Eye-Catching Library and Information Services through Facebook in the Virtual World

Anand Y. Kenchakkanavar

Research Scholar
Department of Studies in Library and Information Science
Karnatak University, Dharwad, Karnataka, INDIA
Email:anand.3661@gmail.com

ABSTRACT

The paper presents eye-catching library and information services through Facebook in the virtual world and describes the Facebook functions and features. The purpose of this paper is to libraries should adopt latest technology because Facebook can bring new brightness in library services. Facebook would help achieve in two ways. First one is that users Facebook through communication/interact with the library staff if they required to. Second one is that Facebook can provide participative discussion and it is easiest way for users to provide feedback on all aspects of the library. This paper describes the Facebook should use in library activities and library staff discover this new technology. The paper makes an effort to all libraries implement 'Facebook' provide an attractive, eye-catching library services and save the time of users.

Keywords: Facebook, Library services and Social Networking Sites

Introduction

The World Wide Web (WWW) has to a great extent changed the way people access information and communication with other people. The World Wide Web is the most significant and large service of the internet, and can be observed as one of the most new services of the twenty-first century. The most recent improvements and alterations in internet-based services indicate that the web has scaled new heights in terms of new tools and services, such as providing a collaborative, information sharing and user-centered environment. The global changes particularly the Information and Communication Technologies (ICTs) have made an impact on the functioning of libraries. The developments of ICTs have changed the users' expectation from the libraries in different ways. Library is the heart of the institution and user can get knowledge from 'knowledge centre' and 'library services are heart of library' because library aim is to users' satisfaction.

Social media is communication through the internet that enables social relations. It is an effective approach for people to use in communicating and interacting with each other. Social networking sites are help to students' progress with the present trends in technology and the changing face of the world of communication. Web 1.0 permitted user just to read or view the content of web sites or engage in one-way communication and the Web 2.0 allows the user to read, view, edit and create the contents on Web, and it helps in two-way communication. The feedback of users is the most important characteristic of Web 2.0. This feature represents a clear line among the first and second generations. It is a proposed as the second generation of internet-based services such as social networking sites (SNSs), wikis, blogs, Twitter, LinkedIn, Facebook, YouTube, Flickr etc., are communication tools and highlights online connection and sharing among users. Social network means of communication through the internet that enables social interaction. Social network provides several applications that are relevant to many types of institutions, including libraries. In

particularly SNSs are helps in library services, news, events, functions etc.., it provides useful additional platforms.

The first time social network site was launched in 1997. The name of the site was SixDegrees.com. SixDegrees.com promoted itself as an implement to help user connect through and send messages to others. Whereas SixDegrees.com involved millions of users, it failed to become a sustainable business and, in 2000, the service stopped. Looking back, its founder believes that SixDegrees.com was basically ahead of its time, (Weinreich, 2007).

Social networking sites all have their exceptional functions, but the common objective of a social networking site is to connect people. Even though SNSs primarily emerged around in 1997, Social network site raised to cultural significance as an occurrence in 2003. When Friendster first concerned mass media interest, Less than a decade later, millions of people of all ages crossways the world have joined SNSs (Anderson & Bernoff, 2010). Social networking sites allowing users to access the library resources without leaving. The main benefits of using social networking sites are effectively utilize library services and promotions of libraries (Kenchakkanavar, 2015). According to Kaplan and Haenlein (2010), define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

About Facebook and library

Facebook (www.facebook.com) was developed by Mark Zuckerberg in February 4, 2004, the name occupied from Harvard university students and staff. In September 2006, the Facebook network was wide-ranging beyond educational institutions to any person with a registered email address. Present day Facebook is most popular online destinations with millions of users subscribed. The main objective of Facebook is entertainment. Every registered user has a individual profile, adds friends and sending messages, uploads photos, videos, likes, comments, links, and updates individual profile everything options are available.

Statista.com provides in 2015, Facebook dynamic users had 1.44 billion monthly. In the third quarter of 2012, the number of active Facebook users had surpassed 1 billion. The most popular social networks throughout the worldwide as of March 2015, number of active users as mentioned in following table.

Top 10 Social networks users in worldwide (March 2015)

SI No	Social Networks	Active users in millions
1	Facebook	1415
2	QQ	829
3	WhatsApp	700
4	QZone	629
5	Facebook Messenger	500
6	WeChat	468
7	LinkedIn	347
8	Skype	300
9	Google+	300
10	Instagram	300

The Facebook was the first social network to surpass 1 billion registered accounts. Tenth-ranked microblogging network Twitter had over 288 million monthly active accounts. For now, blogging service Tumblr had more than 230 million active blog users on their site.

Facebook has become the largest social networking sites and more than 900 million users are using Facebook (Carlson, 2011). Library students and users are able to like and share library updates. These will in turn the News Feeds of their Facebook friends, many of whom are extremely like to be their classmates. In this approach, information about library services can purely increase the user population. This occurrence has been described as a type of "electronic word-of-mouth" (eWOM) in the business literature and it is accepted as a potentially critical promotional tool (Chu and Kim, 2011). The importance of Facebook is presenting 'real world' individuality and networks all over a safe, confidentially accessible web environment. Facebook is the most famous now because it is librarian- friendly, with several applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook (Ezeani and Igwesi, 2012). Improvement of library and information services through user involvement is the key feature of Facebook. By using this Facebook, library users can access all types of virtual technical information and disseminate their findings. Users also can use this platform to share academic information in a decreased effort and time.

Review of literature

Scale (2008) explores that the concept of social search and evaluate the performance of Facebook as a social search engine. The paper focuses that Facebook social search engine implication for libraries. The study includes the connection between social networking sites (SNS) and social search. The author provides Facebook as a social search engine; it offers participant observation, personal experience and experiment. Finally the author said that an approach for assessing the quality of information retrieval in social search concerning the traditional information retrieval assessment methods of library and information scientists.

Dickson and Holley (2010) examine the use of major social networking tools in academic libraries in the USA. The author highlights that popularity of the various social networking sites can change. Social networking tools can be effective method of student outreach in academic libraries and if, libraries take care to respect student privacy and to provide equal coverage for all subject areas. Finally author suggests implementing social networking tools in libraries and those sites are a new technology and offering outreach options for academic librarians.

Loving and Ochoa (2011) conduct a case study, the paper presents that library research class at the University of Florida and the study is included the use of the social networking sites and Facebook as an online course management software solution for their research. The paper approaches flexibility, functionality and utility of using and Facebook as an academic communication channel with students. Facebook offers trainers to distribute posting and messaging, discussion lists, live chat and handle many postings and sharing with students.

Ruleman (2012) conducted a survey on use of technology and comparison of students and faculty members. The paper presents technology is allowing libraries to provide new library services and new online resources. The study shows that students and faculties are most using social network is Facebook. 80 percent of students are using for library services for 'Receive, renewal and overdue notices', 49 percent of faculty members are using 'Receive hold pickup notices' and 'Renew library material'. The author concludes that the main purpose of the study was to consider how their use of technology and he influences library services through social networking sites.

Vassilakaki and Garoufallou (2014) describe in their study that Facebook on libraries and librarians. The study adopted selective review of literature, themes and sub-themes identified in the relevant literature, those literatures are considered between 2006 and 2012. The author categorisation as Library use of Facebook, Creating profiles on Facebook, Guidelines for libraries, Librarians personal experience on Facebook, Exploring perspectives and Exploring profile usage. Finally, the author concludes that libraries and librarians adopt a popular social networking site Facebook.

Bhatt and Amit Kumar (2014) the paper explore that the student's opinion regarding use of social networking tools by libraries and users expectation from the library through social networking sites. The author point out in their paper most of the students are support of using the social networking tools and students are expect the services should be given to them by libraries through social networking sites as well. 98.5 percent of students are using 'Facebook'. The author concludes that social networking tools have become one of the major platforms for the world for sharing information with real-time information.

Hamade (2013) investigates perception and use of social networking sites. The paper shows that most popular using social networking sites are 89 per cent of Twitter and 62 per cent of Facebook among university students. Finally, author concludes that using social networking sites are most important for marketing library services and fulfilling user's needs.

Mahajan et al (2013) conduct a comparative study on use of social networking sites among the research scholar of two universities in India. The study conducted in two universities and data collects from Panjab University around 500 research scholars and Kurakshetra University has around 450 research scholars. The author find out in their study that the majority of the research scholars (both university) are aware of the social networking sites and Facebook is the most usually using social network site in both university. The majority of the 54 per cent of respondents are satisfied from the use of social networking sites from both the universities.

Baro et al (2014) present in their paper on awareness of web 2.0 tools and the study conducted study on university librarians. In the study author find out that Africa librarians are mostly familiar with Web 2.0 tools such as Facebook Twitter, blogs, instant messaging and wikis. The author shows that in their paper the university librarians in Africa are most frequently used Web 2.0 tools. The study exposed that the main purpose of using social network tools for announcing library related news/events, online reference services, training resources, blogging, image and video sharing with users.

Singh and Singh Gill (2015) evaluate the study on role and users approach to social networking sites and the main purpose of this paper is awareness and extent of the use of social networks. The author point out in their study most using popular social networking site is Facebook and the main purpose of using social network for entertainment and communication. The survey shows that majority of respondent are aware of security aspects of social networks.

Major Features of Facebook

Facebook provides there are many features those are as follows.

a) Facebook offers 'Friend finder', it permits searching people by entering their names.
b) Facebook provided friends names names in the alphabetical order wise and this page shows friends sharing information, their profile content, academic backgrounds details present locations etc.
c) Facebook provided live chatting, messages and Inbox options.
d) Facebook given 'Like Page', 'Groups' it provides users can join their network and sharing their own ideas and experiences.

e) Facebook offers to users 'News Feed' options, this social network show up the information that contains profile changing photos, upcoming events, and birthdays, with other friend's updates.

f) Facebook included "Notifications' options it provides important events/information sharing and status updating etc. are shows in Facebook 'Notification'.

Functions of Facebook in libraries

There are many functions are available in the Facebook through library services. Facebook is a most useful technique to implicating library services. Their major functions include as follows:

a) Facebook is freely reachable to the library users

b) Facebook point out the library users to use of library resources.

c) Facebook provides staff/students can ask the availability of library materials from anywhere in the world.

d) Facebook includes, users can discuss any queries with library staff members and live chatting options are also available.

e) Facebook offers to enlarge the education and Knowledge opportunity.

f) Facebook through library staff can share library related photos, videos and printed information on status bar. It is very helpful to the users for getting new information without difficulty.

g) Facebook useful for existing library users and it is a focus new student and staff members to visit library and to use services.

Types of library services through Facebook

Today we are living in virtual world. In the twenty first century Library and information science professionals essentially to use Facebook and this new technology presents outreach technical opportunities for librarians. The most important benefits of using Facebook are successfully utilized in library services and promotions of libraries. There are many library services and information services available in the Facebook application. Their major services include as follows:

1. Facebook through library staff can provide the arrivals of new books.
2. Students or staff members can recommendation new books to library.
3. Students or staff members can ask overdue charges, due date of book, reservation of books etc.
4. Library staff can update the latest name of the journal and volumes, issues.
5. We can provide and share the news paper cuttings academic related and current awareness services to the user.
6. Librarian can distribute library list of holidays.
7. Librarians can provide library working hour.
8. Facebook through library staff can provide 'Help Desk' and 'Ask a librarian'.
9. Students or staff members can ask any queries through text messaging.
10. Librarian can provide to users for library facilities and availability of book, journals news paper, periodicals etc.
11. Facebook through library staff can adopt a Frequently Asked Questions (FAQ) to solving user problem.
12. Librarian can share useful link for example free books websites, open access journals links etc it helpful the users because they can get without trouble.
13. Facebook through library staff conduct online quizzes. It useful to the users because this method increases the user's general knowledge and it helps in their study.
14. Librarians can provide reference services through Facebook.

15. Facebook allows users to feedback and suggestions to changing/improvement of library and services.
16. Facebook provided 24/7 services users can send messages any time to the library.
17. Facebbok offers users to get useful links to online resources, knowledge portals and digital repositories etc.
18. Facebook through librarians can share conference, workshop, and seminar information to the users.
19. Librarians can share and upload special teaching/conference/seminar useful videos to the students and staff members.
20. Facebook through librarians can share photos of library infrastructure and facilities of library it is useful to attract the library users and also outside users.
21. Above point out services are broad observations of Facebook through possible providing library services and information services, Facebook highlights difference between in the offline services and online services. Facebook provides quality library services in the virtual world.

Conclusion

Social networking sites can be used as dynamic service and librarians take an active responsibility in developing policies to manage. This paper examined eye-catching library services and information services through Facebook in the virtual world and explains with functions and features of the Facebook. Facebook presents librarians and library staff with a prime opportunity to engage library users. Finally, every library should adopt Facebook application because Facebook can bring new brightness in library services. The paper makes an effort to every libraries implement 'Facebook' and provide an attractive and eye-catching library services to the users and save the time of users.

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