

INFLUENCE OF SOCIAL NETWORKING SITES ON TECHNOLOGICAL DETERMINISM TOWARDS LIBRARY PRACTICES

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ABSTRACT

Nowadays social networking tools have become an integral part of our life. The features of Social Networking Tools are very much easy to use and almost free. Everyday these Tools are gaining popularity and getting more matured stage than before. Application and growing popularity of Social Networking Tools attract researchers to inquest further. Significant attention is given by educators with number of professionals in different fields using social networking tools in their professional practices. Use of Social Networking tools in library information services call for more research and knowledge of how these emerging technologies can support teaching, learning and research activities. The positive impact of social networking sites on libraries is examined through their ability to enhance outreach and engagement. Libraries have leveraged SNS platforms to connect with users on a global scale, fostering community participation and expanding their user base.

KEYWORDS: Social Networking Sites, Library, SNS integration, libraries and information services

INTRODUCTION

The Internet (networks of networks) exists throughout the world with the help of the pillar of various technological tools. The World Wide Web (www) is the most significant tools of communication of the modern world. The 'www' was invented by Tim Berners Lee in 1989 at CERN (European Council for Nuclear Research) which was the first version of web known as Web 1.0. Web 1.0 is a platform which gives basic facilities such as client server model and hyper link of information. It is non- interactive, that means it makes only one way of communication. The main drawback of Web 1.0 application is one can only read the web pages. A drastic development of technology took place within a short period of time. Web 1.0 was replaced by a more advanced stage of

technology that is Web 2.0 in the beginning of twenty first century.

It is evident from the history of evolution that existence of any society is not possible without some kind of social relationship, social interaction and co-operation among social components. For a healthy and developed society, exchange of ideas and information and knowledge sharing are very much essential in every corner of the society. Now a days Internet plays the major medium of communication in the modern society.

Social Constructivism: Transforming Information Creation and Dissemination

Social constructivism highlights the collaborative nature of knowledge creation and dissemination, positing that meaning is constructed through social interactions.



In the context of library and information services, social networking sites foster collaborative spaces where users generate, share, and refine information. Libraries can harness SNS platforms to create virtual arenas for user-generated content, crowd-sourced knowledge, and collective sense-making. This transcends the conventional library role, positioning libraries as co-creators of knowledge within their online communities.

Diffusion of Innovations: Adoption and User Engagement

The diffusion of innovations theory offers insights into the adoption and adaptation of social networking sites within library and information services. Libraries can be viewed as adopters of SNS technologies, with varying degrees of implementation and experimentation. Early adopters often explore innovative ways to integrate SNS to enhance their services, from virtual reference desks to interactive online catalogs. Understanding user adoption patterns through this framework enables libraries to tailor their strategies to promote SNS-enabled services effectively.

Social Capital: Cultivating Influence and Engagement

Social capital theory posits that social networks yield valuable resources and opportunities. In the realm of libraries and SNS, this theory elucidates how libraries can leverage their online presence to cultivate social capital. Active engagement in SNS communities enhances libraries' visibility, credibility, and influence within these virtual spaces.

This elevated status can lead to increased user engagement, collaboration, and reciprocal resource sharing, reinforcing the library's pivotal role in the digital information ecosystem.

Navigating the SNS Landscape for Future Libraries

In conclusion, the theoretical framework presented in this chapter provides a comprehensive understanding of the intricate relationship between social networking sites and library and information services. As libraries navigate the evolving digital landscape, the impact of SNS manifests through changing user behaviors, redefined library practices, and the cultivation of online communities.

By embracing the lenses of technological determinism, social constructivism, diffusion of innovations, information behavior, communities of practice, and social capital, libraries can position themselves as dynamic hubs of knowledge creation, dissemination, and engagement in an era defined by digital connectivity.

Contextualizing the Shift: The Rise of Social Networking Sites

The emergence of social networking sites, typified by platforms such as Facebook, Twitter, Instagram, and LinkedIn, has introduced a new paradigm of online engagement. These platforms facilitate the creation, sharing, and exchange of content among users, fostering virtual communities that transcend geographical boundaries. The prevalence of smartphones and ubiquitous internet access has further catalyzed the integration of SNS into everyday life, shaping how individuals connect with peers, access news, and seek information.

Technological Determinism: Shaping Library Practices and User Expectations

Technological determinism, a theoretical lens emphasizing technology's role in driving societal changes, offers insights into how social networking sites have



influenced library practices and user expectations. Libraries, traditionally considered bastions of information, have undergone a paradigm shift, compelled by the rapid dissemination of information on SNS. Users now expect real-time access to information, personalized recommendations, and interactive communication channels. Libraries are pressured to align their services with these changing user preferences, necessitating adaptations to their information dissemination strategies and engagement mechanisms.

Information Behavior: Navigating Information on Social Networking Sites

Information behavior theories illuminate how individuals seek, use, and interact with information. The rise of SNS has revolutionized information behavior, as users navigate a vast sea of content through curated feeds, hashtags, and trending topics. The theory of information seeking behavior provides insights into how users navigate this influx of information, often relying on social cues, recommendations, and algorithmic filtering. Libraries can design interventions informed by this theory to assist users in effective information retrieval on SNS platforms.

Community of Practice: Fostering Collaboration and Expertise

The theory of communities of practice emphasizes collective learning and knowledge-sharing within social groups. For libraries, this theory underscores the potential to create online communities that foster collaboration among users, librarians, and domain experts. By establishing virtual communities centered around specific topics, libraries facilitate meaningful discussions, resource sharing,

and access to expert guidance. SNS platforms serve as catalysts for the formation of such communities, transcending the physical boundaries of traditional library spaces.

TECHNOLOGICAL DETERMINISM Shaping Library Practices and User Expectations

The concept of technological determinism proposes that technology exerts a powerful influence on societal change, shaping cultural norms, behaviors, and institutions. In the context of library and information services, technological determinism serves as a valuable theoretical framework to understand how social networking sites (SNS) have redefined library practices and transformed user expectations. This section delves into the intricate dynamics of technological determinism, illustrating its application to the realm of libraries and SNS.

The Shifting Landscape of Library Practices:

Libraries have long been regarded as repositories of knowledge and information, serving as crucial intermediaries between individuals and the resources they seek. The rise of SNS has transformed how libraries operate and engage with their users. In an age characterized by real-time communication and instant gratification, libraries are compelled to adopt new practices that accommodate user demands for immediate access to information and personalized interactions. SNS have prompted libraries to digitize their collections, create virtual databases, and establish online catalogs to cater to users who expect digital resources at their fingertips. Moreover, the proliferation of digital information on SNS has underscored the importance of librarians



assuming roles as curators, guiding users through the sea of available content and providing context to help users make informed decisions.

Reshaping User Expectations:

User expectations have evolved dramatically in response to the ubiquitous presence of SNS. The instant gratification culture promoted by platforms like Twitter and Instagram has permeated information-seeking behaviors, as users increasingly demand timely and tailored information. Libraries are tasked with meeting these expectations by developing responsive interfaces, implementing recommendation algorithms, and offering interactive communication channels.

Moreover, the "social" aspect of SNS has influenced users' perception of engagement with institutions. Libraries are no longer confined to physical spaces; they are expected to establish a dynamic online presence that facilitates direct interaction between users and librarians. This demands a departure from the traditional one-way communication model, encouraging libraries to engage in dialogue, address user queries, and foster a sense of community through virtual channels.

Understanding Technological Determinism:

Technological determinism posits that technology is not just a tool but a driving force that fundamentally shapes human behavior and the structures of society. This perspective suggests that technological innovations possess inherent qualities that guide their use and impact, often with unintended consequences. As SNS have gained prominence, their influence on various aspects of human life, including communication, information access, and

social interactions, aligns with the tenets of technological determinism.

Navigating the Challenges of Technological Determinism:

While technological determinism sheds light on the transformative impact of SNS on library practices and user expectations, it also presents challenges that libraries must navigate. The rapid pace of technological change, driven by the determinative force of SNS, poses hurdles in terms of resource allocation, training, and long-term planning. Libraries must adapt to ever-evolving SNS features, user preferences, and information-sharing norms.

Additionally, the determinative nature of technology can lead to unintended consequences. The convenience of SNS may overshadow concerns about data privacy and security, raising ethical considerations for libraries that facilitate access to these platforms. Striking a balance between leveraging the benefits of SNS and safeguarding user privacy becomes an imperative for libraries operating within the paradigm of technological determinism.

In conclusion, the application of technological determinism to the intersection of social networking sites and library and information services elucidates the profound impact of technology on shaping library practices and user expectations. SNS, as exemplars of technological determinants, have redefined the ways in which libraries engage with users, deliver information, and cultivate a sense of community. Libraries must respond strategically to the demands and opportunities presented by SNS, harnessing their determinative power to enhance user experiences while mitigating



challenges related to rapid technological change and ethical considerations. Ultimately, technological determinism underscores the dynamic and evolving nature of libraries as they navigate the digital age, adapting their practices to meet the changing landscape of information access and interaction.

CONCLUSION

The modern era is a technological age. Human lifestyles have changed as a result of the pervasiveness of communication and technology in all aspects of existence. Everyone, regardless of age, gender, ethnicity, religion, or geographic location, has been affected by the widespread availability of information as a commodity accessible at the touch of a button or by scrolling through the internet on mobile devices. Online shopping's rise to prominence is a tangible manifestation of the pervasiveness of technology in people's daily lives. Therefore, many new opportunities have arisen for the academic community to manage a wide range of learning materials as a result of the revolutionary shift in the development of Information and Communication Technology (ICT). Computers, communication technologies, networking, and most recently SNS have all had significant effects on library and information services. The academic community, which makes up the bulk of library users at universities, is rapidly adapting to new ways of gaining access to information. They don't want to spend hours poring through books and magazines only to learn something new. They need information that is quick and to the point.

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