smartest tools that libraries can use. Especially younger generation needs to be communicated with in the format with which they are most familiar, and that is via the internet Those libraries that are using Facebook, Myspace, Flickr, Slideshare, and Youtube are using it mainly to market the library services like, push out announcements to library users, post photos, video, documents, PPTs, provide chat reference, and have a presence in the social network. These libraries feel positive about the future success of their Facebook presence. However, only few libraries use social media and presently libraries are inconclusive in determining whether or not social media is a useful and effective application for libraries. Social networking technologies like Blogs, Wikis, Really Simple Syndication (RSS), Instant Messaging (IM), SMS technology, Social Networking, podcasting, Tagging etc. in library services. Library professionals should put more effort and use Web applications for providing services to their users.

References:

1. Cheryl "10 ways to use RSS feeds", 2008, *<moxielibrarian.wordpress.com> libraries-can-use-rss* (27 Feb 2008)
2. Compesato, Oswald & Nilson, Kevin, *Web 2.0 fundamentals with Ajkax, development tools, and mobile platforms*, Boston, Jones & Barttelt, 2001
3. Darlene Fichter, "Why and How to Use Blogs to Promote Your Library's Services," *Marketing library services* Vol. 17 No. 6 (Nov/Dec 2003).
4. Maness, J M Library 2.0 Theory: *Web 2.0 and its implication for libraries*. Journal of Webology, 2006, 3(2), 25. http://www.webology.ir/2006/v3n2/a25.html. [Accessed on 24 April 2014].

5. Mishra, C S and Munda S, *Social Networking technologies in Digital environment: Its possible implications on libraries*, National conf. on digitisation and digital preservation, 11-12 Dec 2008,DESIDOC

6. Sadanand Bansode, Dahibhate, N.B. and Kishore Ingale *RSS Applications in Libraries and Information Centres Library Philosophy and Practice* 2009 Onkar Sharma , The Government courtship with social media , Dataquest Nov,30,2011.p14-19

7. Podcast, http://en.wikipedia.org/wiki/Podcast [Accessed on 29 Jul 2014].

Bio-Data of **Mr. Lakshmi Kantha Reddy J R**

Lakshmi Kantha Reddy J R , (BBM., MLIS), Scientist/Engineer 'SE', working in Library & Documentation Division, ISRO Satellite Centre, Department of Space, Govt. of India, Bangalore for last 25 years.   Worked all most all areas of Library and presently managing Library Server and its applications as System Administrator which involves maintenance of Library Home page and Library database.   His area of interest includes automation and application of computer, web page designing, information retrieval, and electronic resource management.   He has published and presented eight articles in International and National conferences and attended many workshops.

Bio-Data of **Mr. Prasad B S**

B. S. Prasad (B.Sc., M.L.I.Sc.,) started his professional career at New Horizon College of Engineering, Bangalore and worked for three years as Asst. librarian performing all the activities of library. Joined ISRO in 2005, presently working as Scientist/Engineer-SC at ISRO Satellite Centre, Bangalore. He is involved in subscription to journals (print & online), Press Clippings of DOS & S&T and various user

assistance service in retrieving information. His areas of interest include information retrieval, electronic resources, IT for all basic services of library. He has contributed 2 articles seminar held at ISRO Centres.