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SCOPE AND CHALLENGES IN THE CONTEXT OF WEB 2.0 BASED SERVICES IN LIBRARIES AND INFORMATION CENTERS

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Abstract: The research paper investigated the web 2.0 based services in libraries and information centers. It explains the scope as well as challenges that come into force when apply these services in Libraries and Information Centers. Appropriate resolutions have been given to apply the web 2.0 based services in Libraries and Information Centers that are useful for their users.

Keywords: Web 2.0, Libraries, Information Centers, Library Services.

Introduction: The last decades have been grasp that the unparalleled substitute in the field of library and information science. The main reason of the change is ICT. The information and communication technology have changed the method of the information is generated, arranged, keep, prepared and disperse. Information and communication technology have increase the attentiveness of the users by the use new web based technology provided by social media basically known as web2.0 which have positively effect on users. Web 2.0 tools give users to chance to be dedicated involvement in information work and activities through online participation, communication and sharing of information and knowledge.

Libraries and Information Centers: The term ‘Library’ has been borrowed from Latin word “Libra” that means a place where Books and reading Materials are stored. **According to Oxford Learners Dictionary** Library is a, “a building in which collection of books, CDs, Newspapers, etc are kept for people to read, study or borrow”. Library is a place where set of sources that are formulated by professionals and experts which evolves Books, Periodicals, Reference Services and other material that fulfill the requirement of the users. Libraries play an important role in Social, cultural, educational and economic environment. Library services upgrade the ability of intelligence of users. There are major types of libraries in the world that are Academic, Public, Special and National libraries.

Information Centers are produced to perform specifically Storing, Processing and Retrieving information at regular period according to the requirement of the users. **According to Cambridge Dictionary**, “a place where members of the public can get information about an area, organization, activity etc”. Information centers are the Knowledge creating institutions. They play a vital role in Processing and disseminating of information. There are many types of information centers that are Libraries, Referral centers, documentation centers, information analysis centers, data centers and clearing house.

What is Web? Term Web is popularly known as WWW that is World Wide Web. The World Wide Web has been developed by “**Tim Berners Lee**” and his colleagues in **1989 at CERN** in Geneva, Switzerland. They Constitute Hyper Text Transfer Protocol. WWW used to make communication between Servers and Clients. Web is a prominent Information Retrieval System on the Internet. The web allows the users to access the vast collection on internet. The web runs on the internet in Client-Server format.

Web 1.0: The first generation of the web is also known as Web 1.0. Web 1.0 term is coined by **Tim Berners Lee** in 1996. Web 1.0 can be considered as “read only web” in Which User can only read information on the WebPages they cannot write there. In Web 1.0 limited writer’s writes on the web and large number of users read it. The Web 1.0 disseminates the information any time for everybody. There are millions of peoples uses the WebPages.

Web 2.0: Web 2.0 is called Second generation web. Web 2.0 terms came noticeable in Oct.2004 by “**Tim o’ Reilly**”. **According to O’Reilly**, Web 2.0 is “the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness network effects to get better the more people use them”. User can read and write on the WebPages and they can interact to each other. In this billion-user read on it and generation of Web users can use latest technology on the web to get and shared the information in the world. The social networking sites are mainly use to share the information.web 2.0 accentuate the user-oriented contents and usability.

Web 2.0 and Libraries: Web 2.0 is next generation of web than first generation. In first generation is a single way in which user can only read websites or WebPages, but second generation is a two way in which users and WebPages are interconnected to each other and user can read and write both on the web. Web 2.0 has tremendous effect on libraries. Through Technology library gives better



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services to its users and satisfy them more than traditional technology. When the technology changes, the demands of the users are changed so to fulfill the demands of the library users it is necessary to adopt new technology in libraries. Webs 2.0 fulfill the demands of the users.

The concept **Library 2.0** has been taken from Web 2.0. The term Library 2.0 is coined by ‘Michael Casey’ on his blog “**Library Crunch**” In 2006. Library 2.0 is the function of web 2.0 tool, library give its services anywhere, anytime and provide user-oriented services.

Library Services based on Web 2.0

RSS: RSS stands for ‘Rich Site Summary’ or ‘Really Simple Syndication’. It is more suitable in web 2.0 technology used in libraries. It can be basically used for information promulgation. RSS is basically used XML. Using this technology user can go on the website and watch the updated information. Most of the libraries use it to communicate the news and events related to particular library. Libraries use the RSS to provide the notification of new items in a collection, new services and new contents to the subscribed users. In Some of the libraries each activity is direct related with RSS.

Social Networking Sites: The social websites provide alternative way of communication in the world. Libraries share their news, events, photos and videos. They can use it to share links related to particular issues and share their services and resources through social networking sites. Social networking sites are used in the library as Web Portal, library promotion, extension of library website and catalogue, database search.

Blogs: It represent as an online diary managed by individual or institution. In blogs existing entries are organize in Achieve. In libraries, blogs have the important role. Use of Blogs in the libraries for promotion and publicity their services. It contains current awareness about news, book reviews, subject of interest, internal communication and it boost the user ‘s feedback. Libraries convey the news and events using blogs and to promote library services.

Micro blogging: Basically “Twitter” has been used in Micro blogging technology. In this user can communicate consist of 140 or less than 140 characters. By using the Twitter libraries convey their general information about the library as well as update the acquisition etc.

Podcasting and Vodcasting: Podcasting is ‘audio file’ and Vodcasting is ‘Video file’. The Term Podcasting has been derived from two words namely “broadcasting” and “ipod”. It provides admirable way to convey the information to users about different events, activities and programmers. Using these technology libraries show audio/Video clips that are related to speeches, interviews and past events held in libraries. Some libraries used them into various categories such as biographies, history, culture, education, government and religion etc. Podcasting and Vodcasting used in libraries for library debate and archiving class lectures.

Instant Messaging: It is also known as ‘Virtual Reference Service’. Using this service library can get users enquiries and give them appropriate answers in limited time period. They create the awareness of library services to users and give proper guidance to the users to use the library services.

SMS: A short Messaging service is a technique to deliver a short message over the Mobile Networks. Using this technique, the library allowed their users to send their inquiries through SMS on Mobile Phones. The Reference staff attends the queries and gives appropriate answers of these queries to the users.

Wikis: Wikis is a set of web pages which allow to access to anyone and he/she can add and modify the contents given on the wikis by using Simplified markup languages. It is combination of Open Access and Closed Access repositories of information. As Compared to blogs it has not reliability. Libraries use the wikis to communicate among the librarians and users. Wiki used in libraries as training tool, library website, subject guide and library suggestions. Users can share the information and give the answers of queries.



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Special Features of web 2.0 library services

Features	Variables
Observance	Blogs
Easy to use	Instant Messaging
Alteration	Wiki
Content Creation	Podcasting/Vodcasting
Sharing	RSS
Demoralization	Mash up
Participation	Wiki

Basic Features of Web 2.0 library services

- Easy to Access and Use
- Most of the users feels comfort using this technology
- It is user oriented
- It has low cost sometimes free of cost
- The process is more productive
- It is illuminating for the users
- Saves the time of the users

Challenges of Web 2.0 based Library Services

Lack of Knowledge to use Web 2.0 based library services: It is very difficult to use web-based library services to library staff without the skill of using the digital resources and services. Many librarians are well qualified but they cannot use computers in their daily work and they are not connecting to the internet. So, there is dire need to take training to use internet-based services thus they can use web-based library resources and services.

Lack of technical skill to use web 2.0 tools: The most common hindrance to use web 2.0 is that the users actually not aware to use fundamental techniques of the tool web 2.0; moreover, the concept of web 2.0 has faded perception. It can be worthwhile when proper training and tools would be illustrated by the experts to the users. There is dire need to install web 2.0 in the teaching learning process. Low internet connection: The web 2.0 tool facilitate users to work as a team viewer to interact one and all, it can be possible only if the internet speed is high because low speed of internet make passive to the users in their work. Therefore, the major challenge to use 2.0 web is require speedy internet connection. Institutions must have effective and updated technical devices for the best internet connectivity.

Inadequate Financial resources and fund: Most of the institutions do not meet both ends effortlessly, lack of financial resources are the main hindrances to use technical tools smoothly. Moreover, the electronic devices like dongle, wifi connectivity are not updated well-timed.

Poor Infrastructure: The first and foremost aspect to utilize social sites accurately without interruption is that there should not be limitations on the internet data and updated computers with internet connection which would fill up the gap between the learners and professionals.

Lack of time: Time factor is one of the challenges to use the Web 2.0 based library resources and services. There are many duties which have performed by librarian such as collection development, cataloguing, circulation etc these duties are keep the staff busy. In other side library users have also shortage of time.

Inadequate training opportunity:

Lack of Formulation of policies: Most of the institutions don't have any policy regarding to design Web 2.0 library services. The formulation of policy helps the library staff to use web 2.0 based services.

Conclusions: As the world is changing, the library services are also changing. In the changing environment, libraries have been spread their library services. These library services are broadening by using 2.0 techniques. Through Web 2.0 services Librarians and its Users are not only to facilitate interact to each other but they share effective information on Web. web 2.0 is a convertible web that constitute the new dimensions of library and information Centers.



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