Full Length Research

Use of Web 2.0 by Library Professionals in Tamil Nadu

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Web 2.0 technologies have gained increased popularity over the last decade. They have transformed user engagement on the World Wide Web and have made inroads in education. However, adoption of these technologies by library professional is good sign and it shows healthy competition in digital environment. The study tries to find out that how the library professionals are using the web technologies for their personal work and library service. This research paper clearly pictured that majority of the library professional in Tamil Nadu state having awareness and knowledge about social networking sites and web tools like Blogs, RSS, Social Book Marking, Podcasting, Wikis, Facebook, flickr, LinkedIn etc. The result of the study is encouraging the library professional in use of web technologies in libraries service.

Key Words: Web 2.0 tools, Web Technologies, Blogs, RSS, Library Professionals, Tamil Nadu.

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INTRODUCTION

Web application development has been around for a long time. In fact, it has been around long enough that a new term, web 2.0, is being used to describe the next generation of web applications. Web 2.0 is an intersection of new business models, new ideas, and multifaceted sharing and collaboration with iterative development techniques getting new features to users at a much faster pace.

The term Web 2.0 was coined by Tim O'Reilly in 2004. Wikipedia defines Web 2.0 as follows: the changing trends in the use of World Wide Web technology and web design that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the development and evolution of web culture communities and hosted services such as social networking sites, video sharing sites, wikis, blogs, folksonomies.

Understanding Web 2.0

Web 2.0 is more about how use of the Internet is changing than about a new version of web technologies. The Internet is becoming more of a platform for existing technologies, many of them collaborative, and a perpetual beta site for new technologies. So-called "mashups" of existing technologies, combined with growing numbers of knowledgeable users, and the proliferation of how-to data, is opening doors to threats that didn't previously exist. Web-based communities and hosted services such as social networking sites, wikis, and blogs, aim to facilitate creativity, collaboration, and sharing among users; but the very openness of these

Figure 1: The Web 2.0 Tag Bubble Map

sites makes them vulnerable to new, multi-layered malware attacks.

"The web 2.0 tag bubble map" made by ace designer Markus Angermeier, shown in Figure 1, gives an idea of the technologies, ideas, and uses that comprise web 2.0.

Why use Web 2.0 Tools in Libraries?

These tools have penetrated all facets of communications including business, social, scholarly, health and many more. Libraries need a communication strategy which is cost effective and convenient both to users and service providers. Capitalize the importance of integrating web 2.0 systems into library and information services as it support, promote and extend information services to patrons or user community. Web2.0 tools can be used to promote services, share information, and engage with users and network with colleagues, on a global scale. In this perspective, librarians and information professionals could not be left behind in utilizing the power of the web in communication.

OBJECTIVES

The study was an attempt to find out the awareness and usage Web 2.0 technology among the library professionals in Tamil Nadu. The study was designed and conducted to achieve the following objectives.

1. To observe the awareness and use of Web 2.0 technology library professionals.

2. To study the purpose and level of use of the Web 2.0 technologies by library and information professionals.
3. To study the knowledge and application of Web 2.0 tools.
4. To study the knowledge and use of social network sites towards the library services.

LITERATURE REVIEW

Since Web 2.0 is a new phenomenon for libraries there are a few studies on the content surveys of library websites regarding the adoption of these technologies.

Xu et al. (2009) studied the applications of Web 2.0 in the academic library. The survey, conducted 81 academic library websites in New York State, revealed that forty-two percent of them adopted one or more Web 2.0 tools for various purposes. Instant messaging (IM) was the most frequently used tool followed by blogs, RSS, tagging, wikis, social networking services (SNS) and podcasts. According to Web 2.0 refers to a perceived second generation of web development and design that facilitates communication, secure information sharing, interoperability, and collaboration on the World Wide Web such as blogs, wikis, online social networking, virtual worlds and other social media forms.

Sandip Majumdar (2012), has studied that web 2.0 tools in national importance universities library web pages in West Bengal. He found that out of 18 state universities five universities do not have any dedicated library webpage, though these universities maintain and update their official websites regularly. P. Hangsing and

Table 1. Awareness of Web 2.0 Tools

S.No.	Web 2.0 Tools	Librarian	Asst. Librarian	Library Assistant	Total
1.	Blogs	87	56	28	171 (100%)
2.	Forums News Groups	87	56	28	171 (100%)
3.	Wikis	87	56	28	171 (100%)
4.	Podcasts and Vodcasts	87	54	16	157 (91.81%)
5.	RSS	87	56	28	171 (100%)
6.	Social Book Markings	87	56	28	171 (100%)
7.	Social Networking sites	87	56	28	171 (100%)
8.	Folksonomies, Tagging	62	49	12	123 (71.93%)
9.	Others like SNS, Instant Message, Meshups etc…	87	56	28	171 (100%)

Lalditum Sinate, studied the application of web 2.0 technology in 44 Central University library websites in India. They found that only 11 universities deployed one or more Web 2.0 tools. Blogs/microblogs were the most popular tools used among these universities.

Manorama Tripathi and Sunil Kumar (2010), have contacted a survey about use of web 2.0 tools in academic libraries in reconnaissance of the international landscape. It is found that 211 libraries (76.2%) had adopted at least one of the Web 2.0 tools, whereas 66 of them (23.8%) did not use any of the Web 2.0 tools. According to the findings indicated high level of awareness of the existence of Web 2.0 technologies among library and information professionals and that only few were not aware of the existence of these technologies due to lack of publicity. Fred Gochi Gichora and Tom Kwanya find that the use of the web 2.0 tools in academic libraries in Kenya has increased the users interests in the library resources and services promoted learning as well as enriched library promotion and marketing programmes.

Purpose of study

The aim of this study is to have a clear picture about the extent of implementation of Web 2.0 technologies by library professionals in TamilNadu. It also tries to understand how library staffs are responding to the much talked about phenomenon namely social networking.

RESEARCH METHODOLOGY

The researchers relied upon the survey methods for collecting data for this study. The sampling method was used in the present study. A structured questionnaire was prepared by researchers and distributed the same for 200

library professionals in and around of Tamil Nadu. But out of 200 respondents, 171 questionnaires were dully filled in by the user's community and the overall response rate was 85.50 per cent. The collected data were classified, analyzed and tabulated by using statistical methods.

Survey Results

There were 87 librarians, 56 assistant librarians and 28 library assistants. This study was carried out to know the awareness and use of Web 2.0 tools like RSS, Wikis, SNS, Instant Message, Blogs, and Social Book Marking etc. among library professionals. Table 1, the respondents were asked to point whether they aware of Web 2.0 tools. From the analysis it was observed that all the participated library professionals are having sufficient knowledge to compete the present technological environment. But 91.81 % library professionals aware of Podcasts and Vodcasts and followed by 71.93 % of library professionals have knowledge of Folksonomy.

Table 2, it is observed that 1167 (96.05 %) of male library professionals aware of Web 2.0 technologies followed by 310 (95.68 %) of female library professionals aware the same. Table 3, a question was posed regarding purpose of Web 2.0 tools in library activities. It is observed and all the library professionals accepted that to share the ideas, announcement of new activities in library, library instructions, library tour, to get feedback from the users and promoting general library services.

The respondents were asked to indicate whether they use Web 2.0 tools in library activities. On the analysis of table 4, it is observed that only RSS (4.68%) and Blogs (2.92%) used for library activities by the library professionals. Yet, there are still most who do not use the Web 2.0 Technologies. Table 5 revealed that use of Web 2.0 tools in their personal work. Majority of the web 2.0 tools are used for their personals works but few tools are

Table 2. Genderwise Distribution – Awareness of Web 2.0

S.No.	Web 2.0 Tools	Male	Female
1.	Blogs	135	36
2.	Forums News Groups	135	36
3.	Wikis	135	36
4.	Podcasts and vodcasts	126	31
5.	RSS	135	36
6.	Social Book Markings	135	36
7.	Social Networking sites	135	36
8.	Folksonomies, Tagging	96	27
9.	Others like SNS, Instant Message, Meshups etc…	135	36

Table 3. Purposes of web 2.0 tools by library professionals

S.No.	Purpose	Yes	No
1.	To sharing the ideas	171	-
2.	For announcing new developments and events taking place in library	171	-
3.	Library tour	171	-
4.	How to access the library resources	171	-
5.	To get the feedback	171	-
6.	Promoting general library services	171	-

Table 4. Application of Web 2.0 tools in library

S.No.	Web 2.0 Tools	Librarian	Assistant Librarian	Library Assistant	Total
1.	Blogs	5 (5.75%)	2 (3.57%)	1 (3.57%)	8 (4.68 %)
2.	Forums News Groups	-	-	-	-
3.	Wikis	-	-	-	-
4.	Podcasts and vodcasts	-	-	-	-
5.	RSS	2 (2.29%)	2 (1.78%)	1 (3.57%)	5 (2.92 %)
6.	Social Book Markings	-	-	-	-
7.	Social Networking sites	-	-	-	-
8.	Folksonomies, Tagging	-	-	-	-
9.	Others like SNS, Instant Message, Meshups etc…	-	-	-	-

not used by the library professionals i.e. 39.77% (68) of Podcast and Vodcasts , 9.94% (17) of Folksonomy and 2.92% (5) others tools like SNS, IM etc.

Table 6 shows that which RSS reader mostly used by the library professionals. It observed that 53.22 % (91 nos.) of respondents used Google reader, followed by 47.37 % (82nos.) used My Yahoo, 3.51 % (6nos.) used Omea Reader, 2.92% (5nos.) used RSS Bot, 1.17%

Table 5. Use of Web 2.0 tools in personal work

S.No.	Web 2.0 Tools	Librarian		Assistant Librarian		Library Assistant		Total	
		Yes	No	Yes	No	Yes	No	Yes	No
1.	Blogs	87	-	56	-	28	-	171 (100%)	-
2.	Forums News Groups	87	-	56	-	28	-	171 (100%)	-
3.	Wikis	87	-	56	-	28	-	171 (100%)	-
4.	Podcasts and vodcasts	53	34	41	15	9	19	103 (60.23)	68 (39.77)
5.	RSS	87	-	56	-	28	-	171 (100%)	-
6.	Social Book Markings	87	-	56	-	28	-	171 (100%)	-
7.	Social Networking sites	87	-	56	-	28	-	171 (100%)	-
8.	Folksonomies, Tagging	49	13	56	-	24	4	154 (90.06)	17 (9.94)
9.	Others like SNS, Instant Message, Meshups etc…	87	-	56	-	23	5	166 (97.08)	5 (2.92)

Table 6. Best RSS Reader among Library Professionals

S.No.	RSS Readers	Librarian	Asst. Librarian	Library Assistant	Total
1.	My Yahoo	**46**	**34**	**2**	82 (47.37%)
2.	Omea Reader	**1**	**4**	**1**	6 (3.51%)
3.	FeedDemon	**1**	**1**	**-**	2 (1.17%)
4.	Google Reader	**62**	**23**	**6**	91 (53.22%)
5.	Thunderbird	**-**	**-**	**-**	-
6.	RSS Bot	**2**	**3**	**-**	5 (2.92%)
7.	Digg Reader	**-**	**-**	**-**	-

Table 7. Most popular Social Networking among Library Professionals

S.No.	Social Networks	Librarian	Asst. Librarian	Library Assistant	Total
1.	Facebook	87	56	28	171 (100%)
2.	Youtube	87	56	28	171 (100%)
3.	LinkedIn	87	56	19	162 (94.74%)
4.	Twitter	35	15	6	56 (32.75%)
5.	Flickr	19	8	7	34 (19.88%)
6.	Goodreads	18	16	3	37 (21.64%)

(2nos.) and no one use the Thunderbird and Digg Reader.

This study further explored to determine which social network is popular among the library professional and table 7 revealed the same. This Study found that 100% (171 nos.) used facebook and youtube, 94.74% (162nos.) used linkedln network, followed by Twitter 32.75%

(56nos.), Good reads 21.64% (37 nos.) and Flickr 19.88% (34nos.).

The respondents were asked to indicate most popular library blogs and table 8 revealed that 97.08% (166nos.) using lislinks blog and liswiki 24.56% (42nos.) is lowest user. Table 9 shows that advantages of Web 2.0 for library professionals. All the respondents are agreed with

Table 8. Most popular Library Blogs among Library Professionals

S.No	Library Blogs	Librarian	Asst. Librarian	Library Assistant	Total
1.	Lislinks	87	56	23	166 (97.08%)
2.	Library Soup	45	21	9	75 (43.86%)
3.	libraryscience4ugcnet	32	39		74 (43.27%)
4.	Infolibrarian	64	53	22	139 (81.29%)
5.	liswiki	26	12	4	42 (24.56%)

Table 9. Advantages of Web 2.0

S.No.	Advantages of Web 2.0	Librarian	Asst. Librarian	Library Assistant
1.	Good relationship with users	87	56	28
2.	Faster time to market	87	56	28
3.	Knowledge / Information Sharing	87	56	28
4.	Introduction of personal learning environment	87	56	28
5.	Information can flow freely	87	56	28
6.	Professional development	87	56	28

the web 2.0 tools useful to create good relationship with users, professional development, knowledge sharing etc.

CONCLUSION

During last two decades rapid technological development has affected each and every profession and the library professionals not exempt. Use of Web 2.0 technologies in learning and teaching emerges as considerable but patchy, driven for the most part by the professional interest and/or enthusiasm of individuals or small groups of staff. This situation is replicated in other spheres of university business: administration, student support, and advertising and marketing. This research is aimed to drive a picture of Web 2.0 technologies presently being used by library professionals in TamilNadu. Only a minority of library people using the Web 2.0 technologies to library activities. But they wish to use it for their personal work. This research pointed out that library professionals appreciate learning experience where new technologies add value to enhance the library services. As academic library people strive to reposition themselves in the digital environment and try reconfigure their role with use of Web 2.0 technology.

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