

ROLE OF SOCIAL NETWORKING SITES TO MODERNIZE PUBLIC LIBRARIES

Hrituparna Bhattacharjee¹ & Anupam Chanda²

¹Department of Library and Information Science, Assam University, Cachar, Assam, India

²Librarian, Assam Don Bosco University, Guwahati, Assam, India

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ABSTRACT

Public Libraries must be active within their community and also virtually visible to its patrons. Libraries should be where patrons want or expect them to be when that's realizable and appropriate. And one of the best way to connect with the people is the social networking sites Web 2.0 applications in public libraries which have gained growing popularity globally; it appears that the library must consider marketing its services more regularly through the internet, taking advantage of Web 2.0 applications to improve access to its users and to Promote information services. Much has been written in the last few years about the rise of online social networks and the assumption that this rise results in a decline in privacy. Social Networking Sites (SNSs) are helpful for stirring up interactions among users. Libraries should create social media for providing services and announcement of any programs of the library. It is also a good platform for the marketing of the library, and also the librarian can receive feedback from the patrons. Social media saves the time of the users as well as patrons.

Existing research mainly focuses on the ways Social Networking Sites (SNSs) used in libraries and the librarians or users' attitudes towards libraries using Social Networking Sites (SNSs). At the same time, libraries and librarians have deeply held beliefs about patron privacy, and they attempt to forestall access to the information habits of their patrons. This study focuses on the role of the Social Networking Sites (SNSs) in public libraries. Four types of interactions are examined, including knowledge sharing, information dissemination, communication, and knowledge gathering. The study also investigates the transformation of public libraries after the introduction of Social Networking Sites (SNSs). And also focuses on the positive and negative effects of Social Networking Sites (SNSs) in public libraries.

KEYWORDS: Social Networking Sites, Facebook, Twitter, Public Library, Blogs