

Web 2.0 Features in the Library Websites of Agricultural Universities in India

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ABSTRACT

Purpose

The purpose of this paper is to explore recent trends in the application of Web 2.0 features related to Agricultural University Library websites in India.

Design/methodology/approach

The seventy one Agricultural Universities derived from the website of Higher Education, Government of India were considered for collection of data. This selection was based on whether the website are in English and have at least one Web 2.0 feature. Each university websites were visited and data on their Web 2.0 features (such as Face book , YouTube, Linkedin, Instant Messaging, Wikis and so on) were collected and analyzed.

Findings

The results reveal that fifty five university libraries use Face book, and forty six university libraries provide twitter for users. About 38 university libraries are using YouTube, whereas Wiki is the least applied Web 2.0 technology, with only ten university using it and few Web 2.0 applications are yet to become popular facilities to be offered in university library web sites.

Research limitations/implications

The findings of the study can be utilized to assess the status of assorted Web 2.0 tools used in libraries of Agricultural University in India. It may enable future research to investigate other aspects, such as the features of Web 2.0 tools in other academic libraries, special libraries, reference library of a particular country as well as continents.

Originality/value

The present research paper begins with an evaluating of Web 2.0 features and how they could be used in the library context. however, provides concrete evidence of the application of Web 2.0 in the libraries of Agricultural

University, they have implemented various types of Web 2.0 technologies, like Social networking sites, Linked in, Twitter, RSS, Blog, Mashups, Instant messaging etc.

Keywords: Web 2.0; Academic libraries ; Agricultural University; Higher education; World Wide Web; India.

INTRODUCTION

Web 2.0 is the term used to describe a variety of web sites and applications that allow anyone to create and share online information or material they have created. The nature of this technology makes it an easy and popular way to communicate information to either a select group of people or to a much wider audience. The University can make use of these tools to communicate with students, researchers, staffs and the wider academic community.

Academic library web sites are libraries' virtual presentation to the world" says Liu (2008). These virtual spaces have evolved rapidly over the years. These dynamic or interactive web sites, which encourage user participation, have forced their way into replacing the early static library web sites. The library and information services are going through a transition in the new age society.

(Sujata Santosh, 2017) The term Web 2.0 was coined by Tim O'Reilly (2005). The origin of Web 2.0 makes the web more dynamic where everyone not only can read but also can create and share the content without having much deep technical knowledge. Web 2.0 includes the second generation web based services such as collaborative publishing sites such as RSS, Blogs, Google Docs., Mashup, Wikis, user tagging sites, Instant Messaging (IM), and Social Networking Services like Facebook, Twitter, LinkedIn, Google+, Instagram, ResearchGate and Myspace, etc., into their library web sites. World Wide Web has provided access to information to hundreds of millions around the world (Tim BernersLee in 1989).

Table-1: Categories of Agricultural Universities in India

Sl. No	Categorization of Agricultural Universities	Frequency (N=71)	Percentage
1.	State Agricultural Universities	64	90.14
2.	Central Agricultural Universities	03	04.23
3.	Deemed Agricultural Universities	04	05.63

Table-1 shows that out of 71 universities, majority of 64(90.14%) are State Agricultural Universities, followed by 04(5.63%) are Deemed Agricultural Universities and about 03(4.23%) are Central Agricultural Universities in India.

Table-2: Adoption of Web 2.0 Features in the Universities

Sl. No	Name of Universities	Number of Web 2.0 Features	Percentage
1	Acharya NG Ranga Agricultural University, Guntur	4	30.77
2	Dr. YSRHU (APHU), Venkataramannagudem	0	0.00
3	Sri Venkateswara Veterinary University, Tirupati	5	38.46

4	Assam Agricultural University, Jorhat	0	0.00
5	Bihar Agricultural University, Sabour, Bhagalpur	3	23.08
6	Bihar Animal Sciences University, Patna	4	30.77
7	Indira Gandhi Krishi Viswa Vidhyalaya, Raipur	4	30.77
8	Chhattisgarh Kamdhenu Visvavidyalaya, Durg	2	15.38
9	Sardar Krushinagar Dantiwada Agricultural University, Dantiwada	5	38.46
10	Anand Agricultural University, Anand	4	30.77
11	Navsari Agricultural University, Navasari	5	38.46
12	Junagarh Agricultural University, Junagarh	2	15.38
13	Kamdhenu University, Gandhinagar	4	30.77
14	Chaudhary Charan Singh Haryana Agricultural University, Hisar	4	30.77
15	Lala Lajpat Rai University of Veterinary & Animal Sciences, Hisar	5	38.46
16	Haryana State University of Horticultural Sciences, Karnal	5	38.46
17	Ch. Sarwan Kumar Himachal Pradesh Krishi Viswavidyalaya, Palampur	3	23.08
18	Dr. Yaswant Singh Parmar University of Horticulture & Forestry, Solan	2	15.38
19	Birsa Agricultural University, Ranchi	4	30.77
20	Sher-e-Kashmir University of Agricultural Science & Technology, Srinagar	1	7.69
21	Sher-e-Kashmir University of Agricultural Science & Technology, Jammu	0	0.00
22	University of Agricultural Sciences, Bangalore	3	23.08
23	Karnataka Veterinary, Animal and Fisheries Sciences University, Bidar	2	15.38
24	University of Agricultural Sciences, Raichur	4	30.77
25	University of Agricultural Sciences, Dharwad	0	0.00
26	University of Horticulture Science, Bagalkot	1	7.69
27	University of Agriculture & Horticulture Sciences, Shimoga	0	0.00
28	Kerala Agricultural University, Thrissur	4	30.77
29	Kerala University of Fisheries and Ocean Studies, Panangad, Kochi	4	30.77
30	Kerala Veterinary and Animal Sciences University, Pookode, Wayanand, Kerala	2	15.38
31	Rajmata Vijayaraje Scindia Krishi VishwaVidyalaya, Gwalior	4	30.77
32	Nanaji Deshmukh Pashu ChikitsaVisvaVidyalaya, Jabalpur	4	30.77
33	Jawaharlal Nehru Krishi Viswa Vidyalaya, Jabalpur	3	23.08
34	Dr. Balaesahib Sawant Kokan KrishiVidyapeeth, Dapoli	2	15.38

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35	Maharashtra Animal & Fisheries. Sciences University, Nagpur	3	23.08
36	Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani	0	0.00
37	Matatam Phule Krishi Vidyapeeth, Rahuri	3	23.08
38	Dr. Punjabrao Deshmukh KrishiViswaVidyalaya, Akola	0	0.00
39	Orissa University of Agricultural & Technology, Bhubaneswar	2	15.38
40	Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana	4	30.77
41	Punjab Agricultural University, Ludhiana	4	30.77
42	Maharana Pratap University of Agriculture & Technology, Udaipur	2	15.38
43	Swami Keshwanand Rajasthan Agricultural University, Bikaner	3	23.08
44	Rajasthan University of Veterinary & Animal Sciences, Bikaner	2	15.38
45	SKN Agriculture University, Jobner	4	30.77
46	Agriculture University, Kota	2	15.38
47	Agriculture University, Jodhpur	1	7.69
48	Tamil Nadu Agricultural University, Coimbatore	0	0.00
49	Tamil Nadu Veterinary & Animal Sciences University, Chennai	0	0.00
50	Tamil Nadu Fisheries University, Nagapattinam	2	15.38
51	Sri Konda Laxman Telangana State Horticultural University, Hyderabad	5	38.46
52	Sri PV Narsimha Rao Telangana Veterinary University, Hyderabad	0	0.00
53	Professor Jayashankar Telangana State Agricultural University, Hyderabad	4	30.77
54	G.B. Pant University of Agriculture & Technology, Pantnag	3	23.08
55	VCSG Uttarakhand University of Horticulture & Forestry, Bharsar	4	30.77
56	Chandra Shekhar Azad University of Agricultural & Technology, Kanpur	3	23.08
57	Narendra Deva University of Agriculture & Technology, Faizabad	5	38.46
58	Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut	4	30.77
59	UP.Pt. Deen Dayal Upadhyaya Pashu Chikitsa VigyanVishwaVidhyalaya Evem Go Anusandhan Sansthan, Mathura	4	30.77
60	Banda University of Agricultural and Technology, Banda	5	38.46
61	Sam Higginbottom University of Agriculture, Technology & Sciences, Allahabad	5	38.46
62	Bidhan Chandra Krishi Viswa Vidhyalaya, Mohanpur	0	0.00
63	West Bengal University of Animal & Fishery Sciences, Kolkata	4	30.77

64	Uttar Banga Krishi Viswavidhyalaya, Cooch Behar	0	0.00
65	ICAR-Indian Agricultural Research Institute, New Delhi	3	23.08
66	ICAR-National Dairy Research Institute, Karnal	4	30.77
67	ICAR-Indian Veterinary Research Institute, Izatnagar	3	23.08
68	ICAR-Central Institute on Fisheries Education, Mumbai	3	23.08
69	Central Agricultural University, Manipur	0	0.00
70	Rani Laxmi Bai Central Agricultural University, Jhansi, Uttar Pradesh	0	0.00
71	Dr. Rajendra Prasad Central Agricultural University, Pusa (Samastipur)	2	15.38

Table-2 reveals that five web 2.0 features have been adopted by Nine Agricultural universities, followed by four web2.0 features have been adopted by twenty one agricultural universities, three web2.0 features have been adopted by twelve agricultural universities, two web2.0 features have been adopted by twelve universities and only one web 2.0 feature adopted by three agricultural universities.

Name of the University	IM	SBM	P/V	FB	YT	G+	T	IG	LI	M	WK	B	N F/ RSS
Acharya NG Ranga Agricultural University, Guntur	0	0	0	1	1	0	1	0	1	0	0	0	0
Dr. YSRHU (APHU), Venkataramannagudem	0	0	0	0	0	0	0	0	0	0	0	0	0
Sri Venkateswara Veterinary University, Tirupati	1	0	0	1	1	0	1	0	1	0	0	0	0
Assam Agricultural University, Jorhat	0	0	0	0	0	0	0	0	0	0	0	0	0
Bihar Agricultural University, Sabour, Bhagalpur	0	1	0	1	1	0	0	0	0	0	0	0	0
Bihar Animal Sciences University, Patna	0	0	0	1	1	0	1	1	0	0	0	0	0
Indira Gandhi Krishi Viswa Vidhyalaya, Raipur	0	0	0	1	1	1	1	0	0	0	0	0	0
Chhattisgarh Kamdhenu Visvavidyalaya, Durg	0	0	1	0	1	0	0	0	0	0	0	0	0
Sardar Krushinagar Dantiwada Agricultural University, Dantiwada	0	0	0	1	1	1	1	0	1	0	0	0	0
Anand Agricultural University, Anand	0	0	0	1	1	0	1	0	1	0	0	0	0

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Navsari Agricultural University, Navasari	1	0	0	1	1	0	1	1	0	0	0	0	0
Junagarh Agricultural University, Junagarh	0	0	0	1	1	0	0	0	0	0	0	0	0
Kamdhenu University, Gandhinagar	0	0	0	1	1	0	1	1	0	0	0	0	0
Chaudhary Charan Singh Haryana Agricultural University, Hisar	1	0	0	1	0	0	1	0	1	0	0	0	0
Lala Lajpat Rai University of Veterinary & Animal Sciences, Hisar	0	0	0	1	1	1	1	0	1	0	0	0	0
Haryana State University of Horticultural Sciences, Karnal	0	0	0	1	1	1	1	1	0	0	0	0	0
Ch. Sarwan Kumar Himachal Pradesh Krishi Viswavidyalaya, Palampur	0	0	0	1	0	0	1	1	0	0	0	0	0
Dr. Yaswant Singh Parmar University of Horticulture & Forestry, Solan	0	0	0	1	0	0	1	0	0	0	0	0	0
Birsa Agricultural University, Ranchi	0	0	0	1	1	0	1	0	1	0	0	0	0
Sher-e-Kashmir University of Agricultural Science & Technology, Srinagar	0	0	0	1	0	0	0	0	0	0	0	0	0
Sher-e-Kashmir University of Agricultural Science & Technology, Jammu	0	0	0	0	0	0	0	0	0	0	0	0	0
University of Agricultural Sciences, Bangalore	0	0	0	1	0	0	1	1	0	0	0	0	0
Karnataka Veterinary, Animal and Fisheries Sciences University, Bidar	0	0	0	1	0	0	1	0	0	0	0	0	0
University of Agricultural Sciences, Raichur	0	0	0	1	1	1	1	0	0	0	0	0	0
University of Agricultural Sciences, Dharwad	0	0	0	0	0	0	0	0	0	0	0	0	0

University of Horticulture Science, Bagalkot	0	0	0	1	0	0	0	0	0	0	0	0	0
University of Agriculture & Horticulture Sciences, Shimoga	0	0	0	0	0	0	0	0	0	0	0	0	0
Kerala Agricultural University, Thrissur	0	0	0	1	1	0	1	0	0	0	0	0	1
Kerala University of Fisheries and Ocean Studies, Panangad, Kochi	0	0	0	1	1	0	1	0	1	0	0	0	0
Kerala Veterinary and Animal Sciences University, Pookode, Wayanad, Kerala	0	0	0	1	0	0	1	0	0	0	0	0	0
Rajmata Vijayaraje Scindia Krishi VishwaVidyalaya, Gwalior	0	0	0	1	1	1	1	0	0	0	0	0	0
Nanaji Deshmukh Pashu ChikitsaVisvaVidyalaya, Jabalpur	0	0	1	1	1	0	0	0	1	0	0	0	0
Jawaharlal Nehru Krishi Viswa Vidyalaya, Jabalpur	0	0	0	1	1	0	1	0	0	0	0	0	0
Dr. Balaesahib Sawant Kokan KrishiVidyapeeth, Dapoli	0	0	0	1	1	0	0	0	0	0	0	0	0
Maharastra Animal & Fisheries. Sciences University, Nagpur	0	0	0	1	1	0	1	0	0	0	0	0	0
Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani	0	0	0	0	0	0	0	0	0	0	0	0	0
Matatam Phule Krishi Vidyapeeth, Rahuri	0	0	0	1	1	0	1	0	0	0	0	0	0
Dr. Punjabrao Deshmukh KrishiViswaVidyalaya, Akola	0	0	0	0	0	0	0	0	0	0	0	0	0
Orissa University of Agricultural & Technology, Bhubaneswar	0	0	0	1	0	0	1	0	0	0	0	0	0
Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana	1	0	0	1	1	0	1	0	0	0	0	0	0

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Punjab Agricultural University, Ludhiana	0	0	0	1	1	0	1	0	0	0	1	0	0
Maharana Pratap University of Agriculture & Technology, Udaipur	0	0	0	1	0	0	1	0	0	0	0	0	0
Swami Keshwanand Rajasthan Agricultural University, Bikaner	0	0	0	1	1	0	1	0	0	0	0	0	0
Rajasthan University of Veterinary & Animal Sciences, Bikaner	1	0	0	1	0	0	0	0	0	0	0	0	0
SKN Agriculture University, Jobner	0	0	0	1	1	0	1	0	1	0	0	0	0
Agriculture University, Kota	0	0	0	1	0	0	1	0	0	0	0	0	0
Agriculture University, Jodhpur	0	0	0	0	0	0	1	0	0	0	0	0	0
Tamil Nadu Agricultural University, Coimbatore	0	0	0	0	0	0	0	0	0	0	0	0	0
Tamil Nadu Veterinary & Animal Sciences University, Chennai	0	0	0	0	0	0	0	0	0	0	0	0	0
Tamil Nadu Fisheries University, Nagapattinam	0	0	0	1	0	0	1	0	0	0	0	0	0
Sri Konda Laxman Telangana State Horticultural University, Hyderabad	1	0	0	1	1	0	1	0	1	0	0	0	0
Sri PV Narsimha Rao Telangana Veterinary University, Hyderabad	0	0	0	0	0	0	0	0	0	0	0	0	0
Professor Jayashankar Telangana State Agricultural University, Hyderabad	0	0	0	1	1	0	1	0	1	0	0	0	0
G.B. Pant University of Agriculture & Technology, Pantnag	0	0	0	1	1	0	1	0	0	0	0	0	0
VCSG Uttarakhand University of Horticulture & Forestry,	0	0	0	1	1	0	1	1	0	0	0	0	0

Bharsar													
Chandra Shekhar Azad University of Agricultural & Technology, Kanpur	0	0	0	1	0	1	0	1	0	0	0	0	0
Narendra Deva University of Agriculture & Technology, Faizabad	1	0	0	1	1	1	1	0	0	0	0	0	0
Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut	0	0	0	1	0	1	1	0	1	0	0	0	0
UP.Pt. Deen Dayal Upadhyaya Pashu Chikitsa VigyanVishwaVidhyalaya Evem Go Anusandhan Sansthan, Mathura	0	0	0	1	0	1	1	0	1	0	0	0	0
Banda University of Agricultural and Technology, Banda	0	0	0	1	1	1	1	0	1	0	0	0	0
Sam Higginbottom University of Agriculture, Technology & Sciences, Allahabad	0	0	0	1	1	0	1	1	1	0	0	0	0
Bidhan Chandra Krishi Viswa Vidhyalaya, Mohanpur	0	0	0	0	0	0	0	0	0	0	0	0	0
West Bengal University of Animal & Fishery Sciences, Kolkata	0	0	0	1	0	1	1	1	0	0	0	0	0
Uttar Banga Krishi Viswavidhyalaya, Cooch Behar	0	0	0	0	0	0	0	0	0	0	0	0	0
ICAR-Indian Agricultural Research Institute, New Delhi	0	0	0	1	1	0	1	0	0	0	0	0	0
ICAR-National Dairy Research Institute, Karnal	0	0	0	1	1	0	1	0	1	0	0	0	0
ICAR-Indian Veterinary Research Institute, Izatnagar	0	0	0	1	1	0	1	0	0	0	0	0	0
ICAR-Central Institute on Fisheries Education, Mumbai	0	0	0	1	0	1	0	0	1	0	0	0	0
Central Agricultural	0	0	0	0	0	0	0	0	0	0	0	0	0

University, Manipur													
Rani Laxmi Bai Central Agricultural University, Jhansi, Uttar Pradesh	0	0	0	0	0	0	0	0	0	0	0	0	0
Dr. Rajendra Prasad Central Agricultural University, Pusa (Samastipur)	0	0	0	1	1	0	0	0	0	0	0	0	0
Total	7	1	2	55	38	13	46	10	18	0	1	0	1

Note: Coding: 0 = Not adoption, 1= Adoption

IM: Instant Messaging, SBM: Social Book Marking, P/V: Podcast/Vodcast, FB: Facebook, YT: Youtube, G+: Google+, T: Twitter, IG: Instagram, LI: Linked In, M: Mashups, WK: WiKi, B: Blog, N F/ RSS: News feeds/RSS

Instant Messaging (IM): The study revealed that Instant Messaging (IM) is used only by 7 universities. A majority of the observed libraries provide asynchronous reference service in the form of a web page where the user can submit his query, feedback or suggestions. **Face Book and Twitter:** The study found that majority of 55 Agricultural Universities libraries in India have presence on social websites such as Face Book and 46 have Twitter. **Youtube:** Video sharing is the third most commonly used Web 2.0 feature. The study found that Video sharing feature is used by 38 university libraries. The 18 Universities have features of Linked In, 13 are Google Plus, 10 are Instagram and one each for social bookmarking, wiki and News/RSS. **Mashups:** The present study found that Mashup and Blogs are not used by any Agricultural University websites.

Table-4: Explanation

Sl.No	Features	Definitions
1	Instant Message	Instant messaging (IM) is a type of online chat, It's allows online Communication between two or more people using text based short messages over the Internet.
2	WiKi	A wiki is a collaborative website that anyone within the community of users can contribute to or edit.
3	Blog	A blog is a contraction of the words web log. Blogs usually provide commentary or information on a particular issue, event or topic.
4	News feeds/RSS	RSS (Really Simple Syndication; Rich Site Summary; RDF Site Summary) is a simple lightweight XML format to share website content
5	Social Book marking	Social networking allows an individual to create a profile for themselves on the service and share that profile with other users with similar interests to create a social network.
6	Podcast/vodcast	Podcasting is a way of making audio or video files available on the internet that can either be listened to or viewed on a PC or downloaded to a hand-

		held device such as an iPod or mp3 player.
7	Facebook	Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
8	Youtube	YouTube is a video sharing service that allows users to watch videos posted by other users and upload videos of their own.
9	Google+	Google Plus—sometimes styled as Google+—was a social networking service from Google. Google+ by allowing more transparency in who you share with and how you interact.
10	Twitter	Twitter is a free social networking microblogging service that allows registered members to broadcast short posts.
11	Instagram	Instagram is a free, online photo-sharing application and social network platform that was acquired by Face book...
12	Linked In	LinkedIn is a social networking website designed for business professionals. It allows you to share work-related information with other users and keep an online list of professional contacts.
13	Mashups	A Mashup is a web application that uses content from more than one source to create a single new service displayed in a single graphical interface

Fig-1: Application of Various Web 2.0 Technologies

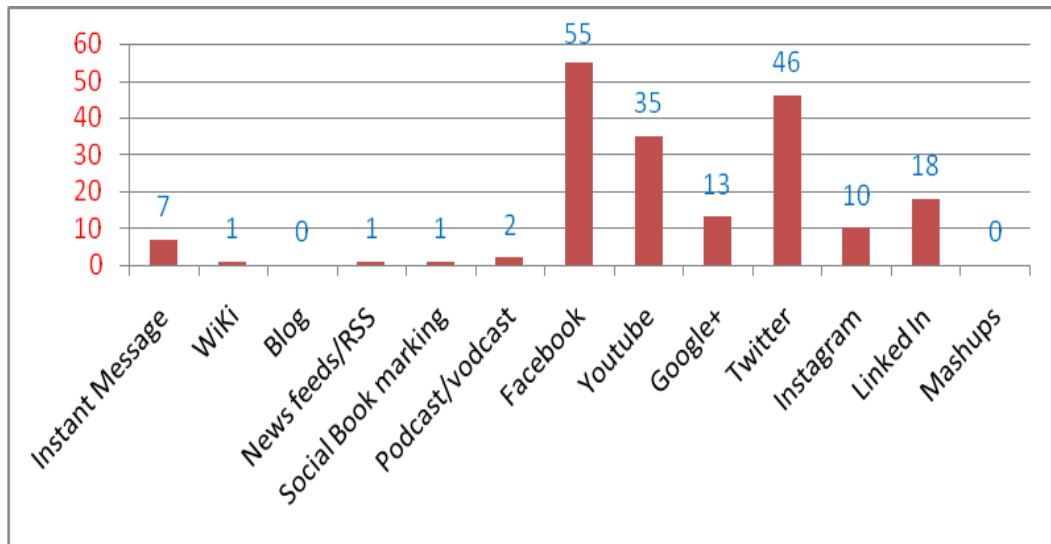


Figure-1 shows web 2.0 features in Agricultural university libraries, About 55 Agricultural University libraries use Face book, followed by 46 university libraries use Twitter, about 35 YouTube, 18 Linked In and 13 libraries have Google Plus, 10 libraries use Instagram, 7 libraries have Instant Message and the Mashups and Blogs are not used by any libraries.

CONCLUSION

The study reveals that the Web 2.0 are rarely used by the libraries of Agricultural Universities in India. Among the Web 2.0 technologies utilized the popular are Instant Messaging (IM), Face Book and Twitter and YouTube. The other Web 2.0 Tools like WiKi, Blog, News feeds/RSS, Social Book marking, Podcast/vodcast, Facebook, Youtube, Google+, Twitter, Instagram, Linked In and Mashups must be utilized for providing better library services. The Agricultural University libraries should make an attempts to provide information which better meet their user needs by effectively applying Web 2.0. technologies.

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