Adoption and Impact of Library Functionalities in Management Perspective

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ABSTRACT
Libraries all over the world are undergoing fundamental paradigm shifts in the way they see their users & in how they offer their services. The thrust is on exploiting the internet & in particular web2.0 applications, to engage users not only in developing new library services but also building a community. Web2.0 applications, namely those that support information push/ pull, retrieval & exchange have been adopted in library management. The ways in which individual web2.0 application have been used are also detailed.

Keywords: libraries, blog, rss, instant messaging, social networking, world wide web

I.   INTRODUCTION

Web 2.0 is described by Wikipedia as referring to "a second generation of services available on the Web that lets people collaborate and share information online" [1]. Web 2.0 is essentially about creating richer user experiences through providing interactive tools and services. Web sites which utilise aspects of Web 2.0 are often personalisable, dynamically driven, and rich in community tools and sharing functions. The data from underlying systems, such as a Library Management System, can be exposed and shared, usually using XML. Web 2.0 developments are underpinned by open source software and open standards – and they often use widely available components such as RSS, blogging tools and social bookmarking services.

Recently, the term Library 2.0 has also come to prominence [2]. Library 2.0 follows the principles of Web 2.0, in that it promotes the evaluation and adoption of software and tools which were originally created outside of the Library environment. These are over-layed on traditional library services – such as the Library OPAC – in order to create a more dynamic, interactive and personalisable user experience.

The applications of ICT technologies have broadened the walls of the libraries. The resources of the libraries have changed from physical to virtual objects, from card catalogue to online public access catalogues (OPACs), and cooperative cataloguing to social cataloguing with an ability to comment, review and re-use with the application of web 2.0 tools . These tools have enabled a collaborative process where patrons can catalogue the resources they use and can share that information by inviting others to view, comment, rate and give feedback. Web 2.0 plays key roles in dispensation of information, knowledge and communication services in university libraries.

II.   WHAT IS WEB 2.0

Web 2.0 has been described in different ways. Some perceive it as a community- driven communication system rather than technology driven, other perceive it as a second generation of web based tools and service. refer the term Web2.0 to the development of online services that encourage collaboration, communication and information sharing which represents a shift from the passive experience of static "read only" web pages to the participatory experience of dynamic and interactive web pages. In other words, Web2.0 reflects changes in how we use the web rather than describing any technical or structural change. Interactivity and collaboration in creation and dissemination of content are key characteristic of this technology that is everybody is a sender and receiver of information at a time. Web2.0 as opposed to ready-only web technology in the first generation of the web, is not so much defined by speed or infrastructure, but how content is created, distributed, and disseminated, and how people interact with that content and each other through a whole new generation of Web platforms and tools.

III.   LIBRARY 2.0

Library 2.0 is the product of application of web 2.0 tools in libraries. Library 2.0 was first coined by Michael Casey in his blog Library Crunch . Casey predicted a transformation of librarian's role and library services that the shift would result in taking the traditional library to the next level of course the virtual library.

According to the use of Web2.0 tools in library activities is known as Library 2.0. Library 2.0 is a new way of thinking about libraries first and fore most, it follow what call underlying golden rule that is dynamically interacting with and listen to users to create more user-centered services both physical and technology related and second the willingness to enhance library services through user collaborations. says Library 2.0 isn't solely about technology but it is the services that matters. They added that "Library 2.0 simply means making the library's space (virtual and physical) more interactive, collaborative, and driven by community needs." Development of the library and information services through user participation is the key feature of library 2.0 where constant updates and evaluation of library services are ensured to better serve the needs, demands, desires and wisdom of user communities.

IV.   WEB 2.0 APPLICATIONS

Blog (Web Log) is a major application of Web 2.0 era. The blogs are new forms of publication (Maness, 2006). Blogging is an easy process of publishing the ideas on the web and to get the comments from other users of web. This is a one-click process of publishing posts. Blogs are a relatively recent Internet phenomenon dating from the late 1990s (Clyde, 2004). Hane (2001) says that Blogs are a natural for librarians. Libraries all over the world are using blogs for the easy dissemination of information to the targeted users. Blogs are the fastest growing medium of information over World Wide Web. Most of the time, blogs are created as single-person effort but some blogs are created and published as cooperative or group projects (Clyde, 2004). Most of libraries are maintaining their blogs by collaborative efforts.

RSS is another Web 2.0 application which helps users to bring the updates and feeds from other websites. It is a very simple tool to bring the latest stories, updates from news groups, magazines, journals and blogs. In a recent study of Australian University Libraries, RSS was found the most widely applied technology (Linh, 2008). It creates a feed from a site that readers can then add into an aggregator to create one point of access for many sources (Davison-Turley, 2005).

Instant Messaging (IM) is also a very useful tool which may help library professionals to provide library services. Maness (2006) claimed that Instant Messaging was initially Web 1.0 application because it often requires the downloading of software but now a day IM can be categorized in Web 2.0 applications because IM is available through browsers from most of service providers (AOL, Meebo, MSN, Google Talk, etc). IM is vastly being used for online reference services in libraries. Ask a librarian service is provided by instant messengers all over the world. A study of top 100 university libraries shows that IM features have extensively been used in libraries to provide quick online reference services using IM technology (Harinarayana, 2010).

Currie (2010) states that libraries can provide online reference services by employing staff at public desks during nights and weekends when the library is closed for other services.

Wikis are another example of collaborative creative work. Multiple users from all over the world can build a knowledge base by using this application. Wikipedia is a great example of this kind of collaborative work. A library wiki as a service can enable social interaction among ibrarians and patrons, essentially moving the study group room online (Maness, 2006). Wikis can be used to create help files, tutorials with the help of users in libraries. Wikis are the mix of many other technologies like messaging, blogging, streaming media, and tagging (Maness, 2006).

Flickr, an online image sharing application is being used to share images within communities and is a very good source of sharing different events with the help of images and image sets. It allows users to upload, share and tag images by keywords. These tags are very useful for retrieving relevant images (Angus, Thelwall & Stuart, 2008).

Social Networking Sites (SNS), The most commonly social networking site used by national libraries is Facebook. Some of the national libraries are also using other websites for social networking services such as MySpace, Linkedin, Draugiem, etc. These websites offer informal or alternative way of communication with friends, family or users, who are spread all over the world. Social networking sites "offer a free and easy way to create personal web pages and fill them with content such as blogs, digital photographs, favorite music, short video and much more" (Barsky & Purdon, 2006).

Social Bookmarking/ Tagging, Social Bookmarking tools are excellent resource discovery tools; when searching for a particular subject, users may see that other users tagged a particular web page and other sites under similar tags. This allows users to see the collective list of resources from all the users who share the same research apparent; these tools are web-based and searchable. And they facilitate the development of communities of interest and expertise (Barsky & Purdon, 2006). This tool has great potentials although only small numbers of the national libraries (39%) have adopted it.

Use of Podcast/ Vodcast, A podcast is an audio file and a vodcast is a video file. It provides an excellent way to deliver information to users about different events and activity. Among the 28 national libraries that have used Web 2.0 applications, only 10(35%) national libraries have podcast/ vodcast on their website. National Libraries are showing audio/video clips which mainly pertain to music, interviews, speeches, tutorials and past events held in the library.

In short, the use of Web 2.0 applications in the libraries is increasing day by day due to many factors. The rate of adoption of Web 2.0 applications is very high because these are easy to use and intuitive, and enable the direct and immediate online publication and distribution of user content (Schneckenberg, 2009).

V.   TOOLS IN LIBRARIES?

These tools have penetrated all facets of communications including business, social, scholarly, health and many more. Libraries need a communication strategy which is cost effective and convenient both to users and service providers. capitalize the importance of integrating web 2.0 systems into mainstream library and information services as it support, promote and extend information services to patrons or user community. In the modern knowledge and learning environments, university libraries have to be technology-reliant and compliant. According to Makori, the development of web 2.0 services in university libraries in Africa has been very slow. This situation can be supported by the fact that internet users and penetration are 6.2% and 13.5% respectively. Internet use and penetration have a direct relationship with the adoption of web 2.0. Although the speed of adoption may not be the same as the developed world, Africa is taking up changes in its own pace. The in its document on guidelines for using web2.0 in library argue that Web2.0 tools can be used to promote services, share information, engage with users and network with colleagues, on a global scale. In this perspective, librarians and information professionals could not be left behind in utilizing the power of the web in communication. says that web 2.0 can be used for serving the users in a better way and attracting the potential users towards the Library. Miller further cautions that if the libraries don't use the tools in their services, they are likely to be ignored by users.

VI.   PRIORITIZING USER NEEDS

The uses of web 2.0 in library are there to respond to the kind of services that young generation would want to have. University libraries have adopted the use of web2.0 to respond to the needs and demands of the patrons . It is therefore obvious the application of web 2.0 tool in libraries is demand driven and not technology driven as some scholars think. view the needs of today's users that require application of new kinds of interface around their demands and engaging them with their relevant information. stresses consideration of the needs, wants, and ideas and actively implementing them. It is about thinking about their experiences and design library services for them (not us). suggest involvement of the community in designing web 2.0 services, this means a user needs analysis has to be conducted to establish the actual needs by seeking their input and assistance before integrating web2.0 tools to your library service.

In this era, librarians are supposed to listen more, trust more, and be willing to relinquish some control to allow users of all ages and backgrounds to have the best library experience possible.

VII.   BENEFITS OF WEB 2.0

- Among benefits of Web2.0 according to include reaching a vast audience in virtual sphere than would be possible at a physical location.
- Developing services in the sense that integrating Web2.0 services enables one to deliver services more efficiently in an online environment, for example this can be done using discussion groups on a blog or wiki and providing service updates or marketing event using twitter or YouTube.
- Raising awareness and promotion, Web2.0 tools can be updated quickly and published instantly. In this scenario, there is no need to consult IT personnel to upload content. For example, by using blogs or micro-blogs, librarians can go straight to the users with news and up to date information related to new services, materials or services development.
- Professional development; Librarians use the internet to communicate, share ideas and offer support for a long time through use of web2.0 tools which present opportunity for large scale professional collaboration and cooperation. Argue that Web 2.0 is proving to be engines of change for academic libraries by helping library professionals to organize their materials, enhance services towards the users and internal functions.

VIII. CONCLUSION

In today's digital environment when user's expectation is increasing day by day, Web 2.0 application on websites is considered as a hallmark of good quality of a library website. Importance of user participation is recognized by information community at global level. Librarians are also recognizing the need to engage users in day to day activity of library to provide user centric services as well as to satisfy their patrons. They feel that user participation could easily achieve by adoption of Web 2.0 technologies in library management.

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