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## Use and Awareness of Web 2.0 Tools among the LIS Professional in Assam: A Case Study

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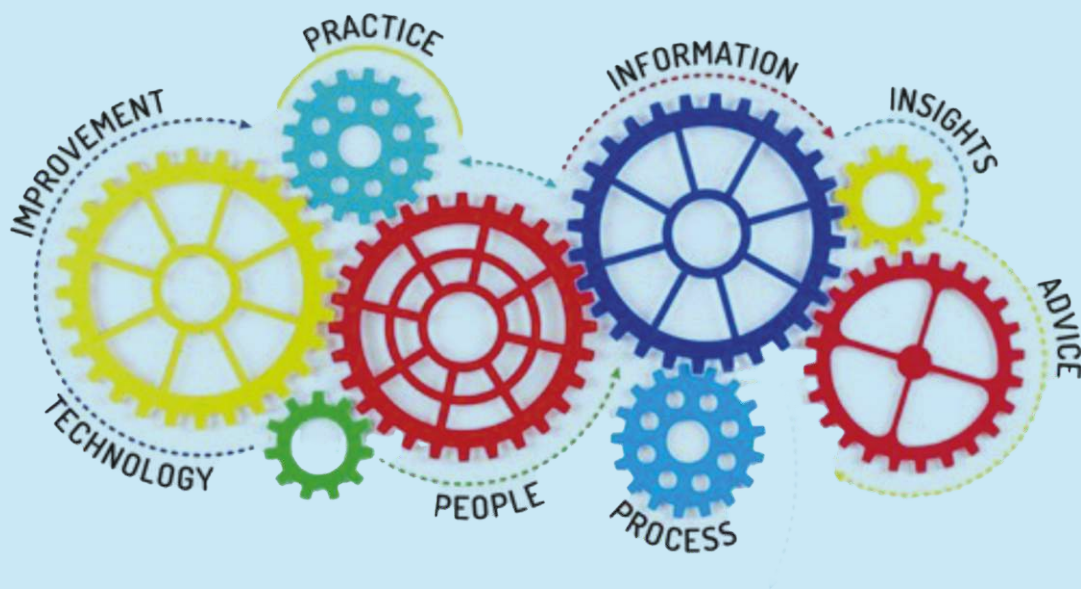
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# Knowledge Management in Higher Education Institutions

## Volume - III



### **Editors:**

Dr. K.S. Shivraj

Dr. Ali Amour Suleiman

Dr. Punit Gupta

# Knowledge Management in Higher Education Institutions

## Volume – III

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**Dr. K. S. Shivraj**  
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Volume-III

by  
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## **PREFACE**

Higher Education Institutions (HEI) perform an important role in the knowledge-based economy. As learning organizations, they will be able to extend knowledge skills, produce top-quality graduates, enhance innovation and creativity, and contribute effectively to knowledge production and intellectual property development. The increase of knowledge assets is itself the seeds of higher education and it clearly contributes to the future of economic and social development. In fact, knowledge management (KM) is gaining acceptance in the academic sector in the last few years, once it becomes clear that universities have a major role to play in the knowledge economy, bringing new challenges for HEI.

In the library and information science field, knowledge science has been proposed as a new name for information science. Library and information science disciplines may well remain one of the contributing areas to knowledge science. The term has, in fact, already been used in the knowledge management arena as the set of strategies that bridge knowledge management systems with knowledge practice. Facilitation has also been used quite frequently in library and information science literature to refer to the mediation role of the professions. When linked to knowledge, the idea of facilitating transcends mediating in that it not only emphasizes the position as intervening agents but also adds the sense of getting actively involved in the process of making knowledge creation easier.

This International Conference on Knowledge Management in Higher Education Institutions (ICKHI 2022) will deliberate the profile of library professionals in the present-day context whose main role is to explore, evaluate, promote, and implement various emerging technologies. Innovation, collaboration, strong communication skills, and strong project management skills will be keys to the success of library professionals. The Conference aims to provide a platform to learn and share ideas among librarians, professionals from the public & academia, research scholars, students, archivists, information providers and vendors, e-publishers, and virtual electronic communities.

A total of 150 papers were received from professionals and research scholars of reputed institutions across the world. However, 85 papers have been selected for inclusion in the conference proceeding volumes under the following broad categories.

1. Knowledge Management in Information Centers (KM)
2. ICT Enabled Library Services (IT)
3. Open-Source Software & Resources in Higher Education (OS)
4. Digital / Virtual Libraries in Academic Institutions (DL)
5. Mobile and Semantic Web Technologies in Libraries (MS)
6. Copy Right Issues and Total Quality Management (CR)
7. E- Learning / Virtual Learning (EL)
8. LIS Education & Best Practices in Libraries (LS)

We express our sincere gratitude to Dr. Gopalakrishna Prabhu, President, Manipal University Jaipur, and Dr.Niti Nipun Sharma, Pro President, Manipal University Jaipur for having given us this opportunity to organize the online Conference.

Our special thanks to Dr. Eesa Mohammed Bastaki, President of the University of Dubai for their support to conduct this conference jointly.

We would also like to place on record our sincere thanks to the member of the International Advisory Committee, National Advisory Committee, the Organizing Committee, staff of MUJ, India, and the University of Dubai for their valuable support and assistance. We express our most sincere gratitude and appreciation to all the authors for contributing research papers for the conference volumes.

Dr.K.S.Shivraj  
Dr.Ali Amour Suleiman  
Dr.Punit Gupta

Jaipur  
6 July 2022

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# Use and Awareness of Web 2.0 Tools among the LIS Professional in Assam: A Case Study

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**Abstract** - *Web 2.0 is playing a major role among young library professionals. Web 2.0 tools and social networking sites are becoming increasingly popular day by day as these tools are providing free and quick access to various types of information available over the internet. This paper analyzes the awareness and usage of web 2.0 technologies among LIS professionals of the State Assam. The study mainly focuses to understand the use and awareness of web 2.0 tools like Wikipedia, Social networks, Blogs, Podcasts, LinkedIn, and Social bookmarking sites. This study shows that the most popular used web 2.0 tools among the LIS professional are Facebook and YouTube.*

**Keywords:** *Web 2.0, LIS Professional, Social Networking Site, Assam.*

## Introduction

Web 2.0 tools are dynamic platforms that facilitate an exchange of knowledge and information among users. Users can create, contribute and share their content with others and at the same time, they can interact with others. Tim O'Reilly coined the word web 2.0 was in 2004. With the help of web 2.0, the LIS professional can enhance the user services and can efficiently deliver the library services. The most popular used web 2.0 tools are blogs, wikis, audio-podcasting, RSS feeds, social networking, multimedia, etc. As it connects users to communicate and collaborate. Facebook, Flickr, and YouTube are the most popular social networking sites among young LIS professionals. Web 2.0 is changing and affecting people's lives in various ways. It has a great impact both on the personal and professional front. It not only helps to retrieve the information from the web; communicate with each other, create new content every day, sharing social experiences but also helps in re-using the content. From this study, it is found that most academic institutions use these tools for knowledge sharing among professionals in a collaborative platform.

## Most Popular Used Web 2.0 Tools

**Blogs:** A blog is an online information platform where displaced information is in chronological order, where the latest information appears first. In a blog a writer or a group of writers shares and publish their views and ideas about a particular topic or their studies.

**Instant Messaging:** It allows two or more users to communicate with each other. This chat may be one-to-one or one-to-many at a time. Email messenger is one of the most popular instant messaging services and others are Messenger, Google Talk, etc.

**RSS Feed:** (Really Simple Syndication) published frequently updated works such as blog entries, news headlines, and audio and video content in a standard format. It contains full or summarized data like publishing date, authors name, etc. It is an XML-based format that allows the syndication of lists of hyperlinks. Users also republish content from other sites or blogs on their sites; it alerts users about their latest idea and new information.

*Social Networking Site:* On social networking sites, users can create, build and customize their profiles. Facebook, Twitter, Instagram, etc. Are the most popular social networking sites? Social networking sites are web-based services where users can create a public profile and share their views with their connections. Facebook was founded by Mark Zuckerberg in 2004. It gives people the power to connect with friends and family, find communities and grow business. Twitter was developed in the year 2006 by Jack Dorsey.

*LinkedIn:* LinkedIn mainly connects the academicians and connects the same professional experts and similar interest of people. It was developed in the year 2003.

*Email:* Email is a method of exchanging messages or any document in the electronic format between users. It is the way of sending digital letters or messages across the internet.

*YouTube:* It was founded in February 2005, it allows users to create, watch and discover original videos. It is a free video-sharing platform where users make their accounts and share videos, films, etc. Users also can subscribe to their favorite YouTube channel to get a notification when they upload the content.

*Wikipedia:* It is a source of encyclopedia knowledge. Wikipedia was launched on January 15, 2001. Here users can create open-content through the collaborative effort of a community. This is free for use. It is beneficial for all because it contains information in all branches of knowledge.

*Flicker:* It is a photo-sharing platform. It allows users to store, edit, organize, share and generate products with images. It was founded by Stewart Butterfield and Caterina Fake in 2002.

*Social Bookmarking:* It is an online service and process of tagging. A website page with a browser-based tool so that people can easily find that page again. Ex: Digg, Delicious.

*Tagging:* Tagging allows a user to identify someone else in a post, photo, tweet, or status update. Here users can identify someone else in a photo, post, tweet, or status update. They can assist in understanding a subject heading and summarizing a topic.

## **Literature Review**

Santosh (2017) conducted a study on awareness, use and attitude toward web 2.0 among library professionals in India. He found that most of the respondents were aware of web 2.0 tools and technologies. Authors found the most popularly used tools are Facebook, Wikipedia, blogs and YouTube. The respondent believes that web 2.0 can be useful in libraries. From the survey, it was found that blogs, RSS and Wikipedia were found to be most the useful tools among library professionals. Joshi & Bansode (2017) conducted a study on awareness and use of social networking sites by librarians of the management institutions in the Mumbai region. He found that librarians are very much aware of social networking sites and they use them in their professional and personal life also. A maximum number of librarians (51.56%) stated that they get suggestions on their front from social networking sites whereas 48.4% got professional suggestions through social networking sites.

Kaushik (2016) in his study on the use of social networking sites by LIS professionals for libraries found that the majority of professionals (97.5%) know about SNS tools and services. 65% were using SNS tools and services. Maximum professionals (83.71%) were using SNS for communicating with the users and collecting feedback from the users. Baro, Edewor & Sunday (2014) surveyed the awareness and use of web 2.0 by African University librarians and found that

they mainly used blogs, instant messaging and wikis. Inadequate ICT infrastructure, unstable bandwidth, lack of technical skill, etc are some challenges faced by the librarians in adopting web 2.0 tools.

### Methodology

The present study has been undertaken among the LIS professional of Assam, India. The study aims to investigate the level of awareness of web 2.0 tools and their uses by library professionals. The survey method was adopted for this current study and the purpose of data collection; an online questionnaire was prepared and distributed randomly through Facebook, email, and whatsapp among the library professionals. A total of 200 questionnaires were distributed, and 76 responses were received from different LIS professionals directly or indirectly engaged in various libraries like schools, colleges and university libraries. The resulted data were analyzed and presented in tables and charts.

### Objectives of the Study

The objectives of the study were

1. To know the level of awareness of web 2.0 tools by library professionals.
2. To know the purpose of the use of web 2.0 tools among library professionals.
3. Identify the choice of web 2.0 technology in the library.
4. To find out the most popular web 2.0 tools for sharing information.
5. To know the benefits of using web 2.0 technology.
6. To identify the barriers for using web 2.0 tools.

### Data Analysis

Out of 76 respondents, Female 42(55.3%) were female while 34 (44.7%) were male respondents. Out of these 76 respondents, 24 (31.6%) were Librarian, 12 (15.8%) were Assistant Librarian, 10 (13.2%) were Library assistants, 7 (9.2%) were Library professionals, 2 (2.6%) were semi professional, 1 was Assistant Professor of Library & Information science department and 20 (26.3%) were other working library professionals.

TABLE I AWARENESS OF WEB 2.0 TOOLS

Web 2.0 Tools	I Know	I don't Know	I just Heard
Blogs	68 (89.47%)	2 (2.63%)	6 (7.89%)
Instant Messaging	63 (82.89%)	10 (13.15%)	3 (3.94%)
RSS Feed	45 (59.21%)	26 (34.21%)	5 (6.57%)
Social Networking Site	73 (96.05%)	3 (3.94%)	0
Linkedin	45 (59.21%)	24 (31.57%)	7 (9.21%)
Youtube	73 (96.05%)	3 (3.94%)	0
Wikipedia	71 (93.42%)	5 (6.57%)	0
Flicker	28 (36.84%)	34 (44.73%)	14 (18.42%)
Podcasts	35 (46.05%)	24 (31.57%)	17 (22.36%)
Email	71 (93.42%)	5 (6.57%)	0
Tagging	49 (64.47%)	20 (26.31%)	7 (9.21%)
Social Bookmarking	43 (56.57%)	20 (26.31%)	13 (17.10%)

*Awareness of Web 2.0 Tools:* Table I shows that maximum professionals have sound knowledge about Web 2.0 tools. From the survey, it was found that 73 (93.4%) respondents know about Social Networking Site and YouTube, followed by Wikipedia 71 (93.42%), only 3 (3.94%) respondents don't know about Social Networking sites YouTube.

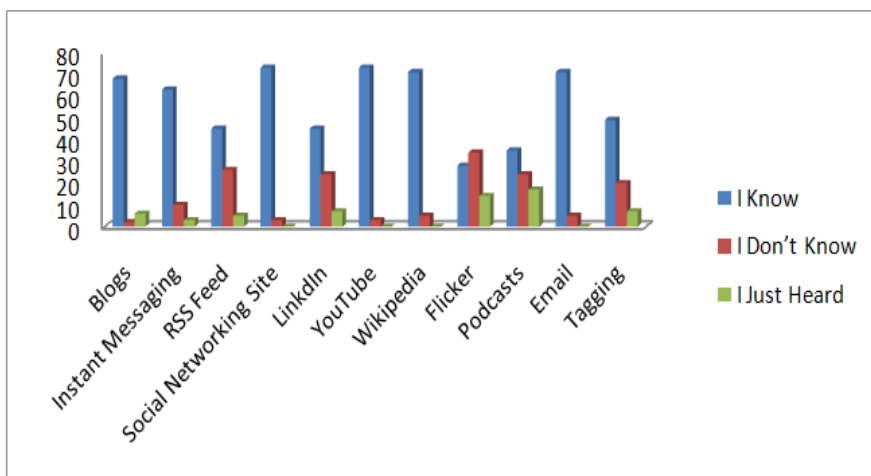


Fig. 1 Awareness of Web 2.0 tools

*Purpose of Using Web 2.0 Tools:* A question was posed to determine the purpose of using 2.0 tools among the LIS professionals. It is observed that a maximum number of respondents 63 (82.8%) used Web 2.0 tools for sharing their information which is followed by 62 (81.5%) used to find information. 29 (38.1%) of the total respondents depict that they used it for entertainment and office automation purposes.

TABLE II PURPOSE OF USING WEB 2.0 TOOLS

Web 2.0 tools	Assistant Professor	Librarian	Assistant Librarian	Library Assistant	Library Professional	Semi professional	Other	Total (No of Respondents) (%)
To meet new people	0	13	5	6	3	1	10	38 (50%)
To find information	1	24	8	7	6	2	14	62 (81.5)
Sharing information	1	23	12	7	6	1	13	63 (82.8)
Participating information	1	22	4	5	6	1	7	46 (60.5)
Sharing photos	1	13	2	7	5	1	8	37 (48.6)
Entertainment	1	11	1	3	4	0	9	29 (38.1)
Office automation	1	12	2	3	4	1	6	29 (38.1)
Email	0	16	3	3	5	1	6	34 (53.1)
Further studies	0	14	2	5	4	1	5	31 (40.7)

*Which Web 2.0 Tools used in your Library:* Professionals were asked to determine their choice of using Web 2.0 tools in their library for serving the community in a better way. Analyzing table III, it is observed that 40 (52.6%) respondents are using Facebook in their library for sharing information, followed by Email i.e. 37 (48.6%). The number of respondents using Flickr is 0 which means among library professionals, Flickr is not popular.

TABLE III USED WEB 2.0 TOOLS IN LIBRARY

<b>Web 2.0</b>	<b>Number of Respondents out of 76.</b>
Blogs	29 (38.1%)
Facebook	40 (52.6%)
Youtube	25 (32.89%)
RSS feed	11 (14.4%)
Social Bookmarking site	15 (19.7%)
Flickr	0 (0%)
Email	37 (48.6%)
Tagging	3 (3.9%)
Other	10 (13.1%)

*Application of Web 2.0 in Personal Life:* A question was posed to explore which particular sharing tools; the library professionals are using in their personal life. Table IV depicts that a maximum number of respondents used Social Networking sites i.e. 72 (94.73%), followed by Email & youtube, which were used by 68 (89.47%) respondents. Only 5 (6.57%) respondents used Flickr. It was found that a maximum number of respondents were familiar with Social Networking sites i.e. Facebook, Twitter etc.

TABLE IV USING WEB 2.0 TOOLS IN PERSONAL LIFE

<b>Web 2.0</b>	<b>Yes (Out of 76)</b>
Blogs	43 (56.57%)
Instant Messaging	48 (63.15%)
RSS Feed	18 (23.68%)
Social Networking Site	72 (94.73%)
Youtube	68 (89.47%)
Wikipedia	64 (84.21%)
Flickr	5 (6.57%)
Podcasts	12 (15.78%)
Email	68 (89.47%)
Tagging	22 (28.94%)
Social Bookmarking Site	22 (28.94%)

*Rating the Use of Web 2.0 Tools:* When we asked the users to rate web 2.0 tools according to the use on a five-point Likert-type scale of rate 5 (most frequently used), “1” (rarely used) tools, the result shows that SNS & YouTube are the most used tools.

TABLE V RATING OF WEB 2.0

Web 2.0	1	2	3	4	5
Blogs	19	9	28	12	8
Youtube	13	5	8	11	39
RSS Feed	24	19	16	5	12
Social Networking Site	14	3	12	7	40
Instant Messaging	15	14	11	11	25
Wikipedia	9	4	18	18	27
Flicker	29	15	16	4	12
Podcasts	29	11	21	4	11
Email	9	6	12	11	38
Tagging	20	18	16	8	14
Social Bookmarking Site	18	13	12	15	18

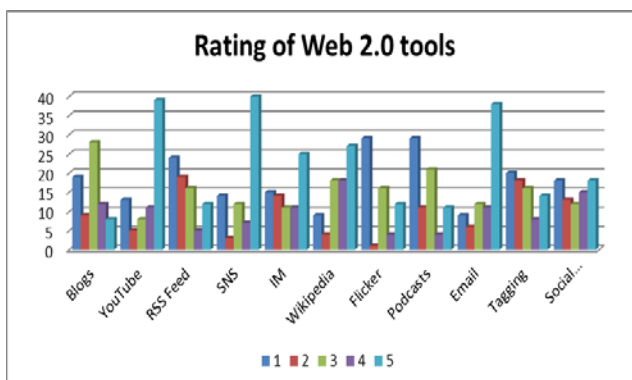


Fig. 5 Rating of Web 2.0 Tools

TABLE VI SHARING WEB 2.0 TOOLS

Web 2.0	Assistant Professor	Librarian	Assistant Librarian	Library Assistant	Library Professional	Semi Professional	Other	Total (Out of 76)
Blogs	0	9	5	2	2	1	6	25 (32.89%)
Youtube	1	11	2	2	4	2	6	28 (36.84%)
RSS Feed	0	1	1	1	2	0	3	8 (10.52%)
SNS	1	23	8	10	5	1	16	64 (84.21%)
Flicker	0	0	0	0	0	0	2	2 (2.63%)
Podcasts	0	1	1	0	0	0	1	3 (3.94%)
Email	0	21	9	7	7	2	16	62 (81.57%)
Other	0	2	1	0	2	1	0	6 (7.89%)



*Web 2.0 Tools Used for Sharing Information:* For sharing information, the social Networking Site (64, 84.21%) is most popular among the library professionals followed by email (62, 81.57%) and only 2 (2.63%) respondents used Flickr for information sharing, as shown in Table VI.

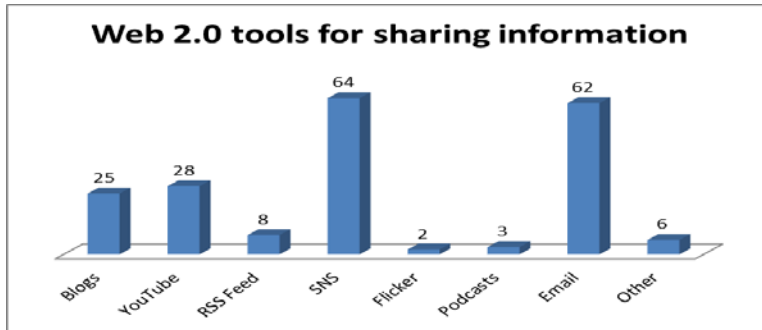


Fig. 6 Web 2.0 tools for sharing information

*Benefits of using Web 2.0:* Questions were asked to point out the reason of benefits of using Web 2.0 tools. 58 (76.3%) respondents identified that they were benefited by sharing information with Web 2.0 technology, followed by 53 (69.7%) who responded that it helps in Support teaching methods. Only 32 (42.1%) told that it can give learner-centered instructions.

TABLE VII BENEFITS OF USING WEB 2.0

Reason	Assistant professor	Librarian	Assistant Librarian	Library Assistant	Library Professional	Semi Professional	Other	Total (%) (Out of 76)
Support teaching method	1	17	5	6	6	2	16	53 (69.7%)
It can give the new arrivals of books	1	15	6	7	6	0	11	46 (60.5%)
Creation of personal learning	1	18	6	8	5	1	9	48 (63.1%)
Learner centered instruction	1	15	4	3	3	0	6	32 (42.1%)
Learning participation	1	16	6	3	5	2	7	40 (52.6%)
Information Sharing	1	22	11	5	6	1	12	58 (76.3%)
Collaborative Work	1	13	6	4	5	1	8	38 (50%)

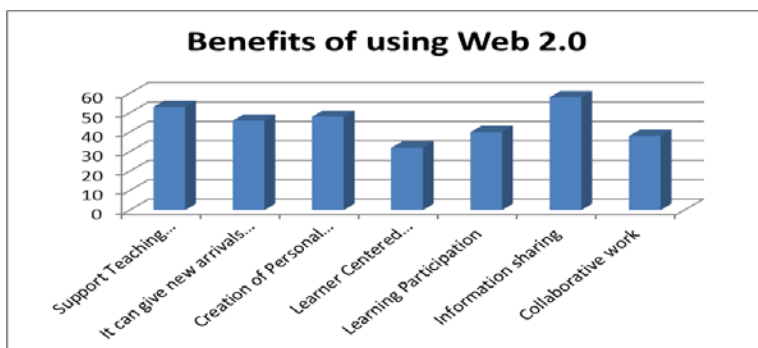


Fig. 7 Benefits of using Web 2.0

*Some barriers to Use Web 2.0:* Table VIII reveals that lack of internet posed the greatest barrier to 25 (32.8%) library professionals in using of Web 2.0 tools. Other barriers include lack of time for 19 (25%), lack of skills for 10 (13.1%), and lastly lack of facilities for 22 (28.9%) respondents.

TABLE VIII BARRIERS OF USING WEB 2.0

Web 2.0	Number of Respondents (Out of 76)
Lack of time	19 (25%)
Lack of Skills	10 (13.1%)
Lack of facilities	22 (28.9%)
Lack of internet	25 (32.8%)

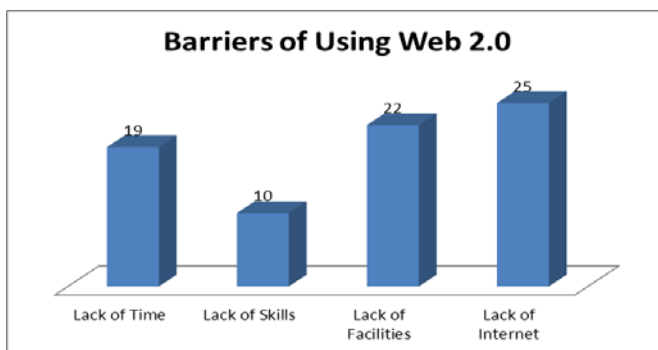


Fig. 8 Barriers to use Web 2.0

### Suggestions

1. Workshop and short-term training programsshould be imparted to create awareness of the use of web 2.0 technology in the library environment.
2. ICT infrastructure should be strengthened for using web 2.0 tools.
3. A high bandwidth of net connectivity is highly recommended for the better use of web 2.0 tools.
4. Library professionals should use more web 2.0 tools in their library workflow to create and disseminate information and at the same time to communicate with their users.

### Conclusion

Web 2.0 tools and techniques have a significant impact in all the educational sector as well as in libraries also. The social networking site (SNS) has become an integral part of the social fabric. With the free flow of information, expertise, and mutual exchange of usage, it has helped to break down global barriers. The current study shed light on the same issue, revealing that the majority of LIS professionals are using SNS for academic purposes and share their research work on this platform with the rest of the globe.

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