THE CHANGING ACADEMIC LIBRARY ENVIRONMENT BY USING WEB 2.0 TECHNOLOGY

Bhupendra Bansod,

Librarian,

PVDT College of Education, SNDT Women's University, Mumbai – 20

Abstract -

The main purpose of Academic Library is to avail information to every user, as per their requirement and remove the communication barriers. Web 2.0 tools are facilitates and encourages a changing culture of participation and contributions for library community. Blogs, wikis and RSS are the tools of Web 2.0 which enhanced the services of Library. This paper is deals with these changing services of library for better enhancement of academic Library services.

Keywords: Web 2.0, Library 2.0, Blog, Wiks, Social Networking

1. Introduction

From last few decades we have seen tremendous changes in libraries due to Information and communication technology. Library uses various tools and techniques to provide better services to the user. The availability and accessibility of E Resources create temptation to users to satisfy their needs beyond the four wall of the library. The users of the libraries who were simply 'readers' of the books are now changed into 'information seekers' and this is mainly because of the way the internet and ICT tools have advanced the outlook of libraries. Now we can say the libraries are also transforming themselves into 'Learning Resources centers'.

Web 2.0 tools have overcome barriers to communication and the distance between the libraries and users. Web 2.0 applications encourage patrons to be an integral part of the virtual community by sharing their ideas, thoughts, feelings, and other content. They allow patrons to contribute to the maintenance of catalogues, review resources, locate and share relevant information with other patrons and society. Now, patrons have become both consumers of and contributors to libraries services.

2. Web 2.0 :

The term web 2.0 refers to the second generation development and design of the web to facilitate communication and information sharing. Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications, such as social networking sites, Instant Messaging, Steaming media, video-sharing sites, News feeds, Wikis, Blogs, tagging etc. Since these tools have ushered in changes in society at a massive scale, so it is a

social revolution.

O'Reilly (2005), who introduced the term, has described the characteristic feature of Web 2.0. Web 2.0 is an assortment of technologies that offer a distinct level of interaction with the user. The concept is for allowing people to exchange information freely online with the dynamic use of the Internet. It has referred to the users as part of the content of the sites; they (users) are creators and consumers of information. Web 2.0 tools facilitate sharing, networking and disseminating information among friends and other professional groups. The essence of Web 2.0 lies in the genuine interactivity between the user and the content. Thus many services which underline the participation platform were derived and underline the concept of Web 2.0.

3. Web 2.0 and Libraries:

Libraries are now enhancing their website by introducing Web 2.0 tools or features. The incorporation of these features has allowed the website to be more flexible and adaptable. With the adoption of these tools, staff is better able to update the content of the website instead of just relying on the website developers. Several libraries have used the different types of tool for better services. These tools are useful for the library professionals to control of theses collective information and provide quality services. These were useful for research and update our knowledge.

Today's libraries are accepting and applied these changes and they call them as Library 2.0 services. Previously library services used the technology only for few operations in library like Library Automation. The catalogue becomes opac and circulation has been done with the help of library management software. But after the web 2.0 libraries exposed their services widely and new tools have been introduced for better library services.

4. Library 2.0:

The term Library 2.0 was coined by Michael Casey. Library 2.0 means there is focus on going beyond the library building to offer various ways to bringing together data and transform to user. Library 2.0 is associated with technologies such as blogs, wikis, podcasts, RSS feeds, etc., which facilitate a socially connected Web. Library 2.0 is the application of interactive, collaborative, and multimedia web-based technologies to web-based library services and collections.

Library 2.0 is user centered and interactive in mode and shared the information.

5. Use of major Web 2.0 tools in academic libraries:

Library professionals use Web 2.0 tools for professional and personal development. There were various free tools and services of web 2.0. We have been included whichever are more relevant to academic libraries at the institutional level.

5.1 Wikis:

A Wiki is a website, where the creation and editing of information is available to any subject expert. It is a collaborative work with open access. Wiki is a piece of server software that allows users to freely create and edit Web page content using any Web browser. It supports other media and

linkages to other web pages. A Wiki-like platform created for the librarians to work collaboratively and concurrently to provide the answers to the users. Wikis helps for group learning, sharing knowledge and their experiences and also to provide subject guides.

Wikipedia is the best example of wikis.

The libraries can encourage users to contribute in the preparation of subject references guides and instruction materials. Internal Wikis can be used by libraries to facilitate communication among staff members, distribute documents, communicate about planning, policy or ICT developments, for details of special projects, and as a helpdesk.

5.2 Blogs:

A blog is a type of website, usually maintained by an individual or institution. It is a web page containing brief, chronologically arranged items of information. Blogs in academic libraries can be used for internal communication, academic debate and to communicate with patrons, promoting new books and providing subject guides, current awareness and customized catalogue searches. Many libraries treat blogs as another form of publication. You can create blogs in regional language also. Eg. http://www.lis-friends.blogspot.in/

5.3 Instant messaging:

Instant messaging is a real time communication (textual, audio & video) between more than one individual. The new and upcoming libraries are incorporating this utility in their library system. The integrated library systems come with a suite is called Reference Desk which is more interactive. The users get direct help through this reference desk regarding their subject. The main advantages of this service are for the evaluation and analysis for future reference. It provides virtual reference services, improve access of other services and provide the latest information to students. Instant messaging also acts as an additional medium to facilitate interactions with patrons.

5.4 RSS Feeds:

Really simple syndication is a web formats used to publish information about recently updated works such as blog update, news etc. The important role of RSS is keeping update to users with the latest information. It conveys the changes occur in website, instead of accessing the actual website every time. Library users can subscribe to those RSS feeds of college and library websites for recent update. The advancement of web has brought news feeds directly into our desktops. SDI (Selective Disseminating of Information) services can be provided very effectively with RSS Fees.

5.5 Streaming Media:

Streaming Media is another important Web 2.0 enhancement which has an influence on the library services. Streaming media is a Sequential delivery of multimedia content over the network, providing the requested media instantly. These are potential material which is marked for streaming media for the users. Library orientation programmes can be uploaded on website.

5.6 Podcasting/Vodcasting:

Podcasting means the process where the digital audio files are distributed over the internet using either feeds or by any other distribution media. Vodcasting is the video format of the same kind of service. These services allow the users to have a higher level of control over what media they want as it works on the demand and supply chain of activity. YouTube, teacher's tube UGCs EMMRC (Education multimedia research centre Ahmadabad) are providing such service.

5.7 Tagging:

Tagging is defined as the process where the resources in a collection are assigned tags in the form of words, phrases, codes or characters. This is allows users to add and change the data. The advantage of user tags is that it helps the data to be more easily searchable. Flicker and Del.icio.us are some of the web based examples of tagging.

5.8 Social Networking:

Social Networking involves the network of specific communities which have common interest. Forum is the best examples of social networking, where discussion groups is carried out and share the user's views or ideas. These are web based interface provide chat, messaging in the form of email and so on. MySpace, Facebook and Twitter are the most widely used social networking sites.

As the Library professional concern, LIS forum, and ILOSC (Previous Maharashtra Librarians Online study circle) is the most famous social network in Maharashtra as well as India.

Conclusions:

Library and Information Science professional in India must respond to the changing needs of technological advancement in libraries today. Web 2.0 is the latest tools for rapid development and user-centred revolution of Internet which involves library professional to deliver a new range of services to meet the demands of its web savvy users. Library 2.0 encourages constant and purposeful change, engages users in the creation of physical and virtual products and services that are being constantly evaluated through feedback, contribution and conversations. Majority of the LIS professionals were aware of Web 2.0 tools and hope they willingly encourage in their library.

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