WHATSAPP AS A MEANS OF SHARING INFORMATION AMONG LIS PROFESSIONALS OF NORTH-EAST INDIA: A STUDY

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ABSTRACT

Social media has been blasted as a great source for information sharing and receiving; it provides a good platform for interaction among people belongs to any cultural settings. WhatsApp is an instant messaging app, invented in 2009 by Brian Acton and Jan Koum. It is available free at no monetary cost. It provides cross-section messaging and Voice over Internet Protocol (VoIP) serviced. People are using WhatsApp very frequently in their day to day life to keep in touch with close one, sharing information, videos, images and many more. Nowadays, all the things are going digital; people are using WhatsApp more than they use other media's. Because this is instant messaging service and we easily come to know many issues through WhatsApp and can use it for our professional purpose. libraries can use WhatsApp to share information about Institution's Publications, Reports, etc. WhatsApp is a very useful tool to promote library services. We can achieve various library service goals through WhatsApp if we utilize its functionality properly in the proper direction. The present study has examined the extent to which LIS professionals currently have access to WhatsApp and whether they are using this app to disseminate information.

KEYWORDS: *What's App, Instant Messaging, Information, What's App Group, LIS Professionals*