

Changing Trends in Library and Information Science



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Use of Web 2.0 in Academic Libraries Special Reference of WhatsApp Application

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Abstract :

Before Ten years, WhatsApp means what's special and what do you want. But now small children can say it is application software WhatsApp messenger is a cross platform mobile messenger which is being worked through internet data plan. WhatsApp is mobile application which allows exchange of images, messages, videos and audio clips via Smartphone in library and Information Centre. We can make groups on WhatsApp and provide better library services to users.

Keywords : Android, Mobile Application, Smartphone, WhatsApp.

Introduction :

WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum, both former employees of Yahoo!. The company is based in Mountain View, California and employs 55 people. It is in the process of takeover after Facebook announced its acquisition of WhatsApp Inc. on February 19, 2014; recent years have witnessed a massive and rapid development in hardware, techniques and software. These developments include the emergence of what is known as social networking tools on the internet to become in the last five years, part of the smart phone applications as a result of the demand by the members of the society and formal and informal institutions for broadcasting of news and exchange of cultures, experiences and marketing of products, as a result of this turnout there is a strong competition between the institutions providing this service to win the largest number of users. The history of social networking tools began to emerge in late nineties "The site (SixDegrees.com) that appeared in the year 1997, was the first site recognized for social networking on the Internet" (Boyd & Elson, 2007), and after this social networking tools began to spread in widely until 2002. After this year, a lot of social network websites appeared such as (Facebook, Twitter, MySpace, LinkedIn and Youtube). Social networks now fills the virtual world, but the survival of any social network and its continuation depends on its unique service which makes it better than other social networking competition through which you can earn a lot of users, such as the existence of the application of the social network on the smart phone and sharing service multimedia such as images, sound clips, videos, and service create different groups that combine multiple users agree on ideas and trends such as the establishment of social groups, political or economic, etc

WhatsApp is a cross platform application with versions available for Android, BlackBerry, iPhone and Symbian operating systems. It is a widely used and universal

application.

WhatsApp as an application is not phone dependent, like certain applications that are only supported by certain phones e.g. Motoblur intended for specific Motorola phones. WhatsApp is not carrier dependent, like certain applications supported only by certain service providers, e.g. The 'Verizon Cloud' application that is intended only for users with Verizon Wireless phone service. WhatsApp is not operating system dependent, like certain apps that can be installed only on certain platforms, e.g. Symbian or iOS specific applications. WhatsApp is not factory installed (inbuilt into the phone) and hopefully in the future may not be device dependent on most smart-phones the WhatsApp application charges an initial installation amount but it is free for the android platform. This gives us one more reason to test the security of the application on the android platform in particular.

WhatsApp has gained lights' speed in terms of a social networking application. The number of downloads for WhatsApp on Android, exceeds one hundred million. In only three years it is among the top 30 free applications and among the top five free communication applications on Google Play.

Objective:

The objective of this paper is the Use of Web 2.0 in Academic Libraries Special Reference of WhatsApp Application installed on cellphone or computer platform to satisfy the information needs of variant users.

Advantage of Use Cell Phone :

- It is easier to use in library
- It makes able to access new services
- It provides latest and update information
- It enables patron to connect via new medium

WhatsApp :

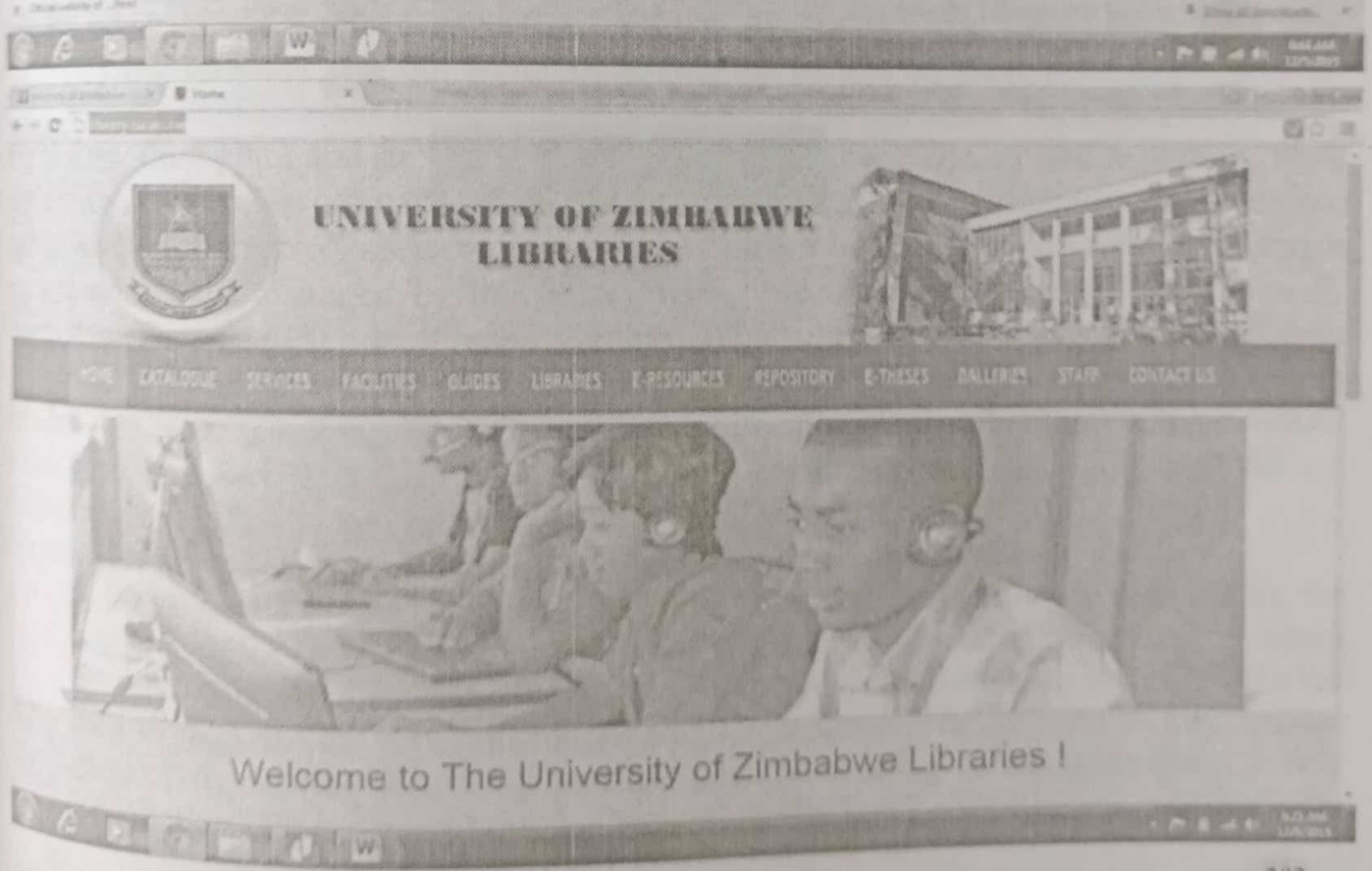
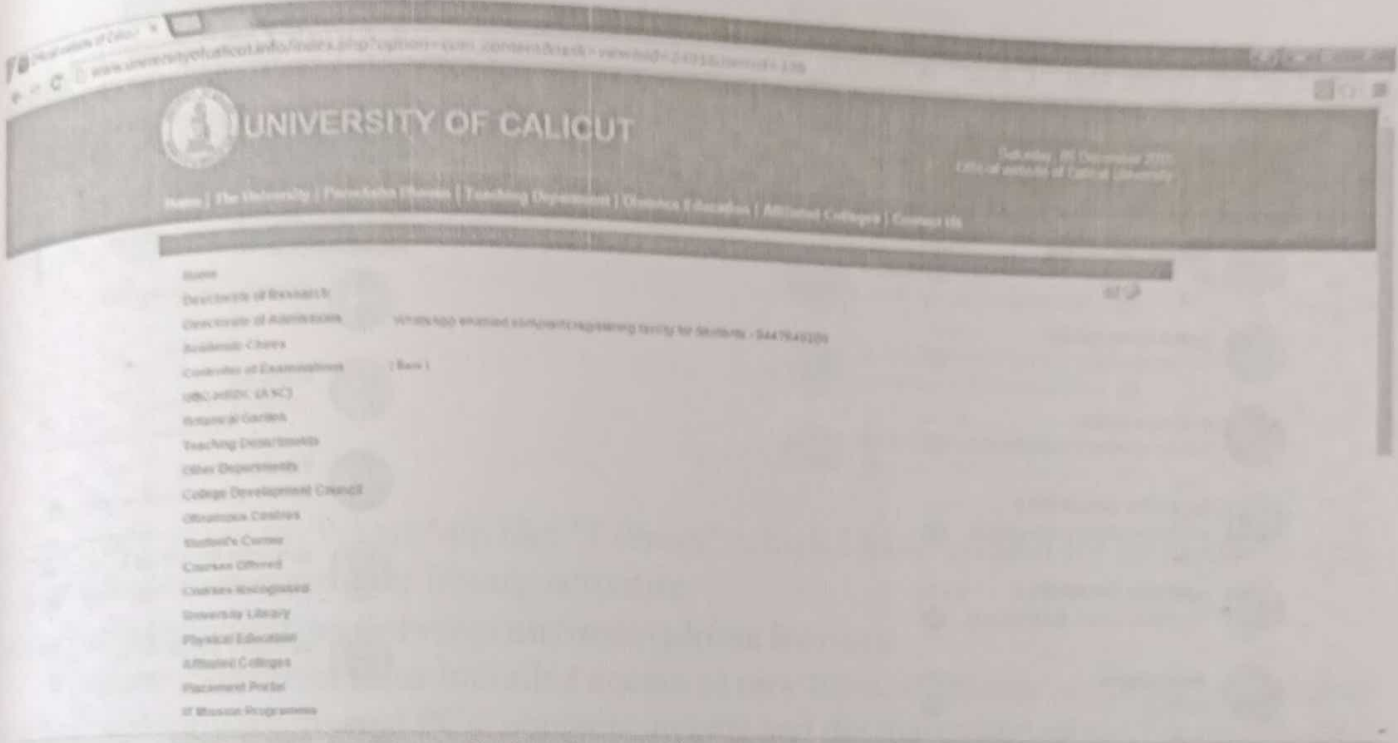
It is an instant messaging App for Smartphones (but now it can be used on computers also). We can instant message to other person through datapack or wi-fi. The proprietary cross-platform app enables users of select feature phones to use the Internet to communicate. The user can message, images, video, and audio media messages. WhatsApp has started rolling out the much awaited voice calling feature also. Locations can also be shared through the use of integrated mapping features in the smartphones. In other words we can say that WhatsApp is a messaging app that lets user's text, chat, and share media, including voice messages and video clips with groups or individuals and about 450 million monthly average users in the world. The majority of WhatsApp users live in Europe, India, and Latin America. WhatsApp stores all its chats on a SQLite database: The path of database file is different from platform to platform.

Expense :

WhatsApp is free for the first year and Rs.55.00 (\$0.99) per year after that. Since it uses data, make sure you keep tabs on your data usage, or just log on to Wi-Fi.

Academic Libraries and WhatsApp :

In today's scenario many countries in the world are using WhatsApp application in library services. Librarians can communicate with users to use this application on Smartphone or computer. Many academic libraries took user orientation regarding use of WhatsApp. Many libraries started ask a librarian service by using the WhatsApp application for the same purpose they give librarians WhatsApp no on their library website.



University of Zimbabwe also provide WhatsApp service at their website. University of Zimbabwe library also mentioned the WhatsApp number to the users for quick response.

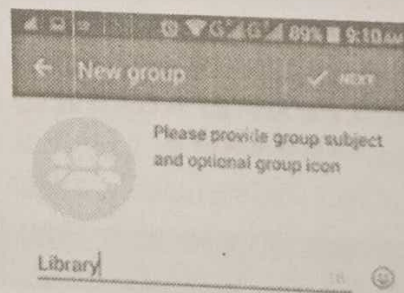
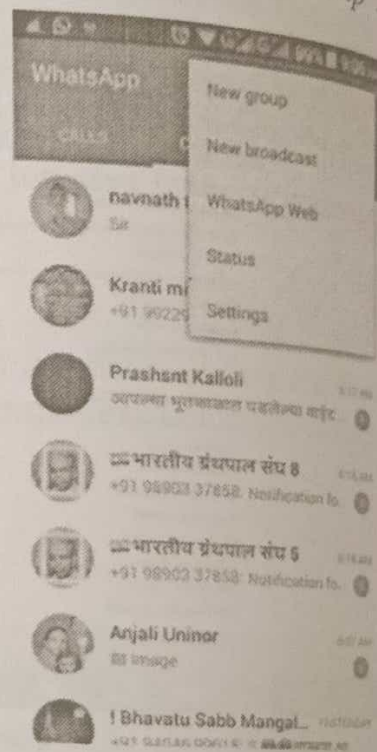
How to Create Group on Whatsapp? :

Many features available into the Smartphone and under WhatsApp there is a very interesting one the group discussion. It allows us to interact in real time with a group of people. We can add up to 100 users to create a group under Whatsapp. Steps are:

1. First of all open the "Chat" window.



1. Click On "NewGroup".



1. In "Subject", Enter The Groups Subject.

1. Add Group Participants



1. Group Created Named Library



We can create group on WhatsApp like "Library" which I have created for Students to provide information regarding library activities.

Library and Information Services on Smartphone Devices

Library mobile services included access to new titles, e-resources updates, catalogue searching, booking rooms and PCs, contacts, events and databases optimized for mobile use, enables users to search for library materials, see the cover image, read a summary, obtain item availability information, find out which bookshelf the item is on using floor maps, provide feedback on the item and save the item information for future reference. The Library's opening hours, news, floor plans and subject guides are also easily accessible on mobile phones. SMS service libraries became more interested in using this service when it became possible to send SMS to an email service. This service expected by library users, their SMS reference service was predominantly managed by the library with little or no involvement from their IT department. The use of iPods, iPhones, Tablets, TabletsPc and MP3 players to provide an audio tour. In academic libraries, the commonly demanded services on mobile devices include: catalogue searching, SMS/text a librarian, locating spaces, booking computers and rooms, location based services, payments, mobile emails, instant messaging and videos. Mobile devices are fast becoming users' first choice of access. (Gartner 2011).

Libraries Can Provide the Following Services on Smartphone Devices

- **Mobile-based Library Lending Service:** Libraries can formulate regulations for using mobiles for circulation of reading materials and maintenance of users account. Mobile phones make ILL/document delivery services faster and cut-down the time to request/visit different libraries and complement the geographically remote users. Provides the following services such as lending extension/inquiry, return information/inquiry, interlibrary loan requests, SDI service application, email service

- of academic journals, database use education application, etc. The library is a personal library space where users can find information and resources of their choosing. Users can read alerts, check records, renew resources, request items, track interlibrary loans and document delivery requests, set up future application and work in mobile library services.
- **News and Events:** Information on job openings, varieties of scholarly competition, library events such as orientations program, stock verification, book recall, lectures on special topic, news in relation to scholarly work, awards and so on can be given using mobile devices in order to update the user's knowledge short messages regarding the library events and news can be sent to the users personally through 'WhatsApp' application.
 - **Notice:** Users can get notified instantly with notice alerts on overdue books, outstanding fines, reminders to return library items, library event information, etc. on 'WhatsApp'.
 - **Suggest a purchase:** Library professionals can receive the suggestions from the users sent via Smartphones. In such cases users need not to visit the libraries and write the requirements in a register.
 - **Audio Tour:** Libraries even can provide audio tour of a library on Smartphone.
 - **New Title Preview:** Mobile gadgets can be used to disseminate the information about newly acquired documents which are of irrespective of forms.
 - **Image Services:** The Image Services in a library might offer a number of high quality, fee based photographic and document imaging services including digitized photographs, diagrams, maps, photos of places of national importance.
 - **Research consultation and instruction:** It is a kind of customer care service. Research scholars may have an interaction with the library staff to get the consultation and get suggestions via Smartphones.
 - **Catalogue search:** Libraries can provide their catalogue on the mobile devices through Smartphones.
 - **Journal finder:** Library Journal Finder provides access to full text journal, magazine, and newspaper content as well as links to titles held in print.
 - **Reference service:** Library users can ask library professionals anything through the live chat and texting with Smartphone on 'WhatsApp'. The reference services can be provided with the help of sending and receiving SMS. Immediate feedback is also possible from the user's side.
 - **Wi-fi - Internet Access:** Smartphones are available with 3G and 4G facility. Libraries can offer wi-fi facility to access electronic information sources.

Advantages

- Instant information sharing
- Instant connecting with students and users
- Issues can be discussed and clarity sought
- All members can discuss and give their suggestions
- Use of emoticons instead of writing long winded answers
- Use the 'MUTE' option when busy and do not want to be disturbed.

Disadvantages

- Buy a smartphone (expensive investment for students) with the whatsapp installed.
- Connects only with other people – having a smartphone with whatsapp installed.
- Keep recharging Internet time on mobile.
- Addictive and can turn a person to compulsively check mobile at all times and in all places. It can become a time wasting pastime if unchecked.
- Groups are not listed in one place and hence unsearchable. One cannot join a group unless one is aware of the mobile number of group admin.
- Maximum of 100 members can be added in one group!
- Duplication of members is seen – Most groups have similar member list.
- Only number is displayed and not name. Name reflects only when keyed in profile or saved in contacts list.
- Most members do not contribute to the discussion but are silent observers

Guidelines (Do's and Dont's) of how to conduct oneself as a member on Whatsapp groups

Do's

- Information that is relevant to Teaching and Learning is to be posted.
- Information Sharing and Knowledge Exchange is encouraged. General awareness information and Infotainment is welcome...but not forwarded messages
- BREVITY is a MUST! But meaning should not be lost in the process.
- Language for communication is English and regional.
- Videos should be accompanied by one line description so that other members can decide if they would like to check it out or not!
- Do remember that whatever is posted online – can be forwarded, shared, stored and retrieved. Messages surface when we least expect and out of context! So be careful of your opinions and how you put them forth!

Dont's

- Do not post 'very long' messages. Nobody has time and patience to scroll down long messages.
- Do not spam. Occasional reminder is welcome.
- Do not be rude or abrupt in conversations. Constructive criticism. It is expected that all members respect other member's opinions even if they do not agree with it.
- Do not make spelling mistakes
- Do not 'coin' your own abbreviations of words – follow standards
- Do not be silent spectator. Try to participate in discussion.
- Do not send messages on Whatsapp between 10pm to 6am. (I need to actually practice what I preach!)
- Do not change group icon or logo or picture posted by the Librarian without informing.
- Do not share the group admins (Librarians) personal mobile number without taking consent first due to privacy issues.

Group Admins (Librarians)

- Monitor to see that group members are posting relevant information or ensure that you

- steer them in right direction.
- Give warning to members who do not follow group rules. If the member persists then he/she can be removed.
- Appreciate the active members and encourage the non-active members to share.
- Post topics for discussion
- Do not remove group members without advance warning.

Useful Mobile Learning Apps:

1. **Dropbox:** With one Dropbox account, students enjoy access to their files while on the go, so they never accidentally miss a deadline again ... because of computer issues, anyway.
2. **Bento:** Available on iDevices (because of course), Bento makes organizing solo and group projects much, much easier by providing users with their own personal databases for storing contacts, drawing up calendars, and taking notes.
3. **Blackboard Mobile:** Because so many online courses rely on Blackboard for distributing the necessary materials and conducting the necessary assessments, downloading the app should be essential for remote students.
4. **TED:** While classes themselves might not use **TED as a supplement to lessons**, students (both online and off) undoubtedly benefit from tuning into what the experts are saying about the latest ideas and innovations.
5. **Evernote:** Never forget an important project point with Evernote, an amazing scrapbook application for keeping everything organized and on hand, no matter the medium.
6. **Instapaper:** Perfect for online students who just can't recall the websites consulted for research purposes, this resource saves pages so they can read them anywhere and everywhere.
7. **Wikipedia:** Because everyone uses Wikipedia, even if they aren't supposed to admit it in an academic setting. Don't cite it in a bibliography, but definitely check out the sources used and start researching from there.
8. **Wolfram Alpha:** Forget Google. Wolfram Alpha works as an amazing search and computational engine specifically for scholastic pursuits, bringing back returns regarding pretty much everything students need to know about their desired subjects.
9. **Google:** We lied about forgetting Google. **Don't forget Google.** Especially since its mobile app allows for voice searching.
10. **Wi-Fi Finder:** Obviously, online students should probably know where to look for wireless Internet in their areas — especially if their connections at home go all kablooie.

Quickoffice	StudyBlue	Dictionary.com	myHomework
Clqset	Kindle	Dragon Dictation	GPA -mE!
Howcast	Astrid	Zwoor	Pulse
Study Tracker	Mint	CourseSmart	Documents To Go
SimpleMind+	iAnnotate	Cash4Books	Quora
Chegg	Open Culture	IPassword	Attendance
Blackboard Mobile Learn	Blogger	CamScanner	Canvas for Android
Coach's Eye	Deck	deMobo	Dropbox
Evernote	Explain Everything	Google Calendar	Google Earth
Google Edu Device Setup	Google Goggles	Google Hangouts	Google Keep
Google Play Books	Google Text-to-Speech	Google Voice	Grade Book
Grade Chart	Grade Rubric	Grade Ticker	iAnnotate
iAuditor	Microsoft Office Mobile	Microsoft OneDrive	Microsoft OneNote
Microsoft Remote Desktop	Nearpod	QueueSim	Quick Office
Scanner for Zotero	SignMyPad	Simplenote	Socrative
Twitter	WordPress	Simplenote	Socrative

Conclusion :

Cell phone became very important part of library users (students and Faculty). Library professionals can use "WhatsApp" as tool to provide library services through smartphones. With the help of smartphone user can easily access the e-books, e-journals and other library services. Librarians can make group on 'WhatsApp' for better library and information services. Users can use this group for contact librarian or to get service like Ask a Librarian. Through the web 2.0, today's librarians can do wonders in providing quick services. They can handle the user groups according to their interest and can serve them by giving SDI and CAS Services. The present paper has highlighted on what are the dos and don'ts on the academic WhatsApp groups, what are the advantages and drawbacks of this Application. In this paper some smartphone apps suggested for teaching and learning.

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