Title : Increase the visibility of Academic Libraries using Library 2.0 tools: a study of use of Innovative Techniques in Academic Libraries of Mumbai

ABSTRACT

The findings are very much in favour of adoption of library 2.0 tools. Lack of skills, power failure, lack of facilities such as computers with poor Internet access, lack of time and lack of interest were mentioned by the librarians as some of the challenges that will hinder them from using Web 2.0 tools. For moving with the flow in this technology driven environment, the libraries have been forced to adopt new technologies and tools. Nowadays, along with the traditional services the libraries have been adopting Web2.0 tools for providing user oriented services to their users. This paper is a web based survey of library web pages of academic libraries of Mumbai regarding application of Web 2.0 technology. Here, an attempt is made to gain a picture of the status of application of web 2.0 services by the academic libraries of the region. The study has been conducted through the official websites of the Institutes and the result shows that 87% of the Mumbai libraries have websites/webpages and 57% academic libraries have implemented web 2.0 tools to serve their users. Web 2.0 offers libraries a platform from where they can interact with their patrons. Applying Web 2.0 technologies on library websites, libraries can encourage participation, collaboration and seek feedback from the user's community. Web 2.0 does not replace the existing technology used by libraries but rather adding more value to the services that is provided by the library. Study suggested adding topics on the creation and maintenance of various web 2.0 tools and their applications should be included in the library and information science curriculum of the various universities.

 Keywords: Mumbai Libraries, Academic library website, Web 2.0 tools, Webpage, Website, UGC , Library 2.0 tools. Innovative services in libraries; social networks in libraries; Minor Research Project – University of Mumbai