

Vol 4 Issue 8 Feb 2015

ISSN No :2231-5063

# International Multidisciplinary Research Journal

## *Golden Research Thoughts*

Chief Editor  
Dr.Tukaram Narayan Shinde

Publisher  
Mrs.Laxmi Ashok Yakkaldevi

Associate Editor  
Dr.Rajani Dalvi

Honorary  
Mr.Ashok Yakkaldevi

## Welcome to GRT

**RNI MAHMUL/2011/38595**

**ISSN No.2231-5063**

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

### ***International Advisory Board***

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Mohammad Hailat Dept. of Mathematical Sciences, University of South Carolina Aiken	Hasan Baktir English Language and Literature Department, Kayseri
Kamani Perera Regional Center For Strategic Studies, Sri Lanka	Abdullah Sabbagh Engineering Studies, Sydney	Ghayoor Abbas Chotana Dept of Chemistry, Lahore University of Management Sciences[PK]
Janaki Sinnasamy Librarian, University of Malaya	Ecaterina Patrascu Spiru Haret University, Bucharest	Anna Maria Constantinovici AL. I. Cuza University, Romania
Romona Mihaila Spiru Haret University, Romania	Loredana Bosca Spiru Haret University, Romania	Ilie Pinte, Spiru Haret University, Romania
Delia Serbescu Spiru Haret University, Bucharest, Romania	Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Xiaohua Yang PhD, USA
Anurag Misra DBS College, Kanpur	George - Calin SERITAN Faculty of Philosophy and Socio-Political Sciences AL. I. Cuza University, Iasi	.....More
Titus PopPhD, Partium Christian University, Oradea,Romania		

### ***Editorial Board***

Pratap Vyamktrao Naikwade ASP College Devrukh,Ratnagiri,MS India	Iresh Swami Ex - VC. Solapur University, Solapur	Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur
R. R. Patil Head Geology Department Solapur University,Solapur	N.S. Dhaygude Ex. Prin. Dayanand College, Solapur	R. R. Yalikal Director Managment Institute, Solapur
Rama Bhosale Prin. and Jt. Director Higher Education, Panvel	Narendra Kadu Jt. Director Higher Education, Pune	Umesh Rajderkar Head Humanities & Social Science YCMOU,Nashik
Salve R. N. Department of Sociology, Shivaji University,Kolhapur	K. M. Bhandarkar Praful Patel College of Education, Gondia	S. R. Pandya Head Education Dept. Mumbai University, Mumbai
Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai	Sonal Singh Vikram University, Ujjain	Alka Darshan Shrivastava Shaskiya Snatkottar Mahavidyalaya, Dhar
Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College, Indapur, Pune	G. P. Patankar S. D. M. Degree College, Honavar, Karnataka	Rahul Shriram Sudke Devi Ahilya Vishwavidyalaya, Indore
Awadhesh Kumar Shirotriya Secretary,Play India Play,Meerut(U.P.)	Maj. S. Bakhtiar Choudhary Director,Hyderabad AP India.	S.KANNAN Annamalai University,TN
	S.Parvathi Devi Ph.D.-University of Allahabad	Satish Kumar Kalhotra Maulana Azad National Urdu University
	Sonal Singh, Vikram University, Ujjain	

**Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India**  
**Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.aygrt.isrj.org**



## **GRT** WEB 2.0 TECHNOLOGIES IN MODERN LIBRARY AND INFORMATION SERVICES : A STUDY ABOUT THE NEW ERA OF LIBRARY 2.0

**Avisek Chaudhuri<sup>1</sup> and Amiya Kumar Das<sup>2</sup>**

<sup>1</sup>Librarian, Panskura Banamali College , Panskura, Purba Midnapur.

<sup>2</sup>Assistant Librarian, Bengal Institute of Technology and Management ,Bolpur, Santiniketan.

**Abstract:-**The concept of Library 2.0 is borrowed from that of Web 2.0 follows some of the same underlying philosophies. Library 2.0 encompasses a range of new and contemporary technological tools and techniques that are used for evolving collaborative environment required for Library 2.0. These tools and techniques are useful for libraries in providing new services and making existing services available in new and interesting ways. Some of them may successfully attract new patrons to the library; others may help to retain existing members. Library 2.0 proposes to bring revolutionary changes in libraries that are bound to bring about conceptual, cultural and physical changes in libraries to keep pace with the changes in communities and their information seeking behavior. Applications of Web 2.0 technologies in libraries will result in a meaningful and substantive change in libraries, its collection, services and methods of delivery of services. This paper concern about ‘why Web 2.0 technology is adopted by library service and given a new name Library 2.0’. Paper also suggests how library can give new services by using- Blog, Social Networking, Instant Messaging without having own server.

**Keywords:**Web 2.0, Library 2.0, Library service, Modern library, RSS, Wiki, Blog, Instant Messaging.

### **INTRODUCTION**

#### **Preamble: -**

Over the last few years, many libraries have eagerly embraced Web 2.0 technologies - blogs, wikis, podcasts - and social engagement with patrons have become commonplace. This approach to the web strategies can no longer be considered new and cutting-edge. Changes on the web move along at a fast pace. It's time to consider what comes next. We must observe how libraries can take Web 2.0 technologies to the next level and integrate them into their core automation infrastructure to better support their strategic missions. To date Web 2.0 technologies in libraries have been implemented mostly through informal processes. As these Web 2.0-inspired technologies mature, they need to become more central to a library's strategic mission and become integrated into its fundamental infrastructure.

The term Web 2.0 was coined in 1999 to describe web sites that use technology beyond the static pages of earlier web sites. It is closely associated with Tim O'Reilly because of the O'Reilly Media Web 2.0 conference which was held in late 2004. Although Web 2.0 suggests a new version of the World Wide Web, it does not refer to an update to any technical specification, but rather to cumulative changes in the ways software developers and end-users use the Web.

#### **What is WEB 2.0?**

A Web 2.0 site may allow users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community, in contrast to websites where people are limited to the

passive viewing of content. Examples of Web 2.0 include social networking sites, blogs, wikis, video sharing sites, hosted services, web applications, mashups and folksonomies. There is no exact definition of Web 2.0 technology. If we want to know what is this technology we have to understand the characteristics or features of the Web 2.0 technology.

#### **Web 2.0 Characteristics:-**

- Rich user experience
- User participation
- Dynamic content
- Metadata
- Web standards and scalability
- Openness
- Freedom
- Collective intelligence

#### **Some Example of Web 2.0 Services is-**

- 1.Amazon (<http://www.amazon.com>):- Amazon.com, Inc. is an American international multibillion dollar electronic commerce company with headquarters in Seattle, Washington, United States. It is the world's largest online retailer.
- 2.Delicious (<http://delicious.com/>):- Delicious (formerly del.icio.us) is a social bookmarking web service for storing, sharing, and discovering web bookmarks.
- 3.Facebook (<http://www.facebook.com/>):- Facebook is an online social networking service, whose name stems from the colloquial name for the book given to students at the start of the academic year by some university administrations in the United States to help students get to know each other. It was founded in February 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.
- 4.Flickr (<http://www.flickr.com/>):- Flickr (stylized as flickr and pronounced "flicker") is an image hosting and video hosting website, and web services suite that was created by Ludicorp in 2004 and acquired by Yahoo! in 2005.
- 5.YouTube (<http://www.youtube.com/>):- YouTube is a video-sharing website, created by three former PayPal employees in February 2005 and owned by Google since late 2006, on which users can upload, view and share videos.
- 6.Wikipedia (<http://www.wikipedia.org/>):- Wikipedia is a collaboratively edited, multilingual, free Internet encyclopedia supported by the non-profit Wikimedia Foundation. Wikipedia's 30 million articles in 286 languages, including over 4.2 million in the English Wikipedia, are written collaboratively by volunteers around the world.

#### **The key features of Web 2.0 include:**

- 1.Folksonomy; free classification of information
- 2.A rich user experience
- 3.A user as a contributor
- 4.Long tail
- 5.User participation
- 6.Basic trust
- 7.Dispersion

User experience, user as a contributor, user participation etc for these cause Web 2.0 technology has become collaborative web technology. Here user can share his views about a specific thing. A user can also know what is happening towards his world, he always gets the update about many things.

Web 2.0 is not a specific technology. It is a concept, where user can work collaboratively, share his experience, tag something, published immediately, and connect with end user instantly; get the update news or latest change. So these concepts have given birth Web 2.0 technology concept in modern era. Now we look about the manifestations of Web 2.0.

#### **Manifestations of Web 2.0:-**

- 1.Social Network
- 2.Wikis
- 3.Mashups
- 4.Blogs

Pre Web 2.0 era i.e. Web 1.0 we not really much more concern with the web technology. We work with the technology but not so much interested with the background technology. Then we do not thing about Library 1.0. But now we think about Library 2.0 technology. Is Library 2.0 technology a new technology in library and information science field? The Answer is No. It is not a new technology. It is one type of Web 2.0 technology. Now question is that why we library and information professionals adopt this web technology. Here in the following pictures try to make us understand what is Library 2.0 technology and how it comes—

WEB 2.0 + LIBRARY SERVICE = LIBRARY 2.0

[illegible]

Now it is time to discuss about Library 2.0. What is Library 2.0 and how it is worked in present era of Information science field. So first we have to understand about Library 2.0 technology.

There is no concise definition to discuss or define Library 2.0 technology. It can loosely be defined “as a model for a modernized form of library service that reflects a transition within the library world in the way services are delivered to users”. Library services, in Library 2.0, are constantly updated and re-evaluated to best serve library users. Library 2.0 also attempts to harness the library user in the design and implementation of library

services by encouraging feedback and participation. Proponents of this concept expect that ultimately the Library 2.0 model for service will replace traditional, one-directional service offerings that have characterized libraries for centuries.

Now next question arises in our mind that why Library and Information Science field adopt this Web 2.0 technology and gives the new name Library 2.0 technology. If we understand the basic technology or characteristics or features behind this Web 2.0 technology, we can see that our professional aim or the aim of our Library is same. What we want to give services or in which ways we want to give or we generally give service to the user are same. So here we will discussed about our basic aims/services of library services—

- Classification of documents of information
- Giving the new arrival list
- Latest news about library service
- Resource sharing networking
- Guide to connect experts in specific discipline.
- User feedback service
- Help to connect with specific community
- Ask A Librarian services
- Reference and information service
- Cataloguing of document or information

These are our basic aim. Now we see how it matches with the Web 2.0 technology’s principles. -----

LIBRARY’S BASIC AIM/ SERVICE	WEB 2.0 TECHNOLOGY
Classification of documents of information	Folksonomy
Giving the new arrival list	Blogs
Latest news about library service	RSS
Resource sharing, networking	Social Bookmarking
Guide to connect experts in specific discipline	Social networking
User feedback service	User participation
Help to connect with specific community	Social Networking
Ask A Librarian services	Instant messaging
Reference and information service	Information Mash up
Cataloguing of document or information	Tagging

Table2:- Similarity or Common Goal of Library Service and Web 2.0 technology

Thus we can match these two aims or two principles. But there are two more main and common characteristics that also match the both aim i.e. both are social (Library is a Social Organization & Web 2.0 is a Social Web) and User Focused. For these same features Library and Information Service adopt the Web 2.0 technology and makes a new Concept Library 2.0 technology. So there was a pre Library 2.0 or we can say Library 1.0 age. And how much difference between two age. The following table shows the differences or changes----



Library 1.0 Services and Applications	Library 2.0 Services and Applications
Digital reference service (email-based)	Real-time reference service using Instant messaging
Selective Dissemination of Information (SDI)	Personalization (RSS Feeds, HTML Feeds, Atom)
Text-based tutorials	Multimedia tutorials (Streaming media)
Mailing Lists, Listservs Catalogue of reliable subscribed print or electronic collections	Blogs and Wikis Catalogue of reliable subscribed print or electronic collections as well as web pages, blogs, wikis, etc.
OPAC	Personalized social network infrastructure
Taxonomies (classification)	Folksonomy (Tagging)
Controlled classification schemes	Tagging
Encyclopaedia	Wikipedia
Content Management System	Wikis, Wikipedia
Information as commodity	Information as conversations
Integrated Library System as core operation	User service as core operation
Address books, Contact lists	Online social networks
Authenticated and validated print and e-resources	Resources created by people through their collective intelligence on blogs and wikis
Delivery mechanism: Library (physical) + Internet	Delivery through Internet using wikis, blogs, podcasting, etc.

Table3:- Changes from Library 1.0 to Library 2.0

#### New focuses for Library Services Using New Tools and Techniques of Library 2.0

Conceptually speaking, Library 2.0 is independent of technology given the fact that every library activity designed or built with active participation and feedback of its user community qualifies to the concept of Library 2.0. However, Web 2.0 technologies can help libraries to create collaborative and participative environment that is necessary to deliver user-centric library services and to create new resources and build-upon existing ones using collective intelligence of users. Availability of technologies gives libraries the ability to offer improved, customer-driven services to their users. Tools and techniques used for evolving Library 2.0 environment can broadly be grouped into five categories as described below:----

#### 1. Synchronous Communication:-

##### 1.1. Instant Messaging (IM):-

Instant messaging is a set of communication technologies used for text-based communication between two or more participants over the Internet or other types of networks. IM–chat happens in real-time. Of importance is that online chat and instant messaging differ from other technologies such as email due to the perceived quasi-synchrony of the communications by the users. Some systems permit messages to be sent to users not then 'logged on' (offline messages), thus removing some differences between IM and email (often done by sending the message to the associated email account).

Libraries are already offering live reference service using IMs 24x7x365 in a collaborative fashion. Libraries can benefit greatly by adopting this technology as it evolves since it facilitates reference services in an online mode quite similar to traditional reference services of the physical library. The INFLIBNET Centre is using Google Talk for supporting users of SOUL Software. The users of SOUL Software can log on to Google chat at soulhelp0007@gmail.com and enter into a chat session with dedicated and qualified team of processionalists trained in SOUL Software for resolving their problems in a real-time mode.

## **2. Content Delivery:-**

### **2.1. RSS Feeds:-**

RSS stands for "Really Simple Syndication". It is a way to easily distribute a list of headlines, update notices, and sometimes content to a wide number of people. It is used by computer programs that organize those headlines and notices for easy reading. Most people are interested in many websites whose content changes on an unpredictable schedule. Examples of such websites are news sites, community and religious organization information pages, product information pages, medical websites, and weblogs. Repeatedly checking each website to see if there is any new content can be very tedious. Email notification of changes was an early solution to this problem. Unfortunately, when you receive email notifications from multiple websites they are usually disorganized and can get overwhelming, and are often mistaken for spam. RSS is a better way to be notified of new and changed content. Notifications of changes to multiple websites are handled easily, and the results are presented to you well organized and distinct from email. RSS works by having the website author maintain a list of notifications on their website in a standard way. This list of notifications is called an "RSS Feed". People who are interested in finding out the latest headlines or changes can check this list. Special computer programs called "RSS aggregators" have been developed that automatically access the RSS feeds of websites you care about on your behalf and organize the results for you. (RSS feeds and aggregators are also sometimes called "RSS Channels" and "RSS Readers".).

Libraries are already creating RSS feeds for users to subscribe to, including updates on new items in a collection, new services, and new content in subscription databases. They are also republishing content on their sites.

### **2.2. HTML Feeds:-**

HTML feeds are basically RSS feeds converted into HTML codes so as to facilitate peer-to-peer interaction amongst researchers and sharing of RSS search results. The HTML codes can be placed onto the web sites and the resulting HTML feed can be customized to compliment the page. HTML feeds allows quicker access information to visiting users. The Elsevier Science has implemented HTML feeds for Scopus, the citation database from Elsevier.

### **2.3. Streaming Media:-**

The streaming of video and audio media is another application that many might consider Web 1.0, as it also predates Web 2.0 thinking and was widely employed before many of the following technologies had even been invented. But for reasons similar to synchronous messaging, it is here considered 2.0. Certainly, for libraries to begin maximizing streaming media's usefulness for their patrons, 2.0 thinking will be necessary. As mentioned, library instruction delivered online has begun incorporating more interactive, media-rich facets. The static, text-based explanation coupled with a handout to be downloaded is being supplanted by more experiential tutorials. The Association of College and Research Libraries' Instruction Section provides a database of tutorials, many of which are Web 2.0 in their nature, called Peer Reviewed Instructional Materials Online (PRIMO). Many of these tutorials use Flash programming, screen-cast software, or streaming audio or video, and couple the media presentation with interactive quizzing; users respond to questions and the system responds in kind. These tutorials are perhaps the first of library services to migrate into more the more socially rich Web 2.0. Most, if not all, however, do not generally provide a means by which users can interact with one another, nor directly with librarians. This fact marks a possible potential for the continued development of these tutorials. These could take the form of multi-media chat rooms or wikis, and users will interact with one another and the learning object at hand, much as they would in a classroom or instruction lab.

The INFLIBNET Centre uses "YouTube" (<http://in.youtube.com/inflibnet>) to upload multimedia video files. All the events held at INFLIBNET Centre are recorded and the contents are uploaded on to the You Tube for the benefit of the users.

### **2.4. Podcasting:-**

The word "podcasting" is derived from two words, namely "broadcasting" and "iPod" (popular MP3 player from Apple Computer). Podcasting is defined as "process of capturing audio digital-media files that can be distributed over the Internet using RSS feeds for playing-back on portable media players as well as computers. Users can subscribe to such feeds and automatically download these files directly into an audio management program on their PCs. When a user synchronizes their portable audio device with their personal computer the podcasts are automatically transferred to that device to be listened to at the time and location most convenient for the user.



### 2.5. Vodcasting:-

The “VOD” in Vodcasting stands for “video-on-demand”. It is identical to podcasting. While podcasting is used for delivering audio files, vodcasting is used for delivering video content. Like podcast content, vodcasts content can be played either on a laptop or on personal media assistant (PMA).

### 2.6. SMS Enquiry Service:-

Short Message Service (SMS) is a mechanism of delivery of short messages over the mobile networks. The SMS enquiry services in a library allow patrons to use their mobile phones to SMS their inquiries to the library. The reference staff deployed to attend to such queries can respond immediately with answers or with links to more in-depth answers.

## 3. Collaborative Publishing Tools:-

### 3.1. Blogs:-

A blog (an abridged form of term web log) is a website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse chronological order. Blogs are considered as lightweight publishing tools. Blogs provide control to an individual or group of individuals for publishing contents or making commentary on it. Technologically, blogs are easier to use, platform-independent, and accessible online over the Internet. Broadly, blogs can be said to be online dairies, however, thousands of blogs are maintained by experts in different subject areas who are willing to share their knowledge, understanding and opinions with other people. Michael Casey, who coined the term “Library 2.0”, for example maintains a blog called Library Crunch on Library 2.0.

The most obvious application of blogs for libraries is to use it as a tool for promotion, publicity and for outreach services. Libraries can disseminate information to their users; make announcements for its new resources and events through its blogs. Blogs can be used to initiate debates and interaction amongst users and staff. Moreover, library staff and user can be encouraged to use Library blogs to get to know each other and interact at personal level.

### 3.2. Wikis:-

A wiki is a collection of web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language. Wikis are often used to create collaborative websites and to power community websites. For example, the collaborative encyclopaedia, Wikipedia is one of the best-known wikis that has broken down one the golden rules of librarianship, i.e. content validation and authenticity of information. Libraries can use wiki as a communication tool to enable social interaction among librarians and patrons. Users can share information, ask and answer questions, and librarians can do the same within a wiki. Moreover, a record of these transactions can be archived for perpetuity. Transcripts of such question-answer sessions would serve as a resource for the library to provide as reference.

## 4. Collaborative Service Platforms:-

### 4.1. Social Networks:-

A social network service is web-based software that facilitates creation of a virtual social networks for communities of people who share interests and activities or who are interested in exploring the interests and activities of others (Wikipedia, 2008). Most social network services are web-based interfaces that facilitate community of users to interact with each other deploying tools such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups, etc. MySpace, FaceBook, Del.icio.us, Frappr, and Flickr are some of the social networking services that are very popular. While MySpace and FaceBook enable users to share themselves with one another (detailed profiles of users’ lives and personalities), Del.icio.us enables users to share Web resources and Flickr enables sharing of pictures. Frappr is a blended network that facilitates use of maps, chat rooms, and pictures to connect individuals.

### 4.2. Tagging:-

A tag is a keyword or term or subject heading assigned to a piece of information (a picture, a geographic map, a blog entry, a video clip etc.), thus describing the item and enabling keyword-based classification and search of information. Tags are usually chosen informally and personally by author / creator or by its

consumer/viewers/community. Tags are typically used for resources such as computer files, web pages, digital images, and Internet bookmarks.

While cataloguing is a fundamental skill of librarians, but the art of tagging is essentially a prerogative of user which enables them to assign keywords to a piece of information or object. The user can define and categorize information based on his or her own perception of given piece of information. In Library 2.0, users could tag the library's collection and thereby participate in the cataloguing process. The best thing about tagging is that everyone is allowed to categorize the information the way they want. The catalogues of Library 2.0 would enable users to follow both standardized and user tagged subjects, whichever is more convenient or makes better sense to a user. In turn, they can add tags to resources.

#### **4.3. Social Bookmarking Services:-**

Social bookmarking is a method of storing, organizing, searching and managing bookmarks of web sites using descriptive metadata. In a social bookmarking system, users can save links to web pages that they want to remember and /or share with other users. These bookmarks can be made public, or saved privately or shared only with specified people or groups of people. The authorized people can usually view these bookmarks chronologically, by category or tags, or via a search engine.

### **5. Hybrid Applications, Programs and Programming Tools**

#### **5.1. Mashups:-**

A mashup is a web application that combines data from more than one source into a single integrated tool. Mashup originally referred to the practice in pop music (notably hip-hop) of producing a new song by mixing two or more existing pieces. Content used in mashups is typically sourced from a third party via a public interface or API (web services). Other methods of sourcing content for mashups include Web feeds (e.g. RSS or Atom), and screen scraping. Many people are experimenting with mashups using Amazon, eBay, Flickr, Google, Microsoft, Yahoo, YouTube and APIs, which has led to the creation of the mashup editor.

#### **5.2. Ajax (Asynchronous JavaScript and XML):-**

Ajax (Asynchronous JavaScript and XML), or AJAX, is a group of inter-related web development techniques used for creating interactive web applications. The technology facilitates web pages to interact with users by exchanging small amounts of data with the server "behind the scene" so that entire web pages do not have to be reloaded each time there is a need to fetch data from the server. This is intended to increase the web page's interactivity, speed, functionality and usability.

#### **5.3. Application Programming Interface (API):-**

An application programming interface (API) is a source code interface provided by an operating system, library or service to support requests made by computer programs. Language-dependent APIs are available only in a particular programming language. They utilize the syntax and elements of the programming language to make the API convenient to use in this particular context. Language-independent APIs are written in a way that they can be called from several programming languages. This is a desired feature for a service style API which is not bound to a particular process or system and is available as a remote procedure call. Examples of API are Windows API.

#### **5.4. Library Tool Bars:-**

A toolbar is a graphical user interface consisting of a panel of buttons, icons, menus or commands that are used more often in an application. Toolbars are used in common applications such as Microsoft Word, and as add-ons for web browsers such as Internet Explorer and Mozilla Firefox. The INFLIBNET Centre has recently developed its tool bar to show-off its e-resources, databases, products and services.

These facilities we get from Library 2.0 technology. At this stage the question is that how can we use this technology for library service. Many college libraries in this state have no website or web portals. So how these libraries give the modern service to their user. Technology always runs fast. If one cannot adopt it he will be backdated in this age. If any library has its web site, they can easily adopt these services like- RSS feed, Instant Messaging. And they can give update to the social networking site and give a link to their main webpage. If any library has not its web page or web portal, they can also give their updated, modern library service. Following paragraphs are discussed about this- that how can we give modern updated service by using other server (if library have no server) -----

**1.BLOG:** - Blog is a short Bulletin board. It can be used as website of an institution/ organization. So any library (who has no website) can use blog as its website. There are many companies like GOOGLE give free blog service. To open a Blog there will be free of cost. Different types of templates are present to customize the blog. In Blog there anyone can categorize its type of information. For example institution's library blog categorize blog information like- About library, about Library Staff Information, Library Rules, Membership information, New arrival Information, Current Periodical Information, Latest Notification etc. There is an option to email subscription for the user and any user subscribe it; time to time notification will reached in his/her mail inbox. Also main feature is use's comment/ feedback option on a specific post. So in this way library may get exact or perfect evaluation about their services with the help of the user's comments. So Library can use this Blog Service for modern library service.

**2.IM (Instant Messaging):-** In modern internet system Instant Messaging service is much more popular. Using this service one can make Individual Chat, Group Chat with others. Even gives them message time to time. Library can use this service via various IM service companies like- Yahoo Messenger. It is also free of cost. Library can give the service like- Ask a Librarian, Online Chat for Short Range Reference Service, Giving the notification to their users etc.

**3.Social Bookmarking:** - Social bookmarking site like YouTube (for Video), Flickr (for photo) etc are more popular now a days. Library can also use these sites as their server. Different types of photos of the library can be uploaded in flicker website and give the links to their main Webpage or Blog page or on Social networking Page. Thus they can easily use their server for giving the service for that library user. And Videos likes- about the library, Library Services, Searching Documents in the Library can be uploaded in the You Tube and give the link to their Website, Blog, and Social Networking Page.

**4.Social Networking Site:** - Social networking site like Facebook, MySpace is most popular in the recent Internet era. It is mainly use for Entertainment. But not for totally entertainment, these Social Networking Sites are used as fastest site for getting News update of the World. Everyone can Share his/her views, his/her latest experience by using Photo and Video, Gives his/her comments or Likes etc. Basically these social sites are totally user interactive, User participatory. So library can easily use this platform to reach its user. Latest arrival list (may be books or journal), latest notification, latest fastest issued books or journal list, Library's various photos, videos, latest event of the Library of Institution can be given by these social networking site. It is the best platform to reach the users when he is not physically visit the library or when he is just browsing the social networking site for entertainment. These are also free of cost. Library which don't have any website can also give the service to the user in very modernize way.

#### CONCLUSION:-

The concept of Library 2.0 is borrowed from that of Web 2.0 and Business 2.0 and follows some of the same underlying philosophies. Library 2.0 encompasses a range of new and not-so-new technologies tools and techniques used for evolving Library 2.0 environment. These tools and techniques are useful for many libraries in providing new services and making existing services available in new and interesting ways. Library 2.0 also encompasses a set of concepts about library services, several of them are not exactly new. Implementation of some of these tools and techniques are likely to improve reputation and standing of libraries in the community. Some of them may successfully attract new patrons to the library, others may help to retain existing members or make libraries even more important as centers of the culture and history of their cities and academic institutions.

While Library 2.0 is a change, it is of a nature close to the tradition and mission of libraries. It enables the access to information across society, the sharing of that information, and the utilization of it for the progress of the society. Library 2.0, really, is merely a description of the latest instance of a long-standing and time-tested institution in a democratic society. Web 2.0 and libraries are well suited for marriage, and many librarians have recognized so. Despite this change fitting so well with the history of libraries and their mission, it is still a major paradigmatic shift for librarianship to open not just access to their catalogs and collections, but access to their control. Library 2.0 demands libraries focus less on secured inventory systems and more on collaborative discovery systems. There is perhaps a great synchronicity between librarianship and Web 2.0, but viewed holistically, Library 2.0 will revolutionize the profession. Rather than creating systems and services for patrons, librarians will enable users to create them for themselves.

#### REFERENCES:-

1. Breeding (Marshall). Beyond Web 2.0: Taking the social read-write Web to the enterprise level. Innovative Technology and Research, 30, 6; 2008; 20-25p.
2. [http://en.wikipedia.org/wiki/Web\\_2.0](http://en.wikipedia.org/wiki/Web_2.0) [Visited on 15/07/2013]
3. Chen (Hsinchun). Web 2.0: Introduction. Conceptual foundations and marketing issues, 26, 5; 2009; 49-54p.

4. Hock (Ran). Web 2.0, Library 2.0, Librarian 2.0. Online Strategies, 15, 3; 2007; 62-69p.
5. Majumdar (Amrita), Shukla (Akhandanand). Web 2.0: Implications on Library. 6th International CALIBER - 2008, University of Allahabad, Allahabad, February 28-29 & March 1, 2008; 462-468p;
6. Merčun (Tanja). Libraries in the Changing Web Environment. Library and Information Science and Book Studies, 10, 2; 2009; 15-22p.
7. Arora (Jagdish). Library 2.0: Innovative Technologies for Building Libraries of Tomorrow. ETTLIS 2008, IIIT University, Noida; 49-65p.
8. Byrne (Eddie). Web 2.0 and Library 2.0. Dublin City Public Libraries & Archive, 4, 5; 2007; 26-35p.
9. Maness (Jack M.). Library 2.0 Theory: Web 2.0 and Its Implications for Libraries. Webology, 3, 2; 6, 2006; 25-35p. [Available at: <http://www.webology.org/2006/v3n2/a25.html>]
10. <http://en.wikipedia.org/wiki/Amazon.com> [Visited on 1/08/2013]
11. <http://en.wikipedia.org/wiki/Delicious.com> [Visited on 1/08/2013]
12. <http://en.wikipedia.org/wiki/Facebook> [Visited on 1/08/2013]
13. <http://en.wikipedia.org/wiki/Flickr> [Visited on 1/08/2013]
14. <https://en.wikipedia.org/wiki/YouTube> [Visited on 1/08/2013]
15. <http://en.wikipedia.org/wiki/Wikipedia> [Visited on 1/08/2013]
16. [http://en.wikipedia.org/wiki/Instant\\_messaging](http://en.wikipedia.org/wiki/Instant_messaging) [Visited on 5/08/2013]
17. <http://rss.softwaregarden.com/aboutrss.html> [Visited on 5/08/2013]
18. <http://www.webology.org/2012/v9n2/a99.html> [Visited on 03/08/2013]



**Avisek Chaudhuri**

Librarian, Panskura Banamali College , Panskura, Purba Midnapur.



**Amiya Kumar Das**

Assistant Librarian, Bengal Institute of Technology and Management ,Bolpur, Santiniketan.

# Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

## Associated and Indexed, India

- ★ International Scientific Journal Consortium
- ★ OPEN J-GATE

## Associated and Indexed, USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Golden Research Thoughts  
258/34 Raviwar Peth Solapur-413005, Maharashtra  
Contact-9595359435  
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com  
Website : [www.aygrt.isrj.org](http://www.aygrt.isrj.org)