Managing Change in the Academic Libraries in the Perspective of Web 2.0

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Abstract : Academic libraries are the hubs in which knowledge is a major resource and the performances of these knowledge in terms of adding and delivering value to their users depend upon their ability and effectiveness in engendering, arranging, managing, and using this knowledge. Developments in Information and Communication Technology's (ICT), the libraries have been incorporated at the electronic edge to facilitate a rapid transfer of information on a global scale. Web2.0 refers to the development of online services that encourage collaboration, communication and information sharing. Web 2.0 reflects changes in how one can use the web rather than describing any technical or structural change. Libraries provide manifold channels of Information access to its e-users. The rapid expansion of tools, formats, services and technologies has presented many options to unfold Library Collection. Academic libraries must develop ways and means to meet their user's expectations and remain viable. Web 2.0 tools are the first step on that journey. Web 2.0 has been widely used by the libraries to promote functional services like access to catalogue or for external activities like information or photographs of library events, enhancement of usage of library resources and bringing users closer to the library. The purpose of this paper is to provide a reconnaissance of Web 2.0 tools for enhancing library services in India. The study shows that a lot of user-friendly tools can be adopted by information professionals to effectively cater to information needs of its users. The authors have suggested a roadmap towards a revitalized future for providing various information opportunities to techno-savvy users.
Keywords : academic libraries, change management, social media, Web 2.0
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