INFORMATION SHARING AND SOCIAL MEDIA

Mr.N.Seeni Mohamed,

Librarian, Jamal Institute of Management,

Jamal Mohamed College (Autonomous), Tiruchirappalli, Tamilnadu.

Dr.K. Senthilnayagam,

Librarian, AVC College (Autonomous), Mannampandal,

Mayiladuthurai, Tamilnadu.

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ABSTRACT

The advent of information technology leads to information access, store and dissemination of information to the people through social media, which are the highest tools to spread information all over the world. Social media is useful for collaborating with others and creating community have been around for a long time. This helps us to exchange the information to the people easier and faster through the internet based applications that built on the ideological and technological foundations of web 2.0 and that allow user generated contents, captures key terminology involved. This paper explains about information sharing and corresponding websites and its usage, advantages and disadvantages towards the social media or social network.

KEY WORDS: 1.Social media 2. Information Sharing. 3. Tacit and Explicit Knowledge.

INTRODUCTION

Social Web is a set up of a community of users which has enabled the people with common interest, gather together in an online space, locate each other, share their profiles, brand themselves, develop relationships, discuss freely about their everyday issues, and experiences and establishing a knowledge community and expert locating services in a social media.

According to Kaplan and Haenlein (2009) "social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content, captures the key terminology involved." This Paper has made an attempt to examine the applications of social media in Libraries.

1. SOCIAL MEDIA

Social Media is a tool of communication for transmitted information within a second. It is a computer-mediated technology that allows to create and sharing of information, ideas, career interests, create web content and other forms of expression via virtual communities and networks. The users can able to interact with the content that is being distributed, comment on articles or news stories. This is more complex, such as on Wikipedia, where users can dictate and revise the content contained in encyclopedia articles. Other social media sites may offer recommendations to users based on the interests of other users. The social media include social news sites such as Digg. These sites allow users to interact with one another by sharing content and voting on its quality, which determines the articles that rise to the top of the site. Social video sites like YouTube allow users to share video content and interact through video comments.

2. TACIT AND EXPLICIT OF KNOWLEDGE

Tacit knowledge resides in individual head in forms of experience, know-how insight and so on. In social media, the people or users can access, exchange and receiving of their ideas, thoughts, and experience in the form of text, gallery, and video. Explicit knowledge that can be easily transmitted to others use of social media.

3. CORRESPONDING WEBSITES

3.1. MySpace: Provide an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos. Librarian will have advantage of this site's calendar and blog to features to improve their presence.

3.2. Facebook: Another social media site frequently used by the students, facebook is Librarian friendly. Users can add other users as "friends", exchange messages, post status updates and digital photos, share digital videos and links, use various software applications ("apps"), and receive notifications when others update their profiles or make posts. Additionally, users may join common-interest user groups organized by workplace, school, hobbies or other topics, and categorize their friends into lists such as "People from Work" or "Close Friends"

> ➤ There are now over 1.15 billion Facebook users, One million web pages are accessed using the "Login with Facebook" feature, 23 percent of Facebook users login at least 5 times per day and

47% of Americans say Facebook is their #1 influencer of purchases and 70% of marketers used Facebook to gain new customers.

3.3. Ning: Use this networking tool to get connected with students, Library associations and more. We can also use it to share information with many people at a time. Ning offers customers, the ability to create a community website with a customized appearance and feel; feature sets such as photos, videos, forums and blogs. Ning allows users to create their own communities and social networks around specific interests with their own visual design, choice of features and member data. The central feature of Ning is that anyone can create their own social network for a particular topic and catering to a specific membership base. A Ning community can be integrated with online services like Facebook, Twitter and Google.

3.4. LinkedIn: is a social media tool for professionals. The LinkedIn developed for professional purposes and that encourages to actively leverage this powerful tool. This social networking site for professional is a great way to get library patrons connected with the people that can help them to find information.

3.5. Twitter: Twitter, the most popular example of micro-blogging service, was launched in July 2006. Twitter allows users who can register for free to send brief posts. Use twitter, a micro logging application, to keep the staff and patrons updated on daily activities, like frequently updated collections, or even just scheduling. The latest information of twitter is.

> ➤ There are now over 550 million registered users and 34% of marketers use Twitter to successfully generate leads. Twitter was the fastest growing network with a 44% growth from 2012-2013 and 215 million monthly active users.

3.6. Blog: Short for Weblog, a blog is like an interactive website that is usually updated daily. Blogs can have one common theme or can cover a range of topics. It is up to the blog author to decide by creating a blog, we will be able to disseminate information to of lots people at one time. Whether you are updating students on new collections, or just conversing with library staff, blogs are powerful tool.

3.7. Meebo: was an instant messagingnitially the company offered a web-based instant messenger service, extending its offer in more general online chat and even social networking directions. In June 2012, Google acquired Meebo to merge the company's staff with the Google+ . IM client they use. We can even embed a chat screen on any webpage using this tutorial, recently new service added for file transferred and video conferencing. The Meebo widget has proven to be a great success as both a central virtual reference platform

and in terms of staff adopting the technology for their own services and constituencies. You can chat with "buddies" or engage in real time chat with whoever accesses your widget on your webpage.

4. SHARING WEBSITES

Document Sharing-Google Doc: This service allow you to create and share your work online and access your documents, spreadsheets, presentations, surveys and more from anywhere in the world and allow multiple user, operating from different locations, can work on the same document at the same time, without causing any muddles. **Flickr:** is a website that allows photographers to upload photos to share and the site is also used by photographers to manage their images which are the best tool for share new image collections. We can create image sets with metadata, as well as take and advantage of the many plug-in available for flicker users. Flicker users can also help gather missing information about images. **YouTube:** spread word about library events, share citizen journalism, and more on YouTube. We can see how other libraries are using YouTube by checking out the YouTube and libraries wiki. **Dailymotion** is a video-sharing website based in France on which users can upload, watch and share videos. It is one of the biggest video platforms in the world, offering a mix of content from users, independent creators and premium partners. **Teacher Tube:** Teacher Tube, Which is a YouTube for teachers, presents an excellent opportunity for instructors-librarian collaboration. Instructors can guide students to helpful library resources, vice versa. **Second life:** On second life, we can create a virtual library with streamed media, discussions, classes and more. For a good example of a second life library, visit the murdochsecondlife wiki. **Wikipedia:** Wikipedia is an online encyclopedia updated by users. We can use this tool to share your knowledge by editing, or simply point library patrons in the right directions. **Wiki Leaks** is a non-profit website that issues secret information and classified media from anonymous sources. A **news leak** is the unsanctioned release of confidential information to news media. It can also be the premature publication of information by a news outlet, of information that it has agreed not to release before a specified time, in violation of a news embargo. **PBwiki:** PBwiki is the world's largest provider of hosted business and educational wikis. It encourages collaboration from students, a way to showcase work, and offers a central gathering point for information. PBwiki offers controlled access, so you can give some editing privileges, while others can only read. **Community Walk:** Community Walk offers a geographical way to interpret text and events. We can use it for instructions, such as showing someone where to find a book, or walk them through a historical and geographical timeline.

Slideshare: Encourage faculty, staff and students to share their slideshow presentations for the greater community to access on slideshare; it is a great way to disseminate information .**Digg:** is a great way to find useful content that you would not come across in traditional ways and find stories, Science, trending political issues, and viral Internet issues here, then share them with others using diggs "blog function. **StumbleUpon:** Another way to find great content is with StumbleUpon. We can channel surf the internet to find useful content, research tools, and more. **Daft Doggy:** If we have found a particularly good resource, we can use DaftDoggy to create a website tour with instruction, pointing out useful references and items of note.

5. ORGANIZATION WEBSITES

aNobii: Users of aNobii provide information about their library, reading interests and geographical location, and they can establish typed social links to other users. This social networking site aimed at readers and for book lovers is a place to share reviews and recommendations. We can also take advantage of due date alerts, lending, and discussions. **Del.icio.us:** is a social bookmarking web service for storing, sharing, and discovering web bookmarks tool, we can create a custom directory for library patrons. Teach them to search by your tags, and it will be easy to find useful Internet research links. **Netvibes: In Netvibes'** new ginger beta, we can create a public page that can be viewed by anyone. You can use it help guide patrons to helpful internet sources, news feeds, and more. It can be integrated with many of the tools mentioned here, like flickr and library blogs.. **LibraryThing:** is a social cataloging web application for storing and sharing book catalogs and various types of book metadata. It is used by authors, individuals, libraries, and publishers. This social cataloging network is great for librarians, and we can catalog along with Amazon, the Library of Congress, and more than 200 other libraries around the world. We will get recommendations and easy tagging as well. **Lib.rario.us:** Another social cataloging site, we can put media such as books, CDs, Journals on display for easy access and tracking. **MySpace: Communication Web Site** on February 11, 2016 it was announced that MySpace and its parent company had been bought by Time Inc. MySpace is a social networking site that enables members to make friends, write blog posts, add music, and customize their MySpace pages. MySpace In 2015 last November, 50 million unique visitors, employees 1000, 360 *million* accounts and 450,000 new users per day.

5.1. Connotea: is a free online reference management service for scientists, researchers, and clinicians. This social bookmarking great reference tool, allowing you to save and organize reference links and share them

with others. They can be accessed from any computer and offer integration with many other tools it was created in December 2004 by Nature Publishing Group and designed specifically for scientists and clinicians. Features include import and exports in RIS format some automatic data capture – generally Connotea works best with scientific sites. Saving references in Connotea is very quick and easy. You do it by saving a link to a web page for the reference, whether that be the PubMed entry, the publisher's PDF, or even an Amazon product page for a book. Connotea will, wherever possible, recognize the reference and automatically add in the bibliographic information for you. **Five reasons to use connotea 1.** Save and organize links to your references. 2. Easily share references with colleagues.3. Access references from any computer.4 one click is all it takes.5. Easy to use and Start creating your library today.

5.2. YouTube: Video Sharing Website: YouTube is a no.1 Video Sharing website where users can upload, view and share video clips. Three former PayPal employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by Google Inc. and is now operated as a subsidiary of Google. The company is based in San Bruno, California and uses Adobe Flash Video technology to display a wide variety of user generated video content including clips, TV clips and music video, as well as amateur content such as video blogging and short ordinal videos and In 2014 YouTube said that 300 hours of new videos were uploaded to the site every minute, three times more than one year earlier and that around three quarters of the material comes from outside the U.S. The site has 800 million unique users a month., YouTube is the second-most visited website in the world, as of December 2016; Similar Web also lists YouTube as the top TV and video website globally, attracting more than 15 billion visitors per month.

5.3. Wikipedia: Online Encyclopedia: is a free online encyclopedia that aims to allow anyone to edit articles. Wikipedia is the largest and most popular general reference work on the Internet and is ranked among the ten most popular websites Wikipedia is owned by the nonprofit Wikimedia Foundation. Wikipedia was launched on January 15, 2001, by Jimmy Wales and Larry Sanger and encyclo*pedia*. There was only the English language version initially, but it quickly developed similar versions in other languages, which differ in content and in editing practices. With 5,328,046 articles, the English Wikipedia is the largest of the more than 290 Wikipedia encyclopedias. Overall, Wikipedia consists of more than 40 million articles in more than 250 different languages and, as of February 2014, it had 18 billion page views and nearly 500 million unique visitors each month. **LibraryThing: Social Cataloguing Network:** It is used by authors,

individuals, libraries, and publishers for storing and sharing books catalogue using various type of book metadata. As of December 2015, it has over 2,000,000 users and 100 million books catalogued and 1051 other libraries.

6. ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA

Even if social media is powerful and best channel of communication, it has some advantages and disadvantages.

6.1. Advantages: Information contents are shared all over the world by the users towards the social media all over the world without any fee. Sharing mass information is very easy and quick. Since many social media sites provide the facility of creating groups. It help us to create our own network for sharing anything for each other in a single fraction of the second and advertised our thought content or goods with help of social media. This is mainly increased news cycle speed.

6.2. Disadvantage: A lot of people get addicted to social media and it affected user's health too, Posting each and every second details of your life on social sites. Terrorist groups use it as a weapon to mislead youngsters by spreading wrong messages to influence their way of thinking in a negative manner. There is always a fear of losing your privacy that leads to hackers find a flaw in the security of the website and use your profiles for their benefits and you may completely lose our privacy.

7. CONCLUSION

The social media is a tool for information and knowledge sharing in the world is in fraction of second. This has different form of websites such as Communication or corresponding, Sharing and organization websites. This helped us to store, access and exchange of our thought content in different level of peoples such as learner, professionals, and businessmen. Even though it helped the users, in which some of the disadvantages where occurred to the people such as health problems, profiles hacked and misused someone illegally in the world.

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