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KNOWLEDGE, ATTITUDES, AND PRACTICES OF USER SERVICES ON WEB 2.0 APPLICATIONS AMONG LIBRARY PROFESSIONALS

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ABSTRACT

Web applications became a part of trendy society. The library profession is additionally not untouched by web applications. The current study has investigated the knowledge, attitudes, and practices of user services on web 2.0 applications among library professionals of Haryana state. A descriptive survey methodology was designed to conduct this study, whereas, a sample size of one hundred library professionals was chosen for this study. A well-structured questionnaire was utilized by the researcher to gather the primary data for the presented analysis. Out of one hundred library professionals, solely ninety-six professionals have come to the stuffed questionnaire for the analysis of the data. A simple percentage count chart methodology has been accustomed to analyzing primary data. The current study shows that library professionals are extremely attentive to web 2.0 applications like Facebook, YouTube, Twitter, LinkedIn, Blogs, Gmail, Google Drive, and Wikis, and most of the LIS professionals accustomed to web 2.0 applications for providing library rules, instruction, e-resources sharing, library notice and announcement. Supported the findings, the conclusion was created.

Keywords: Web 2.0, Library Professionals, LIS Academicians, Web Applications, User Services, Social Networking.

Introduction

Web 2.0 applications also known as interactive and social websites that are based on user-generated content for end-users. Darcy Dinucci of United Nations Agency coined the term Web 2.0 in January 1999 who served as associate degree data design adviser in electronic information design. Within the virtual world, the Web 2.0 application permits its users to collaborate through social media and to have conversations. Web 2.0 application permits users to collaborate and act with one another through social media. It inspired collaboration, communication, and sharing data on a digital platform. The foremost vital options of web 2.0 applications embody social networking websites, user-created websites, self-publishing platforms, social bookmarking, blogs, and tagging. Users will build access to the info on the web 2.0 application as per there would like and additionally implement some control over that data. Web 2.0

applications provide all users with similar freedom to contribute. Web 2.0 applications permit their users to try and do over simply retrieve the knowledge. Through web 2.0 applications like social networking sites and blogs, a library will give higher facilities and services to its users in less time.

Finally, social networking sites and blogs are fairly speedy solutions for moving library services and resources into web 2.0 applications. These applications are integrated into an organization, feedback from its members. Web 2.0 applications are bit by bit additional changing into well-established in several areas of life as additional adolescents determine and connect these powerful contact applications. Within the same approach, libraries and librarians worldwide are mistreating web 2.0 applications to encourage services, share data, and connect with users. Therefore, the main objectives of surveys are to study the knowledge, attitudes, and practices of user services on web 2.0 applications among library professionals.

Literature Review

This section looks at previous research on Web 2.0 applications. Based on many studies, it has been found that Web 2.0 applications are very popular among library academicians due to their user-friendly and social nature. As a tool, Web 2.0 applications have proven to be more useful and beneficial than traditional web applications due to their

universal accessibility, characterized by cheap, user-friendly, and flexibility. Web 2.0 applications have made them much better in the form of information management. Web 2.0 applications are much better applications than traditional applications. It has emerged as an attractive application due to its low cost, simple to use, universal accessibility, flexible and useful. Ref [1] conduct a research title named "A New Skyline of using Web 2.0 Technology in endorsing the library services: A case study among LIS academicians in selected University libraries of Assam State. He found that due to increasing the use of Web 2.0 Applications in libraries, there will be important and meaningful changes in the distribution of library services, stocks and services. In this digital age, the libraries of the Central University of Assam need to adopt Web 2.0 technology to deliver their services effectively. Although library academicians are well aware of this technology, they should try to adopt various Web 2.0 Applications and increase their utility to provide better services. LIS academicians serve as a facilitator between information and end-users, so they should play their role directly. Ref [2] conducted a study titled "Knowledge, attitudes, and practices on university students on Web 2.0 technologies: Implications for academic libraries in Zimbabwe". The researcher found that students have an extremely optimistic approach towards Web 2.0 technology and they use this technology to access and manage scholarly information. The positive expectation is that students are more likely to increase the usability of services based on Web 2.0 technology. In their study, a large amount of users have demonstrated that they have never used tools for instance RSS feeds, social bookmarking, photo sharing, and VoIP tools under Web 2.0 technology. A finding suggests that if academic libraries want to expand and extend their library services through Web 2.0 technology, they need to provide comprehensive training programs for their users. So that users can easily take

advantage of these services by adopting them. Ref [3] surveyed Web 2.0 technologies used by library professionals in a State of Nigeria. The finding shows that Web 2.0 applications are more popular among librarians than the level of usage. Besides, rather than blogs and wikis, social networking sites under the Web 2.0 application are most commonly used as video sharing tools, Internet call tools, and aggregating tools. Library academicians use Web 2.0 applications primarily to interact and share information with their friends and professional colleagues, as well as to make profiles public. The study concludes that the use of Web 2.0 applications is being reduced by librarians due to lack of personal interest, computer skills, motivation and facilities, and limited access, which if properly addressed, makes the usability of Web 2.0 applications may increase suddenly. Ref [4] found in his study that Web 2.0 applications are very popular among academic communities and they are using it with great interest in their learning process. Ref [5] conduct a study on Knowledge and Uses of Web 2.0 technologies by LIS Academics in Iran. The study was exploratory and empirical. A web-based survey questionnaire was used to collect research-related primary data using both open and close-ended questions. The finding show that academics related to the library profession in Iran had very good knowledge about Web 2.0 applications such as Facebook, YouTube, blogs, and wikis. Though their social contact with some other Web 2.0 applications like Twitter, podcast, RSS, feeds, Flickr, and Delicious were limited. Academics of library and information sciences used blogs, chat tools, file sharing tools, video sharing tools, discussion groups, wikis, SMS, and forums respectively in their teaching. The most frequent interruptions during the use of Web 2.0 technology were due to Internet filtering. Ref [6] researches the application of Web 2.0 technology by national libraries. In the course of this study, researchers have attempted to test eight commonly used Web 2.0 applications on websites of national libraries. Research results show that Web 2.0 technology is rarely used on the websites of national libraries. Studies show that Web 2.0 applications are an impressive technology that is very easy, free as well as user friendly. Web 2.0 applications should be used at the maximum level to make library services comprehensive and effective. The National Library will share the pictures of library tours, library events, library collections, workers' introduction, and historical monuments to extend the utility of its collections and services. Ref [7] researching a study of Web 2.0 applications in library websites. Result shows that libraries in North America use the Web 2.0 application more heavily than their counterparts European and Asian. Among all libraries, the most popular of the Web 2.0 applications is Blog and RSS, followed by instant messaging, social networking services, wiki, and social tagging applications respectively. The difference in the usefulness of Web 2.0 applications between academic and public libraries is not statistically more significant. Ref [8] **Amrita Majumdar & Akhandanand Shukla (2008)** studies on Web 2.0: Implications on Library. The research shows that web 2.0 applications are being used very widely as well as being interpreted. It is a matrix of dialogues and a user-centered Web. A web 2.0 technology is highly capable of socializing information, sharing information, and increasing its usefulness for the development of any society.

Research Objectives

The core objectives of the present study are cited below:

1) To know the knowledge levels of library academicians on Web 2.0 applications.

2) To know the attitude of library academicians on web 2.0 applications.

3) To observe the adoption and uses of Web 2.0 applications like blogs, LinkedIn, Facebook, Twitter, YouTube, etc. among library academicians.

4) To find out the usefulness of Web 2.0 applications among library academicians.

5) To find out the different purposes for using Web 2.0 applications by Library academicians.

6) To find out the various difficulties faced by library academicians during the use of Web 2.0 applications.

Scope and Limitation of Research

There have been many studies on Web 2.0 technology worldwide, but a little amount is available on the subject of the use of Web 2.0 applications among library academicians in this particular field. The present research study is primarily concerned with library academicians working in the academic libraries of Haryana, India, and hence generalization further than this population is limited. The present research demarcates the geographical area and includes library academicians from 25 colleges in Haryana as research samples.

Research Methodology

In the present case study, a descriptive research method was used by the researcher to collect key data. For the population, 100 library staff members working in 30 academic libraries of Haryana were included in the sample. In the present study the researcher designed a well structured questionnaire to meet the objectives. The questionnaire is designed to include high-quality questions and multiple-choice questions so that library experts can easily express their views on Web 2.0 applications. Of the 100 library academicians, only 96 experts returned a completed questionnaire for key data analysis. The analysis was performed using a simple percentage calculation method under descriptive statistics to achieve the survey result.

Data Analysis

Chart 1 shows the respondents' gender and awareness level. It was found that a majority of 85.4 percent of respondents is male and a little amount of 14.6 percent is female. On the other hand, found that a majority of 85.4 percent of respondents know about Web 2.0 Applications while a little amount of 14.6 percent of respondents is not known about Web 2.0 applications.(Refer Chart 1)

Chart 3 reveals the uses of Web 2.0 applications by library academicians. It was found that a majority of 81.3 percent of respondents are used to Web 2.0 applications while a small number of 18.8 percent of respondents have not used Web 2.0 applications.(Refer chart 3)

Chart 4 shows the source of learning of Web 2.0 applications among library academicians under the study. Out of 96 respondents, a majority of 57.3 percent respondents learned about web 2.0 applications by self-practice and 28.1 percent respondents are through friends/colleagues while a little amount of 14.6 percent respondents is learned through workshops only.(Refer Chart 4)

Chart 5 indicates the usefulness of Web 2.0 applications among library academicians.

The analysis found that a majority of respondents are used to Gmail (83.3 %), Facebook & YouTube (50%), Google Drive (33.3%), LinkedIn and Twitter (31.3), Instagram & Blogs (27.1%), and Grammarly (19.8) while a little number of respondents are using Wikis & RSS (5.2%). (Refer chart 5)

Chart 6 shows the purpose of using Web 2.0 applications by library academicians. The study found that a majority of respondents are using Web 2.0 applications for providing library rules and instructions & sharing e-resources (83.3%) and for library announcement/notice & sharing information about new arrival books (81.3%) while a little number of respondents are using web 2.0 applications for interaction (28.1%) with library users and for aware (18.8%) to library users about library stock. (refer chart 6)

Chart 7 indicates the preference of Web 2.0 applications by library academicians. A majority of respondents have preferred Web 2.0 applications for increasing the users' interaction and participation (64.6%) while a little number of respondents preferred Web 2.0 applications for obtaining user's interest & feedback (24%) and knowledge sharing (11.5%).(refer chart 7)

Chart 8 reveals the impediment to change adoption among library academicians. A majority of respondents are not using web 2.0 applications due to lack of time (33.3%) and lack of skills (28.1%) while a little number of respondents is not using web 2.0 applications due to lack of interest (19.8%) and lack of facilities (18.8%).(refer chart 8)

Finding

As a result, the following are the major findings of this survey research.

1. Study shows that a majority of 85.4 percent of respondents are male that are used to Web 2.0 applications to collaborate, communicate, and share information.

2. Study shows that out of the total respondents, a majority of 85.4 percent of respondents are well known about Web 2.0 Applications and tools.

3. Study reveals that out of the total respondents, a majority of 81.3 percent of respondents are used to Web 2.0 applications to communicate and disseminate information among their library users.

4. The finding shows that out of 96 respondents, a majority of 57.3 percent of respondents is learned about web 2.0 applications by self-practice and 28.1 percent of respondents are through friends.

5. The finding indicates that a majority of respondents are used to Gmail (83.3 %), Facebook & YouTube (50%), Google Drive (33.3%), LinkedIn and Twitter (31.3%), Instagram & Blogs (27.1%), and Grammarly (19.8%).

6. The result shows that a majority of respondents are using Web 2.0 applications for providing library rules and instructions & sharing e-resources (83.3%) and for library announcement/notice & sharing information about new arrival books (81.3%).

7. The finding indicates that a majority of respondents preferred Web 2.0

applications for increasing the users' interaction and participation (64.6%).

8. Finding reveals that a majority of respondents are not using web 2.0 applications due to lack of time (33.3%) and lack of skills (28.1%).

Conclusion

Information Communication Technology is touching all aspects of human life today. It allows fast intercommunication and information sharing. In this context, Web 2.0 applications are strong tools for collaboration, interaction, and information sharing. It's providing users a platform for sharing information. Today library academicians are also using Web 2.0 applications to interact and share information with library users. They use web 2.0 applications such as Facebook, Wiki, Twitter, LinkedIn, YouTube, RSS, blogs, Gmail, Google Drive, and other social networking to promote and spread their library services. The results of this study show that most library academicians are aware of the utility of Web 2.0 applications and use these tools to effectively access library collections and services and share information with their library patrons. It was also found that most LIS academicians have learned to use Web 2.0 applications themselves by practice and in collaboration with friends. The result shows that LIS academicians mostly used Gmail, Facebook, YouTube, Google Drive, LinkedIn and Twitter, Instagram, Blogs, and Grammarly to disseminate information among library users. Professionals have preferred Web 2.0 applications for increasing the users' interaction and participation. In short, found that Web 2.0 applications are the most user-friendly technologies to interact and information sharing for library professionals.

Suggestion and Recommendations

LIS academicians are well recognized for Web 2.0 Applications and they are implementing them in their practice. They are using Google Drive for information sharing, creating a library page on Facebook and Twitter for interface with users, YouTube and Podcasting for sharing live programs and informative video, and also using Blogs, RSS, and other Web 2.0 applications for disseminating the information. This study makes suggestions and recommendations for by means of Web 2.0 applications to encourage library services for maximum uses. They should develop policies that address the adoption and use of newer technologies. Library academicians need dedicated internet bandwidth so that they can get technical training through the internet and have uninterrupted internet access. Especially, there is a requirement for adequate budgets to initiate Web 2.0 applications.
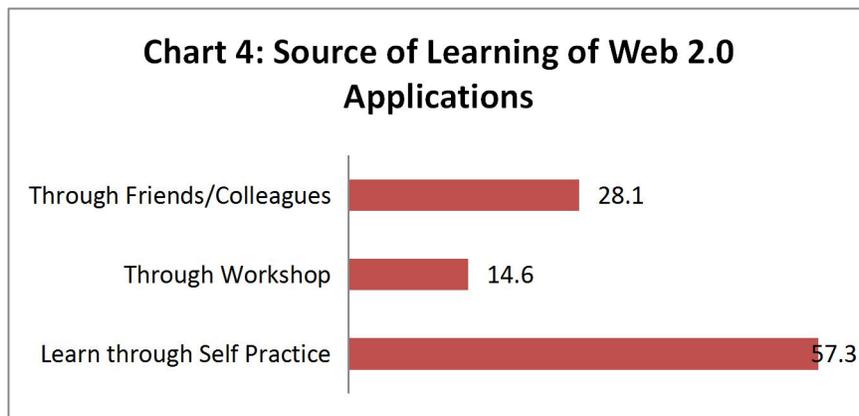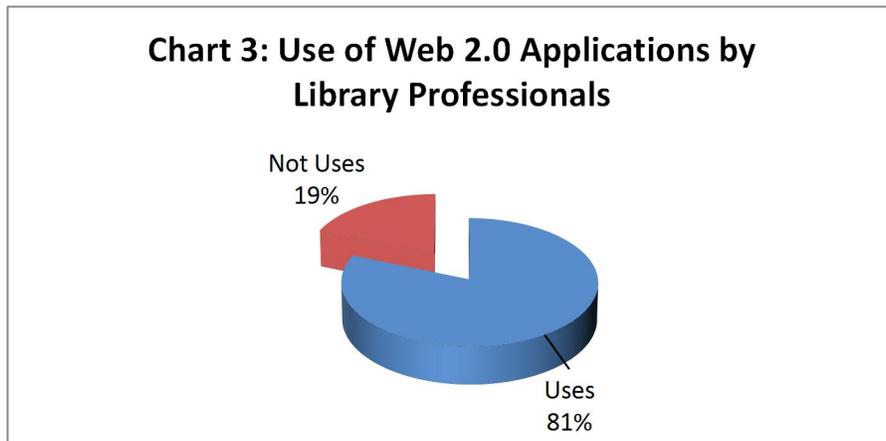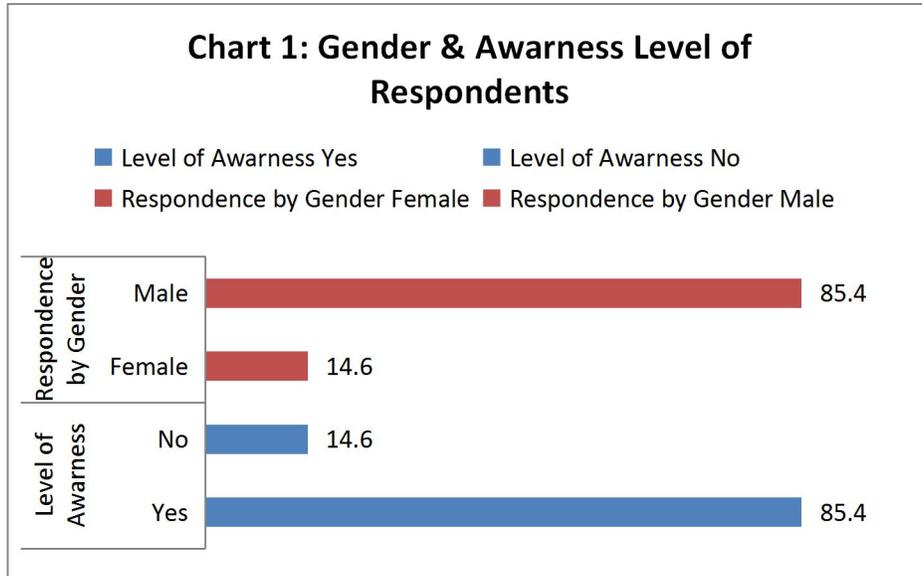
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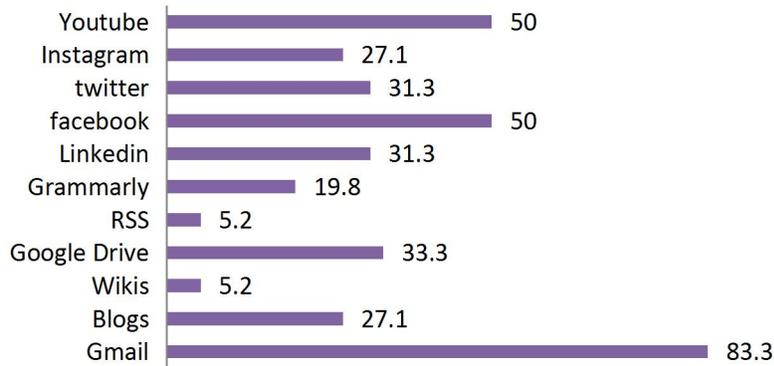
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Chart 1: Gender & Awarness Level of Respondents

- Level of Awarness Yes
- Level of Awarness No
- Respondence by Gender Female
- Respondence by Gender Male

Respondence by Gender
- Male: 85.4
- Female: 14.6

Level of Awarness
- No: 14.6
- Yes: 85.4

Chart 3: Use of Web 2.0 Applications by Library Professionals

- Not Uses 19%
- Uses 81%

Chart 4: Source of Learning of Web 2.0 Applications

- Through Friends/Colleagues: 28.1
- Through Workshop: 14.6
- Learn through Self Practice: 57.3

Chart 5: Usefulness of Web 2.0 Applications in Library Profession

Application	Value
Youtube	50
Instagram	27.1
twitter	31.3
facebook	50
Linkedin	31.3
Grammarly	19.8
RSS	5.2
Google Drive	33.3
Wikis	5.2
Blogs	27.1
Gmail	83.3

Chart 6: Purposes of Web 2.0 Applications

Purpose	Value
For awaring to Library Users about Library Stock	18.8
Sharing e-resources	83.3
For Providing Library Rules and Instructions	83.3
Sharing Information about New Arrival Books	81.3
For Interaction with library users	28.1
For Library Announcement/notice	81.3
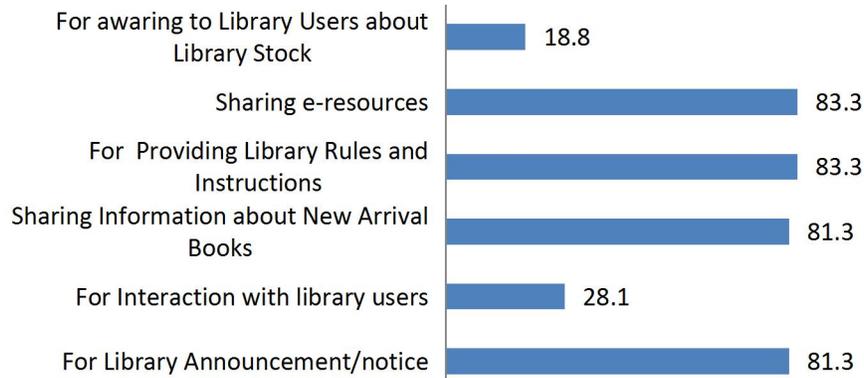
Chart 7: Prefernece of Web 2.0 Applications

- For increasing users interaction & participation
- For Knowledge sharing
- For obtaining user's interest & feedback

24%
11%
65%

Chart 8: Impediment to Change Adoption

Category	Value
Lack of Interest	19.8
Lack of facilities	18.8
Lack of skills	28.1
Lack of time	33.3