

Preface

The words “Thinking is allowed” are printed in bold on the full first page of a book we came across. Pondering on that, we can certainly say books create the right atmosphere to think and are therefore also a vehicle of democratic transformation. Libraries and Information Centers as a store-house and Library Media Specialist as disseminators of the thought-stimulating information contained in these books and serials do a wonderful job of promoting democracy. The libraries are the agents of societal change and therefore should be developed with the right enthusiasm. The greatest challenge being faced is sustaining and strengthening their relevance in the digital era. Staying relevant involves the library and information professionals and the technologies to a greater extent and the library authorities, the patrons and the document collections to a smaller extent.

The core element in any marketing strategy and practice is customer satisfaction. The modern library is now generally called an information market and the library user is a consumer of information. The ultimate aim of marketing here is to provide the right information to the right user at the right time (Das & Karn, 2008). One of the other components is the information. The format of the information has undergone several changes from the earliest clay tablets to the modern digitized format, a paperless society. An information resource center/ library should be able to handle any type of these formats. The onus of providing the right information to the right user lies with the knowledge workers as the library and information professionals are called in the information era. An important aspect of providing information to the patron or user is finding what the user needs so that the right information can be provided. Librarians conduct user studies to analyze the user needs.

Nevertheless, recent surveys reveal that many of the rightful users are not utilizing the library resources, which is another serious challenge. Librarians should understand that they are not the only one to offer information services. They have to compete with the internet or in the parlance of modern-day commoner, the Google. Unless and until librarians understand this and be proactive, the relevance of the libraries would be lost. Marketing techniques like initiation programs, meetings, advertising, building relationships, etc., are used here to make the non-users into potential users. Innovative services too play a vital role in taking the library services beyond the physical barriers of the library. The success of all these hinges on the crucial human element, i.e., the Library and Information Service provider and also the library authorities.

Ever since the invention of modern printing technology the libraries have undergone tremendous changes. There are many other technologies which have tried to encumber the paper media. The micro-forms of documents such as the microfiches, and the microfilms dominated for a short time. Though

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they helped the libraries shrink the physical space, they did not pose a severe threat to the print media. However, with the advent of modern computers, and their peripherals, and with advancement in Information and Communication Technology (ICT), more and more application algorithms are coming out. These applications can be utilized to promote the library services. The author of the first chapter has outlined how modern apps like YouTube, Twitter, Blog, etc. can be utilized to maximize the library usage. The chapter describes the concepts of marketing and also the marketing principles in Library and Information Science and highlights the role of Librarians in marketing the library products and services.

Every technology that has been invented since the Gutenberg days has found an application in the libraries. Some of the new and emerging state of the art technologies introduced in the libraries are Artificial Intelligence (AI), Virtual Reality (VR), Robotics, Drones, Cloud Printing, Internet of Things (IoT), Radio Frequency Identification (RFID), etc. The author of chapter two has provided a compilation of the emerging technologies and their applications in the libraries. This chapter also gives necessary inputs to the intended readers on the need-based adaptability of these technologies.

The effectiveness of any product or service depends invariably on the end-user, who in the context of library and information services is the clientele. Delivering of products and services to the library clientele to their utmost satisfaction is an art. This art is based on matching, adapting, and executing the services which are best suited to satisfy customers. The information resource center's success depends on its functional effectiveness in meeting the needs of clientele and hence their behavior ought to be influenced. Hence information behavioral studies form an integral part of user studies. Dr. Ashwani Kumar, a Post-Doctoral Fellow has proposed a new functional model for the online information seeking behavior of academicians. This chapter also compares the proposed model with other models, namely, Wilson's, Dervin's, Ellis', and Kuhlthau's.

Jiao and Onwuegbuzie (1997) defined library anxiety as an unpleasant or uncomfortable emotion characterized by worry, confusion, tension and helplessness, which occurs when a patron is in the library setting. These emotions affect the intellect, psychology and behaviour of the library patron. Therefore, the library professional should take care of the patron to be comfortable in the library setting. The fourth chapter explains concepts and causes of library anxiety and also presents the methods to be adopted by the library professionals to make the patron comfortable.

Though library is relatively a small organization, it operates in a complex, dynamic and uncertain environment. A library being a social organization has to take care of increasing government regulations, union activities and increasing community interest. Ranganathan's first law of library science "*Books are for use*" gave a new point of view to the operations of the libraries. Libraries have become a public establishment rather than one for the use of a privileged few. Public budget is being spent on evolving the library resources, facilities, and infrastructure. A librarian has to persuade people to benefit by the knowledge treasured up in books (Ranganathan, 1988). This is absolutely true in a knowledge-driven society where knowledge is considered as an individual as-well-as institutional asset. Sridhar (1994) defines "a non-user of a library is one who has a right to use the library but he does not do so over a specific period and/or for a specific sample of collection are transactions". The non-use of library and the ways and means to convert the non-users into absolute users are elucidated in the fifth chapter.

Some of the reasons for marketing library services as enumerated by Vishwa Mohan, Srinivas, and Shakuntala (1996) are promotion of the use of information resources; create perception of need and thereby create demand; ensure the optimum use of information; and cope with the information explo-

sion. Information explosion is a much more serious problem than what the laymen presume. Since the invention of internet, information is growing leaps and bounds. Doubling of knowledge happens at a remarkable speed (assumed value = x number of years). Remarkable speed (x) here implies any number one can guess. Some studies assign the value six years, while some others sixteen years. Even more surprising values are three years, two years, sixteen months, three months, and even 350 days! (Raish, 2009). At the same time library funding has been dwindling. In-order-to make use of the available resources to the optimum level, the resources are to be shared. The sixth chapter is all about resource sharing in a networked environment.

Information retrieval (*IR*) can be defined as finding material (usually documents) of an unstructured nature (usually text) that satisfies an information need from within large collections (usually stored on computers). As defined in this way, information retrieval used to be an activity that only a few people engaged in reference work. Now the world has changed, and hundreds of millions of people are engaged in information access every day when they use a web search engine or search their email. Information retrieval is fast becoming the dominant form of information access, overtaking traditional database style searching (Manning, Raghavan & Schutze, 2009). There are both advantages and disadvantages in easy information access. The author of the seventh chapter argues that easy information access has prevented the Deschooling tendencies found among the teenagers.

While information is assimilated, organized, and transmitted, a need arises to increase the information literacy level of the end-users about the organized information so that it is put to optimum use. Library resources in the information era are so complex and information literacy has direct influence on academic productivity. Academic success and excellence are the objectives of the higher education system. Hence evaluation of the information literacy levels among the academic community is imperative for the institutions to design their methods of pedagogy (Jeyasekar & Saravanan, 2018). The eighth chapter makes a comparative analysis on information literacy skills possessed by research scholars and their information literacy skills based on the demographic variables.

The ninth chapter is a case-study of the library users' perception towards ICT based services and facilities. Though marketing of library and information services and products is a relatively new concept, it has tremendous impact in shaping their future. It helps in managing libraries better since it brings commitment to customer focus. A major reason for applying marketing in any library is not to increase profit but to increase user satisfaction and increase of funding in turn. Because, increased customer satisfaction will result in increased willingness to use and pay for services offered. An enhanced perception of the value of the library will translate into increased level of support to the library (Gupta, 2006).

The academic community throughout the world is undertaking efforts to educate the students and teachers about academic misconduct. Plagiarism is a type of academic misconduct prevalent in the modern era since information is available at a click of the mouse. Hence to avoid plagiarism the academic community offers guides and tutorials to explain types of plagiarism and how to avoid it. The increasing awareness is forcing academic institutions everywhere to help students and faculty understand what academic integrity is, and its consequences. Academic dishonesty had to be dealt in teacher-student level. The teacher himself has to be a person with high academic integrity. In the tenth chapter, the investigators have attempted to study the academic integrity of prospective teachers. The objectives of the study were to study the level of academic integrity of prospective teachers and to find out whether there is any significant difference in the mean scores of academic integrity of prospective teachers with respect to the background variables, gender, locale, academic stream and type of family.

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The need for professional ethics is crucial in order to maintain scientific integrity and to avoid professional misconduct. Professional misconduct is a behaviour that is contrary to a professional code of conduct. Misconduct can include sexual harassment, plagiarism or misrepresenting one's qualifications. Plagiarism is the act of using other's writing without properly crediting the author. The eleventh chapter emphasizes the need for the academic community to collaborate together in combatting the menace.

Ethics is defined as a set of codes for the behaviour of an individual within a specific profession. It epitomizes the ethical code, rules of demeanor, moral attitude, sense of right or wrong, responsibility, honesty and integrity, etc. Every professional organization has a code of ethics which the members have to adhere to in the performance of their professional duties. Information overload is a problem area right from the days of Gutenberg. However, from the beginning of the nineteenth century it has reached an unmanageable level. Library and Information professionals are making every effort to manage the information resources judiciously. In this endeavour a challenge faced by them is professional integrity and ethics. The twelfth chapter analyses the ethical issues and codes threadbare.

The products and services provided by libraries have undergone total transformation due to the technological innovations. The library and information centers face the challenge of survival, perhaps due to the changing educational scenario, the impact of technology, and declining budgetary provisions. In the resource crunch situation, the available resources are to be utilized to the optimum level. Open educational resources are a boon to the information-thirsty as well as information-overloaded library user. When a common layperson is much dependent on the information that is freely on the internet, the academic community too relies on the openly available resources. The thirteenth chapter of this book gives inputs on a wide range of such resources making it a useful reading to the academic community.

In the technology-driven world, automating a library and also the retro-conversion of the bibliographic meta-data is a great challenge to the practicing librarian. He should be aware of the various library automation software packages also known as Library Management Software (LMS), and their advantages and disadvantages. If caught unaware, one would be exploited by the commercial software vendors. The marketing strategies of the LMS provide useful information to the professional in selecting and purchasing the required software. The fourteenth chapter does a neat job of equipping the library and information professional in this aspect.

The fifteenth chapter deals with the library ambience suitable for information delivery. Unless a patron is attracted by the environment of library, he / she may not visit the library again. While designing the information product for delivery the learning environment need to be taken into account to make it environment friendly and sustainable.

Physical aspects of a library are crucial factors while planning for establishing a library or information center. The physical security of the library assets including the building, documents, patrons and staff are very vivacious matter. Physical security measures of a library range from the time-tested methods like the employment of security guards to the recent technological development like RFID. The authors of sixteenth chapter have discussed all these techniques / technologies, their advantages and disadvantages, besides, the etymology of safety, security, threat and risk. The chapter also provides the basics of information security. A modern library is not a place where physical documents are preserved but also the digital information. Hence information security is a crucial aspect a library professional should have some knowledge. Furthermore, the chapter provides a checklist for the professionals to take into account to ensure the safety and security of the trinity of the library.

The epistemology of scientific metadata has several facets including the communication of science. The invention of modern printing system coupled with new electronic resources has transformed the mode of scholarly communication. Information is freely available anywhere and anyone with access to internet and a computer system or hand-held electronic communication device can access it, albeit with the inherent dangers (Jeyasekar & Saravanan, 2018). A major threat in the networked world of information resources is its security. The last chapter provides an evaluation on the research literature produced in the field of information security.

Marketing is a planned approach to identify and gaining the support of the ‘community’ and then developing appropriate services in a manner which benefits the users and furthers the aim and objectives of information services (Yates, 1983). Though several decades have passed since Ranganathan stated his Five Laws of Library Science, it is relevant even today. Ranganathan’s laws place considerable emphasis on the users and the books / information needed by the users. The successful marketer will try to understand the target market’s needs, wants, and demands (Kotler, 2000). The Library and Information Professional has to design and market the information products and services based on the library patron’s needs, wants, and demands. This book has highlighted some of the needs and wants of the patrons and also some challenges faced by the service providers while designing the services. Various authors from varied backgrounds have shared their ideas and experiences, which will benefit the readers in providing better service. We wish you a happy reading.

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