

# **Library Services with Special Reference to Mobile Technology and Social Media**

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**Abstract:** *Today's youth and people are usually use of mobile phones, Apps and applications. It is very essential for use of mobile application and social media apps for interactive communication. Various government schemes are available online. Departmental apps MSRCTC, IRCTC, UMANG Apps etc. Every one paying bills, perching Goods, bank transition, Railway sets reservation, Government scholarship Apps, UGC Educational MOOC (massive online open course) program, SWAYAM Apps, Social media Apps using interact and communicate with each other. This study showing impact of mobile technology and social media on library services and user need. Benefits of new technology. Social media helps to library marketing the product and services of library. Connecting user towards the library*

**Keywords:** library

## **I. INTRODUCTION**

Using social media and mobile technology is need of today's people. Using mobile and new technology making impact on education field. Library is supported and backbone of educational field and knowledge center. In new era entrance of new technology library also need to make user friendly. Through social media like what s up, LinkedIn, flicker, Facebook, tweeter, DDLS, Mobile Apps. Using such type of technology making interactive communication library user and library staff for providing library services. Study showing use of social media mobile technology in library and its services.

## **II. CONCEPT OF SOCIAL MEDIA**

Web 1.0 tools possible only one way communication. Facilitate search and read connect in to web. 1.0 is a system of interlinked, hypertext documents accessed through the Internet. Web 2.0 tools possible two way comination. it is facilitate read, write and use multimedia facility interactive two communications like Facebook, blog, YouTube, LinkedIn, video tagging. RSS Feed - Rich site syndication allows to user and application to access update online content in standardized computer format. Web 3.0 facilitate read, write and execute. Semantic web, AI and 3D, web learning etc.

Library 2.0 is a perceptive, collaborative and interactive for user community. Increase social and collaborative interaction facilitates various tools online communication. It useful to deliver services of library.

### **2.1 Definition**

"Social Media are primarily Internet-based tools for sharing and discussing information among human beings." – Wikipedia

### **2.2 Objective of study**

Study concerned following objective:-

1. Understand use of social media in library and its impact.
2. To show mobile related services and its use.
3. Understand the respondent's attitude towards the use of social media in marketing of library resources and services.
- 4 To search the library design and implement marketing strategies to increase library resource usage.

### 2.3 Example of social website

Social Bookmaking – Interact user towards tagging website marked by other users Example - Simply, Del.icio.us, Blink list

**Social News.** (Digg, Propeller, Reddit) Thoughts of other people about article and their opinions.

**Social Networking. (Facebook, Hi5, Last.FM)-** make new friends sharing, chatting, communicate and interact, join new group.

Social Photo and Video Sharing. (YouTube, Flickr) Watching video, uploading photo and images sharing the mutual interest.

**Wikis.** (Wikipedia, Wikia) – Provide authority of user to edit and write content on Wikipedia

### 2.4 Working systems of social media in library

**Facebook:** Most popular now because it is librarian- friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook.

**Myspace:** In Academic institutions where the students are; libraries have taken advantage of this site o post, calendar, custom catalog search tools, and blog features to improve their presence.

**Blogs:** Here, librarians can periodically post messages; share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users.

**Wikis:** Is a free online encyclopedia that gives a background knowledge and definition of concepts. It offers a platform for users to access, edit and contribute to content. This is a collaborative web page for developing web content.

**LinkedIn:** Librarian and people of other profession sharing a mutual interest about their particular field area or subject. Uploaded the profile, subject related query, getting suggestion discuss current issue in their field. Librarian provide specialized services using LinkedIn like SDI selective dissemination of information

**YouTube:** In institutions in India, events such as important highlights of inaugural lectures, conferences and workshops are disseminated via the YouTube. Example Flickr: Librarians can use this tool to share and distribute new images of library collections.

**Flicker** – Flickr for is image hosting and video hosting service library staff use flicker for displaying and dissemination of information of new arrivals books and journals in library. Sharing, viewing clear image library uploaded verso/cover page of document.

**Library Thing:** on online services for library catalogue. User Access the catalogue anywhere any time available on mobile. Library things connect the people same book. Library OPAC and list of books with ISBN available after library things user Account creation. Library Things send current publication books list to users. Today era library is Going to updated services traditional library to make online knowledge hub for dissemination of information. Using social media and mobile technology.

## III. MOBILE APPLICATION IN LIBRARY

Some libraries have developed mobile applications for smart phones. The District Columbia public library has developed an iPhone application that includes a mobile OPAC and the ability to place items on hold and also provides information on hours and locations of local libraries.

### 3.1 USE OF MOBILE PHONES

Mobile phone is a small hand held device, a replacement for land line telephone, such as PDA (Personal Digital Assistant), Smart phones, iPhones, iPod etc., which are used for communicating with others by sending messages or accessing the Internet via radio link/ wireless/cellular network/Wi-Fi wherever and whenever. According to Wikipedia “A mobile phone (also known as a cellular phone, cell phone and a hand phone) is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network.

**Advantage mobile phones are**

The advantage mobile phones are:

- A. Can be connected to internet
- B. Wi-Fi and web enabled
- C. Touch screen facility for reducing and enlarging the screens
- D. In-built Cameras

**3.2 MOBILE APPLICATIONS**

The important facilities in mobile phone are accessing the web and SMS. Mobile phones are used almost in all our day to day activities. It is also used for mobile commerce (m-commerce), mobile banking (m-banking), mobile payments (m-payments) - money transfer and payments, mobile shopping (m-shopping), mobile tickets (m-ticketing) and mobile coupons.

Online Computer Library Centre (OCLC), Library of Congress, many University Libraries (University of Michigan) and Public Libraries (Washington Public Library) in USA started implementing mobile library services. in the recent past. Many university libraries such as American University, Boston University, Harvard University etc.

**Promotional Service**

- About the library
- Library collection
- Library timings
- FAQ
- Ask a Librarian.

**Transactional Service**

- A. Issue
- B. Return
- C. Renewal
- D. Overdue reminder
- E. Overdue charge

**Web enabled Services**

- A. Accessing Library websites
- B. Browsing Library Catalogues
- C. Browsing catalogue of other libraries
- D. Reading e-journals and e-books

**Mobile OPAC**

The mobile version of OPAC offers reduced version of the full OPAC features. This allows users to search the OPAC of libraries easily using their mobile devices.

**REFERENCES**

- A. Availability of documents such as book or a journal
- B. Knowing a particular information
- C. Meaning for a technical word/ phrase
- D. Getting an address

**Mobile collection**

Mobile collection includes audiobooks, eBooks, audio language courses, streaming music, films, images, etc. which can be used on mobile Request Services using SMS

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**[www.ijarsct.co.in](http://www.ijarsct.co.in)**

Indent for a new book/journals

A. Request for an article

B. To know the Library timings, etc.

#### **QUICK RESPONSE CODE (QR)**

QR Codes are two-dimensional barcodes. QR stands for Quick Response which refers to the instant information access hidden in the Code. They are customizable, both in function and design, and are the best channel for connecting traditional print media with any interactive online content. QR Codes are used for storing and retrieving the information of Library tour, Book Review, Library Map, FAQ, Ask a librarian, links to library web sites, brochures, EB 2.0.

#### **IV. LIMITATIONS OF M-LIBRARY**

The limitation of using m-library applications are:

1. The cost of Internet access and SMS
2. Limitation of the length of message
3. Need reliable and fast internet connectivity
4. Non availability of flexible browsers and applications tools for m-library services.
5. Restriction in using mobile in Libraries.

#### **V. FINDINGS**

1. Social Media and mobile technology updated library service user centric.
2. Users are giving more response and feedback for library services.
3. Helpful for interactive communication between user and library staff.
4. It is useful for acquisition of books.
5. Change attitude of reader of library they connect with library for using services.
6. Possible Timeless, anywhere, anytime connect with library services.

#### **VI. CONCLUSION**

User of library is connecting with new technology. Library also want updated towards user centric approach. This is the main reason library and staff of library also renewed their services. Use social media Application and Integrated library management system. Study clarifies that social media and mobile technology benefited to library and its user. Library services make fastest, possible interactive communication between library staff and users.

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