Research paper

Impact of social media and e resources on public library users

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Introduction:

ICT has spread over all the fields of life like Sun rays which reach all nuke and corner of the world. Library was source of information from ancient age. As a knowledge manager the role of librarian was very important, who acquired and collected, stored, catalogued and retrieved the printed material and serve user as for his test. There is tremendous change traditional Libraries and last near about two decades. Now a days Librarians who are more knowledge managers have moved form that the role of become more of service provider. It is seen that when the digitization revaluation starts, there was notation that Librarians would no longer persist. The answer is no. But the Librarian has come back with new technology and understanding potential of the same. Most of the Librarian has started using *Information and communication technologies* to serve their communities with more effective manner. At large amount the communities also started depending and demanding libraries to provide batter services to them. A tremendous data available in Institution in hard copies, there is need of Librarian to processes the knowledge about conversation of hard or print version to digital form and make available to the user who is in need.

What is Digital Libraries?

There is some puzzlement in this phrase, stemming from some factors. First, the Librarian community has used several different phrases like— electronic library, virtual library, library without wall and so many. It never was relatively clear what each of these different phrases meant. The most current and most widely accepted term is "Digital library" and is now used commonly almost exclusively at conferences, online, and in the literature.

We may say that the term "Digital Library" is not well defined in literature. According to Digital Library Federation in 1998 offered the following definition, "Digital libraries are organizations that provide the resources, including the specialized staff, to select, structure, offer intellectual access to, interpret, distribute, preserve the integrity of, and ensure the persistence

over time of collections of digital works so that they are readily and economically available for use by a defined community or set of communities" (DLF, 1998).[1]

Another point of puzzlement is that digital libraries are at the focal point of many different areas of research work which constitutes a digital library different depending upon the research community which using it.

It can be seen that there are many thing on the internet that some people are calling digital Libraries. This is not true from the Librarian point of view.

Some People may consider World Wide Web (www) is digital library. Now Web contains thousands and thousands of documents. So this huge collection is a digital Library since they can find information, just like banking in digital bank. Lynch states[2], "One sometimes hears the Internet characterized as the world's library for the digital age. This description does not stand up under even informal examination. The Internet and its collection of multimedia resources known as the www (World Wide Web) was not designed to support the organized publication and retrieval of information as libraries are. It has evolved into what might be thought of as a chaotic repository for the collective output of the world's digital "printing presses.".... ...In short, the Net is not a digital Library.

From all above discussion it can be seen that librarians have been confused about what a digital library is? "Library" is the word has been appropriated by many different groups to describe either their area of research or are just simple collection of digital object. So how Librarian can define "Digital Library"? As we know that Digital libraries are libraries with the same purpose, function and goal which similar to traditional libraries. Like traditional Libraries digital libraries also will necessary to serve particular communities. (Waters,D.J 1998)[3] "Digital libraries are organizations that provide the resources, including the specialized staff, to select, structure, offer intellectual access to, interpret, distribute, preserve the integrity of, and ensure the persistence over time of collections of digital works so that they are readily and economically available for use by a defined community or set of communities."

Importance of digital library:

The introduction of Information technologies has resulted in size of the library. Since this small modern academic library have tremendous potential of information has been possible due to digitization. The information is stored in digital data/information form. It is clear that the Digital libraries will not completely replace the physical existence of library, but meet current demand and to satisfy user as per current scenario. So digitization must be introduced so that libraries must become hybrid form.

Twitter:

Twitter online micro blogging service for distribute short message(about 280 words) among groups of recipients via personal computer or mobile. Twitter incorporates aspects of social networking websites with instant messaging technologies to create networks of users who can communicate throughout the day with brief messages, called as "tweets." A user types a tweet via computer or mobile phone keypad and sends it to Twitter's server, which circulate it to a list of other users (known as followers) who have already signed up to receive the sender's tweets. Also library patron can choose to track specific topics by clicking on (#)hash tags,

Research paper   ,

creating a dialogue of sorts and pushing the number of followers in a given Twitter feed into the millions.

Youtub:

It is a free **video sharing website** to watch online videos. It's depands on our chaiseto create and upload our own videos to share with others. Originally created in 2005, YouTube is now popular sites on the web, with visitors watching near about **6 billion hours** of video every month. Millions of videos are uploaded and shared, ranging from movie trailers to amateur videos of cats - and everything in between. Using Internet connection one can share content on YouTube, YouTube was the video sharing site on the Web and it is available in nearly every country over many more different languages. Anyone can upload content on Youtube. On youtube we want to get personalized results, make playlists, or can comment on other videos, users has to create a YouTube account. This is so YouTube can "learn" your favorites; for example, say you look for videos that help you learn how to play the Yoga, cooking, demonstration. The next time you visit YouTube, if you're signed into your Google account, YouTube will automatically serve up more videos that teach you how to play the Yoga, cooking, demonstration. This feature helps YouTube personalize what they show to users so they offer a more relevant user experience[4].

You tube has made very easy to upload our videos. By clicking upload we received an email notification once the video is completely uploaded that depended upon the size of the video and the speed of our internet connection.

Instagram:

It is video and photo sharing social networking service founded by Kevin Systrom and Mike Krieger in Apr 2012. It is overtake by Facebook on \$1billion. It allows user to upload media that can be edited with filters and organize by hashtags and geographical tagging[5]. Many of its user use it to information about travel, fashion, food, arts, and similar subjects. Almost 90 percent of Instagram user also used Facebook.

TikTok:

Tiktok[6] was first released in Sep 2016 with a name "Douyin" by Chinese technician Giant ByteDance for video sharing social networking services similar to Facebook and Instagram. In 2017 ByteDance acquired musical.ly a social media app which allows to user short 15-seconds lip-sync videos on this platform. ByteDance finally closed down the Musical.ly app and incorporated most of its features into Douyin. In August 2018, ByteDance lonch the global version of Douyin, TikTok. One of the main draws of TikTok is its elaborate algorithm that quickly figures users' tastes and preferences based on how they connect with the app.

According to founders Alex Zhu and Luyu Yang, the app was failure, planners faced a hard time creating videos that were educational, entertaining, and short enough to fit the 3-5 minutes time frame. The app failed to attract users.

Zhu and Yang determined to completely rework their app. In July 2014, they rebranded as Musical.ly - a social network that combines music and videos to attract an early-teen ageir. Zhu and Yang found that videos being made on Musical.ly were being downloaded and shared on other social media platforms, but without any links or reference on their videos, they were

unable to drive traffic to their platform. After 2 months of including a watermark logo in their videos, Musical.ly jumped to the top of the Apple App Store charts, where it would stay for many months.

Pinterrest[7]:

Launched in March 2010, Pinterest is a newcomer in the social media world. The idea for Pinterest come from an earlier app created by Ben Silberman and Paul Sciarra called Tote, which serve as a virtual replacement for paper catalogues. It struggled as a business, considerably due to difficulties with mobile payments. At that time, mobile payment technology was not smart enough to enable easy on-the-go transactions, inhibiting users from making many purchases via the app. The behavior struck a chord with Ben Silberman, and he lifted the company to building Pinterest, which allowed users to create groups of a variety of items and share with each other. Small businesses whose target audience is mostly women should definitely invest in Pinterest as more than half of its visitors are women.

Snapchat:

Snapchat[8] is an Amarican massaging image application software product that was created by Reggie Brown, Evan Spiegel and Bobby Murphy when they were students at Stanford University. The app was officially released in September 2011, and within a short span of time they have grown immensely registering an average of 178 million daily active users as of May 2015. Near about 18 percent of all social media users use Snapchat.

What's app:

What's app[9] was founded by Jan Koum and Brian Acton who former employers of Yahoo. Initially what's app was not intended to be messaging app. What's app Messenger is a cross-platform instant messaging client for smart phones, PC and tablets. The app relies on the Internet to send images, text documents, audio and video messages to other users that have the app installed on their devices Launched in January 2010, Whats App was acquired by Facebook on February 19, 2004, for about $19.3 billion. Today, more than I billion people use the service to communicate with their friends, loved ones and even customers.

Tumblr:

Tumblr[10] is an American micro blogging and social networking website founded by David Karp in 2007 and now it's owned by Automatic. It's allows user to post multimedia and other content to short form biog. Tumblr users can follow other user blogs and make them their blogs private. It is one of the most difficult to use social networking platforms, but it's also one of the most interesting sites. The platform allows several different post formats, including quote posts, chat posts, video and photo posts as well as audio posts, so you are never limited in the type of content that you can share. Like Twitter, reblogging, which is more like retweeting, is quick and easy.

Facebook[11] in Digital Libraries:

Facebook, American online social network service which is part of the company MetaPlatforms. It was founded in 2004 by three frinds Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of them were students at Harvard University. Facebook became the one of the largest social network in the world, with about three billion users as of 2021, and near about half that number were using Facebook every day. The company's head office are in Menlo Park, California. Social networking community engaged for college and university students from 2004, Facebook has surpassed all other social networking opportunities attractiveness while reaching out to a seemingly never ending users students, Teachers, and parents are using Facebook. Access to Facebook is free of charge after login, and the company earns most of its money from advertisements show on the website. Users can create profiles, upload photos, join a pre-existing group, and start new groups. The Facebook site has so many components, including Timeline, a space on each user's profile page where users can post their information content and friends can post messages; Status, which enables users to alert friends online at that time to their current location. News Feed, which informs users free of changes to their friends' profiles and status. Facebook user can chat with each other and send each other private messages. Users can indicate their approval of content on Facebook with the Like, a feature that also appears on many other websites pages. Other services that are part of MetaPlatforms are Instagram, a photo- and video-sharing social network; Messenger, an instant-messaging application; and WhatsApp, a text-message and VoIP service. Libraries have certainly taken notice and deemed Facebook resource worthy of attention. Facebook pages are used to exposes library events, news updates and encourage library services, information and resources.

Those libraries that do use Facebook do so mainly for marketing the taga library they deliver announcements to library users, post photos and provide chat reference. Librarians have positive perceptions about their libraries' presence on Facebook.

Advantages of Facebook in Digital Libraries:

Nowadays information can be shared on worldwide web. Facebook includes many advantages, we can stay in contact with our library user or friend's circle that lives for away from us, and users can easily find out new arrivals on library Facebook home page. Users are capable to post everything from everywhere on Library homepage.

1. It's offers the 'chatting' options with friend's circle, and it presents an easy chatting application with friends who are online. Many people partic ularly students use Facebook to chat for group discussions.

2. Facebook has good privacy setting with the option to customize as per our requirement. Facebook provided Fan page, group's page, event page etc these all are getting very popular day by day. Librarian can use these Fan pages & groups it focusing library promotion activities.

3. Librarian can use Facebook as social bookmarking site so librarians can share their blogs, most important articles to students and faculty members in fractions of second.

4. Facebook has given very well security to users account and provide extremely secure service with very high level privacy policies. Facebook tries to keep privacy setting as simple as possible so users can secure their account easily.

Conclusion:

Multimedia Networking mainly deals with the field of advance learning technology associated with new methodologies and technologies by using networking or multimedia technologies. It changes the norms culturally, institutionally and technically. In country like India the term multimedia networking is quit new. There is time to go for adoption for new technologies for changing the face of Library and librarian in terms of resources and services provided by the library and role of librarian is a facilitator who continually providing information about library. There are some constrain like content organization, knowledge representation and access management to provide personalized services as per user need. The country like India it is very essential since information can be sent in seconds. In developing country like India, multimedia technologies can raise the level of quality services, education, literacy and economic development. We the libraries professionals have to express our identity by acquiring the requisite knowledge and skills and providing the right information to the user at the right time, which in fact has been our motto from ever since. Challenges facing Libraries exacerbated by the fact that they are already struggling with diminishing library resources. The expectations of social media in Digital libraries have been very high in the libraries field, and much advocated in Library 2.0 literature and using of various Social Media Networks.

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