

IMPLICATION OF WEB 2.0 TECHNOLOGIES FOR LIBRARIES

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Abstract: Library 2.0 proposes to bring revolutionary changes in libraries that are bound to bring about conceptual, cultural and physical change in libraries to keep pace with the changes in communities and their information seeking behavior. Applications of Web 2.0 technologies in libraries will result in a meaningful and substantive change in libraries, its collection, services and methods of delivery of services. The libraries collection will change, becoming more interactive and fully accessible. The library's services will change, focusing more on the facilitation of information transfer and information literacy rather than providing controlled access to it. The implications of these revolutionary technologies are enormous and are discussed in the paper.

The paper will be divided in three parts basically. The first part will contain the Introduction Web 2.0, what is web 2.0, Definition, characteristics of web 2.0, Features of Web Benefits of web 2.0. The third part will be containing the conclusion.

Keyword: Web 2.0, Blog, Wiki, Social network, RSS,

1.0 Introduction: The Information Services are operating in an era of continuously changing environment technology and social changes are presenting new opportunities, challenges and issues for libraries and information service. "Web 2.0" describes the changing trends in the use of World Wide Web technology and Web design that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the Web. Web 2.0 concepts have led to the development and evolution of web culture communities and hosted services, such as social networking sites, video sharing sites, wikis, blogs, and folksonomies. With evolution in internet and communication technology, Web 2.0 evolved into a dynamic, interactive and collaborative platform that facilitates exchange of information and knowledge amongst users. These features facilitate integration of people and the Web, and thus is the backbone of the Web 2.0. In Web 1.0 environment, users read what others wrote. However, now web 2.0 facilitates users to express their views and publish them online through services like blogs and wikis.

2.0 What Is Web 2.0: Web 2.0 is the term used to describe a variety of web sites and applications that allow anyone to create and share online information or material they have created. A key element of the technology is that it allows people to create, share, collaborate & communicate. Web 2.0 differs from other types of websites as it does not require any web design or publishing skills to participate, making it easy for people to create and publish or communicate their work to the world.

The nature of this technology makes it as easy and popular way to communicate information to either a select group of people or to a much wider audience. The University can make use of these tools to communicate and interact with students and research colleagues.

3.0 Definition:

Downes (2005), a Canadian researcher, believes that the emergence of web 2.0 is a social revolution rather than the technological revolution.

Web 2.0 refers to a group of technologies such as: blogs, wikis, podcasts, RSS feeds etc. where everyone is able to add and edit the content, creating a socially networked web environment (Anderson 2007).

Oberhelman (2007) notes that “web 2.0 refers generally to web tools that, rather than serve as a forum for authorities to impart information to a passive receptive audience, actually invite site visitors to comment, collaborate and edit information, creating a more distributed form of authority in which the boundaries between site creator and visitor are blurred.

4.0 Characteristics of Web 2.0 :

The following are important characteristic of web 2.0 :

1. Web 2.0 permits the building of virtual applications, drawing data and functionality from a number of appropriate sources.
2. Web 2.0 is participative. The traditional web has tended to be somewhat one sided with a flow of content from provider to. Viewer, it allows that user to actively participate online by means of blogging, sharing file of equivalent.
3. User can own the data on a Web 2.0 site and exercise control over that data.
4. Web 2.0 is smart application which will be able to capture user’s knowledge and deliver services to satisfy their needs.
5. Web 2.0 is built upon trust, whether that is trust placed in individuals, in assertions or in the users and reuse of data.

5.0 Features Of Web 2.0 :

Web 2.0 websites typically include some of the following features/techniques that Andrew McAfee used the acronym SLATES to refer to them:

5.1 Search: The simplicity of finding information through keywords search which makes the stage valuable.

5.2 Links: guides to important pieces of information. The best pages are the most frequently linked to.

5.3 Authoring: The ability to create always updating content over a platform that is shift from being the creation of a few to being the always updated, interlinked work. In wikis, the content is iterative in the sense that the people undo and redo each other’s work. In blogs, content is cumulative in that posts and comments of individuals are accumulated over time.

5.4 Tags: categorization of content by creating tags that are simple, one – word descriptions to facilitate searching and avoid rigid, pre- made categories.

5.5 Extension: automation of some of the work and pattern matching by using algorithms e.g. amazon.com recommendations.

5.6 Signals: the use of RSS (Really Simple Syndication) technology to inform users with any changes of the content by sending e-mails to them.”

6.0 Some Relevant Tools For Libraries :

6.1 WIKIS: Wikis can essentially be equated to open web-pages, where anyone registered with it can publish on to it, do to it, amend it and change it. As in case of blogs, Wikis do not have reliability as traditional resources. In spite of this, their value as information resource cannot be undermined. Libraries can use wiki as a communication tool to enable social interaction among librarians and patrons. Users can share information, ask and answer questions, and librarians can.

do the same within a wiki. Moreover, a record of these transactions can be archived for perpetuity. Transcripts of such question- answer session would serve as a resource for the library to provide as reference. Furthermore, wikis (as well as blogs) will ultimately evolve into a multi-media environment, where both synchronous and asynchronous audio and video collaboration will take place.

6.2 Blogs: Technologically, blogs are easier to use, platform-independent, and accessible online over the Internet. Broadly, blogs can be said to be online dairies, however, thousands of blogs are maintained by experts in different subject areas who are willing to share their knowledge, understanding and opinions with other people. Michael Casey, who coined the term “Library 2.0”, for example maintains a blogs called Library Crunch on Library 2.0. The most obvious application of blogs for libraries is to use it as a tool for promotion, publicity and for outreach services. Libraries can disseminate information to their users make announcements for its new resources and events through its blogs. Blogs can be used to initiate debates and interaction amongst users and staff. Moreover, library staff and user can be encouraged to use library blogs to get to know each other and interact at personal level.

6.3 Podcasting: The word “podcasting” is derived from two words, namely “broadcasting” and “iPod” (popular MP3 player from Apple Computer). Podcasting is defined as “Process of capturing audio digital-media files that can be distributed over the Internet using RSS feeds for

playing- back on portable media players as well as computers. Users can subscribe to such feeds and automatically download these files directly into an audio management program on their PCs. When a user synchronizes their listened to at the time and location most convenient for the user (Wikipedia, 2008). A podcast is distinguished from other digital media formats by its ability to be syndicated, subscribed to, and downloaded automatically when new content is added, using an aggregator or feed reader capable of reading feed formats such as RSS or Atom. Several libraries use podcasts to support library orientations programmers. Taking advantage of podcasting and other consumer technologies (e.g., PDAs, iPods and other MP3

Players) as a deliver media of Library’s content and services is a great leap forwards for library profession.

6.4 Vodcasting:

The “VOD” in Vodcasting stands for “ video – on – demand”; It is identical to podcasting. While podcasting is used for delivering audio files, Vodcasting is used for delivering video content. Like podcast content, vodcasts content can be played either on a laptop or on personal media assistant (PMA).

Short message service (SMS) is a mechanism of delivery of short messages over the mobile networks. The SMS enquiry services is a library allows patrons to use their mobile phones to SMS their inquiries to the library. The reference staff deployed to attend to such queries can respond immediately with answers or with links to more in-depth answers.

6.5 RSS feeds: RSS feeds and other related technologies provide user a way to syndicate and

Republish content on the web. User can republish their content from their sites or blogs aggregate content on other sites in a single place and ostensibly distill the web for their personal use. Libraries are creating RSS feeds for users to subscribe to including updates on new content in subject database. They are also republishing content on their sites.

6.6 Social network: Social networking allows an individual to create a profile for themselves on the service and share that profile with other users with similar interests to create a social network. Users can choose to have public profiles which can be viewed by anyone or private profile which can only be viewed by people that the users allow. Users can usually post photographs, music and videos on their site. Popular social network services include Facebook www.facebook.com and My Space www.myspace.com.

7.0 BENEFITS OF WEB 2.0:

There are following benefits is by web 2.0 to libraries: -

- The global nature of web based service means that libraries can reach a vast audience, serving more people in the virtual sphere than would be possible at a physical location.

- Static Web Pages are useful for presenting information about your service but don't allow for the interaction of users. The combination of Web 2.0 service, however, could enable you to deliver parts of your service online.
- You could try hosting book discussion groups using a blogs or wiki and providing service updates or marketing events using Twitter. Some libraries have produced promotional videos for You tube, which are inexpensive to make and could appeal to difficult to reach groups.
- Librarians have been using the internet to converse, Share ideas and offer support for a long time. mainly by using the email network. the start of web 2.0 technologies presents new opportunities for large scale professional collaboration and cooperation.

8.0 Conclusion:

Web 2.0 technologies have been adopted by the group of libraries to recalibrate the processes and the paradigms of the library and information services. Web 2.0 concepts have led to the development and evolution of web culture communities and hosted services, such as social networking sites, video sharing sites, wikis, blogs and existing services available in new and interesting ways. Implementation of some of these tools and techniques are likely to improve reputation and standing of libraries in the community.

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