WEB 2.0 Technologies in Academic Libraries

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Abstract: *In this research paper discussion about web 2.0 technologies in academic libraries. Web 2.0 technologies growing day to day quickly and more useful in academic libraries. The research in the field of web 2.0 tools is carried out from last three decades and have noticed many changes in academic librarians and libraries also library users. In current years, there has been a significant grow in social networking websites and online applications. The concept of Library 2.0 is taken from Web 2.0 which provides us a different way of accessing the library. Library 2.0 is a concept taken from Web 2.0 with a vision of offering a different library service, geared towards the needs and expectations of today's library users. In this idea, the library 2.0 makes information available anywhere and at any time the user requires it. Library 2.0 make possible and encourages a culture of library user's representation upon the perspectives and contributions of academic librarian and their staff.*

Keywords: Web 2.0 tools, library 2.0, web 2.0 tools and academic libraries

1. Introduction

Web2.0 technologies refer to the development of online applications that boost collaboration, communication and information sharing. This technology represents a shift from the passive experience of static i.e. read only web pages for searching the information and also participatory experience of dynamic and interactive web pages. Web2.0 also explains as that the technology reflects changes in how we use the web rather than labeling any technical or structural change in the existing procedure. Numerous Web2.0 applications, such as the examples provided, are often referred to as "social media" due to their role in supporting communication and building online communities for academic library users. Web 2.0 technology changes the user's perception in terms of academic libraries, now it is easier to end user and friendlier [1].

Firstly web pages are static i.e. these pages are read only therefore for users one way communication is possible and that time for creating web pages the language use is known as HTML (Hyper Text Markup Language) was used extensively for web-publishing and other purpose also. In recent time web 2.0 more popular due to their user friendly services and its features or we can say that www (World Wide Web) give a platform for developing web 2.0 applications [2]. Web 2.0 well-defined as that it is a modified/upgraded version of web 1.0. In web 1.0 also called first generation of web there are read only or static web pages, online communication does not make available here while web 2.0 technologies give the facility to interact with users online and also contribute their web content. It developed for the purpose of user interaction, communication and web content sharing [3]. Web 2.0 tools and technology are Internet based services which consist of social networking sites, blogging sites, RSS, podcasting, wikis etc. There are lots of web services provided by web 2.0, now days which is more accessible and some are most useful for today's life such as RSS, blogs, and many social network sites.

2. Web 2.0 tools in academic libraries

In this study researcher supports to librarian to adopt the web 2.0 tolls and technologies since using these services enhanced in the library services [4].Web 2.0 is internet based services for example Social networking sites, podcasting, RSS, blogging, wikis etc. Aim of these services is to accelerate user contribution, online collaboration, information sharing among users. In last few years use of web 2.0 tools is increases in education sector. And this technology definitely adopted by recent time users. The libraries have also use these applications for enhancing their services and these can be help for providing academic library services to the distance learners [5]. In this study it is found that half (1/2) of the university in lucknow have used more than one Web 2.0 technologies. As result shows that the percentage of use of web 2.0 technologies IM tool was 43%, blogs was 32.5%, RSS was 27% etc. Here explored the adoption of Web 2.0 tools by academic libraries in lucknow.

In [6] author Harinarayana and Raju explained about the application of Web 2.0 tools and Library 2.0 features through academic libraries. As per the university ranking in the year of 2007 around the world top 200 universities the result found that out of 57 university, 37 uses RSS and IM tools mostly whereas 15 universities use Blogs and podcast, SNS, Video cast and wiki are the least used web 2.0 tools. As discussed in [7] the study conducted on the Mainland China in 2009, in this study author given snapshots on how Web 2.0 technologies were used in work and home. The study found the values and effect that web 2.0 tools had applied on Chinese libraries. Author found that 52.2% of the academic libraries had implemented the Web 2.0 tools whereas 39.1 % had not implemented Web 2.0 tools while no comment about 8.7% academic universities. Author says in [8] conducted a study on Canada based universities, United States of America, Australia and UK researcher found that out of out of 277 universities libraries, 211 or 76.17% had adopted some or the other Web 2.0 tools, whereas 66 (23.83%) academic university libraries did not use any Web 2.0 tools. Maximum number of the Web 2.0 tools implemented by the libraries is IM (53%), Blogs (46.6%), and RSS (39.3%) of

the 211 libraries whereas Podcasts and SNS were least applied.

3. Benefits of Web 2.0

When web 2.0 come to existence the comprehensive environment of web based services i.e. libraries can reach a huge public. Web 2.0 tools benefited the online Lerner or user. Using these tools users can give their ideas across Social networking sites, blogs, wikis, and at photo-sharing sites etc. this study shows that some librarians are involved in these tools for conversations and connections using web 2.0 tools and technologies. But as per the requirement of present it is need of librarians to explore and aware that how these tools can improve communication with users [9].As authors discussed in [10] that web 2.0 is a set of developments and tools for using the internet services, they explained that these socio-technological improvements have enabled a good platform for collaboration and collecting knowledge through experience and training on a worldwide scale. The idea of collaborative work, social networking and the simplicity in the usage of web 2.0 applications has taken a significant change in the Internet services of Internet users in the world. The acceptance of social networking applications, IM, blogs and sharing of information through internet has also changed the way and activities of users of libraries all over the world.

As discussed in [11] web 2.0 tools are interactive, collaborative, the actual advantage of library 2.0 can be achieved by using advanced features of technology Web 2.0 tools and technology may be thoroughly taught as a distinct course in the LIS curriculum. The reason behind this idea is to prepare the library professionals with skills and abilities that are necessary to design dynamic and present user concerned requirements. Librarians have been using the internet for communication, sharing ideas and offer support to each other by using the email. The advantage of Web2.0 technologies gives new opportunities for huge professionals in reference to collaboration and cooperation. Now days many librarians use twitter to acquire information about activities and initiatives going on somewhere else, and to share ideas with colleagues. This technology providing a network pulls on the experience allowing for the sharing of information and expertise [4]

Now days it is essential that libraries get used to the Web 2.0 tools for its services to the user's requirements and expectations. Concluded study shows that if libraries and librarians do not keep up with these developing technologies then library services become less attractive to the users and could be considered inappropriate [12]. In the beginning static web pages or also known as web 1.0 technology is used these pages were read-only for the users. In this technique Hyper Text Markup Language (HTML) was being used for web-page creation. The word Web 2.0 was being made popular in 2004 and this term firstly was used by Darcy DiNucci in 1999. Web 2.0 technology can be well-defined in terms of its features and social impact or it is also says that World Wide Web (www) provided the base for Web 2.0 tools to create a new communication environment. Many research studies [13] [14] describes that Web 2.0 as an

approach not a technology while some believes that Web 2.0 is a medium to connect with society. Consequently Web 2.0 tolls vary from Web 1.0 services in reference to their usage too.

4. Collaboration with Users

The study shows that the use of Web 2.0 in the libraries is increasing day to day but in reference to libraries overall development of Web 2.0 tools is very little [14] [15]. Over recent years, library and information's increases so it is integrated with the tools of web 2.0 technologies. Web 2.0 tools such as Facebook, YouTube, Twitter etc. have been supposed as advantageous and such services are increasingly becoming library's online existence. Currently user's expectations from libraries services that they find out the latest updates regarding their queries by web 2.0 tools. They just want to share the information online with their friends and colleagues [16].

Web based services provide a platform to reach a large number of audience. Web 2.0 tools offerings opportunities to new age group people who are not interested to visit the physical library building they expect all the information online [4]. Presence of web services including social media sites, improves quality and awareness in the library services and enhancement in their progress as per current scenario. The following table specifies the uses of web 2.0 in library services [15].

The table shows that benefits of web 2.0 tools in libraries, so it is suggested to the librarians that they take benefits of web 2.0 services for providing their services more attractive through a smaller amount [17] [18].

Web 2.0 services	Uses in Library
IM	Communication Information on library services Assistance with resources
Wiki	Subject related information Assignment preparation Resource guides Training information
Blogs	Publicize New books Book reviewer comments Libraries news and events Book discussions Advertising the library Research tools
Video Sharing Tools	Promote library services Library guidelines
RSS	Library news and events New books Newest-journals/ newspapers/magazines New catalogs Routine catalogue search
Bookmarking Tools	Searching the library directory Guidance with resources about library Book review reports

5. Conclusion

In this paper author describe some basic evidence about the web 2.0 tools &technology. This reading is useful for new researchers of this area also for academic libraries. In this study also describes the way in which libraries user engaged with web 2.0. Here a thought specified that how this enhanced technology how to helpful for librarian and user both. It also produce opportunities for learning put into practice. In simple words we can say that web 2.0 is use for online communication where users can interact to each other, share their information using web 2.0 based tools such as Social sites, blogs, podcasts etc.

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