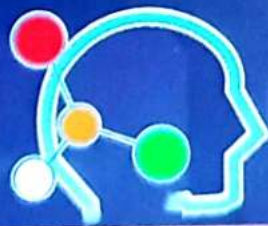


# Redefine Library

in the Social Media Age

Edited by  
Dr. Swapan Khan  
Dr. Soma Bandyopadhyay



Universal Briefing

# Redefine Library

in the Social Media Age

Edited by:

Dr. Swapan Khan

Dr. Soma Bandyopadhyay



Universal Briefing

Redefine Library in the Social Media Age  
*Edited by Dr. Swapan Khan and Dr. Soma Bandyopadhyay*

ISBN 978-93-6039-843-9

© Universal Briefing

First Published 2023

[All rights reserved. No part of this publication may be reproduced, translation, stored in a retrieval system or transmitted in any form or by any means, mechanical, photocopying, recording or otherwise, without prior written permission of the publisher]

*Published by*  
Universal Briefing, Kolkata  
[www.universalbriefing.in](http://www.universalbriefing.in)

*Cover design*  
Suksakar Sadhubar

*Book Layout*  
Susmit Mondal, Howrah

*Printed by*  
Digital World, Kolkata-9

*Binded by*  
Ahmed Ali, Rajabazar, Kolkata-9

Price : Rupees Five Hundred only

*This publication is designed to provide information to the LIS professionals. The authors of the chapters are fully responsible for the content of the chapters of this publication.*

## P R E F A C E

Over the years social media has become an integral part of our society. Today social media is an accepted and credible source of information where the users connect, communicate, share and exchange ideas among them. In recent years, it has also made its way into the field of education by changing the modes of students learn as well as teaching. Due to advancement of digital technologies, social media will help to shape the future of learning and improve student life for success in 21<sup>st</sup> century. Today, it is becoming increasingly important to adopt these developments into the systems of all educational institutions for education inside and outside the classroom.

With the advent of Information and Communications Technology (ICT) social media has changed the collective thinking of the people as well as the mindset of the service providers. It is becoming increasingly popular among librarians as it makes things easy to connect, share and disseminate information to the users. ICT and its associated aids has changed the concept of conventional library systems and also changed the attitude, thinking and perception of librarians. In 21<sup>st</sup> century libraries collect & share e-resources, manage databases, provide online services using the new tools & technology. Beyond acquiring technical skills by the librarians it is also important to be an active service provider in social media platforms which is most important in education and library sector. They can leverage on social media for making the library services dynamically. It is true that social media, today, is becoming increasingly popular among librarians, with a majority who feel that it is an important tool for library services.



## *Redefine Library in the Social Media Age*

Purpose of this book titled "Redefine library in the social media age", is to visualize a dramatic transformation of concept of libraries due to rapid development of technological innovations especially in post pandemic period. The human need for information is changing day by day. They seek information from varieties of sources and formats. For this purpose, the library staff and library professionals need to adopt themselves into this dynamic environment. Social media is becoming increasingly popular among all the stakeholders of the library. There is no doubt that the present library must be defined in the context of social media to satisfy the users in this social media age.

All the papers appeared in this volume are very informative and show a very good understanding of present situations of library services. This book will help to the people with aspiration about the power of social media for providing library services and all the people associated with library professionals. We express our most sincere gratitude and appreciation to all the authors for contributing the papers for this volume.

Howrah  
2023

Dr. Swapan Khan  
Dr. Soma Bandyopadhyay

# INTRODUCTION

Social media helps libraries to promote their resources, services, activities, programmes and so on. Today, it is noticed that to satisfy the users many Libraries have increased the use of social media for providing services to the users to satisfy their dynamic demands. This change among the stakeholders of the libraries gears up the activities of information sharing across the world.

This volume consists of sixteen chapters which have been contributed by library and information science professionals and scholars of reputed institutions.

First chapter focuses the present condition of use of social media in different government public libraries in West Bengal. It points out the areas for providing better library services in Social media age.

Chapter 2 discusses about the sources of online resources. The use of online information resources is aimed at adding value to the content by making them accessible through digital means so that students, teachers, researchers and patrons can access them anytime and anywhere. The chapter explains the use of online content in the educational environment which has enabled easy and remote access to many resources.

The next chapter deals with the symbiotic relationship between public libraries and social media for the creation of digital platform for providing library services to the library users. The chapter shows the changes in the field of Library and Information science during Covid-19 period. It also shows the popularity of social media and the way to the library professionals to serve their users so that they cannot keep themselves up to date.



Chapter 4 discusses the various ways of public library services that can help the masses to gain digital literacy and at the same time how digitally literate and technically skilled personnel can help the public libraries to keep up with this advanced society and provide satisfactory library services. It shows various innovative initiatives taken by the public libraries in different parts of the world.

Chapter 5 contains discussions about the current digital world and social networking which are the only the viable option for instant communication. This chapter shows how public libraries can expand beyond traditional walls through social media. It also discusses many social media platforms as communication bridges between users and library professionals.

The next chapter states different aspect of Telegram channel which is one of the most popular free, cross-platform, encrypted, cloud-based, and centralized instant messaging mobile application. This chapter shows how the different channels and bots on Telegram help the illegal distribution of books and influence its users.

Next chapter elaborates the main motto behind the effective public library service, "Equality of access for all" from a perspective which is compatible with the age of internet and lifelong learning. The chapter shows how the public libraries promote the welfare of the society with necessary information, knowledge and other services.

The main objective of chapter 8 is to find the organization of Nepali documents and the classification schemes being used in these libraries to classify the documents. It also highlights the problems to the libraries for classification of those books.

Next chapter shows the perceptions of e-learning tools and technology across the world during Covid-19 Pandemic. This chapter identifies the various approaches that are important for virtual education systems.

Chapter 10 discusses some aspects of Digital Reference Service (DRS) which is an emerging trend of traditional reference services especially in the social media age. It also highlights the implemen-tation and maintenance of DRS in public library.

Application of Big data in library is a great challenge in social media age. The last chapter focuses the characteristics and the need to go toward Big data analytics for library services. It also discusses the role of librarians for the big data analysis in the library.

The next chapter discusses the changing scenario of library services in the context of rapid rise of online social media. Many social media tools e.g. Facebook, Twitter, Youtube, Wikis, WeChat etc. have been stated as potent information dissemination tool for libraries to promote their activities, resources and services.

Chapter 13 examines the emerging field of digital reference service in the age of artificial intelligence and machine learning, and attempts to show the future possibilities of digital reference service in the public libraries using digital reference robots.

The next chapter describes the methods of e-book subscription and the various challenges faced by Jadavpur University Library in the context of restrictions imposed by the e-book publishers.

The next chapter focuses various online tools and techniques and highlights the role of the librarians to provide quality of library services for strengthening of education in social media age.

The last chapter analyses 28 e-book websites that offers huge collection of free e-books in terms of accessibility and visibility. The chapter focuses to evaluate the accessibility and visibility of the e-book websites using web analytics tools and data mining approaches using the SimiliarWeb tool.

Dr. Swapan Khan



## C O N T E N T

Preface	iii
Introduction	v
<b>Chapter-1</b> : Implications of Social Media to Enhance Public Library Services : A Futuristic Approach <i>Anurima Ghosh</i>	11
<b>Chapter-2</b> : Digital Information Sources and Services in the Web Based Learning Environment <i>Anwasha Bhattacharya &amp; Monali Mitra Paladhi</i>	24
<b>Chapter-3</b> : A Symbiotic Relationship of Social Media and Public Libraries of West Bengal for Providing Library Services in Covid-19 Period : A Study <i>Chandana Paul &amp; Dr. Udayan Bhattacharya</i>	38
<b>Chapter-4</b> : Digital Literacy—A Key to Revive the Public Library Services in India <i>Monali Mitra Paladhi &amp; Evana Mukherjee</i>	49
<b>Chapter-5</b> : Application of Social Media in Public Library <i>Kishore Dey</i>	60
<b>Chapter-6</b> : Copyright and book piracy on Telegram : A study <i>Madhurima Das</i>	69
<b>Chapter-7</b> : Public library in promoting lifelong learning through open access e-learning platforms <i>Mouli Purkait</i>	79
<b>Chapter-8</b> : Present scenario of classification of Nepali literature in the libraries of Darjeeling district <i>Ms. Nikita Lama &amp; Prof. Udayan Bhattacharya</i>	85
<b>Chapter-9</b> : Role of Libraries in Promoting E-Learning among Users by Online Tools and Technology <i>Dr. Pronobi Porel</i>	93

<b>Chapter-10</b> : Digital Reference Services in Public Libraries : A Probable Study <i>Sk. Samiulla &amp; Dr. Subal Kumar Barui</i>	105
<b>Chapter-11</b> : Big-Data Technologies : A game-changing method in public libraries <i>Sanu Mondal</i>	111
<b>Chapter-12</b> : Application of Social Media in Public Library <i>Sheuli Sengupta</i>	122
<b>Chapter-13</b> : Digital Reference Services in Public Libraries using Chatbot : a Step towards Automated Reference Assistance <i>Dr. Soumen Mondal</i>	138
<b>Chapter-14</b> : E-book subscription in university libraries : A case study of Jadavpur University Library, West Bengal, India <i>Susmita Sarkar Basu</i>	148
<b>Chapter-15</b> : Teaching Learning Methods in Present Era : Librarians' Perspectives <i>Dr. Swapan Khan</i>	157
<b>Chapter-16</b> : Accessibility and Visibility of E-book Websites : An analysis through Web Analytics and Data Mining approach <i>Vinay Anand &amp; Sophia Banerjee</i>	167







Dr. Swapan Khan is presently the Librarian of Narasinha Dutt College, Howrah affiliated to the University of Calcutta. He completed M.Com from University of Calcutta, Kolkata. He is the recipient of Gold Medals for the first rank in both BLIS and MLIS from Jadavpur University. He has more than 15 years experiences in the filed of Library and Information Science. He is the Guest Faculty of the Dept. of Library & Information Science, Jadavpur University and Netaji Subhas Open University.

He reviewed many articles and book chapters for edited volumes. He was appointed as one of the reviewers of the UGC Project under University with Potential for Excellence, Phase-II (UPE-II) at DLIS, Jadavpur University.

Dr. Khan has written many research articles in many reputed journals and seminar conference volumes. He presented many papers in national and international seminars and conferences. He is author of many chapters and content developer of Netaji Subhas Open University for study materials. He supervised many dissertations at Master level of Library and Information Science.

Dr. Khan is the member of many associations and institutions. His areas of interests are information management, development of web applications, information retrieval and citation analysis etc.



Dr. Soma Bandyopadhyay, Principal, Narasinha Dutt College, Howrah, is proud to be the head of a centenal institution. She doesn't like to confine herself within the arena of administration. She is very fond of teaching and learning. She has learnt Anthropology with great passion and her passion has given the fruit of some gallantry awards. She is a gold medalist of the University of Calcutta and has also achieved the Young Scientist Award by The Indian Science Congress Association (ISCA). She has got her Doctoral degree for her research on Cognitive Anthropology, a less studied section of the subject. She has published a lot of articles in national and international journals and edited a number of books as well.

She is still engaged in research and publishing short stories, articles and books both in Bengali and English. She travels across the country not merely to relax but to communicate with the local people. This communication is essential to know a society from the ground reality. Dr. Bandyopadhyay wants to remain a student of Anthropology forever and gather knowledge about the changes and challenges faced by the society.