

PROCEEDINGS AND PAPERS

(Peer Reviewed Post Seminar Publication)

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(Peer Reviewed)

Volume No. 55

Social Networking and Libraries



IASLIC 27TH National Seminar 2016

Indian Association of Special Libraries & Information Centres

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Social Networking and Libraries

SPECIAL INTEREST GROUP

- SIG 01 :** Social Sciences Information
Customer Satisfaction Management in Library
and Information Services
- SIG 02 :** Computer Applications in LIS
Mobile Technology in Libraries

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IASLIC 27th National Seminar 2016

held at Pt. Ravisankar Shukla University, Raipur
during December 22 - 24, 2016



INDIAN ASSOCIATION OF SPECIAL LIBRARIES AND INFORMATION CENTRES
(IASLIC)

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2016

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December 22-24, 2016

Pt. Ravisankar Shukla University, Raipur, Chhattisgarh

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Presidential Address - 2016

Dr Barun Mukherji

President, IASLIC

Respectable dignitaries present on the dais, dear fellow delegates, ladies and gentlemen.

It's a pleasure to assemble here today on the occasion of IASLIC 27th National Seminar 2016 at Raipur, Chhatisgarh.

IASLIC (Indian Association of Special Libraries and Information Centres) has scheduled its 27th National Seminar 2016 to be held at Pt. Sundarlal Sharma Library and School of Studies in Library and Information Science, Pt Ravishankar Shukla University, Raipur, Chhattisgarh, during December 22-24, 2016.

I feel honoured and happy indeed, along with all my fellow delegates, to see the Hon'ble Vice Chancellor of Pt. Rabishankar Shukla University – Dr. Shiv Kumar Pandey and other distinguished educationists are sharing the dais to encourage and patronize the ongoing IASLIC national seminar. During my tenure as President of IASLIC, I have always seen such encouraging feature of glorious presence of the Hon'ble Vice Chancellor of the respective host Universities where the previous IASLIC sessions were held. I think, this is an ideal academic situation where the students, faculty members and the administration headed by the Hon'ble Vice Chancellor meet together to discuss some common important national or local issues. I have seen it in the past at the University of Kashmir (J & K), the Guwahati University (Assam) or the University, (Gujarat) in course of the IASLIC sessions held there. I reiterate that such ideal situation can only lead us to many academic success of the country that we are looking for in the forthcoming days. I once more thank you – our Hon'ble Vice Chancellor.

Incidentally, it may be mentioned with pride and pleasure indeed, that IASLIC since long has earned a reputation in organizing many important national seminars. Their success is not only for judiciously selecting burning professional issues as the updated themes, but also for overwhelming active participation of its members from different parts of the country. The papers they are used to present are generally serious, as well as having necessary depth in handling the contents. I extend my hearty congratulations to my learned colleagues.

We may now turn to the main theme of the IASLIC 27th National Seminar 2016 – which is titled as – “Social Networking and Libraries”. I learn that a considerable number of papers are submitted for discussion. We hope that the outcomes of deliberations can help formulating a proper guideline in ushering tomorrow's Knowledge Society in India.

As you all know, with the emergence of web technology and social networking, the scope of interaction with peers towards collaborative work and research has gained tremendous popularity. Social networking has proved its capability of searching, browsing and sharing of information among the friends in web world speedily.

In the knowledge society in addition to technical skills and access to information technologies, it is becoming increasingly important for people to have diversified and supportive social connections. It is the way the 21st century communicates now. The term social networking refers to a process of relationship building among a group of people who have a common interest. Also social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision. Although social networking is possible in person, especially in the workplace, universities and high schools, it is most popular online. The internet is filled with millions of individuals who are looking to meet other people, to gather and share first hand information and experiences about golfing, gardening, aesthetics and cosmetic surgery, developing friendships or professional alliances, finding employment, business - to - business marketing etc. It allows users to share ideas, activities, events and interests within the individual networks.

For convenience of discussion the following facets of the main theme are identified:

1. Concept of Social Media
 - (a) Evolution, classification and characteristics of social media.
 - (b) Areas of application of social media, uses and misuses of social media.
 - (c) Tools for managing social media activities.

(d) Functionality and virality of social media.

2. Opportunities and challenges of using social media in library and information services (LIS).

We may quote some expert opinions for clarifying the aforesaid facets.

Ø “Social Media are primarily Internet-based tools for sharing and discussing information among human beings.”

Ø “An umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures.”

Ø “The best way to define Social Media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so Social Media would be a social instrument of communication.

Ø “As you all know, this would be a website that doesn’t just give us information, but interacts with us while giving us that information.

Ø “We may think of regular media as a one-way street where we can read a newspaper or listen to a report on television, but we have very limited ability to give our thoughts on the matter.

Ø “social Media, on the other hand, is a two-way street that gives us the ability to communicate too.”

In fact, it will enable us to:

- Get an understanding of social media tools and their application in library services;
- Get an idea of library services offered using suitable social media tools with suitable examples and actual case studies;
- Get an idea about a possible plan of action for using social media in libraries.

When we attempt to get our libraries or organizations to have social media presence, we should have a clear understanding about the pros and cons, use and misuse, merits and demerits of these tools. Further, we should be aware of the requirements, responsibilities and commitment needed for implementing social media in libraries.

In the literature, Facebook, Twitter, Drupal, MySpace, Library Thing, You Tube and so on, are some of the tools extensively used by libraries. Having knowledge of how to use these tools to design and build our library website, OPAC, provide reference services, alert services and for interacting with users in a more effective, and elegant way is the need of the hour for Librarians.

The social media revolution is changing the way individuals and organizations interact, and libraries are not immune to this. In the late 90’s and early 2000’s, the Internet was a monolithic passive medium. It was more a medium to provide content and not for interaction. With the introduction of tools for user to comment, engage, share and enhance the content on the Internet, it became dynamic and interactive. So, we can understand the social media in simplest form as ‘a web-based medium through which people can share content, personal opinion, spread news, swap perspectives and generally communicate with other people’. Libraries have historically been places to receive information, create an environment to disseminate the information; but they had a limited role in contributing information. With social media, new information is getting added to the web every second, and as information scientists, librarians should be a part of this information flow for organizing, disseminating, archiving, evaluating and systematizing for better world.

Use of Social Media in Libraries

Social media is called “social” for a reason. It enables information exchange and it gives an individual or customers/users of an organization such as a library direct access to peer group. Social media can take many different forms, including Internet forums, weblogs, social blogs, micro blogging, wikis, podcast, pictures, video, rating and social book marking.

A caution about misuse.

Social Media can always be a social instrument of communication. We expect the information should always be correct and updated.

But we should always be cautious about its misuses. Facebook is indeed very popular and beneficial. But its misuse can very often lead to many personal or social disasters.

Before I conclude, I must congratulate and thank all my fellow delegates who have come from various distant corners of the country to make this IASLIC 27th National Seminar 2016 a grand success. We

are on the turning point in the field of our LIS sector. I hope, all of you will be the witness to the great event that is going to take place at Raipur from now onwards.

I once more welcome you to this great event and invite you to come again – come again - come again.

With “Namaskar” and regards to you all, Jai Hind.

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General Secretary's Address

Prof. Pijushkanti Panigrahi

General Secretary, IASLIC

Honourable Respected President, Dr Barun Mukherji, the Chief Guest Hon'ble Vice-chancellor of Pt. Ravishankar University, Raipur Dr. Shiv Kumar Pandey, the Guest of Honour Dr. Naresh Dadhichi, Former Director IUCAA, Director of the thematic session Prof. A K Verma, Former Head, School of Studies in Library and Information Science, Rappoteur General Dr. Aditya Tripathi, Head, Department of Library and Information Science, Banaras Hindu University, Varanasi. Dr Suparno Sengupta, Organising Secretary, Prof Maya Verma, Joint Organising Secretary, GB members and all members of our IASLIC – rather IASLIC family, Delegates, students, research scholars, press and media, ladies and gentlemen, an auspicious occasion indeed it is, for, this is the first time IASLIC conference is being held in the state of Chattisgarh. IASLIC extends its heartfelt thanks to the Honorable Vice Chancellor of Pt Ravisankar University for hosting this 27th National Seminar of IASLIC. On behalf of IASLIC and on my personal behalf, I express my utter thankfulness to the galaxy of high dignitaries on the dais, distinguished guests, my professional seniors, colleagues and my beloved students for gracing this conference with their graceful presence.

I take this opportunity to bring IASLIC to your mindset to apprise you with its growth, development and functioning for the cause of library and information science and services in our country. Many of you already know that IASLIC was established in 3rd September 1955. During its last 60 years of journey, it has made a remarkable contribution to improve professional competencies and to foster coordination in the field of special librarianship in India. But being an active national level association, IASLIC has been forced to go beyond its purview of special librarianship alone. It has to extend its activities in all sections of library spheres today. It has introduced therefore Public Library Section, Academic Library Section, Corporate Library Section, Government Library Section in addition to its usual divisions like Education Division, Study Circle Division, Publication Division, Serials Division, Information Service Division, and SIG Division. These divisional activities of the IASLIC are in full swing. Its education division is effectively looking after LIS education, research and training. Its SIG division is active always in inviting papers and organizing SIG sessions during the conferences and seminars. The study circle division is actively organizing monthly study circles. The serial division has been publishing IASLIC Newsletter, IASLIC Bulletin, Conference and Seminar proceedings, devising ways and means to publish other serial publications from time to time. Its publication division has been in the task of publishing new books and popular editions. IASLIC has a good library with a sizeable stock of books and journals on LIS fields to help the professionals, students, research scholars to update their knowledge. It is the most active, sensitized and vibrant professional society in the country. It is deeply occupied with the well being of the library and information science and services to aid, assist and support the administrators, planners, decision makers, academicians, scientists, technologists, corporate directors and all sectors of the economy. Till 2015, 26 seminars and 30 conferences had taken place at different research / academic institutions in various parts of the country.

The chosen theme for deliberation in this IASLIC 27th National Seminar 2016 is Social Networking and Libraries and two SIG (Special Interest Group) sessions on 1) Customer Satisfaction Management in Library and Information Centres and 2) Mobile Technology in Library.

Keeping in view the popularity of social networking among people of different age group to share information, to chat, to bring out news, etc. IASLIC considered it plausible to have an in depth discussion on social networking and its use in libraries. In this digital friendly age, social network sites act as a platform for people to remain up-to-date about their desires and to keep in touch with peers in the same profession across the globe. Different blogs pertaining to LIS are operative at present. People interact in different blog-posts in order to derive professional information in an informal friendly way. The professional blogs used to provide seminar and workshop alerts, ads of job vacancies, news regarding training courses; or simply sharing problems related to professional field and receiving different opinions and solutions from different people, framing decisions and so on. Like, share and comment options in Face book, also help in the process of online interactions.

After careful reviewing of papers and cancellation, 29 papers are selected for oral presentation, (of which 14 are on the main theme – Social Networking and Libraries, 8 papers are on SIG 1: Customer Satisfaction Management in Library and Information Centres and 7 papers are on SIG2: Mobile Technology in Libraries and only one paper are selected for poster presentation.

Needless to emphasize in this assemblage that quality of LIS education is prerequisite for ensuring quality library and information services. This association has been relentlessly striving for the LIS education imparting in the universities /institutions of advanced learning and others. LIS education in

the country, as we all know started in 1911 in the state - Erstwhile Boroda. Since then it has been passing through different phases till today. Different levels of courses leading to the Ph.D. degrees are there. The UGC has prescribed common syllabi for the LIS courses. But all the universities are not unanimously following the uniform and common syllabus nor the same programs. The UGC have issued, to this regard, gazette notification on 5th July 2014 instructing the universities to abide by UGC's mandatory norms, standards, nomenclatures, entry level eligibility qualifications etc. But unfortunately three universities in the country namely Guru Ghasidas University, Annamalai University and University of Calcutta started conducting 5- year integrated MLIS course deviating from what UGC prescribed. While a Bachelor degree is a minimum eligible qualification, according to UGC's gazette notification, for entering into B.Lib.Sc/ B.Lib I Sc and for M.Lib Sc /M Lib I Sc, B Lib. Sc/B.Lib I Sc is the eligible qualification, above mentioned three universities arbitrarily made H.S. /+2 Pass as the eligible qualification for entering into an integrated MLIS course. IASLIC has been striving fast to do away with this anomaly in the LIS education keeping in view that the libraries in the new economy are to play a strategic role in transforming the society from its archaic state to a knowledge based society.

You would agree that in a fast changing economy and in the context of proliferation of different subjects, ideations, innovations, thoughts, concepts, etc. it is hardly possible for a H.S. / +2 pass individual to carry on and discharge professional responsibilities compatible to the needs of the day just with the attainment of knowledge in LIS subjects at one's credit. IASLIC being the national professional society for the healthy growth of LIS education and professionals it could not remain as a silent spectator to this unusual and unwarranted situation. It has been representing to the aforesaid three university authorities once again to this regard. It also organized a one-day National Convention on LIS education in collaboration with JNU Central Library at New Delhi on 31st July 2015. A good number of LIS educators, teachers and professionals from different parts of the country participated and expressed their vehement opposition against this 5 year integrated MLIS course. The association also made a deputation to the UGC secretary on 3rd August, 2015 and submitted the resolutions adopted in the convention. The UGC Secretary expressed his support to the views of the convention and to do the needful in the matter. It assured to stop the continuation of the unspecified course and to appoint CDC (Curriculum Development Committee) shortly. It however issued its mandatory instructions on 11th September, 2015 reemphasizing the universities to strictly adhere to follow the UGC's gazette notification dated 5th July 2014.

Respected participants and delegates I, on behalf of IASLIC, broach these facts to your knowledge with an earnest request to rise up to the situation and to protest against these anomalies in LIS education in whatever capacity you may be in your state.

A wide spectrum of Library Professionals including the teachers of Library Science deliberated on the subject, '**Role of Libraries in the Education Policy**' in a Convention on New Education Policy held at Indira Gandhi National Centre for the Arts (IGNCA), New Delhi on 9th May, 2016. The Convention was jointly organized by the Indian Association of Special Libraries and Information Centres (**IASLIC**), Kolkata and the IGNCA. We would like to add that the IASLIC has more than four thousand individual and institutional members which include Ministries, Departments, CSIR, ICAR, ICMR etc. of all over India. The representatives from other professional bodies like Indian Library Association (ILA), Delhi Library Association etc. also participated in this event and took active part in the discussion. The Approach Paper deliberated in this Convention, and the recommendations unanimously adopted are forwarded herewith for benign consideration of appropriate authority to include it in the **New Education Policy 2015** keeping in view that the libraries play a key role in the Education System.

I am completing 6 years as General Secretary of IASLIC, I owe all of you for your cooperation ever I received from all members of IASLIC, all LIS professionals of India and others during my tenure. We need to go long way together for the development of the profession. I welcome the new General Secretary of IASLIC along with his team of GB members and wish all the success.

Once more I welcome all delegates; organizers have tried their level best to extend comfort to you all, to feel home beyond home. In spite of their best effort, if any time you feel uncomfortable please feel free to inform to the organisers, please bear with us.

With these few words I express my thankfulness to all and please excuse me if I might have bored you. With warm personal regards, greetings and best wishes for the most happy Christmas 2016 and Greetings for prosperous New Year 2017.

Thank you. Thank you very much.

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Report of the IASLIC 27th National Seminar 2016 and Proceedings

Dr. Aditya Tripathi, Rapportuer General

SUMMARY OF PROCEEDINGS

Theme	: Social Networking and Libraries
Venue	: Pt. Sundarlal Sharma Library and School of Studies in Library and Information Science, Pt. Ravishankar University, Raipur
Duration	: December 22 - 24, 2016
Director	: Prof. A K Verma, Former Head, School of Studies in Library and Information Science
Rapporteur General	: Dr. Aditya Tripathi, Head, Department of Library and Information Science, Banaras Hindu University, Varanasi
Rapporteurs	: Dr. Apurb Jyoti Majumdar, Dr. Ramkumar Dangi, Dr. Achala Munigal Rao, Dr. Prashant and Smt. Archana Sahu

AN OVERVIEW:

Altogether 30 papers were accepted for presentation and poster presentation as per the **Abstracts of Papers**, out of which 22 papers were presented across 5 sub-themes and two SIGs over two days i.e. 23rd and 24th December 2016. The sub-theme-wise characteristics of the papers and posters, regarding presentation and authorship can be observed from the given table:

Sub themes	Papers Accepted	Papers Presented	Authorship		Author's Affiliation	
			Single	Multiple	Academic*	Library
1	8	5	2	6	4	11
2	1	1	NIL	1	1	1
3	4	1	1	3	6	1
4	1	NIL	1	NIL	1	NIL
5	1	1	NIL	1	1	1
SIG 01	8	7	3	5	8	6
SIG 02	7	7	2	5	4	10
	30	22	9	21	25	30

*Research scholars, Students (excluding Ex-students) and Faculty members are considered under Academic Community

DAY-WISE DETAILED REPORT

DAY 1 : DECEMBER 22nd 2016

INAUGURATION

Inaugural Function was held at 12.00 on 22.12.2016. The function was Presided by Hon'ble Vice-chancellor Dr. Shiv Kumar Pandey, Pt. Ravishankar University, Raipur. Dr. Naresh Dadhichi, Former Director IUCAA graced the function as Chief –guest. Other dignitaries on the dias were Sri Barun Mukherji, President IASLIC & Former Parliamentarian and Prof. Pijushkanti Panigrahi, General Secretary IASLIC.

Dr. Suparna Sengupta, Organizing Secretary for 27th IASLIC Seminar, 2016 and Librarian, Pt. Sundarlal Sharma Library welcomed the guests and Prof. Pijushkanti Panigrahi, General Secretary IASLIC presented the activities of IASLIC.

In Presidential Address Hon'ble Vice-chancellor Dr. Shiv Kumar Pandey, Pt. Ravishankar University, Raipur expressed his happiness towards organizing the event and expressed his expectations from the event so that the University and society at large gets benefitted.

Chief- Guest to the occasion Dr. Naresh Dadhichi expressed his views about libraries to be hub for intellectual discussions and forum for intellectuals. He viewed that libraries should become the Intellectual Adda for the society.

Sri Barun Mukherjee, President IASLIC emphasized that libraries should innovate services and practices which should be beneficial to common man and the society.

Sri Dharmesh Sahu, Registrar, Pt. Ravishankar University, Raipur presented vote of thanks.

GOVERNING BODY MEETING

A Governing Body Meeting of IASLIC was held in Pt. Sundarlal Sharma Library at 4.10 PM. The meeting was attended by 17 members. The meeting was presided by Sri Barun Mukherjee, President IASLIC. Discussions were made on Annual Report, Budget and next year IASLIC Conference theme and venue.

Prof. K. P. Mazumdar thanked the President and other office bearers and the whole Governing Body.

IASLIC ELECTION

Counting of votes for IASLIC Election 2017 was held in Pt. Sundarlal Sharma Library. The counting went on till 9.30 night.

DAY 2 DECEMBER 23, 2016

THEMATIC SESSION 1

Sub-Theme 1 : Social Media : concept and function

The session was Chaired by Prof. Sanjay Kumar Singh, Professor and Head, Department of Library & Information Science, Gauhati. The Rapporteurs for the session were Dr. Apurb Jyoti Majumdar and Dr. Ramkumar Dangi. Total 5 papers were presented in this session.

Paper 1 :

"Application of Web 2.0 and Library 2.0 in libraries" by Mr. Brajesh Kumar Garg, Mr. Ashok Kumar Shukla and Mr. Arvind Kumar Tiwary, presented by Mr. Brajesh Kumar Garg. Defined the term Web 2.0 in the light of applications new generation of software and presented the characteristics of Web 2.0 and Lib.2.0 with services to be offered to the users.

Discussion

Comment (Prof. Amitabha Chatterjee) : Authors should have presented some applications of Lib. 2.0. The approach is more theoretical.

Question (Dr. Saptarshi Ghosh) : The Web 2.0 and Lib 2.0 are same then what is the difference of using term Lib 2.0? If BHU is using Web 2.0 tools in libraries?

Answer (Brajesh Kumar Garg) : Things are in pipeline at BHU and soon BHU will be using these tools on it's portal.

Paper 2 :

"Pattern of using social networking sites by the women engineering students: A study" by P. J. Nirmala and T. Elanchezhiyan, presented by P.J. Nirmala. Presented students perceptions on use of Social Networking Sites (SNS). The study was conducted at Karunya Institute of Technology and Sciences (KITS), Coimbatore. The data was collected from female students and different Social Networking Sites were used. The study perceived that the students use of SNSs for socializing rather than for academic purposes.

Discussion

Question (Prof. Amitabh Chatterjee) : Whether in the campus of KITS any practical application is developed or any exiting Social Networking tools are used?

Answer (P. J. Nirmala): We are using WhatsApp.

Comment (Apurb Jyoti Majumdar) : Data of use of Orkut is presented in the study which is no more.

Question (Dr. Saptarshi Ghosh) : WhatsApp is a P2P tools then how it can be considered as Social Networking tool?

Answer (Dr. AdityaTripathi) : There are two schools of thought one considers WhatsApp as P2P but on other hands it is considered as Social Networking tool as one can broadcast messages through WhatsApp communicating one to many.

Paper 3 :

“Use of Facebook and WhatsApp by faculty members of PRSU, Raipur: A library perspectives” by Santu Ram Kashyap and Sunil Kumar Satpathy, presented by Sunil Kumar Satpathy. A study on the use of Facebook and WhatsApp by the faculty members of Pt .Ravishankar Shukla University, Raipur (C.G) was presented. The survey was conducted using a structure questionnaire. The findings of the paper suggests that all the faculty member are aware about the Social Networking Sites however, few of them only use Facebook and WhatsApp but majority expects that library should use these tools.

Paper 4 :

“Harnessing Game Dynamics by libraries with the help of social media for promoting better usage of library services and user retention” by Ms. Jayashri Mondal. The study is a literature review using DOAJ (Directory of Open Access Journal), Google scholar and so on. Presenter advocated that game dynamics can be used to create awareness among users towards library collection and services.

Discussion

Comment (Prof. Arjun Das Gupta) : Literature review cannot be the methodology as it is mentioned in the paper.

Comment (Dr. Saptashi Ghosh) : Gamification is one type of strategy.

Paper 5 :

“Use of Social Networking Tools in Academic Libraries : possible implications for Quality Improvement - Case Study of Indian Institute of Technology Libraries” by Monali Mitra (Paladhi) and Shuvadeep Sengupta, presented by Monali Mitra (Paladhi). She has presented a case study of 23 IIT library websites illustrating social networking and its applications. Study aimed to test if the mentioned 23 IIT libraries are using social networking tools in their website. Finds suggests that there are possibilities of adopting these tools to create reach out among students and remain visible.

The session was summed up by Prof. Sanjay Kumar Singh.

ANNUAL GENERAL MEETING

Meeting of Annual General Meeting (AGM) was held on 23.12.2006 at 12.50 PM. The meeting was presided over by Dr Barun Mukherji. At the outset house adopted condolence for departed souls of Prof. Ashok Basu, Dr. S. K. Kapoor, Dr. U. M. Thakur and Prof. Dibyendu Paul. The house observed one minute silence. The House adopted proceedings of 57th Annual General Meeting. The General Secretary informed the House that Dr. S. N. Singh has donated Rs. 100000/- to IASLIC to start a lecture series. Organizing secretary of IASLIC 27th National Seminar Dr. Suparna Sengupta presented the report of the Seminar. Prof. Pijushkanti Panigrahi, General Secretary informed the house that due to plagiarism in the research papers, IASLIC is in process to formulate new policies for various Awards and this year there will be no award. However, he informed the house that awards will be continued next year onwards once the new policies are adopted.

Dr. Nitai Roy Choudhury placed the Annual Report before the House which was adopted by the house. He also placed the budget before the house for the next year.

31st All India Conference of IASLIC will be held at Banaras Hindu University, Varanasi. The theme for the conference would be PUBLIC LIBRARIES IN INDIA IN 21ST CENTUARY. The House also decided themes for SIG1 and SIG2. The theme for SIG1 is Information Literacy Competency Development and SIG2 is Digital Library Initiative and Libraries.

Dr. Aditya Tripathi, invited the House to participate in IASLIC 31st Conference at Banaras Hindu University, Varanasi.

Raising fund for IASLIC has been a major concern. The House viewed that IASLIC there should conduct short term courses on new technologies to raise the funds. It is further resolved that delegation fee for IASLIC seminars and conferences should be raised to 200 for members and 350 for non-members.

Finally, Dr. Shyamal Roy Choudhury announced the results of the election of IASLIC. Dr. Chaudhury was thanked by the Association for his tireless effort of conducting elections.

Meeting ended with thanks to the Chair.

THEMATIC SESSION 2 AND 3

Thematic Session 2 and 3 were merged and started post lunch at 3.00 PM. The Session was chaired by Prof. Maya Verma, Head, School of Studies in Library and Information Science, Pt. Ravishankar University, Raipur. Prof. Pijushkanti Panigrahi welcomed the Chair. In this session 3 papers were presented under different sub themes and 4 papers were presented under SIG 01: Social Sciences Information.

Dr. Achala Munigal Rao was the rapporteur for the session.

Subtheme 2 : Opportunities and challenges of using social media in Library and Information Services (LIS)

Paper 6 :

“Effectuation of Image Tools to Enhance Visibility of Library on Social Media Platform” by Ms. Moumita Ash and Prof. Pijushkanti Panigrahi, presented by Ms. Moumita Ash. A picture makes big impact on the human mind. She presented three image tools to enhance visibility of library at social media. She presented ‘Pinterest’- a content sharing service, ‘Instagram’- online photo and video sharing social media, and ‘Canva’ one online graphic design platform. She concluded that public libraries can very well utilize such graphic tools towards creating awareness and providing effective library services.

Discussion

Question (Subir Das): How far college libraries use these tools?

Answer (Moumita Ash): In my college we use these tools however these tools are very common in universities.

Sub Theme 3 : Assessment of effectiveness of Social Media application in LIS

Paper 7 :

“Use of Social Networking in libraries : a bibliometric study” by Ms. ArchanaSahu and Dr. Puspanjali Jena, presented by Ms. Archana Sahu. The study was a bibliometric study to find out utilization of social media and social networking tools in libraries within the literature. Bibliographical data was collected from Scopus database using keywords social media and social networking. The author concluded that a good amount of literature is being produced but Indian library professionals have still long way to go to equalize the present gap against the rest of the world.

Discussion

Question (Subir Das) : Why SCOPUS is used for the study as Emerald has good amount of data?

Answer (Ms. ArchanaSahu) : In our next study we will be using Emerald.

Sub Theme 5 : Social networking in LIS education

Paper 8 :

“Facebook: an emerging platform for digital learning environment” by Md Ajimuddin Sk and Sibsankar Jana, presented by Md Ajimuddin Sk. The authors studied Facebook as collaborative, interactive digital learning platform. Students were allowed to create a digital community and define domains where information could be shared across. Users could use Facebook for creating User profile and Group profile so that they could be searched, use Chat box to interact and news feed to remain updated.

Discussion

Question (Mr. Kunal Sanyal) : How would I develop independent learning capabilities with Facebook?

Answer (Md Ajimuddin Sk) : Facebook has several features which can be used for self-learning.

Question (Dr. Saptarishi Ghosh) : Which category Digital learning would be placed, guided or self-learning and to whom it would be beneficial, students or teachers?

Answer (Md Ajimuddin Sk) : Digital learning is Self learning.

Answer (Dr. Aditya Tripathi) : Digital learning has a role for teacher as well as for student who are interested in self-learning. A teacher can design and offer courses. However, students have choice to identify most suitable courses and teachers of his/her choice. Hence, it is beneficial in both either it is guided or self-learning.

SIG01 : Social Sciences Information : Customer Satisfaction Management in Library and Information Services

Paper 1:

“Towards assessing user’ needs and satisfaction in the Central Library of JKKNIU, Bangladesh: An analytical study” by Md. Azizur Rahaman and Sibsankar Jana, presented by Md. Azizur Rahaman. The presented study aimed to analyses the users’ satisfaction of the Central Library of Jatiya Kabi Kazi Nazrul Islam University (JKKNIU), Bangladesh. The data is collected using a structured questionnaire from a sample of 200 users. The study concludes that a large number of the users are satisfied with the library services.

Discussion

Question (Subir Das) : One of the questions in questionnaire shows use of Rare books. How do you define Rare book in the context of Bangladesh?

Comment (Prof. K. P. Majumdar) : In the study research report and rare books should be kept separately not in one question.

Answer (Md. Azizur Rahaman) : In Bangladesh rare book is considered after 25 years of publication.

Paper 2 :

“Analysing user’s-satisfaction of the Calcutta Homoeopathic Medical College and Hospital Library : a survey” by Dr. Shibani Ray and Dr. Bandita Adhikary, presented by Dr. Shibani Ray. The study presented ass an investigation to ascertain the level of user satisfaction vis-à-vis existing resources and library services of The Calcutta Homoeopathic Medical College and Hospital Library. The data is collected using simple random sampling techniques. Study concludes that majority of users were satisfied with the availability of information sources in the library.

Paper 3 :

“Customer satisfaction management in academic libraries: An overview” by Mr. Kunal Sanyal. Presented an overview on customer satisfaction program of academic libraries. Presented the usage of customization of searching in Library Management System. Also presented how to use PIWIK, TIN CAN API kind of tools for data collection with KOHA.

Discussion

Question (Subir Das) : Can we use PIWIK, TIN CAN API kind of tools with other software?

Answer (Mr. Kunal Sanyal) : You can use these tools with any open source software.

Paper 4 :

“Ensuring information quality for quality content development” by Dr. Saptarshi Ghosh and Ms. Moumita Bose, presented by Dr. Saptarshi Ghosh. The Study presented Information Quality and various standards for Information Quality. Further discussed, various parameters of Total Data Quality Management (TDQM). Authors gave example of identifying Classics as Quality Information.

Discussion

Question (Prof. Sanjay Kumar Singh): How do you differentiate between Classics and Rare Book.

Answer (Dr. Saptarshi Ghosh) : The literature which has psycho-sociological impact can be said to be Classics.

Answer (Dr. Aditya Tripathi) : There is no clear demarcation to differentiate classics with rare book.

DAY 3 DECEMBER 24, 2016

The Technical Session IV and V were merged to one. The Chairman for the Session was Prof. Krishna Pad Majumdar and Rapportuers were Dr. Prashant and Smt. Archana Sahu. At the outset, the Chairman and the rapporteurs were given a floral welcome.

SIG01 : Social Sciences Information: Customer Satisfaction Management in Library and Information Services Continued...

Paper 5 :

“Service quality vis-a-vis user satisfaction in libraries” by Prof. Amitabha Chatterjee. Defined the term Quality at length. User satisfaction is quite dependent on the quality of service which in turn depends on various factors such as availability of physical resources in required quantity and quality, well-trained manpower with right attitude, efficient staff management, and availability of information/knowledge resources. Each of the factors and their impact was presented in detail. He further advocated that expeditious, reliability and precision of information and service plays a major role towards quality library service. He also related the level of competency of library staff with user satisfaction. Mystery shopping could be one method to improve customer satisfaction in libraries. He concluded with the remark that libraries should measure the user satisfaction level on a regular basis and remodel, readjust and redesign its services, time to time to raise the satisfaction level of users.

Discussion

Question (Dr. Aditya Tritpathi) : Can you throw light on methods of mystery shopping in libraries?

Answer (Prof. Amitabh Chatterjee) : Libraries can appoint third party to interact with user to measure service quality of library. The person or agency without conscience of users, interacts with users and collect their feedback and access service quality.

Comment (Prof. K. P. Majumdar) : Now-a-days some governments appoint persons to access the impact of governance, offered services and facilities. They identify the needs of citizens which are used to formulate policies.

Paper 6 :

“Non-use of Public Library Services by Local Community: a comparative study between Rural and Urban Libraries of West Bengal” by Ms. Moumita Ash, Ms. Sanjukta Roy and Prof. Arjun Dasgupta, presented by Ms. Moumita Ash. The objective of the paper was to identify and analyze the causes of non-use of public library services by rural and urban folk. Some general causes which were presented are (i) Lack of awareness about public library services; (ii) No-regular interactive session by public libraries with local communities to build up public relations; (iii) No regular user survey to identify information need of expected and beneficiary users; (iv) No local community based customized user service; (v) Minimal use of digital technology to communicate user community; (vi) lack of innovative services. However, authors also identified that rural people and people at different geographical locations have different needs and services should be designed as per their needs like audio-visual materials and community radio.

Discussion

Question (Dr. Sunil Kumar Satpathy): What is the source of data you presented?

Answer (Ms. Moumita Ash) : We have used census data for preparation of this paper.

Question (Prof. Sanjay Kumar Singh): What is the root cause for non-use of public libraries?

Answer (Ms. Moumita Ash) : Lack of awareness of public user. Present resources and services

Question (Dr. Sunil Kumar Satpathy): Can you suggest methods to be adopted to improve the usage of public libraries?

Answer (Ms. Moumita Ash) : Interface should be in local language and methods should be established to Identify different needs.

Comment (Dr. Sunil Kumar Satpathy) : Public libraries if integrated with Social networking and community services then it will be more effective.

Comment (Prof. K. P. Majumdar) : Almost 70% areas are rural and people are illiterate it is very difficult to make them conversant with technologies.

Paper 7 :

“Strategic Customer Satisfaction and Relation: a library 2.0 approach towards service quality management” by Ms. Sanjukta Roy and Prof. Pijushkanti Panigrahi, presented by Ms. Sanjukta Roy. Libraries should attract users and convert them to potential users. The study presented one of the pressing issues affecting the credibility and existence of libraries in general and academic libraries in particular. Libraries can retain its customer with quality services. Presented the issues of people who are not having conversance with digital media and usage SERVQUAL is used to conduct survey to identify expectation and the present scenario. Customer related performance is now deemed critical for success of any service institution and libraries are no different. Therefore, libraries should adopt Lib 2.0 for reaching out the users of library.

Discussion

Question (Dr. Saptarshi Ghosh): Is this is a conceptual paper?

Answer (Ms. Sanjukta Roy): It is a survey.

Question (Dr. Saptarshi Ghosh): Last point was empathy. How can you ensure empathy in services with technology?

Answer (Ms. Sanjukta Roy): We use technology to reach out to the users and support their activities. It is technology with human touch.

SIG02 : Computer Application in LIS: Mobile Technology in Libraries

Paper 1 :

“Use of mobile technology in academic libraries” by Mr. Ashok Kumar Shukla, Dr. Sanjiv Saraf and Mr. Brajesh Kumar Garg, presented by Mr. Ashok Kumar Shukla. Presented the application of mobile technology in academic libraries like circulation, web OPAC, sharing e- resources, Library 2.0 based services, SMS alert services, reference services, information literacy services, Wi-Fi internet access services, social media and group access, virtual reference services and so on. Pointed out the life is so much dependent on Web that it has become the Back bone of modern society. Advantages and drawbacks of the mobile technology in academic libraries were also discussed.

Discussion

Comment (Dr. Saptarshi Ghosh): Web is a tool not back bone of modern society. Platform plays an important role in sharing and accessing the resources, however many a times access is not available on all the devices.

Paper 2 :

“Are you ready to create M-Library? Let us Design Responsive Web for your library” by Dr. Sibsankar Jana. Presented designing of website for better view and accessibility on mobile devices Libraries can build separate library website for mobile and may create mobile App to access the library services. Discussed Responsive Web Design (RWD) technology to create compatible websites with desktop, laptop and with mobile devices. Demonstrated live responsiveness of the source code for change in the display on web browser. He also discussed testing of such content through MobiReady, Gomez, Dotmobi emulator, etc.

Paper 3 :

“Google : A mobile friendly platform for library in digital environment” by Mr.Nirmal Rajan Majumdar and Prof. Sanjay Kumar Singh, presented by Prof. Sanjay Kumar Singh. Google, the most popular search engine, can also be used for the betterment of library service as Google provides lots of application tools free of cost. Smart phone are very common among people. Google offers its products and services through play store which are smart phone compatible. The tools and services like Google Drive, Google Form, Google Scholar, Google Sites, Picasa Web Album, etc. can be adopted very well in the library environment.

Paper 4 :

“WhatsApp features and the role of library and informational professionals” by Dr. Achala Munigal. Presented features of WhatsApp which can be used in libraries. There are 1 billion users across world-wide. The app can be used for sharing multimedia data. Libraries can use WhatsApp group can be used for broadcasting information related to jobs, Conference, discussions and so on. Presented a list of WhatsApp group across India.

Paper 5 :

“Library in your hand in own pace, path and place” by Samima Khatun and Md Ajimuddin Sk, presented by Samima Khatun. Explained the meaning and functions of Mobile library. Highlighted various services like IM, SMS, New Arrival, M-Document Delivery, Library Extension Service, M-OPAC and so on. However, high speed Internet connectivity on 24x7 basis is important prerequisite. Highlighted tools for creating mobile library applications. Named various libraries of the world using mobile library and M-OPACs. Discussed advantages of Mobile libraries. Viewed that it is time saving and removes geographical barrier.

Paper 6 :

“WhatsApp in College Library Services : a proposal” by Smt. Banasree Roy and Prof. Pijushkanti Panigrahi, presented by Prof. Pijushkanti Panigrahi. Presented the insight to explore applications of mobile technology in Libraries. Reported that students share personal information through WhatsApp. Findings of a survey was presented to know the need of information and sharing of information among students at

Charuchandra College, West Bengal that suggested that that costly books and information can be shared through Whatsapp groups. However, students share class notes, old question papers. Libraries can adopt WhatsApp for sending text messages, voice messages, links and images to students.

Paper 7 :

“A Library in your palm : Library Service through Mobile Technologies” by Sri Subir Das and Dr. Nitai Ray Choudhury presented by Subir Das. Digital India is the talk of the day and libraries should not remain behind. The library should explore the mobile devices to connect the users. Mobile devices should be used to find journal articles, save citations to our bibliography, apart from the other library services to make library services available at click. Mobile maps of libraries may be created for exploring library. Author presented the areas of services where mobile applications (apps) can be in libraries. In presentation the need, advantage, barrier and possible solution of implementation of mobile technology in modern libraries were also highlighted.

VALEDICTORY SESSION

Valedictory Function was held at 2.30 PM on 24.12.2016. The function was Presided by Hon'ble Vice-chancellor Dr. Shiv Kumar Pandey, Pt. Ravishankar University, Raipur was the Chief-Guest of the function and Dr. A. K. Verma presided over the function.

Welcome address was delivered by Suparna Sengupta, Librarian and Organisation Secretary of IASLIC 27th Seminar, 2016 Aditya Tripathi, Rapporteur General presented the report of the IASLIC 27th Seminar, 2016. No poster was selected as Best Poster in this year. Dr. Maya Verma, Head, Department of Library and Information Science, Pt. Ravishankar University, Raipur presented the Vote of thanks.

APPLICATION OF WEB 2.0 AND LIBRARY 2.0 IN LIBRARIES

Brajesh Kumar Garg¹, Ashok Kumar Shukla², Arvind Kumar Tiwary³

Abstract : *The web has become an integral part of the daily lives of millions of people around the world. The concept of Library 2.0 has been borrowed from that of Web 2.0. The term Web 2.0 is used to describe applications that distinguish itself from previous generation of software by a number of principles. Web 2.0 can be successfully exploited for technology enhanced learning. Some web tools such as blogs, wiki, RSS feeds, Social networks, podcasting, tagging, mashups and instant messaging are used for evolving collaborative environment required for Library 2.0. These tools and techniques are useful for libraries in providing new services and transforming existing services in interesting ways.*

As institutions are entrenched in our community, libraries are social institutions. Hence libraries belong to the social networks, where users can be found – they are increasingly found – on the Internet, interacting in new ways. Traditional libraries will stay where they are, but today they are not the only way to be there for the clientele. Applications of Library 2.0 promise to bring about revolutionary changes in libraries to keep pace with the changes in the communities and their information seeking behaviour. Applications of Web 2.0 technologies in libraries will result in meaningful and substantive change in its collection, services and method of delivery of services. The implications of these technologies are enormous and are discussed in the paper.

The recent emergence of Library 2.0 is helping in the development of new library system. The paper discusses the definitions, characteristics and principles of Web 2.0 and Library 2.0. It explains how “Web 2.0” will have substantial implications for libraries.

Keywords : *Library 2.0, Web 2.0, Library Web Services*

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PATTERN OF USING SOCIAL NETWORKING SITES BY THE WOMEN ENGINEERING STUDENTS: A STUDY

P. J. Nirmala¹, T. Elanchezhian²

Abstract : *The present study is an attempt to understand the use pattern of social networking sites (SNS) by the women students of Karunya Institute of Technology and Sciences (KITS), a higher educational institution established on 4th October 1986 with the mission of students to serve humanity by attaining high levels of academic excellence, professional competence, exemplary values and spiritual empowerment. Survey method was adopted for this study and the sample consisted of the B. Tech Women students of the institute. A structured questionnaire was used as instrument for data collection. The questionnaire was sent through e-mail to all the second, third and fourth year B. Tech women students numbering 1481, out of which 1135 responded, the response rate being 76.6%. The data were tabulated and analyzed keeping in view the objective of the study.*

It is found from data analysis that majority of students prefer Facebook over other social networking sites. Very few students prefer Orkut. None of the fourth year students prefers Orkut. Majority of the second and third year students get access to social networking sites through personal computers, whereas majority of fourth year students access social networking sites using their smart phones. 50% of second year students, 38% of third year students and 59% of fourth year students use SNS for academic communication (facilitation, collaboration and resource sharing). 42% of second year students, 36% of third year students spend 2 to 3 hours on SNS. 46% of fourth year students spend more than 3 hours on SNS. Privacy and security are the top most causes of fear in using SNS. Most of the students are engaged in the use of SNSs for socializing activities rather than for academic purposes.

Based on this study it is suggested that the authorities of the institute should ensure that the student are made aware of how and why to use SNS. Library authorities should organize seminars to guide the students in using SNS as media of interaction. Seminars might be organized on SNS as media of academic purpose. The institute should provide appropriate advice to the students and try to convert their attention to teaching and learning process through SNS.

Keywords : *Social Networking Sites, Facebook, Orkut, Karunya University*

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USE OF FACEBOOK AND WHATSAPP BY THE FACULTY MEMEBRS OF PRSU, RAIPUR: A LIBRARY PRESPECTIVE

Santu Ram Kashyap¹, Sunil Kumar Satpathy²

Abstract : Social networking has become more popular than any other ICT based technology and services. Through social networking people are able to make their profile, find their friends, and communicate with each other using texts, audios, pictures, videos and many more forms. With the increasing use of Social Networking Sites, (SNSs), Facebook and WhatsApp have become popular among the people. The basic purpose of the present study is to assess the use of Facebook and WhatsApp by the faculty members of Pt. Ravishankar Shukla University, Raipur. The study is limited to faculty members of the PRSU. Survey method was used to carry out the study. Questionnaire technique was used for collection of data. A structured questionnaire was distributed among all faculty members numbering 112, out of which 70 faculty members responded (62.5%). The major findings of the study are: all faculty members (100%) are aware of the SNSs, they possess more knowledge on WhatsApp (20.83%), followed by Facebook (18.91%). The main source of information on SNSs for faculty members is Internet (27.38%). All faculty members have accounts in WhatsApp and Facebook. Further, they are more associated with friends groups rather than academic/professional groups, which indicate that they are not confident about using SNSs for academic/professional activities. The faculty members feel that SNSs are helpful for easy communication. Many of the faculty members (33.08) feel that poor Internet connection is a problem in using SNSs. Most of the faculty members are quite optimistic that Facebook and WhatsApp can be used to provide library services (82.86%). In conclusion it is suggested that the Central Library of PRSU, being an user centric institution, must try to communicate with its users and connect its faculty members through the Facebook and WhatsApp.

Keywords : Facebook, WhatsApp, Social Networking Sites, LIS Professionals

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HARNESSING GAME DYNAMICS BY LIBRARIES WITH THE HELP OF SOCIAL MEDIA FOR PROMOTING BETTER USAGE OF LIBRARY SERVICES AND USER RETENTION

Jayshri Mondal¹

Abstract : Games are being used as motivators for human being for a long time. Especially in education system, games have direct or indirect influence on learners' mind. Games are no longer limited to entertainment industries. Gamification is the use of virtual game dynamics in non- game context for promoting desired action and participation. Many gamified applications can now be found which motivate certain kind of task. Libraries can also harness the power of game dynamics in creating awareness about library's collection and services with the help of social network. The present study is a web based literature review. Relevant materials were searched through DOAJ(Directory of Open Access Journal), Google scholar etc. by using search terms "Gamification", "Gamification and Library", "Social Network in Libraries", and "Social Network and Gamification". Boolean search and Phrase search and NEAR search strategies were used for finding the relevant materials. The paper explains what is gamification and how the library can harness the power of game dynamics. Mainly four Game mechanics are used to create a gameful environment: points, rewards, badges and leader board. Libraries can use this game dynamics based on search, browsing and spent time history and circulation data of a particular reader. It can be used in catalogue also. Libraries worldwide are using this technique. Some of the gamified applications are HML-IQ, Lemontree, mobile scavenger hunt, Orientation Passport, Scout, and Connect Your Summer etc. These gamified applications often offer the option to update or share their achievements as badges on social media like Facebook, Twitter, Google+ etc. Generation Y, also called millennial, now spend much of their time either using Internet, or get stuck to their Smartphone either using apps or doing something interesting to them. In this scenario the necessity of social network initiatives from libraries cannot be neglected. Gamification, combined with social network, can ensure better usage of library services and user retention. It can also create an environment where learning will be a pleasurable experience.

Keyword: Gamification, Social Media, Usage Promotion, User Retention

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MT - 1 - 05

QUALITY CONSIDERATION IN THE USE OF SOCIAL NETWORKING TOOLS IN ACADEMIC LIBRARIES : A CASE STUDY OF IIT LIBRARIES

Monali Mitra (Paladhi)¹, Shuvadeep Sengupta²

Abstract : *This paper deals with concept of social networking and its applications to academic library services. This also talks about the possibilities of using different social networking tools in libraries and tries to focus on the role and the need for librarians in the social media era. The varied social networking tools are increasingly used by individuals of all ages but are especially popular among young people and college students. Due to high use among these two groups, many academic librarians advocate using these new social Web platforms to reach out to student populations (Farkas, 2007a; Farkas, 2007b; Mathews, 2006, Mathews, 2007a; Milstein, 2009). Online social networking by academic libraries is not, however, without controversy. While some maintain that social networking efforts are a successful and innovative method of student outreach, others argue that social networking by academic librarians is an ineffective use of librarian time and effort (Sekyere, 2009). A review of recent literature shows that social networking by academic librarians provides a potentially effective method of student outreach if librarians consider the possible issues that may arise. Academic library outreach is not a new phenomenon. Several outreach methods exist with the goal of encouraging library usage by faculty and students. Some outreach methods focus on programs aimed at faculty with the hope that faculty will encourage library use among their students. Other approaches focus more on the student population, including embedded librarians and collaboration with student organizations. Thus, the use of social networking is only the latest example of academic library outreach to students. Student-based outreach is encouraged because college students today are less dependent upon the traditional library. With the rise of electronic and Internet resources, students may never feel the need to step inside the physical library or use a librarian in their research. Thus, many academic librarians advocate reaching students in their preferred environments to extend library services beyond the traditional library walls. Content analysis of 23 IIT (Indian Institute of Technology) library websites is conducted to determine whether these libraries incorporate and promote their activities with the help of the social networking tools in their website. When reaching out to students, academic librarians should take advantage of social networking tools. This study indicates greater possibility of adopting the tools to reach out to students more and more to remain visible in the new challenging digital era.*

Keywords : *Academic Libraries, Social Networking, Social Networking Sites, Social Networking Tools, SNS,*

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MT – 2 : OPPORTUNITIES AND CHALLENGES OF USING SOCIAL MEDIA IN LIBRARY AND INFORMATION SERVICES (LIS)

MT - 2 - 01

EFFECTUATION OF IMAGE TOOLS TO ENHANCE VISIBILITY OF LIBRARY ON SOCIAL MEDIA PLATFORMS

Moumita Ash¹, Pijushkanti Panigrahi²

Abstract :

Purpose: Librarians have to utilize the potential tool to connect his/her user community and make library more visible at social media using social networking image tools. This paper is to discuss about the scope of image tools to enhance visibility of library at social media platform by using different graphic designs and photographs.

Methodology: Three popular tools pinterest, instagram and canva are chosen to identify scope of using images to visualize library more effectively in social media platform. They have different information organization pattern and packaging options and millions of followers. Librarian need to understand the user explicit and implicit information seeking behaviour and to use these tools — 'Pinterest' as virtual interactive display board, and/or instagram to update user by sharing photos and videos of library events and/or canva to make brand of library through its graphics tools.

Findings: The information organization pattern of the above three graphic-based online tools are analysed and identified the different creative and innovative presentations of library at social media. The use of the image tools in academic, public and research libraries at social networking sites also analysed with examples.

Originality/ Value : Visual information is more effective and connective in the world of social media. Library which is a social institution also have scope to present itself more potentially in the era of web 3.0 - connective intelligence; connecting data, concepts, applications and ultimately people by using graphics and photographs following analytical social media policy.

Keywords : Social media, Image tools, Pinterest, Instagram, Canva

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MT – 3 : ASSESSMENT OF EFFECTIVENESS OF SOCIAL MEDIA APPLICATION IN LIS

MT - 3 - 01

USE OF SOCIAL NETWORKING IN LIBRARIES : A BIBLIOMETRIC STUDY

Archana Sahu¹, Puspanjali Jena²

Abstract :

Introduction : Bibliometrics is a set of quantitative methods used to measure, track, and analyze scholarly literature – whether it is print based or in other media of communication. This study aims to enlighten the growth of practices of utilization of social media and social networking tools in libraries by the information professionals.

Method : Bibliographical data of the scholarly articles of only academic journals in English language were collected from Scopus database by using 'social media' and 'social networking and libraries' as keywords. The data were collected for the year 2012-2016.

Analysis : The study was made to find the year wise distribution of articles, patterns of authorship and co-authorship, contribution pattern of authors, degree of collaboration, geographical distribution of authors and mapping of authors on google map. Along with this, the most productive journals and the most impactful articles were also found out.

Results : The highest number (33.33%) of articles were published in the year 2015 with an average annual growth of 9.0225% every year. The highest number (5) of articles was published by 0.16% of total authors. Out of 6 co-occurrences of authors, one pair was seen thrice thus becoming the most mutual collaborative authors. 33.04% of authors were from United States. 'Journal of the Association for Information Science and Technology' contained the highest number of articles (3.05%). The article 'Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon' published in year 2012 was found to be the most influential article with 'times cited' 508 times.

Conclusion: Although these results show that an ample quantity of literature is being produced by authors from various corners of the earth on the application of social media/social networking in libraries and a linear growth of publications is maintained over the years, still there is need for making more efforts by the Indian library and information professionals and by the Indian libraries to fill the present gap and this has to be done with a sportive consciences.

Keywords: Bibliometrics, Authorship Pattern, Degree of Collaboration, Co-authorship.

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MT -5 : SOCIAL NETWORKING IN LIS EDUCATION

MT - 4 - 01

FACEBOOK AS AN EMERGING PLATFORM FOR DIGITAL LEARNING

Md Ajimuddin Sk¹, Sibsankar Jana²

Abstract : Digital Learning Environment (DLE) is the new trend in modern teaching and learning, which uses the information and communication technology (ICT) to deliver the learning content or objects to the learners' desktops. In the digital learning environment the learners are capable to learn in their own space, path and time. From anywhere of the universe the learners can access the learning resources through ICT. The digital learning platform is more collaborative, communicative, and independent. The learners can use this platform to cope up with the changing environment. In the present era the social networking sites (such as Facebook, Twitter, LinkedIn, Google Plus, YouTube etc.) are using it in the teaching and learning process. Among them the Facebook is the most popular social networking site. Most of the people of the universe use Facebook to communicate or to interact with their friends, family members, classmates and others. This paper tries to study how the Facebook is used as the collaborative, interactive digital learning platform. The students, who use Facebook, can create a digital community or group of their domain, where they can post or share their group related information. They can comment and discuss with friends or teachers to solve their problems which help them to think critically and encourage them in creative and innovative learning. Facebook can play a vital role as lifelong learning platform, where the users can develop sustainable skill and knowledge. Facebook has some important social-connection tools (User profile, Group profile, Chat box, news feed, events etc.) which help the learners to use the Facebook as a collaborative learning platform. The users can customize their profile meet their learning needs. This present paper discusses the concept of digital learning and its

features and how the Facebook is used as the digital learning platform. It also discusses the advantages of using the Facebook as learning platform.

Keywords : Digital Learning, Digital Learning Environment (DLE), Facebook, ICT, Social Networking.

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SIG01 : SOCIAL SCIENCES INFORMATION **Theme : Customer Satisfaction Management in Library and Information Services**

SIG 01 - 01

TOWARDS ASSESSING USERS' NEED AND SATISFACTION IN THE CENTRAL LIBRARY OF JKKNIU, BANGLADESH: AN ANALYTICAL STUDY

Md. Azizur Rahman¹, Sibsankar Jana²

Abstract : Jatiya Kabi Kazi Nazrul Islam University (JKKNIU) is one of the public universities of Bangladesh, which was established by the Government of Bangladesh in 2006 in Mymensingh District. Its Central Library at present has nearly 35000 documents, including journals. E-resources are available through

International Network for the Availability of Scientific Publications (INASP)-Program for Enhancement of Research Information (PERI). Library automation and digital library creation are on progress. A study was undertaken to assess the level of satisfaction of the users of this library.

A well structured questionnaire was designed to elicit the opinions of the users, viz., students, faculty members, research scholars, officers and staffs. Responses were gathered from 200 users (approximately 5% of the total users). Purposive sampling method was adopted for sample selection. The result of the study brought out the need and satisfaction level of users regarding the library's collection and services. The study also tried to find the reasons, if any, for dissatisfaction of the users. The null hypotheses formulated for the purpose of study were: (1) Sex and users' satisfaction are independent; (2) Age and users' satisfaction are independent; (3) Category and users' satisfaction are independent and (4) Faculty and users' satisfaction are independent. "Degrees of users' satisfaction" were graded as: Fully Dissatisfied (FD), Highly Dissatisfied (HD), Dissatisfied (D), No Comment (NC), Satisfied (S), Highly Satisfied (HS) and Fully Satisfied (FS). Chi-square test was administered on the collected data. Results showed that: Female users are more satisfied than male; Category and Users' Satisfaction are independent; i.e. they are not associated; users of <20 years of age are more satisfied than others; and users of Arts Faculty are more dissatisfied than others.

On the basis of the findings, some suggestions have been put forth for maximizing utilization of the library services and resources for the satisfaction of the library users. Most of the library users were found to be very much interested to get more electronic resources through library terminals. Teachers and staffs opined in favour of setting up a separate reading room in the central library. However, a large percentage of the users was satisfied on the whole over the library services provided with limited resources.

Keywords : *University Library, User Satisfaction, Users Survey, Information Need, Jatiya Kabi Kazi Nazrul Islam University*

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ANALYSING USER'S-SATISFACTION OF THE CALCUTTA HOMOEOPATHIC MEDICAL COLLEGE AND HOSPITAL LIBRARY : A SURVEY

Sibani Ray¹, Bandita Adhikary²

Abstract : This study aims to investigate the level of user satisfaction vis-à-vis existing resources and library services of The Calcutta Homoeopathic Medical College and Hospital Library. The endeavour is also to gauge the information seeking behaviours of the users who are mainly students of the The Calcutta Homoeopathic Medical College and Hospital. The Main objectives of this study is to find out if users are satisfied with the services offered in the library, to find out if users are satisfied with obtaining materials from the library promptly, to investigate if users are satisfied with the facilities and conduciveness of the library environment, to determine if there is a relationship between library collection and users satisfaction with the information sources available in the library, to find out if users are satisfied with the services offered by the staff of the library. This paper attempts to evaluate present information needs as well as try and shed some light on the future needs of the users in relation to services, other facilities, library environment, information resources and staff strength etc. The sample size would be rather small but highly representative. The survey of The Calcutta Homoeopathic Medical College and Hospital Library generated with the simple random sampling techniques in selecting the sample size for the study and with a questionnaire data were collected. 81.25% (65) library users responded where 61.54%(40) respondents visited this library regularly for using this library. It is found that 87.5%(35) users borrowed text books, 37.5% (15) consulted journals and 84.6%(55) to meet their information needs. A simple questionnaire was devised for the purpose with open and closed end questions. The sample size stands at eighty odd numbers of regular users who visit library premises despite some difficulties they might face due to the digital upgradation work that is currently undergoing in the library. Findings also revealed that the services offered at the college are quite good. The Most users were satisfied with the availability of information sources in the library but also registered that some of these information sources are not available for loan. The findings also showed that there is a significant relationship between the assessment of library collection by users and their satisfaction with information sources. The library environment is clean and the reading facilities are satisfactory. The data generated in this process were duly analysed and concluded with future recommendation.

Keywords : Library Resources; Library Services; User behaviour; Information need; Library collection; User's Satisfactions

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SIG - 1 - 03

CUSTOMER SATISFACTION MANAGEMENT IN ACADEMIC LIBRARIES : AN OVERVIEW

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Abstract : *The paper explains how a user, client, or patron of a library has become a customer and how the library customers view their libraries today. It discusses different aspects of ideal customer oriented strategy to provide excellent customer services in academic libraries. It shows the ways to establish a customer driver system in the modern academic learning environment, by illustrating the relevant models. It depicts how economic viewpoint has changed the overall library service strategies in recent days and how the professionals are struggling with this changing environment by updating policy-visions. The paper provides guidelines and a useful source of information which can help draw customer service programmes or improve customer service efforts in a library. It also discusses managerial policy making and their implementation in a library. It presents a general framework of a customer satisfaction system in the light of marketing strategy. Further, it discusses international organization's policies with suggestions for realistic implementation of such plans and programmes at the local level. It also describes some recently developed software systems, which can be implemented in the library domain, particularly in the user satisfaction area. It explains LMS can be implemented more smartly today. The findings and the suggestions of this paper should be very useful for the administrators, policymakers, librarians, information workers, knowledge managers, scholars, etc. for better achievement in their respective professional domain. It also exhaustively discusses implementation process of globally accepted software PIWIK, TIN CAN API.*

Keywords : *Customer Services, Library Services, Customer Satisfaction*

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ENSURING INFORMATION QUALITY FOR QUALITY CONTENT DEVELOPMENT

Saptarshi Ghosh¹, Moumita Bose²

Abstract : User satisfaction greatly depends on the quality of information served to them. Ensuring the reliability and integrity of information, which are determinants of quality, begins with the accuracy and the completeness of the data captured from the source. At a high level, this process includes elements like information governance where information is recognized as an asset; information matching where error and duplication rates are monitored and remediated; identification and authentication of all authors contributing to an entry; a process for amendments and record corrections; and adequate audit trail functionality. It is important to note that established policies, procedures, and staff education must exist for these processes to achieve and maintain a high level of compliance. Traditionally, there are culturally sanctioned mechanisms of information Quality (IQ) assurance, like the referee method for analysis, human screening and cleansing for information entries, and careful reduction processes for books and magazines. However, these parameters are related to value factors concerned. One among the most parts and value drivers in IQ assurance is that the development and operationalization of an IQ measuring mode. One cannot manage IQ while not first having the ability to apprehend it meaningfully. In this context, this paper first summarizes reviews of information quality research, and then it analyzes the data as well as information characteristics of the contemporary chunks of data requirement, presents quality challenges faced by measuring information quality, and formulates a cohesive strategy for data/information quality measurement for content management. This strategy consists of data quality dimensions, quality characteristics, and quality metrics. The paper also tries to deal with the problems concerning information quality and its importance in collection development.

Keywords : Information Quality, Data Quality, Novelty, Intrinsic Data Quality, TDQM, Content Development, Content Management.

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SIG - 1 - 05

SERVICE QUALITY VIS-A-VIS USER SATISFACTION IN LIBRARIES

Amitabha Chatterjee¹

Abstract : Libraries exist for the users and hence satisfying their needs should be the primary concern of any library. But often libraries fail to provide service to their complete satisfaction. Obviously, user satisfaction is quite dependent on the quality of service which in turn depends on various factors. The paper tries to explore those factors and also the quality criteria. It further discusses the methods that can be employed to measure user satisfaction level in libraries.

Keywords : Quality of Library Services, Quality Criteria, Use Satisfaction, User Satisfaction, Evaluation of User Satisfaction

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SIG - 1 - 06

NON-USE OF PUBLIC LIBRARY SERVICES BY LOCAL COMMUNITY: A COMPARATIVE STUDY BETWEEN RURAL AND URBAN LIBRARIES OF WEST BENGAL

Moumita Ash¹, Sanjukta Roy², Arjun Dasgupta³

Abstract : West Bengal has years long heritage of public library services to fulfil the diverse information need of different communities who live in different geophysical areas. But decreasing users in public libraries make to evaluate the causes of non-use of public library services by local communities.

The objective of this article is to identify and analyze the causes of non-use of public library services by rural and urban folk. Some general causes of non-use of public library services have been identified for both rural and urban areas – (i) Lack of awareness about public library services; (ii) No-regular interactive session by public libraries with local communities to build up public relations; (iii) No regular user survey to identify information need of expected and beneficiary users; (iv) No local community based customized user service; (v) Minimal use of digital technology to communicate user community; (vi) lack of innovative services; Other than the general causes, some different causes have been observed in rural and urban areas as the causes of non-use of public library services. In rural areas, public library services have not been differently designed for illiterate and neo-literate and existing conventional library resources cannot fulfill their need. The use of audio-visual materials or other information distribution channels like community radio are rarely used. In West Bengal, diverse geophysical location – hill areas, sea shore, forest, plateau, gangetic plain- make the inhabitants' livelihood different from locality to locality and their information need also be changed. But the Community Information Wing of public libraries is not very strong to follow up the diverse information need of the local community. West Bengal is also a hub of artisans who live in specific rural areas with different conditions and present public library service cannot fulfill or identify their information need. In rural Bengal migratory labourers are a very common folk and they have different information need and special support service is required for them. But no databank has been maintained by public libraries to satisfy them. In urban locality, fragmented and very diverse population make difficult to identify the user information need. Job related information has been identified the most popular one but the other conventional knowledge resources – books, journals- are underused. The lacks of modern technology equipped services create a communication gap between users and library professionals. Lack of information literacy of users and service providers is one of the causes of non-use of library services in urban areas.

Keywords : Public Library, Library Services, Customer satisfaction

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SIG02 : COMPUTER APPLICATIONS IN LIS

Theme : Mobile Technology in Libraries

SIG 02 - 01

USE OF MOBILE TECHNOLOGY IN ACADEMIC LIBRARIES

Ashok Kumar Shukla¹, Sanjiv Saraf², Brajesh Kumar Garg³

Abstract : Digital technology has provided faster access to information and it is also challenging the libraries to rethink and remodel their services by adopting the technological changes. Today mobile phones are becoming an integral part of everyday life and are changing the way one connects and interacts with the world. In this changing scenario, mobile technology will be of great help to libraries in strengthening their relationship with the users and providing enhanced user oriented services to existing users. Libraries may well reach out to the remote users who are considered unlikely to connect because of absence of a medium. The paper deals with the application of mobile technology in academic libraries in their various activities, like circulation, web OPAC, sharing e- resources, Library 2.0 based services, SMS alert services, reference services, information literacy services, Wi-Fi Internet access services, social media and group access, virtual reference services, QR codes, collecting financial or any other dues from the users. The paper also discusses need, advantages, and drawbacks of the mobile technology in academic libraries. Implementation of mobile library services has not only created opportunities, it has also brought forth many challenges for academic libraries. In this context, the paper indicates the challenges faced by librarians due to adoption of new technologies.

Keywords : Mobile Technology, Academic Libraries, Mobile Technology Applications, WEBOPAC, SMS, QR code

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SIG - 2 - 02

ARE YOU READY TO CREATE M-LIBRARY? LET US DESIGN RESPONSIVE WEB FOR YOUR LIBRARY

Sibsankar Jana¹

Abstract : *Mobile phones, specially smartphones, are becoming inseparable part of our daily life. This single gadget does the jobs of many gadgets like computer, radio, torch, calendar, wristwatch, stopwatch, diary, calculator, camera, scanner, xerox machine, remote controller, music player, TV, map, ATM and many more. Day by day, more and more people are using smartphones for net surfing. We, the library personnel can use this device for better library operation and services. Users also can use OPAC through their mobile devices. The term mobile device has been treated in the paper as a generic term for smartphone, mobile phone, PDA, tablet, e-reader and other portable handheld devices. The paper mainly concentrates on designing of website for better viewing and accessing information through mobile devices. We can use separate websites for desktop and for mobile. A webpage created for desktop always breaks down in mobile and often requires zooming-in and zooming-out and needs scrolling horizontally. These are the main causes for users' dissatisfaction while accessing library resources through mobile devices. Separate library websites and mobile Apps can be created to avoid the use of URL every time to access the library services. However, the best option is mobile compatible website creation. This is called Responsive Web Design (RWD) which is at a time compatible with desktop, laptop and with mobile devices.*

Nevertheless, before we go for RWD for library, we have to know the 'Ratio of library website visits through desktop and Smartphone', 'Mobile/Smartphone using habits of the users' and conduct 'Users survey to know the need of library services through mobile phones'. The key technical features of RWD are Viewport, Media queries, Fluid grid, Flexible media and Framework. After designing RWD for library, we should test the same by using different tools available on the web. These are MobiReady, Gomez, Dotmobi emulator, CrossBrowser Testing, Opera mini simulator, Adobe Device Central CSS, iPad peek, Iphoney, W3C mobileOK Checker, GoMoMeter etc.

Keywords : *M-library; Responsive Web Design; Mobile Website; Media Query; CSS 3*

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SIG - 2 - 03

GOOGLE: A MOBILE FRIENDLY PLATFORM FOR LIBRARIES IN DIGITAL ENVIRONMENT

Nirmal Ranjan Mazumdar¹, Sanjay Kumar Singh²

Abstract : Information and Communication Technology (ICT) has brought revolutionary changes to all the services oriented organizations, including library and information centres. To make the library service more user-friendly, library and information centres are now reliant on the ICT. Different ICT enabled tools and bundle of application software are now being used in all types of libraries. Besides, Google, the most popular search engine, can also be used for the betterment of library service as Google provides lots of application tools free of cost. In the present digital era, mobile devices are becoming the commonly used computing devices. Smart phone users are increasing rapidly and it is expected that all the activities performed through desktop will simply be done by a smart phone only. Smart phones are now available with all categories of people in a society. As the Google products and services are mobile compatible, the prospect of their application in library environment is more and it can bring the library closer to the user community. Some of the Google products are available as Apps and some are mobile compatible which can be accessed using standard mobile web browsers. These Apps are downloadable from different platforms, like Google Playstore, Window Store and Apple iTune, etc. For using these tools, no advance technical skill is required. A computer literate can use Google and its allied services easily using a standalone computer with Internet connectivity. This paper highlights some of the Google tools which are compatible with mobile phone and which have some direct impact on library and information services. Using these tools, a library can be expected to bring next level of development. The tools and services like Google Drive, Google Form, Google Scholar, Google Sites, Picasa Web Album, etc. along with their advantages of using in the library environment have been discussed in the paper.

Keywords : Google, Google Drive, Google Form, Google Scholar, Google Sites, Picasa Web Album

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SIG - 2 - 04

WHATSAPP FEATURES AND THE ROLE OF LIBRARY AND INFORMATION PROFESSIONALS

Achala Munigal¹

Abstract : *WhatsApp is one of the most popular messaging services; reportedly used in 109 countries by 1 billion users, including 160 million users in India. It is a ubiquitous app on most smartphones world over. Indians have been using WhatsApp since year 2010 but are still not aware of all the features of WhatsApp. This paper provides an exhaustive list of features of WhatsApp. People are sharing all kinds of information without verifying and unwittingly becoming a party to forwarding various hoaxes and rumours. This paper provides information about how these can be identified and what should be done. There is also a legal aspect to sharing information/images/videos that create panic or are a threat to national security on WhatsApp, that most members do not know or choose to ignore. LIS Professionals by virtue of their profession should create awareness amongst members and admins (administrators) of WhatsApp groups to ensure proper and optimum usage of this free messaging tool. People from all walks of life are increasingly using this app to share information with family members, friends, colleagues and sometimes with strangers who are fellow members on the group. Security and privacy are of prime importance and features like exiting from group, blocking members etc. should be known. Admins should ensure that members added into their groups are aware of the scope and rules of the group as this is what will ensure that admins are not legally liable if an objectionable post is shared within their group. LIS professionals all over India are also using this chat service which has features like messaging, calling and newly introduced video chat facility for personal and professional purposes. This paper lists all known LIS WhatsApp Groups in India, with start date, what kind of information is shared and how professionals are interacting on the various groups.*

Keywords : *WhatsApp, Social Media, Social Networking Tool, Instant Messaging Service, Chat Service, SMS, Audio Call, Video Call, India*

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SIG - 2 - 05

LIBRARY IN YOUR HAND IN YOURS OWN PACE, PATH AND PLACE

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Abstract : *Both the Libraries and the Information and Communication Technologies (ICT) are dynamic in nature. ICT has dramatically influenced all aspects of human life. Particularly, the information transfer activity has been very much affected by the use and application of ICT. Nowadays with the help of ICT the libraries are providing web based information services and there is no need for the users to go physically to the libraries. Mobile phone is one of the important developments of ICT. It is now considered as the part and parcel of the human life. People are using the advantages of mobile technology in their daily life. Mobile technology has changed the communication pattern and now people can connect to the world within a second. Libraries are using this technology to provide better library services. When the mobile technology is used to give library services it is called mobile library. Mobile library enhances the capabilities of the library to*

reach more and more people. By using the mobile network the users can access the library resources anytime and from anywhere in the world with their smart phones. Mobile is a very helpful tools for sending quick alerts or to communicate with the users very quickly. The users can check the availability of the library resources through M-OPAC and ask any question, send SMS or call for reserving the library resources directly. Libraries can give digital reference services to the users through mobile and can give answers to reference quires. Libraries also can send the list of new arrival books in the mobile library website as well as in the inbox of the user's mobile through SMS and can send the e-books by email. There are so many tools available in the web for designing mobile library website. The paper discusses the concept of mobile library, its services, the tools available to design a mobile library website, apps for M-OPAC, etc. It also discusses the advantages of mobile library and shows how the libraries are reaching the users, in their own pace, path and place.

Keywords : ICT, M-Library, M-OPAC, Mobile Web.

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WHATSAPP IN COLLEGE LIBRARY SERVICES : A PROPOSAL

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Abstract

Purpose : Most of the college goers are using mobile phones for sending SMS among friends. In addition, MMS has also been gaining its popularity among such users. But limitations are always keeping them away from its freely use with a unlimited amount. Thus with the advent of new applications, facilities are enhanced. WhatsApp Messenger is the most convenient way of quickly sending/sharing messages of a mobile phone with another. The prerequisite of this facility is to have installed the application on the devices of all participating members. This paper is to give an insight to explore their applications in Libraries.

Methodology : In this paper we try to give an outline of use of WhatsApp in college library. It has been experienced that popularity of sharing personalised information among college student is increased thus the usual habit of sharing personalised information can be converted into sharing of scientific information. This direction of thinking has been prompted to apply WhatsApp messenger in library services.

Findings : This paper indicates that library services can be extended through mobile phone which will enhance the college library use beyond its walls. Currently, WhatsApp is compatible with just about all mobile operating systems available in the market. Popularly used Android phones are mostly used for the purpose.

Conclusion: Library users can send text messages, voice messages, links and images to other library users by WhatsApp. One of the most interesting and most used tools on WhatsApp is the one that lets user easily create and manage groups. Any library user can enter into any group, as long as they've been invited by the group's creator, and they can leave it whenever they want. It is hoped that college library can use it for extending its services in a better way.

Keywords : Library Service, College Library, Mobile Technology, WhatsApp

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A LIBRARY IN YOUR PALM : LIBRARY SERVICE THROUGH MOBILE TECHNOLOGIES

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Abstract : In the present age of information superhighway, the mobile technology has become the boon for the modern library services. We are approaching towards 'Digital India' and the library services should not remain behind. The fruitful application of mobile apps may help to fulfill the present thought of library services "the right user to the right time at the least cost". The users need not remain confined at home or at the library for accessing the library resources. The library should explore the mobile devices to connect the users. It is the need of the hour to use mobile technology for enhanced user service. We can able to use our smart phones or other mobile devices to find journal articles, save citations to our bibliography, and more. The library resources are only a thumb-click away. Service part is more important for popularize the library apps in the palm of the patrons hand. Library catalogue, digital new arrivals, patrons' borrowing and overdue details can be seen if the appropriate apps are linked with library automation/management

softwares. Even it can be used to take statistics of patrons' tastes as a part of likings disliking of library resources. This present article portrays the areas of services where mobile applications (apps) can be able to open new avenues through which the library apps can allow the users to access different resources with help of the smart phone devices. The paper also discusses the need, advantage, barrier and possible solution for implementation of mobile technology in modern libraries. It also highlights the SMS alert notification protocol on real time basis.

Keywords : Library apps, Mobile app for libraries, library applications, Mobile application

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