



## Libraries and Social Networking

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### ABSTRACT

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Now a days the role of Social Networking i.e. face book, Myspace, bebe and Cyworld are very important for users, students, research scholars, and readers in the libraries of India as well as in the World. Due to the role of Social Networking services and Technology, in the whole world has become a global village with an educational, industrial, social, political, cultural development and global economy. The main advantage of Social Networking Technology has in easing the delivery of information around the world through Social Networking. This paper discusses the Role of Social Networking in the Modern Libraries of India. We will describe features of Social Networking and propose a comprehensive definition. We then present one perspective on the history of such sites, discussing key changes and developments. It also highlights the problems faced by the Library & Information Service (LIS) sector in India and achievements over the years using Modern Information Technologies such as Social Networking i.e. Face book, Myspace, bebe active on social media and Cyworld available in Korean, Chinese, English, German, Japanese, Spanish and Vietnamese networking fields.

## INTRODUCTION

In the 21<sup>st</sup> Century, the age of Social Networking Technology and Modern Libraries is in its higher stage. This is an age when information and libraries take the role of prime movers leading all sectors. According to World Bank 'Knowledge is Development', without knowledge we cannot make any development and knowledge comes from Social Networking

and we receive information from modern libraries which are connected with international networking. Today's modern libraries are library of LOK SABHA, JNU, BHU, AMU, DU, CSIR, ICHR, IIT'S OF ROORKEE, DELHI, MUMBAI, MADRAS, etc. The role of Social Networking technology is very important for the development of modern libraries in India as well as in the World. Due to the role of Modern Technology, the whole world has become one global village with a social, political, cultural development and global economy, which is increasingly dependent on the creative and active management and business activities through distribution of information. This article addresses a variety of social network sites—Black Planet social networking company founded in 1999 with its Headquarters 205 Hudson Street, 6<sup>th</sup> floor New York, USA, Cyworld social media available in 14 languages, Dodge ball, Face book, Myspace, and You Tube—from multiple theoretical and methodological angles,

### **ROLE AND DEVELOPMENT OF SOCIAL NETWORKING TECHNOLOGY**

Expansion of Social Networking technology has influenced largely the industrial, business, educational, scientific areas, such as industrial production, international trade and transactions, and technological advancement, stimulated mass distribution of education and creation of modern libraries. This networking technology has continued its vast scientific and technological development throughout the 20th and 21st centuries.

The Social Networking technology has passed through four stages of development, the most radical stage starting at the end of the 20th century. This stage has brought a never-ending revolution, particularly with the introduction of information and communication technologies through face book, Myspace founded in August 1, 2003 with Headquarters Beverly Hills California United States, cyworld etc.

During this period, there has been unprecedented and different developments, profoundly affecting the social and economic structure – the decline of manufacturing sector as compared to the prospering information-rich service sector is one example of such developments. The concept of Social Networking sites is often used to denote a development in or second generation of Social Networking technology. The Social Networking technology spreading through different sites and aiming to make information available and provide the necessary technology to all its readers and students, the information technology finally aims to generate knowledge, create culture of sharing and develop applications that operate mainly

via the Internet. The goal of such information technology is to fill social needs, create wealth and enhance the quality of life in a sustainable manner.

India is moving fast to becoming an informative country as the Government of India is paying due attention to the use of information technology (IT). The Prime Minister of India constituted a National Task Force on IT and Software Development in May 1998 with the purpose of formulating a long-term National IT Policy to convert India into an IT software superpower. The Govt. of India also constituted the Ministry for Science and Information Technology. Now days we have information technology departments in every state of India.

### **SOCIAL NETWORK SITES: A DEFINITION**

We define social network sites as web-based services that allow individuals 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, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

While we use the term “social network site” to describe this phenomenon, the term “social networking sites” also appears in public discourse, and the two terms are often used interchangeably. We chose not to employ the term “networking” for two reasons: emphasis and scope. “Networking” emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC).

While social network sites have implemented a wide variety of technical features, their backbone consists of visible profiles that display an articulated list of friends the visibility of a profile varies by site and according to user discretion. Face book takes a different approach—by default, users who are part of the same “network” can view each other’s profiles, unless a profile owner has decided to deny permission to those in their network. Structural variations around visibility and access are one of the primary ways that social network sites differentiate themselves from each other. After joining a social network site, users are prompted to identify others in the system with which they have a relationship.

The public display of connections is a crucial component of social network Site. Friends list contains links to each Friend’s profile, enabling viewers to traverse the network graph by clicking through the Friends lists. On most sites, the list of Friends is visible to anyone who is permitted to view the profile, although there are exceptions. For instance, some Myspace

users have hacked their profiles to hide the Friends display, and LinkedIn allows users to opt out of displaying their network.

Most social network sites also provide a mechanism for users to leave messages on their Friends' profiles. This feature typically involves leaving "comments," although sites employ various labels for this feature. In addition, social network sites often have a private messaging feature similar to webmail. While both private messages and comments are popular on most of the major SNSs, they are not universally available.

### **THE ROLE OF LIBRARIES**

The Libraries have a new role and there are various types of library models. In the Modern Libraries where the role of electronic services and Web-based information sources constantly increases, libraries are managed in a more democratic and flexible way, have more flexible communication system through Social Networking sites and work organization, and their service development is based on the quality and students and other user-orientation of services. Now days in India and its Libraries have a new role and there are various types of Library Models exists.

#### **These are as follows**

1. Old or Traditional Library as a Memory Organization or Institution,
2. Library as a Learning and Research Centre,
3. Library as a Cultural and Communication Centre,
4. Electronic Library,
5. Digital Library,
6. Virtual Library as Library without Walls,
7. Library on Mobile,
8. Library on Internet
9. Moving Library
10. Library on Social Networking sites

Libraries had been performing many important roles in the past and Business Societies. But those roles were limited in scope and areas. In the 21st Century, libraries have to perform pivotal roles in disseminating and sharing the culture of knowledge. In this age of

information technology libraries should be repositories of all of the vast knowledge and information through social networking sites accumulated by human mind and human beings. They will have to store all kinds and forms of material and information and disseminate beyond the geographical boundaries. Today's advanced information technology is enabling Modern Libraries to accomplish this important work.

Exchange of knowledge, new innovations, and inventions has always been the most important objectives of Modern Libraries. Various systems have been developed to share and exchange the records of human knowledge and human understanding. Universal Bibliographic Control and Universal Availability of Publications are two major programs of IFLA (International Federation of Library Associations) to exchange knowledge in all over the World. OCLC is the World leading Library Network in USA for sharing intellectual knowledge among academic community in all over the World. But Modern Libraries in the 21st Century should fulfill more dynamic role. They should exchange knowledge and information with users inside and outside their Country, thus going beyond their traditional reference and lending services as well. This would be possible when Libraries agreed to expand their roles beyond the geographical boundaries by using Information Technologies.

The Modern Libraries certainly cannot be passive repository for books and other printed materials. The opposite requirements of storing increasing collection in various forms and of maintaining easy access to most part of it can only be balanced by deploying information and communication technologies. Libraries should upgrade their services by digitizing their resources for online use. These services should be accessible to anyone, regardless of time or location, through digital communication devices.

Modern Libraries can play significant role in providing a good education and knowledge of high quality. Individuals around the World, no matter how poor they may be, can access whatever knowledge and information they need by visiting libraries via the Internet or Mobile, such as the Library of Congress.

### **SOCIAL NETWORKING SITES AND SOCIAL NETWORKING STRUCTURE**

Social Networking Sites also provide rich sources of naturalistic behavioral data. Profile and linkage data from Social Networking Sites can be gathered either through the use of automated collection techniques or through datasets provided directly from the company, users, friends, enabling network analysis researchers to explore large-scale patterns of fringing, usage, and other visible indicators and continuing an analysis trend that started with

examinations of blogs and other websites. For example, examined an anonymized dataset consisting of 362 million messages exchanged by over four million Face book users for insight into fringing and messaging activities. Explored the relationship between profile elements and number of Face book friends, finding that profile fields that reduce transaction costs and are harder to falsify are most likely to be associated with larger number of friendship links. These kinds of data also lend themselves well to analysis through network visualization process.

Social Networking Sites researchers have also studied the network structure of friendship. Analyzing the roles people played in the growth of Flickr and Yahoo! 360's networks, Kumar, Novak, and Tomkins (2006) argued that there are passive members, inviters, and linkers "who fully participate in the social evolution of the network" (p. 1). Scholarship concerning Live Journal's network has included a Friendship classification scheme (Hsu, Lancaster, Paradise, & Weniger, 2007), an analysis of the role of language in the topology of Friendship (Herring et al., 2007), research into the importance of geography in Fringing (Liben-Nowell, Novak, Kumar, Raghavan, and Tomkins, 2005), and studies on what motivates people to join particular communities (Backstrom, Huttenlocher, Kleinberg, & Lan, 2006). Based on Orkut data, Spertus, Sahami, and Buyukkokten (2005) identified a topology of users through their membership in certain communities; they suggest that sites can use this to recommend additional communities of interest to users. Finally, Liu, Maes, and Davenport (2006) argued that Friends' connections are not the only network structure worth investigating. They examined the ways in which the performance of tastes (favorite music, books, film, etc.) constitutes an alternate network structure.

### **PROBLEMS FACED By LIBRARIES IN INDIA**

Library and information services are fundamental to the goals of creating, disseminating, optimally utilizing and preserving knowledge through information technology. They are instrumental in transforming an unequal society into progressive information based society. It is well known that in India most of the libraries functions in the Government sector. These are in Academic and Research Institutions and under the public library system, which is again under the State and Central Governments. At present, education being a state and national subject and coming under the purview of different apex bodies, there is no common direction or coordination among them. It is imperative that all libraries (public, academic, research and special) change gear and develop at an accelerated pace. Developments in Information Communication Technology (ICT) have enabled libraries to provide access to all and also

bridge the gap between the local, the national and the global. Yet the Library and Information Services (LIS) sector in India has not kept pace with the paradigmatic changes taking place in society. There are a few libraries which are using state of art technologies to disseminate knowledge to their respective user community. There is lack of cooperation among the libraries of different organizations and which cause the lack of union catalogues at national level. The national library has failed even to do this immense task. One of the major problems faced by LIS sector in India is lack of bibliographic control at national level which causes duplication in research. A considerable number of libraries had not been developed bibliographic databases of their documents for putting them on network.

To summarize, the major constraints faced by the Modern Libraries which militate against effective dissemination and use of information are:

- a. A considerable percentage of the population is illiterate or functionally literate making libraries of minimal use to them.
- b. Poor resource allocation for infrastructure improvement and collection development for public libraries.
- c. Lack of sufficient sanctioned posts, forcing most services to be operated by voluntary non-professional staff, which damages information organization and services.
- d. Lack of national policies promoting ICT as a tool for development of library systems and services.
- e. Lack of adequate trained manpower in the use of IT.
- f. Lack of funds for acquiring necessary hardware and software facilities.
- g. Resistance on the part of library staff to change from their traditional practices to the use of IT.

### **OPPORTUNITIES IN LIBRARIES IN INDIA**

Despite the above problems, Library and Information Services (LIS) sector in India has got remarkable achievements. Efforts had been made to set up networks at local, regional and national level to deploy information and communication technologies and to build electronic information sources. Besides INFLIBNET at the national level to support university and college libraries, a number of other national networks and various library networks have also been developed including NICNET (National Informatics Centers Network), ERNET (Education and Research Network), CALIBNET (Calcutta Library Network), DELNET

(Developing Library Network), etc. A number of educational institutions are members of such networks. These networks, especially INFLIBNET and DELNET, are engaged in compiling union catalogs, creating various databases of experts, providing training to library staff, ILL, online facilities, reference service, assistance in retrospective conversion, etc.

To overcome the problem of financial crunch and the rising costs of journals, librarians have formed consortia to subscribe all the required journals and databases. Some special libraries and research organizations have established consortia known as FORSA (Forum for Resource Sharing in Astronomy) to share electronic access to journal literature. NISCAIR (National Institutes of Science Communication & Information Resources), one of CSIR labs, has formed a consortium for CSIR labs for accessing e-journals and databases. In order to solve the problem of universities and college libraries, UGC launched a major initiative called UGC-INFONET that provides high speed Internet connections so as to have electronic access to professional literature including research journals, abstracts, review publications, and databases from all areas in science and technology, as well as in social sciences and humanities.

The Ministry of Human Resource Development (MHRD) has set up the “Indian National Digital Library in Science and Technology (INDEST) Consortium” for the subscription to electronic resources for 38 academic institutions, including the Indian Institute of Sciences, Indian Institute of Technology, Regional Engineering Colleges, Indian Institute of Managements, and about 60 centrally-funded/aided government institutions through the consortium.

### **IMPROVEMENT OF QUALITY AND INFORMATION SERVICES IN LIBRARIES**

For the improvement of quality of library and information services through the systematic acquisition, organization and dissemination of knowledge, various library associations have been set up at national and state level. They annually organized conferences, seminars and training programs to trained and update library professionals with latest development in LIS.

Recently libraries and research organizations realize the importance of digital libraries and they started the work of digitization of important documents. NISCAIR and the Department of Indian Systems of Medicine and Homoeopathy (ISM&H) have entered into an agreement for establishing a Traditional Knowledge Digital Library (TKDL) on Ayurveda. TKDL will be available in English, German, French, Spanish and Japanese since these languages account for more than 93% of the international patent applications. TKDL in the first phase targets

Ayurveda. But as a whole it would encompass, in addition to Ayurveda, Siddha, Unani, Yoga, Naturopathy and Folklore medicine.

The Indian Institute of Science (IISc), Carnegie Mellon University (CMU), the International Institute of Information Technology, Hyderabad (IIITH) and many other academic, religious and government organizations, totaling about 21 “Content Creation Centers”, have become partners in the Digital Library of India (DLI) initiative for the digitization and preservation of Indian heritage present in the form of books, manuscripts, art and music. Each center brings its own unique collection of literature into the digital library. DLI has a vision to build a universal digital library of world knowledge. One and a half million books have already been available through this project. India perhaps has one of the oldest and largest collections of Manuscripts in the World. These manuscripts are in different languages and scripts; written on different materials such as birch bark, palm leaf, cloth, paper etc. They are in the custody of libraries, museums, monasteries, mutts and individuals. A significant proportion is not preserved scientifically. Experts estimate that almost all palm leaf manuscripts may perish due to wear and tear over next 60 to 90 years. In this regard the National Mission for Manuscripts has taken a step to save the most valuable, intellectual property of our cultural inheritance.

The missions has started a pilot project for digitizing the manuscripts in five states across India covering five caches of manuscripts and for the same four digitizing agencies have been selected. Importance of open access archives, institutional repositories and open access journals has been realized by the library and information professionals in India. This movement has been accelerated by the availability of open source software namely DSpace, EPrints, Greenstone, etc. Indian Institute of Science, Bangalore, INFLIBNET Centre, Ahmadabad and Documentation Research and Training Centre (DRTC), Bangalore are the leading institutions who made this movement a great success.

Among the top 35 publishing countries, India ranks 15th for the overall number of journals, but drops to 21th for journals with online content. At present there are more than 162 open access journals in India. The open access journals in India are six journal publishers.

An open access statement is likely to be ready by this year. The CSIR also has a plan to setup a national digital repository of research literature. NISCAIR has already started to work on the project known as National Science Digital Library. National knowledge Commission is also formulating similar open access policies and guidelines for the higher education and R &

D sectors to improve access to research literature and disseminate research literature to the global communities.

## CONCLUSION

The use of Social networking sites and related technology in Modern Libraries in India is very useful for the up gradation, up righteousness, and update knowledge and information regarding social network sites—Black Planet African American social networking service with its web site blackplanet.com, Cyworld available in Korean, Chinese, English German, Japanese, Spanish and Vietnamese. Dodge ball, Face book, Myspace social media available in 14 languages, and You Tube etc. from different multiple theoretical and methodological angles,

Our readers and users, students and teachers, always depend on the Libraries for any confusion, for any doubt and for any information on any topic of their choice. Each and every Library is open for any person whether they are business magnet, politicians, educationists, scientists, poor or rich users, old or young people, for students or teachers etc. They all want correct and immediate information at once social networking sites and with its companies. It will be only possible when we take the help of I.T. for the development of existing libraries.

The acquisition of knowledge has, therefore, been the thrust area throughout the World. The economy of present times depends no longer on visible resources and capital goods but on invisible knowledge and information. Therefore, poor nations as well as poor individuals can create wealth through active contacts and use of knowledge and information through Social networking technology and Libraries. Libraries of the 21st century may help to fight poverty and narrow the gap between rich and poor. For the first time in the history of India, poor are getting opportunities to increase their wealth through the creation and use of knowledge. Modern libraries and social networking sites are taking a crucial role in this important movement. We must always be careful about the importance of Libraries and Social networking services and technology for the development of the Country.

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