

INTERNATIONAL RESEARCH FELLOWS ASSOCIATION'S RESEARCH JOURNEY

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Utilization of Social Media Applications by Librarians for Library Services with Special Reference to Telegram App

Mr. Kishor Manikrao Waghmare

Librarian

Anandibai Raorane Arts, Commerce and Science College,

Tal. Vaibhavwadi, Dist. Sindhudurg, Maharashtra, India.

Abstract:

This paper mainly focused on the latest development in the area of library science where the need of different instant messaging apps is playing a vital role in dissemination of information to the user. Present day everyone is connected with each other by means of various instant messaging app like messenger, WhatsApp, Twitter etc. Telegram app is the new technology offering academic libraries the opportunity to reach out to the user of the library.

Introduction:

Firstly we have to use SMS and MMS to message people. But nowadays different instant messaging applications like Whatapps, Line, Hike, Snapchat, Telegram etc. are there. Instant messaging apps are playing an important role in disseminating information in seconds. Librarians should know how to provide better services to its users using these apps. To disseminate information in electronic format, the librarian has to see that library users have enough storage in his/her mobile. But it does not mean that a librarian cannot satisfy the information needs of the user. Answer to the problem is the Telegram app.

Some instant messaging app platforms in India:

Telegram:

Telegram is a post-Snowden mobile messaging app for security-conscious users. Telegram emphasizes fast encrypted chat messaging using client-server encryption for regular chat. Stable chat mode provides end-to-end encryption and makes it easier for you and your intended recipients to read. You can also set the message to self-destruct. With Telegram, you can share videos and reports, and join group chats with up to 200 users.

WhatsApp:

All of us know WhatsApp. After all, it's the most famous messenger app in the world. It's packed with features, updated regularly, and basically works well with all other chat apps. It integrates with voice and video chat, text messaging, and group chat to support multimedia features such as GIF and video. Reliable, friendly and successful. This is the moral triumvirate of the chat app. Best of all, it's free without in-app purchases.

Snapchat:

Snapchat is a messenger app. It provides interesting features such as voice calling, video messaging, photo messaging and text messaging. Delete the information immediately after browsing. That is, there is no talk outside the strip counter. There's also a Snapchat story where users can send general status updates for all fans to see. It will expire after 24 hours. Some of the features of the app are imitated by other apps (mainly Instagram). This app is very popular among young people.

Hike:

Hike is an instant messaging application created and developed in India. The company caters to young people and offers a rich library of constantly updated stickers. In addition to stickers, the app also provides features such as hiding chat options, importance, and hiking news. Hiking is available on both the Google Play Store and the Apple App Store.

Line:

Line is a messaging app developed after the 2011 tsunami in Japan. As a result of the disaster, many regular communication channels have collapsed, and Internet company Neighbors has developed the Line app for employees as an internet-based communication tool.

A brief history of Telegram:

Telegram was launched in 2013 by the brothers Nikolai and Pavel Durov. Nikolai is responsible for his unique encryption scheme, the MT Proto protocol. This is essentially the "secret element" behind Telegram's privacy-centric approach. In addition, the company does not disclose where the office is located to avoid government data demands. In 2014, Telegram had already reached 35 million month-to-month customers and 15 million every day customers. By the end of the year, that number had reached up to 50 million active users. The app already displayed 1 billion messages a day and added 1 million users a week. Telegram's abnormal growth continued. At the beginning of 2016, there were up to 100 million monthly users. That number has doubled by the beginning of 2018. At the end of 2021, Telegram gained over 70 million users with the outage of Facebook, including WhatsApp. As of March 2022, Telegram has 500 million monthly active users.

Working of telegram:

Telegram works on the principle of cloud storage. Cloud storage is dynamic which means that once your data is saved, it could exist by you from any number of devices at any point in time, without the need to backup.

Features of Telegram:

1. **Larger groups:** A Telegram can create groups of up to **200,000** people.
2. **Secret conversations:** Secret chat is for those who want more secrets than the average guy. All secret chat messages use end-to-end encryption. This means that only you and the recipient can read these messages-no one else can decrypt them.
3. **Available on several platforms:** Telegram application is available on multiple platforms Android, iOS, Windows, Mac, Linux and also on web browsers.
4. **Free:** Telegram is forever free and has no ads or subscription fees. No matter how many messages you send or receive in a day or what you want to use this messenger for (business, personal), it's completely free and unlimited.
5. **Faster:** Telegram is the fastest messaging app on the market, connecting people through its own distributed network of data centers around the world.
6. **Larger file sizes:** Previously, Telegram allowed users to send files up to 1.5GB on the platform. With the latest update, the limit has been raised to 2GB.

7. **Cloud storage:** Telegram allows you to store an unlimited amount of data on your server, including various types of files such as audio files, video files, documents, messages, contacts, locations, and more. It's all free.
8. **Constant updates:** Telegram is one of the best messaging apps which constantly adds new features and options.
9. **Quality compromise:** Telegram allows users to send data in uncompressed format. Images that are often compressed by other messaging apps lose detail when compressed, but this feature of Telegram allows you to transfer data without loss.
10. **Bots:** Bots are simply Telegram accounts that are operated by software rather than actual people and these bots generally have AI features that can be used to teach, play, search, broadcast, conduct polls, reminders, etc.
11. **Channels:** Channels are essentially groups where only the admin can post. These channels can be used for broadcasting videos, images, and texts and can have any number of followers.
12. **Privacy :** The location of servers of Telegram is super secret and the founder of Telegram has devised a custom data protocol which secures the data of the users.
13. **Web Access:** Telegram stores chats and files on a remote server rather than on your device, so you can access everything (except secret chats) over the Internet. Access from the web portal or one of several Chrome extensions.

Purpose of using telegram:

1. **Giving Reminder:** Telegram is used as a messenger for giving reminders to the user about returning of books..
2. **Library Orientation:** Telegram can be used for giving introduction to the library's resources and services.
3. **Taking Quiz/Poll:** Telegram can be used for taking quizzes/polls on different subjects.
4. **Taking Feedback:** Telegram can be used to take feedback about any program arranged by libraries and also about services given by libraries for further improvement.
5. **Images:** Telegram can be used for sending images.
6. **Videos:** Telegram can be used for sending videos.
7. **Files:** Telegram can be used for sending Question papers, Syllabus, etc.... files of any kind.
8. **Storage:** Telegram server has unlimited storage space which is the need of today.
9. **Voice Calls & Video Calls:** Telegram can be used for calling both voice calls as well as video calls.
10. **Display:** Telegram can be used for displaying various notices, activities, services, new arrivals etc...
11. **Institutional Repositories:** Telegram can be used as Institutional repositories. In this you can keep college magazines, faculty research papers, video lectures, student research etc...

12. **E-Books Lending Service:** Telegram can be used for giving access to purchased downloaded ebooks, open access books etc....
13. **Conference, Seminar , workshop:** Telegram can be used for taking online Conferences, Seminars, Workshops.
14. **Current Awareness Service:** Telegram can be used for giving current awareness service to the user. By which library users can be aware of new research and development in their area of interest.
15. **News paper clipping service:** Telegram can be used for giving news paper clipping service. Here librarians can keep clippings of general knowledge, employment news, college news etc.....

Advantages of telegram Application:

1. **Multiple Accesses:** Using telegram, the same resources can be used by many users at same time.
2. **No physical boundary:** Users can use the resources at home no need to come to the library physically.
3. **Search facility:** Telegram has a search facility by which users can search any information which is already there.
4. **Virtual Book exhibition:** With telegram one can have a virtual book exhibition.
5. **No initial cost:** Telegram application can be downloaded free of cost.
6. **Time saving:** Using a telegram application once data or information stored need not have to give time any more.
7. **24/7 access:** Once stored information can be used remotely at any time of the day.
8. **Cloud storage:** Telegram works on the principle of cloud storage. So, no need to take backups.
9. **Works on number of devices:** Telegram application works on number of devices. So no need for Attention.
10. **Number of views:** Telegram shows the number of views, which is necessary for the library to show the number of access.

Conclusion:

Sure, there's no shortage of messaging apps to choose from, but telegram is one of the best options, especially when privacy is important. Telegram does many of the things you'd expect from an instant messaging app, including text messaging, group chat, voice and video calls, stickers, and file sharing. Telegram application can be used by librarians for delivering various services of the library. It has many benefits and advantages like no storage space required, 24/7 access, works on any devices, free of cost, can send large files, deliver data without loss and many more as explained above. Above all, anyone can handle this application easily. So librarians should use this application for their library.

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