

A Study On the Persuasion of Electronic Media on Library and Information Centers : An Indian Perspective

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Abstract – *Electronic Media has become an important mode for the development. Information technology has impacted all types of printed materials to produce another form called electronic form. A questionnaire based survey was carried out on library workers and information centres. Exploratory factor analysis that the data has to be processed and analysed in accordance with the outline laid down for the purpose at the time of developing the research plan. The article concludes that Electronic Media on library & Information centres are became Hi-tech.*

In recent times, many developments have taken place in the library management field in the country. Quite a number of libraries started using the new technologies. Use of computers in housekeeping operations has been on the increase. So it is access to databases through local, regional or national networks and the transmission of important and urgent documents through tele facsimile or e-mail. Library automation has been initiated by many libraries which have started developing bibliographic databases of their holdings. Many metropolitan and/or other big city libraries initiated to use the electronic networks; a couple of them started functioning and are providing various services through these networks. Recently a study was undertaken to find the use of Information Technology infrastructure and assessing the extent of use of electronic media in libraries in India. The main objectives of the study were to know the training and reorientation needs of library staff to cope up with the new technologies and e-media, and problems, if any, faced in adopting them, To know if the libraries are aware of copyright and licensing policies / regimes, and To suggest ways and means to improve the situation, if warranted.

ELECTRONIC MEDIA

Electronic media as applicable to the libraries include computers and related peripherals such as hardware, diskettes, magnetic tapes, and various optical disks such as CD-ROM, magneto-optical disks, video disks, and laser disks used for storage of information; library networks and communication technologies used for information transmission and dissemination; and electronic publications including online bibliographic databases, primary (full text) and secondary publications on CD-ROM, and online journals. The emergence of e-media has changed the basic functions of libraries such as acquisitions, processing, storage, dissemination and reference services. The use of e-media facilitates enhancement in the speed of service, number of users served, the quantum and exhaustiveness of information

provided. This has led to the improvement, in general, of the quality of services provided by the libraries using the e-media. Communication technologies have enabled the establishment of many infrastructure and library networks which the developments in mass storage technologies coupled with the innovations in computers and communications have brought in new forms of publications known by the generic term electronic publishing (e-publishing). Various electronic publications (e-publications) like bibliographic and full text CD-ROM databases, and electronic and online journals had a profound impact on the libraries. The development of digital and virtual libraries is an important one in this field. In recent times some pioneering projects have been undertaken for the development and validation of technologies towards creating digital and virtual libraries. Since all these developments are part of or closely related to e-media, the

present study covers their impact on and implications for libraries.

REVIEW OF LITERATURE

It describes the background to the research problem. The literature based on e-journals and its theory that guides this study. It will explore the literature that is relevant to understanding the development of e-journal. Literature review is a survey of progress in a particular aspect of a subject area over a given period (e.g. one, five or ten years. It may range from a bibliographical index or mere list of references. To a general critical review of original publications on the subject covered. There are two types of literature review – integrate & research review and theoretical review. Integrated research review examines the previous work in the area and identifies the existing relationship among variables and theoretical review examines the various theories that have been put in word and puts forward an argument as to which is not relevant.

It takes less time in comparison of print journal. E-journals are computer based so there is binding problem. Electronic journal is form of existing print journal. It has Connectivity to the users in the world online, integration with network and availability on the World Wide Web. Many publishers are now dealing libraries through Electronic Data Interchange (EDI) the internet and we are making knowledge and linked internationally.

OBJECTIVE

The Objectives of the study are following:

1. To determine types of e-journals in different subjects in the library of Kurukshetra University.
2. To determine number of e-journals in different subjects in the library of Kurukshetra University.
3. To study of frequency of e-journals in different subjects in the library of Kurukshetra University.
4. To find out quality of e-Journals in different subjects in the library of Kurukshetra University.
5. To find out publishers of e-journals in different subjects in the library of Kurukshetra University.

RESEARCH METHODOLOGY

Usage of Research Instrument: Two research instruments i.e. questionnaire and interview for obtain data for the research work.

Data Collection: Data has been collected from October, 2012 to December 2012.

Structured Questionnaire: Structured questionnaire contains definite, concrete and preordained questions. This type of questionnaire is prepared in advance and not on the spot during the questioning period. The structured questionnaires are used in a wide range of projects. The method is used to initiate a formal enquiry and also to supplement and check data previously accumulated. These are mainly used in studies of economic and special problems, studies of administrative policies, changes, studies on the cost of living, consumer expenditures, public health and many other issues.

Interview: Interview method is a kind of verbal technique for obtaining data. It is most commonly used method of data collection in the study of human behaviour. It is a direct method of data collection.

ANALYSIS AND DISCUSSION

After Collection of the data regarding the research problems, it has processed and analysed in according with the outline laid down for the purpose at the time of developing the research plan. This is essential for a scientific study and for making contemplated comparisons and analysis. Scientific analysis assumes that behind the accumulated data there is something more important and revealing than the facts themselves, that well marshalled facts when related to the whole study have a significant general meaning, from which valid interpretations can be drawn.

Table – 1.1 : Subject wise journals and Users from 2009-2012

Subject	No. of e-journal	No. of Users in 2009	2010	2011	2012
Language	400	10000	12000	15000	4000
Literature	1000	12000	14000	1500	3000
Cultural Studies	200	2000	2500	3500	1000
Heritage Studies	250	2000	2400	3200	800
Total	1850	26000	30900	23200	8800

Table 1.1 displays increasing the increasing nos. of teachers, research scholars, P G students and others (i.e.

librarians, information officers, information brokers, consultants, philologists, etc.) Since 2010-2012 starting since 2009 due to increasing awareness, utility of journals of language, literature, cultural and heritage studies according to their needs.

Table – 1.2 : Subject wise journals and Users from 2009-2012

Subject	No. of e-journal	No. of Users in 2009	2010	2011	2012
Library and Information Science	350	5500	6800	9000	2500
Economics	220	73000	89000	102000	58000
Sociology	630	62000	80000	90000	40000
Political Science	520	40000	55000	65000	35000
History	550	30000	45000	60000	28000
Geography	480	33000	50000	70000	32000
Law	500	10000	20000	35000	15000
Education	330	65000	72000	90000	40000
Commerce	600	24000	40000	65000	25000
Total	4180	342500	457800	586000	275500

Table 1.2 indicates the increasing nos. of teachers, research scholars, P G students and others (i.e. librarians, information officers, information brokers, information scientists, economists, sociologists, politicians, policy makers, geographer, advocates, judges, businessmen, directors, principals, traders and consultants, web designers, database administrators, software developers, network engineers, etc.) Since 2009-2012 starting since 2009 due to increasing awareness, utility of journal of library and information science, economics, sociology, political science, history, law, education, geography and commerce according to their need.

CONCLUSION

Prepared questionnaire and distribution of its copies to 50 respondents. All the responses were accepted. Staff members co-operated me in-spite of their busy schedule. Kurukshetra University Library has good collection on e-journal. Kurukshetra University website has no information about e-journals and other information. Internet helped me very much. University has an excellent collection of e-journals on different. Each subject has sufficient number of

e-journals according to the need of users. Users are satisfied. Both national and international e-journals are available in the university. All journals are standard quality journal. But there are problems in management of e-Journals.

SUGGESTIONS

Lack of Subject Wise Database

This is major problem. University is a research library where a user feels difficulty in locating the e-journal of his or her interest if there is no subject wise database. Subject wise database is very necessary for every library. A lot of time wasted by user in search of information. According to Ranganathan's fourth law 'Save the time of the reader' and user's time should be saved. Electronic journals should be arranged classified with alphabetical arrangement.

Lack of Accurate Number of Electronic Journals

There are thousands of electronic journals in University but it is difficult to say about accurate numbers of electronic journals. In research these types of data should not be on guess. Librarians should provide exact information.

Lack of Free Access Journals

Free access electronic journals are useful for all kinds of users. Non-member does not need to visit the University or any organization. They can access any kind of electronic journal from anywhere. Free access journals save finance of the university and the amount can be spent in other services.

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