The concept of 'Ask a Librarian' to WhatsApp and Telegram Application in Respect of Library and Information Services

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ABSTRACT

In the information age, fragmentation of information and customer service is one of the biggest challenges. In this context, libraries should not cater to users' information needs. Reengineering uses technology and management science to change systems, organizations, processes, and products to be more efficient, effective, and efficient. Ask a Librarian is a virtual service that instantly connects students, faculty, and researchers at participating libraries with research services via chat. The adoption of technology has changed the relationship between libraries and their users and brought new challenges to readers' privacy. This article describes the new methods of 'Ask a Librarian' via WhatsApp and Telegram applications and their applications to get service from librarians and libraries.

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KEYWORDS: WhatsApp, Telegram, Library, Ask a librarian, Reference service, Information service, ICT

INTRODUCTION

The use of information and communication technologies in libraries has led to major changes in library and information services, especially the Internet, and a major change has occurred in this service. Technology has replaced technical assistance services, which are a basic service. Virtual or online services also enable information professionals to provide support to users of cyberspace. Libraries provide online or electronic reference services, also known as "digital reference services" or "virtual reference services." Many software is available for these services. Most of this software has great features like surveys, redirection to group accounts, integrations, insights, feedback, and statistics. To provide virtual services, libraries can use tools such as mailto links, web forms, and popular chat rooms (such as AIM). Eat! To make live chat services attractive to users, libraries must have enough staff to monitor the live chat for a sufficient time. Some libraries also offer a 24/7 chat service; This is beneficial for users who can get personal assistance whenever they want without having to remember service hours. However, virtual services are effective in reaching user communities and facilitating their work. To provide the same consultancy service, "Ask a Lawyer" has become the world leader in library and information services.

REVIEW OF LITERATURE

Ansari and Tripathi (2017) conducted an online study to evaluate the effectiveness of Whatsapp in library delivery and found that the use of Whatsapp improved notification and other services. Ghaemi and Golshan (2017) experimented to understand the impact of Telegram on language teaching for students learning intermediate EFL (English as a foreign language) in Iran and found that the use of text messages in teaching through discussion was very beneficial for students' interaction. with the device. Asnafi et al (2017) examined the use of Telegram Messenger as a communication tool in Iranian academic libraries from March 2016 to May 2016 and found the impact of the effectiveness of the service on academic librarians. Manna and Ghosh (2017) investigated the use of Whatsapp technology in library services. They were also introduced to the processes of WhatsApp development, team building, and working on various applications in the library. Ebrahimpour [et al.] (2016) focused on the impact of social media on boys and girls and universities, focusing on 1,000 students from 7 medical schools in Iran in 2015. Chat, mostly via Telegram, facilitates scientific communication. Ansari and Hasan (2015) discussed social networking sites and their impact on the field of LIS in their article titled "Use of Social Networking Sites in Libraries and Educational Institutions." Promote their services and build their expertise with the help of the SNS Library.

PURPOSE OF THE STUDY

This article proposes to convince the readers that they can access the information needed for their reference on social networking sites especially with the help of Ask Librarian and also with the help of WhatsApp and Telegram app.

OBJECTIVES OF THE STUDY

To know that they can access the information needed for their reference on social networking sites especially with the help of Ask Librarian and also with the help of WhatsApp and Telegram mobile applications.

METHODOLOGY

This article aims to persuade readers that they can obtain the necessary information for their reference through social networking sites, particularly with the the assistance of Ask Librarian, as well as utilizing WhatsApp and Telegram applications. To write the present article, the author has collected information from the current technical changes in the library and information science through primary and secondary data and collected information from resource persons.

WHAT IS "ASK A LIBRARIAN"?

Do you have a library or research question? Ask a writer! Complete and submit the Librarian Application to get help using the online library, research assistance, and more. Get help with:

- Define terms used in the library search database
- Find scholarly or peer-reviewed journals
- Filter the library's selected research database
- Best information to search for words related to your topic.

We will respond to tickets as quickly as possible during business hours, Monday through Friday. Responses may take longer on weekends.

WHAT IS ASK A LIBRARIAN SERVICE?

In an age dominated by digital information and rapidly changing technology, libraries and libraries continue to play an important role in connecting people to vast areas of information. Libraries are becoming physical structures and turning into powerful centers of information acquisition and guidance. A key factor in improving this accessibility is the Ask the Librarian service, a dynamic platform designed to meet the needs of different information users. This service reflects today's academic institutions' commitment to increasing access to information, supporting research, and enabling users to navigate complex data with confidence and efficiency. Imagine having an experienced partner by your side, ready to help you with questions, such as research advice and help with book recommendations and reference materials. The Discovery Program embodies this concept by serving as a digital beacon that guides people through the search process and makes the discovery journey increasingly enjoyable.

MAIN GOALS OF 'ASK A LIBRARIAN' SERVICES IN LIBRARIES

- ✓ Provide users with appropriate information.
- ✓ Communication process developed by IT staff Focus on using "best" practices to support and coordinate the use of appropriate information in the community.
- ✓ Enhance virtual learning to provide a better environment for students and learning. Work and collaborate with teachers.
- ✓ Use strategies and tools to integrate and enhance knowledge discovery.
- ✓ Identify what is good and what is not strong in communication to contribute to the development of the possibility of using new technology from sex. Learn from user experience and feedback.

INFORMATION ON WHATSAPP AND TELEGRAM

WhatsApp is a free messaging application for iPhone and other smartphones running on Android, iOS, Windows, Nokia S40, Nokia S60, BlackBerry, BlackBerry 10. WhatsApp Inc. It was founded in 2009 by two former Yahoo employees. Inc., Brain Acton and Jan Koum. There are no fees to pay (other than the annual fee) to use WhatsApp worldwide. WhatsApp uses your phone's Internet connection (4G / 3G / 2G / EDGE or Wi-Fi if available) to send messages and call employees. Transfer SMS to WhatsApp to send and receive messages, calls, photos, videos, voicemails, pdf files, documents, locations and more. devices including tablets and computers. It is one of the web applications that helps large online communities and was started in 2013 by two Russian brothers Pavel and Nikolai Durov. Through this app, users can send messages, share photos, videos, stickers, audio and all other files up to 1.5 GB. It also provides a bot API by creating a new bot using the Telegram app, which can be controlled and easily created tools to integrate all services. The application is faster and more secure, thanks to more data center infrastructure and encryption. The application is used for human-to-human communication and we can also manage devices that can read events from sensors and access Twitter and Gmail.

WHATSAPP AND TELEGRAM IN RESPECT OF LIBRARY SERVICES

WhatsApp and Telegram have changed the mind and body of people's lives. These are useful tools for communication and information sharing among citizens. Libraries can also use this technology to improve their services. Libraries can offer many services to interested users through these two applications. Electronic journals and e-books (text and audio) can be accessed through these applications. An important factor in attracting non-library users to the library and assisting users in remote areas. Maps, pictures of important places in the country.

Users can read reports, check documents, update resources, request items, track credit and submit information, set up future applications, and perform mobile library work. These applications include job opportunities, various information about various academic competitions, library activities (e.g., orientation events, book notes, private lessons, educational news, gifts, etc.), brief information about library activities by users, and news voluntarily sent through applications sent personally to the user. uses mobile devices to update. Users can also ask questions to library experts via live chat. Users can also return it immediately.

RECOMMENDATIONS

The field librarians should conduct workshops in the society to make the librarians aware of modern technological aspects.

CONCLUSION

In the above research, we found that Telegram is a cloud-based communication tool with seamless synchronization. Therefore, people can access their messages from more than one device at the same time. We also see that both messaging applications have many features, but when we examine their features, we see that WhatsApp has many disadvantages whereas Telegram provides e-books, e-texts, audio-video lessons, etc. to end users. Useful for sending files. Therefore, when it comes to library services, a telephone is a very useful communication tool in our modern technological life to communicate with users without any limitations.

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