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Use of web 2.0 technology in library

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Abstract: *Library 2.0 represents a new approach to library services. It is a model for constant and purposeful change which empowers library users through participatory user driven services. Library 2.0 is more about connections rather than collections. A library is a fusion of resources in a variety of forms including services and people supporting the entire life cycle of information beginning with creation, to dissemination, and use through to preservation.*

Web 2.0 is becoming a part of everyday life online. People are reading blogs even if they do not realize what they are, sharing photos, online, creating new content to share and much more. The free tools and fast internet speeds available make it easier then ever before and people are making the most of this increased ability to do and create online. Libraries are among the thousands of organizations that are utilizing such tools to better serve and engage with their users.

Key words: Web 2.0, library 2.0, blogs, web application, wikis, RSS.

Introduction: In the last few decades we have seen tremendous change in libraries due to information and communication technologies library use various tool and techniques to provide better services to the user of the libraries. Who were simply readers of the books are now changed into information seekers and this is mainly because of the way the internet and information communication technology tools have advanced the outlook of libraries. Web 2.0 refers to World Wide Web sites that highlight user generated information, content, usability, and interoperability. It does not refer to an update to any technical specification, but rather to cumulative changes in the way web pages are made and used.

Libraries are fast growing organism where web 2.0 applications are a recent concept, the web 2.0 networking system promises to relieve all library management and all library techniques and also make possible comprehensive inventory.

Web 2.0: "Web2.0" term was first used in January 1999 by Darcy Dance, a consultant on electronic information design. Web 2.0 is beginning to appear, and we are just starting to see how that embryo might develop. In 2004, John Battelle and Tim O'Really out lined their definition of the 'web as platform' where software applications are built upon the web as opposed to upon the desktop.

The term web 2.0 refers to the second generation development and design of the web to facilitate communication and information sharing, web 2.0 concept have lead to the development and evaluation of web based communities social networking sites instant messaging, video sharing sites, news, feeds, wikis, blogs etc. in short web 2.0 is noting but technology where the users can generate their own content and can disseminate it through the web.

Web 2.0 characteristics: Main characteristics of web 2.0 are as following:

1. Rich use experience
2. Freedom
3. Openness
4. Metadata
5. User participation
6. Dynamic content
7. Web standards

Tools of web 2.0 use in library: Most of the libraries use some specific tools which are very popular in society. Library professionals use those too professional and personal developments. These tools are free tools and the libraries are using these tools to generate services.

1. Wiki
2. Blogs
3. RSS feeds
4. Instant messaging
5. Social networking
6. Tagging
7. Mashups

1. Blogs: Blogs and wikis are fundamentally 2.0, and their global proliferation has enormous implications for libraries. Blogs may indeed be an even greater milestone in the history of publishing than web-pages. They enable the rapid production and consumption of Web-based publications. In some ways, the copying of printed material is to web-pages as the printing press is to blogs. Blogs are HTML for the masses.

   The most obvious implication of blogs for libraries is that they are another form of publication and need to be treated as such. They lack editorial governance and the security this provides, but many are nonetheless integral productions in a body of knowledge, and the absence of them in a library collection could soon become unthinkable. This will, of course, greatly complicate collection development processes, and the librarian will need to exercise a great deal of expertise and fastidiousness when adding a blog to a collection (or, perhaps, an automated blog-collection development system). Or, perhaps the very notions of "reliable" and "authoritative", so important to collection development, will need to be rethought in the wake of this innovation.
2. Wikis: Wikis are essentially open web-pages, where anyone registered with the wiki can publish to it, amend it, and change it. Much as blogs, they are not of the same reliability as traditional resources, as the frequent discussions of Wikipedia (an online encyclopedia where any registered user can write, amend or otherwise edit articles) in the library world well note; but this of course does not eliminate their value, it merely changes librarianship, complicates collection development and information literacy instruction. The lack of peer review and editorship is a challenge to librarians, not in that users should avoid wikis, but only in that they should understand and be critical in depending on them. Wikis as items in a collection, and the associated instruction of users in the evaluation of them, are almost certainly part of the future of libraries.

   In addition, a library wiki as a service can enable social interaction among librarians and patrons, essentially moving the study group room online. As users share information and ask questions, answer questions, and librarians do the same within a wiki, a record of these transactions is archived perhaps for perpetuity. And these transcripts are in turn resources for the library to provide as reference. Furthermore, wikis and blogs will almost certainly evolve into a more multi-media environment as well, where both synchronous and asynchronous audio and video collaborations will take place. Blogs are new forms of publication, and wikis are new forms of group study rooms.

   Ultimately, blogs and wikis are relatively quick solutions for moving library collections and services into Web 2.0. This beginning of Library 2.0 makes collections and services more interactive and user-centered, enable information consumers to contact information producers and become co-producers themselves. It could be that Library 2.0 blurs the line between librarian and patron, creator and consumer, authority and novice. The potential for this dramatic change is very real and immediate, a fact that places an incredible amount of importance on information literacy. In a world where no information is inherently authoritative and valid, the critical thinking skills of information literacy are paramount to all other forms of learning.
3. RSS Feeds: RSS feeds technologies provide users a way to syndicate and republish content on the Web. Users republish content from other sites or blogs on their sites or blogs, aggregate content on other sites in a single place, and ostensibly distill the Web for their personal use. Such syndication of content is another Web 2.0 application that is already having an impact on libraries, and could continue to do so in remarkable ways.
4. Already libraries are 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. Varnum (2006) provides a blog that details how libraries use RSS feeds for patron use.
5. But libraries have yet to explore ways of using RSS more pervasively. A new product from a company called Blog Bridge, Blog Bridge: Library (BBL), "is a piece of software that you can install on your own server, inside your firewall. It's not the content of the library (the books), it's the software to organize the library (the building)." While BBL's potential for libraries has yet to be determine due to its being brand new, it is conceivable that this syndication will replace browsing and searching through library websites for content. BBL and similar RSS aggregator applications, installed in a library's system and coupled with the social network of the library, will enable users to have a single, customized, personal library page that syndicates all the library content of interest to them and their research, eliminating irrelevant information. And users will, of course, control that page and that content.

6. Instant massaging: Instant messaging (IM) refers as virtual reference service. Through this service librarians can handle user's enquiries instantly in a pre-defined time period and answers user's questions without wastage of time from a remote location. But application of this tool is found only in seven national libraries websites. These libraries includes national library of USA, China, Belarus, France, Switzerland, UK and New Zealand. They have used instant messaging service for reference service, making users aware about library services and guidance for the use of resources. Library of Congress, National Library of USA have instant messaging service for different section includes Newspapers/Periodicals, American Memory Historical Collections and Digital Reference Section.
7. Social Networking: The most commonly social networking site used by national libraries is Facebook. Some of the national libraries are also using other websites for social networking services such as MySpace, Linkedin, Draugiem, etc. These websites offer informal or alternative way of communication with friends, family or users, who are spread all over the world. Social networking sites "offer a free and easy way to create personal web pages and fill them with content such as blogs, digital photographs, favorite music, short video and much more" (Barsky & Purdon, 2006). In this study out of 28 national libraries (which are using Web 2.0 technologies) only 16 national libraries have account on social networking site. National libraries are using social networking sites to share news and events, photos and video of past events. They are also using these sites for sharing various links on different issues. It was found that only four national libraries are using their Facebook account to share the update of the resources. Some national libraries are also using these website for creating awareness about their services and resources such as The British Library activity on Facebook entitled "Item of the Week" creates awareness among library users about their library collection.
8. Tagging: Tagging essentially enables users to create subject headings for the object at hand. As Shanhi (2006) describes, tagging is essentially Web 2.0 because it allows users to add and change not only content (data), but content describing content (metadata). In Flicker, users tag pictures. In Library Thing, they tag books. In Library 2.0, users could tag the library's collection and thereby participate in the cataloging process.

   Tagging simply makes lateral searching easier. The often-cited example of the U.S. Library of Congress's Subject Heading "cookery," which no English speaker would use when referring to "cookbooks," illustrates the problem of standardized classification. Tagging would turn the useless "cookery" to the useful "cookbooks" instantaneously, and lateral searching would be greatly facilitated. Of course, tags and standardized subjects are not mutually exclusive. The catalog of Library 2.0 would enable users to follow both standardized and user-tagged subjects; whichever makes most sense to them. In turn, they can add tags to resources. The user responds to the system, the system to the user. This tagged catalog is an open catalog, a customized, user-centered catalog. It is library science at its best.
9. Mashups: Mashups are perhaps the single conceptual underpinning to all the technologies discussed in this article. They are ostensibly hybrid applications, where two or more technologies or services are conflated into a completely new, novel service. Retrieve, for example, conflates Flickr's image database and an experimental information architecture algorithm to enable users to search images not by metadata, but by the data itself. Users search for images by sketching images. In some ways, many of the technologies discussed above are mashups in their very nature. Another example is WikiBios, a site where users create online biographies of one another, essentially blending blogs with social networks.

   Library 2.0 is a mashup. It is a hybrid of blogs, wikis, streaming media, content aggregators, instant messaging, and social networks. Library 2.0 remembers a user when they log in. It allows the user to edit OPAC data and metadata, saves the user's tags, IM conversations with librarians, wiki entries with other users (and catalogs all of these for others to use), and the user is able to make all or part of their profile public; users can see what other users have similar items checked-out, borrow and lend tags, and a giant user-driven catalog is created and mashed with the traditional catalog.

   Library 2.0 is completely user-centered and user-driven. It is a mashup of traditional library services and innovative Web 2.0 services. It is a library for the 21st century, rich in content, interactivity, and social activity.

Conclusion: Web 2.0 is essentially about creating a other user experiences through providing interactive tools and services. The academic library of the future will offer more personalized

services via web 2.0 technology, in a way that presents information in a more familiar format to patrons.

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