



EFFECTIVENESS OF SOCIAL NETWORKING TOOLS FOR DYNAMIC SERVICE DEVELOPMENT IN LIBRARY AND INFORMATION CENTERS

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ABSTRACT

This paper provides a holistic approach of social networking media for Knowledge management in library and information centers. Study has been made to promote the enquiry about the need for social media tools to enhance knowledge sharing and the adoption of these collaborative tools in library and information services. Social network as a powerful tool can enhance knowledge management in a systematic way, particularly if there is a way to receive and share internet message, advertising and notification. Now a day's everyone is connected with each other by various social networks sites like Orkut, Google Twitter, face book, LinkedIn, you tube etc. Social media becomes an effective medium to share the knowledge and skill of the users and library professionals. Efforts are being taken in this piece of article to explore the importance of social network tools for upgrading and sharing knowledge management among library users.

KEYWORDS: Social networking, knowledge management, Social networking Sites, Social networking tools,

INTRODUCTION

The exchange of ideas, thoughts and information among different persons may be coined as communication. The evolution of internet and www has connected the entire globe by variety of communication technology and tools. The impact of ICT connected the whole world in a fiver networked system and provides exact information to the members of the system. This makes the boundaries of social networking not only regional but also national and international standards. Social Networking is a platform to build social network or social relation among people who share similar interest activities background or real life connection. Social Networking refers to all those activities that are carried

out with in specific on line services that provide free space and software tools which allow crating network of people. The use of internet based social media program is to make connection with friends, family, customers, classmates and clients. Social networking can be done for social purpose, business purpose or both .The programs shows the association between individuals and facilitate the acquisition of new contact. Social Networking is based on a certain structure that allows people to both express their individuality and meet people with similar interest. This structure Includes heaving profile friends blogs post and widgets and usually something unique to that particular social networking website such as the ability to push people on facebook or high five on Hi5.



PROFILE

This is where you tell world about yourself. Profile contain basic information like where you live and how old are you and personality question like who's yours favorite actor.

Friends: Friends are trusted members of the site that are allowed to post comments on your profile.

Discussion: A primary famous of groups is to create interaction between users in the form of discussion.

Blogs: Another feature of some social network in the ability to create your own blogs entries.

Social networking is a nice form of entertainment great for meeting people with similar interest and can be very effective business technique for entrepreneurs,

Writers, actors, musicians and artist have hobbies or things that we are keenly interested in such as books, television, videogames or movies.

The main type of social networking services are those contain category places means to connect with friends and a recommendation system linked in trust popular methods now combine many of these with American based services such as facebook,google, LinkedIn ,instagram Twitter, whatsapp.

Knowledge: knowledge is an intellectual capital when people out of creation, add value to information. It is generated knowledge is classified and modified .It may be indexing .It is shared .Sharing of knowledge is a core element of knowledge management.

According to Davenport and Prusak (1998) "Knowledge is a fluid mix of framed experiences, values, contextual information and expert insight that's provides a frame work for evaluating and incorporating new experiences and information.

Management: Management is an Art of getting things done through people. This is a process of designing and maintaining an environment in which individuals working together in groups.

KNOWLEDGE MANAGEMENT

Knowledge Management (KM) is an asset to any organization specially information sector. We may call Knowledge as information with a meaning. KM focuses on organizational objectives like organizational learning, performance, competitive advantage and continuous improvements.

Data, Information and knowledge are the major attributes of Knowledge Management. Data is a fact, event, observations and measurement etc. After analyzing data the information can be gathered. Information is meaningful. Knowledge is an intellectual capital and

created by people. Knowledge is information to which process can be applied. Knowledge Management is multidisciplinary and is a surprising mix of strategies, tools, and techniques. KM can covers a number of diverse fields like Organizational science, Cognitive Science, Information technologies, library science, technical writing, storytelling, communication studies, Education and development.

OBJECTIVE

1. To identify trends and application of knowledge management in information science and library science.
2. To diagnose the role and application of social networking in knowledge management.
3. How Social media tools (SMT) have provided new opportunities for libraries across the globe and use of them as a powerful tool for communication.
4. To analysis social networking and knowledge management variables.
5. To know the implications of networking visa-avis in social parading with respect to effective management of knowledge.

LITERATURE REVIEW

"Social networking in terms of knowledge networking as signifying a number of people, resources and relationships among them, who are assembled in order to accumulate and use knowledge primarily by means of knowledge creation and transfer processes, for the purpose of creating value. The concept of social networking can be referred to as a web platform where people from different cultural settings can connect and interact with each other (Seufert et al, 1999)".

Barsky and purdon (2006) pointed out that, social networking websites collect data about members and store user profiles that are meant for sharing. These websites are offered for free and allow users to create personal pages filled with content like images, music and video easily. These social networks also allow members to share web pages with friends and search for new friends who have similar interests.

As stated by Boyd and Ellison (2007) social networking websites allow indivisuals to (i) construct a public or semi public profile within a bounded system (II) articulate a list of other users with whom they share a connection, and (iii) view and travers their list of connections and those made by others within the system. They also noted that these websites vary in terms of features and membership. Some websites allow photo/video sharing, while others allow blogging and messaging.

Participation in blogs has been regarded as social networking because blogs support formation of social connection through blog-roll activities.

Taylor-Smith & Lindner (2009) stated that wikis, blogs, chat rooms, instant messengers, message boards and social book marking are technology applications that have been used to facilitate member's interaction and thus have been referred to as social networking tools.

According to Borughs (2010) social networking websites allow users to share interests and communicate with others.

According to Johnson & Bureclaff (2013) Social media plays an important role now-a-days in every field, including libraries. Social media is a key to 21st century communication with library users, and enable to academic library to pursue its mission and goal online, while promoting library resources and services.

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Correlation between networking, knowledge management and library and information science

The advent of the internet and related technological development has transformed the nature of library and information services. Libraries embrace vast amount of knowledge in various area and its management is considered information for providing quality information services. The library and information science sectors have experienced massive discontinuous changes technological advances have changed the face of librarianship.

Interface between social networking tools and knowledge management

In the age of web -based knowledge management

and information transfer. We must be aware of how we are perceived both from personal and professional view point. Multiple social networks from facebook to LinkedIn are available for everything from personal communication with family and friends. To having notable colleagues write recommendation for us to enhance our chances of findings good jobs. All of these network allow us to paint and images of ourselves there by dispersing and managing knowledge about us .We want some of the information or knowledge that we input on a social network to be viewed only by personal friends .To accomplish our intent we must be careful about our security settings and where and how we publish our information .Face book ,flickers and similar sites are social network that are design to let us communicate and share information such as opinion .Photos or stories with our friends and family members but if our setting are incorrect .These sites Will also share our information with friends and possibly the public.

Effectiveness of social networking tools in knowledge management in the area of library

The different libraries in the country have felt need to move with the times .with the exponential growth of the use of social media .Such as face-book, MySpace, Twitter, YouTube .Libraries have started to use these tools to interact with their patrons on real time .These media are used mostly to provide current and up to date information to clients provide links to other open source library resources. Social networking sires are constantly promoting open access to knowledge The features of social networking allow users to search browse filter find collaborate and have online open access to knowledge and contribute to web content.

Social media tools: Such as facebook and MySpace to facilitate online communication and interaction.

Professional networks: such as LinkedIn to link people within and outside the institutions and to enhance on line collaboration and exchange and share professional information and knowledge.

Wikis: To enhance communication and sharing of information and people can be Able to edit comment and add updates to various posts work posted.

Social tagging: To tag various articles in order to be shared among members.

Blogs: To post and to read others post respectively.

Social networking opportunities for Library

Social networking presents some important opportunities to libraries which include marketing of

libraries and reference service. In a social networking site, the user is a participant a co-creator and a builder of knowledge. The dynamic nature of this technology enables users to have an open access to knowledge and contribute local content on the social networking sites (SNS) popularly used by library and information science professionals to meet the information needs of the users. User's attitude and demand towards library is changing day by day in this e-learning arena. To provide quick and reliable information service to the user's communities by the library is a challenging job. The major social network applications in library discussed as follows.

Facebook: Librarians can interact with users to know their information need, libraries try to link some of this specialized library application to facebook.

My space: In academic institutions where the students are libraries have taken advantage of this site to post calendar custom catalog search tools ad blog features to improve their presence.

Blogs: Here librarian can periodically post messages , share information on a particular subject or issue and allow users to contribute to content. They can write articles , news on topical issues and expert an instant reaction from their users.

Wikis: This is a free online encyclopedia that gives background knowledge and definition of concepts. It offers a platform for users to access edit and contribute to content. This is a collaborative web page for developing web.

LinkedIn: Librarians can get patrons connected with specialists in their particulars field of interest via LinkedIn. Librarians can use this platform to render specialized services such as strategic dissemination of information (SDI).

YouTube: Events such as important highlight of inaugurations lectures, conferences and workshop are disseminated via you tube.

Flickers: Librarian can use this tool to shape and distribute new images of library collection. Cover pages of new arrivals of both books and journals can be disseminated to users via flicks. Many public and academic libraries put this to great use.

Marketing of library services: Most students are not aware the difference Services offered in the library such as reservation of books reference services and strategic dissemination of information (SDI). Librarians can spread awareness of library services to those who may not be aware of these services via social media. Librarians can also develop subject specific blogs and play a leading role in advocating the use of blogs for scholarly

communication and community on research findings.

Reference services: Social networking tools are not only being used as a vehicle for promoting services program and new resources but they are also used for reference services. Students are using tools like ask a librarian ,meebo and twitter to ask a question in real time. Social networking tools like instant massaging (IM), voice over internet protocol (VOIP) could be used to achieve a successful and sustainable reference services in an online social space by engaging in an on line face to face interaction. This is particularly useful for distance learners who may call in from any part of the country with reference queries .

CONCLUSION

This paper has tried to examine the concept of social networking and its application to library services. The knowledge management in libraries will also lead to the generation of knowledge development of new procedure and practices to improve the interaction and sharing of knowledge in library. Library should adopt tact and explicit knowledge for its survival. Knowledge management in libraries should focus on management of information along with human capital for providing sound and reliable information to the user's community. The increasing demand for e-connectivity is a challenging job for library and information professionals. Social networking sites now acts as via-media between libraries and the user's community. Social media may be called as largest online platform for sharing library information products and services. Social media is the best medium for effective communication system for library users. Social media can be used for collecting, storing and disseminating knowledge to the right people at the right time in a systematic format with effective knowledge management. The library professionals should be given proper training for the wide use of SNSs in a systematic way. The implementation of quality SNSs is possible only by the commitment from the parent organization and the dedicated library professionals.

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