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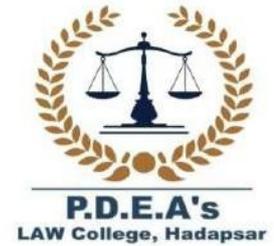
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Key Indicator – 3.2- Research Publications and awards.

3.2.2: Number of research papers per teachers in the Journals notified on UGC website during the last five years.

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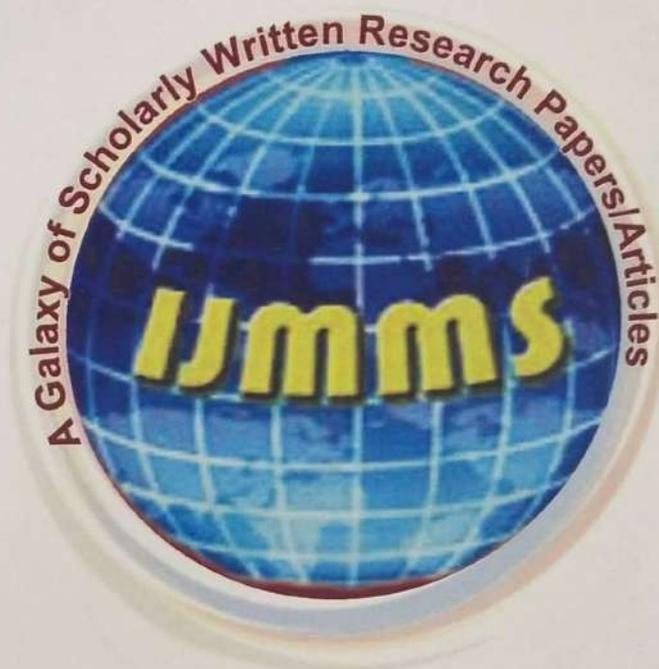
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The Use of Facebook in Promoting Library Services**Sanobar Bashir Kazi**

Librarian, PDEA'S Law College, Hadapsar, Pune.

Email: sanobarkazi1@gmail.com**Abstract:**

Internet plays a very crucial role in today's life and with the help of Internet, we can use Social media to communicate with people, share information, etc. for everyone at the present time. We can use this social media for providing and marketing different library services and its resources. As one of the fastest growing social networking sites, Facebook provides librarians a prime opportunity to engage academic library patrons. Facebook is one of the latest examples of communications technologies that have been widely-adopted by students and, consequently, have the potential to become a valuable resource to support their educational communications and collaborations with faculty.

Keywords: Internet, Social media, Sharing Information, Facebook, Educational Communications, Marketing Library Services.

Introduction: Internet plays a very crucial role in today's life and with the help of Internet, we can use Social media to communicate with people, share information, etc. for everyone at the present time. We can use this social media for providing and marketing different library services and its resources. As one of the fastest growing social networking sites, Facebook provides librarians a prime opportunity to engage academic library patrons. It is a service where users can post comments, share photographs and links to news or other interesting content on the Web, play games, chat live, and even stream live video. Shared content can be made publicly accessible, or it can be shared only among a select group of friends or family, or with a single person. An effective library Facebook page must maintain a balance between providing pertinent and useful information, and preserving patron privacy.

A growing number of college libraries are tapping into Facebook in order to target not only students but also faculty and staff in support of their research and teaching. An effective library Facebook page must maintain a balance between providing pertinent and useful information, and preserving patron privacy. Technological advances in the past several years have enabled libraries to create new services that before were not possible, such as virtual reference, personalized OPAC interfaces, or downloadable media that library customers can use easily. This increase in available technologies gives libraries the ability to offer improved, customer-driven service opportunities.

Iwhiwhu, Ruteyan and Eghwubare (2010) note that the challenge of most librarians is to attract users to the library and to retain them. To deal with this challenge, librarians are reconsolidating, reshaping, re-designing and repackaging resources as a means of promoting their services and information. The benefits of promotion of library services and resources include increased usage, increased value in the organization, education of users and changed perceptions. Social Networking Sites (SNS) have become popular with the help of digital technologies (tablet, Smartphone, notebook, etc.) and internet recently (Boyd & Ellison, 2007). Social media is a virtual platform that helps people to make new connections, to improve friendly relations with other humans, and to exchange information (Coyle & Vaughn, 2008; Wang, Chen, & Liang, 2011). Librarians desiring to connect constantly with their clients with an eye to increasing users'

satisfaction through promotion must make a social presence using social media. Many social networking sites (Blogs, Facebook, Instagram, LinkedIn, Twitter, Youtube, etc.) are being used at the present time.

One of the most popular sites is Facebook and the Librarians can provide different library services through it. Marketing library services has always been an important and big issue of libraries and we can tackle this problem through Facebook. Through marketing strategies, a library can expect to improve its usability, visibility and image, thus attracting more users to use its materials and services for updating themselves. Marketing does play an important role in publicizing library services and in this technology driven world library marketing faces new challenges, but at the same time, offers many opportunities.

Popular internet search engines such as Google.com and Yahoo.com have changed the role and nature of libraries by offering students easier ways to discover research materials online and cutting the necessity of physically visiting a library. As a Social Media, Facebook dominates the social networking and we can use it for educational purpose. Facebook is one of the latest examples of communications technologies that have been widely-adopted by students and, consequently, have the potential to become a valuable resource to support their educational communications and collaborations with faculty. We can use Facebook for providing library services. Librarian can prepare Facebook page for Library and through it he/she can provide different services to students as well as staff.

Historical Background of Facebook: Facebook was founded by Mark Zuckerberg with his College roommate and fellow Harvard University student and was launched as a social networking service on February 4, 2004. Then called "the facebook.com," the site was an instant hit. The website's membership was initially limited by the founders to Harvard students, but was expanded to other Colleges in the Boston. Now, thirteen years later, the site has become one of the biggest web sites in the world.

The Use of Facebook in Library: Facebook originally was not designed to be used by corporations or institutions and its main purpose was for individuals to find, communicate and share with each other. Over the last several years these sites have come to be used by corporations and institutional entities for marketing purposes. Facebook has even adapted by developing a separate format called "Pages" intended for use by institutions and organizations. So for attracting students and faculty towards Library, we can use Facebook page effectively. The librarians can use Facebook for promoting and marketing library resources and services as well as to offer reference help. It can also be used to provide asynchronous instruction tips on research concepts.

There are several global Groups that were initiated by librarians or students such as the American Library Association (ALA), within which people exchange information and talk about their concerns pertaining to ALA activities and library business in general. However, most Facebook groups are set at the College level and are open only to members of a particular university. With regard to library topics, such college-based groups focus on specific libraries of their own College and concentrate on the daily activities of their own campus. In comparison to Facebook global

groups, these groups are usually small in participant size, but provide better information for people to understand the practices of individual academic libraries.

The main use of Facebook by academic libraries is to promote the library with a library homepage. Libraries advertise hours, locations, website information, newly acquired materials, new reference services, document delivery services, research supports, etc on Facebook. Libraries also create event invitations for programs as an additional forum to promote library activities. Facebook can be a useful and engaging medium to learn about library resources and services. The shy students who feel uneasy to ask their queries directly to librarian can ask a librarian a question via Facebook. It appears that, while Facebook users are willing to initiate a "friend" relationship with the Library, they are more comfortable with passively receiving information and are unlikely to use Facebook to actively request assistance from the Library. Fakas (2007) adds that by linking to the library's website, the Facebook page acts as a portal to the library. Since students frequently use outside search engines for academic research, even a basic Facebook page can serve as a reminder to users the resources available at an academic library.

Benefits of using Facebook for promoting library information resources and services:

Facebook enhances two-way communication between librarian and patron and builds the library's image. The use of Facebook for promoting library and information services saves time and library staff hours. Facebook make it easier to reach a large number of library patrons in short time and in effective manner. It helps libraries in providing quick updates to users and provides a forum for quick and speedy feedback from library patrons. Librarians can think about patron's opinion and try to satisfy them, try to apply their suggestions. This is where social media come to play a crucial role to create a forum for feedback in library promotion. The online community is open to all as long as there is internet connectivity. When a fan of a library page comments or likes a status/post put up by the library, others can come to the knowledge of the promotional activities carried out in a library. This can motivate a friend of a library fan to join the library. So Librarian can use Facebook as very important tool but he/she need to update page regularly.

Librarians must be aware that using Facebook as a tool requires a lot of attention, and, if a library cannot commit to updating its Facebook page at least once a week or more, it may not be a very useful or successful tool. Also Librarian should keep on the topics of library operations, making them an effective and efficient way for libraries to be visible among the students and faculty they serve. Keys to success include creating a more general group topic and maintaining an active management style. Librarian should monitor the profile at least once per week. At this time, new "friend" requests are accepted, invitations to events are read and comments and correspondence from "friends" is read. If there is any suggestion or request from users, Librarian should try to complete their expectation. then only students are always interested in library posts. By allowing multiple Librarians to have administrative access to the Facebook profile for the purpose of monitoring and posting new content, we can divide responsibility for the page among several individuals.

Conclusions: As one of the fastest growing social networking sites, Facebook presents librarians with a prime opportunity to engage academic library patrons. Facebook Groups can also be used as

a useful platform to support the teaching and research of faculty who show their enthusiasm for connecting to library services. Facebook is able to provide an easier and more manageable way of enhancing library services and encouraging faculty to use library resources. What is needed is its regular update and energetic discussion among Group members.

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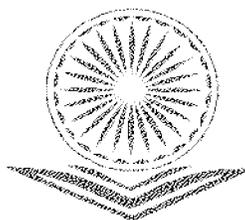
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27. The Covid-19 Pandemic and Mental Health

Dr. Ranjana Prithviraj Patil

Incharge Principal, P. D. E. A.'s Law College, Hadapsar, Pune.

The newly identified novel coronavirus, COVID-19, was first reported in Wuhan, China, in late 2019. The COVID-19 virus is now known to belong to the same family as SARS and Middle East respiratory syndrome coronavirus (MERS-CoV), which are zoonotic infections thought to have originated from snakes, bats, and pangolins at the Wuhan wet markets. The virus has rapidly spread across the globe leading to many infected people and multiple deaths especially of the elderly and vulnerable. While efforts to control and limit the spread of the pandemic in the community are quite straight forward to follow, it seems that prejudice and fear have jeopardized the response efforts). In fact, the COVID-19 pandemic has already unleashed panic, as evidenced by the empty toilet paper shelves in stores, resulted in accusations against people of Asian races and impacted people's decisions to seek help when early symptoms arise. In this editorial, we discuss the issues related to the occurrence of fear, panic, and discrimination, analyse the causes of these phenomena, and identify practical solutions for addressing mental health issues related to this pandemic for both public and healthcare professionals.

The coronavirus pandemic is a global threat in the 21st century. Over the last 3 months, there has been a significant rise in the number of infected cases and mortality due to this infection. The coronavirus epidemic started from the Wuhan city of China and has subsequently spread across the globe.[1] It has been seen over the past few months that the routine health services, including mental health care, are adversely affected in many countries, including India. At the same time, several lay media reports are suggesting an increase in mental health issues such as anxiety, depression, posttraumatic stress-like symptoms, insomnia, and anger among the general population, health workers, as well as people who are kept in isolation (due to infection with coronavirus or contact with infected persons).[2] The rapidly emerging mental health issues may destabilize individuals' general well-being and have immense potential to influence the health system; hence, they need urgent and immediate attention and action. The community's mental health issues can be diverse and segregated as per the specific group of population.

There are several risk factors that attribute to the development of psychological symptoms during the COVID-19 pandemic.

Under reasonable stress, anyone can experience mental morbidity symptoms after a traumatic event and pandemics, which are capable of inducing a lot of stress among large populations. Several factors determine the likelihood of a person developing these conditions. The conditions that precede the event; the nature of the traumatic event happening; the scenarios after the event; rapidity of event; level of uncertainty involved; the potential for personal risk and risk to the family or loved ones; and the overall impact on the economy, jobs, socio-political organizations, etc., are some of the factors determining the outcome. A recently concluded systematic review and meta-analysis on the prevalence of psychological morbidities among the general population, health-care workers, and COVID-19 patients amidst the COVID-19 pandemic reported that about half of the population faced psychological impacts of the COVID-19 pandemic. Poor sleep quality (40%), stress (34%), and psychological distress (34%) were the most commonly reported problems across various studies.] An online Indian survey has reported that about 40.5% of the participants reported anxiety or depressive symptoms. About three-fourth (74.1%) of the participants reported a moderate level of stress, and 71.7% reported poor well-being.

Stress has been invariably associated with precipitation and exacerbation of psychiatric illnesses, and the level of inflammatory cytokines is elevated in these conditions, especially psychosis. It is hypothesized that SARS-CoV-2 infection and the stressors arising out of the illness and its related outcomes may increase the risk of developing psychiatric illness by disrupting the hypothalamic–pituitary–adrenal axis and causing imbalance in glucocorticoid level (increasing cortical), which subsequently result in immune dysfunction (increase in the cytokine levels).

Generally, when a stressful event occurs, it has been found that certain sections of the population such as females, children, and the elderly are at a higher risk of experiencing difficulties. Pretraumatic factors which could potentiate a psychiatric illness could comprise of past psychiatric illness or irresolvable loss or trauma and a history of sexual exploitation during childhood. Other risk factors are socioeconomic vulnerability, lack of education, and substance abuse. Perhaps not surprisingly, those suffering from other multiple personal problems are far

more prone to respond negatively to a major stressful event. The issues suffered by the special populations have been discussed separately in this paper.

Profound psychological responses could be triggered by such incidents, which could comprise a life-safety risk, either actual or imaginary. Therefore, relatively close people to the event are inherently predisposed and may suffer from a greater number of major problems. Increased mental health issues are also impacted by the lack of support and cold responses from others. When combined with a sense of regret and further amplified by a lack of community support or previous social dogmas, psychological distress increases multi-folds.

Psychological markers for posttraumatic stress reactions can be seen in the individual's emotionality, cognition, attitudes, and temperament. Symptoms such as sleep deprivation may also supersede. Some have tachycardia, trembling, sweating and fatigue, tiredness, fever, nonspecific somatic symptoms, and other symptoms of autonomic dysfunction. Regardless of the degree of crisis, strategies must assure that those at risk are detected and provided with the resources they need.

The concept of "hypochondriac concerns" (worry about being infected) can be established as the cause for developing anxiety and depression, the constant fear that the epidemic could be hard to control, with the unknown impacts on personal and social lives. Those who were well versed with precautionary measures, informed with ample material about the illness, tend to do better. If a comparison is drawn between the psychological impact caused due to different pandemics (SARS, MERS, and Ebola) that occurred in the past, the risk factors remain similar; being, for experiencing anxiety symptoms and anger including symptoms during isolation, inadequate supplies (food, clothes, and accommodation), social networking activities (email, text, and the Internet), history of psychiatric illnesses, and financial loss. For long-term influence on mental health, the prevalence of any psychiatric disorder at 30 months post-SARS was 33.3%. Studies have reported that one-fourth of the patients had posttraumatic stress disorder (PTSD) and about 15% had depressive disorders, which included health-care professionals and general people.

Increased levels of distress and preoccupation with the disease can be acknowledged due to a constant flow of information through media outlets regarding the spread of diseases. Being influenced by the same, people tend to follow the untested treatments and remedies advertised. If

they are tried by people with long-term health problems, they can cause more harm than good.

The specific mental health issues during the COVID-19 pandemic are listed below:

- Emotional problems include fear, rage, edginess and mood swings, criticism, and blaming (self and others), frustration, depression, emotional numbness, and inability to cope
- Biological functioning such as impairment in sleep and sexual functioning.
- Cognitive issues include poor concentration, poor memory, inability to make decisions, integrity loss, heightened alertness, perceptual distortions, intrusive and unwelcome memories, reduced self-esteem/confidence, and denial
- Psychological and personality issues include emotional outbursts, anger, argumentativeness, and inability to settle. Withdrawal, lack of ability to interact with others, reduction/loss of appetite (or may be increased as a coping mechanism), reduction or loss of libido, inability to regulate substance use, and increased risk-taking behaviors
- Variable responses depending on the level of stress perceived can be seen. Summarization often occurs in people who are unable to handle stress. The media portrayal of COVID-19 has led to a state of constant hyper vigilance among the people, leading to the development of various somatic symptoms and panic levels of anxiety
- Suicides have been reported from various parts of the world concerning the COVID-19 pandemic. The mental health impact of the disease in countries like India and Bangladesh regarding the fear of COVID-19 are seen from the case reports, which warrant intervention from the psychiatry fraternity and strengthen protocols for crisis management targeted to the COVID-19 pandemic
- Another common phenomenon is paranoia and fear, which is further enhanced by the constant telephonic reminders and flash of news on the contamination of novel corona virus, which are acting as a source for paranoid ideas
- Similar cognitive distortions can lead to obsessive contamination thoughts and can reinforce illness in vulnerable populations
- Patients with substance use disorder are likely to experience withdrawal symptoms due to lockdown and inaccessibility to substances. Similarly, spending most of the time at

home due to lockdown increases the risk of excessive use of the Internet and binge-watching of television, which may later lead to technology addiction.

Furthermore, in individuals with obsessive-compulsive disorder and somatic symptoms and persons with a history of suicidal ideation, the risk of transmission may exacerbate the fear of contamination. While lockdown policies defend against coronavirus transmission, they encompass segregation and feeling of loneliness that cause extreme psychological distress and may cause or worsen mental illness

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