2019-20

VOLUME IX, ISSUE I
April 2020

OPEN ACCESS

ISSN 2277 - 8071

IMPACT FACTOR 5.411

DOI PREFIX 10.22183

JOURNAL DOI 10.22183/RN

INDEXED IN 52 DATABASES

J-Gate INDEXED

RESEARCH NEBULA

AN INDEXED, REFEREED & PEER REVIEWED QUARTERLY JOURNAL

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DOI PREFIX 10.22183 | IOURNAL DOI 10.22183/RN | An International Refereed, Peer Reviewed & Indexed Quarterly Journal in Arts, Commerce, Education & Social Sciences | ISSN 2277-8071 | SIF 5.411

Research Paper in Library Science

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WEB 2.0 AND ITS TOOLS FOR THE LIBRARY

ABSTRACT

Web 2.0 has brought the new way of communication to the society. It has provided two way communication facilities to users. They are not only communicate with the each other but also can share their information whether they are available in any form such as video, audio, print material available in digital form, comments on a particular post etc. All these facilities are useful for the library users and library professional. This paper has discussed about the Web 2.0 and its tools which are applicable for the library to provide information and regulate the library effectively and communicate with the users. This paper is intended to aware librarian professional and users about the tools of Web 2.0 and its uses.

KEYWORDS: *Web 2.0, Concept of Web 2.0, Tools of Web 2.0*

1. Introduction:

The Web 2.0 technology is based on the participation, collaboration, communications and sharing information. It means that user is the centred of the Web 2.0 technology. It provides advanced facilities to the users than the web1.0 which has only one way communication system. Web 2.0 has facilitated the user with many advantages. Users can share their information, thoughts and comments on the web 2.0 platform. It has not provided read only facility but also the participatory, two way communication system for the users. Users can share useful information to the user community. Library is one of the most prominent knowledge sharing part of the institution with two way communication. In the age of Information and Communication Technology (ICT) library had to change its services according to demand of the users. Users need their information anytime and anywhere and want communicate with the librarian professional in the same way. It became possible to the library share its information and communicate with the users with the help of web 2.0 technology. It became possible to library professional to promote their available information and services and keep connected with the users. Blogs, Wikis, Orkut, Facebook and all other communicative applications and tools are available their through which library professional can keep update their users. Web 2.0 is a very useful for both the library and user community. In this age it is very important that library professional should keep update his library with the Web 2.0. It will become possible to him to communicate and share its information to the users effectively.

2. Web 2.0:

The term 'Web 2.0' was officially coined in 2004 by Dale Dougherty, a vice-president of O'Reilly Media Inc. during a team discussion on a potential future conference about the Web. (Anderson, 2007) Web 2.0 is the interactive platform created by web-based communities and social networking websites where users can communicate, share video and images, can edit, manipulate, can read and write such as Facebook, Orkut, LinkedIn, Wikis, blogs, etc. Web 2.0 is considered as a second generation

web. The term 'Web 2.0' is commonly known as a web application which facilitate the users to interact, sharing information, user-centred design, and collaboration on the World Wide Web. (Prabhu, 2016) as Tim O'Reilly has defined Web 2.0 as "Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an 'architecture of participation' and going beyond the page metaphor of Web 1.0 to deliver rich user experiences" (Hanumat G. Sastry, Lokanatha C. Reddy, 2010)

3. Need of Web 2.0 for the Library:

Library is one of the most essential parts of the educational institutions which facilitate with various services to its users and service provider. Web 2.0 is a user centric technology. Using web applications user meets with their needed information with the internet facility on their devices. These users need their information in new way i.e. digital form. They are very interested with the new facilities. Users of the library are wants to access and communicate with each other with these new facilities. In these circumstances, librarian professional is responsible to provide users information and communicate with them and fulfil their demands with the trends. There are various tools of Web 2.0 available for the libraries such as blogs, wikis, RSS, podcast, social networking sites, and book services to maintain the library services in the new era.

Gross and Leslie stated that Web 2.0 technologies are the "next big thing" in academic libraries because they offer social networking capabilities in providing information and services to the library's clientele. Rehman and Shafique observed that "Web 2.0 technologies are blessings for library professionals as libraries can design attractive services using Web 2.0 applications without spending huge budgets for online hosting and storage." Most of these web 2.0 tools are offered free of charge for its users; librarians can register themselves or their libraries and use it as a digital marketing tool to reach a far larger audience. (Oyovwe-Tinuoye, Gloria Igheneghatowho, Krubu Dorcas Khrubu, Ijiekhuamhen Osaze Patrick, 2017) Demand of the users has been changed by the Web 2.0. Due to changes of the demand of the user's library need to modify it. If the library wants to be a user centric then it needs to offer its services to users according to their demand. Web 2.0 has provided these facilities to the library.

4. Objectives and principles of web 2.0

Web 2.0 is user centric platform where he can share, gather and comment on the information. It is a read-write platform where user can write his opinion. Web 2.0 is available for the every participant. The term "open" in this context has two meaning

4.1. It is technically open

- Open architecture
- Open source software
- Open standard

4.2. Socially open with privileges to utilise and generate contents by any one. (Nimai Chand Shahm Suman De, Nirmalendu Paul, 2008)

5. Web 2.0 features:

- The web as a platform
- Focus on the power of the community to create and validate
- The power of a seemingly freer form of organization (tags)
- Setting up hooks for future integration (RSS, API) (Bhattacharya, 2016)
- Users can modify the available content.
- Using Web pages to link different users.
- Content can be shared more efficiently.

- Information can be obtained by subscribing to a Web page's RSS. Apart from this, the subscriber can receive updates on any development in the Web page as long as there is access to the Internet.
- It allows one to access Internet through not only the computer but also mobiles, television, etc. (Prabhu, 2016)

6. Services of Web 2.0:

Web 2.0 has several tools through which it provides its services to the users they are Blogs, RSS (realy simply syndication), Wiki's, Mashups, Social Networking, Podcast, Video Sharing, Flickr, Starpages, Social book marking, Personal search agent, Instant messaging, resource discovery tools, information mesaf, mapping services, web annotation. This paper has discussed most prominent services or tools.

6.1. Blogs:

Jorn Barger was proposed the term web-log, or blog, in 1997. According to him blog is a simple webpage consisting of brief paragraphs of opinion, information, personal diary entries, or links, called posts, arranged chronologically with the most recent first, in the style of an online journal. 'blogs enable individuals to write to their Web pages in journalism time – that is hourly, daily, weekly – whereas the Web page culture that preceded it tended to be slower moving: less an equivalent of reportage than of the essay.' (Anderson, 2007) Library can use this tool effectively to promote the library services and create awareness and keep update itself and users.

6.2. Really Simple Syndication (RSS):

RSS is a family of Web feed formats used for syndicating content from blogs or Web pages. RSS is an XML file that summarizes information items and links to the information sources. It informs users of updates to blogs or Web sites they're interested in. Feed reader or aggregator programs can check a list of feeds on the user's behalf and display any updated articles they find. Atom is another syndication specification aimed at resolving issues of multiple incompatible RSS versions. (Murugesan, 2007). This tool is very helpful to library through which they can keep update, inform the users and provide link for their interested area to reach their and gather more information.

6.3. Wikis:

A wiki is a web page or set of web pages that can be easily edited by anyone who is allowed access. Unlike blogs, previous versions of wikis can be examined by a history function and can be restored by a rollback function. Wiki features are included: wiki mark-up language, simple site structure and navigation, simple template, supporting of multiple users, built-in search feature and simple workflow. (Murugesan, 2007) Wikis are one of the most popular web pages which can be created and edited by the users. These web pages provide platform to the users to create and post their information and thought about something which proves valuable for the users community.

6.4. Mashups:

Web mashup is a web page or web site that combines information and services from multiple sources on the web. Mashups can be grouped into seven categories: mapping, search, mobile, messaging, sports, shopping, and movies. More than 40 percent of mashups are mapping mashups. It is easier and quicker to create mashups than to code applications from scratch in traditional ways; this capability is one of most valuable features of web 2.0. Mashups are generally created using application programming interfaces. (Murugesan, 2007) Library can provide information about the library and its sources and can make available for the users.

6.5. Social Networking:

Social networking could became possible through the Web 2.0 platform which facilitate the users to communicate each other online. On this platform people can share their personal

activities background, videos, photos, files, comments. There are various social networking sites such as Facebook, Orkut, Youtube, Flicr, Picasa are very popular among the users. Library professional can share videos, audios on Facebook, Youtube to promote their library facilities and other information to users.

6.6. Podcast:

Podcasts are audio and video digital media files can be downloaded thorough web by electronic devices like I-pod, mobile, computers etc. using Internet service. There are websites available like podcasting- tools.com which provide podcasting services. (Prabhu, 2016) Library professional or users of the library can share their valuable audio and video for the user community and make the library rich in sources.

6.7. Video Sharing:

YouTube is again the most popular website wherein people can share video, download videos and comment on them. People share knowledge and experience via YouTube. (Prabhu, 2016) YouTube is one of the popular tools for sharing the informative and knowledgeable information to the users and users can also do it. Library professional must use this facilities to promote and share its information to the users.

7. Conclusion:

Information and Communication Technology (ICT) provided lot of valuable services and facilities to the community. Web 2.0 is one of the inventions of the ICT which affected the teaching and learning process. In the digital era most of the library users have changed their demand. They want their information at the tip of finger anytime and anywhere. To fulfil their demands library professional will have to change their views and process of providing services. Web 2.0 has provided the new platform through user community and librarian can help each other in their work. With the help of users they can become the part of the library. All these important tools described above in this paper provide us a platform to create and share user information to the library and vice-versa.

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