WEB 2.0 IN LIBRARY: A STUDY

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Abstract

In the present age web 2.0 much more social webs, blogs, data bases like Wikipedia, youtube etc. Web 2.0 is the most advanced way of communication. It is a user centric web.

In a short time Web 2.0 has created great heights in the Internet Industry. The paper will be discuss about introduction of Web 2.0, What is web 2.0, Definition & Characteristics of web 2.0, Features of web 2.0 and benefits of web 2.0 etc.

Kebwords : Wikis, Blogs, Facebook, Social networking, Twitter, Flicker.

Introduction :

Web 2.0 like a group of friends web 2.0 has many applications including facebook, Wikipedia, Flicker, My space and You Tube for large user groups. This is basically "Read-write web".

Web 2.0 Provide the development of online services that encourage communication and Information or Resource sharing.

The examples of web 2.0 services social Networking example Facebook, video and photosharing example Youtube, blogging example blogger, microblogging example twitter etc.

What is Web 2.0 :

Web 2.0 is the second generation of the world wide web. This web focused on sharing information on line among the people. Web 2.0 is more organized and is based on serving web application to users.

Definition :

According to oberhelman (2007)

Web 2.0 refers generally to web tools that rather than serve as a forum for authorities to impart information to a passive receptive audience, actually invite site visitors to comment, collaborate and edit information, creating a more distributed form of authority in which the boundaries between site creator and visitor are blurred.

According to Downes (2005)

A Canadian researcher believes that the emergence of web 2.0 is a social revolution rather than the technological revolution.

Web 2.0 refers to a group of technologies such as blogs, wikis, Pod casts, RSS, Feeds etc where everyone is able to add and edit the content creating a socially networked web environment (**Anderson 2007).**

O' Reilly (2005) define web 2.0 as a platform spanning all connected devices. It is the new functions that allow for great interactivity and connection between users.

Concept of Web 2.0 :

Web 2.0 provide users with information storage, create and disseminate etc.

Characteristics of Web 2.0 :

1. Web 2.0 is participative blogging and sharing file etc.
2. Web 2.0 allow the building of virtual application, drawing data and functionality from a number of appropriate sources.
3. User can own the data on web 2.0 and control the data.
4. Web 2.0 is fast application to receive user's knowledge and provide services according to their need.
5. Web 2.0 provide use and reuse of the data.
6. Web 2.0 is built upon trust.

Features of Web 2.0 :

The following are important features of web 2.0

1. Rich user experience
2. Free classification of information
3. User as a contributor.
4. Long tail
5. User participation.
6. Basic trust
7. Dispersion

Some relevant tools for Libraries :

➢ **Podcast :-** A podcast is an audio file available on Internet. Podcast is a combination of two words: Broadcasting and i-pad, apple's popular digital music player. Libraries can used this technology to inform own users for services and facilities. It is easily downloaded and saved for future use.

➢ **Blogs :-** Information may be access and disseminate Librarian can publish message related to the library on the blogs. Blogs can used by users.

➢ **RSS (Realty Simple Syndication) :-** RSS is web freed Formats used to publish frequently updated digital content. User of RSS (Realty Simple Syndication content use software program called feed Readers, Libraries can update new content in subject data base for users by creating RSS Feed.

➢ **Wikis :-** At present time wikis is the more powerful sources for getting new ideas, information, database etc. Users can easily upload contents and change contents. Examples Wikipedia and knoll etc.

➢ **Chat :-** Chat or instant messaging enable real time Conversation between two or more people on the Internet. Google talk, MSN and Yahoo messenger are uses commonly and leading free IM application. In the context of Libraries Chat can be used for online reference service and real time consulting service.

Social Networks :

❖ **Facebook :-** Facebook is the most popular site. Facebook is Librarian friendly. Facebook is a social networking service and website launched in February 2004 and operated privately owned by facebook inc. We will find a group just for Librarian-Centric facebook apps.

❖ **Twitter :-** A micro blogging application like frequently Updated collection Twitter is a website and operated by Twitter Inc. Twitter is providing text based message.

❖ **Youtube :-** You can see how other libraries are using youtube by the checking out the youtube and libraries wiki Youtube is a video sharing website on which user can discover, watch, upload, share and disseminate and view videos, spread the world about library events.

❖ **Linkedin :-** The social Networking site for professionals is a great way to set library patrons connected with the people that can help them find information. Whether that's you, faculty, authors, historians or any other sources.

❖ **Ficker :-** You can create image sets with metadata. Flicker users can also help gather missing information about images, Fliker is best online image management and sharing application in the world.

Benefits of Web 2.0 :

There are some important benefits

1. Libraries can qick answer to the queries of users's need and quick response to demand and what they want. Example- Blogs, RSS etc.

2. User participation is the another aspect of web 2.0, Interaction of user centered community. User can also create comment, share, blogs and review the reading materials photo other items existed in the library.

3. User can update, change, edit, add and publish information on a blog for this purpose no need of individual server or software installed on the computer.

Conclusion :

At present time Web 2.0 a very important and constructive tool for Libraries. It is most important technology for LIS professional. In this technological period, Web 2.0 has great tool for information retrieval. It purpose to increase information sharing, interaction, collaboration of web etc.

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