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Services for Academic Libraries in New ITS Era

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Abstract: ***The advanced academic libraries in the world. The comparison of those two studies produces interesting findings notably an increase in the integration of Purpose of this paper is to document the integration of WB 3.0 Services. Into the working framework of some of the most advanced academic libraries in the world. The comparison of those two studies produces interesting finding notably an increase in the integration of web based services. However when some of the most core web 3.0 Services were examined. User participation was quite low. A quantitative approach to the content Analysis of library web sites was performed to examine the Prominence of twelve pre-determined services. In addition the literature review focuses on the critical opinions expressed regarding the use of these web services by academic libraries highlighting some of the Problems and issues that have been raised but are often overlooked.***

Keywords: Web 3.0 Services ,Web based Service, E-Book Services, E-Journal, Online database Services, OPAC Services.

I. INTRODUCTION

The Primary focus is to research and document the integration of service based on the web into the framework of academic libraries. These services are RSS instant messaging, Streaming media weblogs, tags and Social Network. The six services mentioned above with the addition of Facebook, Twitter, Web site, and interface for mobile devices reference service, via, SMS, YouTube and browser toolbars. A thorough examination of the contents of each web-site including the search were the primary tools of data discovery, Secondly an attempts been made to capture some of the issues that have arisen with the increasing popularity of social tools and software in academic libraries primarily the introduction and use of social networking services.

A. RSS Technology

Although the RSS Technology is widely used by academic libraries, it should not be considered as social software but a way to bridge the various social software application using an XML format and write about the feature and different functions RSS can have for libraries Blackburn and walker discuss some of the wrong steps that libraries take when they Promote RSS to users. Academic libraries use the RSS service to inform their users of library news and developments in an way that resembles the "News Service" that many libraries still have often in collaboration with the RSS service change to the library's schedule, new acquisitions library renovations exhibitions etc.

B. Instant Massaging

This Service presents some interesting opportunities for libraries to reach out to their users but there is still several that need to be addressed. Although it has been reported in cases that instant messaging can be useful tool for academic libraries, especially in relation to reference service, there are arguments that this services can be inefficient or in appropriate for some libraries because of limited funds low Volume of use technical inefficiencies and staffing problem issues that lead in some cases to the decision to discontinue its use Clements software available to libraries Desai provides reflective analysis of this service. She writes that "Instant messaging is above all a personalized service requiring time and typing, Therefore it is no faster than dealing with people face to face or on the phone which implies that instant Message is not that instant.

C. Weblogs-

Weblogs are the subject of Several peoples regarding different aspects of their us by libraries and librarian and world wide web users Hendricks investigates the possibility of thinking about weblogs as a scholarly activity and Johnson stresses the issue of longevity of both personal and institutional library weblogs hall and Davidson argue that. Weblogs can be effective learning tools and harmony researched the comments posted on LIS blogs Professional and personal and conduced that there is low dynamic in content creation. In fact the cases where library weblogs include patron comments are rare despite the fact that the user comments feature is enabled in many libraries weblogs.

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D. OPAC and TAGS

An interesting study by Thomas on tag use by libraries concluded that a mixture of both controlled the most. This is an opinion that Steele shares but he also identifies some issues to be cousinly. When implementing user tags in library catalogues. Such as polysemy, synonymy plurality and luck of hierarchy redden reports several users' tags can have for an academic library and Anatomy explores the uses tags can have for an academic library and Acronym explores the use of tags in library science weblogs. The notable increase of tag services in library science weblogs. The notable increase of tag services in library OPAC on line public Access Catalogues. It is not always accompanied by comments in by a components increase in user generated tags. The increase in tag service implementation should rather, be attributed to the new online catalogue. Software that many libraries around the world purchased and this updated software includes, in many cases the built in ability to allow registered user comments and tags to be added to library catalogue records.

E. Social Networks

Social Networks sites have been at the fore front of discussion about at the fore front of discussion about the use of the web in libraries but use of the web in libraries but there are several issues that might need to be considered or reconsidered seeker argues that student. Use Facebook to even for a short period of time their academic responsibilities which is the opposite of what led academic libraries to exploit. Facebook in the first place smith and Caruso surveyed over 36000 Students and found that although more than 90% use social Networking sites only 30% of them use those sites for of them use those sites for course related purposes and 8% to communicate with course inspectors funds reports that university student consider the provision of information and news to be a minor advantages of social networking sites eight other purposes being valued more highly. Other aspects to consider when library creates an account with a social network service, such as Facebook MySpace is the possibility that ways of communicating because they will think their privacy is potentially infringed despite the fact they are users of that particulars service or simply because they do not want libraries as their friends. Moreover we should carefully consider if we should create application and encourage our patrons to use them on some of the social networking sites when. It is now reported that user data are transmitted through various application to advertising companies on the web. Should we consider our list of "friends" as part of our service when we know that it may be exploited for profit. We might expect a commercial service to try to make a profit by selling user data problems can arise when institution that users trust choose to lead users away from safe places and expose them to possible exploitation by third party service Fuchs argues that the users of social networking sites are under constant state and economic surveillance.

II. CONCLUSIONS

This Paper provides insights regarding the implementation of new service in academic libraries. This is only one step among many in our attempt to understand and not determine what the future of library services will be. This will be a future that will include both traditional and innovative methods for user-oriented services physical and web tools, failures and faster pace since the environment is also moving faster our efficiency however is based not only on the timely integration of new tools, but mostly on our understanding and evaluation of their use.

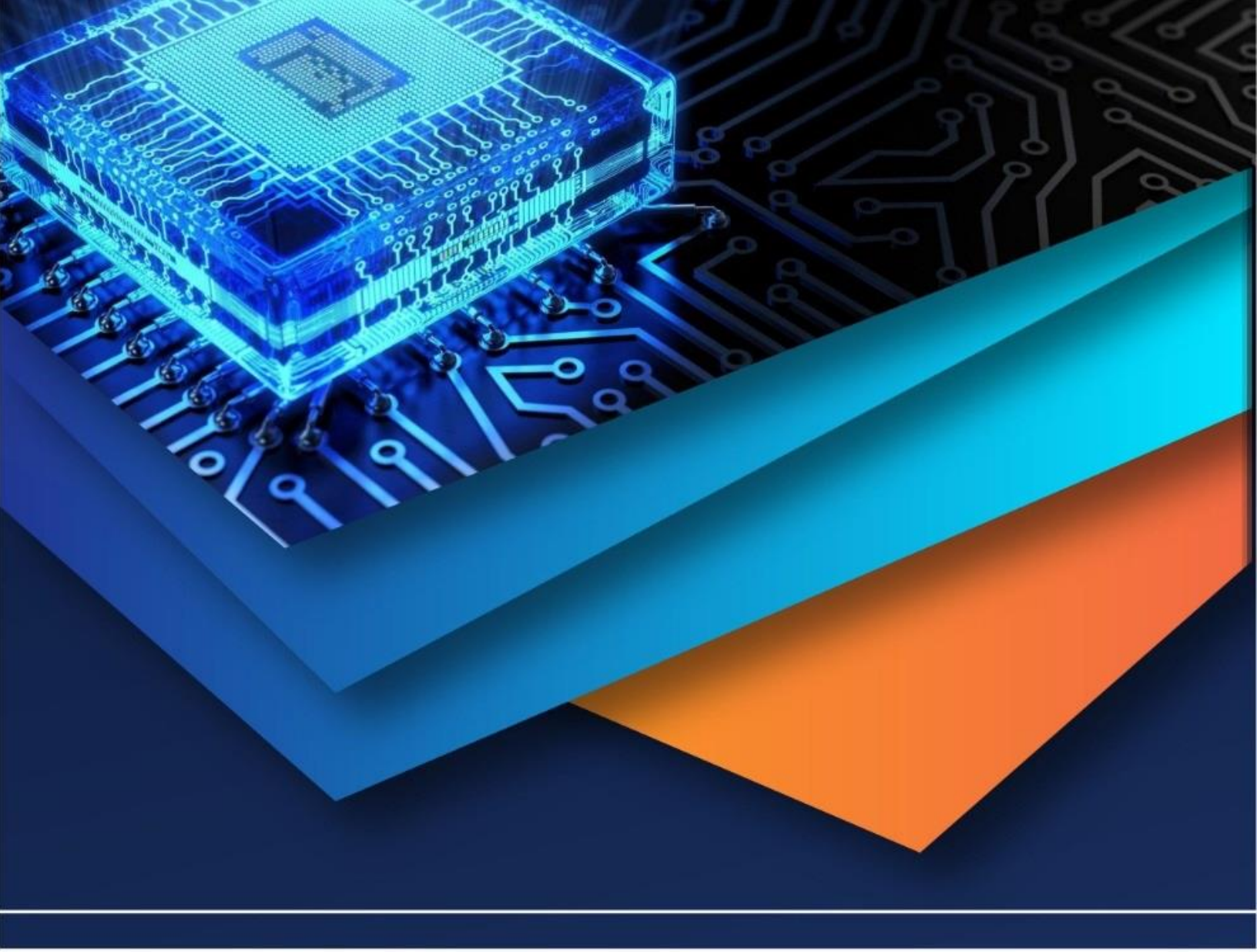
This research has illustrated a different approach regarding a set of service tools and provides an evaluation of the services that have been gradually increasing, But now the time has come to evaluation will not necessarily provide a once and for all conclusion different approaches might be needed for different cases some service have been dropped and many other should fallow on the basis of whether users will engage and more importantly, stay engaged with a library activity and not just because that activity users the same tool or service that they use else there in their social activities. We should finally consider the passivity that the integration and use of many diverse technologies in a library's online information space inside and outside its website leads inevitable to data loss poor service orientation lack of flexibility and ultimately reduced ability to retrieve information.

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