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Marketing of Library and Information Products and Services : Conducements and Cogencis – Quests and Traces for Development

Milan Kumar Sarkar and Subhendu Kar

Abstract

Purpose: The purpose of this paper is to discuss the principles, objectives and significance of marketing management and its implementation in library and information units, the imperative need. The present study aims to explain the meaning and definition of marketing of library and information services. It highlights the marketing strategies, tools and techniques for attaining the highest degree of user satisfaction. This paper seeks to explore the major challenges and barriers to this regard. It attempts to suggest a conceptual framework that is suitable for better marketing of Library and Information products & services (LIPS) especially in the digital environment and the past changing economy.

Methodology: This study is based on literature review and the unfolded aspects of the existing concepts of LIS marketing, adding some new concepts with a suggested model of strategy.

Findings: Effective marketing management is a decisive factor for enrichment of the services by adopting marketing, overcoming the awes and woos.

Originality: It is an attempt to bring to help a new discourses for LIS marketing which may help the library professionals to understand and adopt marketing strategies to promote LIS products & services in a dynamic digital environment.

Keywords: Library and information service; Marketing management; Library Product and Service, Tool and Technique of LIS Marketing; Customer Relationship Management

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Dissemination of Agricultural Information : Role of Public Libraries in Rural Meghalaya, North-East India

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Abstract

Purpose: Public libraries in rural areas are established to serve communities. Surprisingly, mostly rural people do not seek agricultural information from public libraries. Therefore, it is imperative to assess their information needs and seeking pattern, to understand their views towards public libraries' status, and to recommend extension services to attract rural people.

Methodology: The sample population for this study consists of 241 respondents out of 300 questionnaires distributed. Three districts, namely East Khasi Hills, West Khasi Hills and the Ri Bhoi, are chosen as a representative sample following a stratified random sampling technique to represent the whole population in Meghalaya, India. The survey data are analysed using Statistical Package for SPSS.

Findings: Most respondents have conveyed that libraries do not impart or conduct agriculture extension programmes in their respective districts. Majority of the respondents seek information on agricultural activities such as how to cultivate a better crop, how to get better seed and how to get government assistance etc. from sources like 'Parents', 'Headman' and 'Friends' but not from public libraries.

Originality: This study contributes to the existing body of knowledge on agricultural information. Public libraries in India must take initiatives towards agriculture literacy programmes. The findings will be of practical use to policymakers and public libraries. The recommendations will aid stakeholders like the government's department or libraries to plan for extensive information literacy programmes.

Keywords: Agricultural information; Agriculture information need; Agriculture information-seeking pattern; Public library

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Library Anxiety among Postgraduate Students of North East India: An AQAK Scale Measurement

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Abstract

Purpose: The present study is to investigate the level of library anxiety among Northeast Indian students pursuing higher education in Northeast India and outside Northeast India.

Design: AQAK library anxiety scale was used to identify the anxiety level and to test the hypothesis. An online survey was conducted using different social networking platforms among 120 postgraduate students using a simple random sampling survey method, out of which 111 of them have responded actively.

Findings: The study found no significance changes in library anxiety level related to gender, state, residential background, and institute/university of the users. More importantly, respondents have recommended valuable suggestions for the growth of the library and efficient usage of library resources.

Originality: This study is an initiative to understand library anxiety among Northeast students. It also focuses on the suggestions provided by the students to improve the usage of library resources.

Keywords: Library anxiety; AQAK; User survey; Postgraduate student; Northeast India

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Dataverse in Research Data Management Services

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Abstract

Purpose: To simplify working with and sharing research data, researchers want infrastructure that provide the highest level of accessibility, stability, and reliability. The Harvard Dataverse Project (HDP) (<https://dataverse.org/>) is compiling a growing list of such infrastructure. In this regard, the purpose of this paper is to provide an overview through an analysis of the activities of the Dataverse website in managing research data.

Methodology: The study examines the statistics systems and other critical resources concerning upload and use the dataverse/ datasets/ files upto October 2022. This includes the creation of dataverse, category of dataverse, uploaded total datasets, file downloads trend, publication of dataverse or datasets, most approachable subject to share and browse data, the most recommended file type of research data and access level of research data. The basic resources include top metadata sources and data citation standards of dataverse project.

Findings: It is noted that behaviours associated with structured study outcomes are more evident in developed countries as opposed to developing countries according to top author affiliation which is from the USA. The findings also show that research data in Medicine, Health, and Life Sciences is more uploaded and structured, whereas data in Social Sciences is more browsed and structured. Overall, the generation of dataverses, datasets, files, their downloads, and publication dataset is on the rise. On the dataverse website, good citation standards are being noticed, as well as the fact that 97 percent of data are available to reuse because contributors waive their copyright licences under CC0.

Originality/ Value: This study presented an overall picture of the growing research data practices throughout the investigation on the Harvard Dataverse platform. The research proposed best practices focused on RDM operations to improve the amount of Research Data activities.

Keywords: Research data management; Dataverse; Dataset; Data citation standard; Harvard dataverse project

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Bibliographic Data in BIBFRAME Model: A Way to Make Library Catalogue Understandable to Search Engines

Pritam Kumar Paul^a and Sudip Ranjan Hatua^b

Abstract

Purpose: Search engines work hard to understand the context of the information. More use of linked data in a webpage can lead to reduce irrelevant information from the search result. Similarly, to make library data more understandable to the search engine, the use of linked open data in the library catalogue is needed. BIBFRAME is the vocabulary that is built specifically for this purpose. The present study aims to study the use of BIBFRAME vocabulary for bibliographic description.

Methodology: A physical copy of a monograph is taken to record minimum bibliographic data elements following the RDA descriptive cataloguing standard. These data elements are then mapped with BIBFRAME vocabulary and aligned under three high level classes i.e work, instance and item.

Findings: This paper gives an idea of appropriate BIBFRAME properties and classes which are essential to describe RDA elements. The study found many properties like responsibilityStatement, editionStatement where the expected value is mentioned as literal value. But in many cases, the expected value of a property is a class like subject, carrier, etc. There is the provision of further relation if required. Other vocabulary can be used to link the RDA data element with the particular BIBFRAME property.

Originality: This paper will help the library professional to understand BIBFRAME and its use to describe monographs. Further research can be taken by the researcher to describe other types of library materials.

Keywords: BIBFRAME; RDA; Linked data; MARC; Semantic web; Work; Instance; Item

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Library @ Users' Doorstep : Some Practical Experiences

Joydeep Chanda^a

Abstract

Purpose: Today, library users have not enough time accessing library physically. Moreover, information needs are mostly fulfilled by surfing different websites, databases, etc. Now to bring back the users under the umbrella of library, a library should redesign its services and adopt such system so that it can reach at the doorstep of individual users. This study is to explore the ways and to share the experiences.

Methodology: Different methods like creation of library's own website and announcing different events through it; providing access of varied range of online journals, e-books and databases; maintaining Web-OPAC for the benefit of users; uploading e-contents of class notes, lectures (for academic library); organizing seminars, workshops, webinars, different programmes, etc.; uploading syllabus and question papers; uploading full text e-resources for the benefit of teaching and learning community; creating and maintaining YouTube channel; creating and maintaining Facebook page as well as WhatsApp/Telegram group are used to experiment and to record the output.

Findings: With the implementation of the above mentioned methods, users are being involved with the library system and they are actively participating different programmes organised by the library.

Value: Outcome of this experiment is to overcome the library apathy by presenting a library. Through it, a library culture can be developed among users.

Keywords: Library ambience; Traditional library service; Library extension service; Library facility beyond campus

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