Utility of Social Networking in Academic Library

Social Networking sites are one of the new technologies offering libraries the opportunity to reach out to its clients. The use of this platform affected the operations and service delivery of all organizations. Based on this fact most National & International University Libraries have attached a link of a Social Networking site to their library's web pages. The idea of having a social networking site linked to a Academic library's web page is to enable patrons' have live discussion with a professional on issues pertaining to use of the library and also allow the libraries to advertise their programmes and activities. The paper discusses the definition of social networking sites, tool 2.0 for Social Networking sites, potential of social networking sites, some motives, and features of SNS and practicing of social networking in library services.

Keywords: Social Networking, web 2.0, Knowledge Management, Wiki.

Introduction:

The term “Social Networking” refers to a range of Web-enabled software programs that allow users to interact and work collaboratively with other users. It includes ability to browse, search, invite friends to connect and interact, share film, reviews comments, blog entries, favorites, discussion events, videos, rating, music, classified ads, tag and classified information and more. A social network allows individual to join and create a personal profile, than formally connect with other users of the systems as social friend. It can be expressed as social connecting sites among the social user in web 2.0 domain. The potential of social networks to be relevant to information seeking and sharing from the more specialist web 2.0 sites.

Social network sites as web-based services that allows institution to:

1. Construct a public or semi-public profile within a bounded system.
2. Articulate a list of other users with whom they share a connection
3. View & traverse their list of connections and those made by others within the system.

The newly proposed deleting online predators act of 2006 states the term “Commercial Social Networking Websites” means a commercially operated Internet web site that allows users to create web pages of profiles that provide information about themselves and are available to others users, and offer a mechanism for communication with other users, such as forum, chat room, e-mail, or instant manager.

Potential of Social Networking:

Social Networking can be relevant to it in information seeking and sharing on information retrieval perspective, by providing speed and quick information to the information community, by connecting and collecting digital information required by the users. Social networking sites like MySpace, Face Book presents a new and powerful service through web 2.0. User can connect to other user from various part of internet domain by applying social networking tools for information communication, organization and information distribution. The idea behind the social network is that they operate on many levels, right from the family levels up to the level of nations. They have come to play a very important role in determining how problems are solved, how organizations are run, and the efficiency with which individuals succeed in achieving their goals. Social Networking Web sites function like an online community of internet users. Once you are granted access to a social networking website you can begin to socialize. The socialization may include reading the profile pages of other member and possible even contacting them.

Some motives behind social network are:

1. Anticipated Reciprocity: Contribute valuable information expect that one will receive useful help and information in return.
2. Increased Recognition: Individual wants recognitions for their contributions.
3. Sense of efficacy: contributors believes that they have had some effect on this environment of community.
4. User participation: User wants more participation and contribution in social web, More social and collaborator. Social networking could enable librarians and patrons not only to interact, but to share and change resource dynamically in electronic medium.

Librarian & Head (Department of Library and Information Science), Govt. Gitanjali Girls (Auto) PG College, Bhopal (Madhya Pradesh)
(5) Embrace Radical Trust

(6) Engage in rapid change: Drastic and rapid change has been seen since past decade.

(7) Communal Innovative: It rests on the foundation of libraries as a community services, but understand that as communities change, libraries must not only change with them, they must allow users to change the library.

(8) Open Access Movement: Libraries make collections available via open, personalize, interactive services that encourage content creation, editing, commenting-book marking, rating, tagging, etc. by users.

(9) Multimedia enabled.

Features of Social Networking Services: Social networking in the field of information landscape can be a great contributor to the field of information poor society. It has several unique features that can serve the user community where availability of resource is a great challenge to library field. It has some major features like social collaboration, easy surfing, more participation, private messaging can be easily possible by communicating thousands, network, discussion forum, events management, blogging and commenting, media uploading, multimedia, enabled, interactive and collaborative learning are some of the important features that you can see in social networking.

Practicing Social Networking in Library Services:

Social network or social software can be used for providing user centric service in social library environment. User attitude towards library is changing day by day. User wants most practical and speed information in e-learning age. But providing quick and easy retrieval information to user is a great challenge to library. Therefore library should find and search some new techniques for impacting valuable information to the user. Virtual reference desk (VRD) can be performed by Wikipedia. You can planed, design and disseminate information to patrons by KMWiki. Marketing of library services can be possible by using social software tools like Podcast, YouTube, Blogger, Second Life etc. Library can host their personal websites in PBWiki or Blogger.

Library version can be possible by second Life. Start a library Podcast and interview students, teachers, patrons and members of the community. Digital Video library can be framed by using the most successful tool like YouTube in library. Professional can put their collection on flicker. Footnote.com may be used to learn about history of library. After all it will be helpful to provide the means to learn about students, which can help libraries Better meet their needs.

Opportunity and Implication of Social software in Libraries:

Social software can be taken as big option by the information centre for providing high and qualitative resource for users 2.0. However implication of social software may be a difficult part on the part of new professionals but still expertise over it will be given on immense impact to the library social software like Wiki, RSS Feed, Blogger, Library thing. Delicious Elf etc can be used for information sharing and collaboration among the online community.

Conclusion:

There is a great deal of potential interest in social networking software for professional development and professional networking purposes. This is particularly true for the library and information industry which is already embracing web2.0 technologies across many of its core activities. A suitable plan and strong evaluation need to be look while pioneering social networks in library. User required to aware and sufficient training should be imparted to staff to accomplish the task of planning social software in library. Last but not the least large encouragement and user empowerment on technologies used in web 2.0 should given the prime priority so that thinking of social software in library may be possible. The implication of social networking can be successful by conducting maximum research and experiment on social networking from different point of view on library.

References:


(3) Bell, S.I. Building better academic libraries with web 2.0 technology tools, Library Issues, 2007, 28(2), 1-4.


(6) Denscombe, M. the good research guide for small scale social research project, Buckingham,(1998) Open University press. 87-106


**A Web Mashup for Social Libraries**

**Introduction:**

The rise of the Social Web, also known as Web 2.0 [8], created new challenges and opportunities for user interface integration. In such a context, Web mashup has emerged as a dynamic approach for composing content and functionalities originating from disparate web sources [10].

Nowadays, plenty of user-generated content is available on the Social Web. However, these forms of collaborative contributions are restricted to one single application and do not let data flow from one point on the Web to another. Furthermore, most applications’ creators on the Social Web are quite reluctant in providing programmatic access to user generated content which is hosted within their web sites. As a consequence, often no APIs are made available. Although some programming interfaces are sometimes provided, third-party applications are only allowed to retrieve information concerning one user at time, thus hampering the reuse of community-generated content and the integration of similar content from different communities.

Social libraries also referred to as “Libraries 2.0” [7], can be regarded as an innovative form of library services which replace traditional ones. Social libraries attempt to harness users in the design and implementation of the application by encouraging feedback and participation. As part of the Social Web, these applications are also affected by inadequate APIs or, worst, the lack of APIs. We thus paradoxically face a situation where one book can be tagged and reviewed in Amazon, LibraryThing, and Anobii, but there is no way to know that people refers to the same paperback.

In this paper, we illustrate a Web mashup, named Colibrary, which combines classic book metadata (e.g., title, authors, publisher) and user-generated information (e.g., tags and reviews) from different social libraries. The main goal of the mashup is to combine such data from different communities of book readers, as they can be shared rather than locked within ‘information silos’. Shared data are structured as linked data, thus represented through semantic web technologies, in a manner that allows machine computation and fosters reuse among different applications.

**Colibrary Mashup:**

Colibrary initially originated as a Web API to exploit the opportunity to reuse content in the digital library domain and provide other applications with different types of information about books. Since its inception, the basic requirement was the possibility to unambiguously distinguish one single paperback. A straightforward solution was the adoption of the International Standard Book Number (ISBN) as a unique identifier for referring to a specific book (Figure 1).

**Figure 1: Colibrary Overview**

Colibrary then evolved as a server-side mashup [6]. Once a valid ISBN is given as input to Colibrary, data about the specific paperback are retrieved from three large web...

---

**Authors:**

Dr. Mohammed Imtiaz Ahmed*, Mohammed Bakhtawar Ahmed**, Mrs. Neelam Soni*** & Mrs. Neeti Tamrakar****

*Pt. Ravishankar Shukla University, Raipur, (Chhattisgarh) **Assistant Professor (Dept. of Computer Science), Kalinga University, Raipur (Chhattisgarh) ***Assistant Librarian, NIT, Raipur (Chhattisgarh) ****Kushabhau Thakre University of Journalism & Mass Communication, Raipur (Chhattisgarh)
sites where different community of readers can organize their virtual bookshelves by sharing keywords and reviews. In particular, Colibrary collects the following bibliographic data for a book: title, author(s), editor(s), and publication date, number of pages and the cover, whether available through the Amazon Web API. Then, Colibrary supplements such information with social data directly generated from end users of popular applications in the library domain. Specifically, Colibrary retrieves all the tags and reviews assigned to a specific book by users from Amazon, Anobii and LibraryThing. Among the three providers, only Amazon provides a suitable API to retrieve bibliographic information. Social data concerning both tags and reviews are retrieved through scraping services from any of the content providers.

The integration logic resides on a web server and is executed as a RESTful web service. Given as input the identifier of a specific resource (and other optional parameters), the service returns linked RDF containing bibliographic information and social data coming from different social libraries. The service has been implemented as a set of PHP scripts which (1) handle different type of requests from any client, (2) invoke content providers, and (3) filter the results and finally create the RDF output according to the Linked Data guidelines [4].

The client of the Colibrary Web API has been developed as a simple web-based interface which allows a user to launch a query and obtain an HTML representation of the linked data published by the service. The client has been implemented by means of PHP scripts which invoke the methods provided by the Colibrary web service and present results into the browser.

The main motivation behind using RDF in Colibrary stands in the opportunity to enhance the Social Web experience by promoting the vision of the Web of Data [9]. This vision can be regarded as a simplification of the Semantic Web, as the aspects of automated reasoning are de-emphasized and research focuses on linking data across boundaries. Linked Data relies on mainstream web technologies, like HTTP, URI and RDF to realize the four simple principles, firstly introduced by Tim Berners-Lee [2].

Within the Colibrary web service, once the data has been gathered from the three content providers, an RDF description about a book is generated. Such description reuses existing vocabularies, including Dublin Core for bibliographic data, Holygoat Tag ontology for tags, RDF Review Vocabulary for reviews or comments and FOAF for reviews contributors. New vocabulary terms were introduced within the Colibrary default namespace when no existing term could be reused. Adopting such widespread vocabularies makes Colibrary's RDF data interoperable with data from other sources.

All the query methods provided by the service are available through classic HTTP GET requests. Currently, just the ISBN is a mandatory parameter; if no other parameters are added to the query, the service returns all available data about a specific book. On the other hand, optional parameters can be added to the URI for retrieving only small portions of the full RDF book description. For example, we can retrieve only bibliographic data of the same book, or just social data (tags and/or reviews) through several HTTP GET requests to different URIs.

Conclusion and Future Research:

While many mashup pay more attention to aspects related to presentation, as the main concern is to provide existing information through a rich interactive application, Colibrary mashup is also able to publish integrated data in semantic web formats in order to enable both human and machine consumption. By encoding the output of the mashup as linked data in RDF, Colibrary provides different URIs for all the retrieved information concerning the book. Given as input an ISBN we have one URI to obtain the RDF description of just bibliographic data, one URI to retrieve just social data, and analogously other different URIs for RDF descriptions of tags, reviews or both.

Providing linked RDF data enables any third party to make reference to such information in other RDF statements, opening the way for links between Colibrary and other data sets. Incoming links could be set between URIs provided by Colibrary and other RDF descriptions about books created by other services such as the RDF Book Mashup [3], Revyu [5] and DBpedia [1]. For example, an application like RDF Book Mashup could augment their data sets with social information retrieved using the Colibrary Service, while Revyu could supplement reviews about things identified as books with comments on the same paperback originated from other communities.

As future work, we will enhance current Colibrary RDF descriptions by automatically generating outgoing links to other data sources that exploit Semantic Web technologies to represent information concerning books. Thus, by publishing and linking these data in RDF we might help to populate the Web with links between different data sets, supporting thus the vision of a Web of Linked Data.

References:

Ranganathan's Five Laws & Web World

This paper analyzes the Web and raises a significant question: "Does the Web save the time of the users?" This question is analyzed in the context of Five Laws of the Web. What do these laws mean? The laws are meant to be elemental, to convey a deep understanding and capture the essential meaning of the World Wide Web. These laws may seem simplistic, but in fact they express a simple, crystal-clear vision of what the Web ought to be. Moreover, we intend to echo the simplicity of Ranganathan’s Five Laws of Library Science which inspired them. Keywords: World Wide Web, Ranganathan's laws, Five Laws of Library Science.

PRAVEEN THAKRE*, REKHA KHAHARKAR** & POOJA KHARAIYA**

Introduction:

The World Wide Web is an Internet system that distributes graphical, hyperlinked information, based on the hypertext transfer protocol (HTTP). The Web is the global hypertext system providing access to documents written in a script called Hypertext Markup Language (HTML) that allows its contents to be interlinked, locally and remotely. The Web was designed in 1989 by Tim Berners-Lee at the European Organization for Nuclear Research (CERN) in Geneva (Noruzi, 2004).

Shiyali Ramamrita Ranganathan (1982-1972), the father of library science in India, development standard and practice which have been widely accepted as the ideal norms for library services. He is primarily remembered for two contributions; the five laws of library science and the colon classification. His five laws of library science (1931). Ranganathan saw these laws as the lens through which practitioners can refine their decision making and set their priorities, keeping focus on the users. Now a day the same five laws are discussed and reused in many different contexts. Several modern scholars of library science have attempted to update his five laws, or they reworded them for other purposes. Book readers, library are the basic elements of Ranganathan's laws. Even if we replace these elements with other elements, Ranganathan's laws still work very well.

Michael Gorman has reinterpreted Ranganathan's laws in the context of today's library and its likely future. He has given his five new laws of librarianship:

1. Libraries serve humanity.
2. Respect all forms by which knowledge is communicated.
3. Use technology intelligently to enhance service.
4. Protect free access to knowledge and
5. Honor the past and create the future.

Internet and World Wide Web is changing the nation library as a closed place in to a virtual i.e. a library without walls. World Wide Web simply referred as web provides a network of interactive documents. It is based on documents called web pages that combine graphics text, picture, forms, sounds, animation and hypertext links. It is used by academicians, scientists, and researcher and information seekers as library.

A.Noruzi presented Five Laws of web inspired by the “Five Laws of Library science” These laws from the foundation for the web by defining its minimum requirements. These laws are:

1. Web Resources are for use.
2. Every user his or her web resources.
3. Every web resources its user.
4. Save the time of the User
5. The web is a growing organism.

The web consists of contribution from anyone who wishes to contribute, and the quality of information or the value of knowledge is opaque, due to the lack of any kind or peer reviewing. Moreover, the web is an unstructured and highly complex conglomerate of all types of information carriers produced by all kind of people and searched by all kind of people and searched by all kind of users. Infect, the five laws of the web are really the foundations for any web user-friendly information system. What they require is universal access as a right of cybercitizen ship in the information age.

*Department of Library & Information Science, Career College, Bhopal (Madhya Pradesh)
**Assistant Librarian, Career College, Bhopal (Madhya Pradesh)
First Law, web resources are for use, implies that the web is for using and learning information is there to be used. This law is very important because information serves on purpose if it is not utilized and at least available for people to attempt to learn. The role of the web is to serve the individual, community and service, and to maximize social utility in the communication process. So web sites are not statues or temple, which are admired by the users from a distance. The webs are designed to meet the human need to share information resources, read them, print them if they need to.

Second Law, Every User His or Her Web Resources has many important implications for the web. This reveals the fundamentals need for balance between making web resources and the basics right of all users to have access to the web resources appropriate to the need of all its users. Any web sites that limit access in any way must this restriction does not prevent adequate access to the collection by the users that web site was created to serve. Access policies also have implications for search engines.

Third Law, every Web Resources its User, means “Resources look for people.” Thus the job of web administrators, webmasters and search Engines Designers is to help these resources to find the people who want and need those most. Any organization of the virtual or physical library focuses only on getting the readers what they ask for neglects two key components of library practice” browsing and linking. Browsing allows the readers to match one unknown with another. The reader finds “What I really want though I didn't know it”, there are many ways in which a web site can actively work to connect its resources to its users; “Distribution of new web resources via mailing lists and discussion groups.”

“Making new web resources list on the home page of the site, etc”

“Submitting resources to popular search engines and directories, which is the most common way of indexing the new resources of a web site”.

Save the time of Users, this law presents the biggest challenge to the web administrators, webmasters and search engines designers. This law has both a front-end component (Make sure people quickly find what they are looking for) and a back-end component (make sure data is structures in a war that information can retrieved quickly). Web site collection must design and arranged in an inciting, obvious, and clear by creating a user friendly web-site. A well planned and executed site map save the time of the user. Saving the time of the user means providing efficient, through access to web resources.

The fifth laws tell us about the last about the last vital characteristics of the web and stress the need for a constant adjustment of our outlook in dealing with it. Web is indeed a growing organism. We need to plan and build with the expectation that the web and its users will grow and change over time. Similarly we need to keep our own skill levels moving forward so these fifth laws recognize that growth will undoubtedly occur and must planned for systematically.

There is, however much that the practicing in web world, can take from Ranganathan. Besides exploring concepts such as the five Laws, there is still a lot that needs to be done to build up the field of web designing and architecture; Ranganathan can help us the most by serve as inspiration.

References:


