THE ROLE OF CATALOGUERS IN THE DISPENSATION OF SOCIAL MEDIA AND ITS EFFECTS ON THE USE OF LIBRARY

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ABSTRACT

The article examines the role of cataloguers in the dispensation of social media in the library and its effects or impacts on the use of thelibrary. The article identifies and discusses the purpose of cataloguing of library materials and application of social media tools in the libraries. It also highlights the various social media and their functions. It focuses on the following dimensions, first the introduction of the topic; second definitions of some key subjects, third, examine the applications of social media tools their effects and finally the conclusion and recommendation

INTRODUCTION

Globally the changing environment in the library where librarians are using the latest technology is a welcome idea in promoting services to the library and information users. The era where emphasizes is placedin physical library space where one visit to get information is rapidly fading away. Today emphasis is on the modern libraries popularly known as the 21st century which is characterized by social networking environment. It a is atrend that presents free access to information resources, where they can read, download, copy, distributes, print search, or link to full texts of the materials.

The library and the cataloguers are currently witnessing a major paradigm shift in the mode of information service delivery, especially the user-librarian communication and interaction. According to Quadric and Idowu (2016), the advancement in social media and communication technologies has enabled many libraries to take the services beyond the physical wall of the library building. They posit that cataloguers and libraries in the developing countries are now being compelled to follow the trends in web technology for effective service delivery. The role the cataloguers in the information era are changing rapidly. It is no longer the era when librarians waiting for the library users to come to the library and ask for some information through the reference desk. Cataloguers and librarians must aggressively use the social media in order to provide better services and be close to their users. According to Ram (2015), the advent of the internet and digital technologies have revolutionized scholarly communication. Creative applications of these technologies are leading to innovations in the conduct of research as well as aconveyance of ideas of readers. The growing availability and application of these technologies have dramatically altered how readers discover, gain and use information. Beginning in the 1980's, people began to get information through theinternet, but very limited coverage. Recently, people can get various kinds of information at their fingertips through the use of mobile devices.

It is against this background that this paper examines the roles of cataloguers in this era of social media. It also examines the effects of the social media on the use of thelibrary. To achieve this objective the paper is divided into six sections as follows: introduction, thedefinition of some key

terms, thefunction of the cataloguer/ application of social media in the libraries, effects or impacts of social media on the use of thelibrary as well as conclusion and recommendations.

DEFINITION OF THE KEYCONCEPTS

The term cataloguers according to Prytherch (1987), refers to a librarian who prepares an entry for thecatalogue is called a cataloguer. Aina (2012) stated that cataloguers are the professional staff who spend most of their working hours on cataloguing the library materials; in the collection from the scratch most especially the original cataloguing. They are responsible for the intellectual analysis of the materials before users could retrieve them. They have no breathing space for any other research work in order to complete this tasking, time-consuming and meticulous job. Stressing further, he argued that the task of cataloguers are multifarious. They need to possess technical knowledge that will enable them performs the onerous task of cataloguing. Another scholar, Ram (2015), opines that cataloguing is a form of order-taking. It is a set of practice which quite literally put a library's collection in order to provide access through a set of systematically organized surrogates and it is, therefore, a crucial part of the system through which books and other materials are maintained and made available for readers throughout the world.

Dolendo (2013) established that cataloguers are librarians that play a critical role in the process that provides access to all acquired information resources of the library. It allows people to find theinformation needed for their personal and professional growth and development. They also provide access points to information resources in a way that users will be able to find the needed information or resources. Omekwu (2008) stated that cataloguers are professionallibrarians that carry out the role of cataloguing and classification which certainly constitute the central nervous system of librarianship. Wikipedia (2017) noted that cataloguer is an individual responsible for the processes of description, subject, analysis, classification and authority control of library materials.

To ensure consistency and overall coordination of these processes both within and among libraries, cataloguers are guided by standards and conventions that enable them to remain relevant at all times. For many years, the rules of cataloging have been primarily governed by a group of standards and rules called Anglo American Cataloguing Rules (AACR) and later AACR2 which is still being used especially in developing countries. According to Badertscher (2009), both AACR and AACR2 were designed to accommodate either hard copy (print or card catalogues) or earlier versions of computer-based or online catalogues. After much discussion, consultation, and deliberation it was decided to go with a new standard called Resources Description and Access (RDA), which has now replaced AACR2. Resource Description and Access (RDA) is a new standard for resource description and access designed for the digital environment.Its aim is to enable to all the library users to find, identify, select, obtain, and use managed and organized information.

SOCIAL MEDIA

The last decade has seen the web evolve froma somewhatlimited network usedto share bits of information among a group of academics and intellectuals to a global phenomenon offering more information, resource, and social connections than ever before in history. According to Boswell (2017), one of the more recent evolutions in internet history has been the social media. It is basically a web-based mode of dialogue that uses awide array of tools; website and other applications encourage communication between individuals, corporations, non-profit and other organization. The Social media provide a platform for people to talk about important issues and what they prefer.Oriedi

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in Wasike (2013) argue that the social media has reached popularity in recent years, regardless of the form. Examples include platforms like YouTube, Facebook, Twitter,and MySpace. These websites have more users and are adapting to the fact that it has become a trend to have a user profile online. Sampson (2013) states that social media is an offshoot of modern digital communication. The term is used to describe a set of electronic tools including web-based and mobile applications that promote interaction and the sharing of information on areal-time basis.

LIBRARY USERS

The library user is the focal point of the entire library and information services. Aina (2012), states that the primary exists of the library is to satisfy the user. He added that the mission statement of any library should be the provision of excellent services to its users. Therefore, libraries should strive at alltimes to ensure that users are satisfied with their services. The term, user according to him, is all-embracing, used broadly to include all those who avail themselves of the services offered by a library. The term encompasses various terms such as patron, client, reader, customer, consumer, etc, Nwalo in Anyira (2011) defines library user as anybody who visits the library with the purpose of exploiting its resources to satisfy his information need. Bohyun (2012) argued that library users actually preferred to be called "member" rather than "patron" "customer" or "user".

THE ROLES OF THE CATALOGUER

In considering the roles or functions of the cataloguers, it will be of interest for us to examine how all the information in library online catalogues or OPAC is collected and organized in a way that makes it accessible and useful to users when they need it. The skills and competencies that cataloguers already have tomake them suitable to exert some control over the Web, and to take advantage of the possibilities that technology offers in relation to retrieval and presentation of information. The process of collection and especially organizing information and making it accessible to users, according to Badertscher (2009), is tedious andrigorous, which involves complex standards and rules. To further stress the role of cataloguers or responsibilities Cataloguers (2009) states the following responsibilities:

1. They areprimarily responsible for the development and maintenance of those parts of the catalogue that pertain to collections under their jurisdiction. This means that all functions necessary for the creation and maintenance of the catalogue that is not assigned to copy cataloguing or authority control personnel or other support staff are part of the cataloguer's duties.

2. Toe understand and effectively use standard tools for creating catalogue records. Cataloguers assume responsibility for their own continuing education and keep the current on updates, development,and changes in standards and tools required for their work, cataloguers lead the way in researching new techniques and technologies and cataloguing, share findings with colleagues and make recommendations for implementation in department processes as appropriate.

3. They coordinate with the subject librarians to ensure that the bibliographic access, collection arrangement,andcataloguing priorities meet reference and collection management needs.

4. They provide supervision to paraprofessionals and students under their direction; perform original cataloguing as required for collections assigned to them.

5. Cataloguers determine appropriate classification for items when no usable call number is found with copy or when specialized classification is required, e.g. as with subject bibliography;

6. They establish unique leadings for bibliographic entities resolve conflicts between now and existing headings.
7. They also create original authority records and modify existing authority records as needed.
8. They assist with retrospective conversion and reclassification of collections in their assigned subject areas. This includes formulating classification number and resolving problems as needed.
9. They carry the final responsibility for resolution of problems and errors in their assigned areas.
10. They have authority in all instances to alter bibliographic copy, treatments,and classification of previously catalogued materials in their assigned collections in order to achieve optimum bibliographic control and access. Ram (2015) opines that the prime duty of a cataloguer is to incorporate books and other materials into the library's catalogued collections in such a fashion that the reader may readily ascertain what the library holdings are and get hold efficiently of the particular item he wants to use

THE PURPOSE OF CATALOGUING LIBRARY MATERIALS

The objectives of a library catalogue are to enable a user to find a book when the author or title or subject is known. The catalogue shows what the library has by a given author on a given subject, in a given kind of literature, and to assist in the choice of a material as to the edition or as to its characteristics. Ram (2015) states the main functions of cataloguing and outlined them, as follows:

a. Whether the library has a certain item;
b. Which works by a particular author are in the collection;
c. Which editions of a particular work in the library has and what materials the library has on a particular subject.

Other functions of cataloguing library materials can be explained further. Library collections house a wide variety of materials on many different topics and in many different formats. The challenge in making these things available for the use of library patrons is letting those patrons know what is in the library collection. This is the reason for having a library catalogue and for taking the time to correctly catalogue library materials. The information contained in the catalogue record provides the main access points needed by the patron looking for information in the library. Furthermore, computer catalogues can, in theory, provide access to any part of the information contained in the record for an item in the library. The development of MARC (Machine Readable Cataloguing) in the 1960's made it possible to encode all areas of a cataloguing record to be searchable. In MARC cataloguing, each piece of information in a catalogue record is given a numerical code, or field, and sometimes an alphabetical or numerical subject field.

APPLICATION OF SOCIAL MEDIA IN THE LIBRARY

The purpose of a library is to educate, inform and enrich the lives of its users and social media provides a way for libraries to achieve these ends in a new medium that is becoming a major channel for communication and interpersonal interaction. Chau (2012) states that through the social media people are informed of library events and services in hope that they will take advantage of whatever meet their needs or interests.

The use of social media to market and promote library services is fasting becoming the trend for many libraries in the world today. Recent checks around the globe and its environment indicate that most libraries in the developed world are using the social media tools to disseminate the library

services. Even though, in many libraries in developing countries like ours (Nigeria), where many have not started using the social media platform to promote and market library services. It is evidence that the use the library patrons are highly declining as a result of none availability of the use of social media compares with the libraries that are using them.

Social media which is also known as website networking are said to be the fast and affordable means of reaching more potential, patrons, customers, researchers and library users.In all the library services, social media platform are applied in rendering full library services. These include promotingcurrent awareness, advertising upcoming events, education of library users, rendering of reference services, resources sharing and other services are made easy and timely through the social media tools.

Application of the social media in the libraries has become a powerful platform for marketing and promoting library products to library users, this platform helps the librarians and libraries build a strong relationship between library users. It enables them to share information resources without time wasting. It also allows the librarians to attract students, researchers,and patrons into the library. It facilitates information sharing and allows quick responses to reference query. The introduction of social media enables the librarians and library users to communicate effectively and share information in various ways. It allows librarians to monitor the usage of library services thereby giving room to the librarians to assess the satisfaction of the services rendered. Apart from assessing the user's satisfaction, it enables the librarian to engage the library users with conversation online that will promote library services to the users. The conversation can be one on one which in turn allows the librarian's opportunity to get to know more of his user's interest and field of specialization which will enable him toshare current awareness, contents of new arrivals in journals and books

The application of social media platform enables the librarian to reach out to new non-library users with his/her services. As the librarians engage with the library users, he/she is indirectly engaged with hundreds and thousands of people on their network. This new outreach is not always possible with the conventional library services. The social media platform have thegreat advantage of increasing the overall exposure of library services, gets users talking about the library and its services and exposes the services to a far and wider audience. In the end, of course, the mission is attracting users into the library. When librarians interact with their clienteles or patrons and they form a bond of trust with them, this will facilitate interest in the users and their experience, and consequently translates to further users.

Types of Social media and their Roles in the libraries

We are currently living in a world where the traditional method of advertisement is no longer enough. Many businesses are shifting from the traditional advertisement strategies to increase their sales. Librarians and libraries are not left behind in the pursuit of creating awareness and rendering pro-active services to their patrons, customers,and users. We live in a globalization era when librarians must compete to remain relevant and focus on enhancing their profession as a service provider to the public. This calls for theeffective and efficient use of different of social media tools to reach a wide number of users, the social plays a very important role in promoting and marketing of library services regardless of whether they be academic, research, public, private or school library. The social media allows thousands and millions of users to connect with each other. It enables librarians topromote their libraries to the people all over the world by using web-based applications. It provides a very great opportunity and advantage for rendering library services. The major types of

social media toolsinclude, Facebook, Twitter, LinkedIn, ScoopIt, YouTube, LibraryThing, Whatsapp, Googleplus MySpace, Blog, their roles are examined as follows;

Facebook: this is the world's largest social network used today by students, researchers, patrons and other library users. It enables users in building online communities for sharing information. Libraries can create pages and group of interested community members and use it as an effective channel for sharing information. The libraries participating in Facebook groups and discussion will helpbetween librarians and library users to build a powerful communicationplatform. It is also a good and effective platform for providing reference service. It allows librarians to follow their users and assess their comment and respond. The responses from the users through the Facebook can guide the librarian on decision making. Librarians can announce upcoming events and any other library news.

Twitter: it is another online social media service. It is mainly used for interaction between the librarian and users. It allows easy communication with users and researchers. It also helps to provide the library staff and patrons updates on adaily routine. It allows librarians render current awareness services by sending to his/her customer current contents from journal articles and books of new arrival

LinkedIn: This is another modern social media that is being used in communication and advertisement by both librarians and businessmen in promoting and marketing of services and products. Libraries can use this medium to share knowledge, insight,and opportunities and effectively network with the library users for their benefits. Libraries use it to post content alter. It enables anybody and everybody who is interested in taking their professional lives seriously by finding new opportunities to grow their careers and content with other professionals.

Whatsapp: This is another important social media platform of communication between different groups, be it professionals, classmates, researchers and others. It is used for sharing instant messages and pictures among the various groups that registered online. Librarians can use this application

YouTube: It is another vital toolfor interaction and passing information to interested groups. It is a global TV channel. This medium is mainly used by students, researchers and groups to download free information such as lectures, conference or roundtable presentations. Library users can listen to discussions, or view live presentations through the YouTube. Users also have the ability to share, rate and comment on what they see. Librarians can take advantage of this medium to also download videos of areas of information resources that are in high demand that may not be available in their library. It is useful for personal brands in the form of video diaries. It has become so popular that it is a catalog of billions and billions of video and has become known as "the world's largest search engine" in some circles.

LibraryThing:This social media cataloging network is very important for librarians. They can use for cataloging along with Amazon, the Library of Congress, and more other libraries around the world through Z cataloguing.

Blog: It is another platform for interaction between the library and their users that create effective marketing and promotion of library services. It allows the librarians to spread library services and news, such as new acquisitions, opening hours, library events and programmes. It helps the librarians to discuss thought-provoking issues. It also eases the process of giving and receiving feedback. It allows library users the opportunity to express what they feel and allow the librarians to respond instantly.

Impacts of Social Media on the Use of Library

From the above analyses, it is quite obvious that the social media has been recognized and accepted by many as a vital application in the libraries. It operates for the purpose of collaboration, which allows participants to connect, creates, comment, view, share, rate, discover, profile, and exchange user-generated content. According to Quadri and Idowu (2016), the said social mediahas emerged as the platform most suited for individuals to interact, disseminate, and share information among them. It allows libraries to adopt a new role by placing themselves into the social realm within users. Chau (2012) argues that through the social media, library users are informed of events and services with the hope that they will take advantage of whatever meets their needs or interests. With the social media, proactive services are provided, librarians do not have to wait for someone to come in and ask him/her questions at their reference desk. It permits the library to add value to people's lives. This will make the librarian to place a premium on excellent customer service and on building relationships with the patrons.

According to International Federation of Library Association (IFLA 2010), the use of social networks by libraries and information organizations is also increasingly prevalent and a growing tool that is being used to communicate with more potential library users, as well as extending the services provided to individual libraries. The IFLA provides the following as the main aims or purpose of social media in the libraries.

(1) Providing news or information for users
(2) Providing link to recommended internet resource
(3) Book reviews, information about new books
(4) Providing entertainment or amusement for users
(5) Providing news or information for librarians
(6) Book discussions.
(7) Providing news or information for trustees
(8) Providing research tips and,
(9) Communication among librarians (in a library system) (IFLA 2010: 5)

The social media is a centerof engagement that would enhance two-way communication like never before. In turn, it builds the library's image. It is used for promoting the library and to information services and save time and library staff hours. It has helped libraries in providing quick updates to users and provides a forum for quick and speedy feedback from library patrons. It also Saves costs and increases revenue. The social media has become the catalyst in projecting library and information resources and services and maintain arelationship with users. The social media can be seen as the tool to help libraries entice and retain their users through promotion. Despite the overwhelming effects of the social media use in the libraries, there are also negative effects or impact

on the library. The most negative impact on the library is that most users are not interested anymore in coming to use the physical library. Other negative effects according to Soliu (2015) include addiction, exposure to inappropriate materials, online risks, internet/cybercrime, bullying and cultural erosion etc. It also reduces learning and research capabilities students have started relying more on the information accessible easily on these social networking sites and the web. This reduces their learning and research capabilities. It results in multitasking. This is when students who get involved in other activities on social media sites while studying. This results in the reduction of their focus and attention. This causes areduction in their academic performance and concentration to study well. Social media use lacks privacy.

CONCLUSION

The cataloguers' role in the dispensation of social media use in the library is crucial. They play very vital roles in the control of information resources in bothphysical and digital domain. They operate effectively in this social media era. Their goals are mainly in incorporating of "new" and old social media technologies, innovations in management and practices. It is not surprising that libraries and cataloguers all over the world have embraced the social media tools for marketing and promoting their services. Apart from the overall process of marketing and promoting libraries through social media, it has provided more understanding to both libraries and library users.Besides, the benefits of the social media outweigh the negative impacts. It is,therefore, recommended that there is an urgent need for cataloguers, librarians, directors of information management professionalsto redouble their efforts to assist users by identifying reliable tools that are likely to be of greatest utility to facilitate access to those resources. This can be done when the cataloguers and librarians are ready and willing to adapt to changes in order to remain relevant in the present day information age byundergoing training and retraining.

RECOMMENDATIONS

Libraries that are yet to embrace these tools should see the urgent need for it, by beginning tosetup a management committee to examine the needs and come out with policy guidelines that will put in place the mechanisms that will enhance the operation of the social media in their libraries. Other recommendations are as follows:

- Libraries should be adequately funded.
- Adequate training should always be given to the library staff to enable them tocatch up with new trends of things in their profession.
- Libraries should employ enough staffs.
- Electricity supply in the libraries should be improved. If possible, a separate generator should be dedicated to the library department.
- Internet connectivity should be provided where they are lacking and enhanced where they are available for thegreater effectiveness of the library.

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